nikoways

## Advanced Analytics with CRM and Ad Platform data

Microsoft

A. Big Data AI Solution for Microsoft

Customer Business Challenge

- Microsoft Online Services Division didn't have real-time access to data needed to drive decisions in a timely fashion.
- Division aimed to democratize access to data for faster and accurate decision making across teams and leverage AI/ML in decision making.

Customer Benefits

- Provided power of data in the hands of product engineers and product managers for quick data based decisions.
- The Business Intelligence AI Platform played a pivotal role in increasing market share of several products.
- Search share doubled in 3 years from **9% to 18%.**
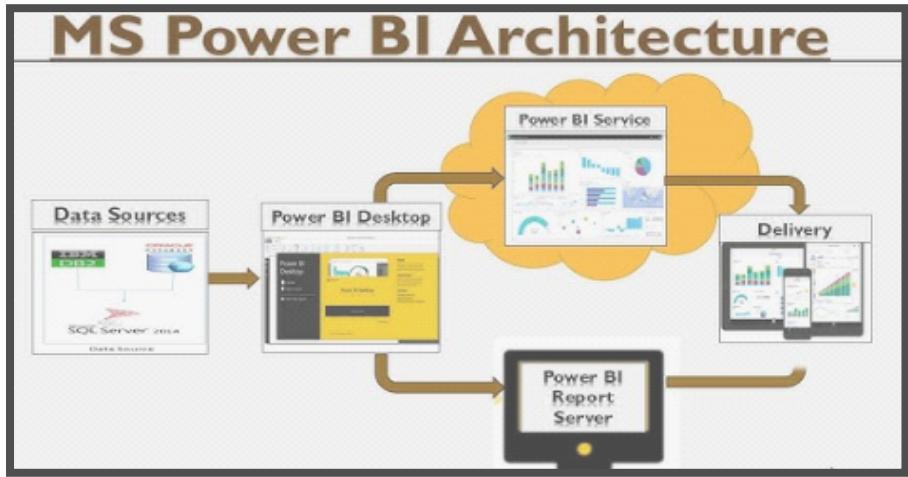
Our Solution

- Collaborated extensively with Engineering in building data pipelines, integration with Microsoft AI/ML, SQL Server, & OLAP technologies.
- Built one of the largest Business Intelligence AI platform with OLAP layer.
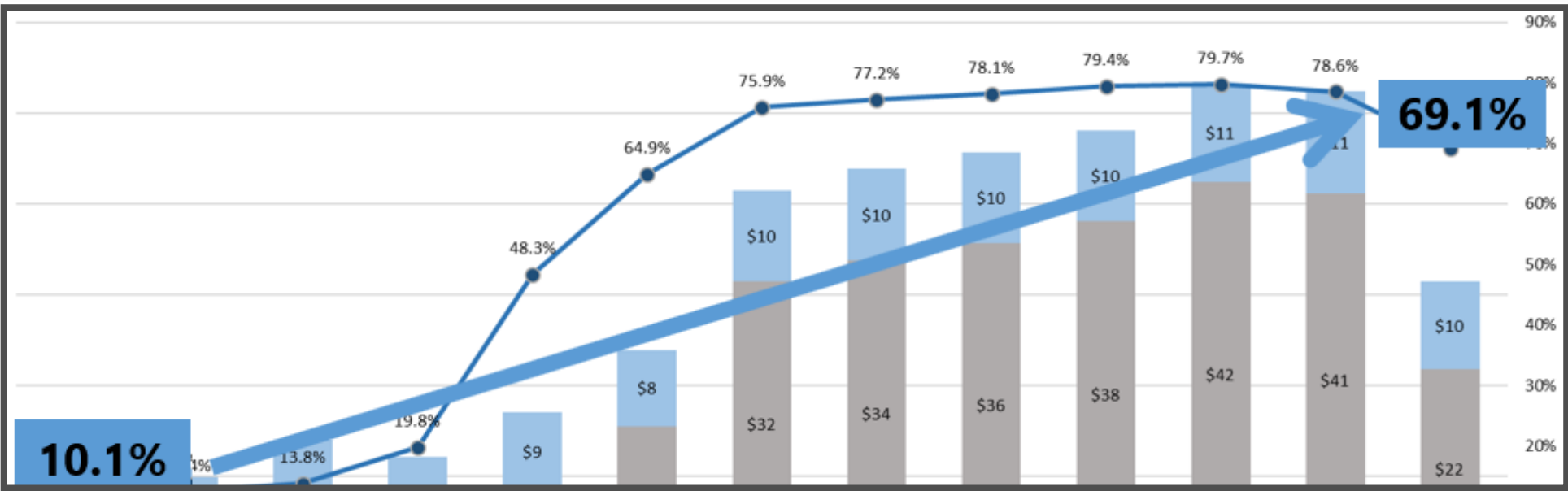
What we did

- Develop customized BI solutions or enhance existing BI platform.
- Migrate existing BI tools to an integrated BI platform.
- Maintain and periodically refresh the BI platform.
- Mine existing or new data to address insight needs.

MS Power BI Architecture
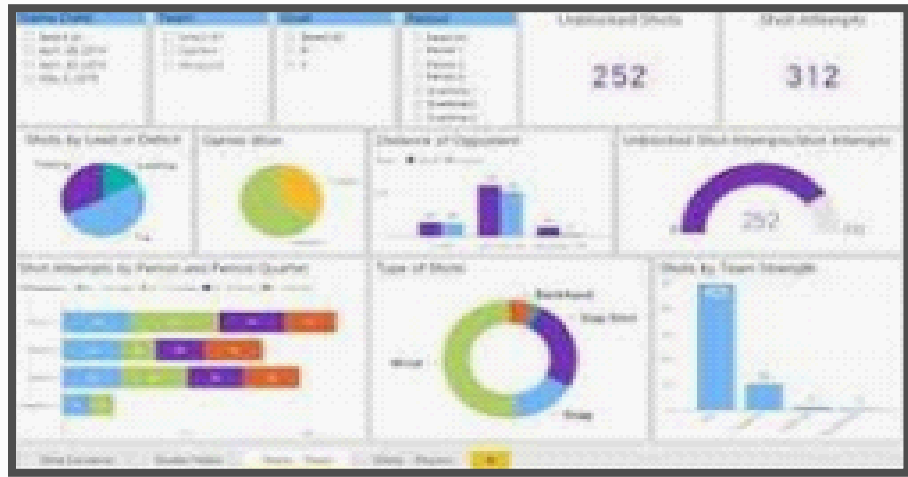
B. Optimize Microsoft hosting package bundles for Microsoft hosting clients using data from 2k+ accounts

n= 2000+ Hosting Clients			Resources Per Session						Resources for all sessions				
Description	Category	vCPU	Memory (GB)	Average IOPs	Sessions per Core	Space per Session (GB)	Number of Sessions	Total vCPU	Total Memory (GB)	Total IOPs	Total Cores	Total Space (GB) - SAN
Developer	Persistent	2	4	50	4	40	300	600	1200	15000	75	12000
Application	Persistent	2	2	35	4	40	100	200	200	3500	25	4000
					Total		400	800	1400	18500	100	16000

C. Optimize MS Sales call effectiveness for upselling and cross-selling using CRM data

10.1% ... **69.1%**

D. Optimize touch points for Microsoft Enterprise License clients

MAL A/c's US Target contacts from these MAL A/c's

3 touches is ideal for conversion

- LinkedIn Campaign targeting BDM's (May)
- 100+ A/c profiled for RHEL workload usage (ongoing)
- 8 Part Webinar Series (March – June)
- Engagement Hub Uberflip (April –June)
- Invitation to attend in Person events (National Event Series)
- Contact MTC

Initial Profile Analysis

Azure OSS Nurture Stream

MTC

abc opportunities

X MAQL's (YTD)

Y TQL's (May-June)

Z SQL's (May-June)