



Do Epic Stuff with your Data with **Azure** and **Technology Management Concepts**

CUSTOMER JOURNEY



► What's happening in the industry?



80%

Smartphones and tablets account for over four-fifths of all computing devices sold today.

Businesses are using social capabilities to reach customers, gather market intelligence, and engage employees.

As millennial representation increases, so does the expectation of a connected, social workplace.



► Why are customers moving to the cloud?



Identify trends

Mobile computing permeates the globe, altering workflows, communication patterns, and how we consume content.

Visualize data

\$85B

The market for social technologies tops \$85 billion by 2019.

Make data-driven decisions

Smart well-informed business decisions based on business-specific algorithms tailored to the business' unique needs.

IDC predicts **buyer behavior analytics** will validate 80% of all digital transactions and reduce password requirements by 50%.

Imagine the possibilities with Azure.

► Where do I start?



Mobile

Connect with your customers wherever they are with Mobile Backend as a Service (MBaaS). Create tailored experiences based on your customers' interests and behavior. Reduce your time to market with cloud services, tools, and DevOps designed for delivering mobile solutions.

Web

No matter what you sell, you need secure and scalable e-commerce solutions that meet the demands of both your customers and business. Engage customers through customized products and offers, process transactions quickly and securely, and focus on fulfillment and customer service.

Data Analytics

Deliver better experiences and make better decisions by analyzing massive amounts of data in real time. Get the insight you need to deliver intelligent actions that improve customer engagement, increase revenue, and lower costs.

Business Intel

Transform your company's data to support informed decision making. Gain deeper insight into your data to stay up to date and spot trends as they happen. With modern business intelligence (BI) solutions and tools, your entire organization can understand and quickly act on data.

► Why Azure?

Mobile

- Connect with MBaaS and help your customers have a better mobile experience.
- Build in the cloud, test on real devices, and distribute, while monitoring real-world usage and analytics data.

Web

- Drive sales and create a tailored shopping experience with advanced intelligence that allows you to do so efficiently and securely.
- Create personalized shopping experiences with targeted content and offers. Increase satisfaction through ongoing engagement—before, after, and at the point of sale.

Data Analytics

- Make more informed decisions that are predictive and holistic rather than reactive and disconnected by analyzing a diverse dataset from the start.
- Keep your organization's data indefinitely, no matter the size.
- Uncover insights buried in your data to optimize your business.

Business Intelligence

- Get the right insight and integrate intelligence securely to make informed business decisions.
- Better integrate with existing systems by choosing a feature-rich, enterprise-ready BI platform.
- Embed fully interactive and up-to-date visual analytics directly in your apps with ease.



Learn more >

Learn more about how to Do Epic Stuff with Your Data with Azure.

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