

# **DW-240 : Lead the conversation: Unify your Data Platform with Microsoft Fabric**

## **Course Description**

This deal-ready course empowers presales professionals to confidently position Microsoft Fabric as a unified data and AI platform for customers. Explore key workloads like Data Factory, Real-Time Intelligence, and Power BI; understand Copilot integration, AI readiness, and partner ecosystem value. Through customer scenarios, objection handling, and pitch-building exercises, participants will gain the skills to engage customers and drive data platform modernization wins.

**Course Prerequisites:** None

**Course Duration :** 1 Day

## **Table of Contents**

### **Module 1:**

- Unify and grow your business with Microsoft Fabric
  - Unify your data estate with Microsoft Fabric
  - Explore Fabric workloads
  - Fabric in Copilot
  - Agentic AI with Fabric and Azure AI Foundry
  - Fabric Integrations and Partner Ecosystem
  - Security, Governance and Administration
  - Seller Guidance
  - Industry Solutions – Winning Deals with Microsoft Fabric
  - Getting started

## **Module 2:**

- Better selling Fabric workloads and AI solutions
  - Fabric Core Capabilities
  - Data Factory
  - Realtime Intelligence
  - Data Activator
  - OneLake deep dive
  - PowerBI
  - Partner Solutions
  - Developer Tools
  - Microsoft Fabric + Azure Databricks
  - Product integration
  - Partner Selling Resources

## **Module 3:**

- Customer case study
  - Business background
  - Challenges
  - Customer Requirements
  - Objections
- Pitch Perfect
  - Build a convincing customer pitch of 3-5 mins
  - Provide solutions
  - Handle objections
- Review Preferred response