

Embark on a  
transformative journey  
into building an end-  
to-end solution within  
the **Microsoft Fabric**.



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# Objectives



- Data platform challenges
- Medallion Architecture
- Parameters
- Framework
- Semantic Model & DirectLake
- Copilot (all the things)

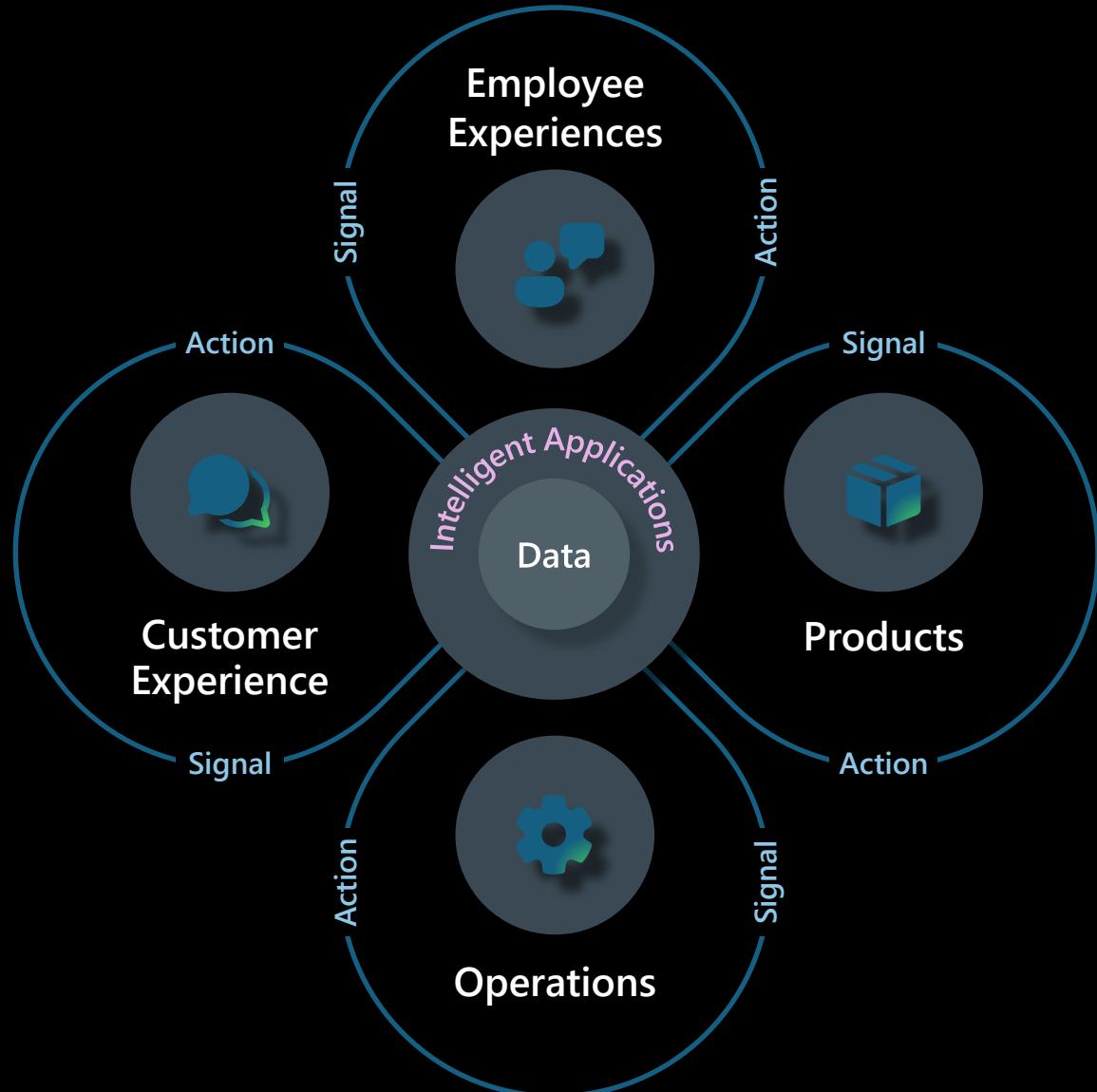
1

# **Growing importance of Data in the era of AI**

# Data is the oxygen of digital transformation

"A new kind of company — we call them insights driven businesses — has formed. They are growing at an average of more than 30% annually"

Forrester Analytics Business Technographics Global Data & Analytics Survey



# Today's data value creation challenges



Siloed systems and data



Fragmented toolset, Platforms  
requiring advanced skills



Costly integration and  
ongoing maintenance



Proprietary Platform, Vendor Lock in



Infrastructure not scalable  
as business grows

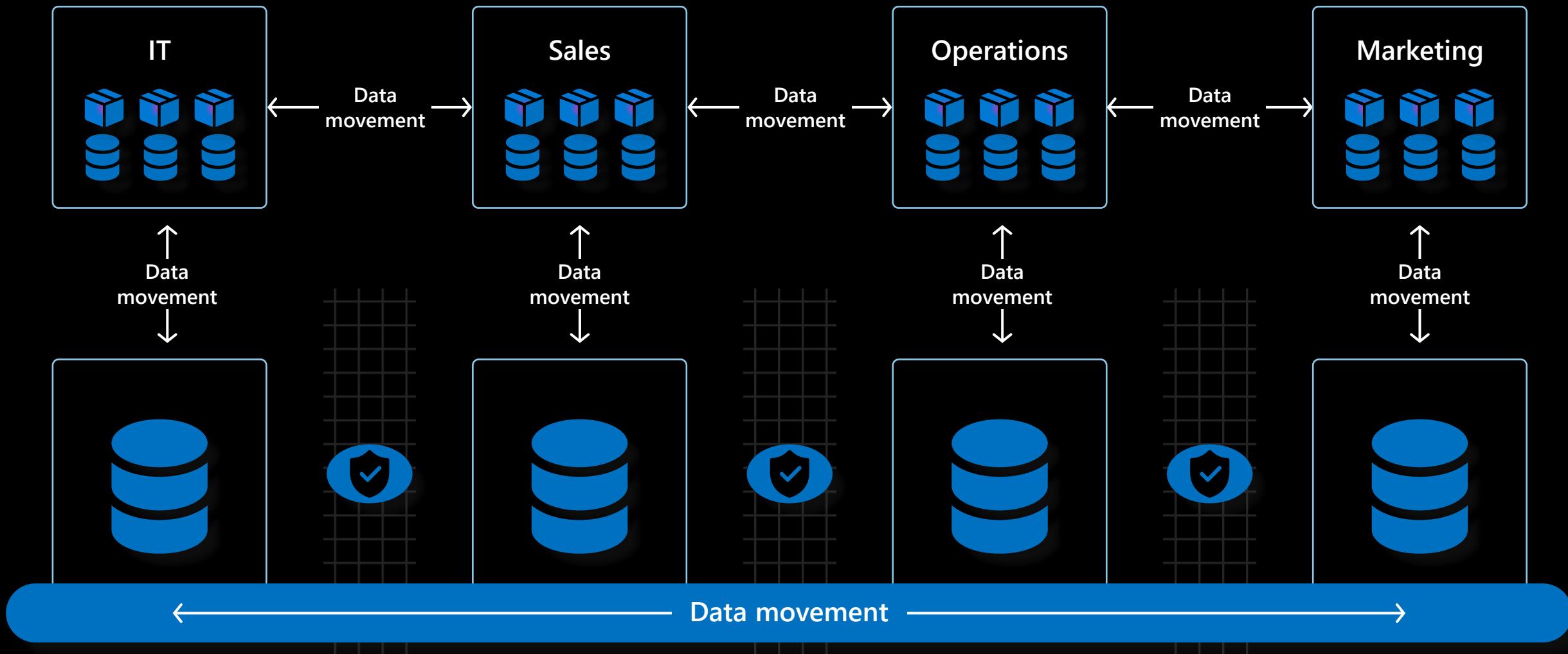


Gaining BI adoption to  
streamline data sharing, collaboration



Data and security risks,  
Governance & Compliance

# Starting line: Multiple siloed lakes with lots of duplication



# Typical sentiment about data-backed decision processes

*"Too difficult  
to get to the  
data"*

*"Data is  
highly  
fragmented"*

*"We cannot  
re-use what  
we have"*

*"We do not  
have that  
expertise"*

# Today's data and analytics challenges

Limited scalability of legacy solutions as data demand rises exponentially



Balancing the need for data access and self-service analytics while remaining governed



Breaking down data siloes across the organization into a unified source of truth



Delivering on the promise of analytics with limited resources



# Microsoft Fabric

## The unified data platform for the era of AI



Data  
Factory



Synapse Data  
Engineering



Synapse Data  
Science



Synapse Data  
Warehousing



Synapse Real  
Time Analytics



Power BI



Data  
Activator



AI



OneLake



Purview

Unified  
architecture

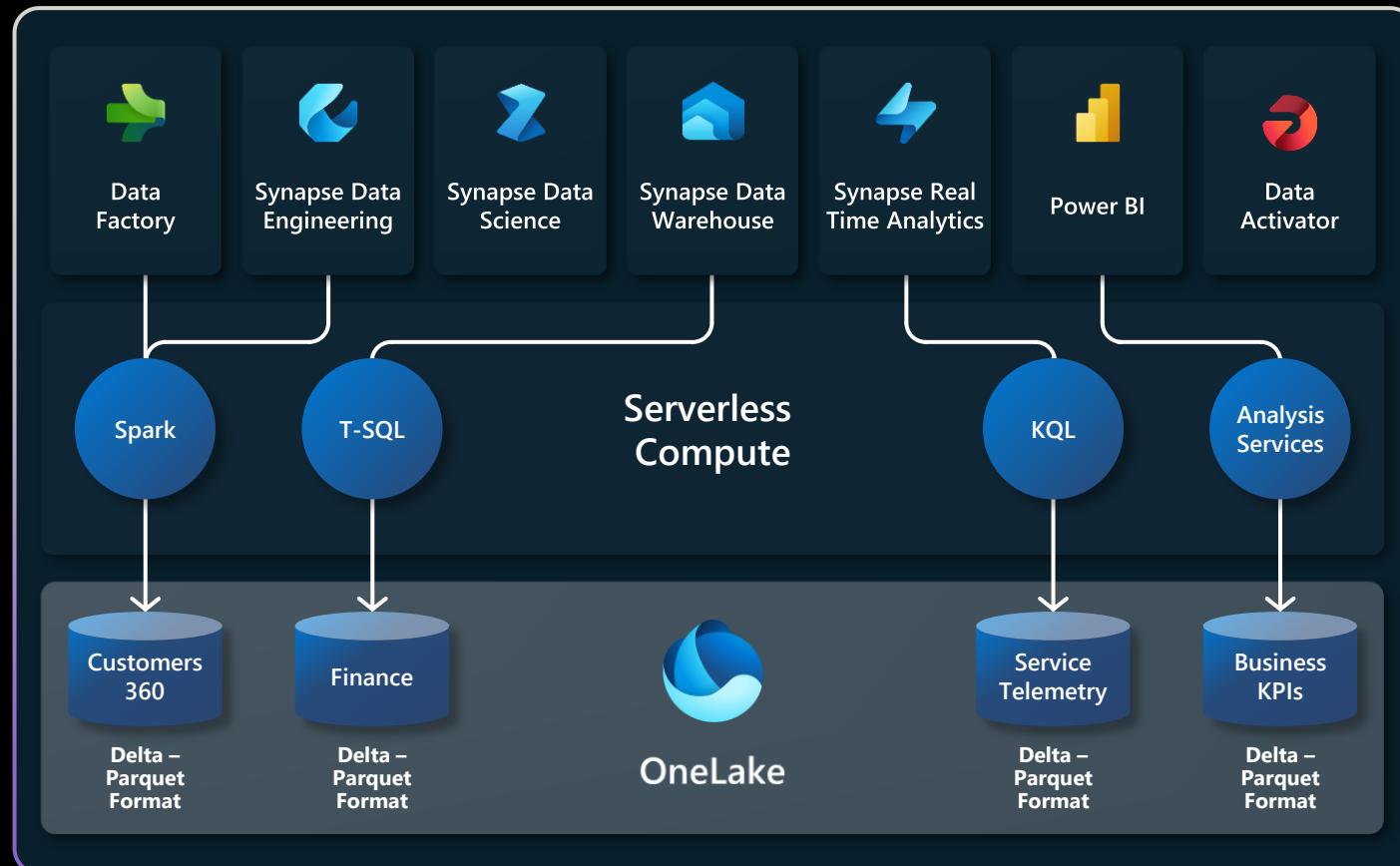
Unified  
experience

Unified  
governance

Unified  
business model

# One Copy for all computers

## 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

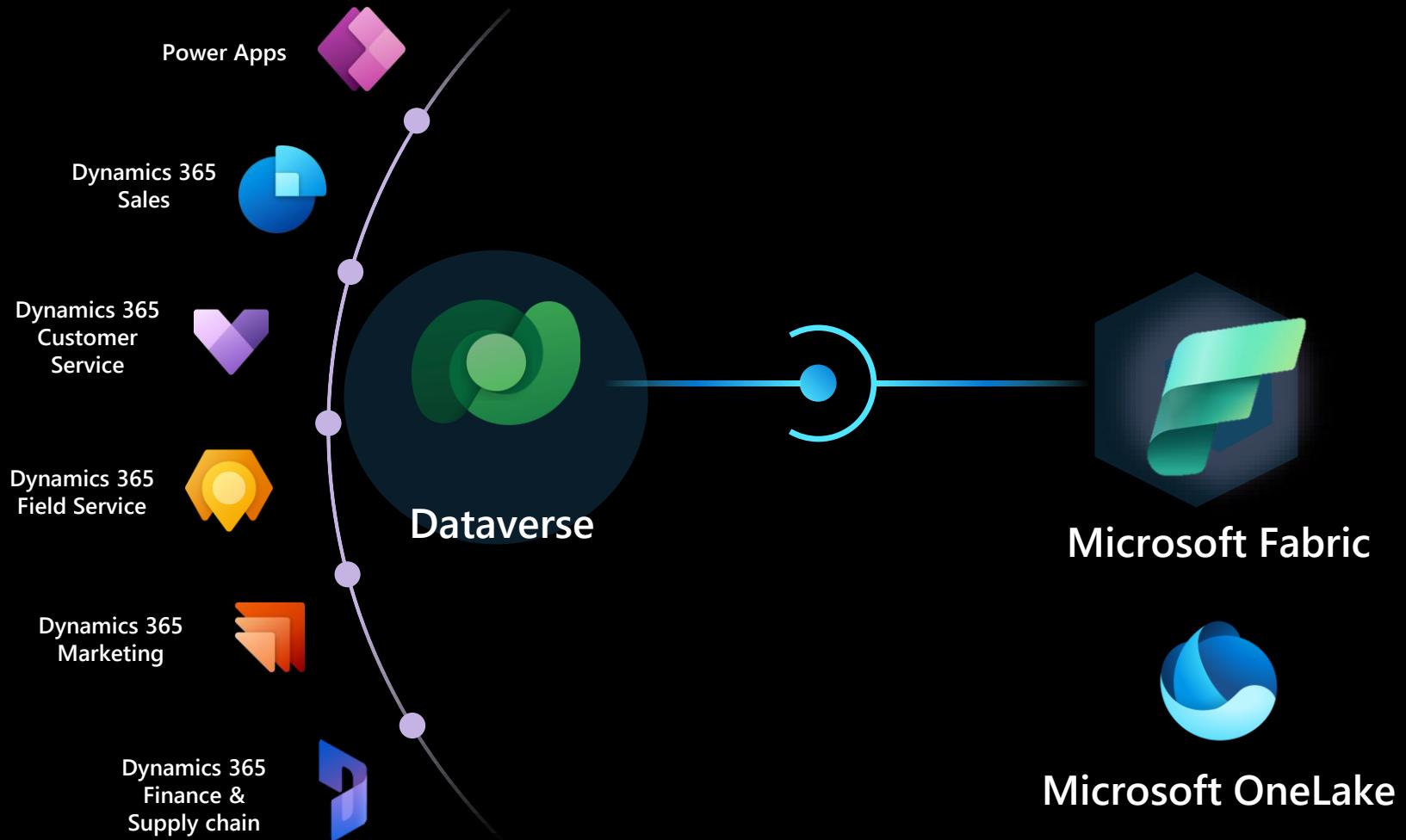
Once data is stored in the lake, it is directly accessible by all the engines without needing any import/export

All the compute engines have been fully optimized to work with Delta Parquet as their native format

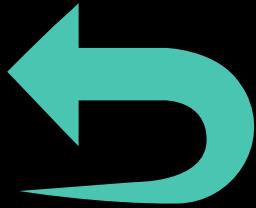
# The value in your ERP data



# Bringing your data to Fabric



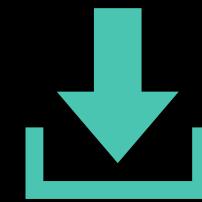
# Concepts to bring data to Fabric.



**Shortcuts**



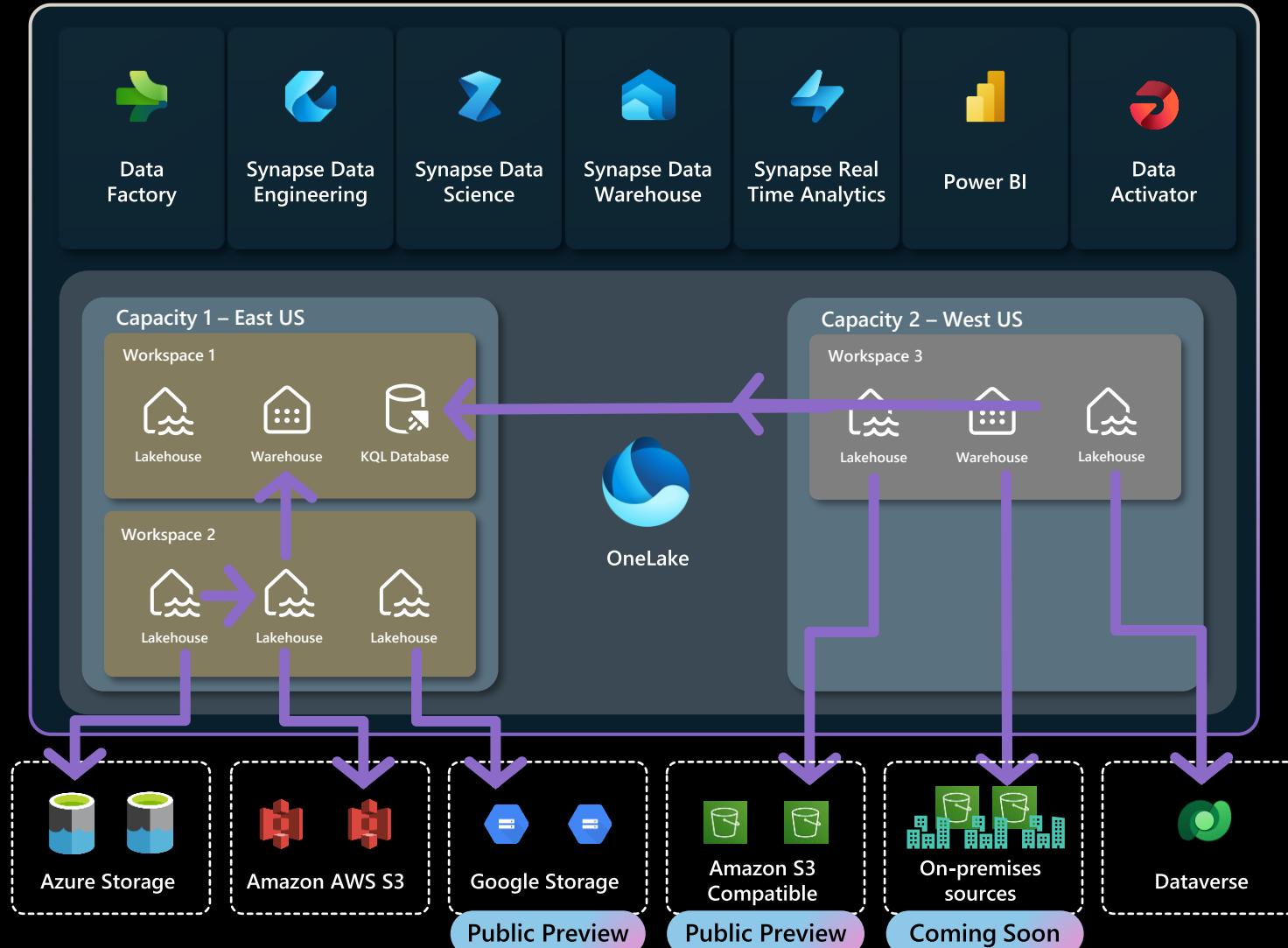
**Mirror**



**Import**

# Unifying data in OneLake

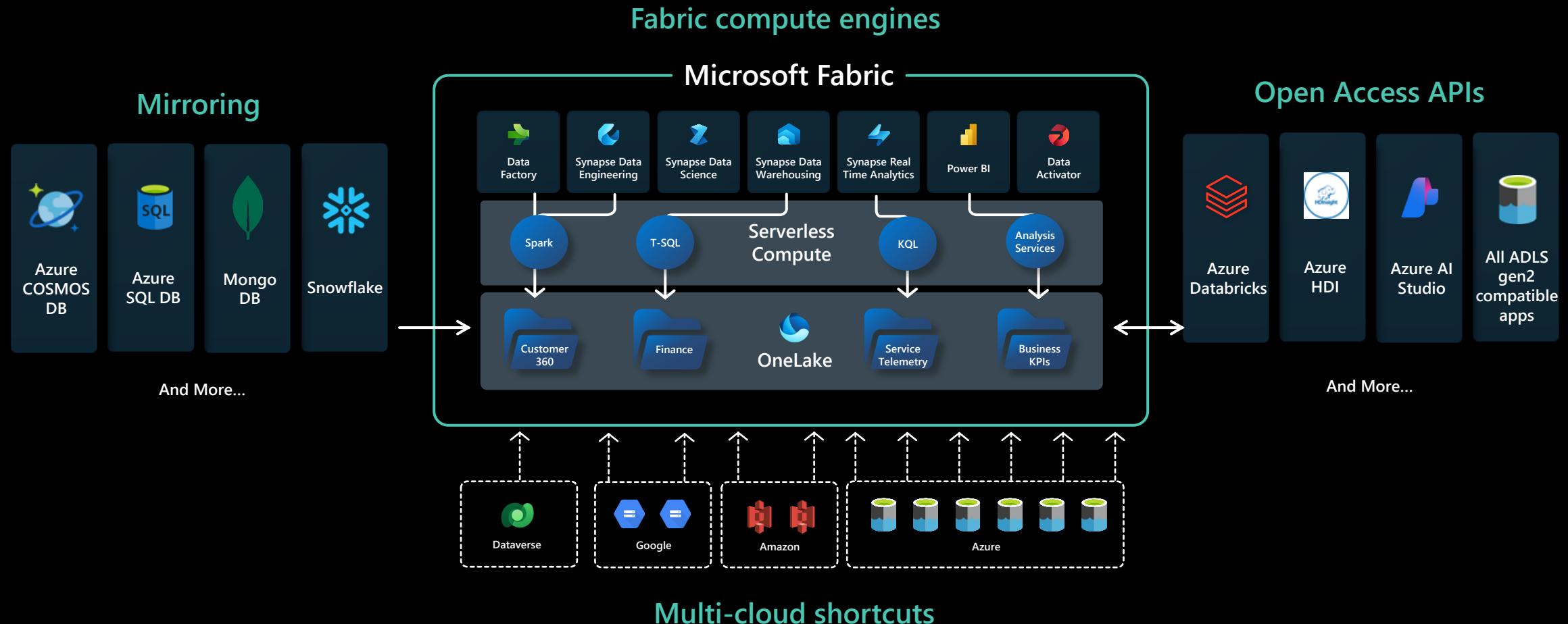
## External Data Sharing (Preview)



But what if you're not fully in the Microsoft ecosystem?

# All roads lead to OneLake

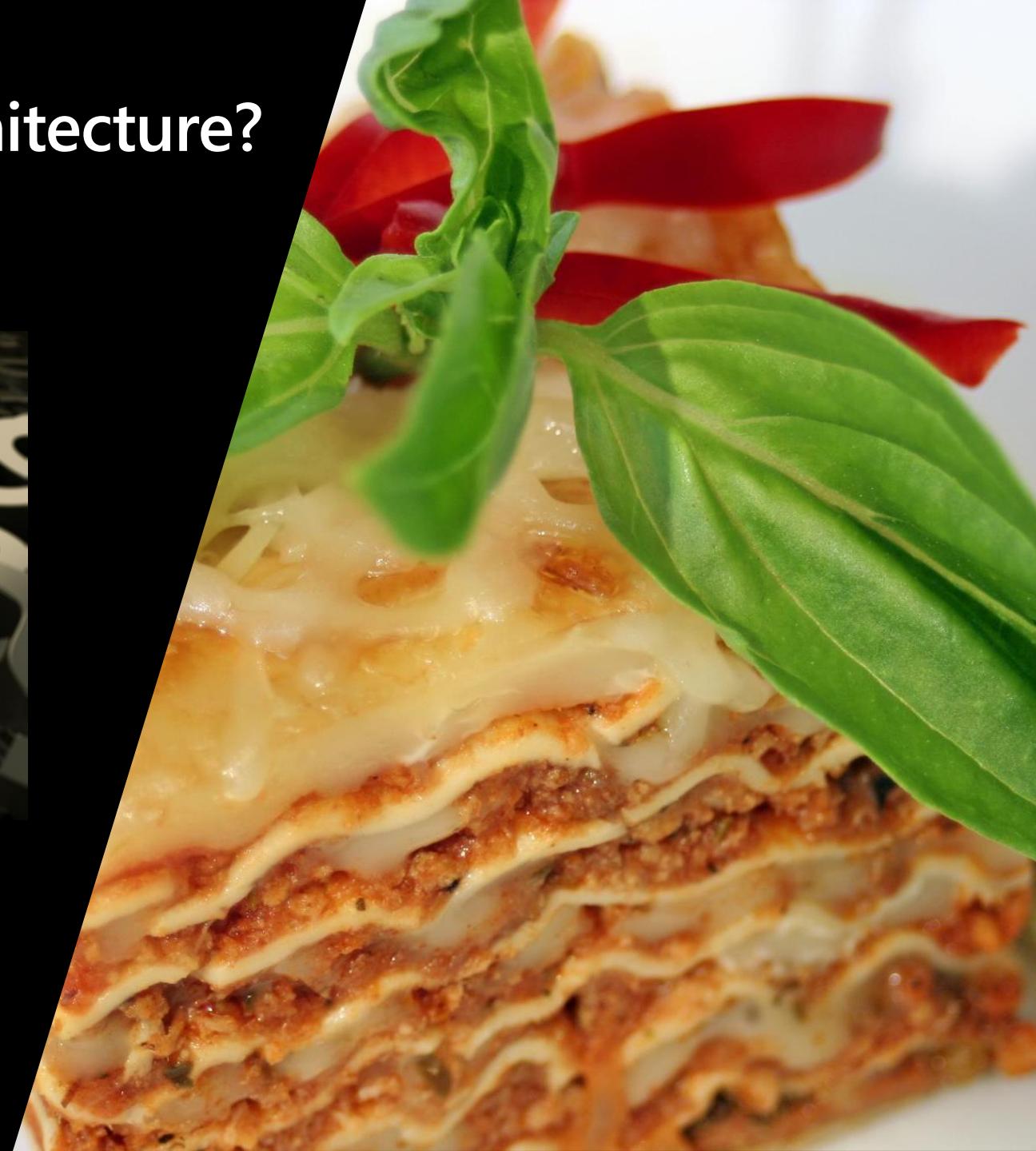
## Creating Data Gravity in OneLake



# Who is using a Medallion architecture?



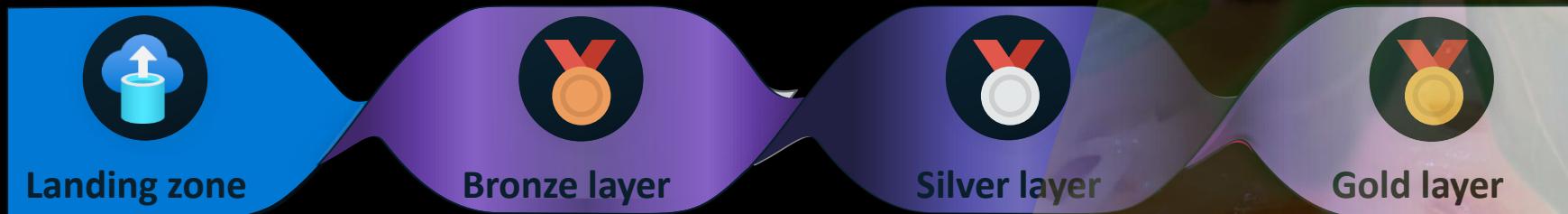
*'Uniform data architecture'*  
*From data "Spaghetti to Lasagna"*



# Medallion Architecture

*'Data processing in different stages'*

Stages



# Medallion Architecture

*'Data processing in different stages'*

Stage:

Definition:

Filetype:

Files/Tables:

Fabric:



Gold layer

- Dimensions & Facts (Star Schema)
- Historical Analysis
- Business rules
- Documentation
- Aggregated data
- Logical table names



Silver layer

- Historical Data (Type 1 or 2)
- Data quality rules
- Data Cleansing
- Validated data
- No business model/data



Bronze layer

- Deduplicate data
- Add datatypes
- Data can be inconsistent
- Mostly a copy of the source
- Schema



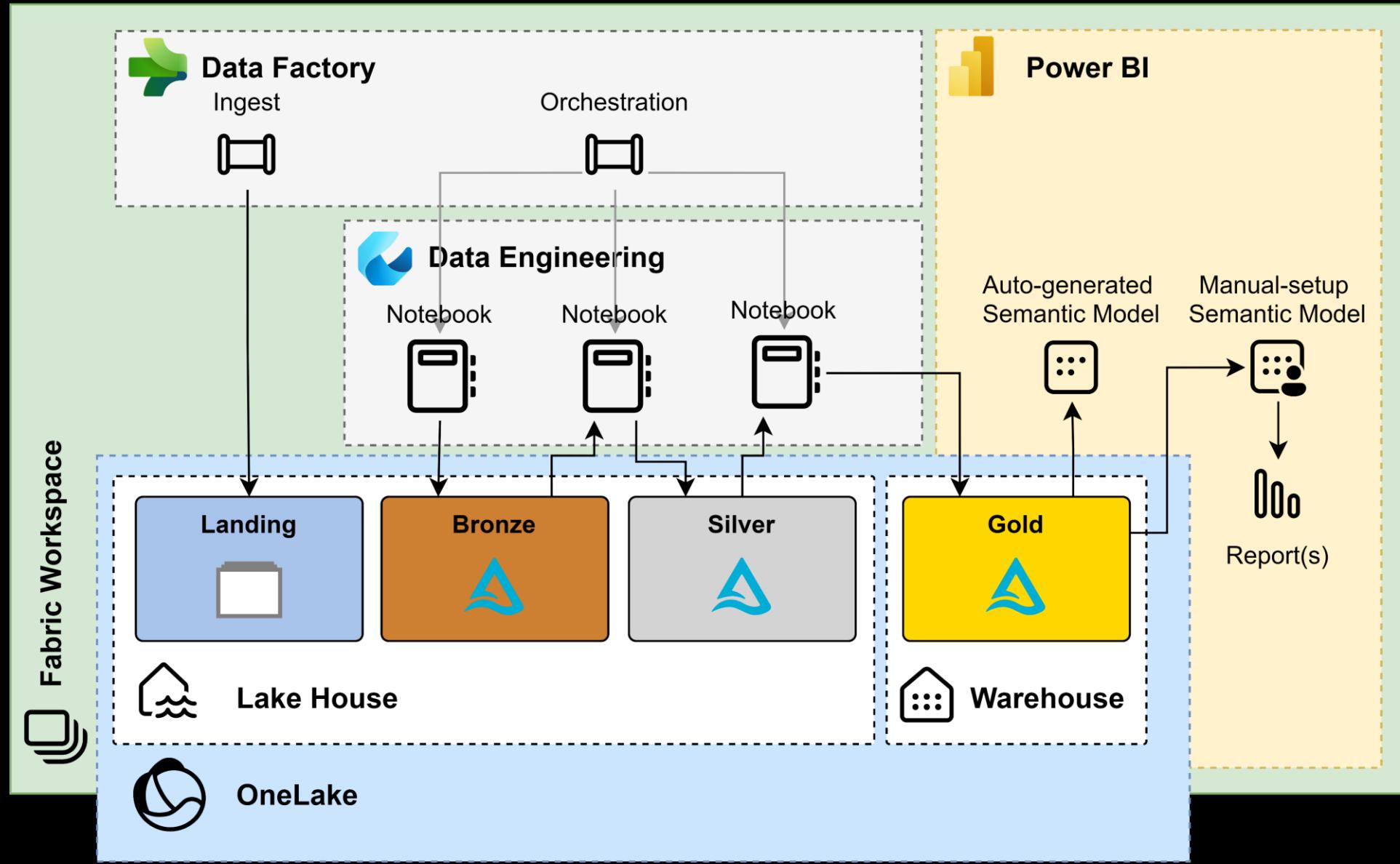
Landing zone

- Structured data
- Unstructured data
- Incremental loads
- Data as is
- Stored in Datetime folder structure
- No Schema





# Microsoft Fabric



# Understand Parameters

- Templates are pre-defined pipelines that allow you to get started quickly with Data Factory.
- These templates help to reduce development time by providing an easy way to create pipelines.
- Templates are available for common data integration scenarios.
- Templates can be customized to meet specific requirements

Copy data from Azure SQL DB to Lakehouse Table

**About this template**

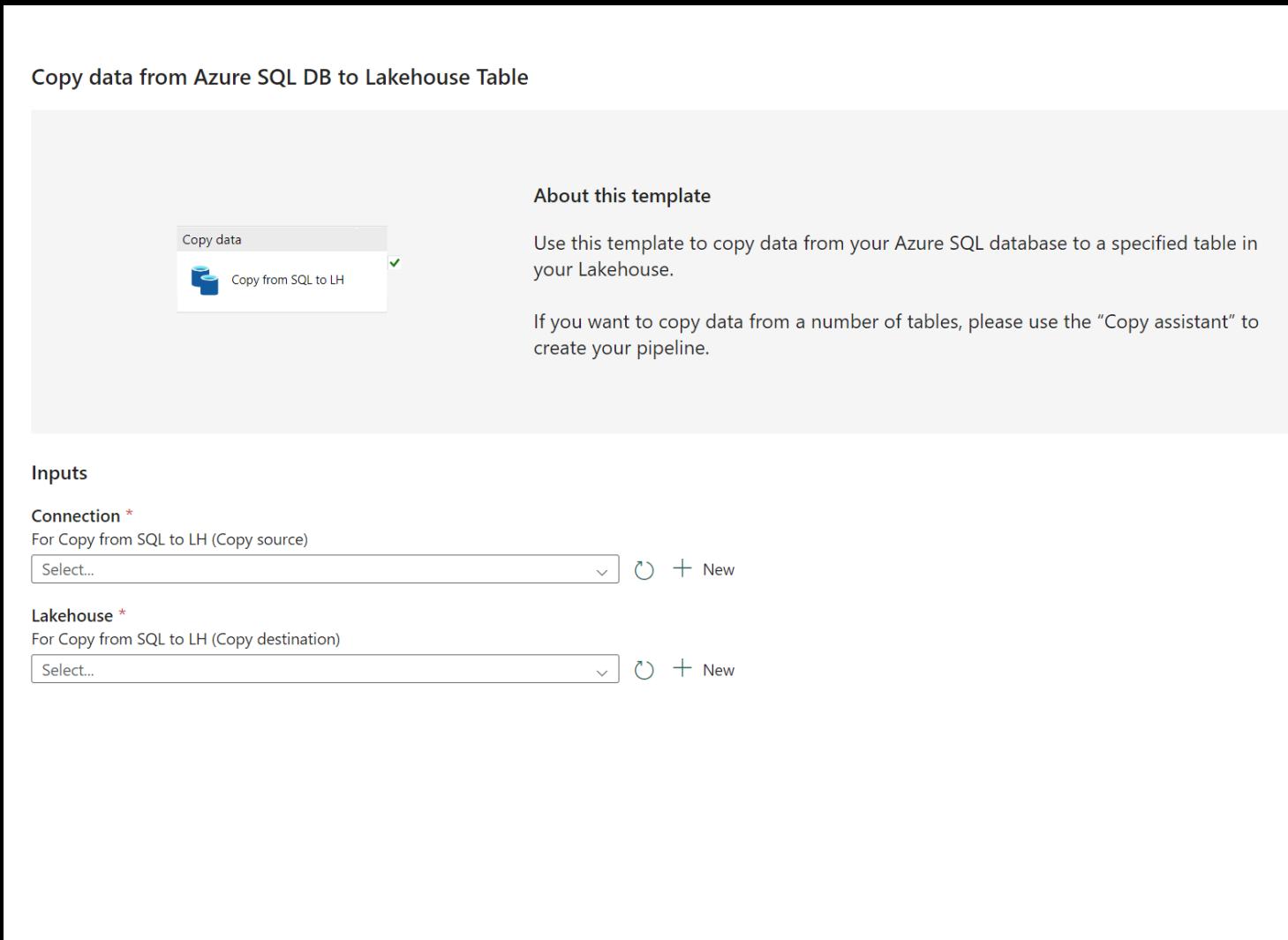
Use this template to copy data from your Azure SQL database to a specified table in your Lakehouse.

If you want to copy data from a number of tables, please use the "Copy assistant" to create your pipeline.

**Inputs**

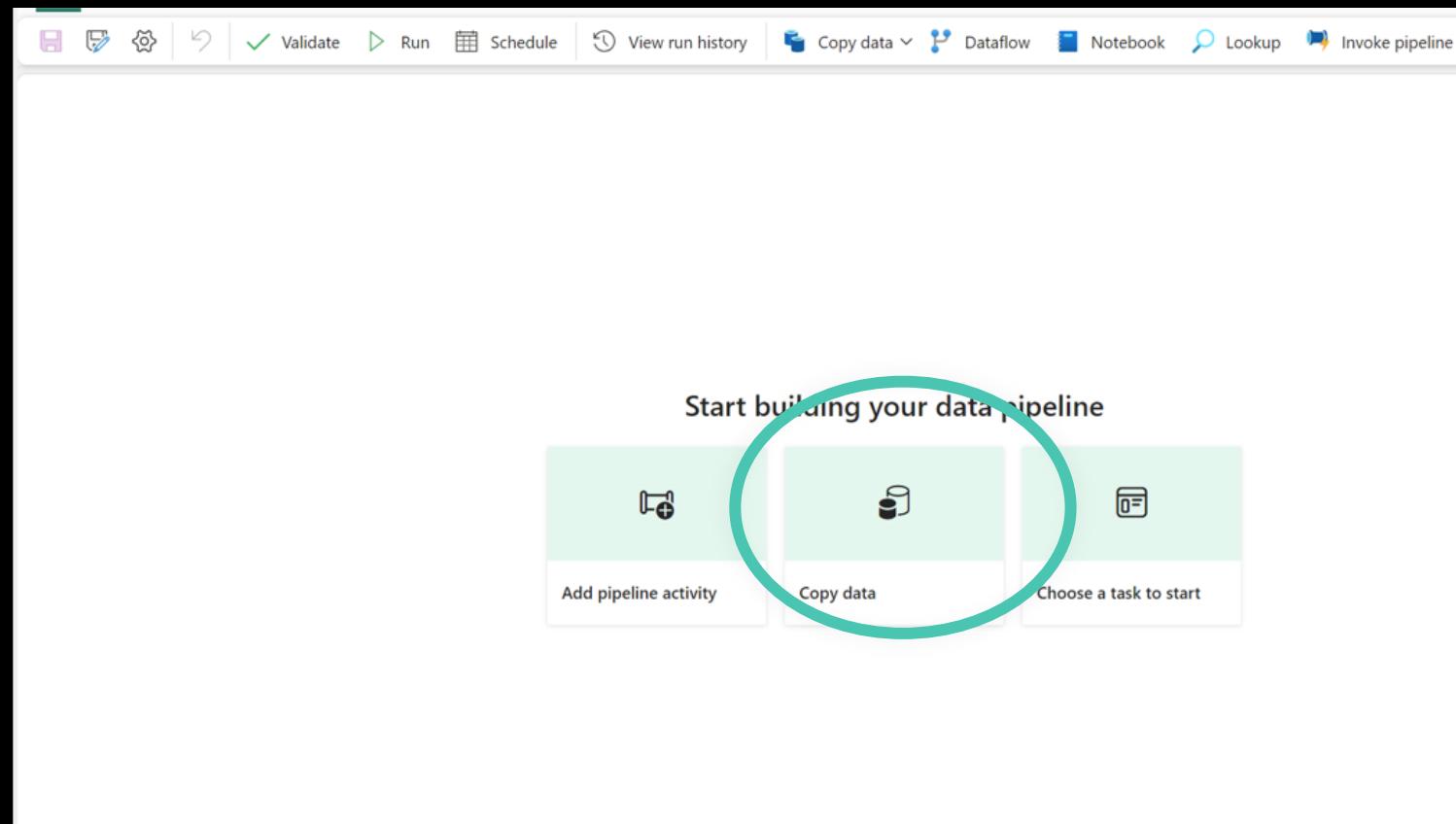
**Connection \***  
For Copy from SQL to LH (Copy source)  
Select... New

**Lakehouse \***  
For Copy from SQL to LH (Copy destination)  
Select... New



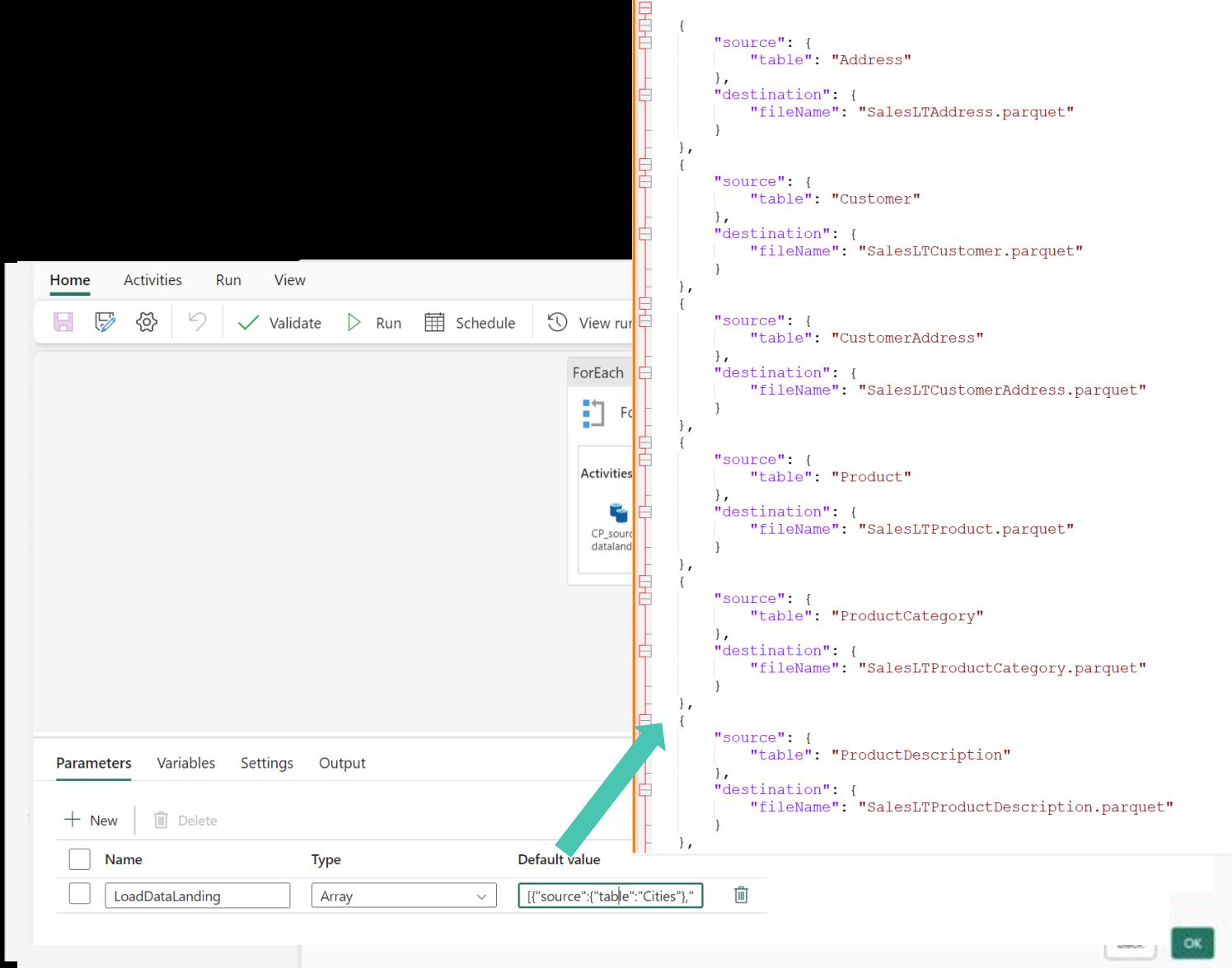
# Understand Parameters

- Copy Assistant



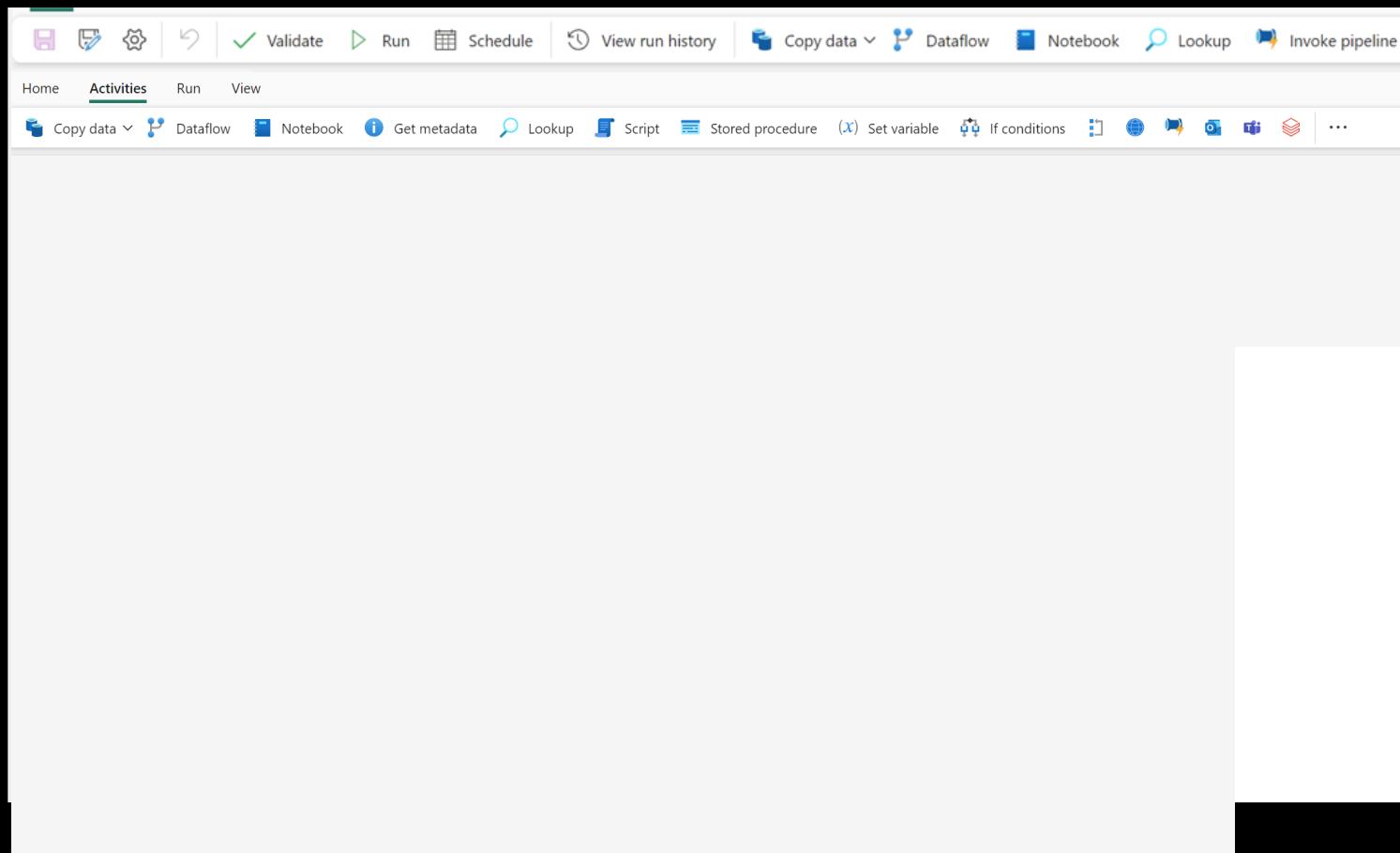
# Understand Parameters

- Copy Assistant
  - Select Data Source
  - Select Tables
  - Select Destination
  - Select Lakehouse
  - Select Filetypes
  - Data is stored as Delta Parquet



# Understand Parameters

- Or just start from a blank Canvas

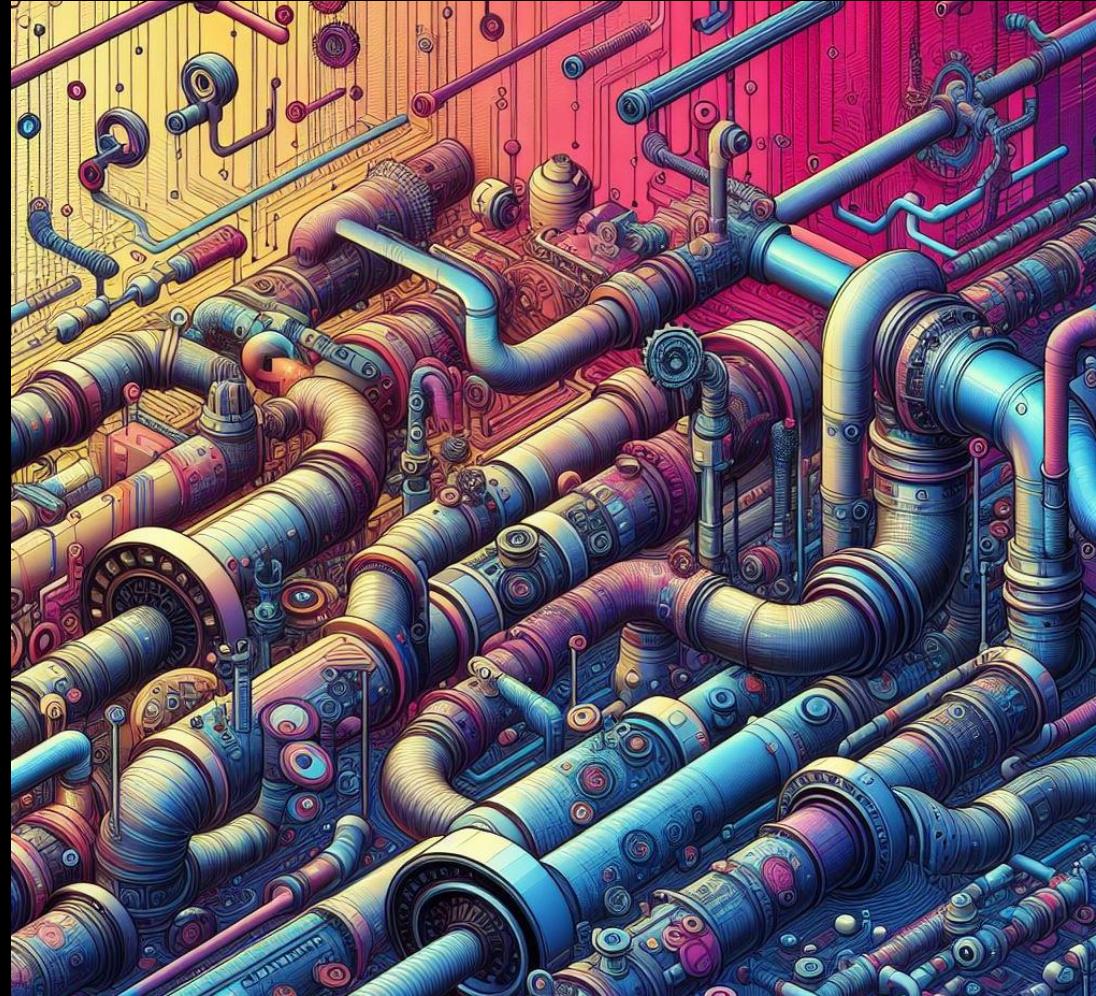


# Parameters

- Pipeline Parameters
- Notebook Parameters
- Copy Activity Parameters

IMPLEMENTING  
**DEFAULT PARAMETERS**  
THAT DEPEND ON  
**OTHER PARAMETERS**

# Custom-Made Framework



# Frameworks



Automation



Flexibility

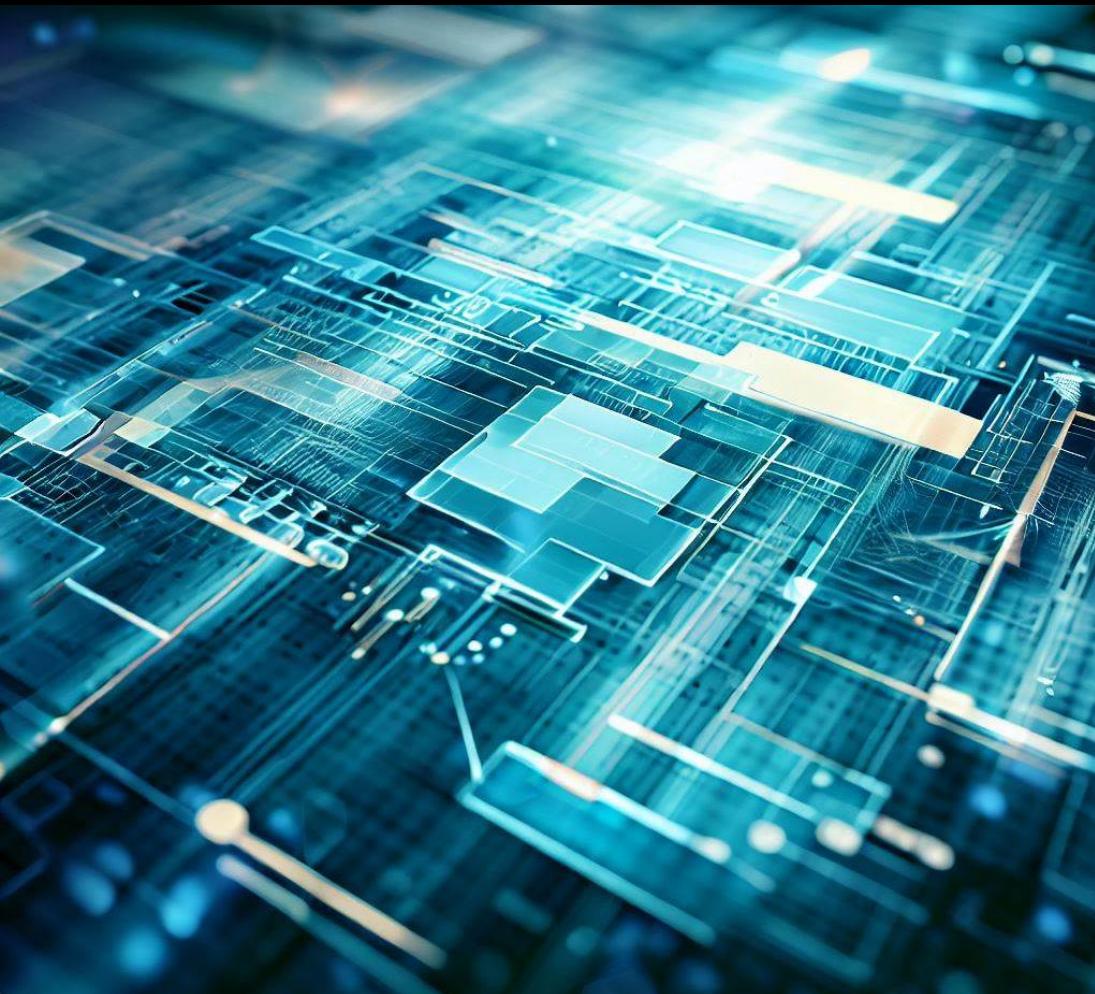


Scalability



Traceability

# Out-of-the-Box Framework



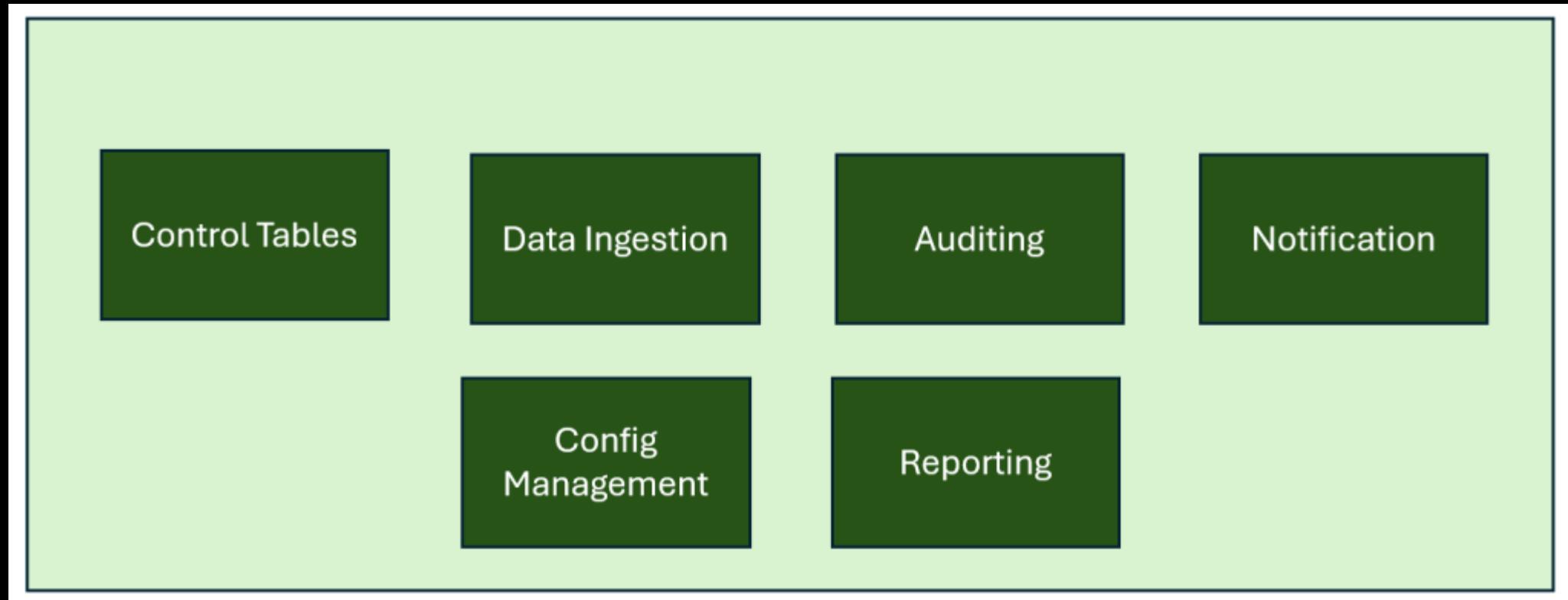
- Ready-to-use.
- Rapid implementation.
- Limited customization.
- Lower development effort.
- Lower upfront costs.
- Ongoing support and updates.

# Custom-Made Framework

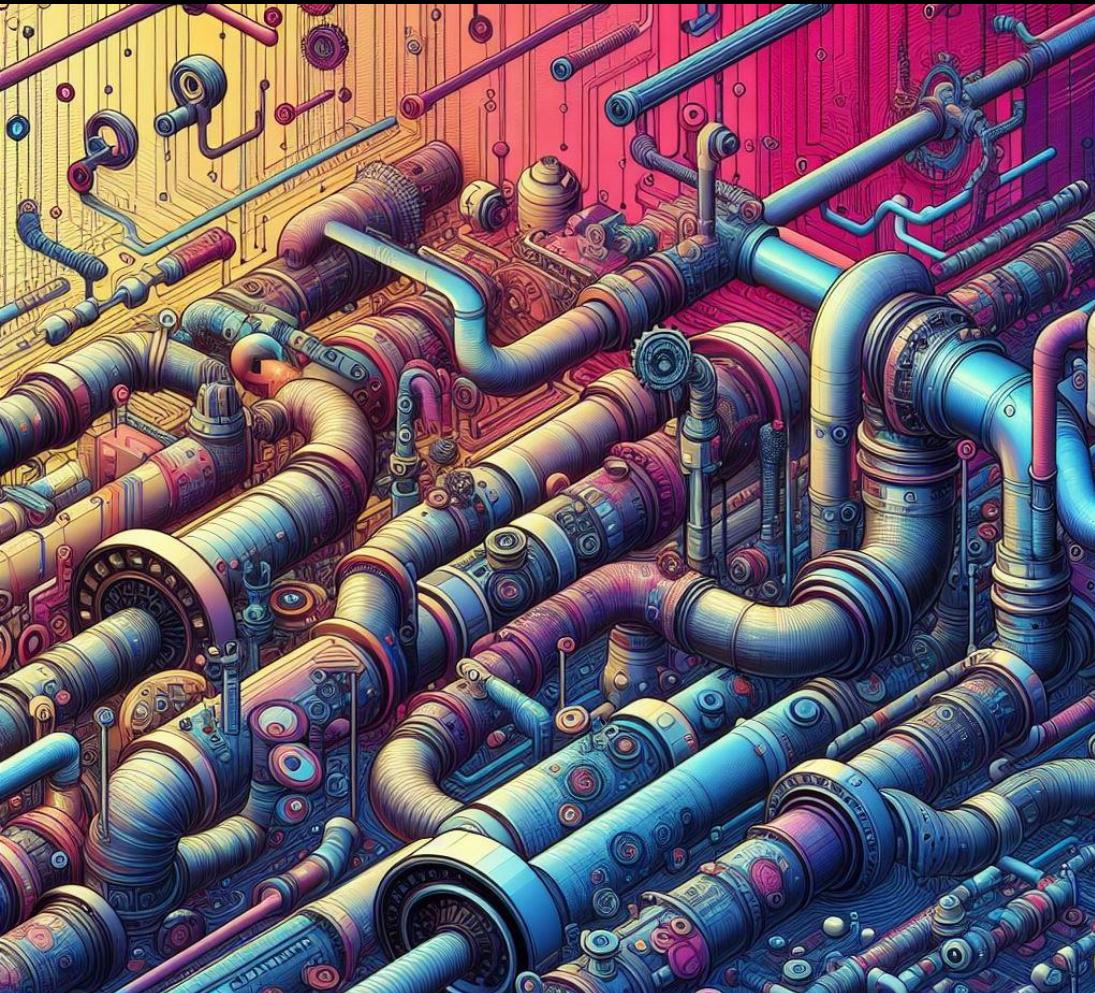


- Tailored to specific needs.
- Full control over design and features.
- Higher development effort.
- Flexibility and extensibility.
- Higher upfront costs.

# Custom-Made Framework

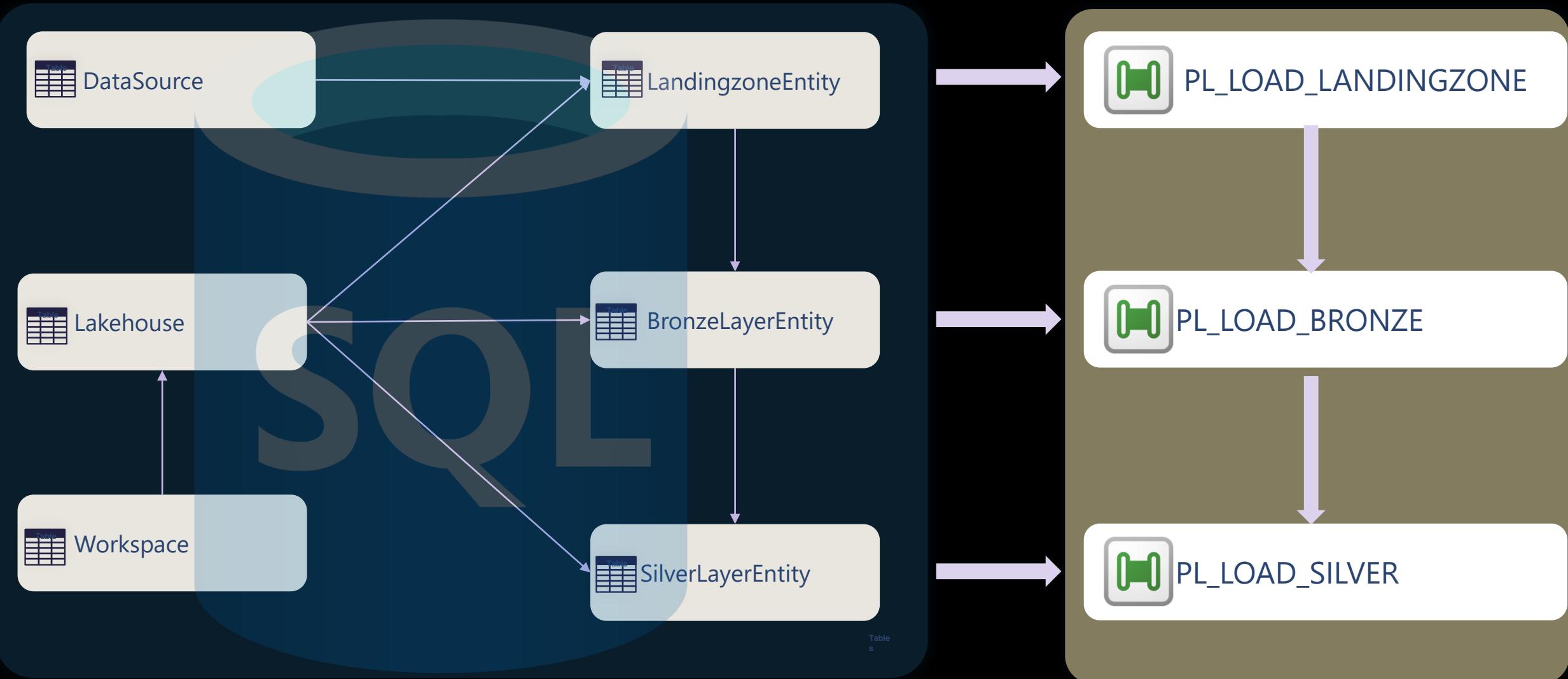


# Custom-Made Framework



- Based on parameters
- Meta data => Azure SQL Database / Json / .....
- Microsoft Fabric but also on Azure Synapse Analytics and Azure Data Factory
- Based on the Medallion Architecture

# Framework



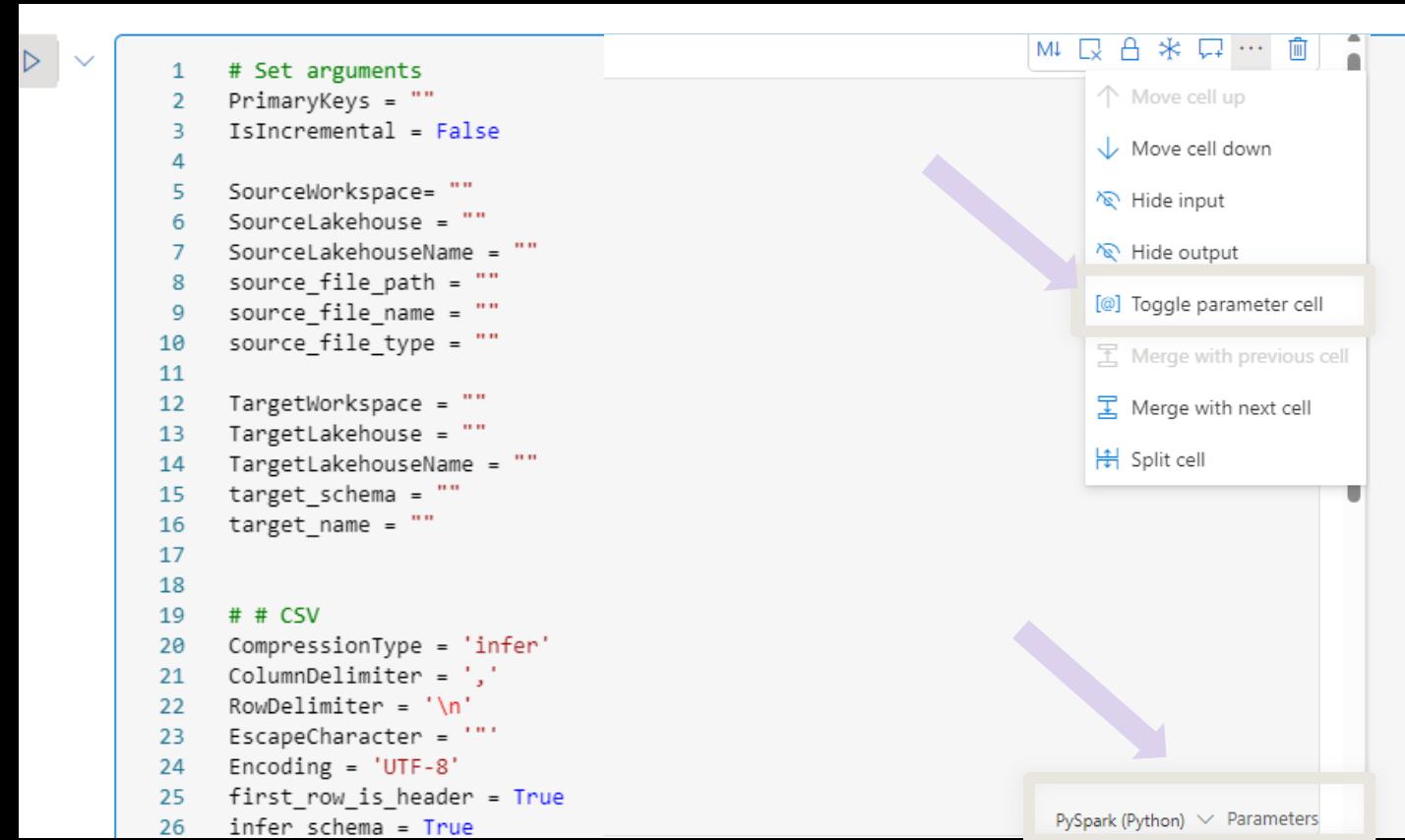
# Define Pipeline Parameters

- Define Parameters
  - Pass through from Pipeline to Pipeline
  - Define Metadata
  - Versions
  - Key Vault
  - Secrets

<input type="checkbox"/> Name	Type	Default value	
<input type="checkbox"/> location	String	West-Europe	
<input type="checkbox"/> key_vault_name	String	demokeeuwdvlmvaultoxgnl	
<input type="checkbox"/> tenant_id	String	c183ff6a-8ca1-4185-9378-e	
<input type="checkbox"/> Environment	String	Development	

# Define Notebook Parameters

- Pass Parameters from Data Pipeline to Notebook
  - Toggle parameter cell

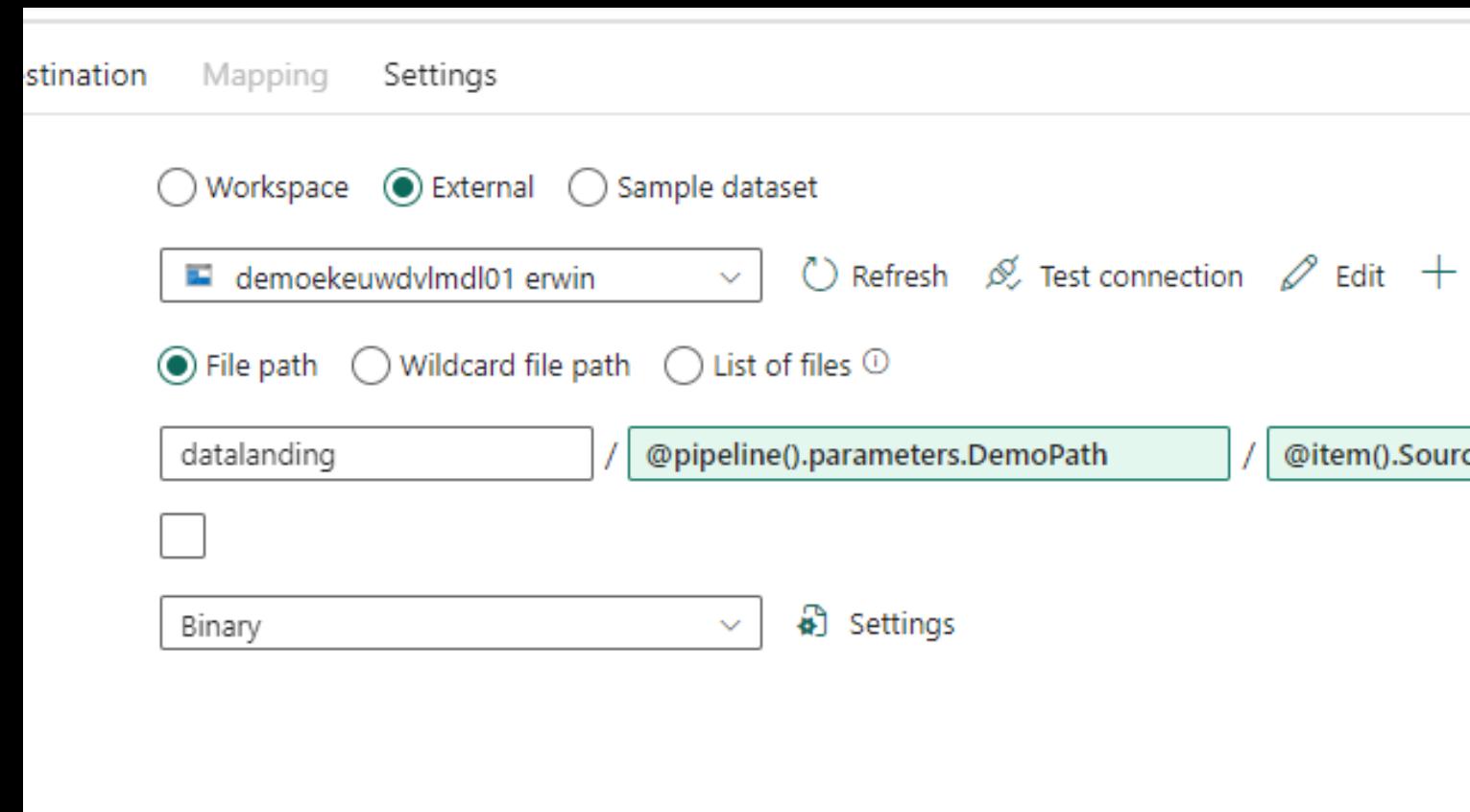
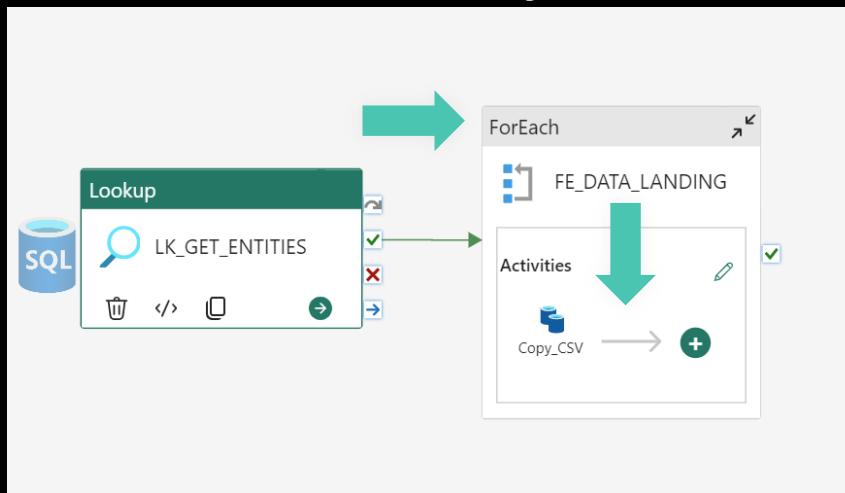


```
1 # Set arguments
2 PrimaryKeys = ""
3 IsIncremental = False
4
5 SourceWorkspace= ""
6 SourceLakehouse = ""
7 SourceLakehouseName = ""
8 source_file_path = ""
9 source_file_name = ""
10 source_file_type = ""
11
12 TargetWorkspace = ""
13 TargetLakehouse = ""
14 TargetLakehouseName = ""
15 target_schema = ""
16 target_name = ""
17
18
19 # # CSV
20 CompressionType = 'infer'
21 ColumnDelimiter = ','
22 RowDelimiter = '\n'
23 EscapeCharacter = ''
24 Encoding = 'UTF-8'
25 first_row_is_header = True
26 infer schema = True
```

PySpark (Python) ▾ Parameters

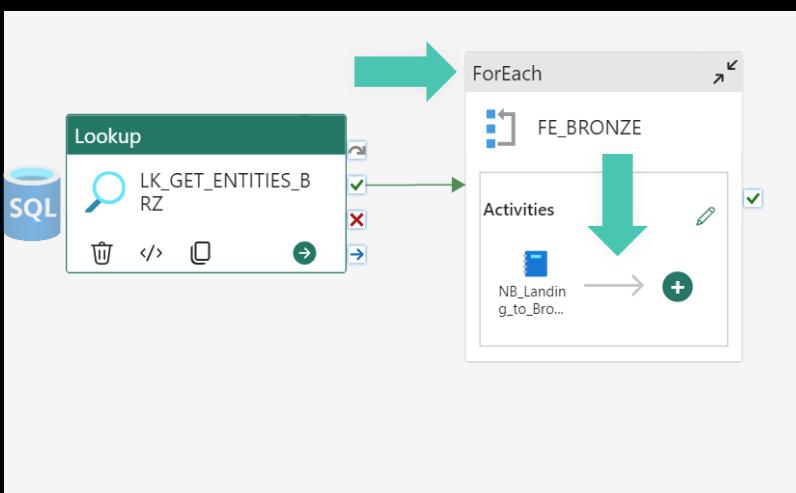
# Copy Activity Parameters

- Pass Parameters from Pipeline to Copy activity
- Use Parameters from For Each Activity



# Notebook Parameters

- Pass Parameters from Data Pipeline to Notebook
  - Set Base Parameters
    - Define Values



Name	Value
SourceLakehouse	@item().SourceLakehouseId
source_file_path	@item().SourceFilePath
source_file_name	@item().SourceFileName
PrimaryKeys	@item().PrimaryKeys
TargetLakehouse	@item().TargetLakehouseId
target_schema	@item().TargetSchema
target_name	@item().TargetName
SourceWorkspace	@item().SourceWorkspaceId
TargetWorkspace	@item().TargetWorkspaceId
source_file_type	@item().SourceFileType

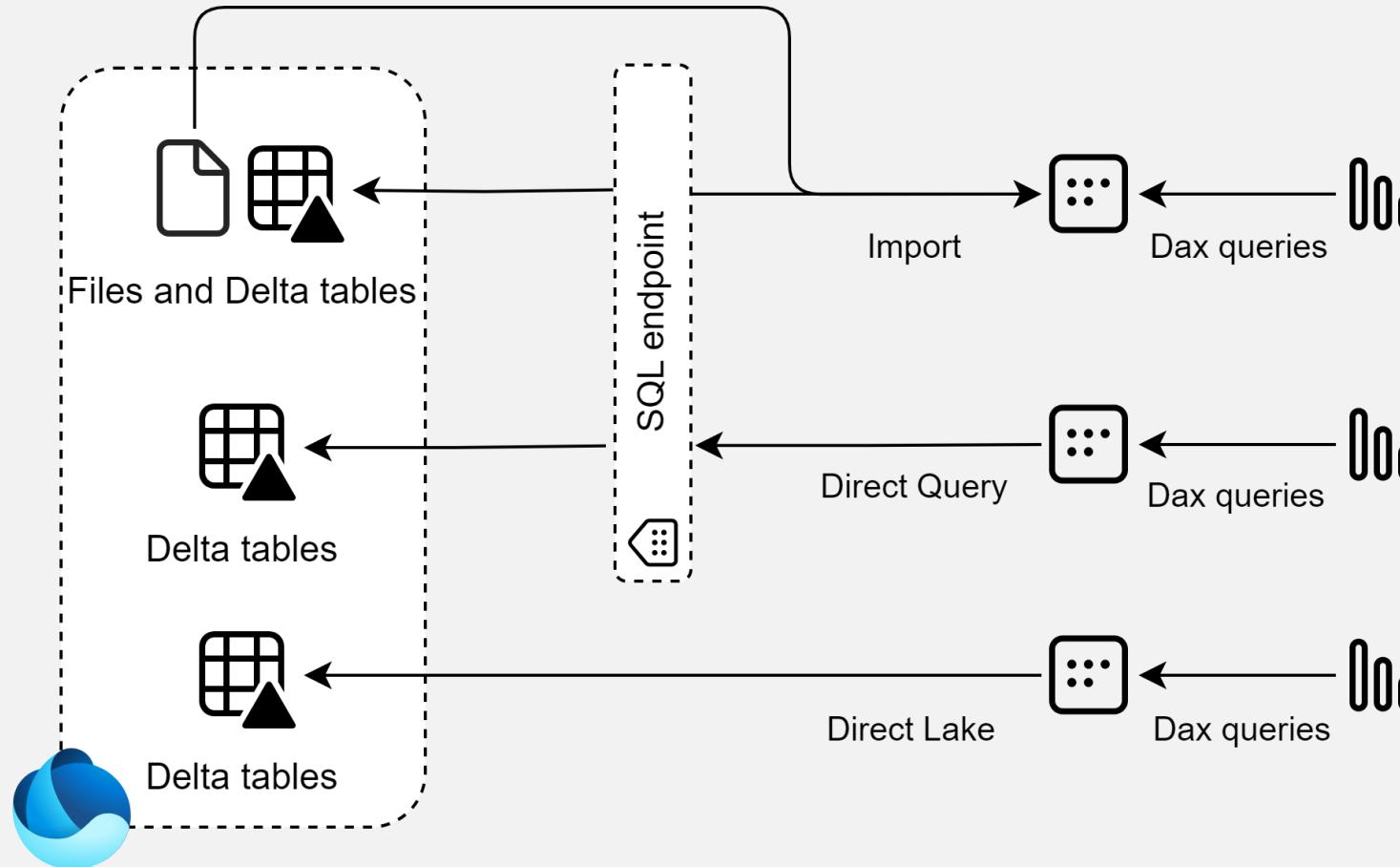
Demo





Build your semantic model benefitting Direct Lake

# Understanding Direct Lake



Latent & duplicative but fast

Slow, but real time

Best of both worlds

Direct Lake is **only** applicable to Fabric

# Data transformations



No Power Query or other data transformation capabilities\*

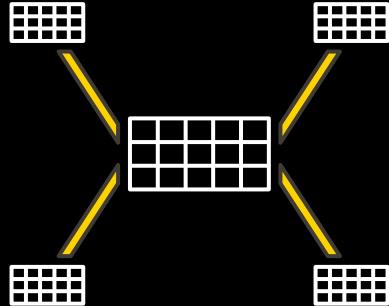


Data transformations should be done as far upstream as possible

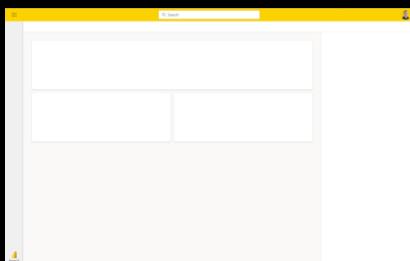


Data transformation directly in the Lakehouse unlocks “new” possibilities

# Data modeling



General best practice to have a star schema still applies



Web (browser) experience only to develop data models (for now)

# Data modeling best practices unchanged

- Starschema all the things!
- Avoid bi-directional or many-to-many relationships
- Avoid limited relationships
- Implement role-playing dimensions rather than duplication
- Minimize redundant measure using calculation groups
- Avoid ambiguous data models
- ... etcetera

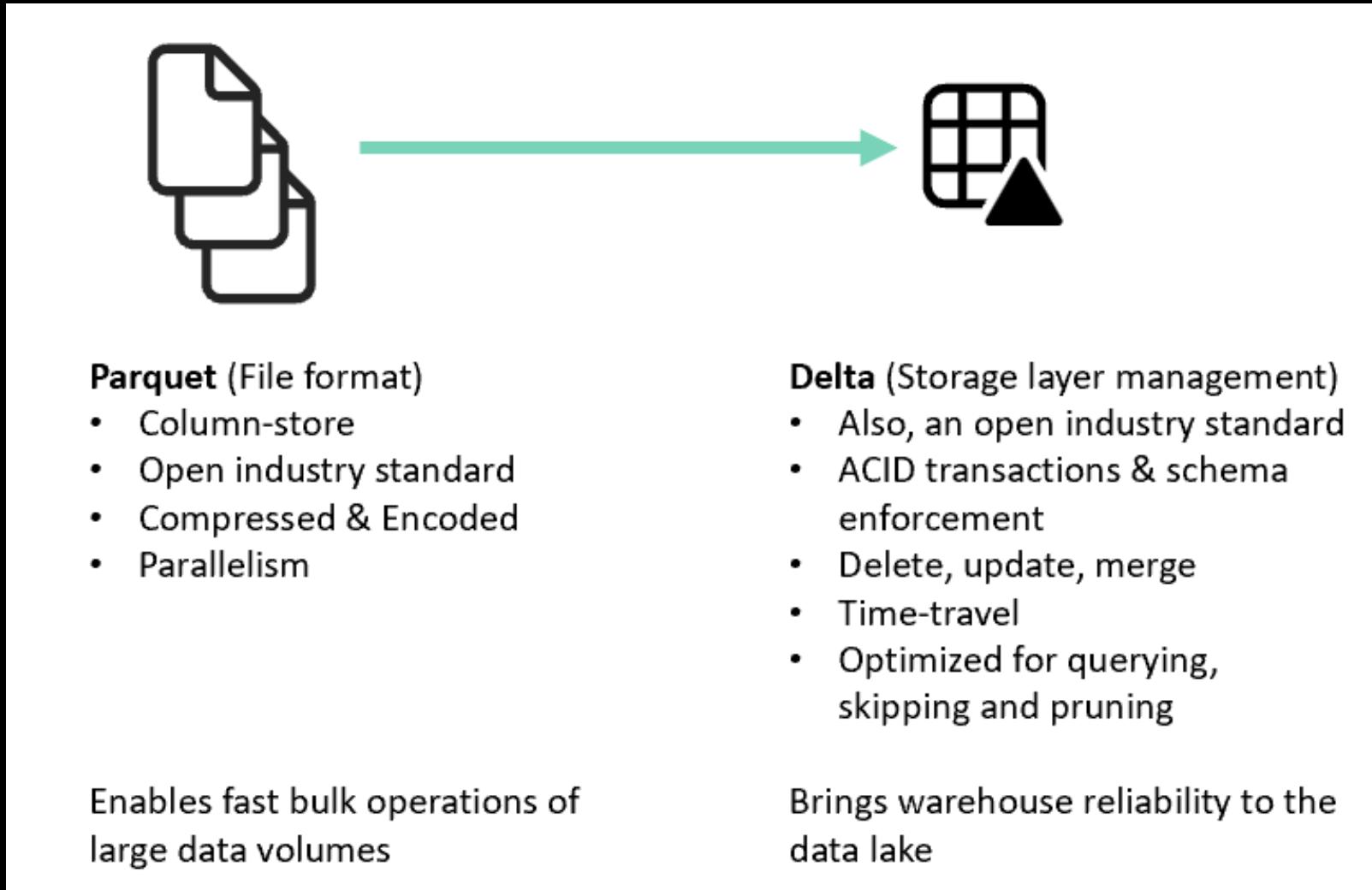
Demo





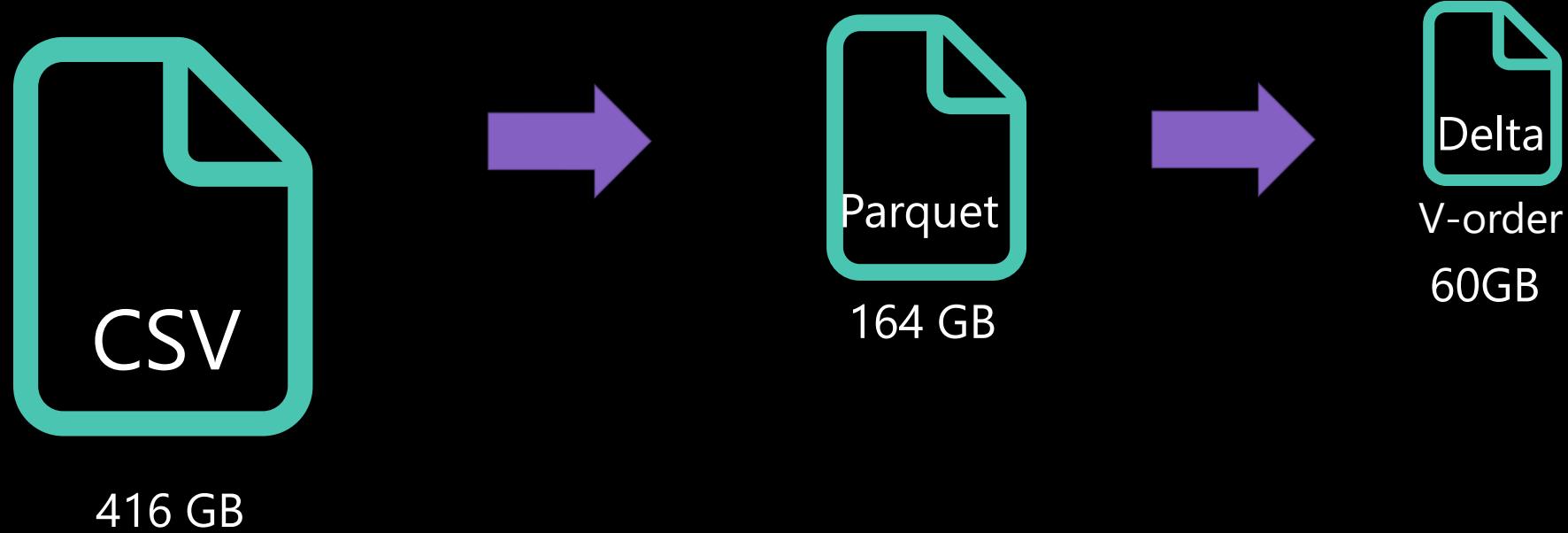
Direct Lake Internals & performance

# Delta (Parquet)



# From Z-order to V-order

Yellow taxi (3 Billion rows)



**x3.2**  
Less I/O for all\*  
workloads

# Data saving

The Analysis Services column-oriented storage using Delta Lake/Parquet open standard for Direct Lake

## SSAS, AAS, Power BI large models

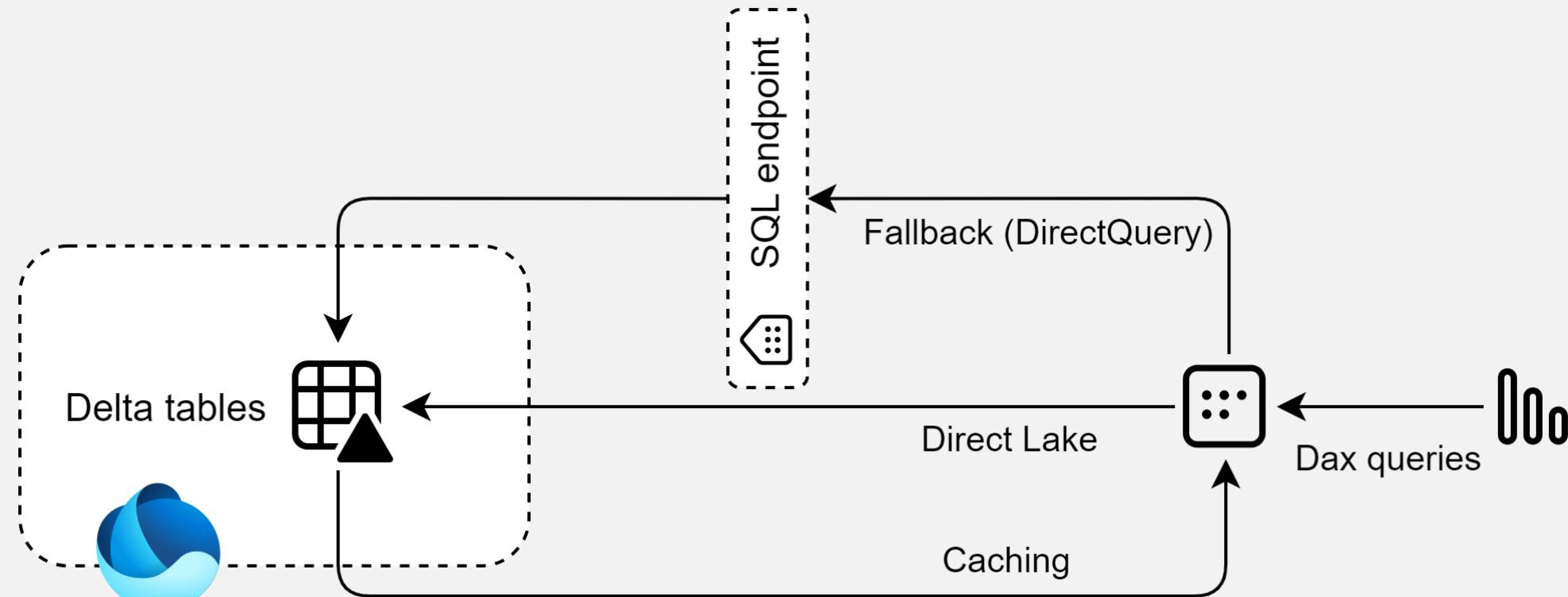
A screenshot of a Windows File Explorer window. The address bar shows the path: C:\Program Files\Microsoft SQL Server\MSAS15.MSSQLSERVER\OLAP\Data\AdventureWorksTabular.0.db\DimCustomer (10).tbl\238.prt. The main pane displays a list of files related to the DimCustomer dimension:

Name	Date modified	Type	Size
1.DimCustomer (10).AddressLine1 (78).0.idf	1/29/2020 6:36 PM	IDF File	37 KB
1.DimCustomer (10).AddressLine1 (78).0.idfmeta	1/29/2020 6:36 PM	IDFMETA File	1 KB
1.DimCustomer (10).AddressLine2 (79).0.idf	1/29/2020 6:36 PM		
1.DimCustomer (10).AddressLine2 (79).0.idfmeta	1/29/2020 6:36 PM		
1.DimCustomer (10).BirthDate (66).0.idf	1/29/2020 6:36 PM		
1.DimCustomer (10).BirthDate (66).0.idfmeta	1/29/2020 6:36 PM		
1.DimCustomer (10).CommuteDistance (82).0.idf	1/29/2020 6:36 PM		
1.DimCustomer (10).CommuteDistance (82).0.idfmeta	1/29/2020 6:36 PM		

To the right of the file list, there is a navigation sidebar with a teal arrow pointing right. The sidebar includes a tree view for "Finance" and "Tables" categories, and a detailed list of files under the "Revenue" category:

Name ↑	Size	Type
_delta_log	2 items	Folder
part-00000-87858576-90b7-4aff-8c9e-69dcc52db1	8.4 GB	PARQUET
part-00001-631fb085-0591-46b8-a0b5-0fec8f2255	8.4 GB	PARQUET
part-00002-0469bb29-daa5-4ecd-a3ee-bb90331a6	8.4 GB	PARQUET
part-00003-27e6062b-4d55-4469-b285-7cb2a2f32	8.4 GB	PARQUET
part-00004-b12eea8e-f255-41fa-a943-a78def57ce'	8.4 GB	PARQUET

# Fallback & Caching



# Fallback

## **When could fallback to DirectQuery happen?**

- Special data types
- Large data volumes that does not fit the capacity size
- Composite models
- When you manually configure security

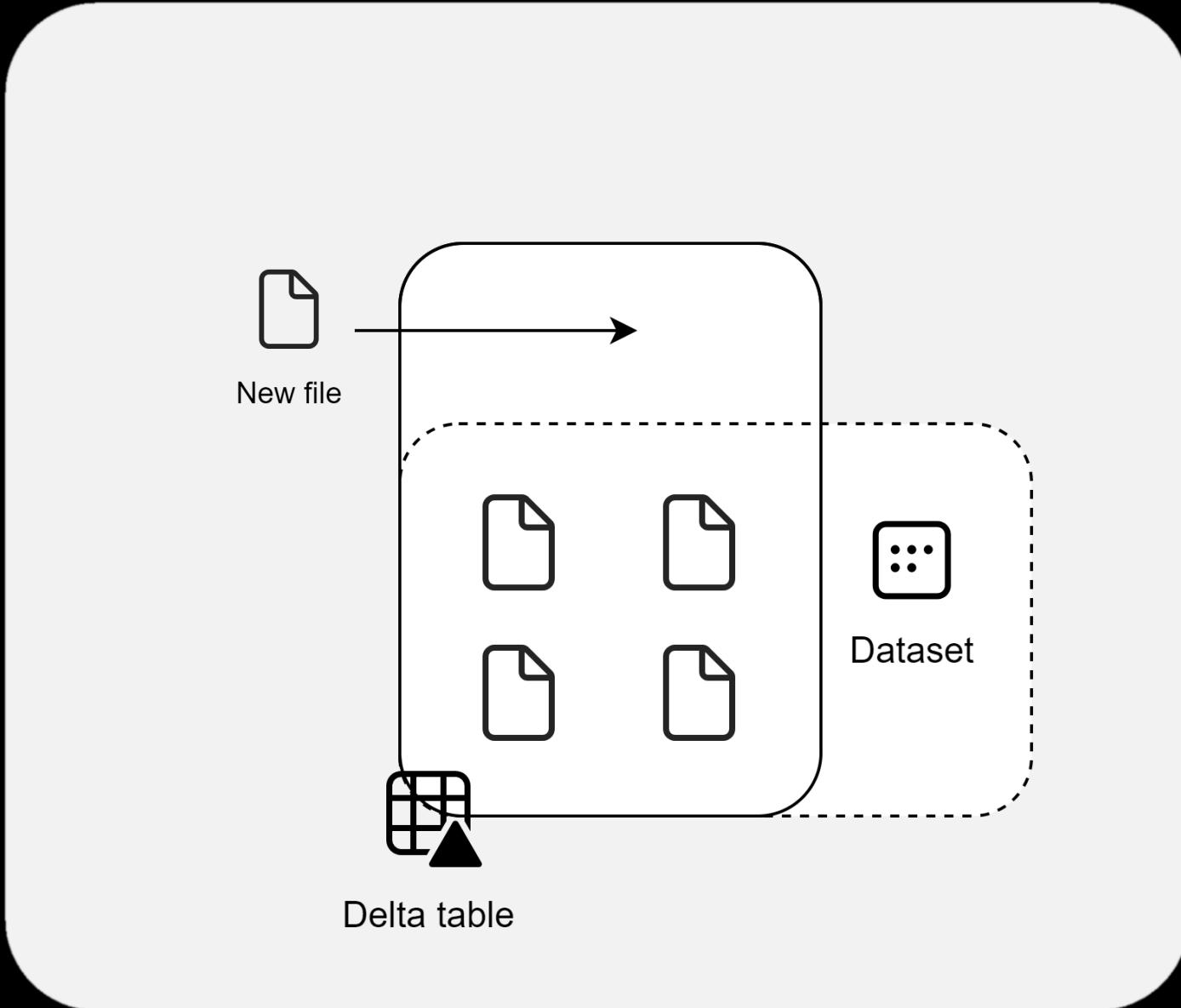
*Item level on lakehouse*

# Introducing Framing

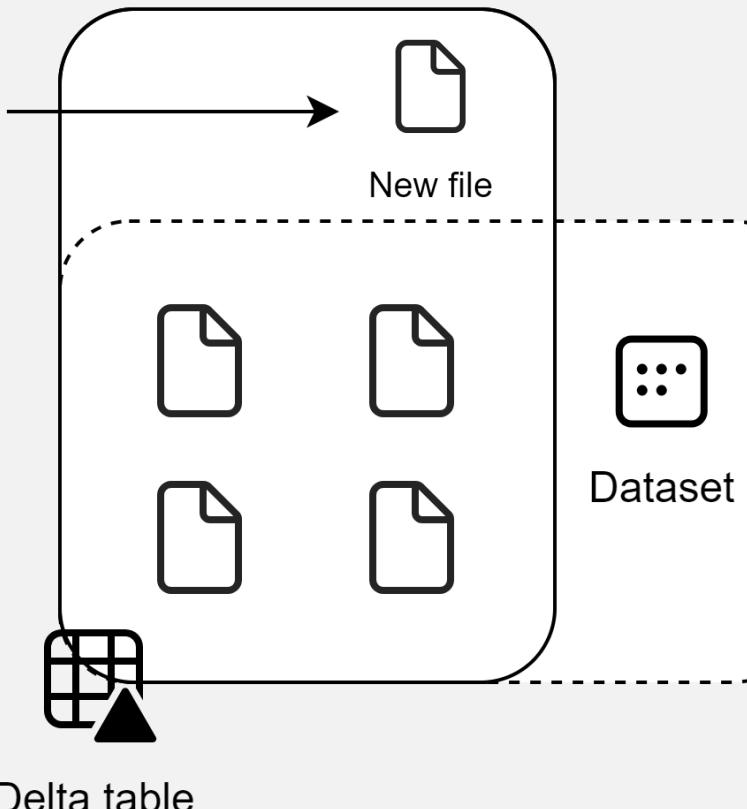
- Metadata **refresh** which does not actually load the data, but only the delta table definitions.



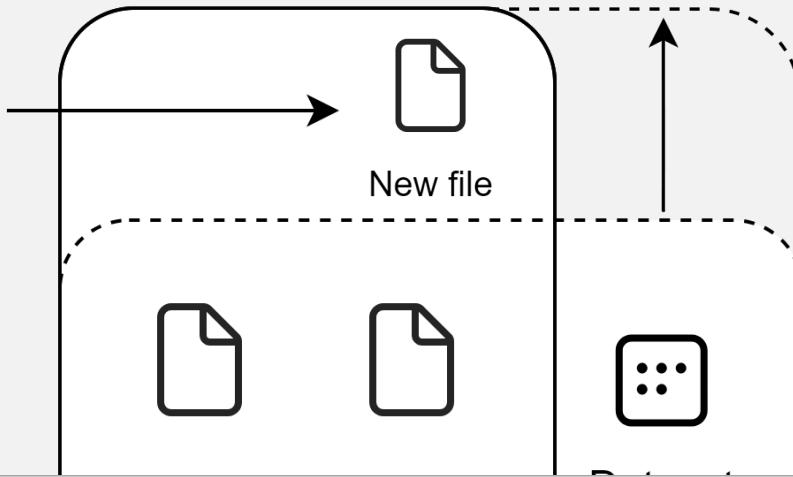
# Framing



# Framing



# Framing



## Refresh

Keep your Direct Lake data up to date

Configure Power BI to detect changes to the data in OneLake and automatically update the Direct Lake tables that are included in this dataset. [Learn more](#)



Off

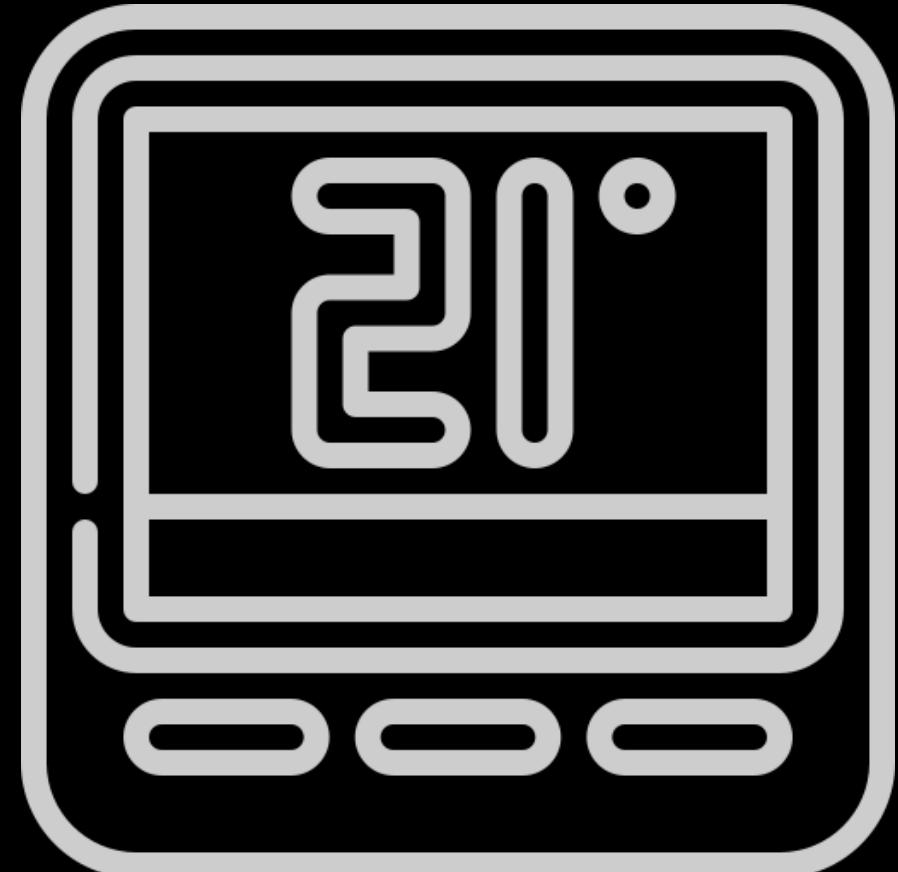
Demo



# Temperature management

## Keep it WARM!

Make sure your users are served optimally and avoid the capacity memory to be flushed.



# Eviction

Capacity: F64 / P1

Memory: 25 GB

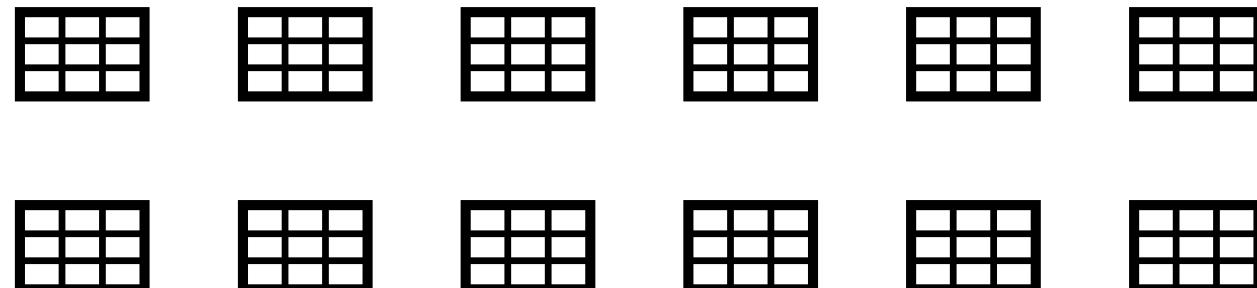
Capacity utilization:

**Cool**

Active memory



Storage



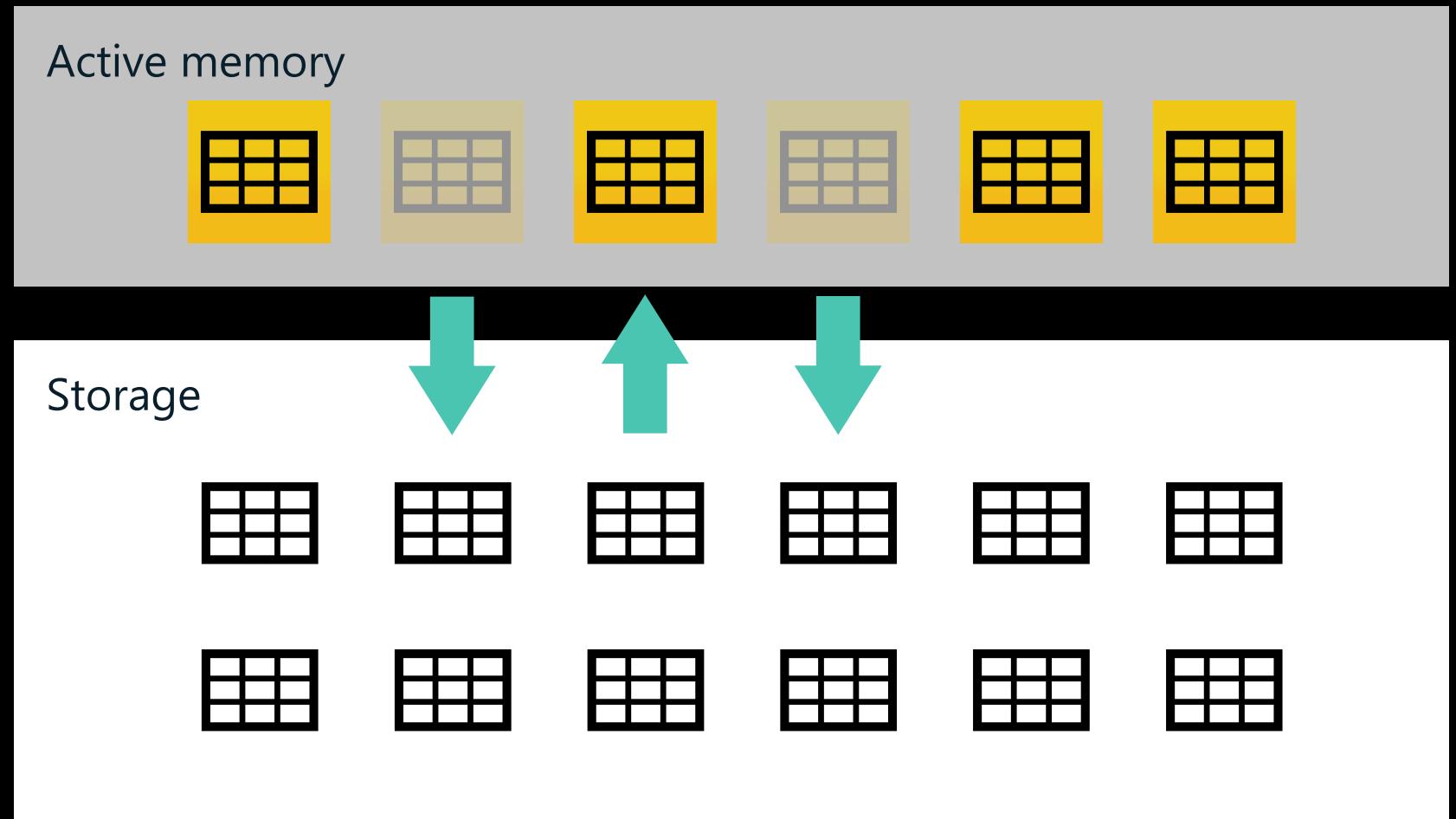
# Eviction

Capacity: F64 / P1

Memory: 25 GB

Capacity utilization:

**Warm**



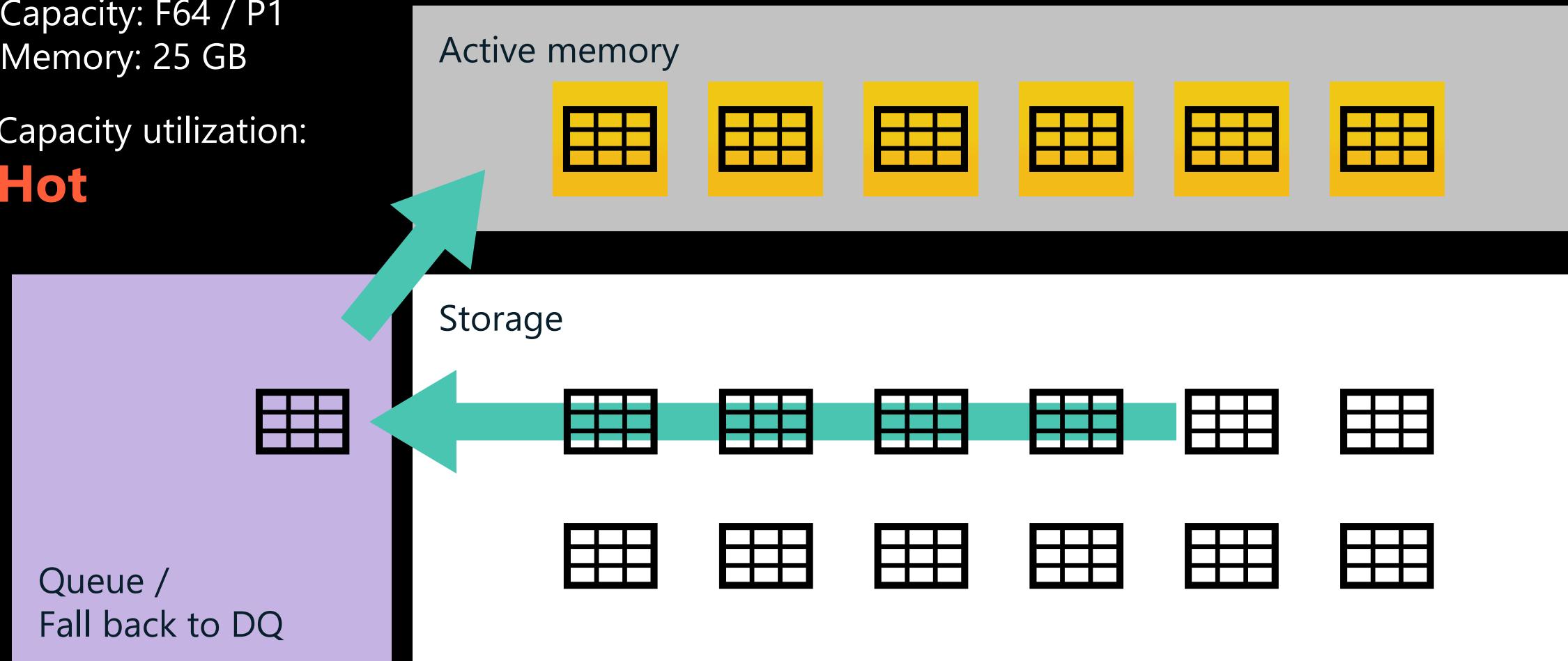
# Eviction – queue / fall-back

Capacity: F64 / P1

Memory: 25 GB

Capacity utilization:

**Hot**



# Temperature management

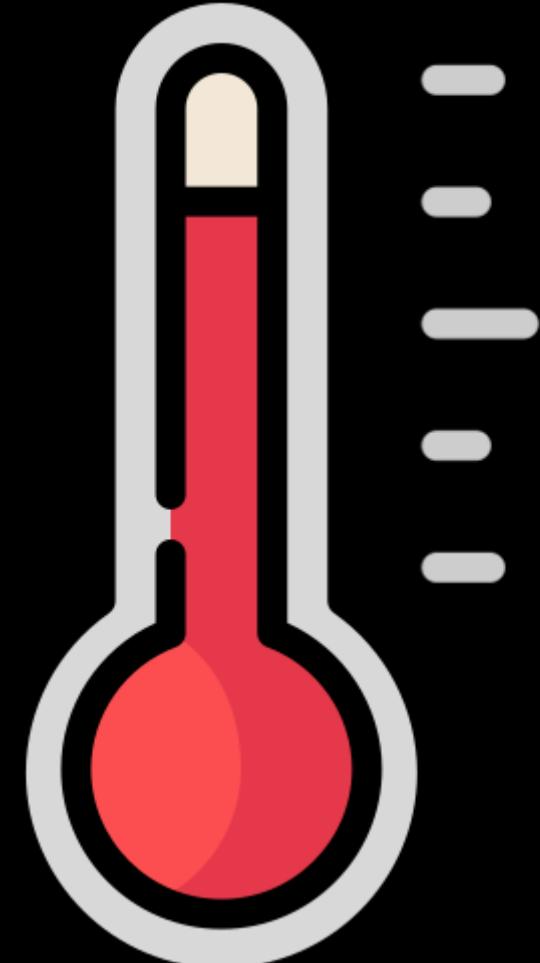
## What will be evicted?

Basically, your data will be evicted from active memory, that you want to always have available!

## How can you influence that?

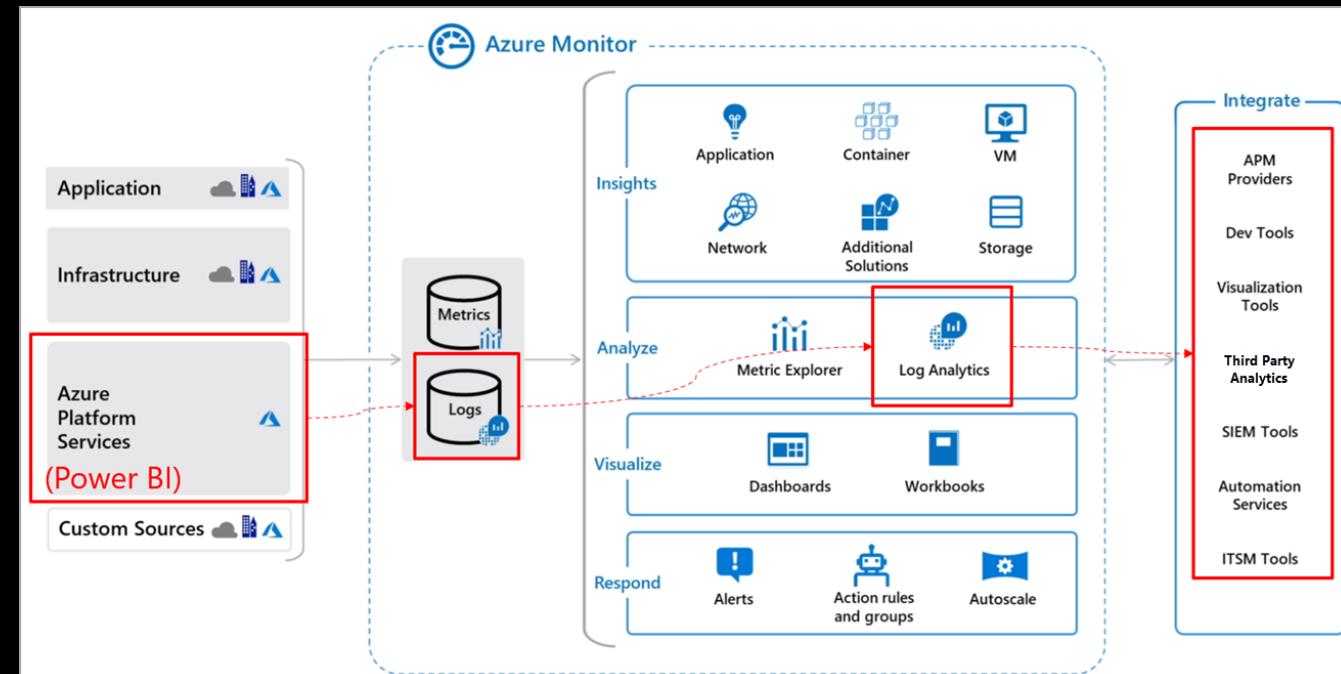
Consider setting up a process (notebook, other automated setup) to pro-actively execute queries to keep certain data **WARM**!

.



# What should stay in memory?

Azure Monitor delivers a comprehensive solution for collecting, analyzing, and acting on telemetry from your cloud and on-premises environments. It helps you understand how your applications are performing and proactively identifies issues affecting them and the resources they depend on.



Demo





# Copilot in Microsoft Fabric



# Microsoft Fabric Copilot

**Unlock the full potential of your data**



## Supercharge Productivity

Let AI summarize actions for you, and optimize your time



## Uplevel Skills

Be better at what you're good at and master what you've yet to learn



## Discover Insights

Harness the power of AI so you never have to start from scratch

# Microsoft Cloud Runs on trust...

Your data is **your** data

Your data from any fine-tuning is  
not used to train the foundation  
AI models

Your data is **protected** by  
the most comprehensive enterprise  
compliance and security controls

Autopilot refers to allowing AI to make all the decisions, while copilot involves AI assisting humans in making informed







# Copilot experiences

## The unified data platform for the era of AI



Unified  
architecture

Unified  
experience

Unified  
governance

Unified  
business model

# Copilot requirements

- Paid SKU (F64 or higher, or P1 or higher) **No Trial**
- Fabric Region WestEurope / NorthEurope (and much more)
- Copilot enabled in admin portal (as of May 20<sup>th</sup> by default)

↳ Users can use a preview of Copilot and other features powered by Azure OpenAI New  
*Enabled for a subset of the organization*

When this setting is enabled, users can access a preview and use preview features powered by Azure OpenAI, including Copilot. This setting can be managed at both the tenant and the capacity levels. [Learn More](#)

For customers in the EU Data Boundary, this setting adheres to Microsoft Fabric's EU Data Boundary commitments. [Learn More](#)

By enabling this setting, you agree to the [Preview Terms](#).

 Enabled

ⓘ Note: If Azure OpenAI is not available in your geographic region, your data may need to be processed outside your capacity's geographic region, compliance boundary, or national cloud instance. To allow data to be processed outside your capacity's geographic region, turn on the related setting, "Data sent to Azure OpenAI can be processed outside your capacity's geographic region, compliance boundary, or national cloud instance".

Data sent to Azure OpenAI can be processed outside your capacity's geographic region, compliance boundary, or national cloud instance New  
*Enabled for the entire organization*

This setting is only applicable for customers who want to use Copilot and AI features in Fabric powered by Azure OpenAI, and whose capacity's geographic region is outside of EU Data Boundary and US. [Learn More](#)

When this setting is enabled, data sent to Azure OpenAI can be processed outside your capacity's geographic boundary or national cloud boundary. This setting can be managed at both the tenant and the capacity levels. [Learn More](#)

By enabling this setting, you agree to the [Preview Terms](#).

 Enabled

ⓘ Note: Even if this setting is on, you will also need to turn on the related setting "Users can use a preview of Copilot and other features powered by Azure OpenAI" for these features to work.

# Privacy, security, and responsible use for Copilot in Microsoft Fabric

## Your business data is secure

- Copilot features use [Azure OpenAI Service](#), which is fully controlled by Microsoft. Your data isn't used to train models and isn't available to other customers.
- You retain control over where your data is processed. Data processed by Copilot in Fabric stays within your tenant's geographic region, unless you explicitly allow data to be processed outside your region—for example, to let your users use Copilot when Azure OpenAI isn't available in your region or availability is limited due to high demand. Learn more about [admin settings for Copilot](#).

## Check Copilot outputs before you use them

- Copilot responses can include inaccurate or low-quality content, so make sure to review outputs before you use them in your work.
- Reviews of outputs should be done by people who can meaningfully evaluate the content's accuracy and appropriateness.
- Today, Copilot features work best in the English language. Other languages may not perform as well.

# Copilot for Data Factory

- Use Copilot to **get data, transform**, and **enriched** data in Dataflows

Use **Copilot** to provide a summary of the query and the applied steps.

Use **Copilot** to generate new transformation steps for an existing query.

Use **Copilot** to generate a new query that may include sample data or a connection to a data source that requires configuring authentication.

The screenshot shows a Data Science workspace interface. On the left, there's a sidebar with options like Home, Create, Browse, Data hub, Monitoring hub, Workspaces, My workspace, and Sales analysis. The main area has tabs for Home, Edit, Run, Data science, and View. A Copilot button is visible in the top right of the toolbar. The central part of the screen displays a notebook titled "Sales analysis | Data updated 1/12/23". The notebook contains two code cells. The first cell shows AI-generated code for reading data from a PBIX file and merging it with sales data. The second cell shows the resulting DataFrame. To the right of the notebook, there's a preview pane for "Copilot Preview" which asks "Transform your data with Copilot" and provides a snippet of Python code for creating a DataFrame by industry. At the bottom, there's a command bar with "Session ready", "Save option: Automatic", and a "Selected Cell 1" indicator.

Country/Region Ab	Name Ab	City Ab	Industry ID #
1 US	Energy	Irving	31.0
2 US	Materials	Chicago	30.0
3 US	Capital Goods	Westchester	30.0
4 US	Transportation	Piano	13.0
5 US	Consumer Services	Fort Worth	34.0
6 US	Food, Beverage & Tobacco	Irving	31.0
7 US	Pharmaceuticals	Chicago	30.0
8 US	Energy	Westchester	30.0
9 US	Materials	Piano	13.0
10 US	Capital Goods	Fort Worth	34.0
11 US	Transportation	Irving	31.0
12 US	Consumer Services	Chicago	30.0
13 US	Food, Beverage & Tobacco	Westchester	30.0
14 US	Pharmaceuticals	Piano	13.0
15 US	Financial Services	Fort Worth	34.0
16 US	Insurance	Irving	31.0
17 US	Software & Services	Chicago	30.0

# Copilot for Data Science and Engineering

- Use Copilot to **enrich, model, analyze, and explore** data in notebooks

Work with **Copilot** to understand how to explore/transform your data

Chat with **Copilot** to create and configure ML models

Write code faster with inline code suggestions from **Copilot**

Use **Copilot** to summarize and explain code

The screenshot shows a Jupyter Notebook interface titled "Sales analysis | Data updated 1/12/23". The sidebar on the left includes "Lakehouse explorer", "Customer360", "Tables", "Customer", "CustomerFeedback...", "Inventory", "Product", "Sales", "Transaction", "Unidentified", "Files", "Sales", and "Excel-data". The main area has two code cells:

```
1 # Welcome to your new notebook
2 # Type here in the cell editor to add code!
3 * Press shift + enter to execute cells
```

```
1 # AI-generated code
2
3 import pandas as pd
4 customer_data = pbi.read_table('CustomerProfitabilitySamplePBIX', 'Customer')
5 sales_data = pbi.read_measure('CustomerProfitabilitySamplePBIX', 'Total Revenue', [(['Customer', 'Name'])])
6 customer_sales = customer_data.merge(sales_data, on='Name')
7 print(customer_sales.head())
```

The second cell has a green checkmark and the message "- Command executed in 7 sec 427 ms by Sonia". Below the code is a table titled "Country/Region Ab" with columns: Name Ab, City Ab, Industry ID #, and #. The table lists various US states and their corresponding industry types and IDs. To the right of the table is a preview pane showing the same data and a snippet of the generated Python code.

Transform your data with Copilot  
Describe what you want, in your own words, and Copilot will suggest code you can use.

Can you create a dataframe for me which segments my data by industry?

Here's a pandas DataFrame query that pulls in relevant data about the company's sales history and profitability for 2022.

```
1 import pandas as pd
2 customer_data =
3 pbi.read_table('CustomerProfitabilitySamplePBIX', 'Customer')
4 sales_data =
5 pbi.read_measure('CustomerProfitabilitySamplePBIX', 'Total Revenue', [(['Customer', 'Name'])])
6 customer_sales =
7 customer_data.merge(sales_data, on='Name')
8 print(customer_sales.head())
```

Ask a question or request, or type '?' for suggestions

AI-generated content can have mistakes. Make sure it's appropriate before using it. Read preview terms

# Generative AI on your data

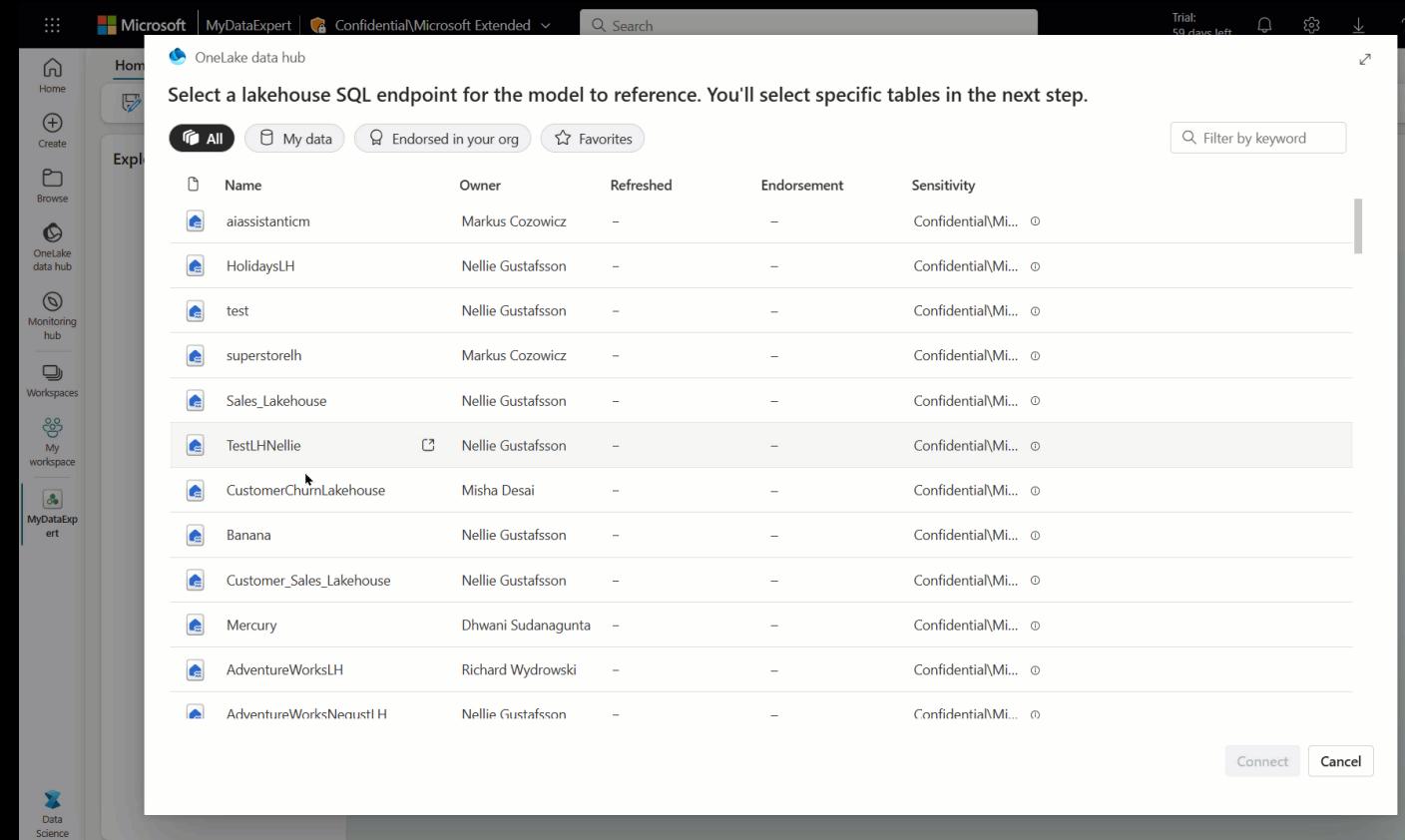
(Public Preview)

Deliver custom generative AI experiences for **your data**

Enable **custom Q&A** on your data  
in Fabric

Define custom business semantics  
and grounding **unique to your org**

Scale the custom experiences to  
**M365 Chat, Copilot Studio**, and  
**Azure AI Studio**



The screenshot shows a Microsoft OneLake data hub interface. At the top, there's a navigation bar with icons for Home, Create, Browse, OneLake data hub, Monitoring hub, Workspaces, My workspace, and MyDataExpert. Below the navigation bar, the main title is "OneLake data hub". A sub-header reads: "Select a lakehouse SQL endpoint for the model to reference. You'll select specific tables in the next step." There are four tabs at the top of the list: "All" (selected), "My data", "Endorsed in your org", and "Favorites". A search bar and a "Filter by keyword" button are also present. The main area displays a table with the following columns: Name, Owner, Refreshed, Endorsement, and Sensitivity. The table lists 14 entries:

Name	Owner	Refreshed	Endorsement	Sensitivity
aiassistanticm	Markus Cozowicz	-	-	Confidential\Mi... ⓘ
HolidaysLH	Nellie Gustafsson	-	-	Confidential\Mi... ⓘ
test	Nellie Gustafsson	-	-	Confidential\Mi... ⓘ
superstorelh	Markus Cozowicz	-	-	Confidential\Mi... ⓘ
Sales_Lakehouse	Nellie Gustafsson	-	-	Confidential\Mi... ⓘ
TestLHNellie	Nellie Gustafsson	-	-	Confidential\Mi... ⓘ
CustomerChurnLakehouse	Misha Desai	-	-	Confidential\Mi... ⓘ
Banana	Nellie Gustafsson	-	-	Confidential\Mi... ⓘ
Customer_Sales_Lakehouse	Nellie Gustafsson	-	-	Confidential\Mi... ⓘ
Mercury	Dhwani Sudanagunta	-	-	Confidential\Mi... ⓘ
AdventureWorksLH	Richard Wydrowski	-	-	Confidential\Mi... ⓘ
AdventureWorksNeustl H	Nellie Gustafsson	-	-	Confidential\Mi... ⓘ

At the bottom right of the dialog are "Connect" and "Cancel" buttons.



Stay focused on your business outcomes and unlock insights in your data with **Copilot**

Ask **Copilot** to create beautiful and insightful reports based on your needs

Define metrics and calculations using **Copilot** for your semantic model just by describing them in natural language

Use **Copilot** to tap into Power BI's advanced AI features for finding and visualizing insights

The screenshot shows the Power BI desktop interface with a "Sales Overview" report open. The report includes four cards: "Revenue Won" (\$7,811,851), "Close %" (37.7%), "AVG Days to Close" (121), and "Opportunities Won" (526). Below these are two charts: "Revenue Won by Month" (line chart) and "Close % by Month" (bar chart). A map visualization shows "Close % by Region". On the right, the "Copilot Preview" sidebar provides AI-generated insights:

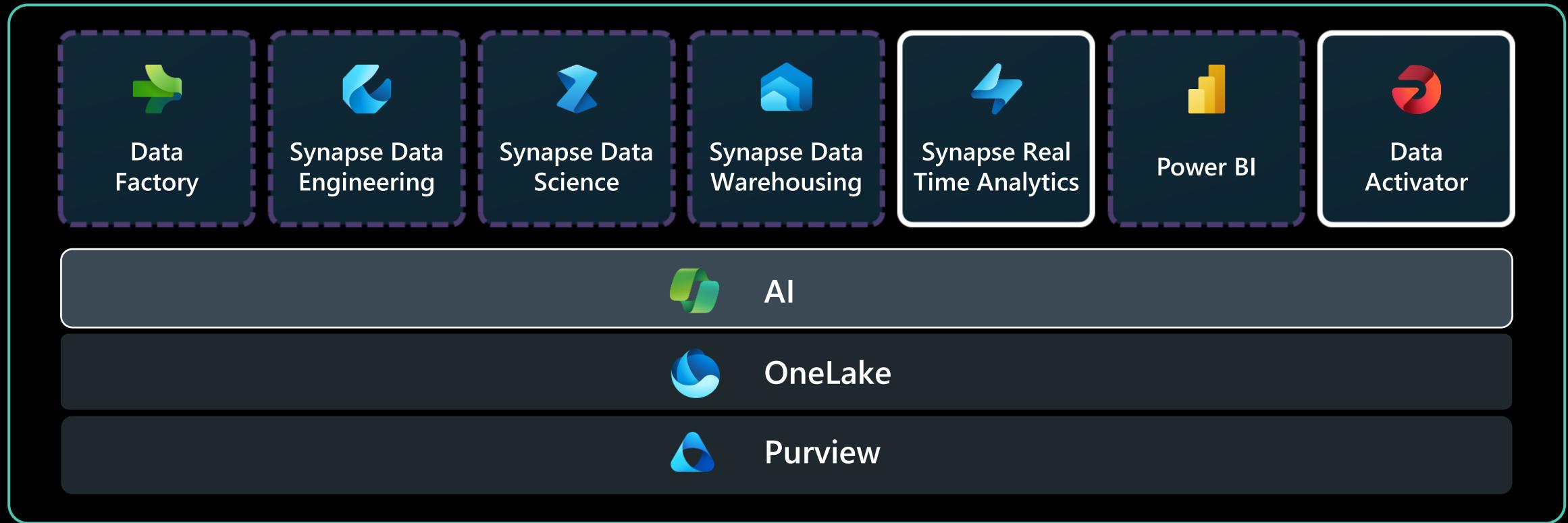
- Create a report to identify trends in sales and promotions to inform marketing strategies.
- Sales overview page added
- What are the biggest drivers for close %?
- Close % drivers page added
- Callback within 3 hours (11.75%) has the biggest influence on close %.
- Add a narrative summary describing insights in the data.
- Summary created
- Summary in bullet points

At the bottom, there is a text input field: "Ask a question or request, or type '/' for suggestions" and a note: "AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Read preview terms](#)".



# Copilot experiences (Coming soon)

## The unified data platform for the era of AI



Unified  
architecture

Unified  
experience

Unified  
governance

Unified  
business model

Demo



Embark on a  
transformative journey  
into building an end-  
to-end solution within  
the **Microsoft Fabric**.



Erwin de Kreuk



Marc Lelijveld

