Power business decisions
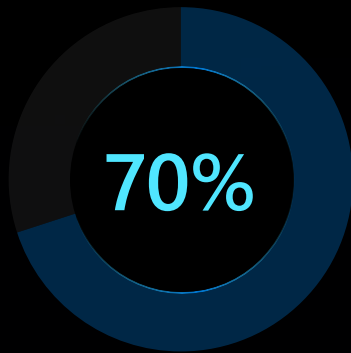## with M365 Data & Synapse Analytics
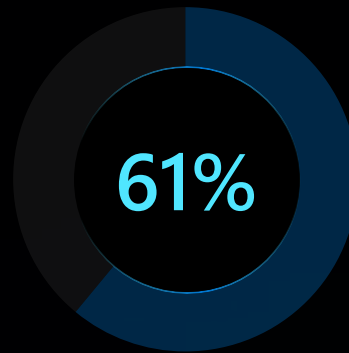
Is decision making the most wasteful process in your organization?

70%

61%

530,000 days

C-Suite executives spend up to 70% percent of their **time** on **decision making**

percent of managers say that at least half the time spent on decision making is **ineffective**

of managers' time potentially **squandered each year** for a **typical** Fortune 500 company

Leaders leverage data and AI to support decision making and respond to the future

HINDSIGHT

Understand the past to make the right decision for the future

INSIGHT

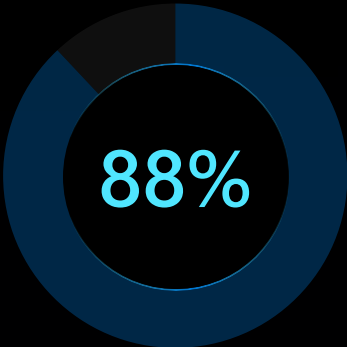Inform decision making in the moment based on (near) real-time data

FORESIGHT

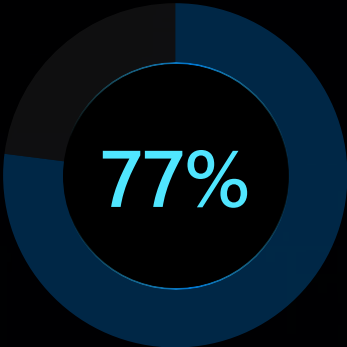Predictive and prescriptive modelling to influence better decision making
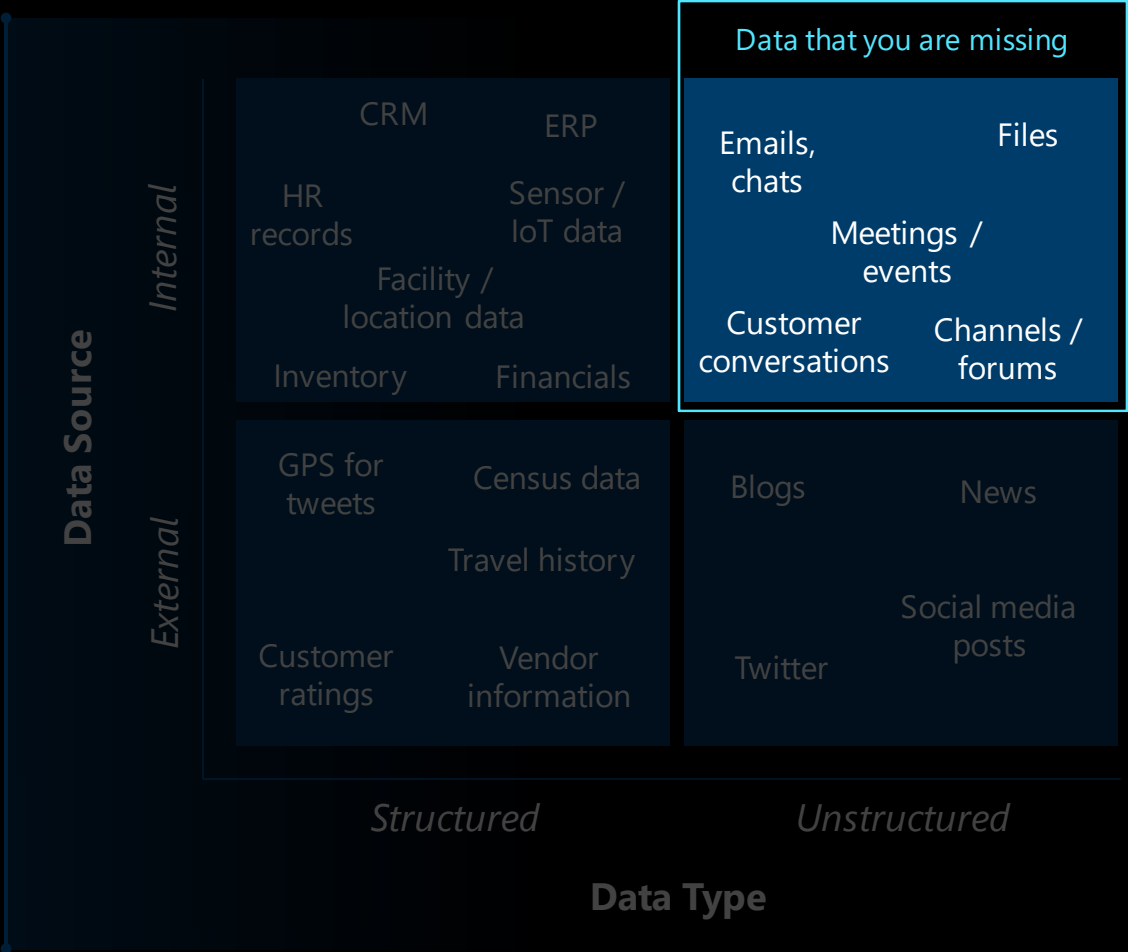
Data is the currency of the future
Forward-looking, internal unstructured data often overlooked

88% of C-Suite respondents said that using more **forward-looking data sets and analytics approaches** to better predict and respond to future events will be important to their success

77% of C-Suite respondents have **increased their use of internal and external real-time data** over the last 6-12 months

Data Source

Internal

CRM
ERP
HR records
Sensor / IoT data
Facility / location data
Inventory
Financials

External

GPS for tweets
Census data
Travel history
Customer ratings
Vendor information

Data that you are missing

Emails, chats
Files
Meetings / events
Customer conversations
Channels / forums

Blogs
News
Twitter
Social media posts

Structured
Unstructured

Data Type

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

Security

Devices

Groups

Files

People

Microsoft Graph

Tasks

Events

Notifications

Chats & channels
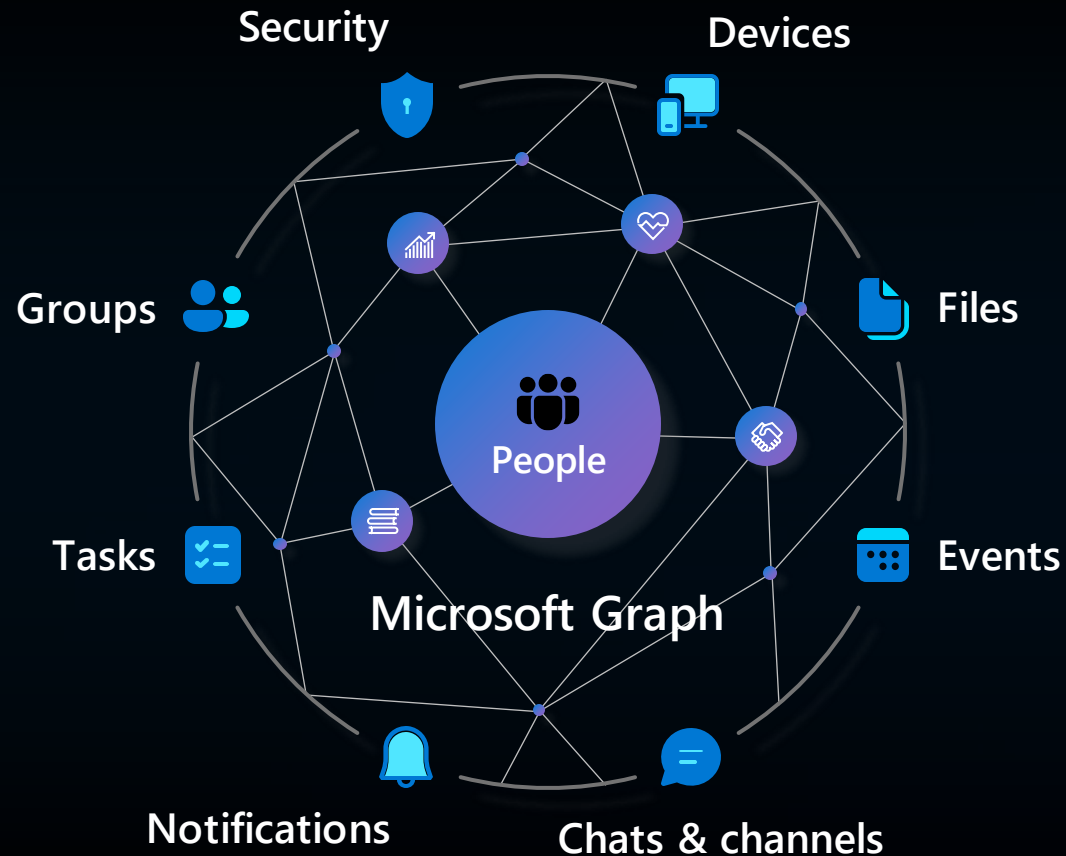
18,000,000,000,000

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

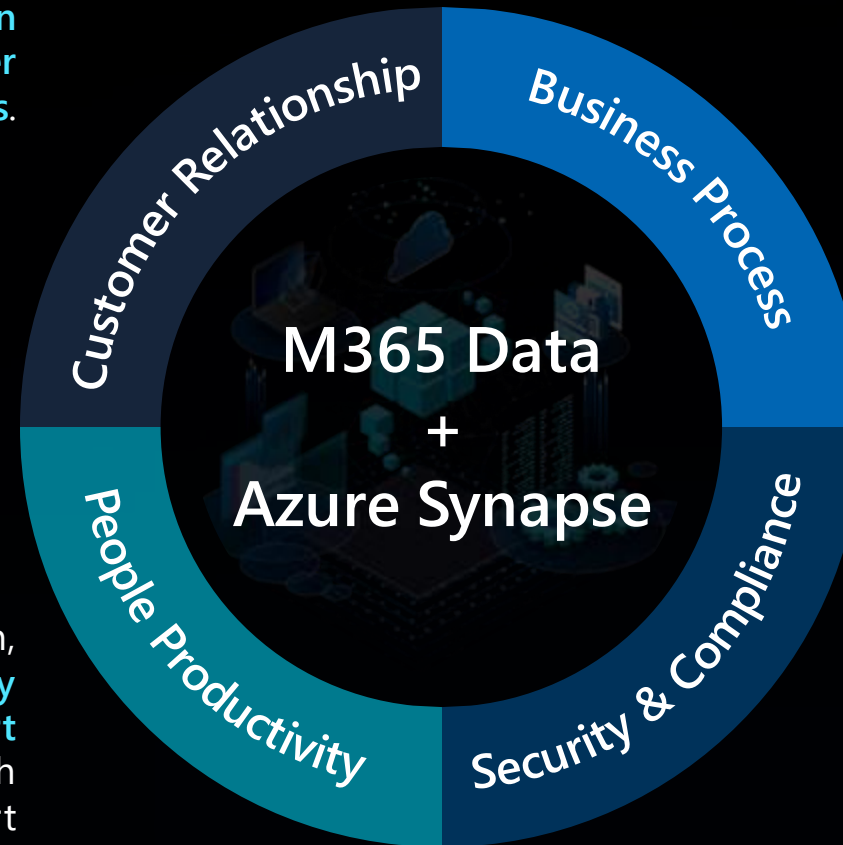**~300 Million**

Office365 Users

270 Million

Microsoft Teams users

Power business decisions

For commercial business leaders, go beyond traditional CRM insight into M365 **customer interactions** and employee **collaboration focused on customer relationships**.

For better operations, monitor workflows on a day-to-day basis. Pinpoint **manual processes** and bottlenecks to be **automated or optimized**.

For driving transformation, egress **Viva & Productivity score metrics** to **convert insights into solutions** with digital adoption, smart meetings and content, hybrid workplaces, and cultural change.

To secure the future, learn how employees are using and sharing **sensitive information and perform anomaly detection** and threat intelligence, audit log analysis, **risk management** and legal forensics.

Customer Relationship

Business Process

People Productivity

Security & Compliance

M365 Data + Azure Synapse

Infinite use cases

Relationship Mesh

Process Discovery & Automation
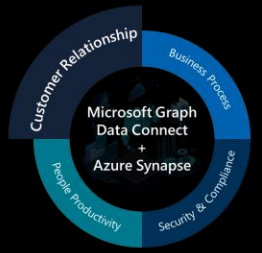
Customer 360

Skills Finder and Talent Alignment

Customer Complaint Management

Supply Chain Optimization

Conversation Lineage

Culture Driven Digital Transformation

Information Oversharing

Employee Engagement and Productivity

Fraud Detection

Hybrid Work Effectiveness

Organizational Network Analysis

Internal Threat and Anomaly Detection

Customer Relationship

Business Process

People Productivity

Security & Compliance

M365 Data + Azure Synapse

Customer Relationship Analytics Use Cases

Get transparency about customer interactions and relationships

Empower client facing roles with
- Actionable client insights
- Timely access to client information
- Workflow guidance and optimization

M365 Data Use: Employee collaboration and customer interaction data.

Relationship Mesh
Integrate customer/seller relationship data from various systems together into a single view with actionable insights at the area & individual account level.

Customer 360
Combine the power of Azure Synapse with Dynamics 365 Customer Insights and Microsoft 365 to build a comprehensive view of customers experience possible.

Customer Complaint Management
Ingests customer complaints from email, chat, social media, intelligently classify, and surface to the correct support agent for quick resolution.

Customer Conversation Lineage
Integrate Microsoft 365 email conversations with CRM or Ticketing information to create a single view with customer sentiment analysis.

Business Process Analytics Use Cases
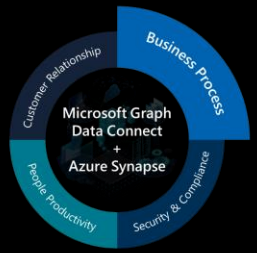
Surface and address the hidden process inefficiencies in your organization

Leverage insights to
- Uncover wasteful processes and bottlenecks
- Automate and optimize processes
- Align key talent on teams/ projects
- Dynamically measure change

M365 Data Use: Employee collaboration data and LOB system of record data

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 based on communication and collaboration processes 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

Security & Compliance Analytics Use Cases
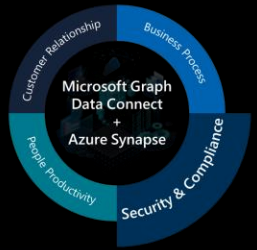
Improve visibility of sensitive information sharing and use

Gain better visibility into
- Employee data sharing patterns
- Policy compliance
- Privacy
- Organizational boundaries
- Ethical data use

M365 Data Use: Employee collaboration, file access, external communications.

Information Oversharing
Validate if sensitive data was mistakenly leaked or if employees intentionally shared confidential information with malicious intent
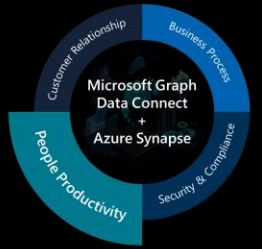
Fraud Detection
Determine if actions and behaviors between employees violate corporate policies and validate whether there is legitimate risk

Internal Threat and Anomaly Detection
Detect anomalies in sensitive datasets to protect against internal threats

People Productivity Analytics Use Cases

Improve visibility of employee engagement, collaboration and communication

Provide insights to
- Drive cultural transformation and organizational change
- Enable hybrid work models
- Empower employees and boost engagement and productivity

M365 Data Use: Email, Meetings, Teams, SharePoint, Viva Insights*, Productivity Score, usage reporting

Culture Driven Digital Transformation
Leverage Productivity Score and usage data to drive and measure impactful Digital Transformation initiatives

Employee Engagement and Productivity
Extend Viva Insights collaboration metrics into your Azure environment and augment employee engagement insights with deeper analytics

Hybrid Work Effectiveness
Enable hybrid work models and effectively balance people, technology and workplace requirements between in-person and remote

Organizational Network Analysis
Harness information flows and team connectivity to unlock productivity, innovation, employee engagement and organizational change

How it works

One Microsoft Cloud

Apply defined data controls

- Data at scale
- Granular consent
- Security & Governance

Securely extend Office 365 data to Azure

Microsoft 365 | Azure

Microsoft Graph Data Connect

Enable big data and machine learning

- Customer data
- Product data
- Industry data

Customer's Microsoft Cloud

12

Analytics Customer Scenarios

Discover Dynamic Information

Major real estate services firm uses Azure Synapse and M365 Data to discover and automate dynamic property information to increase agility and revenue

Challenge

Harness available property information that is highly fragmented in emails, flyers and web sites

Solution

- Email and attachments exported to Azure
- Property information harnessed and compiled
- Opportunities are scored and published to agents

Customer Benefits

- Agents connect clients with listings in minutes vs. days
- Up to date inventory means more deals closed

Improve Customer Relationships

Global Investment Firm Uses Azure Synapse and M365 Data to improve critical customer relationships and drive satisfaction and revenue generation

Incomplete insights into relationship strength and reach with key customers and their organizations

- Email data to assess reach into customers, prospects
- Relationship mesh solution visualizes connectivity, activity and network reach to drive satisfaction and revenue

- Better customer service, satisfaction through coordination
- Valuable up-sell services, improved revenue generation

Analytics Customer Scenarios

Promote Safer, More Secure Content

Enterprise tech giant promotes safer, more secure content management culture through M365 insights

Optimize Hybrid Work

Global telecom giant gains deeper insight into hybrid working through Teams calls insights

	Promote Safer, More Secure Content	Optimize Hybrid Work
Challenge	Employees were continuing to overshare documents in collaboration activities, placing the company at greater risk of unauthorized use	Teams calls unify the workforce spanning hybrid work locations, however visibility lacking on best practices (attendance, duration, etc.)
Solution	• Visibility into SharePoint behaviors and usage trends • Understand how content was being shared with robust SharePoint file sharing reports	• Gathered previously inaccessible, raw Teams call data • Developed analytics and model to provide best practices to business stakeholders on optimal times, duration and attendance
Customer Benefits	• Develop change management strategies • Created new features in Outlook that encourage safer and more streamlined content management behaviors	• Reduction in time invested on very large Teams calls • Improved employee satisfaction and participation in optimized calls

Continuing growth in new datasets and metrics

As of June 2022

| Basic Dataset |
| Cleaned Dataset |
| Curated Dataset |

Now Available

Azure Active Directory	Outlook	Teams	SharePoint	Viva Insights	Office 365
User profile	Messages, Sent	Meeting Chats	Doc Sharing [1]	Collaboration V0 [1][2]	
Manager info	Contact	1:1 and 1:n Chat	SharePoint Groups [1]		
Direct reports	Calendar view	Std. Channel Msg.	Site Usage [1]		
Group Members	Mailbox Setting	Channel Details			
Group Details	Mail Folder	Call records			
Group Owners	Event	Transcripts			
	Group Message				
	Inbox Message				

Soon Available (by Aug 2022)

	Group Calendar		File Activity	Collaboration v1 [2]	Productivity Score
			File Usage		Email Activity
			Sharing V2		Office App Activity
					Teams Activity

Beyond (Sep 2022 to Early 2023)

Expanding existing data sets

Azure Active Directory   Outlook   Teams   SharePoint   Viva Insights   Office 365   **+**   **New data sets**   Windows   Edge   Viva Topics   Viva Learning   Bing   **+**   ...

Notes: [1]In Preview | [2]Available to customers with Viva license and select ISVs for Viva customer engagements
Microsoft Confidential & Proprietary Information

Next steps …

- Confirm your technical feasibility (Azure and M365)

- 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

- Setup a follow-up conversation with your Data & AI GBB or SSP to build on scenarios and use cases

- Request MTC Data & AI Architecture Design Session or Rapid Prototype (optional)

- Work with your DAI CSA to do a pilot/ Solution Accelerator (optional)