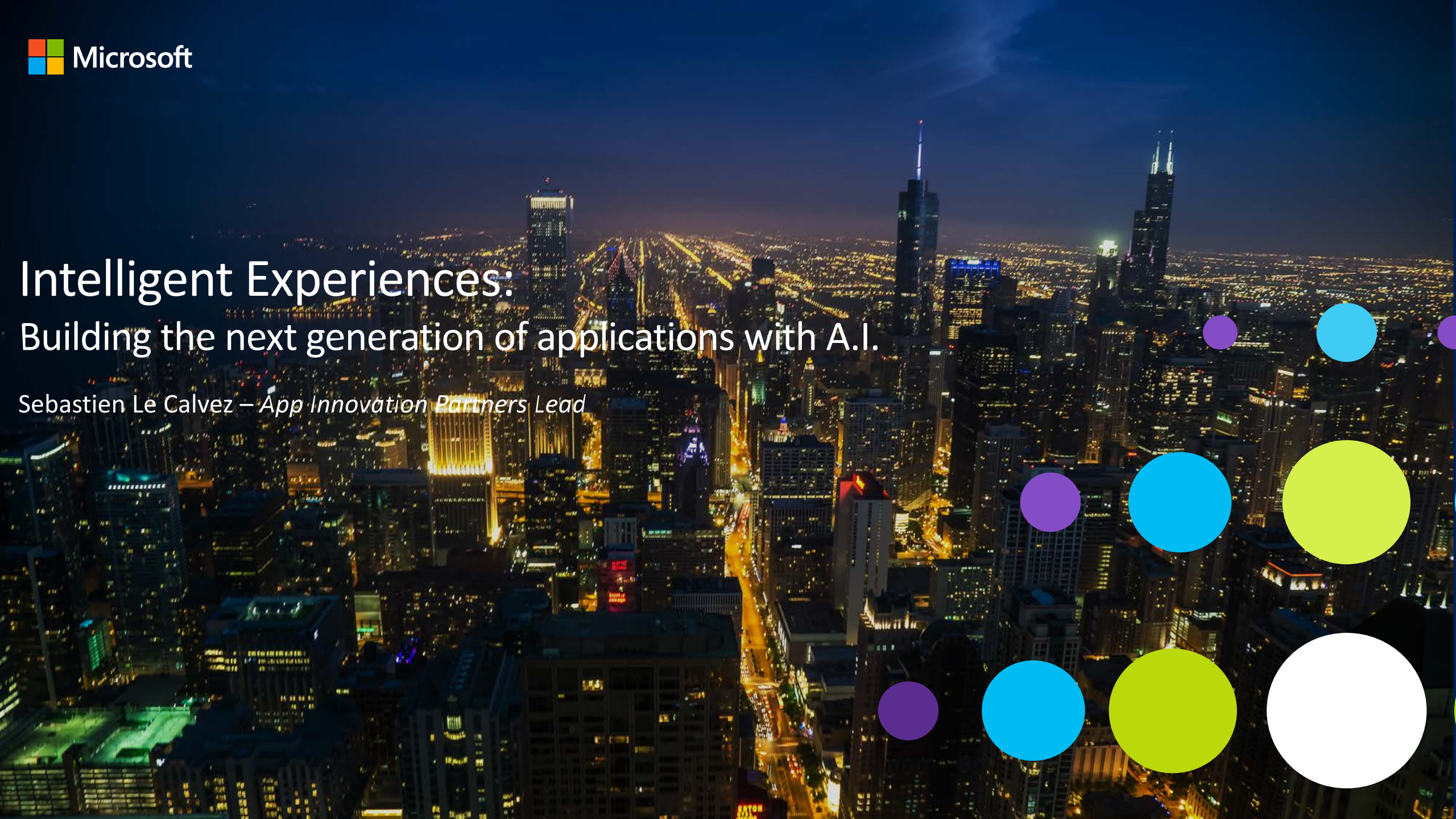


Microsoft

Intelligent Experiences:

Building the next generation of applications with A.I.

Sebastien Le Calvez – *App Innovation Partners Lead*

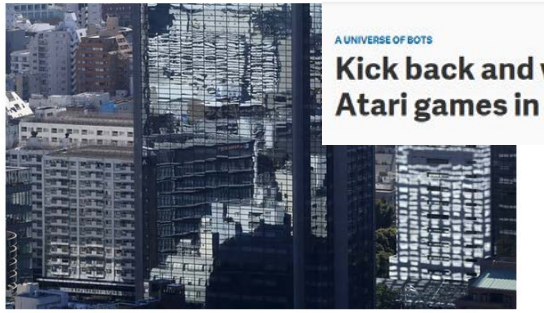
“Fake News” challenge

NEWS	TRUE or FALSE?	WHAT DOES IT MEAN?
20% of brands will abandon their mobile apps by 2020. – ***Gartner***	**TRUE**	Mobile is still king, but not alone.
By 2025, 80% of (first) customer interactions will be powered by AI – ***Servion Global Solutions***	**FALSE, IT’S 95%**	Get familiar with our Bot and NLP offerings
There are 40x more developers than Data Scientist or AI/ML Experts – ***The US Bureau of Labor Statistics***	**TRUE**	Make every developer an AI developer by leveraging Cognitive Services

We‘ve been flooded with AI headline

Japanese company replaces office workers with artificial intelligence

Insurance firm Fukoku Mutual Life Insurance is ma
and replacing them with IBM's Watson Explorer AI



Fukoku Mutual Life Insurance believes it will increase productivity by 30% Photograph: Toru Hanai/REUTERS

QUARTZ

A UNIVERSE OF BOTS

Kick back and watch our AI learn to play Atari games in real-time

Microsoft aims to make artificial intelligence mainstream

By AFP
Published Thursday, May 11, 2017

Photo: AP

Elon Musk Says 'Deep Artificial Intelligence Is a Dangerous Situation'

By Dyani Sabin on February 13, 2017 Filed Under Science, AI, Elon Musk & Neuroscience

IKEA is thinking about embedding its furniture with arti

by MIX — 6 months ago in ARTIFICIAL INTELLIGENC

Artificial intelligence learns from professional gamers — and then crushes them

It only took a bot two weeks to go from a laughable novice to world-class competitor in Dota 2 — a fast-paced, highly complex, online video game

U.S. EDITION Tue, Nov 07, 2017 Newsweek

U.S. World Business Tech & Science Culture Sports

STEPHEN HAWKING AI WARNING: ARTIFICIAL INTELLIGENCE COULD DESTROY CIVILIZATION

BY HANNAH OSBORNE ON 11/7/17 AT 4:43 AM

2017

2018

Microsoft acquires Maluuba, a startup fo
general artificial intelligence

Posted Jan 13, 2017 by Darrell Etherington (@etherington)

DeepMind's AI has learnt to become 'highly aggressive' when it feels lik

THE VERGE TECH SCIENCE CULTURE CARS REVI

In social situations, tw

APPS TECH FACEBOOK

Facebook leverages artificia
suicide prevention

By MATT BURGESS

by Natt Garun | @nattgarun | Mar 1, 2017, 12:56pm EST

An Artificial
Developed I
Human La

When Facebook designe
bots made up their own v

ADRIENNE LAFRANCE | JUN 15, 20

Artificial intelligence suggests recipes based on food photos

Given a still image of a dish filled with food, CSAIL team's deep-learning algorithm recommends ingredients and recipes.

Watch Video

Adam Conner-Simons | Rachel Gordon | CSAIL
July 20, 2017

Press Inquiries PRESS MEN

but 'humans will win'

The goal of artificial intelligence should be making machines that do things humans cannot do, rather than making them like humans, according to Ma.

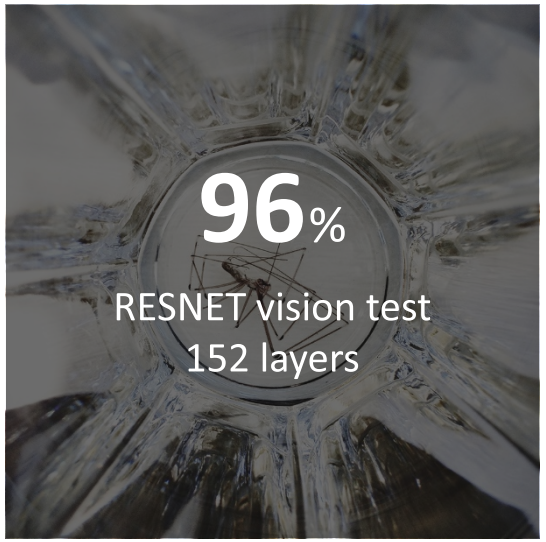
Putin: Leader in artificial intelligence will rule world

- Putin says that whoever reaches a breakthrough in developing artificial intelligence will come to dominate the world.
- Putin warned that "it would be strongly undesirable if someone wins a monopolist position".

Published 2:33 AM ET Mon, 4 Sept 2017

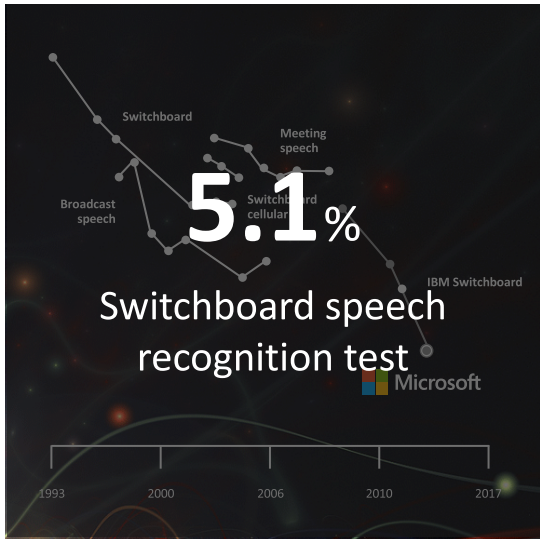
AP

AI breakthroughs



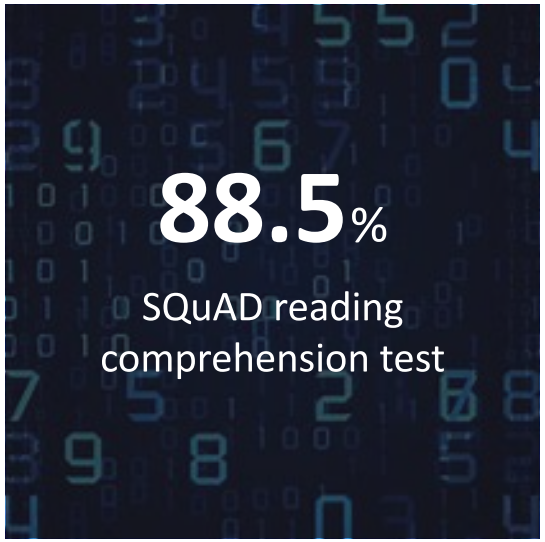
2016

Object recognition
Human parity



2017

Speech recognition
Human parity



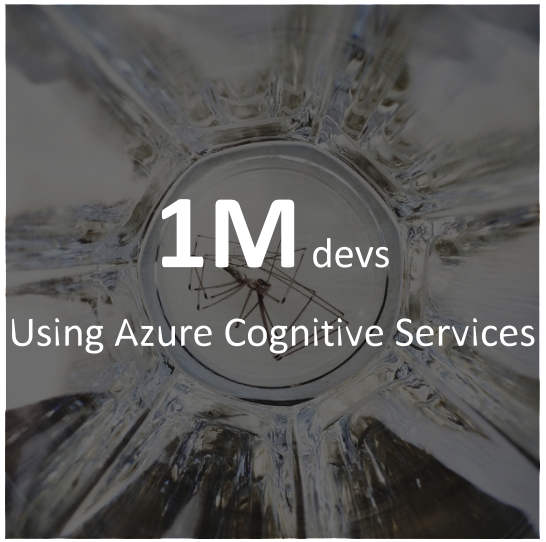
January 2018

Machine reading comprehension
Human parity

March 2018

Machine translation
Human parity

AI breakthroughs



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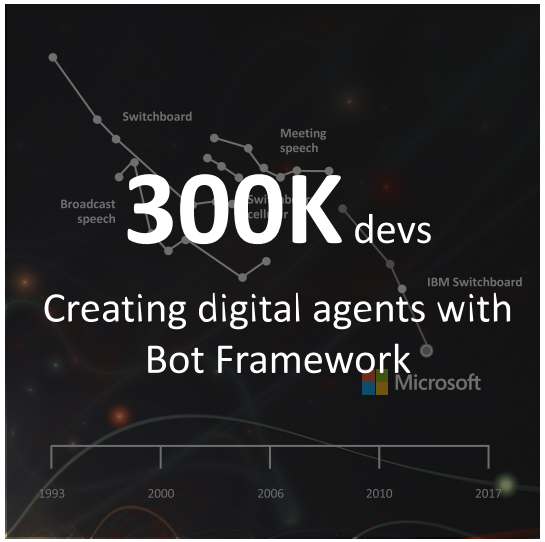
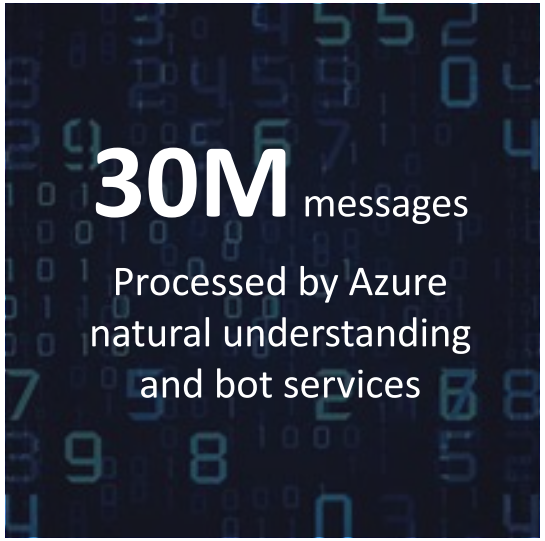


2017

Speech recognition
Human parity



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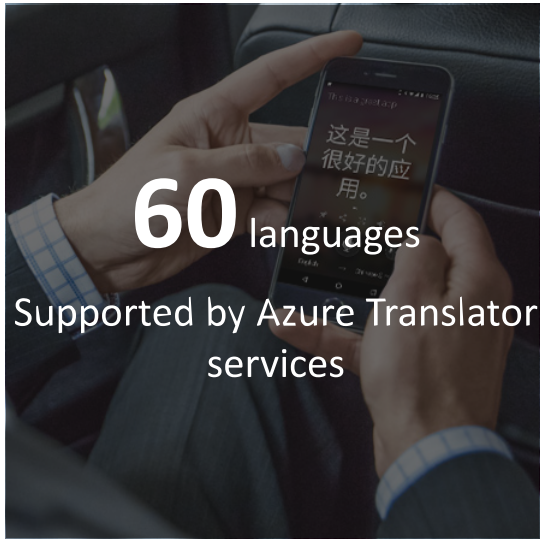


March 2018

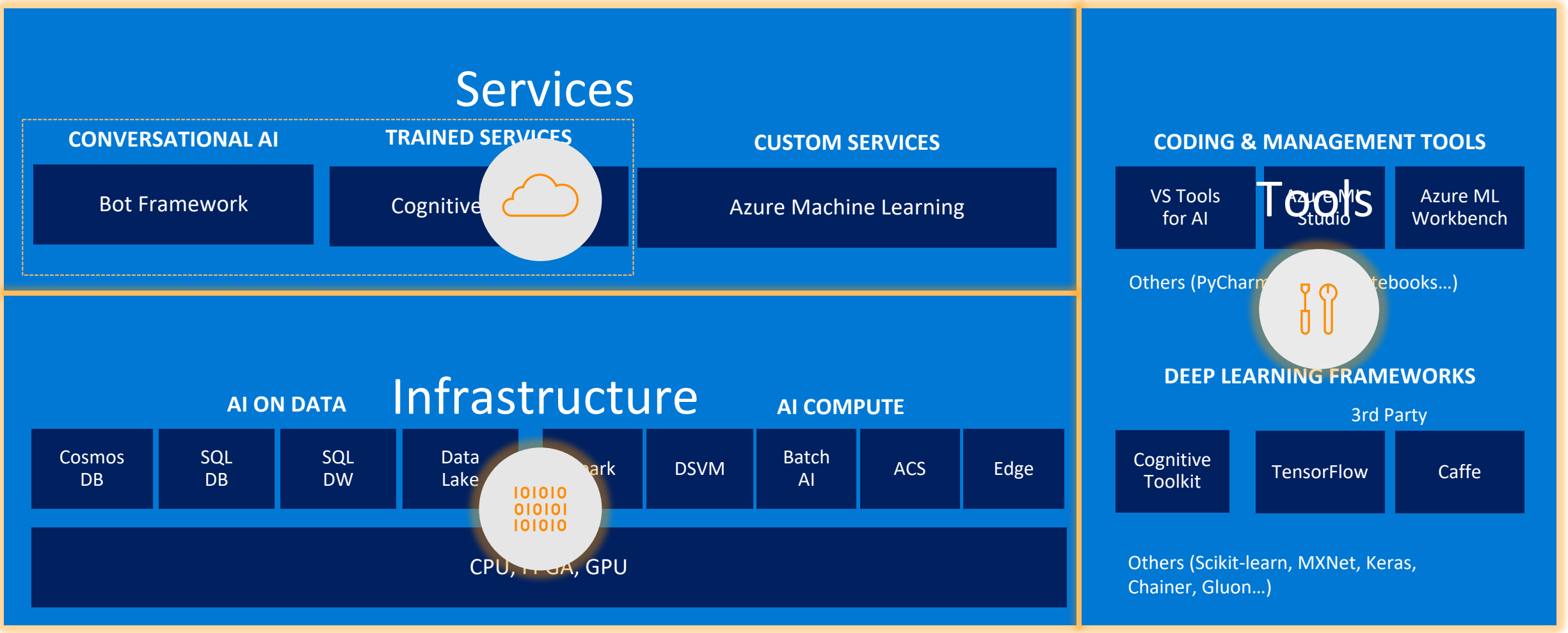
Machine translation
Human parity

Technology is ready.

What is Microsoft doing about it?

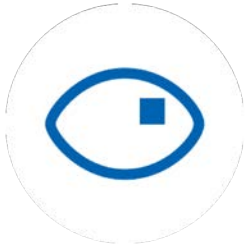
The Microsoft AI platform: Azure + AI

Cloud-powered AI for every developer and every scenario



Democratising AI

Intelligent API's for every developer


Vision

Speech

Language

Knowledge

Search

Bot Service

"Because the Cognitive Services APIs harness the power of machine learning, we were able to bring advanced intelligence into our product without the need to have a team of data scientists on hand."

Aaron Edell, Chief Product Owner, GrayMeta

Apps Understanding the World

Perception

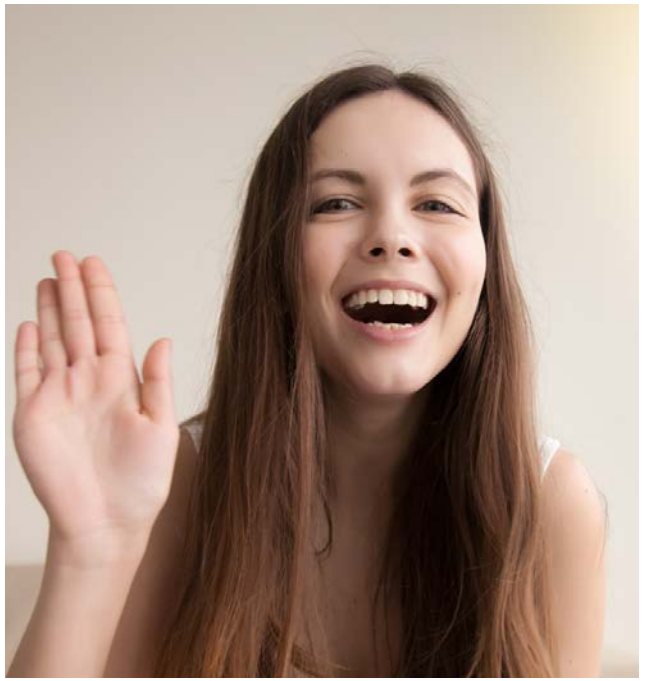
Vision

Speech

Comprehension

Language

Knowledge



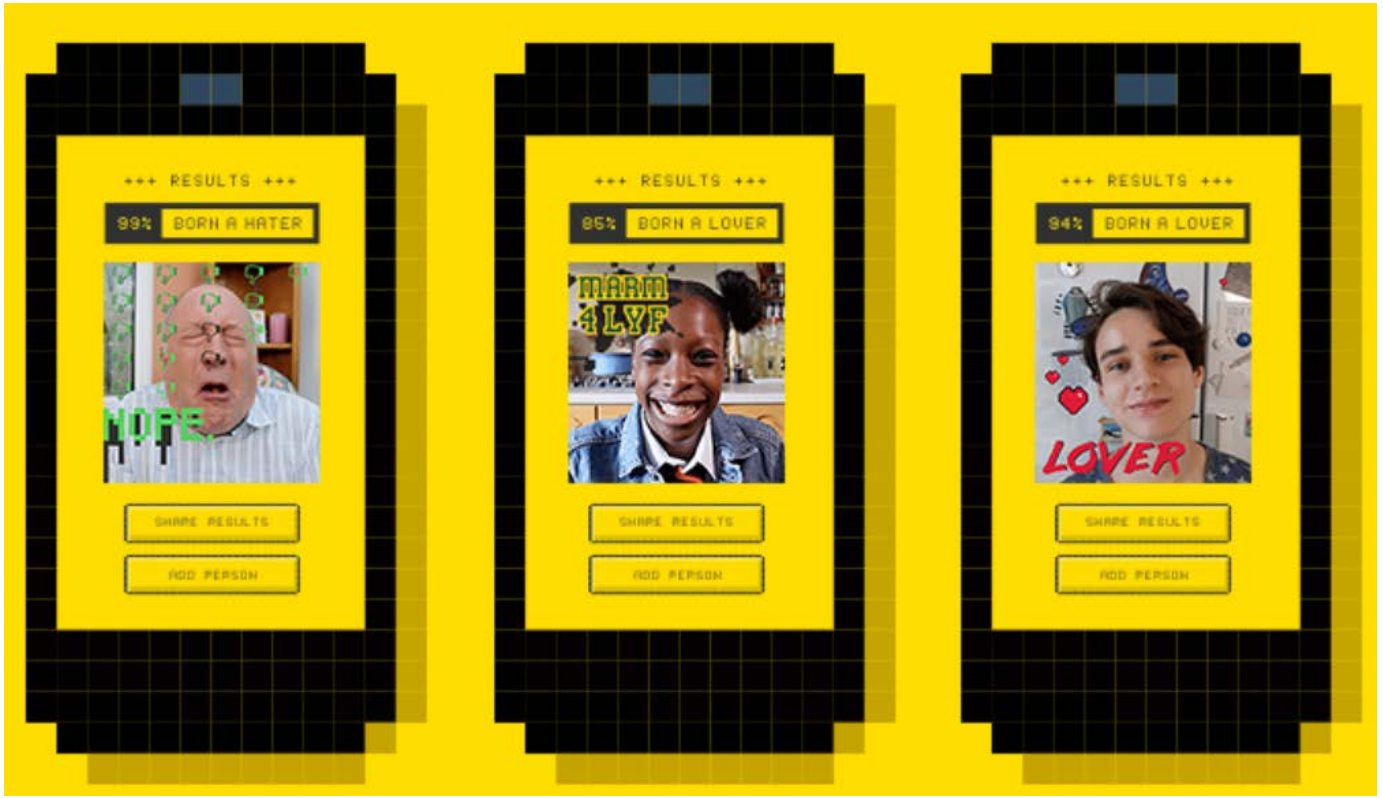
Are you a Lover or Hater?

Created in 1902

How do you attract a new audience to a 100 year old brand?

Taste Face

A digital experience that analyses your emotions whilst you taste Marmite



AnalogFolk

…expanding to deep engagement for all Unilever brands

It’s not just about **engagement**, **productivity** and **ROI**

Global Mobile Awards: Microsoft's Seeing AI app for blind people wins accessibility and inclusion prize

Seeing AI

Finalist category: AbilityNet Accessibility Award

#T4GSeeingAI

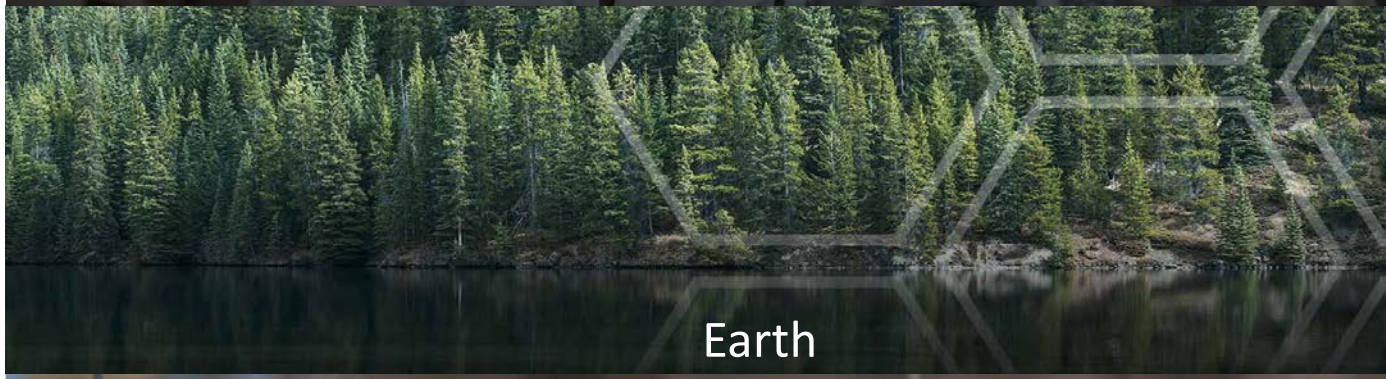
AbilityNet Accessibility Award, Finalist, 2018

Seeing AI, a free Microsoft app that narrates the visual world for the blind and low vision community.

AI FOR GOOD

“Our goal is to empower others in new and more impactful ways to help create a more sustainable future.”

*— **Brad Smith,** Microsoft President and Chief Legal Officer*



Microsoft and National Geographic team up on AI research grant

They're awarding $1 million to projects addressing environmental challenges.

Mallory Locklear, @mallorylocklear
07.16.18 in Green

NATIONAL GEOGRAPHIC + Microsoft

Recommended Action items

1. Connect your Sogeti and Microsoft to learn more about building intelligent experiences
2. Get Familiar with Microsoft’s AI Vision & the Cognitive Services
3. **Challenge your developers** become AI developers with Microsoft’s **AI school** https://aischool.microsoft.com

AI isn’t just another piece of technology. It could be one of the world’s most fundamental pieces of technology the human race has ever created.

— Satya

How do start?

1. Connect your Sogeti PoC and learn more about Microsoft's
2. Get Familiar with Microsoft's AI Vision
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Session recordings and PowerPoint presentations will be available on Session Scheduler within 24 hours.

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