

# Discover the real value of data with a synthesis engine that helps you **turn your data into decisions**

## Our solution

## Insights Platform powered by Microsoft Azure

Uncover insights into your data to help you make decisions with a powerful, integrated data synthesis solution that engages PwC Insights Platform together with Microsoft Azure.

Our proprietary cloud-based platform, built around Identity Access Management with strong authentication and permissions, such as Single Sign-on (SSO), puts you on the fast track to a secure analytics pipeline with a path to control your organization's future, right now.

Re-envision your IT with a cloud-centric, "as-a-service" model. Coupled with PwC's services around Azure, we can help you drive down administrative and technology costs, increase efficiency and resiliency, improve sustainability, and standardize and secure operations.

## Gain insights faster on a platform that allows you to take advantage of the extensibility, flexibility, and scalability of the cloud

### Insights Platform core

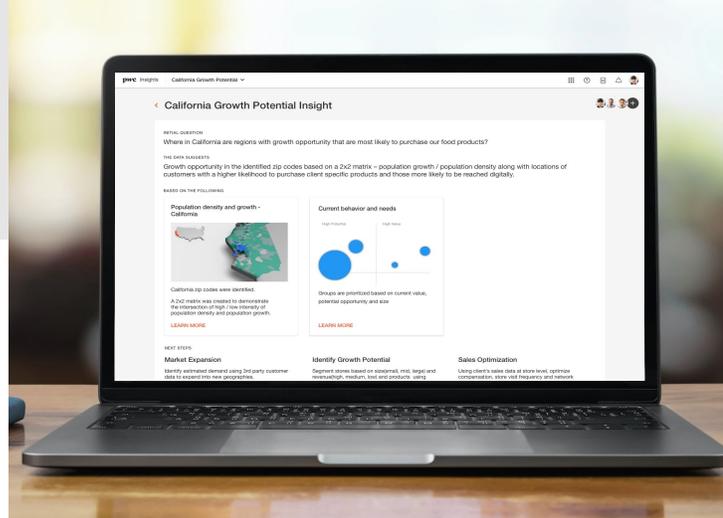
Hit the ground running on your own. Includes all features as well as the PwC data fabric layer built from PwC, public, and third-party data sets to effectively enrich your data. The platform supports Azure Kubernetes Services (AKS) to deploy and manage containerized applications.

### Pre-built applications

Analyze and visualize data through the lens of over 100 years of PwC business experience. We've developed applications tailored to industries, including consumer markets, pharmaceuticals, life sciences, and more.

### Custom-built applications

Our services team can build a custom solution to meet your specific challenges.



## Why Microsoft Azure is the cloud of choice



Azure is the only consistent hybrid cloud that supports application development, security, identity management across the data platform.

The Azure cloud platform offers comprehensive compliance coverage with more than 70 compliance offerings with a built-in development methodology for security, privacy, and compliance.

Azure also covers more regions than any other cloud provider with support available anywhere.

## A single platform built on Microsoft Azure that delivers a world of insights.

What's the maximum "willingness to pay" for my products?

Where I should build my next hospital?

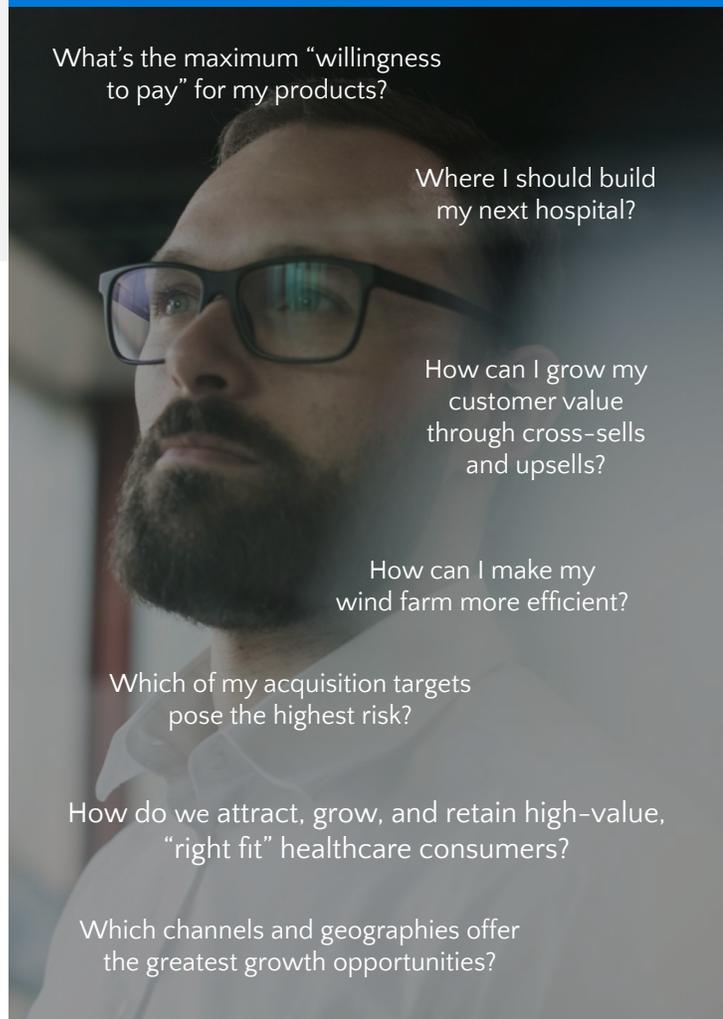
How can I grow my customer value through cross-sells and upsells?

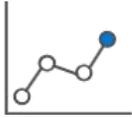
How can I make my wind farm more efficient?

Which of my acquisition targets pose the highest risk?

How do we attract, grow, and retain high-value, "right fit" healthcare consumers?

Which channels and geographies offer the greatest growth opportunities?

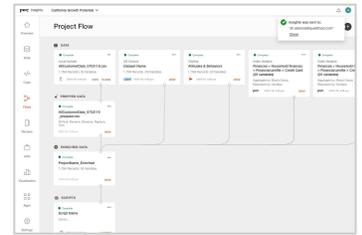




Ingestion and cleaning

### Make raw data usable in an instant

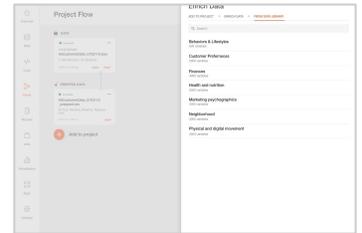
Unsurprisingly, 60%-70% of the time spent looking for insights isn't about looking for insights. It's spent doing the repetitive blocking and tackling of data ingestion. Insights Platform provides a more efficient way to set up your data for success. It consolidates ingestion activities in one place, so you won't have to jump back and forth between sites and programs. A deep library of script models and pre-written recipes means you don't have to write code. But if you want to, Insights has the flexibility and capability for you to write your own or even pull from other leading third-party sources. And, after you do things the first time, you can automate tasks for even more speed.



Enrichment

### Weave an intelligent data fabric

At PwC, we've spent over century creating solutions that compile data across industries and identifying anomalies in it, so you don't have to. With Insights Platform, you can fortify your data with our robust catalog of trusted regulatory and compliance-ready sources. The way the platform blends data is built on our deep industry know-how and information management expertise. So you can get smarter, deeper data fabrics right now, not two years from now.

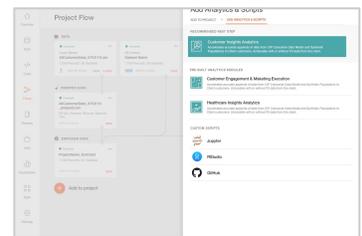


Analyzing and testing

### Get the power of PwC analytics in a module

It's one thing to have the right data; it's another to know the right questions to ask. PwC is constantly in the market looking to understand business problems and helping clients solve them. That boots-on-the-ground industry perspective and breadth of knowledge is yours with our Insights modules.

Whatever industry you're in, whatever problem you need to solve, our pre-built or custom-made apps help you interrogate the data via testing, segmenting, abstracting, simulating and more until it gives up its business-altering secrets. So you can make better, more competitive decisions about your organization's next move, faster.

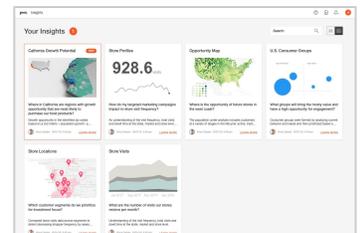


Visualization

### Set a new standard for surfacing insights

All business leaders want to peer into the future. Insights Platform enables you to derive insights from data to help you understand how to do something about it. The system empowers not only you, but your whole organization, to see past the noise of data to true insightful signals with clear, easy-to-understand visualization models based on actual use cases we've identified the market as a whole.

Take more proactive, predictive actions with your business and customers that your competition will never see coming.



## The payoff

Crunching the right data increases revenue

**\$2B+**

The average revenue increase a median Fortune 1000 company achieves by increasing the usability of the data it already has by just 10%. Or, **\$55,900 of additional sales per employee.\***

Say goodbye to wasted time

**60-70%**

The percentage of time spent on looking for insights is wasted on repetitive data preparation and blocking of data ingestion.

Implement faster

**75% time**

The percentage of reduction in the timeline to analytics application with the PwC Insights platform over custom development.

\*Source: University of Texas, "Measuring the business impacts of effective data."



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