

打破信息孤岛 释放大数据洞察力

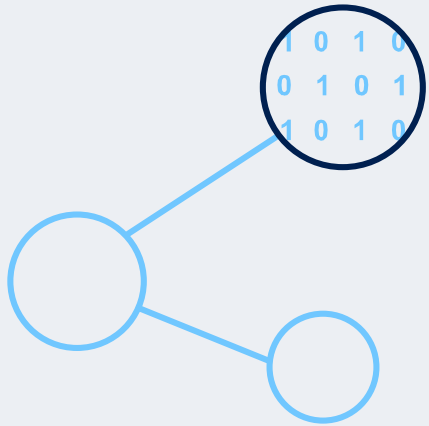
演讲人：卢东明

跨界互联
数聚未来

第四届中国数据分析师行业峰会
CHINA DATA ANALYST SUMMIT

北京 中国大饭店 2017.07

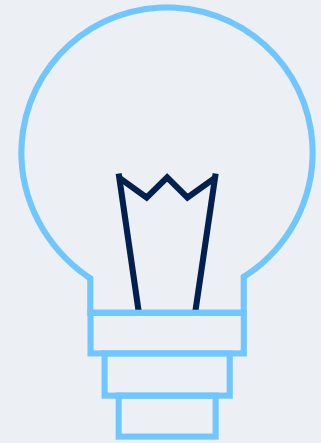
Three major trends are converging



Big Data & IoT



Cloud



Intelligence

Data is a key strategic asset

10%

Percent of organizations expected to have a highly profitable business unit specifically for productizing and commercializing their data by 2020

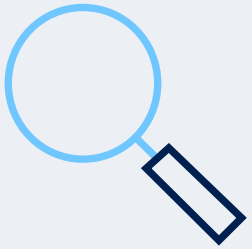
Source: Gartner, 2016

\$100M

The most digitally transformed enterprises generate on average \$100 million in additional operating income each year

Source: Keystone Strategy 2016

Intelligent enterprises do more with less



Improved visibility to make more accurate predictions with remote monitoring



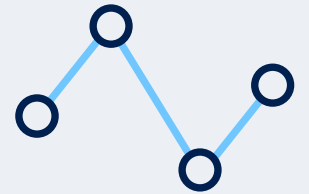
Getting the right products to the right places with inventory management



Offering customers exactly what they want, when they want it, with personalization



Fixing problems proactively before they start with predictive maintenance



Exploring new business opportunities with data-driven services



sodexo

sodexo
SITIOS REMOTOS





You know you could
transform your business
with data, but....

2x growth

Unstructured data drives
the world's data to double
every two years



Changing data characteristics



Changing data characteristics

Competing demands
for performance and price



On-premises



Cloud



Proprietary



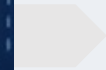
Open source



Changing data characteristics



Competing demands
for performance and price



Fragmented architectures



Changing data characteristics



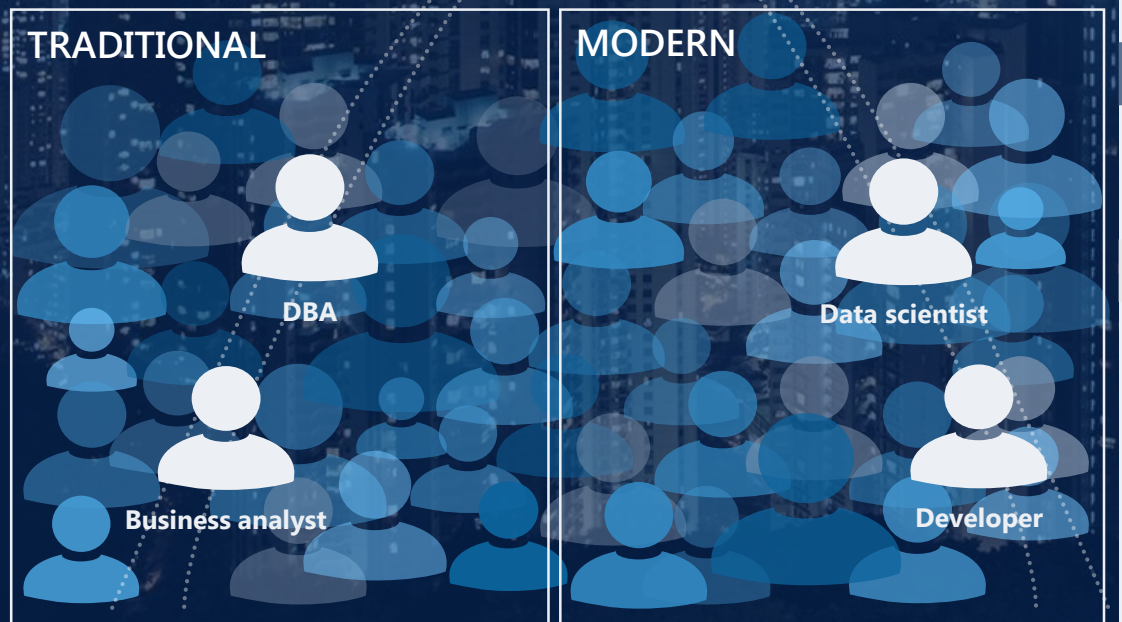
Competing demands for performance and price



Fragmented architectures



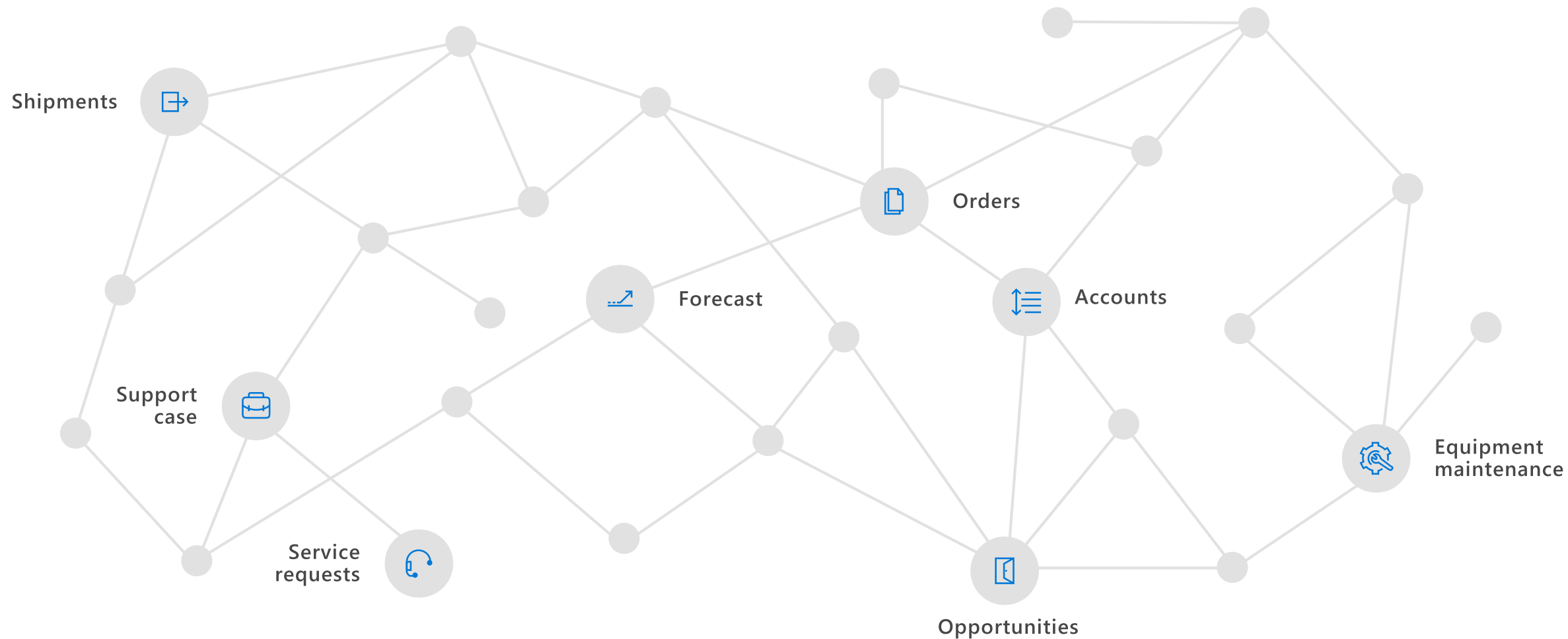
Supporting new audiences and new insights



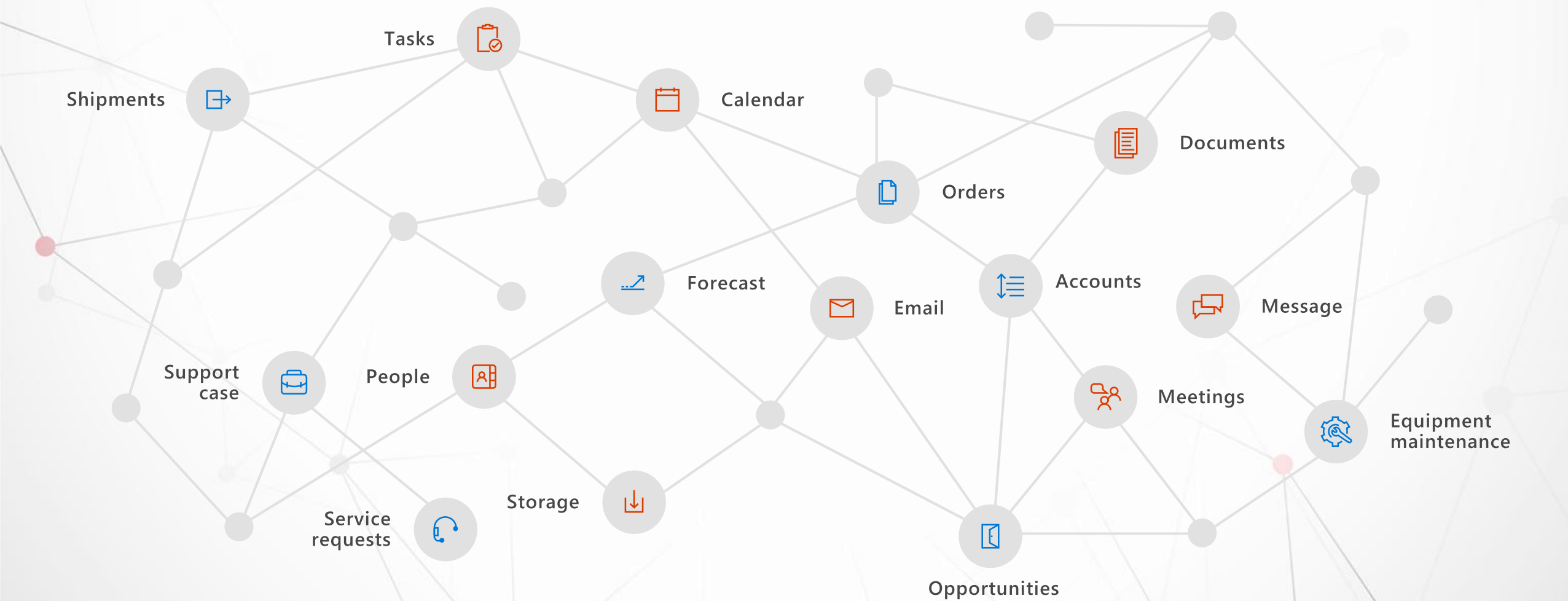


Key challenge: integrating big data and cloud with existing IT infrastructure to do Advanced Analytics across your data real estate

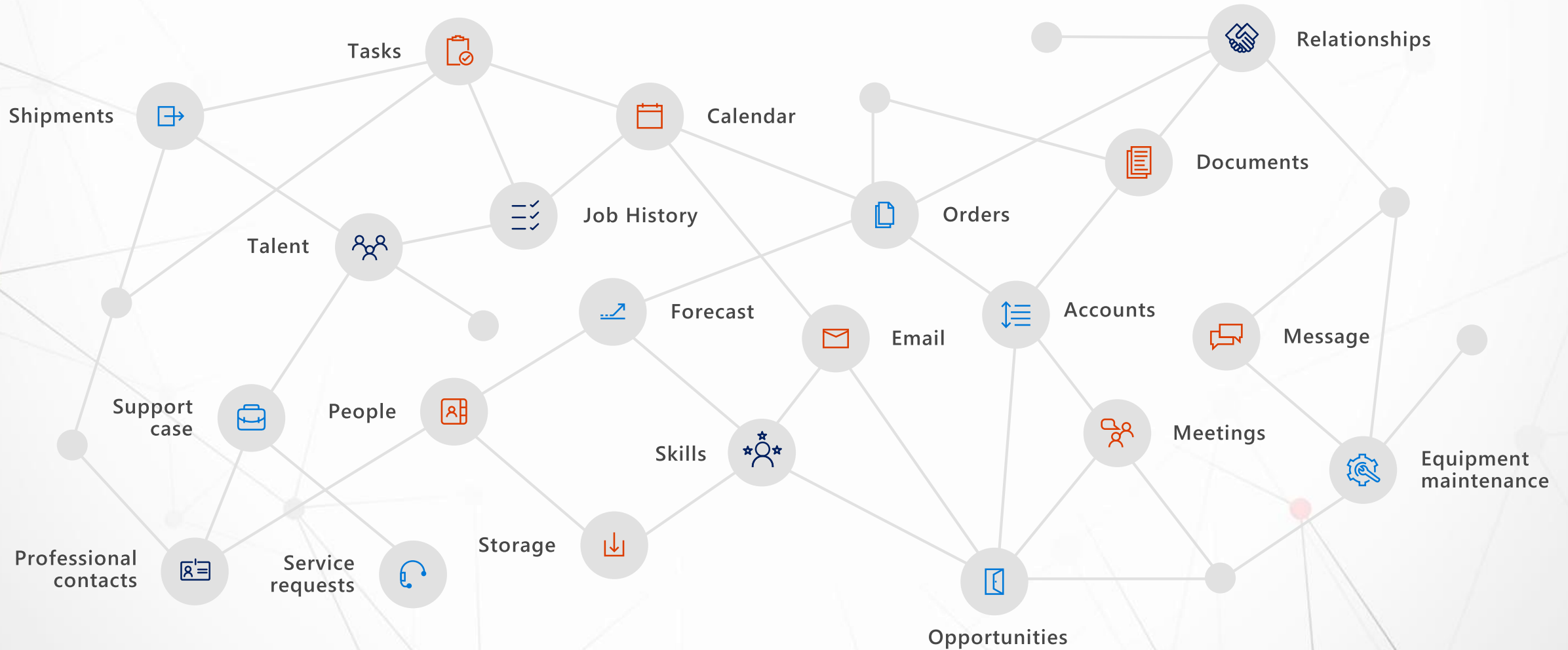
大数据相连: 企业应用系统数据 (CRM+ERP)



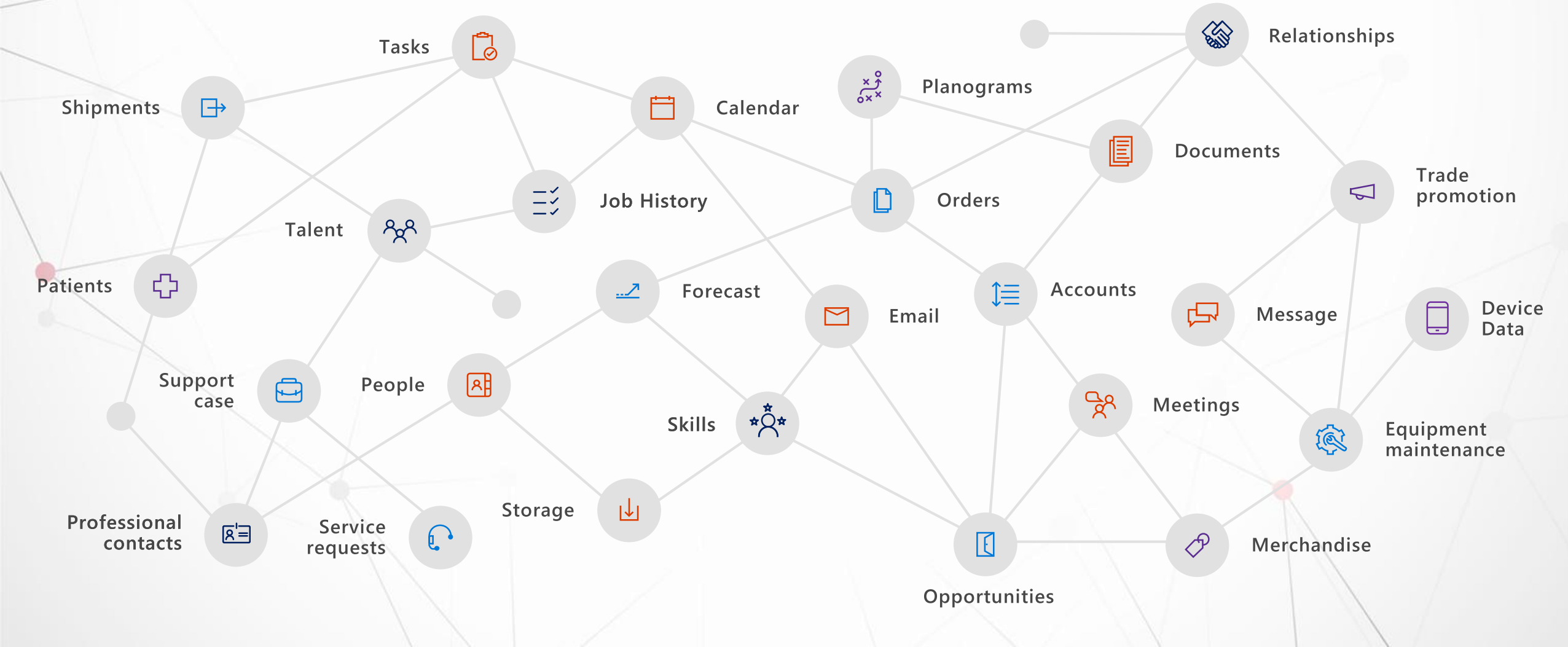
大数据相连: 企业应用系统数据 + 办公数据

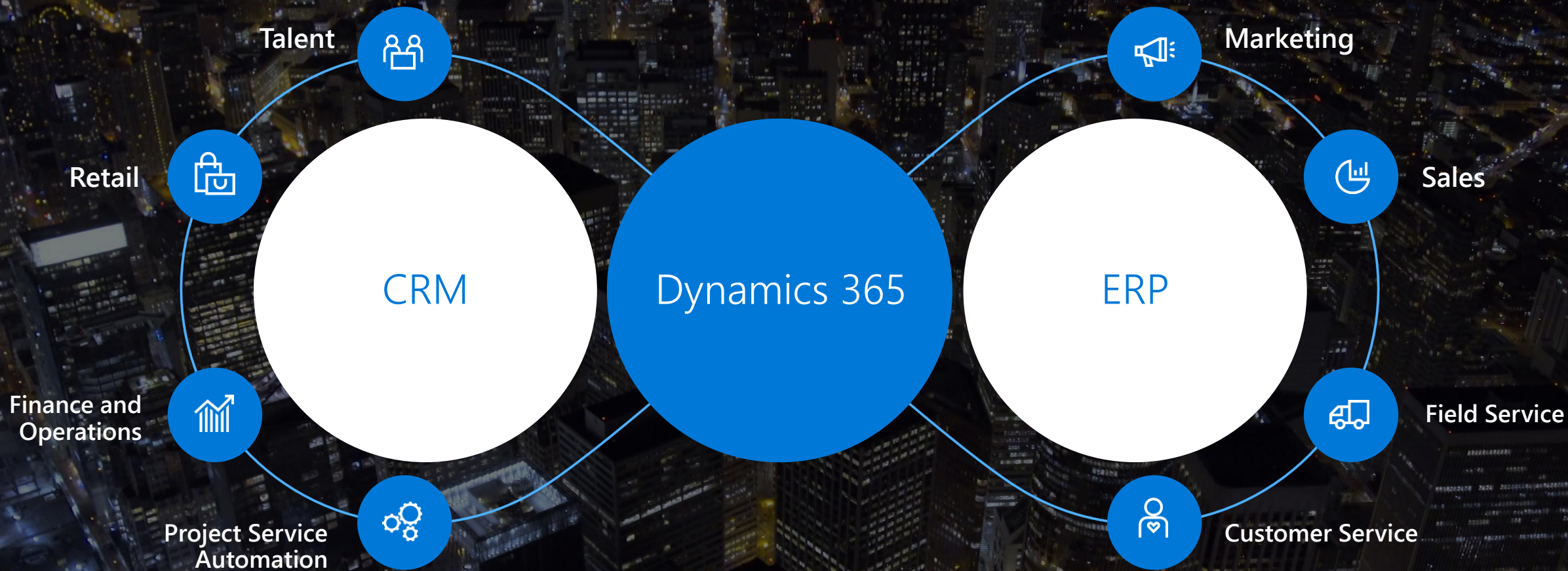


大数据相连: 企业应用系统数据 + 办公数据 + 社交数据(Linkedin、Wechat)



大数据相连: 企业应用系统数据 + 办公数据 + 社交数据(Likedin、Wechat) + 其他数据





Dynamics 365



Dynamics 365

Only Microsoft has all the pieces to deliver an intelligent business cloud



Microsoft AppSource



Office 365

Power BI

Cortana
Intelligence

Azure IoT

Dynamics 365

Sales

Customer
Service

Field Service

Project Service
Automation

Marketing

Operations

Line-of-
Business
Applications
built in-
house

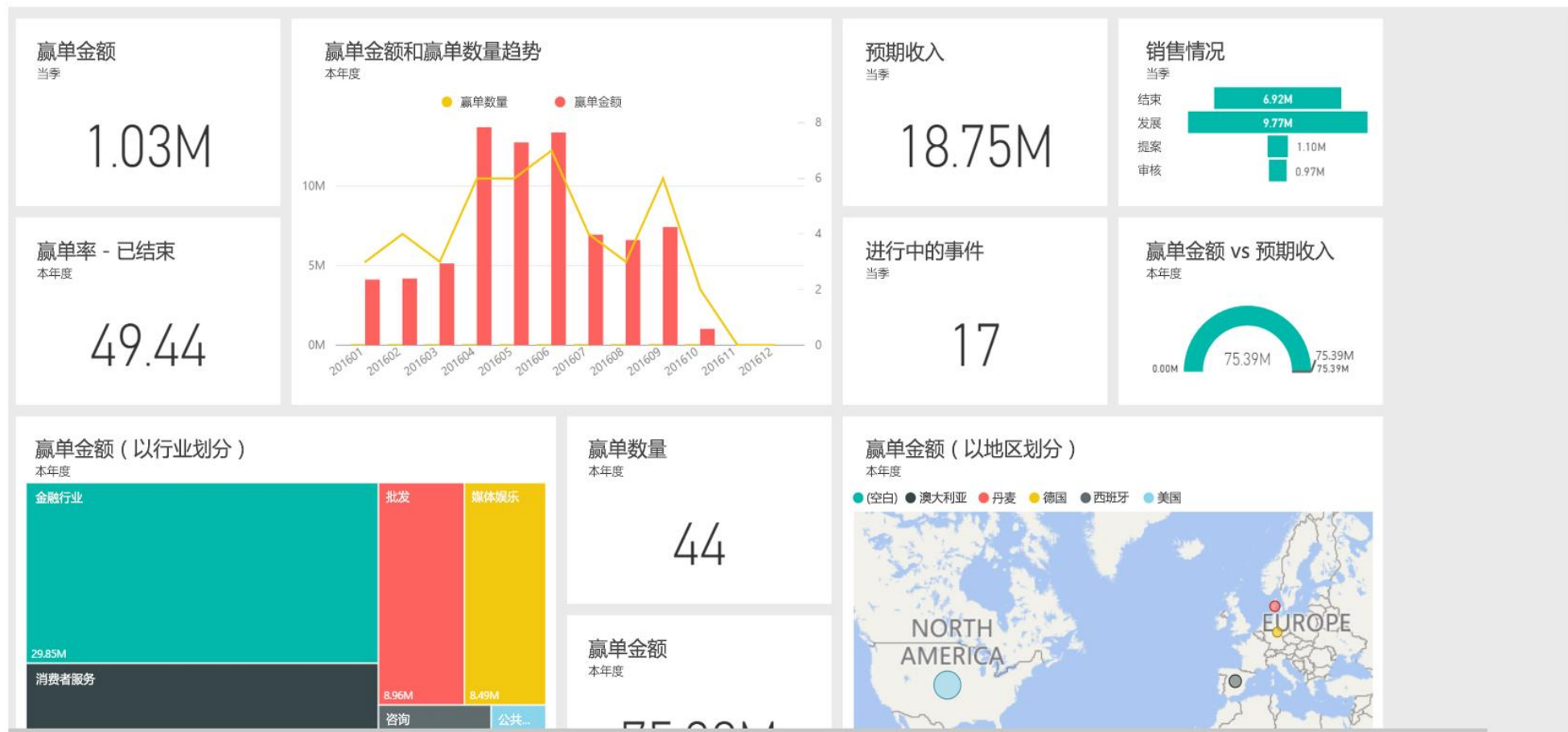
Third Party
Business
Applications

Application Platform (PowerApps, Power BI Embedded, Microsoft Flow) & Common Data Model

Azure

微软Power BI提供强大且灵活的业务分析

Dynamics 365 销售管理器



变革性的智能平台

网站分析

社交媒体

IoT

Office
365

Dynamics
365

领英

天气

上一代
CRM +
ERP

以及更多...

智能决策

优化行动

“It gives you absolute certainty of the impact of change and the impact on cost. It makes for a cleaner environment in which to operate and the data itself becomes more reliable and gives you richer and deeper information about the services provided to the client.”

Paul Bean
Sodexo's CEO, Mining, Asia Pacific



“As we continue to grow and build, the Microsoft platform is going to help us manage the routing and schedule and keep us on top of the customer expectations – that’s critical to our business.”

Kevin Doyle
Initiative Leader, Michelin Onsite



“Our goal is not data for the sake of data, but to embrace the cloud and analytical technologies to deliver more expert insights to the right stakeholders at the right time.”

Nick Farrant
Senior Vice President, Rolls-Royce



Microsoft Dynamics为企业释放数据价值



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