

A futuristic, metallic robot hand is shown in a dark, blue-toned environment. The hand is positioned as if interacting with a digital interface or data stream. The background is filled with glowing lines and points of light, suggesting a complex digital or data landscape. The overall aesthetic is high-tech and futuristic.

Beyond Bots: How to leverage power of AI



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sohamda



iamsoham



dasguptasoham

Every app will be
reinvented with AI

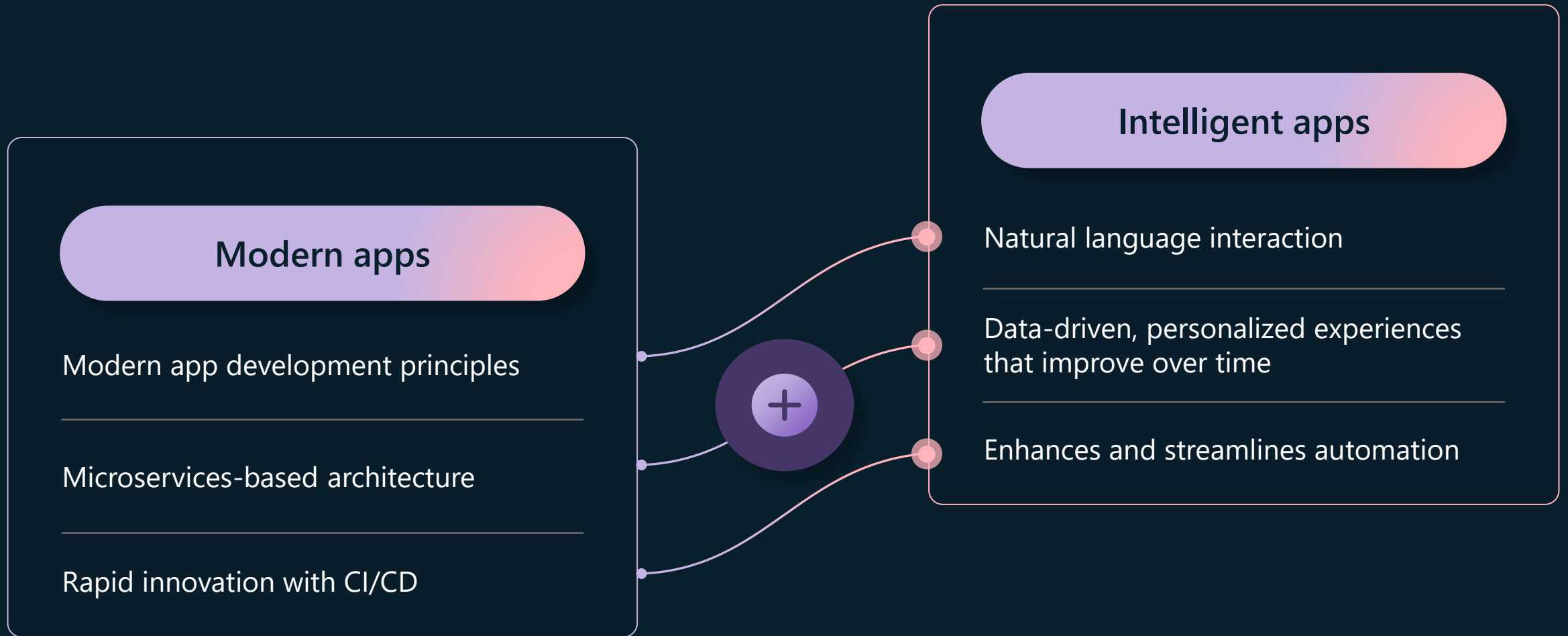
New apps will be built that
weren't possible before



Generative AI has the potential to create \$2.6 to \$4.4 trillion in value across industries and automate activities that absorb 60–70% of employees' time.

The economic potential of generative AI, McKinsey June 2023

Generative AI makes apps truly intelligent



Empower developers with cloud and AI



Streamlined
dev experience for
speed, scale, and
safety



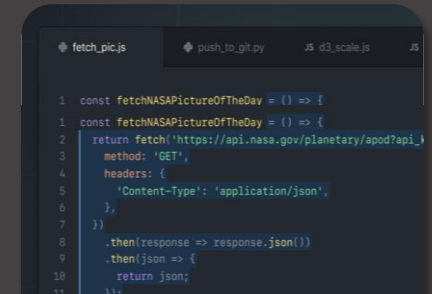
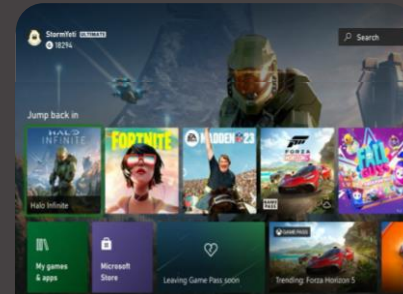
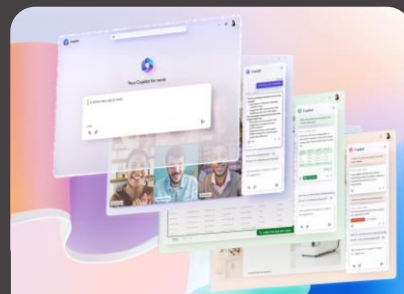
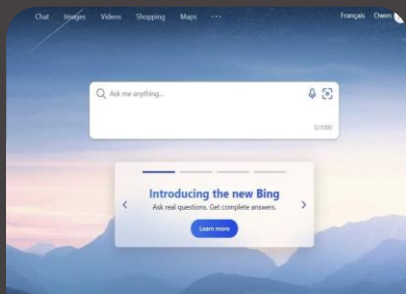
Hosted models and
platform services to
accelerate AI
adoption



Scalable high
performance
managed
databases

Deliver intelligent apps to market quickly

Innovate on a pressure tested platform



Microsoft modernized our own flagship apps and services for highly differentiated experiences

AI-based search with ChatGPT



Modern work across Office 365



AI-powered meeting recaps



Personalized recommendations



Copilot assisted coding



Azure powers OpenAI and ChatGPT

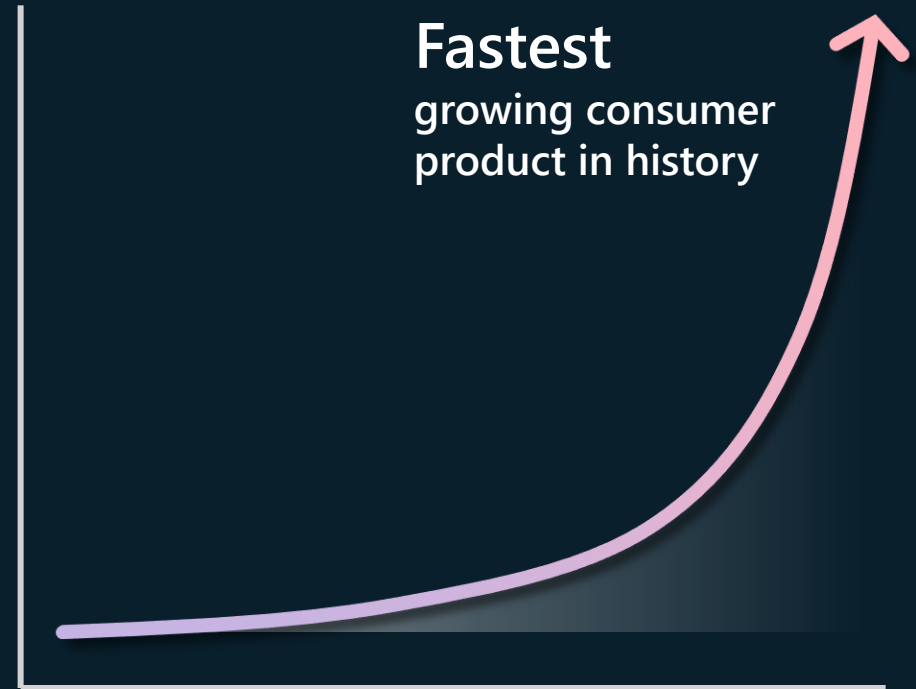


ChatGPT

Runs on Azure Kubernetes Service (AKS)

Backed by Azure Cosmos DB

Developed on GitHub



So, how many times have you used AI this week?

Do you believe AI will add value to your business?



Blessing

Incredible adoption rate of GPT
Widespread adoption by people for general questions
Very fast and powerful

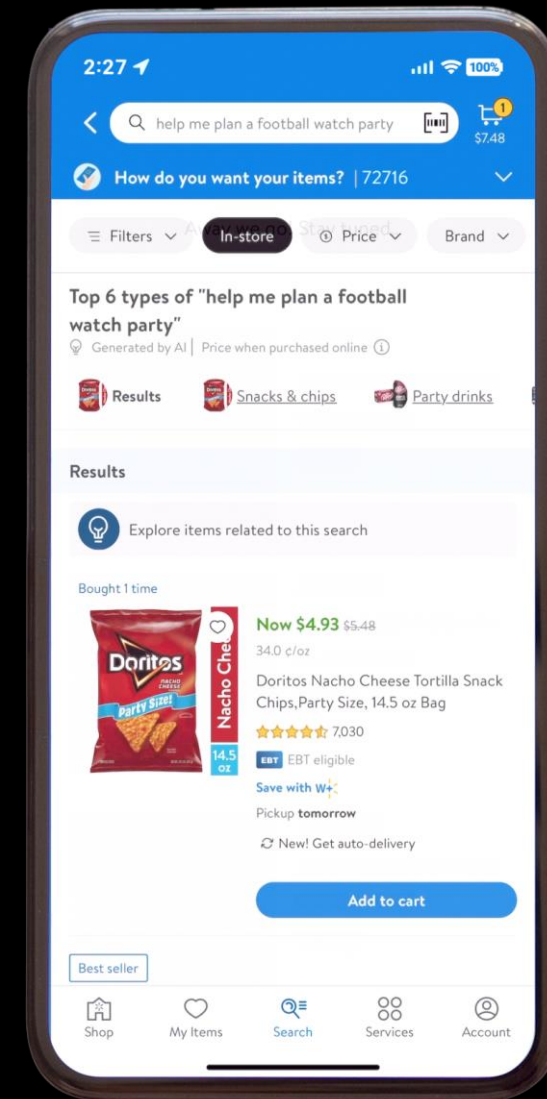
Curse

Chat feature was discovered by accident
OpenAI GPT is cognitively related to ChatGPT
GPT \neq Chatbot
AI is more than just OpenAI

Walmart unveils new generative AI-powered capabilities for shoppers and associates



- The new capability is specifically designed to understand the context of a customer's query and generate personalized responses.
- Customers will have a more interactive and conversational experience, get answers to specific questions, and receive personalized product suggestions.
- For example, instead of multiple searches for unicorn-themed balloons, napkins, streamers, etc., the parent can simply ask the question "Help me plan a unicorn-themed party for my daughter."



Epic and Microsoft Bring GPT-4 to EHRs



- Enhancing clinician productivity with note summarization
- Enhancing clinician productivity with embedded ambient clinical documentation
- Driving administrative efficiencies through reduction in manual, labor intensive processes
- Advancing medicine for better patient outcomes



95% ✓

success rate in automated semantic phrase tagging

“

Our purpose statement is to build trust in society and solve important problems. As part of this commitment, we want to continue developing AI solutions and provide ease of use to our customers. Microsoft shares our passion for helping to make things easier for individuals and companies.

”

Neelam Sharma

Director of Digital Risk Solutions, PwC



[Read full story here](#)

Situation:

Regulatory compliance is time consuming, expensive, and risk prone. PwC's Fortune 100 customers and other regulated companies need to jump past the constraints of the manual process and focus their professionals on more creative work.

Solution:

PwC turned to knowledge mining in Microsoft Azure Cognitive Search, taking advantage of its relationship with Microsoft to develop an AI proof of concept hosted on Azure.

Impact:

The solution is already demonstrating impressive productivity gains, reducing analysis by several hours or even weeks, depending on complexity. Achieved 95% success rate in automated semantic phrase tagging.



Allstate



Reducing time on new claims while increasing insights and customer satisfaction



Being at the forefront of innovation really puts us in a great position to take care of the consumer, be very empathetic with the consumer, and do so in a manner that absolutely exceeds all of their expectations.



John Kelsh

Director | Claims, Innovation & Shared Economy, Allstate



Allstate

[Watch the video here](#)

Situation:

When customers report their accidents, they provide a lot of rich details that Allstate had difficulty in capturing effectively. They wanted to shift the friction their customers were going through into more empathetic, supportive experiences.

Solution:

Using **Azure Cognitive Services**, Allstate extracted the rich insight and details they needed from call transcripts as opposed to keeping customers on the phone longer. **Azure Custom Speech** enabled more industry-specific terminology to be more accurately leveraged.

Impact:

As a result, Allstate has been able exude a greater sense of empathy and understanding to their customers, raising the customer satisfaction level dramatically and reducing the amount of time and energy required to report new claims.

Introduction to top use cases

Business Problem	Productivity is lagging	Need for process Automation	Degraded Customer Experience	Creating Content is Time Consuming
Business Needs	Increase Productivity	Automate Processes	Improve Customer Experience	Build Creative Content
Solutions	<ul style="list-style-type: none">• Conversational Search/Knowledge Insights• Code Generation and Documentation• Trend Forecasting• Report Summarization & Generation	<ul style="list-style-type: none">• Document Processing• Workflow Management• Fraud Detection• Supply Chain Optimization	<ul style="list-style-type: none">• Intelligent Contact Center• Agent/Employee Assistance• Virtual Assistance• Call Analytics• Call Summarization	<ul style="list-style-type: none">• Marketing/Sales Content Generation• Personalized Content Generation• Product Design & Development• Digital Art
What can Generative AI Do?	Generate New Revenue Streams Deliver Differentiated Customer Experiences Modernize Internal Processes			

B2B SaaS use cases from the field

- Claim Process automation
- Rules engine translation
- Business process automation
- Low-code platform for business users
- Lower onboarding time for new employees
- Efficient back-office process
- Automatic processing & categorization of receipts/bills

Best-in-class AI foundation models



Azure AI Services

Pre-trained, turnkey solutions
for intelligent applications



Azure Machine Learning

Full-lifecycle tools for designing
and managing AI models



Responsible AI Tooling

Build and manage apps that
are trustworthy by design



A comprehensive platform to develop and deploy custom copilots



Get to know Azure AI

Azure AI Infrastructure

State-of-the-art silicon and systems for AI workloads

High-Bandwidth Networking

Microfluidic Cooling

Azure Maia Silicon

Azure AI Studio

One place for building and deploying AI solutions

Model Catalog

Complete AI Toolchain

Responsible AI Practices

Enterprise-Grade Production at Scale

Cutting-Edge Models

Access to the latest foundation and open-source models

Model Catalog

Models As a Service

GPT Model Family

Open-Source Models

Small Language Models

Azure AI Services

Pre-trained, turnkey solutions for intelligent applications

Azure OpenAI Service

Azure AI Search

Azure AI Speech

Azure AI Vision

Azure AI Content Safety

Azure AI Document Intelligence

Azure AI Language

Azure AI Translator

Azure Machine Learning

Full-lifecycle tools for designing and managing responsible AI models

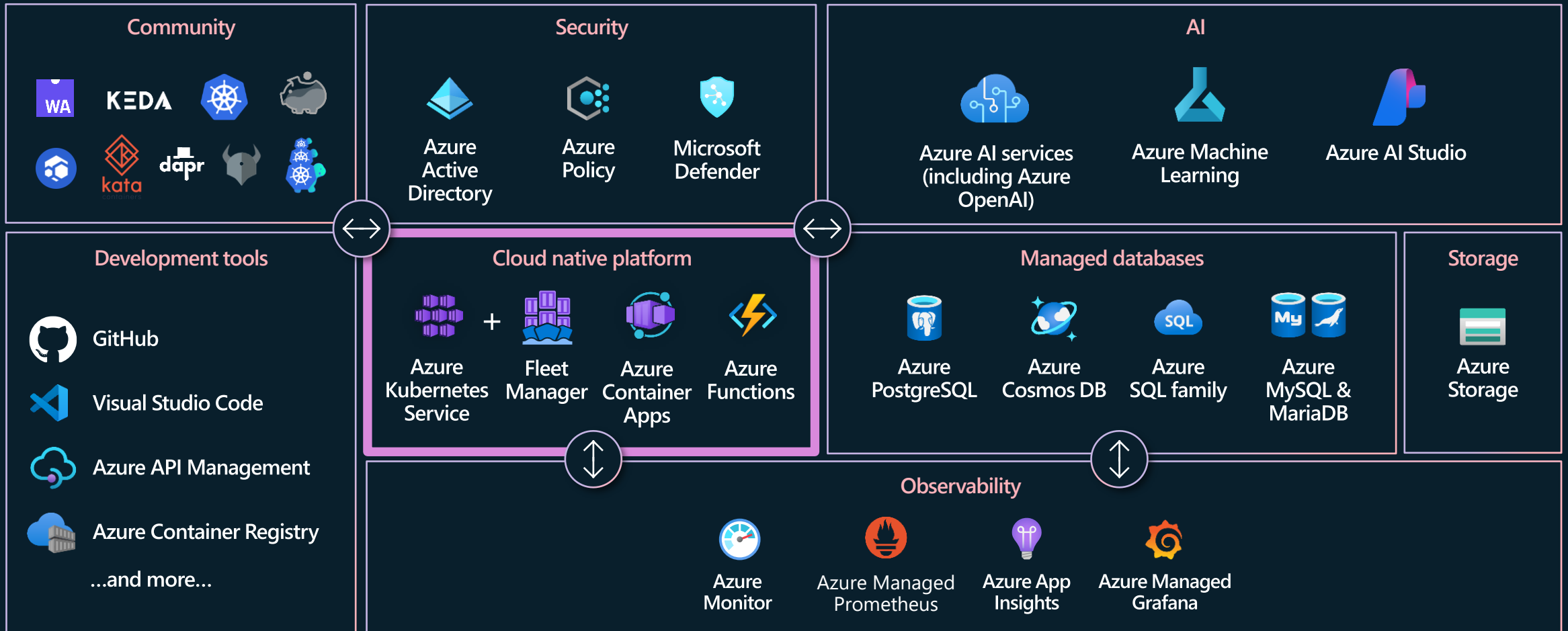
Prompt Flow Orchestration

Responsible Model Design

Model Fine-Tuning

Model Training

End-to-end platform for intelligent apps



Cloud operations anywhere



Azure Arc

Putting Responsible AI into action



Microsoft Responsible AI Principles

Designing solutions worthy of trust

Fairness

AI systems should treat all stakeholders equitably and should not reinforce undesirable stereotypes and biases.

Transparency

AI systems and their output should be understandable to relevant stakeholders.

Accountability

The people who design and deploy AI systems must be accountable for how their systems operate.

Reliability

AI systems should be designed to perform safely even in the worst-case scenario.

Privacy & Security

AI systems should protect data from misuse and ensure privacy rights.

Inclusion

AI systems should empower everyone, regardless of ability, and engage people by providing channels for feedback.

Azure AI Content Safety

Azure AI Content Safety uses AI to help you create safer online spaces.

- With cutting edge AI models, it can detect hateful, violent, sexual, and self-harm content and assign it a **severity score**, allowing businesses to prioritize what content moderators review.
- **Azure AI Content Safety can handle nuance and context**, which eases the load on human content moderator teams.
- Azure AI Content Safety isn't one-size-fits-all—it can be **customized to help businesses implement their policies**. Plus, its multi-lingual models enable it to **understand many languages simultaneously**.

● Azure AI Content Safety classifies harmful content into four categories:



Hate



Sexual



Self-harm



Violence

● Next, it returns a four or eight severity level for each category:

Hate: 0 – 2 – 4 – 6 or 0-1-2-3-4-5-6-7
Sexual: 0 – 2 – 4 – 6 or 0-1-2-3-4-5-6-7
Self-harm: 0 – 2 – 4 – 6 or 0-1-2-3-4-5-6-7
Violence: 0 – 2 – 4 – 6 or 0-1-2-3-4-5-6-7

● Then, users take actions based on the severity levels:

Auto allowed
Auto rejected
Send to human moderator

Responsible AI at Microsoft

A principled approach for AI to amplify human ingenuity, transform industries and create a positive impact for people & society



**Ethical principles
to earn trust**



**Governance
and operations**



**Tools that empower
customers**



Public policy

Internet may be just passing fad...

- December 5, 2000

Daily Mail, Tuesday, December 5, 2000

Internet 'may be just a passing fad as millions give up on it'

THE Internet may be only a passing fad for many users, according to a report.

Researchers found that millions were turning their back on the

By James Chapman
Science Correspondent

Woodgar, director of the society, said: 'We are often presented with a picture of burgeoning Internet use, but

Net loss: Two million Britons have logged off the Internet

Do you already have identified
your **top 3** use cases for **AI**?

