



Partnering in the age of AI

AI Transformation Partner Playbook

Updated on November 13, 2023

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How to use this guide

The AI Transformation Partner Playbook is designed to empower you to build and grow your AI transformation practice. The “Overview” section introduces the Microsoft AI strategic pillars. “Innovate Together” guides you through AI skilling through blueprints to monetize your IP and monetize your services. Use the “Market Together” section to learn more about demand generation materials, Marketplace, and Azure OpenAI Service case studies to drive your customers’ imaginations. Finally, leverage the “Sell Together” section to move the needle on customer opportunities with the latest sales assets, information on Azure Innovate, and sales guidance to help you capitalize on the excitement around generative AI. The menu to the left is clickable, for easy navigation.

No matter where you are in your AI transformation journey, the AI Transformation Partner Playbook will empower you to accelerate innovation and grow your AI practice.

“While the role of Microsoft partners has always been foundational to our shared success, the growth and adoption of new AI technologies has highlighted our partners’ importance in empowering every person and every organization on the planet to achieve more. We’ve created this playbook to help drive your AI transformation practice and accelerate our shared success.”

Julie Sanford, VP, Partner GTM, Programs and Operations

“AI is dynamically evolving at an unprecedented pace, quickly transforming how our customers do business. The special relationship Microsoft has with our partner ecosystem fuels this exciting momentum. Our partners, are at the forefront of helping to make AI real for customers - bringing responsibly developed AI-driven solutions and services into the realm of everyday life. As a former Microsoft partner myself, tools like this playbook were invaluable to building a Data and AI practice. I hope you find it as valuable to your business. Together, we hold the potential to reshape industries, foster economic growth, and importantly, build a future where technology benefits every individual and organization.”

Dan Houdek, Data, AI, and Analytics Partner Ecosystem Marketing Lead

“We’re thrilled to release the AI Partner playbook, offering practical insights and strategies to capitalize AI Transformation opportunity. Together with our partners, we are pioneering industry-leading AI solutions and services, powered by Microsoft AI, to unlock value across diverse industries and accelerate customers’ AI transformation.

The playbook empowers partners with proven practices to Monetize AI including building Microsoft’s Center of Excellence and copilots, building on top of their own differentiated domain expertise, delivery capabilities, and intellectual property. As next steps, we are excited to build AI-driven future and create significant business, economic, and social value, together with our partners in this new era of AI.”

Simran Sachar, Director Data & AI and Digital & App Innovation

“We continue to see phenomenal momentum across our industry powering AI innovation. Partners are the heart of that momentum for Microsoft, across services and solutions.

As this nascent technology changes our shared industries and enables new possibilities in every corner of the world, we too much adapt and shift to meet the new era. Leverage this guide to help you start your new AI practice, grow your existing practice, or fine-tune your AI Center of Excellence.

We couldn’t do it without you. To put it simply: partners make more possible”

Chris Shirley, Global Partner Strategy Lead - AI

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Microsoft AI partners make more possible

Strategic partner themes	AI use case	Proof points Economics Evidence
AI Startups (B2B, B2C) Disrupting and transforming business models	Enhance patient engagement or journey	1 BeeKeeperAI.com , fully built on Azure, provides a healthcare-specific confidential compute platform for organizations wanting to validate and develop algorithms for patient care .
	Elevate the shopping experience	2 Haut.AI uses Azure Machine Learning to power their innovative SaaS product that automates the collection of high-quality skin data, pairing customers with the right luxury cosmetics .
	Secure multicloud environments	3 BlinkOps.com , built using Azure OpenAI Service, helps companies overcome the challenges of talent scarcity and operational efficiency with a no-code/low-code security automation platform, powered by generative AI .
	Human-like interactions@	4 DeepBrain.io , powered by Azure OpenAI Service and ChatGPT, offers engaging, enhanced customer support experiences using AI avatars . The result is increased customer satisfaction and brand loyalty .
ISVs Monetizing AI IP— SaaS apps, workflow automation/business process transformation	AI-powered apps	5 CallMiner expanded its use of Microsoft Azure AI and ML as a Microsoft partner to upgrade its offering and help customers realize ROI across a range of use cases , elevating conversation intelligence from the contact center to the C-Suite, including contact center efficiency, customer experience, and business performance improvement.
	AI-driven automation	6 ServiceNow announced integration with Azure OpenAI Service to add new generative AI capabilities for the Now Platform to help deliver faster, more intelligent workflow automation .
Services Monetizing AI services— boardroom, rooms of the house with advisories, GSIs/SIs	AI apps	7 Partnering with EY on multiple generative AI use cases to help transform business process and industries . The generative AI chatbot powered by Azure OpenAI Service as part of a next-gen payroll platform is expected to enhance both employee satisfaction (CSAT) and first contact resolution (FCR) key performance indicators (KPIs) by greater than 50%, assisted by an initial result of 93% correct first-time answer ratio .
	AI art of the possible, MVPs	8 Crayon delivered POC/MVP using Planetary Computer and Azure Machine Learning to address the challenge of forest degradation in Mu Cang Chai forest for NGO Aiforgood Asia. The proof of concept utilized remote sensing and ML to detect illegal cardamon cultivation in satellite imagery.

Overview



Leading the era of AI together

Investing to help you innovate, market, and sell your AI-powered solutions

With the world changing, technology advancing, and the potential for real, meaningful impact, the opportunity is yours to lead the AI transformation. Microsoft is here to help take your organization and customers into the era of AI with the Microsoft Cloud.

We've invested in fueling AI innovation for years. Just as we're trusted by AI leaders such as OpenAI, we're ready to help you leverage AI to accelerate and achieve your business outcomes.

Power AI transformation with the Microsoft Cloud

Amplify human ingenuity with a copilot for everyone.

Connects to:

- Modern Work Core Solution Area conversation
- Biz Apps Core Solution Area conversation
- Security Core Solution Area conversation
- Azure Core Solution Area conversation

Deliver transformational experiences by building your own intelligent apps.

Connects to:

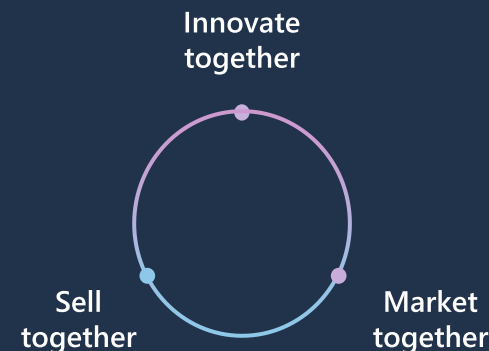
- Azure Core Solution Area conversation
- Build and Modernize AI Apps solution play
- Cloud-Scale Analytics solution play

Safeguard your business and data with the most trusted AI platform.

Connects to:

- Security Core Solution Area conversation
- Azure Core Solution Area conversation
- Responsible AI topic

Partner success



Microsoft AI Cloud Partner Program + investments

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A copilot for every Microsoft Cloud experience

Amplify human ingenuity with the AI-powered future of work

Every employee

Microsoft 365 Copilot

Works alongside you in the apps you use every day.

[Learn more >](#)

Bing Chat Enterprise

AI-powered chat with commercial data protection.

[Learn more >](#)

Windows Copilot

The first centralized AI assistance on a platform.

[Details coming soon](#)

Functional business roles

Microsoft Sales Copilot

Maximize productivity with the AI assistant designed for sellers.

[Learn more >](#)

Dynamics 365 Copilot

Turbocharge your workforce with a copilot for every job role.

[Learn more >](#)

Security and IT professionals

Microsoft Security Copilot

Defend at machine speed with Microsoft Security Copilot.

[Learn more >](#)

Developers and data professionals

GitHub Copilot

Increase developer productivity to accelerate innovation.

[Learn more >](#)

Power Platforms Copilot

Imagine it, describe it, and Power Platform builds it.

[Learn more >](#)

Copilot for Microsoft Fabric

Infusing the power of large language models into Power BI.

[Learn more >](#)

What is Microsoft Azure AI?

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Applications



Partner solutions

Application platform

[AI Builder](#)



Power BI



Power Apps



Power Automate



Power Virtual Agents

Scenario-based services

[Azure AI Services](#)



Bot Service



Cognitive Search



Form Recognizer



Video Indexer



Metrics Advisor



Immersive Reader

Customizable AI models

[Azure AI Services](#)



Vision



Speech



Language



Decision



Azure OpenAI Service

ML platform



Azure Machine Learning

Business users

Developers and data scientists



Almost 4,000 partners transacting on Azure OpenAI Service



More than 10,000 partners transacting on Azure AI



More than 14.1k participants from 3,000 partners attended Azure AI Skill Up bootcamps

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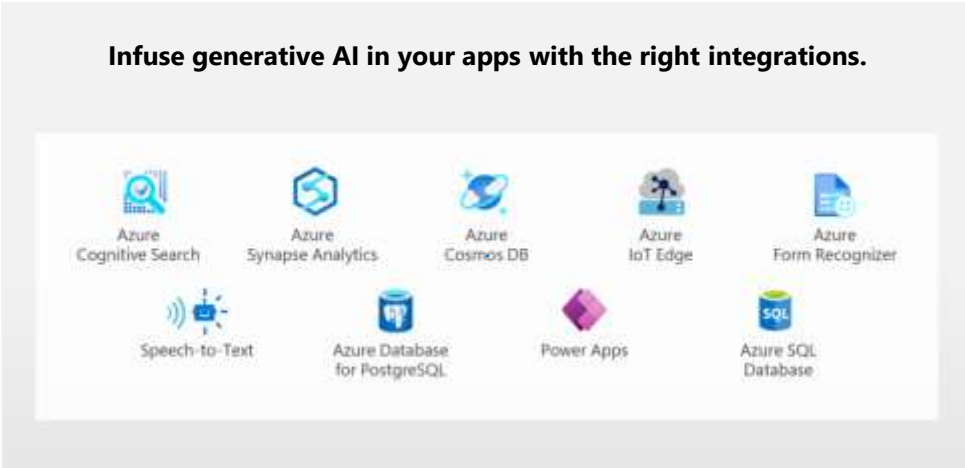
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What is Azure OpenAI Service?

Azure Open AI Service allows developers to use large language generative AI models for enterprise-grade applications. Developers can apply these coding and language models to a variety of uses cases, such as writing assistance, content generation, code generation, summarization, and more.

With access to tools, services, and guidelines, we can support empowering impactful AI practices to help you use AI responsibly while preserving data privacy, transparency, and trust.



GPT-4 (GA)

Generate and understand text

ChatGPT (GA)

Generate and personalize conversations

DALL·E (Preview)

Generate images from text prompts



Deployed in your Azure subscription, secured by you, and tied to your datasets and applications.



Some AI models custom-tunable with your data and hyperparameters.



Enterprise-grade security with role-based access control (RBAC) and private networks.



Large, pretrained AI models to unlock new scenarios.



Built-in responsible AI to detect and mitigate harmful use.

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Responsible AI

Build a future where AI advances and benefits society

As technology change accelerates, the work to govern AI responsibly must keep pace with it.

At Microsoft, we're committed to the advancement of AI driven by principles that put people first, from assessment through development and deployment.

When building responsible AI and an AI practice, these principles ground development and advancement so we can all build a future in which AI advances and benefits society.

Microsoft responsible AI principles

Fairness: AI systems must be developed to treat all people fairly.

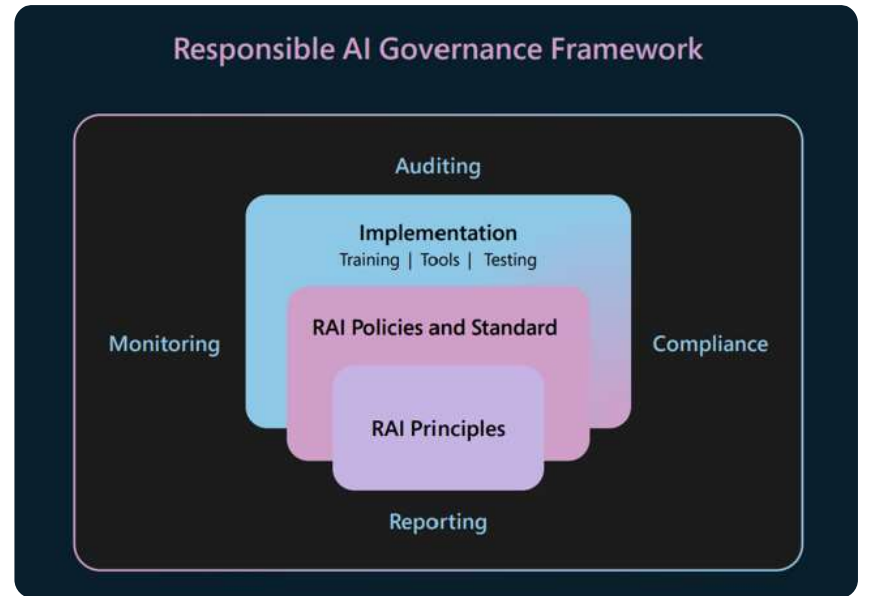
Reliability and safety: AI systems must be designed to perform reliably and safely.

Privacy and security: AI systems must comply with privacy laws.

Inclusiveness: AI systems must be designed to address a broad range of human needs and experiences.

Transparency: AI system behavior and functional components should be understood so that people can identify potential issues or unintended outcomes.

Accountability: People who design and deploy AI systems must be accountable for how their systems operate.



Responsible AI resources

Explore resources designed to help you responsibly use AI at every stage of innovation—from concept to development, deployment, and beyond.

[Discover more >](#)

Additional resources

- [Discover the best ways to integrate AI into your business](#)
- ["Governing AI: A Blueprint for the Future" eBook](#)
- [Building and using generative AI responsibly with Microsoft Azure](#)
- **MS Learn course:** [Develop Generative AI solutions with Azure OpenAI Service](#)

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Building a foundation for AI success

A leader's guide

In an era of unprecedented advancements in technology, data availability, and the integration of artificial intelligence (AI), we're living in a new era with transformative forces across industries.

The power of AI and its ability to enhance decision-making, drive innovation, and unlock new opportunities is here, but also opens the door to questions:

- How can these technologies help my organization thrive?
- How should I organize for optimal impact?
- How can I use these technologies in a way that promotes trust?
- Where do I go from here?
- What does success look like?

Realizing the potential of AI requires more than just deploying sophisticated algorithms and models. It necessitates the construction of a robust and strategic foundation upon which AI success can be built to succeed.

77% of mature organizations are adopting an AI-first strategy, systematically considering AI for every use case.*

*Gartner. "AI-First Strategy Leads to Increasing Returns." August 14, 2023.

AI strategy

A systematic, customer-centric approach to AI that includes applying the right model to the right use case and experience in building, testing, and realizing AI value across multiple business units, use cases, and dimensions.

BUSINESS STRATEGY

TECHNOLOGY STRATEGY

AI STRATEGY AND EXPERIENCE

ORGANIZATION AND CULTURE

AI GOVERNANCE



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Building a foundation for AI success

Getting started | Guidance to define an AI strategy and roadmap

BUSINESS STRATEGY

- Define and prioritize business objectives, such as customer experience, productivity, revenue growth, employee experience, and other key goals.
- Determine how you will measure the value of those objectives.
- Identify and prioritize AI use cases that support your goals.
- Build a portfolio management plan to help guide your investments.

TECHNOLOGY STRATEGY

- Based on your top priority use cases, determine whether to buy, modernize, or build applications.
- Assess whether you have the infrastructure for AI applications to access data securely, quickly, and at scale.
- Consider the scalability and performance implications of hosting data and AI applications on-premises or in the cloud.
- Ensure your cloud infrastructure is built to run large AI workloads and deliver reliability at scale.
- Evaluate your organization's Zero Trust security posture.
- Explore how to use AI to improve security for deploying and protecting organizational assets, developing and maintaining policies and procedures, and monitoring and responding to incidents or emerging threats.

AI STRATEGY AND EXPERIENCE

- Familiarize yourself with generative AI use cases and how they might support your business needs.
- Develop a systematic process to consider AI for every use case.
- Assess the number of business units and processes, length of time in production, and age of deployments in your organization to reveal patterns that may point to opportunities or blockers.
- Build intelligent apps on your data to improve the intelligence and relevance of model outputs.
- Consider using Microsoft 365 Copilot or build your own copilot to accelerate learning and time to value.

ORGANIZATION AND CULTURE

- Define your operating model for AI.
- Secure—or develop a plan to secure—leadership support backed by resources.
- Develop strong relationships with a diverse range of subject matter experts in the business.
- Strengthen your organization's ability to manage change.
- Identify and implement the right learning and skill-building paths.
- Approach AI as a sustainable capability within your organization and culture.

AI GOVERNANCE

- Review and share resources on responsible use of AI to identify the models and approaches that best suit your organization.
- Consider the enablement model that best fits your needs, such as hub-and-spoke, centralized, or distributed.
- Consider the principles of secure AI and how to ensure your data is protected end to end from platform to applications and users.
- Consider the processes, controls, and accountability mechanisms that may be required to govern the use of AI and how AI may affect data privacy and security policies.

[Download the white paper>](#)

[Read the blog + learn more>](#)

AI partner practice framework

Steps to mastering your AI Center of Excellence (CoE)

1

DEMONSTRATE COMMITMENT TO SOLUTION

- Focus on internal consumption—be customer zero.
- Deploy and utilize Microsoft 365 Copilot.
- Build internal “Chat GPT-like” experience.

2

BUILD CAPABILITY

- Define location/geography to focus initial practice and building efforts.
- Define team structure.
 - Executive sponsor
 - Specialized seller
 - Pre-sales architect and pure seller roles
 - Delivery
 - Developers and data scientists
- Define training paths
 - Beginner, intermediate, delivery-capable
 - Assign and track completion
 - Complete Microsoft-led opportunities
 - Engineering-led, GPS-led
- Achieve Data & AI designation
- Achieve Build & Modernize AI Apps specialization

3

BUILD CAPACITY

- Develop services offerings.
 - Envisioning workshops
 - Art of the possible, defining use-cases
 - Planned implementation with architecture and timeline
 - Copilot development or application augmentation and completion of MVP
- Build longer-term services
 - Envisioned copilots, accomplish application augmentation

4

DRIVE CO-SELL CAPACITY

- GTM paths
 - Co-sell with Microsoft
 - Promote capability and solutions with Microsoft field in key areas

5

EXPAND SUCCESS

- Identify new geographies to expand to and repeat.
- Develop global Center of Excellence (CoE).
 - Co-sell with Microsoft
 - Promote capability and solutions with Microsoft field in key areas

6

MAXIMIZE REVENUE OPPORTUNITIES

Innovate together



Investing in AI transformation today

The modern business advantage: Uncovering deep insights with AI

Organizations around the world have come to recognize AI as the transformative technology that enables them to gain real business advantage. AI's ability to organize vast quantities of data allows those who implement it to uncover deep business insights, augment human expertise, drive operational efficiency, transform their products, and better serve their customers.

The world is changing with new forces driving innovation every day.

AI technology is here now—not five years from now.

The potential for meaningful business impact is real.

Microsoft is fueling AI innovation.

Decades of research & development

Committed to advancing responsible AI

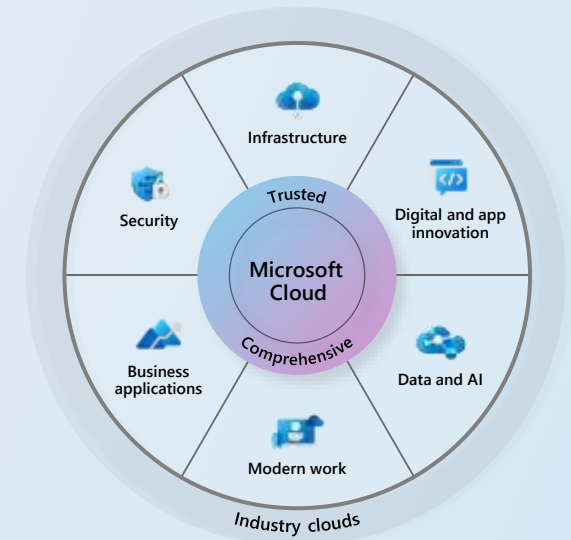
Secure from the start

Reliability and performance at scale for large AI models

Trusted by AI leaders like OpenAI

With the Microsoft Cloud, we can help customers and partners harness AI to drive value faster and shape the future of their industries.

- Amplify human ingenuity with a copilot for everyone.
- Deliver transformational experiences by building your own intelligent apps.
- Safeguard your business and data with the most trusted AI platform.



Adding value to the organization

Become Microsoft Certified



AI Fundamentals

Understand core concepts and AI services

- Understand core AI concepts including responsible AI
- Use low-code ML tools
- Use computer vision services
- Use natural language processing services
- Use decision support services
- Use knowledge mining/search services

[AI-900: Azure AI Fundamentals](#)



AI Engineering

Develop AI apps with C# or Python

- Considerations for AI development
- Provision and manage Azure Cognitive Services
- Process text
- Process speech
- Build natural language models
- Build conversational AI bots
- Implement Computer Vision/OCR
- Build document intelligence solutions
- Implement knowledge mining

[AI-102: Azure AI Engineer](#)



Data Science and Machine Learning

Train and manage machine learning models

- Understand ML basics
- Train models with Azure ML
- Work with data in Azure ML
- Work with compute in Azure ML
- Optimize models with Azure ML
- Deploy and consume models with Azure ML
- Implement MLOps with Azure ML and GitHub
- Implement ML with Azure Databricks

[DP-100: Azure Data Scientist](#)

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Grow your expertise

Collection of learning resources

BEGINNER

- What is Azure OpenAI Service? [Features, access, key concepts, and more](#)
- Offline training: [Introduction to Azure OpenAI Service](#)
- Videos: [OpenAI Studio in Microsoft Azure](#) and [Unlock new scenarios with Azure OpenAI Service](#)
- Reading: [Quickstarts, API reference— Azure Cognitive Services Azure OpenAI Service](#)
- Solution Accelerators: [Azure OpenAI Service Solution Accelerators](#)
- Explore the playground and customization: [Azure OpenAI Studio](#)
- Dive right in: [QuickStarts](#)

ADDITIONAL RESOURCES

- [Build next-generation, AI-powered applications on Microsoft Azure](#)
- [Azure OpenAI ChatGPT announcement](#)
- [Applied AI Tech blog – Revolutionize your Enterprise Data with ChatGPT](#)

INTERMEDIATE

- Offline training: [Develop Generative AI solutions with Azure OpenAI Service— Training | Microsoft Learn](#)
- Offline training: [Deriving business value from AI | Transform your business with Microsoft AI | Microsoft Learn](#)
- How-to guides: [Generate embeddings](#) and [Fine-tune your model](#)
- Tutorial: [Embeddings and document search](#)
- [Azure OpenAI Service Technical](#) walkthrough video and [notebooks](#)
- Use your model for society's benefit: [Responsible AI](#)
- How your/your customer data is processed, used, and stored in Azure OpenAI Service: [Data, privacy and security](#)
- Video: [Document analysis](#)
- [Sales Enablement Hub](#)
- Models to try out: GPT-3.5, GPT-4, and DALL-E*

*Depends on models approved in your subscription. Updated on May 1, 2023.

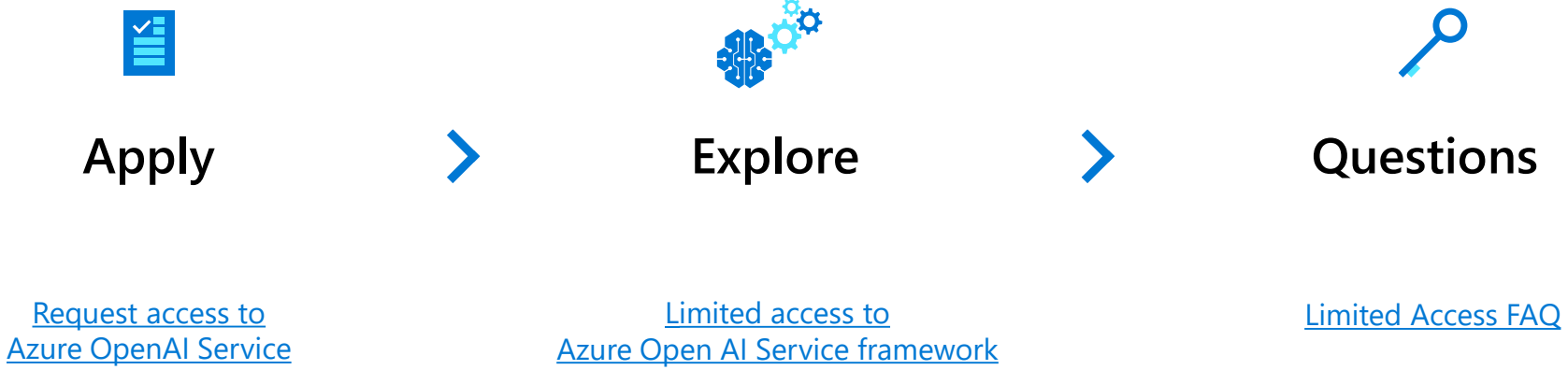
ADVANCED

- Learn more in the Azure OpenAI Service Workshop: [GitHub](#)
- [Open AI Cookbook](#)
- Compare models and use cases
- Start experimenting and developing your MVP
- Get [support and help](#)
- [Azure Depth Hub](#)
- 3-day on-demand technical depth skilling workshops with labs:
 - Innovate with AI using Azure OpenAI Service Models Technical Workshop [\(coming soon\)](#)
 - ML and ML-Ops with Azure Machine Learning Service and Azure DevOps Workshop [\(coming soon\)](#)
 - Enlighten Your Apps with Cognitive Capabilities and AI Services Workshop [\(coming soon\)](#)

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Begin your Azure OpenAI Service access journey

Register for approval to access



Use Azure OpenAI Service limited access text and code and/or DALL-E 2 text-to-image models.

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Building the future

Today, Microsoft is leading the way when it comes to AI technological advancement and mindshare, largely because we brought generative AI models to the masses. Through partnerships with OpenAI and strategic startup organizations, Microsoft for Startups has attracted a portfolio of bleeding-edge startups that are building and creating new businesses with foundation models and diffusion models.

Click below to connect with companies that are ready to get to work today on AI transformation.



[Typeface](#)



[Neuron7](#)



[GradientL](#)



[Pinecone](#)



[Fixie.ai](#)



[Snorkel AI](#)



[Cranium](#)



[Deeptune](#)



[Weights & Biases](#)



[Wallaroo.ai](#)



[Griptape](#)



[Osmos](#)



[AI Squared](#)



[Synthetiaic](#)



[Captions](#)

Learn more about how Microsoft can help your AI startup grow.

[Discover more >](#)

[More about Microsoft for Startups](#)



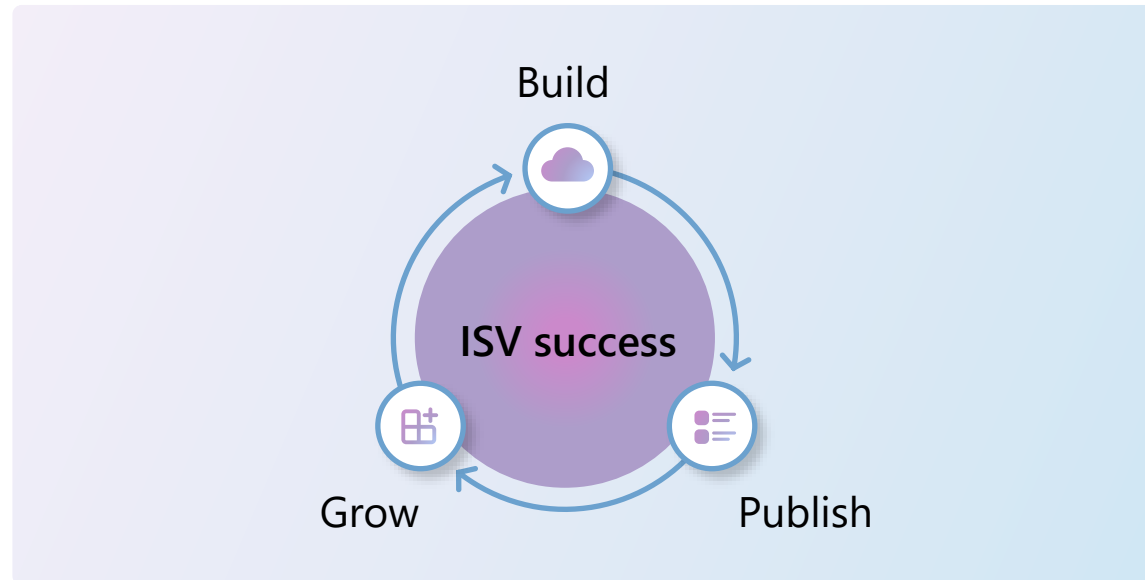
[Microsoft for Startups Founders Hub](#)

The Microsoft for Startups Founders Hub helps startups radically accelerate innovation by providing access to industry-leading AI services, expert guidance, and the essential technology needed to build a future-proofed startup.

ISV Success | Build + Publish

Support your building, publishing, and selling software applications

Leverage the power of the Microsoft Cloud and the commercial marketplace to accelerate your business. This offering, now generally available as part of the Microsoft AI Cloud Partner Program, is designed to help you build, innovate, and grow sales.



What's included

- Cloud sandbox
- Developer tools
- 1:1 consults
- A dedicated community to connect with peers and Microsoft experts
- Find curated on-demand content tailored to app building and publishing: code samples, client libraries, reference architectures, SaaS publishing tools, and more
- Discover and attend office hours, events, and hackathons to speed your journey

Getting involved is easy



Have an app in development



B2B in focus



Intend to publish in the marketplace



Join Microsoft AI Cloud Partner Program

Get your apps published on the Microsoft commerce platform as a transactable offer.

ISV Success | Sell + Grow

Unifying programs to better support your success

To help reduce complexity and address the active building happening deeply across the Microsoft Cloud technology stack, we're unifying several programs into one.

M365 Benefits Program and ISV Connect are both now part of ISV Success.



Microsoft 365 Benefits Program

M365 benefits program participants now gain access to cloud licenses across the Microsoft Cloud with Azure and Dynamics to complement the M365 developer SKU they already enjoyed. They also gain access to best-in-class developer tools such as Visual Studio and GitHub to accelerate building applications.



ISV Connect

ISV Connect participants now enjoy additional benefits to support them earlier in the journey, as they build and publish apps such as 1:1 technical consults and best-in-class developer tools. They also gain access to cloud licenses across the Microsoft Cloud with Azure and Microsoft 365 to complement the D365 SKUs they already enjoyed.

	Core Package	Expanded Package
Retail value	US\$126K	US\$146K
Performance	None required	Proven performance
Commitment	Publish	Publish transactable
Azure benefit	\$5K Azure	\$25K Azure
1:1 Technical consults	3 hours	50 hours

Multiyear investments

Year 1 | Free benefits

- ✓ Ongoing app development project
- ✓ App is B2B in focus
- ✓ Intent to publish to marketplace

Year 2+ | Fee-based

- ✓ Publish transactable and drive transactions
- ✓ Meet performance bar
- ✓ Pay fee

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Monetize your IP | Blueprint for success

Collaboration between sales, practice, and delivery

Through collaboration and a willingness to share ideas, various members of the partner community have provided insights on how to best monetize your IP with the development of your own Azure AI Center of Excellence (CoE).

Discover their stories and take advantage of these insights as a blueprint to help accelerate innovation and reach more customers.

Common use cases customers are exploring for Azure OpenAI Service

- Decision intelligence | Insights, production, supply chain
- Sentiment analysis
- Knowledge management and enterprise search
- Claims processing
- Risk and compliance
- Customer 360 analytics | Customer experience
- Market share analysis

Plan before you begin your CoE journey

- ✓ Understand Responsible AI standards and invest culturally across the organization.
- ✓ Focus on internal skilling and development to reduce the skills gap.
- ✓ Clarity on the outcome: Is it revenue, cost-savings, or operational?
- ✓ Invest necessary time and resources for legal and IP considerations.
- ✓ Establish industry focused targets, enabling reuse and scalable IP.

Build initiatives and practices to frame opportunities for the next 12 months with differentiated solutions.

Growth in your capacity enables new capabilities, opening the door to co-sell opportunities.

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Monetize your IP

The CoE story of Relativity



PURPOSE

From technology-assisted review to powerful analytics and visualizations, **Relativity's** AI CoE focused on changing the shape of e-discovery. Combining the best of human knowledge with the most advanced technology to create people-led AI—artfully designed to transform how organizations find, organize, and act on their data.

MODEL

Injecting AI into the legal process is a delicate job and Relativity keeps people at the center of their AI development strategy.

Relativity's Responsible AI principles

- ✓ Build AI with purpose that delivers value for our customers.
- ✓ Empower our customers with clarity and control.
- ✓ Ensure fairness is front and center in our AI development.
- ✓ Champion privacy throughout the AI product development lifecycle.
- ✓ Place the security of our customers' data at the heart of everything we do.
- ✓ Act with a high standard of accountability.

SUCCEEDING IN THE MARKET

- Streamlining review management with intuitive AI.
- Sentiment analysis leverages AI algorithms to detect positive and negative tones and other emotions within data.
- E-discovery translation that leverages the power of AI.

LESSONS LEARNED WHEN BUILDING SOLUTIONS

- Embrace pilots and explore generative text capabilities and generate test data.
- Reduce harm through ethically driven AI development, provide clear and understandable results, and be transparent about how the AI is built.

KEY CONSIDERATIONS

- Evaluate growing the skills and resources to expand data engineering practice.
- Traditional skilling paths present challenges due to the pace of change. Consider embracing the culture of "learning by doing."

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Monetize your IP

The CoE story of SymphonyAI



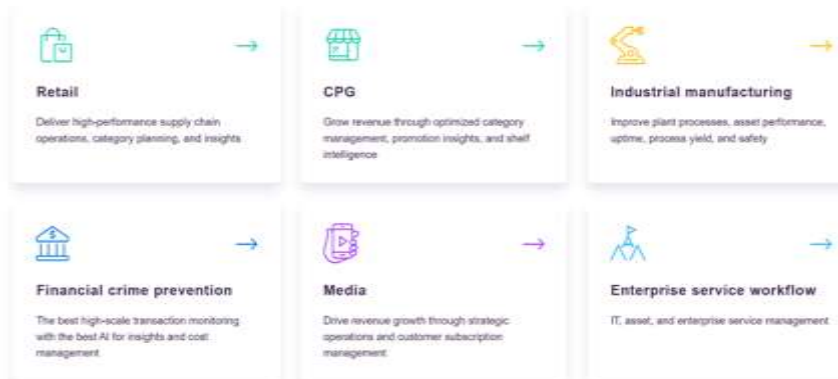
PURPOSE

SymphonyAI's AI CoE focus is a dedicated entity driving strategy, including generative AI capabilities, across various products. With a deep focus on industry-specific challenges, they're pinpointing use cases where AI can make the most impact and bringing AI capabilities into the people workflow to unlock productivity.

MODEL

SymphonyAI applies decades of vertical experience to build data- and domain-specific models, developing rapid ML pipelines with deep exploration to accelerate production and create highly targeted, useful applications. By focusing on the fundamental datasets, algorithms, and models pretrained for specific domains and applications, our verticalized approach allows for rapid scale from POC to enterprise production.

- ✓ Rich AI for exploration and discovery
- ✓ Precision AI SaaS applications
- ✓ Enterprise AI technology



SUCCEEDING IN THE MARKET

Retail sales with AI-powered shelf intelligence

Managing regulatory compliance, risk, fraud, AML, financial crime detection, investigation, and reporting

Manufacturing production optimization

Manufacturing yield and asset life

LESSONS LEARNED WHEN BUILDING SOLUTIONS

- Willingness to experiment and create hub teams with vertical expertise to solve last mile customer challenges.
- Emphasize building core tools on top of the Azure platform.
- Invest the necessary time and resources to navigate long-form text generation.

KEY CONSIDERATIONS

- Orchestrate the development of multi-disciplinary teams within vertical team segmentation to expedite scale.
- Act like a startup and emphasize self-teach to uplevel knowledge.
- Have a defined strategy for security and user privacy and data.

Monetize your IP

The CoE story of Fractal

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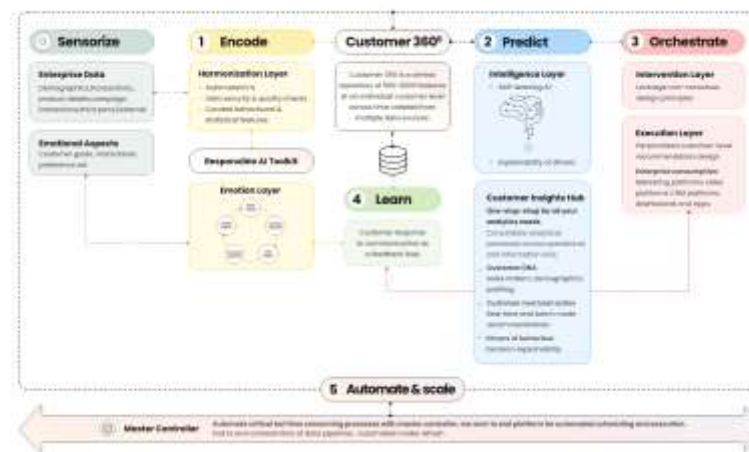
PURPOSE

At **Fractal**, the strategic focus is unifying the power of machine learning DevOps. Based on a foundation of technology and responsible AI principles, the goal is to drive adoption and integrate machine learning and AI into existing applications to discover empowering perspectives at the convergence of AI and human insight.

MODEL

Fractal has been working with Microsoft for over 10 years to orchestrate and power human decisions in the enterprise with AI-driven business intelligence and AI for sustainability and revenue growth management, conversational AI for customer service, and generative AI for sales. An emphasis on solution development beyond a POC to production and scale is what drives business value for organizations.

- ✓ Power customer decisioning at speed and scale.
- ✓ Understand how customers will respond to business decisions in real-time.
- ✓ All data consolidated in one place.



Content and proposal creation

AI-assisted sales in e-commerce

Knowledge assistance and Customer 360 experiences

Creation of custom copilots

SUCCEEDING IN THE MARKET

LESSONS LEARNED WHEN BUILDING SOLUTIONS

- It's not a sprint. Take the time upfront to deeply understand specifications and use cases to establish long-term goals.
- Do the necessary upfront legwork to secure executive sponsorship and get holistic buy-in from IT and LOB owners.

KEY CONSIDERATIONS

- Invest the necessary resources in training, change management, and design for adoption.
- Explore development that doesn't just solve for independent initiatives but is designed for enterprise scale.
- Explore the importance of proactive DevOps resources to manage the machine learning operations lifecycle.

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The CoE story of Chooch

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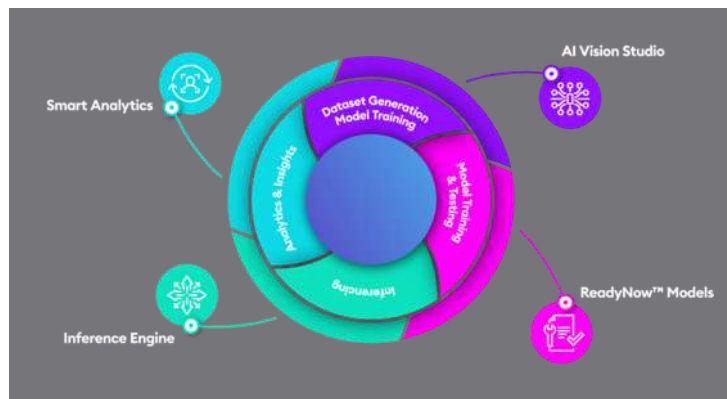
PURPOSE

Reinventing computer vision is what drives **Chooch** to support organizations to enable them to transform their operations with AI vision solutions. By immediately detecting visual elements with unprecedented precision and comprehending their meaning, organizations can improve not only business performance but safety while creating new revenue opportunities.

MODEL

An iterative process with an emphasis on knowledge transfer, learnings, and safety has enabled Chooch to create the world's best AI vision platform that sees, comprehends, and acts without human error, fatigue or distraction. Chooch's partners and customers, through their smart factories and labs, enable conversations to move to the next level with visualization, building confidence in AI.

- ✓ Detects, processes, and instantly analyzes thousands of visual objects, images, or actions in video images.
- ✓ AI vision on any device.
- ✓ AI vision at the edge.



SUCCEEDING IN THE MARKET

Fire detection

Automating routine visual inspection tasks at scale

Workplace safety and security

Critical infrastructure monitoring

LESSONS LEARNED WHEN BUILDING SOLUTIONS

- Acknowledge and accept that the technology stack is complicated and AI models may work in certain conditions but not all.
- Accept that due to the nature of transformational AI, there will be inherent internal challenges to overcome or could run the risk of discovery projects.

KEY CONSIDERATIONS

- Lower friction for use cases and transform complexity to simplicity for customers.
- Succeed with one use case and showcase the value of AI working, allowing imagination to scale to 10 or 20 use cases.
- Emphasize safety metrics and embrace responsible AI.

Monetize your services | Blueprint for success

Driving strategies to where technology is evolving

Through collaboration and a willingness to share ideas, various members of the partner community have provided insights on how to best monetize your services with the development of your own Azure AI Center of Excellence (CoE).

Discover their stories and take advantage of these insights as a blueprint to help accelerate innovation and reach more customers.

Common use cases customers are exploring for Azure OpenAI Service

- End-to-end call center analytics
- Customer 360 experience with hyper-personalization
- Business process automation
- Content generation
- Summarization of conversation logs, reports, analyst articles
- Classification, sentiment, entity extraction, search
- Writing assistance
- Conversational AI

Plan before you begin your CoE journey

- ✓ Understand Responsible AI standards and invest to utilize AI the right way.
- ✓ Develop an internal learning path with mentorship and investments in skills development.
- ✓ Evaluate investments in data engineering.
- ✓ Understand how to address customer concerns related to IP, copyright, and legal implications.
- ✓ Take advantage of the exponential value of combining AI with generative AI advancements.

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Monetize your IP

The CoE story of LTIMindtree

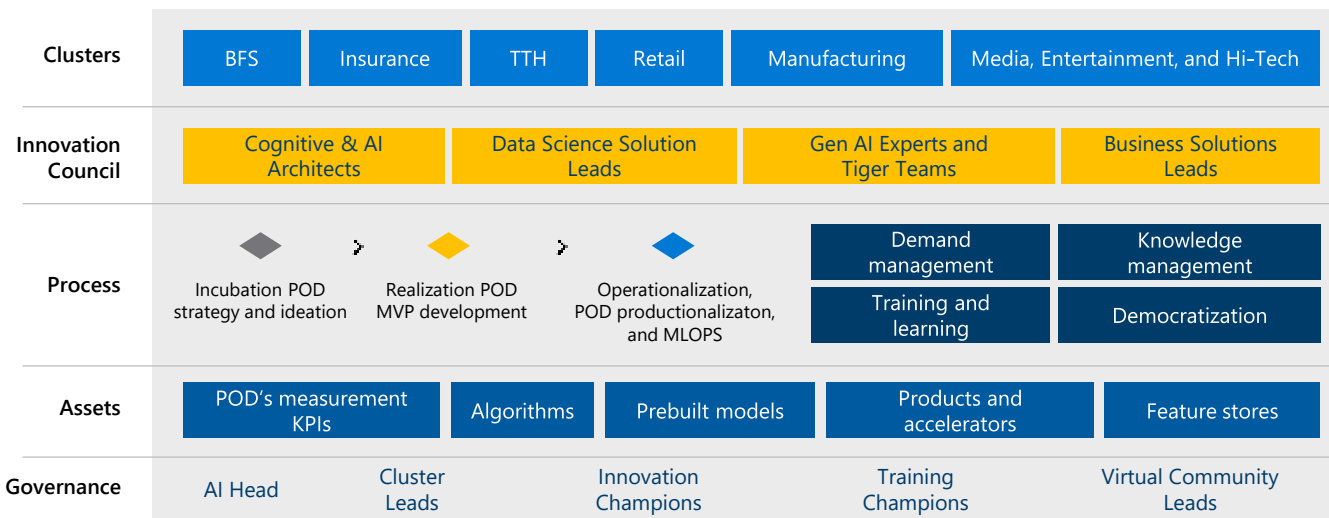


PURPOSE

LTIMindtree's AI CoE focus is around the framework of a centralized subpractice driving AI demand generation, innovation, adoption, development, and governance of AI initiatives.

Outcome-focused | Innovate and evolve | Faster GTM | Next-gen workforce

MODEL



SUCCEEDING IN THE MARKET

Customer 360 analytics/service recommendation engine

Pricing recommendation and margin optimization

Demand forecasting

Campaign effectiveness

LESSONS LEARNED WHEN BUILDING SOLUTIONS

- Understanding Responsible AI standards.
- Clarity on the outcome: Is it revenue, cost-savings, or operational?
- Invest necessary time and resources for legal and IP considerations.

KEY CONSIDERATIONS

- How will you measure the effectiveness of your CoE and plan and define metrics and KPIs?
- What's your CoE roadmap? One year/three years/five years.
- How will investments be made while keeping aligned to the market?
- What's your organizational readiness and adoption plan?

Monetize your services

The CoE story of TCS

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PURPOSE

At **TCS**, an AI CoE has been established to drive the overall strategy and support acceleration of its generative AI adoption. The CoE works to address industry-specific challenges and uncover opportunities with generative AI capabilities and solutions. The focus is on addressing real-world use cases that deliver business value.

MODEL

To support the enterprise adoption of generative AI, TCS has developed an approach based on a framework for DAIS: Discovery of the right focus area; Assessment of use cases; Ideation with the help of POCs to finalize use cases for pilots; and Strategy to adopt Azure OpenAI Service at scale.

- ✓ **Banking and Financial Services:** Mitigate risks and enhance fraud detection, improve financial advisory capacity, automate back-office processes, expedite underwriting, generate documents faster, optimize prices, enhance customer experience, and improve financial reporting.
- ✓ **Life Sciences and Healthcare:** Improve patient outcomes with assistive clinical trial studies, streamline drug discovery, foster more personalized medicine, and enhance medical imaging.

- ✓ **Retail:** Create designs at a lower cost, automate digital experiences for online shopping, enhance marketing and promotions, generate trend analysis, and offer more personalized customer service.
- ✓ **Utilities:** Enhance efficiency, better assist field engineers, improve maintenance and repair documentation, empower customers with AI-powered virtual assistance, and create better safety training.
- ✓ **Hospitality:** Streamline and personalize customer services and content generation, develop AI-powered digital assistants to resolve issues, improve results, and respond to customer suggestions, and cross-sell more intelligently.

SUCCEEDING IN THE MARKET

Claims processing and risk and compliance

Natural language queries leveraging enterprise knowledge base

Sustainable supply chains and inventory forecasting

Service desk intelligence

LESSONS LEARNED WHEN BUILDING SOLUTIONS

- Hub-and-spoke internal readiness program to develop a scalable learning path.
- Explore how to apply ML and deep learning historical lessons to increase delivery capabilities and improve the overall quality for clients.
- Invest in the necessary resources and skills for data engineering—in particular, data scrapping.

KEY CONSIDERATIONS

- Ensure know-how to address customer concerns with IP and copyright implications as by-products of AI-generated data.
- Validate that customers in the early stages of planning for a generative AI journey understand the business value.

Monetize your services

The CoE story of Crayon

PURPOSE

Crayon's Data & AI practice was established to serve the increasing demand for data-driven businesses, enabling customers to become data-driven enterprises by generating value from data with scalable platforms and AI-powered solutions.

MODEL

Crayon's team structure is focused on enabling deep competency in strategic areas with experts in multiple domains: physics, biomedicine, computer science, statistics, engineering, and mathematics. This is combined with deep expertise in applied AI projects such as predictive maintenance, demand forecasting, quality inspection, and human-pose recognition.



SUCCEEDING IN THE MARKET

Decision intelligence

Supply chain optimization, production process optimization, customer insights

Computer vision

Scene analysis and inspection, human recognition, document analysis

Language technologies

Customer service insights, document processing, cognitive search



LESSONS LEARNED WHEN BUILDING SOLUTIONS

- Clearly understand and define with clients' responsible AI standards and how to implement them.
- Being too general is difficult; focus on becoming experts in certain areas.
- Invest necessary time and resources in internal skilling to grow the practice.

KEY CONSIDERATIONS

- Understand the legalities around data and establish trust and ownership.
- Build and test internally and reuse IP to support scalability initiatives.
- Orchestrate team development where it makes sense.

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Monetize your services

The CoE story of BJSS



PURPOSE

BJSS is expanding and growing its AI Center of Excellence, which serves as the conduit to define, innovate, and support customers with responsible AI governance practices and principles. The CoE places a high priority on data privacy and security, ensuring that the data utilized in AI systems is handled responsibly and in compliance with relevant regulations and industry standards.

MODEL

Originated as a data science team more than seven years ago while doing AI in production, the team has evolved into a Center of Excellence focused on data and AI with resources tailored to data engineers. BJSS can empower businesses to adopt AI at scale, enabling them to generate new revenue streams, increase margins, and enhance customer satisfaction.

- ✓ **Adopt AI:** For customers new to AI, BJSS helps identify relevant opportunities and validates them through rapid experimentation, focusing on bottom-line impact.
- ✓ **Deliver value with AI:** For customers confident in AI's potential, BJSS develops intelligent products using commodity/generative AI and builds minimum viable algorithms, facilitating product development and productionization.
- ✓ **Scale AI:** BJSS supports customers with a high AI maturity level, addressing challenges related to scaling AI initiatives. This includes modernizing existing systems, developing MLOps platforms, and advising on operating models.

SUCCEEDING IN THE MARKET

- Customer experience and insights with generative AI as the foundation
- Knowledge management and enterprise search
- Customer behavior and personalization
- Quality assurance

LESSONS LEARNED WHEN BUILDING SOLUTIONS

- Need clear guiding principles for governance, regulations, and compliance.
- Understand ownership, roles, and decision-making between those responsible for data and AI.

KEY CONSIDERATIONS

- Early in the customer journey, establish a relationship with security teams to prevent downstream impacts or blockage.
- Understand data quality, access, and where potential data silos may reside.
- Evaluate the importance of training to close the skills gap for development and deployment.



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The CoE story of Wipro

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PURPOSE

Wipro's Generative AI Center of Excellence was established by conducting research with leading academic institutions; building accelerators and frameworks like WeGA (Wipro Enterprise Generative AI); developing competency through Wipro AI Academy; and executing key pilot programs for clients. As the marketplace has transformed, there's now continued focus on expanding and exploring use cases for generative AI and developing individualized generative AI strategies.

MODEL

Wipro's team structure is orchestrated with a heavy emphasis on data and segmented into specific workload-targeted teams to help customers improve operations and create new products and services while gaining a competitive advantage in the market.



SUCCEEDING IN THE MARKET

Hyper-personalized customer experiences through conversational AI

Intelligent document processing

Predictive asset management

Risk management

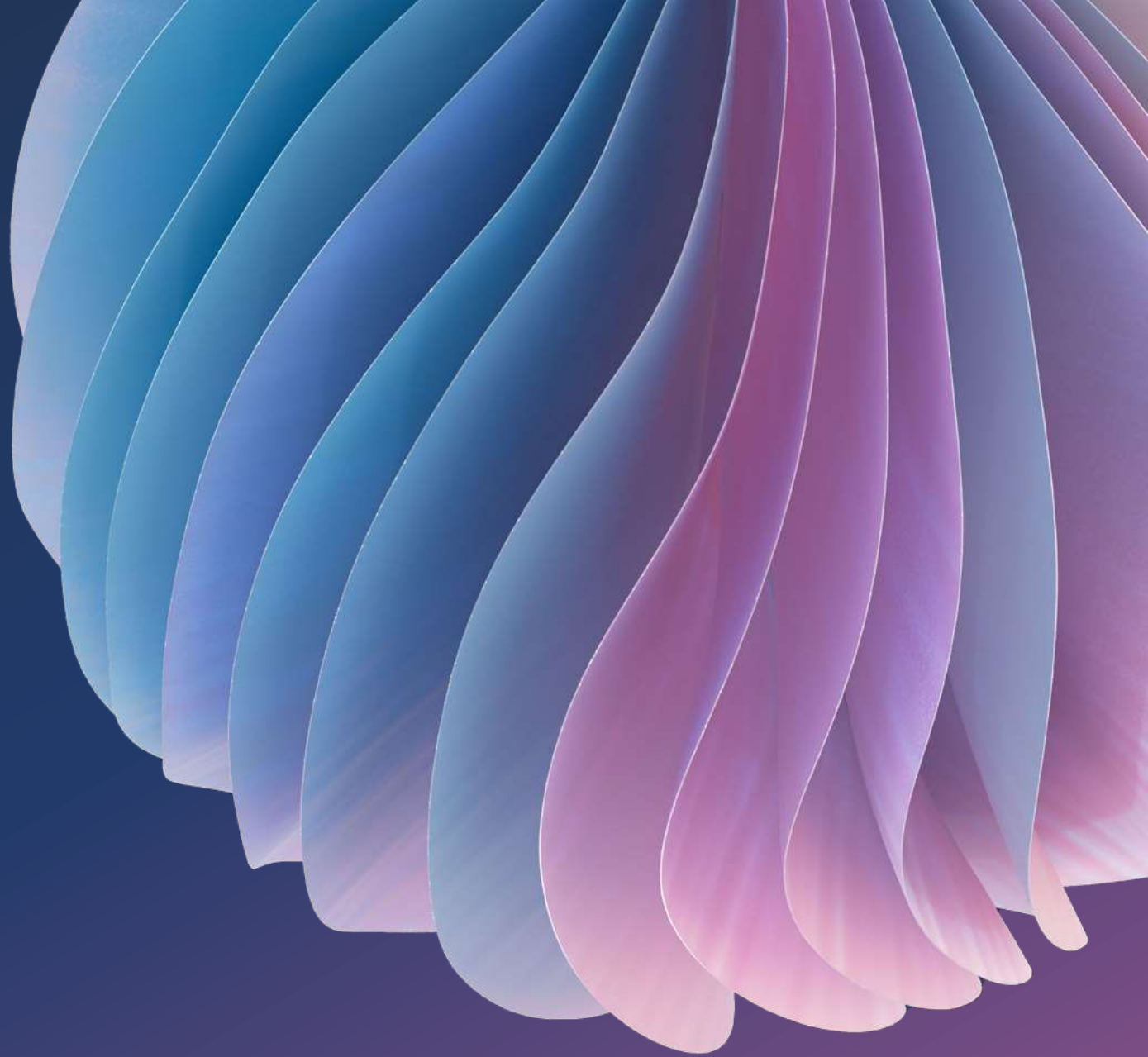
LESSONS LEARNED WHEN BUILDING SOLUTIONS

- Build initiatives in 12-month cycles to maximize opportunity realization.
- Build and deploy AI responsibly to identify biases in data and algorithms and recommend actions to ensure fairness, explainability, and transparency of AI models.

KEY CONSIDERATIONS

- Identify the areas where generative AI can bring the most value to businesses.
- Create a platform for customer engagement to keep customers informed of the latest developments, gather feedback, and share success stories.
- Identify top use cases with measurable business returns.

Market together



Grow your leads and pipeline

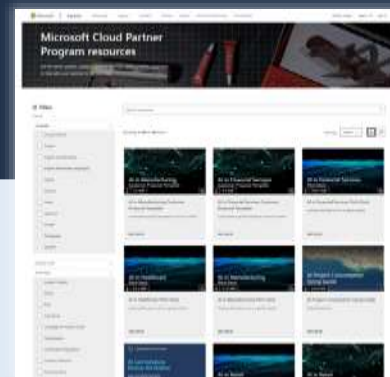
We're excited to equip your Sales and Marketing teams with curated co-branded and campaign-in-a-box assets. Take advantage of these resources to accelerate your time to market, grow awareness, and differentiate when connecting with your customers.

- Drive demand for your solutions and services
- Customizable marketing assets.

Partner Marketing Center

Download. Customize. Execute.

PMC offers a robust collection of customizable campaigns to help accelerate your time to market and amplify offers to the customers you're most wanting to engage.



Data & AI campaign-in-a-box

[Access >](#)

Build and Modernize AI Apps campaign-in-a-box

[Access >](#)

Digital Marketing Content OnDemand

Add your information and go.

DMC is an easy-to-use, automated marketing platform with ready-to-share digital campaigns.



Azure all-up

[Access >](#)

Build and Modernize AI Apps DMC campaign

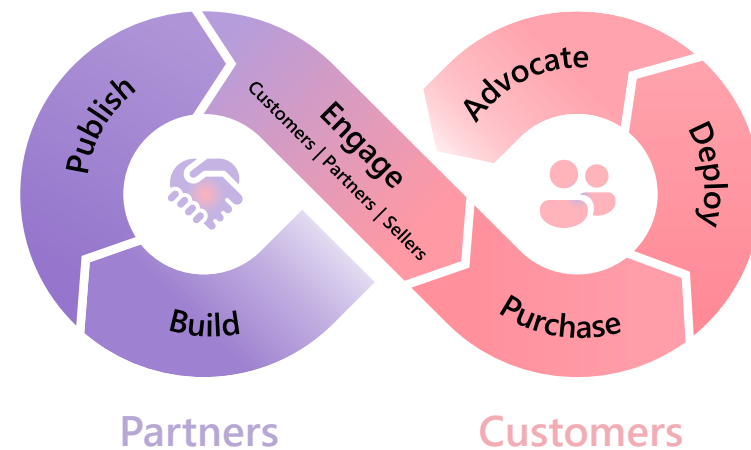
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Microsoft commercial marketplace

Marketplaces help you get in front of customers wherever they are.

- Engage with millions of Microsoft customers directly through our storefronts—[AppSource](#) and [Azure Marketplace](#).
- Surface solutions to customers through in-product experiences, like the Azure portal and Microsoft Teams.
- Scale through our ecosystem of over 400,000 Microsoft partners.
- Activate our global sales force of over 35,000 sellers. These are people with CXO-level relationships across both technology and lines of business in the world’s biggest companies. And with the changes we’re making for our own internal sellers, there has never been a better time to go to market and sell with us.



through Marketplace

The commercial marketplace value for partners.

- Reach customers
- Simplify sales
- Unlock growth

The commercial marketplace value for customers.

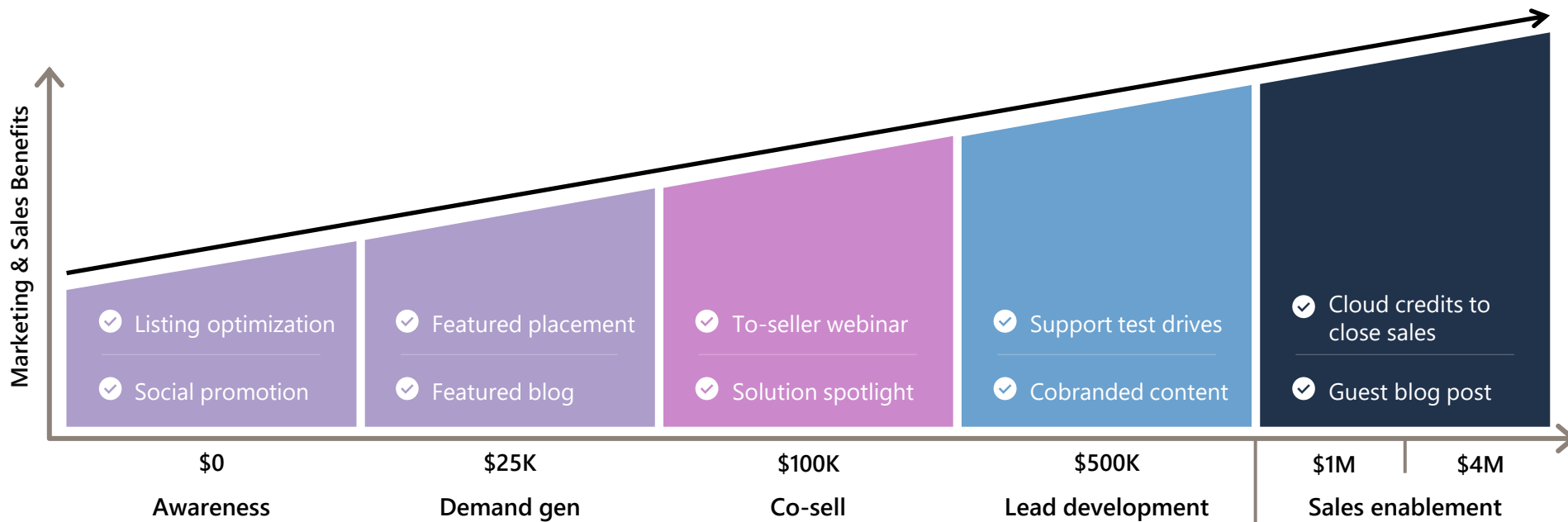
- Increase efficiency
- Buy confidently
- Spend smarter

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Marketplace rewards | Part of ISV Success

The more you perform, the more you earn

Gain the support to accelerate marketplace sales and unlock additional benefits as you grow.



Performance paths based on Marketplace billed sales, business applications solution value, or Teams app monthly active usage.

Top use cases for generative AI

Generative AI is revolutionizing industries across the globe to create richer user experiences, fuel innovation, and boost productivity.

Advancements are happening wherever the power of AI can make a difference: content creation and design, accelerated automation, personalized marketing, customer service, chatbots, product and service innovation, language translation, autonomous driving, fraud detection, predictive analytics, and in a plethora of other areas.

Explore how AI is augmenting our capabilities, transforming work, and shaping a new world of possibilities across every industry.

- EDUCATION
- ENERGY AND RESOURCES
- POWER AND UTILITIES
- MINING
- FINANCIAL SERVICES
- HEALTHCARE
- MANUFACTURING
- MOBILITY
- RETAIL
- CONSUMER GOODS
- MEDIA AND ENTERTAINMENT
- TELECOMMUNICATIONS



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Top use cases for AI

Empowering schools around the world

EDUCATION

Content creation and design	Accelerated automation	Personalized learning	Chatbots and virtual assistants	Engaging learners
Language learning and translation	Fraud detection	Predictive analytics and forecasting	Save time for faculty and staff	Build AI literacy



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Top use cases for AI

Optimize yields and grids while improving safety and reducing waste

ENERGY AND RESOURCES

Predictive analytics and maintenance	Cybersecurity	Grid management and efficiency	Operational improvements	Energy storage
Customer service	Intelligent grid	Demand forecasting	Worker health and safety	Supply chain optimization



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Top use cases for AI

Building momentum in the transition to clean energy

POWER AND UTILITIES

Predictive analytics and maintenance	Workforce management and dispatch optimization	Energy forecasting	Intelligent grid
Distributed energy resource orchestration	Unlocking clean fuels	Customer support	Cybersecurity



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Top use cases for AI

Building a digital sustainable mine of the future

MINING INDUSTRY

Predictive analytics and maintenance

Worker health and safety

Mine plan and schedule optimization

Predictive rock and orebody characterization

Energy management

Recovery improvement

Water quality processing

Demand forecasting

Security and cybersecurity

Supply chain optimization



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Top use cases for AI

Drive improvements in employee productivity, operational efficiency, and customer experience

FINANCIAL SERVICES

Product search	Advisor empowerment	Enhance contact centers	Code modernization	Product and service innovation
Language translation	Fraud detection and prevention	Predictive analytics and forecasting	Market research	Extract call center insights



Top use cases for AI

Transform business processes, cost management, patient care, and customer service

HEALTHCARE

Patient engagement and support	Claims management	Clinical and operational workflow automation	Fraud detection and cybersecurity	Value-based care
Accelerated automation for care management	Chatbots and virtual assistants	Language translation and natural language processing	Predictive analytics and forecasting	Medical research and personalized care

*Microsoft products and services (1) are not designed, intended or made available as a medical device, and (2) are not designed or intended to be a substitute for professional medical advice, diagnosis, treatment, or judgment and should not be used to replace or as a substitute for professional medical advice, diagnosis, treatment, or judgment. Customers/partners are responsible for ensuring solutions comply with applicable laws and regulations. Generative AI does not always provide accurate or complete information. Customers/partners will need to thoroughly test and evaluate whether an AI tool is fit for the intended use and identify and mitigate any risks to and users associated with its use. Customers/partners should thoroughly review the product documentation for each tool.

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Top use cases for AI

Manage complex inventory, quality, suppliers, and production processes

MANUFACTURING

Knowledge discovery at scale

Product design cycle acceleration

Root cause analysis

Smart factory operations

Worker onboarding and upskilling

Automated EHS protocols

Supply chain optimization

Streamlined legal, HR, and IT processes

Targeted marketing content generation

Personalized customer experiences



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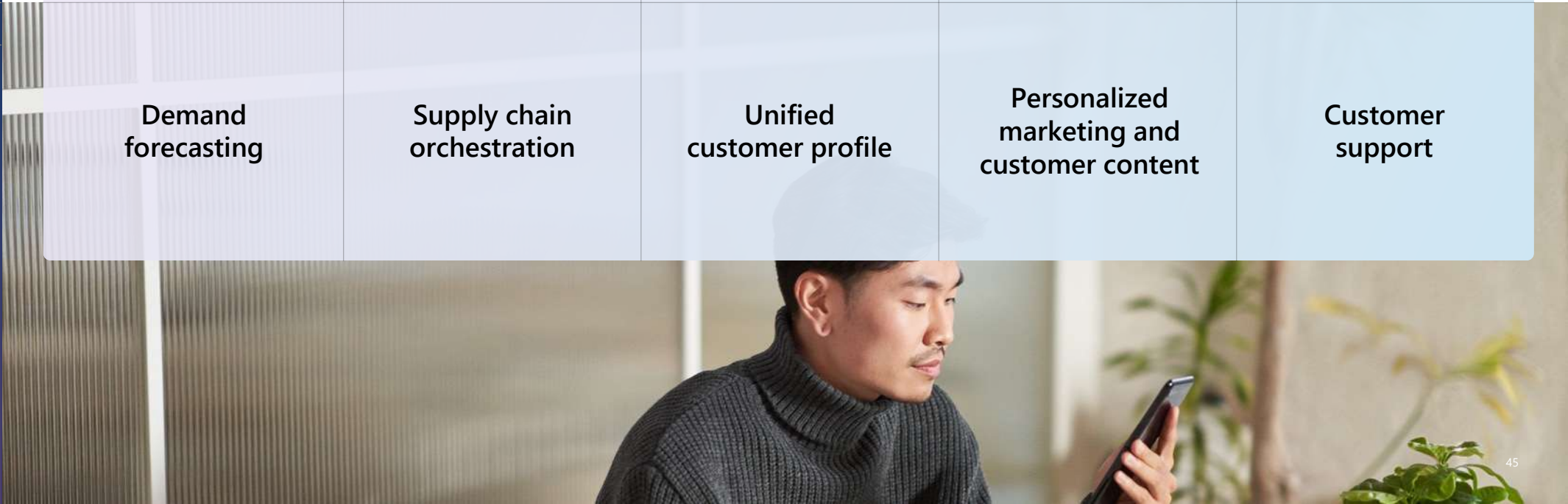
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Top use cases for AI

Drive efficiency and execution

MOBILITY

Design optimization	Modeling and simulation	Software engineering	Quality management	Industrial robots/cobots
Demand forecasting	Supply chain orchestration	Unified customer profile	Personalized marketing and customer content	Customer support



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Top use cases for AI

Increase retail performance while streamlining costs

RETAIL

Conversational commerce

Conversational analytics

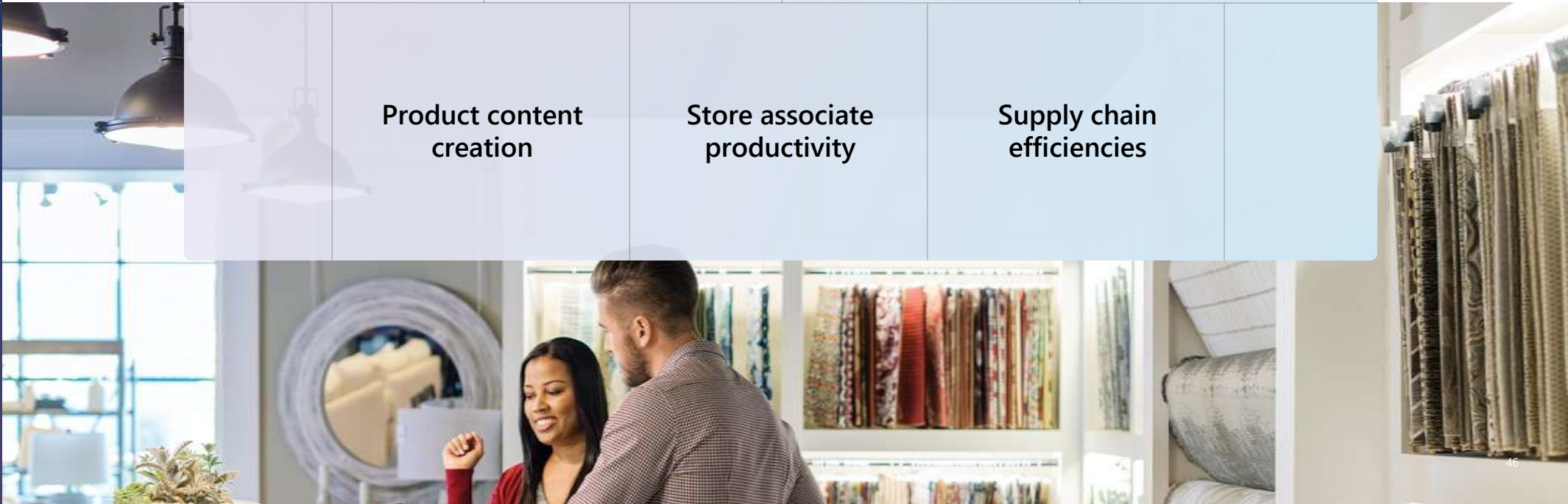
Conversational service

Personalized marketing

Product content creation

Store associate productivity

Supply chain efficiencies



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Top use cases for AI

Retain and increase the lifetime value of loyal customers

CONSUMER GOODS

Content creation	Conversational commerce	Employee productivity	Enterprise chatbots and virtual assistants	Data analytics
Secure critical infrastructure	Fraud detection	Predictive analytics and forecasting	Proactive identification and response to supply chain	



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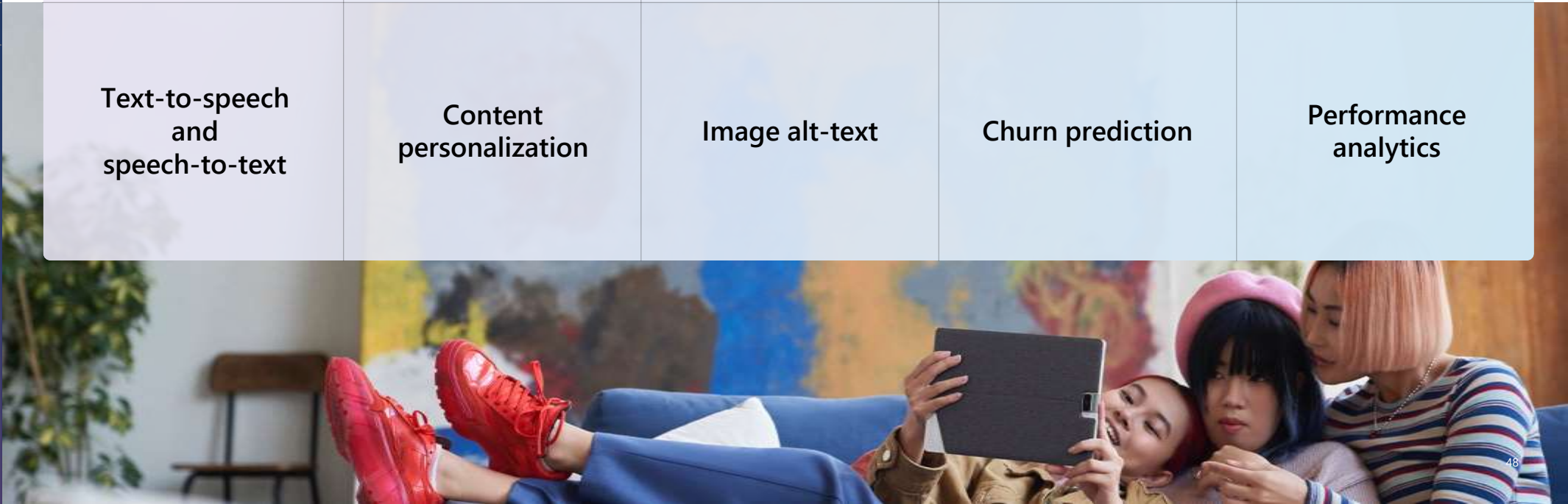
SELL TOGETHER

Top use cases for AI

Transform the future of creativity, content, and digital experiences

MEDIA AND ENTERTAINMENT

Voice dubbing	Text-to-video	Translation	Content summarization	Copywriting
Text-to-speech and speech-to-text	Content personalization	Image alt-text	Churn prediction	Performance analytics



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Case studies | Services partners

Azure GTM evidence initiative

SELL TOGETHER

Top use cases for AI

Unlock the potential of AI in the telecommunications industry

TELECOMMUNICATIONS

Network optimization	Predictive maintenance	Network planning	Resource allocation	Network security
Quality of service	Intelligent infrastructure	Smart billing	Network analytics	Fraud detection



Accelerating healthcare AI

Secure collaboration platform for algorithm owners and data stewards

PURPOSE

BeeKeeperAI was created to help speed the development of AI in healthcare. It required access to new security solutions capable of creating a Zero Trust confidential computing platform where prying eyes are blocked from seeing sensitive health data and in-development algorithms.

SOLUTION

BeeKeeperAI worked with Microsoft to access Intel SGX through Azure confidential computing to create the smallest attack surface for a highly secure and HIPAA-compliant Azure framework. Customers use BeeKeeperAI to access and collaborate on data without having to move the data or use synthetic or de-identified data. The data is encrypted end to end.

IMPACT

BeeKeeperAI is creating a new process for achieving generalizability and FDA approval for nascent healthcare AI. Because its system disallows human access to patient data, it has been able to reduce access to data required to meet the generalizability standard by as much as 18 months.

[Access through Azure Marketplace >](#)

"Microsoft creates the perfect intersection of a cloud platform trusted by the Healthcare sector that's demonstrated its focus on security by delivering the smallest attack surface solution with Intel SGX and Zero Trust infrastructure."

Mary Beth Chalk, Co-founder and Chief Commercial Officer, BeeKeeperAI

CONNECTED SOLUTIONS

Microsoft Azure
Azure Confidential Computing

WHY WE'RE EXCITED

- Built fully on Azure.
- Confidential computing framework ensures neither the data nor the AI model is ever "in the clear."
- Strong founding team with long-standing Healthcare industry experience.



Reimagining the future of fashion design

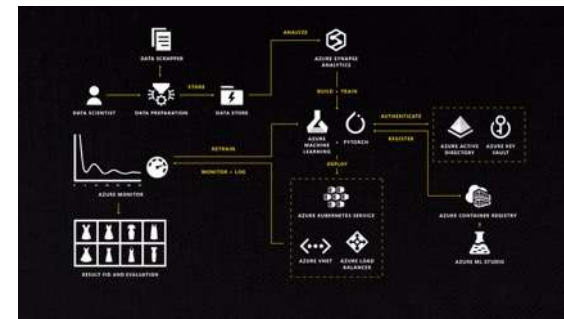
Meet customer demand, get to market faster, and reduce clothing waste

PURPOSE

Fashable is on a mission to use AI to change the world, starting with an unlikely subject: clothing design. The fashion industry is a leading contributor of carbon emissions, with 21.6 billion lbs. of textile waste polluting American landfills every year. Fashable looked to Azure Machine Learning and PyTorch to improve sustainability in fashion while driving down costs and time to market.

SOLUTION

Using Azure Machine Learning, an enterprise-grade service for the end-to-end machine learning lifecycle, and PyTorch, an open-source machine learning framework, Fashable created an AI algorithm that ingests data from multiple sources like social media or commerce and retail sites to learn about trends, styles, and clothing types. It can then generate dozens of original designs and visually augment them in real time.



[Access through Azure Marketplace >](#)

IMPACT

Designers can take designs to social media to A/B test directly with customers, helping gauge interest and forecast demand before going into production. With Fashable, designers can create innovative collections in minutes, market them directly to customers, and forecast demand without wasting a single scrap of fabric.

"PyTorch and Azure Machine Learning are the perfect match for our research team goals, saving time to create disruptive innovation."

Orlando Ribas Fernandes, Cofounder and CEO, Fashable

CONNECTED SOLUTIONS

Microsoft Azure
Azure Machine Learning

WHY WE'RE EXCITED

- Offers the ability to create an entire collection and help brands gauge consumer interest and market online without wasting a single scrap of fabric.
- Brands can also use their digital designs in the metaverse. In a joint initiative with Microsoft and Meta, Fashable is generating realistic content for ecommerce sites.

Automating cybersecurity workflows to streamline operations

No-code/low-code security automation platform, powered by generative AI

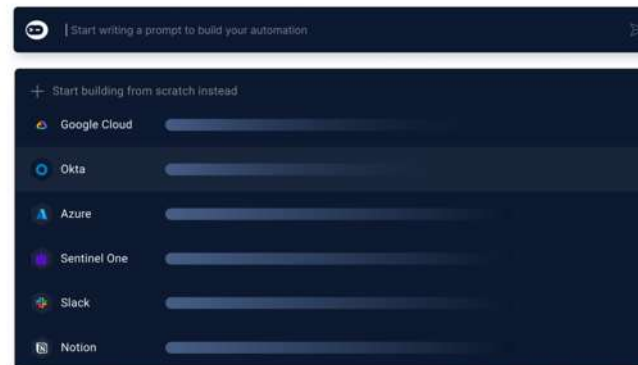


PURPOSE

Blink is building the future of security operations, allowing organizations to build security apps with no-code automation and "shift-left" or to implement earlier security and operations workflows.

SOLUTION

Blink Copilot helps security teams generate any simple or complex workflow instantly. Generative AI makes it possible to build workflows without writing code or needing to be an expert in target applications. With native integrations for hundreds of platforms and thousands of APIs, including Azure, AWS, CrowdStrike, GitHub, Microsoft Teams, Okta, PagerDuty, Slack, GitLab, Orca Security, JumpCloud, Ermetic, Fortinet, Grafana, Google Cloud, Jamf, SentinelOne, Wiz, ServiceNow, Kubernetes, Snowflake, Jira, Terraform, and Sumo Logic.



[Access through Azure Marketplace >](#)

IMPACT

By automating security, IT, and DevOps processes, Blink helps enterprises overcome the challenges of talent scarcity and operational efficiency. Teams of any size can build any no-code/low-code or code security automation using generative AI.

CONNECTED SOLUTIONS

[Azure OpenAI Service](#)

WHY WE'RE EXCITED

- Offers access to over 5,000 automations to help customers build faster and protect their operations better.
- Integrates with Azure OpenAI Service as a core component for Blink's no-code engine.

Secure and intelligent conversational AI

Autonomous customer and employee experience with human-like interactions

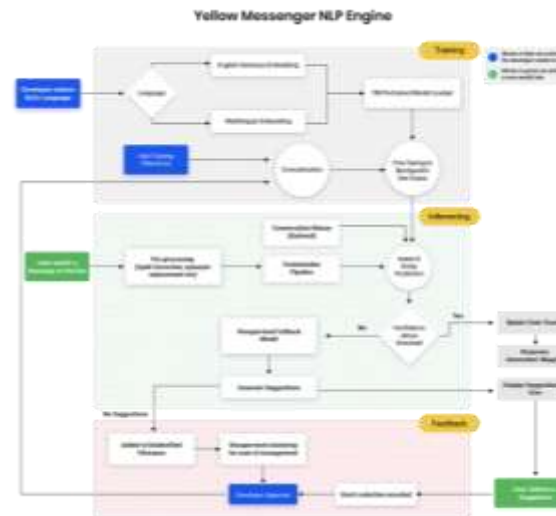


PURPOSE

Yellow.ai was formed with the passion to transform the way customers interact with brands and in the belief that memorable conversations are at the heart of every meaningful brand engagement.

SOLUTION

Enabled by a generative AI-powered dynamic automation platform, Yellow.ai delivers conversational experiences via dynamic AI agents that help enterprises achieve higher customer satisfaction and employee engagement. With a customer-centric approach and innovative solutions, the team of experts at Yellow.ai aims to create actionable outcomes for enterprises and their customers and employees while continuously pushing the boundaries of what's possible.



[Access through Azure Marketplace >](#)

IMPACT

Trusted by 500+ global enterprises, the Yellow.ai platform builds chatbots as AI-workers for enterprises to self serve on-demand for customer support, sales, marketing, commerce, HR, and IT. Enabling chat and voice interactivity within a website, mobile app, or third-party platform, Yellow.ai helps improve CX, save costs, and increase conversions while improving self-service functionality.

CONNECTED SOLUTION

Azure OpenAI Service

WHY WE'RE EXCITED

- Utilizes natural language research techniques to solve problems such as lack of sufficient data, false positives with no-code platform.
- Addresses the evolving needs of the customer engagement architecture to support shifts in customer and organizational requirements.

Automating cybersecurity workflows to streamline operations

No-code/low-code security automation platform, powered by generative AI



PURPOSE

DeepBrain AI, a leading conversational AI startup in South Korea, specializes in video synthesis with a focus on creating realistic AI avatars that enable businesses to automate and enhance customer interactions and increase operational efficiency. The company has secured a strong presence in the market across industries, including Media, Finance, and Retail.

SOLUTION

DeepBrain's revolutionary media synthesis technology enables the creation of AI avatars capable of responding to natural language questions. By capturing video of a human model in a studio and training a machine learning system, DeepBrain generates real-time avatars with synchronized lip, mouth, and head movements. Broadcasting companies, for example, use this technology to create AI news anchors with a synthesized voice and face.



[Access through Azure Marketplace >](#)

IMPACT

By providing a reliable and accurate speech-to-text (STT) engine to seamlessly convert a user's voice into the written word, DeepBrain AI customers can provide engaging and interactive customer support experiences using AI avatars with increased customer satisfaction and loyalty.

"Azure OpenAI Service and advanced technology allows us to provide an unparalleled experience, enabling us to create compelling videos from text and deliver an innovative AI-driven interview service."

Eric Jang, Founder and CEO, DeepBrain AI

CONNECTED SOLUTIONS

Azure OpenAI Service

Microsoft Azure

WHY WE'RE EXCITED

- Using AI technology in a responsible way with tools to combat potential malicious use of video synthesis.
- Leveraging Azure cloud and cognitive services delivery to customers.

AI powers conversation space to better support customers

Unlocking the value of contact centers and improving customer experiences



SOLUTION

CallMiner is a leader in conversation intelligence—understanding the element of interaction between an enterprise and any of its customers in any form. That could come from a phone call, an email chat session, a direct message, messaging app, or social/web mention.

CallMiner takes these conversations, analyzes them, and conveys insights to business leaders. Since businesses want to understand their customers better, they needed an easy solution to eliminate pain points and make the entire customer journey easier for everyone.



[Access through Azure Marketplace >](#)

“By combining the expertise of CallMiner’s world-class Data Science team and platform with the power of Microsoft Azure, we’re staying on the cutting edge of AI in the conversation intelligence market. As we continue to grow our footprint as a Microsoft partner, we’re helping more organizations uncover deeper insights and intelligence from their customer interactions than ever before.”

Jeff Gallino, CTO, CallMiner

CONNECTED SOLUTIONS

Azure OpenAI Service

Azure Speech to Text

BENEFITS

- Mining unsolicited feedback in customer interactions
- Empowering super agents to guide customer experience
- Minimizing call deflection
- Improving first-call resolution
- Optimizing agent training
- Automating quality assurance (QA)

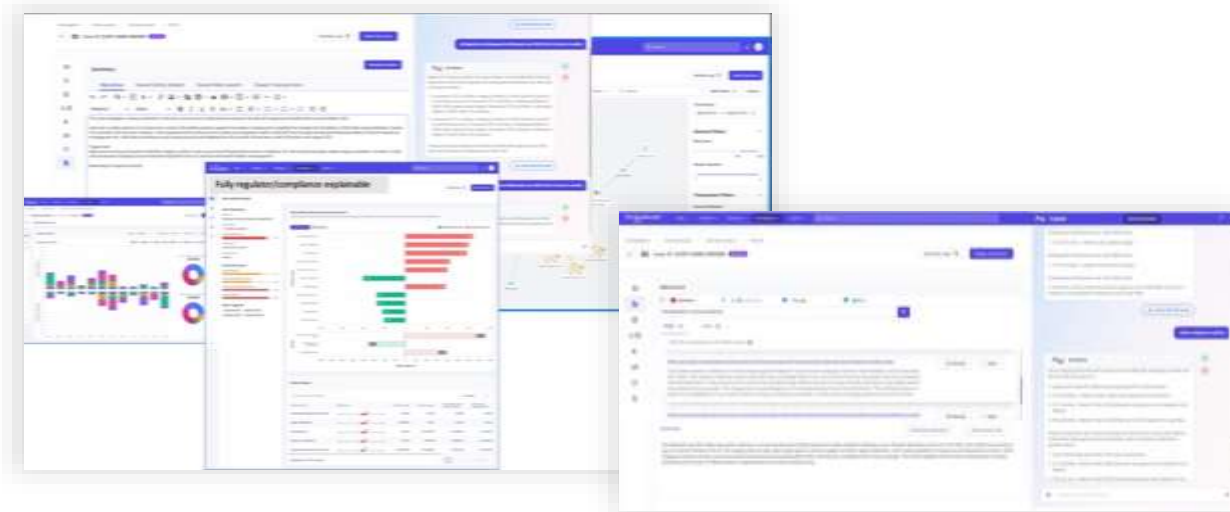
Combating global financial crime with AI

Mitigating the greatest revenue challenges in financial crime prevention



SOLUTION

SymphonyAI is a leading enterprise AI software company that provides high-value solutions for digital transformation. Its AI-powered applications are designed to meet the unique needs of businesses across a range of industries, including Retail, Consumer Packaged Goods, Manufacturing, Media, IT/Enterprise Service Management, and Financial Services. In Financial Services, SymphonyAI offers a portfolio of products to help banks detect crime and financial investigators do their jobs more effectively.



[Access through Azure Marketplace >](#)

"Azure OpenAI Service helps us deliver the performance and reliability to increase the pace of innovation and build even more effective software. This combination means we can deliver to our customers the most advanced AI solutions so they can compete effectively in rapidly changing markets."

Sanjay Dhawan, CEO, SymphonyAI

CONNECTED SOLUTIONS

[Azure OpenAI Service](#)
[Azure Cognitive Search](#)
[Azure Applied AI Services](#)

BENEFITS

- Reduce false positives, transform your transaction filtering processes
- Smart, streamlined customer screening
- Holistic risk insights, dynamic risk assessment
- Holistic visibility of money laundering and crime
- Optimize agent training
- Automate quality assurance (QA)

Revolutionizing product development

AI helps automate workflows across industries



SOLUTION

Modern Requirements helps its customers optimize their requirements processes through automation and is dedicated to offering all the essential requirements tools needed to effectively manage projects throughout their life, reduce time to market, and improve project quality. The company focuses on industries like Healthcare, Financial Services, Automotive, Aviation, and Government. They all share the need for regulatory compliance and a solution to provide workflows. There was also a gap in the common understanding of requirements among stakeholders.



[Access through Azure Marketplace >](#)

- ✓ Alleviates workflow and data management pain points as all information is stored in a single source of truth in Azure DevOps.
- ✓ Automates many phases in the product development lifecycle that are mundane and allows users to focus more on the analytical and collaborative tasks.
- ✓ Enables human-like content, while preserving data privacy and security.

CONNECTED SOLUTIONS

Azure OpenAI Service

Azure DevOps

BENEFITS

- Save time, reduce cost, and double productivity for project managers, developers, QAs, and BAs.
- Enhance requirements workflow and improve the quality of requirements.
- Simplify requirements management tasks like converting requirements data into use cases, user stories, test cases, and Gherkins.

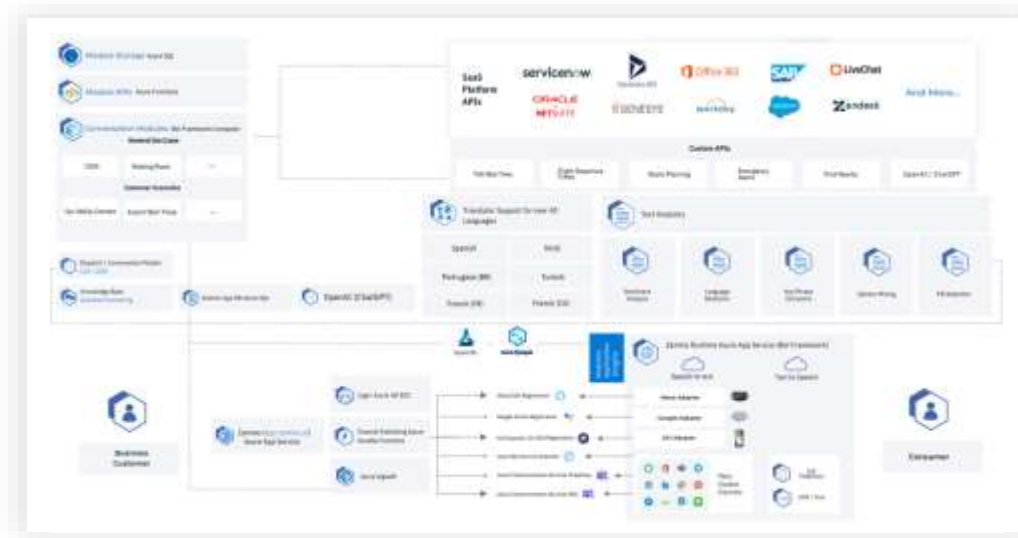
Modernize customer experience with immediate cost savings

Unlocking the value of contact centers and improving customer experiences



SOLUTION

Zammo is on a mission to help businesses engage and transact with customers through conversational AI interactions that are secure, scalable, highly accessible, and simple to create regardless of size, industry, or IT skill set.



[Access through Azure Marketplace >](#)

"Zammo's solution and rapid prototyping capability helps democratize customer adoption of Azure OpenAI because customers can go live quickly with a very powerful tool. The age of manually curating knowledge bases is over."

Stacey Kyler, Product Manager, Zammo

CONNECTED SOLUTIONS

Azure OpenAI Service
 Azure Cognitive Search
 Microsoft Azure

BENEFITS

- Manage content for all channels in one location.
- Secure your invocation name (voice domain name).
- Deliver multilingual capabilities.
- Deliver deep transactional capabilities by connecting to APIs and backend systems.
- Increase accessibility.
- Save major cost and time compared to complex and siloed IT app dev projects.
- Increase satisfaction for customers and staff who are freed up from routine communications.
- Benefit from immediate ROI.

Accessing data from anywhere with the help of AI

Drive growth and modernize for efficiency



SOLUTION

Informatica's Intelligent Data Management Cloud (IDMC), powered by AI, connects, unifies, and democratizes data to advance business outcomes. Customers can access their data to solve real-world problems in seconds leading to decreased operational costs, improved data access and literacy to end users, and increased business revenue.

Informatica IDMC on Azure is a cloud-native data management platform that enables customers to visualize, analyze, and collaborate with their data regardless of location or platform. Informatica addresses customers' critical data management challenges, enabling them to rapidly discover and integrate high-value data into Microsoft.



✓ **Cloud-native**
Maximizes the efficiency of your enterprise cloud workloads.

✓ **API- and microservices-based**
Uses a modern architecture for optimal performance and resiliency.

✓ **Secure**
Provides the highest level of cloud security certifications and attestations.

[Access through Azure Marketplace >](#)

"To drive data and analytics, you need a strong, scalable engine for data management, which is provided by Informatica and the analytics platform provided by Azure. The complementary solution brings data management and analytics together, which helps drive business outcomes."

Gopi Sankaran, VP of Strategic Cloud Ecosystems, Informatica

CONNECTED SOLUTIONS

Microsoft Azure

Microsoft Azure AI

Azure Synapse Analytics

BENEFITS

- Enhance workforce productivity through self-service data access.
- Boost revenue and profitability with more accurate AI models.
- Increase agility with 360-degree views of your data across the business.
- Drive operational efficiency with simplified workflows.
- Protect data privacy and ensure regulatory compliance.



Modernizing employee care for payroll

Addressing growing complexity of payroll data

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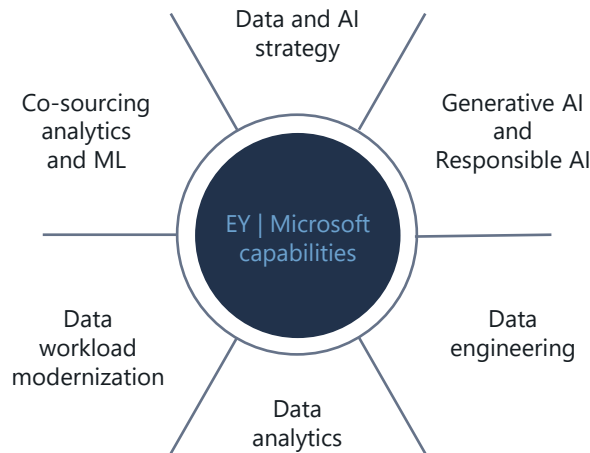
Case studies | Services partners

Azure GTM evidence initiative

SELL TOGETHER

SOLUTION

EY Tax is committed to improving the client experience with advanced technologies and generative AI that allows for greater conversational capabilities and the ability to parse extremely large volumes of content faster leading to better outcomes for all stakeholders.



✓ EY's chatbot answers payroll questions from employees across 159 countries and in 49 languages.

✓ EY anticipates that the technology will be able to answer more than 80% of payroll questions and save employers over half the current costs of addressing those queries.

CONNECTED SOLUTIONS

Azure OpenAI Service

Microsoft Azure

BENEFITS

- The generative AI chatbot is expected to enhance both employee satisfaction (CSAT) and first-contact-resolution (FCR) key performance indicators (KPIs) by greater than 50%, assisted by an initial result of 93% correct first-time answer ratio, based on proof-of-concept (POC) findings.
- Access to foundational model to analyze and critique the vast compliance data contained within EY global payroll regulatory library.
- Connect high volume of data elements in different languages and country-specific information to provide real-time visibility, controls, and insights.

"We can train a foundational model using a practice's knowledge and then help surface deep insights, and also support knowledge discovery using bots and copilots. That is, I think, the future of this capability, not just for payroll, but for all kinds of knowledge worker practices."

Ken Priyadarshi, Global Tax Prompt Engineering Leader, EY Tax

Using natural language processing to improve safety management

Leveraging AI-infused analytics



SOLUTION

Downer Group partnered with Microsoft and IT services specialist **Crayon** to build an AI-powered health, safety, and environment management system. By applying natural language processing (NLP), a branch of AI that uses software to comprehend human text or speech, Downer Group's safety reports and documents are tagged with the safety controls mentioned in each one. A machine learning model garners insights from the Azure data lake and an application programming interface (API) makes the insights accessible to users. The ultimate goal is a solution that helps prevent problems before they happen.



✓ A model that produced up to 80% accuracy when identifying controls in management system documentation—achieved in only five weeks.

[Access through Azure Marketplace >](#)

CONNECTED SOLUTIONS

Azure Machine Learning

Azure Data Lake

BENEFITS

- Enable real-time targeted corrective action generation to prevent incidents before they happen.
- Enhance the capability to categorize, analyze, and report on data to enable better prioritization of corrective and preventative action.
- Enhance frontline planning and decision-making using data analytics and AI.

"If we can efficiently consider complex sets of events with material consequences at scale—circumstances we haven't seen before—then we can start to identify when the holes in the Swiss cheese are lining up for a big event in the real world, and act to prevent disaster."

Dr. Mathew Hancock, General Manager of Zero Harm Risk, Downer Group

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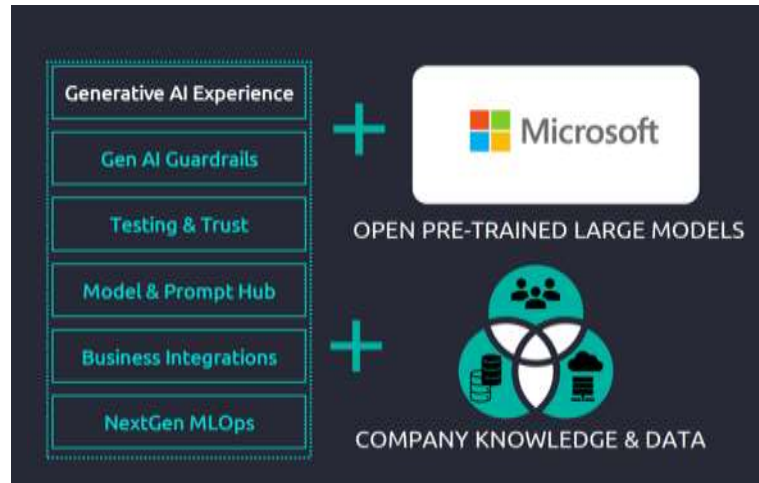
Branded generative AI for global product ecommerce publication

Leveraging current shopper data and delivering greater scale



SOLUTION

Capgemini's generative AI offering enables enterprises to leverage the capabilities of foundational models to better monetize their own data, thus unlocking better and more efficient business potentials.



✓ Use data as organizational DNA for tangible business outcomes.

[Access through Azure Marketplace >](#)

CONNECTED SOLUTIONS

Azure OpenAI Service

Microsoft Azure

BENEFITS

- Increased productivity and efficiency.
- Improved accuracy and quality, resulting in better cost savings.
- Leveraging external data capabilities on in-house data.
- Driving competitive advantage through personalization.
- Harnessing capabilities of best-in-class foundational models with transparency and trust.



Enabling generative AI for industry and business use cases

Securely and responsibly transforming knowledge work

SOLUTION

PwC and Microsoft are using Microsoft's OpenAI services to create the future of knowledge work by enabling generative AI (GenAI) for specific industry and business use cases built on a foundation of trust. Reimagining the way we work with Azure OpenAI Service, generative AI is amplifying knowledge work to unprecedented efficiency, enabling customers to scale further, work faster, reduce costs, and create new business models.

Transforming knowledge work to help drive value

- ✓ **Regulatory text classification in financial services:** Regulatory rules are correctly identified 80-95% of the time and policy review time can be reduced by more than 50%. Use cases include ESG and tax and audit reporting.
- ✓ **Safety automated narrative generation in manufacturing:** ~90% touch-time savings for 250,000 cases of inventory a year.
- ✓ **Inclusion exclusion criteria generation across industries:** Our approach performs at an accuracy level of ~78% where no automation existed previously.
- ✓ **Negation detection in Life Sciences:** Generating templated clinical trial inclusion/exclusion criteria to help drive patient enrollment and trial success, improving the precision of one model pipeline from 73% to 94%.
- ✓ **Insurance pre-authorization in Healthcare:** Effectively create pre-authorization letters with optimal approval rates for patient insurance claims, targeting more than 70% time savings.
- ✓ **Text summarization and synthesis for marketing content:** Reducing human hours that go into enhancing search engine metadata on a monthly basis as the AI-generated outputs can serve as a starting point.

[Access through Azure Marketplace >](#)

CONNECTED SOLUTIONS

Azure OpenAI Service

Microsoft Azure

BENEFITS

- Safeguard data and securely deploy responsible AI with a proven governance model.
- Stand up and scale GenAI with assessment, discovery, integration, deployment, and monitoring.
- Transform knowledge work to drive value realization for enterprise businesses and their IT groups.
- Responsibly drive 50% to 90% productivity improvements in repetitive tasks such as knowledge capture, process automation, and content generation.



Engaging, intelligent voice application

Voice-based conversational system

SOLUTION

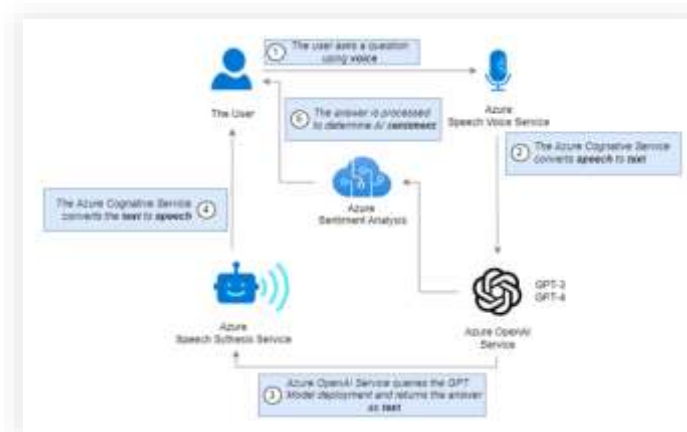
BJSS's Azure OpenAI Conversational Speech-to-Speech enables users to interact with a conversational generative AI using their voice and hearing the reply via speech synthesis. The project is intended to demonstrate how easy natural language conversation can be made with large language models like GPT-4, using voice recognition to capture and voice synthesis for AI responses.

Speech recognition: This is the process of converting speech into text. The project uses Azure Speech Service to recognize speech from a microphone and send the voice input to Azure OpenAI Service. Azure Speech Service supports over 100 languages and dialects and has features like noise cancellation, speaker identification, and conversation transcription.

Azure OpenAI Service: The project uses Azure OpenAI Service to access a powerful language processing model that can generate natural language. Azure OpenAI Service is a cloud-based platform that allows you to use OpenAI models without any coding or infrastructure. You can deploy custom models or use pretrained models for various tasks like text generation, summarization, classification, sentiment analysis, and more.

Speech synthesis: This is the process of converting text into speech. The project uses Azure Speech Service to synthesize the text response from OpenAI and replay it to the user using speech synthesis. Azure Speech Service can produce natural-sounding speech in more than 70 languages and voices and has features like neural voices, prosody control, and custom voices.

[Access today on GitHub >](#)



CONNECTED SOLUTIONS

Azure OpenAI Service
Azure Cognitive Services

BENEFITS

- Performs sentiment analysis on the Azure OpenAI Service using the Azure Text Analytics service to detect the tone and emotion of a text and assign a score for the sentiment.
- Streamlines the ability to interact effortlessly with an AI model.
- Provides the user their own personal assistant that can talk in natural language and provide relevant information.

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Azure partner evidence initiative

Content engine that creates best-in-class case study assets to support Azure ISV and Partner efforts

This initiative is geared towards showcasing successes across all of Azure. We want to get connected to share the latest AI stories.

Our approach focuses on key priority areas, including:

- Operationalizing the process
- Driving Azure solution play integrations
- Creating best-in-class content inclusive of accessibility, D&I, branding, and legal requirements

Don't delay! Submit your AI success stories and let us help amplify reach and awareness.

Questions? AzureGTMEvidence@microsoft.com



Making it easier to nominate and amplify stories by publishing evidence in our Microsoft catalogs and showcasing across channels and events.



Operationalizing the process to increase efficiency and span of control over the quality and timeliness of deliverables.



Best-in-class storytelling with a focus on more compelling human and representative storytelling.

Azure GTM evidence initiative

Tell your unique Azure story that communicates your values and culture to peers and customers



Video case study



Written case study



Quotes

The Azure GTM Evidence team will publish on Microsoft channels and amplify to increase reach.

Nominate: aka.ms/evidencesubmission

Sell together



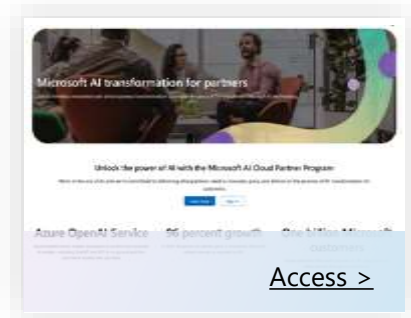
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Accelerate your success

Partner access to unlock new sales opportunities

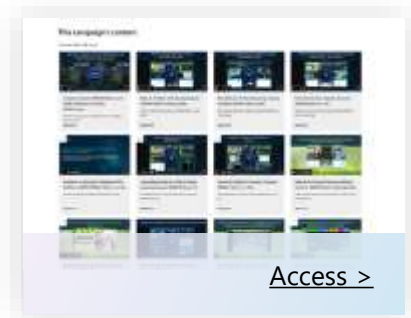
Microsoft AI transformation for partners

Gain direct access to Microsoft AI sales acceleration content and leverage pitch decks, infographics, demos, and more to inspire and delight your customers with the possibilities of Microsoft AI.



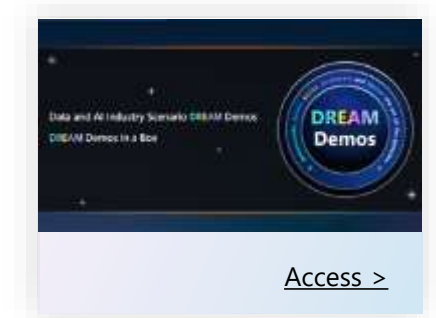
Industry partner activation kit

Access critical resources and information designed to help partners articulate Microsoft's Data & AI industry value proposition and accelerate Azure Data & AI Services growth through engagement with BDMs and TDMs.



Data & AI Industry DREAM Demos

Realistic clickable demos based on actual customer engagements that cover a range of industry scenarios in story form. These can be used to help both BDMs and TDMs envision how to bring Data & AI to life in their organization.



Azure Data & AI Partner Sales Acceleration Program

Access to sales assets, video guidance, best practices, and presentation resources that will guide you in shaping a business-first sales model that focuses on the Microsoft Azure Data & AI solution area and its core sales plays.



Additional resources

- [BDN customer-facing demo | Access >>](#)
- [Conversation analysis for call center scenarios | Access >>](#)
- [Azure OpenAI Service code samples | Access >>](#)

Azure OpenAI Service pricing overview

Optimize costs with a pay-as-you-go consumption model, and a price per unit for each model. [Explore more >>](#)

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Azure Migrate and Modernize | Azure Innovate

Unprecedented investments in partner incentives

Azure has been investing in our partner ecosystem for decades, but with customers' cloud adoption needs rapidly evolving and the era of AI transformation upon us, we wanted to find new ways to empower each of you to achieve limitless innovation.

Earlier this year, we announced the increase in scale and availability of **Azure Migrate and Modernize**, along with the launch of **Azure Innovate**, an all-new dedicated investment we're making in response to the heightened demands of AI. We're maximizing opportunities by streamlining Azure incentives, tripling our investments, and simplifying partner engagement with these two offerings. This will make it easier than ever to access funds to drive the greatest impact.

Partners can increase deal velocity and reduce time to value with funding that ranges from pre- to post-sales—like brand-new assessments in **Azure Migrate and Modernize**, proofs of concept in **Azure Innovate**, and expanded implementation scenarios.

 <p>Accelerate with comprehensive offerings</p> <p>Increased deal velocity with assessments, pilots, tooling, and technical best practices.</p> <p>Fast time to value with seamless and automated approvals.</p>	 <p>Maximize your earning opportunities</p> <p>Rich investments for every stage of the customer journey.</p> <p>Consolidated incentives for self-serve, easy access in Partner Center.</p>	 <p>Activate across more scenarios and customers</p> <p>End-to-end coverage of customer needs from migration to AI innovation.</p> <p>Built for all, from SMB to enterprises, SIs, and ISVs.</p>
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Azure Migrate and Modernize

- Migrate and secure Windows Server and SQL Server
- Migrate SAP
- Migrate enterprise apps
- Migrate Linux estate
- Migrate Oracle
- Innovate with HPC, AI infrastructure

Azure Innovate

- Power business decisions with cloud-scale analytics
- Build and modernize AI apps
- Accelerate developer productivity
- Accelerate innovation with integration services

[Learn more and nominate today>](#)

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Azure Innovate Partner Led | Pilot/POC

ENGAGEMENT SUMMARY

Azure Innovate helps accelerate customer digital transformation and supports partners in delivering innovation projects. In this engagement, partners will deliver a Pilot/POC to build new or modernize existing customers' apps using Azure application, database, and AI services. The partners are required to perform specific milestones in the project through the following activities:

- Identify one or more customer applications and define business needs for innovation for that app using Azure app, data, and AI services.
- Perform Pilot/POC of application(s) on Azure.
- Based on the outcome of Pilot/POC, develop a comprehensive deployment plan.

[Learn more and nominate today>](#)

Partners should use the following Microsoft guidance/tools in delivering the services: [Responsible and trusted AI, cloud adoption, and well-architected frameworks](#)

PARTNER ELGIBILITY

-  **Partner agreement**
Microsoft AI Cloud Partner Program Agreement
-  **Program enrollment**
Microsoft Commerce Incentives
-  **Partner requirements**
Azure specialization in any of the following:
 - Kubernetes on Azure
 - AI and machine learning in Azure
 - Build and Modernize AI apps on Azure
 - Analytics
 - DevOps With GitHub

AZURE INNOVATE INCENTIVE PAYOUT

Offer	Eligibility <small>(Planned Azure consumption in year 1)</small>	Partner payment*	
Innovate Pilot/POC	Suggested project size: >\$25K/year	\$8,000–\$10,000	Pre-sales
No Azure credits available for these engagements			

*See [Microsoft Partner Commercial Incentives Guide](#) for offer full details and requirements. Above project sizes are the planned Azure consumption in year 1, measured from project completion. Partner payment amounts may differ by country/Market A, B.

Important: There are **no** limitations in Azure Innovate Partner Led for different licensing types (EA, CSP, etc.)

Customer criteria: Majors, SMC-Corporate, and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts aren't eligible)

Earning type: Free




Engagement term: July 1, 2023 through June 30, 2024

Maximum earning opportunity: US\$10K per customer TPID, per location, per partner

Definition: Below mentioned activities must be completed for your customer engagement to be considered fully delivered:

- Detailed solution architecture leveraging apps, data, and AI services on Azure
- Comprehensive deployment plan to modernize or build new applications leveraging apps, data, and AI services on Azure

SUPPORTED ENGAGEMENTS

-  **Azure Analytics**
-  **Build & Modernize AI Apps**
-  **Accelerate Developer Productivity**

Microsoft reserves the right to reject future engagements or remove partners from Azure Innovate if the Azure Run Rate (ARR) is found to be inaccurate when verified against the size of opportunities submitted.

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Azure Innovate Partner Led | Deployment

ENGAGEMENT SUMMARY

Azure Innovate helps accelerate customer digital transformation and supports partners in delivering innovation projects. In this engagement, partners will build new or modernize existing customers' apps using Azure application, database, and AI services. The following patterns or their combinations are supported:

- Containerization of applications
- Build and replatform apps on Azure PaaS
- Infusing apps with AI capabilities
- Modernization of underlying application data using SQL and NoSQL cloud databases
- Set up of Azure security services to support the workloads may be included in the scope

[Learn more and nominate today>](#)

Partners should use the following Microsoft guidance/tools in delivering the services: [Responsible and trusted AI, cloud adoption, and well-architected frameworks](#)

PARTNER ELGIBILITY

- Partner Agreement**
Microsoft AI Cloud Partner Program Agreement
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Microsoft Commerce Incentives
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Azure specialization in any of the following:
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 - Analytics
 - DevOps With GitHub

AZURE INNOVATE INCENTIVE PAYOUT

Offer	Eligibility <small>(Planned Azure consumption in year 1)</small>	Partner payment*	
Innovate XS (Except Analytics)	Project size: \$10K–\$25K/year	\$4,000–\$5,000	Post-sales
Innovate Small	Project size: >\$25K–\$125K/year	\$12,000–\$15,000	Post-sales
Innovate Medium	Project size: >\$125K–\$250K/year	\$28,000–\$35,000	Post-sales
Innovate Large	Project size: >\$250K–\$500K/year	\$40,000–\$50,000	Post-sales

No Azure credits available for these engagements

*See [Microsoft Partner Commercial Incentives Guide](#) for offer full details and requirements. Above project sizes are the planned Azure consumption in year 1, measured from project completion. Partner payment amounts may differ by country/Market A, B.

SUPPORTED ENGAGEMENTS

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Customer criteria: Majors, SMC-Corporate, and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts aren't eligible)

Earning type: Free

Engagement term: July 1, 2023 through June 30, 2024

Maximum earning opportunity: US\$50K per customer TPID, per location, per partner

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The AI-powered future of work

Transform individual productivity



Microsoft 365 Copilot

Works alongside you in the apps you use every day embedded across Microsoft 365 apps.



Large language models

+



Your data

+

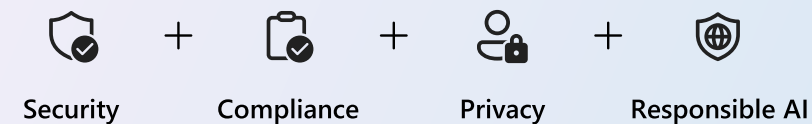


Microsoft 365 apps

Helping customers redefine the way they work with AI, using a powerful copilot in Microsoft 365.

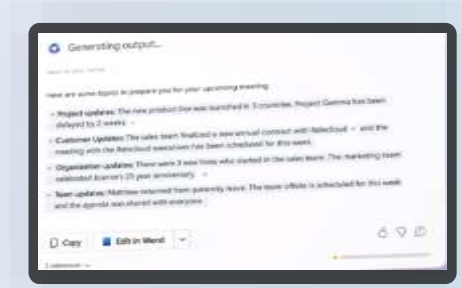
[Learn more >](#)

Built on Microsoft's comprehensive approach



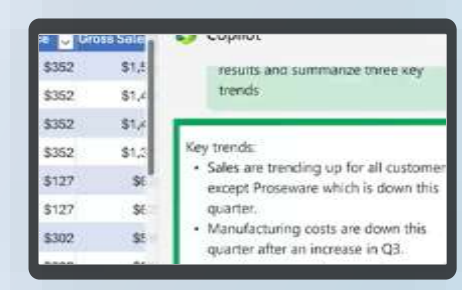
Transform productivity, efficiency, fulfillment, and creativity

- Drive measurable results in key workflows (meetings, data analysis, content creation, and more).
- Decrease time spent to complete tasks.



Transform how work gets done

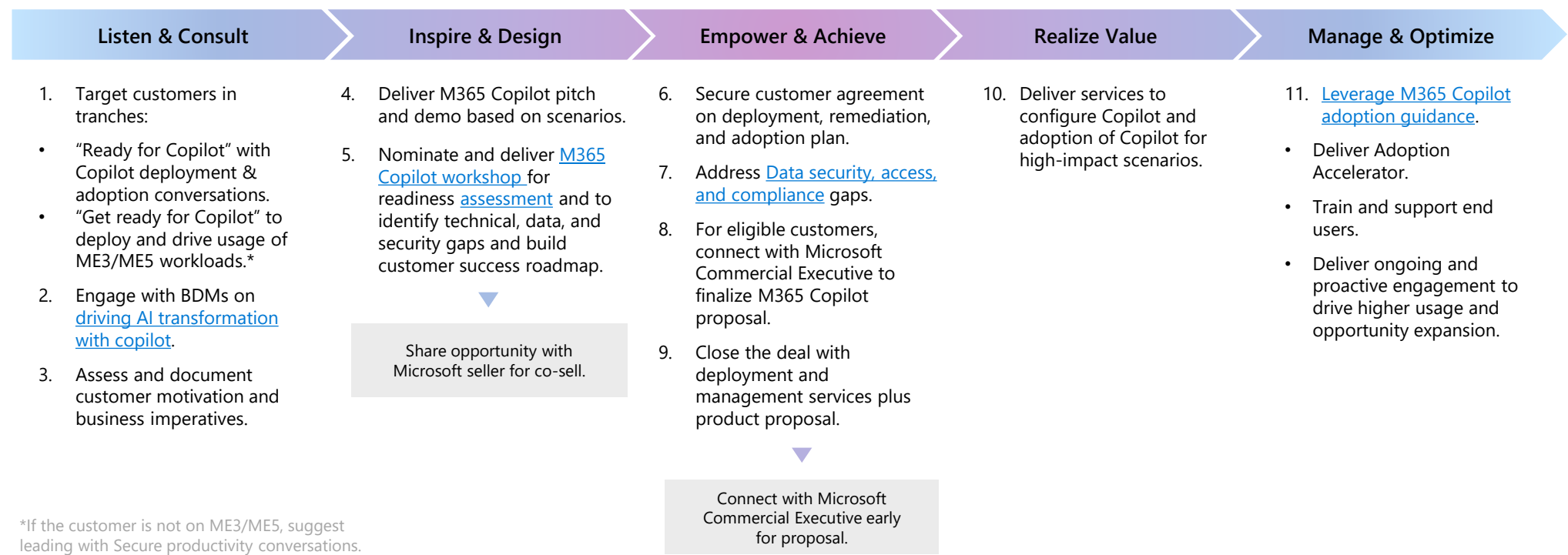
- Help sales teams drive better conversations, create faster proposals, and analyze data from previous quarters
- Help finance simplify reporting and planning



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Tap into the opportunity

Microsoft 365 Copilot



Define your strategy.

Leverage these resources to develop your Microsoft 365 Copilot practice.

- [Latest AI trends and research Work Trend Index](#)
- [Learn more about the Microsoft family of Copilot products](#)
- [Microsoft 365 Copilot services and solution opportunities](#)

- AI ADVISORY
- DEPLOYMENT
- ADOPTION AND CHANGE MANAGEMENT
- EXTENDING M365 COPILOT

Engage to develop skills.

Empower pre-sales and technical teams to build their skills and capabilities.

- [M365 Copilot bootcamp](#)
- [Microsoft 365 Copilot Partner Community](#)


Operationalize to develop skills.


Set your strategy in motion and accelerate your GTM efforts.

- [Offer development guide](#)
- [Copilot Workshop content](#)

The AI-powered future of work




Boost employee engagement and organizational productivity



 + 

Copilot in Microsoft Viva

Next-generation AI for fast, accurate, and personalized answers and insights based on the context of your business.

 +  +  + 

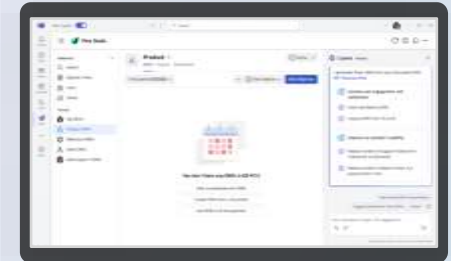
Security
Compliance
Privacy
Responsible AI

Built on Microsoft's comprehensive approach to AI

Accelerate workforce insights and boost employee engagement with next-generation AI.

Drive mission and alignment

- Generates outcome-focused goals
- Motivates teams to achieve more
- Removes barriers for leaders



Measure engagement and productivity

- Spots trends sooner
- Pinpoints root causes
- Analyze employee sentiment in real-time



Enable a high-performance workforce

- Prepares employees faster
- Democratizes information
- Summarizes knowledge



Turbocharging the workforce

Copilot experiences for every role,
every function, every line of business

Dynamics 365 Copilot

Sales

- Recap sales meetings
- Contextual customer emails
- Auto-generated opportunity summaries

Marketing

- Generate content ideas
- Natural language audience segmentation
- Simplify customer insights

Supply chain

- Predict disruptions
- Summarize purchase order changes

Customer Service

- Create customer responses
- Enhance self-service bots
- Boost conversations

Field Service

- Streamline critical frontline tasks
- Recommend technician scheduling
- Recap work order progress

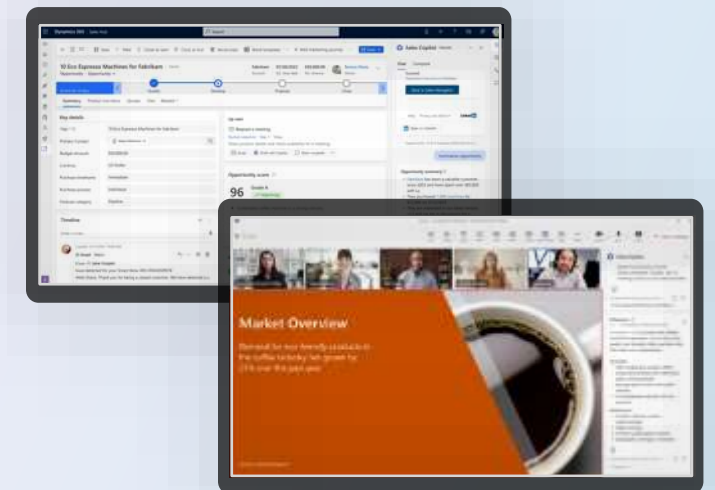
Finance & Operations

- Create product descriptions
- Risk assessment
- Collections workspace

Copilot works within Dynamics 365 alongside business professionals to help them create ideas and content faster, complete time-consuming tasks, and get insights and next-best actions—just by describing what's needed.

Microsoft Sales Copilot

- Improve sales productivity, personalize every customer interaction, and close more deals
- AI-generated lead and opportunity summaries
- Meeting preparation and summaries
- Real-time tips in Teams meetings
- Summary, follow-up, and contextual emails
- Collaboration spaces



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Empower your human defenders

Defend with AI security

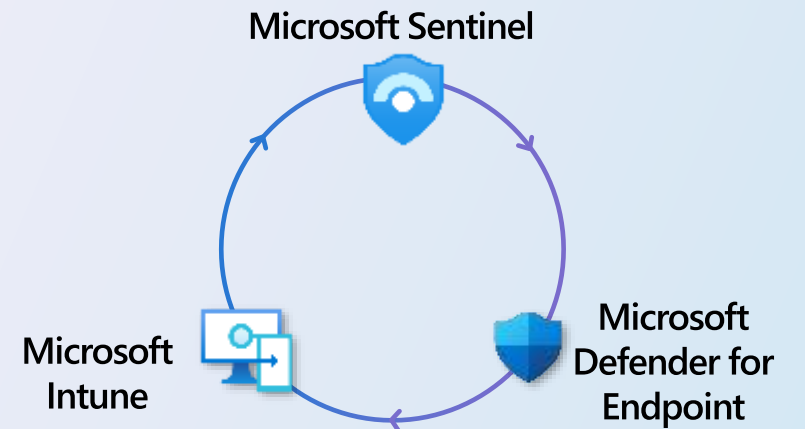
Microsoft Security Copilot

Detect hidden patterns, harden defenses, and respond to incidents faster with generative AI.

Simplify the complex + Catch what others miss + Address the talent gap

Amplify your team's impact and efficiency with AI security guidance informed by 65 trillion daily signals.

Security Copilot integrates insights and data from security tools and delivers guidance that's tailored to your organization.



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New business opportunities

The road to AI-powered productivity

Microsoft 365 Copilot

Bringing the power of next-generation AI to work. Introducing Microsoft 365 Copilot —your copilot for work. It combines the power of large language models (LLMs) with your data in the Microsoft Graph and the Microsoft 365 apps to turn your words into the most powerful productivity tool on the planet.

Business impacts to your customers

	Grounded in your customers' business data	Microsoft 365 Copilot has real-time access to both your customers' content and context in the Microsoft Graph.
	Comprehensive security, compliance, and privacy	Copilot inherits your customers' security, compliance, and privacy policies set up in Microsoft 365.
	Architected to protect your customers' data	Data never leaves its secure partition and is never used for training purposes.
	Integrated into the apps your customers use every day	Word, Excel, PowerPoint, Outlook, Teams, and more.
	Individual user and admin always in control	The user decides what to use, modify, or discard.
	Designed to learn new skills	As Copilot learns about processes, it can perform more sophisticated tasks and queries.

Key question to ask your customers: "Looking for a ready-to-use copilot?"

If yes, then guide them towards Microsoft Copilot solutions.

If no, then evaluate a Build scenario.

How customers can prepare to lead the new AI era with us

CUSTOMER CTA

[Get your data estate AI-ready with Azure](#)

[Build intelligent app experiences with Azure AI](#)

[Increase developer productivity with GitHub](#)

[Increase seller productivity with Sales Copilot](#)

[Get ready for Copilot with Microsoft 365](#)

[Get ready for Security Copilot](#)

CUSTOMER CONVERSATION

Learn how migrating your data to Azure can give you the foundation for better AI experiences.

Learn how to build AI-powered applications for your organization on Azure.

Learn how GitHub Copilot can drive 55% greater productivity for developers.

Learn how AI capabilities enable personalized coaching and intelligence for sellers.

Learn how Microsoft 365 brings together identity, applications, management, security, and your enterprise data so you can be AI-ready.

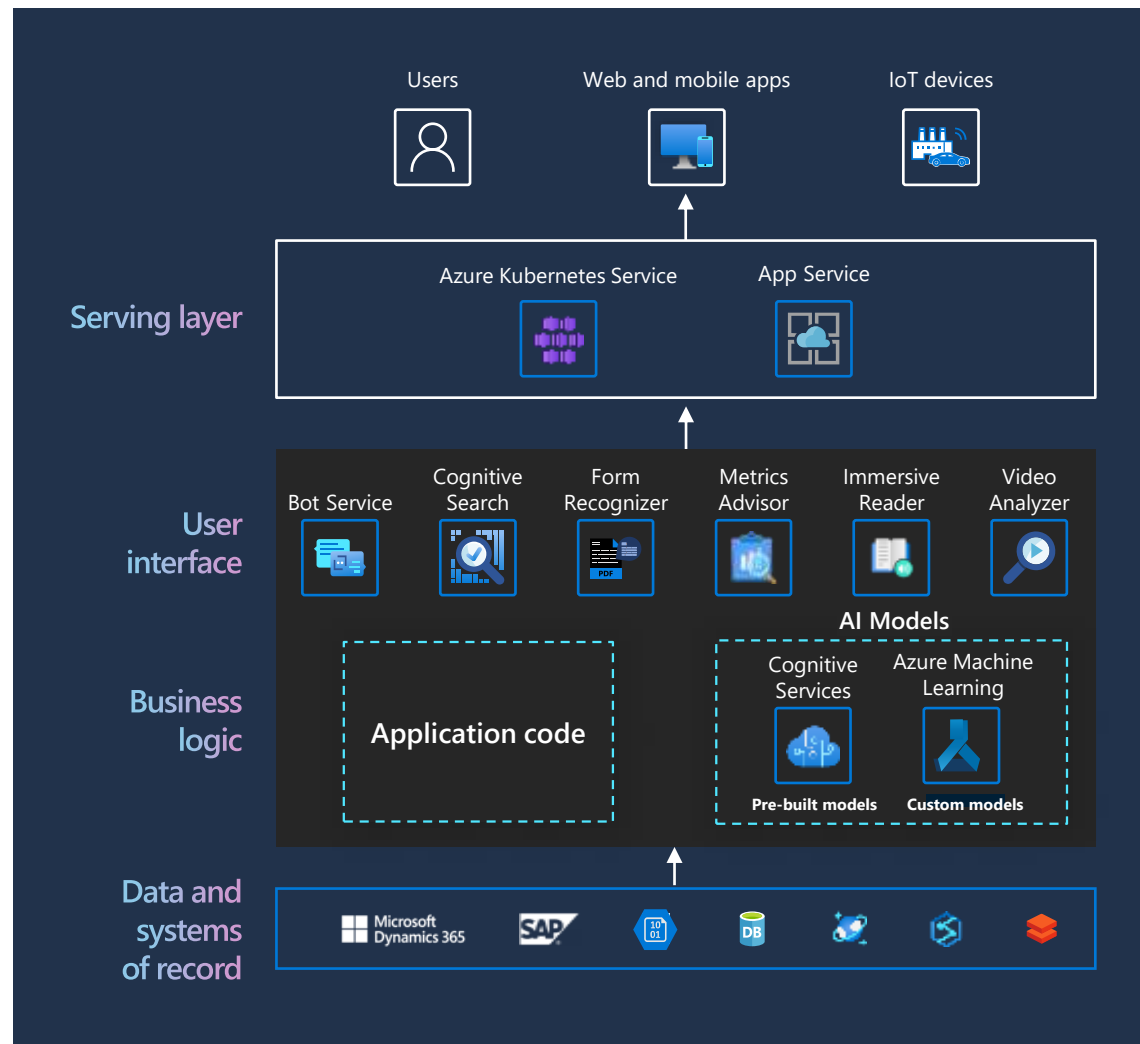
Learn how to adopt and deploy Microsoft Defender for Endpoint and Microsoft Sentinel to be in the best possible position to realize the benefits of generative AI in security.

Additional resources

- [Microsoft 365 Copilot and security for partners](#)
- [Road to Microsoft 365 Copilot Partner Guide](#)
- [Copilot Partner FAQ](#)
- [Get started with Microsoft 365 Copilot](#)
- [Data, Privacy, and Security for Microsoft 365 Copilot](#)
- [GitHub Copilot | Your AI pair programmer](#)
- [Dynamics 365 Partner Hub \(including Power Platform\)](#)
- [Microsoft 365 Copilot blog](#)

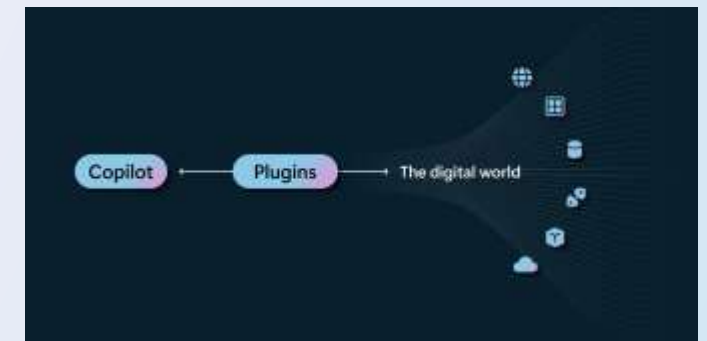
Build your own Copilot

Accelerate development of AI apps with tools for developers of all skill levels



Support for plugins, augmenting the capabilities of AI systems

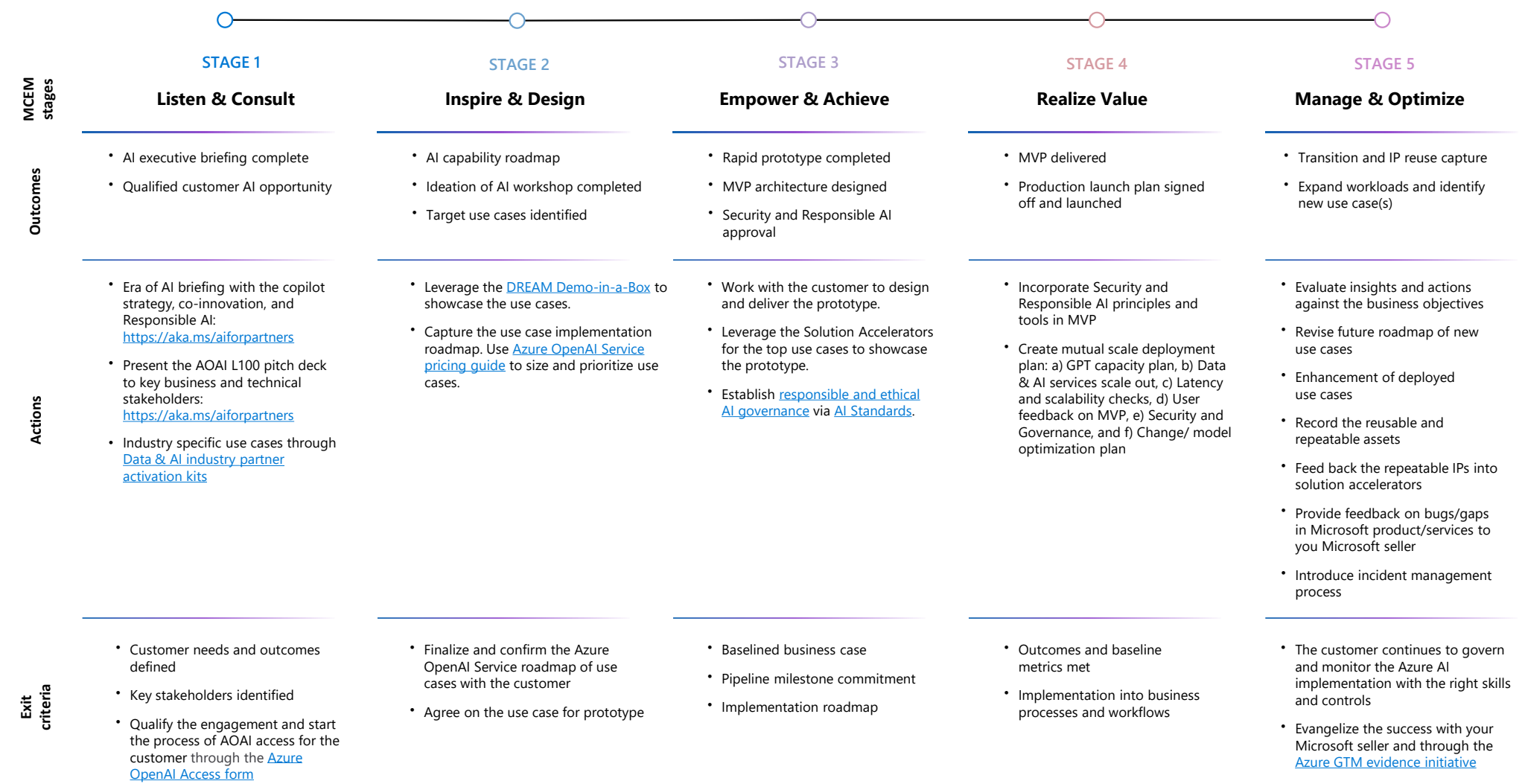
- Improve sales productivity, personalize every customer interaction, and close more deals
- AI-generated lead and opportunity summaries
- Meeting preparation and summaries
- Real-time tips in Teams meetings
- Summary, follow-up, and contextual emails
- Collaboration spaces



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Azure AI Customer journey

Discover the recommended steps and actions to accelerate customer adoption of Azure OpenAI Service



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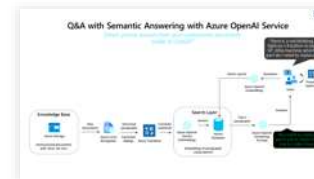
Azure AI | Azure OpenAI Service solution accelerators

Expedite time to realize value

Through various partner engagements, we've identified four key patterns that are gaining traction for Azure OpenAI Service. Take advantage of this opportunity to explore and discover how you can capitalize on the AI opportunity.

Internal Enterprise ChatGPT

Enables safe access to ChatGPT on internal and external data.



[GitHub | Azure OpenAI embeddings](#)

Contact Center Agent Assist

Enables customers to quickly deploy an integrated platform to structure data from agent conversations and immediately start extracting insights from customer conversations.



[GitHub | Customer Service Conversational Insights with Azure OpenAI](#)

Document Intelligence

Provides a platform to enable unstructured data to be abstracted into the business process.



[GitHub | Business Process Automation Accelerator](#)

Orchestration for Intelligent Apps

Integrating intelligence transcends a simple chat interface and permeates every aspect of the end-user experience, utilizing enriched data to generate personalized interactions and effectively address individual needs.



[GitHub | Project Miyagi – Envisioning sample for Copilot stack](#)

Integrated data and AI platform to maximize value of data

Microsoft Intelligent Data Platform

It's clear that the fragmentation that exists today between databases, analytics, and data governance products must be addressed. Additionally, data engineers, data scientists, and business analysts struggle with the complexity of making data integration, data warehousing, machine learning operations, and business intelligence work together.

Move beyond the cost and complexity of point solutions with a unified data and AI platform. Adapt rapidly, add layers of intelligence to apps, generate predictive insights, and govern all your data—wherever it resides.



Accelerate innovation

Improve productivity with automation and AI—and focus your resources on creating business value.



Achieve agility

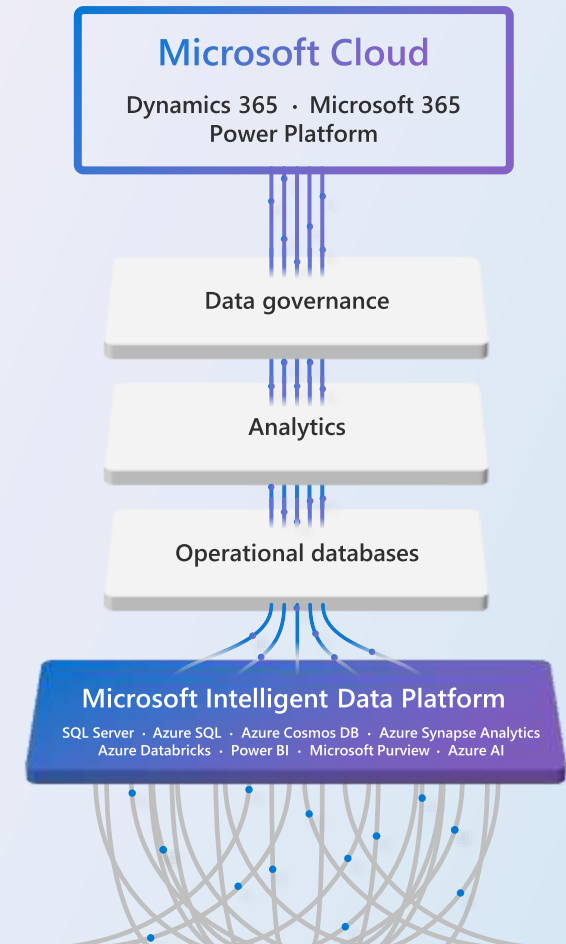
Anticipate change and empower faster decision-making with an integrated data platform.



Build on a trusted platform

Protect and govern your data with the security and privacy controls required in today's digital world.

Make your data and AI management even more powerful and comprehensive with a single, flexible platform for databases, analytics, AI, and data governance.



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The data platform for the era of AI

Microsoft Fabric

The end-to-end, unified analytics platform that brings together all the data and analytics tools that organizations need.

Fabric integrates technologies like Azure Data Factory, Azure Synapse Analytics, and Power BI into a single unified product, empowering data and business professionals alike to unlock the potential of their data and lay the foundation for the era of AI.



Unify the data estate

Establish an open and lake-centric hub that helps data engineers connect and curate data from different sources—eliminating sprawl and creating custom views for everyone.



Empower everyone in the business

Innovate faster by helping every person in the organization act on insights from within Microsoft 365 apps, such as Microsoft Excel and Microsoft Teams.



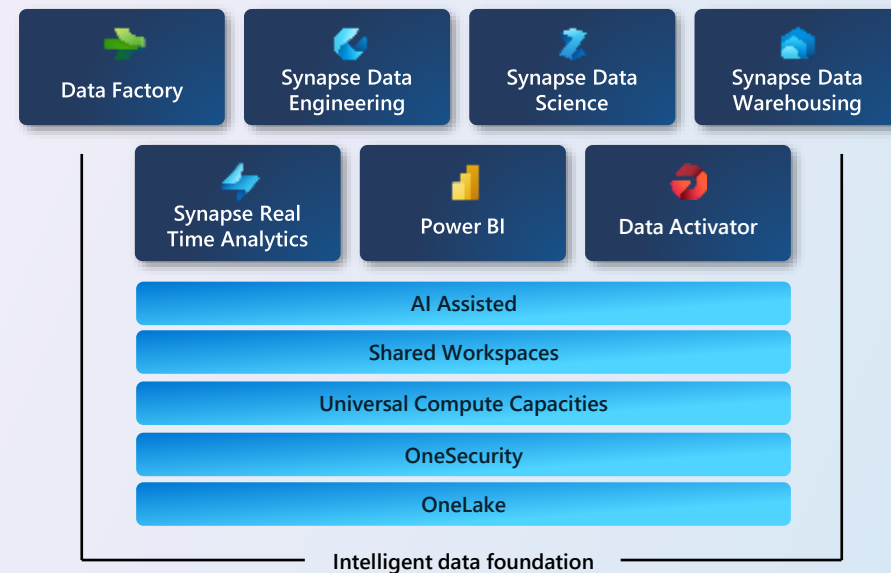
Manage powerful AI models

Accelerate analysis by developing AI models on a single foundation without data movement—reducing the time data scientists need to deliver value.



Govern data across the organization

Responsibly connect people and data using an open and scalable solution that gives data stewards additional control with built-in security, governance, and compliance.



- Onboarding and trials
- Sign-on
- Navigation model
- UX model
- Workspace organization
- Collaboration experience
- Data Lake
- Storage format
- Data copy for all engines
- Security model
- CI/CD
- Monitoring hub
- Data Hub
- Governance & compliance

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New business opportunities

Bringing customer data into the era of AI with Microsoft Fabric

Microsoft Fabric is powered by AI

Infused with Azure OpenAI Service at every layer, Fabric is designed to help customers unlock the full potential of their data, enabling developers to leverage the power of generative AI against their data and assisting business users to find insights in their data.

With Copilot in Fabric in every data experience, users can use conversational language to create dataflows and data pipelines, generate code and entire functions, build machine learning models, or visualize results.

Customers can even create their own conversational language experiences that combine Azure OpenAI Service models and their data and publish them as plug-ins.

Copilot in Fabric builds on our existing commitments to data security and privacy in the enterprise. Copilot inherits an organization's security, compliance, and privacy policies. Microsoft does not use organizations' tenant data to train the base language models that power Copilot.

Enabling a comprehensive analytics platform for you to help your customers

- Significantly reduce costs, improve collaboration, and simplify purchasing.
- Avoid data silos, data duplication, and vendor lock-in.
- Empower business users and create a data culture.
- Accelerate time to market by harnessing AI.

[Sign up for the Microsoft Fabric free trial](#)

Complete Analytics Platform

- Unified product, experience, and architecture
- Delivered as SaaS

Lake Centric and Open

- Common SaaS data lake shared by all compute engines
- Deep commitment for open formats and APIs

Empower Every Business User

- Deliver data directly to users in their favorite Office applications

AI-Powered

- Designed for AI from the ground up

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The secret (data) weapon for intelligent apps

Azure Cosmos DB

Develop high-performance applications of any size or scale with a fully managed and serverless distributed database supporting open-source PostgreSQL, MongoDB, and Apache Cassandra. Get automatic and instant scalability with SLA-backed, single-digit millisecond reads and writes and 99.999 percent availability for NoSQL data. Deploy and scale applications with distributed PostgreSQL using the latest version, tools, and extensions.



Guaranteed performance

Unparalleled performance at any scale with instant, limitless elasticity, fast reads, and multi-region writes anywhere in the world.



Mission-critical ready

Ready for mission-critical applications with 99.999 percent availability, continuous backup, and enterprise-grade security.



Simplified developer experience

Fast, flexible app development with free dev/test options, multiple SDKs, and support for open source PostgreSQL, MongoDB, and Apache Cassandra.



Fully managed and cost-effective

Pay for only what you use with a cost-effective, responsive, and fully managed serverless database that scales elastically with your app.

90% of enterprise apps will embed AI by 2025.*

Azure Cosmos DB is used to store all ChatGPT results. The database was able to rapidly—and seamlessly—scale as the service’s active user base took off.

ChatGPT		
Examples	Capabilities	Limitations
"Explain quantum computing in simple terms"	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?"	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?"	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

"We chose Azure Cosmos DB because of its global distribution and ability to handle heavy seasonal bursts, like Black Friday. We can distribute our data models to be near the microservices they’re serving—wherever that is in the world."

Bob Strudwick, Chief Technology Officer, ASOS

*IDC report

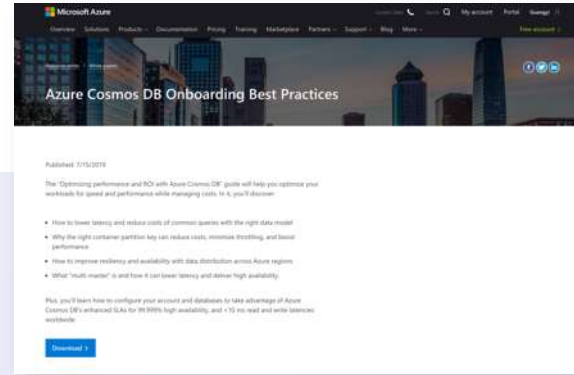
New business opportunities

Enable customers to build intelligent apps with Azure Cosmos DB



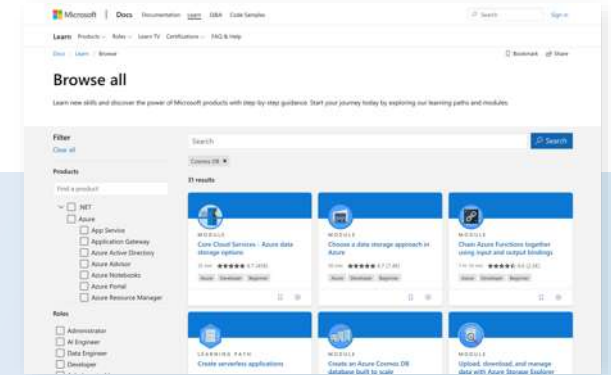
Free-of-charge experience that allows customers to experiment with Azure Cosmos DB.

[Try Azure Cosmos DB](#)



Discover how customers can set up workloads for speed and performance in cost-effective ways.

[Explore tutorials and onboarding best practices](#)



Learn and build new skills by exploring learning paths and modules.

[Start learning journey](#)

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Innovate, deploy, and operate Kubernetes seamlessly

Azure Kubernetes Service

Azure Kubernetes Service (AKS) offers the quickest way to start developing and deploying cloud-native apps in Azure, datacenters, or at the edge with built-in, code-to-cloud pipelines and guardrails. Get unified management and governance for on-premises, edge, and multicloud Kubernetes clusters. Interoperate with Azure security, identity, cost management, and migration services.



Simplified operations

Automated management and scalability of Kubernetes clusters for enterprise-grade container orchestration.



Enhanced developer productivity

End-to-end developer productivity with debugging, CI/CD, logging, and automated node maintenance.



Enterprise-grade security

Advanced identity and access management to monitor and maintain container security for governance at scale.



Multiplatform support

Support for Linux, Windows Server, and IoT resources with AKS deployment on the infrastructure of your choice using Azure Arc.

85% of organizations will embrace a cloud-native approach by 2025.*

How will you help them be successful?



“Our development time is 30 percent lower now, and our cost savings are in the 50 percent range with our Azure Kubernetes Service environment.”

Aaron Minkovich, Chief Technology Officer, Manulife

*Top strategic technology trends for 2022: 12 trends shaping the future of digital business, Gartner, 2022.

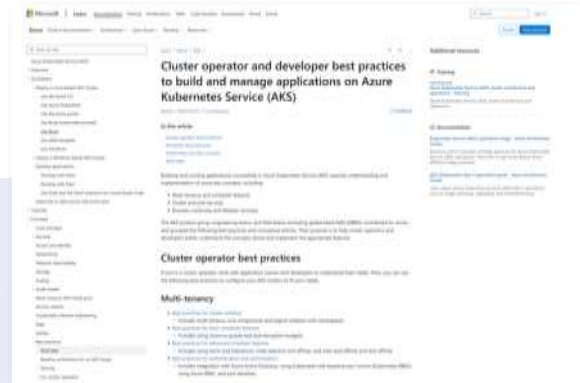
New business opportunities

Enable customers to build intelligent apps with Azure Kubernetes Service



Get started experimenting with Azure Kubernetes Service (AKS) with a free Azure account.

[Try Azure Kubernetes Service](#)



Implement enterprise-grade best practices when designing AKS solutions.

[Explore best practices and architectures](#)



Learn and build new skills by exploring learning paths and modules.


[Start learning journey](#)

Give developers the advantage of AI GitHub Copilot

GitHub Copilot is an AI pair programmer that uses a custom OpenAI GPT-3.5-based large language model (LLM) to suggest code and entire functions in real time, right from your editor. By avoiding the need for web searches, GitHub Copilot improves developer productivity and happiness, reducing disruptions, improving flow, and increasing the amount of time a developer spends doing satisfying work.



Developers using GitHub Copilot

 **Increase developer productivity**
Improve satisfaction by focusing on real problems.



have faster completion.



exert less mental effort on repetitive tasks.



spend less time searching.

 **Accelerate innovation**
Prototype and innovate more rapidly.




stay more "in the flow."



are more fulfilled with their job.



are less frustrated when coding.

 **Bridge skill gaps**
Learn new languages and techniques.

[Start a free trial](#)

[Sign up for Chat](#)

[Discover the blog to learn more](#)

