

Americas Coverage Report

Sep 08– Sep 14

AI/Innovation

Creating internal solutions at a global level: Grupo Bimbo adopts AI to empower its workforce

El Economista, Forbes, CIO (**Mexico**); Olhar Digital, Aracaju Agora Notícias, Junior Takamoto, Digitado (**Brazil**); Infobae (**PanLatam**), published Grupo Bimbo integrated copilot for internal control and risk management consolidating its nearly 200 internal policies onto an AI-driven solution that seamlessly conveys info in a synthesized format and can respond in all languages spoken by the company, all built in two weeks.

Microsoft promises to protect Copilot customers from copyright infringement claims

IT World Canada (**Canada**) covered Microsoft's introduction of the Copilot Copyright Commitment; a protective measure aimed at ensuring Copilot users avoid potential copyright infringement issues. This initiative involves Microsoft pledging to offer legal defense, cover associated damages, and handle legal costs in cases where a third-party initiates.

Caracol TV: "Project to conserve the Amazon with artificial intelligence"

Canal Caracol (**Colombia**) hosted an interview with Andrés Rengifo, Director of Corporate and External Affairs at Microsoft Brazil, about Guacamaya, the first monitoring system that implements artificial intelligence for the conservation of the Colombian Amazon. Also, El Tiempo, Forbes, Cripto Tendencias, Diario ADN, Publimetro, Opinión, TV Agro, Eje 21, Qué Pasa, Colombia.com, Pulzo, El Nacional, Descifrado, El Informador, Crónica del Quindío (**Colombia**); Diario Yucatán, Enfoque (**Mexico**) wrote articles focused on the benefits and features of the project.

PrevisIA platform

Época Negócios (**Brazil**) published about the PrevisIA platform, which utilizes artificial intelligence to identify deforestation risks. The tool was mentioned in content about the International Amazon and the New Economies Conference held in Belém, Brazil.

Cloud / Azure

Banese cloud

Baguete (**Brazil**) published an article focused on Microsoft's cloud, reporting the adoption of this technology by the State Bank of Sergipe, Banese, to operate its digital account, Desty.

Solo Network branded content

Baguete (**Brazil**) reported Solo Network mentioned Azure as a tool that provides cost saving, secure migration, real-time data analytics, and disaster recovery solutions.

Industry (FSI, Gov, Energy, Manufacturing)

Microsoft is already working on 'copilot' technology for agriculture

Ronan Damasco, Technology Director at Microsoft Brazil, gave an interview to [Notícias Agrícolas \(Brazil\)](#) where the executive spoke about the use of expansion of technology in agribusiness and the development of Copilot tools for the sector.

Blockchain Rio Festival

[O Povo](#), [Be In Crypto](#), [TI Bahia](#), [OverBR](#), [Partner Sales \(Brazil\)](#) reported Microsoft's participation in the Blockchain Rio Festival. During the event, João Aragão, Financial Services Technology Specialist at Microsoft Latin America; Juliana Begnami, Technology Strategist at Microsoft Brazil; and Renata de Almeida, Account Director at Microsoft Brazil, took part in the panel entitled "Pilots of the Digital Real" alongside other industry leaders.

Microsoft has partnered with agribusiness companies to offer tools aimed at promoting the use of technology in the field

[Notícias Agrícolas channel \(Brazil\)](#) hosted an exclusive interview with Andrea Cerqueira, VP of Corporate Sales for Customers and Startups at Microsoft Brazil, to discuss the benefits of technological advancements.

Microsoft bets on limestone rock technology to meet CO2 reduction targets

[The Logic \(Canada\)](#) reported Microsoft's commitment to purchase carbon credits to remove 315,000 metric tons of carbon dioxide. This partnership involves Heirloom, a startup that employs crushed limestone to absorb CO2 and store it underground.

SMBs/DNCs/Developers

The digital Transformation challenge

[Revista Empreendedor \(Brazil\)](#) published an article about Microsoft's research on SMBs and their challenge on digital transformation for micro, small and medium businesses. The piece mentions 72% of these enterprises state they intend to invest in technology in the upcoming months.

Security

Trust (Sustainability, Skilling, Accessibility, NTP)

IT Fórum: "Meet the CEOs who won the 2023 IT Executive Awards!"

[IT Forum, Tutoriais website \(Brazil\)](#) published Tânia Cosentino, General Manager at Microsoft Brazil, was elected as IT Mídia Executive of year award winner at social category from ESG. She was nominated after her effort to promote skilling program for women in Brazil, improving diversity and inclusion in the technology sector.

New Microsoft survey reveals challenges Canadian teachers face post-pandemic

[iPhone in Canada](#), [Education News Canada \(Canada\)](#) published findings from a new survey of 500+ Canadian K-12 teachers and school leaders on how education is keeping pace with the needs of students today in a digital world. The survey, conducted by Microsoft, revealed that only half of teachers say students are taught in ways that are relevant to the skills they need for the future.

New digital platform offers free professional training

[Valor Econômico](#), [Jornal do Comércio](#), [Nota Diária](#), [Terra \(Brazil\)](#) covered the partnership between Unicef, Microsoft and Accenture on launching a digital platform with free courses for the professional training of young Brazilians in situations of social vulnerability.

IA Skilling Course

Portal N10, Catraca Livre (**Brazil**) reported the announcement of a new AI course 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 aggregate a total of 3 hours and 49 minutes of content.

Modern Work

Artificial Intelligence, ideal copilot to achieve effective sales

El Economista (**Mexico**) published an article about AI's increase in efficiency. This is achieved by simplifying processes and daily tasks to efficient resources and time, as mentioned by the Work Trend Index 2023, Microsoft's studio on job trends. It also revealed 66% of sales workers consume a lot of work time in e-mails.

Back to School Influencer Program launches on TikTok

Caitlin de Silva (**Canada**) published a TikTok focused on Microsoft 365 organization tools that students can benefit from during this back-to-school season.

Consumer (Windows, Surface)

Microsoft bets on the use of AI, the increase is exponential

Milenio (**Mexico**) published Microsoft's investment in development of artificial intelligence and its inclusion in apps, due to technology's exponential growth. This includes investments in Surface devices that provide better AI experiences.

The game begins

RSVP Excelsior (**Mexico**) published an article on how Surface Laptop Studio is an exceptional choice for gamers due to its GPU, touchscreen and 120Hz refresh rate.

CCXP 2023

Terra/GameOn, Jovem Nerd, O Vício (**Brazil**) reported Xbox Brasil will be present at CCXP 2023 with Xbox FanFest.

Forza Motorsport

IGN Brasil, Quatro Rodas (**Brazil**); MobileSyrup, COGConnected, Steve Saylor, CGMagazine, Geeks and Com (**Canada**) published their experience with a preview of Forza Motorsport and reviewed the game highlighting the graphics and the smooth and realistic gameplay.

Proactive agenda

Game Vício, SafeZone (**Brazil**) published a list of games with characters that have memorable stories to celebrate Brazilian Independence day available on Game Pass. The list includes Halo Infinite, Gears of War, Psychonauts 2, TMNT: Schredder's Revenge, and As Dusk Falls.

Xbox announces new MasterCard for gamers

COGConnected (**Canada**) reported that Xbox will launch its new Xbox MasterCard, which will allow users to earn Card Points that can be redeemed on eligible products at Xbox.com.