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ATLANTA MARCH 16 - 20, 2026

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The Hidden Strategic Leverage in Modern Data & AI Architectures

Why **open architectures** haven't translated into **real choice** — and how to fix it

March 20, 2026

The Bad Days Of Closed Platforms Are Behind Us.



The model most vendors sold to organizational leaders

Platform = Data + Compute + Governance + Workloads

- One platform “owns” everything
- Proprietary data and storage formats
- Charges to access your own data
- Cost of compute completely obscured
- Governance is hard-coded into platform
- All key workloads provided by platform
- Choice is made once, then locked in
- Impossible to negotiate
- Impossible to experiment

The closed platform model is no longer an **acceptable reality**

How Did We Break The Closed Platform Model?

Four structural changes have already happened

Open data formats



Governance operates above compute



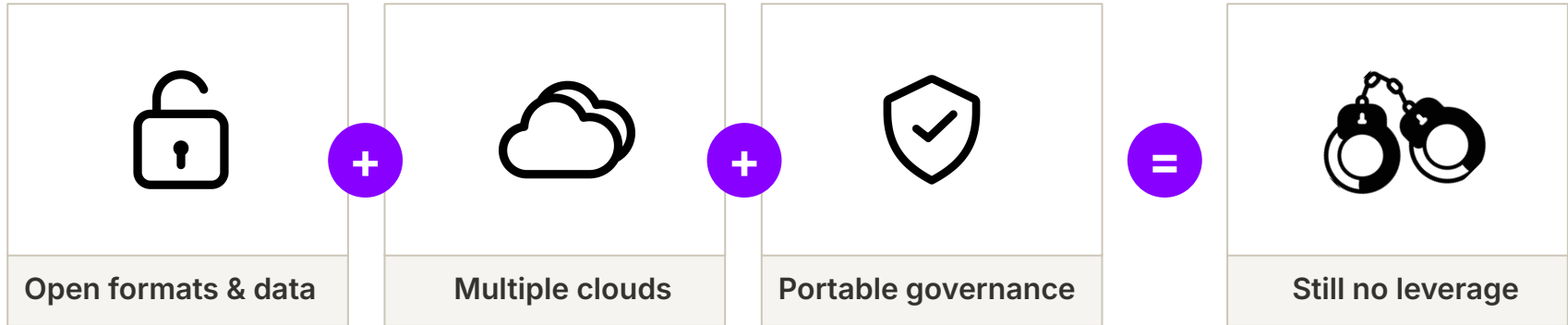
Multiple viable compute layers



Key workloads now run on any compute



The \$200B Paradox: If Open Architectures Are Here, **Then Why Don't Customers Feel Free?**



The Symptoms Everyone Recognizes.

If this sounds familiar, you're not alone

Compute costs feel uncontrollable

Consumption is policed

Negotiations lack leverage

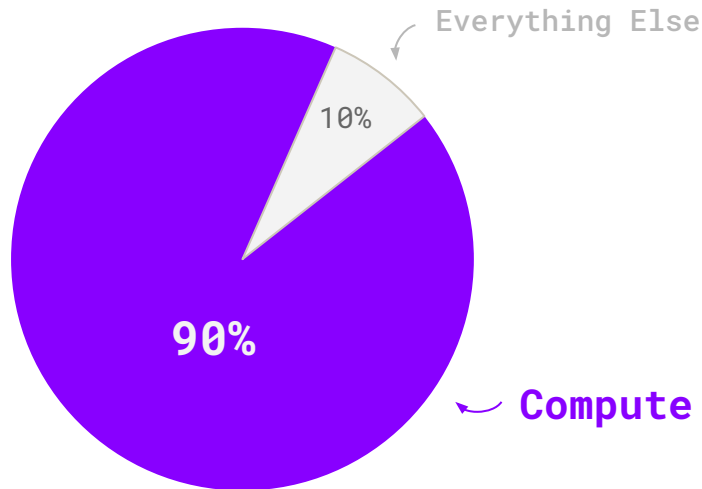
AI treated as "special"

Platform decisions feel irreversible

Let's dig into it.

News Flash: The Modern “Database” Is No Longer a Storage System. It Is a **Compute System**.

Compute is 90% of the monthly bill



And here's why

Compute has **always** been the most expensive part of the data stack. You just couldn't see it clearly before.

Compute is where all the work happens:

Ingest	Transform	Query	AI & agentic execution
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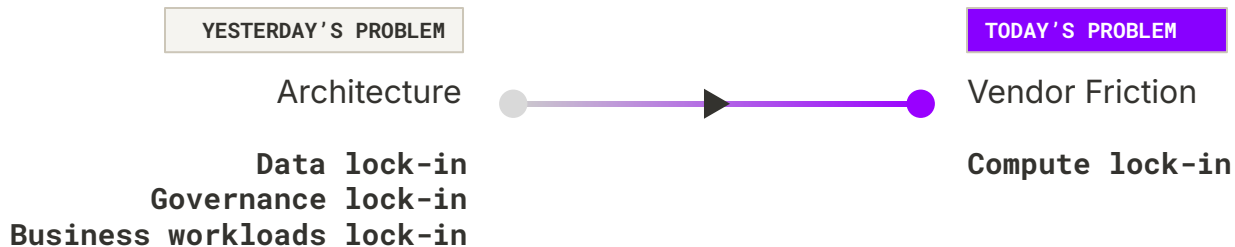
As workloads become more powerful, compute becomes:

More specialized	More dynamic	More expensive
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Storage, by contrast, has been largely decoupled:

Open formats	Object storage	Cheap, scalable, commoditized
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News Flash: **Compute Lock-in** Exists Today, Driven Not By Architecture But By Vendor Friction.



Examples of vendor friction to compute choice [Not architectural]

"Default" compute engines	Proprietary dialects	Unsupported infra, clouds
Opaque cost visibility	Coupled governance & compute	"Native-only" AI
Reluctant cost controls	Preferred data formats	Closed orchestration

The False Trade-Off We Must Keep Rejecting.

Central Governance

Security • Compliance • Control • Standards

Visibility and Cost Control

Usage • Attribution • Forecasting

Ease of Management

Training • Provisioning • DevOps

Innovation and AI

Speed • Risk • ROI



Giving up Compute Choice

One vendor • One platform • No choice

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In open architectures, you don't have to
give up critical choice.

Giving up Compute Choice

One vendor • One platform • No choice

Not Using Compute Choice Is **Strategically Expensive**.

We Are Architecturally Free, But Not Acting Like It



Not Using the Freedom Is Expensive

- Analytics & AI becomes budget-constrained
- No negotiating leverage with vendors
- Platform decisions feel irreversible
- Sovereign, private/hybrid options are lost

Not Using Compute Choice Is Strategically Expensive.

Vendors are pushing **Platform = Coupled Compute + Governance + AI workloads**



The deadliest danger is recreating the "Closed Platform" by **tightly coupling compute** with data governance and AI workloads

What's Missing Is Not Another Lakehouse Platform — It's an **Independent Compute Layer!**

A standards-based, plug-and-play compute engine that

Works with your existing:

Hosting/cloud layer
Data and governance layer
Business Workloads layer

Requires no re-platforming.

No migration. No lock-in
Delivers measurable impact

Native execution for BI and AI/agentic workloads

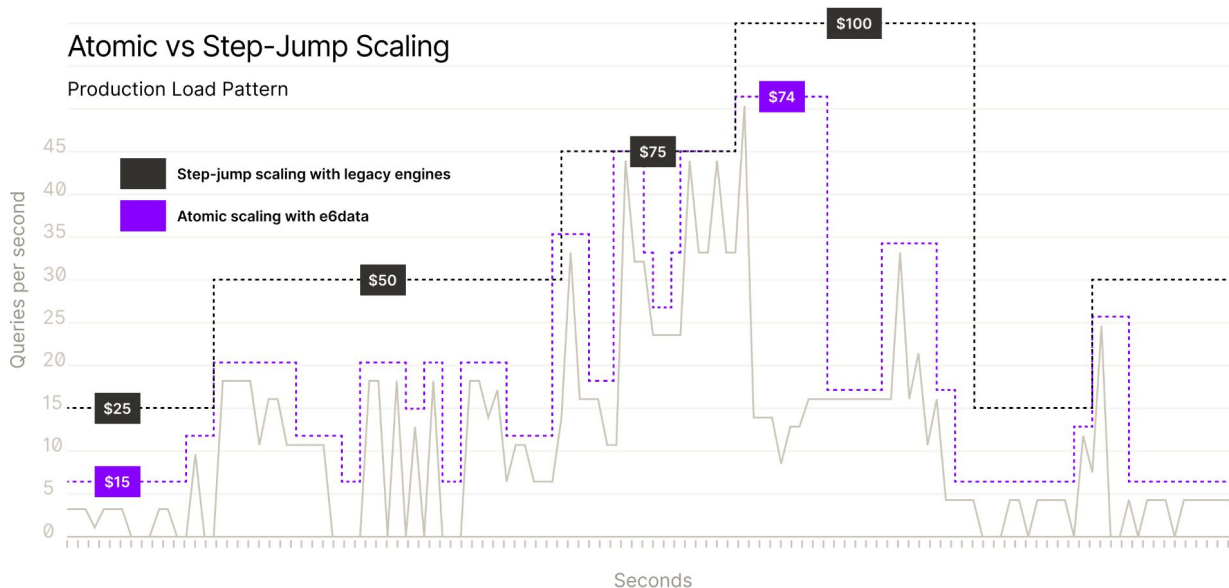
with no platform or format bias

THE RESULT

~50% reduction in compute cost, without sacrificing performance, governance, visibility, or control.

The unlock: **New architectural principles** that have matured over the past decade

What This Looks Like in Practice.



With new architecture, you can deliver the same performance with **~50% of the cost**

What This Looks Like in Practice.

With Compute Lock-in

Minimal savings without performance trade-off

All workloads must move to realize savings.
Usually a 3 year re-platforming

Migration of data and business workloads

Limited agentic support typically only on
favored platform/ format

Execution typically limited to public cloud only

VS

With Compute Choice

50+% compute savings with no perf penalty

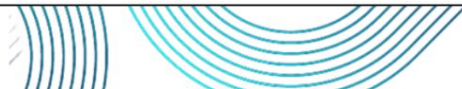
Only high-priority workloads can move,
realizing value in a quarter

No migration of data or business workloads

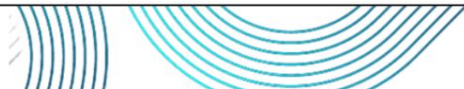
Agentic workloads across platforms/formats

Run across private, hybrid and sovereign
clouds

Open architecture creates possibilities.
Compute choice delivers strategic leverage.



Are you **architecturally open** or **economically free**?



What You Can Do...

Follow the money.

See that compute is
~90% of your platform bill.

Tally the friction.

Identify what prevents
real choice in compute.

Demand a plan.

Insist on a strategy for
independent compute.

E6DATA

Thank You!

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Join the SQL User Panel



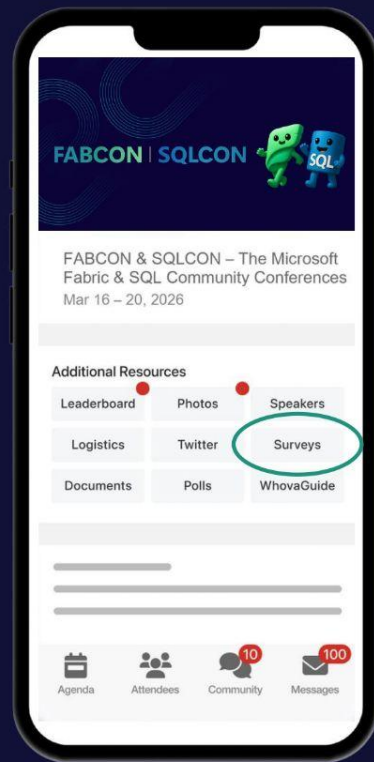
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