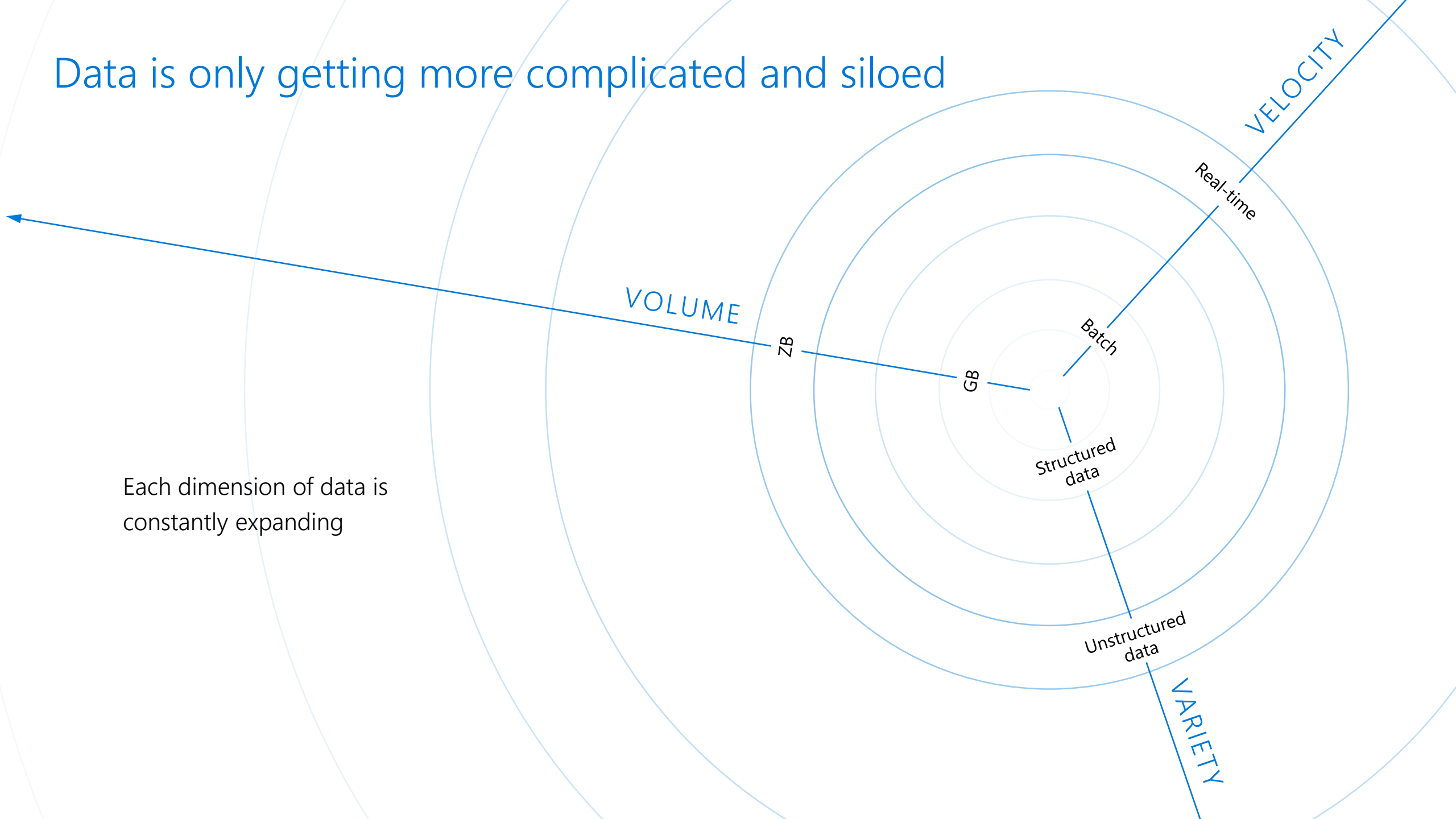


Modernize your data warehouse
to the cloud with Azure

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

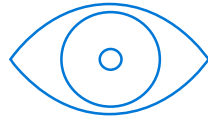
50%+

higher average net income on revenue

\$100M

in additional operating income each year

Do more for your business with a modern data warehouse



Predict customer behavior by analyzing relational and non-relational data in real-time



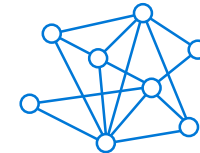
Cut costs and free up data science resources with simplified data analysis



Explore new business models by finding new relationships in data

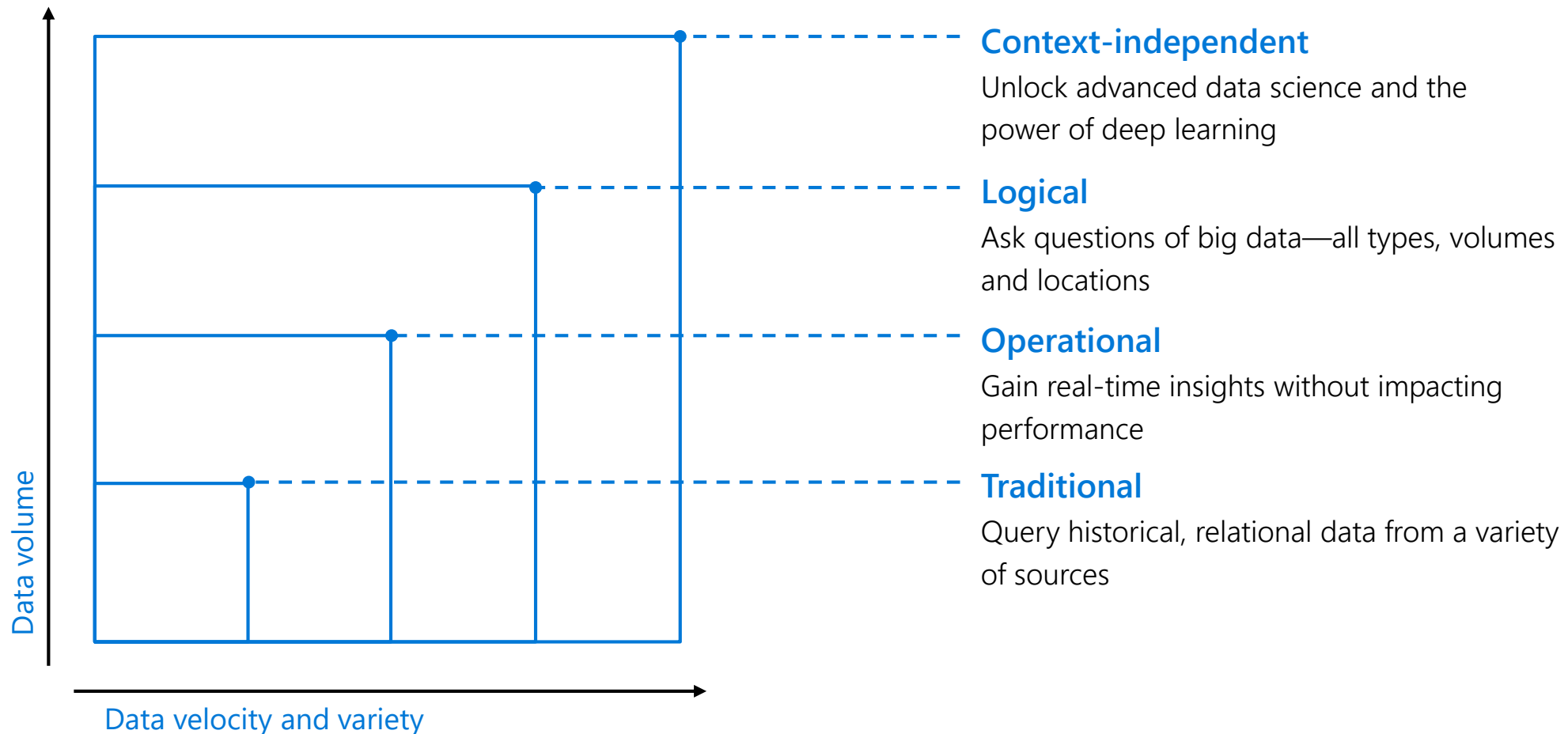


Eliminate the need to fix problems by forecasting maintenance in advance



Connect siloed information by scaling management to any size of data

The data warehouse of the future requires the benefits of the cloud

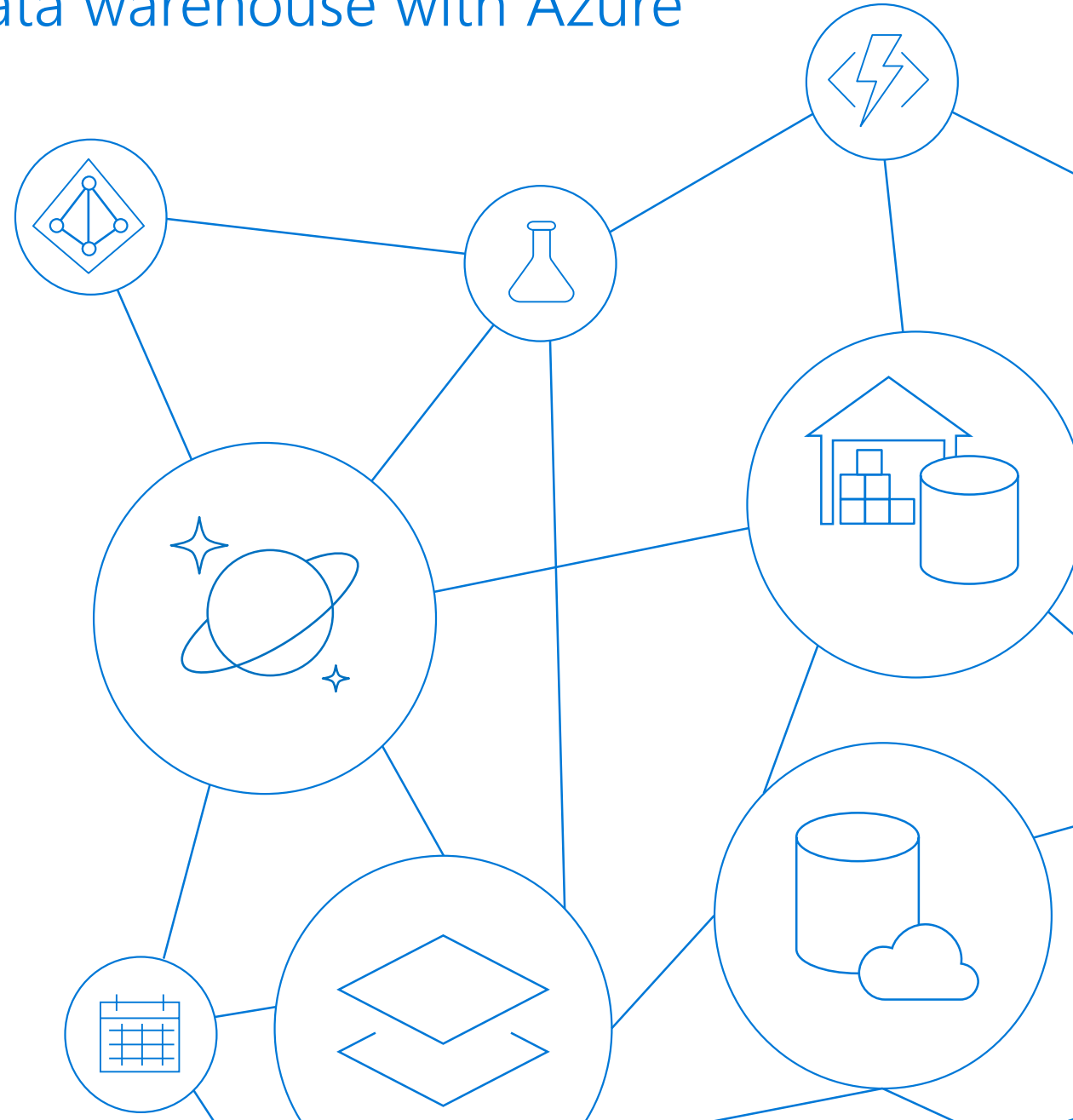


Get the benefits of a modern cloud data warehouse with Azure

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

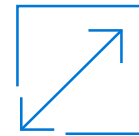


Outperform with Azure SQL Data Warehouse at the center of your Azure cloud solution



Fast

Unlimited scale



Flexible

Fits your needs



Secure

Trusted. Compliant. Reliable.

The proof is in the customer results and feedback

Customers who modernized
with Azure SQL DW realized
significant performance benefits

10x

Increase in number of data sets
that can be effectively handled

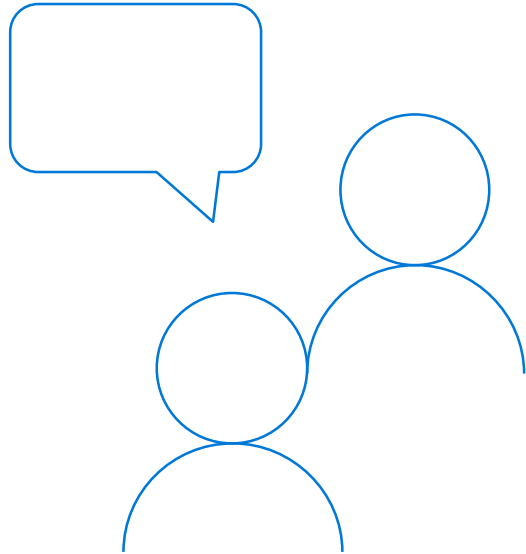
1 day to 15 minutes

Time to develop granular data analytics
reports drastically cut

\$800K

Cost efficiencies from data analytics
resulted in significant annual savings*

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."

Faster data processing
and analytics
streamline business
operations



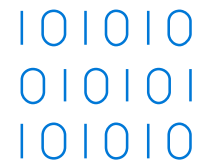
Truly elastic by design

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

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

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

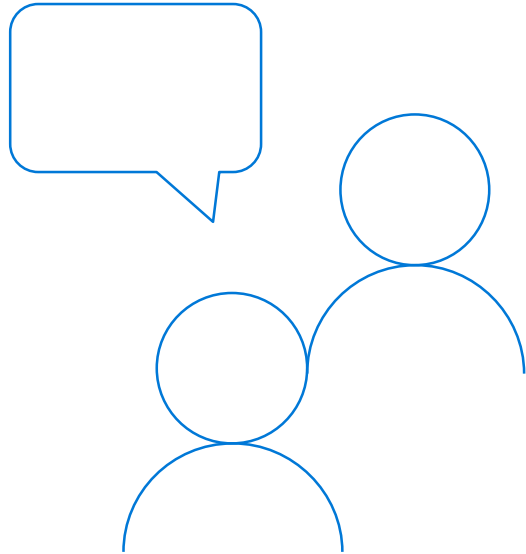
\$533K

In annual savings from enhanced
IT team productivity*

\$1M+

Less per year thanks to simplified
DW deployment and management

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."

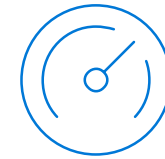
"By moving to the Azure cloud, we can ramp up quicker than before and in ways that were previously cost prohibitive while using less developer time."

A fully managed service
and common platform
creates room for
innovation

101010
010101
101010

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

Customers who modernized
with Azure SQL DW protected
their data better

\$120K

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

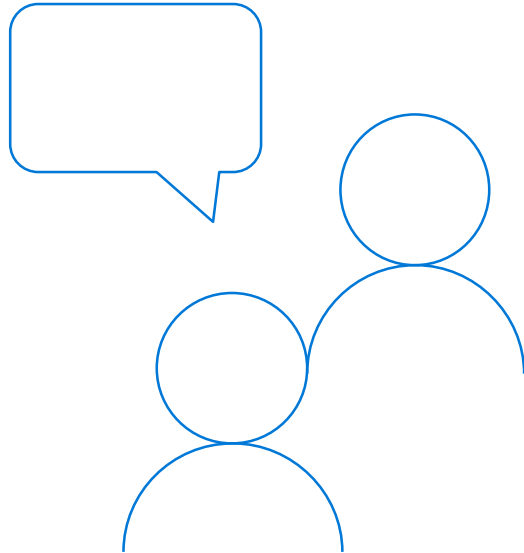
\$100K

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

**Fewer
vulnerabilities**

With Always Encrypted and
standard endpoints

What customers said about security

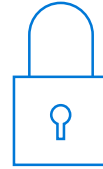


"Managing security across all services is a lot easier. We can give people what they need to get their job done without the risk of them doing bad things."

"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."

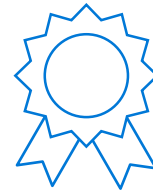
"We have critical infrastructure data and sensitive customer data. It need to be always encrypted and Azure made that easy."

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

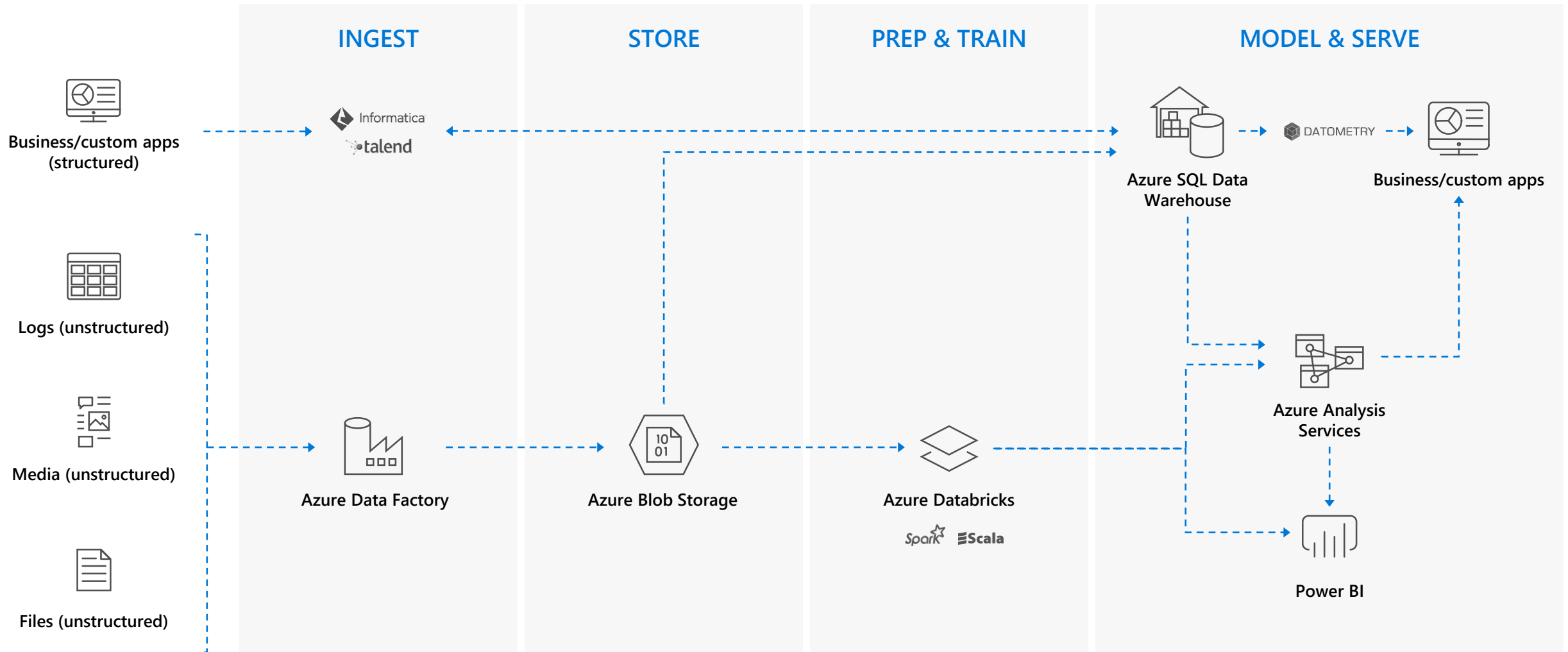


Global availability

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

Data warehouse migration



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

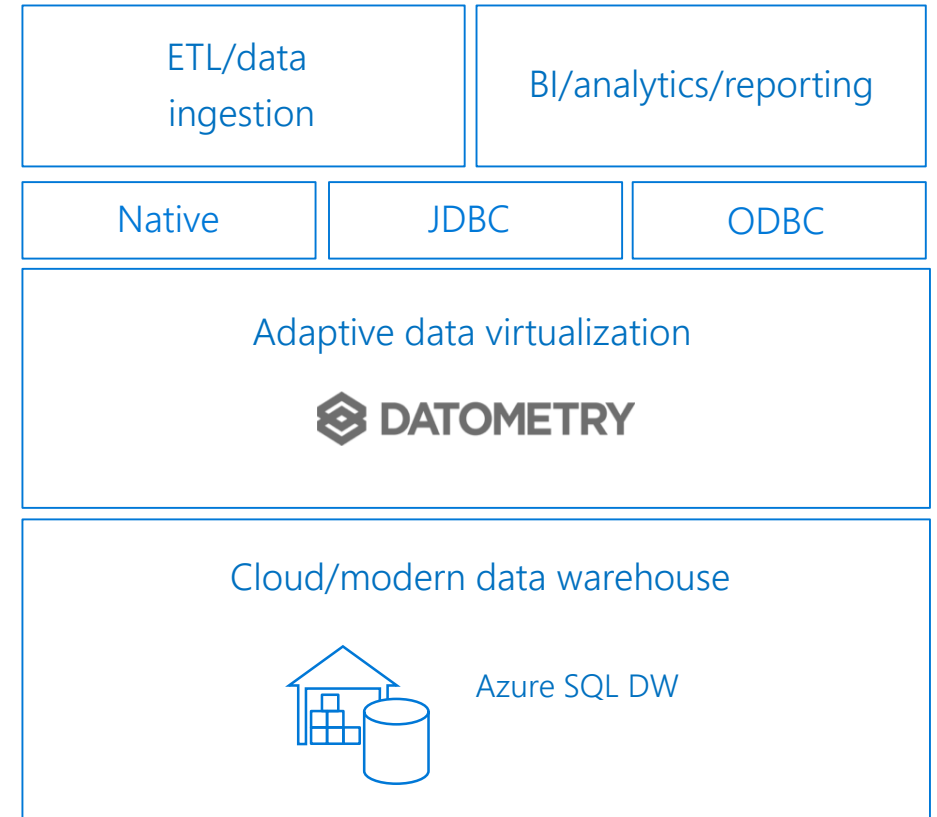
Hypervisor-like platform intercepting traffic at the wire protocol level with Datometry Hyper Q

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



Informatica helps you move faster to cloud DW

Connectivity to all on-premises data warehouse vendors

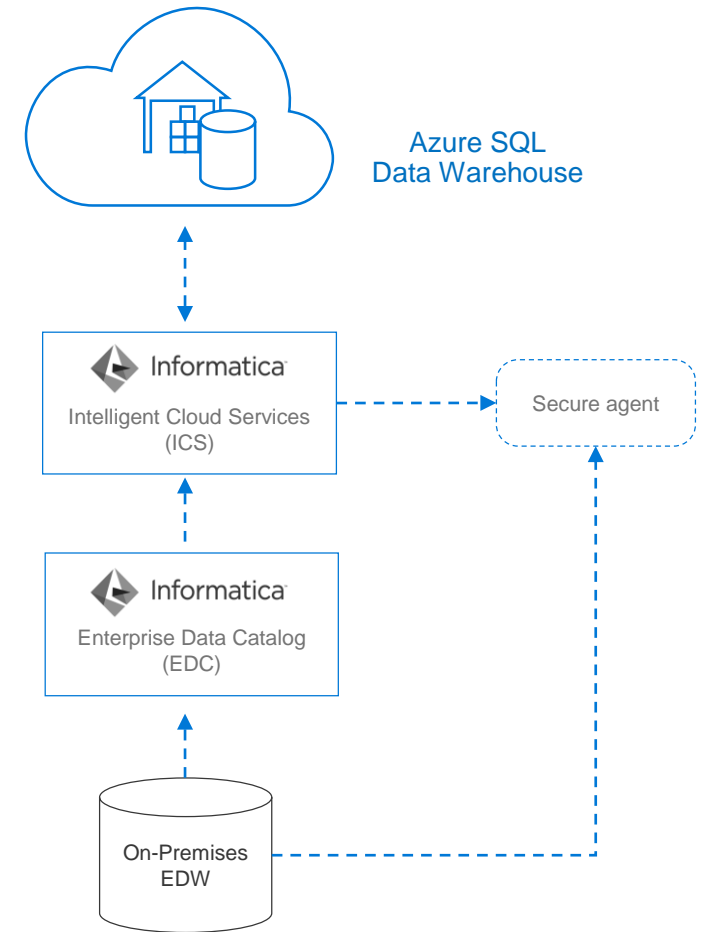
Intelligent cataloging to make it easy to locate data to be moved to the cloud

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



Fast

Unlimited scale



Flexible

Fits your needs



Secure

Trusted. Compliant. Reliable.

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

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

Learn about pricing

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



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