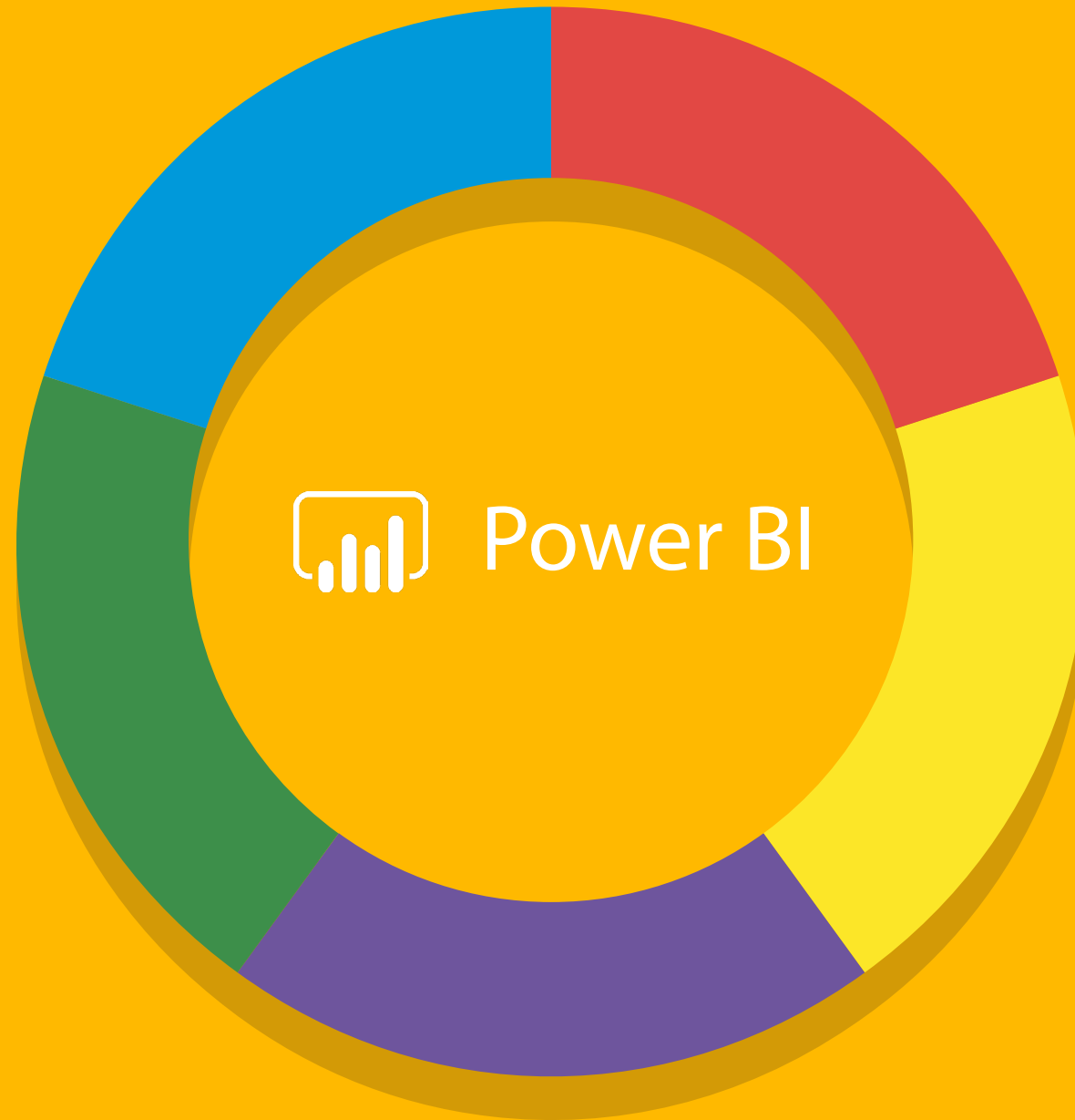


What Colour
is your Data?



Aggregate, analyse and illustrate data, share insights and drive decision making with colourful data visualisation tools.

Business decisions are complicated and informed action depends on data. Learn how you can use it to discover a more colourful picture of your business.

Blue

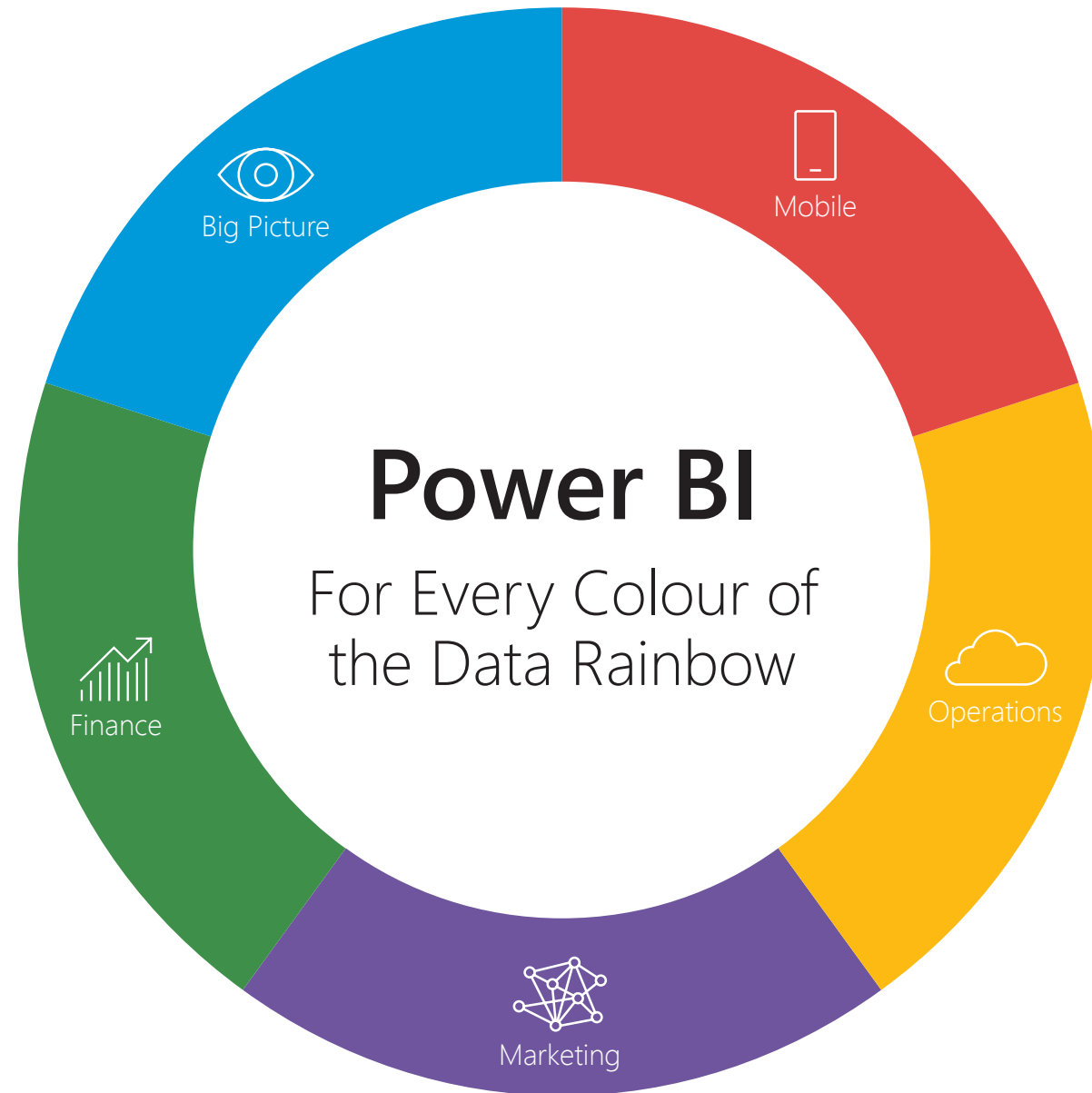
Big-picture thinking

Aggregating complex data streams to generate insights and change business trajectories.

Green

Finance + growth

Analysing data in real time to garner swift insights from rapidly changing financial data.



Red

Mobility and agility

Fast-paced organisations with on-the-go workers need quick access to data wherever they are.

Orange

Operating with intent

The colour of business operations, from resource allocation to sales data to maintenance.

Purple

Meaningful marketing through insight

Bringing an organisation's identity to life by gathering mountains of data from social platforms and marketing resources.

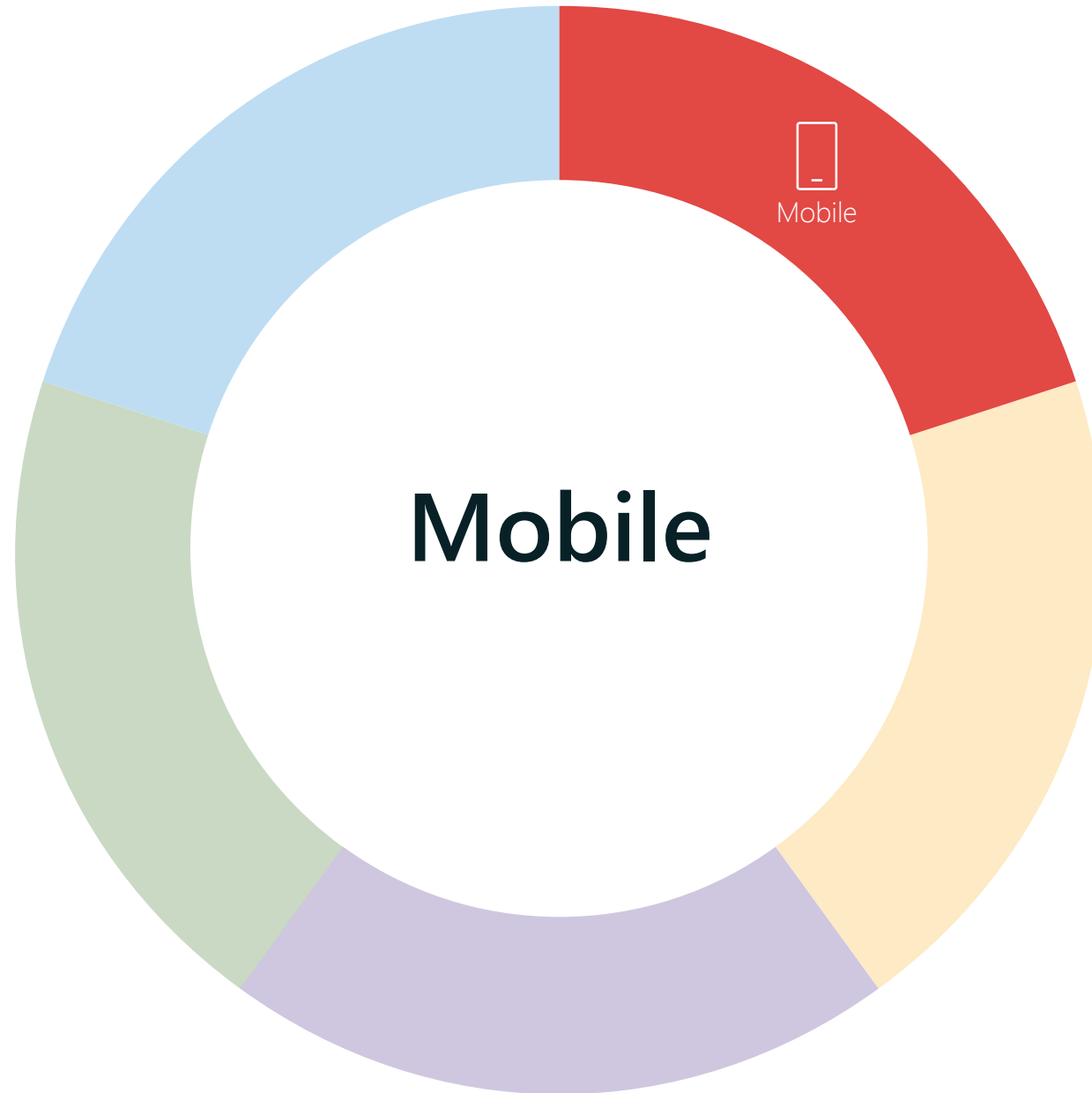
Business decisions are complicated and informed action depends on data.

Businesses that thrive in today's environment make quick decisions based on a mountain of data from multiple sources that constantly change. As a data analyst, your ability to collect, analyse, visualise and articulate your organisation's data can mean the difference between informed decision-making and missed opportunities.

With the right data visualisation tools at your fingertips, you can find key insights in real time and share them at a moment's notice. You can be the hero who drives positive change in an organisation by keeping a finger on the pulse.

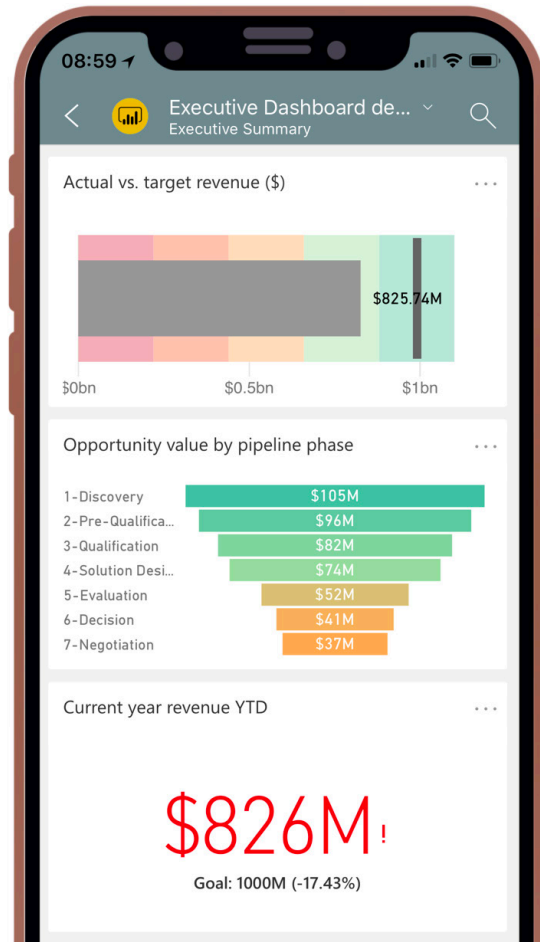
If you need to streamline and aggregate your business data to discover a more colourful picture of your business, read on. Discover your data spectrum and learn how you can use it to empower the informed decisions that help your business thrive.





Power BI:

Mobile



Mobility and agility

Thinking of the colour red evokes fast cars, hot coals – fast-paced organisations with on-the-go workers who need quick access to data wherever they are. Red companies rely on mobile technology and real-time data visualisation to keep employees up to speed and constantly collaborating, whether they're in satellite offices or out in the field.

Red analysts must provide secure, reliable access to live data, on a variety of devices, that updates in real time and incorporates a variety of sources. The end users of the data can't wait until the next time they're in the office to analyse and make decisions.

“ People don't always have time to wait for IT to build every report. Plus, they were unable to do on-the-fly, ad hoc analysis easily. We have to empower the business customers with relevant and timely reporting to react quickly and appropriately. ”

— Marilyn Richards
Director of Business Intelligence and Collaboration

Power BI's dashboards and visualisations live in the cloud. They're always on, constantly updated and available on laptops and mobile devices through the Android and iOS supported app.

SUCCESS STORY



For Meijer, the Michigan-based operator of 230 grocery supercentres across North America, maintaining consistent customer service is vital. With Power BI for mobile devices, the company was able to implement a versatile, easily accessible platform that allows employees in every store and department to access real-time customer data in a hybrid cloud environment. By integrating with its existing sources, tapping into and organising vast amounts of data, and providing Office 365 and SQL Server Analysis Services, Power BI is fuelling a drive to increase profitability and improve customer service.

TRY IT



Power BI:

Operations

Operating with intent

Orange is the colour of business operations, from resource allocation to sales data to maintenance. Orange data is the infrastructure on which your business is built.

Orange analysts must synthesise and analyse data from diverse sources, using the latest trends and tools to discover insights that drive decisions. Orange analysts are the detectives, discovering radically different types of data to pass up the ladder, finding opportunities to increase efficiency and cut costs.

“ The collaboration with Microsoft to enhance our data journalism efforts with Power BI helps take data storytelling to the next level. ”

— Troy Thibodeaux
Data Journalism Team Editor

Power BI's analytics and data visualisation capabilities sync with a variety of sources to make it easy to spot optimisation opportunities in your organisation's complex web of operational data.



SUCCESS STORY



The Associated Press delivers more than 2,000 news stories a day with teams in more than 100 countries, which calls for an effective way to visualise live data. It collaborated with Microsoft to use Power BI to visualise election results during a contested gubernatorial primary election in Virginia, creating live, interactive data visualisations that member news organisations could utilise to share news with readers more quickly.

Now, its data journalism team is piloting Power BI as a tool that digests vast amounts of complex data. This enables local and regional newsrooms across the globe with easily understood visuals that complement their reporting.

TRY IT



Power BI:

Marketing



Meaningful marketing through insight

Purple is the colour of marketing departments and agencies, who bring to life an organisation’s identity and help convey it to an audience. Purple organisations gather mountains of data from social platforms and marketing resources. Purple analysts must identify opportunities to improve conversion rates and drive website engagement, constantly acting with agility to encourage interactions. They must also analyse the effectiveness of paid and earned media activity and advertising to make sure limited resources are being deployed with maximum impact.

“ We’re using Power BI to tell a better, more effective story to our partners. And we know it’s working because we’re seeing more subscriptions, followers and retweets, and higher partner engagement numbers. ”

— Jessica Raymond
Director of Marketing

You can connect social apps and marketing programs like Facebook, MailChimp and Google Analytics to Power BI and aggregate all of your campaigns’ data in one place for easy analysis and visualisation.

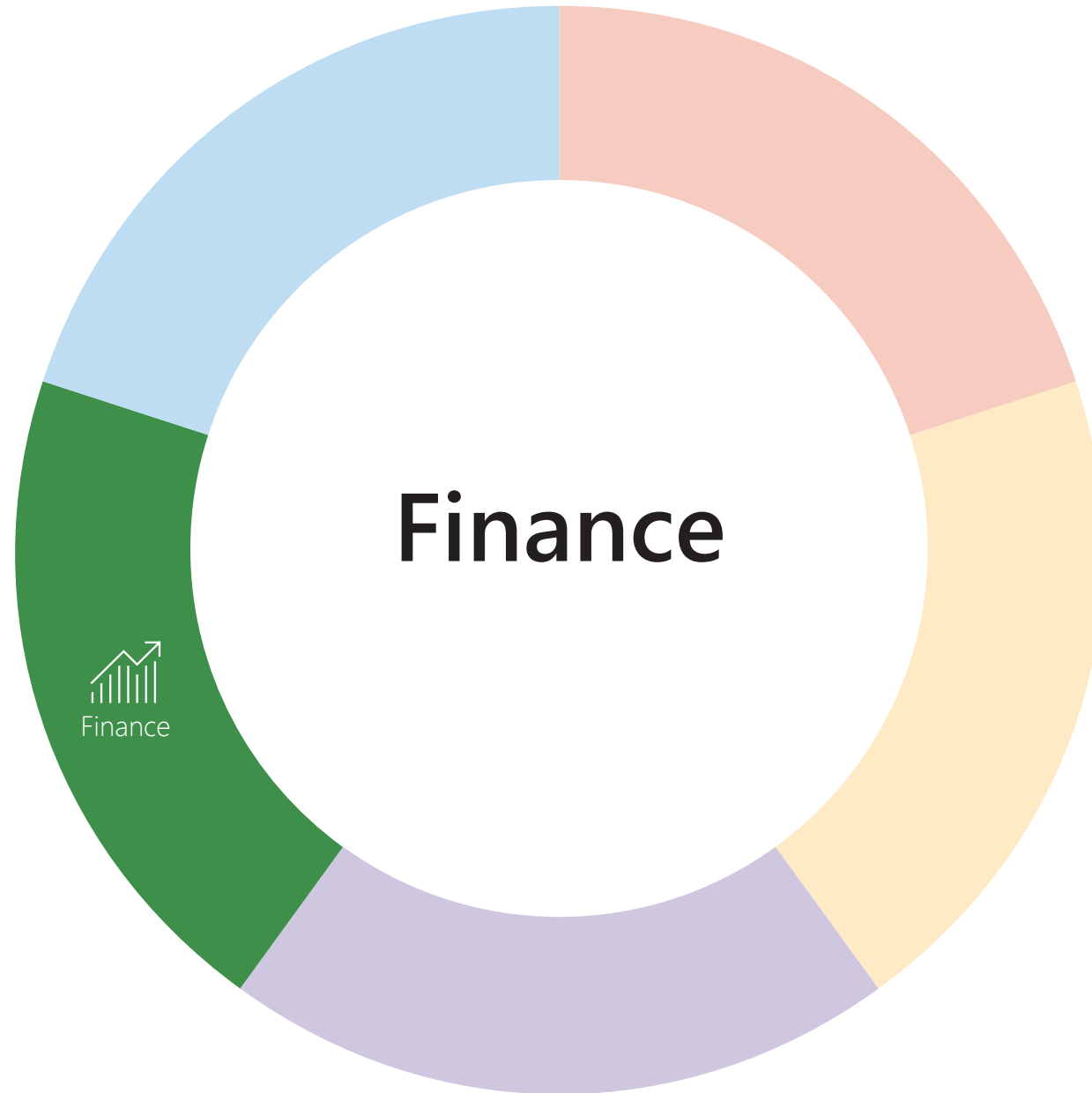
SUCCESS STORY



BitTitan provides B2B IT service solutions to value-added resellers, system integrators and managed service providers, and enlisted the help of Microsoft Azure and Power BI to improve its marketing toolkit and drive sales. Now it can analyse comments and activity on social media around product launches and marketing campaigns quickly enough to fine-tune messaging, boost content and engage with customers in real time, allowing it to maintain a growth rate of 50 to 100% per year, after 10 years in business.

In just three weeks, BitTitan created a Twitter sentiment analysis and data visualisation platform based on Power BI and Azure, which means it can capture, analyse and visualise relevant tweets in real time and reach five times as many people.

TRY IT



Power BI:



Finance + Growth

Green is the colour of financial organisations that foster growth, and departments that oversee the core operations of a business. Green organisations need swift insights from financial data that changes rapidly and must consider how to stay in compliance with federal and local regulations.

Green analysts must quickly compile and analyse data in real time to create illustrative reports that clearly articulate the answers to complex questions. They cannot afford to sacrifice productivity, or waste time assembling and formatting data.

“ The beauty of Power BI is that employees are creating reports themselves without involving the IT team and sharing those reports with colleagues. This is extremely powerful for us. ”

— **Bruce Rioch**
Head of Business Information & Customer Systems

Data stored with Power BI has the full protection of the Office365 Cloud's security and compliance programs, and the accuracy of reliable, always-on computing.



Metro Bank has built up its business through a simple-but-profound strategy based on innovative, customer-first service: By eliminating pain points long associated with banking – think long waiting times, complex regulations and rules and processes that are confusing, at best – the bank achieved a goal of 1 million customers by 2020, several years early.

To get there, Metro Bank employed Power BI to facilitate data-driven decision making, and to allow for easy, at-a-glance visualisations of customer interactions that could help fine tune the customer experience. Now, the bank can focus its offerings and deliver the kind of top-tier service that turns satisfied customers into dedicated brand loyalists.

TRY IT



Power BI:



Big Picture



Big-picture thinking

Blue is the colour of dreamers – large organisations with complex data streams that envision aggregation of multiple sources to generate insights. Blue organisations with much to analyse can benefit from highly illustrative data visualisation tools.

Blue analysts must break out of silos within their organisations, combine insights from diverse verticals, stay abreast of the latest trends in technology, collaborate with others and give leaders a big-picture view of complex problems.

“ Power BI reduces the cost to develop products and it increases our revenue because we can introduce products faster... If we can leverage that and get to market 20% faster, that’s a pretty great competitive advantage. ”

— **Steven Hanna**
Vice President and Chief Information Officer

Power BI is built to efficiently process data streams from multiple sources that are constantly updated, delivering insights instantly and on the go.

SUCCESS STORY



Kennametal operates on a global scale, providing materials science technologies in a variety of industries since 1938. It has more than 12,000 employees and customers in 60+ countries, and agility and attentiveness are top priorities when it comes to customer service. Tapping into its mine of intellectual property and extracting data – not to mention keeping all of it secure – posed a challenge, and the company encountered a few hurdles with various analytics tools and software.

It decided to move its IT environment to the cloud and add Power BI. This will ultimately provide each of its employees with access to sophisticated analytics and project data, and the ability to pull insights from existing Excel documents and visualise data in minutes without specialised help.

TRY IT

Power BI: For every colour of the data rainbow

Power BI's compatibility and functionality make it easy to incorporate data from a variety of sources across the spectrum of your complex business in a visual environment. You can blend colours and functions together to create insights that might not be obvious from a monochromatic perspective and use your multifaceted data to illuminate a larger story about your business. Use Power BI to build your data rainbow in three steps:

1

Gather your data

Pull from Excel spreadsheets, third-party data sources and your internal data structure. Power BI collects all of your data in one place so you can explore instead of navigating across different platforms and programs.

2

Craft data stories

Analyse your data and generate insights with simple, natural-language queries. Then, *create beautiful, interactive reports* that reveal the stories hidden within your data.

3

Collect and share

Create personalised dashboards and collaborate with your teams so that everyone stays current with the metrics that matter. Make quick, confident decisions driven by real-time data that's always on hand.

Interested in learning more about how Microsoft Power BI can enhance your business through powerful data visualisation tools?

START YOUR FREE TRIAL TODAY

