



# Leading the way with AI

Discover Swiss 17.11.2023

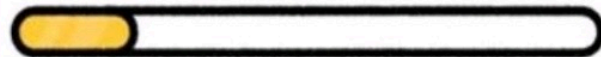
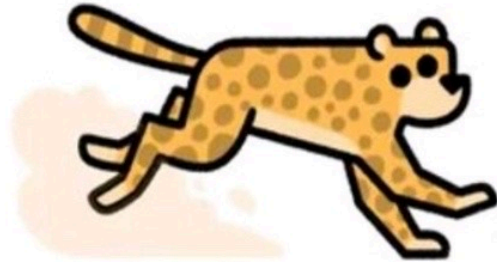


Claudio Mirti  
Sr. Advanced Analytics & AI Specialist EMEA

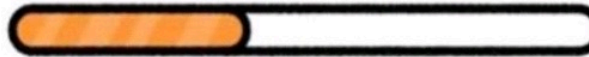
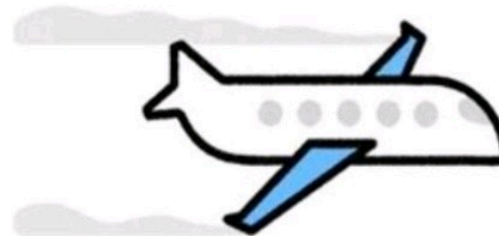


Created with Microsoft Designer

# THE FASTEST THINGS ON EARTH



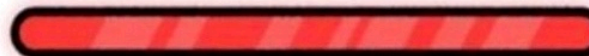
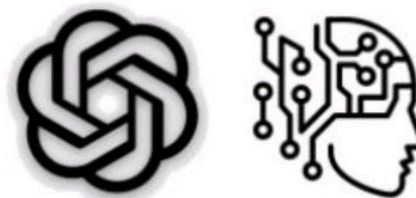
CHEETAH



AIRPLANE



SPEED OF LIGHT



PEOPLE BECOMING EXPERTS IN AI





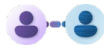




## AI, LLMs, Generative AI?

*AI is a broad term, it can cover many different models.*












*LLM's are a type of AI, sometimes called "Generative AI", they are machine learning models and there are different versions produced by various companies.*

# Azure AI

## Applications


 Microsoft 365		 Microsoft Dynamics 365				
 Power BI	 Power Apps	 Power Automate	 Power Virtual Agents	ISV ecosystem	Customer Solutions	Partner Solutions

## Azure AI Services

 Bot Service	 Cognitive Search	 Document Intelligence	 Video Indexer	 Metrics Advisor	 Immersive Reader
 Vision	 Speech	 Language	 Decision	 Azure Open AI	

## Azure AI Studio

## Machine Learning Platform

 Azure Machine Learning

## Data Platform

 Fabric

## AI Infrastructure

 Azure

# We partner at scale to drive innovation



OpenAI forms exclusive computing partnership with Microsoft to build new Azure AI supercomputing technologies

July 22, 2019 | Microsoft News Center



## Hugging Face Collaborates with Microsoft to Launch Hugging Face Endpoints on Azure

Published May 24, 2022.



## Meta selects Azure as strategic cloud provider to advance AI innovation and deepen PyTorch collaboration

Posted on May 25, 2022

[Eric Boyd](#), Corporate Vice President, AI Platform



## Azure Scales 530B Parameter GPT-3 Model with NVIDIA NeMo Megatron

Posted on October 24, 2022

[Rachel Pruitt](#), Product Marketing Manager, Azure Marketing, HPC + AI



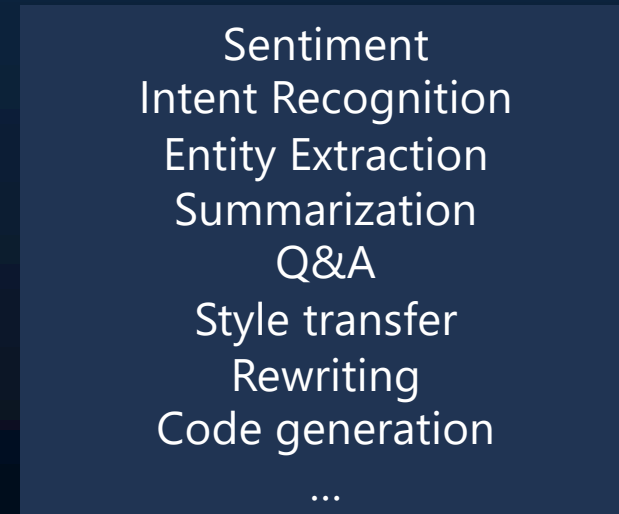
# Why is OpenAI different?

## Typical ML for NLP



One model per capability  
Lots of data to train  
Highly optimized for use case

## OpenAI GPT-4



Single large model for all use cases  
Describe in «human language» what you  
want it to do

### Already Uploaded Brand Guidelines

- 01 VISION & MISSION STATEMENT 2023-04-24.pdf
- 02 BRAND PERSONALITY & VALUES 2023-05-18.pdf
- 03 BRAND IDENTITY SYSTEM 2023-06-28.pdf
- 04 BRAND VOICE & TONE 2023-03-05.pdf
- 05 BRAND EXPERIENCE PRINCIPLES 2023-01-29.pdf

### Show Current Brand Essence



### Upload Supplementing Documents

**Submit Documents**

There is nothing attached.

 Attach file

### Summarized Document Contents

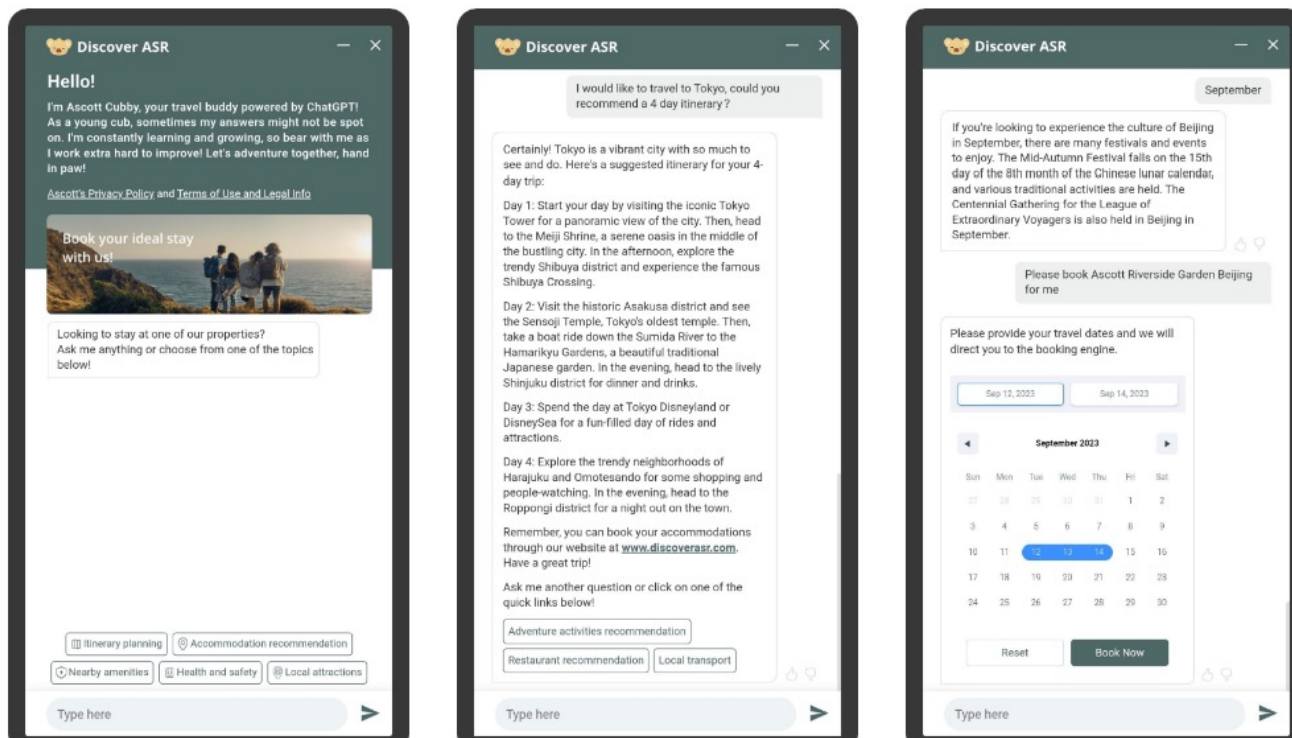
**Append To Final Brand Essence**

**I need ideas for my marketing campaign**

**I have ideas and only need the post generated**

# Ascott test-beds generative AI adoption with launch of ChatGPT-powered web chatbot - Cubby, your AI travel buddy

From computer vision and natural language processing to Generative AI, Ascott embraces AI solutions to drive tech-forward hospitality



Quicker Check-ins

Enhanced stay experience

24-7

[Ascott test-beds generative AI adoption with launch of ChatGPT-powered web chatbot- Cubby, your AI travel buddy \(capitaland.com\)](https://capitaland.com)





# Chat with your data

Ask anything or try an example

What is included in my Northwind Health Plus plan that is not in standard?

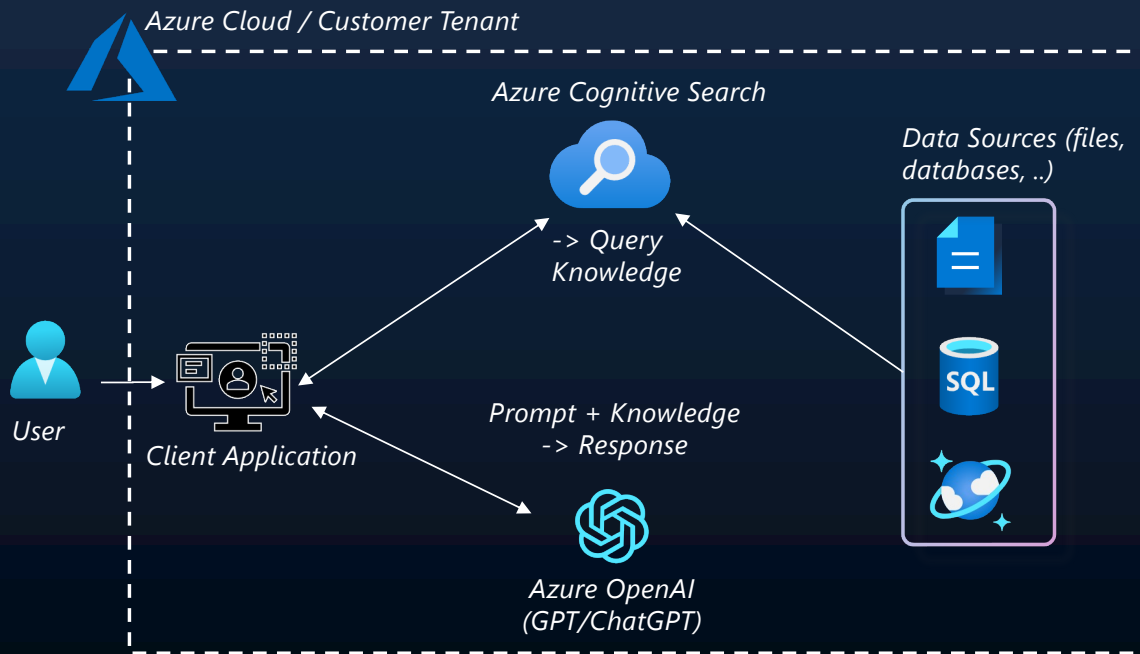
Can you tell me about performance reviews?

What does a Product Manager do?

Type a new question (e.g. does my plan cover annual eye exams?)



# Safety Systems



Deployed and secured in customer cloud environment and tied to their datasets and applications

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

Prompts and completions processed by Azure OpenAI are not used to train, retrain or improve the models.

**1** Know your Cloud

**2** Know your Customer

**3** Know your Content

# Teach, Tailor and Control

Bring together people, process, and platform to automate LLM-infused software delivery & provide continuous value to our users.



**People**



**Process**



**Platform**

# What about....

- Upskilling
- Exploring
- Prototype
- Confidence

....in one day?



Claudio Mirti • You

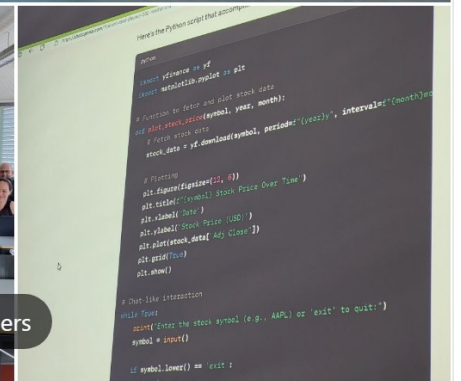
Senior Advanced Analytics & AI Specialist EMEA (Global Black Belt)...  
2mo • 🌐

I want to extend a BIG THANK YOU to my amazing students for their dedication this Saturday in the picturesque city of Luzern! 🇨🇭

...see more

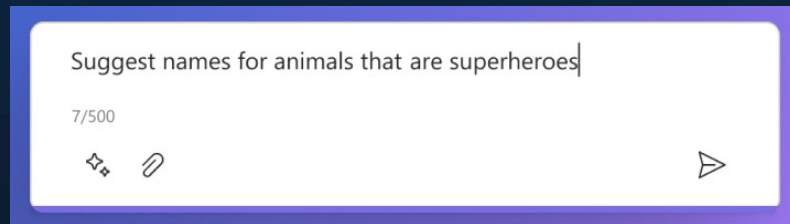


with Gregor Studer and 10 others



# Prompt Design

The basic request to the model, usually in the form of an instruction or question.



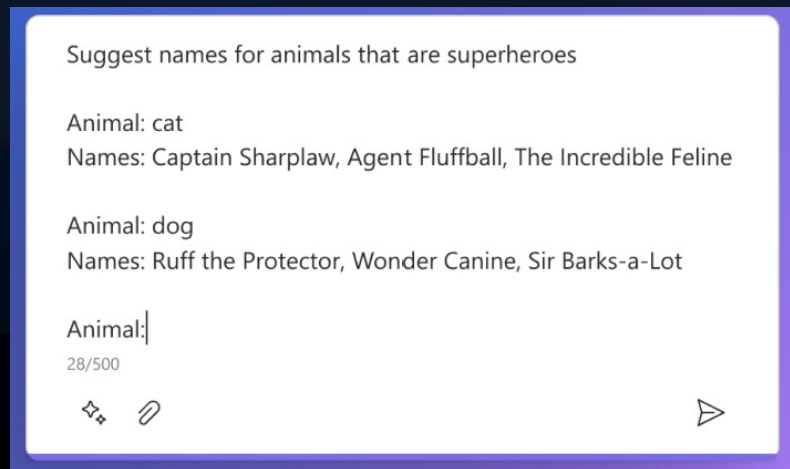
Suggest names for animals that are superheroes|

7/500

✦ 📎 ➤

Zero shot

*One of the best ways to get meaningful outputs is to show the model what that output should look like*



Suggest names for animals that are superheroes

Animal: cat  
Names: Captain Sharplaw, Agent Fluffball, The Incredible Feline

Animal: dog  
Names: Ruff the Protector, Wonder Canine, Sir Barks-a-Lot

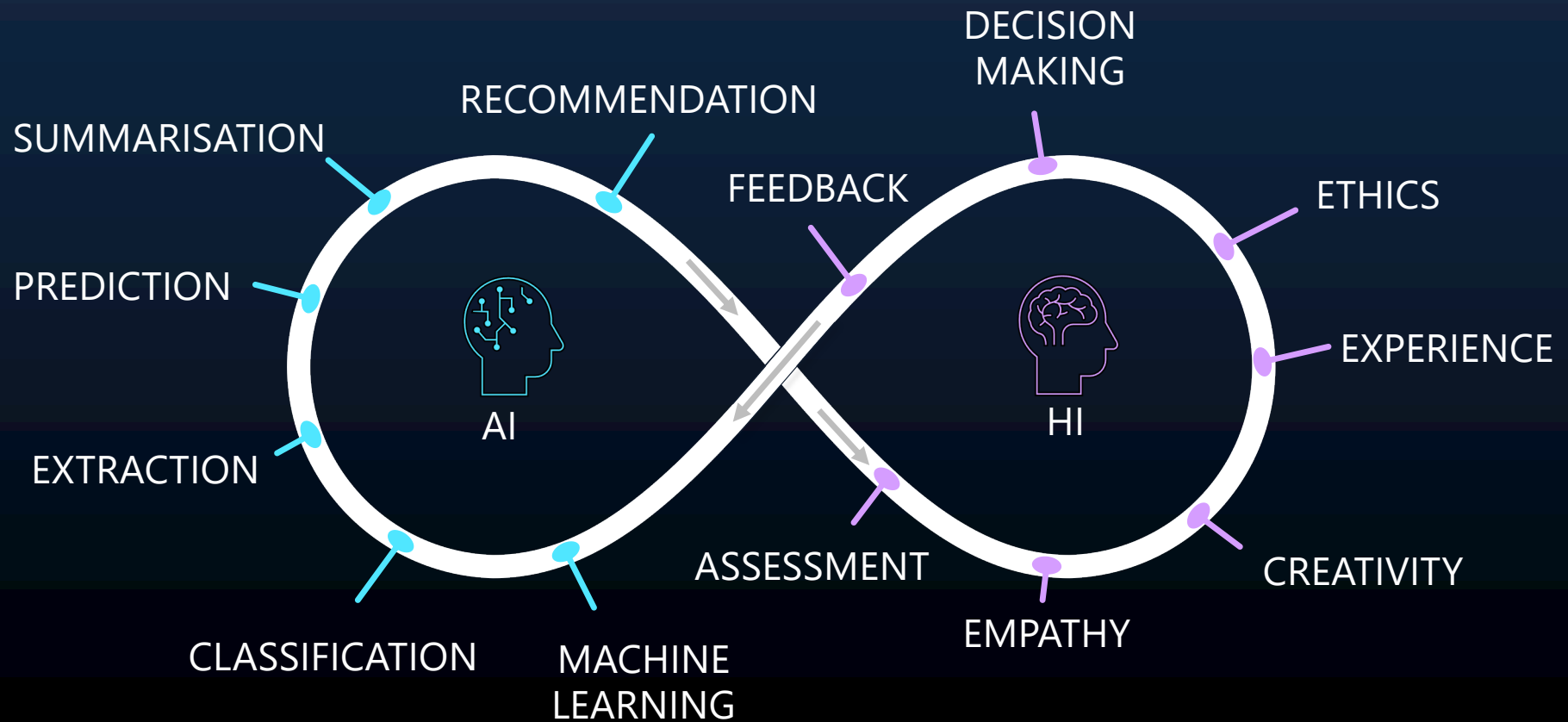
Animal:|

28/500

✦ 📎 ➤

Few shot

# Artificial Intelligence and Human Intelligence: Better together



# Some examples...

## Helvetia nutzt ChatGPT für neuen Kundenservice

Als weltweit erste börsennotierte Versicherung lanciert Helvetia einen Service im direkten Kundenkontakt auf Basis der ChatGPT-Technologie von OpenAI. Der Service nutzt die künstliche Intelligenz, um Kundenfragen zu Versicherung und Vorsorge zu beantworten. Noch hat der Service experimentellen Charakter; langfristig soll er den Zugang zu Versicherungs- und Vorsorgeprodukten vereinfachen.

30.03.2023 | Medienmitteilungen



**AXA**  
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AXA offers secure Generative #AI to employees and launches #AXA Secure GPT, an internal service on Open AI's Generative AI solutions. ...see more



Insurer Zurich experiments with ChatGPT for claims and data mining | Insurtech Insights  
insurtechinsights.com • 1 min read

## Mercedes-Benz enhances drivers' experience with Azure OpenAI Service

By [Eric Boyd](#) Corporate Vice President, AI Platform



## Vontobel

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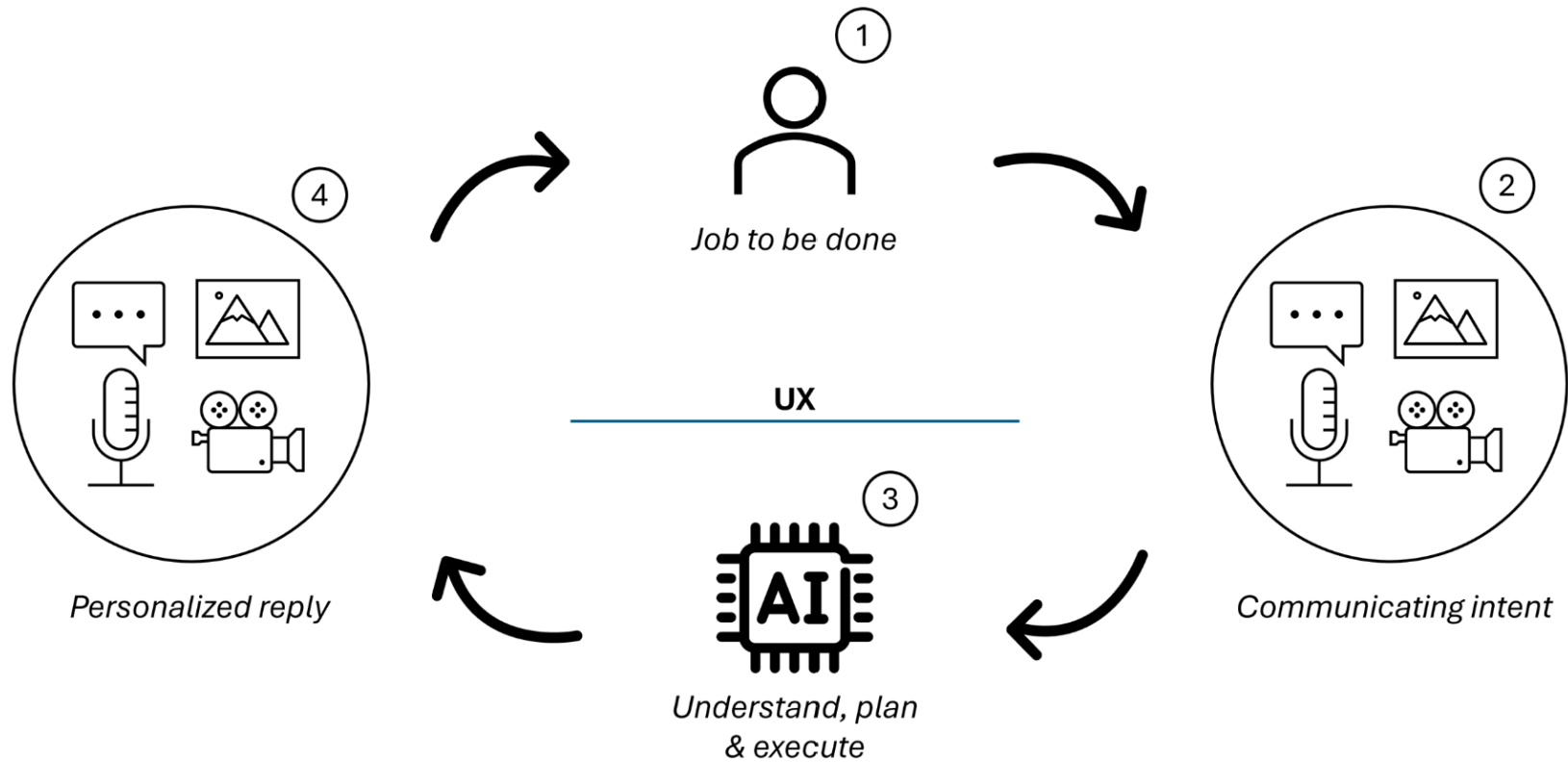
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## Vontobel to increase use of AI through cooperation with Microsoft

**MEDIA RELEASE**  
7/25/2023 Reading time: 2 minute(s)



# UX and the new paradigm of interaction (Copilots)



Conceptual illustration of the new paradigm of interacting with Copilots



# Enhancing the Data Experience

Natural Language to SQL

Create content with Copilot PREVIEW

Let's work together to create a report with meaningful insights. To get started, based on your data here are some suggested topics for your report. Select one or enter your own ideas.

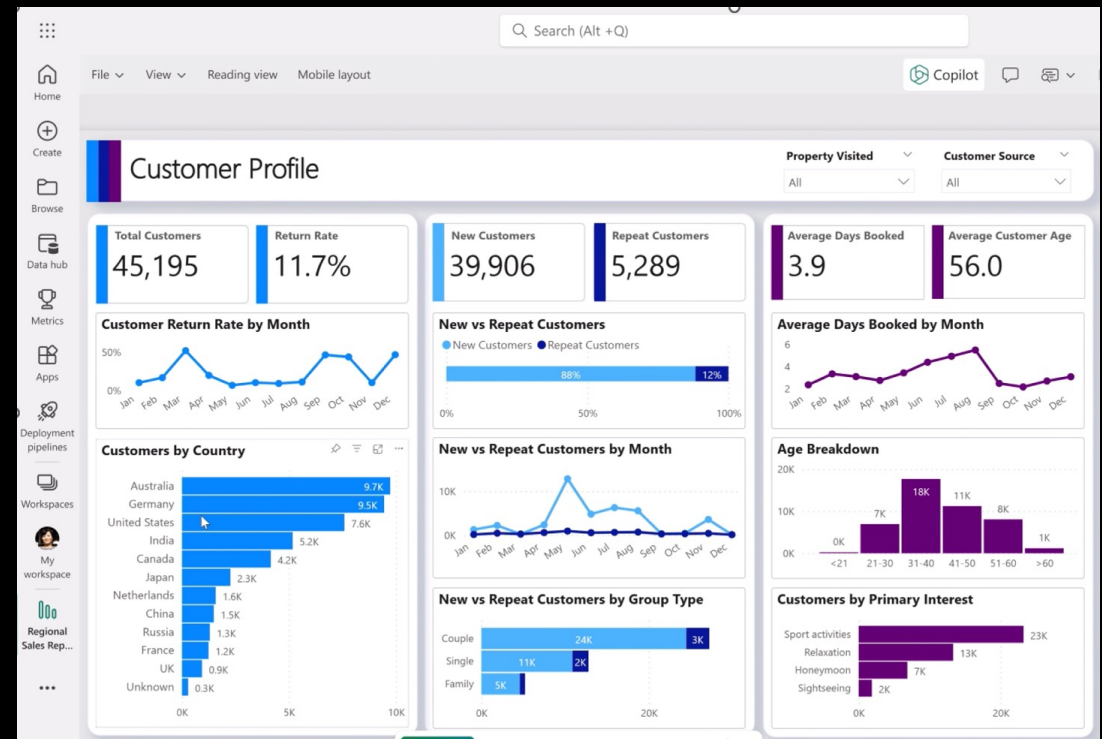
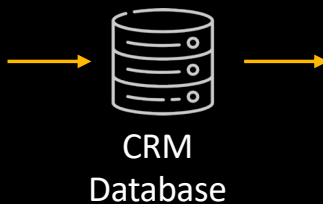
Analyze trends in customer demographics    Compare customers from different regions

Create a dashboard for key customer metrics    Summarize customer KPIs by new vs returning c...

Help me build a report summarizing the profile of customers who visited our resort properties in the last 12 months. I want it to include the following:

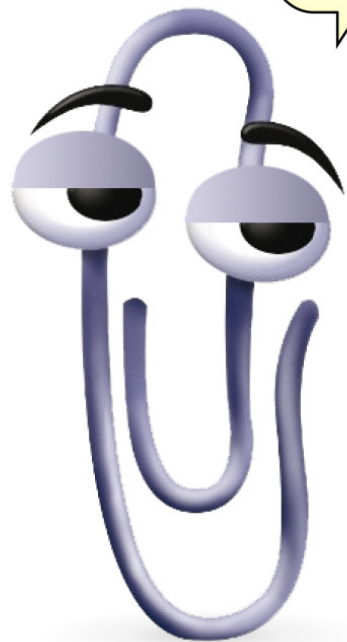
- Summary of new vs returning customers and their demographics
- Where customers visit from and how long they stayed
- Types of customers and why they visited

```
SELECT COUNT(*) AS 'Total Customers',
SUM(CASE WHEN is_new_customer = 1 THEN
ELSE 0 END) AS 'New Customers', SUM(CASE
WHEN is_new_customer = ...
```

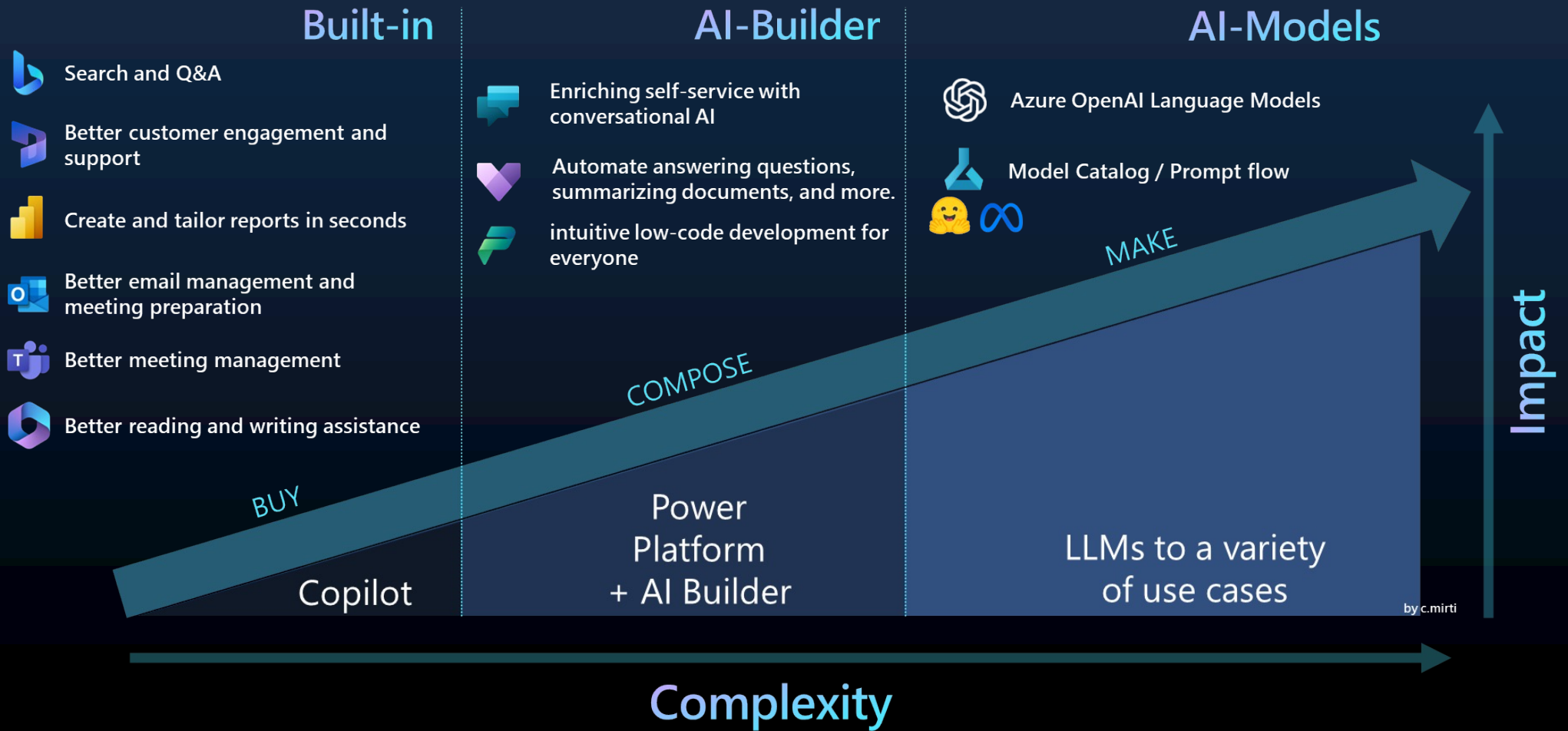




Copilot, I am  
your father



# From Copilot to enterprise scale AI



# Guidelines for Human AI Interaction

Learn More: <https://aka.ms/aiguide>



## INITIALLY

- 1 Make clear what the system can do.
- 2 Make clear how well the system can do what it can do.

## DURING INTERACTION

- 3 Time services based on context.
- 4 Show contextually relevant information.
- 5 Match relevant social norms.
- 6 Mitigate social biases.

## WHEN WRONG

- 7 Support efficient invocation.
- 8 Support efficient dismissal.
- 9 Support efficient correction.
- 10 Scope services when in doubt.
- 11 Make clear why the system did what it did.

## OVER TIME

- 12 Remember recent interactions.
- 13 Learn from user behavior.
- 14 Update and adapt cautiously.
- 15 Encourage granular feedback.
- 16 Convey the consequences of user actions.
- 17 Provide global controls.
- 18 Notify users about changes.

**THANK YOU.**

Claudio Mirti 

