

## Built for the Enterprise

The integration of the Amperity enterprise-grade Customer Data Platform (CDP) with Microsoft Azure amplifies customer data at scale and enables brands to unlock a complete view of their customers. With access to tools that turn customer intelligence into actionable insights, Amperity helps provide great personalized customer experiences that build brand loyalty and enhance the competitive advantage.

### AMPERITY ON AZURE: INCREMENTAL IMPACT



**New Conversations**

Use Amperity's incremental use cases to extend your Azure discussions and create new relationships with the LOBs (marketing, etc.)



**Migrate**

Amperity provides added value and simplifies your customers' migration to the Azure cloud



**Boost Consumption**

Amperity customers can drive **\$250k-500k** in additional ACR annually once fully deployed



**Reach Your Azure Quota**

Get customers to Amperity and watch them accelerate Azure consumption

### MICROSOFT PARTNERSHIP

- Microsoft IP Co-Sell Prioritized partner
- Partner Reported ACR (PRACR) eligible
- Receive 30% Azure Quota Credit on Amperity Contact Value (deals typically >\$750K)
- Transactable on the Azure Marketplace
- Microsoft Cloud for Retail

### AMPERITY PLATFORM



**Multi-patented AI customer identity resolution and management**

- Accurately resolves customer identifiers
- Scales data storage through Azure (Data Lake and Synapse)
- Extends Azure Active Directory and ID management from business to consumer



**Modern Customer 360 for complete customer profiles**

- Provides frictionless, real-time access to actionable customer data
- Offers a single source of information
- Integrate with Power BI & Power Platform for additional analysis



**Hub for customer intelligence and activation**

- Provides metrics and KPIs to identify risks and opportunities
- Generates instant customer and segment-level insights, supports the Microsoft Dynamics suite of products
- Offers out-of-the-box predictive models, segments, and personas



**Fully connected customer data infrastructure**

- Data at enterprise scale and quantity (1B+ records daily)
- Delivers data anywhere, in any format, in the Azure Cloud or Microsoft Business Application ecosystem
- Integrates with partner services through APIs and pre-built connectors
- Supports optimal performance and seamless interoperability

## Amperity Value



Power

## Microsoft Azure Advantages

- Provides the deepest, most comprehensive technologies across customer identity, data management, customer insights, and activation capabilities
- Scales data storage through Azure



Flexibility

- Integrates seamlessly with existing systems
- Maximizes efficacy and efficiency through Azure cloud infrastructure



Expertise

- Mitigates challenges associated with too much data and too few insights
- Pairs with Microsoft Azure to allow Amperity to take advantage of state-of-the-art cloud infrastructure

## BUYER CHALLENGES

- Needs to deal with massive, disorganized customer data in conflicting formats that may be full of errors
- Needs to govern access and tracking of data to control exposure of personally identifiable information (PII)
- Faces a challenge measuring cross-channel impact while maintaining consistent customer profiles across disparate tools and partners
- Lacks access to complete customer data by different teams at different levels across the organization
- Wants flexibility to shift between levels of identity for different use cases
- Uses multiple activation tools, but still struggles to identify the customer insights they seek

# 993%

return on investment

FORRESTER®

Companies using Amperity's DataGrid saw an average 85% faster integration and an 80% improvement in productivity for ongoing customer data management, delivering a total 993% return on investment from marketing and loyalty improvements powered by better data.\*

\* [Putting Forrester's 993% ROI on Amperity into Context](#)

## TARGET AUDIENCE

Buyers	Marketing	IT	Analytics
	CMO, CDO, CCO, VP Digital, VP Marketing	CTO, VP IT	Chief Analytics Officer, VP Analytics
Verticals	Retail   Travel and hospitality   Food services: quick service restaurants (QSR)   Financial services: general insurance   Grocery		
Customer Size	Large enterprises (B2C customers): \$100M+ in direct sales		
Geos	US, Canada, EMEA		



## CUSTOMERS



"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 Vice President, WW Retail & Consumer Goods  
Microsoft



## NEXT STEPS

Visit [Amperity CDP on Azure Marketplace Preferred Solutions](#)

- [Amperity Customer Data Platform - Full License](#)
- [Amperity Customer Data Platform - Pilot](#)

## CONTACT US

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