

# Build your own copilot with Microsoft Copilot Studio

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# Importante!

- ❖ Material elaborado pelo time de especialistas em Power Platform da Microsoft Brasil para ser utilizado em **demonstrações online para seus clientes**.
- ❖ O uso deste material é permitido **apenas para clientes** Microsoft que participaram da sua apresentação em ambiente online e para **fins de referência e/ou autoestudo**.
- ❖ Este conteúdo é de **propriedade intelectual da Microsoft**. Todos os direitos reservados.
- ❖ Este material utilizou como referência as funcionalidades da **Power Platform** disponíveis conforme a **documentação oficial** e previstas para lançamento em seu **guia de lançamento** na data de sua elaboração (ver slide de abertura). Como o conteúdo destas fontes é dinâmico, sempre consulta-las em caso de dúvidas.

Em caso de dúvidas ou questões acesse nosso site (Power Platform Connect)

<https://microsoft.github.io/powerplatformconnect/>

# Agenda

Understanding the landscape

Microsoft Copilot ecosystem

Building custom copilots

- **Copilot Studio overview**
- **Design and AI features**
- **Patterns for generative AI**
- **Extend and integrate**
- **Secure and govern**

Responsible AI

Next steps



# Understanding the landscape

# The opportunity for conversational AI



**80% of enterprise applications**

will embed a virtual conversational assistant to fulfill content fetching and content generation tasks by 2025. <sup>1</sup>



**\$80 billion reduction**

in agent labor costs by using conversational artificial intelligence deployments within contact centers by 2026. <sup>2</sup>



**80% of Conversational AI**

offerings will have embedded Generative AI by 2025. <sup>1</sup>

Bend the curve  
on innovation

Optimize business  
processes

Enrich customer  
and employee  
experiences

Improve efficiency  
& time to value

Reduce  
development  
costs & risks

Source:

1. 2023 Gartner® - The Impact of Generative AI on the Conversational AI Market

2. 2022 Gartner - Forecast Analysis: Hyperautomation Enablement Software, Worldwide

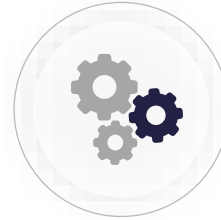
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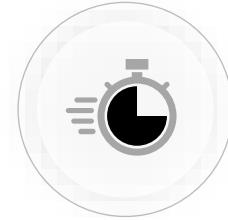
# The **opportunities** for your business with conversational AI



Enrich employee  
experiences



Optimize business  
processes



Improve efficiency  
& time to value



Bend the curve  
on innovation

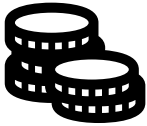


Reinvent customer  
engagement

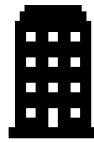


Reduce  
development  
costs & risks

# Building conversational AI has traditionally been **challenging**



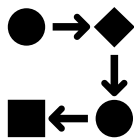
Budget & time  
constraints



Infrastructure &  
resource hosting



Product & technical  
onboarding



Integration with  
business systems

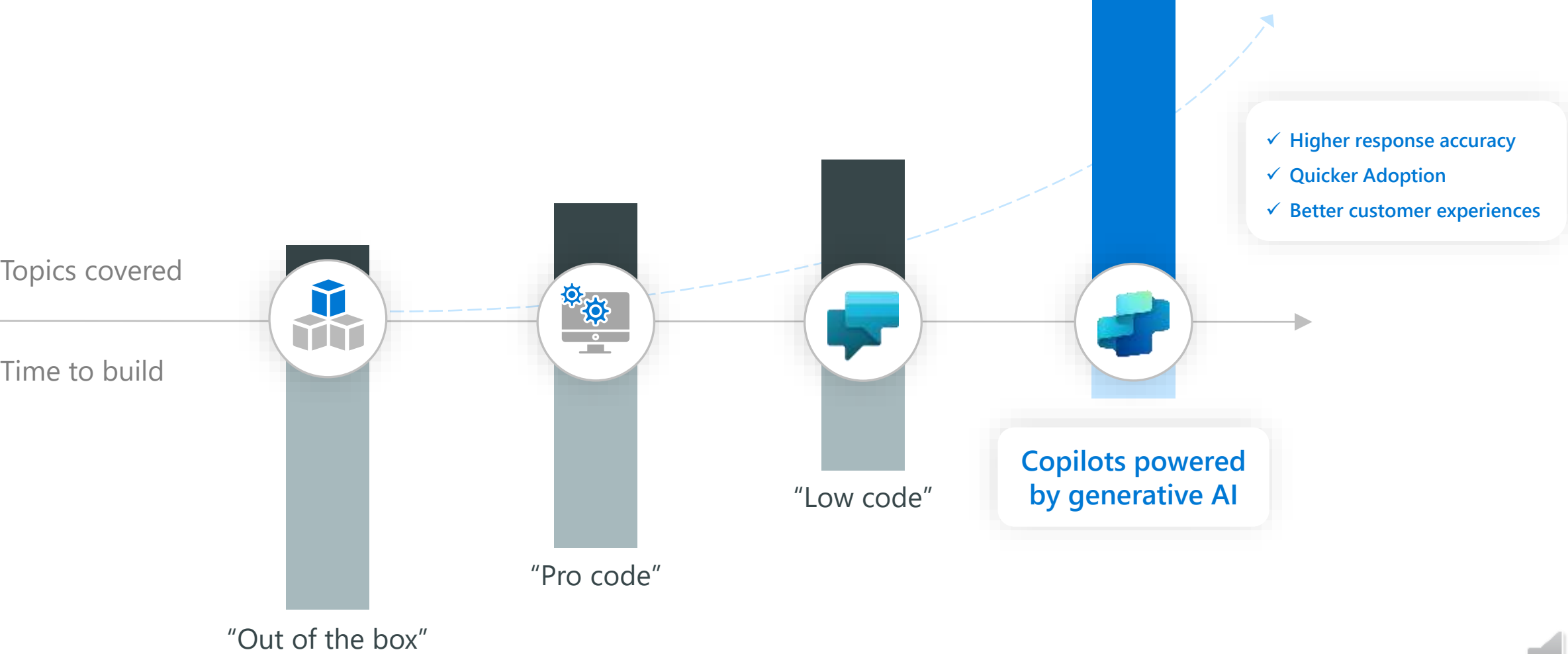


Security & compliance  
risks



Maintaining content

# Welcome to a new era of building conversational AI





# What is a copilot?

An experience using **generative AI and large language models** to assist humans with **complex cognitive tasks**.

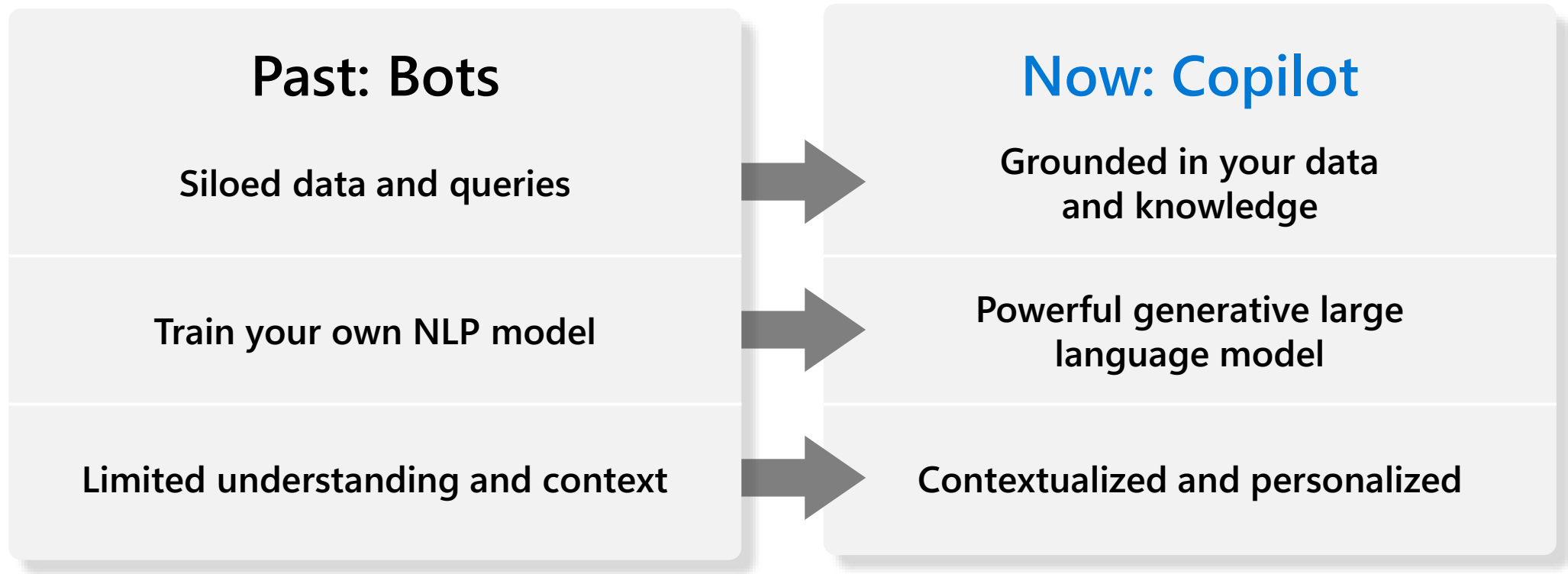
Chat using natural  
language (and code)

You determine,  
guide, and approve  
the output

Its value increases  
with complexity

# Build an AI assistant to help

Copilot: Intelligent AI assistants that use **generative AI** and **large language models** to assist humans with **complex cognitive tasks**.



# Combining low code development with AI is a **game changer**



87%

CIOs & IT professionals say that increased embedded AI into low code platforms would help them maximize the technology<sup>1</sup>



55%

of CIOs will leverage in-house developers and tools that use GenAI and low code/no code, as they and LOB developers build competitive differentiation through custom apps by 2026<sup>2</sup>

**Bend the curve  
on innovation**

**Optimize business  
processes**

**Enrich customer  
and employee  
experiences**

**Improve efficiency  
& time to value**

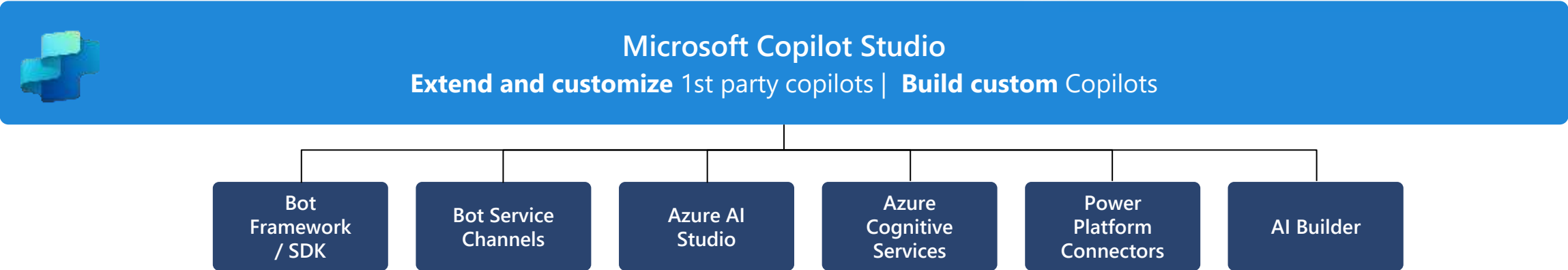
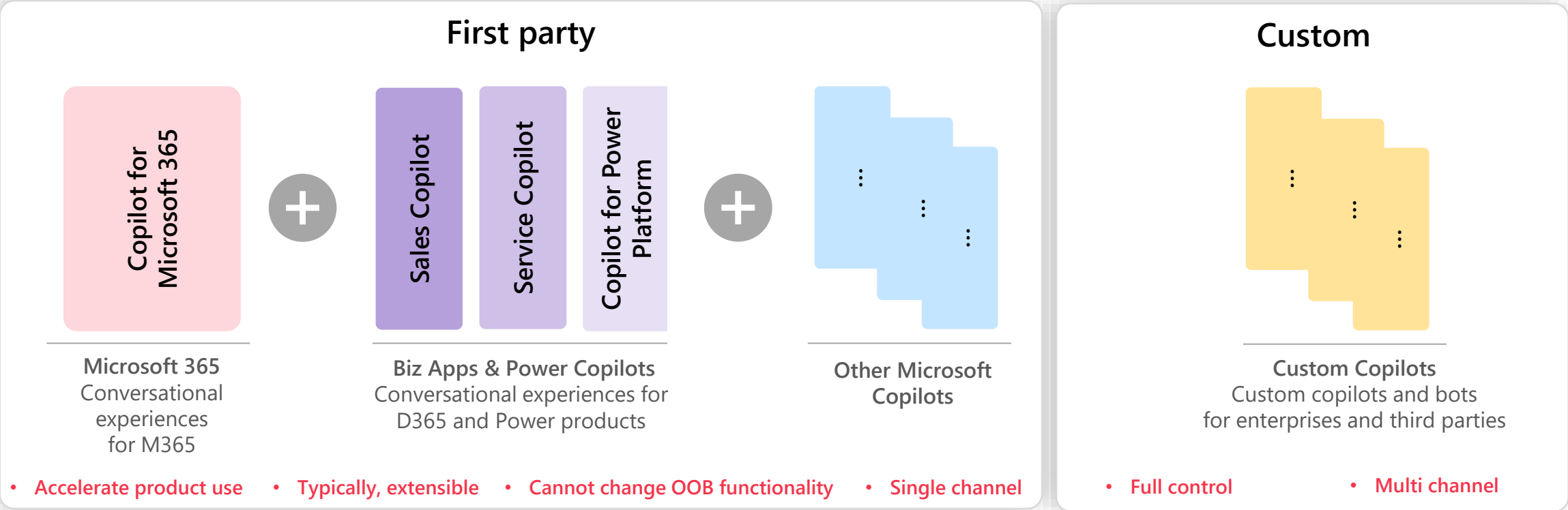
**Reduce  
development  
costs & risks**

1. Source: Gartner® Press Release ,Gartner Identifies the Top Strategic Technology Trends for 2022, October 18, 2021. GARTNER is a registered trademark and service mark of Gartner, 2nc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

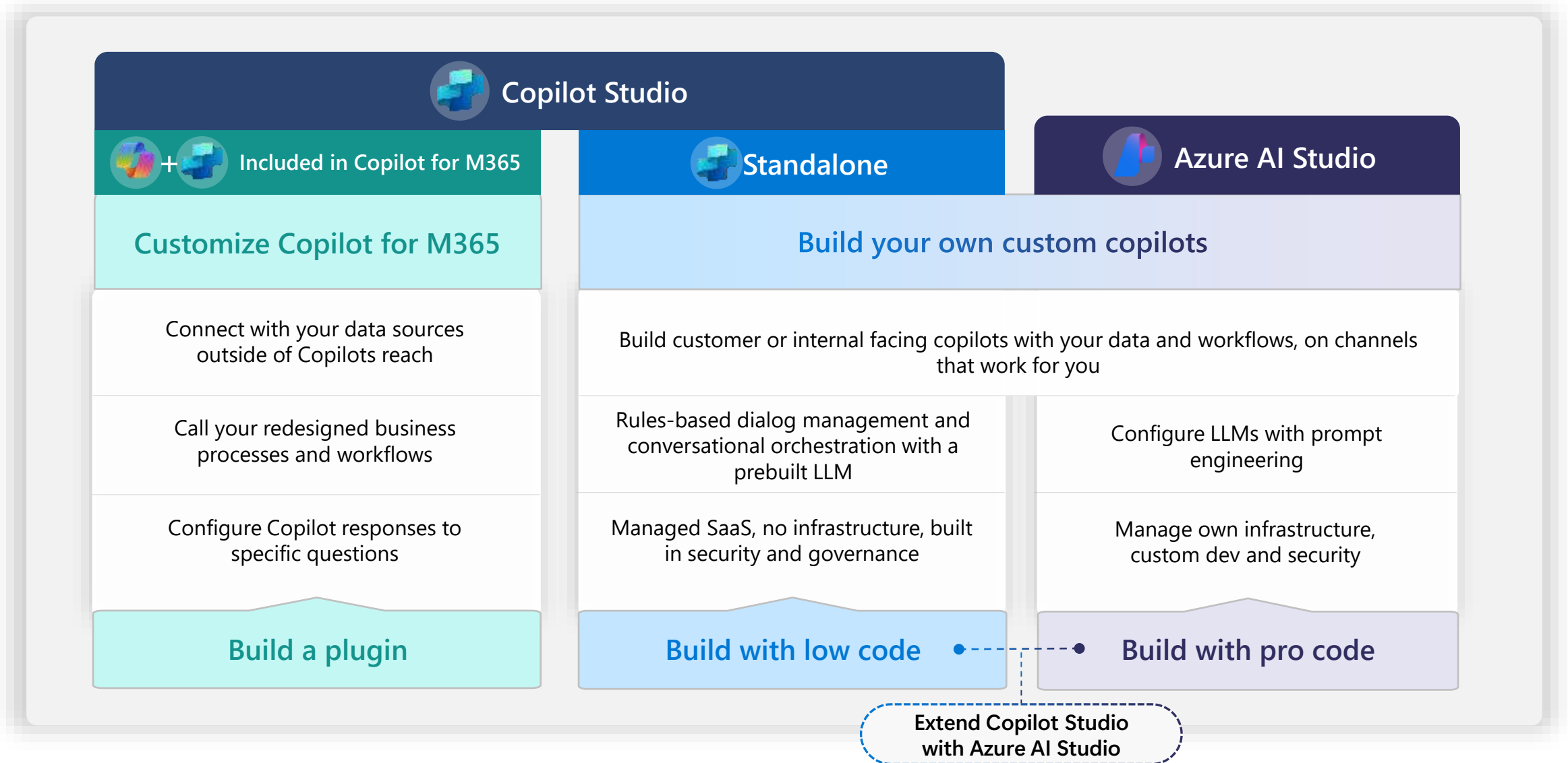
2. Source: IDC, IDC FutureScape: Worldwide CIO Agenda 2024 Predictions (Doc Document number:# US51294523, October 2023)

# Microsoft Copilot ecosystem

# Microsoft Copilot types



# Different building journeys for different needs





# Build a custom copilot, examples to bring to life

## IT Service

Transform IT service processes with multi-turn experiences.

### Ask the IT Service copilot

What are the [new laptop options](#) for my device replacement?



Exciting! These are your options:



Would you like me to start the approval process to your manager and then create an IT ticket for set up?

Enter your message



## Customer Facing

Empower customers to interact with your organization, available 24/7.

### Ask the Customer Experience copilot

Can you send me a [receipt of my recent purchase](#) and a ["how to" guide on the product](#)?



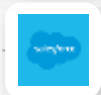
Authenticates user

Of course! I have emailed you a [copy of the receipt](#). You can read the [product guide here](#).



Have you considered this [Product](#)? It has been popular with your recent purchase.

Enter your message



## Human Resources

Interface with your ERP systems to streamline HR processes.

### Ask the Employee Experiences copilot

Start the [onboarding process](#) and required tasks for [new colleague](#)?



Sorted. I have used your HR site to formulate a list, available in "To do"

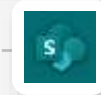


Thanks. What is the budget for [learning and development](#) left on my team?



According to your IO: 12345, you have \$5400 remaining for this quarter.

Enter your message



# Building custom copilots





# Copilot Studio overview



# Microsoft Copilot Studio

## Build your own copilot

Create and publish a custom copilot for your organization using the intuitive building experience enhanced with large language models and generative AI

## Customize Microsoft Copilot

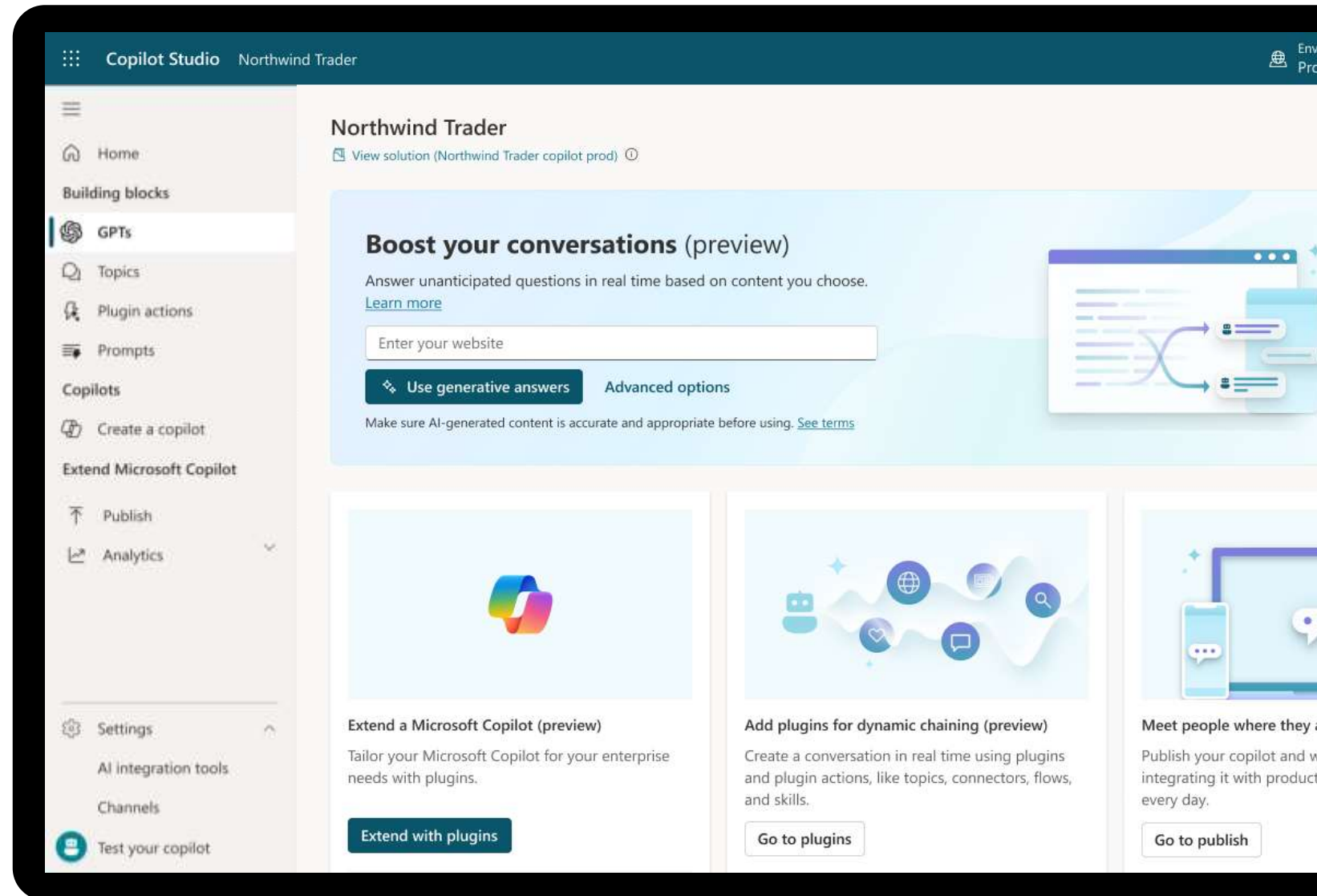
Extend and customize 1st party Microsoft Copilots with your own enterprise scenarios. Copilot Studio will be included with the Microsoft 365 Copilot SKU.

## Connected platform

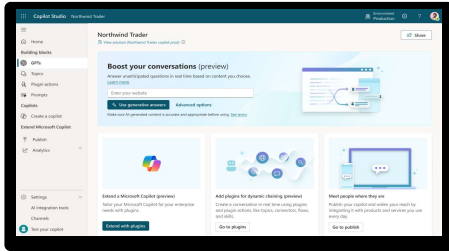
Integrates and exposes various Microsoft's conversational AI technology stacks - integrated with Azure AI Studio, Azure Cognitive Services, Azure Bot Framework, Power Platforms AI models and more

## Manage copilot experiences

Governance and control features to monitor usage with full visibility of customizations, standalone copilots as well as who is building and customizing them.



# What's in Copilot Studio?



## Copilot Building Studio

Use the **new studio** to create, test and deploy conversational copilots.

Including **advanced capabilities** of Azure Bot Framework natively in Copilot Studio.

## Workspaces

### Build Your Own Copilot



Topics, GPTs & Plugins



Generative AI



Channel Publishing



Analytics & Insights

### Extend Microsoft Copilot



Conversational Plugins



AI Plugins



## Admin Studio

Deploy copilots securely using **central administration**, built-in security roles, and simple management across environments to maintain compliance and governance.

# Copilot Studio Core Capabilities

Available for both Copilot Studio standalone and Copilot Studio for M365 | [Only available for Copilot Studio standalone](#)

Intuitive UX	Visual canvas	Low code design	Pro code views	Real-time testing	Easy collaboration	Natural language to build	
Conversation Design	Build + publish custom plugins	Tailor specific topics	Create rich + dynamic responses	Multi-language	Multi-channel		
Conversation Orchestration	Multi-turn conversations	Logic / variable management	Escalate to live agent	Multi-LLM routing	Dynamic content based on user		
Data Connectivity	AI Builder prompts	1,200 pre-built data connectors	Generative answers	Power Automate flows	Generative actions		
Pro-Dev Extensibility	DIY gen AI	Bring your own Model (BYOM)*	Custom Azure Bot Framework Skills	Knowledge base extension	Custom Analytics	Azure app insights telemetry	
Streamlined Management	Responsible AI checks	Trusted platform	Admin center	Compliance standards	Analytics	ALM automation	Custom authentication
End-to-end conversational AI platform							

Any feature to extend Copilot for M365 requires \$30 user-based license

# Copilot Studio boundaries

The screenshot shows the Copilot Studio interface for a project named 'Northwind Trader'. The top navigation bar includes 'Copilot Studio', 'Northwind Trader', 'Environment Production', and a user profile icon. The left sidebar contains navigation links: Home, Building blocks, GPTs, Topics, Plugin actions, Prompts, Copilots, Create a copilot, Extend Microsoft Copilot, Publish, Analytics, and Settings. The main content area displays a 'Boost your copilot' section with a text input 'Enter your website' and a 'Use generative AI' button. A central blue-bordered box titled 'Extend with Azure when you want...' lists three capabilities: Content creation, Solution development, and Language model development. The bottom of the interface shows three preview cards: 'Extend a Microsoft Copilot (preview)', 'Add plugins for dynamic chaining (preview)', and 'Meet people where they are'.

**Copilot Studio** Northwind Trader

Environment Production

Home

Building blocks

GPTs

Topics

Plugin actions

Prompts

Copilots

Create a copilot

Extend Microsoft Copilot

Publish

Analytics

Settings

**Northwind Trader**

View solution (Northwind Trader)

**Boost your copilot**

Answer unanticipated questions

[Learn more](#)

Enter your website

Use generative AI

Make sure AI-generated content is accurate

**Extend with Azure when you want...**

- Content creation**  
Creative writing or image generation  
*Ex: Write a poem based on this document.  
Design an image of people playing sports.*
- Solution development**  
Code generation, predictive analytics, research  
*Ex: Write me code to help build a website. What is the average delivery time based on this data.*
- Language model development**  
Create/train custom LLMs directly in Copilot Studio. Available through Azure AI Studio extensibility.

Extend a Microsoft Copilot (preview)

Add plugins for dynamic chaining (preview)

Meet people where they are

Share



# Build automated conversations with ease



## Create your copilot

Get started in minutes with no infrastructure set up required



## Connect your knowledge base

Use your current FAQ sites and files to activate generative answers



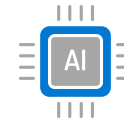
## Integrate your data and workflows

Use connectors, plugins, GPTs, prompts & Power Automate flows



## Create rule-based topics

Design specific curated topics with full control



## Customize with conversational services

Integrate with Azure AI Studio and more



## Publish your copilot

Choose from multiple channels and modalities (text and voice)



## Learn and improve

Review out-of-the-box telemetry

1

2

3

4

5

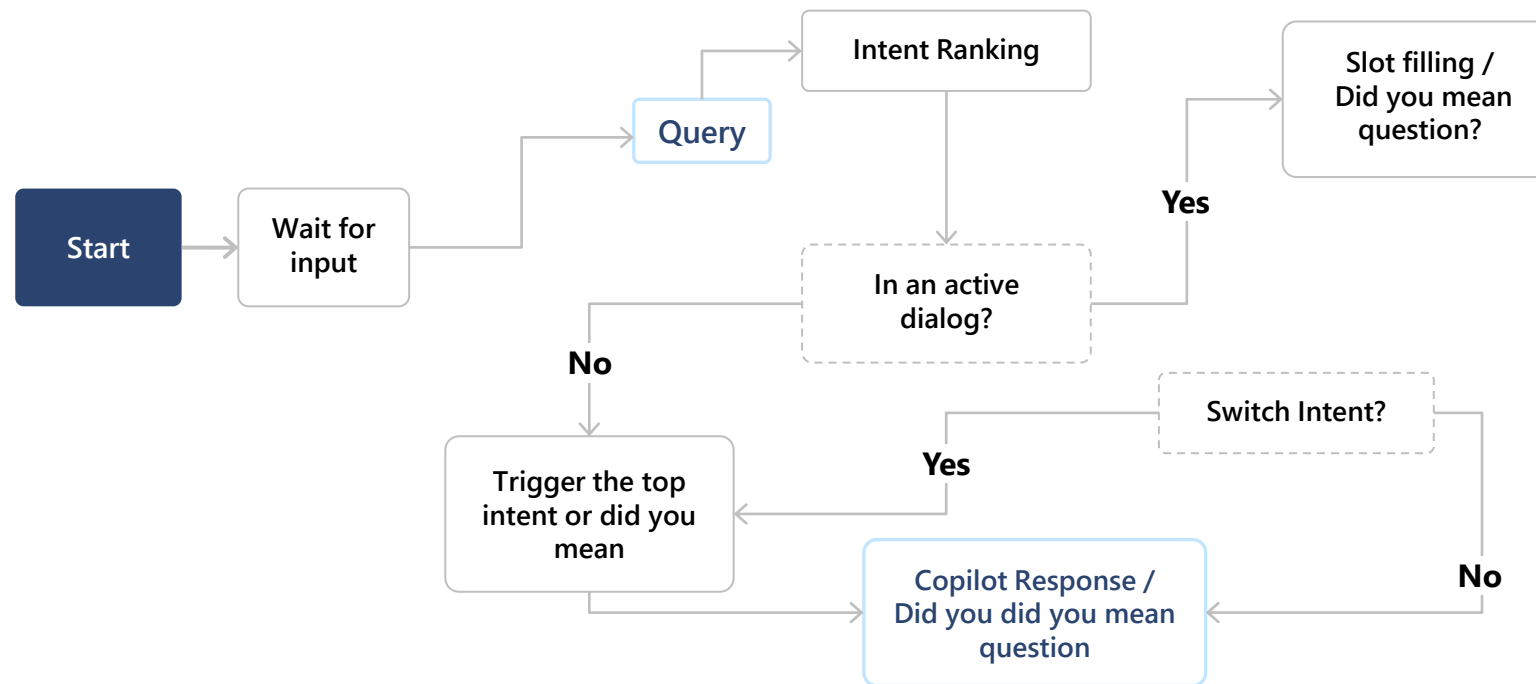
6

7



# Standard AI features

# Standard NLU model in Copilot Studio



## Fundamentals

- New transformer-based NL model – Dual Transfer Encoder (DTE)
- Enhanced intent triggering with entities
- Slots and entities

## Authoring

- Topic 'confusion' tool
- Multi-turn topic suggestions
- Regex entities

## Continuous Copilot improvements

- Intent triggering auto-improvement from live traffic
- Topic suggestion from live traffic such as URL, CSV, DOCX, PDF
- Proactive slot filling
- User context aware, personal and dynamic conversations



# Intent recognition

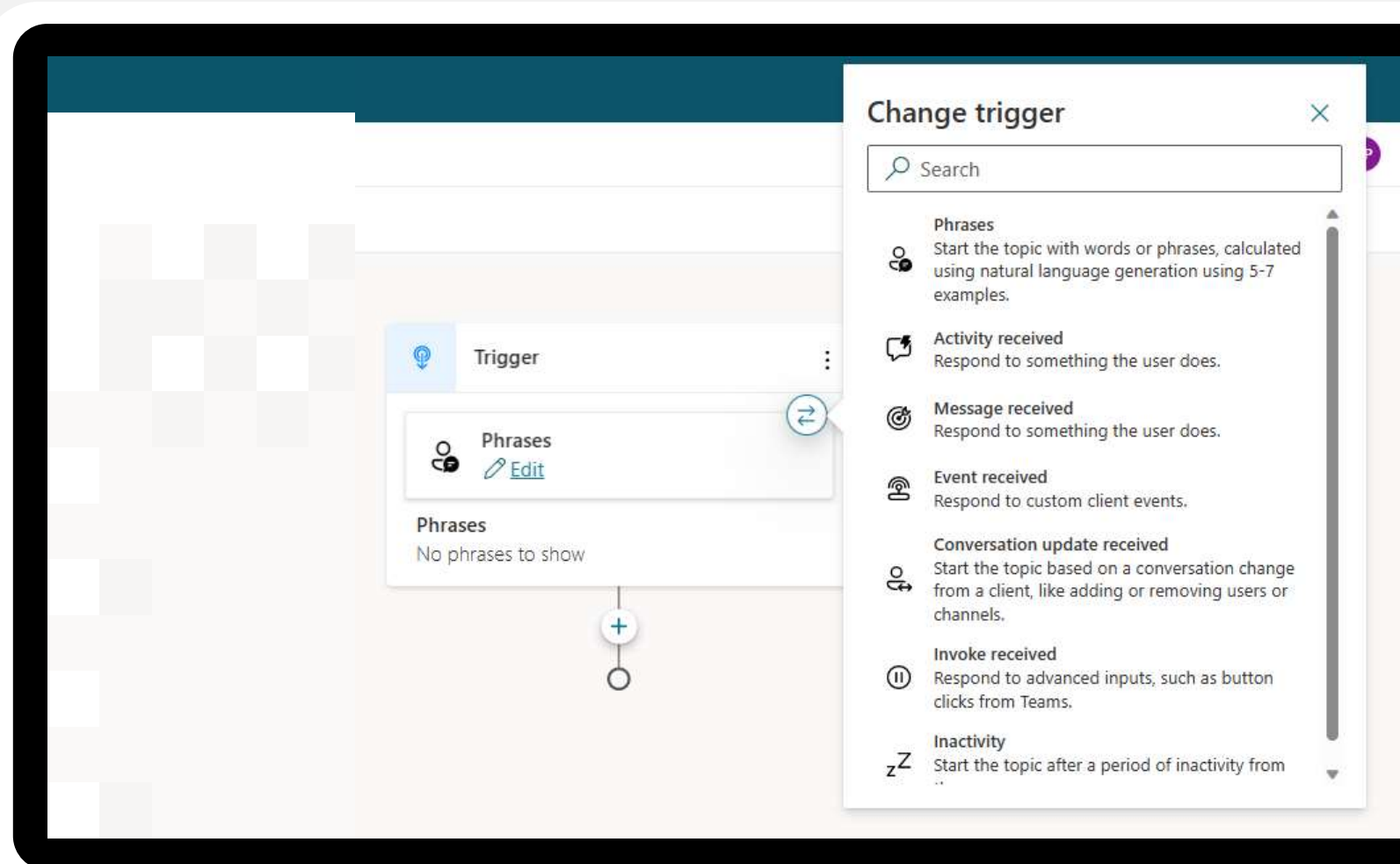
## For a topic, you'll define a few trigger phrases

Trigger phrases capture the way a customer might ask for help

Example: *"problem with weeds in lawn"*

## You only need to provide a few sample phrases

The AI will parse whatever the user says and trigger the topic closest in meaning to the user utterance

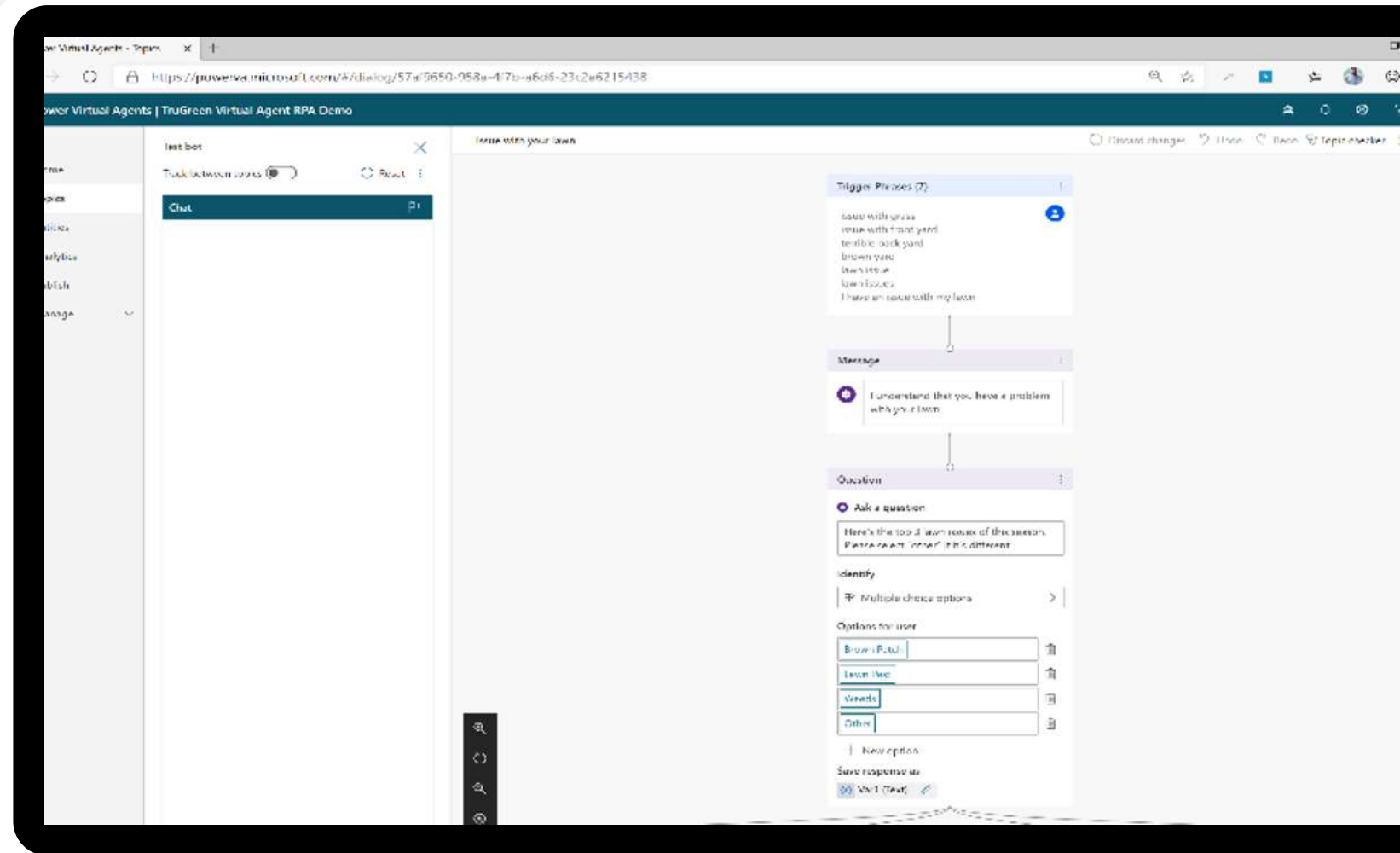


# Design engaging responses

## Authoring fundamentals

### Type the response you would like to provide to the user

- Add images & videos using URLs
- Quick Replies to provide suggestions
- Language generation to mix up the way the bot says the response



[Learn more](#)

# Design engaging responses

## Adaptive Card

An open card exchange format enabling developers to exchange UI content in a common and consistent way.

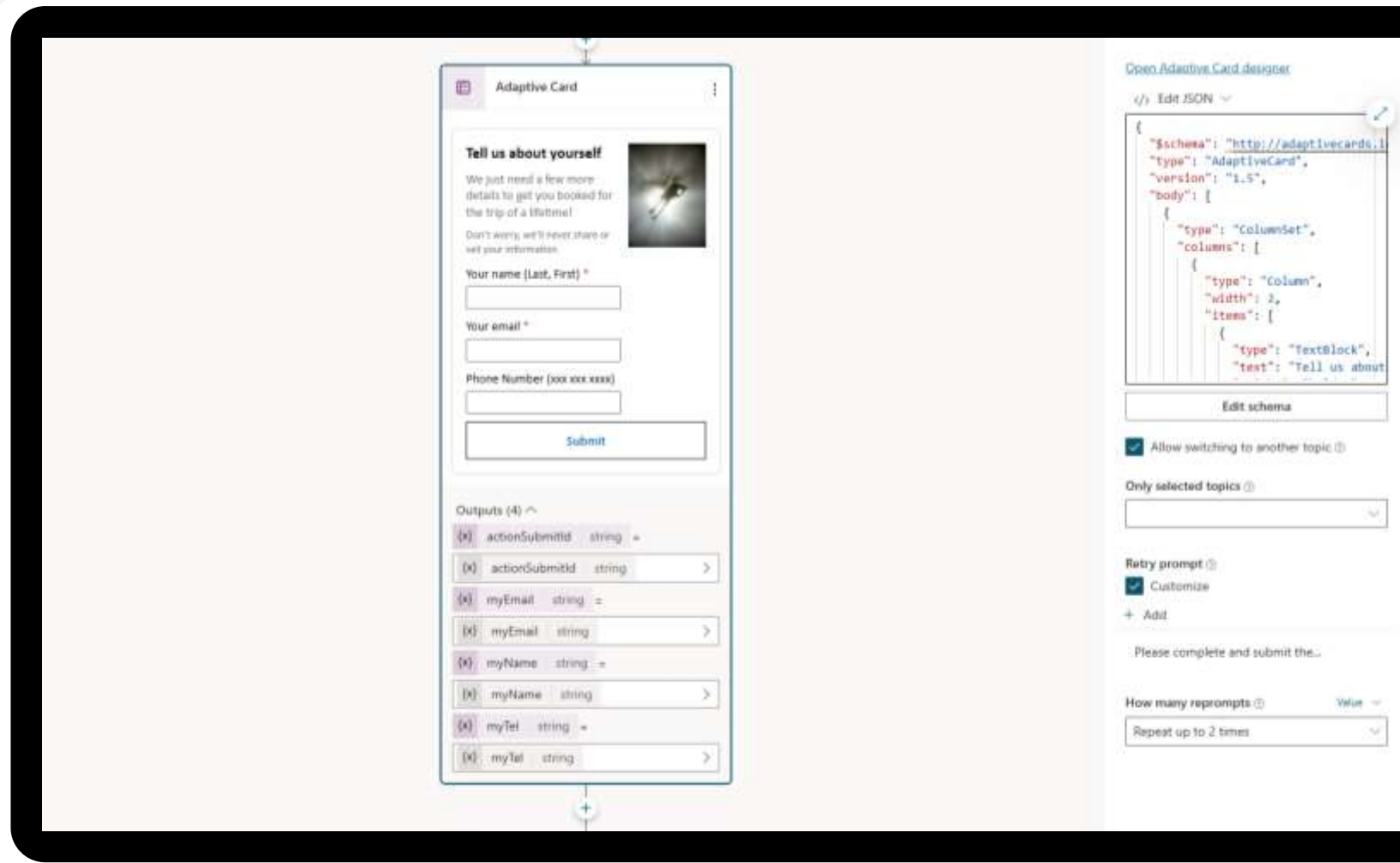
A new node that allows you to prompt a user with an Adaptive Card and wait for a response

Output variables are automatically generated, based on the JSON for the card.

Same flexibility and configurable options for retry and interruption as the Question Node.

[Learn more](#)

Preview

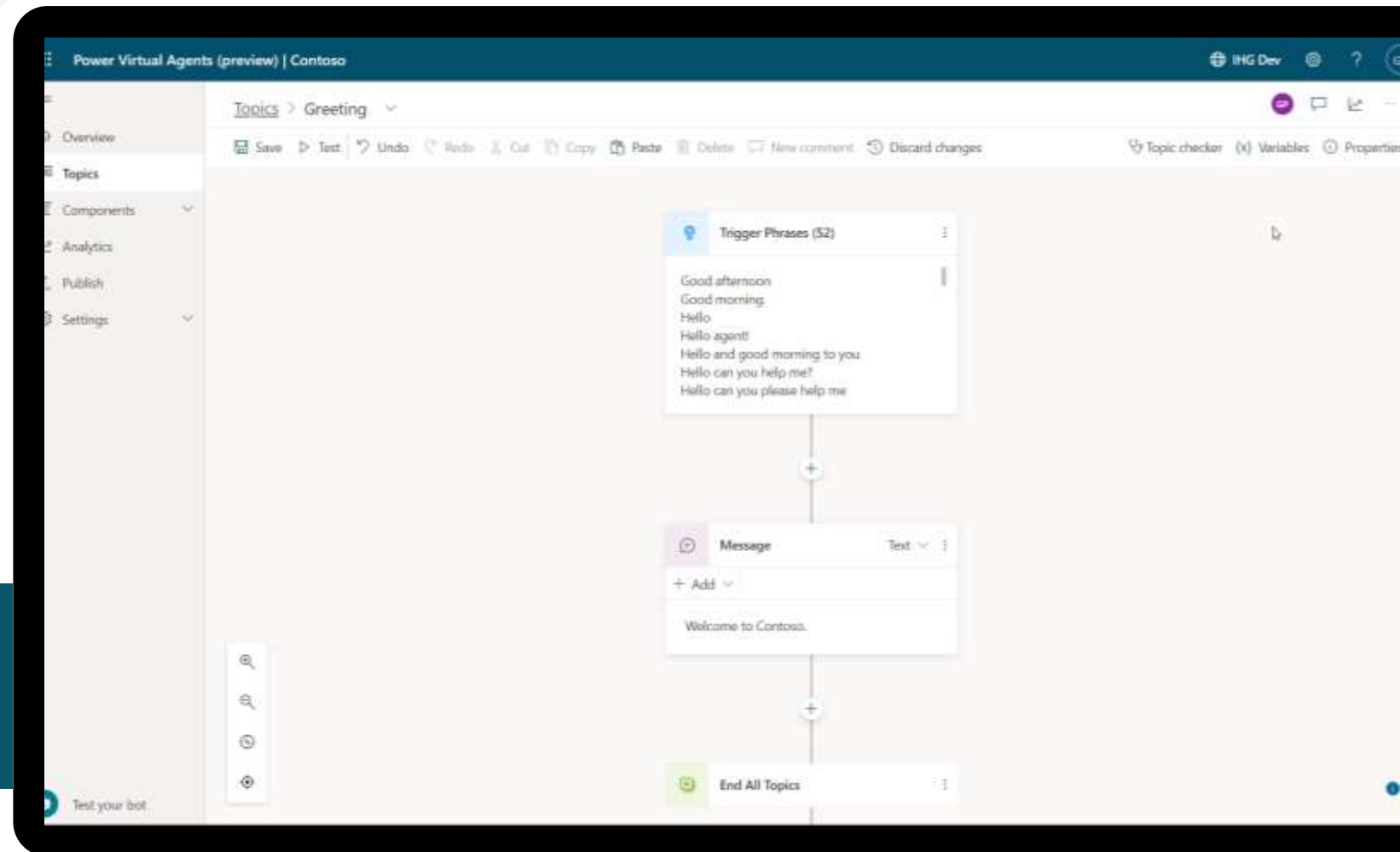


# Design with code side-by-side

## Switch in between the graphical user interface and the code editor

- The code editor provides YAML like experience to make inline edits to the bot
- Pick the view that makes your bot building the most efficient
- Developers can share and re-use topic logic between developers and bots

YAML is a human-readable data-serialization language. It is commonly used for configuration in applications where data is being stored or transmitted.



# Collect responses with entity recognition

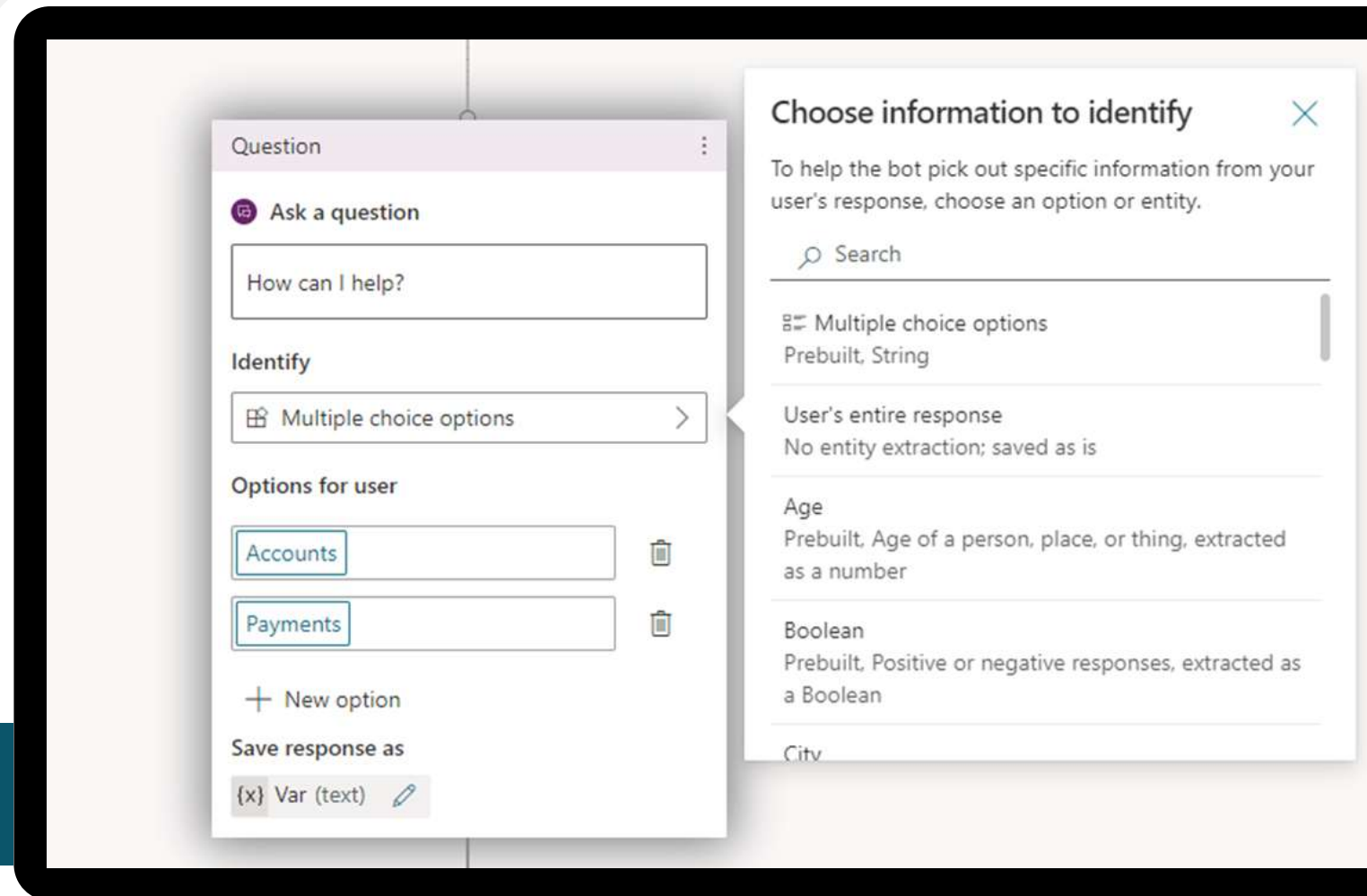
Select the entity to help the bot pick out the specific information from the user response

## Entity types

- Prebuilt entities – represent the most used information such as age, colors, numbers, and names
- Custom entities – Some occasions, you'll need to teach the bot's language understanding model some domain-specific knowledge. These include:
  - Closed List – Define a list of items
  - Regular expression (Regex) – Define a specific logical pattern e.g a credit card number

An entity is an information unit that represents a certain type of a real-world subject.

[Learn more](#)



# Establish variables for data manipulation

A variable type is associated with the entity and the identified information when it's saved.

Set variables before the question or save from responses

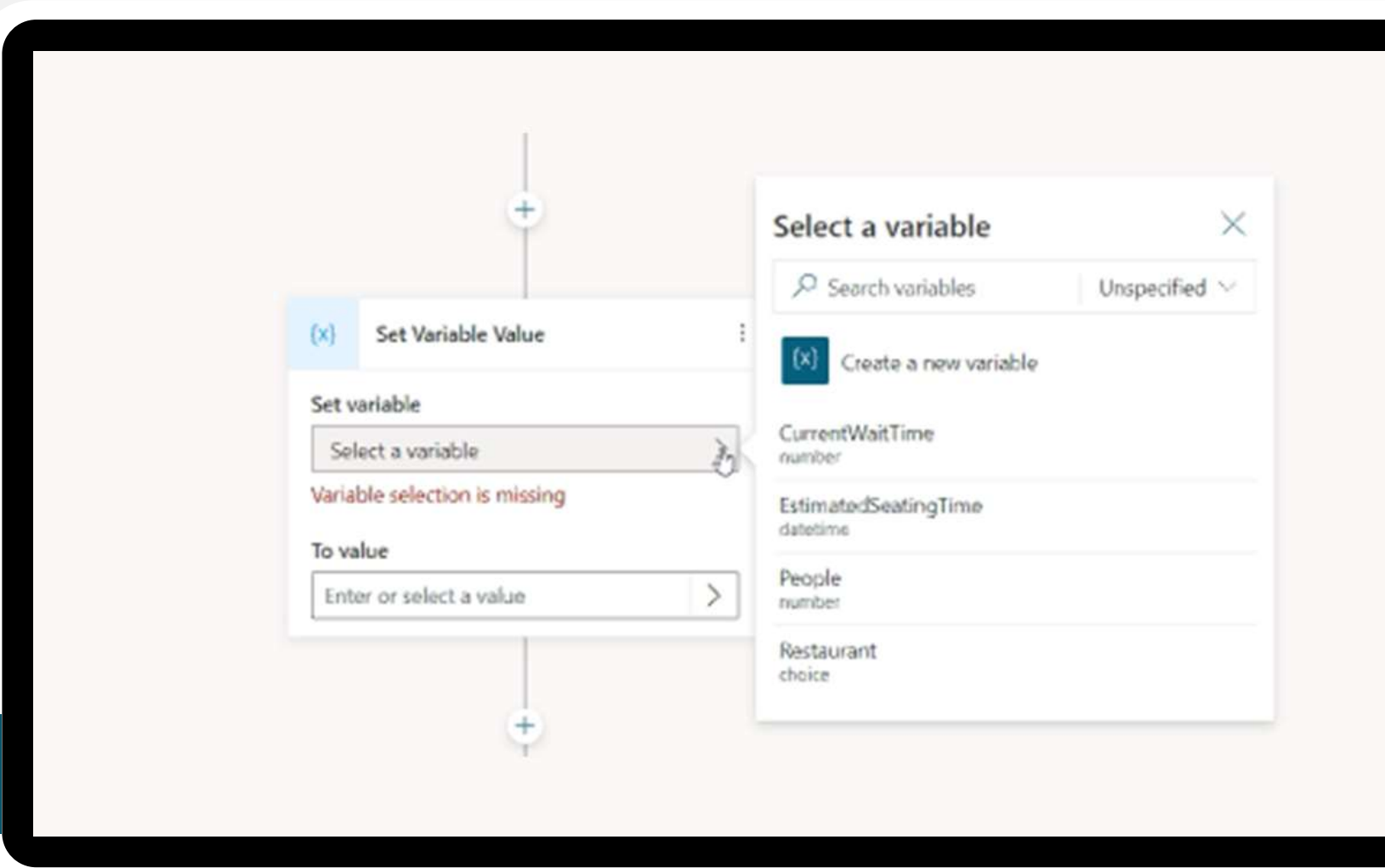
For example, the country and region entity would store a variable as a "String"

The money entity stores the variable as a "Number"

Variable types	
String	List
Number	Record
Boolean	

A variable is used to store, transform and use data. Variables can be used to dynamically route the user through a conversation.

[Learn more](#)



# Establish variables for data manipulation

## Variable scopes

### Topic

- Can only be used in the topics in which they're created

### Global

- Can be used in all topics
- External sources can set values

### System

- Created automatically with your copilot

[Learn more](#)

## Variable types

Type	Description
<b>String</b>	A sequence of characters used to represent text
<b>Boolean</b>	A logical value that can only be true or false
<b>Number</b>	Any real number
<b>Table</b>	A list of values, but all values must be of the same type
<b>Record</b>	A collection of name-value pairs where values can be of any type
<b>DateTime</b>	A date, time, day of the week, or month relative to a point in time
<b>Choice</b>	A list of string values that have associated synonyms
<b>Blank</b>	A placeholder for "no value" or "unknown value"; for more information, see <a href="#">Blanks in Power Fx</a>

# Design for complex logic using PowerFX

Use the integrated Power Fx formula editor, allowing for simple, but powerful, variable manipulation.

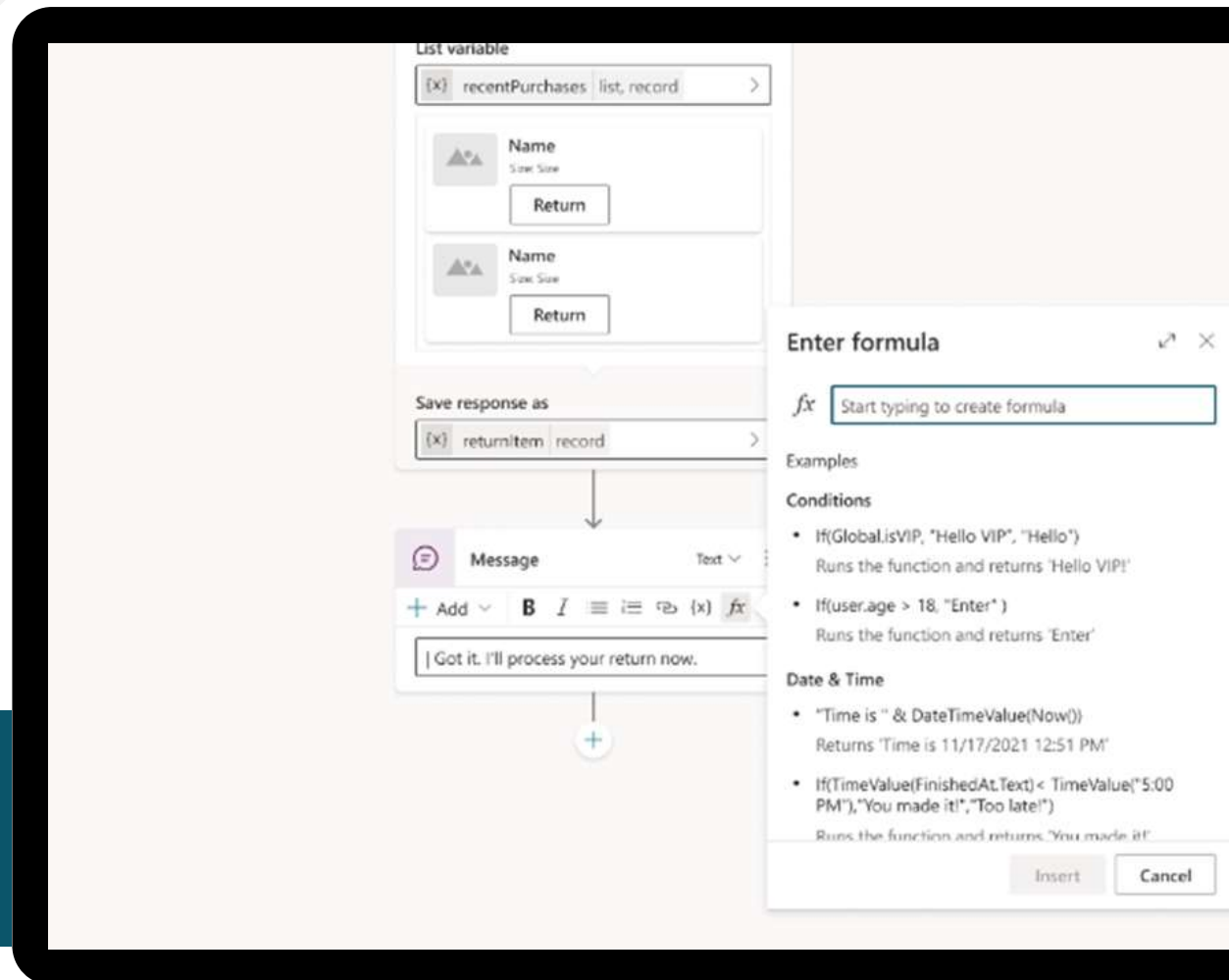
These formulas can be used to work with variables and conditions

## Popular PowerFX uses

- Date manipulation (date dif, date add, date format)
- Math calculations (sum, average, etc.)
- Text formatting (concat, numeric, etc.)

Power FX uses Excel-like formulas to create complex logic for data and advanced variable manipulation. Used across multiple nodes.

[Learn more](#)





# Keep the bot in context (event activities)

## Event-Driven and Contextual Triggering

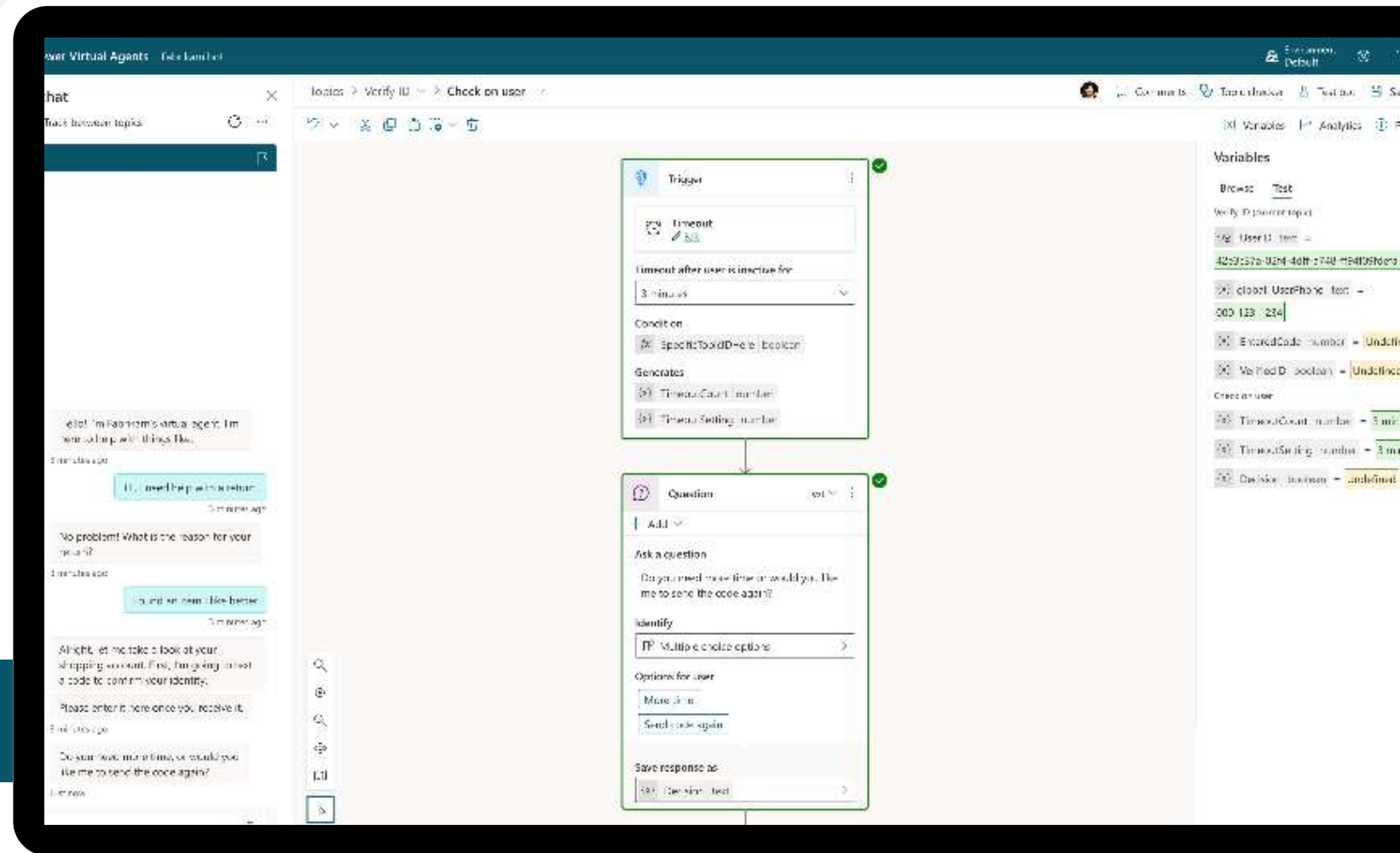
Topics can react if the bot detects a certain value has been passed over or if they want to add more bot personality to a message when the chatbot runs into an issue

Contextual triggering enables smarter chatbots that can stay within context when asking for help or more details on a certain topic

Examples of events:

- Sending a message when a package arrives
- Task completion
- Slot openings

**An event is an action or occurrence recognized by software.**



[Learn more](#)

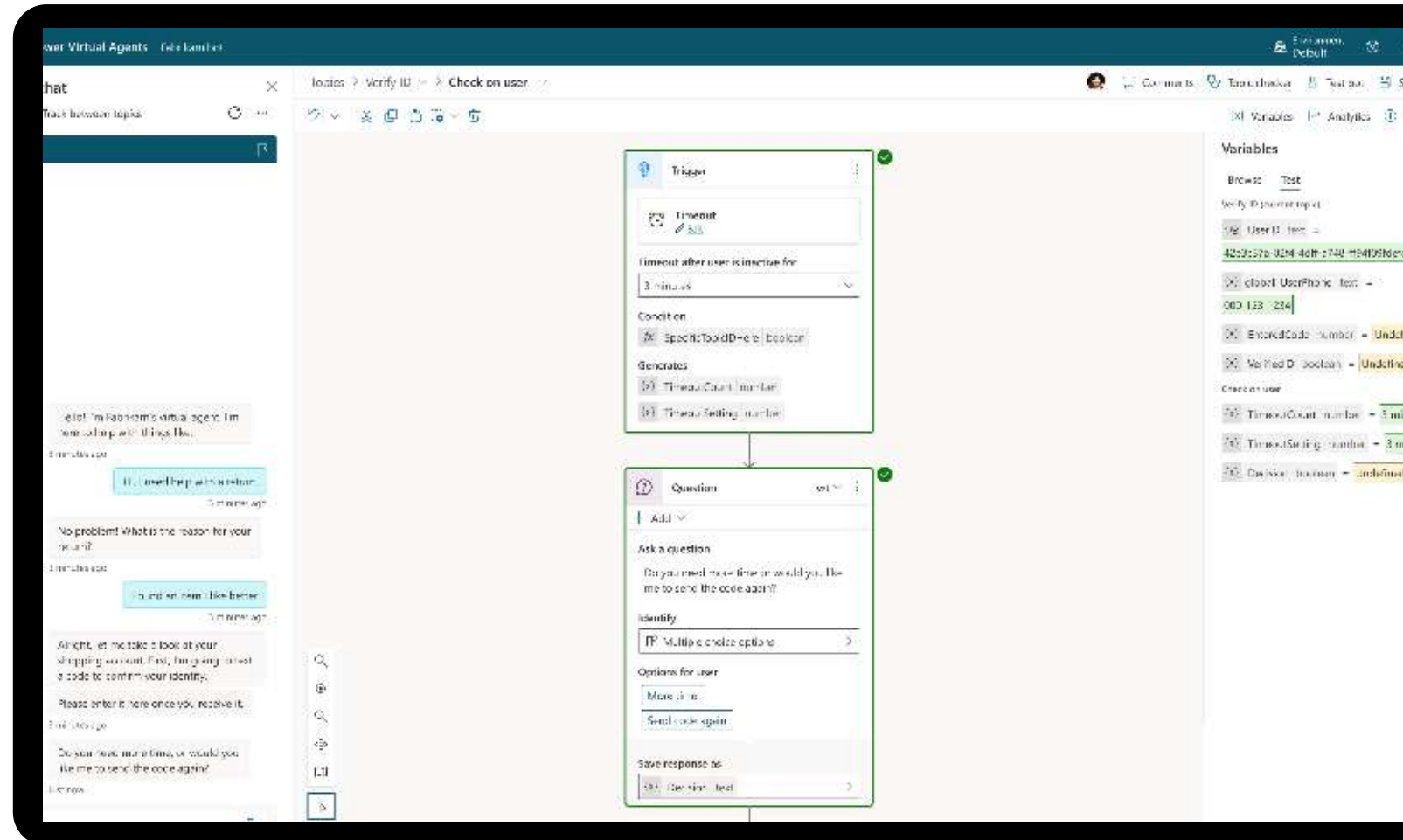
# Keep the bot in context (event activities)

## Common types

**Delay** – this can be used to provide a delay between messages.

**Invoke/Invoke Response** – Generally these are used for Microsoft Teams

**Handoff** – This allows a user to send a Handoff activity



[Learn more](#)

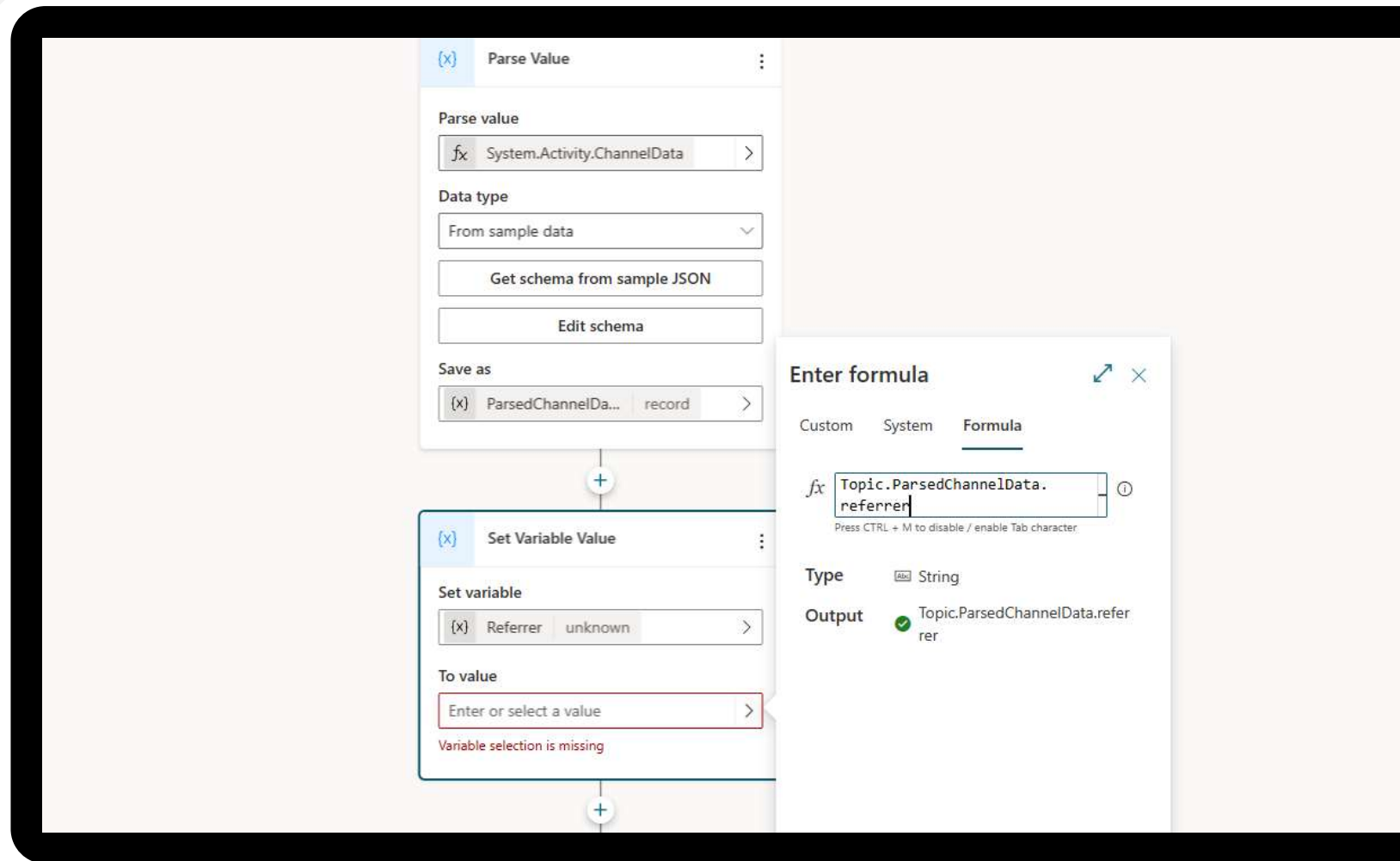
# Parse Data/Value

Easily parse JSON or other values into variables

Parse a JSON value or untyped value into a strongly-typed PVA variable, including support for complex Record types.

Automatically generates the schema for the output variable from a JSON example.

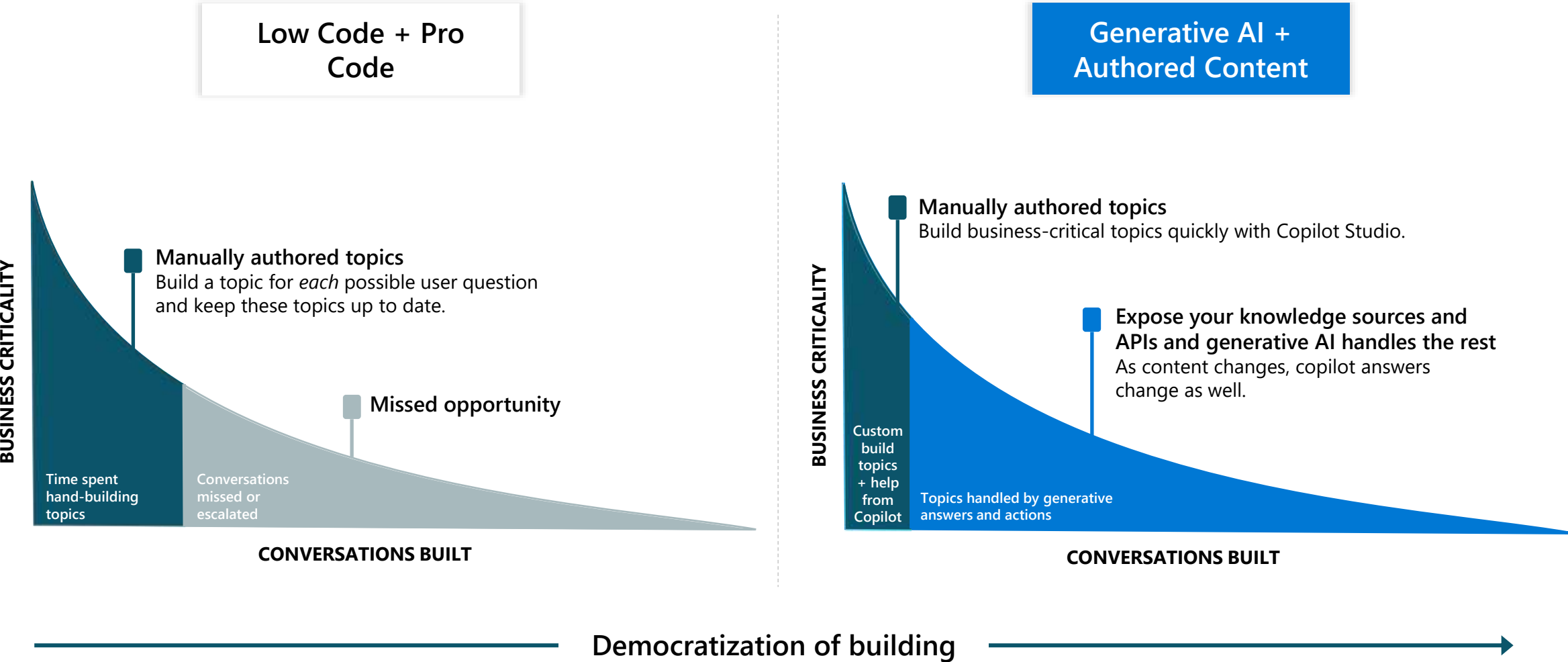
Use Power Automate to call an API and return the result to PVA and easily turn it into a usable variable, with full intellisense support in Power Fx.





# Generative AI features

# Generative AI is changing conversational AI



# Generative AI in Copilot Studio | Powered by Azure OpenAI Service

CONNECT AND  
EXTEND



M365 Copilot



Azure OpenAI  
Studio



Power Apps



Power Pages



Teams



Dynamics 365



## Generative Conversations

### TO ANSWER



#### Generative Answers

Copilot Studio boosts conversational coverage by dynamically generating multi-turn answers based off an organization's content in real-time in response to unanticipated questions.

#### External

3P Search APIs

External URL

#### Internal

OneDrive URL

Documents

SharePoint URL

### TO ACT



#### Generative Actions

Copilot Studio generates dialog and takes action through dynamically chaining existing building blocks which can handle queries that were not anticipated or previously built.

#### Tools

Power Platform Connectors

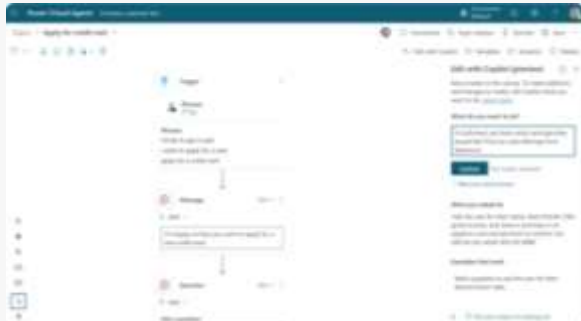
Copilot  
Topics

Skills

Power Automate Flows

## Generative Assistance

### TO BUILD



#### Generative Builder

Copilot Studio Copilot assistant helps build, design and modify Copilot topics through natural language.

#### Edit & Refine

Topics

Trigger Phrases

Entities

Variables

Adaptive Cards

Branching

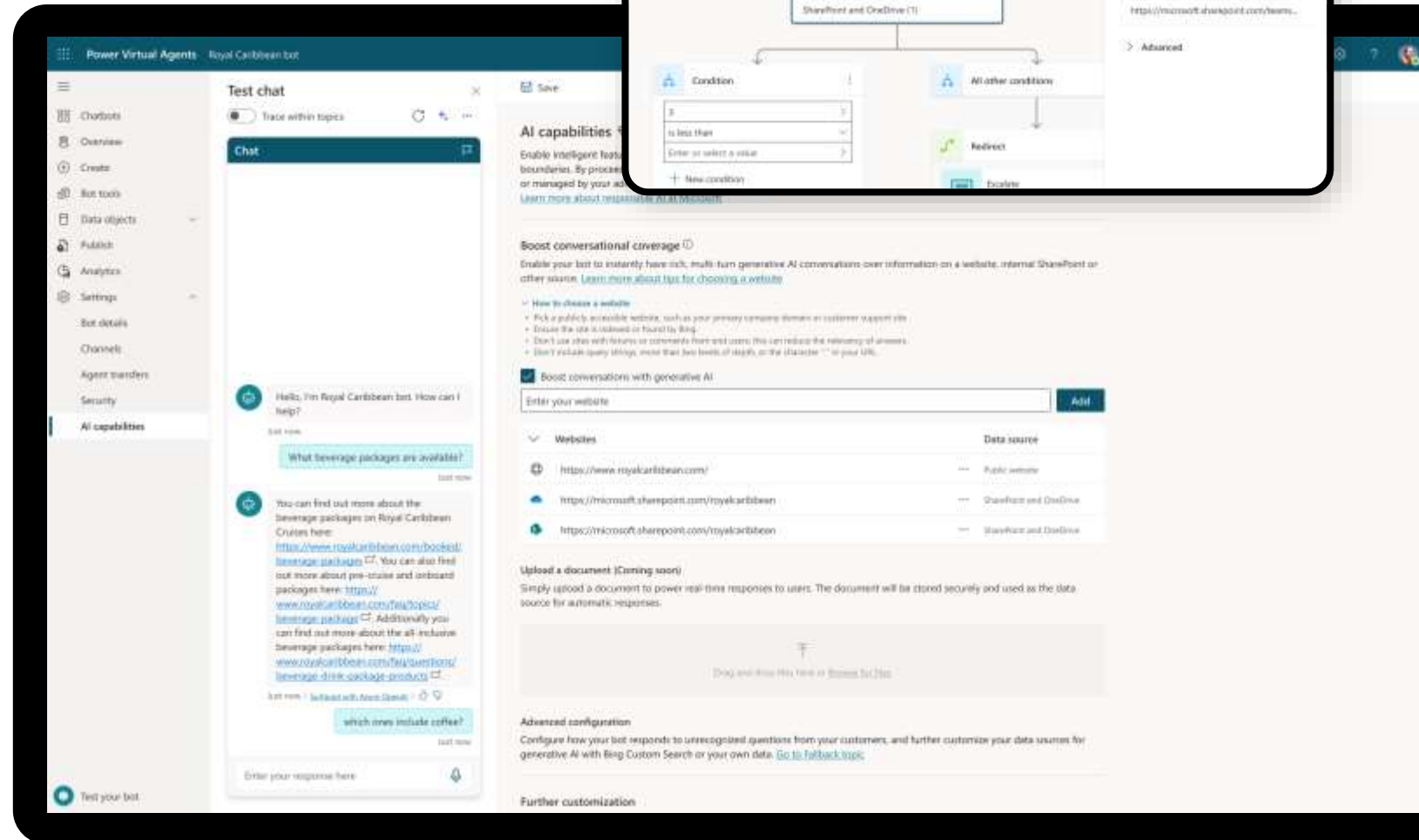
# Generative answers

Enable multi-turn chat over your own internal and external knowledge sources and sites with generative answers

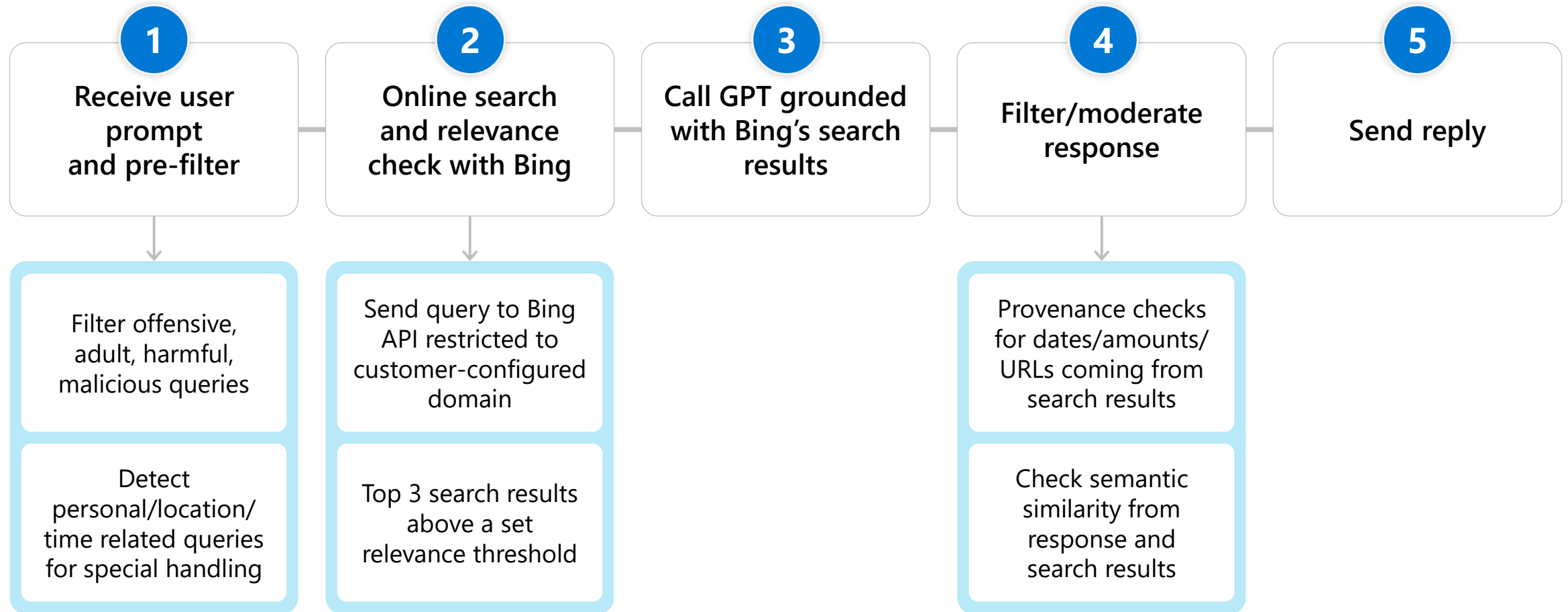
Bots can answer thousands of questions out of the box in seconds

You can even pull data from an API or other backend system and enable generative chat over it

Public Preview



# Generative Answers: How does it work?





# Generative Answers

## Prompt modification

[Learn more](#)

### Generative answers node

**Create generative answers properties** ✕

Search for content or provide your own context, use OpenAI to create a summarized response using the provided data.

[Learn more](#)

**Data source**  
Website

**Content moderation** ⓘ  
High >

**Custom instructions (preview)** ⓘ  
(x) fx  
Customize your prompt with variables and plain language  
0/2000 maximum characters

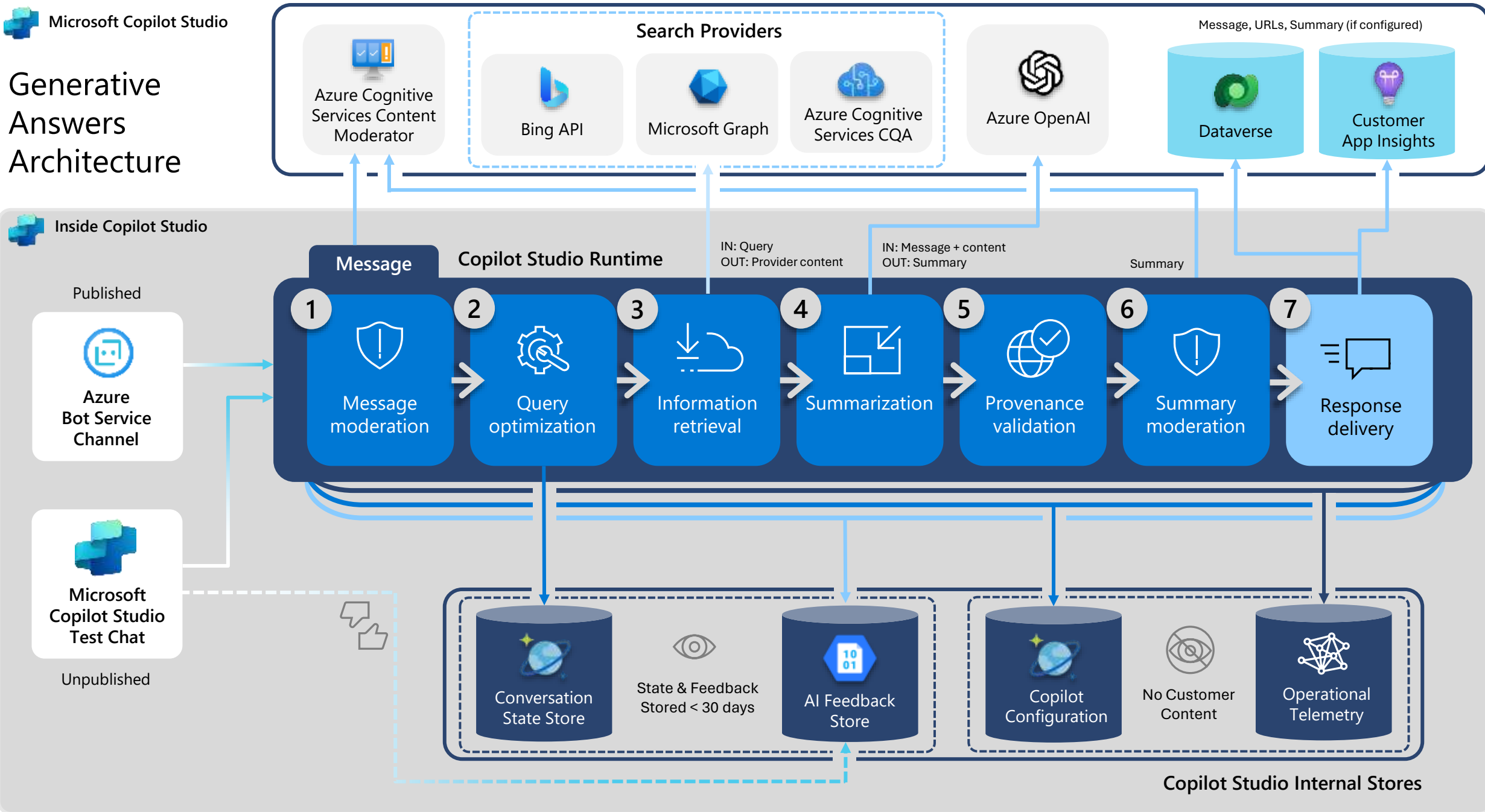
### Copilot configuration (Generative AI settings)

**Instructions (preview)** \*

Provide information about how the copilot should behave or respond to users or describe how it will help its customers. AI features use these instructions when enabled.

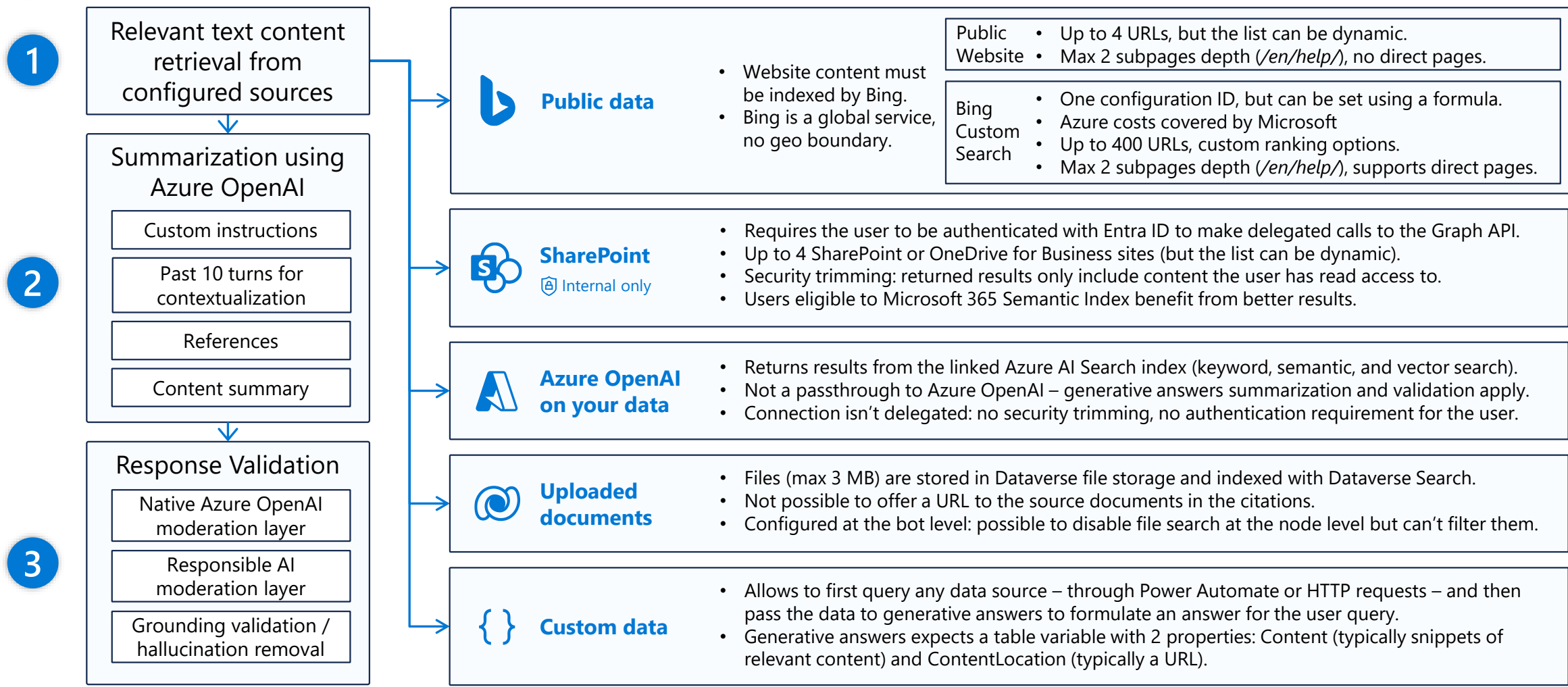
Your tone should be friendly, helpful, cheerful, and expressive.  
Always greet users warmly and use a smiley emoji.  
Use positive language.

# Generative Answers Architecture



# Generative answers considerations

## Generative answers processes and data sources



# Demo

## Generative answers





## **Microsoft Copilot Studio**

Dynamically generating answers  
using existent knowledge

# Additional recommended content



1

[Understanding Copilots at Microsoft](#)

2

[Extending M365 Copilot vs Custom Copilots leveraging Copilot Studio](#)

3

[Understanding the importance of a Dialog Manager in Conversational AI](#)

4

[Understanding Fallback and Churn Detection in Copilot Studio](#)

5

[Using Generative Actions to Orchestrate your Copilot](#)

6

[Azure AI Studio and Copilot Studio. When to use what?](#)



**Dewain Robinson** is **Principal Program Manager** for **Copilot Studio and Conversational AI** and have a [YouTube channel](#) to talk about it

# Generative actions runtime

Test and trace feature to see it in action

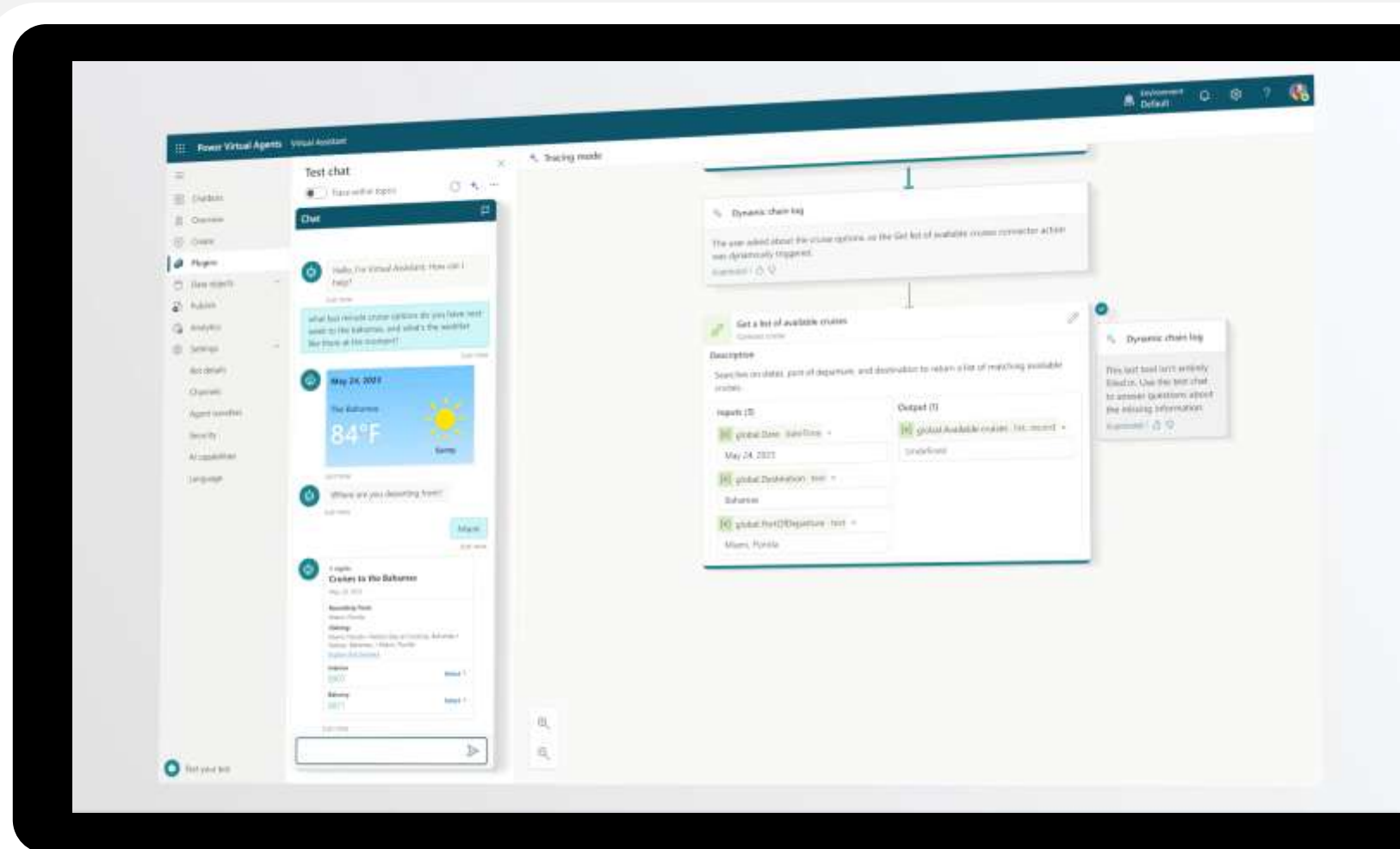
Dynamically chains plugins together to produce actionable customer responses

Handle multi-intent queries that were not anticipated or built by the user

Automatically slot-fill further details to get the information needed for the task

Powered by the Azure OpenAI Service with "LangChain" concepts

*Example shows generative actions calling two APIs (Weather + Cruise APIs) based on request.*



# Demo

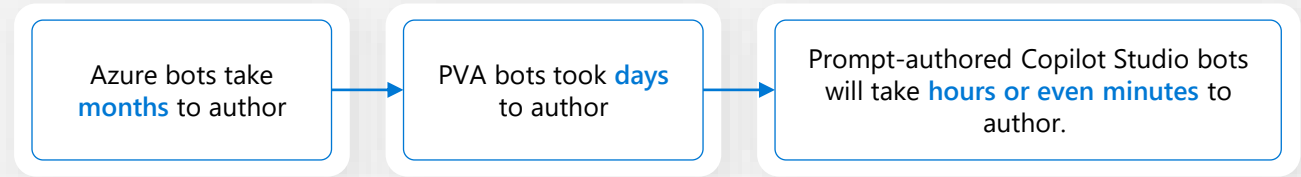
## Generative actions





# Power Virtual Agents Copilot: Generative Actions

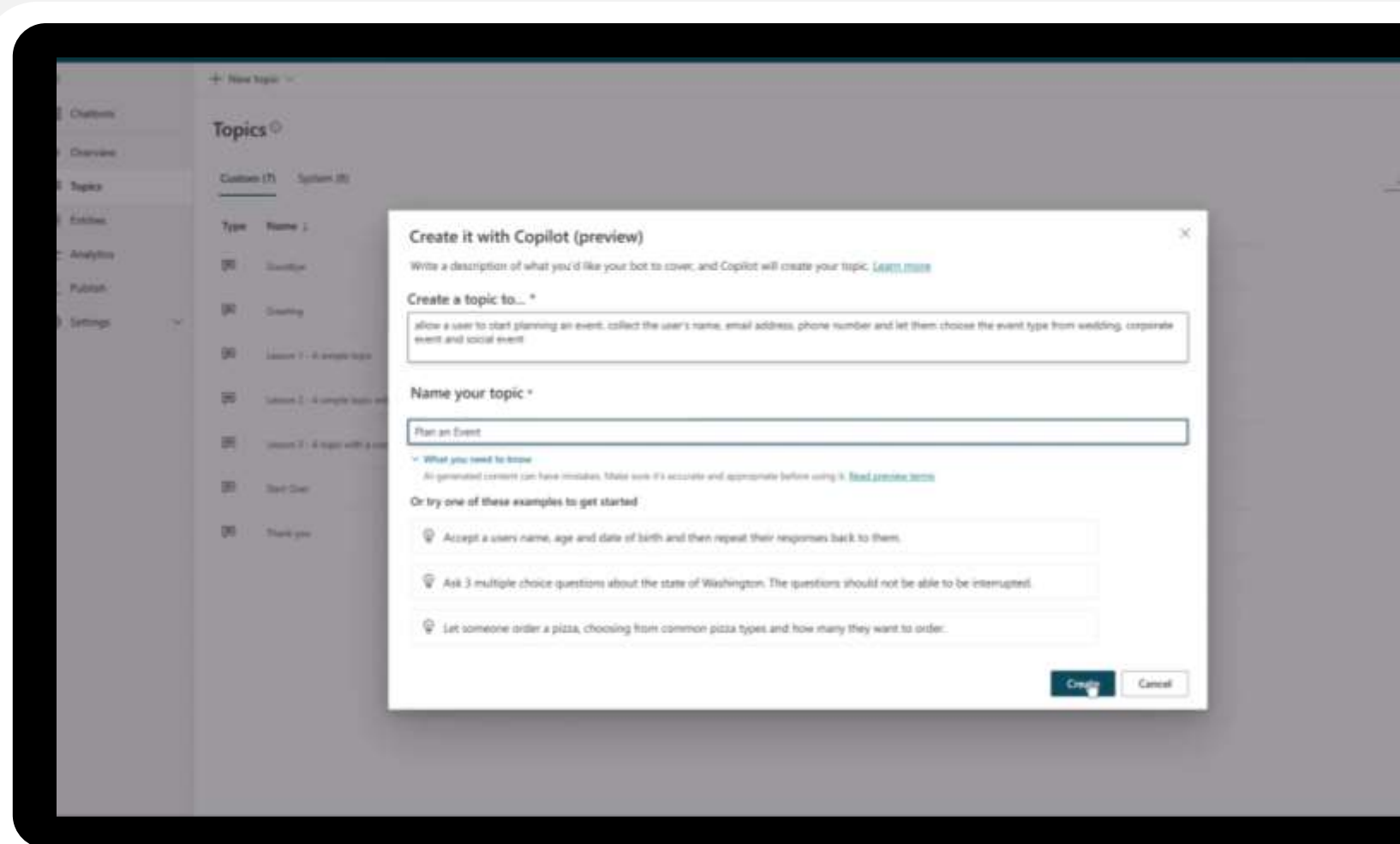
# Generative building



AI assistance in building topics, designing and modifying the Copilot all through natural language

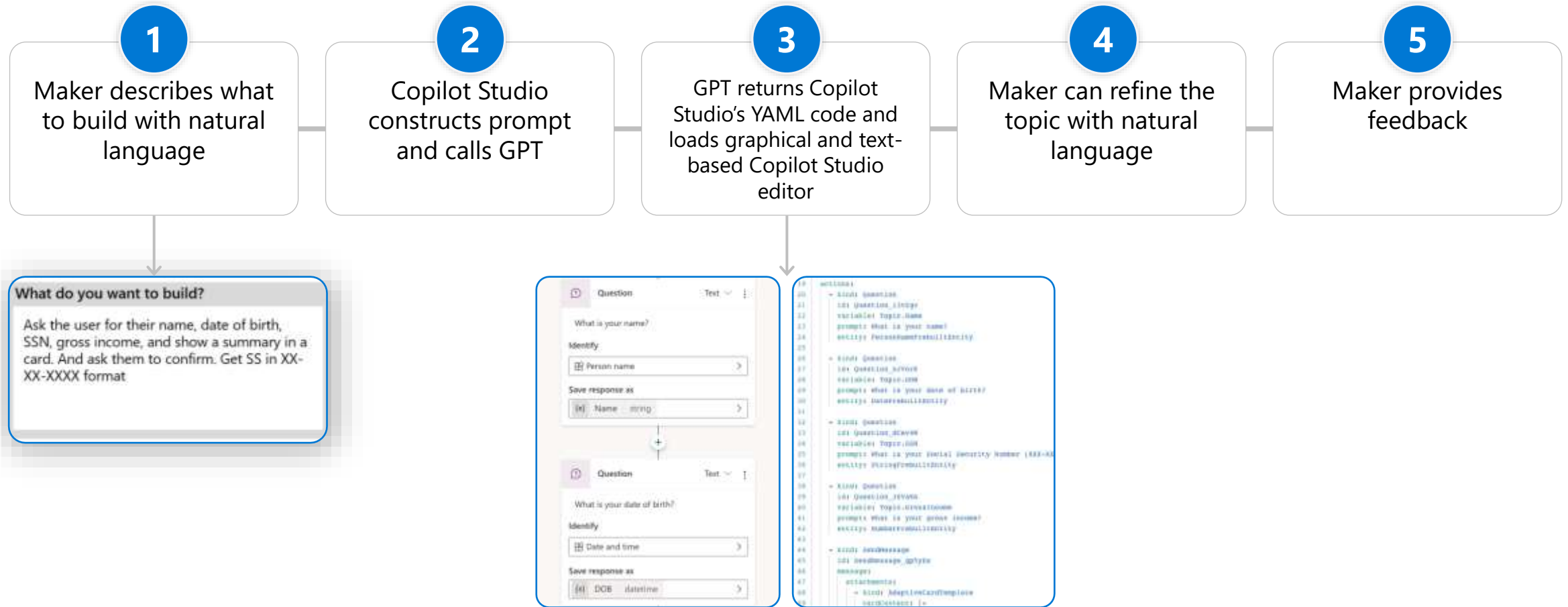
Assisted authoring for:

- Topic creation
- Topic iteration
- Response generation
- Adaptive Card generation
- Topic improvement suggestions
- Suggested trigger phrases, topic names, topic descriptions
- Transcript generation
- Copilot creation
- Topic suggestions



Generally Available (USA)

# Generative building: How does it work?



# Demo

## Generative building



An abstract background featuring a thick, wavy, ribbon-like shape in shades of purple and blue, flowing from the top left towards the bottom right. The shape has a gradient, with lighter purple at the top and darker blue at the bottom. The background is a light, neutral gray.

# **Microsoft Copilot Studio**

Create and edit your copilot with  
generative AI

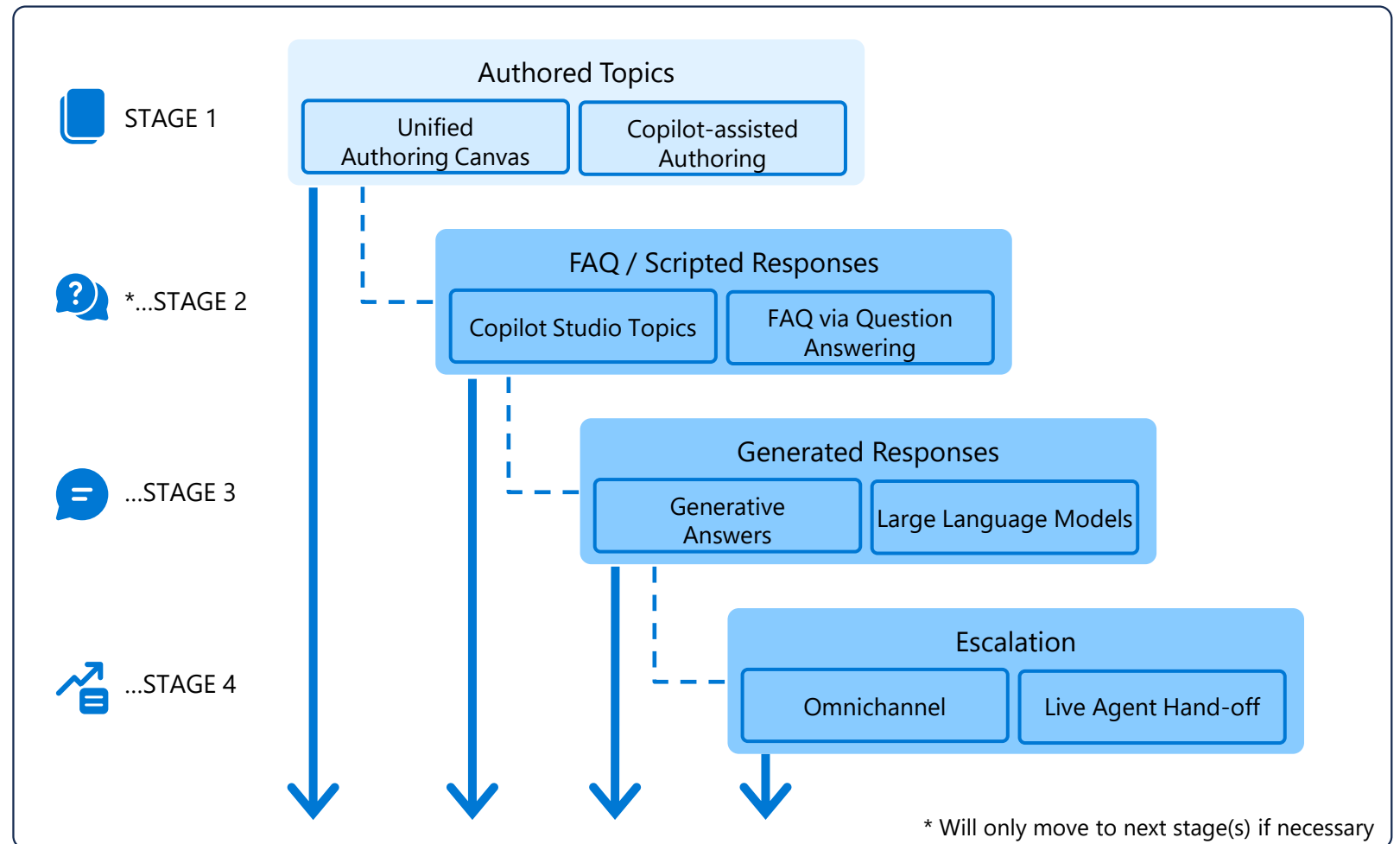


# Patterns for generative AI

# New design patterns with generative AI

## New paradigm in topic responses

- This shows how generated responses are plugged into a dialog manager (Copilot Studio) to ensure that you remain in control of the user experience while allowing for authored experiences that are key functions of your copilot, scripted responses that are key for managing the answers you want scripted (such as marketing-controlled responses) work in conjunction with generated responses allowing the enterprise to remain in full control of the experience.
- This allows for an end-to-end enterprise conversational platform to build effective and managed experiences that delight customers, while reducing the overhead and cost of maintaining fully scripted experiences of the past.



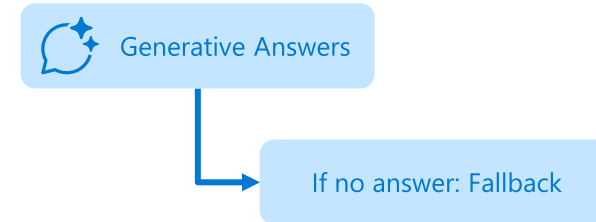
# Infusing generative AI into topics example

## Finding the right place for generative AI in your new or existing copilots

- Generative answers unlock new use cases for copilots where dialog paths no longer need to be fully anticipated.
- By plugging generative answers into your internal and external data sources, the copilot can search and summarize answers for user queries.
- It's not an 'either' choice: you can configure generative answers wherever you choose in your topics, and the data sources can both be dynamic, hard coded, or enriched with context variables.
- It's still a good idea to have generative answers also configured in the Conversational boosting topic that triggers before Fallback, to try to catch and answer user queries with broader data sources before they get to Fallback.
- While planning for generative answers, it's important to plan for follow-up questions (should they remain in context of the previous answer or trigger a new topic?) and how you will measure, track, and validate that the generated answers are accurate and answer the user questions.

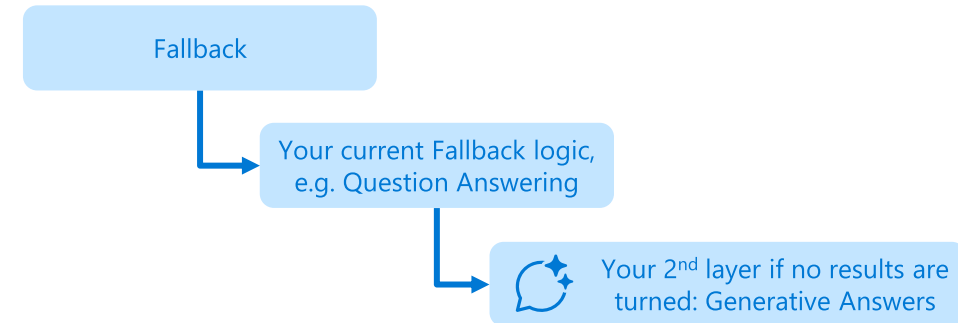
### Pattern #1:

Placing Generative Answers as the first level of unknown intent logic before Fallback.



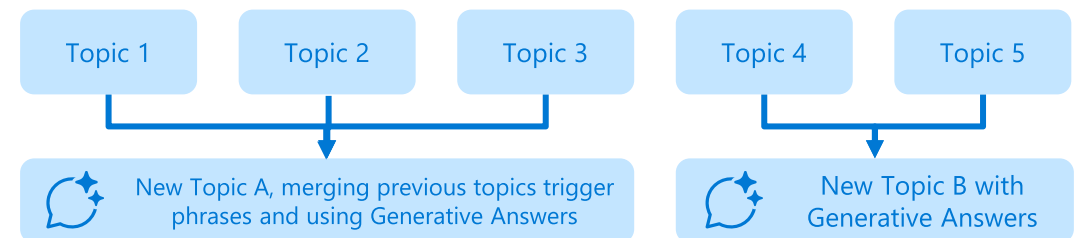
### Pattern #2:

Enriching your existing Fallback



### Pattern #3:

For simple, single-turn question & answer topics, group them into a single or multiple new topics with their past trigger phrases

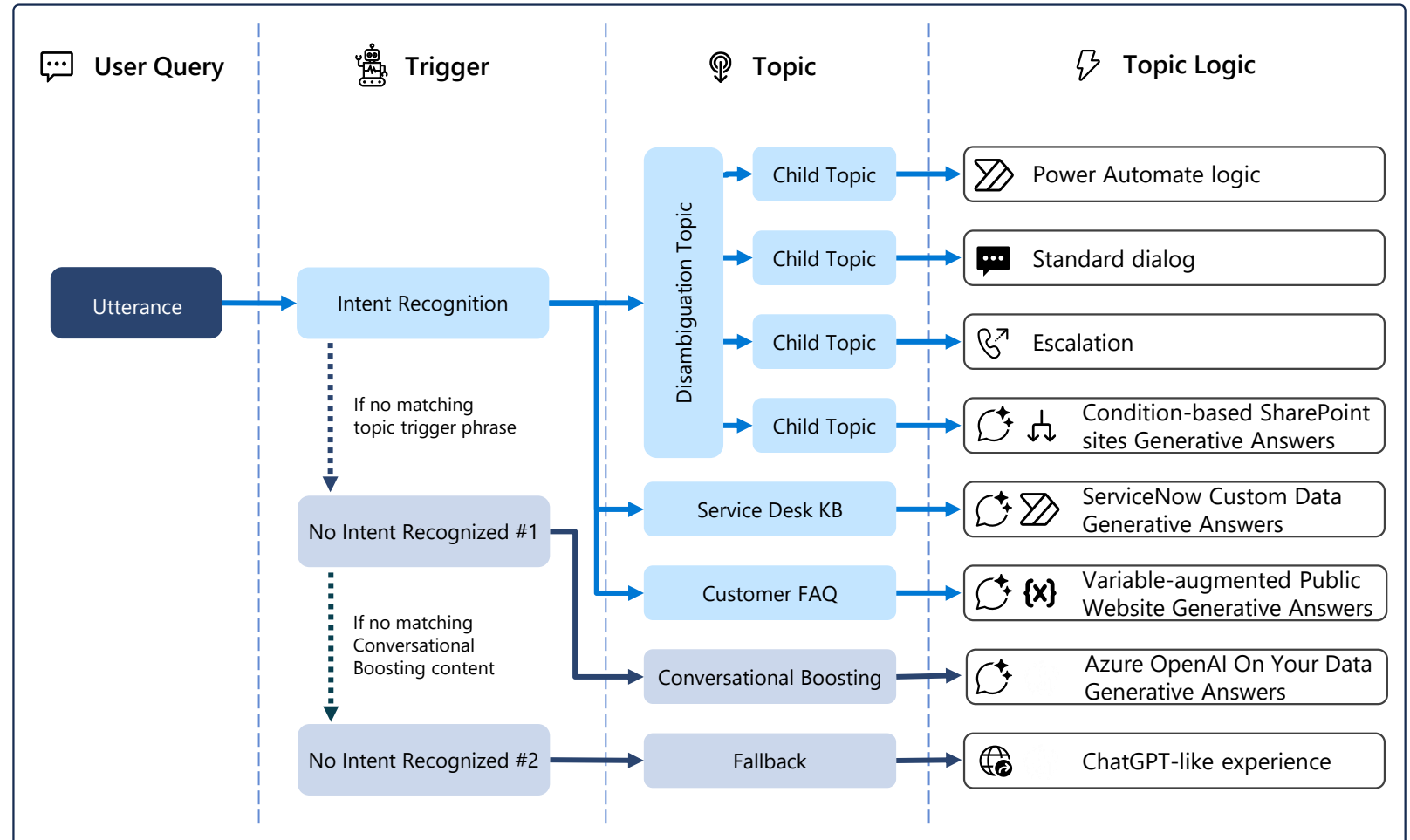




# Infusing generative AI into topics example 2

## Mixing scripted dialog paths and generative answers from different data sources

- Generative answers unlock new use cases for copilots where dialog paths no longer need to be fully anticipated.
- By plugging generative answers into your internal and external data sources, the copilot can search and summarize answers for user queries.
- It's not an 'either' choice:** you can configure generative answers wherever you choose in your topics, and the data sources can both be dynamic, hard coded, or enriched with context variables.
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- While planning for generative answers, it's important to plan for follow-up questions (should they remain in context of the previous answer or trigger a new topic?) and how you will measure, track, and validate that the generated answers are accurate and answer the user questions.





**Extend and integrate**

# Integrate with Power Platform



## Power Automate

Automate across and within your business systems.



## Power Apps

Effortlessly publish a copilot within your Power App for conversational assistance.



## Power Pages

Embed a copilot on your no-code responsive sites with generative AI assistance over your data.



## Power BI

View custom analytics for your copilot that cater to your specific needs.

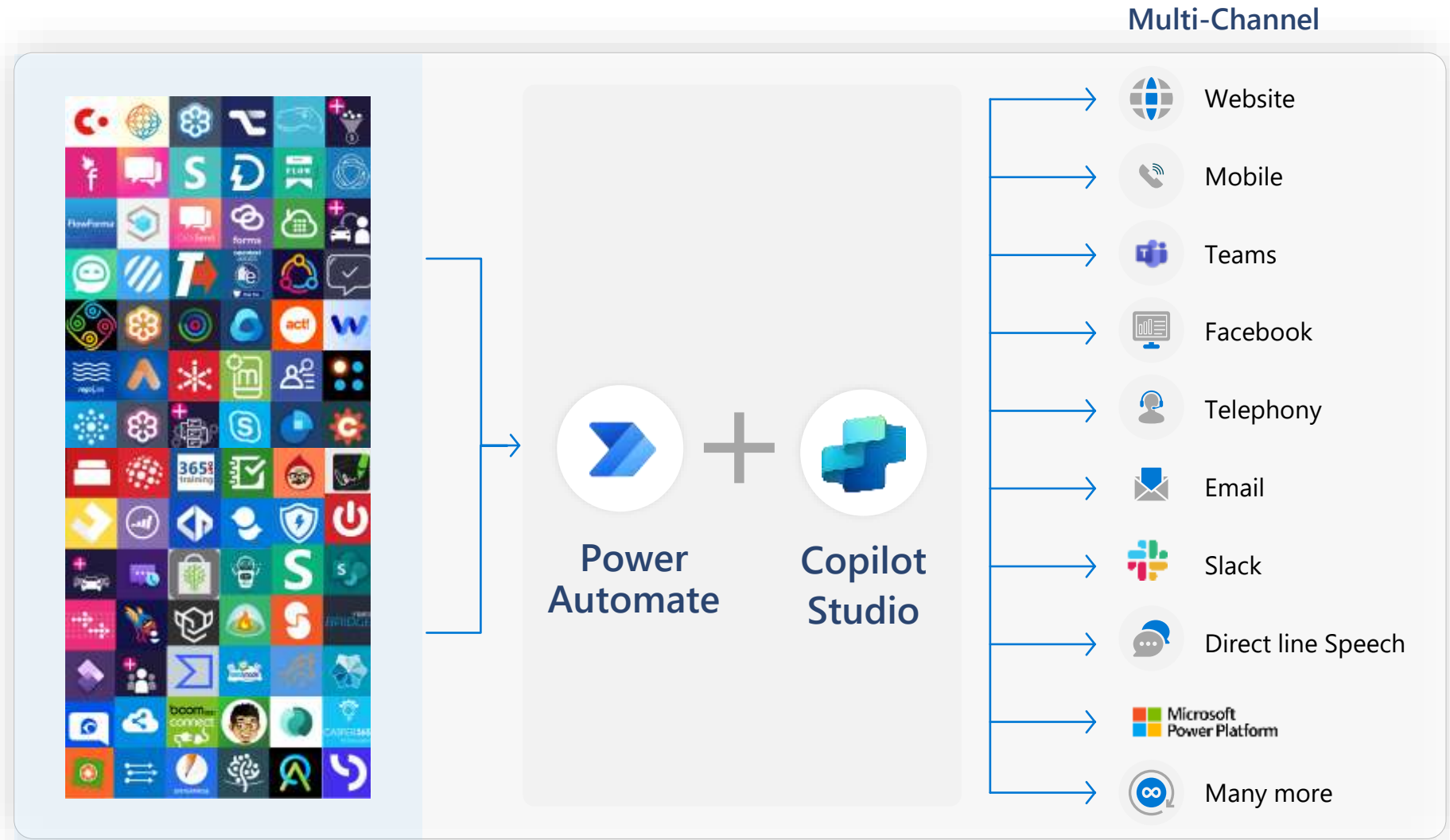


## Dataverse

Query your low code and business application projects.

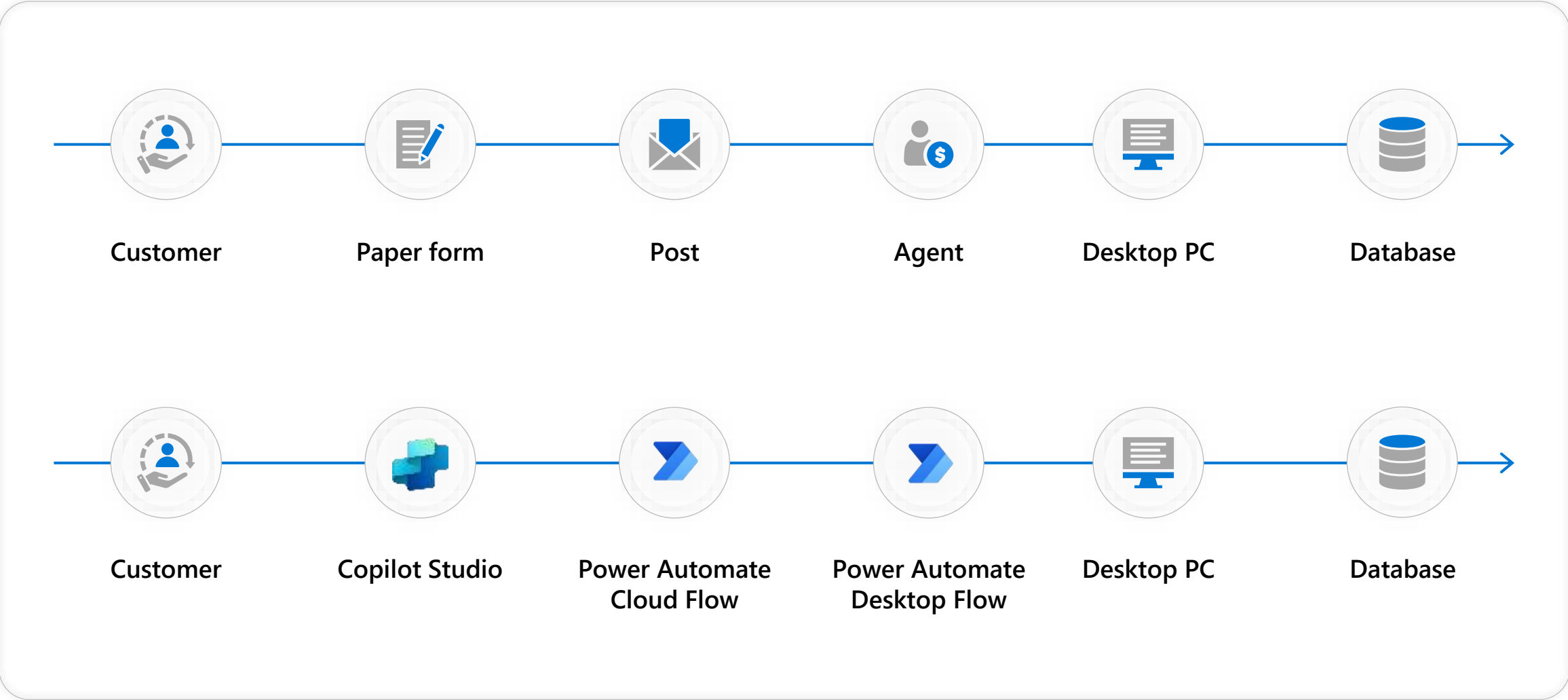
# Power Automate and Copilot Studio

- Power Automate including in Copilot Studio offers great integration capabilities, with more 1,200 native connectors or ways to create your own custom connectors to your APIs.
- For a good end-user experience, cloud flows triggered from Copilot Studio must execute quickly so that the user doesn't have to wait too long for the copilot to answer.
- Cloud flows triggered from Copilot Studio have a maximum of 100 seconds to return to Copilot Studio before they time out.
- You can make HTTP requests directly from Copilot Studio, to avoid invoking cloud flows and trim a few milliseconds.



1200+ prebuilt data connectors

# Robotic Process Automation into your chat



# Power Pages Enhanced Integration

Build a conversational Copilot leveraging your Power Page site and GPT responses from its content in minutes

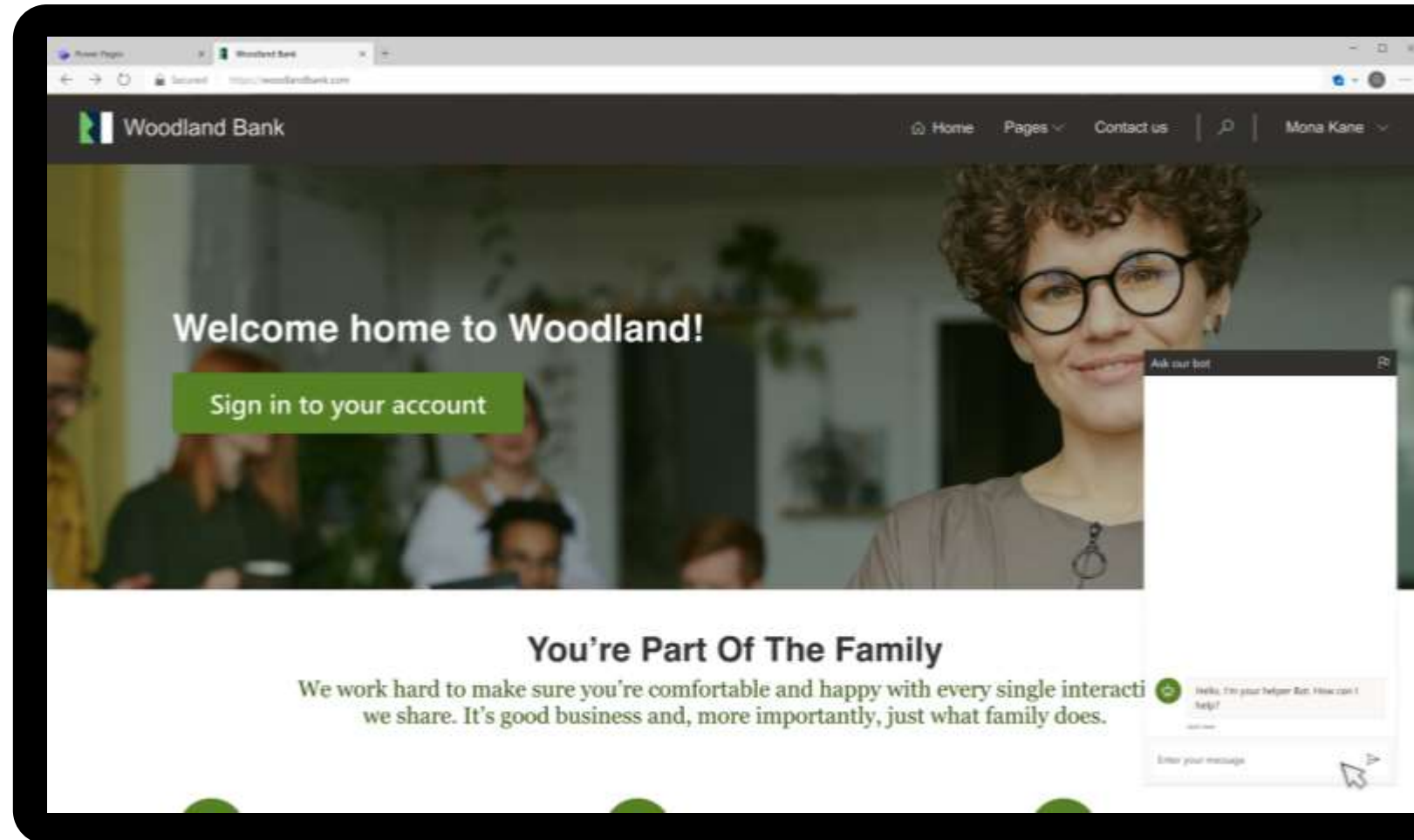
Boost conversations to drive your conversations via your Power Page or other knowledge sources

Add Copilot Studio chat experience in just seconds

Match the style of your website

Reduce Customer Support costs by adding conversational experiences in your website

Delight customers with ChatGPT style conversations



Public Preview

# Power Apps integration

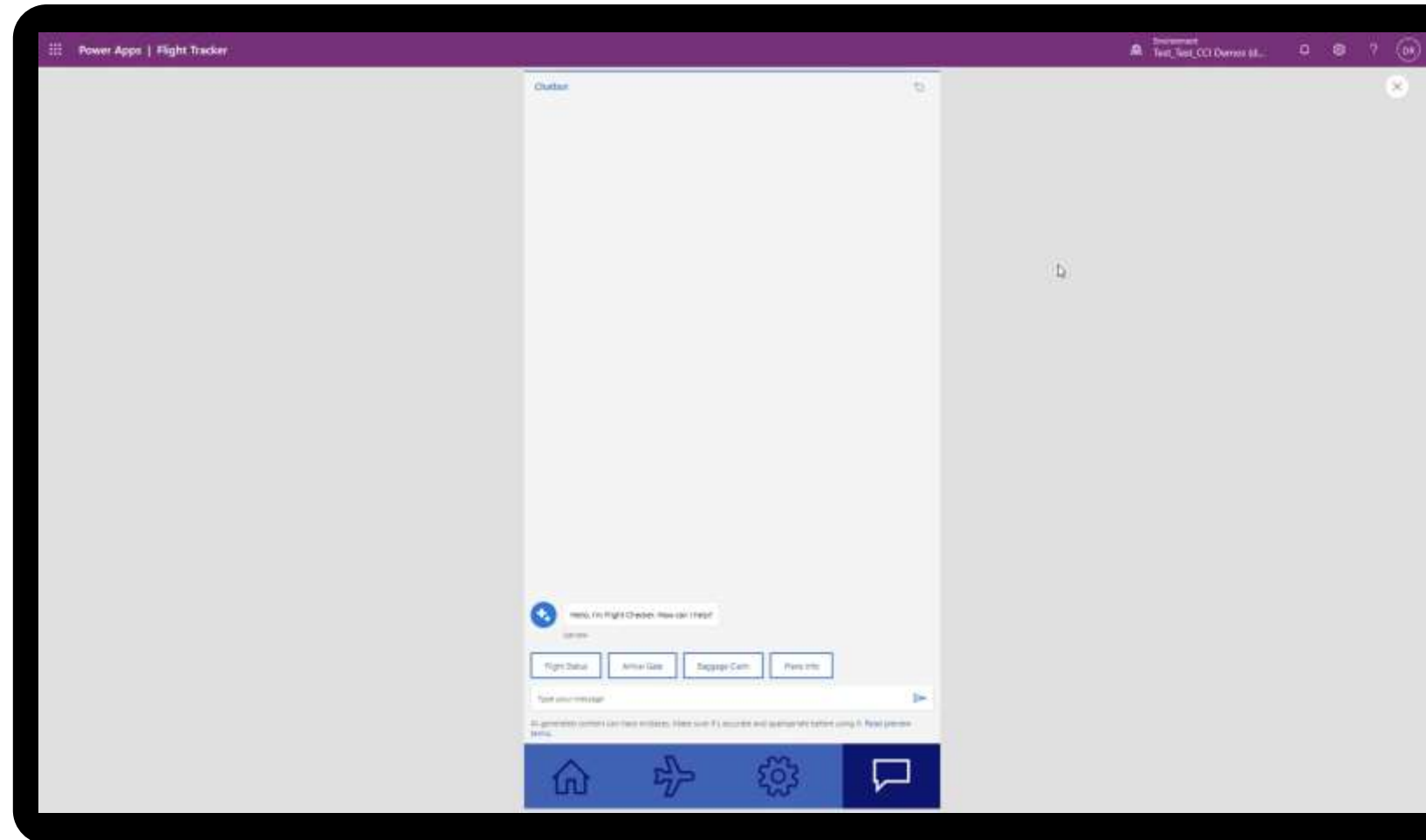
Add the power of conversational experiences to your applications natively in Power Apps

Boost knowledge-based conversations within your app

Add Copilot Studio chat experience in just seconds

Delight customers with ChatGPT style conversations

Reduce Customer Support costs by adding conversational experiences in your applications natively

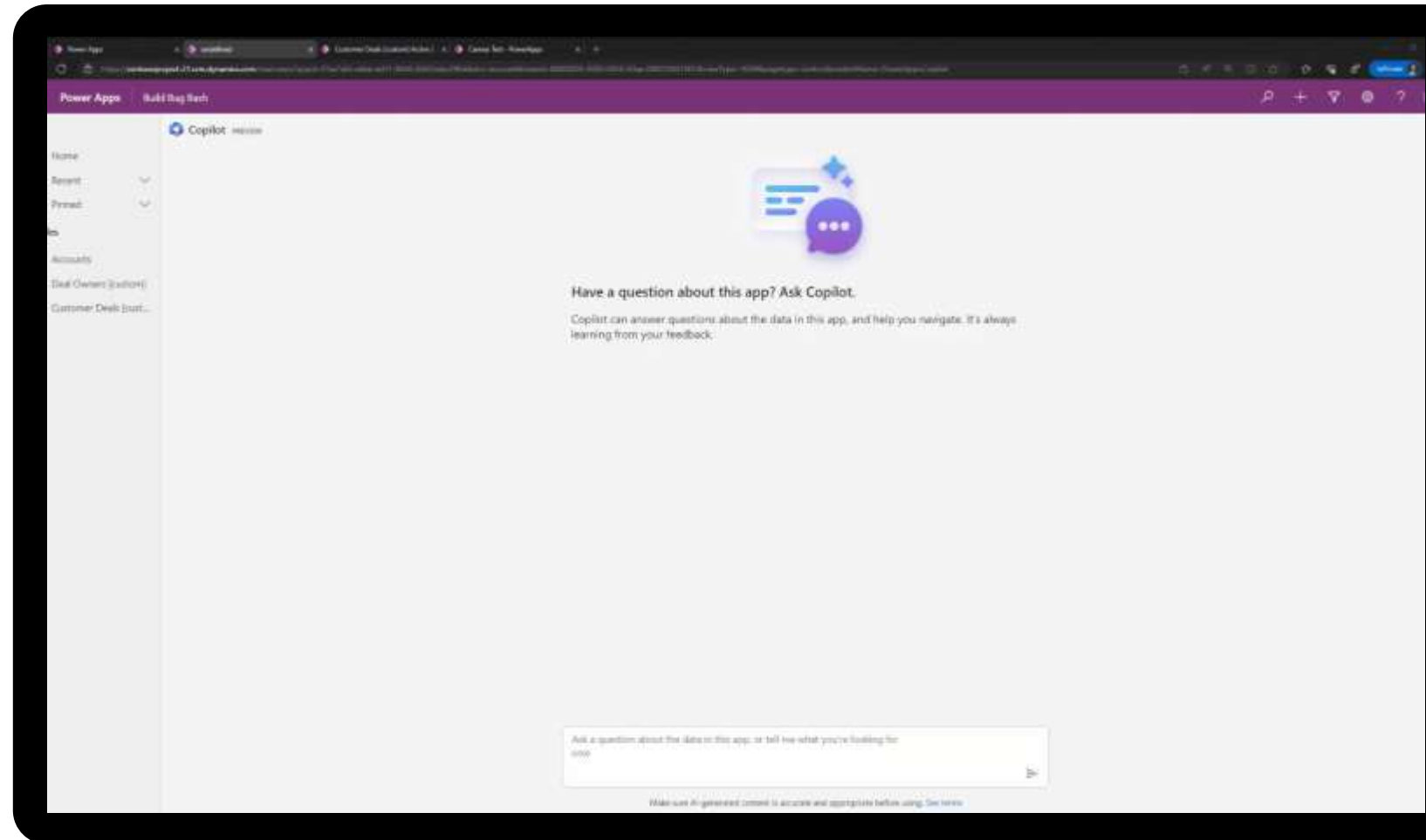


Public Preview

# Extend Copilot in Power Apps

AI assistance in building topics, designing and modifying the app all through natural language

Extend Copilot in Power Apps with Copilot Studio making the chat experience for relevant to your data and workflows.

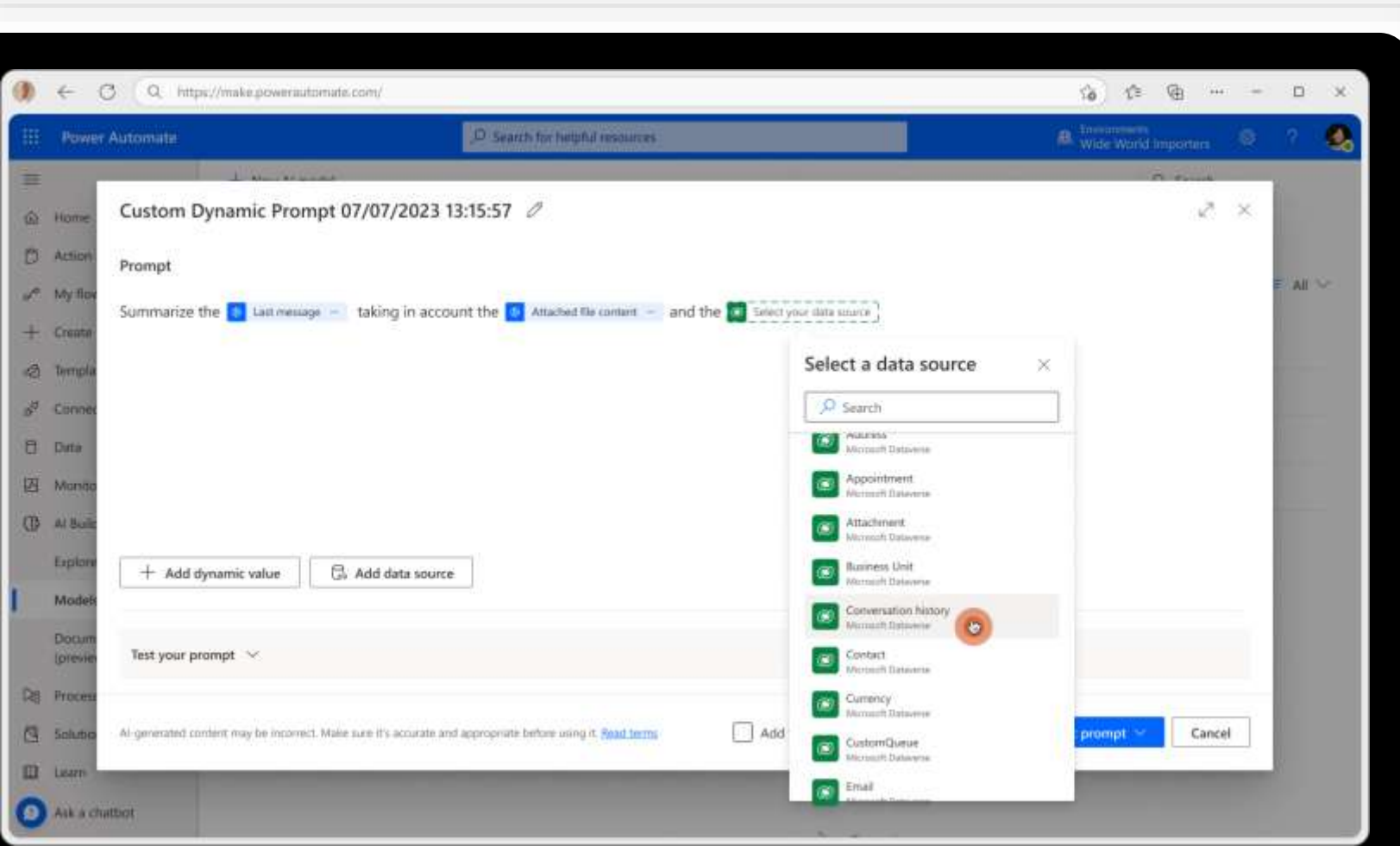


Public Preview & GA





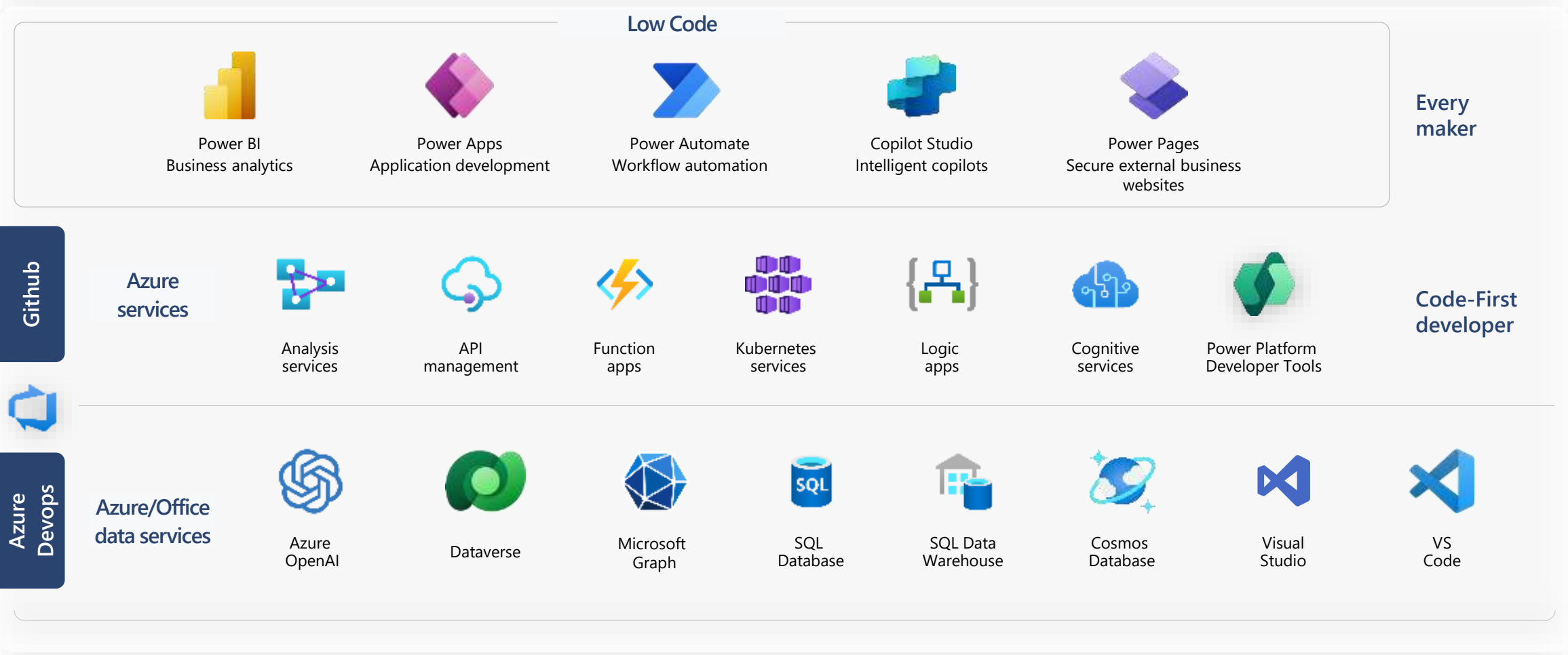
# Prompt Building



A single interface to build, design, and test Generative AI Prompts that can be embedded across products.

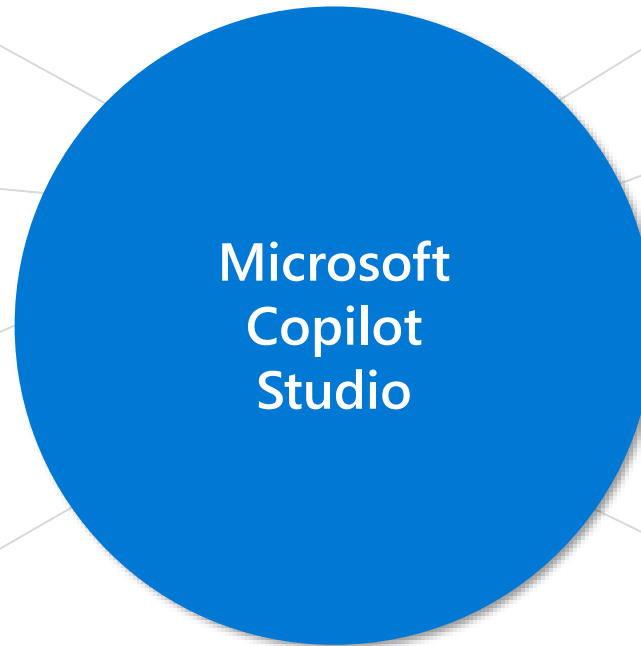
Prompts are saved in AI Builder's prompt library and become a platform concept (supporting sharing, ALM, RBAC). Prompts can be invoked in Copilots (via Plugins), Power Apps & Dataverse (via Power FX), Power Automate (via AI Builder connector).

# No code, low-code, and pro-code – all are welcome



Fusion team (all devs and business users/makers)

# Better together: Azure AI Studio Integrations with Microsoft Copilot Studio



## Language services:

Add Azure AI Language Services - Custom Language Understanding (CLU) support if you don't want to use the out of the box model.

## Knowledge base:

Azure AI Question and Answer integration if you don't want the out of the box.

## AI Search:

Azure OpenAI on your data enables Azure OpenAI's models (ChatGPT, GPT-4...) on YOUR DATA and can enable you to build powerful conversational experiences over it with Copilot Studio.

## Analytics:

Build custom analytics to move your data into extended data pipelines.

## API Calls:

Add Copilot Studio supports any API / HTTP calls to Azure services too.

## Telemetry:

Can use Azure app insights for custom telemetry.

## Bot Framework:

We rebuilt the capabilities of Bot Framework Composer into Copilot Studio natively (Code like views, Adaptive cards, eventing, variable management) and added support for customers that still used Bot Framework bots to call as skills to Copilot Studio.

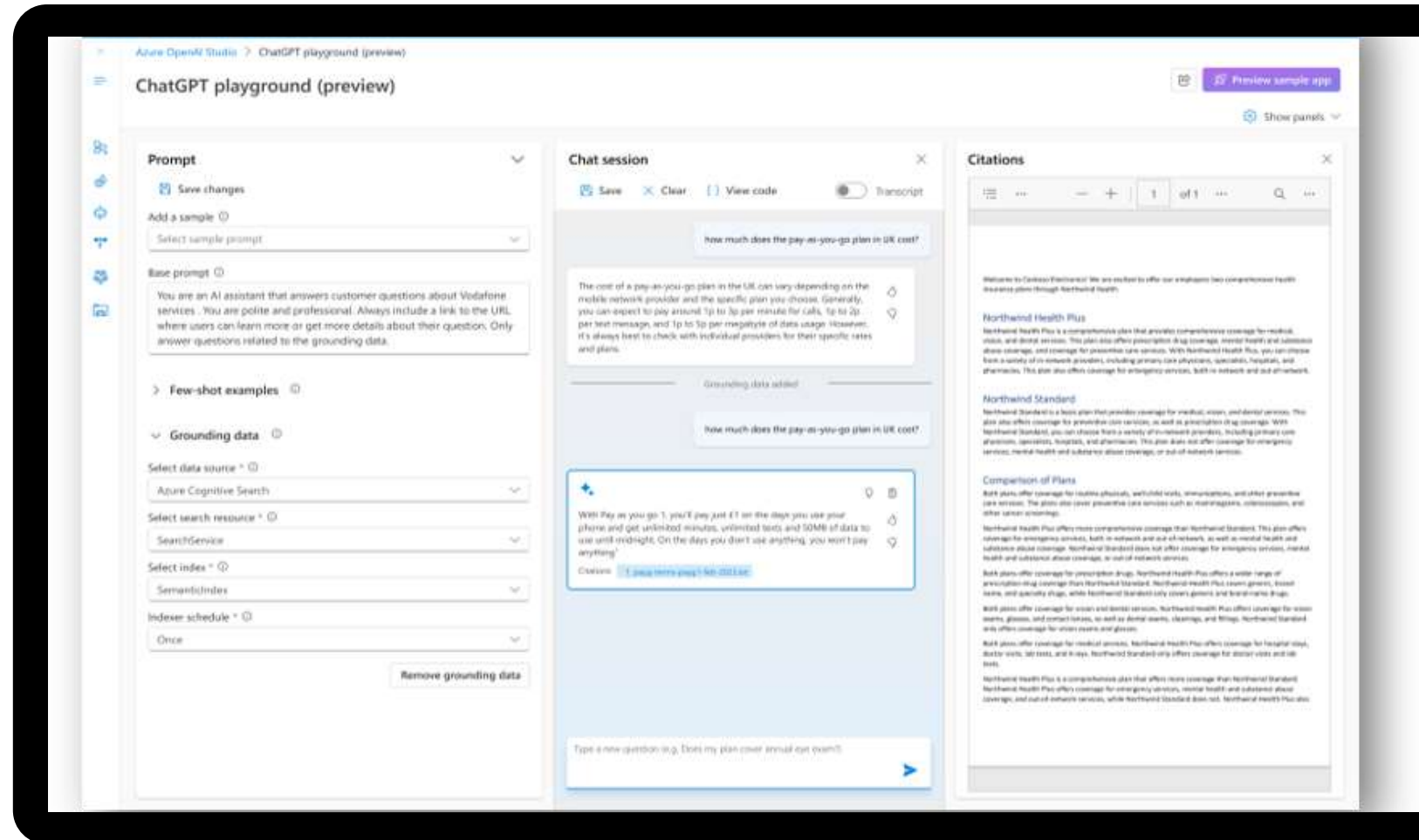
## Application lifecycle management:

Works with Azure DevOps for full ALM and solution management.

# Azure OpenAI on Your Data integration with Copilot Studio

Azure OpenAI on **YOUR DATA** enables Azure OpenAI's models (ChatGPT, GPT-4...) on **YOUR DATA** and can enable you to build powerful conversational experiences over it with Copilot Studio.

Customers can connect their data sources to unlock the full potential of their data in a compliant way!



# CQA Integration with Copilot Studio

Customize your copilot to provide answers from your specific knowledge base

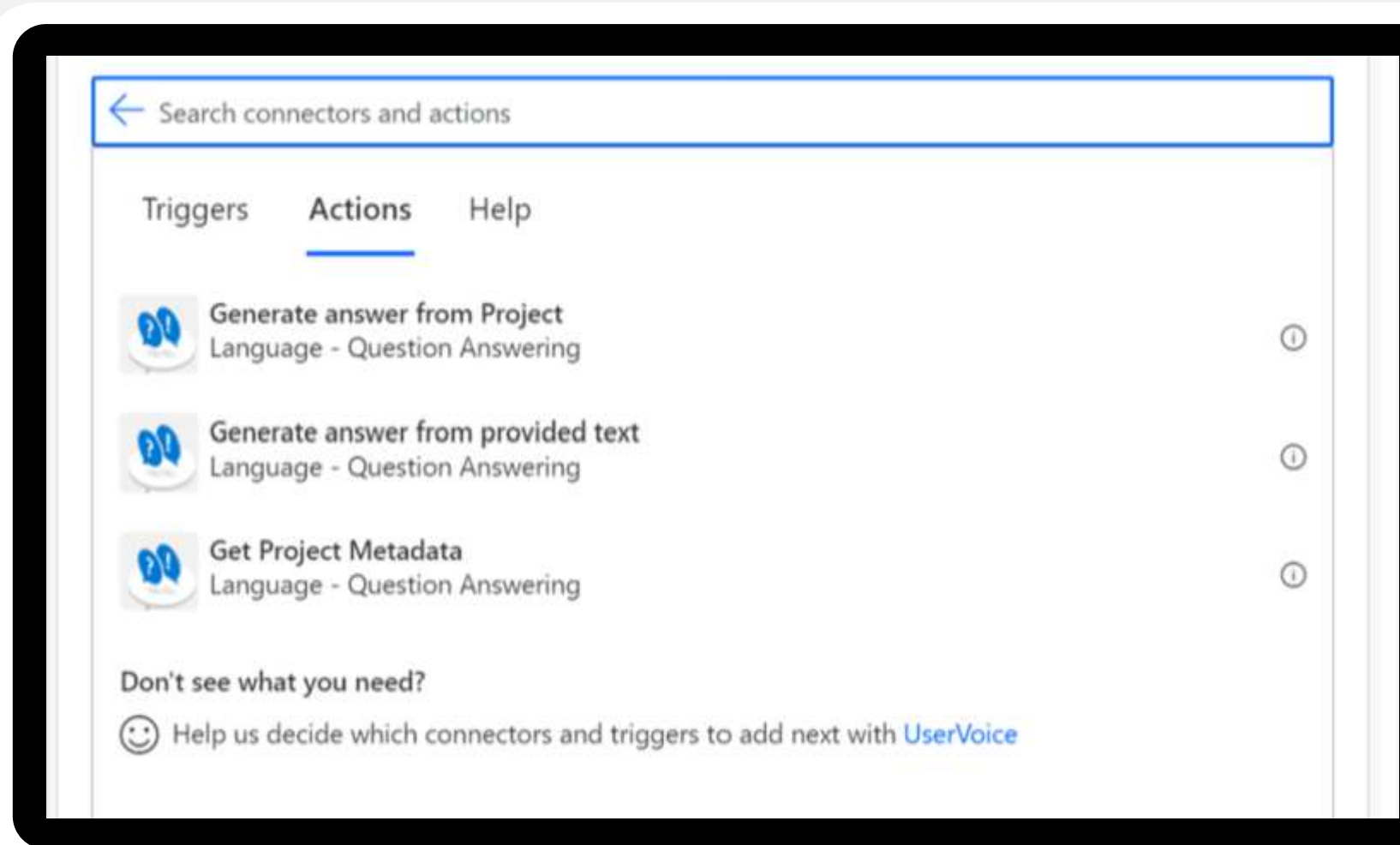
Tailor responses based on specific languages in CQA

- Multilingual base model available in over 70 languages, including 12+ Indic languages

Combine the accuracy of CQA with the simplicity of Copilot Studio to create a copilot:

- Leverage Fallback Topics for Logical Flows
- Enhanced Natural Language Processing (NLP)
- Seamless Integration and Easy Configuration
- Rapid Iteration and Continuous Improvement

General Availability



# Bot Framework as skills

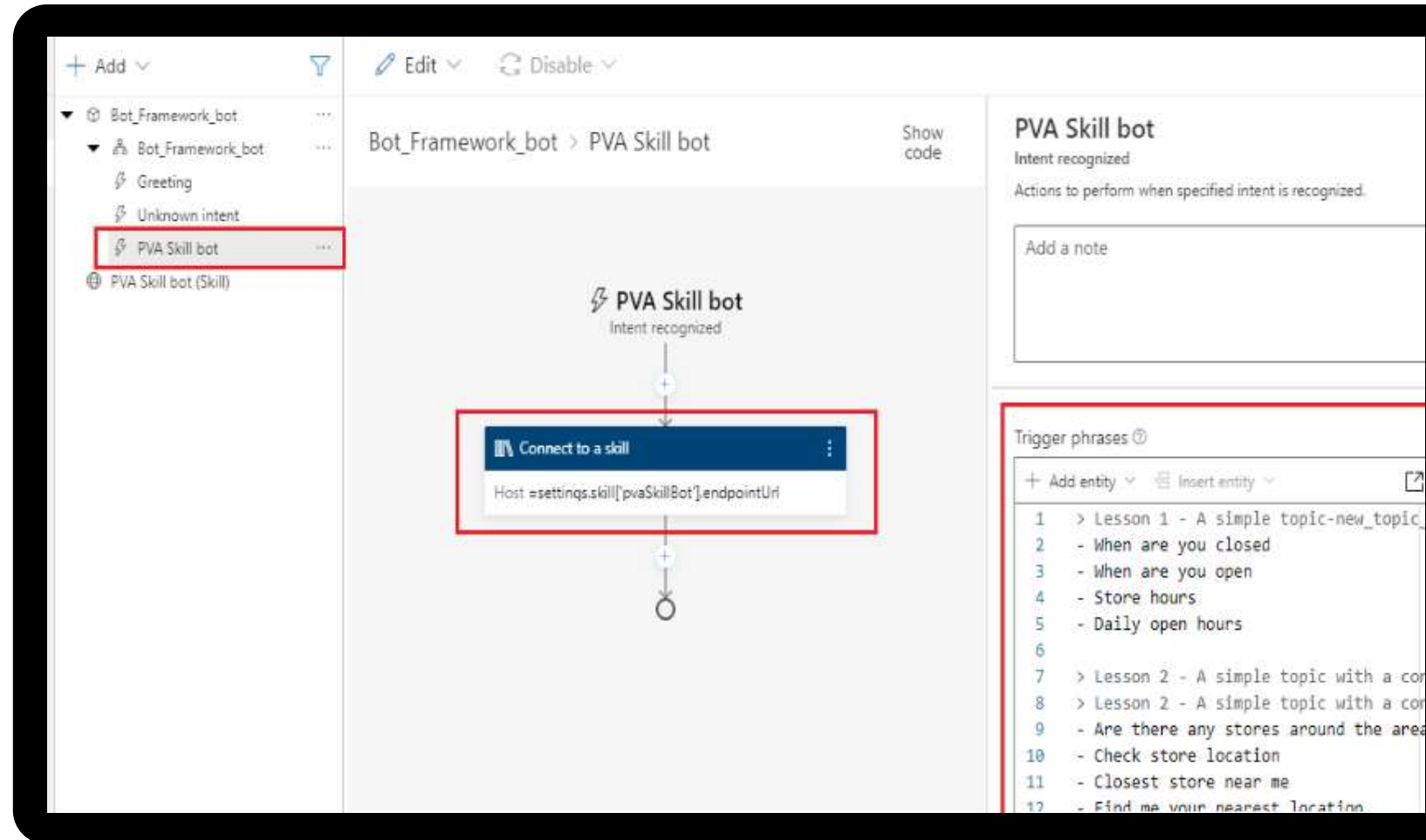
## Extend Bot Framework bots with Copilot Studio functionality

Manage which Copilot Framework bots can use a Copilot Studio Copilot as a skill

Add Copilot Studio bots as a skill in Composer and Copilot Framework SDK and easily download the Copilot skill manifest

Invoke Copilot Studio Topics from Copilot Framework bots - based on a user utterance

Create bots collaboratively and easily connect the Copilot ecosystems



# Hand off to a live agent

If the issue cannot be resolved, the **copilot will hand off the conversation to a live agent** to continue the conversation with **full context** using an **end-to-end customer engagement** platform.

The handoff can coordinate with **1<sup>st</sup> party Microsoft's Digital Contact Center** or **integrate with 3<sup>rd</sup> party contact centers**.

Generic  
engagement  
hub

Dynamics 365  
Customer  
Service

Genesys

Live Person

Salesforce

ServiceNow

# Publish your copilot to multiple channels

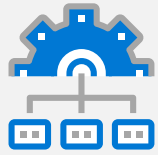






**Secure and govern**

# Administration & Management



## Infrastructure management

No infrastructure to manage

No services to stand up

Available in geo-distributed multi-tenant SaaS



## Global by default

Available worldwide in many commercial clouds (23 data centers)

Available in government clouds

Supports 19 languages



## Compliance

Supports many Compliance offerings like HIPAA, HITRUST, FedRAMP, PCI, SOC, ISO & more



## Security & governance

Govern using unified Power Platform admin center

Data encryption – data stays secure while at rest and in transit

Data loss prevention

Customer Lockbox

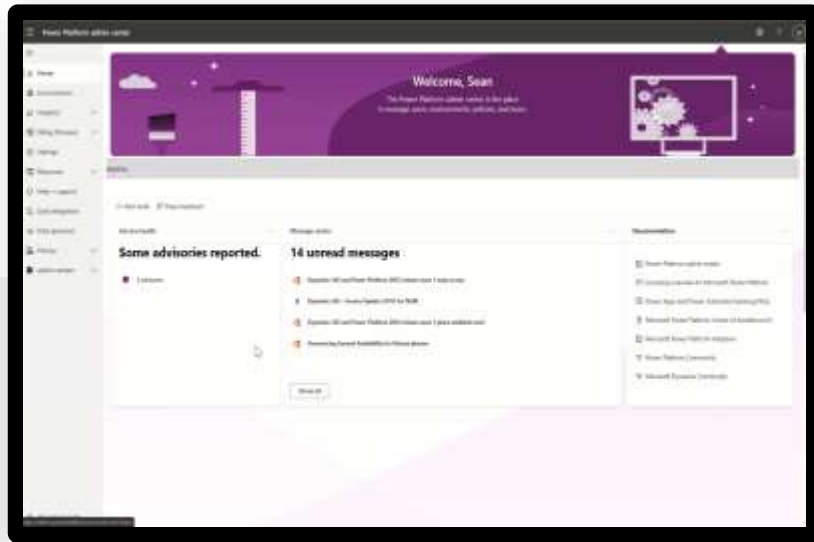
# Compliance offerings

Copilot Studio is a Core Online Service, as defined in the Online Services Terms (OST), and is compliant with or covered by

- Federal Risk and Authorization Management Program (**FedRAMP**)
- Health Insurance Portability and Accountability Act (**HIPAA**) coverage
- Health Information Trust Alliance (**HITRUST**) Common Security Framework (**CSF**)
- System and Organization Controls (**SOC**)
- Various International Organization for Standardization (ISO) certifications
- Payment Card Industry (**PCI**) Data Security Standard (**DSS**)

# The right tools for your governance requirements

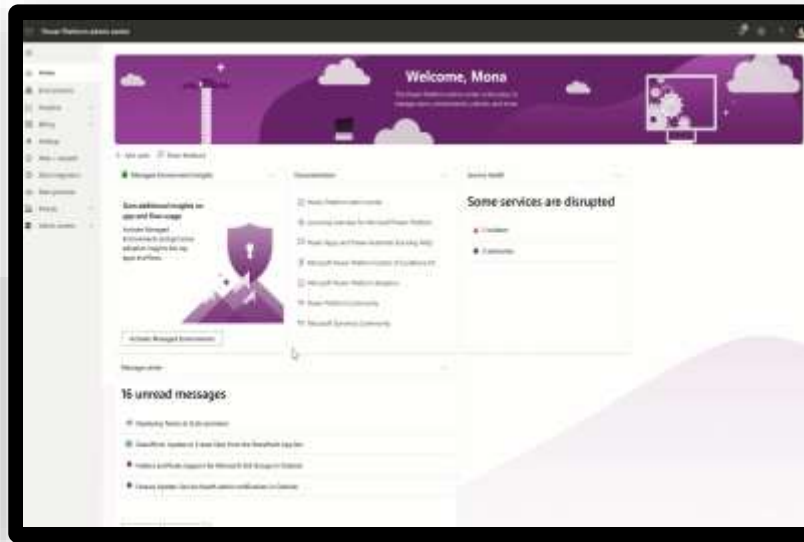
## Power Platform Admin Center



Standard governance offering:

- **Build** guardrails around data, apps, and environments
- View analytics on low code assets across your organization

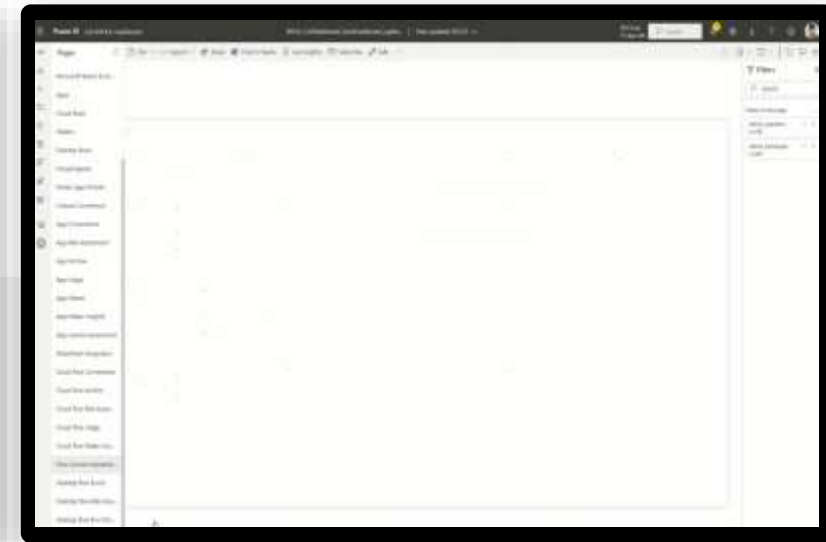
## Managed Environments for Power Platform



Premium governance offering:

- **Enable** governance-at-scale without additional IT resources
- Proactively build and enforce best practices while gaining key insights and analytics

## Center of Excellence Kit



Extensible governance add-on:

- **Enhance** your governance journey with powerful open-source tools
- Drive innovation and improvement faster

# Center of Excellence

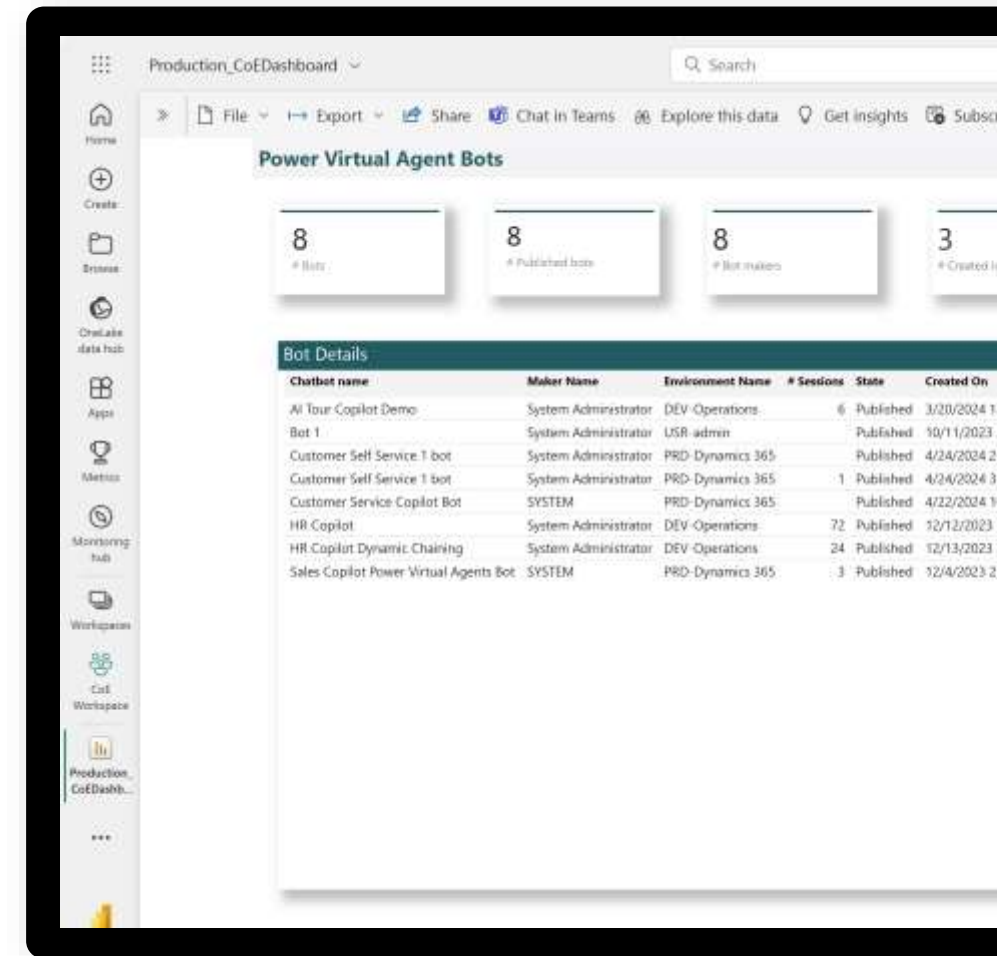
- As organizations use Microsoft Power Platform to enable citizen developers across their organizations, they also seek capabilities to govern and monitor usage.
- The Microsoft Power Platform CoE Starter Kit is a collection of components and tools that are designed to help organizations develop a strategy for adopting and supporting Power Platform.

## CoE Starter Kit features for Copilot Studio

- Keep track of the number of conversations per copilot over time, with daily aggregates.
- Allocate a number of conversations per environment
- Receive capacity email alerts when environment add-ons get near or over their allocated number of conversations.
- Get an overview dashboard of Copilot Studio usage in a tenant over time as well as an all-up conversation consumption versus allocation.

### Questions to discuss:

- Do you plan to use the Center of Excellence Starter Kit to monitor your copilots in your tenant?
- Do you have specific governance requirements such as charge-back models?
- Do you allow users to create copilots using Copilot Studio for Teams?
- Do you allow users to create Copilot Studio trials or do you want them blocked?



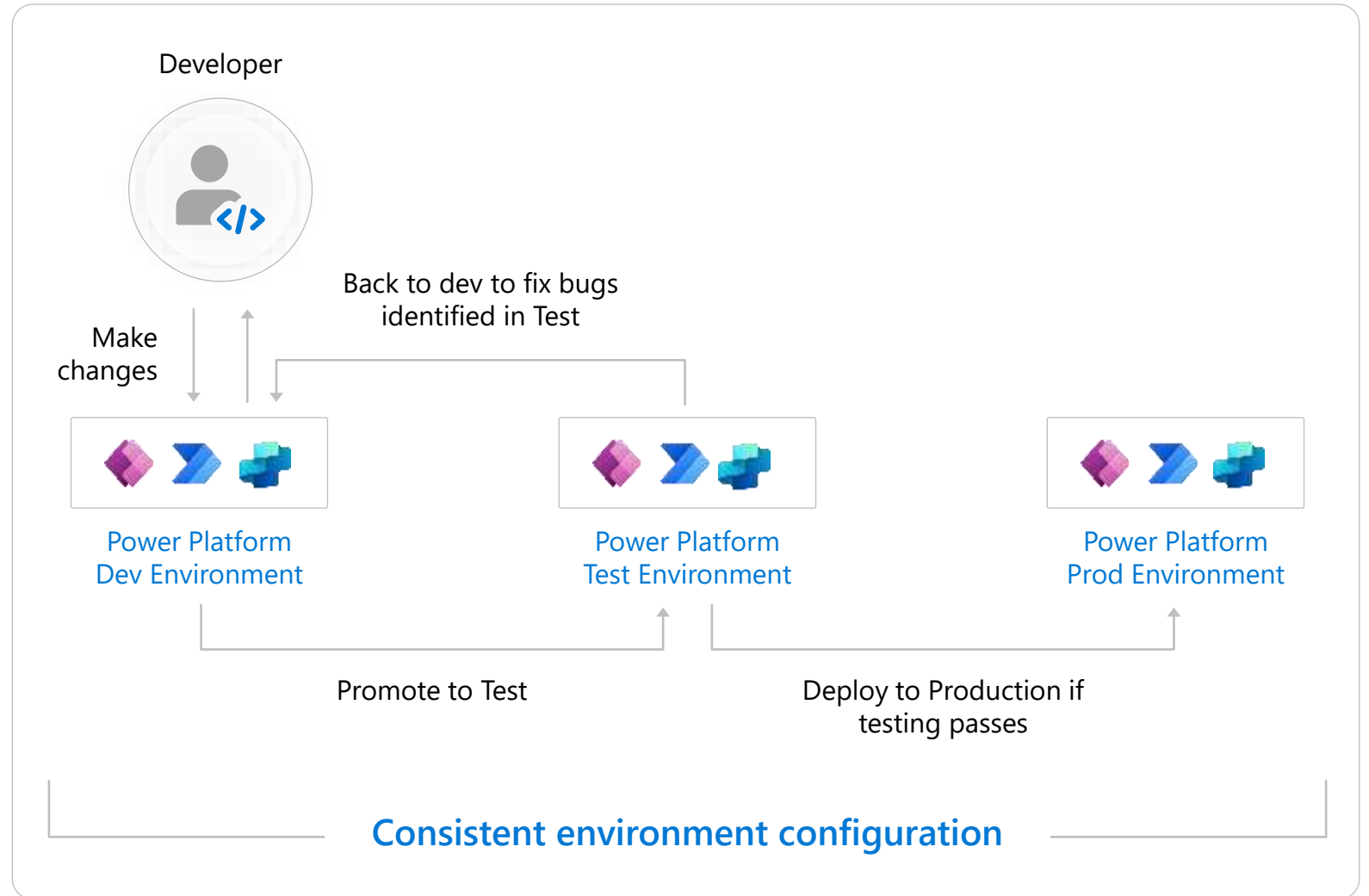
# Application Lifecycle Management

Customers have bot lifecycle management requirements - governance, development, and maintenance.

Customers can export and import copilots across multiple environments – development, test and production.

**Learn more:**

[aka.ms/PVA/export-import](https://aka.ms/PVA/export-import)  
[aka.ms/powerplatform/ALM](https://aka.ms/powerplatform/ALM)



# Additional recommended content

## Copilot Studio implementation guide

Provides a framework to do a 360-degree review of your project. Through probing questions, it highlights potential risks and gaps, aims at aligning the project with the product roadmap, and shares guidance, best practices and reference architecture examples.

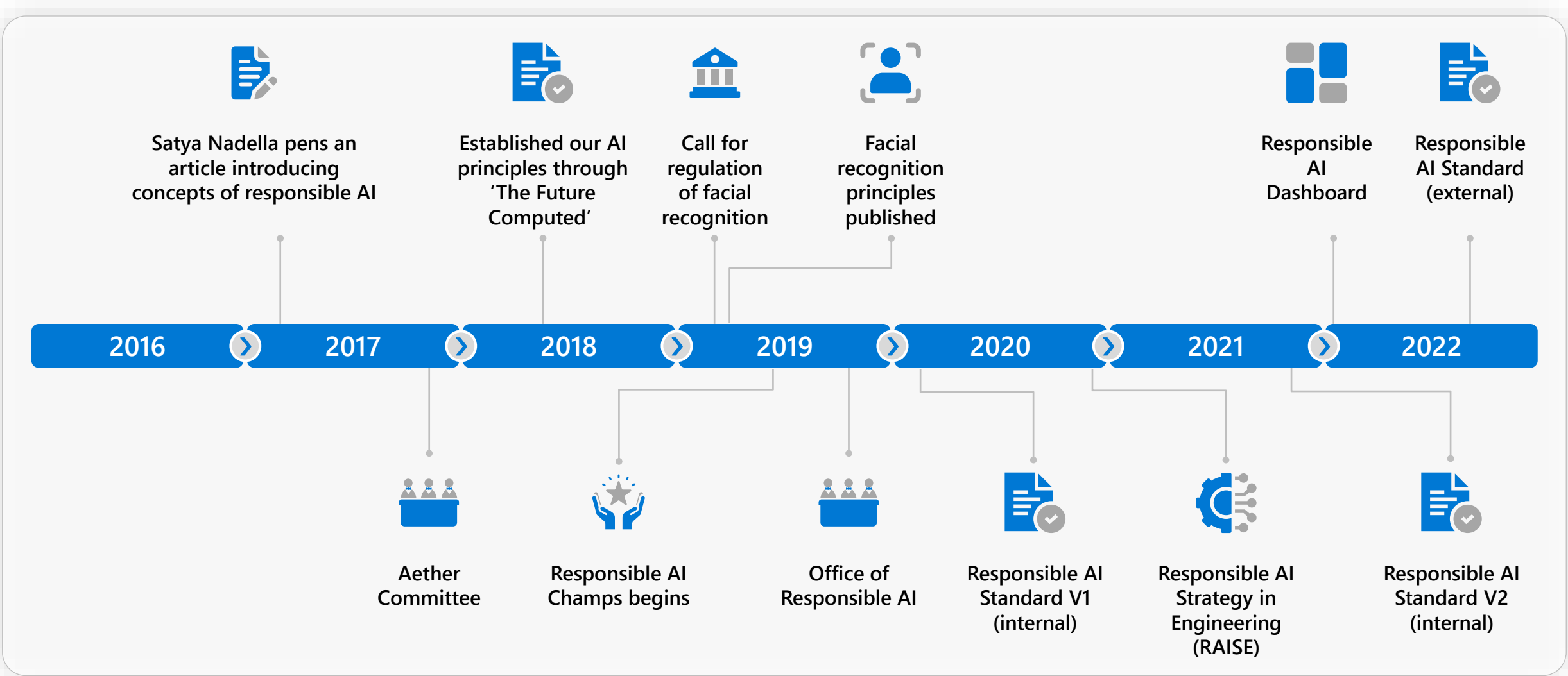
<https://aka.ms/CopilotStudioImplementationGuide>



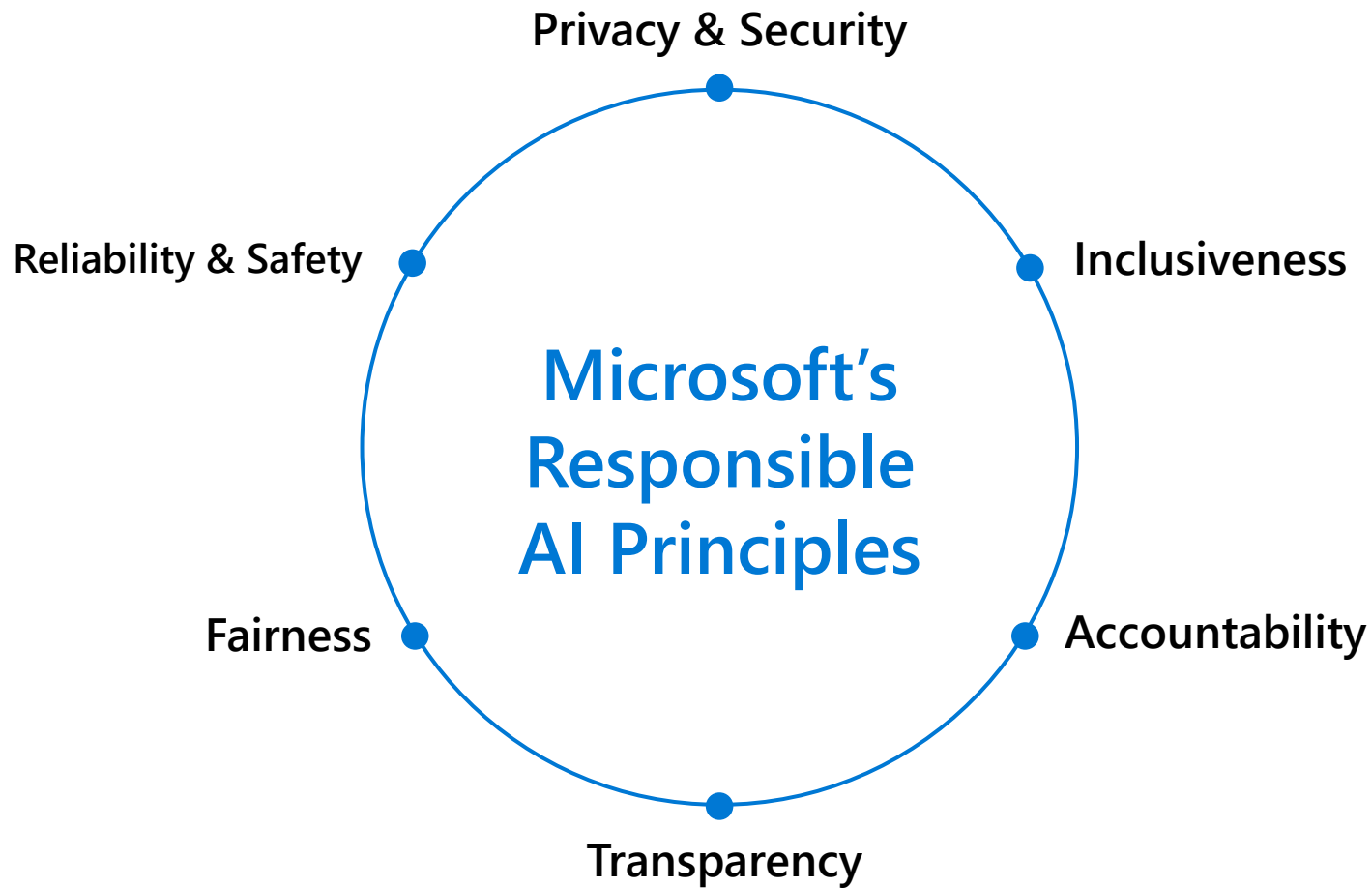
# Responsible AI



# Microsoft's Responsible AI journey



# Microsoft's Responsible AI principles



## Building blocks to enact principles



Tools and processes



Training and practices



Rules



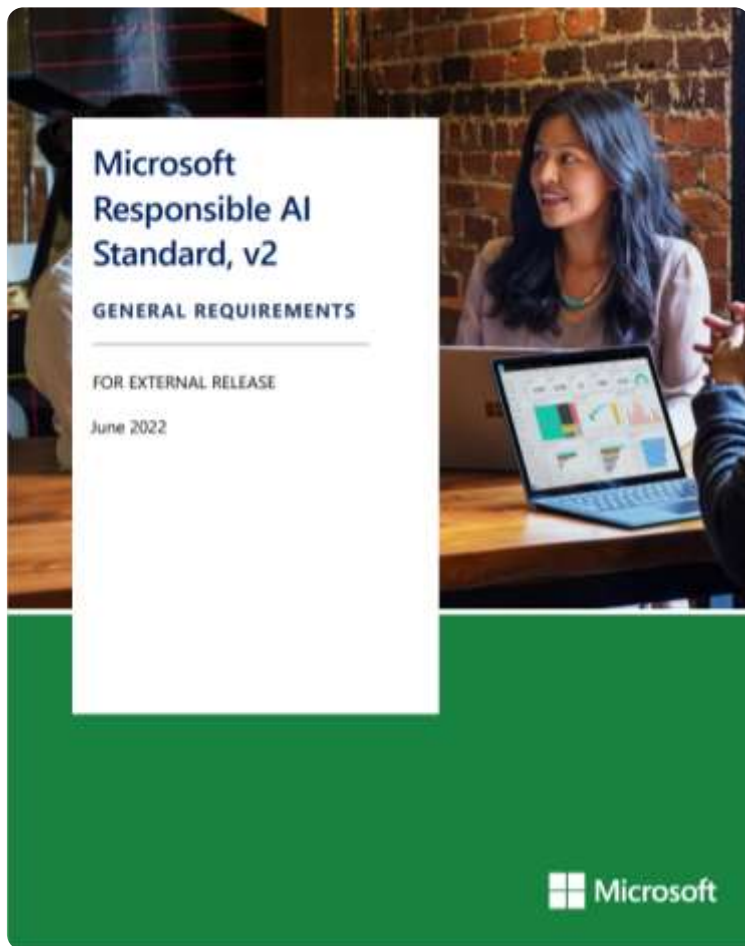
Governance

# Microsoft Cloud Runs on trust

Your data is **your** data

Your data from any fine-tuning  
is **not** used to train the foundation  
AI models

Your data is **protected** by the most  
comprehensive enterprise compliance  
and security controls



# Rules

## Responsible AI Standard



### Records

Our practice of **Responsible AI by Design** – the proactive ways in which we guide the design, build, and testing of AI systems



### Establishes

A **durable framework** for the maturing practice of responsible AI and evolving regulatory requirements



### Reflects

Our **deeper exploration** of what our six AI principles mean and the steps that must be taken to uphold them

Establish a responsible AI strategy  
at [Aka.ms/AIBS](https://aka.ms/AIBS)

Design, build, and manage your AI  
solution at [Aka.ms/RAIresources](https://aka.ms/RAIresources)

# Next steps

A large offshore supply ship, the Pacific Sharav, is shown at sea. The ship is white with a blue hull and a red bottom. It has a complex structure with a tall derrick and various platforms. The name "PACIFIC SHARAV" is visible on the side. The ship is sailing on a blue sea under a clear sky.

~~"Como criamos um aplicativo mais rápido?"~~

**"Como transformar 1.000  
processos por ano?"**

# Make it Real!

"Como transformar 1.000 processos por ano?"



1

## Cultura

Patrocínio executivo de cima para baixo em TI e LOB. [Mudança de cultura](#) para convidar e conectar LOB com TI e Pro Devs para participar da criação de soluções

2

## Fundação de TI

Liderança de TI [no centro de excelência](#) e orientação para governança, segurança, orçamento e adoção para ambientes centralizados ou distribuídos

3

## Pro Developers

Desenvolvedores profissionais [reformulando fluxos](#) de trabalho para dimensionar e interagir com operadores de informações de LOB em soluções novas e existentes

4

## LOB

Departamentos identificando "[usuários avançados](#)" para adoção e representação antecipadas e identificando recursos e orçamentos administrativos

5

## Formação

Capacitação e capacitação via [hackathons](#) e programas de certificação para adotantes da Power Platform na organização

6

## Nurture

Cadência de [qualificação](#) e celebração de soluções ao adotar novas inovações da Power Platform

Executive Sponsor • Governance Lead • Adoption Lead • Community and Skilling Lead • Power Platform Admin • Pro Devs • Architect • Security

Suporte e recursos externos da Microsoft, parceiros ou consultores profissionais

# Basic capabilities

1

Aplicativos e automações em pequena escala

2

Automação pessoal ou somente em equipe

3

Conectividade selecionada pronta para uso

4

Sharepoint, Excel ou Dataverse para equipes

5

Opções limitadas para compartilhar e reutilizar soluções já criadas



Resolva problemas apenas para equipes ou indivíduos



Ganhos de eficiência limitados a indivíduos, equipes ou pequenos departamentos.



A necessidade de troca de solução, entrada de dados repetida e risco de dados ruins



Permite estruturas de dados simples e gerenciamento de acesso limitado a dados.



Construção repetida de aplicativos e automações semelhantes, perda de eficiência.



# Premium investment

1

Aplicativos e soluções podem se estender por toda a organização



Dimensionamento rápido e fácil, ganhos de eficiência e melhorias de desempenho

2

Automações entre sistemas e departamentos



Resolução acelerada de problemas, trabalho mais rápido e menor necessidade de repasses manuais.

3

Conecte tudo



Dados conectados significam resolução rápida de tarefas e menos esforço na manutenção de dados.

4

Dataverse



Gerencie dados e aplicativos para obter insights, impulsionar o negócio e reduzir custos.

5

Compartilhamento e dimensionamento fáceis e gerenciáveis



As pessoas que precisam dos aplicativos e dados podem ser concedidas facilmente sem medos.

# Impacto do Power Platform premium



## Revenue

**4-5x growth**

Companies with developer velocity in top quartile experience

**McKinsey & Company**

[McKinsey & Company - Developer Velocity: How software excellence fuels business performance](#)



## Efficiency

**23%**

Increase in developer efficiency

**Forrester**

Total Economic Impact of Power Platform Premium Capabilities



## Costs

**45%**

Development cost reduction

**63%**

Lower costs to develop a large-scale solution using premium connectors and Dataverse

**Forrester**

Total Economic Impact of Power Platform Premium Capabilities

**24%**

Cost reduction using Power Platform and Azure due increased DevOps efficiency a reducing spending third-party solution

**Microsoft**

[Microsoft Power Platform and Azure for Corporate IT TEI](#)



## Agility

**63%**

Improved agility to changes

**Forrester**

Total Economic Impact of Power Platform Premium Capabilities



## Security

**91%**

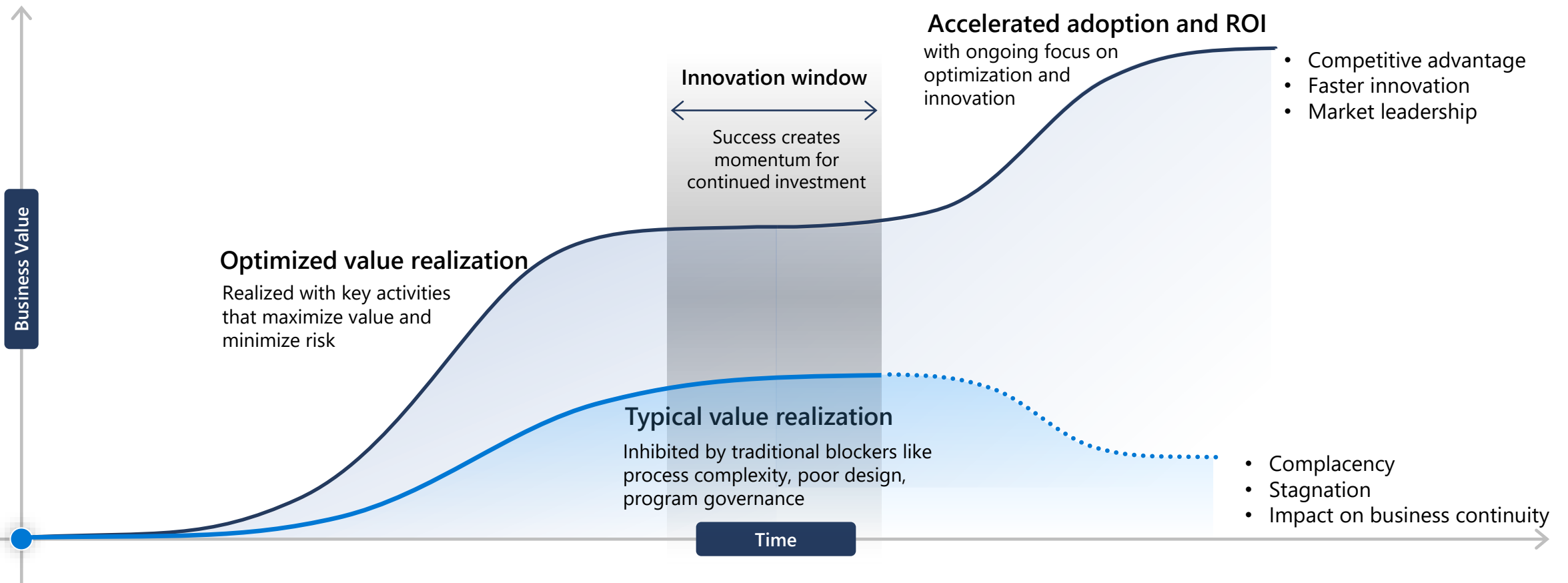
better security and visibility around data connections

**Forrester**

Total Economic Impact of Power Platform Premium Capabilities

# Maximize seus investimentos com o Microsoft Unified

Acelere seu tempo de implantação com serviços liderados por especialistas, desde o planejamento até a implantação e muito mais



# Conte com especialistas para construir seus aplicativos

Com acesso direto aos especialistas da Microsoft, você pode criar aplicativos personalizados usando o Power Platform para resolver desafios de negócios e automatizar processos de negócios

## O que você quer alcançar...

- Estabeleça um modelo de governança e padrões e prepare-se para a IA
- Implantação bem-sucedida da plataforma de energia em toda a empresa
- Validação de processos de projeto e desenvolvimento de arquitetura de soluções

## Como entregamos...

- Assistência na criação de um Centro de Excelência (COE) para governar a criação de aplicativos e acelerar a adoção em toda a organização
- Orientação prescritiva de especialistas para acelerar a implantação com workshops de Maker e Developer para melhorar as habilidades da equipe
- Revisões técnicas e funcionais para validar planos e abordar problemas e riscos

### Saiba Mais

Visite **[aka.ms/Enhanced-Solutions](https://aka.ms/Enhanced-Solutions)** para agendarmos uma sessão com objetivo de determinar como nossas **Soluções Aprimoradas** podem ajudá-lo a alcançar os resultados desejados

# Continue sua jornada de **conhecimento**

## Demonstrações técnicas de Power Platform

Eventos no **Microsoft Teams** conduzidos pelos especialistas em Power Platform da Microsoft Brasil. Para participar procure seu **gestor(a) de conta** (AE) ou **especialista** (SSP).



### Desenvolvimento de aplicativos

#### Tópicos

Canvas Apps  
Microsoft Dataverse  
Model Driven Apps  
Power Pages

#### Duração

03 horas

[Saiba mais](#)



### Governança e ALM

#### Tópicos

Governança  
Segurança  
Monitoramento  
Centro de Excelência (CoE)  
ALM/DevOps

#### Duração

03 horas

[Saiba mais](#)



### Hiper automação

#### Tópicos

Process e Task Mining  
Cloud flows (DPA)  
Desktop flows (RPA)  
Gerenciamento e monitoramento  
Hosted machines (VMs SaaS)  
Automações e integrações

#### Duração

03 horas

[Saiba mais](#)



### Criando copilots com Copilot Studio

#### Tópicos

Ecosistema Microsoft de copilots  
Visão geral do Copilot Studio  
Recursos baseados em IA generativa  
Automações e integrações

#### Duração

03 horas

[Saiba mais](#)

# Continue sua jornada de conhecimento

## Power Platform Connect

Site mantido pelos especialistas em **Power Platform** da **Microsoft Brasil**. Nele você encontrará:



### Biblioteca de conteúdo

Coleção de links oficiais das soluções que compõem a Power Platform



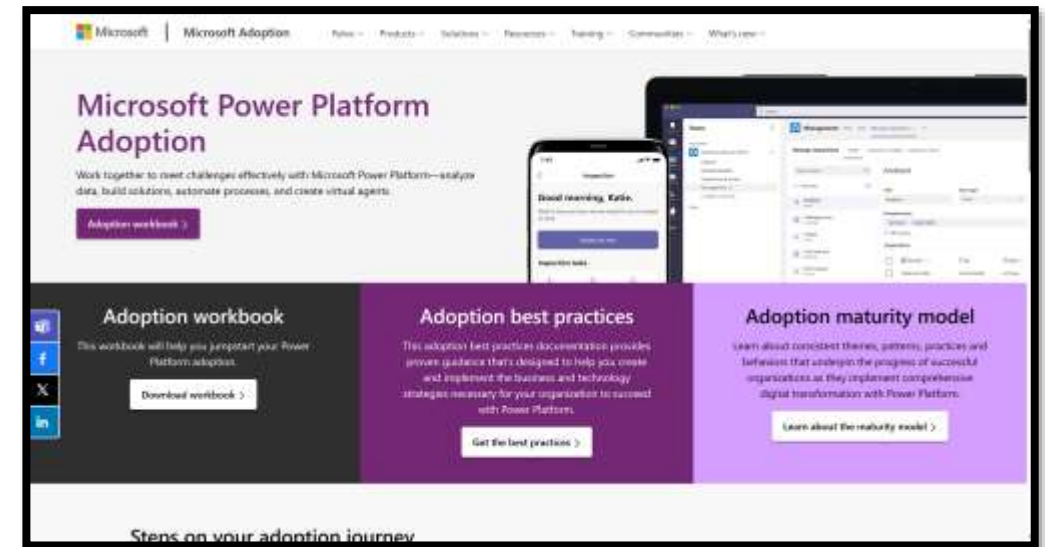
### Eventos online

Eventos online promovidos pela Microsoft ou seus parceiros.

<https://microsoft.github.io/powerplatformconnect>

## Microsoft Power Platform Adoption

Saiba como o low code pode **acelerar** sua transformação digital e como adotar de forma **segura** e **eficiente** a Power Platform em toda a sua organização.



<https://adoption.microsoft.com/en-us/powerplatform/>



# Microsoft Power Platform Community Conference 2024



Las Vegas, Nevada

Conference: September 18-20

Workshops: September 16, 17, 21

[Register Here!](#)



# Thank you!

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