



# Data Analytics Around the World with Azure

## CUSTOMER JOURNEY



### What's happening in the industry?



# 80%

Smartphones and tablets account for over four-fifths of all computing devices sold today.

Businesses are using social capabilities to **reach customers**, **gather market intelligence**, and **engage employees**.

As **millennial** representation **increases**, so does the expectation of a **connected**, social **workplace**.



### Why are customers moving to the cloud?



#### Identify trends

Mobile computing permeates the globe, altering workflows, communication patterns, and how we consume content.

#### Visualize data

# \$85B

The market for social technologies tops \$85 billion by **2019**.

#### Make data-driven decisions

Smart well-informed business decisions based on business-specific algorithms tailored to the business' unique needs.

IDC predicts **buyer behavior analytics** will validate 80% of all digital transactions and reduce password requirements by 50%.

Imagine the possibilities with Azure.

### Where do I start?



#### Mobile

Connect with your customers wherever they are with Mobile Backend as a Service (MBaaS). **Create tailored experiences based on your customers' interests and behavior**. Reduce your time to market with cloud services, tools, and DevOps designed for delivering mobile solutions.



#### Web

No matter what you sell, you need secure and scalable e-commerce solutions that meet the demands of both your customers and business. **Engage customers through customized products** and offers, process transactions **quickly and securely**, and focus on fulfillment and customer service.



#### Data Analytics

Deliver better experiences and make better decisions by **analyzing** massive amounts of data in real time. Get the insight you need to deliver **intelligent** actions that **improve customer engagement**, **increase revenue**, and **lower costs**.



#### Business Intel

Transform your company's data to support informed decision making. Gain deeper insight into your data to stay up to date and spot trends as they happen. With modern **business intelligence** (BI) solutions and tools, your entire organization can understand and quickly act on data.

### Why Azure?

#### Mobile

- Connect with **MBaaS** and help your customers have a better mobile experience.
- Build in the cloud, test on real devices, and distribute, while monitoring real-world usage and **analytics data**.

#### Web

- **Drive** sales and create a tailored shopping experience with **advanced intelligence** that allows you to do so efficiently and securely.
- Create **personalized** shopping experiences with **targeted** content and offers. **Increase** satisfaction through ongoing **engagement**—before, after, and at the point of sale.

#### Data Analytics

- Make more **informed decisions** that are **predictive** and **holistic** rather than reactive and disconnected by **analyzing** a diverse dataset from the start.
- **Keep** your organization's data **indefinitely**, no matter the size.
- **Uncover** insights buried in your data to optimize your business.

#### Business Intelligence

- Get the right **insight** and **integrate intelligence** securely to make **informed** business decisions.
- Better **integrate** with existing systems by choosing a **feature-rich**, **enterprise-ready** BI platform.
- Embed fully **interactive** and up-to-date **visual analytics** directly in your apps with ease.



Learn more >

Learn more about how to drive data analytics with [Azure](#).

[Mobile](#)  
[Web](#)

[Data Analytics](#)  
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