



Real-world applications of AI-enabled business workflows

Together, EY and Microsoft provided transformations using innovative AI-focused solutions to realize exponential results to our clients.



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Who is with you today?



Danish Naglekar

Senior Manager

Ernst & Young LLP

Microsoft MVP (Business Applications)



@DanzMaverick



/danish.naglekar

Danish Naglekar is a dynamic entrepreneur known for his significant contributions to both the corporate and tech communities. As a Senior Manager at Ernst & Young LLP, he has demonstrated exceptional leadership and strategic acumen, driving numerous high-impact projects that foster growth and innovation. He also co-founded Mentorance, a platform that revolutionize mentoring. He is passionate about helping organizations with leading technology and practices.



Katherine Tello

Power Platform Project Manager

Ernst & Young LLP



/katherine-tello

Katherine is a seasoned Manager Consultant within the Technology Consulting practice, where she brings a wealth of experience in Customer Relationship Management (CRM) projects. She is a Culture Champion at the EY Office in Chicago, playing a key role in helping create an inclusive and innovative work environment. Additionally, Katherine actively supports the EY Women in Technology initiative, promoting gender equality and leadership in the tech sector.



Slide 3

- A0 **See next slide for additional legal feedback**
Author, 2024-08-20T15:41:44.403
- A1 **[Mention was removed] can you make edits per slide 4?**
Author, 2024-08-27T15:36:35.457



Agenda

1

Brand Image Approvals with Power Platform and Azure Custom Vision AI

2

Marketing emails with Power Platform and AI Search

3

Project Helper with Power Platform





1

Brand image approvals with Power Platform and Azure Custom Vision AI



Brand image approvals with Power Platform and Azure Custom Vision AI



Danish
Content User



Katherine
Approver User

Challenges

The sales team of a company needs an efficient way to review and approve slide decks where thousands of brand images are used for event presentations throughout the year.

Objective

Brand image approval process is cumbersome, requires hundreds or thousands of communications and therefore could take weeks to review and approve.

Power Platform Impact

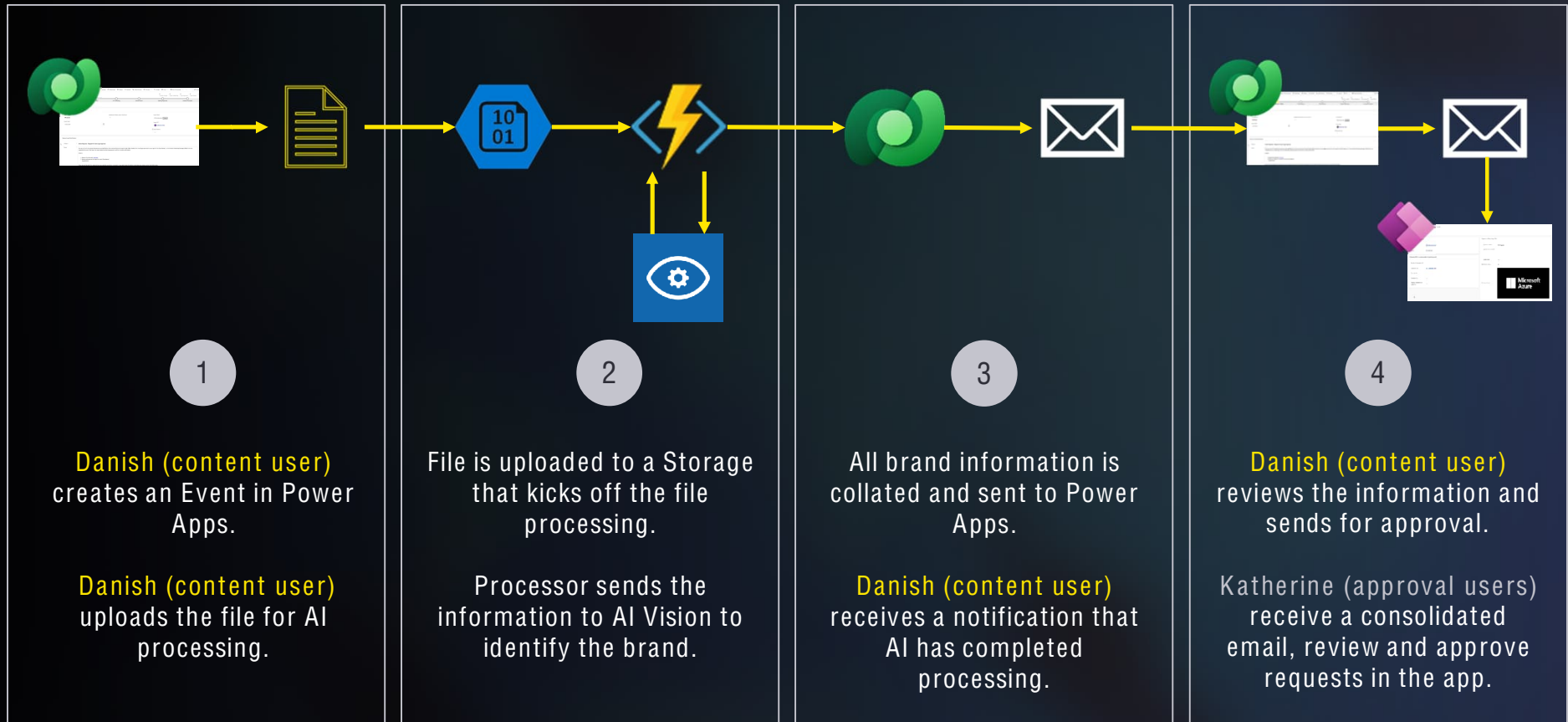
Implement a model-driven Power App using Azure AI Custom Vision that can recognize brand images, match companies to contact records in Dataverse, use Azure Functions to extract images from PPT, and create a workflow for approvals.

The screenshot shows a Power App form titled "PPC Event - Saved". At the top, there's a progress bar with steps: "Create Event (3 Min)", "AI Processing", "Review Event", "Waiting Approval", and "Process Complete". The "Waiting Approval" step is currently active. Below the progress bar, the form is divided into sections. The "Event Details" section includes fields for "Event Name" (PPC Event), "Event Date" (9/20/2024), and "Event Deck" (PPC Event Deck). The "Review Email Notification" section shows a subject line "Action Required - Request for Event Logo Approval" and a body with instructions for the approver. The "Event PIC" field is set to Katherine Tello.

The screenshot shows a Power App form titled "Approve: GTC 09 | Microsoft Azure". The form is divided into two main sections. The left section, "Company & Event Details", shows the company as "Microsoft Azure" and the event as "GTC 09". Below this, there's a list of "Following PICs have been asked to get approval" with entries for Product Marketing PIC, Inception PIC (Katherine Tello), Dev Rel PIC, Account PIC, and Partner Marketing or BBO PIC. The right section, "Approve or Deny Logo Use", shows the approval status as "In Progress" and the slide number as 7. At the bottom, there's a field for "Logo Image" which displays the Microsoft Azure logo.



Architectural diagram



DEMO

Page

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Real-world applications of AI-enabled business workflows





2

Marketing emails with Power Platform and Azure AI Search



Marketing emails with Power Platform and Azure AI Prompt & AI Search



Danish
Marketing User



Katherine
Sales User

Challenges

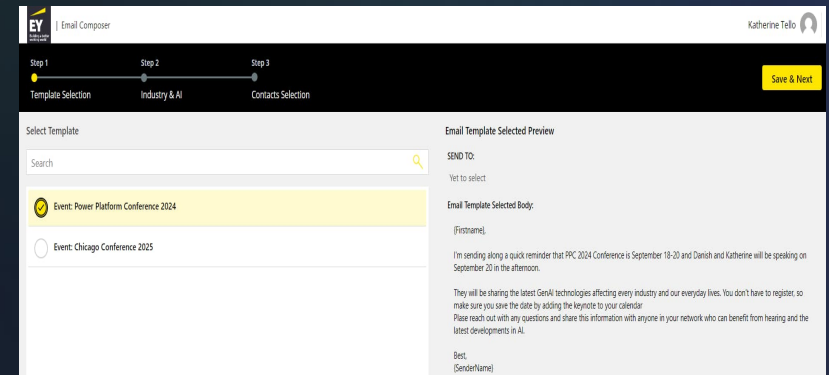
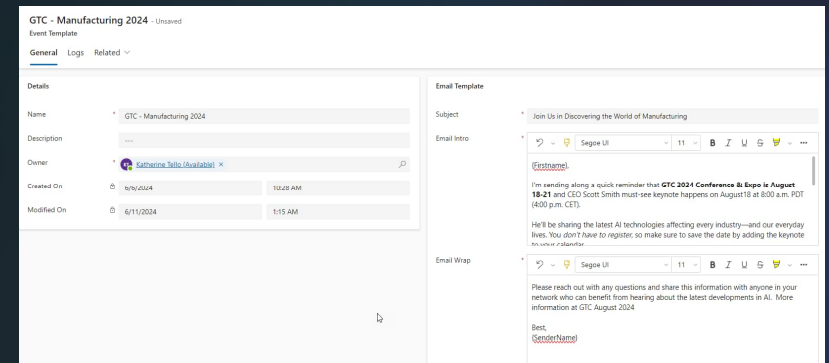
Sales team needs to send out creative targeted campaigns to potential conference attendees

Objective

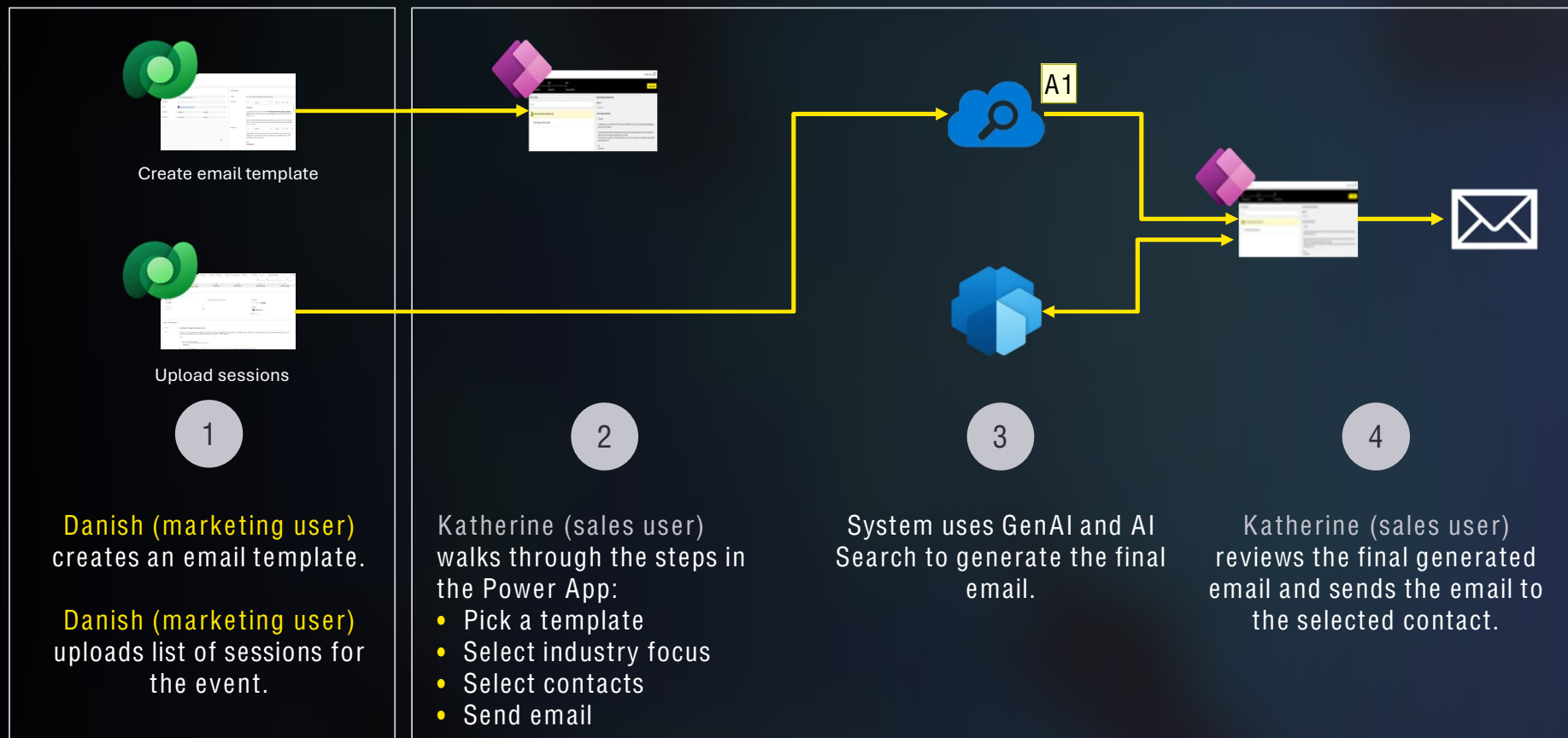
Marketing team manually creates emails for every single event

Power Platform Impact

Implement model-driven Power App to manage event and prompt, a canvas app to generate emails, use Cognitive Search AI to find created content and use Gen AI to create final email that is sent out



Architectural diagram



A0 [Mention was removed] are we using file storage? Or can we remove this icon and just show the power app icon for step 2?

Author, 2024-08-16T16:59:43.789

A0 0 **Resolved**

Author, 2024-08-16T17:02:39.891

A1 Should step 3 have the arrow go from the search icon to the Azure AI icon?

Author, 2024-08-16T17:00:40.883

A1 0 **Resolved**

Author, 2024-08-16T17:02:11.853

DEMO





3

Project Helper with Power Platform



Project Helper with Azure AI Prompt



Danish
Business Analyst



Katherine
Quality Assurance

Challenges

Business Analysts and Quality Assurance team members need an efficient way to create user stories and test Script for any project

Objective

No standardized user story format and missing test case scenarios

Power Platform Impact

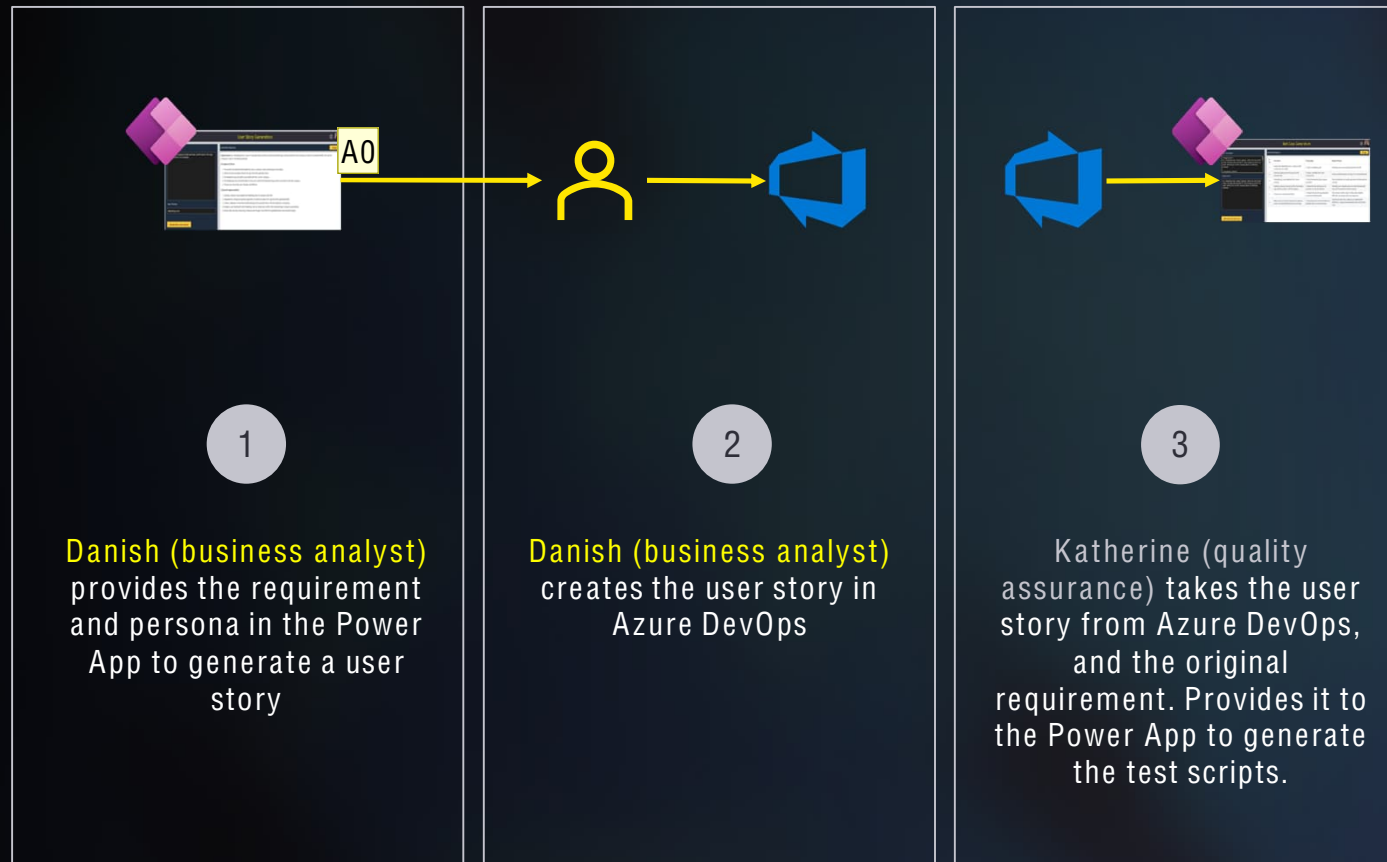
Implementing the GenAI Project Helper will give the BAs and QAs the ability to change language, customize output for user stories and generate test scripts using GenAI

The screenshot displays two screenshots of the GenAI Project Helper application. The top screenshot is titled "User Story Generation" and shows a "Requirement" section with a text area containing a user story. Below it is a "User Persona" section with a dropdown menu set to "Marketing User". A "Generate a user story" button is at the bottom. The "Generated Response" section on the right contains a requirement, acceptance criteria (5 points), and technical implementation (5 points). The bottom screenshot is titled "Test Case Generation" and shows a "Story Description" section with a text area containing a requirement. Below it is a "Requirement" section with a text area containing a requirement. A "Generate the test case" button is at the bottom. The "Generated Response" section on the right contains a table with 6 test cases.

Sr. No.	Description	Testing Steps	Expected Result
1	System allows Marketing User to upload a deck containing various slides	1. Log in as Marketing User	Marketing User can successfully upload a deck file
2	GenAI accurately extracts the logo from the uploaded deck	1. Upload a deck file with a clear company logo	GenAI successfully extracts the logo from the uploaded deck
3	Extracted logo is associated with the correct company	1. Check the extracted logo-company association	The extracted logo is correctly associated with the respective company
4	Marketing User can view and confirm the extracted logo and its association with the company	1. Review the extracted logo and its association on the user interface	Marketing User can easily view and confirm the extracted logo and its association with the company
5	Process is user-friendly and efficient	1. Navigate through the logo extraction process as a Marketing User	The process is intuitive, easy to follow, and completes efficiently, ensuring a positive user experience
6	Data security and privacy measures are in place to protect the uploaded decks and extracted logos	1. Verify the security measures in place for uploaded decks and extracted logos	Data security and privacy measures are implemented effectively to safeguard the uploaded decks and extracted logos



Architectural diagram



A0 It looks like these screenshots are from NVIDIA. Can we replace these on steps 1 and 3?
Author, 2024-08-16T17:02:14.751

A0 0 **Good catch :)**
Author, 2024-08-16T17:03:35.646

DEMO





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Katherine Tello

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Questions?



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2408-4589328
ED None

A0

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A0 Please replace the incorrect copyright with the below mentioned:

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Author, 2024-08-20T10:14:24.109

A1 Add correct global score number:EYG no. 007245-24Gbl

Author, 2024-08-26T16:27:19.586

A1 0 Where does this need to be added?

Author, 2024-08-27T15:24:10.862

A1 1 [Mention was removed] [Mention was removed] did you have a creative person working with you on this?

They can update. If not I will send to creative for a final pass

Author, 2024-08-27T15:37:17.646

A1 2 [Mention was removed] yes we did. Will they know where this needs to be added?

Author, 2024-08-27T15:48:09.018

A1 3 They will

Author, 2024-08-27T15:51:40.443