Microsoft Azure

Four ways
to maximize
your business
intelligence
investments
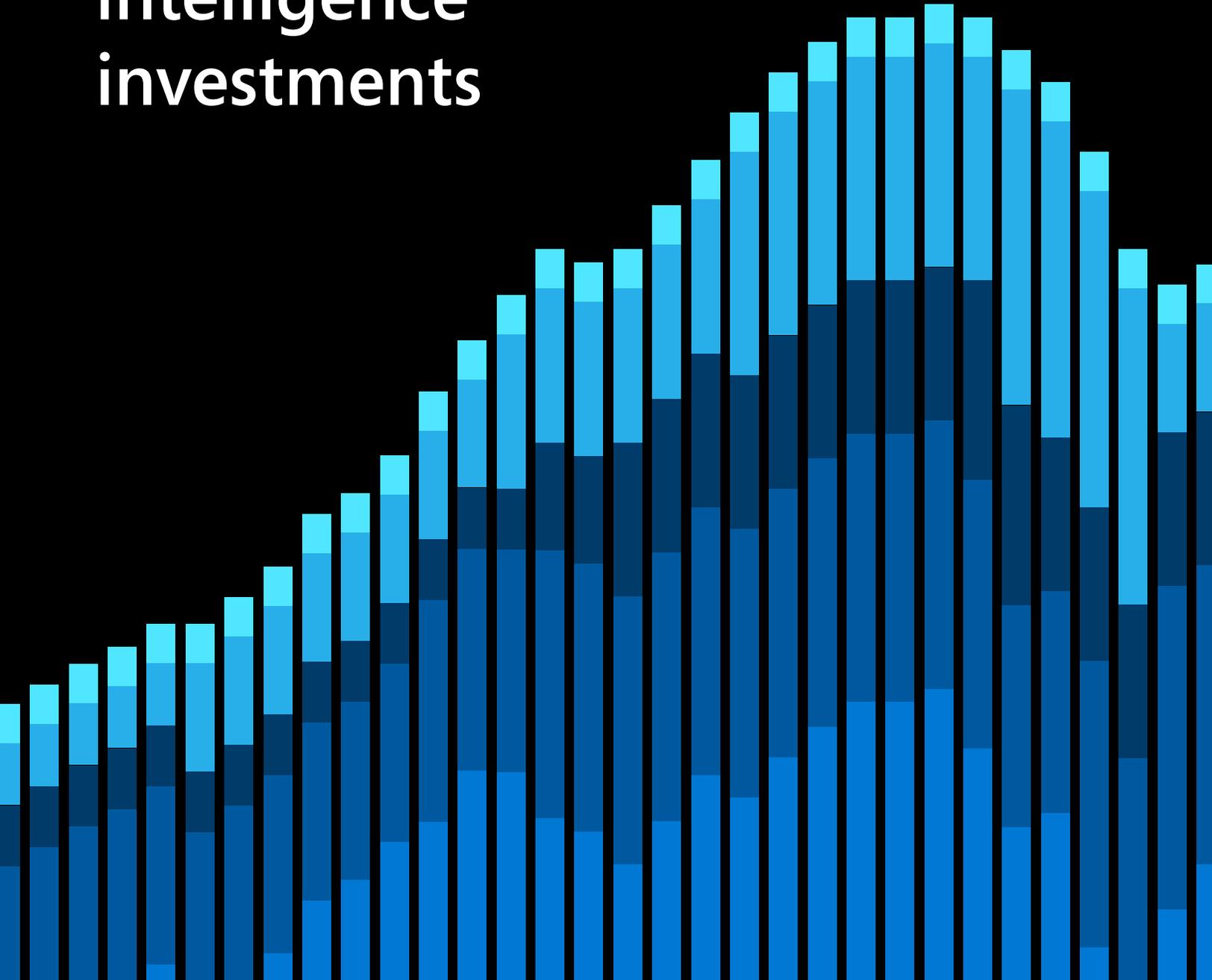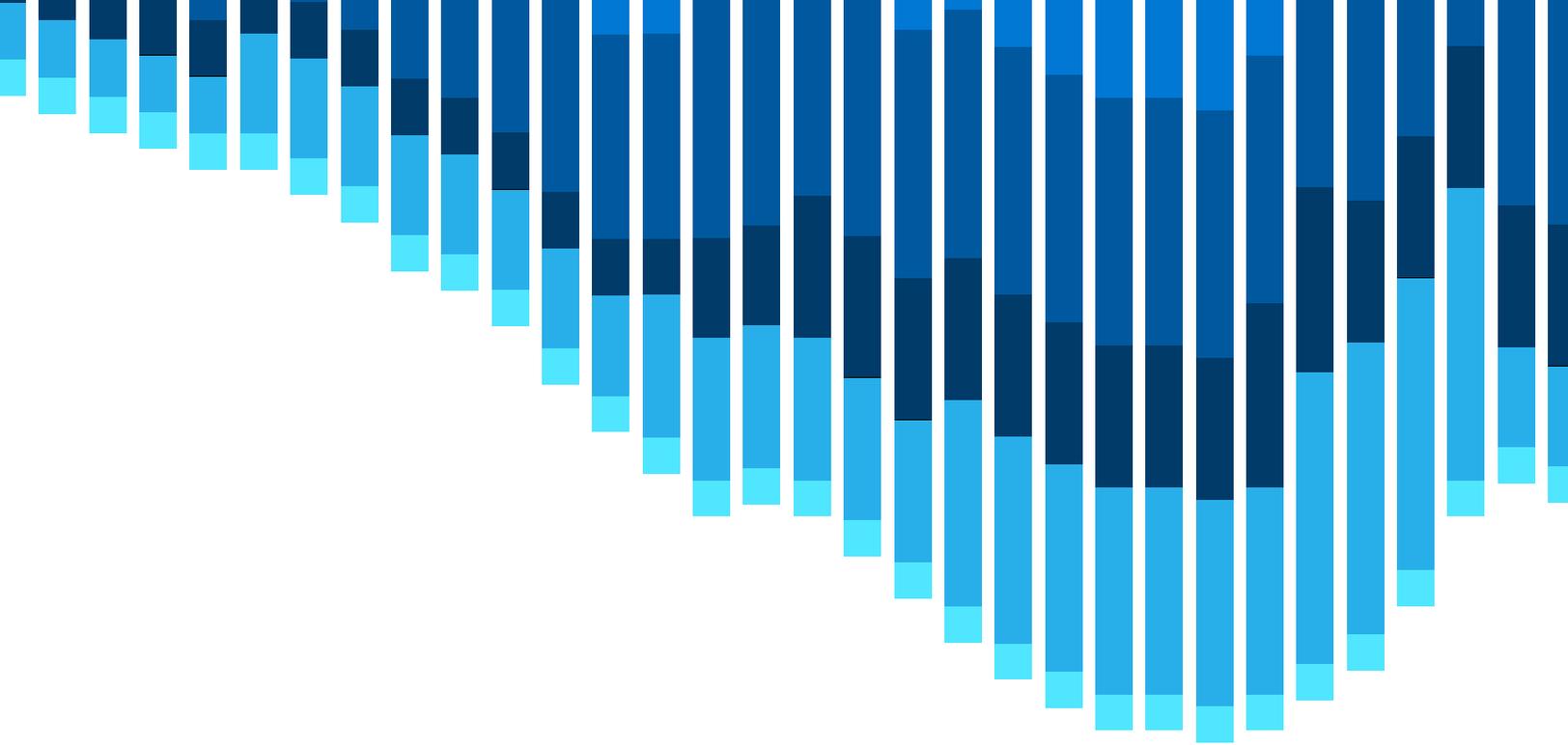
Getting more out of your data investments

In today's data-driven world, organizations like yours are driving efforts to maximize data investments to have the greatest business impact possible. This may include implementing data security, unifying data silos, and providing real-time analytics throughout your organization.

As you consider your data future, explore how companies like yours solved their data analytics challenges.

Driving corporate innovation with
data migration
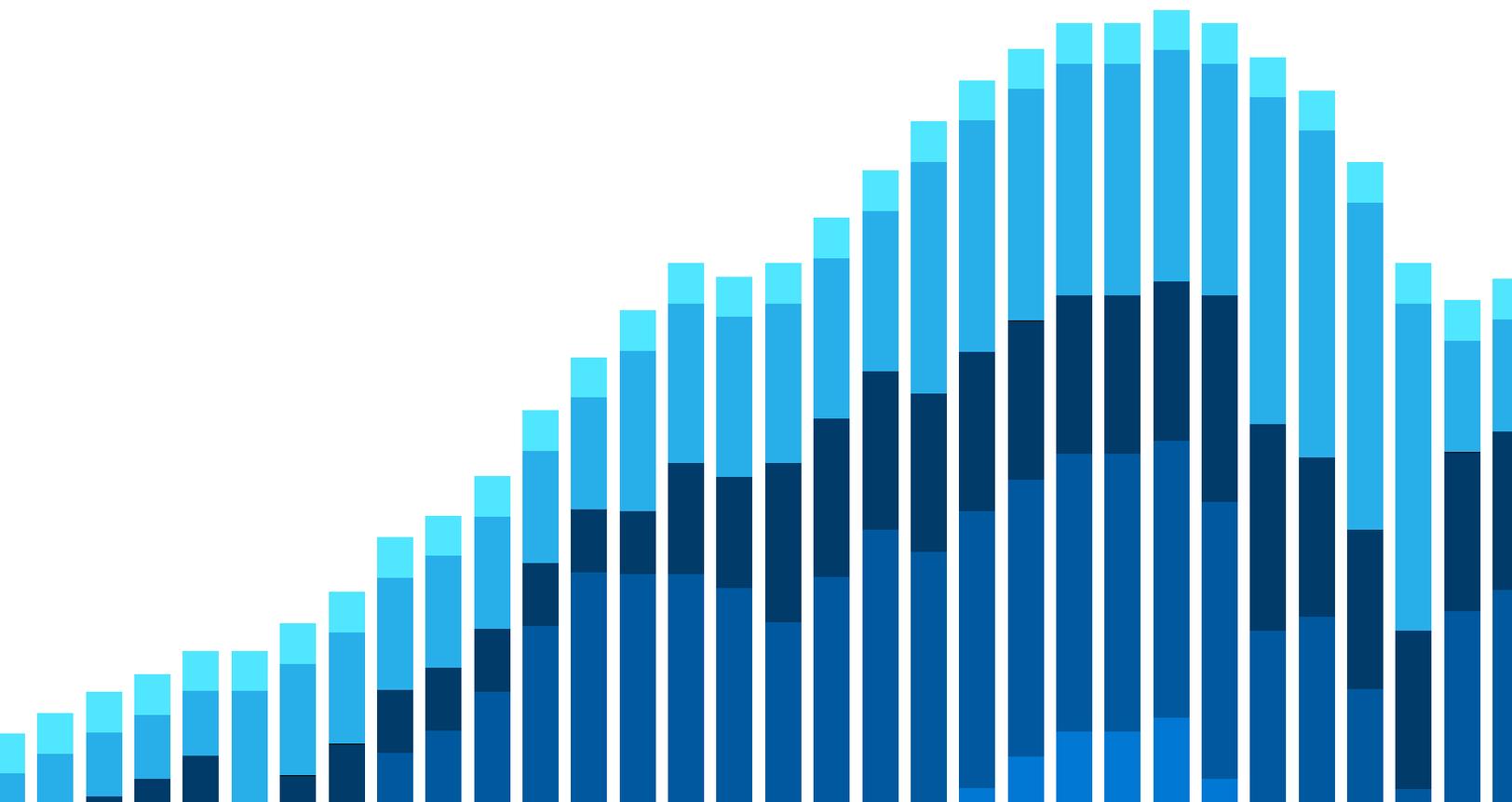
Daimler AG now pays 30% less for storage

with

5 times

the capacity.[1]

You've already invested in data analytics. Innovating your data capabilities shifts your focus to updating current processes, people, and environments. You also have more time to deal with industry-wide data problems like international regulations, data security, and data silos.

All businesses, regardless of size, have investments in data retention and analysis. Perhaps your challenges are similar to Daimler AG, an automotive corporation that already has on-premises data solutions deployed. Or you might be starting with data in Tableau or Power BI and want your corporate data to deliver more value.

Where do you start modernizing and moving your investments to the cloud? For Daimler AG, the first consideration was to make sure that any innovation strategy met corporate security and data protection policies while allowing access to all business units.

1   Daimler AG – digital transformation with big data and AI. Microsoft. February 20, 2019. **https://customers.microsoft. com/story/daimler-extollo-azure-hdinsight-sql- database-key-vault-lake-store-analytics-automotive- germany-en**

In addition to addressing corporate security requirements with encryption and permissions-based access, Daimler AG used the cloud to drive data analytics innovation across global properties. Moving from an on-premises solution to cloud-based services expanded data analytics to a worldwide audience.

Key benefits[2]

- Predicted **60 percent** fewer security incidents in public cloud through 2020

- Predicted **one-third** fewer security failures by 2018

An [on-premises] solution wouldn't have offered sufficient flexibility. It would have been nothing more than a dead end.

It would have taken too long to implement and would also have been too costly. A cloud solution is what we needed to implement an efficient and effective global rollout.

— *Guido Vetter, Head of the Corporate Center of Excellence Advanced Analytics & Big Data, Daimler AG*

Learn more about how **Daimler AG** improved security, privacy, and audience reach by moving to Microsoft Azure.

2 Cloud Strategy Leadership. David Mitchell Smith, VP and Gartner Fellow. Gartner. 2017. **https://www.gartner.com/imagesrv/books/cloud/cloud_strategy_leadership.pdf**

Unifying your data onto a single platform
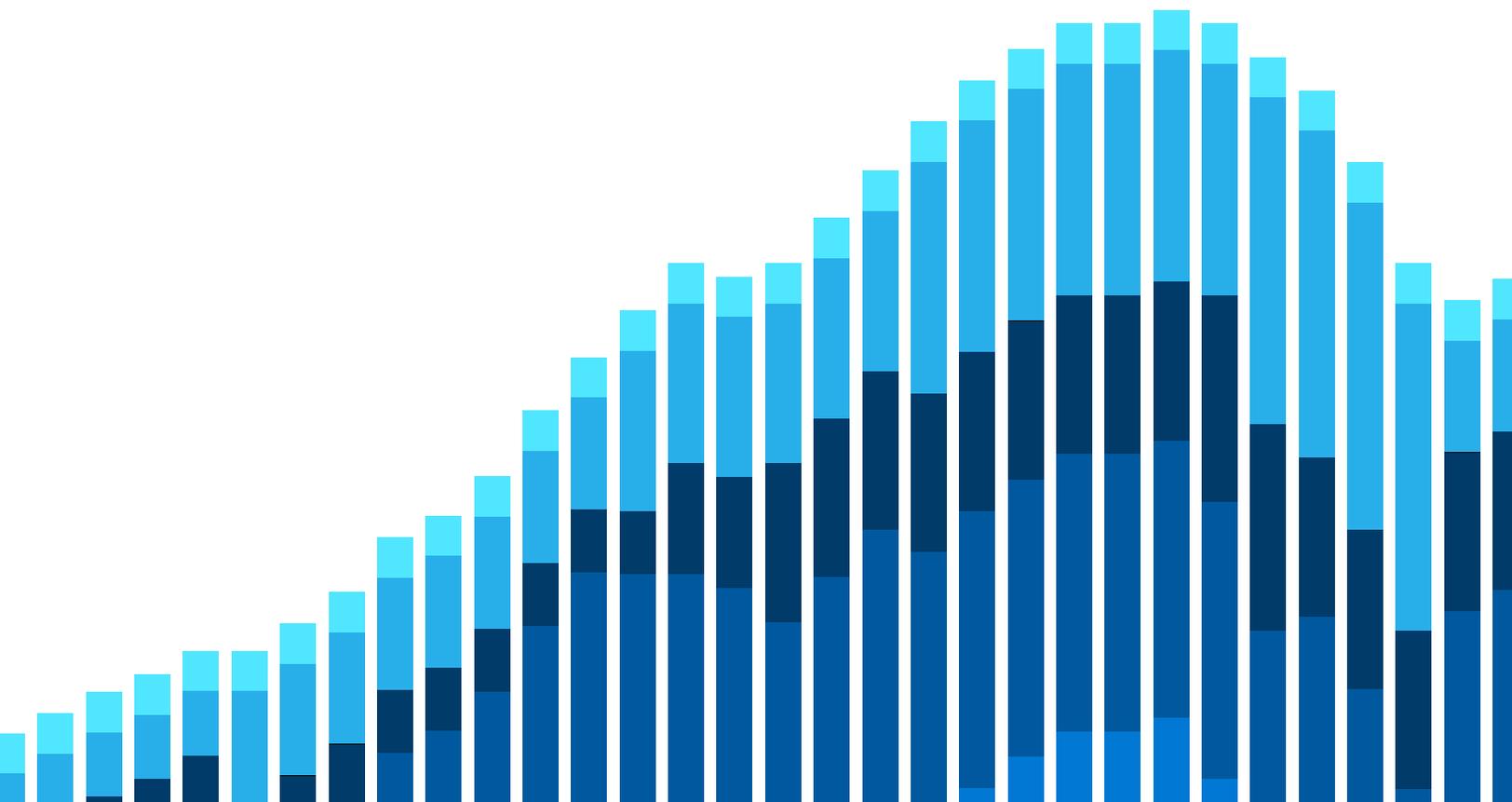
The exponential increase in data that you're experiencing comes from a multitude of sources—bug databases, social media, and factory sensor data all combine to drive volumes of structured, semi-structured, and unstructured data. How can you best use your investments? The answer is to combine all your disparate data sources onto a single platform, where your employees have access to accelerate insights into their daily decisions.

Corporate success brings mergers and acquisitions, new products, customer feedback, and geographical expansion—all driving data streams, repositories, and silos. Leveraging years of business success drove both Newell Brands and Anheuser-Busch InBev to consolidate their data, unifying investments like Tableau and Qlik as well

as globally distributed data into a single repository.

Once unified, your data is ready to be shared and analyzed to drive future corporate success.

Key benefits[3]

- Increase in customer data sets that can be effectively handled: **10 times**

- Improved data analytics reporting granularity: **1 day** to **15 minutes**
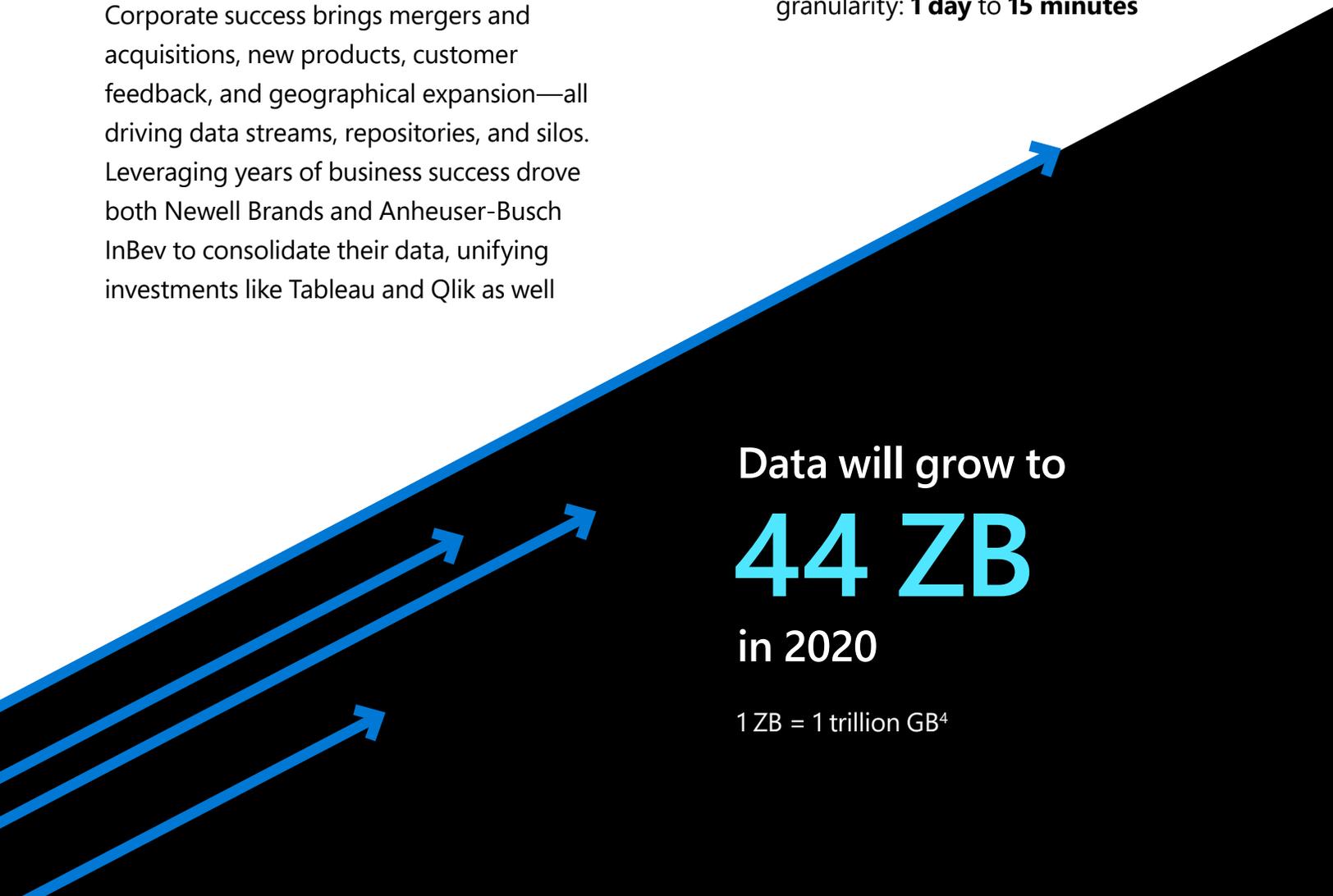
Data will grow to

44 ZB

in 2020

1 ZB = 1 trillion GB[4]

3 A Forrester Total Economic Impact Study. **https://azure.microsoft.com/mediahandler/files/resourcefiles/8dd5647f-1489-4581-af92-64db1cab2564/Forrester-economic-impact-report-Azure-SQL-Data-Warehouse.pdf**

4 Power BI + Azure: Power up your BI with Azure Data Services. Max Shen, Product Marketing Manager, Microsoft. January 2019.

"

The Digital Data Platform powered by Data Lake and SQL Data Warehouse provides rapid response to queries over millions of rows of data.

Staff get instant answers to questions that would've taken days to answer before, so they can make decisions faster, leading to better business results.

— *Roberto Pasquier, Senior IT Manager,*
  Solution Delivery, Newell Brands

We've made a big change in the way we connect with our customers.

It used to be that all you needed to do was plaster an ad on a billboard and everyone passing by would see it. But now more and more of our customers are millennials and digital natives who're used to social media and expect a more personalized experience. By using sophisticated data analysis, we are able to make a personal connection that stands out in the vast sea of information that washes over us all every day. It's a much more targeted approach.

— *Jay Emery, Senior Director of Global IT Enterprise Architecture, Anheuser-Busch InBev*

Anheuser-Busch InBev will
consolidate 16 datacenters into

7 strategically placed facilities by 2020[5]

5 Anheuser-Busch InBev brews up game-changing business
   solutions with Microsoft Azure. Microsoft. September 23,
   2018. **https://customers.microsoft.com/story/ab-inbev-
   consumer-goods-azure**

Learn more about how **Newell Brands** and **Anheuser-Busch InBev** unified their global investments by consolidating data with Azure.

Bringing
data insights
to everyone
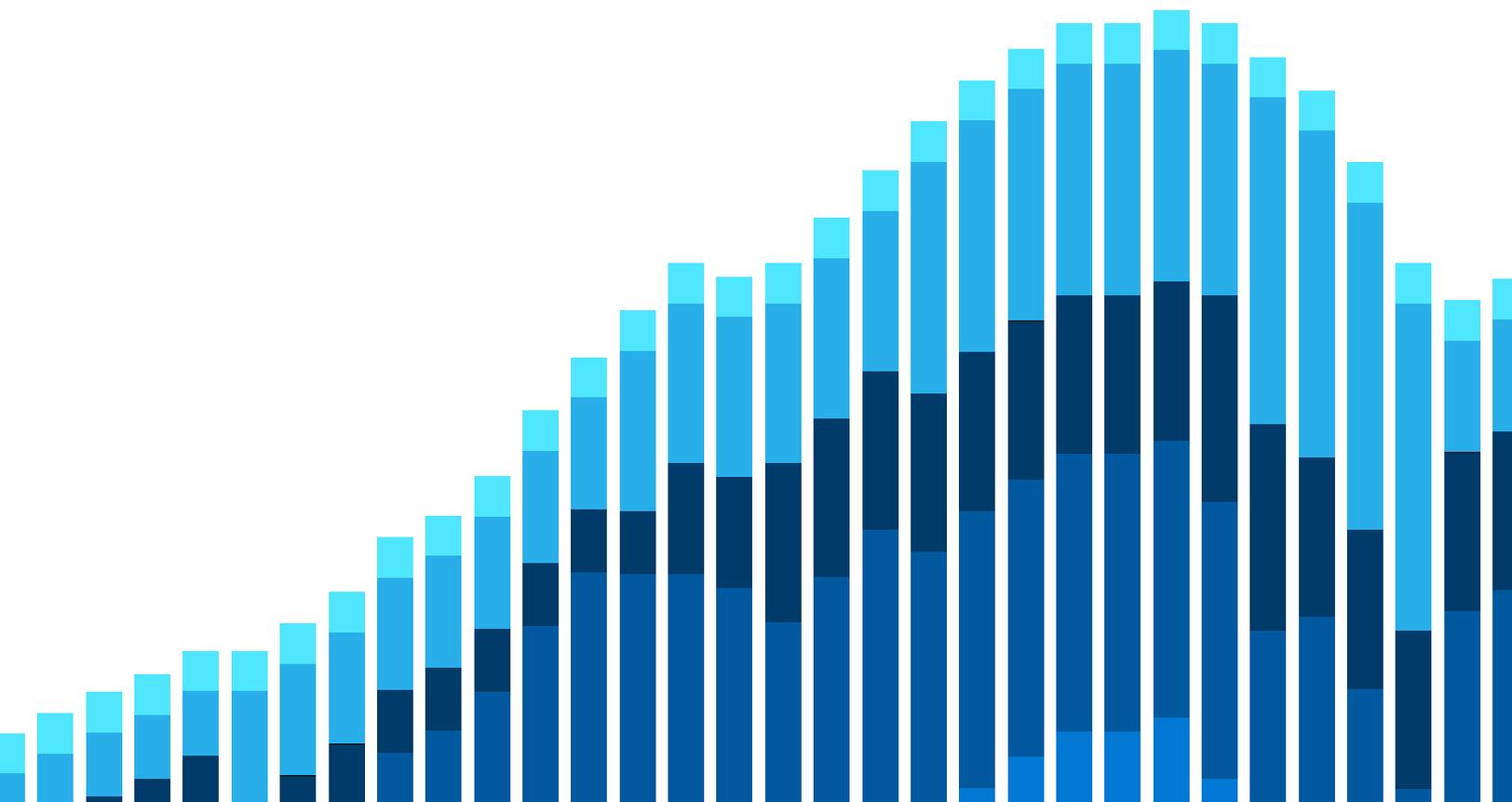
Are your employees fully empowered to base their decisions on all corporate data? Making data analytics available requires both access and analysis. A single data repository, secured by account-based permissions, enables and accelerates data access. Once access enabled, users can query the data. However, they still need to perform data analysis that will drive successful corporate decisions throughout the organizational structure.

Does your company keep its data in one of two extremes: siloed employees using Tableau or Power BI, or trained data professionals with limited cycles? Regardless of your data maturity, providing broader access and analysis tools increases data and improves reporting granularity.

With SQL Data Warehouse and Power BI, we can provide powerful, customizable, self-service data analytics.

This helps people move from fixed PDFs to interactive data visualizations that deliver more insights and better answers, leading to improved business results.

— *Anders Reinhardt, Director of Business Intelligence, Global IT, Coloplast*

Coloplast, a large medical-device company, made data accessible to its end users with a tool that scaled beyond its previous on-premises solutions to provide real-time analytics. This helped improve analytics, drive data-backed product innovation, and manage data in a "different and more modern way."[6]

A single repository brings together data silos across your organization to help enable corporate data innovation—giving employees the access and analytics for data-driven decisions.

Key benefits[7]

- Increase in usability of data: **10 percent**

- Translated increase in annual revenue: **2.01 billion USD**

Coloplast has 8 production facilities and a customer base that spans

138 countries[8]

That is 70 percent of all the countries on Earth

6 Medical device provider builds an Azure data estate for any future. Microsoft. June 8, 2018 **https://customers.microsoft.com/story/coloplast-health-provider-azure**

7 Based on median Fortune 1000 company. Measuring the Business Impacts of Effective Data. Anitesh Barua, Deepa Mani, Rajiv Mukherjee. **http://www.datascienceassn.org/sites/default/files/Measuring%20Business%20Impacts%20of%20Effective%20Data%20I.pdf**

8 Medical device provider builds an Azure data estate for any future. Microsoft. June 8, 2018. **https://customers.microsoft.com/story/coloplast-health-provider-azure**

Learn more about how **Coloplast** drove better business decision making by improving data accessibility with Azure.

# Connecting data analysis and profitability
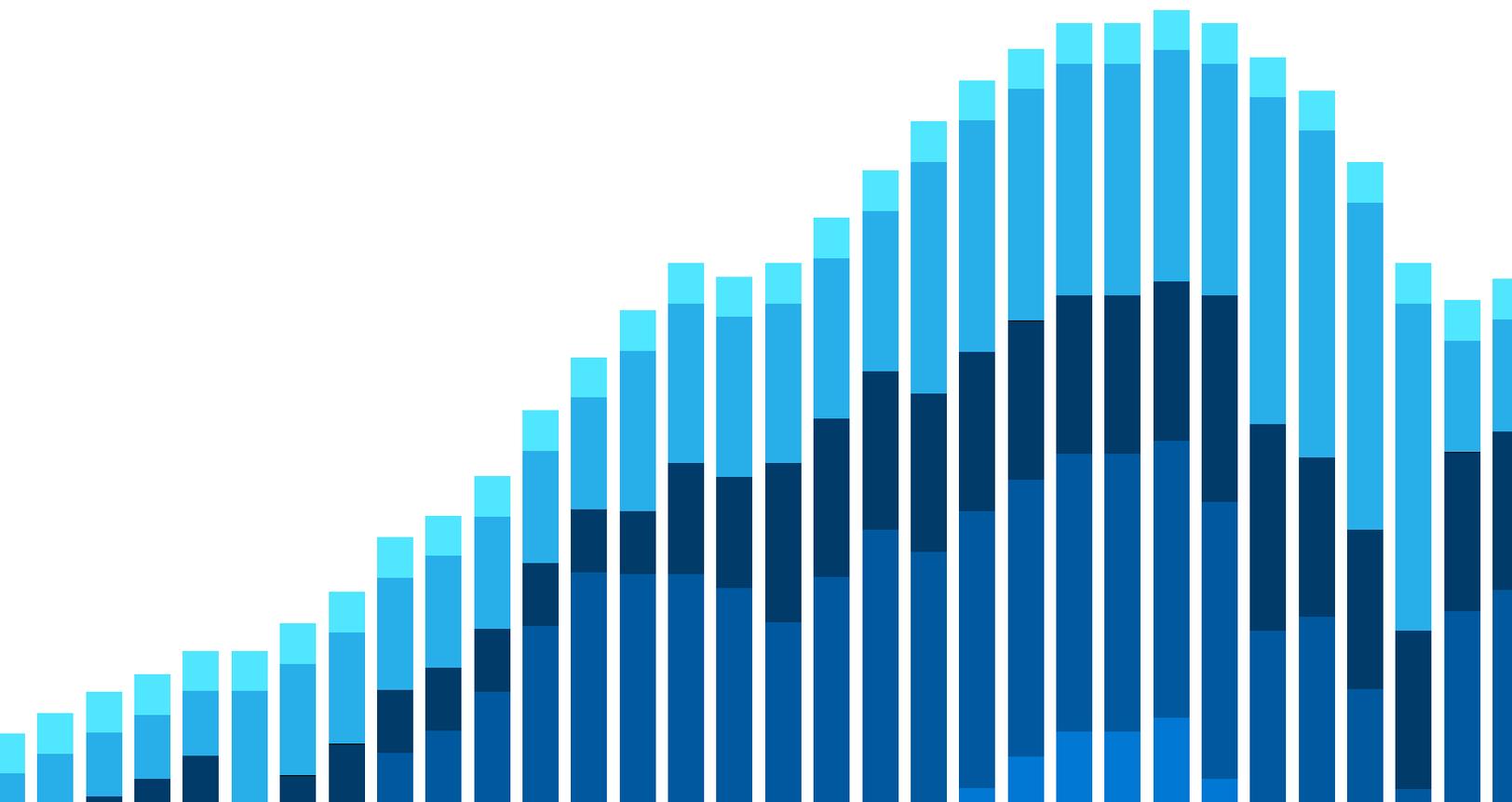
Data is driving corporate success. Enabling employees to make decisions based on empirical analysis saves money and drives revenue. For example, Brazilian retailer Fast Shop empowered its salespeople with the most current item pricing information. As a result, floor employees could make real-time pricing decisions.

How can your employees get more from corporate data? Regardless of your segment, the opportunities are there to provide employees with the tools to help them make better decisions for your business.

To stay competitive, Fast Shop offers a unique, personalized experience in each of its over

100+

physical locations[9]
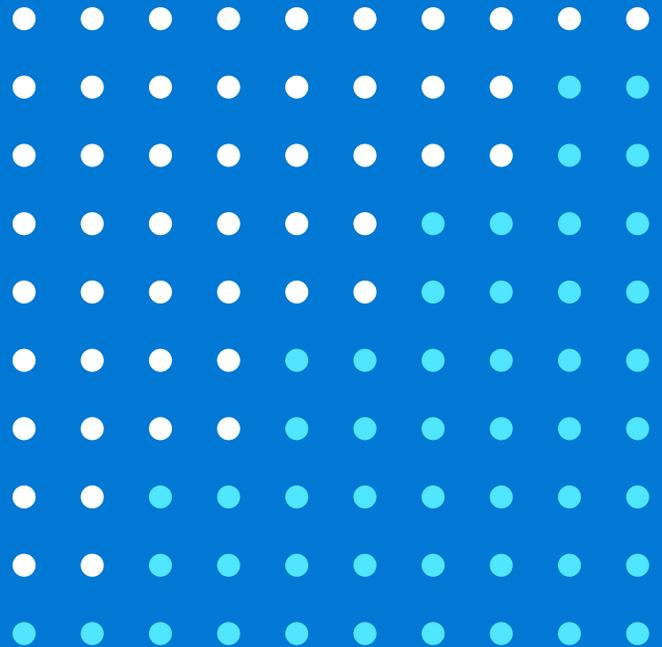
9 Brazilian retailer stands out from the crowd with data analytics platform. Microsoft. July 17, 2017. **https://customers. microsoft.com/story/fast-shop**

Analytics in
Azure is up to

14 times faster

and costs

94% less

than other cloud providers.[10]

> I could push data to Azure by myself and produce reports without going through a formal process ...

I would say that we built about 90 percent of the solution without IT help... The learning curve is almost nonexistent.

— *Souza Lima, Data Scientist, Fast Shop*

Data makes your corporation run, but data needs to be an asset that also drives savings or revenue.

Key benefits[11]

- Increase in intelligence and remote accessibility of data: **10 percent**

- Translated annual net income increase: **5.4 million USD**

Learn more about how **Fast Shop** increased revenue by empowering its sales team through data-driven insights with Azure.

10 Analytics in Azure is up to 14x faster and costs 94% less than other cloud providers. Why go anywhere else? Julia White, Corporate Vice President, Microsoft Azure. February 7, 2019. **https://azure.microsoft.com/blog/analytics-in-azure-is-up-to-14x-faster-and-costs-94-less-than-other-cloud-providers-why-go-anywhere-else/**

11 Based on median Fortune 1000 company. Measuring the Business Impacts of Effective Data. Anitesh Barua, Deepa Mani, Rajiv Mukherjee. **http://www.datascienceassn.org/sites/default/files/Measuring%20Business%20Impacts%20of%20Effective%20Data%20I.pdf**

SQL Data Warehouse outperforms in most benchmarks for query speed[12] and consistently demonstrates better price performance than Google BigQuery and Amazon Redshift.

Price-performance comparison.
Lower is better.

Google BigQuery
$564

Google BigQuery
$569

AWS Redshift
$286

Microsoft
Azure
$153

Microsoft
Azure
$33

*AWS Redshift*
$48

TPC-H results

TPC-DS results
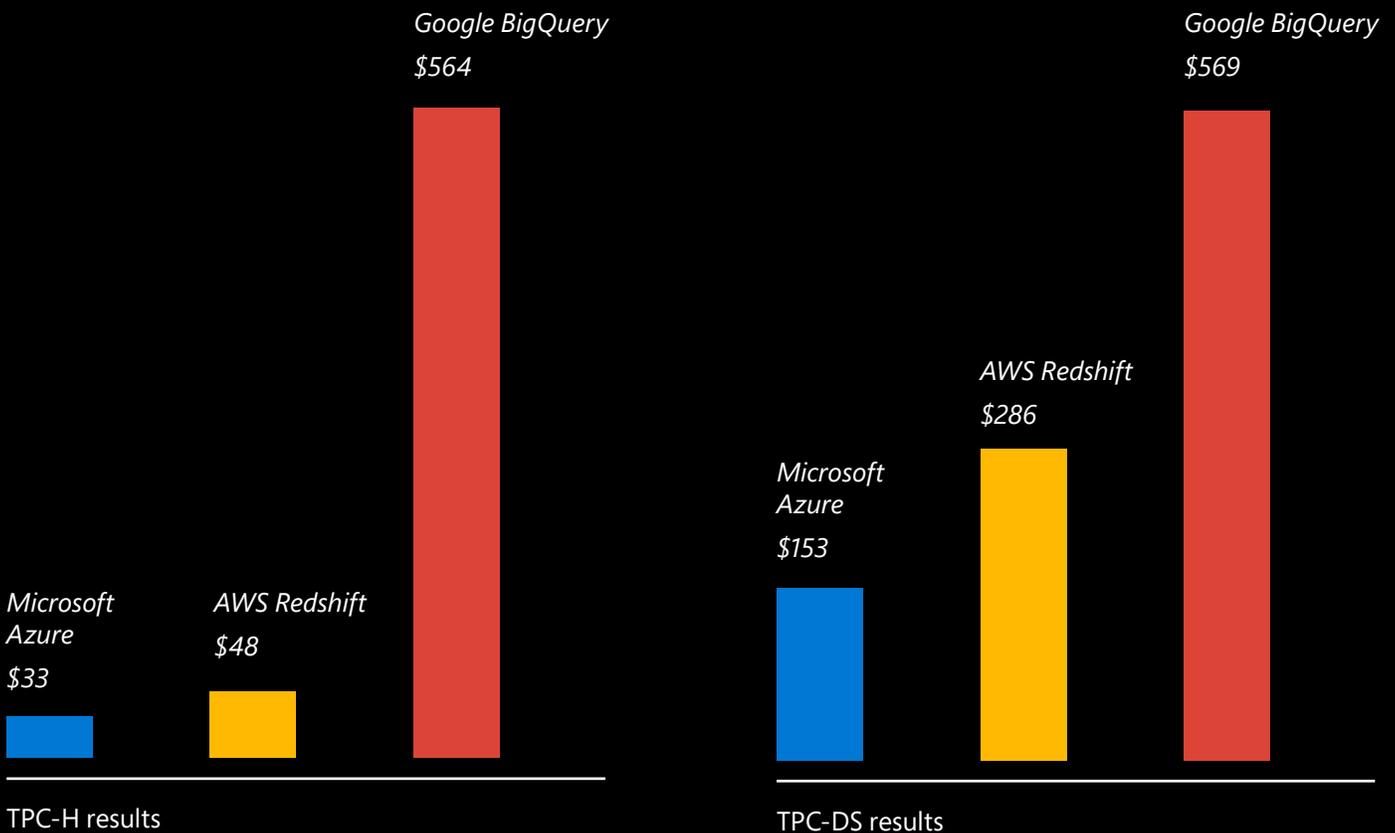
12 Performance and price-performance claims based on data from a study commissioned by Microsoft and conducted by GigaOm in January 2019 for the TPC-H benchmark report and March 2019 for the TPC-DS benchmark report. Analytics in Azure is up to 14 times faster and costs 94 percent less, according to the TPC-H benchmark, and is up to 12 times faster and costs 73 percent less, according to the TPC-DS benchmark.

Benchmark data is taken from recognized industry standards, TPC Benchmark™ H (TPC-H) and TPC Benchmark™ DS (TPC-DS), and is based on query execution performance testing of 66 queries for TPC-H and 309 queries for TPC-DS, conducted by GigaOm in January 2019 and March 2019, respectively; testing commissioned by Microsoft. Price performance is calculated by GigaOm as the TPC-H/TPC-DS metric of cost of ownership divided by composite query. Prices are based on publicly available US pricing as of January 2019 for TPC-H queries and March 2019 for TPC-DS queries. Actual performance and prices may vary.

Next steps

Every company is utilizing data to make business decisions. Microsoft has the technologies to take your current investments and deliver even more value to your company. And with Azure as a platform, you don't need to compromise on security and privacy.

Whether it's adhering to corporate security, unifying multiple data silos into one, providing a robust analytics engine, or delivering analytics and reporting to the masses, Microsoft can help you reach your data goals.
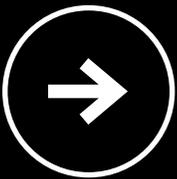
Learn more about the unmatched power of **Azure SQL Data Warehouse** and its **native integration with Power BI**.

Get started with a **free trial**.