# Microsoft

# Move to the Intelligent Edge with **Azure**

## CUSTOMER JOURNEY
△ Azure

### 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?

## Internet of Things

Create the Internet of *Your* Things by connecting your devices, assets, and sensors to collect untapped data. Improve performance and reduce costs with remote monitoring. Predict equipment failures before they happen with predictive maintenance.

### Why Azure?

**Internet of Things**

- Predict equipment failures before they happen with predictive maintenance.
- Enhance security across devices.
- Collect and analyze data from assets to proactively plan and improve retention of the asset value.

**Learn more** ＞ Learn more about how to Move to the Intelligent Edge with Azure. Internet of Things

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