



# Do Epic Stuff with your data & app innovation solutions with **Azure** and **Arrow**

## 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.

Exploding data volumes—from traditional POS and e-commerce to new customer sentiment sources like Twitter and IoT sensors that stream data in real time.



### Why are customers moving to the cloud?



#### Identify trends

IDC predicts by 2020, 40% of e-commerce will be enabled by cognitive personal shoppers and social networks.

#### 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

Help your customers easily access valuable data on any device at any time. Create native cross-platform mobile apps, using one platform, IDE, and language for all app types. Embed fully interactive and up-to-date visual analytics directly in your apps with ease—without the time and expense of writing code.



#### Web

No matter what you sell, you need secure and scalable e-commerce solutions that meet the demands of customers and business. Leverage data and drive customer engagement 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.
- Scale as needed and distribute with a multi-model database from Azure Cosmos DB.
- Build solutions across 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 data through advanced intelligence allowing efficiency and security.
- Analyze data and create personalized shopping experiences with targeted content and offers.
- Increase satisfaction through ongoing engagement—before, after, and at the point of sale.
- Process transactions across multiple regions using Azure Cosmos DB.

#### 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.



"The shift from disparate systems, siloed markets, and no self-service capabilities to cloud-based business analysis service with real-time mobile insight into social media via HDInsight took less than nine months. It's an achievement that both Tourism Australia and BizData are proud of."

Dave Rumsey, CIO, Tourism Australia



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"To be one of the best e-commerce destinations in the US, we will have to handle millions of customers... That requires a top-class e-commerce system built on a flexible, open cloud platform. That is exactly what we got with Azure."

Mike Hanrahan, CTO, Jet.com



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"Azure is enabling us to keep up with the data deluge in the DNA sequencing space. We're not only analyzing data faster but analyzing it more intelligently. Researchers now have easier, cost-effective access to DNA sequencing tools and resources, leading to faster advancements."

Wu Feng, Professor, Virginia Tech



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"Within five weeks, we had developed a chatbot prototype with the Microsoft Bot Framework... Our Chief Information and Engineering Officer loved it and asked that we get a version into production in just two months... and that's just what we did."

Kumar Athrey, Sr. App Dev Manager Shipping Systems, UPS



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Learn more

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