An Overview of the Azure Cognitive Services

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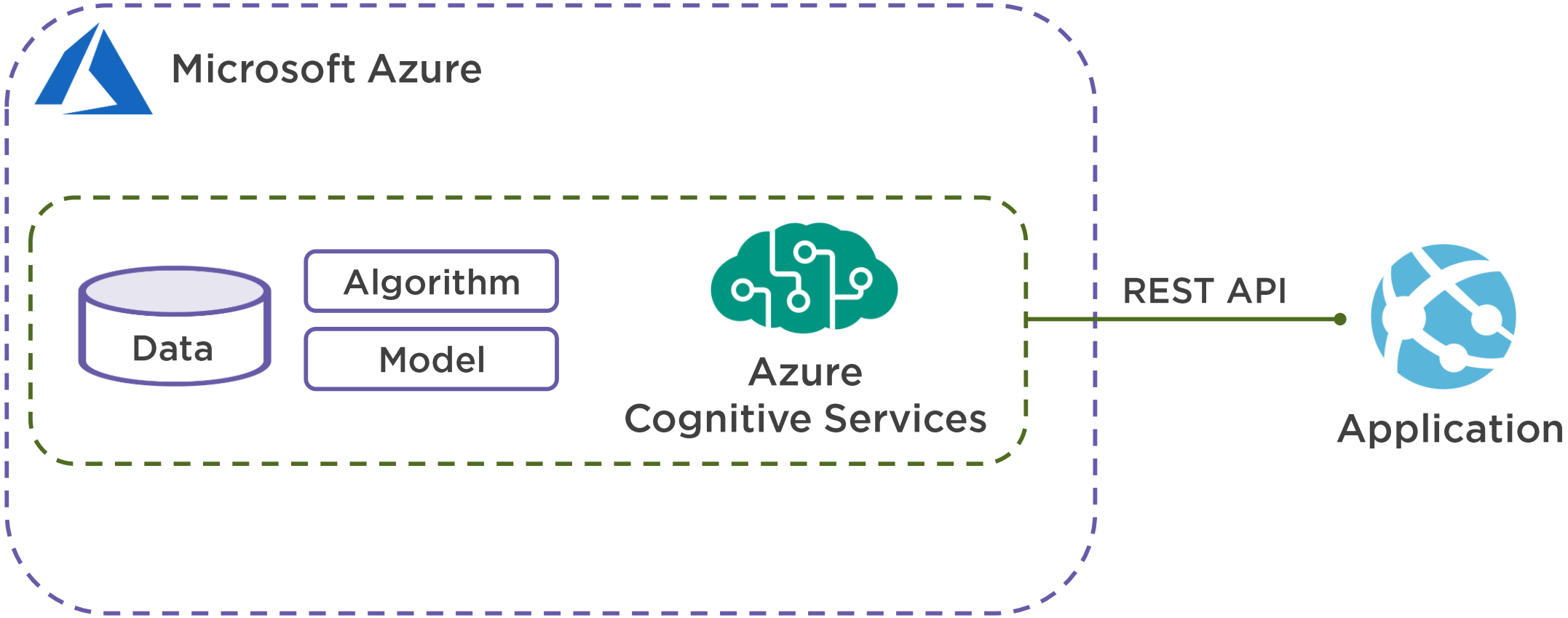
Introduction

Azure Cognitive Services

- Landscape
- Catalogue
- SLA
- Pricing
- Scaling

The Cognitive Services Landscape

Cognitive Services Make Things Easy



The Cognitive Services Landscape

Microsoft Azure
Cognitive Services

Computer Vision API
Translator Speech API
Text Analytics API
....

March 2016

IBM Watson

Visual Recognition API
Speech to Text API
Personality Insights API
....

September 2015

Google Cloud Platform

Video Intelligence API
Vision API
Translation API
....

March 2016

Amazon Web Services

Amazon Comprehend
Amazon Lex
Amazon Polly
....

November 2016

Cognitive Services Catalogue

Cognitive Services Catalogue

Vision	Speech	Language	Knowledge	Search
Custom Vision	Custom Speech	Language Understanding	Custom Decision	Custom Search
• Computer Vision • Content Moderator • Face • Emotion • Video Indexer	• Translator Speech • Bing Speech • Speaker Recognition	• Bing Spell Check • Web Language Model • Text Analytics • Translator Text • Linguistic Analysis	• Recommendations • Knowledge Exploration • Entity Linking Intelligence • Academic Knowledge • QnA Maker	• Autosuggest • News Search • Web Search • Entity Search • Image Search • Video Search

Cognitive Services Labs

- Project Prague
- Project Wollongong
- Project Abu Dhabi
- Project Nanjing
- Project Johannesburg
- Project Cuzco

Emotion API Example

Request

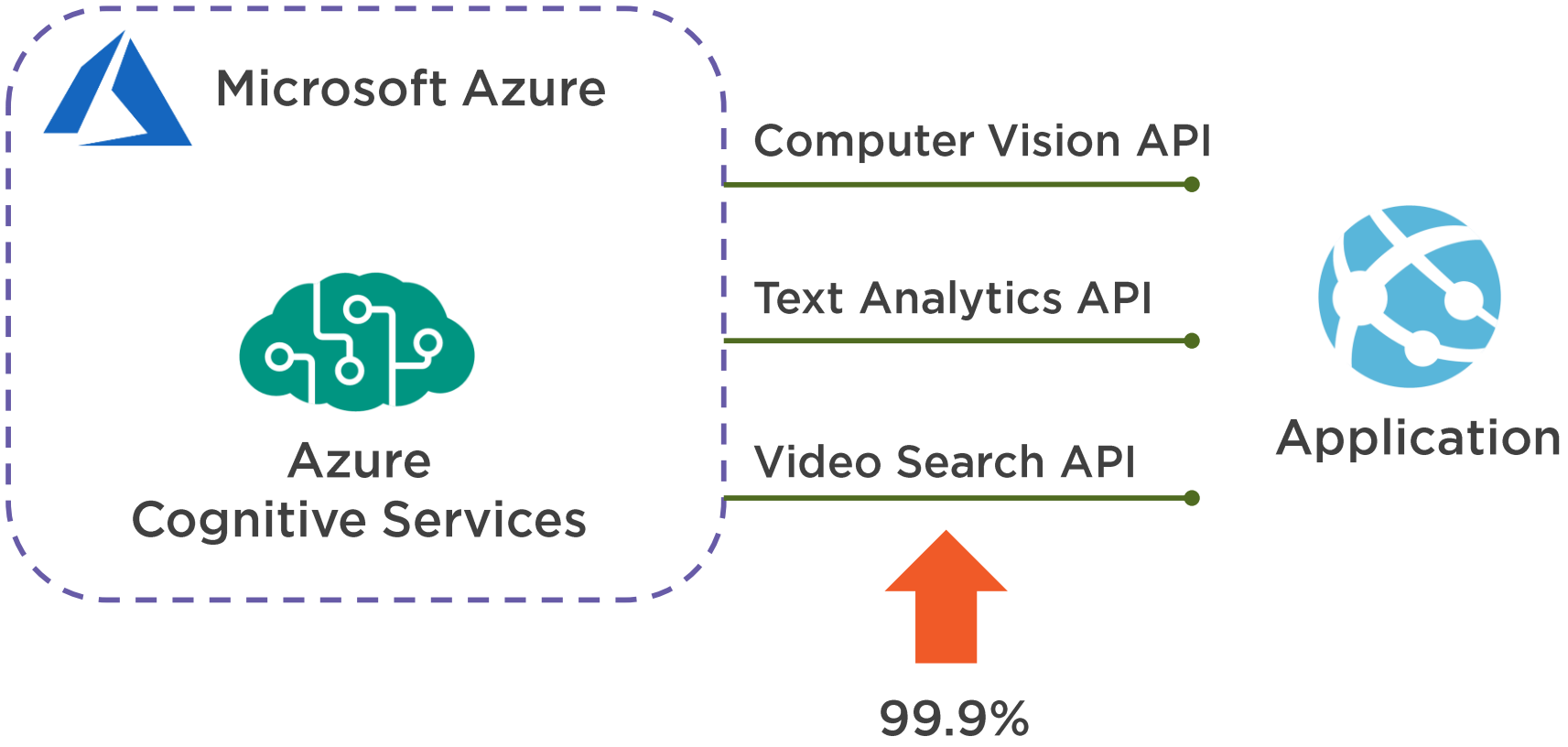
{ "url": "http://example.com/picture.jpg" }

Response


```
[ {
  "faceRectangle": {
    "left": 68,
    "top": 97,
    "width": 64,
    "height": 97
  },
  "scores": {
    "anger": 0.00300731952,
    "contempt": 5.14648448E-08,
    "disgust": 9.180124E-06,
    "fear": 0.0001912825,
    "happiness": 0.9875571,
    "neutral": 0.0009861537,
    "sadness": 1.889955E-05,
    "surprise": 0.008229999
  }
] }
```

Cognitive Services SLA, Pricing, and Scaling

Cognitive Services SLA



Cognitive Services Pricing

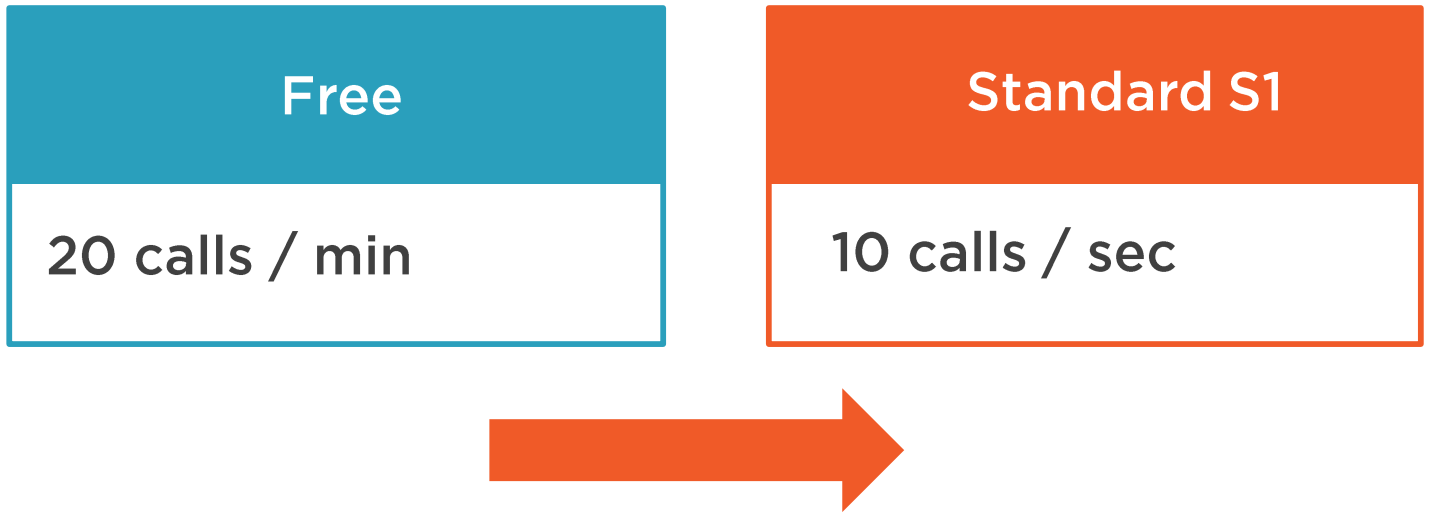
Free	Standard Per amount of calls	Standard Per month
20 calls / min 5K calls / month	10 calls / sec €0.085 / 1,000 calls	100K calls / month €0.50 / 1K Overage Calls

Cognitive Services Pricing

Free	Standard Per amount of calls	Standard per month
20 calls / min 5K calls / month	10 c / e €0.0 5 / 1,00 calls	100K calls / month €0.50 / 1K Overage Calls

EXAMPLE

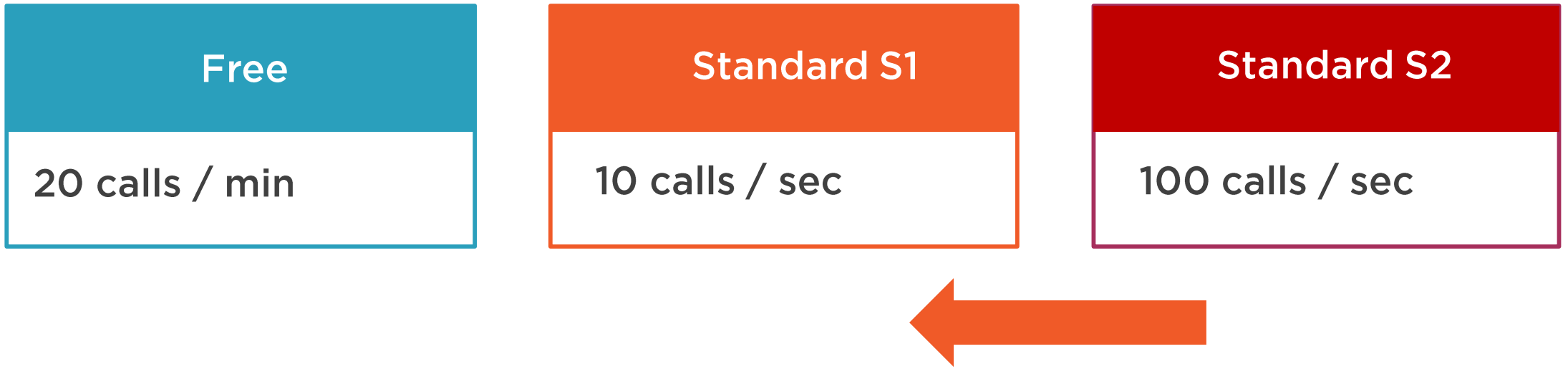
Cognitive Services Scaling



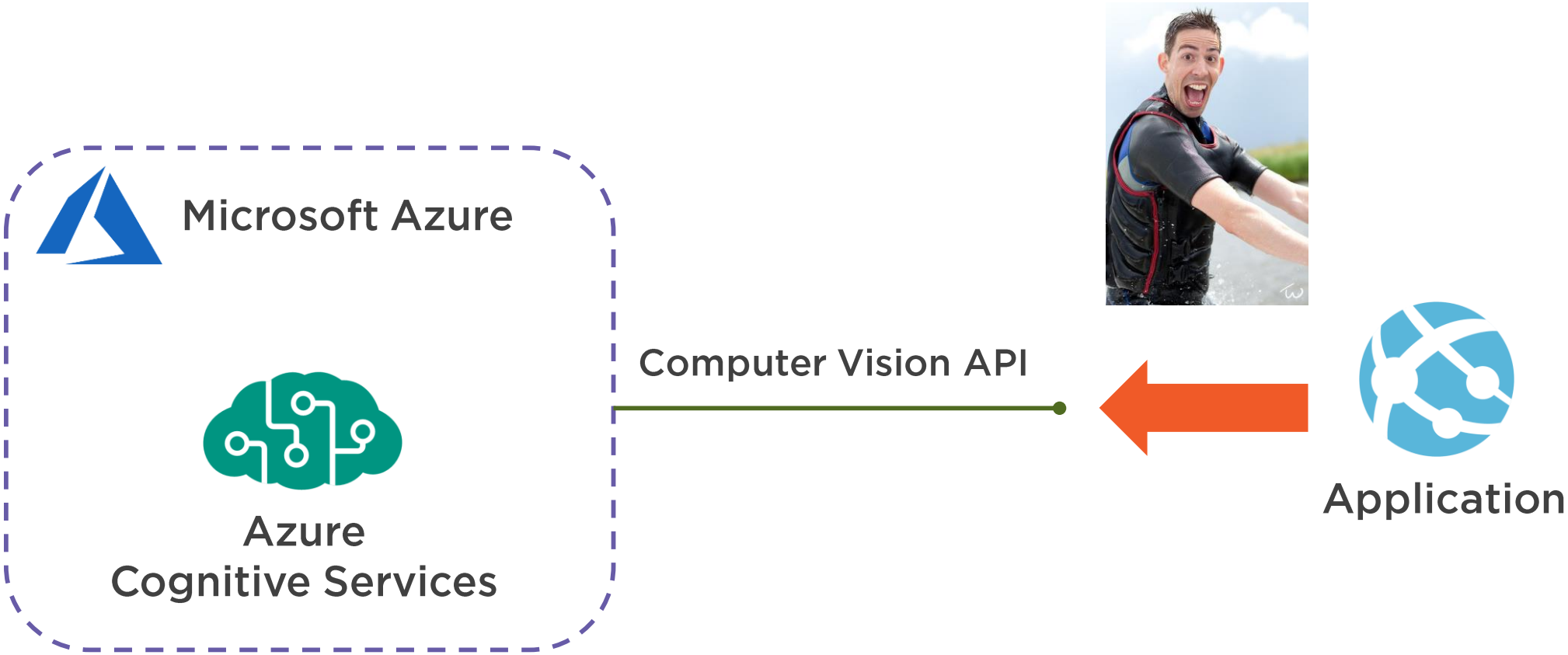
Cognitive Services Scaling

Free	Standard S1	Standard S2
20 calls / min	10 calls / sec	100 calls / sec

Cognitive Services Scaling



Data in Cognitive Services



Data in Cognitive Services

☐ * I confirm I have read and understood the notice below.

Microsoft will use data you send to the Cognitive Services to improve Microsoft products and services. Where you send personal data to the Cognitive Services, you are responsible for obtaining sufficient consent from the data subjects. The General Privacy and Security Terms in the Online Services Terms do not apply to the Cognitive Services. Please refer to the Microsoft Cognitive Services section in the Online Services Terms for details. Microsoft offers policy controls that may be used to disable new Cognitive Services deployments.

Things to Remember

Many vendors that offer Cognitive Services

- Field is relatively new

20+ Azure Cognitive Services

- Predefined data and model
- Custom data and model
- Predefined algorithm

SLA of 99.9%

Different pricing for each API

Manually scale between pricing tiers