![Microsoft]

Big Data Datasheet

Big Data, Small Data, Any Data

When everyone can run analyses, amazing insights and breakthroughs happen. Our approach accelerates the time from raw data to insight and action, in a world that demands fast business decisions to stay ahead.

Key Benefits

Access Big data. Small data. All data.

Easily mix and match data from internal sources such as your CRM tool and data warehouses with external data to find answers to the right questions. Easily access both structured and unstructured data, big or small. Combine data from multiple sources using Power Query, a new tool for data discovery in Excel. Simplify access to unstructured data with HDInsight, a 100% Apache Hadoop based distribution. Seamlessly combine relational and non-relational data with [PolyBase](), a feature of [SQL Server 2012 Parallel Data Warehouse.]()

Insights for all through familiar tools

You want to enable all of your employees to make smarter decisions with data. Microsoft's Big Data solution offers familiar, accessible tools to all users. With powerful BI tools such as Power Query, Power Map, PowerPivot and Power View in Excel your employees can easily analyze all data types, including unstructured data from Hadoop clusters.

Scale with confidence with a complete data platform

To scale insights across your organization you need a complete data platform that spans across the cloud and devices. Microsoft Big Data solution provides IT the Enterprise-class security and governance they need to scale with confidence.

Customer Challenges

Unstructured data

Up to 85% of new data is unstructured. Many companies want to use Apache Hadoop but lack the necessary internal expertise. Microsoft provides a streamlined deployment and setup experience that simplifies the complexity of Hadoop and makes it accessible to your business.

Drive instant decision making

Organizations need to make sense of the real-time data being generated every second of every day – from manufacturing and supply chains to social data streams. In fast-moving industries the ability to make the right decisions in real-time yields real competitive advantage. Yet many organizations do not have the tools to make timely and accurate decisions.

Lack of Big Data skills

Many organizations want to gain from Big Data – but few are able to make it happen. Lacking advanced skills in Hadoop and data science, most are unable to act on the data they've already paid to collect and store. Operationalize the information you already have – and easily reach new outside data – with our 100% Apache Hadoop solution.

Poor integration with their BI tools

Having trouble integrating your Big Data with unfamiliar BI tools? You're not alone. You can analyze your Hadoop data with Power Pivot, Power View and other Microsoft BI tools, thanks to an elegant integration with Microsoft's data platform.

Why Microsoft?

Businesses need Easy access to data, big and small, to drive the best decisions

Combine your data with external or unstructured information and things become very interesting. Power Query, a new tool for data discovery, easily combines data from multiple sources in Excel. Windows Azure HDInsight allows you to get started in Hadoop with just a few clicks. HDInsight is 100% Apache Hadoop, so your investment is future-proof. Combine your relational and non-relational data with PolyBase available in SQL Server 2012 Parallel Data Warehouse.

Analyze all data with powerful, familiar tools

You can get insights faster when you enable business users to analyze all data, since these users are the domain experts who know the right business questions that need answers. We deliver faster insights by enabling people to easily analyze all data types with familiar tools like Excel. Power Query helps you find the data you need, internally or externally, including unstructured data from Hadoop clusters. Analyze the data in Excel using Power View. Visualize the data with Power Pivot and map it with Power Map, a 3D mapping tool in Excel. Publish results to SharePoint or a Power BI site to scale insights from individual users to the whole organization.

Complete data platform for IT

Once your end users find useful insights in Excel through their analyses, you need a complete data platform to help IT scale them across the organization. Microsoft offers a complete data platform that enables IT to scale with confidence. Our Big Data solution offers Enterprise-class security and governance along with support for all types of analytics – corporate and self-service BI, real-time, predictive and prescriptive – combined. Create repeatable business processes that deliver actionable insights from all your data.

Additional Information

http://www.microsoft.com/bigdata
http://www.windowsazure.com/en-us/services/hdinsight/
http://www.windowsazure.com/en-us/solutions/big-data/