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- ❖ 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**.
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- ❖ 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/>

Microsoft Copilot Studio

V3.0 from Mar 04, 2024

Agenda

Power Platform overview

The future is conversational

Microsoft Copilot ecosystem

Microsoft Copilot Studio overview

When use Azure Open IA Studio?





About Power Platform

Surging digital demand



750M

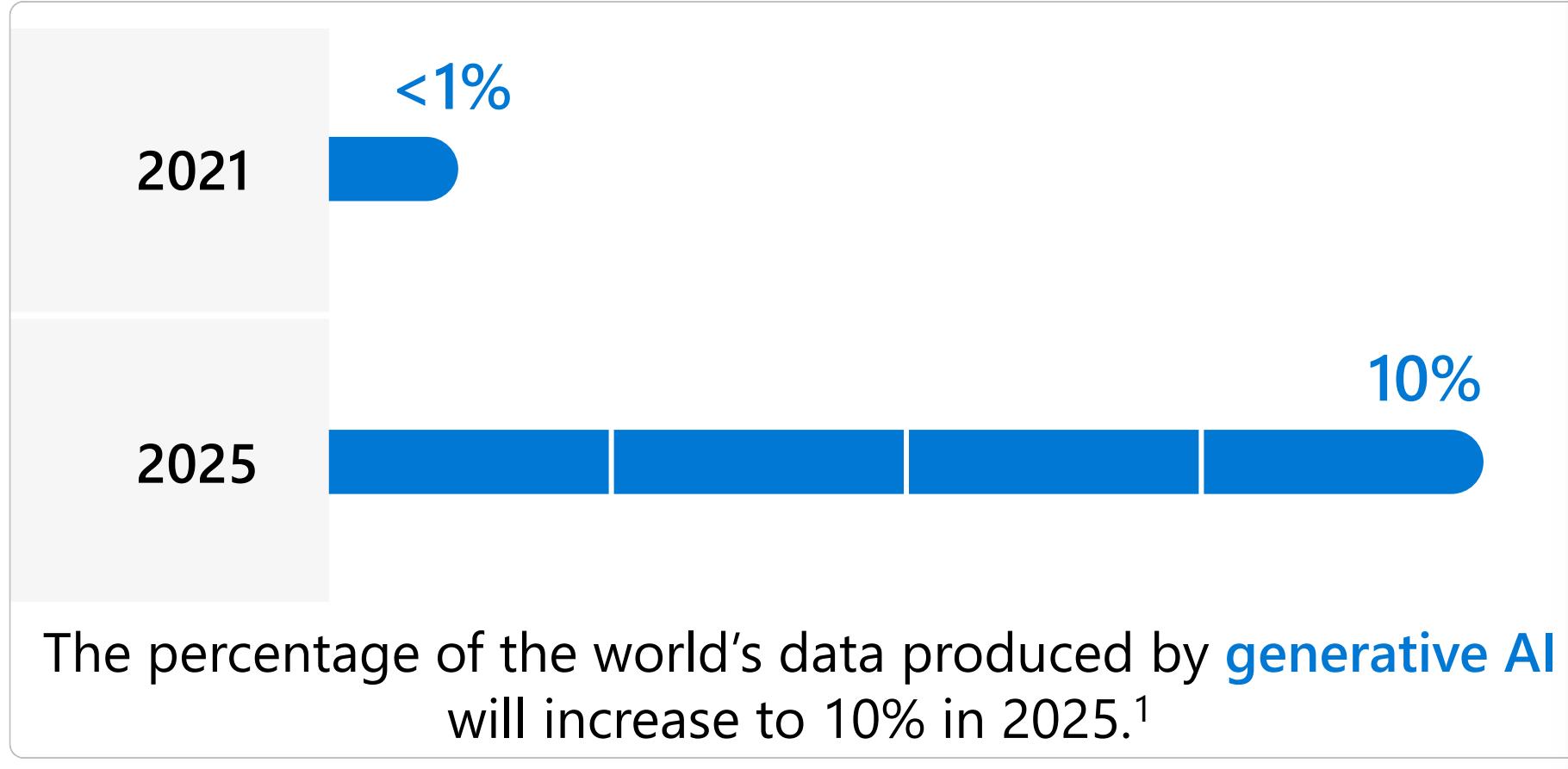
**new apps need to be built
by 2025**



50%

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

The union of low code and AI is a game changer



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

65% +
More than
65% of app
development
will be
low-code by
2024.²

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**

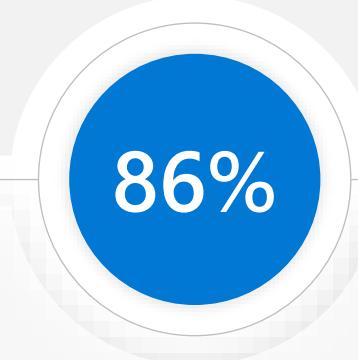
1. Source: Gartner® Press Release ,Gartner Identifies the Top Strategic Technology Trends for 2022, October 18, 2021. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.
2. Source: Gartner 2019 Magic Quadrant for Enterprise Low Code Application Platforms

Not enough developers



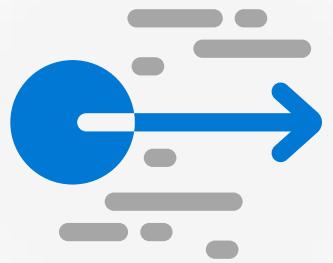
4M

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



Microsoft Power Platform

AI Enabled 



Copilots



Automations



Apps



Pages



BI



Power Fx



Managed
Environments



Dataverse



1000+
Connectors



AI Builder

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

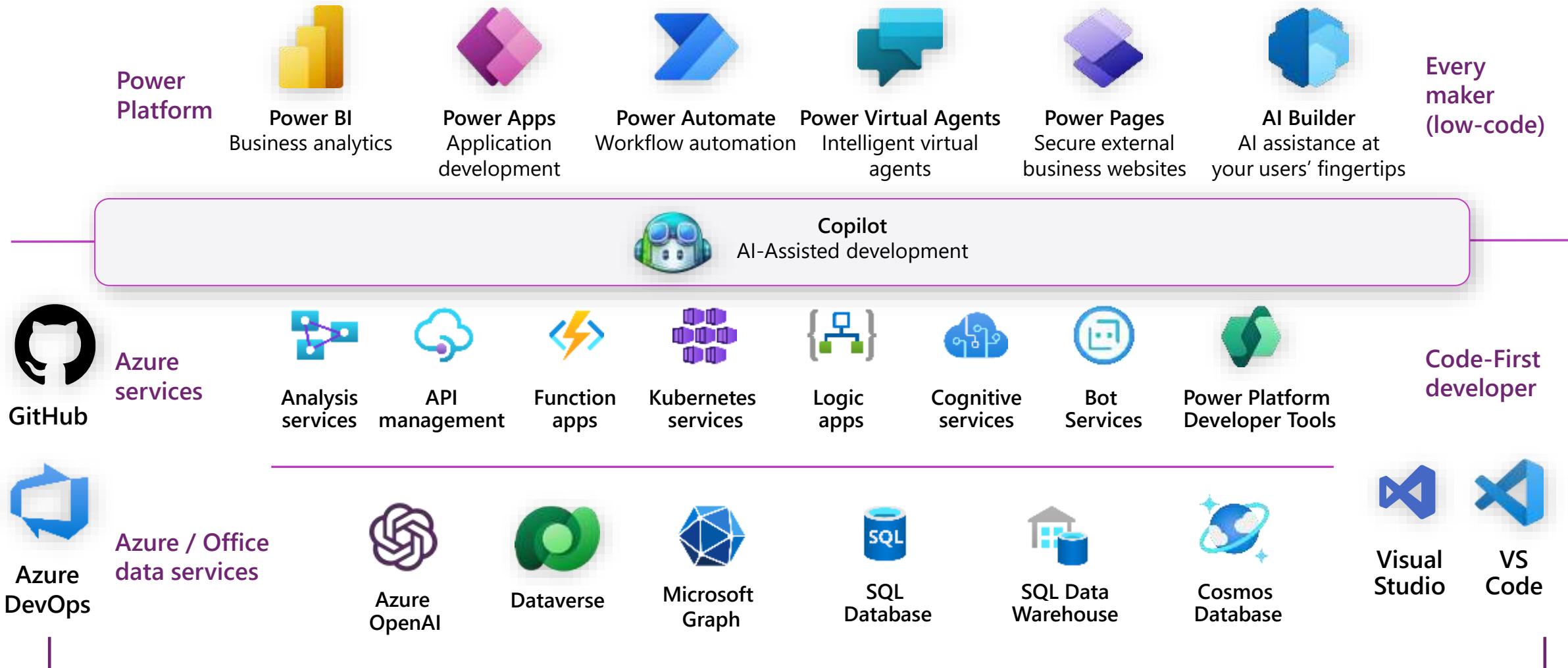
Seamless hybrid connectivity via the on-premises data gateway

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

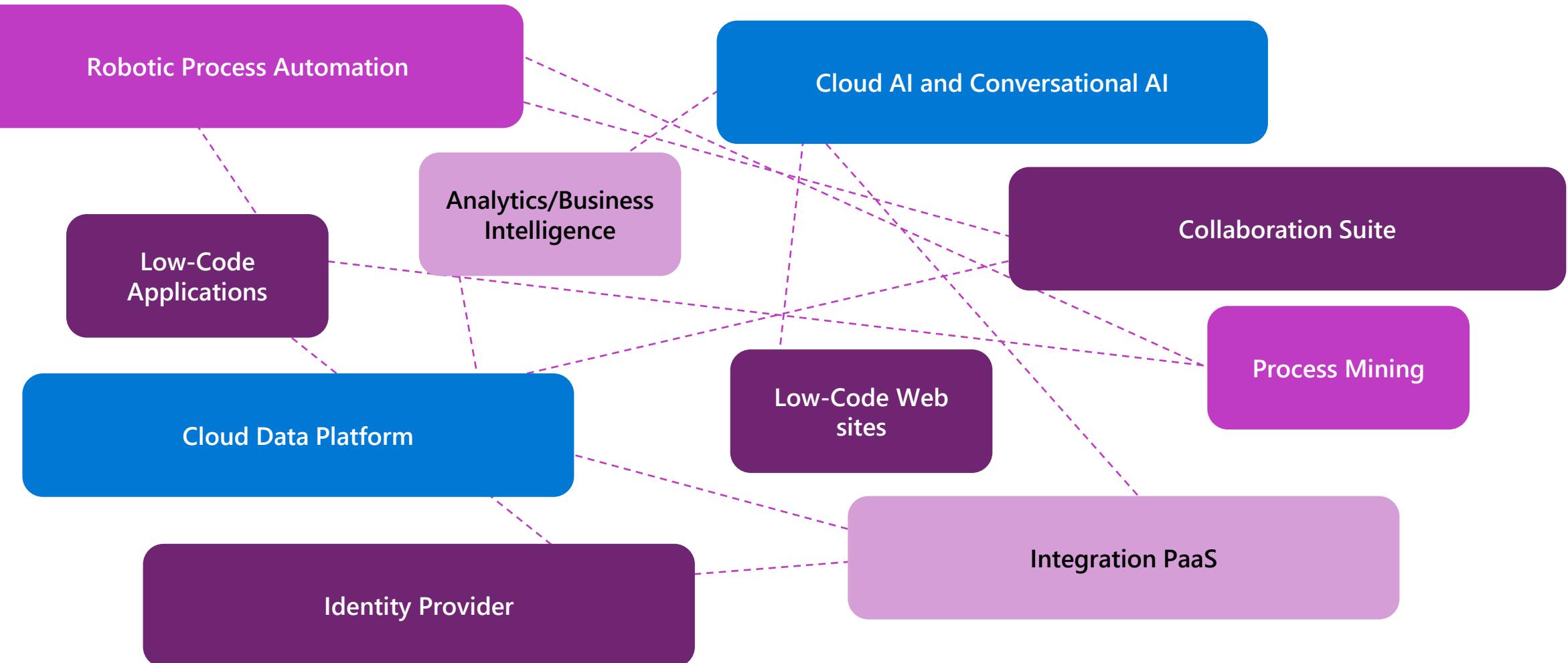
disparate admin/security/governance

Higher TCO

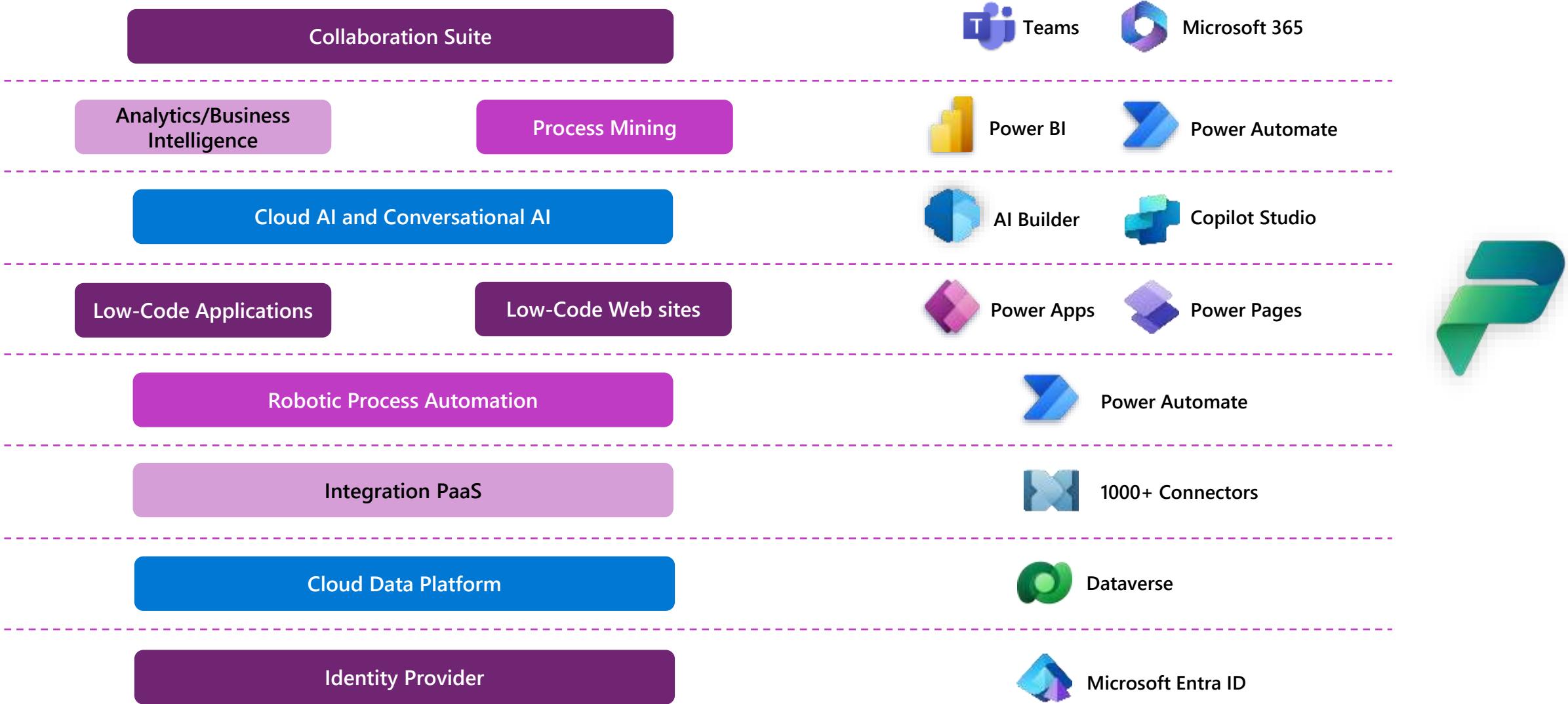
multiple vendors = multiple bills

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

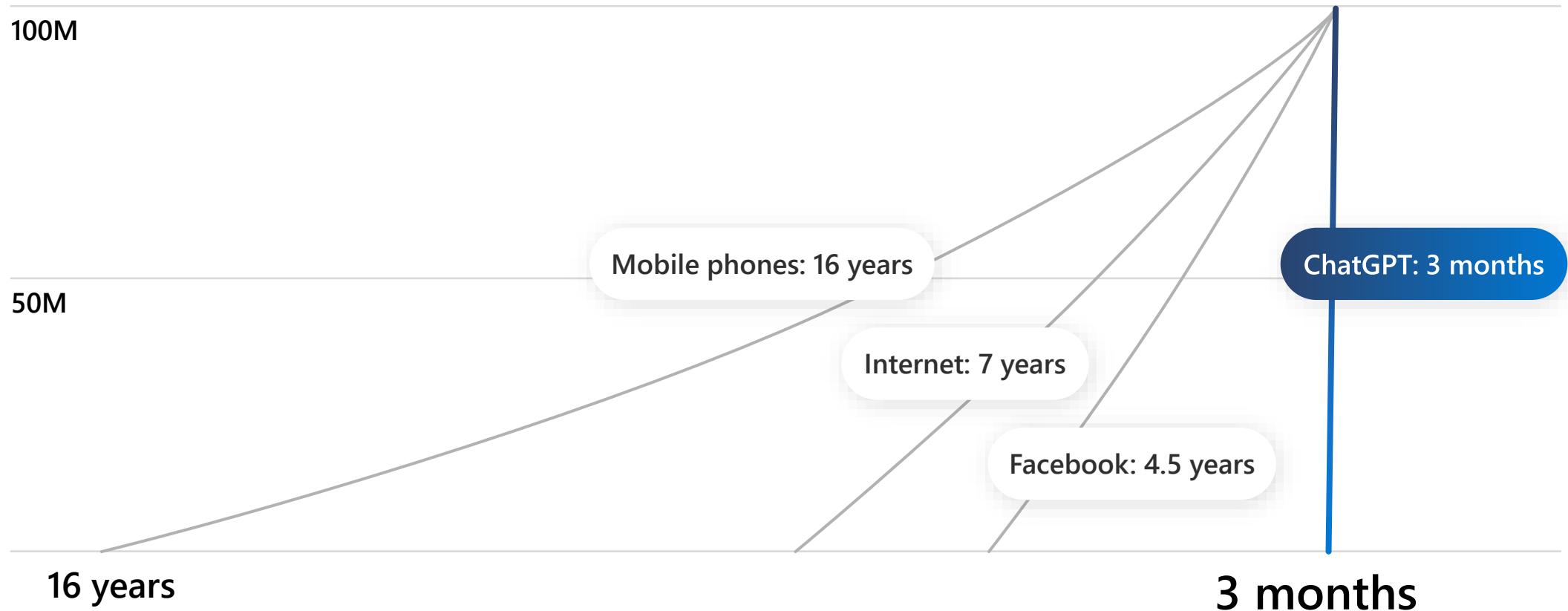
Reduced time to handle customer support requests



**The future is
conversational**

Generative AI technology is here

Time to reach 100M users



Momentum of conversational AI

By 2025, 80% of enterprise applications will embed a virtual conversational assistant to fulfill content fetching and content generation tasks.¹

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

By 2025, GenAI will be embedded in 80% of Conversational AI offerings.¹

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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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



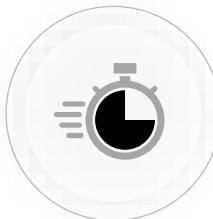
Transform your business with conversational AI



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

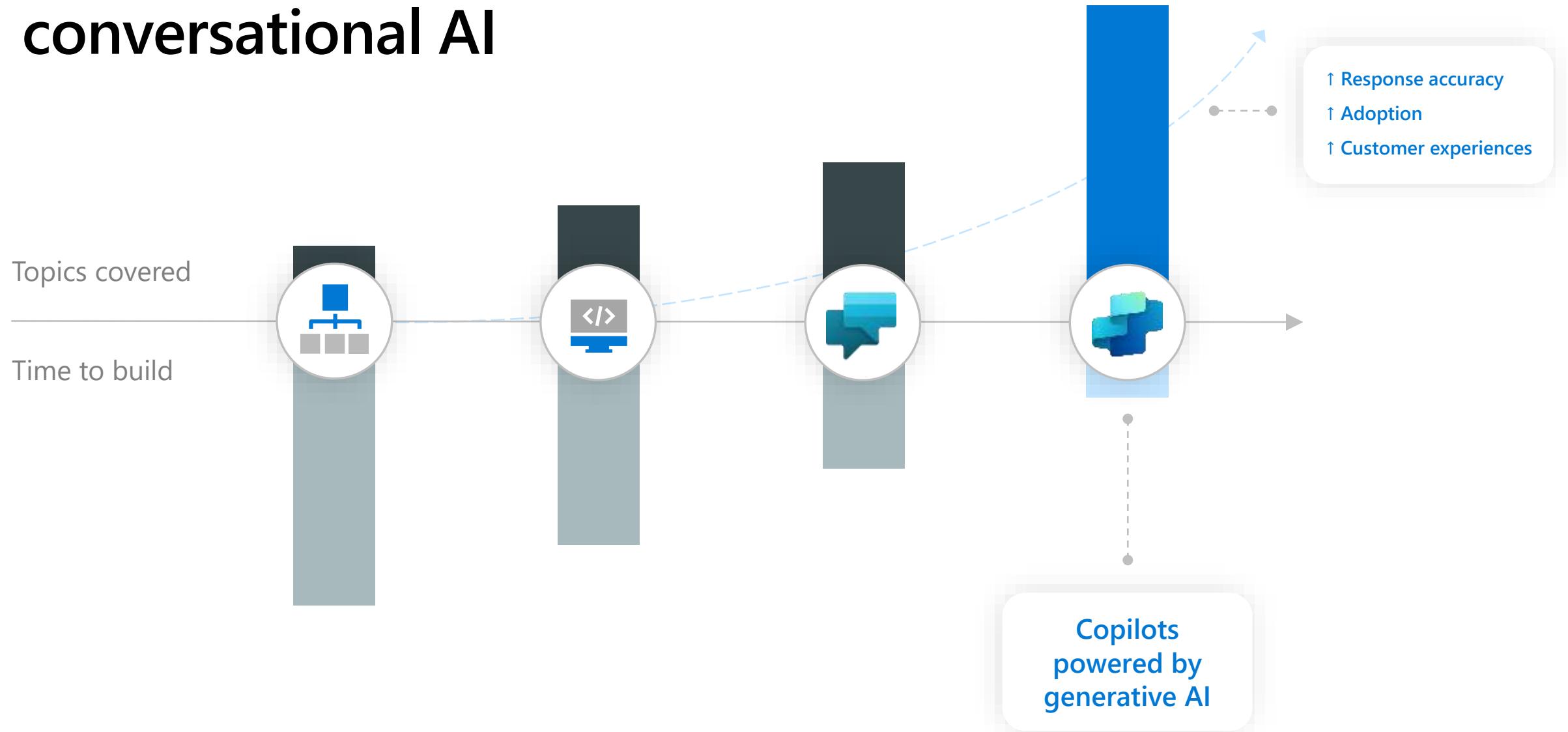
Product & technical onboarding

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

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

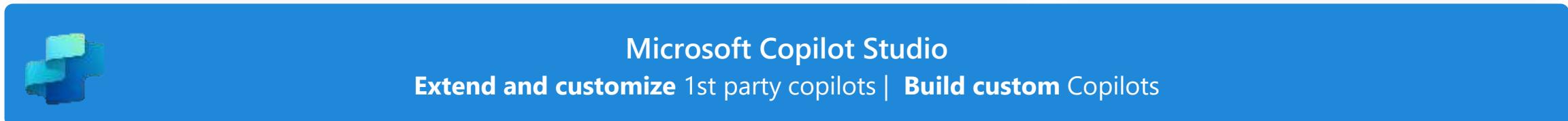
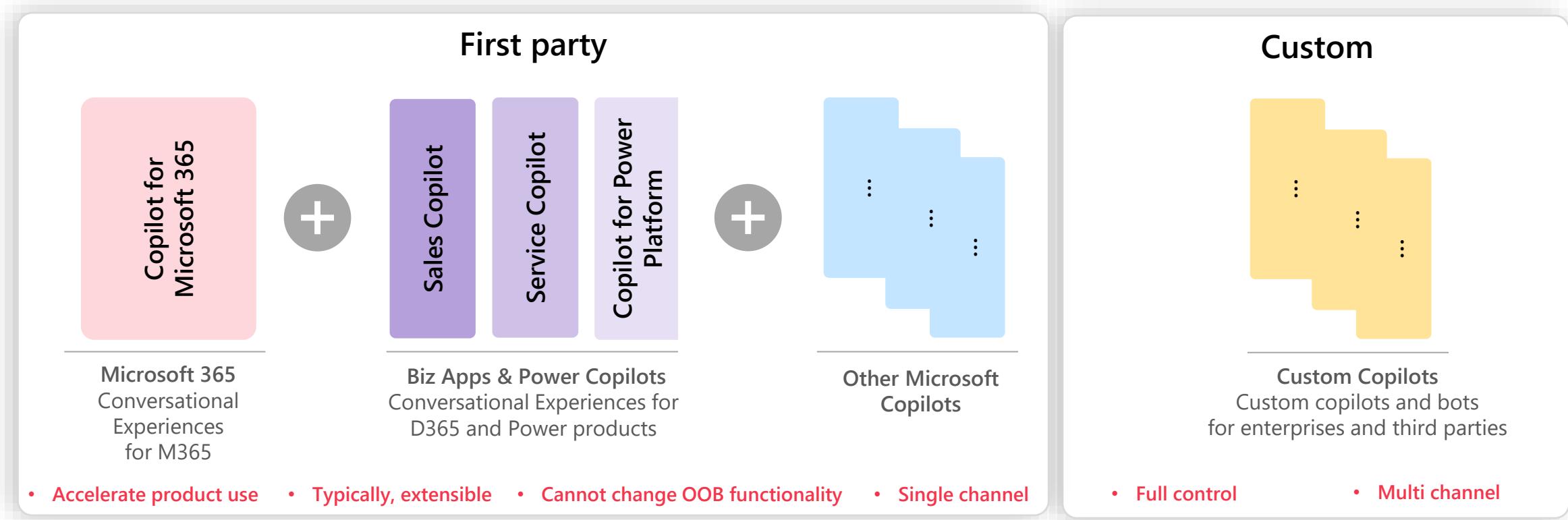
Connected to the app experience it lays

Responsiveness and adaptability

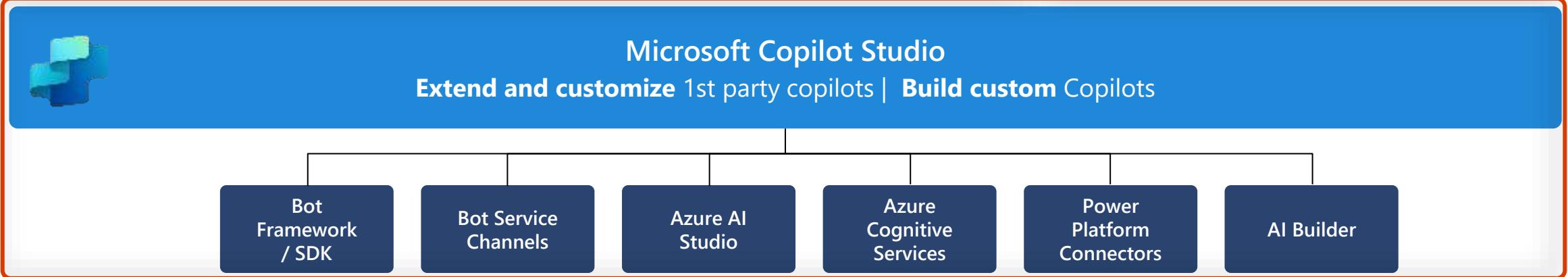
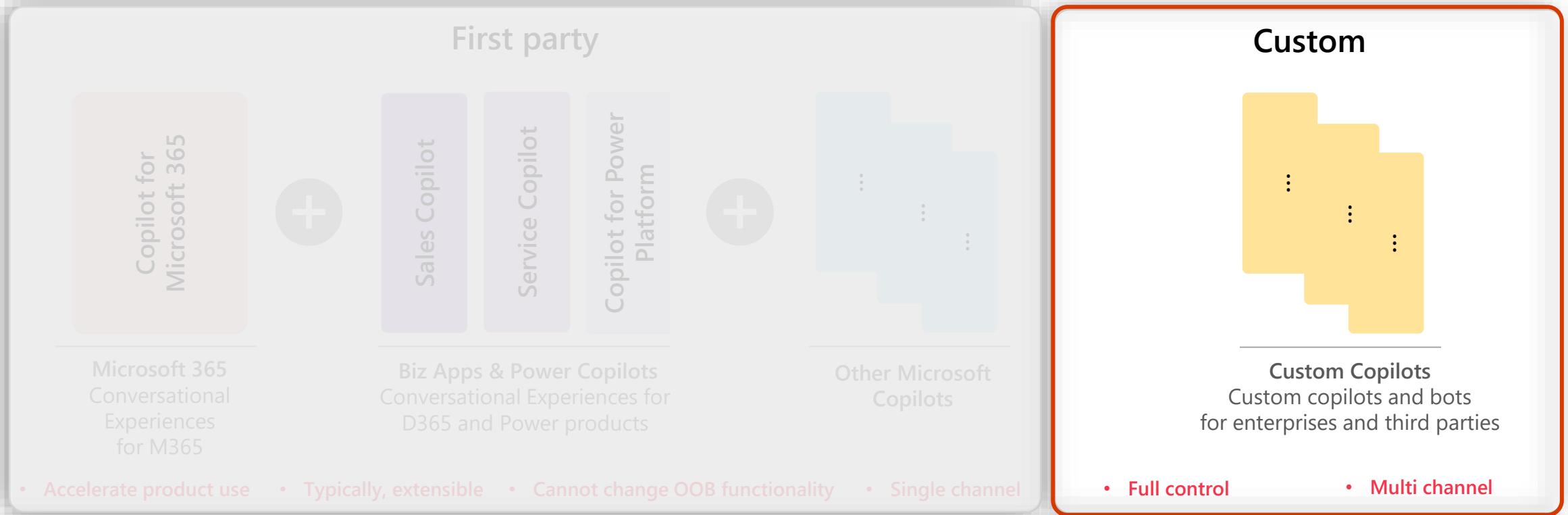
Flexible to configure to context of experience.

Microsoft Copilot ecosystem

Microsoft Copilot types



Our focus today



Copilot for M365 or Custom Copilot?

When you **want to...**



Connect Copilot with my other diverse data sources (e.g., SharePoint, CRM, ERP, finance, and HR systems)



Customize Copilot to work with my unique business processes



Control conversational topics in Copilot such as for compliance, HR, Finance etc.



...you **need**



Copilot Studio in Copilot for M365

Built in customization tool
for Copilot for
Microsoft 365

Included in your Copilot
for Microsoft 365
subscription

When you **want to...**



Enhance customer experiences by adding a custom copilot to my external website (e.g., to check in-stock items, provide a quote)



Build an internal custom Copilot to help employees with specific functions.



Build a standalone copilot with its own LLM, rules-based orchestration and plugin.



...you **need**



Microsoft Copilot Studio (Standalone)

End-to-end conversational
low-code SaaS-based
Studio for building custom
standalone copilots

Licensed
separately

Copilot for M365 examples

Plugin

Sales status

Accelerate the speed you want information from your core CRM applications.

[Ask Copilot for M365](#)

What are my open leads?



Plugin

Employee Information

Interact with your HRM systems for employee information or other.

[Ask Copilot for M365](#)

What's is my current employee profile information, address and contact information



Plugin

Invoice Management

Interface with your ERP systems to streamline your finance or resource planning processes

[Ask Copilot for M365](#)

Send a list of pending invoices from this week.



Custom copilot examples

Custom copilot

IT Service

Transform IT service processes with employee self service.

Ask the copilot

What is the status of my [IT ticket](#)?



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



What [software can I use](#) for photo editing and how much [budget does my team have](#)?



Custom copilot

Customer Facing

Interact with your CRM systems to provide a first-class experience for customers

Ask the copilot

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



What is the [best product](#) based on my needs?



What's the [next availability](#) for my service?



Custom copilot

Human Resources

Interface with your HRM systems to streamline your employees HR processes

Ask the copilot

Kick off the [onboarding processes](#) and associated task for [new colleague](#)



What is the budget for [learning and development](#) and what courses are available



Request [time off](#) and let me know how much [holiday I have left](#)



Microsoft Copilot 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.

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.

Out of the box features



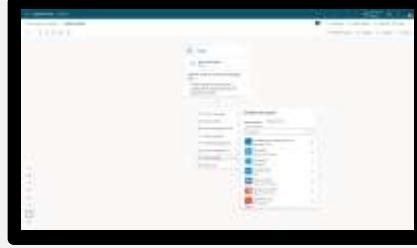
Copilot Studio features

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

What's in Copilot Studio?



Workspaces



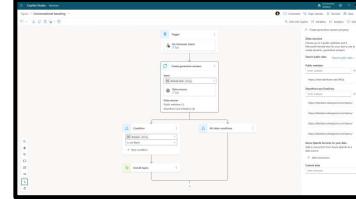
Copilot building studio

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.



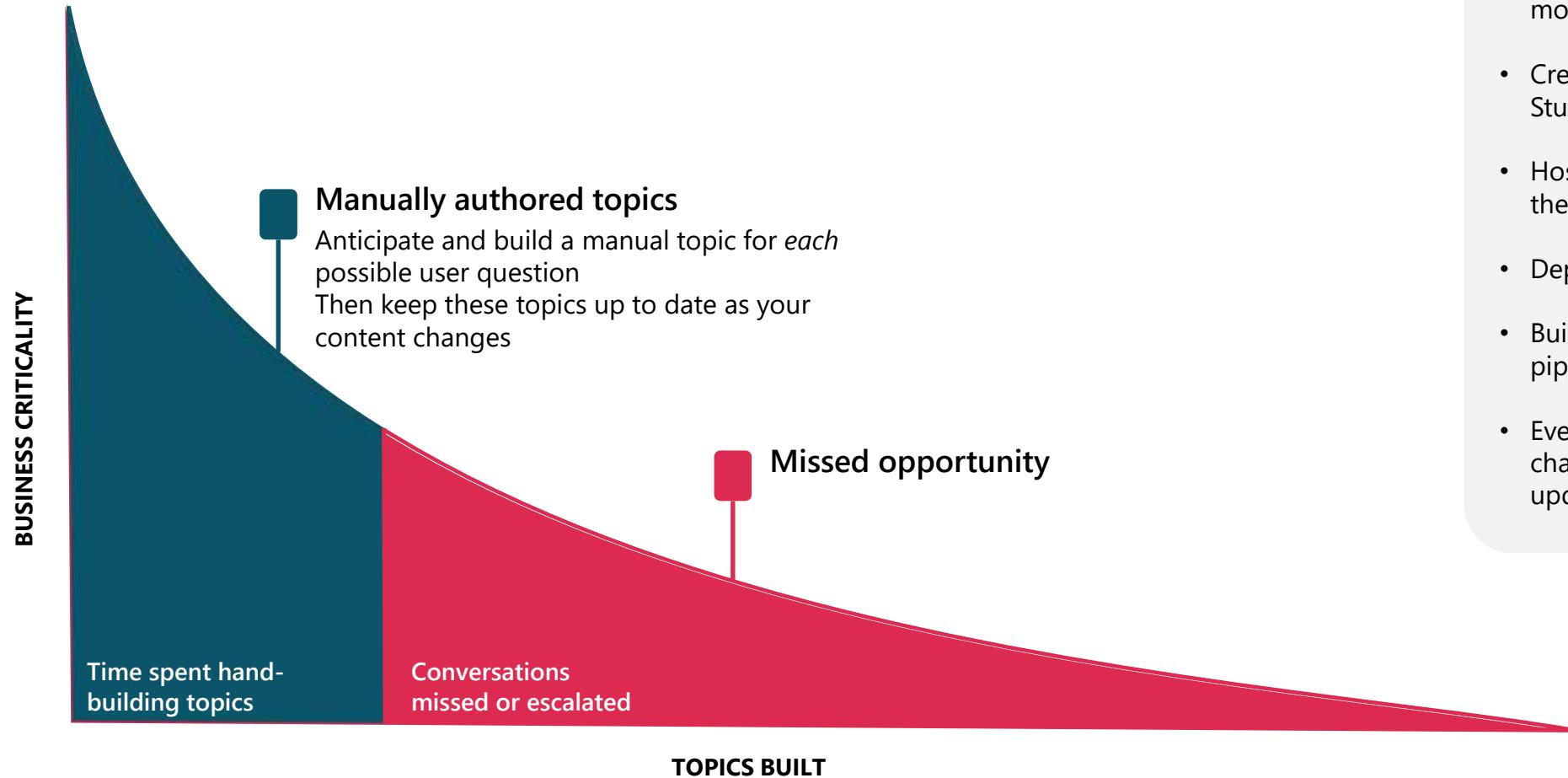
LINE
Add your bot to a native or web-based mobile app.



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

SOCIAL CHANNELS

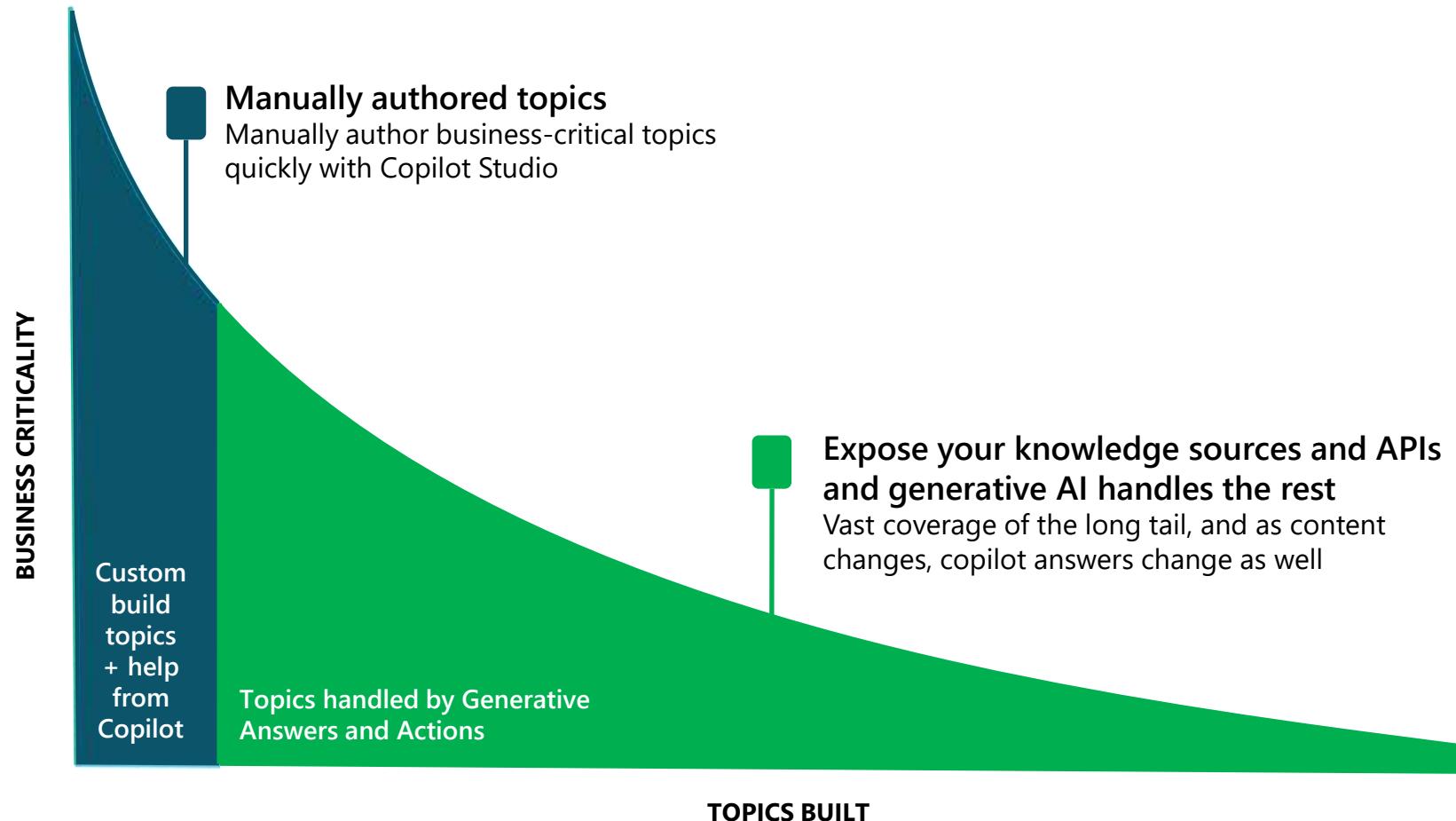
Generative AI is changing building



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



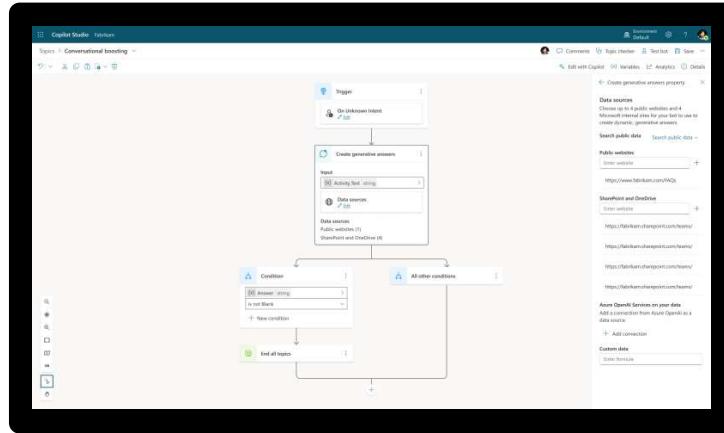
Copilot Studio with Generative AI

- 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

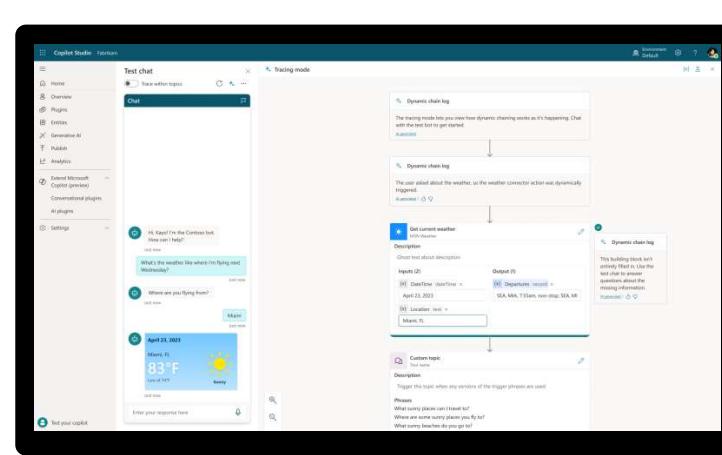
Generative AI in Copilot Studio

Powered by Azure OpenAI Service

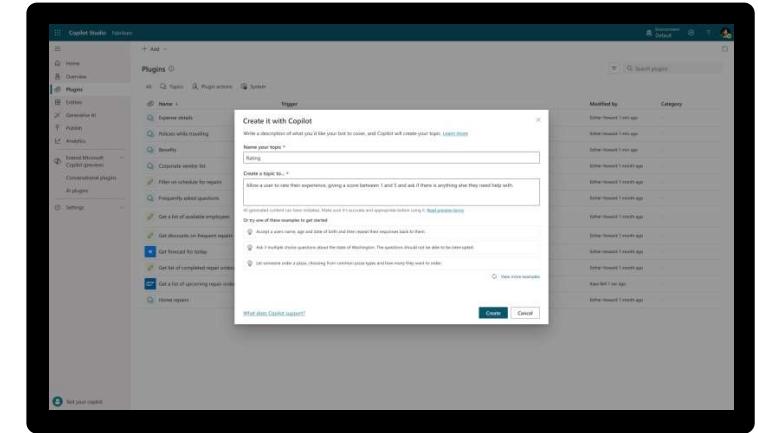
TO ANSWER



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

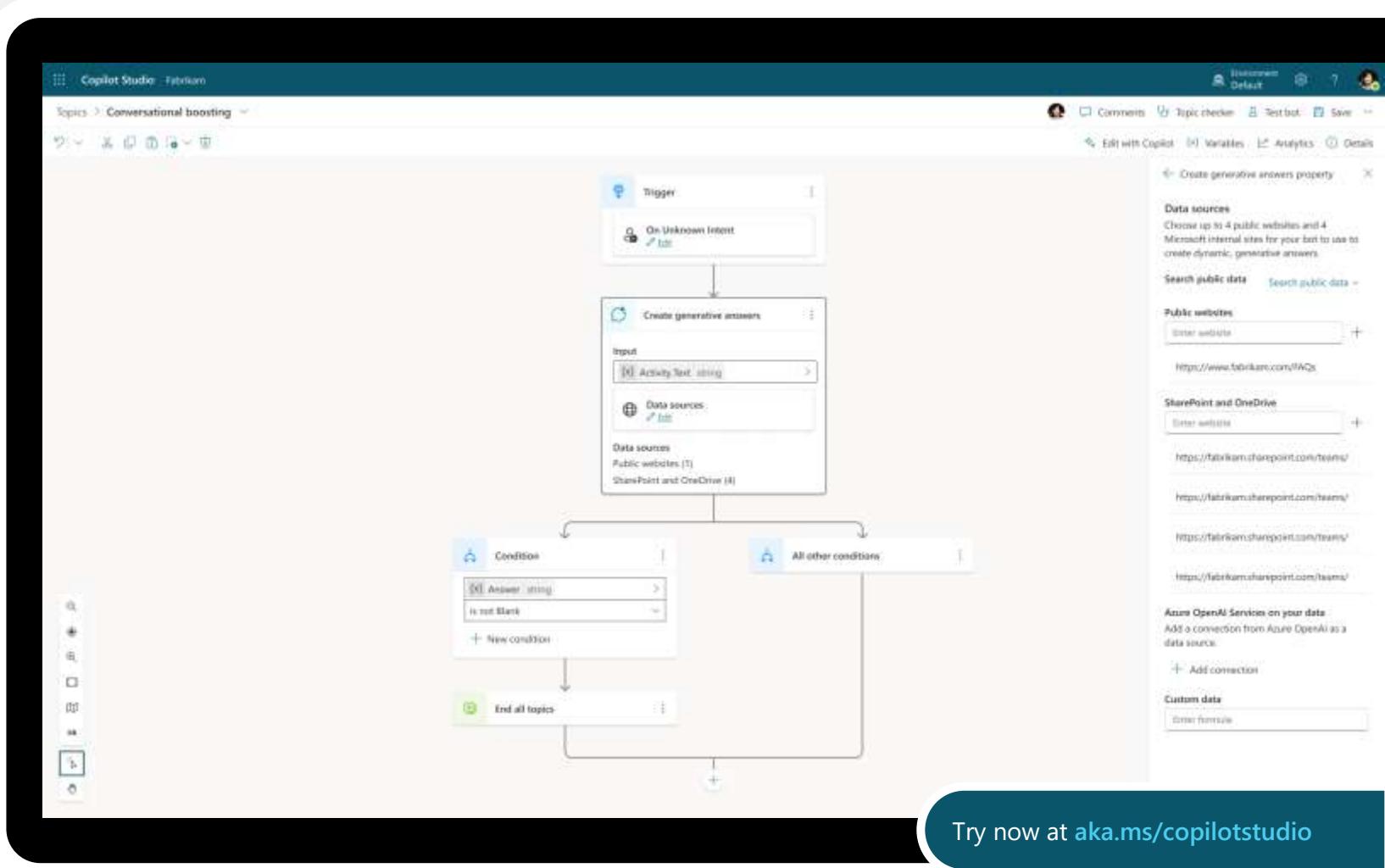
Out of the box, your copilot answers questions based on the content your organization has already invested in

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



Generally Available

Try now at aka.ms/copilotstudio

Generative Actions

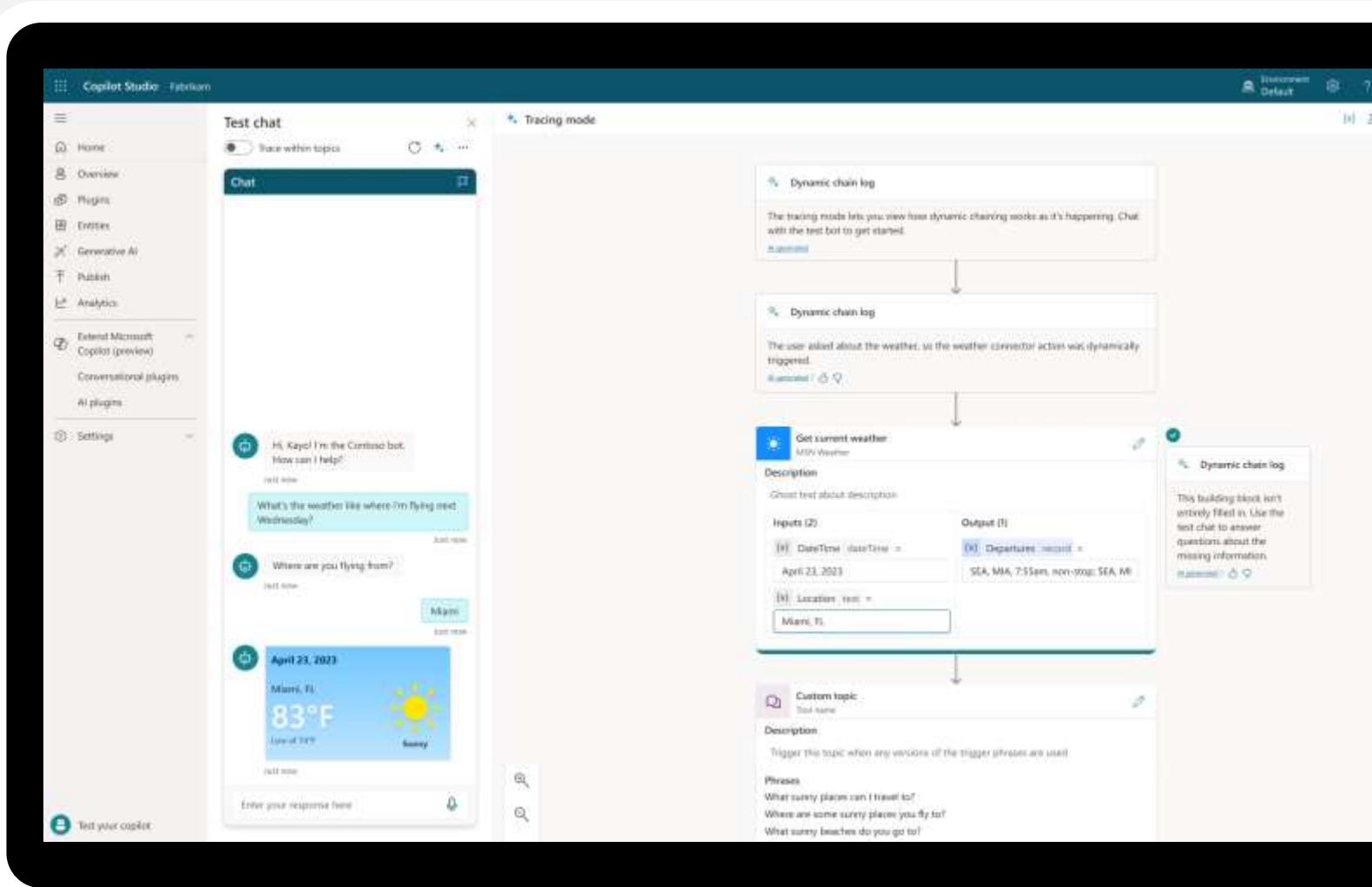
Dynamically chains plugins together to produce actionable customer responses

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.



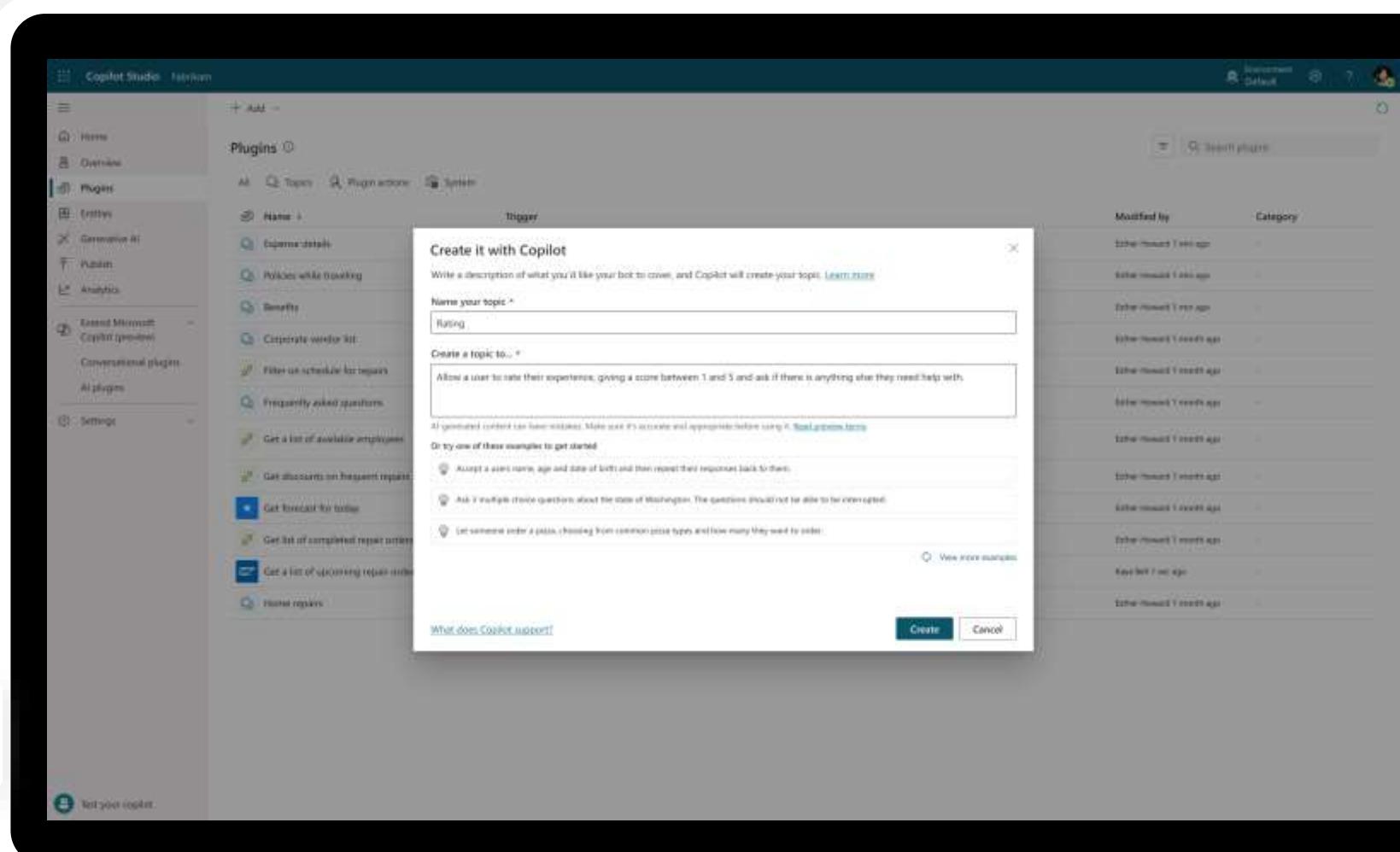
Public Preview

Generative Builder

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

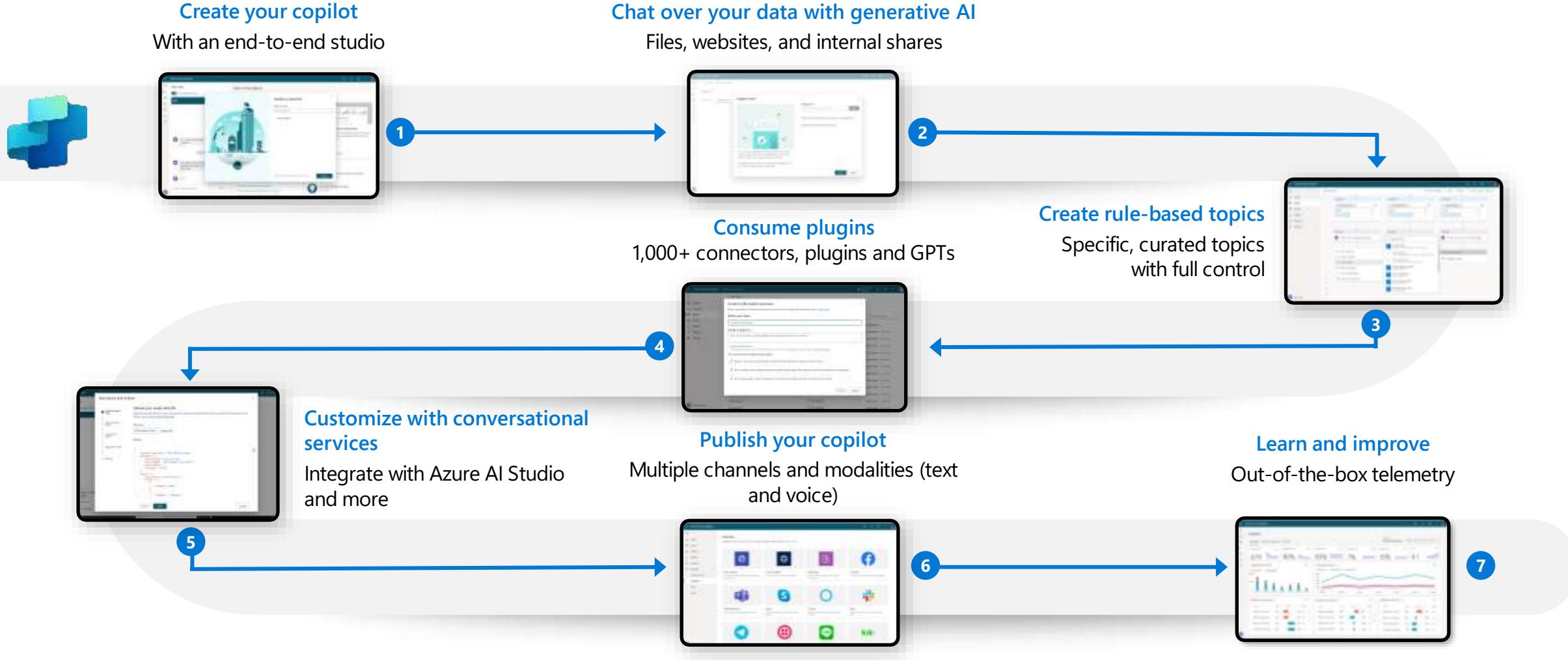
Assisted authoring for:

- 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

Design copilot experiences with ease



Extensibility

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 "Prompt" settings (Save changes, Add a sample, Select sample prompt), "Base prompt" (a template for AI responses), "Few-shot examples" (disabled), and "Grounding data" configuration (Select data source: Azure Cognitive Search, Select search resource: SearchService, Select index: SemanticIndex, Indexer schedule: Once). In the center, a "Chat session" window displays a conversation about mobile plan costs. The user asks "how much does the pay-as-you-go plan in UK cost?", and the AI responds with a detailed explanation of costs based on usage. Below the AI response, a blue button says "Ask me more about this plan". At the bottom, a text input field says "Type a new question (e.g., Does my plan cover annual eye exams?)". On the right, a "Citations" panel lists three plans: "Northwind Standard", "Northwind Health Plus", and "Northwind Health Pro", each with a brief description of its coverage. A purple button at the top right says "Preview sample app".

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.

3rd 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" button is also present. At the bottom, a note says "AI-generated content may be incorrect. Make sure it's accurate and appropriate before using it." and a "Read terms" link.

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).

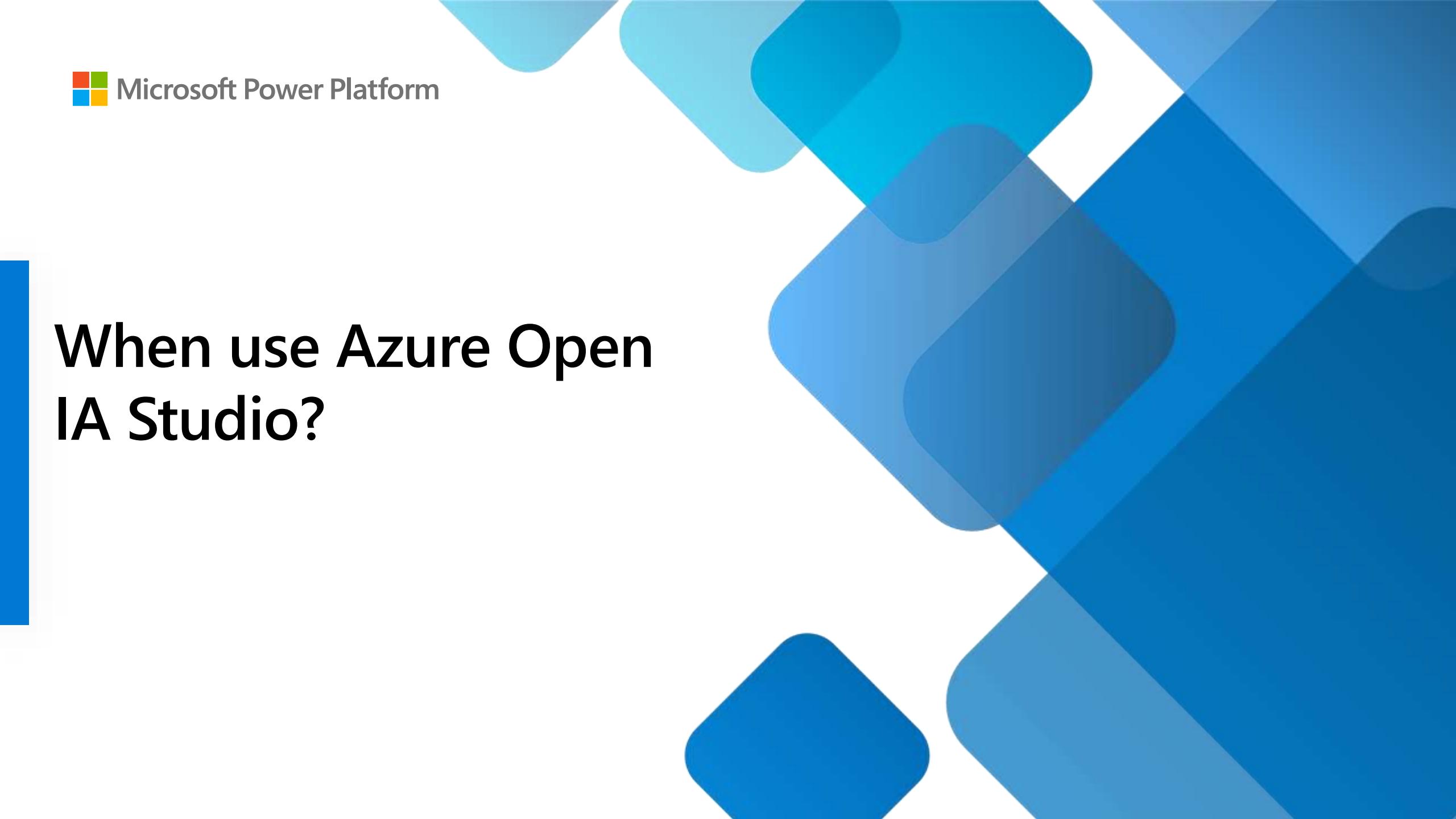
Customer Copyright Commitment

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



When use Azure Open IA Studio?

I want to build a **standalone** Copilot: Which studio is best for me?

- ✓ I want a **low code experience** which empowers both business and pro developers to build copilots.
- ✓ **Speed** and **low ongoing maintenance** is important to me.
- ✓ I want a managed service where **Microsoft manages the infrastructure** for me.
- ✓ I want **built-in security** and **governance**.



...you need



Microsoft Copilot Studio

- ✓ I want to **build** and **manage my own infrastructure** and require **full-lifecycle DevOps support**
- ✓ I want to be able to **train my own large language models**.
- ✓ I have **experienced AI developers** who want a **unified AI platform** for professional developers to build copilots and GPTs.
- ✓ I want to do **image** or **Dall-E generation**



...you need

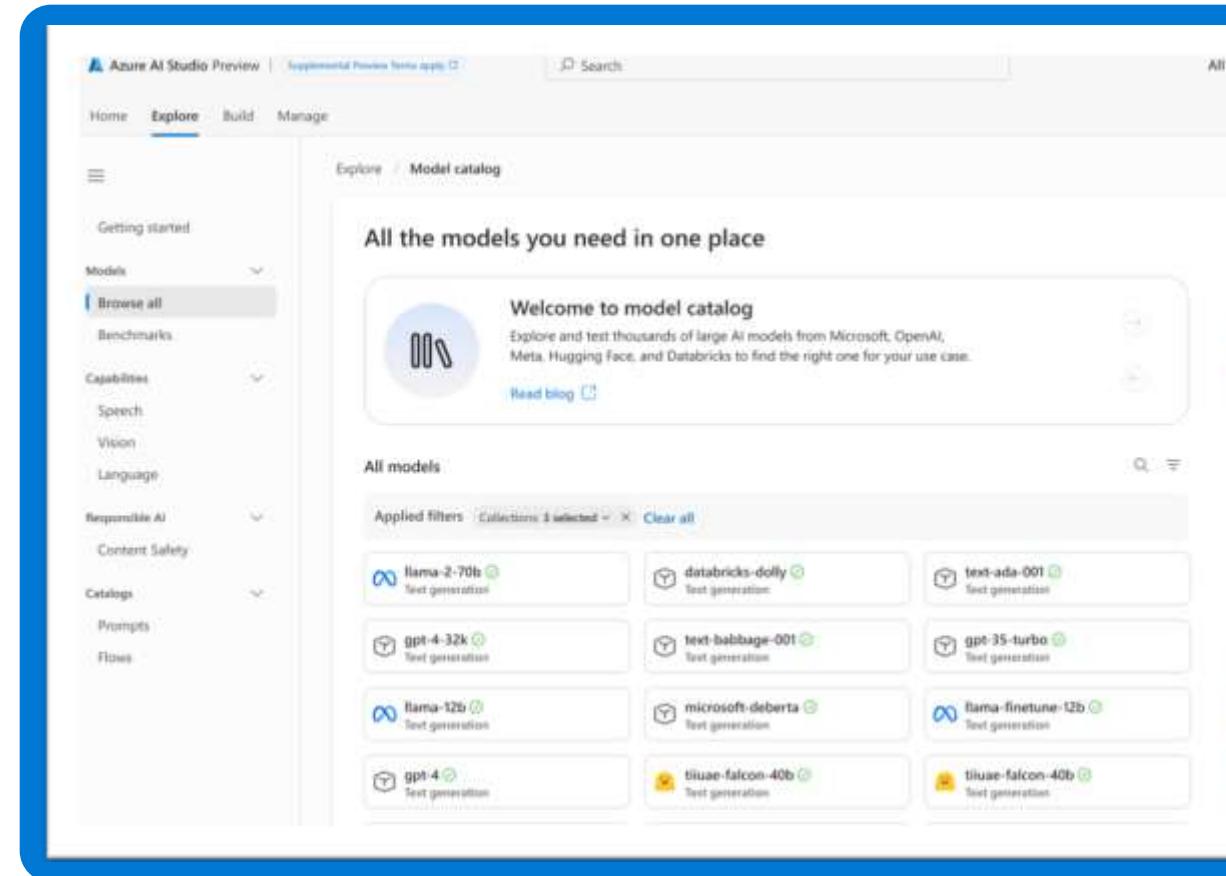


Azure IA Studio

Azure AI Studio

Azure AI Studio provides one single place for AI developers to build and deploy AI solutions:

- **Create and train your own LLM** or leverage one of 1400+ models from OpenAI, Huggingface, Meta and more.
- **Use Azure OpenAI Service** for large pretrained foundation AI models with your data.
- **Data Driven decisioning** enabling you to analyze and interpret data to uncover patterns, identify trends to gain valuable insights
- **Tailor interactions** with individualized information to result in personalized output/recommendations



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 multiple 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

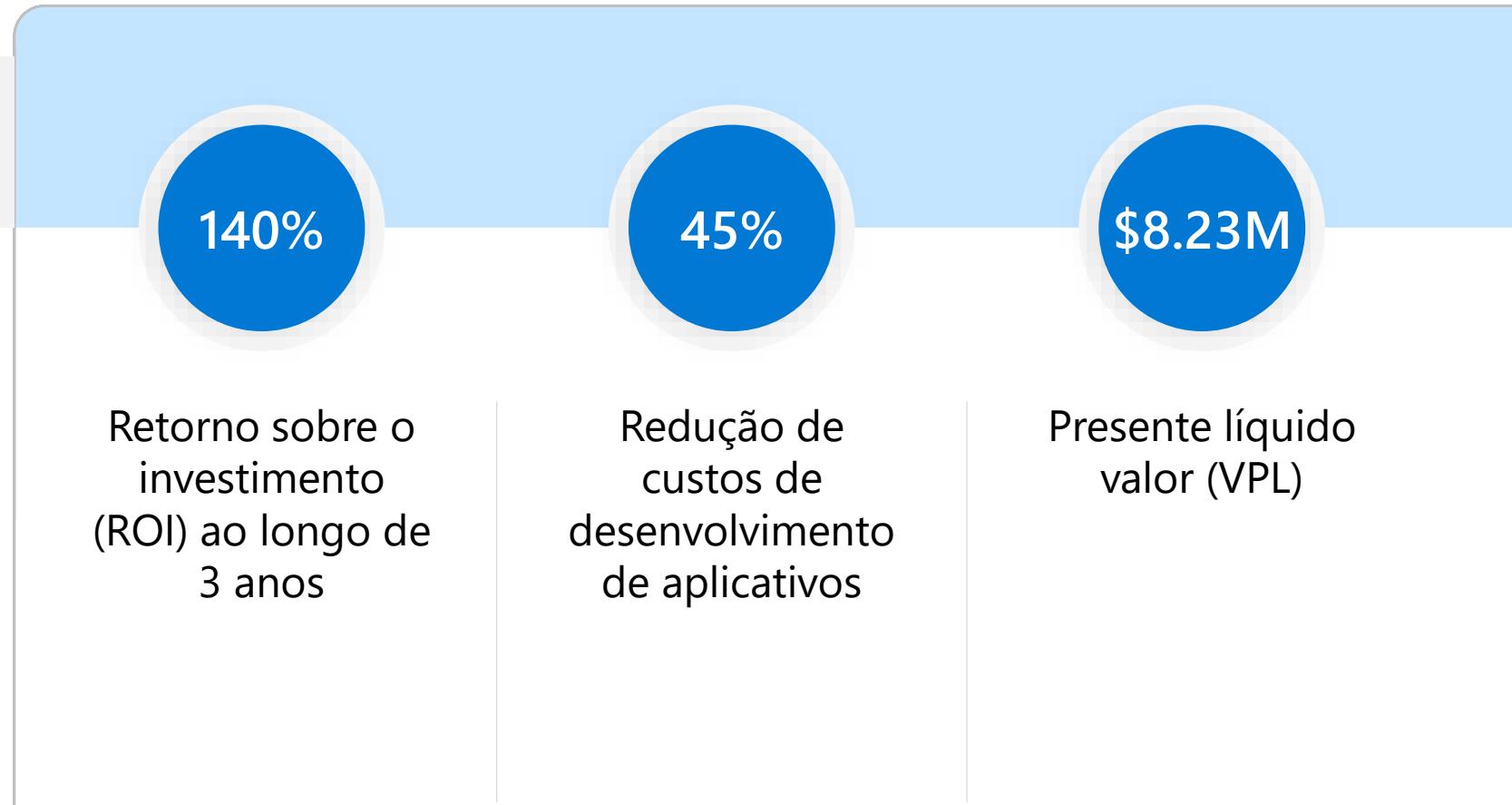
Executive Sponsor ● Governance Lead ● Adoption Lead ● Community and Skilling Lead ● Power Platform Admin ● Pro Devs ● Architect ● Security

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%

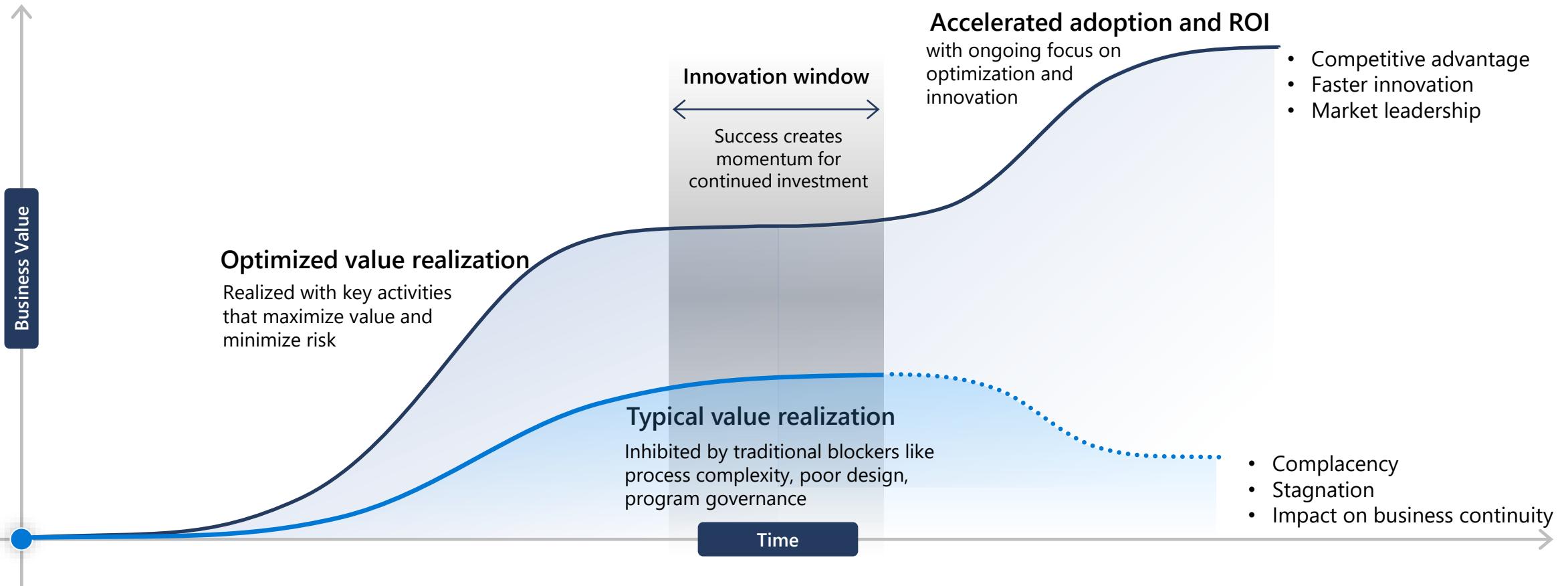
Cost reduction using Power Platform and Azure due increased DevOps efficiency a reducing spending third-party solution

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 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



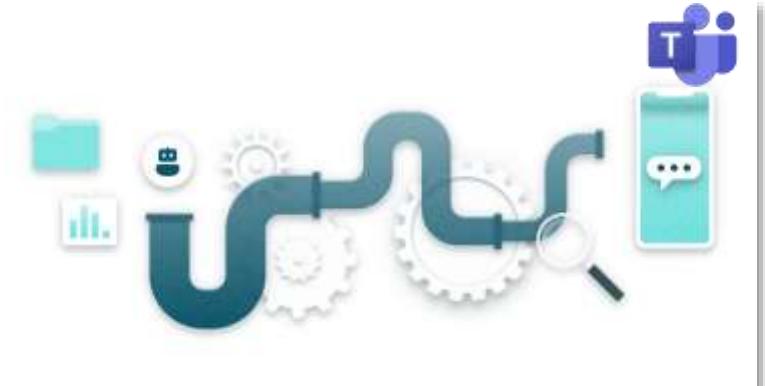
Desenvolvimento de aplicativos

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**

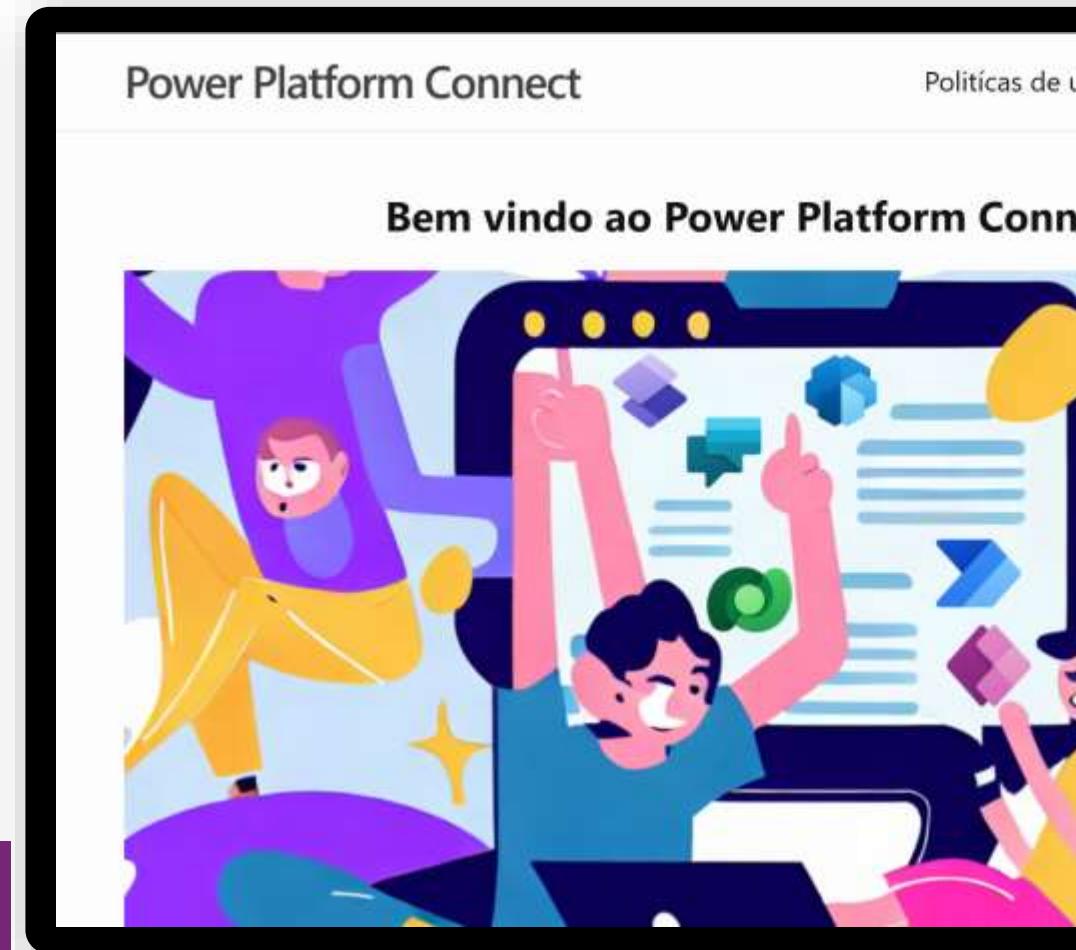
Power Platform Connect

Site mantido pelos especialistas em Power Platform da Microsoft Brasil.

Nele você encontrará:

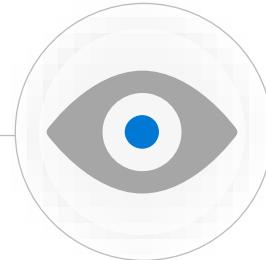
- ❖ **Links** para a **documentação oficial** de todos os produtos da Power Platform
- ❖ **Materiais** utilizados nos eventos conduzidos pelos times de especialistas
- ❖ **Notícias** sobre a Power Platform e **oportunidades de treinamento**
- ❖ **Espaço de discussão** para você esclarecer suas dúvidas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

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



Acelere sua jornada low-code com nosso guia de adoção

Planeje



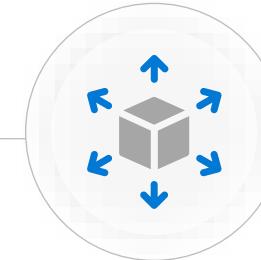
- Kickoff
- Equipe do projeto
- Patrocínio executivo
- Estratégia e visão de adoção
- Critérios de sucesso
- Plano de gerenciamento de mudanças
- Prontidão
- Estratégia de treinamento

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

Thanks !

Ricardo de Souza

Technology Specialist - Power Platform

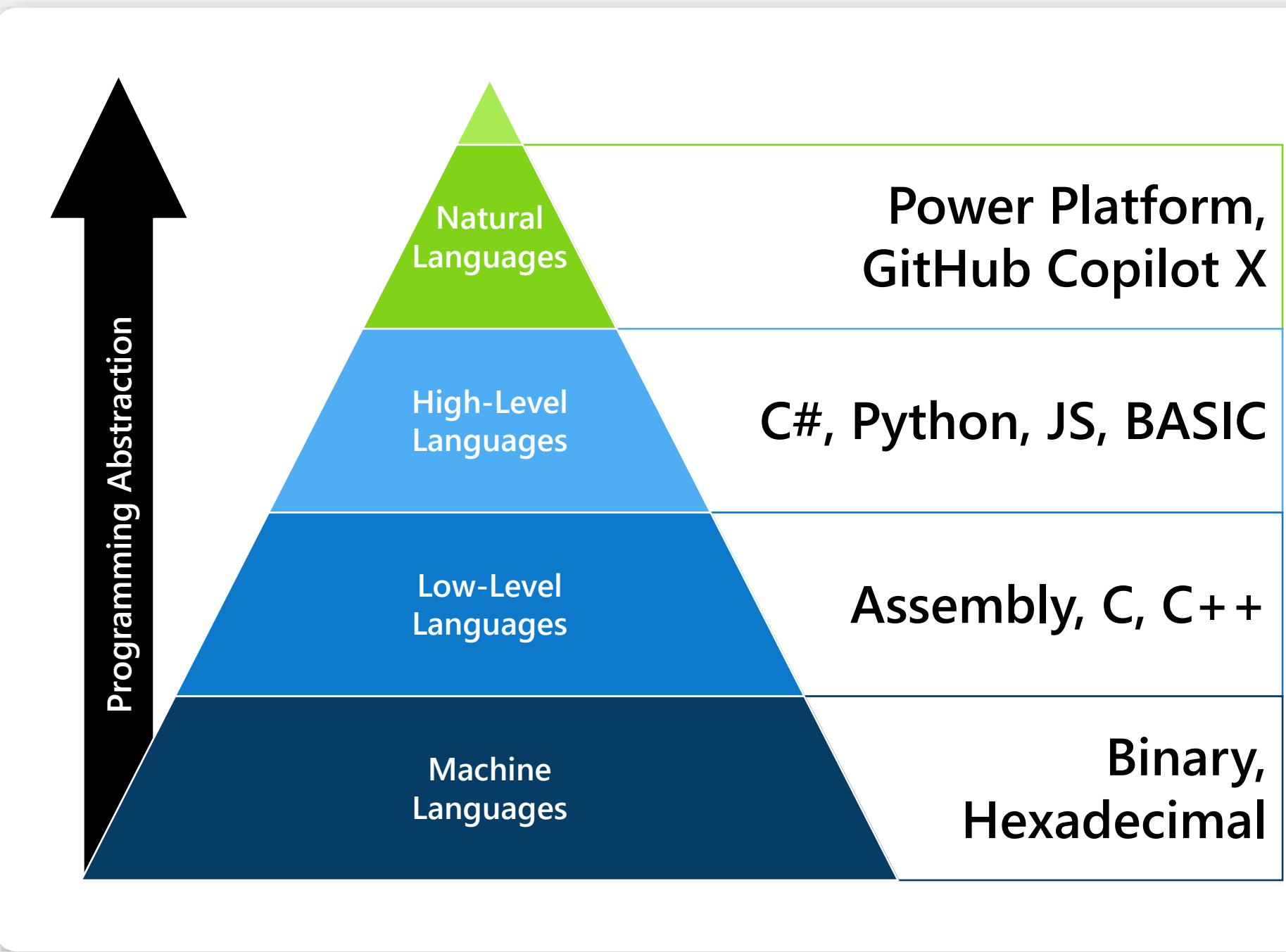
✉ rdesouza@microsoft.com

.linkedin https://www.linkedin.com/in/ricardodesouza/

Additional slides

Power Platform and AI

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



What AI does for Power Platform

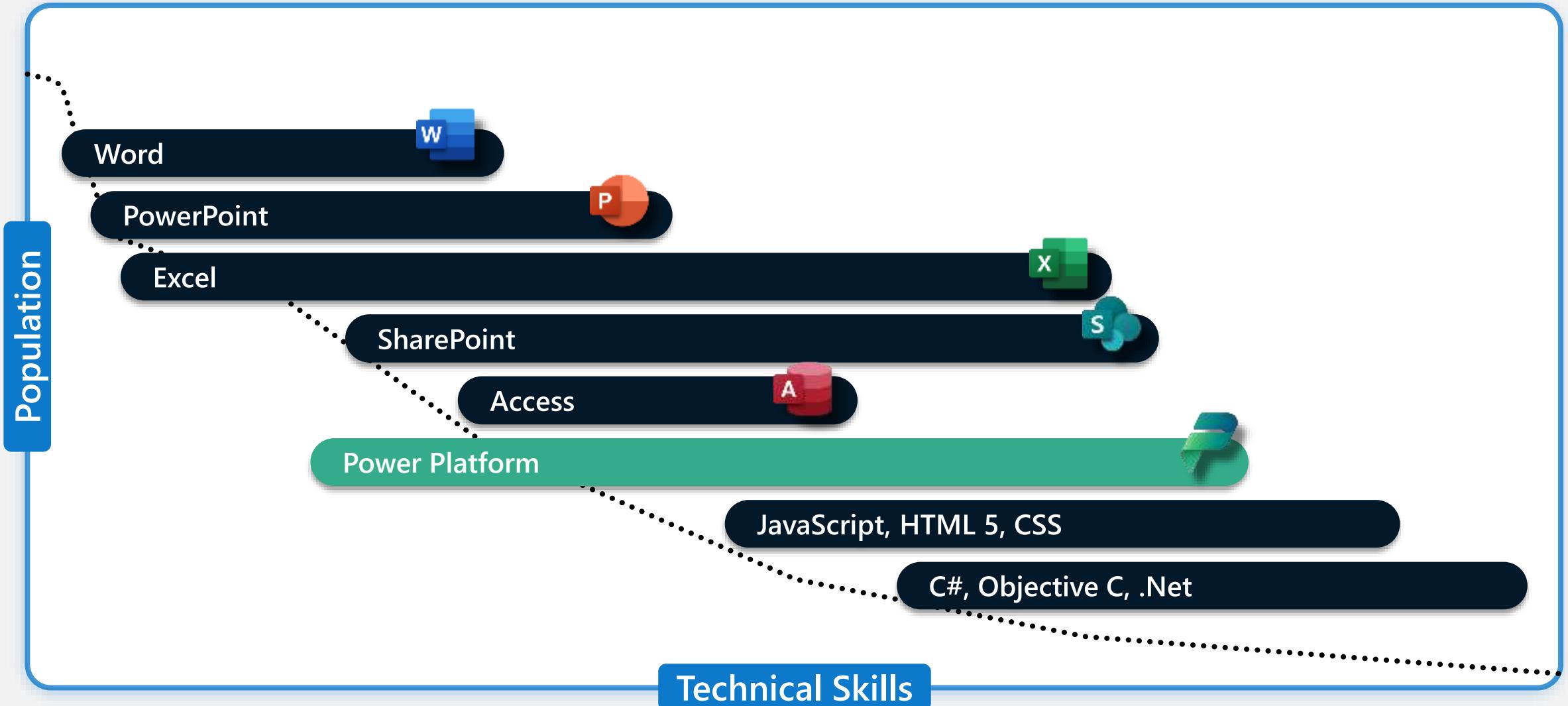


Easier to **make** apps,
automations, copilots, and sites

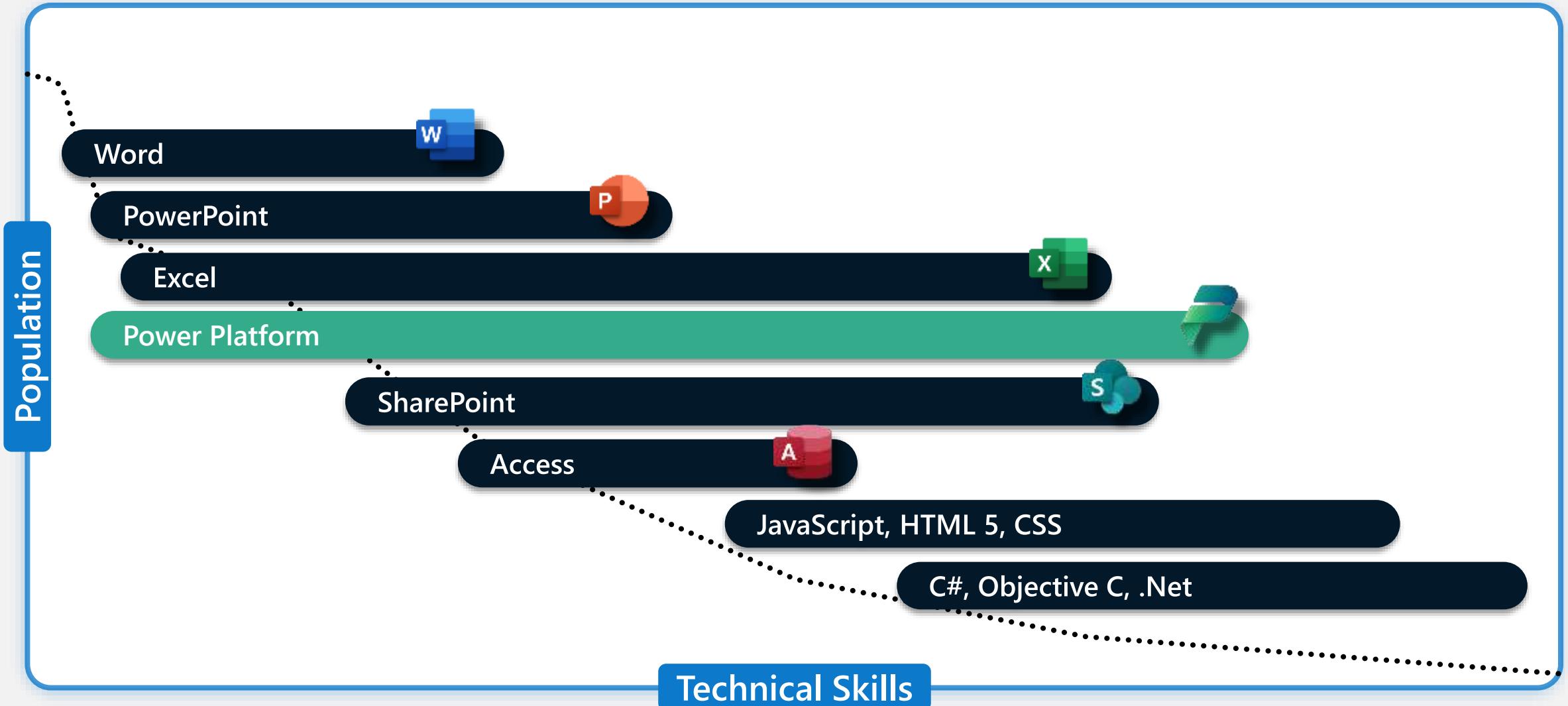
Richer to use apps,
automations, copilots, and sites



Low Code Adoption



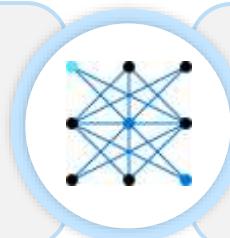
Low Code Adoption + AI Copilot



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.¹



74%

say AI enables them to focus
on more satisfying work.¹

\$46,511

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

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">• Learn about feature and any prerequisites (e.g. geography availability, language availability)• Understand how to enable feature within tenant or admin portal if required
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">• Learn about feature and any prerequisites (e.g. geography availability, language availability)• Read details around availability of preview feature and limitations• Understand how to enable feature within tenant or admin portal if required
Limited Preview	Controlled test for a small group of customers. It is used to test new product capabilities.	<ul style="list-style-type: none">• Learn about feature and any prerequisites (e.g. geography availability, language availability)• Read details around limitations and signing-up, opting-in, or getting access to feature• Understand how to enable feature within tenant or admin portal if required. SLAs may vary
Private Preview	Controlled test for a small group of customers. Typically invite-only and requires an NDA.	<ul style="list-style-type: none">• Learn about feature and any prerequisites (e.g. geography availability, language availability)• Customers invited experience a formal evaluation program.

[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.

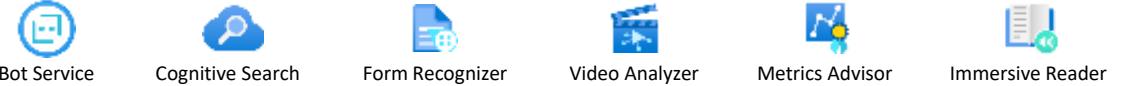
 Microsoft

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

ML Platform



Azure Machine Learning

 OpenAI

 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
Security & Data Privacy	Enterprise Security, RBAC, Customer-Managed Keys	Basic Security
Compliance	SOC2, ISO, HIPAA, CSA STAR	None
Reliability	Azure SLA	No SLA
Responsible AI	Built-in, enterprise-grade, low latency moderation, and harm prevention	Separate Safety Classifier (adds latency)
Holistic Solution	OpenAI Models, Complete AI Solution, and a Complete PaaS	Advanced LLM & Image Generation, Basic Speech
APIs	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

