

R USER CONFERENCE IN KOREA 2019 GO TO COMMUNITY!

📅 10월 25일 (금) 📍 한국마이크로소프트(더케이타워 11층)

한국R사용자커뮤니티(R Korea)

Analysis in production overview



Making sense of the growing data universe is critical...

2x

GROWTH IN ANALYZABLE DATA BY 2020¹

100x DATA CONSUMPTION BY 2020¹

TAP IN TO THE \$430 BILLION IN BENEFITS¹

“By 2020, organizations able to analyze all relevant data and deliver actionable information will achieve an **extra \$430 billion** in productivity benefits.”

1. Source: IDC “FutureScape: Worldwide Big Data and Analytics 2016 Predictions,” DOC #259835, November 2015
2. Source: IDC “FutureScape: Worldwide Cloud 2016 Predictions,” DOC #259840, November 2015

...and that data is moving to the cloud



+80%

OF ORGANIZATIONS WILL COMMIT TO HYBRID CLOUD ARCHITECTURES BY 2017²

50% OF ORGANIZATIONS USE SAAS TODAY³

PLAN AND MANAGE CLOUD SERVICES FOR 14% SAVINGS ON AVERAGE³

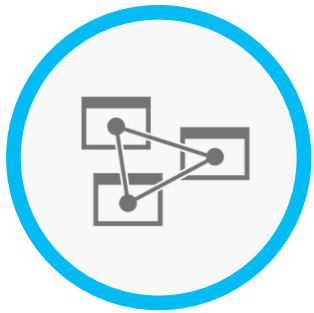
SAVINGS

- CAPEX
- Software costs
- IT staff
- Pay for what you need

3. Source: Gartner “Cost Optimization Secrets: Plan & Manage Cloud Services for 14% Savings, on Average,” ID: G00299793, March 2016

Azure Analysis Services

Enterprise grade analytics engine as a service



Build rich semantic models

Transform complex data into business user friendly semantic models



Gain insights at the speed of thought

Gain instant insights with in-memory cache using your preferred visualization tools



Proven technology

Based on powerful, proven SQL Server Analysis Services



Provision and scale with ease

Easy to deploy, scale, and manage as a platform-as-a-service solution

Organizations that harness data,
cloud, and AI outperform

Organizations that harness data, cloud, and AI outperform

**Nearly double
operating margin**

**\$100M in additional
operating income**

There are barriers to getting value from data



Data silos



Incongruent data types



Performance constraints



Complexity of solutions



Rising costs

Derive real value from your data

Data silos



One hub for
all data

Incongruent
data types



Support for diverse
types of data

Performance
constraints



Unlimited
data scale

Complexity of
solutions



Familiar tools
and ecosystem

Rising costs



Lower
TCO

On-premises, hybrid, Azure

TRANSFORM CUSTOMER EXPERIENCE

Customer satisfaction significantly improved

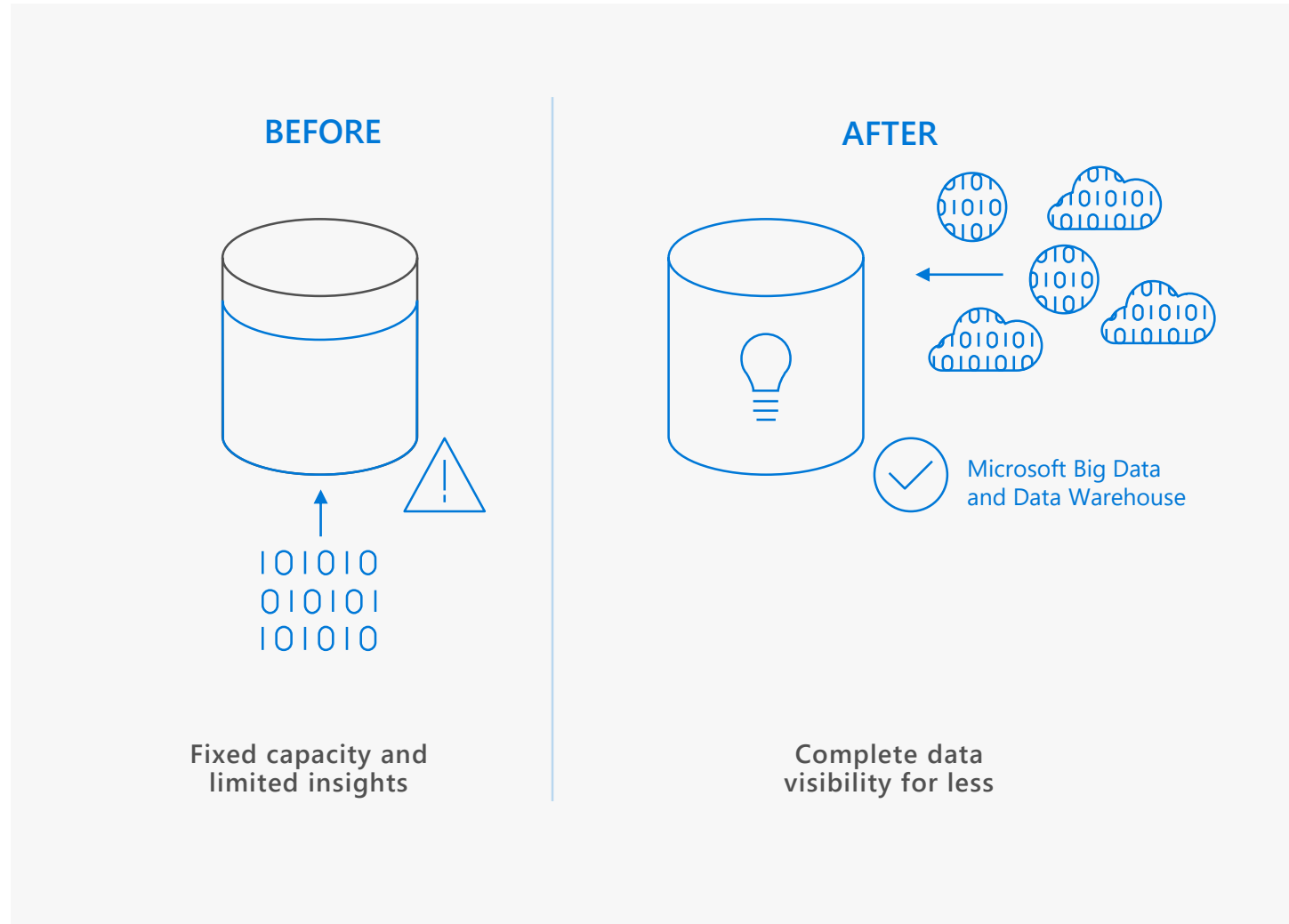
CHALLENGE

Serve customers better by analyzing usage data at massive scale with sustained inputs above one million events per second and 500GB/day

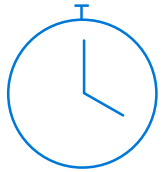
IMPACT

Reporting time for customer usage telemetry goes from **4 weeks to hours**

Development time cut 80% for shorter time-to-market, reduced costs, and improved responsiveness

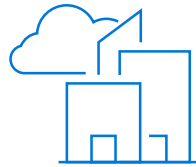


BIG DATA & DATA WAREHOUSE



Productive

Accelerate time to market



Hybrid

Evolve with your needs



Intelligent

Get insights on any data



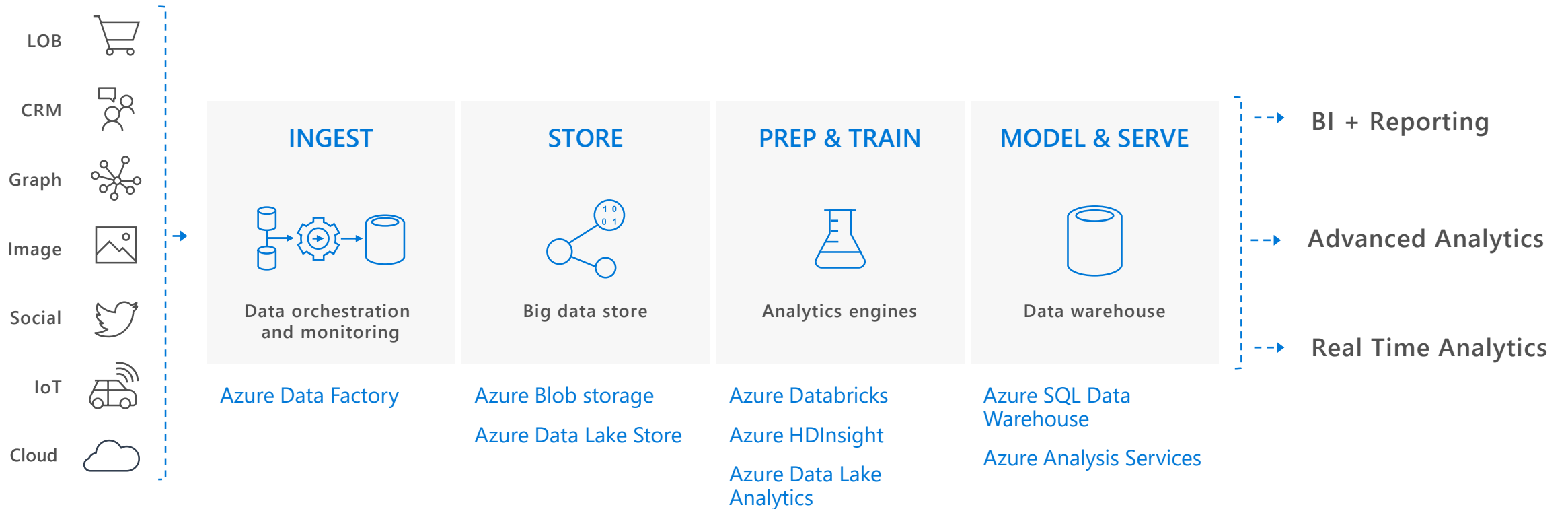
Trusted

Ensure peace of mind

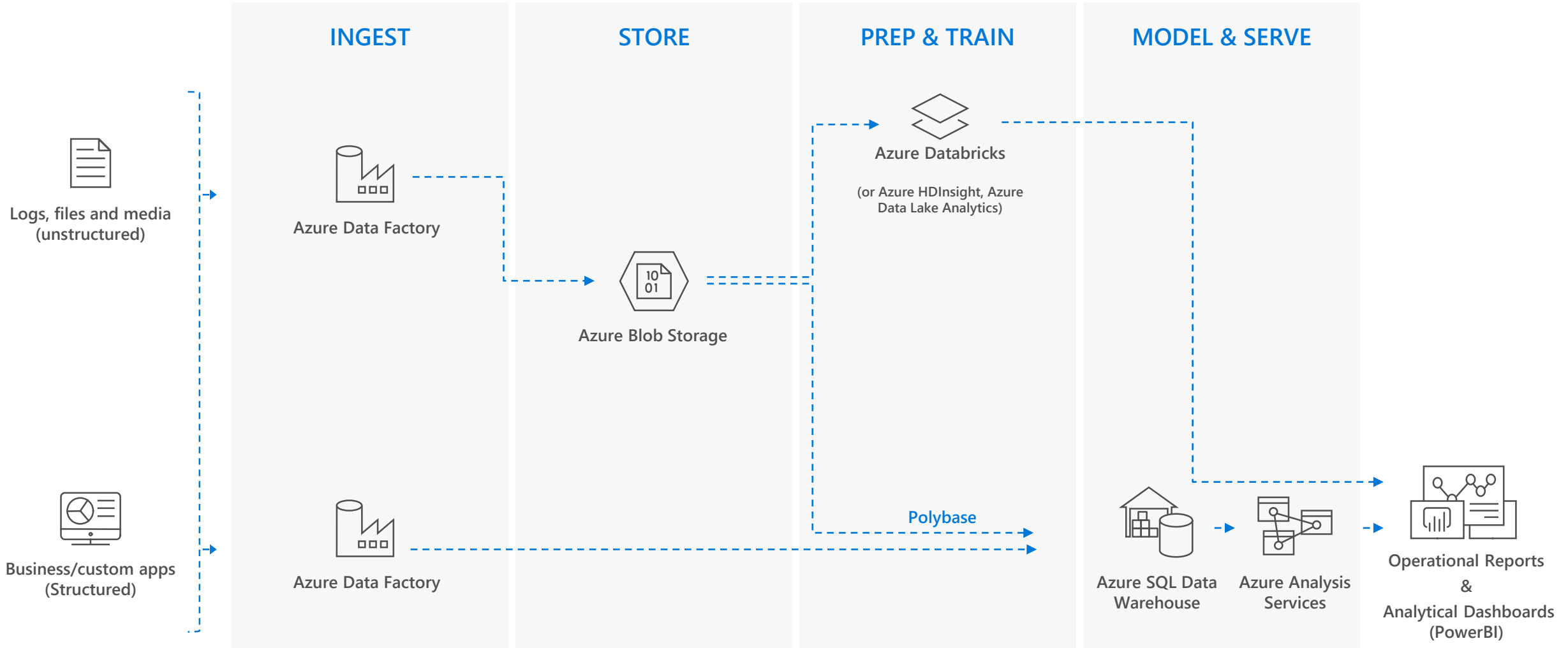
Seamlessly compatible across Microsoft, and 3rd party
BI and data integration tools

IMPLEMENTING
COMMON CUSTOMER PATTERNS

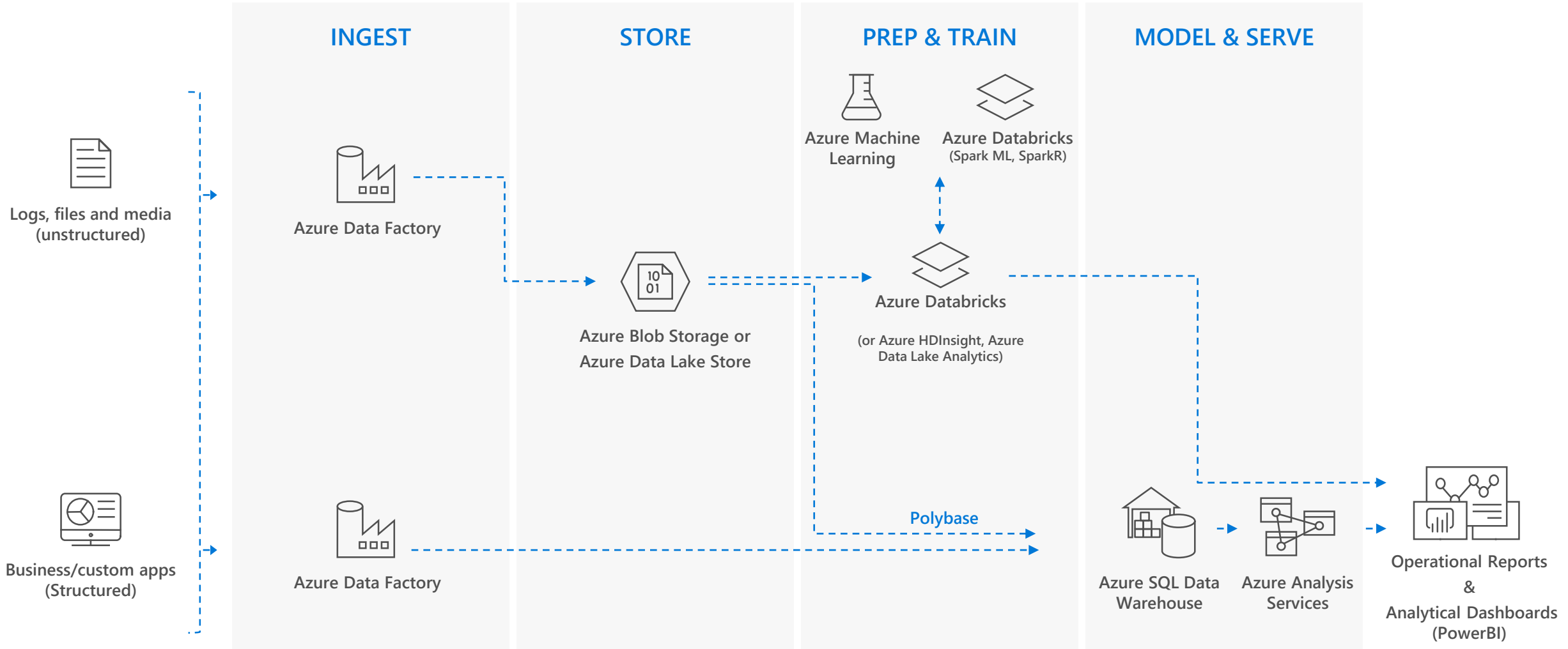
BIG DATA & DATA WAREHOUSE



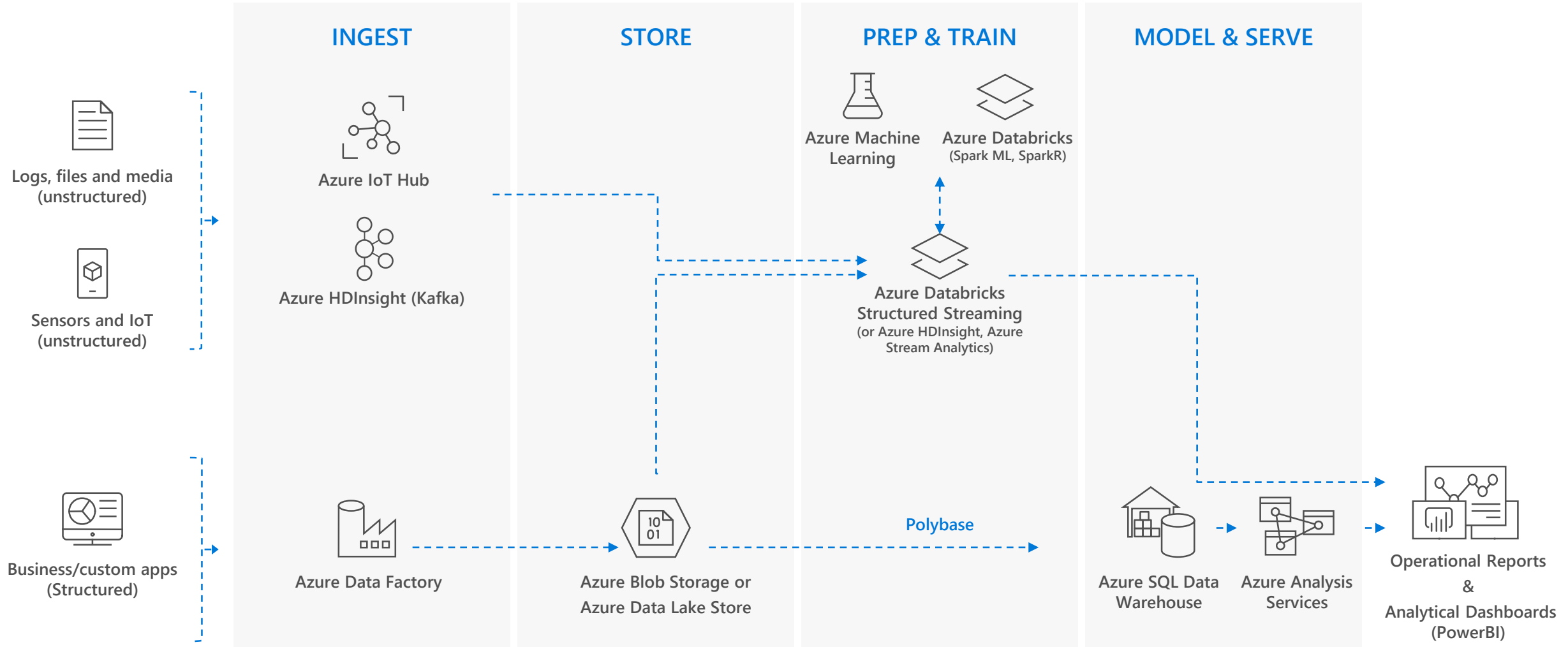
MODERN DATA WAREHOUSE



ADVANCED ANALYTICS



REAL TIME ANALYTICS



BIG DATA & DATA WAREHOUSE IMPACTS ALL VERTICALS



Manufacturing

Eliminate downtime and increase efficiency by enabling better predictive maintenance for your capital assets.



Banking

Minimize losses with more accurate fraud detection and assess exposure to asset, credit and market risk using a holistic approach



Healthcare

Boost operational efficiency and improve patient care experience with intelligent detection and in time service.



Government

Empower citizens and improve their engagement with relevant information and personalized citizen services.



Retail

Turn individual customer interactions into contextual engagements and increase customer satisfaction with highly personalized offers and content



Rolls Royce decreases costs with Predictive Maintenance



Heartland Bank prevents fraud and boosts profits



The UK NHS transforms healthcare with faster access to information.



City of Barcelona boosts citizen unsegmented with intelligent app



Jet.com transforms customer engagement with truly aerosolized experience



© 2018 Microsoft Corporation. All rights reserved. Microsoft, Windows, and other product names are or may be registered trademarks and/or trademarks in the U.S. and/or other countries. The information herein is for informational purposes only and represents the current view of Microsoft Corporation as of the date of this presentation. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information provided after the date of this presentation. MICROSOFT MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS PRESENTATION.