AI/Innovation

Microsoft arrives with Copilot, its "Assistant" with AI for Windows
Forbes Centroamérica, Tectoc, Vida y Éxito, Forbes, CrHoy, Diario Extra, IT Now (**Costa Rica**); Virtualízate.net (**Puerto Rico**); La República (Print | Online), Enter, Infobae, Blu Radio, El Nuevo Día, Infobae, Acis (**Colombia**); TV Cultura, Canaltech, Mais Tecnologia, Folha de S. Paulo (**Brazil**); IT World Canada, MobileSyrup, MobileSyrup (**Canada**); Expansión, Revista Q, Marketing Directo, Expansion, Marketing Directo, Más Información, El Economista (**Mexico**) continued the Microsoft's announcement about the new Surface products and AI announcements unveiled at Microsoft's latest event. Among the announcements includes Microsoft Copilot, which is now available in Microsoft 365 and will be integrated into Windows 11, new Surface devices, and more.

Microsoft might go nuclear to power its AI offerings
MobileSyrup (**Canada**) reported that Microsoft is looking at next-generation nuclear reactors to power its data centres and AI offerings. Additionally, the company also signed a power purchase agreement with nuclear fusion startup, Helion, last May.

FABIO'S HARA OP. ED.
iMasters portal (**Brazil**) published an OpEd signed by Fabio Hara, architect at Microsoft Brazil, about a new AI-powered solution in Microsoft Q&A technical forum.

Portafolio: Artificial Intelligence, the key to the era of superproductivity
Portafolio (**Colombia**) published an article with Fernando López Lervasi, President for Hispanic South America at Microsoft, where he discusses the impact of AI on productivity, and highlights the company's key advancements.

SEM PARAR Customer Story
Jornow (**Brazil**) published an article about the customer story of Sem Parar, a company that implemented Artificial Intelligence with the support of Microsoft tools. This initiative led to a 7% increase in retention in just one month of operation.

Artificial intelligence arrives in the Colombian Amazon to monitor its biodiversity
Diario de Occidente (**Colombia**) covered the Guacamaya project, which converges Microsoft's technology to develop artificial intelligence models that allow processing data more efficiently, and with a higher percentage of reliability for biodiversity monitoring.

Artificial Intelligence to detect fires
O Estado de S. Paulo (**Brazil**); CTV News, Calgary Herald, Ottawa Citizen (**Canada**) highlighted the collaboration between the Government of Alberta, AltaML and Microsoft on a new digital system to combat Canada's wildfires

powered by Microsoft Azure Machine Learning to predict the next day's risk of a new wildfire by region, with enough precision to predict the time the fire will ignite.

Cloud / Azure

Protection streamlines customer service processes with AI.
Portafolio (**Colombia**) reported that as part of its digital transformation, Protección incorporated technology and virtual services, such as Azure OpenAI Service, to achieve a more agile and efficient service. This pilot initiative in 2023 resulted in the successful processing of 22 thousand requests with a notable 50% boost in productivity.

Microsoft seeks to boost systems migration to the cloud with Oracle
Proceso (**Mexico**) reported on the partnership announcement between Azure and Oracle. In their coverage, they highlighted a statementby Satya Nadella, Microsoft Executive Director, about clients wanting a unified portal within Azure to access the two different apps.

Industry (FSI, Gov, Energy, Manufacturing)
No news this week.

SMBs/DNCs/Developers
No news this week

Security
ICT training in the country has fallen and companies are looking for cybersecurity experts
Canal Capital (TV), El Tiempo, Tecnogus, Tinta Tic (**Colombia**); CAMTIC (**Costa Rica**) published an article about a report prepared by the OECD with Microsoft analyzing the situation in Colombia, Chile and Mexico.The report highlights Colombia's efforts to enhance learning opportunities and foster diversity in its cybersecurity workforce, offering a diverse array of educational and training paths to prepare individuals for roles in this field. .

Trust (Sustainability, Skilling, Accessibility, NTP)
Milton Beck at LinkedIn: "3 in 3 with Tânia Cosentino"
Milton Beck (**Brazil**) published an exclusive interview with Tânia Cosentino, General Manager at Microsoft Brazil, in which they talked about her career, women in the technology sector, the importance of skilling people to work in STEM and Conecta+ project. Also, Melhor RH (**Brazil**) recognized the executive as one of the winners of the 2nd Award Melhor RH Sudeste, an initiative applauding the 10 CEOs in the states of Espírito Santo, Minas Gerais, Rio de Janeiro and São Paulo, for supporting their HRs and be the most active in caring for their employees.

Microsoft Canada survey shines light on challenges educators are facing
Toronto.com (**Canada**) published an OpEd bylined by Elka Walsh, National Learning and Skills Lead at Microsoft Canada, focused on recent survey findings conducted by Microsoft Canada that shows teachers and school leaders in the country are feeling underprepared when it comes to educating students on the skills they need for the future and providing an equitable and inclusive learning environment.

Andrea Liberman is the new Partners and Channels Lead at Microsoft Brazil and Danni Mnitentag takes over the position in Latin America
Ogrotech, O Estado de S. Paulo, PartnerSales,TI Inside, Silicon Week (**Brazil**) covered the announcement of Andrea Liberman as the new Partners and Channels Lead at Microsoft Brazil, and Danni Mnitentag assuming as her counterpart for Latin America.

Modern Work

No News this week

Consumer (Windows, Surface)

Microsoft unveils new Surface Laptop Studio 2, Laptop Go 3 and Surface Go 4 devices
Infobae, Xataka, Publimetro, MSN, Revista Gadgets, Webadictos, Imagen Radio, La verdad noticias, Noticias de Hoy, Noticias de hoy, Ser uno noticias, Se uno noticias Morelos (**Mexico**) published about the presentation of its renewed range of Surface Laptop Studio 2, Surface Laptop Go 3 and Surface Go 4 laptops for businesses, highlighting the updates and better features of the devices.

ID@Xbox
Folha de Vitória, Nós Nerds (**Brazil**) published an article on how Xbox has supported indie games and studios by launching the ID@Xbox. The piece mentions brazilian games that are very popular on the console like Dodgeball Academy and Dandy Ace.

Starfield's Xbox Series X Console Wrap is pretty stellar
MobileSyrup (**Canada**) published a review on the Starfield inspired Xbox Series X Console Wrap, pointing out that he was beyond excited to see Xbox finally getting into the console customization game with the wraps.

Xbox reveals new design lab controller colors
Game Rant (**Canada**) highlighted Xbox's new design lab controller colors that enable gamers to personalize their controllers with distinctive color combinations, including fresh color-shifting choices.

Context about the games market
Veja (**Brazil**) published an analysis of the current gaming market, revealing that the calendar of major launches and popularization of smartphones further accelerate the growth of the gaming sector, which is already being considered one of the main areas of entertainment. The article cites Starfield as a great impetus for the rise of this market in 2023.

Microsoft