

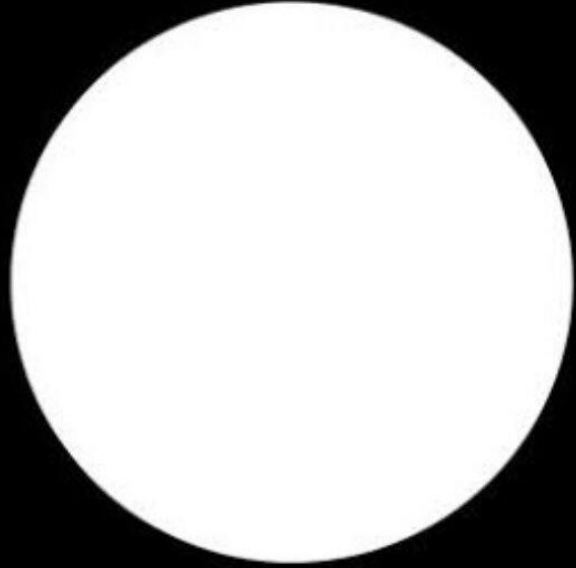


Copilot i Dynamics 365 Commerce

Kurt Hatlevik



GPT-4

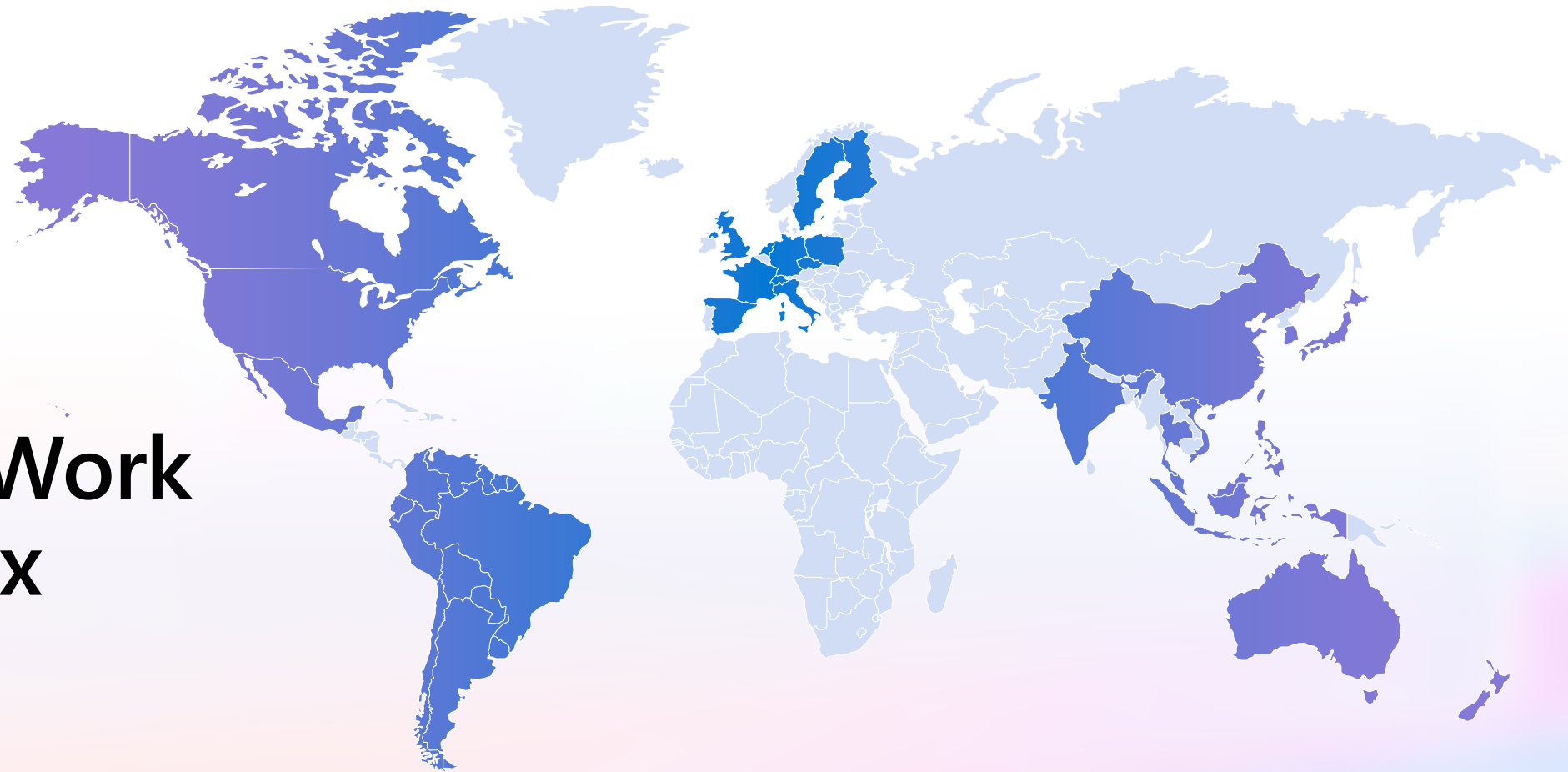


GPT-5



Microsoft Work Trend Index

<http://aka.ms/wti>



 **31,000** Personer

 **31** land

 Microsoft 365, LinkedIn,
Glint People Science + academic research

Digital gjeld koster oss innovasjon

64%

av ansatte har ikke nok
tid eller energi til å utføre
jobben sin

57%

av ansattes tid
brukes på
kommunikasjon

43%

av ansattes tid
brukes på å
skape

En ny AI-ansatt-allianse

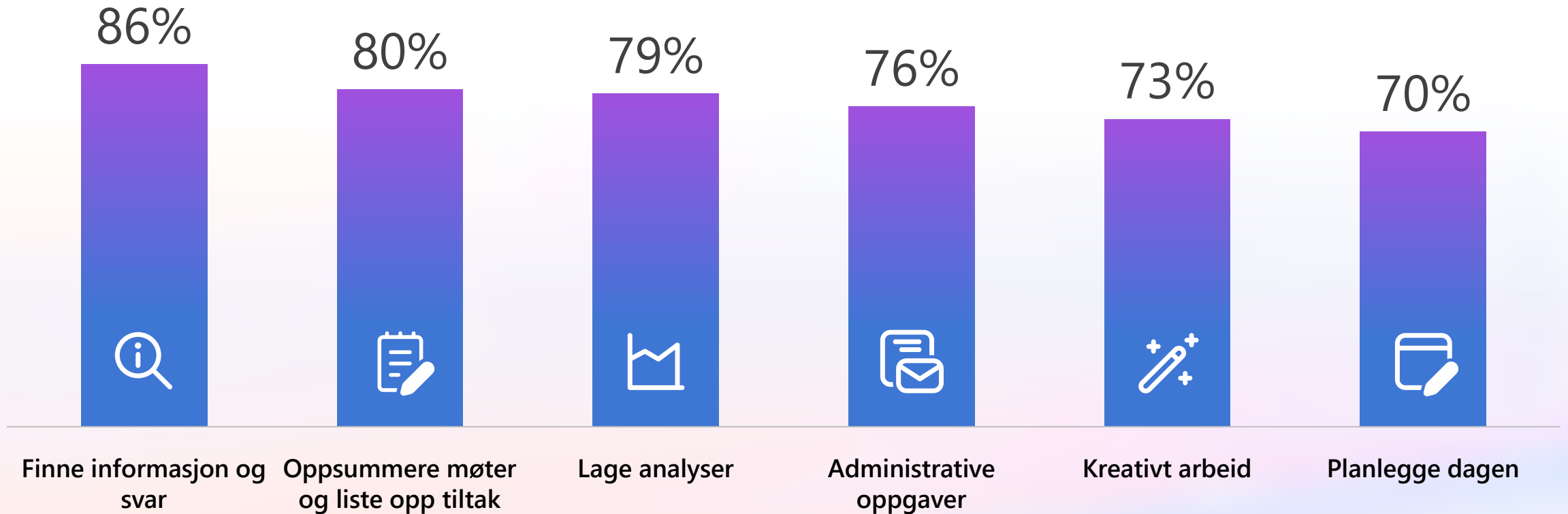


av folk sier de er bekymret for at AI vil erstatte jobbene deres.

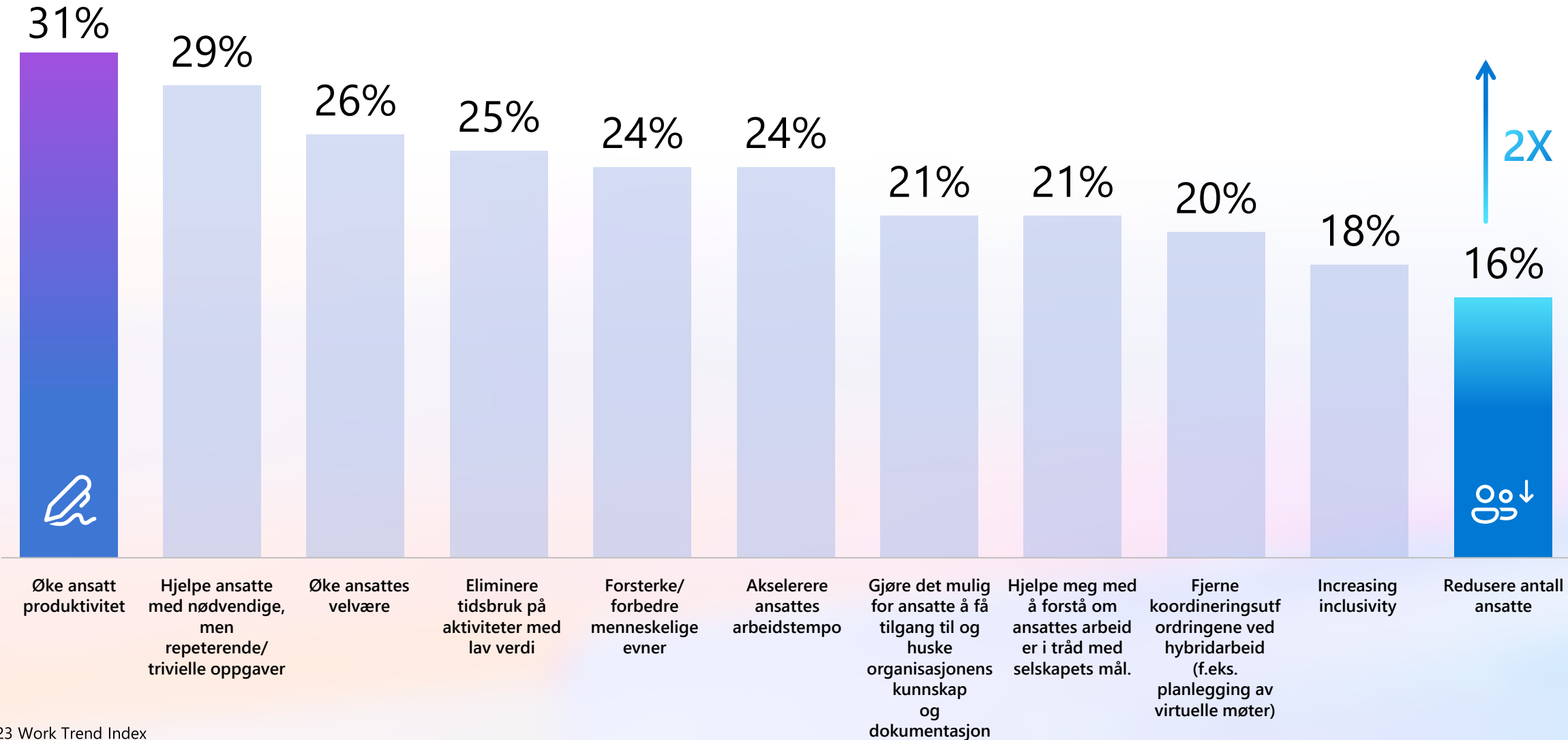


ville delegere så mye arbeid som mulig til AI for å redusere arbeidsmengden deres.

Hva medarbeidere ønsker fra AI



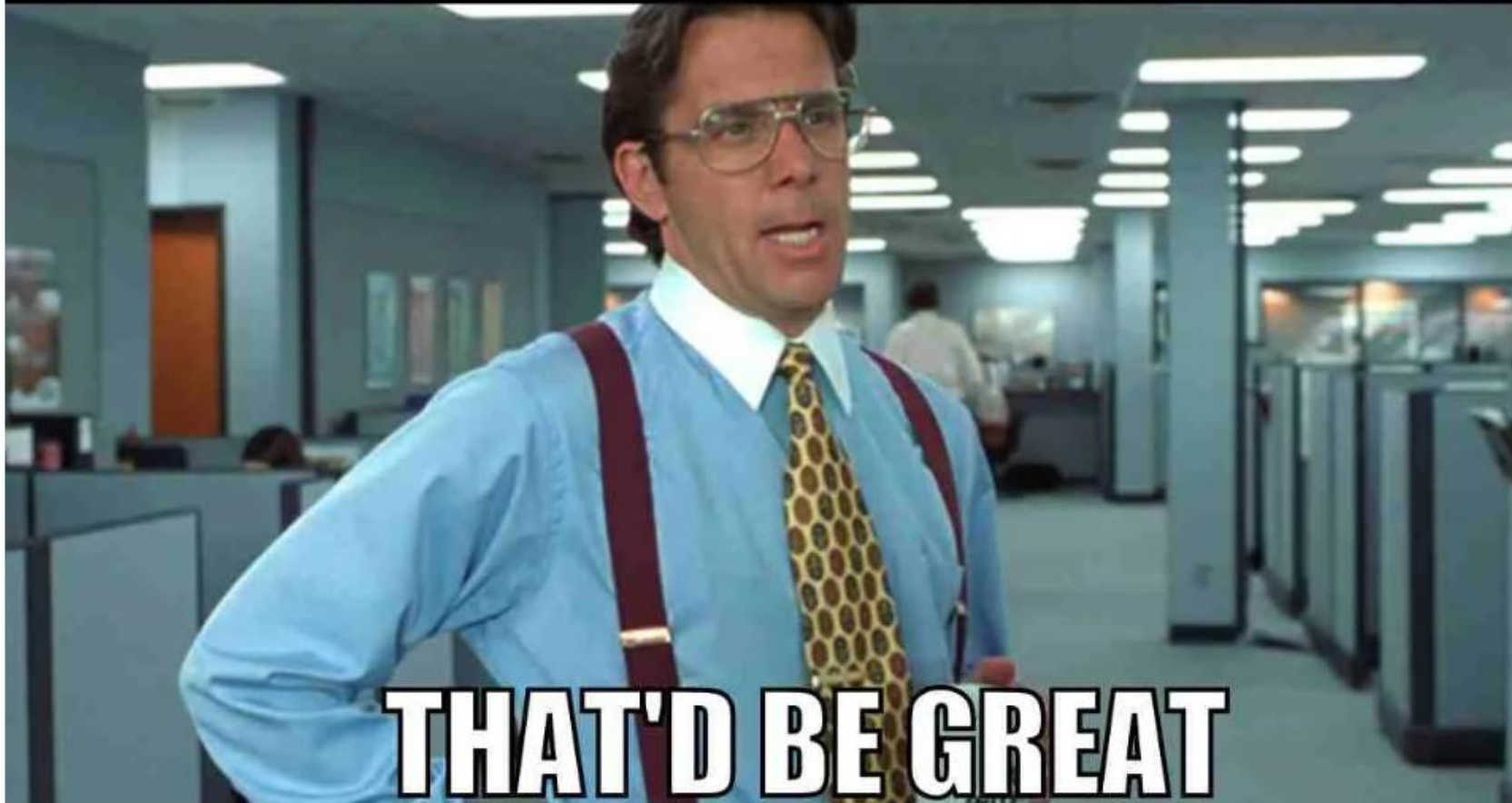
Hva ledere vil ha fra AI



Kilde: 2023 Work Trend Index

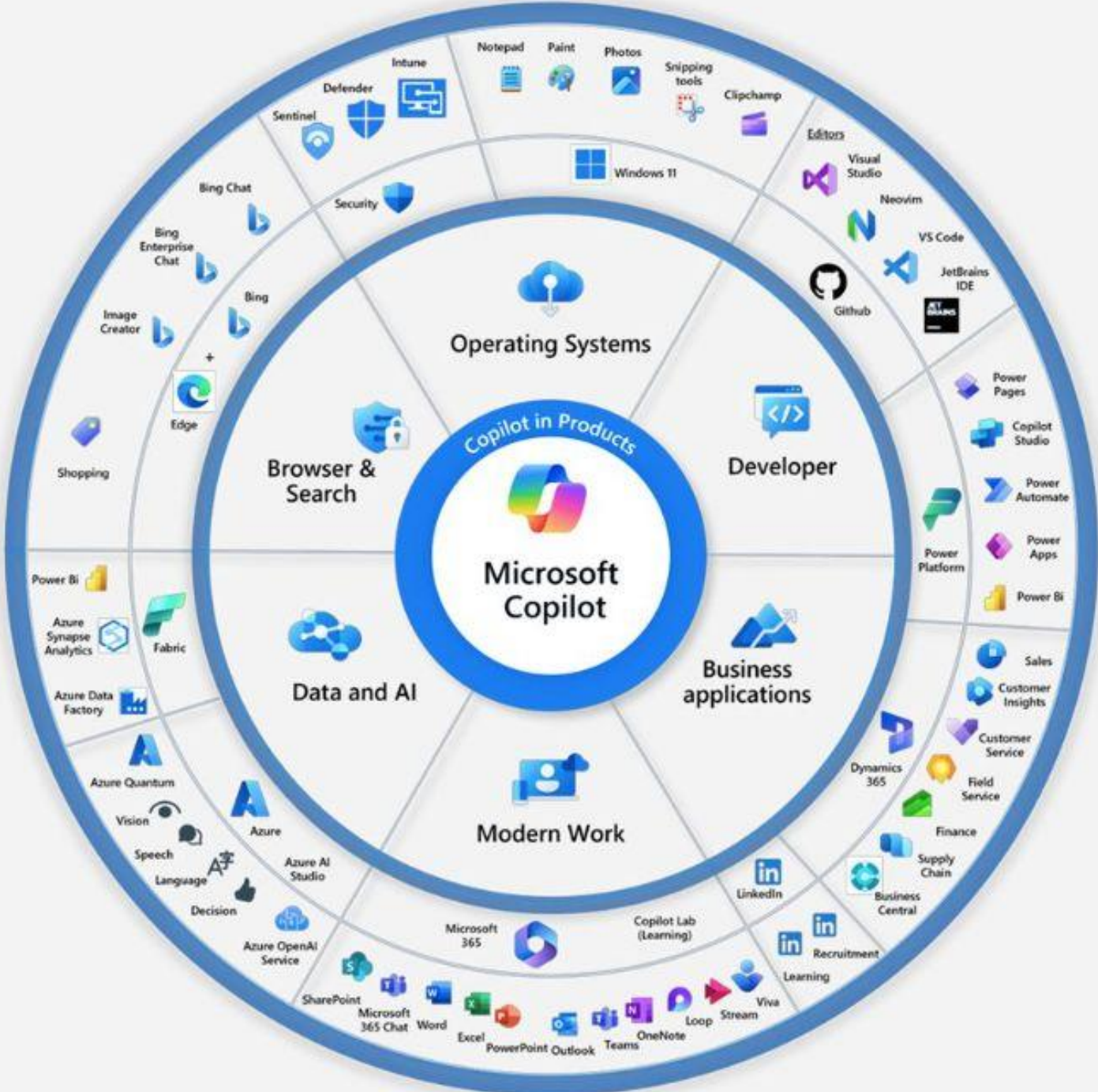
Oppsummert

**IF YOU COULD JUST SEND AN EMAIL
INSTEAD OF CALLING ANOTHER MEETING**



THAT'D BE GREAT

Copilot overall



Topp bruksområder for CoPilot innenfor detaljhandel og handelsindustri





Copilot i Dynamics 365 Commerce - Visjon

Copilot i POS (Butikk ansatte)

Copilot jobber sammen med deg og bidrar til å øke produktiviteten din i butikken

- Spørsmål og svar
- Innebygget veiledning
- Innebygget automatisering
- Innsikt og rapporter

Copilot i HQ (Back-office funksjoner)

Copilot jobber ved siden av deg for å hjelpe med å konfigurere og administrere operasjonene i Dynamics 365

- Spørsmål og svar
- Innebygget veiledning
- Innebygget automatisering
- Innsikt og rapporter
- Produkt beskrivelser

Copilot i Site Builder (Innholds/Web designer)

Copilot jobber ved siden av deg for å hjelpe deg med å administrere e-handelsnettstedene dine mer effektivt.

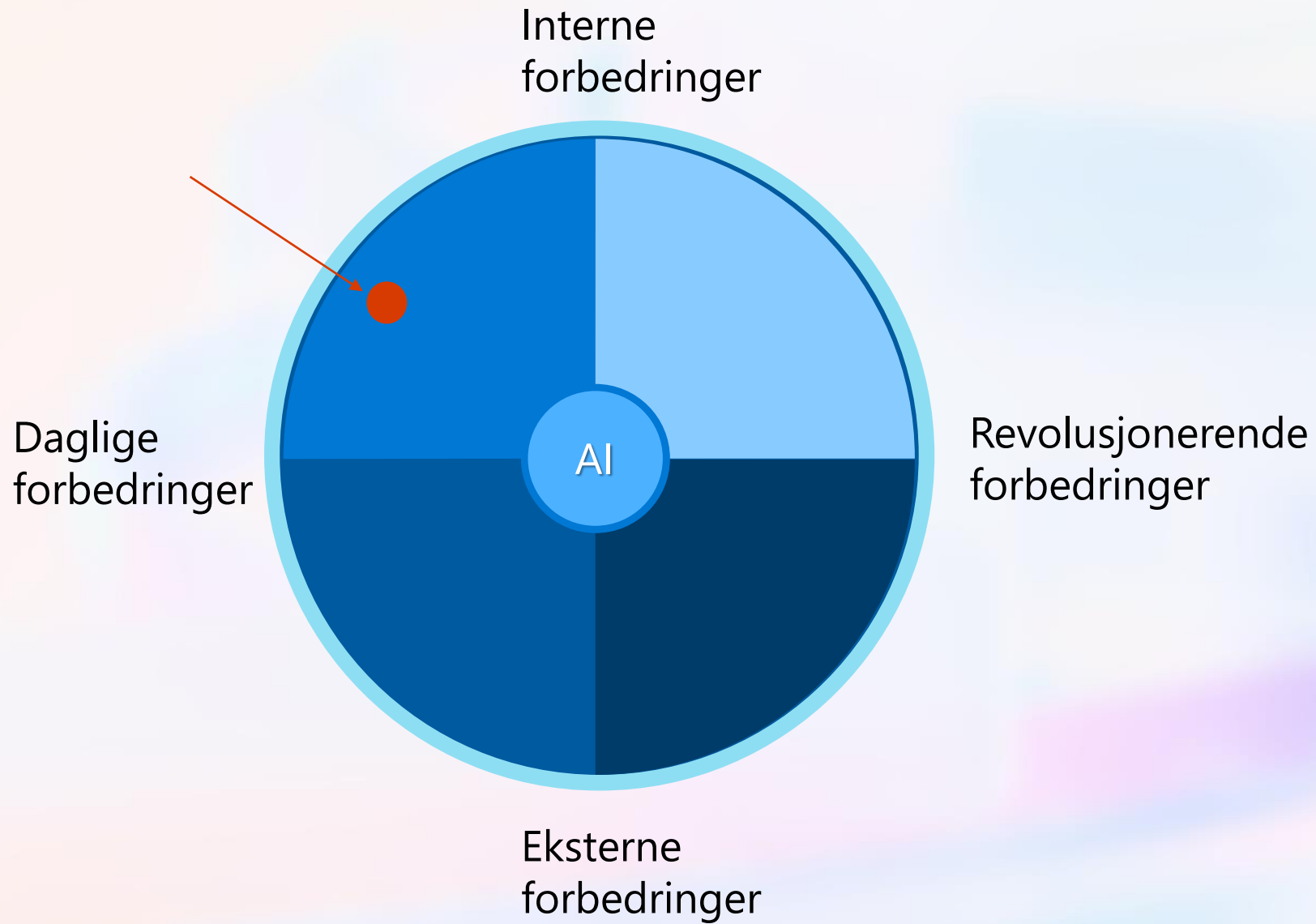
- Produkt berikelse(*)
- Innholdsberikelse
- Oppsettelse av sider
- Bilde variasjoner
- Innsikt og rapporter

(*Først ut)

Copilot i eCommerce (konsument/B2B kjøper)

Copilot gir dine B2B-kjøpere engasjerende og personlige opplevelser.

- Assistert volum kjøp
- Personaliserte ordremaler
- Sammendragdashbord
- AI-forsterkede samtaler for å assistere med
 - Varesøk
 - Produkt anbefalinger
 - Chatbot
 - Status på ordrer
 - Beholdnings informasjon





Copilot in Sitebuilder

Produkt beskrivelser

[Demo 1](#)



Dynamics 365

* Kun EN-US + USA data senter i preview

Dynamics 365 Commerce

Save Preview Share Refresh Save as new layout Dependencies History

Vareno Sleeping Bag Published

Target: Default

Outline:

- Vareno Sleeping Bag
 - Default page (Required)
 - Header slot
 - Sub header slot
 - Main slot
 - Container 4
 - Text block
 - Active image
 - Buybox container (Required)
 - Buybox (Required)
 - Spacer (Required)
 - Ethical sleeping bag
 - Ratings
 - Container 3
 - Enrich container with 2 col
 - Sub footer slot
 - Footer slot

Buy 2 or more surf products and get 25% off! [Shop now](#)

Adventure Works Search Adventure Works Store locator Sign in

Nature first

Experience the Best Night's Sleep Anywhere with the Vareno Sleeping Bag. Designed with outdoor enthusiasts in mind, this sleeping bag is perfect for your next hiking or camping adventure. The Vareno Sleeping Bag features extra fill in the footbox providing superior warmth and comfort, so you can rest easy no matter what the weather brings. Our sleeping bag is available in Long, Medium, Petite, and Short sizes, as well as Indigo and Jungle Mist colors, ensuring you find the perfect fit and style for your needs. Whether you are a seasoned adventurer or just getting started, the Vareno Sleeping Bag is a reliable choice that will keep you cozy and comfortable. Don't settle for anything less than the best night's sleep.

Choose the Vareno Sleeping Bag and make your next outdoor experience unforgettable.

Buy now for only \$120.00.

Generate content with Copilot

Use Dynamics 365 Copilot to help you write content for product enrichment. Fill in the inputs below to define your product enrichment parameters and Copilot will generate a suggestion.

Content is generated by AI which can have mistakes. Please review the suggested content to make sure it is accurate and appropriate prior to use. Please review the [preview terms](#) to learn more.

Select product information

Please choose product information for content creation. If the information is not available, it needs to be configured for Copilot to use it as an option for content creation.

- Product name (required)
- Price
- Dimensions
- Product description
- Product attributes

Insulation Type: [Dropdown]

Size, Color: [Dropdown]

Tell Copilot what kind of enrichment content you want to create

Draft with Copilot PREVIEW

Describe in your own words what kind of product enrichment content you want to create.

0/500

Generate

Cancel

Buy 2 or more surf products and get 25% off! [Shop now](#)


Adventure Works Search Adventure Works Store locator Sign in

Nature first

Experience the Best Night's Sleep Anywhere with the Vareno Sleeping Bag. Designed with outdoor enthusiasts in mind, this sleeping bag is perfect for your next hiking or camping adventure. The Vareno Sleeping Bag features extra fill in the footbox providing superior warmth and comfort, so you can rest easy no matter what the weather brings. Our sleeping bag is available in Long, Medium, Petite, and Short sizes, as well as Indigo and Jungle Mist colors, ensuring you find the perfect fit and style for your needs. Whether you are a seasoned adventurer or just getting started, the Vareno Sleeping Bag is a reliable choice that will keep you cozy and comfortable. Don't settle for anything less than the best night's sleep.

Choose the Vareno Sleeping Bag and make your next outdoor experience unforgettable.

Buy now for only \$120.00.



Vareno Sleeping Bag

SKU:65500

Price **\$120.00**

Size: Long Medium Petite Short

Color: Indigo Jungle Mist

The maximum quantity to purchase for this product is 5.

ADD TO BAG

More ways to shop

Description

When you've been hiking all day, surrounded by nature, complete the perfect day with the best night's sleep. The Vareno Mummy Bag was designed with you in mind with extra fill in the footbox to keep you comfortable and warm no matter what the weather. Get up the next morning ready for the rest of the journey.

Adventure Works © Adventure Works, 2021 All rights reserved Terms of Use Privacy Policy

Save Preview Share Refresh Save as new layout Dependencies History

Vareno Sleeping Bag Published

- Target Default
- Outline
 - Vareno Sleeping Bag
 - Default page (f
 - Header slo
 - Sub heade
 - Main slot
 - Contai
 - Te
 - Ac
 - Buybo
 - Bu
 - Sp
 - Ethical
 - Rating
 - Contai
 - Enrich
 - Sub footer
 - Footer slot

Buy 2 or more surf products and get 25% off! Sh

Adventure Works

Store locator

Introducing the Vareno Mummy Sleeping Bag

After a tiring day exploring nature, nothing beats a great night's sleep. The Vareno Mummy Sleeping Bag is designed with premium comfort in mind. The extra fill in the footbox ensures that you stay cozy and warm no matter the weather.

Available in multiple sizes - Long, Medium, Petite, and Short, and two fantastic colors - Indigo and Jungle Mist, the Vareno Sleeping Bag is perfect for all your camping needs.

Our innovative insulation technology ensures that you won't have to worry about feeling chilly in the middle of the night. Plus, our designers have crafted an attractive sleeping bag that looks great and feels even better.

Complete your hiking adventures or camping trip with a great night's sleep in the Vareno Mummy Sleeping Bag.

Get ready for the rest of your journey with Vareno.

Don't wait any longer, order yours now for only \$120.00

Generate content with Copilot PREVIEW

Use Dynamics 365 Copilot to help you write content for product enrichment. Fill in the inputs below to define your product enrichment parameters and Copilot will generate a suggestion.

Content is generated by AI which can have mistakes. Please review the suggested content to make sure it is accurate and appropriate prior to use. Please review the [preview terms](#) to learn more.

Update product information

Copilot suggested enrichment content

Source

Heading 1 | Font | Size | A | A

Introducing the Vareno Sleeping Bag

Are you an avid hiker who loves to explore the great outdoors? If so, we have the perfect product for you - the Vareno Sleeping Bag!

Designed with the utmost care and attention to detail, this mummy bag will provide the best night's sleep you'll ever have. Our extra footbox fill will keep you warm and cozy, no matter the weather.

body h1

Enter a prompt AI-generated content may be incorrect

Add more details for Copilot to generate

0/500

Use response

Cancel

Dynamics 365 Commerce

Save Reset to default

Dynamics 365 Commerce Copilot settings

Set your Dynamics 365 Commerce Copilot prompt parameters to streamline content generation to fit your company's voice and style.

Tones (4) Edit

Choose tone options for Copilot to craft the tone of the message that fits your brand. Also, by preselecting tones, you can set your preferred default tones for generating content with Copilot.

- Informative *(preselected)*
- Luxurious
- Exciting *(preselected)*
- Inspiring *(preselected)*

Target clients (4) Edit

Choose target client options for Copilot to craft to tailor the message for your intended audience. Also, by preselecting target clients, you can set your preferred default target clients for generating tailored content with Copilot.

- Athletes
- Outdoor enthusiasts
- Luxury shoppers
- Adventure seekers

Content filtering

Use content filtering to control what themes appear in your Copilot generated content.

Content theme	Restriction
Religious products and services	<input checked="" type="checkbox"/> On
Alcoholic beverages	<input type="checkbox"/> Off
Tobacco and smoking accessories	<input type="checkbox"/> Off
Soft drugs (cannabis and related products)	<input checked="" type="checkbox"/> On
Weapons, firearms and ammunition	<input checked="" type="checkbox"/> On

Tones

Choose tone options for Copilot to craft the tone of the message that fits your brand. Also, by preselecting tones, you can set your preferred default tones for generating content with Copilot.

Informative, Luxurious, Exciting, Inspiring

- Informative
- Persuasive
- Exciting
- Inspiring
- Motivational
- Serious
- Humorous
- Playful
- Thought-provoking
- Trendy
- Nostalgic
- Luxurious
- Authentic
- Educational
- Emotional
- Personalized
- Trustworthy
- Reassuring
- Innovative
- Empathetic

Apply

Target clients

Choose target client options for Copilot to craft to tailor the message for your intended audience. Also, by preselecting target clients, you can set your preferred default target clients for generating tailored content with Copilot.

Athletes, Outdoor enthusiasts, Luxury shoppers, Adventure seekers

- Athletes
- Outdoor enthusiasts
- Watersports enthusiasts
- Adventure seekers
- Home decorators
- Modern design enthusiasts
- Jewelry lovers
- Luxury shoppers
- Pet owners
- Fashion enthusiasts
- Beauty enthusiasts
- Skincare enthusiasts
- Health and wellness seekers
- Technology enthusiasts
- Working professionals
- Home Office professionals
- College students and graduates
- Urban gardeners
- Eco-Conscious consumers
- Horticulturists and landscape designers

Apply



Copilot in Sitebuilder

Lage produkt beskrivelser

[Demo](#) 2 Produkt beskrivelser*



Dynamics 365

* Kun EN-US + USA data senter | preview



Copilot in POS

Turbocharge your store associates to provide better customer service and boost sales

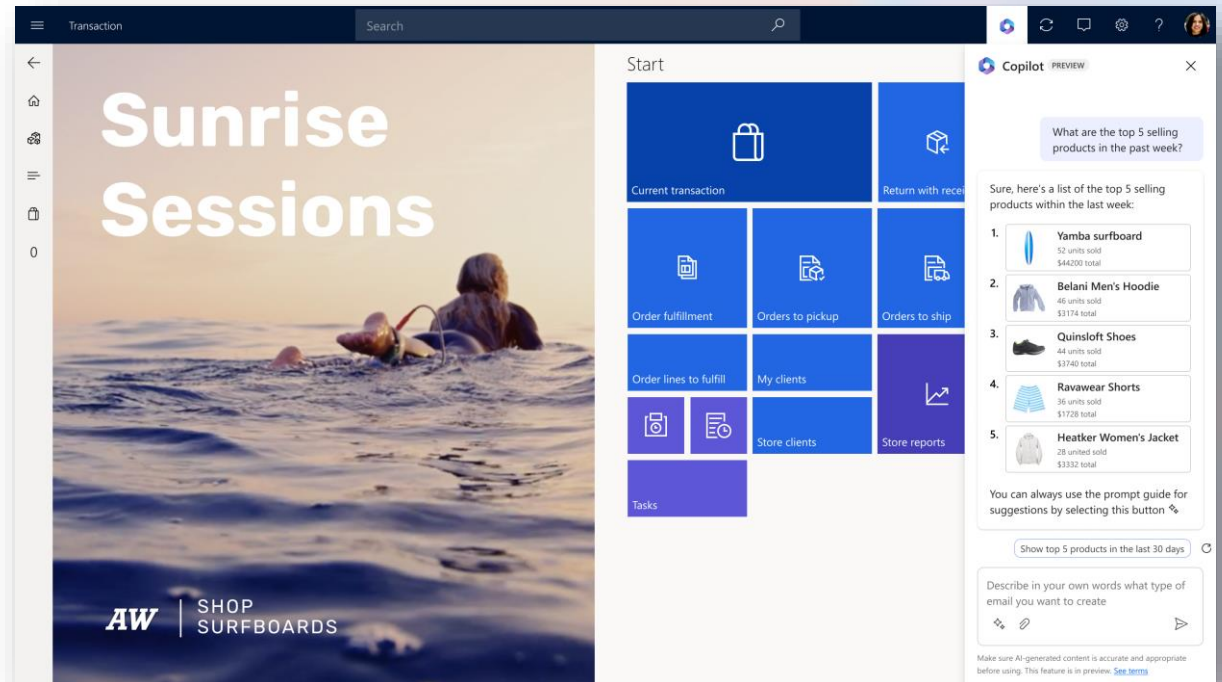




Spørsmål og svar I POS

GPT kan svare på butikkmedarbeidernes spørsmål i sanntid.

- Butikkmedarbeidere har ofte spørsmål om kunder, produkter, butikkens lagerbeholdning eller ordrer, men det er ikke enkelt å finne denne informasjonen hvis det ikke er tilgjengelige ferdiglagde rapporter eller raske oppslag
- GPT-drevet spørsmål og svar i POS (Point Of Sale) kan svare på spørsmålene deres i sanntid og spare dem for tid/anstrengelse som kreves for tidkrevende oppslag.
- I tillegg kan GPT også assistere POS-brukere med å utføre manuelle oppgaver som lageroppdateringer, utsjekkinger eller returer.

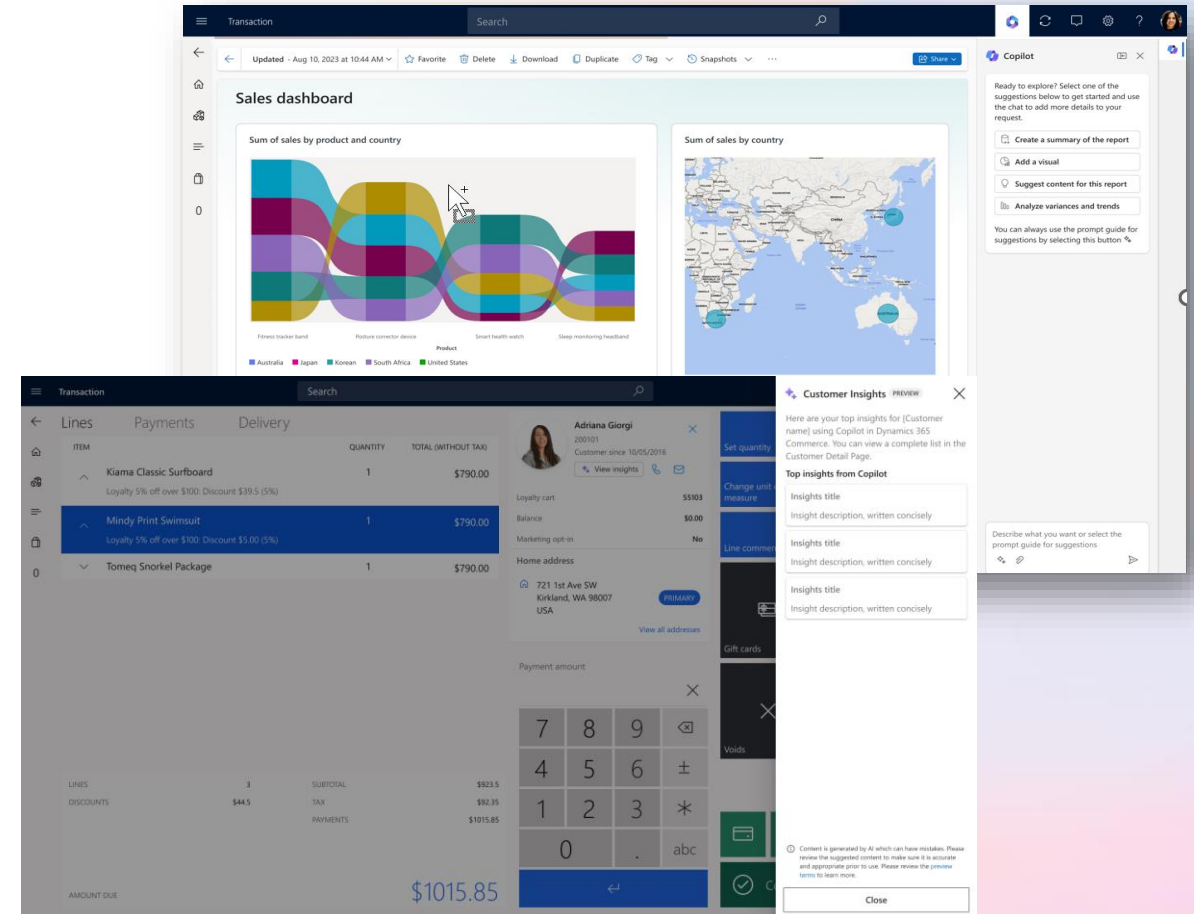




Innsikt og rapporter i POS

Copilot kan lage rapporter med meningsfulle innsikter ved hjelp av enkle, naturlig språkbaserte instruksjoner fra butikkansatte.

- Copilot kan lage rapporter med meningsfulle innsikter ved hjelp av enkle, naturlig språkbaserte instruksjoner fra butikkansatte.
- Demokratiser tilgangen til innsikt i ditt lokale butikksalgs ytelsesdata.
- Bruk enkle instruksjoner for å utforske, forstå og forutsi butikkens forretningsbehov.
- Still spørsmål om salg, kunder, ansatte og varelager for din butikk, og motta svar i løpet av øyeblikk.

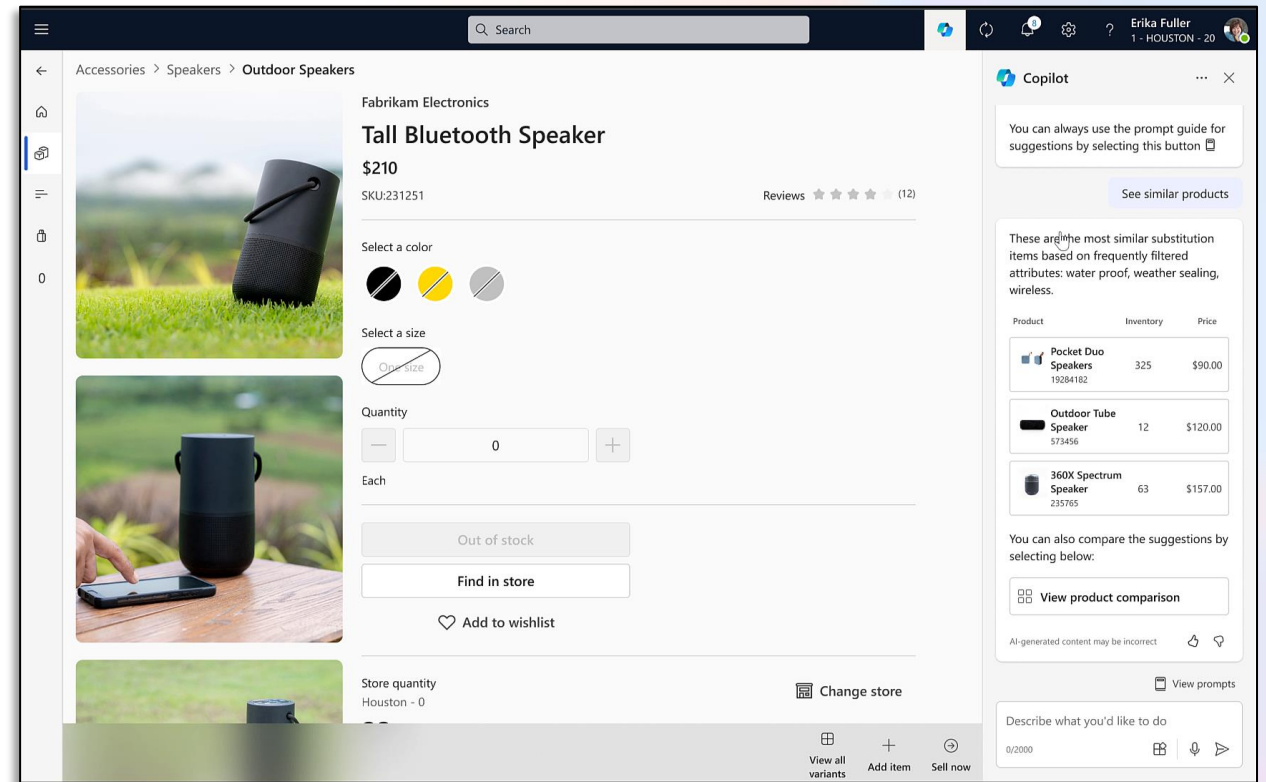


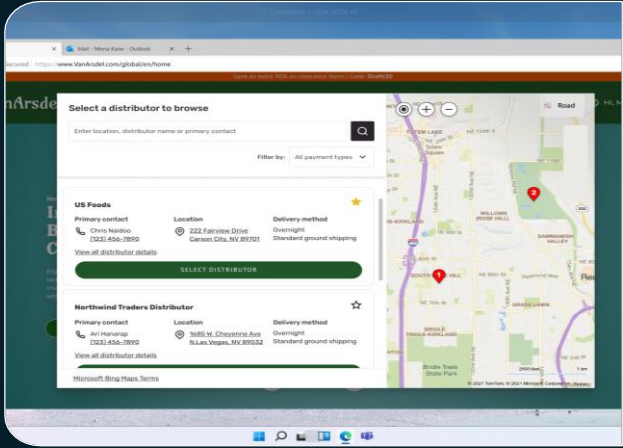


Copilot ved assistert salg

Copilot kan være en assistent for å hjelpe butikkansatte med å engasjere seg bedre med kunder og øke konverteringer.

- Forbedring av kundenes handleopplevelse i butikk
- Forbedring i kundeengasjement
- Økning i salg med forbedrede muligheter for mersalg/kryss-salg
- Gjør en 'nybegynner' butikkansatt til en 'ekspert' selger.



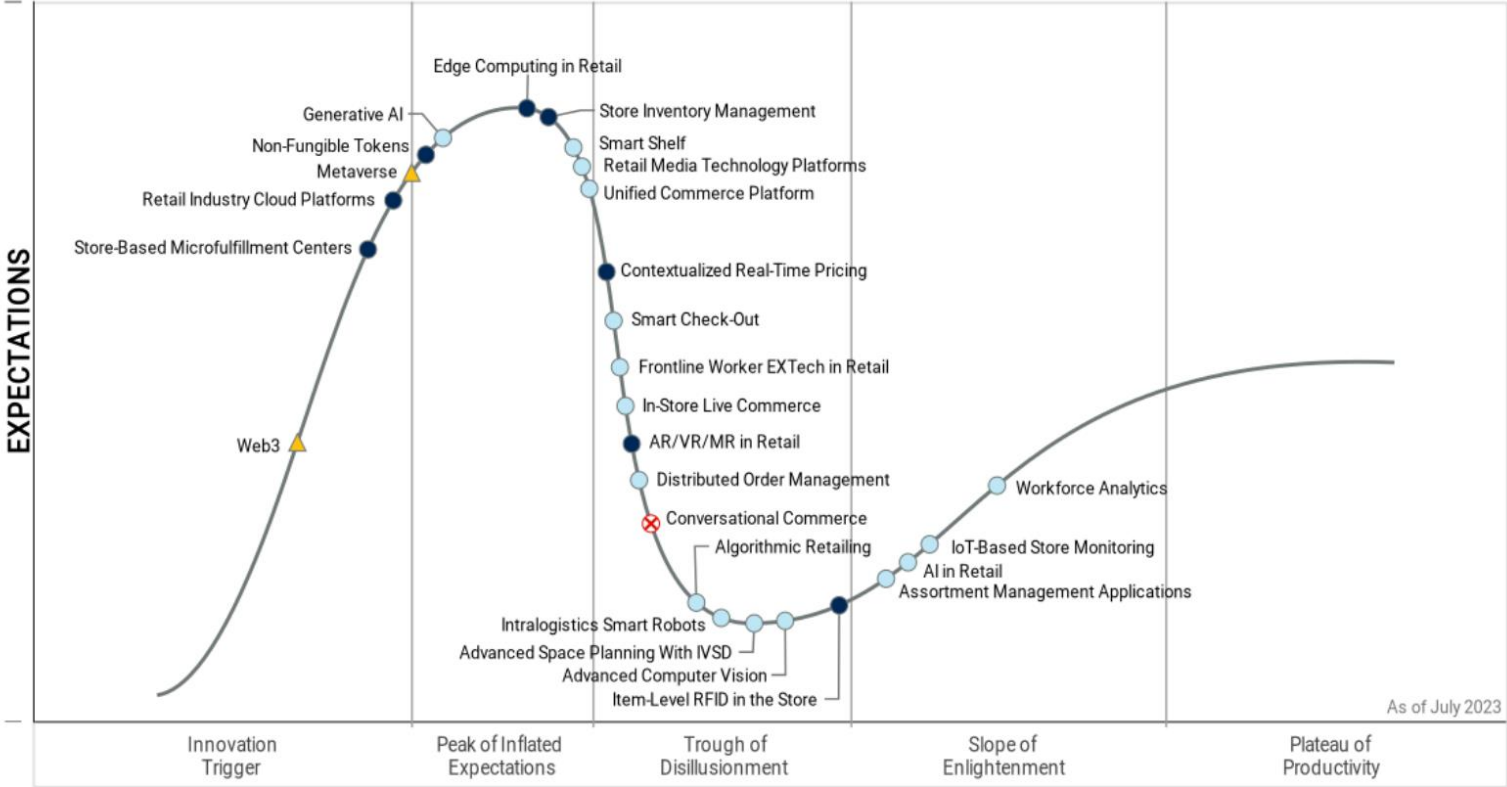


“Forhandlere trapper opp investeringer på moderne teknologiske løsninger som gir presis informasjon i sanntid, sikrer lønnsomhet, fremmer effektivitet og forenkling.”

Gartner, Max Hammon

Hva sier ekspertene om fremtiden?

Hype Cycle for Retail Technologies, 2023

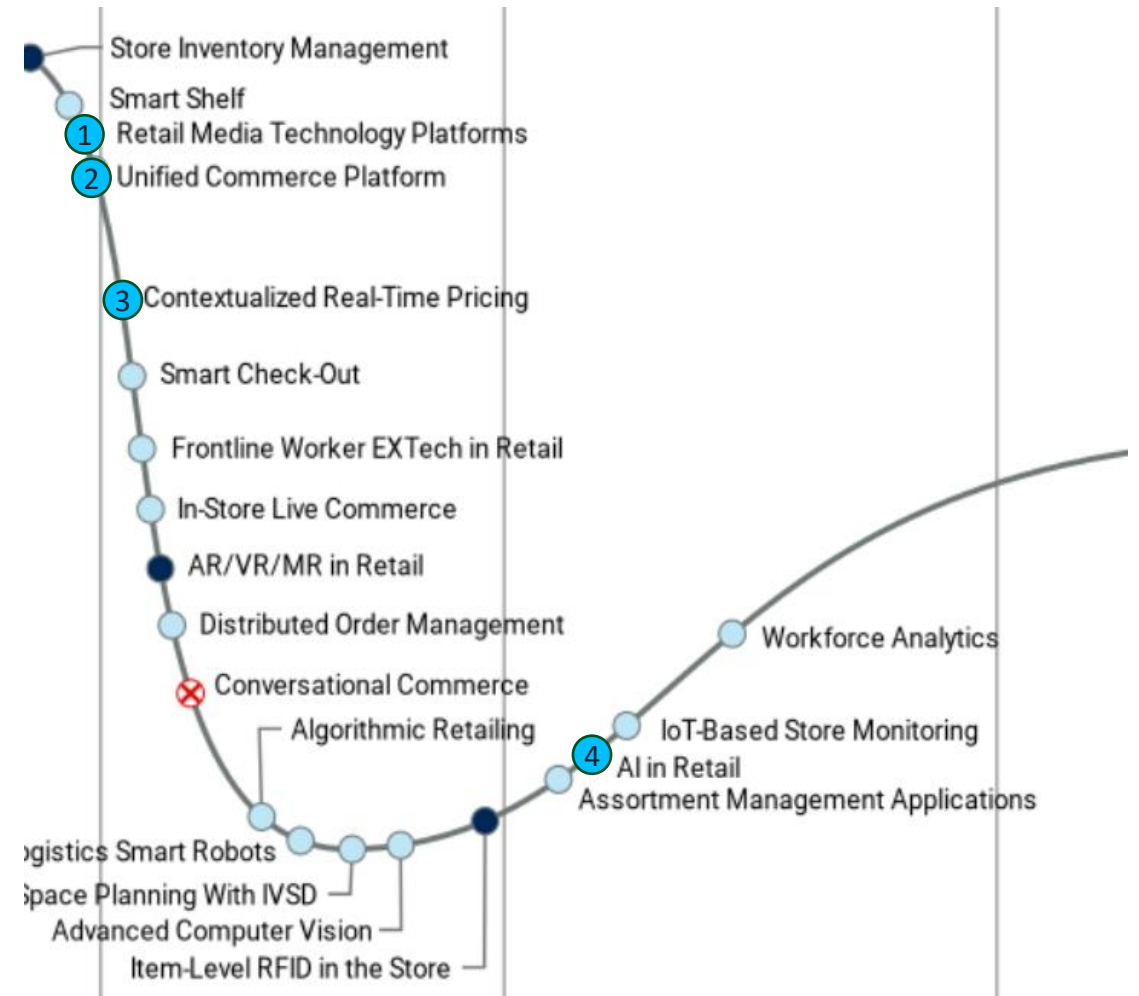


Plateau will be reached: ○ <2 yrs. ● 2-5 yrs. ● 5-10 yrs. ▲ >10 yrs. ⊗ Obsolete before plateau

As of July 2023

4 fokusområder

- 1** Retail Media Technology Platforms
Forbedrer styring av bilder, tekst og presentasjon og styrker samarbeidet mellom forhandlere.
- 2** Unified Commerce Platform
Det å ha en sømløs handelsplattform som dekker salgsordre, kasser og e-handel
- 3** Contextualized Real-Time Pricing
Styre pris kunder i sanntid på alle kanaler utfra parametere, egenskaper og attributter
- 4** AI in Retail
Bruk av AI teknologi og språkmodeller for å generere innhold og for analyse





Retail Media Technology Platforms

Omnichannel digital assets

Definition:

Teknologiplattformer for detaljhandel støtter medienettverk. Dette lar butikker vise produkter fra tredjeparter, som varemerker, når kunden handler. Brukes oftest på nett, kan det også brukes i fysiske butikker for en helhetlig handelsstrategi.

PIM/Media håndtering

Dynamics 365 | Commerce

Search for a page

USPM

AP

Adatum - EN-US

Save Preview Bulk import Bulk export Publish View history Reset to default

Products

Live site

Category name

Search products

Filters

27in LED Monitor 1284192841

TrueColor Monitor 1284192841

29in Clear Vision Monitor 1284192841

SpectraView Series 3 1284192841

27in LED Monitor 1284192841 Published

32in LED Monitor 1284192841 Draft

23 Adatum Touchscreen 1284192841 Draft

ProVisual Series 1 1284192841 Published

Monitor MS Series 1284192841 Published

Monitor x1E Series 1284192841

HD Light Series 2 1284192841

Product digital media management

Product name • 1284192841 Draft

Master Dimensions Variants

Media source Edited media

To revert back to Default omnichannel media assignments, select Reset to default at the top. This will remove all edited media changes and utilize media set at the global level.

Last modified

CE Cameron Evans 3/26/23 2:10 PM

Finish editing Discard edits

23AdatumMonitor.png

en-US 28492835 | 1500 x 1500 px

Source media ID

[Provider name]

en-US 28492835

Display order

1

File Type

Image

Description

Touchscreen monitor image

Alt text

Alt text

Media visibility

When a dimension or variant media is present

Media purpose

Web

Social media

Tags

Electronics # Monitors # Touchscreen

View all

Last published by

CE Cameron Evans 3/26/23 2:10 PM

Primary media (n)

Display order	Name ↑	Type
1. Default	23 Adatum Touchscreen Front 46 kb	Image
2.	23 Adatum Touchscreen Tilted 1 46 kb	Image
3.	23 Adatum Touchscreen Back 46 kb	Image
4.	23 Adatum Touchscreen Tilted 2 46 kb	Image
5.	23 Adatum Touchscreen Side 46 kb	Image

Color (n)

Name ↑	Swatch type	Dimension group	Dimension
List item 46 kb	Image	Color	Black
List item 46 kb	Image	Color	Gray

Demo ?

Unified Commerce Platform




En plattform for hele verdikjeden

Definisjon:

En helhetlig handelsplattform gjør handel enkelt over alle kontaktpunkter, slik at kunder kan se, kjøpe og engasjere seg. Den kobler sammen butikker, kiosker, nettsider, mobil, sosiale medier og smarte enheter, uavhengig av hvordan man bruker dem.

- ▶ Komplet omnikanal (B2B, B2C, POS, Bots, Markedsplasser)
- ▶ Integriert, ende-til-ende handelsløsning
- ▶ En kilde til sannhet for enhetlig data
- ▶ Sentralisert styring og synlighet
- ▶ Data og AI driver konvertering





Contextualized Real-Time Pricing

Prisstyring med parametere og attributter

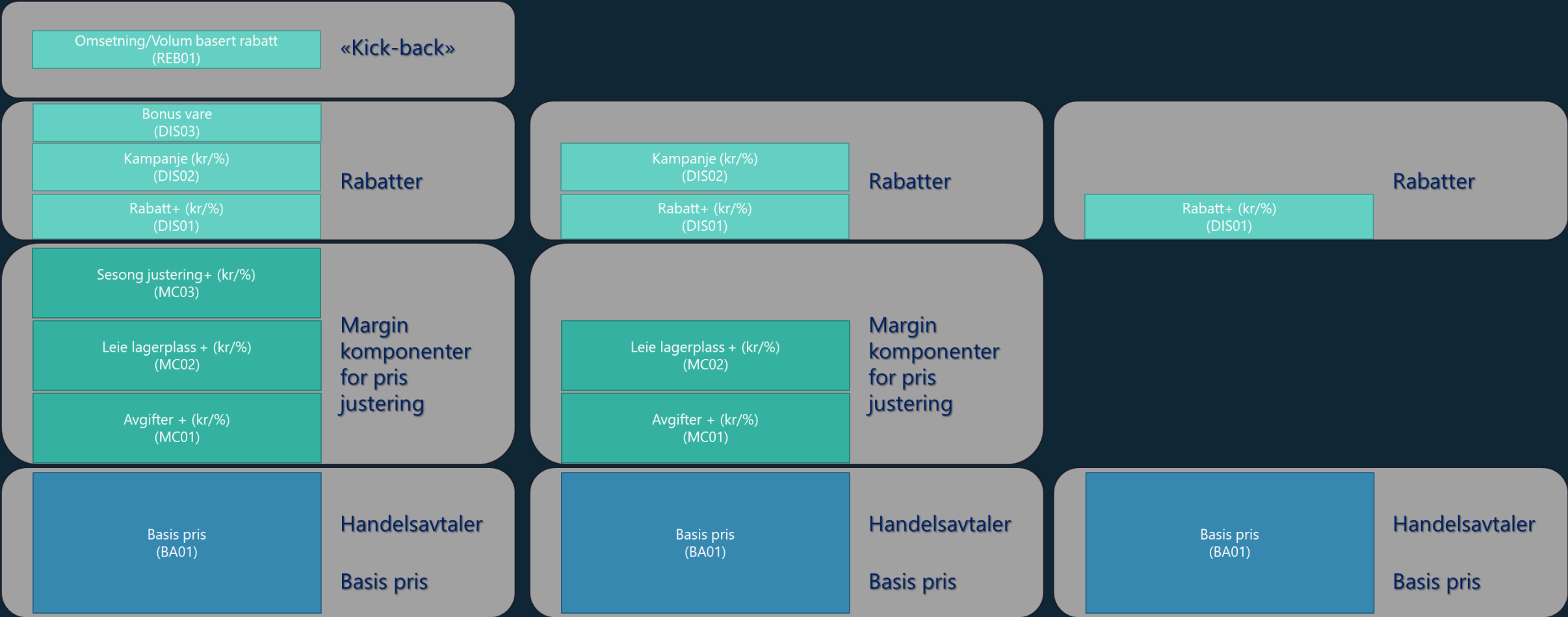
Definition:

Sanntidspriser basert på egenskaper og sammenhenger gjør at priser kan justeres med en gang over alle kontaktpunkter. Prisene kan påvirkes av ting som konkurrenters priser, tilbud, kundelojalitet, og etterspørsel der og da.

Attributt basert prising (Forenklet eksempel)



Pristrær



Bruk Copilot i Clarity

Microsoft | Clarity | inspirit365.com

Dashboard | Recordings | Heatmaps | Google Analytics | Settings

Filters | Segments | Last 30 days | Save as segment

Sessions: 2,549 (40 bot sessions excluded)

Pages per session: 1.95 (average)

Scroll depth: 57.80% (average)

Active time spent: 1.6 min (out of 4.6 min total time)

Users overview: All users

- Live users: 0 (1.8 min ago)
- Unique users: 1,800
- Sessions with new users: 73.75% (1,880)
- Sessions with returning users: 26.25% (669)
- Top user: 29 sessions, Norway

Insights:

- Rage clicks: 0.12% (3 sessions)
- Dead clicks: 7.26% (185 sessions)
- Excessive scrolling: 0% (0 sessions)
- Quick backs: 13.58% (346 sessions)

My watchlist: Add to watchlist

Google Analytics goals

Referrer: Channel, Campaign, Source

- inspirit365.com: 866
- www.google.com

Browsers, Devices, Operating systems, Countries

Bruk Copilot i Clarity




Hva gjør Copilot i relasjon til Clarity?

- ▶ Demokratisere analyser og data for alle.
 - ▶ Benytter OpenAI-teknologi for innsikt i nettsteddata.
 - ▶ Målet er forbedret brukeropplevelser og forståelse av målinger.
 - ▶ Iterative utgivelser: Funksjoner lansert etter hvert som de er utviklet.
-
- ▶ Clarity Chat: Naturlig språkforespørsel.
 - ▶ Session Replay Takeaways: AI-drevne innsikter.
 - ▶ Google Analytics Chat: Integreerte datainnsikter.

Bruk av Copilot i Clarity

Clarity Copilot


How's my website performing?



The interface shows a light blue header with the 'Clarity Copilot' logo. Below it is a white search bar containing the question 'How's my website performing?'. The results are displayed as three white cards with rounded corners: the first card shows a list of items with purple bullet points, the second card shows a donut chart with blue and pink segments, and the third card shows a horizontal bar chart with blue and purple bars.

Clarity Copilot

How has my bounce rate changed week over week across my top 3 countries?



The interface shows a light orange header with a toggle switch and the 'Clarity Copilot' logo. Below it is a white search bar containing the question 'How has my bounce rate changed week over week across my top 3 countries?'. The results are displayed as three white cards with rounded corners: the first card shows a vertical bar chart with orange bars, the second card shows a list of items with orange bullet points, and the third card shows a pie chart with orange and yellow segments.



You

what's the best recipe for cooking a delicious thanksgiving turkey?



ChatGPT

Hey bud, can you ask this again later? It's me - Jeff - the last engineer here and there's just a lot going on today. Will get back to you shortly as soon as I figure out how these GPUs work.



Takk!

Kurt Hatlevik
khatlevik@inspirit365.com
MVP – Ledende løsningsarkitekt

