

Analytics



Analytics & AI play a pivotal role for organizations at all times



Address disruptions
in business processes



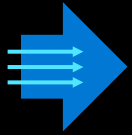
Save on costs &
reduce CAPEX



Discover fresh new
insights

Need for faster time-to-insight

Now, more than ever, cloud analytics is the critical first step to resilient business transformation



Implement insights-driven decisions in minutes—not days

Adapt to a changing status quo with the intelligent use of analytics and the ability to go from hypothesis to validation in minutes using ALL your data



Only pay according to your critical business needs

Quickly ramp-up data and analytics tools whenever your business needs demand it and pause it when no longer needed. Deliver cost efficient chargeback/show back to your business partners.



Reduce high CAPEX projects & increase cost savings

Costs that would have gone to buying hardware and managing infrastructure are put directly back into the business

Cloud analytics paves the path of lasting business transformation, with continual ROI throughout the journey



Faster time-to-insight

Spend less time tuning appliances or stitching services together & more time understanding the new realities of your operations and customers using *all* your data



Discover savings opportunities

Less time managing infrastructure and siloed projects means more time to optimize current processes & create positive change



Be prepared for tomorrow

Cloud analytics solutions enable customers to be agile by integrating big data, data warehousing, machine learning, and business intelligence projects into one well-architected service

Customers using Analytics in Microsoft Azure are transforming their business with purpose

271% Average ROI



▲ **60%**

Increased customer satisfaction

▲ **27%**

Faster time to insights

▲ **26%**

Lower total cost of ownership

Analytics & AI is the #1 investment for business leaders, however they struggle to maximize ROI

80%

report struggling to
become mature users
of data*

55%

report data silos and
data management
difficulties as roadblocks*

* Harvard Business Review (2019), Understanding why analytics strategies fall short for some, but not for others

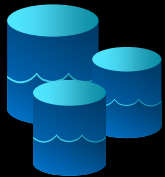
Data Science and Business Analytics

view data in very different ways

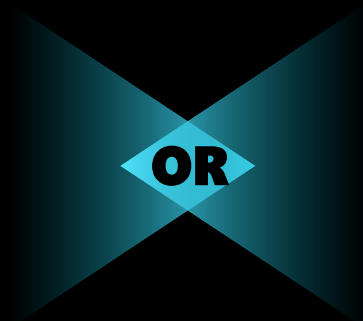


DATA SCIENCE

Big data
Experimentation
Fast exploration
Semi-structured



DATA LAKE



BUSINESS ANALYTICS

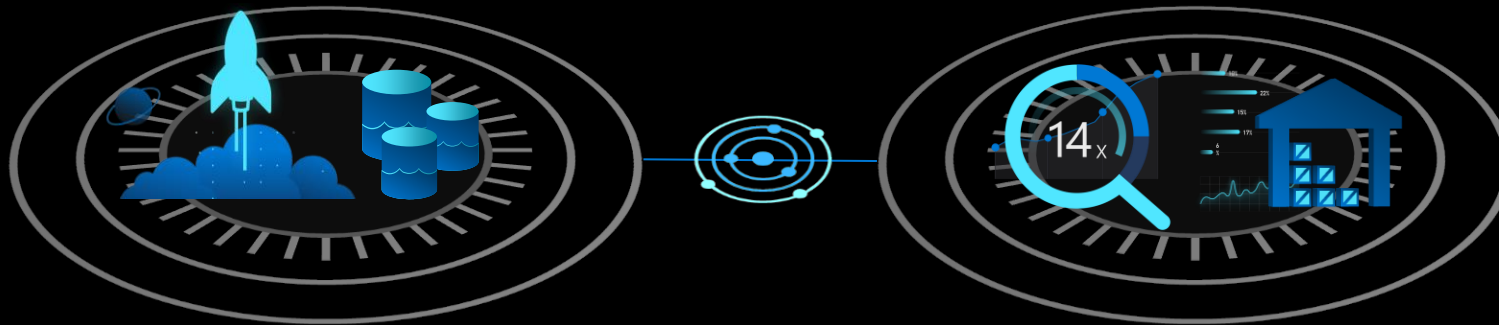
Relational data
Proven security & privacy
Dependable performance
Structured



DATA WAREHOUSE

Azure meets these challenges

with a single service to provide limitless analytics



Ease of use

Fast exploration

Quick to start

Proven security

Airtight privacy

Dependable performance

Welcome to limitless

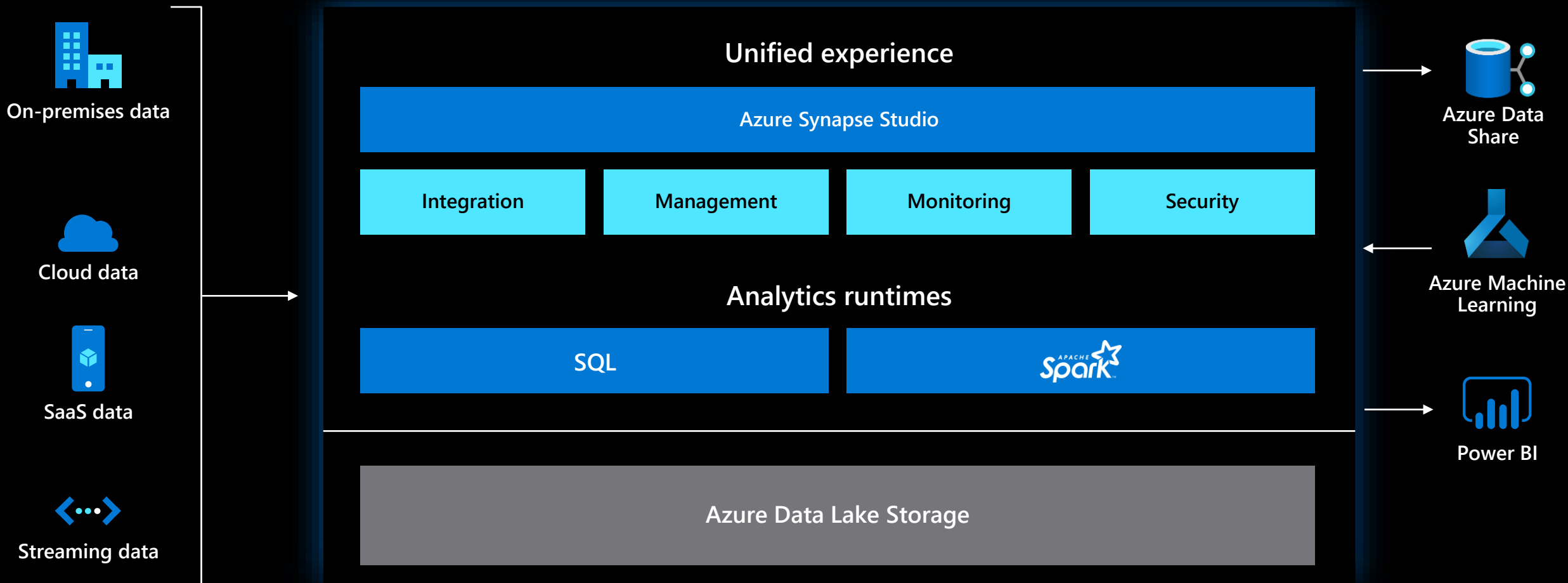
Data Warehousing & Big Data Analytics
—ALL IN ONE SERVICE



Azure Synapse Analytics

Azure Synapse

Limitless analytics service with unmatched time to insight



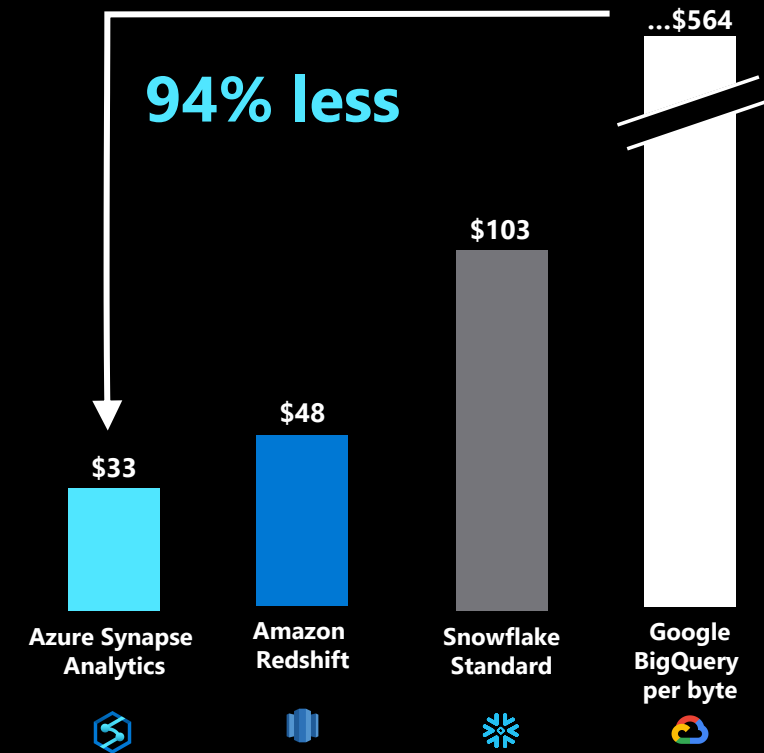
A breakthrough in the cost of enterprise analytics

With the best price-performance
in the business

Up to **14x** faster and costs **94%**
less than other cloud providers

TPC-H benchmark comparison

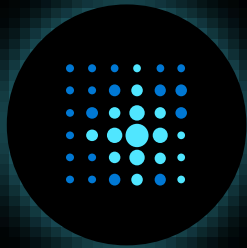
Price-performance | Lower is better



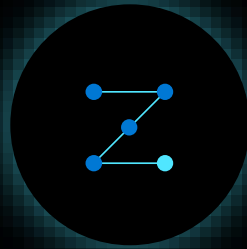
Azure Synapse



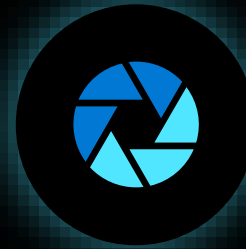
Limitless scale



Powerful insights



Unified experience



Instant clarity



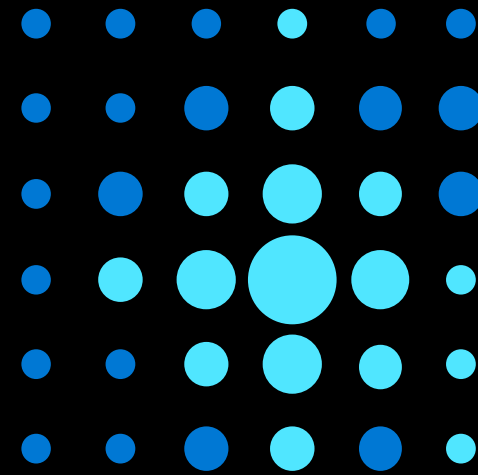
Unmatched security

Limitless scale provides a
breathtaking view of
your data



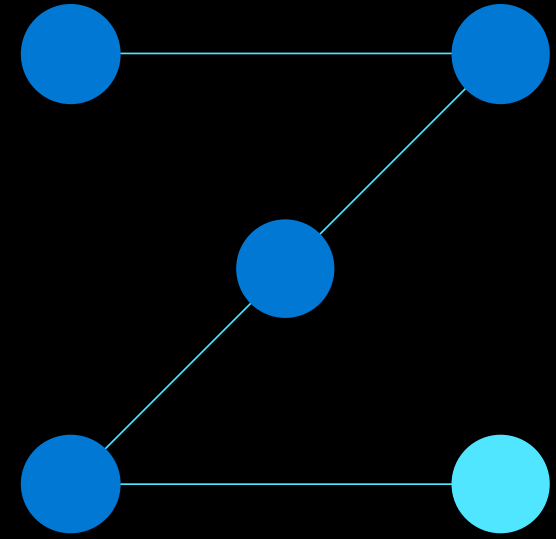
All of it, from warehouses to data lakes with limitless scalability, provisioned or serverless, and intelligently optimized workload performance.

Unlock powerful insights with
a multi-layered grasp of your
business



Integrated BI and machine learning drives insight for all users from the data scientist, coding with statistics, to the business user with Power BI.

Build end-to-end analytics solutions with a unified experience

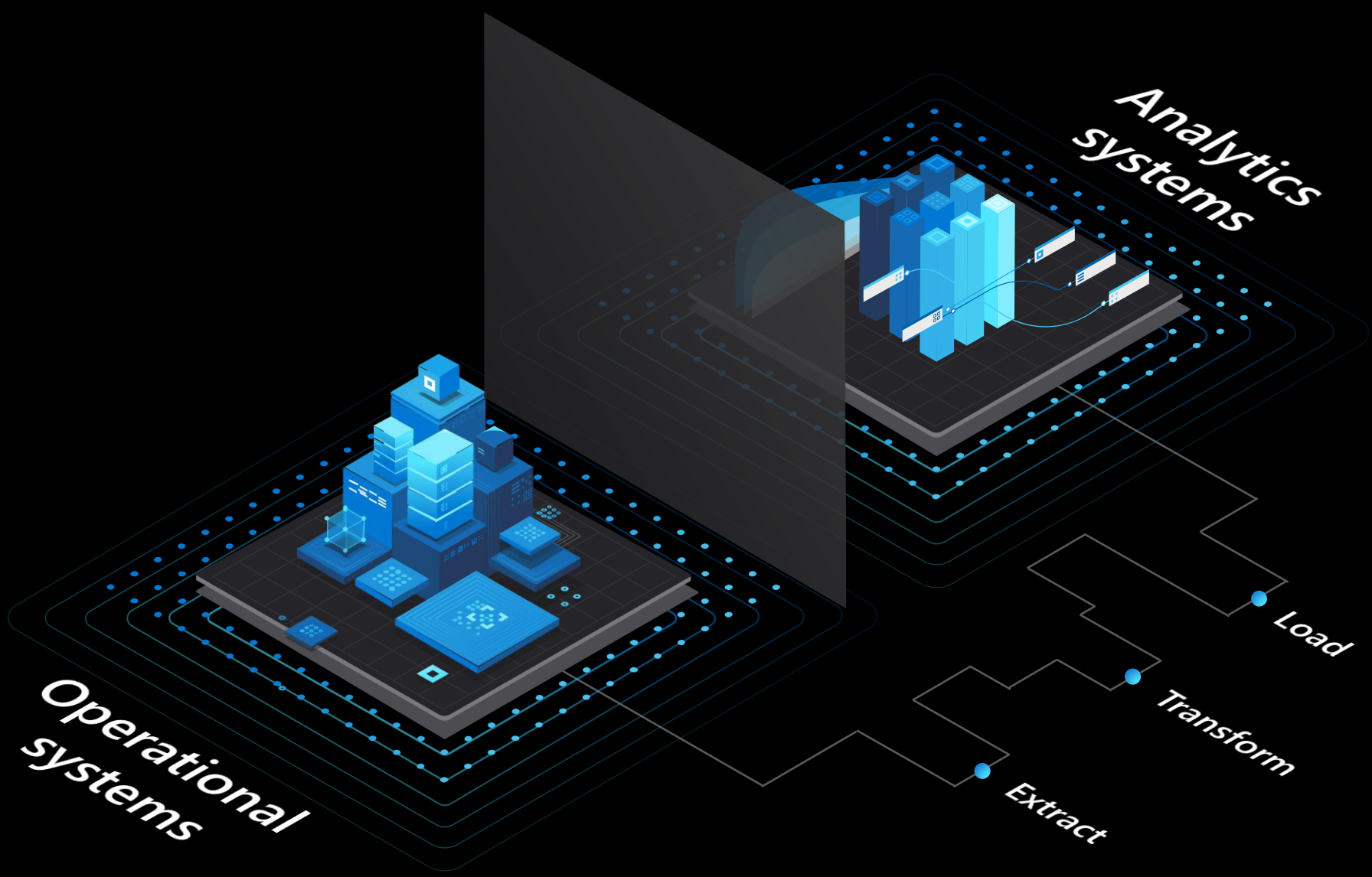


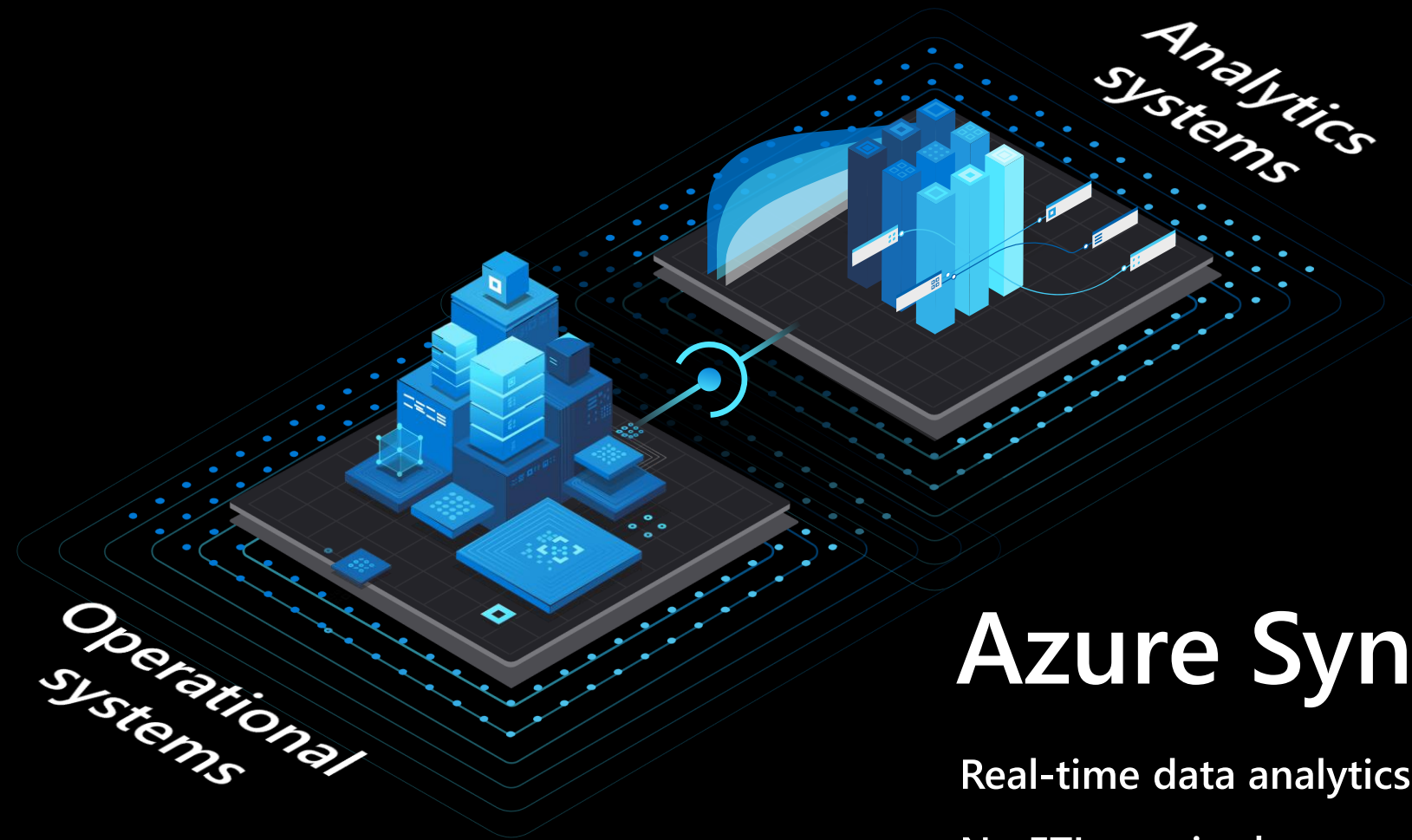
A consistent version of data for everyone and all analytics use cases, but with zero management and maintenance, and an SLA backed with hard finance.

Gain instant clarity using the
freshest data possible



Bring immediate, in-the-moment insights to your business
by linking operational and analytical data together, with a
single click.



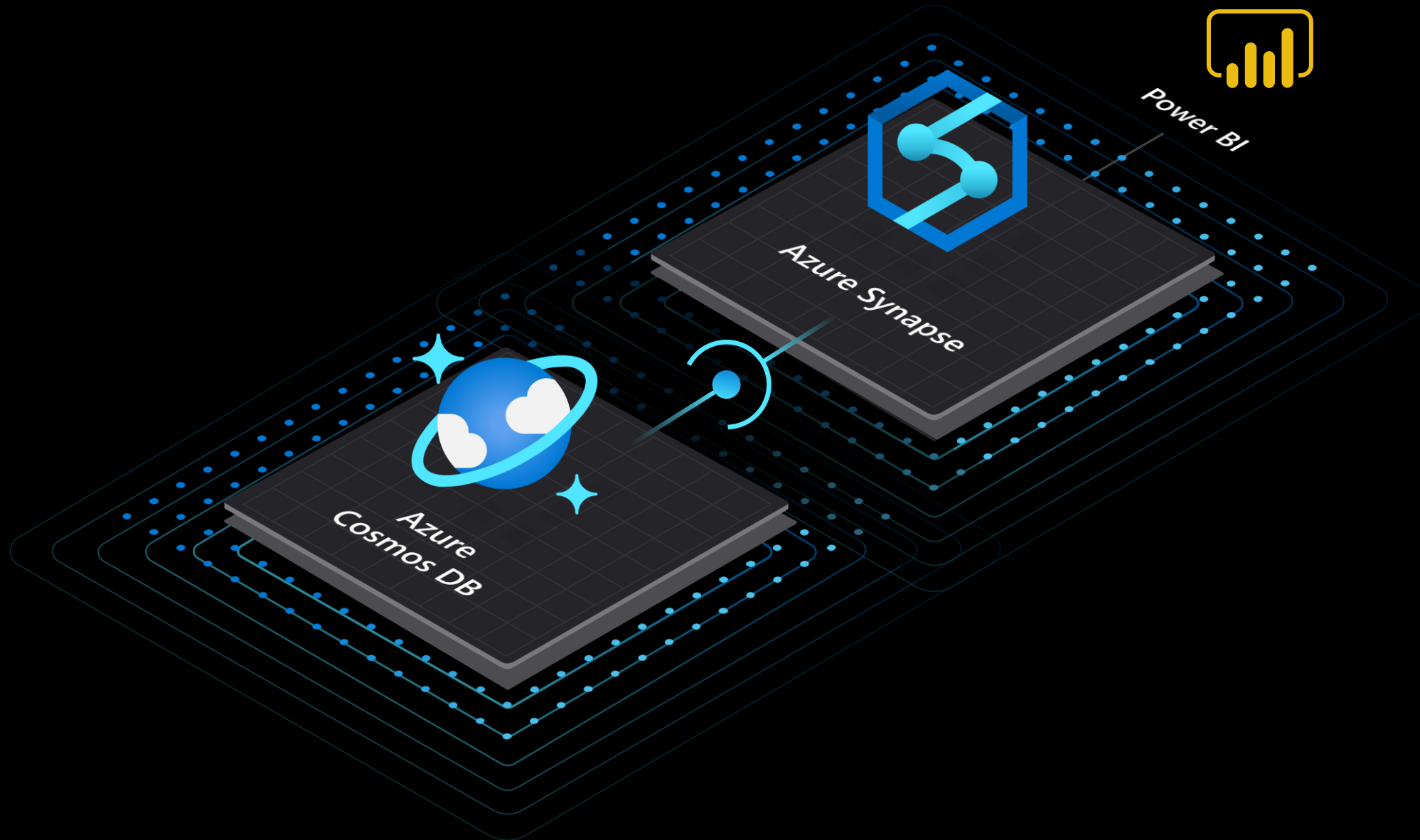


Azure Synapse Link

Real-time data analytics

No ETL required

No performance impact on transactions

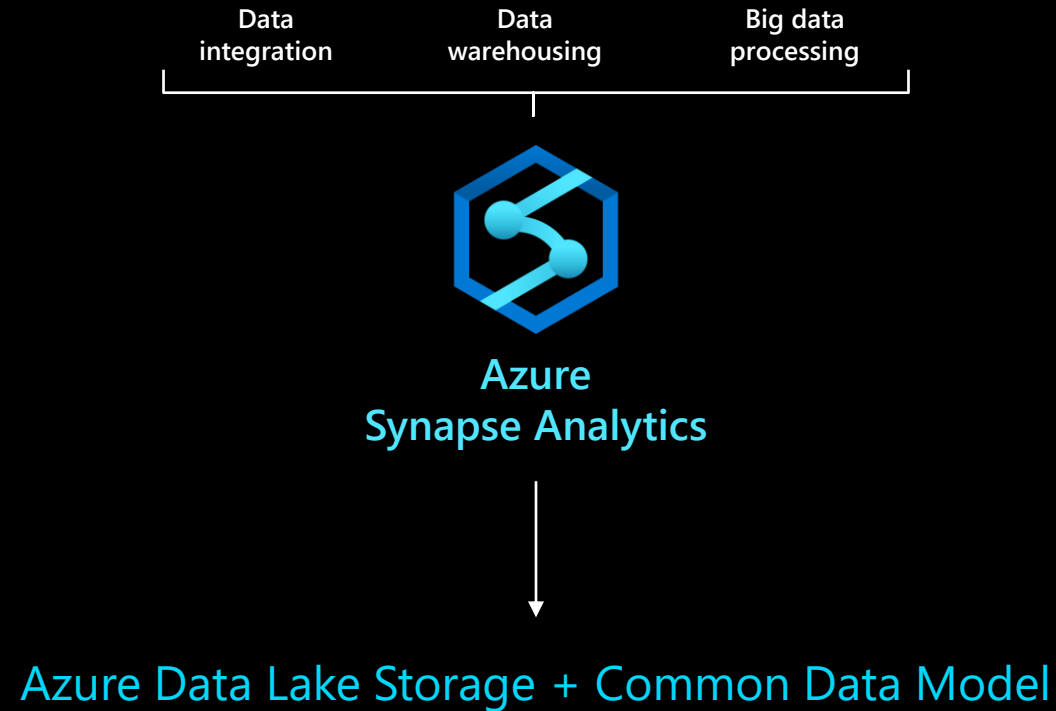


A rigorous assurance of safe-keeping with the **most advanced security & privacy features**

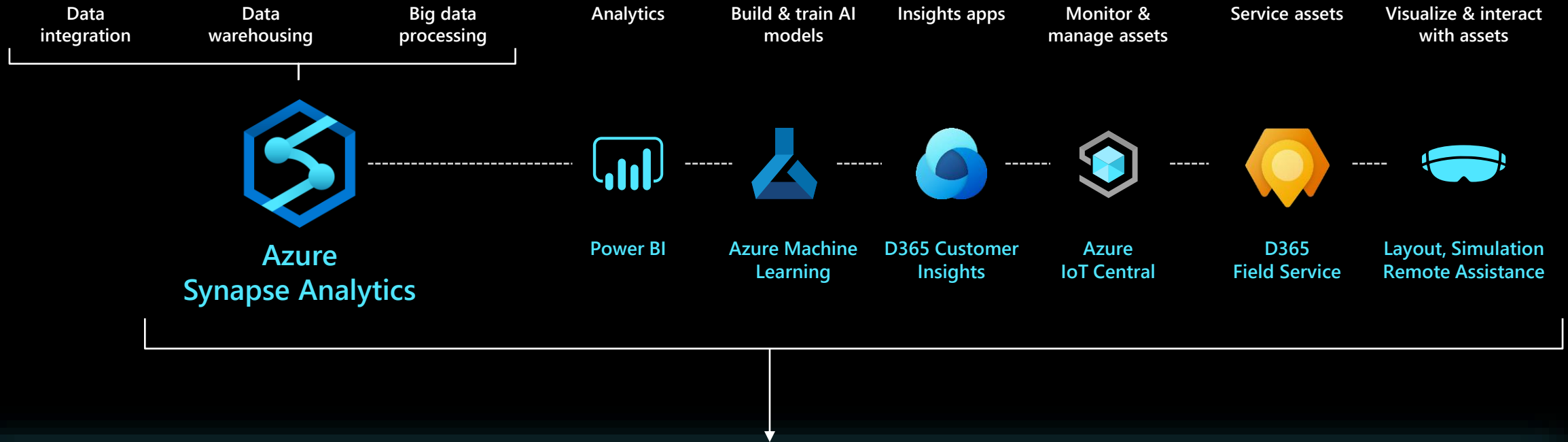


We protect sensitive data in real time, monitoring and responding to threats as they arise with industry-leading security and privacy features, at no extra cost to you.

Create an engine for business-changing insights with seamless ecosystem integration



Create an engine for business-changing insights with seamless ecosystem integration



Azure Data Lake Storage + Common Data Model

Financial data

ORACLE SAP SQL Server teradata.

Enriched data

Office 365



SAP

Sales data

Office 365



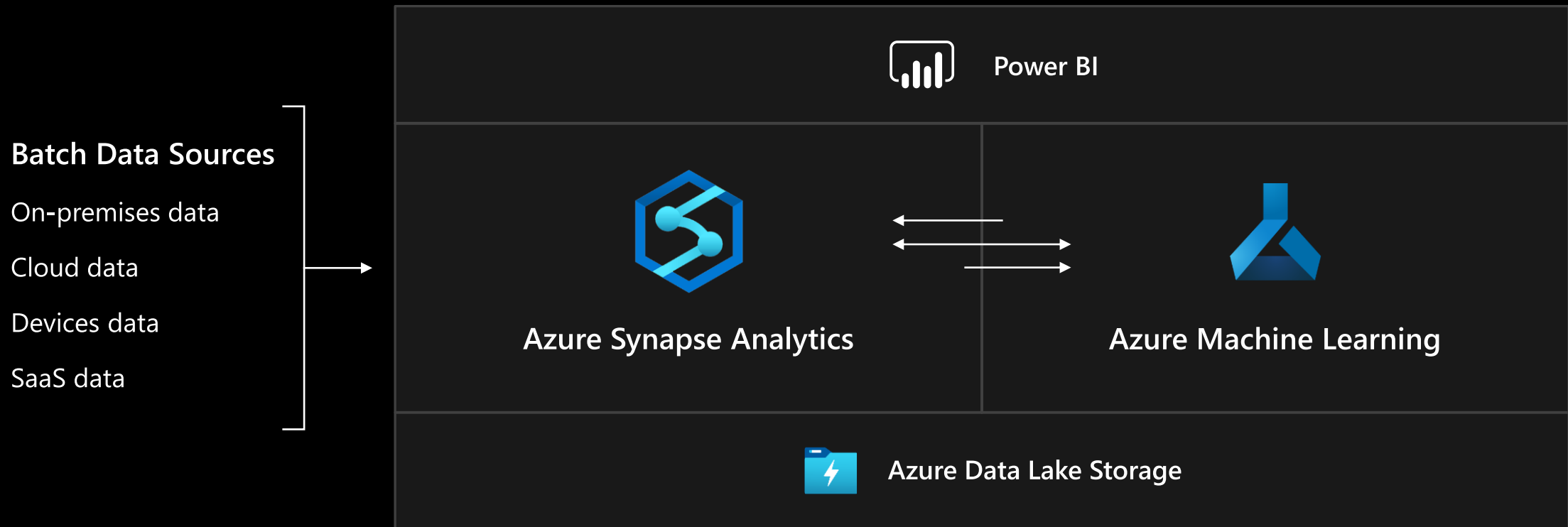
Customer profile data



Asset & product data



Azure Synapse + Power BI unlock the door to seamlessly incorporating AI & machine learning





Get started today

- ⑤ [Learn more](#)
- ⑤ [Start building with a free trial](#)
- ⑤ [Attend a free Analytics in a Day workshop](#)

Azure Synapse Analytics features

Limitless scale	GA	Preview
Dedicated SQL pool (data warehouse)	✓	
Serverless SQL pool (data exploration)	✓	
Serverless Apache Spark pool (big data)	✓	
Intelligent workload management	✓	
Materialized views and result-set cache	✓	
Power BI performance accelerator for Azure Synapse		✓
Powerful insights		
Power BI integration	✓	
Streaming analytics (data warehouse)	✓	
Azure Cognitive Services integration (code-free)		✓
Azure Machine Learning integration		✓
Unified experience		
Data integration (code-free)	✓	
Synapse Studio	✓	
Unified management and monitoring	✓	
Instant clarity		
Azure Synapse Link (with Azure Cosmos DB)	✓	
Unmatched security		
Dynamic data masking	✓	
Managed virtual network with private endpoints	✓	
Column- and row-level security	✓	
Column-level encryption		✓