Microsoft Partner Network

Business Intelligence



Cloud Partner Profitability

# Capitalize on the market opportunity

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

## 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



### **Project Services**

Average Revenue: \$50-\$150K<sup>3</sup> Margin: 35%

- Cloud Readiness Assessment
- Solution Analysis, Scope, & Design
- Data Architecture Design
- Data Cube Construction
- Training
- User Experience Consulting
- Deployment Services
- Health Checks
- Proof of Concept



Average Revenue: \$25-\$75K3 Margin: **45%** 

- Reactive Help Desk Support
- Reports & View Adjustments
- Performance Monitoring and Reporting
- Troubleshooting



## **Packaged IP**

Average Revenue: \$15-\$50K3 Margin: **65%** 

- Turnkey BI Portals
- Automated Monitoring, Alerting, & Logging
- Pre-Configured Dashboards
- Online Training & Self-paced Learning



System Center

Microsoft Azure

Power BI