



Microsoft Business Application Summit

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Case studies in Microsoft Azure AI

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Uber boosts platform security with the Face API, part of Microsoft Cognitive Services

UBER


"[Using Face API] saved us months of development work in building face detection capability into our platform. We were able to implement our vision at warp speed, thanks to our partnership with Microsoft Cognitive Services. That left us more time to spend optimizing the user experience.

Thousands of partners sign in to our platform every hour. The response time from the Face API is incredible, enabling us to verify our drivers without slowing them down."

Dima Kovalev: Product Manager, [Uber](#)

"What impressed us most about this technology was its ability to compare photos in varying pose, focus, and lighting conditions, which is critical for uncontrolled conditions like drivers taking selfies at night in their cars. It can make accurate matches in a wide range of conditions."

Shimul Sachdeva: Senior Software Engineer, [Uber](#)



Diagnostic services provider uses
Azure Machine Learning with
NVIDIA GPUs to help end
preventable blindness



“We went from zero to 300,000 patients examined in under five years—there is no way we could have done that without Azure.”

Jonathan Stevenson: Chief Strategy and Information Officer
IRIS

Businesses predict weather
impact using cloud-based
machine learning



"With Azure, we have access to sophisticated data science services in a real-time, on-demand basis, which helps us innovate faster."

Chris Patti: Chief Technology Officer
AccuWeather

Mercedes-Benz

Mercedes-Benz Improves
Customer Service in the Trucks
Division with Artificial
Intelligence



Mercedes-Benz

With AI insights, we will know which product segment to sell, to whom and when, in a new strategy to remain on the leadership in the national market of utility vehicles.

Ari Carvalho: Director of Sales and Marketing, Truck Division
Mercedes-Benz

Developer provides communication tool for nonverbal children on the Autism Spectrum through mobile app enhanced with artificial intelligence



One great advantage of the Cognitive Services REST APIs, such as LUIS, is that they are learning all the time, so the app just keeps getting better and better.

We develop in Xamarin so that we can deploy the app on multiple platforms, and we found it easy to use the Microsoft tools in that environment.

Anthony Allebée: Chief Technology Officer
Equadex

We can't imagine working without our Microsoft colleagues. We've worked with them in the past, we're working with them now, and we'll work with them in the future.

Franck Depaillat: Program Director
Equadex



Saving snow leopards with deep learning and computer vision on Spark



"Working with Azure Machine Learning meant that we could start exploring our entire dataset, instead of just what would fit in a single machine. This really opened up the possibilities for processing our enormous backlog of unclassified images using the classification algorithm.

With Azure Machine Learning, we can automate the image classification process to feed our scientific models. The data preparation tool helps us combine years of data into an organized and complete source. This frees up our scientists to spend more time on snow leopard conservation.

After developing the algorithm, Microsoft provided us with a custom web service that specialized in classification of snow leopards. Now we have a way to identify snow leopards without having to set up special programs for manual categorization. We just send our raw images to the web service.

Having the Azure Machine Learning workbench accelerated development.... [The Microsoft] team was able to integrate [our suggested ideas] into the final model rapidly using the data preparation tool and the massive scalability of MMLSpark. This made a big difference in the accuracy of the model."

Rhetick Sengupta: Board President
Snow Leopard Trust



Electronics retailer uses interactive artificial intelligence bot to boost customer engagement



“The biggest thing Cami will do is to help strengthen our relationship with customers. We’ll also improve our in-store operations by supporting our store colleagues to do their jobs more efficiently.

We determined that artificial intelligence could be the key to offering our customers the differentiated and personalized service and cohesive customer journey we are aiming for.

With Power BI and Application Insights, we’ll be able to see if customers are asking the same questions again and again, and that will help us improve our communications and messaging.”

Antonia Colin-Jones: Strategic Partnership Program Manager
Dixons Carphone

Thank You

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