

AI PÅ TVERS AV MICROSOFT PLATTFORMEN



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Capgemini 





AGENDA

Hvorfor tenke nytt på tvers av verdikjeden ved bruk av AI?

Hvilket fundament som må være på plass for å kunne skalere og drive transformasjon?

Muligheter for å komme raskt igang for å skape økt verdi på Microsofts økosystem

EN NY AI ERA





4.4%

Global GDP growth yearly over 10 years



“Computers will one day see, hear, talk, and understand human beings.”

Bill Gates

Generated Image by Redshift via Diffusitron

*Slide courtesy of BAP Foundations team





7% yearly

\$15.7tr

Potential contribution to the global economy by
2030 from AI

**"IF YOU DON'T THINK THERE ARE OPPORTUNITIES WITH AI,
THEN IN MY MIND YOU ARE A COMPLETE MORON."**

**- NICOLAI TANGEN
FINANCIAL TIMES, AUG-2023**



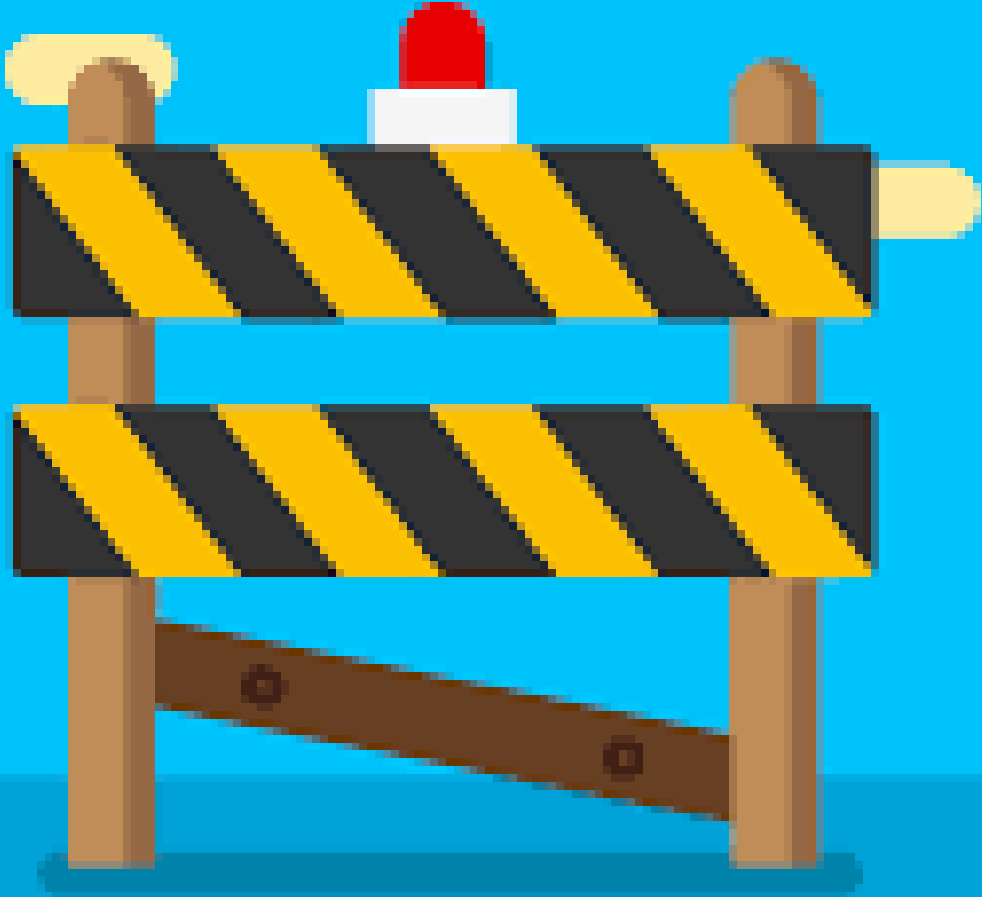


77%

Of Norwegian enterprises are without
comprehensive AI strategies

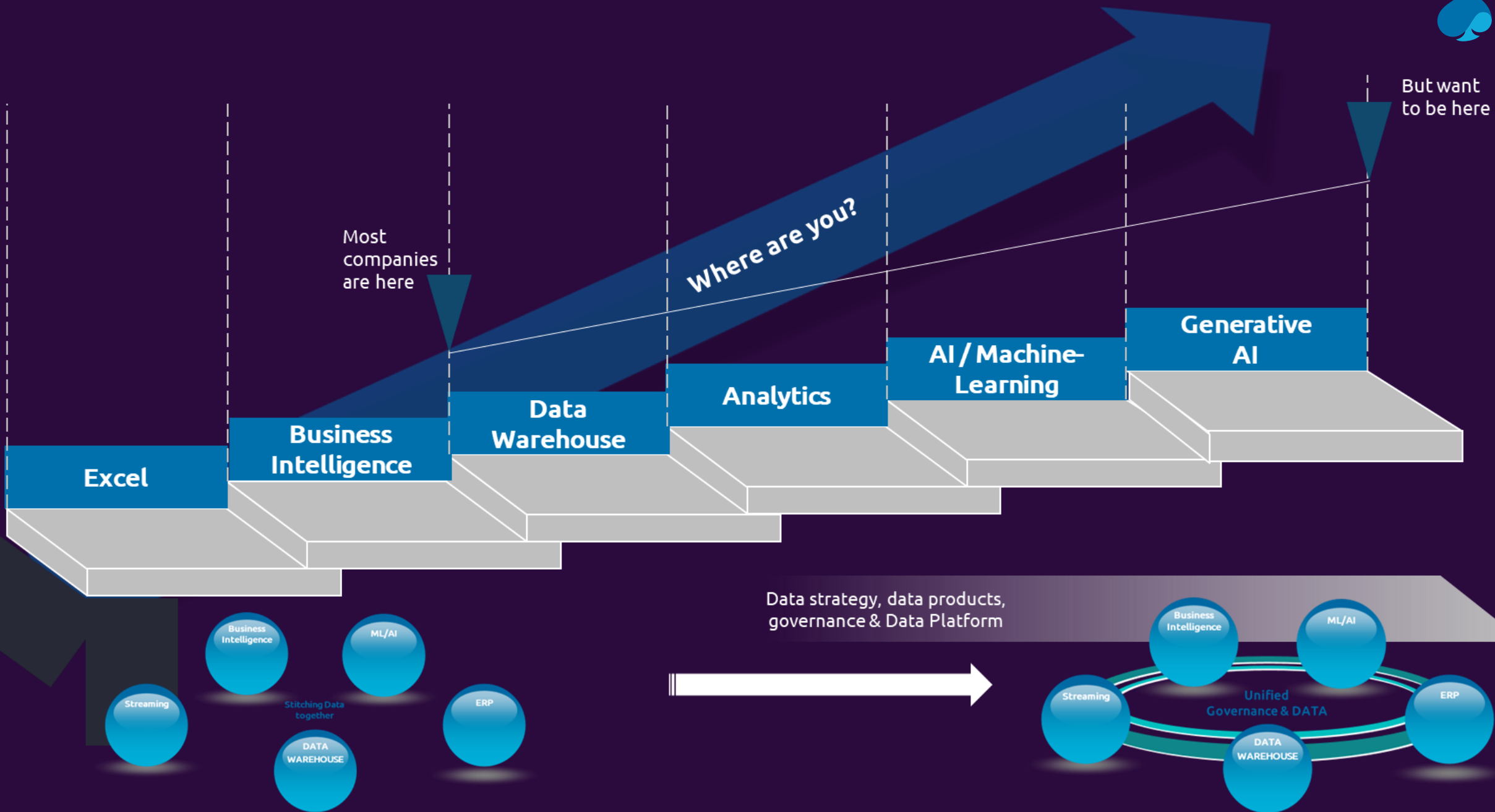


Competencies
& Talent



Ethics
& governance

Barriers





**YOU C(AI)N
DO IT TOO!**

Video



Mastering AI ?

Leader Led transformation
Responsible
Maximize use of data
Willing to change



77%

of mature organizations are adopting
an AI-first strategy, systematically
considering AI for every use case.*



CAPGEMINI NORDEN HAR UTVIKLET EN HELHETLIG GUIDE FOR DATA- OG AI-DREVET TRANSFORMASJON – MED FØLGENDE HOVEDPUNKTER

THE FUTURE OF DATA

HOW NORDIC COMPANIES SCALE AND TRANSFORM WITH DATA AND AI

Anil Agarwal
Ivar Aune
Raghava Rao Mukkamala
Rickard Sandberg et al.



SIKRE GOD FORSTÅELSE FOR DATA I HELE ORGANISASJONEN

- **Bygge datafundamentet** – verktøyene og teknologiene for å bruke data effektivt
- **Utvikle dataatferden** – menneskene, prosessene, ferdighetene og kulturen som er nødvendig for å utvikle virksomheten i riktig retning

UTVIKLE ET VEIKART OVER DATATRANSFORMASJONEN

- **Fremme en datastrategi og tilpasse den til bedriftens mål og visjon** – fokus på å skape en datadrevet strategi basert på overordnede forretningsmål
- **Bygge tillit til data og innsikt** – etablere retningslinjer for kunstig intelligens (AI) og demokratisering av data
- **Bygge et moderne datalandskap** – fokus på fornyelse og modernisering av virksomhetens datalandskap
- **Fremme datadreven beslutningstaking** – fokus på utviklingen av en data- og innsiktsdrevet kultur på tvers av virksomheten

STUDIER VISER AT SELSKAPER SOM HAR GJORT STORE INVESTERINGER I DATASTRATEGI ER

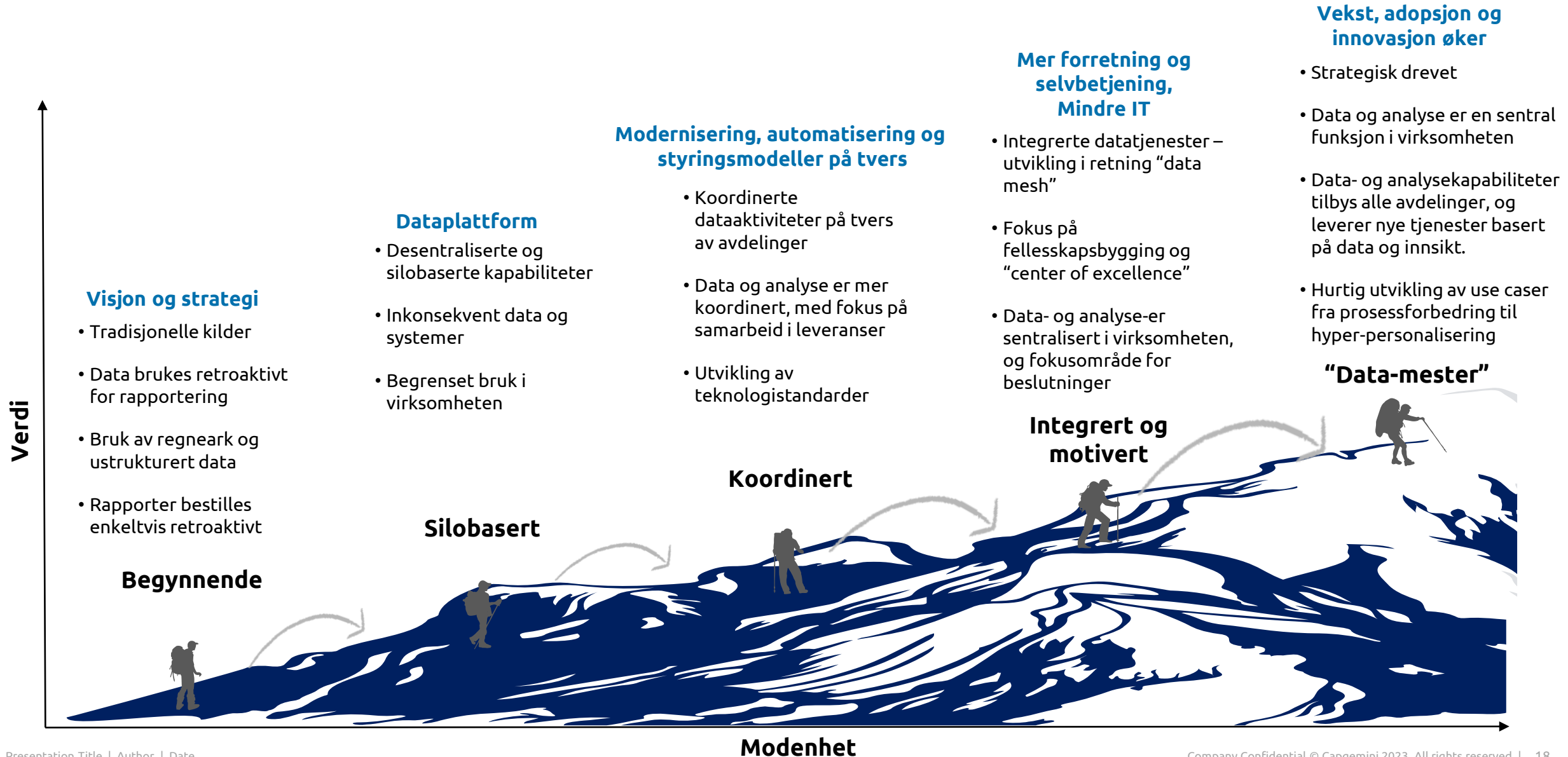
22%

MER LØNNSOMME ENN GJENNOMSNIET





HVA KJENNETEGNER EN DATAMESTER?





... Path(s) to AI transformation

Mastering

Scaling

Piloting

Exploring

Willingness to change

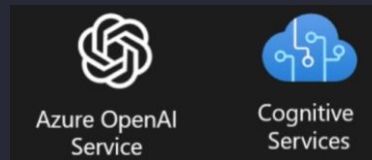
Maximise use of data

Responsible AI

Industry or function specific AI copilot

Industry or function specific use cases

Ex. Open AI or Cognitive services but with industry data platforms and collabs... ?



Private ChatGPT

Ex. Bing chat and search or Microsoft 365 copilots

Chat with own data or knowledge mining

Ex. Build your own AI powered co-pilot or AI apps but with less code involved (applied AI)

Document intelligence

Contact Center Automation & Analytics

Content generation

Ex. Open AI or Cognitive services customized



Azure and AI



Create a strategy and Roadmap to get the most of your AI mastery

Business Strategy

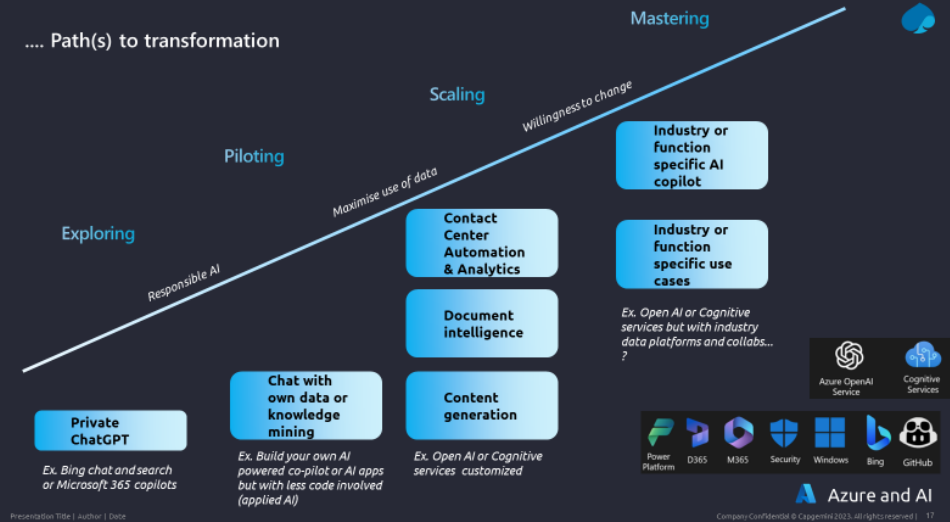
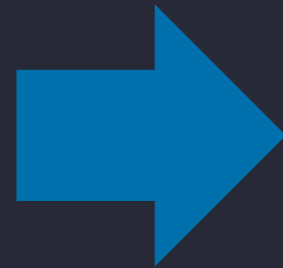
Technology Strategy

AI Strategy

Upskill, Educate, train and support Employees

Change enablement and org change

Governance and principles



VERKTØY KASSA



Video



Copilots

Find

Superior Search. Ask questions and get relevant answers with **AI-powered Bing for Enterprise and Web**



1

Create

Unleash creativity and unlock productivity in Word, Outlook, Excel and PowerPoint with **Microsoft 365 Copilot**.



2

Serve customers

Intelligence for every line of business. Bring AI-powered, interactive assistance to CRM and ERP with **Dynamics 365 Copilot**.



3

Make

No-code development. Build apps using natural language and no code with **Copilot in Power Platform**.



4

Code

Write better code faster in dozens of languages with **GitHub Copilot**.



5



Making Azure OpenAI work for you

Your Differentiation

Your Prompts

"You're a friendly, informative support agent"

"Only provide answers from the data provided"

"If you can't find the answer, respond with ..."

Your Data

Internal Knowledge Bases

Structured / Unstructured Sources

Operational and Transactional Data

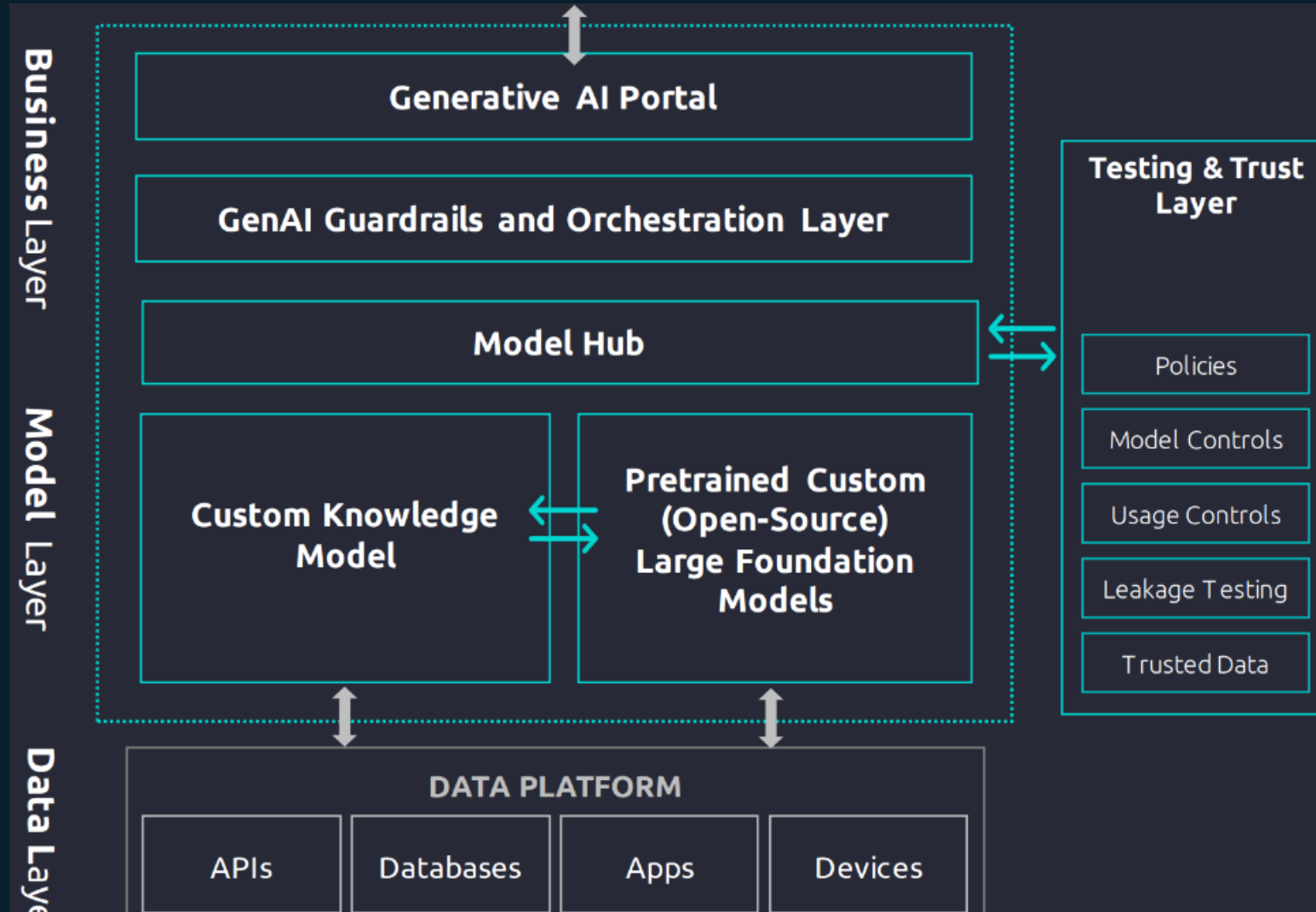
GPT-3.5

GPT-4








ChatGPT

Azure OpenAI Service

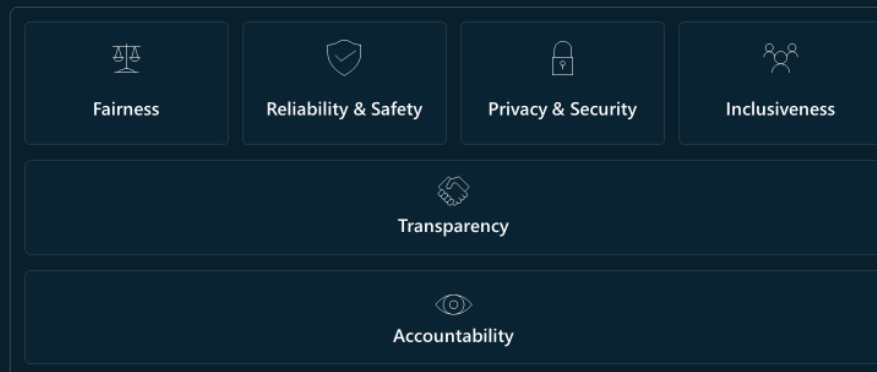
Building the foundations to differentiate



Capgemini's 7 pillars of ETHICAL AI & Microsoft Responsible AI

<p>Sustainable AI</p>	<p>Fair AI</p>	<p>Transparent & Explainable AI</p>	<p>AI with Carefully Delimited Impact</p>	<p>Robust and Safe AI</p>	<p>Controllable AI with Clear Accountability</p>	<p>AI Respectful of Privacy & Data Protection</p>
						
<p>Proactively deploy AI to achieve sustainability goals</p>	<p>Embed diversity and inclusion principles proactively throughout the lifecycle of AI systems</p>	<p>Enhance AI transparency through technology tools</p>	<p>Clearly outline the intended purpose of AI systems and assess the overall potential impact, notably on individuals, before adoption</p>	<p>Ensure technical robustness of AI from safety, security, and accuracy standpoint</p>	<p>Humanize the AI experience, Ensure human oversight of AI systems</p>	<p>Protect individual privacy by empowering them and putting them in charge of AI interactions</p>

Microsoft's Responsible AI principles



Azure AI

Applications



Partner Solutions

Application Platform

AI Builder



Power BI



Power Apps



Power Automate



Power Virtual Agents

Scenario-Based Services

Applied AI Services



Bot Service



Cognitive Search



Form Recognizer



Video Indexer



Metrics Advisor



Immersive Reader

Customizable AI Models

Cognitive Services



Vision



Speech



Language



Decision

Azure OpenAI Service

ML Platform



Azure Machine Learning



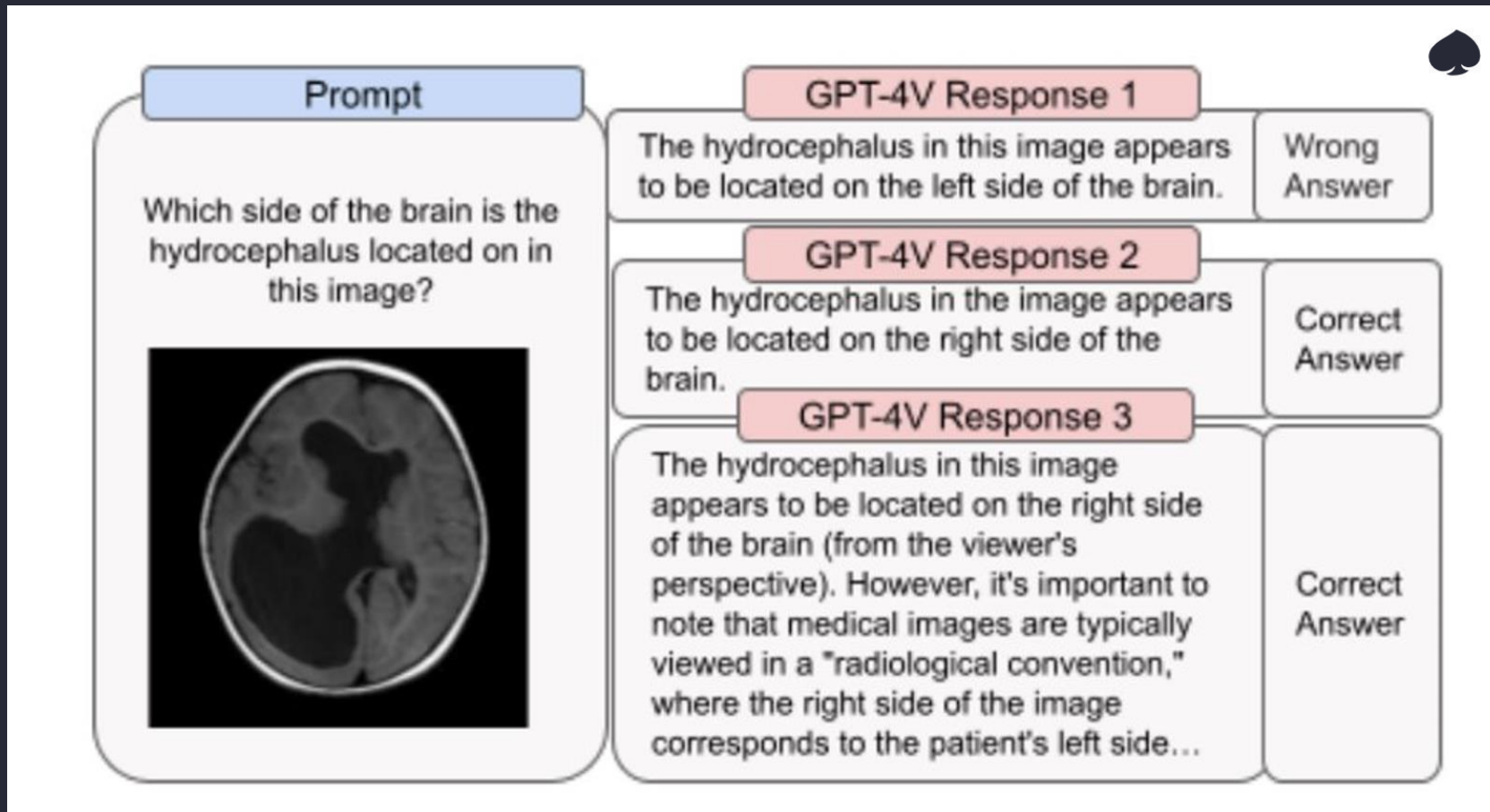
Business Users



Developers & Data Scientists



Use cases for tomorrow



GPT-4V(ision) System Card, OpenAI, September 25, 2023



Summary

THE UNEXPECTED PIONEERS ARE EVERYONE
ENABLE AI TO FUEL ECONOMIC GROWTH AND PACE
AI STRATEGY – AI FIRST
VALUE - USE CASES
DATA – FOUNDATIONS-PRINCIPLES
OP MODEL

IN GEN-AI WE TRUST BUT LET'S BE CAUTIOUS
UPSKILL EVERYONE AND TAKE ADVANTAGE OF LOW HANGING FRUITS
PREPARE TO EXPLORE, NOW



Kom å besøk oss på stand!



DynUG Conference - AI Maturity questionnaire

This questionnaire is only intended to spark a discussion about your organization's readiness to implement AI in your organization's operations and processes. All information gathered will be deleted after the conference.



**GET THE
FUTURE
YOU WANT**



About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 360,000 team members more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2022 global revenues of €22 billion.

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