
RoachFest24

From Engineer to Business Technologist

Cummins

MIT

McKinsey & Company

Microsoft

Innovation has driven rapid changes in Customer Expectations

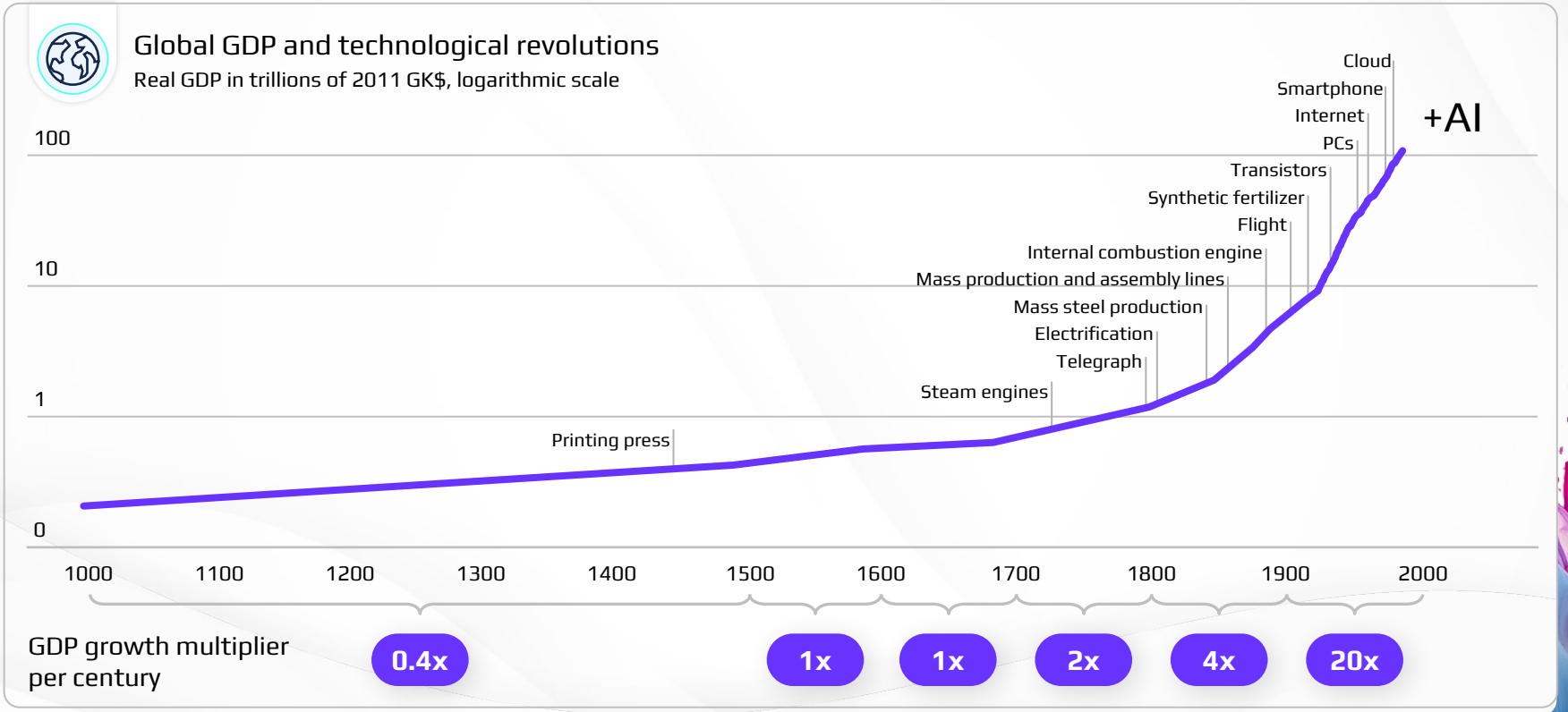

Figure 1: AI is poised to be the next epoch-defining technology for the global economy

Source: AI Use cases_Microsoft.pdf

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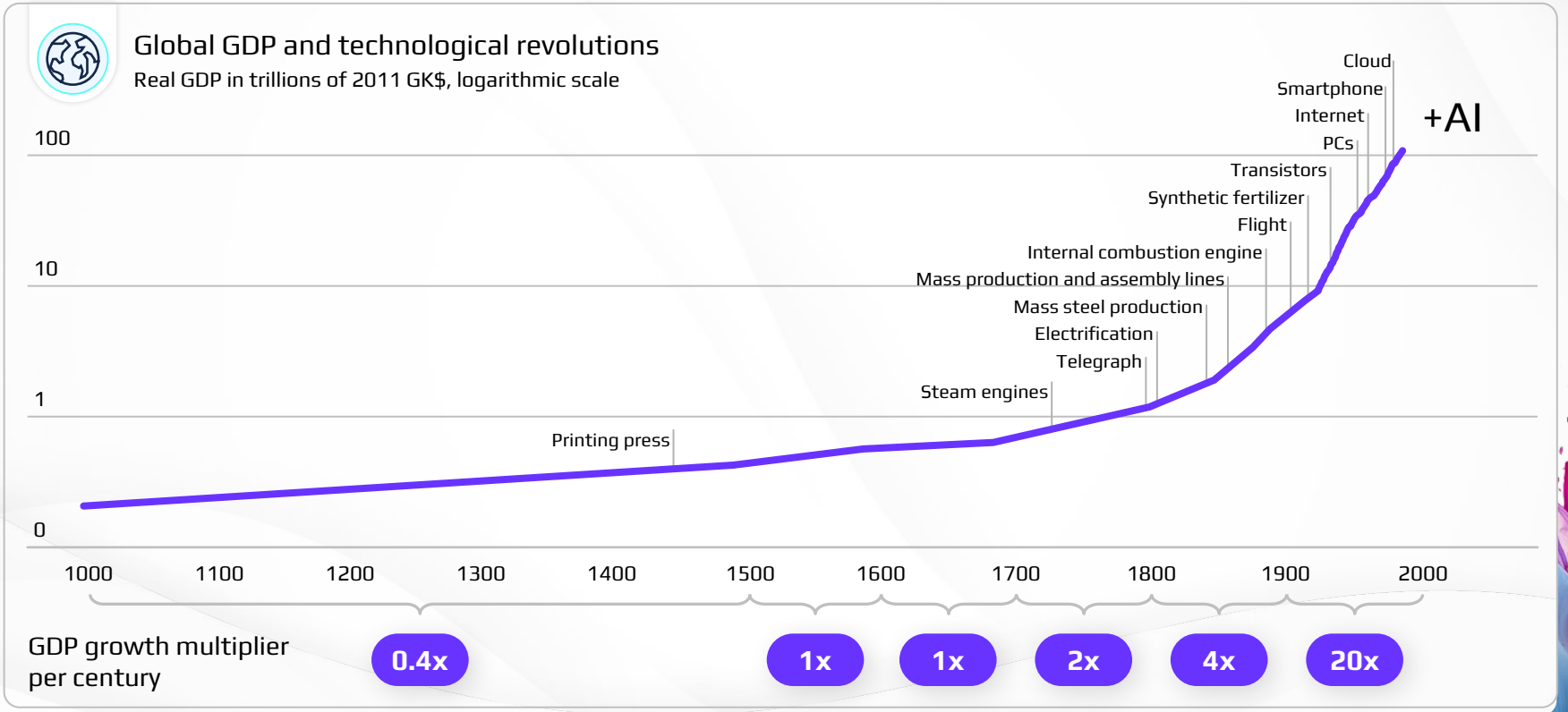

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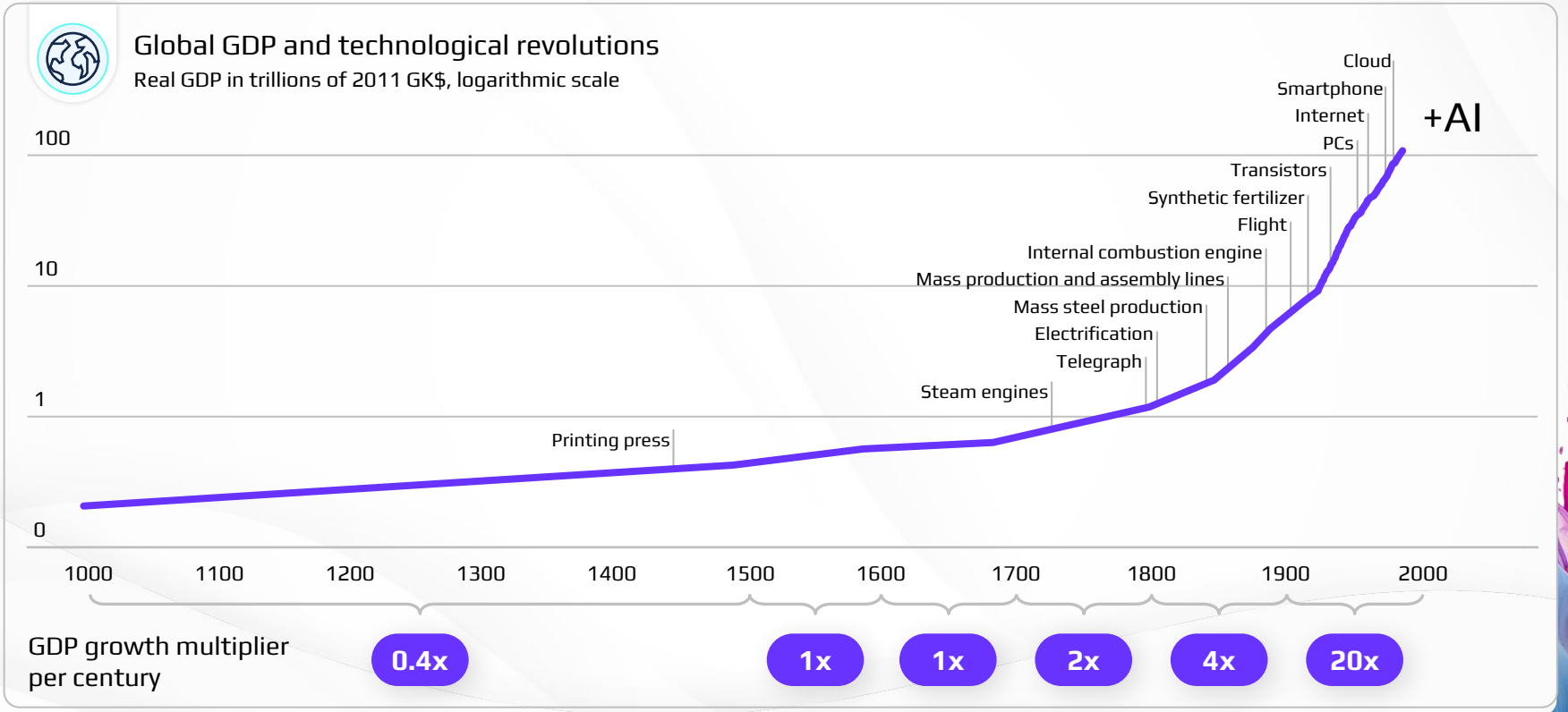

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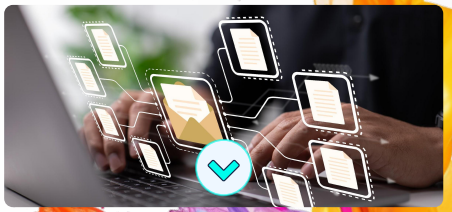
‘Step Function’ Tech changes catalyze innovation leading to building new businesses…giving customers new experiences…

Step function change in tech	iPhone 4’s ability to pin location using GPS	High-res cameras in phones	Gen AI
Innovation in-use			
New businesses built	Uber’s market cap ($156B) > VW ($100B), GM ($55B), Ford ($45B)	• Instagram: >2B MAU • Twitch Gaming: 159MAU	Possibilities are endless…

Data estate transformation with analytics/intelligence are the engines that drive the creation of innovative use cases

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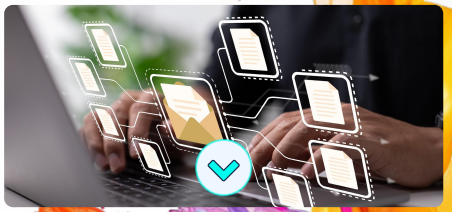
Innovation in-use			
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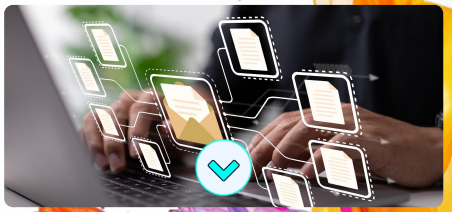
Innovation in-use			
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Customer expectations >> How we listen to music

Spotify®

1970s and 80s

2000s

Customer expectations >> How we listen to music

Spotify®

1970s and 80s

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1970s and 80s

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Databases have also evolved to meet changes in customer expectations

1880s

Punch Cards

Originally invented to help collect data for the US census. Led to the creation of IBM.

1950s

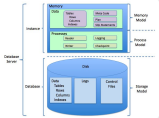
Mainframes

Large and powerful computers designed for bulk processing and critical business applications.

1980s

RDBMS

Relational databases were created to organize data into tables with rows and columns and retrieval through SQL.



2000s

NoSQL

NoSQL databases addressed the limitations of traditional RDBMS in handling large-scale, unstructured data, across distributed infrastructure.

2010s

Distributed SQL

Distributed SQL combines the benefits of traditional RDBMS with NoSQL's horizontal scalability and resiliency across distributed infrastructure including the cloud.

2020s

AI Converged Databases

Databases added new indexing and similarity search to efficiently handle high-dimensional vector data used in ML and AI enabled applications.

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Source: By Scifipete - Own work, CC BY-SA 3.0, https://commons.wikimedia.org/w/index.php?curid=11506013

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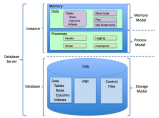

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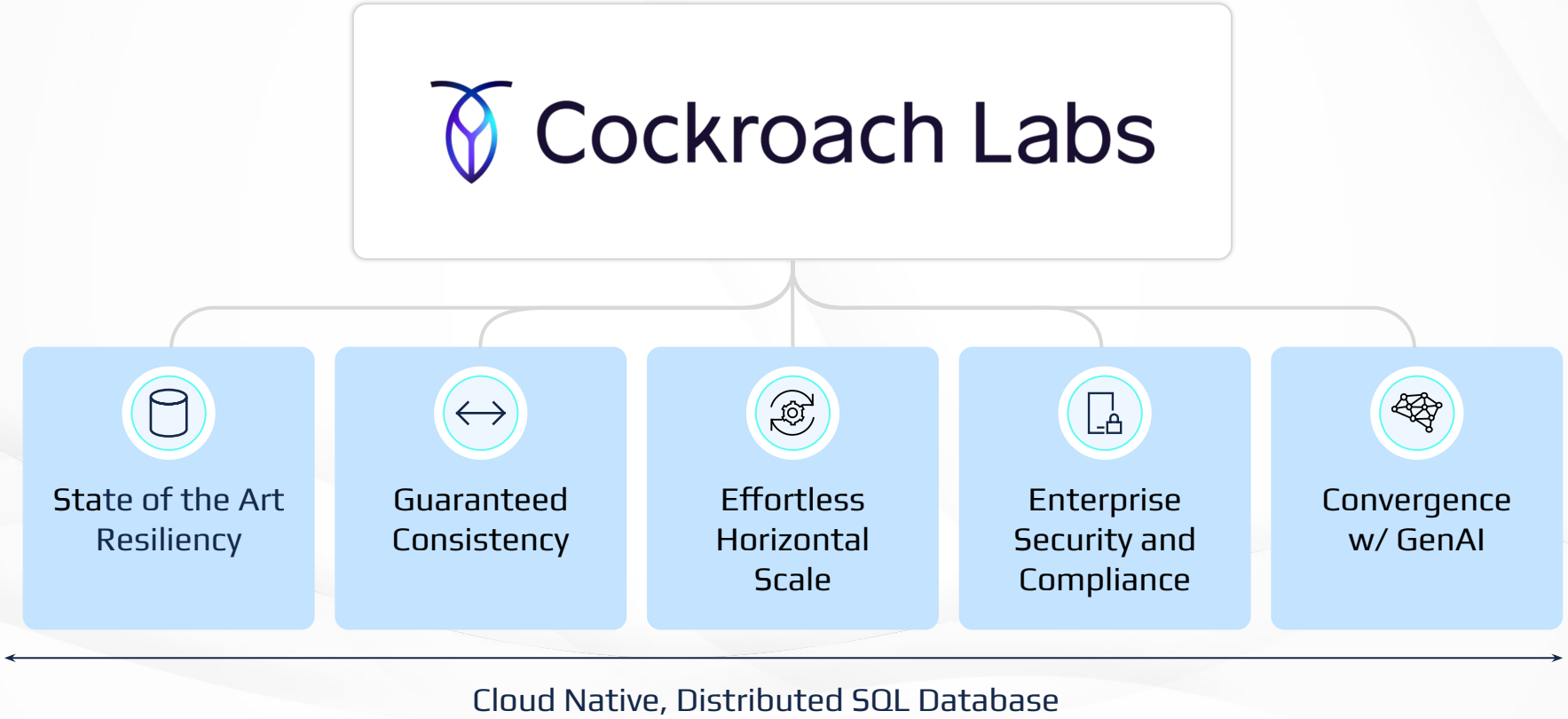
Our solutions support our partners to meet their customers' needs

Product lifecycle	What we are doing to enable your use cases
Product Development • *Speed of (and need for) innovation*	 Releasing new features to speed up our partners' product development cycle • 400% increase in PTU speed • Reduction in latency across all Azure services
Product Operations / Customer Engagement • *Performance and Reliability*	 We are investing in capacity to support the growth and needs of partners like Cockroach Labs • Resiliency and scalability across Azure zone (Expectation when deploying tier 0 data in enterprises) • Global consistency in multi-region deployment. 6x Supercomputer capacity over the last 18 months.
Threat Mitigation & Security	 Executing on Secure Future Initiative to: • Secure 100% of our users, SDKs, and Engineering • Zero trust posture to 100% source code & maintenance of data sovereignty requirements • Automatically detect and respond to 100% of MSFT production infrastructure Co-Pilot Copyright commitment expanded to Azure OpenAI customers

What is the value proposition of CockroachDB on Azure?



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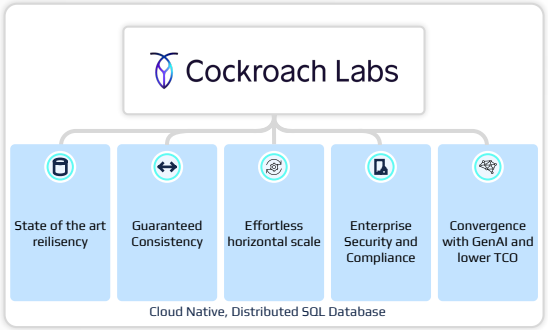

- Global Infrastructure
- Integrated Services like AI/ML
- Security, Identity and Compliance
- Managed Services
- Cost Efficiencies

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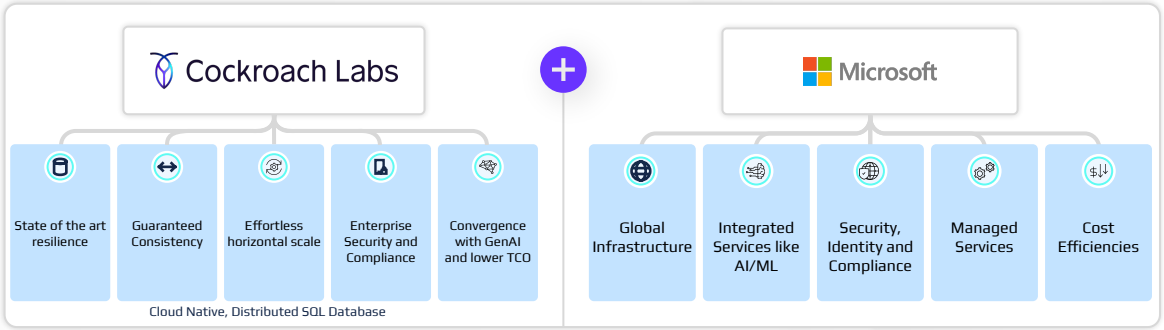

Better Together

- Low latency access and local data residency
- Resiliency on robust cloud infrastructure
- Flexible Hybrid capabilities & deployment options
- Security, Identity and Compliance

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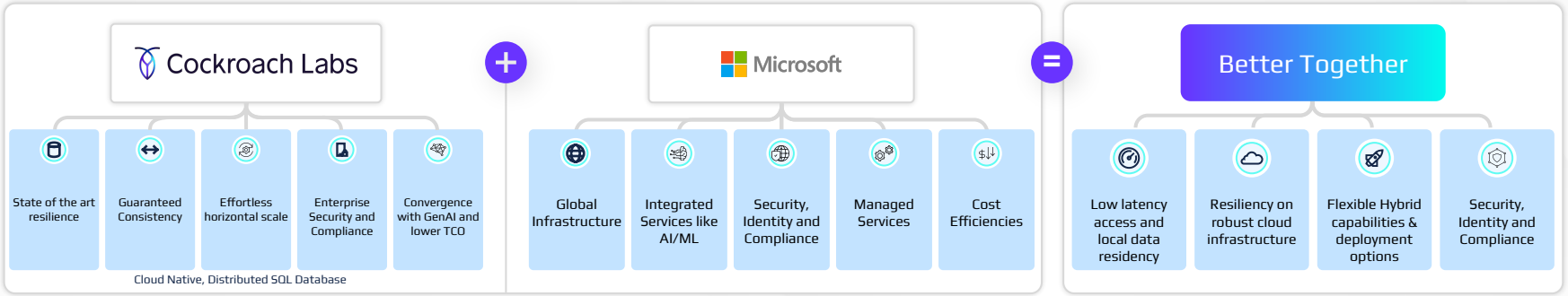

Commercial advantages that you have with Microsoft

Leverage CockroachDB to decrement MACC through Microsoft Azure Marketplace

Access to 3rd party services from the Microsoft Marketplace that also decrement your Microsoft commitments