

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, creating a sense of height and architectural scale. The buildings are arranged in a way that they seem to converge towards the top of the frame. The sky is a pale, hazy blue.

Empower your solution with Cortana Intelligence

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About Me

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Founder of

PT Gravicode Multinovative Plexindo

Initiator of Gadgeteer Indonesia

<https://www.facebook.com/netgadgeteerindonesia>

Contributor in Makers.ID

<http://makers.id>

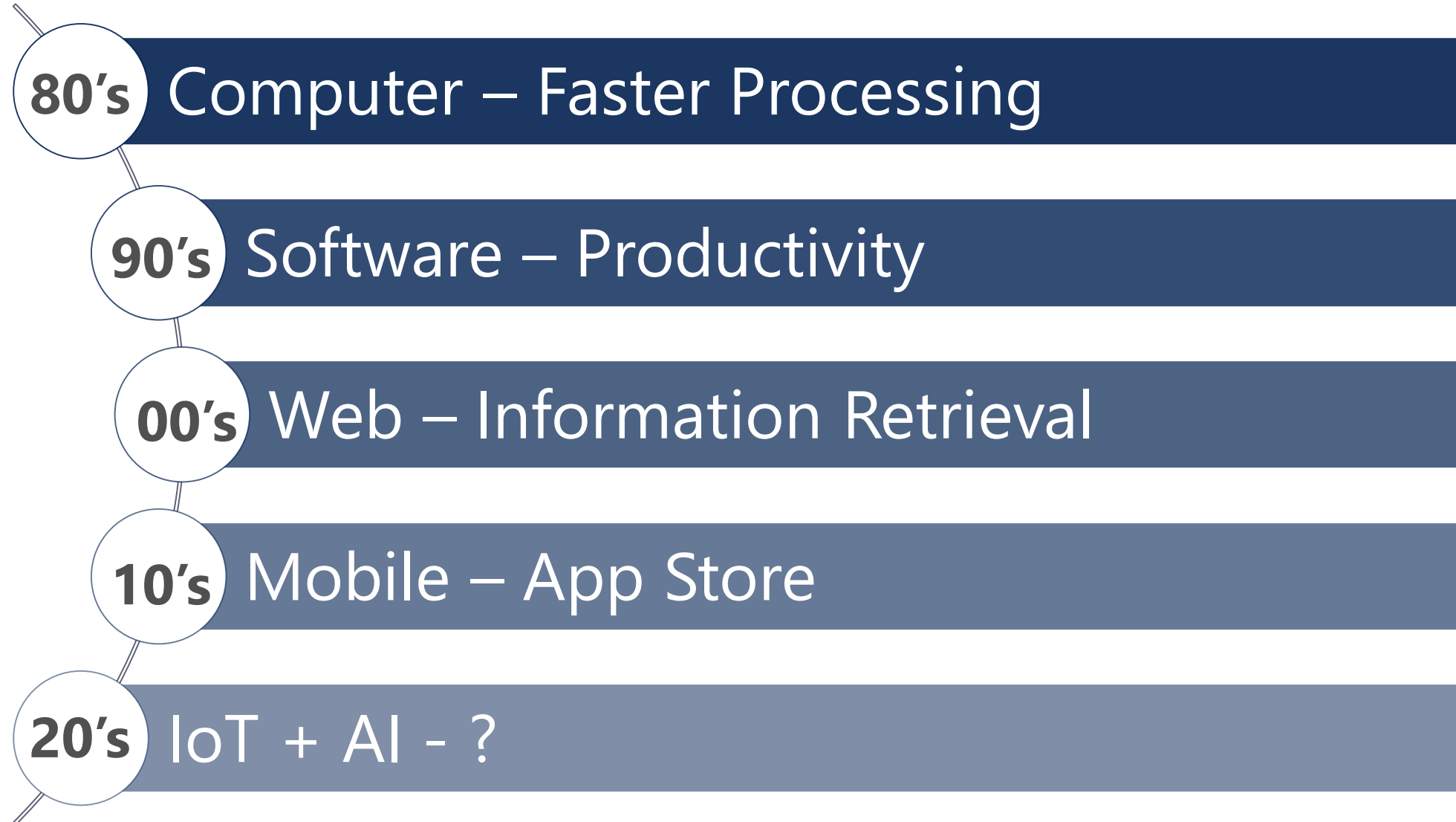


Agenda

- Trends
- Opportunities
- Solutions
- Directions



Tech Trends : What's next ?



Technology Singularity

It's possible because...

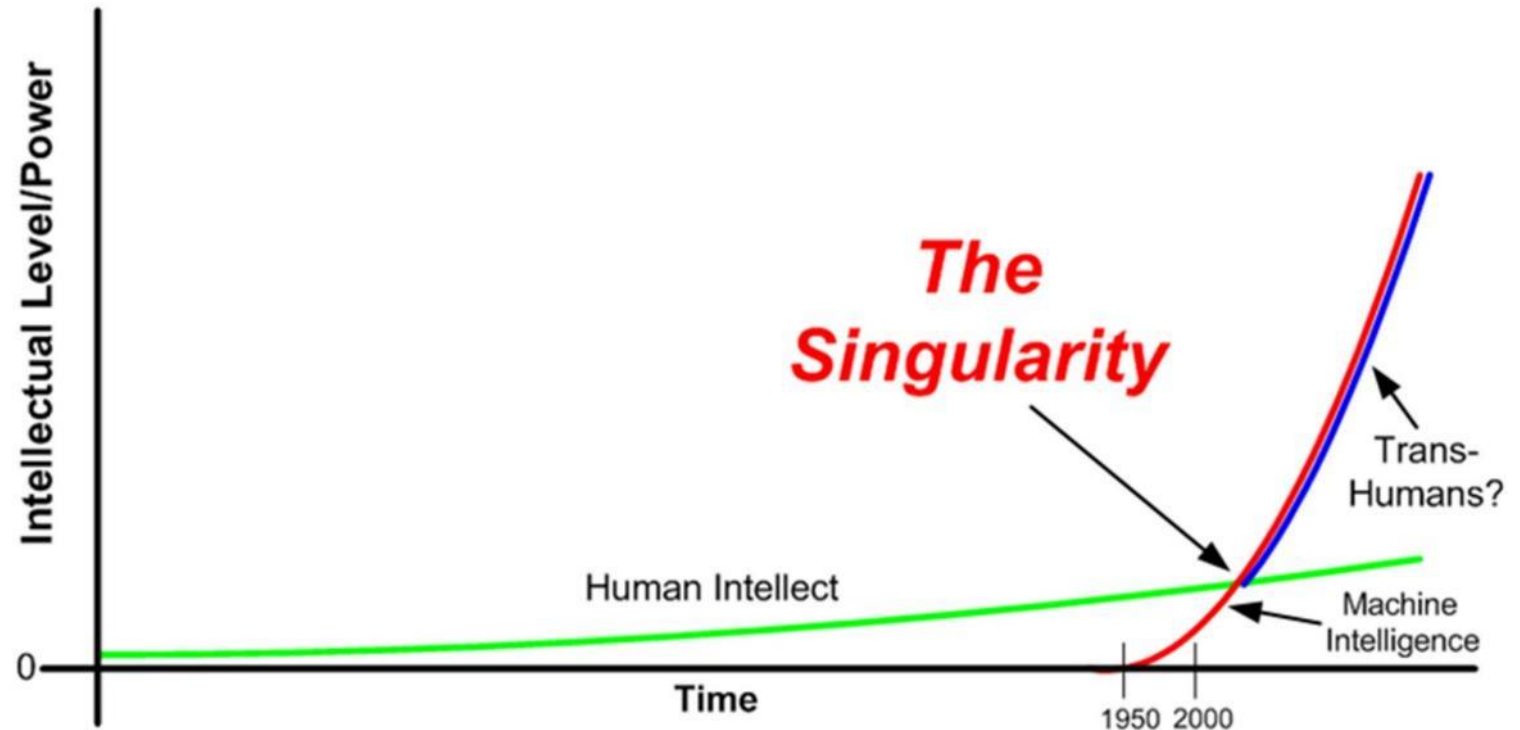
Data
Everywhere

All Connected
because of Web

Well Organized
Data and API

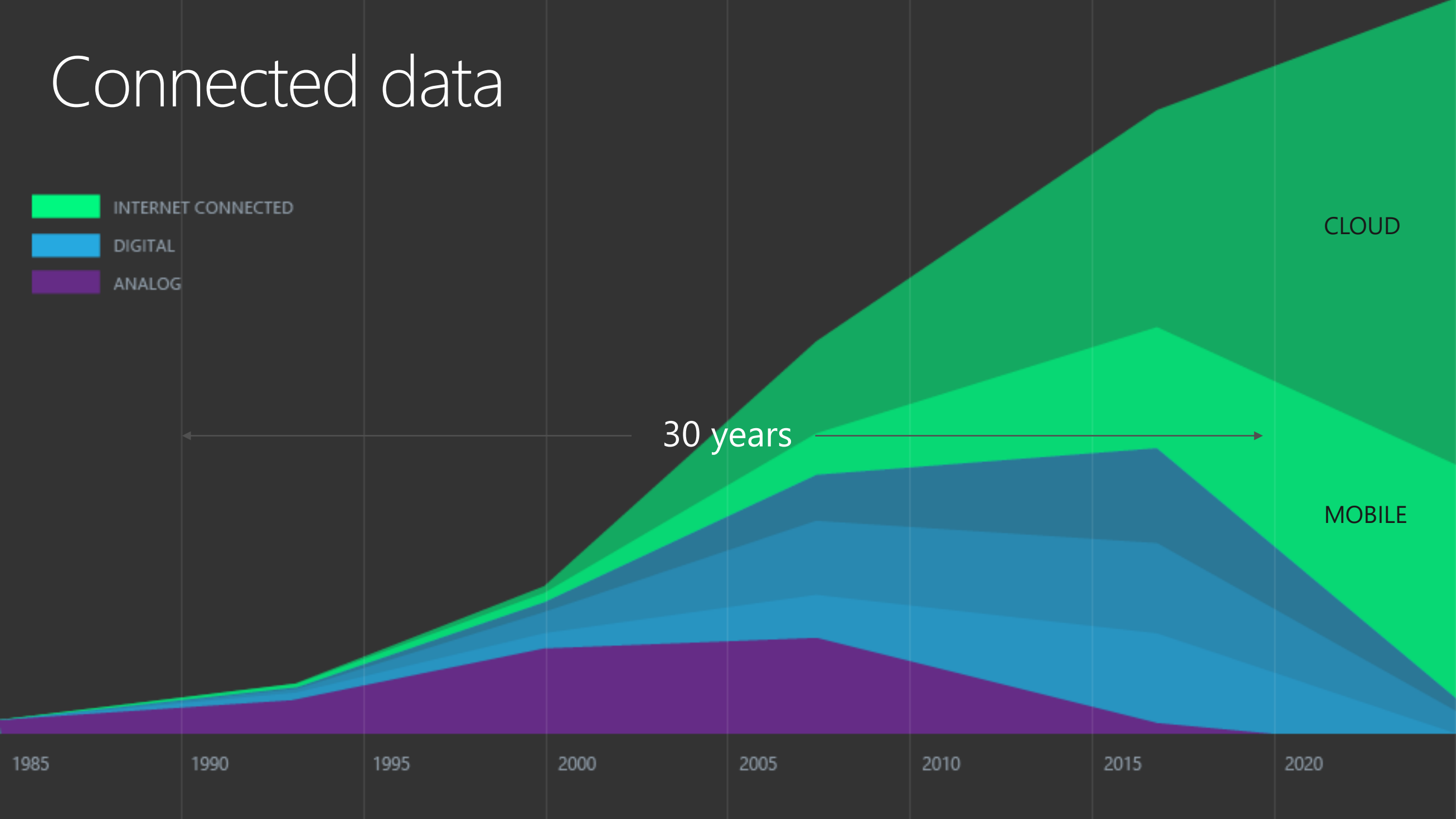
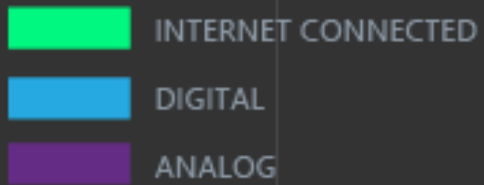
Faster
Processing

2045

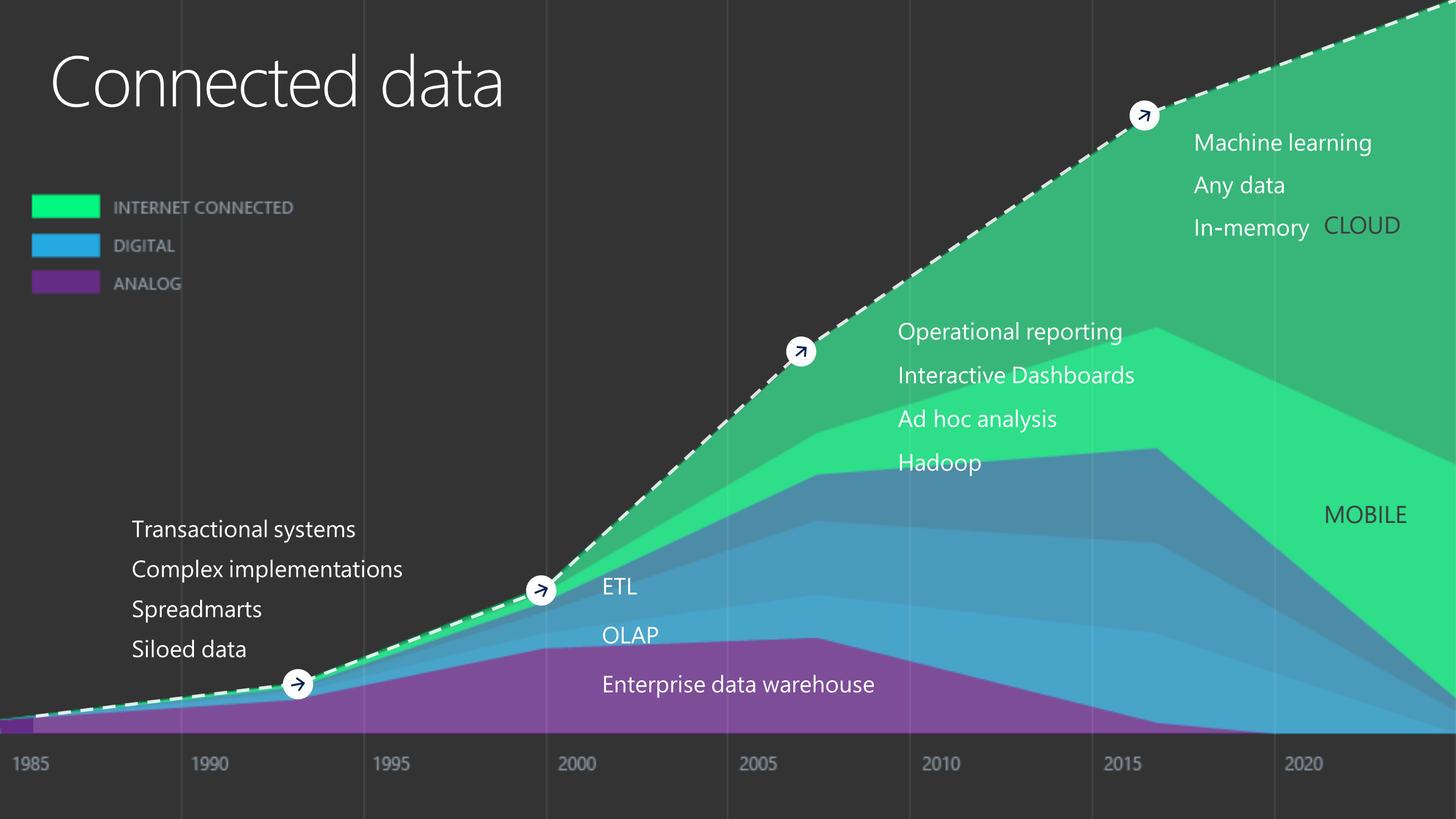


* https://en.wikipedia.org/wiki/Predictions_made_by_Ray_Kurzweil

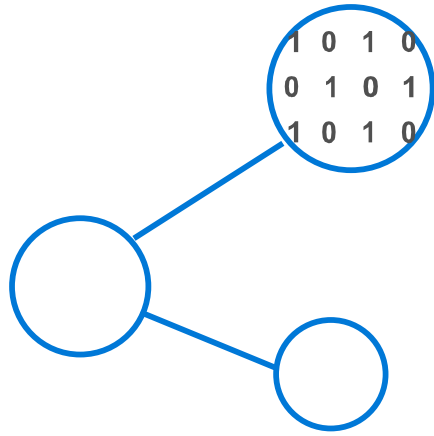
Connected data



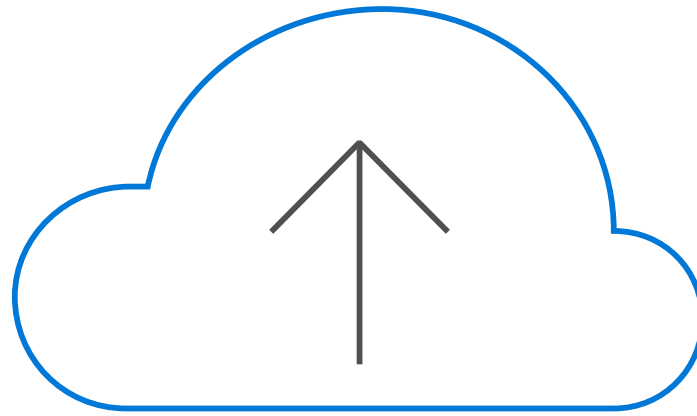
Connected data



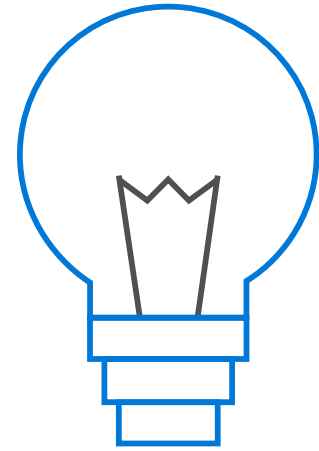
Three major trends converging



Data

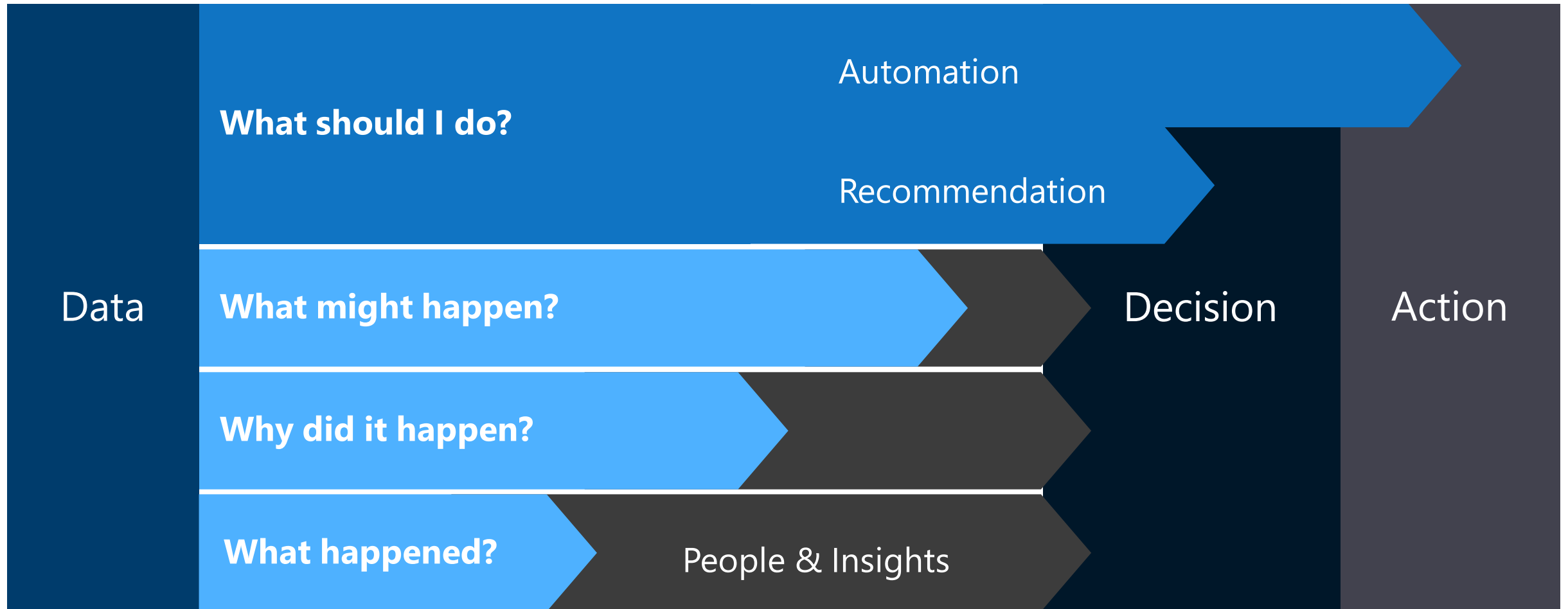


Cloud

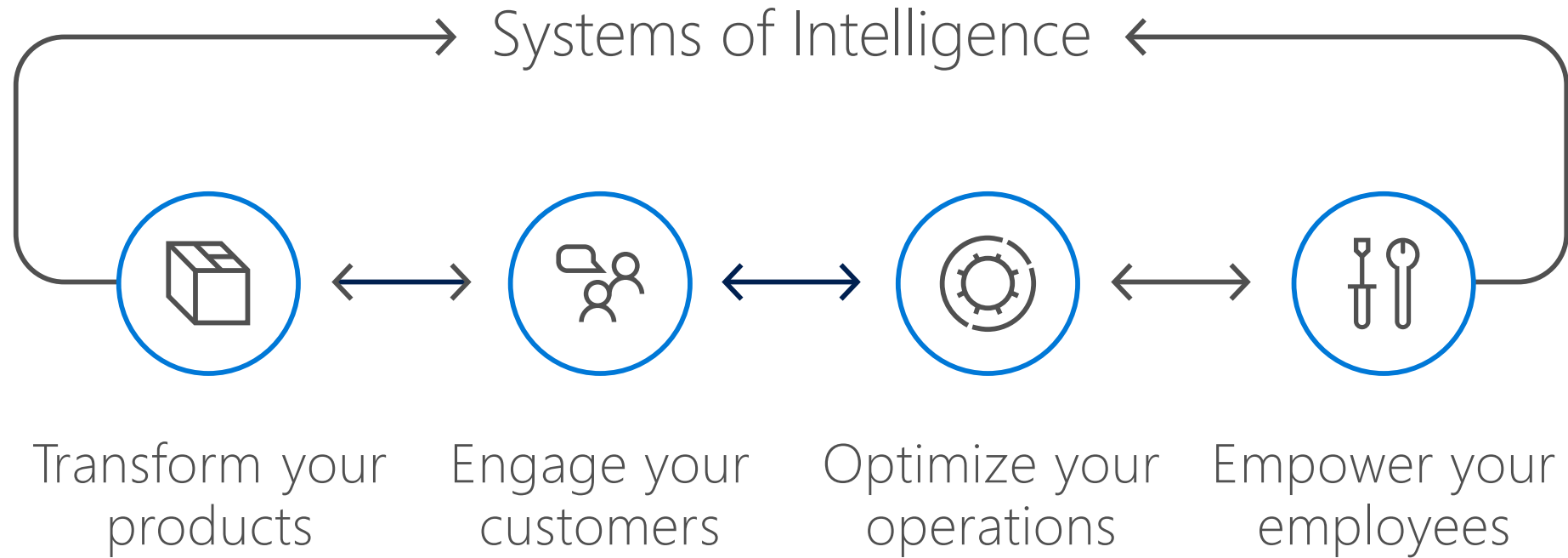


Intelligence

Big Data + Predictive Analytics = Business Value



Transforming key aspects of business



Data is a key strategic asset

\$1.6T

**Additional business value captured
by companies that are leaders in
using data assets to their advantage**

Source: IDC, 2014

10%

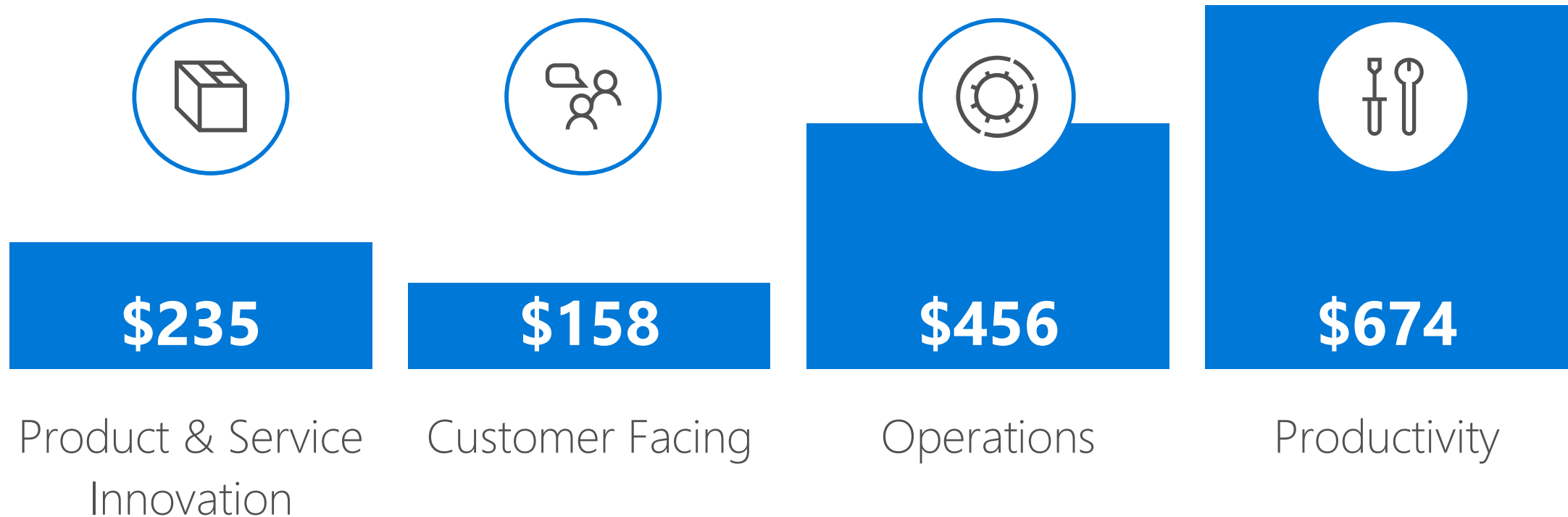
**Percent of organizations expected
to have a highly profitable business
unit specifically for productizing and
commercializing their data by 2020**

Source: Gartner, 2016

Capitalizing on a 1.6 trillion \$ data dividend

Data Dividend

Incremental Gains Made by Leaders in Data and Analytics



Gains in \$ Billions

Advanced Analytics scenarios



EXAMPLE SOLUTIONS



Sales and marketing



Customer Acquisition



Cross-sell and upsell



Loyalty programs



Marketing mix optimization



Demand forecasting



Finance and risk



Fraud detection



Credit risk management



Customer and channel



Lifetime customer value



Personalized offers



Product recommendation



Customer Service improvement



Operations and workforce



Remote Monitoring



Operational efficiency



Smart buildings



Predictive maintenance



Supply chain optimization

Industries applying advanced analytics



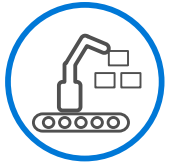
Retail & Consumer Products



Financial Services & Insurance



Government



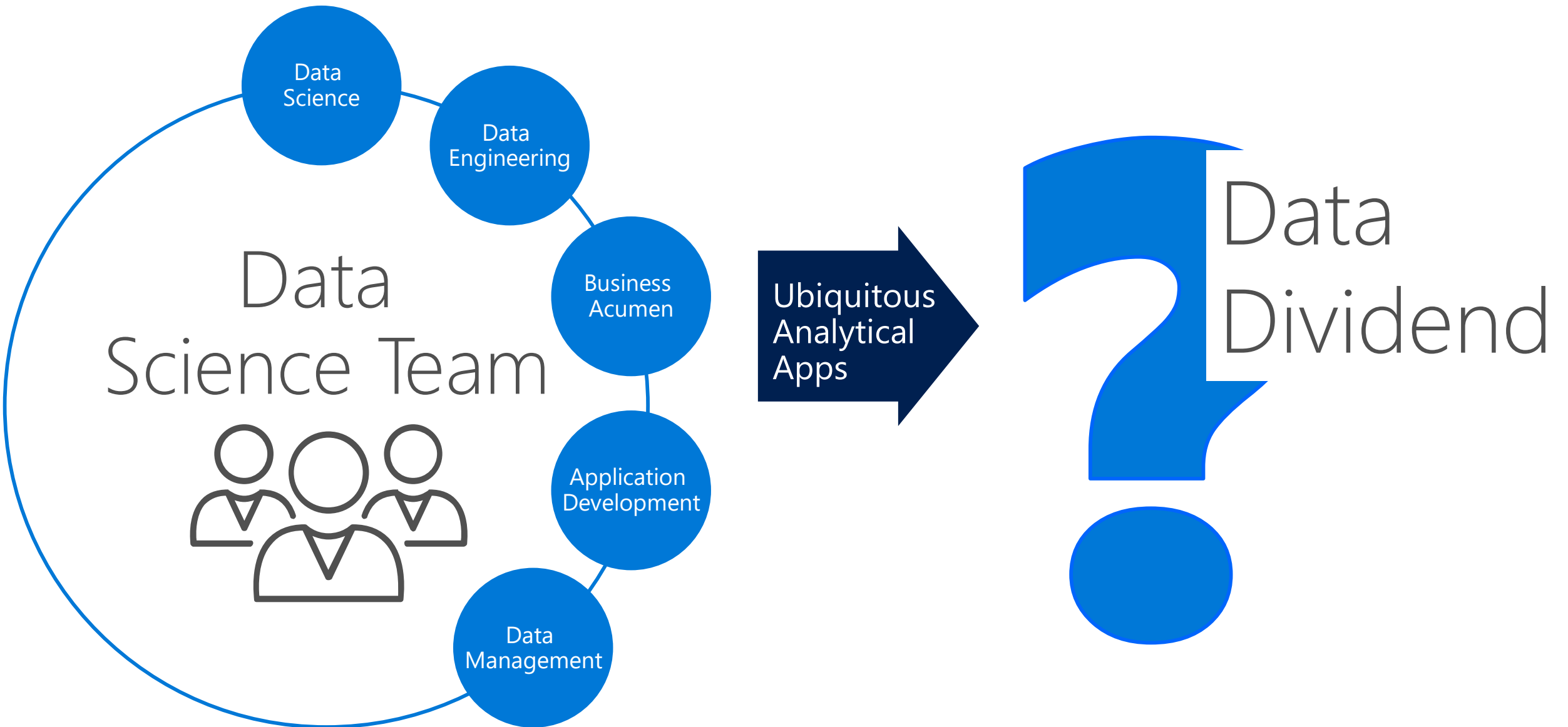
Manufacturing



Healthcare



Success requires convergence of skills



Barriers to analytics adoption

Talent Scarcity

- Academic Rigor
- Talent Competition

Low Productivity

- Integration Complexity
- Tool, Skill & Culture Gaps

Complex Infrastructure

- Data Volume, Diversity
- Security & Governance Constraints
- Rapid Platform Evolution

Slow Innovation

- Low Experimentation Rate
- Complex Operationalization

High Cost

- Legacy Products
- Irregular Workload

Earning our credibility

We needed to leverage data and analytics to grow our products.

Key Innovation...

More experiments by more people!

So we...

Built an Exabyte-scale data lake for everyone to put their data.

Built tools approachable by any developer.

Built machine learning tools for collaborating across large experiment models.



Using vastly accelerated experimentation cycles:



MICROSOFT DOUBLES SEARCH SHARE



30% BETTER IN SPEECH AND GESTURE RECOGNITION



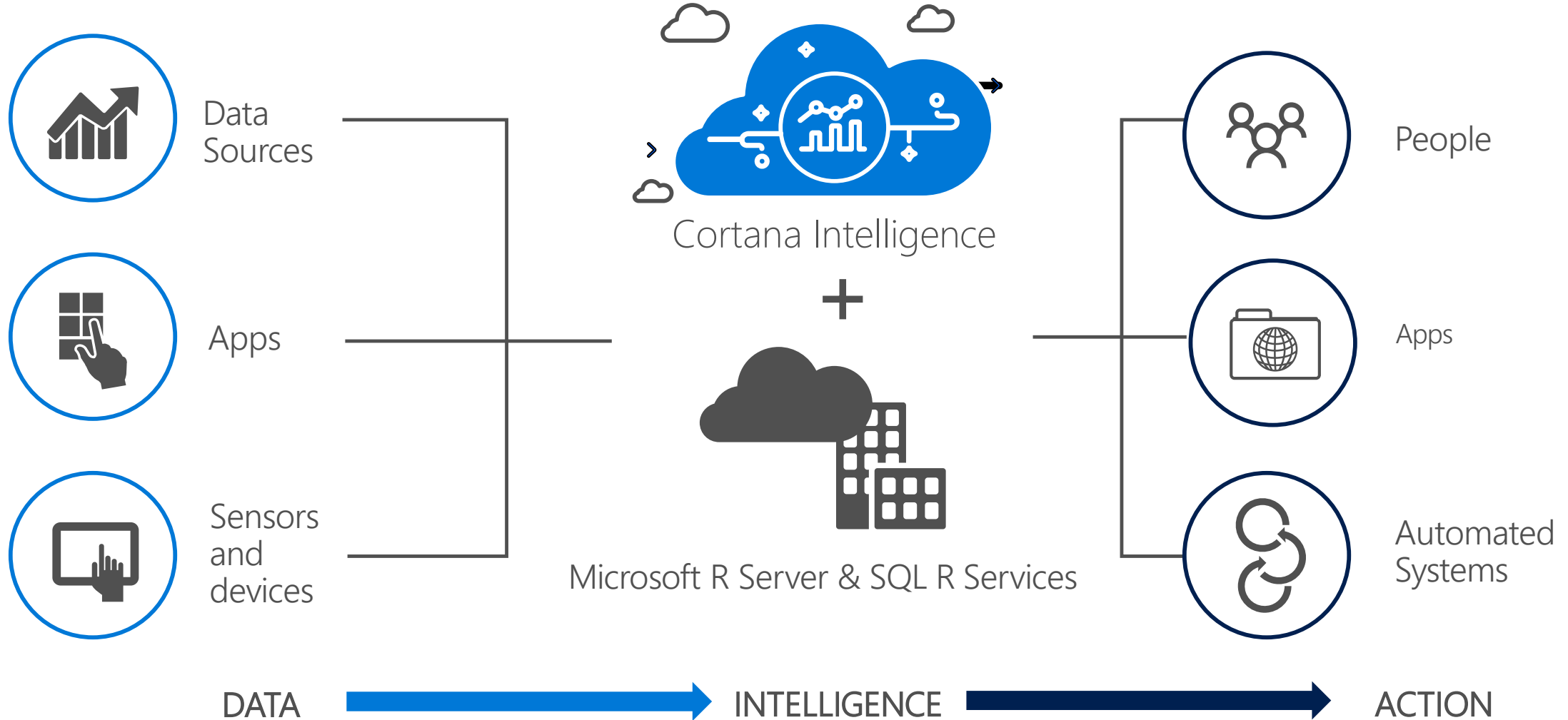
NEW CAPABILITIES LIKE OFFICE GRAPH & CLUTTER



SKYPE TRANSLATE INTRODUCTION

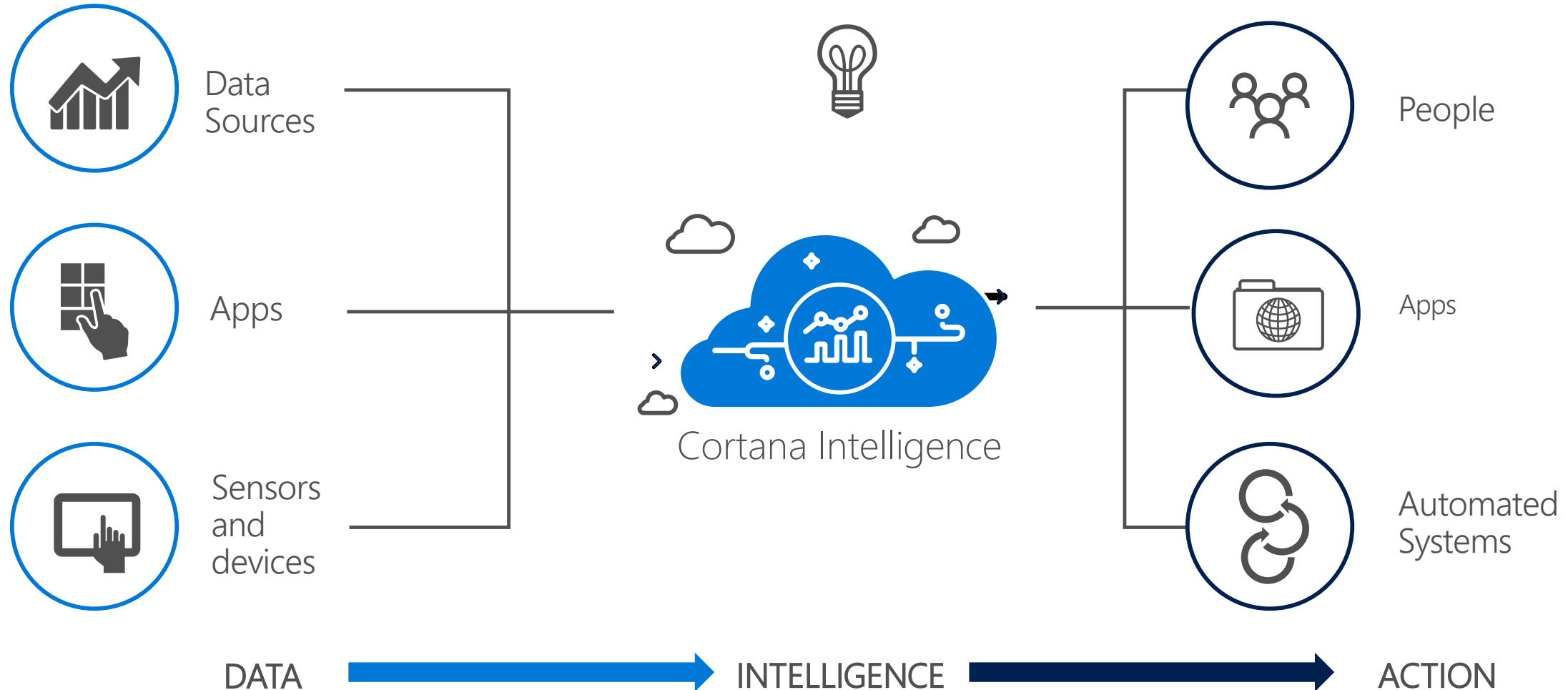
From data to intelligence to action

On Prem or in the Cloud



Cortana Intelligence Suite

Transform data into intelligent action in the cloud



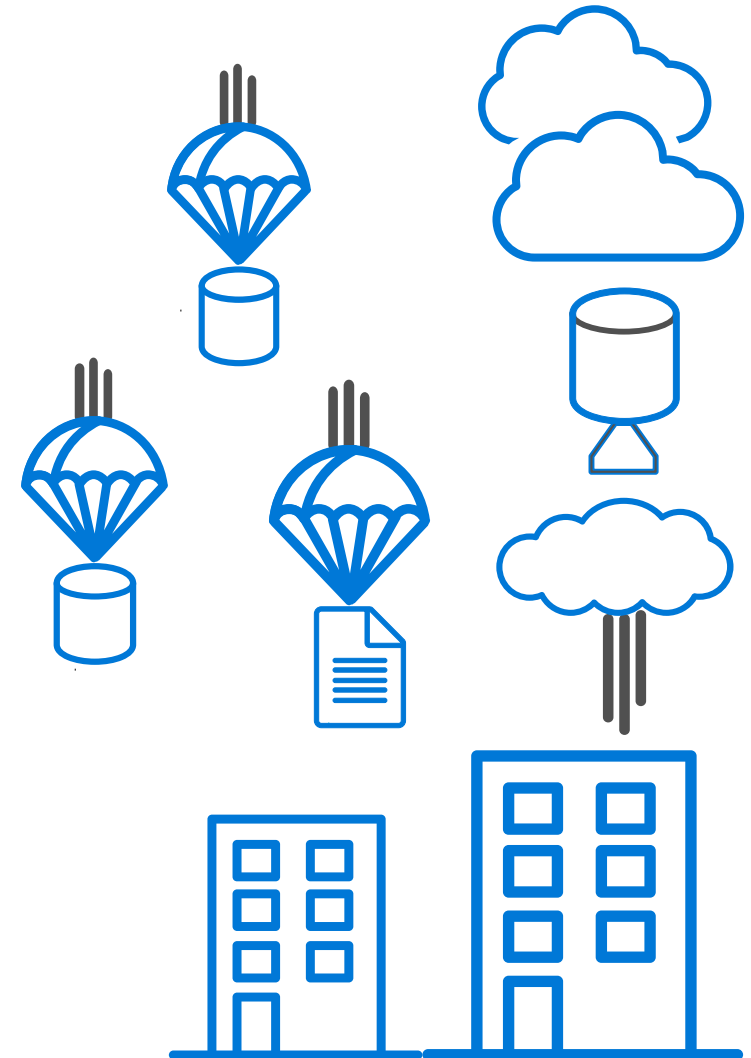
It combines relevant data from anywhere

Reduce costs by collecting, storing, and processing data in the cloud

Scale infinitely and manage planned or unexpected events with elastic data stores

Aggregate any type of data and connect information to wherever you need it

Aggregate any type of data and connect information to wherever you need it

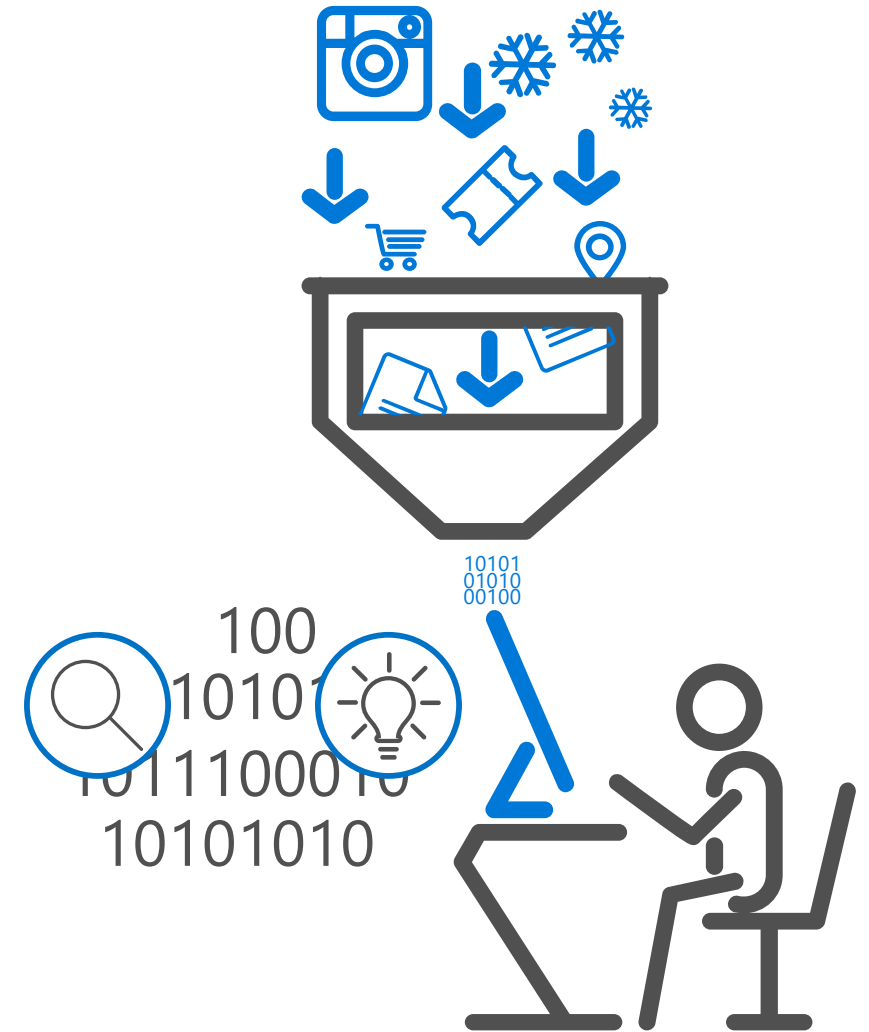


And leverages advanced analytics

Detect subtle patterns and insights by analyzing massive amounts of data from many sources

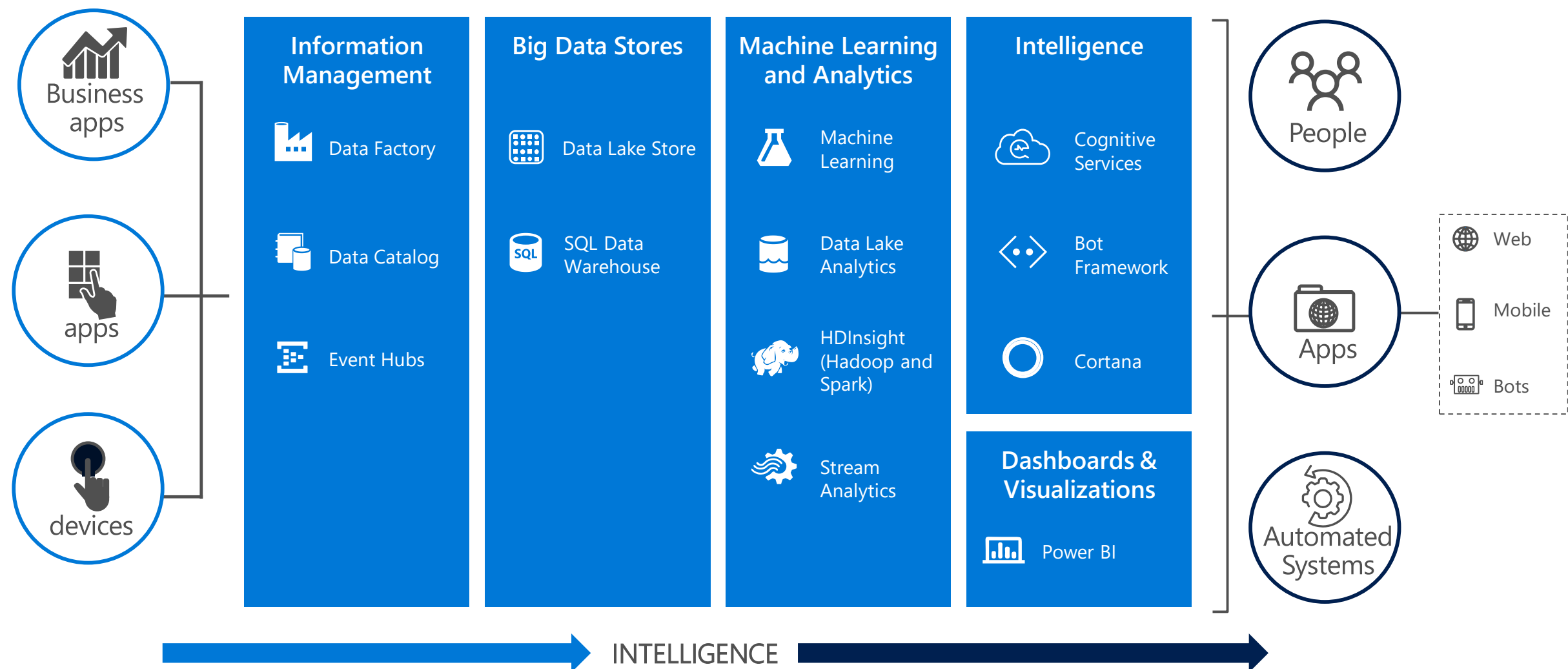
Shape new business outcomes by predicting what may happen in the future

Automate decision-making to accelerate business and aid competitive advantage



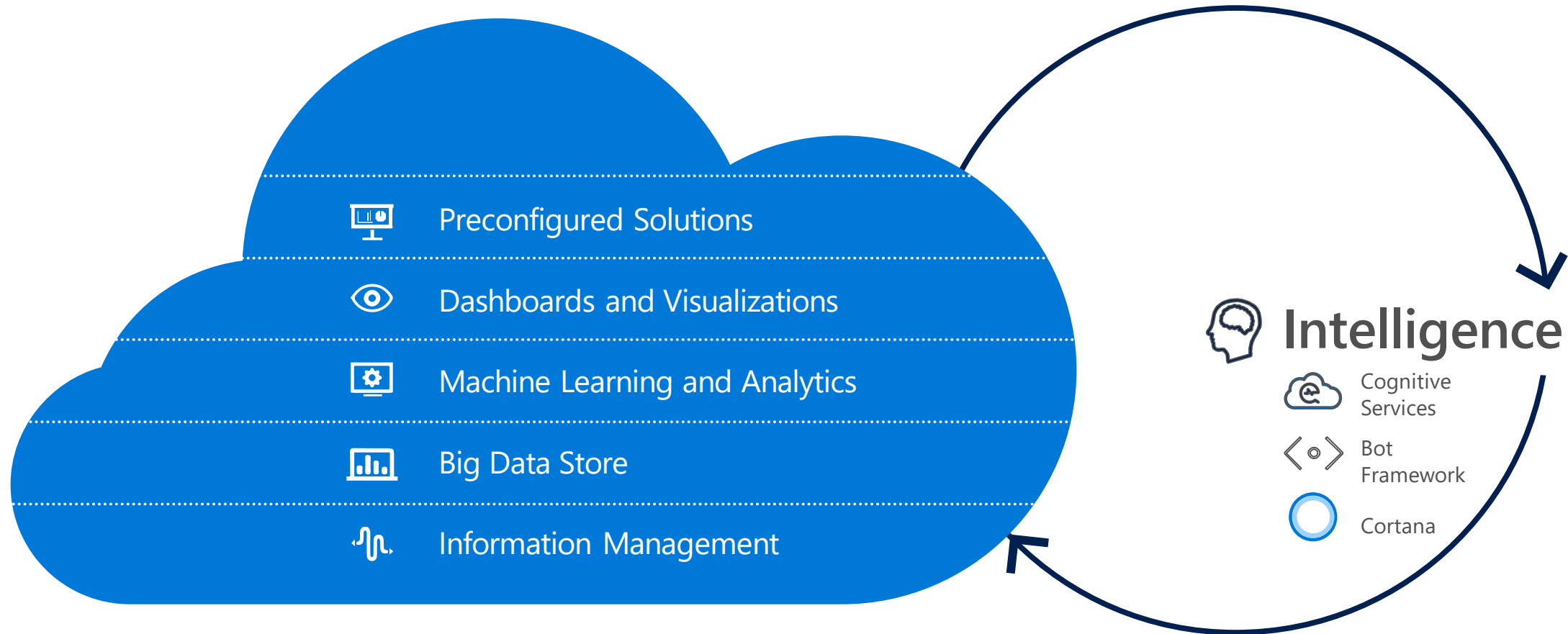
Cortana Intelligence Suite

Transform data into intelligent action



Cortana Intelligence Suite

Transform data into intelligent action



www.botframework.com

Your bots — wherever your users are talking.

Build and connect intelligent bots to interact with your users naturally wherever they are, from text/sms to Skype, Slack, Office 365 mail and other popular services.

Get started

Hey Pizza bot!

Hi Jeremy, the usual tonight?

No thanks, I'd like to try something new.

We have added 3 new items:

- 1) Hawaiian
- 2) BBQ Chicken
- 3) The Works

Option 3 please.

Shall I send this to your home?

Cognitive Services



Vision

Computer vision

Face

Emotion

Video



Speech

Speaker recognition

Speech

Custom Recognition



Language

Text analysis

Bing speller

Web language model

Linguistic analysis

Language understanding

Translator



Knowledge

Academic knowledge

Entity linking services

Knowledge exploration service

Recommendations



Search

Bing search API

Bing image search API

Bing video search API

Bing news search API

Bing auto suggestions API

<http://gallery.cortananalytics.com>

Face APIs



Microsoft's state-of-the-art cloud-based face algorithms to detect and recognize human faces in images.

Computer Vision APIs



Image processing algorithms designed to return information based on visual content and generate your ideal thumbnail.

Text Analytics



Bring your unstructured text, and use this API to perform sentiment analysis and key phrase extraction.

Speech APIs



Easily include speech driven actions into your applications using algorithms to process spoken language.

Along with innovative intelligence capabilities

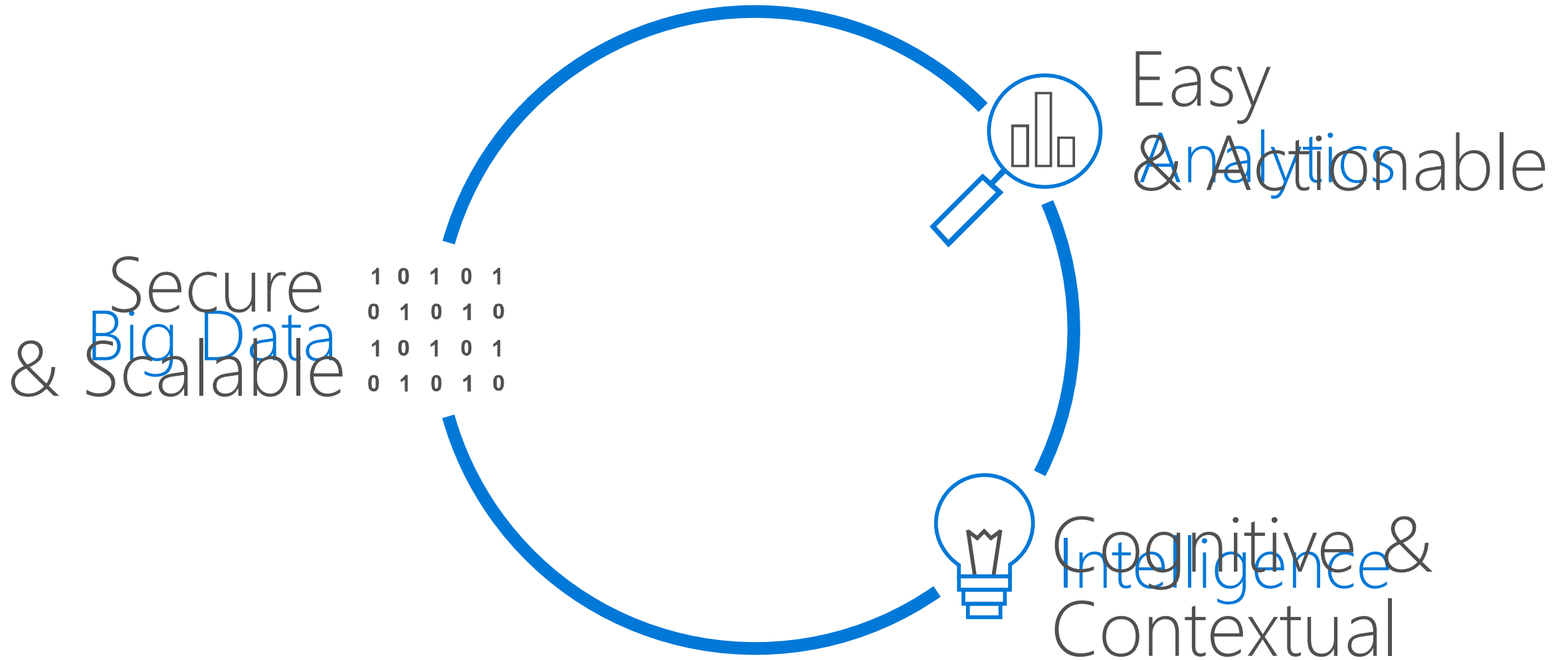
Learn more about your customers using speech, text, face and emotion analysis

Personalize customer interactions with intelligent agents that converse in contextual, natural ways

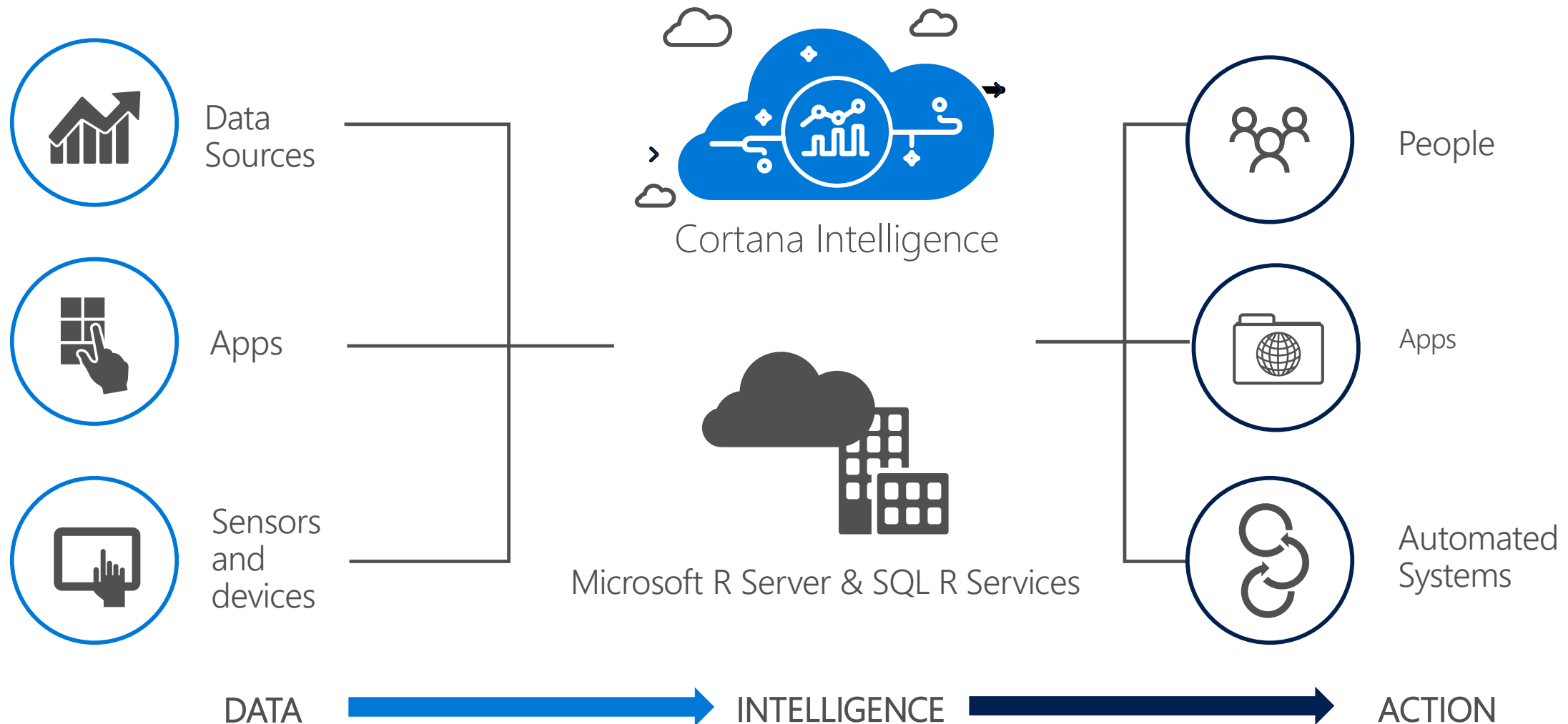
Build models that understand natural language and recognize what users want



Transform data into intelligent action with Cortana Intelligence

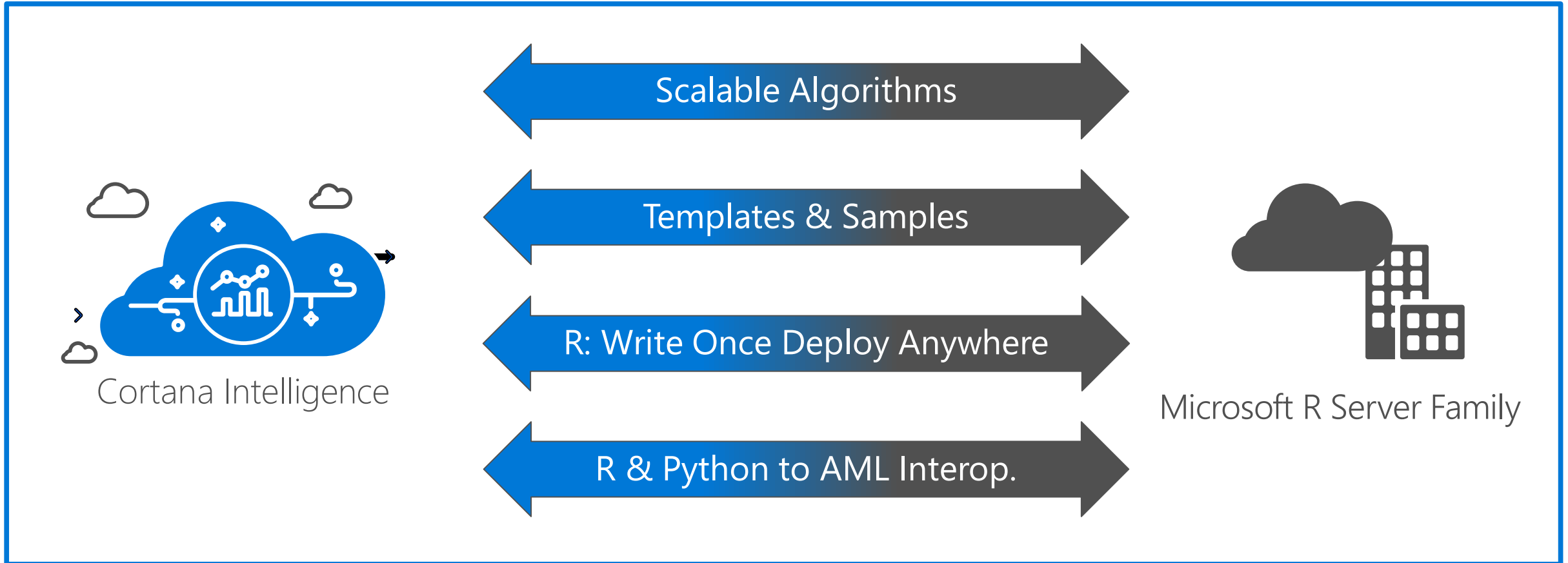


From data to decisions to action with Microsoft



Hybrid analytics platform

Convergence with Flexibility



Microsoft Advanced Analytics address barriers

Broaden The Talent Pool

- Democratize Data Science
- Skill Re-Use

Increase Productivity

- Transparent Scaling
- Facilitate Collaboration

Modernize Infrastructure

- Decouple Data Science from Platforms
- Leverage Hybrid Cloud Architecture

Maximize Innovation

- Accelerate Experimentation
- Streamline Deployment

Drive Down TCO

- Embrace Open Source
- Evolutionary Path to Cloud

Microsoft's roadmap for analytics

In 3 Years, we will help you achieve:

- Analytics-driven decision making
- Accelerated analytics lifecycle
- Dramatically lower analytics TCO
- Innovative uses of machine learning
- Continuity across cloud / on-prem environments



Demo Time !!

Demo 1:
Make your own bot

Demo 2:

How to create intelligence “app” assistant

Demo 3: Microsoft Translator

THANK YOU

Empower your business with intelligence app

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