

Microsoft
Partner Network

Business Intelligence

Cloud Partner Profitability



Business Intelligence: Partner Opportunity

Build long-term, value-added services for driving data insights with Power BI

Capitalize on the market opportunity

- ➔ **\$16.55 Billion:** Big data & analytics services spend in **2014 with 26.24% CAGR through 2018**¹
- ➔ Big Data hardware, software and services will grow at a **CAGR of 30%** through 2018, reaching a total market size of **\$114B**²

Insights to maximize profitability

- ➔ Start with an identification of business value that can be generated with BI
- ➔ Combine with SharePoint for maximum operational efficiency achievement
- ➔ Fold in a managed service and/or own IP

