



Reactor

Let's Get Technical – Thailand: Develop AI solutions with Azure OpenAI

วันพุธที่ 24 พ.ค.นี้ | 17:00 น. | Livestream event



ธีรศรีชัย จิรภัทร์ชาณเดช

ผู้ฝึกอบรมและที่ปรึกษาด้านเทคโนโลยีที่ Next Flow และ Microsoft MVP (AI) ที่มีความกระตือรือร้นในการแบ่งปันเทคโนโลยีด้าน AI เช่น หุ่นยนต์ การพัฒนาเว็บไซต์ แอป และเทคโนโลยีข้ามแพลตฟอร์ม รวมถึง Microsoft Azure กับชุมชนเทคโนโลยี



แนวทางปฏิบัติเกี่ยวกับกิจกรรมของ Microsoft Reactor

พันธกิจของ Microsoft คือการช่วยเสริมศักยภาพให้กับทุกคนและทุกองค์กรในโลกเพื่อให้โลกของเรางามาด้วยกัน ซึ่งรวมถึงกิจกรรมของ Microsoft Reactor ซึ่งพยายามสร้างประสบการณ์ที่ให้เกียรติกัน เป็นมิตร สุนียาน และครอบคลุมสำหรับผู้เข้าร่วมทุกคน ไม่ว่าจะเป็นเพศ ศาสนา ทางเพศ รูปร่างหน้าตา ความพิการ วัย เชื้อชาติ หรือศาสนาใดก็ตาม เราจะไม่ทนต่อพฤติกรรมใด ๆ ที่คุกคามหรือทำให้เสื่อมเสียต่อบุคคลใด ๆ ในทุกรูปแบบ เราคาดหวังว่าผู้เข้าร่วมกิจกรรมทุกคนจะยึดมั่นในหลักการของแนวทางปฏิบัตินี้ เราส่งเสริมให้ทุกคน ช่วยกันสร้างสภาพแวดล้อมที่มีความเป็นมิตรและปลอดภัย

โปรดแจ้งปัญหา พฤติกรรม หรือกิจกรรมที่น่าสงสัยหรือทำให้เกิดความแตกแยกใด ๆ ผ่านทางเว็บไซต์ [Microsoft Runs on Trust](#)

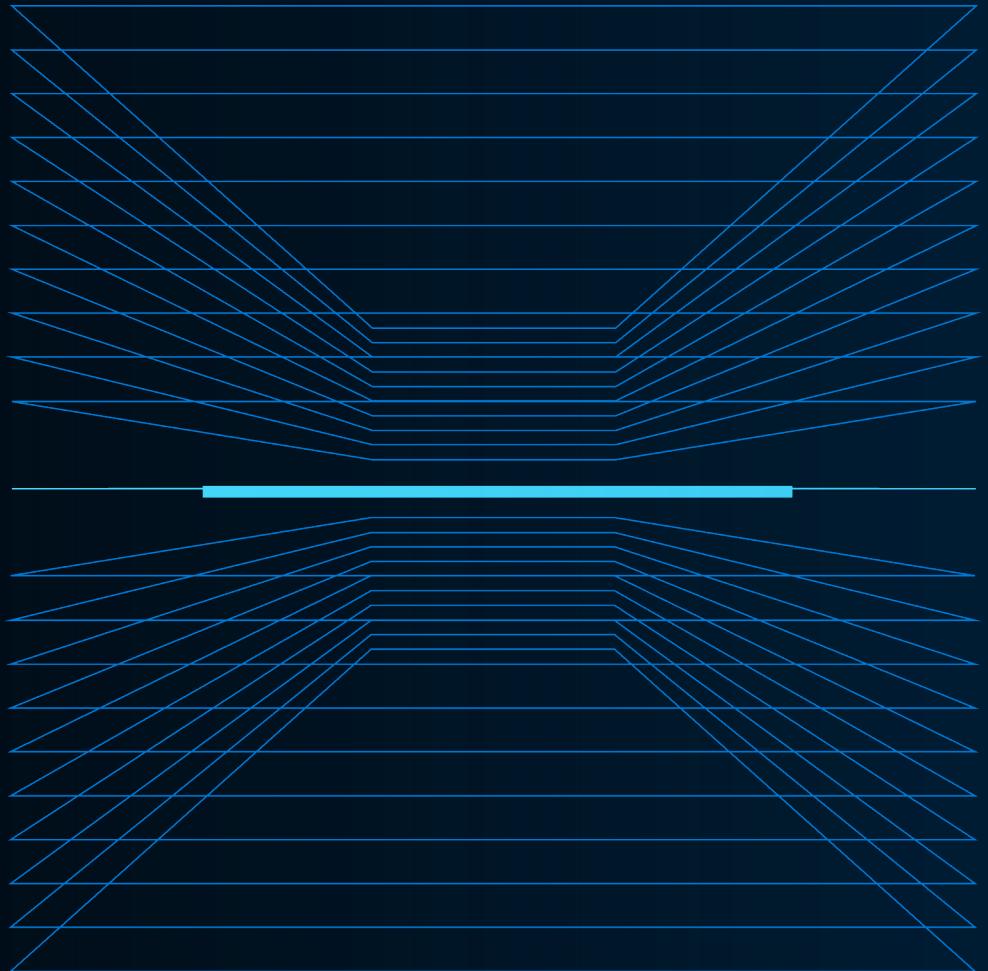
Microsoft ขอสงวนสิทธิ์ในการปฏิเสธการอนุญาตให้เข้างานหรือการเขียนบุคคลใด ๆ ออกจากกิจกรรมของ Microsoft Reactor หากมีเหตุผลใด ๆ ที่ไม่เหมาะสม โดยคำนึงถึงความปลอดภัยของผู้เข้าร่วม



Develop AI Solution with Azure OpenAI

Teerasej Jiraphatchandej

Microsoft AI MVP

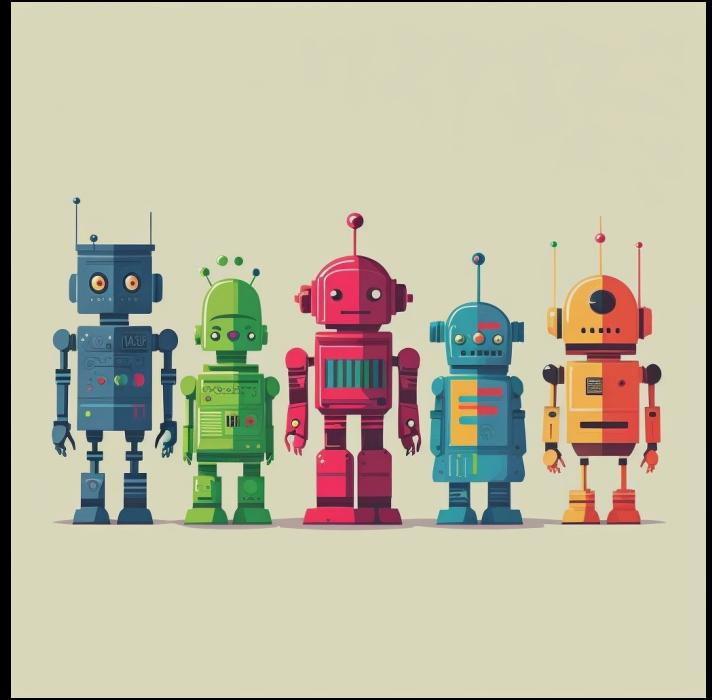




Teerasej Jiraphatchandej
“พล”
Microsoft AI MVP



Azure OpenAI



LLM:
Large
Language Model





Image by [Sasin Tipchai](#) from [Pixabay](#)

| Azure OpenAI | Capabilities

Essay outlines

Extracting insights

Creative Ideation

Subject Research

Summarizing text

Code generation

Semantic search

Virtual Assistants

Language Translation

Writing assistance

Classifying text

Answering questions

Poem creation

Comments from code

Code refactoring

Image Generation

Limitless generation with a few lines of input

| Azure OpenAI | Top 4 Capabilities & Use Cases



Content Generation

Call Center Analytics:
Automatically generate
responses to customer inquiries

Generate personalised UI for
your website



Summarization

Call Center Analytics: Summary
of customer support
conversation logs

Subject Matter Expert Document
Summarization (e.g. financial
reporting, analyst articles)

Social Media Trends
Summarization



Code generation

Convert Natural Language to
SQL (or vice versa) for telemetry
data

Convert Natural Language to
Query Proprietary Data Models

Code Documentation



Semantic Search

Search reviews for a specific
product / service

Information Discovery and
Knowledge Mining

Languages supported by Azure OpenAI

more than 100 languages, see example below

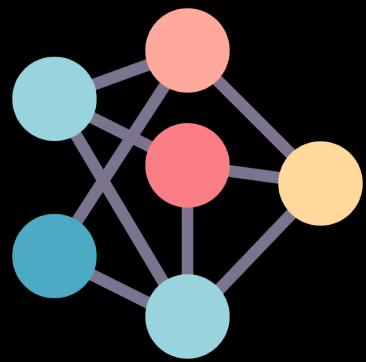
- English
- Spanish
- French
- German
- Italian
- Portuguese
- Russian
- Chinese
- Japanese
- Korean
- Arabic
- Hindi
- Urdu
- Bangla
- Tamil
- Telugu
- Marathi
- Gujarati
- Malayalam
- Kannada
- Indonesian
- Vietnamese
- Thai
- Cantonese
- Hebrew
- Persian
- Turkish
- Polish
- Dutch
- Czech
- Danish
- Finnish
- Greek
- Hungarian
- Norwegian
- Swedish
- Bulgarian
- Romanian
- Ukrainian
- Catalan
- Slovak
- Slovenian
- Estonian
- Latvian
- Lithuanian
- Serbian
- Croatian
- Macedonia
- Albanian
- And more...

OpenAI Platform & Azure OpenAI Service

What do we need to know?



The Environment



Model

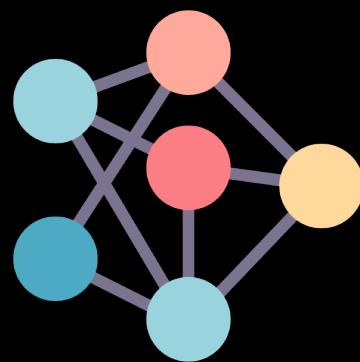


Web API



Playground

Model





Ensure that artificial general intelligence (AGI) benefits humanity.



Empower every person and organization on the planet to achieve more

GPT-3, GPT-4

Generate and Understand Text

Codex

Generate and Understand Code

DALL·E

Generate images from text prompts

ChatGPT

Chat Bot, Avatar, Contact Center Reply

Generative AI model

GPT-3, GPT-4

Prompt:

Write a tagline for an ice cream shop.

Response:

We serve up smiles with every scoop!

Codex

Prompt:

Table customers, columns =
[CustomerId, FirstName,
LastName, Company, Address,
City, State, Country,
PostalCode]

Create a SQL query for all customers in Texas named Jane
query =

Response:

```
SELECT *  
FROM customers  
WHERE State = 'TX' AND  
FirstName = 'Jane'
```

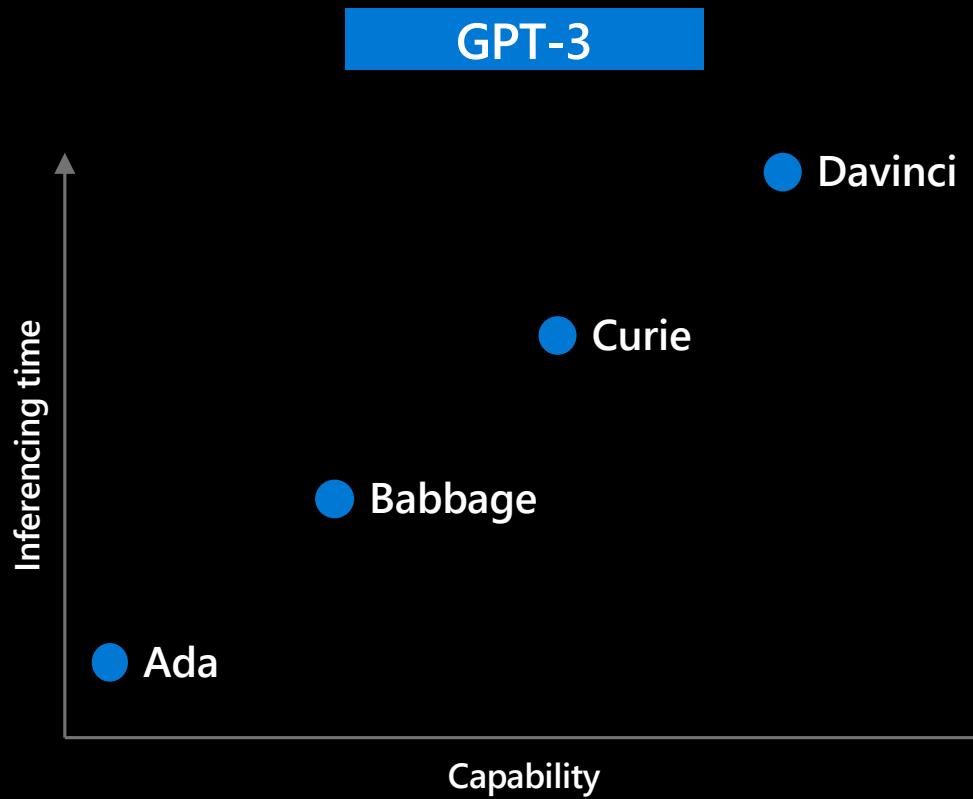
DALL·E

Prompt: A white Siamese cat

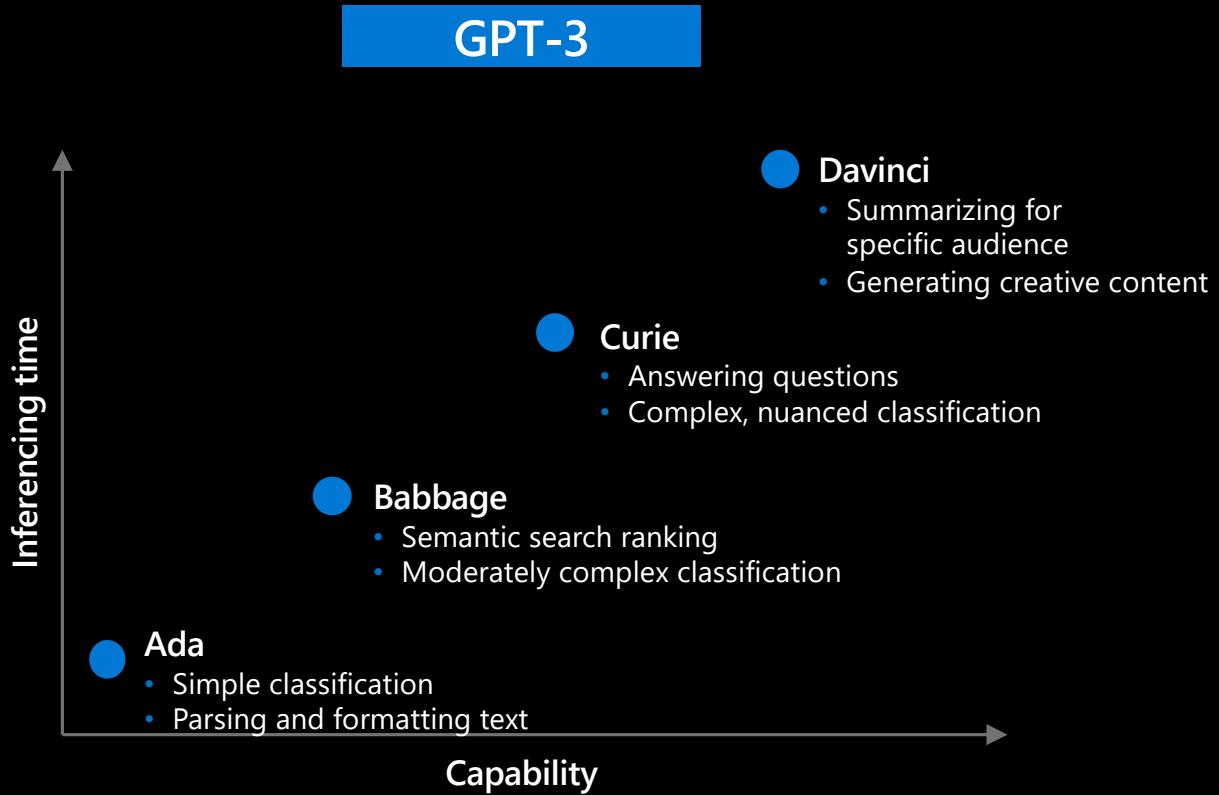
Response:



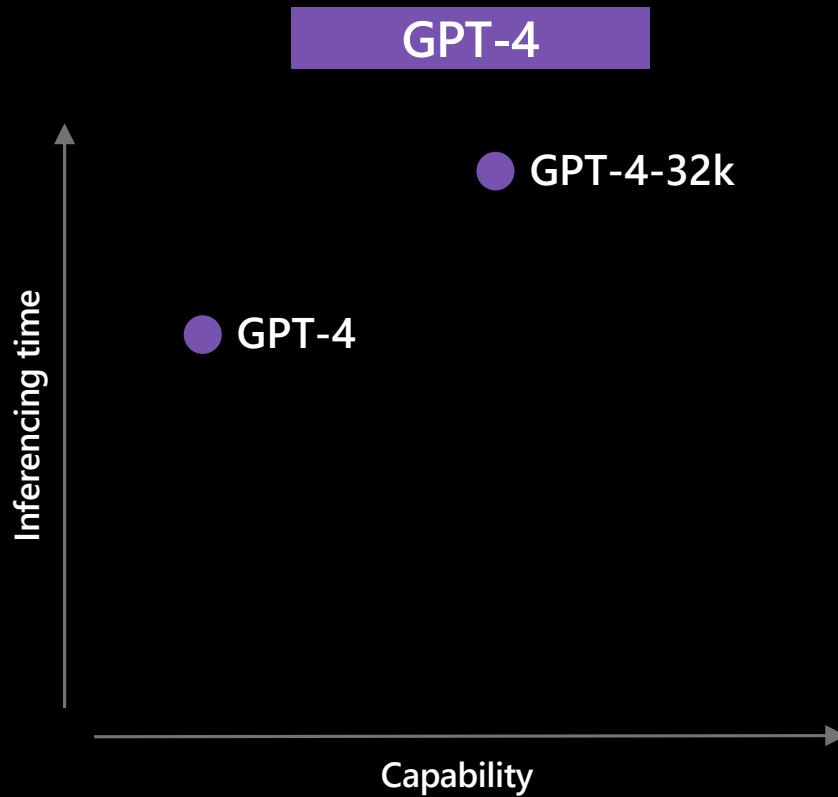
| OpenAI | Family of Models



| OpenAI | Family of Models



| OpenAI | Family of Models



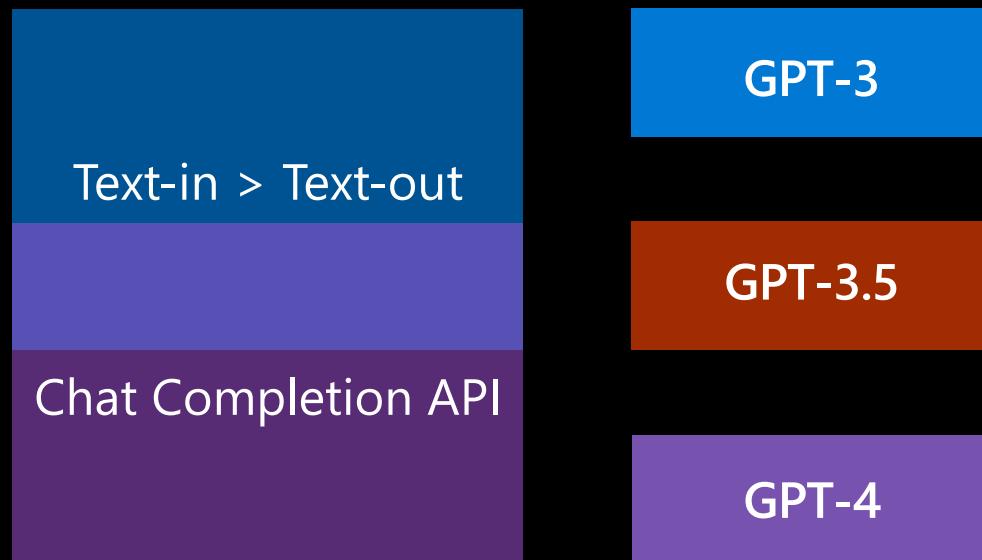
| OpenAI | GPT-3, GPT-3.5, GPT-4

GPT-3

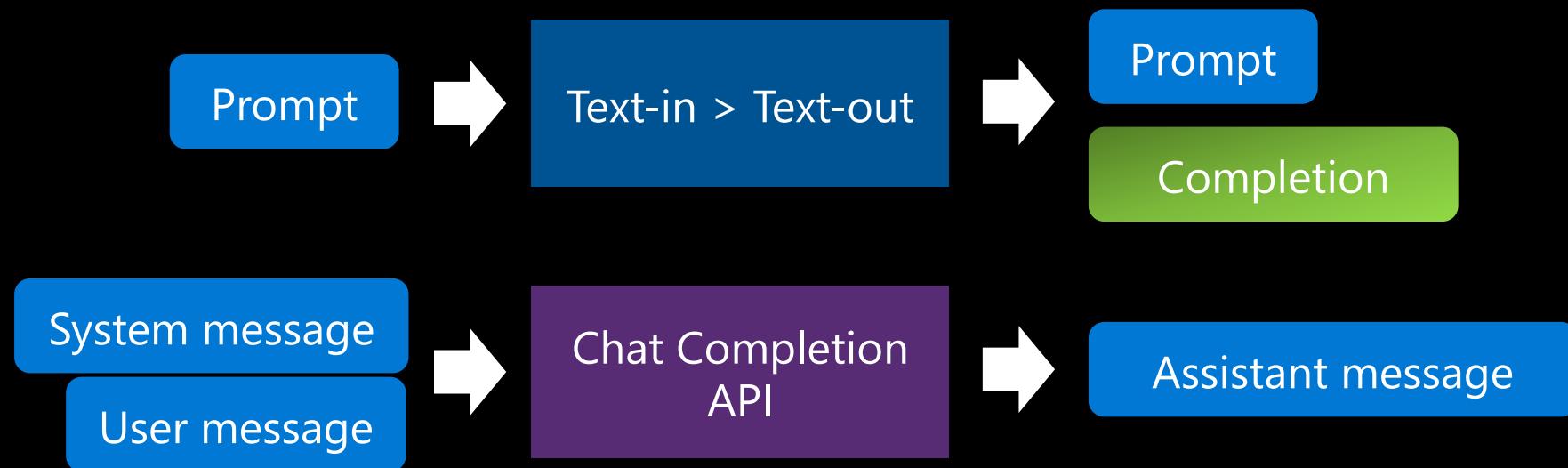
GPT-3.5

GPT-4

| OpenAI | GPT-3, GPT-3.5, GPT-4



| OpenAI | GPT-3, GPT-3.5, GPT-4



Web API

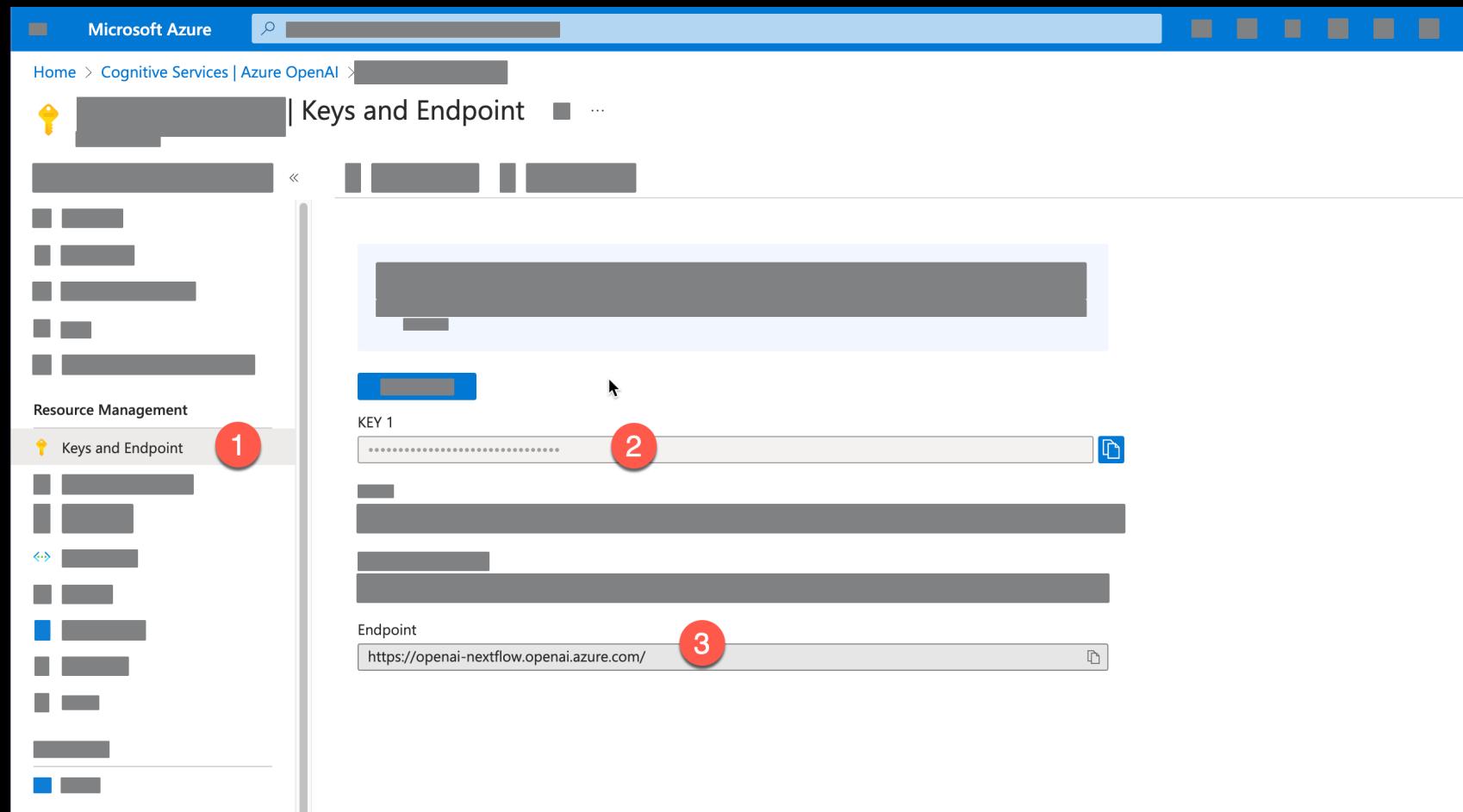


Azure OpenAI | Key & Endpoint

The screenshot shows the Azure OpenAI Studio interface. At the top, there's a blue header bar with the text "Cognitive Services | Azure OpenAI Studio". On the right side of the header, there are several icons: a bell, a gear, a question mark, a smiley face, and a user profile. The user profile shows the name "Teerasej Jiraphatchandej" and the identifier "openai-nextflow (East US, S0)". Below the header, there are two tabs: "Settings" and "Resource", with "Resource" being the active tab, indicated by a red circle with the number "2". To the right of the tabs, there's a red circle with the number "1". The main content area displays some placeholder text: "Current resource:", "Current subscription:", and "Current role assignments: --". Below this, there's a section titled "All resources" with a search bar. A red circle with the number "3" is positioned near the "Key" column header. The table lists two resources. The first resource has a checked checkbox in the "Resource name" column, an "Azure subscription" column with a redacted URL, a "Region" column with a redacted URL, a "Pricing tier" column with a redacted URL, an "Endpoint" column containing "https://openai-nextflow.openai.azure.com/", and a "Key" column with a redacted URL. The second resource has a blank "Resource name" column, an "Azure subscription" column with a redacted URL, a "Region" column with a redacted URL, a "Pricing tier" column with a redacted URL, an "Endpoint" column with a redacted URL, and a "Key" column with a redacted URL.

Resource name	Azure subscription	Region	Pricing tier	Endpoint	Key
<input checked="" type="checkbox"/>	[REDACTED]	[REDACTED]	[REDACTED]	https://openai-nextflow.openai.azure.com/	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Azure OpenAI | Key & Endpoint



Playground



Azure OpenAI | Playground

The screenshot shows the Azure OpenAI Studio interface, specifically the Completions playground. The top navigation bar includes links for Cognitive Services, Azure OpenAI Studio, and a user profile for Teerasej Jiraphatchandej (openai-nextflow (East US, S0)). The left sidebar has sections for Azure OpenAI, Playground, Completions (which is selected), Chat, Management, Deployments, Models, and File Management. The main content area is titled "Completions playground" and shows "myGPT" as the deployment. It features a text input field with placeholder "Start typing here" and dropdown menus for "Deployments" (myGPT) and "Examples". On the right, there's a "Parameters" panel with sliders and input fields for Temperature (1), Max length (tokens) (100), Stop sequences, Top probabilities (0.5), Frequency penalty (0), Presence penalty (0), Best of (1), Pre-response text, and Post-response text. A "Learn more" link is at the bottom right of the parameters panel.

Cognitive Services | Azure OpenAI Studio

Azure OpenAI Studio > Completions playground

Privacy & cookies

Teerasej Jiraphatchandej openai-nextflow (East US, S0)

Playground

Completions

Chat

Management

Deployments

Models

File Management

Completions playground

myGPT

Load an example

View code

Start typing here

Parameters

Temperature (1)

Max length (tokens) (100)

Stop sequences

Top probabilities (0.5)

Frequency penalty (0)

Presence penalty (0)

Best of (1)

Pre-response text

Post-response text

Tokens: 0

Generate Undo Regenerate Learn more

Azure OpenAI | Playground – View code

The screenshot shows the Azure OpenAI Studio interface with the title "Azure OpenAI | Playground – View code". The left sidebar includes "Azure OpenAI", "Playground" (selected), "Completions", "Chat", "Management", "Deployments", "Models", and "File Management". The main area is titled "Sample Code" and contains a snippet of Python code for generating completions using the Azure OpenAI API. The code imports os and openai, sets up the API type, base URL, version, and key, then creates a completion with specified parameters. Below the code, a note says the openai-python library is in preview. A "Copy" button is at the bottom right. To the right is a "Parameters" panel with sliders for Temperature (1), Max length (tokens) (100), Stop sequences, Top probabilities (0.5), Frequency penalty (0), Presence penalty (0), Best of (1), Pre-response text, and Post-response text.

Cognitive Services | Azure OpenAI Studio

Sample Code

You can use the following code to start integrating your current prompt and settings into your application

```
https://openai-nextflow.openai.azure.com/openai/deployments/myGPT/completions?api-version=2022-12-01 python
```

```
1 #Note: The openai-python library support for Azure OpenAI is in preview.
2 import os
3 import openai
4 openai.api_type = "azure"
5 openai.api_base = "https://openai-nextflow.openai.azure.com/"
6 openai.api_version = "2022-12-01"
7 openai.api_key = os.getenv("OPENAI_API_KEY")
8
9 response = openai.Completion.create(
10     engine="myGPT",
11     prompt="",
12     temperature=1,
13     max_tokens=100,
14     top_p=0.5,
15     frequency_penalty=0,
16     presence_penalty=0,
17     best_of=1,
18     stop=None)
```

Your API key can be found by going to your resource in the Azure Portal. [Learn more here](#). You should use environment variables or a secret management tool like Azure Key Vault to prevent accidental exposure of your key in applications.

Copy Close

Parameters

Temperature 1

Max length (tokens) 100

Stop sequences

Top probabilities 0.5

Frequency penalty 0

Presence penalty 0

Best of 1

Pre-response text

Post-response text

Pricing



Token

My favorite color is red.

Text

Token IDs

Red is my favorite color.

Text

Token IDs

Introduction to Prompt Engineering



Prompt

Prompt

Extract the mail address from the text:

“Instruction”

Hi John Doe,

I want to change the package's destination to 123 Witthayu Rd. Bangkok instead.
Could you help me with that?

Regards, Nextflow

123 Witthayu Rd. Bangkok

“Completion”

The Use case



Use case: Call Center



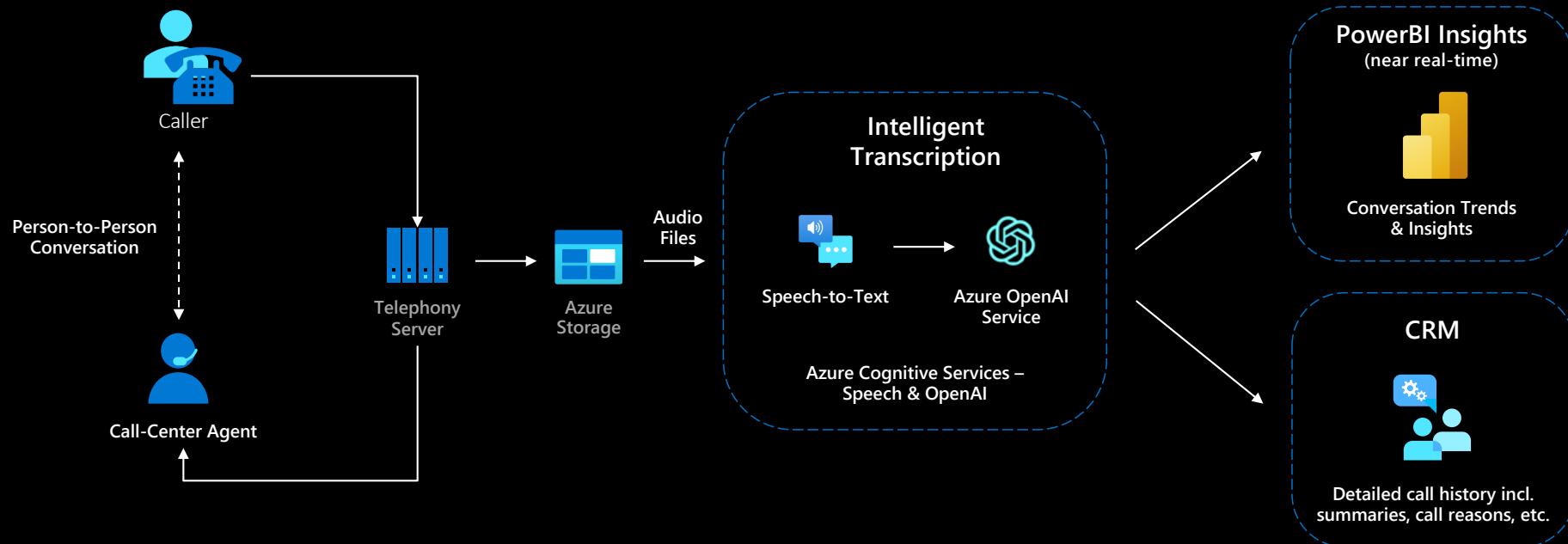
Data insights enhance business

82% of marketers agree that insights from inbound calls and call experiences may reveal costly blind spots in their organizations.*

* [The Ultimate List of Call Tracking and Conversation Intelligence Statistics for 2022 | Invoca Blog, July 2022](#)

Contact Center Analytics using Speech API & OpenAI

Extract rich insights from call transcripts



Azure AI

Applications

Microsoft 365

Microsoft Dynamics 365

Partner Solutions



Business
Users

Application Platform

AI Builder



Power BI



Power Apps



Power Automate



Power Virtual Agents

Scenario-Based Services

Applied AI Services



Bot Service



Cognitive Search



Form Recognizer



Video Indexer



Metrics Advisor



Immersive Reader

Customizable AI Models

Cognitive Services



Vision



Speech



Language



Decision



OpenAI Service



Developers &
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ML Platform



Azure Machine Learning

Azure AI

Applications

Microsoft 365

Microsoft Dynamics 365

Partner Solutions



Business
Users

Application Platform

AI Builder



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Decision



OpenAI Service



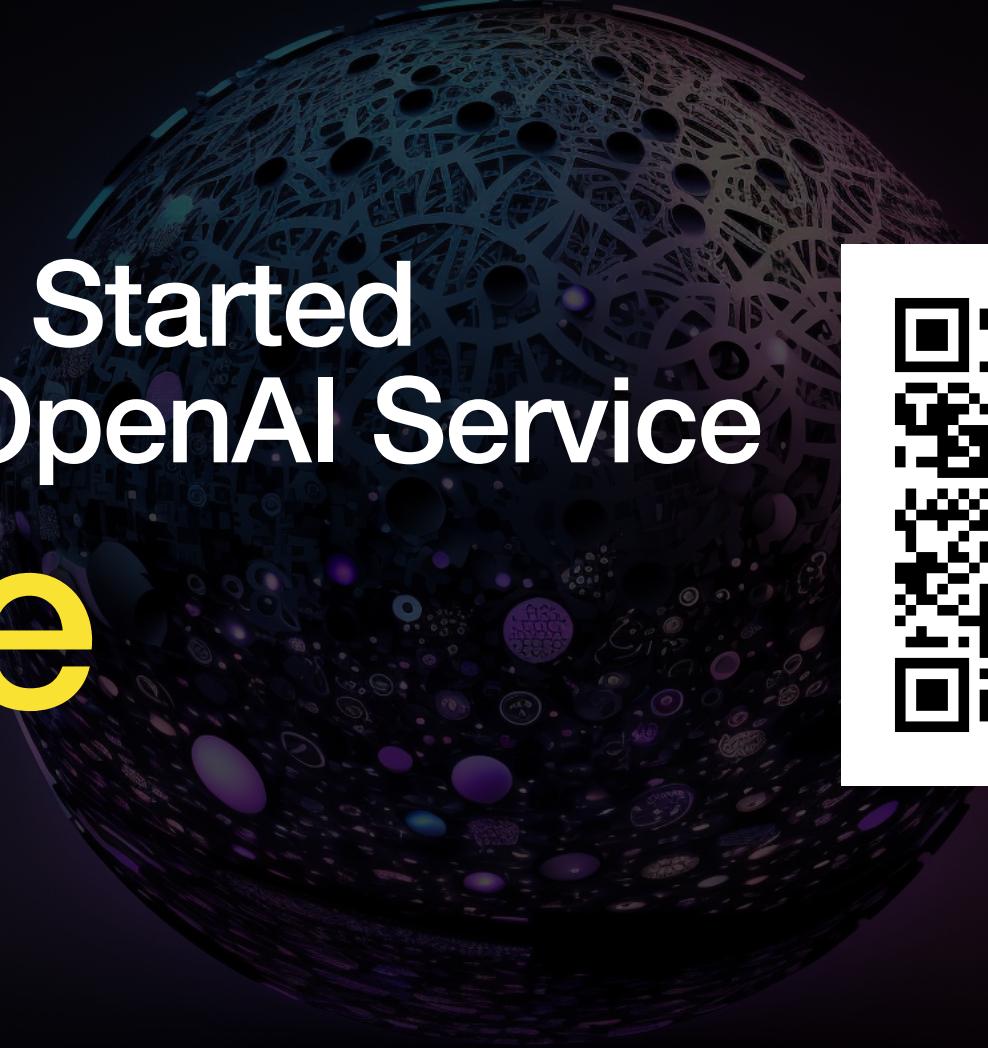
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Getting Started Azure OpenAI Service **Free**

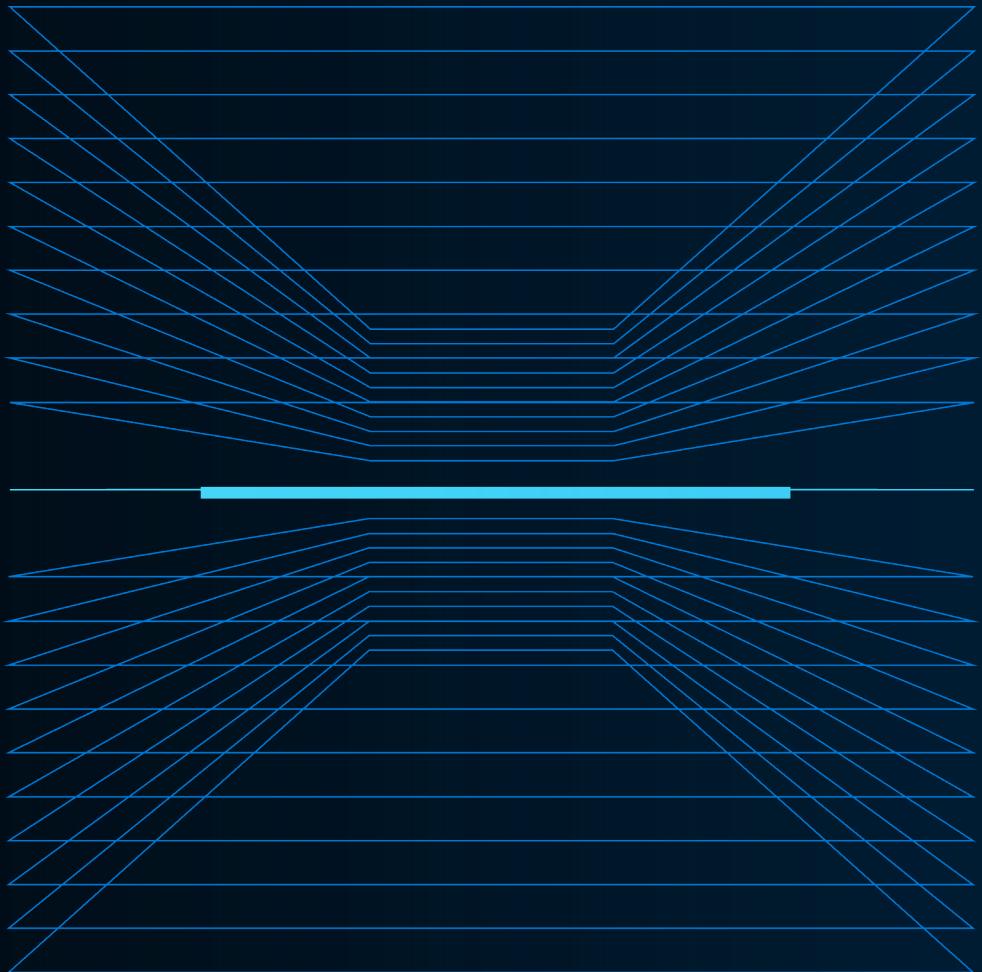


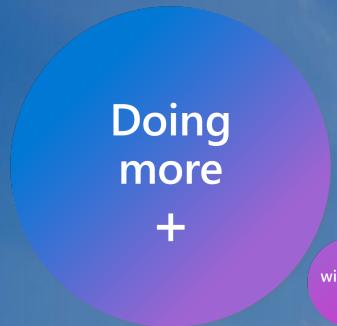


Thank you Q&A

Teerasej Jiraphatchandej

Microsoft AI MVP





Doing
more

+



with less

-

*Deliver efficiency with Azure
OpenAI and Azure Services*

Build your own ChatGPT

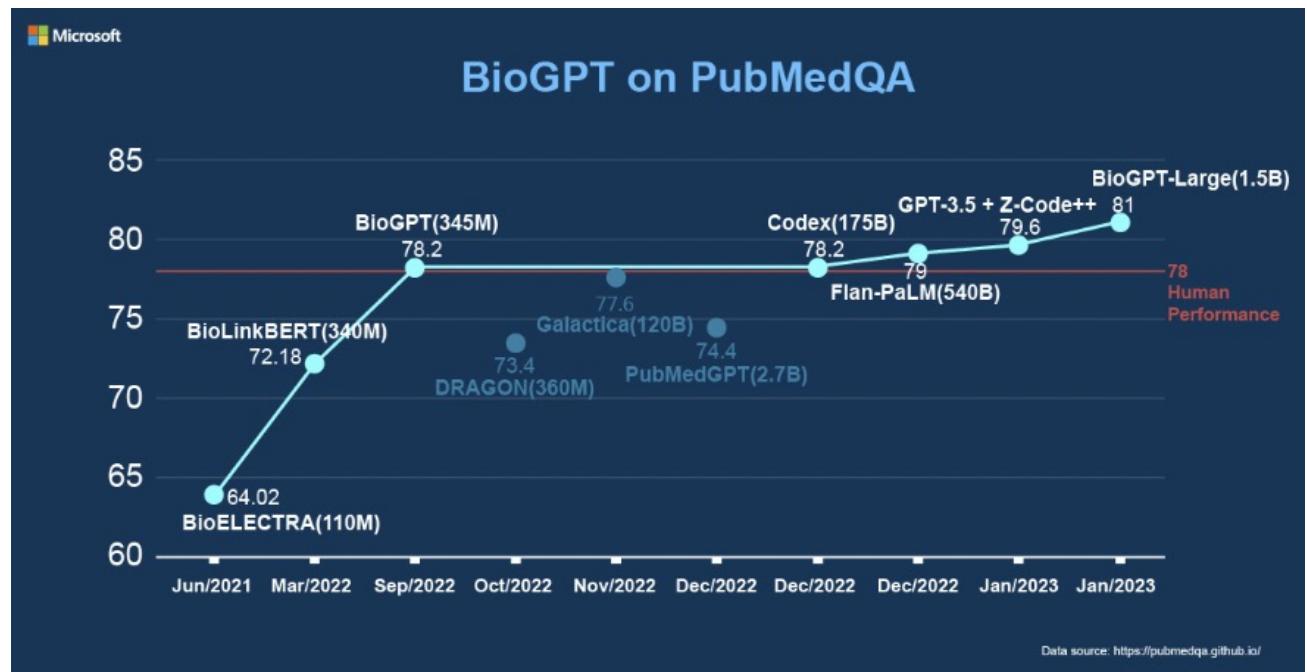
*Create your own (enterprise) ChatGPT to Answer technical questions
from large product manual documents to improve support engineer
productivity and reduce incident resolution time*

20%

of working hour are
spent for searching
information.

BioGPT

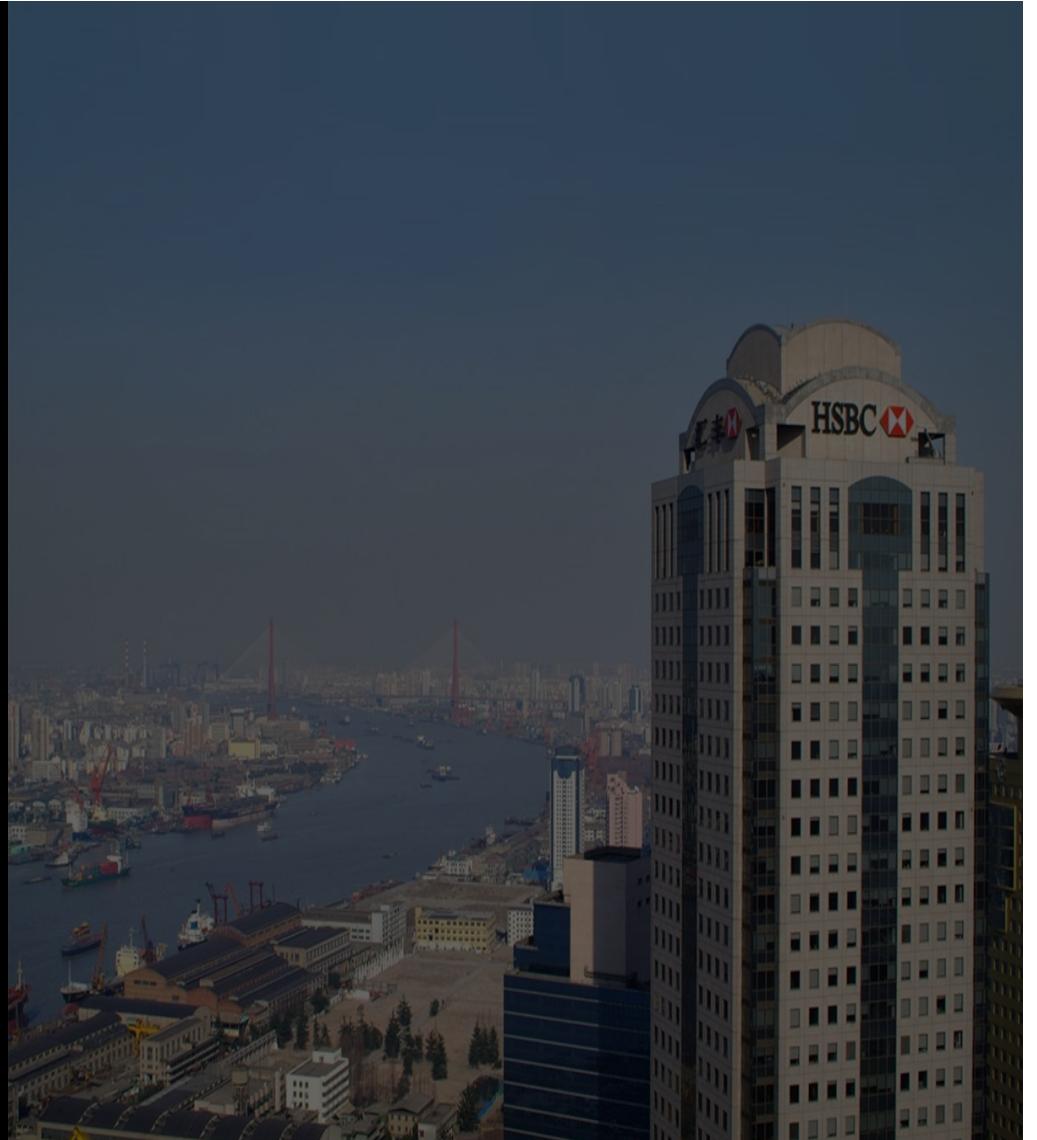
- BioGPT, a generative pre-trained Transformer language model in a biomedical domain. It can be used for lifescience literature text generation and mining.
- BioGPT-Large model with 1.5B parameters is coming, currently available on PubMedQA task with SOTA performance of 81% accuracy

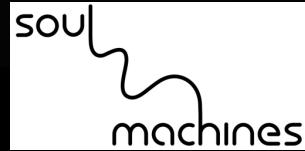




"HSBC Bank is one of the largest banking and financial services institutions in the world, serving millions of customers globally. Microsoft's Azure OpenAI have been a key strategic partner to help us adopt and operationalize novel methods in the Natural Language space. As an organization we see huge potential in Large Models for summarization and classification of financial information; and also programming applications for our community of citizen scientist. Pro tem we continue to seek for opportunities to bring such benefits to 120K support function colleagues worldwide."

Dan Dixon
Head of Data & AI





Soul Machines creates digital people that transform brand experience by creating engaging and emotional connections with customers.

Soul Machines is using OpenAI for sentiment to increase the empathy of their Digital People so that conversations with users are deeper and more meaningful.

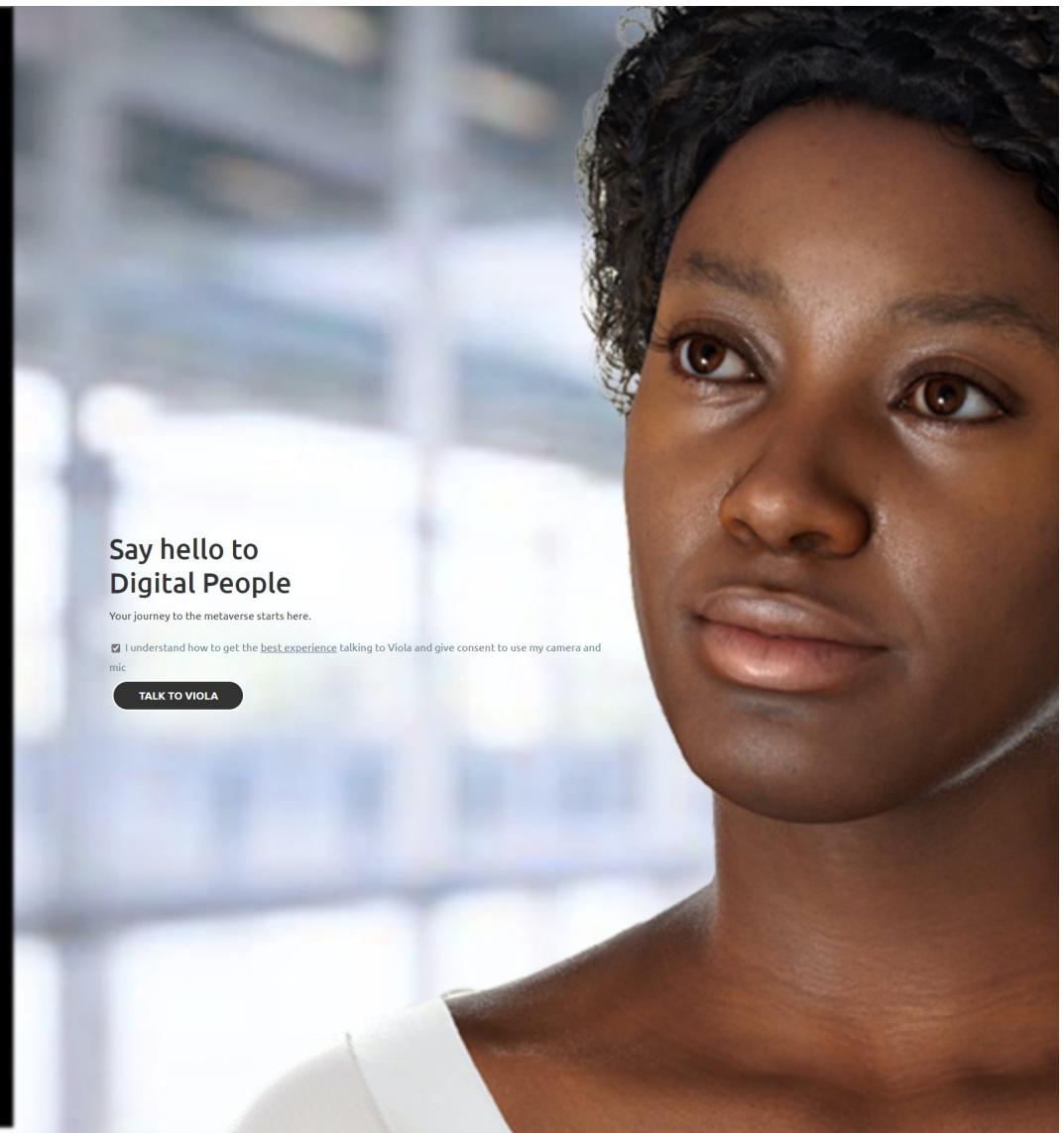
"Soul Machines is using Azure OpenAI Service for autonomous content generation for their media and entertainment products. For example, the content generation enables them to produce copy for conversations with their digital avatars and celebrities."

**Say hello to
Digital People**

Your journey to the metaverse starts here.

I understand how to get the [best experience](#) talking to Viola and give consent to use my camera and mic

TALK TO VIOLA





UnitedHealthcare

CarMax is using Azure OpenAI Service for vehicle and store review summarization, creating marketing content, and preparing vehicle trim comparisons. Using OpenAI reduces their marketing freelancer spend and enables them to provide new information to their customers faster than their competitors

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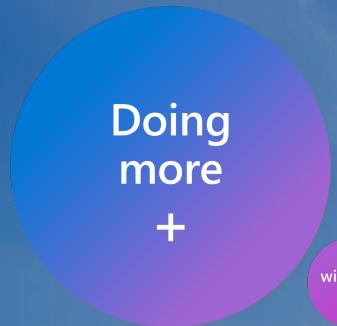
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– Shamim Mohammad, CarMax executive vice president and chief information and technology officer. "

"OpenAI Service is definitely playing a big part in our SEO improvement."

– Sean Goetz, Director, Application Systems





Doing
more

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with less

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Build your own ChatGPT

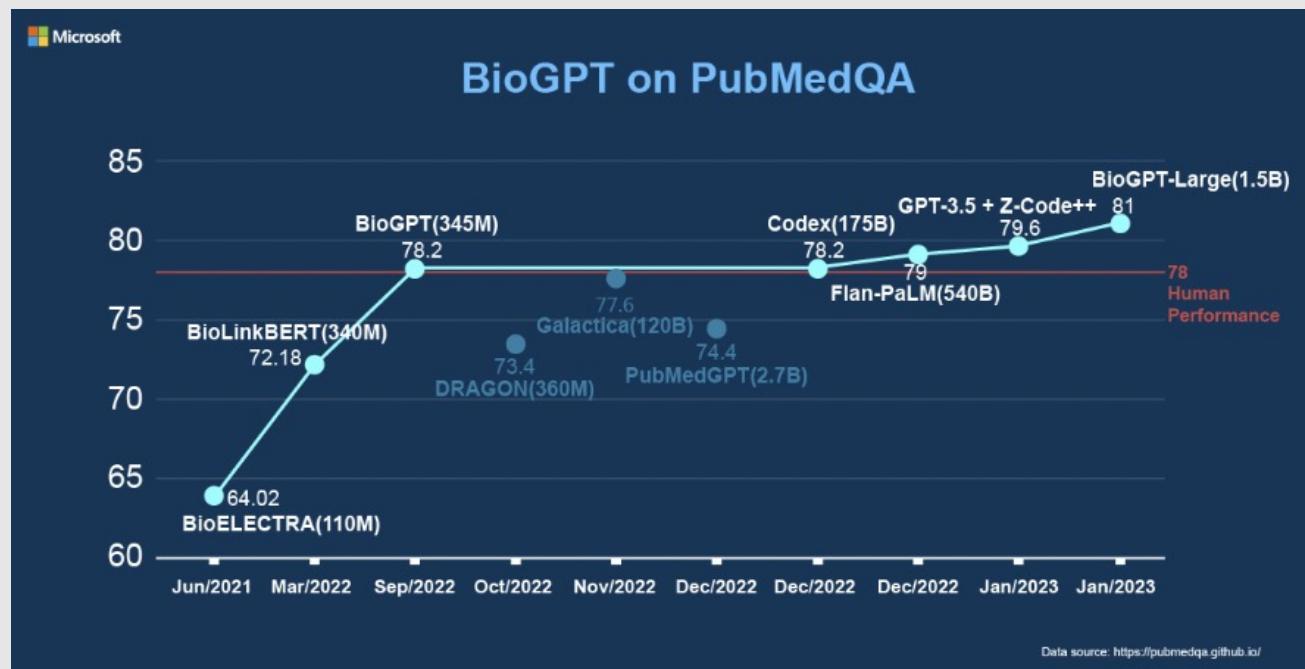
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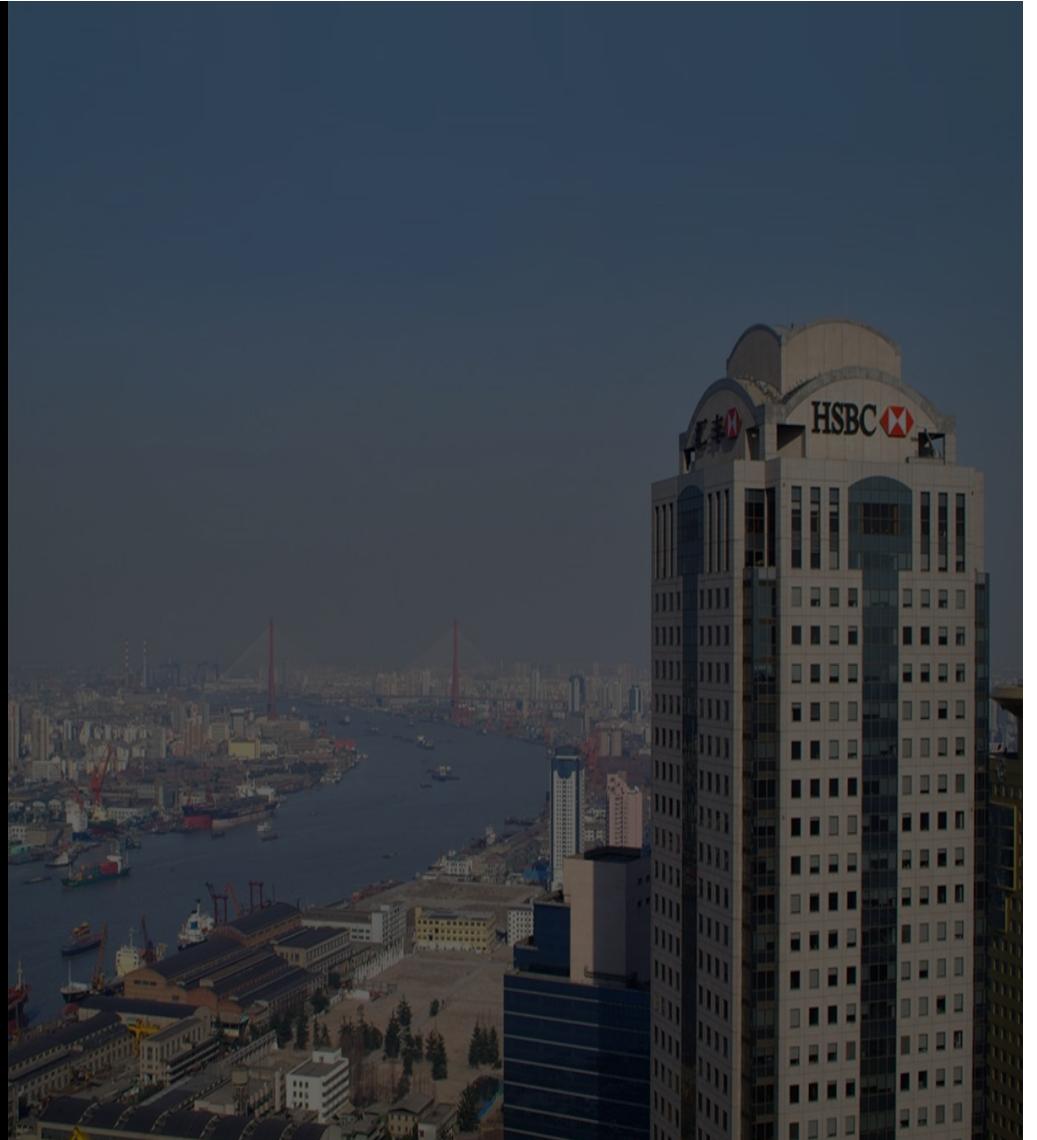
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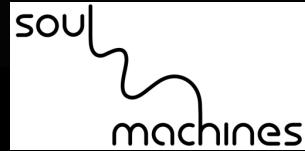




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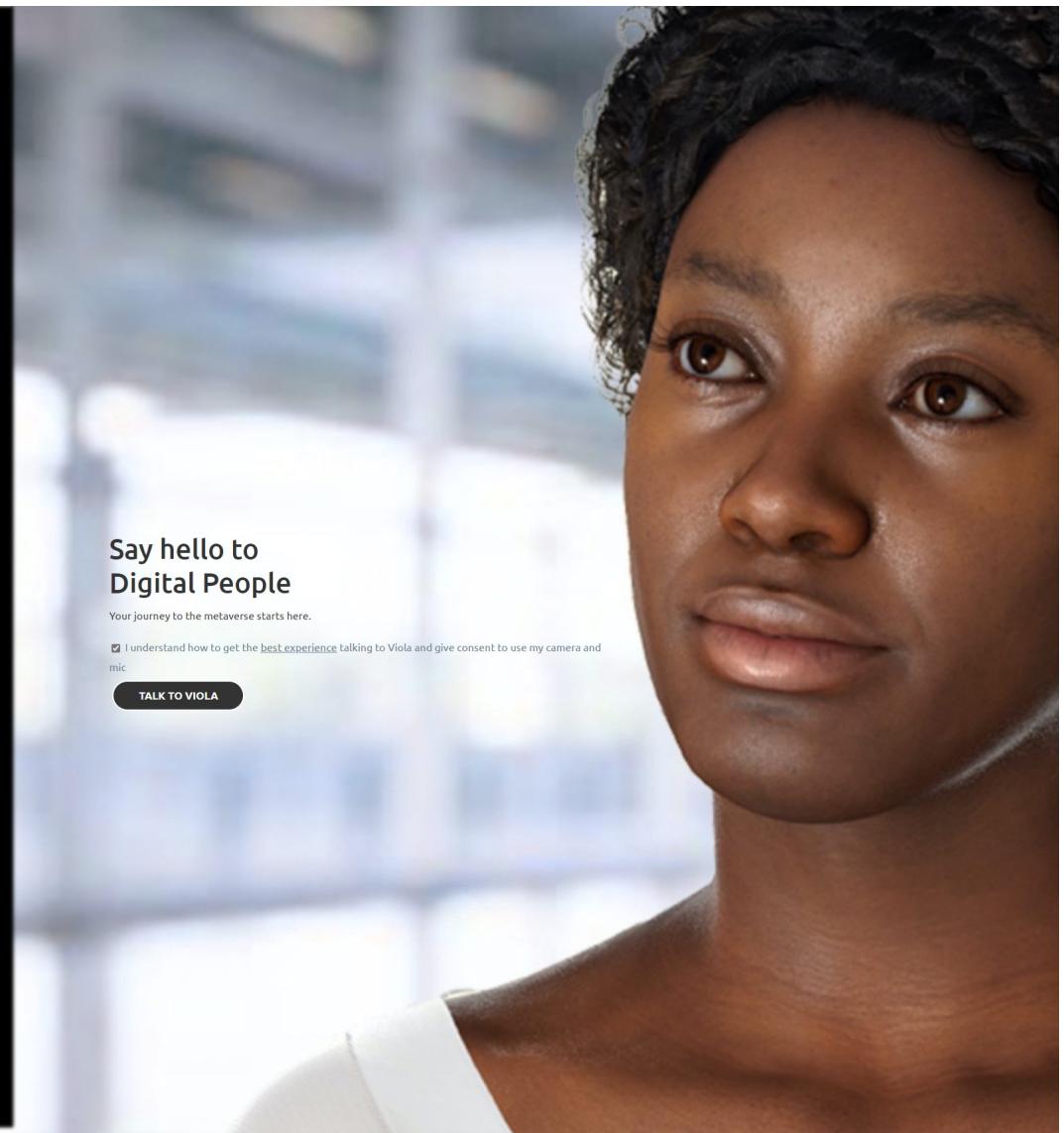
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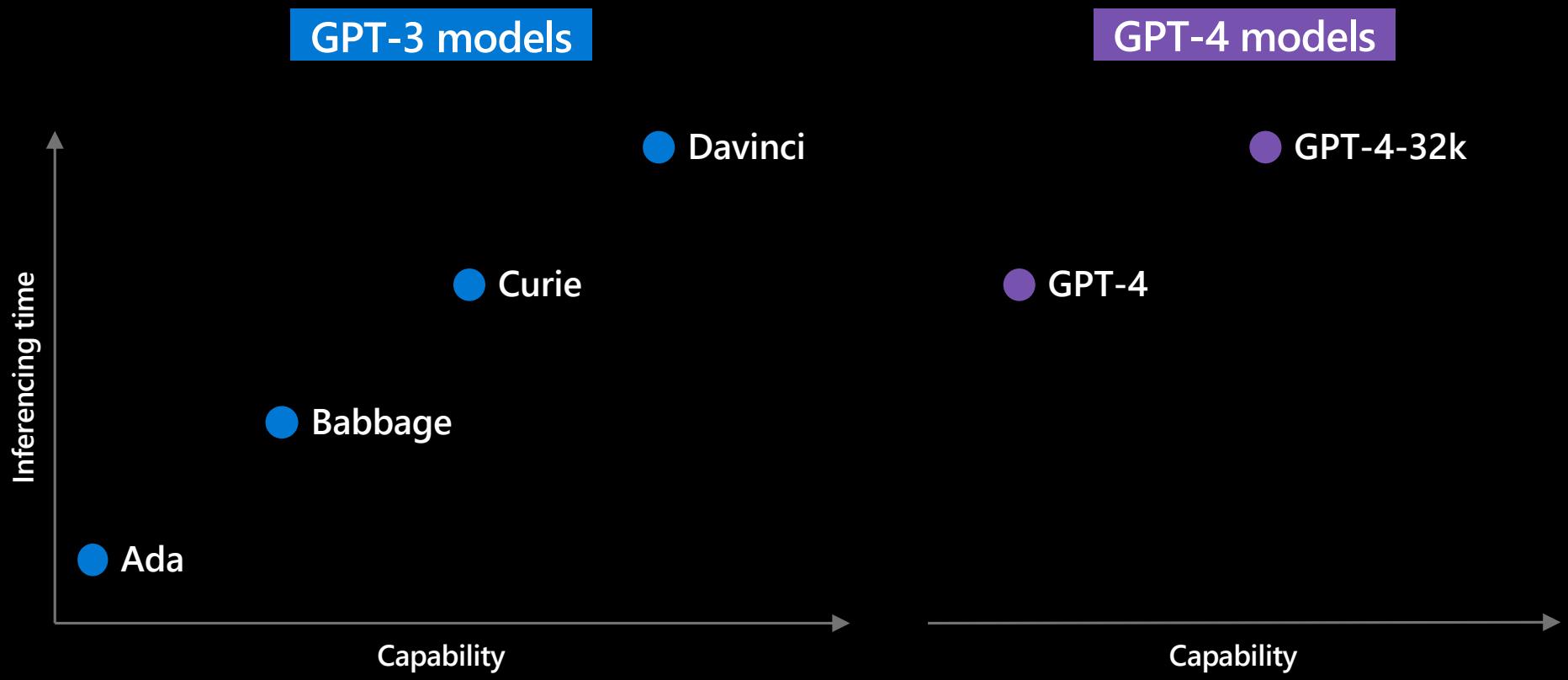
– Sean Goetz, Director, Application Systems



Component for using Generative AI



| OpenAI | Family of Models



| Azure OpenAI | GPT-3 Prompt Design

Extract the mailing address from this email:

Hi John Doe,

It was great to meet up at Build earlier this week. I thought the AI platform talk was great and I really enjoyed it.

I appreciate the offer for the book. If you are OK, you can mail it to me at home, or 123 Microsoft Way, Bellevue WA 92004.

Regards,

Chris Hoder

Prompt – Text input that provides some context to the engine on what is expecting.

Completion – Output that GPT-3 generates based on the prompt.

| Azure OpenAI | GPT-3 Models

**Powerful language
models accessible to
all skill levels**



General purpose text-in/text-out
interface—flexibility



Simple UX—validate proof of concepts fast



Built in ML science intuition for everyone, with
deeper controls for ML practitioners

2 min demo

Azure OpenAI | Demo

Enabling all skill levels to build prototypes easily and explore the art of possible

Cognitive Services | Azure OpenAI Studio - Preview



Chris Hoder

BugBashTest6 (South Central US, S0)



Azure OpenAI Studio

Privacy & cookies

Get started with Azure OpenAI

Perform a wide variety of natural language tasks with Azure OpenAI, including copywriting, summarization, parsing unstructured text, classification, and translation.



Experiment with prompt completions

Try out the completions endpoint by writing a prompt and generating a response. Set different parameters values to adjust how the model responds.

[Go to playground](#)

Customize a model with fine-tuning

Fine-tune a custom model to increase reliability for a wide variety of use cases while decreasing costs and speeding up processing times.

[Start fine-tuning a custom model](#)

Manage deployments in your resource

Create deployments to explore the model capabilities.

[Go to Files](#)

Learn more with documentation

Dive right in with quickstart guides, or browse technical specifications for the Azure OpenAI APIs.

[Explore documentation](#)

Explore examples for prompt completion

[Featured examples](#)

[View all](#)

[Q&A](#)

[Chat with an assistant](#)

[Summarization](#)

[Translation](#)

[Extraction](#)

**Make Generative AI
use my data**

Zero-shot



Few-shots



Fine-tune



Azure OpenAI Service

accenture

avanade

AIbusters

ALERT
INNOVATION

AMERICAN FIDELITY
a different opinion

AON

arvato
BERTELSMANN

AUTODESK

BMW GROUP
MINI

CIPIO.ai

CARmax

clevertar

cognizant®
intuition engineered

Databook

Downer

ELSEVIER
Health

EY

Farmlands
co-operative

GENIE AI

JIFAD

Inpris

inworld

Kepro
Making healthcare work

klaviyo

MATTEL

nationale
nederlanden

pwc

RTL +



snelstart

sogeti
Part of Capgemini

soul
machines™

STRABAG

Trelent

wipro

WordLift

zammo

**Getting Started
Azure OpenAI Service**

**Getting Started
Azure Cognitive Service**

**A.I. User Group
& Business Thailand**

twitter.com/teerasej



<https://aka.ms/AAkwq19>

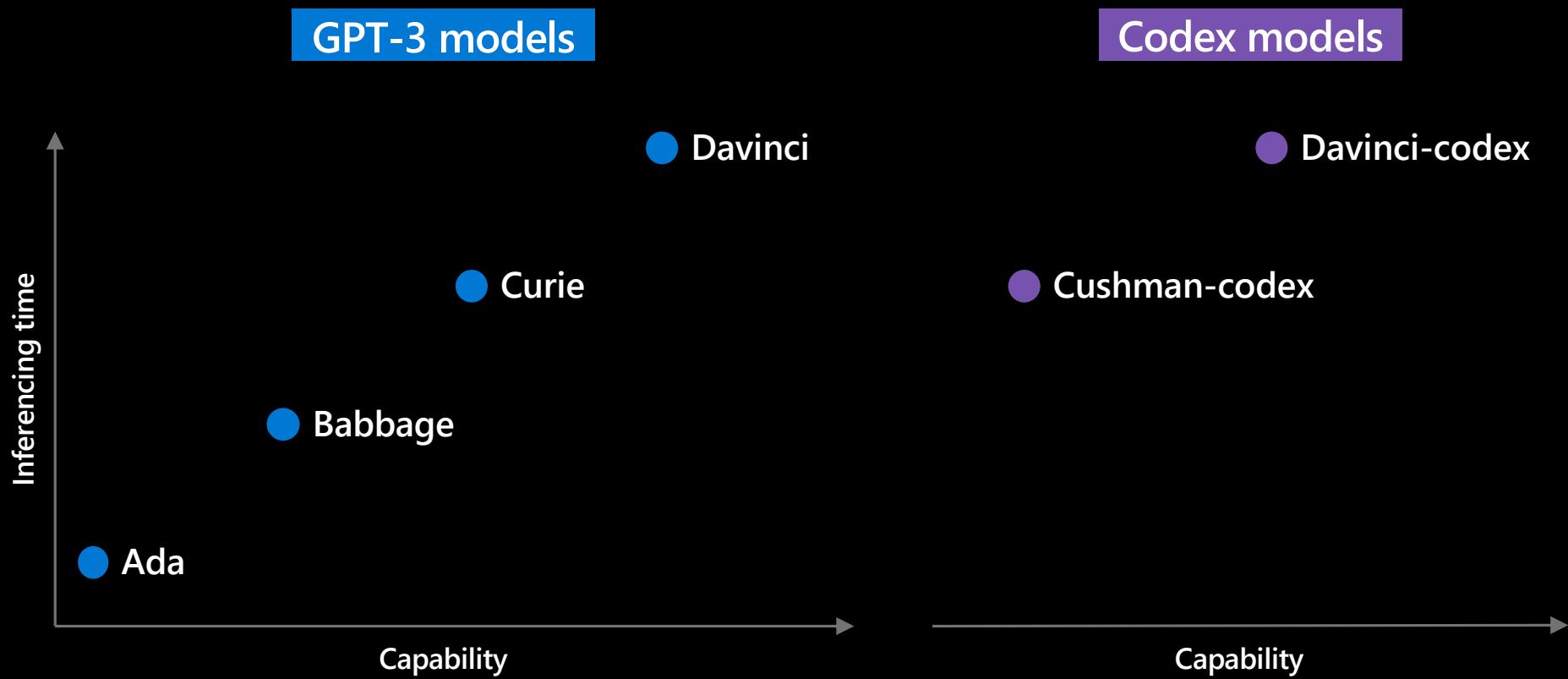


Thank you



Microsoft AI

| Azure OpenAI | Family of Models



| Azure OpenAI | Overview of GPT-3

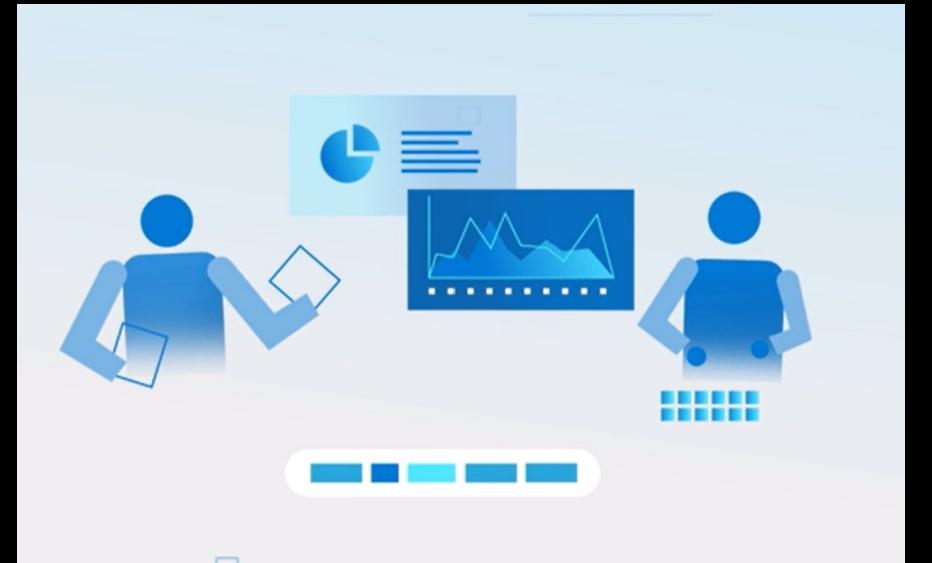
Generative pre-trained transformer 3 (GPT-3)

Autoregressive language model that uses deep learning to produce human-like text

Pre-trained on trillions of words

Predicts the most likely next word based on input text

General text-in/text-out interface



| Azure OpenAI | GPT-3 Models

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Completion – Output that GPT-3 generates based on the prompt.

| Azure OpenAI | GPT-3 Family of Models

Model	Request	Description, performance, cost	Use cases
Davinci	4,000 tokens	Most capable GPT-3 model. Can do any task the other models can do, often with <i>higher quality, longer output</i> and <i>better instruction-following</i> .	Complex intent, cause and effect, summarization for audience
Curie	2048 tokens	Very capable , but <i>faster</i> and <i>lower cost</i> than Davinci.	Language translation, complex classification, text sentiment, summarization
Babbage	2048 tokens	Capable of straightforward tasks, <i>very fast</i> , and <i>lower cost</i> .	Moderate classification, semantic search classification
Ada	2048 tokens	Capable of very simple tasks, usually the <i>fastest</i> model in the GPT-3 series, and <i>lowest cost</i> .	Parsing text, simple classification, address correction, keywords

| Azure OpenAI | GPT-3 Ideate, Experiment and Fine-Tune

Iterate on ideas with a general-purpose text-in/text-out interface

Prompt

Summarize game commentary into highlights:

Shey Peddy is applying ball pressure at the top against Sabrina Ionescu. At 7:48 remaining in the quarter; Peddy

What are the main highlights of the game so far?

Sample response

The game has been close with Phoenix leading New York 7-5. Shey Peddy has been key for Phoenix.

Refine with examples ('few shot learning') with a simple UX

Prompt

Turn game commentary into highlights:

Commentary: What a pickup she has

Main highlights: New York has domina

###

Commentary:

1. Turner is so important defensively to
2. Griner pulled way out, Hartley with
3. At 1:54 remaining in the quarter, Pho

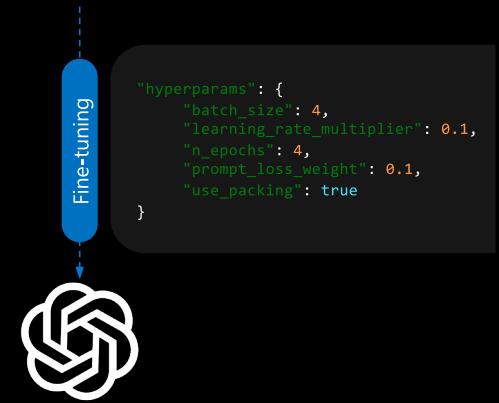
Sample response

Main highlights:

1. New York has had a strong run in the
2. Phoenix leading by 1 point, 24-23
3. New York Liberty's comeback has be

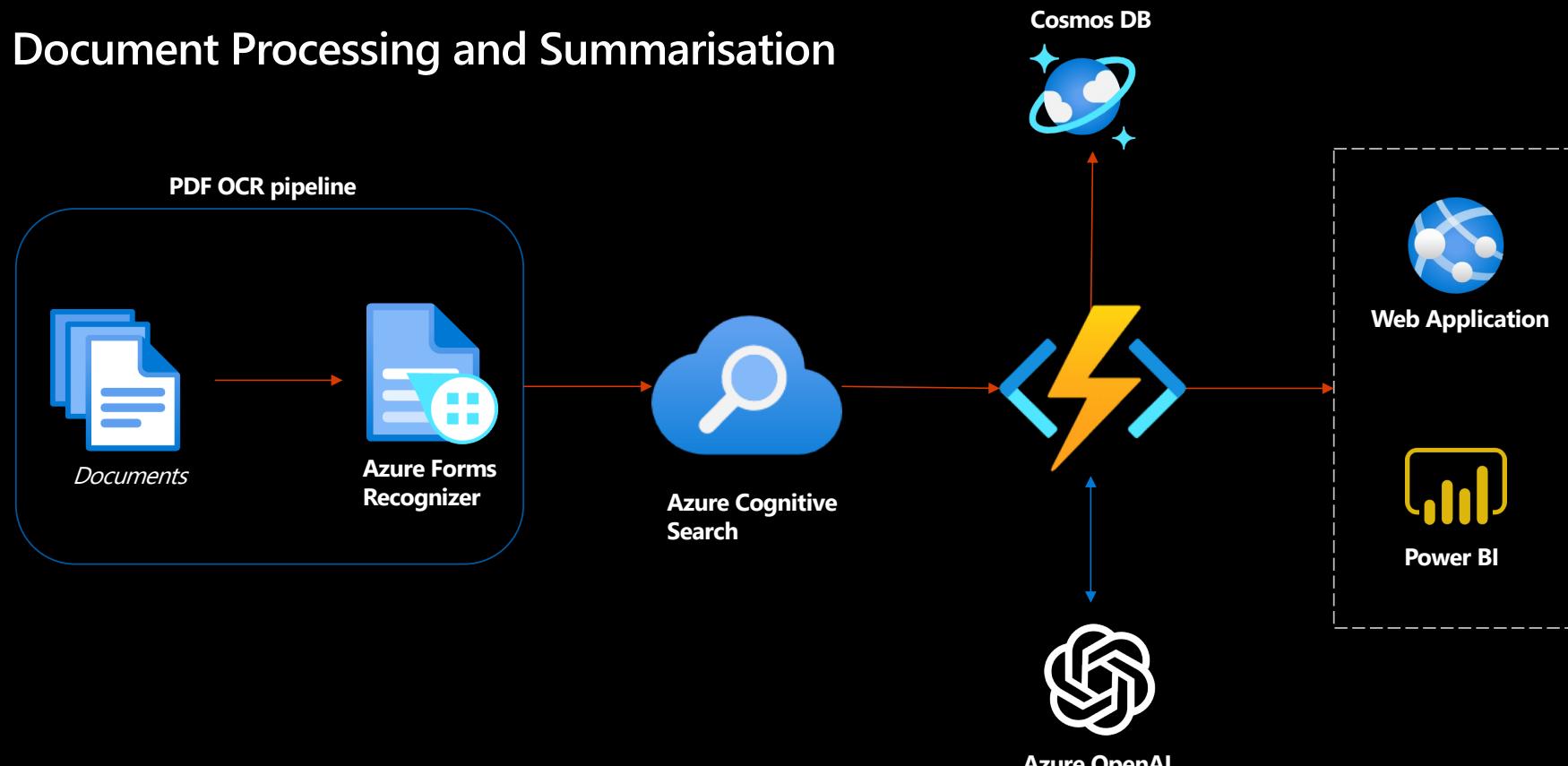
Optimize accuracy and latency to validate proof of concept fast

Prompt and completion examples



| Azure OpenAI | GPT-3 Sample High Level Architecture

Document Processing and Summarisation



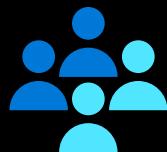
OpenAI Codex



Makes APIs more accessible



Accelerates software development



Widens who can code

OpenAI Codex Models

Derived from base models and trained on both NL and code (billions of Lines of Code)

Support multiple programming languages

Python, C#, SQL, Java, JavaScript, TypeScript, Go, Perl, PHP, Ruby, Swift, Shell (bash)

Multiple tasks:

Comment → Code

Autocomplete function or next line (in context)

Knowledge searching (API or Library call)

Documenting code (comments)

Refactoring

Use Cases

Natural Language to Code

Documenting code (comments)

Refactoring

Code to Natural Language

Natural Language to SQL

Codex Models

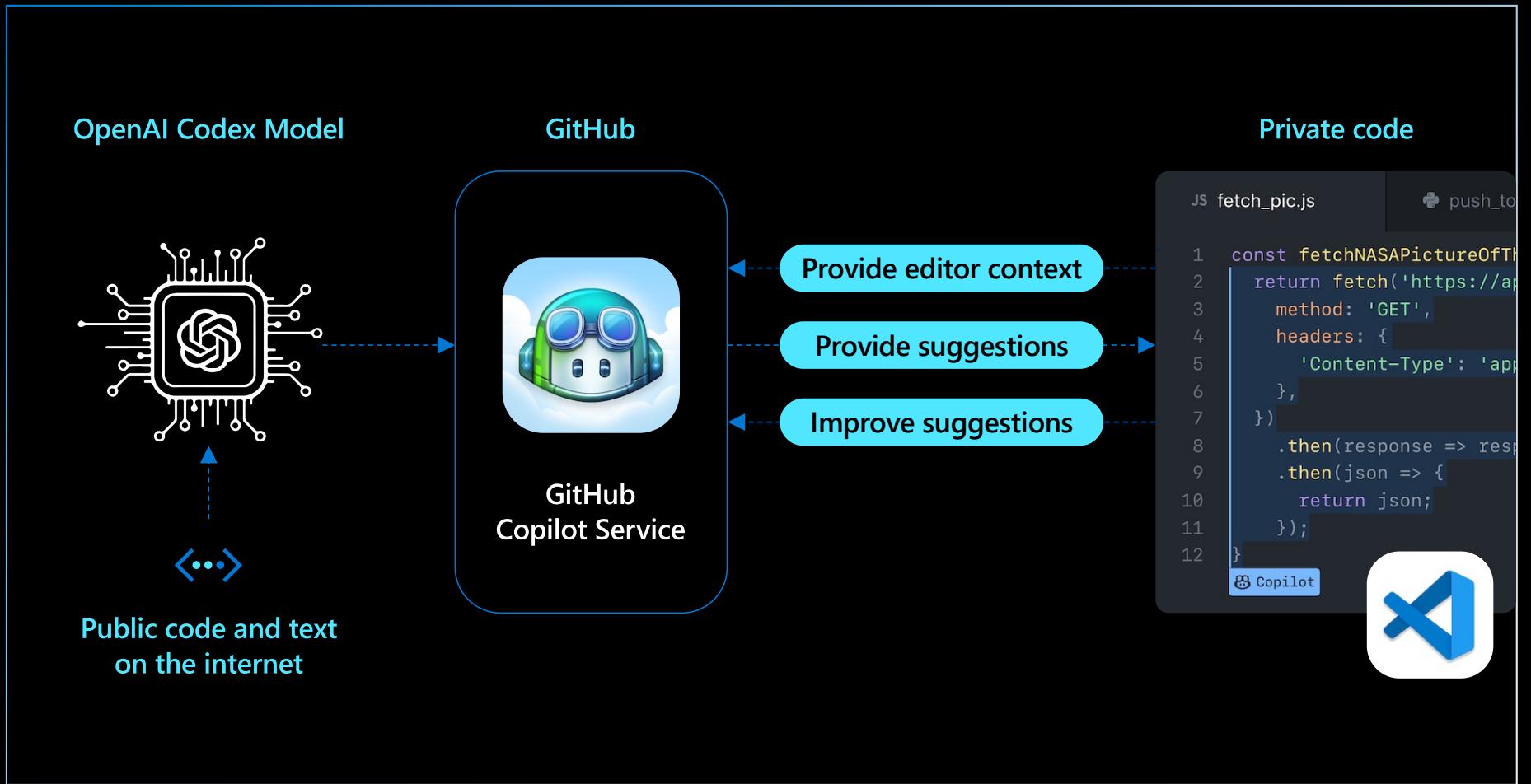
```
19     ... screenshot = ImageGrab.grab()
20     ... # Convert to text
21     ... text = image_to_string(screenshot)
22     ... # Parse text for email addresses
23     ... emails = re.findall(r'[\w\.-]+@[\\w\.-]+\.', text)
24     ... return emails
25
26 def validate(addresses):
27     ...
28
```



GitHub Copilot

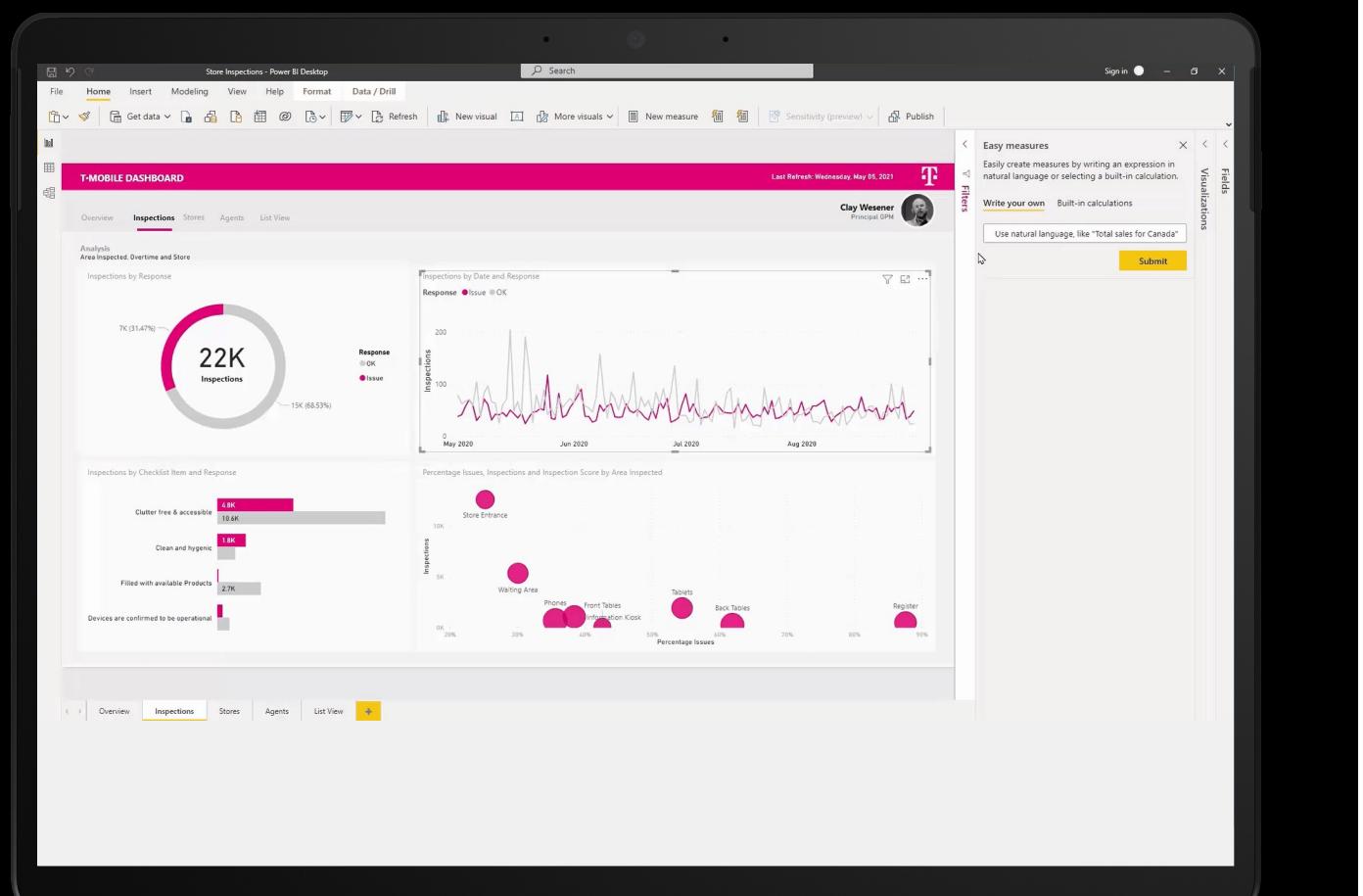
Your AI pair programmer

```
19     screenshot = ImageGrab.grab()
20     ... # Convert to text
21     ... text = image_to_string(screenshot)
22     ... # Parse text for email addresses
23     ... emails = re.findall(r'[\w\.-]+@[\\w\.-]+\.', text)
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27     ...
28
```



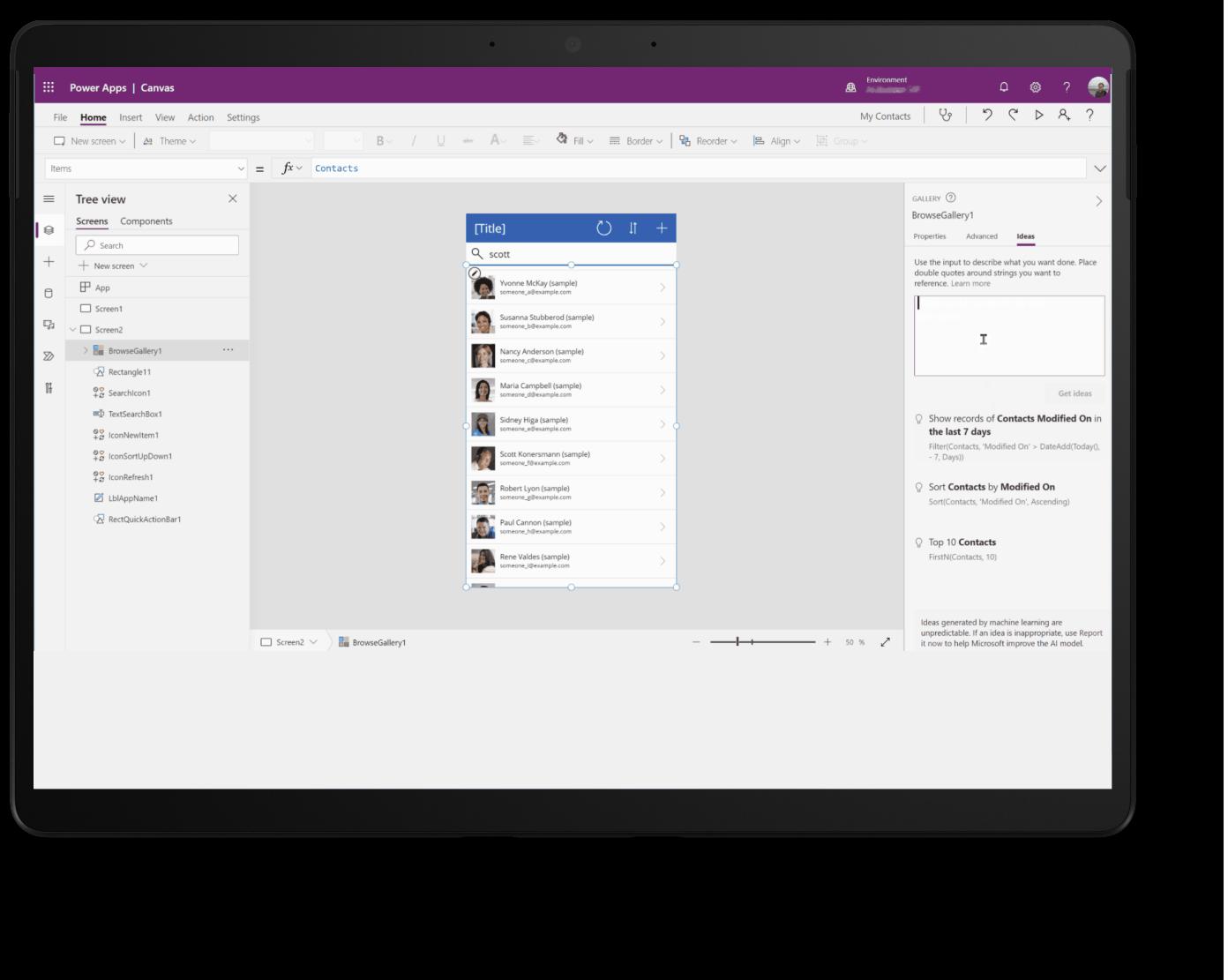
Power BI

Generating DAX expressions with natural language



Power Platform

Power Fx formulas



DALL•E 2

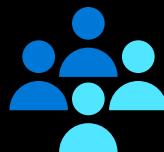
Preview



Generate an infinite number of images with simple text prompts



Accelerate designs or inspire creative decision



Build capability into enterprise applications through APIs and SDKs

Microsoft Designer

https://designer.microsoft.com

Designer + New design

My design 100%

Share

Design Ideas

Templates

My media

Visuals

Text

Styles

Let's start with your content

< Generate an image using a description ⓘ

Ombre cake decorated with flowers and fall foliage

Tip
Explore different camera angles

"An aerial still of a seascape, Brazil"

Cakes by Davi

Continue editing

Share

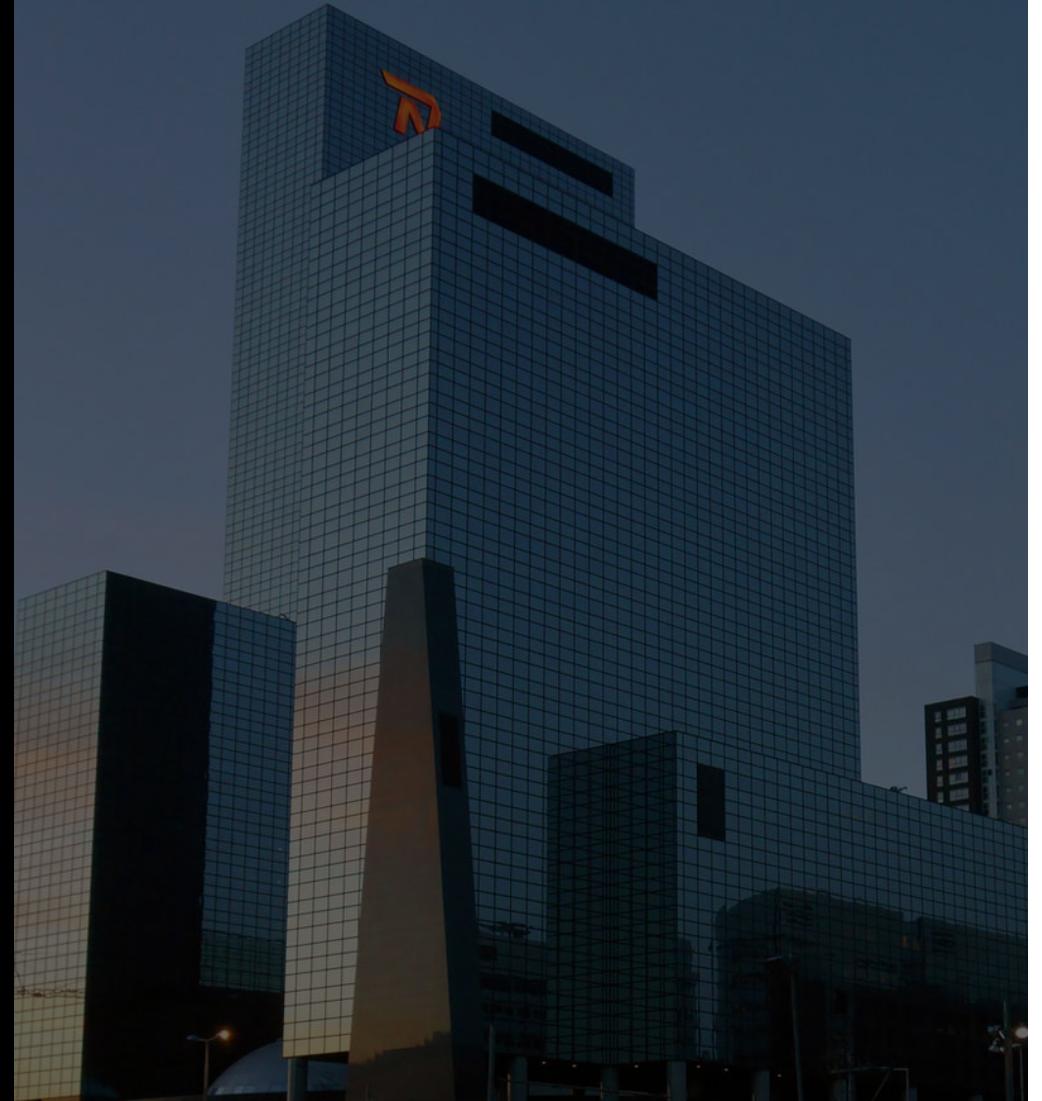
The screenshot shows the Microsoft Designer web application. On the left, a sidebar lists tools: Templates, My media, Visuals, Text, and Styles. The main area has a purple header with 'Designer' and 'New design' buttons. Below the header is a large white workspace containing a placeholder text 'Let's start with your content' and a button to 'Generate an image using a description'. A preview of an 'Ombre cake decorated with flowers and fall foliage' is shown, along with a tip about exploring camera angles and a reference image of a seascape. To the right, a 'Design Ideas' section displays five cards for 'Cakes by Davi' with various cake designs and branding. At the bottom right of the workspace are 'Continue editing' and 'Share' buttons.



nationale
nederlanden

"Nationale-Nederlanden part of NN Group, the largest player in the Dutch insurance market is using the Azure OpenAI services to extract information from large volumes of unstructured data to automate their claim handling processes. The Azure OpenAI services provide the building blocks to quickly develop AI solutions that understand Dutch text. This opens the door to many other user cases."

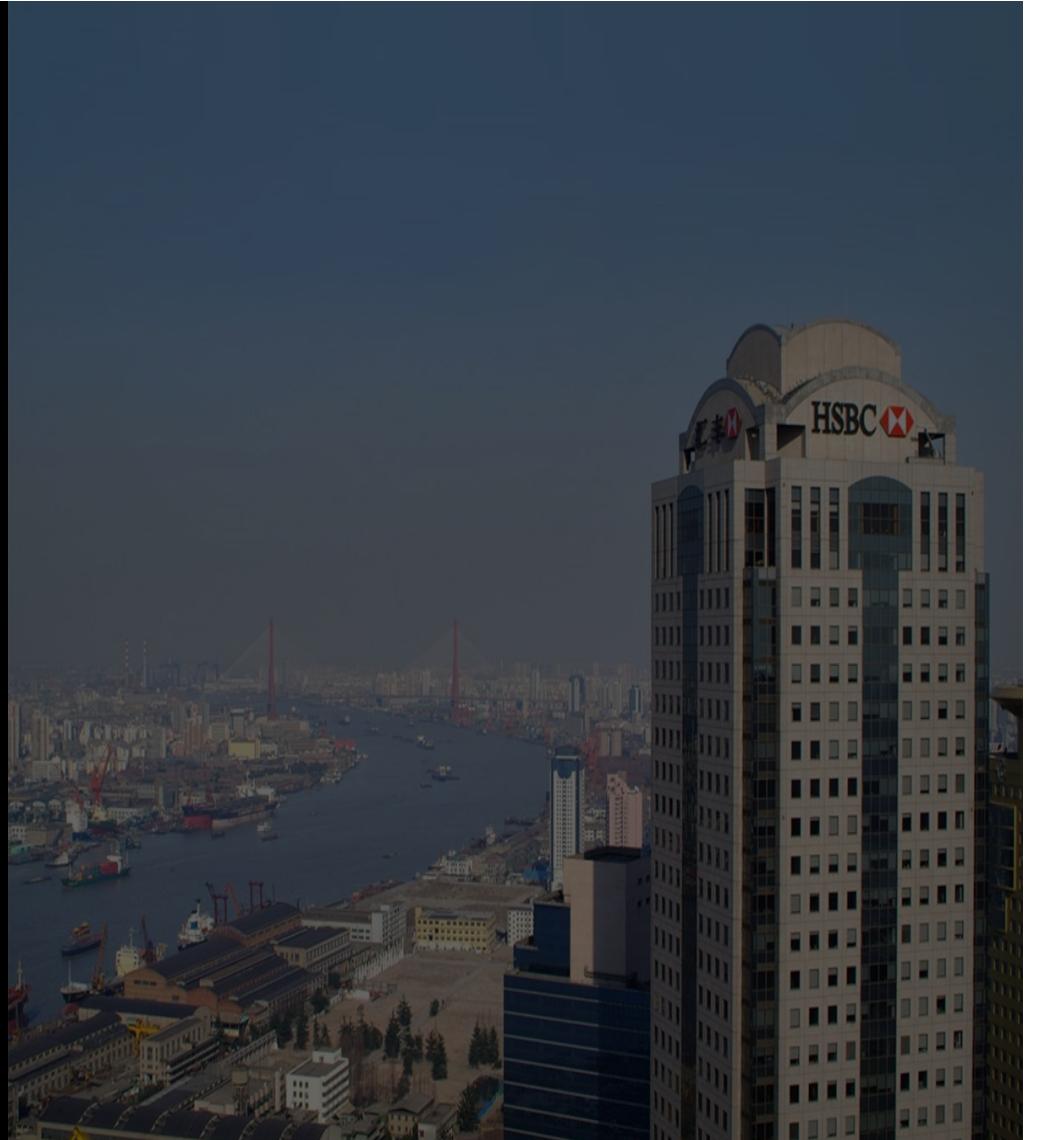
Tjerrie Smit
Head of Data & AI





"HSBC Bank is one of the largest banking and financial services institutions in the world, serving millions of customers globally. Microsoft's Azure OpenAI have been a key strategic partner to help us adopt and operationalize novel methods in the Natural Language space. As an organization we see huge potential in Large Models for summarization and classification of financial information; and also programming applications for our community of citizen scientist. Pro tem we continue to seek for opportunities to bring such benefits to 120K support function colleagues worldwide."

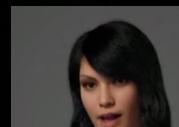
Dan Dixon
Head of Data & AI

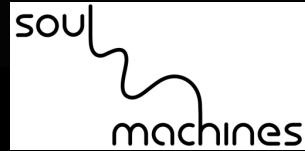




"Sogeti constantly looks for new ways to enable clients in their digital transformation journey by providing cutting-edge solutions in AI and ML. Sogeti uses Azure OpenAI service for its digital human (Daisy) offering that enables end users to have a human like conversation. Azure OpenAI service backed up by a strong language model, has helped Daisy to learn custom data specific to a domain or client, accelerated response times, gained knowledge from the internet and much more. Azure OpenAI service has helped Sogeti to take its digital human offering to various Azure enabled clients easily and helped reduced implementation time."

– *Mark Oost - Sogeti Chief Technology Officer, Artificial Intelligence and Machine Learning*





Soul Machines creates digital people that transform brand experience by creating engaging and emotional connections with customers.

Soul Machines is using OpenAI for sentiment to increase the empathy of their Digital People so that conversations with users are deeper and more meaningful.

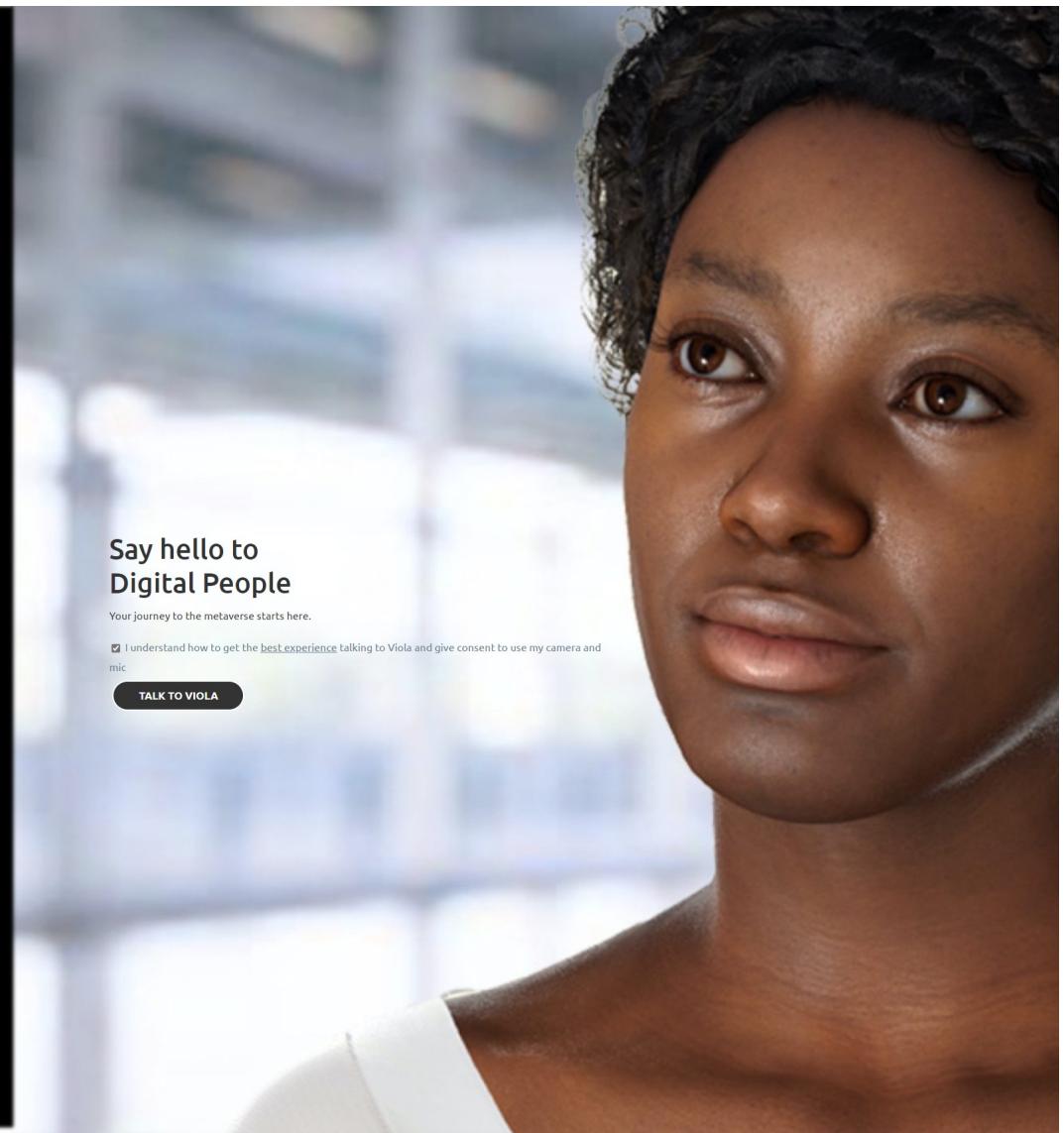
"Soul Machines is using Azure OpenAI Service for autonomous content generation for their media and entertainment products. For example, the content generation enables them to produce copy for conversations with their digital avatars and celebrities."

**Say hello to
Digital People**

Your journey to the metaverse starts here.

I understand how to get the [best experience](#) talking to Viola and give consent to use my camera and mic

TALK TO VIOLA



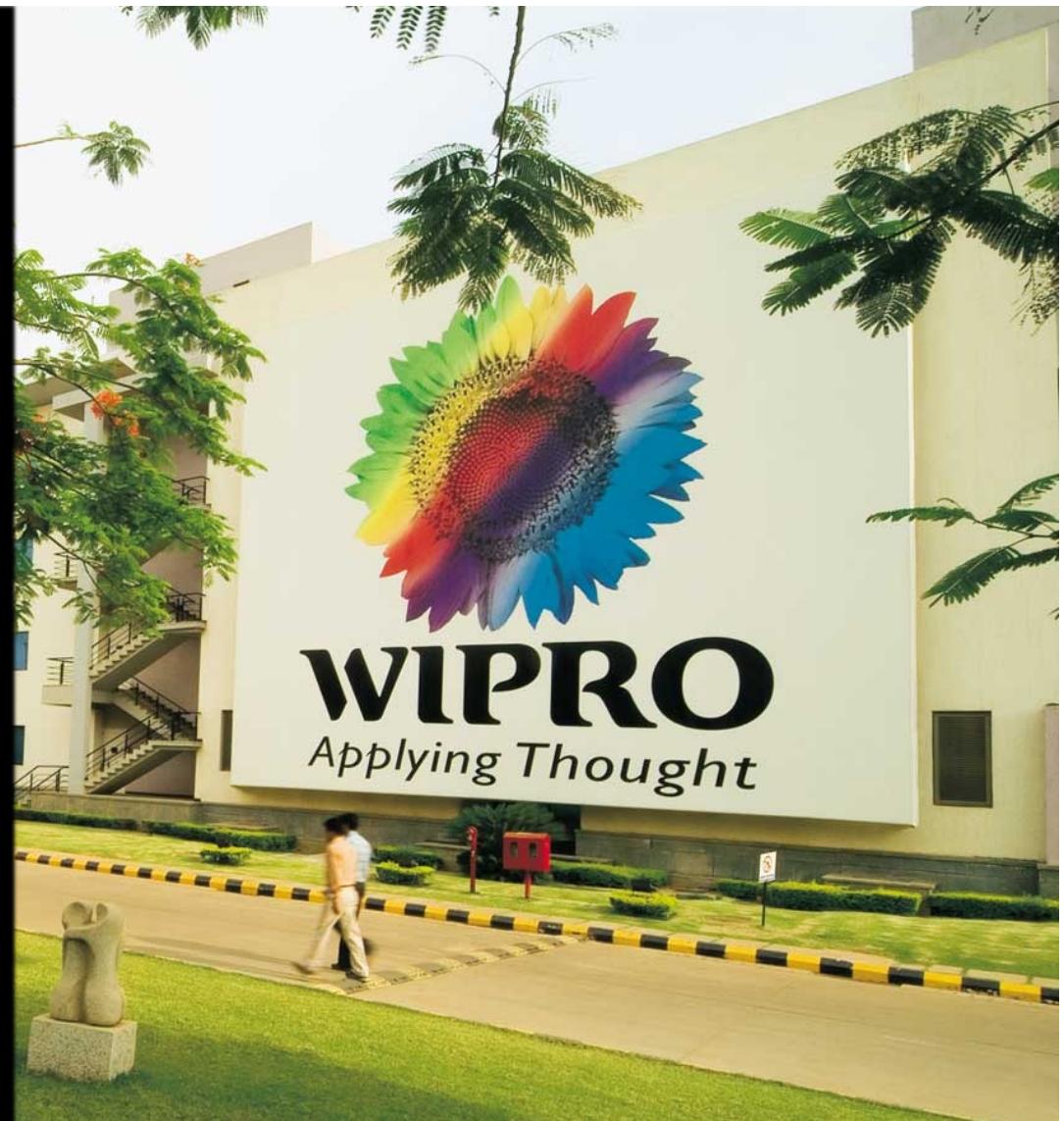


"Wipro Ltd, a leading global information technology company is using Azure Cognitive Services to build Conversational AI solutions.

The solution, offers personalized IT support and enhanced employee engagement initiatives and is being used by 65,000 Wipro employees globally. The platform uses a combination of Azure natural language-understanding APIs along with customized Machine Language models.

These are powered by Azure Machine Learning Studio and Azure Open AI to foster personalized employee-experience within the organization."

– Anup Purohit, Global CIO, Wipro Ltd.





Farmlands is the largest agriculture products buying group in New Zealand. They have 450,000+ interactions with customers every year, documented in Dynamics 365.

They are using Azure OpenAI Service to gain an understanding of sentiment around key words or phrases that emerge in cases logged in Dynamics.

They are using Davinci and Curie to highlight currently trending key phrases; prepare summaries and enable users to drill down and look at case or interaction summaries.

"It saves our call center staff time and improves our customers' experience"

— Gareth Pullar, insights and analytics manager at Farmlands.

"In terms of generating content, it's a game-changer. "It's just really exciting technology."

— Jean van Schalkwyk, Business Intelligence Lead





CarMax is using Azure OpenAI Service for vehicle and store review summarization, creating marketing content, and preparing vehicle trim comparisons. Using OpenAI reduces their marketing freelancer spend and enables them to provide new information to their customers faster than their competitors

Related Articles

[Review](#) [Review](#) [Review](#)

2018 Porsche Cayenne: Reviews, Photos, and More
Web Oct 09, 2021

Are you shopping for a luxury SUV and unsure what features to expect or which engine to choose? Let's make it easy (and fun) with a comprehensive look at the 2018 Porsche Cayenne, a luxury SUV with the heart of a sports car. Find out more in our 2018 Porsche Cayenne review.

+ Read More

2019 Porsche Cayenne: Reviews, Photos, and More
Mon Nov 21, 2022

The Porsche Cayenne Is an Impressive luxury SUV, and the 2015 model adds technology, style, and features to a wide variety of engine options. The Cayenne is also available as a plug-in hybrid model. Take a look at our 2015 Porsche Cayenne review for key specs and features.

+ Read More

2016 Porsche Cayenne: Reviews, Photos, and More
Web Oct 05, 2021

Looking for performance and practicality? With the Porsche Cayen you can have both. The Cayenne has powerful engine options and a luxury interior perfect for individuals or families. Learn more about perks and features in this 2016 Porsche Cayenne review.

+ Read More

"With Azure OpenAI Service, we are able to create content that empowers our customers so they can be informed before they make a decision,"

– Shamim Mohammad, CarMax executive vice president and chief information and technology officer. "

"OpenAI Service is definitely playing a big part in our SEO improvement."

– Sean Goetz, Director, Application Systems



Trelent

Customer:
Trelent

Industry:
Professional Services

Size:
1-49 employees

Country:
Canada

Products and services:
Azure OpenAI Service

[Read full story here](#)



"With a product like OpenAI Service behind you, you can focus a lot more on what really matters, which is delivering a great experience, a great product, and a lot of value to your customers."

—Calum Bird, CEO, Trelent

Situation:

Trelent, a pre-seed code documentation startup that uses the OpenAI Codex algorithm, found its audience in high-growth tech companies with large or distributed engineering teams. The problem: How does a two-person team provide enterprise-ready service?

Solution:

A Microsoft for Startups webinar provided the answer: Microsoft Azure OpenAI Service paired the powerful OpenAI algorithms Trelent was already using with Azure security, safety controls, and global availability—and worked with the startup's existing solution.

Impact:

With Azure OpenAI Service, Trelent benefits from content filtering, increased security, and faster response times (from 1-3s down to an average of 750ms). Those enterprise-ready features free Trelent engineers up to focus on their core innovation.