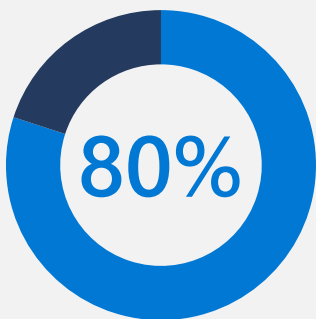
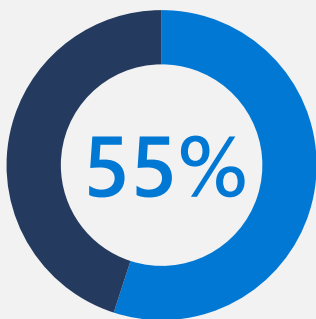


# Analytics & AI is the **no. 1 investment** for business leaders, though they struggle to maximise ROI

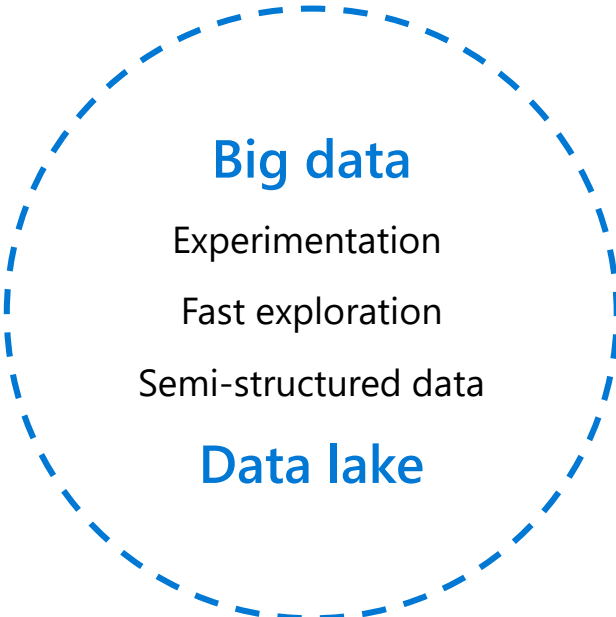


report struggling to become mature users of data<sup>1</sup>

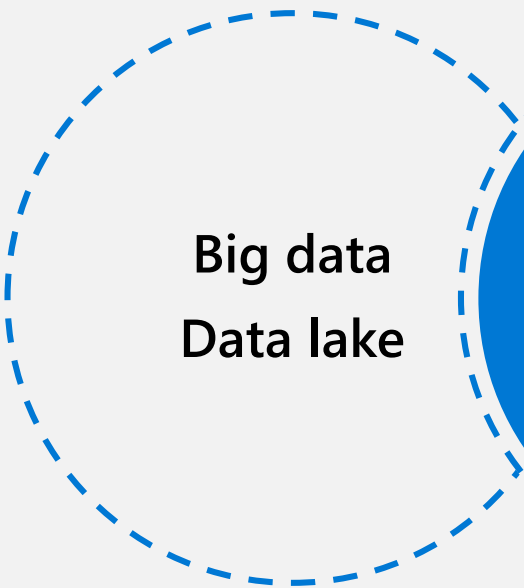


report data silos and data management difficulties as roadblocks<sup>1</sup>

Businesses are forced to maintain two critical yet independent analytics systems



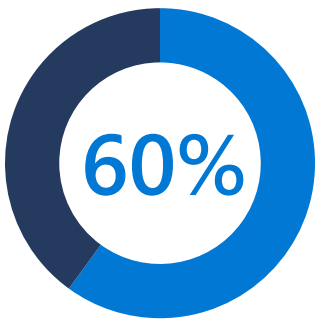
Azure Synapse brings big data and data warehousing together in a single service to provide limitless analytics



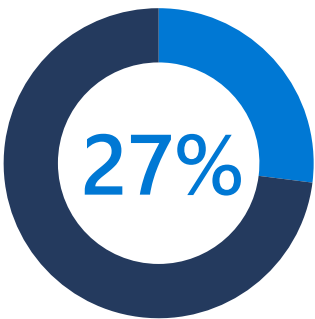
End the struggle – get Azure Synapse Analytics with Power BI

271%

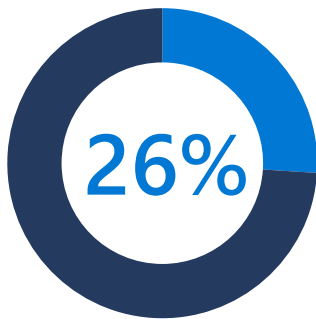
return on initial investment<sup>2</sup>



increased customer satisfaction<sup>2</sup>



faster time to insights<sup>2</sup>



lower total cost of ownership<sup>2</sup>

Azure Synapse is Azure SQL Data Warehouse evolved to a whole new level of performance and capabilities

1 Harvard Business Review (2019), Understanding why analytics strategies fall short for some, but not for others  
2 Forrester, October 2019, "The Total Economic Impact of Microsoft Azure Analytics with Power BI"