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

Source: Keystone Strategy 2016
The modern data estate

Operational databases
Data warehouses
Data lakes

Operational databases
Data warehouses
Data lakes

Reason over any data, anywhere
Flexibility of choice
Security and privacy
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

TRANSFORM CUSTOMER EXPERIENCE
Customer satisfaction significantly improved
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 Concurrency**
  - 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
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

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
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

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Leverage cloud economics for your data warehouse

- Reduce capital and operational costs with fully-managed PaaS and achieve up to 158% ROI\(^1\)
- Financially-backed 99.99% availability SLA
- Average 40% reduction in SQL Server licensing costs

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\(^1\)Based upon Forrester The Total Economic Impact™ of The Modern Data Warehouse, 2017

158% ROI

$2.8M NPV

2 Months Payback period
IMPLEMENTING
COMMON CUSTOMER PATTERNS
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.
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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.
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 ¼ 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

Before

Prolonged and faulty data consolidation

+ETL

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

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Before

Simple calculations

Inaccurate water estimations

Azure SQL DW + Azure Machine Learning

Diverse data sources

- Advanced Analytics
- Machine learning

Reduced storage and production costs
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

Remote storage

Snapshot backups

Data
Log
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


View pricing