

Americas Coverage Report

Oct 06 – Oct 11

AI/Innovation

New healthcare data solutions in Microsoft Fabric

Digitado, Mobile Time, Cidade Dourados (**Brazil**); Excelsior Forbes, Geekzilla, Imagen Radio, UDGTV, (**Mexico**); BeHealth Technology (**Puerto Rico**); Blu Radio, Vanguardia, Minuto 30 (**Colombia**) covered Microsoft unveiling five artificial intelligence solutions for the healthcare sector during HLTH2023 Healthcare. One of the key highlights is the introduction of generative AI capabilities for Azure AI Health Bot, enabling the creation and deployment of virtual assistants and chatbots by healthcare institutions to enhance patient care.

Cloud / Azure

No news this week

Industry (FSI, Gov, Energy, Manufacturing)

No news this week

SMBs/DNCs/Developers

No news this week

Security

Security Girls Program

OverBR, Além do Click Tech (**Brazil**); La FM, RCN Radio, Alerta Tolima (**Colombia**) covered the announcement of the opening of registrations for the Security Girls program, which is a partnership between Microsoft, Techie Women and WoMakersCode. This program aims to provide mentorship for women in the field of cybersecurity fundamentals and preparation for the SC-900 certification.

Digital Defense Report

Folha de S. Paulo, Istoé Dinheiro, Estado de Minas, Correio do Povo (**Brazil**); Journal de Montreal, TVA Nouvelles (**Canada**); Vida y Éxito, Revista Yume, Estrategia y Negocios (**Costa Rica**); Blu Radio, El Tiempo, Infobae, Technocio, Xataka, (**Colombia**); El Comercio (**Peru**) covered the release of the latest edition of the Microsoft Digital Defense report. The piece highlighted that both state and private malicious actors have "shifted their focus from large-scale destructive attacks to espionage campaigns over the past year."

The rise of human-operated ransomware

Canadian Security Magazine (**Canada**) published an Op-Ed signed by Kevin Magee, CSO at Microsoft Canada, on the rise of human-operated ransomware. The piece mentioned insights from the 2022 Microsoft Digital Defense Report that underscores the need for organizations to prioritize comprehensive protection, implement strong identity controls (such as multi-factor authentication), address security gaps and establish data protection strategies as essential measures to defend against these attacks.

Stepping up Canada's cyber fitness starts with protecting your accounts

Get Cyber Safe (**Canada**) published an article signed by John Hewie, National Security Officer at Microsoft Canada, informing Canadians how they can step up their cyber fitness and protect their important accounts by including multi-factor authentications, setting unique and strong passwords for all accounts and safeguarding privileged accounts as some simple steps Canadians can take to thwart the attacks of threat actors.

Trust (Sustainability, Skilling, Accessibility, NTP)

Microsoft Brazil GM gives the recipe for not making mistakes with the use of AI

IM Business by Info Money (**Brazil**) hosted an exclusive interview with Tânia Cosentino, General Manager at Microsoft Brazil, where she spoke about how companies should deal with technological innovation, especially artificial intelligence (AI), reinforcing that it is necessary to be agile, however leaders must be careful not to get carried away by fads or pressures. The interview was also published by Aracaju Agora, the Contabil, São Bento em Foco (**Brazil**).

Extra: "Assisted Reproduction becomes part of HR policies in companies"

Extra newspaper (**Brazil**) interviewed Diego Micheletti, Sales Director at Microsoft Brazil, to show how employees are using Microsoft's benefits focused on family and D&I. Diego was the first person in Brazil to use the fertilization benefit that was included in Microsoft health insurance plan last year.

Clima Adapt Platform

O Globo (**Brazil**) published an article about the so-called "climatechs", startups specialized in environmentally friendly technologies that are already operating in Brazil. The content featured a section which highlighted Microsoft's ClimaAdapt platform, which aims to support the identification of vulnerabilities related to extreme weather events in Brazil.

Modern Work

Nayana Amorim interview for Exame CEO

Exame CEO (**Brazil**) hosted an exclusive interview with Nayana Amorim, Modern Work GTM Manager at Microsoft Brazil, about company initiatives regarding employee skilling and productivity.

Consumer (Windows, Surface)

7 optional tools over Chat GPT

Correio Braziliense (**Brazil**) published a list of seven tools that people can use as alternatives to Chat GPT. The article highlights Microsoft's Bing Chat due to the possibility of delivering more complex results and helping with several tasks thanks to the GPT-4 model.

Forza Motorsport

Tecmundo/Voxel, The Enemy, Canaltech, Nexo, EPTV, Superinteressante (**Brazil**); Financial Post (**Canada**) published reviews of Forza Motorsport and rated it as an excellent game for all types of audiences and highlighted its graphics, the variety of cars and the remarkable AI.

Halo Infinite Season 5 launches later this month

MobileSyrup (**Canada**) published a preview of Halo Infinite's Season 5 launch.

Children's Day

Within the framework of Children's Day, [Saferzone](#), [Folha de Vitória](#) (**Brazil**) reported that during October, Xbox will present special features to celebrate the date.

Gold Shadow Special Edition

[Adrenaline](#) (**Brazil**) reported that Microsoft announced the launch of a new special color for the Xbox Series X|S controller. The new model will be known as the Gold Shadow Special Edition and features a metallic gold finish on its upper part, with a black gradient effect on its lower part.

Bonus Xbox Update for September

[IGN Brasil](#), [IstoÉ](#) reported that Xbox announced another September update for its consoles which includes the option to automatically have clips and screenshots uploaded to OneDrive.

