

Azure SQL Data Warehouse

The fast, flexible, and secure hub for all your data

Benefits of data, AI, cloud transformation

**NEARLY
DOUBLE**

operating margin

\$40k

more revenue per employee

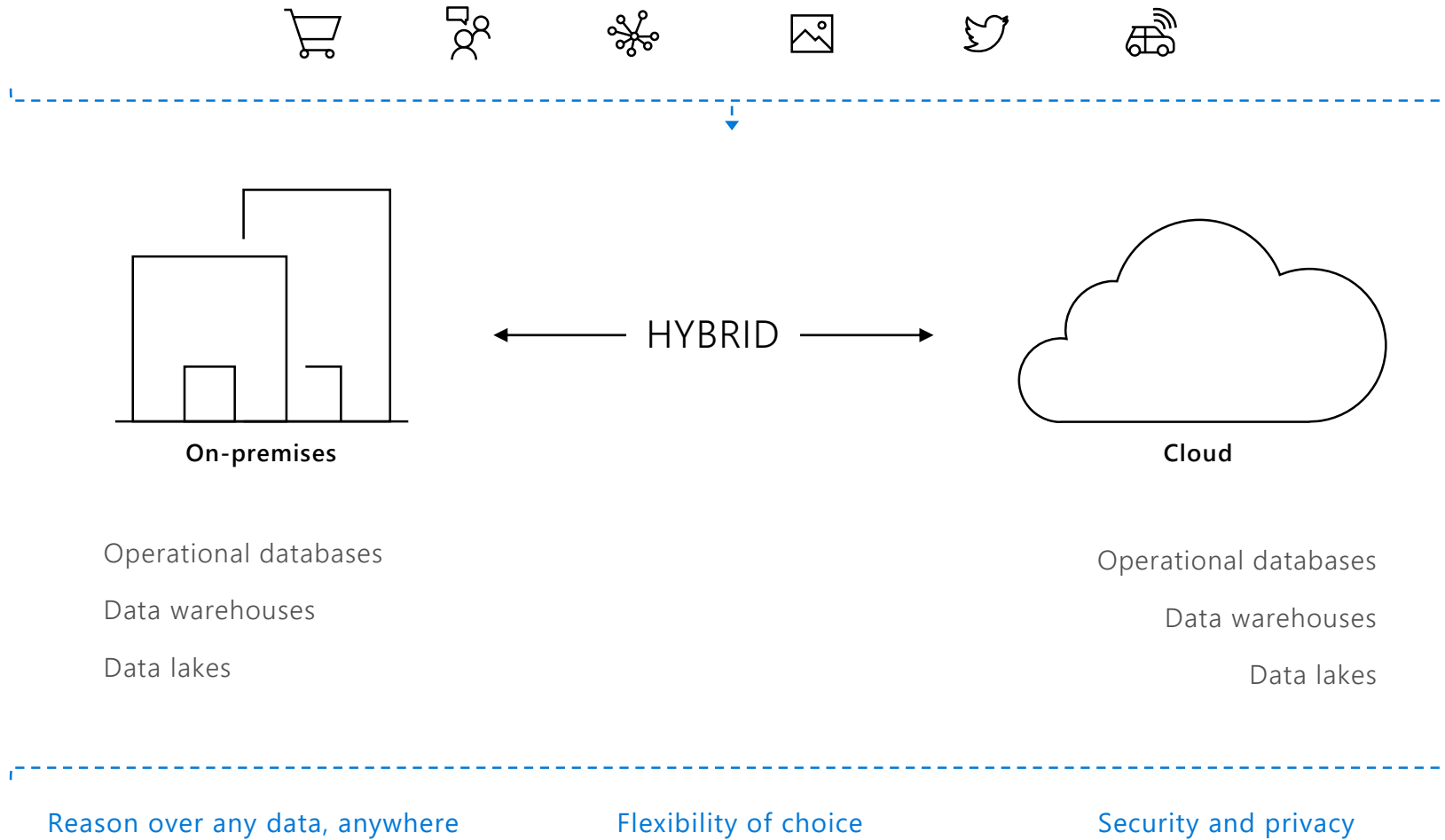
50%+

higher average net income on revenue

\$100M

Additional average operating income for the most digitally transformed enterprises

The modern data estate



TRANSFORM CUSTOMER EXPERIENCE

Customer satisfaction significantly improved

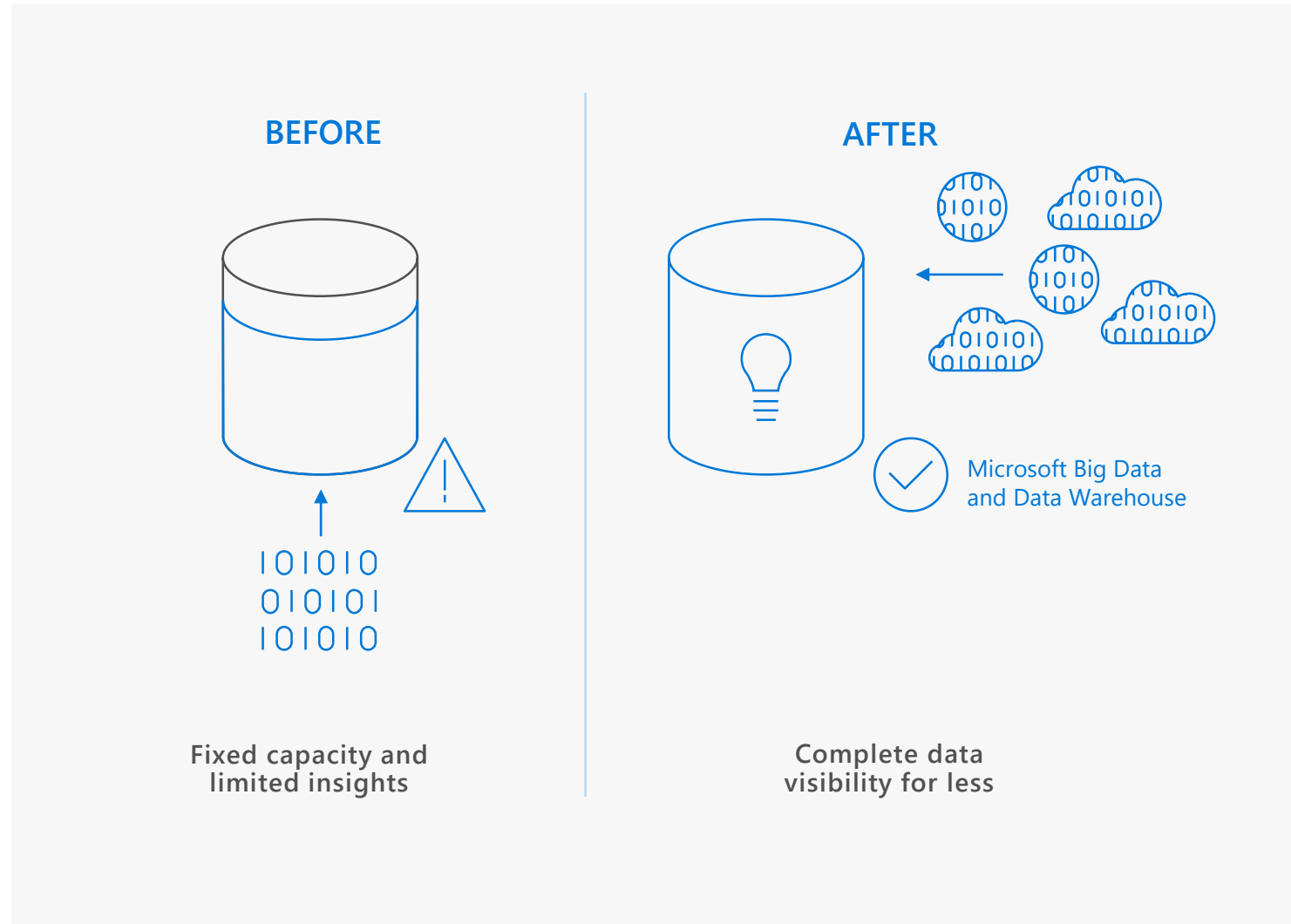
CHALLENGE

Serve customers better by analyzing usage data at massive scale with sustained inputs above one million events per second and 500GB/day

IMPACT

Reporting time for customer usage telemetry goes from **4 weeks to hours**

Development time cut 80% for shorter time-to-market, reduced costs, and improved responsiveness



Azure SQL Data Warehouse

The fast, flexible, and secure hub for all your data



Fast

Unlimited scale



Flexible

Fits your needs



Secure

Trusted. Compliant. Reliable.

Seamlessly compatible across Microsoft and other leading BI & Data Integration services

Azure SQL Data Warehouse

SQL DW Compute Optimized Gen2 tier redefines cloud analytics

ENHANCED CONCURENCY

128 concurrent queries from
a single cluster

IMPROVED QUERY PERFORMANCE

5x query performance
improvement with adaptive
caching

SCALE WITHOUT LIMITS

5x compute availability and
unlimited columnar storage for
most complex solutions

Improved integration across Microsoft and
other leading BI & Data Integration services



Fast

Unlimited scale



Flexible

Fit your needs



Secure

Trusted. Compliant. Reliable.

Unlimited scale with Hub and Spoke architecture
(unlimited columnar storage, industry leading
concurrency and compute)

Built on SQL Server engine that has led TPC-H
benchmarks*

Predictable Query Performance, we don't oversell

* <http://www.tpc.org/3323>, <http://www.tpc.org/4075>



Fast

Unlimited scale



Flexible

Fit your needs



Secure

Trusted. Compliant. Reliable.

Optimize cost by scaling compute and storage independently, automatic scale, pause & resume

Meet your unique business needs with a composable data warehousing solution available in minutes

Easily load and integrate disparate sources of data with native integration of leading data integration and BI tools

Familiar language and best in class tools for developers



Fast

Unlimited scale



Flexible

Fit your needs



Secure

Trusted. Compliant. Reliable.

Built-in advanced security features including Transparent Data Encryption, Audit, Threat Detection, Azure Active Directory and VNET

Highly compliant data warehouse service with 50+ certifications

Globally available with over 33+ regions with financially backed SLAs

In-depth data governance and access control

RICH PARTNER NETWORK

Trusted ecosystem to accelerate time to value

DATA INTEGRATION & MIGRATION



SYSTEM INTEGRATION



BI & ANALYTICS



Leverage cloud economics for your data warehouse

- Reduce capital and operational costs with fully-managed PaaS and achieve up to 158% ROI¹
- Financially-backed 99.99% availability SLA
- Average 40% reduction in SQL Server licensing costs

158%

ROI

\$2.8M

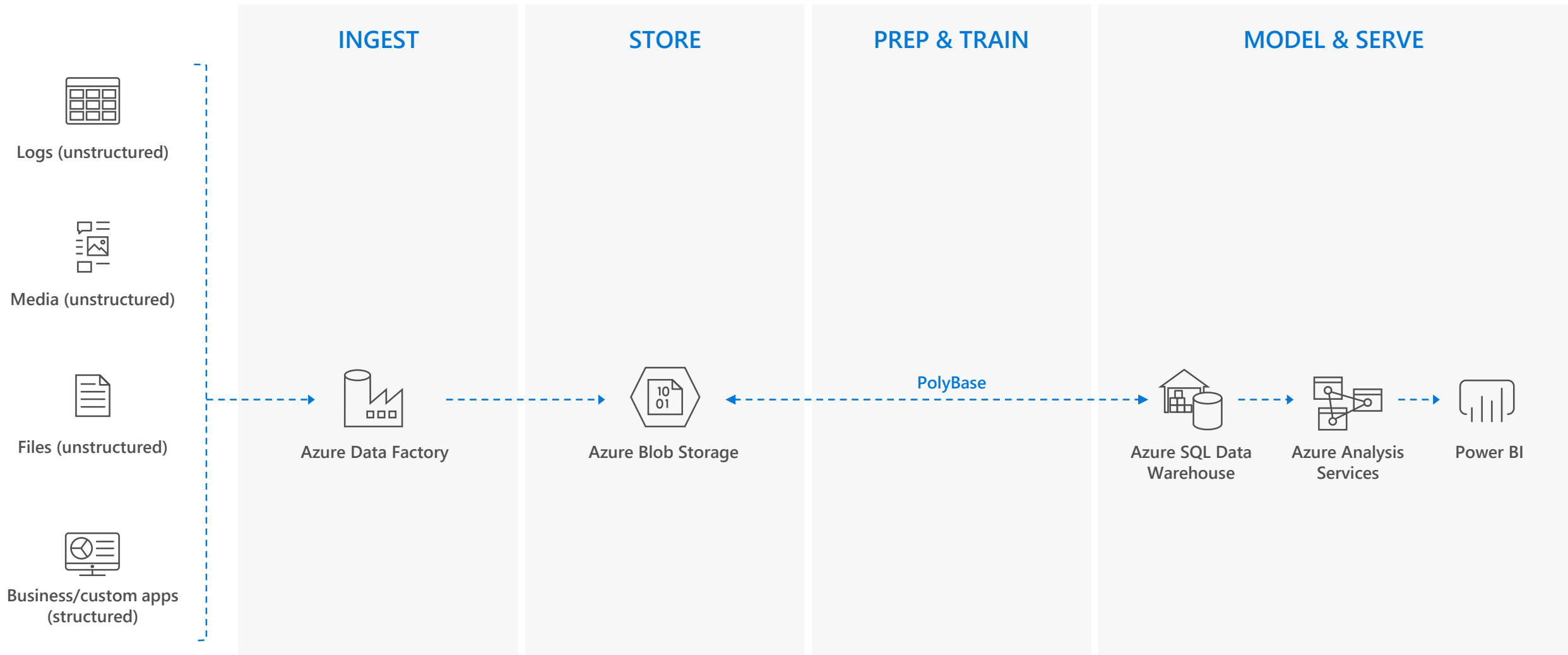
NPV

2 Months

Payback period

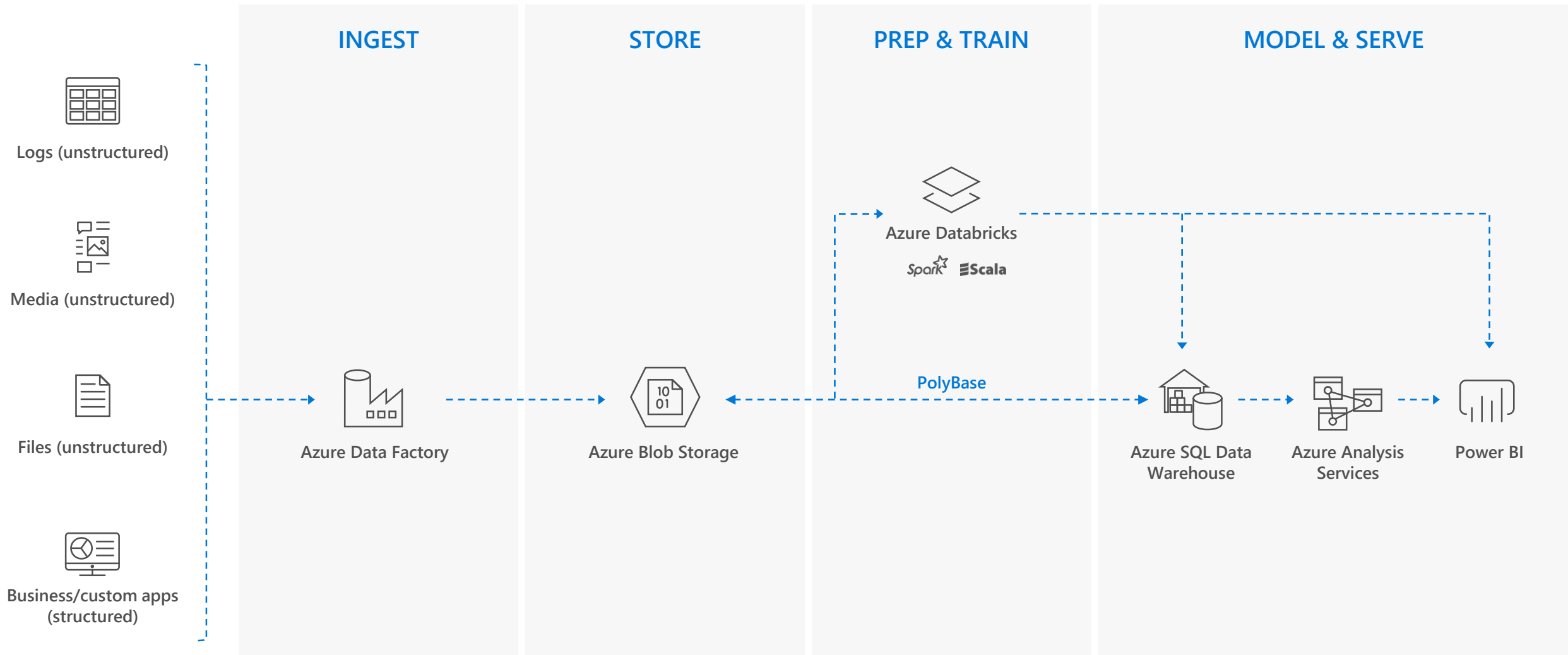
IMPLEMENTING
COMMON CUSTOMER PATTERNS

CLOUD DATA WAREHOUSE



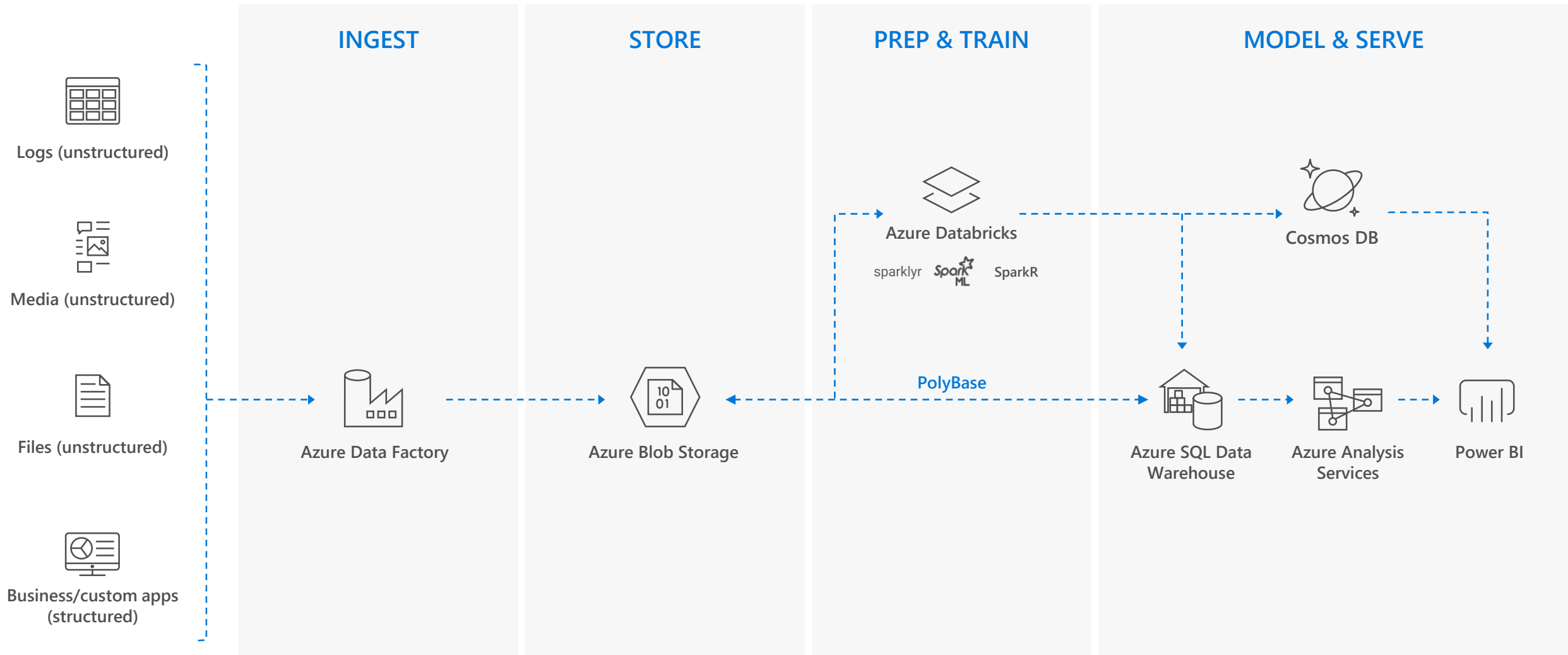
Microsoft Azure also supports other Big Data services like Azure HDInsight and Azure Data Lake to allow customers to tailor the above architecture to meet their unique needs.

MODERN DATA WAREHOUSE



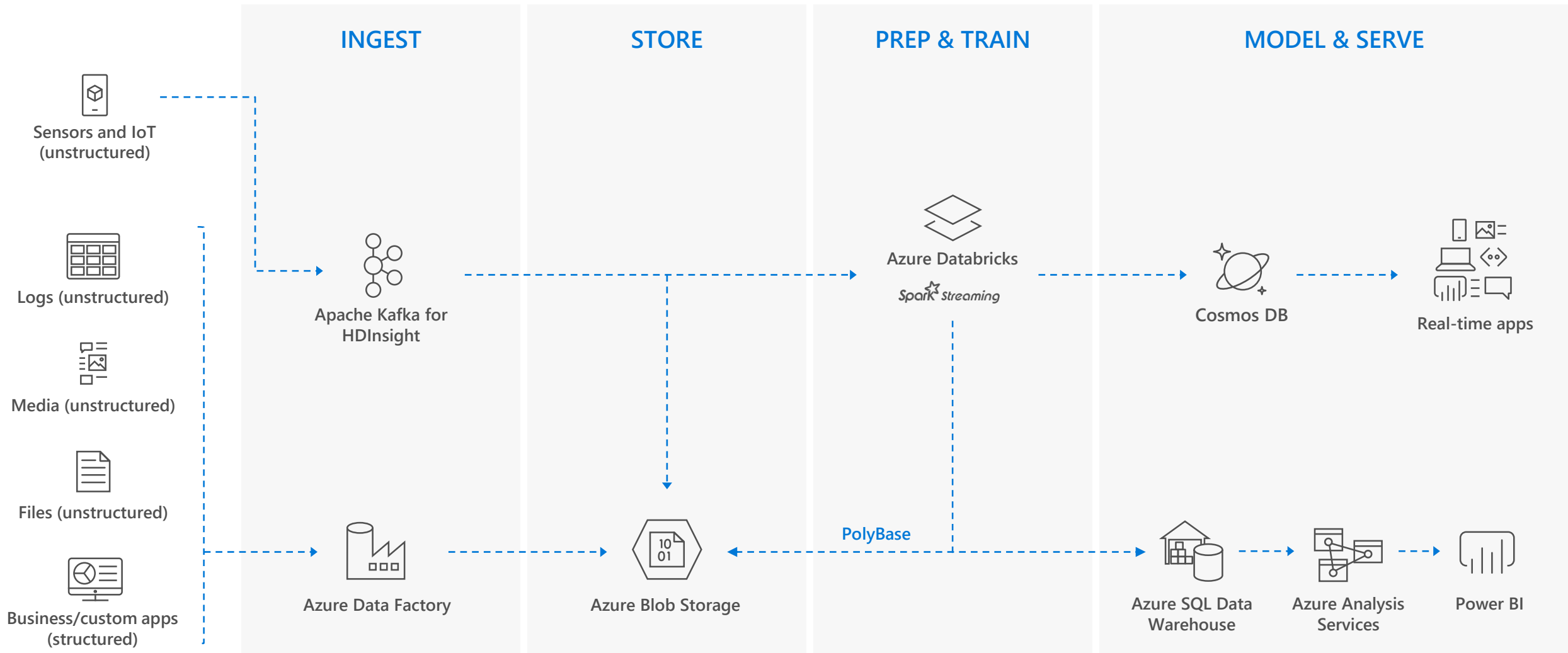
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ADVANCED ANALYTICS ON BIG DATA



Microsoft Azure also supports other Big Data services like Azure HDInsight, Azure Machine Learning and Azure Data Lake to allow customers to tailor the above architecture to meet their unique needs.

REAL TIME ANALYTICS



Microsoft Azure also supports other Big Data services like Azure IoT Hub, Azure Event Hubs, Azure Machine Learning and Azure Data Lake to allow customers to tailor the above architecture to meet their unique needs.

Smarter incentive compensation

Faster insights at 1/4 cost with SQL Data Warehouse

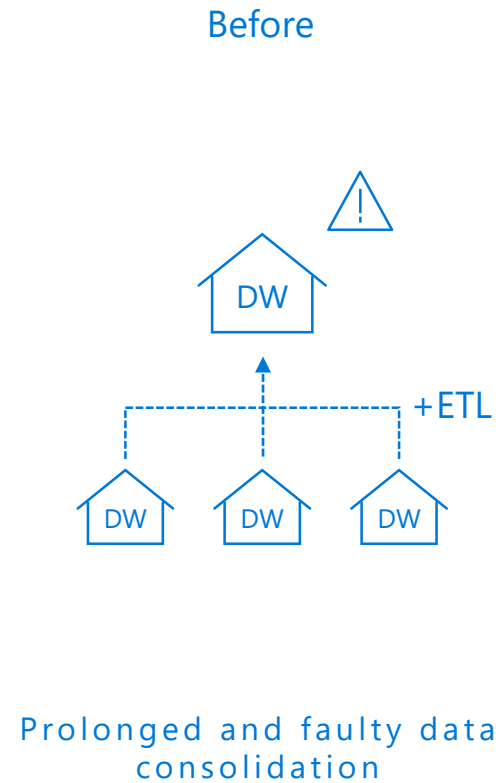
Challenge

Incentives company needed to consolidate and analyze employee behavior data at scale to create customized offerings

Impact

75% reduction in storage costs and 70% cut in time spent on data collection

Maritz rapidly scales up unified data model 2.5x and scales down to minimize costs



Azure SQL DW



- ✓ Elastic scale
- ✓ Managed environment
- ✓ Fast provisioning

Unification of disparate DWs

Intelligent water utilization saves \$5.2M

Power of Advanced Analytics and AI

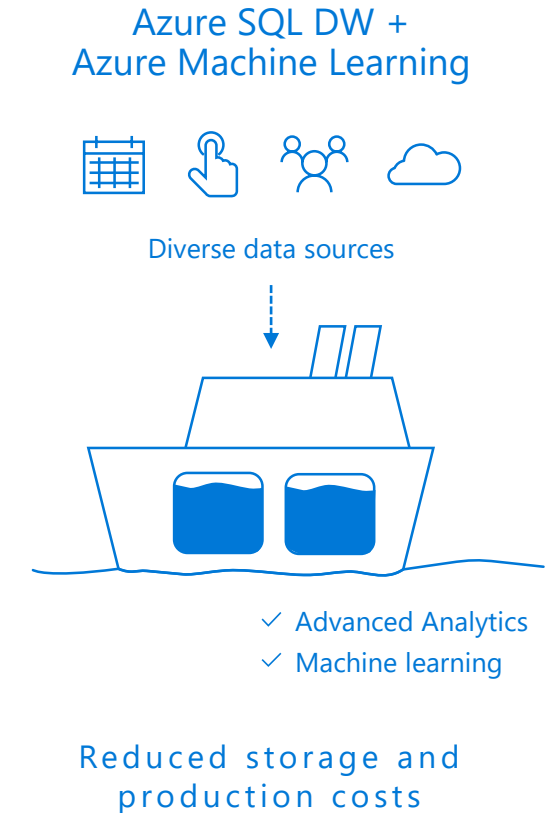
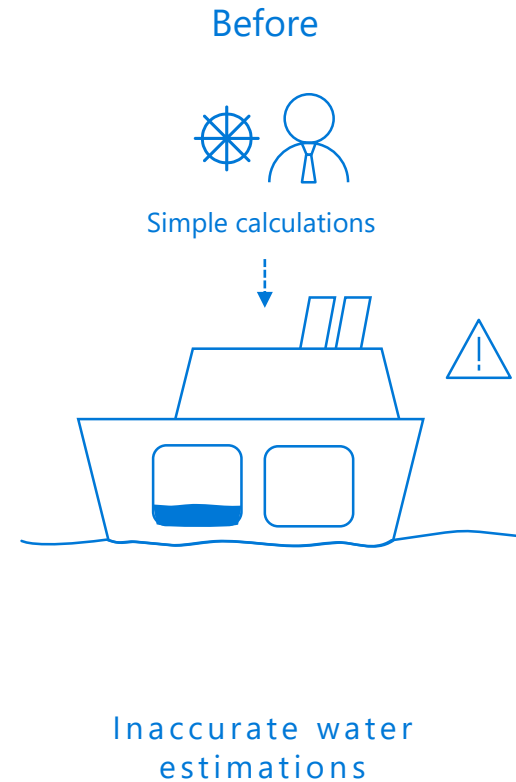
Challenge

Cruise line struggled to accurately predict water usage onboard ships, leading to costly water storage or production

Impact

Historical and real-time data brought together for analysis enables predictive maintenance

Advanced analytics helps optimize onboard water storage, saving \$200k per ship annually



COMPUTE OPTIMIZED GEN2 IMPROVEMENTS

4x query concurrency

Now up to 128 concurrent queries

5x query performance improvement on average

Up to 10x improvement for individual queries

2x price performance across workloads

Twice the performance for the same price

5x compute scalability

Now up to 30,000 cDWU

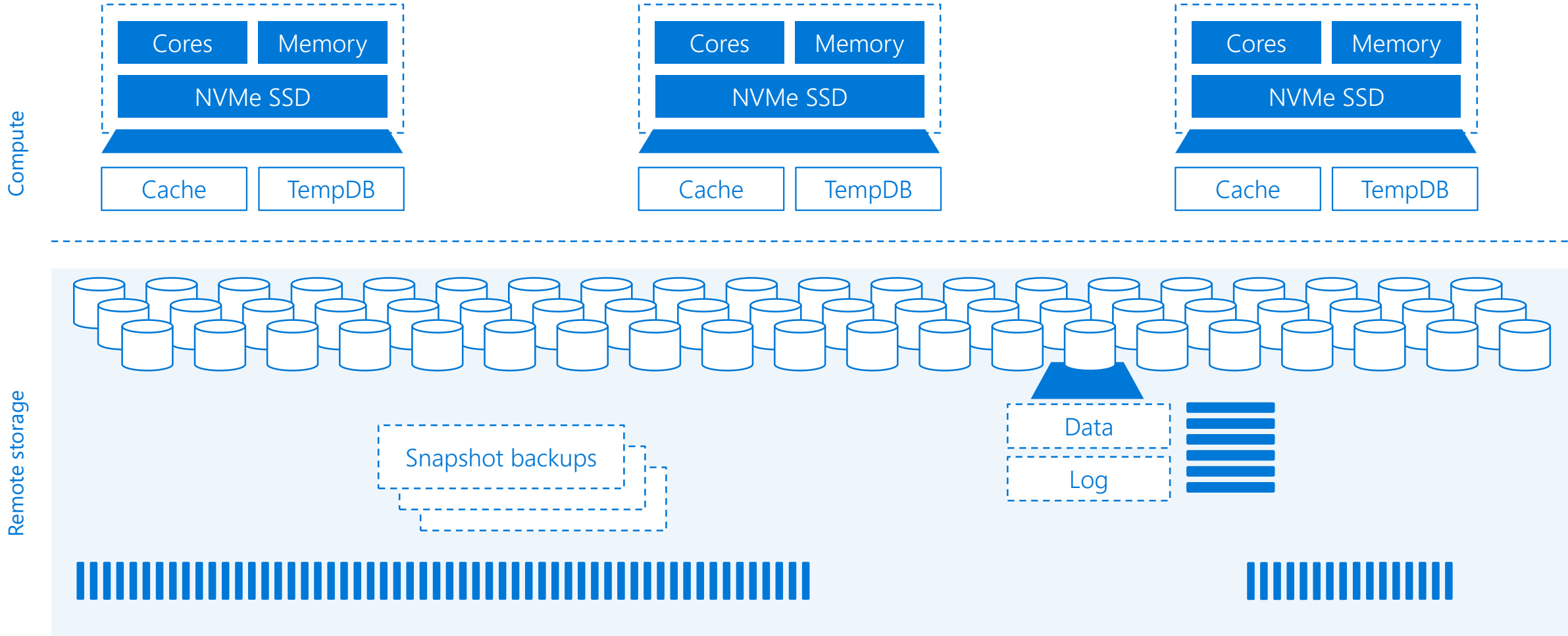
More flexibility provided with additional resources

More memory per query | More TempDB per node

Retains all elastic functionality

Pause, Resume and Scale operations

COMPUTE OPTIMIZED GEN2 ARCHITECTURE



COMPUTE OPTIMIZED GEN 2 REGIONAL AVAILABILITY



Available in

Australia East
Australia Southeast
Canada Central
Central India
Central US
East Asia
East US
East US 2
Japan East
Japan West
Korea South
North Central US
North Europe
South Central US
South India
Southeast Asia
UK South
West Europe
West US
West US 2

One hub for all your data to drive analytics at scale

Increased productivity



10x increase in customer data sets that can be effectively handled vs. on-premises

Faster time to value



5mins to spin up petabyte scale clusters and near real time data availability

Lower TCO



158% ROI with on-premises migration

Reduced risks



99.9% SLAs for the fully managed service

Get started with Azure SQL Data Warehouse

<https://azure.microsoft.com/en-us/services/sql-data-warehouse/>

View pricing

<https://azure.microsoft.com/en-us/pricing/details/sql-data-warehouse/>