Lead the AI era with the Microsoft Cloud

Thomas Sigmund
CS SMC, Microsoft
What AI can do over time
Microsoft Plans to Build OpenAI, ChatGPT Features Into All Products
Offering for businesses and industries to be transformed by incorporating tools like ChatGPT, CEO Satya Nadella says

ChatGPT Sprints to One Million Users
Time it took for selected online services to reach one million users

- Netflix: 1999, 3.5 years
- Kickstarter*: 2009, 2.5 years
- Airbnb**: 2008, 2.5 years
- Twitter: 2006, 2 years
- Foursquare***: 2009, 13 months
- Facebook: 2004, 10 months
- Dropbox: 2008, 7 months
- Spotify: 2008, 5 months
- Instagram***: 2010, 2.5 months
- ChatGPT: 2022, 5 days

* one million backers  ** one million nights booked  *** one million downloads
Source: Company announcements via Business Insider/Linkedin
Ensure that artificial general intelligence (AGI) benefits humanity

Microsoft

Empower every person and organization on the planet to achieve more

OpenAI

GPT
Generate and understand text

Codex
Generate and understand code

DALL·E
Generate images from text prompts

ChatGPT
Generate and understand conversations
FOMO - Fear of missing out
To make data privacy on Azure OpenAI very clear: Your prompts (inputs) and completions (outputs), your embeddings, and your training data:

- are NOT available to other customers.
- are NOT available to OpenAI.
- are NOT used to improve OpenAI models.
- are NOT used to improve any Microsoft or 3rd party products or services.
- are NOT used for automatically improving Azure OpenAI models for your use in your resource (The models are stateless, unless you explicitly fine-tune models with your training data).

Your fine-tuned Azure OpenAI models are available exclusively for your use. Abuse monitoring data is stored for 30-days within the region the service is deployed, this can be disabled for sensitive use-cases if proper own abuse monitoring is implemented.

The Azure OpenAI Service is fully controlled by Microsoft; Microsoft hosts the OpenAI models in Microsoft’s Azure environment and the Service does NOT interact with any services operated by OpenAI (e.g. ChatGPT, or the OpenAI API).
Top use cases for Generative AI

- Enterprise ChatGPT
  Better knowledge mining
- Intelligent Call Centers
  Better analytics and service
- Build your own copilot
  Your data. Your apps. Your people
- Content Generation
  New products and services
- Hyper-personalization
  Better sales and marketing
Request Access to Azure OpenAI Service

Please read all instructions carefully and complete form as instructed

Thank you for your interest in Azure OpenAI Service. Please submit the form to register for approval to access and use Azure OpenAI’s Limited Access text and code and/or DALL-E 2 text to image models (as indicated in the form). All use cases must be registered. Azure OpenAI Service requires registration and is currently only available to approved enterprise customers and partners. Learn more about limited access to Azure OpenAI Service here.

Limited access scenarios: When evaluating which scenarios to onboard, we consider who will directly interact with the application, who will view the output of the application, whether the application will be used in a high-security context, and whether the application will be used for development or evaluation purposes.

Angebot zur Validierung Ihres Azure OpenAI Anwendungsfalls

* freundlich

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Microsoft Cloud

Radically accelerate your organization’s productivity with built-in AI

Differentiate from the competition with intelligent apps using AI
Microsoft Teams Premium

Intelligent meeting recap
# A copilot for every Microsoft Cloud experience

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<th>Microsoft Security Copilot</th>
<th>GitHub Copilot</th>
<th>Copilot in Microsoft Viva</th>
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The art of the prompt: How to get the best out of generative AI

 Generative AI models can crank out anything from poetry and prose to images and code at your command. But to coax your desired output from these AI tools, you need to craft the right input — AKA, the prompt.

 Prompts are what guide the AI model’s output and influence its tone, style and quality. And good prompts are what elicit brilliant text and stunning images.

 “Writing good prompts is the key to unlocking the power and potential of generative AI,” said Jennifer Marsman, principal engineer in Microsoft’s Office of the Chief Technology Officer.

 “I compare it to the early days of search engines — there was an art to choosing the right keywords to get good results and, over time, both the users and the search engine got better at understanding each other,” she said. “This is the same paradigm. Over time, both we as users and the machine learning models will understand each other better.”

 As generative AI tools become increasingly popular for work and play, it’s helpful to know how to get the most out of them. Crafting the right prompt is essential, but it can be a give-and-take. Here are a few of Marsman’s top tips and tricks for writing effective prompts.

 Be specific

 You had a stunning image in your mind, but when you told Bing Image Creator to make it real, the result wasn’t at all what you imagined. What gives?

 It’s essential to provide as much detail as possible when writing prompts, especially when it comes to images, Marsman said. One key element she likes to provide is style. Tell the model to produce the image as a pencil sketch, for example, or an oil painting, or a cartoon. Point of view and lighting are also attributes to consider. In an image of a baseball stadium, are you looking down from the stands, or on the field, or a bird’s-eye view from above?

 In the “underwater palace” example, Marsman added the phrase “high-quality digital art” to her prompt. Without it, the image wouldn’t have had the same level of detail, she said.
The opportunity is yours to lead the AI transformation