

# Using Business Process Analytics to Power Business Decisions Microsoft 365 & Azure Synapse





# Enterprises have adapted dynamically to the challenges posed over the recent years

Video calls replaced face-to-face interactions



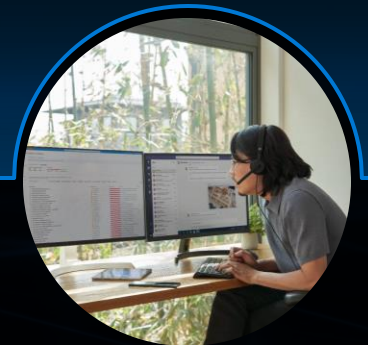
Emails kept processes internally and externally running and bridged process gaps



Chats and virtual check-ins substituted casual conversations



Collaboration on documents replaced joint working sessions





# Urgent, dynamic, and often decentralized adoption impacted efficiency



Fragmented processes with gaps between documented and “as-is” processes



Varied skill levels & widening skill gaps



Unclear decision processes and communication flows



Lack of transparency concerning internal and external relationships



Missed optimization and automation opportunities



**Even brief, 30-day disruptions caused by supply-chain vulnerabilities can result in 3 to 5 percent EBITDA margin gaps.**

McKinsey ([Why now is the time to stress-test your industrial supply chain](#))



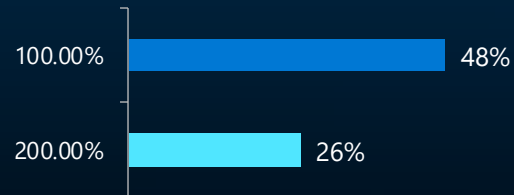
# Data is the currency of the future

Increase the value of your AI models with your unstructured data

## Leveraging AI is mainstream

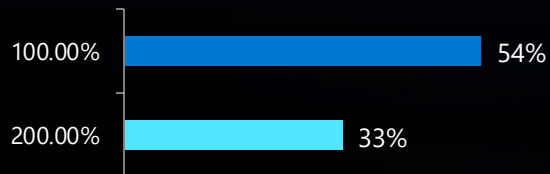
### Who's deciding what with AI

Supply Chain



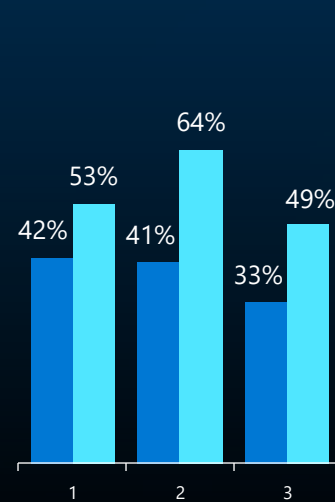
### Seeing the future: Plans to use AI simulations

Enhance supply chain, operations

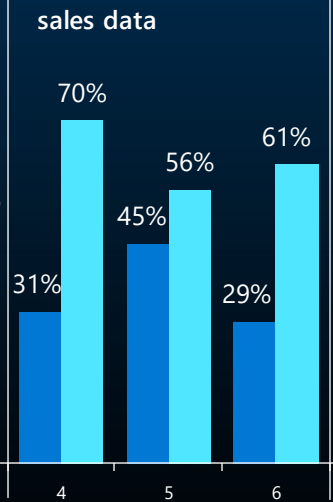


## Expanding use of holistic data inputs

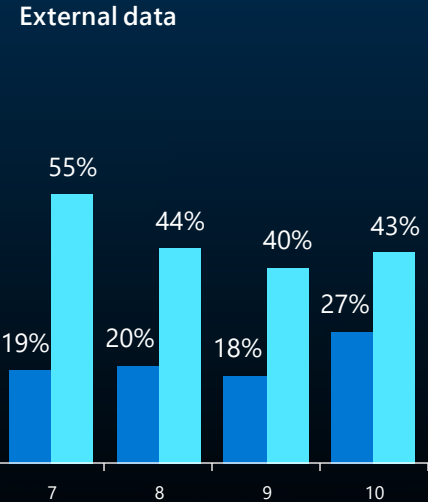
### I. Operations data



### II. Financial and sales data



### III. Unstructured and External data



■ Series1 ■ Series2

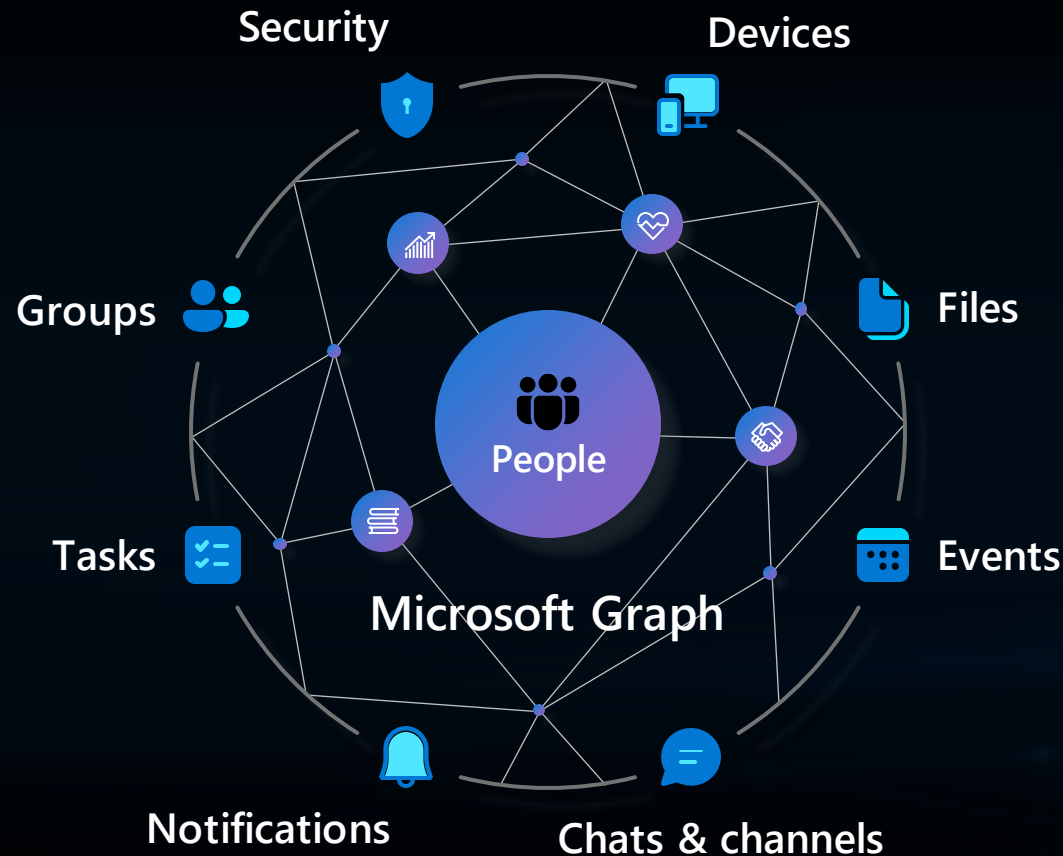
## Increasing returns

# 1.8 years

Payback for advanced supply chain investments



# Collaboration and communication activities generate a massive, rich amount of data in M365



**18,000,000,000,000**

Microsoft Graph nodes  
(emails, users,  
files, groups and more)

**~300 Million**

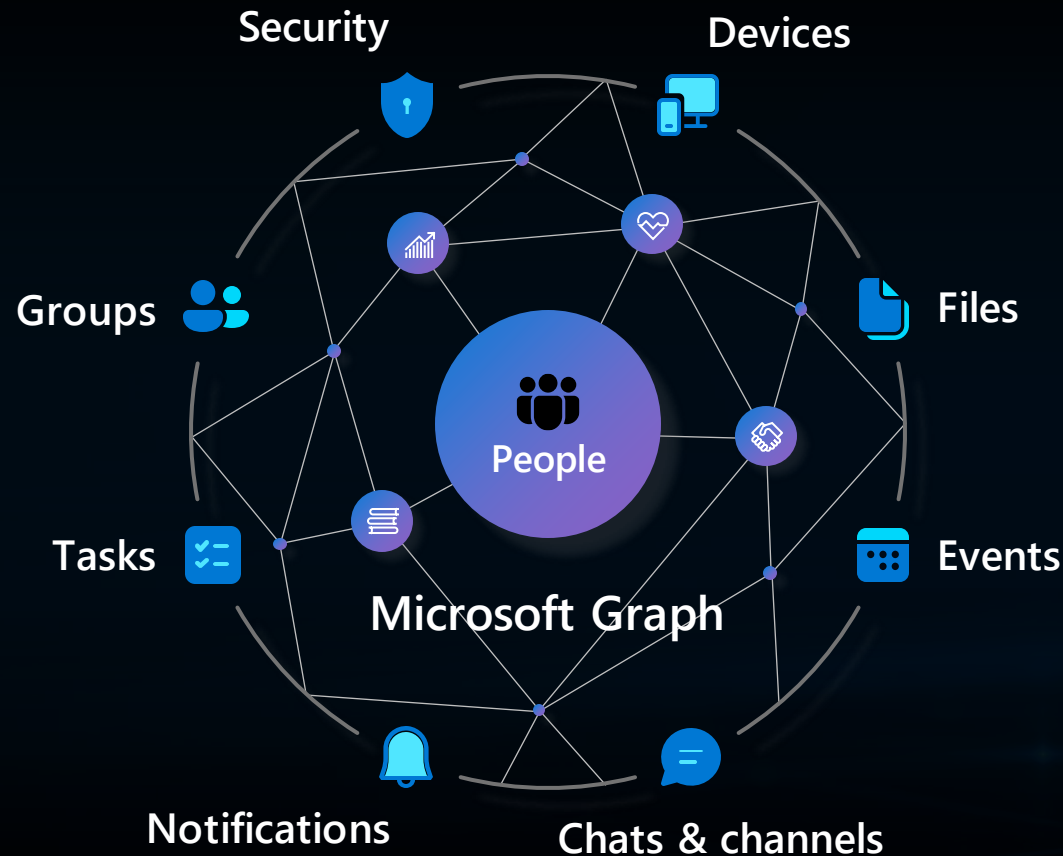
Office365 Users

**270 Million**

Microsoft Teams users



# Collaboration and communication activities generate a massive, rich amount of data in M365



## The Opportunity

Use M365 data to surface and address the hidden process inefficiencies



# The Opportunity

Use M365 data to surface and address the hidden process inefficiencies



Uncover and prioritize processes for automation

Data-driven approach to align key talent on teams/projects

Improve supply chain design, planning and execution

Dynamically measure changes with quantified fact base



# Business Process Analytics Use Cases



## Process Discovery & Automation

Identify process inefficiencies, automate key processes and track performance by measuring variance over time



## Skills Finder & Talent Alignment

Locate subject matter expertise to form teams with the right mix of skills and availability





## Supply Chain Optimization

Improve supply chain design, planning and execution by unlocking key data residing in collaboration systems that spans stakeholders and value chain





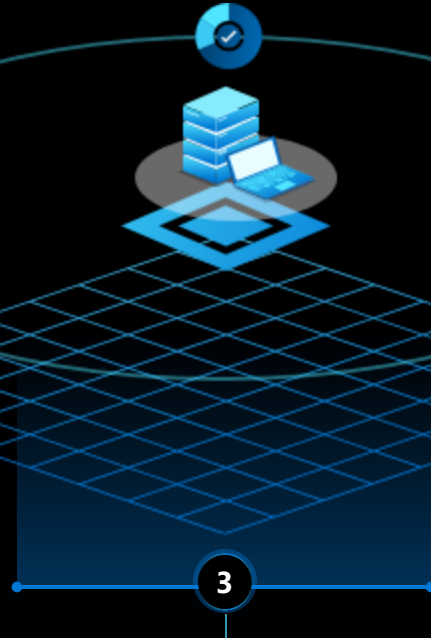
# Business Process Analytics – How it works

-  Outlook
  -  SharePoint
  -  Teams
  -  Viva Insights
  -  Office 365
  -  Azure Active Directory
- 1

Connect M365 data to Azure Synapse



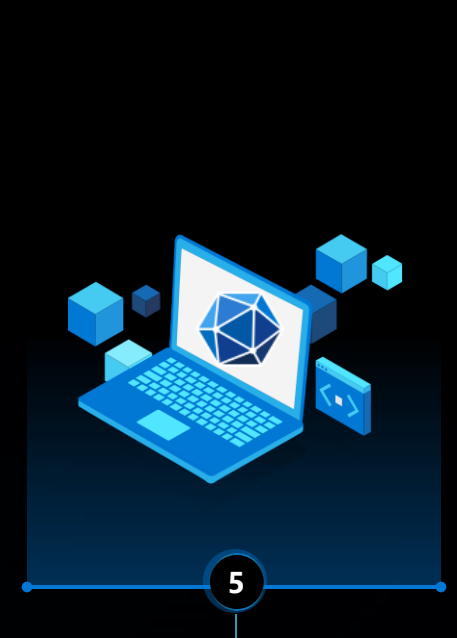
Continuously **collect** and store collaboration data in Azure. **Combine** with other data from LOB systems



**Analyze** data to discover manual processes and workflow bottlenecks that should be automated or optimized



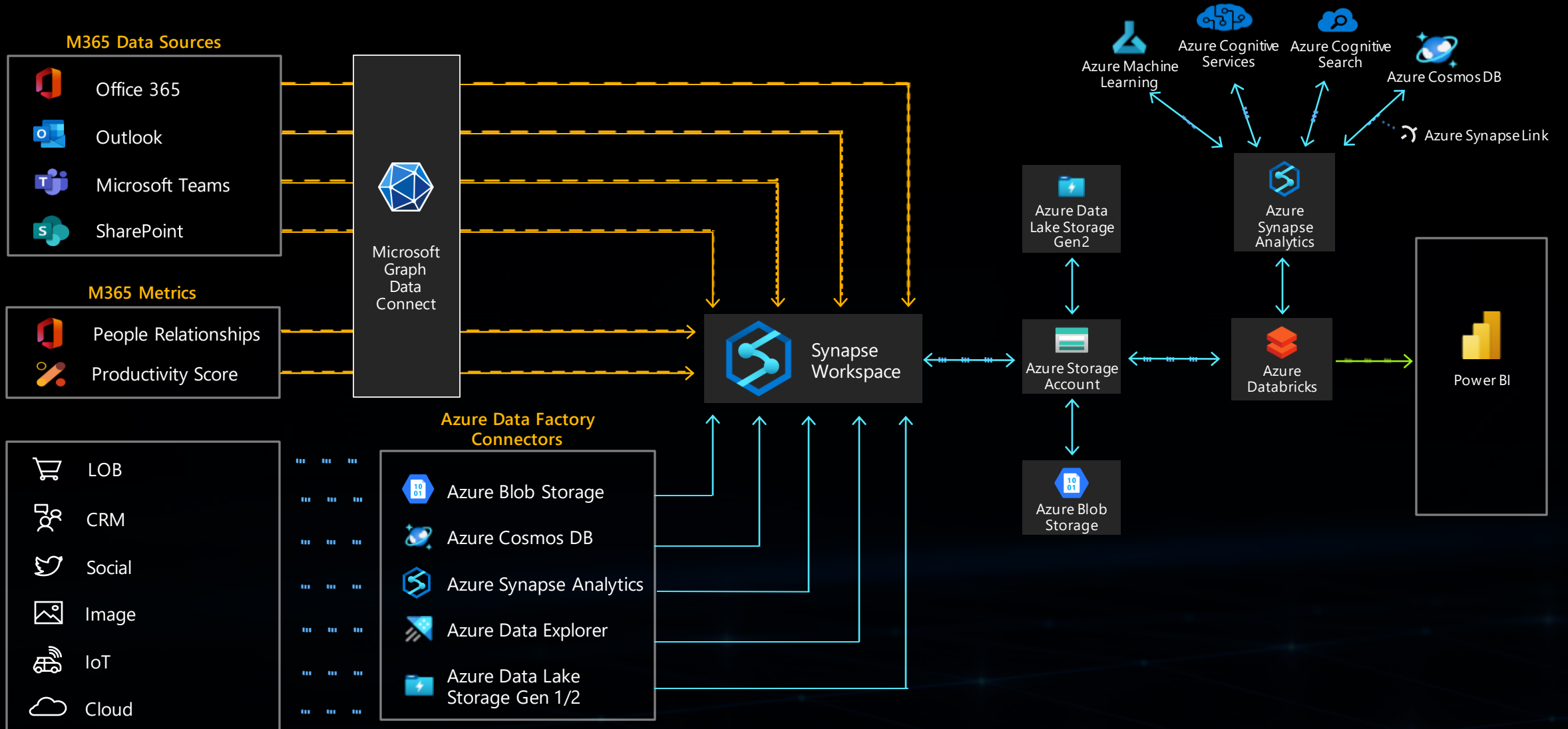
Build **predictive** machine learning algorithms to anticipate future issues and opportunities. Deploy in the cloud or the edge



Build new dashboards and apps or **augment** existing assets to offer views of business process flows and identify potential improvements



# M365 Analytics Architecture





# Extend Existing Business Process Insights



## Use Cases

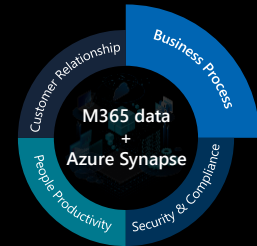
## Challenge

## What you have done

## What remains

## How we help

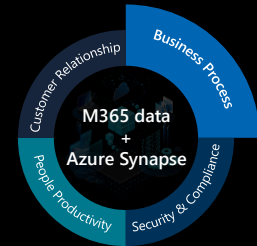
<b>Process Discovery &amp; Automation</b>	High process complexity and intensifying pressure to quickly adapt to global economic trends and new circumstances in the hybrid world	Companies have made significant investments to improve business processes by implementing process improvement initiatives/tools	Lack of transparency about the "real" processes as many informal processes are not documented in the system of record	Enable process discovery by pairing M365 data and LOB system data to surface manual processes and bottlenecks for optimization and automation
<b>Skills Finder &amp; Talent Alignment</b>	Managers are challenged to find employees with right skill sets quickly to fill strategic jobs and optimize fit for role	Skill profiles captured in Human Capital Management apps or LinkedIn are often not up to date nor fully capture the available skill sets	Managers lack transparency about full internal talent pool and often heavily rely on personal network to fill open roles	Enrich employee data from HR systems with M365 data to get insights about skill level and talent pool and staff projects and strategic roles quickly
<b>Supply Chain Optimization</b>	Reduce cost of forecasting supply/demand, inventory turns, supplier risk and logistics	Best of breed inventory and SCM apps offer visibility to identify and reduce unnecessary costs	Lack of holistic visibility and true cost of doing business as significant coordination happens outside of LOB/SCM systems	Correlate LOB signals and M365 data creating comprehensive view and surface efficiency gains, increase resiliency and build durability



# Process Discovery & Automation

Identify process inefficiencies, automate key processes and track performance by measuring variance over time

# Today's Challenges



High process complexity and intensifying pressure to quickly adapt to global economic trends and new circumstances in the hybrid world

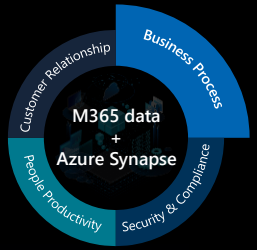


Companies have made significant investments to improve business processes, but often lack of transparency about the "real" processes

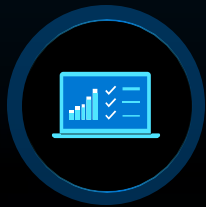


Employees default to collaboration and communication systems to solve challenges in the process, but these "interventions" are not documented in the system of record

# Process Discovery and Automation Solution



Enable **process discovery** by pairing M365 data and LOB system data together in Azure



Leverage Azure Machine Learning models to **understand process flows** and identify inefficiencies



Prioritize processes and automate them using Power Platform



Measure **performance improvement** and business impact over time

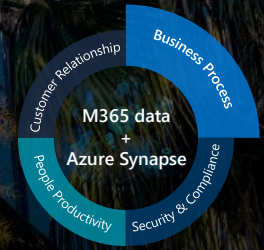


## BENEFITS

- Reduce operational costs and improve efficiencies in business operations
- Reduce complexity and provide transparency about process flows
- Free up personnel and resources to work on higher-value tasks

# Customer Story: Process Discovery & Automation

Global real estate broker uses Azure Synapse and M365 Data to discover and automate dynamic market information to increase revenues



## BUSINESS CHALLENGE

- Customer needed to track characteristics and availability of every piece of commercial real estate
- Real estate is a local market and information is frequently shared between local property managers and reps in the same region
- Listing information is often shared via local email distributions in the form of email bodies, PDF docs, and external website links

## SOLUTION

- Broker selected Microsoft Graph Data Connect to mine unstructured property listing information from email objects: sender address, metadata, email body, email attachments, and hyperlinks
- Available properties are surfaced, scored, and prioritized through workflows back to local reps for pursuit

## RESULT

- Solution rollout ongoing
- Customer leadership aims to:
  - Achieve 100% data coverage of available properties in all markets
  - Route new listings to reps for action within minutes
  - Reduce human review and increase prediction accuracy

## SOLUTION ELEMENTS



Microsoft Graph Data Connect

Microsoft 365

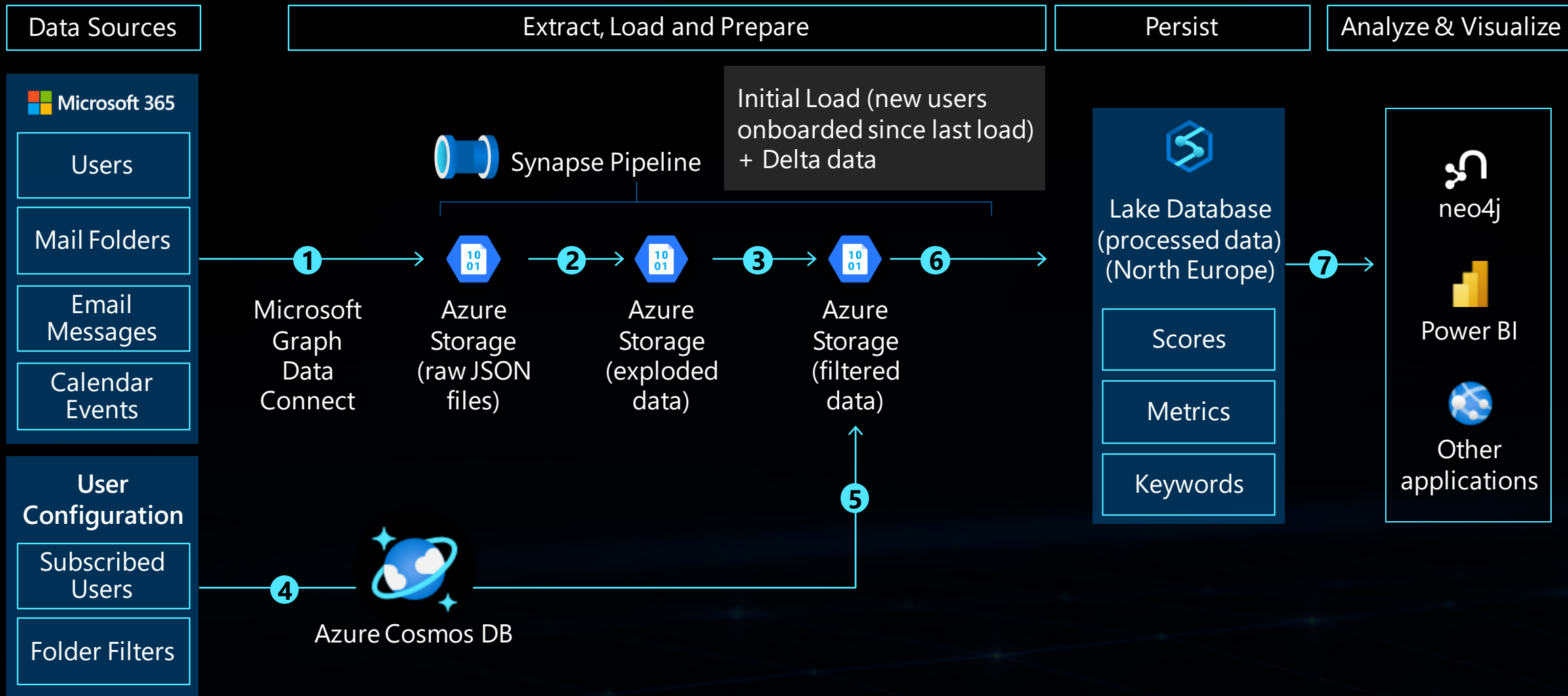
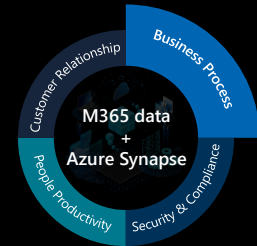


External data & LOB apps

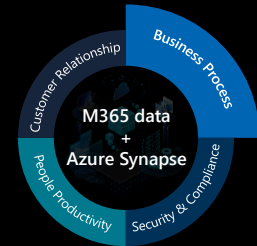


Azure Synapse

# Architecture: Process Discovery & Automation



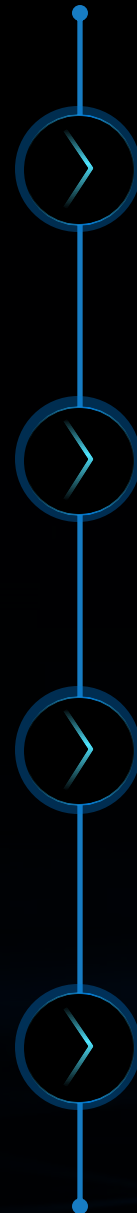




# Skills Finder & Talent Alignment

Locate subject matter expertise to form teams with the right mix of skills and availability

# Today's Challenges

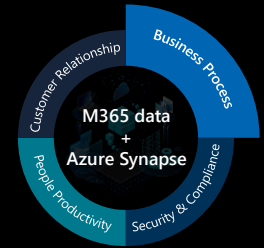


Companies are facing high attrition rates and 40% of employees report that they are likely to leave their job within the next 3-6 months<sup>1)</sup>

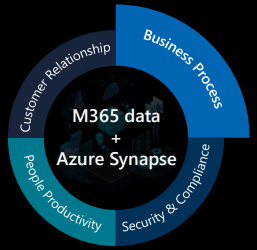
Leaders cannot fill strategic jobs quickly with the right people

Managers are not able to tap into the full internal talent pool. Lack of transparency due to organizational siloes and self-reporting of skills

High reliance on personal network signals need for internal talent marketplace



# Skills Finder & Talent Alignment Solution



Enrich HR data with M365 to get insights about **skill and capability level and talent portfolio**



**Dynamically identify and surface changes in subject matter expertise based on digital exhaust**



**Get indication of availability and expertise to staff critical projects and high value positions**



**Leverage analytics to develop data-driven talent strategy and retain / grow your talent over time**

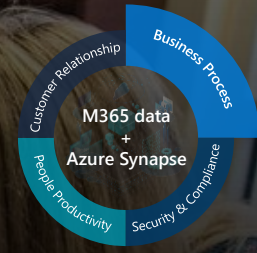


## BENEFITS

- Staff critical roles and projects quickly with the right experts to create diverse teams
- Provide job opportunities with great skill fit to boost employee satisfaction and retention
- Gain competitive advantage by developing the right skills and capabilities based on data-driven talent management

# Case Study: Skills Finder & Talent Alignment

Award-winning consulting firm uses Azure Synapse and M365 Data to improve team composition & diversity, accelerated staffing and employee engagement.



## BUSINESS CHALLENGE

- Business leaders, Talent and Learning experts are constantly challenged with building effective & diverse teams
- Complexity is increased by stale skills data (HR systems or LinkedIn) and considering capacity/availability
- Need to modernize and move away from static and outdated employee profiles

## SOLUTION

- Intelligent application that empowers organizations to align talent with high-value positions and opportunities
- Offers team-building capabilities combined with a skills recommendation engine yielding estimated effectiveness score of the combined team
- Powered by dynamic inferencing of employee skills leveraging M365 data paired with availability inputs

## RESULT

- 70% reduction in cost associated with time spent finding and aligning employee talent to opportunities
- Increased project success rates through team effectiveness and diversity by 20%+
- Improved employee satisfaction through role and project alignment based upon skills and interests
- Built better, more productive teams by grouping people with complementary strengths together

## SOLUTION ELEMENTS



Microsoft  
Graph Data  
Connect



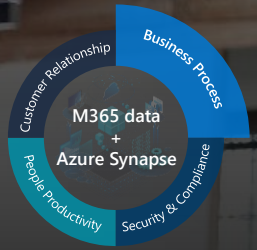
External data  
& LOB apps



Azure  
Synapse

# Case Study: Skills Finder & Talent Alignment

Big Four Accounting Firm leverages M365 + MGDC + Azure Synapse to improve new agent onboarding



## BUSINESS CHALLENGE

- The time to onboard a new analyst until they are supporting customers on average was 6-9 months
- Analysts had not developed their networks and were unable to find experts to assist them
- Who knows what / who knows who was non-existent

## SOLUTION

- The Project Staffing application is a Microsoft Graph Data Connect based solution which allows engagement managers to build the best suited teams for projects. Find employees that are available and have the best set of skills for the project, as well as the most relevant set of potential skills
- The application ingests data from Microsoft Graph Data Connect and complementary data sources using Azure Data Factory (ADF) pipelines and uses this to build a model based on which the most relevant employees are recommended
- [Link to Solution Accelerator](#)

## RESULT

- Agent onboarding time dropped dramatically from nine months to three months
- Networks developed quicker
- Customer output completed faster leveraging past artifacts

## SOLUTION ELEMENTS



Microsoft Graph Data Connect

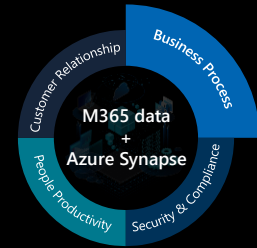


External data & LOB apps



Azure Synapse

# Expertise Finder Solution Accelerator



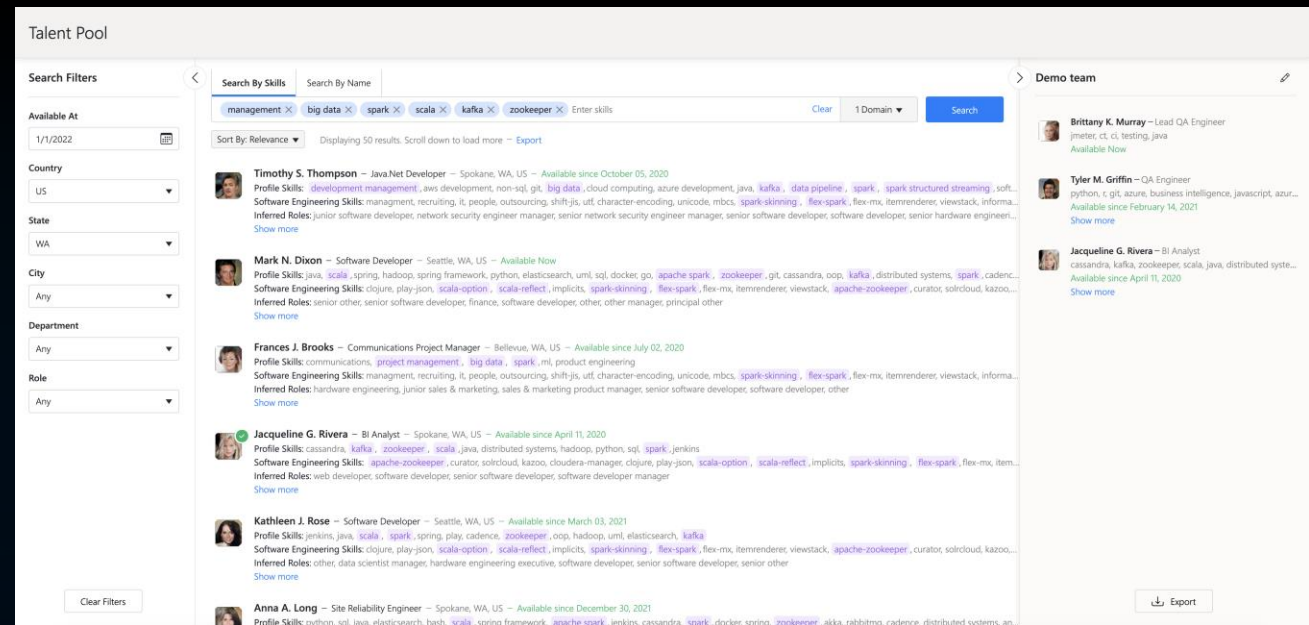
Empower organizations to align talent to high-value positions and opportunities. Move away from static, and often outdated, employee profiles to a dynamic organizational search experience that is fed with the unique and rich data provided by Microsoft's Graph Data Connect

## FUNCTIONALITY

- Search by skills + inferring possible skills
- Search by name
- Filtering by different criteria (location, department, state)
- Sorting by relevance or availability

## IMPACT

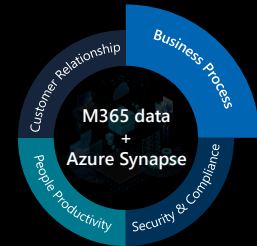
- 70% reduction in cost associated with time spent finding and aligning employee talent to opportunities
- Increase project success rates through team diversity
- Improve employee satisfaction through role and project alignment based upon skills and interests



**Sample use cases:** Enterprise project teams | Cross-functional business processes initiatives | Technology & consultancy firms/internal projects

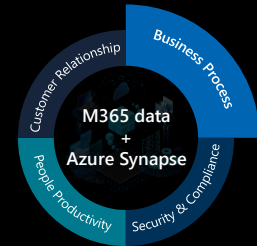


[Download Accelerator](#)



# Supply Chain Optimization

Locate subject matter expertise to form teams with the right mix of skills and availability



# Today's Challenges



Sustainable and diversified access to materials to mitigate geopolitical risk



Margin pressures due to escalating transportation costs



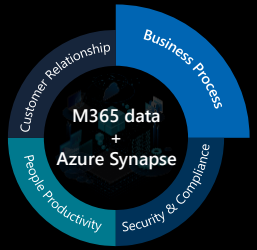
Acquiring comprehensive view into holistic supply chain



Need to automate lower-level decision making (leveraging AI)



# Supply Chain Optimization Solution



Fuel **optimization** by pairing M365 data & LOB system data in Azure



Leverage Azure Machine Learning models to **surface hidden costs** and gain efficiencies



**Visualize comprehensive supply chain** using PowerBI



Measure **improvement and business impact** over time

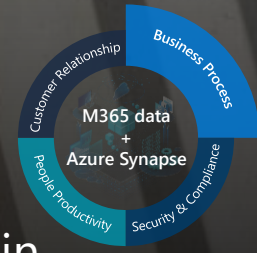


## BENEFITS

- Decrease costs: 2x costs reduction using digital & Lean – compared to using Lean alone<sup>1</sup>
- Comprehensive view into supply chain highlights highest return potential
- Surface hidden costs in supply chain that are often overlooked

<sup>1</sup>Bain & Company

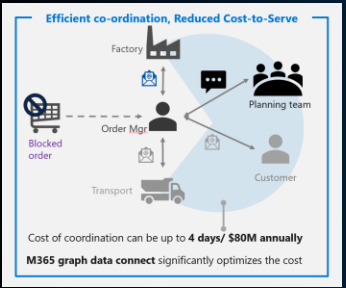
# Partner Story: Supply Chain Optimization



F500 Manufacturer uses Partner solution, Azure Synapse and M365 Data for ongoing improvements in Supply Chain efficiencies leveraging AI models

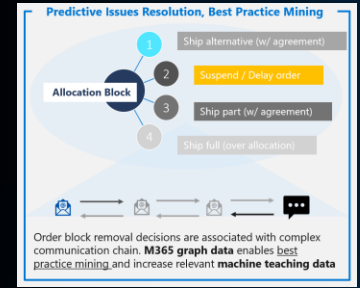
## BUSINESS CHALLENGE

- Order delivery is inherently complex and needs orchestration around many components in the supply chain
- Order block remediation requires coordination across multiple business functions and customer



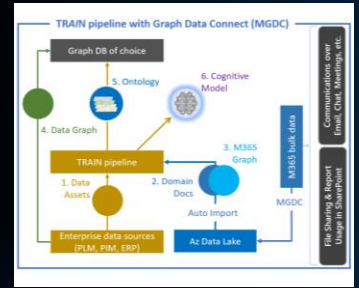
## SOLUTION

- AI models help optimize coordination costs, creating a major efficiency uptick in order management performance



## RESULT

- Decreased costs
- Increased customer satisfaction
- Significantly advanced AI models trained on M365 data at scale for broader business application



## SOLUTION ELEMENTS



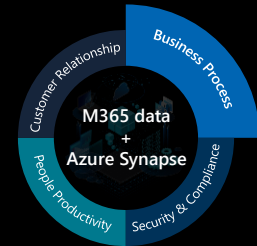
Microsoft Graph Data Connect



External data & LOB apps



Azure Synapse



## Next steps ...

- Learn more about how to ingest M365 data in Azure Synapse ([Link](#))
- Align with your business stakeholders for sponsorship, expectations and budget
- Start with business case to develop scenario/use case and supporting solution design



## ...how Microsoft can help you

- Request MTC Data & AI Architecture Design Session or Rapid Prototype (optional)
- Work with your DAI CSA to do a pilot/ Solution Accelerator (optional)

