

# What's new: Marketing text suggestions



# Marketing text suggestions



# Marketing text suggestions

Generally available

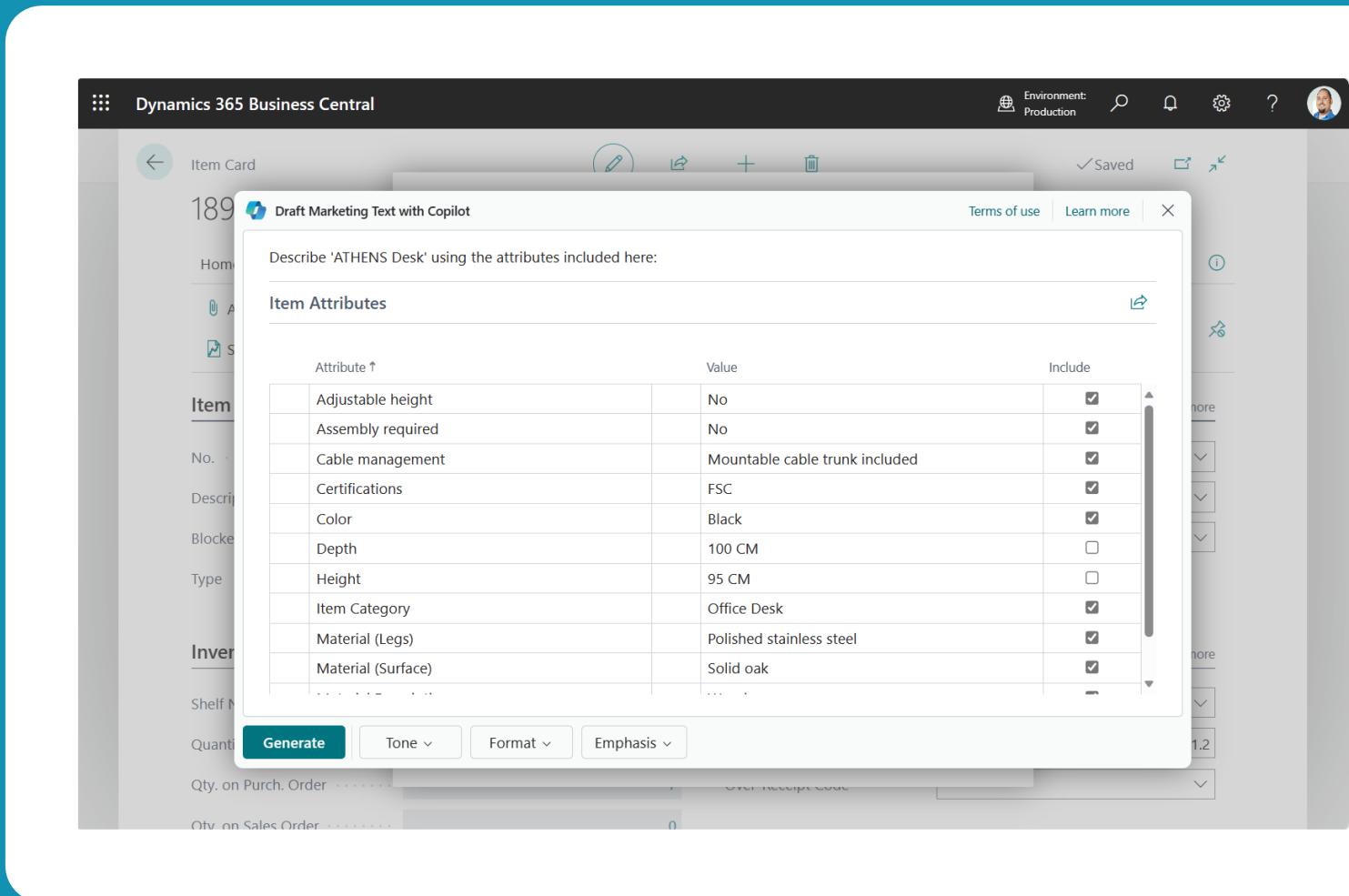


# Agenda

- Marketing Text Suggestions GA 🎉
- What's new?
- How can I try it out?

# Enhanced user experience

- Signature Copilot look and feel
- Improved access to generative options
- More workspace



# Availability

<b>Deployment types</b>	Business Central online
<b>Release</b>	Rolling out with minor updates in Wave 2 (November 2023 – March 2024)
<b>Country/Region</b>	All country localizations
<b>Language</b>	English, Spanish, Dutch, German, Italian, French, Danish, Japanese

# Providing feedback

Like or dislike any generated text

Thanks for helping to improve Business Central!

The screenshot shows the Dynamics 365 Business Central interface. At the top, it says "Dynamics 365 Business Central" and "Environment: Production". Below that is the "Item Card" header with standard edit and save buttons. A status bar at the top indicates "AI-generated content may be incorrect". On the right side of the status bar, there are two small icons: a thumbs up and a thumbs down, which are highlighted with an orange rectangle. The main content area contains a paragraph about the Athens Desk. Below the text is a rich text editor toolbar with various styling options like bold, italic, and alignment. At the bottom of the card, there are buttons for "Keep it", "Edit", and "Draft with Copilot".

# Get Marketing Text

Item part is controlled via the Feature Management page

Enabled by default for environments created since 2023 release wave 1 (v22.0+)

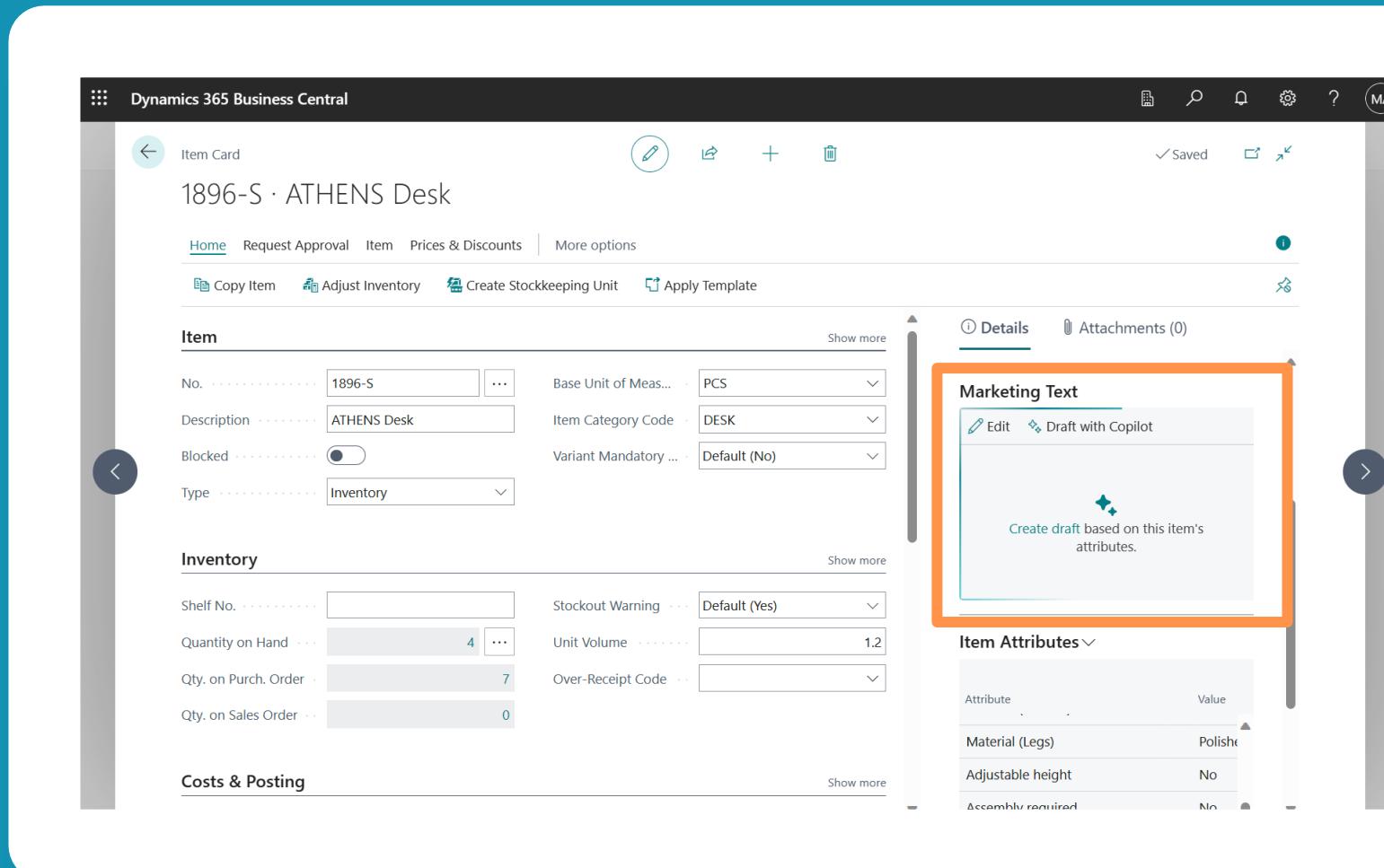
The screenshot shows the Dynamics 365 Business Central Item Card page for item '1896-S · ATHENS Desk'. The page includes sections for Item, Inventory, and Costs & Posting. On the right side, there is a 'Marketing Text' section which is highlighted with an orange border. This section contains a 'Create with Copilot' button and a note: 'Create draft based on this item's attributes (preview). Review to make sure it's accurate.' Below this, the 'Item Attributes' section is visible, showing attributes like 'Material (Legs)', 'Adjustable height', and 'Assembly required'.

# Get Marketing Text

Item part is controlled via the Feature Management page

Enabled by default for environments created since 2023 release wave 1 (v22.0+)

Determine if GA capabilities are enabled (no reference to preview)



# Upgrading from an earlier version?

Enable for all users from  
Feature Management page

Find “Create AI-powered  
product descriptions with  
Copilot”

The screenshot shows the Dynamics 365 Business Central Feature Management page. The page title is "Dynamics 365 Business Central" and the section title is "Feature Management". There are three tabs at the top: "Search", "Analyze" (which is selected), and "Edit List". Below the tabs is a search bar and some filter icons. The main area is a table with columns: "Feature", "Automatically enabled from", and "Enabled for". The table lists various features, and one specific row is highlighted with an orange border. This highlighted row is for the feature "Feature Update: Create AI-powered product descriptions with Copilot". The "Enabled for" column for this row contains the text "All Users" in green. Other rows in the table include: "Feature Update: Replace the existing Automatic Account Codes functionality with t...", "Feature: Enable using Copilot capabilities in Bank Account Reconciliation", "Feature Update: Use the platform table 'Report Layout List' for adding and selectin...", "Feature Update: Replace the existing EU 3-Party Trade Purchase functionality with t...", "Feature Update: Enable use of new extensible exchange rate adjustment, including ...", "Feature Update: Enable use of new extensible invoice posting engine", "Feature: Convert user group permissions", "Feature: Enable using Form 1096 to transmit paper Tax Forms to the IRS in the Unit...", "Feature Update: Modern Action Bar", "Feature Update: Legacy list views are hidden", "Feature Update: Use tracking by package number in reservation and tracking system", "Feature: New approval workflow experience with Power Automate templates", "Feature: New Microsoft Word report rendering platform.", and "Feature Update: Replace the existing Intrastat functionality with the new Intrastat e...". Each row has a "Learn more" link and a date indicating when it was automatically enabled.

Feature	Automatically enabled from	Enabled for
Feature Update: Replace the existing Automatic Account Codes functionality with t...	Learn more	Update 25.0 (Q4 2024)
Feature: Enable using Copilot capabilities in Bank Account Reconciliation	Learn more	Update 24.0 (Q2 2024)
Feature Update: Use the platform table 'Report Layout List' for adding and selectin...	Learn more	Update 24.0 (Q2 2024)
→ Feature Update: Create AI-powered product descriptions with Copilot	Learn more	Update 24.0 (Q2 2024) <b>All Users</b>
Feature Update: Replace the existing EU 3-Party Trade Purchase functionality with t...	Learn more	Update 26.0 (Q2 2025)
Feature Update: Enable use of new extensible exchange rate adjustment, including ...	Learn more	Update 26.0 (Q2 2025)
Feature Update: Enable use of new extensible invoice posting engine	Learn more	Update 26.0 (Q2 2025)
Feature: Convert user group permissions	Learn more	Update 25.0 (Q4 2024) <b>All Users</b>
Feature: Enable using Form 1096 to transmit paper Tax Forms to the IRS in the Unit...	Learn more	Update 23.0 (Q4 2023) <b>All Users</b>
Feature Update: Modern Action Bar	Learn more	Update 24.0 (Q2 2024) <b>All Users</b>
Feature Update: Legacy list views are hidden	Learn more	Update 24.0 (Q2 2024)
Feature Update: Use tracking by package number in reservation and tracking system	Learn more	Update 24.0 (Q2 2024)
Feature: New approval workflow experience with Power Automate templates	Learn more	Update 24.0 (Q2 2024) <b>All Users</b>
Feature: New Microsoft Word report rendering platform.	Learn more	Update 23.0 (Q4 2023) <b>All Users</b>
Feature Update: Replace the existing Intrastat functionality with the new Intrastat e...	Learn more	Update 24.0 (Q2 2024)

# Get Marketing Text Suggestions

Generative capability only in Business Central online

Enabled in the Copilot & AI Capabilities page

Ensure user language is supported

The screenshot shows the Dynamics 365 Business Central interface. At the top, it says "Dynamics 365 Business Central". Below that is a navigation bar with icons for Home, Requests, Copy Item, and Item. The main area has a title "Copilot & AI Capabilities" with a "Learn about Copilot" link. It also displays a message: "Your environment is connected to Azure Open AI service for your region." and a link "How do I govern my Copilot data?". There are two sections of "Production Ready Previews": one for "Bank Account Reconciliation" (Status: Active, Publisher: Microsoft) and one for "Marketing Text" (Status: Active, Publisher: Microsoft). The "Marketing Text" card is highlighted with an orange border.

Capability ↑	Status	Publisher
→ Bank Account Reconciliation	Active	Microsoft
→ Marketing Text	Active	Microsoft

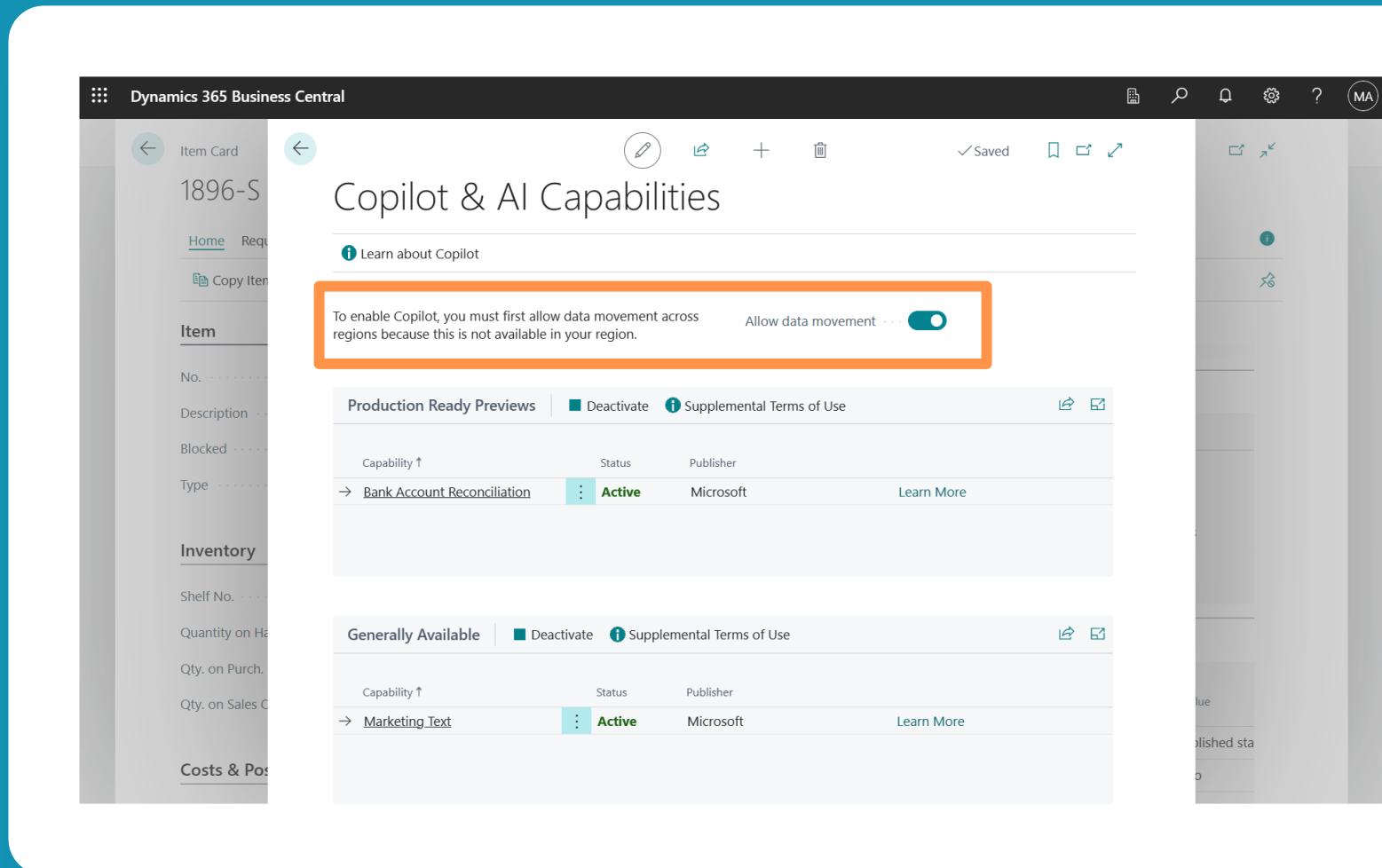
# Get Marketing Text Suggestions

Generative capability only in Business Central online

Enabled in the Copilot & AI Capabilities page

Ensure user language is supported

Allow data movement if no AI availability in your region

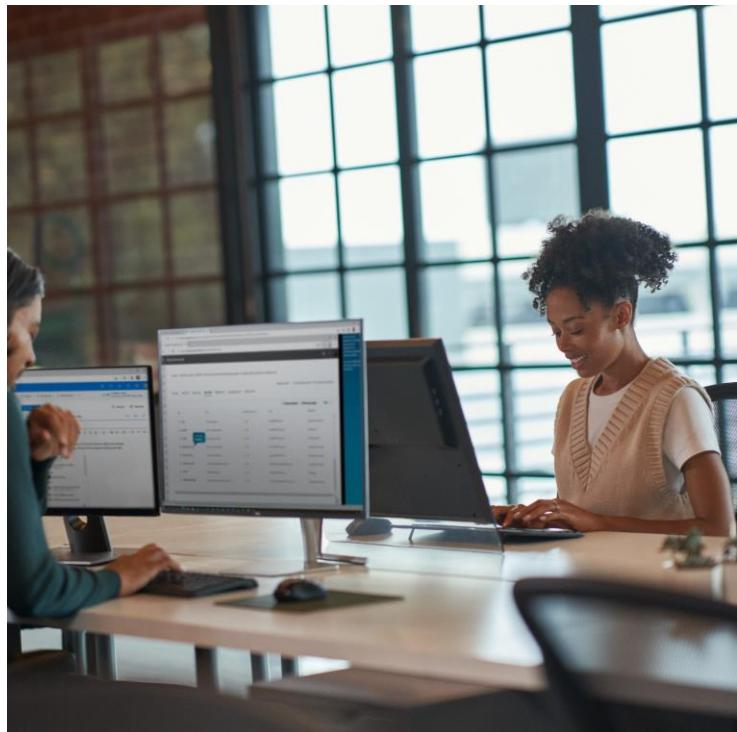


# Summary

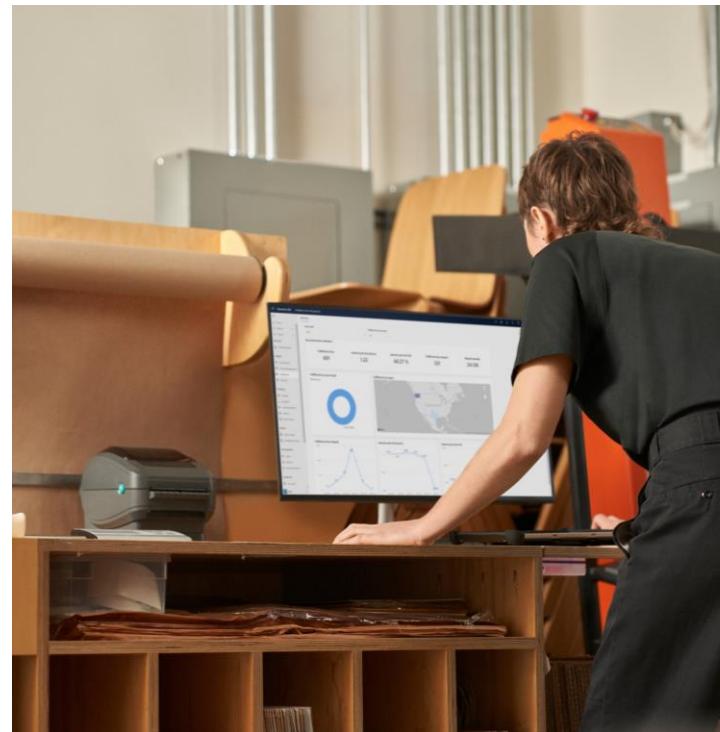
- Generally available as a minor update in 2023 wave 2
- In all countries, 8 languages
- May require one-time opt-in from Copilot admin page
- Upgraders enable from Feature Management
- Do provide feedback!



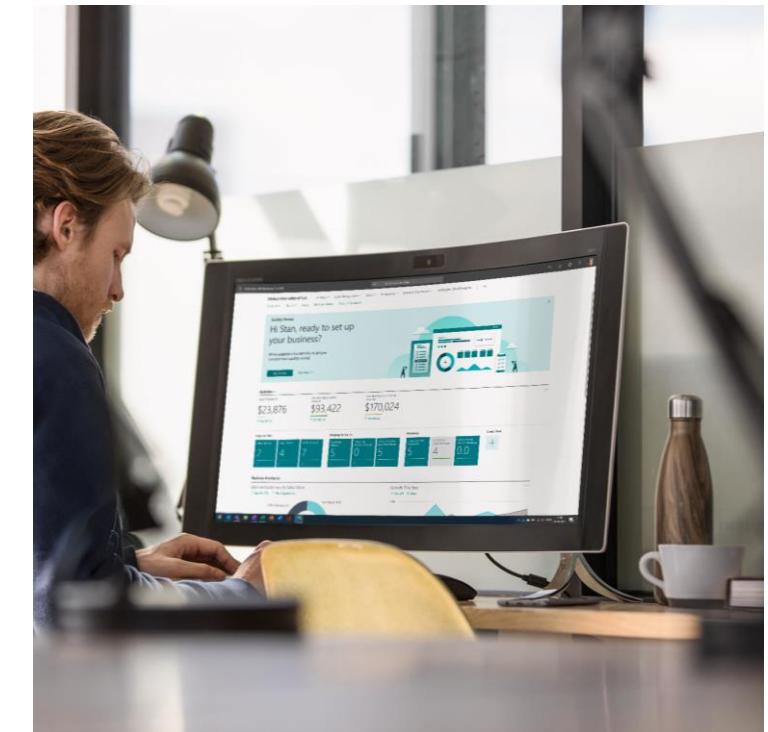
# Watch other relevant launch event sessions



Designing and developing  
generative AI experiences for  
your extensions



Introducing: Bank account  
reconciliation assistance with  
Copilot



Marketing Text Suggestions  
earlier in 2023 Release Wave 1  
[aka.ms/bcEvents](http://aka.ms/bcEvents)

# General Business Central resources, learn more!

Join the  
conversation

[twitter.com/  
MSDyn365BC](https://twitter.com/MSDyn365BC)



Have a  
question?

[aka.ms/BCYammer](https://aka.ms/BCYammer)

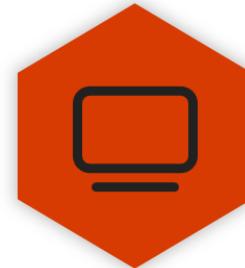


Looking for  
resources?

[aka.ms/BCAll](https://aka.ms/BCAll)

Submit  
your ideas

[aka.ms/BCIdeas](https://aka.ms/BCIdeas)



Join the office  
hours

[aka.ms/BCOfficeHours](https://aka.ms/BCOfficeHours)

## Copilot and AI discussion

<https://go.microsoft.com/fwlink/?linkid=2229283>

Thank you