

# The Microsoft Core Data Platform: transforming big data management to boost business growth

**Today, everybody wants to use data to obtain actionable knowledge, timely insights, real-time monitoring and predictions.**

With a complete suite of fully supported solutions and technologies, the Microsoft Core Data Platform transforms enterprise big data management and unlocks new opportunities. There is an entire ocean of data across all verticals ready to be exploited.

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**76%** of all organisations are planning to increase or maintain their investment in big data over the next two years

- Forbes



**\$18.3 Billion**

Business intelligence and analytics market to reach worldwide in 2017

- Gartner



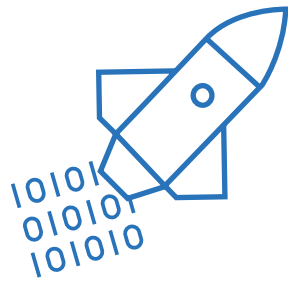
**6M developers**

worldwide are currently working on big data and advanced analytics

- EDC

## 2 major challenges in modern big data management:

### 1. Data growth at an enormous volume and speed



**40 Zettabyte**

The size of the digital universe that will be reached by 2020

- IDC Forecast



**Every 5 years by 10 times**

Big data expansion

- Big Data & Warehousing, Microsoft



**85%**

Annual big data volume growth

- Big Data & Warehousing, Microsoft

### 2. Out-dated systems in use

#### Data Warehouse:

**Doesn't handle**

new unstructured data types

**Not matched** to new

analytics and ML approaches

**Cannot take full advantage**

of the cloud

**Cannot deal with**  
near real-time transactions

**Cannot scale**  
at an acceptable cost

**Only 1 in 4**

enterprises uses big data to improve efficiency and productivity

## The Microsoft Core Data Platform empowers your enterprise with:



**Scalability** – with **no limits** for structured and semi-structured data



**Speed** – that runs complex queries on a massive database in **seconds**



**Agility** – by creating environments for app development in **minutes**



**On-premises, cloud and hybrid options** – for data management in **every** environment



**Power BI & Machine Learning** – which makes data accessible in near **real-time**



**Smarter decision making** – for faster turnaround and **business acceleration**

## Microsoft and dsp help you revolutionise your current data management system



Operate in fast and agile working environments



Use advanced analytics insights for innovation and new business development



Gain quick and easy access to all types of data from multiple sources



Pay-as-you-go

## The Toolbox

You can utilise the solution set in a way that makes most sense to your business:



## About dsp

dsp provide cloud technology solutions designed to increase profitability and customer acquisition for retail businesses. Thanks to a pedigree of nearly 20 years, we have the skills to evolve your products and services in order to meet the needs of a consumer-drive market.

Reimagine your business processes and stand out from the crowd, with scalable solutions from a trusted Microsoft partner.

**Contact dsp to find out how you can enhance big data and transform your business with the Microsoft Core Data Platform.**

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