Microsoft Azure

In an AI-driven world, data is everything

Your data holds the intelligence you need to make effective business decisions and innovate with the latest technologies. For many organizations, that intelligence may be hidden due to fragmentation.



Top data challenges:

50%
Integrating diverse data sources into a unified format[1]

44%
Finding reliable or standardized data[1]

41%
Insufficient data governance policies and processes[1]

Embracing an intelligent data strategy

An intelligent data strategy involves capturing all your organization's information and transforming it into intelligent action to drive innovation, differentiate offerings, and pivot quickly in a constantly changing market.

Transform your data into a competitive advantage

A seamlessly integrated, modern, and secure data platform helps you make real-time decisions and build cutting-edge AI applications that last.

> "Data operates as the currency of AI, because the real magic and value from any AI technology occurs when it's applied to an organization's unique data."
>
> **Jessica Hawk**
> Corporate VP, Microsoft Data, AI, and Digital Applications Product Marketing[1]

Key features of a successful intelligent data platform

Feature		Advantage
Fully managed, flexible databases	→	Gain real-time visibility into your data and enable near-zero downtime for processing
Complete analytics solution	→	Extract valuable insights and democratize business intelligence
AI and machine learning services	→	Innovate groundbreaking AI apps and experiences
Comprehensive security solution	→	Mitigate risk with built-in protection and end-to-end security

Take the next step to using your organization's intelligent data for successful AI transformation.

Learn more about the role of intelligent data in fueling transformative innovation.

Read the e-book ›

Get resources and insider tips on unifying your data for AI.

Explore Azure innovation insights ›

Find expert help and unlock funding for your move to Azure.

Azure Migrate and Modernize and Azure Innovate ›

[1] Data Readiness for the AI Revolution (hbr.org)