

Americas Coverage Report

Sep 15 – Sep 21

AI/Innovation

Microsoft announces new AI innovations and Surface devices

[MobileSyrup](#), [Yahoo News](#), [Yahoo! News](#), [Yahoo! News](#), [Yahoo Finance](#), [Yahoo! Finance](#), [Yahoo! Finance](#), [Mobile Syrup](#), [Karandeep](#), [BNN Bloomberg](#), [CanTechNews](#), [The Globe and Mail](#), [Gander Beacon](#), [One Techno](#), [La Presse](#) (**Canada**); [Tecnundo](#), [Tecnundo](#), [Olhar Digital](#), [Olhar Digital](#), [Olhar Digital](#), [CNN Brasil](#), [Exame](#), [Tecnoblog](#), [Tecnoblog](#), (**Brazil**); [Expansión](#), [Xataka](#) (**Mexico**); [El Tiempo](#), [Forbes Colombia](#), [El Herald](#) (**Colombia**); [Infobae](#), [Infobae](#) (**PanRegional**); [La Nación](#), [Radio Más](#), [FM Sensaciones](#), (**Argentina**); [Teletica Tectoc](#) (**Costa Rica**); [Revista Vida y Éxito](#) (**Central America**) covered 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. Also, [MobileSyrup](#) (**Canada**) published an article about the Microsoft Surface Laptop Go 3 and Surface Laptop Studio 2, highlighting different features and specs for both devices. Jon was on-site in NYC for the exciting moment.

NTN24: "Guacamaya, the project that uses artificial intelligence in the service of the flora and fauna in the Amazon"

[NTN24](#), [Radio Nacional](#) (**Colombia**) hosted an interview with Andrés Rengifo, Director of Corporate and External Affairs at Microsoft for the Andean South region, where he provided details about Guacamaya, the first monitoring system that implements artificial intelligence for the conservation of the Amazon.

Alberta uses AI and intuition to fight wildfires

[MobileSyrup](#) (**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.

[El Financiero](#) (**Mexico**) published an article signed by Francisco Corona, AI, and Cloud Solutions Lead at Microsoft Mexico, focused on the AI popularity increase, the place that it is taking in daily life, and ways in which first respondents can use AI to alleviate their workload, by having it complete monotonous tasks.

Microsoft AI researchers accidentally exposed big data cache

[BNN Bloomberg](#) (**Canada**) reported that Microsoft's AI research team unintentionally exposed personal data on GitHub. The breach occurred due to a misconfigured link on the AI training platform, where Microsoft's research team unintentionally leaked sensitive information while sharing open-source training data.

How to use Copilot, Microsoft's artificial intelligence assistant

[Infobae](#) (**Colombia**) published the story of Grupo Bimbo, which developed Machine Learning (ML) and Generative AI tools with the support of Microsoft to generate useful mechanisms within the company. One of those tools built was a copilot where the user can make queries about company policies.

Cloud / Azure

Microsoft seeks to boost systems migration to the cloud with Oracle

Plano Informativo, Prensario TI Latin America (**Mexico**) published an article about the announcement of the partnership between Azure and Oracle. The piece mentions a commentary by Satya Nadella, Executive Director at Microsoft, about clients wanting a unified portal within Azure to access the two different apps.

Ronan Damasco for Prefeitos & Gestões magazine

Prefeitos & Gestões (**Brazil**) interviewed Ronan Damasco, Technology Director at Microsoft, where the executive emphasized the importance of digital transformation in city halls to improve the efficiency and security of public management. He also spoke about the technological solutions that Microsoft offers that can optimize the administration of city halls, including its cloud ecosystem made up of Microsoft Azure, Microsoft 365, Dynamics 365 and Power Platform.

Industry (FSI, Gov, Energy, Manufacturing)

Andrea Liberman is the new vice-president of Partners and Channels at Microsoft Brazil, and Danni Mnitentag takes over the position in Latin America

PartnerSales, TI Inside, Silicon Week (**Brazil**) reported the announcement that Andrea Liberman was promoted to GPS vice-president at Microsoft Brazil, and Danni Mnitentag, took over as GPS vice-president at Microsoft for the LatAm region.

Microsoft execs speak at SIBOS 2023

SWIFT International Banking Operations Seminar (SIBOS) (**Canada**) hosted the participation of Chris Barry, President at Microsoft Canada, in a panel discussion where he spoke about the theme of "Embracing Global Connectivity for the Future of Finance" and discussed how emerging technologies are reshaping commercial banking in the realm of global payments.

SMBs/DNCs/Developers

Meet the Microsoft for Startups Founders Hub

Gazeta do Povo (**Brazil**) hosted an exclusive interview with Franklin Luzes, VP of Innovation, Transformation and Startups in the accelerated growth phase at Microsoft Brazil, in which he spoke about entrepreneurship and innovation in Brazil and about the Microsoft for Startups Founders Hub program.

Caldeira Week begins next Monday in Porto Alegre and will address topics such as education, artificial intelligence and data

Gauchazh (**Brazil**) mentioned that Andrea Cerqueira, VP of Corporate Sales for Customers and Startups at Microsoft Brazil, will be one of the participants in Caldeira Week, an innovation event that takes place this week in Porto Alegre.

Security

No news this week.

Trust (Sustainability, Skilling, Accessibility, NTP)

CONAREC Award

Consumidor Moderno (**Brazil**) published that Microsoft has been honored with the CONAREC Award, a study designed to recognize and celebrate the quality of the entire customer experience value chain. The company emerged as the winner in the 'Partners and Solution Providers' subcategory within the Business Intelligence category. The article featured Marcondes Farias, Director of Product for Dynamics 365 and Power Platform at Microsoft Brazil.

AES BRASIL PARTNERSHIP

Canal Energia (Brazil) covered the partnership between Microsoft and AES Brasil for the Cajuína Wind Energy Project, highlighting the progress of the Cajuína wind energy park. Currently in the construction phase in Rio Grande do Norte, this project aims to start operations in 2023.

Em Tempo, Tudo Celular, Ver Agora, Em Tempo online, Cidade Marketing (Brazil) covered Microsoft's partnership with UNICEF and Accenture to launch the "Passport of the Future" platform. This platform offers free vocational training to vulnerable Brazilian youth aged from 14 to 29.

O Povo, Tecmundo, Correio 24 Horas, Over BR (Brazil) continued the announcement coverage of a new AI course for the resulting from Microsoft's partnership with LinkedIn as part of the Skills for Jobs program. The series of five free artificial intelligence courses available online means a total of 3 hours and 49 minutes of content.

Modern Work

O Estado de S. Paulo: "Why does Microsoft continue to invest in home office?"

O Estado de S. Paulo (Brazil) interviewed Cristiane Carvalho, HR director at Microsoft Brazil, about hybrid work and returning to offices. The article emphasized Microsoft's view on work flexibility, highlighting the company's flexible working model as positive in comparison to other big techs.

Consumer (Windows, Surface)

Back to School Influencer Program wraps

The TikTok influencer @yumekacake (Canada) published her latest video where she shared how she prepares for back to school as a University student, leveraging Microsoft To Do and other Microsoft 365 applications.

Building momentum for Lies of P

COGConnected (Canada) interviewed Jiwon Choi, Neowiz's Director, ahead of the launch of Lies of P, an Xbox third-party title to discuss how the game came to life and how its partnership with Xbox brings new players into the game's unique world.

Forza Motorsport

Canaltech (Brazil) played an early version of Forza Motorsport, giving it a very positive review.

Games Pass Core

Olhar Digital, Canaltech, Tecmasters (Brazil) reported that Game Pass Core will be made available this week, definitively ending Xbox Live Gold, an online gaming subscription service.