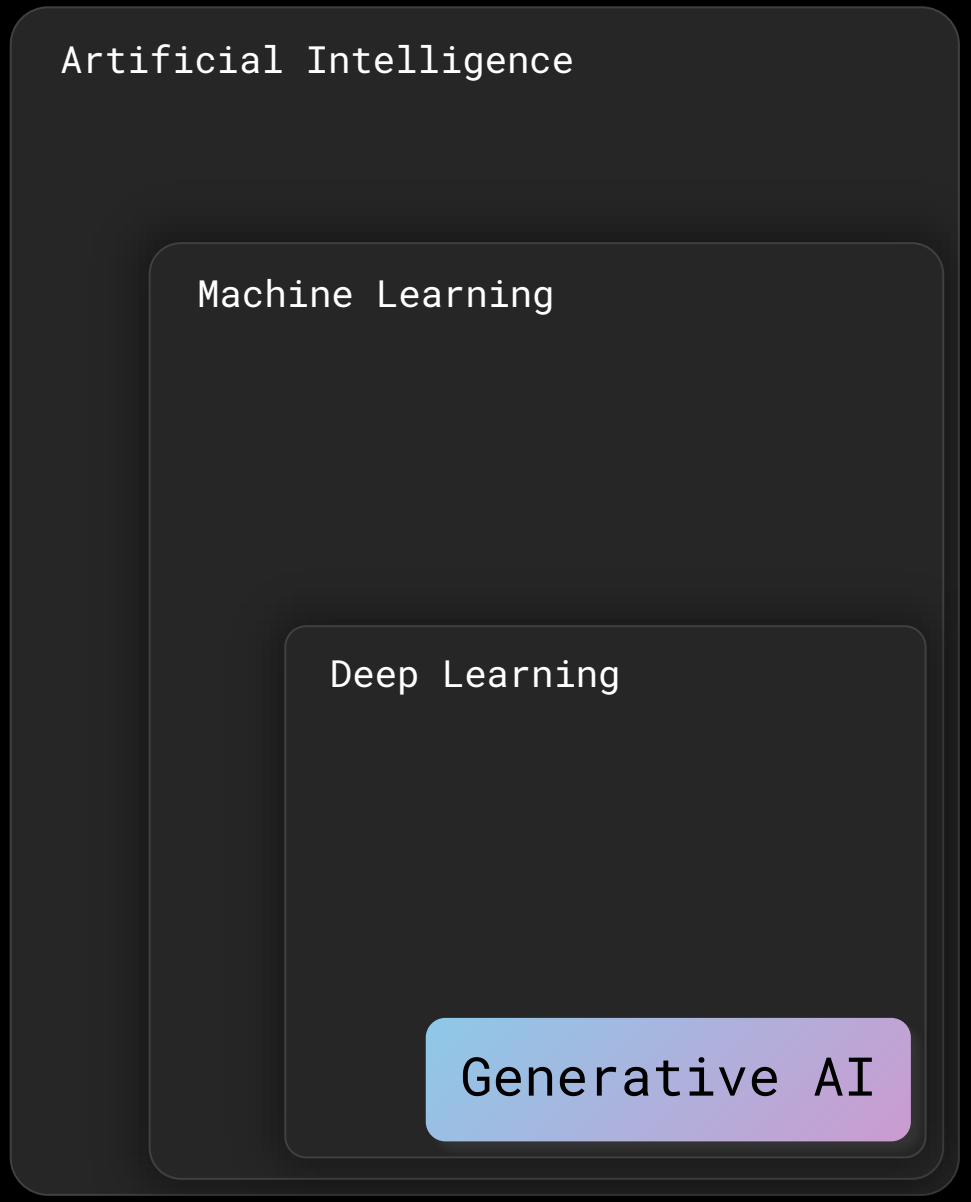
Microsoft AI

Thrive in the era of generative AI

Xiaopeng Li
Western Europe AI Lead, Microsoft



1956

Artificial Intelligence

The field of computer science that seeks to create intelligent machines that can replicate or exceed human intelligence

1997

Machine Learning

Subset of AI that enables machines to learn from existing data and improve upon that data to make decisions or predictions

2017

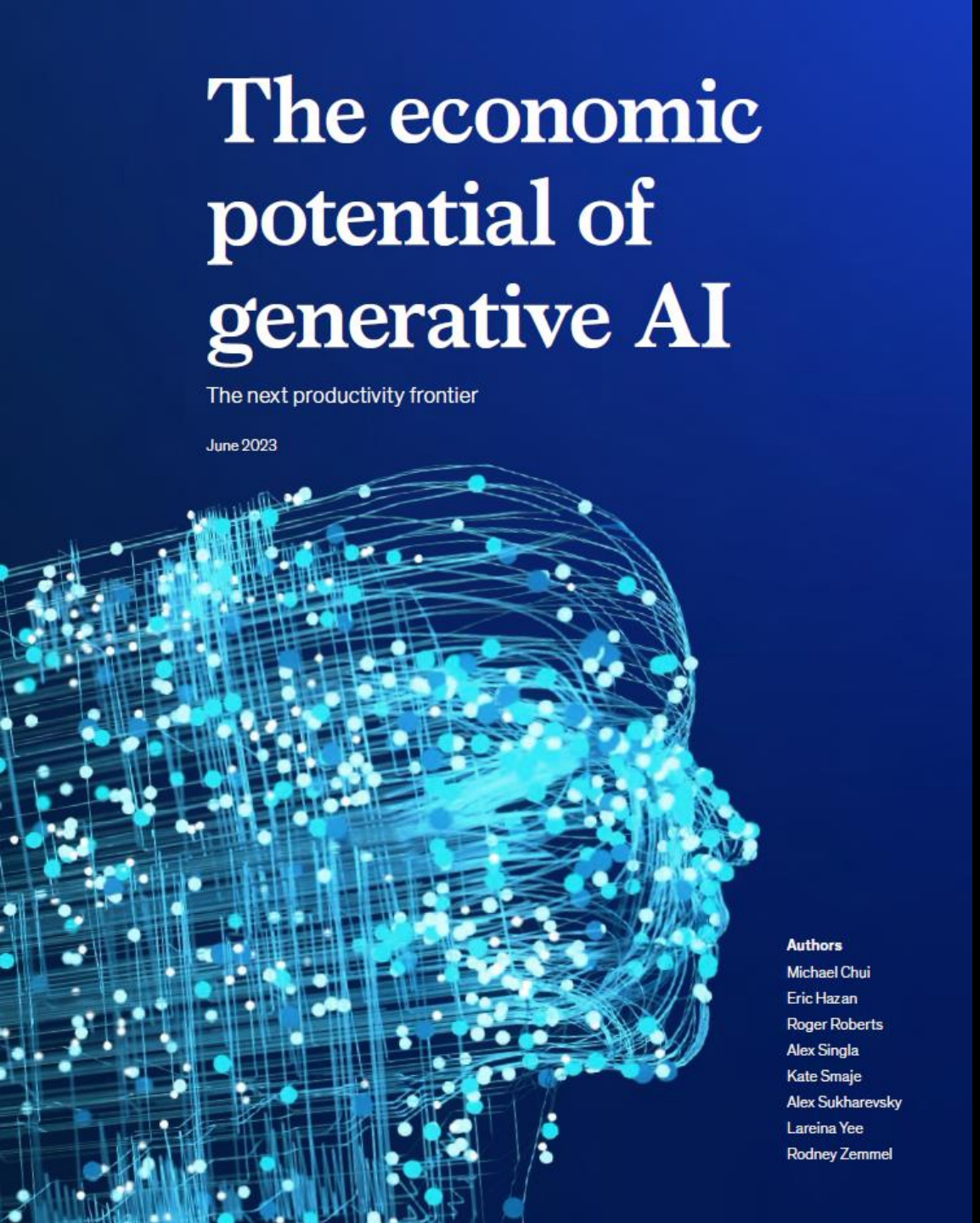
Deep Learning

A machine learning technique in which layers of neural networks are used to process data and make decisions

2021

Generative AI powered by foundation models

Create new written, visual, and auditory content given prompts or existing data



- Generative AI's impact on productivity could add up to **$4.4 trillion annually** in value to the global economy.
- About 75% of the value that generative AI use cases could deliver falls across **customer operations, marketing, sales, software engineering**, and **R&D** .
- Generative AI can revolutionize work by automating a significant portion of employees' activities, **up to 60-70% of their current workload**. This augmentation of individual capabilities has the potential to transform the way we work.
- Generative AI is expected to have **$ 180-260 billions economic impact on Risk & Legal**.

1

We’re entering a new era of productivity revolution, powered by generative AI.

OpenAI

ChatGPT

Examples

"Explain quantum computing in simple terms" →

"Got any creative ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →

Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests

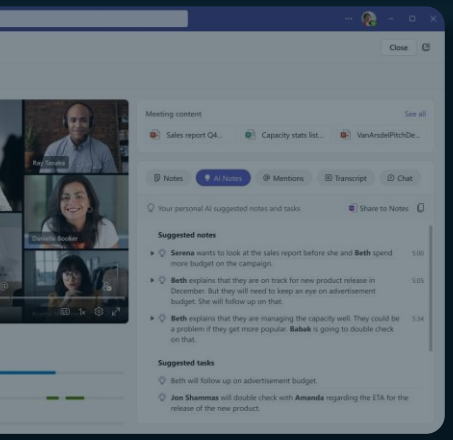
Limitations

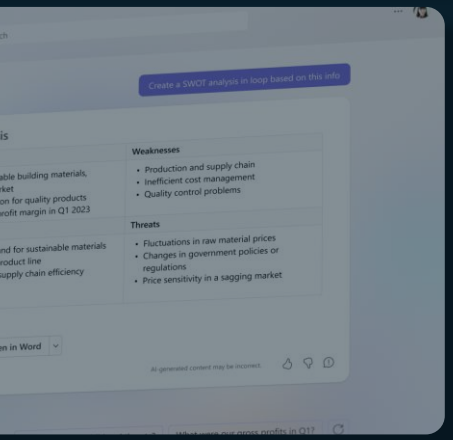
May occasionally generate incorrect information

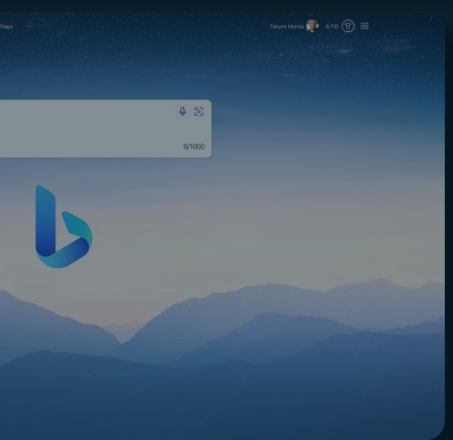
May occasionally produce harmful instructions or biased content

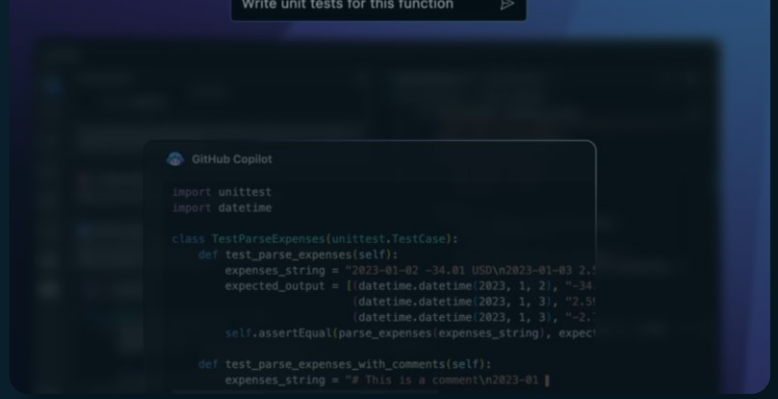
Limited knowledge of world and events after 2021

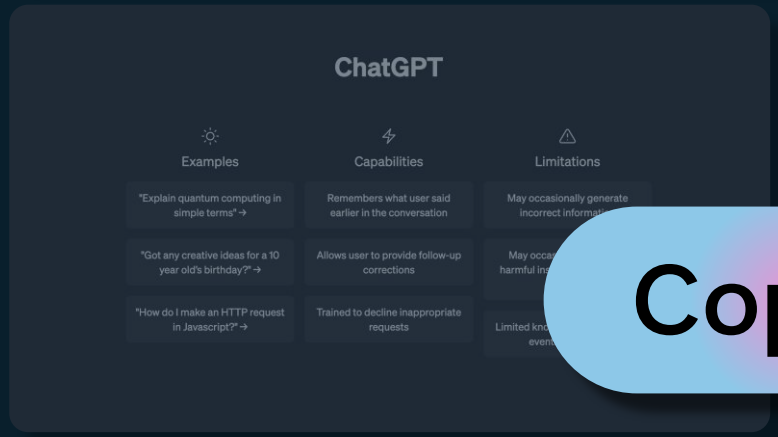
Free Research Preview: ChatGPT is optimized for dialogue. Our goal is to make AI systems more natural to interact with, and your feedback will help us improve our systems and make them safer.


Close
Meeting content
Notes
AI Notes
Mentions
Transcript
Chat
Share to Notes
Suggested notes
Suggested tasks


Create a SWOT analysis in loop based on this info
Weaknesses
Threats




Write unit tests for this function
GitHub Copilot
import unittest
import datetime
class TestParseExpenses(unittest.TestCase):
def test_parse_expenses(self):
def test_parse_expenses_with_comments(self):


ChatGPT
Examples
Capabilities
Limitations
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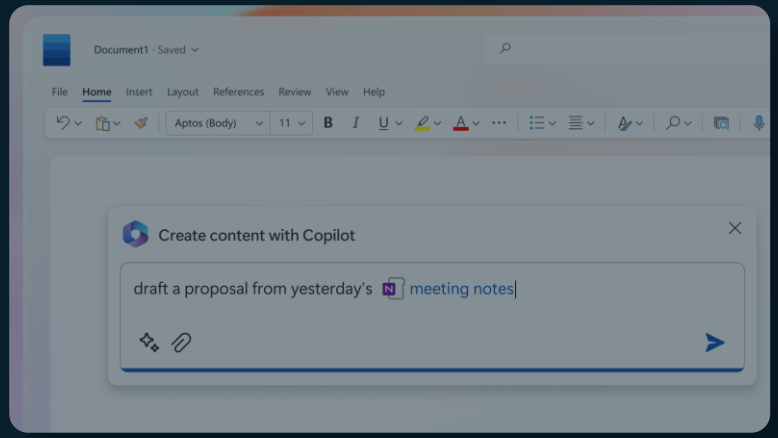
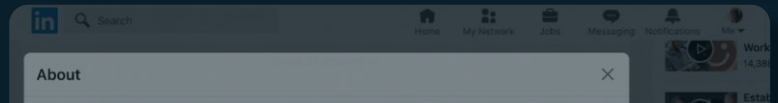
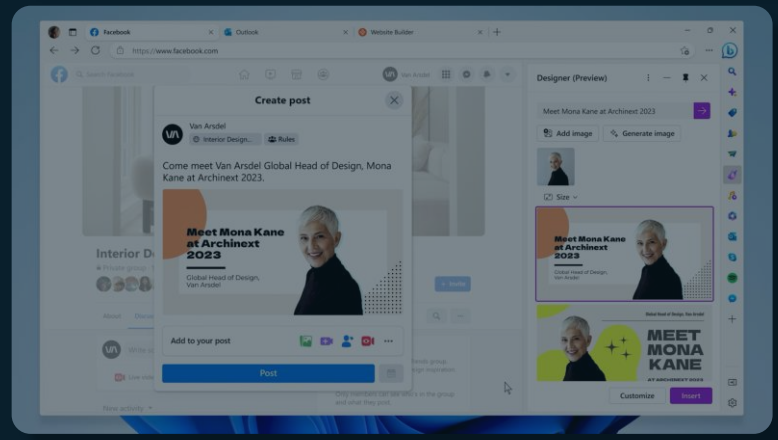
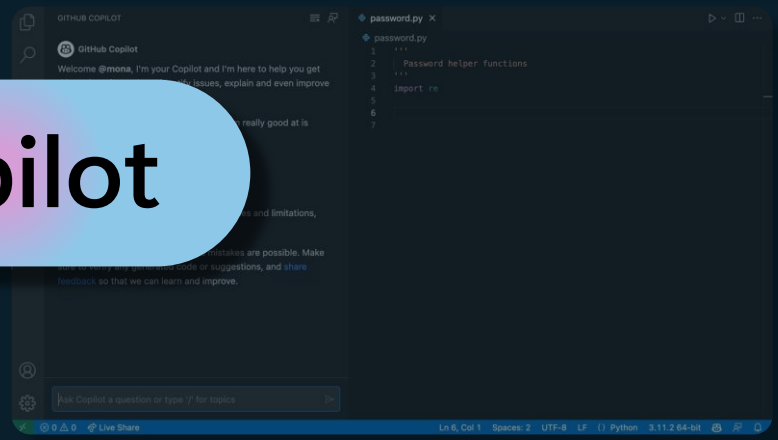
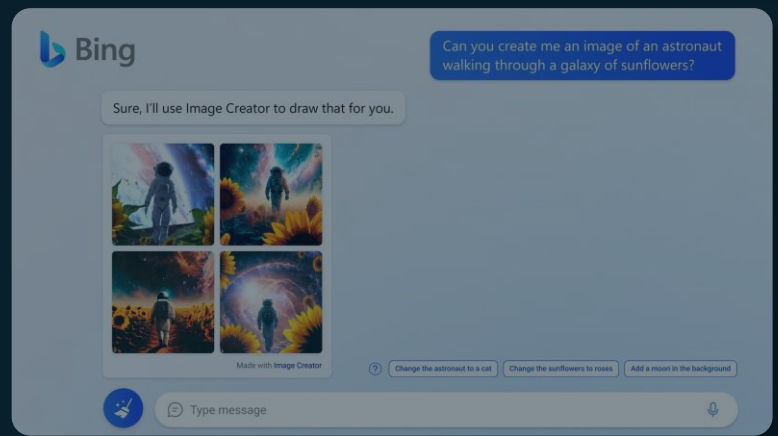

Document1 · Saved
File
Home
Insert
Layout
References
Review
View
Help
Create content with Copilot
draft a proposal from yesterday's meeting notes

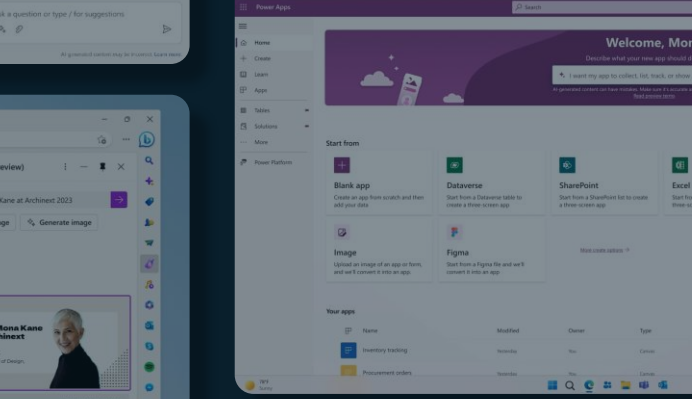

About

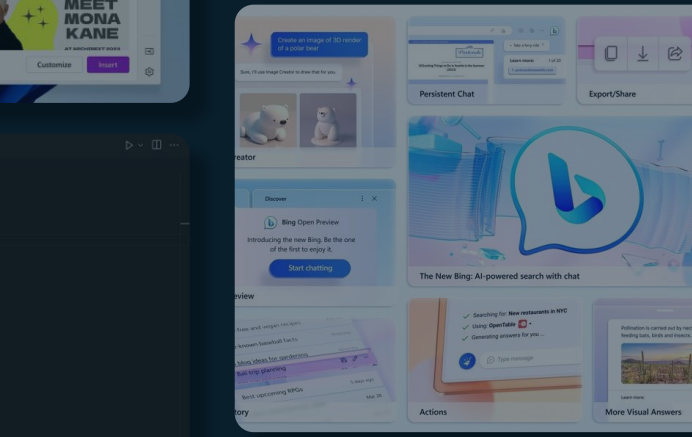

Create post
Come meet Van Arsdel Global Head of Design, Mona Kane at Archinext 2023.
Meet Mona Kane at Archinext 2023
Add to your post
Post
Designer (Preview)
MEET MONA KANE

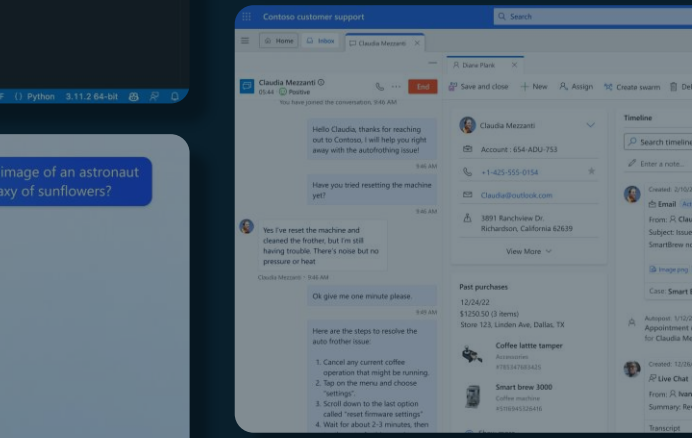

GITHUB COPILOT
GitHub Copilot
password.py
Password helper functions
import re

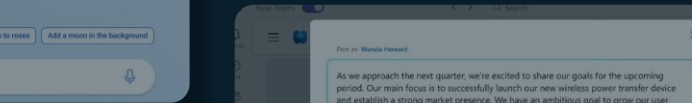
Copilot


Bing
Can you create me an image of an astronaut walking through a galaxy of sunflowers?
Sure, I'll use Image Creator to draw that for you.
Type message


Welcome, Mon
Start from
Blank app
Dataverse
SharePoint
Image
Figma
Your apps

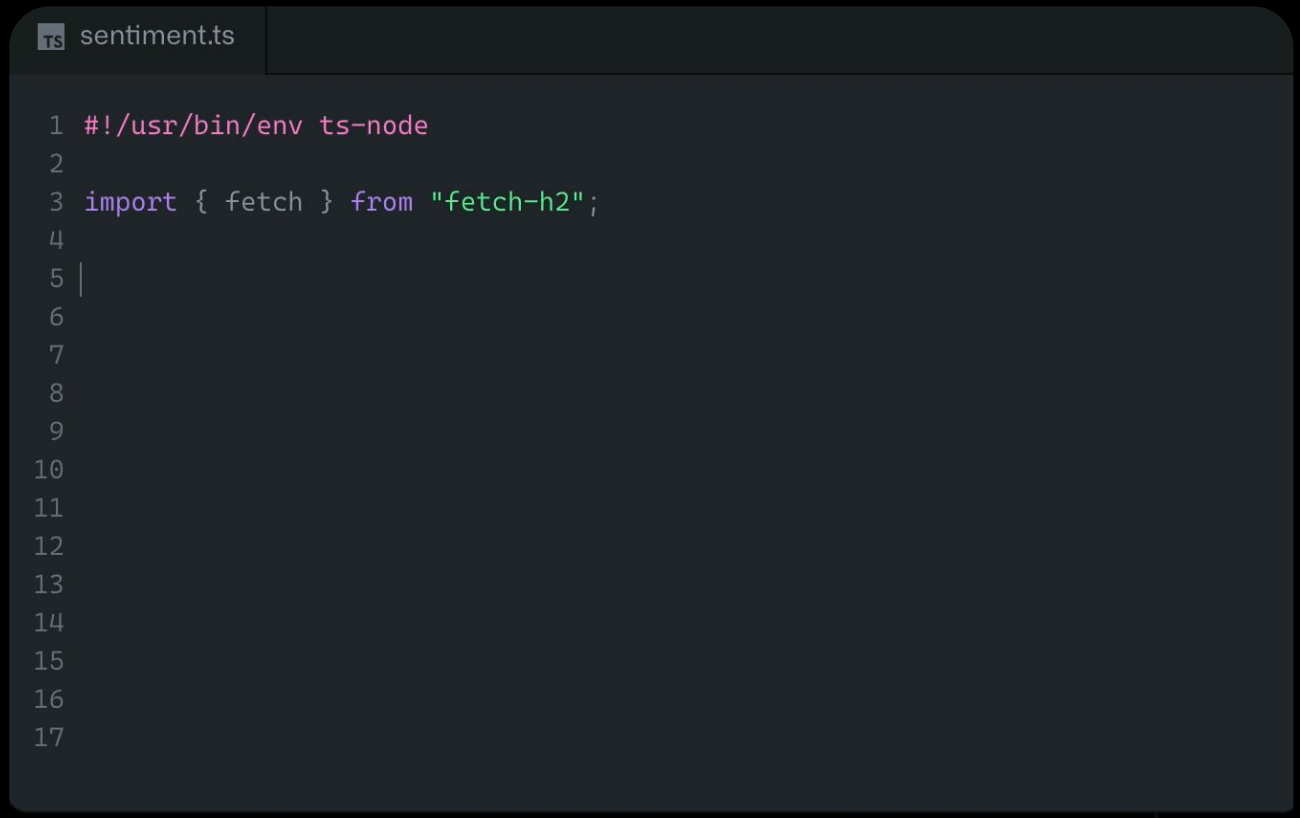

Persistent Chat
Export/Share
The New Bing: AI-powered search with chat
Actions
More Visual Answers


Contoso customer support



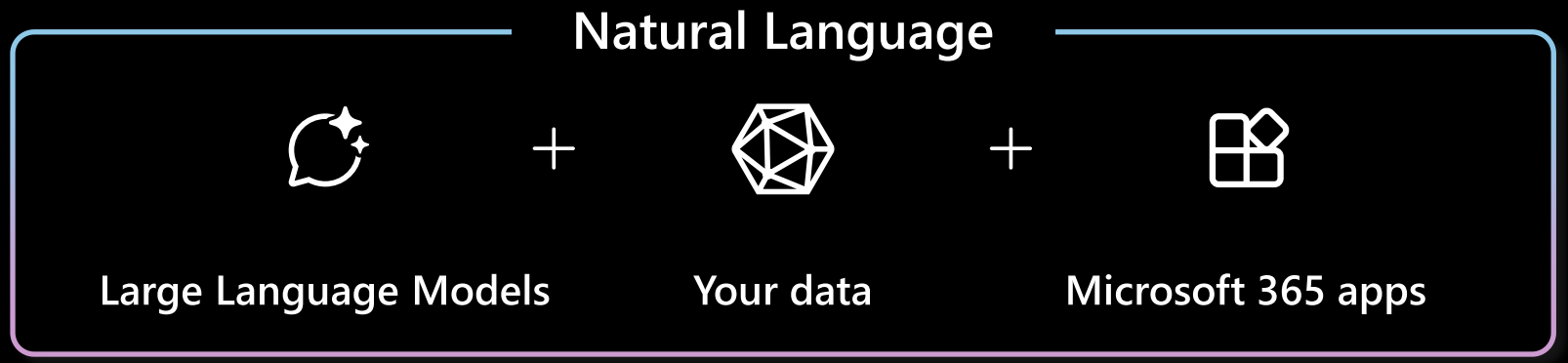
GitHub Copilot

Your AI pair programmer



copilot.github.com

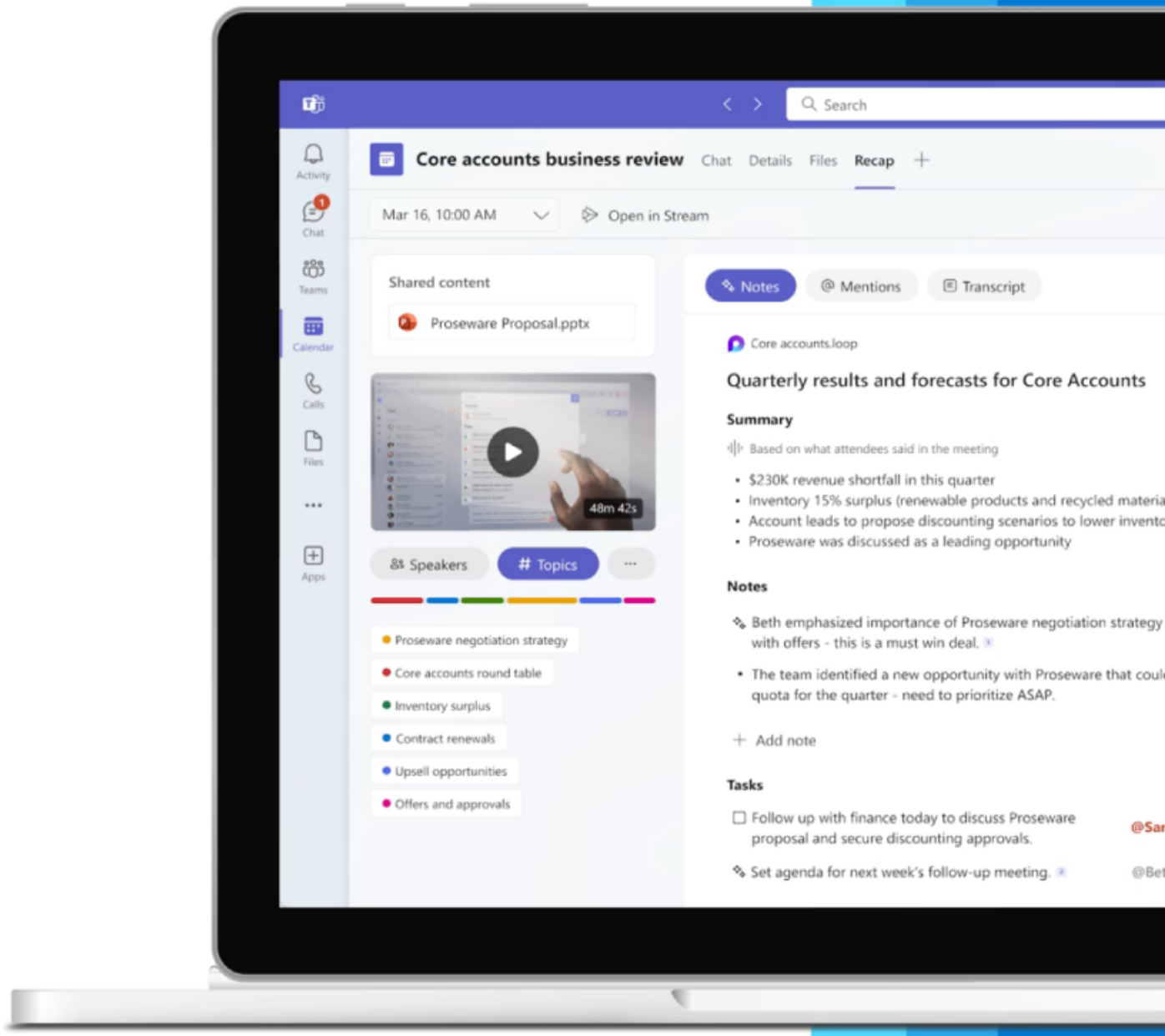
Microsoft 365 Copilot



Business Chat brings together data from documents, presentations, email, calendar, notes, and contacts – all using natural language

Microsoft 365

Copilot in Teams meetings



Copilot

An application using modern AI
to assist you with complex cognitive tasks

A copilot for every profession

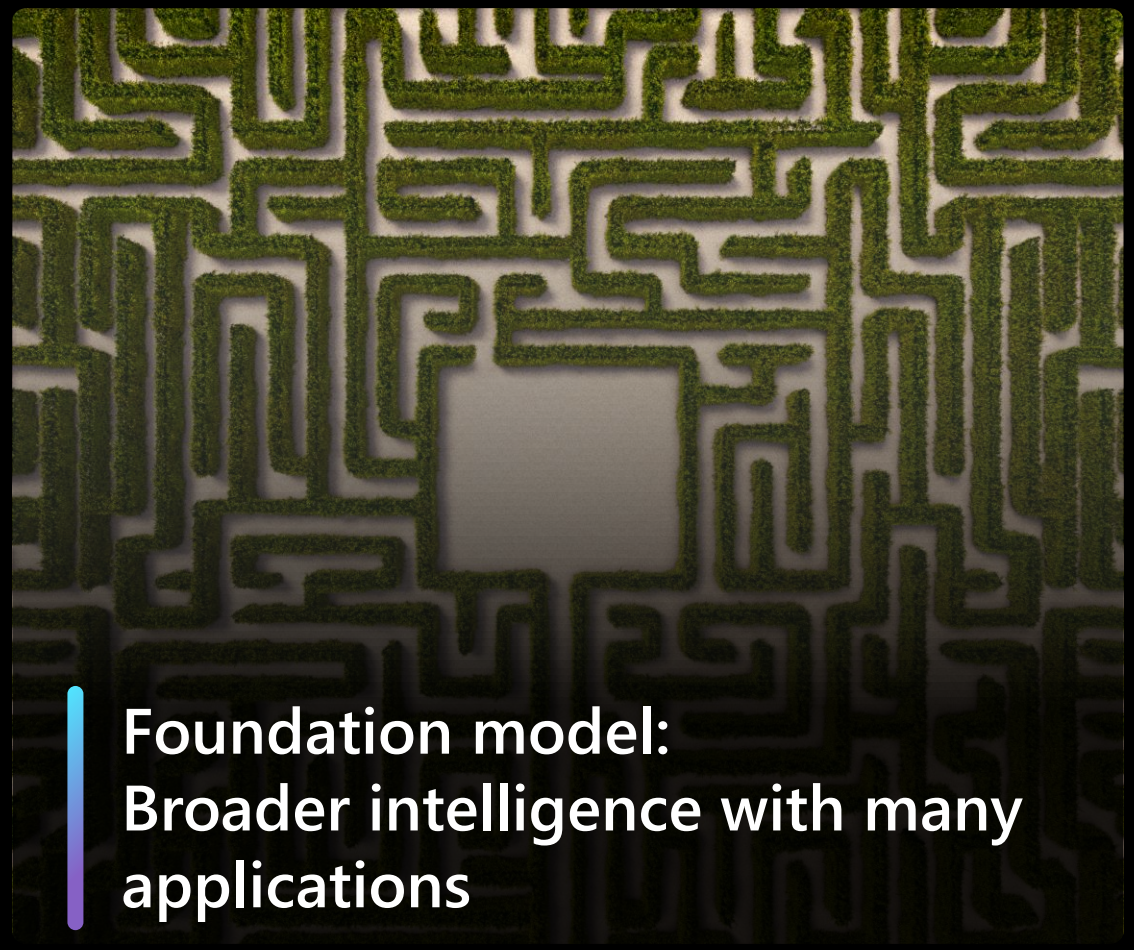
Microsoft 365 Copilot	Dynamics 365 Copilot	Microsoft Security Copilot	GitHub Copilot	*... and more!*
Knowledge workers	Sales, marketing, finance, operations, customer service professionals	Security professionals	Developers	

2

Foundation models are becoming the new platform for innovation.

Foundation models transform how we think about AI

Simple model:
Purpose-built for one use case



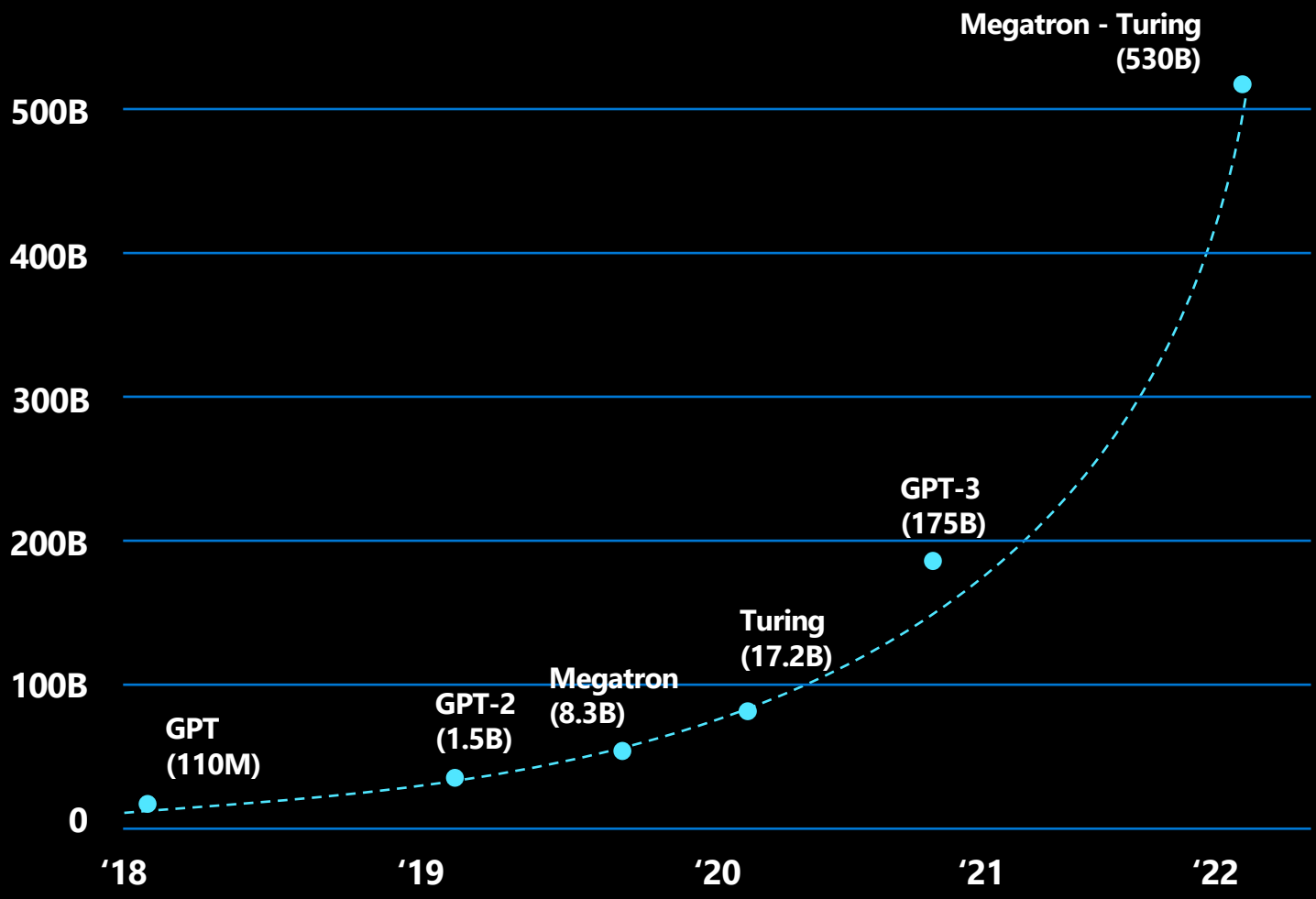
Foundation model:
Broader intelligence with many applications

Foundation models are advancing exponentially

More powerful, massive models

Multi-modal, multi-task

Interactive



Azure OpenAI Service

Turning large pretrained foundation AI models into cloud services

GPT-3.5 and GPT-4	ChatGPT	Codex	DALL·E 2
Text	Conversation	Code	Images

Content generation

Summarization

Code generation

Semantic search

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

LUCINITY

Lucinity built “Luci”, an AI copilot powered by Azure OpenAI Service, to help frontline analysts and financial crime investigators more efficiently detect and prevent financial crimes.

LINDEX

Swedish fashion retailer Lindex built “Lindex Copilot” with Azure OpenAI Service to offer contextually relevant and personalized support to store employees.

COGNITE

Cognite introduced “Cognite AI”, an industrial data Copilot built with Azure OpenAI Service to enhance efficiency in industrial OT/IT data management.

Imagining

AI Copilot for the legal industry

Retrieve and discover knowledge

Review and redline contracts

Draft and summarize legal documents

Assist with client communications

3

Key considerations for thriving in the new era of AI

#1 People, Platform, Process

Key pillars for adopting emerging technologies

People

Upskill your employees across functions e.g. tech, product, legal

Process

Incorporate change management in your AI adoption plan

Platform

Ensure a solid data foundation

Practice AI responsibly

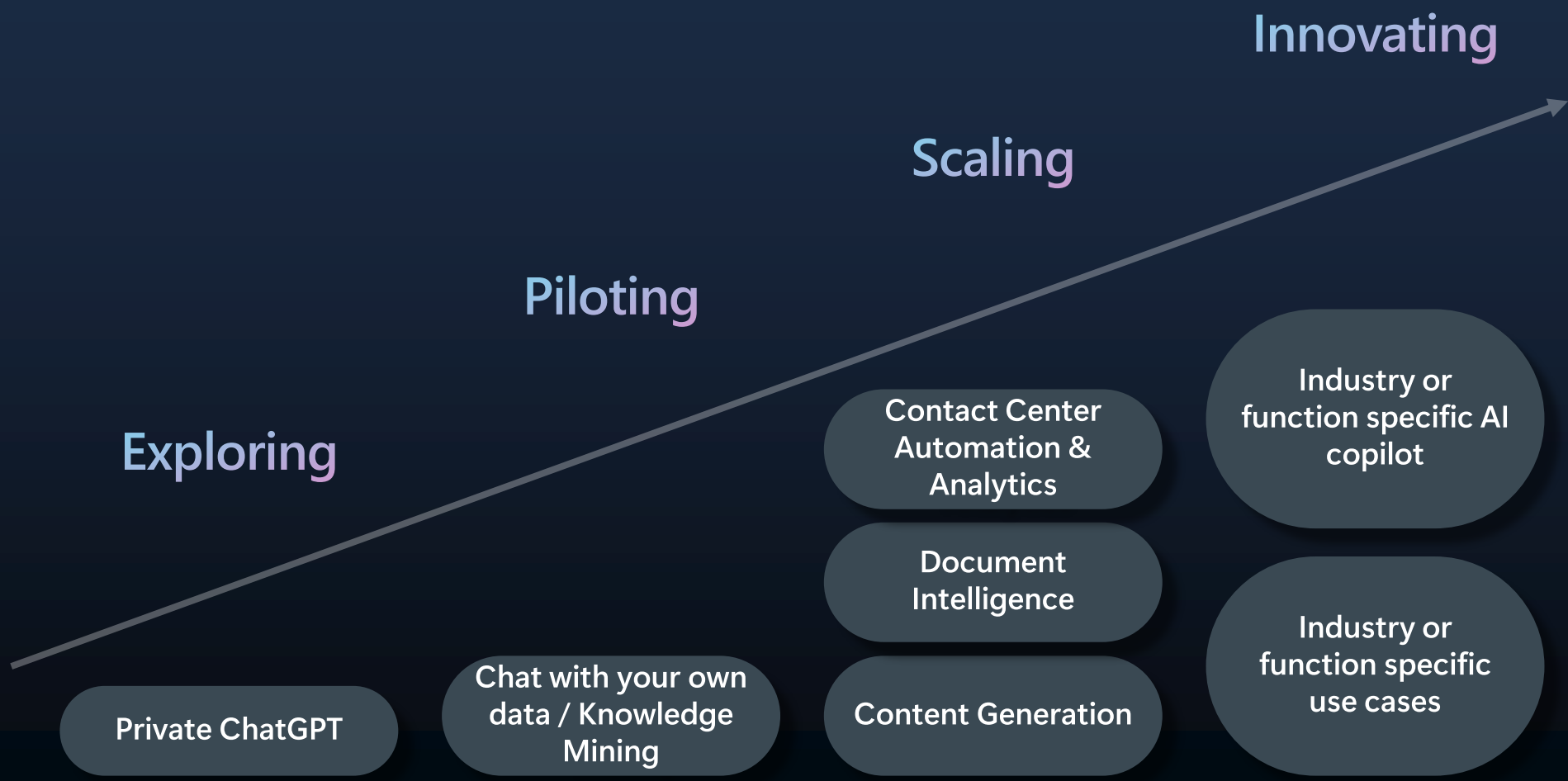
#2 Responsible generative AI

Risks, mitigations and how Microsoft helps

Data Privacy	AI Grounding	Content Safety
GDPR	Prompt Engineering Knowledge Augmenting Model Fine-tuning	Content Filtering & Moderation
EU Data Boundary *Responsible AI Standards*	*Copilot Stack* *Prompt Flow* *Azure OpenAI on Your Data*	*Azure OpenAI Content Filter* *Azure AI Content Safely*

#3 Generative AI adoption journey

Build confidence and competence before scaling



Thank you!

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L: https://www.linkedin.com/in/Xiaopeng-Li/