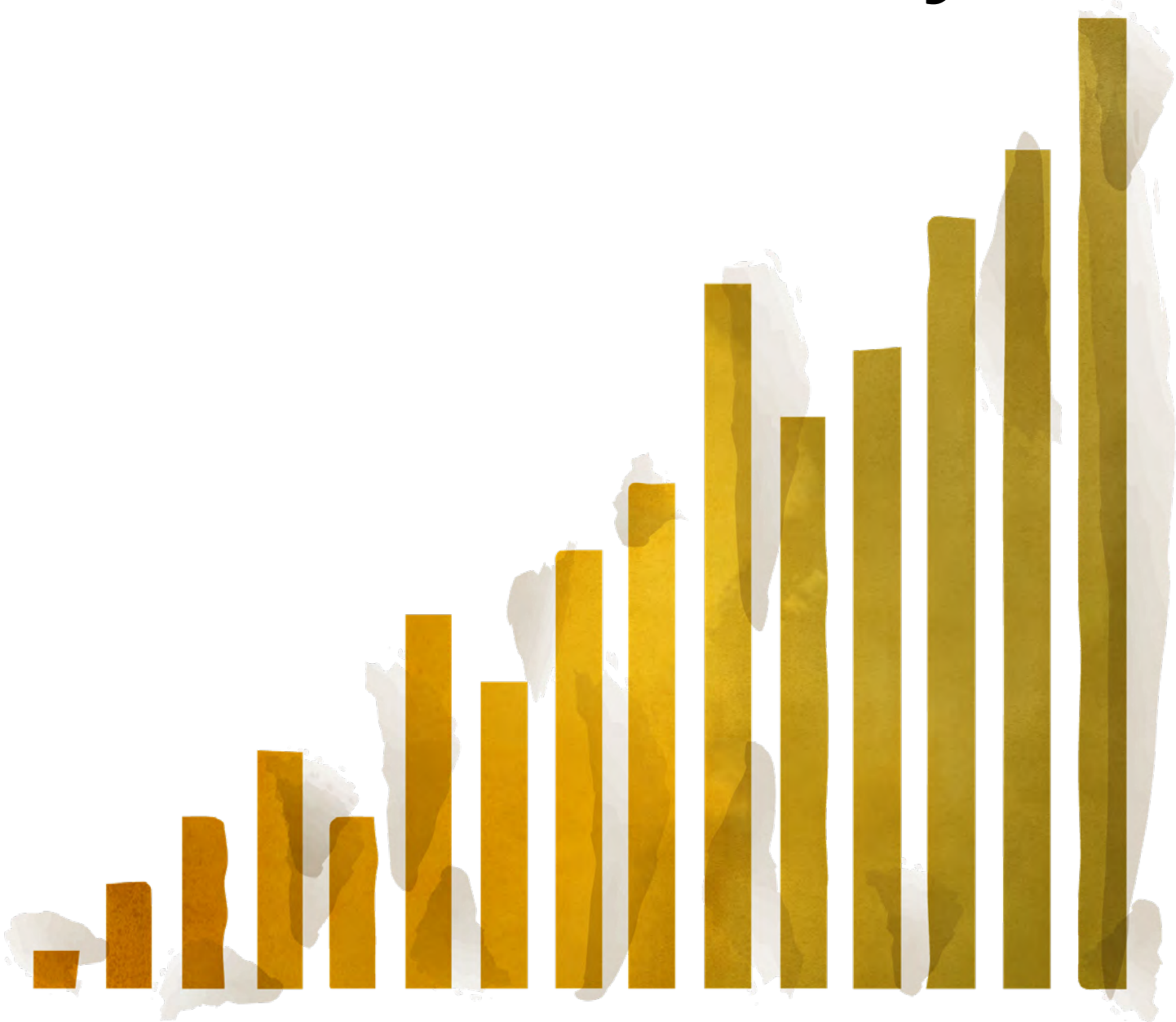


Business Insights and Analytics: A Guide to Flexibility



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The ability to understand what's happening in the moment is more valuable than ever. And the ability to make confident decisions based on that understanding is essential for helping your organisation thrive – no matter where your team works.

Improve your organisation's flexibility with an analytics service that helps you make informed decisions quickly, share insights across your organisation and generate actionable predictions.

In this guide, you'll consider your organisation's analytics goals – and discover steps you can take now to strengthen your analytics program with Microsoft Azure.

Make informed decisions quickly

Generate actionable insights from your data in an instant.

Questions to consider	Recommended activities
1. How can I scale my analytics program to use all of my data effectively?	Start by using the same analytics system for all your data across both data warehouses and big data analytics systems.
2. How can my organisation foster a culture of data-driven decision making?	Make insights accessible by applying machine learning models to all your intelligent apps.
3. How can I reduce project development time and costs?	Implement a unified experience for developing end-to-end analytics solutions.
4. Is my organisation's data secure and compliant?	Access advanced security and privacy features to protect your data.

➔ **Get started with these resources:**

- [Watch a video introduction](#) to Azure Synapse Analytics.
- [Learn more](#) about Azure Synapse Analytics.
- [Explore how to get started](#) with Azure Synapse Analytics.

Unify my organisation's data

Improve your analytics capabilities by bringing all your data together.

Questions to consider	Recommended activities
1. How can I start moving my organisation's BI and big data investments to the cloud?	Unify your data with a single analytics service for all your data warehousing and big data needs.
2. How do I generate comprehensive insights based on data from multiple sources?	Allow data engineers, data scientists and database administrators to collaborate with a unifying analytics service.
3. How can my organisation benefit from an analytics service in the cloud?	Discover actionable insights from all of your data quickly and cost-effectively.

➔ Get started with these resources:

- Discover [four ways to maximise your business intelligence investments](#).
- [Read how Anheuser-Busch InBev is using Azure](#) to break down data silos and build a global analytics platform.

Make insights more accessible

Foster a data-driven culture by making insights and analytics tools accessible to more people in your organisation.

Questions to consider	Recommended activities
1. Is my organisation getting the most out of our BI and analytics investments?	Get more from your BI and analytics tools with a service that supports big data and data warehousing.
2. How can I incorporate predictive analytics and advanced machine learning into my organisation's processes?	Make analytics more accessible by combining all your data into a single authoritative source.
3. How can I give more people at my organisation access to analytics reporting?	Consolidate data governance while still supporting personalised, custom dashboards.

→ Get started with these resources:

- Learn how to [foster a data-driven culture](#) at your organisation with timely insights.
- [Take a tour](#) of Azure Synapse Analytics.

Reduce costs using data analysis

Improve your return on investment when you migrate to a cloud analytics platform.

Questions to consider	Recommended activities
1. How can my organisation reduce time to insight?	Apply intelligent analytics to your data and go from hypothesis to validation in minutes.
2. How can I maintain cost-efficiency while continuing to access innovative analytics features?	Get analytics tools that scale according to your business needs – and pause your service anytime.
3. How can I reduce costs on projects with a high capital expenditure?	Reduce hardware and infrastructure costs by migrating to the cloud.
4. How can I drive business value with analytics?	Use predictive models and advanced analytics to optimise your business processes and find new opportunities.

➔ Get started with these resources:

- [Learn how to respond, adapt and save](#) with analytics and AI solutions.
- See [how Azure Synapse Analytics compares in price-performance](#).

Generate proactive insights

Take advantage of key insights and forecasts to help anticipate customer needs.

Questions to consider	Recommended activities
1. How can I integrate analytics across all my systems and tools?	Unify data silos and build a single end-to-end analytics platform to support all your business activities.
2. How can I deliver actionable results, recommendations and key insights from my organisation's data?	Unify self-service, BI and enterprise reporting, and use automation to uncover even more insights.
3. How can I provide clear and regular reporting to my leadership team?	Generate reports that make it easier for more people at your organisation to understand and work directly with data.
4. How can I use data to improve customer experience?	Use your data to build a holistic view of customers and tailor interactions at scale using contextual insights.

→ Get started with these resources:

- Help your team members [discover insights hidden in your data](#) with Microsoft Power BI.
- Learn how to understand your customers and respond to their needs with [Dynamics 365 Customer Insights](#).

Build a flexible, future-focused workplace with analytics and insights

By taking steps to understand your data and using it to inform your decision-making, you can get started on a plan that will strengthen your organisation's flexibility.

Put all your data to work – and generate insights that can be transformed into action with Azure solutions like Power BI, Azure Synapse Analytics, Azure Machine Learning and Dynamics 365 Customer Insights.

Get help planning and implementing your analytics program with Azure or get more information about any of the recommendations in this guide by contacting a Microsoft sales specialist.