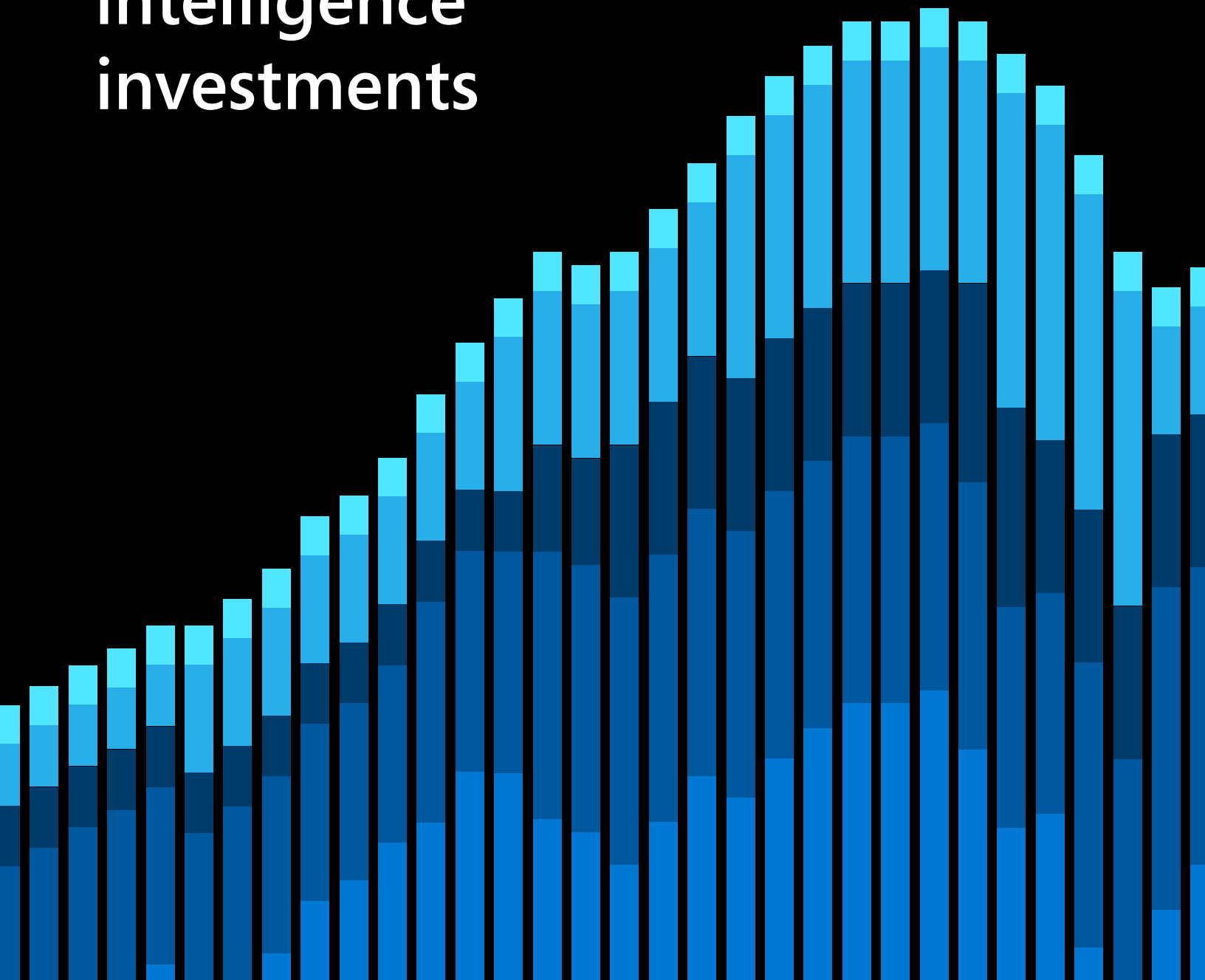
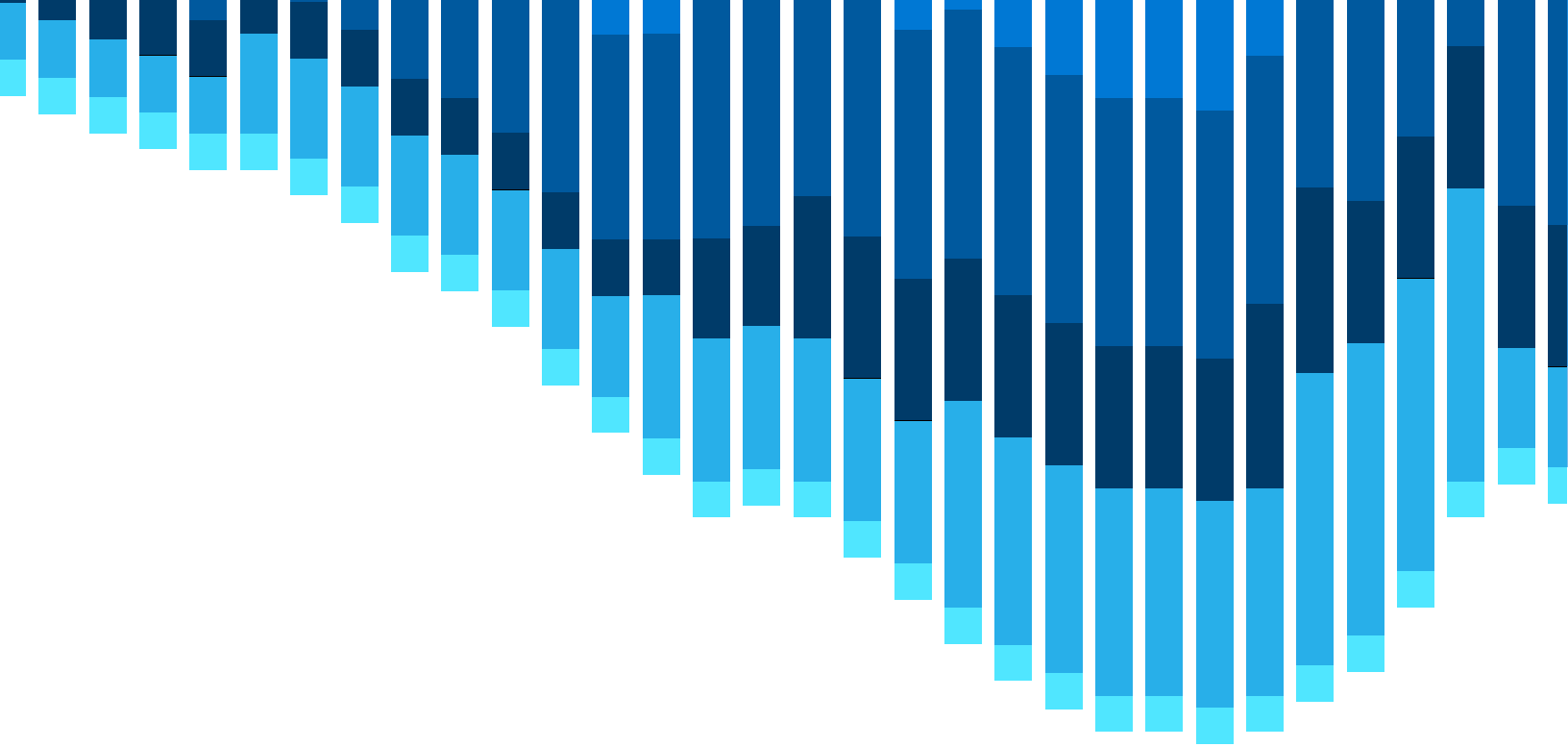


# Four ways to maximise your business intelligence investments





## 01 /

**Getting more out of  
your data investments**

## 02 /

**Driving corporate innovation  
with data migration**

## 03 /

**Unifying your data  
onto a single platform**

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**Bringing data insights  
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**Connecting data analysis  
and profitability**

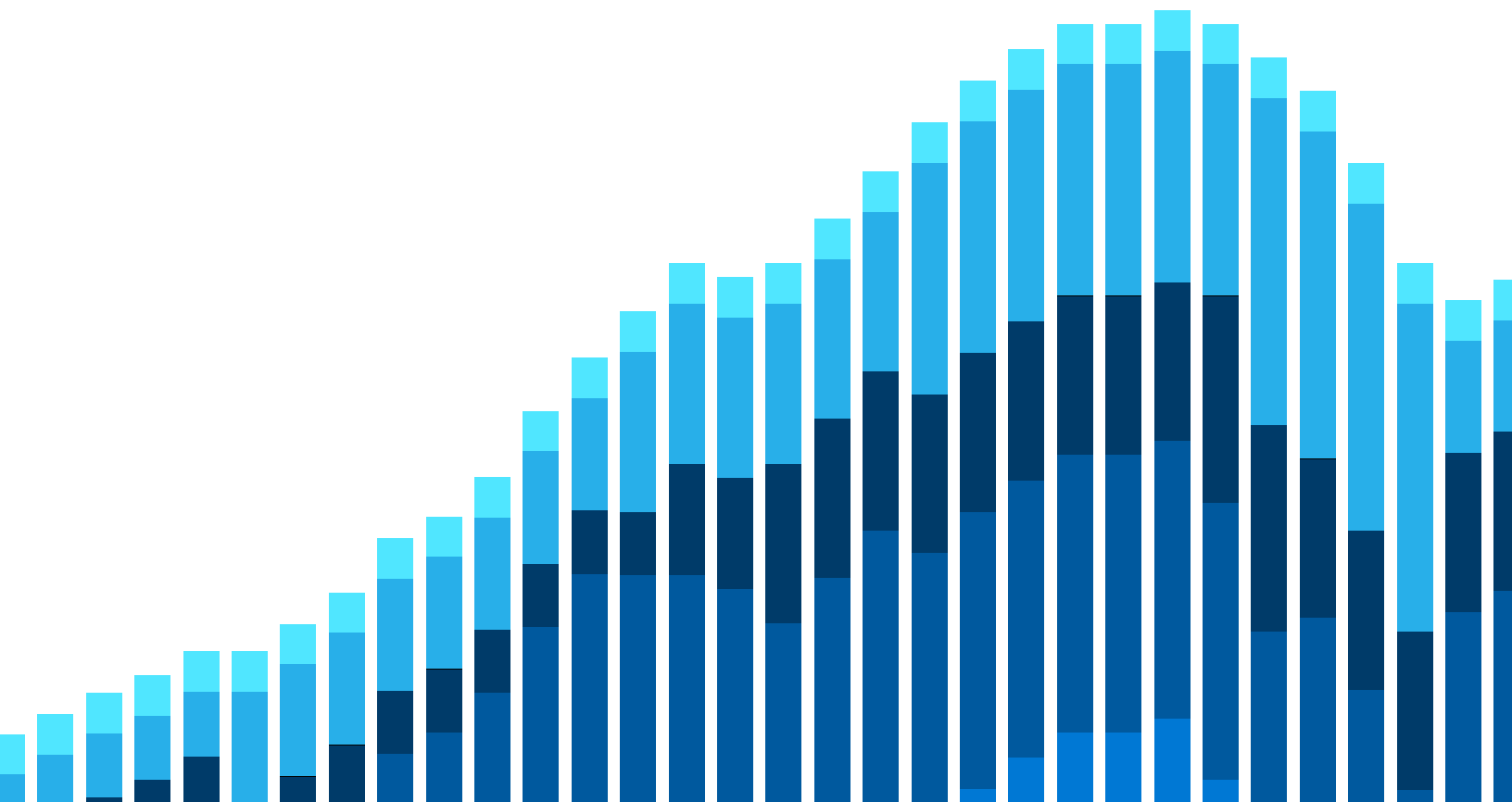
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# Getting more out of your data investments

In today's data-driven world, organisations like yours are driving efforts to maximise 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 organisation.

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

# Driving corporate innovation with data migration



## Maersk employees spend 90% less time on manual tasks

Resulting in  
**10× faster**  
processes<sup>1</sup>



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 those of Maersk Line, the world's largest container shipping company, which is adopting new AI and analytics-based strategies to boost its competitive edge. 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 modernising and moving your investments to the cloud? For Maersk Line, the first consideration was to make sure that they could feed in timely, high-quality data from diverse sources, including legacy business systems and ships at sea, while allowing their users to access and govern the data and generate their own insights. In addition, the shipper needed a way to migrate data from almost 100 on-premises data sources into a single data platform with business applications built on top of that platform.

<sup>1</sup> Maersk Line – Digitalizing Global Trade: Maersk Line Uses Data to Power a New Age of Shipping. Microsoft, 31st January, 2020. <https://aka.ms/AA7z6sr>

Maersk Line set out to modernise their systems, creating a data lake in Azure to serve as the eventual destination for all enterprise data. Because Azure integrates so well with other platforms, Maersk Line was able to use Informatica to help support the migration from on-premises systems to their data lake in Azure.

#### Key benefits<sup>2</sup>

- Predicted **60%** fewer security incidents in public cloud between now and 2020
- Predicted **one-third** fewer security failures by 2018

<sup>2</sup> Cloud Strategy Leadership. David Mitchell Smith, VP and Gartner Fellow. Gartner. 2017. [https://www.gartner.com/imagesrv/books/cloud/cloud\\_strategy\\_leadership.pdf](https://www.gartner.com/imagesrv/books/cloud/cloud_strategy_leadership.pdf)



**We've chosen Azure because it integrates well with a lot of other platforms like Informatica.**

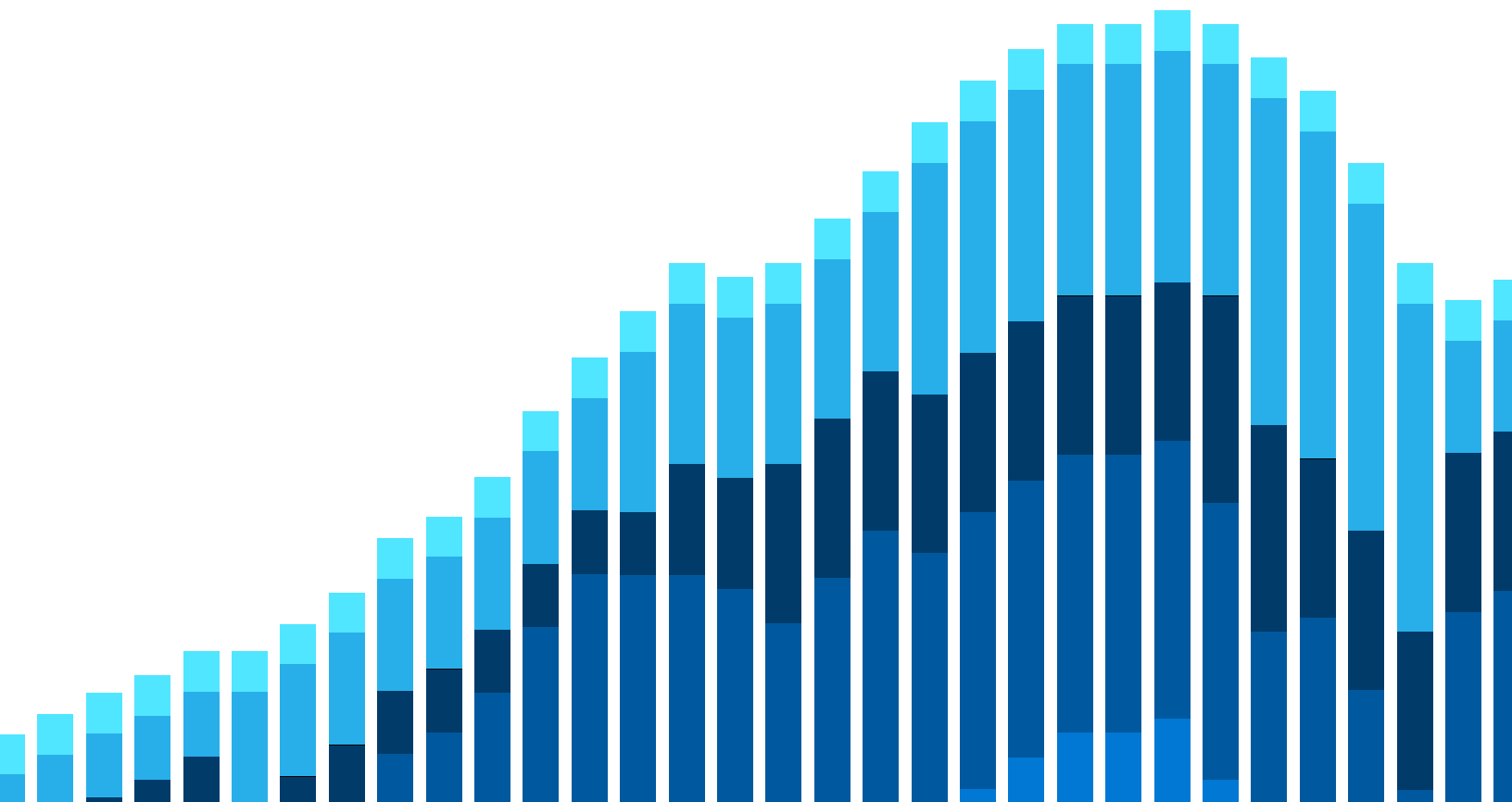
It's the elasticity, the scalability of the platform, which is most beneficial to us, especially as we scale out. We are also happy to have ADLS as a provider because of the integration that we see with Informatica and its product sets. At some point soon, all of our applications are going to be using the Azure data lake as a data repository, and they will read and write to the data lake as a preferred data platform.

— David Falder, Senior Technical Specialist, Maersk Line



Learn more about how [Maersk Line](#) improved efficiency, transparency and speed by moving to Microsoft Azure.

# 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 analysed to drive future corporate success.

### Key benefits<sup>3</sup>

- 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<sup>4</sup>

<sup>3</sup> [A Forrester Total Economic Impact Study.](#)

<sup>4</sup> 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  
Azure Synapse Analytics  
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 personalised 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 datacentres into



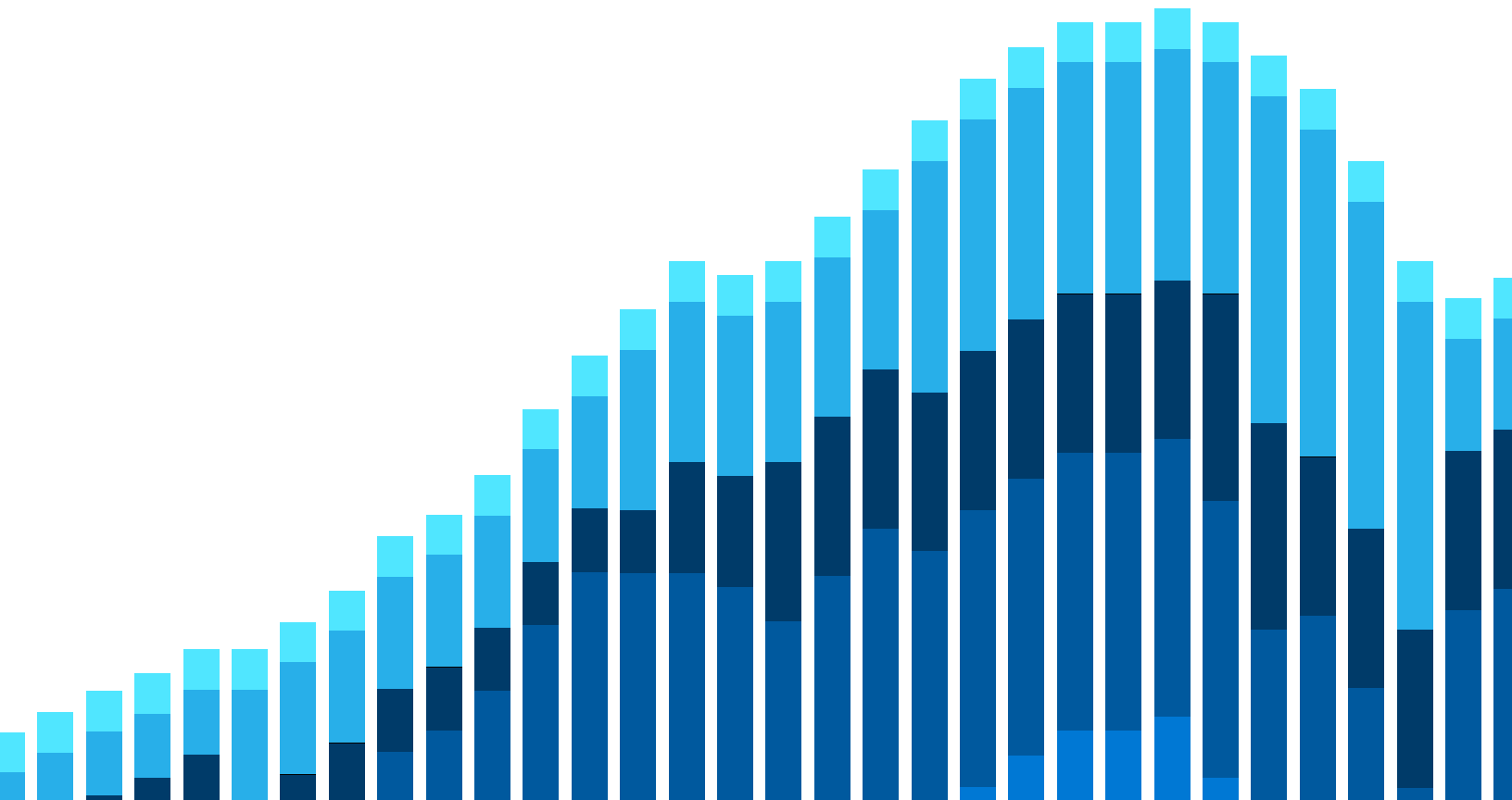
# 7 strategically placed facilities by 2020<sup>5</sup>

<sup>5</sup> Anheuser-Busch InBev brews up game-changing business solutions with Microsoft Azure. Microsoft. 23rd September, 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 is enabled, users can query the data. However, they still need to perform data analysis that will drive successful corporate decisions throughout the organisational 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 Synapse Analytics and Power BI, we can provide powerful, customisable, self-service data analytics.**

This helps people move from fixed PDFs to interactive data visualisations 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".<sup>6</sup>

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

#### Key benefits<sup>7</sup>

- Increase in usability of data: **10%**
- Translated increase in annual revenue: **2.01 billion USD**

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

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

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

Coloplast has 8 production facilities and a customer base that spans

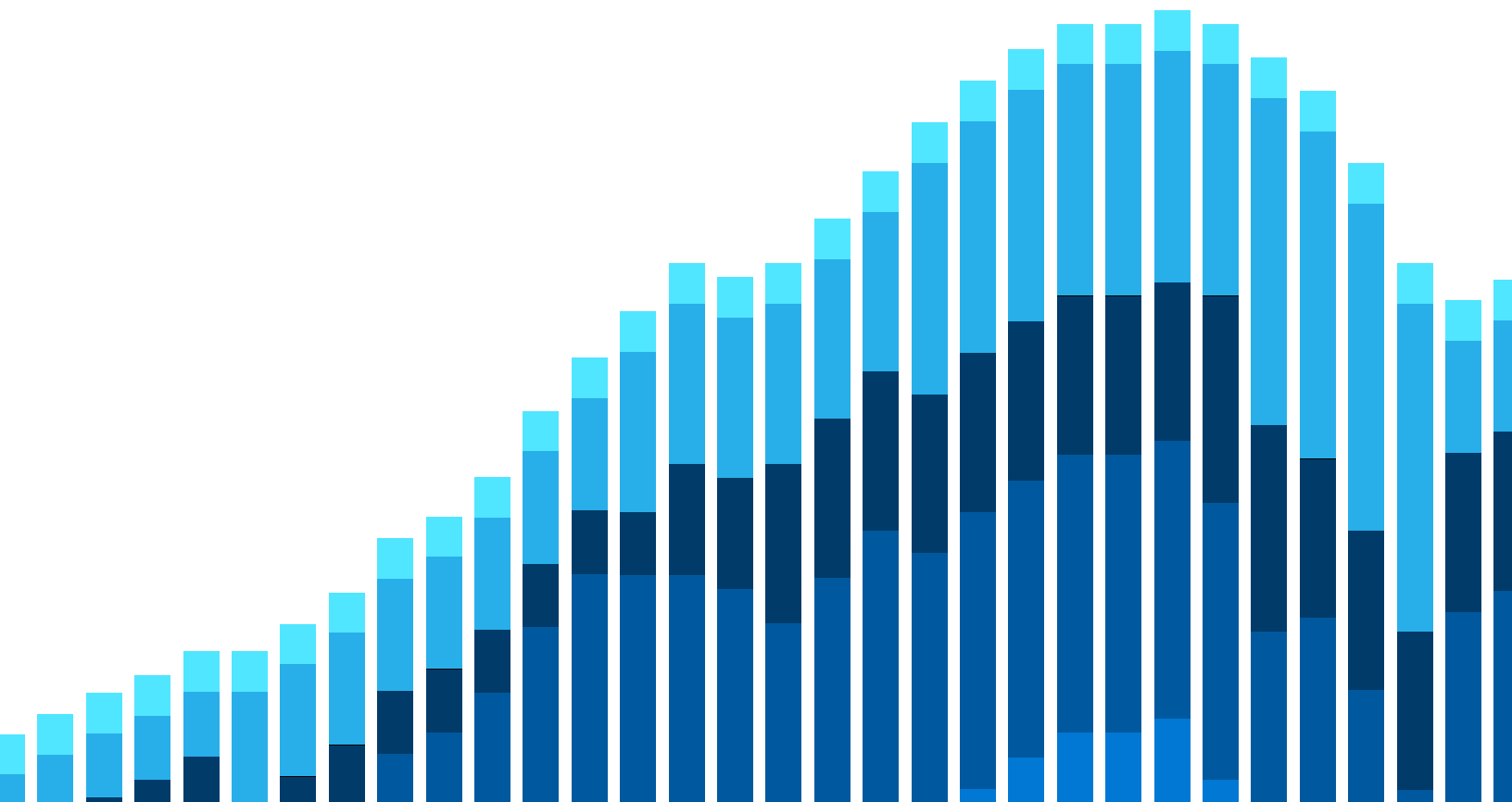
**138**  
countries<sup>8</sup>

That is 70% of all the countries on Earth



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

# Connecting data analysis and profitability

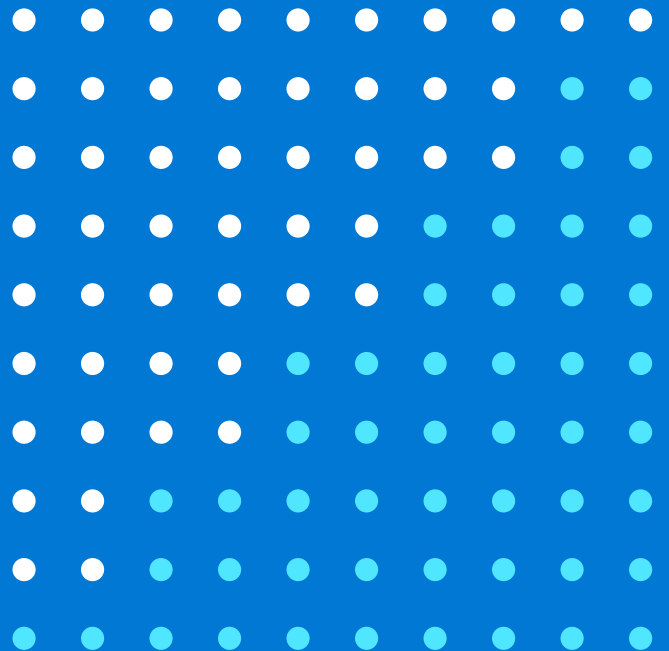


Data is driving corporate success. Enabling employees to make decisions based on empirical analysis saves money and drives revenue. For example, Brazilian retailer Fast Shop empowered its salespeople with the most current item pricing information. As a result, floor employees could make real-time pricing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

100+  
physical locations<sup>9</sup>



<sup>9</sup> Brazilian retailer stands out from the crowd with data analytics platform. Microsoft. 17th July, 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.<sup>10</sup>

<sup>10</sup> 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. 7th February, 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/>

<sup>11</sup> 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>



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% 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<sup>11</sup>

- Increase in intelligence and remote accessibility of data: **10%**
- Translated annual net income increase: **5.4 million USD**

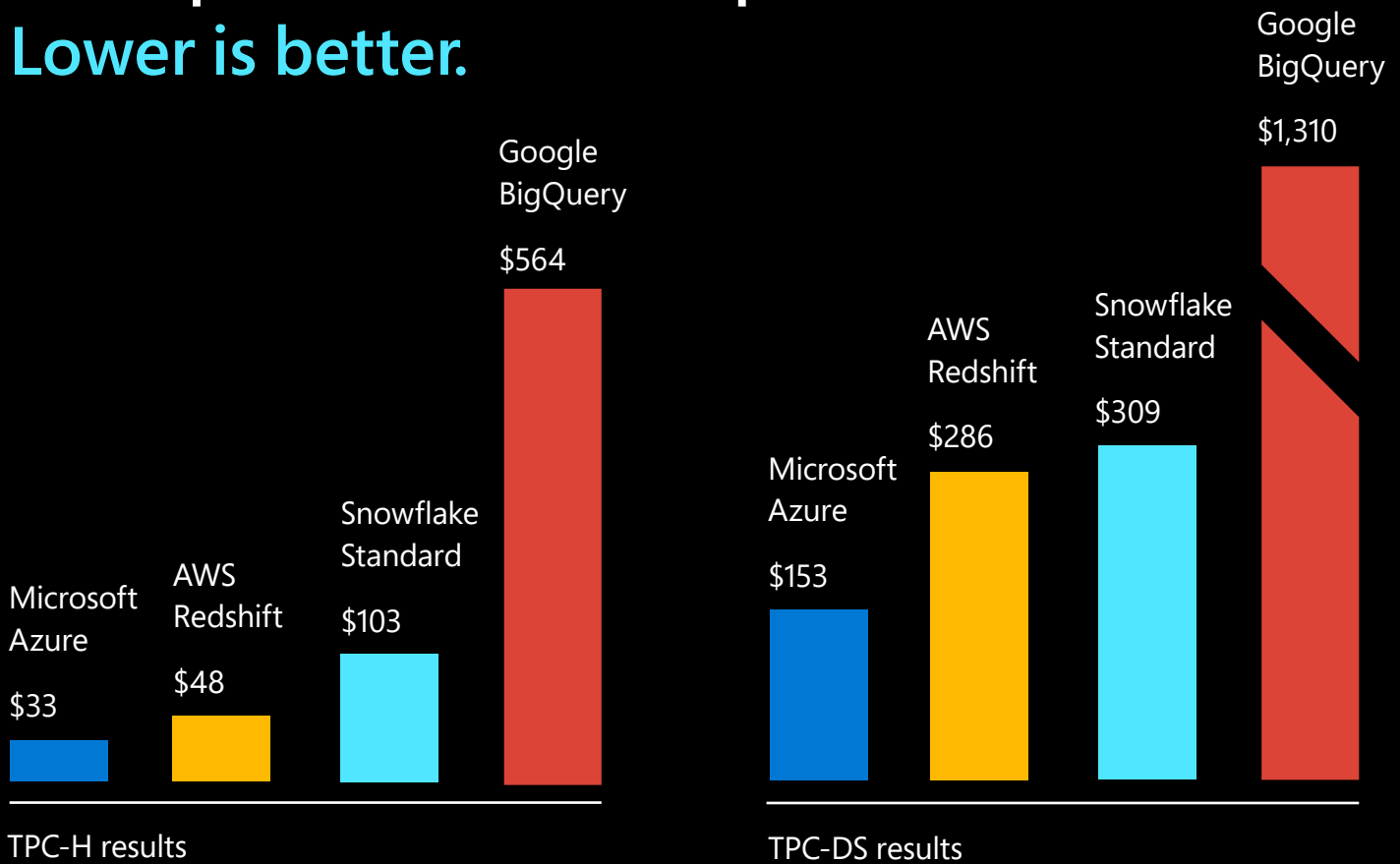


Learn more about how **Fast Shop** increased revenue by empowering its sales team through data-driven insights with Azure.

Azure Synapse Analytics outperforms in most benchmarks for query speed<sup>12</sup> and consistently demonstrates better price performance than Google BigQuery, Amazon Redshift and Snowflake Standard.

## Price-performance comparison

### Lower is better.



<sup>12</sup> 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.](#)

# Next Steps

Every company is utilising 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 Synapse Analytics\*\*](#) and its [\*\*native integration with Power BI\*\*](#).

[\*\*Get started with 12 months of free services.\*\*](#)

[\*\*Connect with an Azure sales specialist on pricing, analytics best practices, setting up a proof of concept, and more.\*\*](#)

[\*\*Learn why customers are choosing Azure for their analytics.\*\*](#)