2018 Global Azure BOOTCAMP

Create Skills For Cortana!

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Corporate Overview – ValueMomentum Software Services

- Software & Services Firm
- **Financial Services & Insurance focused**
- Established in 2000 with HQ in NJ, USA
- 150+ dedicated R&D team
- Executive Leadership and Practice Heads based in the US
- Offshore centers are SSAE 16 SOC 2 certified. Clean Rooms for several clients offshore

23%
Compound Annual Growth Rate since 2000

4
Analysts covering ValueMomentum Software & Services

>65
Clients Served in North America

1,850+
Global employee strength

Top 15
IT Services Vendor for North American P&C Carriers by # of customers*

14
>5 Year Customer Relationships Average ~8 years

BUSINESS FOCUS

- Banking & Lending
- Capital Markets

- Property & Casualty
- Healthcare
- Life & Annuities

Hi, I'm Cortana

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Cortana – Personal Digital Assistant

VALUE MOMENTUM
Deliver Value. Drive Momentum

Productive

Cortana helps you honor commitments and manage the important everyday stuff.

Unbounded

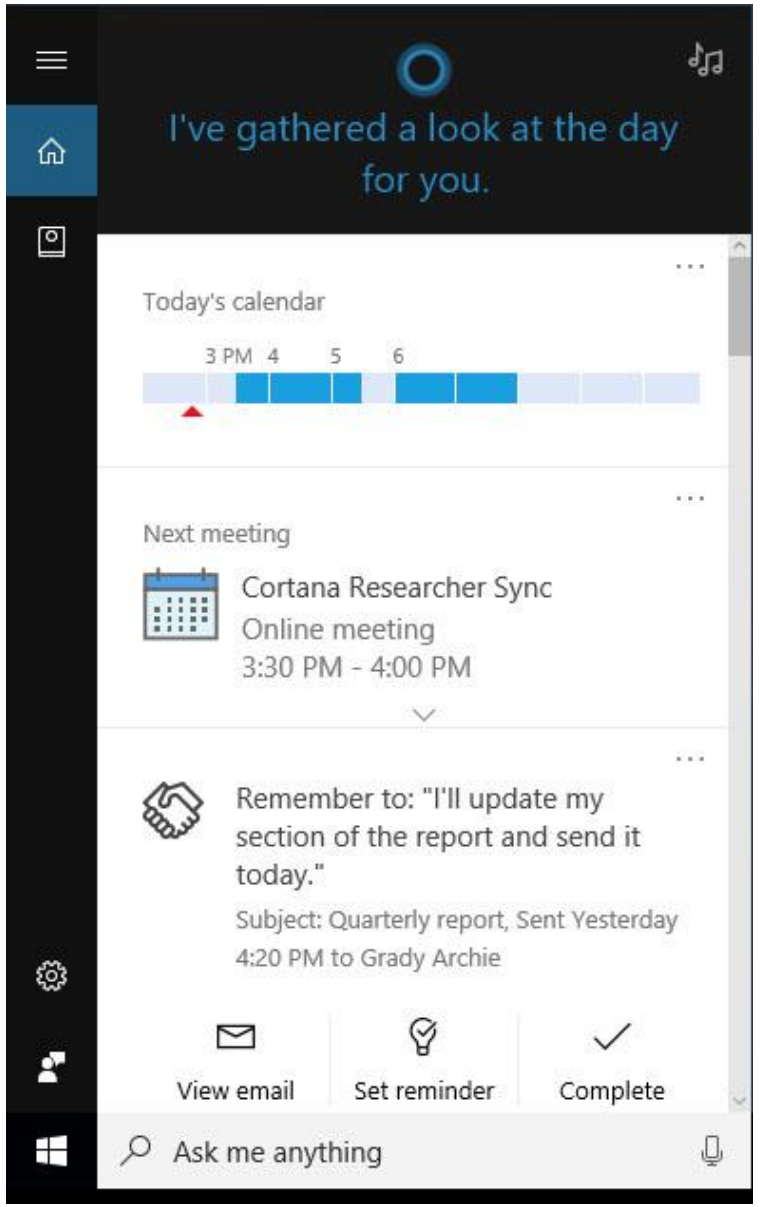
Cortana exists on multiple platforms and device types. She is wherever you are.

Personal

By getting to know you, Cortana can provide tailored and intuitive experiences.

Extensible

Cortana works with her team of experts (that's you) to help users get things done.



Cortana's Ecosystem

Users access Cortana across devices and platforms

Windows Devices

Android, iOS

(Cortana Devices SDK)

Home and Car

Cortana Skills Kit

Developer platform connecting users with experts

Bot Framework
Cortana Channel

Cognitive Services
LUIS

Skill Deployment
Tools

Cortana's knowledge

User preferences & habits - e.g.

- Cuisine preferences
- Where I live and work

User context - e.g.

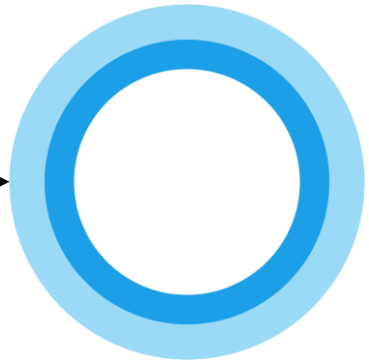
- I'm leaving home
- My next meeting location

What is a Skill & How does it work

A skill is a **unit of conversational intelligence** that enables Cortana to help users using your services.

Developers

Register endpoints and metadata



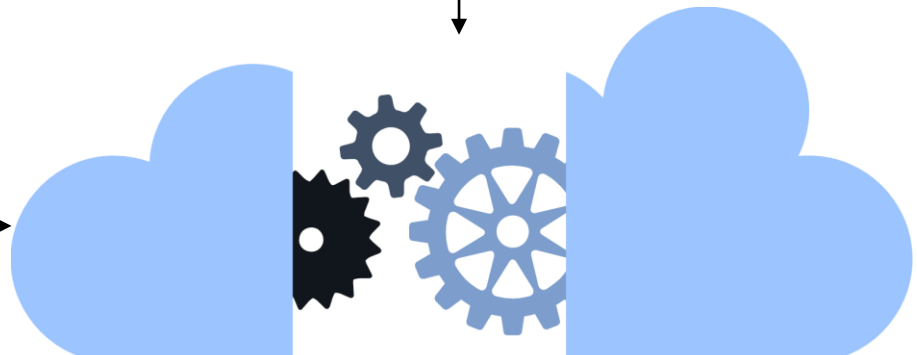
Cortana

Hold conversations

End Users

Invokes on request

Build and deploy



Bot Framework
Messaging Endpoint

How to create a Skill

Create your skill logic using the Bot Framework

- Build a bot using the Bot Builder SDK
- Use Cognitive Services (LUIS) for natural language understanding

Add the Cortana channel

- Register your bot as a Cortana skill
- Configure Cortana-specific data and features

Publish your skill

- Make your skill discoverable by all Cortana users

Design a useful skill

Skill should solve a **unit** of problem. Good skills iterate on features in order to provide a complete customer experience.

1
CORTANA HELPS YOU FIND INFORMATION

The skill helps users find info and identify tasks to complete.

This is done more quickly than if the user opened an app or website.

2
CORTANA HELPS YOU ACT ON WHAT YOU'VE FOUND

The skill cuts through multiple steps to complete a task.

3
CORTANA TALKS TO YOU LIKE A REGULAR PERSON

The skill has fully fleshed out conversational UX, and knows when *not* to use speech to convey information.

4
CORTANA TAILORS HER EXPERIENCES FOR YOU

The skill uses personalized information in order to provide a custom experience

5
CORTANA LEARNS ABOUT YOU

The skill remembers what you've done, and uses that information for future invocations.

LEVEL OF INTEGRATION

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Publish a Skill

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1
PUBLISH TO SELF

Immediate deployment of the skill to the developer's MSA

Used for early testing

2
PUBLISH TO GROUP

Share a skill with one or more MSA users

User consent must be given to have the skill appear

Used for beta testing a skill with users

3
PUBLISH TO WORLD

Skill becomes automatically available to all MSA Cortana users in the USA

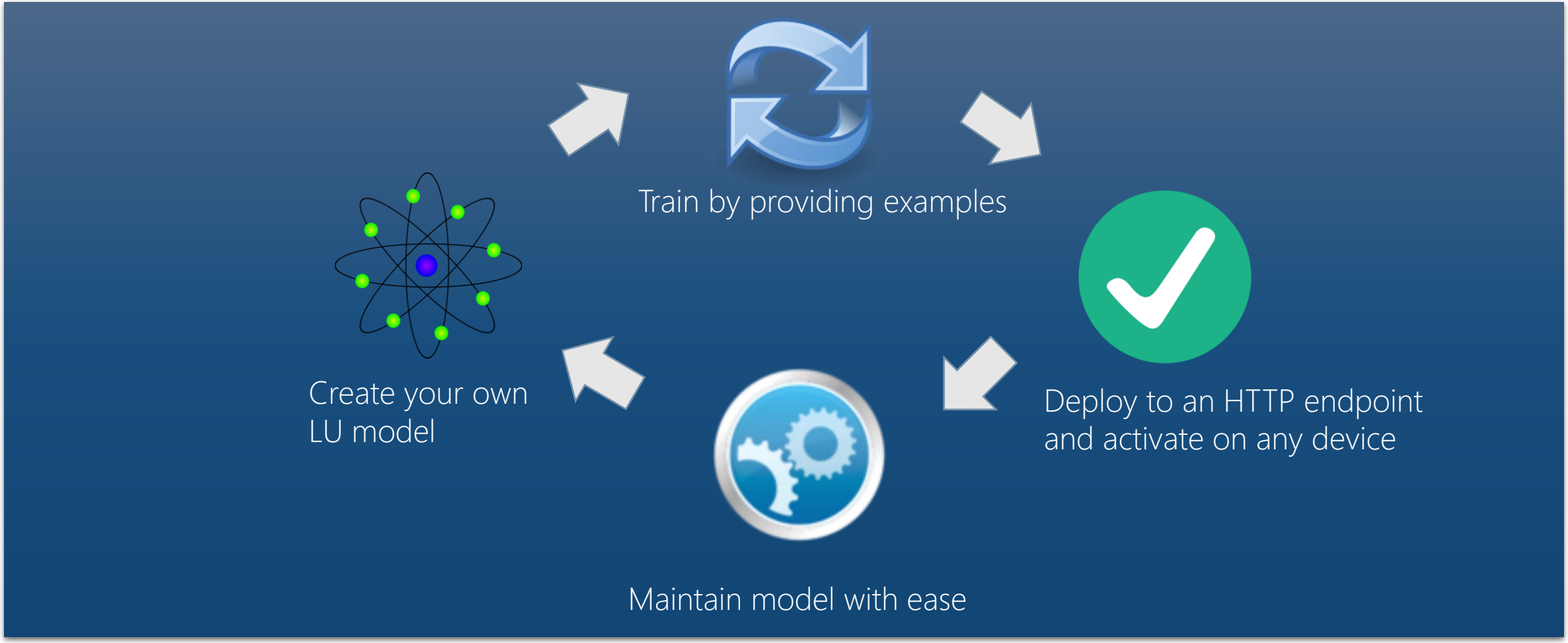
Requires validation and certification

Skill will appear in Cortana's skill listings

Use Case – Bot Framework + LUIS + Cortana

LUIS(Language Understanding Intelligence Service)

A Microsoft Cognitive Service that provides developers with an easy way to create language models to allow applications to understand user commands.

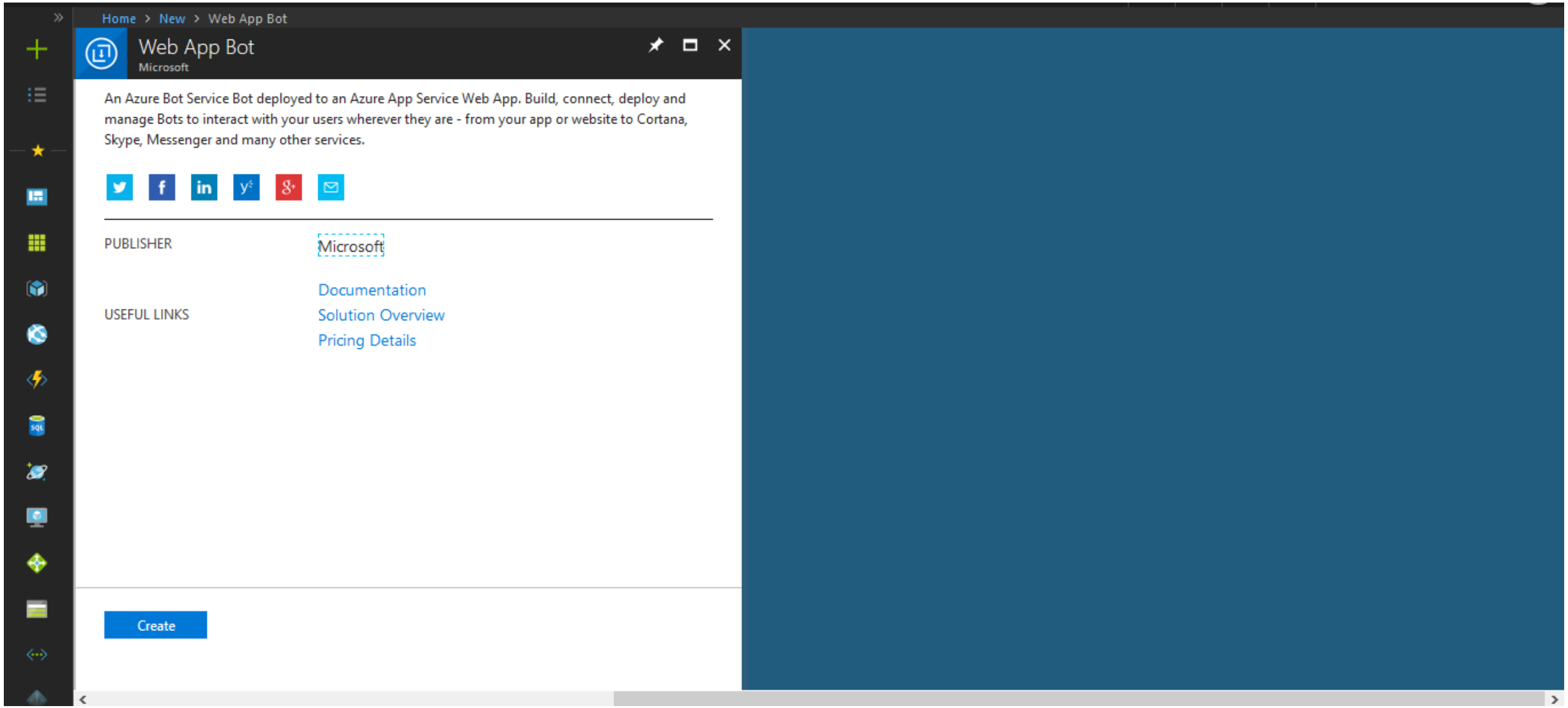


LUIS Response

```
{
  "entities": [
    {
      "entity": "flight_delays",
      "type": "Topic"
    }
  ],
  "intents": [
    {
      "intent": "FindNews",
      "score": 0.99853384
    },
    {
      "intent": "None",
      "score": 0.07289317
    },
    {
      "intent": "ReadNews",
      "score": 0.0167122427
    },
    {
      "intent": "ShareNews",
      "score": 1.0919299E-06
    }
  ]
}
```

Demo

Create a Bot


Home > New > Web App Bot
Web App Bot
Microsoft
An Azure Bot Service Bot deployed to an Azure App Service Web App. Build, connect, deploy and manage Bots to interact with your users wherever they are - from your app or website to Cortana, Skype, Messenger and many other services.
PUBLISHER
Microsoft
USEFUL LINKS
Documentation
Solution Overview
Pricing Details
Create

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Create a Bot

VALUEMOMENTUM
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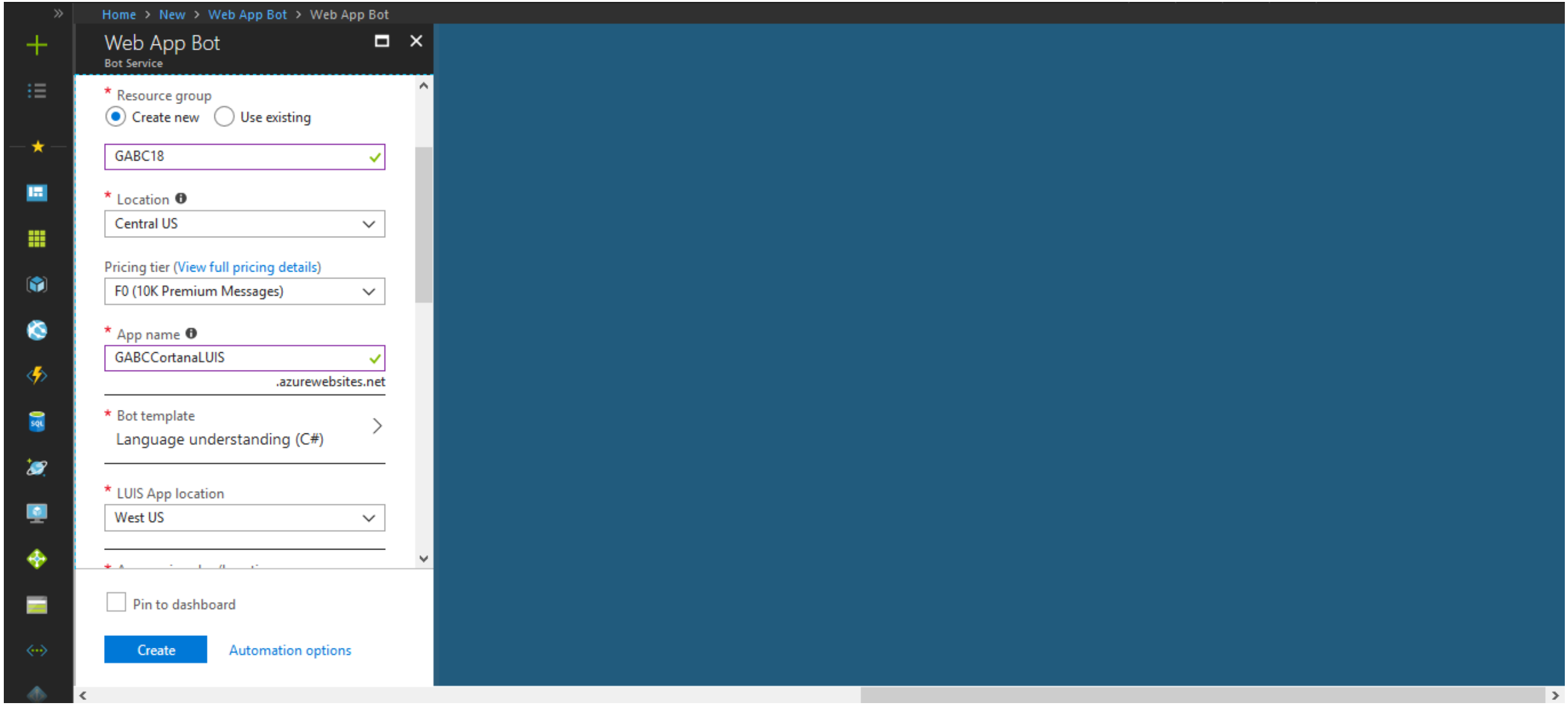
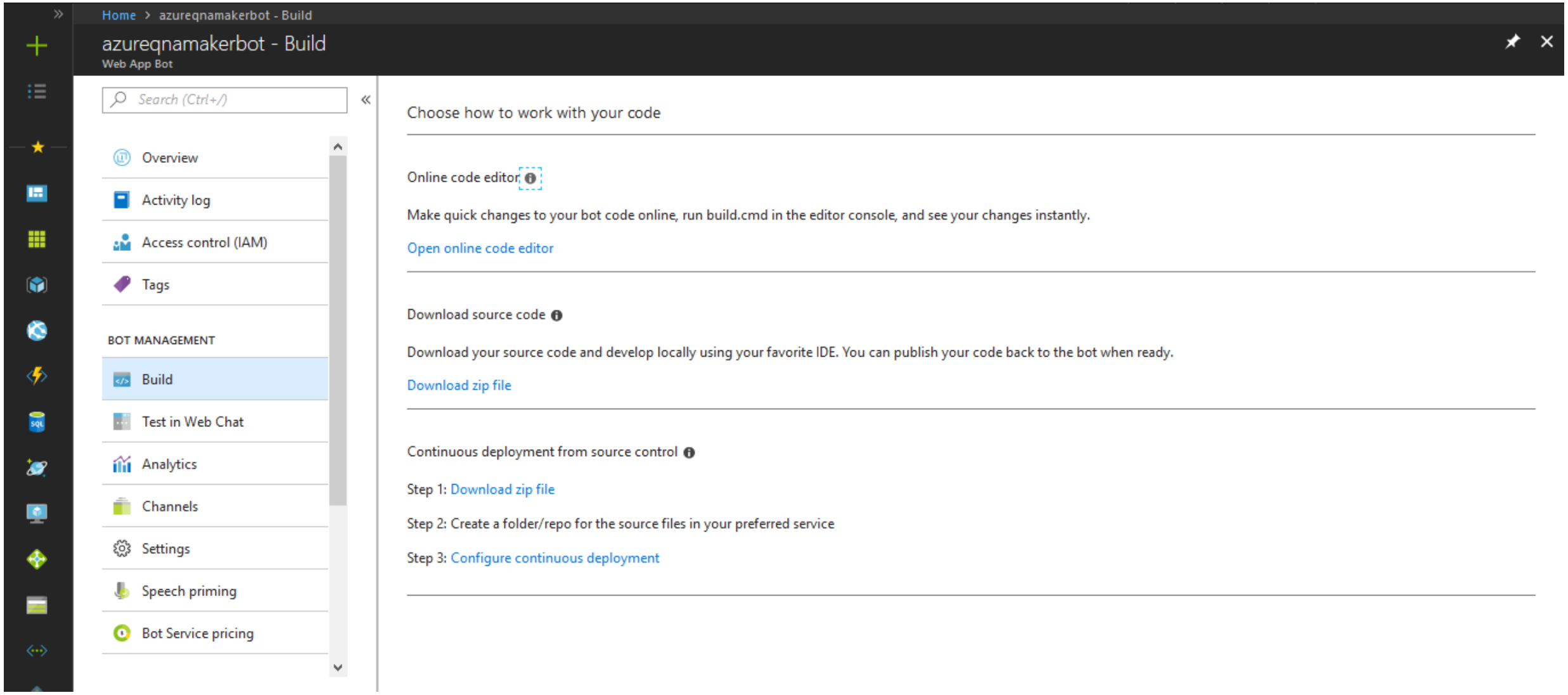
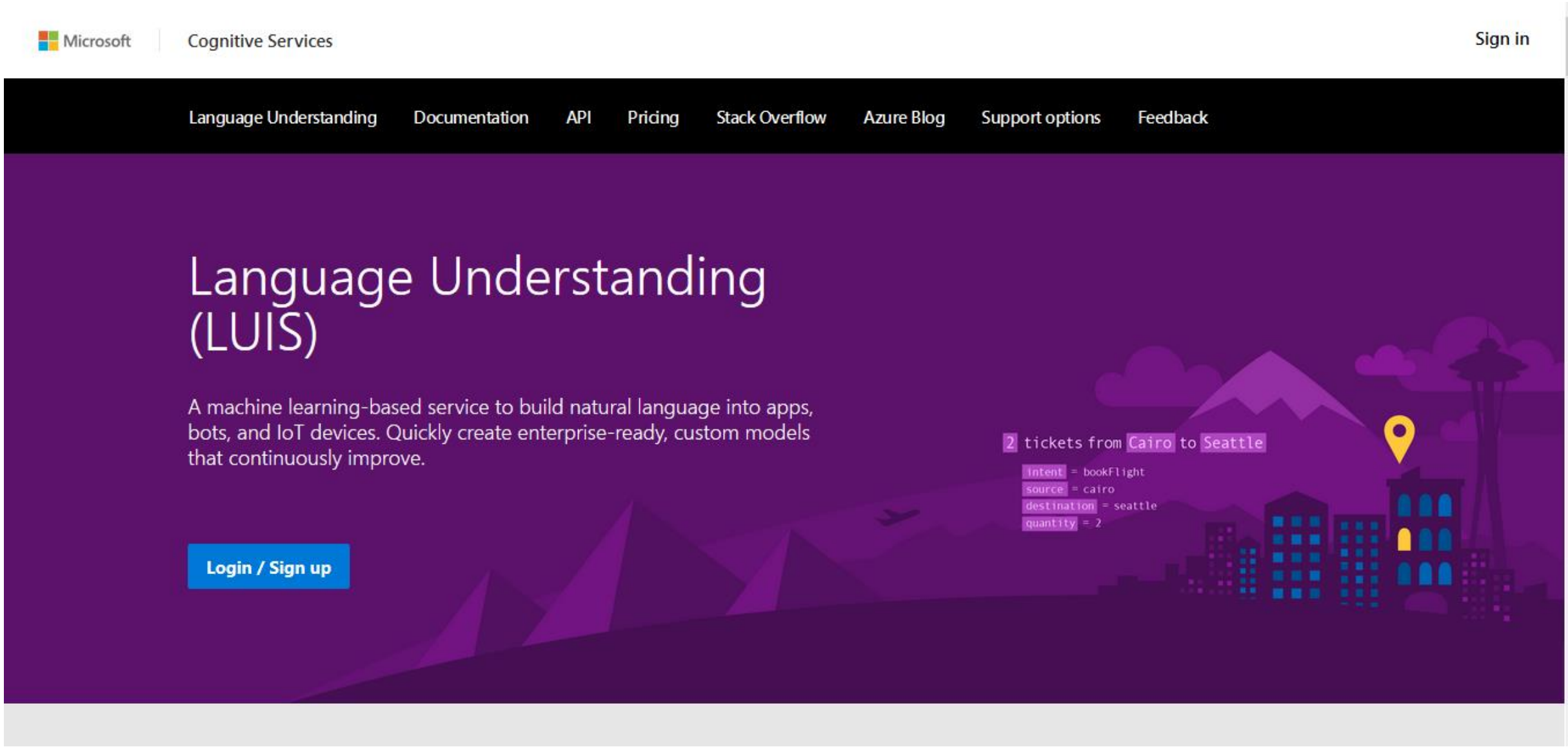


Download the code for the Bot

VALUEMOMENTUM
Deliver Value. Drive Momentum



LUIS


Microsoft
Cognitive Services
Sign in
Language Understanding
Documentation
API
Pricing
Stack Overflow
Azure Blog
Support options
Feedback
Language Understanding (LUIS)
A machine learning-based service to build natural language into apps, bots, and IoT devices. Quickly create enterprise-ready, custom models that continuously improve.
Login / Sign up
2 tickets from Cairo to Seattle
intent = bookFlight
source = cairo
destination = seattle
quantity = 2

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LUIS Dashboard

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Deliver Value. Drive Momentum

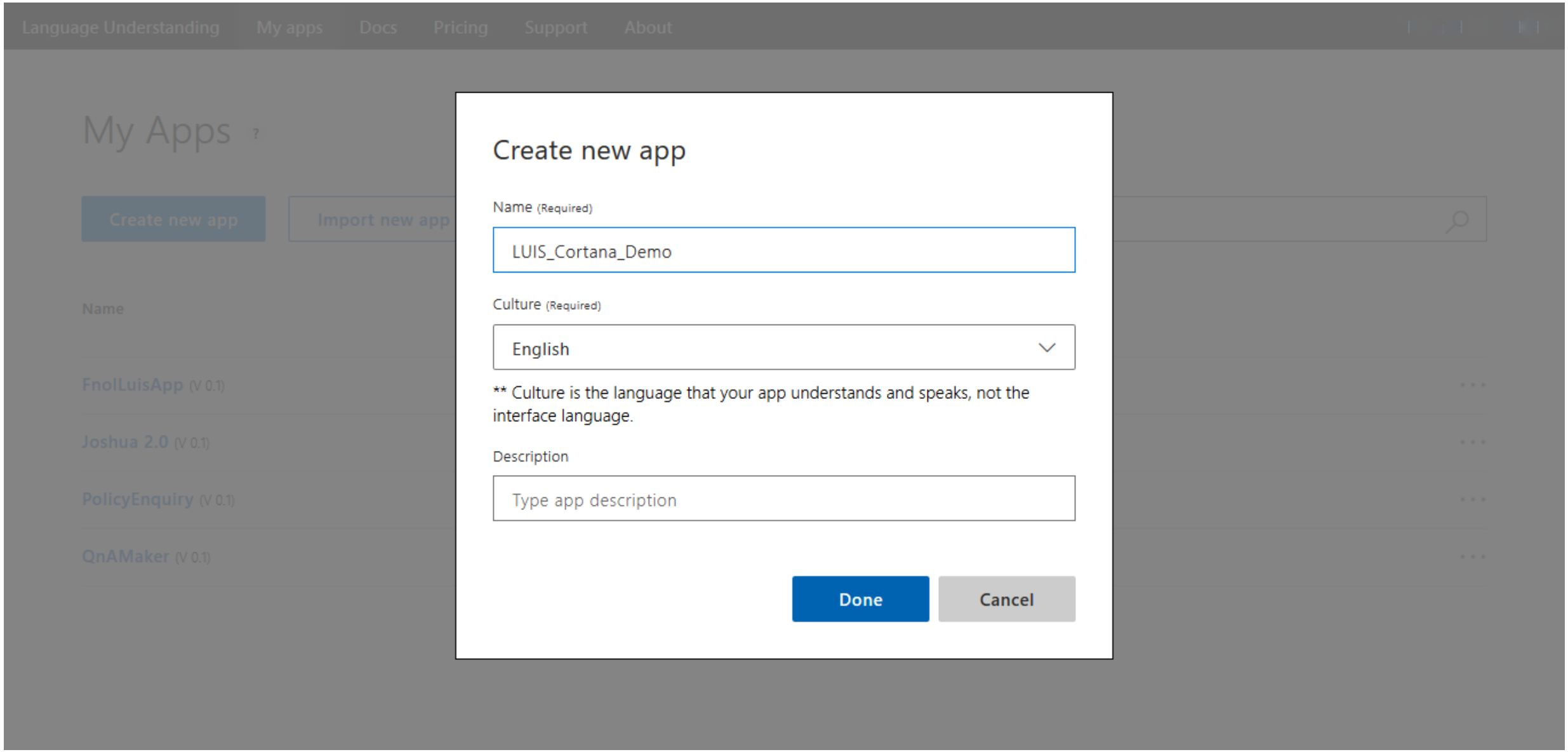
Language Understanding | My apps | Docs | Pricing | Support | About

My Apps

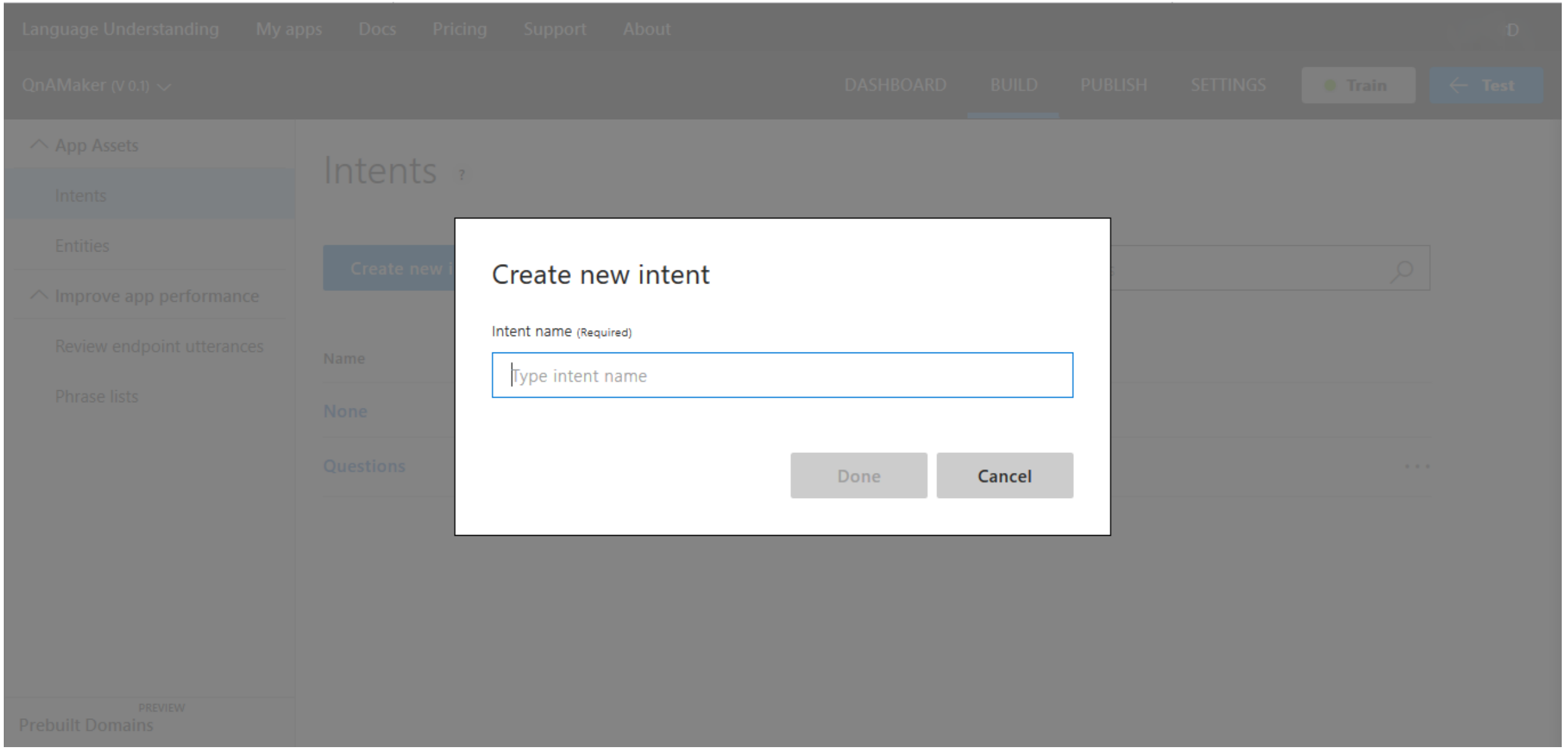
Create new app | Import new app | Search apps

Name	Culture	Created date	Endpoint hits	
FnolLuisApp (V 0.1)	en-us	3/2/2018	109	...
Joshua 2.0 (V 0.1)	en-us	6/16/2016	0	...
PolicyEnquiry (V 0.1)	en-us	3/3/2018	339	...
QnAMaker (V 0.1)	en-us	4/17/2018	44	...

Create new LUIS App



Create new LUIS Intent



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LUIS Intents

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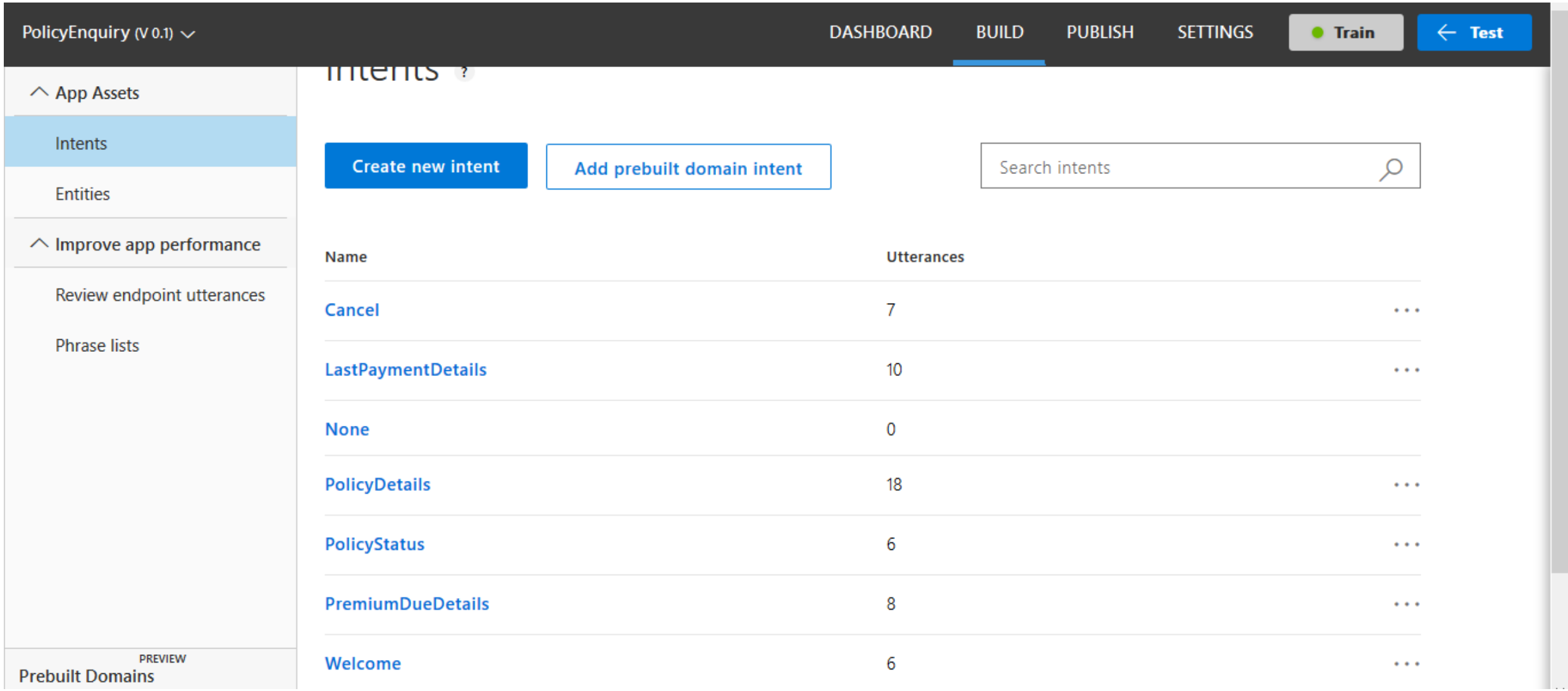
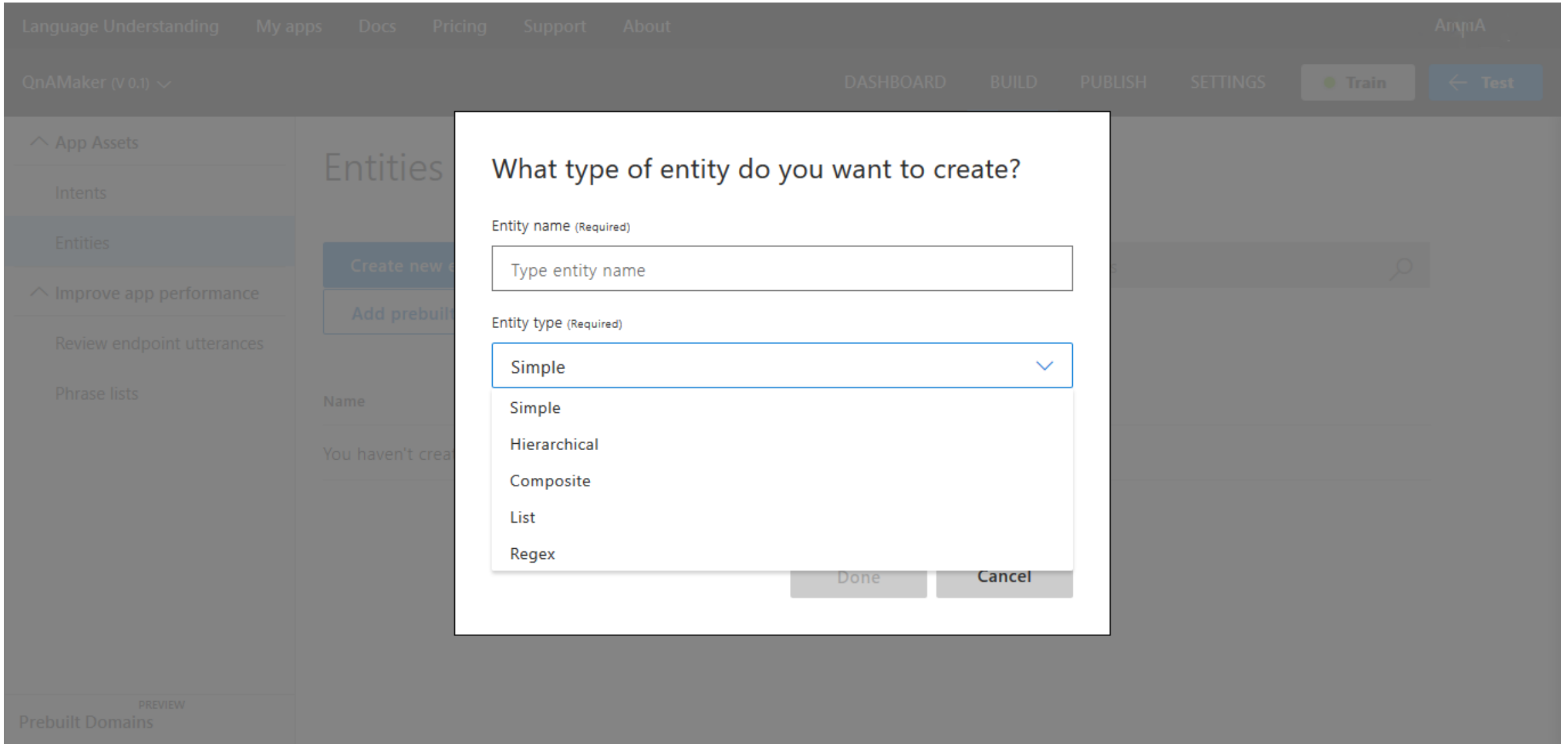


Create new LUIS Entity



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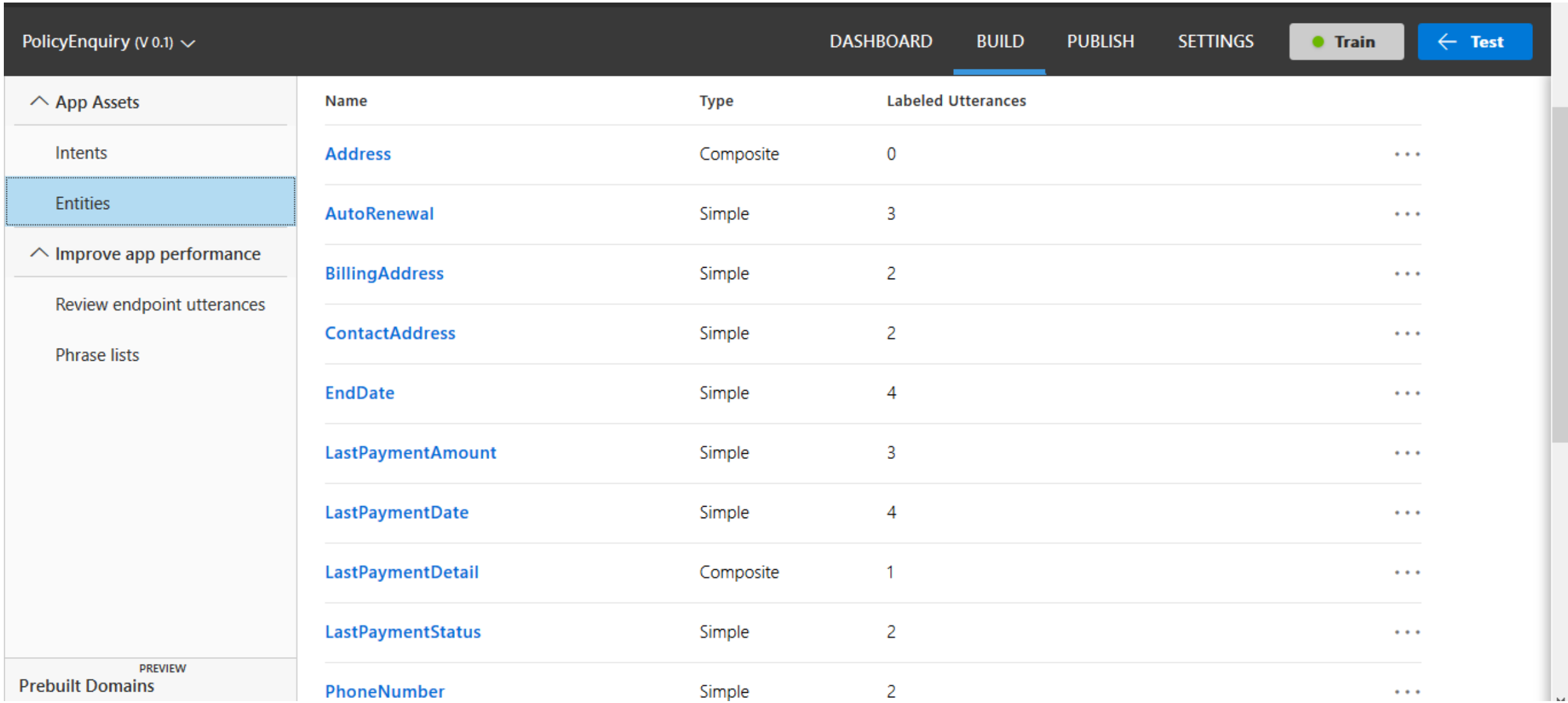
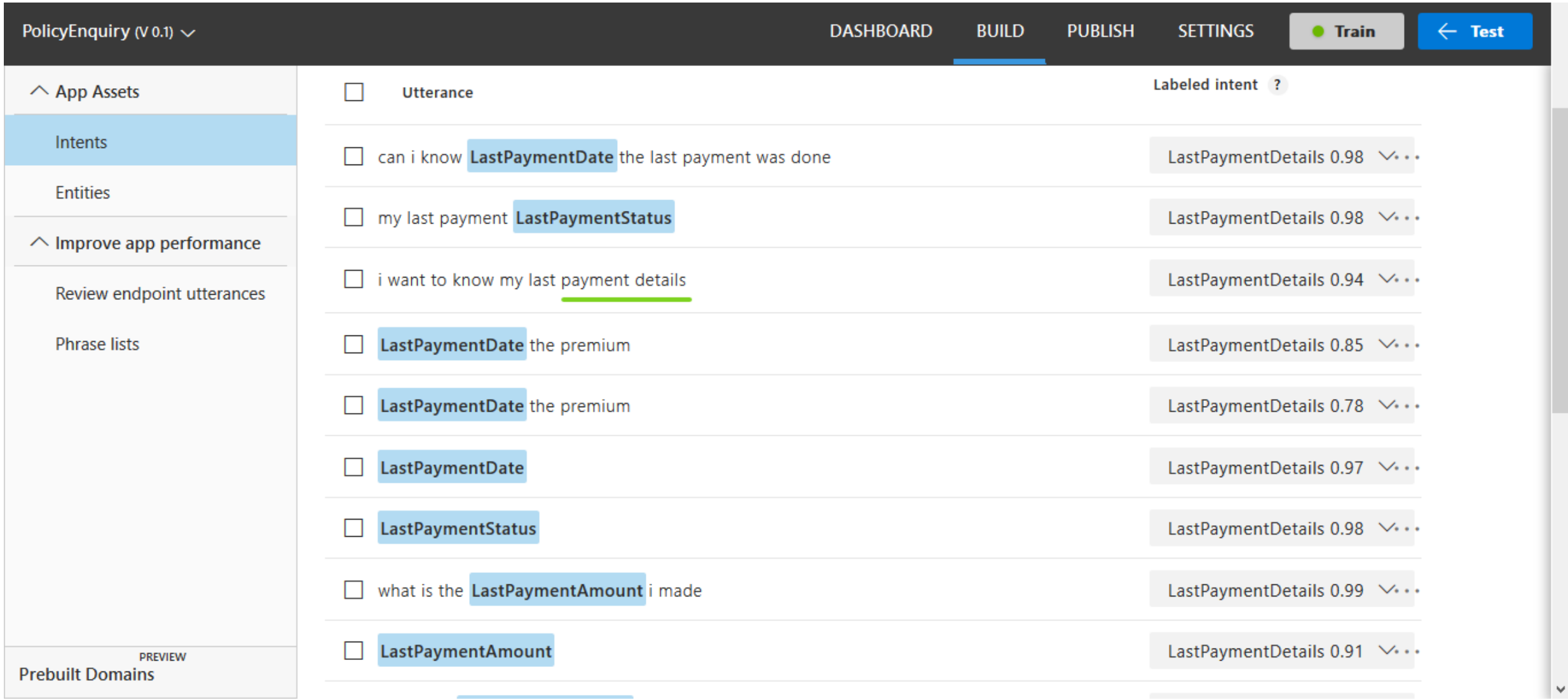
LUIS Entities

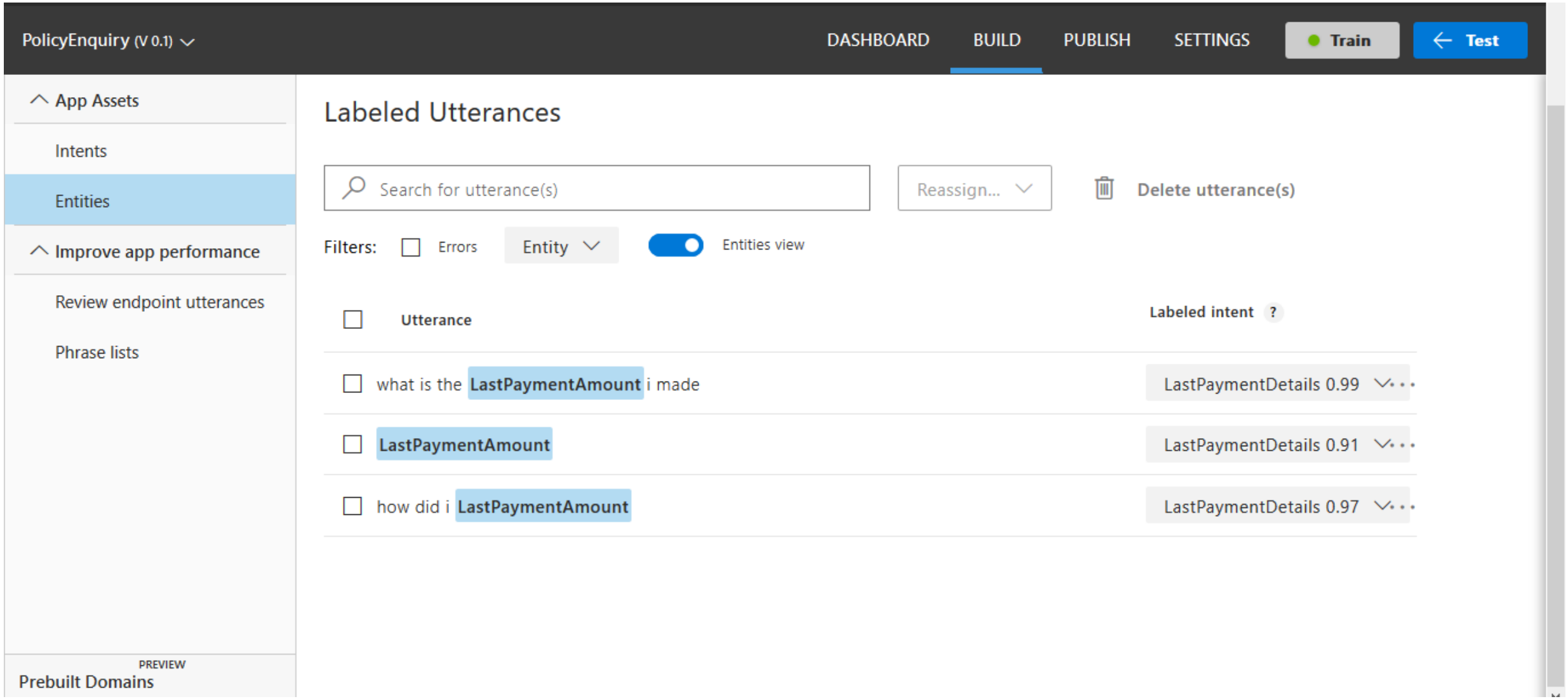
VALUEMOMENTUM
Deliver Value. Drive Momentum



Utterances


PolicyEnquiry (V 0.1)
DASHBOARD
BUILD
PUBLISH
SETTINGS
Train
Test
App Assets
Intents
Entities
Improve app performance
Review endpoint utterances
Phrase lists
PREVIEW
Prebuilt Domains
Utterance
Labeled intent
can i know LastPaymentDate the last payment was done
LastPaymentDetails 0.98
my last payment LastPaymentStatus
LastPaymentDetails 0.98
i want to know my last payment details
LastPaymentDetails 0.94
LastPaymentDate the premium
LastPaymentDetails 0.85
LastPaymentDate the premium
LastPaymentDetails 0.78
LastPaymentDate
LastPaymentDetails 0.97
LastPaymentStatus
LastPaymentDetails 0.98
what is the LastPaymentAmount i made
LastPaymentDetails 0.99
LastPaymentAmount
LastPaymentDetails 0.91

Utterances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DASHBOARD
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Train
Test
App Assets
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Entities
Improve app performance
Review endpoint utterances
Phrase lists
PREVIEW
Prebuilt Domains
Labeled Utterances
Search for utterance(s)
Reassign...
Delete utterance(s)
Filters:
Errors
Entity
Entities view
Utterance
Labeled intent
what is the LastPaymentAmount i made
LastPaymentDetails 0.99
LastPaymentAmount
LastPaymentDetails 0.91
how did i LastPaymentAmount
LastPaymentDetails 0.97

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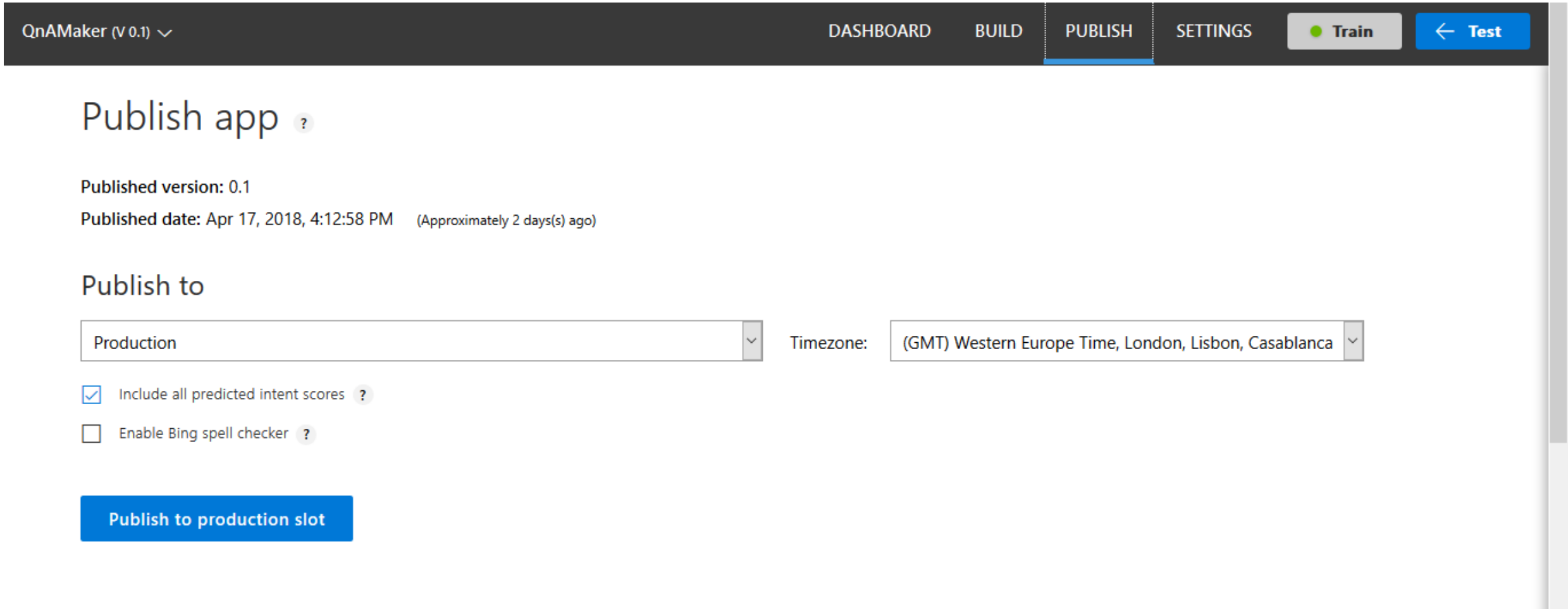
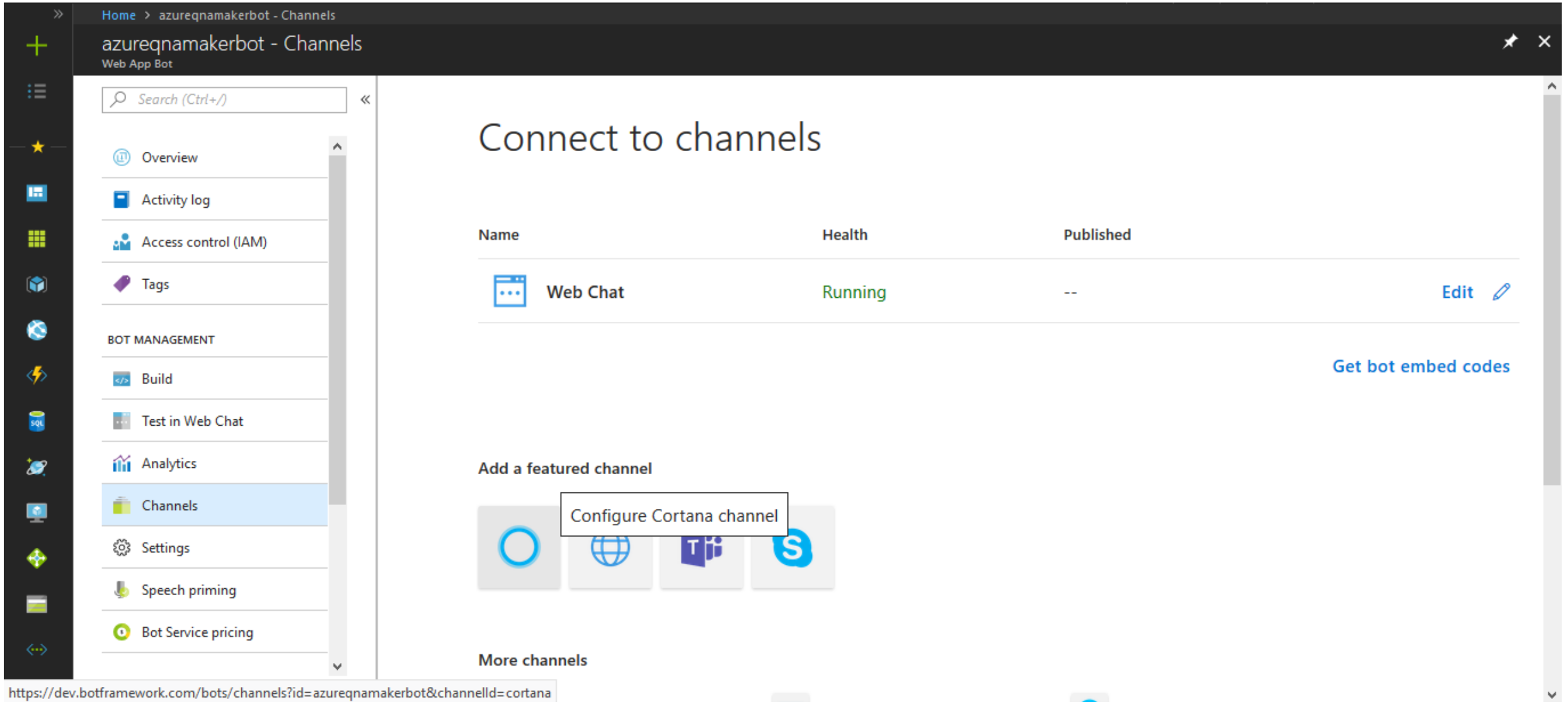
Publish LUIS App

VALUEMOMENTUM
Deliver Value. Drive Momentum



Add Cortana as channel to Bot



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Add Cortana as channel to Bot

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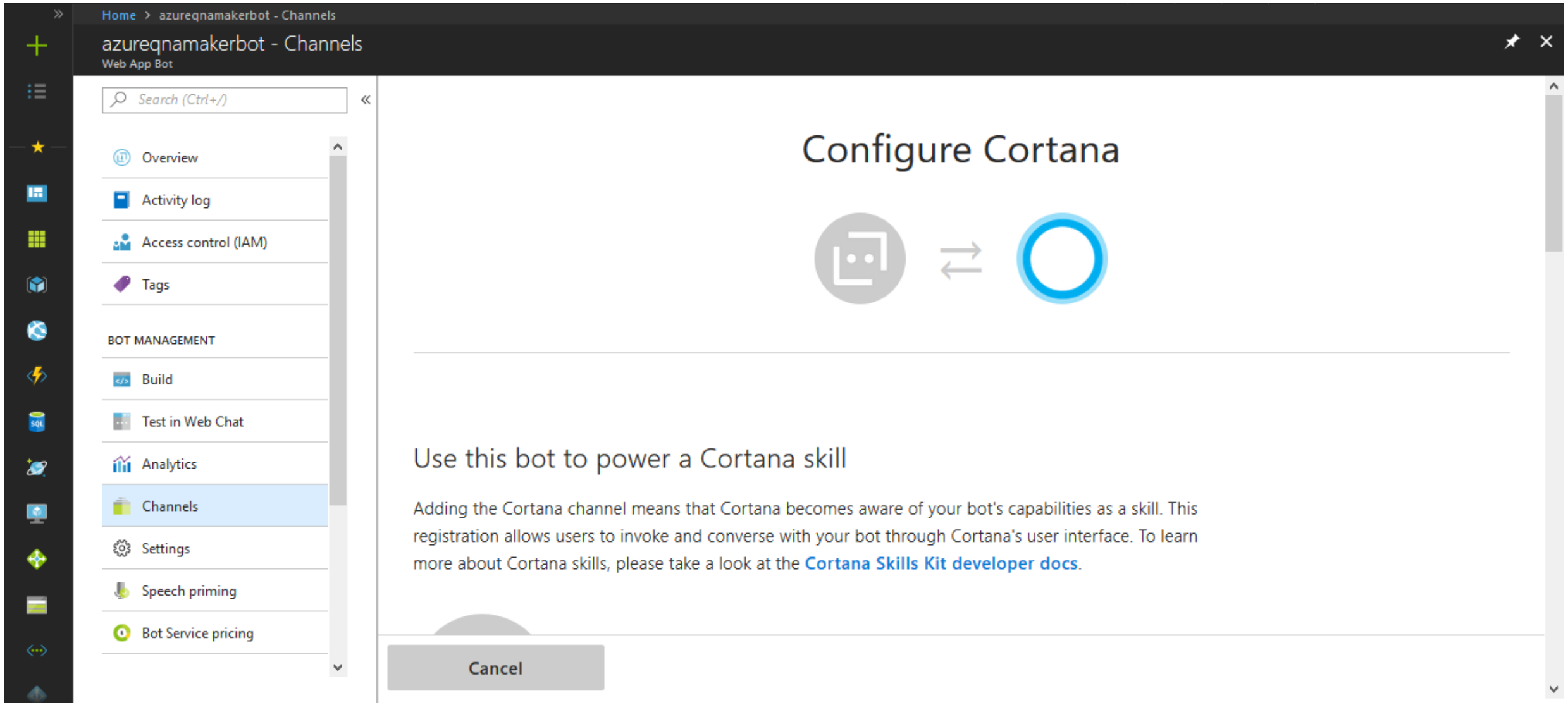

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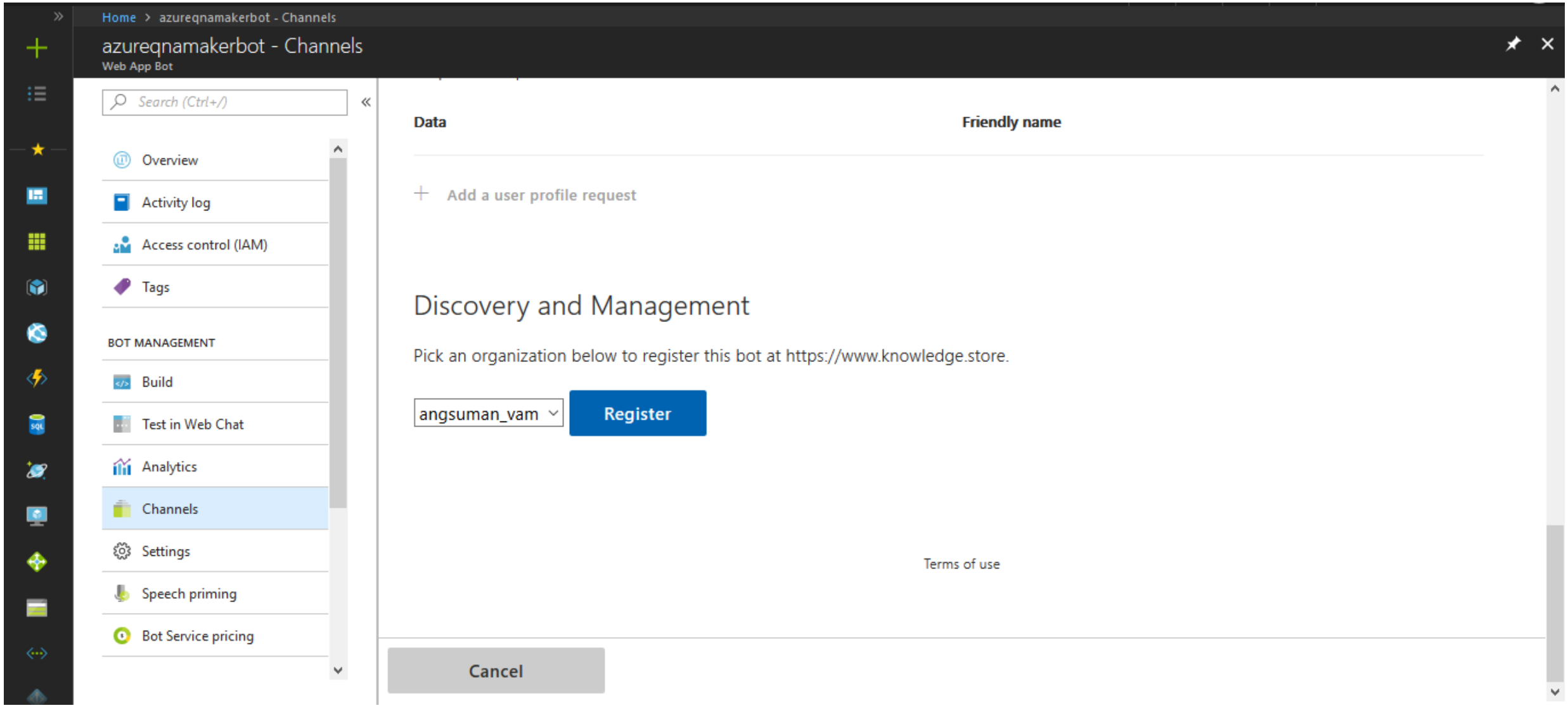
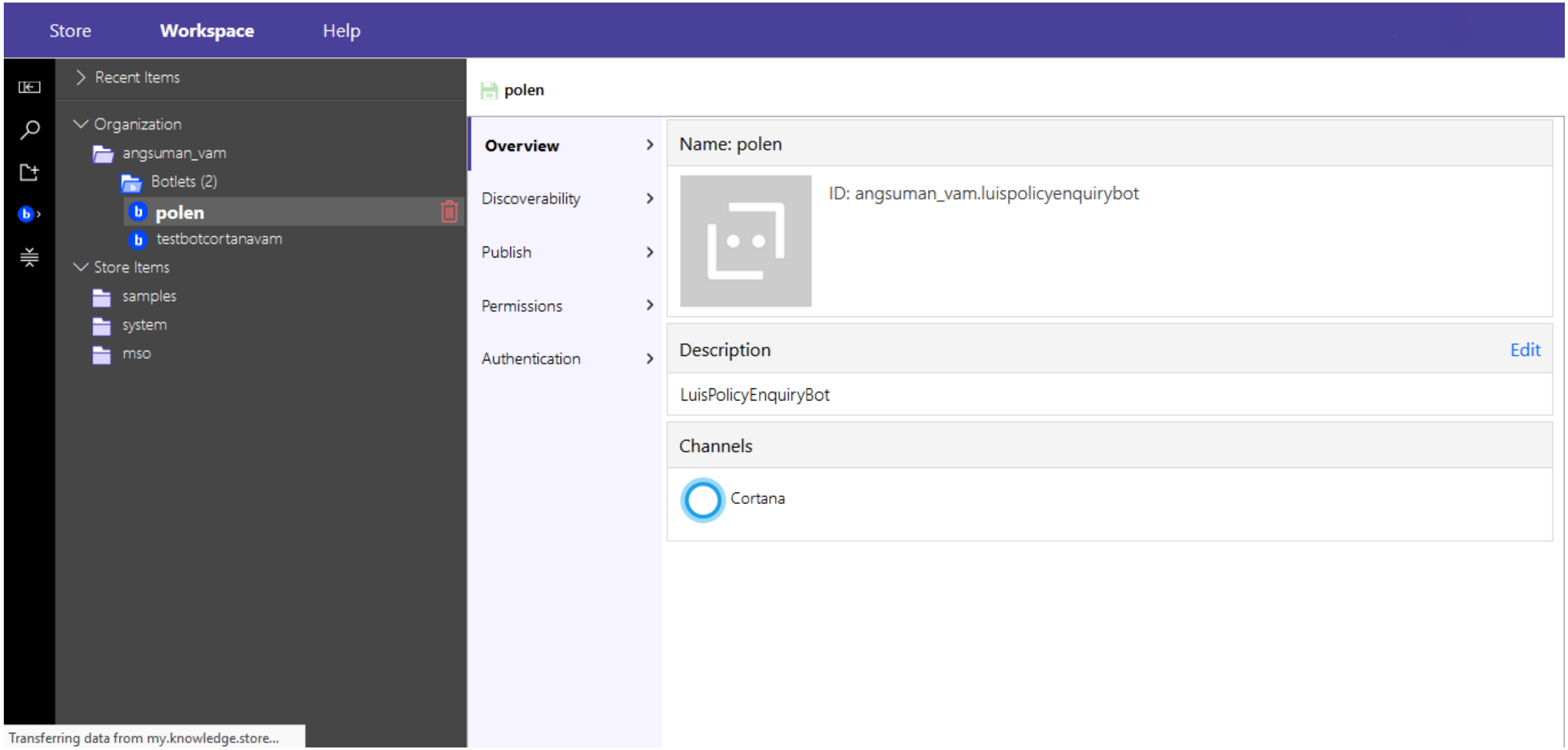


Bot published in Knowledge Store



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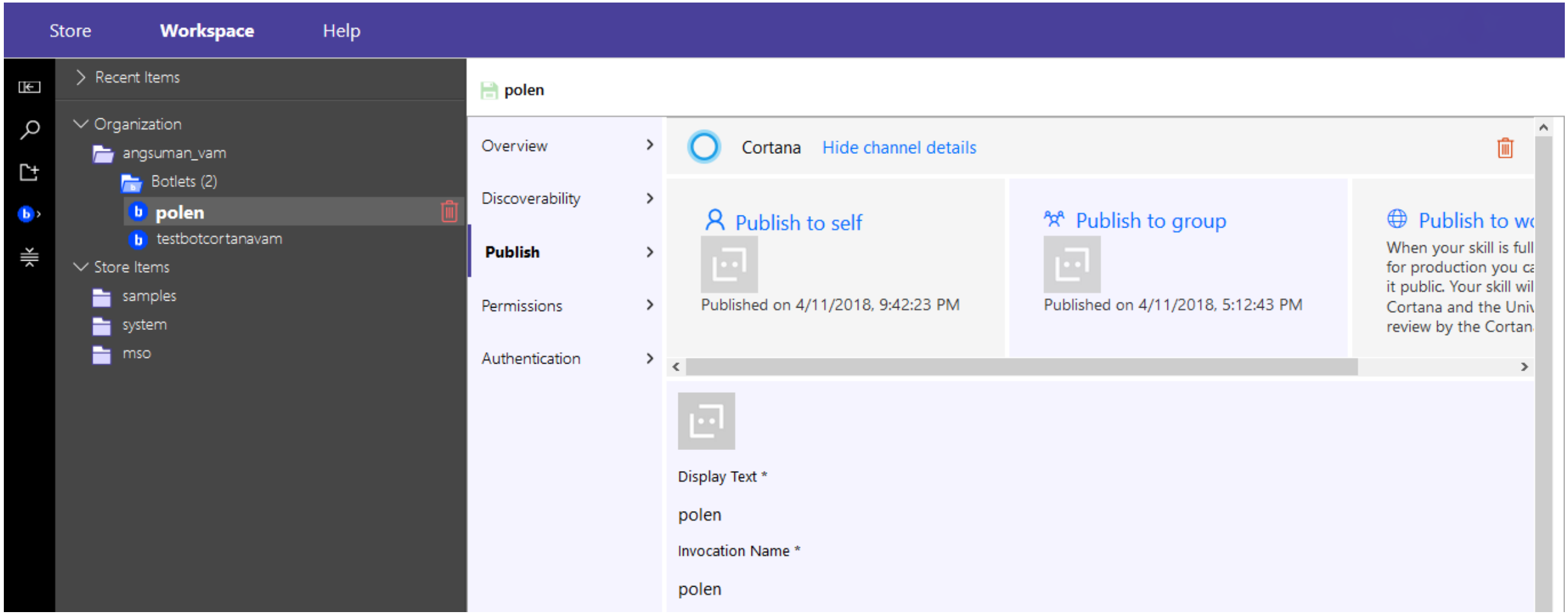
Publish a Skill

VALUEMOMENTUM
Deliver Value. Drive Momentum



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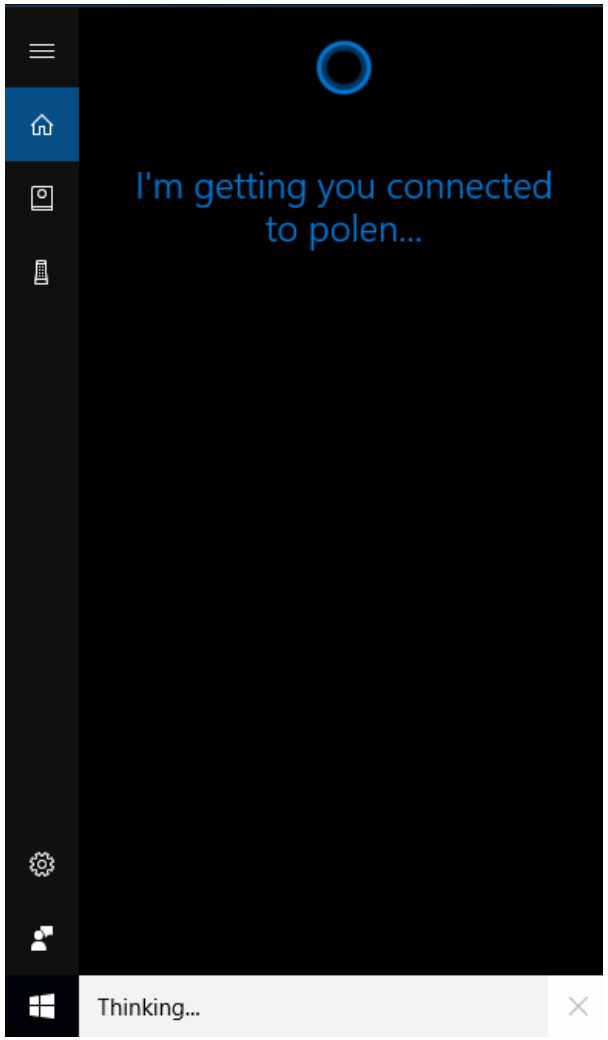

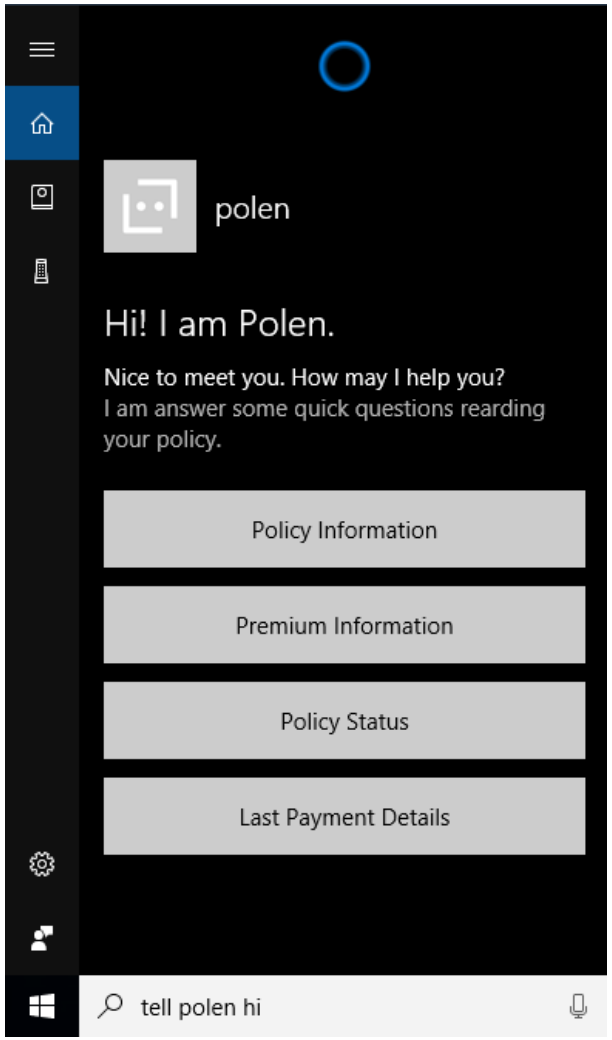

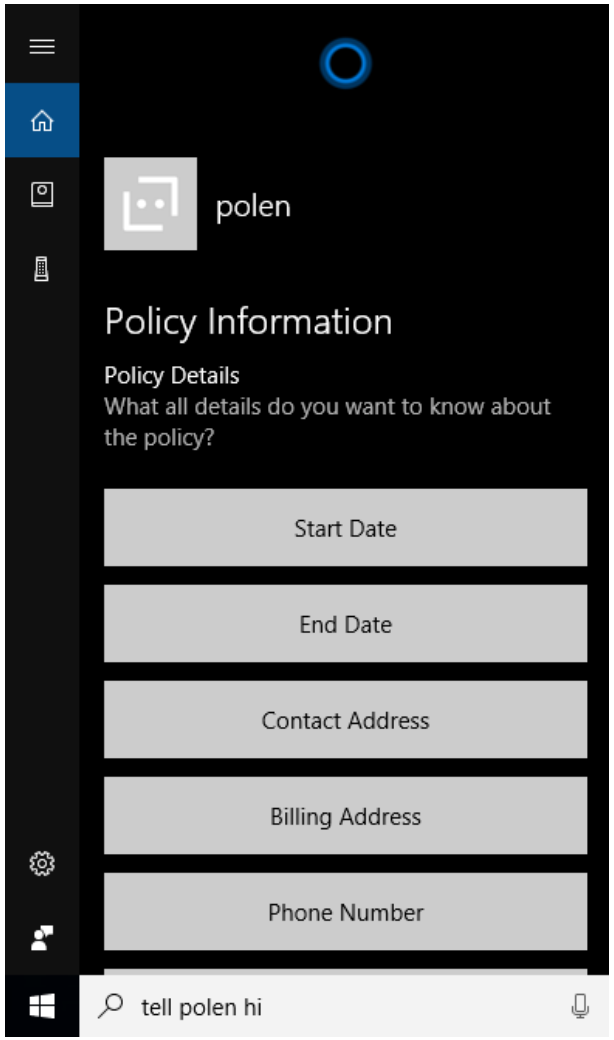

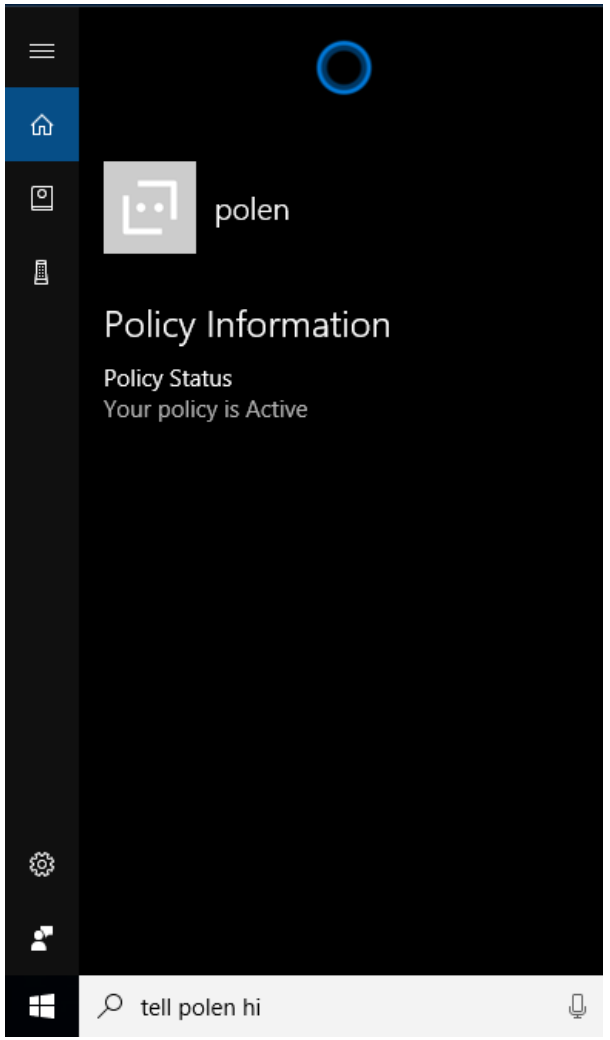

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