

# 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 **guias 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/>



# Copilot Studio for Power Platform

V2.0 from Nov 30, 2023

# Agenda

## A single platform for automation

- About Power Platform
- Power Platform and AI
- Power Platform patterns of value
- Hyper automation with Power Platform

## The Hyper automation journey

- Discover
- Automate
- Orchestrate
- Extend

## Copilot Studio

## Next steps





# About Power Platform

# Surging digital demand



750M

**new apps need to be built  
by 2025**



50%

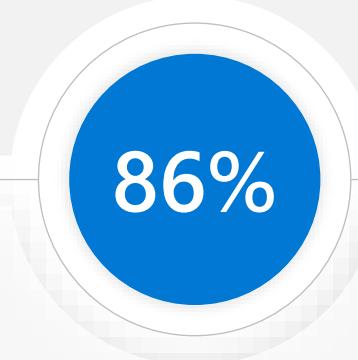
**of digital work can be  
automated with current tech**

# Not enough developers



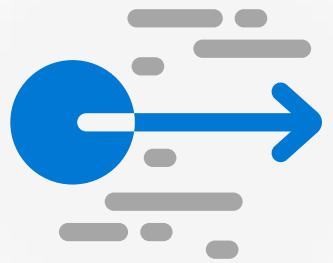
4M

developer shortfall



86%

of companies struggle to hire  
tech talent



**Accelerate developers and  
empower new makers**

# Low-code empowers everyone

Developers

IT Admins

Business and Front-Line Workers



# Low-code in reality



We are sitting at the midpoint of the low-code shift, the low-code revolution. The low-code shift is going to happen in five to six years and we're right in the middle of it.

— Charles Lamanna,  
Microsoft Build, May 2023

89%

CIOs & IT pros  
say low-code is  
increasing  
efficiency<sup>1</sup>

7.4M

makers build  
solutions using  
low-code on  
Power Platform<sup>2</sup>

33M

monthly  
active users  
of Power  
Platform<sup>3</sup>

<sup>1</sup>Source: Low-code signals 2023

<sup>2</sup>Source:

<sup>3</sup>Source: Microsoft Earnings Call, FY2

# Microsoft Power Platform

 AI Enabled 



Copilots



Automations



Apps



Pages



BI



Power Fx



Managed  
Environments



Dataverse



1000+  
Connectors



AI Builder

[aka.ms/PowerPlatform](http://aka.ms/PowerPlatform)

**CONNECT TO ALL YOUR INTERNAL AND EXTERNAL DATA SOURCES**

# Over 1,000 Power Platform data connectors

Built-in connectivity to cloud services, content services, databases, and APIs

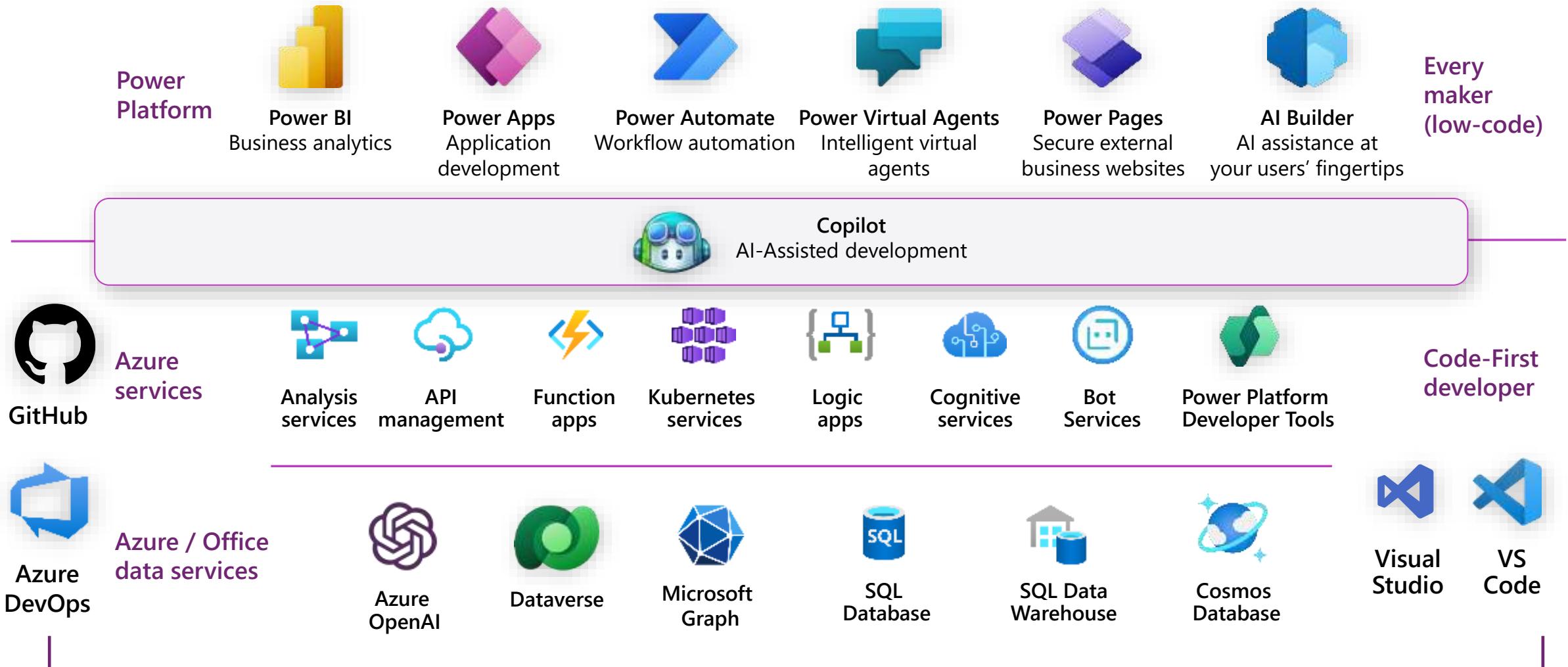
Seamless hybrid connectivity via the on-premises data gateway

Custom connectors as building blocks for citizen developers

Robotic Process Automation is the ultimate connector, if necessary



# Develop Faster than Ever Before



# Easily publish your custom APIs to Power Platform

**Azure API Management** enables professional developers to publish their backend service as APIs, and easily export these APIs to the Power Platform

With this capability, citizen developers can use the **Power Platform** to create and distribute apps that are based on internal and external APIs managed by API Management.

[Learn more](#)

The screenshot shows the Azure API Management interface for creating a connector to the Power Platform. The left sidebar lists various management options: APIs, Products, Subscriptions, Named values, Backends, API Tags, and Power Platform. The 'Power Platform' option is highlighted with a red box. The main right-hand pane is titled 'Create a connector' and contains sections for selecting an API and a PowerApp environment. The 'API' section shows 'Demo Conference API' selected. The 'PowerApps' section shows 'Personal Productivity' selected as the environment to publish to, and 'MyAPIMConnector' entered as the API display name. A checkbox for 'Create subscription key connection parameter' is checked. At the bottom are 'Create' and 'Back' buttons.

# Disconnected Solutions

**Increased complexity**

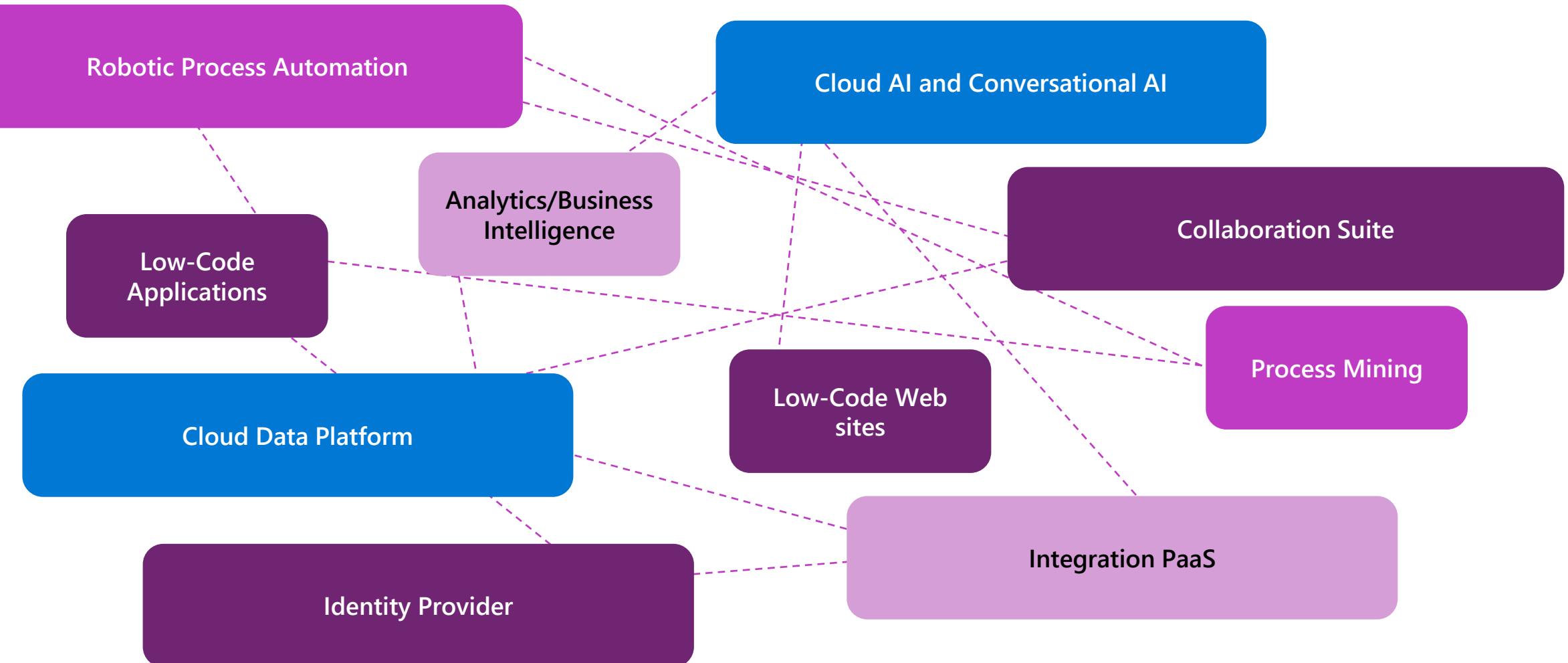
disparate admin/security/governance

**Higher TCO**

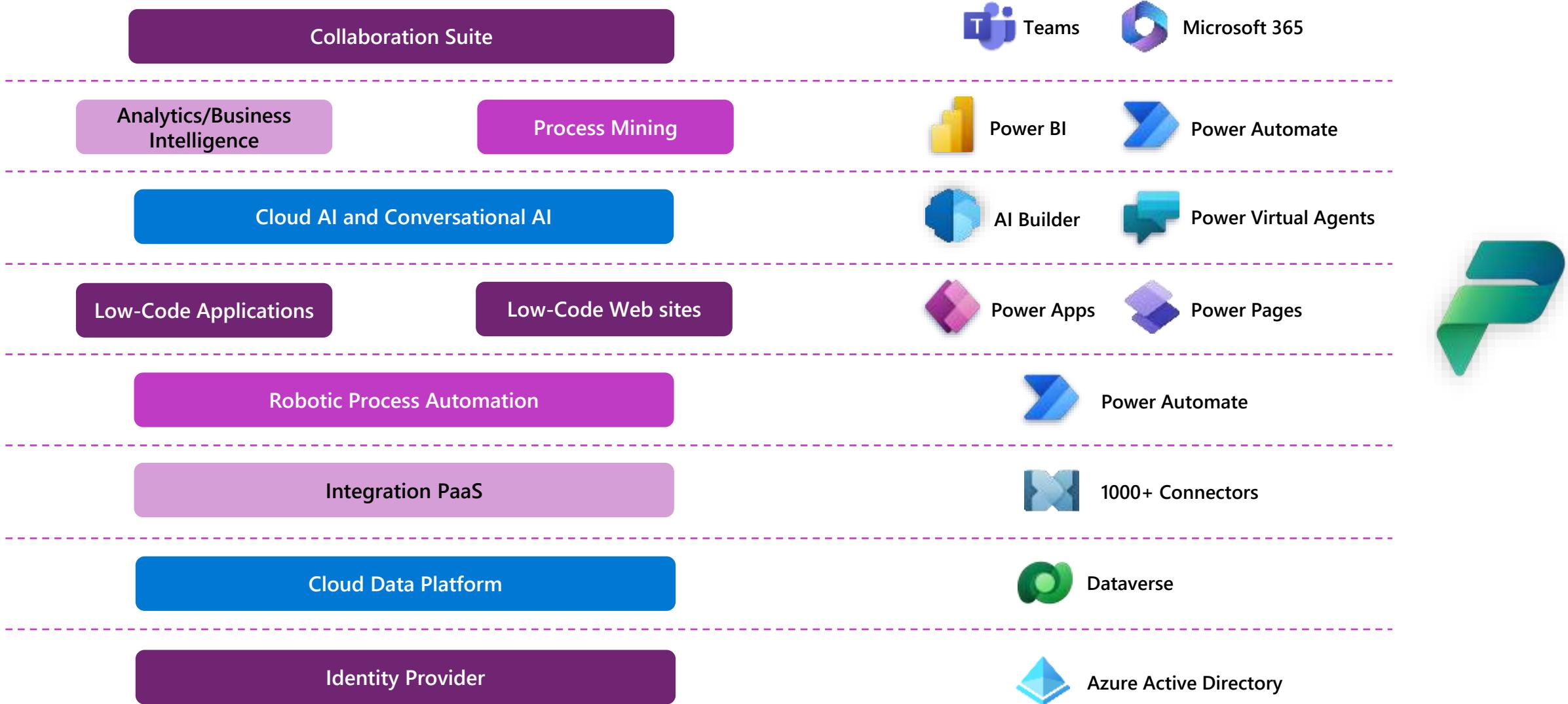
multiple vendors = multiple bills

**Additional support considerations**

multiple specialist experts



# The Microsoft Approach – An Orchestrated Platform



# Why Microsoft Power Platform

1



Common data model across all business applications

16



Analyst reports where Microsoft is positioned as the leader

500K



Power Platform customers

97%



Fortune 500 companies use Business Applications

**Leader in AI** with large language model (GPT3), ML, Azure Cognitive Services

**Leader in collaboration and productivity**, infused in business processes

**Leader in low code platforms**, the most complete with apps, flows, bots and web pages

# Why Microsoft Power Platform

## Proven value in real world business scenarios

Reduction in app development costs

74%

Reduced errors due to increase automation

27.4%

Less effort required to build and maintain bots

80%

Reduce development costs

24%

Improve customer experience

33%

Meet business demands faster

50%

Reduction in Pro Dev and DevOps cost

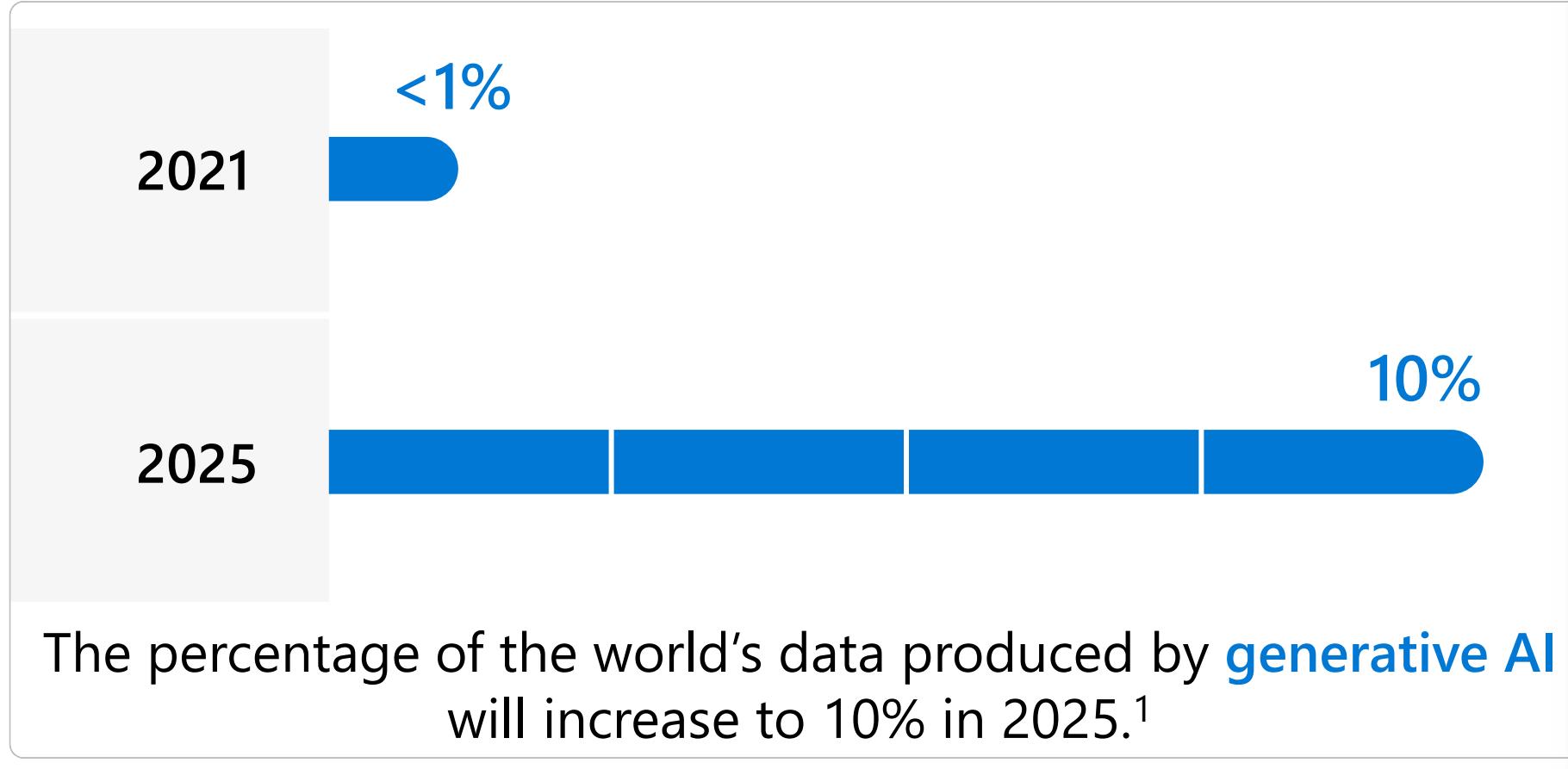
Reduced time to market

Reduced time to handle customer support requests



# Power Platform and AI

# The union of low code and AI is a game changer



**65% +**  
More than  
65% of app  
development  
**will be**  
**low-code** by  
2024.<sup>2</sup>

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, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

2. Source: Gartner 2019 Magic Quadrant for Enterprise Low Code Application Platforms

# AI and low code are the future



87%

CIOs & IT professionals say that increased embedded AI into low code platforms would help them maximize the technology



87%+

that's with **87+%** of CIOs and IT Pros already saying low code has made their organizations **more efficient** and **increased employee innovation**

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, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.
2. Source: Gartner 2019 Magic Quadrant for Enterprise Low Code Application Platforms

# Era of the AI Copilot

Augmenting human productivity and ingenuity

## The role of technology

From

To

Tools

Helpful “copilot”

Data input / output

Conversational interface, using  
natural language

Perform linear tasks

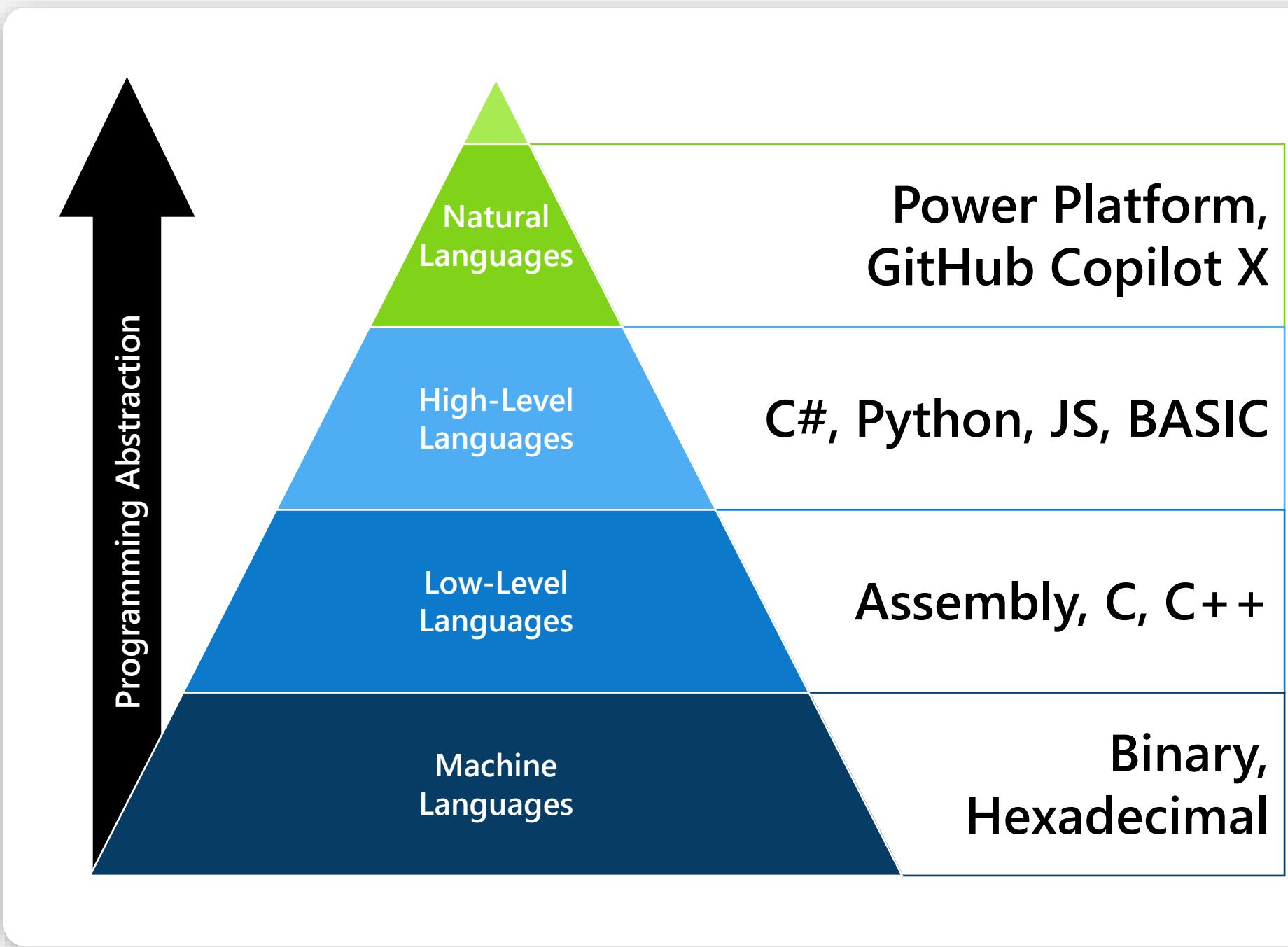
Performs complex, generative  
tasks

Follow commands

Iterate ideas and output, with  
human in the loop



**With Copilot in  
Power Platform,  
your language is  
now a  
Programming  
Language**



# What AI does for Power Platform

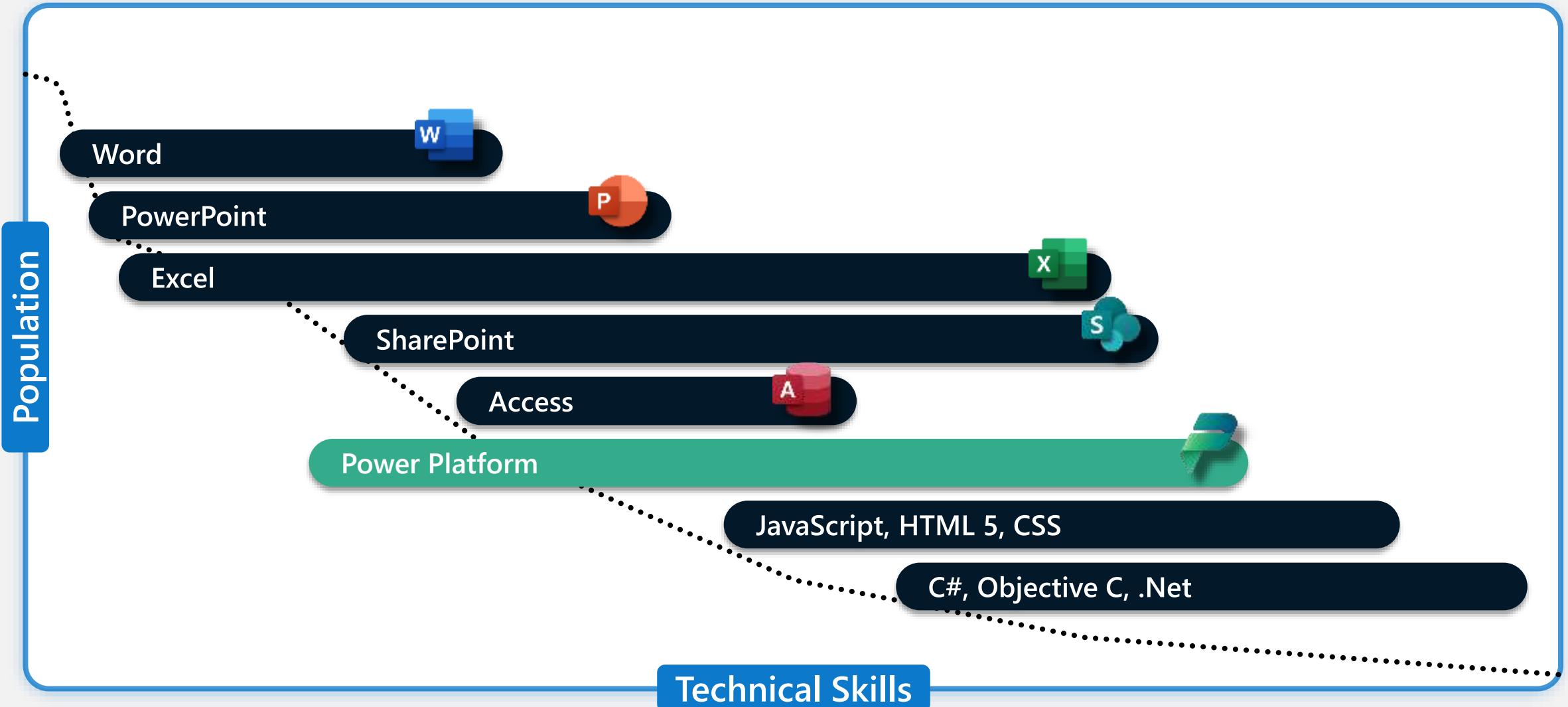


Easier to **make** apps,  
automations, copilots, and sites

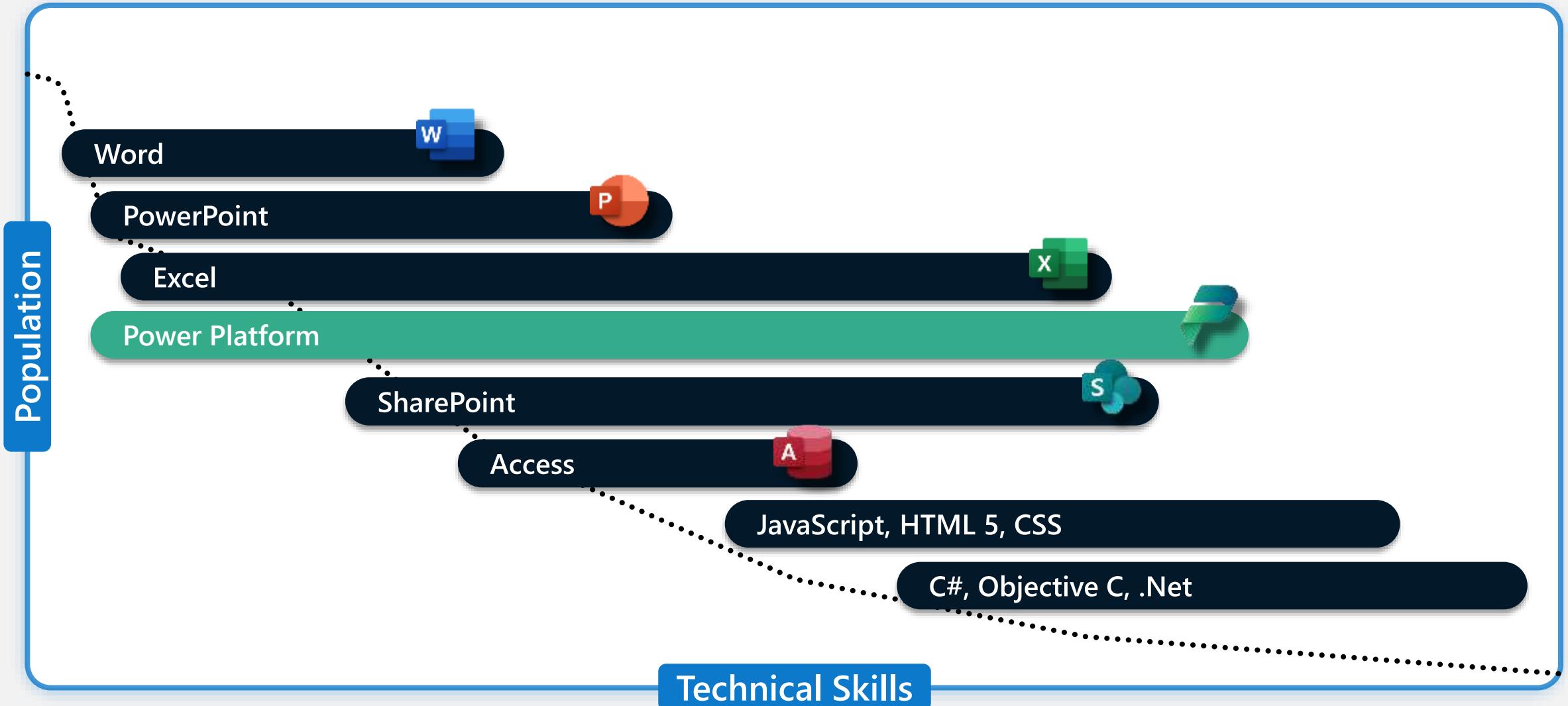
**Richer** to use apps,  
automations, copilots, and sites



# Low Code Adoption



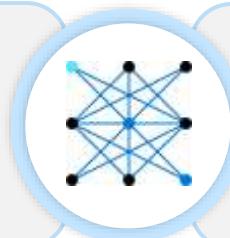
# Low Code Adoption + AI Copilot



# Work smarter and faster

with AI designed for everyone

## Across Power Platform



## Across Microsoft



## Power Platform

**AI powered insight** empowers everyone in your organization to make data-driven decisions.

Identify and prioritize problem areas in your processes like bottlenecks, then act quickly with AI recommendations for optimization and automation.



## Copilot

**AI assisted authoring** available "at your fingertips" allows developers and non-developers alike to build, edit, and extend solutions using natural language.

Build quickly and more easily by using Copilot to write code, recommend next steps, and access documentation through chat.



## AI Builder

**AI powered processing** infuses intelligence into business processes with prebuilt and custom AI models for document processing, image data extraction, prediction, and analytics.

Build, train, and publish AI models without a single line of code or the help of a data scientist.



# Copilot and the age of AI

Companies with highly engaged workforces had better financial outcomes.

Productivity

X

Engagement

=

Performance



88%

feel more productive with  
AI assistance.<sup>1</sup>



74%

say AI enables them to focus  
on more satisfying work.<sup>1</sup>

\$46,511

On average, each additional point of engagement reported by employees correlated with a +\$46,511 difference in market cap per employee.<sup>2</sup>

# AI in Power Platform

Easier to make. Richer to use.



## Power Apps

- [Copilot - Natural Language to App \(Generally Available\)](#)
- [Excel to Canvas App \(Generally Available\)](#)
- [Copilot Control in Canvas \(Limited Preview\)](#)
- [Custom Copilot Control \(Limited Preview\)](#)
- [Copilot Answer Control \(Public Preview\)](#)
- [Express Design \(Public Preview\)](#)
- [Power FX Ideas \(Generally Available\)](#)



## Power Automate

- [Copilot - Natural Language to Cloud Flow \(Generally Available\)](#)
- [Copilot for Desktop Flows and Scripts \(Public Preview\)](#)
- [Copilot to analyze automation activity \(Public Preview\)](#)
- [Process Mining Root Cause Analysis \(Generally Available\)](#)
- [Format data by Examples \(Generally Available\)](#)



## Copilot Studio

- [Copilot - Natural Language to Topics \(Generally Available\)](#)
- [Generative Answers \(Generally Available\)](#)
- [Generative Answers sourcing documents \(Public Preview\)](#)
- [Generative Actions \(Public Preview\)](#)
- [Extend Copilot \(Public Preview\)](#)



## Power Pages

- [Copilot - Natural Language to Site \(Public Preview\)](#)



## Power BI

- [Copilot - Natural Language to Reports \(Private Preview\)](#)
- [Natural Language to DAX Quick Create \(Generally Available\)](#)



## AI Builder, Managed Environments, Dataverse

- [Azure OpenAI models with Templates \(Public Preview\)](#)
- [Power Platform Advisor \(Public Preview\)](#)
- [Formula Columns in Dataverse \(Generally Available\)](#)
- [App Descriptions \(Limited Preview\)](#)
- [ALM Deployment Notes \(Generally Available\)](#)
- [AI Models \(Generally Available\)](#)
- [Dataverse and AI \(Limited Preview\)](#)



Release Planner | AI Availability

# Previews

Status	Description	Next Step
Generally Available (GA)	Feature commercially available.	<ul style="list-style-type: none"><li>• Learn about feature and any prerequisites (e.g. geography availability, language availability)</li><li>• Understand how to enable feature within tenant or admin portal if required</li></ul>
Public Preview	Wide test for a larger group of customers. Features are actively developed and may not be complete.	<ul style="list-style-type: none"><li>• Learn about feature and any prerequisites (e.g. geography availability, language availability)</li><li>• Read details around availability of preview feature and limitations</li><li>• Understand how to enable feature within tenant or admin portal if required</li></ul>
Limited Preview	Controlled test for a small group of customers. It is used to test new product capabilities.	<ul style="list-style-type: none"><li>• Learn about feature and any prerequisites (e.g. geography availability, language availability)</li><li>• Read details around limitations and signing-up, opting-in, or getting access to feature</li><li>• Understand how to enable feature within tenant or admin portal if required. SLAs may vary</li></ul>
Private Preview	Controlled test for a small group of customers. Typically invite-only and requires an NDA.	<ul style="list-style-type: none"><li>• Learn about feature and any prerequisites (e.g. geography availability, language availability)</li><li>• Customers invited experience a formal evaluation program.</li></ul>

[Power Platform Release Planner](#)

# Microsoft and OpenAI

OpenAI is an AI research and deployment company. Azure OpenAI Service brings OpenAI API + Azure enterprise-level security, compliance, and regional availability.

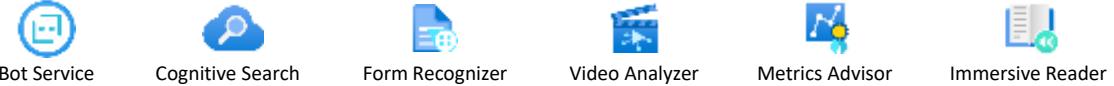
 Microsoft

Power Platform | Microsoft 365 | Dynamics 365 | Partner Solutions



Azure AI

Scenario-Based Services - Applied AI Services



Bot Service      Cognitive Search      Form Recognizer      Video Analyzer      Metrics Advisor      Immersive Reader

Customizable AI Models - Cognitive Services



Vision      Speech      Decision      Language       OpenAI

ML Platform



Azure Machine Learning

 OpenAI

**ChatGPT**  
Conversational AI chatbot

**GPT-3**  
Understand and generate natural language

**Whisper**  
Automatic speech recognition

**CodeX**  
Understand and generate code

**DALL-E**  
Creating images from text

# Microsoft and OpenAI

OpenAI is an AI research and deployment company. Azure OpenAI Service brings OpenAI API + Azure enterprise-level security, compliance, and regional availability.

	Azure OpenAI Service	OpenAI
<b>Security &amp; Data Privacy</b>	Enterprise Security, RBAC, Customer-Managed Keys	Basic Security
<b>Compliance</b>	SOC2, ISO, HIPAA, CSA STAR	None
<b>Reliability</b>	Azure SLA	No SLA
<b>Responsible AI</b>	Built-in, enterprise-grade, low latency moderation, and harm prevention	Separate Safety Classifier (adds latency)
<b>Holistic Solution</b>	OpenAI Models, Complete AI Solution, and a Complete PaaS	Advanced LLM & Image Generation, Basic Speech
<b>APIs</b>	REST APIs + Python, C#, etc. SDKs	REST APIs + Python SDK

[Azure OpenAI Service](#)

# Enterprise Grade AI

## Enterprise Security

Your data does not leave the **Microsoft ecosystem**

Microsoft **cannot see your data**, except for debugging or abuse

Your data respects existing **permissions models**

**Azure security, enterprise promises, compliance**

Published availability **SLA**

## Responsible AI

Your data is not used to train AI for **other customers** or for ChatGPT

**Content moderation**

**Hallucination filter**

**Fairness and inclusive** policies

**Red-teaming** and adversarial testing

## Governance

Respects **existing security and privacy guardrails**

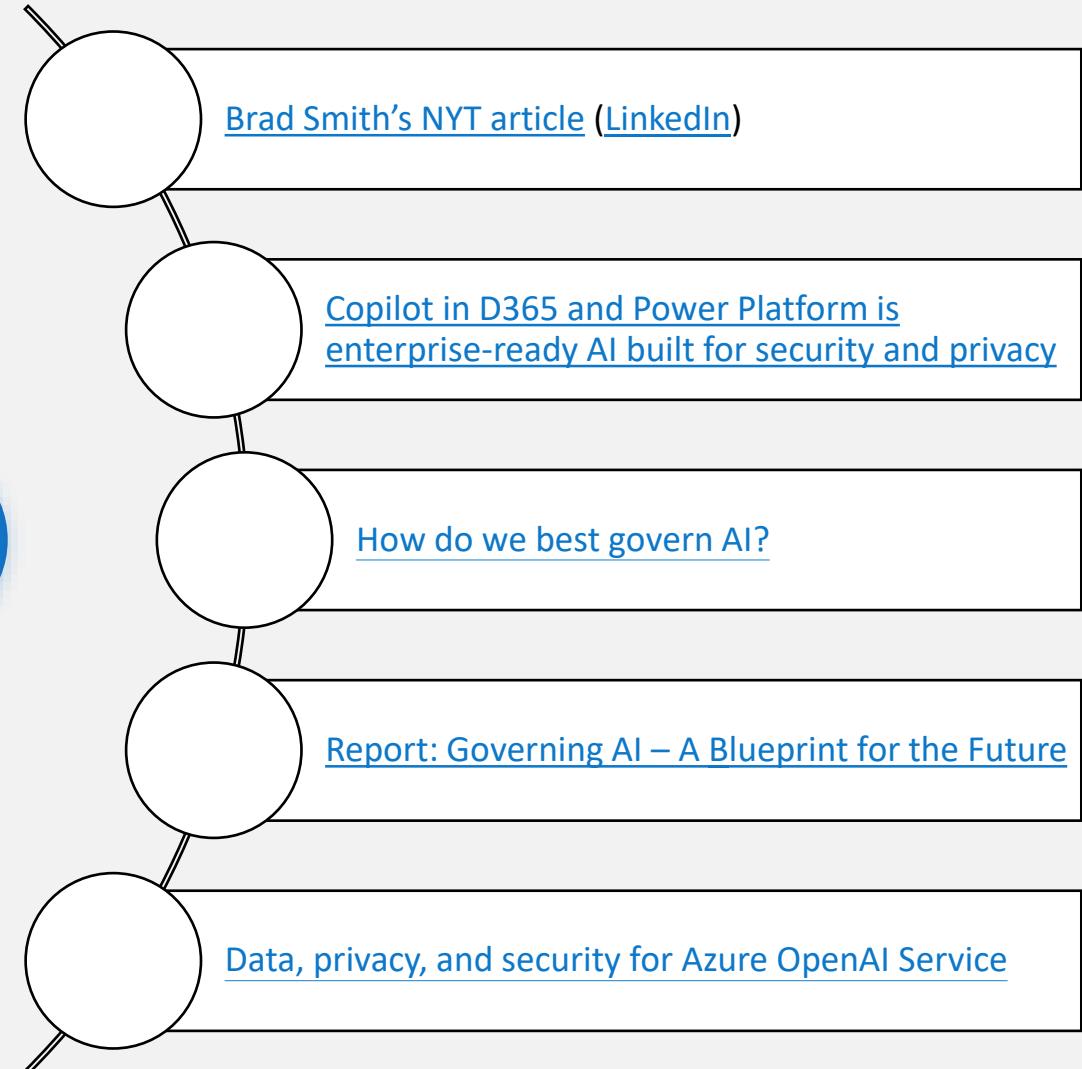
**Data loss prevention policies** to safeguard data

**Analytics reports** to provide admin visibility

**Data sharing** is opt-in only

Data, Privacy, & Security

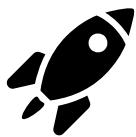
# AI security, privacy & governance



# Power Platform patterns of value

# Power Platform Patterns of Value

## Why IT chooses Power Platform



### Agility

Create rich apps, automations, and bots fast with AI Copilot and low-code tools.



### Governance

View, control, and manage policies, usage, onboarding, ALM via Managed Environments.



### Security

Built-in Identity and user management, DLP, encryption, compliance, and privacy.



### Responsible AI

AI that is fair, reliable, safe, private, secure, transparent, accountable, and inclusive.



### Pro Dev Friendly

APIs, Connectors, Custom Connectors, PCF controls, Azure DevOps, and Visual Studio support.



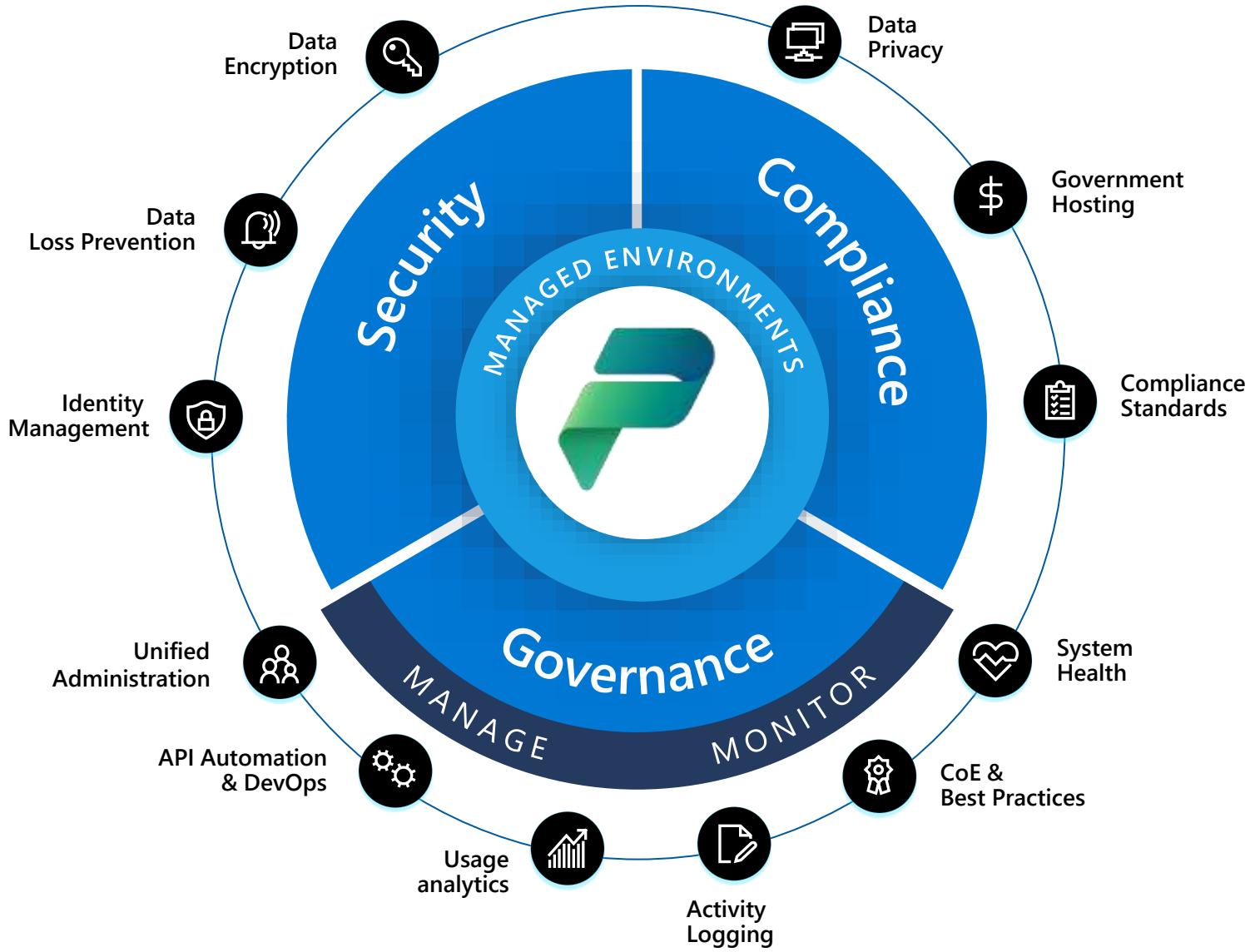
### Accessibility

Build accessible and compliant apps easily for Windows, Web, iOS, and Android.

With Power Platform, organizations can reimagine business, IT, and developer **culture** and elevate all employees.

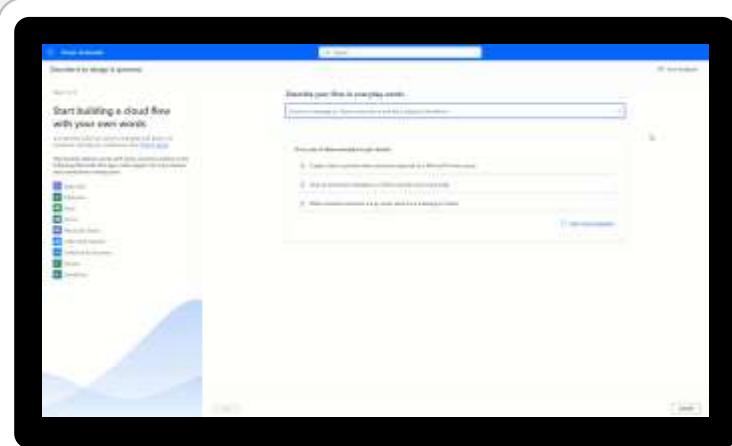
Power Platform Gartner 2023

Power Platform  
offers  
unmatched  
governance and  
security controls  
at scale today

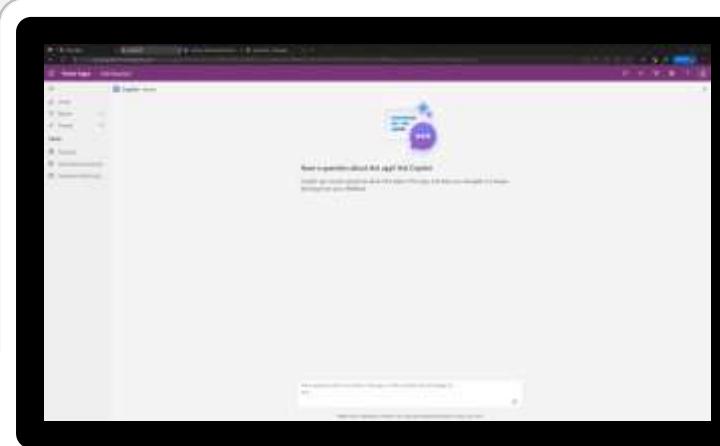


# The right tools for your governance requirements

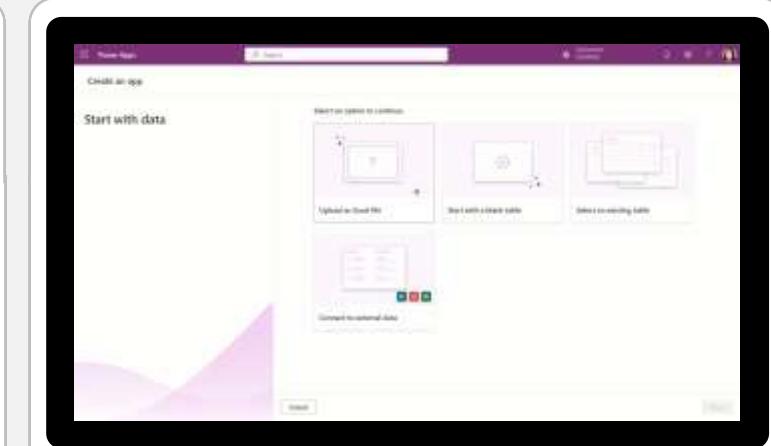
## Power Platform Admin Center



## Managed Environments for Power Platform



## Center of Excellence Kit



### Standard governance offering:

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

### Premium governance offering:

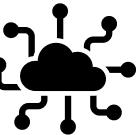
- Enable governance-at-scale without additional IT resources
- Proactively build and enforce best practices while gaining key insights and analytics

### Extensible governance add-on:

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

# Power Platform Patterns of Value

## How Business uses Power Platform



### App Modernization

Update, rearchitect, and rebuild apps at scale and address backlog.



### Business Agility

Improve processes and experiences for core systems: SAP, Oracle, Salesforce.



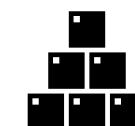
### Accelerate Pro Development

Reduce time and effort in creating enterprise-grade apps.



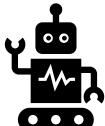
### Enhance Employee Experience

Interact with business data with ease in Microsoft 365 and Teams.



### Empower Departments

Enable departments to solve business challenges with IT governance.



### Optimize Hyperautomation

End-to-end automation with RPA, DPA, AI, chatbots, more.

#### Caterpillar

Rental equipment turn around processing app reduced entire process to **1-day**

#### Ernst and Young

General ledger posting process connected to SAP yields **30%** Cost reduction from

#### Blackmores Group

Pro-code plus No-code practice reduced time to produce key supplier reports by **50%**

#### American Airlines

Frontline connected through Teams and Power Apps save **10 hours** of taxi time per day

#### T-Mobile

Employee led initiatives facilitated by Marketing team saves **\$4M+** from employee initiatives

#### Pacific Gas & Electric

Digital productivity program supported by Cognizant saved **75,000 hours** across organization



# Copilot Studio

**The future is  
conversational**

# Momentum of conversational AI



By 2026, **30% of work activities** involving the use of technology will be **conversationally enabled**<sup>1</sup>

By 2026, **conversational artificial intelligence** deployments within contact centers will **reduce agent labor costs by \$80 billion**<sup>2</sup>

By 2026, **up to 80% of organizations' digital experiences** will be delivered to consumers **via virtual people**<sup>2</sup>

## Source:

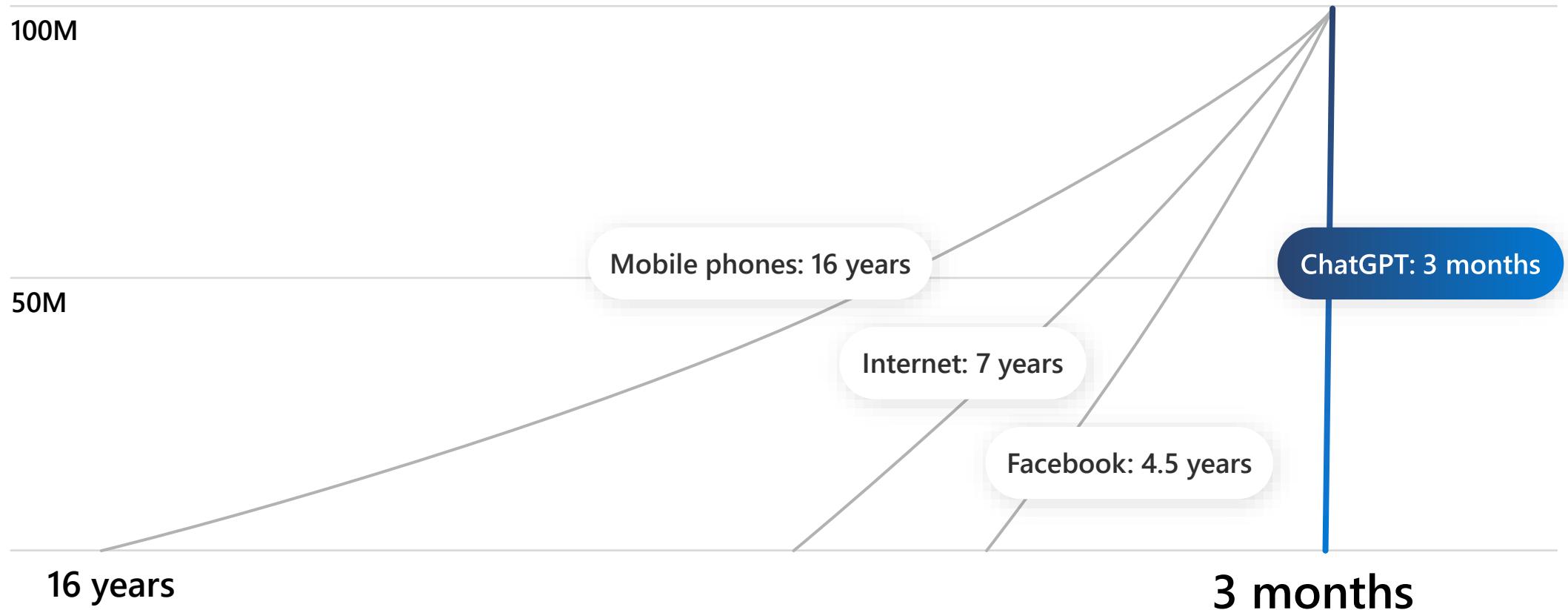
1. 2022 Gartner® - Forecast Analysis: Hyperautomation Enablement Software, Worldwide,

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

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# Generative AI technology is here

Time to reach 100M users



# Building conversational AI can be challenging

## Challenges in conversational AI building

Budget and time constraints

Maintaining content

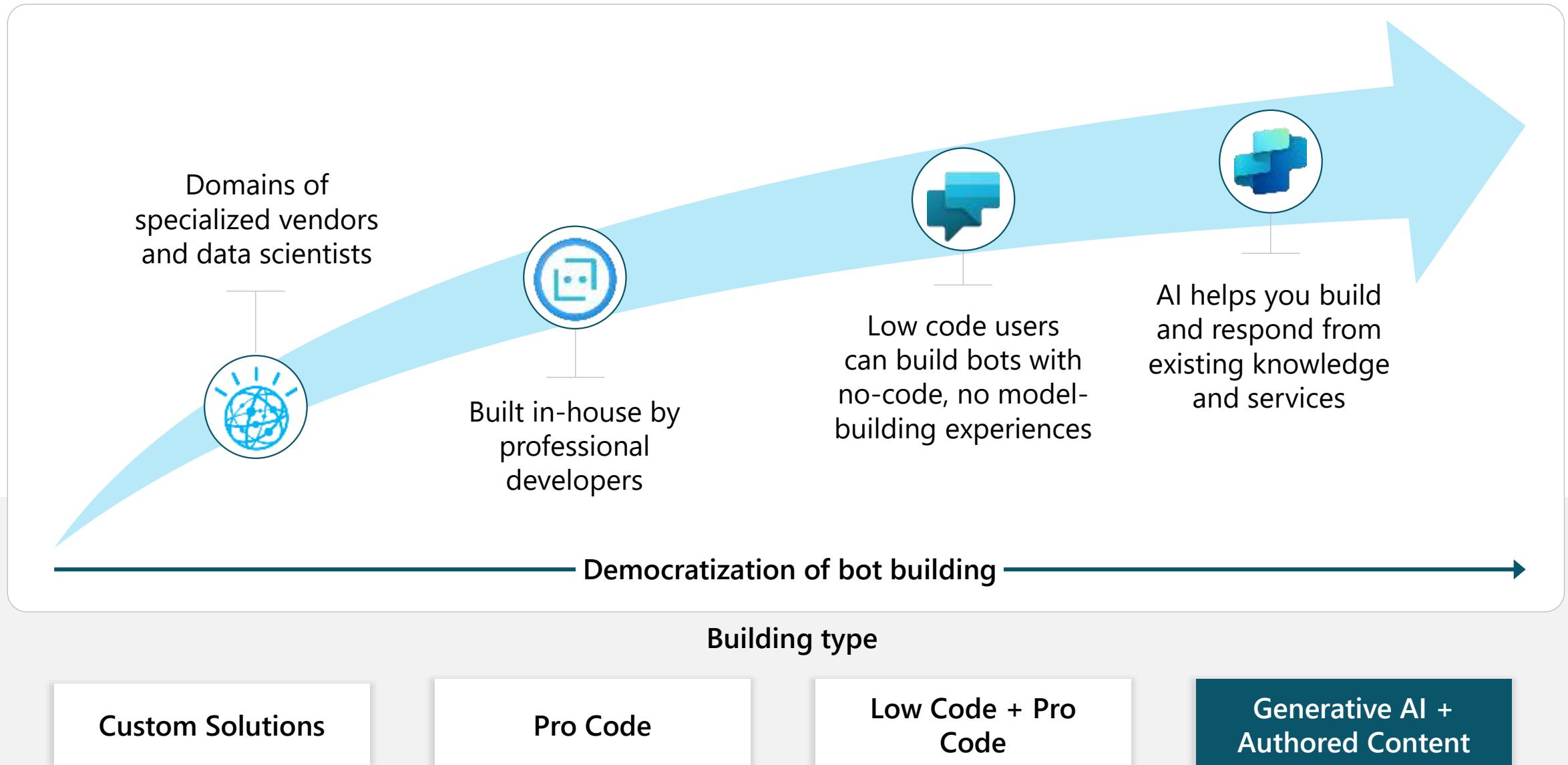
Integration with business systems

Product/Technical onboarding

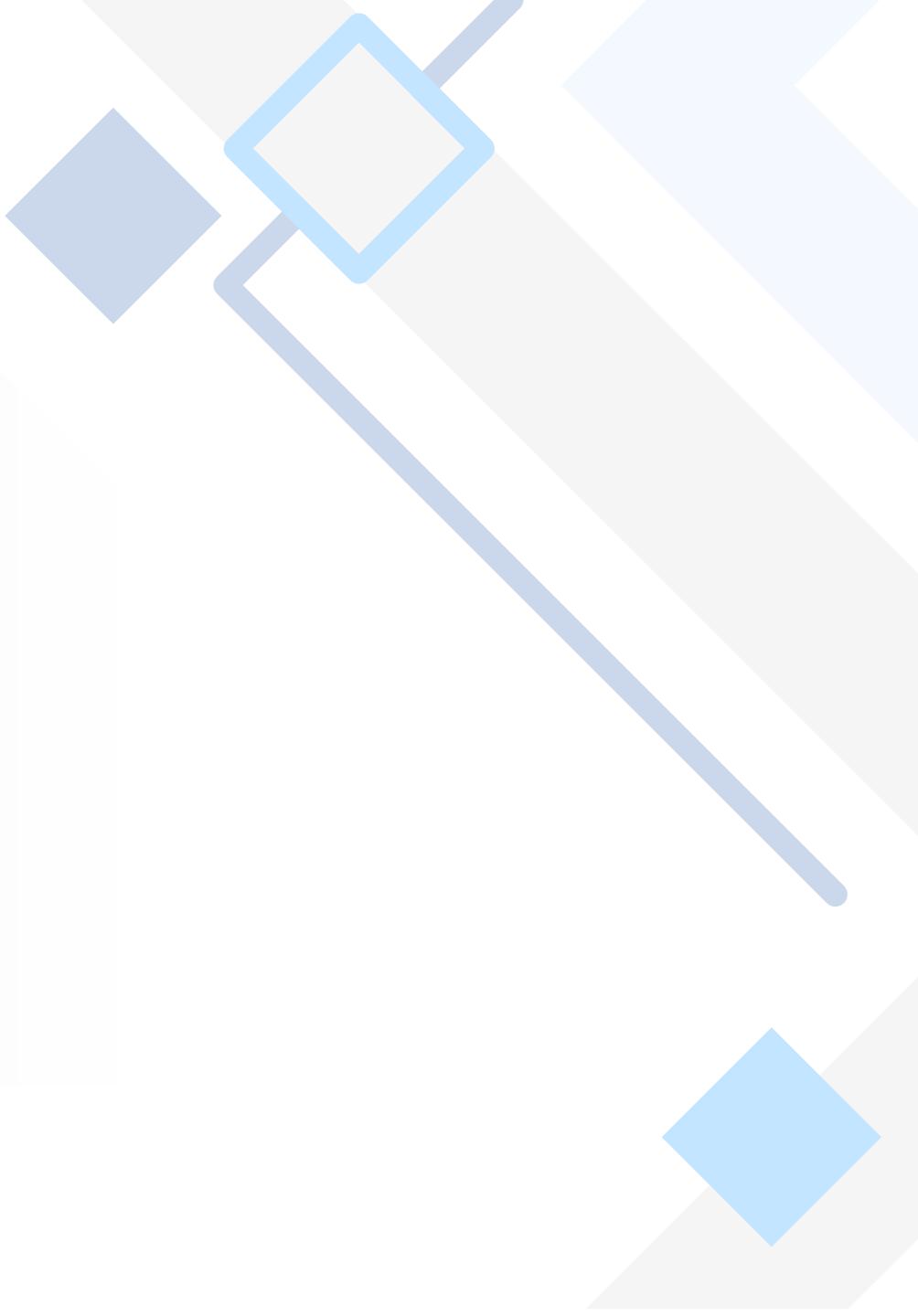
Security and compliance risks

Infrastructure/  
Resource hosting

# Building conversational AI is evolving ...

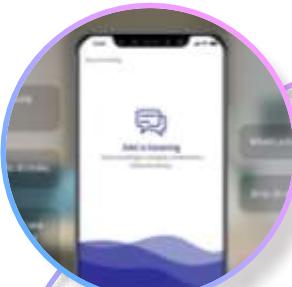


# Microsoft Copilot Ecosystem

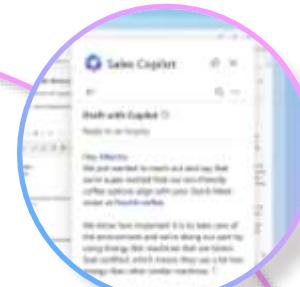


# Microsoft Copilot empowers every end user

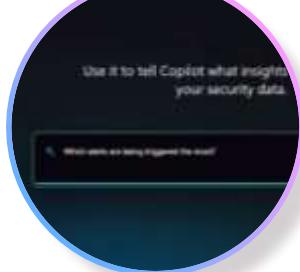
Customer service



Sales



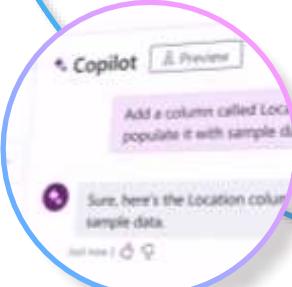
Security operations



Software developers



Data & IT pros



Knowledge workers



# A copilot for every Microsoft Cloud experience



## Copilot for Dynamics 365

Copilot to assist roles within each line of business applications.



## Copilot for Microsoft 365

Copilot assistant to accelerate productivity with Microsoft 365 apps and chat with your data



## Copilot for Windows

Get answers and inspirations from across the web, supports creativity and collaboration, and helps you focus on the task



## Copilot for Power Platform

Use natural language to accelerate the development of apps, automations and pages.



## Copilot for Security

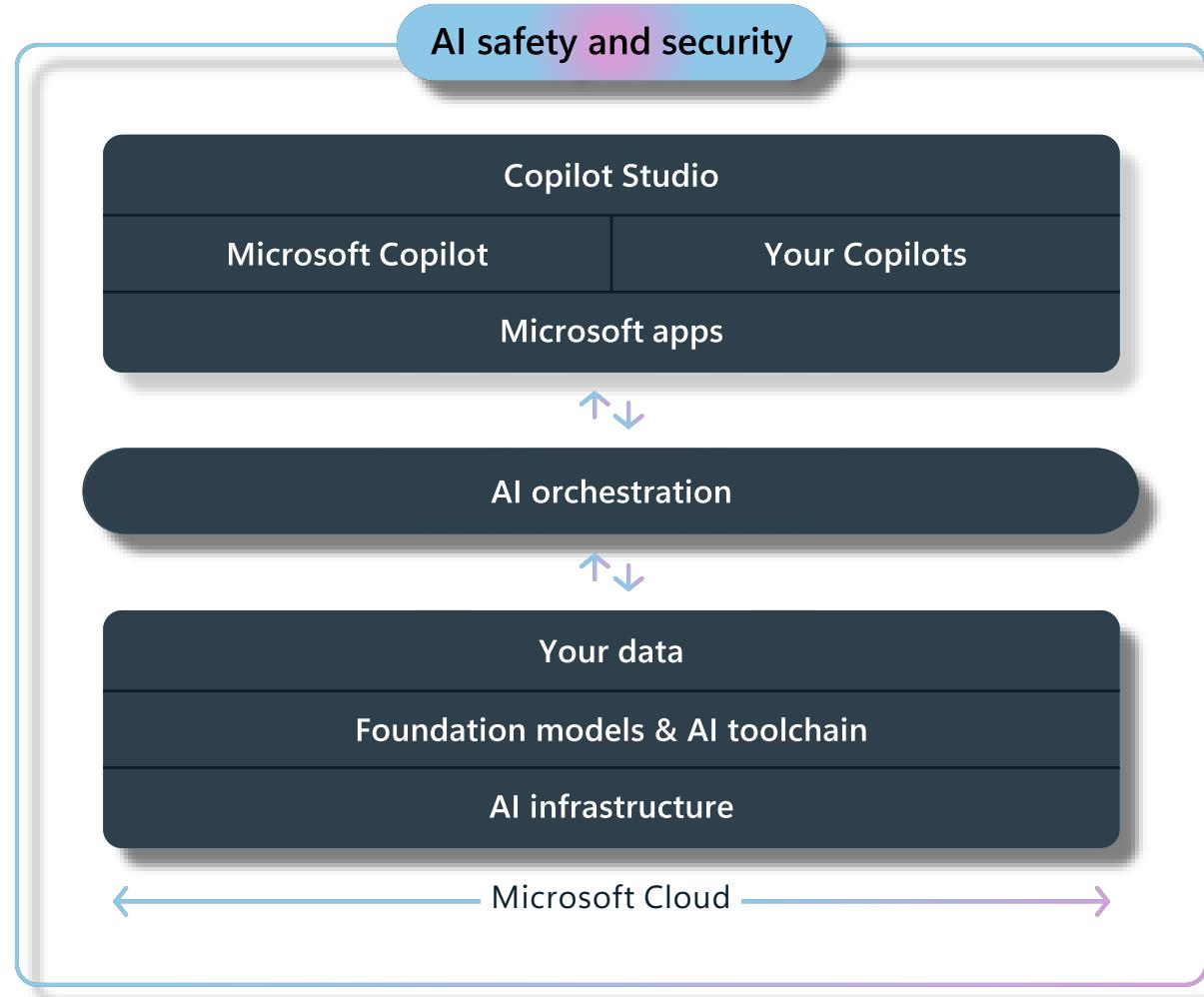
Receive tailored insights that empower your team to defend.



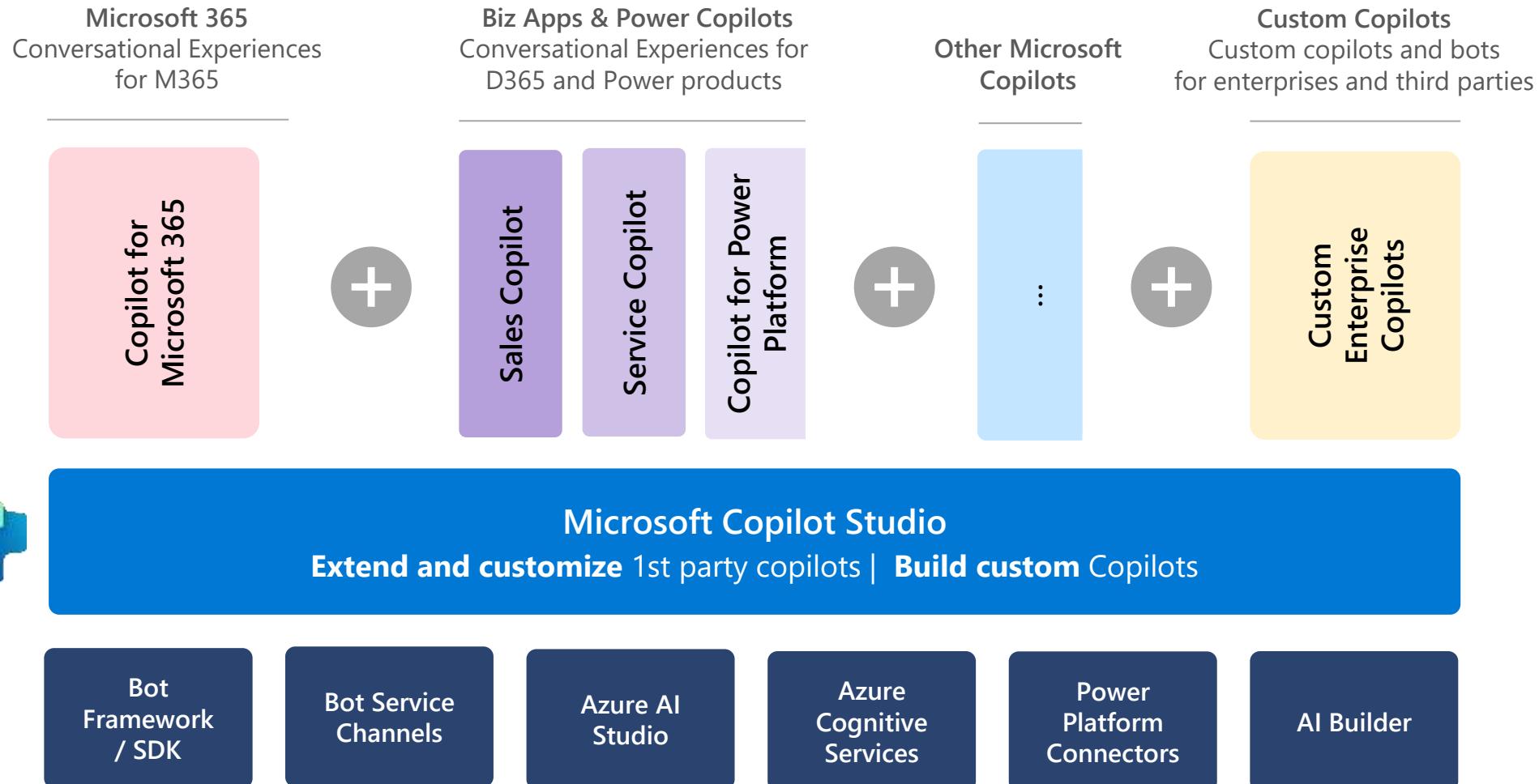
## Copilot for GitHub

Increase developer productivity by helping you write code faster with less work.

# Copilot stack



# Copilots and Conversational AI



# Is a copilot just a chatbot?

## Conversational AI

### Chatbot

Conversational experience using trained NLU models

Common to be text based

Data queried with APIs vs grounding

Prebuilt content and topics by makers

Embedded into sites, but siloed

Context holding

### Copilot

Evolution of chatbots as conversational assistants powered by large language models and generative AI to assist in your line of work.

#### Natural, multimodal interface

Enables more than just text formats.

#### Grounding in multiple data sources

Works with your internal and external data sources

#### Generative content capabilities

Generative AI powering Copilot building and response generation

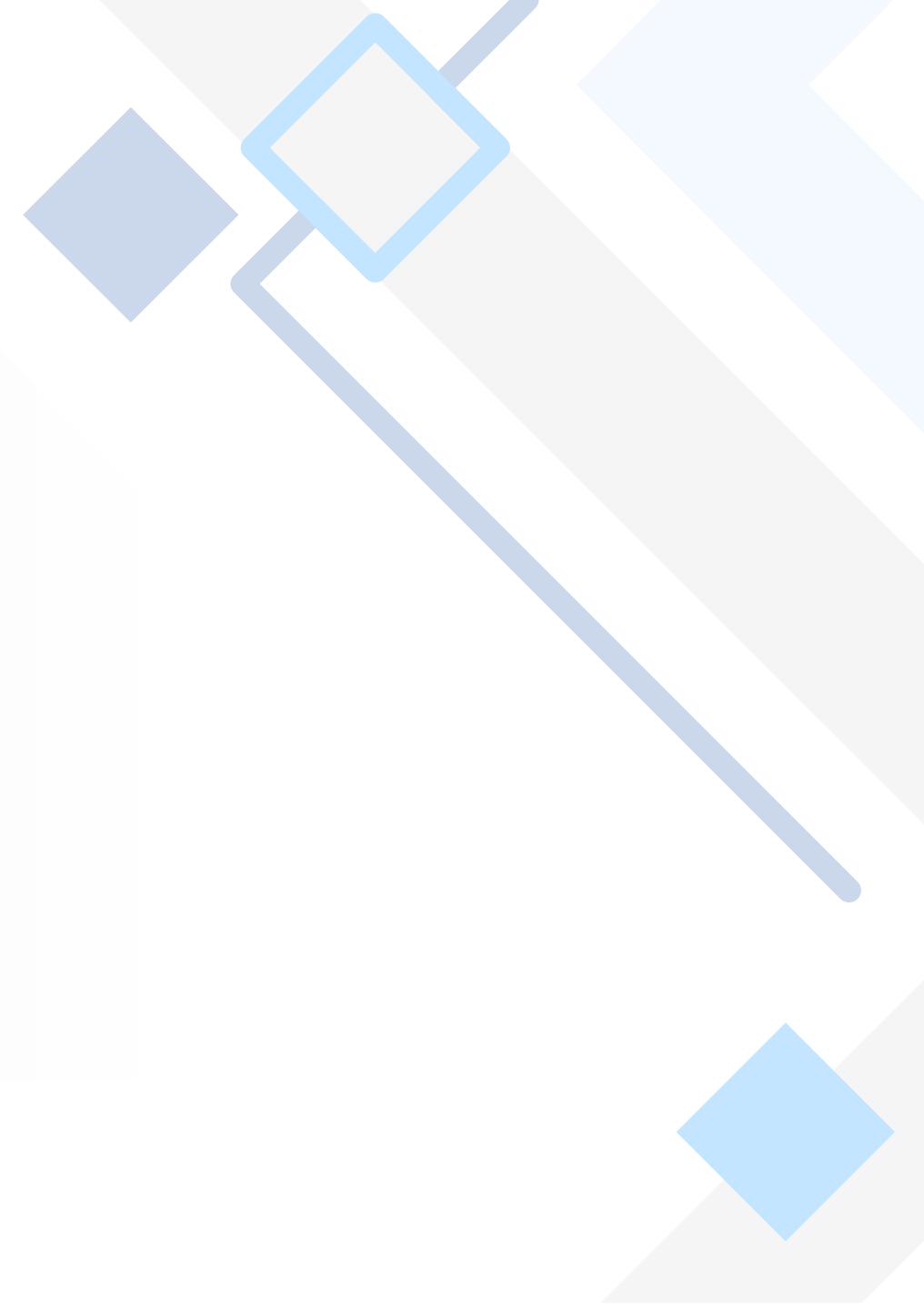
#### Contextual interactions

Connected to the app experience it lays

#### Responsiveness and adaptability

Flexible to configure to context of experience.

# Building Copilots



# Building Copilots

## Copilot Studio is for...



### Knowledge discovery

Chat over your data

Web data

Internal data

Semantic Index

Local documents



### Task completion

Identify and complete tasks

Plugins

Digital Process Automation

AI Models

Connectors



### Customizing Copilots

Add managed topics with orchestration

Copilot for M365

Role-based copilots like  
Sales and Service

More coming soon

## First party copilots are for...



### Content creation

Bing Enterprise

Creative writing

Image creation

Others



### Productivity app functions

Completing functions in Office Apps

PowerPoint

Excel

Word

Outlook



### Solution Development

Github, Fabric

Code Generation

Fraud Detection

Predictive analytics

Research



# 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.

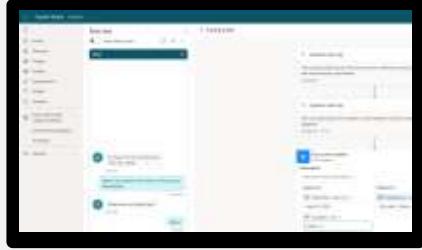
The screenshot shows the Microsoft Copilot Studio interface. At the top, it says "Copilot Studio" and "Northwind Trader". On the left, there's a sidebar with navigation links: Home, Building blocks, GPTs (selected), Topics, Plugin actions, Prompts, Copilots, Create a copilot, Extend Microsoft Copilot, Publish, Analytics, Settings, AI integration tools, Channels, and Test your copilot. The main area has a section titled "Northwind Trader" with a link to "View solution (Northwind Trader copilot prod)". Below that is a "Boost your conversations (preview)" section with a sub-section "Enter your website" and buttons for "Use generative answers" (which is selected) and "Advanced options". A note says "Make sure AI-generated content is accurate and appropriate before using. See terms". To the right, there are three cards: "Extend a Microsoft Copilot (preview)" with a "Test with plugins" button; "Add plugins for dynamic chaining (preview)" with a "Go to plugins" button; and "Meet people where they are" with a "Go to publish" button. The bottom right corner shows a small icon of a smartphone with a speech bubble.



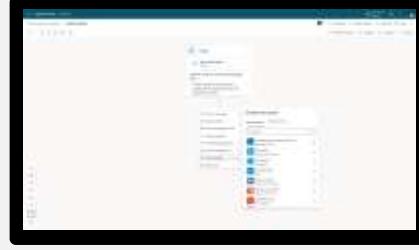
# Copilot Studio

	Internal custom copilots	Customer facing copilots	Extend Copilot for Microsoft 365
World Class UX	Declarative	Rich Response	Intuitive
Logic + Automation	Low code logic	<b>Generative Answers + Actions</b>	Ease of use
Next-Gen AI	Prebuilt LLM	<b>Generative AI</b>	Natural language to build
Connected experience	Microsoft Copilot	Power Platform	Custom Azure Skills
Copilot Lifecycle	Test Pane	Collaboration	Proactive suggestions
Security + Governance	Trusted identity	Full visibility	Bring your own Model (BYOM)*
	1000+ Connectors	1000+ Connectors	Azure AI Studio
	Solution Management	Advanced RBAC	ALM Automation
	Granular DLP control		
Microsoft's end-to-end copilot building platform			

# What's in Copilot Studio?



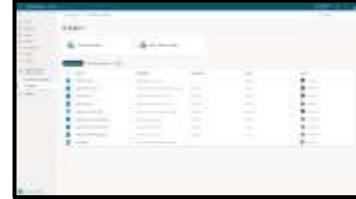
## Workspaces



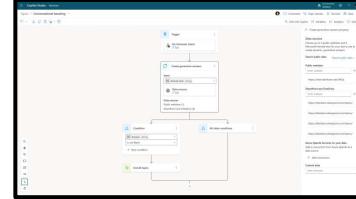
## Copilot building studio

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

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



Plugins



Generative AI



Channel Publishing



Analytics and Insights

## Automation Studio

Drive action in **built in automation**. Use over 1000+ prebuilt and custom data connectors and digital process automation into your conversation flow.

## Admin Studio

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



# Multi-Channel Platform

## Dynamics for Customer Service



Voice



Teams



Custom



Azure  
Communication  
Services



Apple Messages  
for Business



WhatsApp  
through Twilio



Facebook



Google's Business  
Messages



Line



WeChat

## Native to Copilot Studio



Microsoft Copilot (preview)  
Publish plugins to a Microsoft Copilot for a unified experience.



Microsoft Teams  
Chat with your bot through a Teams app.



Demo website  
Try out your bot and invite team members to do the same.



Custom website  
Activate your bot on your own website.



Skype  
Expand your bot's reach to customers on Skype.



Slack  
Expand your bot's reach to customers on Slack.



Telegram  
Chat with your bot through a Teams app.



Twilio  
Add your bot to a native or web-based mobile app.



DirectLine Speech  
Expand your bot's reach to customers on DirectLineSpeech.



Mobile app  
Add your bot to a native or web-based mobile app.



Facebook  
Connect with your customers on Messenger.



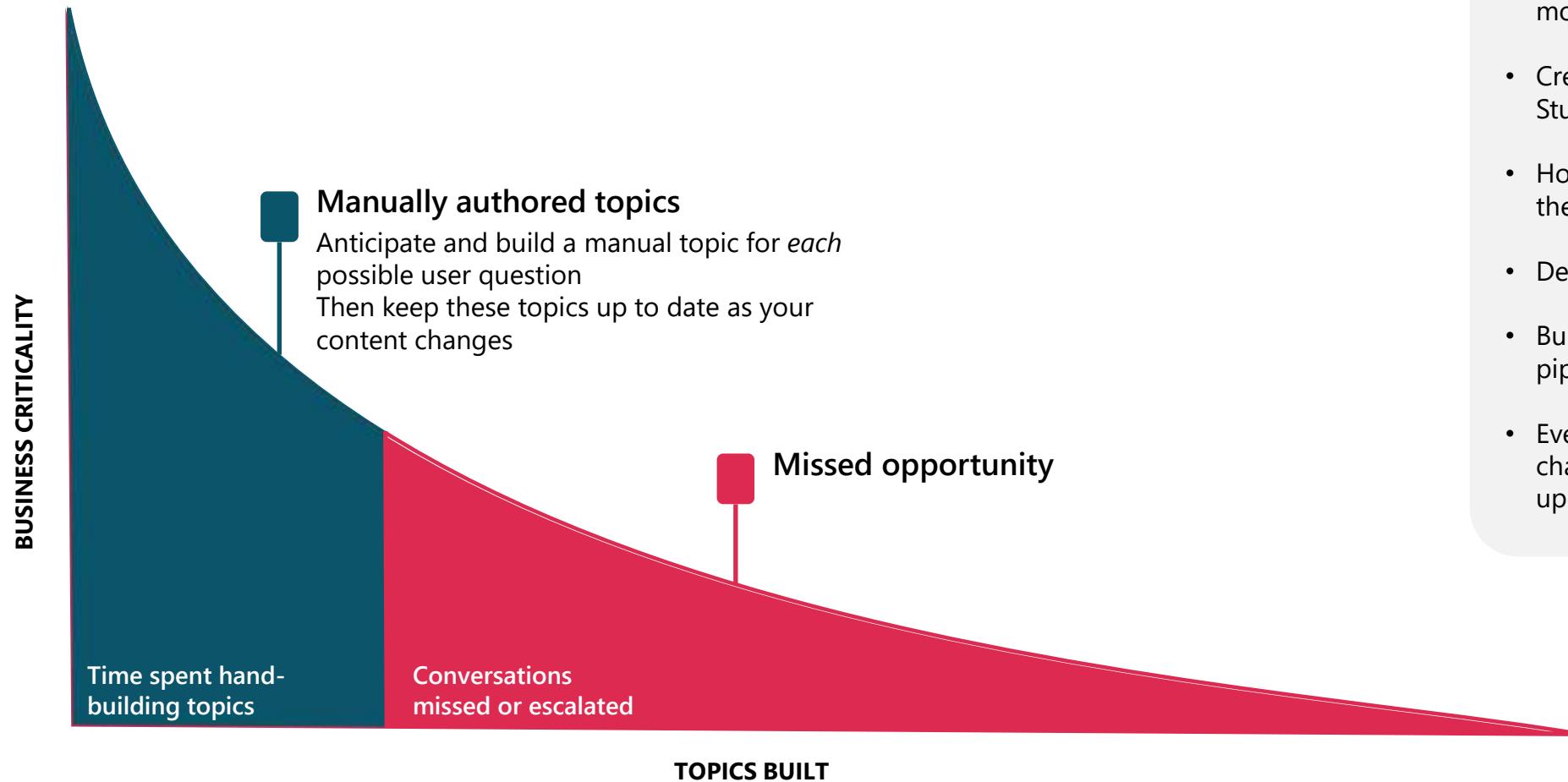
LINE  
Add your bot to a native or web-based mobile app.



GroupMe  
Expand your bot's reach to customers on GroupMe.

SOCIAL CHANNELS

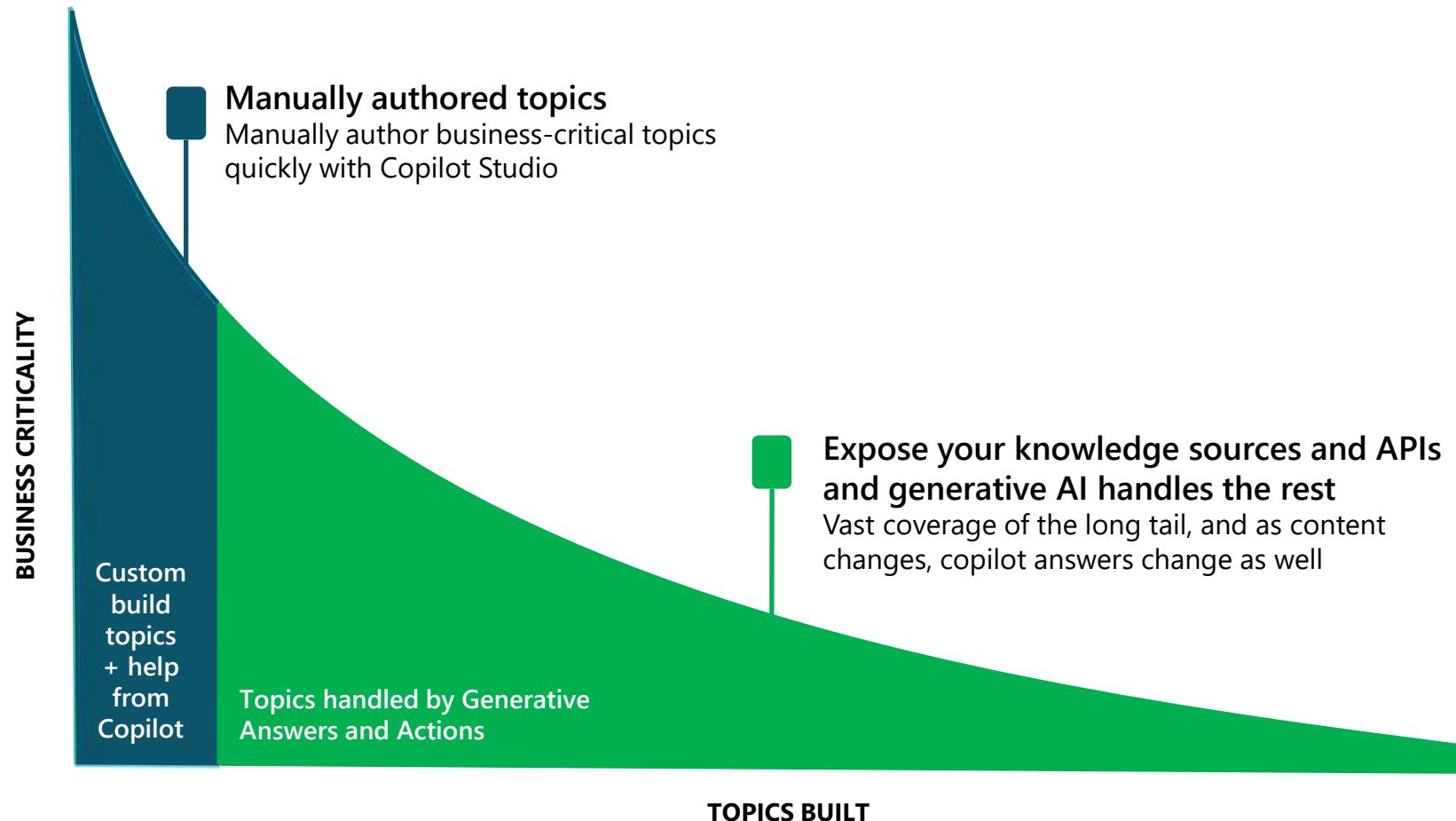
# Generative AI is changing building



## Traditional (e.g. Azure)

- Create Azure tenant and infra
- Annotate thousands of utterances and conversations to build a custom NL model
- Create topics in code using Visual Studio and BF SDK
- Host Azure Bot Service and instantiate the appropriate channel
- Deploy your copilot to the service
- Build your own custom analytics pipeline
- Every time your knowledge content changes (e.g. different hours) go and update the copilot in code

# Generative AI is changing building



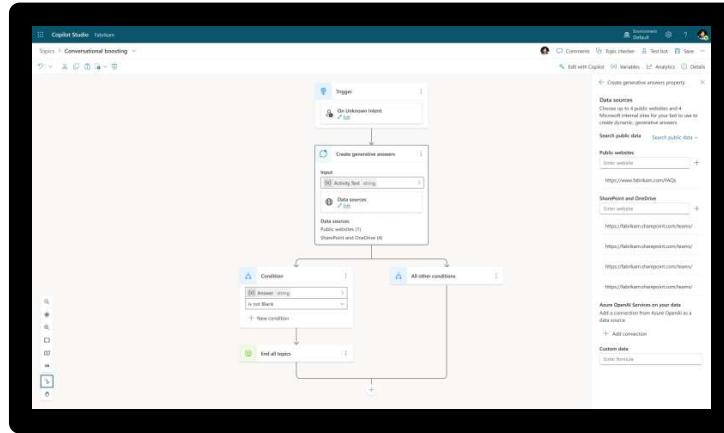
## Copilot Studio with Generative AI

- Full E2E SaaS – no infra to host or manage
- No explicit NL training or custom model required, comes with powerful large language model
- Point to a knowledge sources and have a useful bot in minutes with Generative AI
- Customize your copilot with business-critical topics using easy to use graphical interface and 1000s of pre-built connectors, or call custom APIs
- Developers, low-code users can collaborate inside the same canvas with graphical multi-authoring and code side-by-side
- Publish to the channel of your choice in minutes with a few clicks

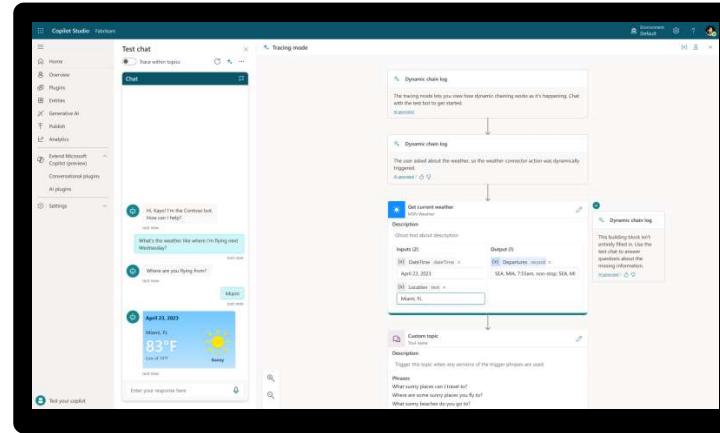
# Generative AI in Copilot Studio

Powered by Azure OpenAI Service

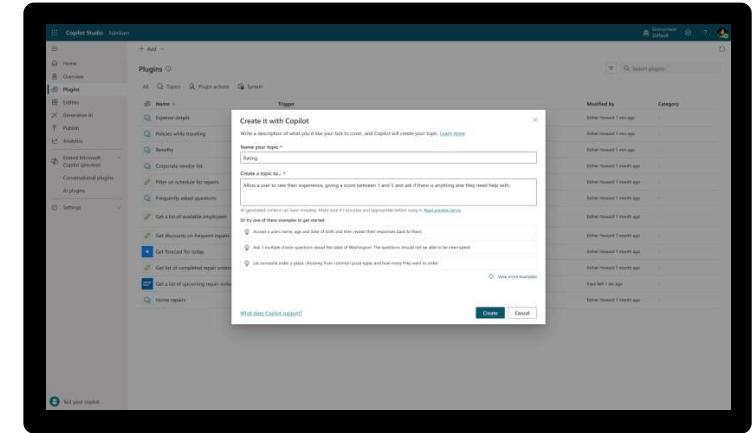
TO ANSWER



TO ACT



TO BUILD



## Generative Answers

Dynamically generate multi-turn answers based off an organization's content in real-time.

Public Preview

## Generative Actions

Generate dialog and take action through dynamically chaining existing building blocks and plugins.

Limited Preview

## Generative Building

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

Generally Available

# Generative Answers

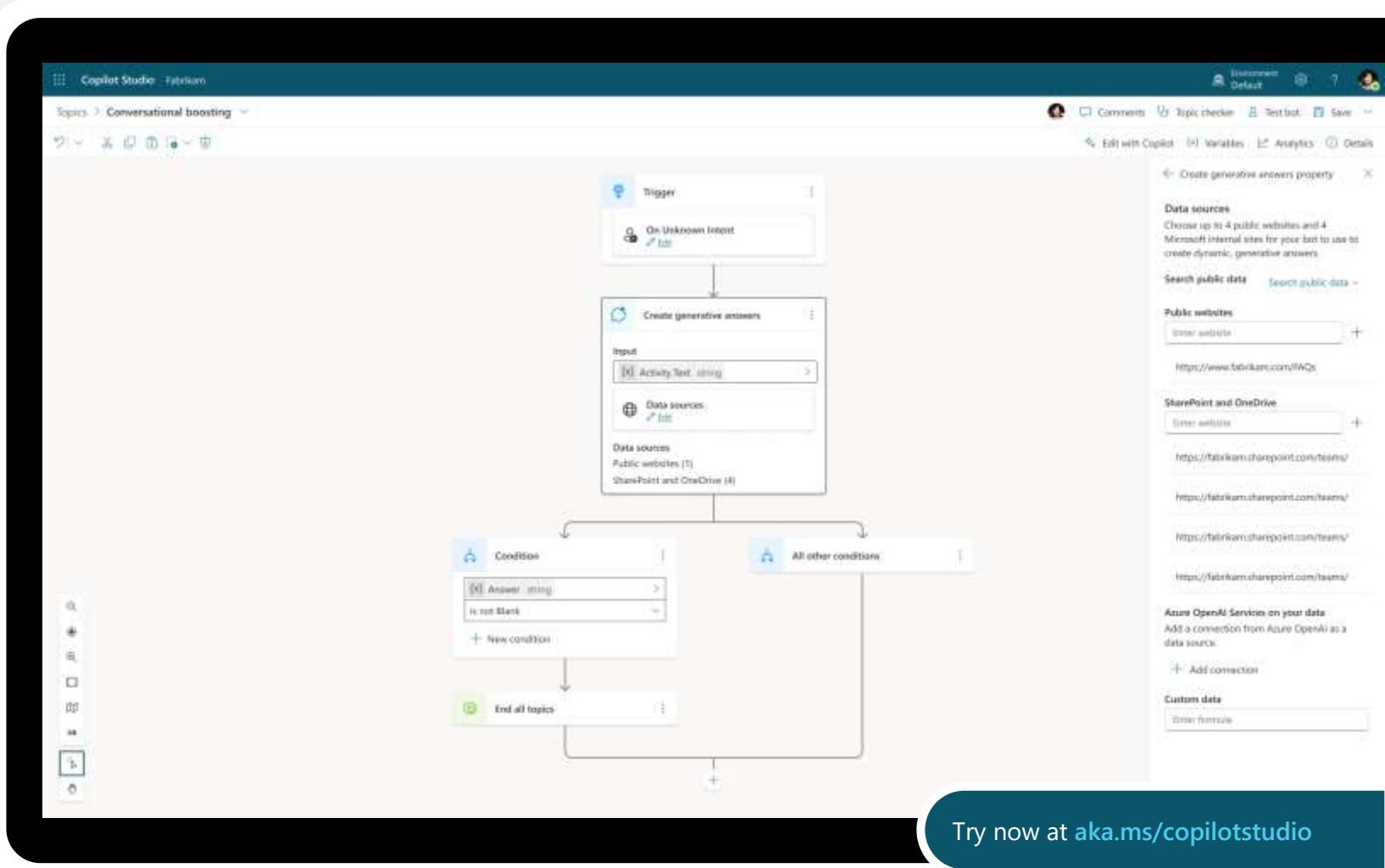
Out of the box, your copilot answers questions based on the content your organization has already invested in

Always up to date, your copilot uses your latest published content for each request; no more maintaining info in two places

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

Supports content on the **web**, **SharePoint**, **Azure Open AI** on your data, and **direct file upload** and custom calls to backends

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



Try now at [aka.ms/copilotstudio](https://aka.ms/copilotstudio)

Generally Available

# Generative Actions

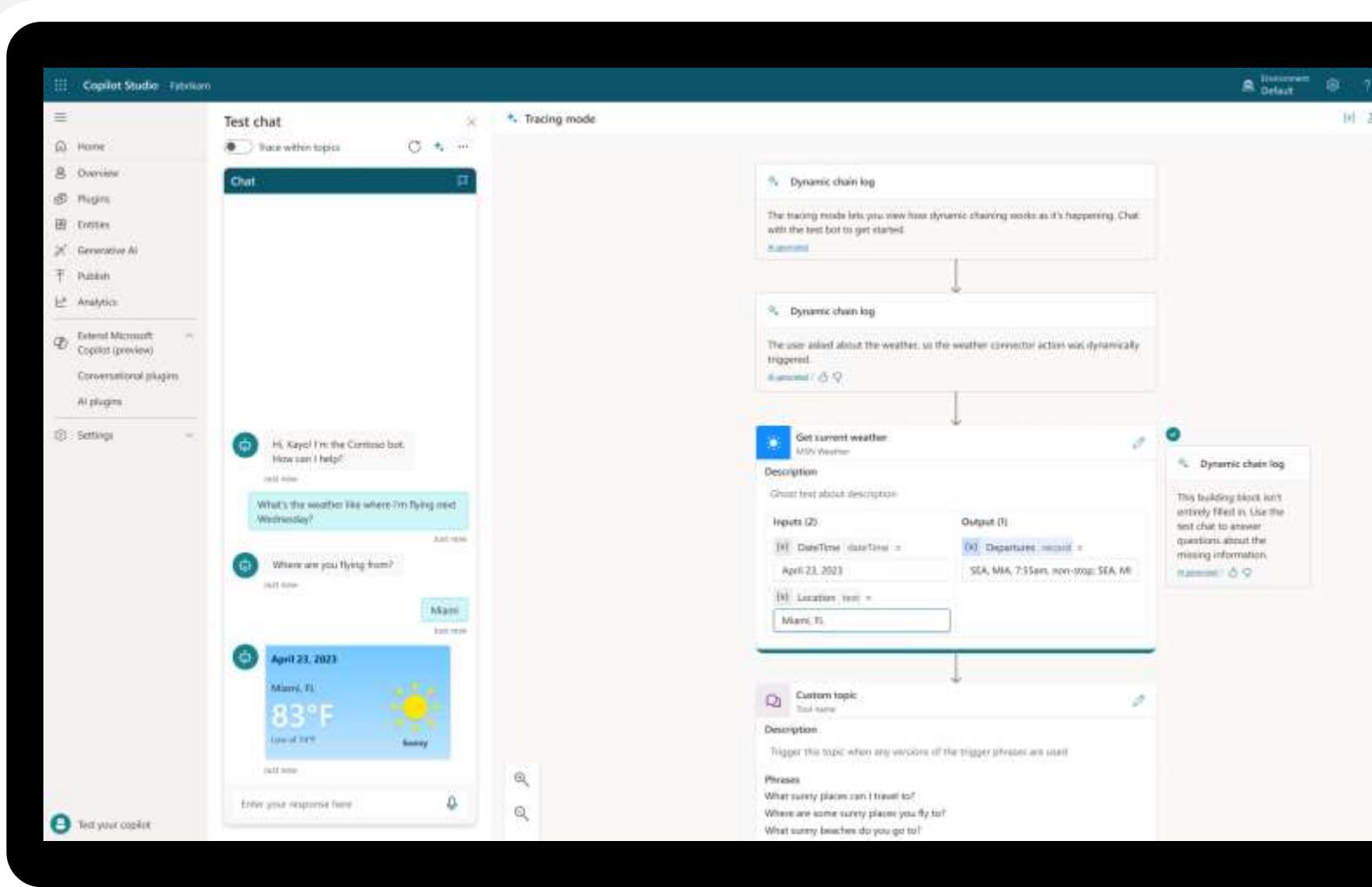
Dynamically chains plugins together to produce actionable customer responses

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

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

Powered by the Azure OpenAI Service with "LangChain" concepts

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



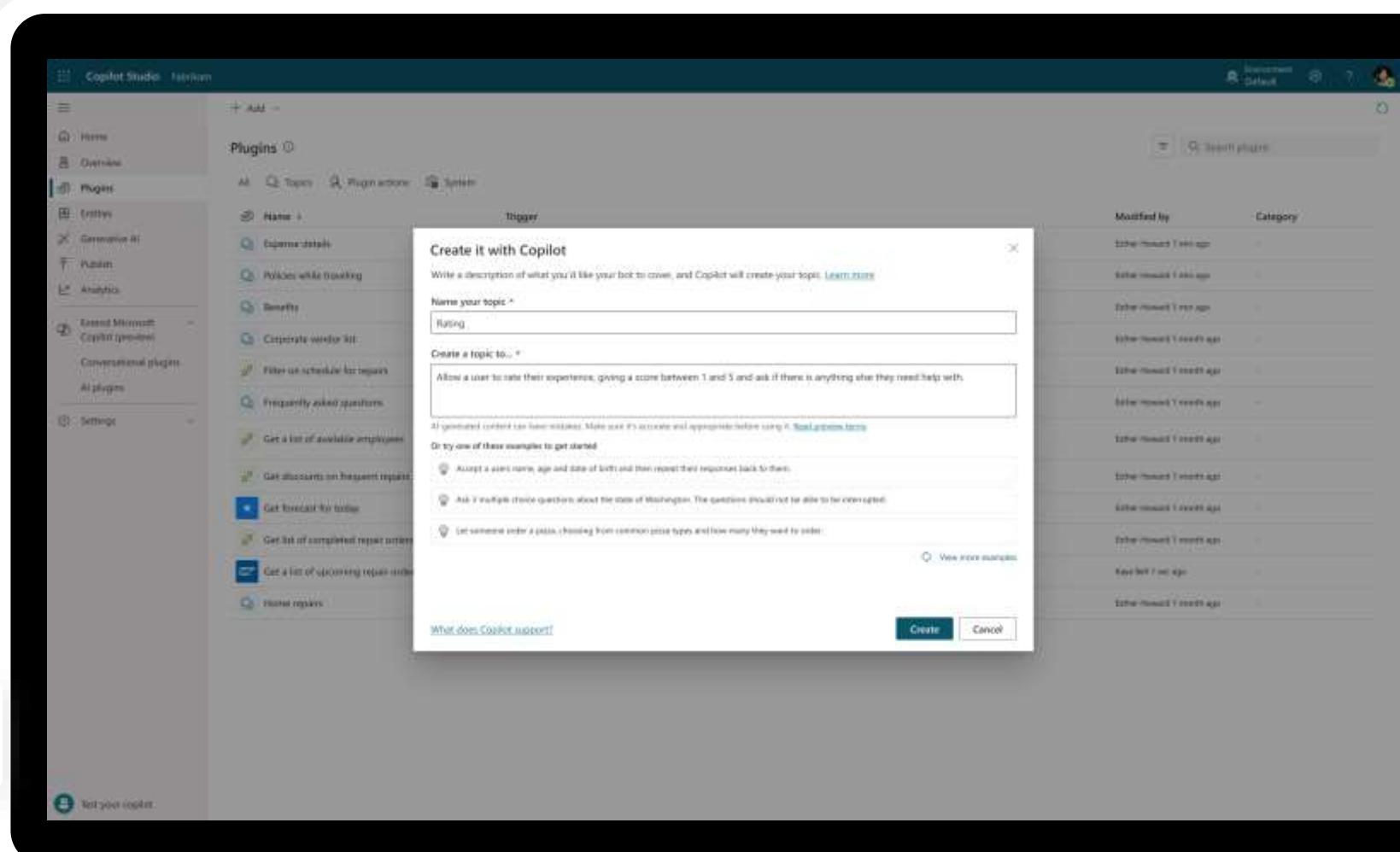
Public Preview

# Generative Builder

AI assistance in building topics, designing and modifying a copilot- all through natural language

Assisted authoring for:

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



Generally Available

Create copilot with E2E SaaS and single pane of glass



### Chat over knowledge with Generative AI

Use generative answers and custom GPTs to provide enterprise specific answers over your files, websites, and internal shares

### Create specific topics

Supplement generative answers with specific, curated topics. Build them easily with the powerful graphical studio

### Actions & Plugins

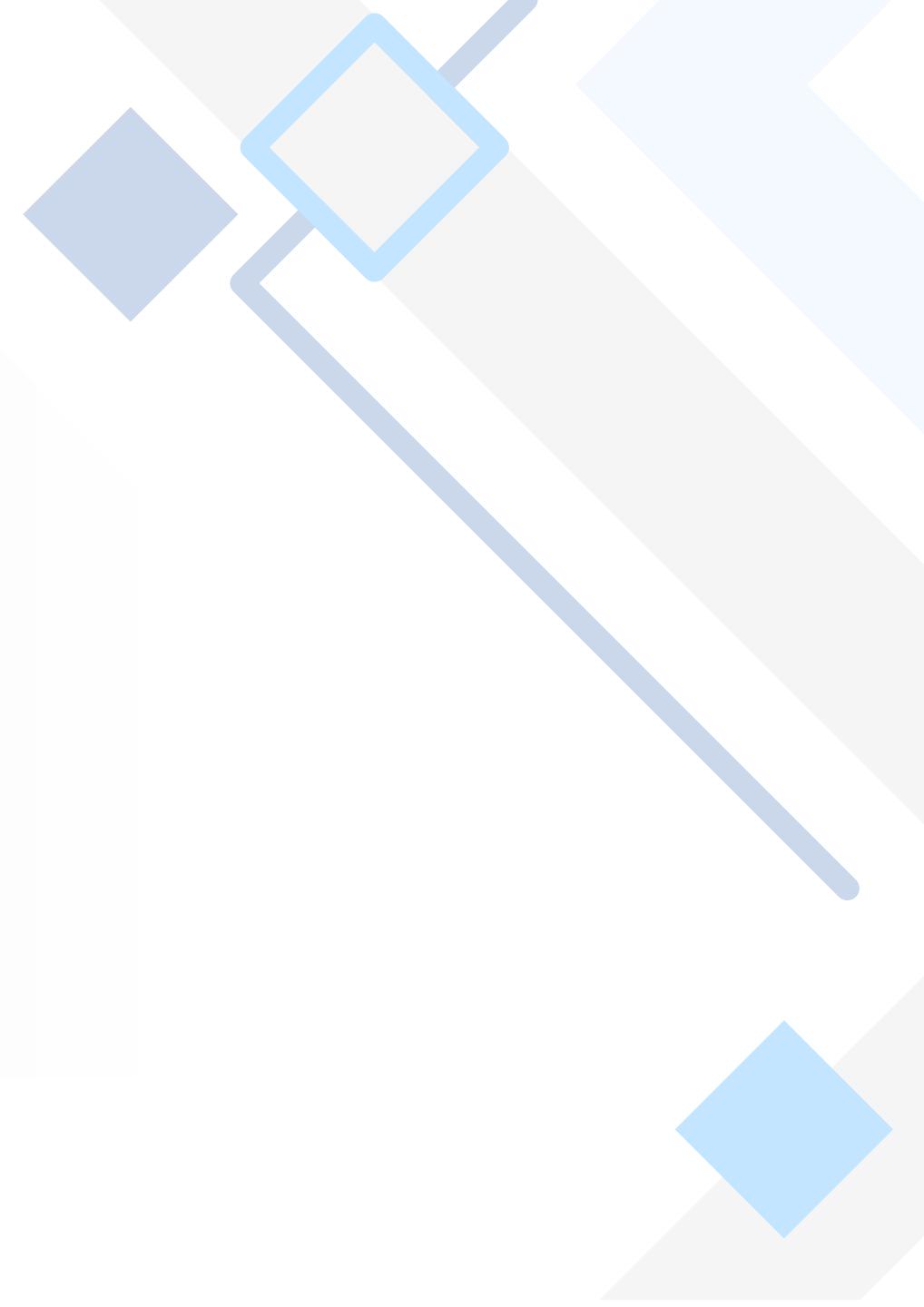
Create actions , plugins, or use pre-built Power Platform and OpenAI connectors to call your backends and APIs

**Publish** the copilot to  
multiple channels, live  
instantly on the SaaS service

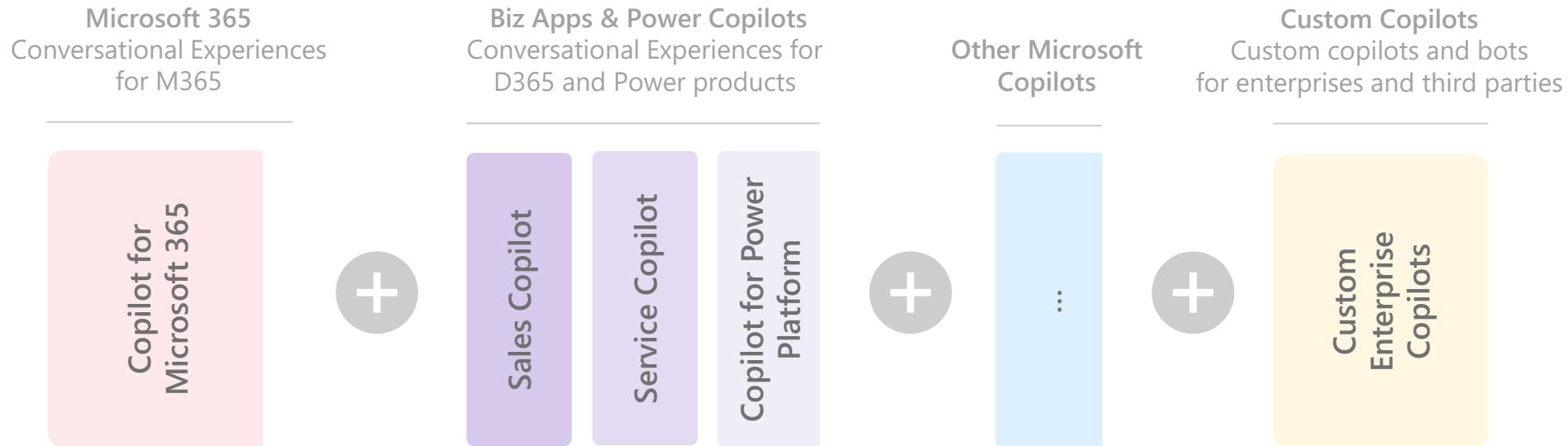
**Conversational Services**  
Integrate with Azure AI Studio,  
Azure Cognitive Services, Bot  
Framework and more

**Monitor and Improve**  
with Rich out-of-the-  
box telemetry and  
analytics

# Customizing Copilot



# Copilots and Conversational AI



## Microsoft Copilot Studio

**Extend and customize** 1st party copilots | **Build custom** Copilots

Bot  
Framework  
/ SDK

Bot Service  
Channels

Azure AI  
Studio

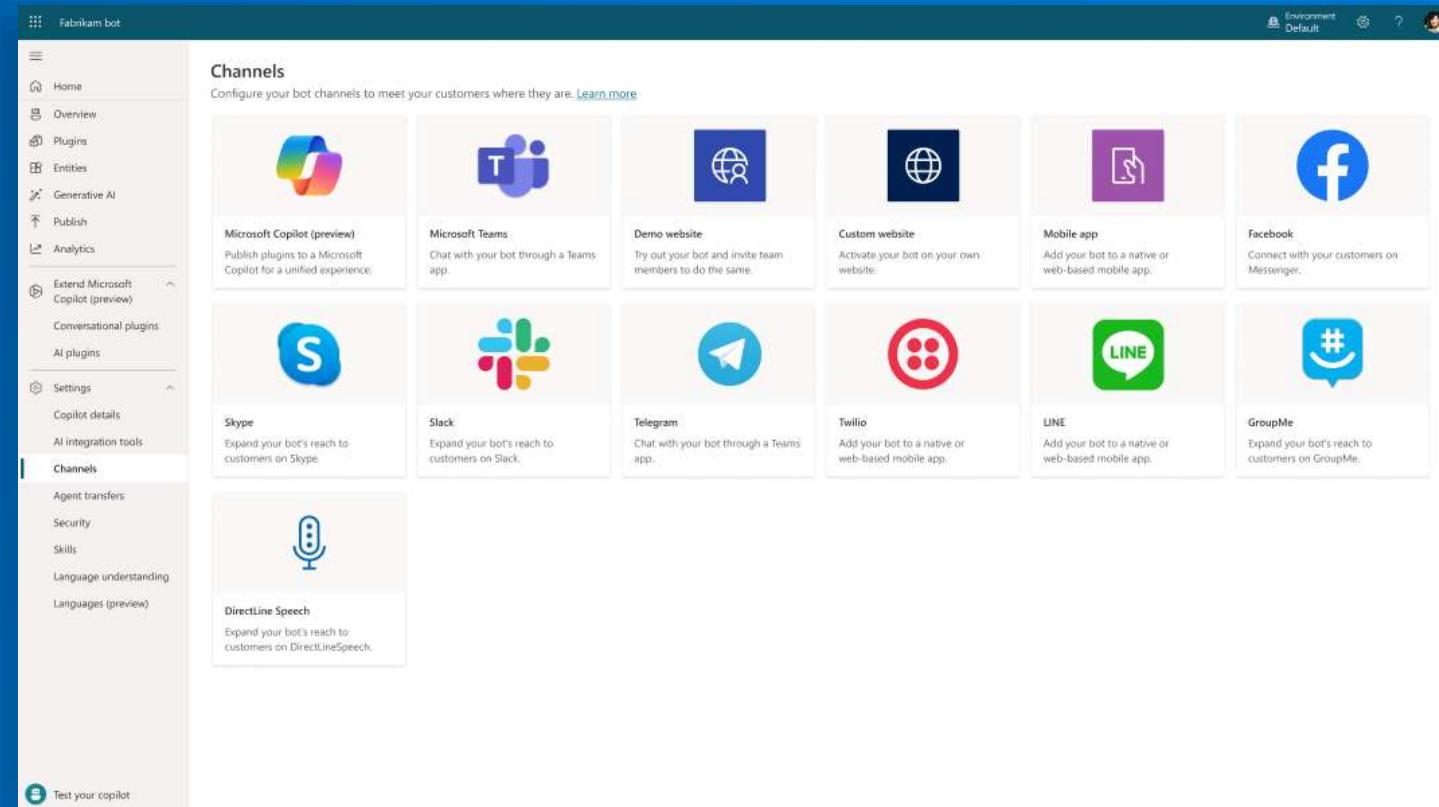
Azure  
Cognitive  
Services

Power  
Platform  
Connectors

AI Builder

# Extend and customize 1st party Microsoft Copilots with your own enterprise scenarios

- > Control the conversation
- > Accelerate productivity with automated workflows
- > Bring in your business data





# What can you build in a plugin?

Microsoft Copilot Studio Northwind Trader repair

+ Add conversational plugin

## Conversational plugins (preview)

Extend your Microsoft Copilot with these topics. Microsoft Copilot conversational plugins don't support rich text formatting, multi-turn interactions, or analytics.

Name	Modified by	Category
Expense details	Esther Howard 1 min ago	-
Policies while traveling	Esther Howard 1 min ago	-
Benefits	Esther Howard 1 min ago	-
Filter on schedule for repairs	Esther Howard 1 min ago	-
Get discounts on frequent repairs	Esther Howard 1 min ago	-

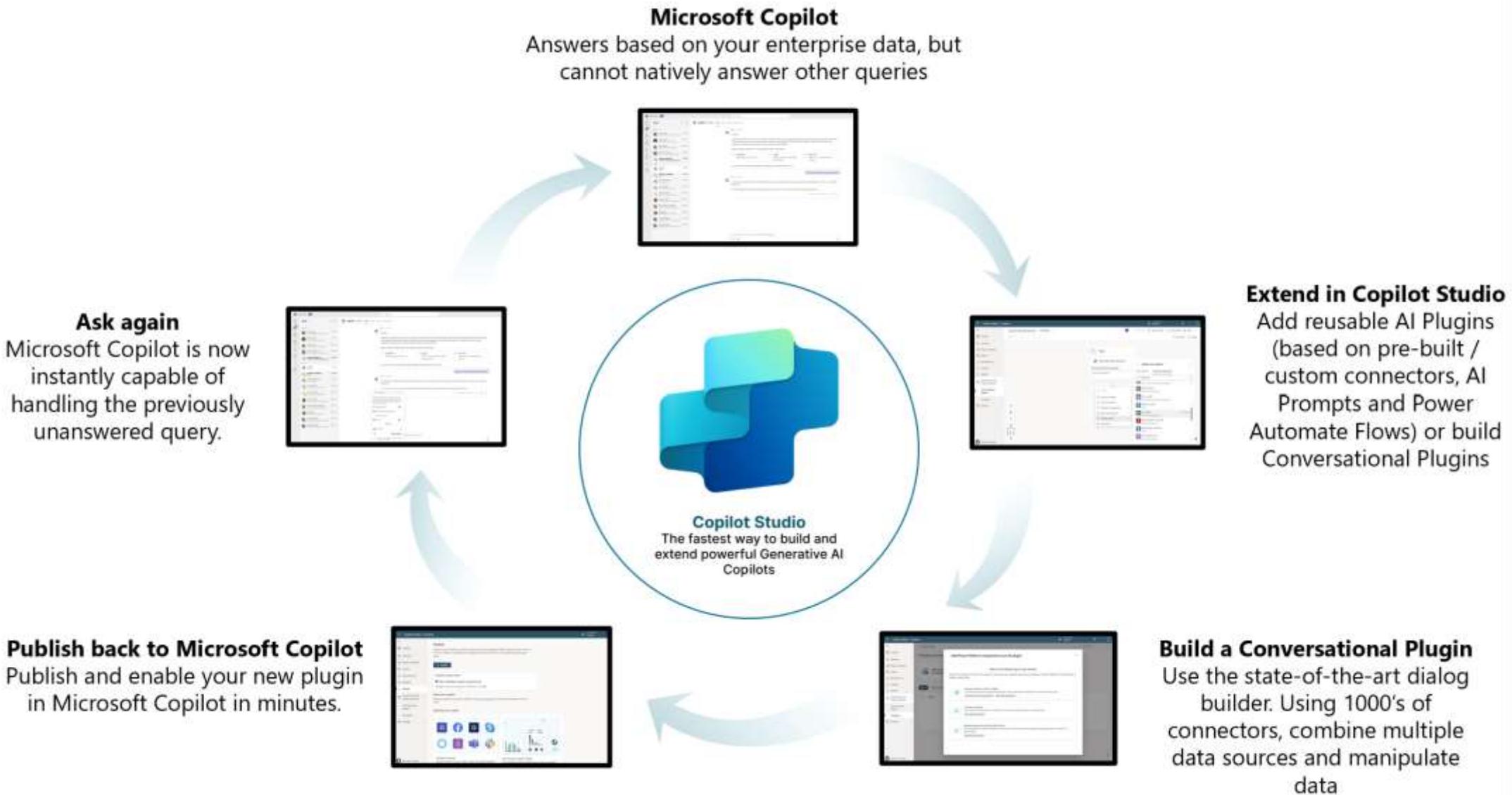
Test your copilot

**Gives makers the ability to review all available plugins, import plugins, and create new plugins from existing platform components:**

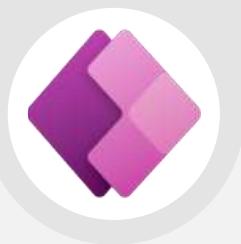
A conversational/AI plugin can include:

- Message nodes (Word for word responses)
- 1000+ data connectors
- Generative answer nodes
- Call Power Automate flows
- AI Prompts
- Open AI plugins
- Copilot Studio topics and plugin actions

# Customizing Copilot



Generally available



# Copilot in Power Apps

A screenshot of the Microsoft Power Apps studio interface. The top navigation bar includes 'Power Apps', 'Search', 'Contoso Project - 23', and a 'Try the new Power Apps' toggle. The main area features a large card with the heading 'Let's build an app. What should it do?' and four buttons: 'Collect RSVPs', 'Track sales leads', 'List inventory', and 'Manage inspections'. Below this is a text input field with placeholder text 'Use everyday words to describe what your app should collect, track, list, or manage...'. A note below the input says 'This AI-powered feature is in preview. See terms.' On the left sidebar, under 'Create', there are sections for 'Home', 'Learn', 'Apps', 'Tables', 'Flows', 'Solutions', 'More', and 'Power Platform'. At the bottom, there are sections for 'Other ways to create an app' (with options for 'Start with data', 'Start with a page design', and 'Start with an app template') and 'Your apps' (listing three items: 'Bank Support Tickets - copilot - ben', 'Bank Support Tickets', and 'Bank Support Tickets - copilot')).

Name	Modified	Owner	Type
Bank Support Tickets - copilot - ben	37 minutes ago	Cherie-Quirk	Canvas
Bank Support Tickets	18 hours ago	Cherie-Quirk	Canvas
Bank Support Tickets - copilot	18 hours ago	Cherie-Quirk	Canvas

**Level up your Copilot in Power Apps with Copilot Studio**

Design your app with its own conversational experience connected to your data.

## 🚚 DeliveryManager

Recipient Name ↑	Entry Date	Scheduled Deliv...	Street 1	State	Zip Code	Numb...
Adrianna Kuchar...	Fri Oct 13 2023 ...	Fri Nov 24 2023...	3256Tamarack S...	WA	98052	8
Amanda Haralds...	Sun Oct 08 202...	Fri Nov 17 2023...	6760Boxwood S...	WA	98070	2
Amy E. Edwards	Tue Oct 03 202...	Fri Nov 17 2023...	1649Willowwoo...	WA	98056	8
Andrzej Kucharski	Thu Oct 12 202...	Sat Nov 25 202...	5693Locust Circle	WA	98034	4
Anitha Thota	Tue Oct 03 202...	Thu Nov 30 202...	8576Sycamore ...	WA	98024	5
Archana Ponnala	Thu Oct 12 202...	Wed Nov 22 20...	7764Linden Way	WA	98033	4
Beata Szymanska	Sun Oct 01 202...	Thu Nov 16 202...	6186Chestnut B...	WA	98022	2
Benedicte Henn...	Fri Oct 13 2023 ...	Fri Nov 17 2023...	3415Larch Boul...	WA	98032	3
Benedikte Ringdal	Tue Oct 03 202...	Wed Dec 31 19...	5056Rosewood ...	WA	98042	2
Blazej Wozniak	Thu Oct 12 202...	Fri Nov 17 2023...	5005Spruce Drive	WA	98019	8
Chris Preston	Wed Oct 04 202...	Tue Nov 21 202...	7031Tulipwood ...	WA	98055	9
Elena Nilsson	Mon Oct 02 202...	Wed Dec 31 19...	3084Juniper Lane	WA	98031	3
Elzbieta Ostrows...	Thu Oct 05 202...	Wed Nov 22 20...	8557Maplewoo...	WA	98037	3

Rows: 49

### Copilot

Chat



Have a question about this app? Ask Copilot.

Copilot can answer questions about the data in this app, and help you navigate. It's always learning from your feedback.

Ask a question about the data in this app, or tell me what you're looking for

0/500

Make sure AI-generated content is accurate and

# Azure OpenAI on Your Data integration

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!

The screenshot shows the Azure OpenAI Studio interface with the "ChatGPT playground (preview)" tab selected. On the left, there's a sidebar with icons for saving changes, adding samples, and selecting sample prompts. Below that is a "Base prompt" section containing a detailed AI assistant description. Underneath are sections for "Few-shot examples" and "Grounding data". The "Few-shot examples" section contains a few examples of how the AI should respond to specific prompts. The "Grounding data" section allows users to select a data source (Azure Cognitive Search), search resource (SearchService), index (SemanticIndex), and indexer schedule (Once). A "Remove grounding data" button is also present. To the right, there's a "Chat session" pane where a user has asked "how much does the pay-as-you-go plan in UK cost?". The AI has responded with a detailed explanation about Vodafone plans, mentioning costs per minute, text message, and megabyte. It also notes that users should check with individual providers for specific rates. Below this response is a "Grounding data added" message. Further down, another question "how much does the pay-as-you-go plan in UK cost?" is shown with a blue "Ask me more" button. At the bottom, there's a text input field with the placeholder "Type a new question (e.g., Does my plan cover annual eye exams?)". On the far right, there's a "Citations" pane showing a single result for "Caribou Financial". The top right of the interface includes a "Preview sample app" button and a "Show panels" dropdown.

Public Preview

# Extend with Azure



Plugin custom Azure services including Azure Conversational Language Understanding, Question & Answering, Azure OpenAI Service and more to enhance your copilot.

## Custom Language Understanding (CLU) Models

Connect CLU including dialog triggering, interruptions, did you mean and slot filling. Just map CLU intents and entities to Copilot Studio topics and you're ready to go!

## BYO Knowledge Base

Connect existing Azure question and answering capabilities to query your FAQ knowledge bases.

## Document search

Create your own cognitive search with Azure and your documents. Connect it up to the Azure OpenAI Studio and publish to Copilot Studio.

## BYO Generative AI

Connect your copilot to the Azure OpenAI Studio and call generative AI and ChatGPT directly via APIs.

# Automation studio



Power Automate's digital process automation is included in Power Copilot Studio with 1000+ prebuilt data connectors and automation templates.

3<sup>rd</sup> party connectors, including custom and on-prem

Connectivity



1

Discover

2

Automate

**Use process mining to identify bottlenecks and opportunities for automation**

With the Copilot Studio Process Advisor template, get a deeper insight into copilot conversation flows.

**Create solutions by automating business processes with advanced AI, Digital Process Automation, and Robotic Process Automation.**

Embed your automation flows directly into the conversation to drive action.



# Prompt Building

A screenshot of the Microsoft Power Automate interface, specifically the AI Builder section. A modal window titled "Select a data source" is open, listing various Microsoft Dataverse entities: Address, Appointment, Attachment, Business Unit, Conversation history, Contact, Currency, CustomQueue, and Email. The "Conversation history" item is highlighted with a red circle around its icon. The main workspace shows a "Custom Dynamic Prompt" created on 07/07/2023 at 13:15:57. The prompt's formula is: "Summarize the [Last message] taking in account the [Attached file content] and the [Select your data source]". Below the formula are buttons for "Add dynamic value" and "Add data source". A "Test your prompt" dropdown and a note about AI-generated content are also visible.

Power Automate

Environments  
Wide World Importers

Custom Dynamic Prompt 07/07/2023 13:15:57

Prompt

Summarize the [Last message] taking in account the [Attached file content] and the [Select your data source]

+ Add dynamic value    + Add data source

Test your prompt

AI-generated content may be incorrect. Make sure it's accurate and appropriate before using it. [Read terms](#)

Select a data source

- Address Microsoft Dataverse
- Appointment Microsoft Dataverse
- Attachment Microsoft Dataverse
- Business Unit Microsoft Dataverse
- Conversation history Microsoft Dataverse
- Contact Microsoft Dataverse
- Currency Microsoft Dataverse
- CustomQueue Microsoft Dataverse
- Email Microsoft Dataverse

prompt Cancel

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).

## Customer Copyright Commitment

### **Use Copilot services with confidence**

We stand behind  
our Copilot  
customers

We are sensitive  
to the concerns  
of authors

Copyright  
guardrails are built  
into the product

# Next steps

A large white and blue supply vessel, the 'PACIFIC SHARAV', is shown sailing on dark blue ocean waves under a clear sky. The ship's superstructure is visible, featuring various levels of walkways, ladders, and equipment. A tall metal lattice mast stands prominently on the deck.

~~"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

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

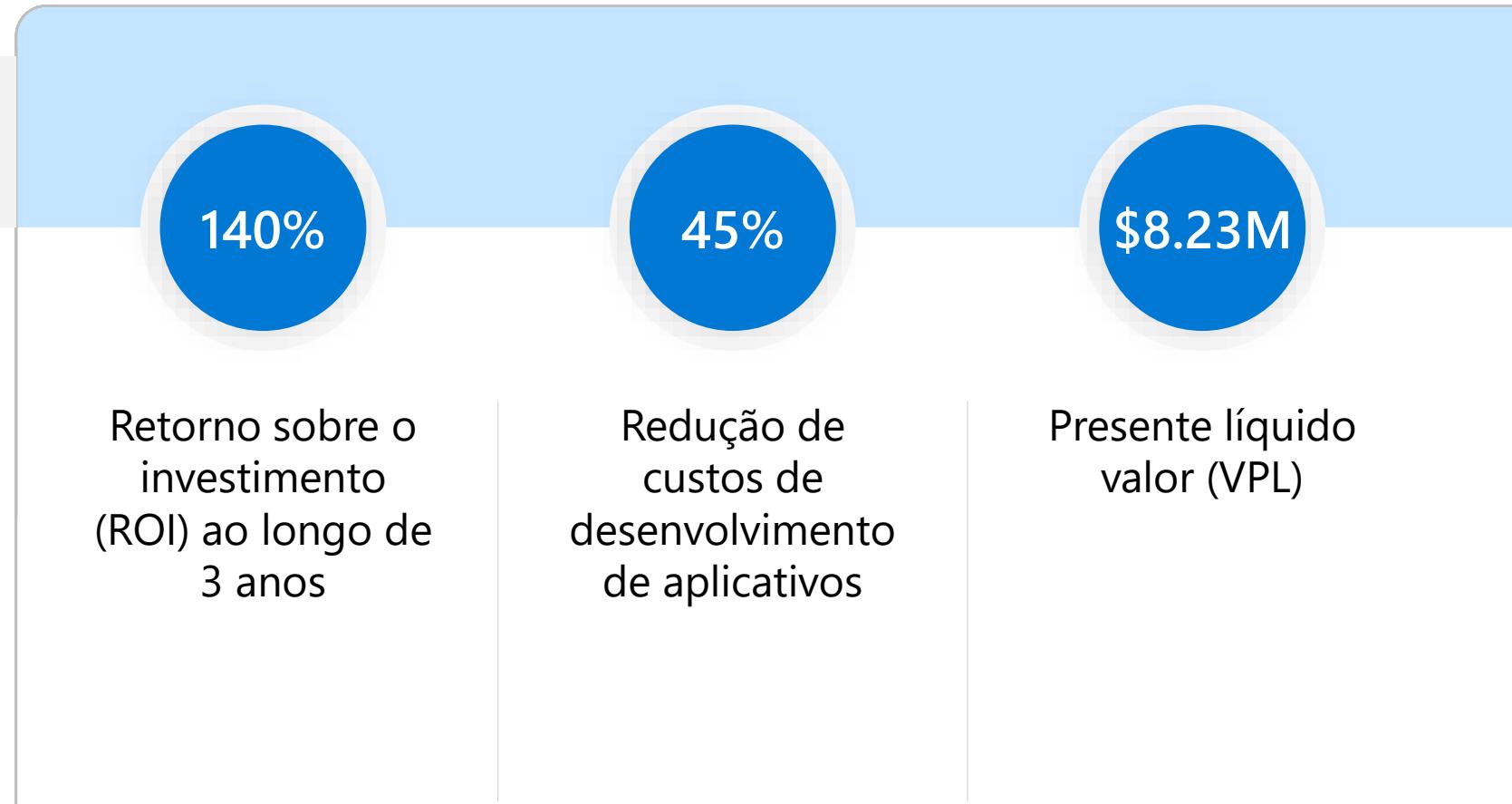
Executive Sponsor ● Governance Lead ● Adoption Lead ● Community and Skilling Lead ● Power Platform Admin ● Pro Devs ● Architect ● Security

Suporte e recursos externos da Microsoft, parceiros ou consultores profissionais

# Investir em Power Platform compensa



**Quanto mais cedo você começar, mais tempo você colhe benefícios.**



# 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



## 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

**24%**

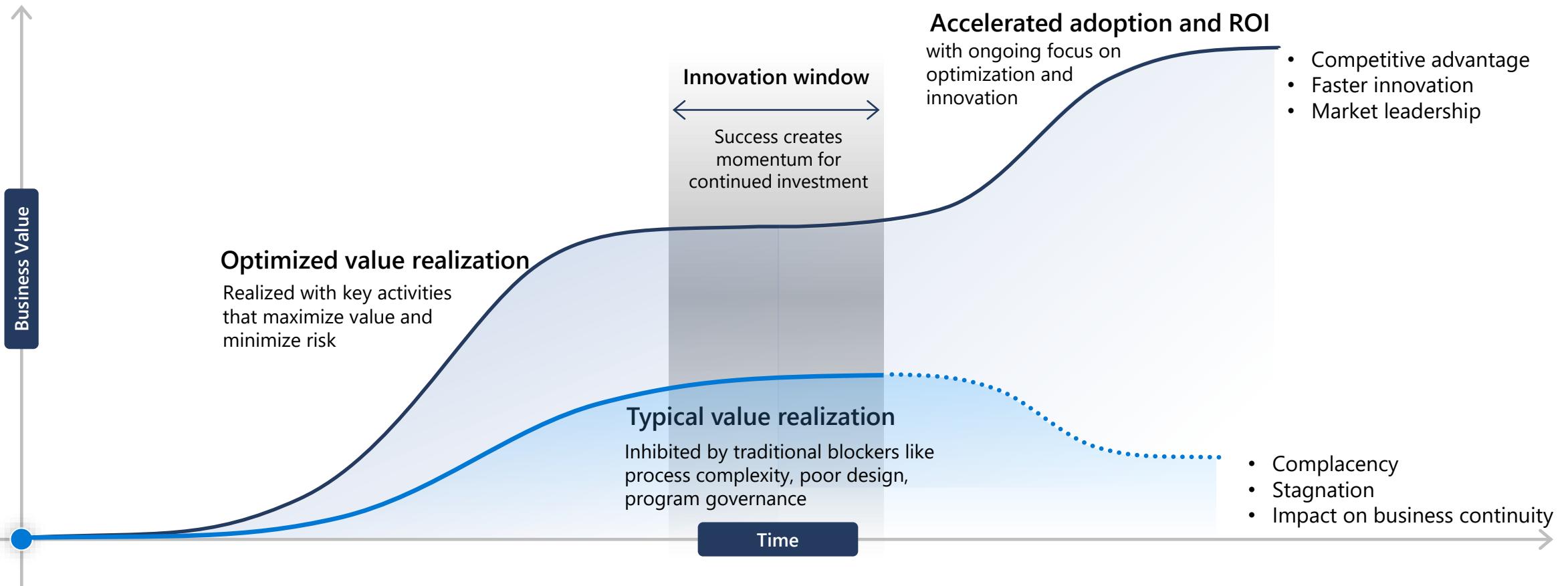
Cost reduction using Power Platform and Azure due increased DevOps efficiency a reducing spending third-party solution

**Microsoft**

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

# 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**

## Eventos técnicos 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).



### Governança e ALM

#### Tópicos

- Governança
- Segurança
- Monitoramento
- CoE Starter Kit
- ALM/DevOps

#### Duração

03 horas



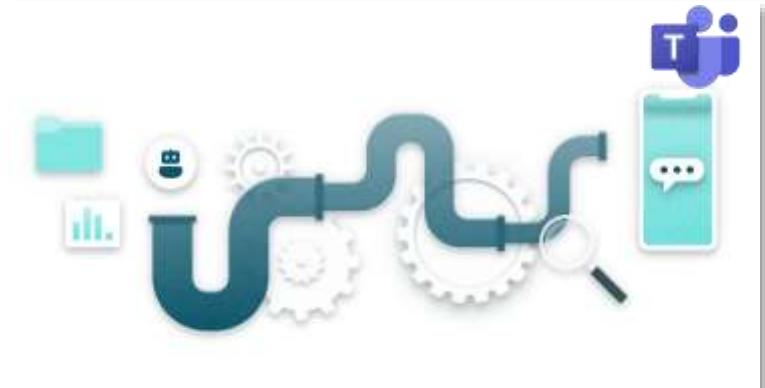
### Desenvolvimento de aplicativos

#### Tópicos

- Power Apps Canvas
- DataVerse e Model Driven Apps
- Power Pages
- Fusion Teams

#### Duração

03 horas



### Hiper automação

#### Tópicos

- DPA e BPA
- Power Virtual Agents
- Process e Task Mining
- RPA
- Estendendo o SAP com Power Platform

#### Duração

03 horas

# Continue sua jornada de **conhecimento**

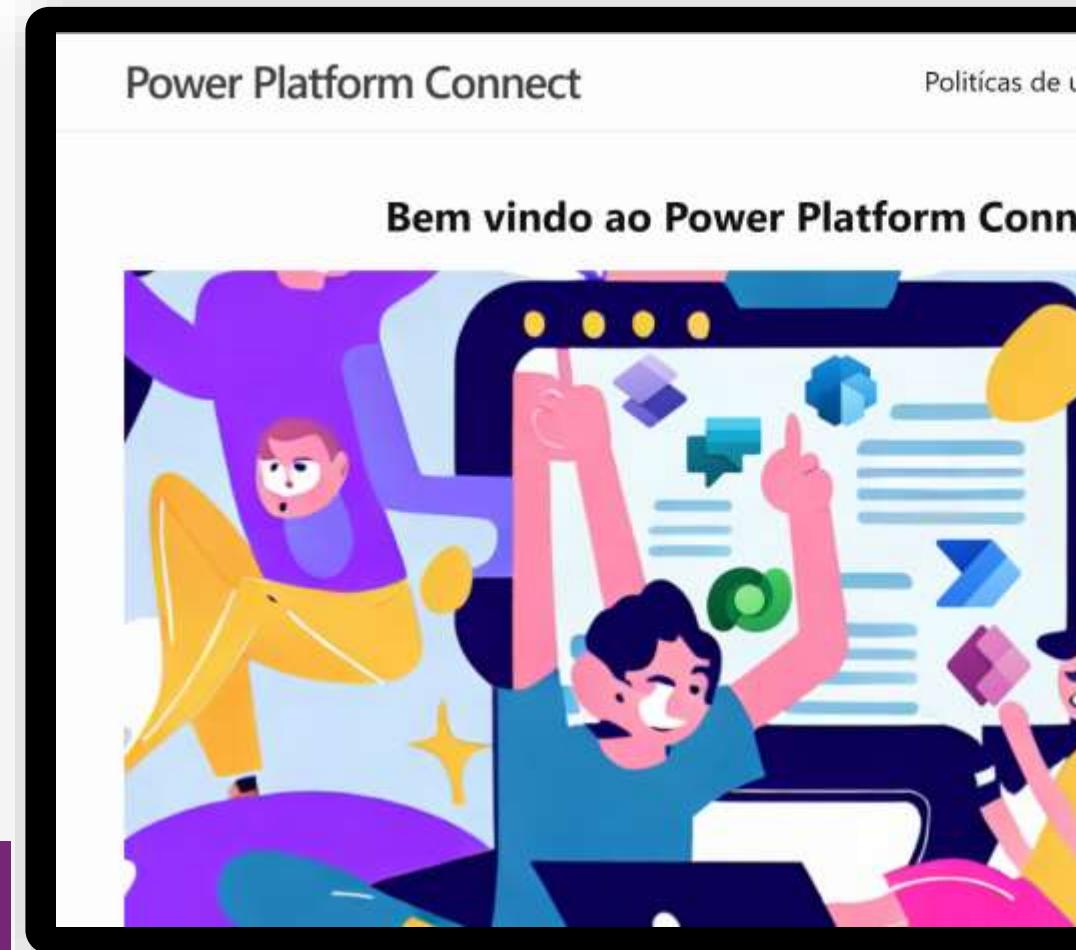
## Power Platform Connect

Site mantido pelos especialistas em Power Platform da Microsoft Brasil.

Nele você encontrará:

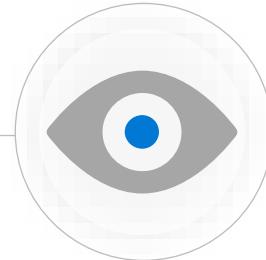
- ❖ **Links** para a **documentação oficial** de todos os produtos da Power Platform
- ❖ **Materiais** utilizados nos eventos conduzidos pelos times de especialistas
- ❖ **Notícias** sobre a Power Platform e **oportunidades de treinamento**
- ❖ **Espaço de discussão** para você esclarecer suas dúvidas diretamente com nosso time.

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



# Acelere sua jornada low-code com nosso guia de adoção

## Planeje



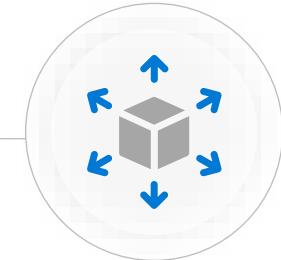
- Kickoff
- Equipe do projeto
- Patrocínio executivo
- Estratégia e visão de adoção
- Critérios de sucesso
- Plano de gerenciamento de mudanças
- Prontidão
- Estratégia de treinamento

## Capacite



- Campeões
- Comunidade
- Recompensas e reconhecimento
- Plano de comunicação
- Consciência
- Suporte contínuo

## Cresça



- Centro de Excelência (CoE)
- Maturidade da adoção
- Plano operacional
- Acompanhamento de sucesso
- Gestão de mudanças
- Calendário de atividades

Saiba mais: [aka.ms/PowerPlatAdoption](http://aka.ms/PowerPlatAdoption)

# Thanks !

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