



Welcome!

**Step into the Future
with AI:** How to start
and succeed

Today's topics

- Artificial Intelligence: Evolution
- Microsoft Technology – Data and AI
- Live demo of Copilot for Sales
- Insights to Copilots for Customer Engagement and Power Platform
- How to Start and Succeed



We are AlfaPeople

We are the leading Microsoft Dynamics 365 implementing partner – Globally



Denmark: Copenhagen – Germany: Hereford and München – Schweiz: Glattbrugg
Saudi Arabia: Jeddah and Riyadh – Emirates: Dubai – USA: New York and Salt Lake City – Canada: Oakville – Brazil: Barueri, Belo Horizonte, Porto Alegre, Recife – Mexico: Ciudad de Mexico – Chile: Santiago, Costa Rica: San Jose
Colombia: Bogotá – Ecuador: Guayaquil and Quito, Guatemala, India

- 14 Countries
- + 625 Employees Globally
- + 450 Certified Microsoft Consultants
- Offshore team in India and LATAM
- +500 active Customers Globally

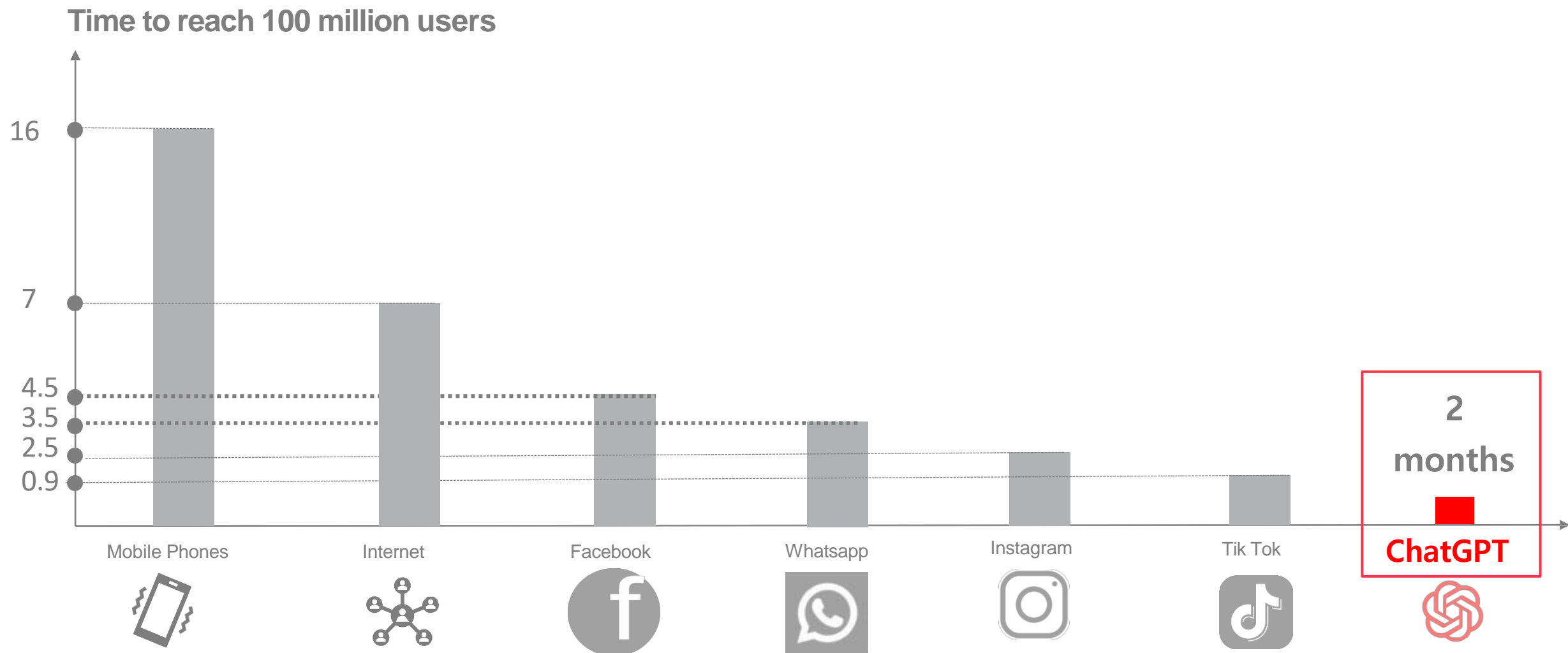


Top 1% of Worldwide Partners. Part of Inner Circle for the **last 14 years** and received several awards in the same period.

Artificial Intelligence: Evolution



AI in the world: The speed of AI



The world is changing

Mobile went faster than imagined:
2024 vs. 2019.

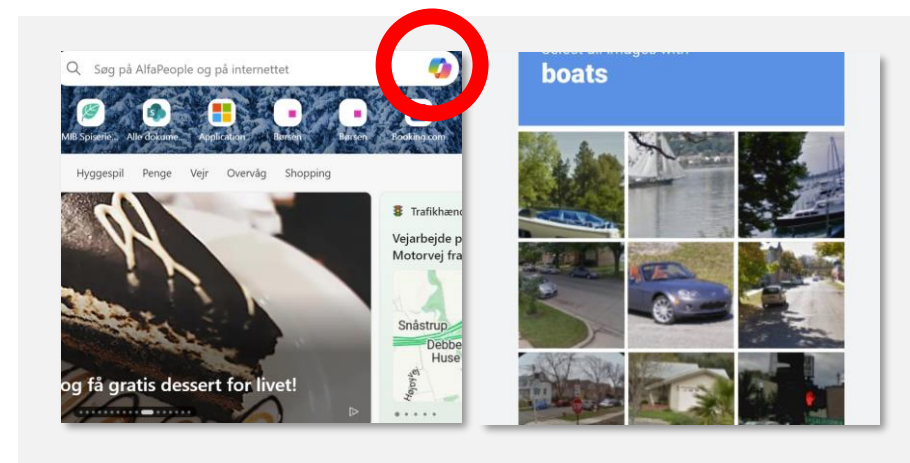
2019



2024



- ...and the world got even faster with Copilot.
- Copilot, accessible from <http://copilot.Microsoft.com>, <http://bing.com/chat>, Edge, and Windows.
- ChatGPT, Chatbot 2 years ago.



AI in the world – main dimensions of interest



Machine Learning



Natural Language Processing - NLP



Computer Vision



Intelligent Robotics



Computer Recommendation



Predictive Analysis



Intelligent Automation



Reasoning and Decision Making



Virtual Agents and Chatbots

AI in the world – AI applications in business



Task automation



Advanced data analysis



Personalizing the customer experience



Demand forecasting



Process optimization



Fraud detection



Predictive maintenance



Advanced language translation

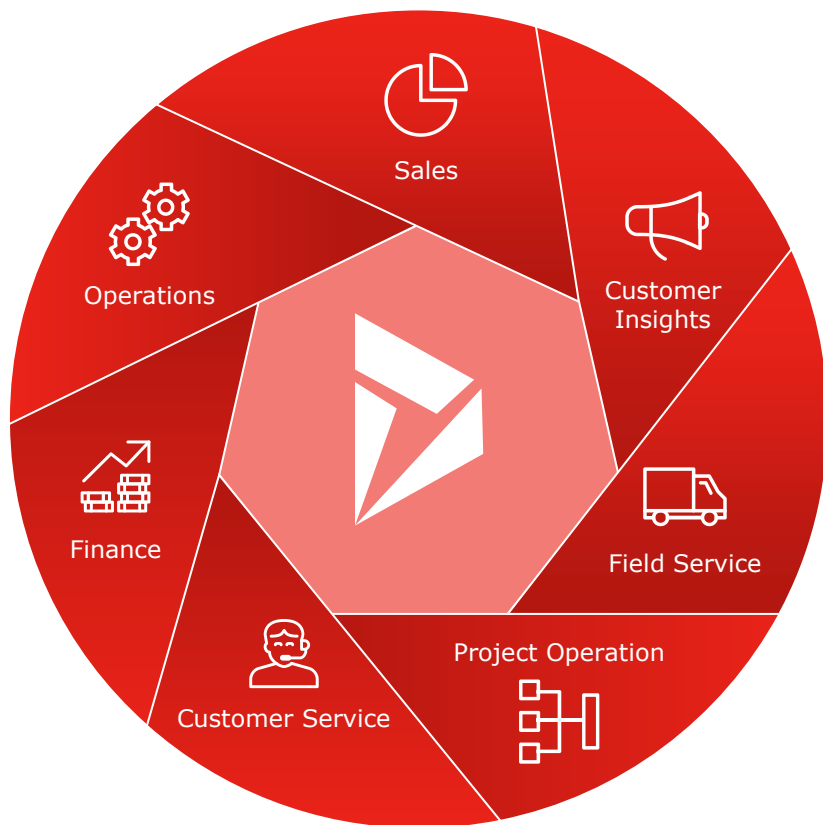


Assist design and creation



Discovery of new scientific insights

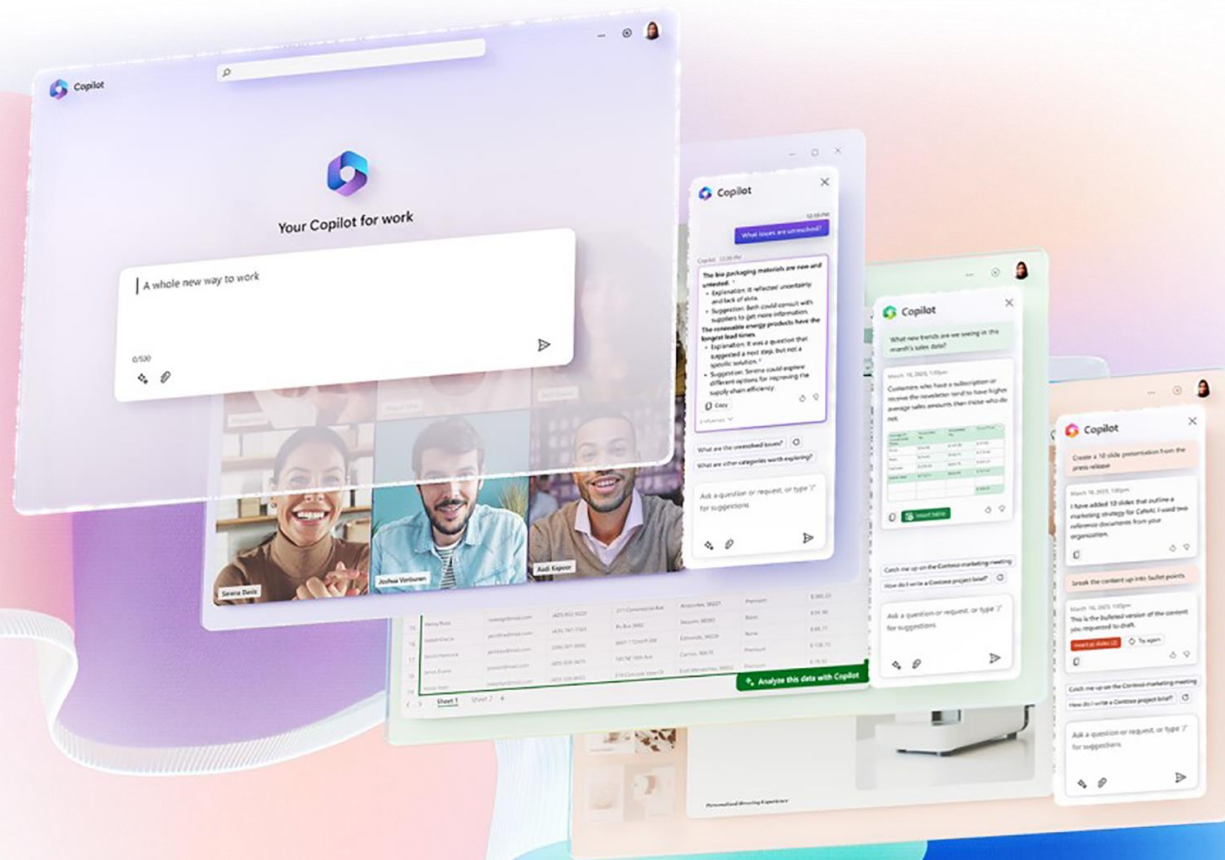
Copilot for Customer Engagement



Ready to use functions for:

- Sales
- Customer Insights/Marketing
- Customer Service
- Field Service
- Project Operations

Copilot for Sales



- Microsoft Copilot for Sales is an AI assistant.
- Connects Microsoft 365 to sales solutions to bring next-generation AI and CRM platform updates and insights across productivity workflows.
- Includes Copilot for Microsoft 365.
- Microsoft 365 E3 or E5 will be required to purchase Copilot for Sales.

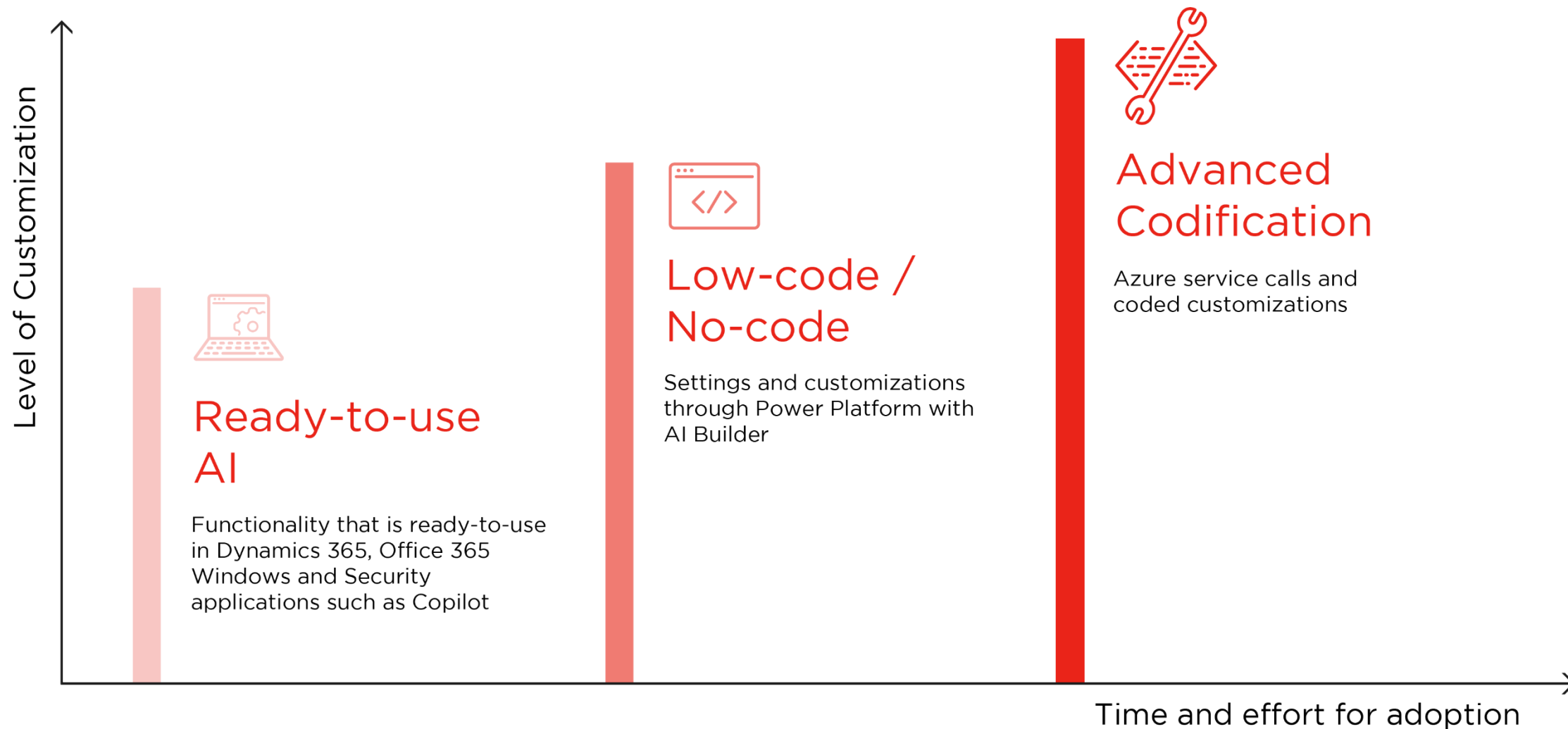
Copilot for Microsoft 365

Copilot for Microsoft 365 is now available:

- Word, Excel, PowerPoint, Outlook, Teams and others.
- Microsoft Office 365 E3 and E5 licenses are needed.



AlfaPeople's vision for AI



Ready-to-use AI



What is AI Copilot?

Copilot offers interactive assistance based on AI - Artificial Intelligence - in all business functions, from sales, service, and marketing to supply chain. It is the world's first AI copilot natively integrated into CRM and ERP applications.

Copilot brings the power of next-generation AI capabilities and natural language processing to Dynamics 365. It is working alongside business professionals to help them create ideas and content faster, complete time-consuming tasks, and gain insights and the next best actions, just describing what is needed.





Demo



Sales Copilot

Move deals forward faster and communicate more effectively with customers.

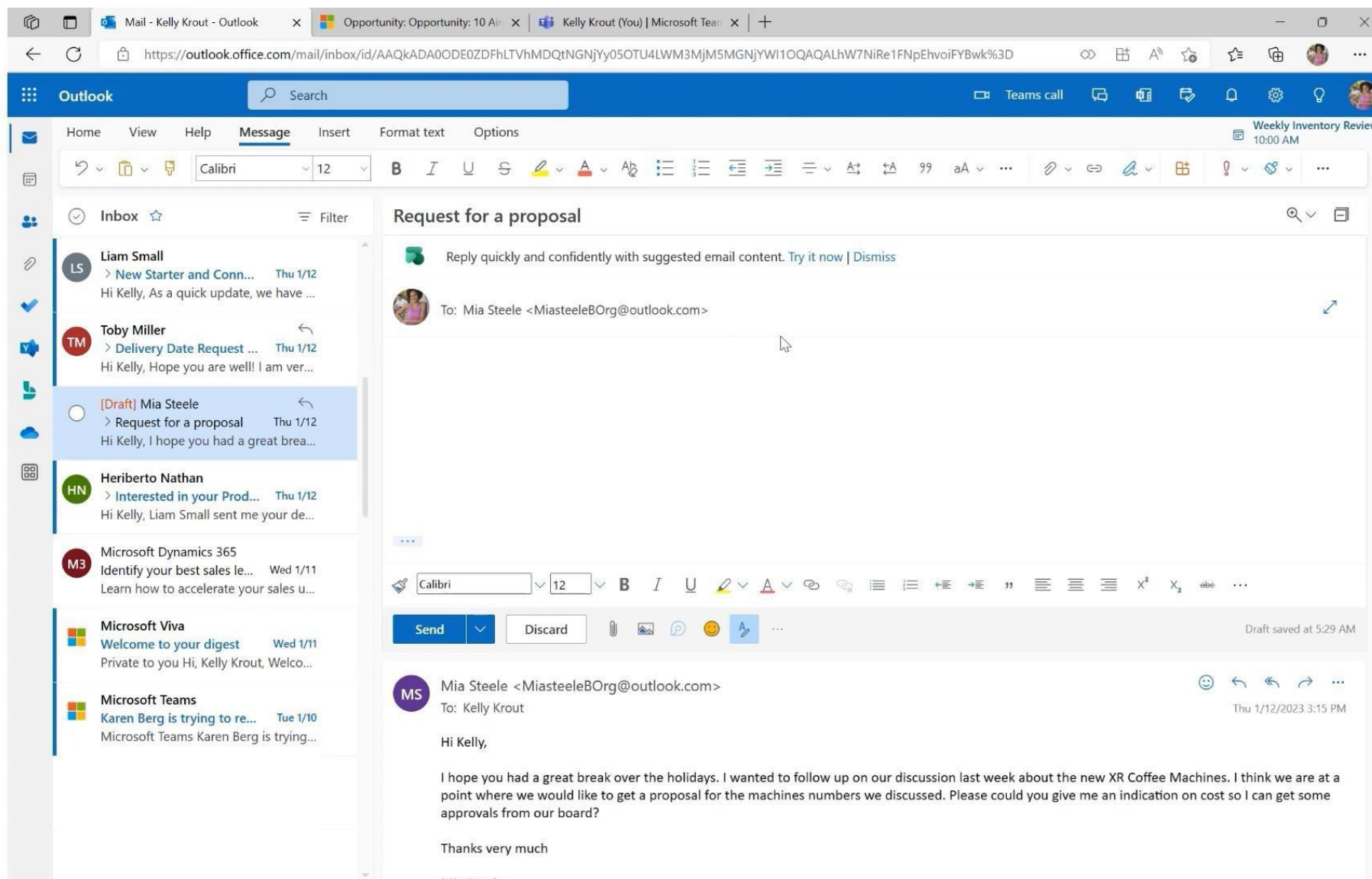
Streamline repetitive tasks with AI-generated meeting summaries and email replies in Sales Copilot, included in Dynamics 365 Sales.

Your team will move deals forward faster by using AI to:

- Generate detailed sales meeting summaries.
- Share actionable steps after sales calls.
- Auto-generate engaging customer emails and responses.



Sales Copilot



The screenshot displays the Microsoft Outlook web interface. The browser tabs include 'Mail - Kelly Krout - Outlook', 'Opportunity: Opportunity: 10 A...', and 'Kelly Krout (You) | Microsoft Te...'. The address bar shows the URL: <https://outlook.office.com/mail/inbox/id/AAQkADA0ODE0ZDFhLTVhMDQtNGNjYy05OTU4LWM3MjM5MGNjYWI1OQAQALhW7NiRe1FNpEhvoiFYBwk%3D>.

The Outlook interface features a top navigation bar with 'Outlook' and a search bar. Below this is a ribbon menu with 'Home', 'View', 'Help', 'Message', 'Insert', 'Format text', and 'Options'. The 'Message' ribbon is active, showing a rich text editor with various formatting options like bold, italic, underline, and text color.

The left sidebar shows the 'Inbox' with several email entries:

- Liam Small**: > New Starter and Conn... Thu 1/12. Hi Kelly, As a quick update, we have ...
- Toby Miller**: > Delivery Date Request ... Thu 1/12. Hi Kelly, Hope you are well! I am ver...
- [Draft] Mia Steele**: > Request for a proposal Thu 1/12. Hi Kelly, I hope you had a great brea...
- Heriberto Nathan**: > Interested in your Prod... Thu 1/12. Hi Kelly, Liam Small sent me your de...
- Microsoft Dynamics 365**: Identify your best sales le... Wed 1/11. Learn how to accelerate your sales u...
- Microsoft Viva**: Welcome to your digest Wed 1/11. Private to you Hi, Kelly Krout, Welco...
- Microsoft Teams**: Karen Berg is trying to re... Tue 1/10. Microsoft Teams Karen Berg is trying...

The main content area shows an email titled 'Request for a proposal' from Mia Steele <MiasteeleBOrg@outlook.com>. The email body contains the following text:

Hi Kelly,

I hope you had a great break over the holidays. I wanted to follow up on our discussion last week about the new XR Coffee Machines. I think we are at a point where we would like to get a proposal for the machines numbers we discussed. Please could you give me an indication on cost so I can get some approvals from our board?

Thanks very much

Mia Steele

The interface also shows a 'Send' button, a 'Discard' button, and a 'Draft saved at 5:29 AM' notification. The bottom of the email shows a reply icon and the date 'Thu 1/12/2023 3:15 PM'.



Customer Insights Copilot

Get a deeper understanding of your customers.
Discover new insights using natural language.

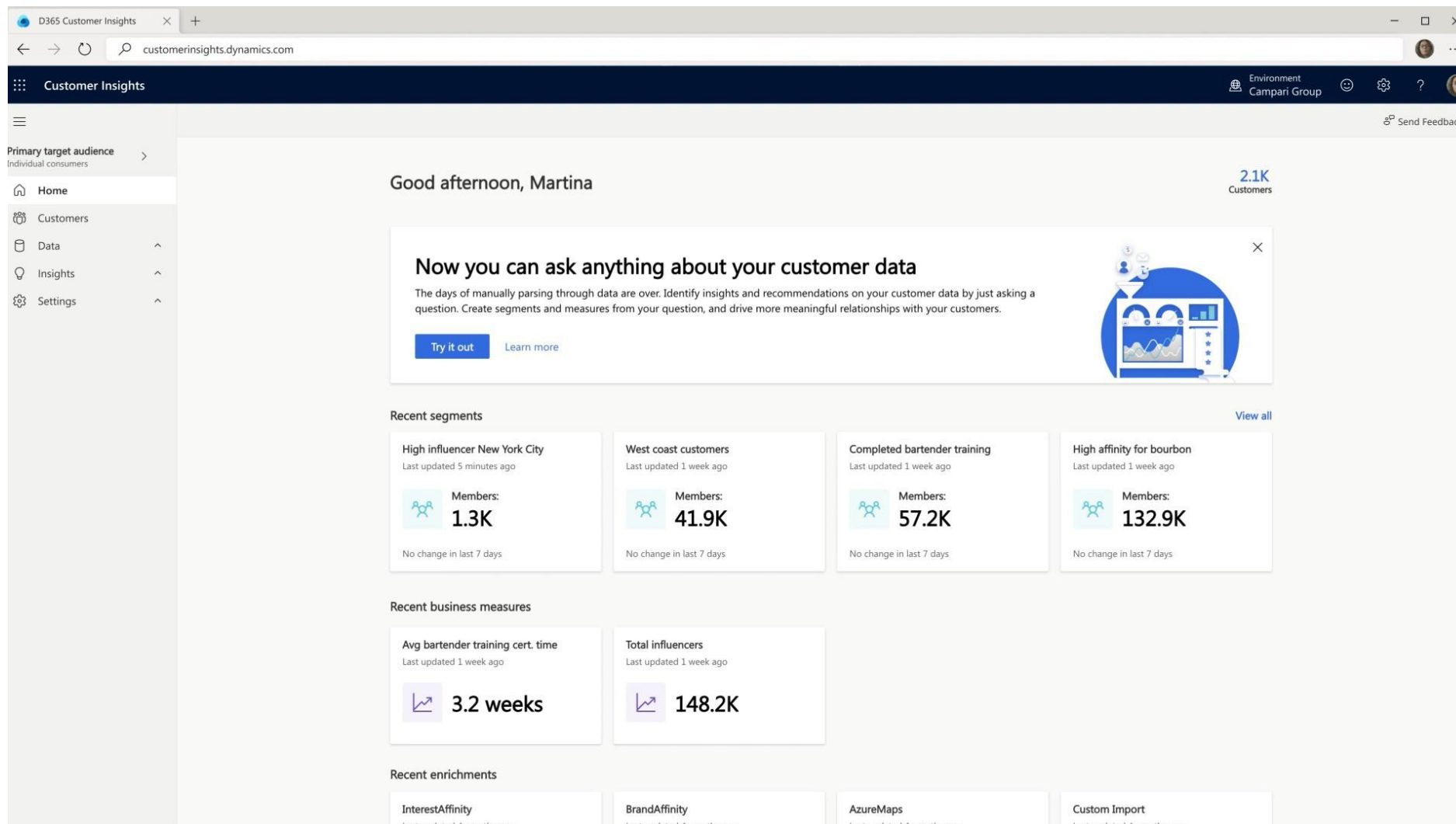
Without AI, uncovering insights from customer data is a time-consuming technical process that requires data analysts or specialized knowledge.

Now, your marketing team can engage directly with customer data.

Ask questions using natural language to explore and analyze customer segment sizes and preferences in near-real time.



Customer Insights



Customer Insights Environment: Campari Group

Good afternoon, Martina 2.1K Customers

Now you can ask anything about your customer data

The days of manually parsing through data are over. Identify insights and recommendations on your customer data by just asking a question. Create segments and measures from your question, and drive more meaningful relationships with your customers.

[Try it out](#) [Learn more](#)

Recent segments [View all](#)

<p>High influencer New York City Last updated 5 minutes ago</p> <p>Members: 1.3K</p> <p>No change in last 7 days</p>	<p>West coast customers Last updated 1 week ago</p> <p>Members: 41.9K</p> <p>No change in last 7 days</p>	<p>Completed bartender training Last updated 1 week ago</p> <p>Members: 57.2K</p> <p>No change in last 7 days</p>	<p>High affinity for bourbon Last updated 1 week ago</p> <p>Members: 132.9K</p> <p>No change in last 7 days</p>
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Recent business measures

<p>Avg bartender training cert. time Last updated 1 week ago</p> <p>3.2 weeks</p>	<p>Total influencers Last updated 1 week ago</p> <p>148.2K</p>
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Recent enrichments

InterestAffinity Last updated 4 months ago	BrandAffinity Last updated 4 months ago	AzureMaps Last updated 4 months ago	Custom Import Last updated 4 months ago
--	---	---	---



Marketing Copilot

Enhance your customer engagement.

Create targeted customer segments and creative content with ease.

Save time, improve efficiency, and create higher quality content using AI to simplify marketing tasks.

Enhance or generate customer segments by describing a target audience with natural language.

Generate new email content inspiration, then refine and personalize as needed.

Reduce your production to spend more time on other creative tasks.





Field Service

Summarize work orders with AI and create work orders in Outlook and Teams.

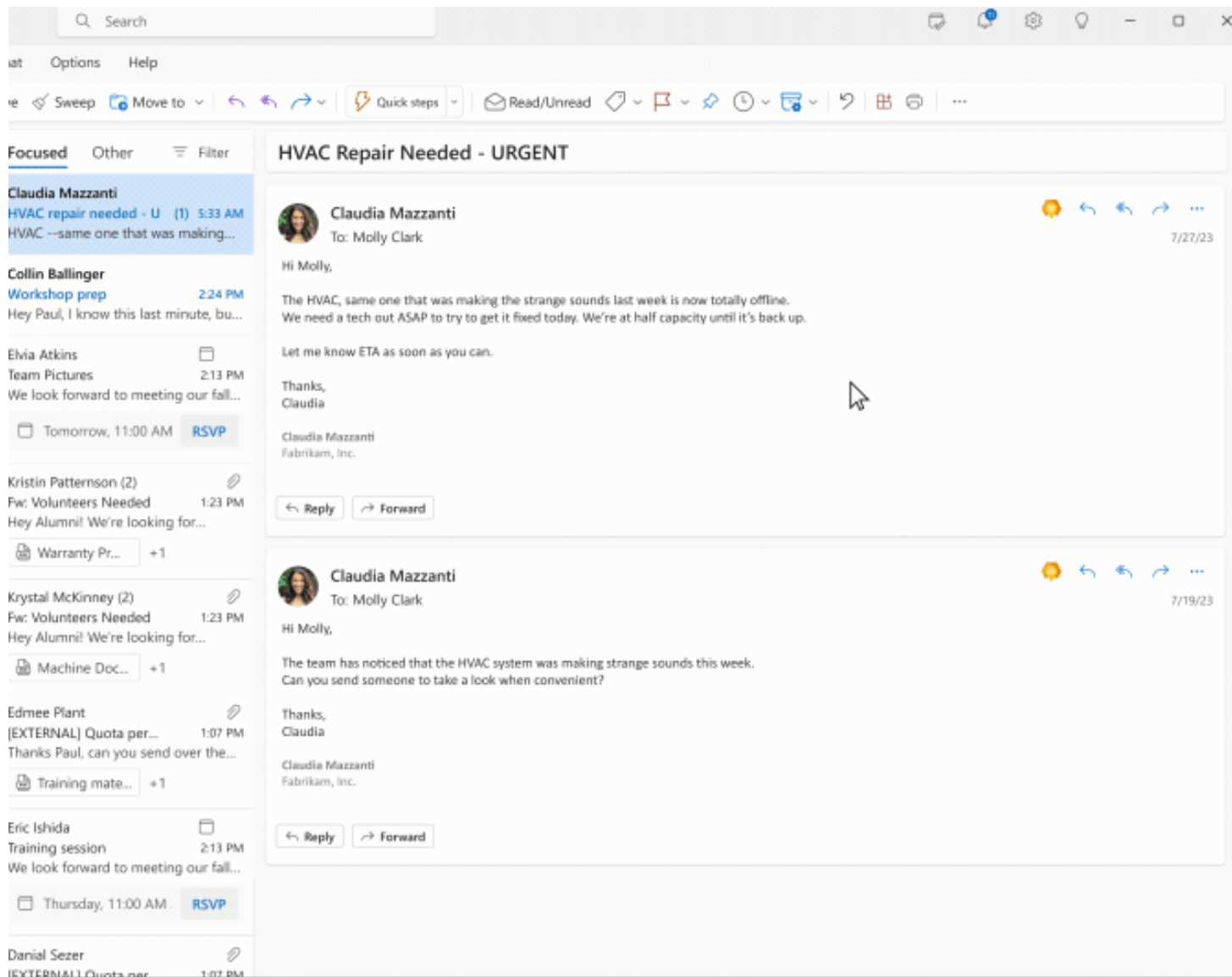
Effortlessly generate and manage work orders directly within Outlook and Teams.

Experience the convenience of AI-powered personalized replies and comprehensive summaries in Outlook, tailored to your specific needs.

Utilize the intelligent scheduling capabilities in both Outlook and Teams to allocate resources efficiently.



Field Service



The screenshot displays an email client interface. On the left is a sidebar with a list of emails, and on the right is a detailed view of a selected email.

Left Sidebar (Email List):

- Claudia Mazzanti**
HVAC repair needed - U (1) 5:33 AM
HVAC --same one that was making...
- Collin Ballinger**
Workshop prep 2:24 PM
Hey Paul, I know this last minute, bu...
- Elvia Atkins**
Team Pictures 2:13 PM
We look forward to meeting our fall...
Tomorrow, 11:00 AM **RSVP**
- Kristin Patterson (2)**
Fw: Volunteers Needed 1:23 PM
Hey Alumni! We're looking for...
Warranty Pr... +1
- Krystal McKinney (2)**
Fw: Volunteers Needed 1:23 PM
Hey Alumni! We're looking for...
Machine Doc... +1
- Edmee Plant**
[EXTERNAL] Quota per... 1:07 PM
Thanks Paul, can you send over the...
Training mate... +1
- Eric Ishida**
Training session 2:13 PM
We look forward to meeting our fall...
Thursday, 11:00 AM **RSVP**
- Daniel Sezer**
[EXTERNAL] Quota per... 1:07 PM

Right Panel (Detailed View):

HVAC Repair Needed - URGENT

Claudia Mazzanti
To: Molly Clark 7/27/23

Hi Molly,

The HVAC, same one that was making the strange sounds last week is now totally offline. We need a tech out ASAP to try to get it fixed today. We're at half capacity until it's back up.

Let me know ETA as soon as you can.

Thanks,
Claudia

Claudia Mazzanti
Fabrikam, Inc.

Buttons: Reply Forward

Claudia Mazzanti
To: Molly Clark 7/19/23

Hi Molly,

The team has noticed that the HVAC system was making strange sounds this week. Can you send someone to take a look when convenient?

Thanks,
Claudia

Claudia Mazzanti
Fabrikam, Inc.

Buttons: Reply Forward



Customer Service Copilot

Resolve customer issues in a fraction of the time.
Generate content during conversations and draft customer replies.

Resolve issues faster, handle cases more efficiently, and automate time-consuming tasks with AI.

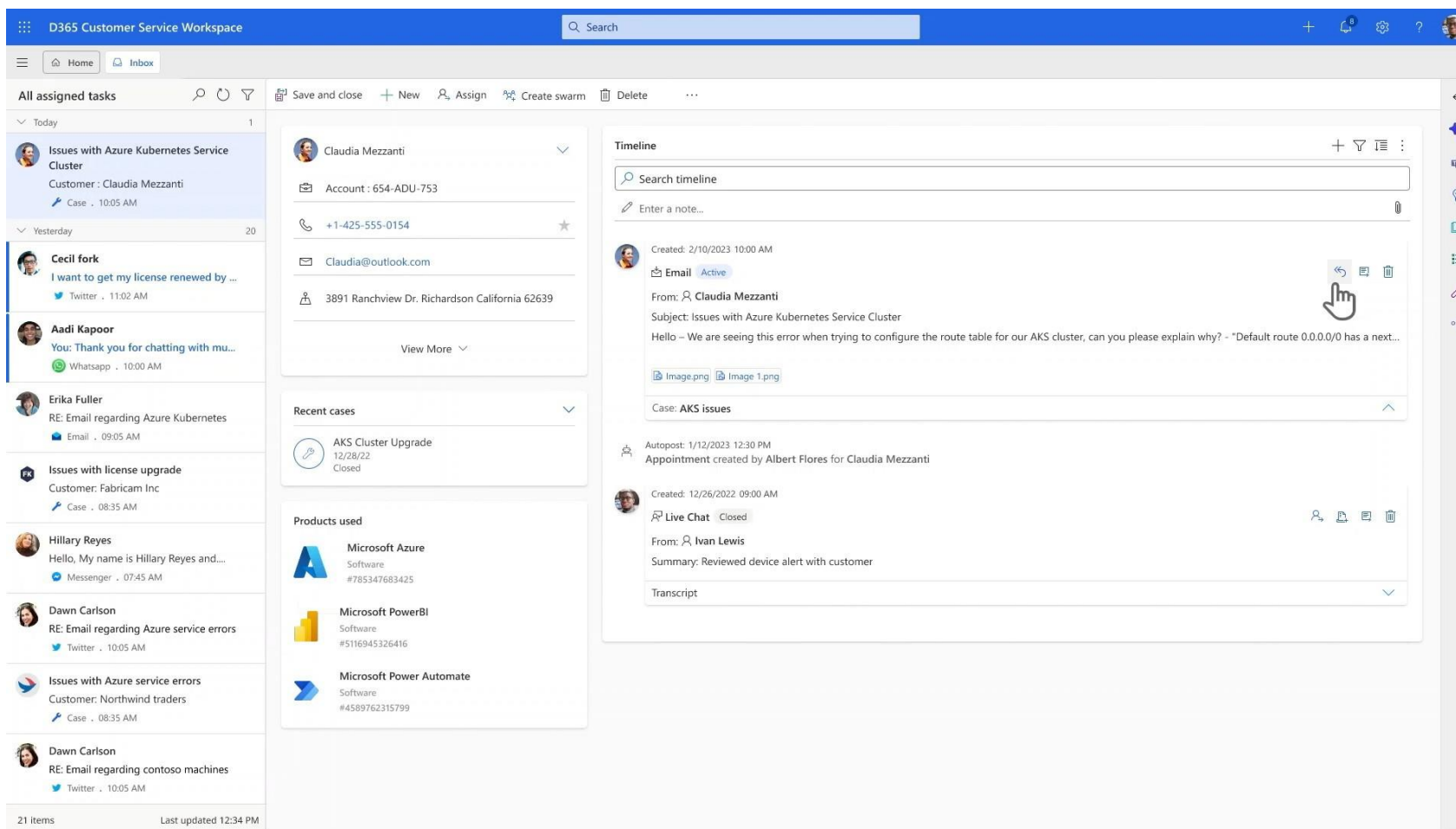
Chat with AI-powered Copilot to diagnose issues, ask follow-up questions, and discover solutions.

Draft personalized chat or email customer responses with the right tone.

Generate content in context with live conversation and trusted support resources.



Customer Service



D365 Customer Service Workspace

Search

Home | Inbox

All assigned tasks

- Today: 1
 - Issues with Azure Kubernetes Service Cluster**
Customer: Claudia Mezzanti
Case · 10:05 AM
- Yesterday: 20
 - Cecil fork**
I want to get my license renewed by ...
Twitter · 11:02 AM
 - Aadi Kapoor**
You: Thank you for chatting with mu...
Whatsapp · 10:00 AM
 - Erika Fuller**
RE: Email regarding Azure Kubernetes
Email · 09:05 AM
 - Issues with license upgrade**
Customer: Fabricam Inc
Case · 08:35 AM
 - Hillary Reyes**
Hello, My name is Hillary Reyes and...
Messenger · 07:45 AM
 - Dawn Carlson**
RE: Email regarding Azure service errors
Twitter · 10:05 AM
 - Issues with Azure service errors**
Customer: Northwind traders
Case · 08:35 AM
 - Dawn Carlson**
RE: Email regarding contoso machines
Twitter · 10:05 AM

21 items | Last updated 12:34 PM

Contact: Claudia Mezzanti

Account : 654-ADU-753
+1-425-555-0154
Claudia@outlook.com
3891 Ranchview Dr. Richardson California 62639

Recent cases

- AKS Cluster Upgrade
12/28/22
Closed

Products used

- Microsoft Azure**
Software
#785347683425
- Microsoft PowerBI**
Software
#5116945326416
- Microsoft Power Automate**
Software
#4589762315799

Timeline

Search timeline

Enter a note...

- Created: 2/10/2023 10:00 AM
Email Active
From: Claudia Mezzanti
Subject: Issues with Azure Kubernetes Service Cluster
Hello - We are seeing this error when trying to configure the route table for our AKS cluster, can you please explain why? - "Default route 0.0.0.0/0 has a next...
Image.png | Image 1.png
Case: AKS issues
- Autopost: 1/12/2023 12:30 PM
Appointment created by Albert Flores for Claudia Mezzanti
- Created: 12/26/2022 09:00 AM
Live Chat Closed
From: Ivan Lewis
Summary: Reviewed device alert with customer
Transcript



Project Operations

Generate project status reports automatically.
Take corrective measures to keep the project on track.

Generate project plans, status reports, and project risks and mitigations to assist project managers on key activities during project execution within Dynamics 365 Project Operations using the power of generative AI.

Copilot's capabilities in project operations support consultants and project managers in smoothing the business process flow from the front office to the back office and helping service delivery organizations realize operational efficiencies.

Low Code / No Code





Power Apps Copilot

Human and machine working side by side to build apps together.

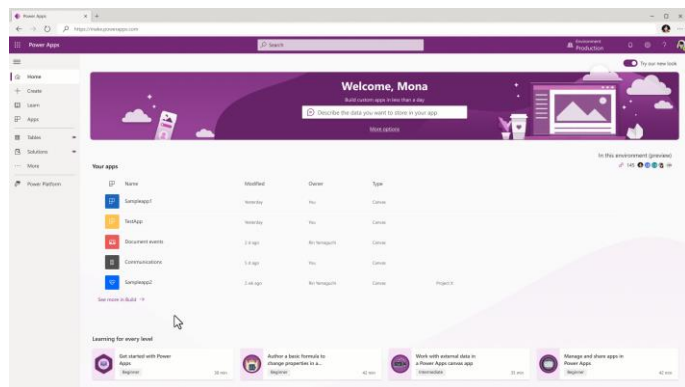
With Copilot in Power Apps, makers can easily start creating an app with a few words in natural language. Imagine, describe, and watch Power Apps instantly generate your application, complete with a data table and back-end logic.

Here are a few examples of natural language prompts you can use:

- Create a time and expense application to enable my employees to submit their time and expense reports.
- Build an application to automate the manual process of creating and approving customer invoices.
- Generate an employee onboarding application to capture new hire information and share training content and learning modules.



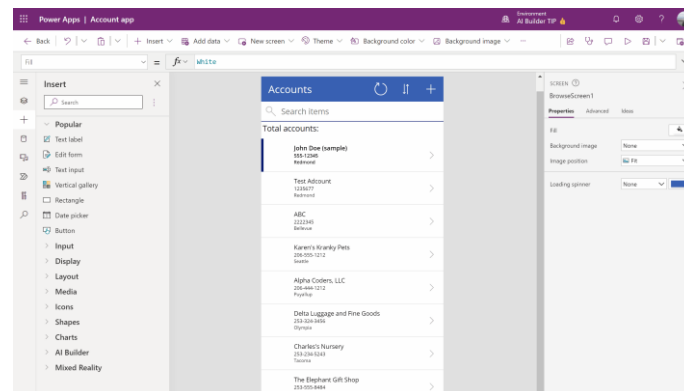
Power Apps



Copilot

Makers can create a complete application just by describing what they need in natural language.

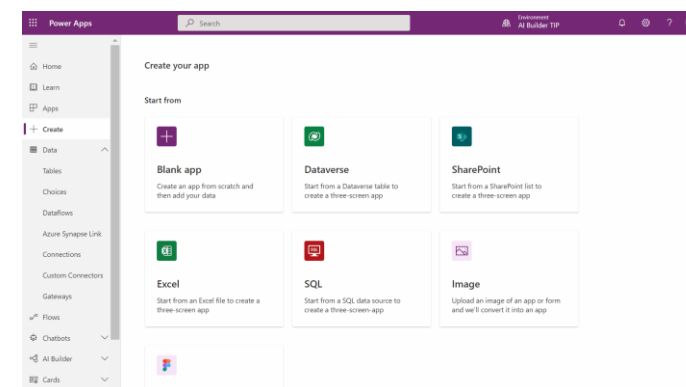
Create, reimagine and implement business applications using intuitive natural language.



Ideas

Makers just need to describe their goal using natural language and Power Apps will generate the code.

Save time and create more complex solutions using natural language.



Express design

Automatically generate applications and data in seconds from images and design files.

Accelerate application development and allow anyone to easily create a new application to scale development.



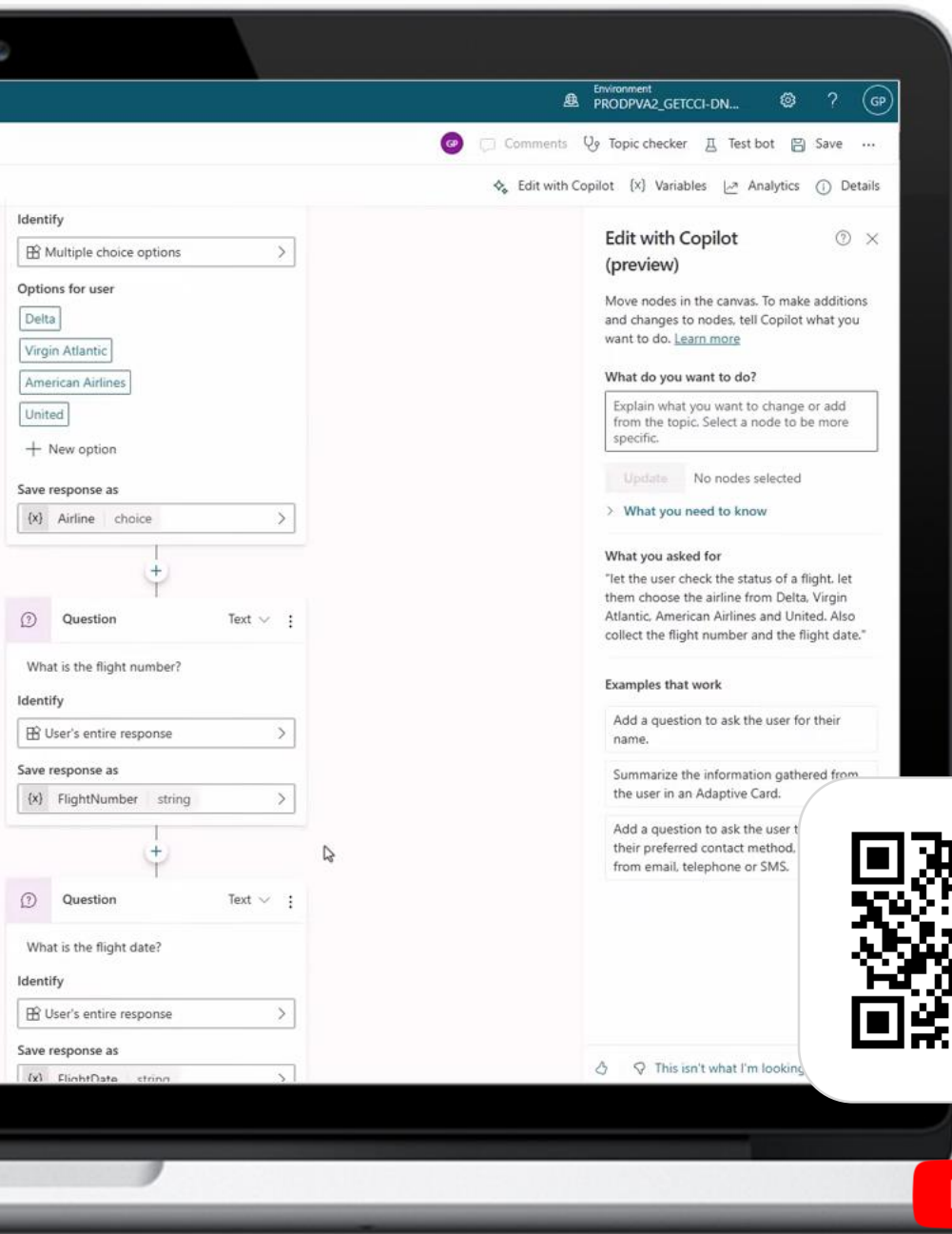
Power Virtual Agents

Using natural language, anyone can create and iterate topics in minutes.

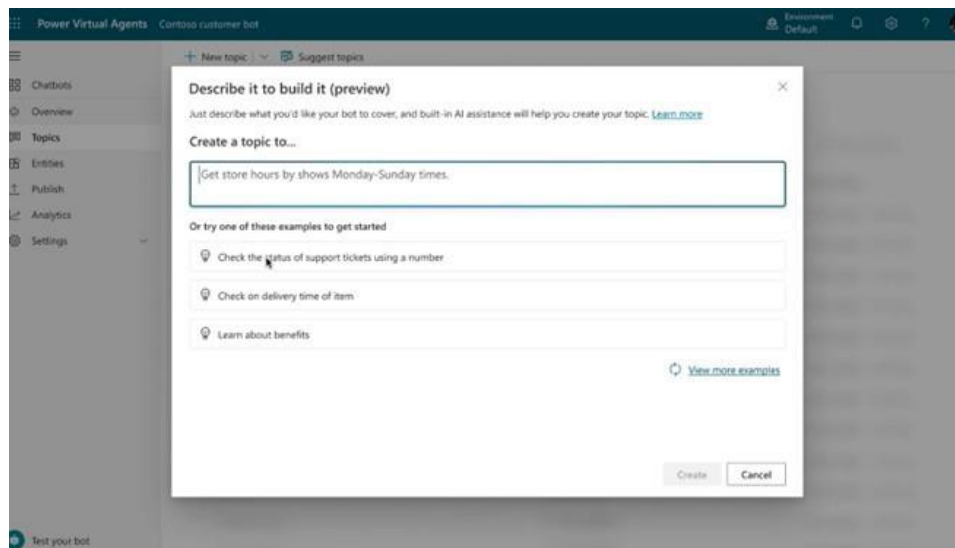
Imagine simply describing what you would like your bot to do in natural language and having a complete conversational dialog - ready to use in seconds - without having to create and select dialogs step by step **painstakingly**.

Copilot in Power Virtual Agents can help:

- Create topics from a simple description, including relevant trigger phrases, questions, entities, messages, variables, and other logic.
- Add or update content on an existing topic, such as asking for additional questions to be added or updating existing nodes.
- Summarize information collected from a user into an interactive graphical Adaptive Card, with all the JSON for the card automatically generated.
- Iterate only part of a dialog - select one or more nodes to scope your request to that specific part of the dialog.

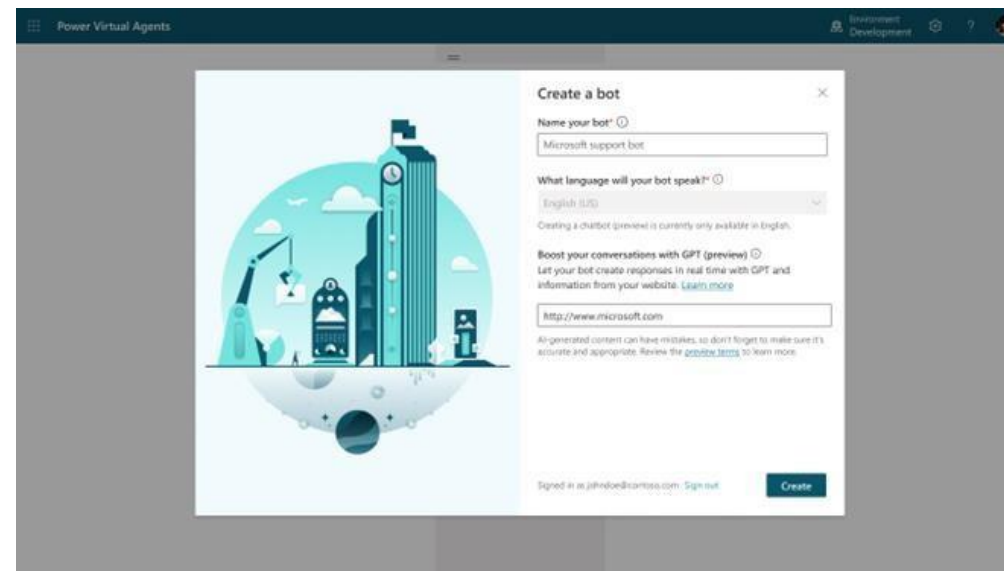


Power Virtual Agents



Topics

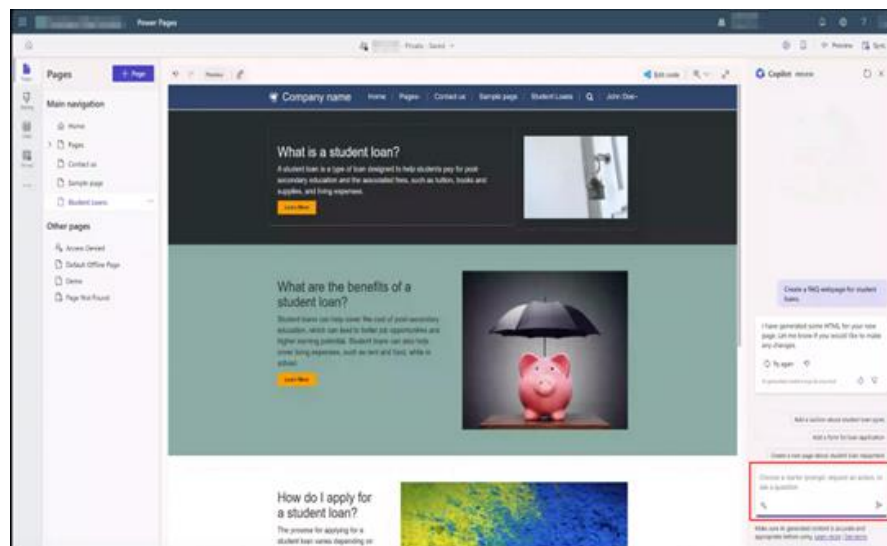
Makers can quickly create and redefine topics using natural language, describing what needs to be created.



Conversation booster

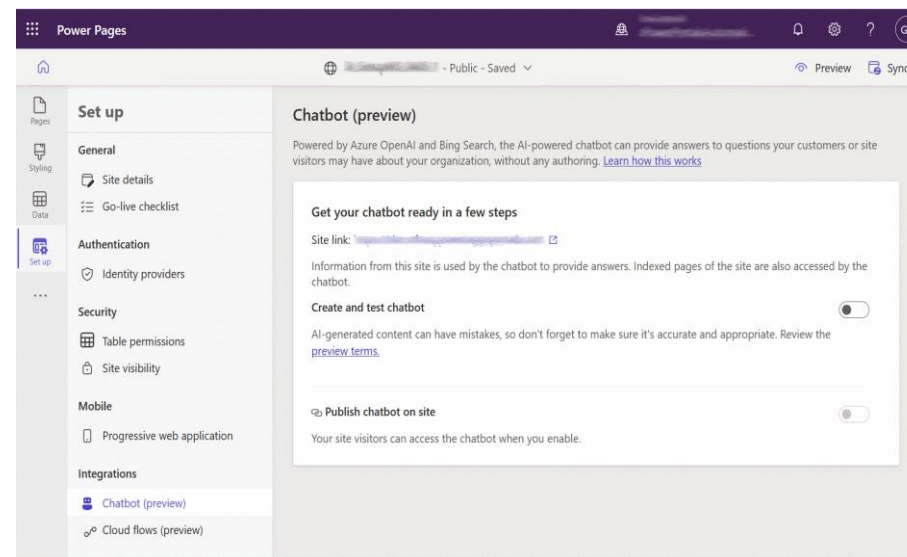
Connect your bots to your data, such as your websites, to answer your customers' questions.

Power Pages



Create new pages

Describe the type of page and the AI will generate the HTML with texts and images for your site.



Integration with PVA

Connect your bot to the site quickly.



Power Automate / AI Builder Copilot

Evolving from low code to natural language.

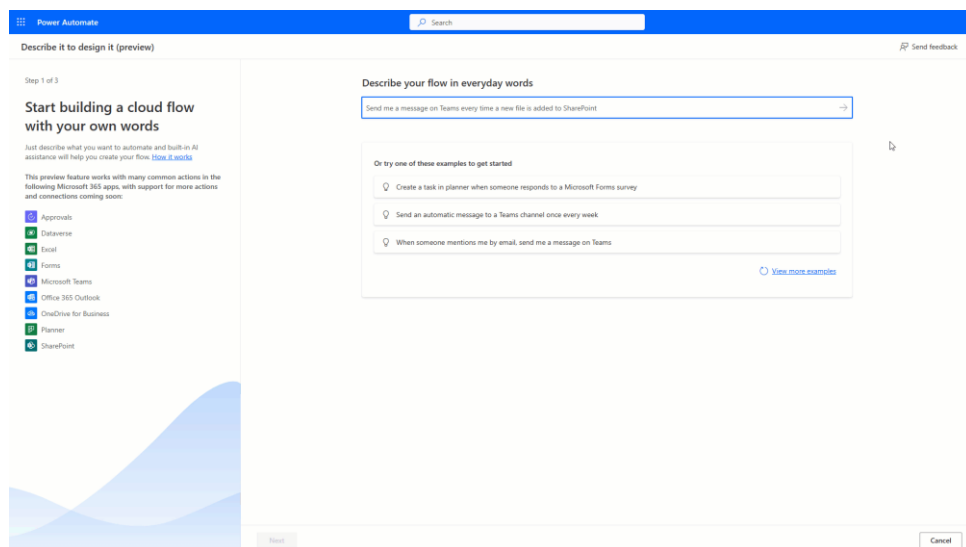
Power Automate will allow you to describe a flow to be created and improve and iterate your flows with AI-driven conversations. This AI-powered next-generation copilot in Power Automate will sit inside the flow studio and assist with all flows being created or changed.

Copilot in Power Automate will enable open and conversational experiences while building your flows. You can ask questions and get help making improvements and changes as you create.

You won't need any special knowledge of how Power Automate works – simply using natural language, you'll be able to build and improve anything from a simple flow to a complex and robust enterprise-wide process.



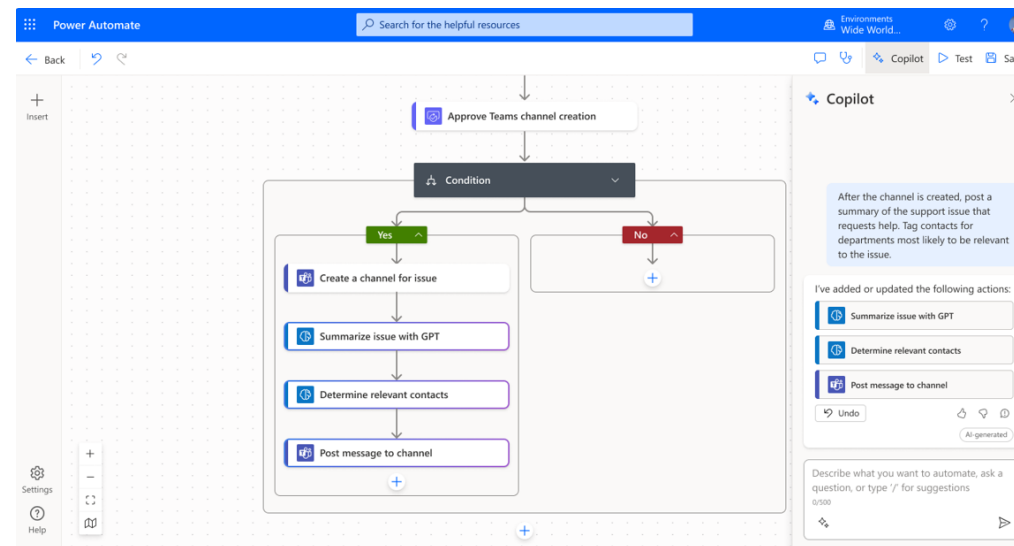
Power Automate



Natural Binding

Describe what you need and Copilot's AI will build your flow in seconds.

Increase the productivity of your development with natural language authoring.

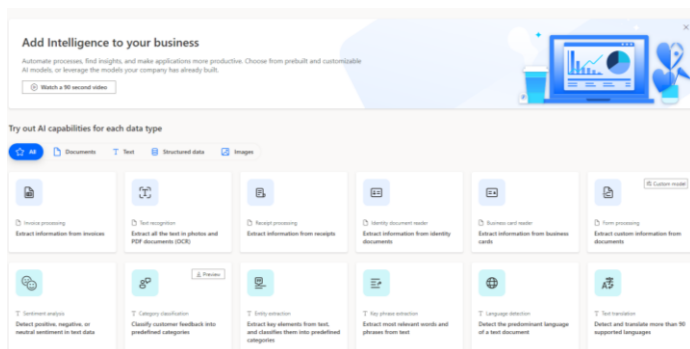


Copilot

Use natural language to edit and extend your process.

Easily create and modify your flows by removing blockages.

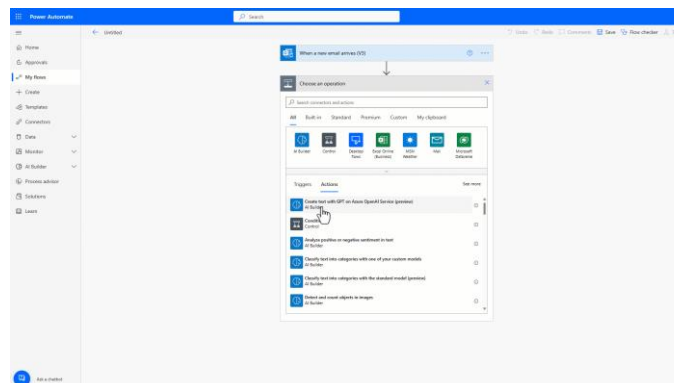
AI Builder



Ready-made templates

Democratized access to complex AI models, including object detection, sentiment analysis and much more.

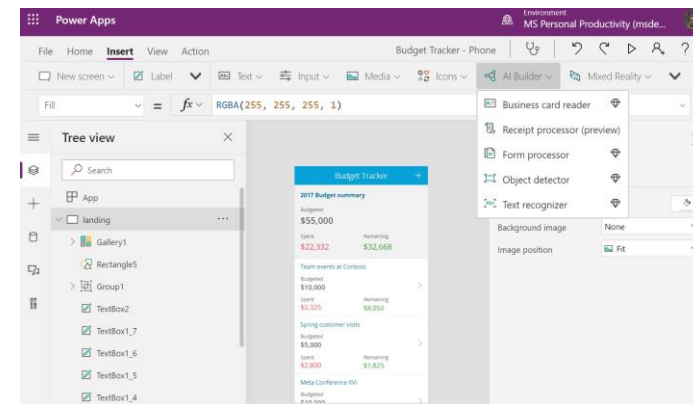
Simplify tasks, increase productivity and reduce development time by easily applying AI models



Built-in GPT model

The Azure OpenAI Service model allows users to incorporate intelligent text generation features with just a few clicks.

Makers can interact with the model and create prompts for their workflow, reducing development time.



Integrated with Apps

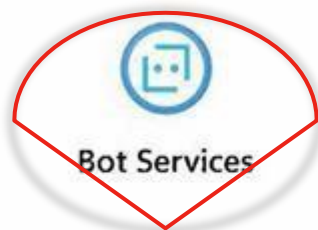
Easily incorporate AI into your applications.

Advanced Coding



Azure Services

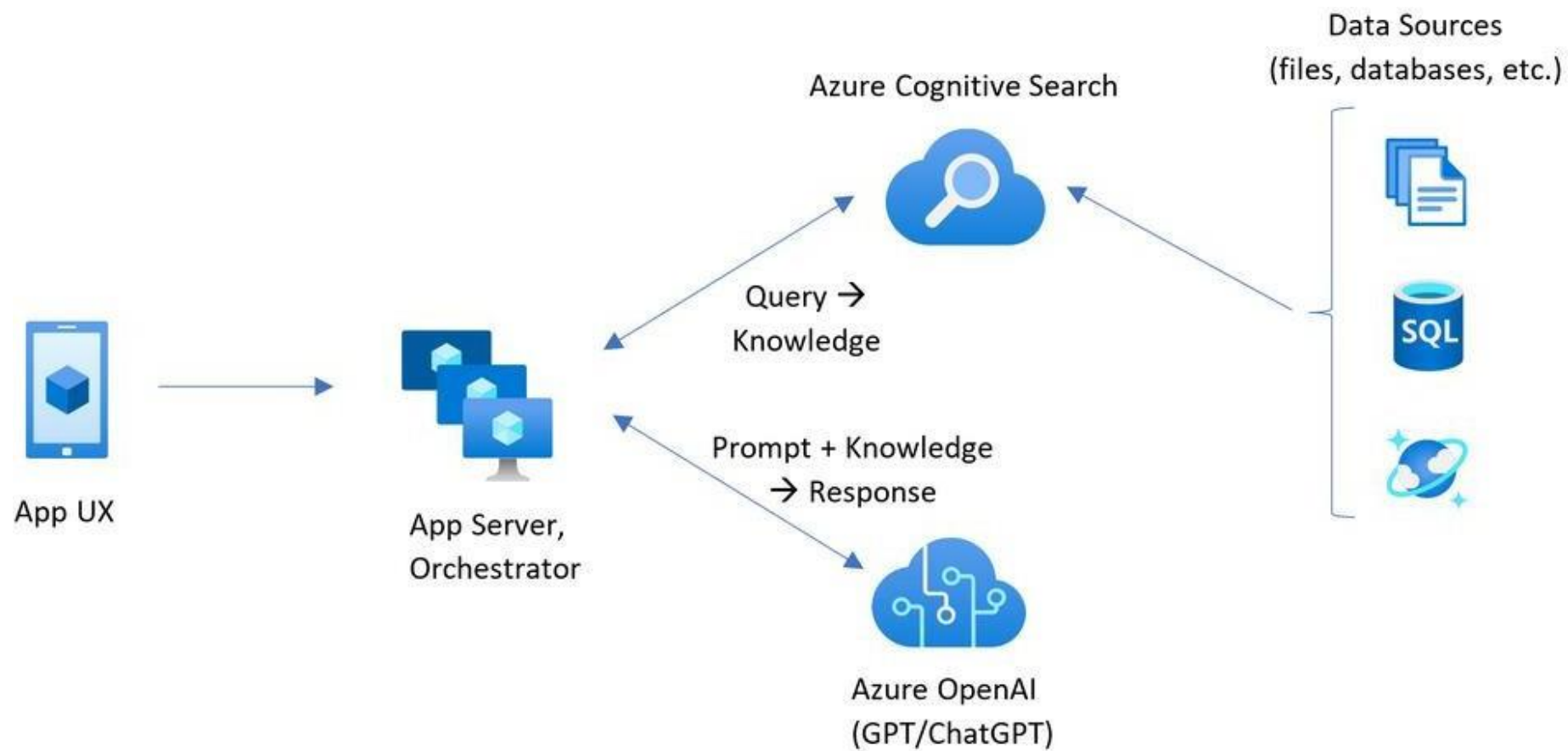
Azure AI services



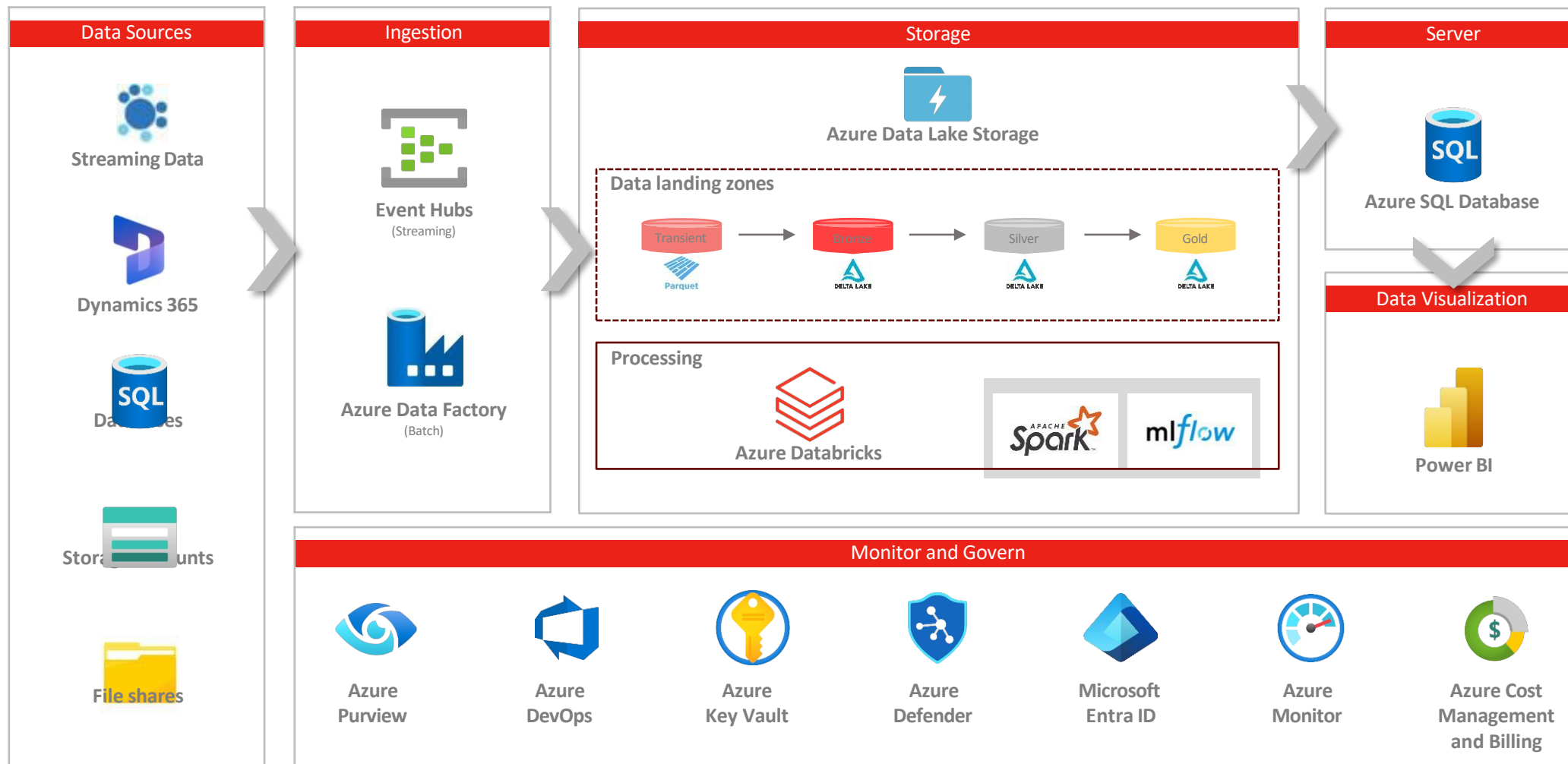
Machine Learning platform



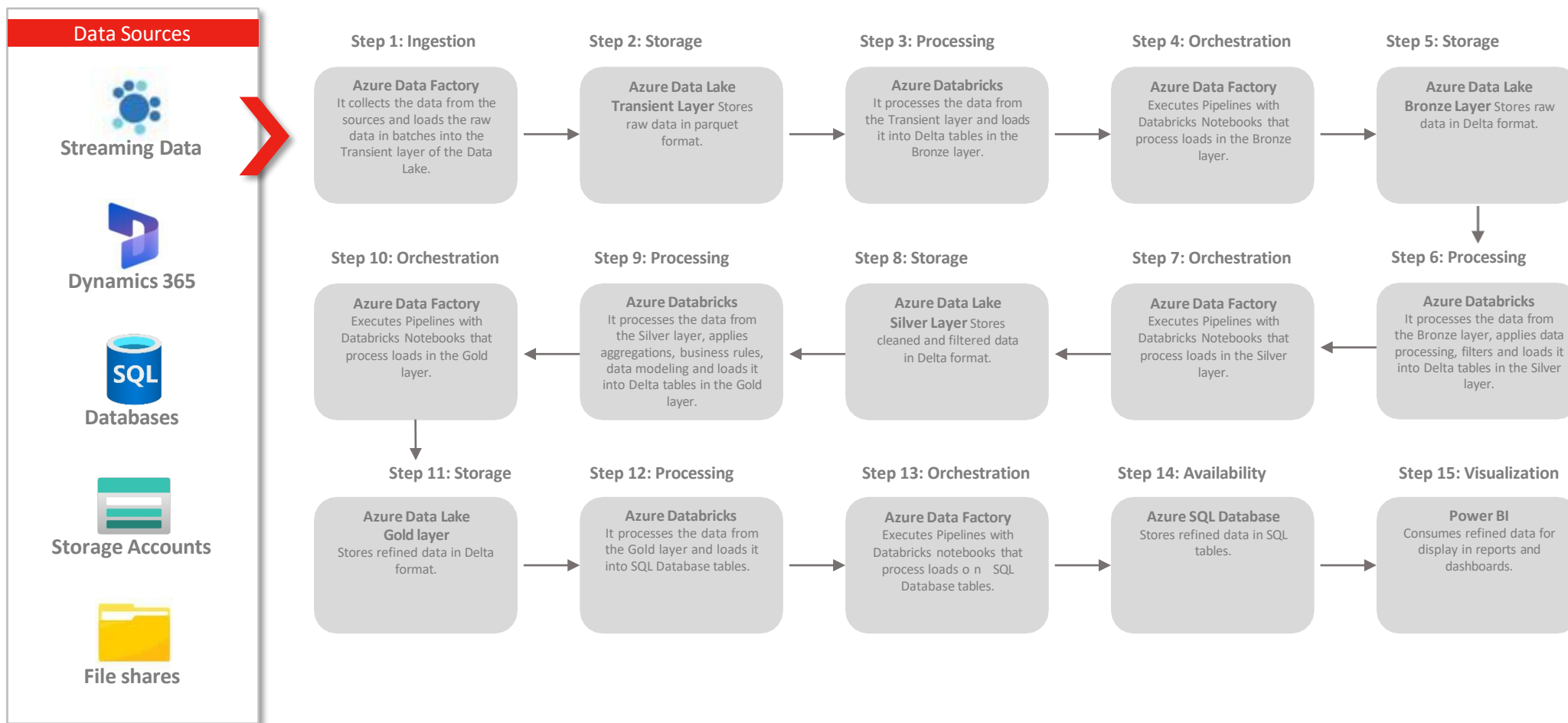
Bot Service, Azure Search, Open AI



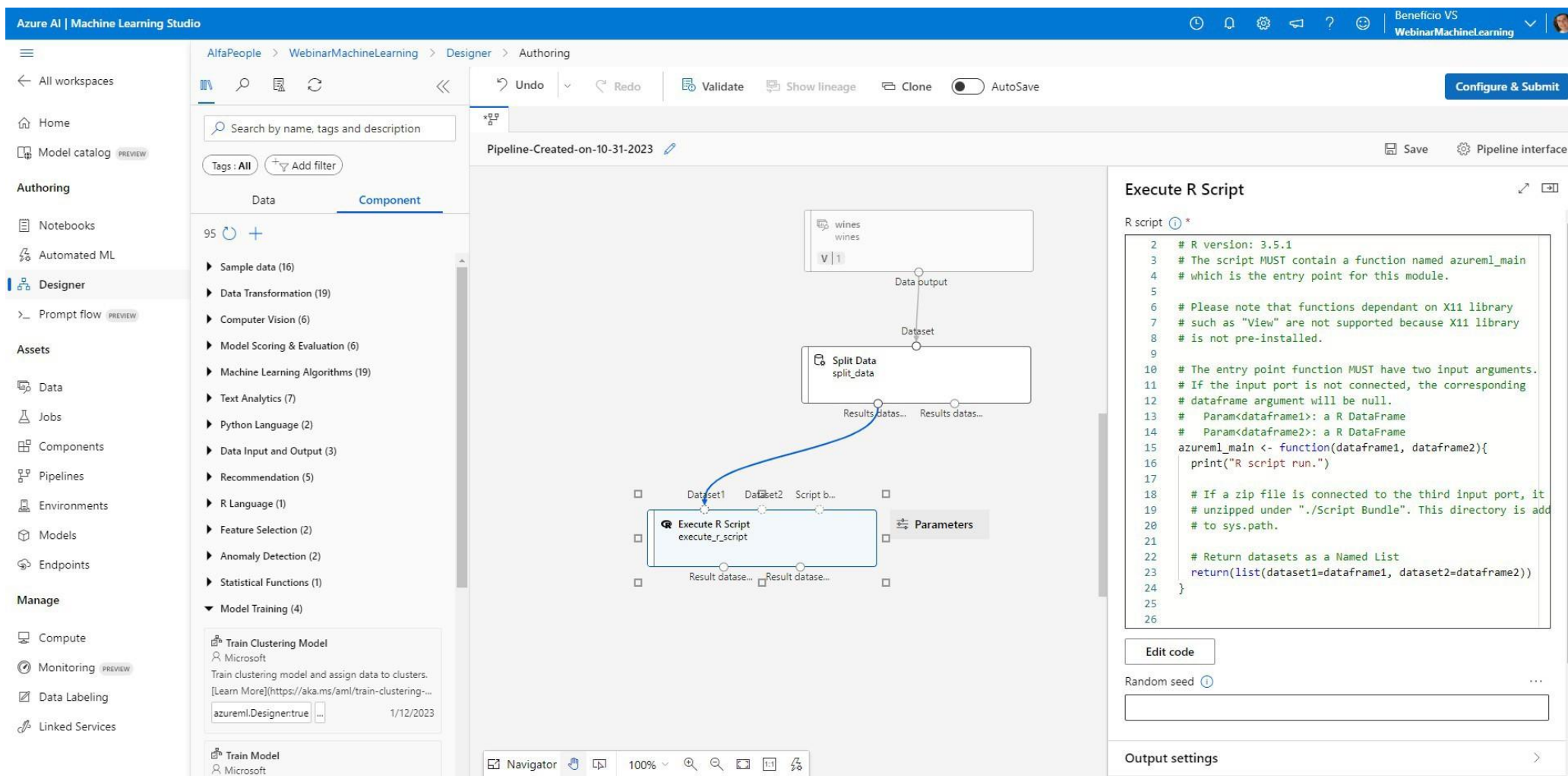
Machine Learning



Machine Learning



Machine Learning



The screenshot displays the Azure AI Machine Learning Studio interface. The top navigation bar shows the current workspace: **AlfaPeople > WebinarMachineLearning > Designer > Authoring**. The left sidebar contains navigation options like **All workspaces**, **Home**, **Model catalog**, and **Authoring** (Notebooks, Automated ML, Designer, Prompt flow). The main area shows a pipeline diagram with components: **wines** (Data output) -> **Dataset** -> **Split Data** (split_data) -> **Execute R Script** (execute_r_script). The **Execute R Script** component is selected, and its configuration panel is open on the right, showing the **R script** code and **Parameters** section.

Execute R Script configuration panel:

```

R script (*)
2 # R version: 3.5.1
3 # The script MUST contain a function named azureml_main
4 # which is the entry point for this module.
5
6 # Please note that functions dependant on X11 library
7 # such as "View" are not supported because X11 library
8 # is not pre-installed.
9
10 # The entry point function MUST have two input arguments.
11 # If the input port is not connected, the corresponding
12 # dataframe argument will be null.
13 # Param<dataframe1>: a R DataFrame
14 # Param<dataframe2>: a R DataFrame
15 azureml_main <- function(dataframe1, dataframe2){
16   print("R script run.")
17
18   # If a zip file is connected to the third input port, it
19   # unzipped under "./Script Bundle". This directory is add
20   # to sys.path.
21
22   # Return datasets as a Named List
23   return(list(dataset1=dataframe1, dataset2=dataframe2))
24 }
25
26
  
```

Parameters section:

Random seed:

Output settings >

References

Install R: <https://learn.microsoft.com/en-us/power-bi/connect-data/desktop-r-scripts> Sources

Examples: <https://www.kaggle.com/>

Machine Learning

Arquivo | Página Inicial | Transformar | Adicionar Coluna | Exibição | Ferramentas | Ajuda

Agrupar por | Usar a Primeira Linha como Cabeçalho | Tabela |
 Transpor | Inverter Linhas | Contar Linhas |
 Tipo de Dados: Texto | Detectar Tipo de Dados | Renomear |
 Substituir Valores | Preenchimento | Coluna Dinâmica |
 Transformar Colunas em Linhas | Mover | Converter em uma Lista |
 Dividir Coluna | Formato | Analisar |
 Mesclar Colunas | Extrair |
 Estatísticas | Padrão | Científico | Trigonometria | Arredondamento |
 Data | Hora | Duração |
 Executar script R | Executar script Python

Consultas [1]

```
= Table.TransformColumnTypes("#Cabeçalhos Promovidos",{"fixed_acidity", type number}, {"volatile_acidity", type number}, {"citric_acid", type number}, {"residual_sugar", type number}, {"chlorides", type number}, {"alcohol", type number}, {"quality", type number}, {"style", type text})
```

Índice	free_sulfur_dioxide	total_sulfur_dioxide	density	pH	sulphates	alcohol	quality	style
1	0,076	11	34	0,9978	3,51	0,56	9,4	5 red
2	0,098	25	67	0,9968	3,2	0,68	9,8	5 red
3	0,092	15	54	0,997	3,26	0,65	9,8	5 red
4	0,075	17	60	0,998	3,16	0,58	9,8	6 red
5	0,076	11	34	0,9978	3,51	0,56	9,4	5 red
6	0,075	13	40	0,9978	3,51	0,56	9,4	5 red
7	0,069	15	59	0,9964	3,3	0,46	9,4	5 red
8	0,065	15	21	0,9946	3,39	0,47	10	7 red
9	0,073	9	18	0,9968	3,36	0,57	9,5	7 red
10	0,071	17	102	0,9978	3,35	0,8	10,5	5 red
11	0,097	15	65	0,9959	3,28	0,54	9,2	5 red
12	0,071	17	102	0,9978	3,35	0,8	10,5	5 red
13	0,089	16	59	0,9943	3,58	0,52	9,9	5 red
14	0,114	9	29	0,9974	3,26	1,56	9,1	5 red
15	0,176	52	145	0,9986	3,16	0,88	9,2	5 red
16	0,17	51	148	0,9986	3,17	0,93	9,2	5 red
17	0,092	35	103	0,9969	3,3	0,75	10,5	7 red

How to Start and Succeed





Datacenter and Tenants

- The Data governance is tenant-based.
- Tenants within Europe are following EU Data rules.
- The user's copilot workspace is Tenant-based and follows the tenant's data center.
- A user connected from anywhere connected to an EU tenant is underlay EU Data Rules.



Language Models in Copilot

Dynamics 365 readiness in EU:

- All countries

Language supported in EU:

- English, German, French, Italian, Spanish, Danish, and soon all EU.

Languages supported in EU M365:

- English, German, French, and soon Danish.

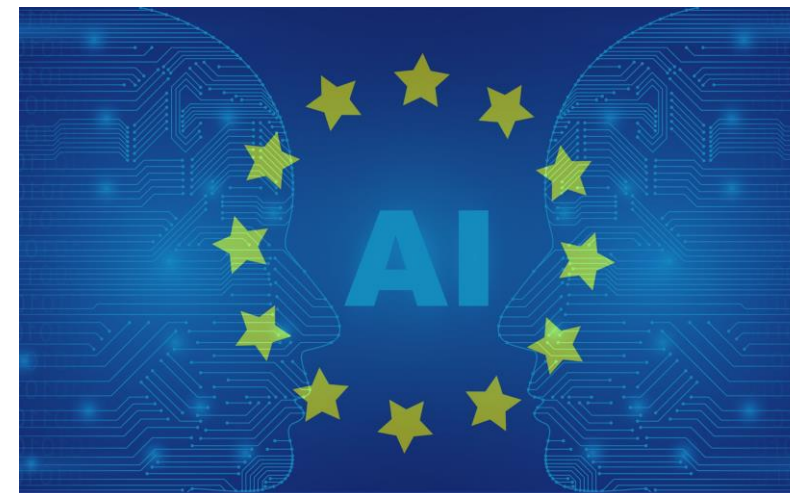
Microsoft Technology:

Data & AI



EU's Regulation of AI

- EU's new AI Act is the first and most comprehensive regulation of Artificial intelligence in the world.
- It contains the use of AI in four risk levels:
 - Minimal
 - Limited access
 - High
 - Forbidden
- Higher risk level, higher requirements for openness, control, and risk assessment.
- For companies, it applies that they act responsibly in using the AI systems they develop, use, or sell. It means that they must work to ensure that the systems are used securely and ethically properly.



Microsoft Cloud – AI you can trust



Fairness



Reliability
& Safety



Privacy &
Security



Inclusiveness



Transparency



Accountability

Your data is **your** data.

Your data is **not** to train the OpenAI foundation models without permission.

Your data is **protected** by the most comprehensive enterprise compliance and security controls.

Microsoft protects your data and enables you to control it

Inheriting Microsoft 365 policies and controls

Data access & permissions

User-tenant focus

Customer data protection

Data processing and residency

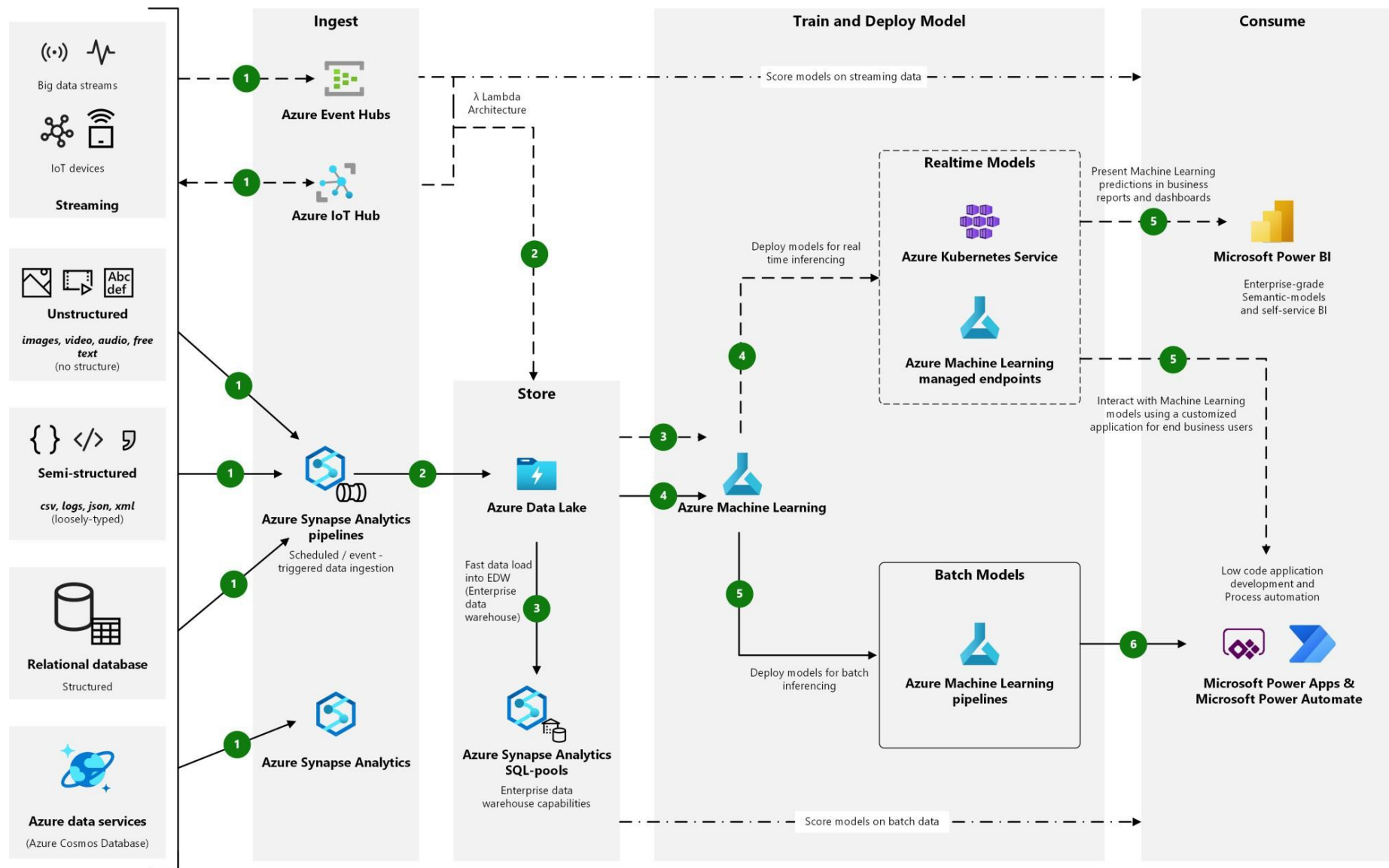
Protecting data processed through LLMs

Security/ Compliance

Data Usage

Committed to responsible AI

Microsoft technology for data and AI



Where to start?



Catalyst and Assessment

For those who want to mature their ideas and business needs before introducing AI.



MVP, Agile Project or Closed Scope

For those who already know what they want and are looking for a consultancy to deliver Microsoft AI quickly.



Bodyshop/Outsourcing

For those who want to be more self-sufficient but don't want to give up the knowledge of AI consultancy.

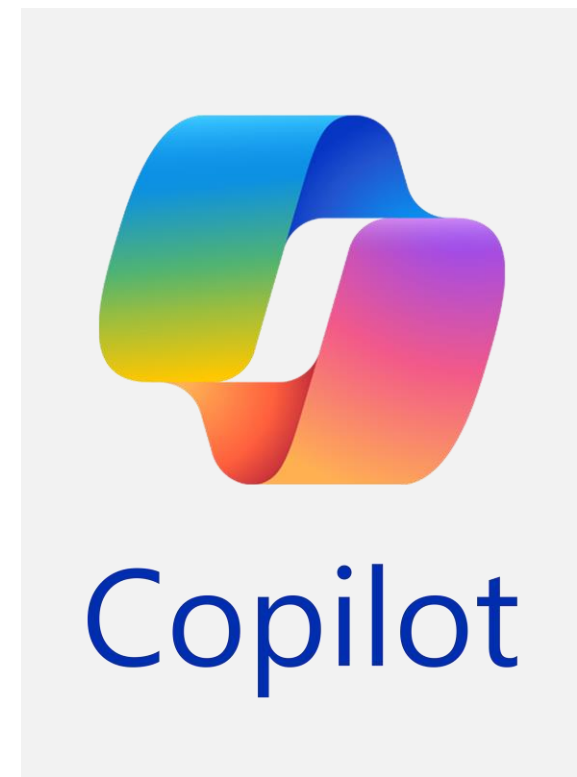


Training

For those who want to know more about AI before, during, and after their projects.

Let's go! It's easier than you think!

- A pilot for Copilot.
- Have a Data Strategy – Data Governance.
- Prepare your infrastructure:
 - End user's rules and rights.
 - Workflows and guidance.
 - Document flow.
 - Security and traceability.



Get Your Hands Dirty!

Learn by messing around...

