

# Build knowledgeable AI with Pinecone on Azure



## Why Work With Pinecone the leading vector DB for AI applications

- We are a fortune 50 AI startup
- We sell through the marketplace
- Greatly increased likelihood of Azure winning an AI workload with lock-in due to data gravity
- Significant Azure AI service component drag: Azure Foundry, Storage, Compute etc.

Example **\$1M project is \$150K Pinecone and \$850k new Azure services (60% from Models)**

## Company overview

Pinecone is the industry leading - natively built - vector database, offered as a managed SaaS application built for the enterprise. With a few clicks, developers and business users alike can create an account and load unstructured data as vectors to power their GenAI applications across use cases like RAG, Semantic Search, Recommendations, and Agents

## Deal Summary

- Target deals \$50K-\$500K
- Sales cycle 1-2 months



**Manish Pandya**  
SVP of Digital  
Transformation TaskUs

"Partnering with Pinecone empowers us to refine our GenAI capabilities, ensuring that our teammates have the necessary tools to excel. We optimize response times, enhance customer interactions, and foster a culture of efficiency and accuracy within our contact center thanks to Pinecone's low-latency retrieval."

## Discovery Questions & Better Together Answer

**Does your AI project require dynamic real-time data updates or multi-tenant access?**

**Pinecone Offers Dynamic Upserting w/ Multi Tenancy:**

Critical for consumer facing applications where data freshness is essential

Query while updating - no performance impact during continuous data updates

**Does your customer have data volumes over 100M vectors or expect to scale beyond 1TB?**

**Purpose-built for scale, with strong cost advantages vs Bolt-on Databases:**

Other solutions hit exponential costs at scale. Due to innovative purpose built vector search algorithms - Pinecone maintains performance while remaining cost effective

Handles complex cases like multi-tenant RAG that other serverless struggles to scale (1TB cap).

**Does your customer require rapid deployment or POC**

**Fastest path to AI deployment:**

Zero infrastructure management - from POC to production in clicks vs. upfront capacity planning and complex infrastructure setup with other Azure services

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Pinecone



## WIN LOSS REPORT

### Getting AI Right the First Time



[Contact us](#) with questions or to schedule a demo.

Pinecone recently migrated a multi-billion vector workloads from one cloud to another generating up to 5-6X in drag for the cloud. Working with Pinecone to lock-in large workloads will ensure a happy customer and create data gravity to make the workloads sticky and growing.

Over 6+ months of delay

Additional migration costs

Lost opportunity for AI expansion

Had the cloud and Pinecone partnered initially, these customers would be expanding their AI applications today rather than just beginning their implementation. Key Takeaway: Partner with Pinecone early to win and retain strategic AI workloads. Get it right the first time.

## Win Strategic AI workloads with 5x Azure Service Drag with Pinecone

**Subject: Accelerate Your AI Development with Azure + Pinecone**

Hello <Customer Name>,

As you build out your AI strategy, I wanted to introduce you to Pinecone, Azures leading vector database partner for enterprise AI applications. Several of our customers have seen significant benefits combining Pinecone with Azure AI services:

- Build an index in a few clicks directly through Azure marketplace - start building immediately
- Scale Without Limits: Handle billions of vectors while maintaining high qps and cost that scales efficiently with your business - no infrastructure management needed
- Enterprise-Ready: Full security compliance (SOC2, HIPAA, GDPR) with native Azure integration (PrivateLink, RBAC, SSO, BYOC - deploy in your Azure tenant)

Would you have 30 minutes this week to discuss how this could accelerate your AI initiatives?

Popular use cases: Enhance performance and increase efficiency

Semantic Search

Multimodal search

Retrieval Augmented Generation (RAG)

Recommendation Systems

Agents

Hybrid Search

Reach out to [alliances@pinecone.io](mailto:alliances@pinecone.io) for any questions