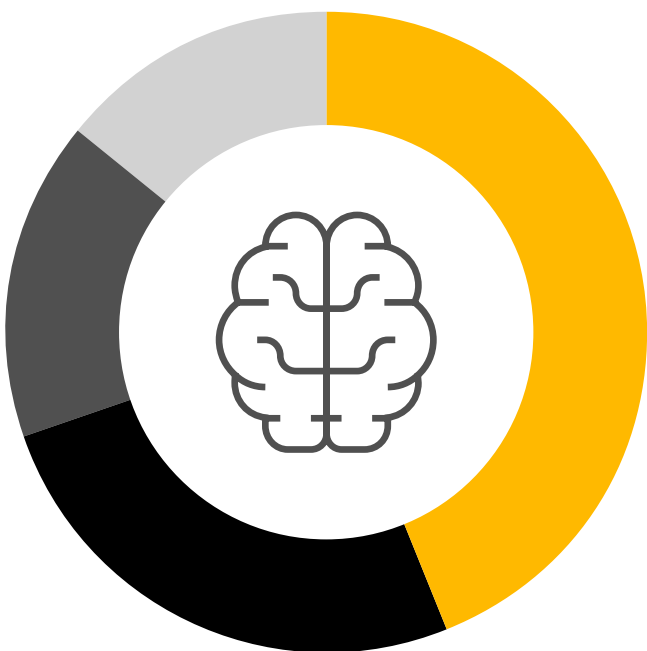■■ Microsoft

Leveraging AI to improve
ROI and performance

Unlock the value of your data and reduce costs with Azure's integrated data and AI platform

$3.9T global business value derived from AI by 2022

Global spending on artificial intelligence technologies will double to $110 billion by 2024 as AI use grows to bolster the competitiveness and digital transformations of more businesses and other organizations[1]

- Decision support
- Smart products
- Decision automation
- Virtual agents

The AI opportunity is here, and companies know they must act

Within the next two years, companies expect to increase their use of AI[2]

- 61% Significantly more
- 34% Somewhat more

70%
AI use cases are no longer experimental and have viable business uses[2]

84%
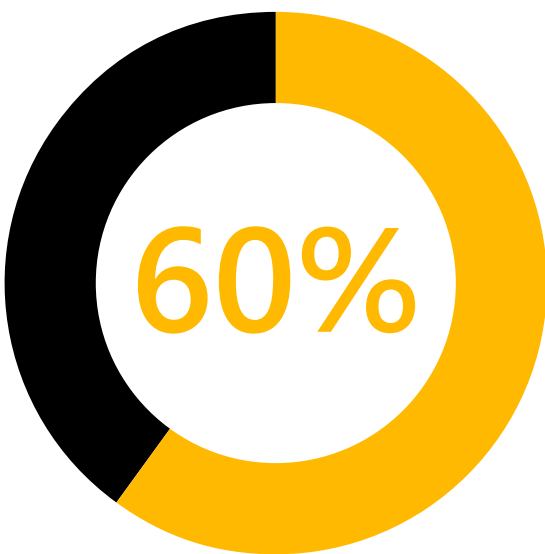Our business must implement AI to maintain competitiveness in our industry[2]

84%
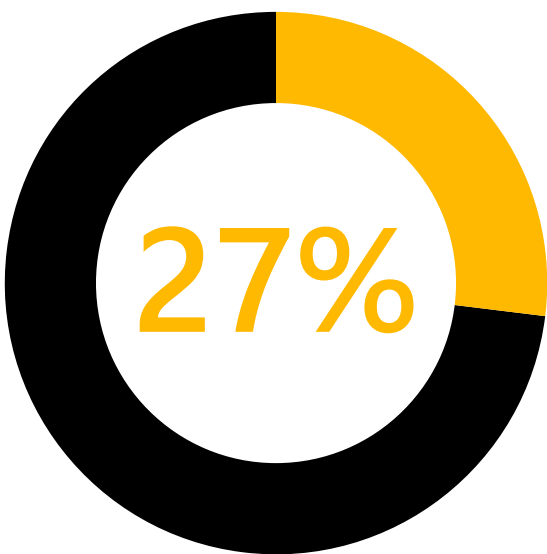The opportunity with AI is bigger today than it has ever been[2]

(Showing percent of respondents who "agree" or "strongly agree")

Eliminate redundancies, while reducing deployment costs and vendor management overheads when you automate processes with Azure AI
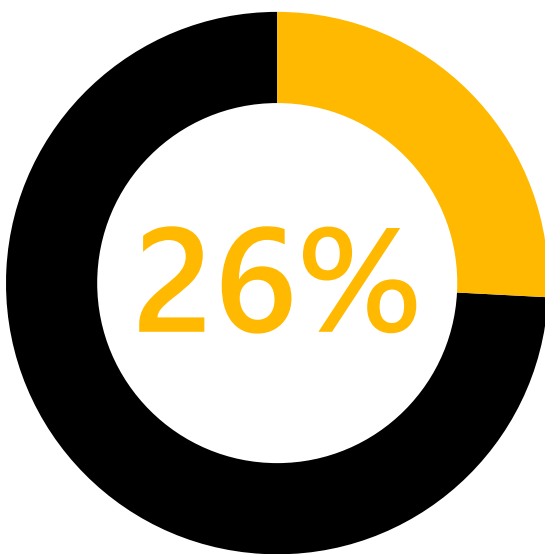
271% return on initial investment with Azure Synapse Analytics with Power BI[3]

60%
Increased customer satisfaction[3]

27%
Faster time to insights[3]

26%
Lower total cost of ownership[3]

[1]IDC, "Worldwide Artificial Intelligence Spending Guide."
[2]Forrester, "Forrester TDM report: Fuel Application Innovation with Specialized Cloud AI Services," October 2021.
[3]Forrester, "The Total Economic Impact of Microsoft Azure Analytics with Power BI," October 2019.