Modernize your data warehouse to the cloud with Azure
Data is only getting more complicated and siloed.

Each dimension of data is constantly expanding.
But companies that take control of data outperform the competition

$40k
more revenue per employee

50%+
higher average net income on revenue

$100M
in additional operating income each year

Source: Keystone Strategy 2016
Do more for your business with a modern data warehouse

Predict customer behavior by analyzing relational and non-relational data in real-time
Cut costs and free up data science resources with simplified data analysis
Explore new business models by finding new relationships in data
Eliminate the need to fix problems by forecasting maintenance in advance
Connect siloed information by scaling management to any size of data
The data warehouse of the future requires the benefits of the cloud.

- **Traditional**: Query historical, relational data from a variety of sources.
- **Operational**: Gain real-time insights without impacting performance.
- **Logical**: Ask questions of big data—all types, volumes and locations.
- **Context-independent**: Unlock advanced data science and the power of deep learning.

Source: Magic Quadrant for Data Management Solution for Analytics 2017
Get the benefits of a modern cloud data warehouse with Azure

Harness these benefits on the Microsoft Azure cloud, a highly productive and intelligent data platform – with leading security, compliance, and hybrid integration

Modern cloud Data Warehouse benefits

- Unlimited scale and integration for the future of data
- Adaptable to flexible needs and budgets
- Advanced and real-time analytics for deeper insights
Outperform with Azure SQL Data Warehouse at the center of your Azure cloud solution

- **Fast**: Unlimited scale
- **Flexible**: Fits your needs
- **Secure**: Trusted. Compliant. Reliable.

The proof is in the customer results and feedback
Fast
Unlimited scale

Flexible
Fits your needs

Secure
Trusted. Compliant. Reliable.
Customers who modernized with Azure SQL DW realized significant performance benefits

10x
Increase in number of data sets that can be effectively handled

1 day to 15 minutes
Time to develop granular data analytics reports drastically cut

$800K
Cost efficiencies from data analytics resulted in significant annual savings*

Source: Forrester Total Economic Impact Study Commissioned By Microsoft December 2017. *PV average of a three-year period
What customers said about performance on Azure SQL DW

“In the time it took us to analyze 10,000 of customers, we can now model more than 100,000 because of Azure.”

“We can mock up demos for salespeople faster. Azure has improved our capabilities to sell.”

“It used to take us too long to get things done for our biggest customers. Things that would have take months now take weeks since moving to Azure.”

“We are now able to make changes to our ad software in real time and see if that improves opt-in rates.”

Source: A Forrester Total Economic Impact Study Commissioned By Microsoft December 2017
Faster data processing and analytics streamline business operations

**Truly elastic by design**
Independently and elastically scale compute and storage to adjust to your unique business needs

**Lightning-fast provisioning**
Provision and scale compute to thousands of cores in under five minutes thanks to leading TPC-H benchmarks*

**Process any data at any scale**
Easily connect and integrate your data with PolyBase, providing rapid intake from multiple data sources using the same tools

Customers who modernized with Azure SQL DW reaped savings due to flexibility

158%  
Average return on investment for customers who modernized with Azure SQL DW

$533K  
In annual savings from enhanced IT team productivity*

$1M+  
Less per year thanks to simplified DW deployment and management

Source: Forrester Total Economic Impact Study Commissioned By Microsoft December 2017 *PV average of a three-year period
What customers said about flexibility

“The [opex model] provides better transparency, and I can scale things back down and turn them off if they don’t deliver the expected business outcomes.”

“By moving to the Azure cloud, we can ramp up quicker than before and in ways that were previously cost prohibitive while using less developer time.”

Source: A Forrester Total Economic Impact Study Commissioned By Microsoft December 2017
A fully managed service and common platform creates room for innovation

**Fully managed infrastructure**
Focus on driving value from data with automatic provisioning and resource optimization

**Strong ecosystem**
Accelerate time to value with integration with powerful Azure services and leading data integration and visualization vendors

**SQL Server foundation**
Facilitate development with familiarity of SQL language and best-in-class tools for developers
Trusted. Compliant. Reliable.

Unlimited scale

Secure

Trusted. Compliant. Reliable.

Fast

Flexible

Fits your needs
Customers who modernized with Azure SQL DW protected their data better

$120K
In saved data replication costs by moving failover to Azure SQL DW

$100K
Cost of backup DR data warehouse that was avoided with Azure SQL DW

Fewer vulnerabilities
With Always Encrypted and standard endpoints

Source: A Forrester Total Economic Impact Study Commissioned By Microsoft December 2017
What customers said about security

“Managing security across all services is a lot easier. We can give people what they need to get their job done without the risk of them doing bad things.”

“Now we have monitoring across all services and know early when things start to degrade, which gives us the time needed to address it. Azure made all of this much easier.”

“We have critical infrastructure data and sensitive customer data. It need to be always encrypted and Azure made that easy.”

Source: A Forrester Total Economic Impact Study Commissioned By Microsoft December 2017
Built-in security and leading compliance ensure data protection

Advanced security features
Protect data with advanced threat detection, AlwaysOn encryption, audit, and managed access through Azure Active Directory

Industry-leading compliance
Uphold data sovereignty and compliance with more than 50 government and industry certifications

Global availability
Keep your data where your users are with the most geographically available data warehouse service in the cloud - available in 44 regions
Accelerate your journey to a modern data warehouse
Azure also supports other Big Data services like Azure HDInsight and Azure Data Lake to allow customers to tailor the architecture to meet their unique needs.
Datometry accelerates your journey to the cloud data warehouse

Hypervisor-like platform intercepting traffic at the wire protocol level with Datometry Hyper Q

Continuous Real-time Query and Result Translation and Transformation

Augmentation and emulation of features for database parity (ex. stored procedures and macros)

Workload optimization and transparent deployment

Accelerate cloud migration, centralized data, and reduce risks by future-proofing your DW

ETL/data ingestion | BI/analytics/reporting

Native | JDBC | ODBC

Adaptive data virtualization

Cloud/modern data warehouse

Azure SQL DW
Informatica helps you move faster to cloud DW

Connectivity to all on-premises data warehouse vendors
Intelligent cataloging to make it easy to locate data to be moved to the cloud
Best-in-class data integration capabilities
Rapidly identify dependencies to develop a rock solid migration strategy

Benefits include:
- 100+ data sources
- Data location 10x faster
- Integration with 17 Microsoft products
Outperform with Azure SQL Data Warehouse at the center of your Azure cloud solution

Seamlessly compatible across Microsoft and other leading BI & Data Integration services
Start with a complimentary strategy session and proof of concept on Microsoft Azure

**Steps to modernization**

1. Microsoft will work with you and strategic partners of your choice to define a use case that aligns to your goals and priorities
2. Together we will establish use case success and acceptance criteria
3. Our partner will then work with your team to stand up a proof of concept (PoC)
4. Once the PoC is completed, we will review the results of the PoC with you and your team of stakeholders
Get started with Azure SQL Data Warehouse

Learn about pricing