Microsoft

Data & AI

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Agenda

› Becoming an intelligence driven organization

› Data Platform perspective

› Concrete usecases

› Getting the foundation right

Intelligence Driven Organizations...

DATA

APPLICATIONS

AGILE DEVELOPMENT

ARTIFICIAL INTELLIGENCE

INTELLIGENCE

BUSINESS BENEFITS

GROWTH

INNOVATION

SPEED TO MARKET

COST EFFICIENCY

Becoming an Intelligence Driven Organization

What we have learned from the world's leading businesses

Executive Strategy & Culture
Align it with new market and industry conditions, couple it with the culture based on intelligence driven tasks

Technical Capabilities
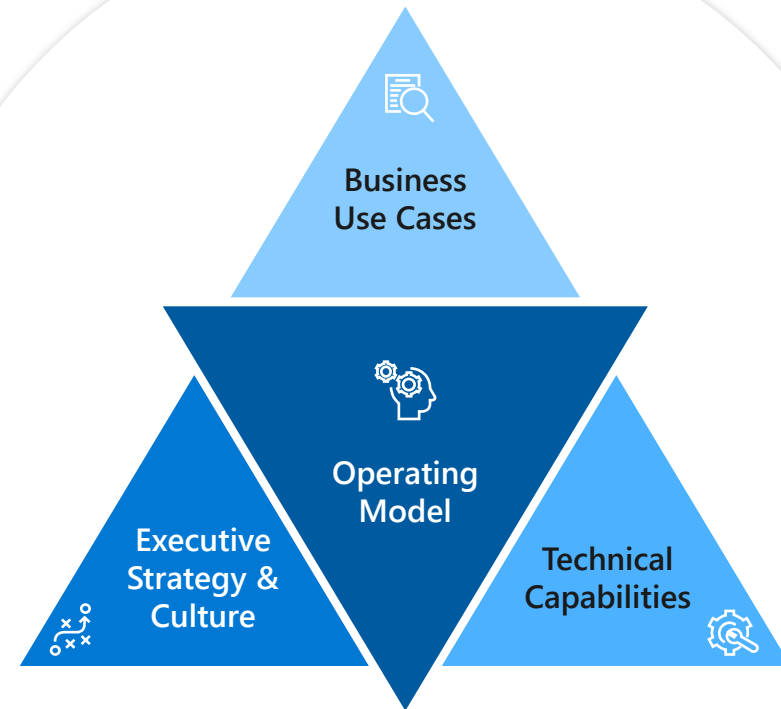What capabilities are needed, where and when in order to drive strategy execution?

Operating Model
Organized for significantly higher level of agility, flexibility and scalability
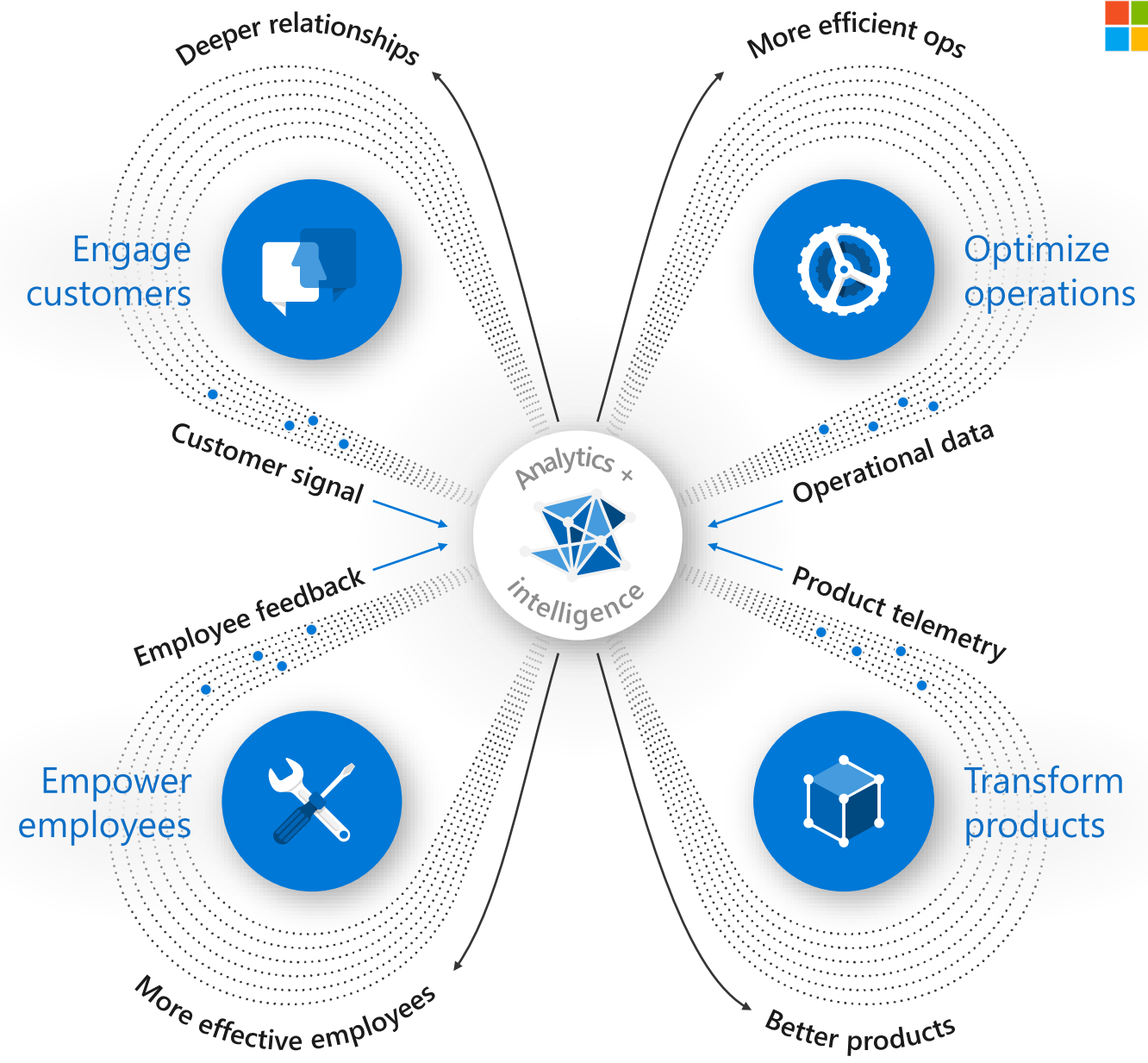
Business Use Cases
Identified and prioritized to implement the strategy and yield the desire functional and business outcomes

Major disruptions, driven by Digital Transformation or crisis like COVID-19, create a sense of **urgency** for business to respond and transform themselves to the new reality, requiring every organization to **re-evaluate** those four dimensions...
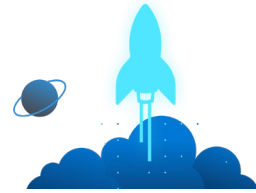
Business Use Cases

Operating Model

Executive Strategy & Culture

Technical Capabilities

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Intelligent driven organization requires a different mindset on data platform enablement

Engage customers

Optimize operations

Empower employees

Transform products

Analytics + intelligence

Deeper relationships

More efficient ops

Customer signal

Operational data

Employee feedback

Product telemetry

More effective employees

Better products

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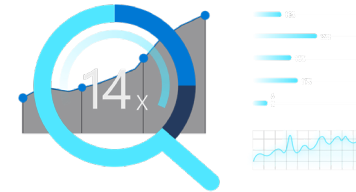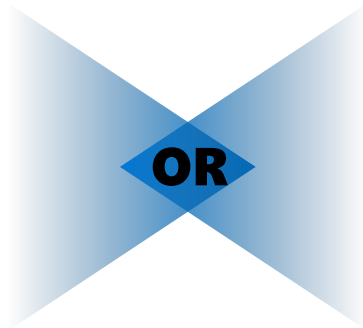# Data Science and Business Analytics

View data in very different ways

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DATA SCIENCE

Big data

Experimentation

Fast exploration

Semi-structured

OR

BUSINESS ANALYTICS

Relational data

Proven security & privacy

Dependable performance
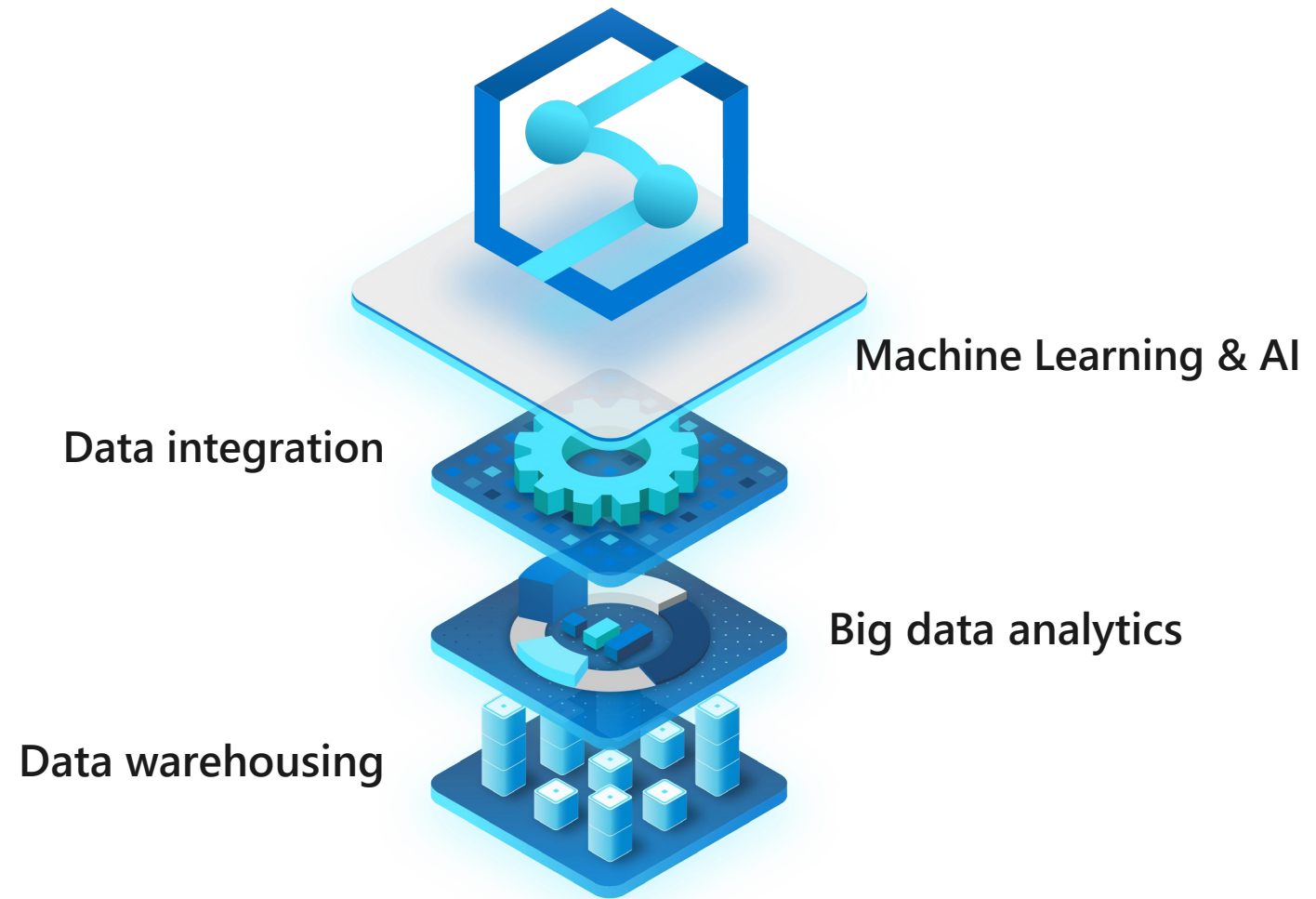
Structured

DATA LAKE

DATA WAREHOUSE

Azure Synapse Analytics

The first unified, cloud native platform for converged analytics

Azure Synapse is the only unified platform for analytics—blending big data, data warehousing, and data integration into a single cloud native service for end-to-end analytics.

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Machine Learning & AI

Data integration

Big data analytics

Data warehousing

Selected data platform cases

Coloplast building a new Data Platform in Azure

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Manufacturing company Top 10 in DK

- Leading manufacturing company whit-in its branch globally
- Global high transaction sales
    - Own website(s), Own shops and shops in general, Walmart, Amazon etc.
- Multiple manufacturing sites across the world
    - High volume production line
    - High volume of product variants

Solution

- Advisory and management support from a solution perspective
- Dialog and sparing with IT and Manufacturing sites directors
- Cloud development and operation (DevOps) based on Azure PaaS platform and Azure DevOps
    - Creating a global data platform targeted manufacturing process
        - Connecting SCADA/PLC and other production relevant data sources
        - Establishing a local datahub
        - Connecting hubs to the cloud
        - Creating a uniform data conversion process for data input from secondary systems
            - Excell, Access, work scheduling systems etc
        - Security
    - Visualization in PowerBI & Power Apps
        - Insights and drilldown in production data
        - Data insights for optimization of unit passthrough/planning & selection
        - Best performing production – site, line or machine
        - Optimizing PLC config. based on optimal modelling and insights
        - Aggregated data gives optimizations options cross factory sites
        - Livedata input to help distribution planning to end-customers / destinations
        - Waste, water and electricity reduction - Smaller Co2 footprint

Data driven solution to support the green transformation

Clever

Modern data platform in Azure to keep track of the transaction history and power consumption from the many charging stations to support the internal and external business processes
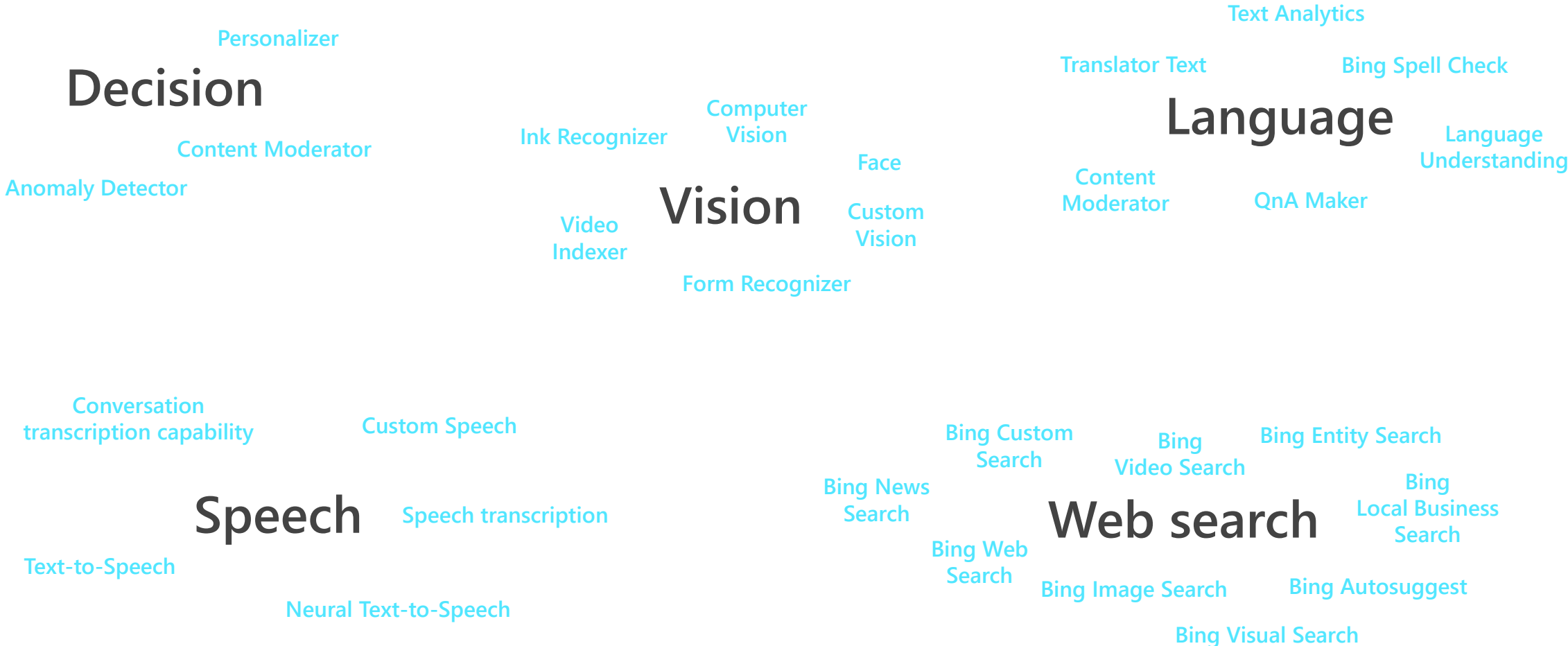
delegate
A Broad Horizon company

How can you build intelligent AI apps on top of a strong data platform foundation?

Azure Cognitive Services – pretrained AI

The most comprehensive pre-trained AI

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Personalizer

Decision

Content Moderator

Anomaly Detector

Ink Recognizer

Computer Vision

Face

Vision

Custom Vision

Video Indexer

Form Recognizer

Text Analytics

Translator Text

Bing Spell Check

Language

Language Understanding

Content Moderator

QnA Maker

Conversation transcription capability

Custom Speech

Bing Custom Search

Bing Video Search

Bing Entity Search

Bing News Search

Speech

Speech transcription

Web search

Bing Local Business Search

Text-to-Speech

Bing Web Search

Bing Image Search

Bing Autosuggest

Neural Text-to-Speech

Bing Visual Search

Bühler

Customer context

Just one grain infected with a highly carcinogenic mold called aflatoxin can be all it takes to poison the whole harvest and sicken or even kill people and animals, not to mention the waste of having to throw out the lot when contamination isn't found in

Solution overview

Buhler has built LumoVision, a data-driven optical sorter that's connected to the cloud for data analysis and uses powerful

Impact

LumoVision's real-time identification and elimination keeps toxins from spreading and infecting even more kernels
Reduces the amount of healthy grain that gets wasted in the process to less than 5 percent, from as much as 25 percent with

We're not only going to get economic results, but hopefully we can transform and save lives at the same time."

– Ben Deefholts,
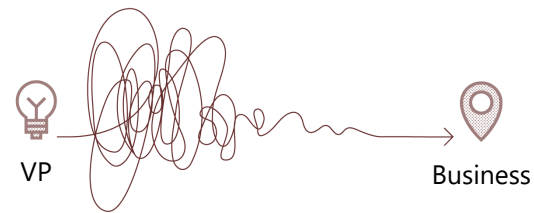Bühler's senior research engineer for digital technologies

What to do when you have a great value proposition that doesn't naturally fit in?
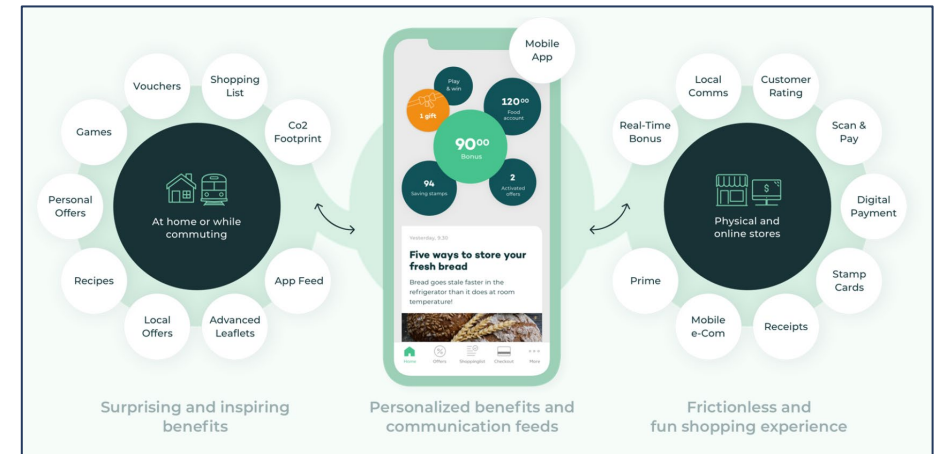

Microsoft ISV partner transformation

VP → Business

Diverging VP into a separate entity

Retail loyalty app for internal use, driving retail store traffic and building customer loyalty across Coop stores

Azure-based SaaS offering aimed towards other FMCG retailers that wants to increase digital presence and maintain relevance.

Check them out here!

Example of an Intelligent App

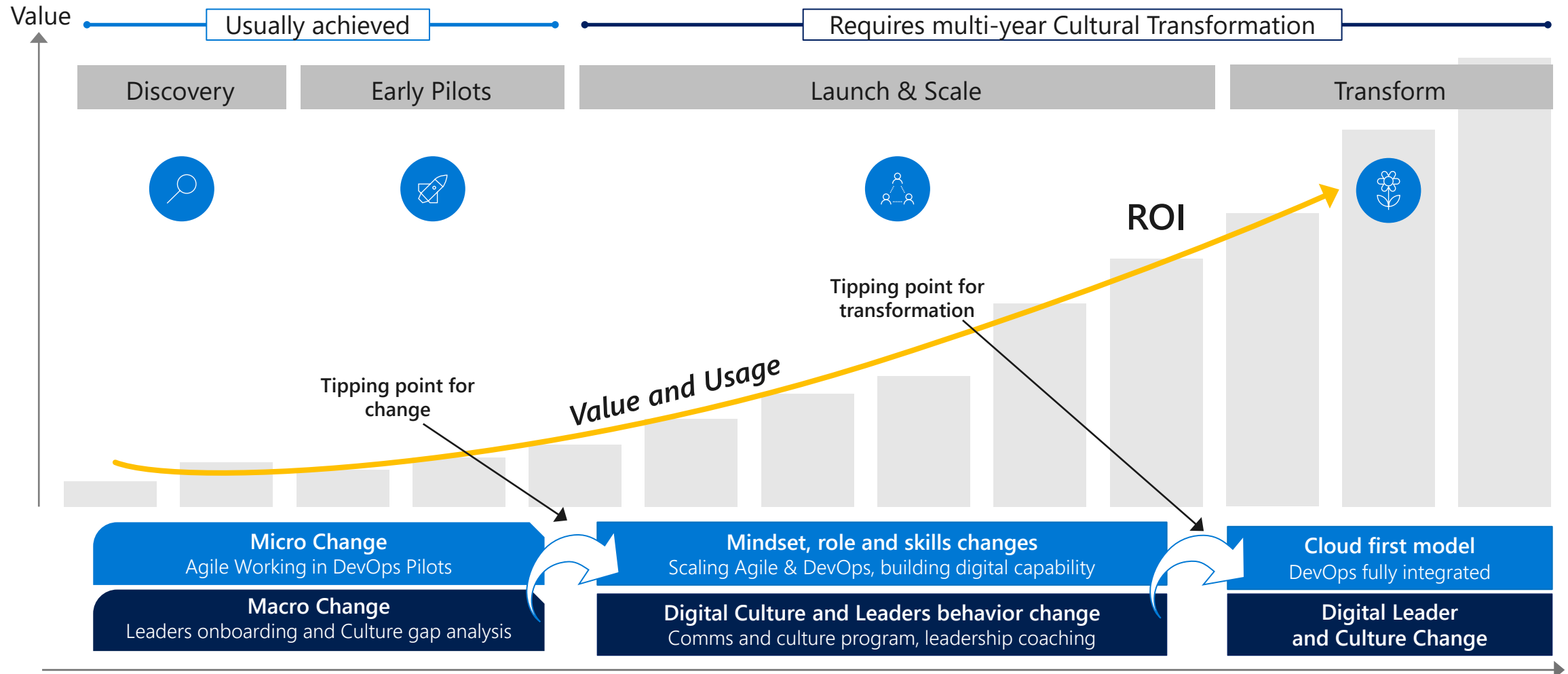# knowledge mining?

Uncover latent insights

Demo: JFK Files
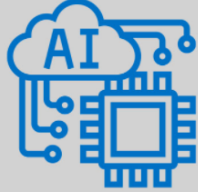
Getting the foundation right

There is no Digital Innovation without a Cultural Transformation

Accelerating value by driving Digital Culture and Leadership Change to increase customer innovation, agility and digital capability

Value

Usually achieved

Requires multi-year Cultural Transformation

Discovery	Early Pilots	Launch & Scale	Transform

ROI

Tipping point for transformation

Value and Usage

Tipping point for change

Micro Change
Agile Working in DevOps Pilots

Mindset, role and skills changes
Scaling Agile & DevOps, building digital capability

Cloud first model
DevOps fully integrated

Macro Change
Leaders onboarding and Culture gap analysis

Digital Culture and Leaders behavior change
Comms and culture program, leadership coaching

**Digital Leader
and Culture Change**

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Tech intensity & skilling

Azure AI Engineer Associate

Learn how to analyze, design and implement AI solutions that are scalable and perform.

LEARN MORE >

Azure AI Fundamentals

Learn about Machine Learning and AI and how they can be implemented using Microsoft Azure.

LEARN MORE >

Azure Data Engineer Associate

Find out how to design and implement the management, monitoring, security, and privacy of data.
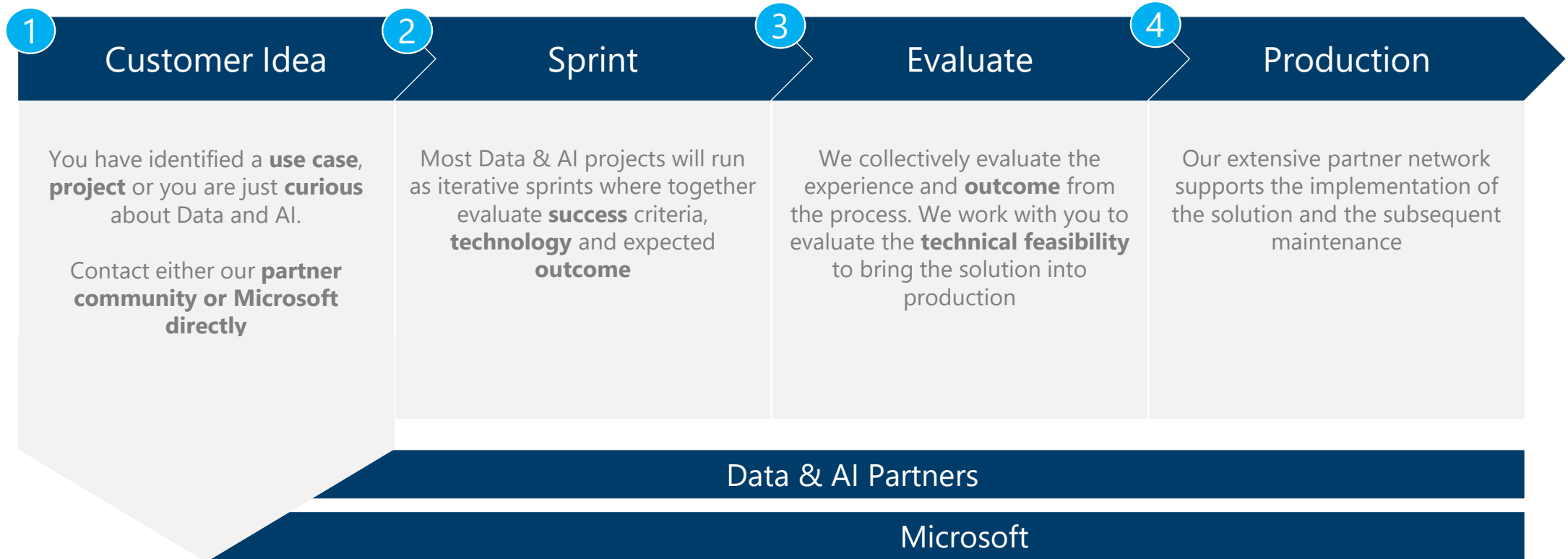
LEARN MORE >

Azure Data Fundamentals

Learn to work with data in the cloud and implement it using Microsoft Azure Data Services.

LEARN MORE >

Azure Data Scientist Associate

Discover how to implement and run machine learning workloads using Azure Machine Learning.

LEARN MORE >

Azure Database Administrator Associate

Learn how to use a variety of methods and tools to perform day-to-day operations.

LEARN MORE >

Azure IoT Developer Specialty

Learn to implement designs for Azure IoT solutions, as well as manage and transform data.

LEARN MORE >

Data Analyst Associate

Discover how to design and build scalable data models and enable advanced analytics capabilities.

LEARN MORE >

How to get started

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① Customer Idea	② Sprint	③ Evaluate	④ Production
You have identified a **use case**, **project** or you are just **curious** about Data and AI. Contact either our **partner community or Microsoft directly**	Most Data & AI projects will run as iterative sprints where together evaluate **success** criteria, **technology** and expected **outcome**	We collectively evaluate the experience and **outcome** from the process. We work with you to evaluate the **technical feasibility** to bring the solution into production	Our extensive partner network supports the implementation of the solution and the subsequent maintenance

Data & AI Partners

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Microsoft Azure

Thank you