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

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

61% percent of managers say that at least half the time spent on decision making is ineffective.

530,000 days of managers’ time potentially squandered each year for a typical Fortune 500 company.

Source: Three ways to faster decision making, McKinsey; For smarter decisions, empower your employees, McKinsey
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.

Source: Business Futures 2021, Accenture
Collaboration and communication activities generate a massive, rich amount of data in M365

- Microsoft Graph nodes (emails, users, files, groups and more): 18,000,000,000,000
- Office365 Users: ~300 Million
- Microsoft Teams users: 270 Million
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.

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.

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.
Infinite use cases

M365 Data + Azure Synapse

Customer Relationship

- Relationship Mesh
- Customer 360
- Customer Complaint Management
- Conversation Lineage
- Culture Driven Digital Transformation
- Employee Engagement and Productivity
- Hybrid Work Effectiveness

Business Process

- Process Discovery & Automation
- Skills Finder and Talent Alignment
- Supply Chain Optimization
- Information Oversharing
- Fraud Detection
- Internal Threat and Anomaly Detection

People Productivity

- Organizational Network Analysis

Security & Compliance

- Document Management
- Identity and Access Management
- Compliance Management
- Cybersecurity
- Risk Management

Infinite use cases
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

Apply defined data controls
- Data at scale
- Granular consent
- Security & Governance

One Microsoft Cloud
- Securely extend Office 365 data to Azure

Securely extend Office 365 data to Azure

Enable big data and machine learning
- Customer data
- Product data
- Industry data

Microsoft Graph Data Connect

Customer’s Microsoft Cloud
### Discover Dynamic Information

**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

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

### Improve Customer Relationships

**Global Investment Firm Uses Azure Synapse and M365 Data**

**Challenge**

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

**Solution**

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

**Customer Benefits**

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

A global investment firm uses Azure Synapse and M365 Data to improve critical customer relationships and drive satisfaction and revenue generation.
### Analytics Customer Scenarios

#### Promote Safer, More Secure Content

**Challenge**

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

**Solution**

- Visibility into SharePoint behaviors and usage trends
- Understand how content was being shared with robust SharePoint file sharing reports

**Customer Benefits**

- Develop change management strategies
- Created new features in Outlook that encourage safer and more streamlined content management behaviors

Employees were continuing to overshare documents in collaboration activities, placing the company at greater risk of unauthorized use.

#### Optimize Hybrid Work

**Challenge**

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

**Solution**

- 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**

- Reduction in time invested on very large Teams calls
- Improved employee satisfaction and participation in optimized calls

Teams calls unify the workforce spanning hybrid work locations, however visibility lacking on best practices (attendance, duration, etc.)
Continuing growth in new datasets and metrics

As of June 2022

### Now Available

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<tr>
<th>Azure Active Directory</th>
<th>Outlook</th>
<th>Teams</th>
<th>SharePoint</th>
<th>Viva Insights</th>
<th>Office 365</th>
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<tr>
<td>User profile</td>
<td>Messages, Sent</td>
<td>Contact</td>
<td>Meeting Chats</td>
<td>Doc Sharing</td>
<td>Collaboration V0</td>
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<td>Calendar view</td>
<td>1:1 and 1:n Chat</td>
<td>Std. Channel Msg.</td>
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<td>Inbox Message</td>
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### Soon Available (by Aug 2022)

- Group Calendar
- File Activity
- Office App Activity
- Teams Activity

### Beyond (Sep 2022 to Early 2023)

- Expanding existing data sets
- Windows
- Edge
- Viva Topics
- Viva Learning
- Bing
- New data sets

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)