

# Move to the Intelligent Edge with Azure and Celerity

## CUSTOMER JOURNEY



### What's happening in the industry?

Digital transformation is at the core of business strategies spanning all industry segments and markets.

Every day  
**2,500,000,000,000,000,000**  
(2.5 quintillion)  
bytes of data are created.

**90%**

Over 90% of the Fortune 500 are using Microsoft cloud services today.

Source:  
[IDC](#)  
[Microsoft Partner Blog](#)

**2.6M**

On average, the US creates 2.6M GB of internet data every minute.

[IFL Science](#)

**90%**

IDC indicates 90% of the data produced is unstructured.

**81%**

IDC indicates 81% of technology projects are influenced by LoB.

**2018**

Cloud services are the top IT priority for SMBs in 2018.

### Why are customers moving to the intelligent edge?



#### Edge devices extend power

By 2020, there will be more than 250,000 unique IoT applications. 50% will never be visible but serve critical functions.

AI will allow companies to stay competitive by utilizing key technology to maximize user interaction.

#### Increase innovative digital solutions

In 2016, company investments went from \$26 billion to \$39 billion in AI.

IDC reports 67% of organizations globally have already adopted or will adopt AI.

#### Easy accommodation

Azure Machine Learning makes it easy to develop, experiment, and deploy AI models.

Seamlessly deploy and run artificial intelligence, Azure services, and custom logic directly on cross-platform IoT devices.

Enable unlimited possibilities.

Source:  
[Microsoft Partner Network Blog](#)

### Where do I start?

#### Internet of Things

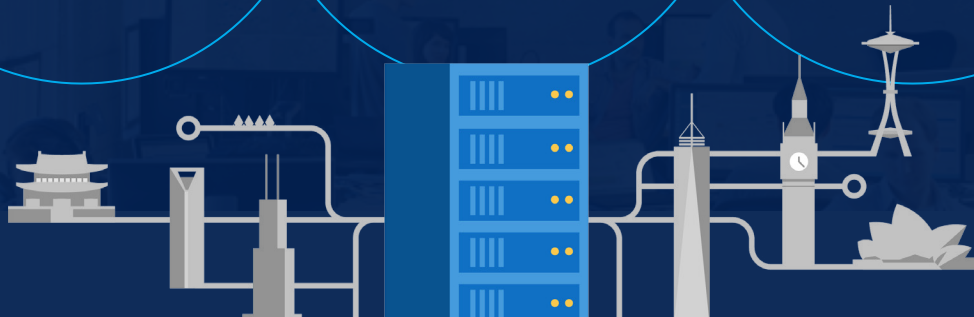
Create the Internet of *Your Things* by connecting your devices, assets, and sensors to collect untapped data. Improve performance and reduce costs with remote monitoring. Predict equipment failures before they happen with predictive maintenance.

#### Machine Learning

Take AI everywhere using a cloud service for data scientists and developers. Build intelligent solutions, analyze data, build faster models, and orchestrate your machine learning development life cycle—have confidence that your data is protected with enterprise-grade security.

#### Artificial Intelligence

Create the next generation of applications—spanning an intelligent cloud as well as an intelligent edge powered by AI—with the Azure platform and a wide portfolio of productivity tools, including cognitive services.



### Why Azure?

#### Internet of Things

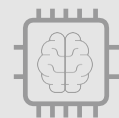
- Predict equipment failures before they happen with predictive maintenance.
- Enhance security across devices.
- Collect and analyze data from assets to proactively plan and improve retention of the asset value.

#### Machine Learning

- Simplify data analysis and empower your business to find the answers it needs.
- Bring AI to everyone with an end-to-end, scalable, and trusted platform.
- Make better decisions, at any scale, when it matters.

#### Artificial Intelligence

- Create the next generation of intelligent apps using powerful data and Artificial Intelligence services.
- Provide AI productivity for every developer and every scenario.
- Expand possibilities with an open platform.



Learn more about how to Move to the Intelligent Edge with [Azure](#).

[Internet of Things](#)  
[Machine Learning](#)

[AI Overview](#)  
[AI Platform Overview](#)

Interested in moving your data to the cloud? Reach out to schedule a free consulting session to get started.

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Learn more about Celerity

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