

nwHacks 2022

Opening Ceremony Keynote

Chris Palmer

Product Manager (PM)

Azure Communication Services



Thank you for having us!

- We love developers
- We love ~~hacking~~ exploratory engineering
- We are part of the BC community



Jisoo



Jorge



Jim



Amy



Inderpal



Minnie



Anjul

Microsoft @ Vancouver



Azure
Communication
Services



Teams



Windows



Azure



Dynamics



Microsoft @ Vancouver

Our mission is to empower every person and every organization on the planet to achieve more

Exercising empathy with our customers (and our teams) is essential to how we work



Digital transformation is driving every business to become a technology company

Communication and collaboration apps and telephony experiences



GitHub



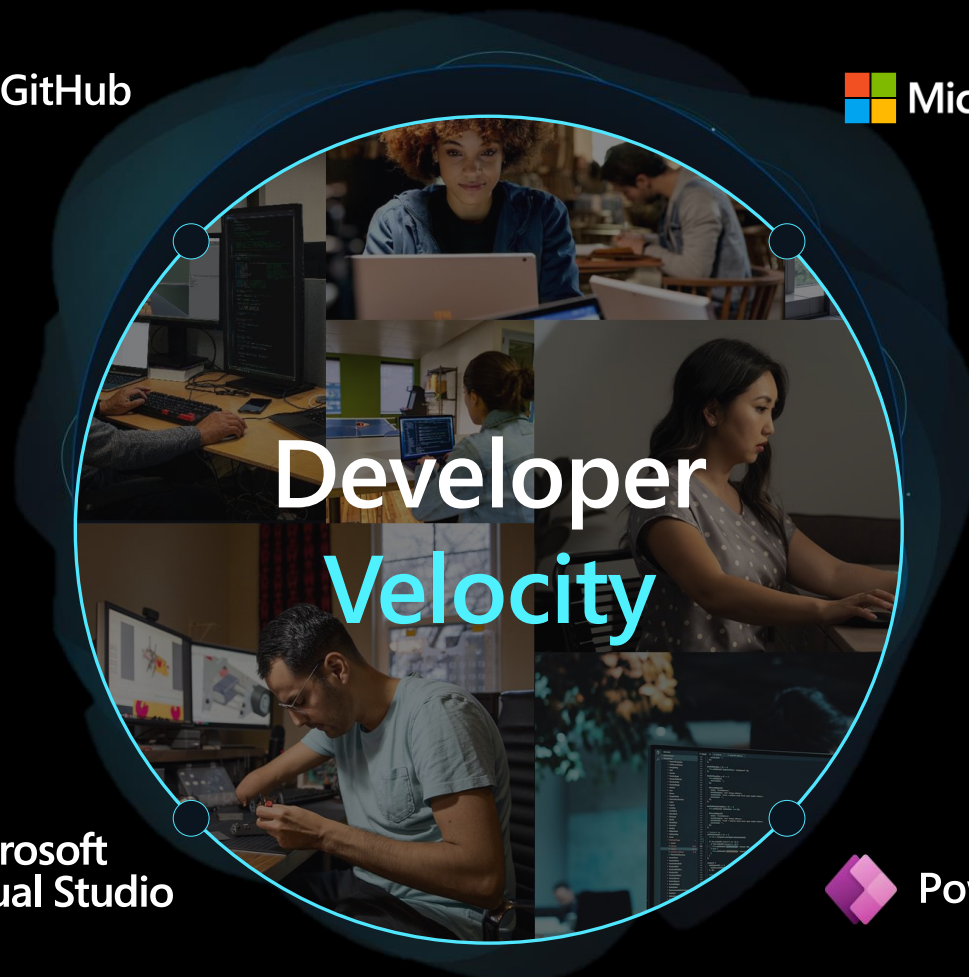
Microsoft Azure



Microsoft
Visual Studio



Power Apps



Microsoft Azure

Azure Communication Services



Voice & Video Calling

Interactive, high quality audio and video calling that gets the job done



Chat

Add chat to your applications with an easy to use, low maintenance interface



SMS


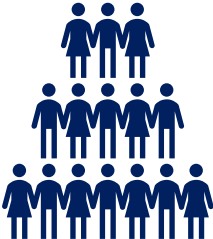
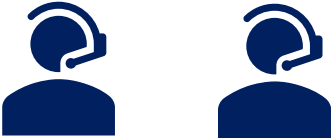


Reliably send and receive text messages with insights on deliverability and usage



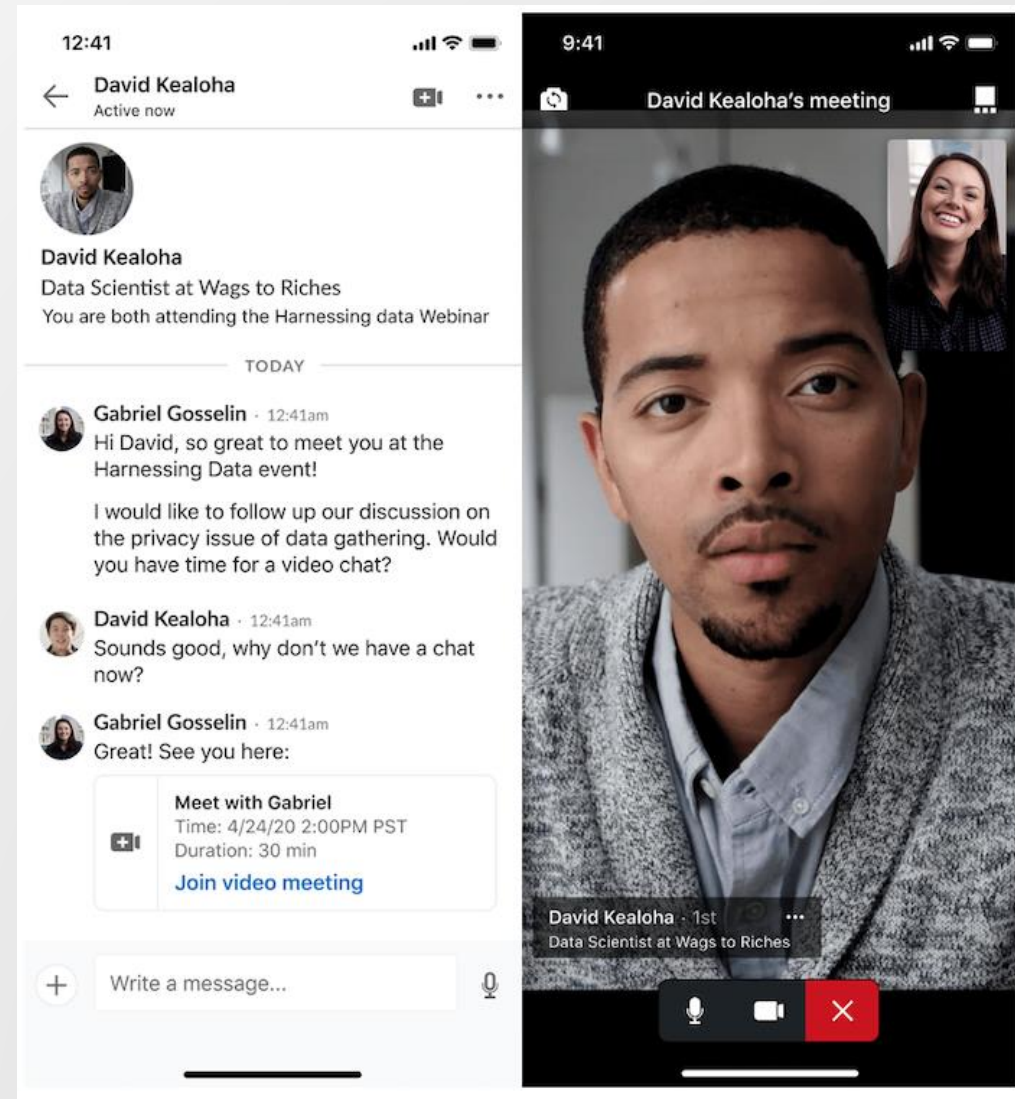
Telephony

Calling infrastructure to enable end-to-end communication scenarios

Communication Patterns

Virtual Visits	Virtual Events	Consumer Communication	Customer Interactions	Marketing & Notifications
				
Person to person communication in timebound business-to-consumer interaction (B2C)	Presenters drive interactive content for a very large number of participants	Person to person meeting-like experiences	On-demand, unscheduled inbound & outbound B2C Omnichannel communication	Organization sends asynchronous communication through SMS, a phone call, or text chat in an application

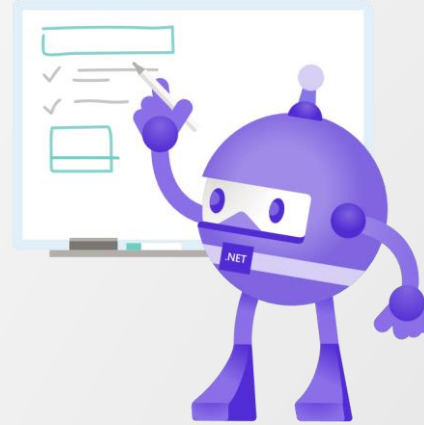
Case Study: LinkedIn



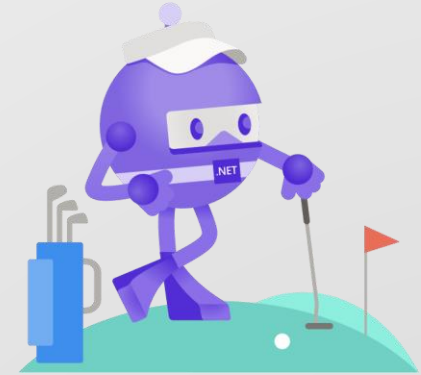
Applications across industries



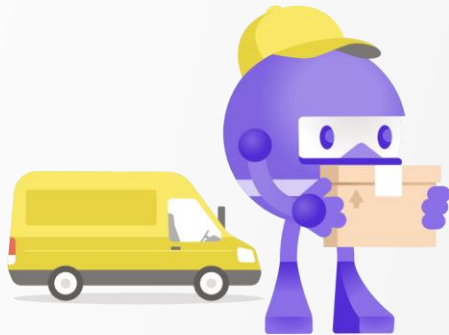
Healthcare



Education



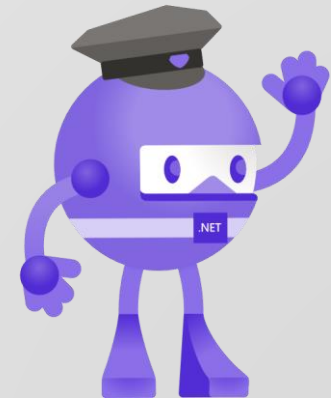
Financial Services



Logistics & Delivery

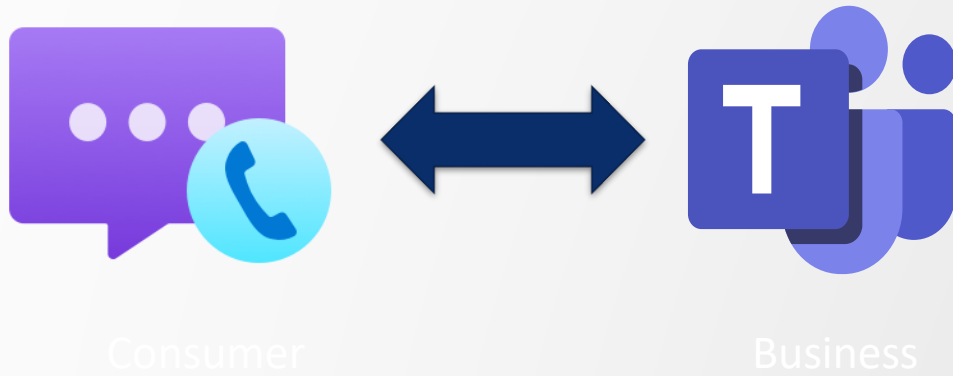


Retail



Public Service

Azure and Teams are interoperable

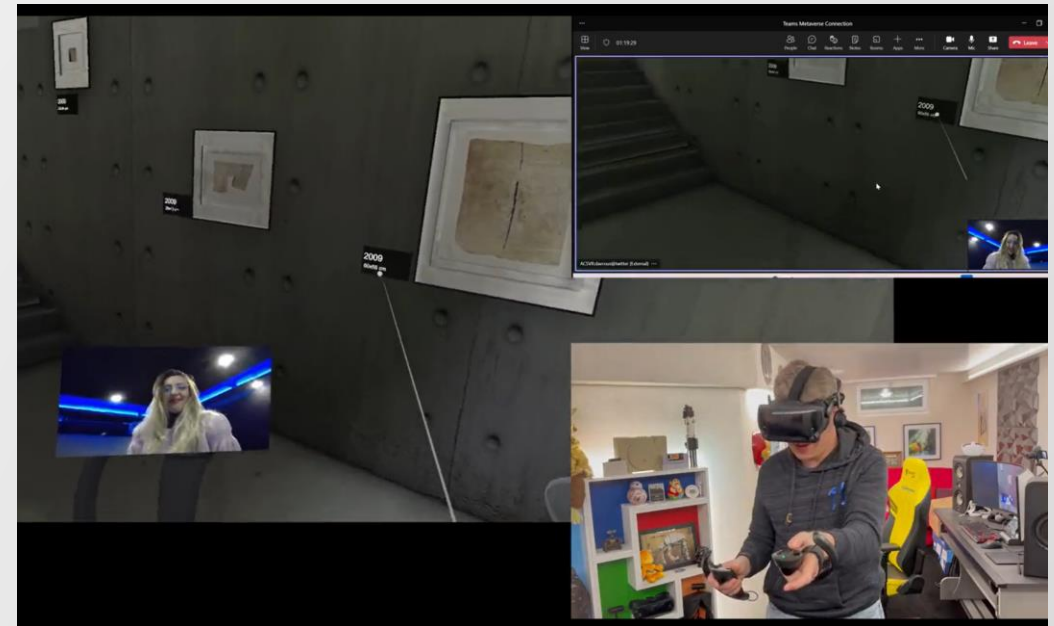


Azure clients can join Teams meetings

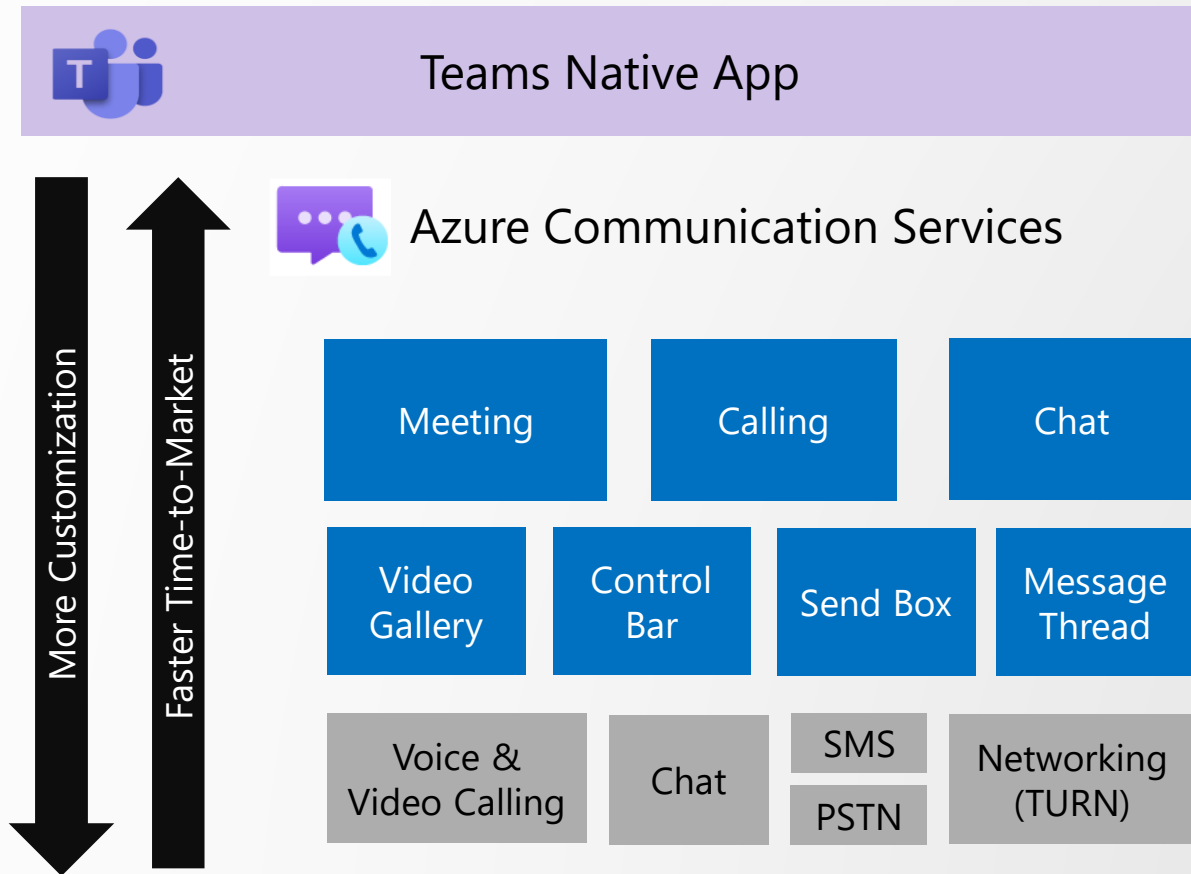
Accelerate **virtual visit** patterns where an organization is using Teams and wants to connect with external users via a custom experience

ACS in virtual reality

- [\(9\) David Rousset on Twitter:](#)
"Connecting Microsoft Teams to a #metaverse (running on top of @babylonjs and WebXR) thanks to Azure Communication Services. So many great opportunities to collaborate in a new way! To know more about ACS: <https://t.co/MgNCBaQgIG>. If interested, I'll publish the sample later on. <https://t.co/jbdl0mbCtP>" / Twitter



Building user experiences quickly



Leverage Teams interoperability

- Connect custom applications to native Teams apps
- Business-to-consumer scenarios where employees are familiar with teams

UI Library – Customizable Components

- White-label turnkey composites and components
- Open-source & built on core SDKs
- Microsoft's Fluent UI design language

Core SDKs & REST APIs

- REST APIs and cross-platform SDKs

Hack here



Voice & Video Calling



Chat

Beware telephony



SMS



Telephony

- We don't support phone numbers in Canada
- We're coding it now 😊
- Building services that touch phones is *unique*



Synergizing with other Azure services

- Azure App Services to host a web site
- Azure Push Notification to launch mobile apps
- Azure Cognitive Services to interact with chat messages
- Azure Blob Storage or CosmosDB to store data in cloud
- Azure Active Directory & Graph for identity



Thank you!

