



# 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?



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?



### 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.



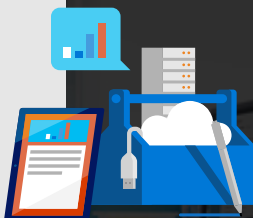
### Improve Ops

Better integrate with existing systems by choosing a feature-rich, enterprise-ready BI platform. Maximize resources, monitor access to data and assets, help ensure security and compliance—and deliver a BI solution designed for your needs.

Why Azure?

### 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. [Business Intelligence](#)