

# **Azure Synapse Analytics**

Combines these two worlds and offers a unified experience for ingesting, preparing, managing, and serving data for immediate business intelligence and machine learning needs.

#### Unlimited scale

Deliver insights from all your data, from both data warehouses and big data analytics systems, with blazing speed.

Very effective conclusions

Extend your insights from all your data and apply machine learning models to all smart applications

Indefinite experience

Dramatically reduce project development time with a unified experience to develop complete analytics solutions

Immediate clarity

Get immediate clarity on your business with the most up-to-date operating system data possible, every time, with Synapse Link.

**Unmatched security** 

Protect data with the most advanced security and privacy features on the market, such as row and column level security and dynamic data masking

Experience limitless scale and see data your way

Azure Synapse delivers insights from all your data, both from data warehouses and from big data analytics systems, with blazing speed. With Azure Synapse, data professionals can query both relational and non-relational data at the petabyte scale using the SQL language they already know. For critical workloads, they can easily optimize the performance of all queries with intelligent management, workload isolation, and unlimited concurrency.

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# Empower data professionals to go even further

Simplify the steps to manage multiple types of data from multiple sources, including streaming, transactional, and business data. Use a visual, no-code environment to easily connect to data sources and ingest, transform, and place data in the data lake.

## **Data scientists**

Create proofs of concept in minutes and easily create or adjust end-to-end solutions. Provision resources as needed or simply query existing resources on demand through massive amounts of data. Work in the language of your choice: T-SQL, Python, Scala, .NET, and Spark SQL.

## IT professionals

Protect and manage your organization's data more efficiently. Enable on-demand and provisioned big data processing. Secure cloud access and hybrid configurations through tight integration with Azure Active Directory. Enforce privacy requirements using data masking, as well as row and column level security. Business analysts

Securely access data sets and use Power BI to create dashboards available in Azure Synapse. Securely share data inside and outside your organization through Azure Data Share.

#### **Database administrators**

Match your expansion responsibilities for data warehouses and data lakes. Use popular tools and languages, such as T-SQL. Run as many workloads as you want with ease. Allocate resources to scale critical workloads based on the importance of smart workload, workload isolation, and enhanced concurrency capabilities.

# Data privacy and security are non-negotiable

Protect monitor and manage your data and analytics solutions with a wide range of industry-leading security and compliance features.

Use single sign-on and Azure Active Directory integration to allow data professionals to spend more time drawing conclusions.

# Azure has more certifications than any other cloud provider.







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