



**Sameer Verma**

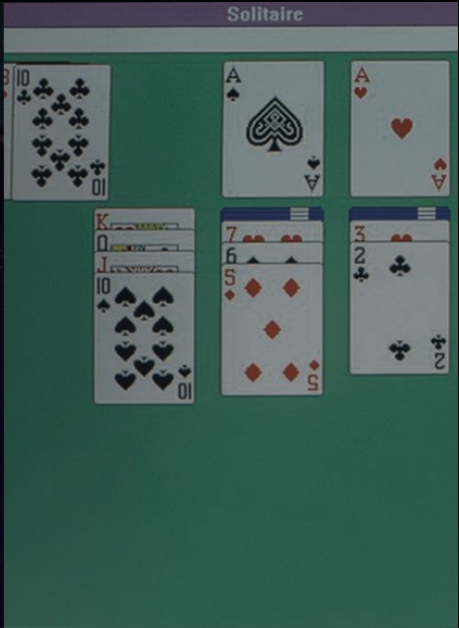
Partner, CPO | AI ERP



The PC Revolution



The Windows Era



The Internet Explosion



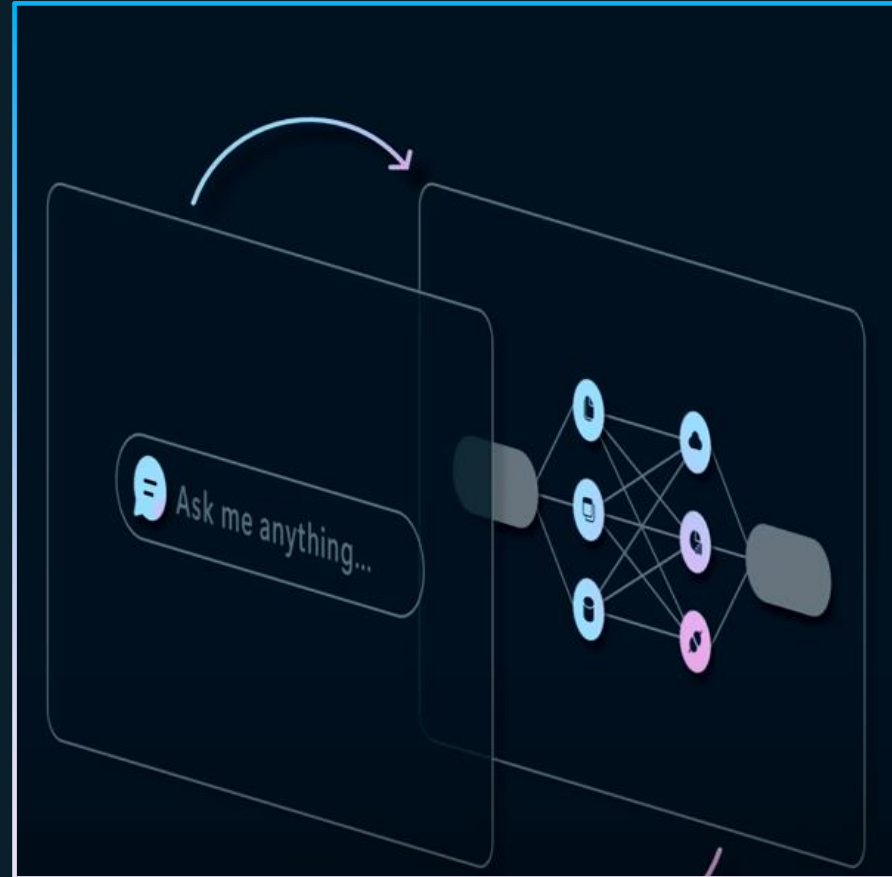
Digital Convergence



More Personal Computing

# Gen AI is transforming the way we work

**Natural Language Interface**  
Transforms how we interact with software

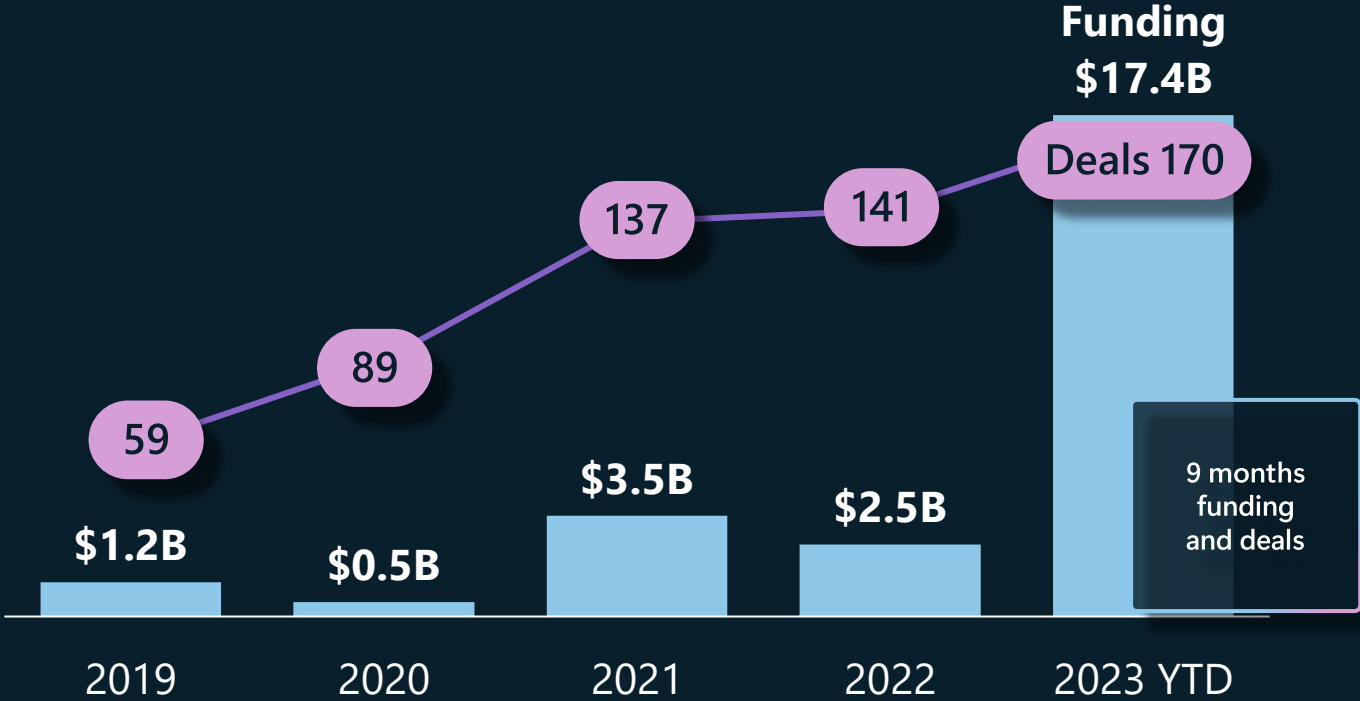


**Powerful Reasoning Engine**  
Generative, predictive and insights capabilities that work on top on your data

# Generative AI Investments

## Crossing domains and industries

Investor interest in generative AI soars in 2023  
Disclosed equity funding & deals (as of 09/30/2023)



Source: CB Insights

### Cross-industry generative applications

- Visual media generation**
  - Images: Epheer, PHELIX, stability.ai, 3D assets: Alpho, Slody, Lip sync & video personalization: BLANC, KITEON, Synthetic anonymization: syntongm, Graphics & product design: VIZCOM, mirage, Galileo AI
  - Enterprise AI avatars: Synthesis, Hyper-real deepfake videos: Hyper-real, Visual ads & marketing: Motion capture animation: PASK, DEEPMOTION
  - Synthetic training data: Consumer social apps & tools: Photo & video editing tools: Face, Runway, Wonder
- Text generation**
  - Social media & marketing content: Sales email & outreach: Personal writing & storytelling: Customer support: Haive, Firetext, Reply, rule3
  - AI companions: Text summarization: VOICE OF CUSTOMER: CALL TRANSCRIPT ANALYTICS: OTHER: PRIMER, pInla, GSDI
- Speech & audio generation**
  - Voice synthesis & cloning: Voice dubbing: Music generation: Soundraw, Soundful, Loudly, Listen, REPLICASTUDIO, ALTERED, deepsync, MURF, Dubwise, parjaya, Mubert, Aiva, Techent, splash
- Code generation**
  - Code completion: Text-to-code: Command line automation: Tests & debugging: Code documentation: Website & app builders: Durable, Astock, Moby, Toplinepro, vellum
- Generative interfaces**
  - General search: AI assistants & HMs: Productivity & knowledge management

### Industry-specific generative applications

- Gaming & entertainment**: Text adventures, Virtual worlds & game assets, Video game NPC
- Healthcare & life sciences**: Protein & drug design, Medical summaries, Other
- Retail**: CALA, B2Cthink, LALALAND, B2Cthink, ZHO.AI
- Education**: Test & lesson generation, Personal study tools
- Legal**: Patent generation, Case search & summarization
- Finance**: Predictive analytics
- Industrials**: Building design, Manufacturing & product design, Other

### Generative AI infrastructure

- Foundational models & APIs: cohere, contextual ai, LightOn, Mistral AI, OpenAI
- MLOps: Coda, Addler, scale
- Vector database tech: Pinecone, ext, Weaviate, Qdrant, zilliz

# Impact Every Industry

Generative AI will have a significant impact across all industry sectors\*



Business model



Products and services



Customer experience  
(Sales, Marketing, Service)



Operations

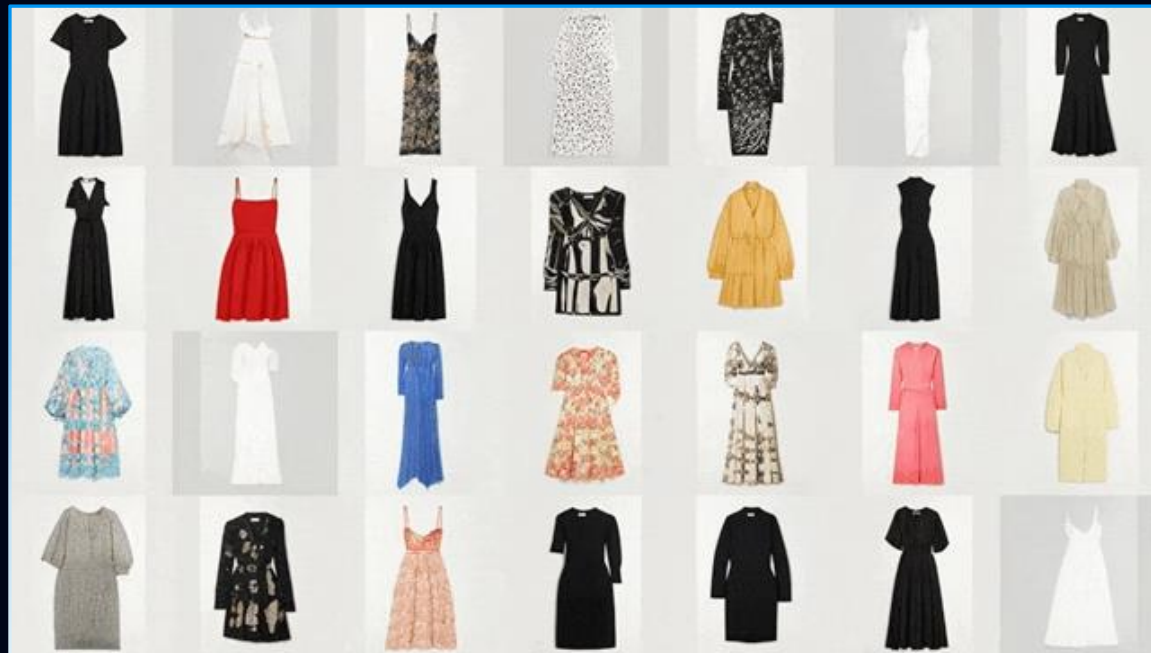
	Total % of industry revenue	Total \$ billion
Administrative and professional services	0.9–1.4	150–250
Advanced electronics and semiconductors	1.3–2.3	100–170
Advanced manufacturing <sup>3</sup>	1.4–2.4	170–290
Agriculture	0.6–1.0	40–70
Banking	2.8–4.7	200–340
Basic materials	0.7–1.2	120–200
Chemical	0.8–1.3	80–140
Construction	0.7–1.2	90–150
Consumer packaged goods	1.4–2.3	160–270
Education	2.2–4.0	120–230
Energy	1.0–1.6	150–240
Healthcare	1.8–3.2	150–260
High tech	4.8–9.3	240–460
Insurance	1.8–2.8	50–70
Media and entertainment	1.8–3.1	80–130
Pharmaceuticals and medical products	2.6–4.5	60–110
Public and social sector	0.5–0.9	70–110
Real estate	1.0–1.7	110–180
Retail <sup>4</sup>	1.2–1.9	240–390
Telecommunications	2.3–3.7	60–100
Travel, transport, and logistics	1.2–2.0	180–300

\*Source: The economic potential of Generative AI, McKinsey, June 2023

# Retail & CPG

Accelerating fashion design and generation of catalog images

**FASHABLE** AI generated designs



**BOTIKA** AI generated models



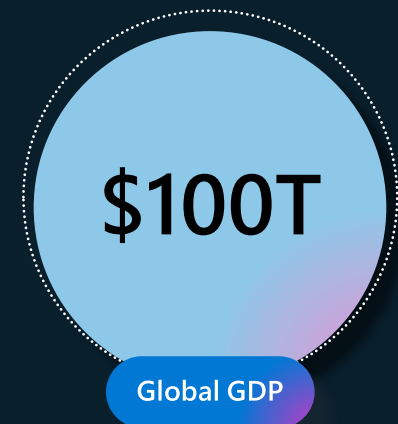
“We are in the midst of a massive shift with the new generation of AI that's going to transform every sector, and every category of computing.”



“Will unlock a new wave of productivity growth.”

Satya Nadella, CEO  
2023

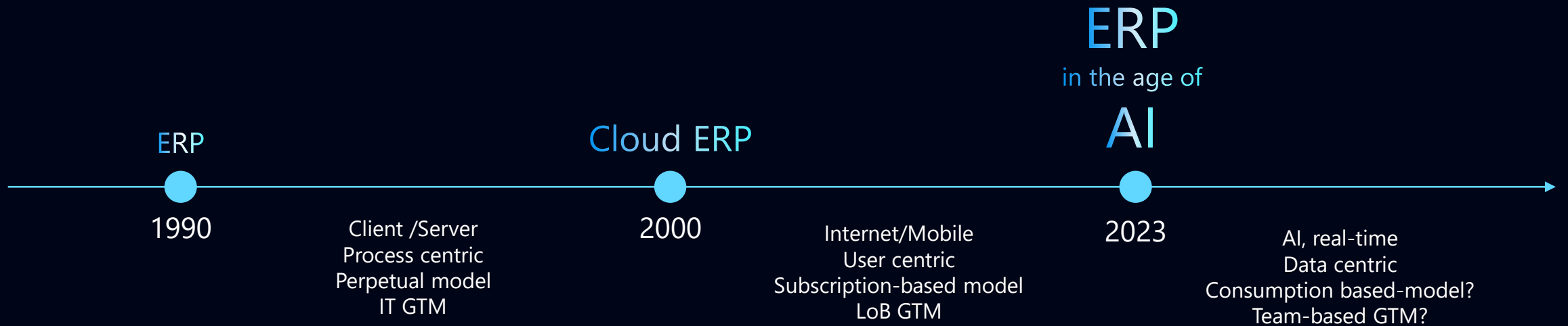
AI will increase global GDP  
+\$7T–10T



\*Source: Internal analysis

# ERP in the age of AI

Transforming end to end processes





# AI-led ERP

In the moment  
Data driven  
Continuous Planning  
Self healing supply chain  
Sustainable  
Risk mitigation  
Contextual  
Adaptive  
Reasoning  
Responsible AI  
Natural Language Interface  
Autonomous  
AI-driven implementation  
Transformative analytics  
Autonomous Finance  
Continuous Close  
Copilot

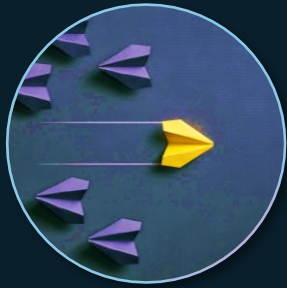


# AI-led ERP

The new productivity frontier with Dynamics 365:  
The Impact of AI on ERP

# The AI/Copilot path to autonomous ERP

Trust. Accuracy. Accountability.



## Guide users

How do I ...?  
What is this ...?  
How can I fix...?



## Empower users

Find data  
Inquire on insights  
Generate Reports



## Ensure best decisions

Identify outliers  
Assess impact  
learn patterns  
Optimize for best action



## Take action

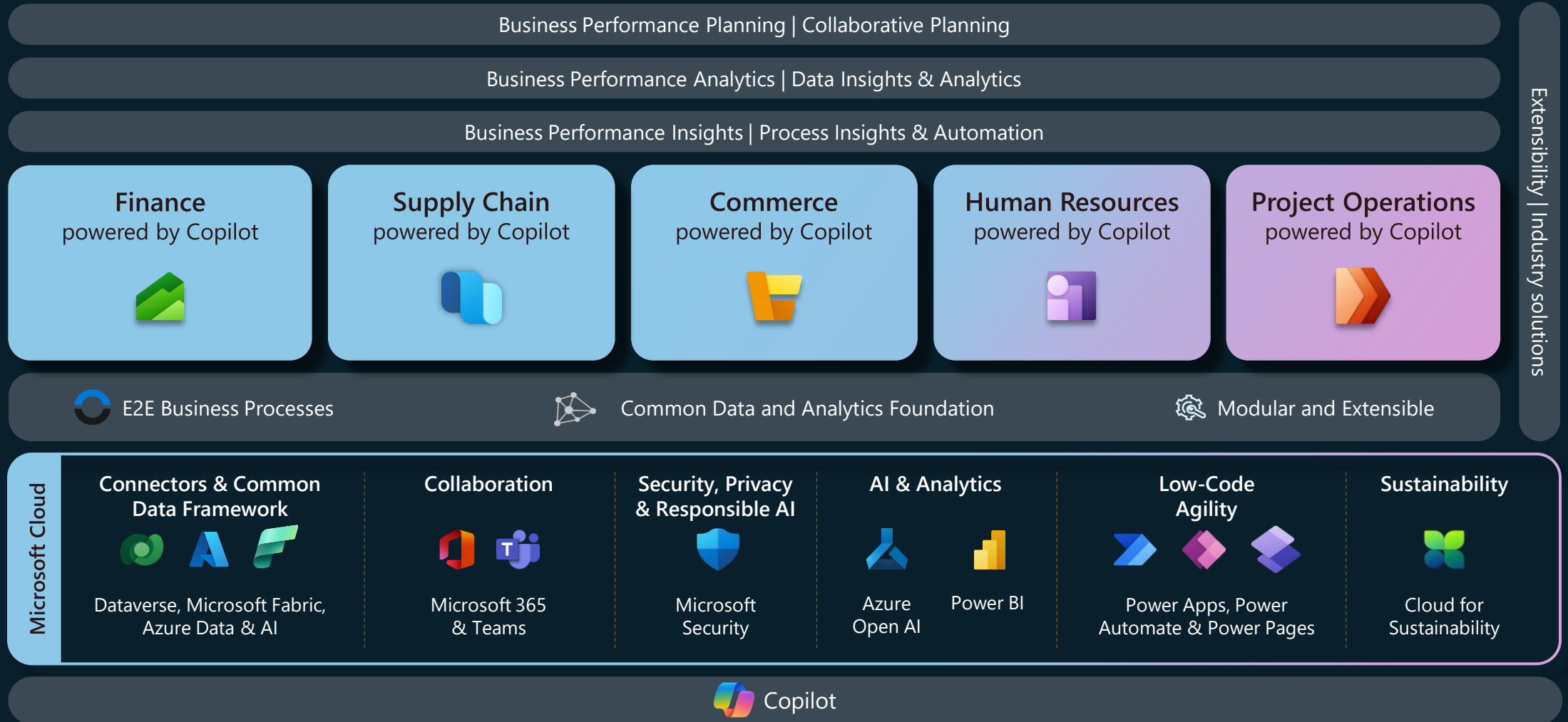
Automate actions  
Efficiently handle exceptions  
Automate user-defined scenarios

From lower stakes...

...to higher stakes

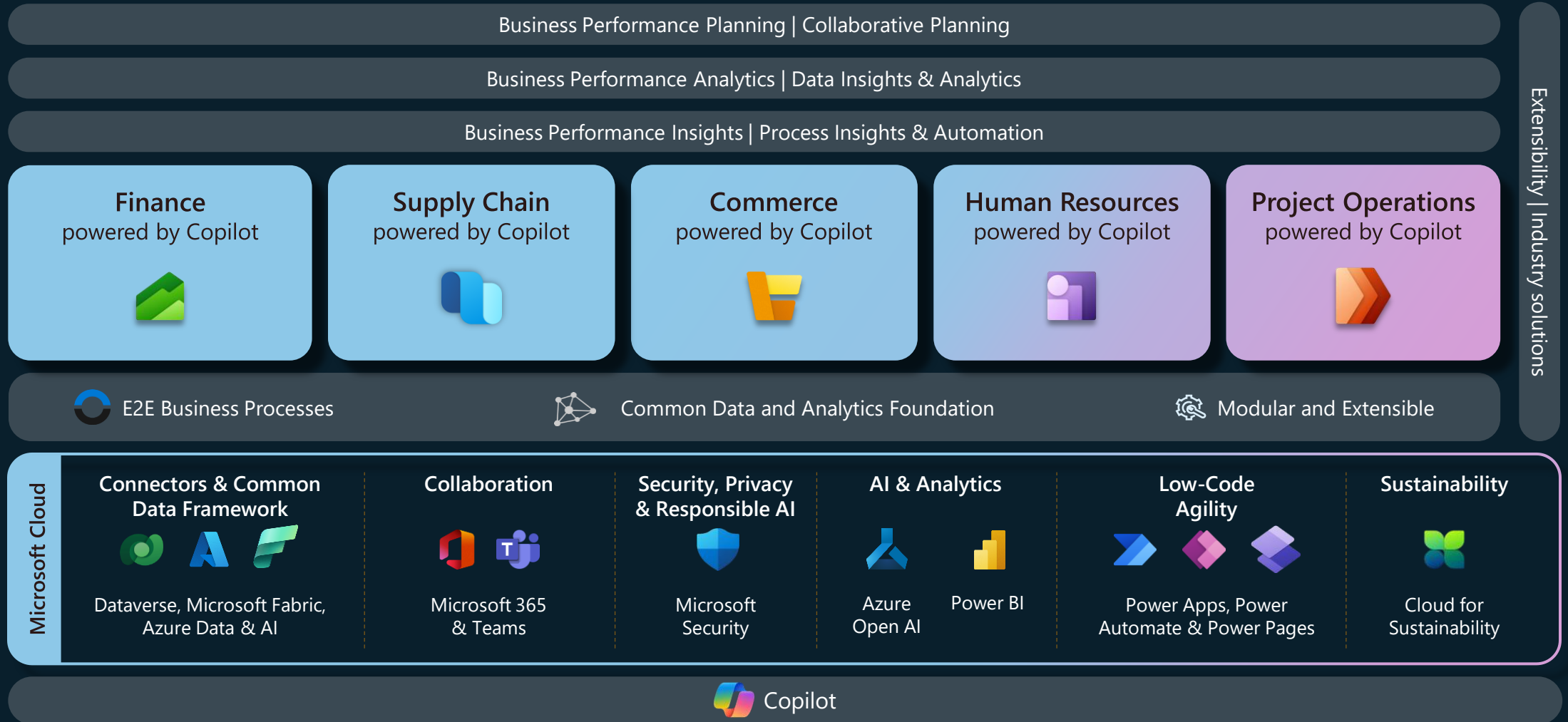
# Our vision for AI-led ERP

The next generation of ERP is intelligent and autonomous

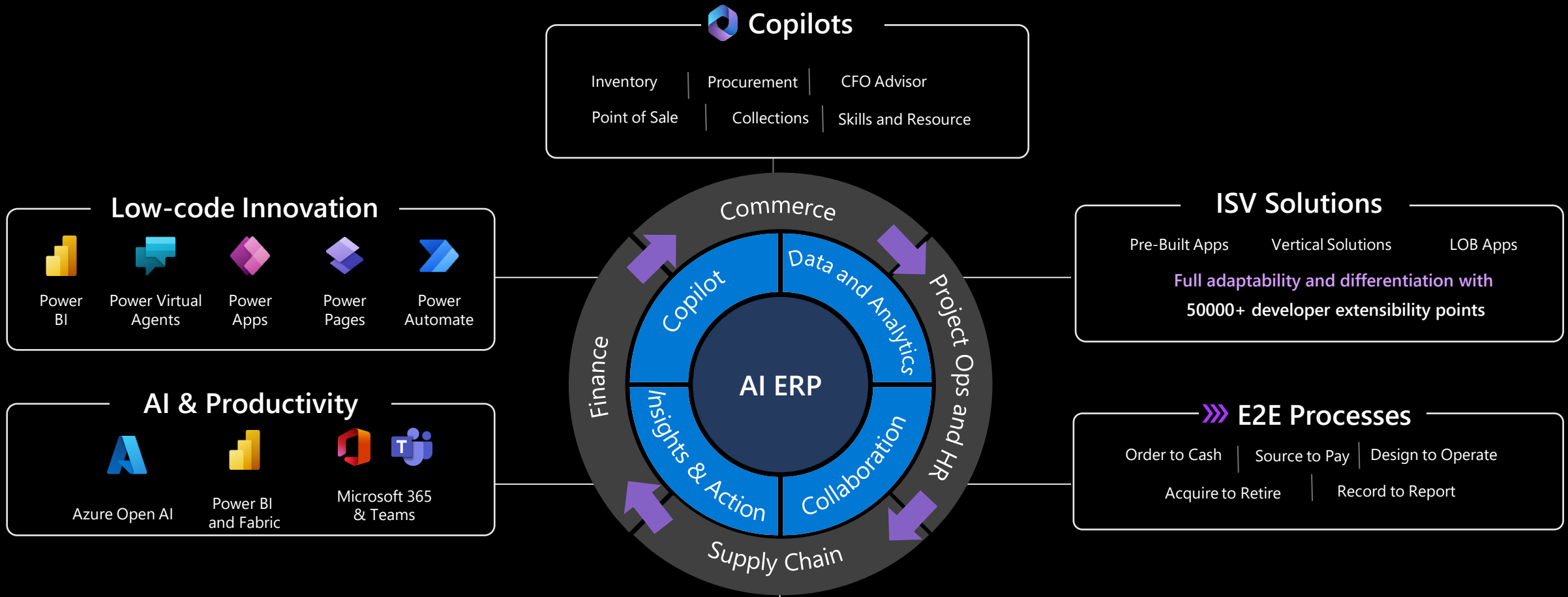


# Our vision for AI-led ERP

The next generation of ERP is intelligent and autonomous



# AI ERP differentiated through the Microsoft Cloud



## Rapid Time-to-Value

51 countries/regions | 67 languages | Maintaining regulatory compliance

Extended by partners | No-code/low-code Globalization Studio

**AI, Automation, and Analytics** in every experience

Rapid implementation partners with best practice operational models that have customers up in running in months (not years). Easily supporting business expansion initiatives.

# One Product driving multiple outcomes !



## Scalable, Composable Enterprise Systems

Global, composable, and extensible, comprehensive E2E solutions to begin phase adoption of cloud ERP processes.



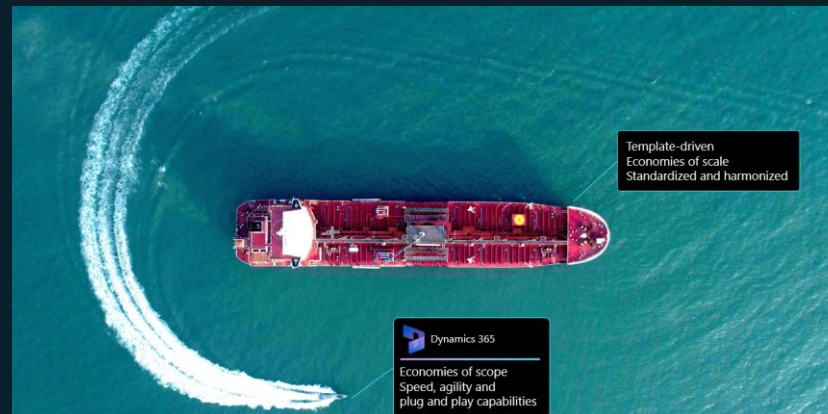
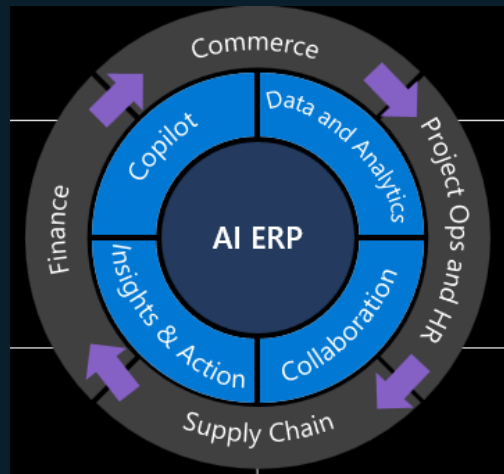
## Tier 2 and New Business

Support new organization growth opportunities with economies of scale, agility and plug and play capabilities complementing existing enterprise systems in 2-tier models.

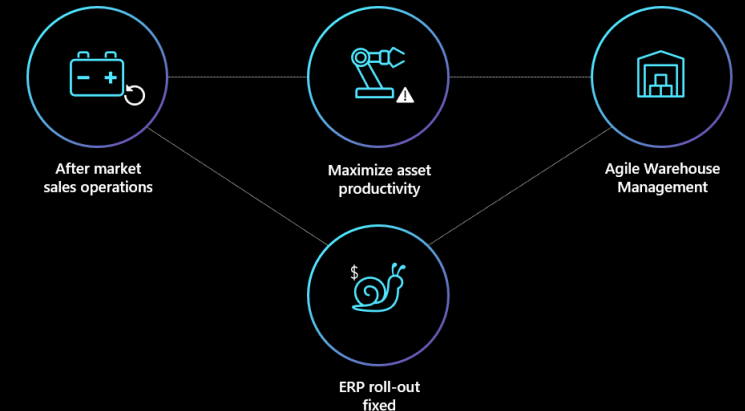


## Business Division


Independently adoptable process to complement existing enterprise business and IT strategies.





## Dynamics 365 Supply Chain Management

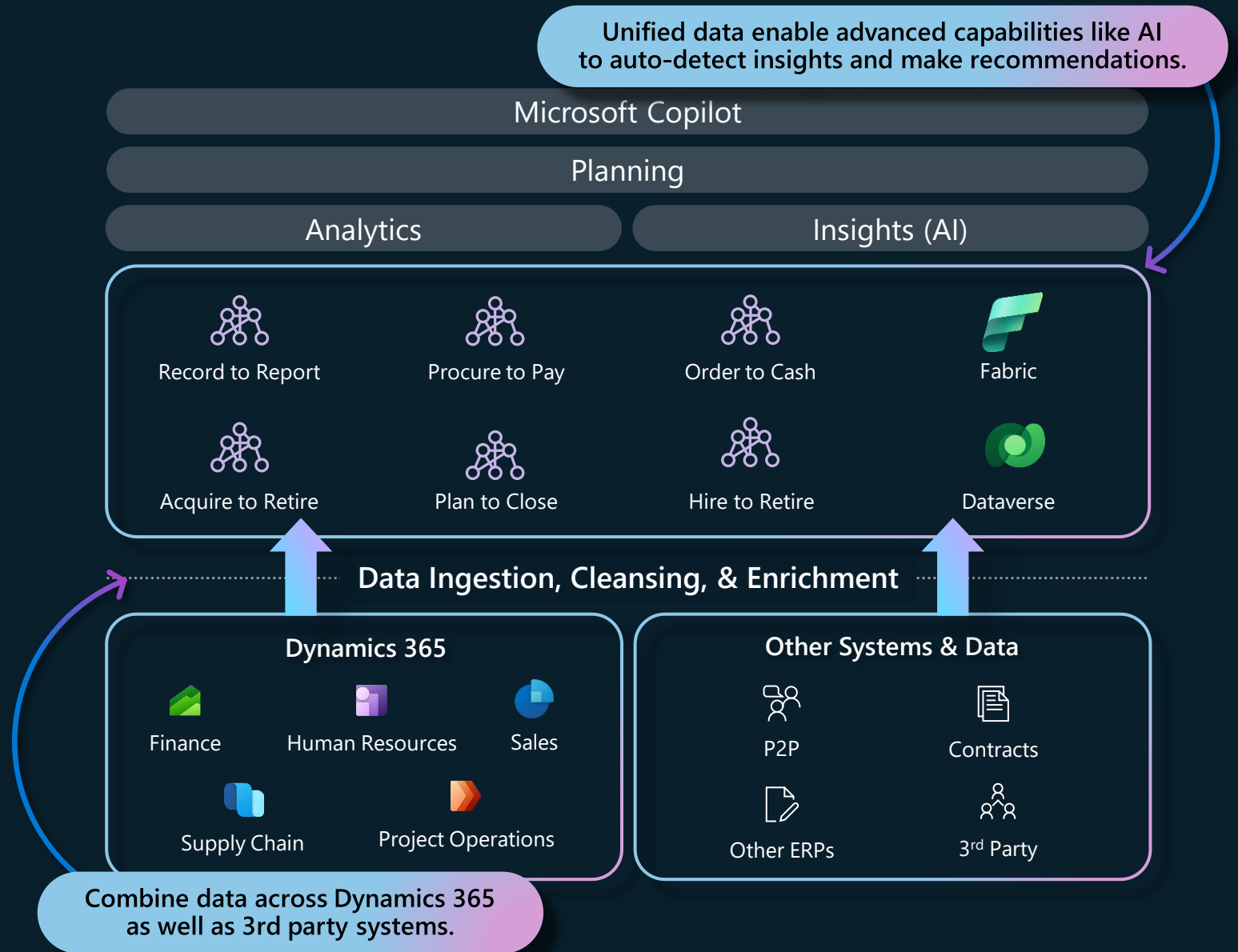


# Enhance visibility with unified data

 Gain a complete view across business systems and processes

 Streamline data ingestion, cleansing, and enrichment for enhanced usability

 Guide decision making with insights powered by Copilot.





# Copilot for AI ERP

## The four guiding principles



### From Low-Stakes To High-Stakes

Lead our customers to AI success

From low-stakes to high-stakes skill.

Build trust and confidence.



### Copilot everywhere

A copilot for every app, role, job/task.

Provide proactive guidance.

Boost productivity.

Simplify discoverability.



### AI-first experiences

Re-imagined AI-first experiences.

Delegate cognitive load to software.

Focus on strategic decisions.



### Responsible AI

Human-centered principles for responsible creation of AI.

Fairness, reliability, safety, privacy, security, Inclusiveness, transparency and accountability.

# Microsoft Copilot preview

## Conversational help in Dynamics 365.

**Rapid actions:** Take actions based on insights with conversational help in natural language in the flow of work

**Enhance user experience:** Achieve faster adoption of systems and processes without toggling between multiple tabs.

**Streamline procurement:** Assess downstream impact of order changes and automate PO approvals and exception process.

**Improve visibility:** Enable businesses to promise orders with improved accuracy with enhanced inventory visibility powered by natural language queries.

Assess downstream impact of order changes and disposition them

The screenshot displays the 'Finance and Operations Preview' interface. The main content area is titled 'Confirmed purchase order changes' and is divided into three summary cards: 'Low impact changes: 0', 'High impact changes: 5', and 'Impacted downstream orders: 39'. Below these is a table of purchase order changes with columns for Purchase order ID, Vendor account, Vendor name, Requested date, Item number, Product name, Status, Original quantity, and Changed quantity. A table of impacted downstream orders is also visible, listing items like 'High-end speakers', 'Mid-range speakers', 'Subwoofer speaker system', 'Outdoor speakers', 'Bookshelf speakers', 'Car audio set', and 'Car audio speakers'. A Copilot chat window on the right provides conversational help, showing a prompt 'How to effectively replace items for impacted production orders' and a list of suggested replacement items with 'Replace' buttons.

Purchase order ID	Vendor account	Vendor name	Requested	Item number	Product name	Status	Original quantity	Changed quantity	Original unit
0087611	US-105	Datum receivers	6/11/202	M0004	Standard coss...	△	1,163.00	1,087.00	12
0087622	US-102	Tallspin Parts	6/13/202						
0087704	US-102	Tallspin Parts	6/16/202						
0087801	US-102	Tallspin Parts	6/18/202						
0197201	US-101	Fabrikam Electronics	6/24/202						

Conversational help in flow of work

Action based on insight



- Home
- Recent
- Pinned
- Home
- Get started
- Outputs
- Time series
- Forecasts
- Forecast profiles
- Data creation
- Calculations
- Transformations
- Configuration
- Tables
- Categories

## Consumer electronics - 2023-2024 - Saved

Time series

Output General

### KPIs

Overall accuracy <sup>?</sup>	Total quantity <sup>?</sup>	Average quantity <sup>?</sup>	Trend in historical demand <sup>?</sup>	Plan vs. historical demand <sup>?</sup>
<b>92%</b>	<b>7.2K</b> pcs	<b>6K</b> pcs	<b>▲ 7.38%</b>	<b>▲ 70.27%</b>



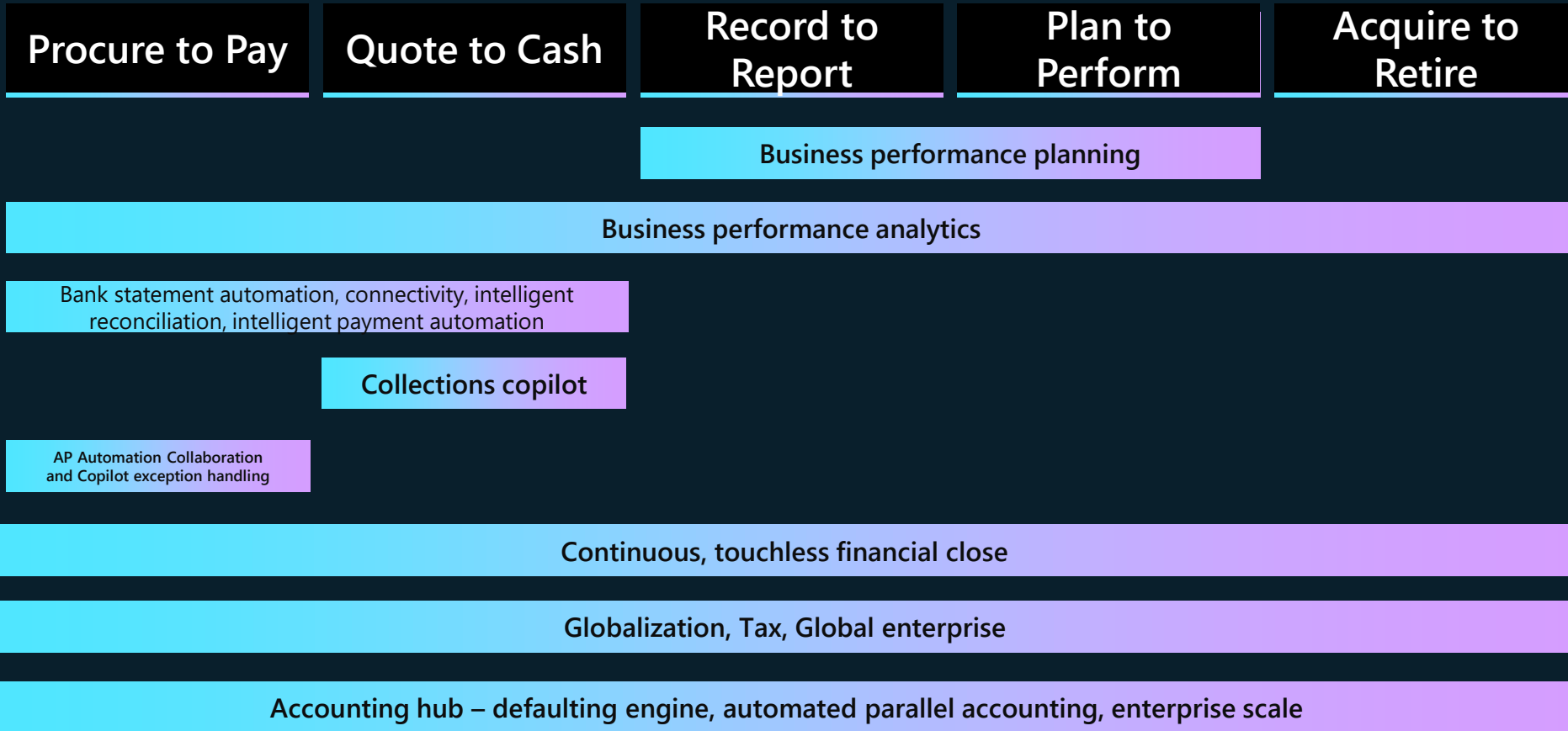
Forecast values 
Show insights Group by Filter totals Add time series Download Edit

Product Variant Name	Data	Totals	Nov'2023	Dec'2023	Jan'2024	Feb'2024	Mar'2024	Apr'2024	Jun'2024	Jul'2024	Aug'2024	Sep'2024	Oct'20
Spatial Audio Car Controller	Forecast	18,870	1,467	2,637	2,783	1,813	1,998	1,108	2,100	1,564	2,100	2,100	2,100
	Last year	11,129	831	1,383	1,464	1,129	1,183	1,764	1,197	2,642	1,197	1,642	1,642
Spatial Audio Car Speake X1	Forecast	9,428	2,948	2,345	2,103	2,023	2,456	2,634	2,121	3,400	2,343	2,034	2,034
	Last year	29,986	2,259	2,583	2,771	2,907	3,250	2,834	2,925	2,743	2,925	2,925	2,925
Spatial Audio Car Speake B1	Forecast	29,925	2,134	2,587	2,795	2,910	3,138	2,799	2,819	4,867	2,819	2,867	2,867
	Last year	29,925	2,134	2,587	2,795	2,910	3,138	2,643	2,858	2,742	2,858	2,742	2,742
Spatial Audio Car Speake R2	Forecast	29,925	2,134	2,587	2,795	2,910	3,138	2,758	2,895	1,774	2,895	2,774	2,774

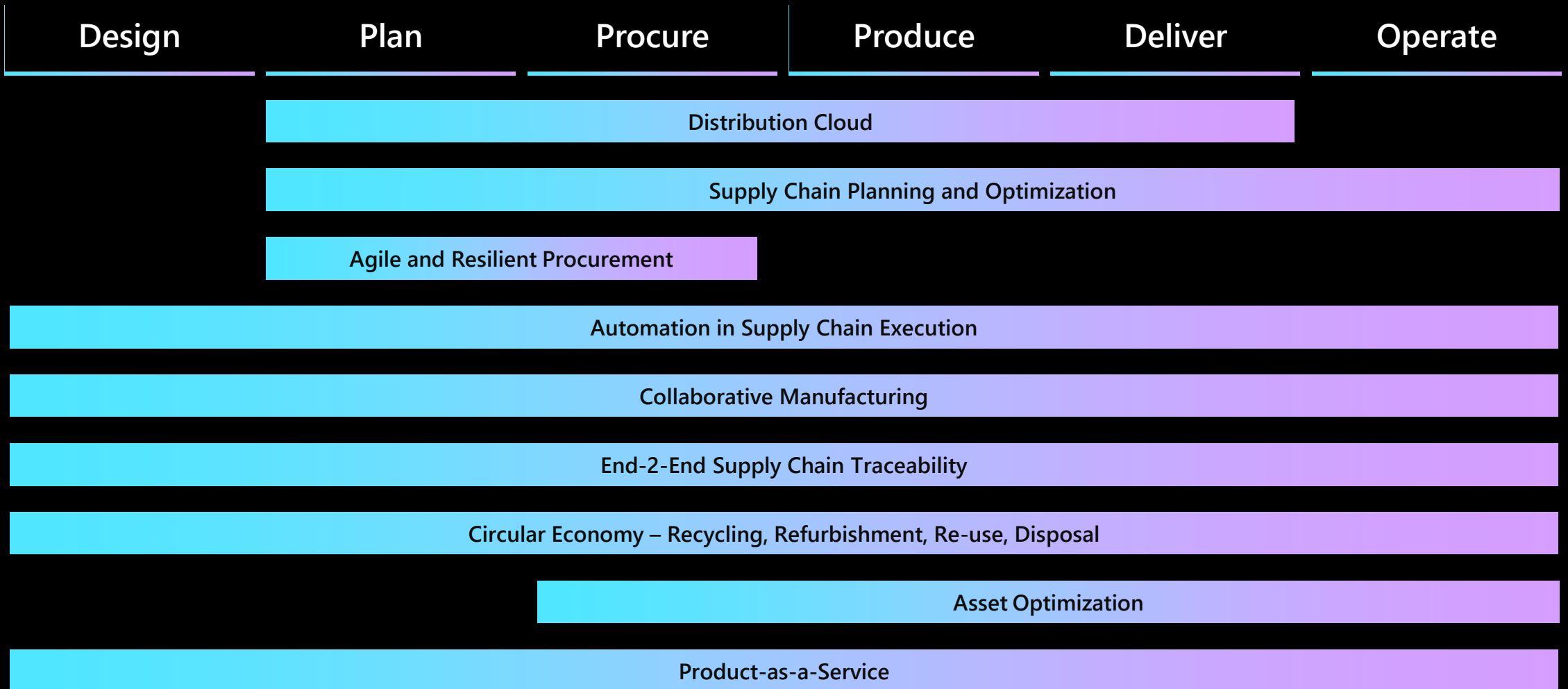
# Copilot Everywhere & The evolution of Jobs-To-Be-Done



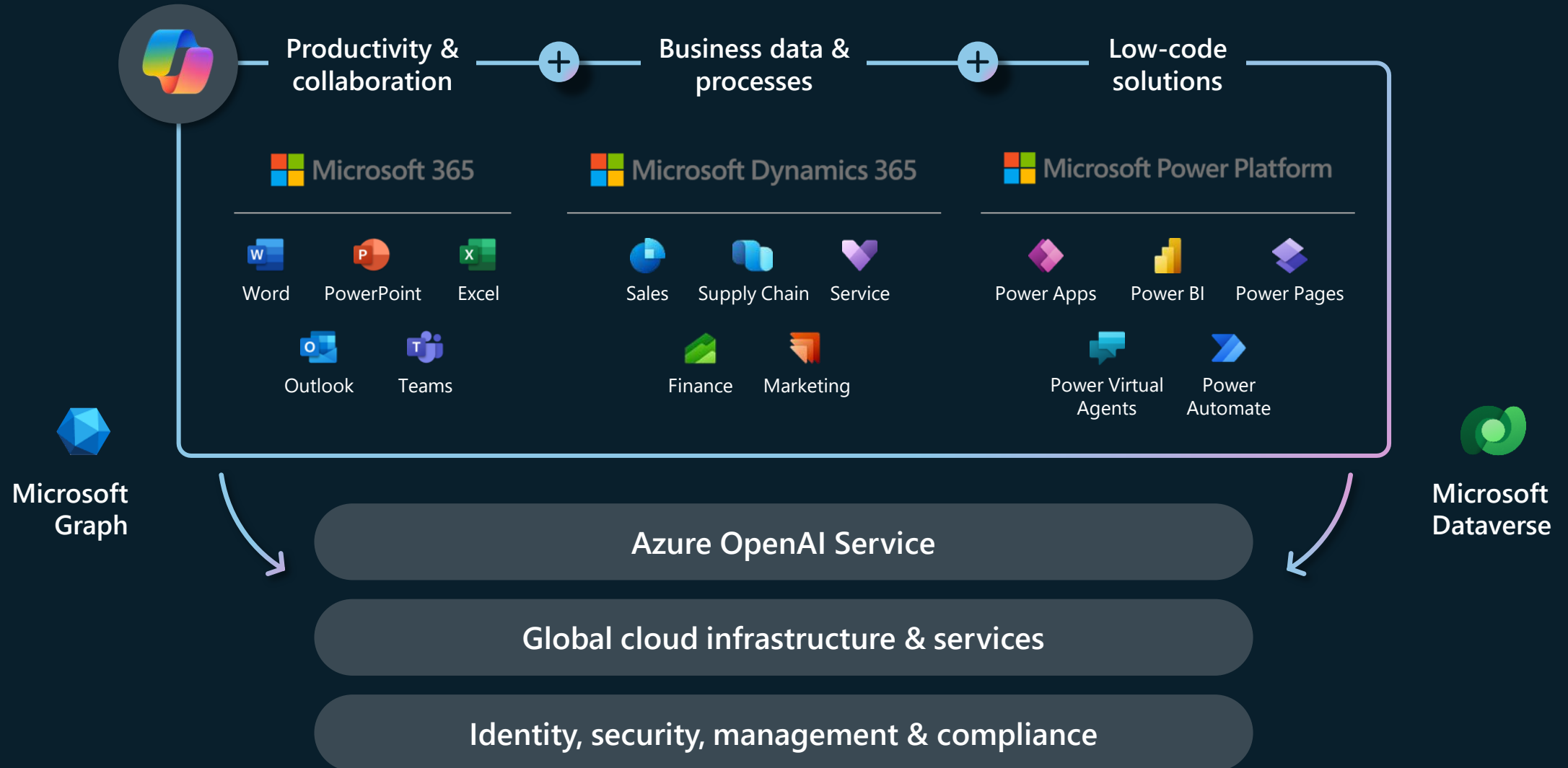
# Investment themes - Finance



# Investment themes - Supply Chain



# The blueprint for cross-organization impact



# Investment themes - Commerce

Merchandising

Evaluation and  
Promotion

Sales  
Operations

Sales Channels

Fulfill &  
Service

Post-Purchase

Indirect selling models : B2B2B distributor, wholesales models

Retail execution : Field representative ordering

Commerce copilot

Modern store : Mobile first POS

Operational excellence : UX, Geographic expansion



# Investment themes - Project Operations

Sales process

Plan

Resourcing

Execute

Track and  
Report

Invoice and  
Financials

Seamless handoffs between Sales and Delivery teams

Single source of truth for resource pricing, estimation and availability

Contracting models tailored for services

Productivity with tailored experiences for project managers from ideation to close

Single pane for workforce planning, skills and availability

Collaboration, connectivity and tracking across global teams in remote and gig working models

Seamless integration to billing and accounting functions

Transformation of Service Delivery Operations with Copilot – From Sales to Revenue

**Thank you!**