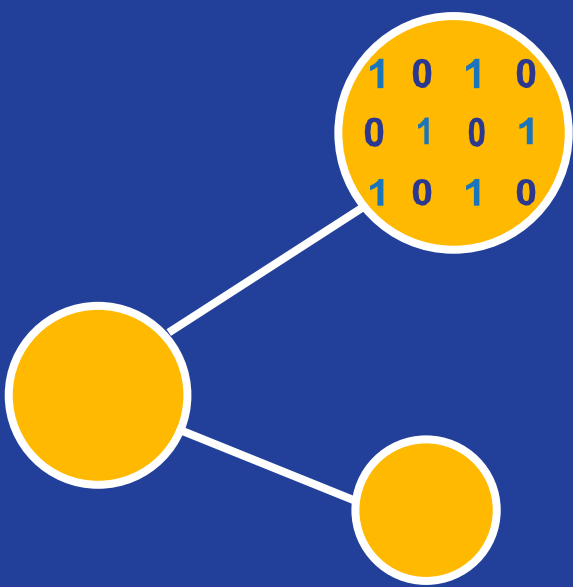# How Microsoft Cortana unlocks data's full potential

Transforming data into intelligent action

Business is being transformed by three trends
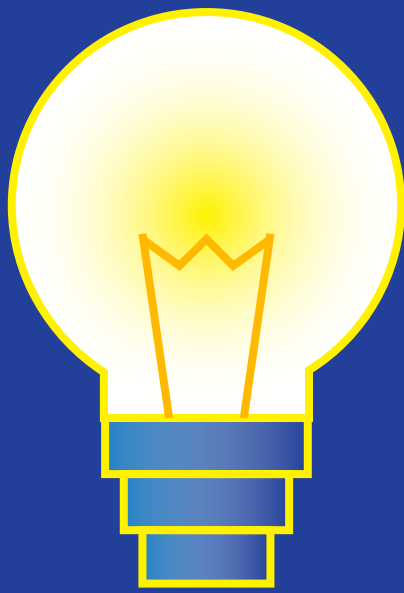
Big Data. Cloud. Intelligence.

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1 0 1 0
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Big Data

Cloud

Intelligence

How can Cortana Intelligence help you?

Improving visibility and making accurate predictions
- Remote monitoring
- Demand forecasting
- Risk and compliance management

Getting the right products to the right places
- Inventory management
- Supply chain optimization
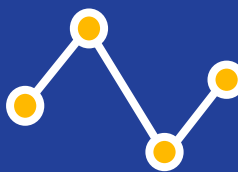- Marketing mix optimization

Offering customers exactly what they want, when they want it
- Personalized offers
- Product recommendations
- New product introduction

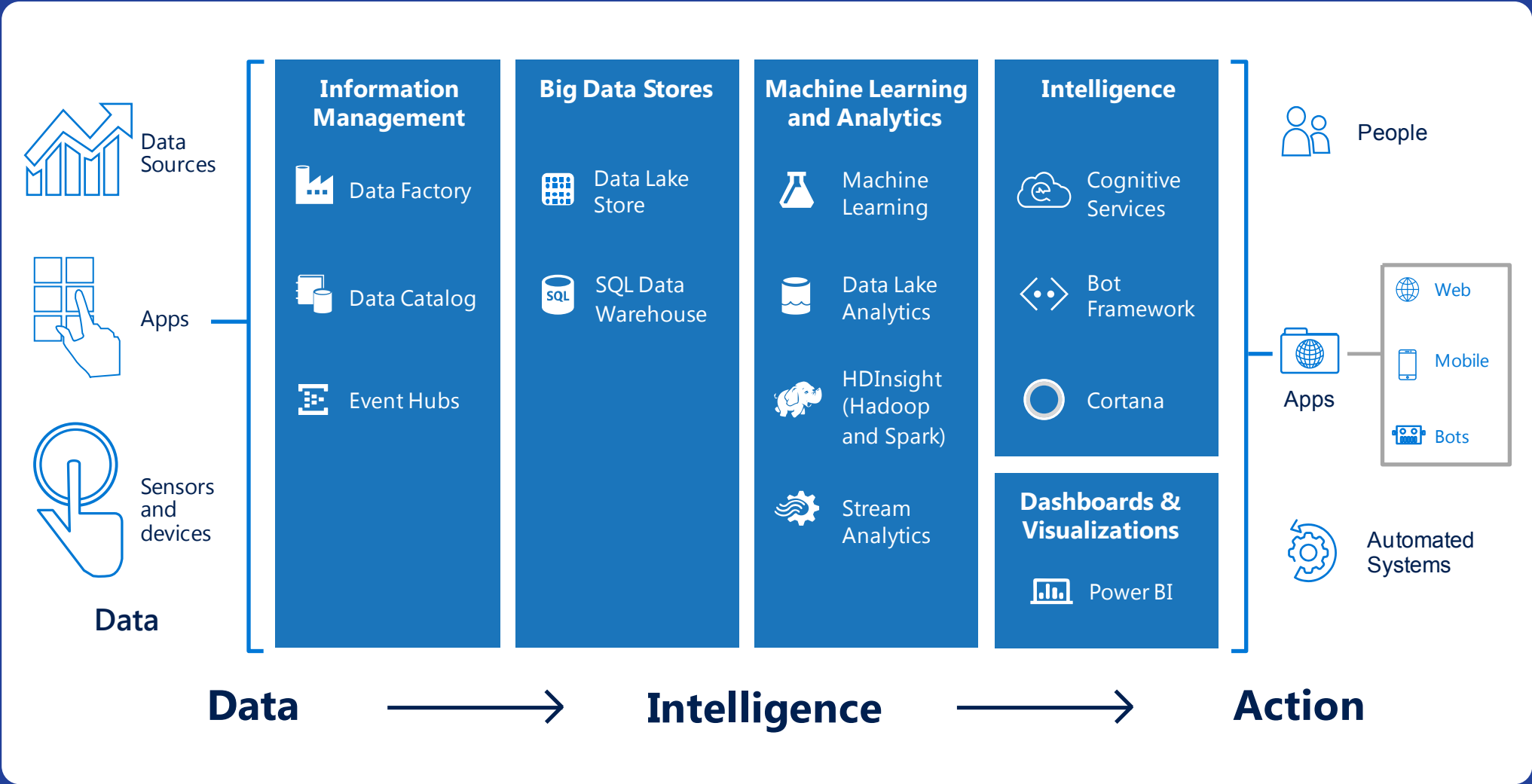**Fixing problems proactively before they start**
- Predictive maintenance
- Operational efficiency
- Customer service improvement

Exploring new business opportunities
- Cross-sell and upsell
- Product-as-a-service
- New data-driven services

Cortana transforms data into intelligent action

Data Sources	Information Management	Big Data Stores	Machine Learning and Analytics	Intelligence	People
Apps	Data Factory	Data Lake Store	Machine Learning	Cognitive Services	Apps
Sensors and devices	Data Catalog	SQL Data Warehouse	Data Lake Analytics	Bot Framework	Web
Data	Event Hubs		HDInsight (Hadoop and Spark)	Cortana	Mobile
			Stream Analytics	**Dashboards & Visualizations**	Bots
				Power BI	Automated Systems

Data → **Intelligence** → **Action**

Get more value from your enterprise data assets

Information Management
- Data Factory
- Data Catalog
- Event Hubs

Microsoft Azure Data Catalog

http://azuredatacatalog.com

Home   Discover   Publish   Settings   User

Get **more value** from your data

Microsoft Azure Data Catalog is a fully managed cloud service that serves as a system of registration and system of discovery for enterprise data sources.

Azure Data Catalog provides capabilities that enable any user – from analysts to data scientists to developers – to register, discover, understand, and consume data sources.

Spend less time looking for data and more time getting value from it. By unlocking data's full potential, you bridge gaps between IT and the business, empowering everyone to contribute their insights and drive better decisions.

Microsoft