



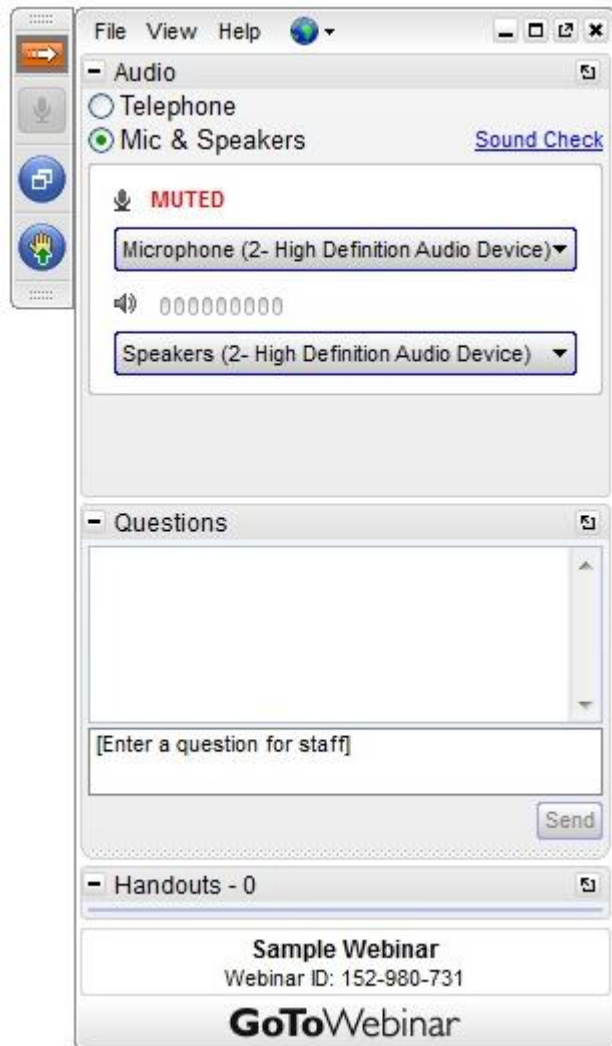
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MICROSOFT AZURE'S VALUE PROPOSITION FOR BI

**Demos and Discussion: Is Azure Right for
Your Organization?**



GoToWebinar Control Panel



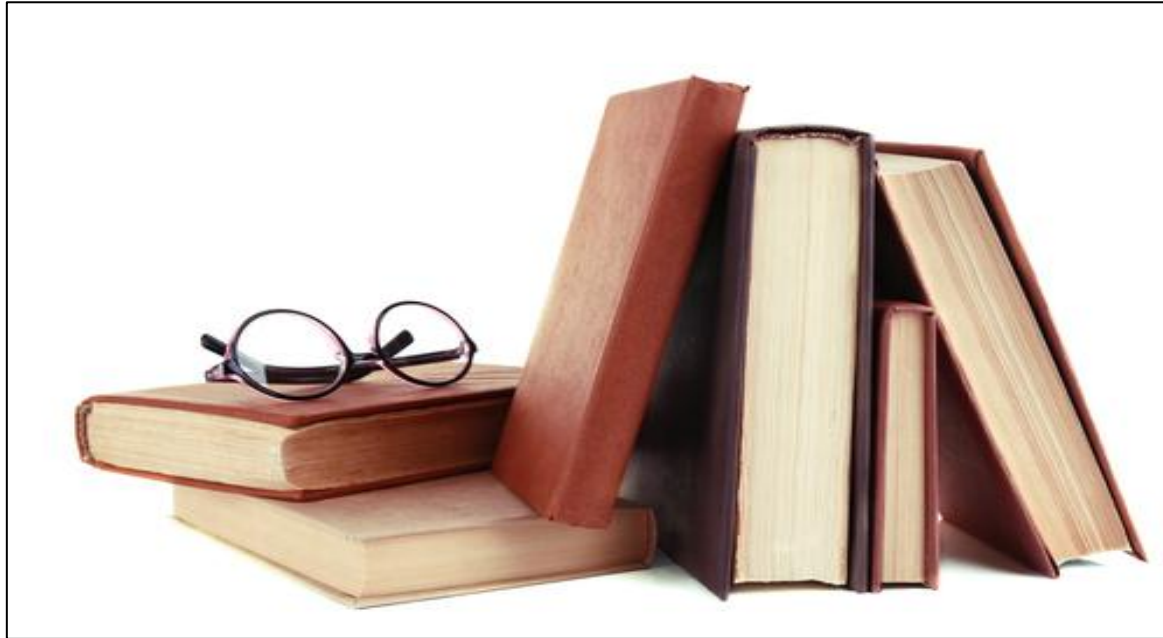
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Submit questions here

Presentation Slide Deck

<http://www.senturus.com/resources/>



RESOURCE LIBRARY

An extensive, free library of past webinars, demonstrations, whitepapers, presentations, helpful hints, and more.

Agenda

- Introductions
- What is the Cloud?
- Cloud Pros & Cons
- Azure Overview
- Azure Demo
- Senturus Overview
- Additional Resources
- Q&A

INTRODUCING...TODAY'S PRESENTERS



Shawn Alpay
BI Developer
Senturus, Inc.



Jim Pelichowski
Sr. Analytics Consultant
Senturus, Inc.



Greg Herrera
President and Co-Founder
Senturus, Inc.

Poll

To what extent is your organization using cloud services? (e.g. Microsoft Azure, Amazon Web Services, Google Cloud Platform)?

- Not yet using
- Exploring / proof of concept / developing
- Using in production lightly (1-2 business processes)
- Using in production heavily (3 or more)
- No longer using



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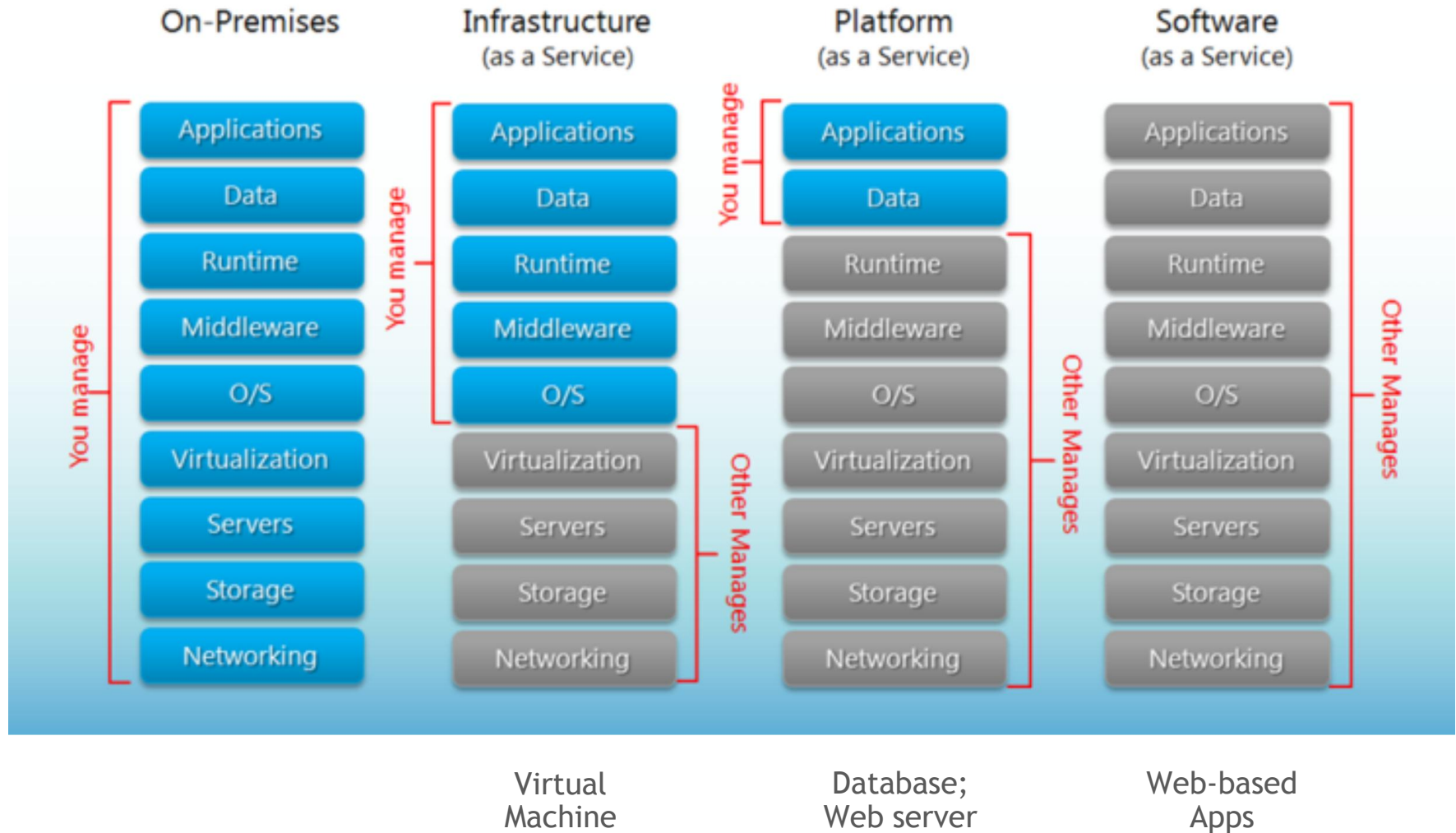
AZURE AND BUSINESS INTELLIGENCE

WHAT DOES THAT PAIRING MEAN?

Before “What is Azure?”: What is the Cloud?

- The word “cloud” is a catch-all buzzword - but it’s a very important one to understand
- The Cloud is a place on the Internet to host and manage computing services
 - Literally any IT offering can go into the Cloud: applications, data, servers, storage, networking, etc.
- Cloud implementation is meant to be easy and elastic
- For business intelligence professionals, the Cloud exists to make our lives easier
 - BI is all about **insight**, which has a heavy dependency on **ease of access** to hardware and software components
 - Through a BI lens, the Cloud exists to better facilitate data-based insight

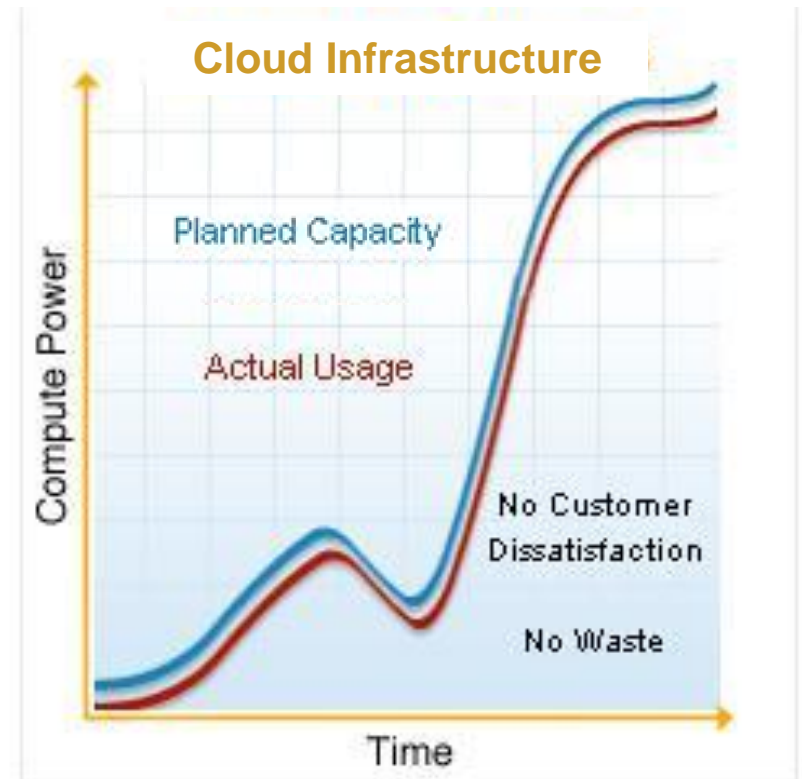
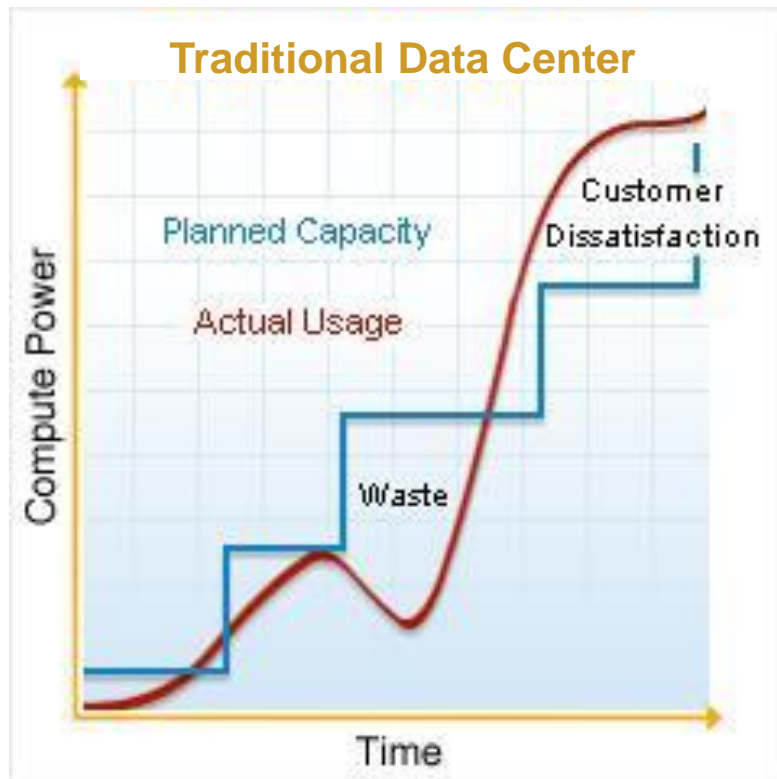
Types of Cloud Offerings



Why Bother with the Cloud for BI?

- Simplicity of setup and maintenance: avoid re-inventing the wheel with infrastructure and skillset
- Scalability (size and strength)
- Flexibility (time and cost)
- High availability (HA) and disaster recovery (DR)
- Peer pressure: all the cool kids are doing it
 - Gartner 2017 BI Magic Quadrant: 51% of survey respondents have active or planned cloud BI deployments
 - Platforms are judged on 15 points, one of which is their ability to facilitate PaaS and SaaS
- Simpler path to the execution of new ideas

Scalability of On-Premises vs the Cloud



Sounds Magical, Why NOT Use the Cloud?

- Cost: comparing the cost of on-premises servers to cloud servers is not apples to apples
 - The fixed cost of on-prem servers vs the per-minute cost of cloud servers is just the beginning of the story
 - Considerations: staff, security, hardware, software licenses, data center, availability, disaster recovery
 - Every company has to navigate a total cost of ownership (TCO) exercise to determine if on-prem or the Cloud is better for their organization
- Security: Even if a cloud offering touts robust security, we know that anything on the Internet can be compromised
- Control: Fine-grain settings not necessarily available
 - It's your world in their world

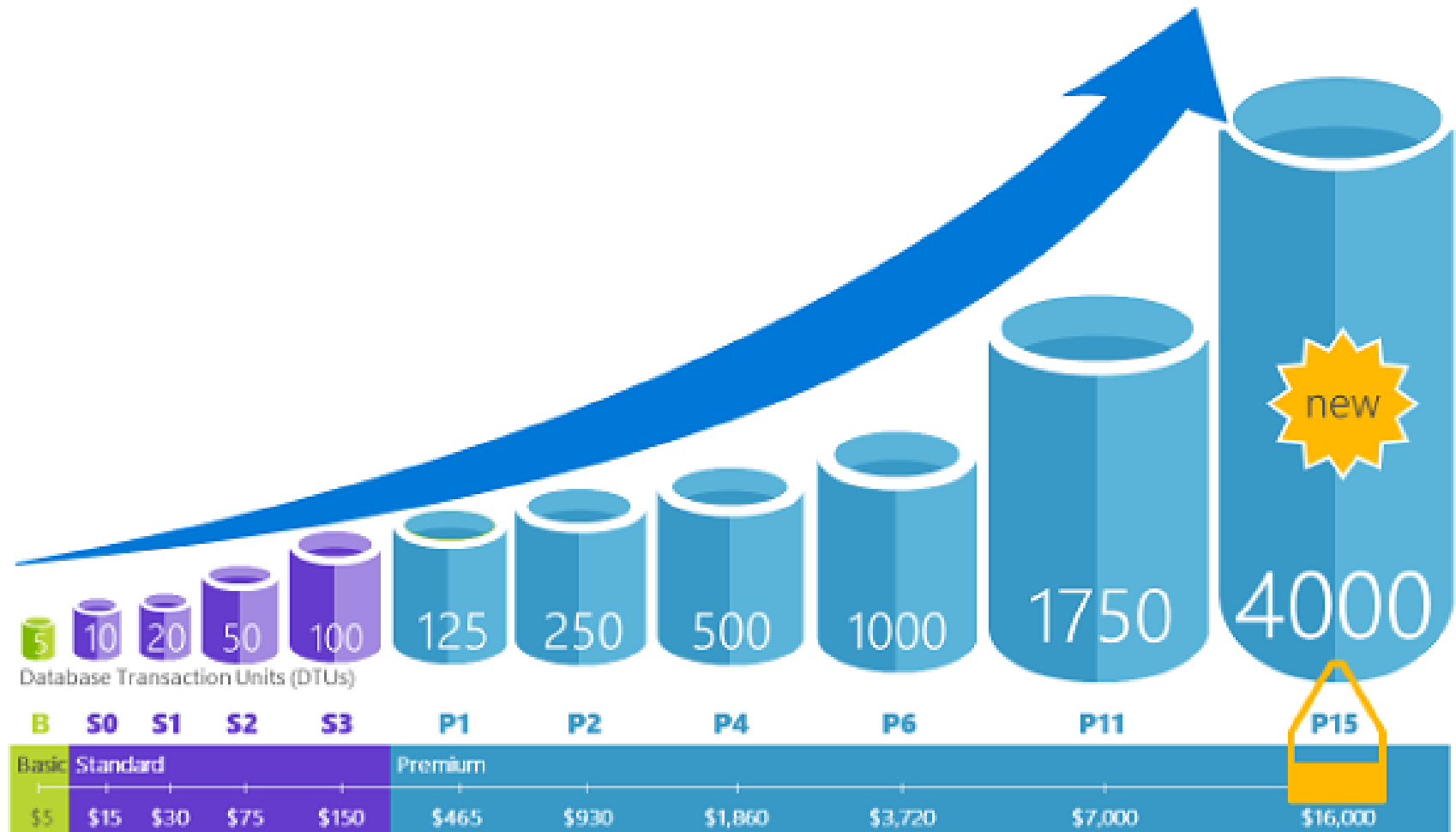
How Can I Get My Hands on the Cloud?

- According to Synergy Research Group, the public cloud market share:
 - AWS 31%
 - Microsoft Azure 9%
 - IBM 7%
 - Google Cloud Platform 4%
- All of these vendors offer the same thing: cloud-based computing resources via a pay-as-you-go model
- The PaaS and SaaS offerings are all more proprietary and different in detail, but the concepts are the same
 - Amazon RDS and Azure SQL database both host a Microsoft database as a service; Amazon hosts Oracle, MySQL, but Microsoft can offer deeper administration and configuration with SQL Server

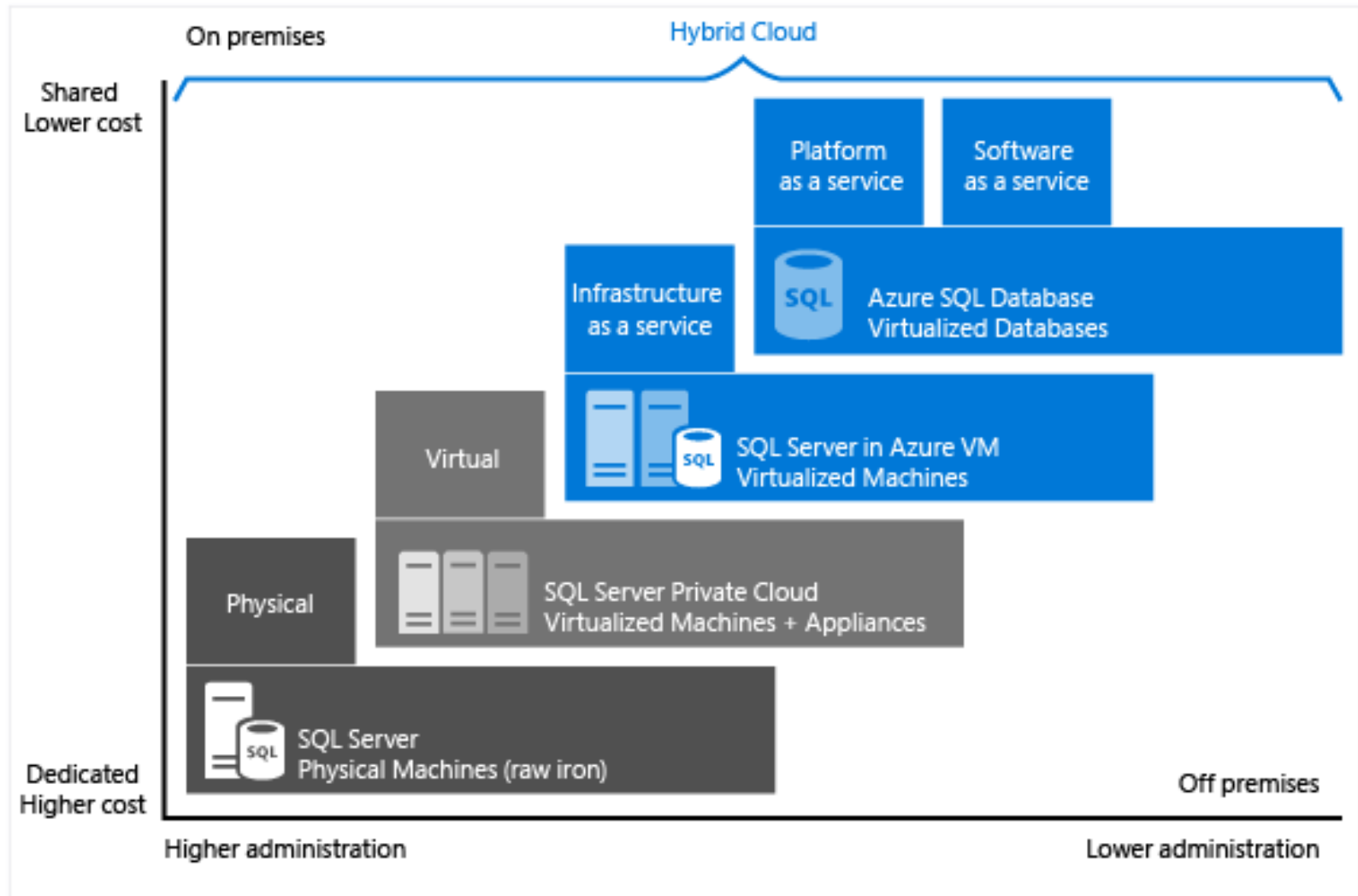
Let's Talk Microsoft Azure

- Microsoft is a huge enterprise technology solution provider: almost every organization uses some piece of MS
 - A big piece of the Azure value proposition is (relatively) seamless integration with Microsoft's existing on-site enterprise offerings
 - Examples: Office, Active Directory Domain Services, SQL Server
- Everything Azure is managed through the Azure Portal, and the management tools for on-premises are starting to have Azure admin capability (e.g. SSMS, SCCM)
- Exactly what services are available in Azure?
 - Answer: a LOT (let's look at the Azure pricing calculator)

Azure SQL Database Scalability



Cloud vs On-Prem vs Hybrid Example: SQL Server



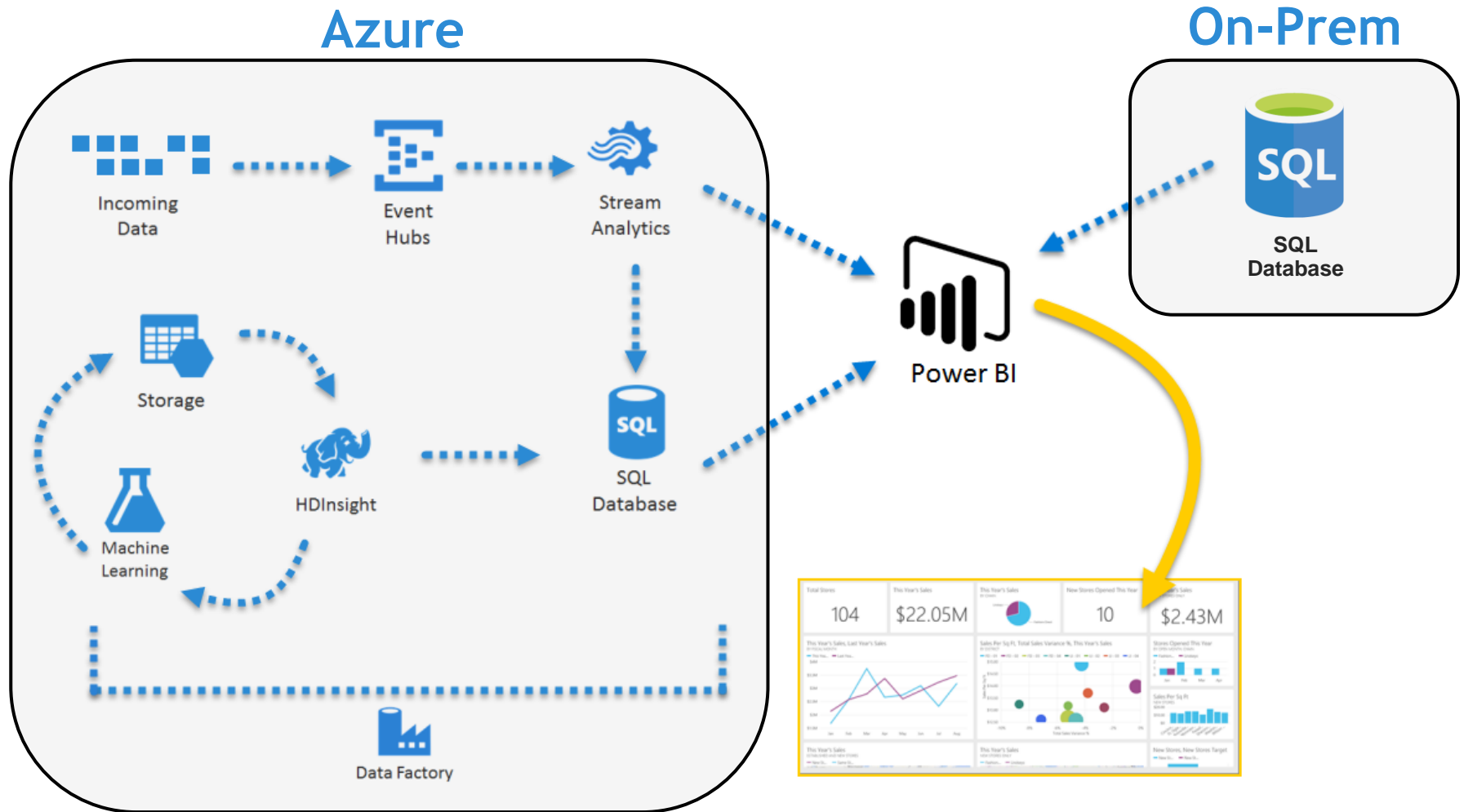


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AZURE DEMO

Let's See How the Azure Portal Works

Front-End Tool Usage Is Source Agnostic



Free Business Intelligence Consultation

- Have a challenging BI situation?
- Are you struggling with developing your roadmap to modern analytics?
- Do you want to dig deeper into the material presented today?

If so, call us and receive a free hour consultation...

888 601 6010
info@senturus.com



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WHO WE ARE

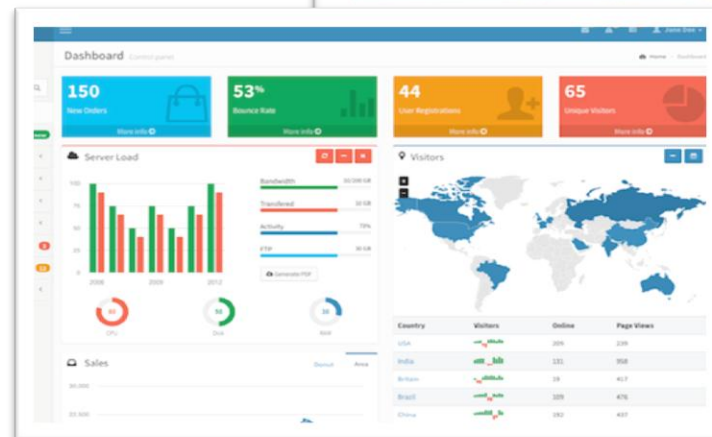
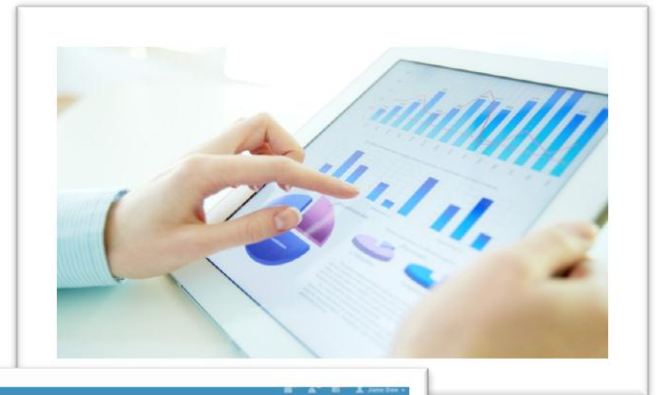
Business Analytics Consultants

Bridging the Gap Between Data & Decision Making



Business Analytics Architects

- Dashboards, Reporting & Visualizations
- Data Preparation & Modern Data Warehousing
- Self-Service Business Analytics
- Big Data & Advanced Analytics
- Planning & Forecasting Systems
- Proprietary Analytics Connector Software



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ADDITIONAL RESOURCES

More Free Resources

<http://www.senturus.com/resources/>



UPCOMING EVENTS



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BLOG

Tableau Desktop vs Power BI Blog Article

<http://www.senturus.com/blog/tableau-vs-power-bi/>

Choosing the Right Microsoft BI Tool for the Job Recorded Webinar

<http://www.senturus.com/resources/choosing-right-tool-job/>

Microsoft for BI and DW Recorded Webinar

<http://www.senturus.com/resources/microsoft-for-bi-and-dw/>

Upcoming Events

www.senturus.com/events



IBM PLANNING ANALYTICS 2.0: NEW CAPABILITIES FOR TM1 USERS

PLUS TM1 CUBES FOR COGNOS ANALYTICS NEW FEATURES

Tuesday, May 9, 2017 - 11am PT/ 2pm ET - 60 minutes



TABLEAU LIKE A PRO IN HALF A DAY

HANDS-ON WORKSHOP IN PALO ALTO, CA

Thursday, May 25, 2017 - 8:30am – 12:30pm PT or 1pm – 4:30pm PT - 4 hours or 3.5 hours



TABLEAU LIKE A PRO IN HALF A DAY

HANDS-ON WORKSHOP IN DENVER, CO

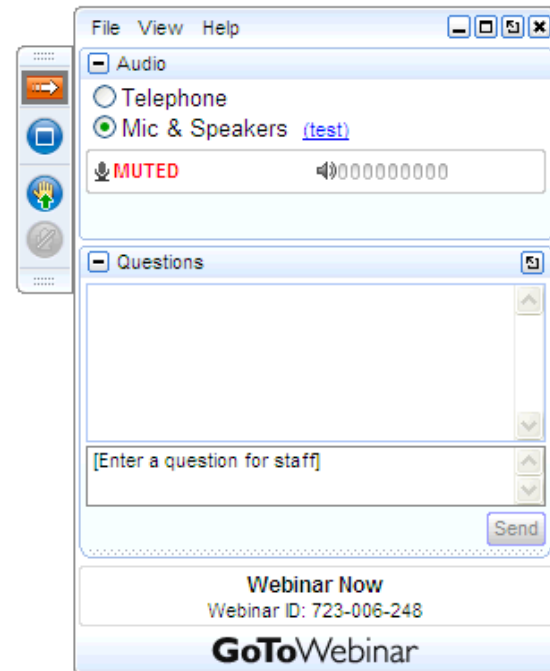
Tuesday, July 18, 2017 - 8:30am - 12:30pm MT - 4 hours

Q&A

If your question or issue is broader than what can be answered today, contact us at

info@senturus.com

and we will set up a free consultation.



Thank You!

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