



# TLV Cloud Workshops

Boost Yourself Up To The Cloud

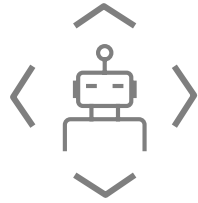


# Azure Bot Framework & Cognitive Services

## Hilton TLV 2018

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Cloud Solution Architect

# Agenda



Understanding  
Bot Framework



What are Azure  
Cognitive Services?

Putting it together





AI is about amplifying *human ingenuity*  
with *intelligent technology*



## Reasoning

Learn and form  
conclusions with imperfect  
data



## Understanding

Interpret meaning of data  
including text, voice, images



## Interacting

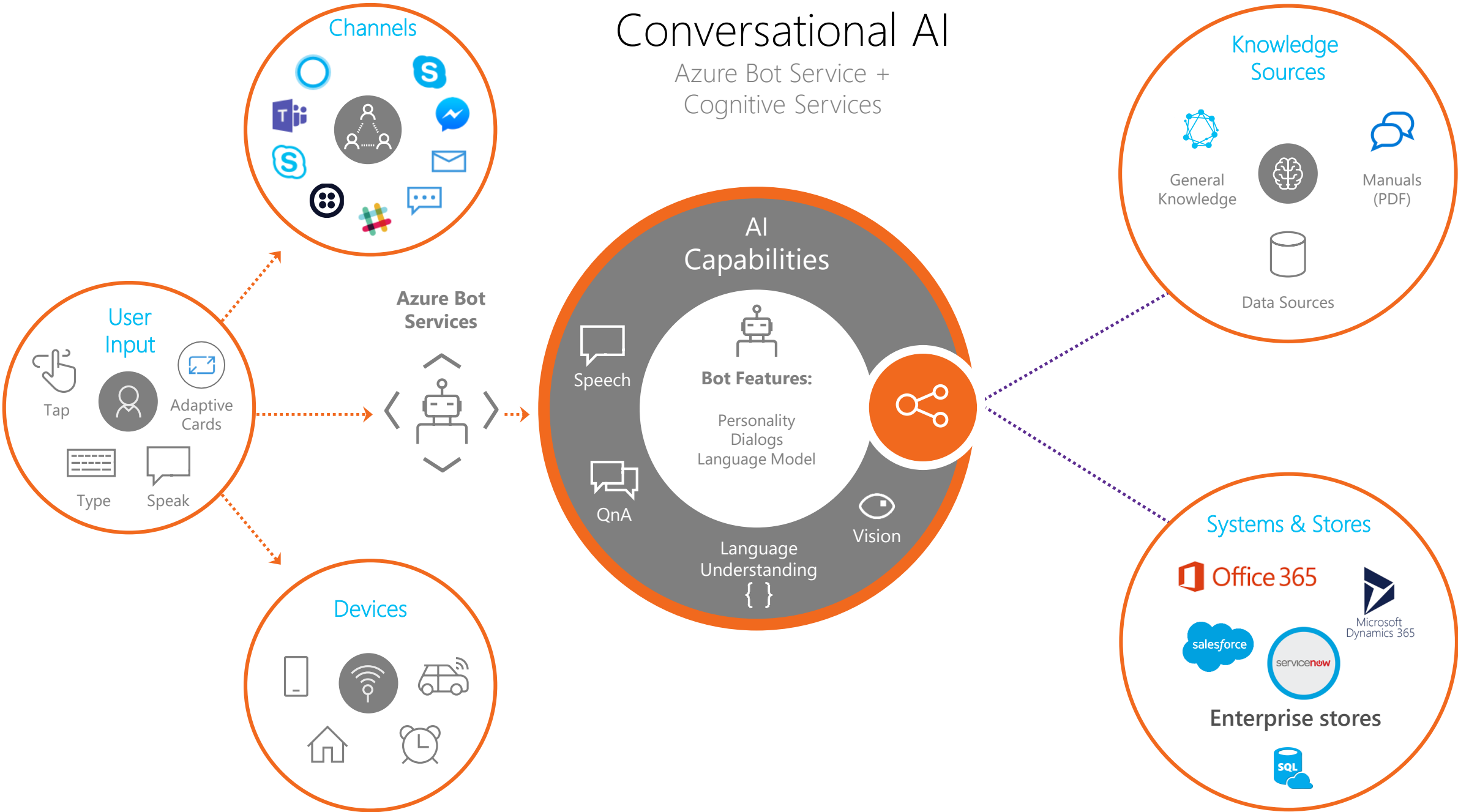
Interact with people  
in natural ways

# What is Conversational AI?



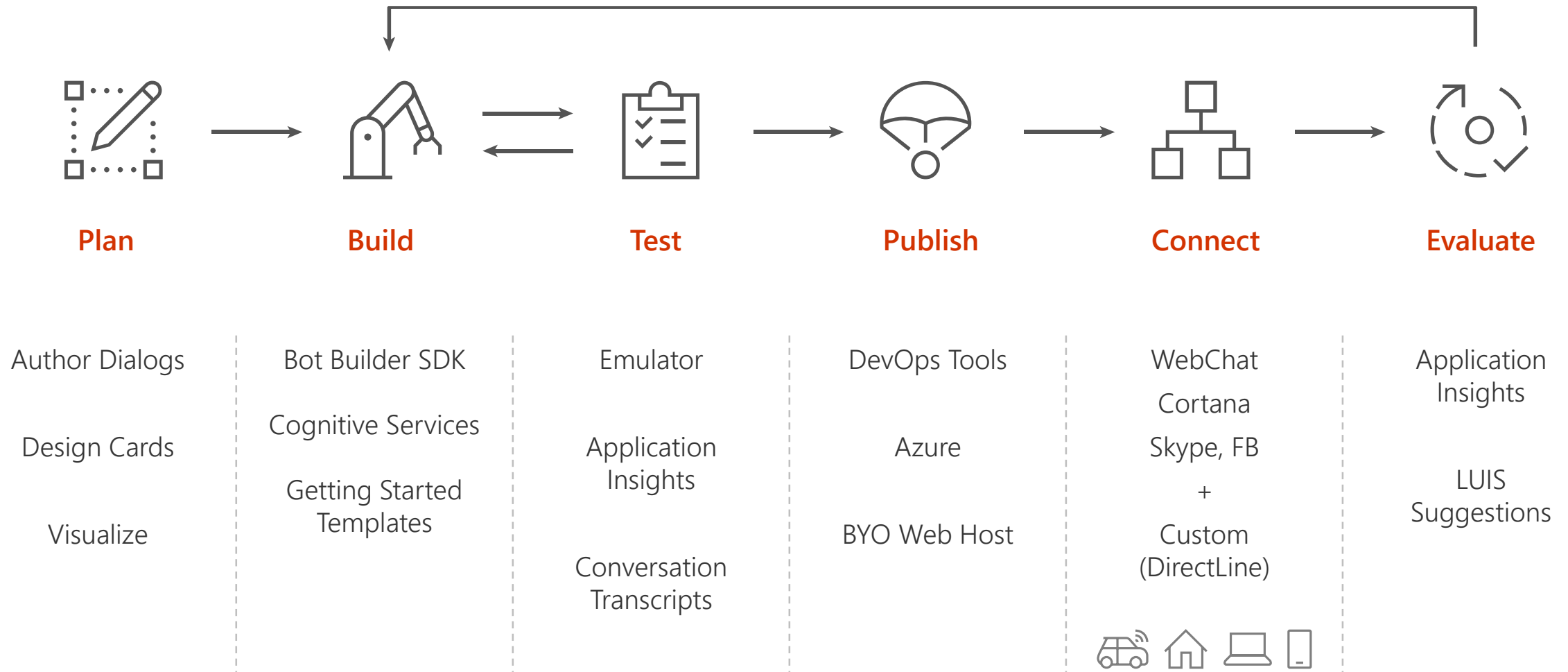
# Conversational AI

Azure Bot Service +  
Cognitive Services



# The Lifecycle of your Project

Comprehensive framework for the lifecycle of your project



# Demo – Bot Framework





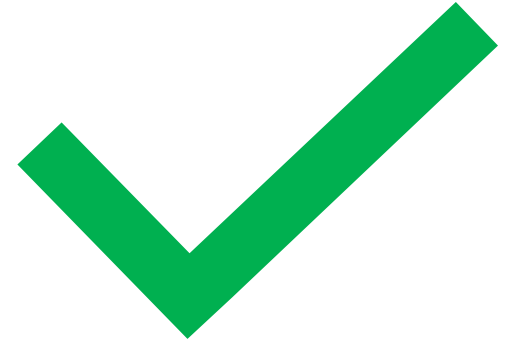
# Use case, use case, use case – Do's

Realistic and impactful for the first bot

Ideally, a task that every user needs everyday

Real KPIs against them with real timelines for ROI

It has to be simpler, easier & faster with the bot than any other option



# Use case, use case, use case – Don'ts

Throwing a bot at any problem won't solve it successfully

Is Conversation the right approach for the use case?

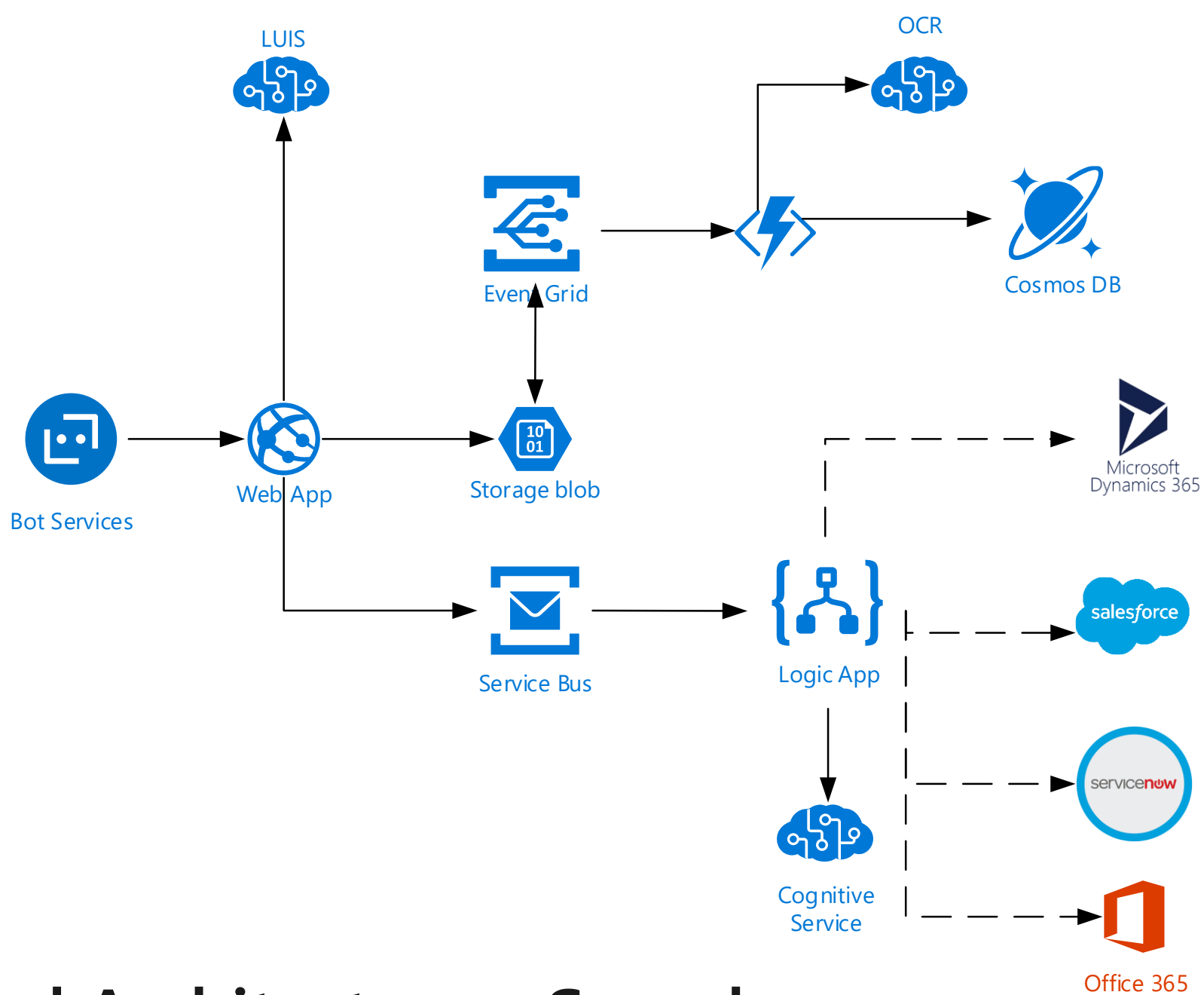
Solve a real problem, don't implement a bot for the sake of having one



# Conversation design

- Conversational UI is a very different compared to Graphical UI
- Get real users in the room to help design the conversation
- Role-play it out
- Have fun, but don't pretend to be human
- Provide a guided user experience





# High Level Architecture – Sample

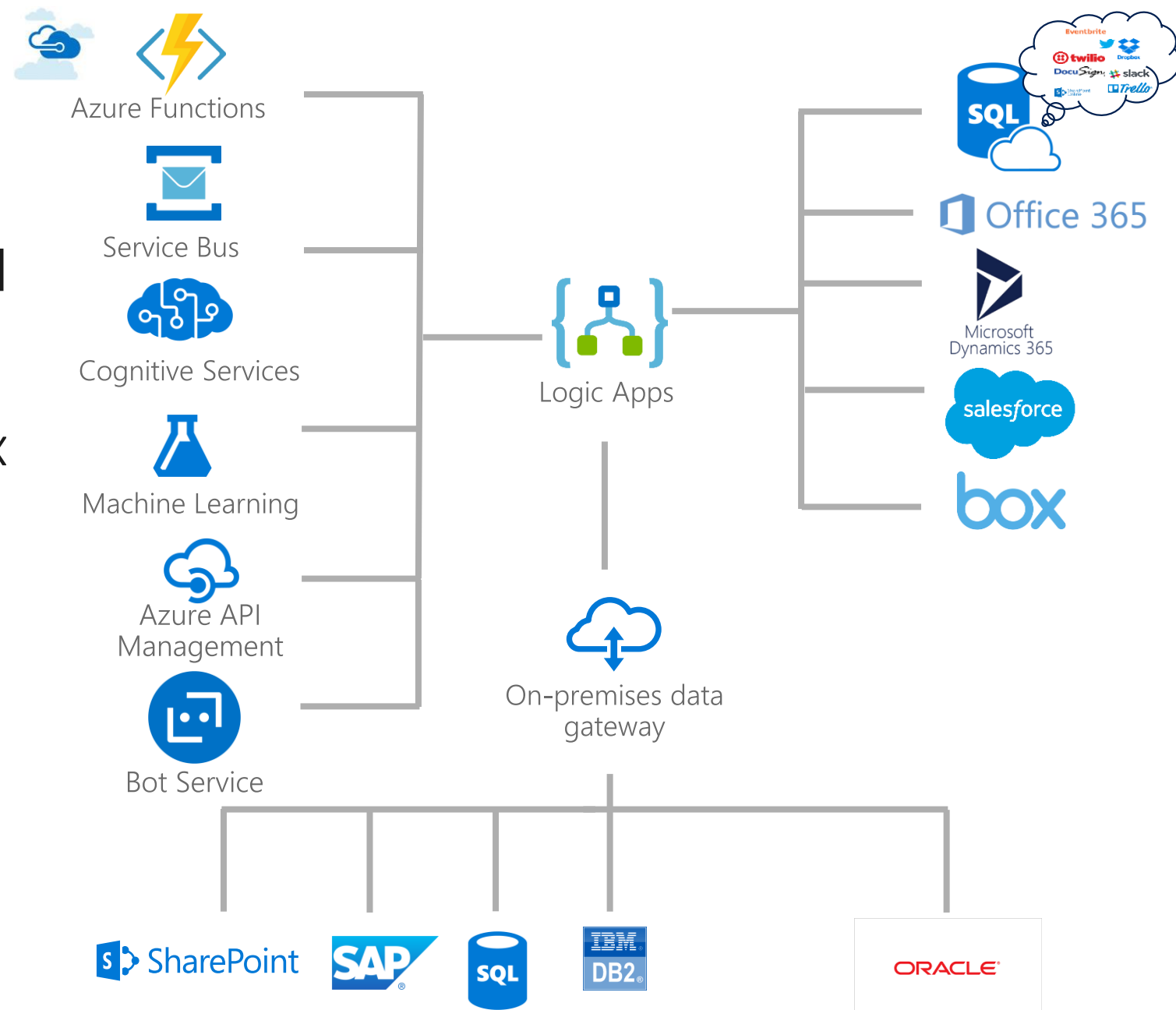
# Demo – Prebuilt insurance Bot





# Logic Apps

- Connect on-premises, hybrid and cloud applications
- Run mission-critical, complex integration scenarios with ease
- Build “Smart” Integrations leveraging Machine Learning/Cognitive Services



# Demo – Logic App



# Why Azure Cognitive Services?

## Easy

Roll your own with REST APIs

Simple to add: just a few lines of code required



## Flexible

Integrate into the language and platform of your choice

Breadth of offerings helps you find the right service for your app

Bring your own data for your custom experience



## Tested

Built by experts in their field from Microsoft Research, Bing, and Azure Machine Learning

Quality documentation, sample code, and community support



# Azure Cognitive Services

*Applying AI to your business*

## Perception

### Vision



#### Computer Vision

Face/Emotion Recognition

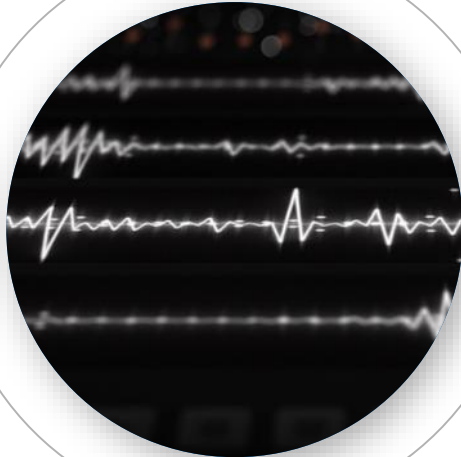
OCR/Handwriting

Custom Vision

Video Indexer

Content Moderator

### Speech



Text-to-Speech

Speech-to-Text

Translator

Custom Speech

## Comprehension

### Language



Language Understanding

PII Detection

Text Translator

Text Analytics

QnA Maker

### Knowledge



Bing Custom Search

Bing Visual Search

# Demo – Vision





# Azure Cognitive Services

*Applying AI to your business*

## Perception

### Vision



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# Demo – LUIS



# Azure Cognitive Services

*Applying AI to your business*

Perception

Comprehension

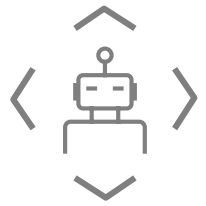
Language Understanding  
PII Detection  
Text Translator  
Text Analytics  
QnA Maker

Language

A字



# Key Takeaways



Bots are easy to create, deploy and maintain  
Bots are part of the AI ecosystem



Cognitive services are handy, flexible, tested and customizable

# Give it a try

- <https://azure.microsoft.com/en-us/services/cognitive-services/text-analytics/>
- <https://azure.microsoft.com/en-us/services/cognitive-services/computer-vision/>
- <https://customvision.ai>
- <https://www.luis.ai/>
- <https://docs.microsoft.com/en-us/adaptive-cards/>
- [https://github.com/Microsoft/BotBuilder-Samples/tree/master/samples/csharp\\_dotnetcore](https://github.com/Microsoft/BotBuilder-Samples/tree/master/samples/csharp_dotnetcore)



