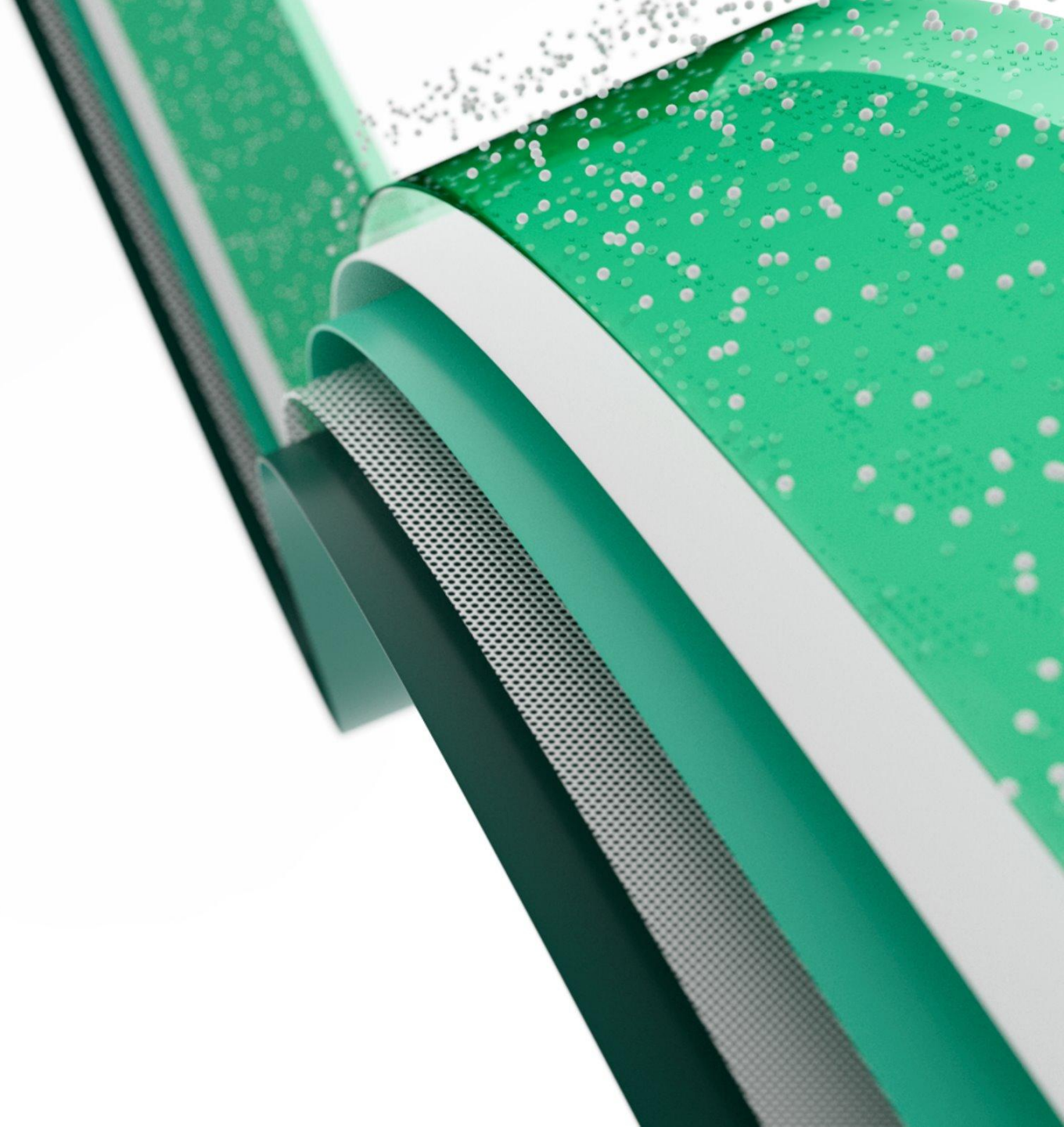


Microsoft Fabric



Microsoft Azure Priorities



Migrations

VMWare, Windows
& SQL, SAP (RISE)



AI

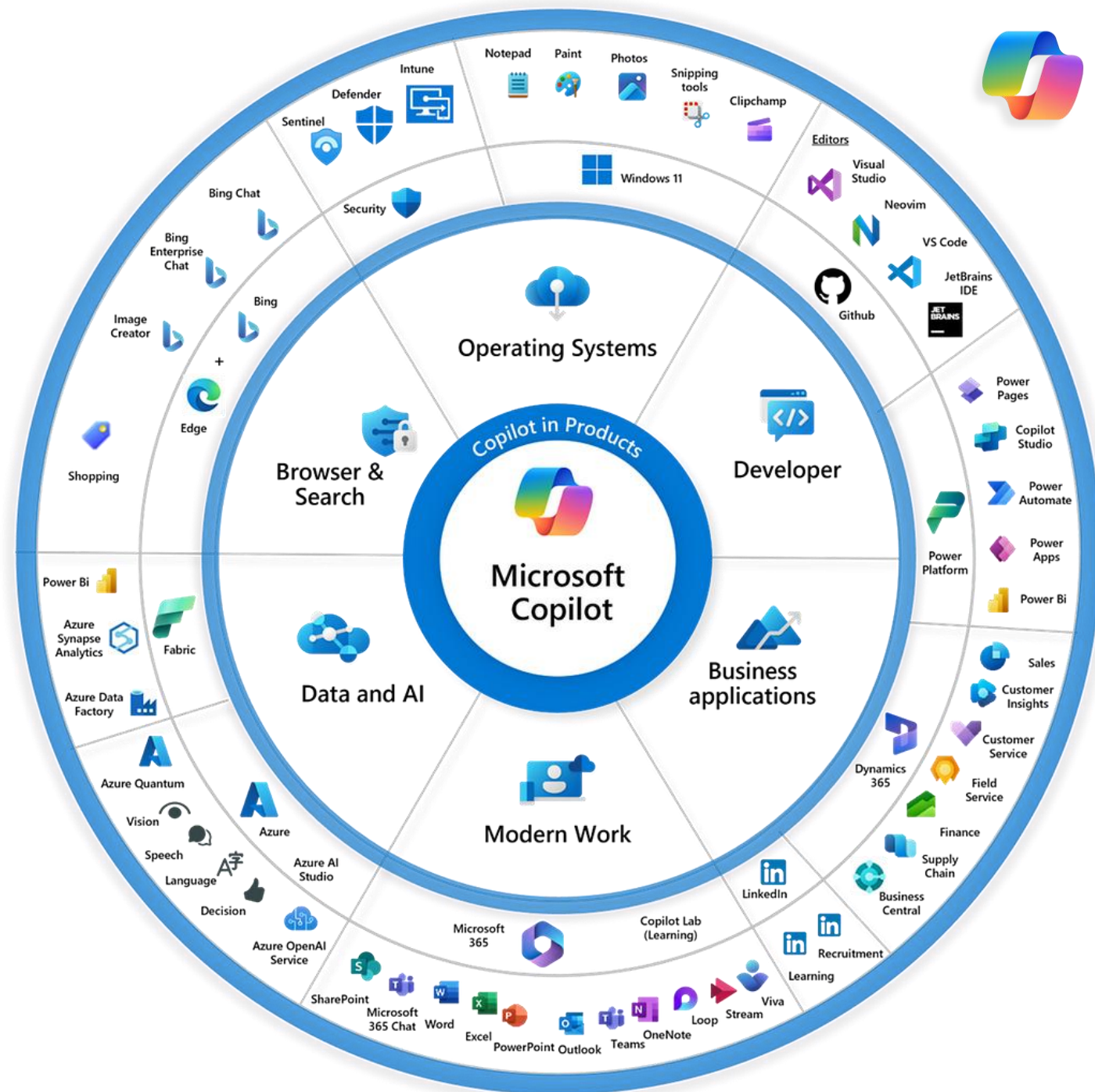
AI Design Wins



Analytics

Microsoft Fabric

Copilot Everywhere!



Microsoft's AI advantage

The **proven leader** for AI transformation

Extensible, AI-first apps in the context of your work



Build your own transformational AI experiences



World's most loved developer tools



1,600+ frontier and open-source AI models



Unified data estate integrated with an end-to-end AI toolchain



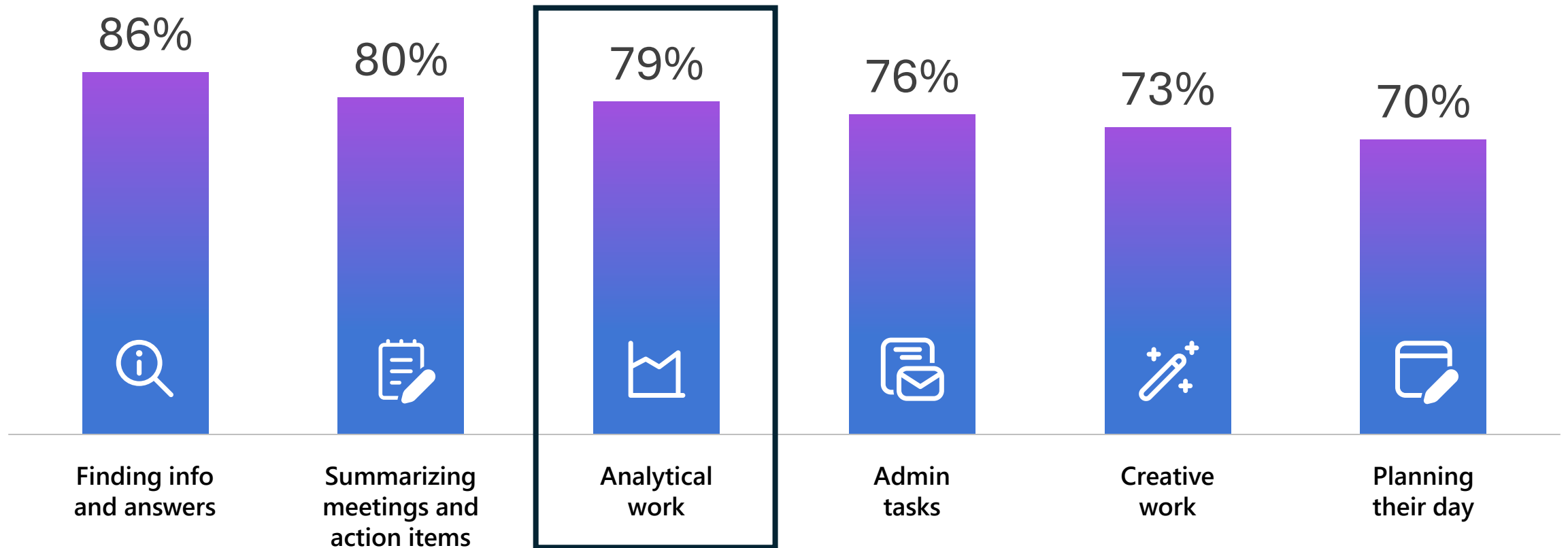
Enterprise-grade security and compliance



Leaders in trustworthy AI



What employees want from AI



Getting AI-Ready



AI platform

AI, LLMs and
Machine Learning

+



Data platform

Data

[Data model](#) of structured and
unstructured data

[Collocating the data](#) with algorithm
for congruency and low latency



App platform

Apps

[Intelligent apps](#) require
app [modernization](#)

Collocating the app and algorithm for
better performance and experience¹



Infrastructure

Scale & Flexibility

[Flexibly scale](#) compute, network,
storage etc. [cost effectively](#)

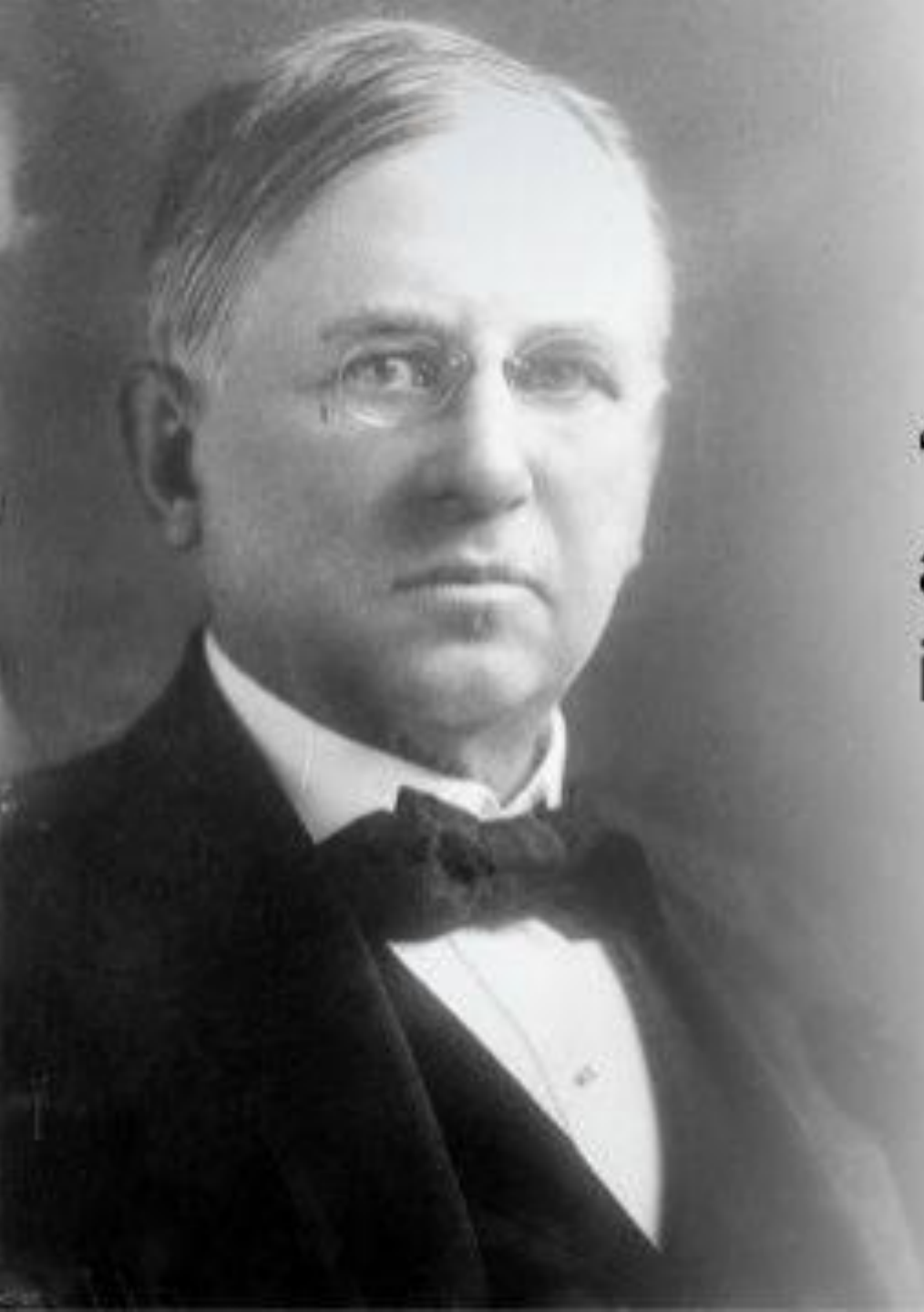
Requires infrastructure decisions on
cloud foundations and landing zones

Security platform

[Get more comprehensive with security](#). Secure your data, AI and application estate from sophisticated threat vectors
41% of organizations reported they have previously had a known AI privacy breach or security incident²

Cost & Governance

[Manage](#) and [monitor](#) to drive cost savings and measure ROI of your AI models with scale
[Control](#) and [comply](#) using the most advanced set of governance capabilities of any cloud provider

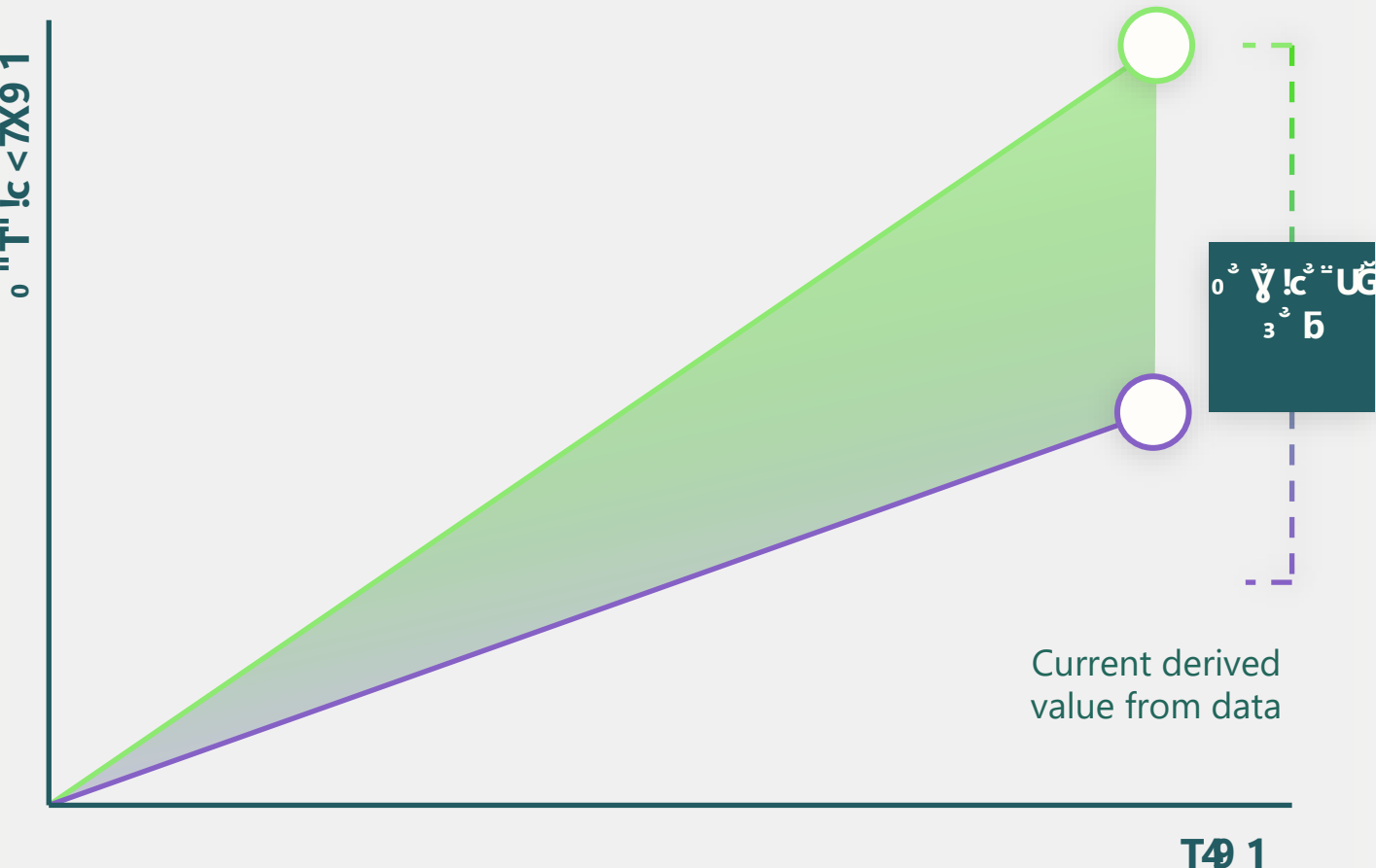


“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

John Wanamaker

US department store merchant (1838 - 1922)

Percentages



75%

of leaders say a data-driven culture is very or extremely important to their organization's overall success

Only 32%

of companies realized tangible value from data with their current tools

["Transforming data into business value through analytics and AI," HBR, 2023](#)
["Unlock greater value with a data-driven operating model," Accenture, August 2022](#)

Outcomes to expect from a Data Strategy

Improved Decision-Making



Data-driven insights enable better, informed decisions across all levels of the organization

Enhanced Operational Efficiency



Streamlined processes, automation, and optimized resource allocation lead to efficiency gains

Increased Revenue Generation



Leveraging data for customer segmentation, personalized marketing, and product/service enhancements drives revenue growth

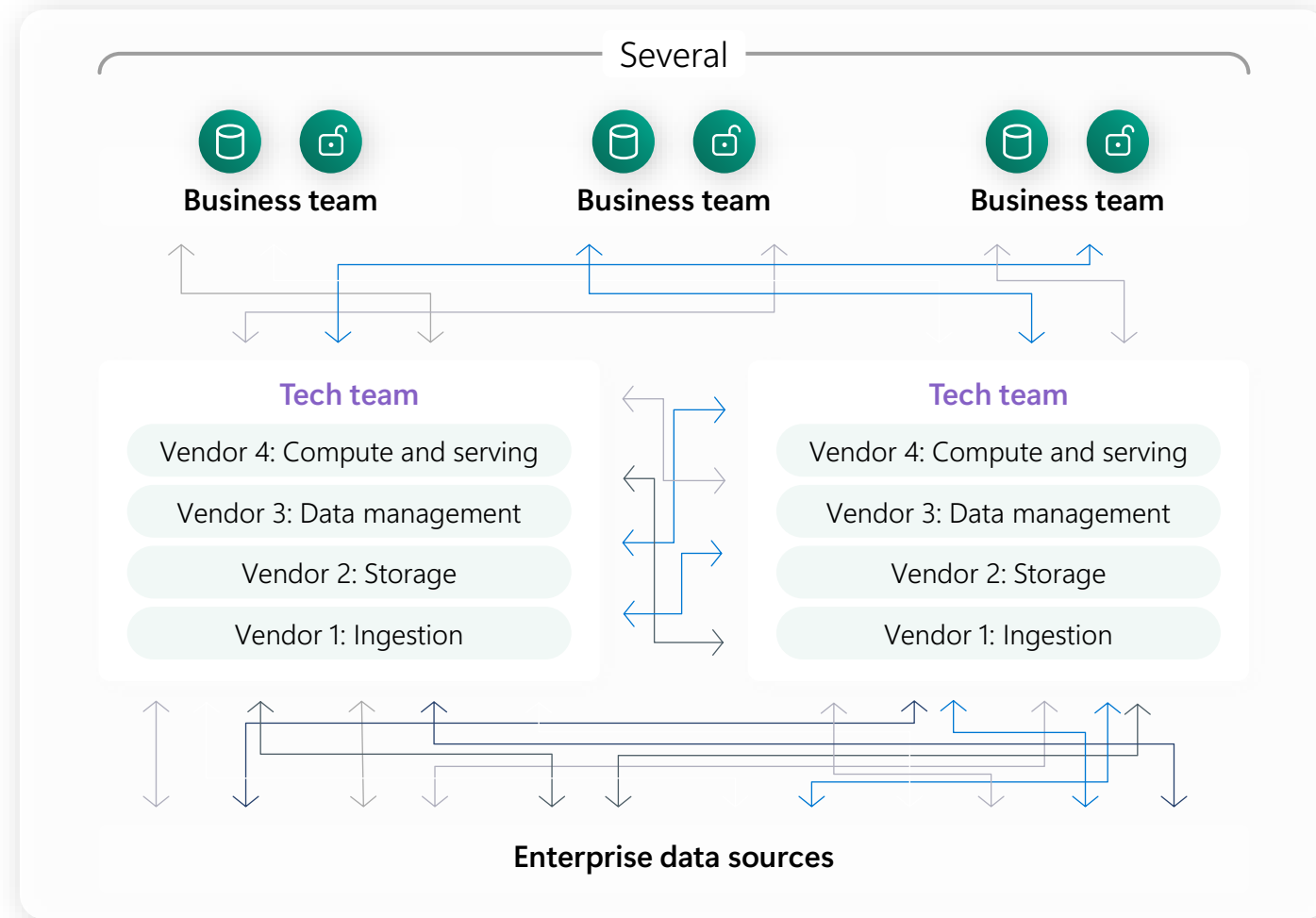
Better Customer Experience



Personalization, targeted communication, and improved services enhance customer satisfaction

The evolution of the data platform

A complex, organically evolved data estate



1

Siloed Data

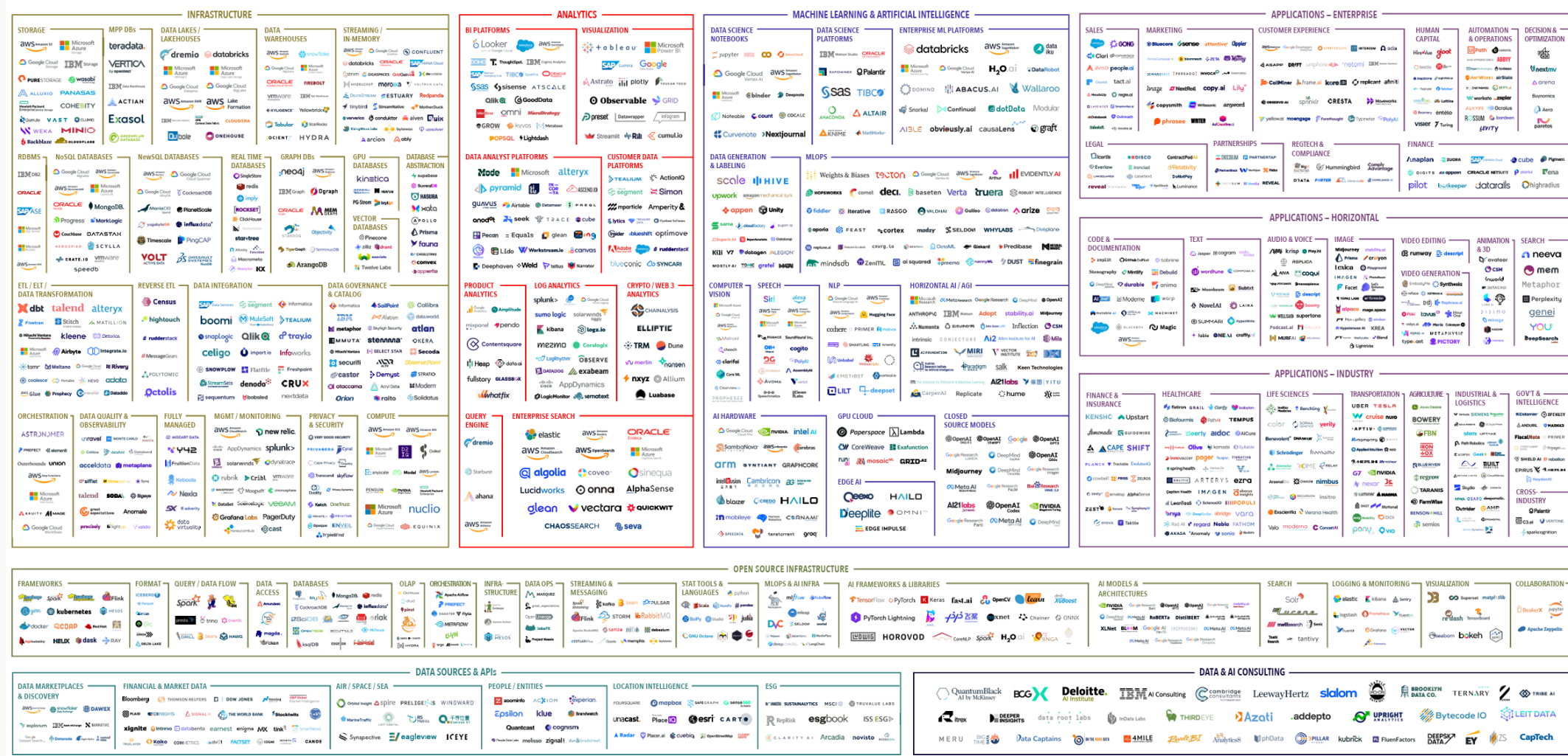
2

Poor Data Quality

3

Compliance Risk

Customers enhancing their data estate face immense complexity



Version 1.0 - Feb 2023

© Matt Turck (@mattturck), Kevin Zhang (@kevinzhang) & FirstMark (@firstmarkcap)

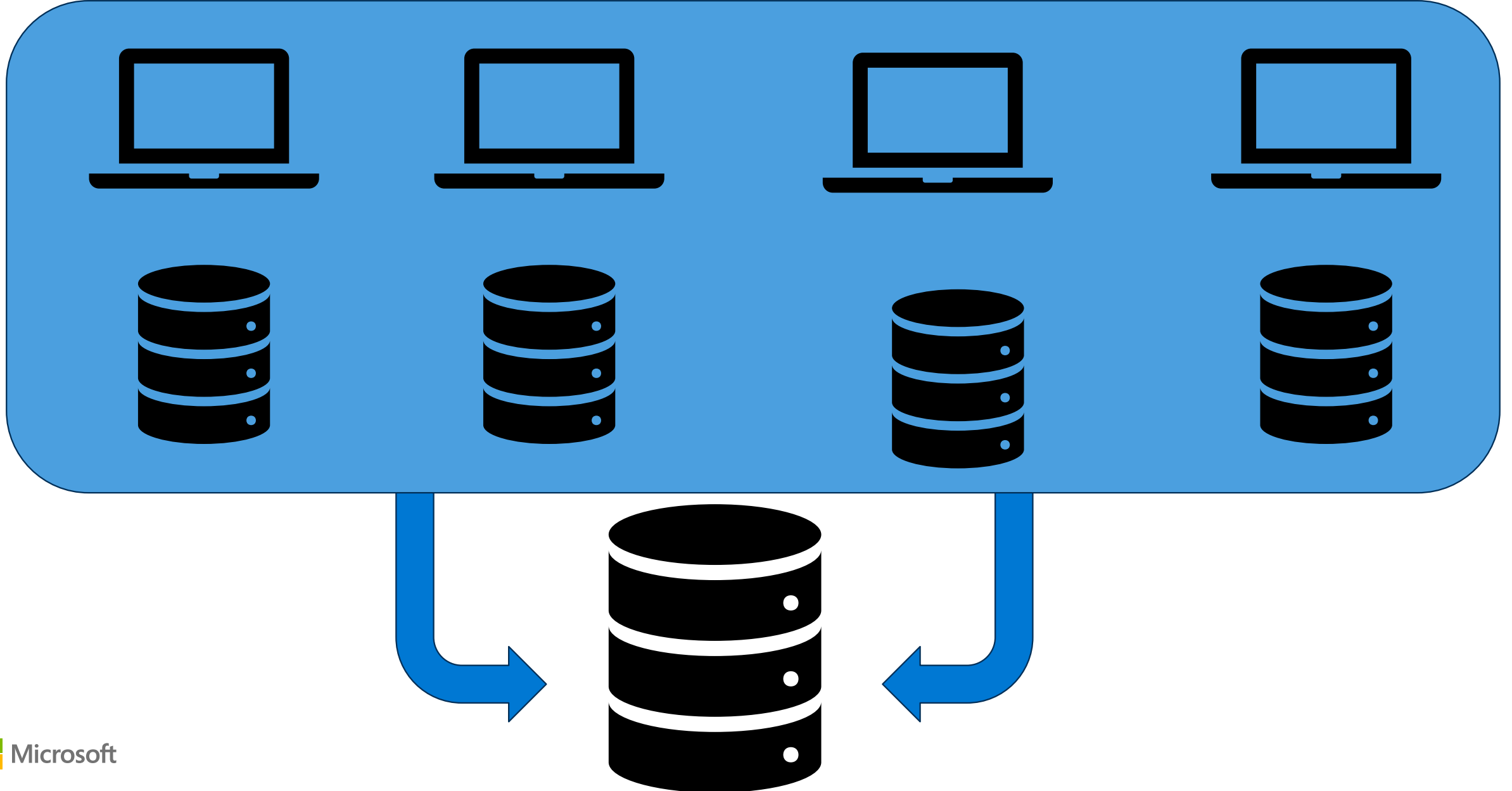
Blog post: mattturck.com/MAD2023

Interactive version: MAD.firstmarkcap.com

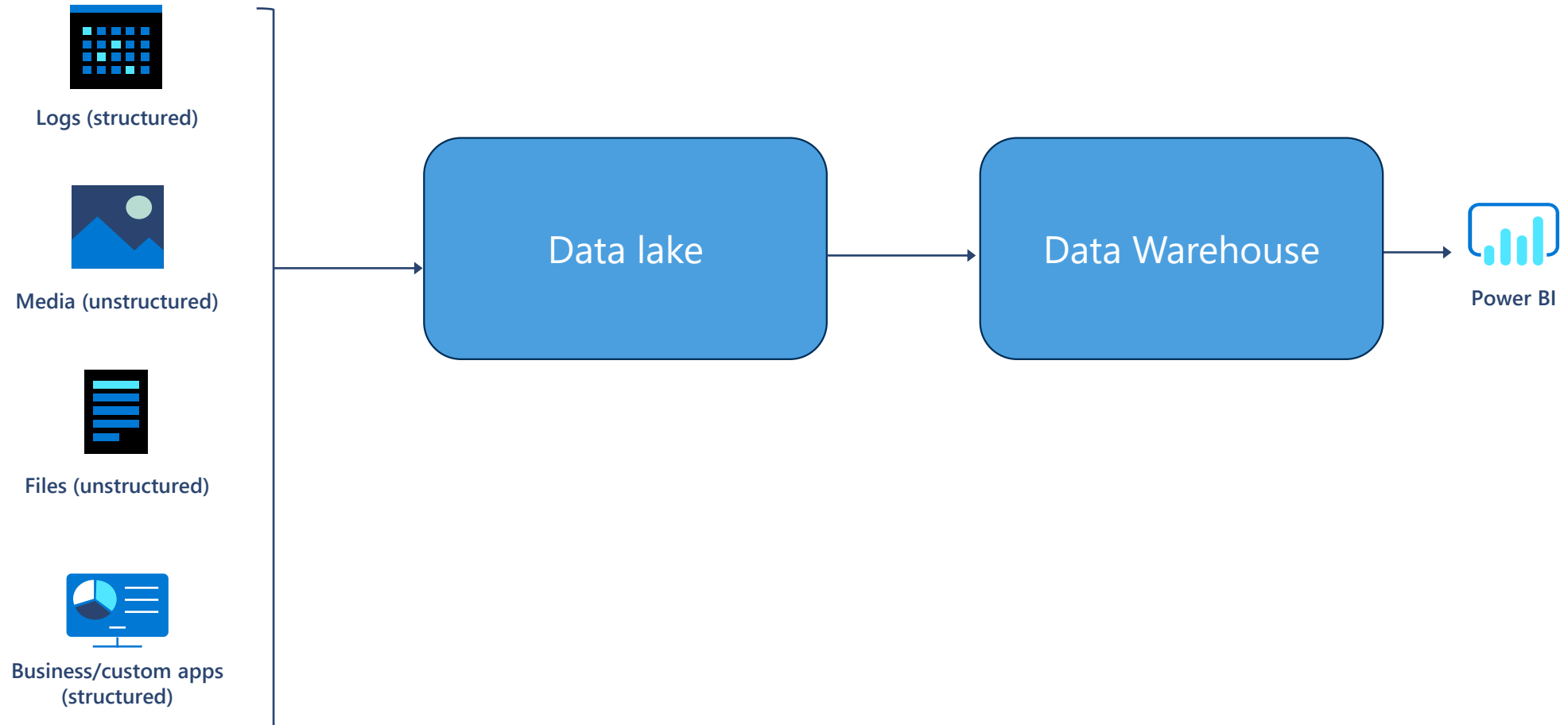
Comments? Email MAD2023@firstmarkcap.com

FIRSTMARK
EARLY STAGE VENTURE CAPITAL

Data Warehouse



Data Lake





Microsoft Fabric

The data platform for the era of AI

From

Multiple analytics services

Disconnected data sources

Isolated application

Gen AI bolt on

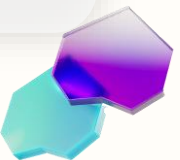
To

» Unified stack

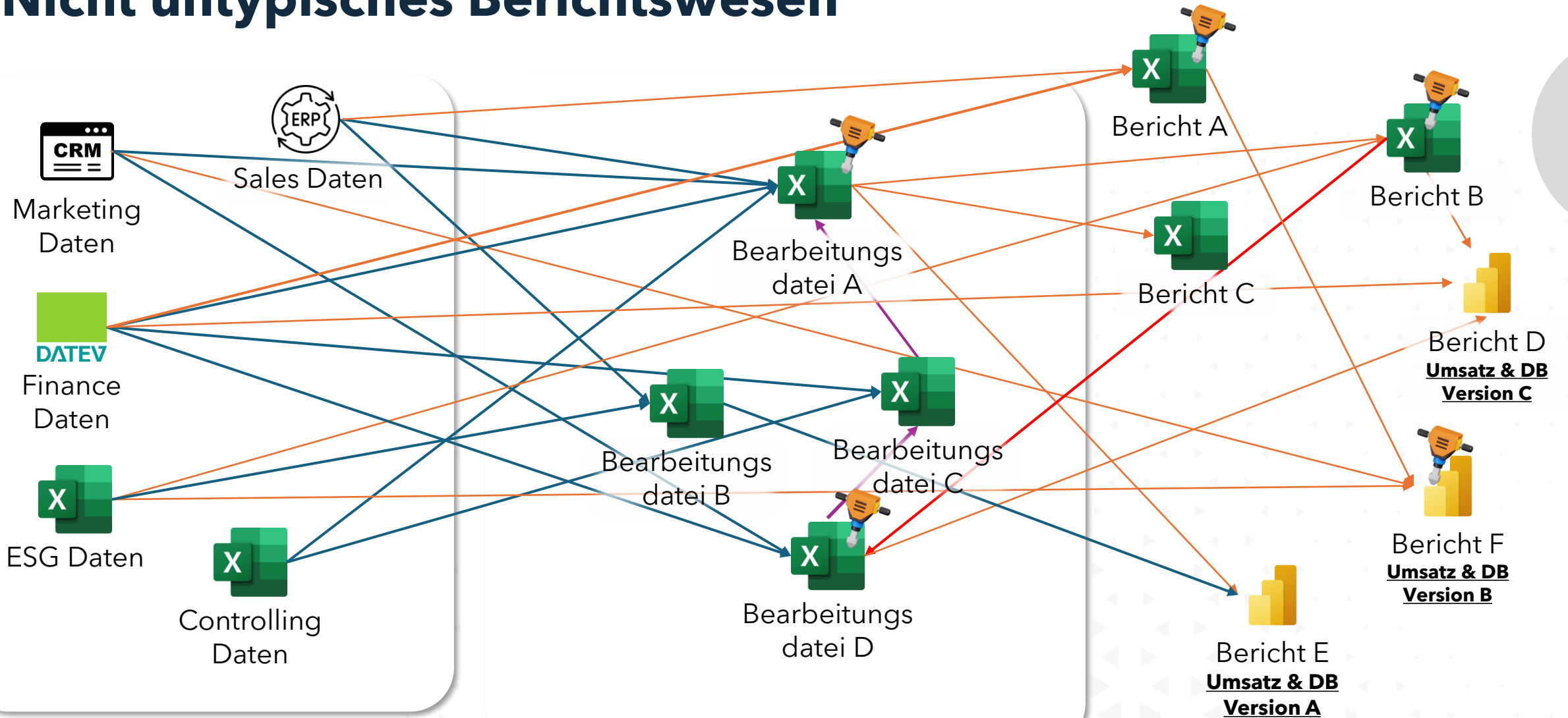
» All the data in one place

» Entire estate

» Gen AI built in



Nicht untypisches Berichtswesen



Moderne Datenplattform - Beispiel



Job Orchestrierung



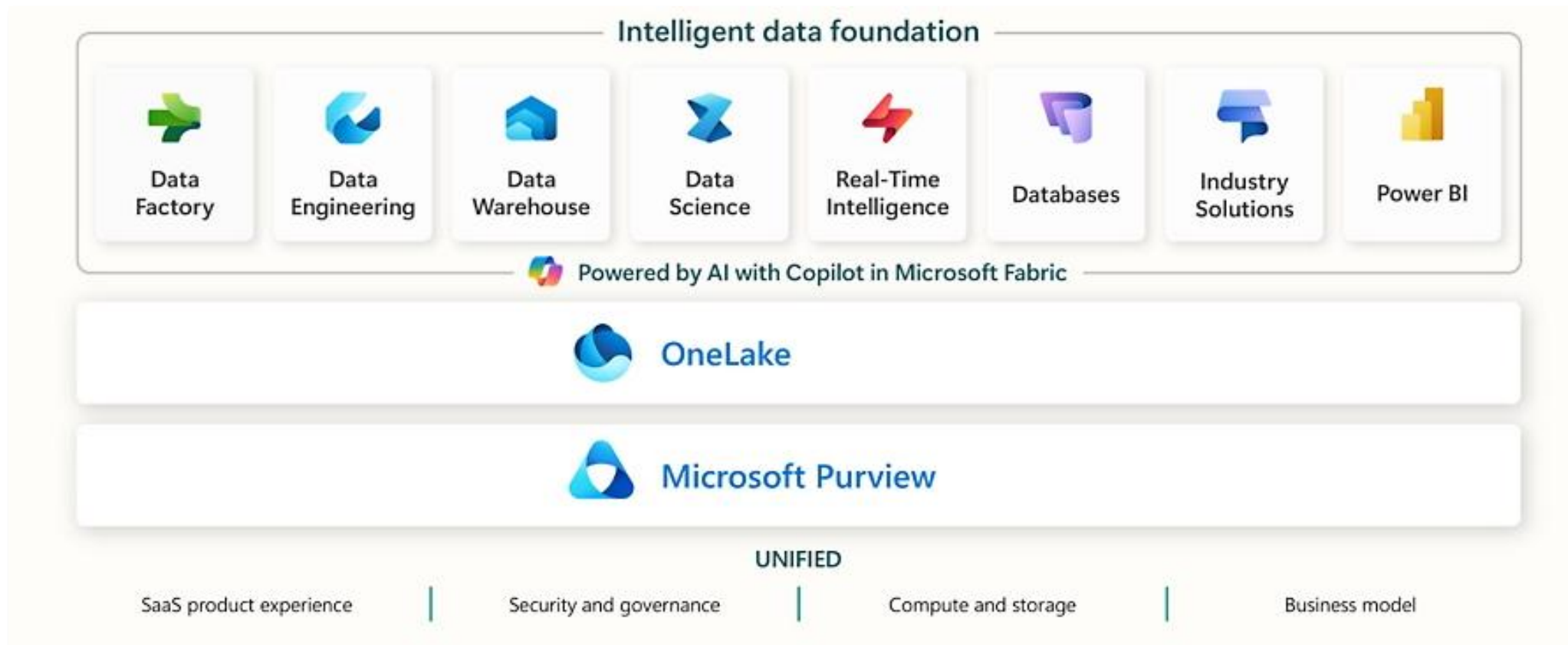
One Lake

ONE centralized - discoverable - accessible and manageable
Data Storage with a unified Storage Format ->





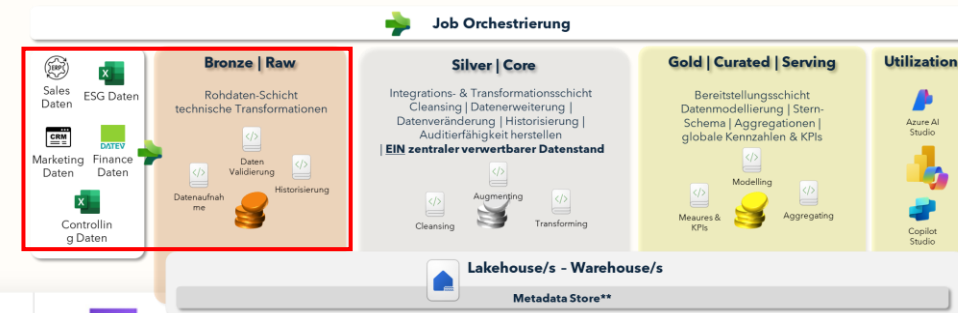
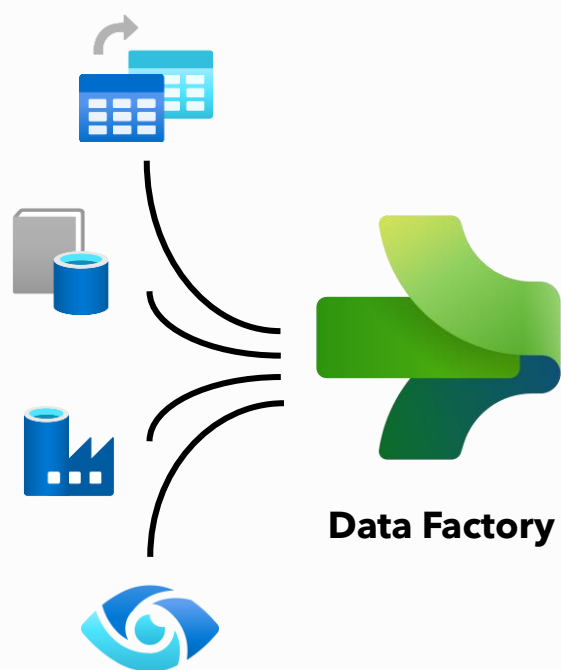
One SaaS-Platform to rule it all



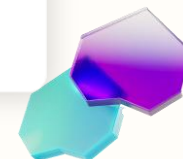
Verbinden sie all ihre Daten

Data Factory

Nahtlose Verbindung zu
mehr als 170 Datenspeichern



Azure Database for PostgreSQL	Azure Databricks Delta Lake	Amazon RDS für Oracle	Amazon RDS für SQL Server	Amazon Redshift	Phoenix	PostgreSQL	Presto	Magento (Vorschauversion)
Azure SQL-Datenbank	Verwaltete Azure SQL-Datenbank-Instanz	Apache Impala	Verwaltete Azure SQL-Datenbank-Instanz	DB2	SAP BW Open Hub	SAP BW über MDX	SAP HANA	Oracle Eloqua (Vorschauversion)
Azure Table Storage	MongoDB Atlas	Drilldown ausführen	Google AdWords	Google BigQuery	SAP TABLE	SQL Server	Spark	PayPal (Vorschauversion)
Azure Cosmos DB (MongoDB-API)	Azure Cosmos DB (SQLAPI)	Greenplum	HBase	Hive	Amazon S3	Mit Amazon S3 kompatibel	FTP	SAP Cloud For Customer
Azure Data Lake Storage Gen1	Azure Data Lake Storage Gen1 für Cosmos Strukturiertes Stream	Informix	MariaDB	Microsoft Access	Dateisystem	Google Cloud Storage (S3APD)	HDFS	Salesforce Marketing Cloud
Azure Data Lake Storage Gen1 für Cosmos Strukturiertes Stream	Azure-Datenbank für MariaDB	MySQL	Netezza	Oracle	HTTP	Oracle Cloud Storage (S3AP)	SFTP	Shopify (Vorschauversion)
teradata	VERTICA	ODBC	OData	REST	Amazon Marketplace Web Service	Concur (Vorschauversion)	Dataverse (Common Data Service für App)	Webtabelle
Jira	Kusto	SharePoint Online-Liste	Dynamics 365	Dynamics AX	Dynamics CRM	Cassandra	Couchbase (Vorschauversion)	MongoDB





Lakehouse für alle Daten

„EGAL – von PDF bis Tabelle ich kann es verarbeiten “



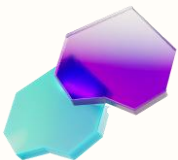
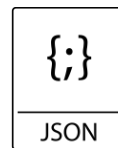
PySpark

Scala

APACHE
Spark SQL



T-SQL



OneLake für alle Daten



OneDrive
für Dokumente



OneLake
für Daten

OneLake **stellt eine zentrale Data Lake Verwaltungsschicht als Service bereit**, ohne dass Sie diese erst aufbauen müssen.

Fabric die Brücke zwischen Daten und Entscheidung



 **OneLake**



Data Warehouse



Lakehouse

 **Microsoft Fabric**


Power BI-
Dienst



Interaktive Berichte,
Echtzeit-Dashboards
und paginierte Berichte



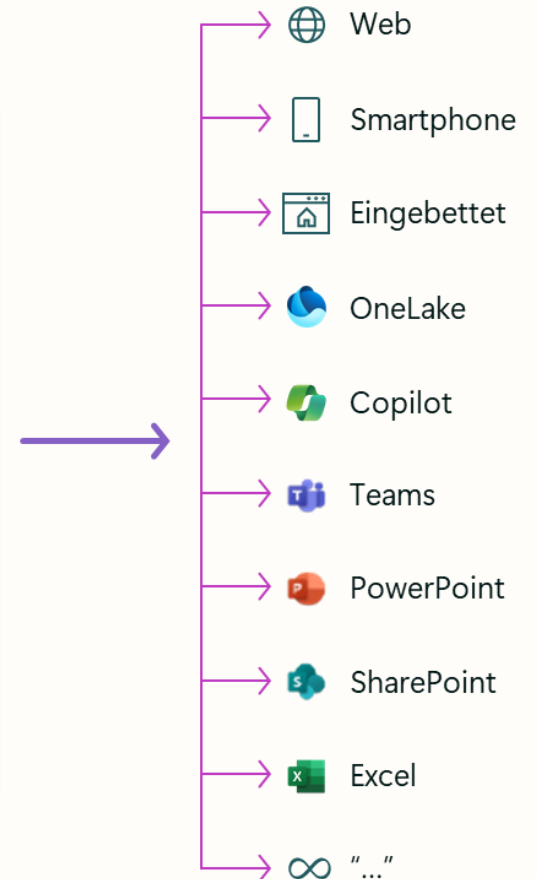
Benutzerdefinierte
Visualisierungen



KI-basierte Erkenntnisse und
intuitive Datenexploration mit
Abfragen in natürlicher
Sprache



Gemeinsame Nutzung und
Zusammenarbeit



KÜBLER WORKWEAR

INSPIRED BY YOUR JOB.

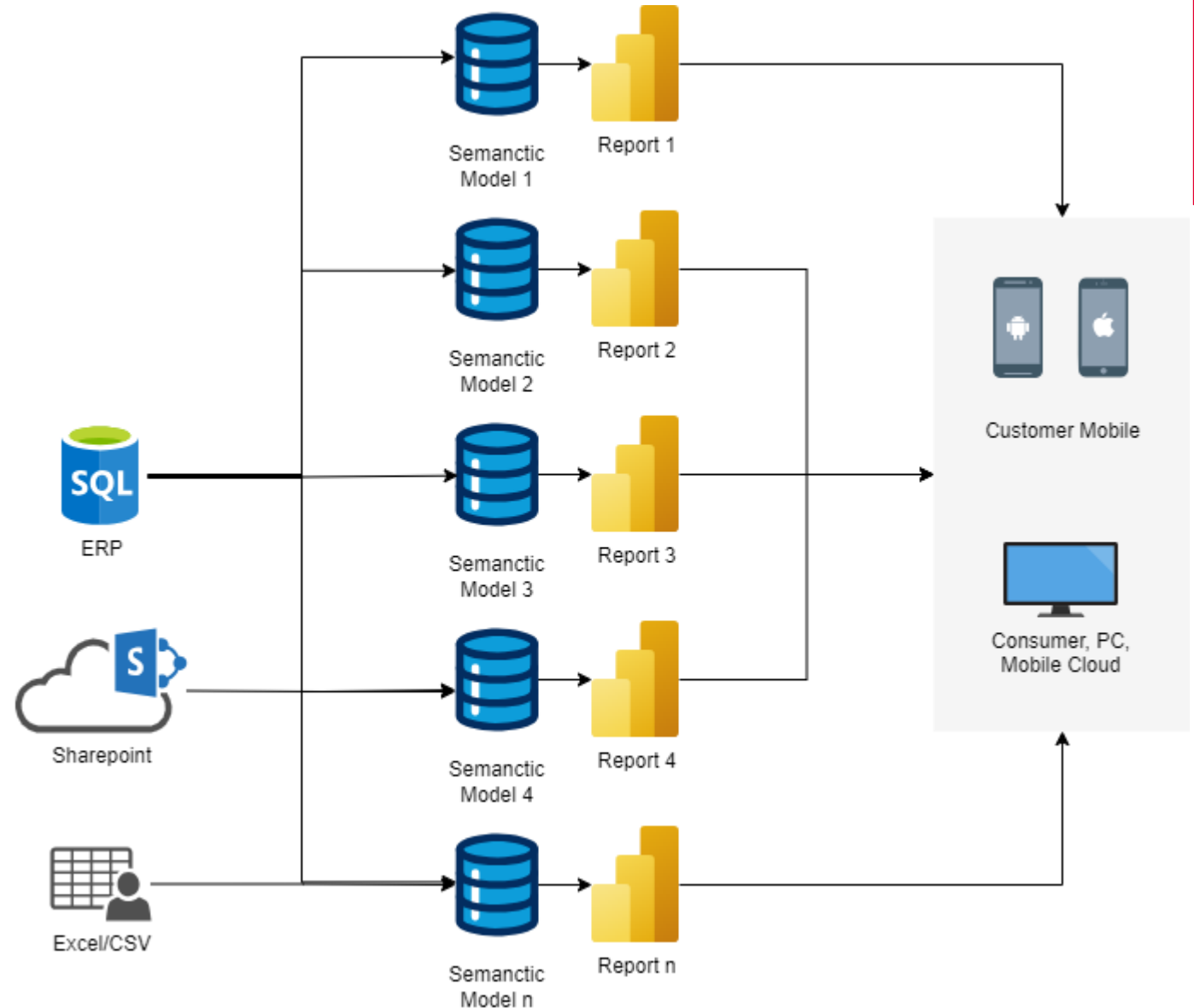


INSPIRED BY YOUR JOB.



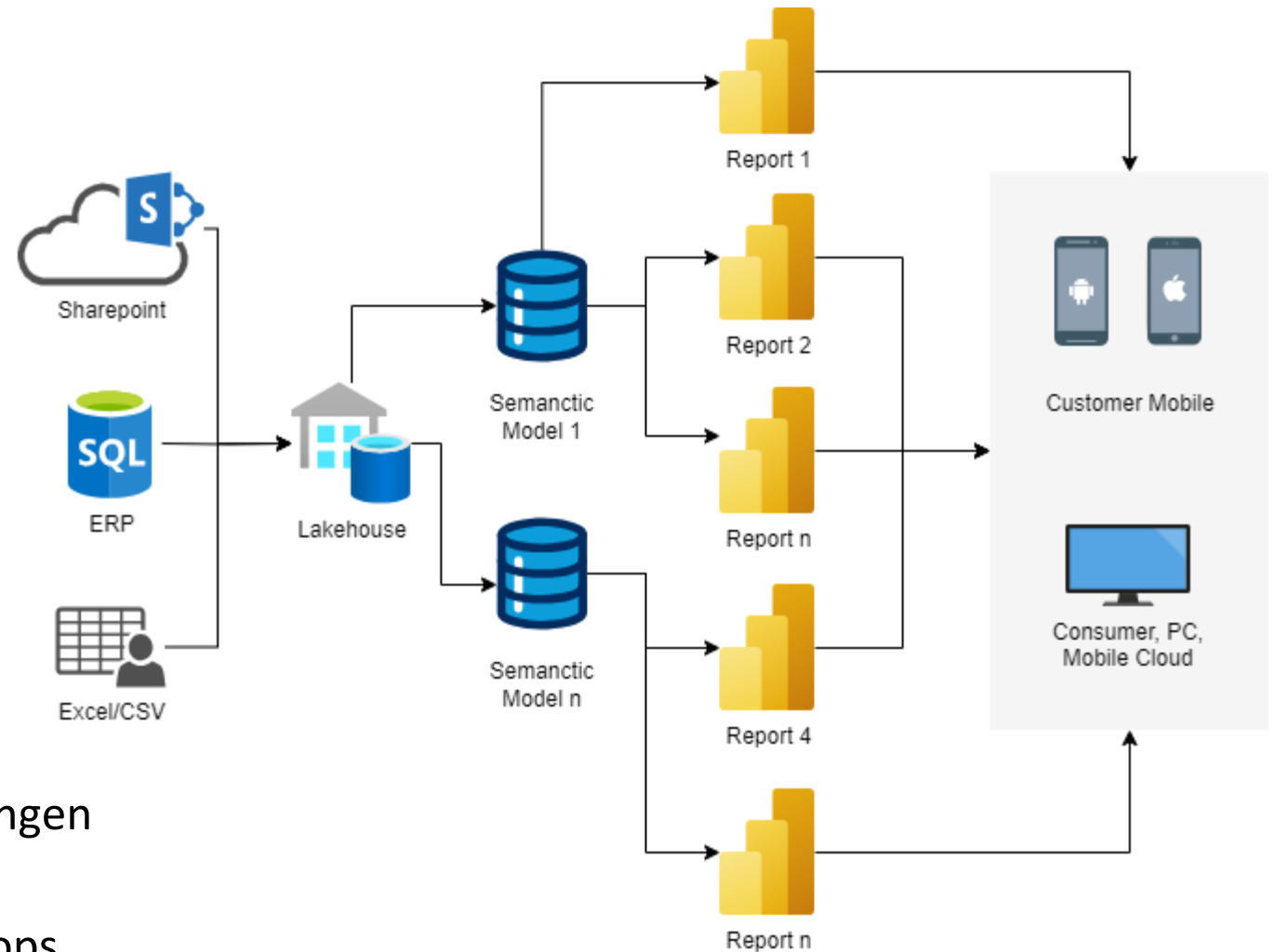
Vorher

- Neue Datenbasis bei jedem Report.
- Langsame und niedrige Aktualisierungsintervalle.
- Deadlock Situationen.
- Sehr hoher Aufwand.
- Unterschiedliche Zahlen.
- Operationen am offenen Herzen.
- Keine Trennung zwischen Dev und Prod.
- Reports an Kapazitäts- und Performancegrenze.
- Keine Dokumentation.



Nachher

- Einheitliche Datenbasis.
- Häufige schnelle Aktualisierungsintervalle.
✓ Inkrementelles Laden.
- Ein Zugriff auf Quellen.
- Hoher initialer Aufwand, geringer im Reporting.
- Single Source of Truth.
- Trennung zwischen Dev und Prod
- Reports sehr performant, da Berechnungen vorher stattfinden.
- Dokumentation in Notebooks und Devops.





KÜBLER WORKWEAR

VIELEN DANK
FÜR IHRE AUFMERKSAMKEIT.

