

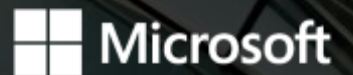


# Microsoft AI

Transforming business with artificial intelligence

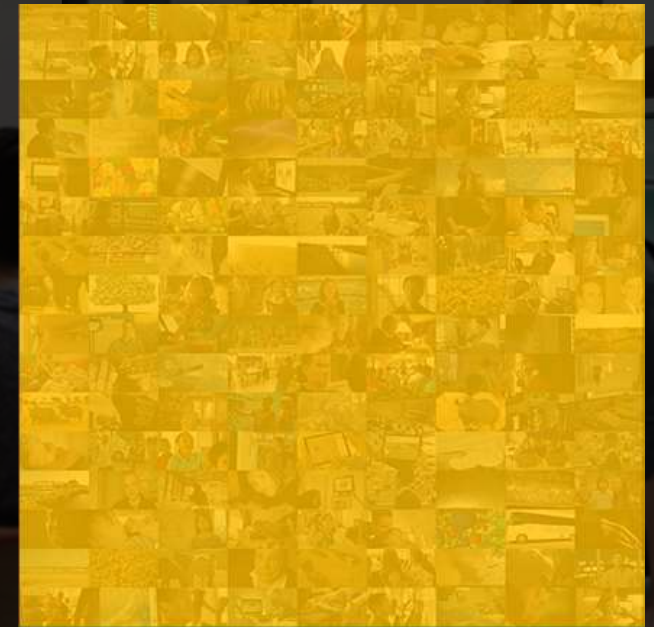
**Yos Vincenzo**

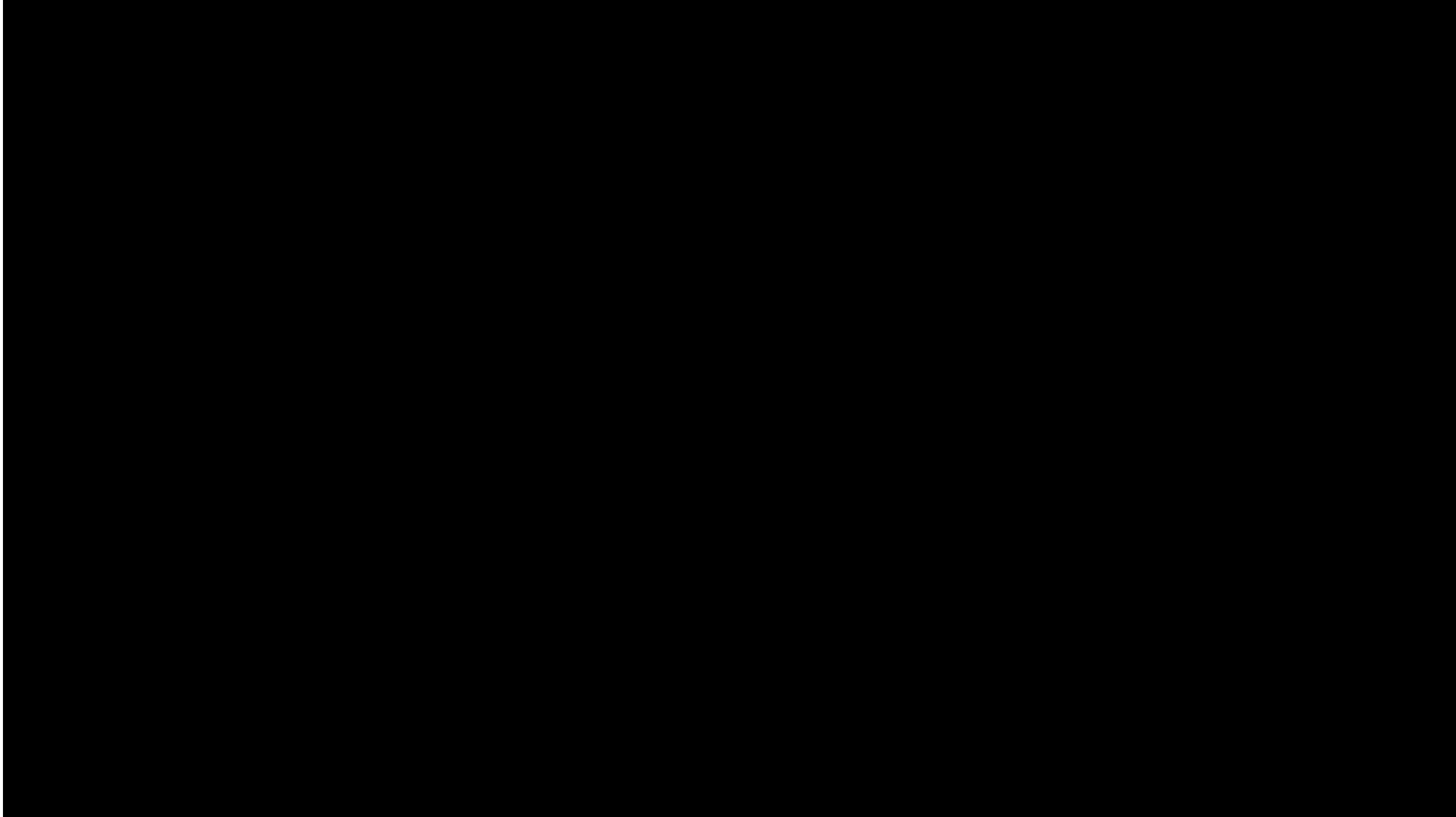
Cloud and AI business Group Lead  
Microsoft Indonesia





Empower every  
person and every  
organization  
on the planet to  
achieve more





# Why now?

**\$40B**

estimated additional  
revenue/shifting revenue  
driven by AI in three years

**85%**

Enterprises using  
AI by 2020

AI advancements

Pervasive data

Cloud compute



PC



Web



AI



# Microsoft AI advancements

**96%**

RESNET vision test  
152 layers

**5.1%**

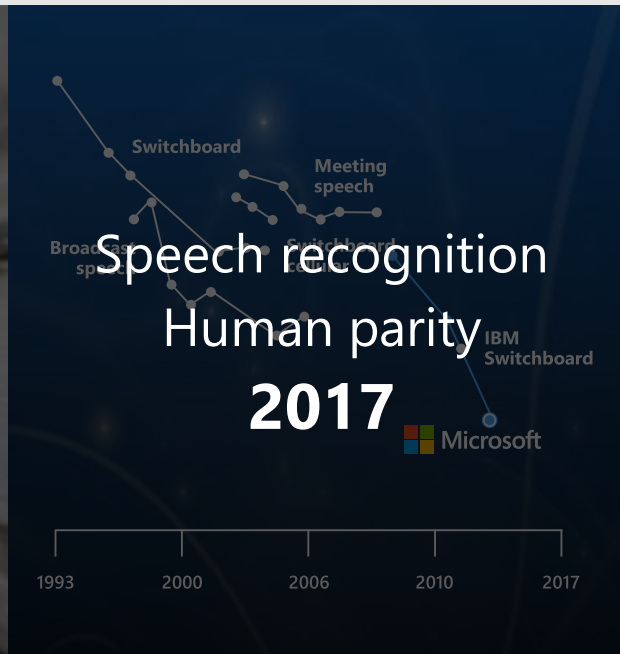
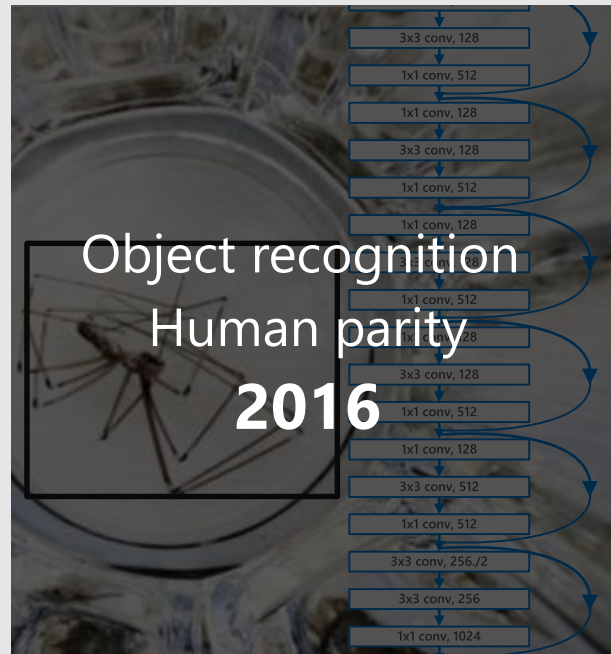
Switchboard speech  
recognition test

**88.493%**

SQuAD reading  
comprehension test

**69.9%**

MT  
research system



# The AI transformation



## Digital Agents

Transform your engagement with customers and employees



## Intelligent Apps

Leverage AI to create the future business applications



## Business processes

Transform critical business processes with AI

# Digital Agents

**95%** **Customer interactions**  
powered by AI bots including  
telephone and online by 2025



**Engage customers**  
Build a loyal customer base  
with a 24/7 customer-centric  
approach to your business



**Empower employees**  
Increase employee productivity and  
allow for focus on innovation by  
freeing up time through automation



"By using Microsoft Azure Bot Service and Cognitive Services ... we've been able to continue our own Progressive journey of digital innovation and do it in an agile, fast, and cost-effective way."

—Matt White: Marketing Manager, Personal Lines Acquisition Experience

Progressive Insurance

"Our level of speed and agility would be very difficult to replicate with other tools. In the first four months ... we've updated the models at least 75 times. By using the Microsoft tools, we're ensuring constant improvement and a better customer experience."

—Matt White: Marketing Manager, Personal Lines Acquisition Experience

Progressive Insurance



# ***PROGRESSIVE<sup>®</sup>***





## Customer need

Improve customer support and increase agent productivity

## Impact

600 million technical support contacts per year

70% of support cases handled by AI

# Intelligent apps

**75%**

**Applications including AI**

By 2018, 50% of apps will include some form of AI



## **App innovation**

Infuse AI into existing apps to improved user experience



## **Knowledge extraction**

Backend-infused applications will leverage latent value in content



THOMSON REUTERS

## Customer need

Modernize web experience and increase customer engagement

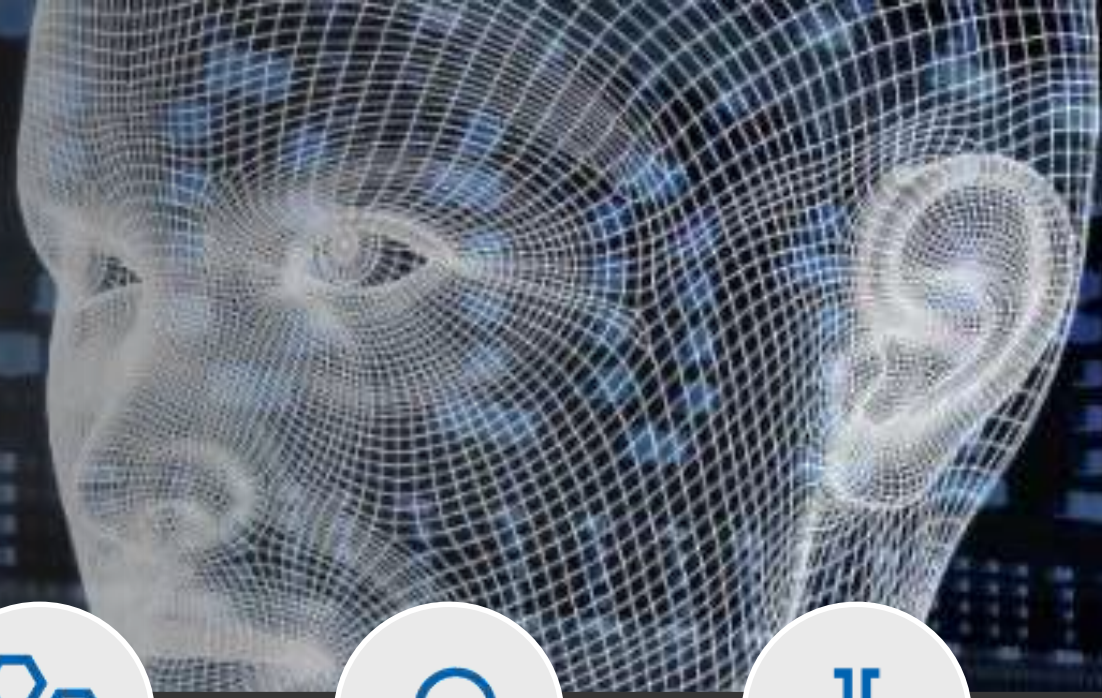
## Impact

Automatic video recommendation based on article content increased views by 4% and completion rate to 80%.



# Microsoft Cognitive Services

Give your apps a human side



## Vision

From faces to feelings, allow your apps to understand images and video



## Speech

Hear and speak to your users by filtering noise, identifying speakers, and understanding intent



## Language

Process text and learn how to recognize what users want



## Knowledge

Tap into rich knowledge amassed from the web, academia, or your own data



## Search

Access billions of web pages, images, videos, and news with the power of Bing APIs



## Labs

An early look at emerging Cognitive Services technologies: discover, try and give feedback on new technologies before general availability

# Why Microsoft Cognitive Services?

## Easy

Roll your own with REST APIs  
Simple to add: just a few lines of code required



## Flexible

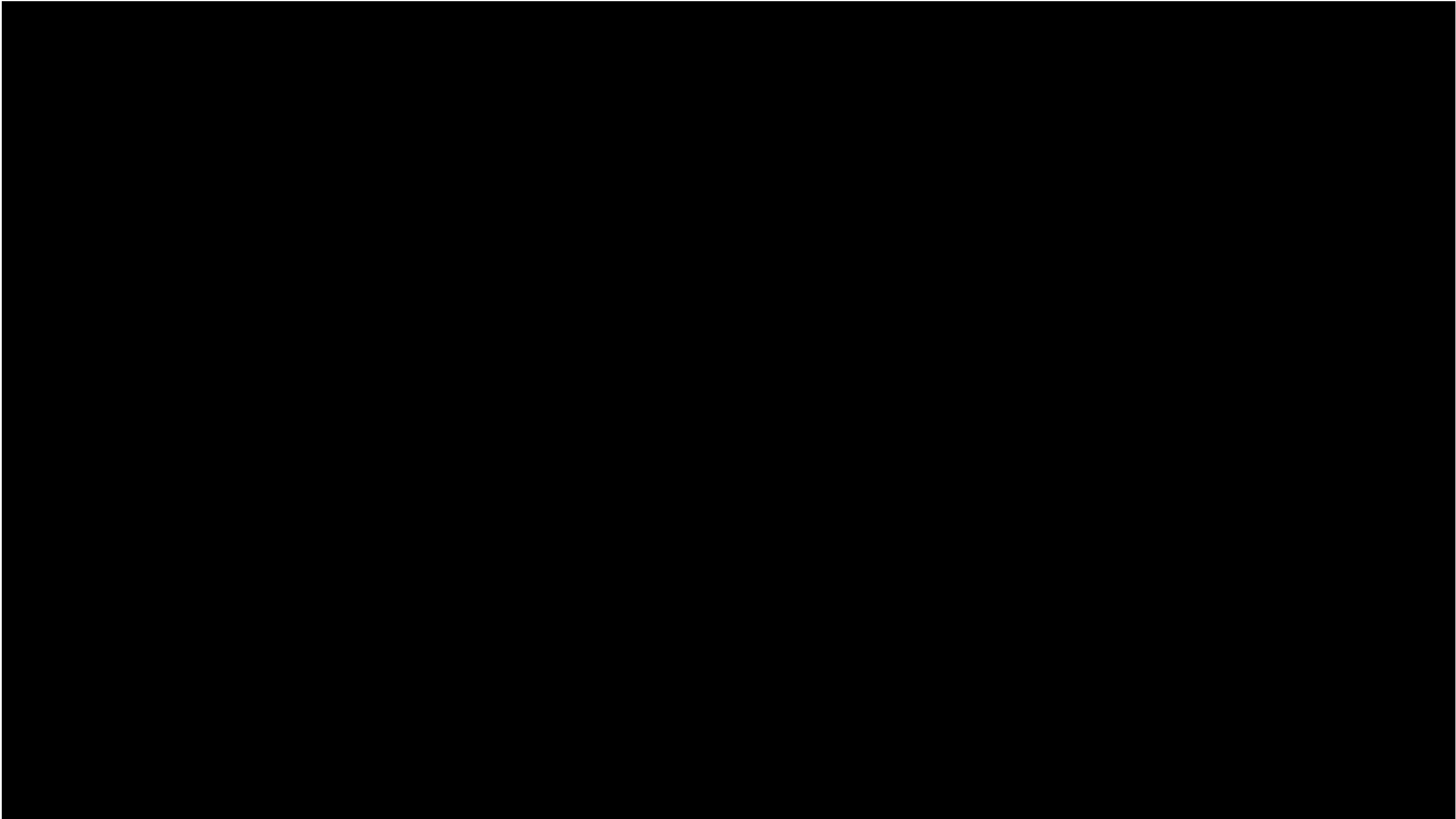
Integrate into the language and platform of your choice  
Breadth of offerings helps you find the right API for your app  
Bring your own data for your custom experience



## Tested

Built by experts in their field from Microsoft Research, Bing, and Azure Machine Learning  
Quality documentation, sample code, and community support







rosoft

# RINNA

Sahabatmu, selalu bersama kamu



Bagaimana cara menjadi teman




Hai, aku Rinna, remaja dengan kecerdasan buatan (AI).

Cari @rinnaid di LINE, dan yuk kita chatting



← → ↻ <https://qnamaker.ai/>  


 [Sign In](#)

[QnA Maker](#) PREVIEW [My services](#) [Create new service](#) [Documentation](#) [Feedback](#)

# From FAQ to Bot in minutes.

Build, train and publish a simple question and answer bot based on FAQ URLs, structured documents or editorial content in minutes.

[GET STARTED >](#)



The screenshot shows a chatbot interface with a white background and a blue border. It displays a conversation between a user (represented by a blue circle) and a bot (represented by a grey circle). The user asks, "What are your hours today?" and the bot responds, "We are open from 7AM – 10PM." The user then asks, "Do you have a gluten free menu?"

## Copy, paste... Bot!

Create bot dialogue as easily as pasting in a URL or filling in a table.



# The Microsoft Cognitive Toolkit

A free, easy-to-use, open-source, commercial-grade toolkit that trains deep learning algorithms to learn like the human brain.


GET STARTED >

<https://www.microsoft.com/en-us/cognitive-toolkit/>



Microsoft Translator

Conversation Text Apps Help Microsoft Translator for Business

 PREVIEW

# Break the language barrier

Translated conversations across devices, for one-on-one chats and for larger group interactions.

Join conversation Start conversation


Conversation code ?

Your name ?






Your language ?

Enter

[Privacy & cookies](#) | [Services Agreement](#)

 **Get the app**

Use the Translator app on any device to start and join a translated conversation!

Android, Amazon, iOS, Windows and Powerpoint

## How this works



Click on "Start conversation", log in and enter your name and language.



Share the conversation code with other participants, who can join using the Translator app or website



Speak or type in your language to communicate with other participants in the conversation. Other participants will see your messages in their own language.



## Presentation Translator, a Microsoft Garage project

[DOWNLOAD NOW](#)



# Our values and principles



Enable people



Inclusive design



Build trust in technology





Our strategy is to build best-in-class **platforms** and productivity services for an **intelligent cloud and an intelligent edge** infused with **artificial intelligence** ("AI").

# Microsoft Data+AI solution



Extensible  
AI services



Open  
AI tools



Powerful  
Infrastructure

---

Rapid time to market with an  
**agile and productive  
AI platform**



On-premises



Edge



Cloud



AI Built-in

---

Gain transformative insights with a  
**comprehensive platform  
for your data estate**



The  
Trusted  
Cloud



AI  
Business  
Solutions



Over  
650,000  
Partners

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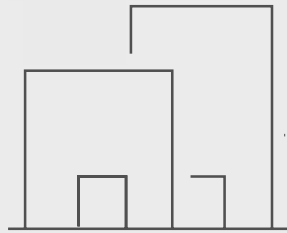
Innovate with confidence with  
**enterprise-proven  
solutions**

# Microsoft Data+AI solution

AI over any data, anywhere

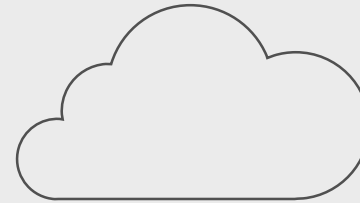
1

Productive  
AI platform



On-premises data

← Hybrid →



Cloud data

2

Comprehensive  
Enterprise data estate



LOB



CRM



Graph



Image



Social



IoT

3

Enterprise-proven  
solutions



# The future of AI

"The best way to predict  
the future is to invent it."

– Alan Kay