

Americas Coverage Report

Aug 18 – Aug 24

AI/Innovation

Copilot

Showmetech, Feedy News (**Brazil**) covered the announcement that Microsoft revealed what to expect from Microsoft 365 Copilot, its prices, and launch date.

“Artificial Intelligence: 41% of workers are concerned about AI replacing their roles.”

El Mercurio (**Chile**) covered the release of a study between Mutual de Seguridad and Microsoft, focused on how workers and organizational leaders perceive the emergence of Artificial Intelligence in the world of work and revealed that 41% of workers are concerned about AI replacing them.

IBM and Microsoft will collaborate to foster the adoption of Generative AI

DPL News (**Mexico**) IBM and Microsoft announced a collaboration to encourage the use of tools powered by generative AI, with the inclusion of Azure OpenAIService with the aim of helping organizations add value through this type of technology.

Microsoft plans AI service with Databricks

SaltWire (**Canada**) reported that Microsoft plans to start selling a new version of Databricks which helps customers make AI apps for their businesses by selling through Microsoft Azure cloud-server unit to help companies make AI models from scratch or repurpose open-source models as an alternative to licensing OpenAI's proprietary ones.

Customer Story: N3urons

Over BR (**Brazil**) covered the story of N3urons, a startup which uses artificial intelligence to improve the performance of sales teams, which recently introduced iSA+, the next evolution of its Generative AI. This solution optimizes sales and performance metrics by offering personalized and accurate approaches and is carried out through integration with the Azure Open AI Service.

Nayana Amorim talked to "Business Talks" radio show

Business Talks (1 | 2) (**Brazil**) hosted an exclusive interview with Nayana Amorim, Modern Work GTM Manager at Microsoft Brazil, where she discussed the impacts of AI on enhancing productivity within companies, taking the opportunity to highlight the latest developments in Copilot and insights from the Work Trend Index.

Cloud / Azure

IstoÉ: How Raízen is migrating its applications to the cloud

[IstoÉ \(Brazil\)](#) hosted an interview with Fabio Mota, Technology Lead at Raízen, and Ricardo Fernandes, Enterprise Business Lead at Microsoft Brazil, about how Raízen, is using Microsoft Azure to migrate several applications used by employees and partners to the cloud.

Fortinet Customer Story

[Master Maverick \(Brazil\)](#) covered the story about Fortinet, which partnered with Microsoft to leverage Azure's marketplace to provide a unique experience to its customers, aiming to drive growth and satisfaction.

Industry (FSI, Gov, Energy, Manufacturing)

There was no coverage for this topic

SMBs/DNCs/Developers

There was no coverage for this topic

Security

Cyber Signals reveal that sporting events attract threats

[Acis](#), [Portal Geek](#), [Tecnogus \(Colombia\)](#) continued the coverage of the 5th edition of the Cyber Signals report, which highlights threats to major headquarters, sports, and entertainment events, based on insights and telemetry from the delivery of cybersecurity support to critical infrastructure facilities during the celebration of the 2022 FIFA World Cup in Qatar.

Trust (Sustainability, Skilling, Accessibility, NTP)

Fronteira Digital

[RBN](#), [Master Maverick \(Brazil\)](#) covered the Digital Frontier project, which promotes the inclusion of refugee populations in Brazil by providing technical training and facilitating access to employment opportunities for refugees in the country. This initiative was developed thanks to the partnership between Microsoft and the International Finance Corporation (IFC).

Escola do Trabalhador 4.0

[R7](#), [Notícias de Empregos](#), [Convergência Digital \(Brazil\)](#) reported the results of the partnership between Microsoft and the Ministry of Labor and Employment (MTE) for the Worker 4.0 School.

Modern Work

Work Trend Index

[Portal Geek](#), [Inspira y Conecta](#), [Tecnogus](#), [MastekHw \(Colombia\)](#) published that the recent Work Trend Index shows that there is an opportunity for digital tools to help ease the burden on essential workers and that over 60% of frontline workers struggle with having to perform repetitive or menial tasks that take time away from more meaningful work and not having the resources they need to do their jobs efficiently. Also, [Emily.the.recruiter](#), [XOReni](#), [TessBarclay \(Canada\)](#) partnered with Microsoft to create unique videos breaking down the key stats from the Work Trend Index report and sharing their optimism for a new way of working using generative AI to lift the weight of work.

Consumer (Windows, Surface)

Microsoft Surface Pro 9 5G is the best Back-to-School companion: the best of a tablet and laptop in one device

[MVS Noticias](#), [Geekzilla](#), [La Razón \(Online | Print\)](#), [Gadgets Mexico](#), [La Capital](#), [Business & Marketing](#), [Revista Switch \(Mexico\)](#) [CGMagazine](#), [Daily Hive \(Canada\)](#) published an article focused on how the Microsoft Surface 9 5G, Surface Laptop 5, and Surface Laptop Go 2 are the best devices for the Back-to-School season.

Canadian back-to-school broadcast tour wraps up

CHCH, CTV Vancouver, Breakfast Television (**Canada**) aired programs mentioning the Surface Pro 9 as the best laptop during the back-to-school season according to Winston Sih, tech expert.

Excitement for Delphia

Yahoo News Canada, Entrepreneur.ca, MobileSyrup, Steven Scott (**Canada**) published articles focused on the buzz generated by the Microsoft event.

Father's Day

Tecmundo/Voxel (**Brazil**) published a tutorial for parents on how to use Xbox's parental controls and restrict any type of content their children can access on the console as part of Father's Day celebration.

Gamescom 2023

Flow Games, Adrenaline, Folha de Vitória (**Brazil**) covered the opening ceremony of Gamescom 2023, where Microsoft announced that Age of Empires IV: Anniversary Edition has arrived on Xbox consoles.

Enforcement Strike System

Adrenaline, Tudo Celular (**Brazil**) reported that Microsoft is implementing a new penalty system among Xbox players. According to the company, its new Enforcement Strike System aims to bring more transparency on the penalties that community members can suffer and how they can affect their gaming experiences.

