



Flere grunner til å glede seg



Else Tefre

Director Solution & Technical Unit

Microsoft Norway

# Vårt mål i dag – inspirere dere med muligheter med kunstig intelligens



**Katinka Røise**

**Copilot & Modern Work Specialist | Working with Enterprise customers in Norway | Master degree in Information Systems**



**Yashoda Singh**

**Data & AI Specialist | Working with Enterprise customers in Norway | Top 50 women in tech 2024 - Norway |**



**Else Tefre**

**More than 25 years experience from the tech and IT business. Now managing all the solution specialists in Microsoft Norway**

# Using AI to Decode Decisions and Create Opportunities

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LEVERAGING AI AND COPILOT  
TO ENHANCE EXPERIENCE



# A day in the life of a Sales Director with the help of Copilot

8:00 am

Else starts her day by reviewing her calendar and preparing for meetings. By using Copilot, she gets a Q&A to be more prepared and productive in meetings.



Copilot M365

**What's the latest** from (tag name of colleague) organized by emails, chat, and files



9:30 am

To get up to speed on the last meeting, Else uses Copilot in Teams to summarize and get action points from a meeting that she couldn't attend yesterday, due to a double booking.



Copilot in Teams

**Summarize** the meeting and identify key actions



11:00 am

Else has a short working block to prepare for a meeting with an interesting customer. She uses Copilot in Word to draft talking points for the meeting.



Copilot in Word

**Draft talking points** for a meeting and reference these files.

**Else Tefre**  
Director Solution  
and Technical Unit  
Microsoft Norway



4:00 pm

With a full day of meeting, Else has not been able to look through all relevant mails during the day. She uses Copilot in Outlook to surface key updates and focus on the most important tasks.



Copilot in Outlook

**Generate a summary** to transform long email conversations into short summaries



3:00 pm

Else is preparing a presentation and uses the relevant emails, Teams chat messages to get help from Copilot to create the PowerPoint with agenda, content and closing remarks, including matching pictures.



Copilot in PowerPoint

**Prepare** all of the email and chats that mention the workshop from the past two hours.



2:00 pm

While preparing for another customer meeting the next day, Else uses Copilot in Edge to provide a summary of the news section of the customer's website. In addition, she uses Copilot in Edge to create a profile of the customer, based on information on the web.



Copilot in Edge

**Summarize** document and highlight themes.

## My favorite prompt right now

Step 1: Pull a list of all of my meetings for today.

Step 2: Aggregate all of the meeting information into a table format that I can easily read. The columns should be: Time | Meeting Title.

Step 3: Summarize my Teams chats and channels from today.

Step 4: Go through my inbox and summarize any emails where I am in the to line and there is a direct action required. Summarize into a table with the columns Email Title | Email Summary | Recommended Action.

Step 5: Based on the above, please suggest the top three actions I should focus on.

I value thoroughness and accuracy of over speed.

# Planlegging, beslutninger, gjennomføring

- **Prompt:** I am working on planning next year team strategy and I am using a framework called SCIPAB which stands for Situation, Complication, Implication, Position, Action, Benefit.
- Please help me draft my strategy using this framework.
- What you will do is ask me questions and as I respond them you will fill out the sections of the strategy.
- The output should be a table. We will repeat this process until the strategy is well define and I say that I am done.

## Output:

Section	Content
Situation	The team is facing a challenge with the recent decline in product sales, which is impacting the overall revenue targets.
Complication	The decline in sales is due to increased competition and a lack of awareness of the product's unique features among potential customers.
Implication	If the trend continues, the company risks losing market share and may have to downsize, impacting employee morale and customer trust.
Position	The company plans to launch a targeted marketing campaign to highlight the product's unique features and invest in competitive analysis to stay ahead.
Action	The marketing team will develop a new advertising strategy, the sales team will undergo product feature training, and the R&D team will conduct a competitive analysis.
Benefit	These actions are expected to increase product awareness, improve sales team performance, and ultimately lead to a recovery in sales and market position.

This table serves as a structured approach to address a business challenge using the SCIPAB framework. It helps in organizing thoughts, identifying key issues, and planning strategic actions to achieve desired outcomes. Feel free to use this example to educate your peers on the use of this framework.

Norge

Siste nytt

Dokumentar

Klima

NRK Ytring

# Frykter Norge taper KI-kappløpet

– Politikerne må ha større ambisjoner, mener IKT Norge.



Øyvind Husby, administrerende direktør i IKT Norge.

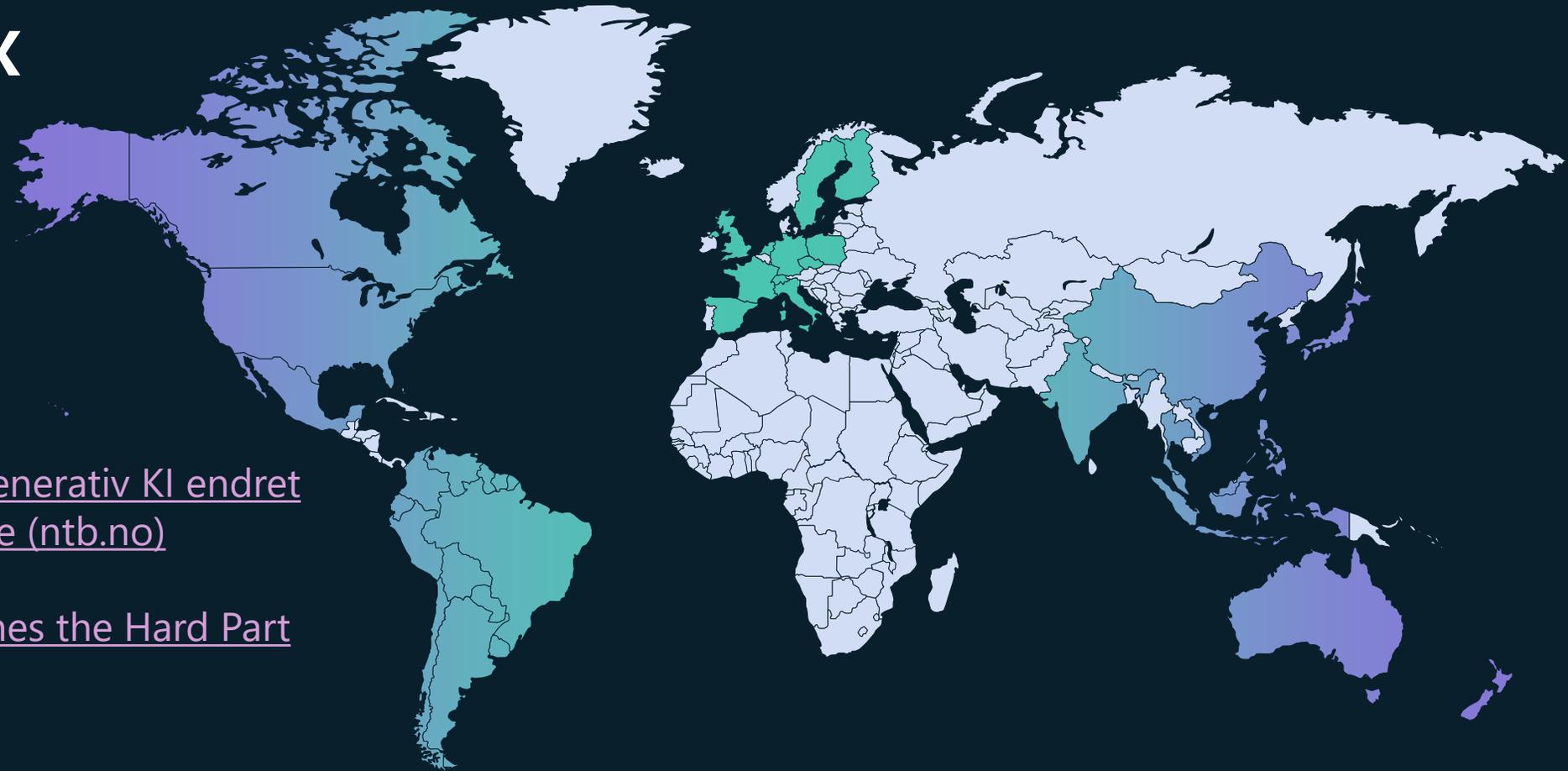
FOTO: IKT-NORGE



✉ [Egil Aslak Hagerup](#)  
Journalist

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Oppdatert i dag kl. 07:14

# Microsoft Work Trend Index



[Stor undersøkelse: Slik har generativ KI endret arbeidslivet | Microsoft Norge \(ntb.no\)](#)

[AI at Work Is Here. Now Comes the Hard Part \(microsoft.com\)](#)

 **31,000**  
mennesker

 **31**  
land

 **Microsoft 365, LinkedIn,**  
**Glint People Science + akademisk research**

# Digital gjeld på bekostning av innovasjon



64%

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

57%

av ansattes tid brukes til kommunikasjon

43%

av ansattes tid brukes til å skape noe



av organisasjoner  
tror KI vil gi dem en  
konkurransemessig fordel



90%

av brukere sier KI sparer dem for tid



85%

av brukere sier KI hjelper  
dem å fokusere på det som  
er viktig



84%

av brukere sier KI hjelper dem å bli mer kreative

# Muligheter med KI

## Automatisere oppgaver med KI

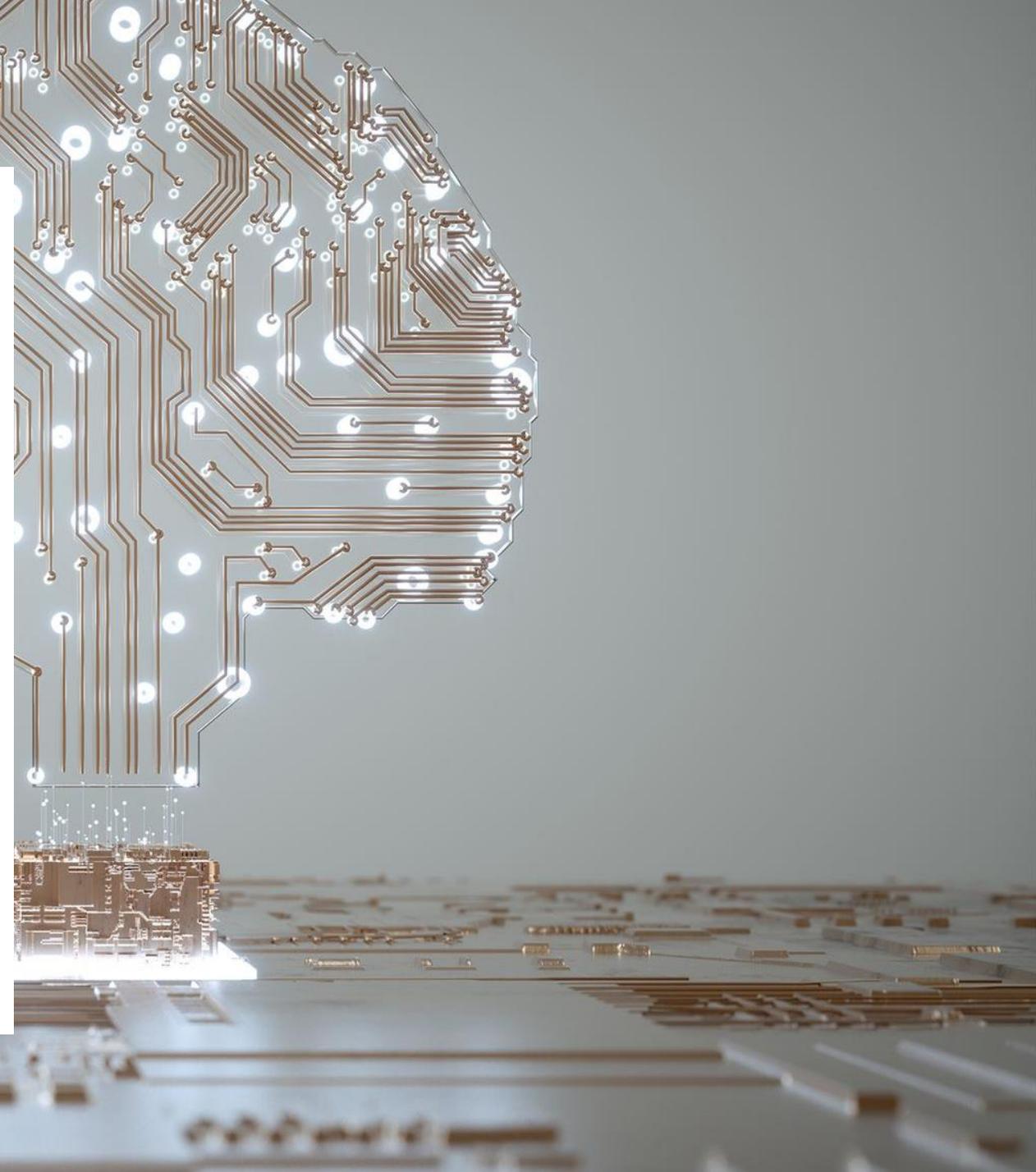
- KI-funksjoner kan automatisere repeterende og tidkrevende oppgaver, frigjøre ansatte til å fokusere på mer strategisk arbeid og forbedre den generelle produktiviteten.

## Identifisere trender med KI

- KI-funksjoner kan hjelpe bedrifter med å identifisere trender og mønstre i data, og gi innsikt som kan informere beslutningstaking og forbedre driften.

## Ta bedre beslutninger med KI

- KI-funksjoner kan hjelpe bedrifter med å ta mer informerte beslutninger ved å analysere store mengder data og gi innsikt i kundeatferd, markedstrender og mer.



# Copilot for Microsoft 365 nyheter



# Copilot for Microsoft 365

Unlock productivity and unleash creativity

Natural Language



Large Language  
Models

+



Microsoft Graph  
- Your Data -

+



Microsoft 365  
Apps

+



The  
Web



# Copilot for Microsoft 365

Built on Microsoft's comprehensive approach



Security



Compliance



Privacy



Responsible AI



# Team Copilot

**A valuable new member of the team**

**Meeting facilitator**

**Group collaborator**

**Project manager**

**Preview later this year**

Access to the preview will require Microsoft Copilot for  
Microsoft 365 licenses

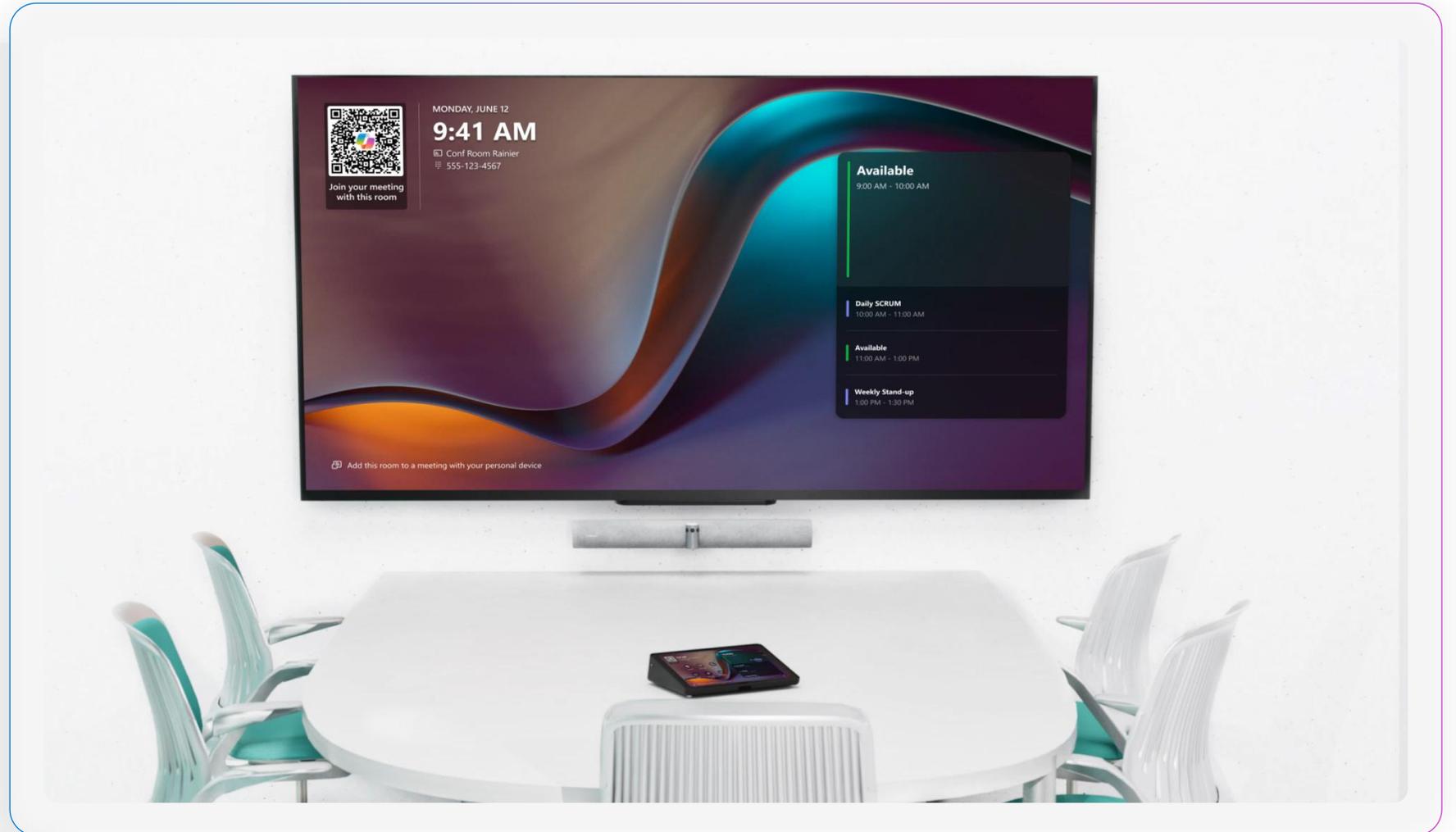
# Team Copilot: Meeting facilitator

## Teams Meetings

The screenshot displays a Microsoft Teams meeting window titled "ReleCloud Marketing Sync". The interface includes a top toolbar with icons for Chat, People (3), Raise, React, View, Copilot, Notes, More, Camera, Mic, Share, and a red Leave button. The meeting duration is shown as 00:00. The main area features three video thumbnails: Miguel Silva (top right), Serena Davies (bottom center), and an unlabeled participant (top left). A right-hand sidebar titled "Participants" lists the meeting attendees: Copilot (Participant), Babak Shammass (Organizer), Miguel Silva (Required), and Serena Davies (Required) under the "In this meeting (3)" section; and Andre Lawson (Accepted) and Bruno Zhao (Accepted) under the "Others invited (2)" section. The sidebar also includes an "Invite someone or dial a number" dropdown, a "Share invite" button, and an "Add extensions" link at the bottom.

# Team Copilot: Meeting facilitator

Teams Rooms



# Team Copilot: Group collaborator

## Teams Chat

The screenshot displays the Microsoft Teams chat interface for the 'ReleCloud Marketing Squad' channel. The left sidebar shows navigation options like Activity, Chat, Teams, Calendar, Calls, OneDrive, and Apps. The main chat area shows a conversation with several messages:

- Mona Kane (3:32 PM): Jumping in. The schedules seem too tight, risking driver safety and legal issues. Can we tweak this?
- Copilot (4:01 PM): Copilot has been added to the chat. Interactions with Copilot in this chat are visible to everyone. [Learn about Copilot](#)
- Buttons: How can you help us?, Highlights from the chat, Search the web for...
- Mona Kane (4:01 PM): Great suggestions, Allan is this what you're thinking?
- Allan Munger (4:09 PM): Yup, all of these will be incorporated into the system design.
- Reta Taylor (4:11 PM): That sounds great. I think it's a good approach to balance risk and getting insights.
- Cassandra Dunn (4:16 PM): Appreciate the extra training plans!
- Mona Kane (4:19 PM): Thanks for considering these points!

At the bottom, there is a text input field labeled 'Type a message' with icons for emojis, attachments, and a send button.

On the right side, a 'Notes' panel is open, displaying the following content:

**Notes**

The marketing squad is discussing the plan for the upcoming launch of the ReleCloud Delivery Drone.

**Decisions made**

- The ReleCloud Delivery Drone will be announced in the morning session (1)
- The team will schedule a blog post to disclose details of the product and pricing

**Action items**

- Training sessions: Develop and schedule team training. (Allan) (2)
- Adjust schedules: Ensure safety and compliance in scheduling. (Allan and Operations)

# Team Copilot: Project manager

Planner + Loop

The screenshot displays the Microsoft Planner application interface. The top navigation bar includes a search bar, the current project name 'ReleCloud Delivery Drone Launch', and various utility icons. The left sidebar contains navigation options: Activity, Chat, Teams, Calendar, Calls, Planner (selected), and Apps. The main workspace is divided into several sections:

- Planner Overview:** Shows 'My Day', 'My Tasks', 'My Plans', and a '+ New plan' button. A pinned plan for 'ReleCloud Delivery Drone...' is visible.
- Task Board:** Features a search bar and a 'Filter by keyword' input. It is organized into four columns: 'All incomplete tasks', 'Draft with Copilot', 'Needs your input', and 'Completed with...'. Each column has an '+ Add task' button.
- Task Details:** Two task cards are shown in the 'All incomplete tasks' column:
  - Task 1: 'Write announcement blog post' (radio button selected), assigned to 'Project manager' (In-progress), with a progress indicator of 3/10.
  - Task 2: 'Research content creators that could help boost the announcement' (radio button unselected), assigned to 'Project manager', with a progress indicator of 3/10.



## Building copilots with agent capabilities

Complete tasks independently with a copilot tailored to specific roles or functions

**Automates long-running processes**

**Reasons over actions and user inputs**

**Leverage memory to bring in context**

**Learn based on user feedback**

**Record exception requests and ask for help**

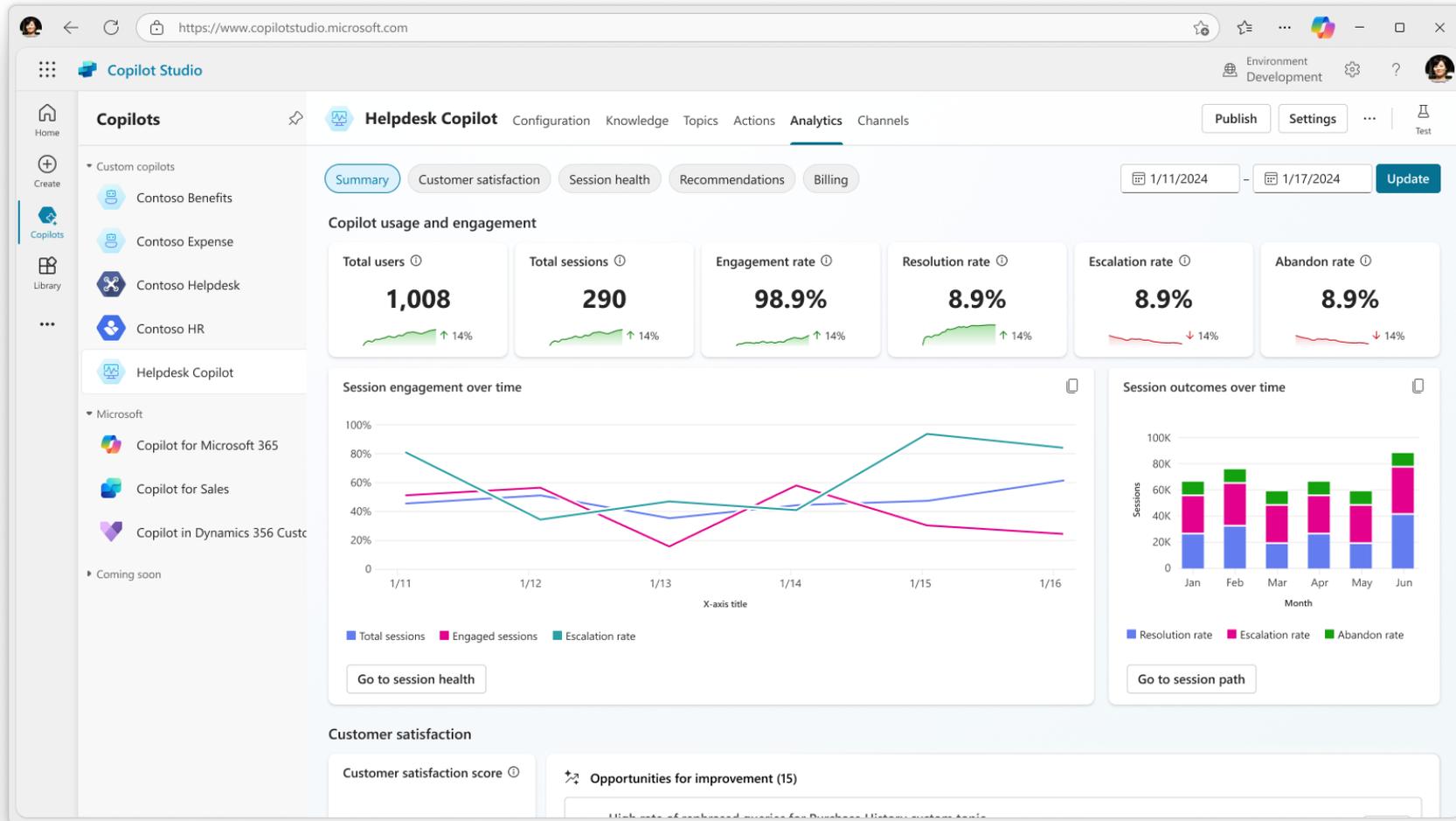
Private Preview in limited capacity

It's easier than ever to create copilots

Redefine

00:00:00

# Conversational Analytics (private preview)





# Delivery Drone Launch

Home Documents Pages Site contents Edit

Confidential \ Internal only ☆ Not following English

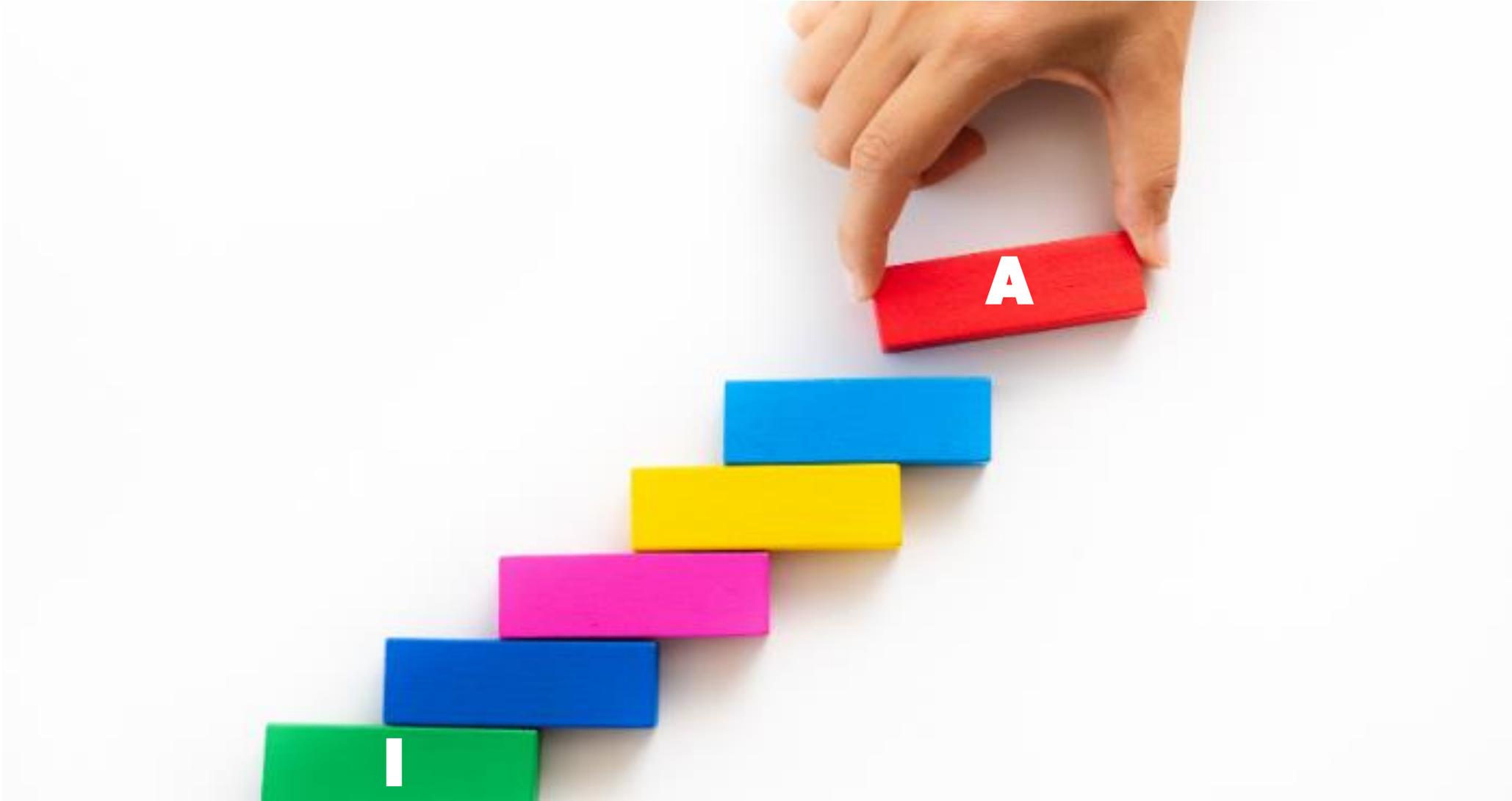
- Home
- Documents
- Pages
- Site contents
- Site contents
- Recycle in
- Edit

+ New Upload Edit in grid view Sync Create a copilot

All Documents Filter Info Refresh

## Documents > Final Materials

Name	Modified	Modified By
Statement of Work	A few seconds ago	Sam Snow
Delivery Drone Press Release.docx	Wednesday at 8:30 PM	Kat Larson
FAQs.docx	Monday at 3:31 PM	Mona Kane
List of Attendees.xlsx	Monday at 4:30 PM	Kat Larson
Upselling Opportunities.docx	Yesterday at 2:30 PM	Megan Brown
Vendor List.docx	Yesterday at 2:30 PM	Megan Brown



# The 2024 ML, AI, and Data Landscape

The image is a large grid of logos, organized into several main sections:

- INFRASTRUCTURE:** Includes logos for storage (e.g., AWS, Azure, Google Cloud), data lakes (e.g., Databricks, Snowflake), data warehouses (e.g., Amazon Redshift, Google BigQuery), streaming (e.g., Apache Kafka, Amazon Kinesis), and databases (e.g., Oracle, Microsoft SQL Server).
- ANALYTICS:** Includes logos for BI platforms (e.g., Tableau, Power BI), visualization (e.g., Looker, Qlik), data science notebooks (e.g., Databricks, Jupyter), and data analyst platforms (e.g., Alteryx, SAS).
- MACHINE LEARNING & ARTIFICIAL INTELLIGENCE:** Includes logos for data science platforms (e.g., DataRobot, H2O), enterprise ML platforms (e.g., SAP, Oracle), data generation & labeling (e.g., Scale AI, Hive), and various AI/ML startups (e.g., OpenAI, Anthropic).
- APPLICATIONS - ENTERPRISE:** Includes logos for sales (e.g., Salesforce), marketing (e.g., HubSpot), customer experience (e.g., Adobe), human capital (e.g., Workday), and automation & operations (e.g., UiPath).
- APPLICATIONS - HORIZONTAL:** Includes logos for code & documentation (e.g., GitHub), text (e.g., OpenAI), audio & voice (e.g., Amazon Alexa), image (e.g., OpenAI), video editing (e.g., Adobe Premiere), and animation (e.g., Blender).
- APPLICATIONS - INDUSTRY:** Includes logos for finance & insurance (e.g., BlackRock), healthcare (e.g., Genentech), life sciences (e.g., Moderna), transportation (e.g., Uber), agriculture (e.g., John Deere), industrial & logistics (e.g., Amazon), and gov't & intelligence (e.g., Palantir).
- OPEN SOURCE INFRASTRUCTURE:** Includes logos for frameworks (e.g., TensorFlow, PyTorch), query/data flow (e.g., Apache Airflow), databases (e.g., PostgreSQL), and other open-source tools.
- DATA SOURCES & APIs:** Includes logos for data marketplaces (e.g., DataCamp), financial & market data (e.g., Bloomberg), API/Space/Sea (e.g., OpenStreetMap), people/entities (e.g., LinkedIn), location intelligence (e.g., Uber), and ESG (e.g., Sustainalytics).
- DATA & AI CONSULTING:** Includes logos for consulting firms like Deloitte, IBM, and others.



# WHEN IS THE RIGHT TIME TO RIDE THE AI WAVE?

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Potential challenges of premature technology adoption:

- **Lack of infrastructure**
- **Insufficient support and resources**
- **Premature investment costs**
- **Adoption resistance & liability**



# What could slow down generative AI adoption?

<b>Getting started</b>	The state of the art is evolving so quickly, it makes it difficult to decide what to use. Along with that, guidance and documentation is hard to find
<b>Development</b>	Applications often require multiple cutting-edge products and frameworks which requires specialized expertise and new tools to stitch these components together
<b>Context</b>	Generative AI doesn't know about your data
<b>Evaluation</b>	It is hard to figure out which model to use and how to optimize for their use case
<b>Operationalization</b>	Concerns around privacy, security, and grounding. Developers lack the experience and tools to evaluate, improve, and validate the solutions for their Proof of Concepts, and to scale and operate in production
<b>Experience</b>	Less than 30% of surveyed executives say their organizations have the in-house expertise needed to adopt and scale generative AI. <sup>1</sup>



DEMO

# Get to know Azure AI

## Azure AI Infrastructure

State-of-the-art silicon and systems for AI workloads

High-Bandwidth Networking

Microfluidic Cooling

Azure Maia Silicon

## Azure AI Studio

One place for building and deploying AI solutions

API & Model Choice

Complete AI Toolchain

Responsible AI Tools & Practices

Enterprise-grade Production at Scale

## Cutting-Edge Models

Access to the latest foundation and open-source models

Model Catalog

Models As a Service

GPT Model Family

Open-Source Models

Small Language Models

## Azure AI Services

Pre-trained, turnkey solutions for intelligent applications

Azure OpenAI Service

Azure AI Search

Azure AI Speech

Azure AI Vision

Azure AI Content Safety

Azure AI Document Intelligence

Azure AI Language

Azure AI Translator

## Azure Machine Learning

Full-lifecycle tools for designing and managing responsible AI models

Prompt Flow Orchestration

Responsible Model Design

Model Fine-Tuning

Model Training

# Microsoft: A leader in cloud AI developer services

**Gartner has recognized Microsoft as a leader in the 2023 Gartner® Magic Quadrant™ for Cloud AI Developer Services.<sup>1</sup>**

**Leader Recognition:** Microsoft has been named a Leader in the Gartner® Magic Quadrant™ for Cloud AI Developer Services for the fifth consecutive year, recognized for its completeness of vision.

**Azure AI Advancements:** Azure AI is at the forefront of generative AI, offering a comprehensive platform with cutting-edge models and services used by over 65% of the Fortune 500.

**Model Catalog:** The Azure AI model catalog features over 1,600 diverse models from industry leaders open source, enhancing the availability and diversity of AI models for customers.

**Integrated Tooling:** Azure AI provides an integrated ecosystem of tools supporting the AI development lifecycle, including features for responsible AI and tools to ensure safe generative AI experiences



# Foundation models introduce new harms



Ungrounded outputs & errors



Jailbreaks & prompt injection attacks



Harmful content & code



Copyright infringement



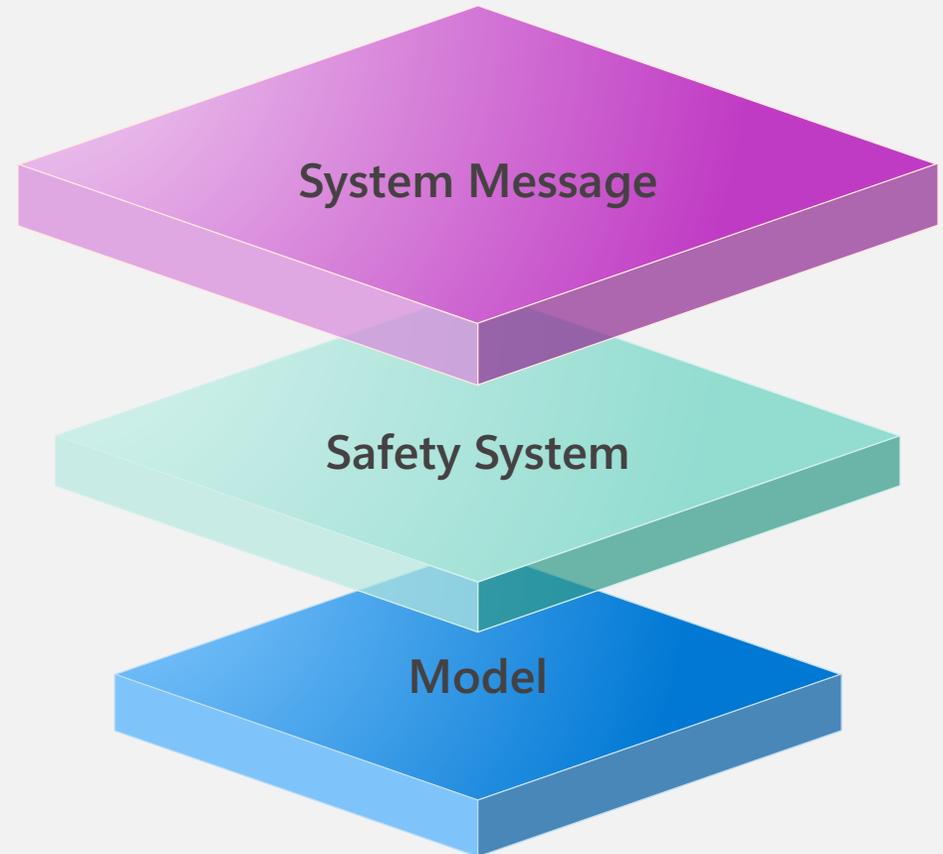
Manipulation and human-like behavior

# Mitigation layers in Azure AI Studio

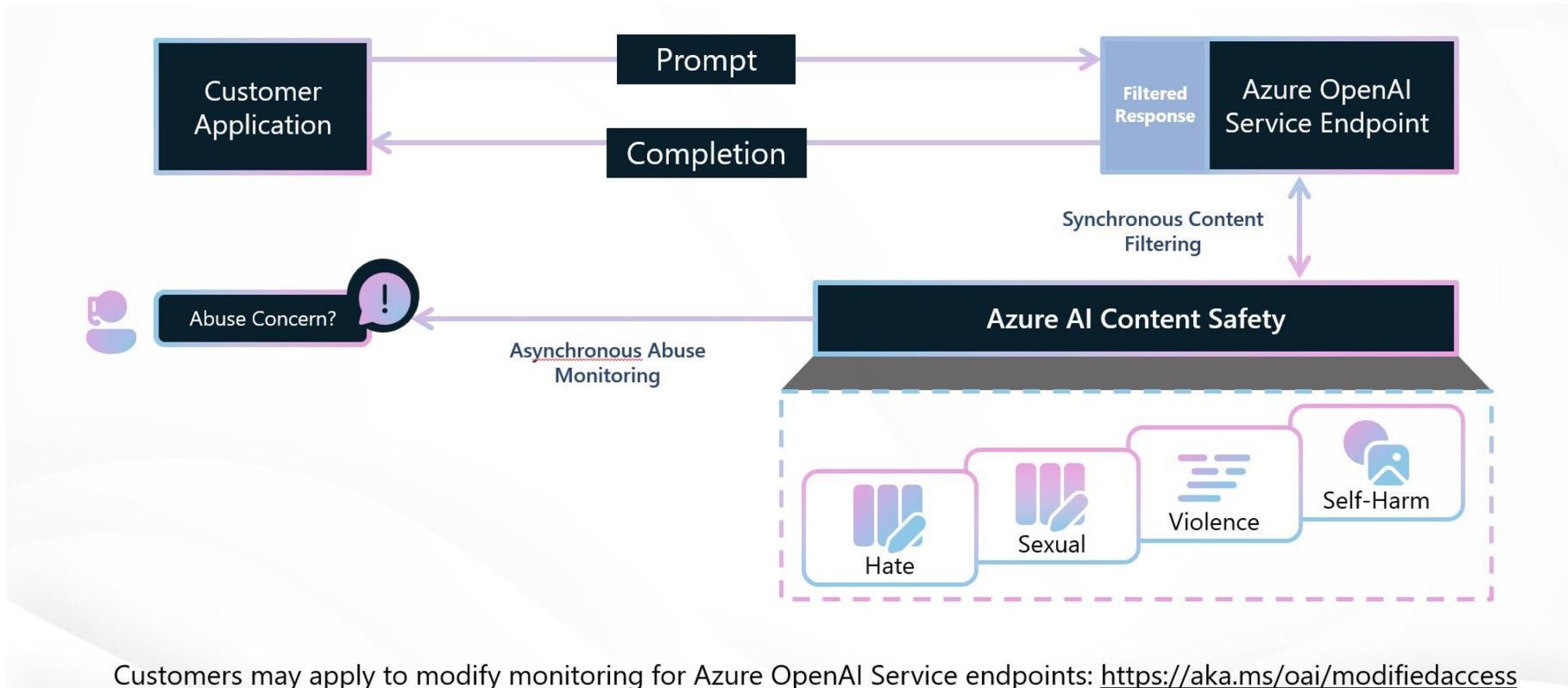
The **system message layer** provides hidden instructions to your model with every user prompt, so you can guide the model's behavior and data retrieval to generate higher quality responses by default.

The **safety system layer** acts as a shield or firewall around your foundation model, by detecting and filtering/blocking risky prompts before they reach your model and risky responses before they reach your end user, for high quality experiences that stay on-brand.

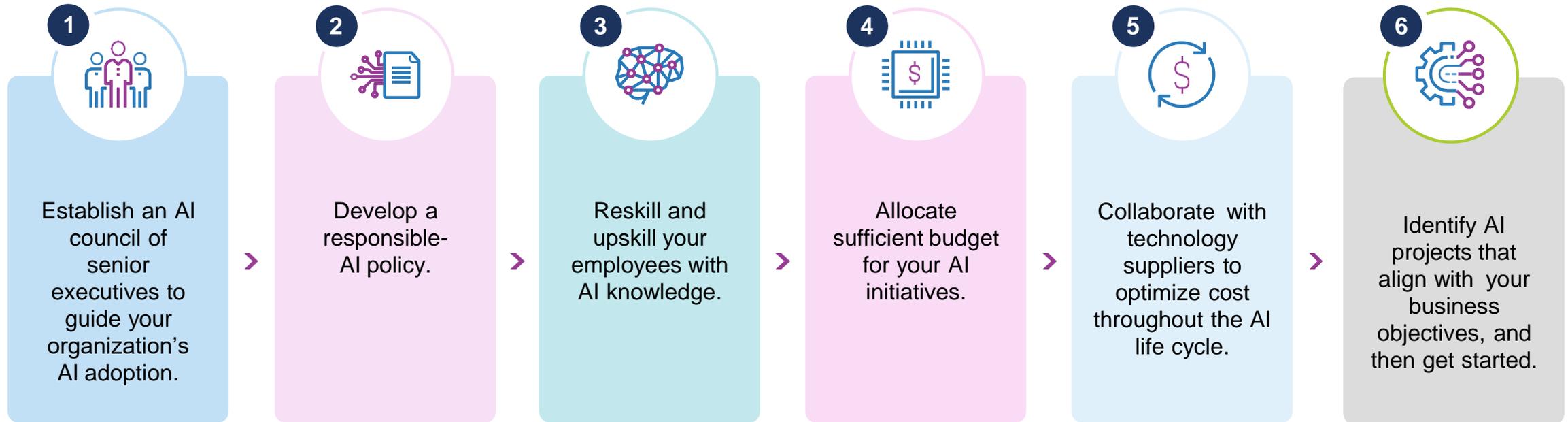
The **model layer** is your foundational model, including any fine-tuning performed by you or the model developer to improve performance and safety.



# Prioritizing Safety above all else



# Six Steps to Successful AI Adoption?



IDC recommends the following practices for adopting AI and realizing significant business value from it.

# What's Next?

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## Tips

Ved å forstå hvordan KI fungerer, utvikle en strategi og holde seg oppdatert på den siste utviklingen, kan bedrifter utnytte kraften til KI for å oppnå bedre resultater.

- Neste steg! Kom igang!



Takk