



Microsoft AI Tour

Hong Kong
16 January 2025



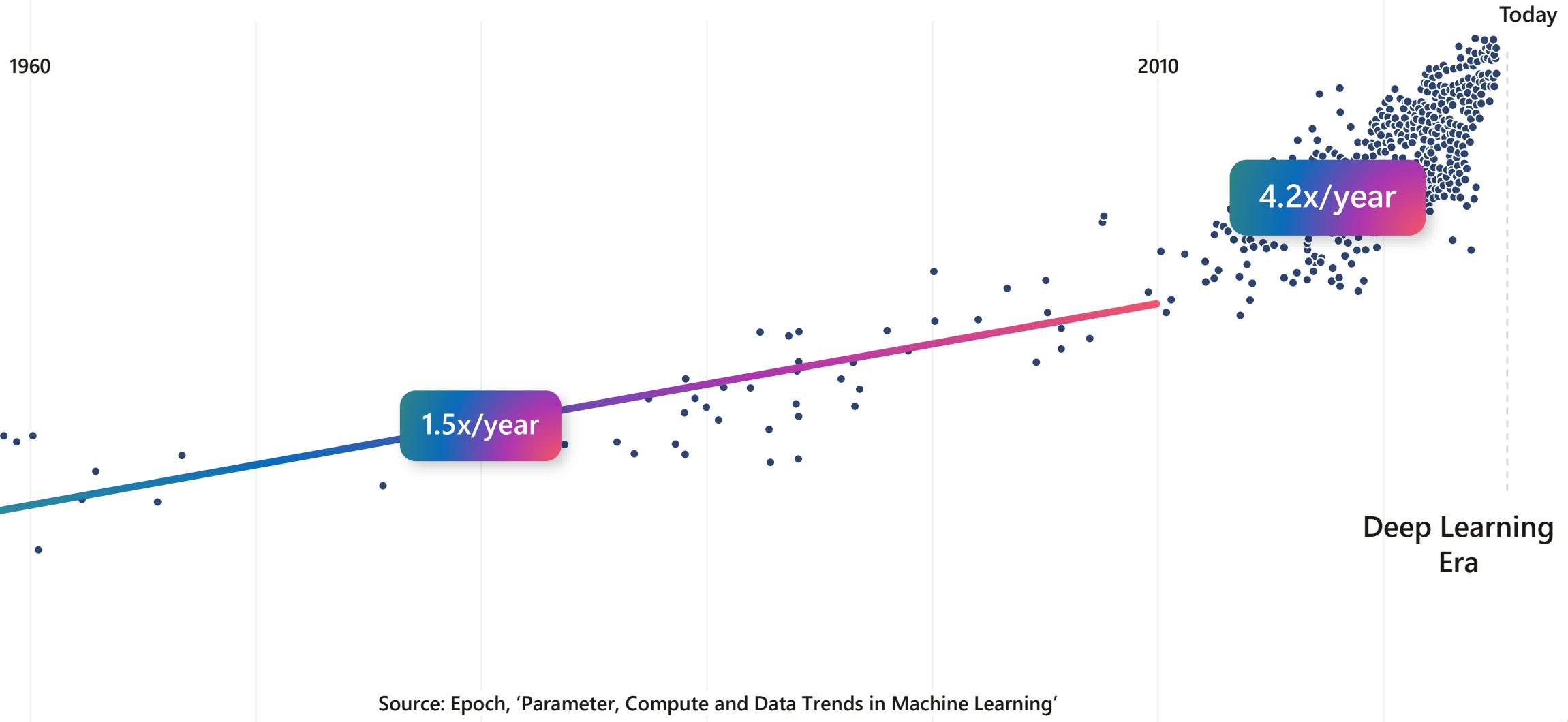
Cally Chan

General Manager, Microsoft Hong Kong and Macau



Scaling laws

Training compute of notable machine learning systems over time (FLOP)



AI-first company

Copilot transforms how we work



People

+



Copilot

+



Agent

Secure Future Initiative

Secure by design · Secure by default · Secure operations

Security culture and governance



Protect tenants
and isolate
production systems



Protect
identities
and secrets



Protect
networks



Protect
engineering
systems



Monitor
and detect
threats



Accelerate
response and
remediation

Paved path

Continuous improvement

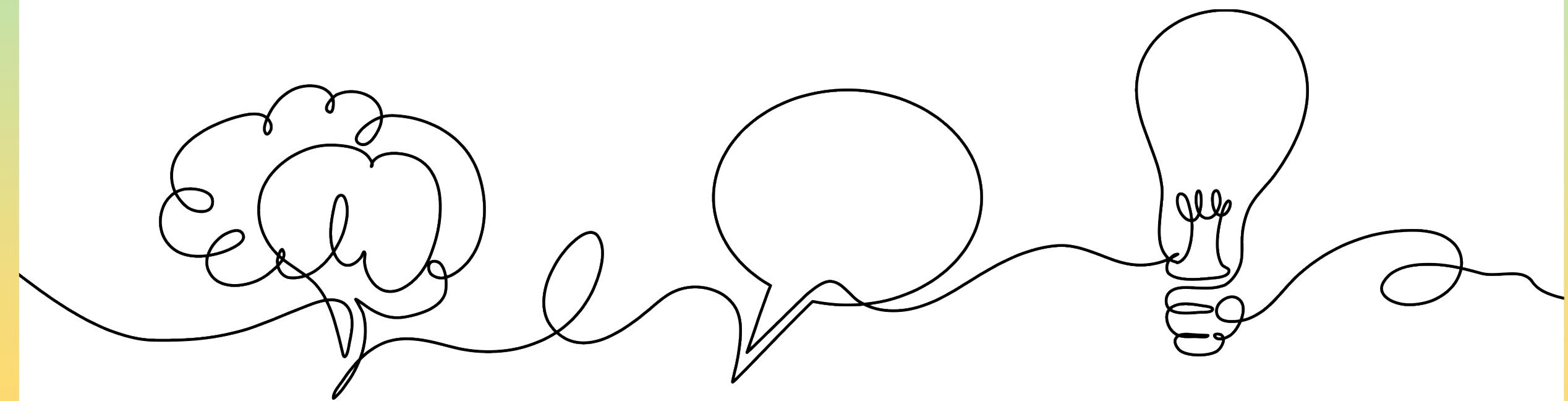
Standards

Vasu Jakkal

CVP, Security Business



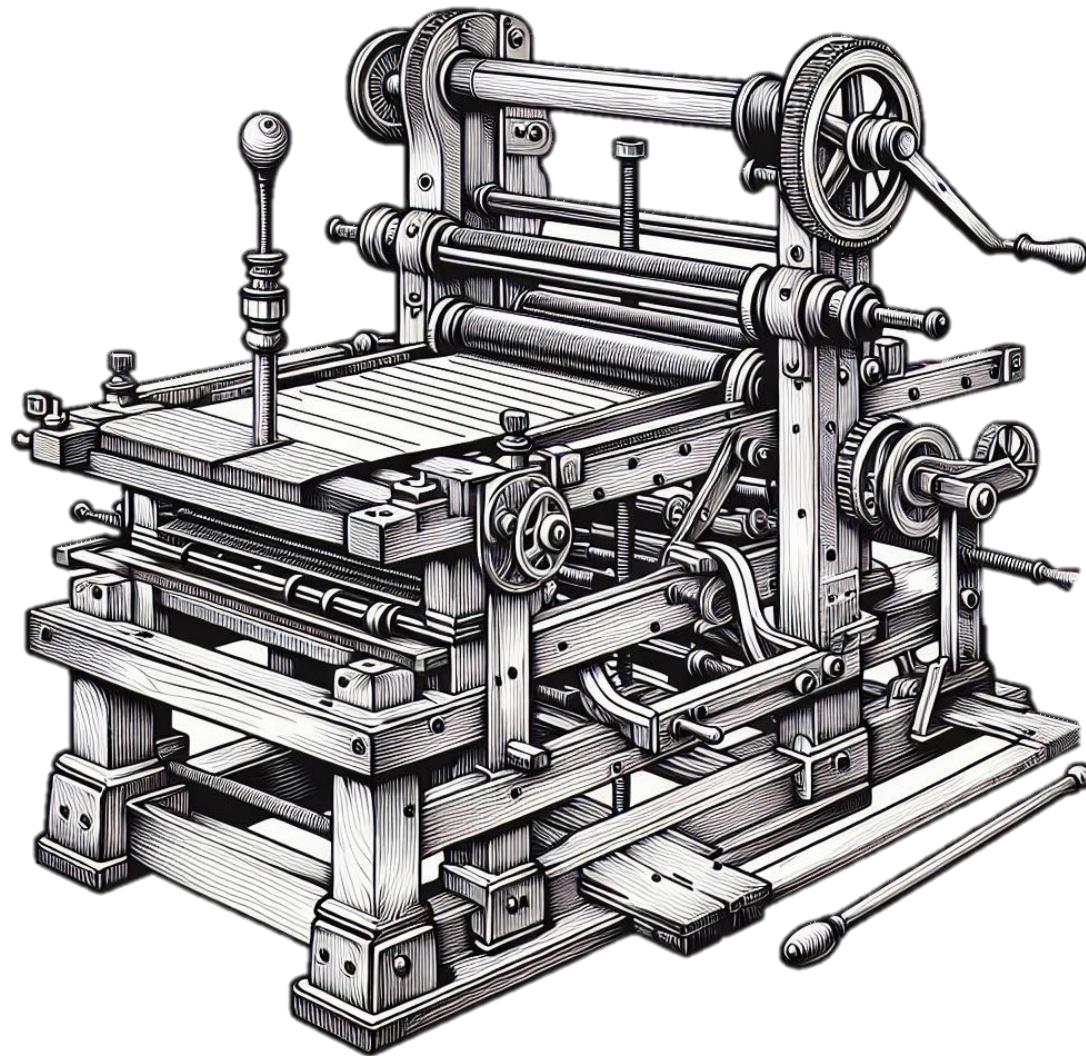
Technology has always moved society forward



**But there have always been those
who want to exploit technology**



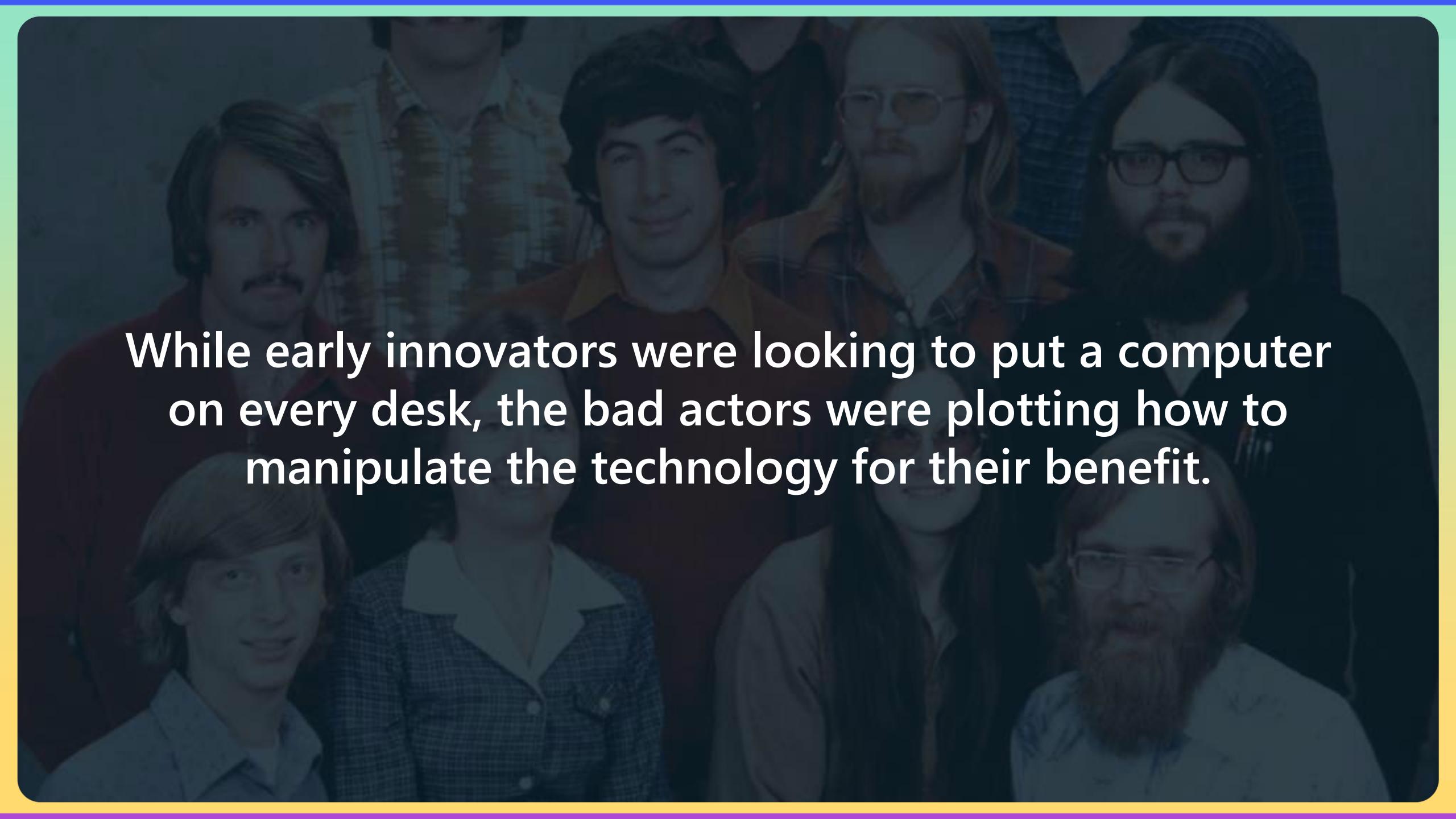
The printing press is a great example of invention



When Johannes Gutenberg created the moveable type printing press in 1440, workers could produce 3,600 pages of content per workday. This led to newspapers, mass-produced books, and other documents.

**But it was also used by
bad actors for counterfeits**



A dark, grainy photograph of a group of people from the 1980s, possibly hackers or tech enthusiasts, gathered together. They are wearing various styles of clothing typical of the era, such as plaid shirts, button-downs, and jackets. Some individuals have beards or glasses. The lighting is low, creating a moody and historical atmosphere.

While early innovators were looking to put a computer on every desk, the bad actors were plotting how to manipulate the technology for their benefit.

Today, cybercrime would be the
third largest country by GDP

\$9+
trillion

in 2024

\$13+
trillion

by 2028

Source: Statista

We live in the most complex threat landscape in history

Password attacks per second

579

2021

7,000

Today

Source: Microsoft

Increase in human-operated ransomware attacks from 2022 to 2024



Source: Microsoft

Victims of data breaches keep increasing

>1B victims*

+490% YoY



*H1 2024

Source: ITRC

Understanding Hong Kong cybersecurity landscape

Reach



of companies experience
cyber attacks

Source: HKPC

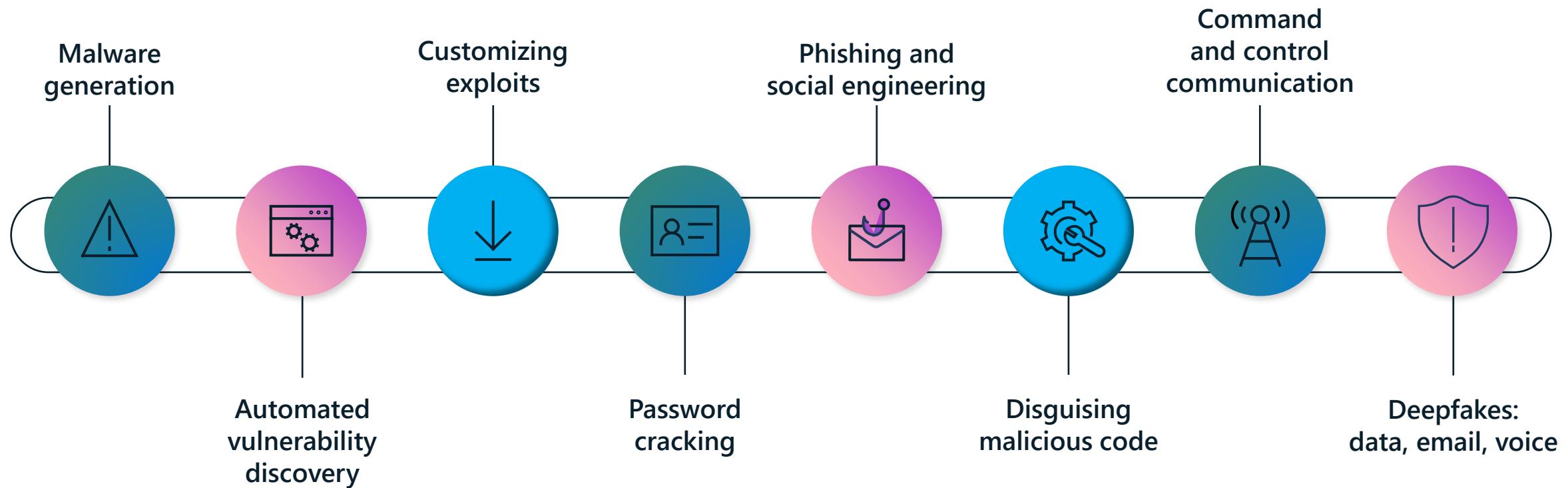
Greatest threat



Phishing

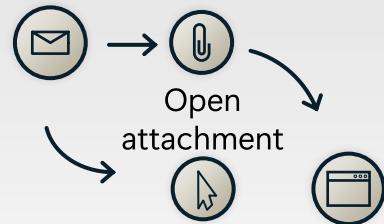
Source: HKPC

Adversaries will use GenAI in creative ways



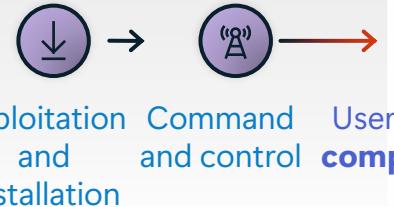
Attackers think in graphs

Phishing
mail



Click
a URL

Browse to
a website



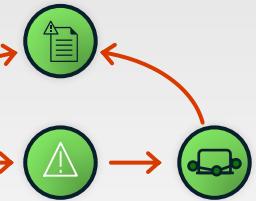
Exploitation
and installation

Brute force
account or use
**stolen account
credentials**



User account
compromised

Attacker collects
**reconnaissance and
configuration data**



Attacker
compromises
a privileged
account

Domain
compromised

Attacker
**exfiltrates
sensitive data**



Services
stopped
and backups
deleted



Files
encrypted
on additional
hosts

Email and collab

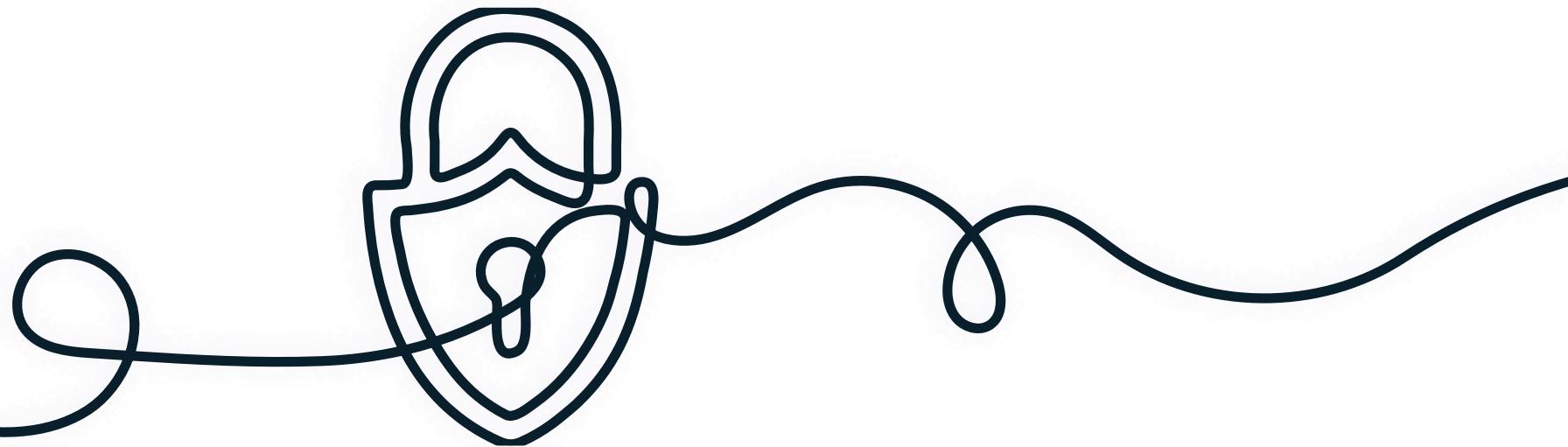
Endpoints

Identities

Apps and clouds

Workloads

For a successful AI transformation
start with security **first**



Microsoft Prioritizes Security Above All Else

Secure Future Initiative

Secure by design · Secure by default · Secure operations

Security culture and governance



Protect tenants
and isolate
production systems



Protect
identities
and secrets



Protect
networks



Protect
engineering
systems



Monitor
and detect
threats



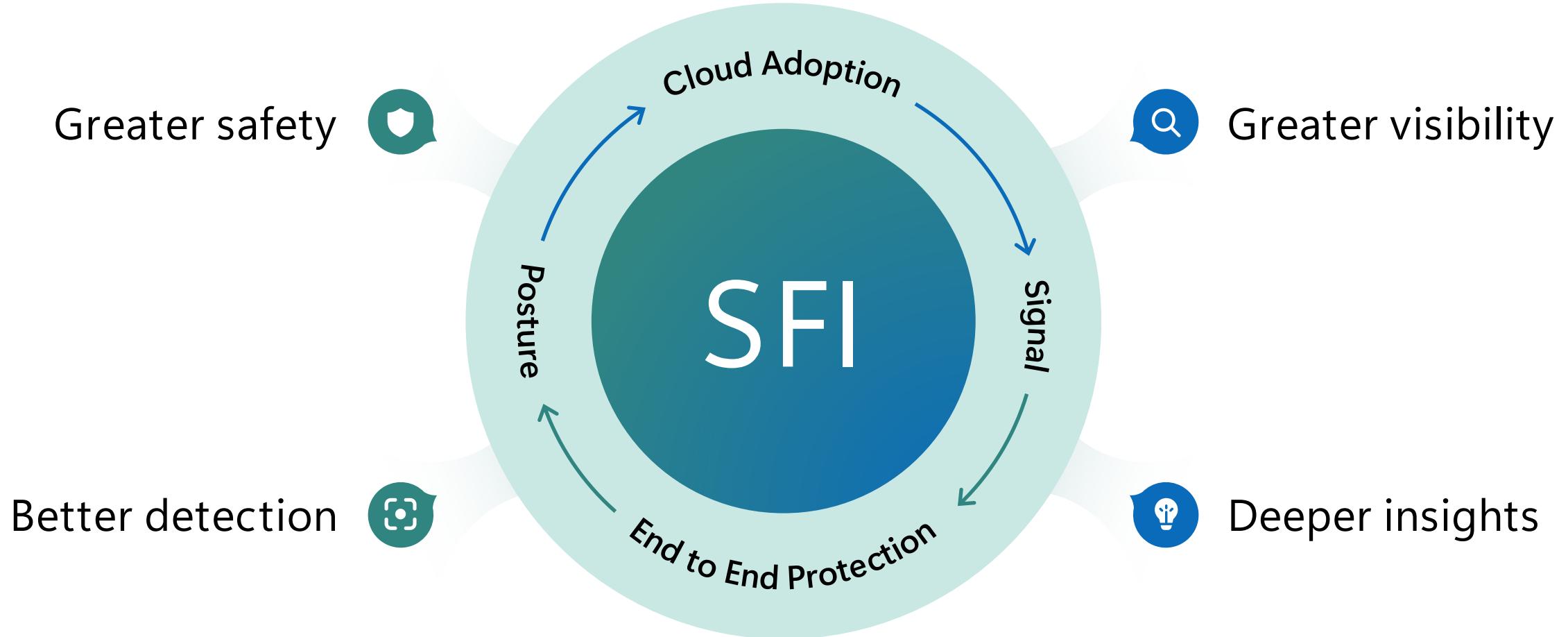
Accelerate
response and
remediation

Paved path

Continuous improvement

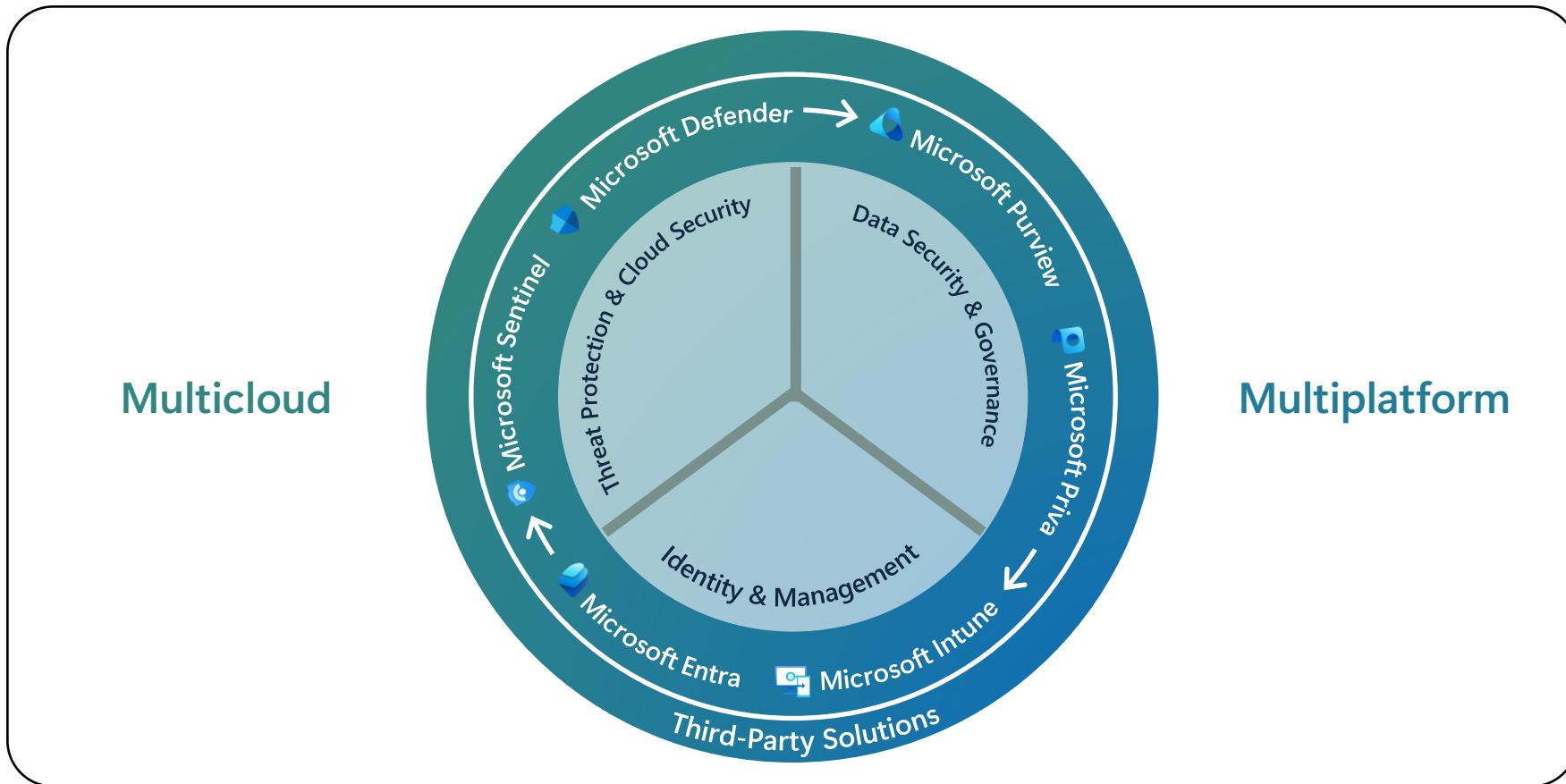
Standards

Driving better defense



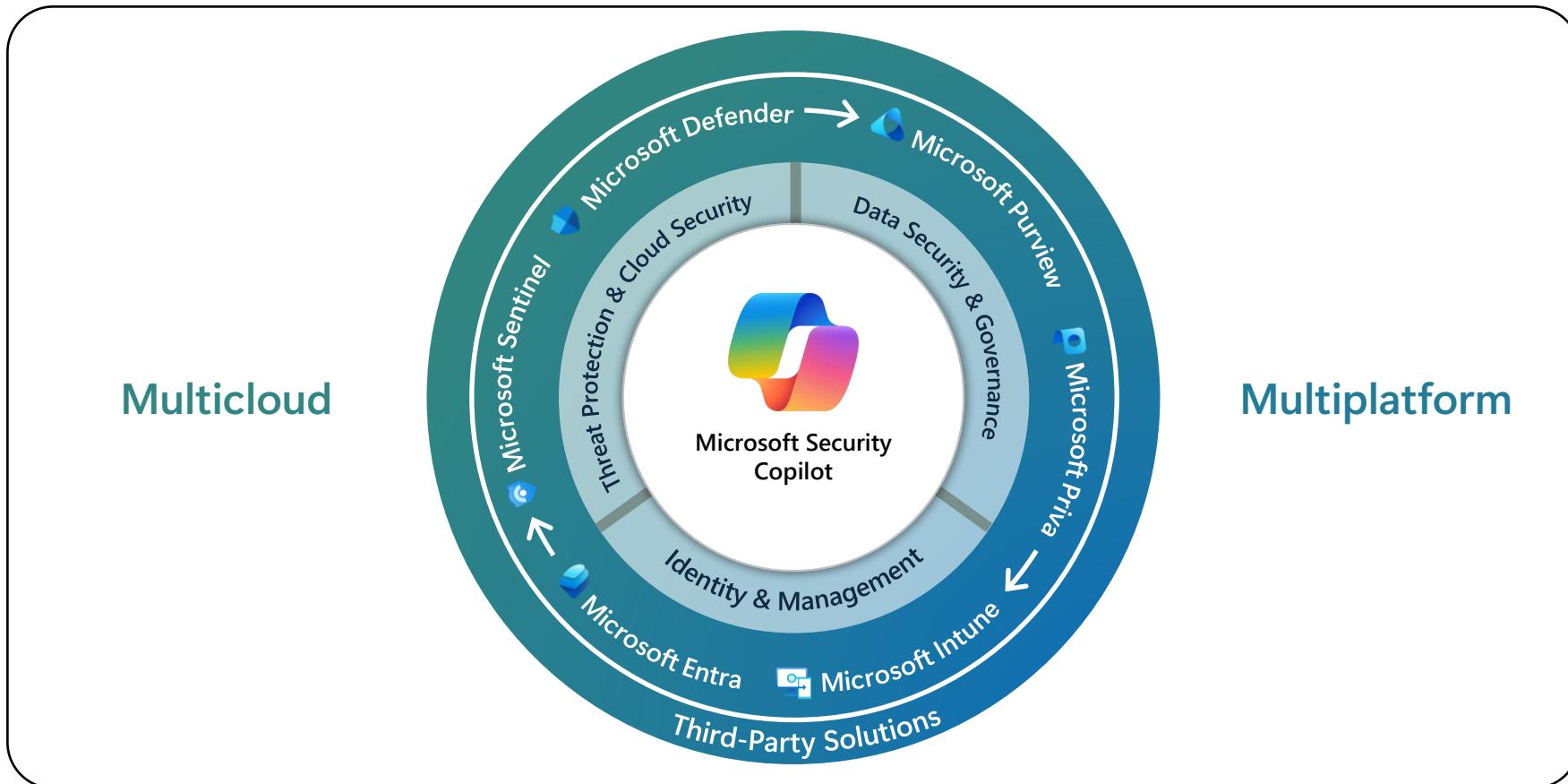
Evolving Microsoft Security

End-to-end consolidation



Evolving Microsoft Security

End-to-end + AI



AI-first end-to-end security platform



Multicloud

Multiplatform

1st & 3rd-party AI



DATACOM

[abtis]
DIGITALE ZUKUNFT

jamf | PROTECT



Data#3



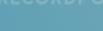
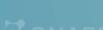
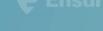
NTT

arvato
BERTELSMANN

blackpoint



Acronis



AI-first end-to-end security platform

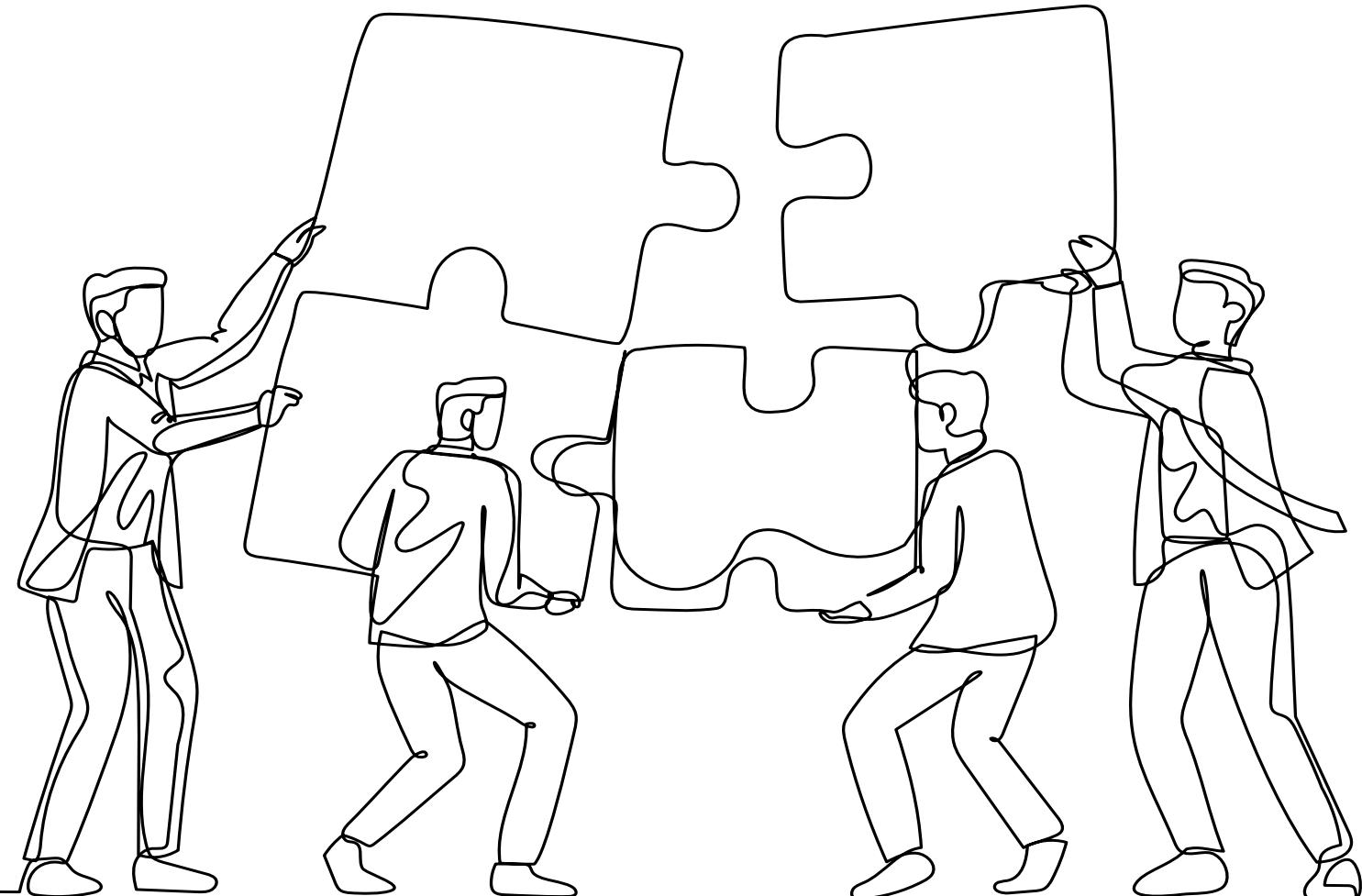


Multicloud

Multiplatform

1st & 3rd-party AI

**Security is a
team sport.**



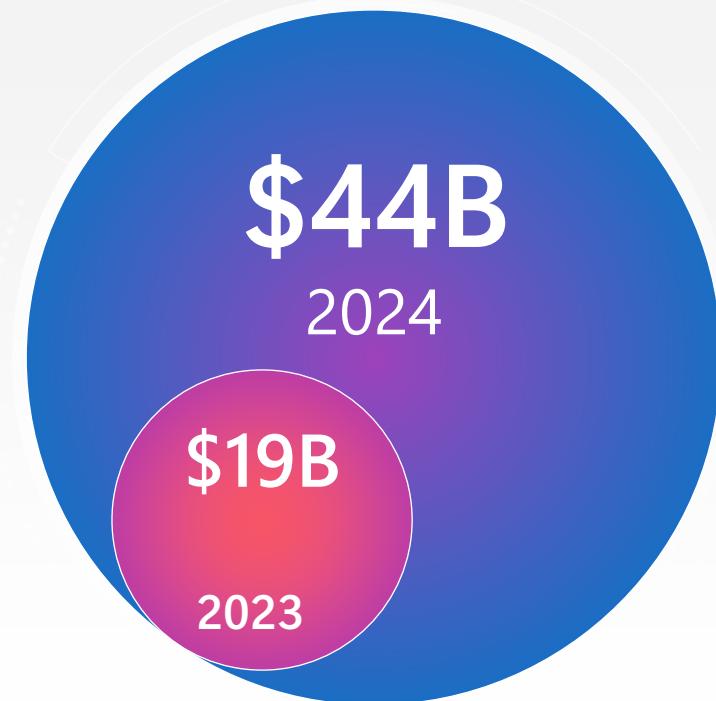
Naoko Enomoto

Asia Regional Modern Work Leader

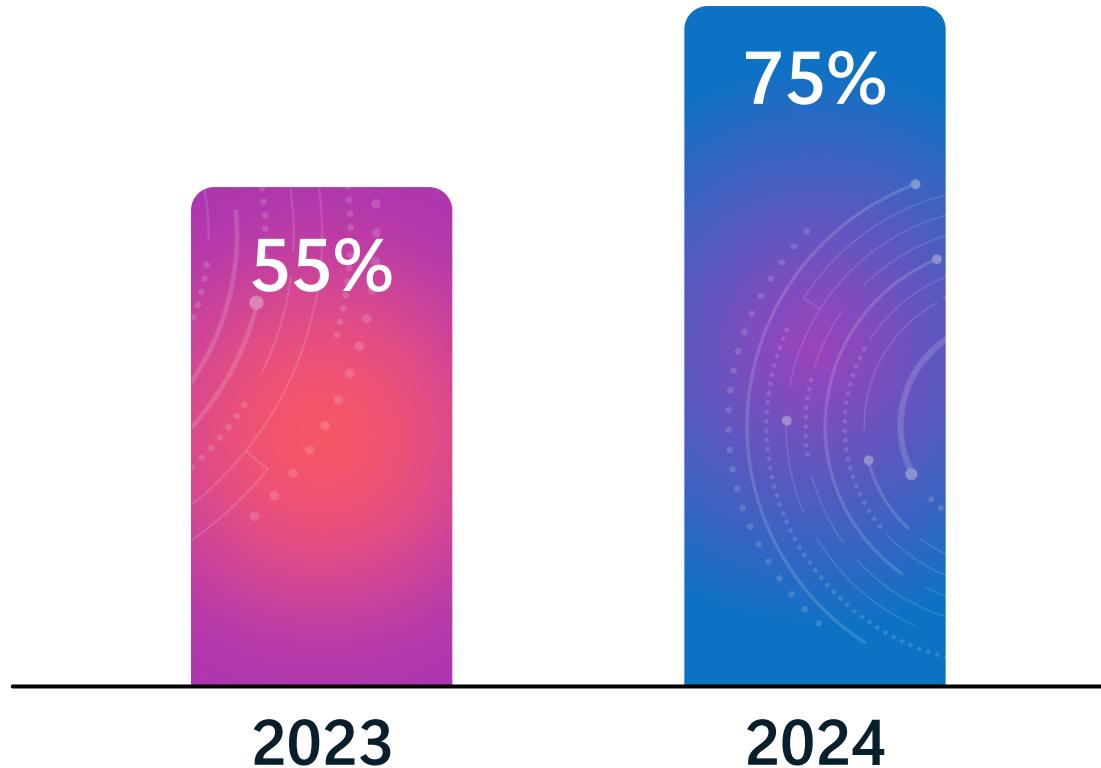


The AI platform shift is happening now

Enterprise spending on Generative AI¹



Current and planned use of Generative AI²



1: IDC's Worldwide Generative Artificial Intelligence 2024 Predictions, #US51291623

2: IDC InfoBrief: sponsored by Microsoft, 2024 Business Opportunity of AI, IDC# US52699124, November 2024

Leaders sees AI as transformation tool

75%

of people are already
using AI at work

42%

of AI Leaders expect to
redesign their business
processes from the
ground up

Realizing the AI opportunity

Personal productivity

- Individual efficiency
- Time savings
- Increase creativity



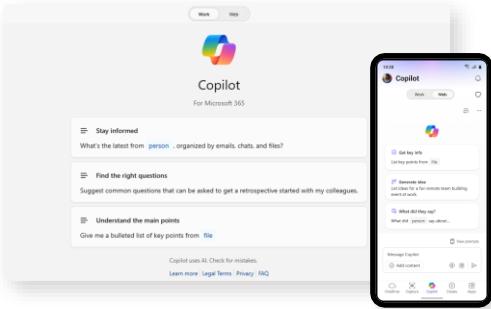
Business value

- Increase revenue
- Manage costs
- Employee experience



Microsoft 365 Copilot

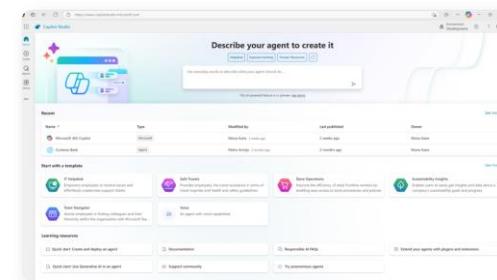
Your AI transformation solution



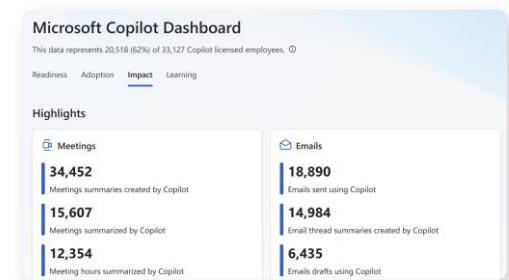
Copilot Chat
for web and work



Microsoft 365
apps



Copilot Studio +
Agents



Adoption &
Measurement

Enterprise-grade security, privacy, and compliance

Microsoft 365 Copilot is the AI assistant you can trust



Security

Honors your existing permissions

Persistent label inheritance
and DLP policies

Risk-based conditional access and
endpoint management



Governance & Compliance

Ramp your data preparedness for AI

Detect and investigate non-
compliant usage

Granular controls and transparency
for web queries



Privacy

You control your data

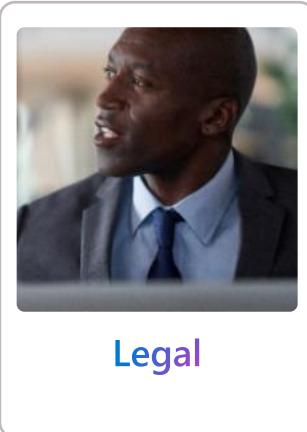
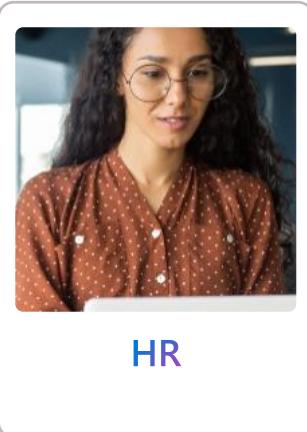
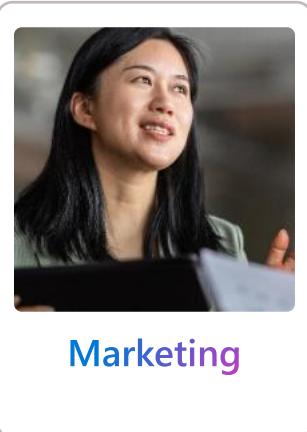
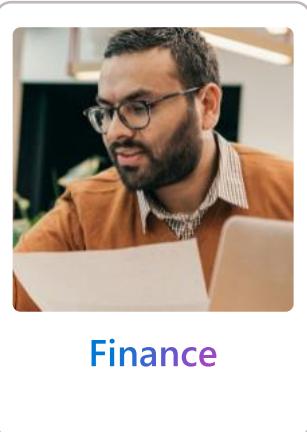
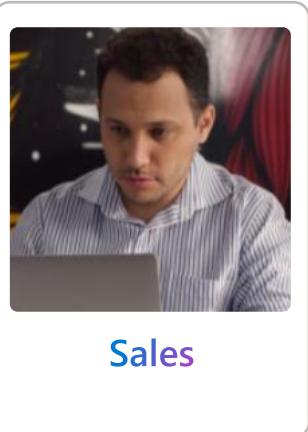
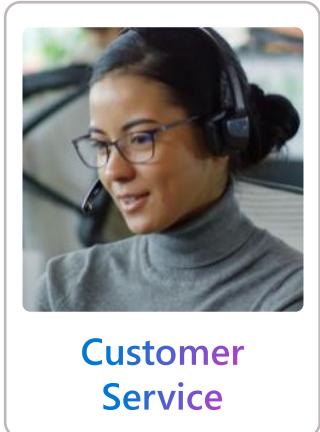
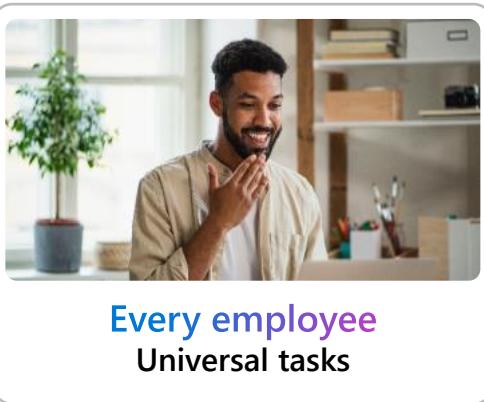
You control your data location

Your data isn't used to train
foundation models

Your Microsoft 365 security, governance, compliance, and privacy policies



Microsoft 365 Copilot unlocks value and opportunity



Function-specific tasks



Microsoft 365 Copilot customers



CLIFFORD
CHANCE



HARGRAVES
LANSDOWN

AustralianSuper

JOHN
HOLLAND



klöckner pentaplast

KOCH



kyndryl

Lilly
A MEDICINE COMPANY

LUMEN



Minter
Ellison.

Moody's

morula
health

MOTOR OIL

MULTICHOICE
ENRICHING LIVES

nab

NOVARTIS

novo nordisk®

NVIDIA

O₂

opap

PETRONAS

AMGEN

AMP

PowerLink

pwc

amADEUS

Dow

Rest

Saudia

Scottish Water
Always serving Scotland

servicenow

SULAVA

SPAR
ICS

SUNCORP

Sunrise

TAL

Tech
Mahindra

BARNESLEY

Unilever

UNIVERSITY OF
SOUTH FLORIDA

VAN LANSCHOT
KEMPE

wipro

wisetech
global

WORLDLINE

WURTH
IT

FINASTRA

Marketing team's time to create new content reduced by 67%

7 months of work completed in 7 weeks

LUMEN

Sellers increased outbound call by 40% due to process efficiencies

Projected \$50M annual revenue gains

Honeywell

92 minutes saved per week per person

Nearly 2 weeks per person annually

70%

of the Fortune 500 use Microsoft 365 Copilot



68,000 users with 90% praising the benefits

Saving 3 hours savings per week per person

HONDA

Time saving on tedious tasks like data analysis, summary and expanding company's possibilities.



Users are 80% more efficient with the use of Generative AI tools like M365 Copilot

AMGEN

20,000 users across functions accelerate rare disease research.

Industry leaders gaining business value with Copilot

Rise of agents

The screenshot shows the Microsoft Agents interface. At the top, there's a navigation bar with icons for Home, Create, Agents, Library, and more. Below that is a main header with the title "Describe your agent to create it" and three categories: Helpdesk, Expense tracking, and HR and benefits. A large input field is labeled "Use everyday words to describe what your agent should do". A note below the input field states: "This AI-powered feature above is currently in preview. See terms and supplemental terms". Underneath this, there's a section titled "Explore agents" with a note: "Templates are currently a preview feature. See supplemental terms". It lists several agent templates with icons and descriptions: Safe Travels (Provides answers to common travel questions and related health and safety guidelines), Website Q&A (Instantly answer user questions using the content of your web site or other knowledge), Team Navigator (Assists employees in finding colleagues and their hierarchy within the organization using Microsoft Teams), IT Helpdesk (Empowers employees to resolve issues and effortlessly create/view support tickets), Store Operations (Improve the efficiency of retail frontline workers by enabling easy access to store procedures and policies), and Case Management (Provide round-the-clock automated support to customers by understanding their issues and creating cases). At the bottom, there's a "Learning resources" section with links to Quick start: Create and deploy an agent, Documentation, Security and Governance, Responsible AI FAQs, Quick start: Use Generative AI in an agent, Support community, Coming soon: See release plans, and What's new: See release notes.

According to Gartner®, “by 2028, **33% of enterprise software applications will include agentic AI**, up from less than 1% in 2024.”

Gartner, Intelligent Agents in AI Really Can Work Alone. Here’s How., Tom Coshow, October 1, 2024
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New out-of-the-box agents at Ignite

Agents in Microsoft 365



Agents in
SharePoint

Generally available



Employee
Self-Service
Agent

Private preview



Facilitator

Public preview



Interpreter

Public preview
early 2025

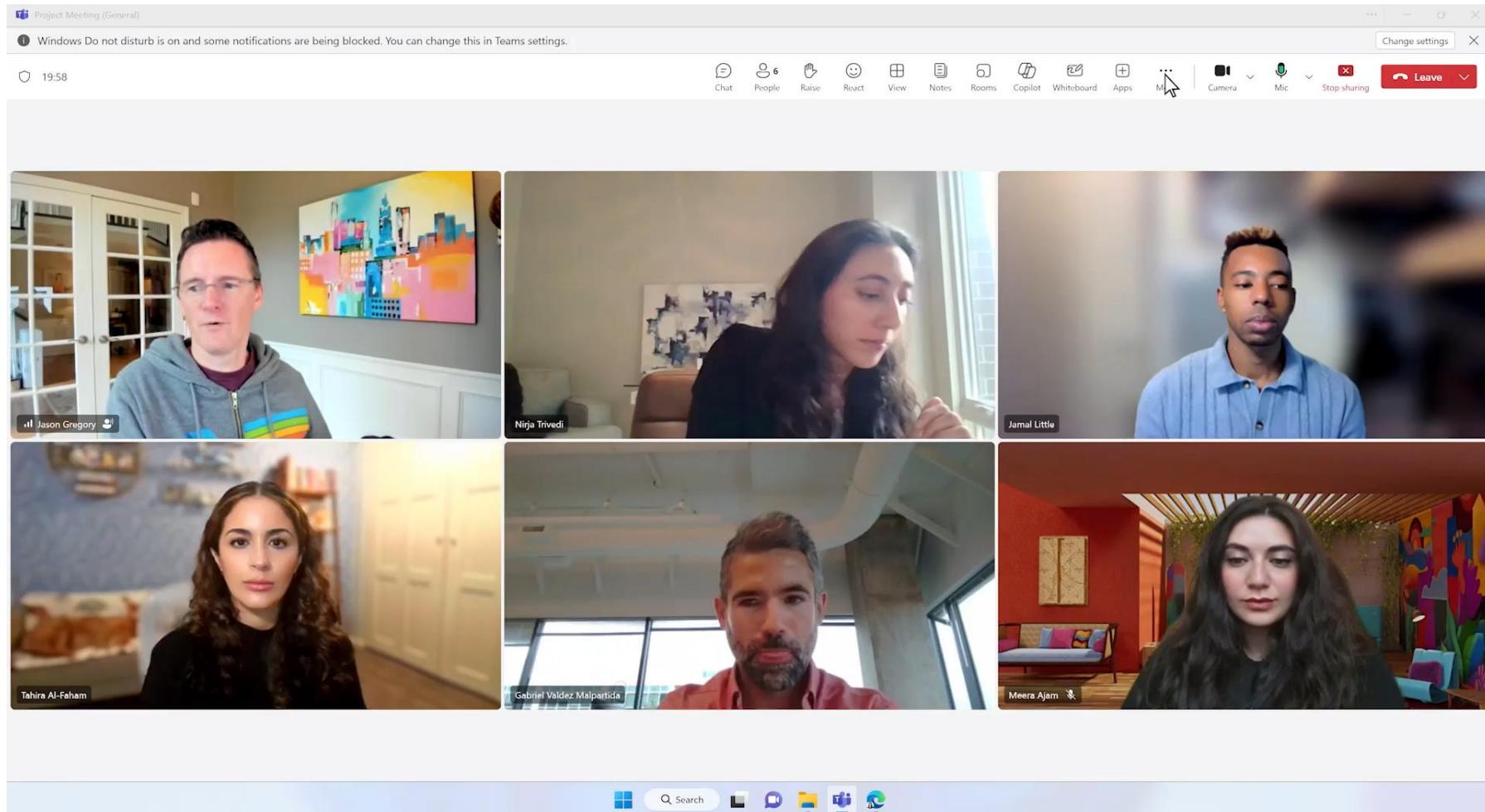


Project
Manager

Public preview

Interpreter

Enables real-time speech-to-speech interpretation in Teams meetings so each participant can speak and listen in the language of their choice



3 essentials for Copilot success



Leadership

Develop leadership capabilities to leverage AI for business outcomes

- ✓ Executive sponsorship
- ✓ Align AI to business strategy
- ✓ Providing clarity and prioritization
- ✓ **Best practice:** AI Council



Human change

Manage the human transformation with robust user enablement programs

- ✓ User enablement program
- ✓ Communications and community
- ✓ Skilling and training
- ✓ **Best practice:** Copilot Analytics



Technical readiness

Build and iterate technical skills to deliver on business results

- ✓ Secure your data infrastructure
- ✓ Policy review
- ✓ Optimization assessment
- ✓ **Best practice:** Center of Excellence

Responsible AI principles

Preparing for the future of AI

1



Are your leaders
engaged and
employees ready?

2



Do you have a
culture of learning
and the right skills?

3



Can you measure
business value and
continuously improve?

The Path Forward



Get ready. Identify and prioritize business challenges that benefit from AI



Drive adoption, training and change management



Measure the impact of your investments.

Nirav Shah

CVP, Dataverse





AI Transformation: Transform your business with Copilot + Agents

Nirav Shah

Dataverse Corporate Vice President, Microsoft

<http://aka.ms/niravs>
niravs@microsoft.com



Building an agentic world



Personal
agents



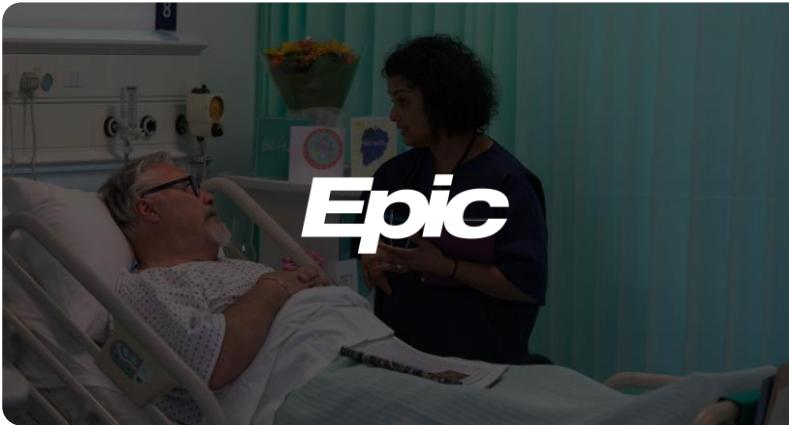
Organizational
agents



Business process
agents



Cross-org
agents



Key AI concepts



Copilot

Personal Human Augmentation

Private, Personal Assistant

People 1:1 Copilots



Agents

Autonomous Expert Systems

Works for a process/company

People 1:N Agents

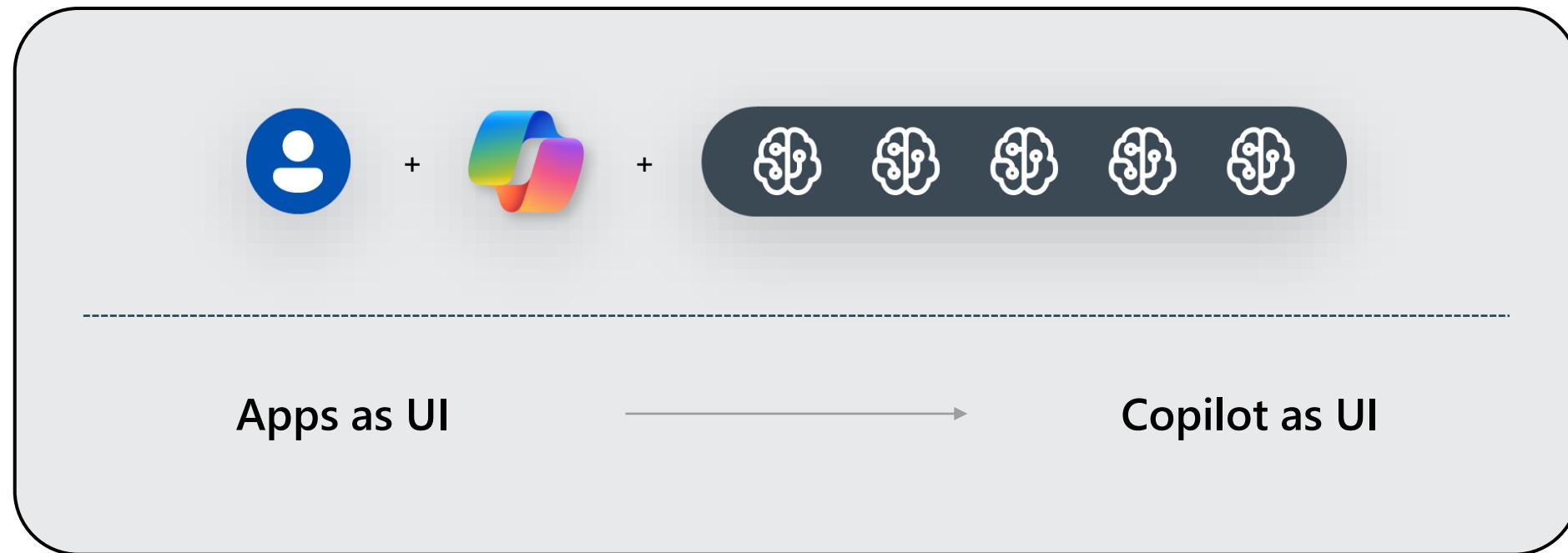
AI first company



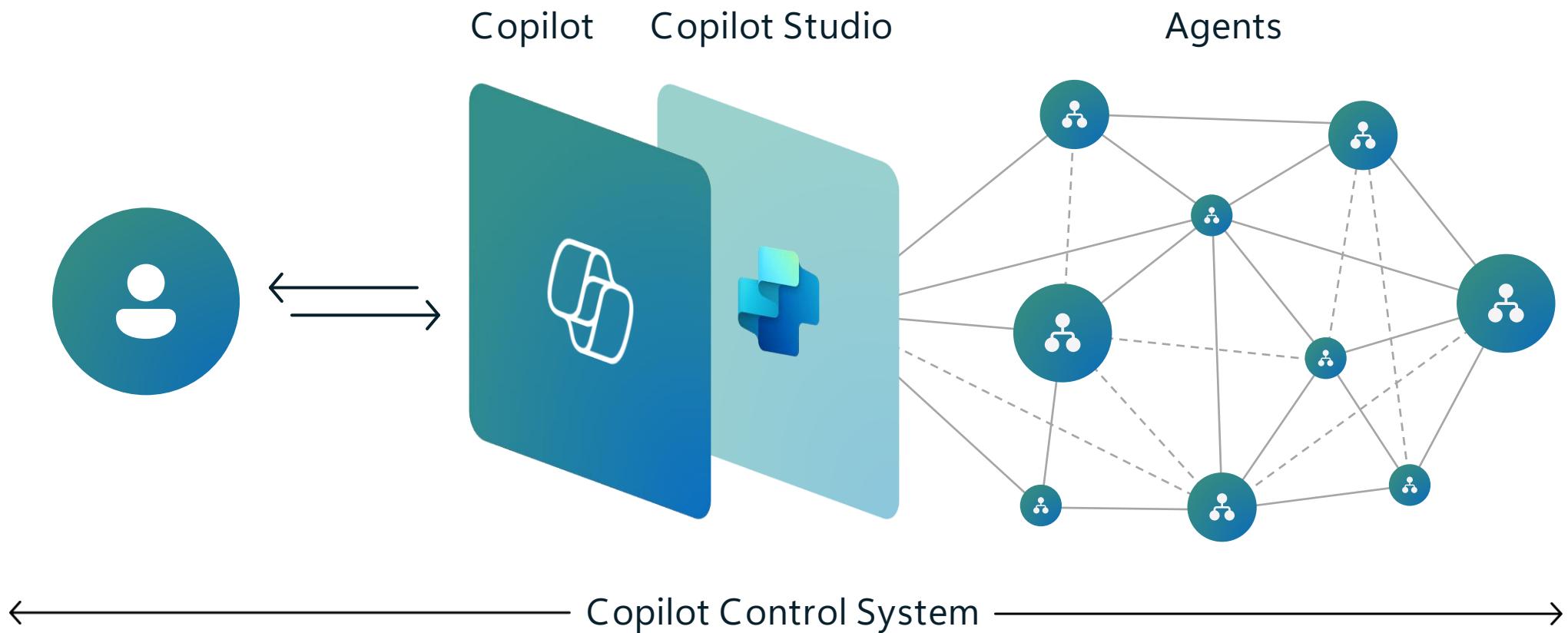
Copilot transforms how we work



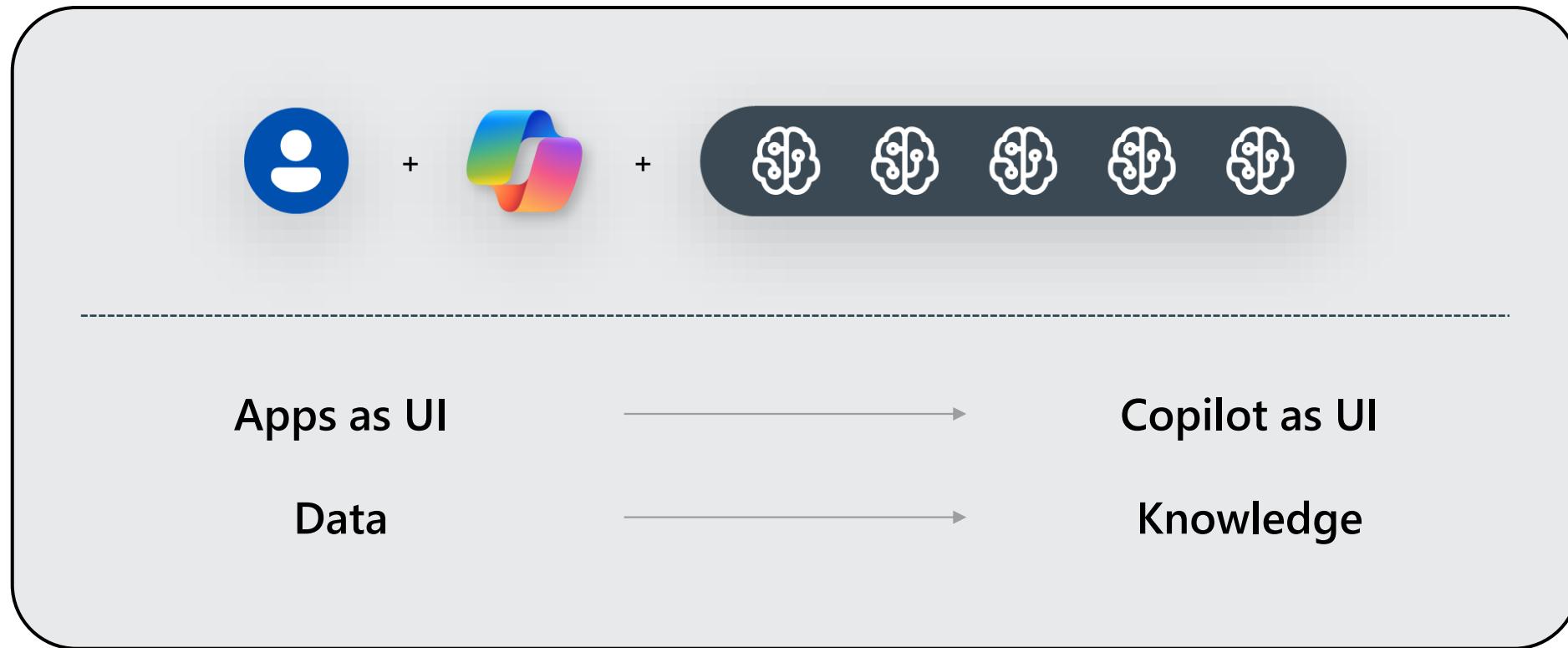
Copilot transforms how we work



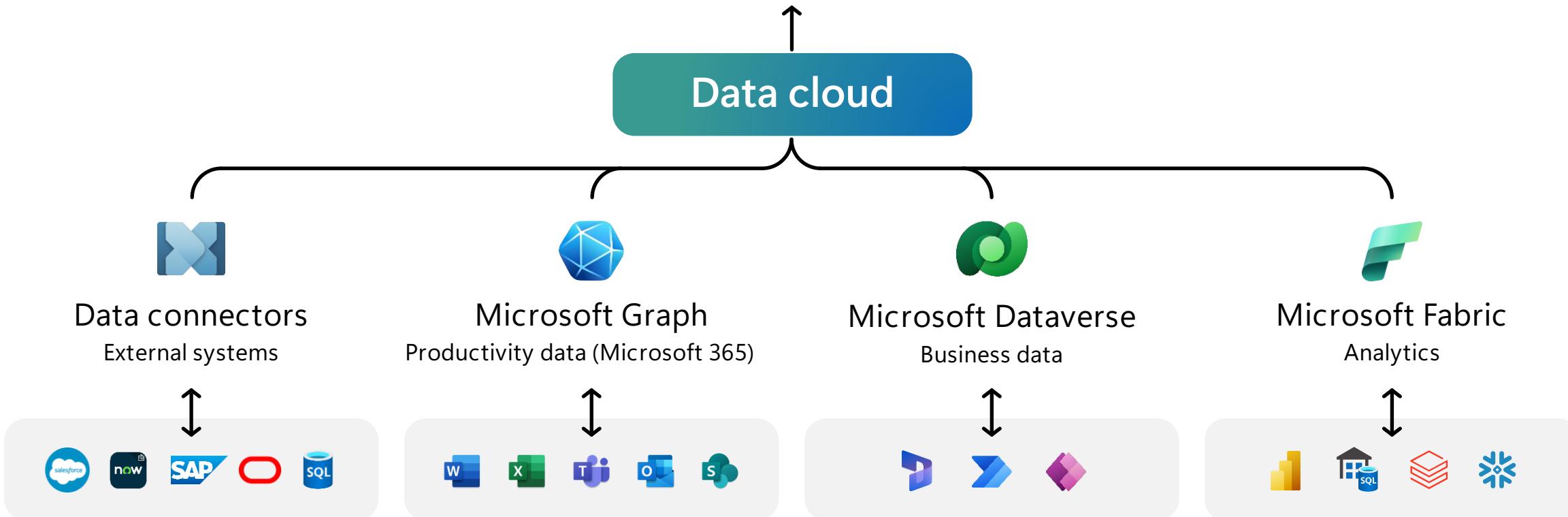
Copilot is the UI for AI



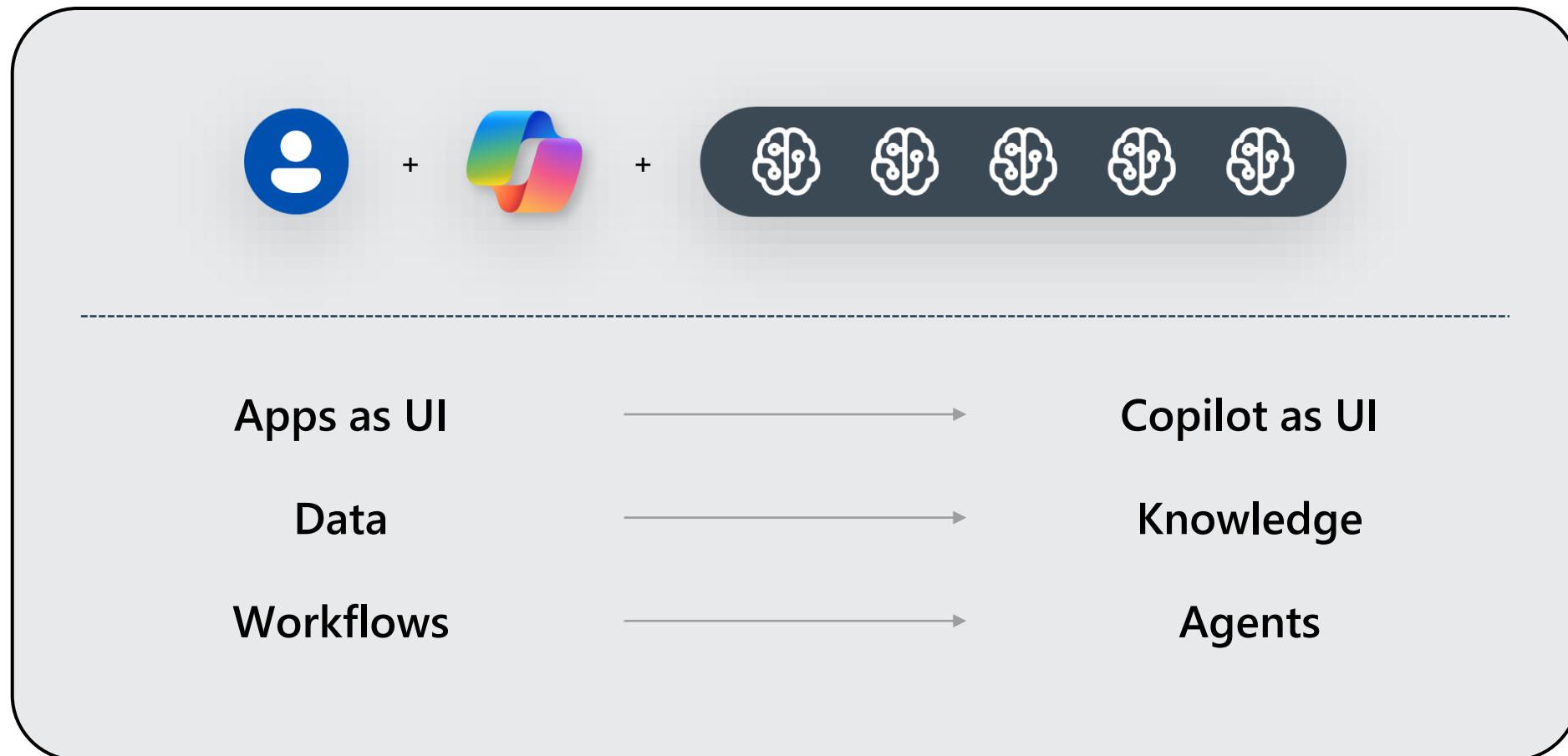
Copilot transforms how we work



Copilot + Agents



Copilot transforms how we work





Copilot Studio

Autonomous agents



Sales
Qualification



Supplier
Communications



Account
Reconciliation



Time and
Expense

McKinsey & Company

The screenshot shows an Outlook inbox with a draft email open. The draft is addressed to 'Engagement@McKinsey.com' with the subject 'Market Expansion with Horizon Tech Solutions'. The message body is as follows:

Dear McKinsey team,

I hope this email finds you well. My name is Mona Kane, and I'm the Marketing Director at Horizon Tech Solutions. We are planning to embark on a new market expansion engagement and would like to inquire about your consulting services to assist us in conducting a comprehensive market analysis.

The engagement involves exploring potential growth opportunities for our latest software solution in the European market. Our goals are to identify key target demographics, understand competitive dynamics, and determine the most effective entry strategy for this region. Given the complexity of the market and our desire to make data-driven decisions, we believe your expertise in market research and analysis would greatly contribute to the success of this initiative.

We plan to kick off this engagement in early November for the analysis phase.

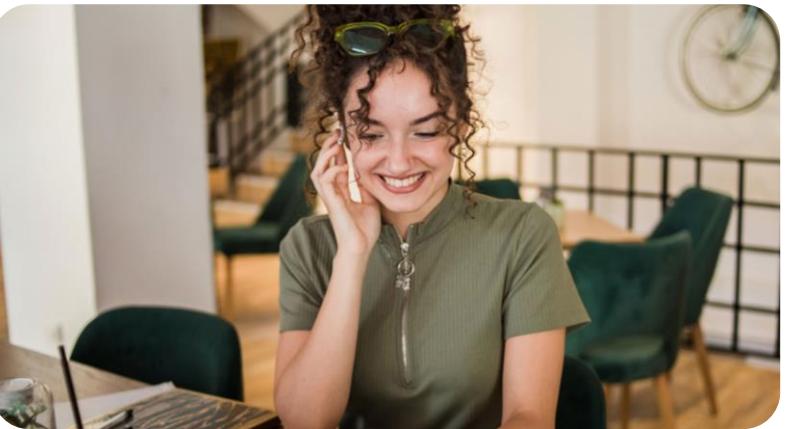
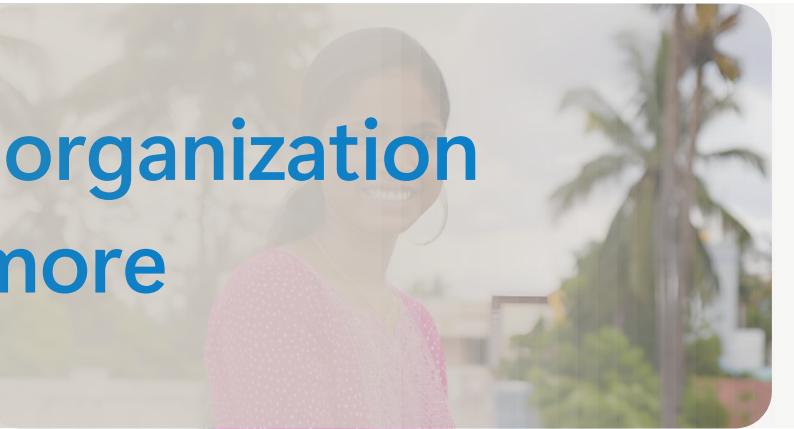
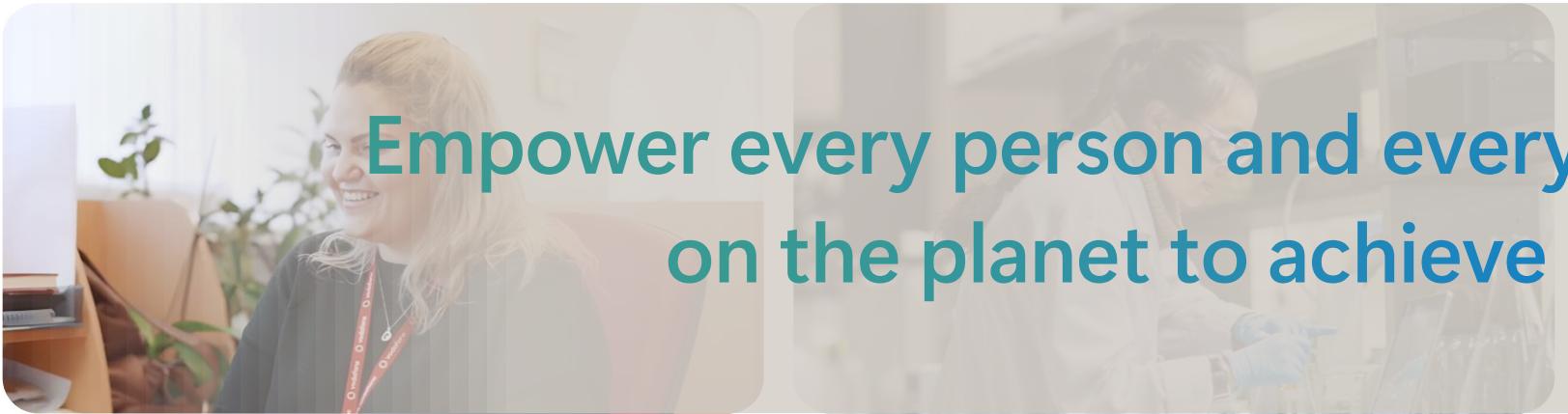
We are particularly interested in the following areas of support:

- In-depth market research to identify industry trends and key competitors
- Consumer behavior analysis in relation to our product offering
- Recommendations for market entry strategies, including pricing and positioning
- Risk assessment and potential challenges in the European market

Could we schedule an initial discussion to explore how your team might assist us? Additionally, if you could provide some information on your availability, pricing structure, and any relevant case studies or references, that would be greatly appreciated.

I look forward to hearing from you and hope we can collaborate on this exciting engagement.

Best regards,
Mona Kane



Intermission

Refresh & Connect

Visit our partner booths during the coffee break!

Keynote resumes at 11:30AM

Roan Kang

Azure Business and GTM Leader, Microsoft Asia





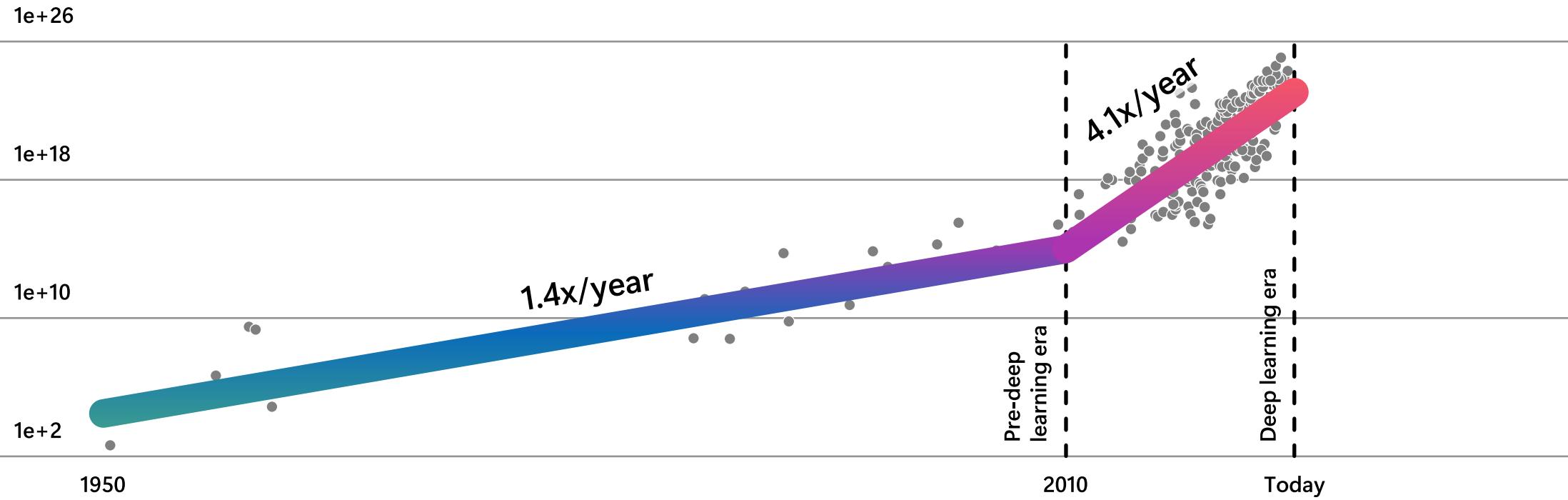
Unlocking opportunities in the era of AI

Roan Kang, Azure Business GM, Microsoft Asia



Scaling laws

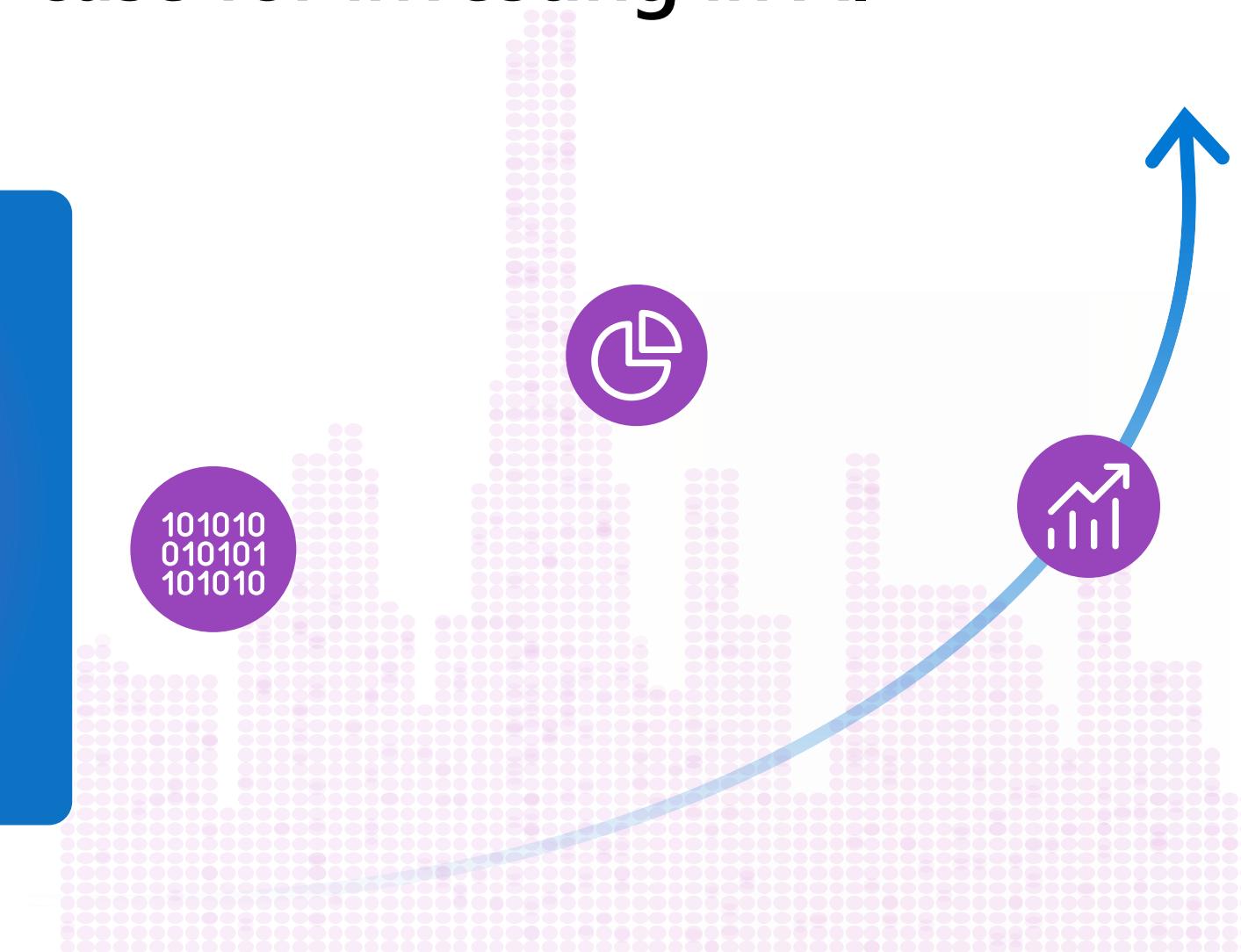
Training compute of notable machine learning systems over time (FLOP)



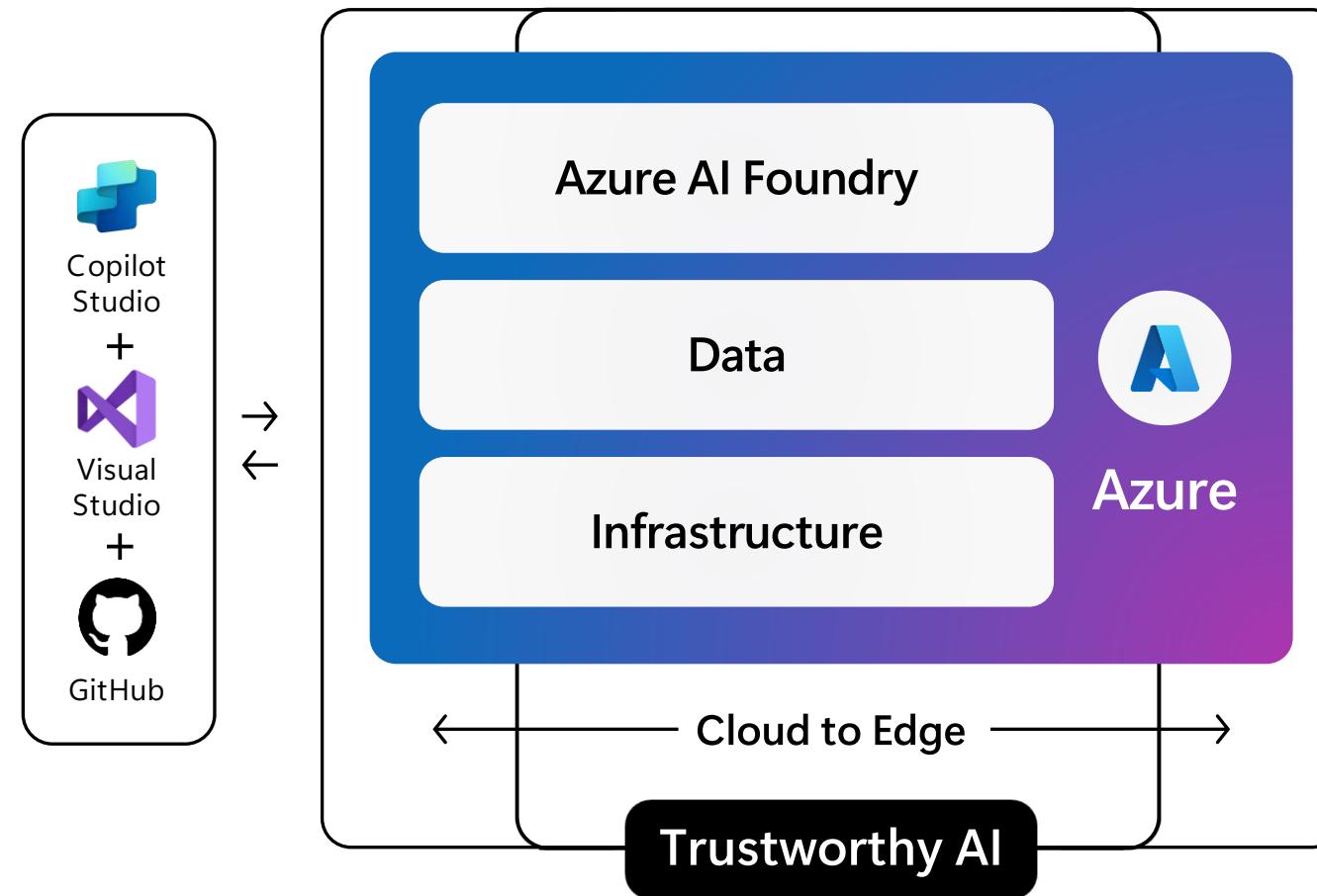
Source: Epoch, 'Parameter, Compute and Data Trends in Machine Learning'

The business case for investing in AI

For every \$1 a company invests in generative AI, the return on investment is \$3.7x.



Copilot & AI stack



Trustworthy AI

Capabilities

Security

Data security and governance for AI

AI security posture management and threat protection

Compliance management for AI regulations and standards

Prompt Shields to block attacks

Privacy

Privacy assessments

Consent management

Data encryption

Confidential computing

Safety

Groundedness detection and correction

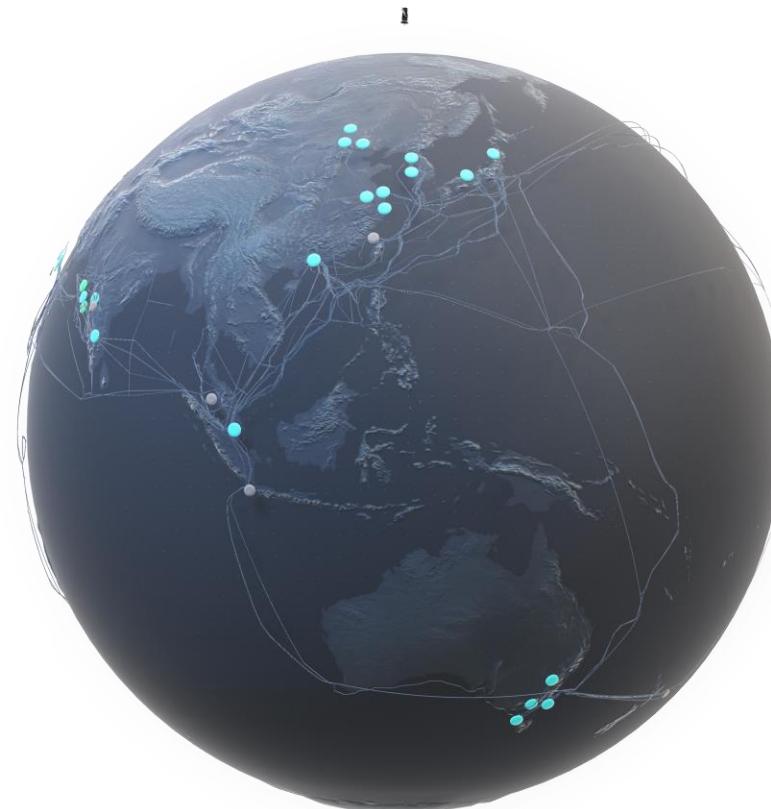
Filters for harmful inputs and outputs

Evaluations to assess the quality and safety of AI outputs

Most comprehensive footprint

60+

Azure regions



300+

Datacenters worldwide

Microsoft is powered by Azure Infrastructure



Security
Copilot



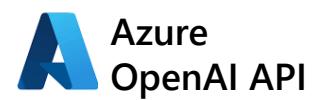
Microsoft
365 Copilot



Windows
Copilot



Dynamics
365 Copilot



Azure
OpenAI API

Microsoft runs on Azure AI
Azure AI runs on Azure VM Infrastructure

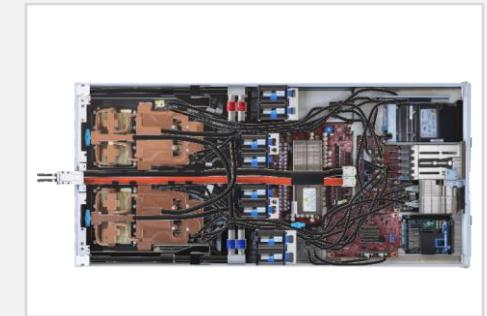
Cobalt 100 / Maia 100



4th Gen AMD EPYC™



NVIDIA Blackwell



In-house CPU with best price-performance
for general compute & AI Acceleration

AMD v6 Generally Available
Announcing HBv5 to support HPC workloads

Microsoft custom blade w/ 4x Blackwell GPUs
Azure Boost and hardware security

General Availability: o1

Available in Azure AI Foundry and GitHub Models

Key Capabilities

Reasoning and Intelligence

Multimodal with Vision Inputs

Specific Task Performance

Streamlined Customization

Example Use Cases

Generating complex code

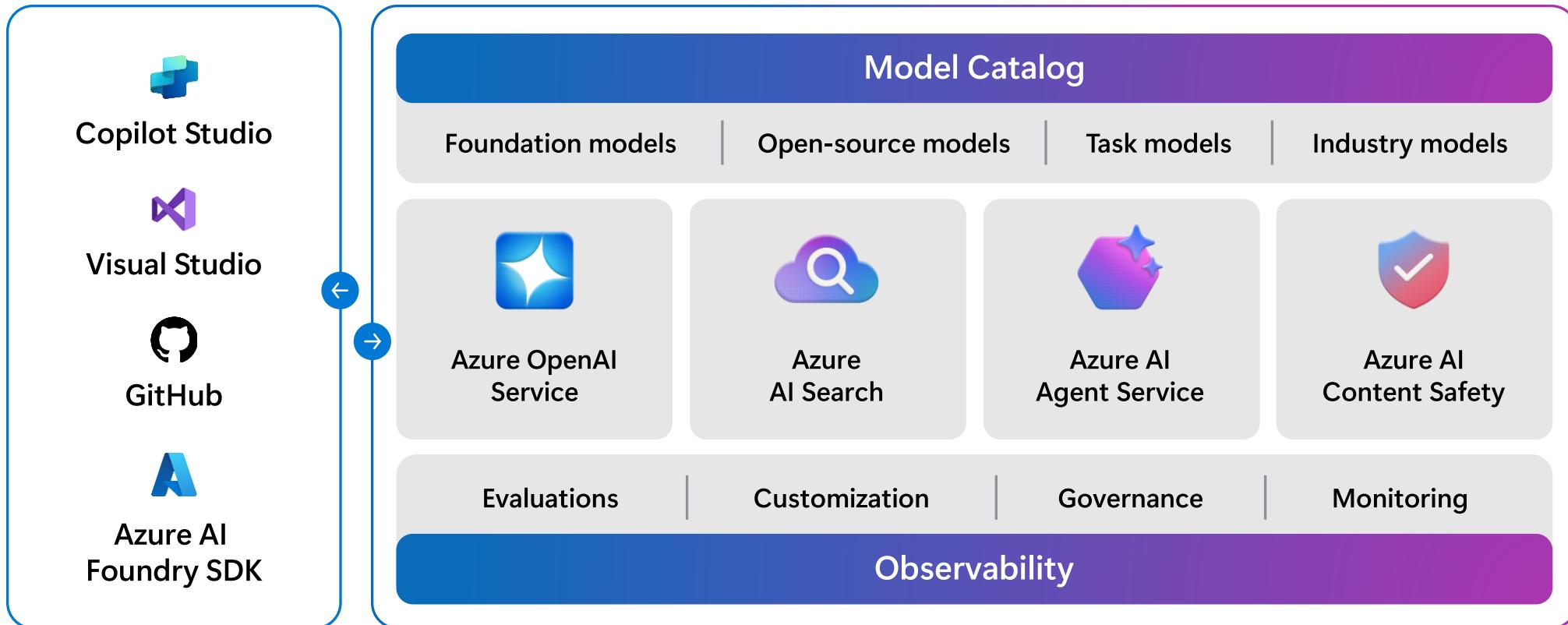
Problem-solving and brainstorming

Comparative analysis

Instruction following



Azure AI Foundry





Model Catalog

1,800+ frontier and open source AI models

Azure OpenAI Service

o1

GPT-4o

GPT-4-Turbo with Vision,
GPT-4, GPT-3.5

DALL·E

Whisper, Text to speech,
Embeddings

Meta

Llama-2-70b/70b-chat

Llama-2-13b/13b-chat

Llama-2-7b/7b-chat

Llama-3

CodeLlama

Mistral AI

Mistral Large

Mistral 7B

Mixtral 8x7B – Mixture of Experts

Phi models

Phi-3-mini

Phi-3-small

Phi-3-medium

Phi-3-vision

Task Models

Document Intelligence
Speech

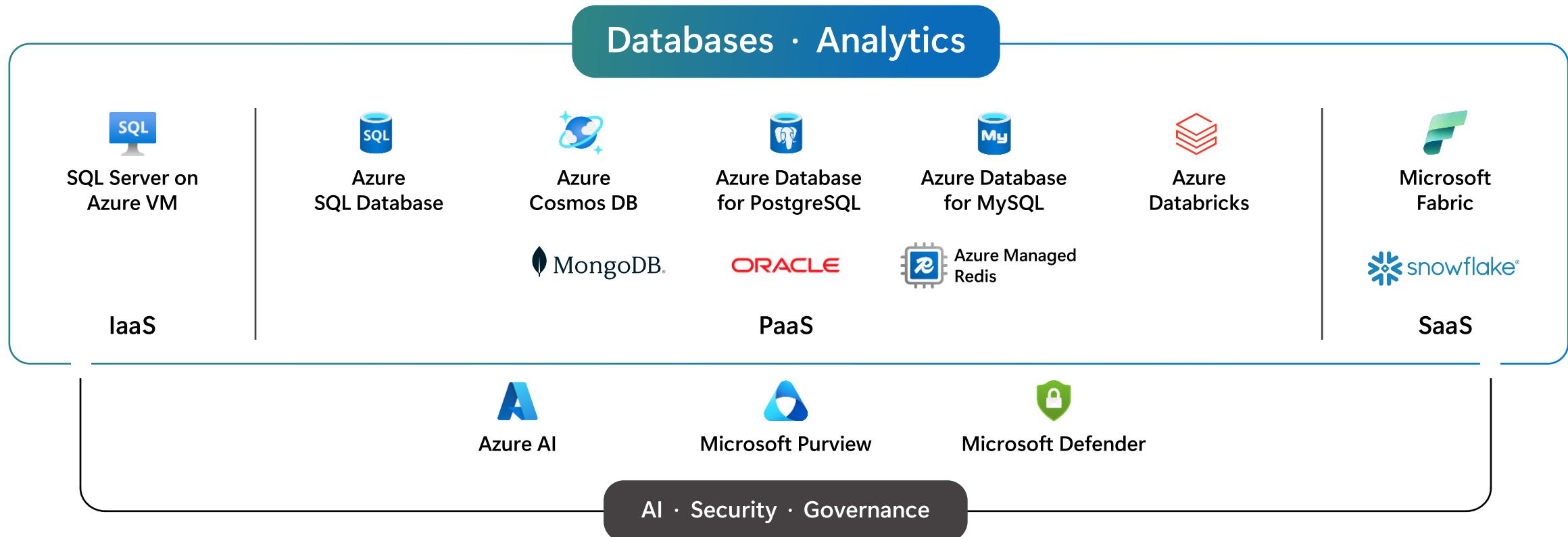
Language
Translations

Industry Models

Agriculture
Manufacturing

Financial Services
Healthcare

Microsoft Intelligent Data Platform



Data is the **fuel** that powers AI



Microsoft Fabric

Power your AI transformation with a unified data platform



Data
Factory



Analytics



Databases



Real-Time
Intelligence



Power BI

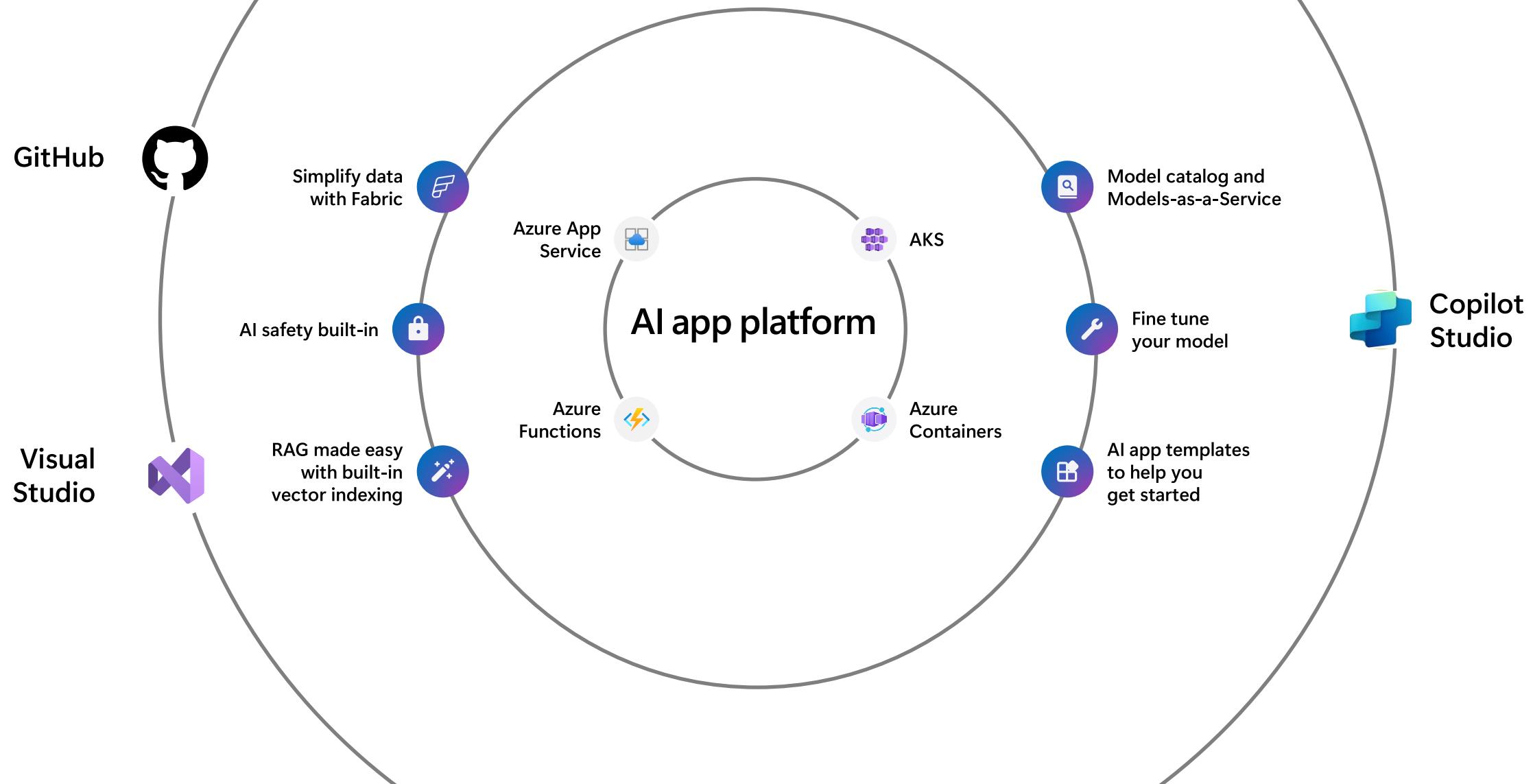


OneLake



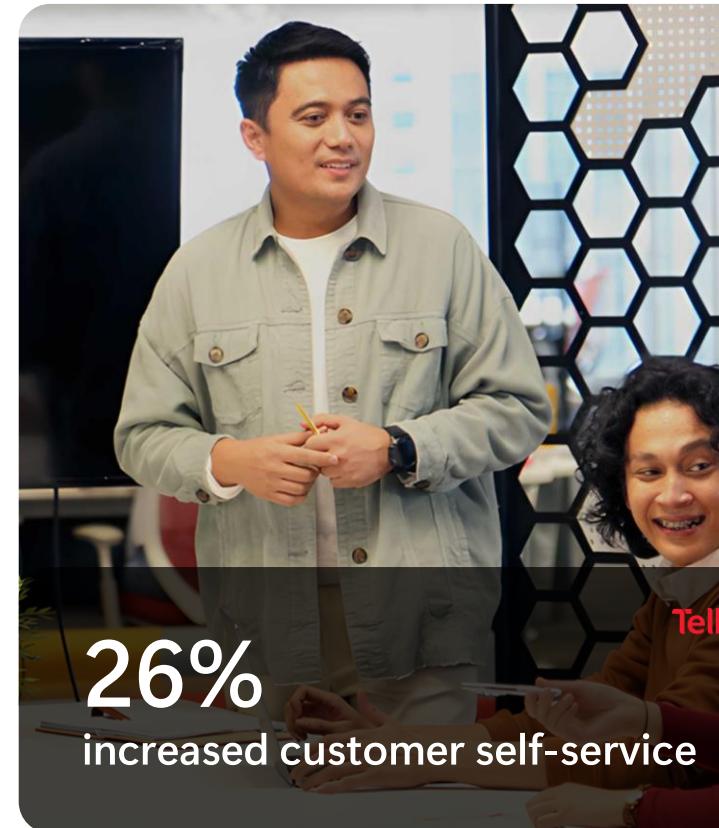
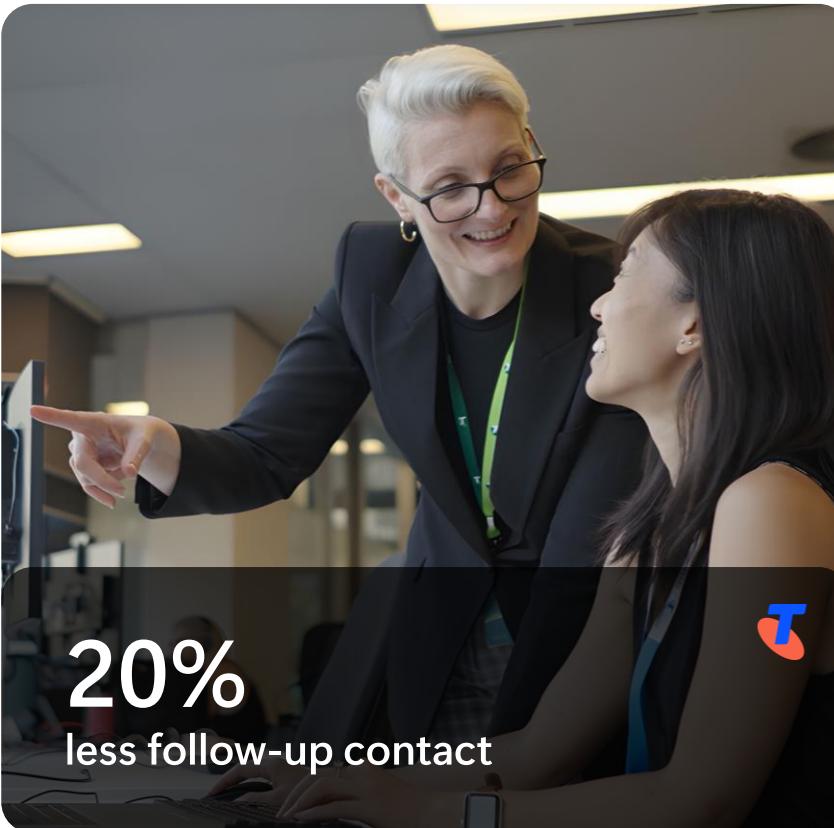
Microsoft Purview

Building Intelligent Apps with Azure Platform's End-to-End Capabilities





**Empower every person and every organization
on the planet to achieve more**



aka.ms/MicrosoftAIStories

Martin Woodward

VP of Developer Relations





Home for the world's developers

150M+ Developers

90% of the Fortune 100 companies

420M+ Repositories



The world's most widely adopted AI developer tool



A screenshot of a software interface showing GitHub Copilot in action. On the left, there's a sidebar with icons for file, search, and settings. The main area has a dark background with several tabs at the top: "parse_expenses.py", "addresses.rb", and "sentiments.ts". The "parse_expenses.py" tab is active, displaying Python code. The code defines a class `TestParseExpenses` with three test methods: `test_parse_expenses_with_valid_input`, `test_parse_expenses_with_empty_input`, and `test_parse_expenses_with_comments`. It also contains a main block with `unittest.main()`. The right side of the interface shows the actual Python code for `parse_expenses.py`. The code imports `datetime` and defines a function `parse_expenses` that takes a string of expenses and returns a list of triples (date, amount, currency). It ignores comments and parses the date using `datetime.strptime`. The code then loops through the lines, splits them by whitespace, and appends the results to a list. Finally, it returns the list of expenses. A large portion of the code is highlighted in yellow, indicating it was generated by GitHub Copilot.

```
import unittest
import datetime

class TestParseExpenses(unittest.TestCase):
    def test_parse_expenses_with_valid_input(self):
        expenses_string = '2023-01-02 -34.01 USD\n2023-01-03 2.59 DKK
        expected_output = [(datetime.datetime(2023, 1, 2),
        self.assertEqual(parse_expenses(expenses_string),
        expected_output)

    def test_parse_expenses_with_empty_input(self):
        expenses_string = ''
        expected_output = []
        self.assertEqual(parse_expenses(expenses_string),
        expected_output)

    def test_parse_expenses_with_comments(self):
        expenses_string = '# This is a comment\n2023-01-02 -34.01 USD
        expected_output = [(datetime.datetime(2023, 1, 2),
        self.assertEqual(parse_expenses(expenses_string),
        expected_output)

if __name__ == '__main__':
    unittest.main()
```

```
import datetime

def parse_expenses(expenses_string):
    """Parse the list of expenses and return the list of triples (date, amount, currency).
    Ignore lines starting with #.
    Parse the date using datetime.
    Example expenses_string:
    2023-01-02 -34.01 USD
    2023-01-03 2.59 DKK
    2023-01-03 -2.72 EUR
    """
    expenses = []

    for line in expenses_string.splitlines():
        if line.startswith("#"):
            continue
        date, value, currency = line.split(" ")
        expenses.append(datetime.datetime.strptime(date, "%Y-%m-%d"),
                       float(value),
                       currency))

    return expenses

expenses_data = '''2023-01-02 -34.01 USD
2023-01-03 2.59 DKK
2023-01-03 -2.72 EUR'''
```

TS button.ts

```
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16
```

Accept Discard ⌂

🤖 Code completion + chat

Propel your
productivity
55% faster

✓ Real time code suggestions

✓ Comments to code

✓ Create tests, docs and more

AI CODE GEN
PHASE 1

Single-model

Conversational coding

AI-infused

AI CODE GEN
PHASE 2

Multi-model

AI Agents

AI-native

AI CODE GEN
PHASE 1

Single-model

Conversational coding

AI-infused



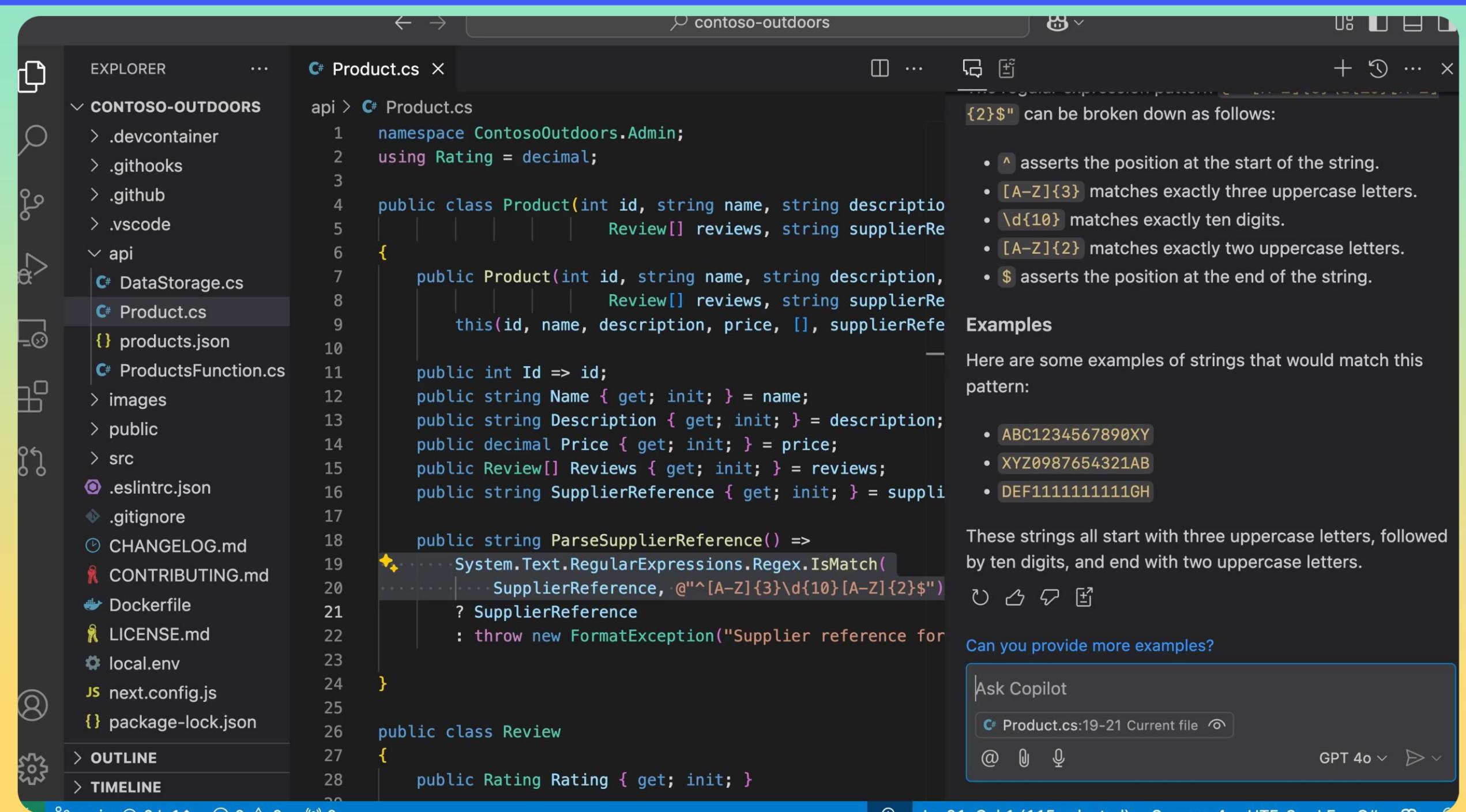
GitHub Copilot + OpenAI o1 & o1-mini

Multi-model



GitHub Copilot + Claude 3.5 Sonnet by Anthropic

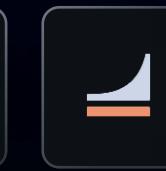
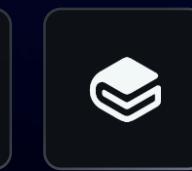
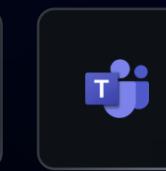
Multi-model



The screenshot shows the Visual Studio Code interface with the following details:

- Explorer View:** Shows the project structure under "GITHUB-LIFE" with files: ".github", "index.html" (selected), "LICENSE", and "README.md".
- Editor View:** Displays the content of "index.html". The code includes CSS for a "#time-display" element and a ".hidden" class.
- Ask Copilot Feature:** A floating panel on the right side of the editor. It features a Copilot icon, the text "Ask Copilot", and a message stating "Copilot is powered by AI, so mistakes are possible. Review output carefully before use." Below this are several command examples:
 - "/ or type # to attach context"
 - @ to chat with extensions
 - Type / to use commands
 - /fix the problems in my code
 - /tests add unit tests for my code
 - /explain how the selected code works
- Bottom Status Bar:** Shows file navigation icons, status "In 41 G 125", progress "Progress 4", and tabs for "HTML" and "CSS".

GitHub Copilot Extensions



← →

vision



00 00 00 00



EXPLORER

...



VISION



> OUTLINE

> TIMELINE



+ ⌂ ... ×



Ask Copilot

Copilot is powered by AI, so mistakes are possible.
Review output carefully before use.

Ø or type # to attach context

@ to chat with extensions

Type / to use commands

PROBLEMS

TERMINAL

...

zsh

+

⌄

⌫

...

⌃

⌃

adele@laptop %

/help What can you do?

Ask Copilot

@ Ø ☺

GPT 4o ⌂ ⌄



GitHub Copilot for VS Code

Multi-file editing

Multi-model selection

Code review

Repo indexing

Code referencing

Custom instructions

Intent detection



Chat

Unlock the knowledge in your code

New conversation

X

Chat with Copilot

Copilot indexes and understands your code so you can get answers to questions, learn about new codebases, or improve legacy code.

Select a docset or repository to chat about

Docsets	
Primer	→
GitHub A11y Docs	→
Repositories	
primer/brand	→
github/primer	→
General coding chat	→

→

GitHub Copilot

FREE

✓ 50 chat messages

✓ 2K code completions

✓ Multi-file editing

✓ Multi-file choice

✓ Extension ecosystem







GitHub Copilot Workspace

The Copilot-native agentic dev environment, designed for everyday tasks



octocademy / travel-app

Type to search

Code

Issues 2

Pull requests 5

Actions

Projects

Security 1

Insights

Add an image upload to the travel guide admin page #2

[Edit](#)[New issue](#)[Open](#)

Damovisa opened last month

...
[Assignee](#)No one - [Assign yourself](#)

The travel guide admin page doesn't have the ability to add an image. We'd like to add an image upload field as well.

The screenshot shows the 'Copilot Airways Admin' interface. On the left, there's a sidebar with links: 'New Airports', 'Partners', 'Add travel Guide' (which is currently selected), 'Configuration', and 'Manage Corporate'. The main area is titled 'Add Travel Guide' and contains fields for 'City' (with placeholder 'Enter a City name'), 'Country' (with placeholder 'Enter a Country name'), 'Description' (with placeholder 'Description of the travel'), and 'Highlights' (with a placeholder 'Add a highlight' and a plus sign). In the top right corner of this form, there's a button labeled 'Add a new Travel Guide' and a user profile picture.

Assignees
[Assignee](#)Labels
[Labels](#)

No labels

Type
[Type](#)

No type

Projects
[Projects](#)

No projects

Milestone
[Milestone](#)

No milestone

Relationships
[Relationships](#)

None yet





Don't miss our afternoon sessions!

Time	Afternoon Agenda			
12:45 – 2:15PM	Standing Lunch 📍 19/F Main Hall	Executive Luncheon <i>By invitation only</i> 📍 20/F Hopewell Inn		Partner Booth Visiting 📍 19/F Connection Hub
2:05 – 5:00PM	Azure & GitHub Breakouts 📍 20/F	Copilot Breakouts 📍 20/F	Cybersecurity Breakouts 📍 19/F Main Hall	



Win exciting gifts by visiting booths and attending breakout sessions!

Please check the back of your badge for details