

# Move to the Intelligent Edge with Azure



## CUSTOMER JOURNEY



### What's happening in the industry?

Digital transformation is at the core of business strategies spanning all industry segments and markets.

Every day  
**2,500,000,000,000,000,000**  
(2.5 quintillion)  
bytes of data are created.

**90%**

Over 90% of the Fortune 500 are using Microsoft cloud services today.

**2.6M**

On average, the US creates 2.6M GB of internet data every minute.

**90%**

IDC indicates 90% of the data produced is unstructured.

**81%**

IDC indicates 81% of technology projects are influenced by LoB.

**2018**

Cloud services are the top IT priority for SMBs in 2018.

### Why are customers moving to the intelligent edge?



#### Edge devices—extend power

By 2020, there will be more than 250,000 unique IoT applications. 50% will never be visible but serve critical functions.

AI will allow companies to stay competitive by utilizing key technology to maximize user interaction.

#### Increase innovative digital solutions

In 2016, company investments went from \$26 billion to \$39 billion in AI.

IDC reports 67% of organizations globally have already adopted or will adopt AI.

#### Easy accommodation

Azure Machine Learning makes it easy to develop, experiment, and deploy AI models.

Seamlessly deploy and run artificial intelligence, Azure services, and custom logic directly on cross-platform IoT devices.

Enable unlimited possibilities.

### Where do I start?



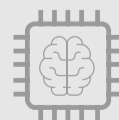
#### Artificial Intelligence

Create the next generation of applications—spanning an intelligent cloud as well as an intelligent edge powered by AI—with the Azure platform and a wide portfolio of productivity tools, including cognitive services.

### Why Azure?

#### Artificial Intelligence

- Create the next generation of intelligent apps using powerful data and Artificial Intelligence services.
- Provide AI productivity for every developer and every scenario.
- Expand possibilities with an open platform.



Learn more >

Learn more about how to Move to the Intelligent Edge with Azure.  
[AI Overview](#)  
[AI Platform Overview](#)