

# Analytics in the Era of AI

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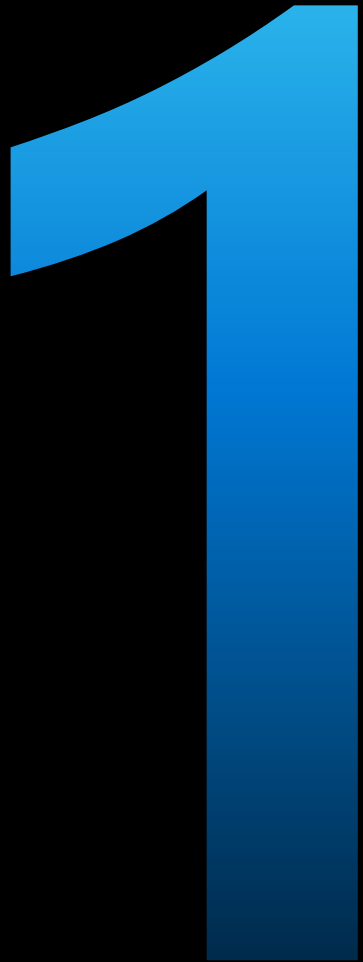
# Agenda

**1** Power business decisions with cloud-scale analytics

**2** Modernizing your data and analytics estate

**3** Microsoft Fabric as your unified analytics solution

**4** Next steps

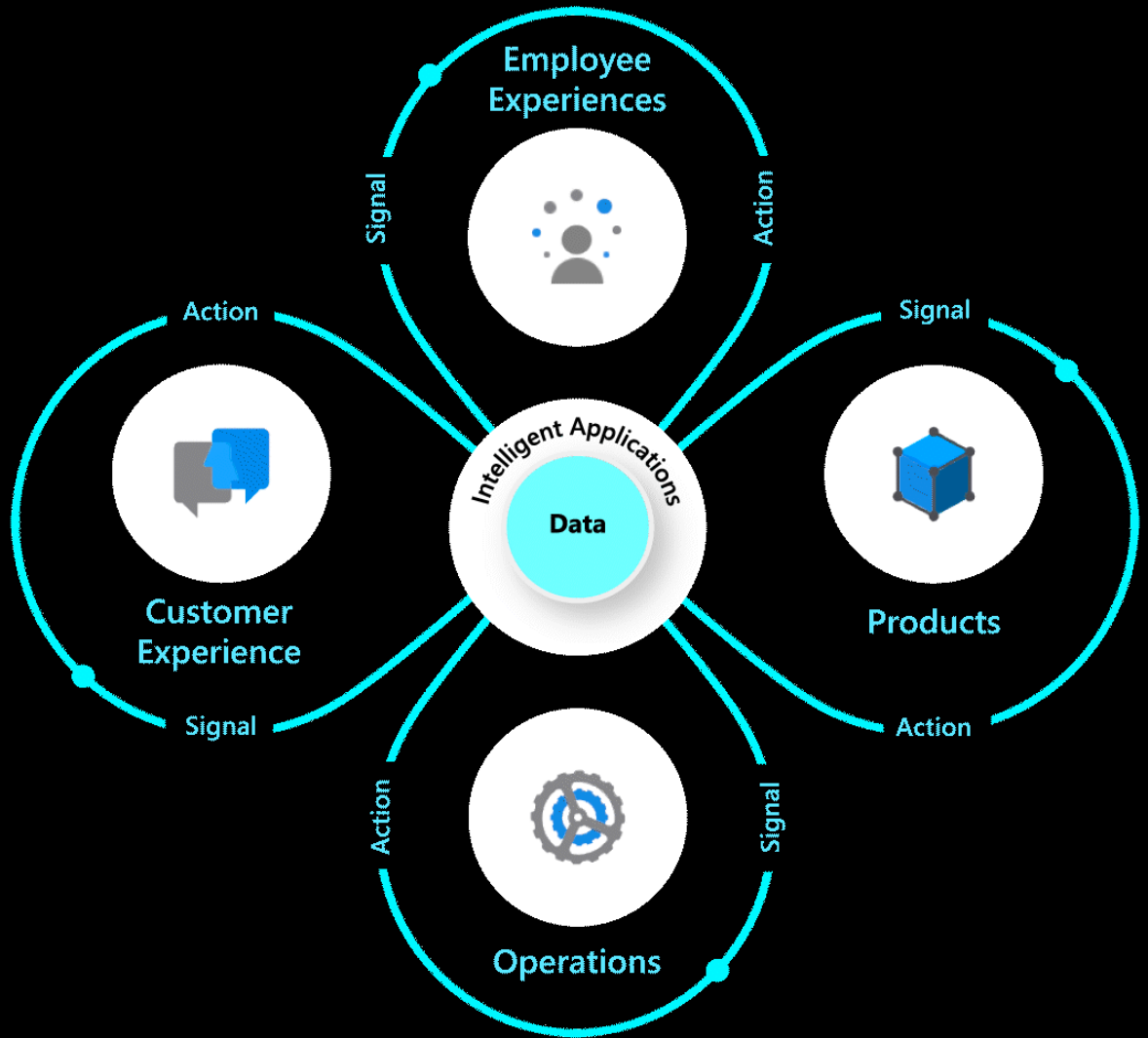


**Power business decisions with  
cloud-scale analytics**

# Data is the oxygen of digital transformation

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Driving analytics modernization is the key to unlocking value from your data



# Modernization leads to accelerated value creation

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23x

More likely to acquire a customer

19x

More likely to retain a customer

19x

More likely to be profitable as a result

# Today's data value creation challenges



- Siloed systems and data



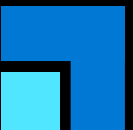
- Delivering on the promise of analytics with limited resources



- Technical platforms requiring advanced skills



- Costly integration and ongoing maintenance



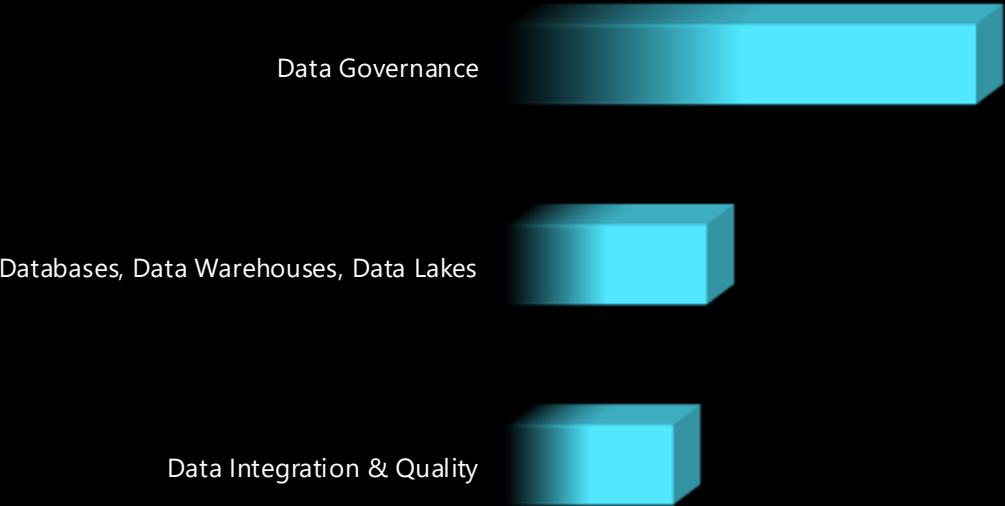
- Gaining BI adoption to streamline data sharing



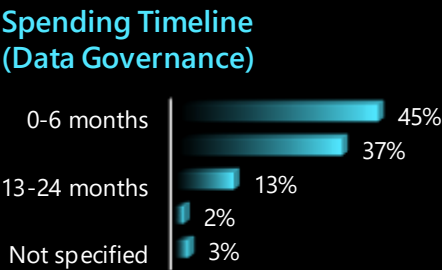
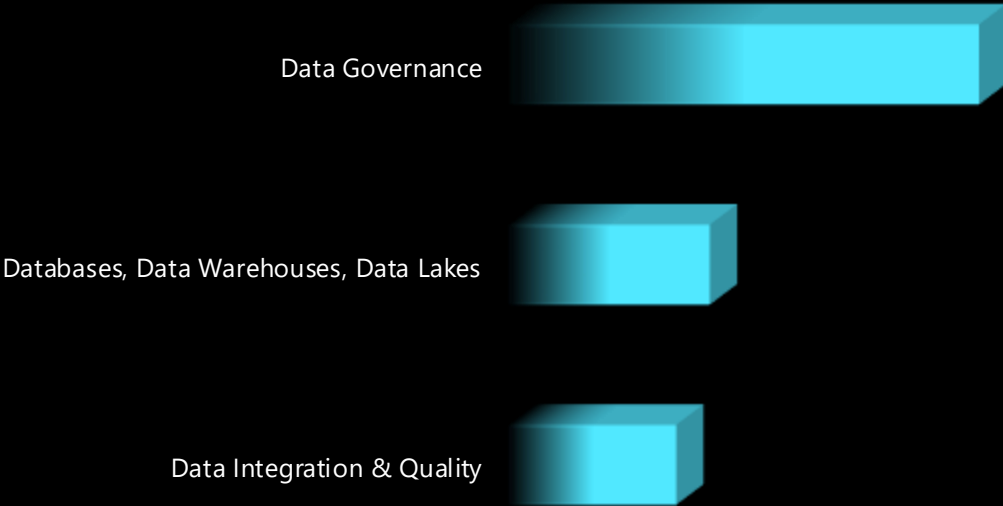
- Data and security risks

# How your peers are investing in the future

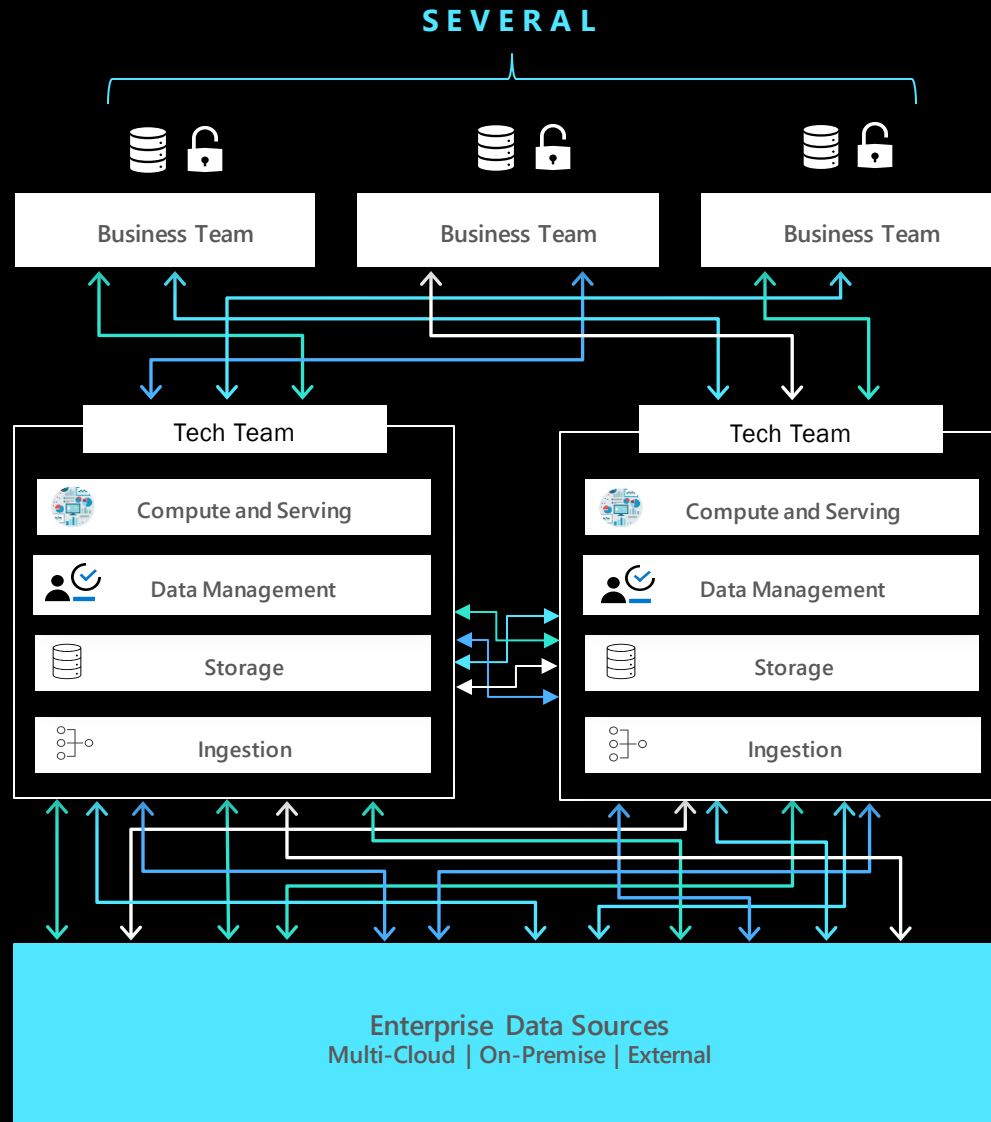
CDO Areas of Planned Investment



CDO Areas of Planned Spend + Timeline



# The starting line: a complex, organically evolved data estate



1

Data copies and infrastructure inefficiencies

2

Limited interoperability

3

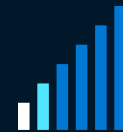
Data exposure risks



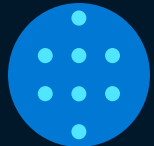
# The finish line: business decisions powered by modern, cloud-scale analytics



Data governance



Machine learning and data analysis



Lake-first data foundation



Interactive analytics applications for scale



Fit for purpose BI services and tools



Modernizing your data and  
analytics estate

# Unlock your data potential with modern analytics solutions

1

Unify your hybrid and multi-cloud data estate for analytics

2

Build fit-for-purpose analytics & ML models

3

Scale transformative analytics applications

4

Responsibly democratize analytics with data governance

# Unify your multi-cloud data estate for connected intelligence

Unlock more value from your data sources

55%

of companies have a mostly manual approach to discovering data within their enterprise<sup>1</sup>

Improve analytics efficiency

81%

say their organizations have increased their data and analytics investments over the previous two years<sup>2</sup>

Innovate by moving from proprietary to open standards

66%

of leaders are leveraging open-source analytics tools, databases, and application<sup>3</sup>

# Capabilities

## Comprehensive, accurate data integration

- > Streamline data integration with a lake-first approach
- > Improve data quality and consistency with no redundancies
- > Increase flexibility and scalability to meet changing business needs



## Reliable data preparation

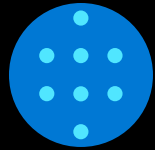
- > Simplify the data preparation and analysis process to reduce time and errors
- > Drive more meaningful insights and decision-making with intelligent data transformations



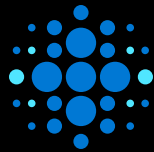
# Integrate all your data into a unified analytics solution



Data  
Integration



Data  
Lake



Spark  
Engines



Data  
Warehouse



Data  
Science



Business  
Intelligence



Real Time  
Analytics



Security and governance

**Unified analytics fabric**

# Unlock your data potential with modern analytics solutions

1

2

Build fit-for-  
purpose analytics  
& ML models

3

4

# Transform your analytics with fit-for-purpose models

Unify your data by establishing a single foundation

75%

say having a data-driven culture is very or extremely important to their organizations' overall success<sup>1</sup>

Reduce risks with no data movement required

87%

of consumers would not do business with a company if it had concerns about its data security practices<sup>2</sup>

Achieve cost and performance efficiencies

32%

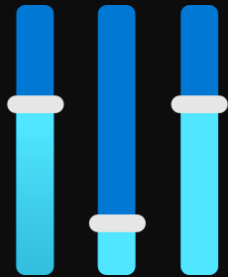
of companies reported being able to realize tangible and measurable value from data<sup>3</sup>



# Capabilities

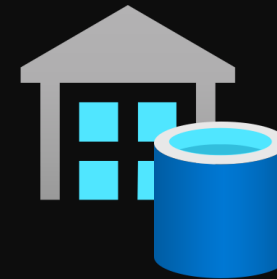
## Powerful fit-for-purpose models

- Streamline data science practices to generate insights faster
- Build and operationalize ML models to drive more informed decision-making
- Identify new revenue streams, optimize operations, and increase customer satisfaction



## Sophisticated data warehouses

- Eliminate data siloes to enable quicker access to insights by data professionals
- Optimize your data estate for complex queries and analysis with semantic data science
- Equip your teams with the ability to leverage historical data with native cognitive service integration



# Leverage best-in-breed data science and warehousing to power business decisions



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# Unlock your data potential with modern analytics solutions

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Scale  
transformative  
analytics  
applications

# Scale responsible, transformative applications to accelerate your data value

Make the most out of your data investments

60%+

of all data within an enterprise goes unused for analytics

Discover new revenue opportunities

1.7x

increased data sharing creates teams that are nearly twice as effective in demonstrating value

Leverage real-time analytics for better, more informed decision-making

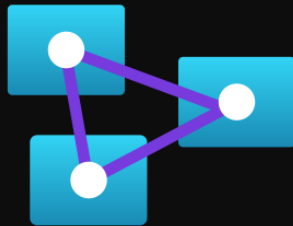
27%

of companies reported data and analytics projects produce insights and recommendations that are highly actionable

# Capabilities

## Responsible data applications

- > Build data applications and scale data democratization by infusing real-time analytics
- > Uncover insights faster and more securely
- > Explore new and create ways of using data while also upholding ethical and legal standards



## Observability

- > Process data and ad-hoc querying at petabyte scale to transform in real-time
- > Use OpenAI enabled capabilities that accelerate analytics development and actionable intelligence
- > Activate timely actions in scaling the operations of a responsible and transformative data estate



# Uncover better insights faster and more securely with real time analytics and observability



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Business  
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Real Time  
Analytics



Security and governance

**Unified analytics fabric**

# Unlock your data potential with modern analytics solutions

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Responsibly  
democratize  
analytics with data  
governance

# Responsibly democratize data and analytics with best-in-breed governance and security

Scale data  
management

28%

of companies have a strategy in place to take advantage of analytics tools and infrastructure throughout the enterprise<sup>1</sup>

Operate with  
confidence

70%

of data champions have instilled a greater general awareness of information-security threats<sup>2</sup>

Share data and  
insights securely

91%

agree that democratizing access to data and analytics is important to the success of their organizations<sup>3</sup>



# Capabilities

## Scalable governance across the enterprise

- > Automate data governance across the enterprise
- > Get insights into sensitive data and analytics across your entire estate
- > Easily comply with regulations such as GDPR, CCPA, and HIPPA



## Responsible data democratization

- > Make data easily discoverable to employees of all levels
- > Foster a culture of innovation by enabling access to the right data for the right users
- > Enable quicker, near real-time responses to business environment changes



# Maintain control of your data and analytics estate with built-in governance, security, and compliance



Data  
Integration



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Lake



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Warehouse



Data  
Science



Business  
Intelligence



Real Time  
Analytics



Security and governance

Unified analytics fabric



Microsoft Fabric as your unified  
analytics solution

# Uncover insights and drive innovation with a unified analytics solution for the era of AI

1

Lake-centric and open foundation

Align teams with a unified source of truth

2

Center of enablement for every user

Enable secure, democratized insights across your organization

3

Accelerated time to value

Leverage a powerful solution with flexibility in cost and usage

4

Persistent security and governance

Integrate your services with an open, secure, and governed foundation

5

Connected intelligence for all applications

Enable better decision-making for transformative impact

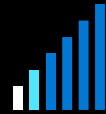
# Microsoft Fabric core advantages



**Power BI** and other out-of-the-box Microsoft Cloud integrations



**Lake-first, SaaS** solution to handle every step of your analytics



**No data movement** required



**Open** at every layer with no proprietary lock-ins



**Built-in security and governance** to responsibly democratize data



**Transparent,** easy-to-understand billing model

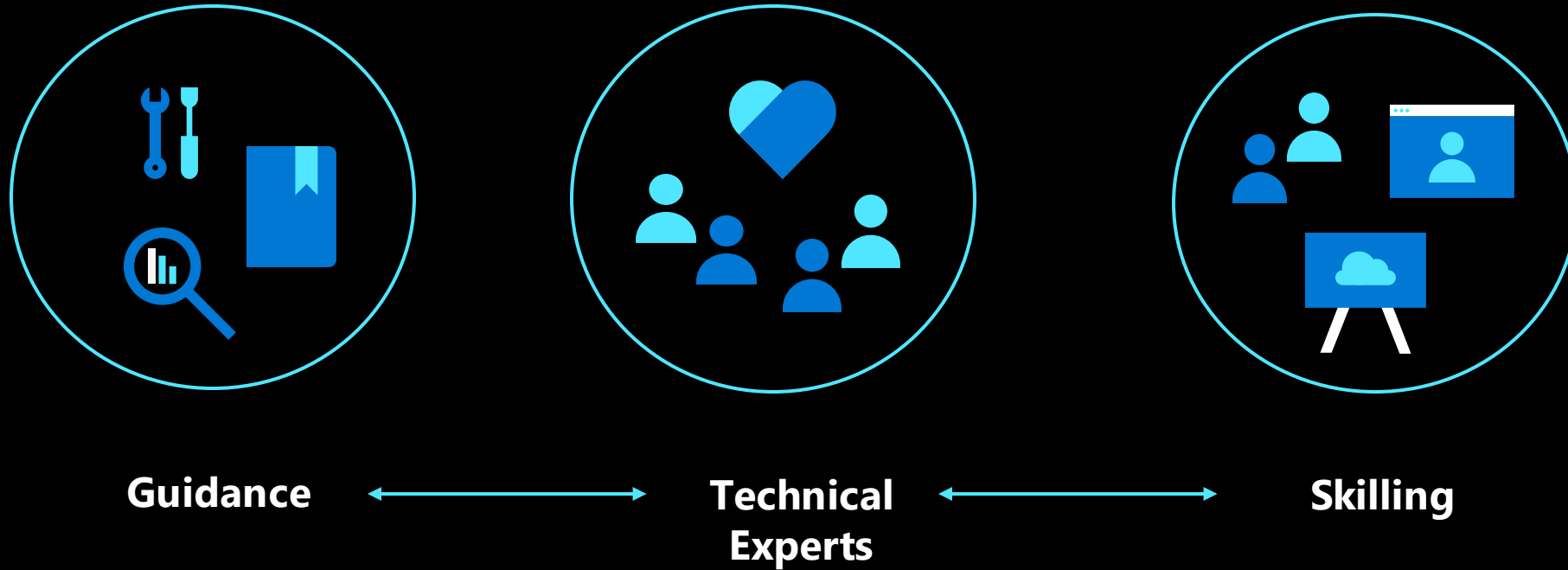


# 4

Getting started

# Discover resources to help you optimize at every stage

Curated best-practice guidance, technical expertise by your side, and skilling and certification programs for your people





# Accelerate your success with cloud optimization & skilling

Customers who optimize their cloud projects realize faster ROI; cloud skills increase project quality and speed

## Instill confidence

Gain efficiency and increase productivity through cloud skills

91% of certified tech professionals believe that the effort employees put into acquiring new skills through training and certification strongly contributes to their success in digital transformation.<sup>1</sup>

## Maximize cloud investment

Optimize cloud costs and architecture to realize the full benefits of the cloud.

Customers achieved total Azure spend reduction of 20-34% by leveraging Microsoft Cost Management to manage costs.<sup>2</sup>

## Achieve ongoing value

Continually improve Azure workloads to ensure reliability, security and cost-efficiency.

*"We achieved a 15 to 20 percent benefit on the annual spend as a result of the [optimization] housekeeping. No one realized that the fruit was that big."*  
— Kristina Moln-Page, Head of Finance at ASOS

1. IDC white paper, sponsored by Microsoft, "Business Value of Digital Transformation and the Contribution of a Growth Mindset in IT," May 2020.
2. The Total Economic Impact™ of Azure Cost Management and Billing—a commissioned study conducted by Forrester Consulting. Published: 2/10/2021



Learn more about [optimizing your cloud investment for success](#)

# Next steps



Schedule follow-up  
conversations on a focus  
area with your Microsoft  
team



Learn more about  
analytics solutions from  
Microsoft

[Learn more](#)



Explore customer stories

[Get started](#)

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Thank you



# Get started today with focused guidance, technical expertise, and skilling



## Guidance

Discover and use best practice guidance for each stage of your cloud journey:

[FinOps with Azure](#)

Maximize your cloud business value by assessing and improving your financial operations with FinOps guidance.



[Cloud-scale analytics - Microsoft Cloud Adoption Framework for Azure](#)

Assess your organization's readiness and build an optimized plan for your migration scenario.



[Get well-architected, ready and Deploy your Data landing zone](#)

Deploy your landing zones in alignment with best practices to ensure project success.



[The Azure Well-Architected Framework for data workloads - Cloud Adoption Framework](#)

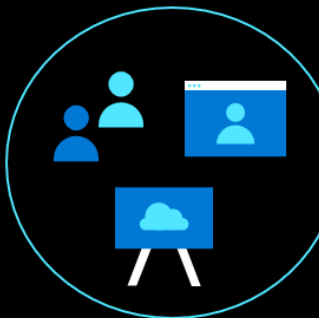
Identify and act on priority optimization recommendations for your workloads.



## Technical Expertise

Leverage a designated engineer to lead project teams through optimized deployment (Unified only):

- Deploying new analytics use case in Azure



## Skilling

Select training and certification programs that meet the needs of your organization:

- Fabric Learn Live coming August 2023
- [Data Fundamentals Virtual Training Day](#)
- [Empower every BI professional to do more with Fabric](#)
- [Analytics in the Age of AI](#)
- [PL-300: Power BI Data Analyst Associate](#)