



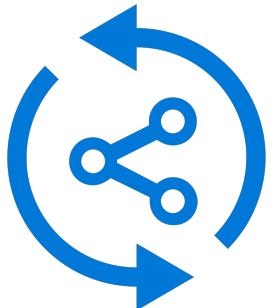
Anthony Ngo (antngo@microsoft.com)
App. Innovation Specialist
Global Black Belt



App Center: Setup

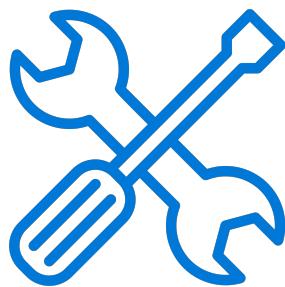
<https://appcenter.ms/>

App Center: Build



Build-on-push

With just a few steps automatically build apps with every commit, and generate packages to test and distribute



Work with existing tools

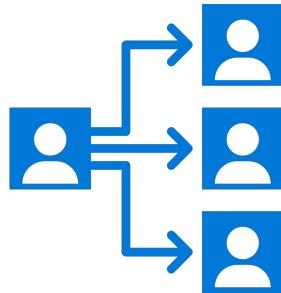
Connect existing repositories in GitHub, Bitbucket, and Visual Studio Team Services with just a few clicks



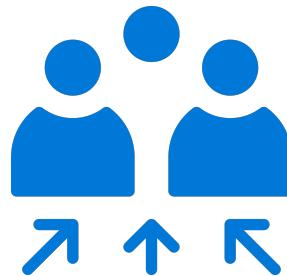
Build securely in the cloud

Each build is run on a separate, clean virtual machine hosted on our secure cloud servers

App Center: Distribute



Instantly distribute apps
Quickly get apps in the hands of
your beta testers on multiple
device platforms

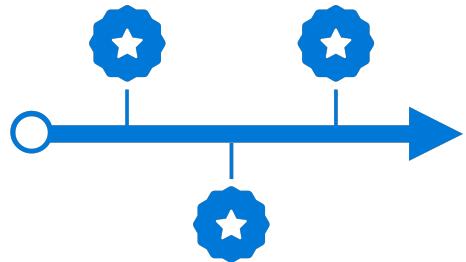


**Create targeted
distribution groups**
With categorized groups of
users, send specific builds
to specific groups and
devices



Send in-app updates
Notify beta testers as soon as
a new build is available, right
inside the app

App Center: Diagnostics



Ship consistent quality
Diagnose crashes fast for maximum uptime and maintain high quality



Get real-time insights
Monitor your app health with real-time crash reports to diagnose and fix problems quickly



Do smart troubleshooting
Crashes are grouped together by similarities to focus on the most critical groups



Easily analyze data
Get detailed, easy-to-read stack traces and logs to quickly understand issues

App Center: Analytics



Access instant data

Integrate the analytics SDK in just two steps to start instantaneously seeing data from your app



Understand your customers

Real-time app usage data about your core audience—devices, locations, session info, and more



Build what users want

Analyze the data to see how customers use your app and accordingly prioritize and build new features



Learn more faster

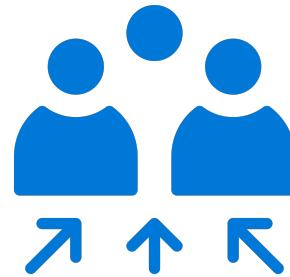
Use custom events to follow users' actions through your app to analyze their likes and dislikes

App Center: Push Notifications



Fast and easy to setup

Just a few lines of code in your app. No need to specify format for iOS, Android and Windows.



Send to specific audiences

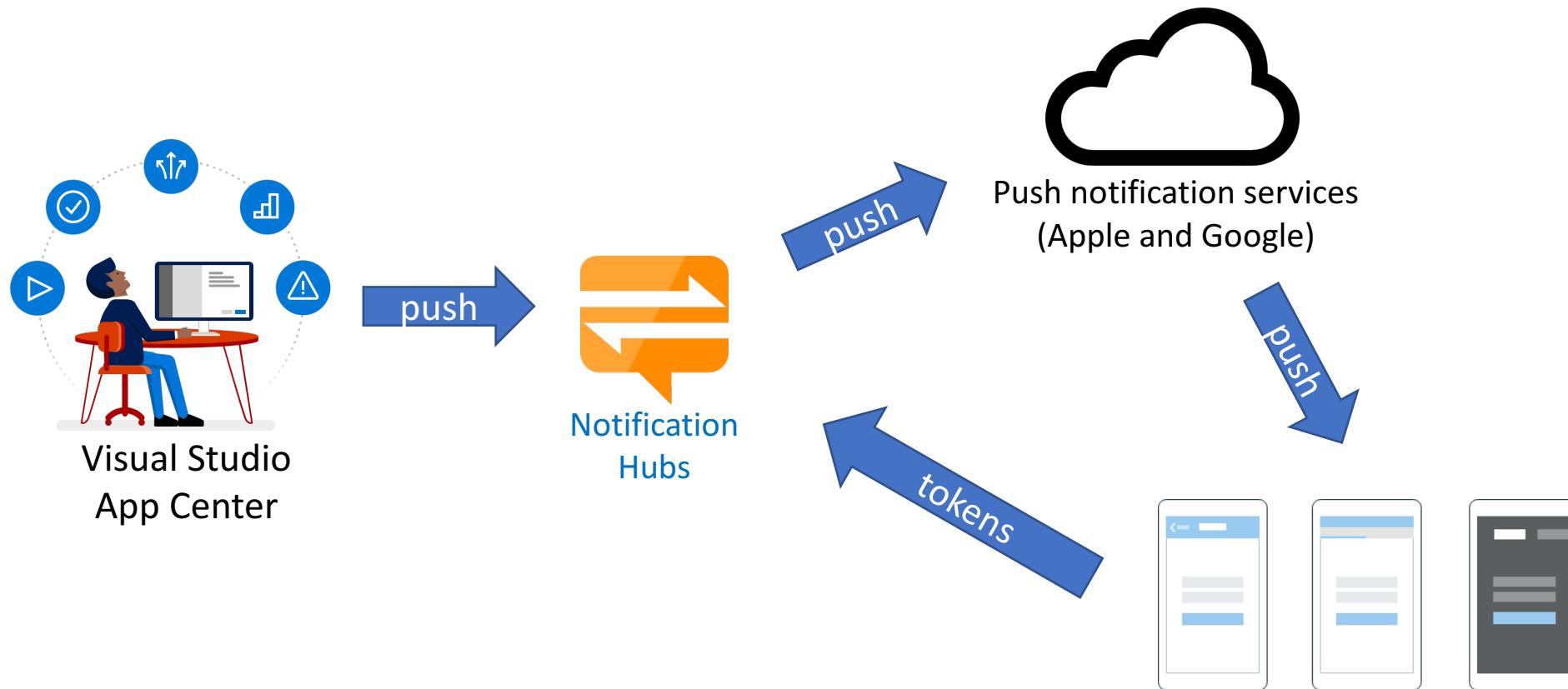
Target push notifications to specific users or devices



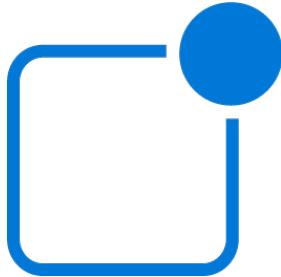
Fast and easy to send

Three easy steps: Compose, Target, and Review.
No need for technical skills!

App Center: Push Notifications



Analytics and Push Notifications



Focused Messaging

Create and send push notifications from a single portal to all app versions



Create Targeted Audiences

Use your Analytics data to create targeted audiences to help tailor messages to specific customers

A little about me



June Cho
Technical Solutions Professional

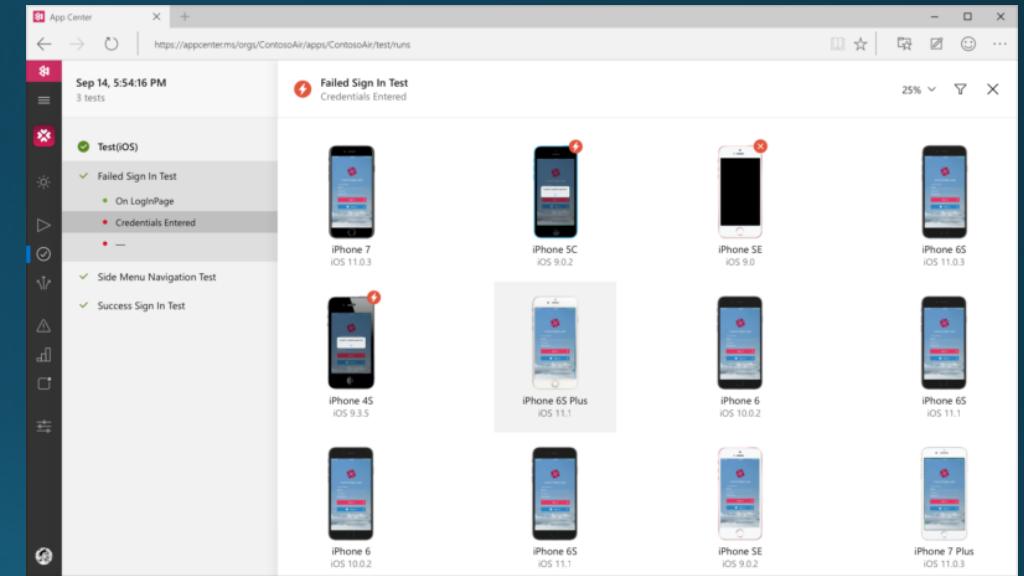


Why UI Test?

App Center Test

App Center Test

- 3400+ REAL devices
- Actionable, visual reports
(screenshots and video playback)
- Full Automation support (testing best practices and framework expertise)



Support for Complex Gestures



Tap, Double Tap,
Long Press



Enter Text



Swipe and Scroll



Clear Text



Hardware Buttons (Back
and Menu buttons)

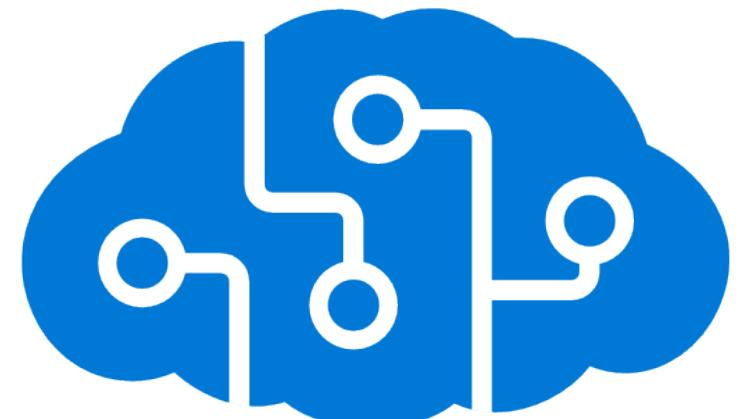


Capture Screenshot

Demo

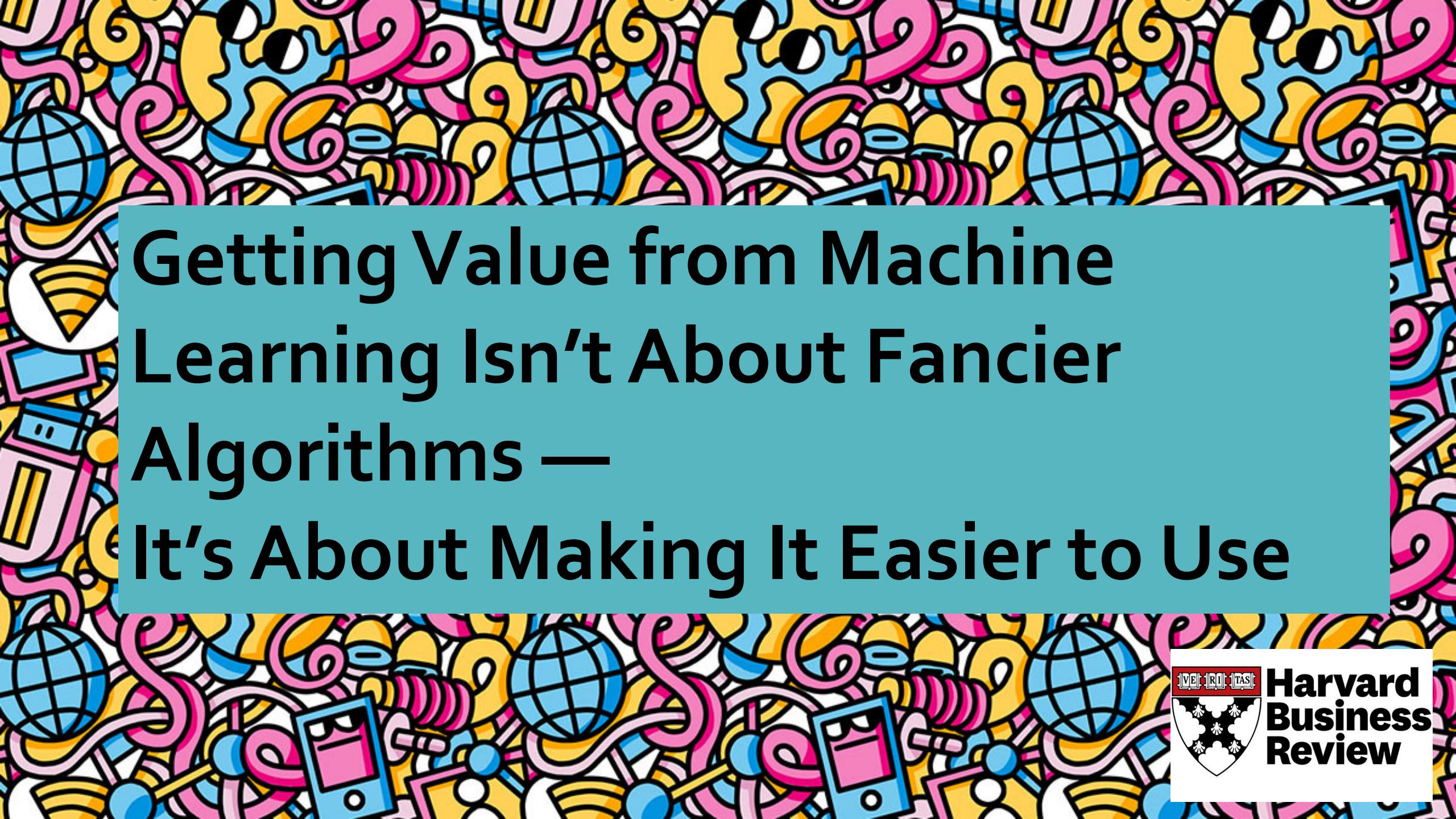
Cognitive Services

June Cho
Technical Solutions Professional



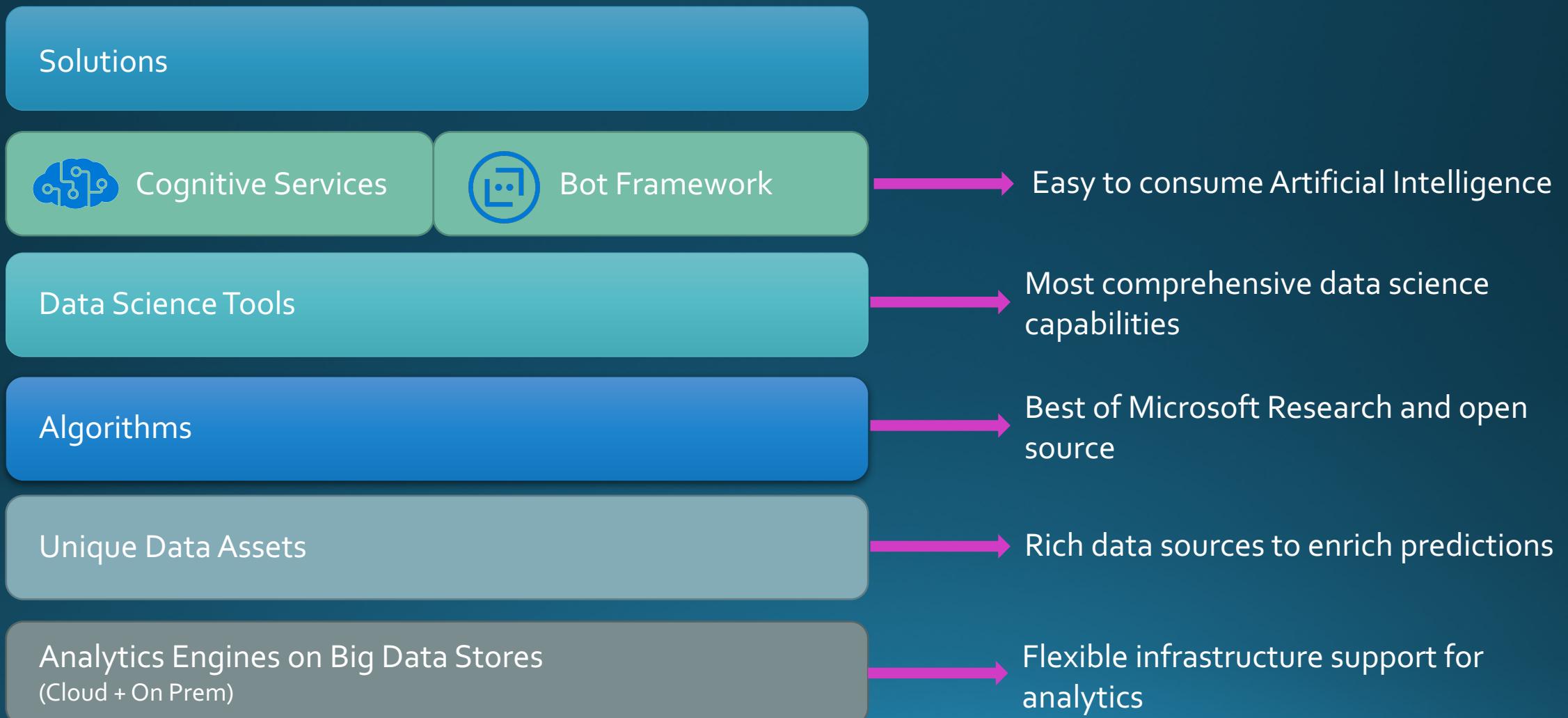
Agenda

- What are Cognitive Services?
- Customer stories
- Lab



Getting Value from Machine Learning Isn't About Fancier Algorithms — It's About Making It Easier to Use

Our Approach



Microsoft Cognitive Services

Give your apps a human side



Vision

Faces, images,
and video



Speech

Hear and speak



Language

Process text



Knowledge

From web,
academia, or
own data



Search

Documents, web
pages, images,
videos, and news



Labs

Emerging
Cognitive
Services
technologies

Microsoft Cognitive Services

Give your apps a human side



Computer Vision
(Objects)
Content Moderator
Computer Vision (OCR)

Emotion
Face
Face

Vision

Video Indexer

Custom Vision Service



Bing Speech
Speaker Recognition
Custom Speech
Service

Speech



Bing Spell Check
Linguistic Analysis
Text Analytics
Understanding (LUIS)
Translator Text
& Dictionaries (LUIS)

WebLanguage Model
Language
Understanding



QnA Maker
Entity Linking
Knowledge Exploration
Recommendations

Knowledge

Custom Decision Service



Bing Autosuggest
Bing Image Search
Bing News Search
Bing Video Search
Bing Web Search
Bing Entity Search
Bing Custom Search

Search



Project Prague (gesture)
Project Cuzco (events)
Project Johannesburg
(routing)
Project Nanjing
(isochrones)

Labs

Project Abu Dhabi
(distance matrix)

Project Wollongong
(location)

Why Microsoft Cognitive Services?

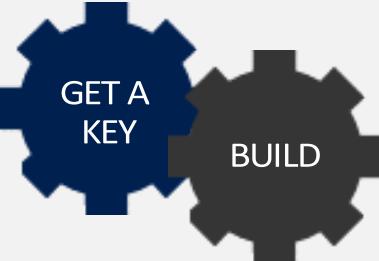


Easy

REST APIs

MS Flow Integration

Few lines of code required



Flexible

Platform of your choice

Breadth of offerings

Custom experience



Tested

Built by experts

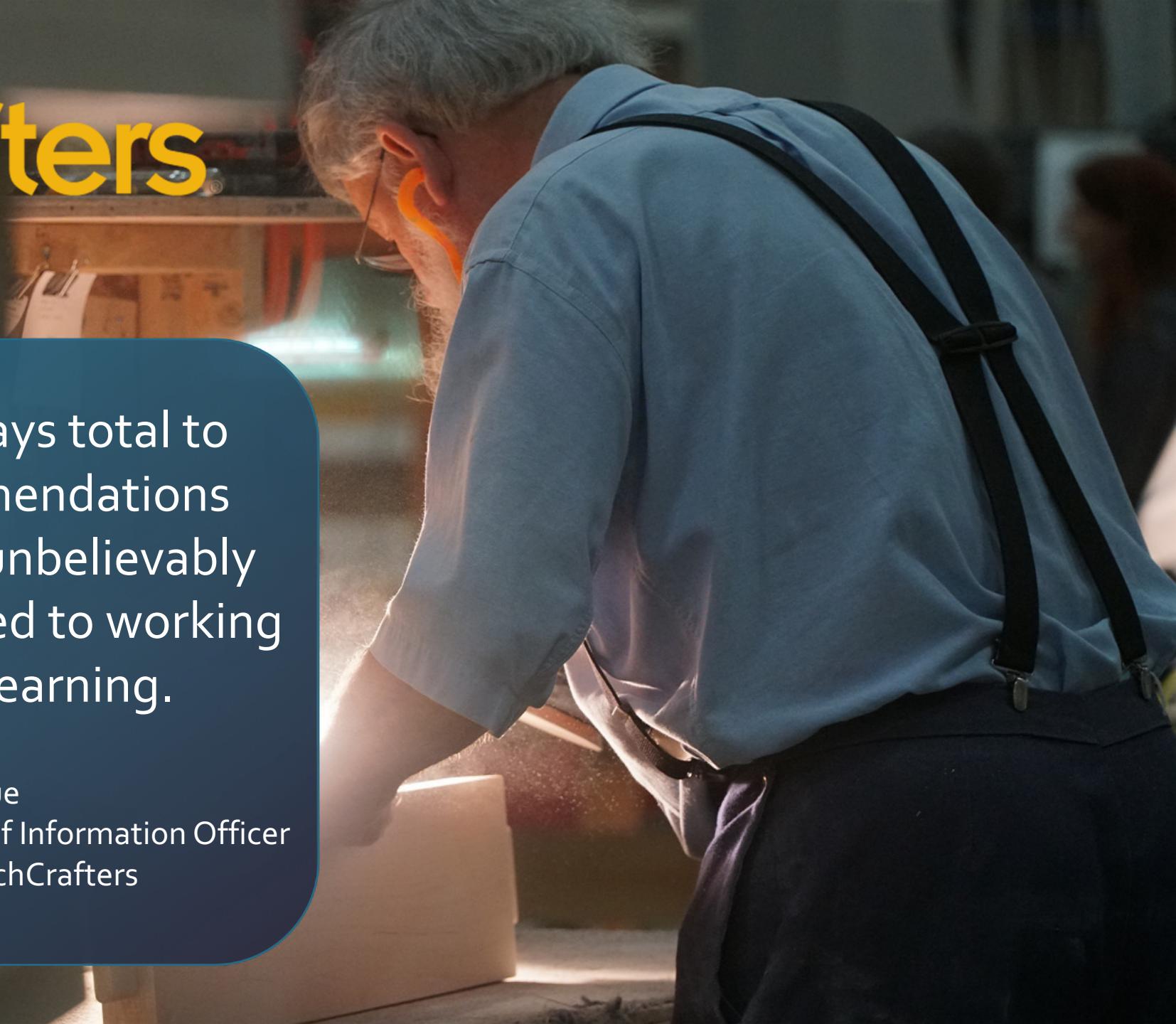
Documentation, sample code, and community support





It only took about five days total to incorporate the Recommendations API into our site. It was unbelievably easy, especially compared to working with Amazon Machine Learning.

-Miao Xue
Chief Information Officer
DutchCrafters



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.

-Dima Kovalev:
Product Manager
Uber





LAB

<https://github.com/jCho23>