

Four steps to supercharge your analytics



1 Unify your data

Get all your data—from Tableau, Qlik, and Power BI—into one place



Increase usable data sets

See a **tenfold increase** in customer data sets that can be effectively handled¹



Improve reporting

Reduce data analytics reporting granularity from **1 day to 15 minutes**²

Consolidate data silos and unify dissimilar data

Bring your data together into a modern cloud data warehouse solution with Azure Synapse Analytics.

[LEARN MORE ABOUT AZURE SYNAPSE ANALYTICS](#)

By 2020,
Anheuser-Busch InBev will consolidate their physical datacenter locations by

56%



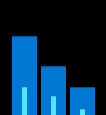
Anheuser-Busch InBev success

Anheuser-Busch InBev was able to unify their global investments and consolidate their data in a modern data warehouse with Azure.

[READ CASE STUDY](#)

2 Deliver data insights to everyone

Provide data availability and reporting to everyone in your organization



Query and visualize your data

Create **customized dashboards** from all of your business data in seconds



Explore your data in new ways

Create **dynamic reports** to gain a fuller view of your data and **uncover new insights**



Let your data work for you

Quickly gain a **360-degree view** of your business to get answers and tell your data's story

Learn more

Analyze and visualize your data with a combination of Power BI and Azure Synapse Analytics.

[CONNECT POWER BI WITH AZURE SYNAPSE ANALYTICS](#)

Coloplast has **8 production facilities** and a global reach that spans

138 countries

That is **70%** of all countries on Earth

Coloplast success

Using Azure technologies, Coloplast drove better business decision making by improving data accessibility.

[READ CASE STUDY](#)

3 Connect data analysis and profitability

Drive real-time insights and returns on investment



Start quickly and scale efficiently

Deploy **solutions within seconds**, and pay only for what you use



Transform complex data into one version of the truth

Combine data from many sources to give your users an **all-up view**



Match performance to the speed of business

Reduce time-to-insights on large and complex data sets

Learn more

Increase the profitability of your data with the combination of Power BI and Azure Synapse Analytics.

[SEE HOW AZURE SYNAPSE ANALYTICS COMPARES](#)

Analytics in Azure is up to

14x faster

and costs **94% less**

than other cloud providers²

Fast Shop success

By using Azure technologies, Fast Shop was able to increase revenue and empower their sales team through data-driven insights with Azure.

[READ CASE STUDY](#)

4 Innovate through the cloud

Let your data transform your business by migrating it to the cloud



Assess

Set your **data priorities** and objectives



Migrate

Select and apply a **migration strategy**



Optimize

Govern and monitor your cloud applications



Secure and manage

Protect and manage your cloud environment

Learn more

Get the tools and resources you need to migrate your data at your own pace, with confidence, through the Azure migration center.

[VISIT AZURE MIGRATION CENTER](#)

Maersk Line saved **90%** of employee time previously spent on manual data discovery and governance, resulting in

10x faster processes



Maersk Line success

By migrating to Microsoft Azure, Maersk Line was able to more accurately track customer cargos, reduce costs, and maintain its competitive edge.

[READ CASE STUDY](#)

Get started with Azure Synapse Analytics



Security and privacy

Provides industry-leading end-to-end **security and compliance** features



Query performance

Outperforms Google BigQuery and Amazon Redshift in industry benchmarks²



Price performance

Up to **14 times faster** and costs **94 percent less** than other cloud providers²



Simply unmatched

Reach your data goals through the unmatched power of Azure Synapse Analytics

Price-performance comparison. Lower is better.

TPC-H results	
Microsoft Azure	\$33
AWS Redshift	\$48
Snowflake Standard	\$103
Google BigQuery	\$564

TPC-DS results	
Microsoft Azure	\$153
AWS Redshift	\$286
Snowflake Standard	\$309
Google BigQuery	\$1,310

[Get started for free](#)

¹ A Forrester Total Economic Impact Study.
² Performance and price-performance claims based on data from a study commissioned by Microsoft and conducted by GigaOm in January 2019 for the GigaOm Analytics Field Test-H benchmark report and March 2019 for the GigaOm Analytics Field Test-DS benchmark report. Analytics in Azure is up to 14 times faster and costs 94 percent less, according to the GigaOm Analytics Field Test-H benchmark, and is up to 12 times faster and costs 73 percent less, according to the GigaOm Analytics Field Test-DS benchmark. Benchmark data is derived from recognized industry standards, TPC Benchmark™ H (TPC-H) and TPC Benchmark™ DS (TPC-DS). The GigaOm Analytics Field Test results are based on query execution performance testing of 66 TPC-H-like queries for TPC-H and 309 TPC-DS-like, conducted by GigaOm in January 2019 and March 2019, respectively, testing commissioned by Microsoft. Price-performance is calculated by GigaOm as the GigaOm Analytics Field Test-H / GigaOm Analytics Field Test-DS metric of cost of ownership divided by composite query. Prices are based on publicly available US pricing as of January 2019 for the GigaOm Analytics Field Test-H queries and March 2019 for the GigaOm Analytics Field Test-DS queries. Actual performance and prices may vary. Both the GigaOm Analytics Field Test-H and Test-DS is derived from the TPC-H and TPC-DS benchmarks and as such is not comparable to published TPC-H or TPC-DS benchmarks results, as the GigaOm Analytics Field Test-H and GigaOm Analytics Field Test-DS does not fully comply with the TPC-H or TPC-DS benchmark. [Learn more about the GigaOm analytics field tests.](#)