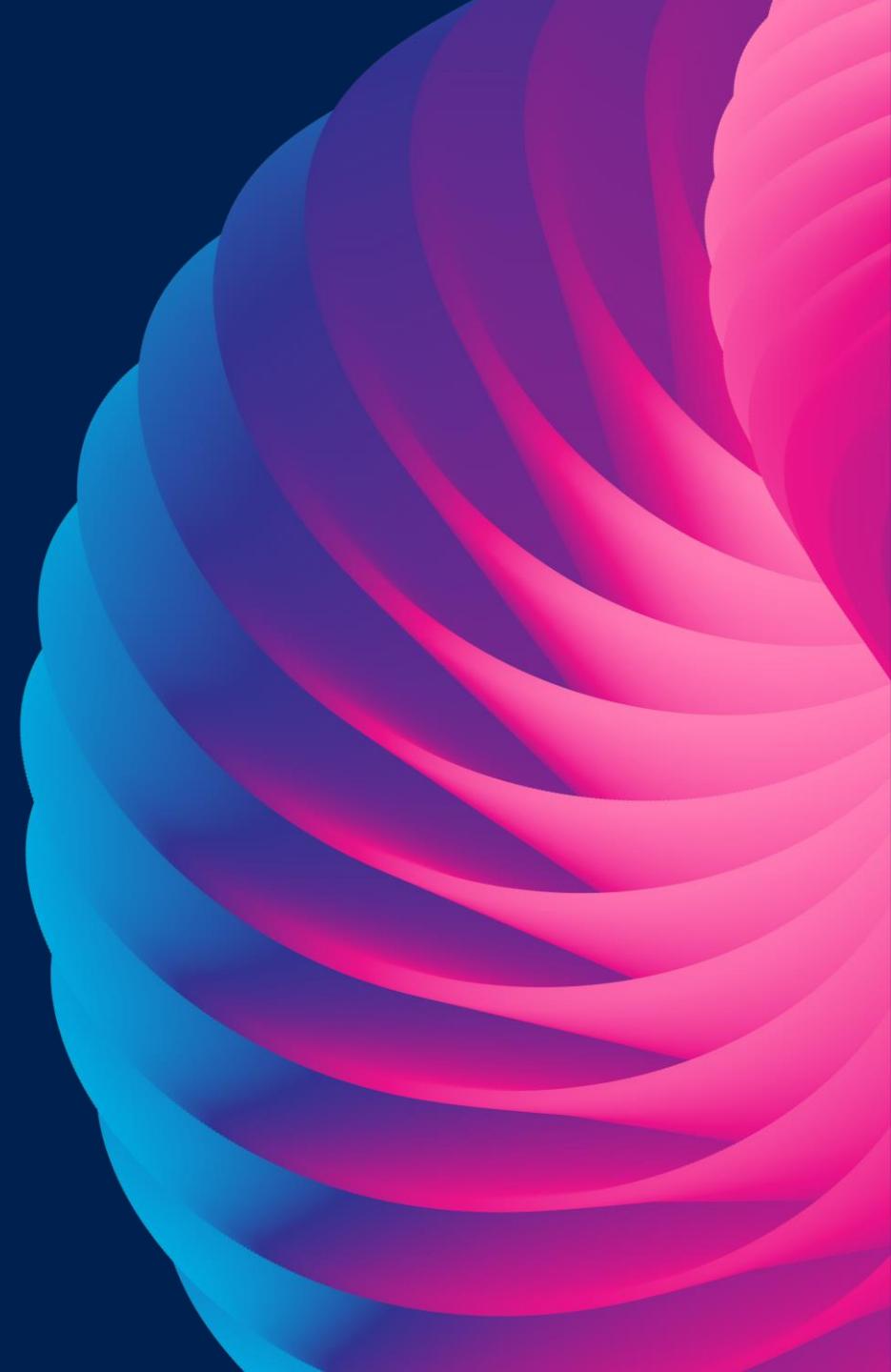




Best practices for ISVs to bring AI solutions to market

Sharka Chobot
Chief Transformation Officer
Sharka@neuralimpact.ca
www.neuralimpact.ca



Sharka Chobot



- Chief Transformation Officer
- Creator of the CRM Product Category
- 30 year marketing executive (Simply Acctg (Sage), Pivotal CRM, ATI Technologies, Epicor ERP/Vantage Point, Tailwinds Software)
- Professor Marketing & Behavioral Science
- Advisor to 100's of Microsoft Partners and ISVs around the globe



Neural Impact

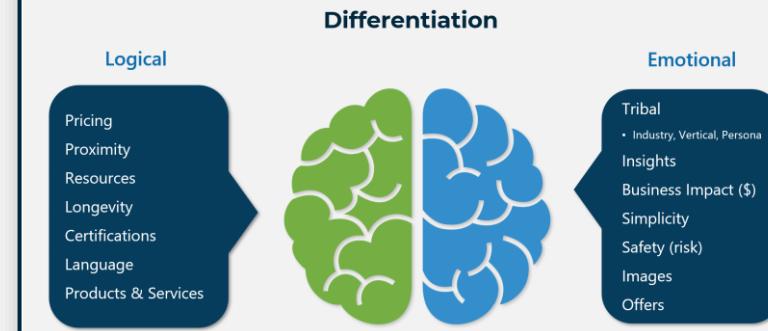
[Meet Neural Impact video >](#)

15 years working w Microsoft ecosystem

99% of Clients
Microsoft Partners
Around the World



Experts in
Neuroscience



Specialize in Customer
Acquisition & SaaS
Transformation Strategy
Development

Modern Digital Marketing

Accelerated Customer Acquisition

Cloud/SaaS Transformation

10 Best Practices

Define the Compelling Value Proposition

Increase Relevance with Vertical Use Cases

Define Target Market Segment & Buyer Persona – Who has this Intense Problem?

Research Competitors

Define your Tiered Pricing Model & Offers

Pilot not POC - Define Key Emotional Business Drivers

Build out High Value Emotional Marketing Assets

Create a Product Conversion Landing Page

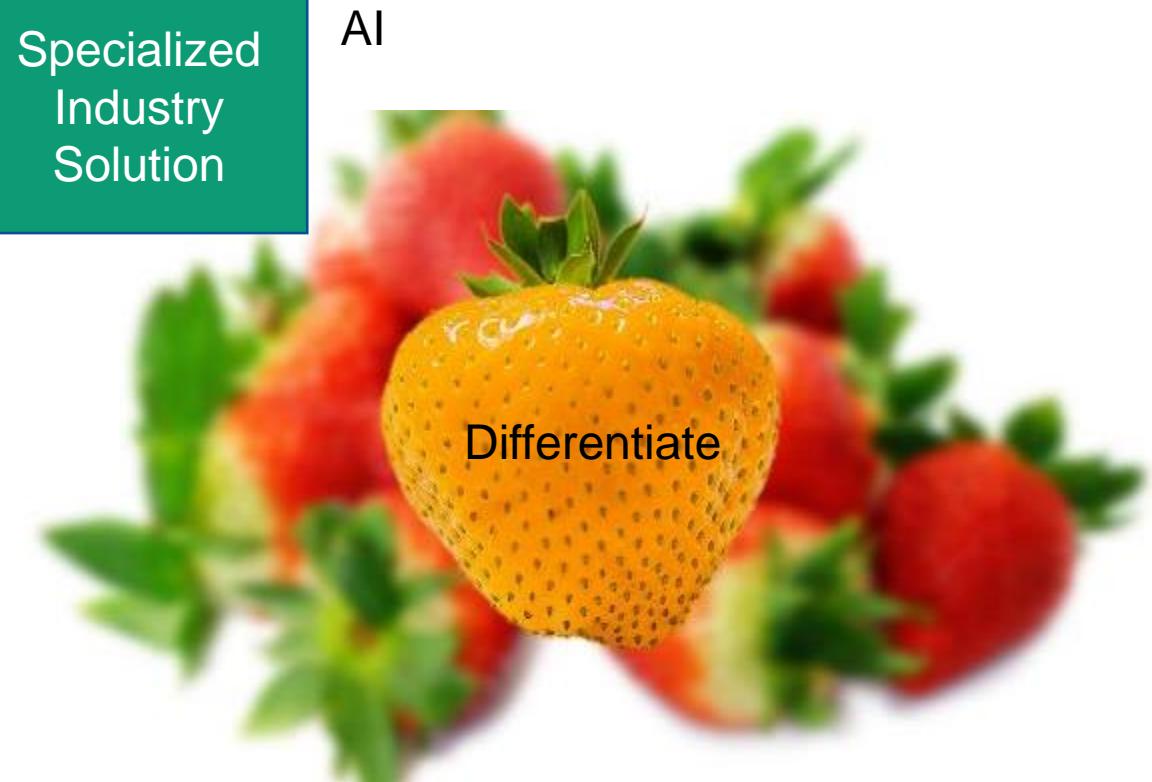
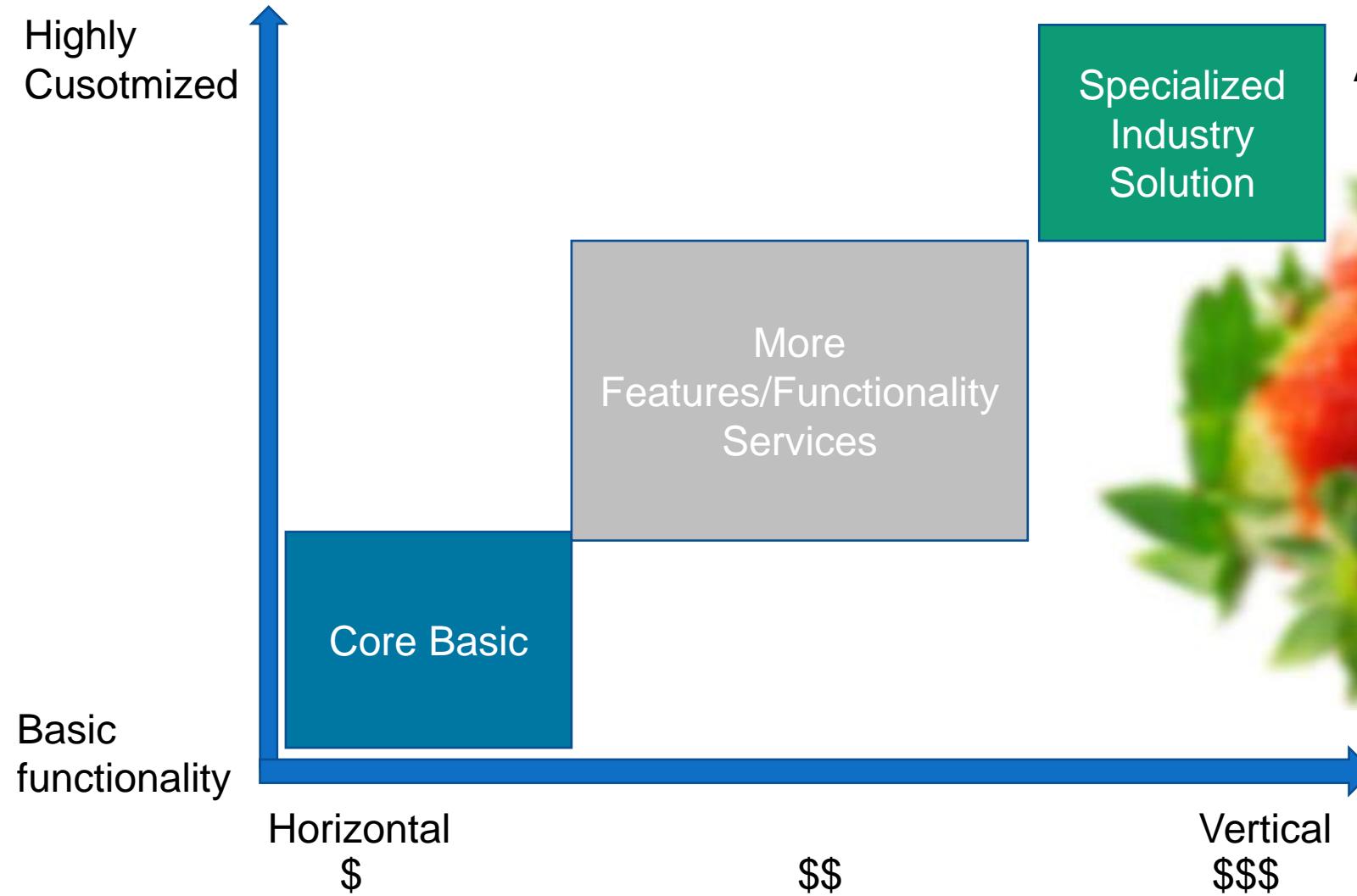
Publish Solution on the Marketplace with a Trial

Secure Reference Customer(s) & Case Studies w ROI



AI=Emotional
Fear + Risk

Differentiation + Price





NOT About the “technology””



Business impact from Copilot

46%

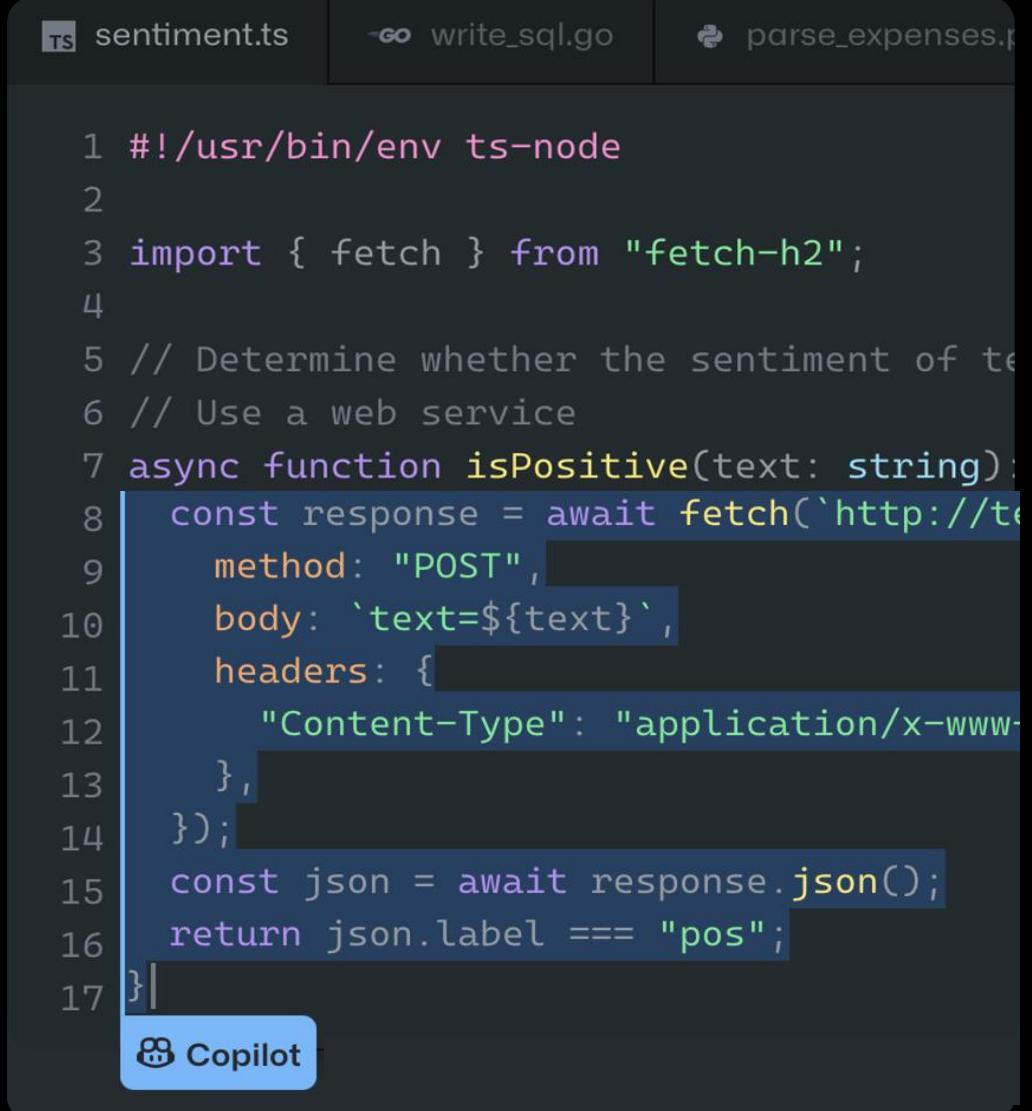
of new code is now written by AI

55%

faster overall developer productivity

75%

developers feel more focused on satisfying



A screenshot of a code editor interface showing a file named 'sentiment.ts'. The code is written in TypeScript and uses the 'fetch' API to determine the sentiment of a given text. The code is partially highlighted in blue, indicating it was generated by Copilot. A blue button at the bottom right of the code area has the word 'Copilot' on it.

```
1 #!/usr/bin/env ts-node
2
3 import { fetch } from "fetch-h2";
4
5 // Determine whether the sentiment of te
6 // Use a web service
7 async function isPositive(text: string)
8 {
9     const response = await fetch(`http://te
10     method: "POST",
11     body: `text=${text}`,
12     headers: {
13         "Content-Type": "application/x-www-
14     },
15     const json = await response.json();
16     return json.label === "pos";
17 }
```

Copilot

Solution Value Proposition Process

*What is the Job
the AI solution
is doing?*

*Pain your AI
solution
Solves?*

*Reward and
benefit of
your AI
solution*



Define Target Market Segment

- **Micro Vertical** (Bank, Credit Union, Wealth Mgmt)
- **Company Size** (Employees, Revenue)
- **Type of Organization** (Fed, Prov, Local)
- **Common Needs** (start up, fast growing)
- **Tech Capabilities** (no IT, resources, IT dep't)
- **Geographic** (Europe, N.A., Asia)



Target Segment 1

Common
needs?

Target Segment 2

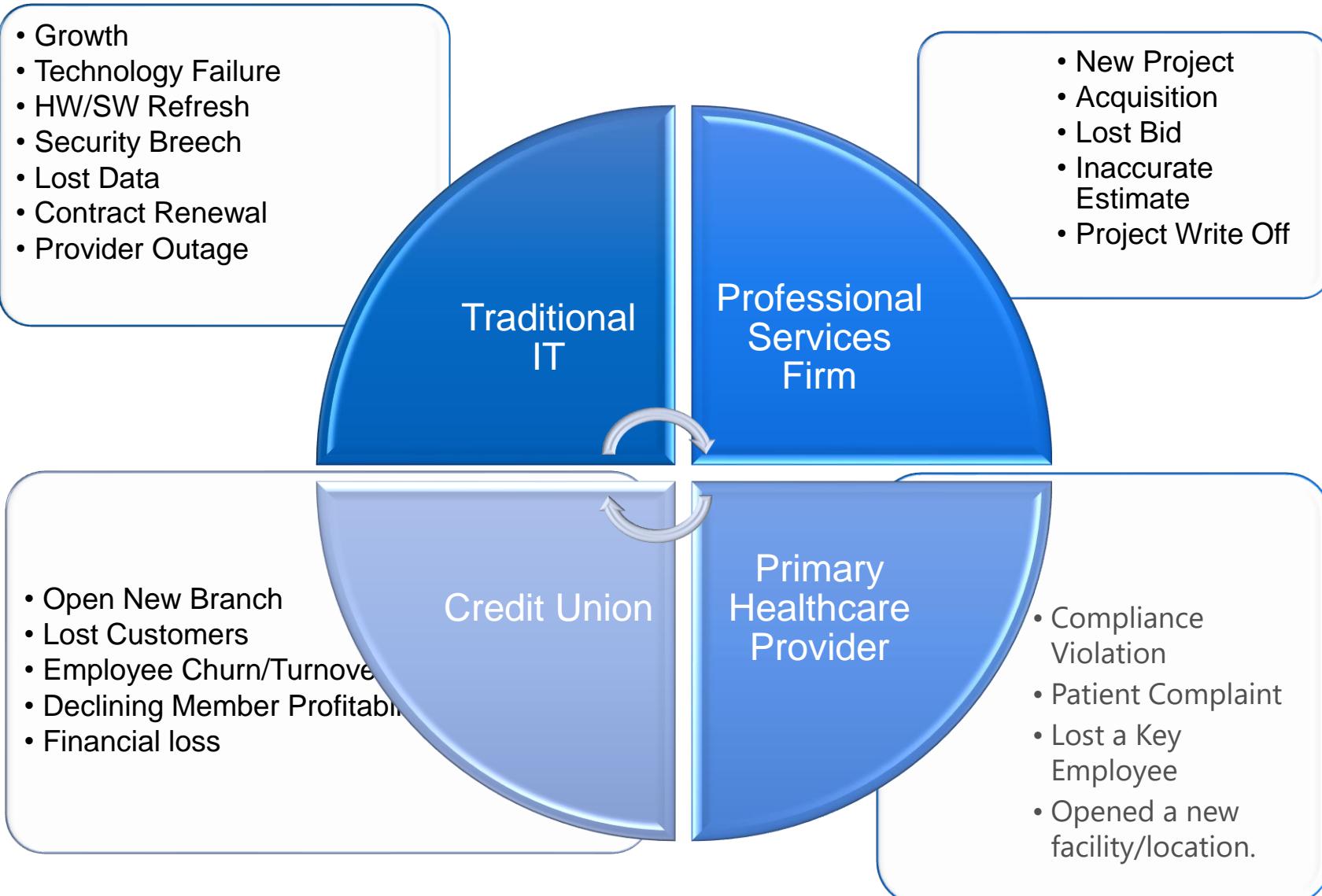
Unique buying
behavior?

Target Segment 3

Core
problems/pains
?

Project Trigger Events

Customer Funded R&D



Industry Messaging

antares

About ▾ Industries ▾ What We do ▾ Case Studies Insights ▾ Contact us

Qbot Services Help Students Reach Their Full Potential

Enhance remote learning by creating a teaching and learning community and personalising the student experience using world-first AI infused technology.



First name

Last name

email@website.com

us Your phone number

Company name

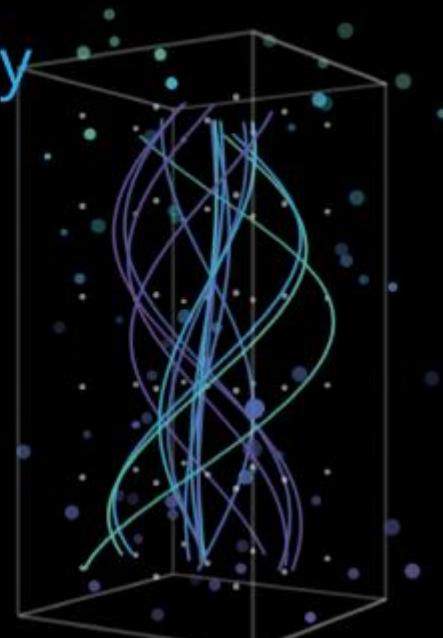
Start Exploring QBot

Using AI responsibly in Manufacturing

AI technologies are reshaping the way organizations across industries do business. Manufacturing is no different.

Successfully integrating AI into the factory of the future requires business leaders to practice big-picture thinking that considers not just what AI **can** do, but what it **should** do.

At Microsoft, we are collaborating with customers, partners, experts, and industry leaders to create a collective approach to engaging with AI in a responsible way. As you navigate what this shift could mean for manufacturing and industry, we'd like to share key insights and perspectives that we've learned along the way.



Risks

Security and compliance

Keep critical information safe while ensuring operations comply with regulations and smart products respect privacy

System design

Apply practices and tools to reduce bias, improve accuracy and strengthen data for training of AI systems

Simulations and digital twins

Assessing and mitigating risks before production saves effort and improves reliability

Safety and reliability

Autonomous systems should have failsafe components for humans to override



Current Customers

vs

New Cloud Customers



Customer Niche



Entrepreneur

Up to 2,000 subscribers

Growing business

Up to 50,000 subscribers

High volume sender

More than 50,000 subscribers

Decision Making Target Personas

What They Care About....



Leadership Team
Owner, CEO, CTO, CIO

- ROI
- Strategy and differentiation
- Market share
- Competition
- Regulations and Compliance
- Innovation
- ...



Business Community
Sales, Marketing, HR, etc.

- KPIs
- Success
- Growth
- Skills and Capabilities
- Business Impact
- ...



IT Community
Data Scientists, Machine Learning Engineers,

- IT Environment
- Functional Requirements
- Current State Requirements
- Data & Cloud
- Security and Governance

Optimized Solution Landing Page

ENGAGE SQUARED 



The screenshot shows the Board Connect landing page. It features a large 'B' icon and the text '#1 BOARD MANAGEMENT SOFTWARE FOR MICROSOFT TEAMS'. Below this, there's a section titled 'STREAMLINE YOUR BOARD AND COMMITTEE MEETINGS' with a sub-section about preparing meeting material. A 'Get started' button is at the bottom left. On the right, there's a mobile phone displaying the Microsoft Teams interface with the Board Connect app integrated.

B Board Connect

#1 BOARD MANAGEMENT SOFTWARE FOR MICROSOFT TEAMS

STREAMLINE YOUR BOARD AND COMMITTEE MEETINGS

Preparing and reviewing material for board meetings can be extremely time consuming and intensive – for the board secretary, senior leaders and board members themselves.

Now it's made a whole lot easier with **Board Connect** for Microsoft Teams

Get started

Made for Microsoft Teams
The fastest growing business app in Microsoft history

Want to speak to someone from the team?

[Book a demo](#)

Client testimonials

Board Connect streamlines the workload for modern boards



Enhances decision-making

- Built on Microsoft Teams, which 91% of Fortune 100 companies are already using
- Simple, logical interface
- Only very minimal training required



Familiar, easy to use interface

- Puts relevant, accurate material at every board member's fingertips, when and where they need it
- Improved access to information and effective collaboration enabled by Microsoft Teams can lead to a 17.7% improvement in time-to-decision*



Huge time savings

- Less collaboration over email
- No more version control issues or lost documentation
- Clarify minor issues prior to board meetings, so precious face-to-face time can be spent resolving bigger concerns

*Forrester, Total Economic Impact of Microsoft Teams, 2019

Build High Value Emotional Conversion Assets



CRAIG LUTSI
DYNAMICS AX & CRM PRODUCT SPECIALIST

Shepherd Color Company— Why Microsoft?



Whitepaper:
Revolutionising retail practices

Find out how Tiliter's AI technology increases retailers profits while offering an outstanding shopper experience and accurate inventory management.

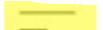
[LEARN MORE](#)

Digital			
Search Optimization	Content Marketing	Trials	Conversion
Social Media	Whitepapers	Call to Actions	Case Study Videos
Blogs	Nurture email	Value Content	Thought Leadership
Videos	Infographics	Video Product Demos	Education



Tiliter Recognition API
Integrate Tiliter AI into your existing hardware

Tiliter Launches Product Recognition API

[Home](#)[What we do](#)[DNA Testing](#)[Shop](#)[Blog](#)[Reviews](#)[Register/Login](#)[Shop Now](#)

More On DNA Testing

We look at over 900,000 SNP's and use the latest AI powered software to analyse over 80 million variants that significantly influence your health.

[Shop Now](#)[How It Works](#)[What Are We](#)

Proof



Artificial Intelligence

Artificial Intelligence (AI)

I am interested

Artificial intelligence is the oil of the 21st century. It removes inefficiencies, eliminates human labour, and replaces experience. But to enable it to do this, we teach it, preferably using data. Using your data. What can artificial intelligence not replace? Empathy and understanding. At Adastra and Blindspot Solutions we arrange and streamline the rest.

Fraud detection

When detecting fraudulent behaviour, you must look for context within data, taking into account hundreds or thousands of indicators and data units. Artificial intelligence constantly updates the rules for detecting suspicious behaviour and continuously learns from new data. We make it ever harder for fraudsters.

[Artificial Intelligence \(AI\) / Adastra](#)

30%

The number of order frauds per telephone operator decreased by 30%. Artificial intelligence has been outstanding in its detection of fraudulent behaviour. The incidence of false positives was minimal.

Publish on Digital Marketplaces

Activate over **90,000 global reseller partners**

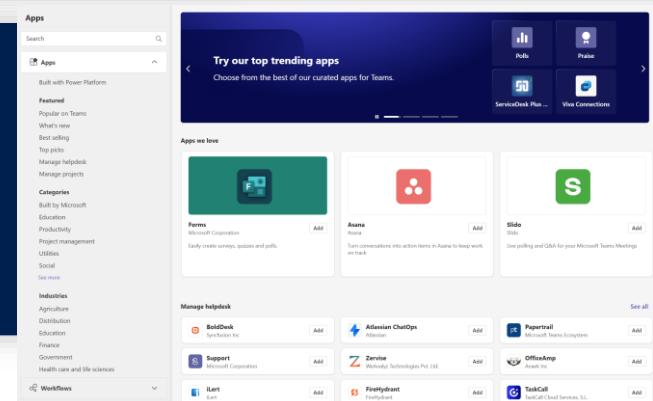
Engage with Microsoft's global **15,000 sellers** in joint selling



5 million monthly visitors



Category and workload
building blocks for Azure



Marketplace Trials



GET IT NOW

Pricing
Free

Products
Outlook

Publisher
Fiind Inc.

Acquire Using
Work or school account
Microsoft account

Version
1.0.0.0

Updated
3/6/2019

Categories

Fiind AI: The Intelligent Sales Assistant

save for later

Fiind Inc.

★★★★★ (0) [Write a review](#)

Overview

Reviews

An intelligent data assistant that supplies insights and analysis on prospects & current customers.

Fiind AI works alongside you to discover where the best industry opportunity is, which specific prospects are ideal for you, and insights into the challenges these companies face—all before sending an email or picking up the phone.

Use this tool to gain insights into:

- Business and Technology signals a company broadcasts
- Technology & Cloud stack data
- Comparative health using 6 key metrics

Work with Fiind AI to discover key signals that drive change in your industry. Get started for free now at <https://mspartners.fiind.ai> and start using Fiind AI. Stay ahead of the curve.

The screenshot shows the Fiind AI software interface. At the top, there's a navigation bar with categories like 'Overview', 'Signals', 'Tech Stack', 'People & Skills', and 'Geography'. Below the navigation is a search bar with 'Contoso LTD' and a dropdown for 'select Domain'. The main area displays a company profile for 'Contoso LLC' (a fictional company used by Microsoft as an example). It includes sections for 'Employees: 55,000', 'Industry: Manufacturing', 'Location: Georgia', 'NAICS Code: 335423', and 'SIC Code: 3354'. There are also 'Core Health Indicators' with metrics: Propensity for Modernization (83), Cloud & Technology Stack (90), and Cyber Security (81). A large circular arrow icon is overlaid on the interface.

Overview



Secure Reference Customers



Customer story

Improving safety in manufacturing settings

ASUS AICS developed an AI solution that can identify and prevent potential safety risks through AI deep learning models. Using image analysis, AI can proactively predict and prevent future risks—as well as create a knowledgebase to improve worker safety training.

[Learn about ASUS and AI >](#)

?

Pricing??



Your Cost

Popular
Compute
Networking
Storage
Web
Mobile
Containers
Databases
Analytics
AI + machine learning
Internet of Things
Integration
Identity
Security
Developer tools
DevOps
Management and governance
Media
Migration
Mixed reality
Hybrid + multicloud

 **Azure AI Bot Service** i

Create bots and connect them across channels

[Add to estimate](#)

 **Azure Cognitive Search** i

Enterprise scale search for app development

[Add to estimate](#)

 **Microsoft Genomics** i

Power genome sequencing & research insights

[Add to estimate](#)

 **Azure Machine Learning** i

Use an enterprise-grade service for the end-to-end machine learning lifecycle

[Add to estimate](#)

 **Machine Learning Studio (classic)** i

ML Studio is the GUI-based integrated development environment for constructing and operationalizing Machine Learning workflows

[Add to estimate](#)

 **Azure AI services** i

Add cognitive capabilities to apps with APIs and AI services

[Add to estimate](#)

 **Azure Open Datasets** i

Cloud platform to host and share curated open datasets to accelerate development of machine learning models

[Add to estimate](#)

 **Azure OpenAI Service** i

Apply advanced coding and language models to a variety of use cases

[Add to estimate](#)

 **Health Bot** i

A managed service purpose-built for development of virtual healthcare assistants

[Add to estimate](#)

 **Azure AI Metrics Advisor** i

An AI service that monitors metrics and diagnoses issues

[Add to estimate](#)

 **Azure AI Document Intelligence** i

Accelerate information extraction from documents

[Add to estimate](#)

 **Azure AI Video Indexer** i

Easily extract meaningful insights from audio and video files using media AI

[Add to estimate](#)

Cost Risk Factors

Data Collection and Preparation:

High-quality data is essential for training AI models. Collecting and preparing large datasets can be expensive.

Computing Resources: Training and running AI models require significant computational power.

Model Development is complex and time-consuming that requires data scientists and machine learning engineers.

Algorithm Complexity: More complex algorithms require more time and computational resources, memory and storage to train and run.

Tuning the hyperparameters of AI models to optimize their performance can involve running multiple experiments, which can be computationally intensive and time-consuming.

Scalability: As AI systems grow and handle larger workloads, the cost of scaling up infrastructure and adapting software to handle increased demands can become significant.

Ethical and Regulatory Compliance

Customization and Integration: Tailoring AI solutions to specific business needs and integrating them into existing workflows can be complex and costly.

Storing large datasets and model parameters can require substantial storage resources, and the associated costs can increase with the size of the data.

Training and Education: Training employees to work with AI systems effectively can be an ongoing expense.

Unforeseen Challenges: Issues and challenges that arise during the development, deployment, or operation of AI systems.



Customer Funded R&D

POC Vs Pilot

**Ensure Buy-in with
Quick ROI Proof**



Cost Plus Model



Let me think about it.

Its complicated.

Can't tell you.

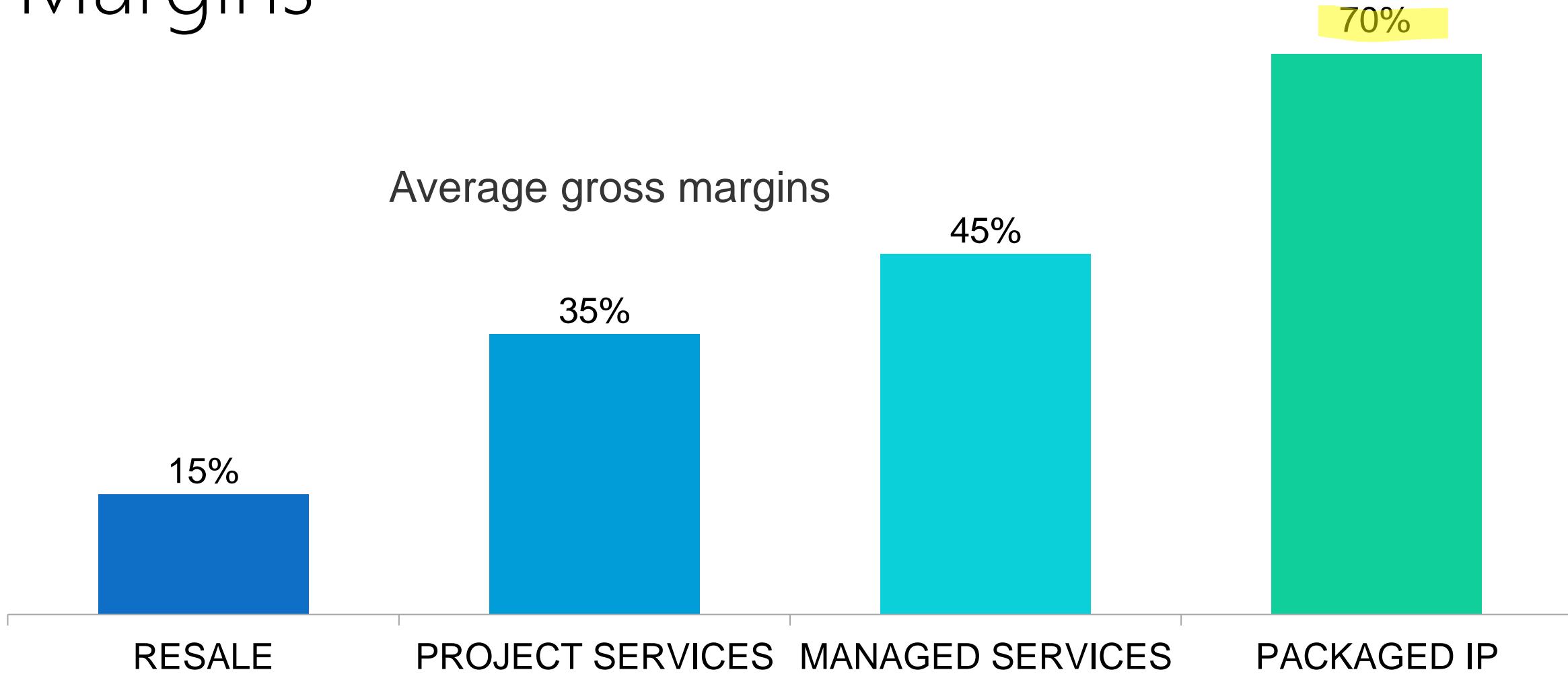
It depends.

I'll send you a proposal
in 2 weeks.



Margins

Average gross margins

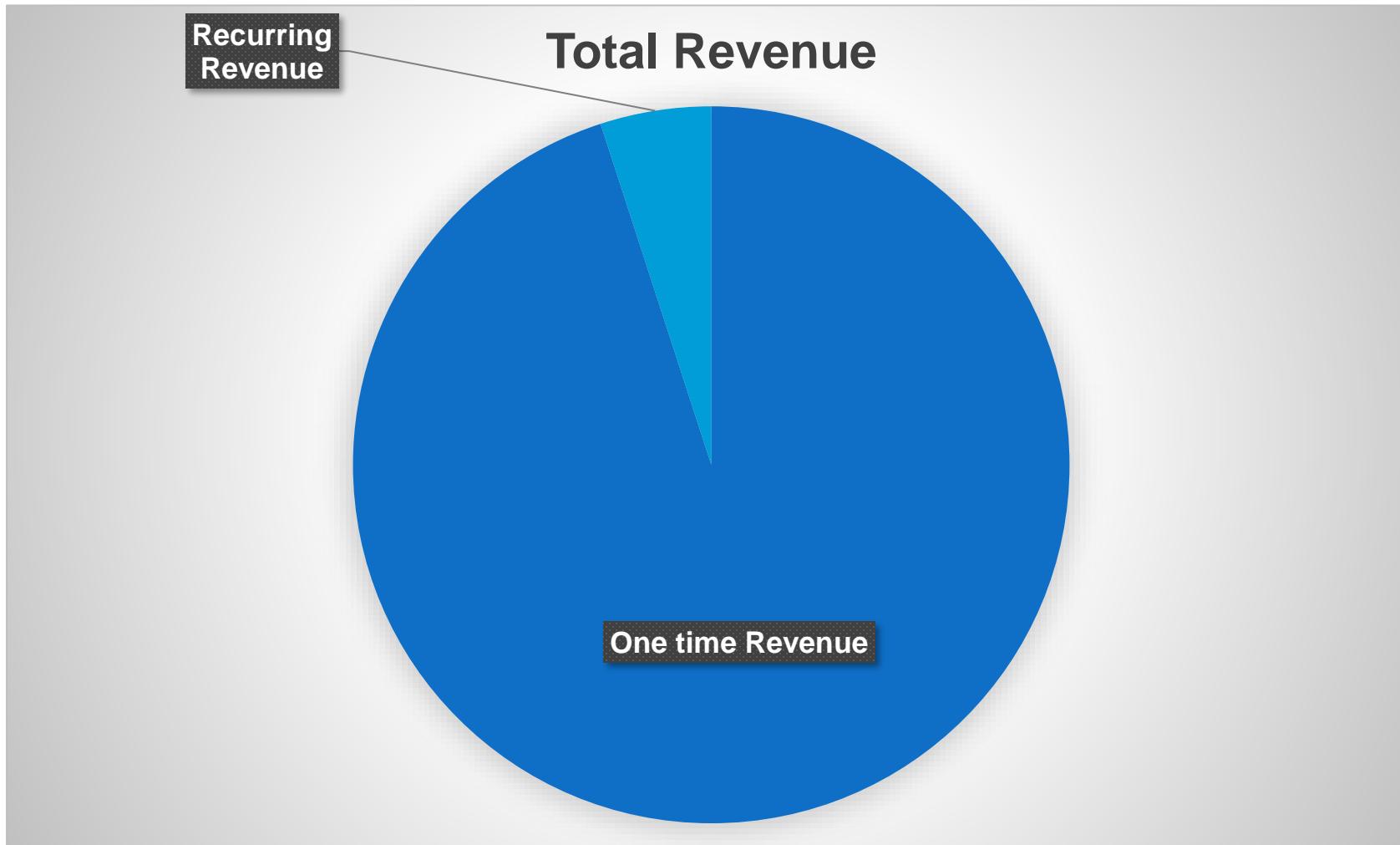


Value Based Pricing: What will the market bear?



Online Shopping Made Easy
Consumer Queries Resolved Faster & More Accurately
Frauds Prevented – bank security
Farmers Producing More Crops with Less Resources

Shift from One time to Recurring Revenue



Consumption Based Pricing Models

Pay-as-You-Go

Actual amount of resources or services used

Per-User Pricing

Billed based on the number of users or licenses they require

Data Volume Pricing

This model charges customers based on the volume of data they store, process, or transmit. It is often used in data storage and data processing services

i.e. Token

Metered Pricing

Similar to pay-as-you-go, but more granular. Customers are billed for specific actions or events, such as API calls or the number of transactions processed

Event-Based Pricing

Charges customers for specific events or occurrences, such as notifications sent, messages processed, or actions taken. It's prevalent in IoT and messaging platforms

Bandwidth or Traffic Pricing

Used by content delivery networks (CDNs) and internet service providers (ISPs), customers are billed based on the amount of bandwidth or data transfer they consume

Usage-Based Licensing

Software vendors offer flexible licensing options where customers pay based on the number of active users or the level of usage of the software

Freemium Model

Offer a basic version of for free & charge for premium features or usage above a certain threshold. This can attract a wide user base and convert some into paying customers

Hybrid Models

Combine multiple pricing models to cater to different customer segments or use cases. For example, offering both pay-as-you-go and tiered pricing options

A close-up photograph of a shark's head, showing its eye, nostril, and mouth. The shark has a light blue-grey coloration on its upper body, transitioning to white on its belly. Its skin is textured with small scales and some darker spots. The background is a dark, solid blue.

Research Competitors
Substitutes?

Tiered Transparency



Project Ares Academy

Ideal for...

Cloud Access to Media Center
Up to x Mini Games
Up to 3 Battle Rooms

\$89/month

Individual users are deployed in a global enclave within the cloud

Project Ares Professional

Ideal for...

Cloud Access to Media Center
Up to x Mini-Games,
Up to x Battle Rooms
Choose from x Missions

\$450/month

Individual users are deployed in a global enclave within the cloud

Project Ares Academy PLUS

Ideal for...

Unique URL with access to Media Center
All Mini-Games
X Battle Rooms
Team Chat
Leaderboard
Private Cloud
Trainer View
Success Reporting

\$120/month

*Customer users are deployed in an organizational separation within the cloud



Pricing Transparency

Banking Plan

\$0 Access Fee Banking

\$0/month*

[JOIN FOR FREE](#)

What you'll get

- ✓ Free onboarding session
- ✓ Up to 9 business bank accounts*
- ✓ Scan and send bills to Thriday to automate bill payments
- ✓ Combat invoice redirection fraud with Bill Manager in-built payee recognition
- ✓ Schedule payments
- ✓ Visa Debit card*
- ✓ Pay with BPAY
- ✓ Deposit & withdraw cash via Bank@Post
- ✓ Bank feeds to Xero and MYOB

Premium Plan

Automated Financial Management

\$29.95/month

[JOIN FOR FREE](#)

POPULAR

Annual Plan

Automated Financial Management

\$299/year

\$199/year

Secure a **45% discount** with our limited time
Black Friday / Cyber Monday offer

[JOIN FOR FREE](#)

LIMITED
OFFER

What you'll get

- ✓ Free onboarding session
- ✓ Everything in the banking plan
- ✓ Up to 9 business bank accounts*
- ✓ Enjoy a 1-month free trial (extended until you start to get paid*)
- ✓ No credit card required, just get started
- + Send unlimited quotes & invoices
- + Receipts scanning & expense management
- + Automated reconciliation & bookkeeping
- + Automated accounts payable, bills & invoice scheduling

What you'll get

- ✓ Free onboarding session
- ✓ Everything in the monthly plan
- + Thriday swag pack worth \$70
- + Invitations to special events & functions
- + Invitations to beta test new features

[JOIN FOR FREE](#)

Freemium

Pricing calculator

Calculate your estimated hourly or monthly costs for using Azure.

[Try Azure for free](#)

[Create a pay-as-you-go account](#)

Rewarding vs Discounting

Balanced CPU-to-memory ratio. Ideal for testing and development, small to medium databases, and low to medium traffic web servers.

D2-64 v3

The screenshot shows the Azure Machine Learning pricing page. At the top, there's a navigation bar with links for Explore, Products, Solutions, Pricing, Partners, and Resources. Below the navigation is a breadcrumb trail: Home / Azure pricing / Azure Machine Learning pricing. The main title is "Azure Machine Learning pricing". On the left, there's a sidebar with a "D2-64 v3" section. The main content area displays a table with columns for Instance, vCPU(s), RAM, Linux VM Price, Machine Learning Service Surcharge, Pay As You Go Total Price, 1 year savings plan, and 3 year savings plan. The table rows correspond to the D2-64 v3 instance.

Instance	vCPU(s)	RAM	Linux VM Price	Machine Learning Service Surcharge	Pay As You Go Total Price	1 year savings plan	3 year savings plan
D2 v3	2	8 GiB	\$0.11/hour	N/A	N/A	\$0.10/hour	\$0.08/hour
D4 v3	4	16 GiB	\$0.22/hour	N/A	N/A	\$0.20/hour	\$0.16/hour
D8 v3	8	32 GiB	\$0.44/hour	N/A	N/A	\$0.39/hour	\$0.31/hour
D16 v3	16	64 GiB	\$0.88/hour	N/A	N/A	\$0.77/hour	\$0.61/hour
D32 v3	32	128 GiB	\$1.76/hour	N/A	N/A	\$1.53/hour	\$1.21/hour
D64 v3	64	256 GiB	\$3.52/hour	N/A	N/A	\$3.05/hour	\$2.41/hour

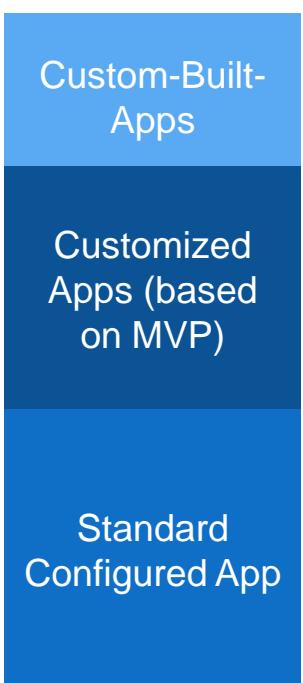
Consider Currency

Prices are estimates only and are not intended as actual price quotes. Actual pricing may vary depending on the type of agreement entered with Microsoft, date of purchase, and the currency exchange rate. Prices are calculated based on US dollars and converted using London closing spot rates that are captured in the two business days prior to the last business day of the previous month end. If the two business days prior to the end of the month fall on a bank holiday in major markets, the rate setting day is generally the day immediately preceding the two business days. This rate applies to all transactions during the upcoming month.

AI Related Services

WIN

Revenue Opportunities



Strategic Consulting
Identify opportunities for AI integration, AI roadmap

Cleaning, preprocessing, and structuring data to make it suitable for machine learning applications

Integrate AI capabilities into existing software systems, websites, or mobile apps to enhance functionality and user experience

Conduct training sessions and workshops to educate clients' teams about AI concepts, tools, and best practices

Build AI-powered software applications, chatbots, or virtual assistants for clients in various industries

Create custom machine learning models tailored to specific business problems

Offer computer vision services for tasks like object detection, facial recognition, and image analysis

Ensure ethical and regulatory compliance in their AI projects, addressing issues like bias, fairness, and transparency

AI Sales and Marketing Expert Help Available

Offer Development

- Specialization & Industry Relevance
- Whitespace & Market Segmentation
- Value Proposition

Positioning & Differentiation

- Industry Messaging
- Competitive Differentiation
- Mapping Offers to the Buying Journey

Pricing Strategy

- Offer Development
- Monetization & Price Tiering
- Packaging & Pricing Psychology

Sales & Go To Market Strategy

- Go to Market Strategy
- Launch Asset Prioritisation
- Driving Leads from Marketplace
- Increasing Engagement & Conversion
- Sales Strategy

engage@neuralimpact.ca

www.neuralimpact.ca