

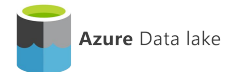
Amperity & Quick Guide



Amperity powered by Azure amplifies customer data at scale and enables brands to unlock a complete view of their customers.

Amperity integrates with Azure Data Lake Storage, Azure Synapse Analytics, Power BI, Azure Blob Storage, Microsoft Power Platform, Microsoft Dynamics 365 and Microsoft Advertising.

MICROSOFT SERVICES



KEY BENEFITS

- + Tightly integrated products reduce the lift on IT teams
- + Experience quick and efficient implementation on Azure
- + Enjoy joint business opportunities with Microsoft and Amperity
- + Budgetary efficiency when you purchase on Azure Marketplace

CUSTOMER RESULTS

International Resorts Chain

Unified 17 different customer databases down to one to build complete view of the customer

Gave marketers direct access to **build segments in minutes** rather 20+ days

National Retailer

Slashed spend by 30%, increasing speed & transparency

Led to **30% lower** total customer data management fees and **20% reduction** in IT time on data management

KEY USE CASES

Efficient and powerful Data Management through Synapse

Couple Amperity's C360 and analytics capabilities with Azure Synapse; easily ingest raw data from Synapse and egress smart segments back into Synapse.

Leverage customer data to build immersive experiences with Power Apps

Hydrate Microsoft's Power Platform to build custom experiences and workflows for both customers and internal corporate users.

Advanced BI for every team through Power BI

Feed your data into Power BI to build dashboards and share insights across your business.



AMPERITY CUSTOMER BENEFITS



"Before, updating an email dashboard would take 4-5 hours every day, then I would have to manually update it — now it's done automatically."

Daniel Tabor
Data Engineer, BECU

Microsoft Partner

Global IP Cosell Prioritized Partner

Know Your Customer Key Partner

Silver Data Platform Competency



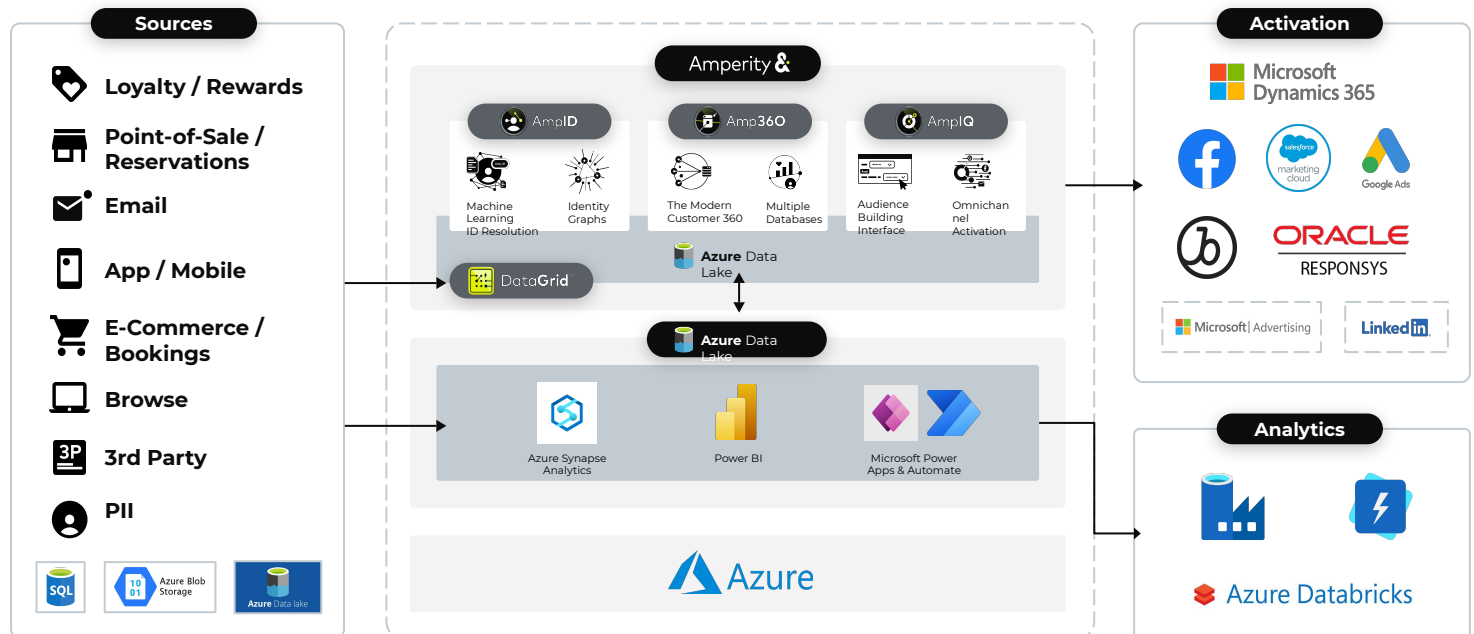
Private Offers available

Azure Credits for pilots and full licenses available

Amperity integrates with Power BI (through BI Connect), Synapse, Blob, and Microsoft Dynamics.

- Amperity is transactable on the Azure Marketplace
- Ingest and egress data to Azure Blob Storage via Azure API connector
- Ingest and egress data to Azure Data Lake storage Gen 1 and Gen 2 via Azure API connector

HOW IT WORKS



FEATURED INTEGRATIONS

Azure Synapse

Use Amperity's industry leading first party identity graphs along with Synapse workbooks to make amazing custom machine learning models and attributes.

Cognitive Search

Build Azure Cognitive Search Indexes on your Amp360 profiles or AmplID graphs to make your data easily accessible to high scale APIs your engineers can use to build personalized customer experiences.

AMPERITY CUSTOMER BENEFITS

"Amperity enables Microsoft Retail Enterprises to deepen their customer engagement by stitching together multiple customer profiles to provide a single, 360 view of their customers"

Shelley Bransten
Corporate VP, WW Retail & Consumer Goods,
Microsoft

RECOMMENDED RESOURCES

Fireside Chat: Great Human Reconnection w/ Kevin Johnson, CEO Starbucks

Hear from Kevin Johnson, CEO at Starbucks and Joanne Crevoiserat, CEO at Tapestry, on how brands can get ahead of new consumer behaviors and expectations in the Great Human Reconnection.

[Watch Now](#)

Blog: How SERVCO increases Customer Centricity with Amperity

Learn how Amperity CDP built on AWS allows SERVCO to integrate data across their enterprise to power marketing solutions and customer insights.

[Read the Blog](#)