




# Microsoft Business Applications

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A woman with curly hair, wearing a yellow t-shirt and a headset, is smiling and looking at a laptop screen. She is in a modern office environment. In the background, a man with glasses and a beard is also wearing a headset and looking at a laptop. The office has large windows and a wooden desk with a yellow mug and a pen.

**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

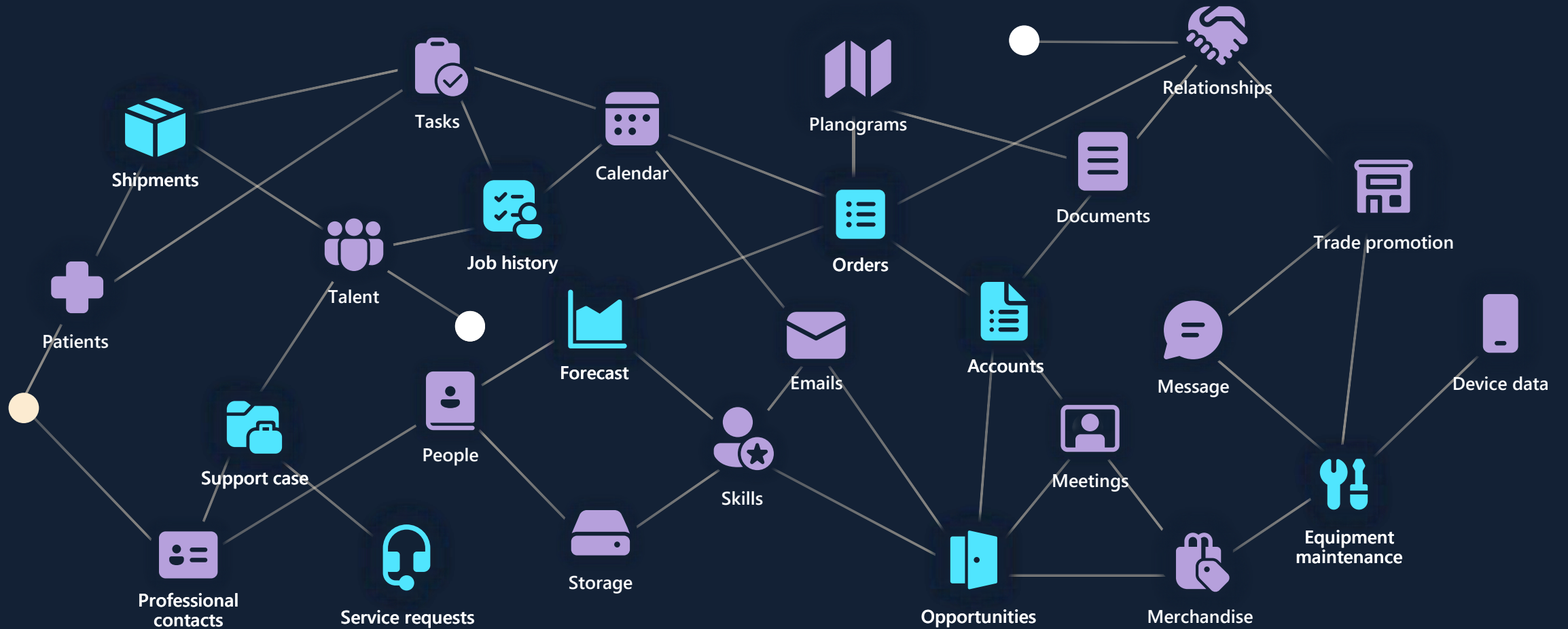


## AI

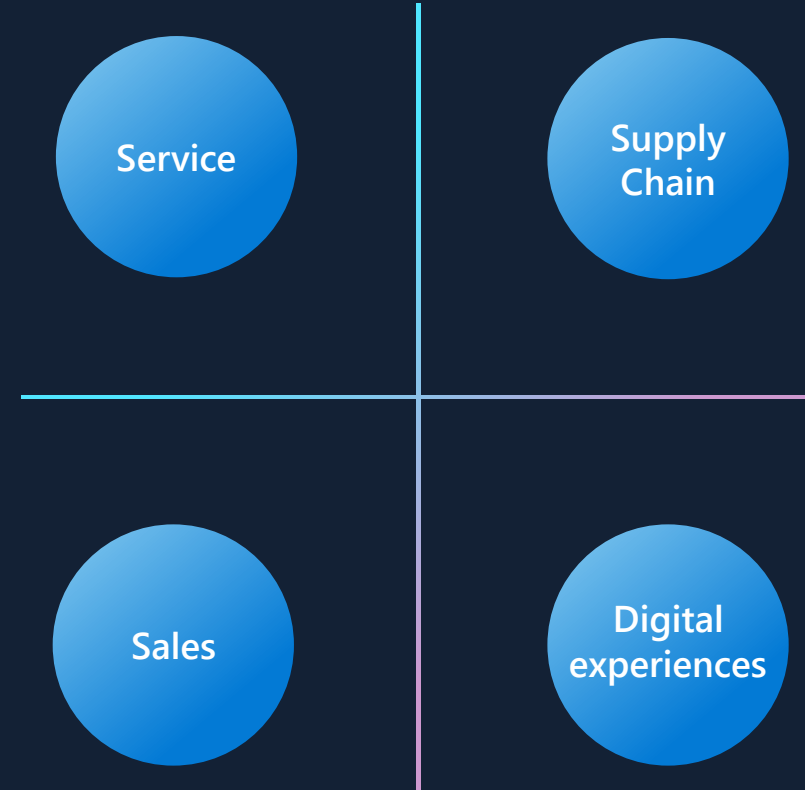
From “big data” to “big AI”  
that transforms processes

# 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

## Industry-specific components



## Microsoft 365



## Dynamics 365



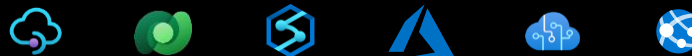
## Developer Tools



## Power Platform



## Microsoft Azure



Identity, security, management, and compliance



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**

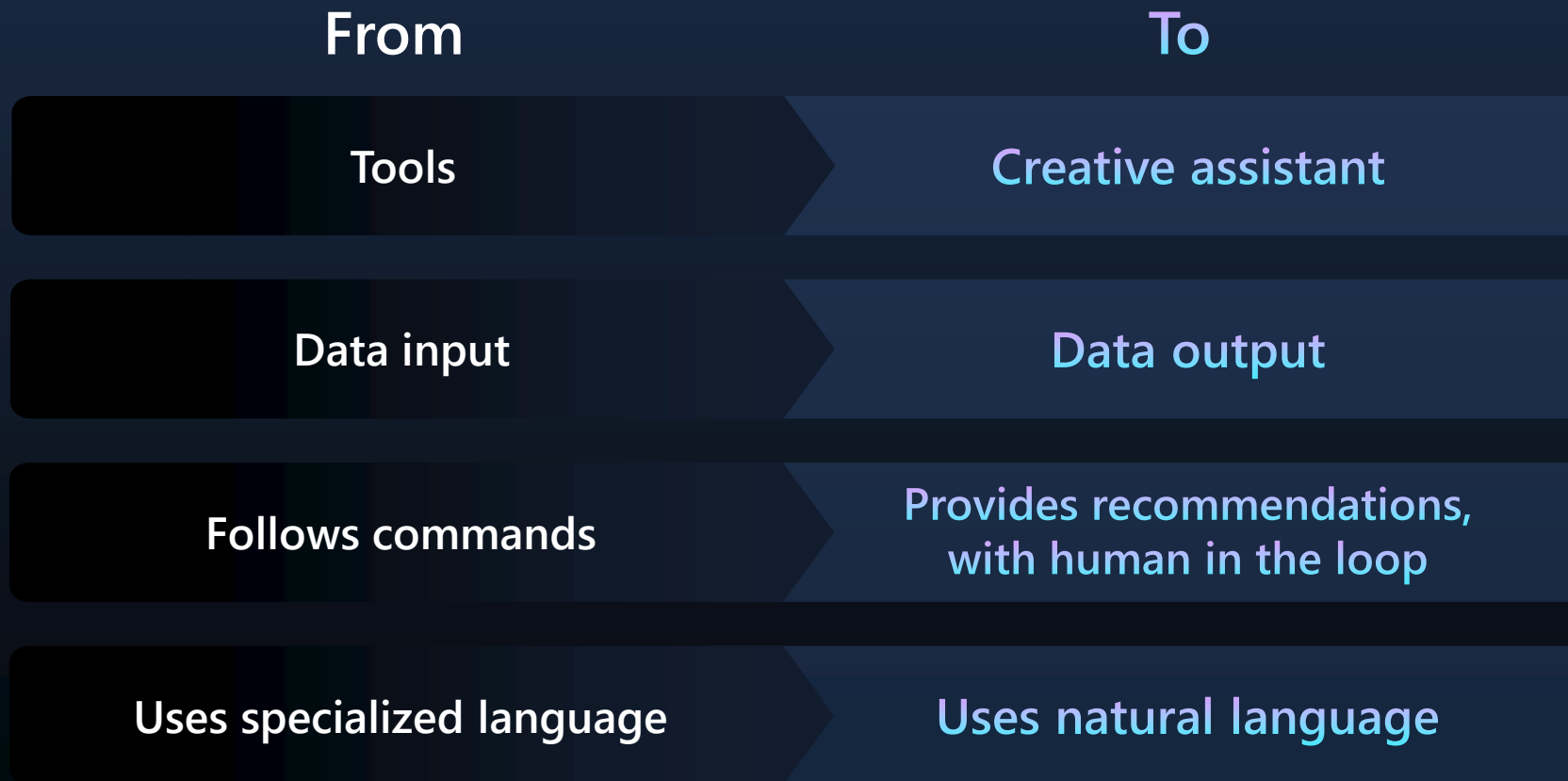
Conversational AI chatbot

**GPT-3**

Understand and generate  
natural language

# Era of the AI Copilot

## The role of technology



# The future with AI and low code

2021



<1%

2025



10%

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

<sup>1</sup> 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, Inc. 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

## 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

**Discover insights about your customers in natural language (preview)**

Use natural language to ask questions about your customers. If you are not familiar with your data sources, just type "Explain table structure and entities for my data"

How many of my VIP consumers have a high influencer score and are likely to attend an event in New York City?

AI-generated content can have mistakes. Make sure it's accurate and appropriate before using. [Read preview terms](#)

**Results**  
There are **1,277** consumers in New York City that have a high influencer score and are likely to attend an event in New York City as based on previous event attendance.

**Did you know?**  
The average age of this segment is **28.9** years old. This group attended **2.3** events on average in the last 2 years and **32.7%** have purchased a bourbon product during this same period.

**Explore further**

- How many bar owners in New York City participated in Negroni week last year?
- How many customers in New York City have a lower overall order volume in the last 3 months compared to previous order history?

[See more examples](#)

Verify your results with this SQL query

```
1 SELECT COUNT(*)
2 FROM Customer c
3 INNER JOIN Influencer i ON c.ContactID =
4 i.ContactID
5 INNER JOIN Activities a ON c.ContactID =
6 a.CustomerID
7 WHERE a.ActivityType = 'Event'
8 AND b.City = 'New York City'
9 AND i.InfluencerScore >= 80;
```

# Create engaging content

## 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

The screenshot displays the Dynamics 365 Customer Insights interface for creating an email. The main workspace shows a draft email in design mode with the Contoso logo and a photo of hands holding a small potted plant. The right-hand panel features the 'Copilot (Preview)' tool, which prompts the user to 'Describe what your content is about' and offers AI-generated suggestions for key points such as 'Announcing the eco-friendly Café A-100 Automatic', 'Watch our announcement video', 'Save energy and money', and 'Environmental approach to coffee making'. A 'Tone of voice' dropdown is set to 'Engaged', and a 'Get Ideas' button is visible at the bottom of the panel.



# Gear up for meetings

## 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

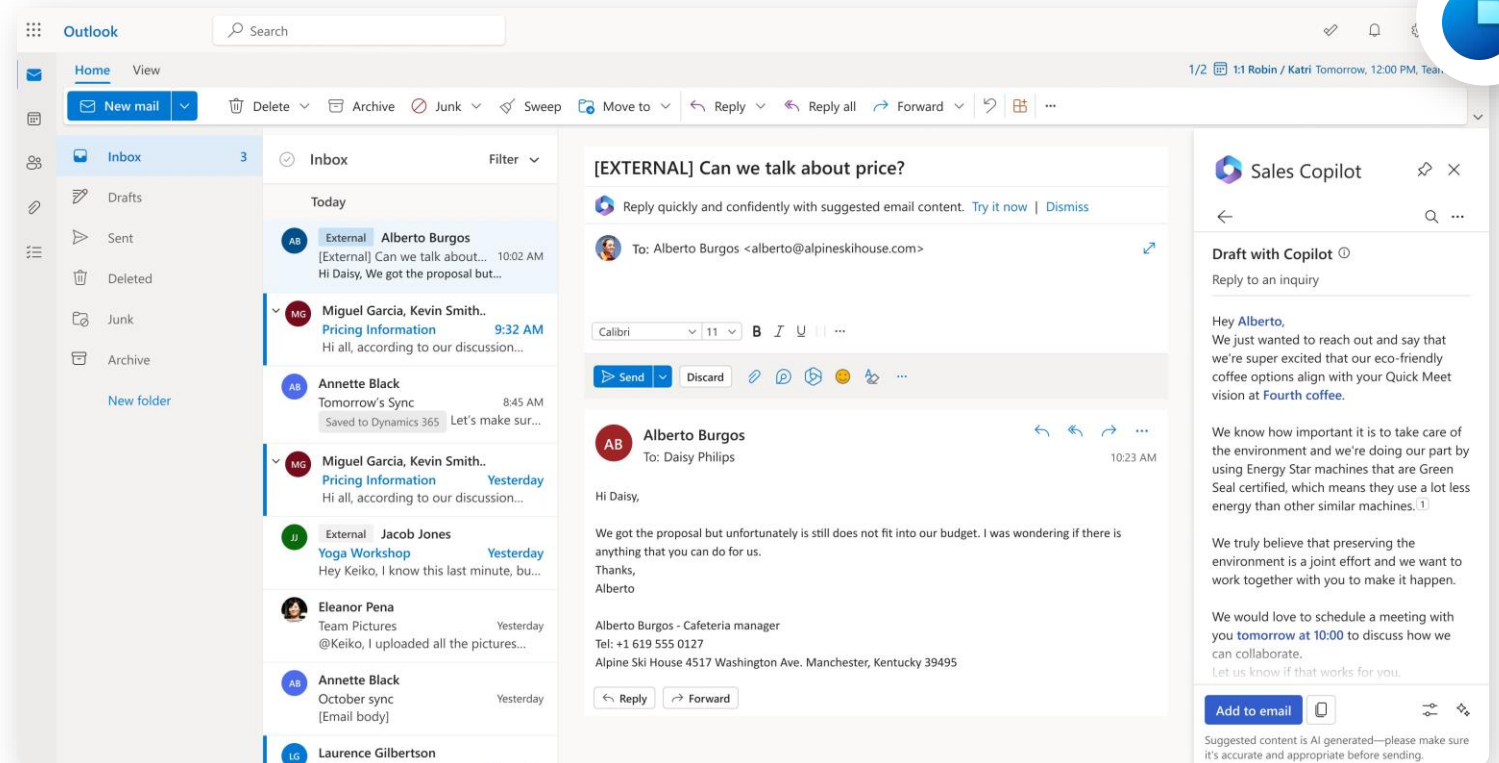
The screenshot displays the Dynamics 365 Sales interface for an opportunity titled "10 Airpot Coffee Makers for Acme". The interface includes a navigation pane on the left with options like Home, Recent, Pinned, My work, Customers, Sales, and Opportunities. The main content area shows the opportunity details, including the account "Acme Co", estimated close date "31/10/2022", and estimated revenue "\$42,000.00". A sales process progress bar is visible, showing stages: Qualify, Develop, Propose, and Close. The "Key details" section lists fields such as Title, Primary Contact (Regina Murphy), Budget Amount (\$50,750.00), Currency (US Dollar), Purchase timeframe (Unknown), Purchase process (Unknown), and Forecast category (Pipeline). The "Up next" section provides a "Check availability" prompt with a "Call" button and a "Mark complete" button. The "Opportunity score" is 91 (Grade A) and is labeled as "Improving". The "Relationship health" is "Good relationship and Steady". The "Copilot" panel on the right shows AI-generated preparation notes for a meeting with Kat Larson, dated April 20, 2023, 1:00pm. The notes summarize key points from a previous meeting and list action items: follow up on service ticket SE12345 and send price details of the Beta dispenser Machine. A "Summarise last interaction" button is also present.

# Spend less time composing emails

## 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



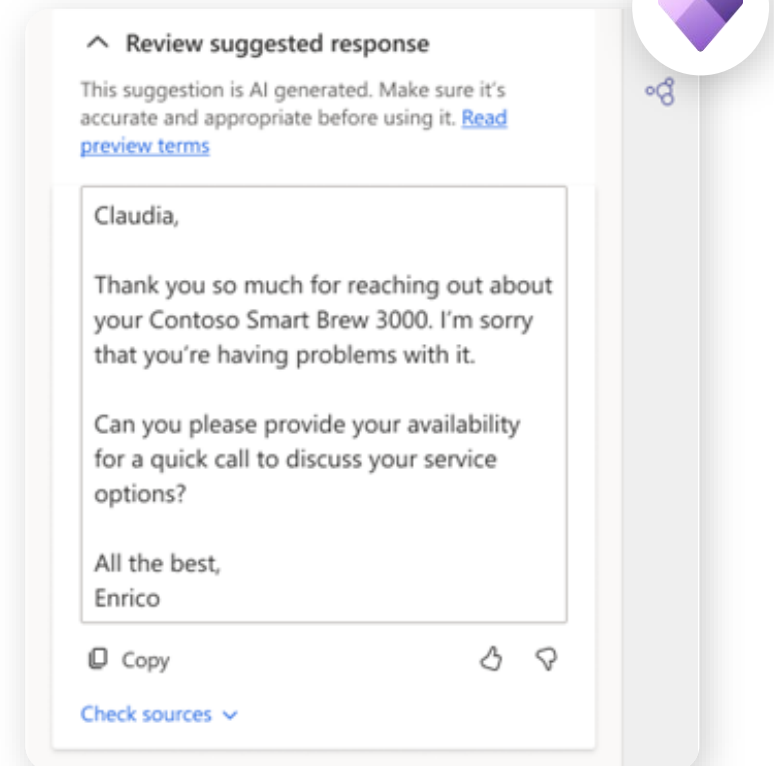
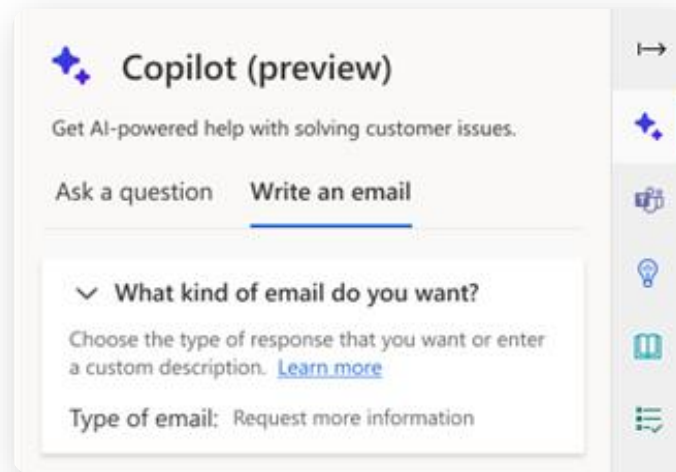
# Respond to customers with a click

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

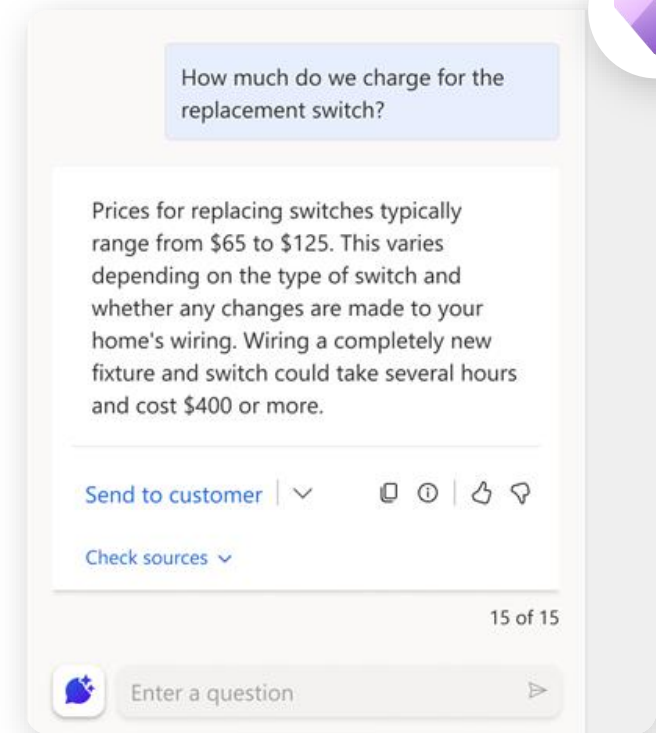
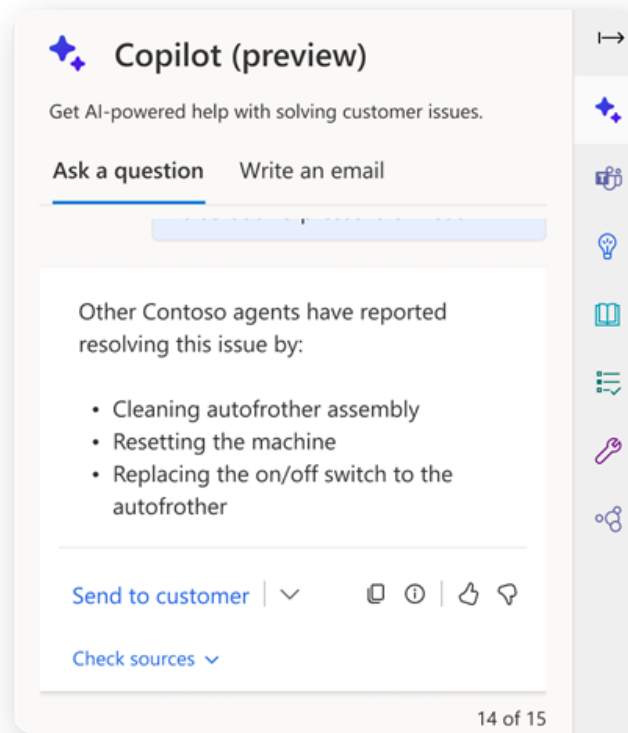


# Address more queries in less time

## 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







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

Thank you