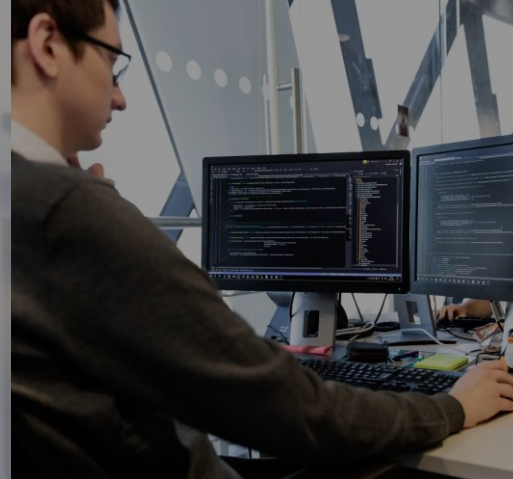


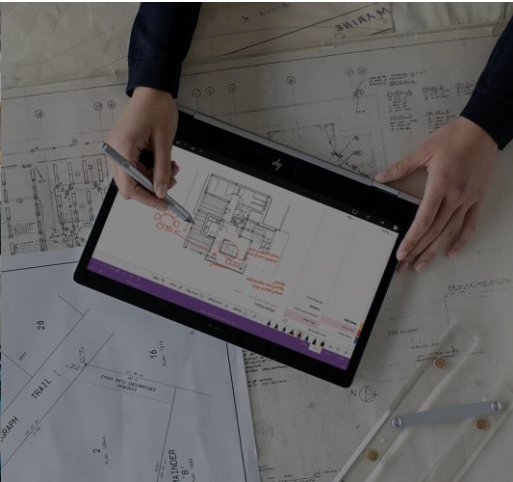
Modern Data Estate – Key Enabler for AI

Ken Habson

Microsoft Director, Data and AI



The world is **changing**



101010
010101
101010

Data

Data will grow
to 163ZB in 2025¹

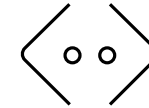
+



Cloud

Today, 80% of
organizations adopt
cloud-first strategies²

+



AI

AI investment
increased by
300% in 2017³

Financial services



Retail



Manufacturing



Consumer goods



Organizations that harness data, the cloud, and AI out perform

Nearly double
operating margin

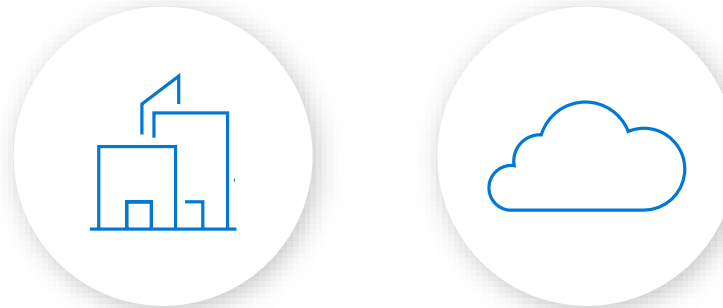
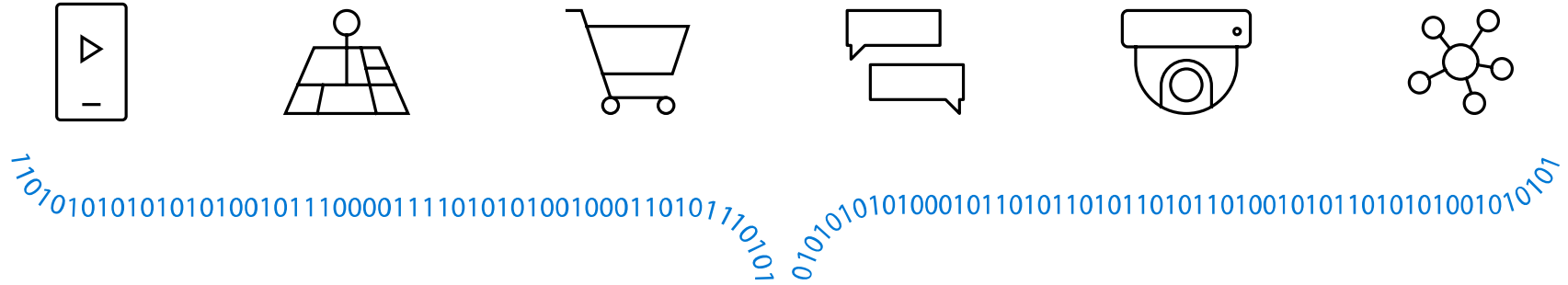
\$100M in additional
operating income



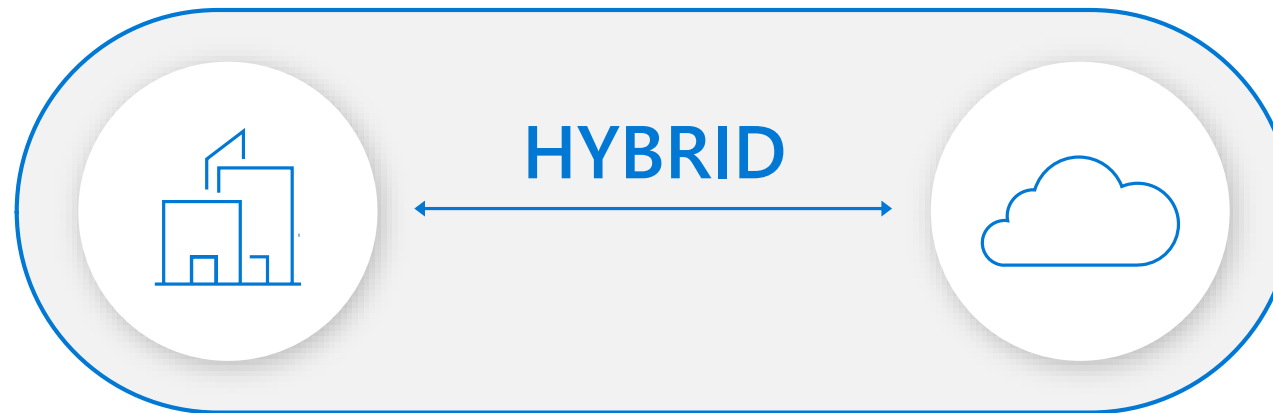
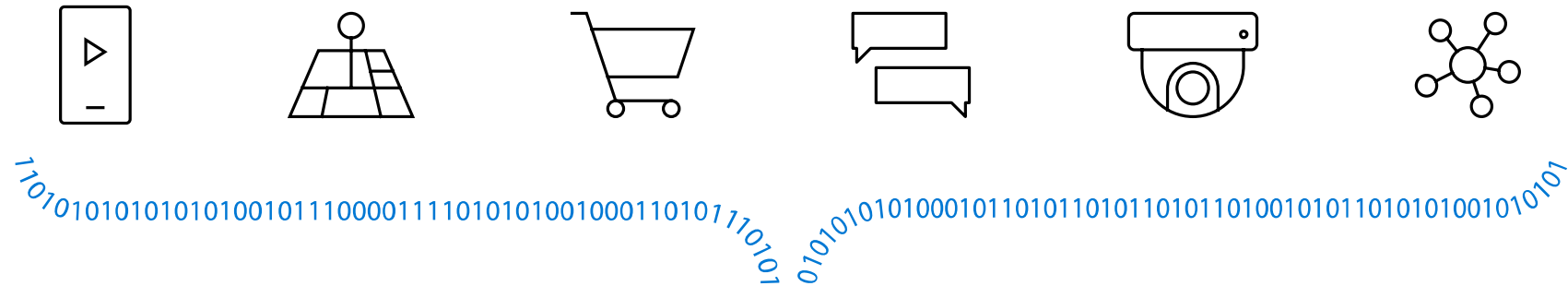
A woman in a dark blue dress stands in front of a large digital screen, pointing at a bar chart. The screen displays a Microsoft Excel spreadsheet with a pie chart on the left and a bar chart on the right. The bar chart shows data for 'Quarterly Revenue' with values ranging from \$10,000 to \$20,000. The spreadsheet table below the charts lists various categories and their corresponding values. Several people are seated around a large conference table, looking towards the presentation. The room has large windows and a modern, professional atmosphere.

Rely on a modern data estate

The modern data estate



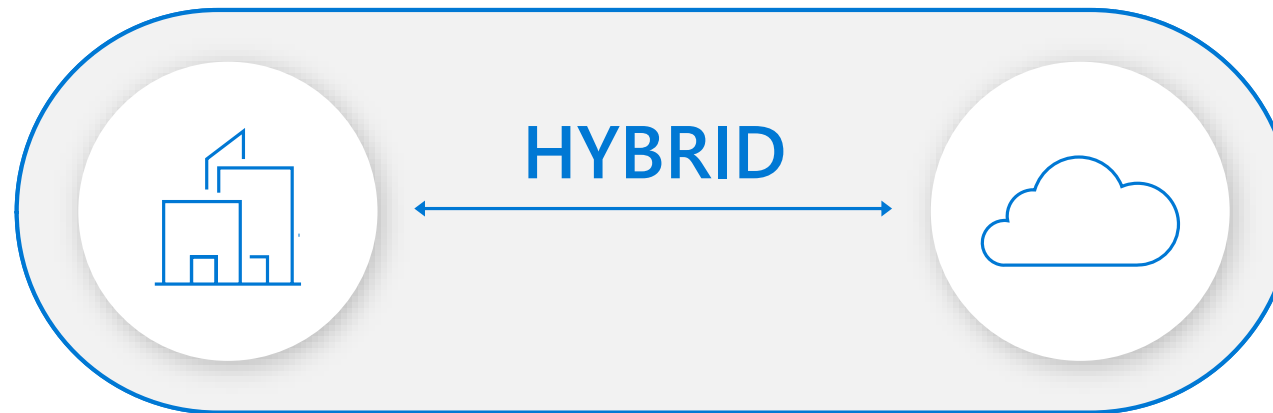
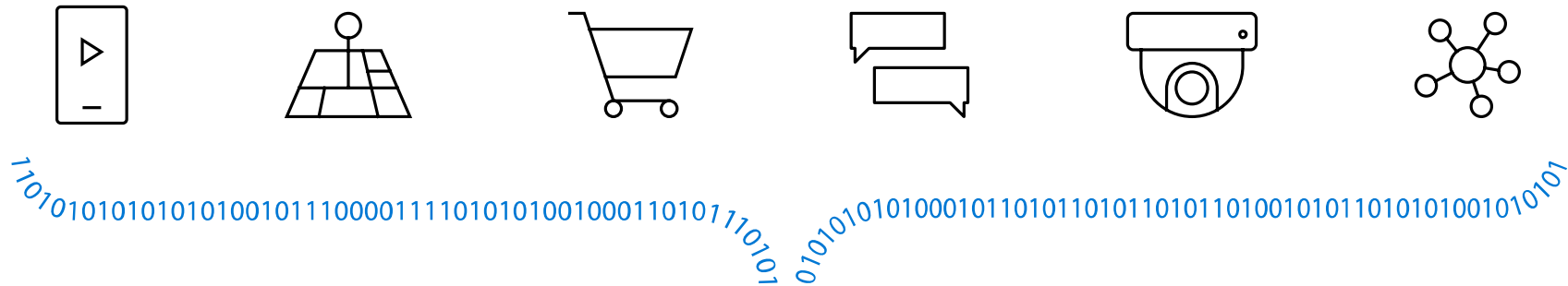
The modern data estate



Operational databases
Data warehouses
Data lakes

Reason over all your data, BI + AI

The modern data estate



Operational databases
Data warehouses
Data lakes

Reason over all your data, BI + AI

Optimize your hybrid data estate



**Data modernization
on premises**



**Data modernization
to Azure**

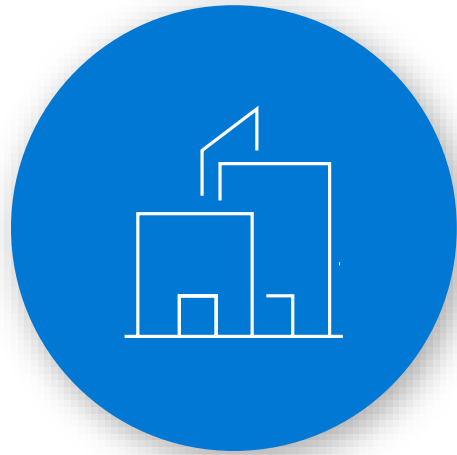


**Globally
distributed data**



**Cloud scale
analytics**

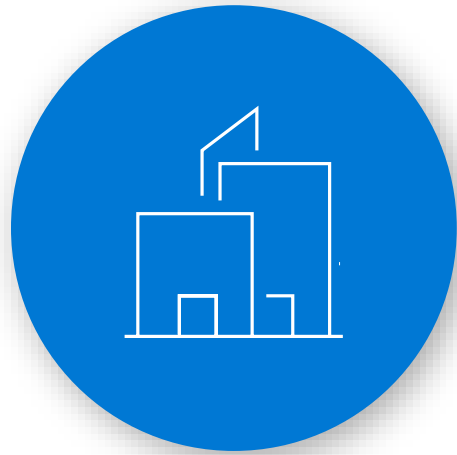
Optimize your hybrid data estate



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distributed data**



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to Azure

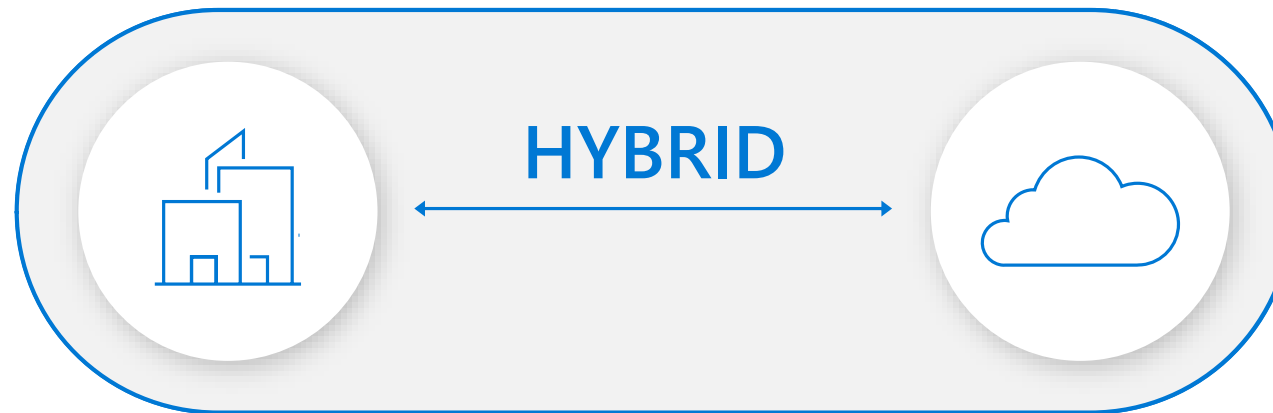
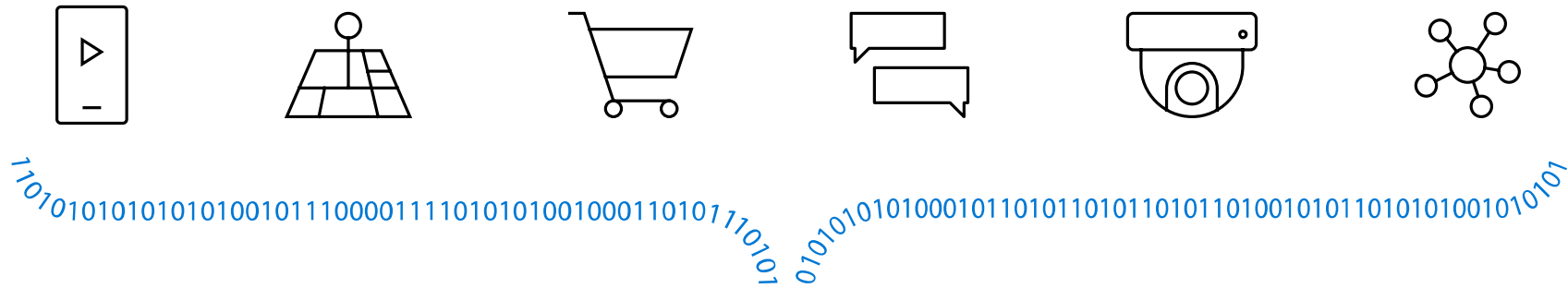


Globally
distributed data



Cloud scale
analytics

The modern data estate



Operational databases
Data warehouses
Data lakes

Reason over all your data, BI + AI



