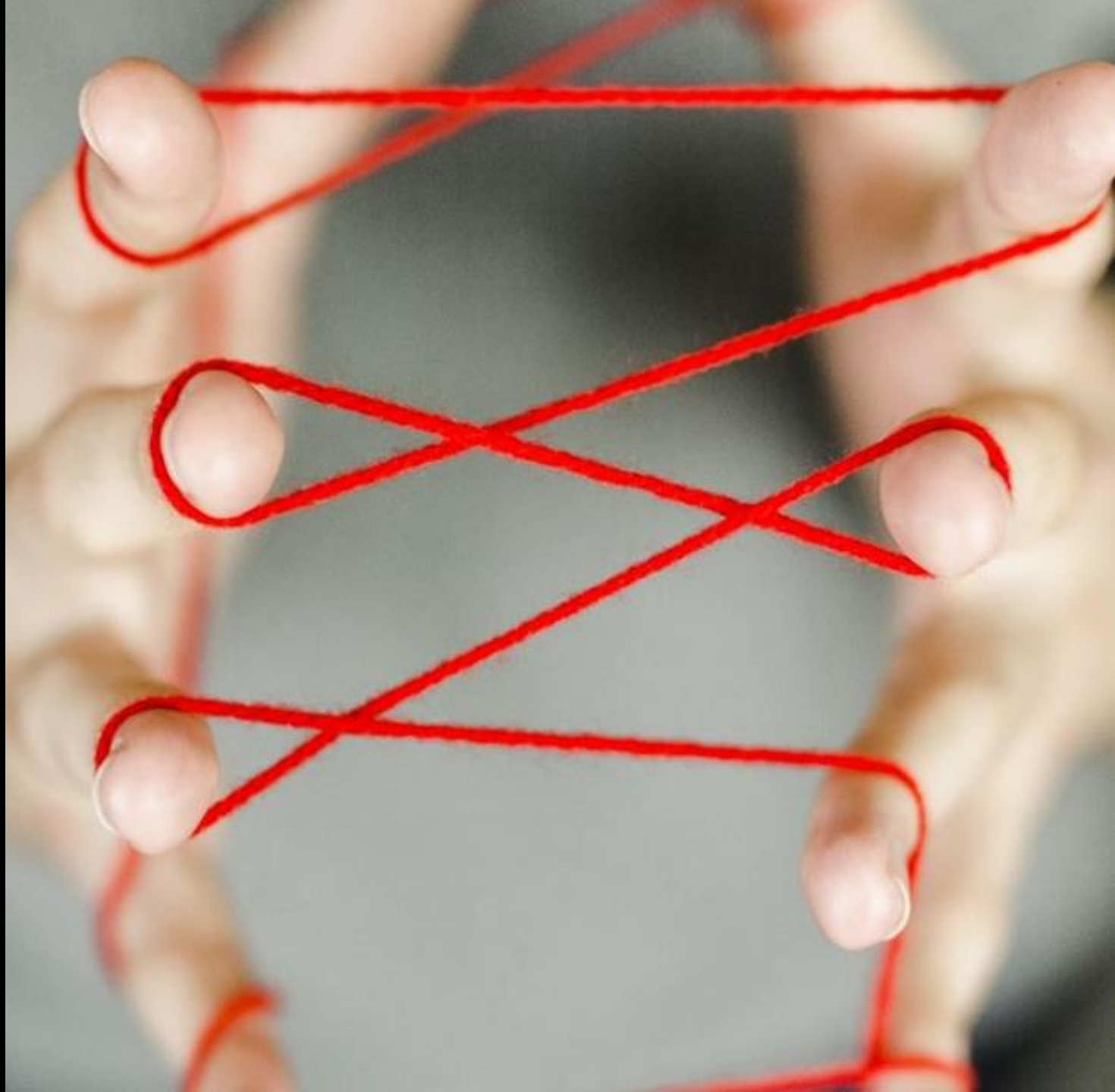


Changing the way how we interact with data



May 22nd - 2024



Marc Lelijveld

Technical Evangelist & Architect
At Macaw



@MarcLelijveld



linkedin.com/in/MarcLelijveld



Data-Marc.com



DutchFabricUsergroup.com

FAVORITE STUFF:



We help our customers **innovate** in the era of AI



**Our understanding
of your market.**

Typical challenges we talk about with our customers.



**Minimal distinctive
products and
propositions**



**Limited distinctive in
pricing**



**Finding the right skilled
people**



**Hiring more people
limits in growth and is
too expensive**



**Customers & employees
expect the latest
technologies**

Solutions we implemented with Microsoft technology.



**Maximize customer
service**



**Smooth experience in
sales and aftersales**



**Level-up your overall
customer experience**



**Increase efficiency by
automation**



**Predict customer
lifecycle**

To succeed, you need to invest in:



Technology

(digital experience, employee empowerment, etc.)



Automate and robotize processes



Data

Challenges.

- Improve customer experience in the healthcare season (long wait times, prepare for spikes in call volume)
- Brand Alignment
- Improve problem / question resolution

Solution.

- Use complicated legal policy documents, Knowledgebase, Service desk systems.
- Full leverage of prompt engineering capabilities like “embeddings/idioms”.
- Control over the conversation, without sidetracks or hallucinations.

Without **data**, there is no **AI**

Personas

Customer

Financial Advisors

Portfolio Managers

...

Modern Technology

Co-pilot / Chatbot

Predictions

Data Management
Platform



Fabric

Platforms

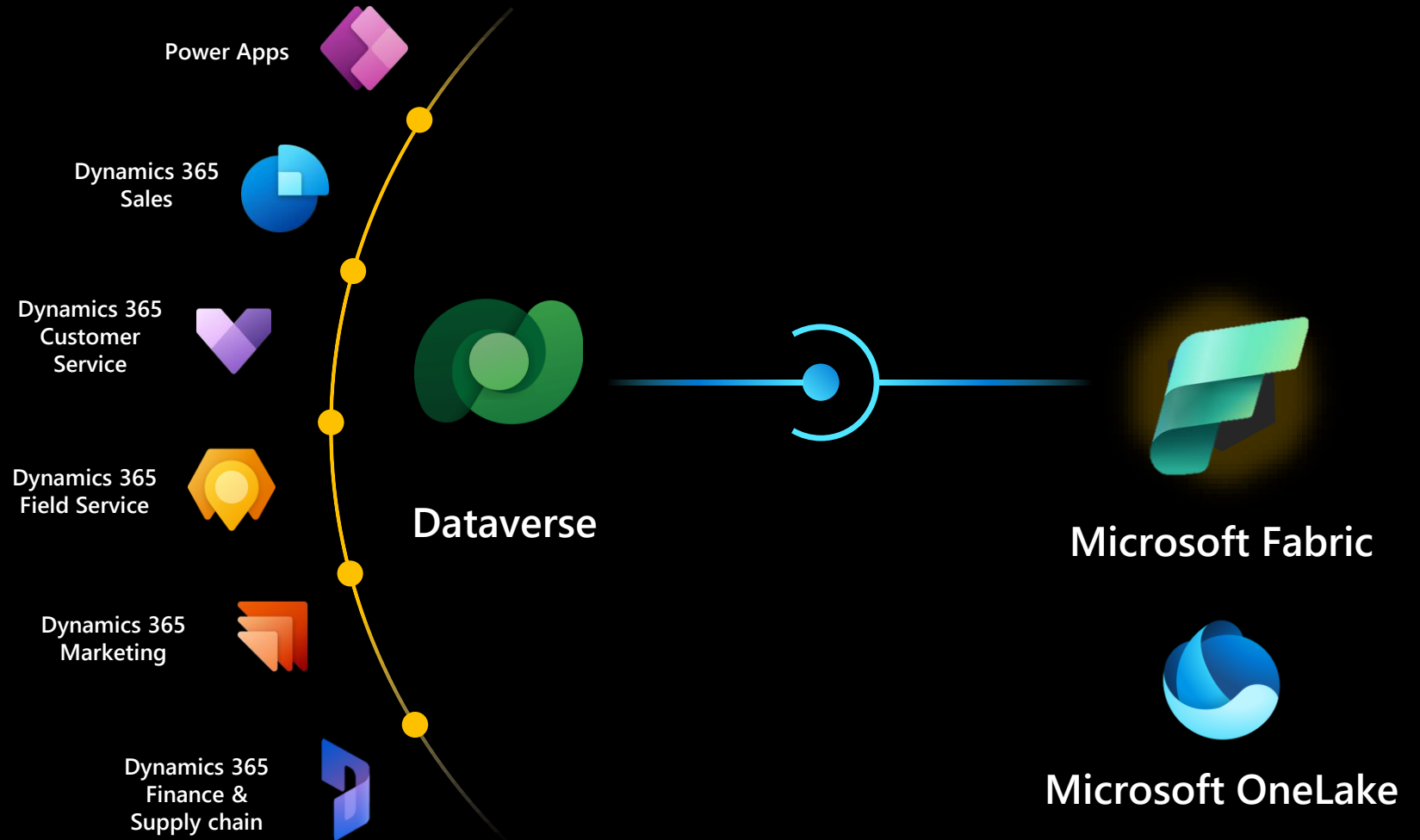
Digital Experience

CRM

Document
Management

...

Bringing your data to Fabric.



Set a proper foundation for your data platform!

Nobody wants to build a
house on quicksand, right?



Microsoft Fabric.



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 Serverless Compute

T-SQL | Spark | KQL | Analysis Services



Unified data foundation

OneLake | OneSecurity

UNIFIED

SaaS product experience

Security and governance

Compute and storage

Business model

What if you could chat with your data?

- Combining the world of Power Platform with Microsoft Fabric – your data management platform
- Experience inside Teams
- Security by design
- Real time updates

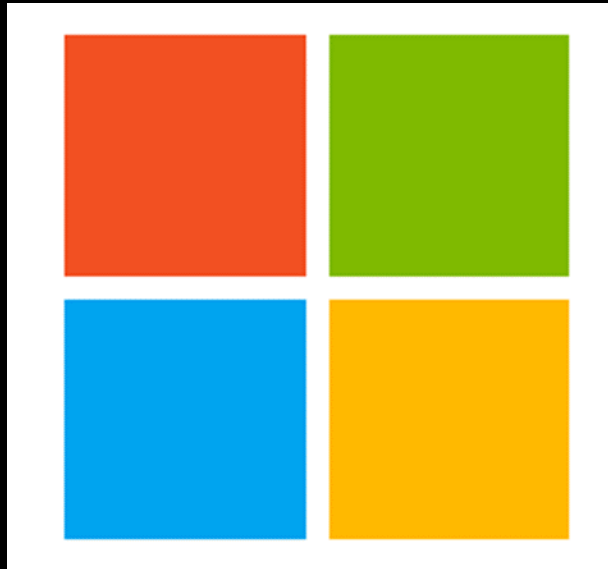
The screenshot shows a chat window titled "HR Support" with tabs for "Chat" and "About". The chat history includes the following messages:

- User:** "What is my current vacation day balance?" (Timestamp: Tuesday 1:45 PM)
- HR Support:** "Your current balance is 21.5 days. Do you directly want to request a day off?" (Timestamp: Tuesday 1:45 PM). Below the message is a form with two buttons: "Yes" and "No".
- User:** "Yes" (Timestamp: Tuesday 1:45 PM)
- HR Support:** "Great! For which day?" (Timestamp: Tuesday 1:45 PM)
- User:** "1 november 2023" (Timestamp: Tuesday 1:45 PM)
- HR Support:** "How many hours do you want to take off that day?" (Timestamp: Tuesday 1:45 PM)
- User:** "4" (Timestamp: Tuesday 1:46 PM)
- HR Support:** "Great! Your request for 4 hours of on 11/1/2023 12:00:00 AM has been submitted. You will receive a message when the request has been approved." (Timestamp: Tuesday 1:46 PM)

Key takeaways.



Start investing in Data & AI



**Microsoft Technology helps to
accelerate in the Era of AI**



**We got the experience and
knowledge to help you take
the next steps!**

The future is bright!



Ready to start your journey?

macaw

