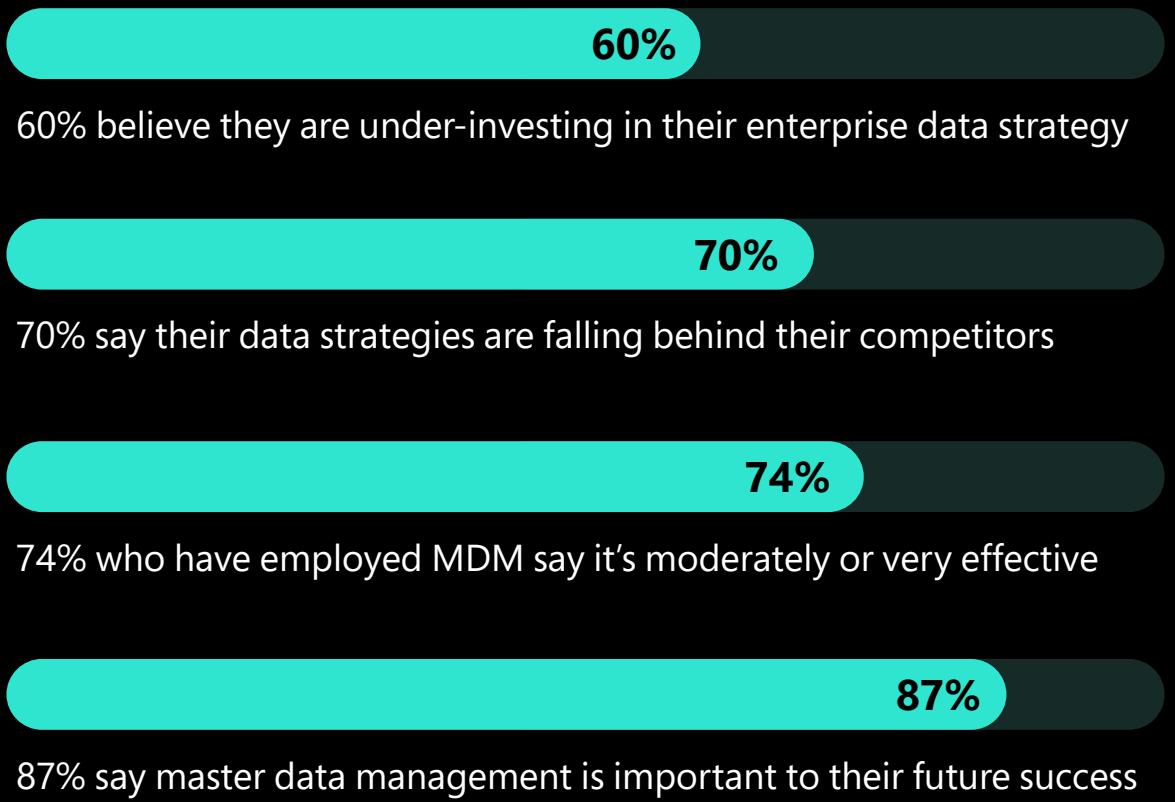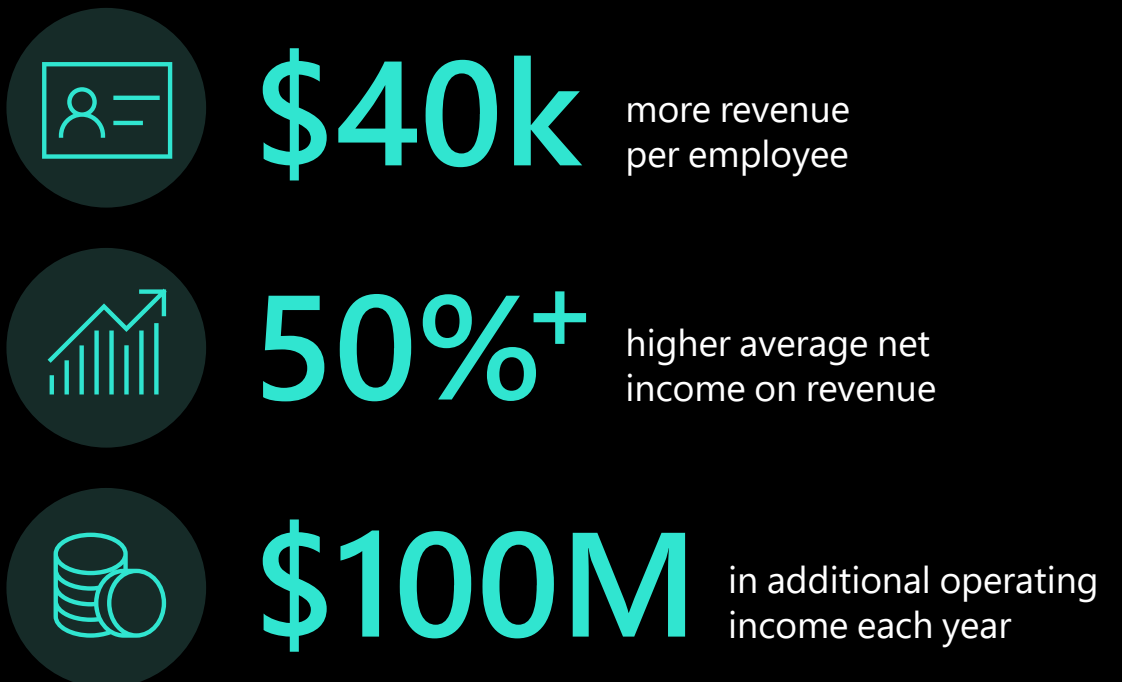**Microsoft**

Generate powerful insights
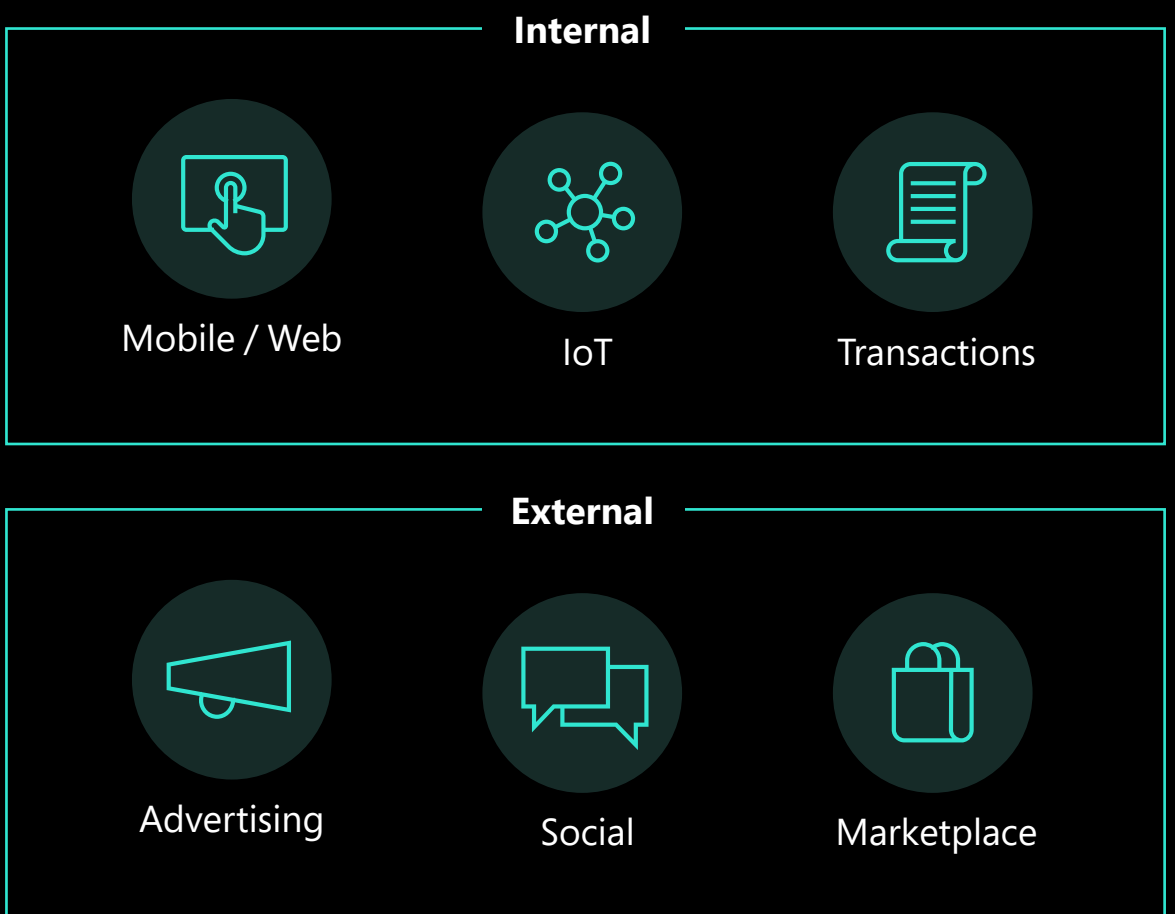# with Azure Synapse Analytics

Executives seem aware that a data and analytics strategy goes hand in hand with business success[1]

60%

60% believe they are under-investing in their enterprise data strategy

70%

70% say their data strategies are falling behind their competitors

74%

74% who have employed MDM say it's moderately or very effective

87%

87% say master data management is important to their future success

Companies that take control of their data outperform the competition[2]

$40k more revenue per employee

50%+ higher average net income on revenue

$100M in additional operating income each year

Eliminate data silos with industry database templates

Internal

Mobile / Web

IoT

Transactions

External

Advertising

Social

Marketplace

[1]Source: Pulse Survey, Harvard Business Review, 2019
[2]Source: Keystone Strategy, 2016