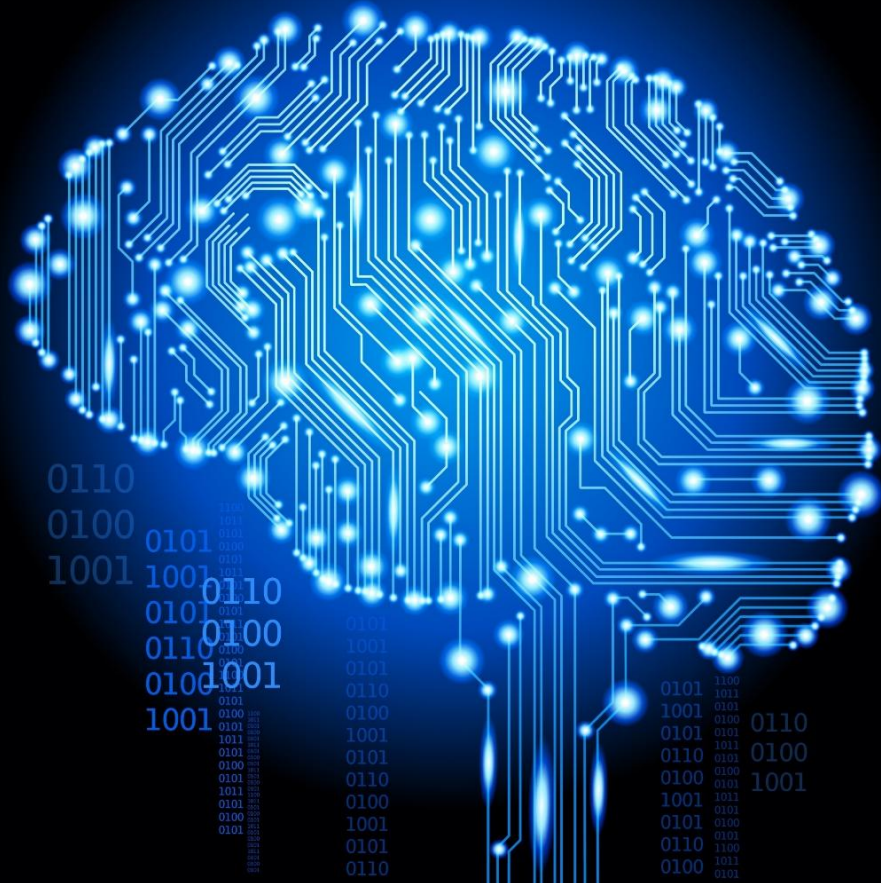


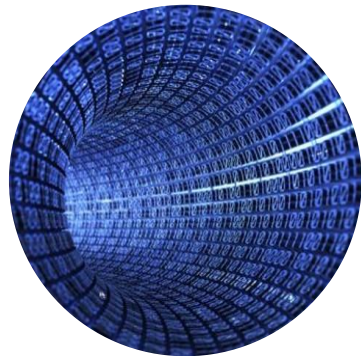
大数据及人工智能 推动企业数字化转型

司瑞凯 Srikanth Raju
大中华区总经理
微软开发体验及合作事业部



中国式机遇

以创新驱动发展



互联网+



中国制造2025



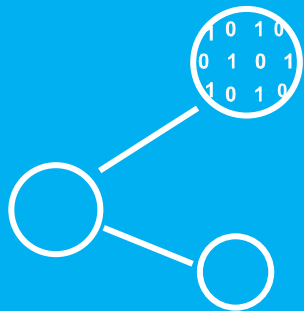
一带一路

数字化转型

“中国需要发展大众创业，万众创新的“双创引擎”，同时提高公共产品和服务的供给，以创新驱动发展。”

李克强
2015年政府工作报告

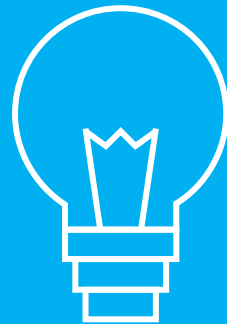
业务转型趋势



大数据
Big Data

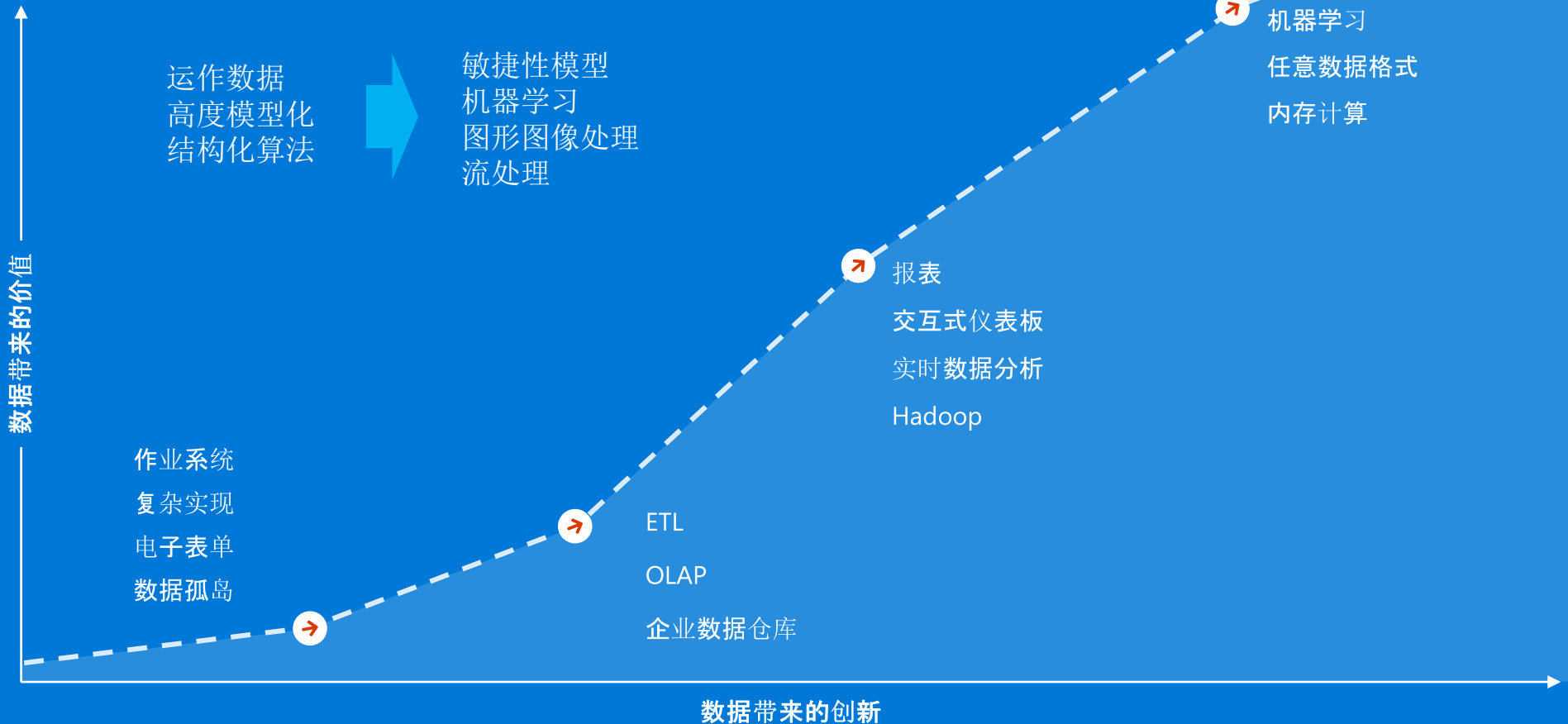


云计算
Cloud Computing



人工智能
Artificial Intelligence

数据科学发展趋势



运作数据
高度模型化
结构化算法



敏捷性模型
机器学习
图形图像处理
流处理

机器学习
任意数据格式
内存计算

报表
交互式仪表板
实时数据分析
Hadoop

作业系统
复杂实现
电子表单
数据孤岛

ETL
OLAP
企业数据仓库

数据带来的价值

数据带来的创新

用户对数据的渴望永无止境...



销售和市场



财务及风控



客户及渠道



卓越运营



销售预测



欺诈监测



用户分级



代理商分配



需求预测



风险管理



个性化服务



优化用量



销售线索评定



精算建模



产品推荐



业务预判



预测客户流失



增强客户服务



预见性维护



供应链优化

将数据+智能转换为行动



各种
数据源



各种
行业应用



传感器
及设备

数据



智能



行动



人与决策



智能的应用



自动化系统

微软云高级分析服务

按需部署及分析

支持任意复杂数据部署的按需分析



公有云



私有云

混合云



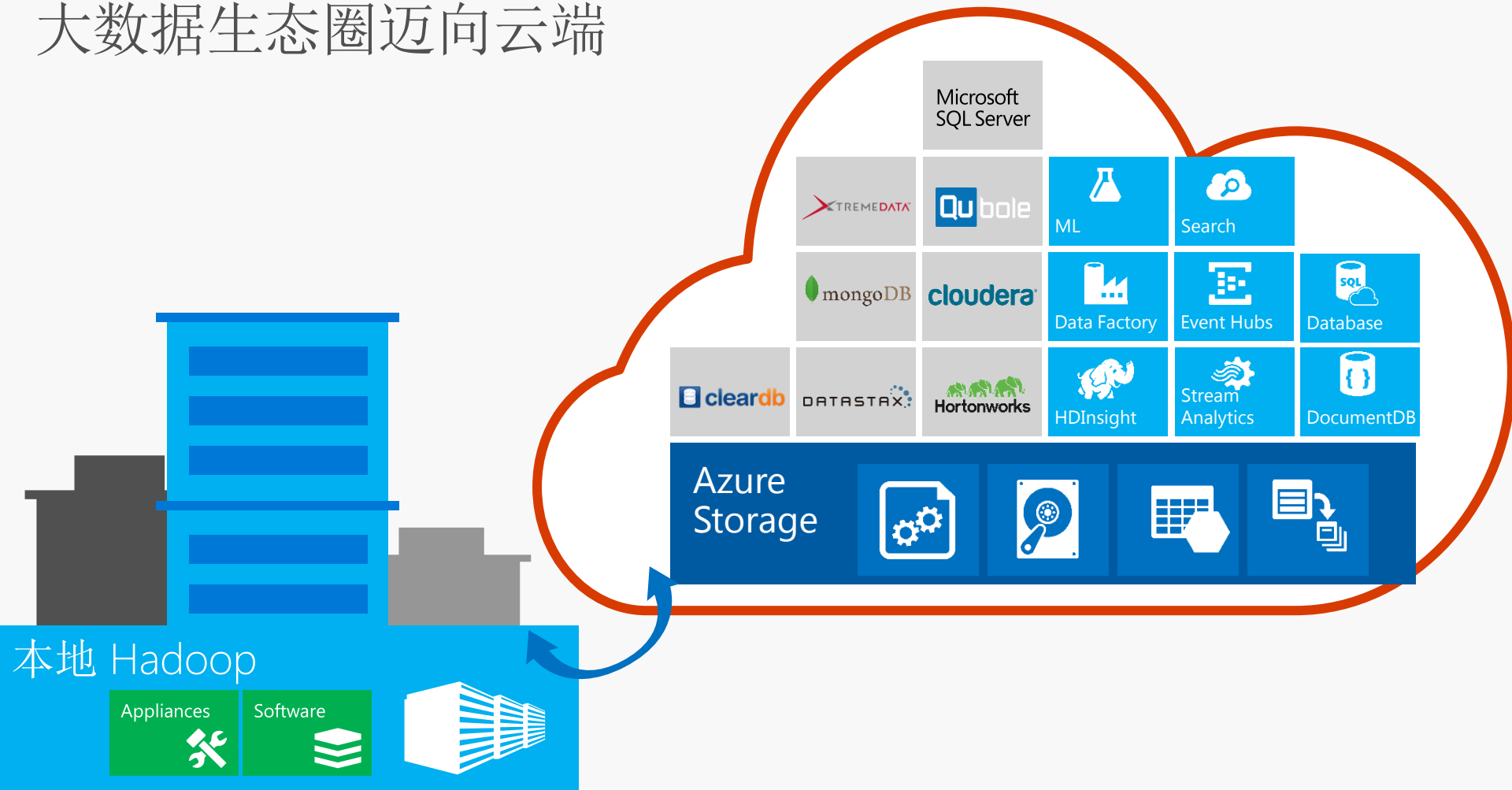
TERADATA



SQL Server



大数据生态圈迈向云端



微软云高级分析服务

按需部署及分析

“云速”解决方案

推进业务速度

扩展解决方案

规模



敏捷



低成本



微软云高级分析服务解决方案

解决方案

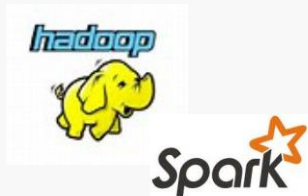
HDInsight/Spark

Microsoft R

Azure 机器学习

认知服务

解决方案



大数据平台

基于R的分析

云分析

分析API服务

预配置的应用及
解决方案

大规模并行计算

企业级规模，一次写入，
分布式部署

便于建模，分析
及对比

便捷的视觉、语音、语言、
知识等的分析

解决特定行业/业务/领域
的应用/解决方案

数据科学家/
数据工程师

数据科学家

数据科学家

开发者

<https://gallery.cortanaintelligence.com>

BDM/TDM

Visual Studio

基于云的创新解决方案

<https://gallery.cortanaintelligence.com>

按解决方案



SOLUTION

Energy Demand Forecasting

Accurately forecasting spikes in demand for products and services can give a company a competitive advantage. This solution focuses on demand forecasting within the energy sector.

1151 ↓ 226 21 days ago

Microsoft



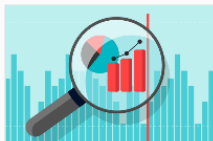
SOLUTION

Predictive Maintenance for Aerospace

This Predictive Maintenance solution monitors aircraft and predicts the remaining useful life of aircraft engine components.

3438 ↓ 777 28 days ago

Microsoft



SOLUTION

IT Anomaly Insights

Cortana Intelligence IT Anomaly Insights solution helps IT departments within large organizations quickly detect and fix issues based on underlying health metrics from IT infrastructure (CPU, Memory, etc.), services...

4992 ↓ 1147 26 days ago

Microsoft



SOLUTION

Linux Data Science Virtual Machine

Provision the Linux Data Science Virtual Machine, a custom virtual machine image pre-installed and configured with a host of popular tools commonly used for data science and machine learning.

883 ↓ 113 one month ago

Microsoft



SOLUTION

Windows Data Science Virtual Machine

Provision the Windows Data Science Virtual Machine, a custom virtual machine image pre-installed and configured with a host of popular tools commonly used for data science and machine learning.

424 ↓ 84 one month ago

Microsoft



SOLUTION

Stream Analysis with Azure ML

Analyzing data streams in real-time is a problem that a lot of businesses can relate to. In this fast-paced digital era, enterprises depend on making quick and intelligent decisions. This requires them to analyze data str...

1778 ↓ 328 3 months ago

Microsoft



SOLUTION

Data Warehousing and Data Science with SQL Data Warehouse

Most enterprises require a centralized data warehouse for the purpose of advanced analytics and reporting. Traditionally, this required IT organizations to manually set up a number of systems and services and buil...

2146 ↓ 301 3 months ago

Microsoft



SOLUTION

Demand Forecasting for Energy

Accurately forecasting spikes in demand for products and services can give a company a competitive advantage. The better the forecasting, the more they can scale as demand increases, and the less they risk holdin...

10905 ↓ 3381 26 days ago

Microsoft



SOLUTION

Predictive Maintenance for Aerospace

Air travel is central to modern life, however, aircraft engines are expensive and keeping them up and running requires frequent maintenance by highly skilled technicians. Modern aircraft engines are equipped with h...

16029 ↓ 4515 3 months ago

Microsoft



SOLUTION

Vehicle Telemetry Analytics

Super computers have moved out of the lab and are now parked in our garage! These cutting-edge automobiles contain a myriad of sensors, giving them the ability to track and monitor millions of events every sec...

17831 ↓ 4653 10 hours ago

Microsoft

按行业



Retail

Find retail solutions such as sales forecasting, predicting customer churn, and developing pricing models.



Manufacturing

Find manufacturing solutions such as anticipating equipment maintenance and forecasting energy prices.



Banking

Find banking solutions such as predicting credit risk and monitoring for online fraud.



Healthcare

Find healthcare solutions such as detecting disease, and predicting hospital readmissions.

微软云高级分析服务

按需部署及分析

“云速”解决方案

业务创新“智”胜


智能驱动业务创新

 认知服务

 Bot 框架

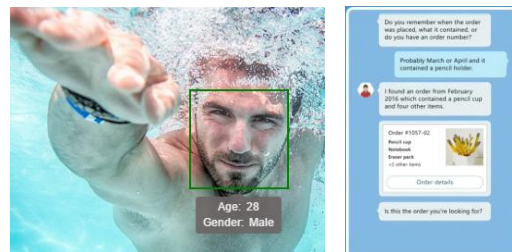
 Cortana

 Power BI

 微软小冰

 The Microsoft Cognitive Toolkit (CNTK)

 LUIS



基于微软智能云打造端到端的创新应用





技术在变

予力全球每一个人，
每一个组织，成就不凡。

**REINVENT PRODUCTIVITY
& BUSINESS PROCESSES**

重塑生产力和业务流程



**助力企业
数字化转型**

**CREATE MORE
PERSONAL COMPUTING**

更多个性化计算

**BUILD THE
INTELLIGENT CLOUD**

构建智慧的云平台

