

Microsoft and AI

How AI is impacting the channel – A view from Microsoft.

Microsoft AI (Melbourne)



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2023

The Sydney Morning Herald

Medical science students were told to use ChatGPT.
This is what it wrote

digitaltrends

HOME · SMART HOME · NEWS

What is Google Duplex? The

VIDEO: Australian scientists
researching AI to receive funding

FINANCIAL REVIEW

Around-the-clock customer service a big AI
benefit for business

Can you tell if these artworks were
created by artificial intelligence or a
human? Take our quiz

How ChatGPT and other
used by lawyers, archite



My AI wife

Digital love affairs, deepfakes and deadbots — inside the generative AI
experiment we're living in.

By [Grace Tobin](#), [Amy Donaldson](#), and [Jessica Longbottom](#)



Published 8 May 2023, 5:03am



Bloomberg

Microsoft's Latest AI
for Marketers, Customer
Apps

AI 'copilot' will help answer customer
generate marketing pitches

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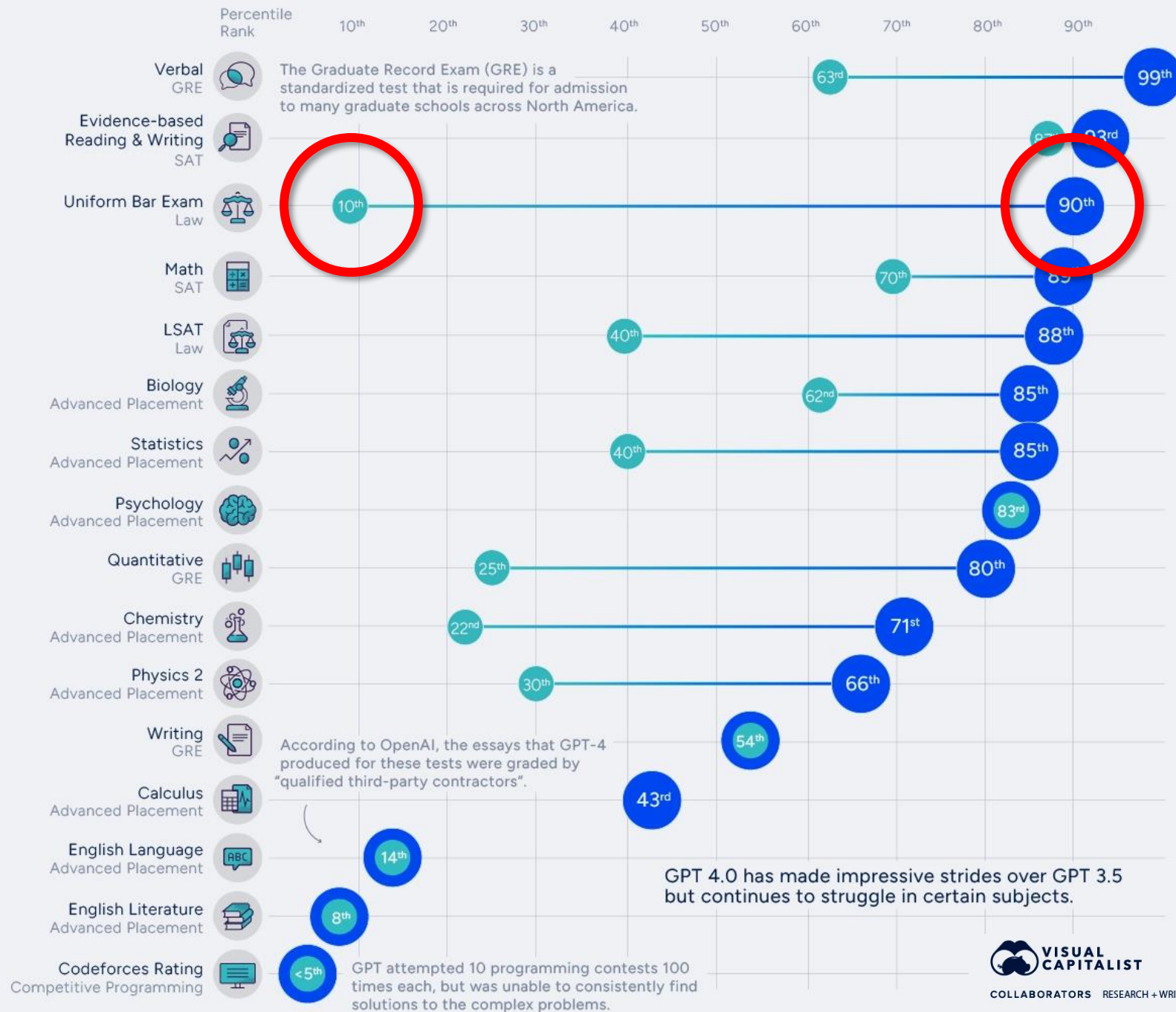
REVIEW



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How Smart is

ChatGPT?

OpenAI's latest large language model, GPT-4, is capable of human-level performance in many professional and academic exams.

Exam Results ● ChatGPT 3.5 ● ChatGPT 4.0

A percentile describes how an examinee's score ranks in comparison to others.

For example



COLLABORATORS RESEARCH + WRITING Marcus Lu | DESIGN Rosey Eason

Source: OpenAI (2023)
Note: Percentiles are based on the most recently available score distributions for test takers of each exam type.

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The infographic is a large, colorful grid of company logos and names, organized into several main sections. The top section is 'DATA & AI COMPANIES' and is divided into 'INFRASTRUCTURE' and 'ANALYTICS'. The middle section is 'MACHINE LEARNING & ARTIFICIAL INTELLIGENCE', which is further divided into 'DATA SCIENCE NOTEBOOKS', 'DATA SCIENCE PLATFORMS', 'ENTERPRISE ML PLATFORMS', 'DATA GENERATION & LABELING', 'MLOPS', 'NLP', 'HORIZONTAL AI / AGI', 'AI HARDWARE', 'GPU CLOUD', 'CLOSED SOURCE MODELS', 'AI MODELS & ARCHITECTURES', 'SEARCH', 'LOGGING & MONITORING', 'VISUALIZATION', and 'COLLABORATION'. The bottom section is 'APPLICATIONS - ENTERPRISE', which is divided into 'SALES', 'MARKETING', 'LEGAL', 'PARTNERSHIPS', 'REGTECH & COMPLIANCE', 'FINANCE', 'CODE & DOCUMENTATION', 'TEXT', 'AUDIO & VOICE', 'IMAGE', 'VIDEO EDITING', 'ANIMATION & 3D', 'SEARCH', 'FINANCE & INSURANCE', 'HEALTHCARE', 'LIFE SCIENCES', 'TRANSPORTATION', 'AGRICULTURE', 'INDUSTRIAL & LOGISTICS', 'GOVT & INTELLIGENCE', 'DATA MARKETPLACES & DISCOVERY', 'FINANCIAL & MARKET DATA', 'AIR / SPACE / SEA', 'PEOPLE / ENTITIES', 'LOCATION INTELLIGENCE', 'ESG', 'DATA SOURCES & APIs', and 'DATA & AI CONSULTING'.

The infographic is a comprehensive directory of data and AI companies, organized into several main categories:

- INFRASTRUCTURE:** Includes companies like AWS, Google Cloud, Microsoft Azure, IBM, Oracle, SAP, and others, covering areas like STORAGE, MPP DBs, DATA LAKES / LAKEHOUSES, DATA WAREHOUSES, STREAMING / IN-MEMORY, RDBMS, NoSQL DATABASES, NewSQL DATABASES, REAL TIME DATABASES, GPU DATABASES, DATABASE ABSTRACTION, ETL / ELT / DATA TRANSFORMATION, ORCHESTRATION, DATA QUALITY & OBSERVABILITY, FULLY MANAGED, MGMT / MONITORING, PRIVACY & SECURITY, and COMPUTE.
- ANALYTICS:** Includes companies like Looker, Tableau, SAP, Google, Microsoft, and others, covering areas like BI PLATFORMS, VISUALIZATION, DATA ANALYST PLATFORMS, CUSTOMER DATA PLATFORMS, LOG ANALYTICS, CRYPTO / WEB 3 ANALYTICS, QUERY ENGINE, ENTERPRISE SEARCH, and AI HARDWARE.
- MACHINE LEARNING & ARTIFICIAL INTELLIGENCE:** Includes companies like IBM, Oracle, Databricks, AWS, Google, Microsoft, and others, covering areas like DATA SCIENCE NOTEBOOKS, DATA SCIENCE PLATFORMS, ENTERPRISE ML PLATFORMS, DATA GENERATION & LABELING, MLOPS, NLP, HORIZONTAL AI / AGI, AI HARDWARE, GPU CLOUD, CLOSED SOURCE MODELS, AI MODELS & ARCHITECTURES, SEARCH, LOGGING & MONITORING, VISUALIZATION, and COLLABORATION.
- APPLICATIONS - ENTERPRISE:** Includes companies like Salesforce, SAP, Oracle, and others, covering areas like SALES, MARKETING, LEGAL, PARTNERSHIPS, REGTECH & COMPLIANCE, FINANCE, CODE & DOCUMENTATION, TEXT, AUDIO & VOICE, IMAGE, VIDEO EDITING, ANIMATION & 3D, and SEARCH.
- APPLICATIONS - HORIZONTAL:** Includes companies like AWS, Google, Microsoft, and others, covering areas like CODE & DOCUMENTATION, TEXT, AUDIO & VOICE, IMAGE, VIDEO EDITING, ANIMATION & 3D, and SEARCH.
- APPLICATIONS - INDUSTRY:** Includes companies like AWS, Google, Microsoft, and others, covering areas like FINANCE & INSURANCE, HEALTHCARE, LIFE SCIENCES, TRANSPORTATION, AGRICULTURE, INDUSTRIAL & LOGISTICS, and GOVT & INTELLIGENCE.
- DATA SOURCES & APIs:** Includes companies like AWS, Google, Microsoft, and others, covering areas like DATA MARKETPLACES & DISCOVERY, FINANCIAL & MARKET DATA, AIR / SPACE / SEA, PEOPLE / ENTITIES, LOCATION INTELLIGENCE, and ESG.
- DATA & AI CONSULTING:** Includes companies like Deloitte, IBM, and others, covering areas like DATA & AI CONSULTING.

Market Opportunity

\$63 B

Gartner prediction of global
market for generative AI
software in 2028

\$36 B

VC investment yearly
in AI-powered Start-
Ups globally

\$124 M

Investment from Australian
Federal Government

9x, 5x

Higher Apps & Analytics
Value created in Australian
Businesses with AI



Every employee needs AI aptitude



82%

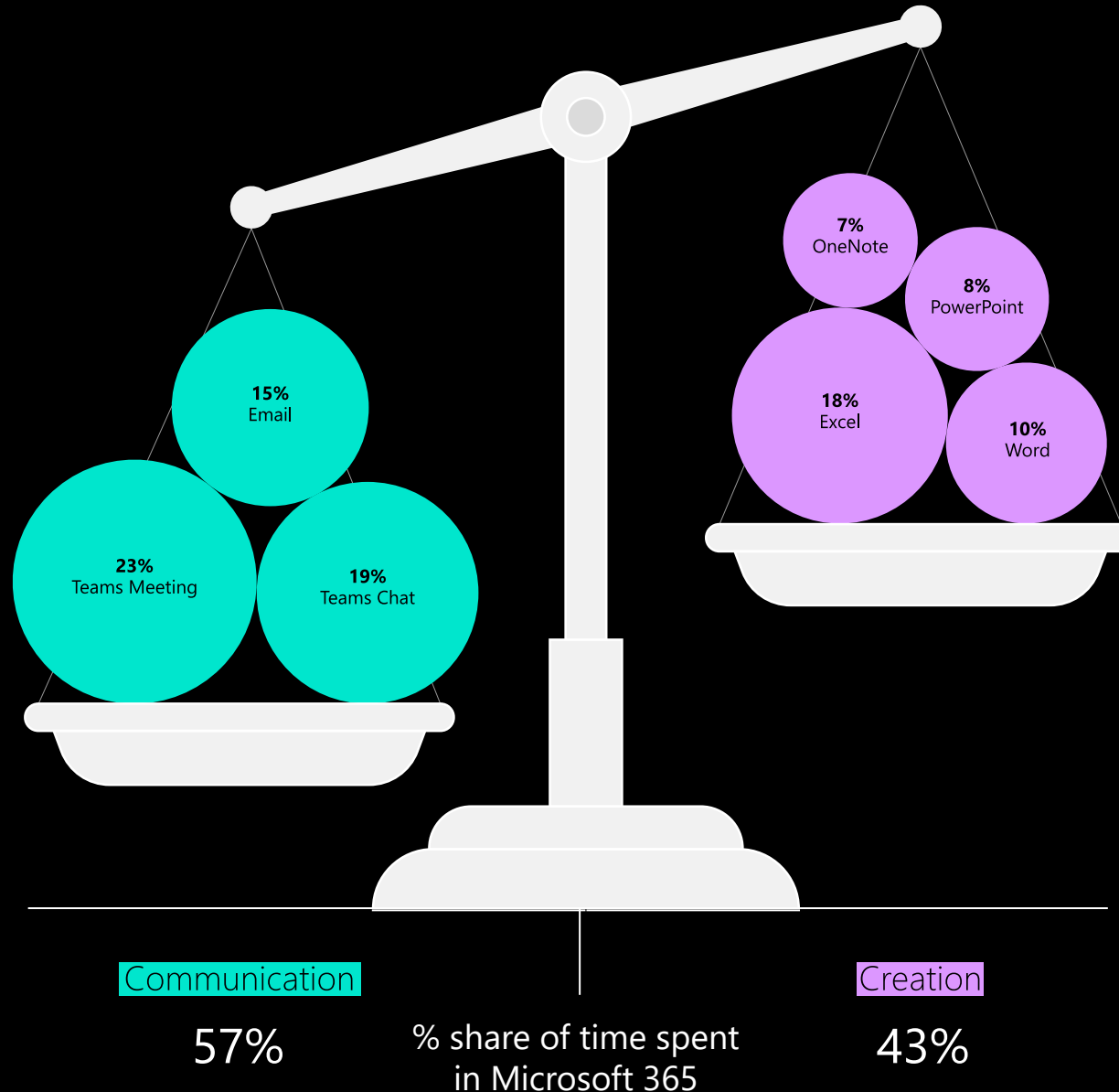
of leaders anticipate employees will need new skills in the AI era

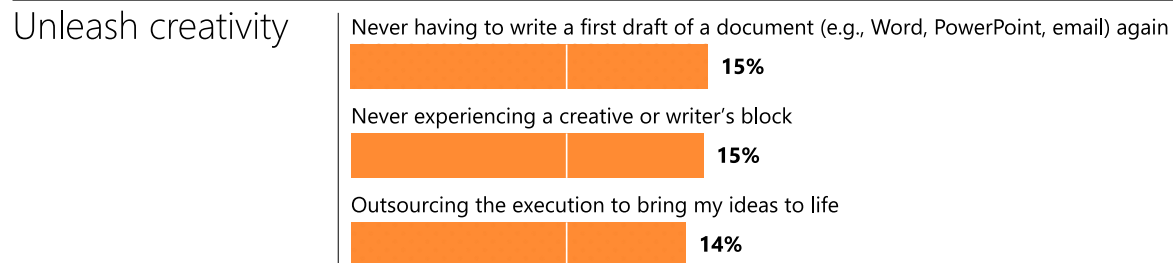
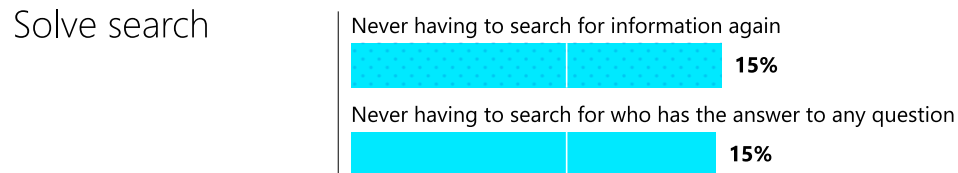
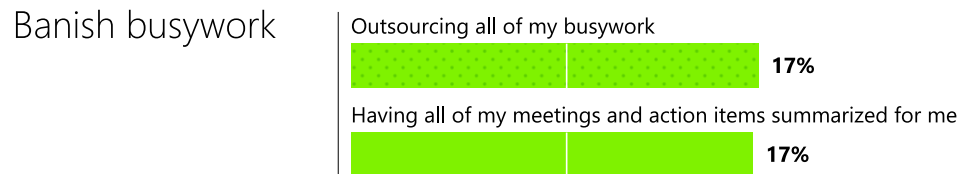
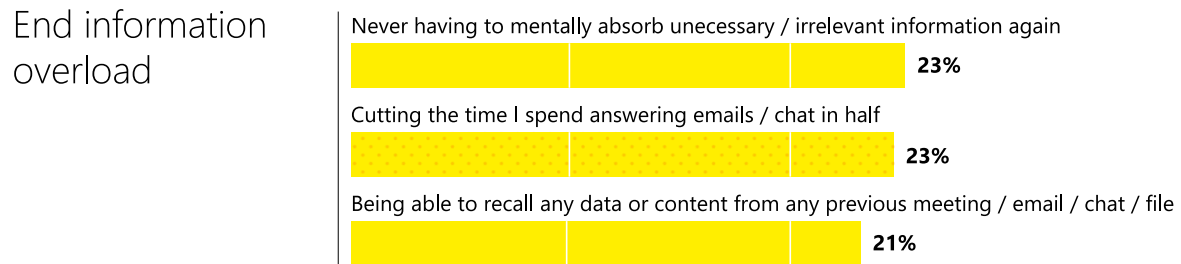
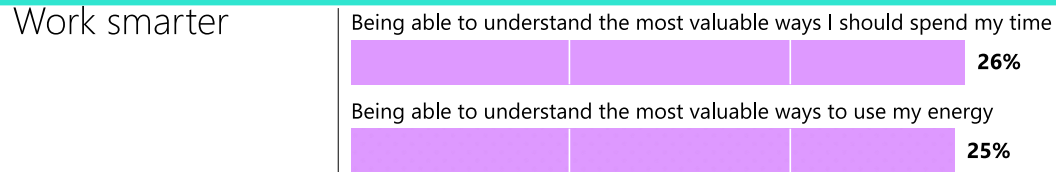
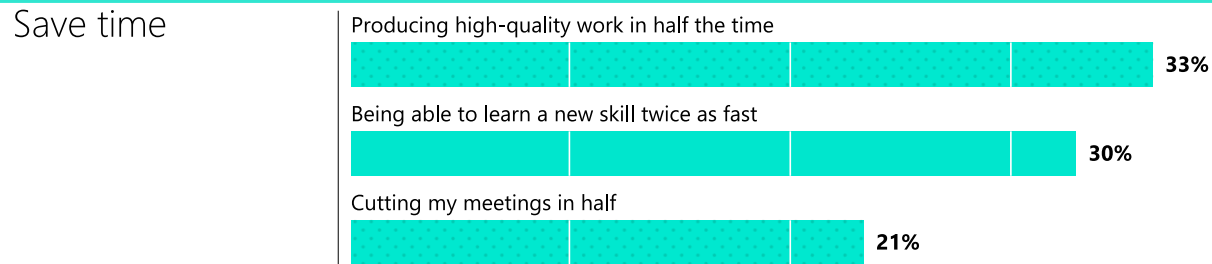


79%

year-over-year increase in the number of LinkedIn job postings in the U.S. that reference "GPT" or "GAI" (generative artificial intelligence)

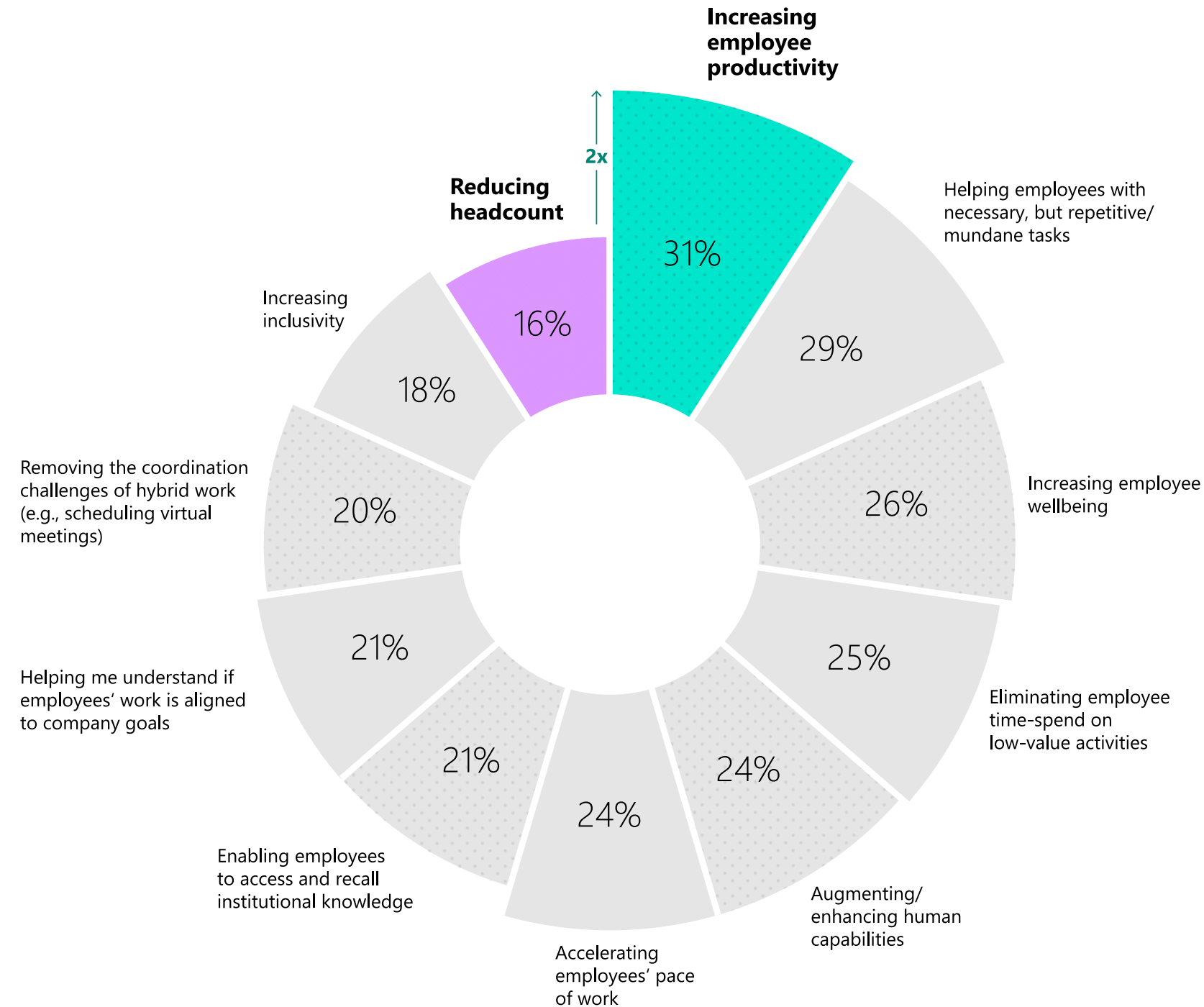
Digital Debt is costing us innovation





Work in 2030: What People Want— That AI Can Deliver

AI's Productivity Promise



What Got You Here



Won't Get You There

- Marshall Goldsmith




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



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

What are you really trying to do?

Applications

 Microsoft 365

 Microsoft Dynamics 365

Partner Solutions

Application Platform

AI Builder



Power BI



Power Apps



Power Automate



Power Virtual Agents

Scenario-Based Services

Applied AI Services



Bot Service



Cognitive Search



Form Recognizer



Video Indexer



Metrics Advisor



Immersive Reader

Customizable AI Models

Cognitive Services



Vision



Speech



Language



Decision



OpenAI Service

ML Platform



Azure Machine Learning



Business Users



Developers & Data Scientists

Previously live



Microsoft 365 Copilot

Natural Language



The Future of Work: Reinventing Productivity with AI

Event by Microsoft

Fri, Mar 17, 2023, 2:00 AM - 3:00 AM (your local time)



Copilot (Preview)



Some things you can ask

- Add a slide to make a birthday card for my friend
- Change the text to look like handwriting
- Add an image of a dolphin

[Learn More](#)

Dismiss

< 3 of 3 >



Chat



Pinned

Copilot 9:15 AM
Good morning Kat!

Cassandra Dunn 6/2
Ok. I'll send an update later

Aadi Kapoor 6/2
You: Great work!

Eric Ishida 8:40 AM
Sure, I'll set something for next week t...

Recent

Cortex Framework 8:41 AM
Kayo: The review went really well! Can't wai...

Will Little 8:45 AM
I don't see that being an issue, Can you ta...

Marie Beaudouin 1:21 AM
Ohh, I see, yes let me fix that!

Hillary Reyes 1:07 AM
Haha!

Charlotte and Babak 12:48 AM
Charlotte: The client was pretty happy with...

Reta Taylor 12:40 AM
Ah, ok I understand now

Joshua VanBuren 12:29 AM
Thanks for reviewing

Daichi Fukuda 12:20 AM
You: Thank you

Kadji Bell 12:03 AM
You: I like the idea, let's pitch it!



Copilot Chat About



Copilot 9:15 AM

Good morning Kat!

Here are some ideas that might help you get started:

- Catch up on a meeting you missed
- Summarize important documents to speed up review
- Quickly search your data for key information and timely answers

As your Copilot, I'm here to assist you but do make mistakes, so sources are provided for your review when possible.

What's going on with EraNext? Summarize the Green Builder's summit doc

Ask a work question or make a request



Downer Group leverages AI to drive the development of next generation health, safety.

Utilizing a natural language processing model in Azure Machine Learning (ML) to consumer, understand and create safety incident and report documents.

"In the medium term, I would love to see something like a super-smart Cortana for health, safety and environmental management, maybe with a bit of machine-generated, Wikipedia-style best practice thrown in there as well"

*Dr Mathew Hancock
General Manager of Zero Harm Risk at Downer*



KPMG unveils cutting-edge, 'private' ChatGPT software

KymChat is just the start of KPMG's AI journey.



[Home](#) > [News and media](#) > [Media Releases](#) > KPMG unveils cutting-edge, 'private' ChatGPT software

22 March 2023 | 1 min read

KPMG Australia has hit a major milestone by launching a proprietary version of ChatGPT.

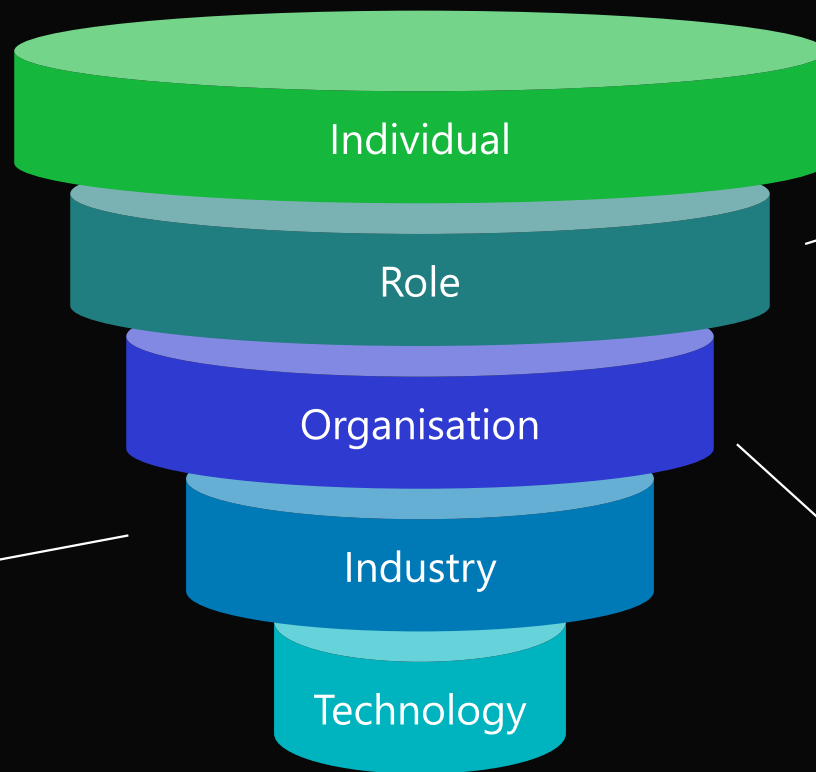
KPMG is one of only a handful of companies globally to be given access to develop a private version of the tool, thanks to a partnership with Microsoft.

The tool, dubbed KymChat, provides KPMG employees access to the processing power of the fifth largest supercomputer in the world through a digital assistant on their desktop and phone. KymChat will allow the firm's employees to safely use the ground-breaking technology in the workplace without having client data leave the KPMG environment.

"This proprietary solution will support the firm's culture of innovation, boost efficiencies and create a better people experience," KPMG Chief Digital Officer John Munnolly said.

Channel Opportunity in AI – Are you Transforming?

10x Opportunity



Individual

Role

Organisation

Industry

Technology

- How do individual employees access information?
- How are they trained? Could each employee benefit from personal interaction?
- Are you asking what a day in the life of your customers looks like?

- What types of tasks and regular activities does a business perform?
- Is there role specific knowledge and actions that AI can make more productive?

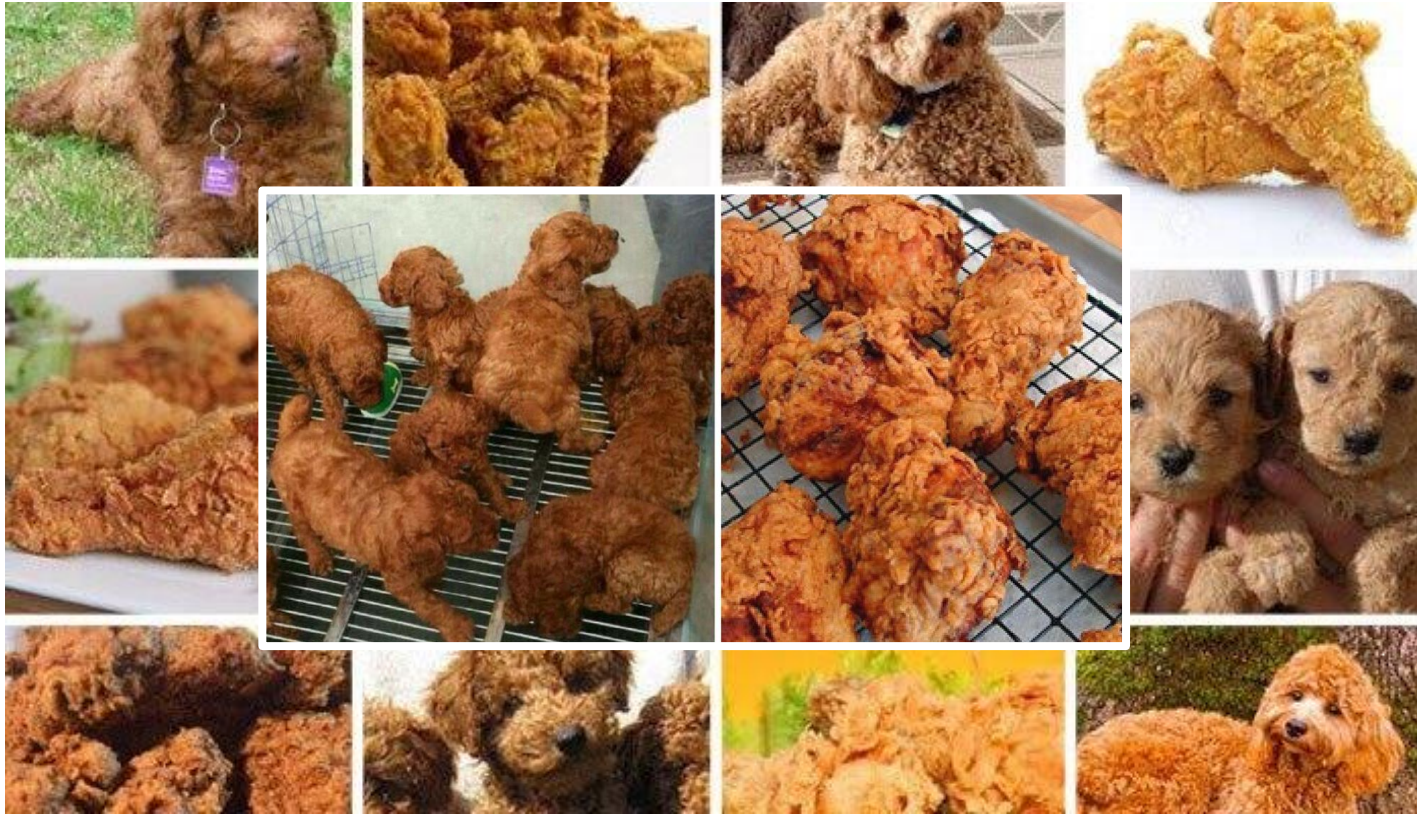
- How can AI benefit Health, Education, Retail, Govt etc. ?
- Are they investigating industry use cases?

- How well do you know your customer's business and market?
- How can AI make them more competitive?

- Does the Data Estate support AI Scenarios?
- Is the technology infrastructure modern?
- Data Accessibility and Security?

Is your customer's technology infrastructure able to support rapid adoption and evolution of AI Technologies?
Are they using AI to help them develop and build the tech?

Some Fun: Labradoodle or?



Generative Bias

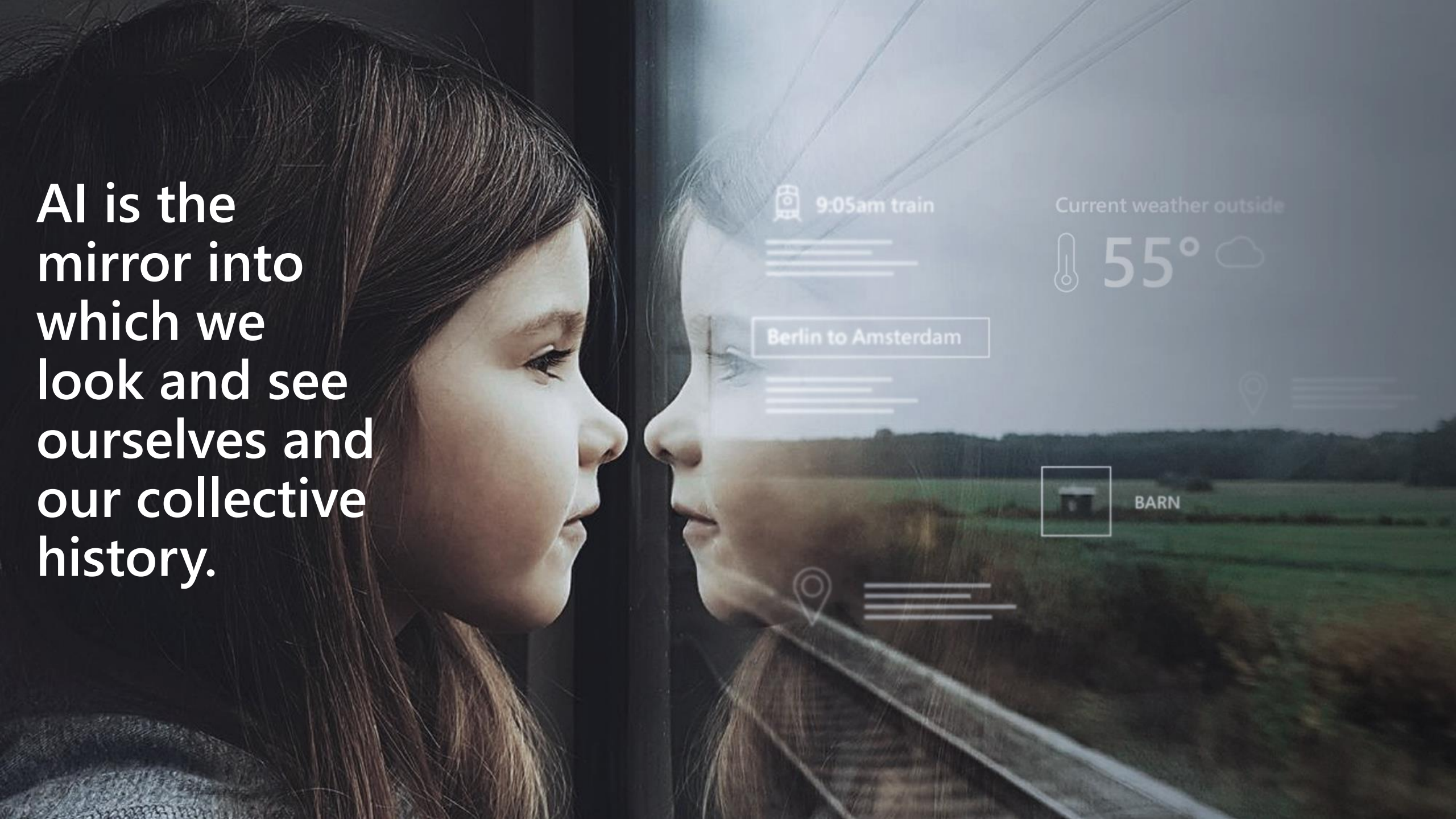


A chef in a professional kitchen



A kindergarten teacher in school

AI is the
mirror into
which we
look and see
ourselves and
our collective
history.



Considerations for Generative AI

- Can hallucinate (make up information) if not properly managed and operated
- May reflect bias found in data if not adequately mitigated
- Will always try to help (respond) which can lead to misleading guidance
- Is unpredictable, the response you get cannot be determined

Responsible AI Mitigation mechanisms

Customer	Structure user interactions. Limit the length, structure, and source of inputs and outputs
	Control user access
	Transparency and overreliance mitigations in UI/UX
Technical	Content Filtering
	Asynchronous abuse detection
	User-based throttling
	User-based shutdown
Process and Policy	Limited Access
	Abuse reporting channel
	Feedback channel
	Incident Response
Documentation and legal	Terms of use
	Transparency Note
	Design Guidelines

Empowering impactful responsible AI practices

Learn about the policies, practices, and tools that make up our framework for Responsible AI by Design.



Policy

Responsible AI Standard

The Microsoft Responsible AI Standard is our internal playbook for responsible AI. It shapes the way in which we create AI systems, by guiding how we design, build, and test them.

[Get the Responsible AI Standard](#)



[Get the Responsible AI Reference Guide](#) >



Management Tool

Responsible AI Impact Assessment Template

The Responsible AI Impact Assessment Template is the product of a multi-year effort to define a process for assessing the impact an AI system may have on people, organizations, and society.

[Download the Impact Assessment Template](#) >



Guideline

Responsible AI Impact Assessment Guide

This resource provides activities and guidance for teams working through the Responsible AI Impact Assessment Template to help frame and support conversations about Responsible AI.

[Read the Impact Assessment Guide](#) >



Communication

Transparency Notes

Transparency Notes allow us to communicate the intended uses, capabilities, and limitations of our AI platform systems to customers, building trust and enabling our customers to build more responsible AI products and services on top of our platforms.

[Explore Transparency Notes](#) >

Take action now

- Bring leaders together across your customers' organisations to **create guardrails** that help people experiment safely and responsibly with AI.
- **Be intentional and programmatic.** Like any platform shift, adopting AI at scale requires change management. Pick specific disciplines, processes, and workflows to test and learn
- **Identify evangelists** to lead the charge.
- As you begin to adopt AI, deploy it **where people need the most relief** based on your customers' organisation's pain points and challenges.



Q&A