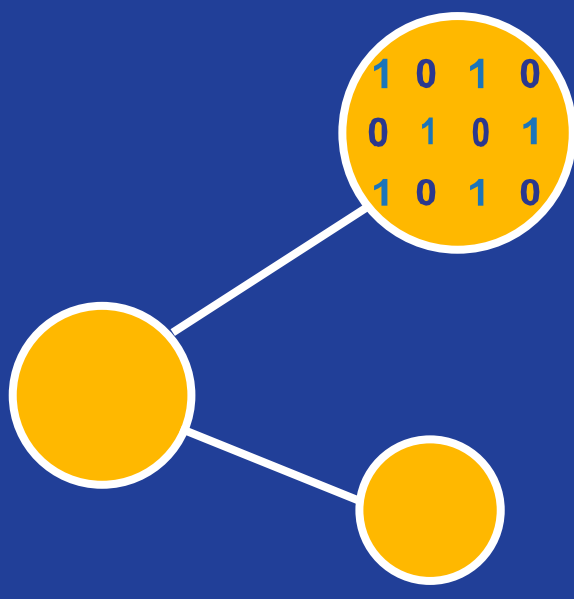


How Microsoft Cortana unlocks data's full potential

Transforming data into intelligent action

Business is being transformed by three trends

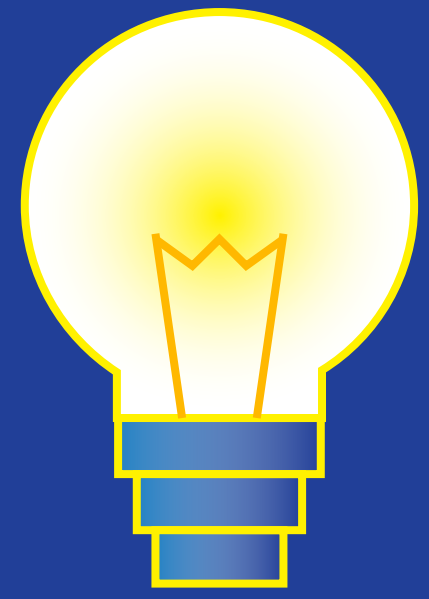
Big Data. Cloud. Intelligence.



Big Data



Cloud



Intelligence

How can Cortana Intelligence help you?



Improving visibility and making accurate predictions

- Remote monitoring
- Demand forecasting
- Risk and compliance management



Getting the right products to the right places

- Inventory management
- Supply chain optimization
- Marketing mix optimization



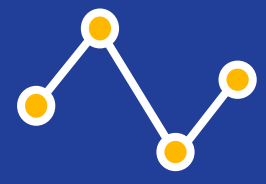
Offering customers exactly what they want, when they want it

- Personalized offers
- Product recommendations
- New product introduction



Fixing problems proactively before they start

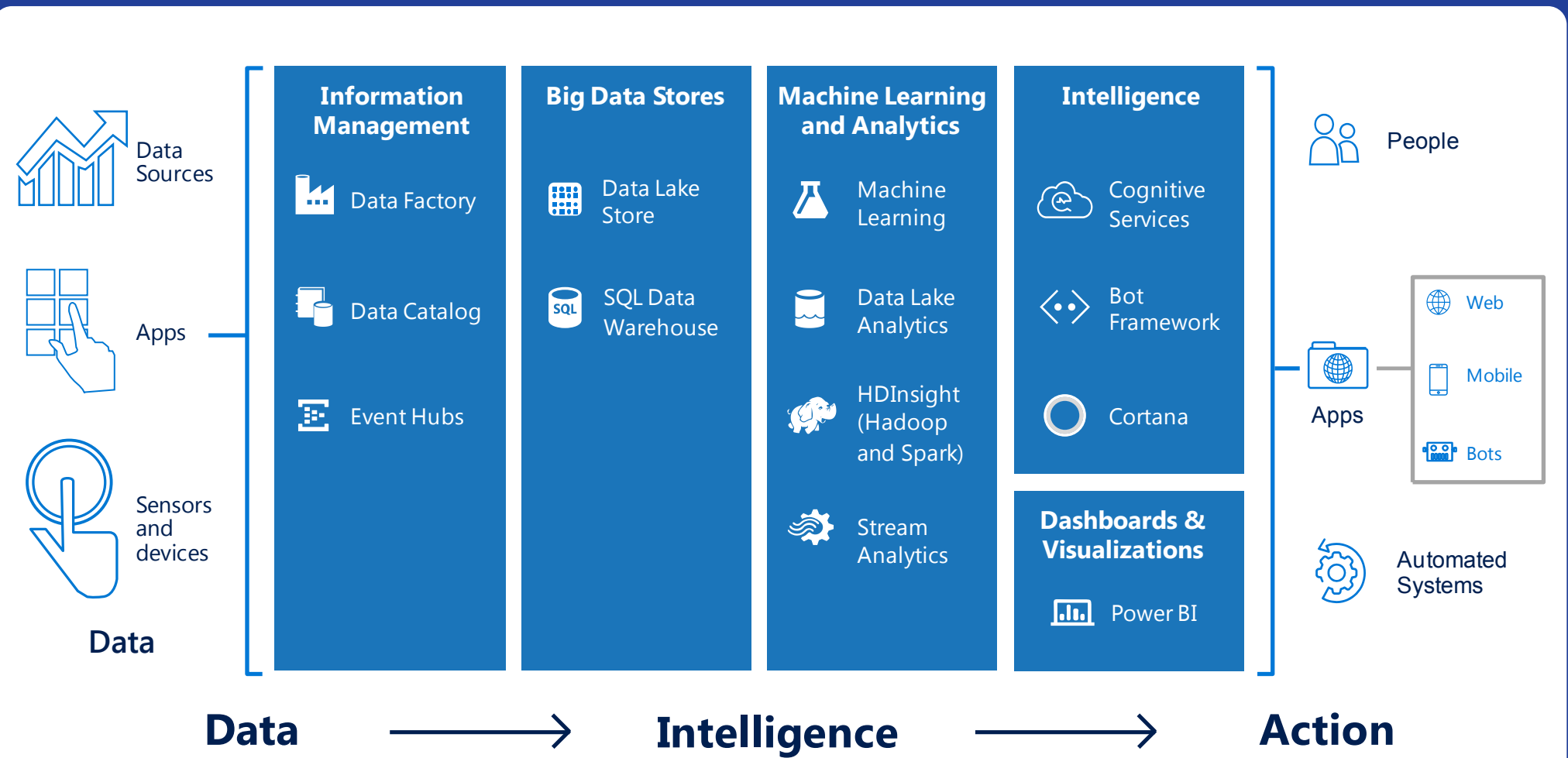
- Predictive maintenance
- Operational efficiency
- Customer service improvement



Exploring new business opportunities

- Cross-sell and upsell
- Product-as-a-service
- New data-driven services

Cortana transforms data into intelligent action



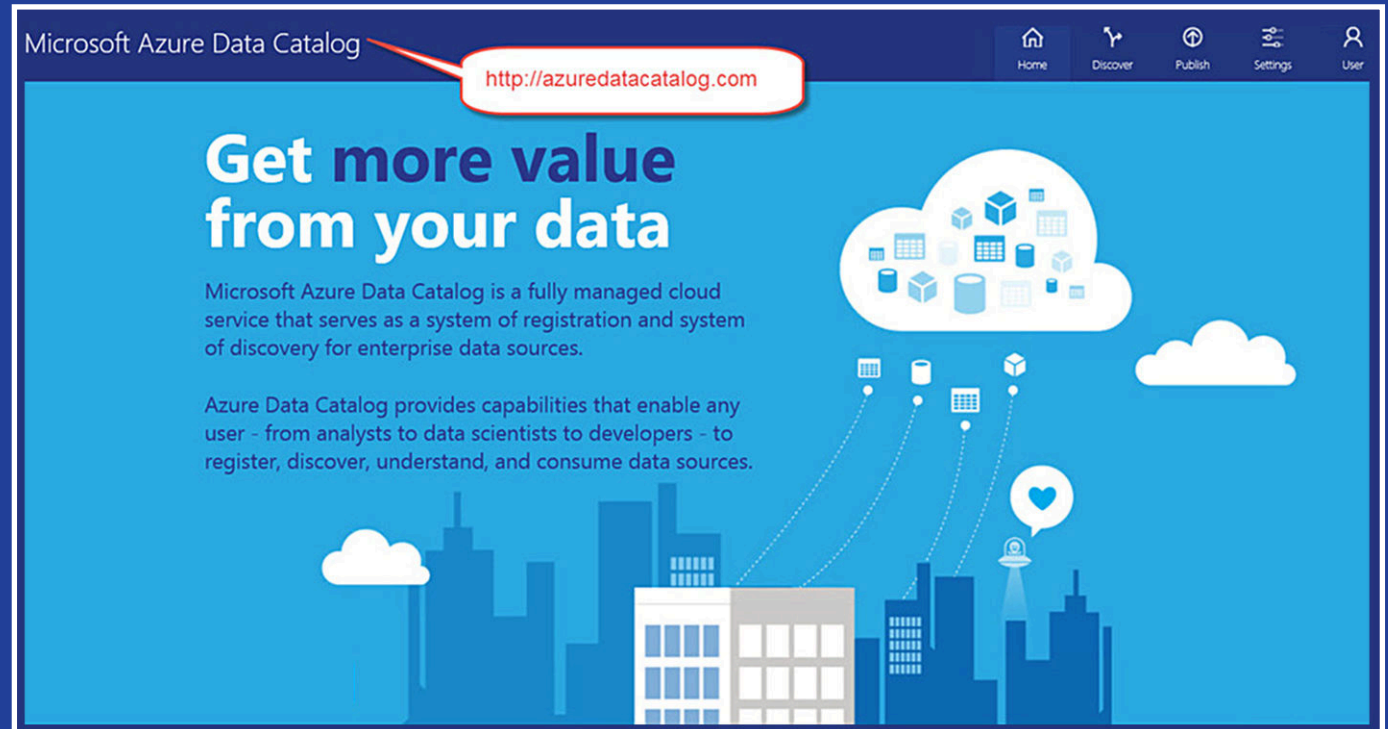
Get more value from your enterprise data assets

Information Management

Data Factory

Data Catalog

Event Hubs



Spend less time looking for data and more time getting value from it. By unlocking data's full potential, you bridge gaps between IT and the business, empowering everyone to contribute their insights and drive better decisions.