



Customer Stories





"Foundry Agent Service gives us the building blocks for the future and has changed how we think about service. Ava offers expert knowledge 24/7 without waiting time and empowers our teams.."

Gerald Ertl,
Managing Director, Commerzbank AG



Commerzbank AG fuels 30,000 monthly conversations with Foundry Agent Service

Business goal

Deliver secure, human-centered digital banking experiences at scale while meeting compliance and fraud-prevention requirements.

Technology solution

Commerzbank built Ava, a conversational AI agent powered by **Foundry Agent Service** and Microsoft Agent Framework, and Azure Speech in Foundry Tools. This distributed, agentic system orchestrates specialized AI agents for different banking functions, using **Azure OpenAI** in Foundry Models for natural conversation, **Content Safety in Foundry Control Plane** for compliance, Azure Cosmos DB for context-aware continuity, Azure Kubernetes Service for scale, all governed within Microsoft Foundry.

Key products

- **Foundry Agent Service**
- Azure Speech in Foundry Tools
- Content Safety in Foundry Control Plane
- Foundry IQ

Impact

Ava now handles 30,000+ monthly conversations and **resolves 75 percent of requests autonomously**, with 24×7 availability, 100 percent resolution for designed tasks, and zero downtime, proving that AI can make banking both personal and compliant.



"We wanted to create personalization at an individual level—putting fans in control of which clubs and players they follow, rather than us doing the filtering."

Alexander Willis, Director, Digital Media and Audience Development, Premier League



Premier League drives deep fan connection with Azure AI Foundry and Azure Cosmos DB

Business Goal

Unify vast, heterogeneous data to deliver real-time, individualized fan experiences with privacy and compliance at global scale.

Technology Solution

Microsoft Foundry with Foundry IQ for RAG; Azure Data Factory + Azure Databricks for ingestion/processing; Azure Cosmos DB as the unified store; Azure Machine Learning for scheduled tasks/prepared answers; Azure Managed Redis for low latency; Semantic Kernel for agent orchestration; Azure OpenAI in Foundry Models for reasoning.

Key Products

- Azure Cosmos DB
- Azure Data Factory
- Azure Databricks
- Foundry IQ
- Azure Machine Learning
- Azure Managed Redis
- Foundry Model
- GitHub Copilot

Impact

~20% YOY increase in app/website consumption; 60M active fans early in the season; near-instant responses at peak; more personalized feeds and editorial workflows.



"We chose Microsoft Foundry because it is optimized for high-performance chat and agent apps, super-responsive user experiences, and scalability.."

Mark Austin,
Vice President of Data Science,
AT&T



AT&T creates digital coworkers

Business Goal

Move from pilots to enterprise-grade AI that is secure, compliant, and delivers measurable ROI across customer care and developer productivity.

Technology Solutions

AT&T's Ask AT&T platform uses **Microsoft Foundry** and Azure OpenAI in **Foundry Models** to orchestrate a multi-agent framework that delivers enterprise-grade automation and collaboration. Agents work together to retrieve information through **Foundry IQ**, summarize context, and update customer records in real time. Governance is embedded through Content Safety in **Foundry Control Plane**, Azure Monitor, and Log Analytics, ensuring AI behavior is compliant, auditable, and transparent. Azure Kubernetes Service (AKS) and Azure API Management orchestrate and monitor containerized agents, while Azure Cosmos DB and Azure Cache for Redis maintain continuity and responsiveness across billions of tokens processed daily.

Key Products

Foundry Control Plane
Foundry Models
Foundry IQ

Azure Cosmos DB
Azure Cache for Redis
Azure Kubernetes Service
Azure API Management
Azure Monitor + Log
Analytics (OTEL)

Impact

AT&T has deployed 71 generative AI solutions; 100,000+ employees using agents; ~9B tokens/day; 33% faster information search for customer care; ~10% lower average handle time; >2× YOY ROI.