

开启传统企业数据到
LLMs 的应用之路



引入



生成式人工智能能为您做什么？



内容生成



代码生成



语义搜索



总结

常见案例



内容生成

呼叫中心分析：自动生成对客户询问的响应

在线零售商根据热门搜索查询自动生成产品比较博客



代码生成

飞机公司使用将自然语言转换为 SQL 来获取飞机遥测数据

使用 Azure OpenAI 服务将自然语言转换为查询专有数据模型的咨询服务



语义搜索

金融服务公司使用 Azure OpenAI 服务来提高搜索功能和客户机器人体验的对话质量

保险公司从大量非结构化数据中提取信息以自动化索赔处理流程



总结

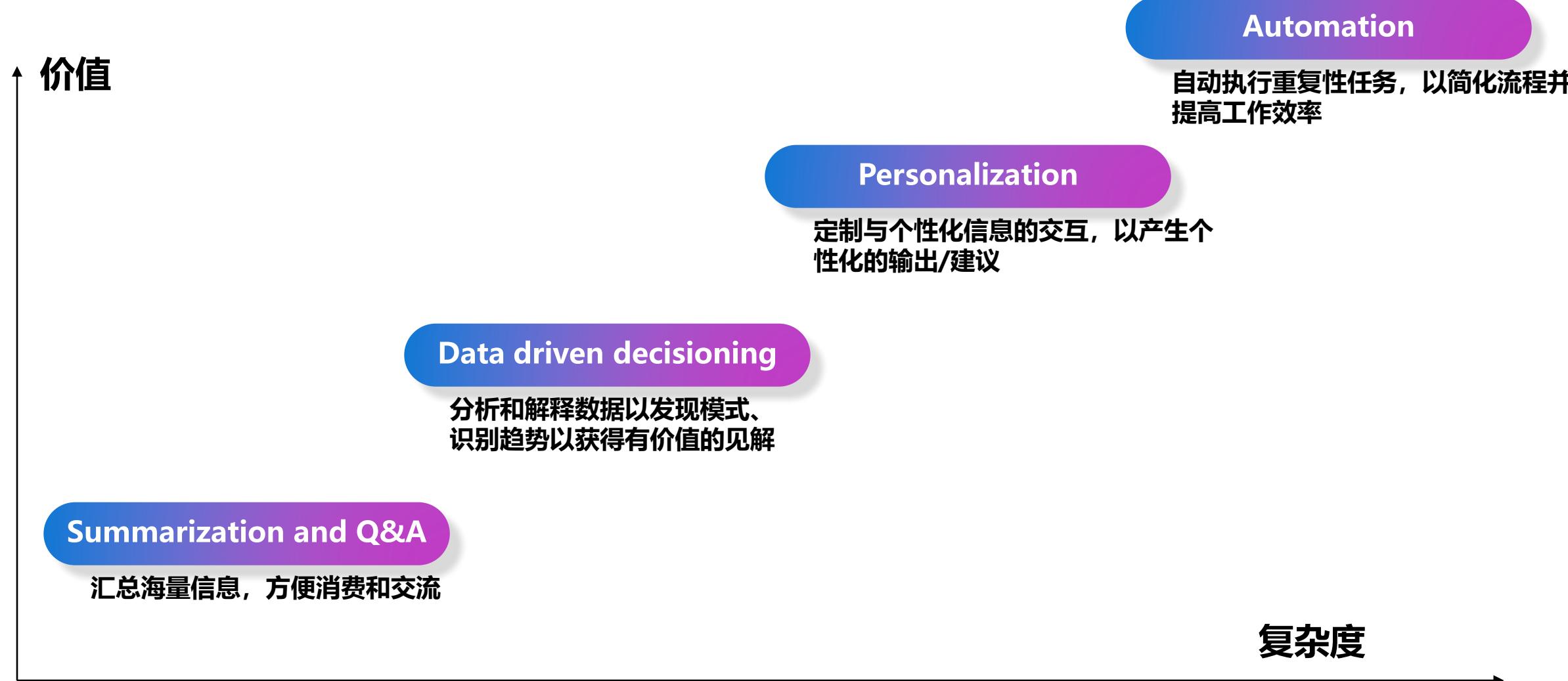
国际保险公司使用 Azure OpenAI 服务提供呼叫中心客户支持对话日志摘要

全球银行使用 Azure OpenAI 服务总结财务报告和分析师文章

政府机构使用 Azure OpenAI 服务从其广泛的农村发展报告库中提取和总结关键信息

金融服务使用 Azure OpenAI 服务总结财务报告，以进行同行风险分析和客户对话总结

细看案例



将生成式人工智能添加到应用程序中以获得真正的智能

Current apps

互动受限

硬编码和固定数据集

变革成本高昂且复杂

Intelligent apps

自然语言交互

数据驱动的个性化体验会随着时间的推移而改善

快速交付新功能

模式转变

是什么减缓了生成式人工智能的采用？

入门

最先进的技术发展如此之快，以至于很难决定使用什么。除此之外，很难找到指南和文档

开发

应用程序通常需要多个尖端产品和框架，这需要专门的专业知识和新工具将这些组件拼接在一起

内容

生成式人工智能不了解您的数据

评估

很难弄清楚要使用哪种模型以及如何针对其用例进行优化

可操作性

对隐私、安全和接地的担忧。开发人员缺乏评估、改进和验证概念验证解决方案以及在生产中扩展和运营的经验和工具

Developers want

- 一种学习如何根据用例选择正确模型/工具的简单方法
- 要在一个地方探索和测试 AI 功能/架构，他们需要一种在 UI 和代码之间切换的简单方法
- 一个编排框架，用于处理法学硕士、工具、自定义代码、提示、数据、搜索索引等之间函数和代码的复杂映射。
- 支持超出 SDK 范围的支持，例如帮助程序、构建块和应用模板
- 要使用应用程序代码和数据测试人工智能解决方案，并需要标准化方法的指导来评估模型、提示和整体应用程序管道
- 按照推荐的流程进行生产
- 发布并监控他们的人工智能模型/管道和应用程序性能

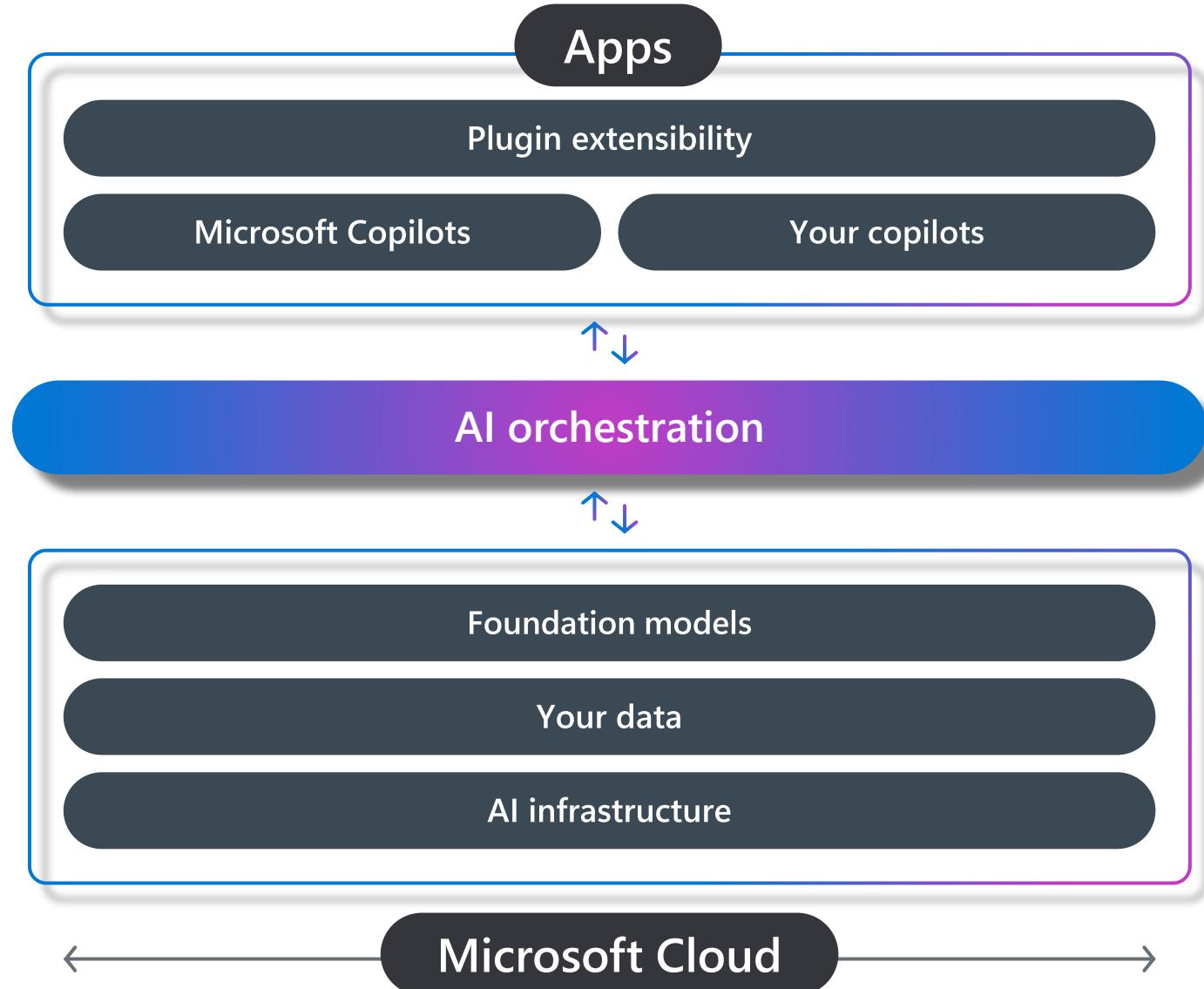


创建您自己的生成式人工智能需要.....

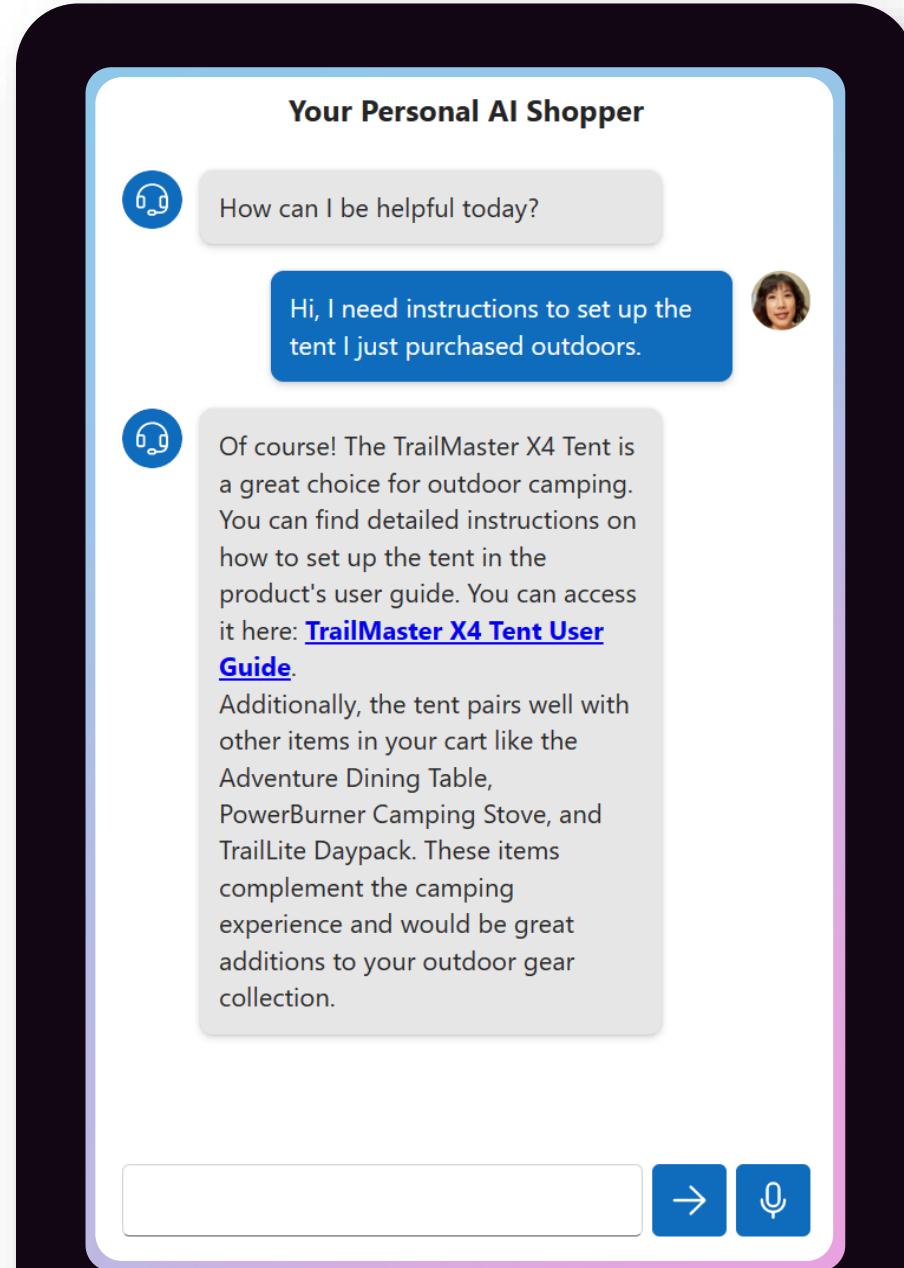
具有突破性人工智能模型
和工具的人工智能平台

用于集成、清理和准备
AI 数据的平台

Copilot Framework



Build your own copilot





Azure AI Portfolio

Azure AI Studio

Unified user interface (UI), SDK, CLI

Azure AI Services

Vision
Speech
Language / Translation
Document Intelligence
Azure OpenAI
Content Safety

Azure AI Search

Retrieval Augmented Generation (RAG)
Semantic Vector

Azure Machine Learning

Ground Evaluate Deploy Monitor
MLOps / LLMOps Responsible AI Dashboard

Turing
Florence

GPT-4 (Turbo) and GPT 3.5 Turbo
Whisper

DALL-E
Embeddings

Meta Llama 2
Hugging Face

Azure Infrastructure

构建和部署 AI 解
决方案的一处

Comprehensive
model catalog

Production ready
lifecycle

Safe and
Responsible AI



Fabric



Power Platform



Industry Clouds



SDK

One Setup

One Data Story

+

One Microsoft



Visual Studio Code



Chat with Your Data



Pre-built capabilities

Azure OpenAI

Speech

Vision

Language

Translation

Search

Document Intelligence

Multi-Modality

Content Safety



AI orchestration

Prompt Flow

Experiments

Evaluation

Semantic Kernel

Lang Chain

Models/APIs

Plugins



Model customization/tuning

Open AI Models

Microsoft Models

Meta Models

OSS Models

GPT 3.5

GPT 4

.....

Turing

Florence

.....

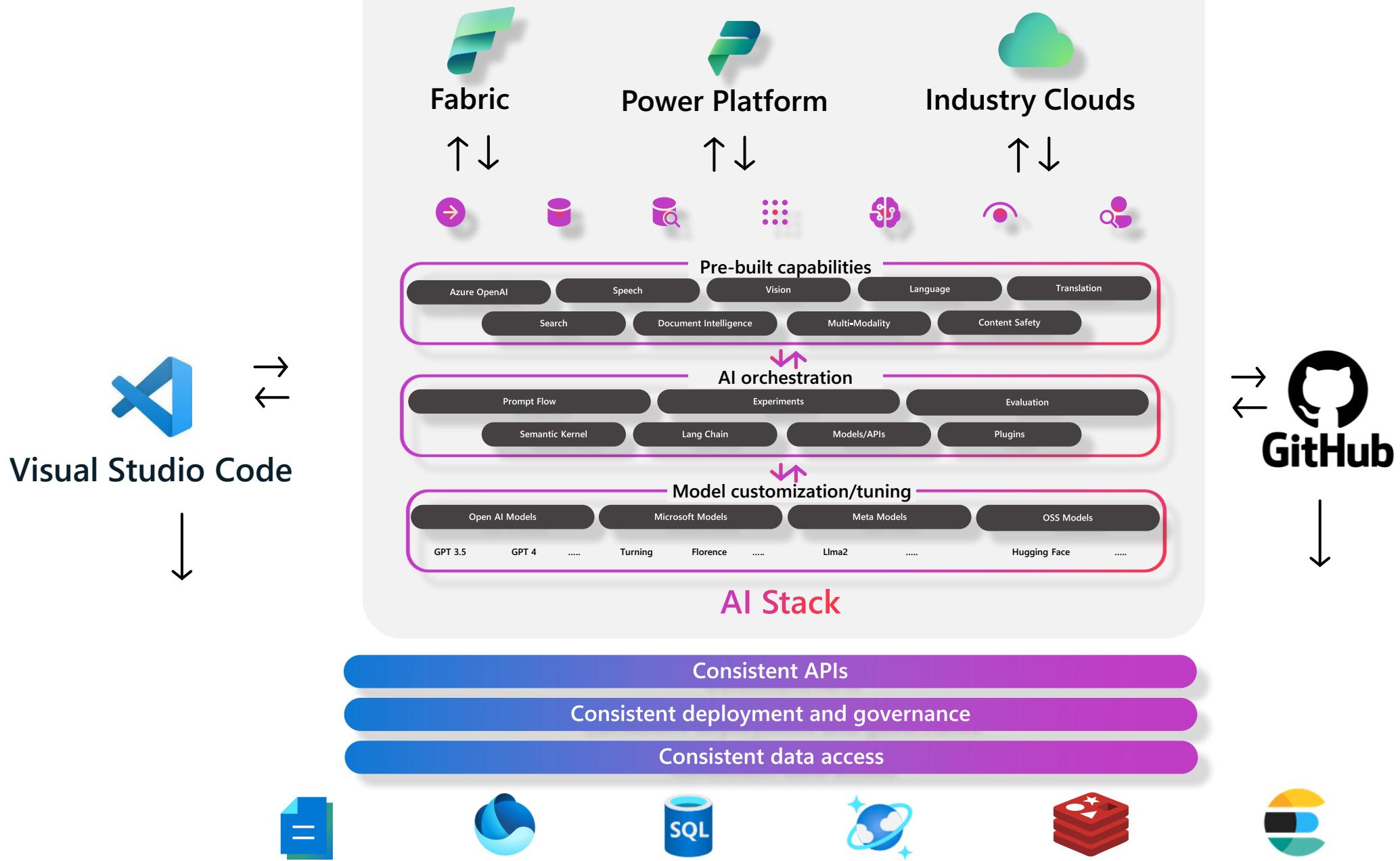
Llama2

.....

Hugging Face

.....

Azure AI Studio



模型



探索全面的机器学习模型

A Azure OpenAI Service

-  GPT-4
-  GPT-4-32k
-  GPT-4V
-  Text-embedding-ada-002
-  GPT-3.5-Turbo

Meta

-  Llama-2-70b / 70b-chat
-  Llama-2-13b / 13b-chat
-  Llama-2-7b / 7b-chat
-  CodeLlama

Hugging Face

-  Falcon/TII
-  Stable Diffusion/ Stability AI
-  Dolly/Databricks
-  CLIP/OpenAI

NVIDIA

-  NV-GPT-8B-4k/16k
-  NV-GPT-8B-Chat-SFT/ RLHF/ SteerLM
-  NV-GPT-8B-QA

预构建和可定制前沿和开源模型的目录



Azure OpenAI Service

使用您的数据进行大型预训练基础 AI 模型

ChatGPT

GPT-4, 3.5

DALL·E 3

New

GPT-4 with Vision
preview

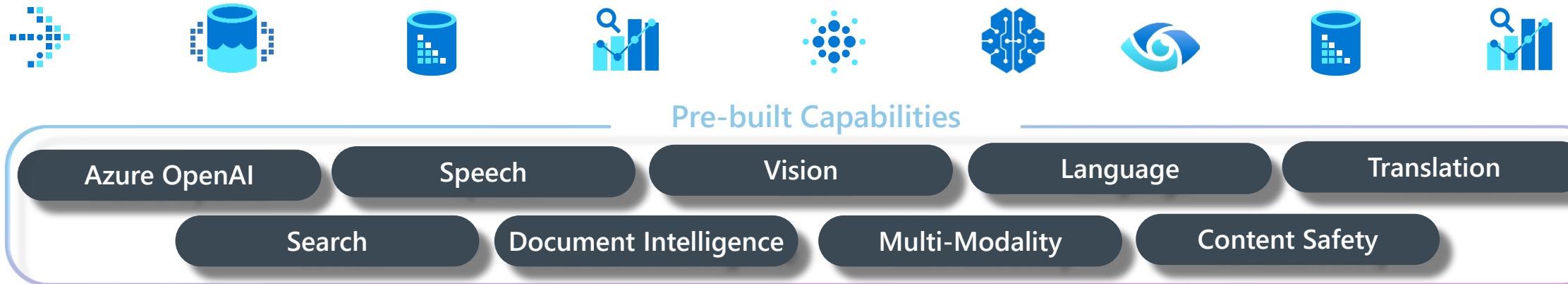
New

Grounding

Fine-tuning
preview

Whisper

探索尖端人工智能工具



入局



LLM Application 挑战



5分钟内制作构建
GenAI 演示



- 快速掌握工程技能以获得更好的结果
- 带上我自己的数据/知识
- 与其他服务/工具连接
- 编排流程
- 护栏、RAI
- 评估我的应用程序，评估数据收集
- 实验管理
- 企业设置 – 身份验证、vnet、安全性
- LLMOps（版本控制、CI/CD、自动化、可观察性）
- 在循环中不断改进
- 内存管理/聊天记录
- 投入生产的关键
- 收集用户反馈，持续开发



细化 Chat Your Data

流程化的工作



可靠的框架

多模态 AI 工具
以代码为中心的开
发人员体验



数据整合

使用您自己的数据建
立地面模型微软结构



混合和语义搜索

检索增强生成 (RAG)
向量支持



完整的开发生命周期

Model Catalog
Prompt flow
LLMOPs



安全且负责任的人工智能

内容分类
模型监控
Jailbreak Risk Detection

负责任地探索、构建、评估和部署人工智能

Enterprise Chat

创建基于 LLMs 的对话界面，可以快速、无缝地帮助用户理解、任务和决策。

The screenshot shows the Azure AI Studio Preview interface. The top navigation bar includes 'Azure AI Studio Preview' and 'Supplemental Preview Terms apply'. The main menu has tabs for 'Home', 'Explore', 'Build' (which is selected), and 'Manage'. On the left, there's a sidebar with sections for 'Tools' (Playground, Evaluation, Flows, Custom Neural Voice) and 'Components' (Data, Indexes, Deployments, Content filters). The main content area is titled 'wellsi-DeploymentTes...' and shows the 'Build' tab. It has sections for 'Assistant setup' (with tabs for 'System message', 'Add your data (preview)' which is selected, and 'Examples'), 'Chat session' (with a message input field asking 'What's the return policy for the TrailMaster X4 tent?' and a response box containing details about membership status and return policies), and 'Configuration' (with tabs for 'Deployment' (selected) and 'Parameters', and a dropdown for 'Deployment' set to 'gpt-35-turbo-16k-0613'). There's also a 'Session settings' section with a slider for 'Past messages included' set to 10.

多模态企业聊天

模型选择

GPT-4

Azure OpenAI
Resource

DEFAULT

ChatGPT

Azure OpenAI
Resource

Llama 2

Meta

**Model
Catalog**

OSS LLM Model
offerings

Fine-Tuned LLM

Any LLM in your collection
you previously fine-tuned.

添加索引数据

Import Data

Blob Storage, S3,
GitHub, unstructured
files

Azure AI Search

Index, Semantic, Hybrid
offerings

DEFAULT

Fabric

Flow Connection Tool available

MS Graph

Flow Connection Tool available

**External Vector
Database**

校准你的提示逻辑

自定义系统提示

建立检索增强搜索连接器

添加 prompting examples

添加 flow tools and
plugins

通过手动和指标评估
来衡量有效性

如果需要额外校准，请考虑
微调您自己的模型

部署和监控使用情况

部署前确保适当的
RAI 合规性

部署企业聊天解决方案端点

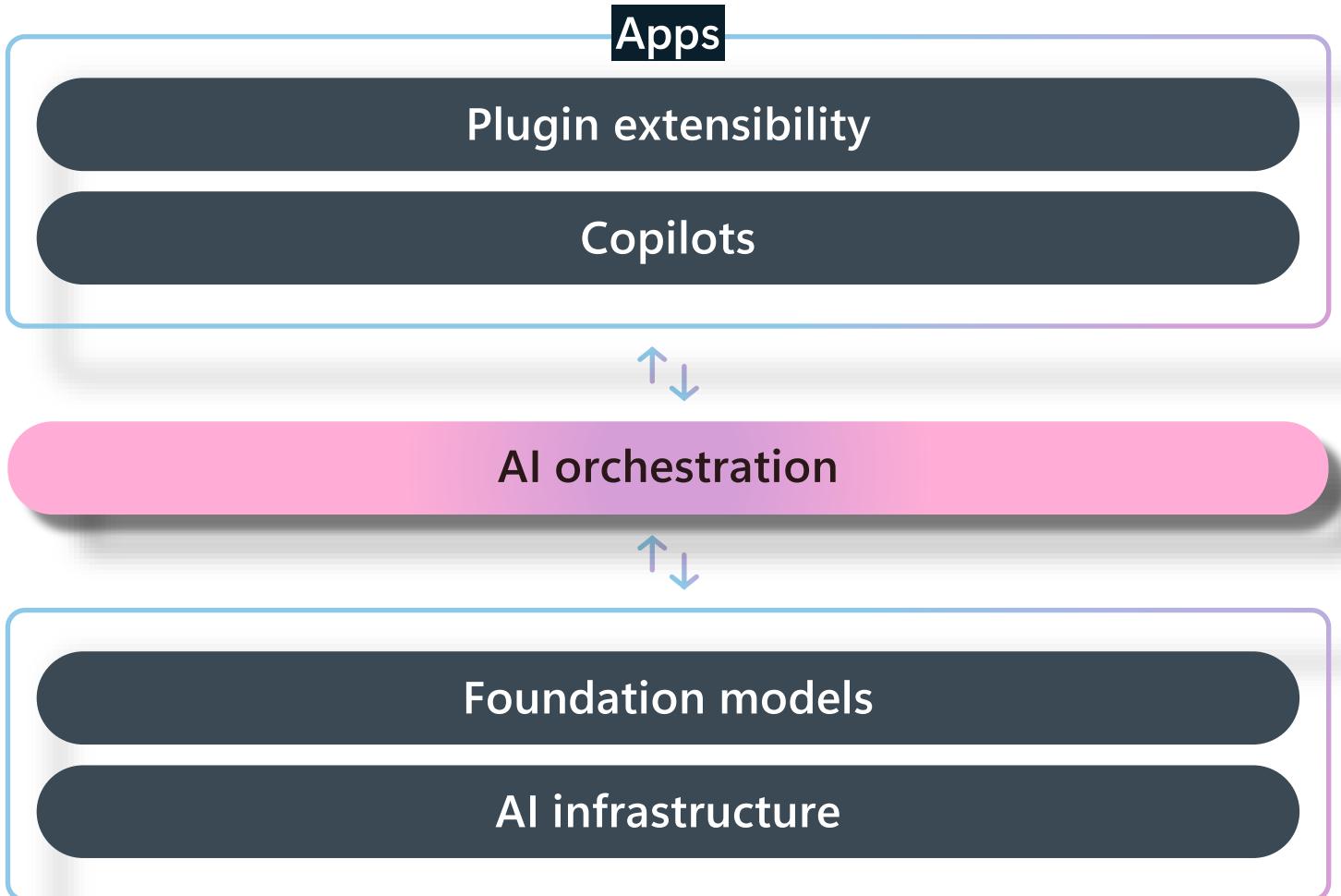
监控 token 消耗并相应调整
解决方案参数

随着时间的推移监控计算和
资源指标成本并根据需要优
化解决方案基础设施

框架



Copilot stack



Semantic Kernel 是一款轻量级开源 AI 编排 SDK，可让您轻松地将 AI 提示与 C#，Java 和 Python 等传统编程语言混合搭配。

Semantic Kernel

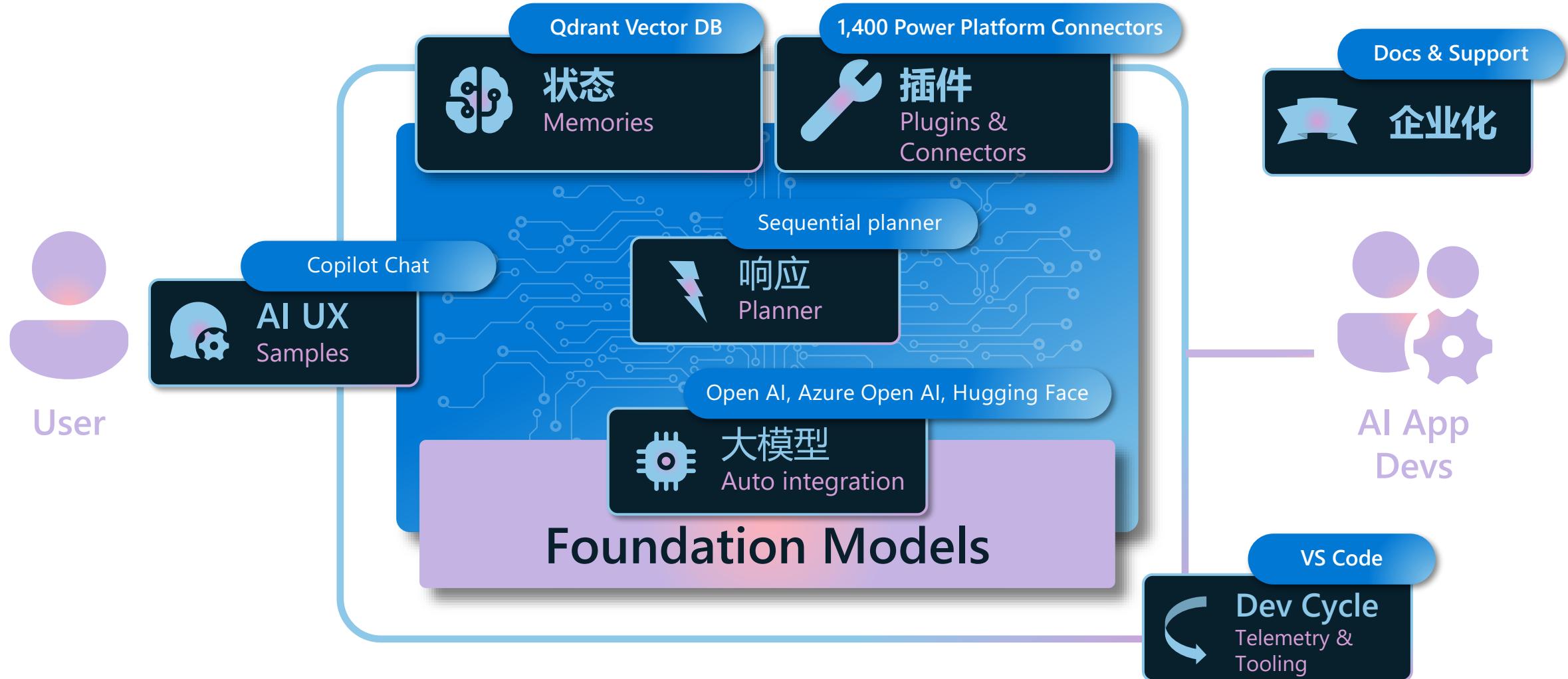
开源且值得信赖

可靠且高性能

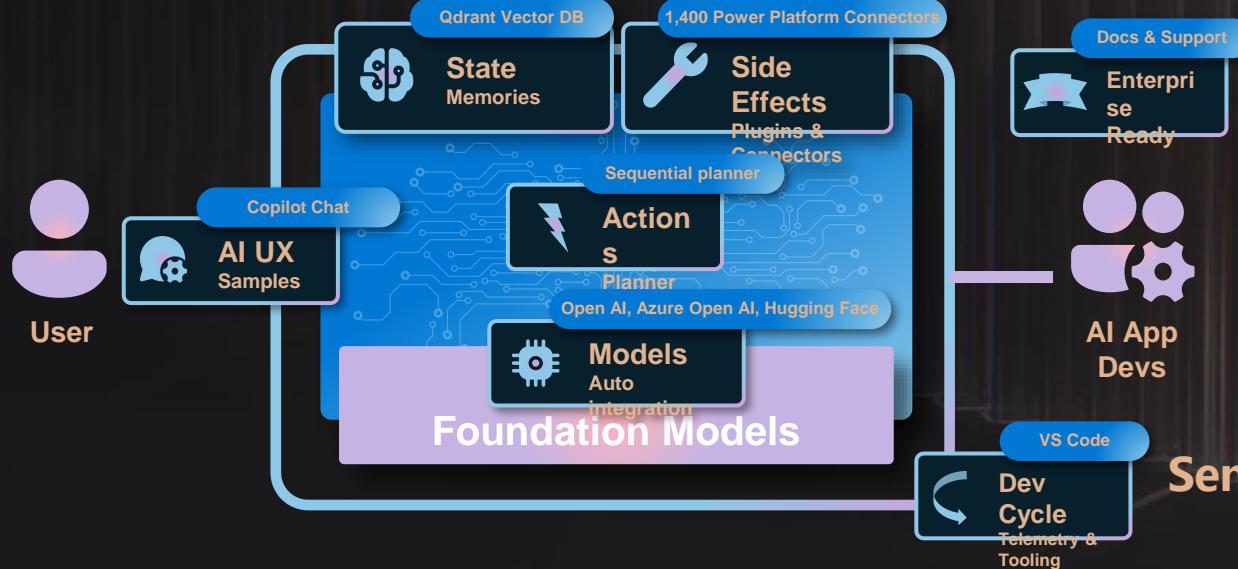
为人工智能服务

MS 强大的企业数据和软件生态系统支持

Semantic Kernel

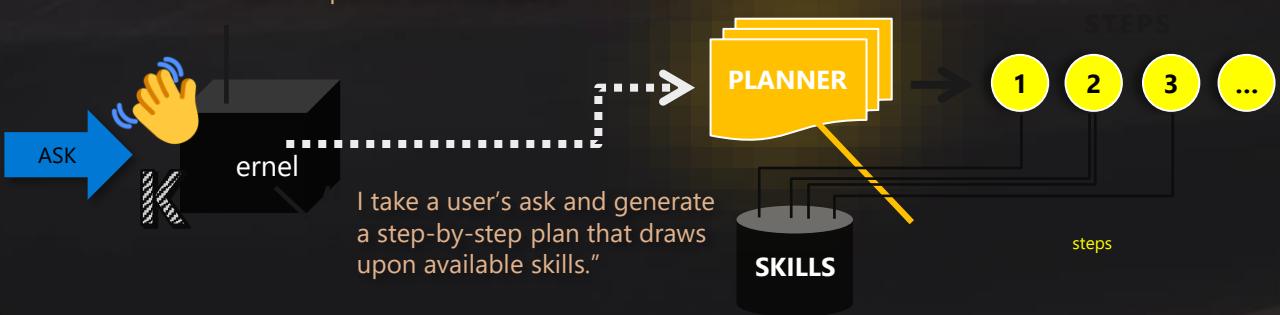


首先我们来看看 Semantic Kernel



Semantic Kernel 的一大特色

I've been designed to orchestrate complicated LLM AI prompts combined with native code, use multiple AI models, and ... I have a special skill to **PLAN**."



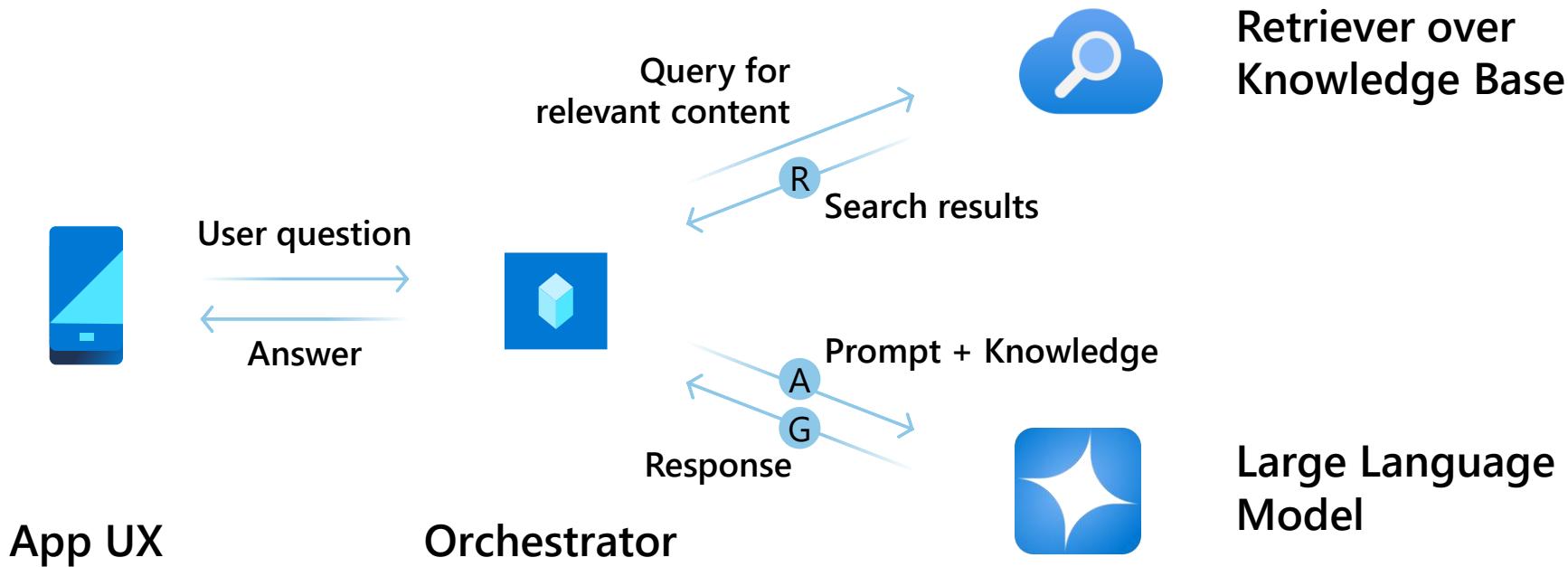
- 和 Langchain 比更适合工程化
- 支持更多传统的编程环境 Java , .NET , Python
- 对于 Prompt 的私有化管理有更好的方式
- 易于扩展，在 Copilot 应用开发中更有优势

数据为王



Retrieval Augmented Generation (RAG)

工作流程



Integrate Structured & Unstructured Data

Blob storage

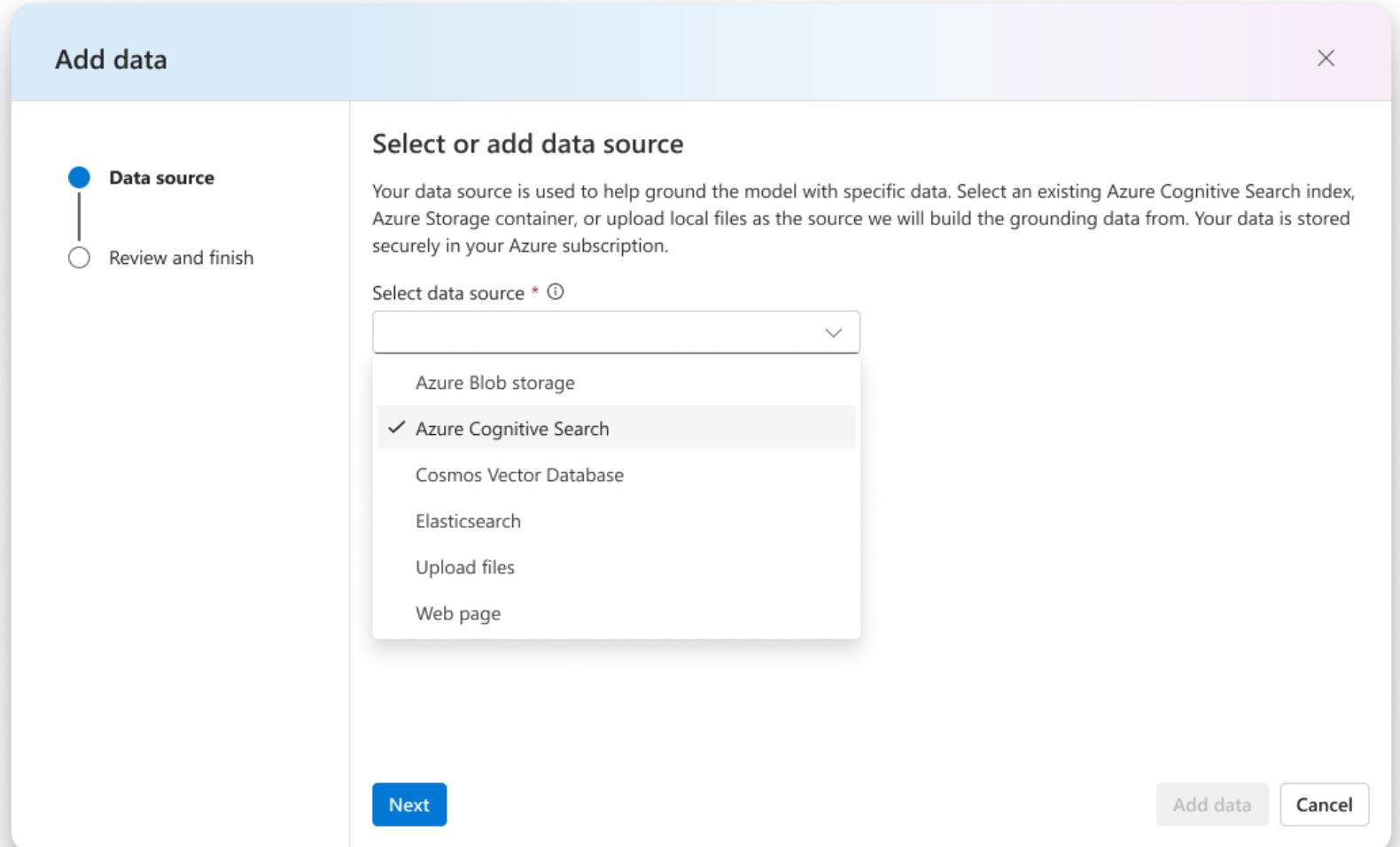
Azure Data Lake (ADLS)

Fabric OneLake

Local files/folders

S3 via OneLake shortcut

Azure AI Search





Microsoft Fabric

The data platform for the era of AI



Data
Factory



Synapse Data
Engineering



Synapse Data
Science



Synapse Data
Warehousing



Synapse Real
Time Analytics



Power BI



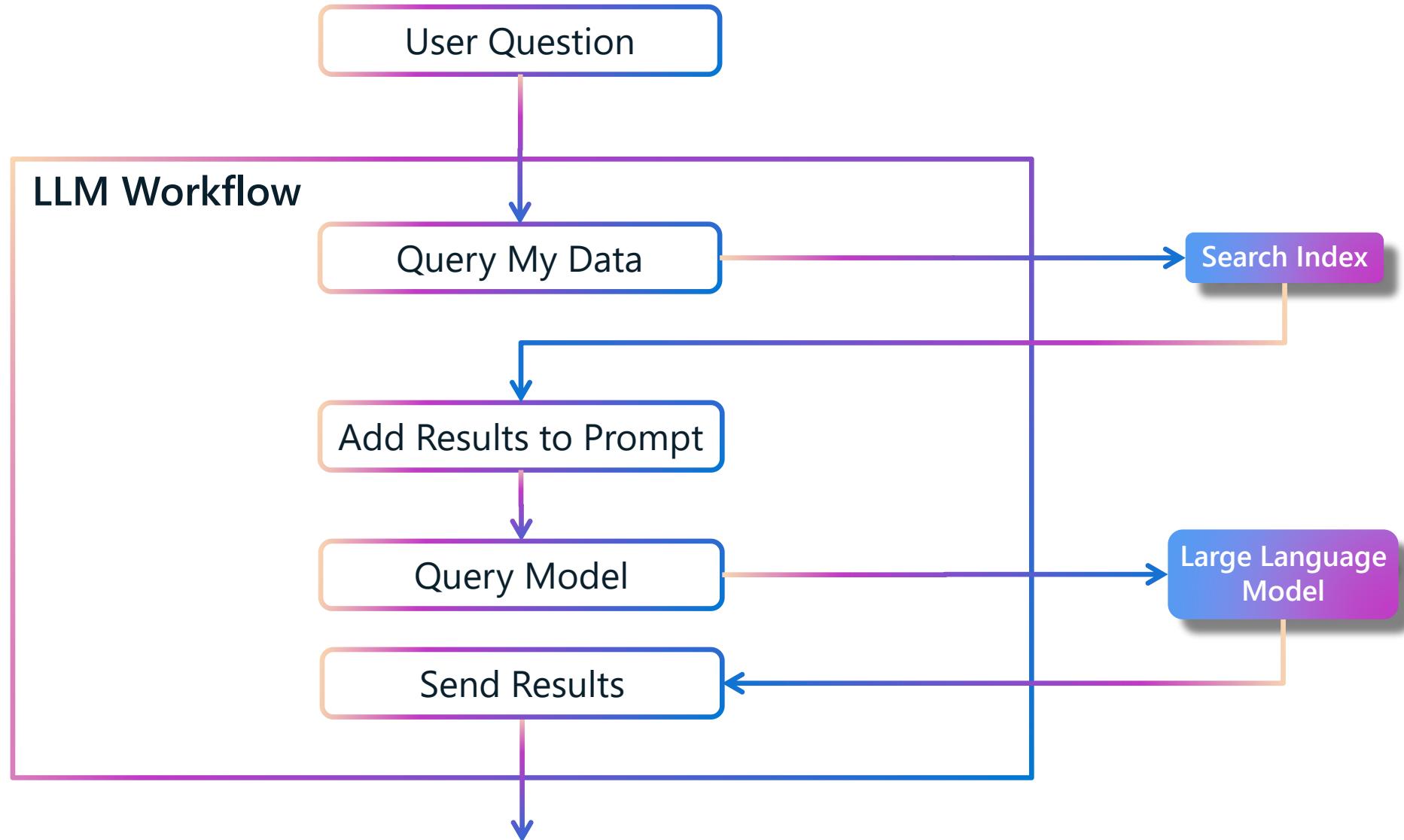
Data
Activator



OneLake

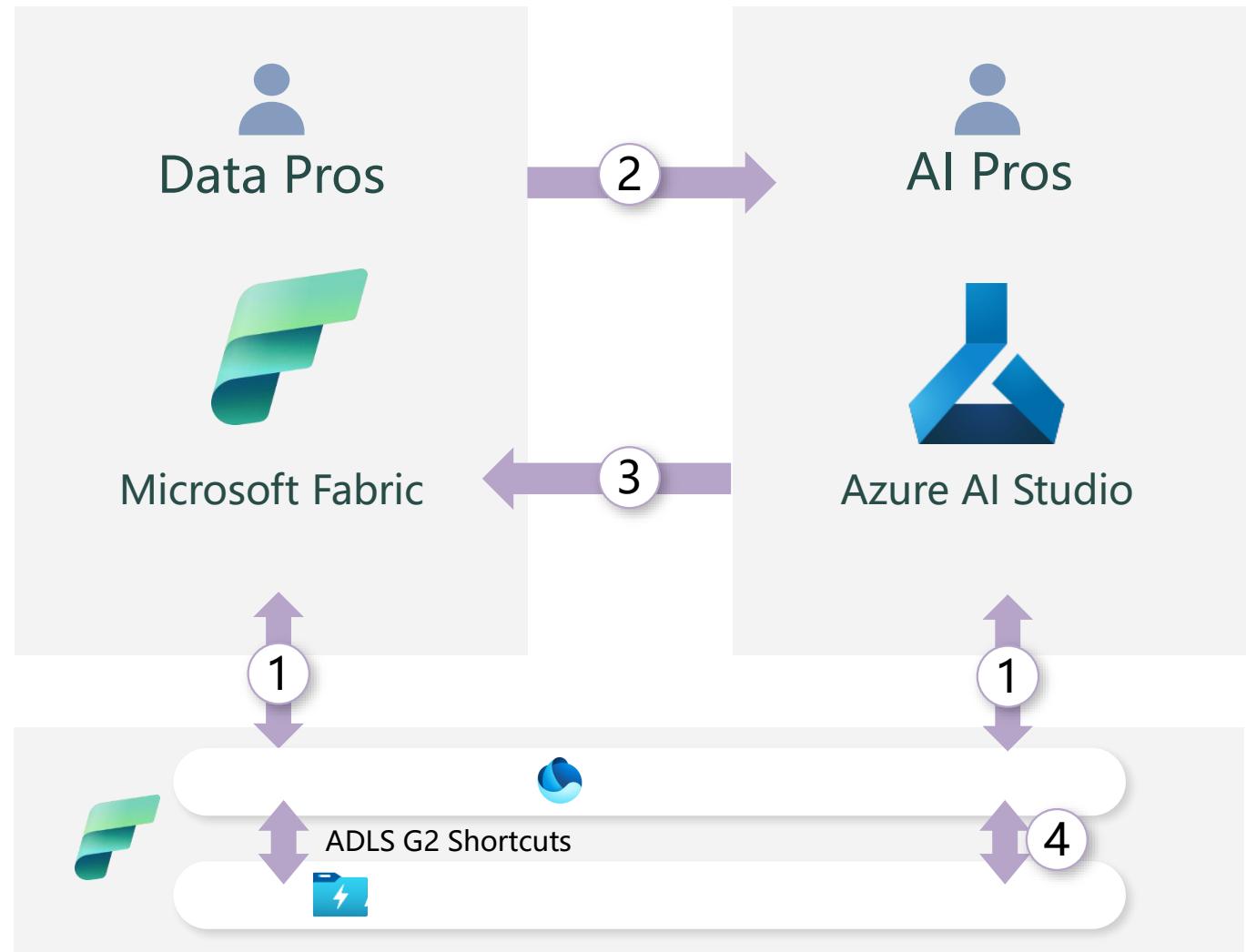
Intelligent data foundation

Retrieval Augmented Generation

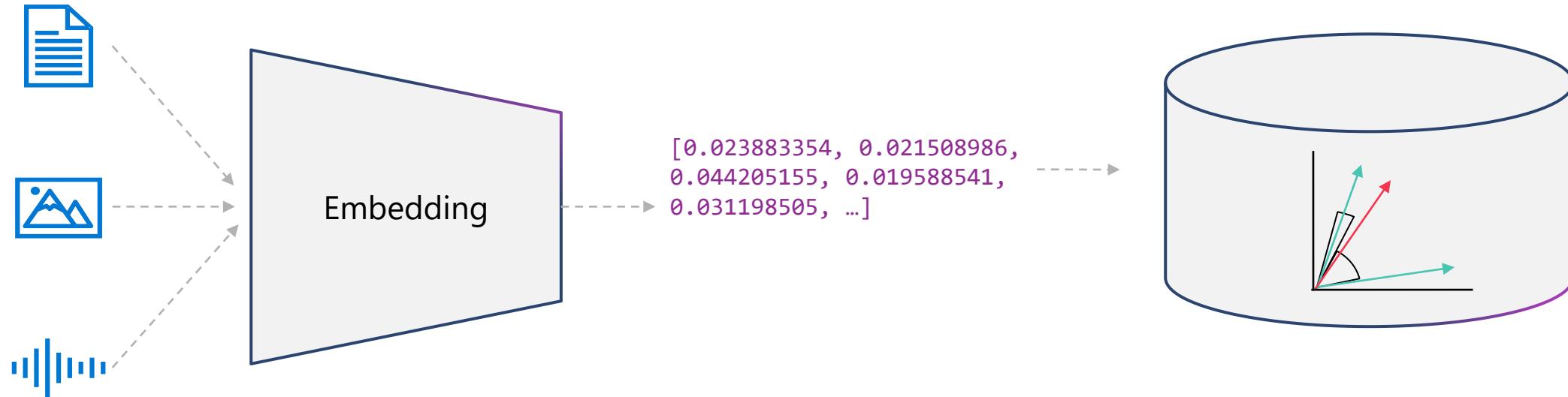


1000ft view of Fabric + Azure AI integration

- 1 数据专业人员和人工智能专业人员以 OneLake 作为结缔组织，在整个人工智能生命周期中访问、使用和处理数据。
- 2 数据专业人员可以预处理数据并将人工智能就绪数据共享给人工智能专业人员。一旦进入 Azure AI Studio 或 Azure ML，AI 专业人员就可以创建 LLM、Copilot 体验并训练自定义 ML 模型。
- 3 AI 专业人员可以使用 OneLake 将模型和预测写入 Fabric。
- 4 数据专业人员可以丰富其 Lakehouse 和仓库中的分析工作流程，或使用 Direct Lake 模式通过 Power BI 提供服务。



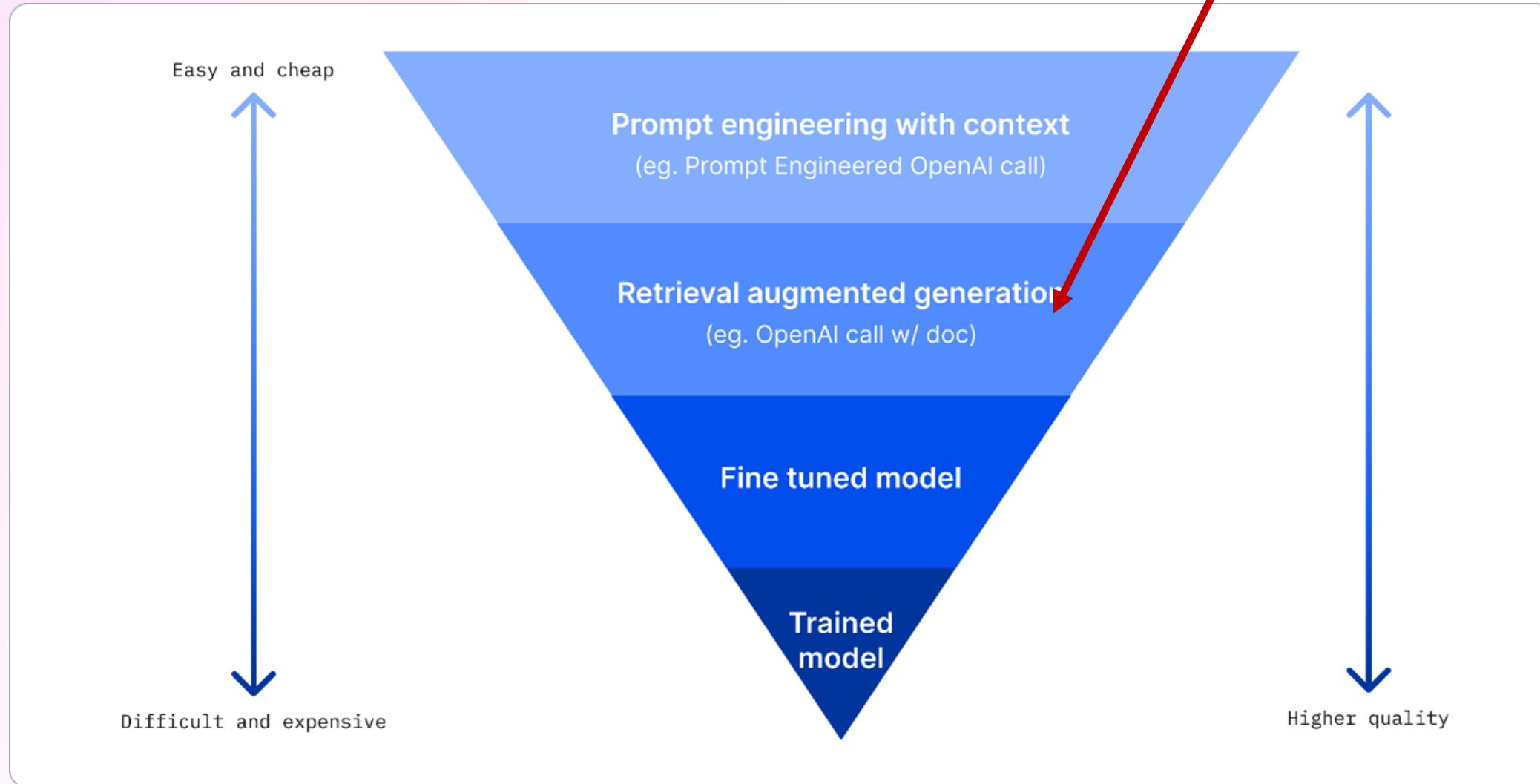
Retrieve Using Semantic Similarity and Hybrid Search



使用关键字、向量和语义排名器的混合搜索在大型数据集中查找最相关的信息

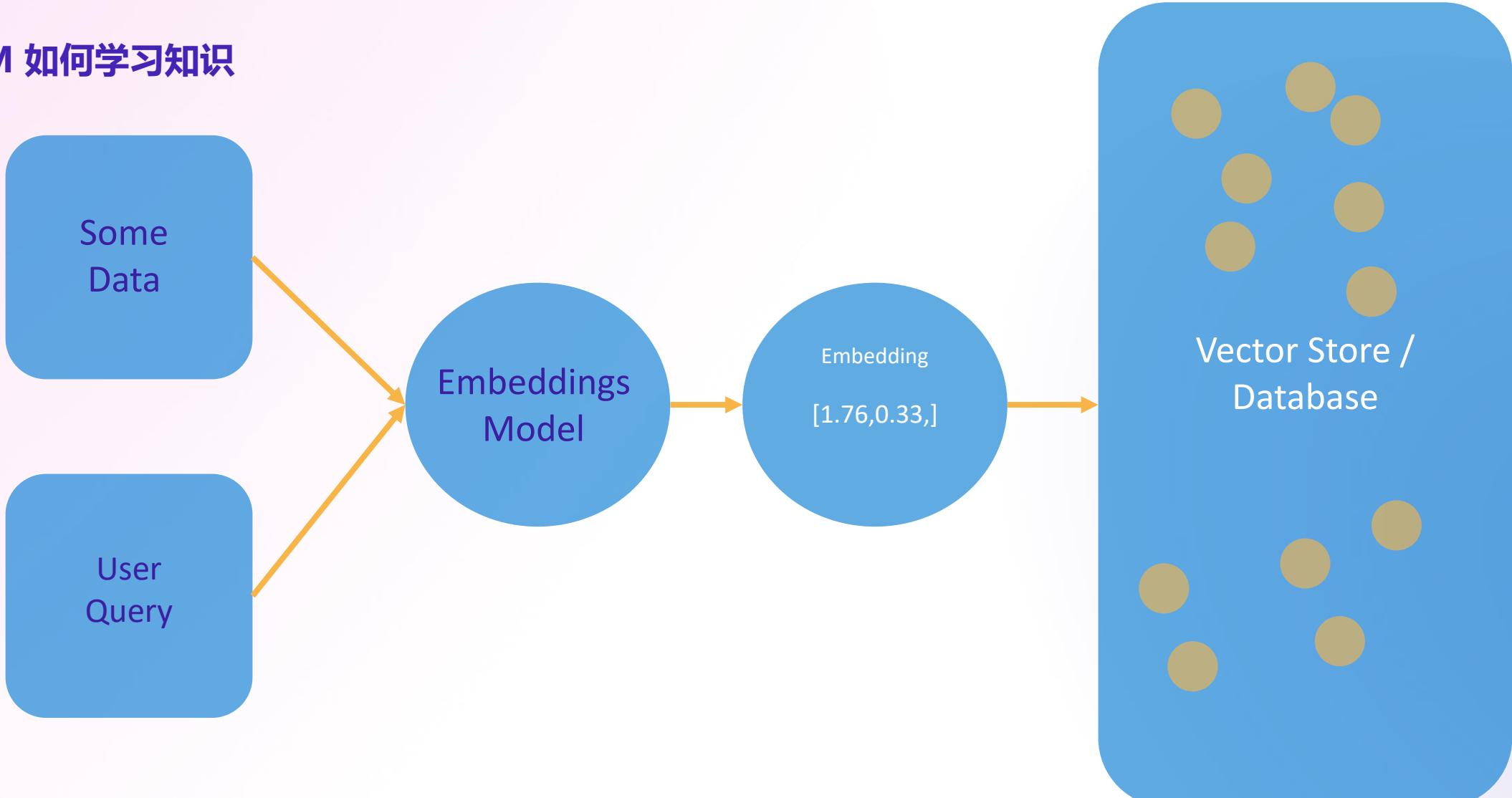
提升结果的方式

可以解决 80% 的问题



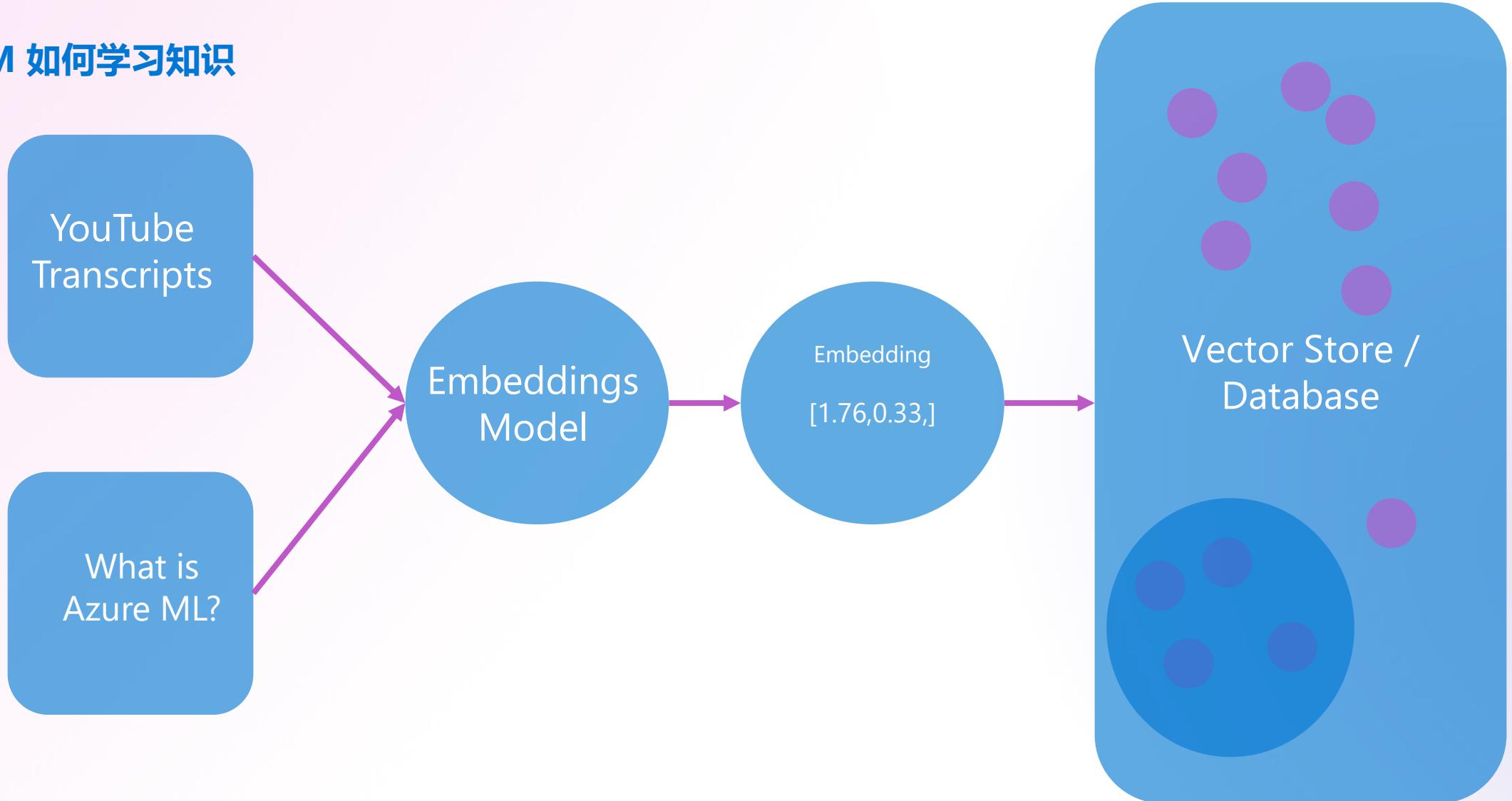
认识 Embeddings

LLM 如何学习知识



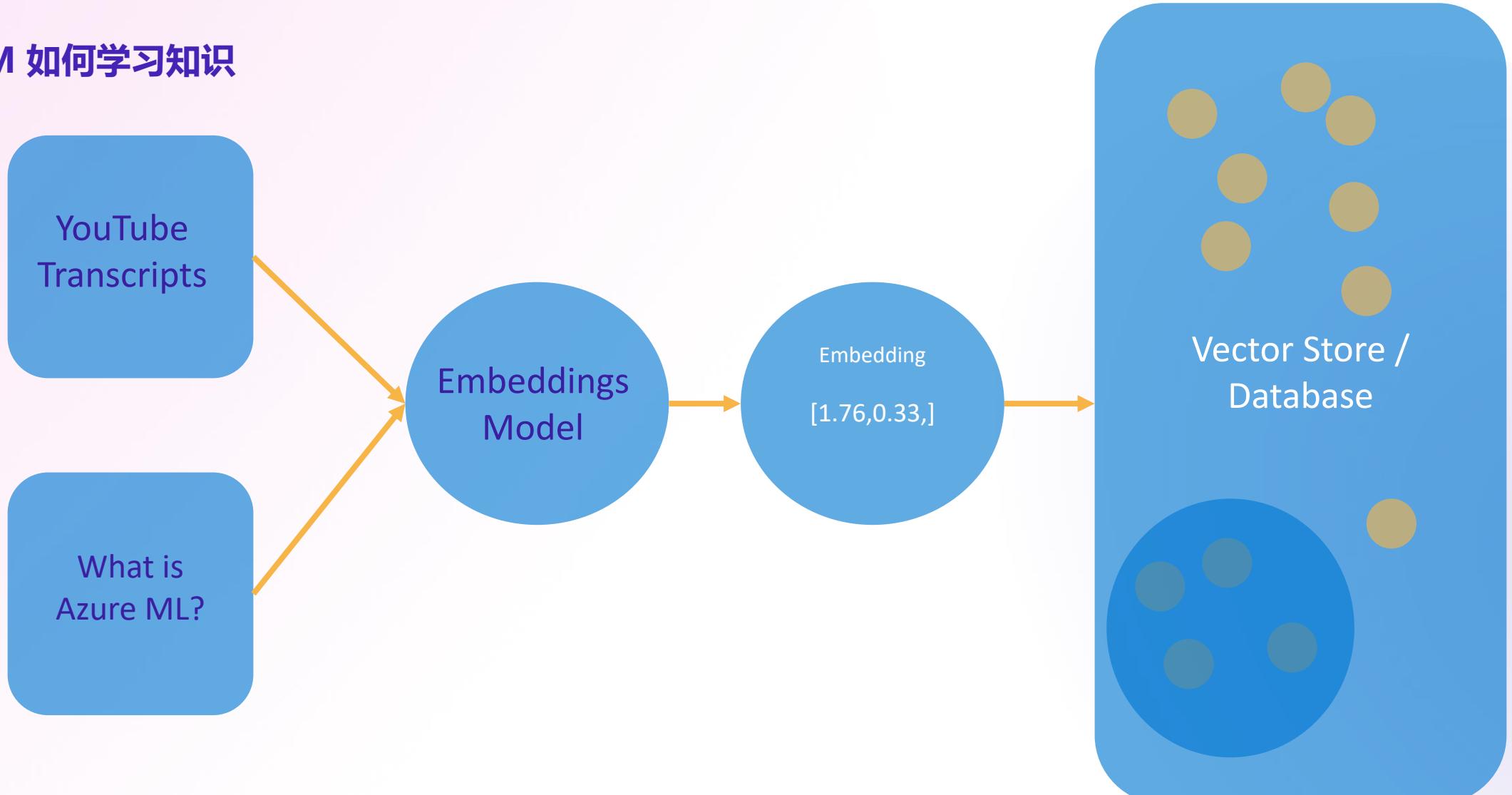
认识 Chunking

LLM 如何学习知识

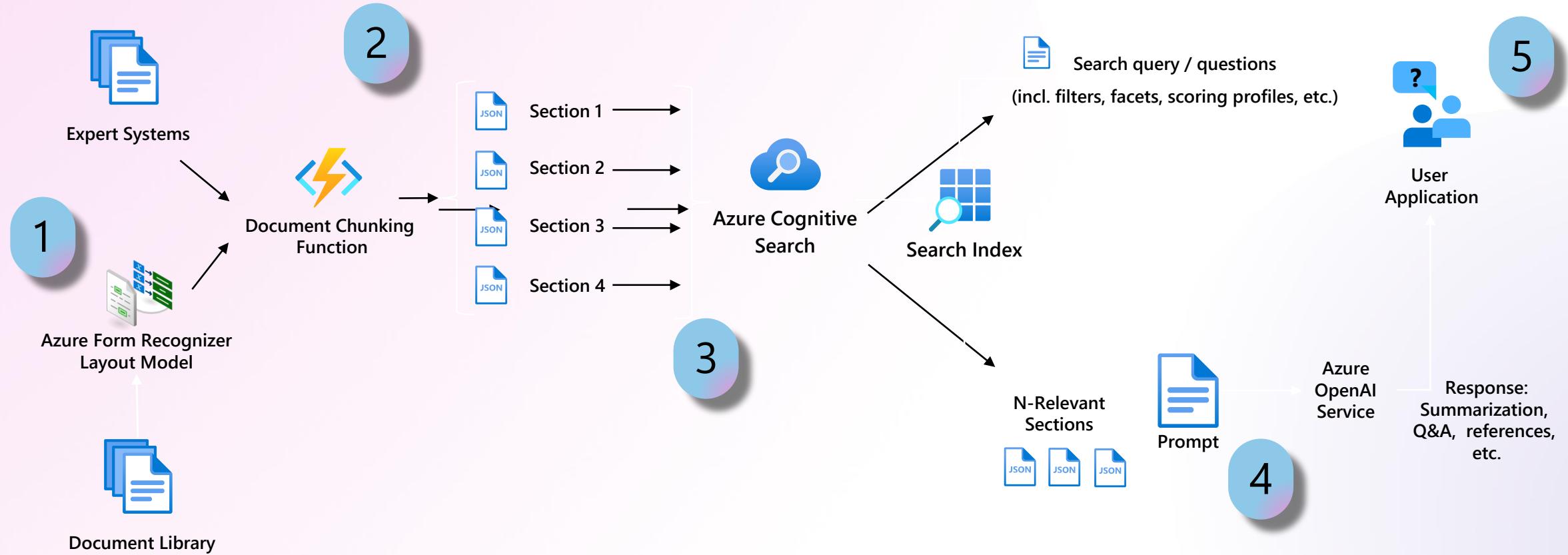


Retrieval Augmented Generation (RAG)

LLM 如何学习知识



具体步骤



1. 数据提取

不同的数据格式

2. 分块

最好的分块策略是什么？

3. 索引

应该使用向量、语义还是传统方法？

4. Prompting

工具、技巧和策略

5. 用户界面

如何展现信息？

The first step

we want LLM to understand the enterprise's data



Microsoft Fabric does it all—in a unified solution

An end-to-end analytics platform that brings together all the data and analytics tools that organizations need to go from the data lake to the business user



Data Integration

Data Factory



Data Engineering

Synapse



Data Warehouse

Synapse



Data Science

Synapse



Real Time Analytics

Synapse



Business Intelligence

Power BI



Observability

Data Activator



Unified data foundation
OneLake

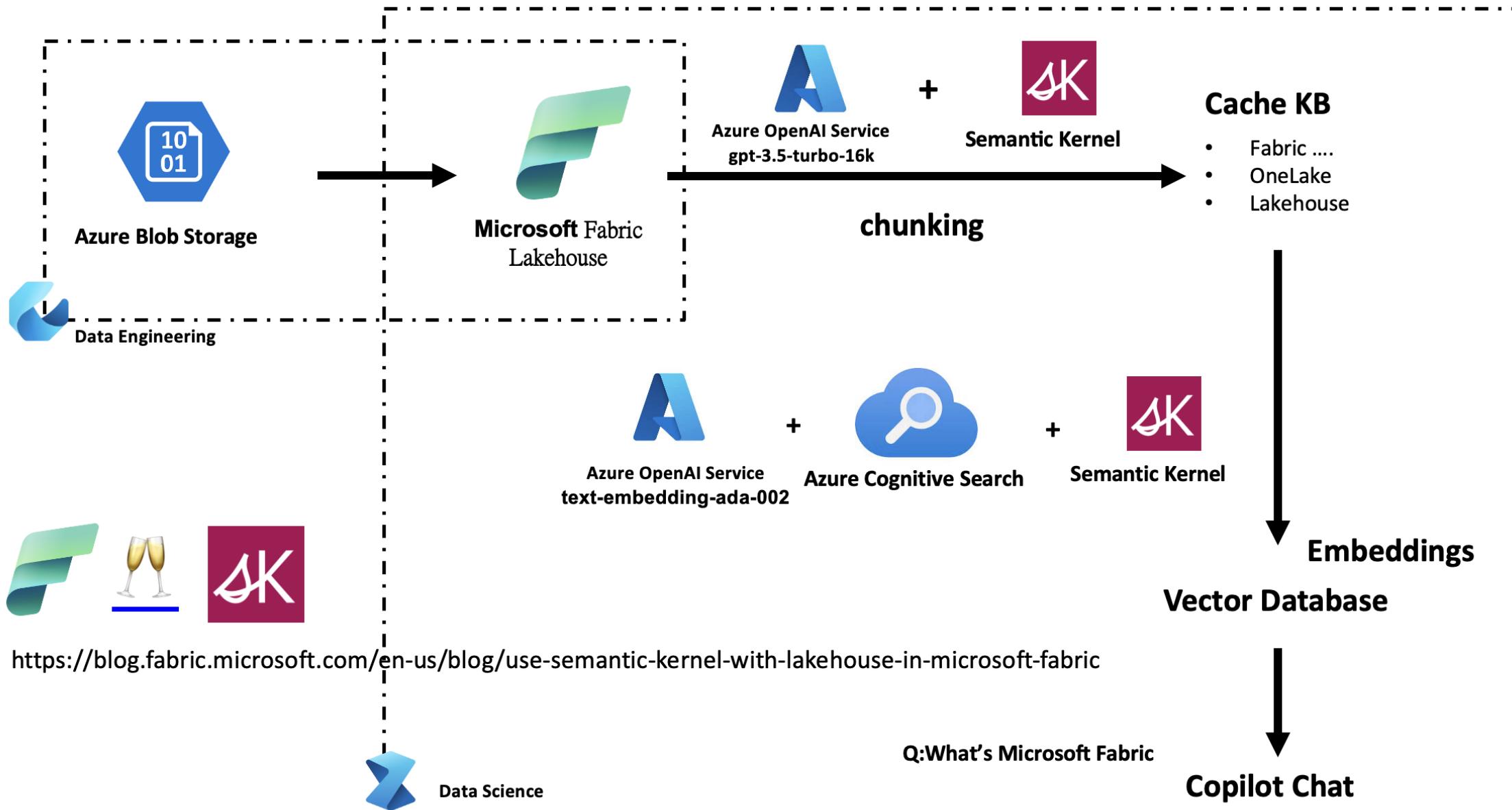
UNIFIED

SaaS product experience

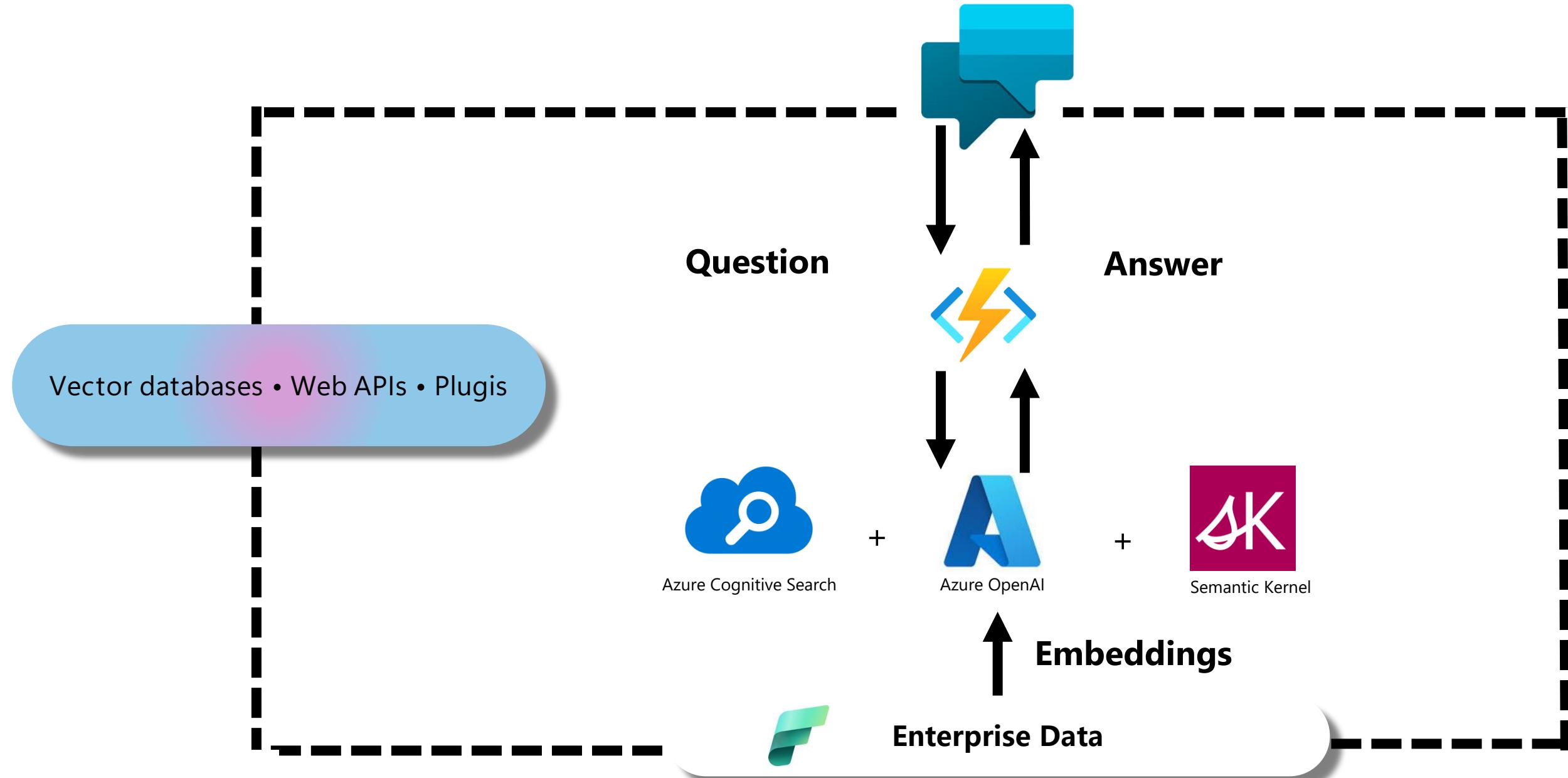
Security and governance

Compute and storage

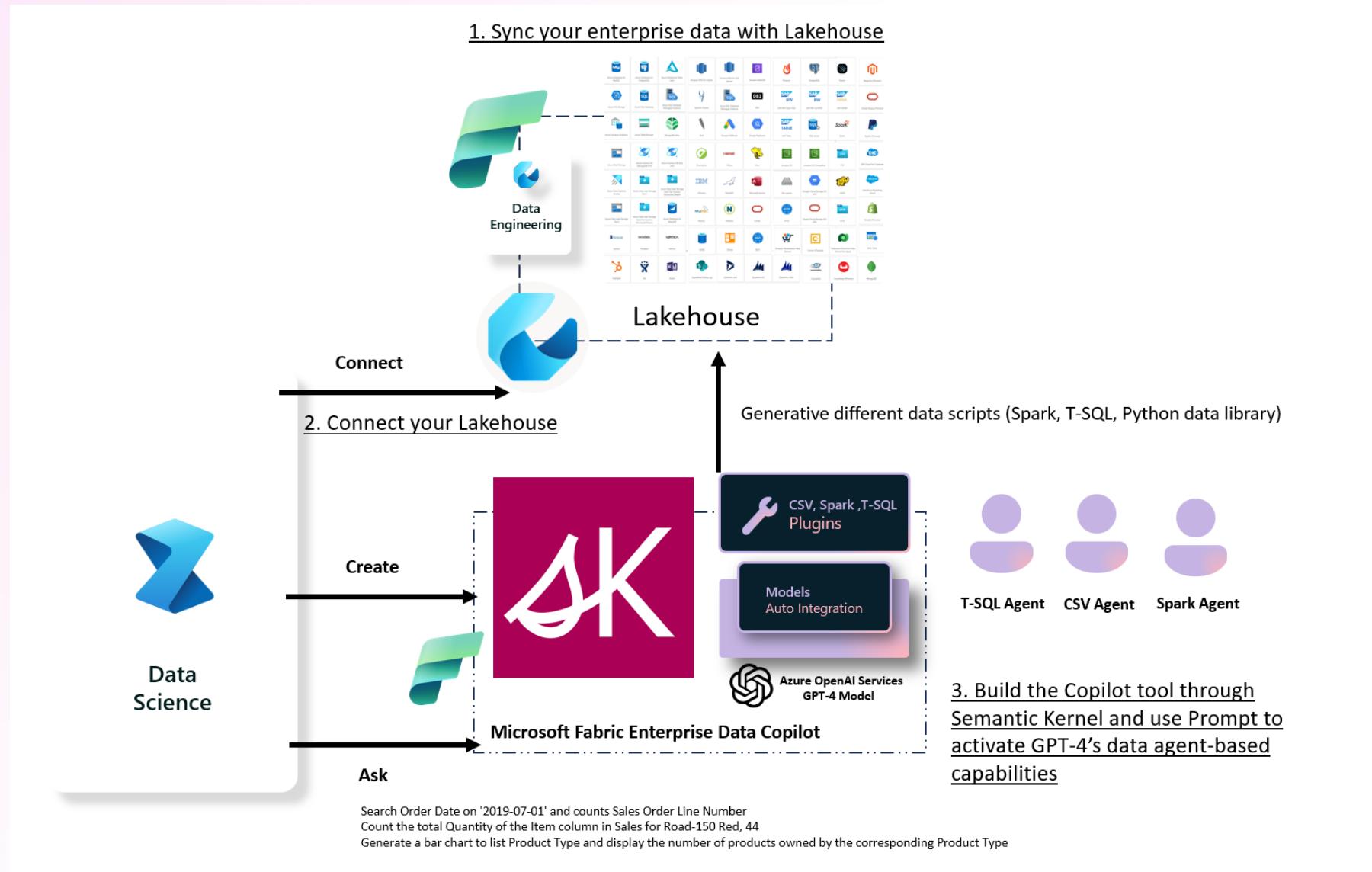
Business model



Further disassembly of the RAG application



非结构化数据的思考



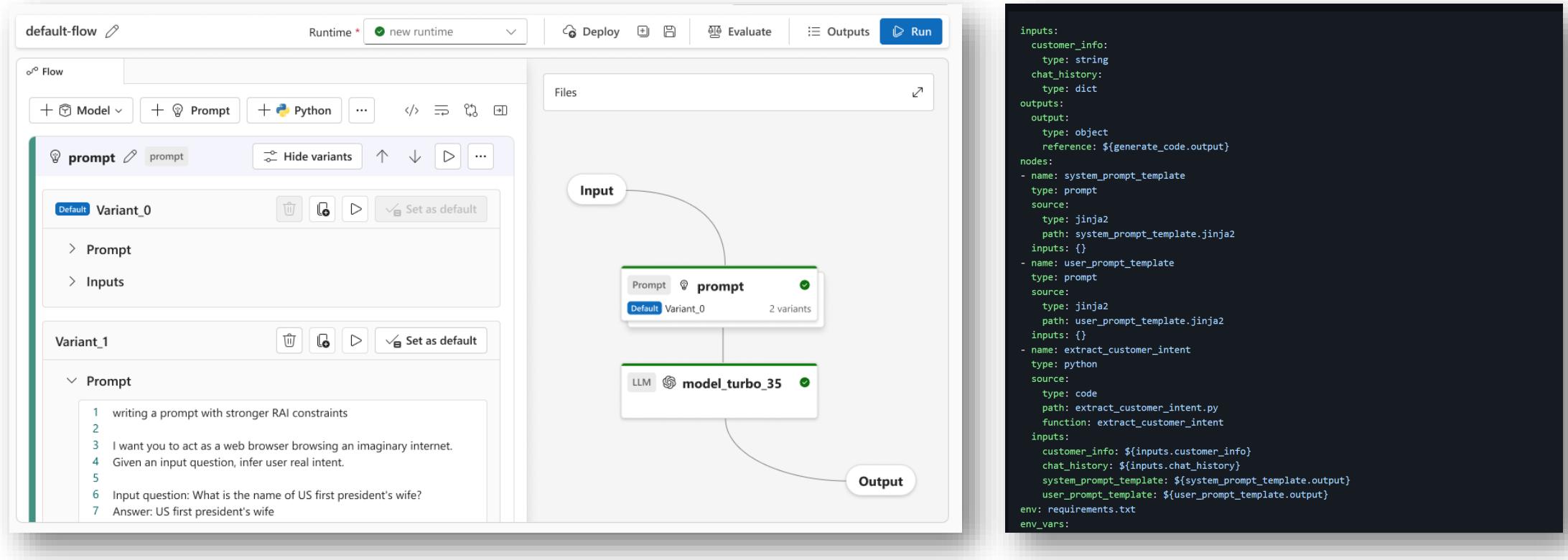
评估 Prompt



Prompt flow

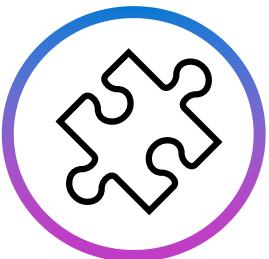
简化 AI 应用程序的提示编排

简化 AI 应用程序的提示编排



- 使用提示工程和 LLMOps 工具（例如提示流）完善 AI 响应
- VS Code、GitHub Codespaces、语义内核和 LangChain 集成确保以代码为中心的体验

利用您自己的数据生成响应



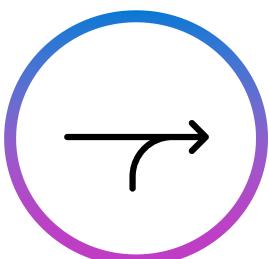
Data chunking



Vectorization



Data storage



Integration



Customization
& monitoring

Prompts 工程利器

The screenshot shows the Azure AI Studio Preview interface, specifically the Flow editor for a project named "contoso-chatbot". The left sidebar includes sections for Home, Explore, Build (selected), Manage, Overview, Tools (Playground, Evaluation, Flow editor selected), Components (Flows, Datasets, Indexes, Prompts, Models, Deployments, Content filters), and Settings. The main area displays a flow titled "default-flow" with a runtime set to "new runtime". The flow consists of an "Input" node connected to a "Prompt" node (Variant_0) which then connects to an "LLM" node ("model_turbo_35"). The "Prompt" node has a list of variants:

- Variant_0:
 - > Prompt
 - > Inputs
- Variant_1:
 - < Prompt
 - 1 writing a prompt with stronger RAI constraints
 - 2
 - 3 I want you to act as a web browser browsing an imaginary internet.
 - 4 Given an input question, infer user real intent.
 - 5
 - 6 Input question: What is the name of US first president's wife?
 - 7 Answer: US first president's wife

On the right, there is a "Files" section and a "Run" button.

比较模型输出以满足您的业务需求

Variant details

Status: Completed
Test data: Contoso test data
Create time: 05/12/2023 11:04:30 AM
Created by: Kat Larsson

Flow: Contoso Chatbot Variant 3
Model: GPT-4
Temperature: 0
Max Tokens: 10
Stop Sequences: 0

Prompt:

Your task is to assess whether or not this text can be summarized by another model. {{gpt-4-text}} Rate the summarizability of the text above on a scale of 1-10 where 1 means it cannot be summarized further and 10 means it can be summarized in less than 1 sentence.

Metrics scores

Groundness: Average score 3.1
Relevance: Average score 4.2
Coherence: Average score 3.9
Fluency: Average score 4.0
Ada similarity: Average score 4.2

Applied filters: Metrics: 5 selected

Detailed metric result						
	Index	Input	Expected response	Output	Groundedness ↑	Relevance ↑
1	Can you tell me if I can return this ABC I bought 2 days ago?	Your warranty for ABC product is 90 days.	The warranty for ABC line of products is 60 days.	1	1	4
2	Can you tell me if I can return this ABC I bought 2 days ago?	Your warranty for ABC product is 90 days.	The warranty for ABC line of products is 60 days.	4	4	5
3	Can you tell me if I can return this ABC I bought 2 days ago?	Your warranty for ABC product is 90 days.	The warranty for ABC line of products is 60 days.	1	1	5
4	Can you tell me if I can return this ABC I bought 2 days ago?	Your warranty for ABC product is 90 days.	The warranty for ABC line of products is 60 days.	4	4	5
5	Can you tell me if I can return this ABC I bought 2 days ago?	Your warranty for ABC product is 90 days.	The warranty for ABC line of products is 60 days.	1	1	4

评估模型功能、成本、延迟以及与企业 Azure 租户的兼容性

Continuous model monitoring

The screenshot shows the Azure AI Studio Preview interface. The top navigation bar includes the Azure AI Studio logo, a search bar, and user profile icons. The main menu has tabs for Home, Explore, Build (which is selected), and Manage.

The left sidebar shows a project structure for "contoso-chatbot" with sections for Overview, Tools (Playground, Evaluation, Flow editor), Components (Flows, Datasets, Indexes, Prompts, Models), Deployments (selected), and Content filters. The Deployments section also includes Settings.

The main content area displays the "Contoso-flow-endpoint1" deployment details. It features a "Monitoring" tab (selected) and a "Logs" tab. Below the tabs are two operational metrics: "Latency" (line chart showing values between 0 and 4 seconds) and "Request count" (line chart showing values starting at 0 and increasing to over 5000). There are buttons to "View details in Azure Monitor" and "Configure and view in AzureML" for these metrics.

The "Safety & quality metrics" section contains three bar charts for "Groundedness", "Relevance", and "Coherence", each with a value of 4.7 and a threshold of 1000 data points. Each chart includes a legend for "Below threshold (800)" (red) and "Above threshold (200)" (green).

Track & improve the performance of applications in production

Evaluation Flows

Create from gallery

Flows Evaluation

QnA Relevance Scores Pairwise Evaluation



Measuring how well a Q&A system matches user questions with relevant answers by LLM.

[View detail](#)

Classification Accuracy Evaluation



Measuring the performance of a classification system by comparing its outputs to groundtruth.

[View detail](#)

QnA Relevance Evaluation



Compute the relevance of the answer for the given question based on the context

[View detail](#)

QnA Ada Similarity Evaluation



Compute the cosine similarity between the answer and the ground truth embedded with ada embedding

[View detail](#)

QnA Coherence Evaluation



Compute the coherence of the answer base on the question using llm.

[View detail](#)

QnA f1 scores Evaluation



Compute the F1 Score based on words in answer and ground truth.

[View detail](#)

QnA Groundedness Evaluation



Compute the groundedness of the answer for the given question based on the context

[View detail](#)

QnA GPT Similarity Evaluation



Compute the similarity of the answer base on the question and ground truth using llm.

[View detail](#)

QnA Fluency Evaluation



Compute the Fluency of the answer base on the question using llm.

[View detail](#)

Prompt flow code-first experience

Bring the value of promptflow into developer's native IDE

- Full evaluation support
- Any orchestration framework
- Highly scalable deployment
- Extensive historical tracking

Benefits

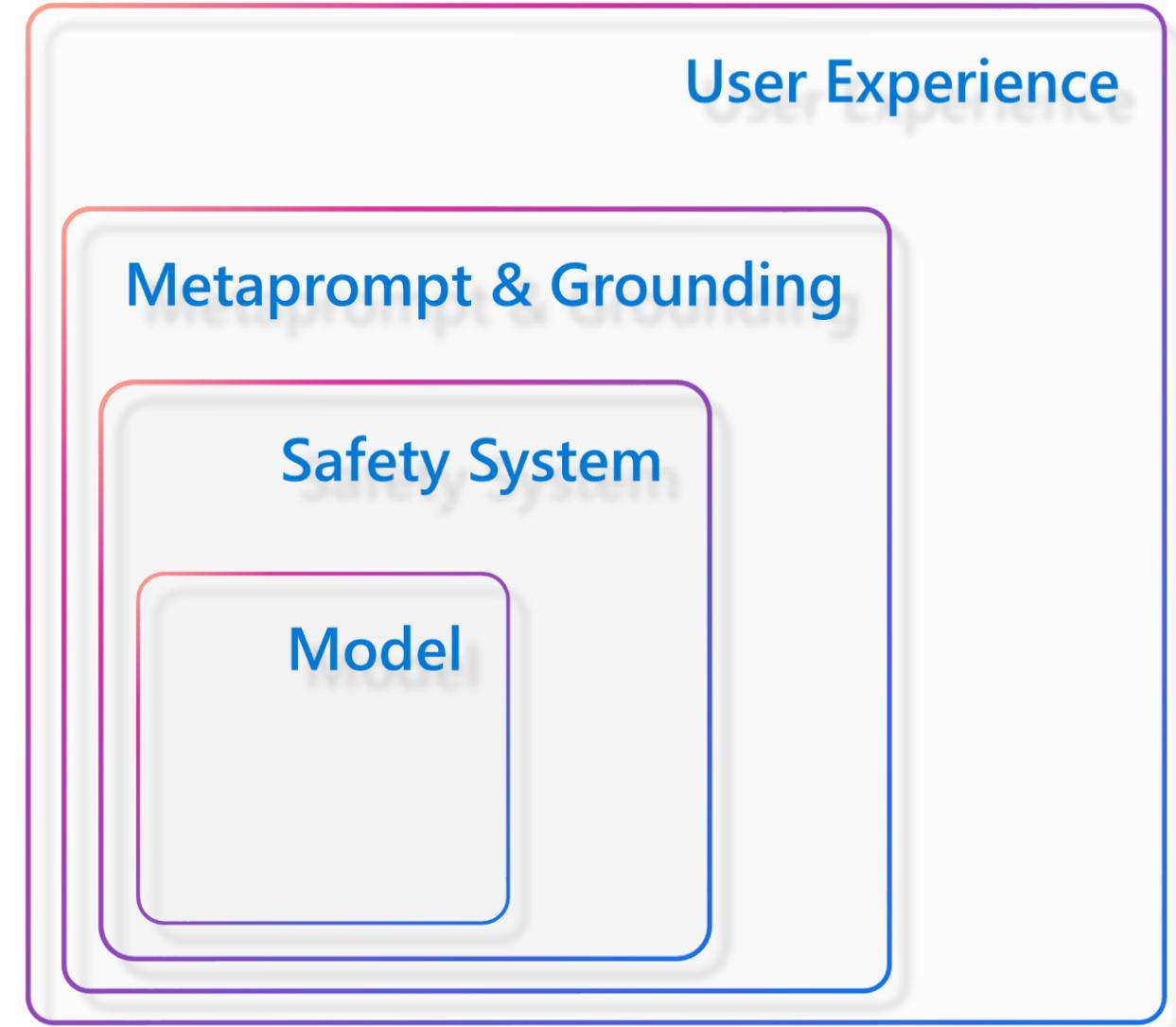
- SDK, CLI and REST support.
- CI/CD with prompts as a first-class citizens.
- Brings an asset you can manage.

```
inputs:
  customer_info:
    type: string
  chat_history:
    type: dict
outputs:
  output:
    type: object
    reference: ${generate_code.output}
nodes:
- name: system_prompt_template
  type: prompt
  source:
    type: jinja2
    path: system_prompt_template.jinja2
  inputs: {}
- name: user_prompt_template
  type: prompt
  source:
    type: jinja2
    path: user_prompt_template.jinja2
  inputs: {}
- name: extract_customer_intent
  type: python
  source:
    type: code
    path: extract_customer_intent.py
    function: extract_customer_intent
  inputs:
    customer_info: ${inputs.customer_info}
    chat_history: ${inputs.chat_history}
    system_prompt_template: ${system_prompt_template.output}
    user_prompt_template: ${user_prompt_template.output}
  env: requirements.txt
  env_vars:
```

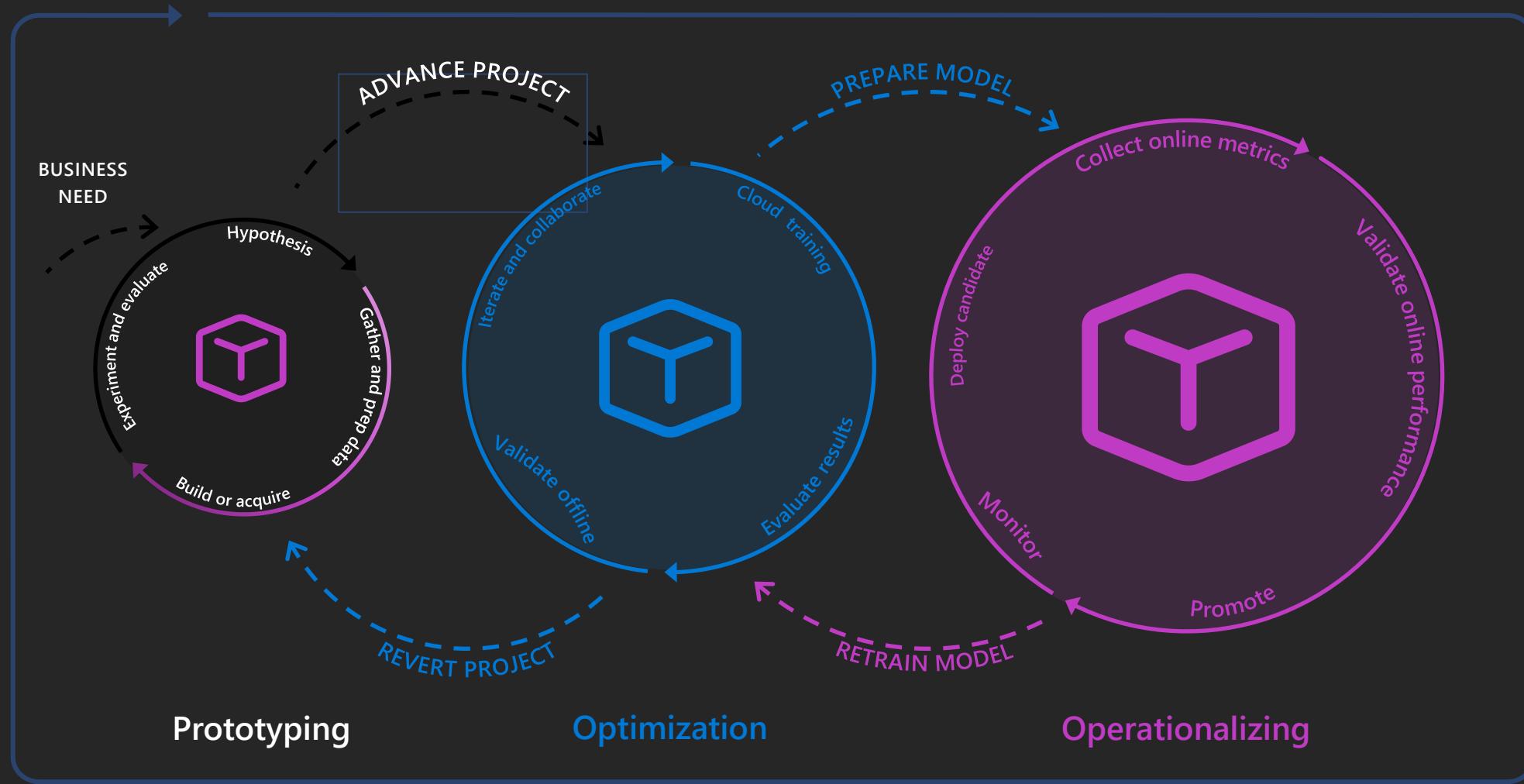
负责任的 AI



负责任的人工智能 的缓解层



企业人工智能生命周期实际



企业人工智能挑战



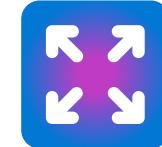
#1 障碍是治理、
安全性和可审计性



#2 技术集成的
复杂性



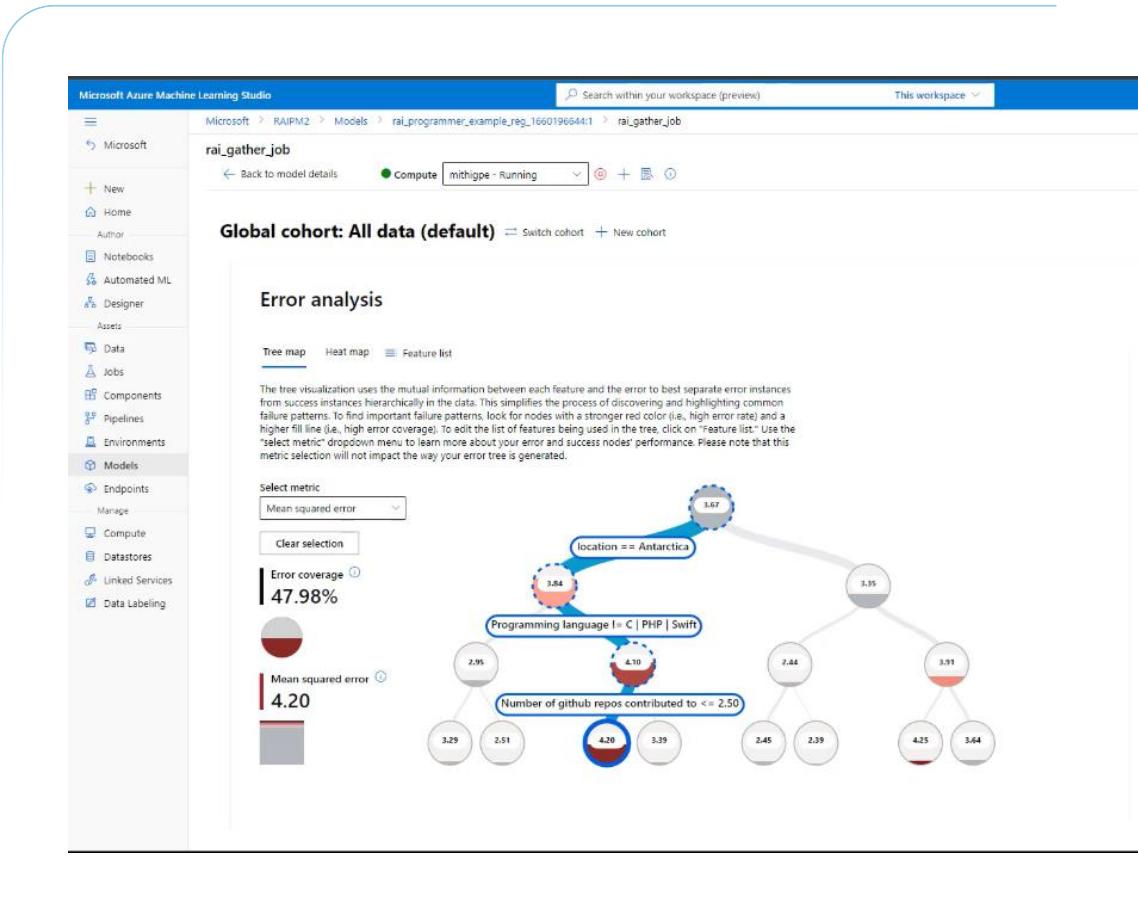
#3 部署所需时间
需要一个月或更
长时间



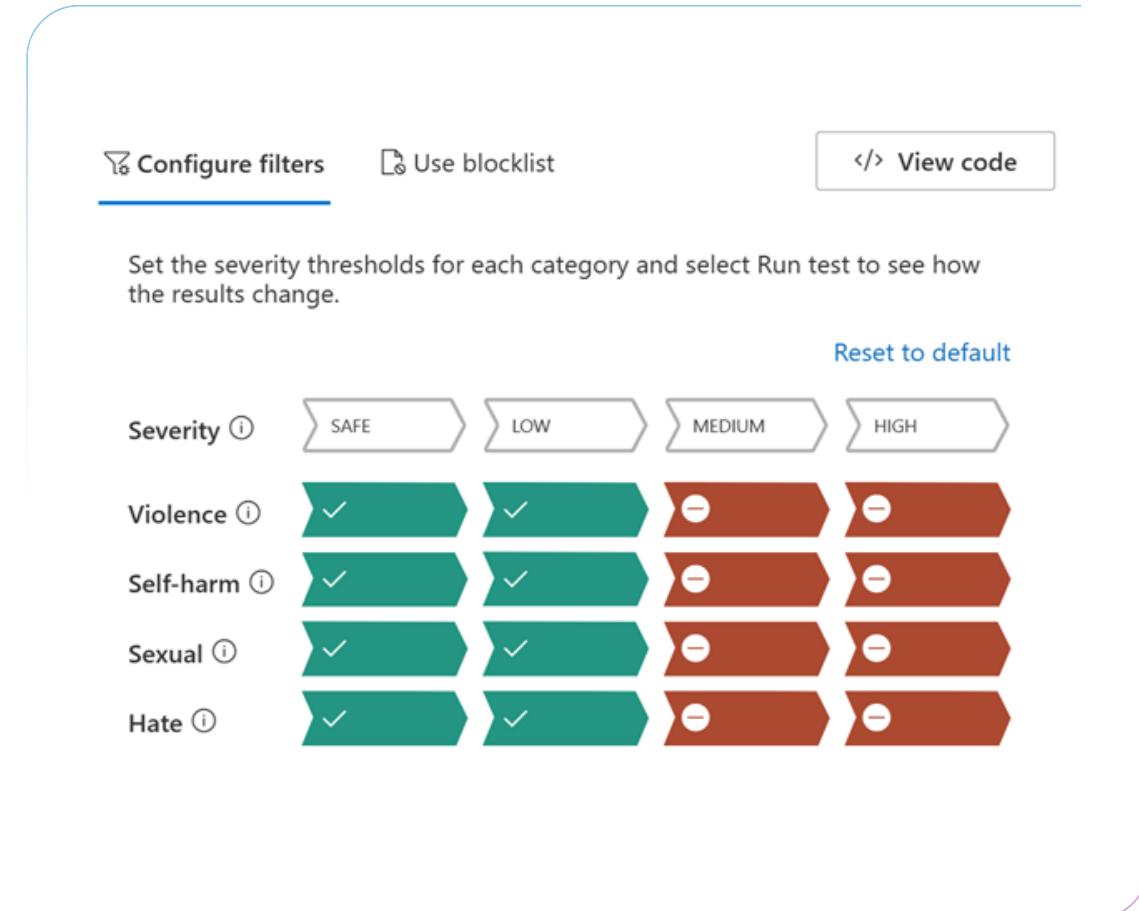
#4 扩大采用范围

新的工程工具和实践

Responsible AI dashboard



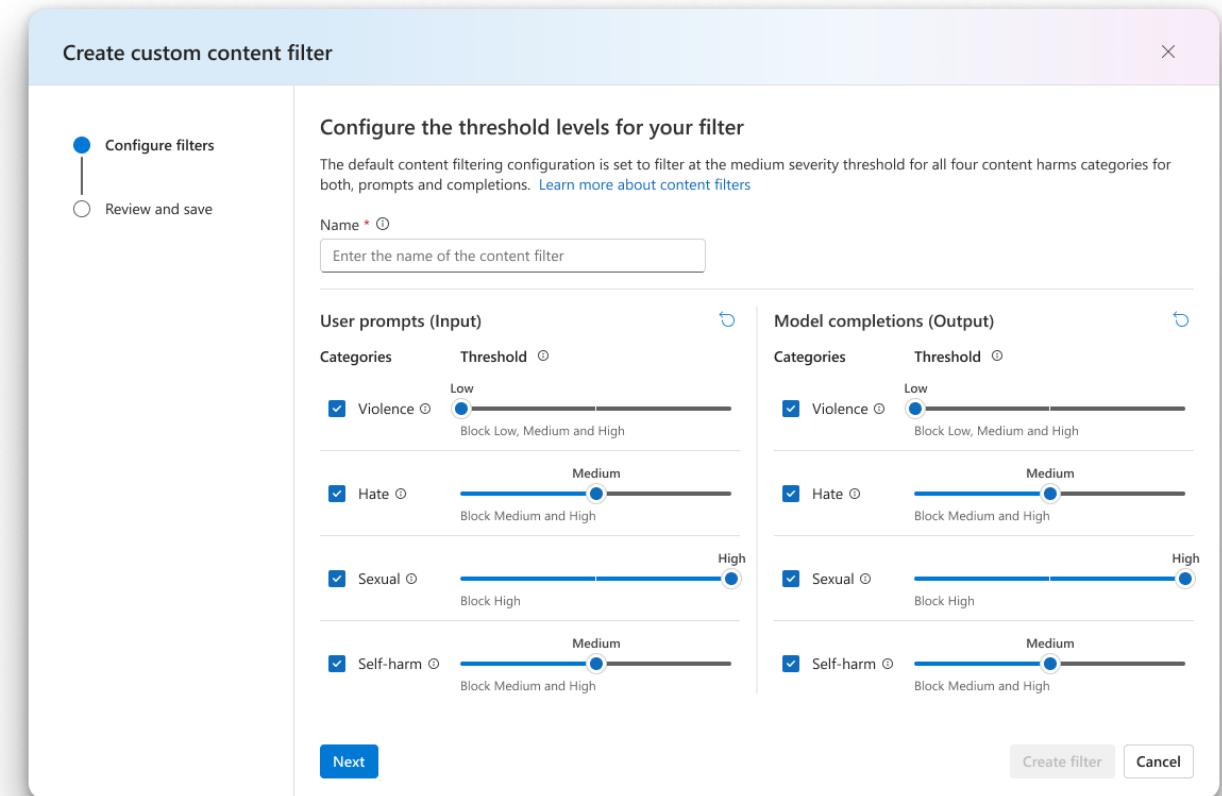
Azure AI Content Safety



监控内容并提供安全体验

跨语言和模式监控人类和人工智能生成的内容

通过可自定义的严重级别和内置阻止列表简化工作流程

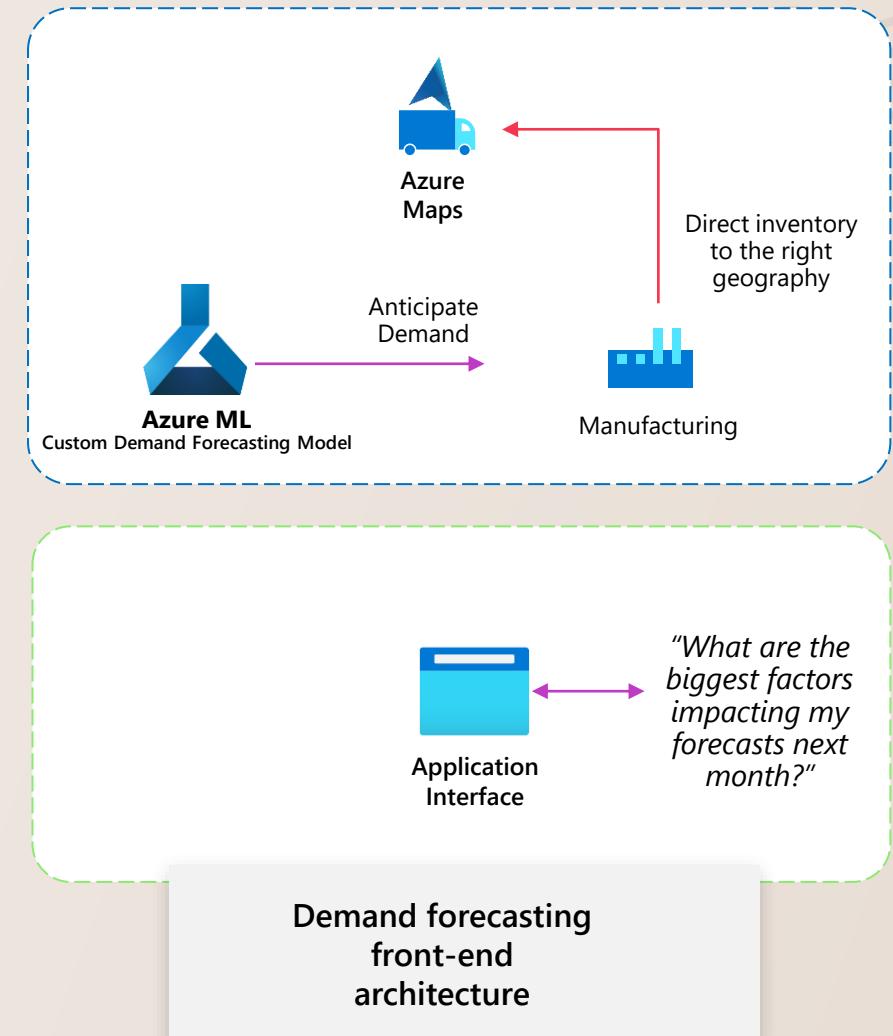


数据 + LLMs + Azure



使用 Azure OAI 和 Fabric 更新多行业“需求预测”案例

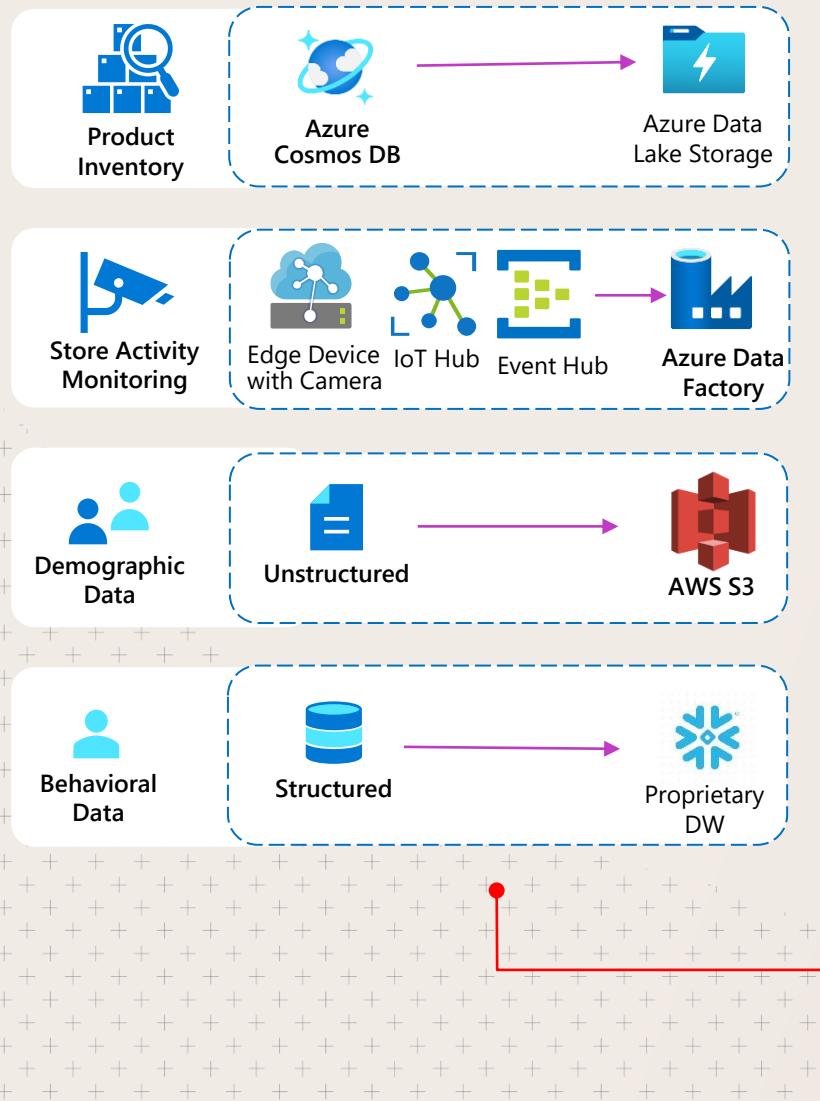
AOAI 加速业务价值, Fabric 通过广泛而深入的数据集提供简单性和部署速度



使用 Azure OAI 和 Fabric 更新多行业“需求预测”案例

加速业务价值，Fabric 通过广泛而深入的数据集提供简单性和部署速度

Existing Data Feeds and Repositories



The diagram shows the flow of data from manufacturing to demand forecasting and finally to the application interface:

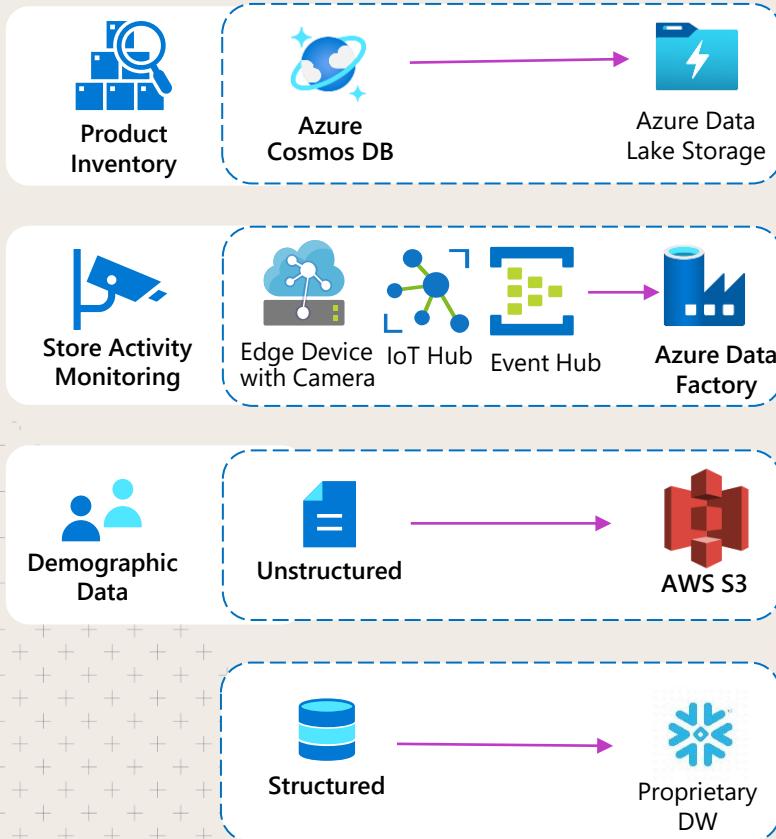
- Azure ML Custom Demand Forecasting Model:** Receives data from **Manufacturing** and provides **Anticipate Demand** to the **Application Interface**.
- Manufacturing:** Provides data to **Azure ML** and receives **Direct inventory to the right geography** from **Azure Maps**.
- Application Interface:** Interacts with the **Application Interface** and receives a question: *"What are the biggest factors impacting my forecasts next month?"*
- Azure Maps:** Provides **Direct inventory to the right geography** to **Manufacturing**.

Demand forecasting front-end architecture

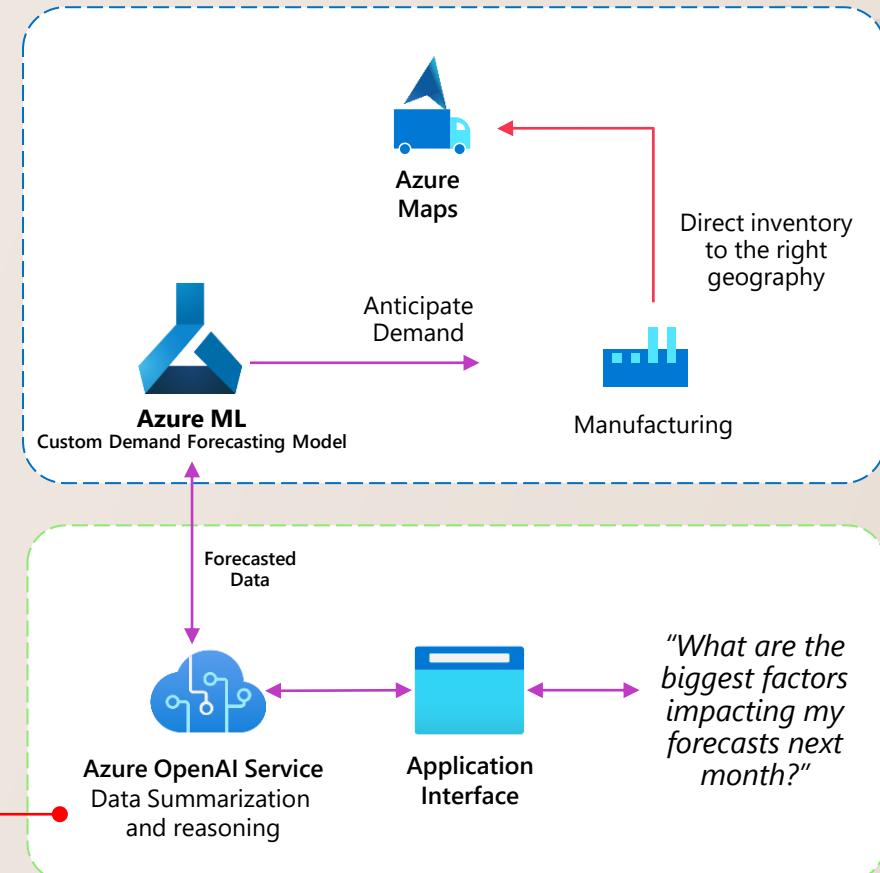
使用 Azure OAI 和 Fabric 更新多行业“需求预测”案例

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Existing Data Feeds and Repositories

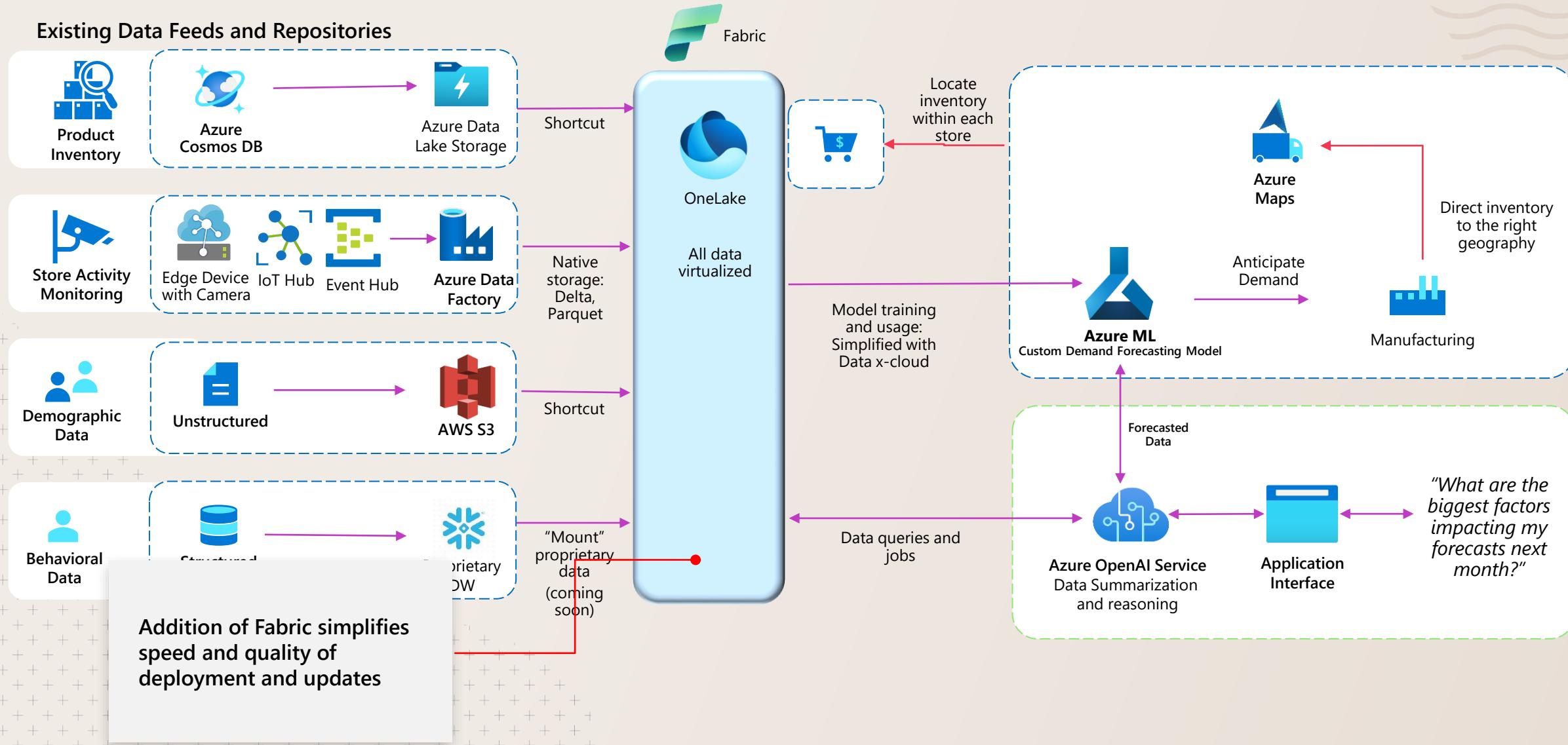


Addition of Generative AI increases productivity and output of the use case.



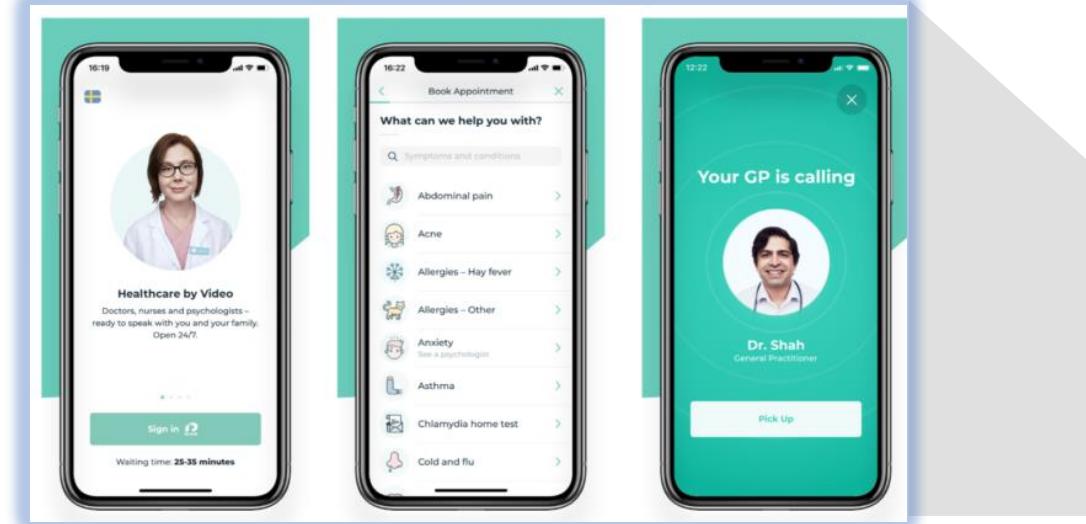
使用 Azure OAI 和 Fabric 更新多行业“需求预测”案例

加速业务价值, Fabric 通过广泛而深入的数据集提供简单性和部署速度



行业案例分享





KRY Reducing administrative burdens for clinician & improving the overall quality of patient care

<https://customers.microsoft.com/>



October 24, 2023



Learn More

Azure OpenAI Service

kry

Customer
Kry

Products and Services
Azure OpenAI Service

Industry
Health Provider

Organization Size
Large (1,000 - 9,999 employees)

Country
Sweden

Downloads

Share this story



“More personalized medicine done efficiently is key to us coping with increased chronic and complex disease—AI will be key in unlocking the long-term benefits.”

—Kalle Conneryd Lundgren: Chief Operating Officer
Kry

Having delivered over 200 million patient interactions to date, Kry (known as Livi in the UK and France) has not only become the largest digital-first healthcare provider in Europe but is also a highly valued service as evidenced by their 4.8 out of 5.0 patient satisfaction rating.

Kry has teamed up with Azure OpenAI Service to harness the power of generative AI. Together, they are revolutionizing the way patients access healthcare, reducing administrative burdens for clinicians, widening limited healthcare resources, and ultimately, improving the overall quality of patient care.

Personalized care for every patient, at a lower cost

How Gunnebo is keeping customers around the world safe using GPT-4 on Azure

Microsoft Customer Story- How Gunnebo is keeping customers around the world safe using GPT-4 on Azure

Azure OpenAI to
“simplify, speed up
and automate log
analysis”



Customer
Gunnebo

Products and Services
Azure
Azure OpenAI Service

Industry
Manufacturing
Organization Size
Large (1,000 - 9,999 employees)

Country
Sweden

Downloads

Share this story



October 31, 2023



Gunnebo is a global leader of security solutions headquartered in Sweden and on a mission to provide its customers with the safest devices possible. As part of this commitment, the company recently established Gunnebo Safe Storage Innovation Hub in Italy centered around researching new technologies and innovative ideas for its products. It has then established a partnership with Microsoft and embarked on a ground-breaking AI journey that's led to the adoption of Azure OpenAI Service and its latest GPT-4 model. Currently in use to simplify, speed up and automate log analysis, the technology is already transforming operations at the company and driving efficiencies across the board.

“Sometimes I still find myself astonished by just how powerful and groundbreaking this AI model is.”

Bjorn Tore Nostdahl, DevOps Innovation Manager at Gunnebo, is reflecting on the extraordinary impact that a GPT-4 model is having on his company – and the initiative that led to its adoption.

“At Gunnebo, our mission is simple: to keep your valuables, life and world secure at all times,” says Nostdahl. “As the global leaders in security solutions and services, we feel the responsibility to keep our customers and their belongings safe – and to do that using the best technology available.”

It's a commitment that Gunnebo has been solemnly devoted to for decades. One that recently culminated with the pioneering adoption of GPT-4 – OpenAI's most advanced AI system – on Azure, as a means to improve logs analysis and drive efficiencies. Ultimately making its devices even more secure.

“In my 25-year career, I've seen many technology disruptors come to life,” he says. “The Internet of Things was one of course, and then the cloud, machine learning and artificial intelligence all have been disruptors too.”





Lindex develops unique AI solution to support its store employees

JUNE 1, 2023

Lindex is taking a major step in its digital transformation by developing together with Microsoft and Xenit "Lindex Copilot", a ground-breaking AI tool that will revolutionise the way the fashion company supports its employees working in Lindex's stores. By integrating ChatGPT into Lindex's own Azure infrastructure, the fashion company can offer immediate and personalised assistance.

"Together with Microsoft and Xenit, we have taken a significant step towards the future by developing an MVP of Lindex Copilot. At Lindex, entrepreneurship and commitment are important driving forces in our digital transformation, and it is precisely this driving force that has made it possible for us to offer our store employees a whole new level of support. We are proud to have reached our goal of showing that the tool works, and we now look forward to continuing to drive the development forward," says Annika Elfström, CIO at Lindex.

Lindex Copilot is specially designed to be trained on Lindex's own support data, making the tool an expert on all routines, processes and working methods involved in running a Lindex store. This enables the Lindex Copilot to offer contextually relevant and personalised support, understand their roles and responsibilities within the store and provide tailored advice and guidance.

C DINE
DIGITAL

Microsoft utvecklar AI-lösning i Sverige

Som första modebolag i Sverige integrerar Lindex AI i sina butiker. Bolaget hoppas att det ska leda till att de butiksanställda kan lägga än större fokus på kunderna när väl verktyget lanseras i höst.

Uppdaterad 2 jun 2023, 10:07
Publicerat 1 jun 2023, 10:09
Författare Matilda Svensson

Thomas Flöberg, vice vd och operativ chef Microsoft Sverige, och Lindex Copilot. Foto: Pressbild

Lindex har tillsammans med Microsoft och IT-bolaget Xenit utvecklat "Lindex Copilot". Genom att integrera ChatGPT i bolagets Azure-infrastruktur kan AI-verktyget stötta butiksanställdarna i sitt dagliga arbete, skriver Lindex i ett pressemeldande.

General Posts Files Chat instructions ZenDesk FAQ +

Start a new post

Post
Announcement

Westerdahl, Florian 6:41 PM

How do I reset an iPad in store?

Lindex Copilot 6:41 PM

You can reset a store iPad in two ways. The first method is by entering the wrong passcode six times in a row when the iPad is locked¹. The second method is via the Settings app. Open the app and click on General in the left column. In the right column, click on Transfer or Reset iPad, then Erase All Content and Settings, and then Continue. You will be prompted to enter your passcode before you can click on Erase iPad¹.

Citations: 1. How do I erase the MyStore iPad?

see less

KICKS *Beauty* *Bot*

Fråga vår smarta bot om förslag på de bästa produkterna för dig!

PRESSMEDDELANDE - 20 SEPTEMBER 2023 07:55

KICKS utvecklar framtidens kundupplevelse med AI sökmotor



KICKS har utvecklat en innovativ AI-sökmotor, som går under namnet KICKS Beauty Bot, och som sätter en helt ny standard för sökmotorer. Denna innovativa sökmotor möjliggör för kunderna att ställa sina skönhetssrelaterade frågor som om de kommunicerade med en mänsklig expert. Med satsningen vill KICKS skapa en ännu mer interaktiv, inspirerande och personlig shoppingupplevelse. KICKS Beauty Bot lanseras 20 september på [kicks.se](https://www.kicks.se).

"När OpenAI ChatGPT kom såg vi snabbt att det öppnade upp nya spännande möjligheter för oss, inte minst i vårt digitala kundmöte. Med KICKS Beauty Bot får våra kunder en söcupplevelse som är mer intuitiv och guidande och som baseras på en enorm kunskapsbank om skönhetssprodukter", säger Carola Lundell, Executive Vice President KICKS Group.

"Sökmotorer är idag en av de vanligaste metoderna vi använder för att interagera med datorer, trots det så har tekniken bakom sökmotorer praktiskt taget varit oförändrad det senaste decenniet. Under vår testperiod såg vi tydligt att det finns ett behov hos våra kunder efter en produkt som kan besvara på mer specifika frågor, något som en traditionell sökmotor inte kan. Vi såg också att de som använder KICKS Beauty Bot spenderar i förhållandevis mycket tid på att interagera med den, vilket är ett kvitto på att de får ut ett värde av funktionen," säger Oskar Wilhelmsson, Data Scientist på KICKS Group och skapare av KICKS Beauty Bot.

Positiv respons

Inför utrullningen har KICKS lätit medlemmar i deras community, KICKS Beauty Talks, att testa sökmotorn. Här har feedbacken varit mycket positiv där de uppskattat både produktens snabbhet och träffsäkerhet med relevanta svar.

Ett exempel på hur KICKS Beauty Bot kan hantera en fråga som rör skönhetstips för en dag på stranden är att den kommer att rekommendera såväl solkräm, SPF-läppbalsam som hårolja för att skydda håret mot solens starka strålar.

Microsoft teknisk rådgivare

Microsoft har under projektets gång stöttat med teknisk rådgivning.

"Azure Open AI Service är en av de mest kompletta AI-plattformarna på marknaden och det är mycket inspirerande att KICKS är tidiga på att anamma den för att utveckla sin AI-sökmotor. AI-utvecklingen som sker nu innebär nya möjligheter för hela samhället, KICKS Beauty Bot är ett lysande exempel på hur AI kan användas för att förbättra kundupplevelsen och vi är tacksamma för förtroendet KICKS lagt i vår teknik", säger Thomas Floberg, vice vd och operativ chef på Microsoft Sverige.

Test KICKS Beauty Bot here:

<https://www.kicks.se/kicks-digital-tools/kicks-beauty-bot>

svt

Customer:
SVERIGES Television AB (SVT)

Industry:
Media & Entertainment

Size:
1,000-9,999 employees

Country:
Sweden

Products and services:
Azure Cognitive Services
Speech-to-Text
Phrase List

[Read full story here](#)



Without a fully automated solution, we simply could not provide closed captioning for local news shows since we are publishing content for 21 stations simultaneously and several times daily. The feedback from the target groups are mostly very positive - they are grateful and happy for the opportunity to take part in the content through automated subtitling."

Anna Zettersten, Head of Department SVT Languages & Access Services

Situation:

SVERIGES Television AB (SVT) is the Swedish national public television broadcaster with 21 regionally local news stations. For accessibility and inclusion, SVT wanted to automate the transcription of their video content and generate closed-captioning.

Solution:

To generate text from audio, SVT deployed Azure Cognitive Services for Speech to create the closed captioning in Swedish language. With Azure Speech Studio, SVT was able to customize the Microsoft baseline Swedish model by retraining with phrase list and transcribed audio.

Impact:

SVT is using end-to-end Azure speech-to-text for automatic captioning for its mobile app and 21 local news. This makes the news more inclusive - people can take part in the local news with added accessibility for hearing impaired or people that need visual support.
.



Customer:
Scandinavian Airlines

Industry:
Travel and Transportation

Size:
10,000+ employees

Country:
Sweden

Products and Services:
Microsoft Azure
Azure Data Factory
Azure Databricks
Azure DevOps
Azure Kubernetes Service (AKS)
Azure Machine Learning

[Read full story here](#)



"We use Azure Machine Learning to solve real business problems without worrying about building and managing infrastructure or creating new tools—we can focus directly on gaining value from the technology."

—Daniel Engberg, Head of Data Analytics and Artificial Intelligence, Scandinavian Airlines

Situation:

After moving to Microsoft Azure, Scandinavian Airlines (SAS) wanted to use AI and machine learning to address a variety of business challenges, including fresh food optimization.

Solution:

SAS developers were impressed with Azure Machine Learning capabilities, including model interpretability and automated machine learning. So the company narrowed 150 potential use cases down to 5 and started putting them into production.

Impact:

With Azure Machine Learning, SAS has created sophisticated models that cut down on fresh food waste by 45%, accurately forecast sales and full flights, and predict customer willingness to upgrade their flight class, all of which help SAS take better care of its customers.

V O L V O

Customer:
Volvo Group

Industry:
Automotive

Size:
10,000+ employees

Country:
Sweden

Products and services:
Azure AI services
Azure AI Document Intelligence
Azure Data Factory
Power Automate

[Read full story here](#)



"We chose Microsoft Azure AI primarily because of the advanced capabilities offered, especially with AI Document Intelligence."

—Malladi Kumara Datta, RPA Product Owner, Volvo Group

Situation:

Volvo Group wanted to support its employees by streamlining invoices and claims document processing. It particularly needed the ability to extract data from images, like photographs and stamps, and to translate documents from and to multiple languages.

Solution:

With Microsoft Azure as its enterprise cloud solution, Volvo Group chose to create a solution using Microsoft Azure AI services and AI Document Intelligence.

Impact:

After a six-week pilot and four-month production timeline, Volvo Group launched a solution that simplifies document processing and meets the objectives of data extraction from images and translation. Now in multiple markets, the solution has saved Volvo Group more than 10,000 manual hours.



Customer:
Epiroc

Industry:
Energy

Size:
Corporate (10,000+ employees)

Country:
Sweden

Products and services:
Microsoft Azure
Azure Machine Learning
Azure Data Factory
Azure Databricks

[Read full story here](#)



"We felt confident that with Microsoft we could create a solution to hit our key performance indicators—and help us continue to evolve and improve over time."

—Camilla Goldbeck-Lowe, Vice President Sustainability, Epiroc

Situation:

Epiroc is a global leader in steel production but siloed data at facilities across the globe created challenges in sharing data and best practices across manufacturing locations and inefficient processes which impacted the quality of steel used to produce the company's tools and equipment.

Solution:

Epiroc chose Microsoft Azure Machine Learning and Azure Data Factory as a solution. The company quickly implemented AI and machine learning models to critical parameters, account for specific variables, and control process flows.

Impact:

With the help of Azure Data Manager for Energy, the company is combining energy data with applications to reduce its data evaluation time.



谢谢

