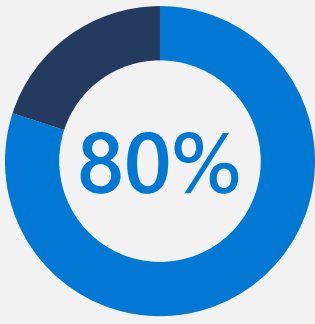
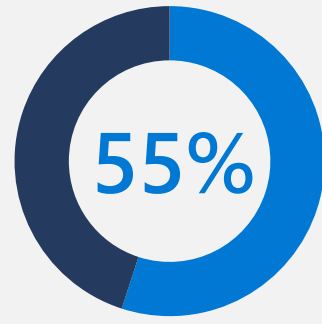


Analytics & AI is the #1 investment for business leaders, though they struggle to maximize ROI

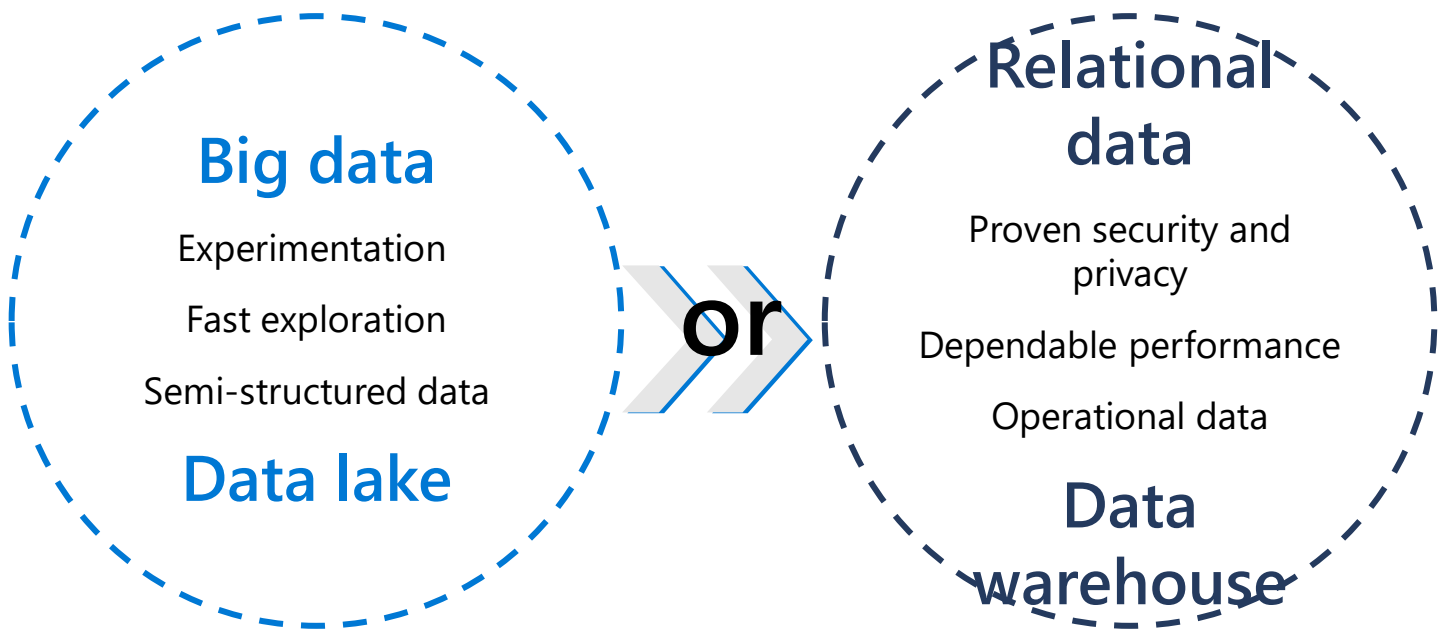


report struggling to become mature users of data¹

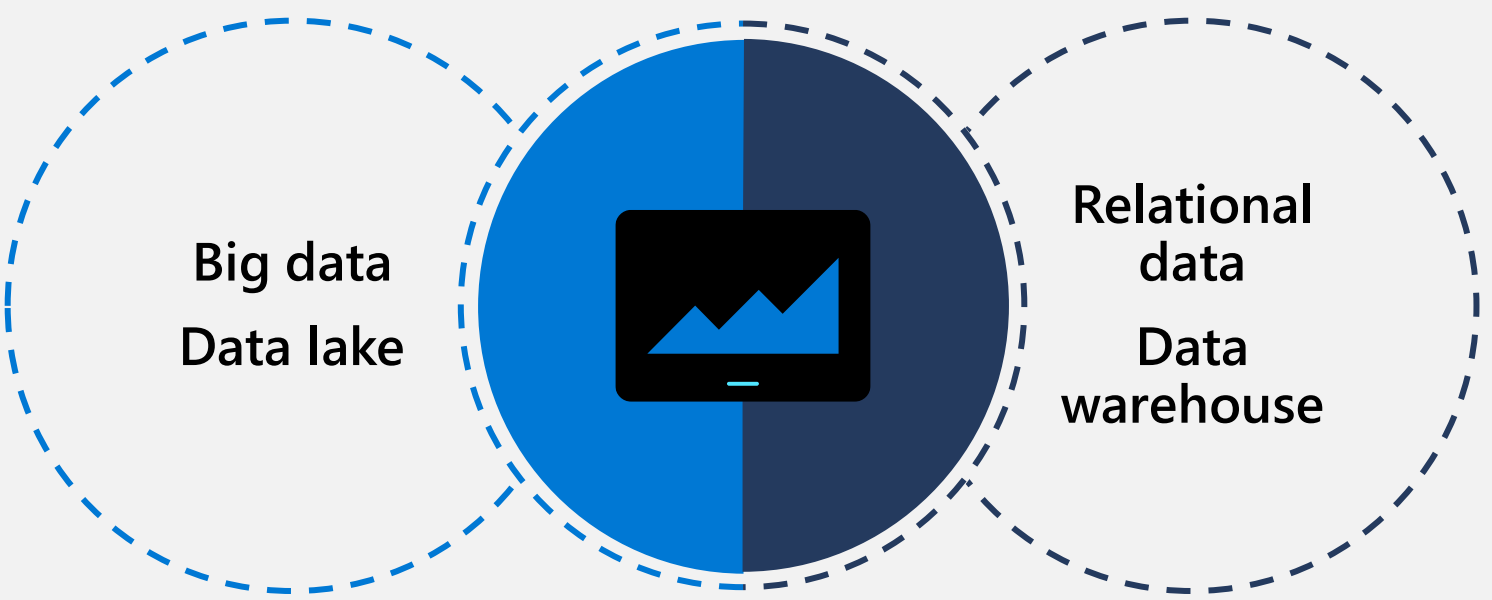


report data silos and data management difficulties as roadblocks¹

Businesses are forced to maintain two critical yet independent analytics systems



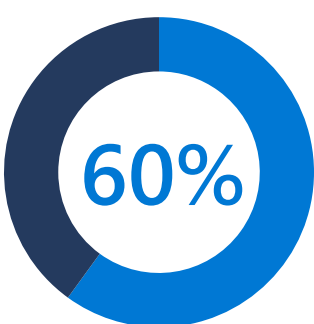
Azure Synapse brings big data and data warehousing together in a single service to provide limitless analytics



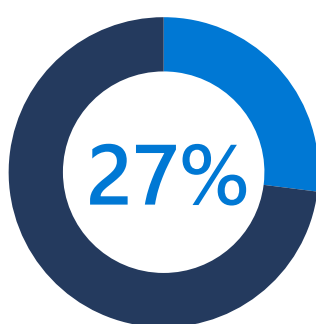
End the struggle—get Azure Synapse Analytics with Power BI

271%

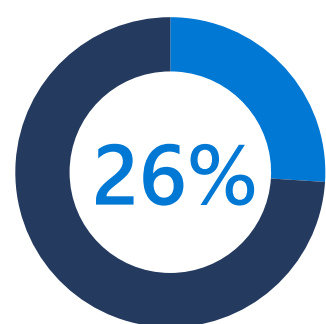
return on initial investment²



increased customer satisfaction²



faster time to insights²



lower total cost of ownership²

Azure Synapse is Azure SQL Data Warehouse evolved to a whole new level of performance and capabilities

¹ Harvard Business Review (2019), Understanding why analytics strategies fall short for some, but not for others
² Forrester, October 2019, "The Total Economic Impact of Microsoft Azure Analytics with Power BI"