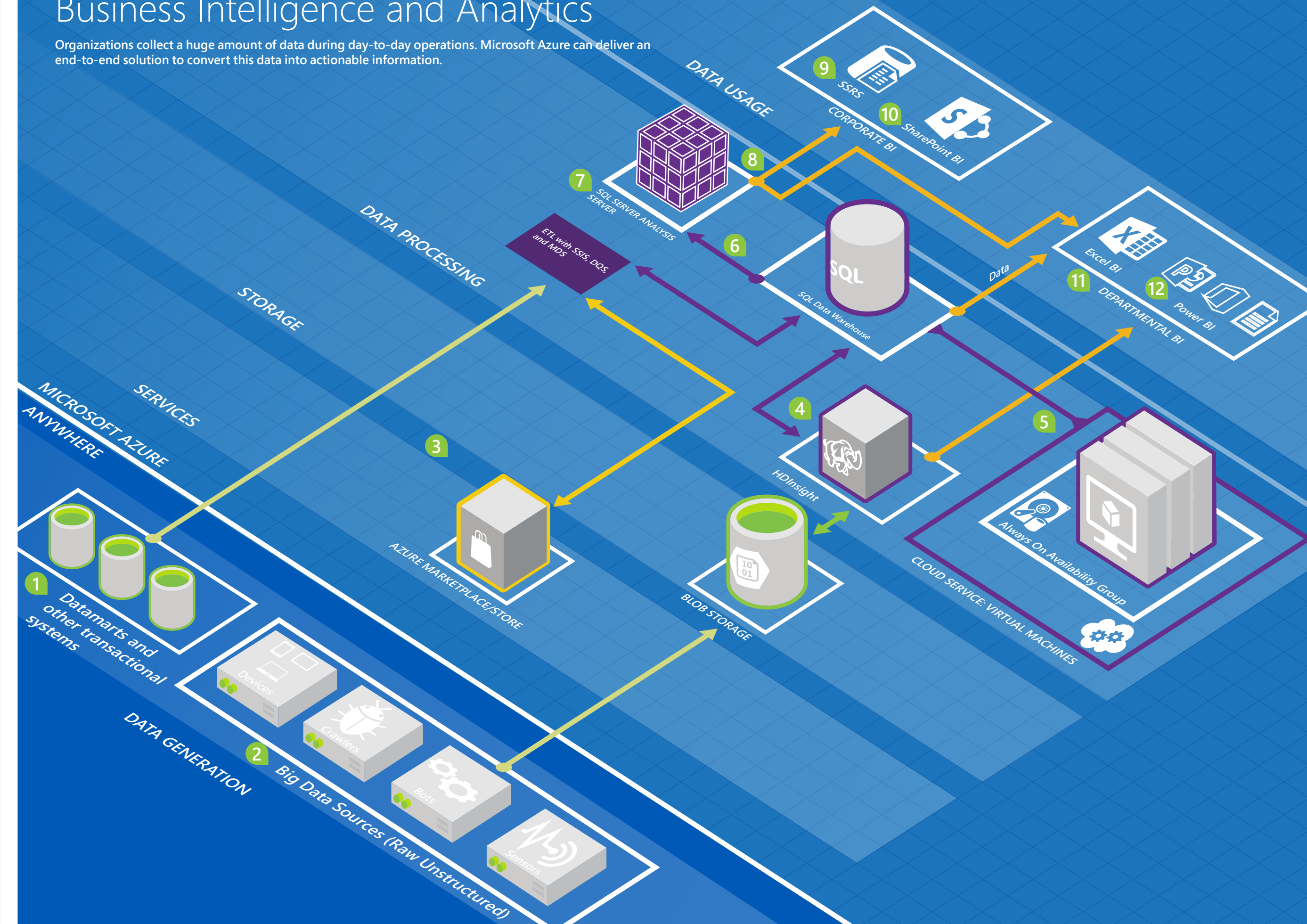


# Business Intelligence and Analytics

Organizations collect a huge amount of data during day-to-day operations. Microsoft Azure can deliver an end-to-end solution to convert this data into actionable information.



- 1 Data from various transactional systems, data marts, 3rd party APIs, and so on, is streamlined using EIM tools like SQL Server Integration Services (SSIS), Master Data Services (MDS) and Data Quality Services (DQS).
- 2 Various devices and sensors are fed into big data systems like HDInsight.
- 3 Data from external services, such as those hosted on Azure Marketplace, may also be accessed.
- 4 HDInsight helps curate, process, and analyze unstructured or semi-structured data with MapReduce, Hive, Pig, Sqoop, Hbase, and so on, and format it for consumption or further analysis.
- 5 SQL Data Warehouse running on Azure VMs host all the data from a variety of sources. When set up with AlwaysOn, these provide high availability and disaster recovery options for any failure situation.
- 6 The data warehouses send data to SQL Server Analysis Services for processing.
- 7 SQL Server Analysis Services allows creation of Online Analytical Processing (OLAP) models to churn the data coming in from the Data Warehouse and can also allow merging with external data.
- 8 The processed model feeds information into reporting tools like SQL Server Reporting Services (SSRS) or SharePoint Dashboards, and consumed by self-service BI tools like Excel and Power BI.
- 9 SSRS creates reports for business consumption, provides integration extensions for enterprise apps like Dynamics CRM, and can be embedded into custom apps.
- 10 SharePoint BI provides capabilities to design interactive dashboards and reports for users to consume. It also includes self service capabilities like Power View, PowerPivot and Excel Services.
- 11 Departmental BI, comprised of Power BI and Excel BI capabilities, consumes data from all the data sources available, like SSAS models, Data Warehouse, HDInsight clusters and/or Azure Marketplace. This allows users to utilize the analysis done and build upon it, if required, in their familiar tool Excel.
- 12 Power users can share and collaborate using their models and reports in Power BI sites, with capabilities like Q&A and Data Catalogue.