Microsoft Supercharge Analytics and Reporting with M365 data!

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Principal Product Manager

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... >

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Use
Reactions
to give
feedback to
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  We encourage everyone to assist in creating a welcoming and safe environment.
Microsoft Supercharge Analytics and Reporting with M365 data!

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## Agenda

<table>
<thead>
<tr>
<th>Section</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview</td>
<td>10 mins</td>
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<tr>
<td>Use cases and value</td>
<td>10 mins</td>
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<tr>
<td>Demonstrations</td>
<td>30 mins</td>
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<tr>
<td>- Dream Demo</td>
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<td>- ONA</td>
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<tr>
<td>- Expertise location</td>
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<tr>
<td>- Customer/Supplier relationships</td>
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<tr>
<td>Q/A</td>
<td>10 mins</td>
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### Where are the most deals taking place in the pharmaceutical industry?

#### Number of deals by country (three months to August)

<table>
<thead>
<tr>
<th>Country</th>
<th>Deals</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>114</td>
</tr>
<tr>
<td>China</td>
<td>48</td>
</tr>
<tr>
<td>Japan</td>
<td>24</td>
</tr>
<tr>
<td>India</td>
<td>21</td>
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<tr>
<td>United Kingdom</td>
<td>21</td>
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<tr>
<td>France</td>
<td>12</td>
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<tr>
<td>Germany</td>
<td>12</td>
</tr>
<tr>
<td>South Korea</td>
<td>12</td>
</tr>
<tr>
<td>Switzerland</td>
<td>11</td>
</tr>
<tr>
<td>Singapore</td>
<td>10</td>
</tr>
</tbody>
</table>

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### Baby formula shortage getting worse despite White House intervention

Biden admin is quiet after formula brand Enfamil announced shortages will last until Spring.

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### A Bivalent Omicron-Containing Booster Vaccine against Covid-19

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### CENTENE COMPLETES DIVESTITURE OF MAGELLAN RX

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### Intermountain Healthcare and SCL Health Complete Merger

Walgreens invests $5.5B to accelerate new healthcare business segment.

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### Healthcare supply chain grapples with wide range of shortages

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### Oracle Buys Cerner

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### Profiting in Crisis: Exploring Private Equity’s Investments in Travel Nursing Amidst a Critical Nursing Shortage and a Pandemic

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### Thermo Fisher Scientific Completes Acquisition of PPD, Inc.
Is decision making the most wasteful process in your organization?

**70%**

C-Suite executives spend up to 70% percent of their time on decision making.

**61%**

percent of managers say that at least half the time spent on decision making is ineffective.

**530,000 days**

of managers’ time potentially squandered each year for a typical Fortune 500 company.

Source: Three ways to faster decision making, McKinsey; For smarter decisions, empower your employees, McKinsey
Leaders leverage data and AI to support decision making and respond to the future

**HINDSIGHT**
Understand the past to make the right decision for the future

**INSIGHT**
Inform decision making in the moment based on (near) real-time data

**FORESIGHT**
Predictive and prescriptive modelling to influence better decision making
Data is the currency of the future

Forward-looking, internal unstructured data often overlooked

88% of C-Suite respondents said that using more forward-looking data sets and analytics approaches to better predict and respond to future events will be important to their success.

77% of C-Suite respondents have increased their use of internal and external real-time data over the last 6-12 months.

Source: Business Futures 2021, Accenture
Collaboration and communication activities generate a massive, rich amount of data in M365

Microsoft Graph nodes (emails, users, files, groups and more)

18,000,000,000,000

~300 Million
Office365 Users

270 Million
Microsoft Teams users
For commercial business leaders, go beyond traditional CRM insight into M365 customer interactions and employee collaboration focused on customer relationships.

**Business leaders:** Chief Sales Officer, Chief Revenue Officer

For better operations, monitor workflows on a day-to-day basis. Pinpoint manual processes and bottlenecks to be automated or optimized.

**Business leaders:** Chief Operations Officer

For driving transformation, egress Viva & Productivity score metrics to convert insights into solutions with digital adoption, smart meetings and content, hybrid workplaces, and cultural change.

**Business leaders:** Chief People Officer, Chief Human Resource Officer

To secure the future, learn how employees are using and sharing sensitive information and perform anomaly detection and threat intelligence, audit log analysis, risk management and legal forensics.

**Business leaders:** CIO, CTO, Chief Privacy Officer, etc.
Customer Relationship Analytics Use Cases

- Get transparency about customer interactions and relationships
- Empower client facing roles with
  - Actionable client insights
  - Timely access to client information
  - Workflow guidance and optimization

M365 Data Use: Employee collaboration and customer interaction data.

- **Relationship Mesh**
  Integrate customer/seller relationship data from various systems together into a single view with actionable insights at the area & individual account level.

- **Customer 360**
  Combine the power of Azure Synapse with Dynamics 365 Customer Insights and Microsoft 365 to build a comprehensive view of customers experience possible.

- **Customer Complaint Management**
  Ingests customer complaints from email, chat, social media, intelligently classify, and surface to the correct support agent for quick resolution.

- **Customer Conversation Lineage**
  Integrate Microsoft 365 email conversations with CRM or Ticketing information to create a single view with customer sentiment analysis.
Business Process Analytics Use Cases

- Surface and address the hidden process inefficiencies in your organization
- Leverage insights to
  - Uncover wasteful processes and bottlenecks
  - Automate and optimize processes
  - Align key talent on teams/projects
  - Dynamically measure change

M365 Data Use: Employee collaboration data and LOB system of record data

- **Process Discovery & Automation**
  Identify process inefficiencies, automate key processes and track performance by measuring variance over time

- **Skills Finder & Talent Alignment**
  Locate subject matter expertise based on communication and collaboration processes to form teams with the right mix of skills and availability

- **Supply Chain Optimization**
  Improve supply chain design, planning and execution by unlocking key data residing in collaboration systems that spans stakeholders and value chain
Security & Compliance Analytics Use Cases

- Improve visibility of sensitive information sharing and use
- Gain better visibility into
  - Employee data sharing patterns
  - Policy compliance
  - Privacy
  - Organizational boundaries
  - Ethical data use
- M365 Data Use: Employee collaboration, file access, external communications.

- Information Oversharing
  Validate if sensitive data was mistakenly leaked or if employees intentionally shared confidential information with malicious intent

- Fraud Detection
  Determine if actions and behaviors between employees violate corporate policies and validate whether there is legitimate risk

- Internal Threat and Anomaly Detection
  Detect anomalies in sensitive datasets to protect against internal threats
People Productivity Analytics Use Cases

- Improve visibility of employee engagement, collaboration and communication

- Provide insights to
  - Drive cultural transformation and organizational change
  - Enable hybrid work models
  - Empower employees and boost engagement and productivity

M365 Data Use: Email, Meetings, Teams, SharePoint, Viva Insights*, Productivity Score, usage reporting

- Culture Driven Digital Transformation
  Leverage Productivity Score and usage data to drive and measure impactful Digital Transformation initiatives

- Employee Engagement and Productivity
  Extend Viva Insights collaboration metrics into your Azure environment and augment employee engagement insights with deeper analytics

- Hybrid Work Effectiveness
  Enable hybrid work models and effectively balance people, technology and workplace requirements between in-person and remote

- Organizational Network Analysis
  Harness information flows and team connectivity to unlock productivity, innovation, employee engagement and organizational change
How it works

One Microsoft Cloud

Apply defined data controls

- Data at scale
- Granular consent
- Security & Governance

Securely extend Office 365 data to Azure

Microsoft 365

Microsoft Graph Data Connect

Customer’s Microsoft Cloud

Enable big data and machine learning

- Customer data
- Product data
- Industry data
Graph Data Connect Architecture

M365 Data Sources
- Office 365
- Outlook
- Microsoft Teams
- SharePoint

M365 Metrics
- People Relationships
- Productivity Score

Azure Data Factory Connectors
- Azure Blob Storage
- Azure Cosmos DB
- Azure Synapse Analytics
- Azure Data Explorer
- Azure Data Lake Storage Gen 1/2

Synapse Workspace

Azure Data Lake Storage Gen2

Azure Synapse Analytics

Azure Databricks

Power BI
Dataset Categories

**Basic Datasets**
Datasets generated from raw customer created content and inputs from M365 Applications and Services.

**Cleaned Datasets**
Datasets generated by either normalization and de-duplication from Basic Datasets. Or datasets created from user activity or behavior signals in M365.

**Curated Datasets**
Datasets custom generated for a specific use case or analytics scenarios. Or datasets from 1P M365 analytics application for their extensibility.

*For more details on see slide on “Continuing growth in new datasets and metrics”*
Continuing growth in new datasets and metrics

As of June 2022

Now Available

- Azure Active Directory
  - User profile
  - Manager info
  - Direct reports
  - Group Members
  - Group Details
  - Group Owners
  - Outlook
    - Messages, Sent
    - Contact
    - Calendar view
    - Mailbox Setting
    - Mail Folder
    - Event
  - Teams
    - Meeting Chats
    - 1:1 and 1:n Chat
    - Std. Channel Msg.
  - SharePoint
    - Doc Sharing
    - SharePoint Groups
    - Site Usage
  - Viva Insights
  - Collaboration V0
    - Collaboration V1
  - Office 365
    - Group Calendar
    - File Activity
    - File Usage
    - Sharing V2
    - Productivity Score
    - Email Activity
    - Office App Activity
    - Teams Activity

Available Soon

- Group Calendar
- File Activity
- File Usage
- Sharing V2

Beyond

Expanding existing data sets
- Azure Active Directory
- Outlook
- Teams
- SharePoint
- Viva Insights
- Office 365
- New data sets
- Windows
- Edge
- Viva Topics
- Viva Learning
- Bing
- + ...

Notes: 1 In Preview | 2 Available to customers with Viva license and select ISVs for Viva customer engagements
## Analytics Customer Scenarios

### Discover Dynamic Information

**Challenge**

Major real estate services firm uses Azure Synapse and M365 Data to discover and automate dynamic property information to increase agility and revenue.

**Solution**

- Harness available property information that is highly fragmented in emails, flyers and web sites
- Email and attachments exported to Azure
- Property information harnessed and compiled
- Opportunities are scored and published to agents

**Customer Benefits**

- Agents connect clients with listings in minutes vs. days
- Up to date inventory means more deals closed

### Improve Customer Relationships

**Global Investment Firm Uses Azure Synapse and M365 Data to improve critical customer relationships and drive satisfaction and revenue generation**

**Challenge**

Incomplete insights into relationship strength and reach with key customers and their organizations.

**Solution**

- Email data to assess reach into customers, prospects
- Relationship mesh solution visualizes connectivity, activity and network reach to drive satisfaction and revenue

**Customer Benefits**

- Better customer service, satisfaction through coordination
- Valuable up-sell services, improved revenue generation
## Analytics Customer Scenarios

### Promote Safer, More Secure Content

**Challenge**

Enterprise tech giant promotes safer, more secure content management culture through M365 insights  

Employees were continuing to overshare documents in collaboration activities, placing the company at greater risk of unauthorized use

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**Solution**

- Visibility into SharePoint behaviors and usage trends  
- Understand how content was being shared with robust SharePoint file sharing reports

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**Customer Benefits**

- Develop change management strategies  
- Created new features in Outlook that encourage safer and more streamlined content management behaviors

### Optimize Hybrid Work

**Challenge**

Global telecom giant gains deeper insight into hybrid working through Teams calls insights  

Teams calls unify the workforce spanning hybrid work locations, however visibility lacking on best practices (attendance, duration, etc.)

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**Solution**

- Gathered previously inaccessible, raw Teams call data  
- Developed analytics and model to provide best practices to business stakeholders on optimal times, duration and attendance

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**Customer Benefits**

- Reduction in time invested on very large Teams calls  
- Improved employee satisfaction and participation in optimized calls
Demonstrations

- Dream Demo
- ONA
- Expertise location
- Customer/Supplier relationships
Next steps ...

- Confirm your technical feasibility (Azure and M365)
- Learn more about how to ingest M365 data in Azure Synapse (Link)
- Align with your business stakeholders for sponsorship, expectations and budget
- Start with business case to develop scenario/use case and supporting solution design

...how Microsoft can help you

- Setup a follow-up conversation with your Data & AI GBB or SSP to build on scenarios and use cases
- Request MTC Data & AI Architecture Design Session or Rapid Prototype (optional)
- Work with your DAI CSA to do a pilot/Solution Accelerator (optional)
<table>
<thead>
<tr>
<th>Session Date &amp; Time</th>
<th>Session Focus</th>
<th>Session Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday Dec 5</strong>&lt;sup&gt;th&lt;/sup&gt; 11:00am – 12:00pm EST</td>
<td><strong>Teams + ServiceNow Integration</strong> &lt;br&gt;Target Audience: IT Professionals</td>
<td>aka.ms/TeamsSummitDay1</td>
</tr>
<tr>
<td><strong>Monday Dec 5</strong>&lt;sup&gt;th&lt;/sup&gt; 2:00pm – 3:00pm EST</td>
<td><strong>Employee Engagement – (Teams + Viva Engage)</strong> &lt;br&gt;Target Audience: IT Professionals. HR, Corp Communications, and Learning &amp; Development</td>
<td>aka.ms/TeamsSummitDay1pm</td>
</tr>
<tr>
<td><strong>Tuesday Dec 6</strong>&lt;sup&gt;th&lt;/sup&gt; 11:00am – 12:00pm EST</td>
<td><strong>Microsoft Teams Phone – Fall 2022 Updates</strong> &lt;br&gt;Target Audience: IT Professionals</td>
<td>aka.ms/TeamsSummitDay2</td>
</tr>
<tr>
<td><strong>Tuesday Dec 6</strong>&lt;sup&gt;th&lt;/sup&gt; 2:00pm – 3:00pm EST</td>
<td><strong>Microsoft Approvals and E-sign Integration</strong> &lt;br&gt;Target Audience: All, Finance, HR &amp; Contract Management</td>
<td>aka.ms/TeamsSummitDay2pm</td>
</tr>
<tr>
<td><strong>Wednesday Dec 7</strong>&lt;sup&gt;th&lt;/sup&gt; 12:00pm – 1:00pm EST</td>
<td><strong>What’s new with Microsoft Teams?</strong> &lt;br&gt;Target Audience: All – Session is great for Champion Groups</td>
<td>aka.ms/TeamsSummitDay3</td>
</tr>
<tr>
<td><strong>Thursday Dec 8</strong>&lt;sup&gt;th&lt;/sup&gt; 11:00am – 12:00pm EST</td>
<td><strong>Microsoft Supercharge Analytics and Reporting with M365 data!</strong> &lt;br&gt;Target Audience: IT Professionals, ITDM, HR, and Learning &amp; Development</td>
<td>aka.ms/TeamsSummitDay4</td>
</tr>
<tr>
<td><strong>Thursday Dec 8</strong>&lt;sup&gt;th&lt;/sup&gt; 2:00pm – 3:00pm EST</td>
<td><strong>Company Communicator and Teams Emergency Operations Center App</strong> &lt;br&gt;Target Audience: IT Professionals, HR, Corp Communications and Learning &amp; Development</td>
<td><a href="https://aka.ms/teamssummitday4pm">https://aka.ms/teamssummitday4pm</a></td>
</tr>
<tr>
<td><strong>Friday Dec 9</strong>&lt;sup&gt;th&lt;/sup&gt; 11:00am – 12:00pm EST</td>
<td><strong>Enabling Hybrid Work with Microsoft Teams</strong> &lt;br&gt;Target Audience: All- Session is great for Champion Groups</td>
<td>aka.ms/TeamsSummitDay5</td>
</tr>
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THANK YOU!!!

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HLS Community Connection Yammer Registration