



Power your AI transformation with the Microsoft Cloud

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AI is shifting business today

Every
individual

Collaborate more effectively
Find information faster
Enable creativity and focus

Every
function

Help sellers spend more time with customers
Deliver meaningful marketing engagements
Shift the advantage from attackers to defenders

Every
industry

Deliver more personalized healthcare
Enable safer finance
Make retail more sustainable
Unlock efficient manufacturing

El impacto ya es real

IndesIA y Microsoft colaborarán para ofrecer a las pymes industriales **soluciones de IA generativa** basadas en la plataforma de datos de IndesIA y los servicios de Azure OpenAI Service de Microsoft.

Almirall con uno de nuestros socios ha desarrollado modelos con una tasa de precisión de más del **90%**, lo que permite agilizar la **investigación**.

Ferrovial ha creado primer asistente virtual empresarial con Azure OpenAI Service integrando **búsqueda semántica**

KPMG ha lanzado un proyecto en Azure OpenAI Service para mejorar sus **capacidades de automatización** y mejorar sus servicios de **identificación y clasificación** de datos sobre fiscalidad ESG

87%

of organizations believe AI will
give them a competitive edge



Microsoft
Cloud



Digital
Transformation



AI
Transformation



*Ensure that artificial
general intelligence (AGI)
benefits humanity*



*Empower every person and
organization on the planet
to achieve more*

GPT-3.5 and GPT-4

Text

ChatGPT

Conversation

Codex

Code

DALL·E 2

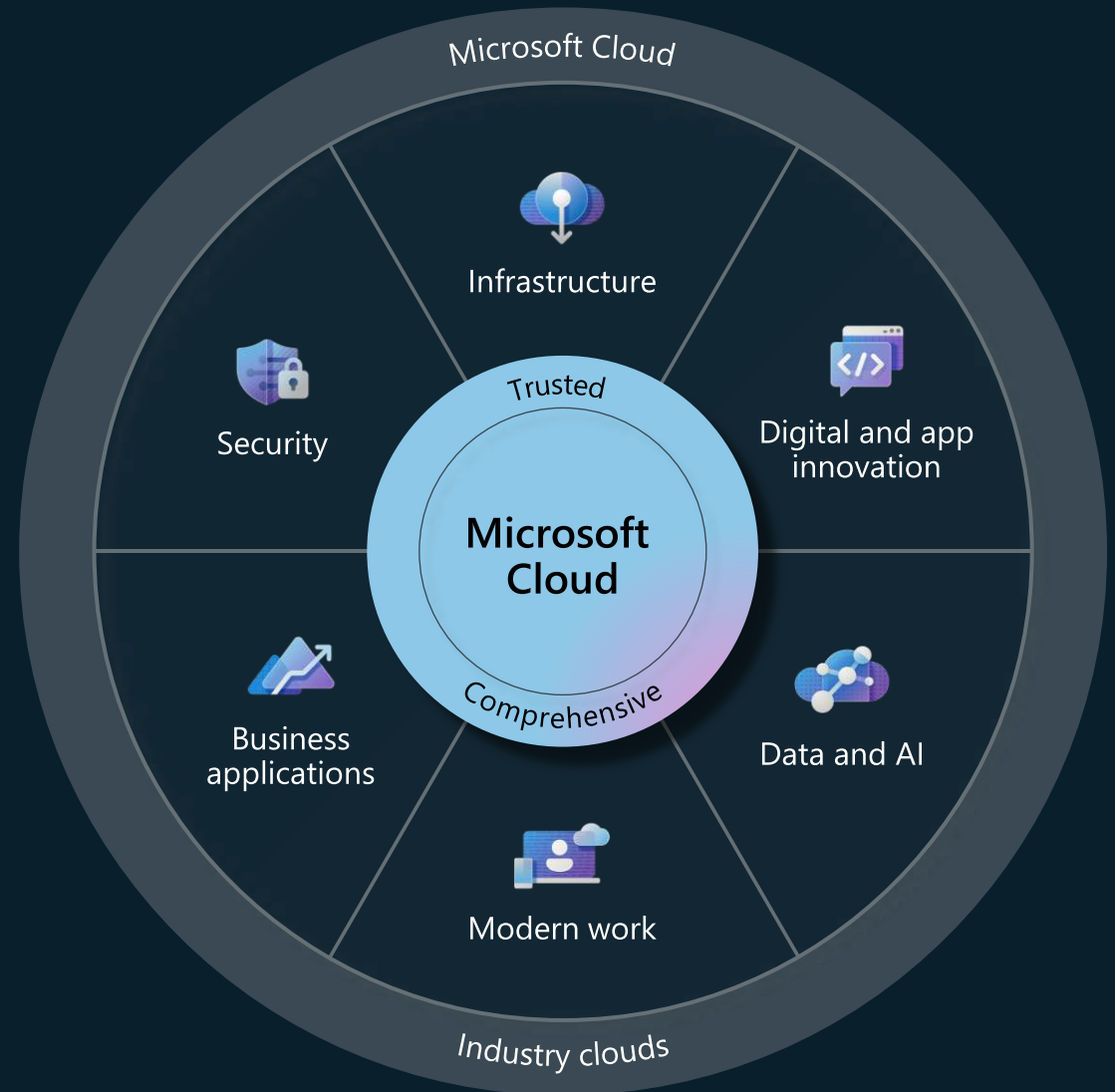
Images

Power your AI transformation

Amplify human ingenuity with a copilot for everyone

Deliver transformational experiences with your own intelligent apps

Safeguard your business and data with the most trusted AI platform



Employees are ready to embrace AI

64%

Employees lack time & energy to do their job

3.5X

More likely to struggle with strategic thinking

70%

Employees willing to delegate work to AI

2X

Managers looking to AI to boost productivity

Your AI-driven partner
That amplifies your creativity
And takes the grunt work off your plate

What is Copilot?

Chat using natural
language (and code)

You determine,
guide, and approve
the output

Its value increases
with complexity

Empowering everyone to achieve more



Every employee



Functional business roles



Security & IT professional



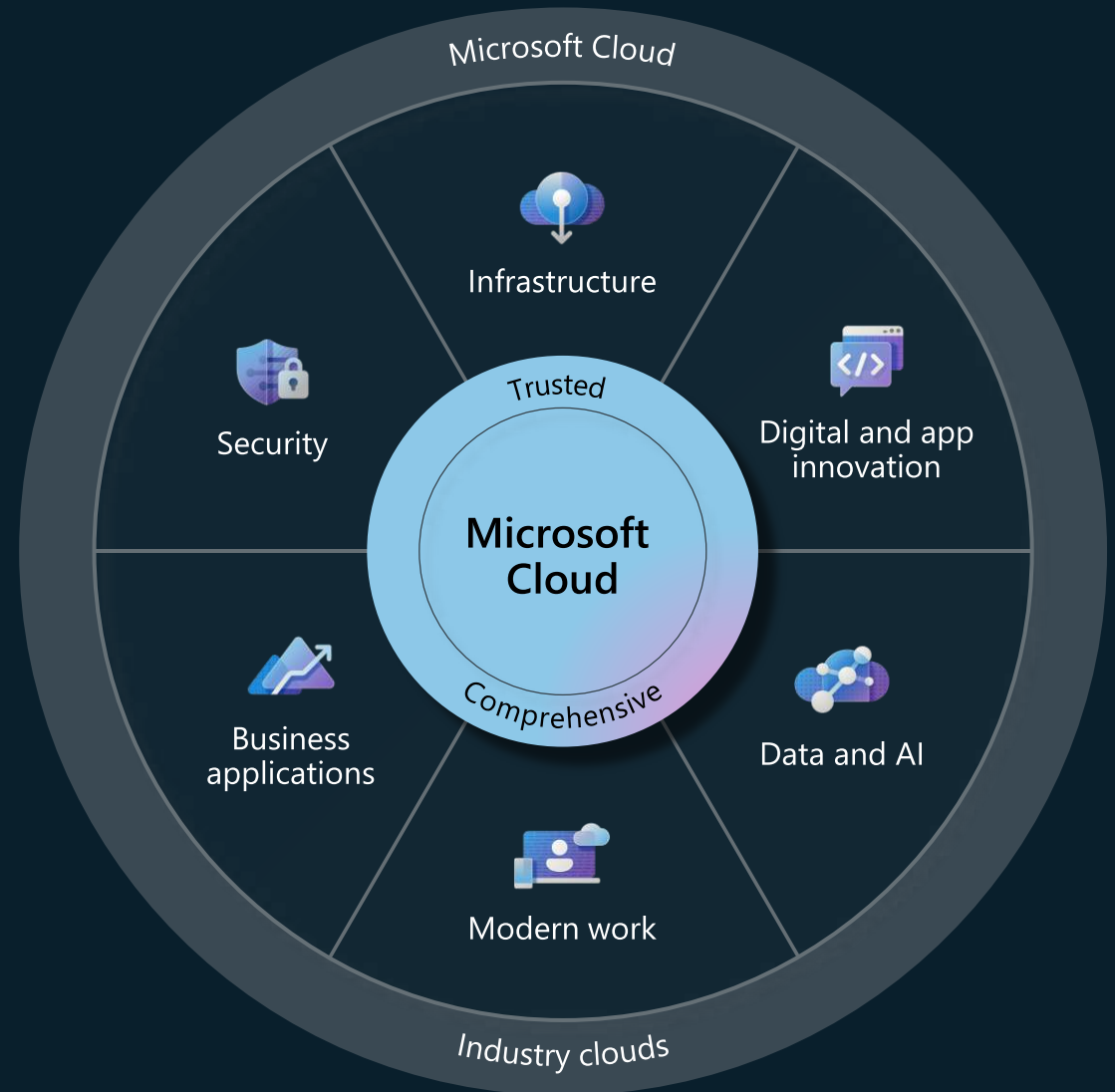
Developer & data professional

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The potential of AI is clear...
the question is what will you build?

Top use cases for Generative AI



Enterprise ChatGPT
Better knowledge mining



Intelligent Call Centers
Better analytics and service



Build your own copilot
Your data. Your apps. Your people



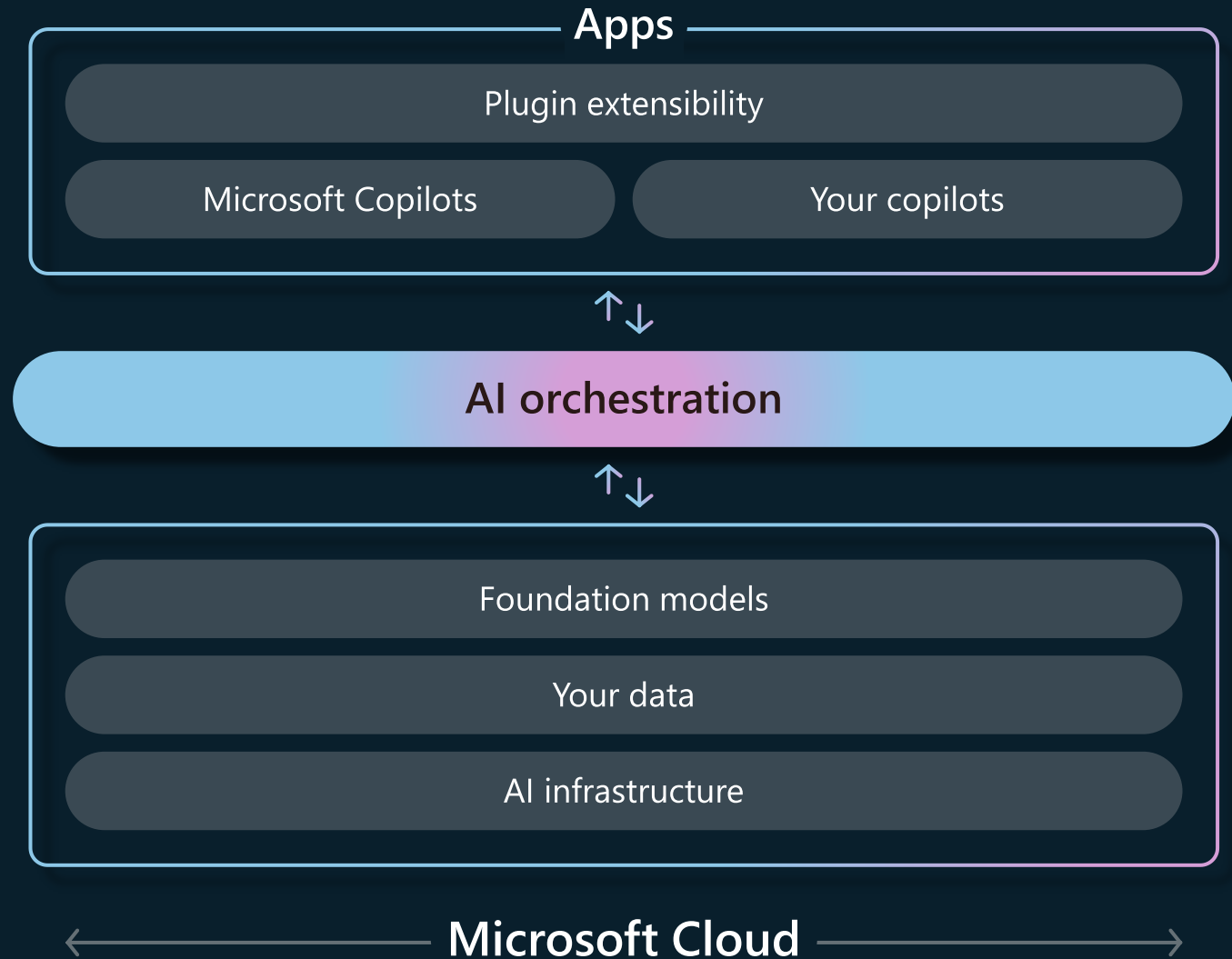
Content Generation
New products and services



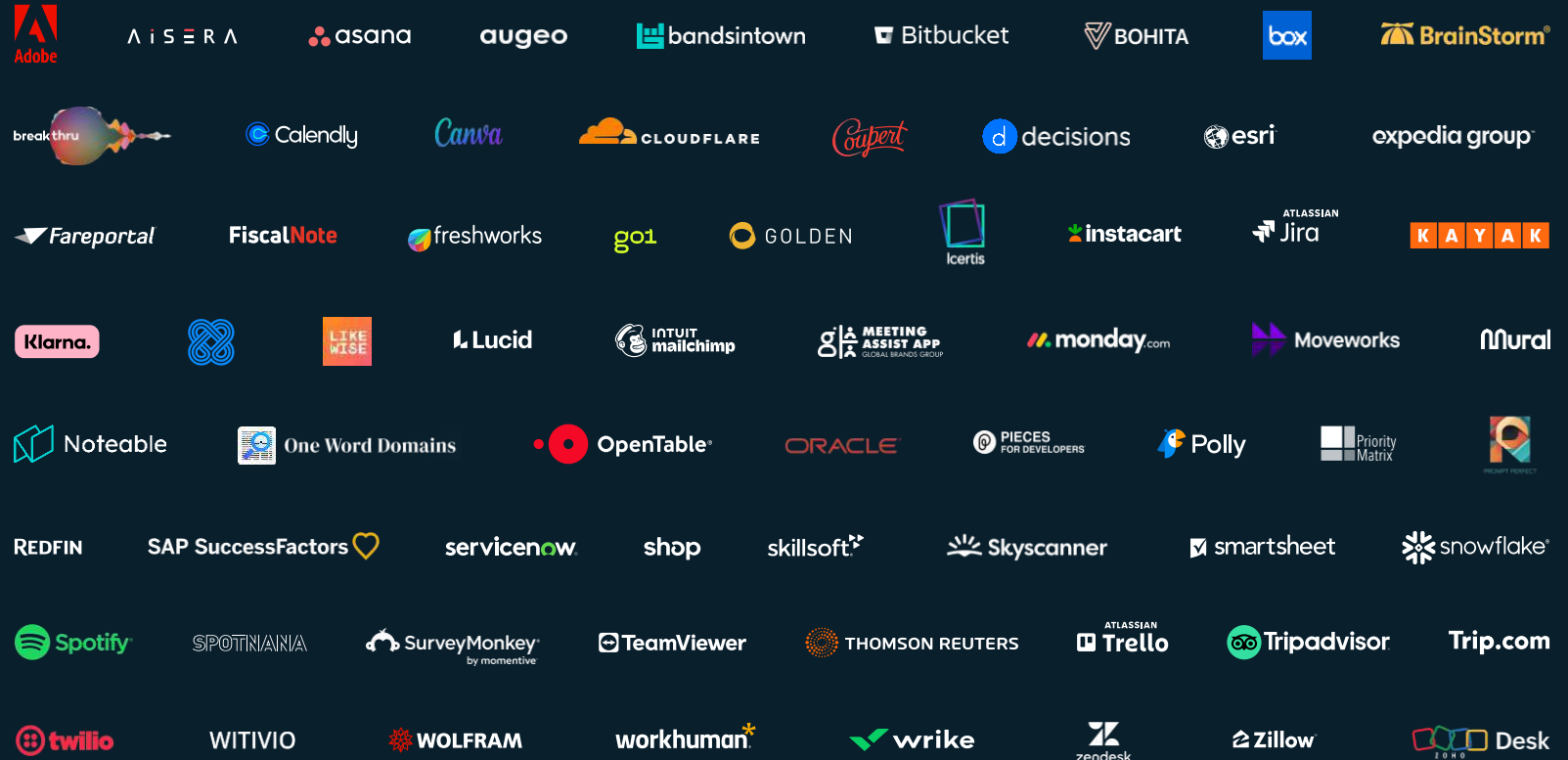
Hyper-personalization
Better sales and marketing

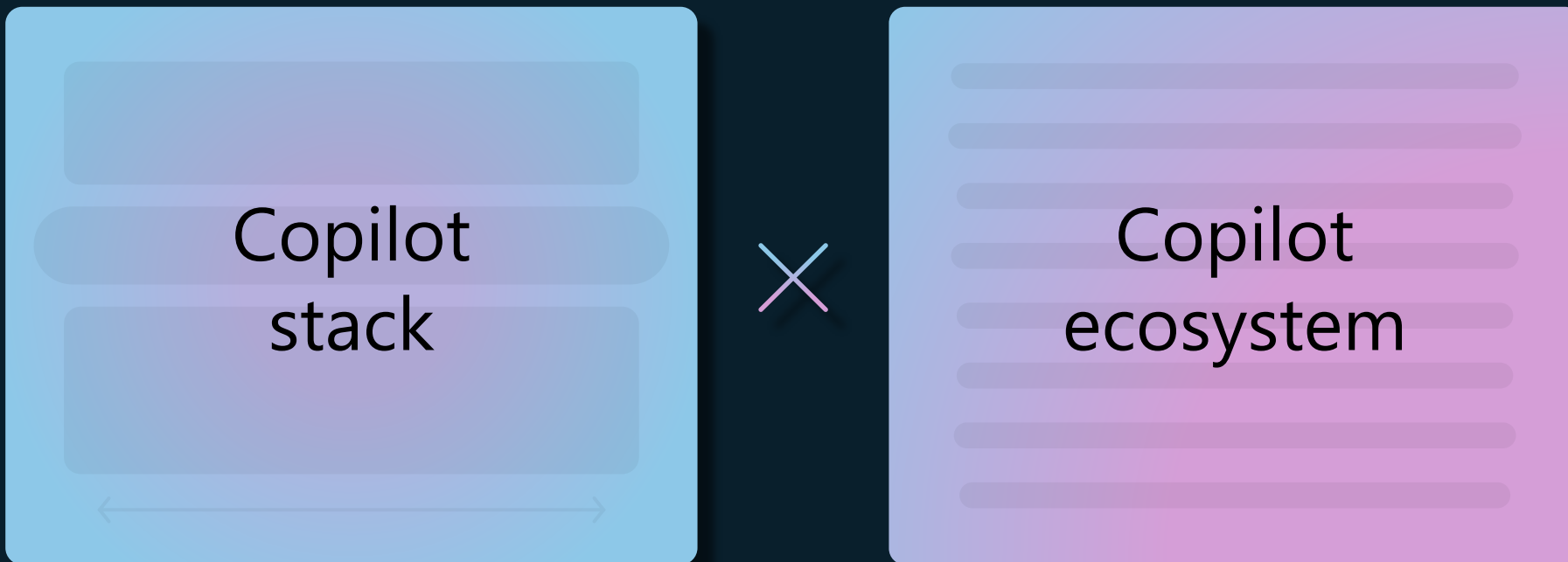
How to build your own Copilot

Copilot stack



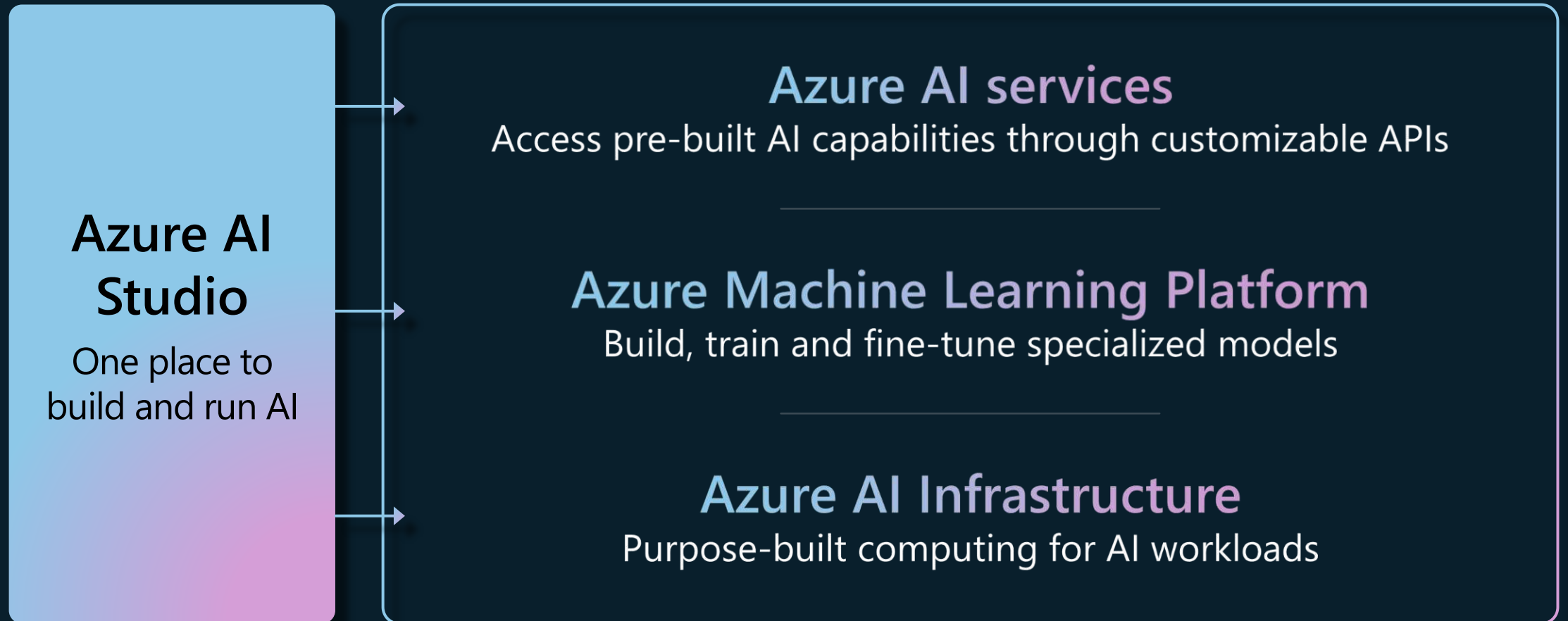
Copilot ecosystem





← Copilot advantage →

Meet the Azure AI platform



Azure OpenAI Service

Large pretrained foundation AI models
custom-tunable with your parameters and your data

GPT-3.5

GPT-4

ChatGPT

Codex

DALL·E 2

Generative Text Models, with varying capabilities and uses

Specialised Generative Coding Model

Generative Image Model

Azure AI

Applications



Partner Solutions

Application Platform

AI Builder



Power BI



Power Apps



Power Automate



Power Virtual Agents

Scenario-Based Services

Applied AI Services



Bot Service



Cognitive Search



Form Recognizer



Video Indexer



Metrics Advisor



Immersive Reader

Customizable AI Models

Cognitive Services



Vision



Speech



Language



Decision

Azure OpenAI Service

ML Platform



Azure Machine Learning



Business Users



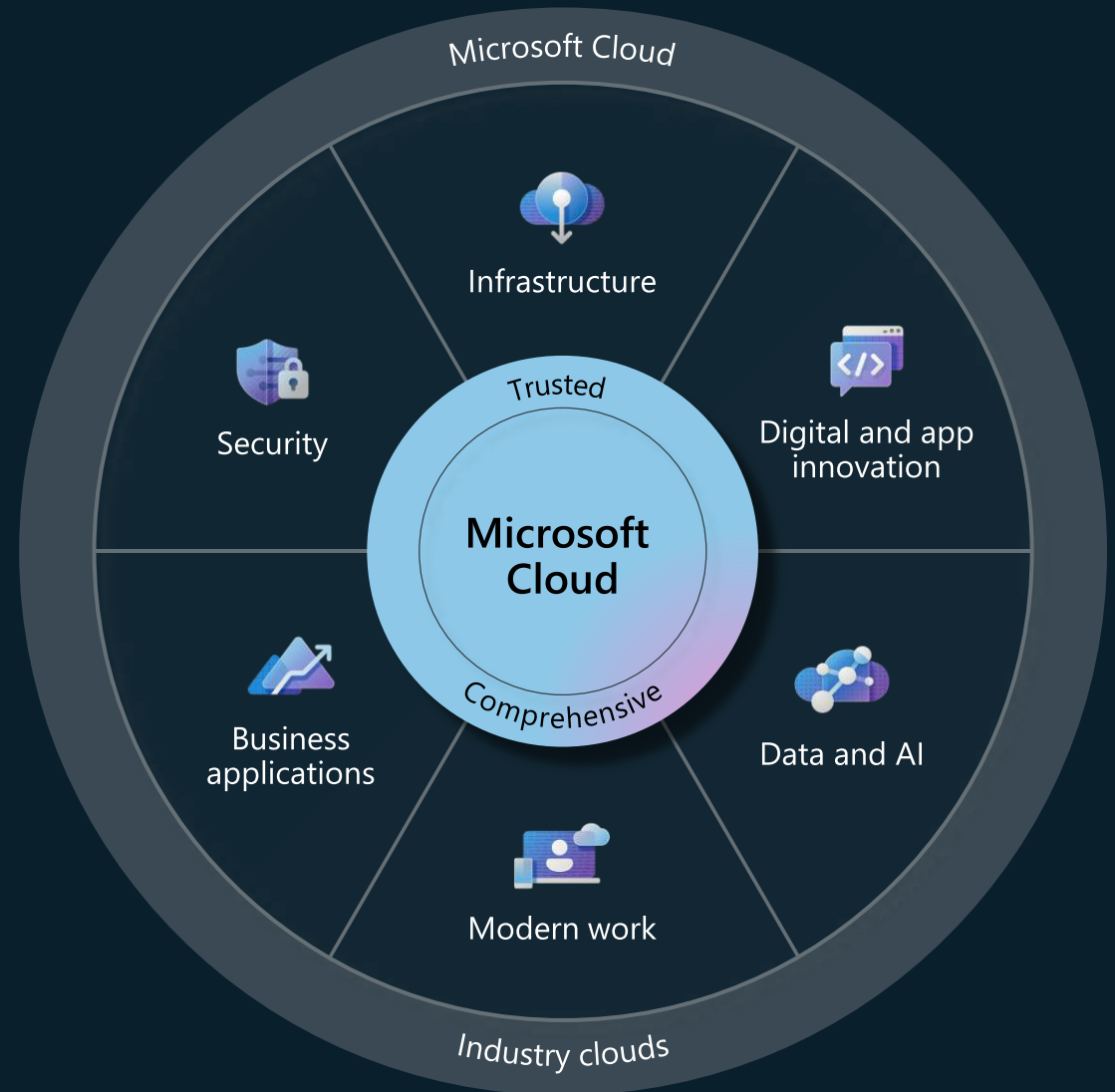
Developers & Data Scientists

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Microsoft Cloud

AI you can trust

Your data is your data

Your data is not used to train the OpenAI foundation models without permission

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

Microsoft's AI principles



Fairness



Reliability
& Safety



Privacy &
Security



Inclusiveness



Transparency



Accountability

Put principles into action with the Responsible AI Standard

Records

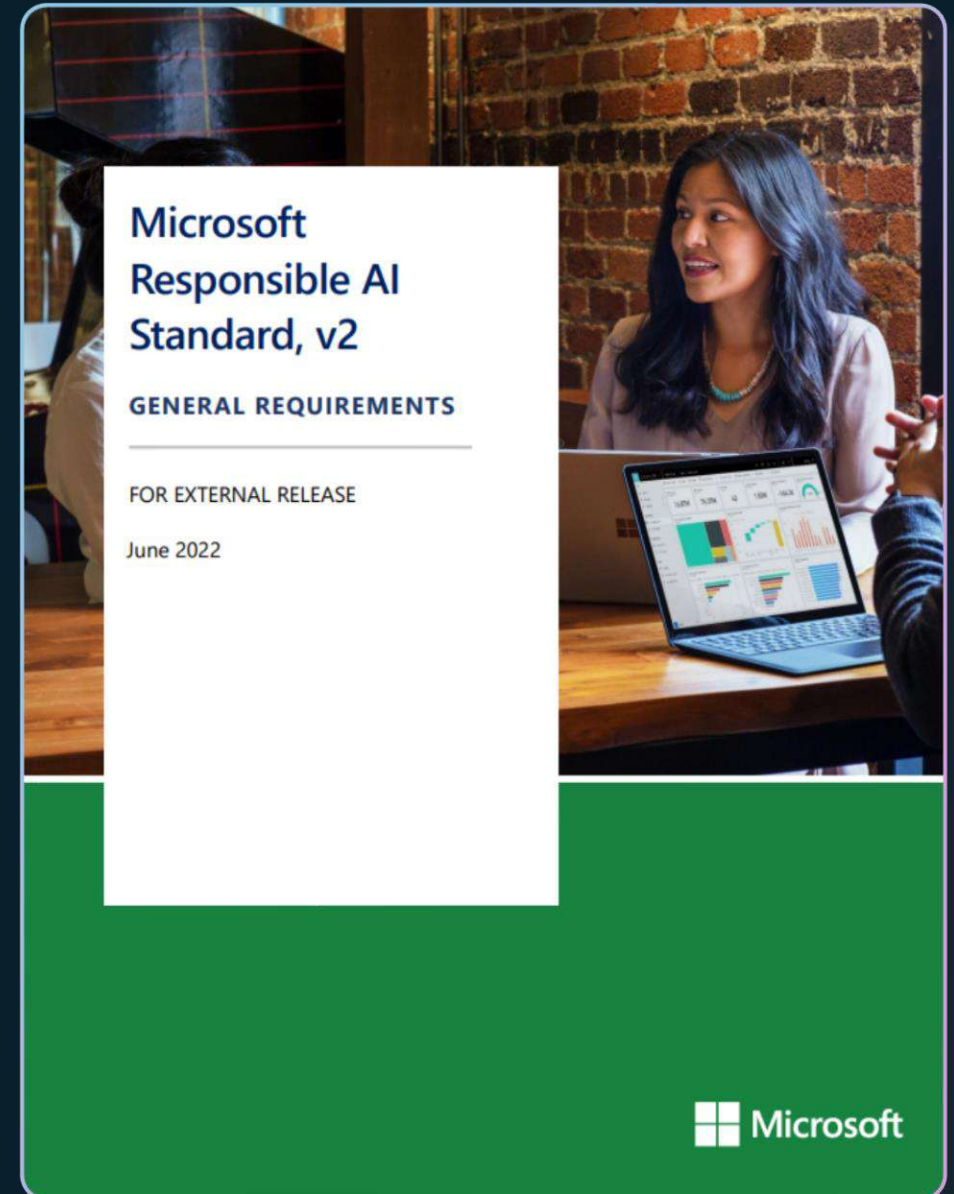
our practice of **Responsible AI by Design** – the proactive ways in which we guide the design, build, and testing of AI systems.

Establishes

a **durable framework** for the maturing practice of responsible AI and evolving regulatory requirements.

Reflects

our **deeper exploration** of what our six AI principles mean and the steps we must taken to uphold them.



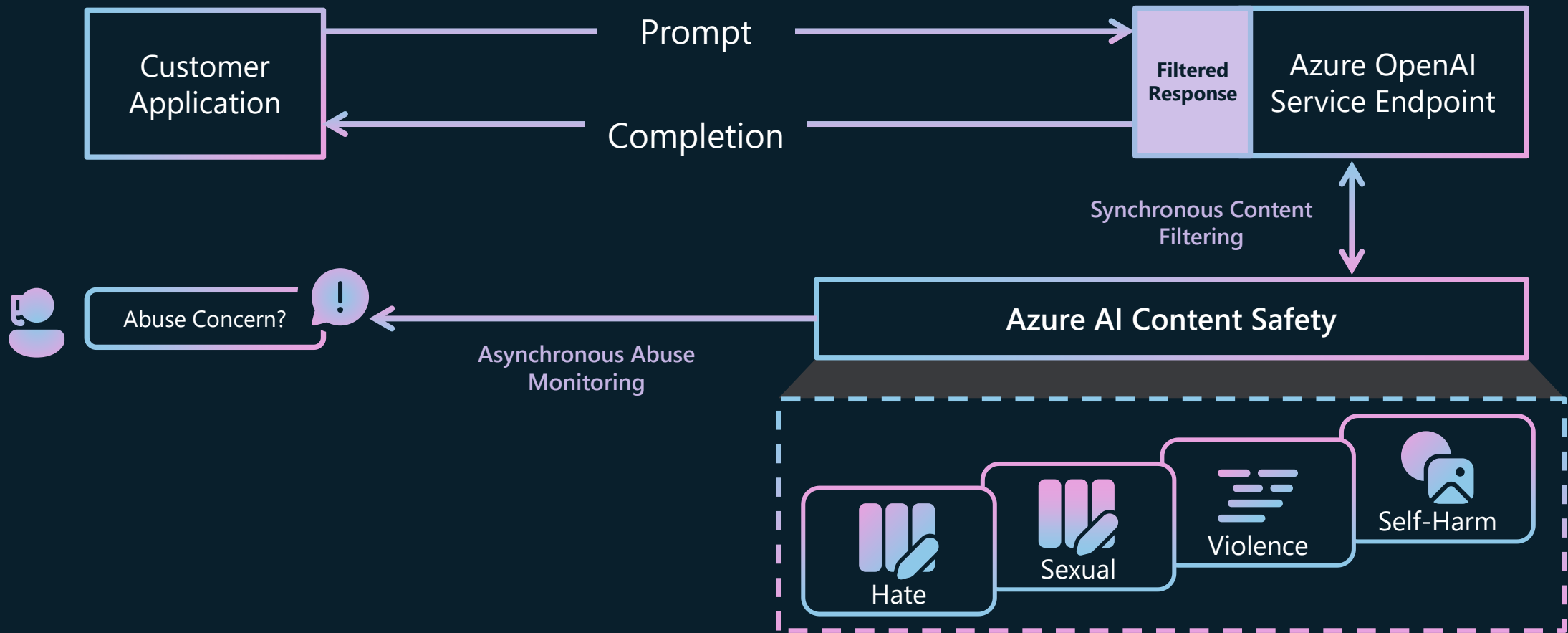
Azure AI Content Safety Service

Detect and assign severity scores to unsafe content

Works on human/AI generated content

Available as a Service (API) and integrated across Azure AI

Deploy foundation models with a built-in safety system using Azure AI



Customers may apply to modify monitoring for Azure OpenAI Service endpoints: <https://aka.ms/oai/modifiedaccess>

How you can get started today

1 Assess where you are today



Assess the **drivers of AI success** so you can realize meaningful business impact with AI

2 Learn more about Microsoft AI



Learn how to **power your AI transformation** with Microsoft

Learn how to **build safety and responsibility** into your AI journey from the start

3 Take action to transform your business

Envision boosted creativity and work productivity. Prepare for **Microsoft 365 Copilot**

Start using **GitHub Copilot and Sales Copilot**, now generally available

Migrate and modernize your data estate and infuse **Azure AI** to power new and existing apps

Check our latest Copilot announcements across **Power Platform, Security, and Dynamics 365**

The opportunity is yours to
lead the AI transformation

Thank You