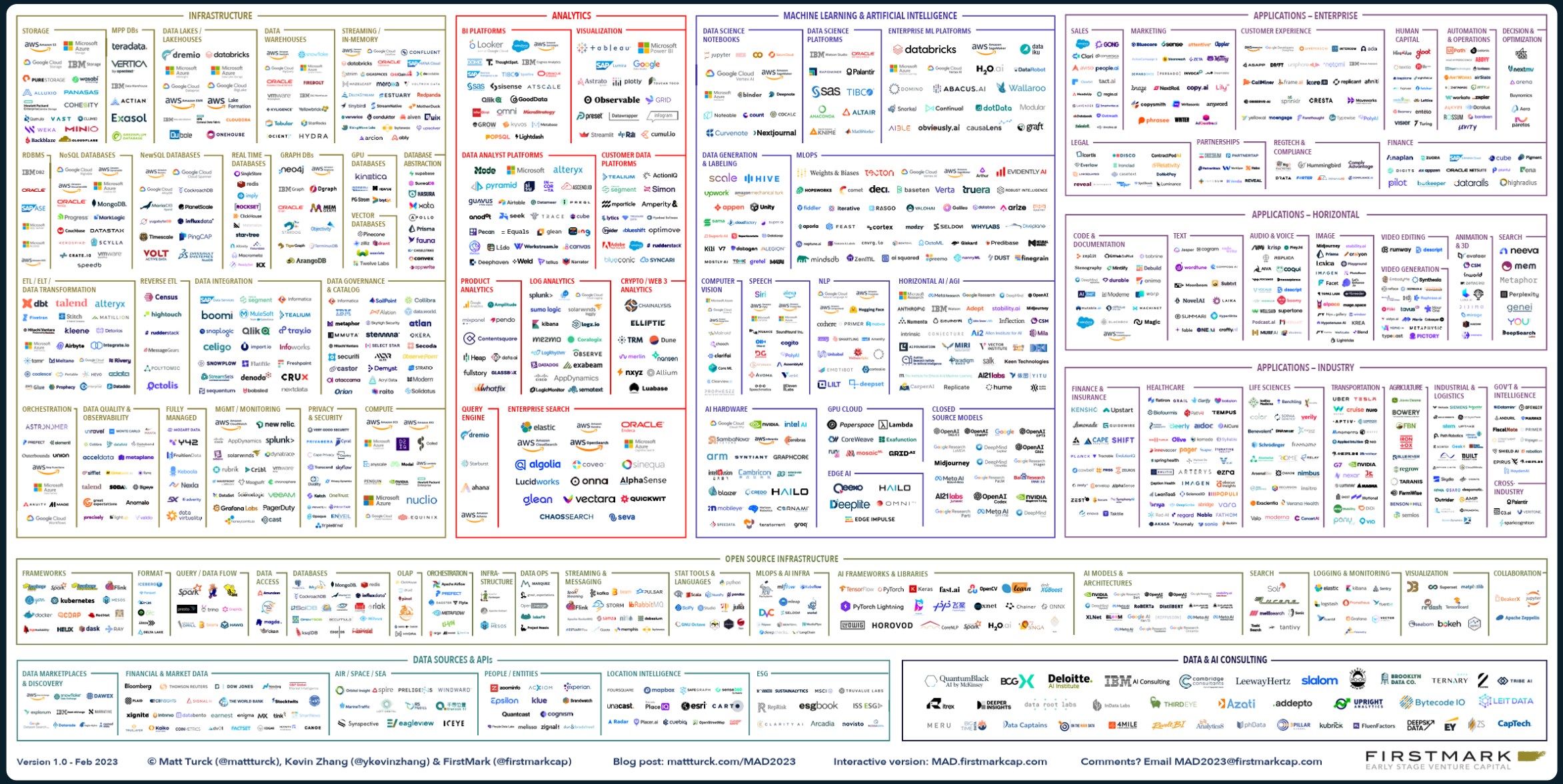
Microsoft

Introducing Microsoft Fabric

The All-in-One Analytics Solution

The 2024 ML, AI, and Data Landscape



Version 1.0 - Feb 2023 © Matt Turck (@mattturck), Kevin Zhang (@ykevinzhang) & FirstMark (@firstmarkcap) Blog post: mattturck.com/MAD2023 Interactive version: MAD.firstmarkcap.com Comments? Email MAD2023@firstmarkcap.com

FIRSTMARK EARLY STAGE VENTURE CAPITAL

Scalable analytics are complex and fragmented

Every analytics project has many subsystems

Every subsystem need a different class of product

Products often comes from multiple vendors

Integration at scale across products is complex, fragile and expensive

"**Simplify,**
I am the Chief Data Officer and don't want to be the Chief Integration Officer."

Every CDO, Every Enterprise

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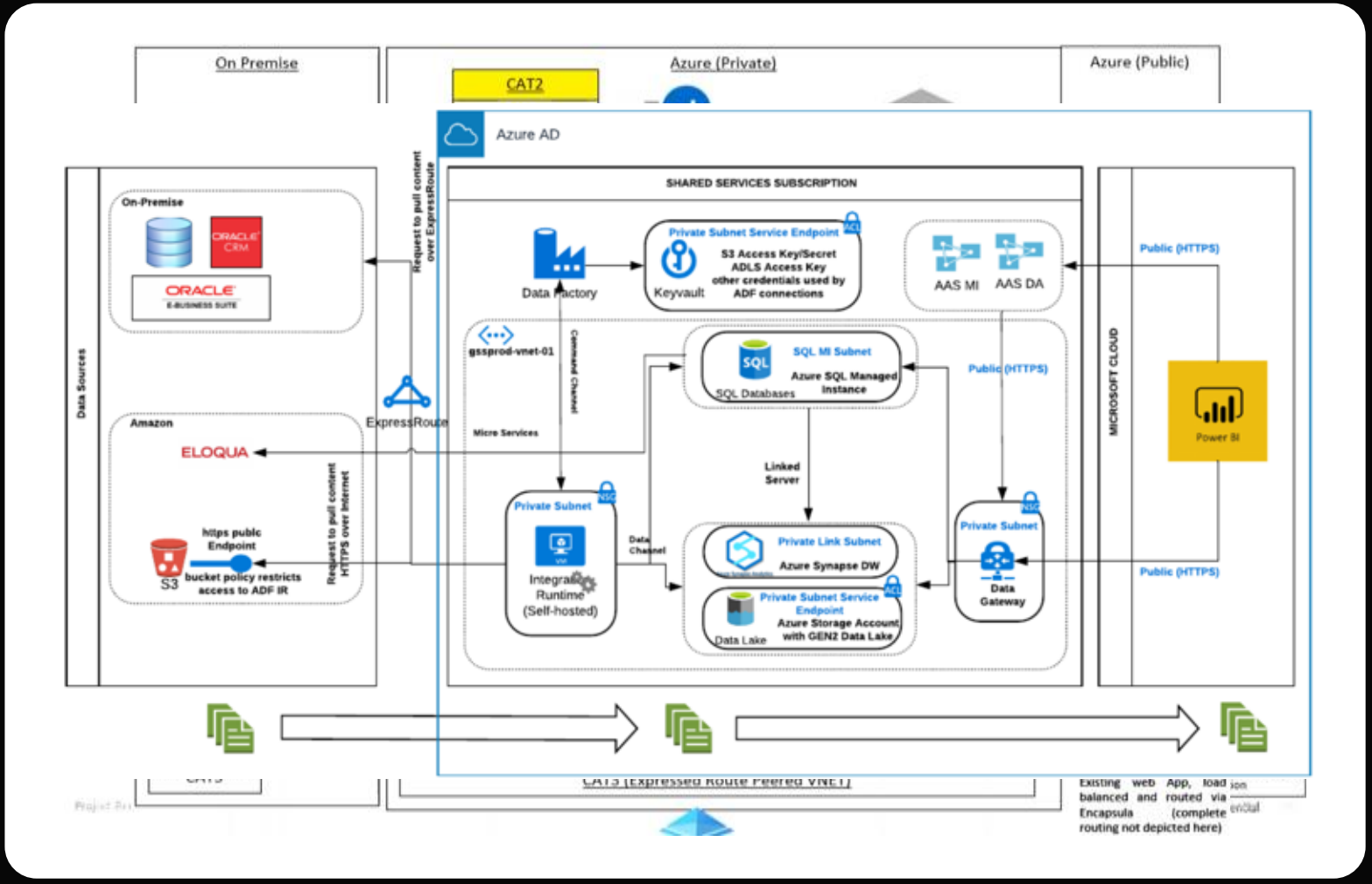


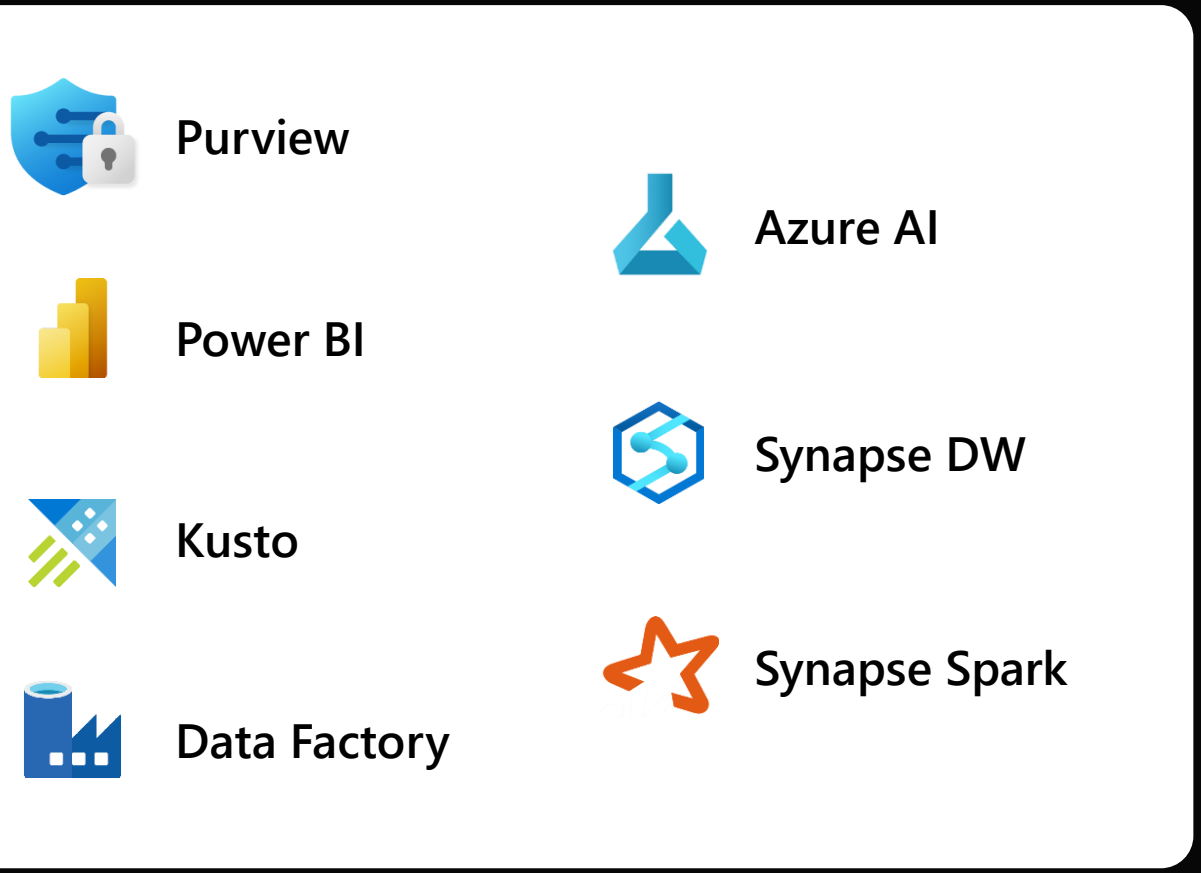
A silver lining?

Analytics have very predictable patterns

Microsoft has all the products with the right scale needed to build a complete analytics system

Still far too complex

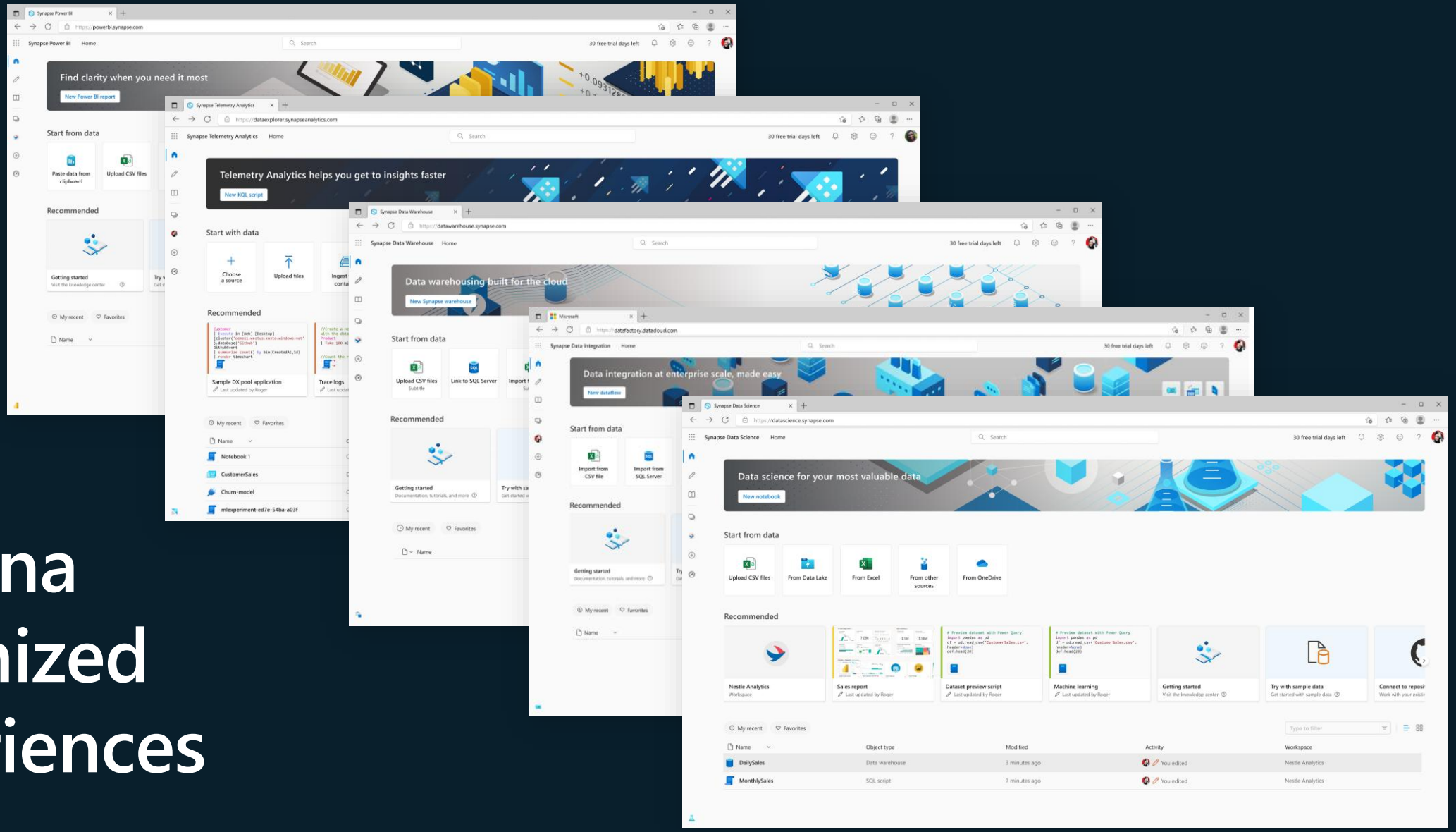
- Many Products
- Different Experiences
- Proprietary and Open
- Dedicated and Serverless
- PaaS and SaaS
- Different Business Models
- Steep Learning Curves
- Deep Expertise Needed
- High Integration Effort



Introducing

Microsoft Fabric

The data platform for the era of AI



Persona optimized experiences

Microsoft Fabric

The data platform for the era of AI

Complete Analytics Platform

- Everything, unified
- SaaS-ified
- Secured and governed

Lake centric and open

- OneLake
- One Copy
- Open at every tier

Empower Every Business User

- Familiar and intuitive
- Built into Microsoft 365
- Insight to action

AI Powered

- Copilot accelerated
- ChatGPT on your data
- AI driven insights

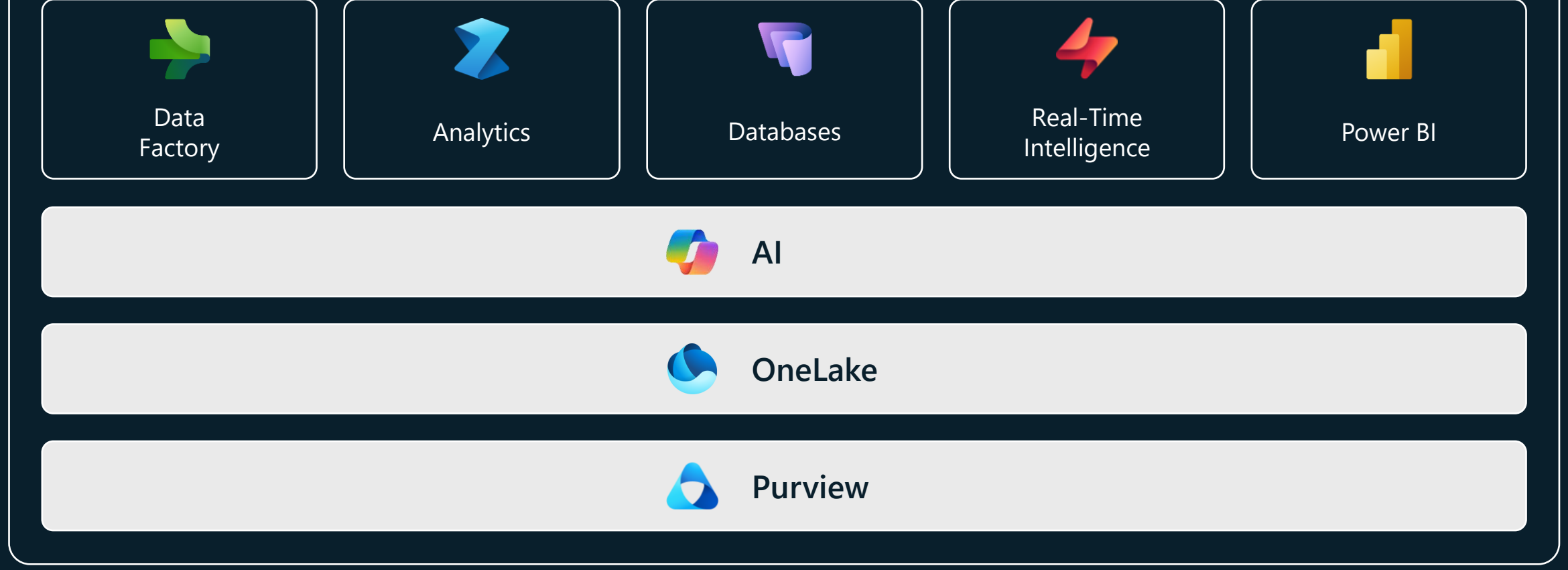
SaaS

“It just works"

5x5	Success by default	Centralized administration
Frictionless onboarding	Minimal knobs	Tenant-wide governance
Instant Provisioning	Auto optimized	Centralized security management
Quick results w/ Intuitive UX	Auto Integrated	Compliance built-in

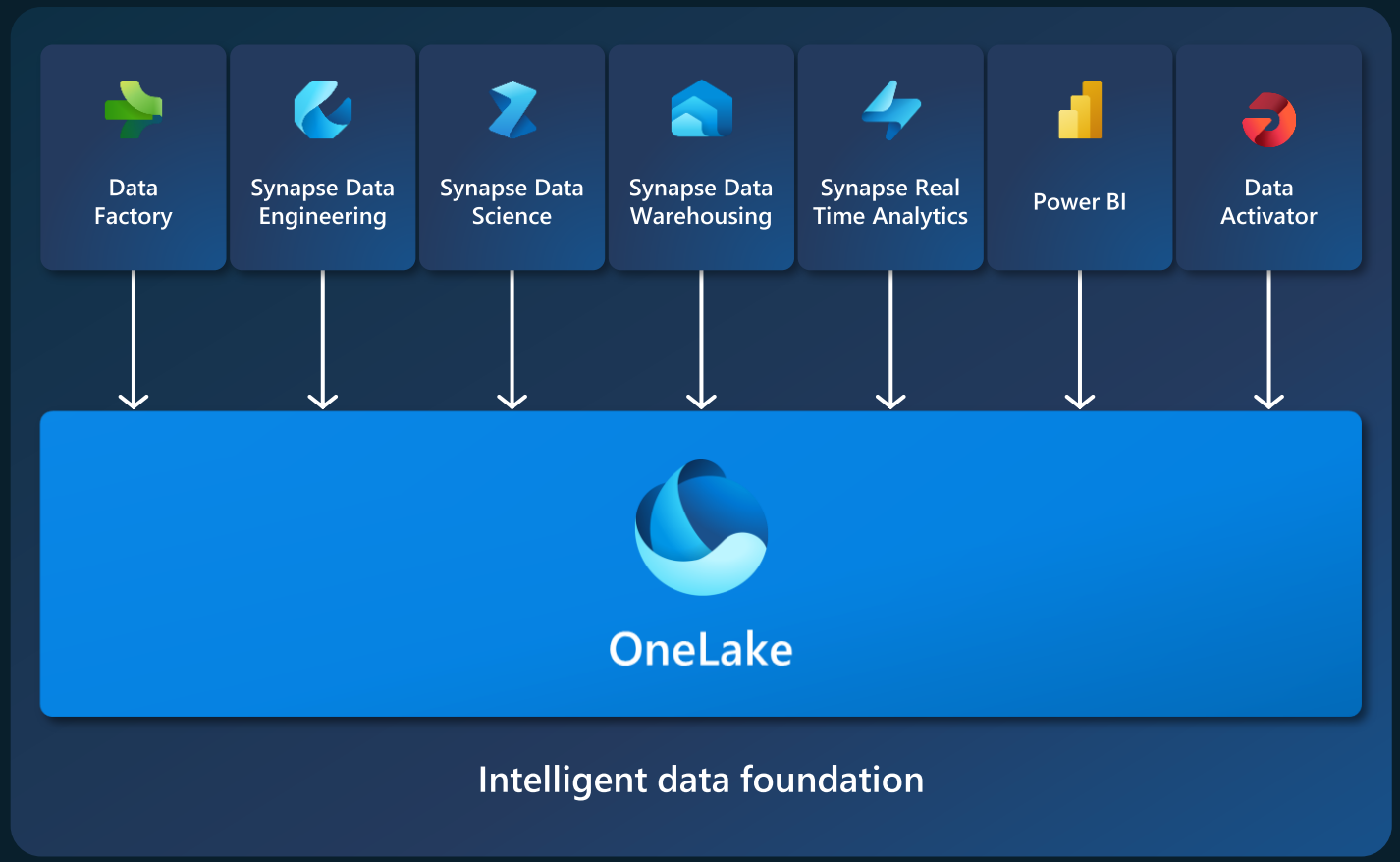
Microsoft Fabric

The unified data platform for the era of AI



OneLake for all Data

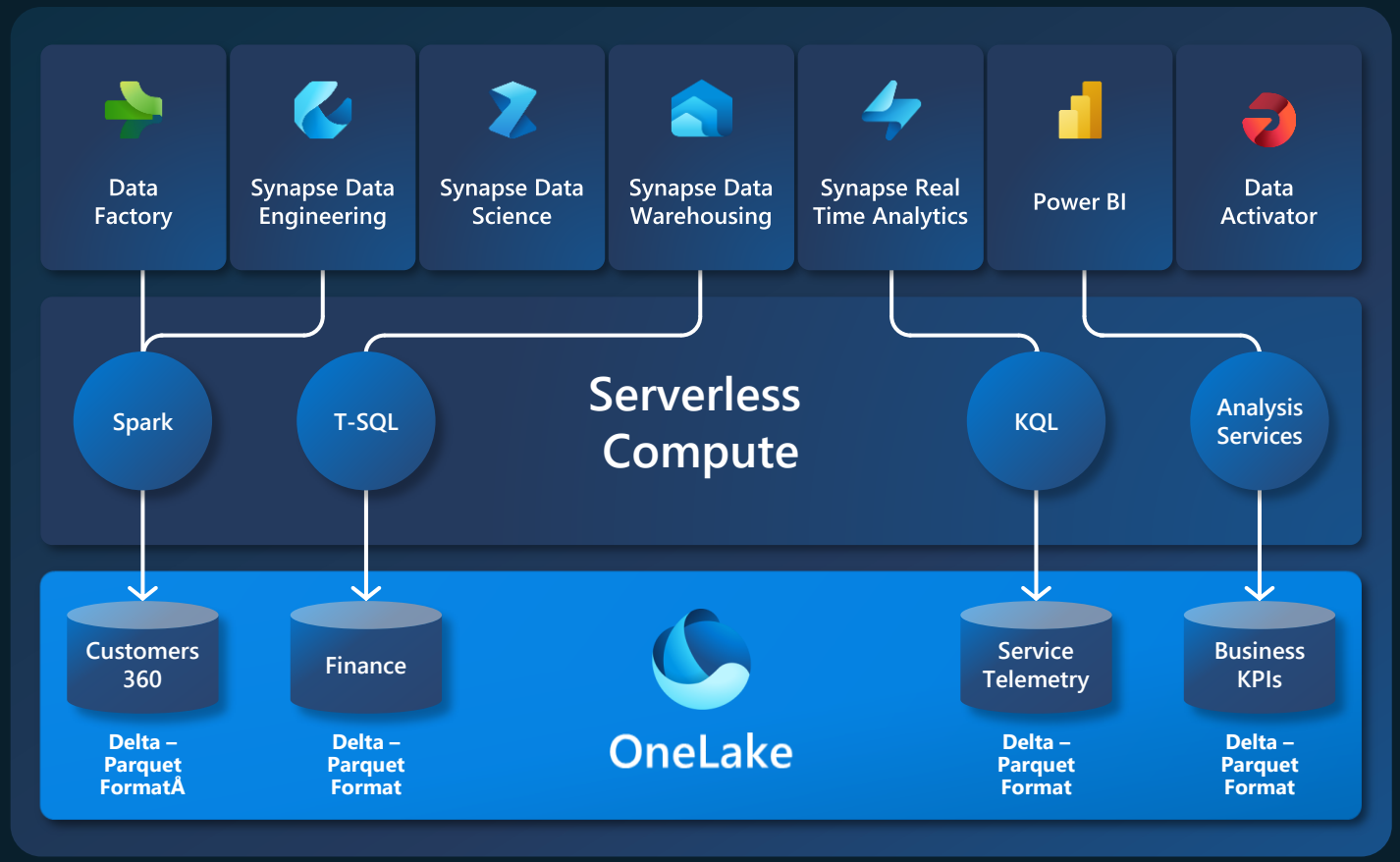
"The OneDrive for Data"



- A single SaaS lake for the whole organization
- Provisioned automatically with the tenant
- All workloads automatically store their data in the OneLake workspace folders
- All the data is organized in an intuitive hierarchical namespace
- The data in OneLake is automatically indexed for discovery, MIP labels, lineage, PII scans, sharing, governance and compliance

One Copy for all computes

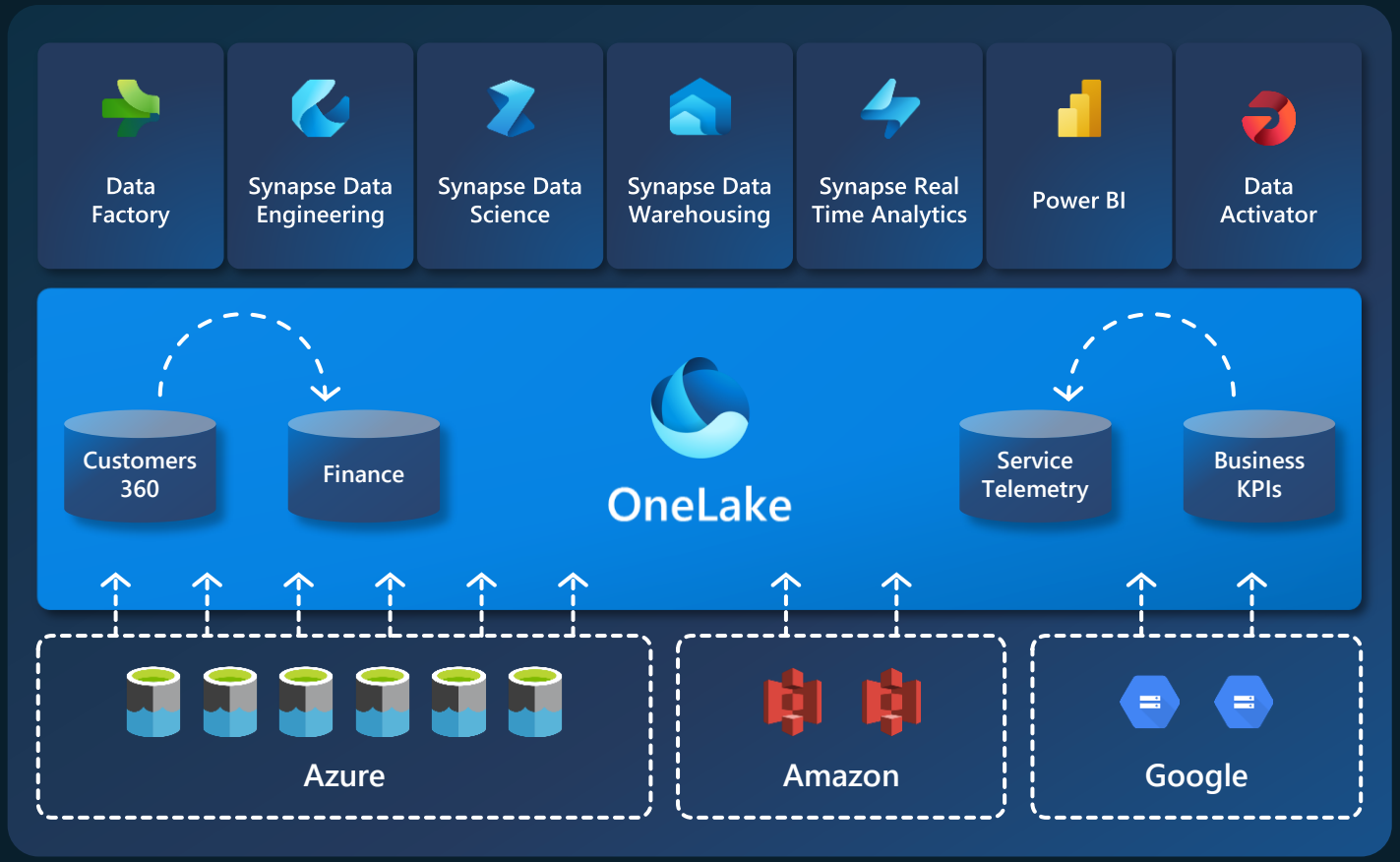
Real separation of compute and storage



- All the compute engines store their data automatically in OneLake
- The data is stored in a single common format
- Delta – Parquet, an open standards format, is the storage format for all tabular data in Analytics vNext
- Once data is stored in the lake, it is directly accessible by all the engines without needing any import/export
- All the compute engines have been fully optimized to work with Delta Parquet as their native format
- Shared universal security model is enforced across all the engines

Taking One Copy to the Next Level

Shortcuts



Sharing data in OneLake is as easy as sharing files in OneDrive, removing the needs for data duplication

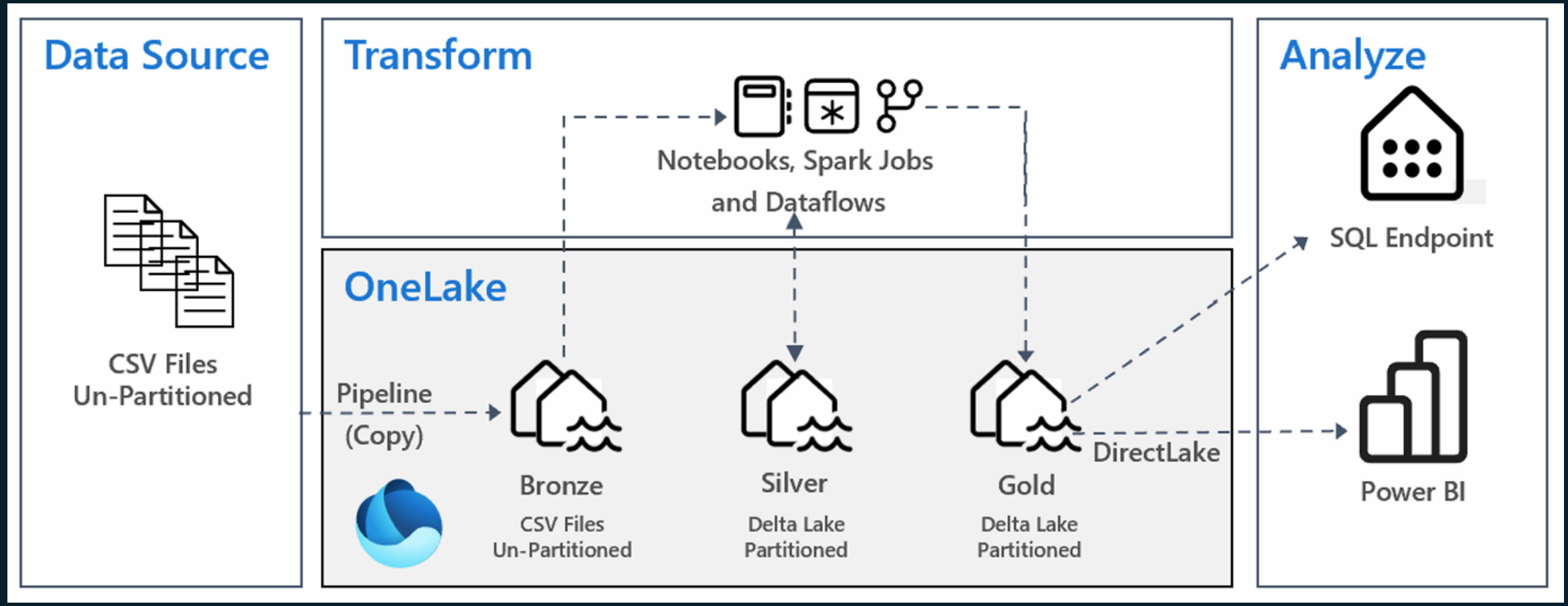
With shortcuts, data throughout OneLake can be composed together without any data movement

Shortcuts also allow instant linking of data already existing in Azure and in other clouds, without any data duplication and movement, making OneLake the first multi-cloud data lake

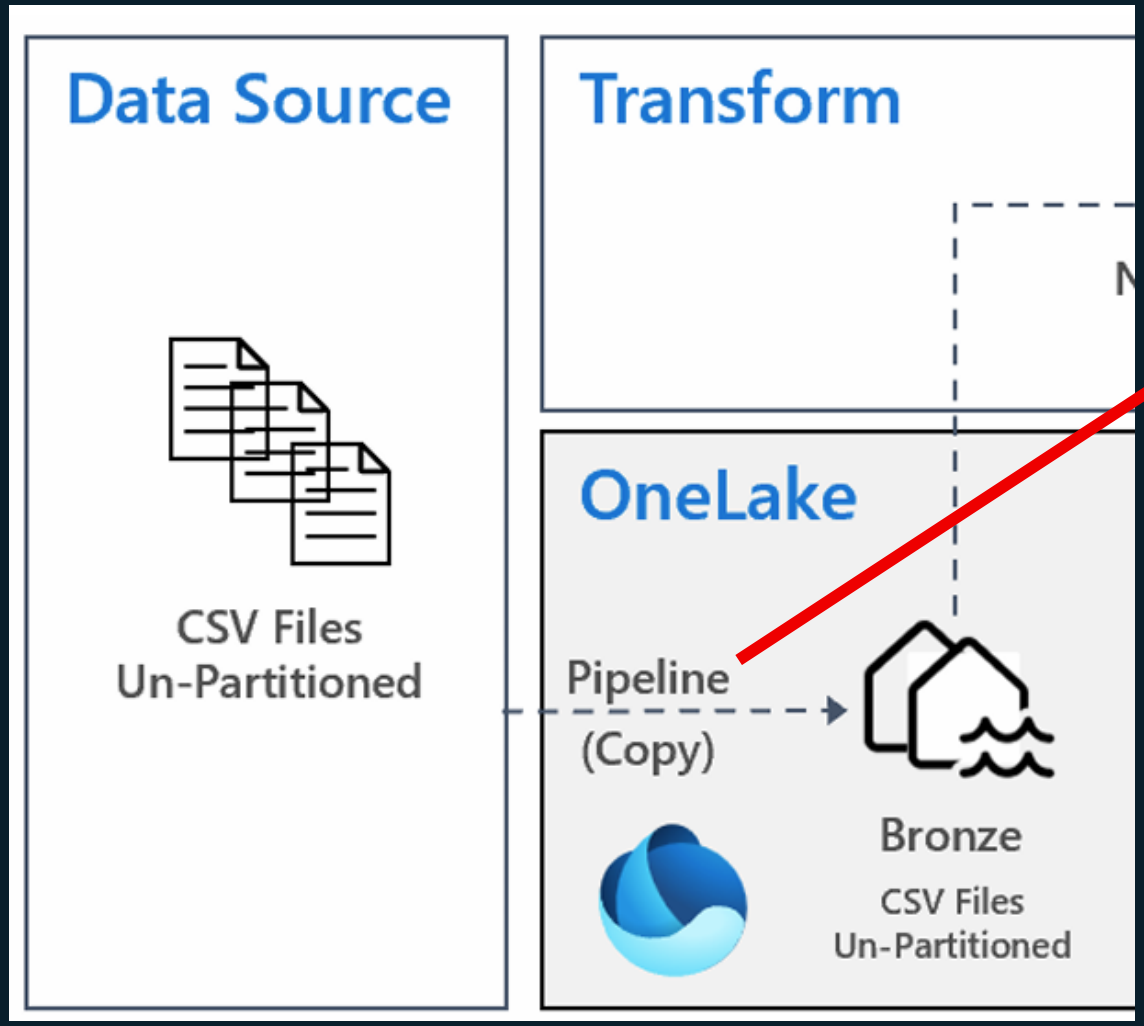
With support for industry standard APIs, OneLake data can be directly accessed by any application or service

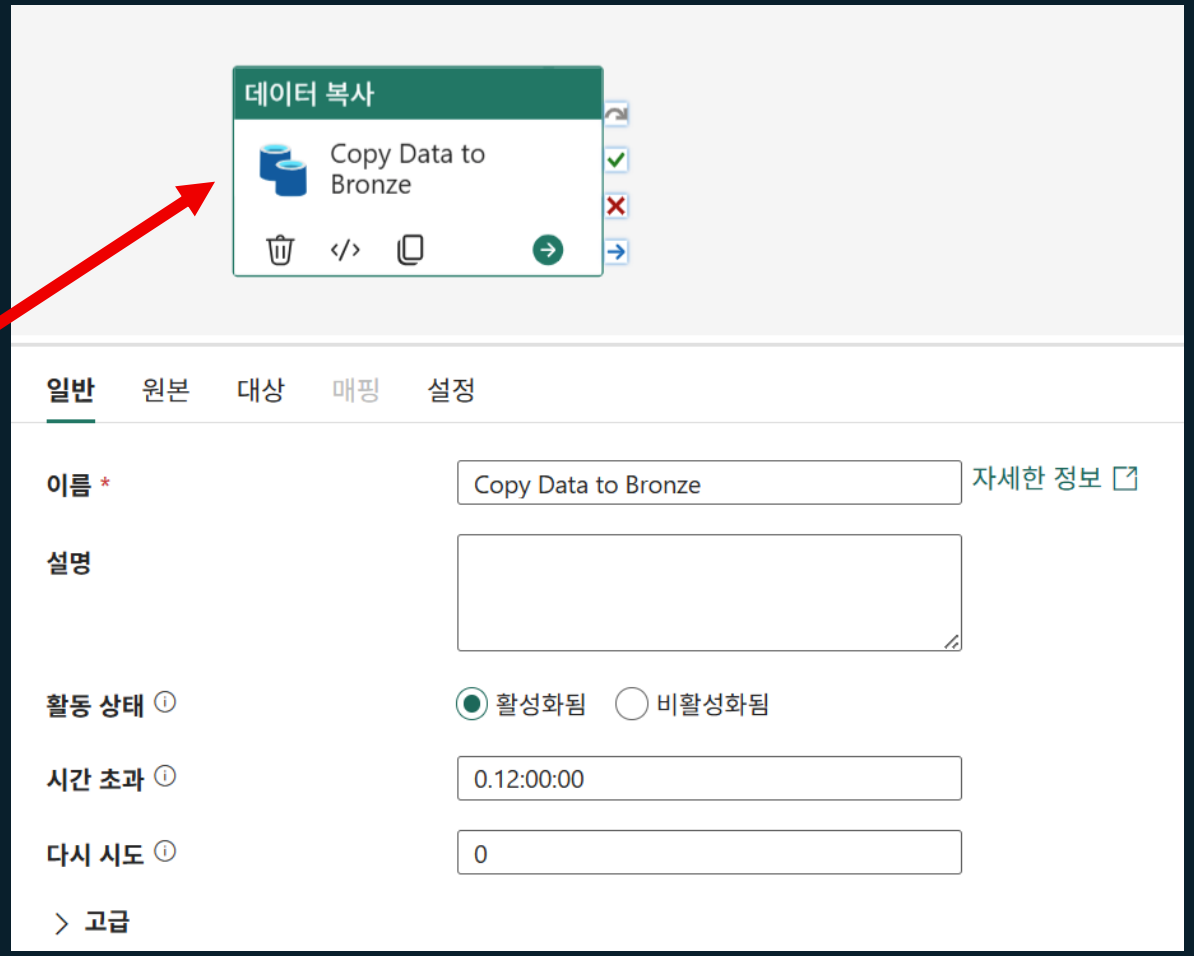
Demo - Lakehouse

Architecture, data & transformation flow

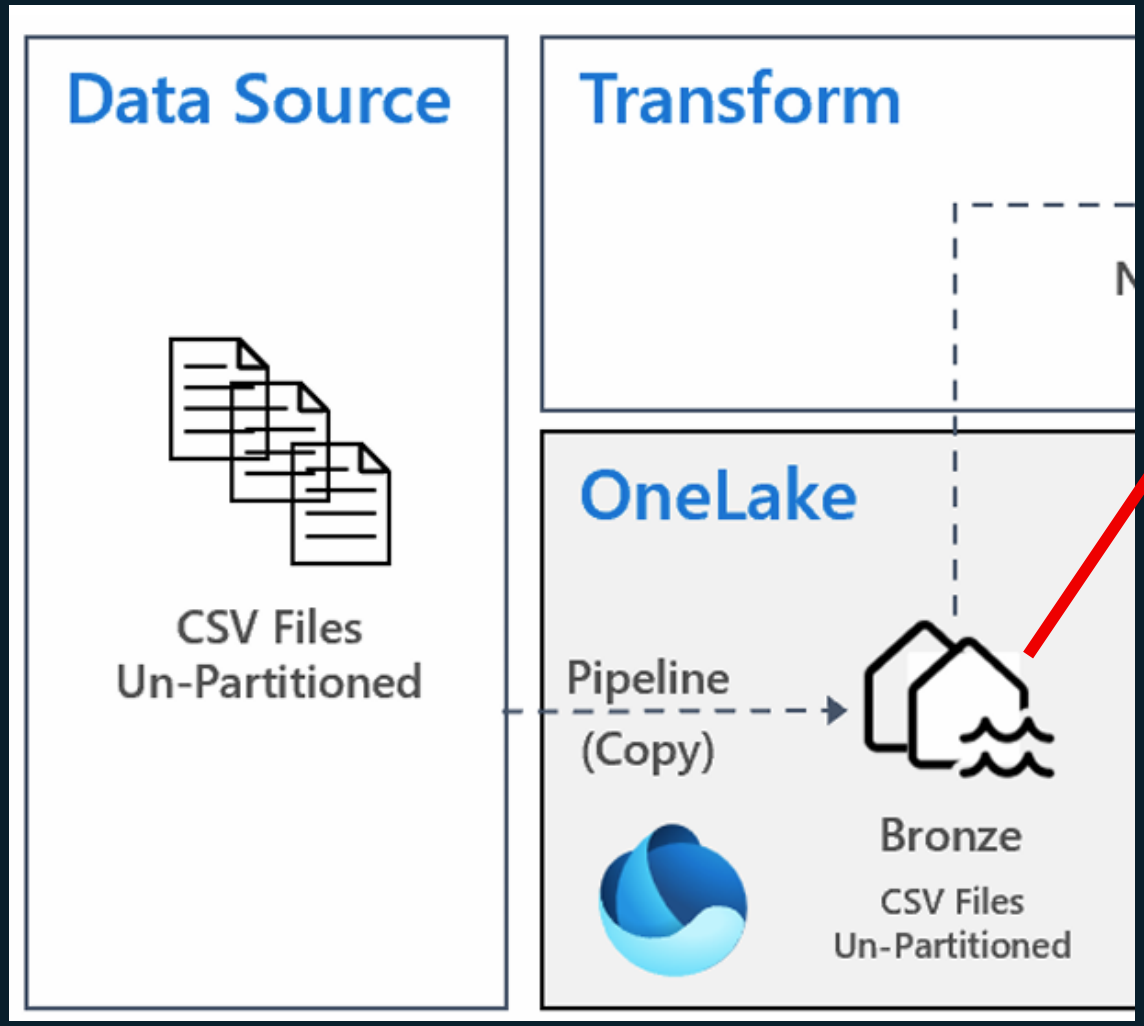


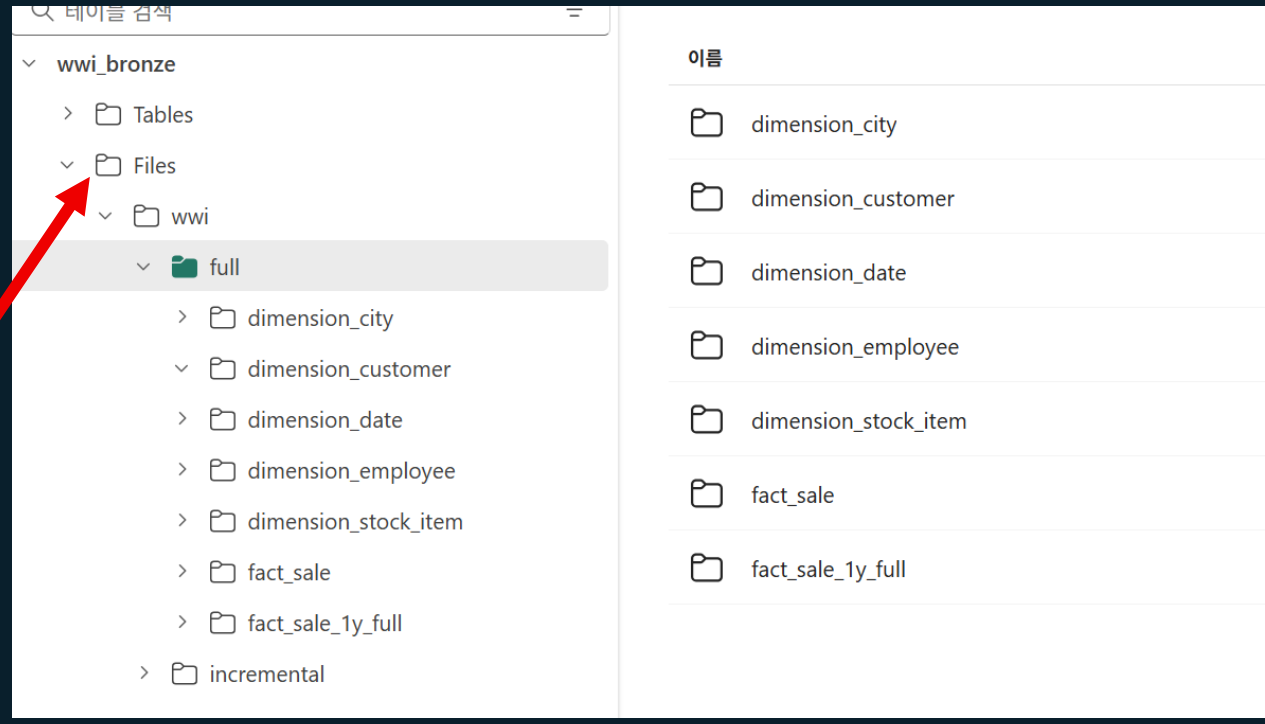
Demo – Ingestion (Bronze)



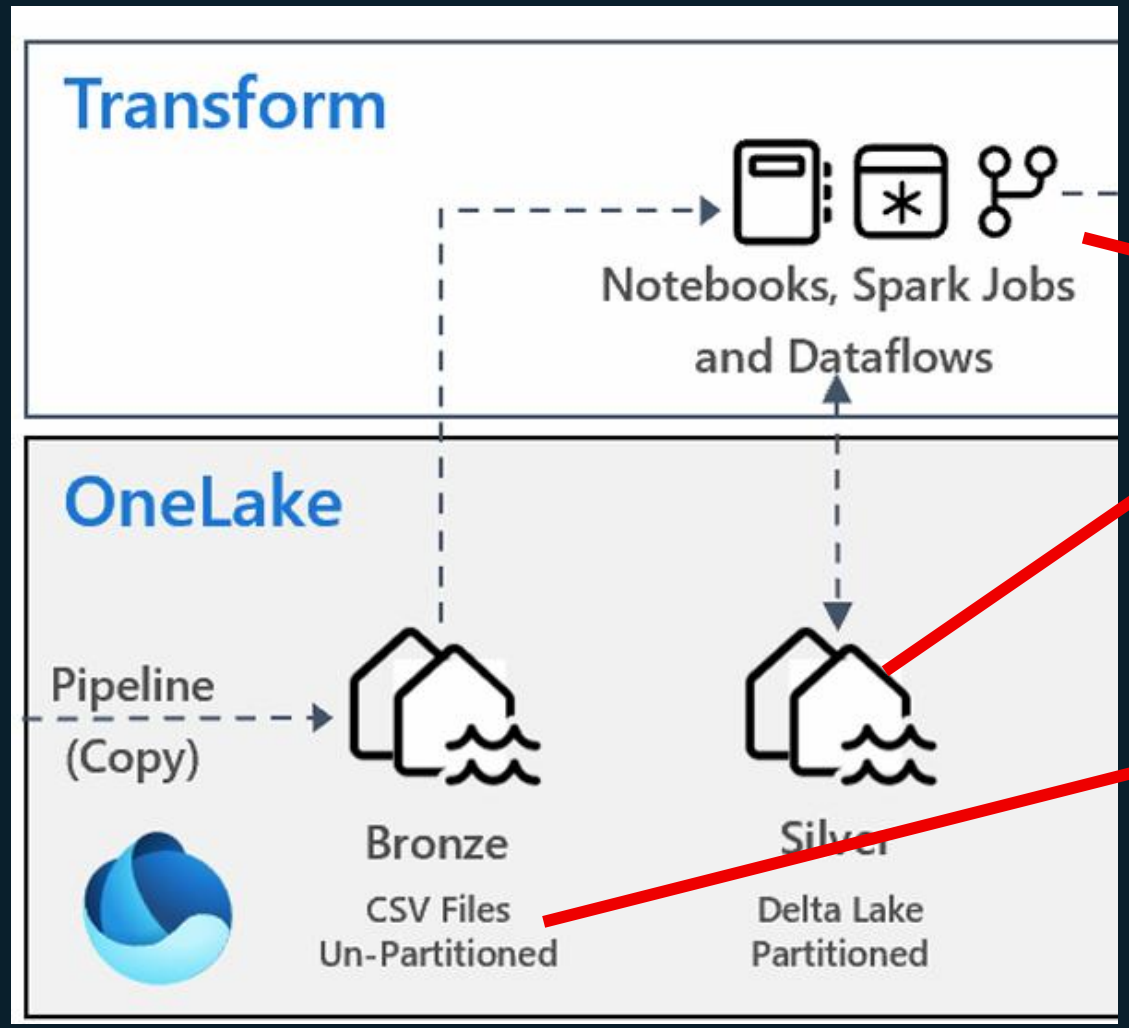


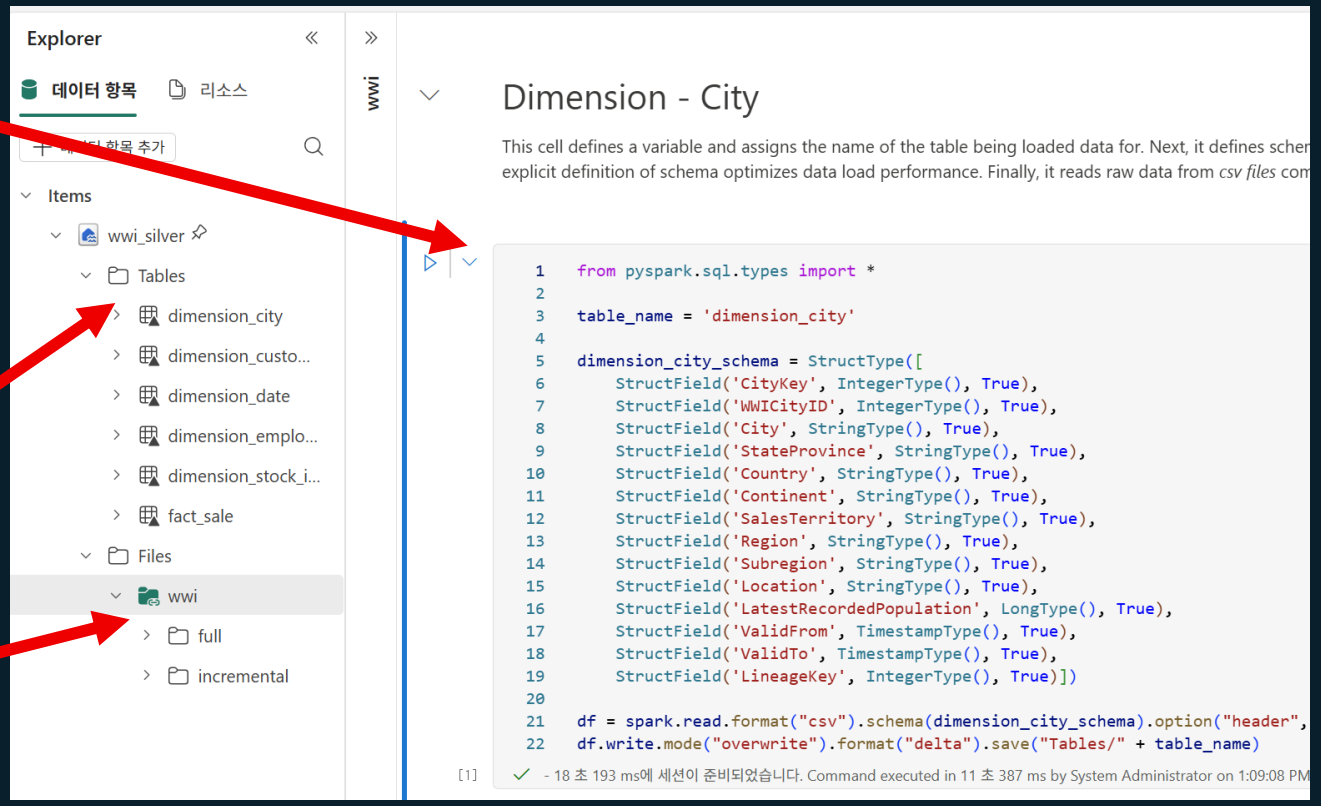
Demo – Ingestion (Bronze)



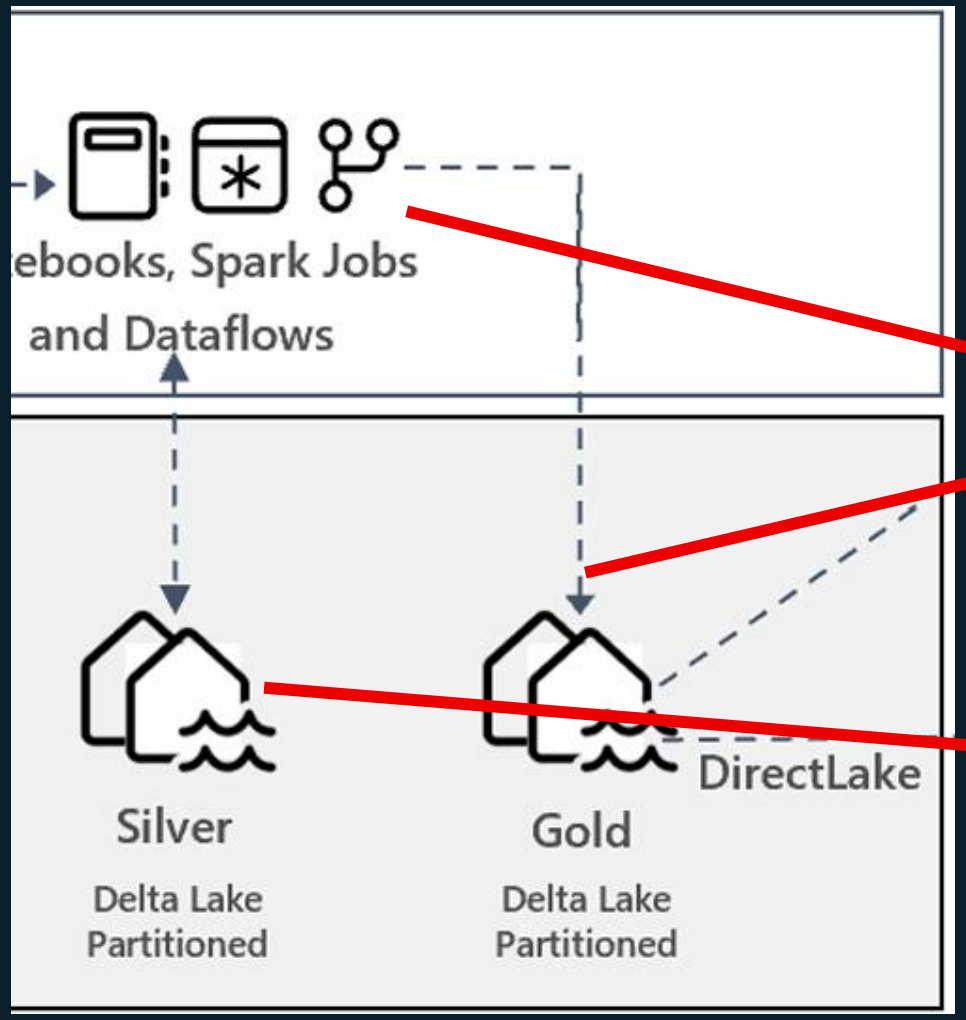


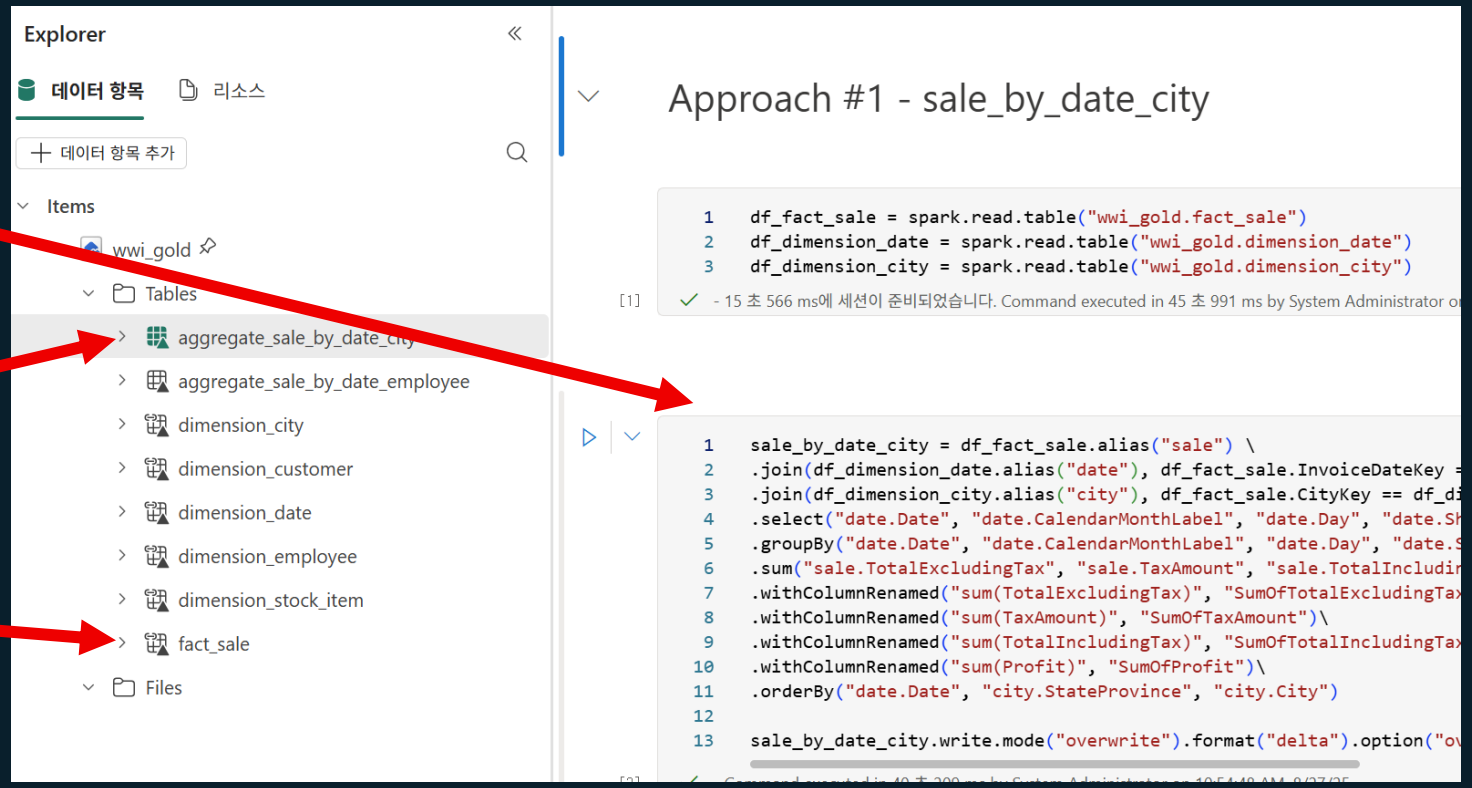
Demo – Transformation (Silver)



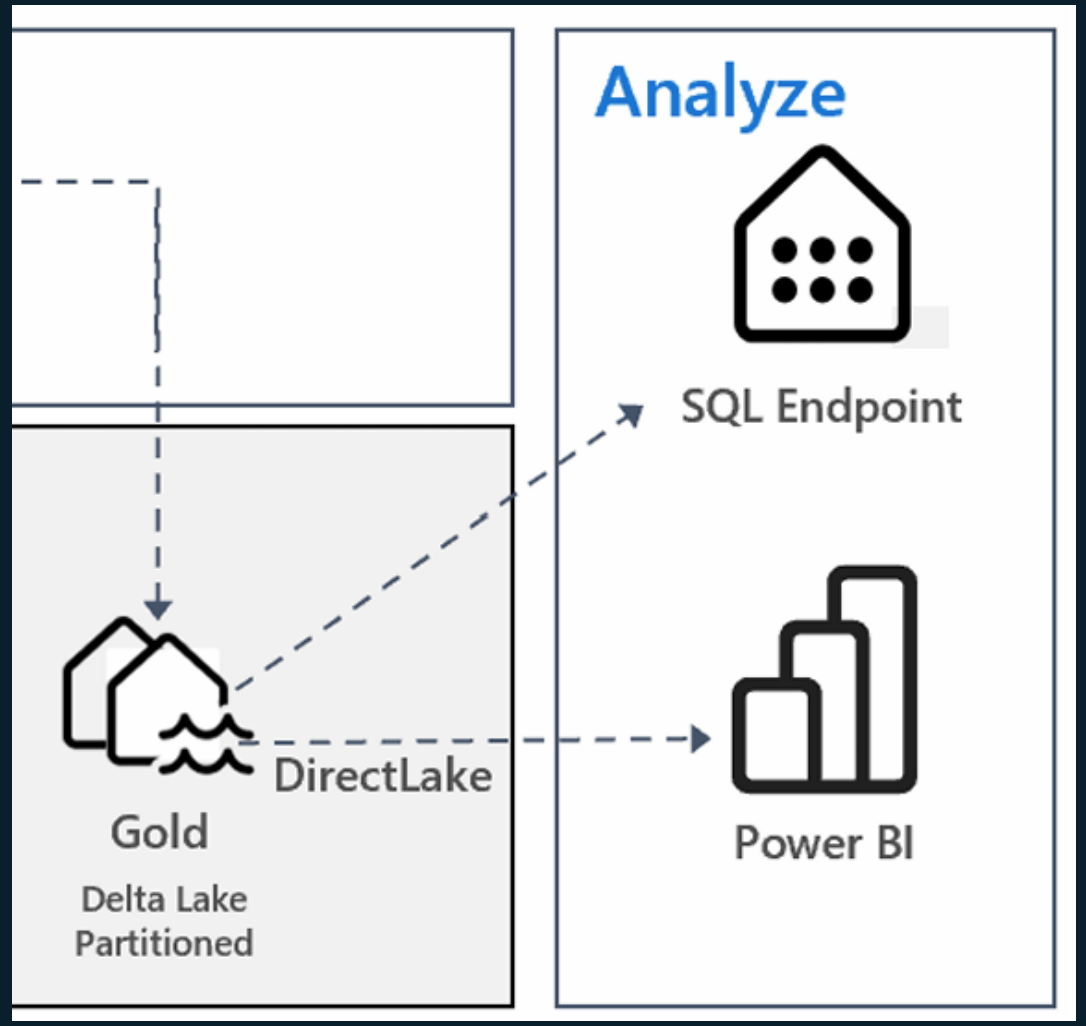


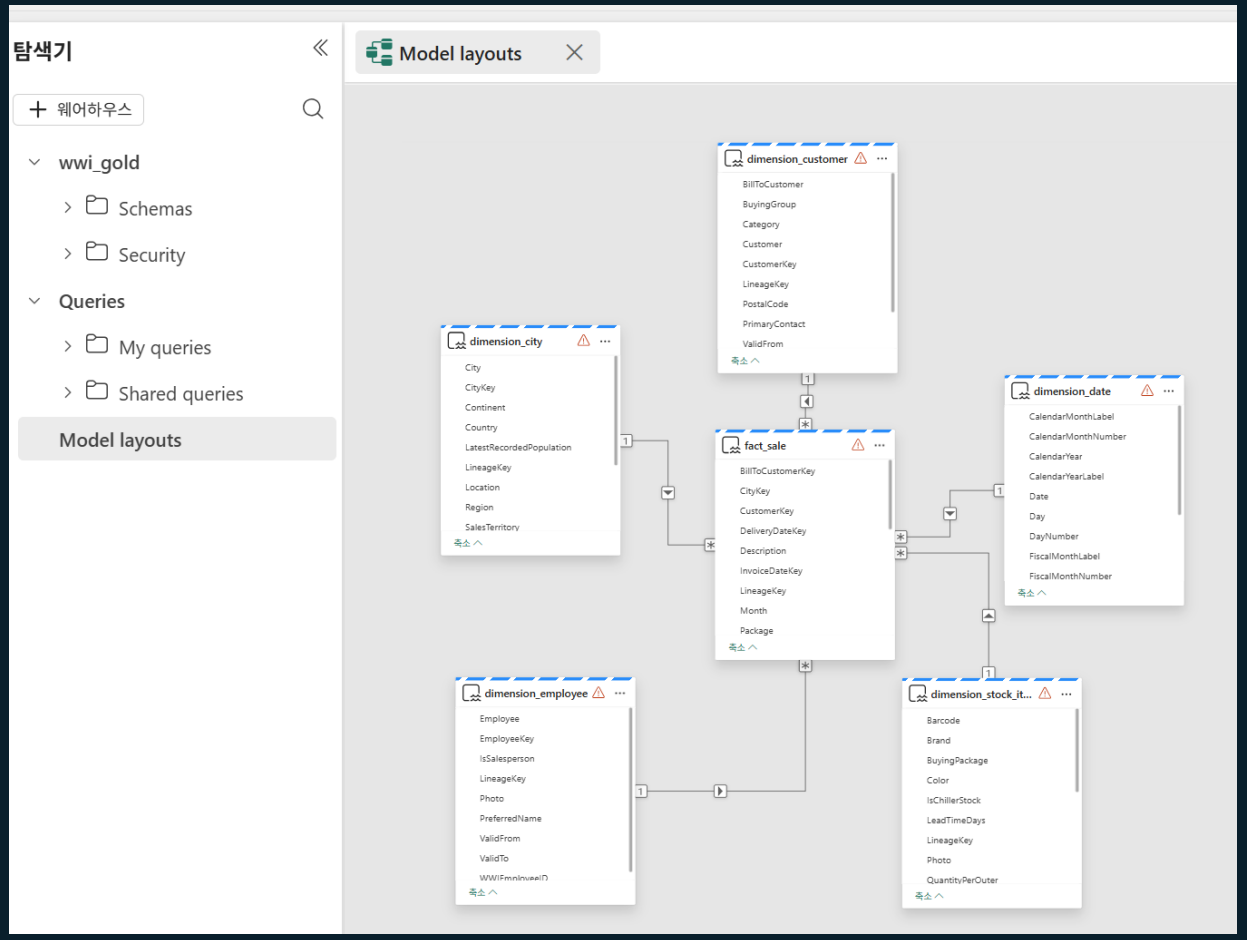
Demo – Aggregation(Gold)



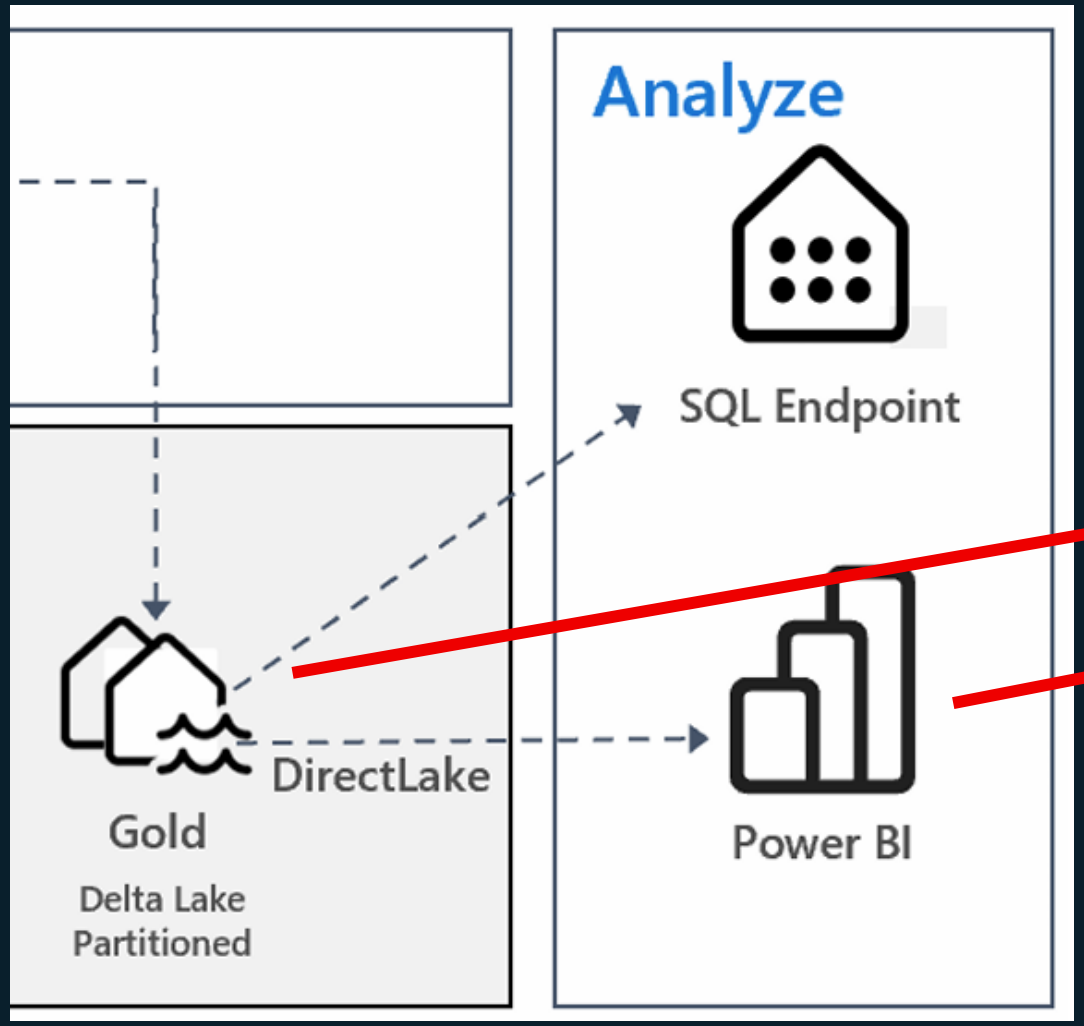


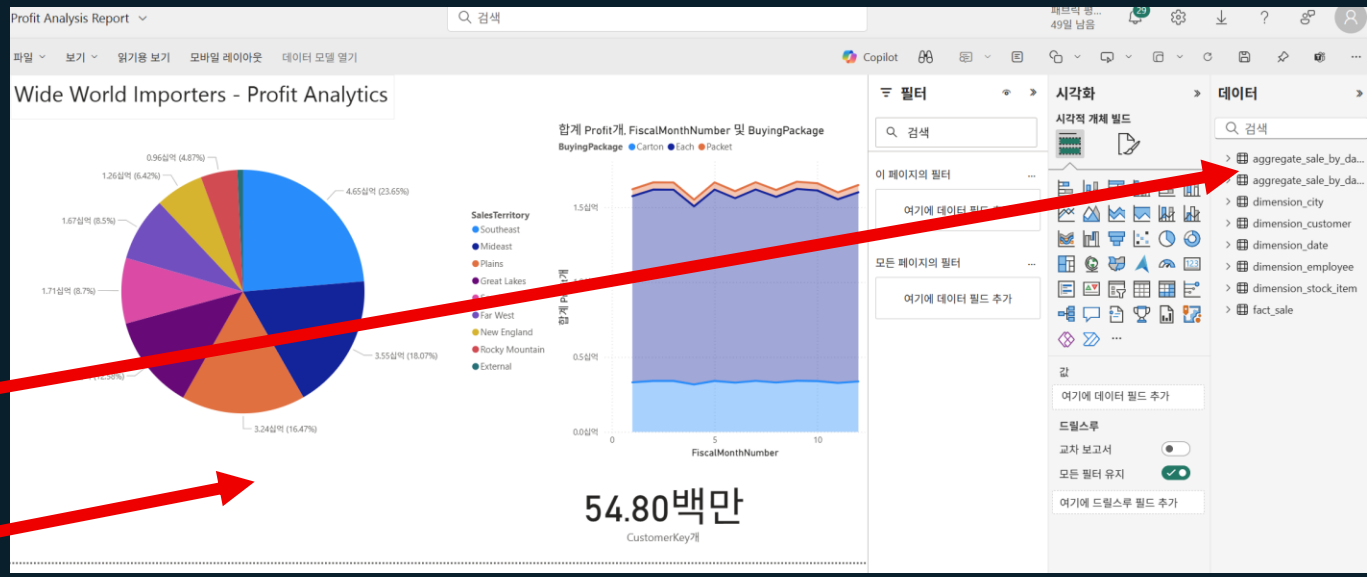
Demo – Analyze(PBI)





Demo – Analyze(PBI)





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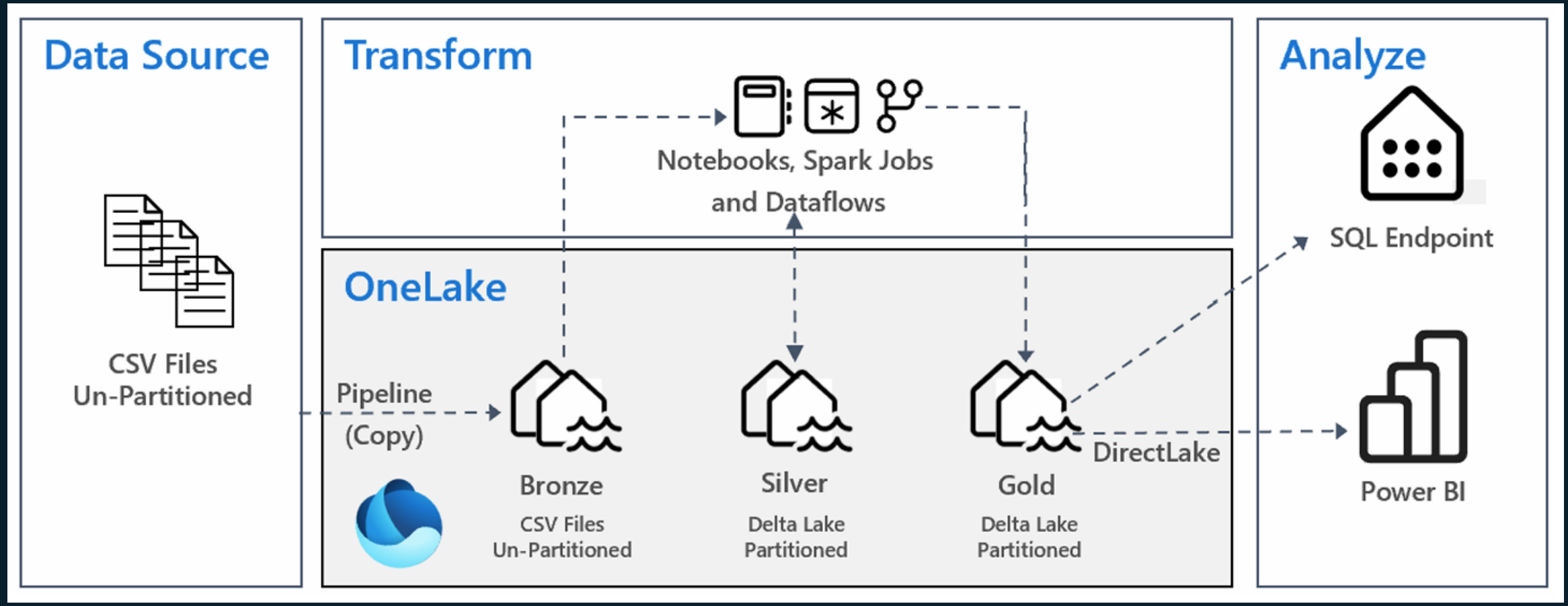

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Questions?

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