

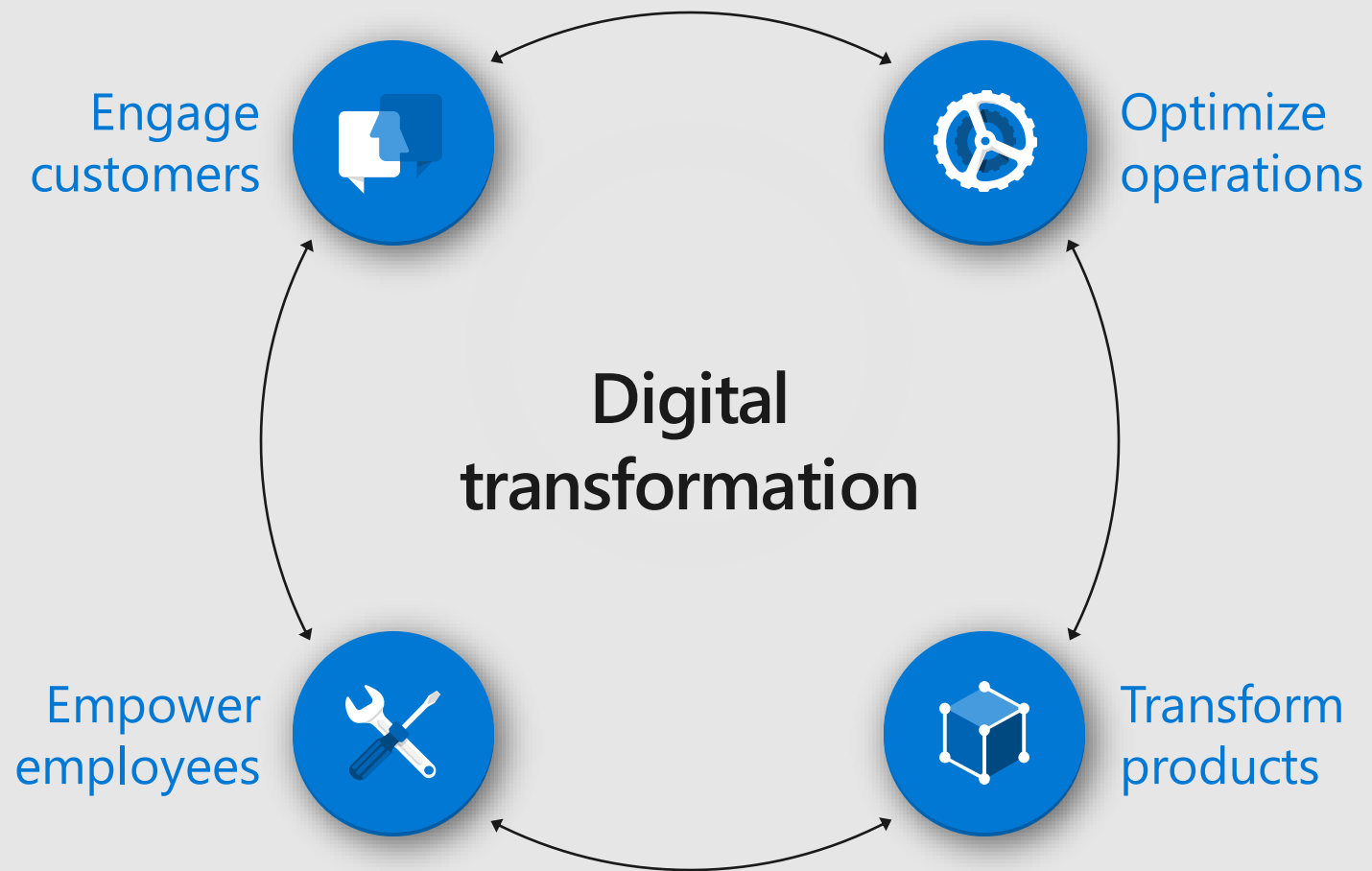
What's new with AI in Dynamics 365

Giancarlo Lelli

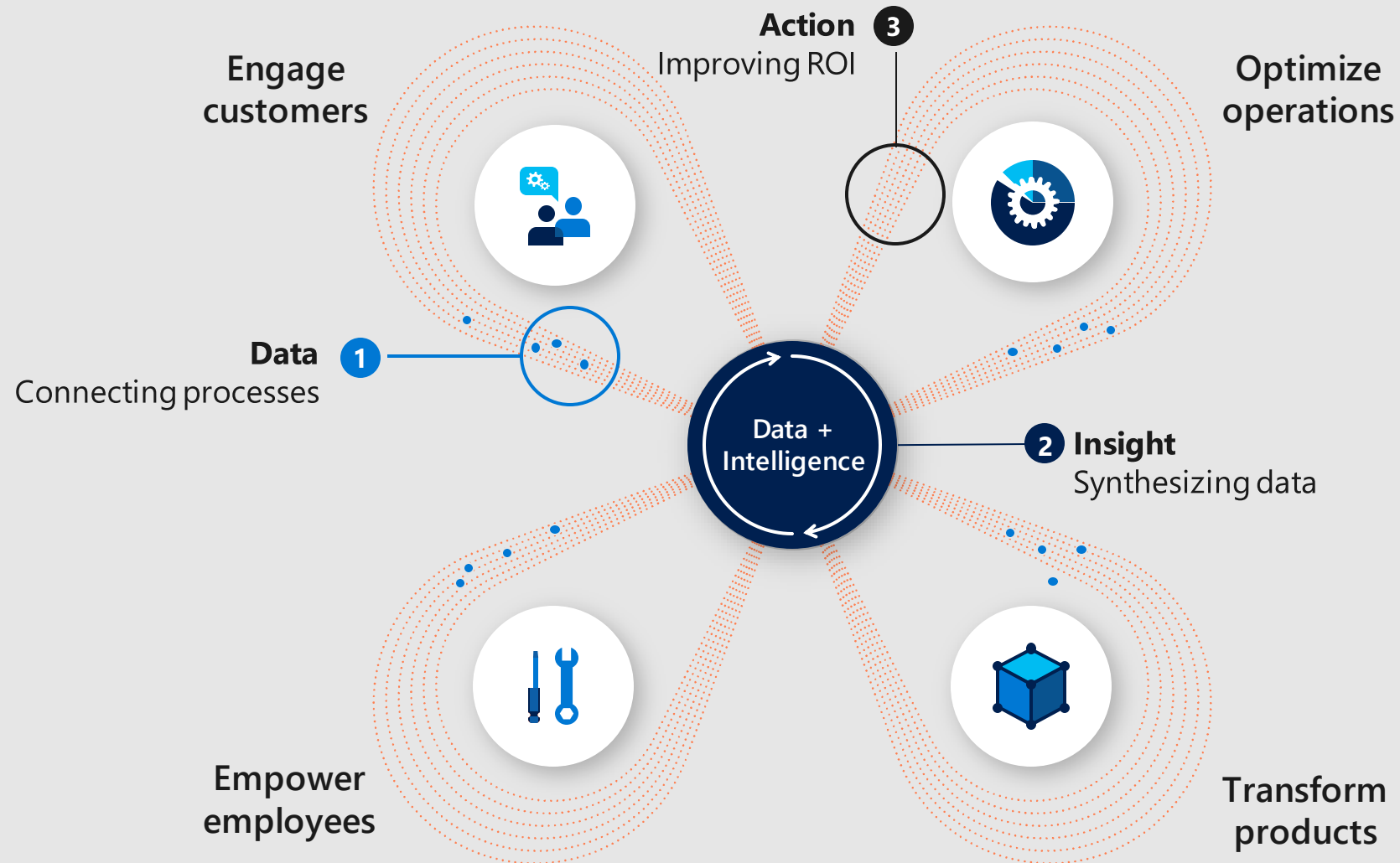
Avanade Italy / @itsonlyGianca

Global AI Bootcamp 2018, Milan

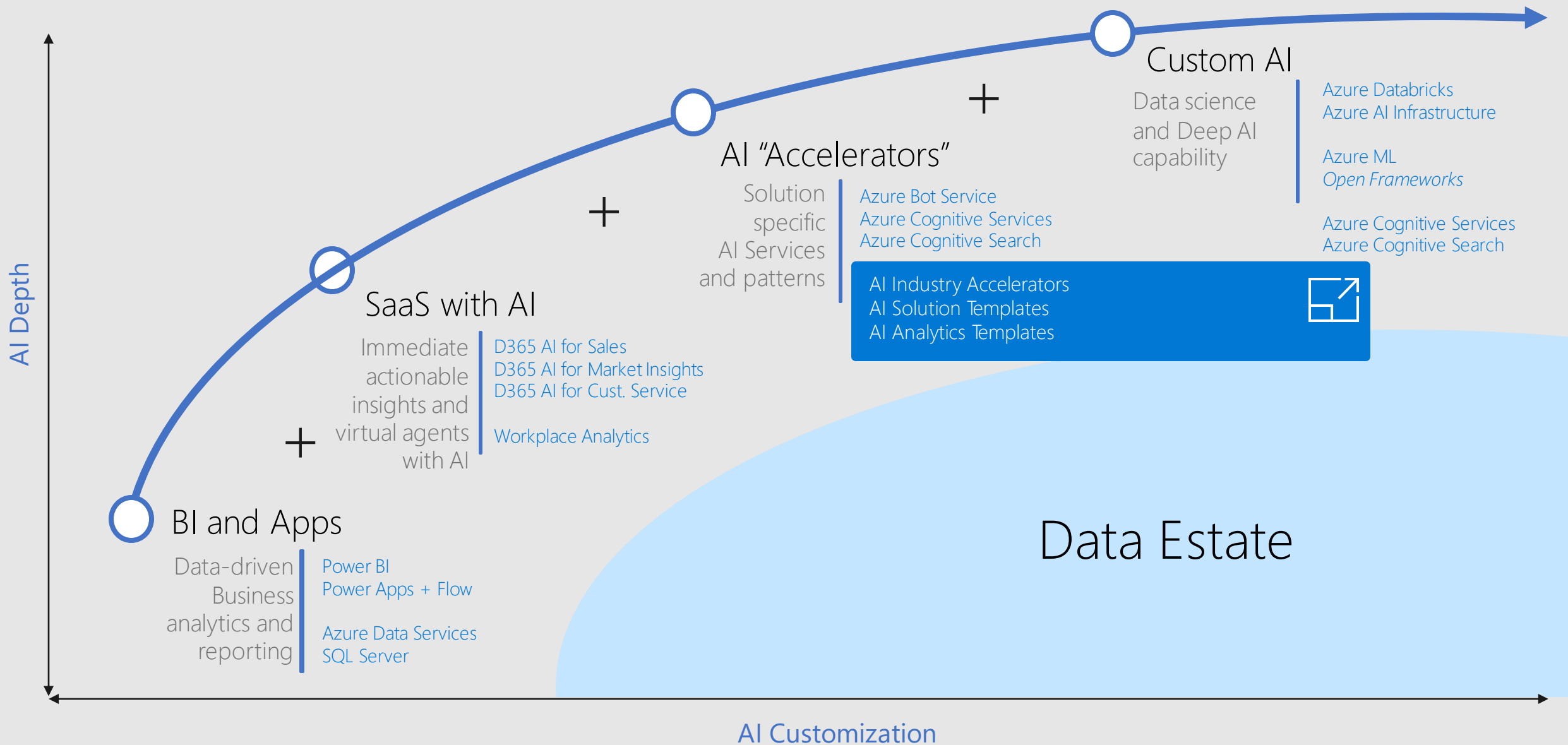




The digital feedback loop



The AI Journey – Where to Start



AI Oriented Architecture Components

Sophisticated pretrained models

To simplify solution development



Vision



Speech



Language



Search

Popular frameworks

To build advanced deep learning solutions



Pytorch



TensorFlow



Keras



Onnx

Productive Options

To empower data science and development teams



Azure
Databricks



Azure
Machine Learning



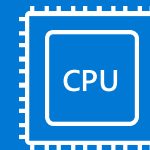
Machine Learning
VMs



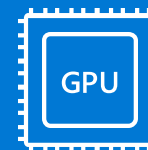
Bot Service

Powerful Infrastructure

To accelerate deep learning



CPU



GPU



FPGA

Flexible Deployment

To deploy, manage models on intelligent cloud & edge



On-premises



Cloud



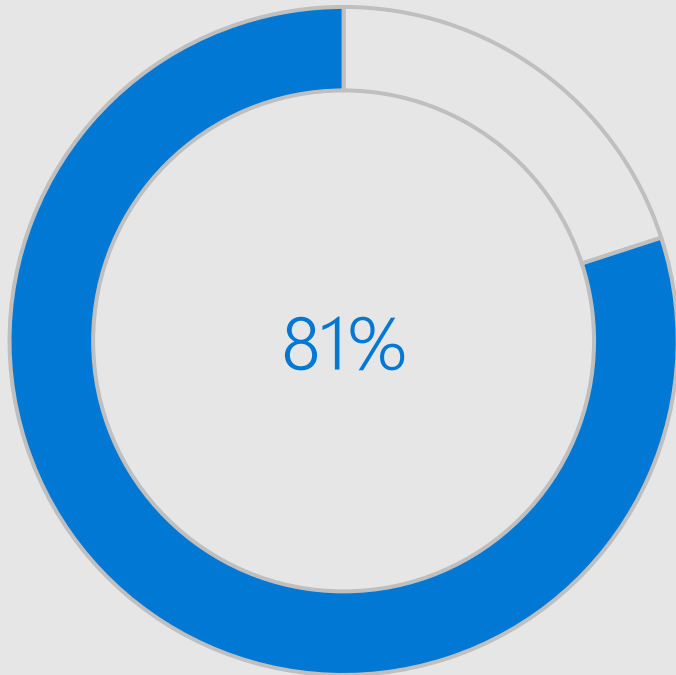
Edge

Why Build your AI-Oriented Architecture on Azure

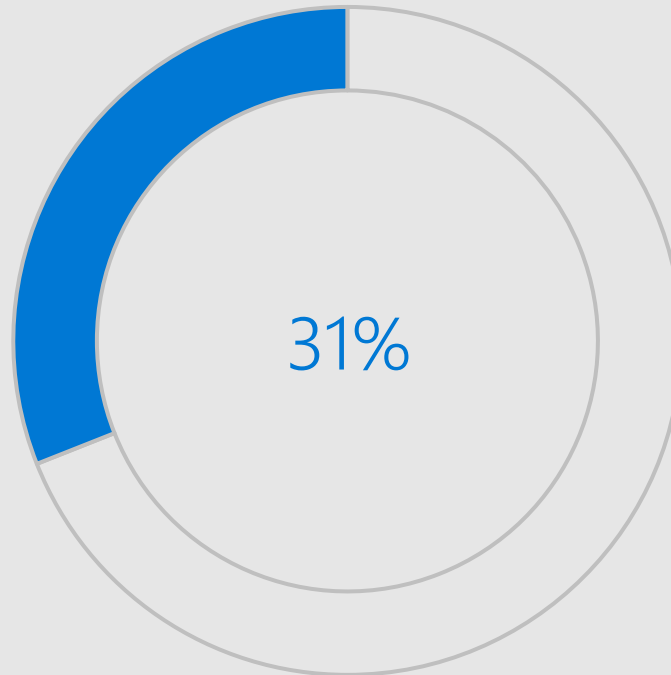
1. Broadest set of Pre-Built AI capabilities
2. Customizable & flexible AI services
3. Most advanced Conversational AI
4. Differentiated support for AI @ the Edge + unique AI hardware
5. Strongest enterprise cloud for Data + AI

But so far, AI is not widely adopted

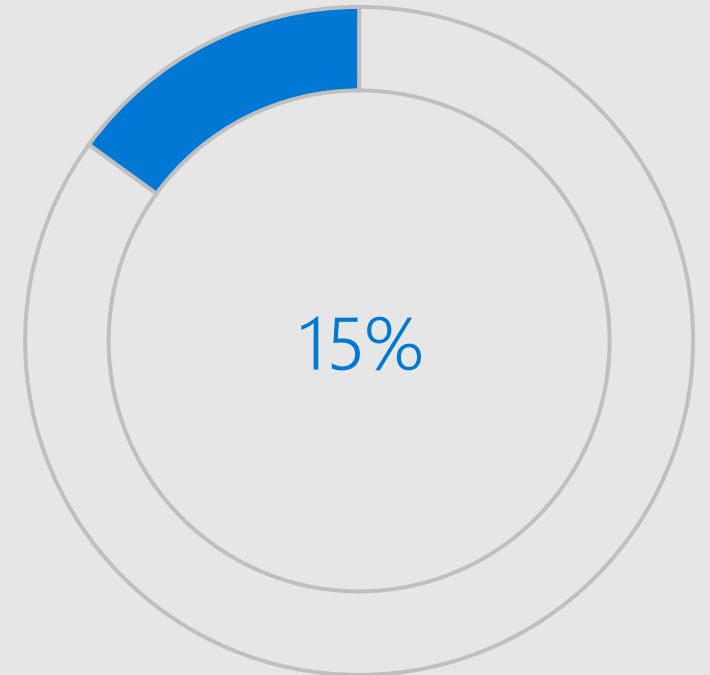
81% of Executives believe AI will be integral to their business in two years¹



31% of enterprises say AI is on the agenda for the next 12 months¹



Yet, only 15% of enterprises are currently using AI²



The reasons are simple



The technology is aspirational, often not meeting expectations



AI solutions are built outside of existing applications



Maintenance requires experts and data scientists due to custom solutions



Disparate data sources complicate and limit AI capabilities



Change, innovation, and scale are difficult and expensive

Microsoft's response is a powerful technology strategy

Azure AI

AI Apps &
Agents Services



Knowledge
Mining



Machine
Learning



Dynamics 365 AI

Dynamics
365 AI for
Sales



Dynamics
365 AI for
Customer Service

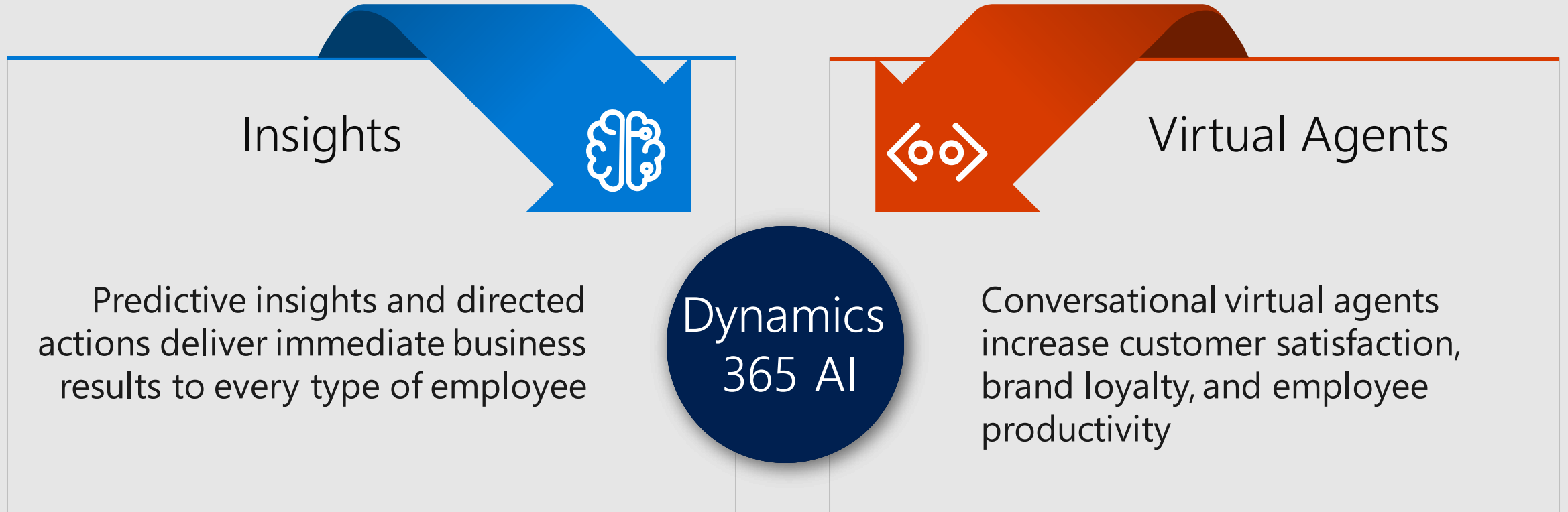


Microsoft 365

Workplace
Analytics



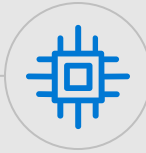
With infused application intelligence



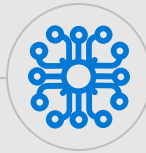
Dynamics 365 enables the AI experience organizations need



AI on your terms



AI without silos



Automated discovery and action



Solutions built to evolve

Bringing AI to every department and discipline

Dynamics 365 AI



Sales



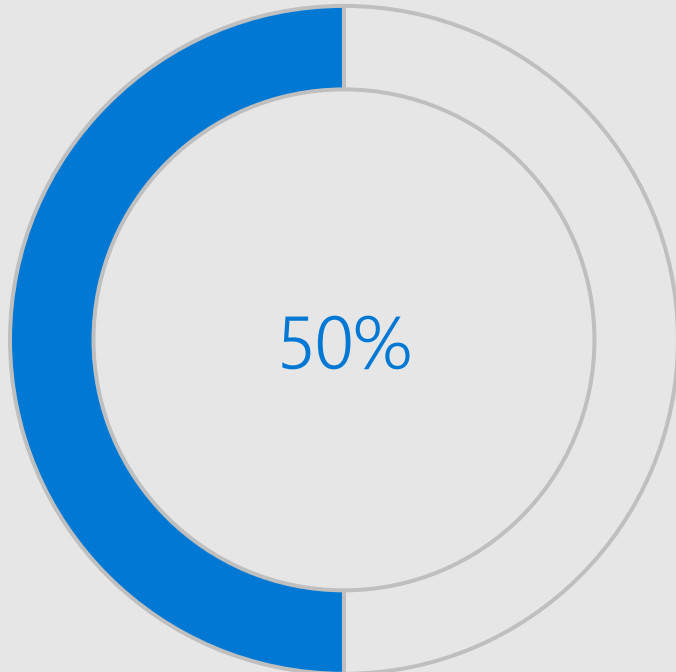
Marketing



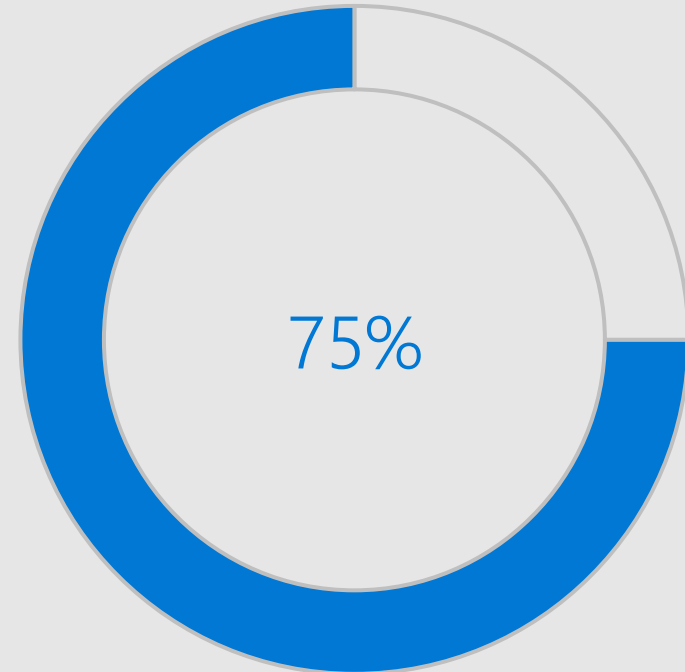
Customer Service

Dynamics 365 AI for Sales solves critical issues

Sales people spend as much as
50% of their time on unproductive
prospecting¹



75% of organizations waste
resources due to random
and informal coaching²



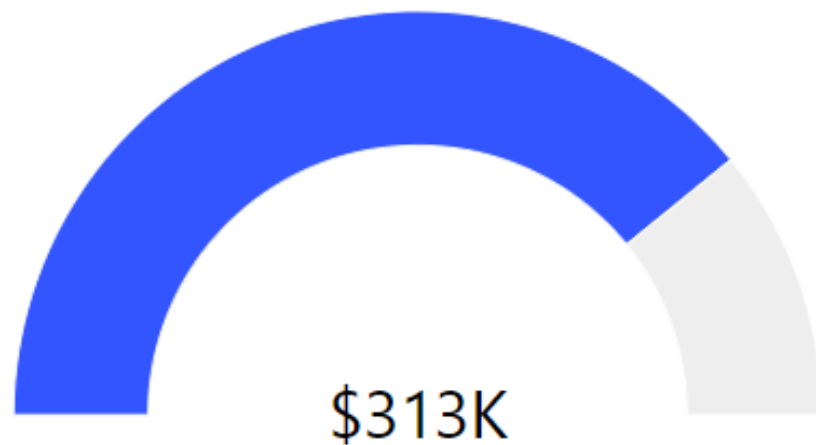
Actuals

...

**You may not hit your quota this quarter.
Your team is \$87K below target with 11
days left**

Actual revenue - today

[View report](#)



Demo

Dynamics 365 AI For Sales



AI For Sales: Takeaways



Enable your sales reps to sell smarter with embedded insights on lead and opportunity conversion trends



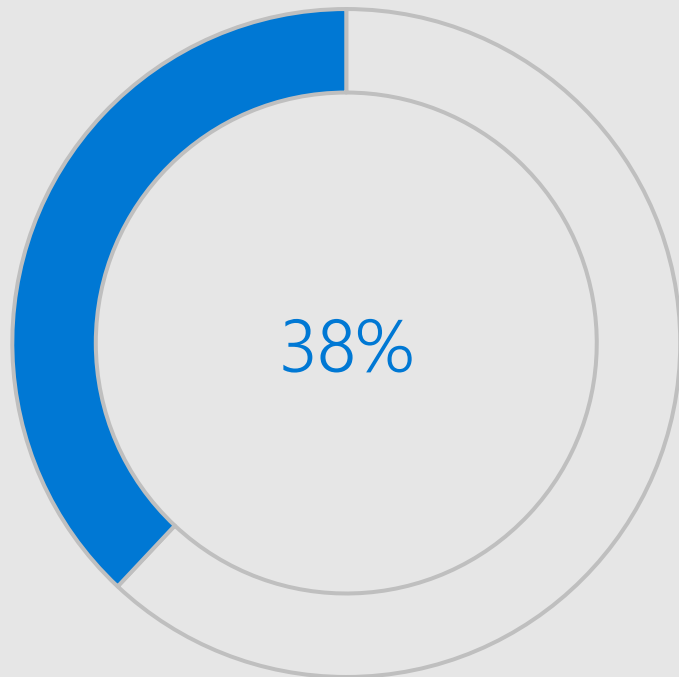
Accelerate sales performance with insight-driven decision-making based on relationship information across platforms



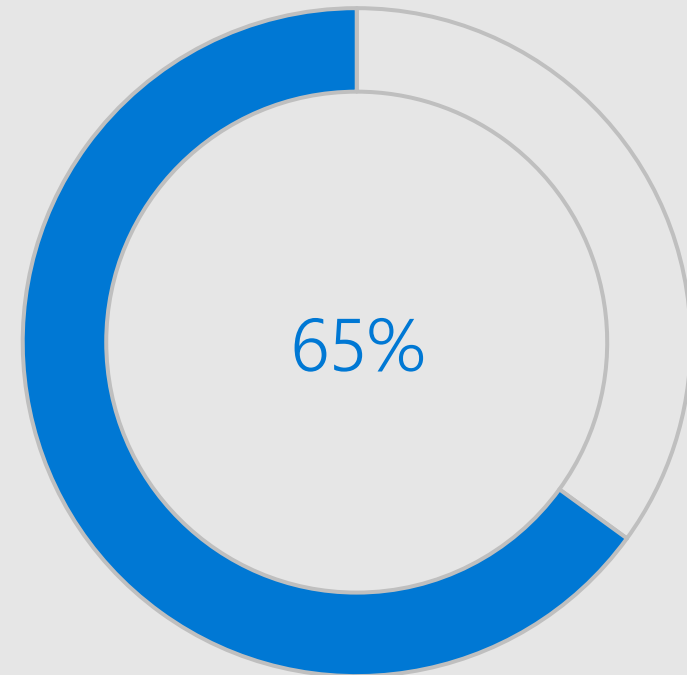
Support sales managers to celebrate wins on their team, identify and address quota gaps, and prepare for one-on-one meetings

Dynamics 365 AI for Market Insights drives value

Marketers spend 38% of their time at work searching and trying to understand information¹



65% of buyers are likely to switch brands if a company doesn't personalize their communications²



Demo

Dynamics 365 AI For Market Insights



AI For Market Insights: Takeaways



Know your customers better through social and search insights



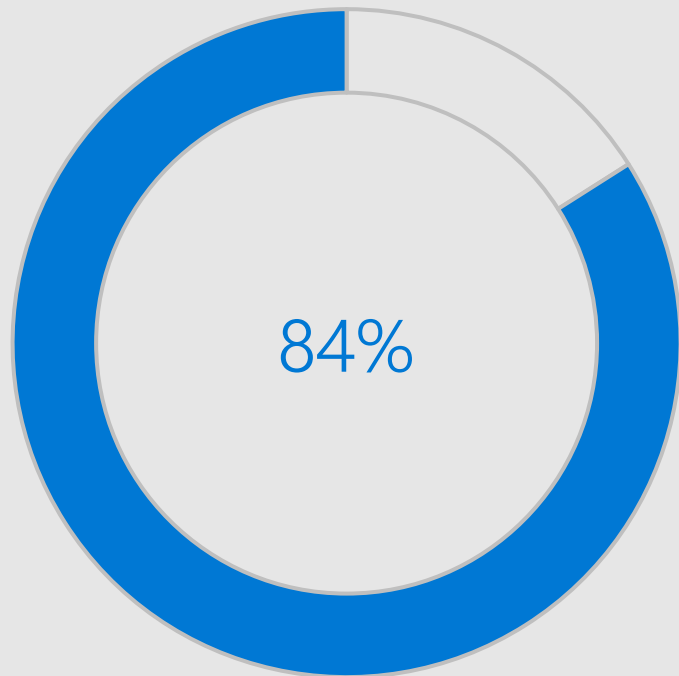
Build your brand and enhance your reputation by engaging effectively with your audience



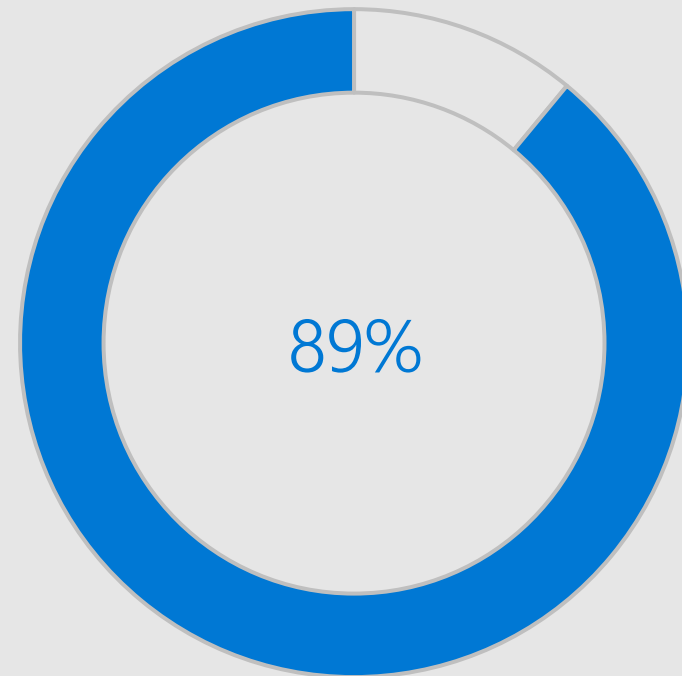
Gain competitive advantage by spotting trends and responding faster to market opportunities

Dynamics 365 AI for Customer Service improves the customer experience

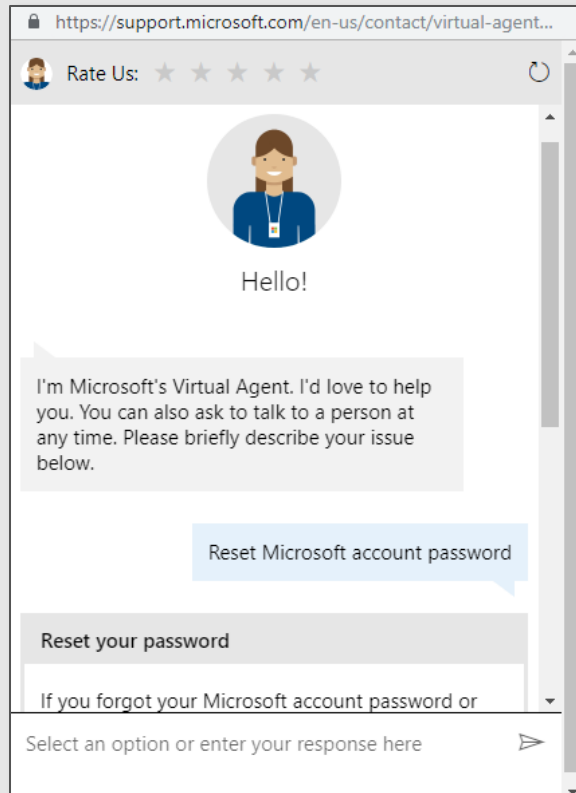
84% of consumers are frustrated when an agent does not have information¹



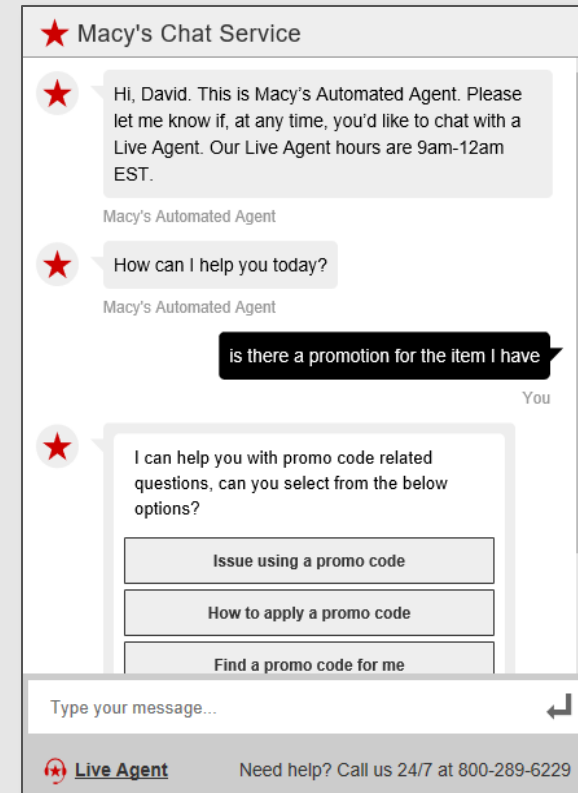
89% of customers get frustrated when repeating their issues to multiple representatives²



Redefining customer service through AI



Microsoft



Macy's

Enabling transformation at scale



Complementary services



Easy to adopt and customize



Works with existing data and systems

With the power of insights and virtual agents

Insights



Enable support managers to optimize the customer service experience

Virtual Agents



Enable support and content managers to create end user customer support bots without writing code

No-cliffs integration between Azure and Dynamics



Dynamics 365



Power BI



MS Flow



Bot Framework



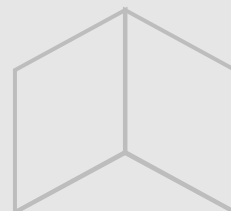
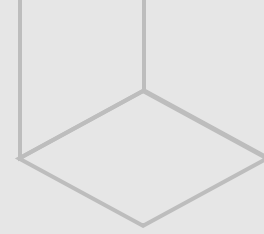
CDS



Azure Data Lake G2

Demo

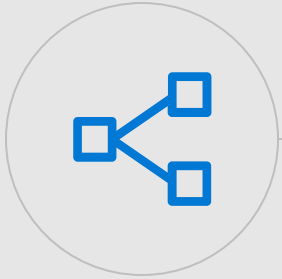
Dynamics 365 AI For Customer Service



Dynamics 365 AI for Customer Service insights



Compile insights into one location for the entire support team including human and virtual agents



Enable automatic clustering of support cases by topic with natural language understanding



Build loyalty, improve satisfaction, and increase operational efficiency



Consider automating. A virtual agent can help with this topic.

Automate



Topic case composition



Type here to search



Bot Designer

Topics > Store hours > Conversation

Contoso bot

John Doe

Test your bot

Contoso Bot

Hi! I'm Contoso, your customer service bot. How can I help you today?

When is your store open?

Which store are you interested in?

Type your message...

TRIGGER PHRASE

"When is your store open?"

BOT SAYS

"Which store are you interested in?"

USER SAYS

Seattle

"Here are the store hours for your..."

✓ End

Continue

Default customer survey

Bellevue

"Here are the store hours for your..."

✓ End

Continue

Default customer survey

Dynamics 365 AI for Customer Service virtual agents



Automate support topics freeing up human agents to handle high value interactions



Enable support experts to create and maintain virtual agents reducing the need for data scientists, AI experts, and coders



Combine the capabilities of virtual agents and customer service insights to better identify topics to automate

AI For Customer Service: Takeaways



Build loyalty by proactively addressing issues before they impact customers with predictive insights



Improve satisfaction by addressing agent performance with insights and incorporating virtual agents



Increase operational efficiency by quickly evaluating and responding to KPIs with out-of-the-box dashboards

Alexa for Business



Note: this does not include the purchase of Alexa devices.

Item	Quantity	Price per Month	Total per Month
Shared devices	13	\$7	\$91
Enrolled users	30	\$3	\$90
Total			\$181

Reference

Overview of AI capabilities in Dynamics 365 October '18 release

<https://aka.avanade.com/dynamicsai>

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Thanks! 😊

