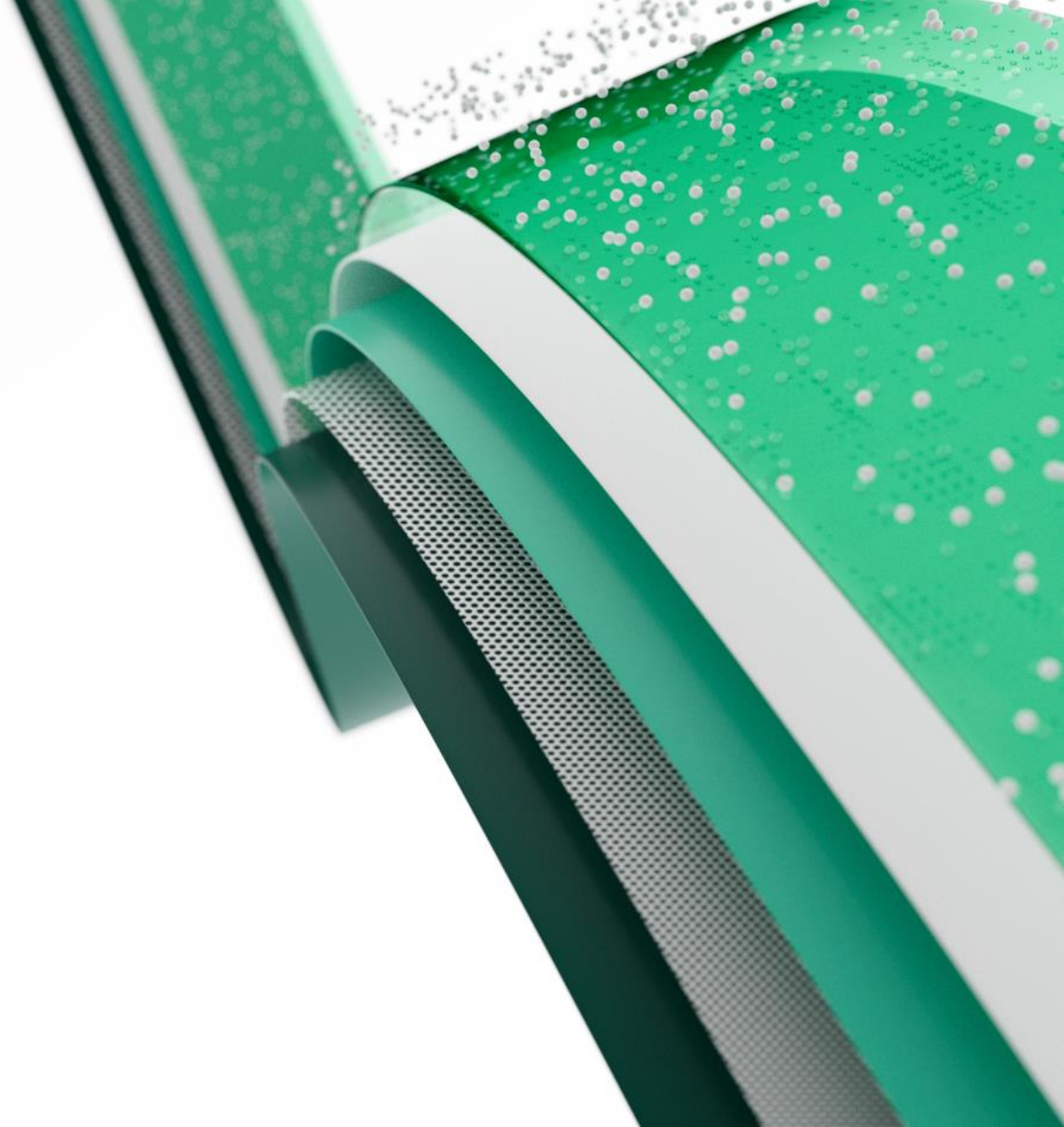




# Microsoft Fabric

A unified analytics solution for the era of AI





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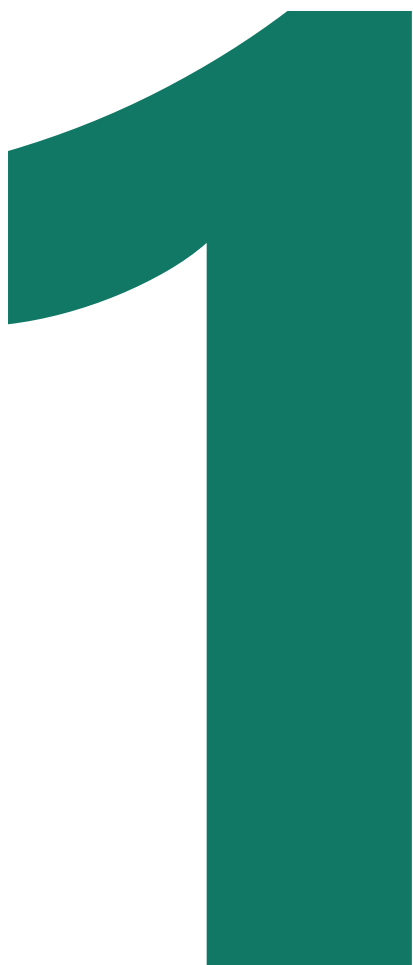
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Common analytics scenarios addressed by Microsoft Fabric

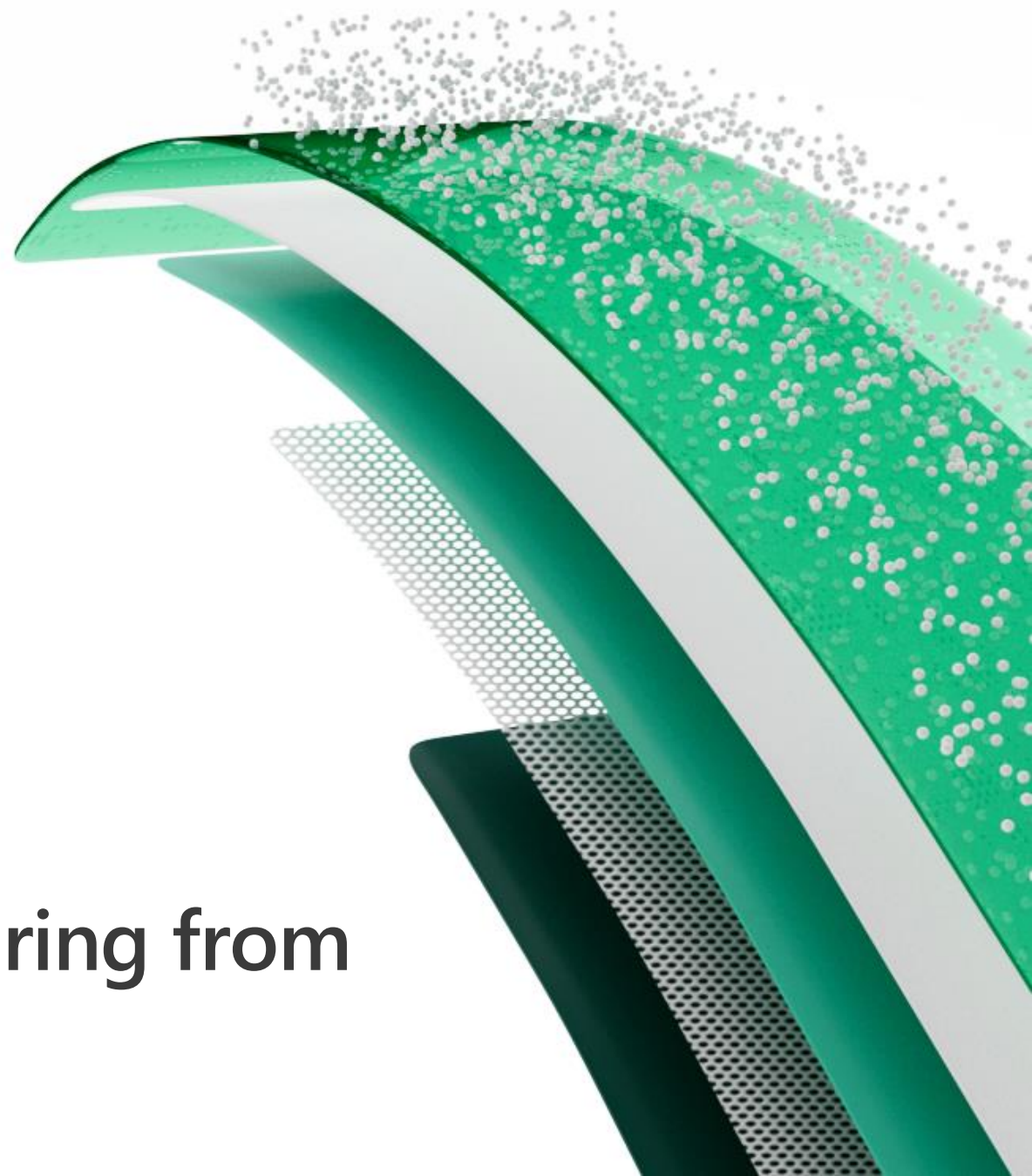
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Getting started



What we're hearing from  
our customers



# Today's data and analytics challenges



Balancing the need for data access and self-service analytics while remaining governed



Limited scalability of legacy solutions as data demand rises exponentially



Breaking down data siloes across the organization into a unified source of truth



Delivering on the promise of analytics with limited resources

# What we're hearing from our customers



How do I unify all disparate data sources cost-effectively?



How do I minimize security breaches and risks?







How do I improve analytical agility for my organization?

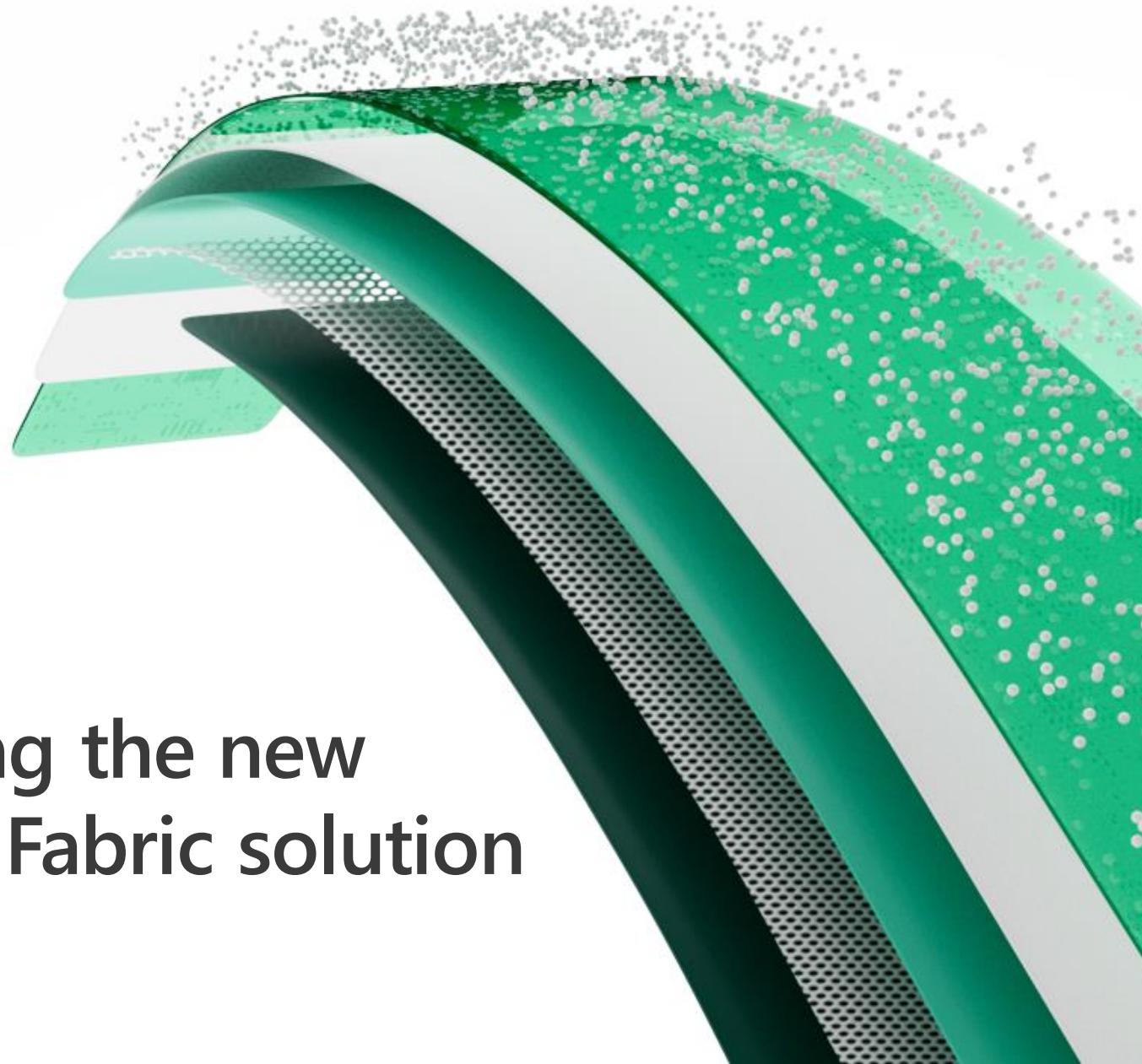


How do I ensure business users use the insights to get value from my investments?

# Modernizing your data & analytics platform is critical for resilient business transformation

Variety of siloed solutions and data		Integrated, SaaS-based suite that can integrate any data source
Data with security risks		Industry-leading, built-in security, compliance, and governance
Demand for data stewards		Easy-to-use analytics and center of enablement for increased business agility
Costly integration and ongoing maintenance of legacy systems		Cost-transparent suite with reduced management overhead

Introducing the new  
Microsoft Fabric solution



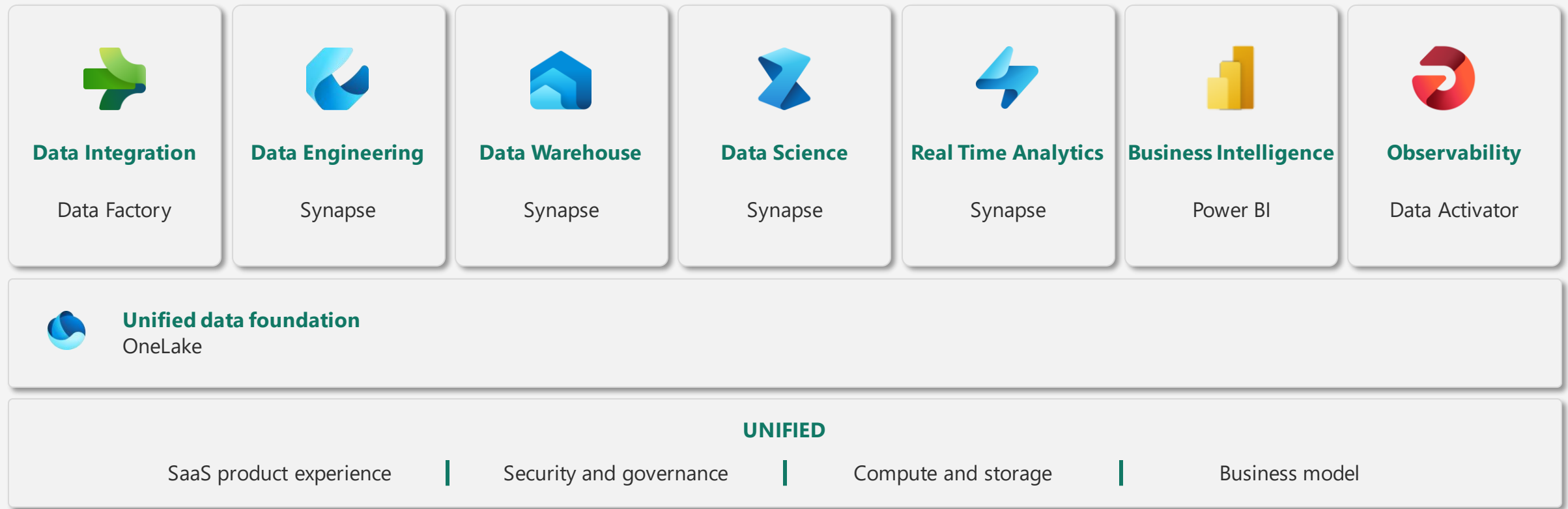
# Introducing Microsoft Fabric

Microsoft Fabric enables you to manage your data in one place with a suite of analytics experiences that work together seamlessly, including:

- Data Factory
- Synapse Data Engineering
- Synapse Data Warehouse
- Synapse Data Science
- Synapse Real-Time Analytics
- Power BI
- Data Activator

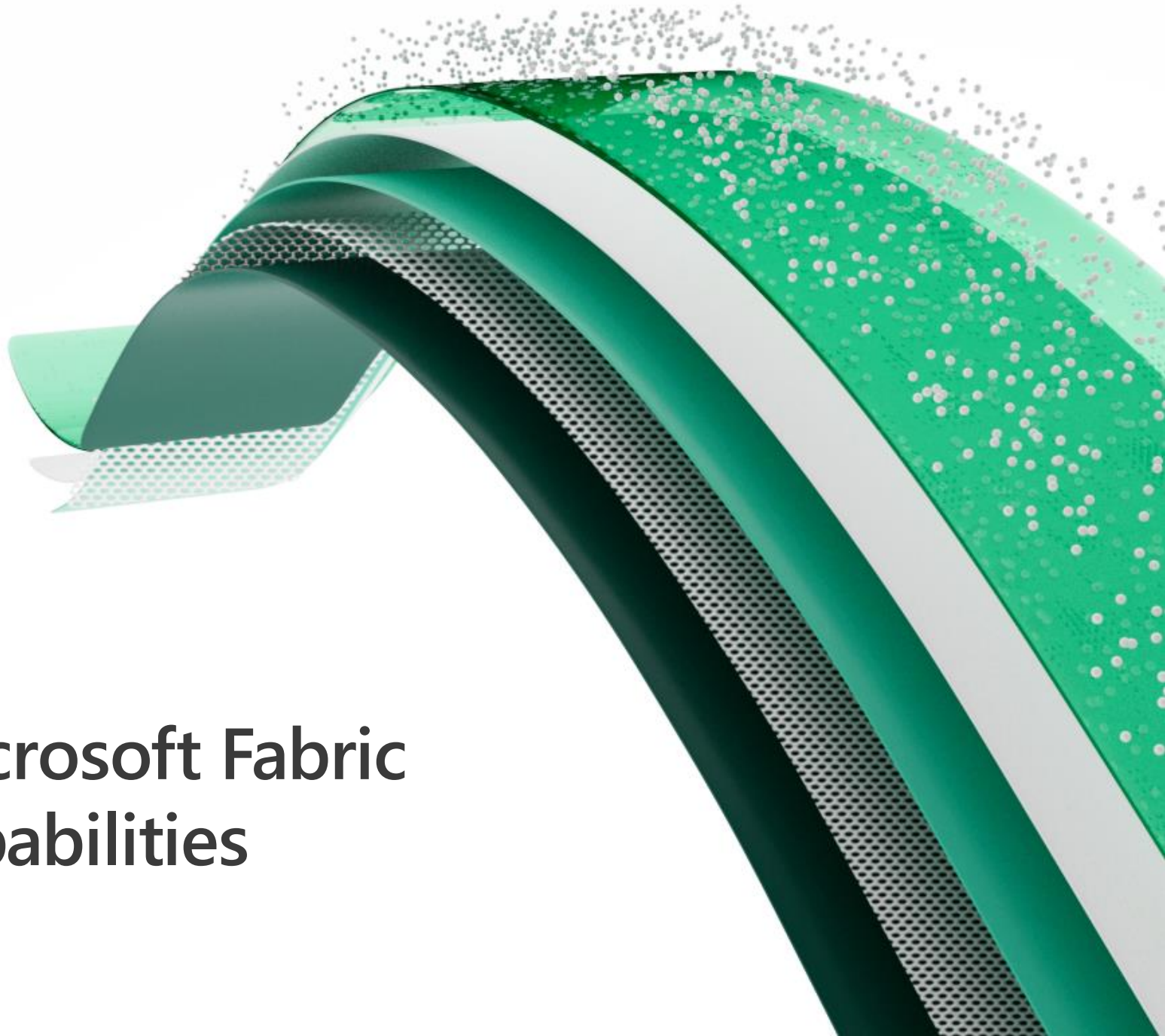
# Microsoft Fabric does it all—in a unified solution

An end-to-end analytics platform that brings together all the data and analytics tools that organizations need to go from the data lake to the business user



# 3

Microsoft Fabric  
capabilities



# Microsoft Fabric Capabilities



## Lake-Centric and Open

Align teams within a governed source of truth

## Center of Enablement for Every User

Democratize insights through access to powerful analytics tools



## Persistent Security and Governance

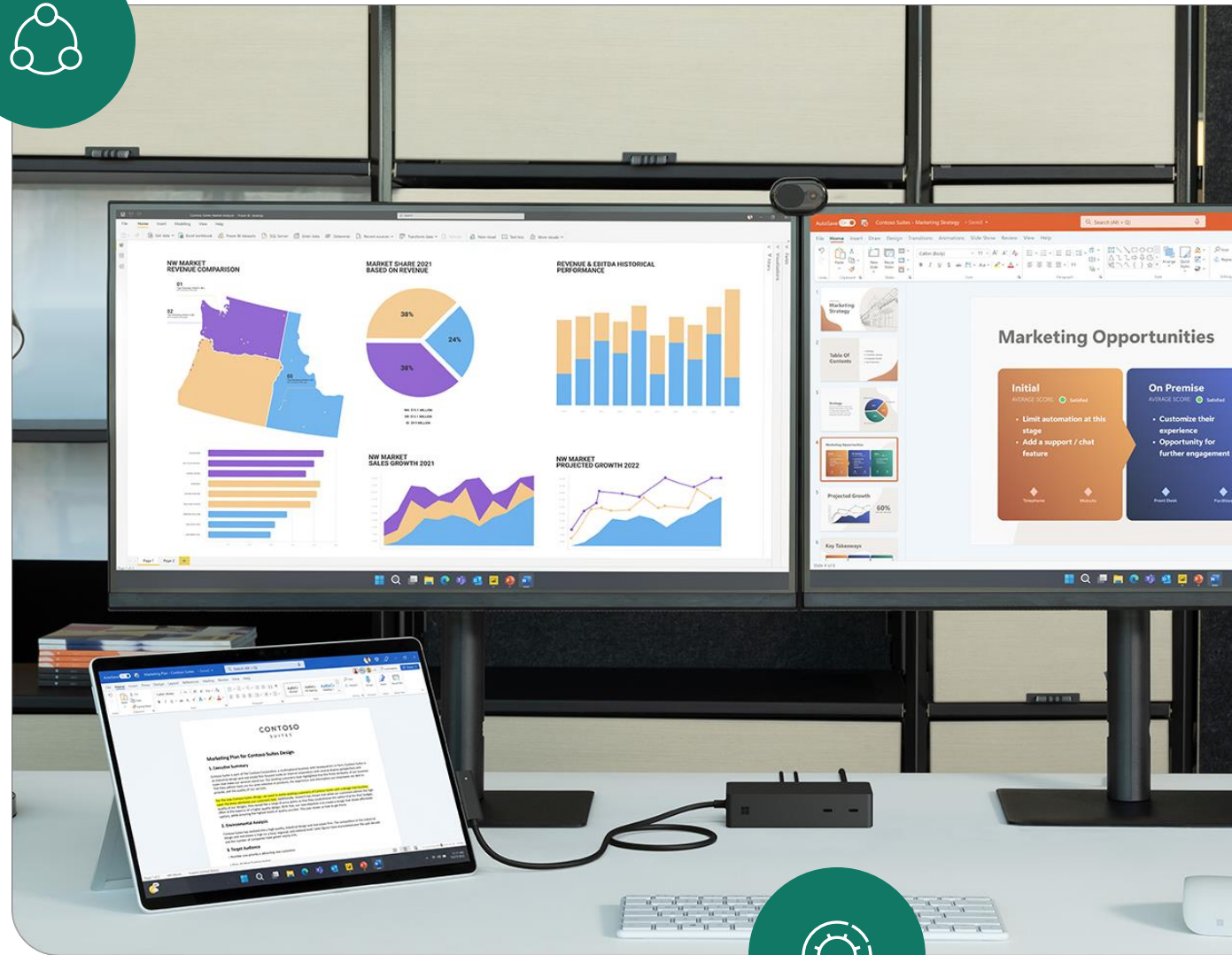
Integrate your services with an open, secure, and governed foundation



## Lake-Centric and Open

# Align teams within a unified source of truth

- Eliminate the integration tax
- Spin up analytics solutions faster than ever before
- Make it easier to store large amounts of data with OneLake
- Promote widespread adoption with easy sign-up, onboarding, and access to data
- Empower everyone to use accurate, certified, real-time data



Center of Enablement for Every User

# Democratize insights through access to powerful analytics tools

- Increase analytical agility
- Define role-based interfaces
- Streamline data preparation and analysis
- Empower analysts to leverage their best skills
- Drive more secure collaboration



# Integrate your services with an open, secure, and governed foundation

- Gain full visibility and governance over your entire analytics estate
- Keep your data secure and protected
- Reduce the effort needed to defend and control your entire analytics platform
- Maintain and seamlessly integrate partner and third-party solutions
- Prevent unauthorized users from discovering sensitive data



# 4

Common analytics  
scenarios addressed  
by Microsoft Fabric



# Common analytics scenarios

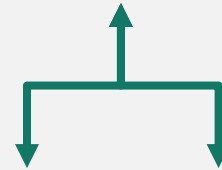
## Lakehouse



## Data Warehouse



## Data Science



## Real Time Analytics



# Lakehouse

## Data Source



Shortcut Enabled



Structured /  
Unstructured

## Ingestion



Shortcuts



Pipelines &  
Dataflows

## Store



Lakehouse(s)



## Transform

Notebooks &  
Dataflows

## Expose

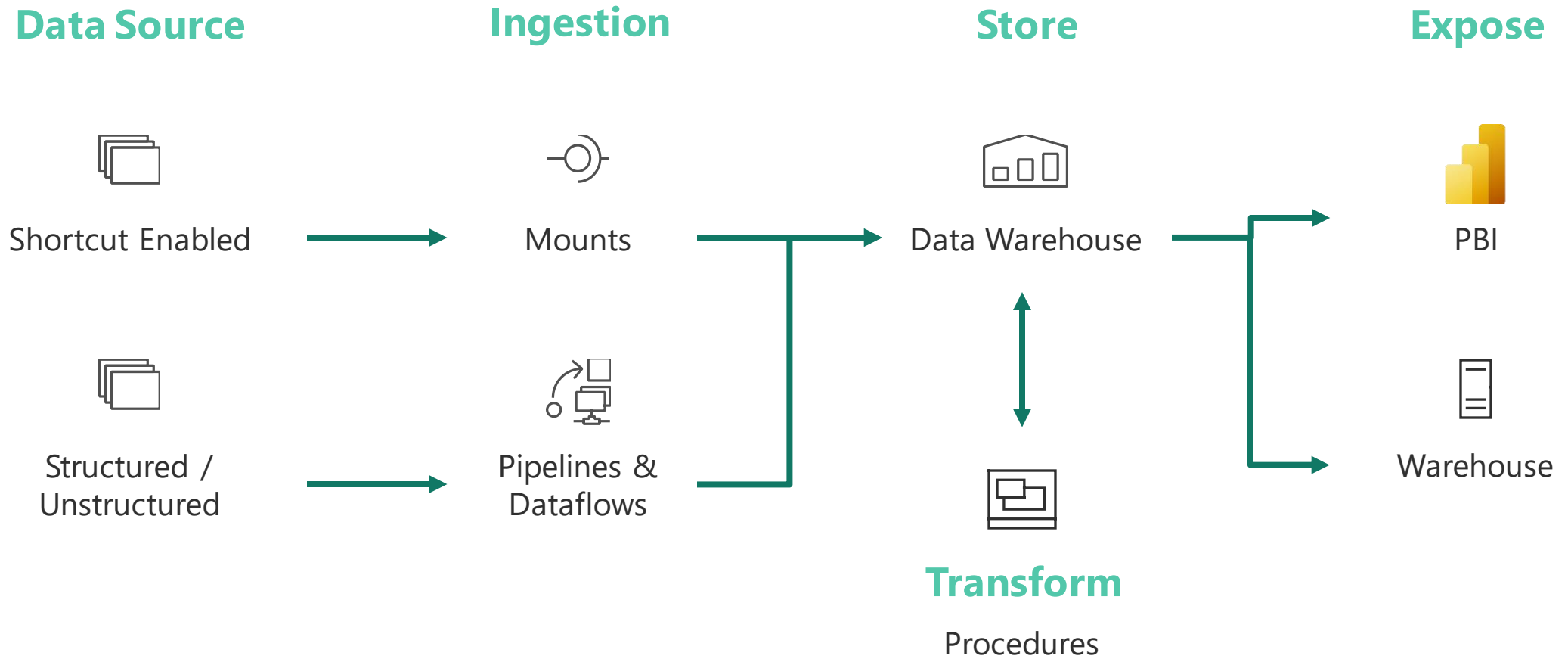


PBI



Lake Warehouse

# Data warehouse



# Data science

## Data Source



Lakehouse &  
Data Warehouse

## Clean & prepare



Notebooks

## Store



Lakehouse(s)

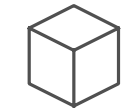
## Expose



PBI



Lake Warehouse

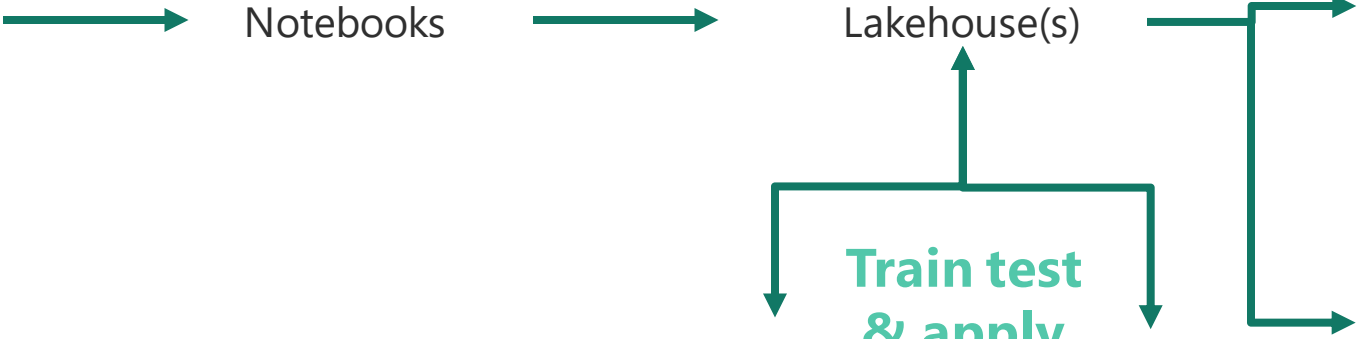


Models

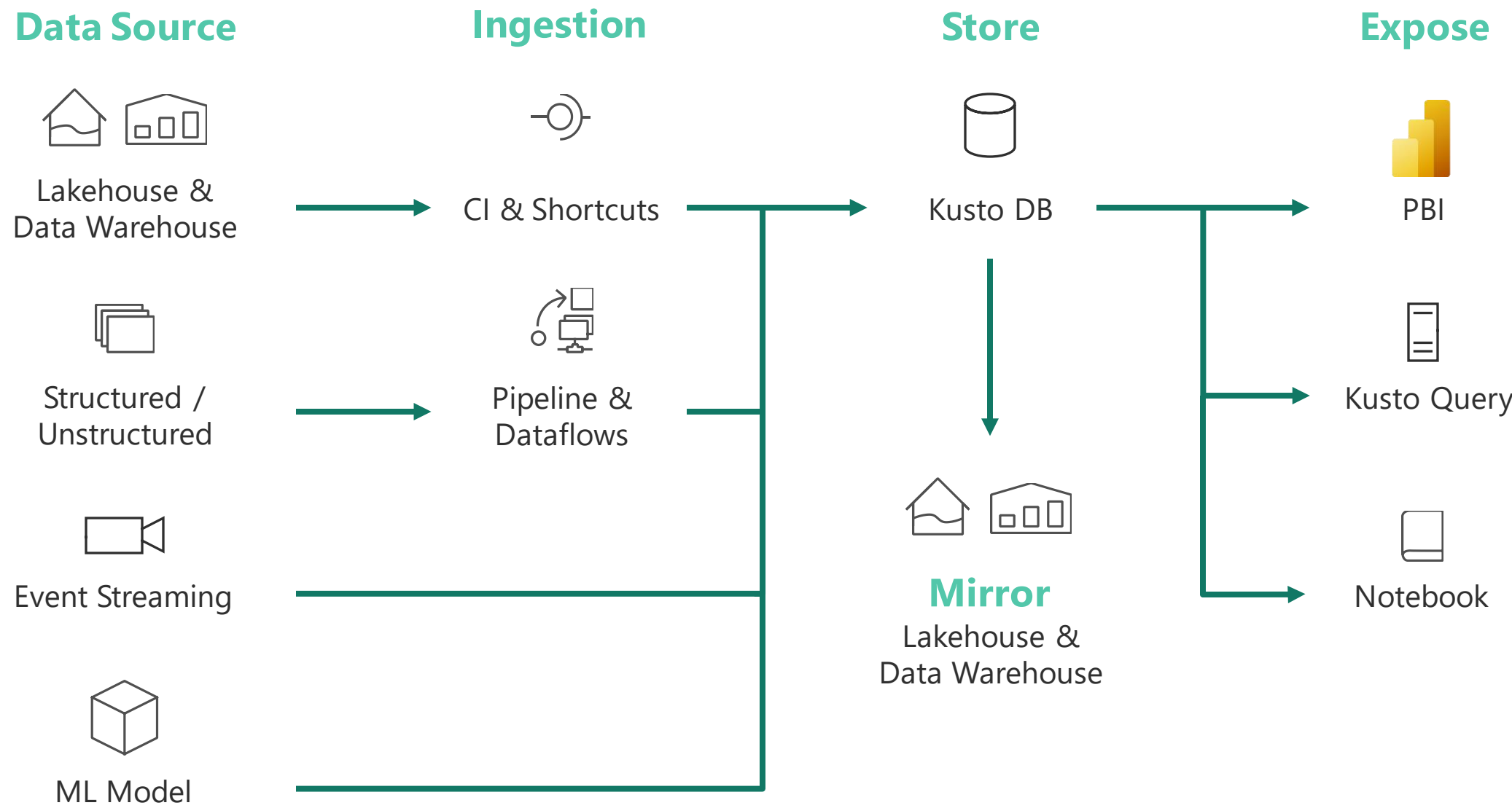


Experiments

Train test  
& apply



# Real time analytics





5

The business value you  
can expect

# Get more done and accelerate time to insights with Copilot in Microsoft Fabric

- Turn your words into dataflows and data pipelines so you can intelligently integrate data from anywhere
- Get suggestions for code and entire functions in real-time
- Get a guided machine learning model creation experience to unlock more insights in your data.
- Create and tailor Power BI reports in seconds, generate DAX calculations, create narrative summaries, and ask questions about your data
- Even create your own conversational experiences that combine Azure Open AI models and your organization's data and publish as plug-ins.
- Most importantly, Microsoft Cloud runs on trust which means your data always remains your data



# Future-proof your business by doing more with less



## **Flexible, transparent pricing model**

Optimize cost management  
and pricing

## **Ease of deployment and management**

Spend less time with  
maintenance, and more  
time uncovering insights



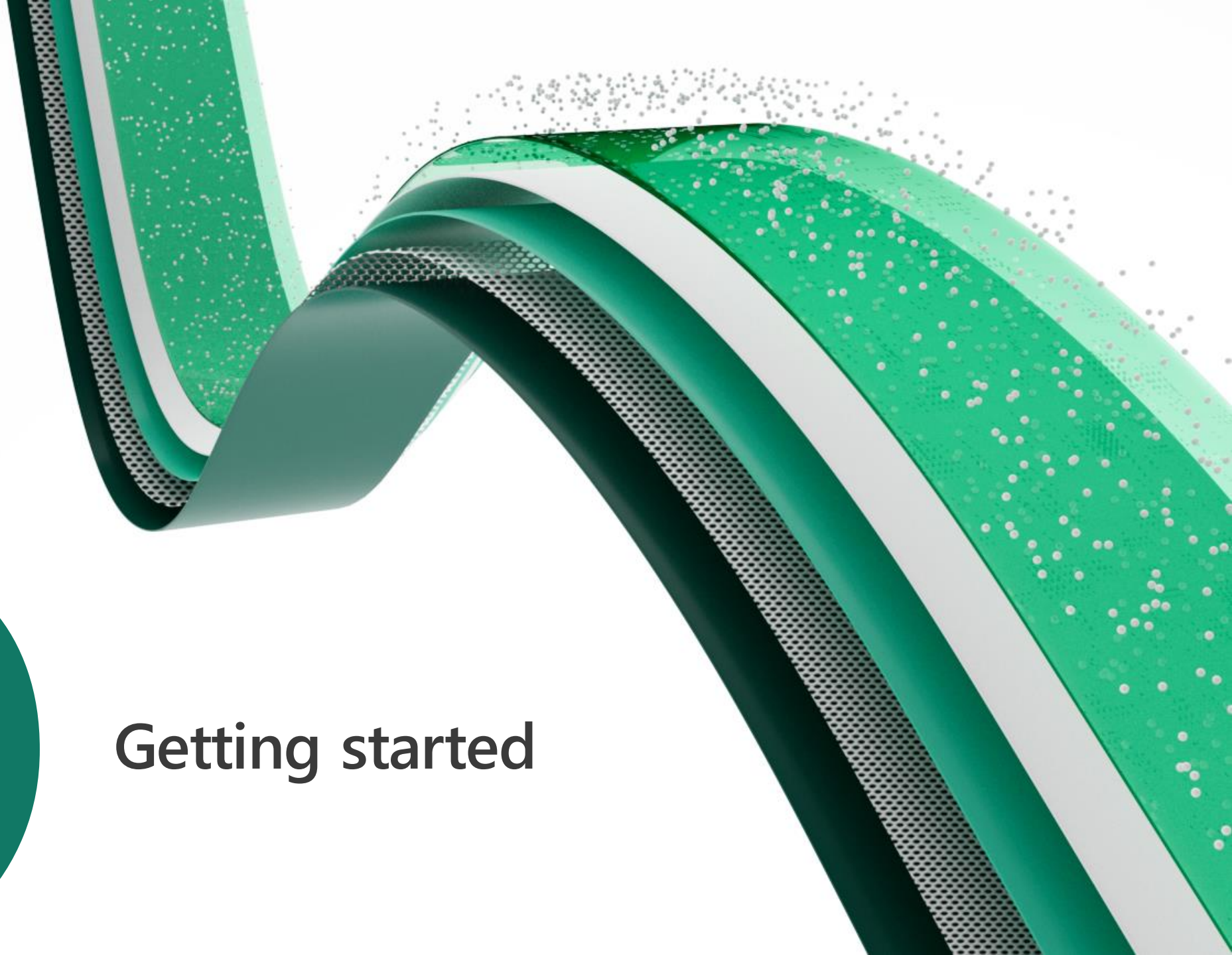
## **Secure, self-service data and analytics**

Enable teams to self-serve  
data and analytics while  
maintaining security and  
compliance



# 6

Getting started



# Get started today



Explore the product here: <https://aka.ms/try-fabric>



Get your questions answered in the Microsoft Fabric webinar series: <https://aka.ms/fabric-webinar-series>

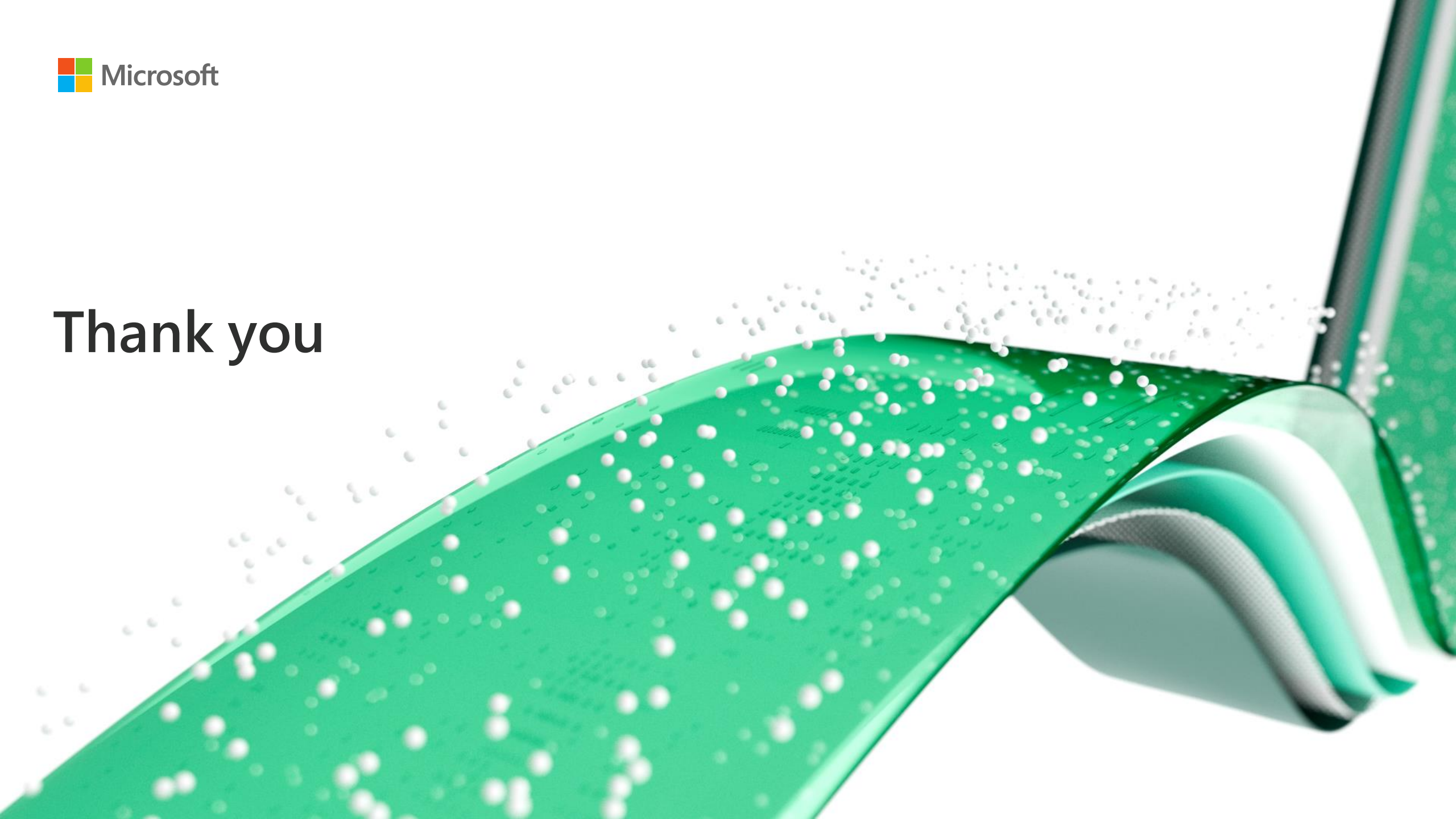


See the latest announcements in the Microsoft Fabric blog site: <https://aka.ms/fabric-tech-blog>



Read the implementation guide:  
<https://aka.ms/Getting-Started-eBook>

Thank you



# Appendix

# Empower your data professionals to move faster and unlock more value from your data

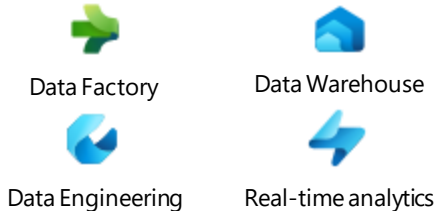


## Data Engineers

- **Execute faster** with the ability to spin up a Spark VM cluster in seconds, or configure with familiar experiences like Git DevOps pipelines for data engineering artifacts
- **Streamline your work** with a single platform to build and operate real-time analytics pipelines, data lakes, lake houses, warehouses, marts, and cubes using your preferred IDE, plug-ins, and tools.
- **Reduce costly data replication** and movement with the ability to produce base datasets that can serve data analysts and data scientists without needing to build pipelines

Serve data via warehouse or lakehouse

### Supporting experiences:

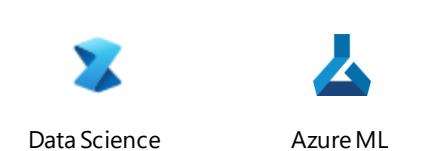


## Data Scientists

- **Quickly tune a custom model** by integrating a model built and trained in Azure ML in a Spark notebook
- **Work faster** with the ability to use your preferred data science frameworks, languages, and tools
- **Bypass engineering dependencies** with the ability to use your preferred no-code ML Ops to deploy and operate models in production
- **Tap into proven-at-scale models and services** to accelerate your AI differentiation (AOAI, Cognitive Services, ONNX integration, etc).

Serve transformed data

### Supporting experiences

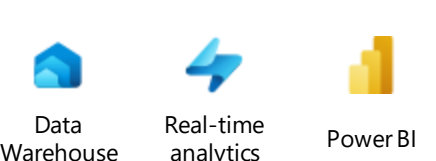


## Data Analysts

- **Avoid slow, progress-stagnating data wrangling** by seamlessly triggering a workflow that can unlock data engineering tools and capabilities quickly.
- **Accelerate your work** with visual and SQL based tools for self-serve data transformations and modeling as well as self-serve tools for reporting, dashboards, and data visualizations
- **Turn data into impact** with industry-leading BI tools and integration with the apps your people use everyday like Microsoft 365

Serve insights via embedding

### Supporting experiences



## Data Citizens

- **Make more data-driven decisions** with actionable insights and intelligence in your preferred applications
- **Maintain access to all the data you need**, without being overwhelmed by data ancillary to your role thanks to fine grain data access management controls

### Supporting experiences



Serve data via warehouse or lakehouse



## Data Stewards

- **Maintain visibility and control of costs** with a unified consumption and cost model that provides evergreen spend optics on your end-to-end data estate
- **Gain full visibility and governance** over your entire analytics estate from data sources and connections to your data lake, to users and their insights

# Reimagining healthcare with the Microsoft Fabric



## Data Challenges

- No comprehensive source for all aggregated data
- Securely providing care teams access to the data they need
- Slow time to insights

## How Microsoft Fabric can help

- Leverage OneLake to aggregate all data into a single source of truth
- Empower health team collaboration through democratized insights
- Analyze massive amounts of data at an accelerated pace, using built-in security and governance policies

## Key Outcomes

- Enable decision-making backed by data to reshape care and insights
- Improve the patient experience by creating an accessible, holistic view across healthcare professionals
- Deliver secure, real-time clinical and operational insights using Event Hub, IoT Hub, Kafta, and more

# Reimagining financial services with Microsoft Fabric



## Data Challenges

- Abundance of data and technology siloes
- Securely collecting, storing, and sharing data in a highly regulated industry
- Slow time to informed decision-making and risk responses

## How Microsoft Fabric can help

- Collect data in OneLake to provide one unified source of truth
- Access all portfolio, reference, market, and risk data with open and governed access controls
- Analyze all different types of data in real-time, using built-in security and governance policies

## Key Outcomes

- Enable decision-making backed by data to thrive in a competitive environment
- Gain a complete, 360-degree view of customers through secure data sharing
- Drive accurate insights with speed, while strengthening risk detection and prevention

# Reimagining public sector with Microsoft Fabric



## Data Challenges

- Security and governance of sensitive data
- Cross-agency analytics work
- Deeper understanding of Public Health, utilities demand, and urban innovation

## How Microsoft Fabric can help

- Store data in a single source of truth with built-in security and compliance
- Unify data across all government agencies in OneLake
- Collect real-time data from consumers and develop models to identify larger insights, forecast demand, and inform planning

## Key Outcomes

- Maximize protection of critical data with conditional access policies, as well as object and row-level security
- Empower analysts to collaborate on data analysis to drive more collaborative, effective outcomes
- Improve agility by quickly collecting and assessing research and real-time data with analytics

# Reimagining retail with Microsoft Fabric



## Data Challenges

- Siloed, incomplete data with complex architecture
- Using data to personalize customer experiences
- Meeting data regulations in areas where your organization does business

## How Microsoft Fabric can help

- Unify data from numerous sources such as purchase orders, inventory, and manufacturing all in a OneLake
- Gain a 360-degree view of all customers by collecting and analyzing site, digital, and smart store behavior
- Leverage built-in security and governance to help protect collected customer data

## Key Outcomes

- Inform merchandising and supply chain strategy with real-time analysis and analytics
- Develop content, copy, and products tailored to your customers' specific tastes and interests
- Be rest assured that in-store and eCommerce transaction data is secure

# Reimagining sustainability with Microsoft Fabric



## Data Challenges

- Using data to transition to clean, renewable energy
- Forecasting and predicting energy demand
- Identifying new business models backed by data

## How Microsoft Fabric can help

- Collect real-time data in OneLake to help identify how clean energy is used and how to improve its efficacy
- Combine real-time data from disparate sources such as wind turbines and solar panels and use ML and AI to identify demand
- Identify new business models through AI-driven analysis of energy distribution, consumption, and customer demand

## Key Outcomes

- Manage smart and efficiency energy on local and global scales
- Identify how much demand for power will be needed in the future – quickly and efficiently
- Drive efficient, sustainable best practices and reduce environment impact