Microsoft

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A Guide to Generative AI with Microsoft

Solutions to power your
AI business transformation

Contents

The transformative potential of generative AI

Generative AI is a type of AI that is trained on enormous amounts of data, enabling it to generate novel content, such as text, images, music, and code, in response to natural-language requests. Businesses can use generative AI to improve almost any process where people use or create information.

This technology has the potential to transform business with the goal of automating routine tasks, spurring creativity, and empowering people to focus on high-value work. Scaling the personalization of customer interactions helps employees drive satisfaction and loyalty. It also reveals patterns in vast amounts of data to inform better decision-making.

With the right approach, you can:

Unlock productivity

Automate mundane tasks to help people focus on what matters most.

Reinvent customer engagement

Deepen customer connections with the ability to personalize at scale based on data.

Reshape your business processes

Break through data silos and operational bottlenecks.

Bend the curve on innovation

Free your teams to engage in creative problem-solving and ideation, taking your business to new heights.

Turning potential into reality

Wherever your business is on the path to AI transformation, this guide provides practical information to move forward. Whether you hope to make work more efficient and effective for employees with generative AI built into everyday applications or customize and build solutions tailored to your business needs, you can accelerate your goals with Microsoft solutions.

In the following sections of this e-book, we'll introduce three paths to realizing the value of AI business transformation—and how Microsoft supports your organization at every step with solutions built on responsible principles. You'll find links to relevant services and products that can help you achieve your vision and elevate success.

1. Unlock productivity in the solutions you use every day →

2. Build new capabilities →

3. Safeguard your business end to end →

1.
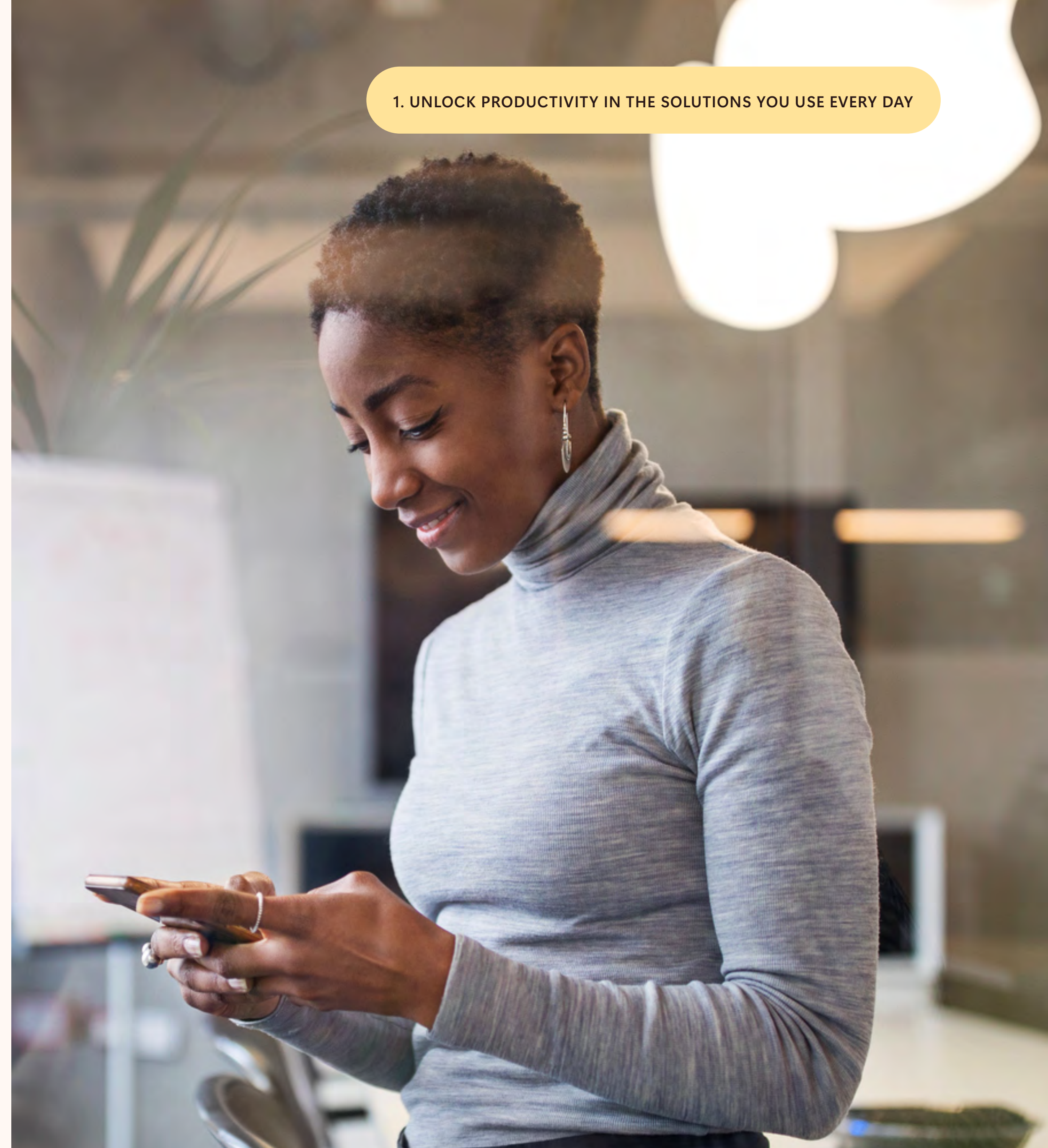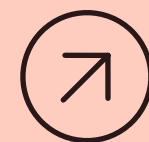# Unlock productivity in the solutions you use every day

If your business is like most, you wish employees could spend less time focused on managing information and performing repetitive tasks and more time engaging with customers, innovating, and adding value. Your employees are your company's greatest asset. Anything that can maximize the value of their knowledge and expertise helps drive success.

Prebuilt generative AI solutions integrated into familiar software experiences empower employees by streamlining tasks, kickstarting creativity, and amplifying individual abilities. By combining the power of generative AI with your data, you can turn your employees' words into the most powerful productivity tool on the planet. With a natural language interface integrated into tools they already use, these solutions let anyone dive in immediately, regardless of technical background.

Microsoft Copilot

Microsoft Copilot is your AI assistant at work. By connecting generative AI with your data and the expertise of your employees, Copilot accelerates results— while protecting security and privacy and **following responsible principles**.

Learn more about Copilot ↗

Generative AI
for every employee

Every worker across any business function can use generative AI to rapidly generate content, insights, and solutions tailored to specific tasks and contexts. It helps them automate repetitive tasks so they can focus on high-value activities and analyze vast amounts of data to make more informed decisions.
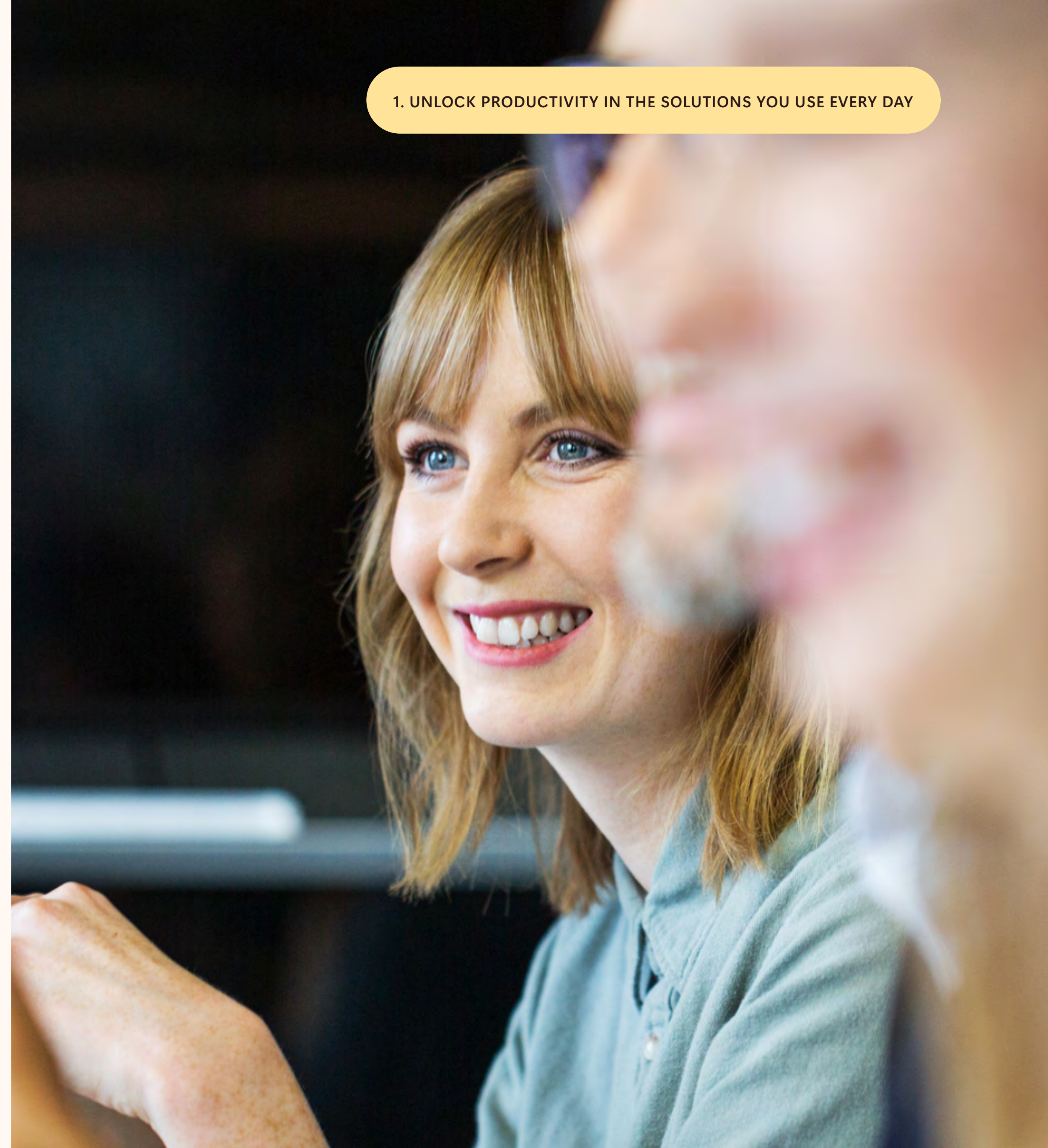
One of the fastest ways to take advantage of these capabilities is by using copilots, or generative AI interactions that people engage with through a conversational chat interface.

Microsoft Copilot
for Microsoft 365

Unlock the potential of knowledge by enhancing familiar apps.

- **Intuitive document creation: Copilot in PowerPoint** streamlines presentation building, helping turn blank slides into engaging stories faster.

- **Smart data analysis: Copilot in Excel** helps uncover insights using natural language questions rather than specialized skills.

- **Efficient communication: Copilot in Outlook** provides summaries and prioritization cues to reduce inbox overload.

Learn more about
Copilot for Microsoft 365   ↗

Let's look at how Copilot augments employee skills across everyday business activities. Click any of the following topics to learn more about how Copilot can help.

Sellers →

Security analysts →

Service agents →

Data and IT professionals →

Financial analysts →

Developers →

Sellers

Sellers can take building relationships and closing deals to the next level when generative AI makes it easier to find and manage customer data, automates administrative tasks, and helps draft personalized communications.

- **Automated task management:** Streamline customer relationship management (CRM) updates and meeting summaries, freeing time for more strategic work.

- **Easier engagement:** Receive timely guidance and insights to engage customers effectively.

- **Application integration:** Quickly access Copilot within the most-used applications, helping to ensure a smooth workflow.

Microsoft Copilot for Sales

Copilot for Sales empowers sellers to boost productivity, personalize every customer interaction, and automate time-consuming tasks. It helps them engage with customers in the right way and at the right time with guidance and relationship insights.

Learn more about Copilot for Sales ↗

Service agents

Using generative AI, agents can handle more inquiries in a day without losing the personal touch. It provides instant access to information and suggested responses, speeding up query resolution, shortening customer wait times, and raising satisfaction levels.

- **Data integration:** Empower agents to solve customer challenges faster by easing access to critical information when it counts.

- **Productivity tools:** Increase agent efficiency with AI integrated into familiar apps, accelerating onboarding and case resolution.

- **Customizable solutions:** Tailor Microsoft Copilot for Service to the unique requirements of your contact center.

Microsoft Copilot for Service

Put the customer at the center of the conversation and increase agent productivity through familiar experiences. Copilot for Service helps agents resolve cases faster to reduce wait times and boost customer satisfaction.

Learn more about Copilot for Service
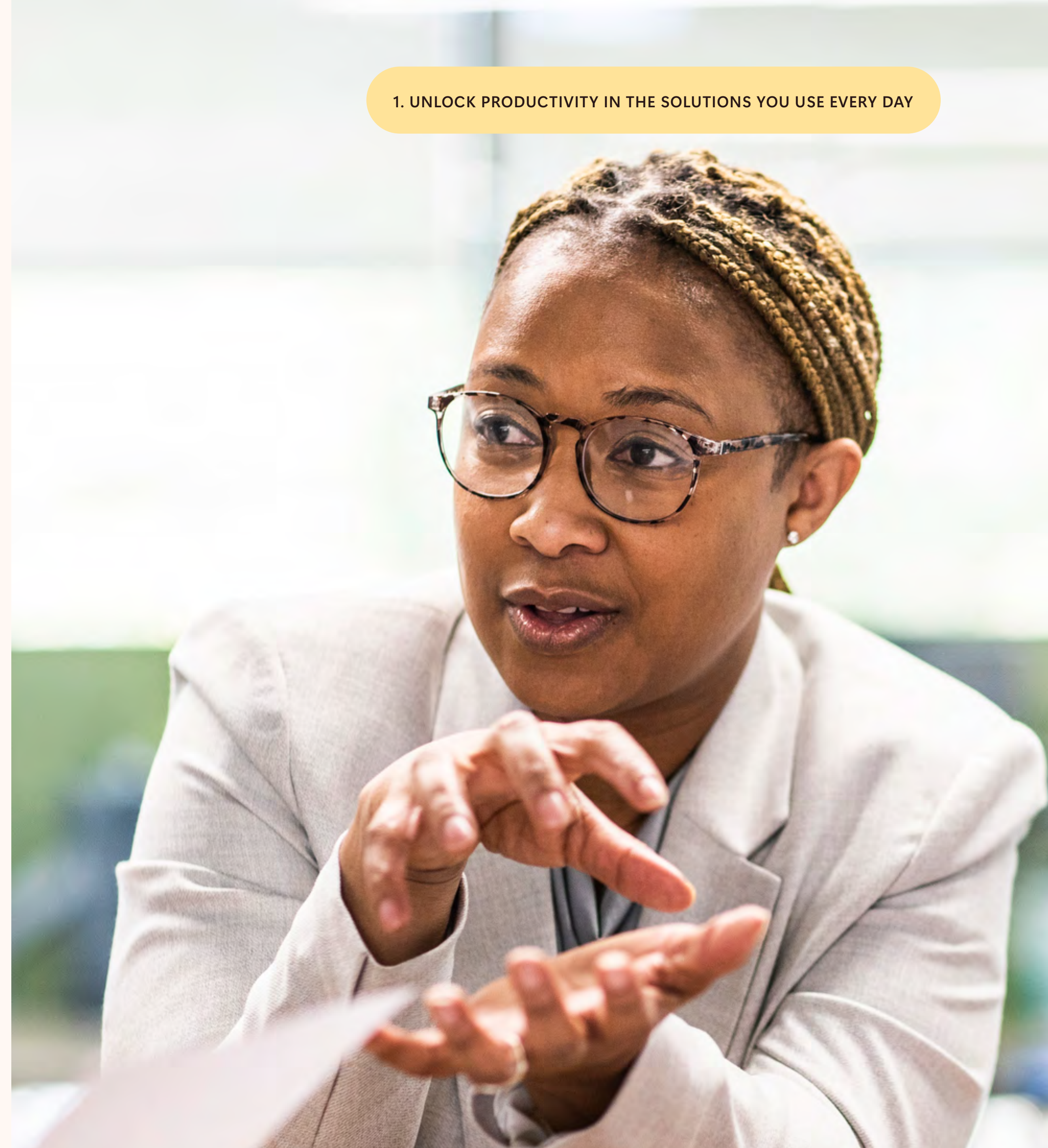
Financial analysts

Finance teams work in a fast-paced environment, and generative AI helps them quickly interpret data to act on insights and make more informed decisions swiftly. By dedicating more manual tasks to the help of generative AI, financial analysts can focus more of their time on strategic decision-making and innovation.

- **Accelerated decision-making:** Get action-oriented recommendations, proactive anomaly detection, and specialized finance prompts and guidance.

- **Operational efficiency:** Apply next-generation AI to more manual processes like collections and contract and invoice capture.

- **Connect financial data:** Use pre-built connectors with existing data sources including traditional ERP systems and financial planning and analysis tools.

Microsoft Copilot for Finance

Copilot for Finance is embedded in the applications you use every day and connects seamlessly to a myriad of data sources. Help finance professionals work more efficiently and gain insights from their data, and get work done in productivity tools like Excel and Outlook without switching applications.

Learn more about Copilot for Finance ↗
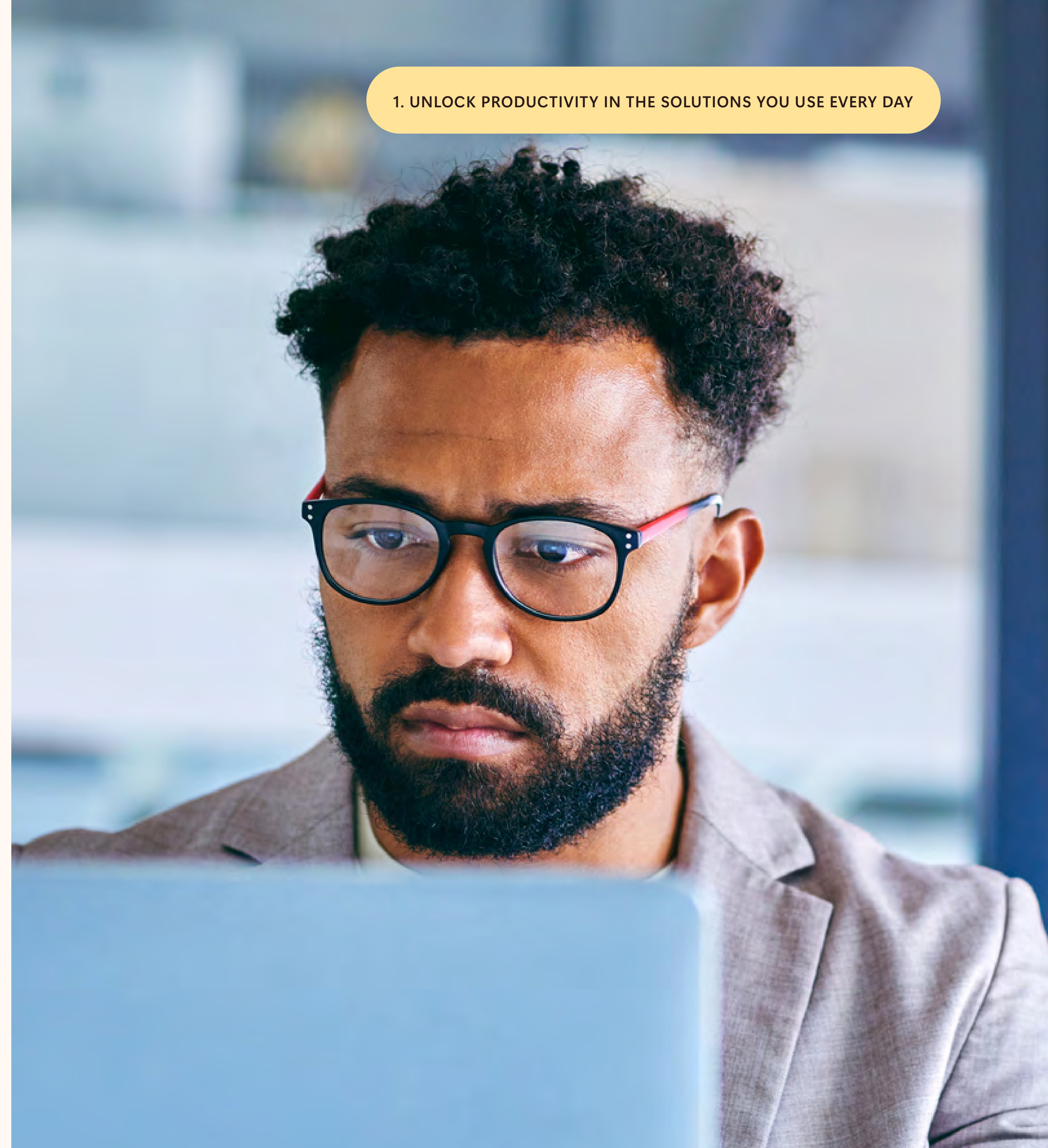
Security analysts

Generative AI revolutionizes cybersecurity by enhancing threat detection and response. It continuously analyzes data to help security professionals quickly identify and mitigate breaches. With real-time insights and automation, they can concentrate on strategic improvements and proactively combat threats.

- **Incident summarization:** Convert complex alerts into clear, actionable summaries for better decision-making.

- **Impact analysis:** Provide insights into the potential impact of incidents, helping prioritize response efforts.

- **Reverse engineering:** Translate complex scripts into natural language, clarifying attacker actions and linking indicators to environmental entities.

Microsoft Copilot for Security

Microsoft is updating its security tools with AI to improve threat detection and response and to simplify and strengthen security management. Copilot for Security is a generative AI-powered security solution that helps increase the efficiency and capabilities of defenders to improve security outcomes at machine speed and scale. It empowers security and IT teams to protect at the speed and scale of AI.

Learn more about Copilot for Security
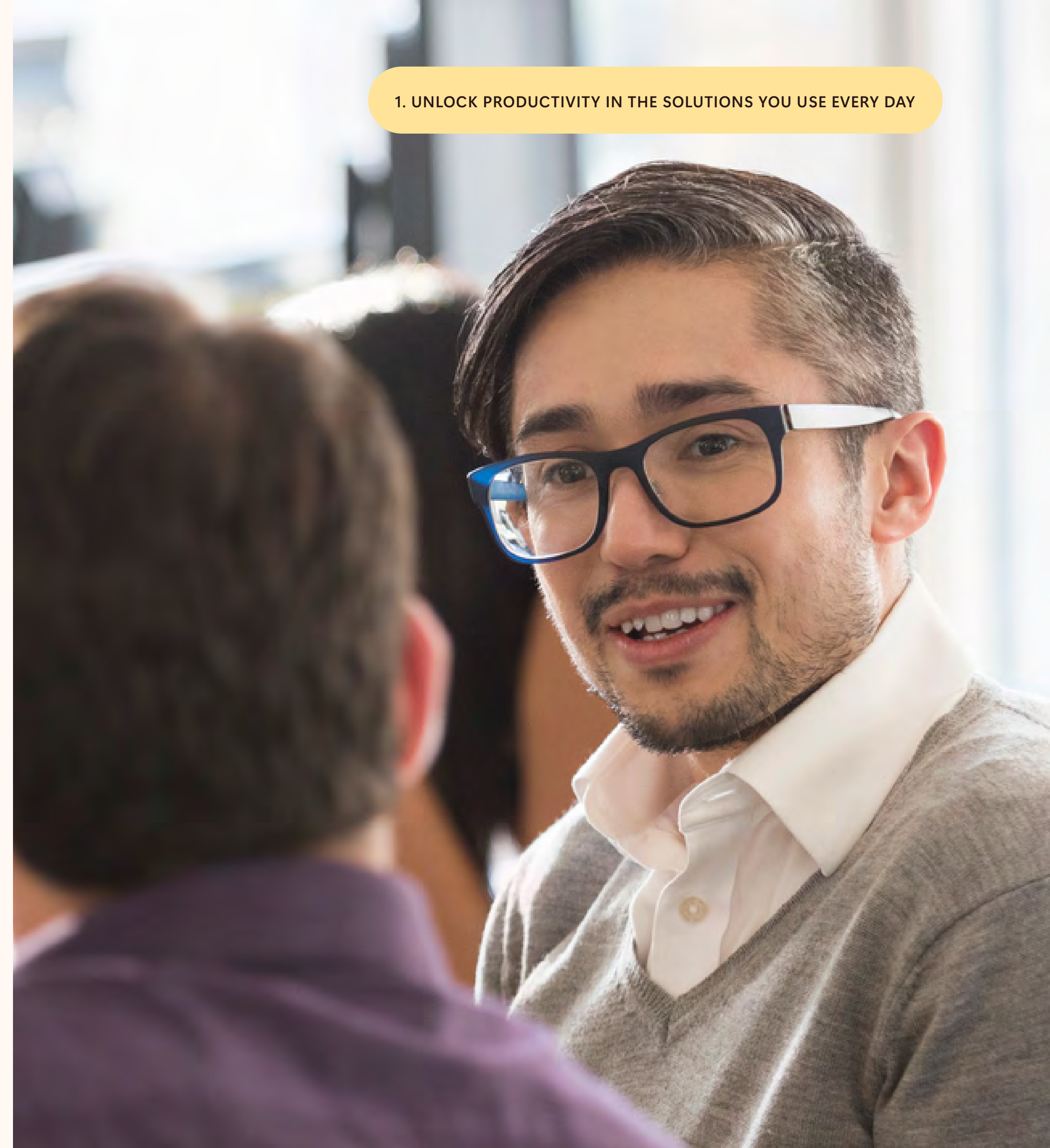
Data and IT professionals

Generative AI equips data professionals with robust analytical tools, simplifying complex data exploration and making advanced analytics more accessible and actionable across diverse business contexts. For IT professionals, it enhances cloud management and orchestration, facilitating efficient operations and cost optimization.

- **Intelligent analysis:** Gain contextual insights into data and threat analytics.

- **Accelerated workflows:** Support specialists with smart code generation and explanations.

- **Simplified report generation:** Automatically create reports based on topics or prompts for rapid intelligence.

- **Enhanced orchestration:** Manage cloud and edge resources efficiently and improve visibility and governance.

Microsoft Copilot in Azure

Gain new insights, discover more benefits of the cloud, and orchestrate across both cloud and edge. Copilot in Azure can simplify your Azure management experience and provide information tailored to your own Azure resources and environment. It unifies knowledge and data across hundreds of services to increase productivity, reduce costs, and provide deep insights.

Learn more about Copilot in Azure

Developers

Generative AI tools boost developer productivity by automating routine tasks and simplifying complex processes.

- **Intelligent code suggestions:** Increase efficiency with real-time code completion, plus suggestions that get apps to production faster.

- **Learning and troubleshooting aid:** Support learning new programming languages and frameworks and accelerate troubleshooting.

- **Test writing and security:** Speed up the process of writing unit tests and fixing issues, improving code quality quickly.

- **Extending and building copilots:** Rapidly adapt AI tools to your needs or create custom solutions.

Github Copilot

GitHub Copilot boosts business impact by enhancing developer productivity and speeding up software development. It offers contextualized coding assistance across multiple languages, integrating into developers' workflows.

Learn more about Github Copilot

Microsoft Copilot Studio

Copilot Studio allows developers to efficiently create generative AI solutions, including bots and custom copilots, through a streamlined, user-friendly interface. This tool enhances customer service by simplifying the development and deployment of AI-driven support and self-service options.

Learn more about Copilot Studio

Extend generative AI solutions to support any employee

Organizations can face challenges that require tailored tools and approaches, such as automating specific workflows and enhancing data analysis. By starting with existing tools and customizing them on a low-code platform, your employees can quickly boost the value of your AI investment and accelerate transformation—without requiring deep technical knowledge or long, costly build cycles.

Extending solutions with Copilot Studio

Copilot Studio is a low-code tool that makes it easy for employees to extend the capabilities of copilots. It uses generative AI for enhancements and edits and connects to a wide range of applications and data sources, including Azure services and on-premises databases. This helps identify strategic opportunities and improve business operations. It includes robust IT management tools for visibility and control.
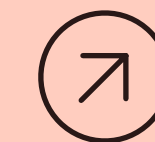
Copilot can integrate external data directly to minimize user context shifts while enhancing productivity and collaboration. It can also be extended to surface external data directly in Microsoft products that users use every day. For instance, enterprises can build plugins to integrate their line-of-business APIs and data directly into Copilot.

Adding plugins, connectors, or message extensions to Copilot helps users make the most out of these AI assistants. Users can more easily discover and work with enterprise data, tools, and services using natural language, which improves productivity and enhances teamwork.

Copilot Studio can also be used to create and deploy new AI functionality, which we will discuss in the next chapter.

Learn more about extending solutions with Copilot Studio ↗

2.

Build new capabilities

For business with complex and unique needs, building custom generative AI can provide even more significant benefits. These adaptable solutions are tailored to specific business processes, industry scenarios, and user requirements.

A custom AI copilot can create a personalized conversational AI experience for users that integrates company data and documents, real-time data from external APIs, and access via company applications.

Building custom copilots allows you to meet specialized and domain-specific demands in ways tailored to users' and customers' expectations while meeting compliance and regulatory requirements. Examples of the many use cases include:

- Providing contextually relevant knowledge retrieval over enterprise data using natural language.

- Managing inventory with accurate forecasts and automated restocking based on real-time sales data.

- Refining customer targeting through behavior and social media trend analysis to craft compelling advertising strategies.

- Personalizing professional learning paths by dynamically addressing employee needs and offering tailored content.

- Providing customer support with intelligent call centers using virtual agents, real-time agent assistance, and post-call analytics.

- Generating new products and services, such as speech assistance with voice command experiences.

Building custom solutions with Microsoft Copilot Studio

With Copilot Studio, developers can build custom copilots tailored to specific business processes and workflows, leveraging large language models and an array of data connectors. This platform simplifies the creation of intelligent chat experiences, allowing developers to design AI assistants that enhance user interactions across various internal and external channels.

- **Custom integration:** Build AI assistants with prebuilt data connectors for integration into business workflows.

- **Streamlined creation:** Design and deploy AI-driven chat experiences quickly using a guided development environment.

- **Multi-channel deployment:** Publish your custom copilots to diverse platforms, from web to mobile, ensuring broad accessibility.

Learn more about building custom copilots with Copilot Studio ↗

Create new functionality with a full-stack AI solution

Businesses often need help with the complexity and resource demands of implementing custom AI. An integrated platform simplifies development with one-stop access to services and tools to build, test, deploy, and manage AI solutions at scale. It helps developers leverage AI effectively without managing separate tools, enhancing productivity and getting solutions into production faster.

- **Enhanced innovation:** Enable developers to build and deploy AI-driven applications efficiently with advanced tools for enterprise-level chat, content creation, and data analysis.

- **Comprehensive tooling:** Provide access to a suite of collaborative capabilities that support the entire development lifecycle.

- **Streamlined operations:** Facilitate integration and management of AI solutions across diverse environments, improving scalability and monitoring.

Azure AI Studio

Azure AI Studio empowers developers to innovate with AI securely and responsibly. It accelerates the development of custom solutions for enterprise chat, content generation, data analysis, and more. Developers access cutting-edge APIs and models, build and test solutions with collaborative tools, deploy innovations across various environments, and manage solutions with continuous monitoring and governance.

Learn more about Azure AI Studio ↗

Streamline access to AI models

Discovering, managing, hosting, and customizing AI models can be a complex and costly process. It requires technical skills, time, and infrastructure that many businesses may not have readily available.

A streamlined model service simplifies this by providing easy access to customizable AI models. This cuts down on the need for heavy infrastructure and deep technical expertise, allowing businesses to integrate AI quickly and focus on using AI for strategic advancements like improving services and enhancing user experiences.

- **Azure AI model catalog:** Use multimodal models for enhanced user interaction and innovative experiences.

- **Data integrity:** Ensure privacy and security by keeping your data separate.

- **Flexible pricing:** Select from pay-as-you-go or structured plans to suit business needs.

Azure OpenAI Service

Azure OpenAI Service provides businesses with advanced, customizable AI models like GPT-4o and GPT-4 Turbo with Vision. It unlocks use cases, including conversational AI, content creation, and data grounding. Key features include adaptable models for optimized results, flexible payment options for cost management, and robust security measures backed by Microsoft.

Learn more about Azure OpenAI Service ↗

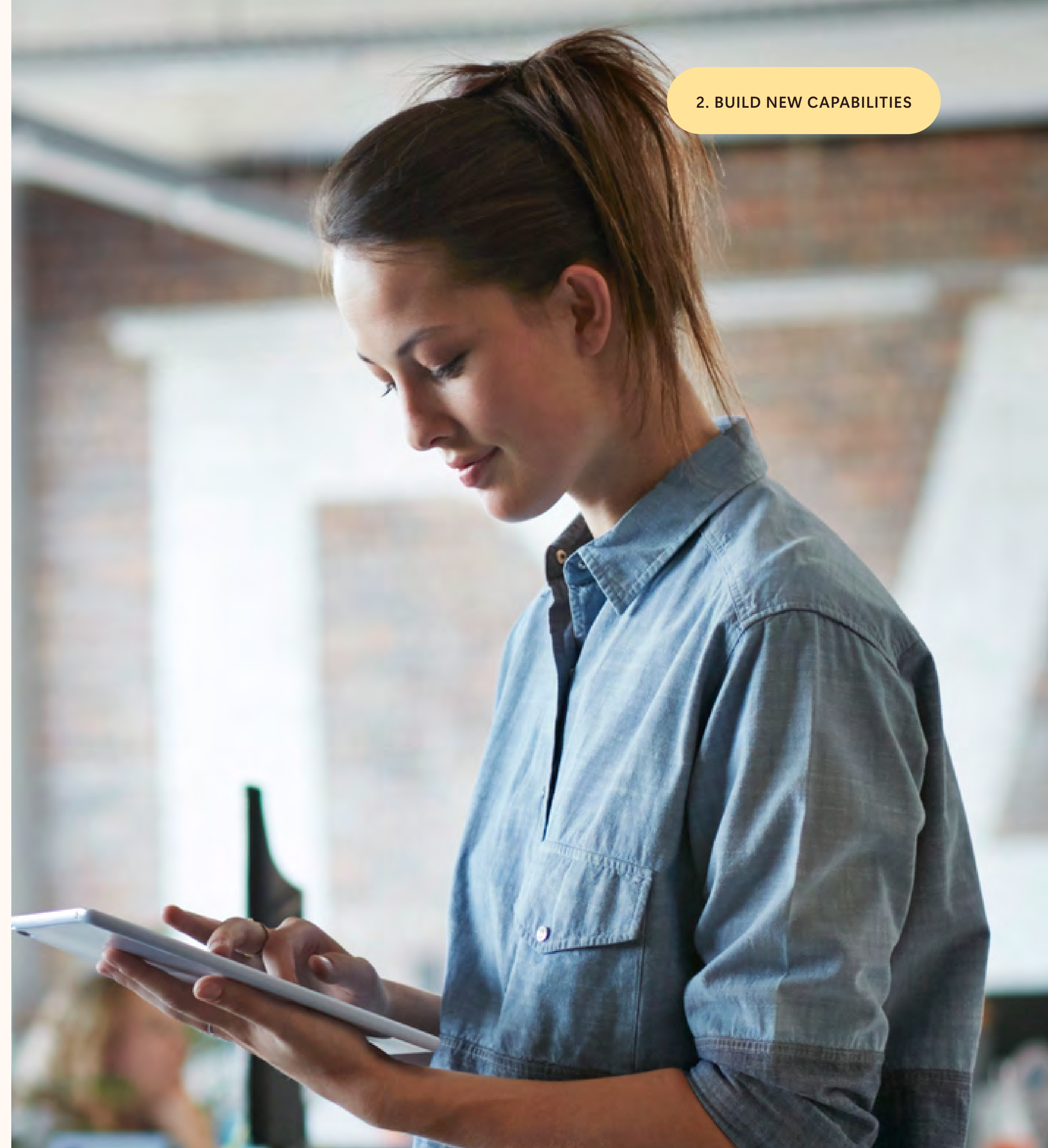# Enhance generative AI experiences with powerful search technology

AI-driven solutions enhance accuracy, relevance, and timeliness across various applications, empowered by retrieval augmented generation (RAG). This technology facilitates high-performing experiences by ensuring contextual relevance through advanced data retrieval techniques that drive dynamic and effective interactions.

- **Advanced retrieval:** Implement state-of-the-art re-ranking technology with automatic indexing to streamline complex information retrieval processes.

- **Data versatility:** Integrate any data type from multiple sources, enriching engagements with richer, multimodal interactions.

- **Optimized data integration:** Streamline data preparation and enhance analytics by connecting directly to OneLake in Microsoft Fabric.

Azure AI Search

Azure AI Search provides high-quality, relevant responses through advanced search and data retrieval methods. It supports comprehensive search capabilities, enhancing business efficiency by allowing quick access to needed information. Seamlessly integrated with Azure services, it boosts scalability and security, making it ideal for complex, data-intensive applications and ensuring robust data security and operational flexibility for diverse business needs.

Learn more about Azure AI Search ↗

Collaborate with a partner

AI development is complex; trusted partners are crucial. Microsoft's global partner network, with 400,000 members, brings deep industry and technical expertise. Whether you need SaaS applications that use AI or want to integrate Copilot into your apps, our network supports your goals. We equip our partners with the necessary tools and resources to advance AI transformation effectively.

Find the right Microsoft partner for your AI transformation goals

Get your data in shape

Data is vital for AI. Your business's unique data—from apps, services, IoT sensors, and more—is the raw material generative AI utilizes to drive innovation. However, issues like data sprawl and fragmentation are common and hinder organizations from getting the most from their data.

To tackle these challenges, your cloud platform needs to be seamlessly integrated and modernized with the latest analytics, databases, and security that are purposefully built for AI. A seamless and modern platform taps into the full value of your data and protects it, clearing the way for AI innovation.

Learn more about building your platform for the era of AI

Azure AI infrastructure

Build your experiences on an end-to-end AI platform with secure, scalable infrastructure trusted by AI leaders, including OpenAI, Nvidia, and the Fortune 500.

Learn more about Azure AI infrastructure

3.

Safeguard your business end to end

When integrating AI, business leaders should keep the safety and security of your operations, clients, and data in mind is essential. Partnering with a company that prioritizes these values drives successful AI implementation and long-term success.

Microsoft is uniquely positioned to enable your secure and responsible use of AI through:

- **Data and threat intelligence:** Microsoft Security leverages trillions of daily signals to anticipate attacker moves, including data from over a million customers and 15,000 partners, backed by expertise monitoring an ever-changing list of more than 300 threat groups.

- **End-to-end protection:** Microsoft Security offers integrated protection across 50 categories, forming a unified security cloud. This includes threat protection, compliance, identity, device management, and privacy solutions, creating a synergistic defense system.

- **Tools to govern and secure AI:** Comprehensive solutions support informed decision-making, protect data, and manage AI use while providing guidance to address specific risks and secure application development.

- **Responsible AI principles:** Microsoft leads the development of secure and responsible AI. Our framework helps maximize benefits and minimize risks.

Secure Future Initiative

At Microsoft, we prioritize cyber safety above all else through our Secure Future Initiative (SFI), which is grounded in principles of designing products with security first, ensuring security features are mandatory and effortless, and continuously enhancing our security measures to meet evolving threats.

This comprehensive approach encompasses stringent standards for identity and secrets management, a culture of continuous security improvement, and a robust governance framework led by our Chief Information Security Officer (CISO). Together, these efforts reinforce our commitment to maintaining trust by effectively managing risks and safeguarding our community and customers against current and future cyber threats.

Learn about the
Secure Future Initiative ↗

Responsible AI Standard

Responsible AI is an approach to developing, assessing, and deploying AI systems in a safe, trustworthy, and ethical way.

The Microsoft Responsible AI Standard is a framework for building AI systems according to six principles: fairness, reliability and safety, privacy and security, inclusiveness, transparency, and accountability.

For Microsoft, these Responsible AI principles are the cornerstone of a responsible and trustworthy approach to AI, especially as intelligent technology becomes more prevalent in products and services that people use every day.

Learn more about
responsible AI ↗

Microsoft
Partner

■■ Microsoft

Accelerate Your Azure Journey with 3Cloud

3Cloud is the premier pure-play Azure partner in the ecosystem with unparalleled expertise in all things Azure. We specialize in delivering top-tier Azure infrastructure, cutting-edge AI, robust data & analytics and ground-breaking app development. Leveraging our extensive experience, advanced tools and customized accelerators, we ensure the quickest time to value for your Azure-based projects.

*Microsoft Partner Top Honors since 2017. Visit 3cloudsolutions.com for a full list of awards.

■■ Microsoft
PARTNER OF THE YEAR*
SINCE 2017
★ ★ ★

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Fast-track your AI transformation with Microsoft

Starting your business transformation with generative AI is time-critical, and Microsoft is here to help navigate it. Microsoft AI solutions empower your organization to rapidly transform innovation into value, whether you want to enable employees with Copilot in Microsoft 365 or experiment with cutting-edge technologies using Azure AI Studio.

⊙ Learn more about Microsoft AI solutions:

Microsoft.com/AI

⊙ Learn how you can get started with Microsoft Copilot:

Microsoft.com/copilot