Microsoft

WDW



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

CUSTOMER JOURNEY



What's happening in the industry?



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

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





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 businessspecific algorithms tailored to the business' unique needs.

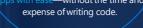
IDC predicts buyer behavior analytics will validate 80% of all digital transactions and reduce password requirements by 50%.

Imagine the possibilities with Azure.

Where do I start?



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 intera -without the time and





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 inte

Neb

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 custo engagement through customized products and offers, process transactions quickly and securely, and focus on fulfillment and customer service.



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.

actions that improve custome engagement, increase revenue, and

/ith modern (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

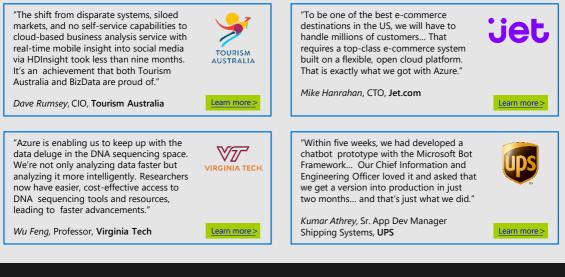
- Drive sales and create a tailored shopping experience with data through advanced intelligence allowing efficiency and security.
- Analyze data and create personalized shopping experiences with targeted content and offers.
- Increase satisfaction through ongoing engagement-before, after, and at the 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.

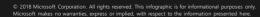
Business Intelligence

- 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. •



Learn more about how to Do Epic Stuff with Your Data with Azure. **Mobile Data Analytics** Web **Business Intelligence**





Learn more

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