



Data Platform in the Era of AI

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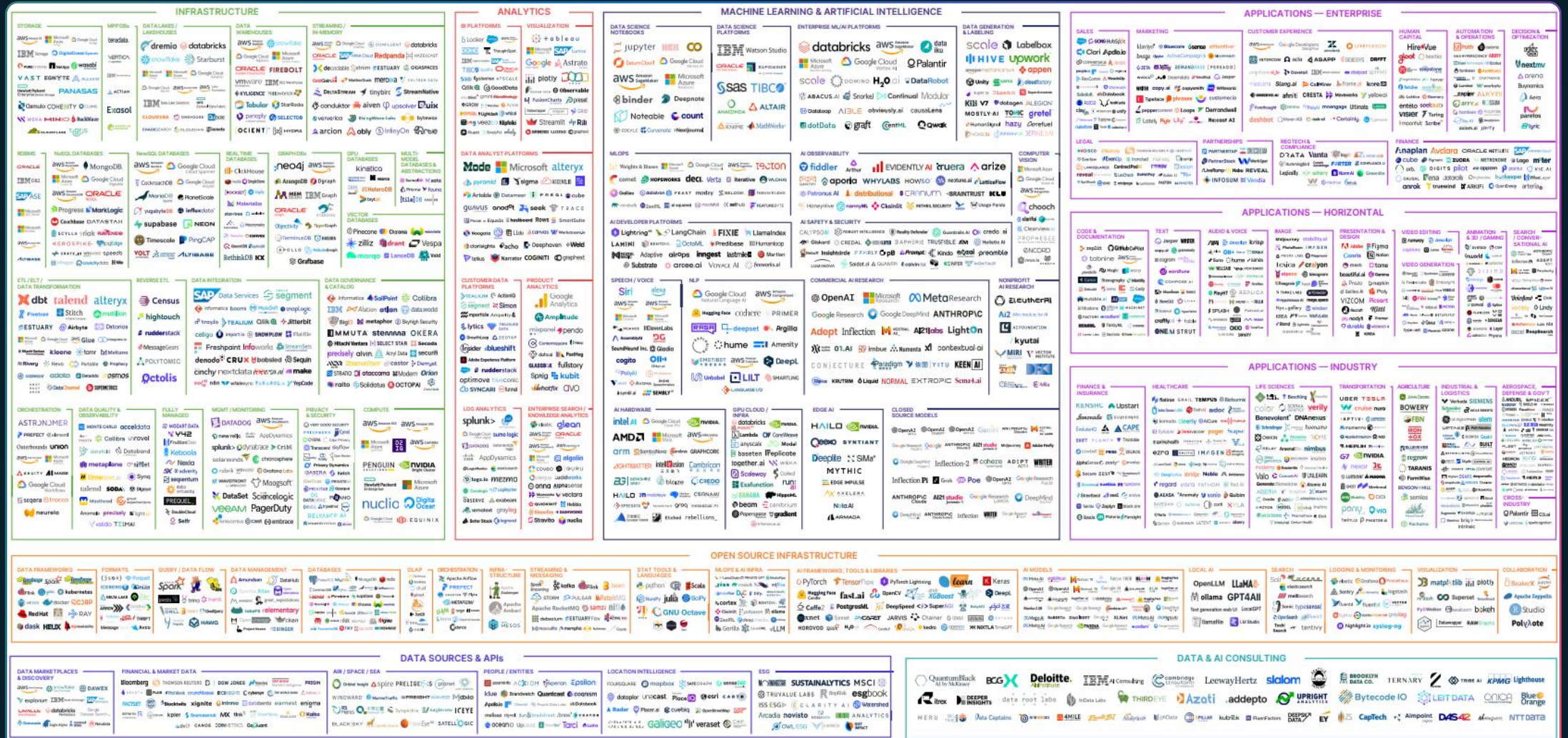
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AI is transforming the world

There is no AI without Data

The 2024 data and AI landscape



“Simplify,

**I am the Chief Data Officer and
don't want to be the Chief
Integration Officer.”**

Every CDO, Every Enterprise





Microsoft Fabric

The unified data platform for AI transformation



Data
Factory



Analytics



Databases*



Power BI



Real-Time
Intelligence



Industry
Solutions



Partner
Workloads



AI



OneLake



Purview

*Databases in Public Preview



Microsoft
Fabric

16,000+

Fabric customers

375K+

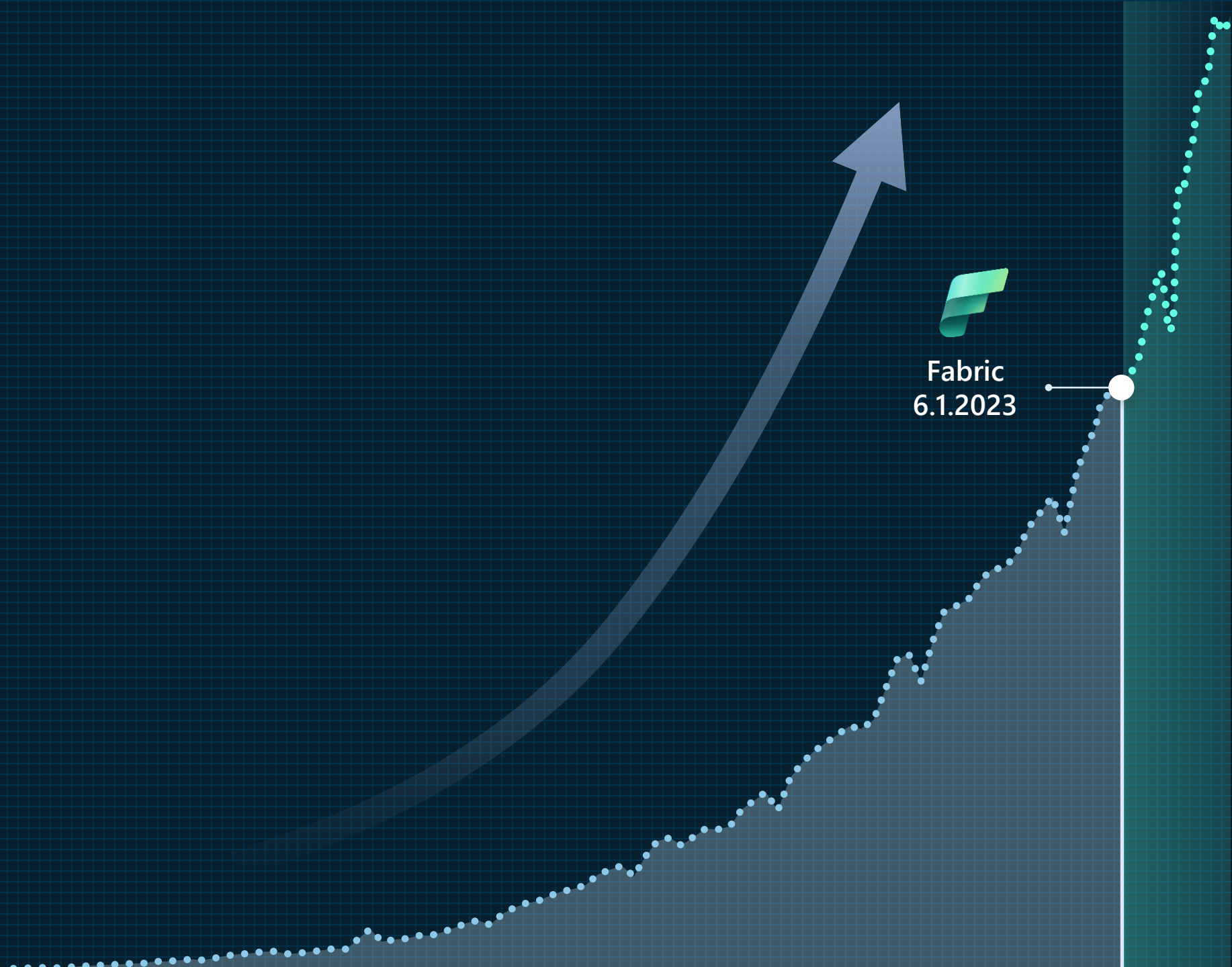
Power BI
customers

95%

Fortune 500 companies
use Power BI

6.5M+

Power BI
developers



All have

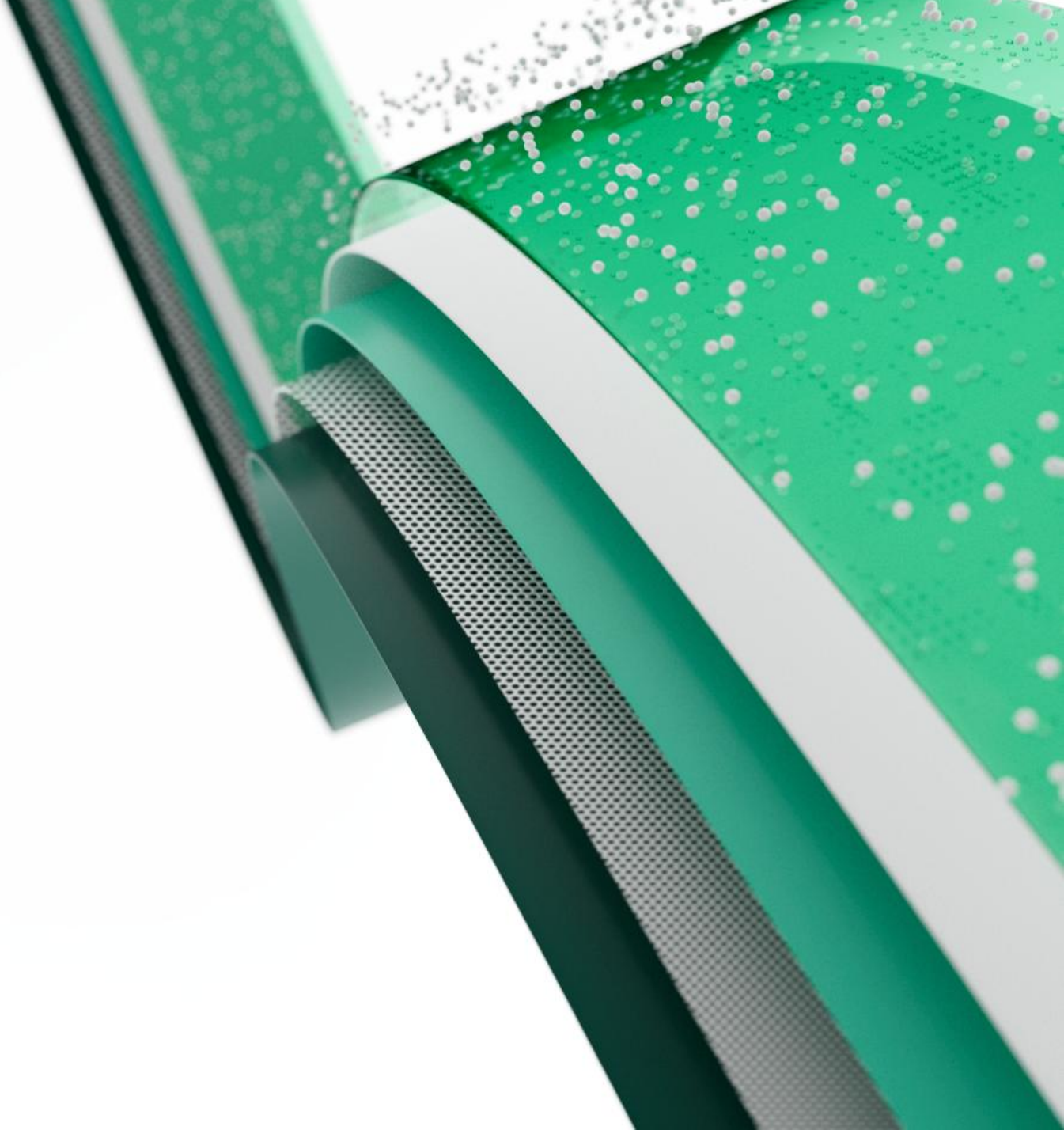


Fabric

available one click away



Value Proposition





Microsoft Fabric

The unified data platform for AI transformation

AI Powered Data Platform

Complete data platform

Unified, SaaS-ified

Secured and governed

Open and AI-Ready Data Lake

OneLake

Multi-cloud

Open at every tier

AI Enabled Insights

For every business user

Built into Microsoft 365

M365 Copilot Integrated



Microsoft Fabric



Data
Factory



Analytics



Databases



Real-Time
Intelligence



Power BI



Industry
Solutions



Partner
Workloads

AI Assisted

Shared Workspaces

Universal Compute Capacities

OneSecurity



OneLake

Intelligent data foundation

Single...

- Onboarding and trials
- Sign-on
- Navigation model
- UX model
- Workspace organization
- Collaboration experience
- Data Lake
- Storage format
- Data copy for all engines
- Security model
- CI/CD
- Monitoring hub
- Data Hub
- Governance & compliance

SaaS

"It just works"

5x5

Frictionless onboarding

Instant Provisioning

Quick results w/ Intuitive UX

Success by default

Minimal knobs

Auto optimized

Auto Integrated

Centralized administration

Tenant-wide governance

Centralized
security management

Compliance built-in



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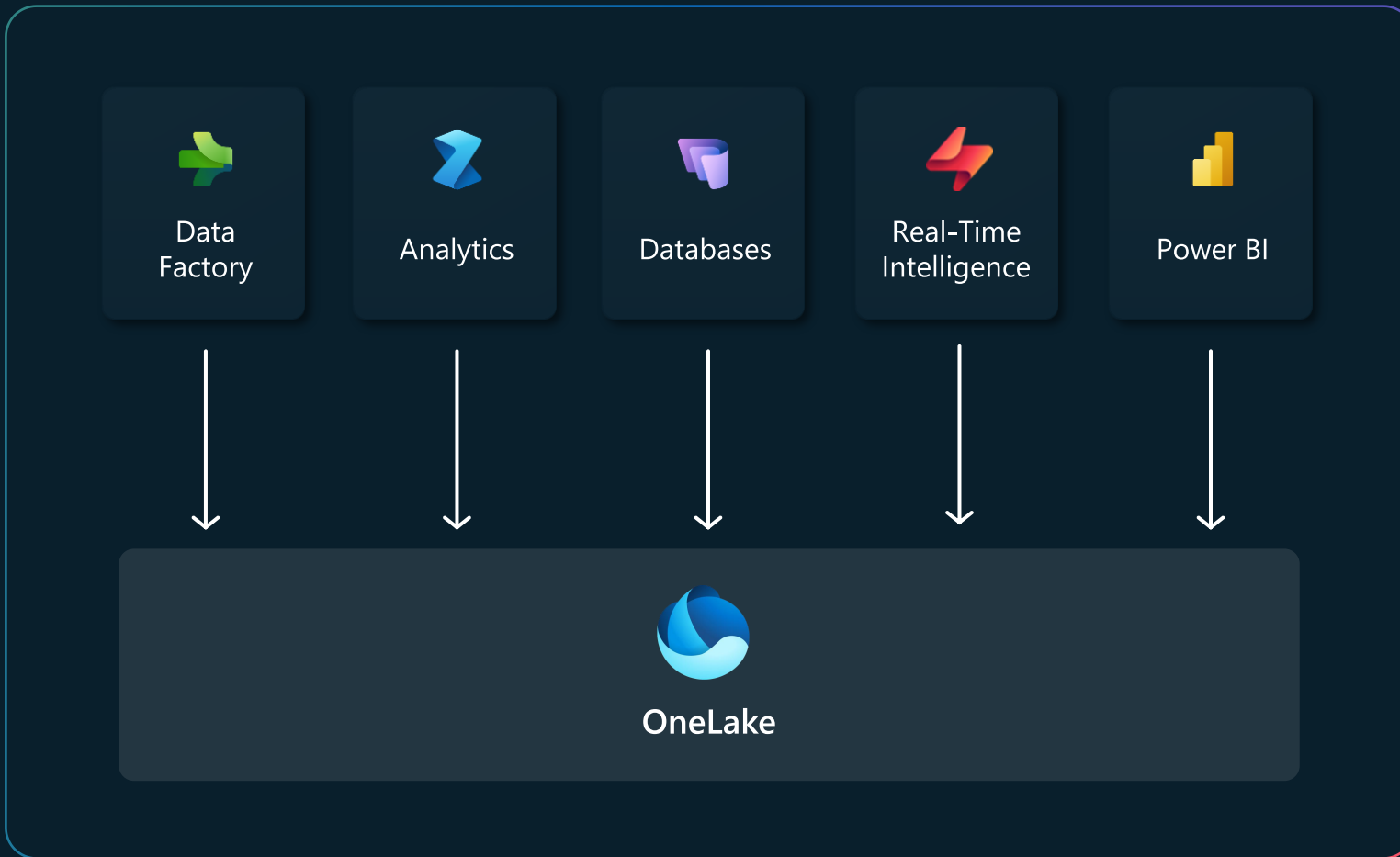
M365 Copilot Integrated

**“The OneDrive
for Data”**



OneLake

OneLake is the OneDrive for data



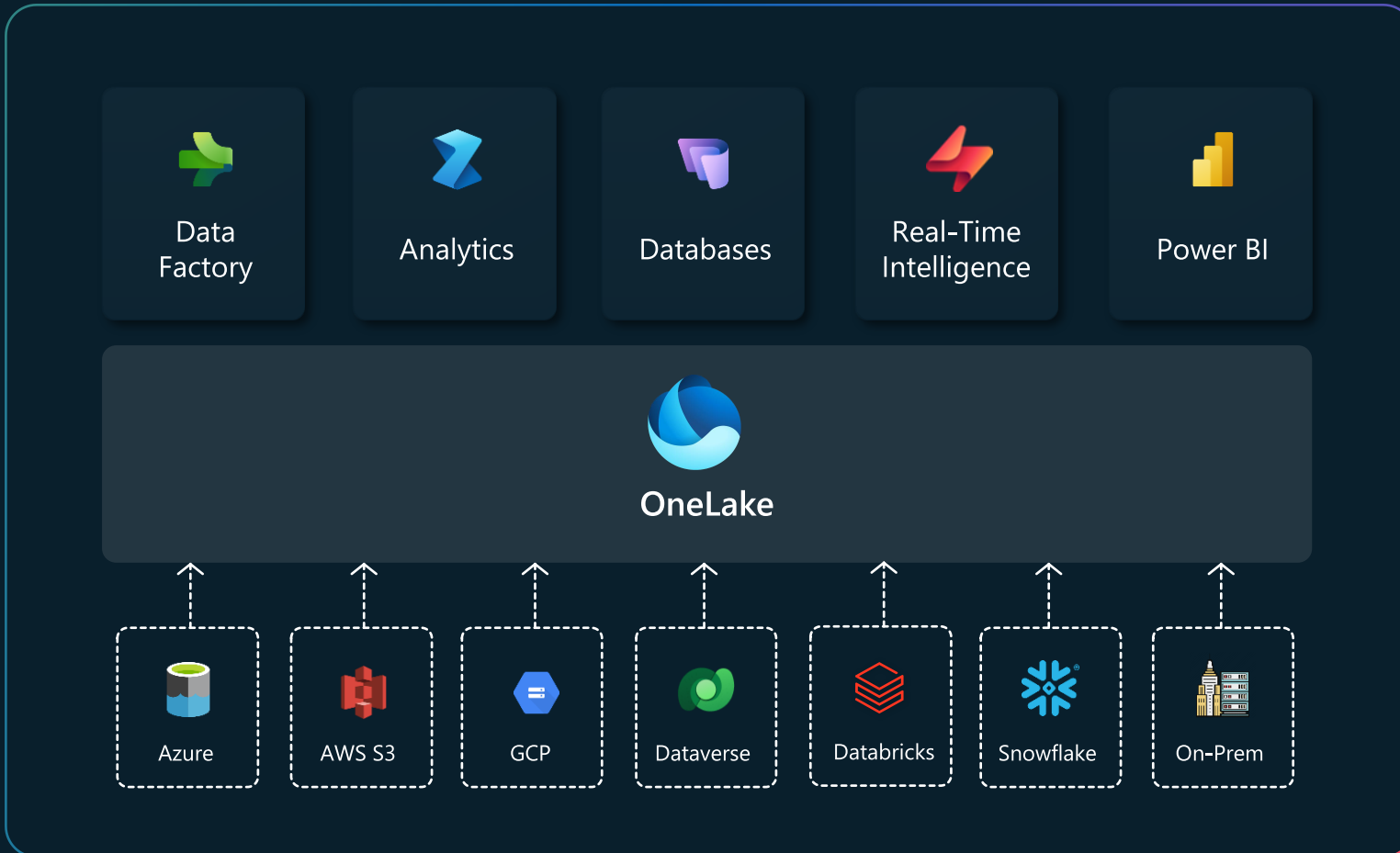
Single SaaS lake for the whole organization

Single open format used by all workloads to store and query data

Automatically indexed for discovery, MIP labels, lineage, PII scans, sharing, governance and compliance

Unifying data in OneLake

Cross-cloud shortcuts & mirroring



First **multi-cloud**
SaaS data lake

Shortcuts for existing
data **cross clouds and**
on-premises

Mirroring to add
whole databases into
the OneLake data estate



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Open and AI-Ready Data Lake

OneLake

Multi-cloud

Open at every tier

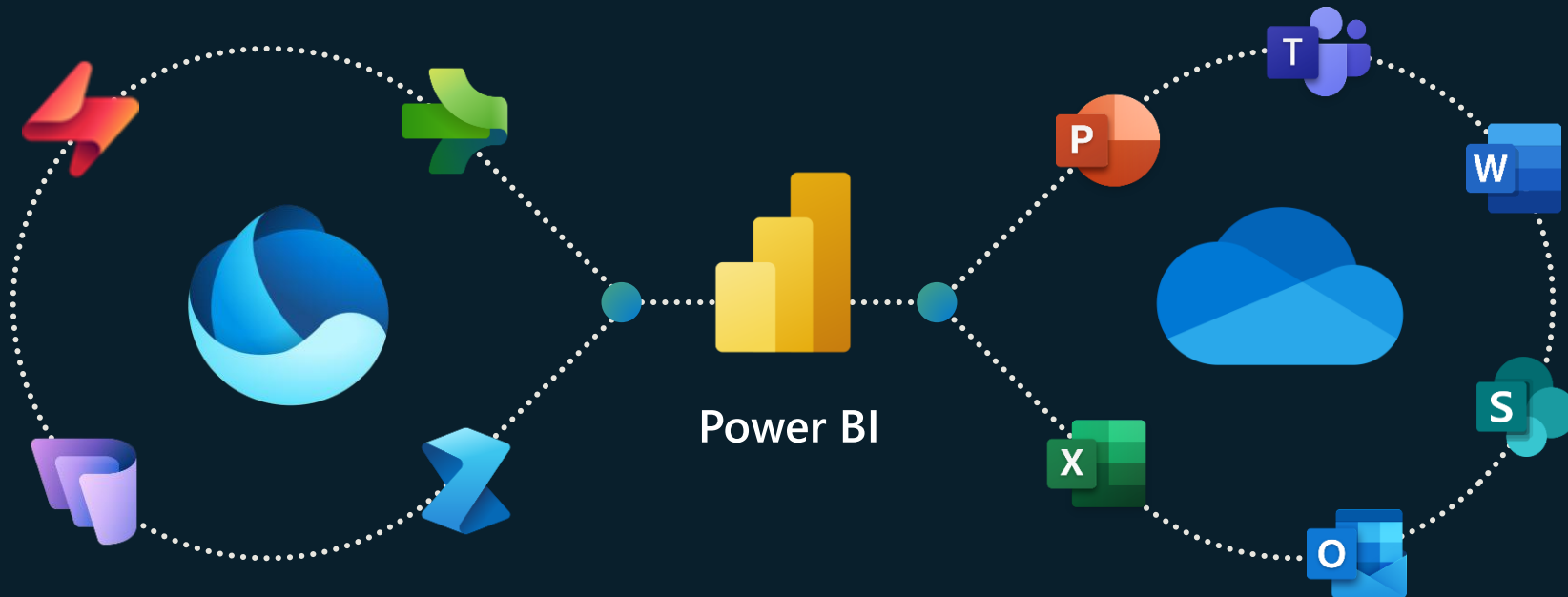
AI Enabled Insights

For every business user

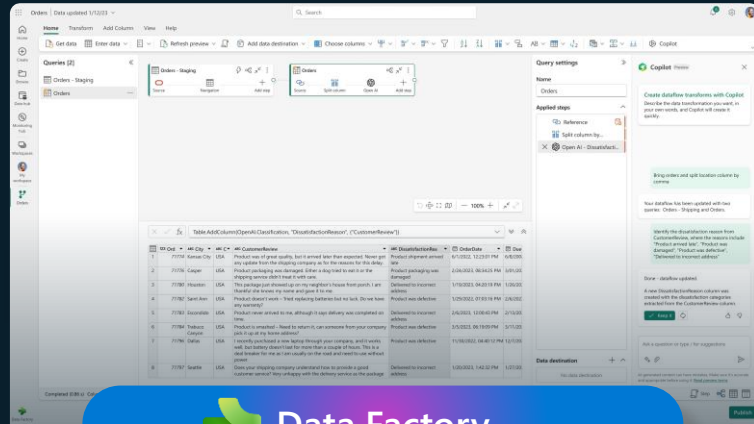
Built into Microsoft 365

M365 Copilot Integrated

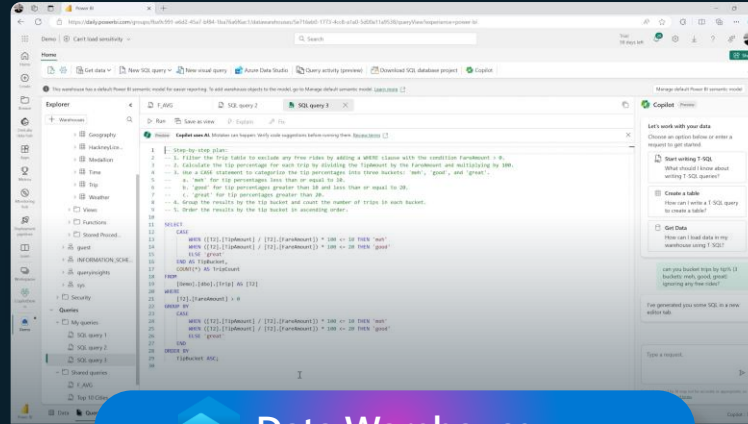
Unified data culture



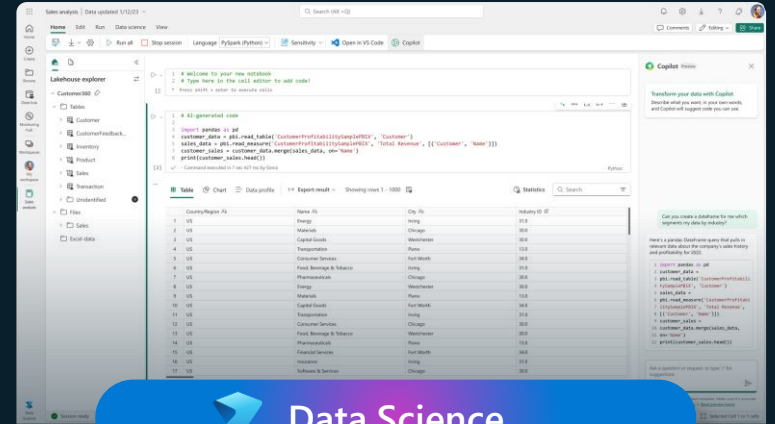
Copilot Integrated in every Microsoft Fabric Experience



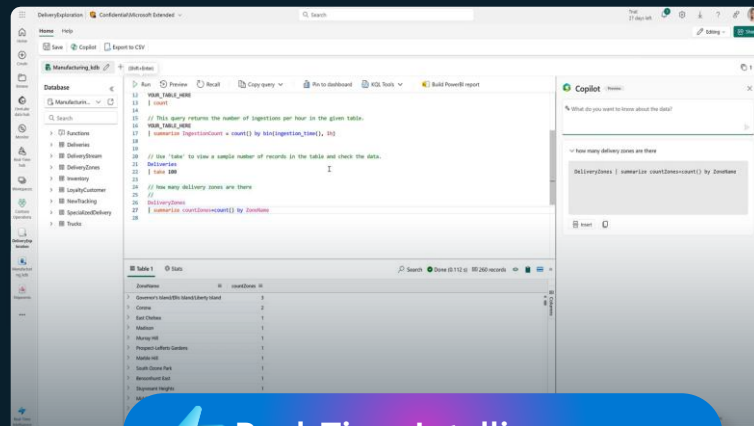
 Data Factory



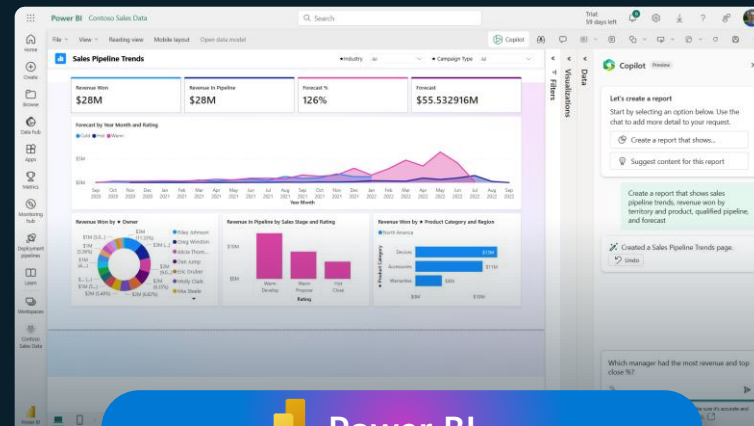
 Data Warehouse



 Data Science



 Real-Time Intelligence



 Power BI

Demo



Copilot in Power BI for end users



Simplistic Pricing

Compute

A shared pool of capacity that powers all capabilities in Microsoft Fabric

Reserved Instance model with deep discounts

Pay-as-you-go model (per second billing)

Storage

OneLake is a single place to store all data

Pay-as-you-go (\$ per GB / month)

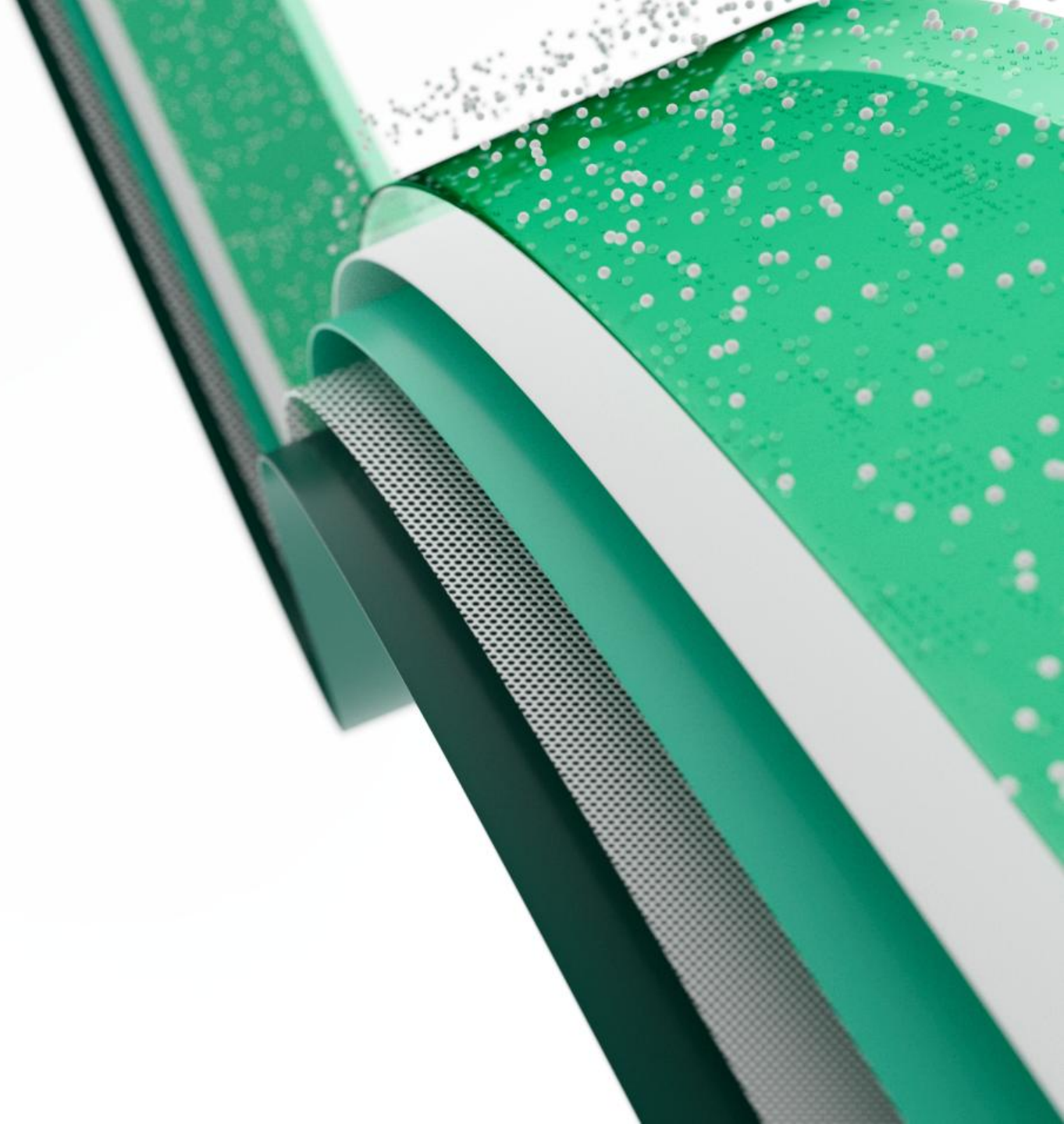
Applicable data transfer network charges

[Microsoft Fabric - Pricing | Microsoft Azure](#)



Microsoft Fabric Success Stories

Case Studies:
<https://customers.microsoft.com>





Non-profit organization uses **Fabric data warehouse** as a modern data platform to drive effective outreach and fundraising campaigns

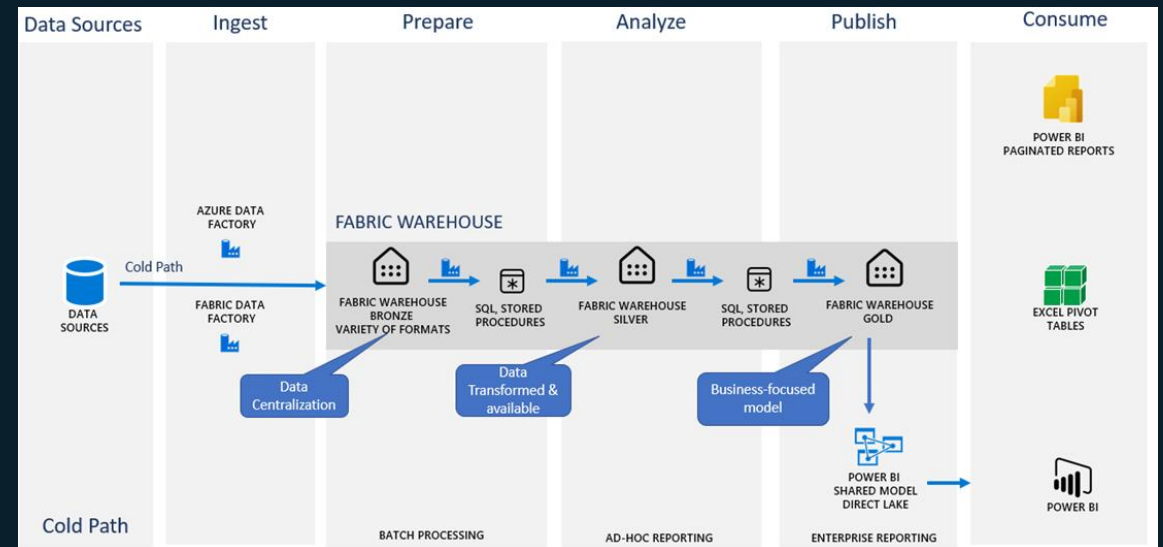
Solution

- OneLake created the single source of truth allowing for advanced reporting and self-service capabilities.
- Data Warehouse architecture with bronze, silver and gold helped to build maintainable data architecture with a semantic data model.
- Power BI reports with DirectLake option empowered self-service analytics at blazing speeds. This initiative propelled the outreach initiatives, leveraging data insights for informed decision-making.

Impact

- Empowering Decision-Making: The investment in the new modern data platform within Microsoft Fabric positions to drive effective outreach programs by connecting the constituencies with shared vision and values
- Proven Cloud Value: By demonstrating the value of SaaS data platform and cloud investment sets the stage for a compelling and proven path to augmenting other departments in their journey to the cloud. This journey is centered in Microsoft Fabric and Azure.

Architecture





Nutrition and innovations firm relies on unified expense analytics platform built on Fabric to control costs

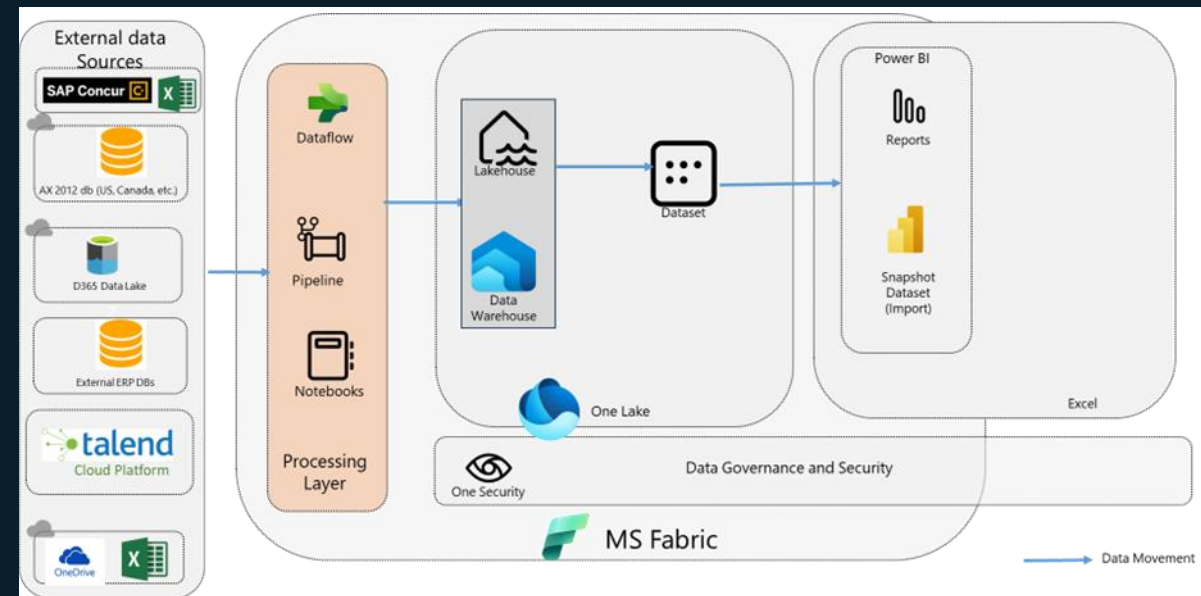
Solution

- OneLake for data consolidation from various source
- Dataflows for low code data Ingestion from various sources & transformations
- PBI Data Gateway used cluster to connect on-premises data with Dataflows.
- Notebooks for data cleansing, transformation & consolidation
- Shortcuts for data access without copying – virtual data mesh.
- PBI dataset for Analytical model for reporting and insights

Business Impact

- All expenses in one place – SAP Concur, Dynamics, HR systems and other data sources can now land in Fabric.
- Semantic data model on Dynamics F&O is business user friendly, making it easy for everyone to access data.
- Fabric enabled self-service by leveraging a familiar Power BI interface for the business users.
- The adoption of Fabric has led to better decision making on expenses leading to optimization of operating expenditure.

Architecture





Energy company taps into powerful **data science and AI modeling** capabilities of Fabric to optimize energy production and pricing trends

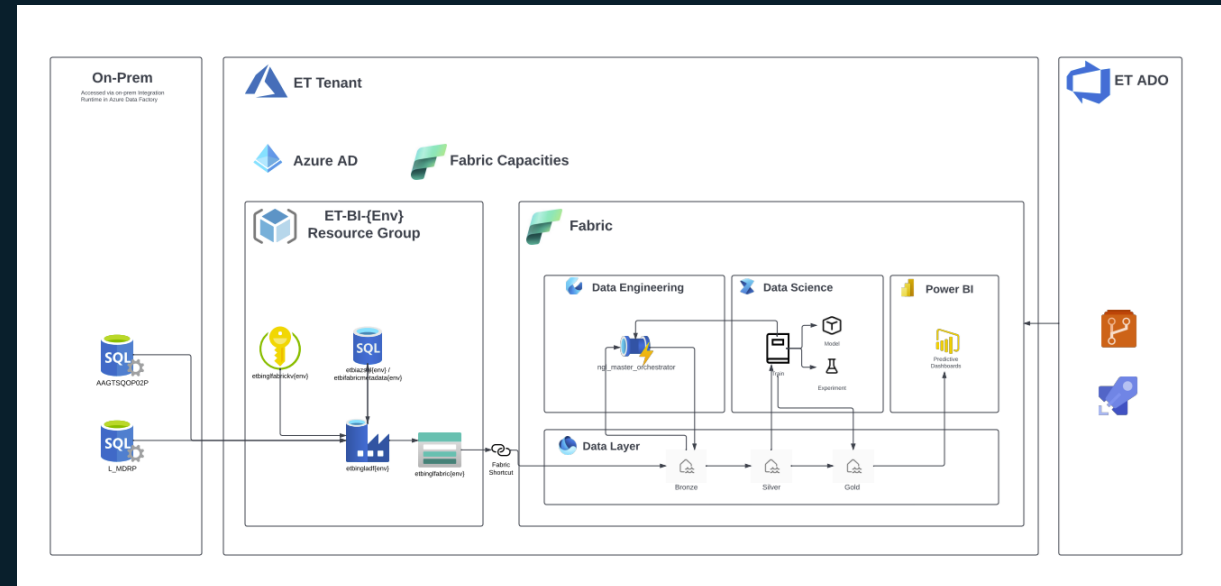
Solution

The solution utilizes Azure Data Factory for on-prem data migration into OneLake, Fabric Data Pipelines for orchestration, Fabric Notebooks for data transformation and data science, and Power BI for serving historical and forecasted data. The OneLake was built using a modified Medallion Architecture, where the Bronze Layer is a staging area for an ETL process.

Business Impact

- Enhanced time to value with Fabric's powerful modeling capabilities.
- Reduced pricing risks by diversifying pricing mechanisms to shield the company from market fluctuations, potentially saving millions of dollars annually.
- Increased visibility and transparency into risk landscape, real-time data, and production volumes
- Planned and unplanned outages have less impact on marketing position and pricing strategies.

Architecture





Fleet solutions company uses **Fabric Realtime Intelligence** to process vehicle telemetry data to help reduce energy costs and carbon footprint

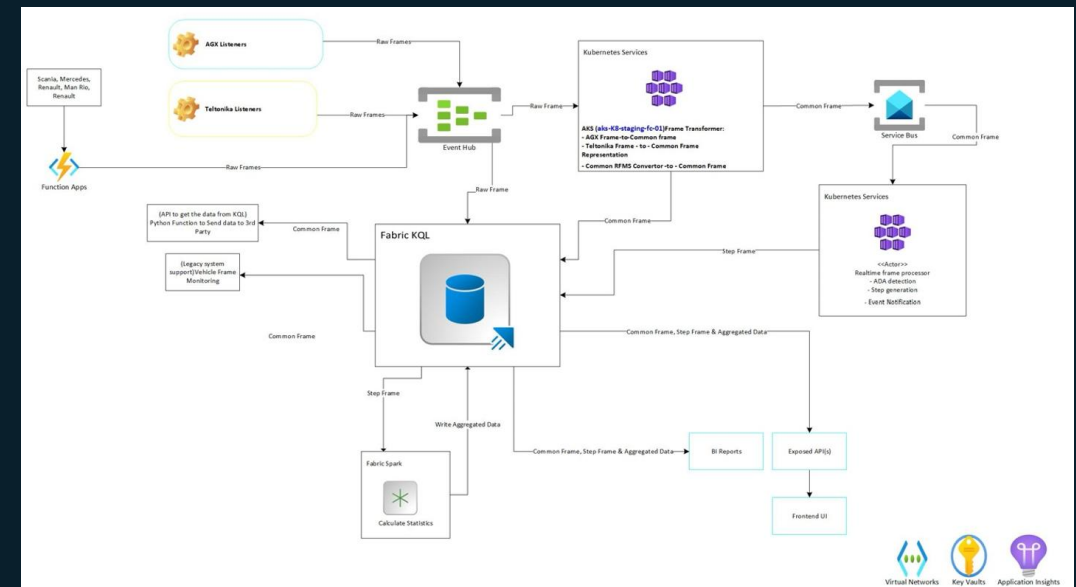
Solution

The solution utilizes key components of Microsoft Fabric Realtime Intelligence features such as Azure Event Hub for streaming vehicle telemetry every 90 seconds along with data processing at blazing speeds with KQL database, helping to consolidate over 300 on premise databases with over 1.5 TB data flowing every month into a single SaaS based Fabric solution to deliver insights and downstream business actions in near real time.

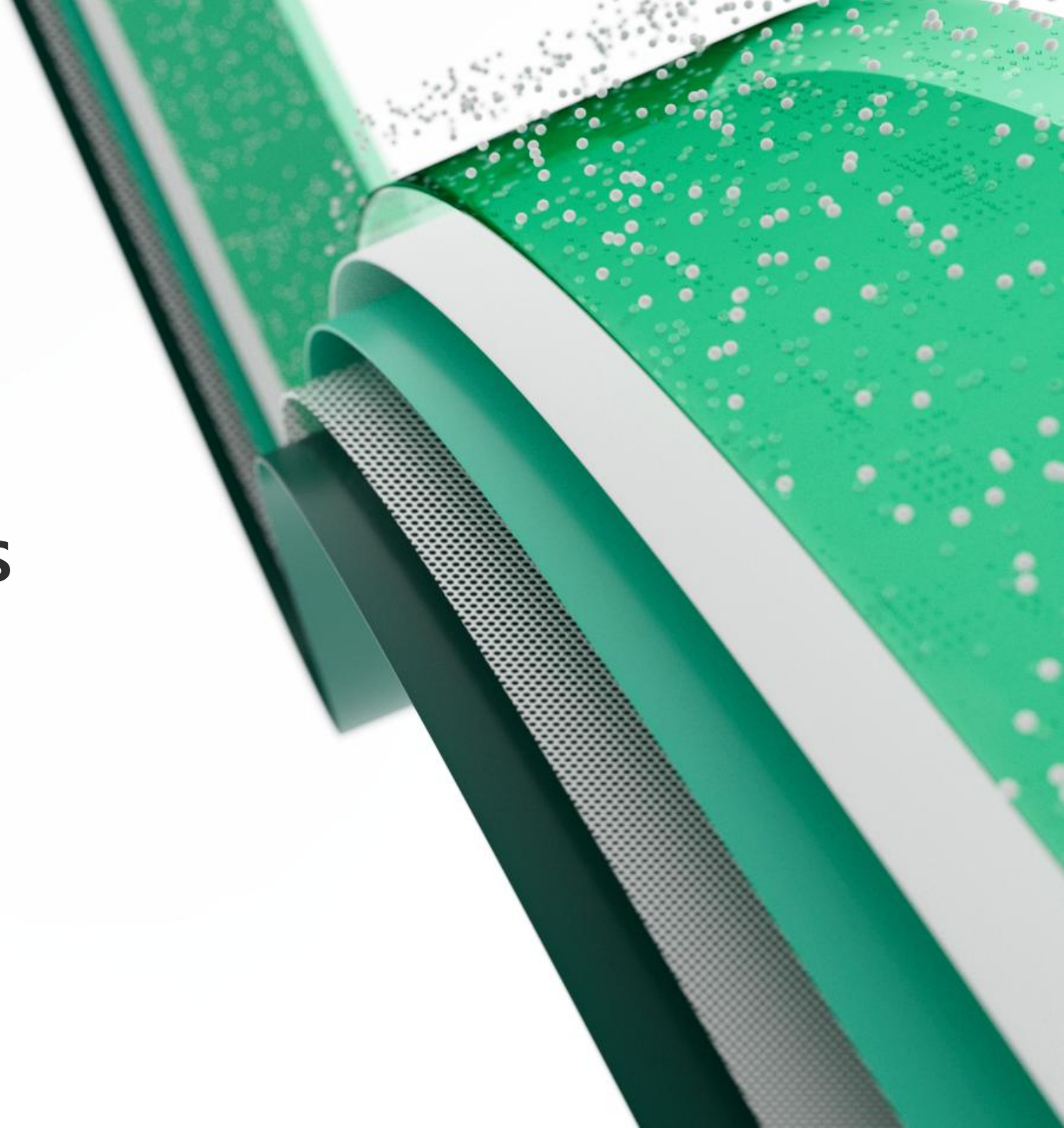
Business Impact

- Data processing speed increased by 90%, reducing time from hours to a few seconds, expediting preventive actions on vehicles.
- Reporting accuracy improved by 40%, with real-time data availability
- Reduction in operational cost by 28% of redundant data storage and efficient data estate.
- Achieved 100% integration with targeted OEMs and third-party systems along with system flexibility allowing for the addition of new integrations within a 72-hour timeframe.

Architecture



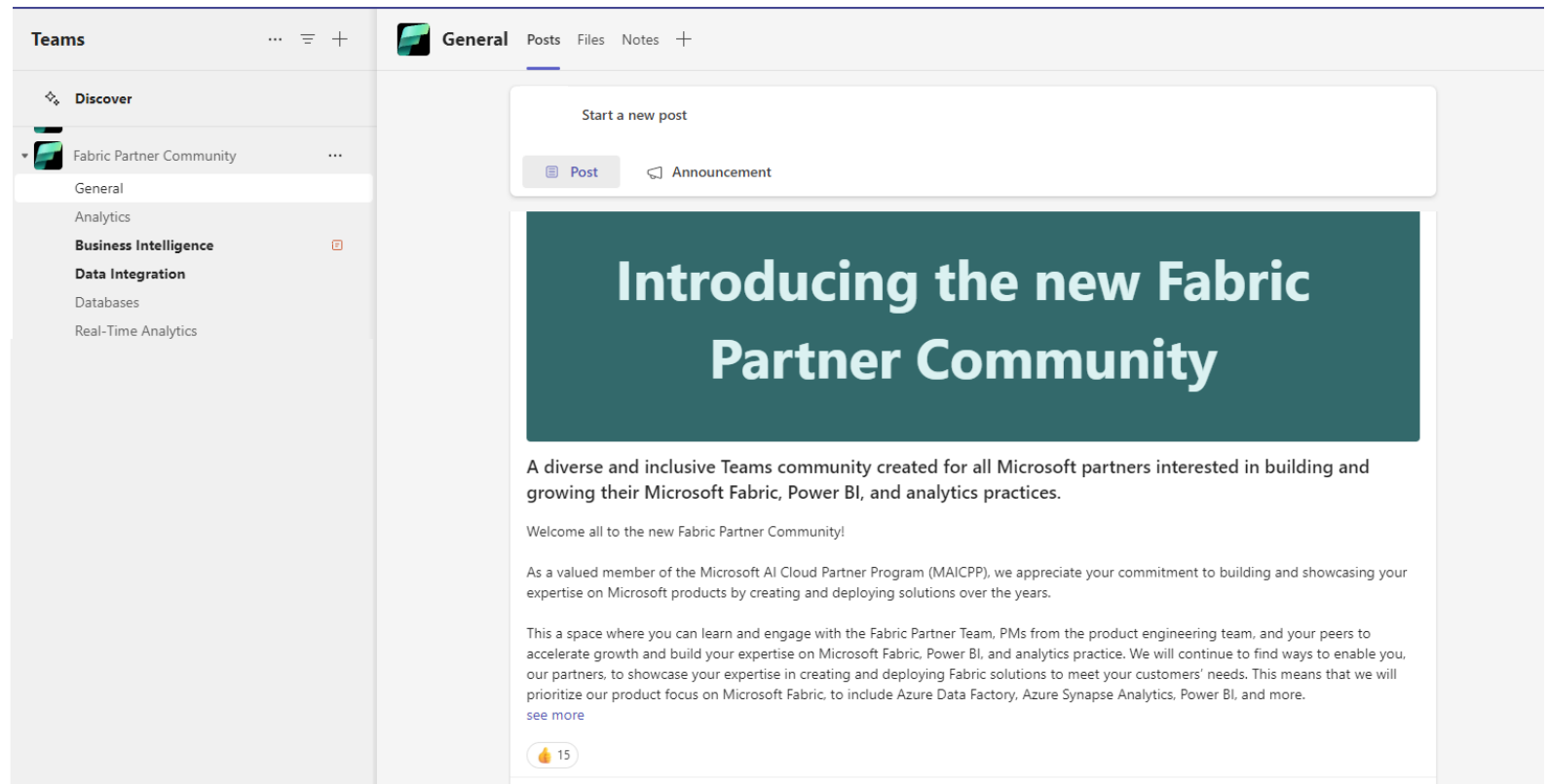
Fabric Partner Resources



Join the Fabric Partner Community

<https://aka.ms/JoinFabricPartnerCommunity>

A community for our partners where they can engage with the Fabric engineering teams, collaborate and share best practices with other partners, get the latest and greatest updates, resources, and more!



Fabric Career Hub

Certification journey



Step 1

Get started

Cloud Skills Challenge

Complete all learn modules in the challenge and earn a 50% exam discount! Prior module completions count.

[Join now](#)



Step 2

Get help

Learn Together

Live learning sessions delivered by experts. Detailed walk-throughs of the learn modules. Plus, Q&A.

[Register now](#)



Step 3

Get ready

Exam Cram

Certified trainers walk you through focus areas, sample questions, and helpful tips and tricks for Exam DP-600.

[Register now](#)



Step 4

Get practice

Practice Test

50 sample questions to find out if you are ready. See what areas you need to focus on to ace your exam.

Coming soon



Step 5

Get certified

Schedule Exam

Schedule your Exam DP-600 once it exits beta. Exam is estimated to be generally available at the end of March.

[More info](#)

<https://aka.ms/FabricCareerHub>

Fabric Workshops

<https://aka.ms/PartnerProjectReady>

5 Workshops covering all Fabric Workloads with Hand-on-Labs

Workshops	Data Engineering	Real-Time Intelligence	Admin & Governance	Data Science	Data Warehousing
Focus Area	Fabric DE + Databricks	Fabric Real-Time Intelligence	Fabric Admin and Gov + Purview	Fabric DS + AI Skills	Fabric DW
Persona	Data Engineer	Analyst/ Data Engineer	Administrator & Data Steward	Data Scientist	SQL Developer
Duration	3 days	2 days	3 days	2 days	2 days
Hands on Labs	6 hours	4 hours	6 hours	4 hours	4 hours









Fabric Resources Collection

<https://aka.ms/FabricPartnerResources>

Your one-stop-shop for all enablement and sales collateral resources

This campaign's content

Showing 1-12 of 16 assets

 <p>Microsoft Fabric Differentiated Value Prop (DVP) Content updated as of December 2023</p> <p>38.1 MB</p> <p>Microsoft Fabric DVPs - DWH, DI, and BI</p> <p>Learn how to address customer questions about Fabric compete scenarios</p> <p>2024-01-18</p>	 <p>Understanding your Upgrade Pathways to Microsoft Fabric Fabric overview and upgrade key considerations</p> <p>395.2 MB</p> <p>Microsoft Fabric Upgrade Pathways L100 Customer Presentation</p> <p>Help customers understand Fabric upgrade paths and upgrade offers</p> <p>2024-01-18</p>	 <p>Microsoft Fabric Licensing Deck</p> <p>Get customers to understand licensing of Microsoft Fabric</p> <p>108.8 MB</p> <p>Microsoft Fabric Licensing Deck</p> <p>2024-01-18</p>	 <p>Microsoft Fabric and Azure Databricks Supercharge your data and analytics capabilities</p> <p>236.1 MB</p> <p>Microsoft Fabric and Azure Databricks Pitch Deck</p> <p>Pitch how customers can supercharge their data with Fabric and Databricks</p> <p>2024-01-18</p>
 <p>Govern and manage all your data in Fabric and beyond Microsoft Fabric + Microsoft Purview</p> <p>171.8 MB</p> <p>Microsoft Fabric governance with Microsoft Purview L200 Pitch Deck</p> <p>Show customers how to govern and manage data in Fabric and Purview</p>	 <p>Low Code Development Meets Cloud Scale Analytics Microsoft Fabric and Power Platform</p> <p>153.8 MB</p> <p>Fabric and Power Platform Pitch Deck</p> <p>Microsoft Power Platform and Fabric better together BDM pitch</p>	 <p>Business applications meet cloud scale analytics Microsoft Fabric and Dynamics 365 Better Together</p> <p>156.7 MB</p> <p>Fabric and Dynamics 365 Pitch Deck</p> <p>Microsoft D365 and Fabric better together BDM pitch</p>	 <p>Microsoft Fabric and Azure AI Build powerful AI applications on an open, lake-centric data foundation</p> <p>43.3 MB</p> <p>Microsoft Fabric + Azure AI L200 Pitch Deck</p> <p>Share how customers can transform productivity with AI and Fabric</p>

**Generate leads –
Campaign in a box**

<https://aka.ms/DataAICiaB>

End to end campaign resources available in 11 localized languages

ENT/SMB



Retail



Banking

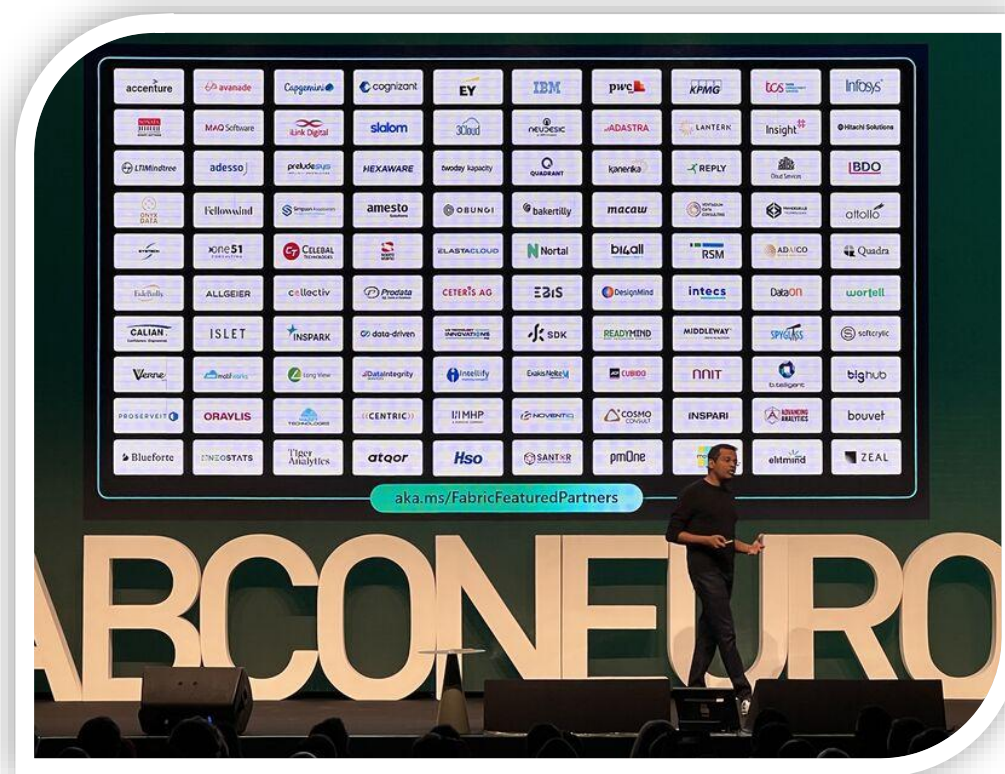


Sustainability



Become a fabric featured partner

<https://aka.ms/HowToBecomeFFP>



- a) Any of Analytics Specializations
 - I. Analytics on Azure
 - II. Data Warehouse Migration
- b) 5+ individuals certified on Fabric (DP-600 exam)
- c) 1+ verifiable customer implementation on Fabric on paid SKUs



Thank You

SMB Customer – Typical Questions

