

Americas Coverage Report

Aug 25 – Sep 07

AI/Innovation

CTO Summit

CTO Summit (Brazil) featured the involvement of Christiano Faig, Microsoft Brazil's VP of Solution Sales & Technology, who delivered a lecture on AI for improving customer experiences during the event.

Canal Uno: “Guacamaya: Colombian artificial intelligence project to preserve the Amazon”

Canal Uno, Infobae, Caracol Radio, RCN Radio, Vanguardia, La Vanguardia, Cambio Colombia, Yahoo Noticias, Minuto 30, La Patria, MSN, El Heraldo, El Universal, EFE: Verde, Cremas Digital, Análisis Urbano, Revista Ecoguía (Colombia) covered the Guacamaya project which converges Microsoft's technology to create artificial intelligence models that allow processing data more efficiently, and with a higher percentage of reliability for biodiversity monitoring.

Capgemini and Microsoft collaborate on generative AI solutions

eSemanal (Mexico) reported Capgemini and Microsoft announced the Azure Intelligent App Factory, a co-developed platform to train and expand the use of Generative AI in a responsible and sustainable way.

Relentless Economics: Episode 106: Will AI change work?

Future of Work Podcast (Canada) aired an interview with Jason Brommet, Head of Modern Work and Surface at Microsoft Canada, about the changing world of AI and how it will impact work.

Microsoft reportedly working on AI-powered image creation for Paint

MobileSyrup (Canada) reported Microsoft is bringing a significant AI update to MS Paint, its camera app and its snipping tool. The feature will allow users to create an image from text description using the same technology as Bing's Image Creator.

Microsoft and Epic partnership

Inforchannel, Saúde Digital News, TudoEP (Brazil) reported Microsoft and Epic have joined forces to bring generative artificial intelligence capabilities to the healthcare sector by broadening secure access to insightful clinical information and management utilities by integrating advanced AI into various components of the Epic system.

AI SKILLS FOR JOBS

Engenhariae (Brazil) reported Microsoft launched an educational AI initiative, providing a free course on LinkedIn which covers: an introduction to the technology, topics in generative AI, and certification.

Cloud / Azure

Customer story: Raízen

iMasters, Decision Report (**Brazil**) continued coverage for Raízen's success story highlighting the company's journey in migrating applications to the cloud in collaboration with Microsoft.

Método Engenharia customer story

Baguete, Over BR, Master Maverick (**Brazil**) published that Método Engenharia has successfully implemented Microsoft 365 to enhance their teams efficiency. By leveraging tools like Microsoft Teams and Power Platform, the organization managed to streamline communication among its members and automate tasks that were previously handled manually.

Making an impact: The Women in the IT Channel celebrates four new Hall of Fame honourees

Channel Daily News (**Canada**) inducted Rani Pendse, Senior Partner Development Manager at Microsoft Canada, as one of the four honourees of the Women in IT Channel Hall of Fame for her impact in the field.

Microsoft makes certification exams open book

IT World Canada (**Canada**) published that Microsoft is making its certification exams open book, allowing candidates to access Microsoft Learn during the test. The update applies to exams for Azure Administrator, Developers, Solutions Architect, DevOps Engineer, Microsoft 365 Modern Desktop Administrator, and Enterprise Administrator.

Industry (FSI, Gov, Energy, Manufacturing)

Why organizations need to hardwire data and technology into their ESG strategy

The Globe and Mail (**Canada**) published an article focused on why organizations should include technology and data in their ESG strategies. The article features insights from Tracy Lagasse, Industry Advisor for Financial services at Microsoft Canada, mentioning Microsoft Cloud for Sustainability as an example of emerging technology designed to address this gap.

SMBs/DNCs/Developers

TIM and Microsoft For Startups Founders Hub

UOL, StartSe, IstoÉ, Economia em Pauta, Startups portal (**Brazil**) published an interview with Ricardo Fernandes, VP Enterprise and Business at Microsoft Brazil, on the partnership between TIM and Microsoft, which helps startups through the Microsoft For Startups Founders Hub, a space for TIM's hub startups to test, enhance, and utilize Microsoft's cloud services.

Security

Microsoft and Kyndryl Study

The Associação Brasileira das Empresas de Software (**Brazil**) published an article about an IDC study sponsored by Microsoft, which reveals the increasing wave of cyberattacks in Brazil. These incidents are prompting businesses to take precautions and safeguard their operations, ensuring continuity as they progress in their journeys of modernization and innovation.

WOMCY

iMasters, Portal Contexto, Valor Agregado, O Povo, Incyber (**Brazil**) published that WOMCY and Microsoft launched the second phase of the project named "WOMCY – Microsoft Cybersecurity Education & Certification Program", aimed at women across all regions of Latin America offering free training and certification opportunities in the SC-900 field: Microsoft Security, Compliance, and Identity Fundamentals.

Protecting Canadian organizations against business email fraud: strategies and best practices

Canadian Security Magazine (**Canada**) published an article signed by Julie Jeffries, Director for Security Business Group at Microsoft Canada, on the best practices and strategies to protect Canadian organizations against business

and email fraud. The piece shed light on findings from the latest Microsoft Threat Intelligence Cyber Signals Report which identified several new key risks causing the recent surge in business email compromise.

Trust (Sustainability, Skilling, Accessibility, NTP)

The mind that moves the machine

Marie Claire (Brazil) hosted an exclusive interview with Tânia Cosentino, General Manager at Microsoft Brazil, in which she discussed her career, women's empowerment, technology, and Microsoft's culture. Additionally, the executive gave an interview to O Globo, Universo Movie Forward (Brazil) highlighting the need to skill data scientists to work with technology and AI and mentioned the Conecta+ initiative.

Wind farm announcement

Valor Econômico, Época Negócios, UOL, Infomoney, Correio Braziliense (Brazil) published articles about the announcement of Microsoft's partnership with the energy company AES for the construction of a wind farm, which will be used to supply clean energy to Microsoft's data centers. The articles highlighted the presence of Tânia Cosentino, General Manager at Microsoft Brazil, during the launch event.

New D&I Leader

Baguete, Master Maverick, Channel 360, Over BR (Brazil) published the announcement of Glaucia Rosalen, Chief Financial Officer at Microsoft Brazil, as the new Diversity & Inclusion leader.

Escola do Trabalhador 4.0

Notícias Concursos, Nidde Digital, Partner Sales, Notícias de Emprego, Coisas Geeks, Blog do Armino, TIM News, Boa Informação (Brazil) covered that Microsoft is celebrating the milestone of approximately 1 million registrations on the Escola do Trabalhador 4.0 platform. In addition, Aracaju Agora Notícias, Digitado (Brazil) informed that Microsoft plans to expand its involvement in government training programs.

We Ventures

Jornal do Comércio (Brazil) continued with coverage on the announcement about Positivo Tecnologia investing R\$ 3.6 million in WE Ventures, the first Corporate Venture Capital fund in Latin America dedicated to women-led businesses.

Fronteira Digital

Brasil Fashion News (Brazil) published that the International Finance Corporation (IFC), a member of the World Bank, in collaboration with Microsoft, spearheaded a project called Fronteira Digital aiming to provide technical training and facilitate access to employment opportunities for refugees in the country, while promoting inclusion of refugee populations in Brazil.

ENAP Partnership

OverBR (Brazil) reported Microsoft and ENAP opened registrations for the lecture "Digital Transformation and Algorithmic Racism", which is part of the "Fronteiras e Tendências: Novos Rumos" initiative. The article highlighted details about the participation of Lisiane Lemos, Extraordinary Secretary of Digital Inclusion and Equity Support Policies in Rio Grande do Sul, and Eleidimar Odília Isaque da Silva, Director of the Department of Digital Public Services at the Secretariat of Digital Government (SGD/MGI).

Modern Work

Revolutionizing work with the power of generative AI

Les Affaires (Canada) published an article signed by Brian Cann, Regional Director for Eastern Canada at Microsoft Canada, on how AI will change the way we work. The article places Microsoft 365 Copilot as the next-generation tool that combines the power of big language model with data and even takes a deep dive into the most recent Work Trend Index.

Microsoft Teams includes brand-name makeup filters to its meetings.

[El Tiempo](#), [Enter](#) (**Colombia**) covered the announcement about the integration of AI 'make-up' filters developed by Maybelline into its business communication platform, Microsoft Teams.

Consumer (Windows, Surface)

Starfield

[TechTudo](#), [Jovem Nerd](#), [IGN Brasil](#), [The Enemy](#), [Showmetech](#), [Tecnundo/Voxel](#), [Flow Games](#) (**Brazil**); [MobileSyrup](#), [Financial Post](#), [CGMagazine](#), [Game Rant](#) (**Canada**) published very positive reviews of Starfield, highlighting that the game delivers a fresh experience from the union of a bunch of different game genres – RPG, simulation, management, construction.

Azgard: turning technology into an art form

[Yo Tambien](#), [Expansion](#) (**Mexico**) featured the story of [Azgard Aguilera](#), a hearing impaired master chocolatier and fashion model who inspires and empowers others through his own experiences and journey, while showcasing how Microsoft Surface is part of his daily life.

Navigating to Success: Get Ready for Back to School with Microsoft Surface and AI

[Milenio](#), [Excelsior RSVP](#), [Masaryk TV](#) (**Mexico**) published articles focused on how Microsoft Surface offers every student a perfect experience for the back-to-school season, and mentioned Microsoft Surface Laptop 5 and Surface Pro 9 as some of the best options.

Gadgets to improve your life

[El Universal](#) (**Mexico**) published a list of devices that can improve your life and noted Microsoft Surface Laptop 5 as a favorite, highlighting its lightweight and power.

Radio Release

[Radio Web](#) (**Brazil**) published an article during the framework of Xbox for Earth Day, with the participation of Daniela Vitaliano, Director of Marketing and Business Operations for the Consumer at Microsoft Brazil, where she explained the achievements of Xbox on making games more sustainable, in addition to presenting solutions developed by the brand.

Xbox Game Pass

[Tecnundo](#), [TechTudo](#) (**Brazil**) released the list of games that Xbox Game Pass subscribers can enjoy this month including: Starfield, Sea of Stars, and Lies of Party Animals.

Xbox Game Pass accessibility partnership

[3llebelle](#) (**Canada**) showcased the Xbox Game Pass accessibility features collaboration with @3llebelle on TikTok and Instagram by showing her streaming setup.

Microsoft gears up for back to school with #studytok

[Caitlin Da Silva](#), [Yumeka](#) (**Canada**) shared different tips on Tiktok of ways students can use Microsoft 365 this school year to organize their busy schedules and lives.

Xbox Passport Podcast final episode airs

[Steve Saylor](#), [Leah Jewer](#) (**Canada**) were the last 2 participants of the ongoing Xbox Podcast with local creators. The last episode, "Family Fun Times" went live on YouTube on August 31st.