

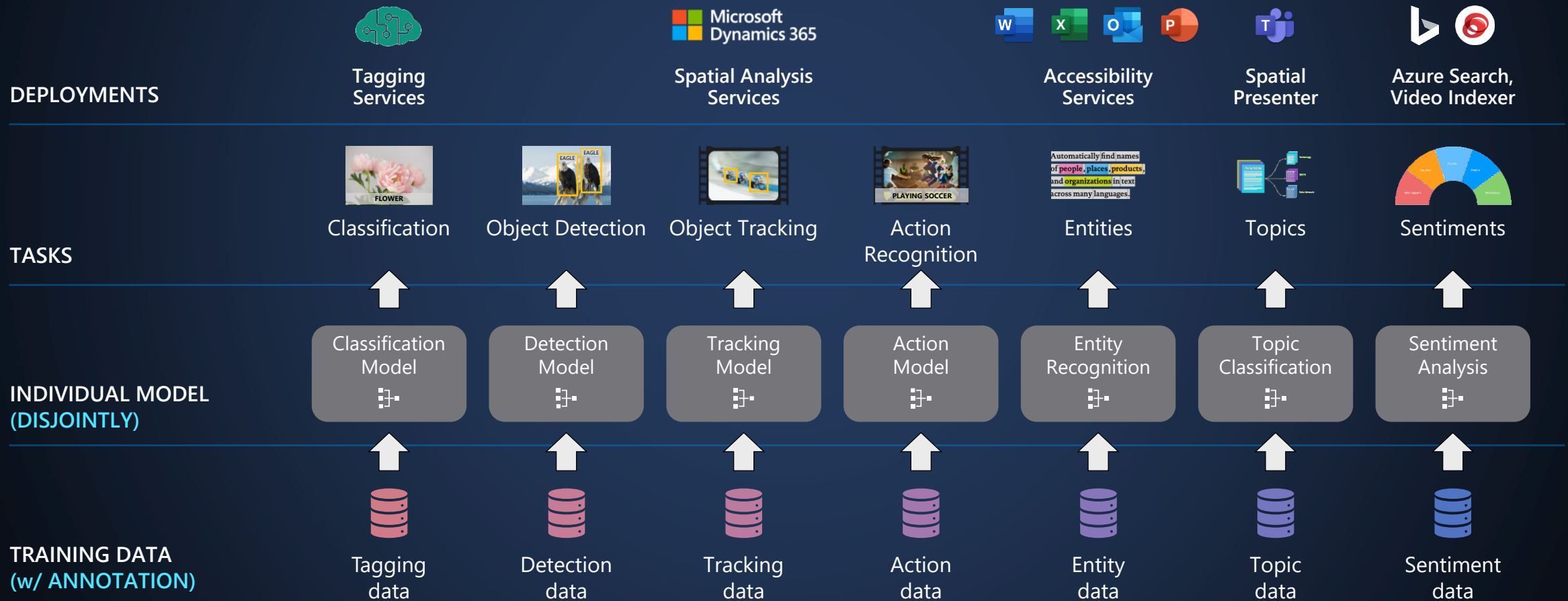
# The Era of AI

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Chief Data and AI Officer, APJ

# Traditional model development

High cost and slow deployment—each service is trained disjointly





Elephant Herd  
TOURS SAFARIS



Tel: +27 (82) 4288 223

a green vehicle with the word elephant on the door

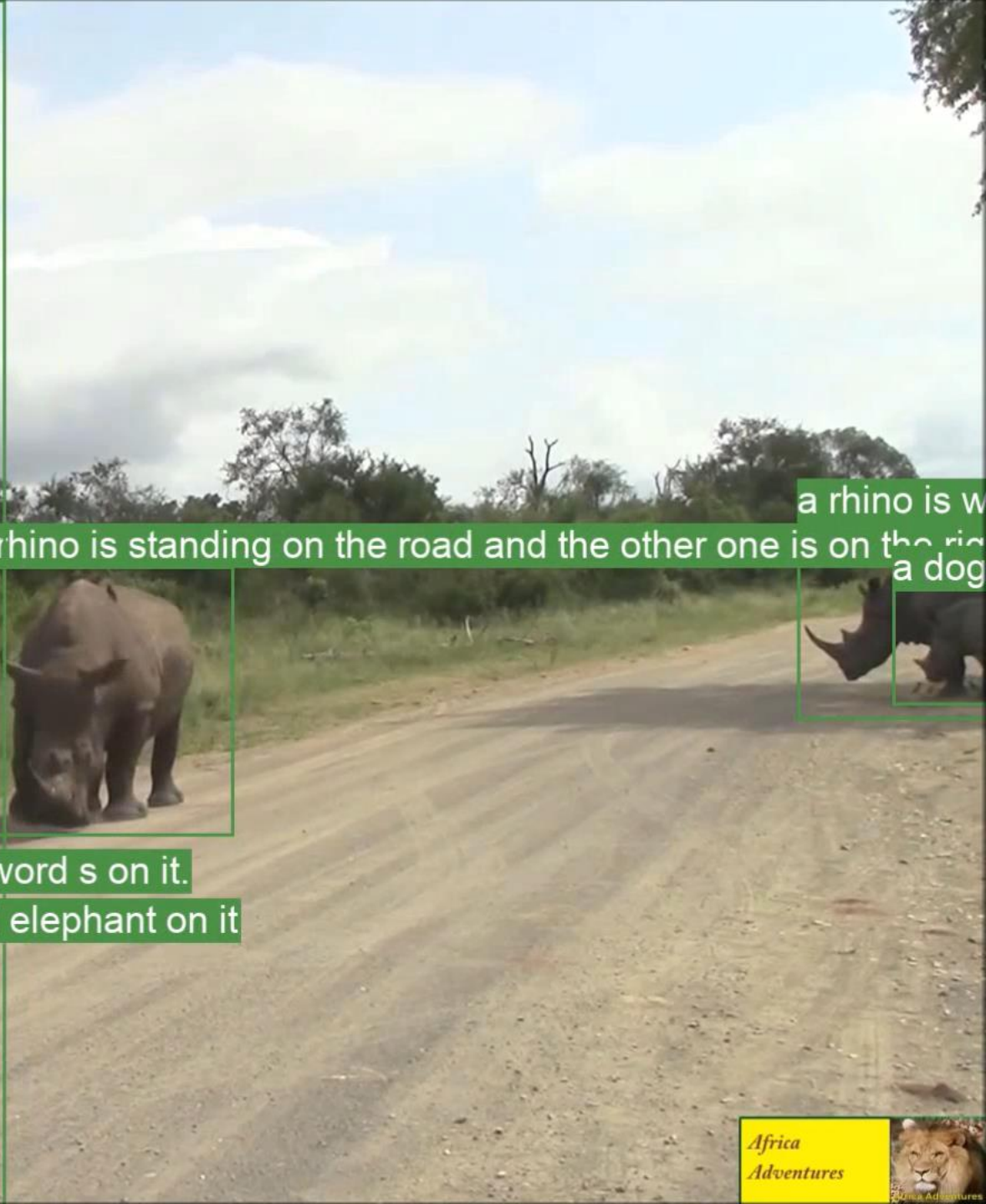
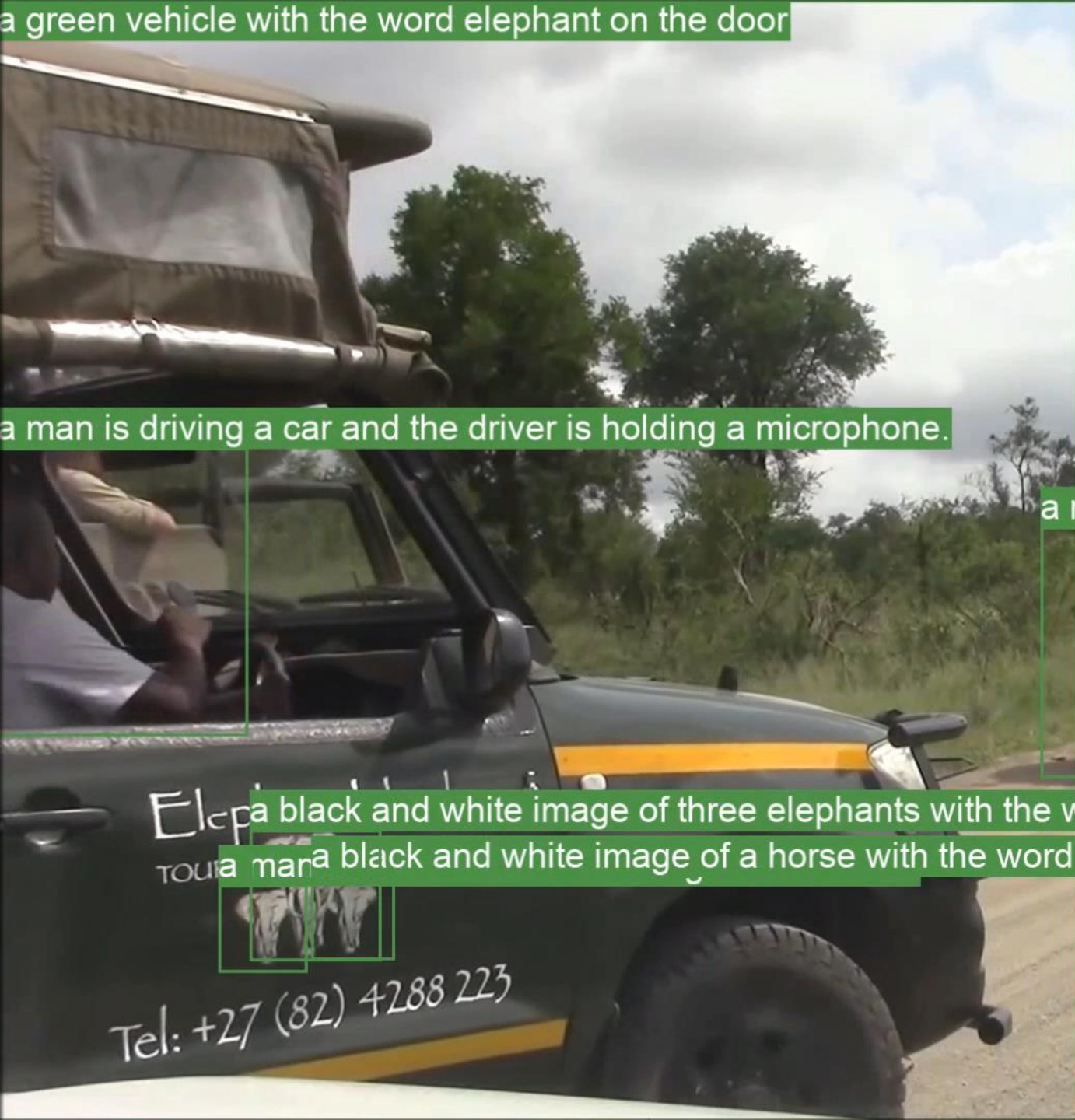
a man is driving a car and the driver is holding a microphone.

a rhino is standing on the road and the other one is on the right

a rhino is w  
a dog

a black and white image of three elephants with the word s on it.

a black and white image of a horse with the word elephant on it



a green vehicle with elephant herd tours safaris on the side.

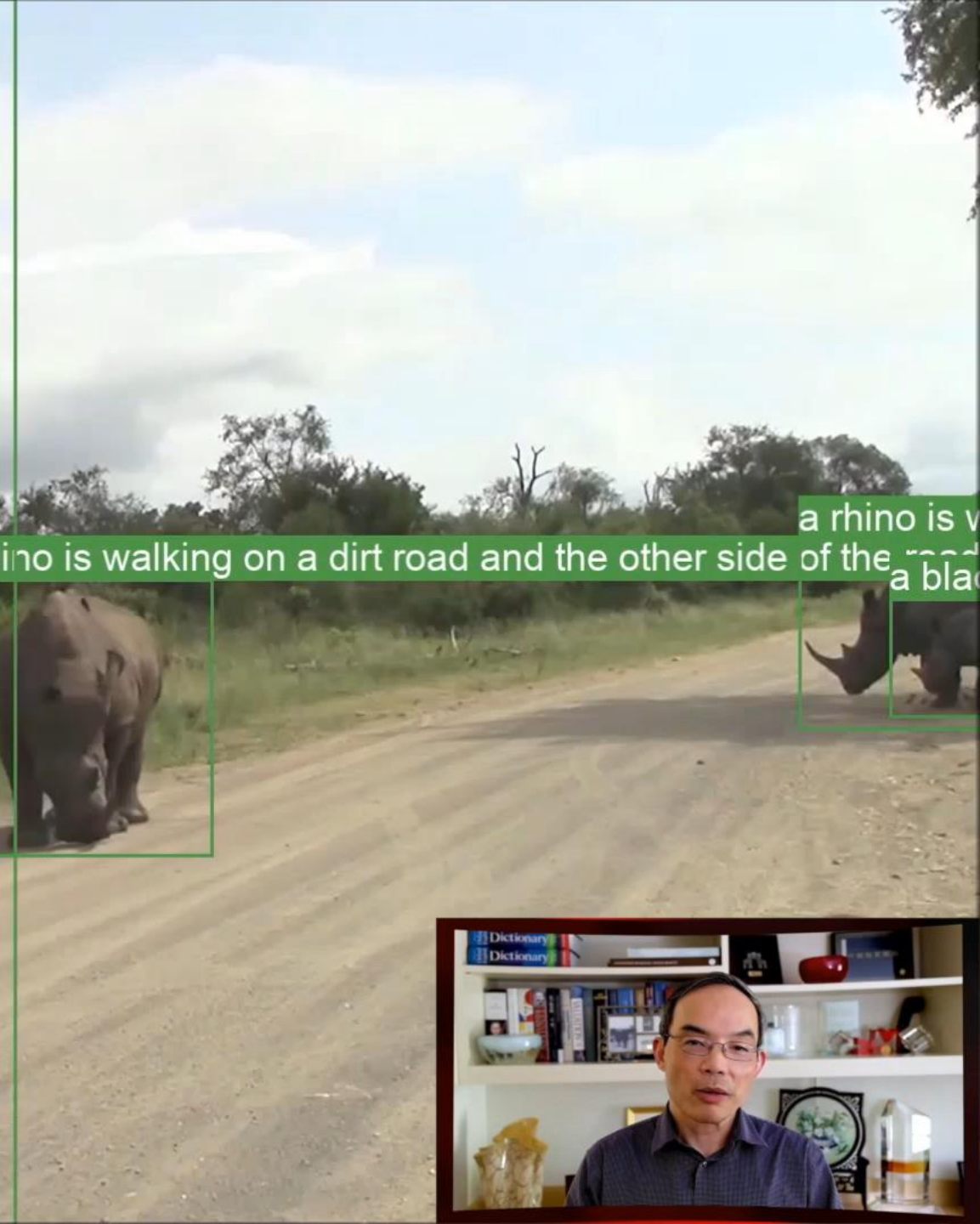
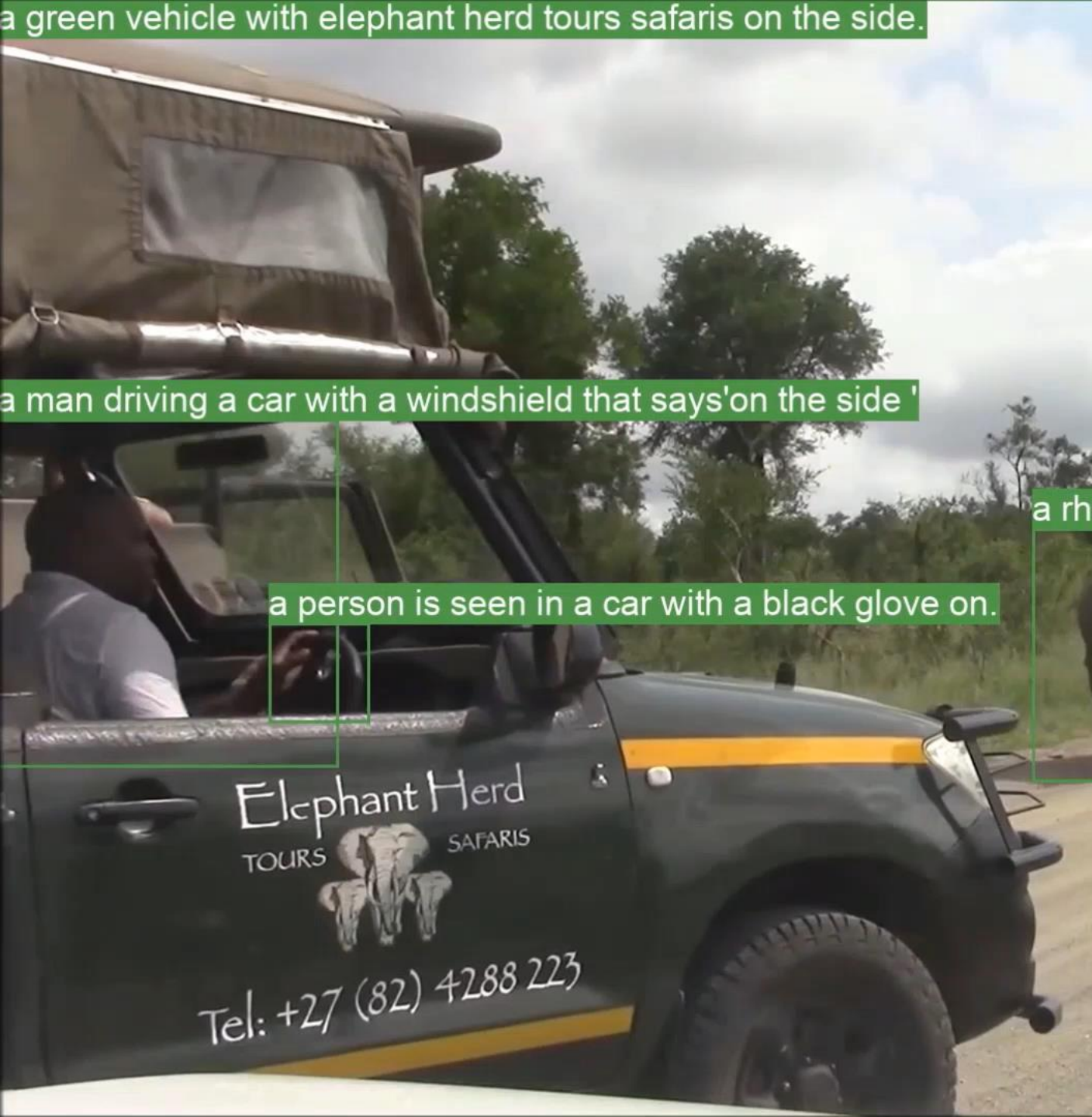
a man driving a car with a windshield that says 'on the side'

a person is seen in a car with a black glove on.

a rhino is walking on a dirt road and the other side of the road a black

a rhino is v

a black



# Staff Tailgating



# Staff detection



# What does building an AI product look like?





# Microsoft AI approach

Help bring **generative AI to clients** by delivering copilots across Microsoft cloud

Empowering our customers on our AI platform using our Open AI Service on Azure

**Empowering clients through deep engagement** and co-innovation of generative AI solutions leveraging the full range of our AI services on Azure.

# Microsoft Copilots | Built Into

## M365 Copilot

Bing



Better Q&A and task completion

Edge



Better interaction with web content

Copilots for Web

Word



Better reading and writing assistance

Outlook



Better e-mail management

Excel



Better data analysis

PowerPoint



Better presentations

Teams

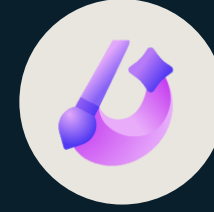


Better Meetings

Better knowledge management

Copilots for Productivity

Designer



Better digital creations

Copilot for Creativity

Windows



Better interaction with OS, apps, and files

Copilot for Everyday

Dynamics Copilot



Better sales and customer support

Copilots for Business

Fabric Copilot



Better data analytics and business intelligence

Copilots for Analytics

Security Copilot



Better threat detection, identification, and mitigation

Copilot for Security

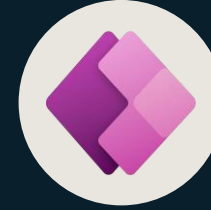
GitHub Copilot



Better code development

Copilot for Development

Power Platform Copilot



Better creation of apps, workflows, and agents

Copilot for Low/No Code Development



# Microsoft 365 Copilot

Unlock productivity and unleash creativity

Natural Language



Large Language  
Models

+



Microsoft Graph  
- Your Data -

+



Microsoft 365  
Apps

+



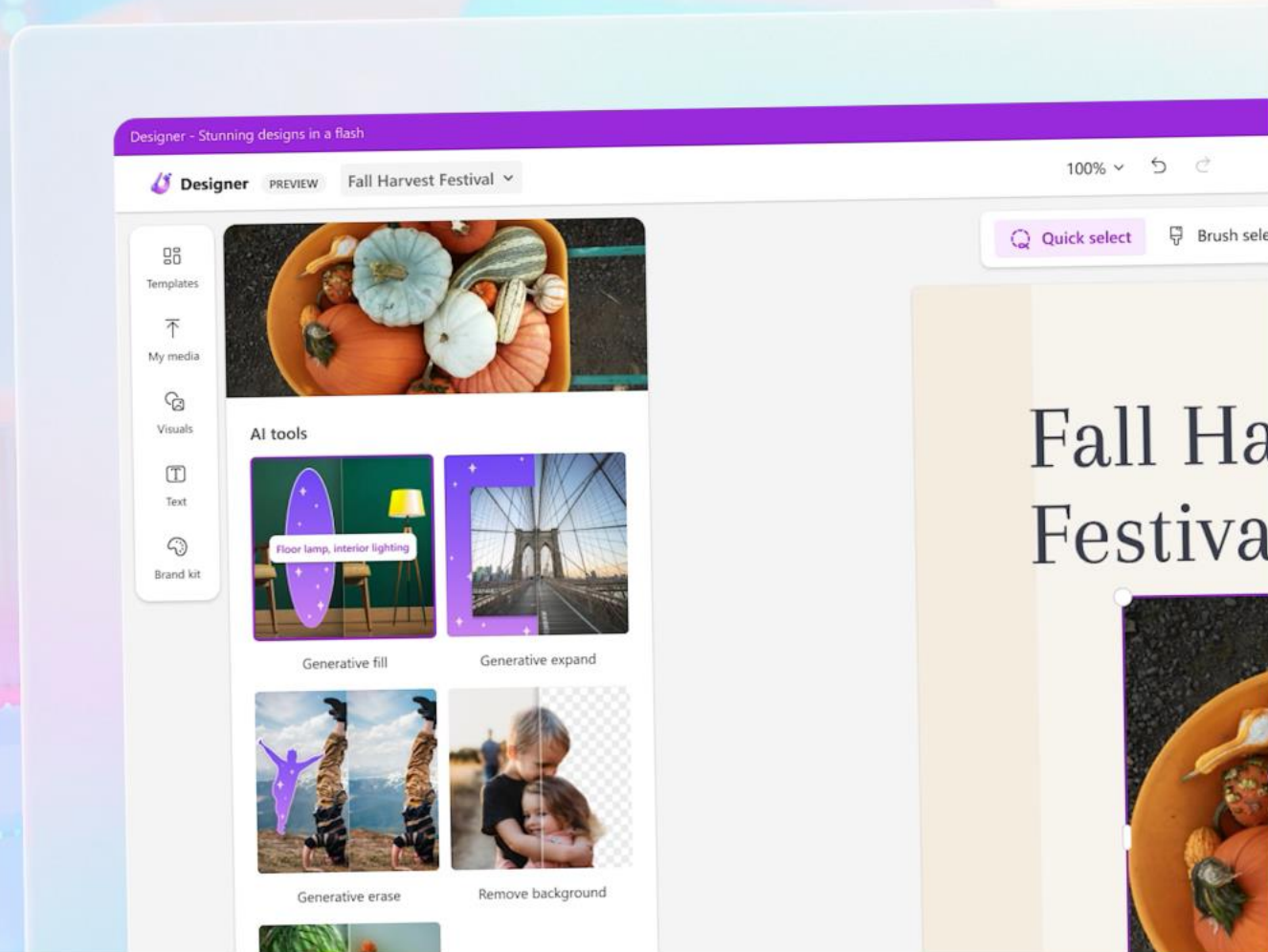
The  
Internet



MICROSOFT 365

# Copilot in Word

## Designer Integration



Home | Create | Browse | Data hub | Metrics | Apps | Deployment pipelines | Learn | Monitoring hub | Workspaces | My workspace

**Create content with Copilot** PREVIEW

Let's work together to create a report with meaningful insights. To get started, based on your data here are some suggested topics for your report. Select the one you're interested in or enter your own idea.

Analyze trends in our employee hiring | Compare attrition rate across teams

Create a dashboard for key workforce metrics | Summarize workforce KPIs by opera...

Ask a question or request, or type '/' for suggestions

Visualizations | Filters | Data

- \*DAX
- Measures.
- Buckets
- Calendar
- Employee Demographics
- Employee to Operations
- KPI Owners
- Managers
- Operations Team
- Projects

Power BI | Page 1

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# Horizontal use cases for LLMs



## Content Generation

Call Center Analytics:  
Automatically generate responses to customer inquiries

Generate personalised UI for your website



## Summarization

Call Center Analytics: Summary of customer support conversation logs

Subject Matter Expert Document Summarization (e.g. financial reporting, analyst articles)

Social Media Trends Summarization



## Code generation

Convert Natural Language to SQL (or vice versa) for telemetry data

Convert Natural Language to Query Proprietary Data Models

Code Documentation



## Semantic Search

Search reviews for a specific product / service

Information Discovery and Knowledge Mining

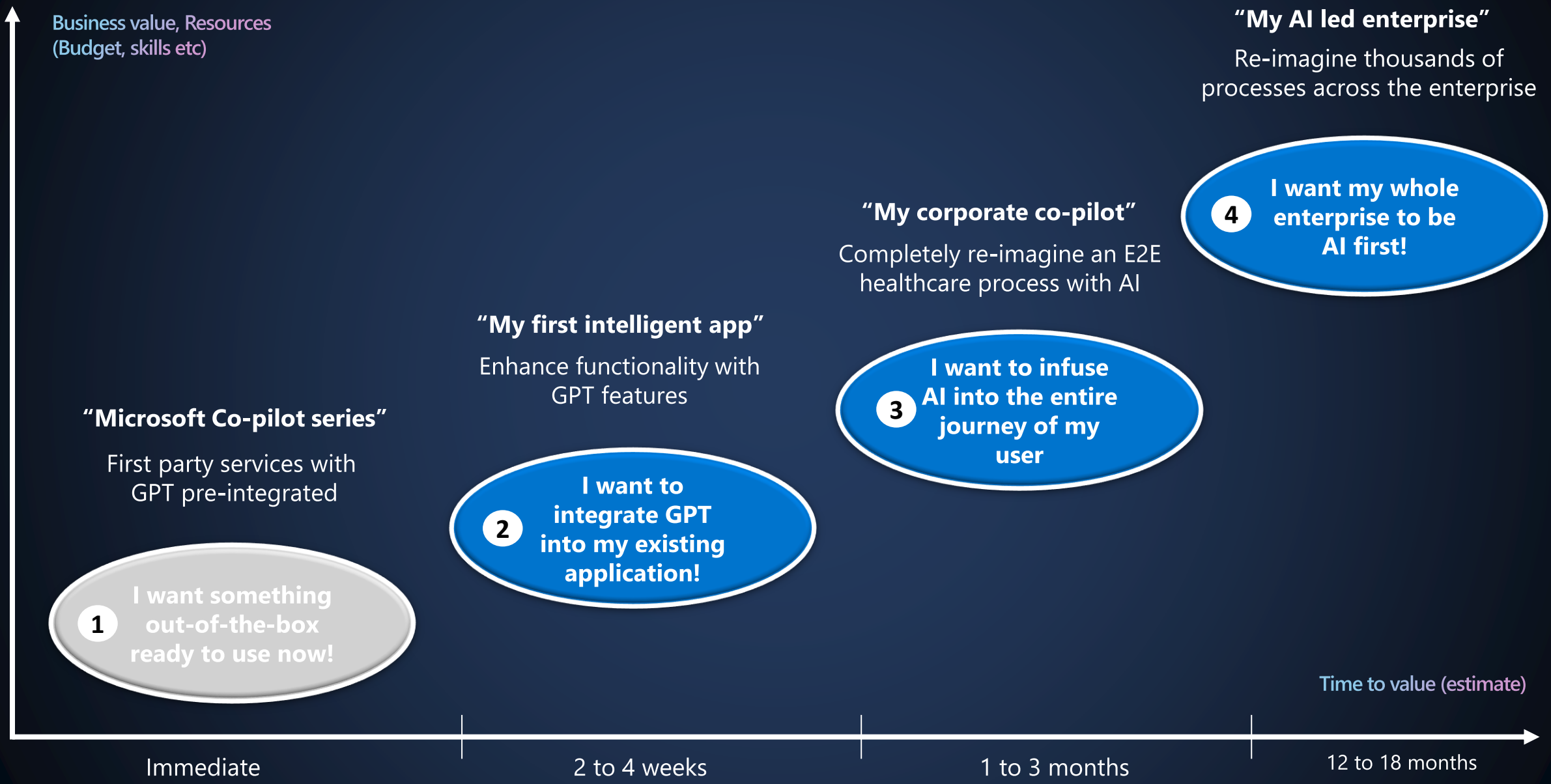
## Examples of Multiple Model Use Cases

End to End Call Center Analytics: Classification, Sentiment, Entity Extraction, Summarization and Email Generation

Customer 360: Hyper-personalisation using timely Summarization of customer queries & trends, Search, and Content Generation

Business Process Automation: Search through structured & unstructured documentation, Generate Code to query data models, Content Generation





Business value, Resources  
(Budget, skills etc)

**"My AI led enterprise"**  
Re-imagine thousands of  
processes across the enterprise

**4** I want my whole  
enterprise to be  
AI first!

**"My corporate co-pilot"**  
Completely re-imagine an E2E  
healthcare process with AI

**3** I want to infuse  
AI into the entire  
journey of my  
user

**"My first intelligent app"**  
Enhance functionality with  
GPT features

**2** I want to  
integrate GPT  
into my existing  
application!

**"Microsoft Co-pilot series"**  
First party services with  
GPT pre-integrated

**1** I want something  
out-of-the-box  
ready to use now!

Time to value (estimate)

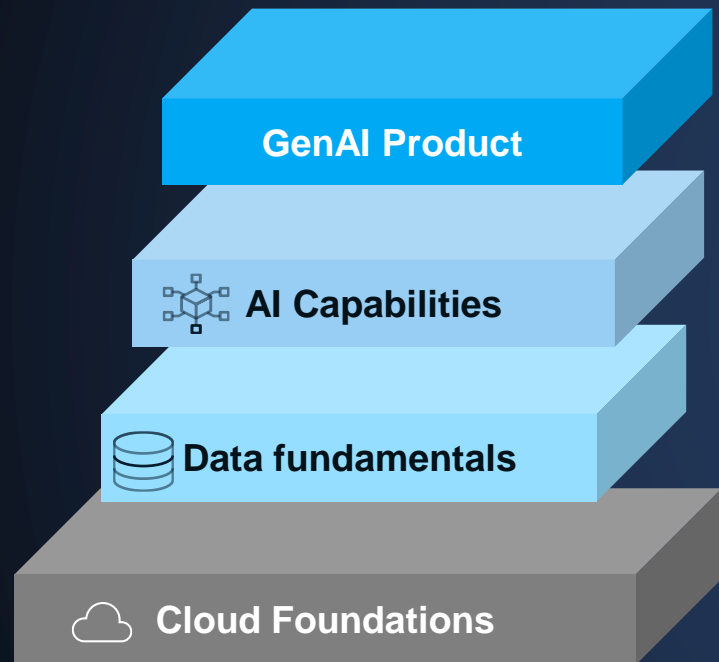
Immediate

2 to 4 weeks

1 to 3 months

12 to 18 months

# What do right foundations look like?



Value chain to scale Generative AI

**Create roadmap for focus business use case scenarios**  
Envisioning future state; Assess Readiness of Data and App estate

**Modernize your Data and Legacy Infrastructure**  
Unlock existing data safely: migrate SQL Server, Windows Server, Hadoop, Datawarehouse, Oracle and other Operational Data Stores

**Innovate with AI and Cloud Native Services in every Application**  
Modernize your Application Estate, Modernize Operational Databases

**Empower your Business Users by democratizing AI and Analytics**  
Modernize your Application and Data Estate with Modern Analytics and Governance Solution

# | Azure OpenAI Service

## Runs on trust

Your data is your data

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Your data is protected by  
the most comprehensive enterprise  
compliance and security controls

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Responsible AI controls  
built-in

Data is stored encrypted in your Azure subscription

There is no shared services between Microsoft and OpenAI

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Encrypted with Customer Managed Keys

Private Virtual Networks, Role Based Access Control

Soc2, ISO, HIPAA, CSA STAR Compliant

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Ongoing monitoring of harms - Monitoring real-world conversations for factors such as groundedness

Content Moderation - Detect and filter undesirable content

Prompt Engineering - Instructions to the base model for your scenario to improve outputs

Quality and Safety Measurements - Metrics to assess risk and drive continual improvement with a focus on relevance, groundedness, and coherence

# Responsible AI built into Azure AI



## Fairness

Assess fairness and mitigate fairness issues to build models for everyone.



## Explainability

Understand model predictions by generating feature importance values for your mode.



## Counterfactuals

Observe feature perturbations and find the closest datapoints with different model predictions.



## Causal analysis

Estimate the effect of a feature on real-world outcomes.



## Error analysis

Identify dataset cohorts with high error rates and visualize error distribution in your model.



## Responsible AI scorecard

Get a PDF summary of your Responsible AI insights to share with your technical and non-technical stakeholders to aid in compliance reviews.

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# Co-innovation framework for Strategic Partnerships

1

## Innovation

Net new projects that clients want to co-develop with Microsoft teams in developing cutting edge solutions

Examples: Co-building of IP PG, MSRA, ISE, Bing X-Box collaborations with research, equity investments

CxOs: Typically Innovation or AI Office, CDAO etc

2

## Acceleration

Existing business projects that are already underway but require technology interventions or expertise to accelerate

Examples: Deep expertise on products, architecture, implementation, CoE or joint council, Azure deep dives, CSA, partners)

CxOs: Typically BU heads, CDAO, core business use case leads

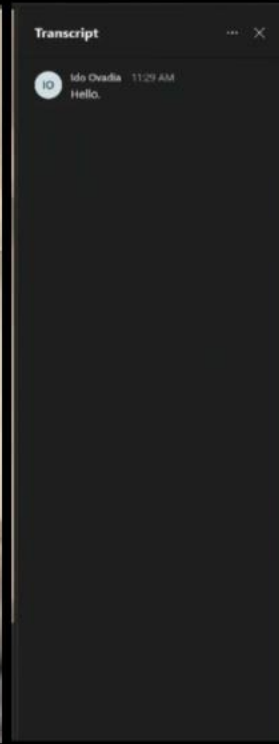
3

## Enablement

IT related systems or infra that Microsoft can support with core foundational products

Examples: SaaS (M365, Dynamics etc), Azure core, Apps, Databases, warehouse, security

CxOs: Typically CIO, CTO etc



ADVISOR CO-PILOT

A dark green header with the text "ADVISOR CO-PILOT" and a large black rectangular area below it, representing the co-pilot's workspace.A screenshot of a "Customer Insights" dashboard for a customer named Ido Ovadia. The dashboard includes a profile card with a "No picture" placeholder, engagement metrics (89, HIGH ENGAGEMENT), and a list of recent transactions. A sidebar on the right shows life stage information and upcoming appointments. At the bottom, a card identifies the assigned advisor as Ruben Overkemping, a Premier Segment Customer assigned to a Digital Client Advisor.

**Customer Insights**

### Customers

No picture

## Ido Ovadia

89 HIGH ENGAGEMENT

2 Kingdom St  
London W2 6bd, UK

Transaction	Date
Check Deposit London City	2023-03-10
Transfer iPhone App	2023-03-03
Remedy Ticket Complaint Activity	2021-07-09
Rewards Travel Voucher	2019-09-24

**Ruben Overkemping**  
Premier Segment Customer  
assigned: Digital Client Advisor

**Life stage and events:**  
Based on data analysis:  
Married Age-g  
2 children  
No advisory input in last

**Upcoming Appointments:**  
Scheduled Biometric  
Join meet

**Next best Conversation:**  
Priority 1:  
Biometric va  
Plan  
Fin  
Open co



Chat



Morgan Winter Chat Files Organization Activity 1 more



Pinned

Anna Willow (You)

Recent

Morgan Winter 2:11 PM  
Sure, but I'm not sure I know from the top of ...

Copilot 2:07 PM  
Sent a card



You're starting a new conversation

Type your first message below.

Type a new message





Thank You