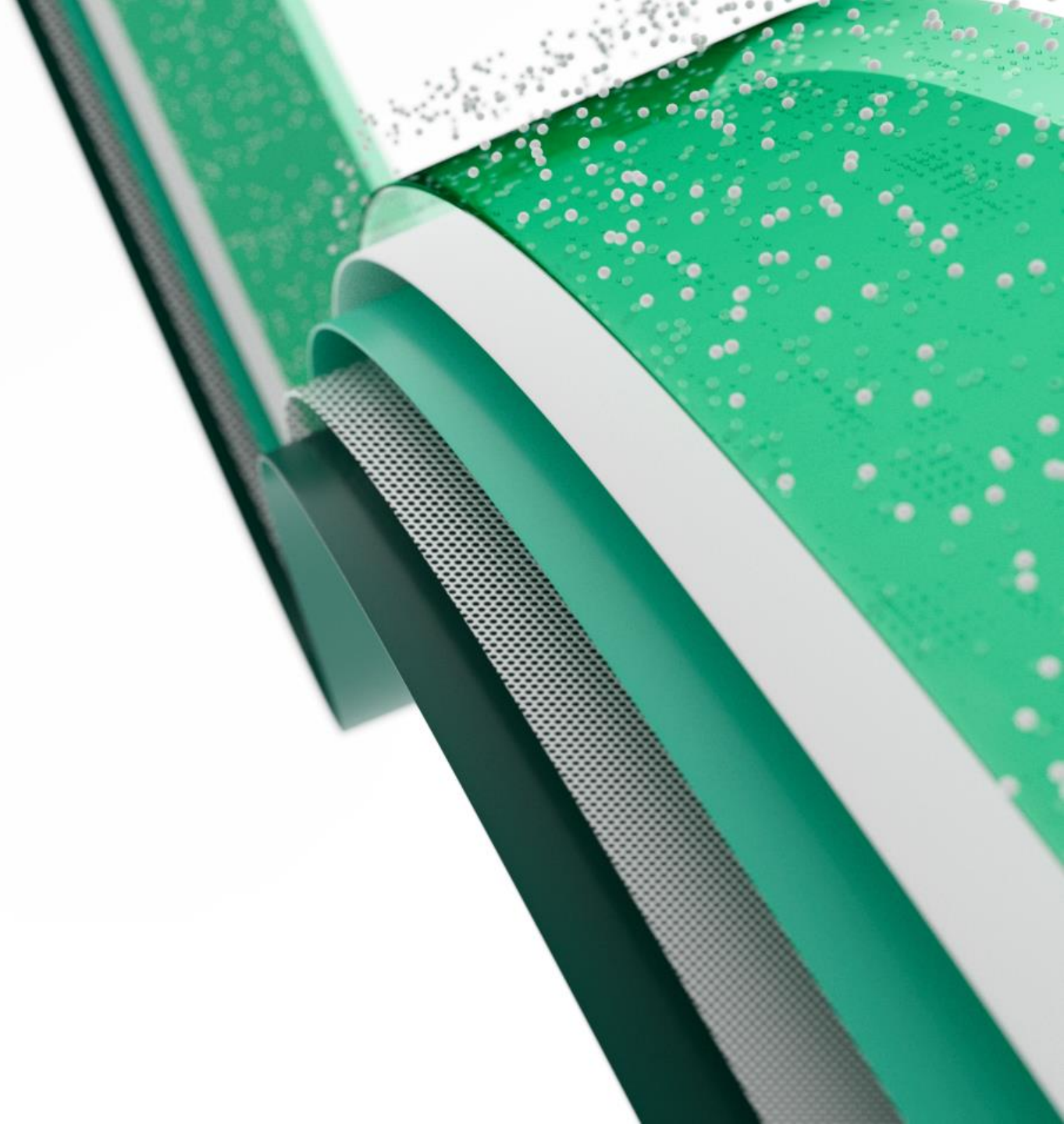




Microsoft Fabric

A unified analytics solution for the era of AI





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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**

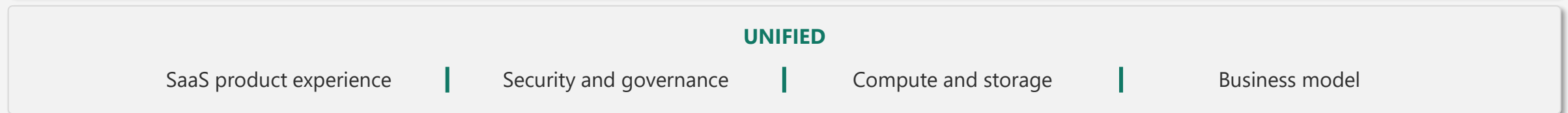
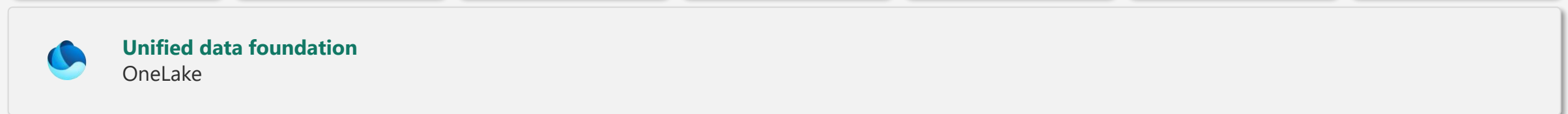
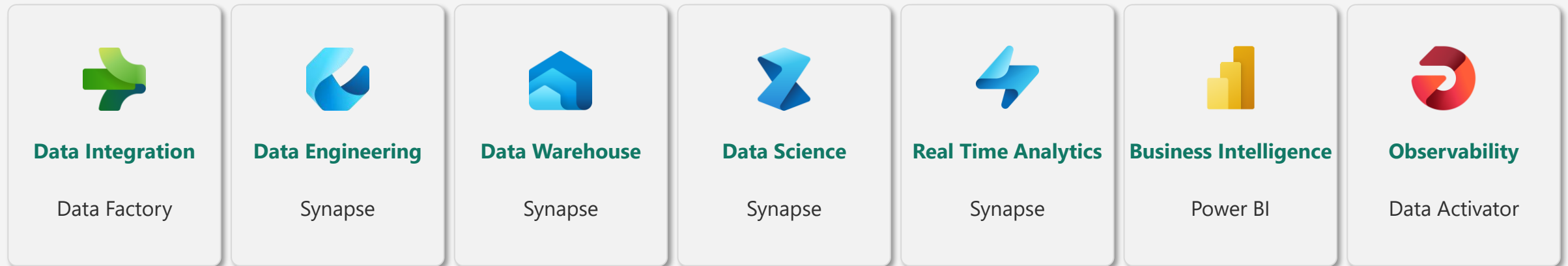
Introducing Microsoft Fabric

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

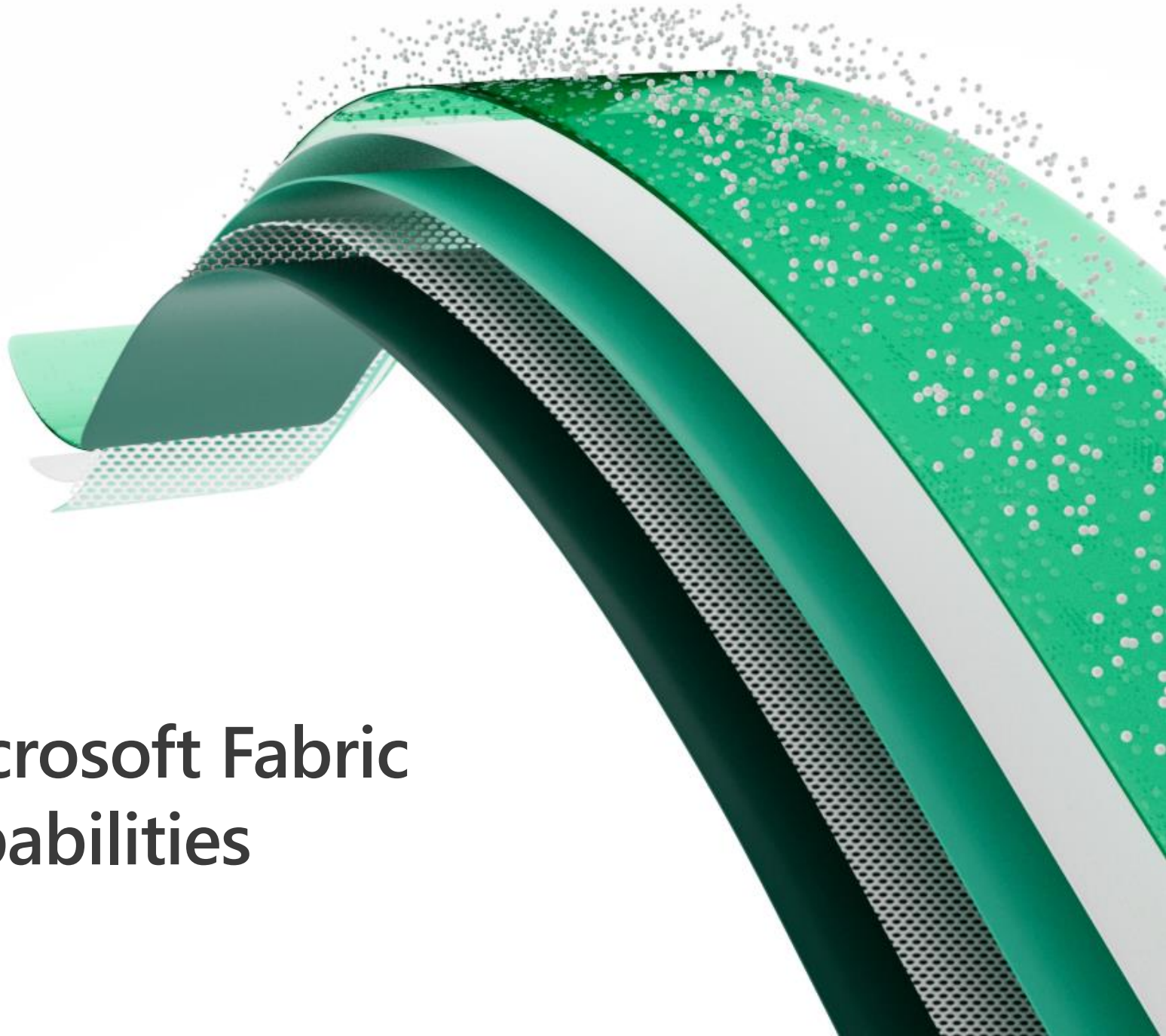
Microsoft Fabric does it all—in a unified solution

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

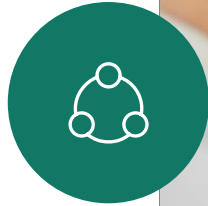


3

**Microsoft Fabric
capabilities**



Microsoft Fabric Capabilities



Lake-Centric and Open

Align teams within a governed source of truth

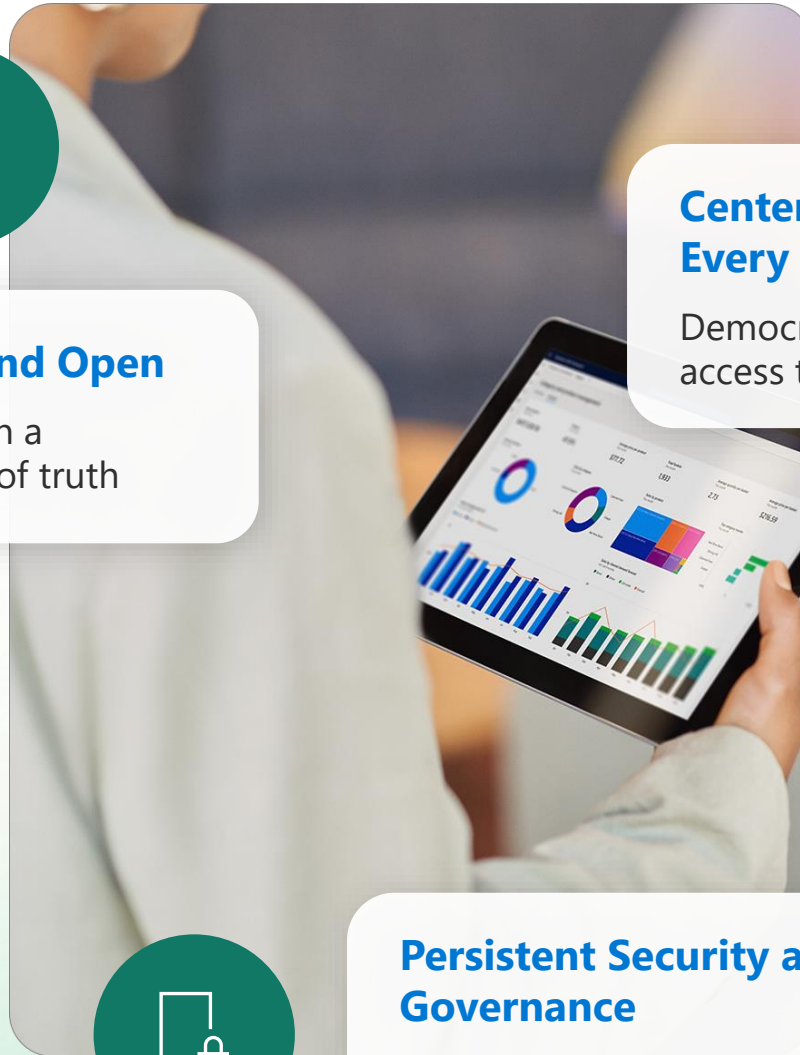
Center of Enablement for Every User

Democratize insights through access to powerful analytics tools



Persistent Security and Governance

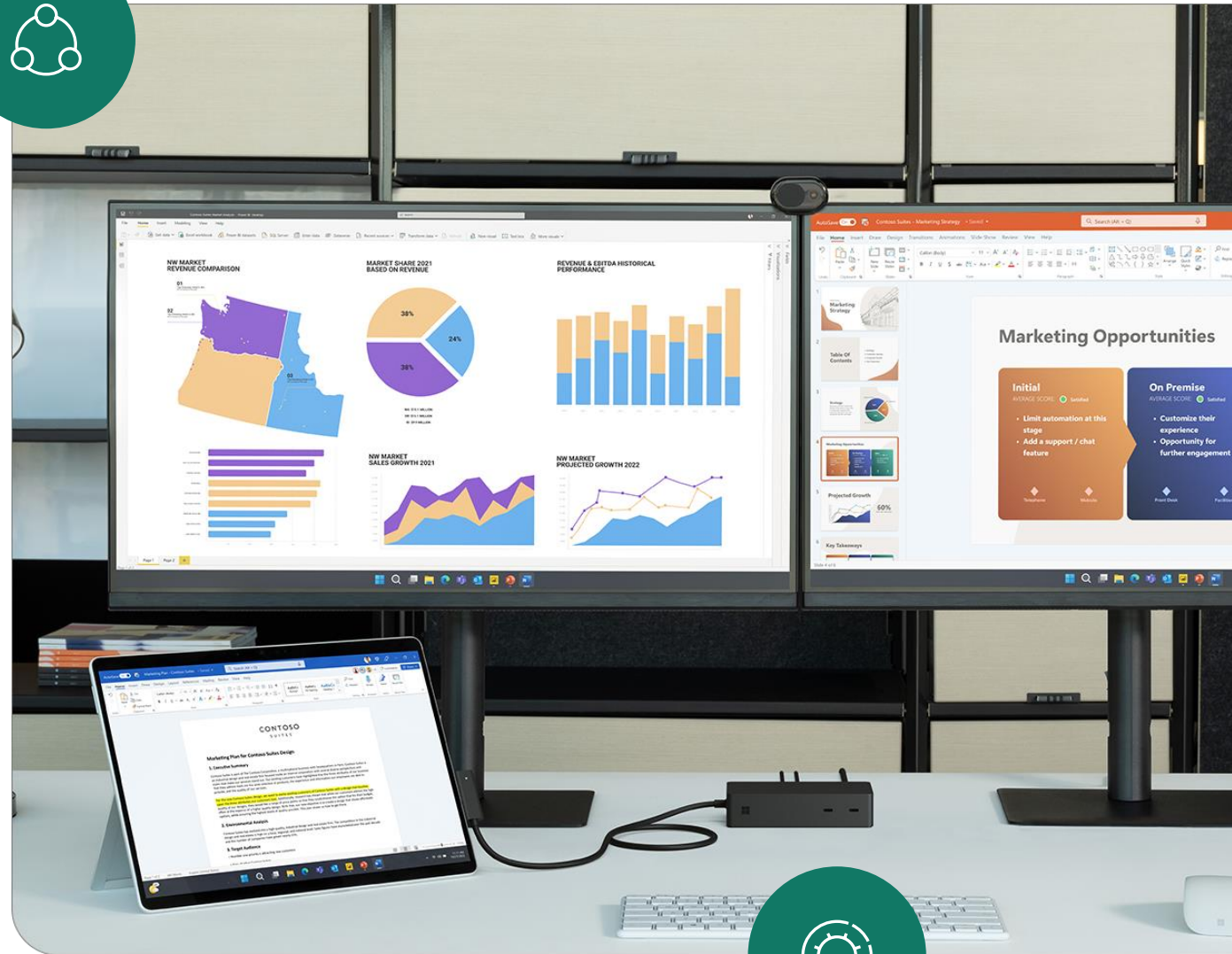
Integrate your services with an open, secure, and governed foundation



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



Persistent Security and Governance

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

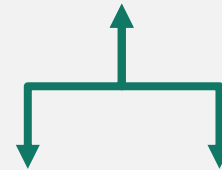
Lakehouse



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 Source



Shortcut Enabled



Structured /
Unstructured



Ingestion



Mounts



Pipelines &
Dataflows



Store



Data Warehouse



Transform

Procedures



Expose



PBI



Warehouse

Data science

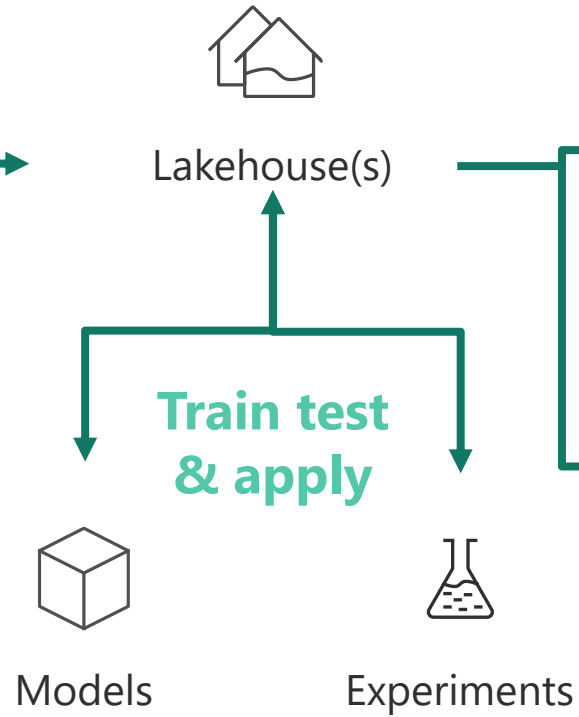
Data Source



Clean & prepare



Store



Expose



Real time analytics

Data Source



Lakehouse & Data Warehouse



Structured / Unstructured



Event Streaming



ML Model

Ingestion



CI & Shortcuts



Pipeline & Dataflows

Store



Kusto DB



Mirror
Lakehouse & Data Warehouse

Expose



PBI



Kusto Query



Notebook





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

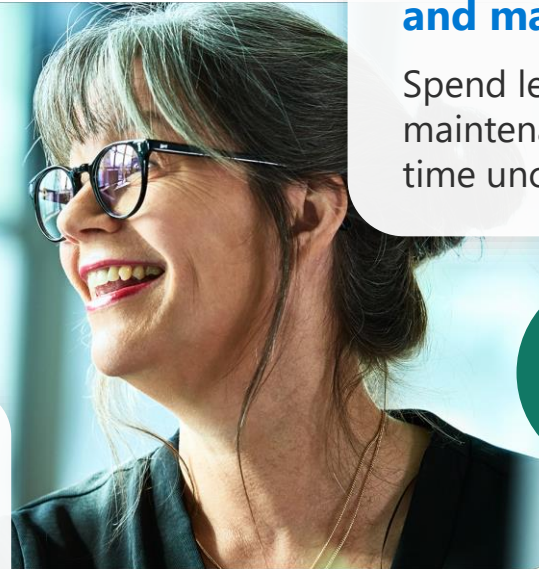
Ease of deployment and management

Spend less time with
maintenance, and more
time uncovering insights



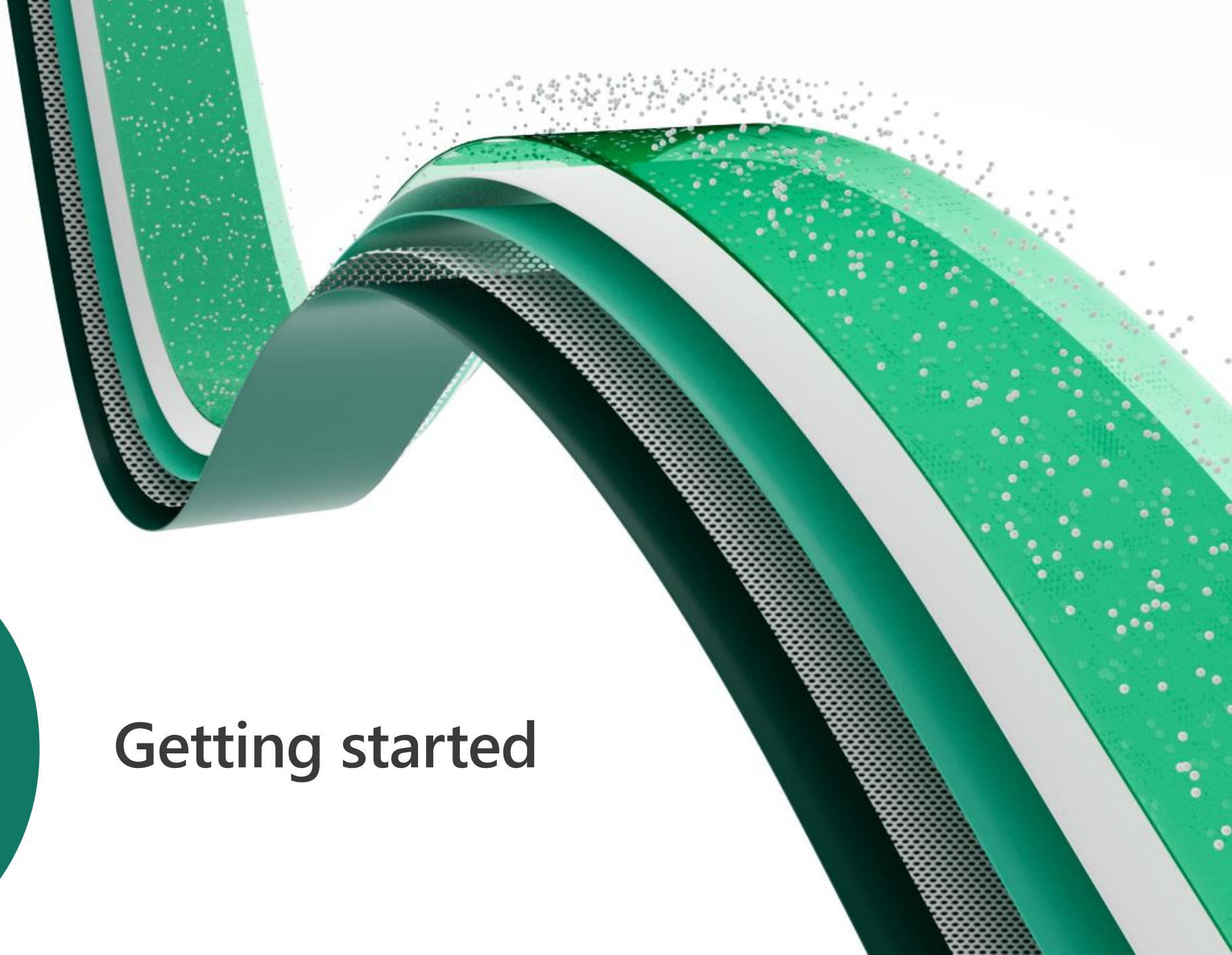
Secure, self-service data and analytics

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

A 3D graphic featuring a vibrant green ribbon that curves and folds across the frame. The ribbon is covered in a dense field of small, white, semi-transparent spheres, which appear to be floating or attached to the surface. The background is a clean, bright white, which makes the green and white elements stand out. The overall aesthetic is modern and digital, suggesting themes of data, technology, or a dynamic process.

Appendix

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

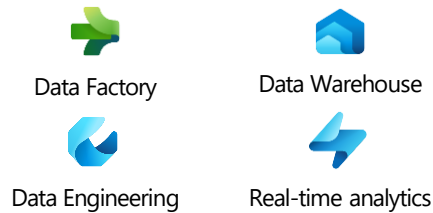


Data Engineers

- **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

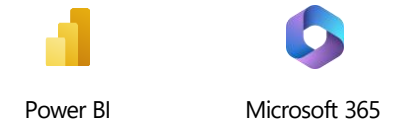
Supporting experiences



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



HEALTHCARE

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



PUBLIC SECTOR

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