


Four steps to supercharge your analytics

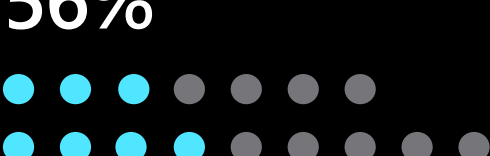
In today's data-driven world, organisations like yours are embracing efforts to maximise data investments that make the greatest business impact possible. Boost your returns by unifying your data, delivering data insights to everyone, connecting data analysis and profitability and innovating through the cloud.

1 Unify your data

Get all your data – from Tableau, Qlik and Power BI – in one place

- **Increase usable data sets**
See a tenfold increase in customer data sets that can be effectively handled¹
- **Improve reporting**
Reduce data analytics reporting granularity from one day to 15 minutes¹

By 2020, Anheuser-Busch InBev will consolidate their physical datacentre locations by



Consolidate data silos and unify dissimilar data
Bring your data together into a modern cloud data warehouse solution with Azure Synapse Analytics.

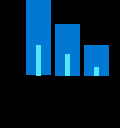


Anheuser-Busch InBev success
Anheuser-Busch InBev was able to unify their global investments and consolidate their data in a modern data warehouse with Azure.

LEARN MORE ABOUT AZURE SYNAPSE ANALYTICS

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2 Deliver data insights to everyone

Provide data availability and reporting to everyone in your organisation

- **Query and visualise your data**
Create customised dashboards from all of your business data in seconds
- **Explore your data in new ways**
Create dynamic reports to gain a fuller view of your data and uncover new insights
- **Let your data work for you**
Quickly gain a 360° view of your business to get answers and tell your data's story

Coloplast has 8 production facilities and a global reach that spans



Learn more
Analyse and visualise your data with a combination of Power BI and Azure Synapse Analytics.


Coloplast success
Using Azure technologies, Coloplast drove better business decision-making by improving data accessibility.

CONNECT POWER BI WITH AZURE SYNAPSE ANALYTICS

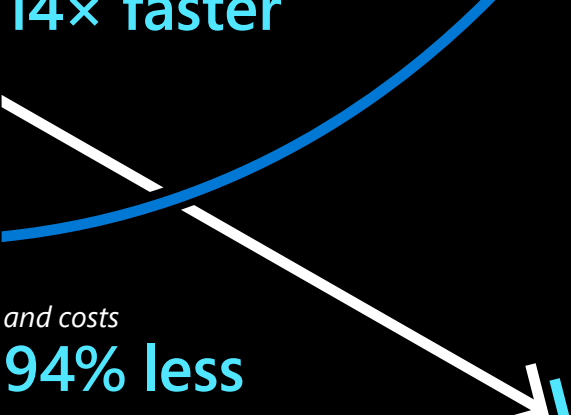
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3 Connect data analysis and profitability

Drive real-time insights and returns on investment

- **Start quickly and scale efficiently**
Deploy solutions within seconds, and pay only for what you use
- **Transform complex data into one version of the truth**
Combine data from many sources to give your users an all-up view
- **Match performance to the speed of business**
Reduce time-to-insight on large and complex data sets

Analytics in Azure is up to



Learn more
Increase the profitability of your data with the combination of Power BI and Azure Synapse Analytics.


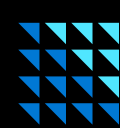
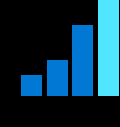

Fast Shop success
By using Azure technologies, Fast Shop was able to increase revenue and empower their sales team through data-driven insights with Azure.

SEE HOW AZURE SYNAPSE ANALYTICS COMPARES

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4 Innovate through the cloud

Let your data transform your business by migrating it to the cloud

- **Assess**
Set your data priorities and objectives
- **Migrate**
Select and apply a migration strategy
- **Optimise**
Govern and monitor your cloud applications
- **Secure and manage**
Protect and manage your cloud environment

Maersk Line saved 90% of employee time previously spent on manual data discovery and governance, resulting in



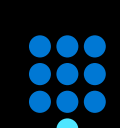



Learn more
Get the tools and resources you need to migrate your data at your own pace, with confidence, through the Azure Migration Center.

Maersk Line success
By migrating to Microsoft Azure, Maersk Line was able to more accurately track customer cargo, reduce costs and maintain its competitive edge.

VISIT AZURE MIGRATION CENTER

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Get started with Azure Synapse Analytics

- **Security and privacy**
Provides industry-leading end-to-end security and compliance features
- **Query performance**
Outperforms Google BigQuery and Amazon Redshift in industry benchmarks²
- **Price performance**
Up to 14 times faster and costs 94% less than other cloud providers²
- **Simply unmatched**
Reach your data goals through the unmatched power of Azure Synapse Analytics

Price-performance comparison	
Lower is better.	
TPC-H results	
Microsoft Azure	33 USD
AWS Redshift	48 USD
Snowflake Standard	103 USD
Google BigQuery	564 USD
TPC-DS results	
Microsoft Azure	153 USD
AWS Redshift	286 USD
Snowflake Standard	309 USD
Google BigQuery	1,310 USD

Get started for free

1 A Forrester Total Economic Impact Study.
2 Performance and price-performance claims based on data from a study commissioned by Microsoft and conducted by GigaOm in January 2019 for the GigaOm Analytics Field Test-H benchmark report and March 2019 for the GigaOm Analytics Field Test – DS benchmark report. Analytics in Azure is up to 14 times faster and costs 94% less, according to the GigaOm Analytics Field Test-H benchmark, and is up to 12 times faster and costs 73% less, according to the GigaOm Analytics Field Test-DS benchmark. Benchmark data is derived from recognised industry standards, TPC Benchmark™ H (TPC-H) and TPC Benchmark™ DS (TPC-DS). The GigaOm Analytics Field Test results are based on query execution performance testing of 66 TPC-H-like queries for TPC-H and 309 TPC-DS-like, conducted by GigaOm in January 2019 and March 2019, respectively, testing commissioned by Microsoft. Price-performance is calculated by GigaOm as the GigaOm Analytics Field Test-H/ GigaOm Analytics Field Test-DS metric of cost of ownership divided by composite query. Prices are based on publicly available US pricing as of January 2019 for the GigaOm Analytics Field Test-H queries and March 2019 for the GigaOm Analytics Field Test-DS queries. Actual performance and prices may vary. Both GigaOm Analytics Field Test-H and Test-DS is derived from the TPC-H and TPC-DS benchmarks and as such is not comparable to published TPC-H or TPC-DS benchmarks results, as the GigaOm Analytics Field Test-H and GigaOm Analytics Field Test-DS does not fully comply with the TPC-H or TPC-DS benchmark. [Learn more about the GigaOm analytics field tests](#).