

BUILDING A DATA-DRIVEN ORGANISATION

With the right data strategy, your organisation can take control of your data and get more value from it. And by nurturing a data-driven culture, you can securely put the power of data in the hands of everyone in your workforce.



CREATE A SOLID FOUNDATION

91% of global executives believe effective data and analytics strategies are essential for business transformation.^[1]

Fortune 1000 companies with mature data and analytics strategies significantly outperformed their peers:



Almost double their operating margin



\$40K more revenue per employee



More than 50% higher average net revenue income

IMPROVE DECISION MAKING

Gain more value from your data with solutions that uncover deep insights, offer real-time analytics, and automate back-end processes for quicker decision making and better customer interactions.

18T

resources in Microsoft Graph help uncover deep insights.

78%

of customers only respond to personalised content.

2 hour

productivity gains on common daily tasks by Microsoft Surface device users.

INNOVATE AND IMPROVE PERFORMANCE

Take a people-first approach to data and analytics to solve challenges, identify opportunities and spread AI and machine learning skills organisation-wide.

91%

of employees want new AI-related skills.

UP TO 42%

of finance operations can be fully automated.

39M

people served by Microsoft's Healthcare Bot service during pandemic.

DEMOCRATISE DATA AND ANALYTICS SKILLS

Organisations that embrace a data-driven culture experience a three-fold boost in revenue and four-fold boost in customer satisfaction. A data-driven culture supports the reskilling and upskilling of employees to drive innovation and productivity.



Ensure everyone has the ability to learn via workshops, self-paced training, or certifications.



Embrace responsible AI and data management to drive trust and innovation.

Together we can improve your organisation's decision intelligence to reimagine business models, improve performance and drive productivity.

[1] Harvard Business Review survey, 2019

Source: Microsoft 'Building a data-driven organisation' e-book