

Microsoft KI im Überblick

Stephan Pepersack – Partner Technology Strategist

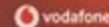
17.10.2024

Achieve more
together

Together we can



Microsoft



vodafone

AI is shifting business today



Every
individual



Every
process



Every
organization



Every
industry

How will you transform your business to increase revenue and manage costs?



Enrich employee experiences



Reinvent customer engagement

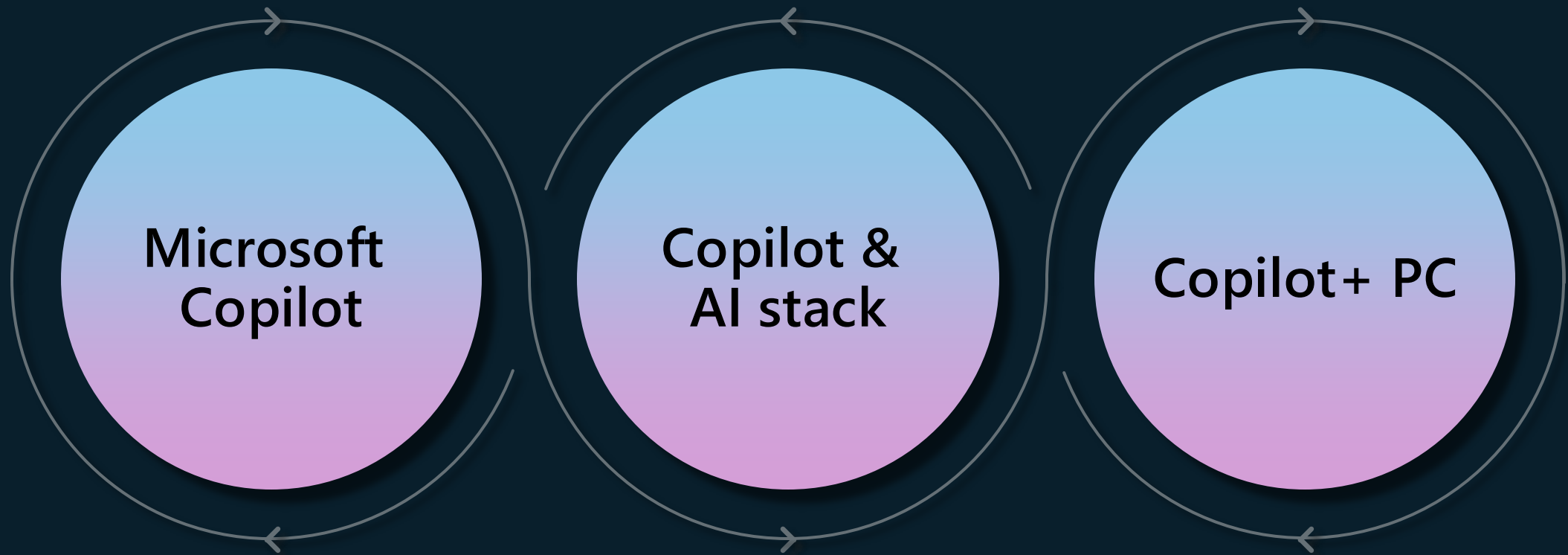


Reshape business processes



Bend the curve on innovation

Power your AI transformation with the Microsoft Cloud



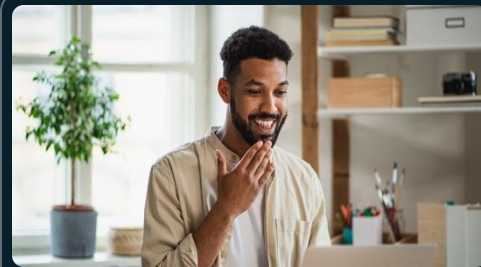


Microsoft Copilot

Copilot & AI stack

Copilot+ PC

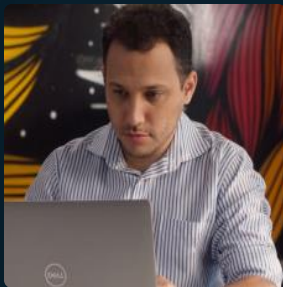
Microsoft Copilot unlocks value and opportunity



Every employee
Universal tasks



Service agent



Seller



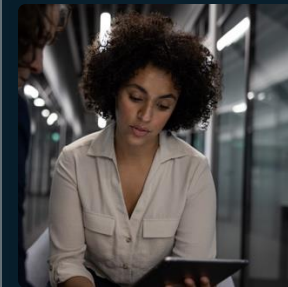
Financial analyst



Marketer



HR professional



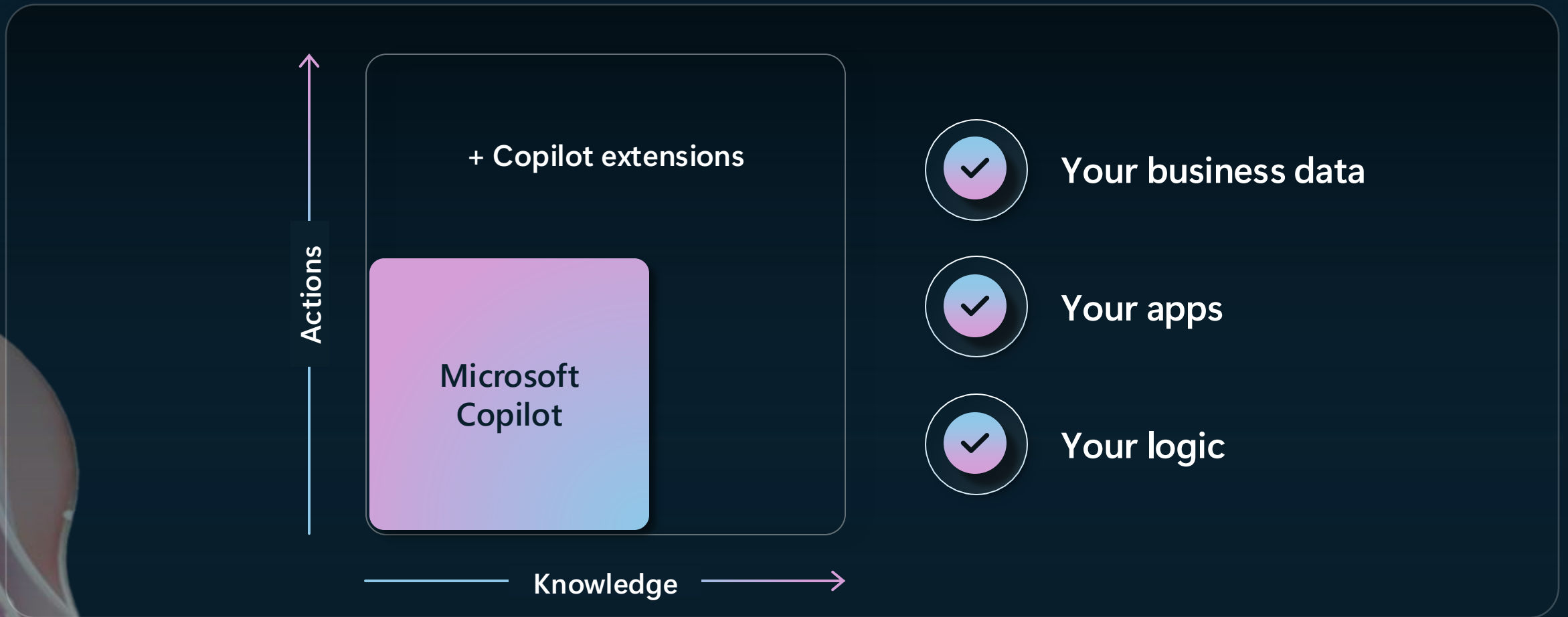
Security analyst



Developer

Function-specific tasks

Extend and customize Microsoft Copilot with Copilot Studio



Building your AI solutions with Copilot Studio and Azure AI

Rapid time to solution

Managed service

- Rapid authoring environment
- Fully managed SaaS stack

 Copilot Studio



Control and customization

Code-first development

- Integrated into GitHub, Visual Studio
- Complete control of the stack

 Azure AI



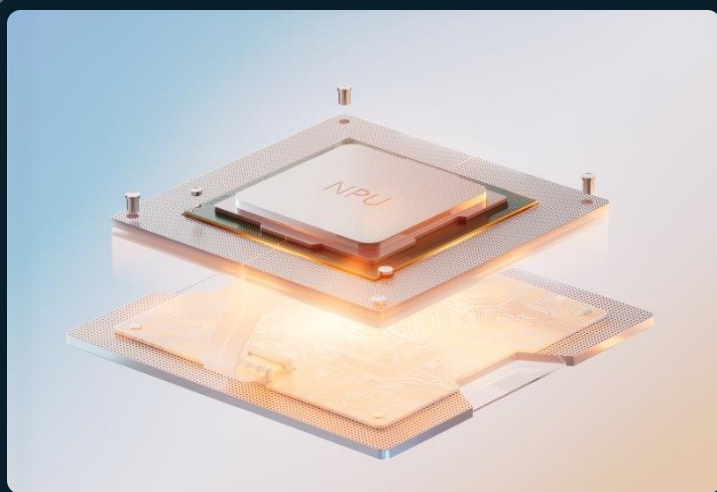
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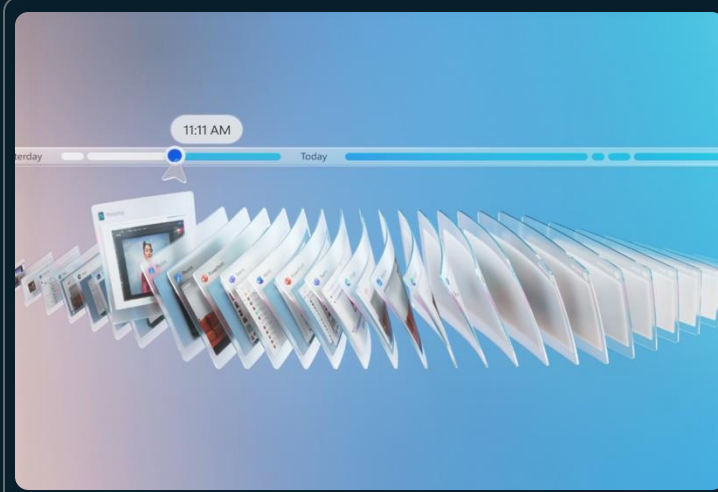
Copilot+ PC

The fastest, most intelligent Windows PCs ever



Power up

Lightning-fast speed, smooth performance and all-day battery life



Your new superpower

Unique Copilot+ PC experiences powered by 40+ TOPS NPU



Most secure

Secured-core PC protection built into the processor for chip-level security

The business case for investing in AI

75%

of knowledge workers already using AI at work (doubled in the past 6 months)¹

30 min

saved a day, equating to 10 hours per month by Copilot users²

65%

of organizations using and deriving business value from gen-AI in 2024³

\$3.5

return on investment for every \$1 invested into AI⁴

1. [Work Trends Index](#)

2. [Work Trends Index](#)

3. [McKinsey](#)

4. [IDC](#)

Considerations for your AI transformation



Which employees
and teams should
you prioritize?



What business
processes can
you transform
with AI?



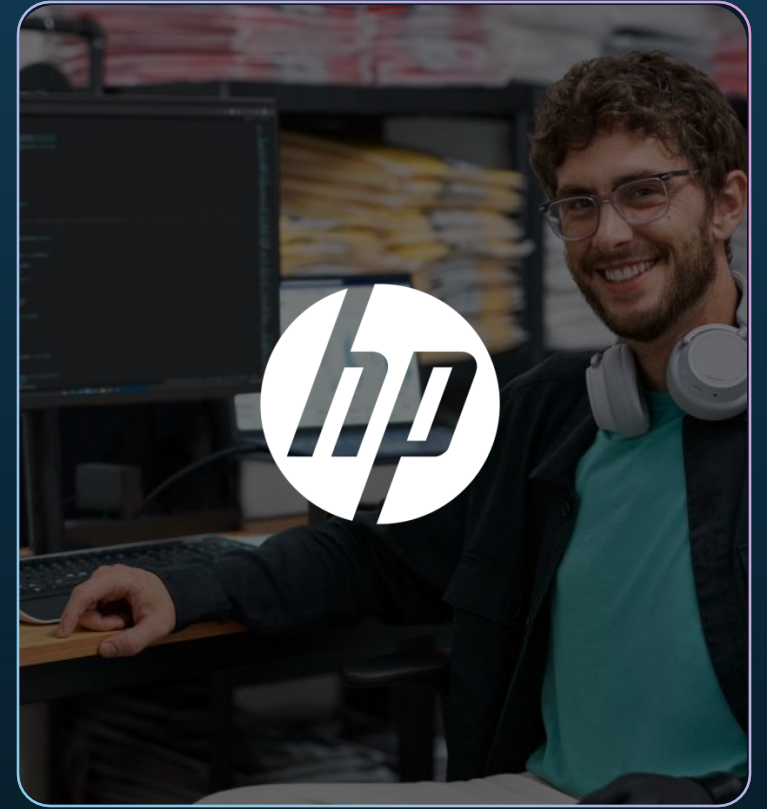
How can AI help
you serve
customers and
partners better?



Where can you
innovate with AI
to differentiate?



Increase employee productivity & wellbeing





Increase employee productivity & wellbeing

Bayer unlocks productivity with Copilot for M365

- Increased productivity
- Enhanced collaboration
- Streamlined research

Learn how to drive business transformation with Copilot

Apollo simplifies travel with Copilot for Service

- Reduced agent workload
- Agent intervention alerts
- Consistency & accuracy

Learn about how to modernize service and innovate with AI in low code

HP empowers developers with GitHub Copilot

- Improved coding efficiency
- Greater information sharing
- Accelerated innovation

Learn how to accelerate developer productivity



Reshape every business process





Reshape every business process

Cineplex reimagines service with AI automation

- Reduced guest service handling time by up to 93%
- 5K automated refunds processed with CSAT increase
- 1.3K hours saved per year with faster, efficient service

Learn how to innovate with AI in low code

OSU steps up protection with Copilot for Security

- Faster track to security maturity
- Greater automation and operational efficiency
- Training for junior analysts

Learn more about data security, threat protection, and Copilot for Security

Khan Academy reshapes lesson planning for teachers

- Time-savings for educators via generated lesson plans
- Increased engagement from students
- Sustainability in education from less teacher burnout

Learn how to innovate with the Azure AI platform



Reinvent customer experiences





Reinvent customer experiences

H&R Block reinvents tax preparation with Azure AI

- Enhanced customer experiences & feedback
- Increased filing efficiency
- Support for complex tax returns

Learn how to innovate with the Azure AI platform

Adecco transforms the way you find jobs with GenAI

- AI-powered salary, interview, and career coaches
- Instant resume generation
- Personalized job recommendations in seconds

Learn about how to innovate with the Azure AI platform

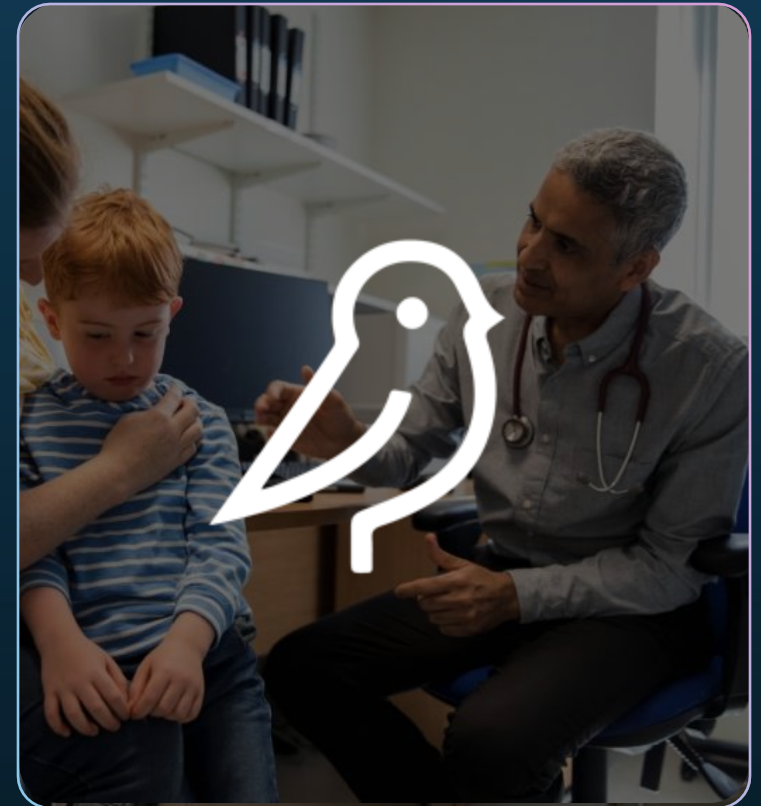
ASOS helps customers find personalized style with AI

- Enhanced personalization and engagement
- Greater trend awareness
- Responsible AI experiences

Learn how to innovate with the Azure AI platform and build and modernize AI apps



Bend the curve on innovation





Bend the curve on innovation

Kinectify taps AI to halt money-laundering

- Improved suspicious activity detection
- Reduced disposition time
- Decrease in investigative time per review by 90%

Learn how to innovate with the Azure AI platform and build and modernize intelligent apps

PNNL accelerates scientific discovery with AI

- Ability to simulate and predict material behaviors
- Accelerated discovery of new materials (years to 80 hours)
- Up to 70% reduction in battery reliance on lithium

Learn how to innovate with HPC and the Azure AI platform

Canary Speech enables real-time disease detection

- Reduced biomarker analysis from hours to 3 seconds
- Enabled unbiased, objective assessments
- Agility and flexibility to scale

Learn about employee experience and how to innovate with the Azure AI platform

Whatever your business goals,
trust is foundational.

Microsoft runs on trust.

Our enterprise AI commitments

1

Your data is
your data

2

Customer
Copyright
Commitment

3

Our approach to
privacy and
Responsible AI

4

Secure Future
Initiative

5

Sustainability
by design

Microsoft's Responsible AI approach

Principles

Fairness • Privacy & security • Transparency
Reliability & safety • Inclusiveness • Accountability

Corporate standard

Goals • Requirements • Practices

Implementation

Training • Tools • Testing

Oversight

Monitoring • Reporting • Auditing • Compliance

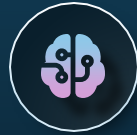
The five drivers of AI value



Organization &
Culture



Business
Strategy



Applied AI
Experience



AI
Governance



Technology
Strategy

aka.ms/AIStrategyRoadmap

The five drivers of AI value



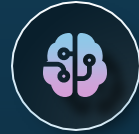
Organization & Culture

- Do you have a defined operating model to industrialize the adoption and use of AI?
- Do you have top-down support?



Business Strategy

- What business outcomes are you driving?
- How can AI help you achieve those outcomes?



Applied AI Experience

- Do your people have diverse experiences and skills with AI?
- Is your organization collaborating to build experience?



AI Governance

- Are you implementing processes and controls that are transparent?
- Are you governing data privacy and security?



Technology Strategy

- Do you have access to quality data?
- Is your infrastructure set up to help you scale?

aka.ms/AIStrategyRoadmap

**We have an
exciting future ahead.**
