
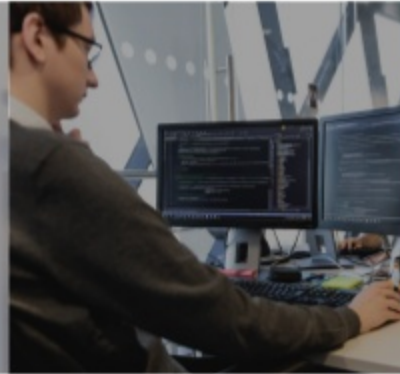
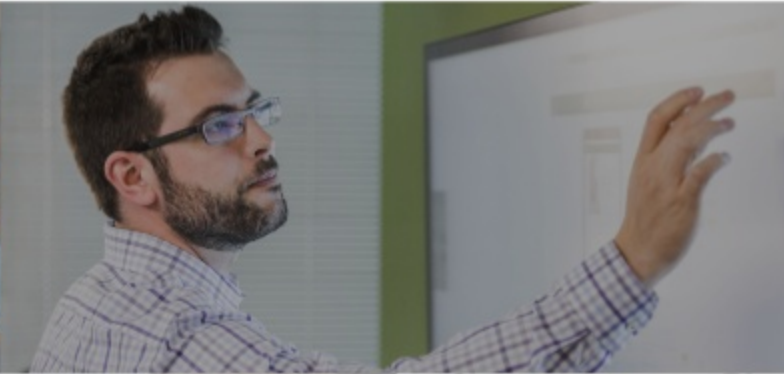




Developing for the intelligent cloud and the intelligent edge

Rohani Kumar
CVP, Azure Data

 @RohankData



The world is **changing**



Elements of digital transformation



Employees



Customers



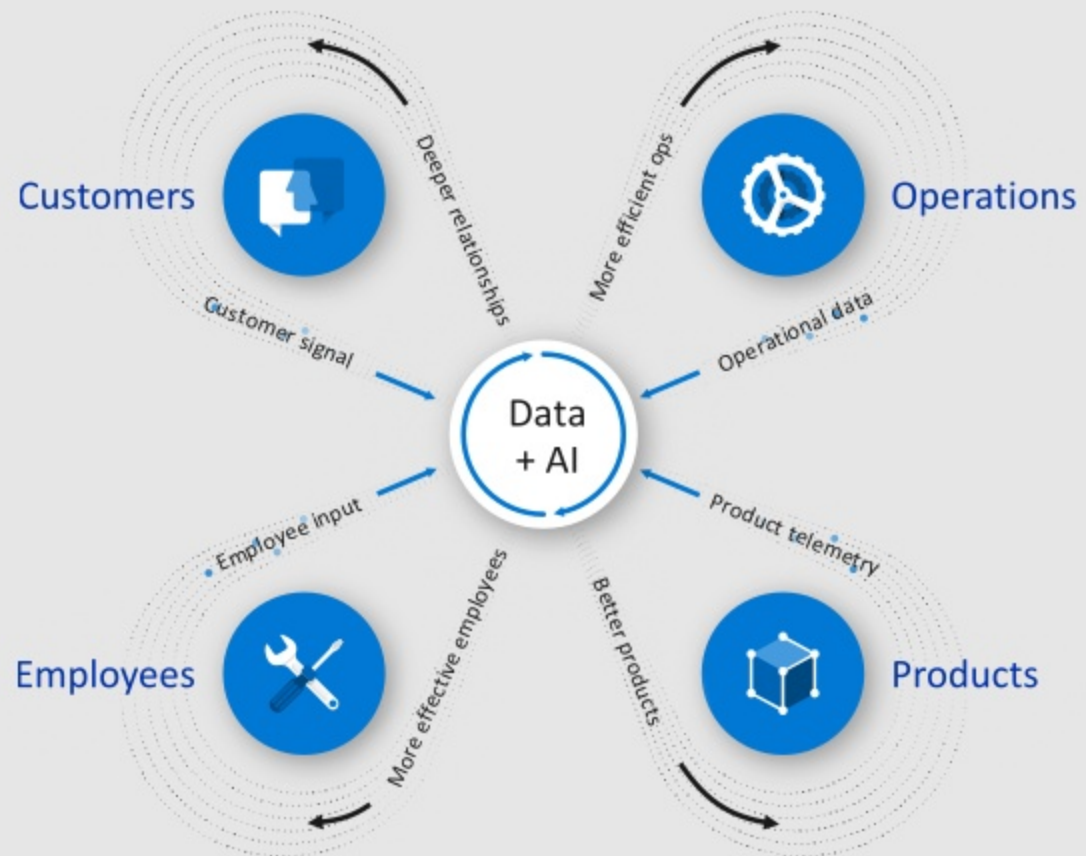
Products




Operations

The digital feedback loop


- 1 Data: Capture digital signal across business
- 2 Insight: Connect and synthesize data
- 3 Action: Improve business outcome



A group of Real Madrid players in white jerseys are celebrating on a football pitch at night. The players' names and numbers are visible on their backs: NACHO (14), ASSENSIO (20), ISCO (22), and BENZEMA (9). The text "Fly Emirates" is visible on the front of the jerseys. A semi-transparent text box is overlaid on the left side of the image.

Connecting with 500 million
passionate fans worldwide





Connecting with 500 million
passionate fans worldwide

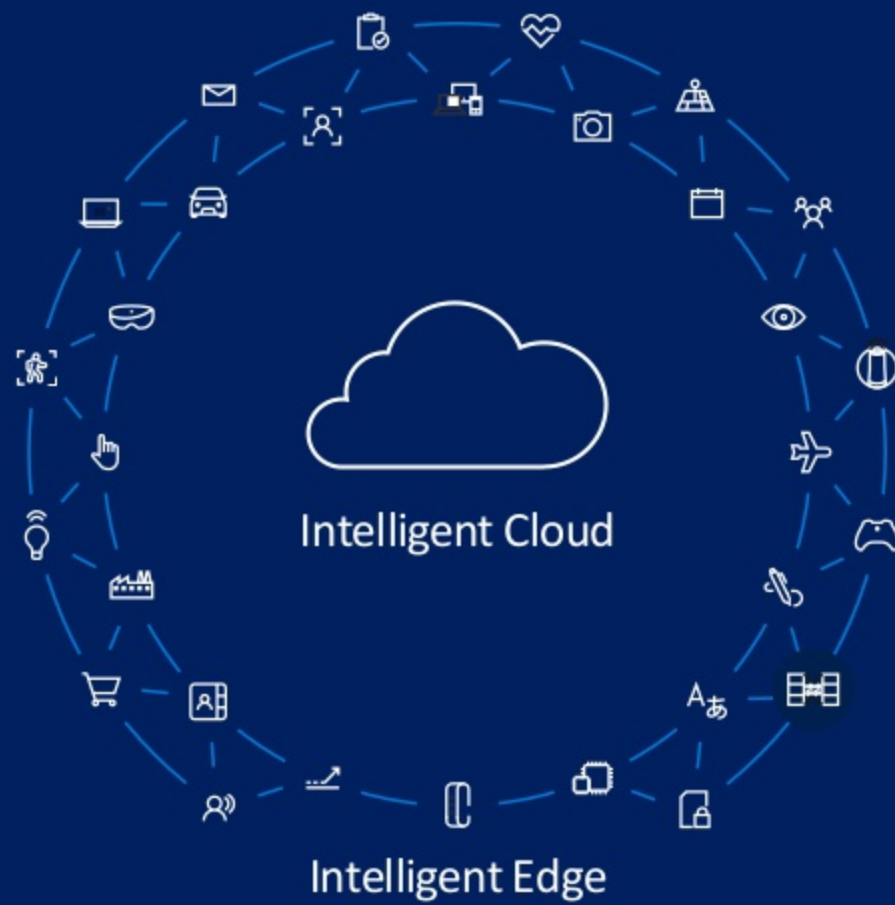
400%

Increase in fan
profiles

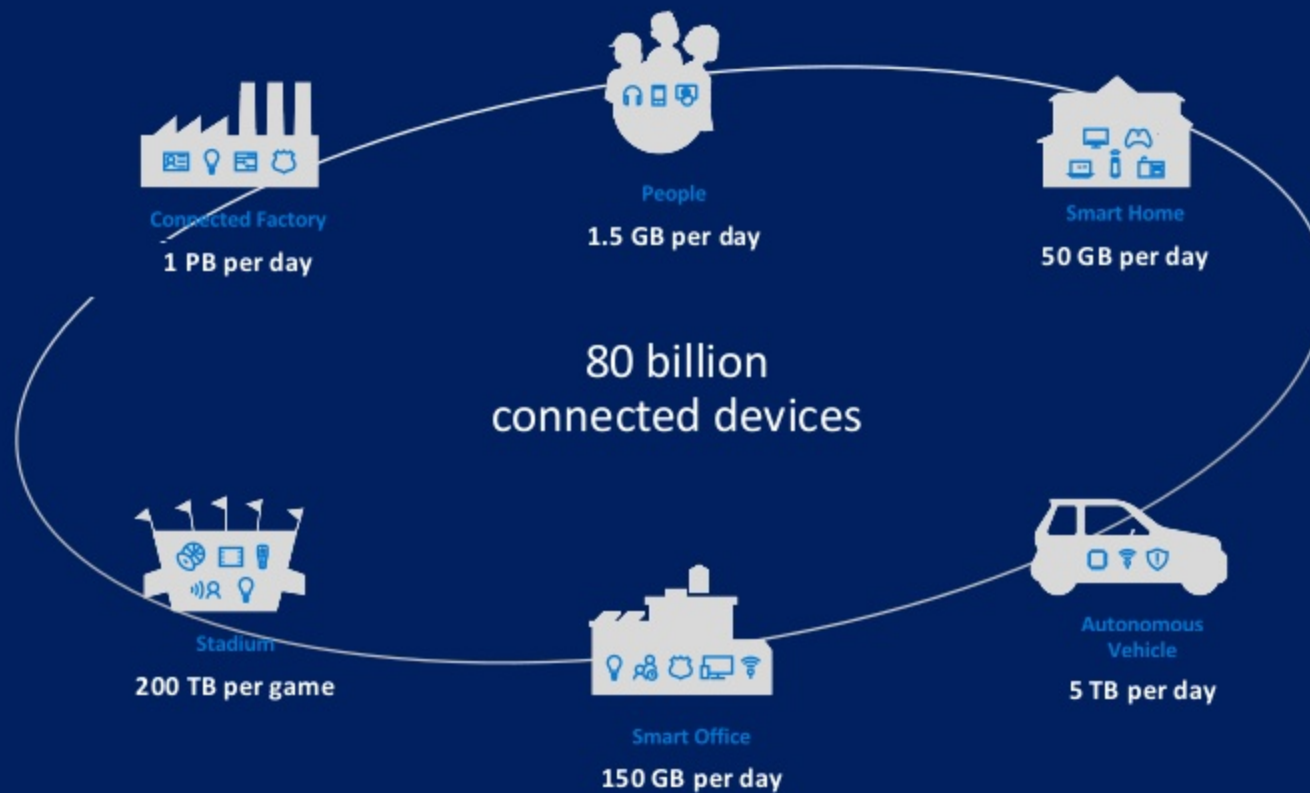


30%

Increase in digital
revenue



By 2025



AI



Spark on
SQL Server 2019



Azure Databricks



Azure Machine
Learning

Connected vehicles



Azure-based connected car, truck, and van projects to outfit its vehicles with Internet of Things (IoT) intelligence and **monitoring capabilities**

Smart Irrigation



Keeping farmers informed about when to irrigate, how to control diseases, and how to fight pests, has led to **increased yields of 30%**, and a **20% reduction** in water use


Predictive maintenance



Rolls-Royce

Rolls Royce provides maximum aircraft availability by employing "power by the hour" model; cutting fuel usage by 1 percent could save **\$250,000** per plane per year





“With Azure, we were able to automatically identify and respond to safety hazards in near real time with the intelligent cloud and the intelligent edge. ”

- Daniel Jeavons: General Manager for Data Science, Shell



Daniel Jeavons
GM, Data Science



Demo

Our Opportunity

