



OpenAI + Microsoft

Powering your products with ChatGPT and your own data



Introduction



Colin Jarvis

OpenAI - Solutions, EMEA



Agenda

- Problem statement
- Lay the foundations
- Make it a product
- Build your moat
- Consolidation



Problem statement

We want conversational AI, but ChatGPT doesn't know our domain and data

Solution

We are going to build a market-ready product using ChatGPT and our own data

Objective

You'll leave here with a reusable template to make your own products, that you can build and deploy tomorrow

Killer Apps
& Compelling
UX

**Your
Product**

Application

Your Proprietary
Corpus
of Data

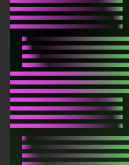
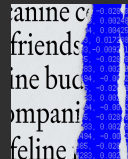
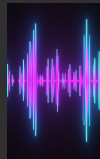
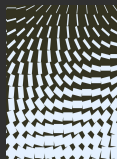
**Your
Proprietary
Data**

Embeddings

Fine-tuning

The
 **OpenAI**
API

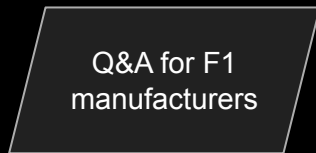
**Our
Models**



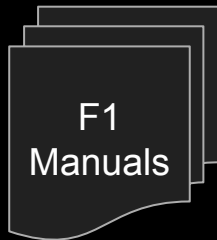


Lay the foundations

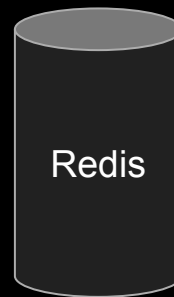
Create product vision



Source your data

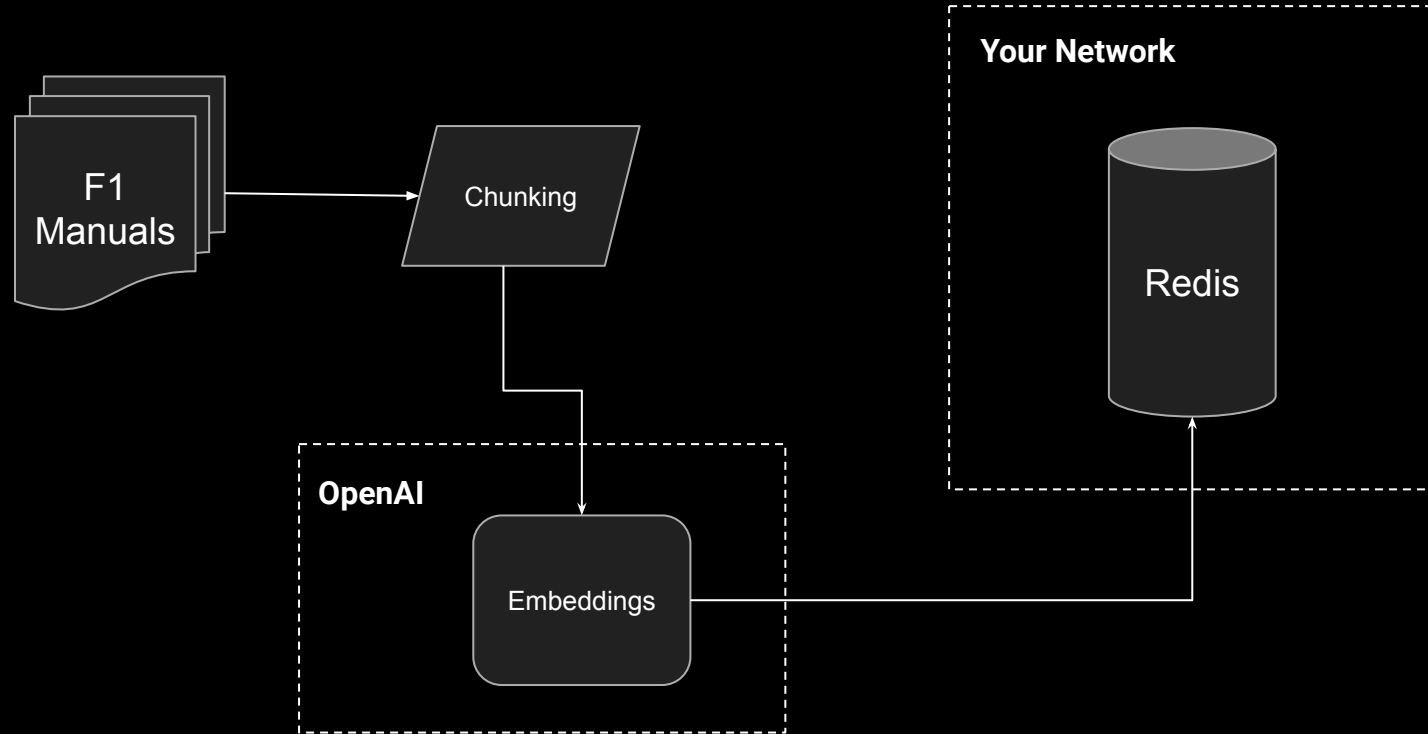


Choose storage solution





Lay the foundations





Lay the foundations

Demo

*Lay the
foundations*

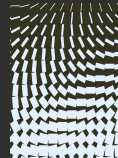
Your Proprietary
Corpuses
of Data

Your
Proprietary
Data

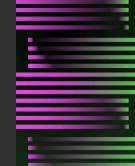
Embeddings

The
 **OpenAI**
API

Our
Models

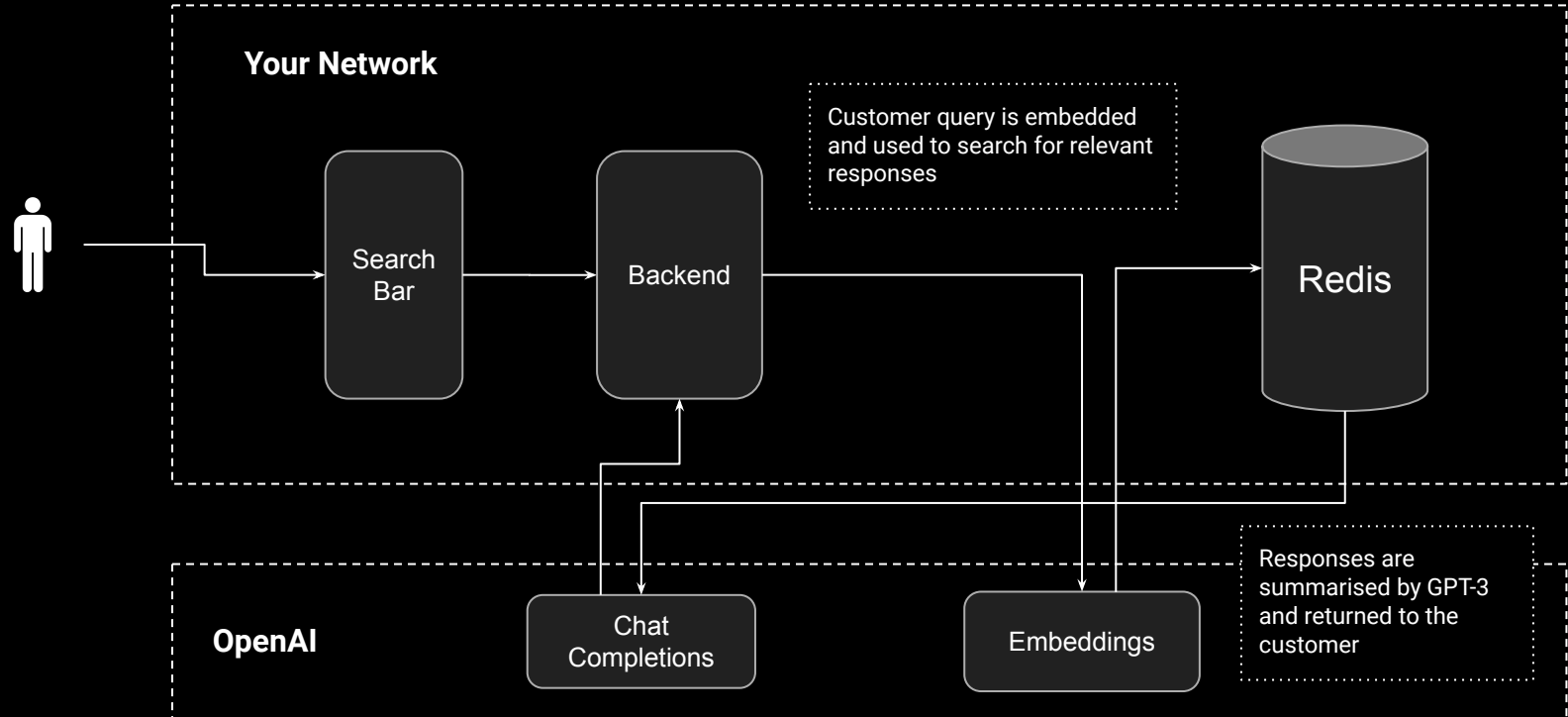


anne c
friends
ne buc
compani
feline a





Make it a product





Make it a product

Demo

Killer Apps
& Compelling
UX

**Your
Product**

Application

*Make it a
product*

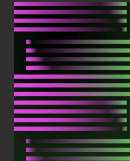
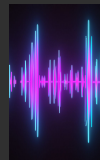
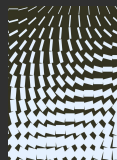
Your Proprietary
Corpus
of Data

**Your
Proprietary
Data**

Embeddings

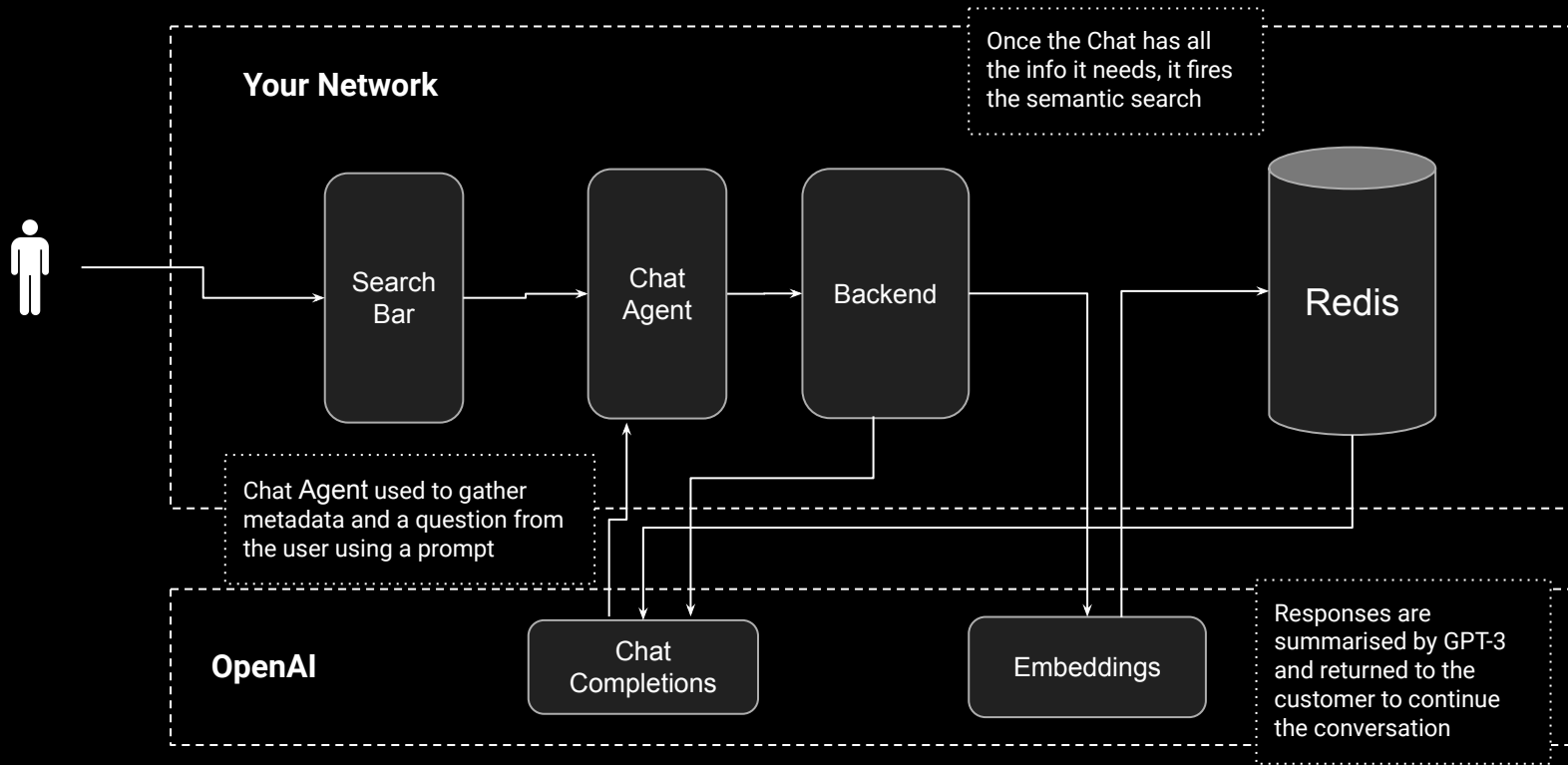
The
 **OpenAI
API**

**Our
Models**





Build your moat



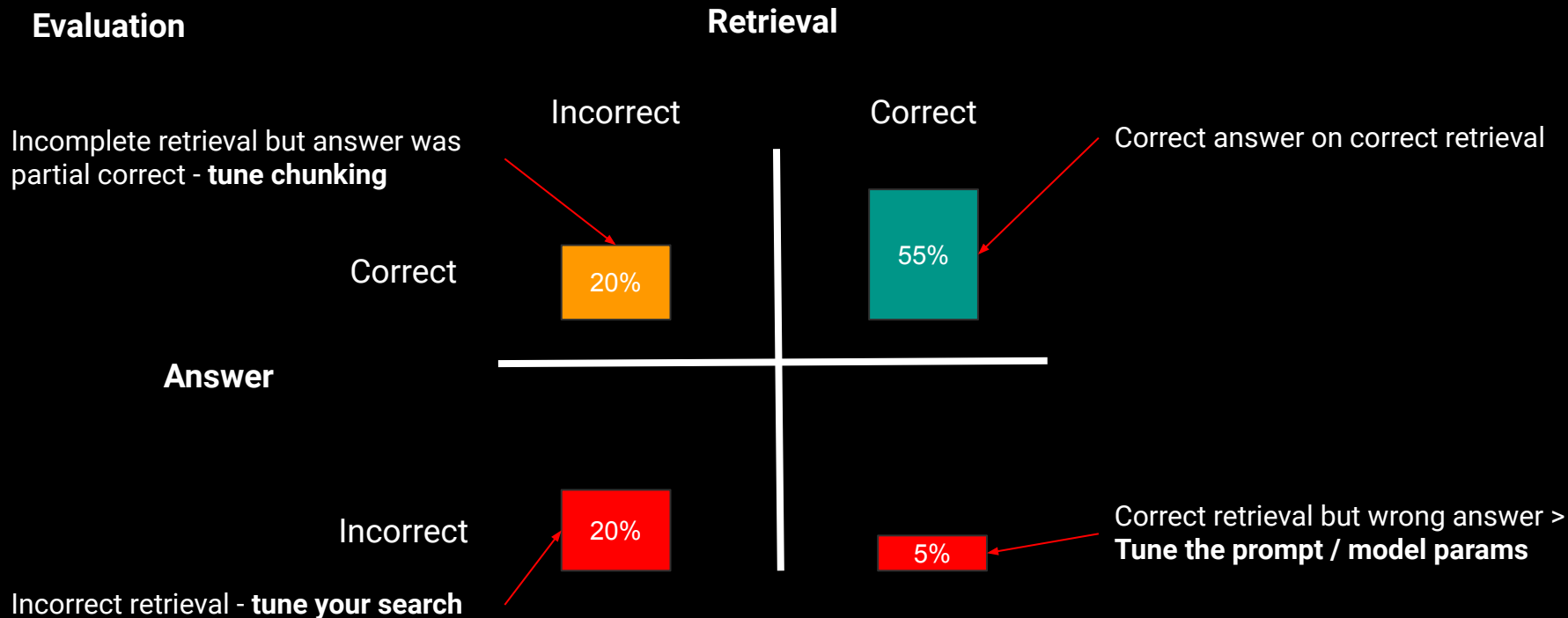


Build your moat

Demo

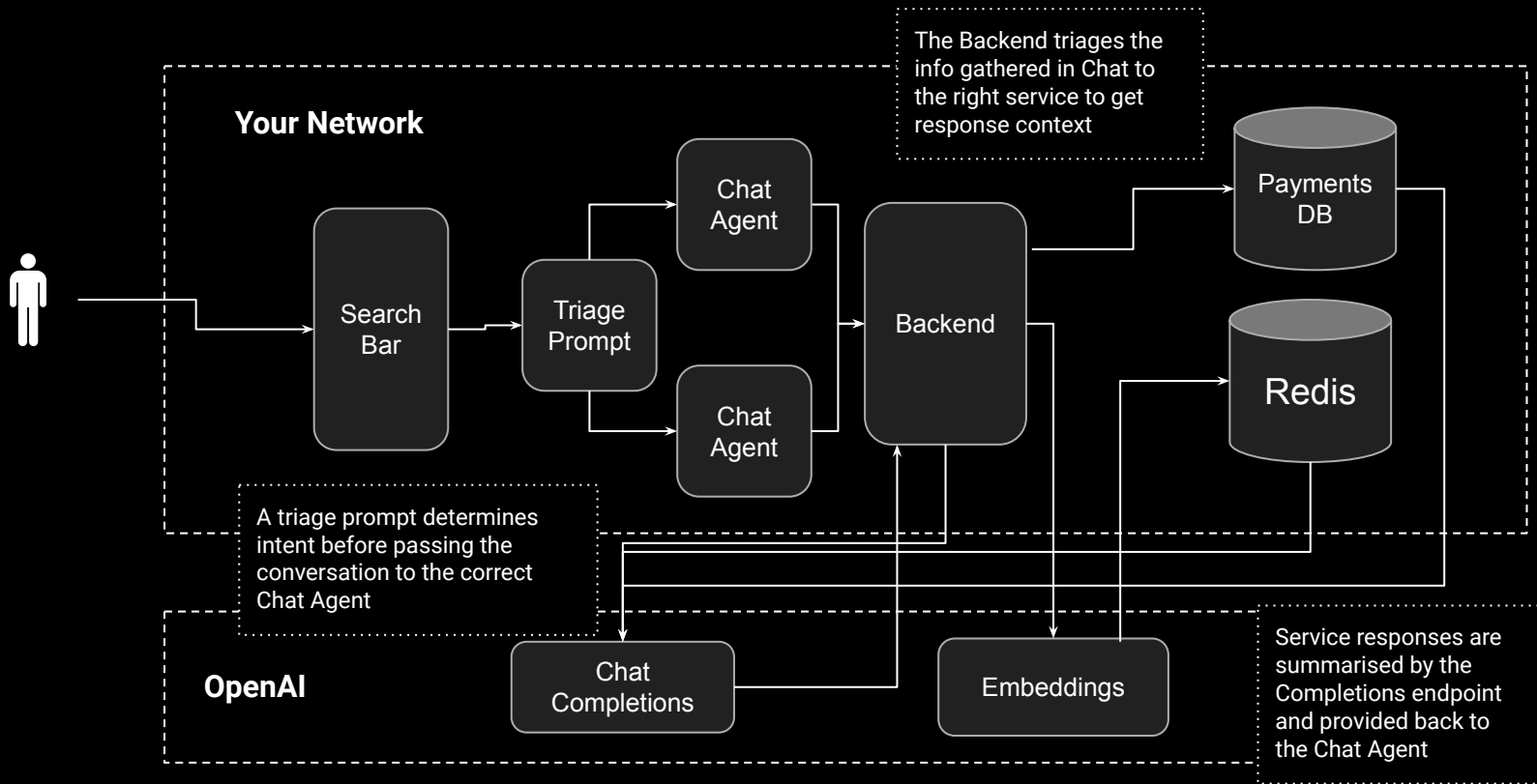


Build your moat





Build your moat



Killer Apps
& Compelling
UX

**Your
Product**

Application

Your Moat!

Your Proprietary
Corpus
of Data

**Your
Proprietary
Data**

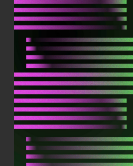
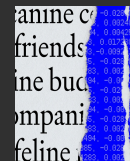
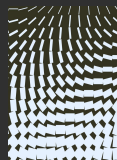
Embeddings

The Middle Layer

Fine-tuning

The
 **OpenAI
API**

**Our
Models**





Consolidation

Learning objectives

- We laid the foundations by embedding our knowledge base
- We created a product on top of it to serve our customers
- We scaled our product to more journeys, validating each with repeated evals

You now have everything you need to start

