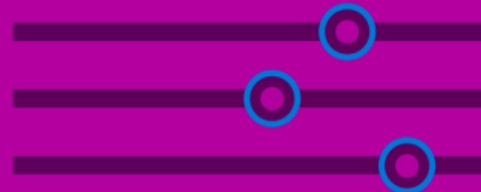


BOTS & CONVERSATIONAL APPS

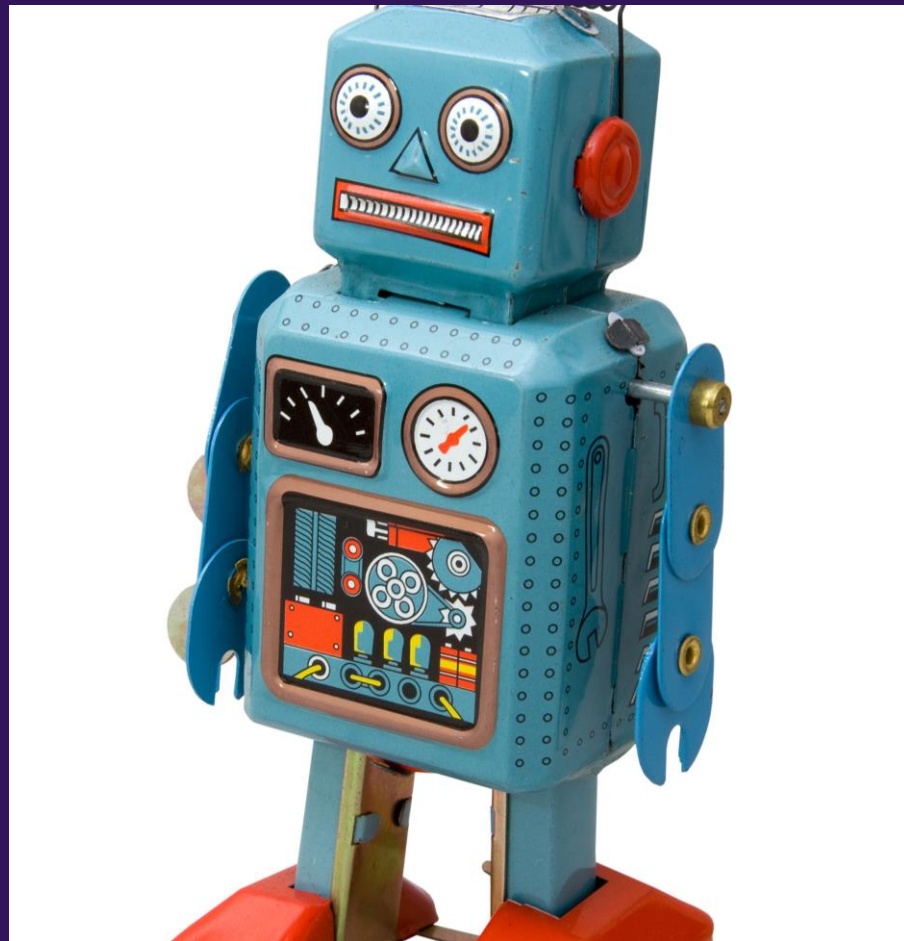
Jamie Dalton, @daltskin

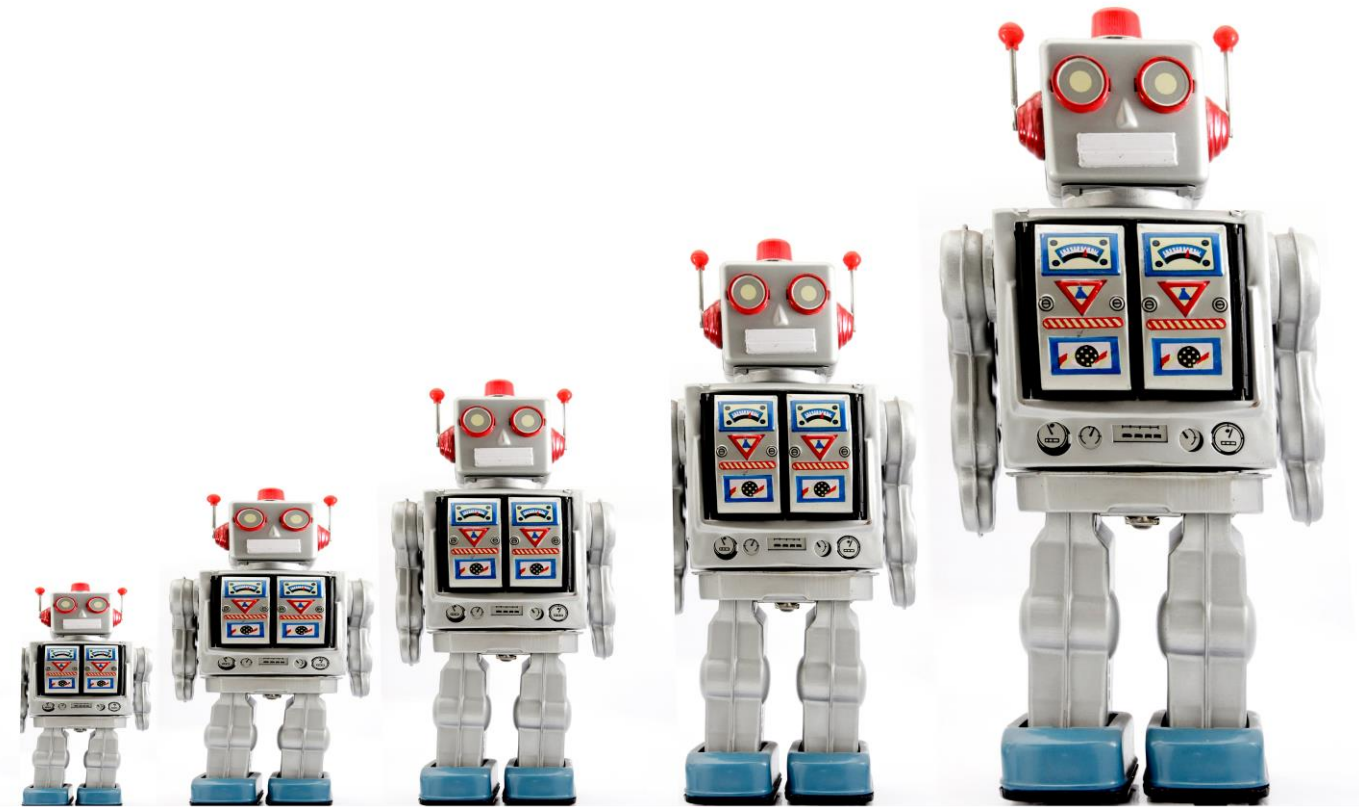


JUST HYPE?



- ▶ NLP/AI
- ▶ Data
- ▶ Messaging apps





85% TIME IN JUST 5 APPS





Business apps



Custom apps



Sensors and devices

Information Management



Data Factory



Data Catalog



Event Hubs

Big Data Stores



Data Lake Store



SQL Data Warehouse

Machine Learning and Analytics



Machine Learning



Data Lake Analytics



HDInsight (Hadoop and Spark)



Stream Analytics

Intelligence



Cognitive Services



Bot Framework



Cortana

Dashboards & Visualizations



Power BI



People



Apps



Automated systems

Data



Intelligence



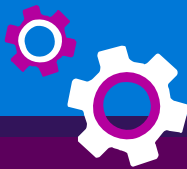
Action



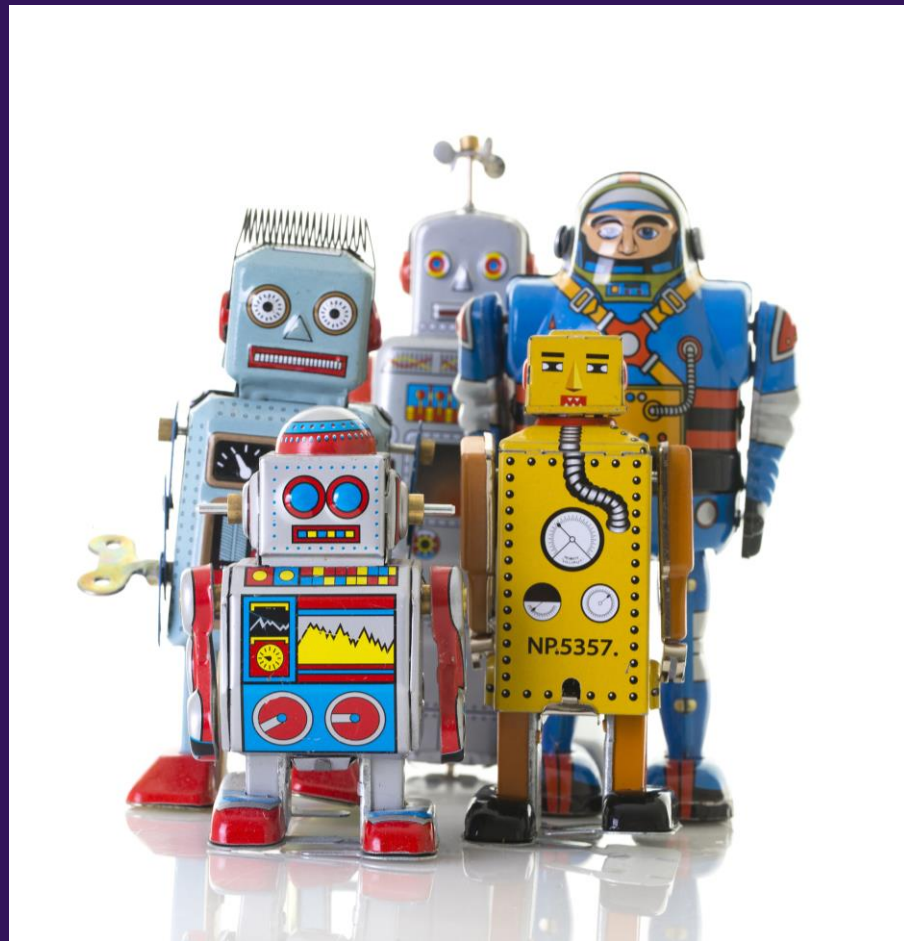
AZURE BOT SERVICE



BOT SCENARIOS



- ▶ Information retrieval
- ▶ Commercial transactions
- ▶ Digital agents & IoT

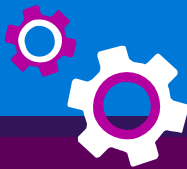




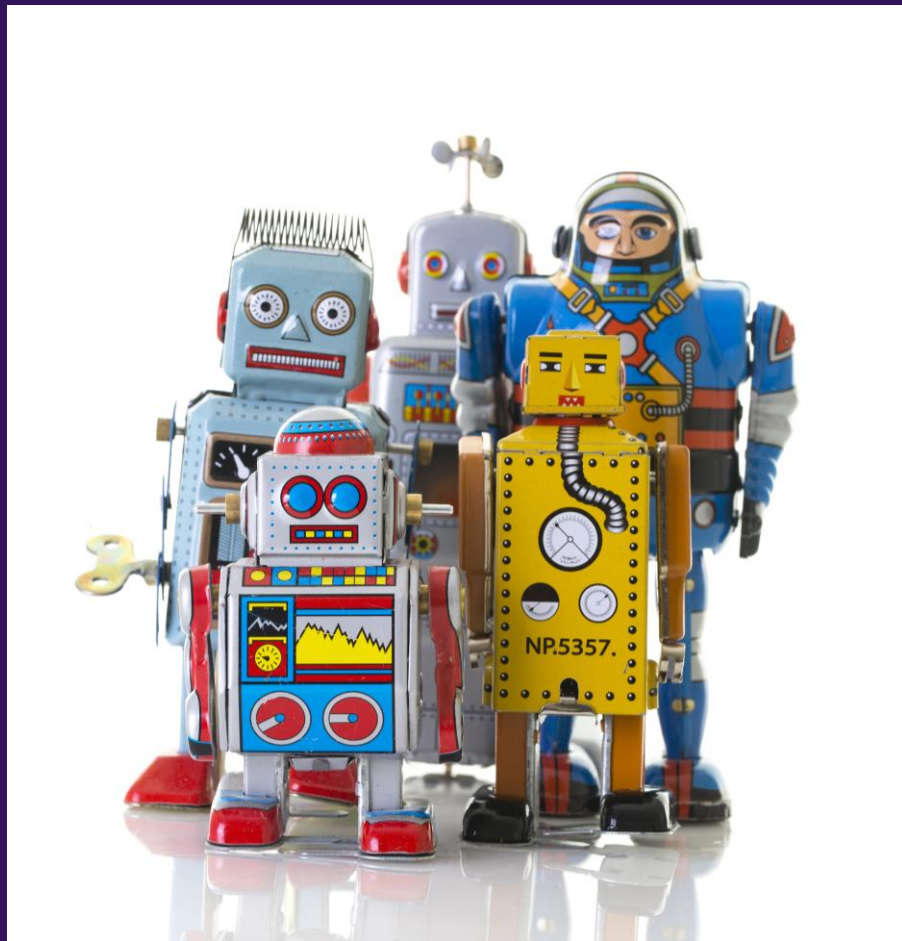
HOW DO YOU EAT YOURS?



BOT BUILDER

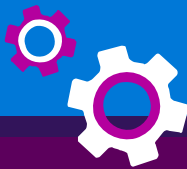


- ▶ SDK
- ▶ Libraries
- ▶ Samples & Tools



LANGUAGE UNDERSTANDING

KEY CONCEPTS

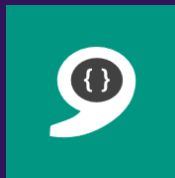


- ▶ Utterance
- ▶ Intent
- ▶ Entity





1) User makes an 'utterance'



2) LUIS figures out Intent and Entities

Intent: *Do an Event Search*

Genre

ArtistType

**“I’m looking for a rock band in
Dublin on Saturday night”**

Location

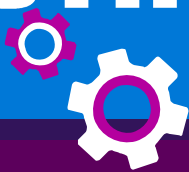
DateTime (date)

DateTime (time)



3) App receives intent and entities from LUIS and performs appropriate action

CASE STUDY: AFC BOURNEMOUTH



- ▶ Natural language integration
- ▶ Selfie - Face recognition
- ▶ Content moderation



#CHERRYBOT



AVAILABLE NOW ON FACEBOOK MESSENGER

DEMO

LETS DO TH**BATTERY**S



CONTACT ME


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10:15	The Microsoft AI Platform	Martin Kearn
10:45	Computer Vision Services	Frances Tibble
11:30	Break	
11:45	Knowledge Services	Martin Kearn
12:30	Speech Services	Jamie Dalton
13:00	Lunch	
14:00	Language Services	Frances Tibble
14:45	Bots and Conversational Apps	Jamie Dalton
15:30	Break	
15:45	Machine Learning	Mason Cusack
16:45	Wrap-up	Martin Kearn