Azure Data and Analytics
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Dec. 3, 2020

SATYA NADELLA: Good morning and welcome to our event. Thank you for gathering with us virtually today to talk about such an important topic, the future of data and analytics.

There is no doubt that 2020 has been a challenging year for every organization and for the world. And as we look at what it will take for the global economy to recover, the case for digital transformation has never been more urgent. From lights-out manufacturing in telehealth to remote work and distance learning, organizations in every industry are accelerating their digital initiatives to be resilient, as well as transform. The next decade of economic performance for every business will be defined by the speed of their digital transformation.

To succeed going forward, every organization will need what we refer to as tech intensity. Tech intensity comes down to three things: First, how you adopt the latest technology and integrate it into your organization; second, how you build your own unique digital capability; and finally, trust, both trust in technology and trust in business model alignment. No customer wants to be dependent on a provider that sells them technology on one end and competes with them on the other.

It's never been more important to get this equation right. We're experiencing sweeping changes at a pace never seen before. Tech intensity is what will enable organizations to empower employees, fostering a new culture for hybrid work, build on deep understanding of when, where and how people collaborate, engage customers at every touch point intelligently and virtually, optimize operations to keep customers and employees safe and secure supply chain, and transform the products and create new business models.

Underlying tech intensity are two very key attributes for any organization: analytical power and predictive power. There's power in analyzing the past and gaining new insight, and there's power in predicting the future and planning ahead. Analytical and predictive power are what will allow every organization to go from being reactive to proactive, and what will enable organizations to weather the current crisis and navigate future tail events.

Both of these levers require organizations to easily discover, manage and gain insights from their data. In fact, the leading indicator of digital transformation success can be measured by an organization's ability to build this predictive and analytical power, so much so that when we talk about assets on the balance sheet, data deserves its own row.

Data must also be accessible by all, domain experts and C-suite, developers and business analysts, first line and knowledge workers.

Today, we are generating data faster than we are able to understand it. From finance and retail to manufacturing and genomics, petabytes of data are being collected and processed each day.

But too much of this data isn't understood. It's relegated to internal and external silos or simply ignored. And when we talk to Fortune 1000 leaders, they tell us that adoption of data initiatives remains a challenge. The numbers are stark, 50% say they don't treat data as a business asset. It's not because they don't think it matters. They just don't have the process or capability to get there.

For any business to build digital resilience and transform, this needs to change. Azure is the only cloud to enable this with limitless data and analytics capabilities. Over the last year, we've completely rearchitected both our operational and analytic data stores, taking advantage of the new memory hierarchy, as well as new cloud compute capabilities so that every organization can harness the power of their data.

We see this opportunity today in every industry. Organizations are using these capabilities to build digital feedback loops to meet customers' unmet, unarticulated needs. In e-commerce, fast fashion startup Myntra is handling tens of millions of sessions and providing personalized shopping recommendations to each shopper.

In retail, Walgreens Boots Alliance is processing data at a massive scale, three times faster at one third the cost than they did previously, forecasting 200 million items and store combinations each day. In healthcare, Philips Healthcare is gathering data from over 400 intensive care units, millions of patient stays, billions of vital sign measurements, and hundreds of millions of medication orders and lab values to predict mortality rates, length of care and costs.

Consumer goods, P&G is able to generate insights from over a half a billion queries performed on petabytes of data. Account teams, brand managers and supply chain analysts can make faster decisions, and employees across the company can access these insights to better serve their customers.

And today, you'll hear from other CEOs – Kevin Johnson at Starbucks, Hooi Ling Tan at Grab and Emma Walmsley at GSK – about how they have built a cloud-native data estate to digitally transform. The common denominator across all these examples is the organization's ability to build both analytical and predictive power.

Today, we're taking it another step forward. I am very pleased to announce the general availability of Azure Synapse. Synapse is an analytic service that brings together big data, data warehousing and data integration, all in one powerful solution. Synapse gives you the freedom to query data on your terms at any scale, and run real-time analytics over your operational data stores.

Synapse is the foundation for unified analytics and insights. It brings together all your data capabilities in one place with deep integration across our service. With Synapse and Azure Machine Learning, you can build advanced AI models to identify trends and predict outcomes. With Synapse and Databricks, customers can enjoy the fastest Spark-based data processing.

With Synapse and Power BI, anyone in an organization can access insights and build great visualizations in minutes. And with Synapse, an entirely new generation of SaaS applications are being created.

A great example is Dynamics 365 Customer Insights, which is built on Synapse. Think about it. What's most at a premium for every business coming out of COVID-19 is transforming the customer experience, how to orchestrate the customer journey, provide those personalized recommendations and interact with customers in new ways. This requires a 360 degree view of your customers with the ability to turn insights into action in real time. This is where that analytical and predictive power shines through.

And we are going even further. Data governance is top of mind for every business leader I meet today. If you don't know where or what your data is, you don't know your future as an organization. And of course, there are urgent compliance needs, too. This is why we are announcing Azure Purview, a unified data governance service to discover and catalog all your on-prem, multi-cloud and SaaS data. Purview is the only cloud service that helps you map all your data, no matter where it resides, and it provides the critical information you need to govern data use and assess compliance risks. From on-premise databases to data in other cloud systems to data in Power BI reports, Purview provides an end-to-end view of your data estate that previously was impossible.

Understanding is not complete without identifying data that is out of compliance. So, Purview uses more than 100 AI classifiers to automatically search for terms and personal information relevant to industry-specific regulations and flags what might be out of compliance. And Purview is integrated with Microsoft Information Protection so you can apply sensitive labels you have already defined in Microsoft 365 to data managed by the service.

If 2020 has taught us anything, it's that no business is 100% resilient. But those who are better equipped to understand what happened, predict what will happen and take action in real time will recover faster and emerge stronger. Today, we will share how Azure gives you the tools to accomplish this. CEOs will share their own data journey, and you will see our data and analytics innovation in action.

To start us off, I want to hand it over to Julia White, who leads our Azure business in conversation with our CFO, Amy Hood, who will talk about how she has led Microsoft's own data driven transformation.

Thank you all very, very much.