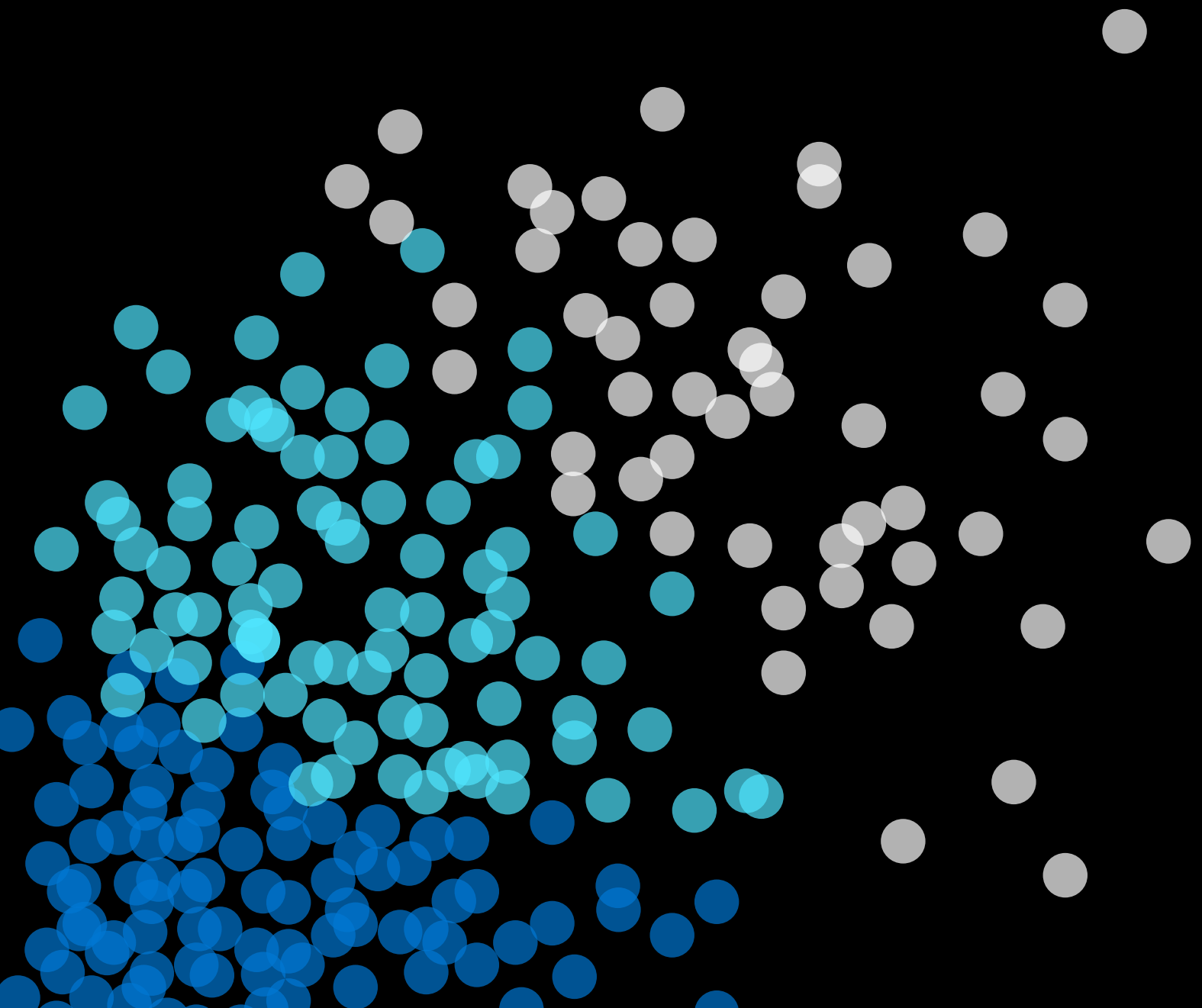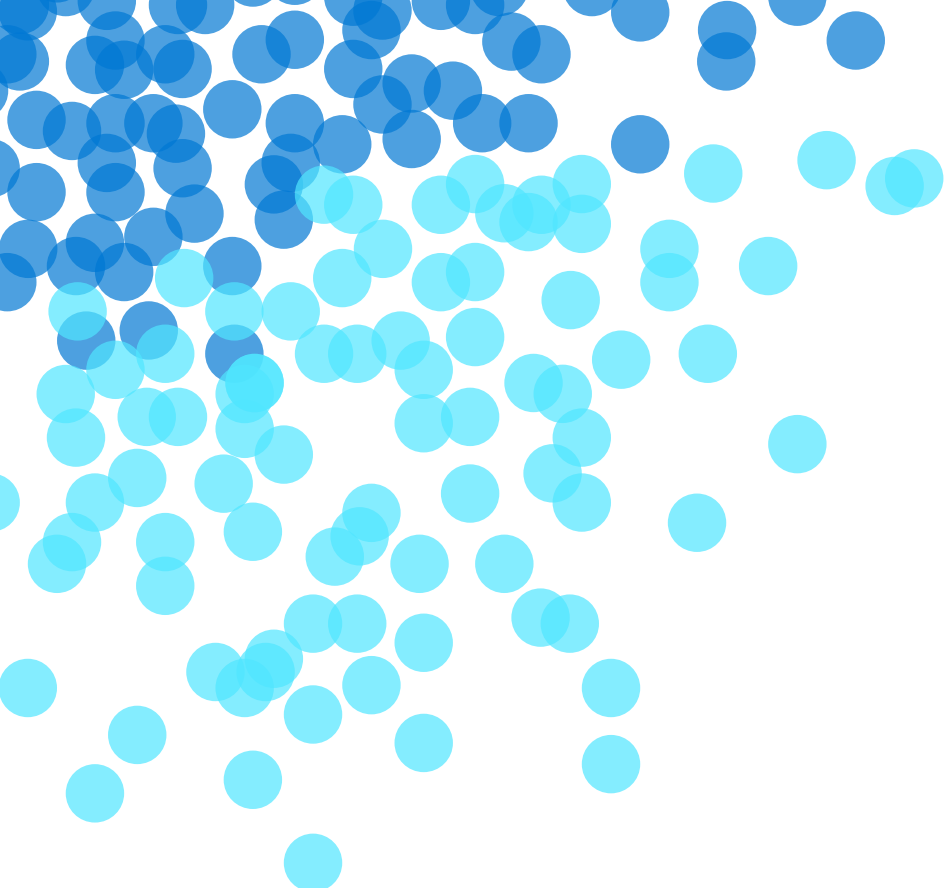# Maximize your Power BI, Tableau, and Qlik investments

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Introduction

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Get deeper insights faster

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Share insights
and data globally

04 /

Have security
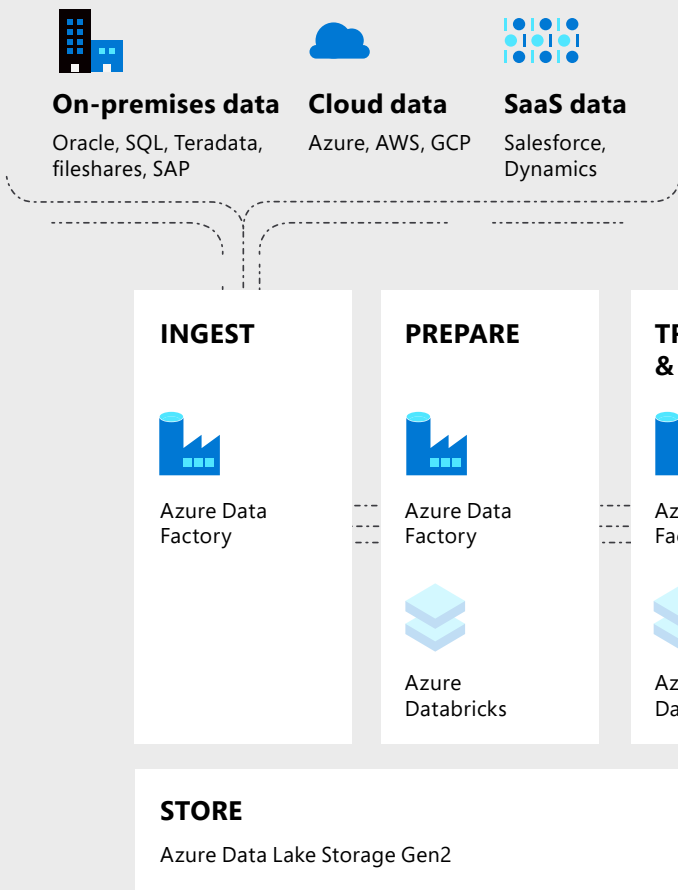as your baseline

Introduction

Like many companies, you may have invested in tools like Tableau, Qlik, and Microsoft Power BI for your analytics needs. Put your investments to work by leveraging them to:

- Get deeper insights faster
- Share insights and data globally
- Have security as your baseline

What you need is an end-to-end analytics solution that brings all your tools together, providing a fast, secure, and easy-to-use offering. Today's modern data warehouses can take your current tools and bridge them into a single solution to generate advanced analytics insights quickly and share those insights anywhere with state-of-the-art data security.

A modern data warehouse leverages your Tableau, Qlik, or Power BI investments as part of the broader system while enhancing the depth, speed, usability, and security of your database.

On-premises data
Oracle, SQL, Teradata, fileshares, SAP

Cloud data
Azure, AWS, GCP

SaaS data
Salesforce, Dynamics

Here is an example of what a modern data warehouse may look like.

INGEST

Azure Data Factory

PREPARE

Azure Data Factory

Azure Databricks

TRANSFORM & ENRICH

Azure Data Factory

Azure Databricks

SERVE

Azure SQL Data Warehouse

VISUALIZE

Power BI, Tableau, Qlik

STORE
Azure Data Lake Storage Gen2

Get deeper
insights faster

Whether your organization is dealing with terabytes or even petabytes of data, having the computational power on-premises to gain insights from that amount of data efficiently is unrealistic. With a modern data warehouse, data insights can be surfaced in minutes or even seconds. Customers can now carry out petabyte-scale analytics with near-instant response times, even when working with **trillions of rows of data**.

[1] The Total Economic Impact of the Modern Data Warehouse. Forrester. December 2017. **https://azure.microsoft.com/ mediahandler/files/resourcefiles/8dd5647f-1489-4581- af92-64db1cab2564/Forrester-economic-impact-report- Azure-SQL-Data-Warehouse.pdf**

By using Microsoft technologies to consolidate into a single data source, companies saw a

10×
increase

in customer data sets that could be effectively handled.[1]
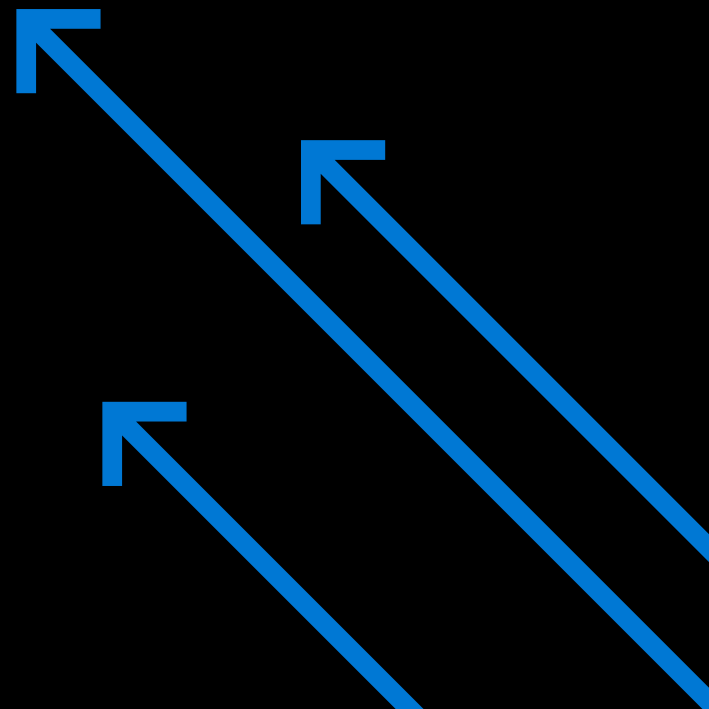
By gaining customer insights quickly with a modern data warehouse, Fast Shop is able to offer a personalized experience in each of its over
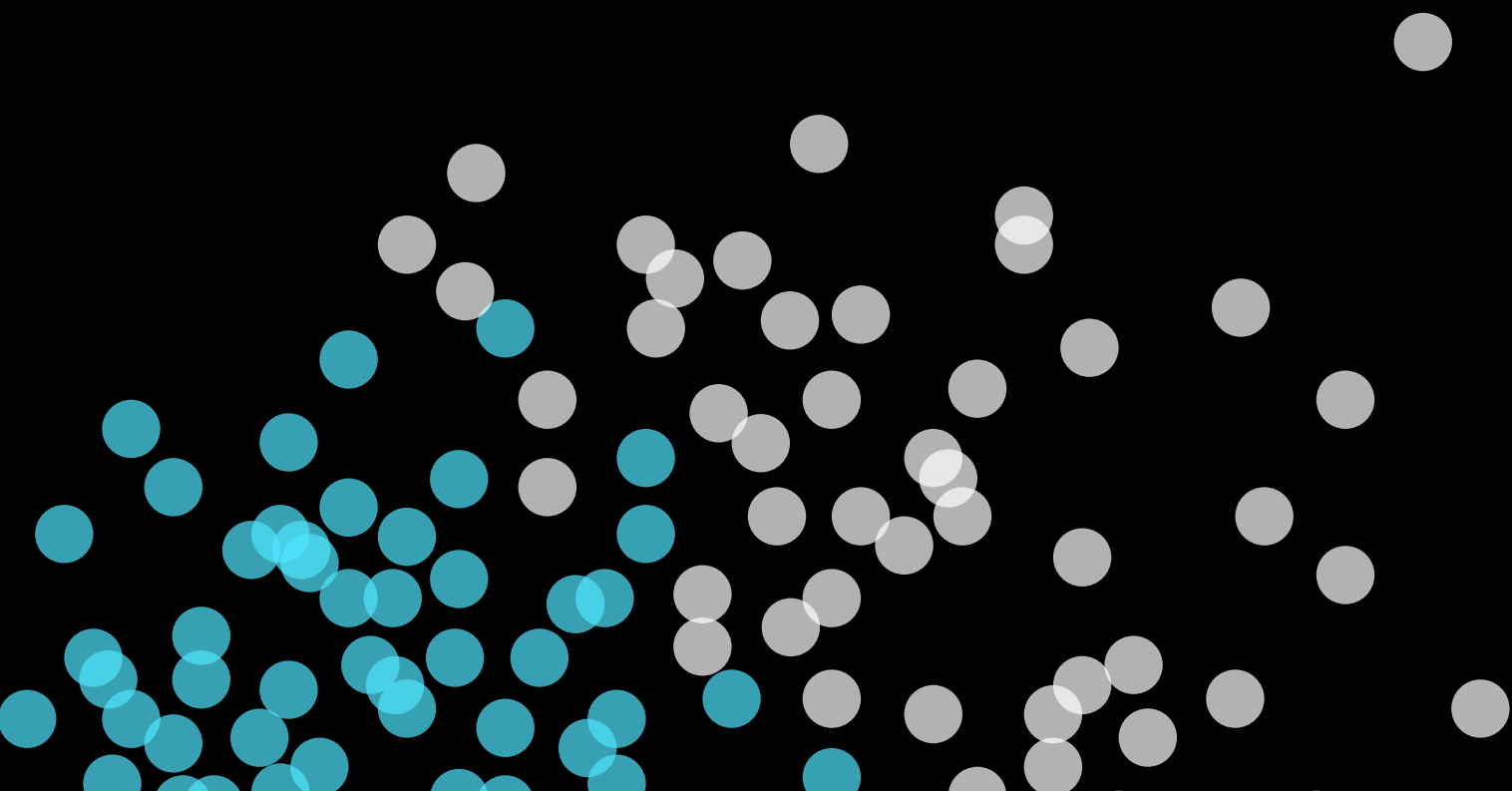
100+

physical locations.[2]

The number of requests made for a data scientist's time was cut in half.[3]

Increased performance allows users to perform analytics on larger and larger data sets, allowing for deeper insights. Though more data may sound like it means more time to get to these insights, this is not the case with a modern data warehouse.

Getting the most value from your data includes both fast analysis and the ability to consume ever larger data sets to drive real-time value. Fast Shop, an electronics and appliance retailer, optimized an increase in data size with speed and depth of analysis, allowing them to publish unique pricing data to over 100 store locations and maximize their revenue and customer experience.

[3] The Total Economic Impact of the Modern Data Warehouse. Forrester. December 2017. **https://azure.microsoft.com/ mediahandler/files/resourcefiles/8dd5647f-1489-4581- af92-64db1cab2564/Forrester-economic-impact-report- Azure-SQL-Data-Warehouse.pdf**

[2] Brazilian retailer stands out from the crowd with data analytics platform. Microsoft. July 17, 2017. **https://customers. microsoft.com/story/fast-shop**

# Share insights
and data
globally

Anheuser-Busch InBev operates in over
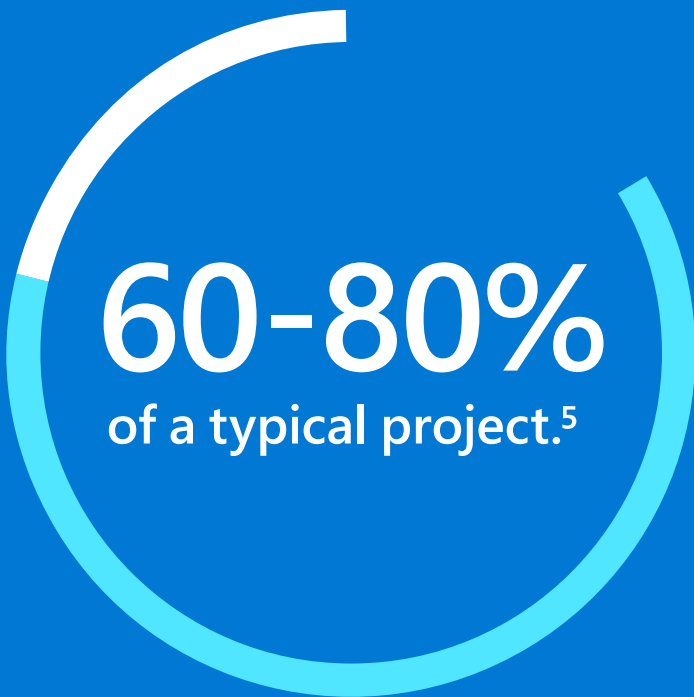
50 countries on 6 continents.

The brewing giant was able to bring data together on a global scale with a modern data warehouse.[4]

Data growth and complexity have become the norm for analytics investments. Too often, current tool investments have sharing and accessibility issues. You need a solution that is fast, secure, and easy to use—where your users can extract critical insights, share information, and take timely actions, regardless of their geographical location.
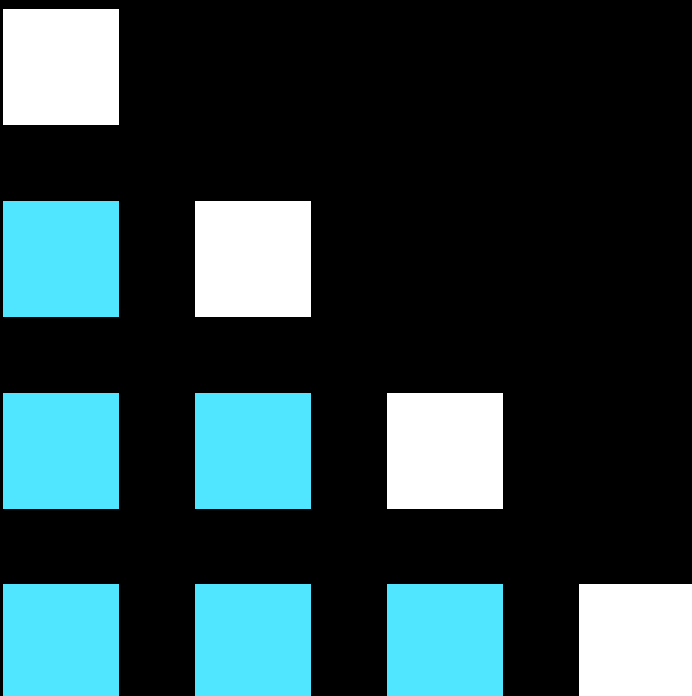
[4] Anheuser-Busch InBev brews up game-changing business solutions with Microsoft Azure. Microsoft. September 23, 2018. **https://customers.microsoft.com/story/ab-inbev-consumer-goods-azure**

Most experts estimate the time and cost of the data preparation phase to be as much as

60-80%

of a typical project.[5]

Many solutions require that data be prepared for analysis before users can gain insights. Data preparation can account for as much as 60 to 80 percent of the time and cost of a typical project.[5]

Implementing a modern data warehouse simplifies the data preparation phase and empowers your users to perform deeper analysis through easy-to-create, shareable dashboards. Your users now have access to deep insights wherever they are.

Data professionals, IT admins, and data owners will continue to act as security gates for data permissions, providing appropriate access to business units. Using data modeling tools, your users become empowered to easily analyze, modify, present, and share their data to drive business outcomes.

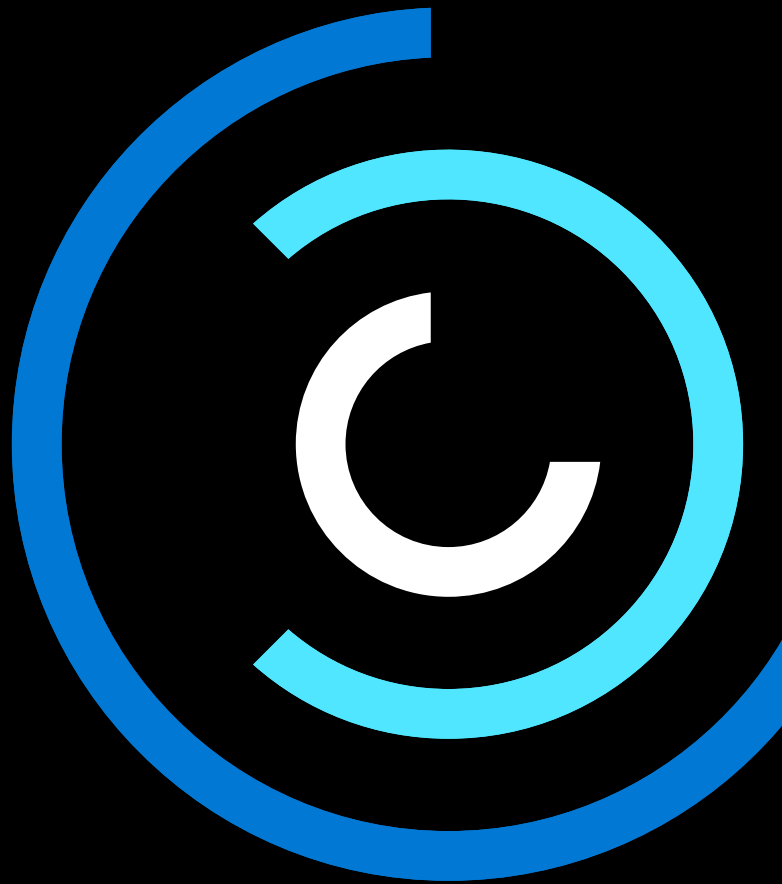[5] Dataflows in Power BI. November 6, 2018. Amir Netz, Technical Fellow, Microsoft. **https://go.microsoft.com/ fwlink/?LinkId=2034388**
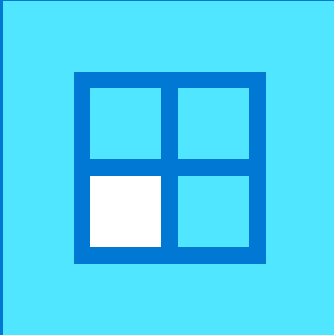
Have security as your baseline

Each year, Verizon publishes a Data Breach Investigations Report analyzing thousands of real-world incidents.

In 2018 they looked at over 53,000 incidents, including

2,000 confirmed

data breaches.[6]

SQL Server, the core technology of Azure SQL Data Warehouse,

is the most secure database platform since 2010.[7]

Securing your data has never been more important. Not only is your data subject to regulatory compliance,[8] it is a prime target for cyber-attacks. Corporate data is always under scrutiny, regardless of its location—on-premises or off, security and privacy are critical factors.

The importance of focusing on security is evident in Daimler AG's (parent company of Mercedes-Benz) move to the modern data warehouse. "Safety first" and "the best or nothing" are mottoes that Daimler AG applies not only to the vehicles it develops but also to its data. With today's technologies, Daimler AG was able to meet their "rigorous requirements for data protection and security."[9]

As seen in Daimler AG's case, it's critical that your solutions protect your corporate data and defend against costly breaches that can erode trust and expose your company to punitive actions. Building your data analytics capabilities using Microsoft Azure provides a solution with security at **the platform level**.

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[8] **Sarbanes-Oxley**, **PCI DSS**, and **GDPR**

[9] Quotation from Guido Vetter, Head of Corporate Center of Excellence Advanced Analytics & Big Data at Daimler AG. Daimler AG – digital transformation with big data and AI. Microsoft. February 20, 2019. **https://customers.microsoft. com/story/daimler-extollo-azure-hdinsight-sql-database-key-vault-lake-store-analytics-automotive-germany-en**

[7] According to the National Institute of Standards and Technology, SQL Server has had the fewest security vulnerabilities from 2010 to 2019 when compared with other major database vendors.

Next steps

Your current data investments have the potential to drive even greater success. Microsoft technologies maximize those investments with powerful analytics, easy-to-use reporting, and platform-level security—all from a consistent leader in analytics and business intelligence platforms.[10]

➡
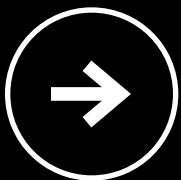
To find out more, you can:

- Get started using Azure SQL Data Warehouse today with a **free trial**.

- Get hands-on with this **step-by-step guide** on creating a data warehouse and running multiple queries with Azure SQL Data Warehouse.

[10] 2019 Gartner Magic Quadrant for Analytics and Business Intelligence Platforms. Cindi Howson, James Richardson, Rita Sallam, Austin Kronz. February 11, 2019. **https://info.microsoft.com/ww-landing-gartner-mq-bi-analytics-2019.html**