Microsoft

Microsoft Business Applications

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Business Applications
have looked the same for 40 years…
it is time for change

Data

Collaboration

AI

Data

From data poor to
data rich environment

Collaboration

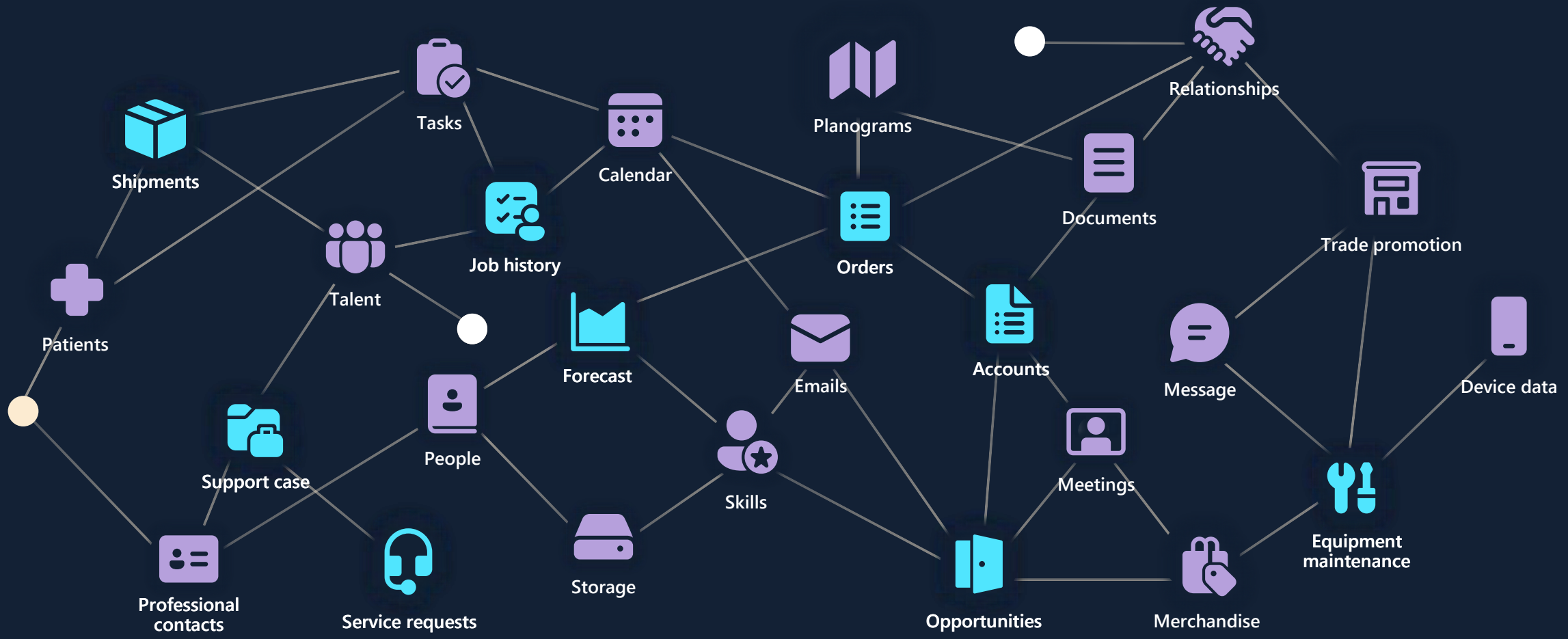
From solo users to digital teamwork

AI

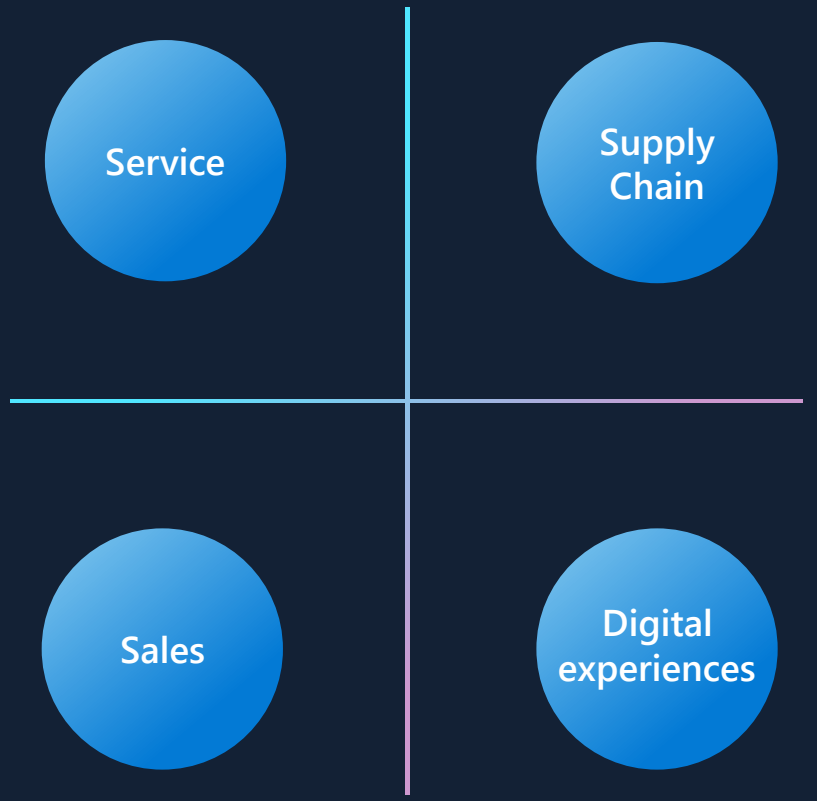
From “big data” to “big AI”
that transforms processes

Data is coming from everything…

Workflows + Employee Productivity + IoT + Business Apps (SAP, Oracle, etc.)



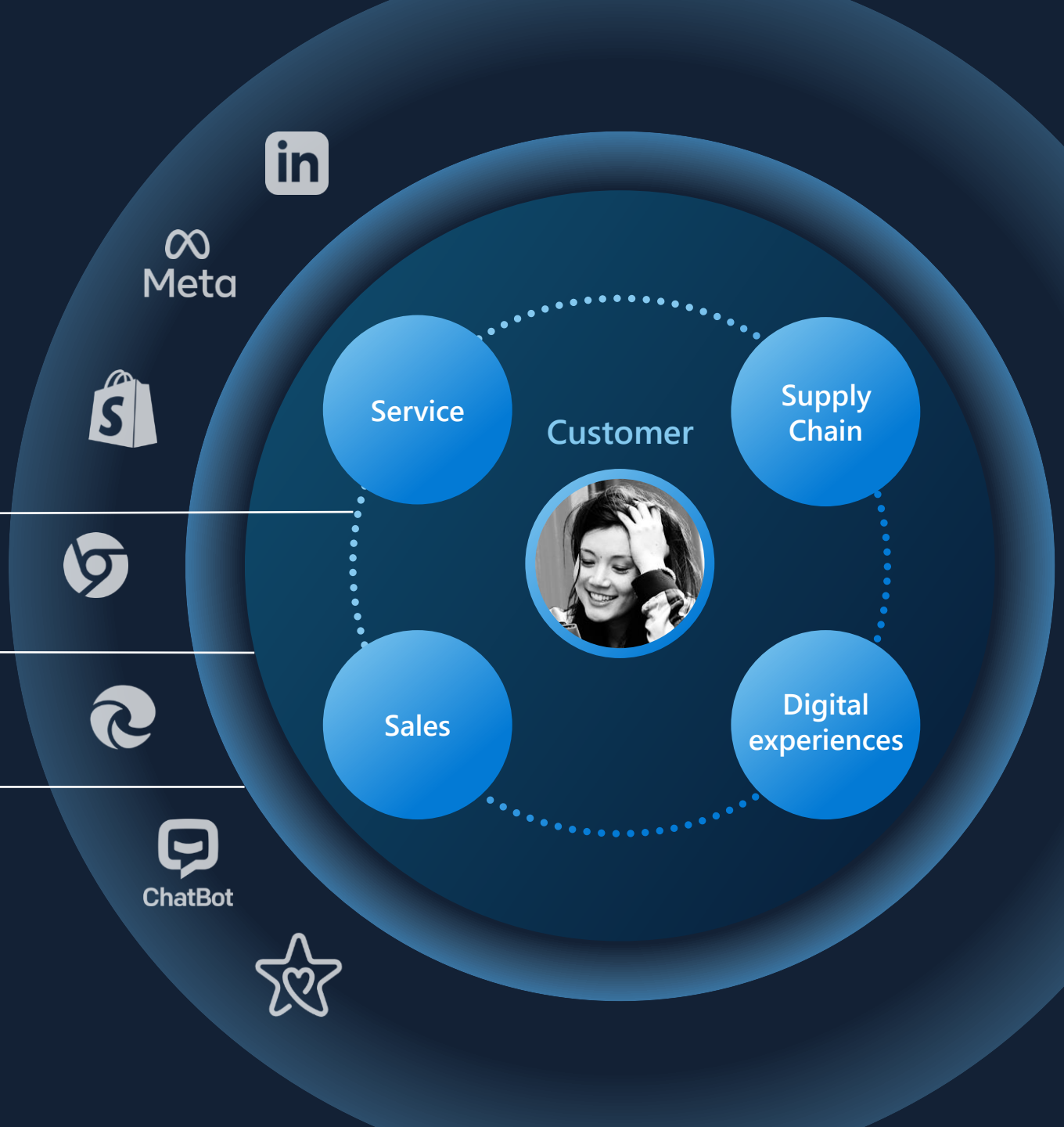
Business Applications act in silos, companies do too



Cohesive App experiences

Dataverse - Unified data platform across all business apps

360-degree view for the user



Microsoft Cloud

Data

From data poor to
data rich environment

Collaboration

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AI

From “big data” to “big AI”
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Large scale foundation models

DALL-E
Creating images from text

Codex
Understand and generate code

Whisper
Automatic speech recognition

ChatGPT
Conversational AI chatbot

GPT-3
Understand and generate natural language

Era of the AI Copilot

The role of technology

From	To
Tools	Creative assistant
Data input	Data output
Follows commands	Provides recommendations, with human in the loop
Uses specialized language	Uses natural language

The future with AI and low code

The percentage of the world's data produced by **generative AI** will jump from under 1% in 2021 to around 10% in 2025.[1]

[1] Source: Gartner® Press Release ,Gartner Identifies the Top Strategic Technology Trends for 2022, October 18, 2021. GARTNER is a registered trademark and service mark of Gartner, 2nc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

AI features for every line of business

Customer Experience

Service

Finance

Supply Chain

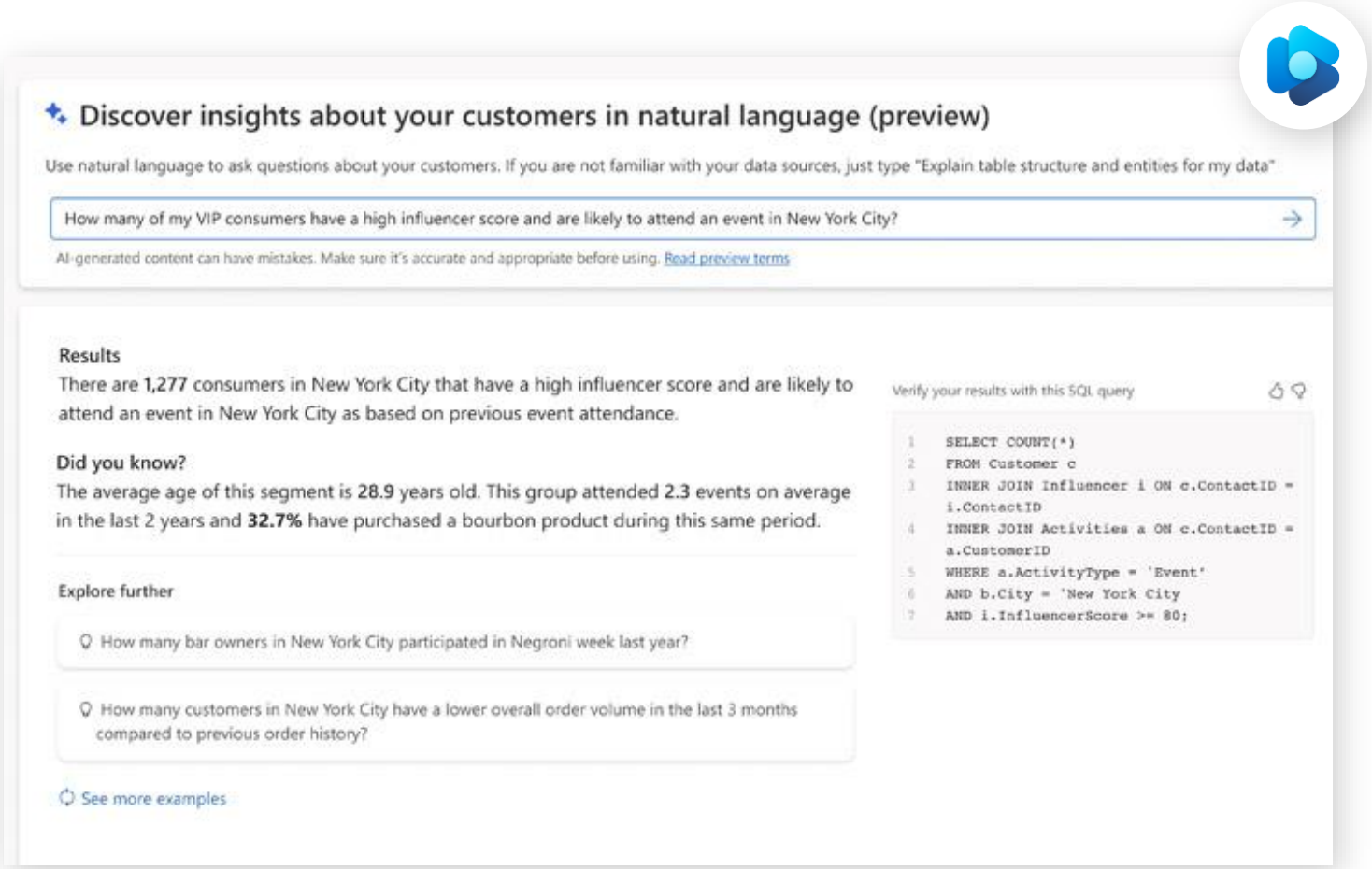
Have a dialogue with your data

Customer Experience

Copilot capabilities: Dynamics 365 Customer Insights

Ask a question in natural language

- Chat with Copilot for help exploring, analyzing, and understanding your data—no SQL knowledge required
- Receive results right away, without waiting for a query to publish or another team member to help
- Verify or edit search results to ensure the content is accurate and appropriate



Public preview May 2023 | GA: November 2023

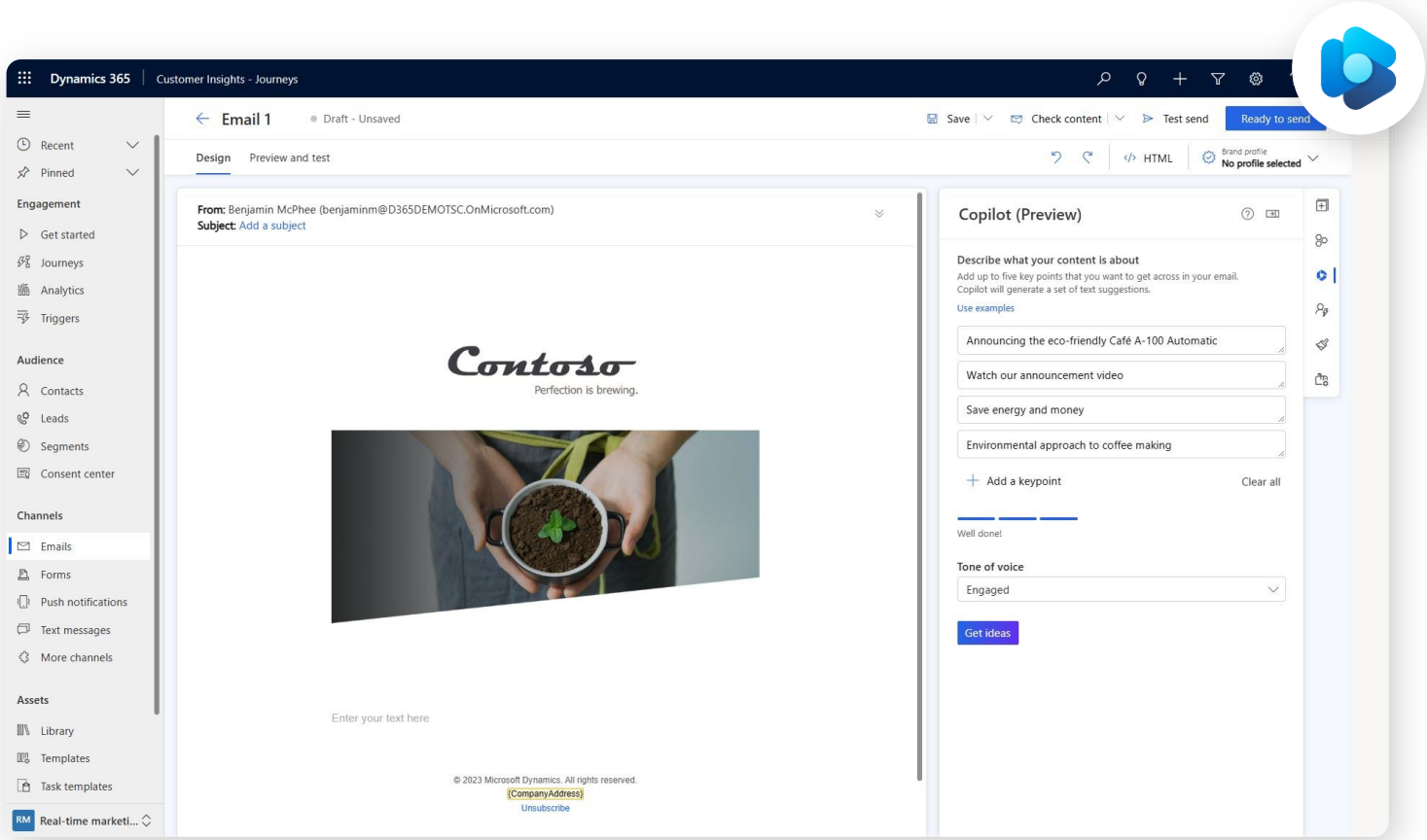
Create engaging content

Customer Experience

Copilot capabilities: Dynamics 365 Customer Insights

Start with an AI-generated draft

- Kickstart email creation with sample points
- Choose the tone and voice that aligns to your brand and audience
- Generate new content ideas with just a click of a button



Public preview May 2023 | GA: TBA

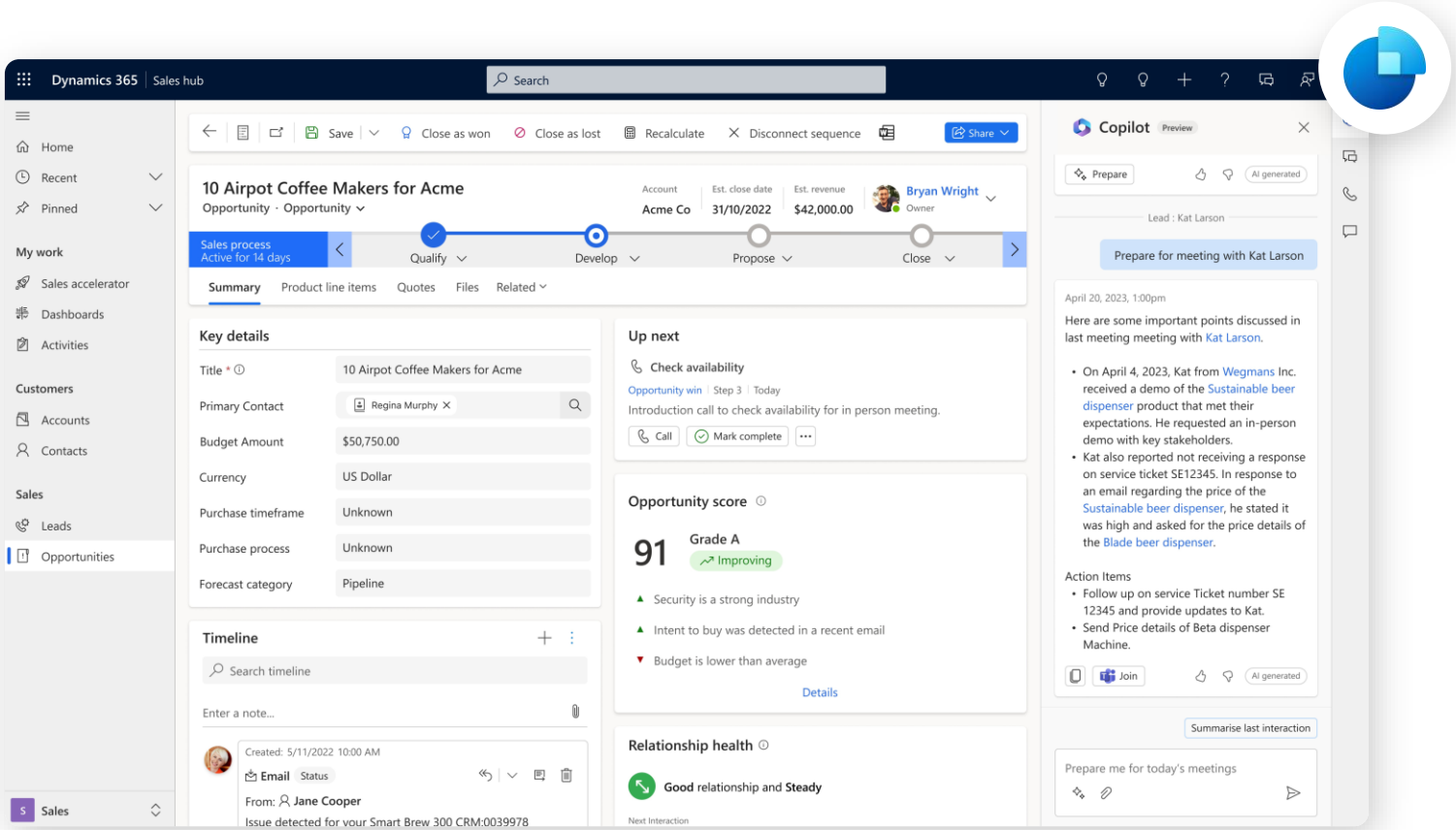
Gear up for meetings

Customer Experience

Copilot capabilities: Dynamics 365 Sales

AI-generated preparation notes

- Prioritize upcoming meetings with a prompt to prepare
- Review a summary of previous email exchanges and notes
- Quickly catch up on opportunity updates and relevant news



Public preview Feb 2023 | GA: Sept 2023

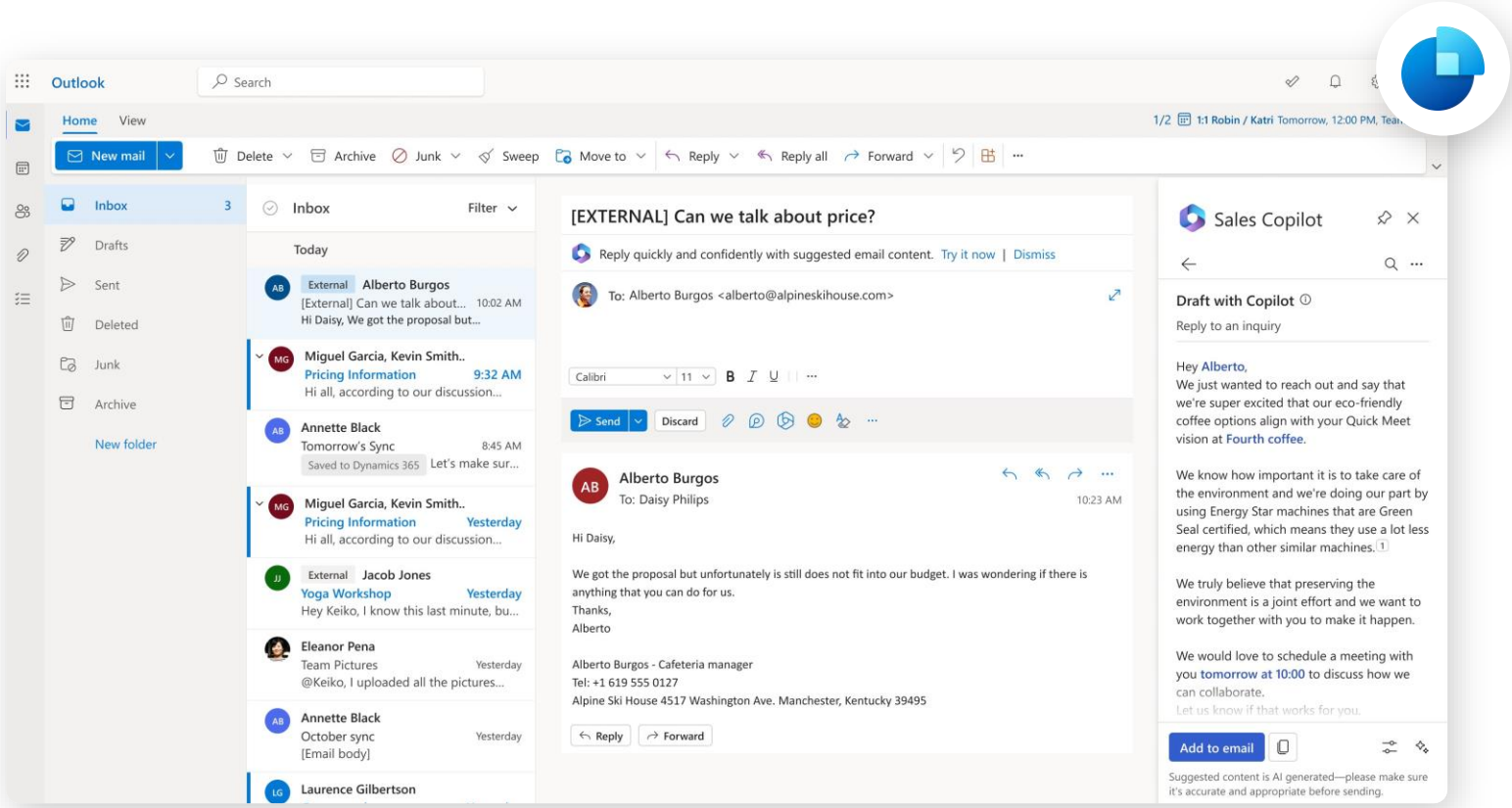
Spend less time composing emails

Customer Experience

Copilot capabilities: Dynamics 365 Sales

Copilot email assistance

- Generate personalized, high-quality emails with relevant Microsoft 365 and CRM platform data
- Adjust the tone and length with a click
- Customize to resonate with your audience



Public preview Jul 2023 | GA: TBA

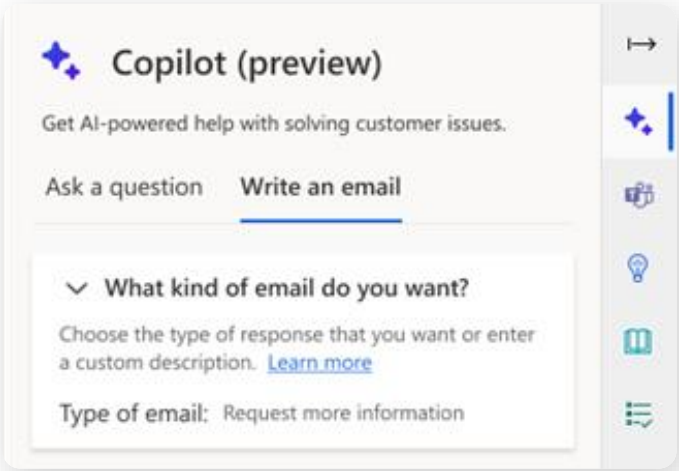
Respond to customers with a click

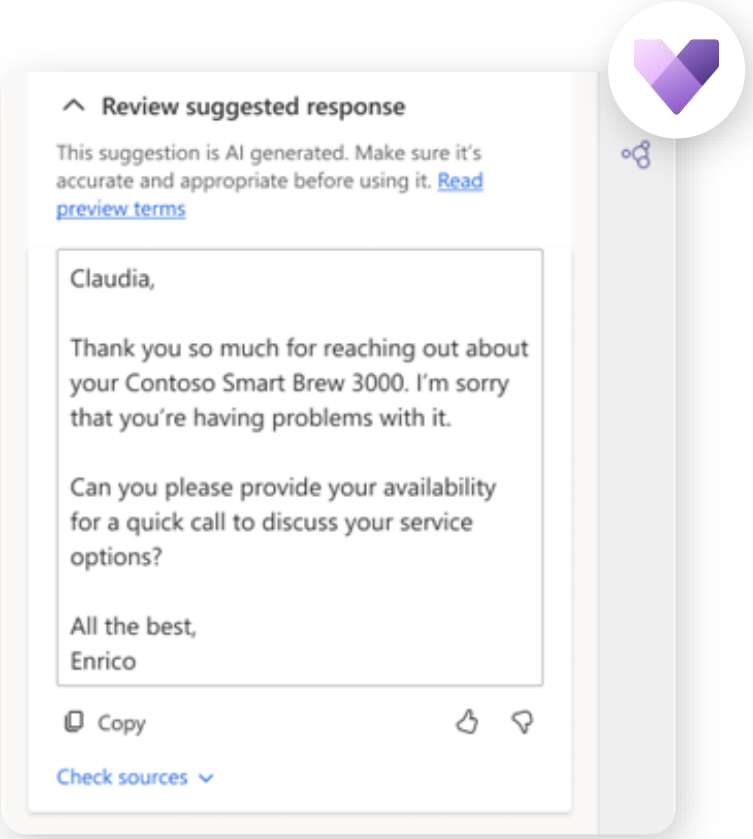
Service

Copilot capabilities: Dynamics 365 Customer Service

Draft customer conversation replies

- Automatically parse information from customer conversations in chat
- Contextualize customer chats with organization and customer data
- Generate a unique response that can be sent over digital or messaging channels





Public preview May 2023 | GA: TBA

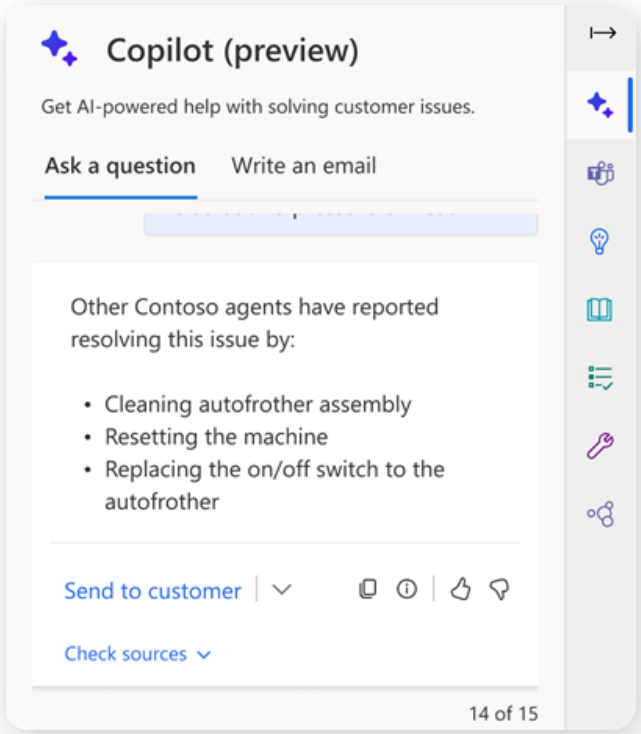
Address more queries in less time

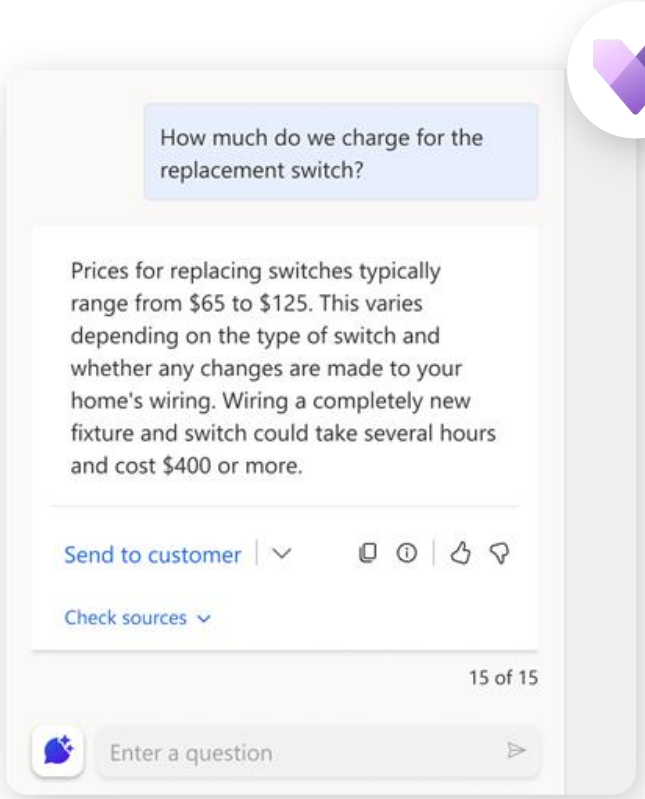
Service

Copilot capabilities: Dynamics 365 Customer Service

Diagnose a customer problem from a chat

- Check across documents and accounts to suggest resolutions to unique customer issues
- Review, adjust, and send an AI-provided, customer-ready solution
- Link the conversation to the customer case for next time





Public preview May 2023 | GA: October 2023

Business apps will look different,
and be built differently, this decade

Thank you