

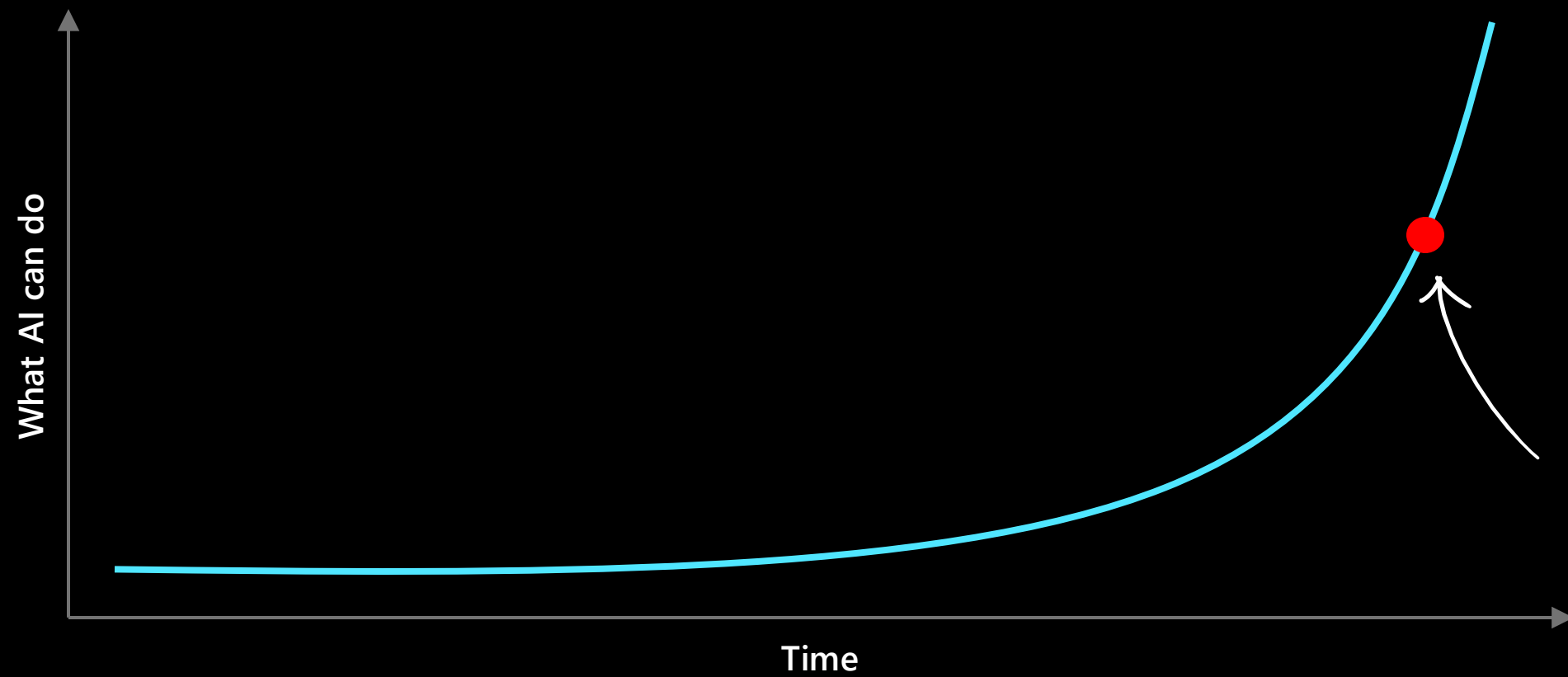


Lead the AI era with the Microsoft Cloud

Thomas Sigmund

CS SMC, Microsoft






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TECH Microsoft Plans to Build OpenAI, ChatGPT Features Into All Products


Offering for businesses and end users to be transformed by incorporating tools like ChatGPT, CEO Satya Nadella says



Microsoft CEO on Making More AI Tools Available

Speaking at WSJ's Journal House during the 2023 World Economic Forum, Microsoft CEO Satya Nadella discusses the company expanding access to OpenAI tools and the growing capabilities of ChatGPT.

By [Sam Schechner](#) [Follow](#)
Updated Jan. 17, 2023 12:37 pm ET



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ChatGPT is now available in Azure OpenAI Service

Posted on March 9, 2023

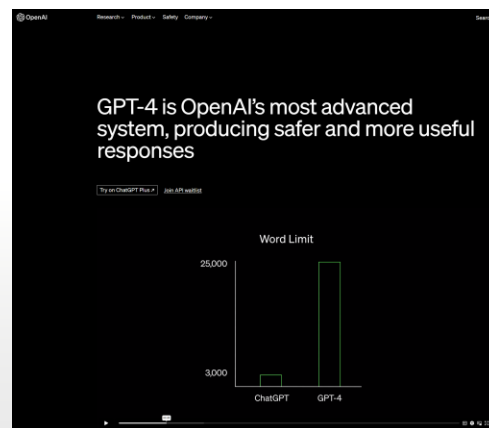
[Eric Boyd](#), Corporate Vice President, AI Platform, Microsoft



Today, we are thrilled to announce that [ChatGPT is available in preview in Azure OpenAI Service](#). With Azure OpenAI Service, over 1,000 customers are applying the most advanced AI models—including [Dall-E 2](#), [GPT-3.5](#), [Codex](#), and other large language models backed by the unique supercomputing and enterprise capabilities of Azure—to innovate in new ways.

Since ChatGPT was introduced late last year, we've seen a variety of scenarios it can be used for, such as summarizing content, generating suggested email copy, and even helping with software programming questions. Now with ChatGPT in preview in Azure OpenAI Service, developers can integrate custom AI-powered experiences directly into their own applications, including enhancing existing bots to handle unexpected questions, recapping call center conversations to enable faster customer support resolutions, creating new ad copy with personalized offers, automating claims processing, and more. Cognitive services can be combined with Azure OpenAI to create compelling use cases for enterprises. For example, see how [Azure OpenAI and Azure Cognitive Search can be combined](#) to use conversational language for knowledge base retrieval on enterprise data.

Customers can begin using ChatGPT today. It is priced at \$0.002/1k tokens and billing for all ChatGPT usage begins March 13th.



ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users



* one million backers ** one million nights booked *** one million downloads

Source: Company announcements via Business Insider/LinkedIn



statista



*Ensure that artificial
general intelligence (AGI)
benefits humanity*



*Empower every person and
organization on the planet
to achieve more*

GPT

Generate and understand text

Codex

Generate and understand code

DALL·E

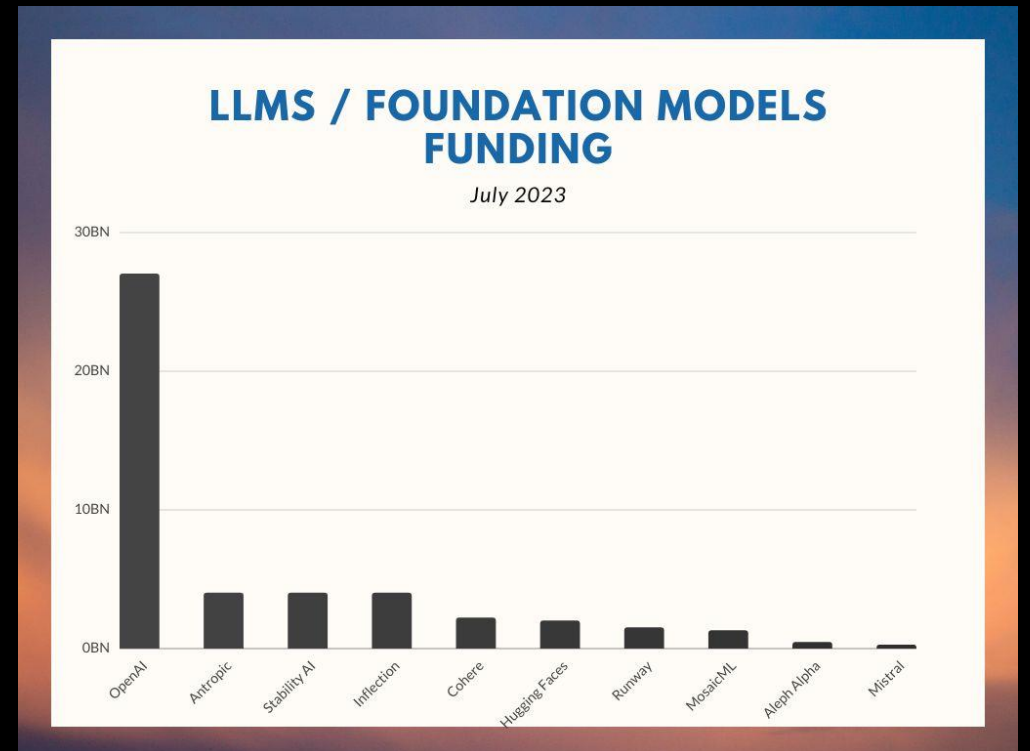
Generate images from text prompts

ChatGPT

Generate and understand conversations



FOMO - Fear of missing out





Lukas Lundin • 1.

AI @ Microsoft Finland

22 Std. • Bearbeitet



To make data privacy on Azure OpenAI very clear: Your prompts (inputs) and completions (outputs), your embeddings, and your training data:

- ❌ are NOT available to other customers.
- ❌ are NOT available to OpenAI.
- ❌ are NOT used to improve OpenAI models.
- ❌ are NOT used to improve any Microsoft or 3rd party products or services.
- ❌ are NOT used for automatically improving Azure OpenAI models for your use in your resource (The models are stateless, unless you explicitly fine-tune models with your training data).

Your fine-tuned Azure OpenAI models are available exclusively for your use. Abuse monitoring data is stored for 30-days within the region the service is deployed, this can be disabled for sensitive use-cases if proper own abuse monitoring is implemented.

The Azure OpenAI Service is fully controlled by Microsoft; Microsoft hosts the OpenAI models in Microsoft's Azure environment and the Service does NOT interact with any services operated by OpenAI (e.g. ChatGPT, or the OpenAI API).

Azure OpenAI Service Customers

accenture

avanade

Albusters

ALERT
INNOVATION

AMERICAN FIDELITY
a different opinion

AON

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BERTELSMANN

AUTODESK

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CIPIO.ai

CARmax

clevertar

cognizant
intuition engineered

Databook

dm

Downer

ELSEVIER Health

EY

Farmlands
co-operative

GENIE AI

LIFAD

Inpris

inworld

Kepro
Making healthcare work.

klaviyo



na
nationale
nederlanden

pwc

RTL+



snelstart

sogeti
Part of Capgemini

soul
machines™



STRABAG

Trelent



WordLift

zammo

Top use cases for Generative AI



Enterprise ChatGPT
Better knowledge mining



Intelligent Call Centers
Better analytics and service



Build your own copilot
Your data. Your apps. Your people



Content Generation
New products and services



Hyper-personalization
Better sales and marketing

Request Access to Azure OpenAI Service

* Erforderlich

Please read all instructions carefully and complete form as instructed

Thank you for your interest in Azure OpenAI Service. **Please submit this form to register for approval to access and use Azure OpenAI's Limited Access text and code and/or DALL-E 2 text to image models (as indicated in the form). All use cases must be registered.** Azure OpenAI Service requires registration and is currently only available to approved enterprise customers and partners. Learn more about limited access to Azure OpenAI Service [here](#).

Limited access scenarios: When evaluating which scenarios to onboard, we consider who will directly interact with the application, who will see the output of the application, whether the application will be used in a high-

Angebot zur Validierung Ihres Azure OpenAI Anwendungsfalls

Sehr geehrte Damen und Herren,

ChatGPT ist in aller Munde. Die fortschrittlichsten KI-Modelle der Welt – einschließlich GPT-3.5, Codex und DALL-E 2 – sind mittlerweile im **Azure OpenAI Service verfügbar**, und eines ist klar: die rasante Entwicklung der KI-Technologie bringt viele Veränderungen und Möglichkeiten mit sich, die es zu verstehen und zu nutzen gilt.

Wir möchten Ihnen bereits jetzt die **Möglichkeit** bieten, dass Sie Ihre Ideen nach **Aufwand und Umsetzbarkeit** validieren können. Dazu tragen Sie einfach die **Anwendungsfälle & Ideen**, die Sie prüfen oder umsetzen wollen, unten ein. Der von Ihnen ausgewählte Microsoft AI-Partner, nimmt sich dann **kostenfrei 1h-2h** zur **Validierung** Ihrer Ideen.

Bitte beachten Sie, dass durch das Absenden des Forms Sie zustimmen, dass Microsoft Ihre Daten für Ihre Anfrage nutzt. Sie stimmen ebenfalls zu, dass, bei der Angabe eines ausgewählten Partners, ihr Name, Jobrolle und Unternehmensname mit dem ausgewählten Partner geteilt werden. Ihre Daten werden nicht anderweitig genutzt. Microsoft respektiert Ihre Privatsphäre. Bitte lesen Sie die Datenschutzbestimmungen unter aka.ms/privacy

Format: **1h - 2h kostenfreie Validierung von Azure OpenAI Anwendungsfällen**
Sprache: **Deutsch** (Englisch auf Nachfrage)

* Erforderlich

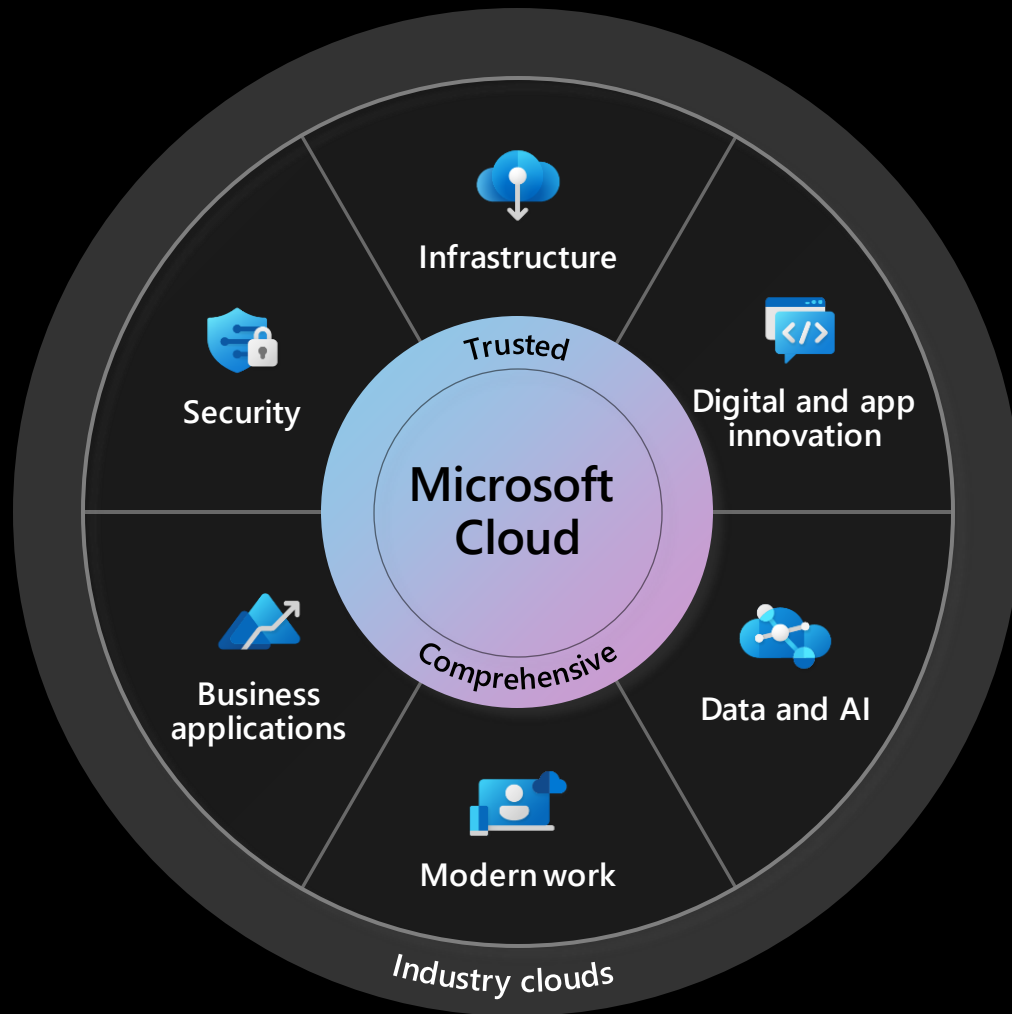
1. Ihr Vorname *

Ihre Antwort eingeben

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40TH ANNIVERSARY EDITION





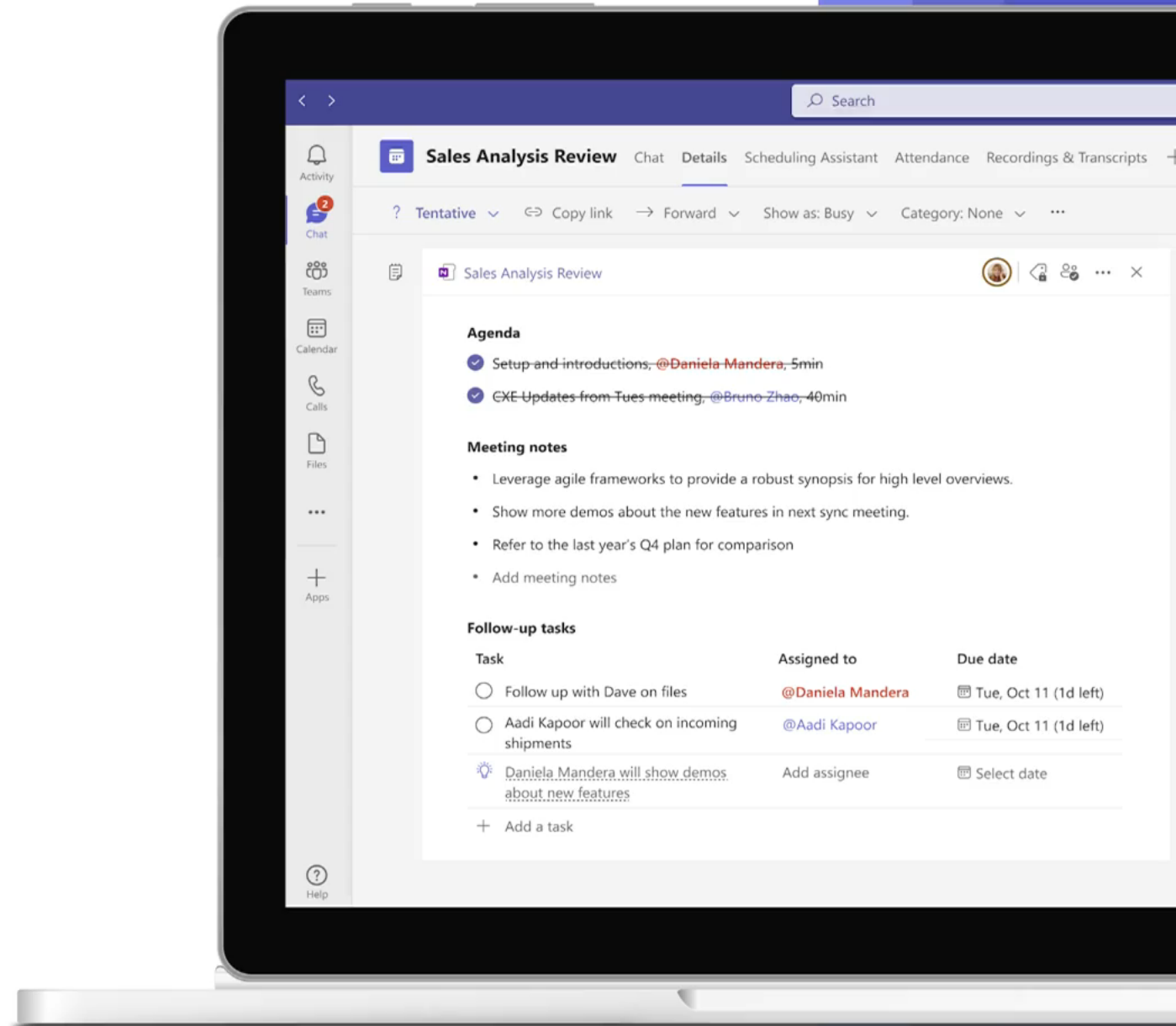
Microsoft Cloud

Radically accelerate your organization's productivity with built-in AI

Differentiate from the competition with intelligent apps using AI

Microsoft Teams Premium

Intelligent meeting recap



A copilot for every Microsoft Cloud experience

Microsoft 365 Copilot

Works alongside
you in the apps
you use every day

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workforce with a
copilot for every
job role

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describe it, and
Power Platform
builds it

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accelerate
innovation

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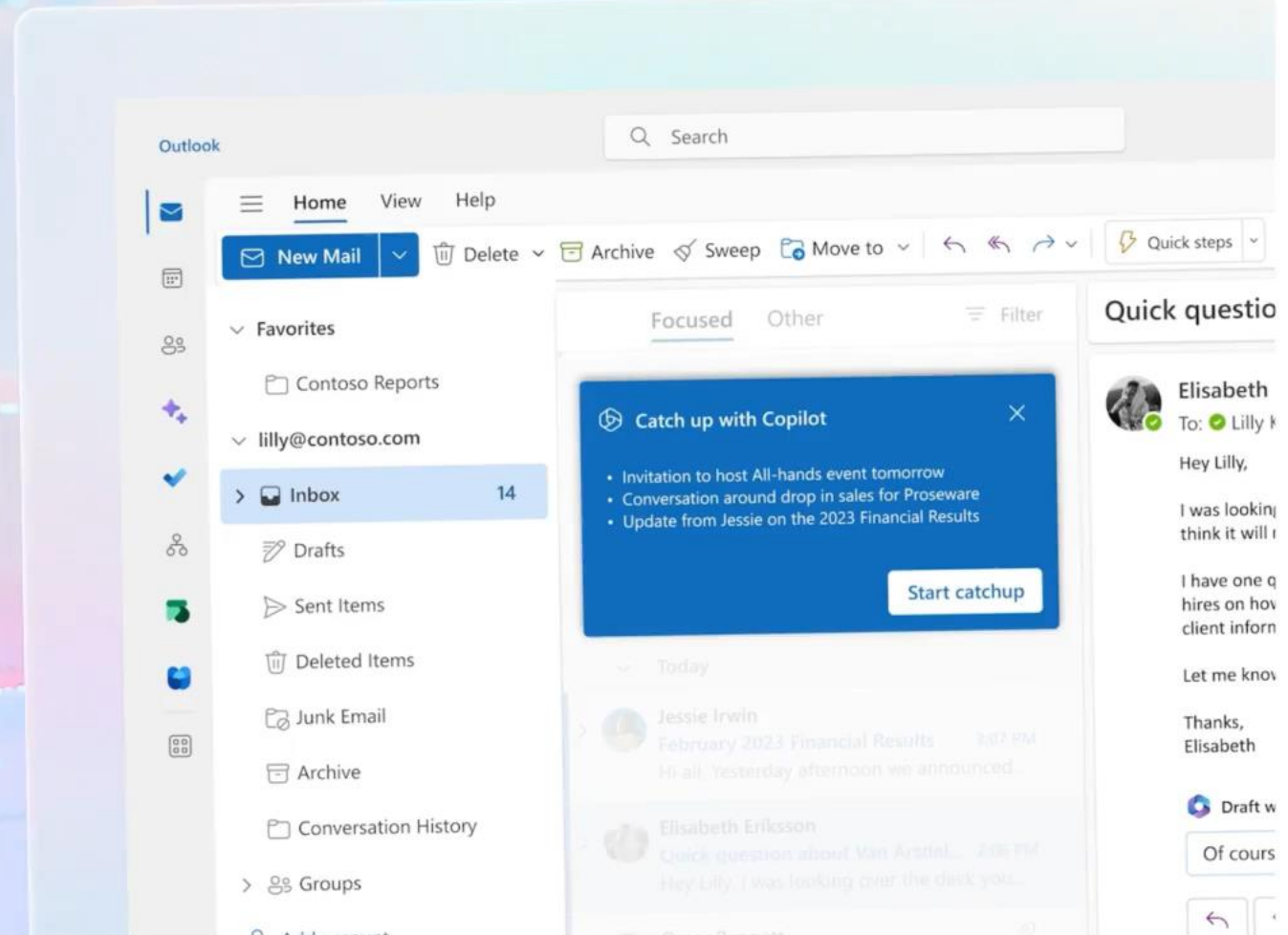
Copilot in Microsoft Viva

Accelerate
workforce
insights and
boost employee
engagement

[Learn more](#)

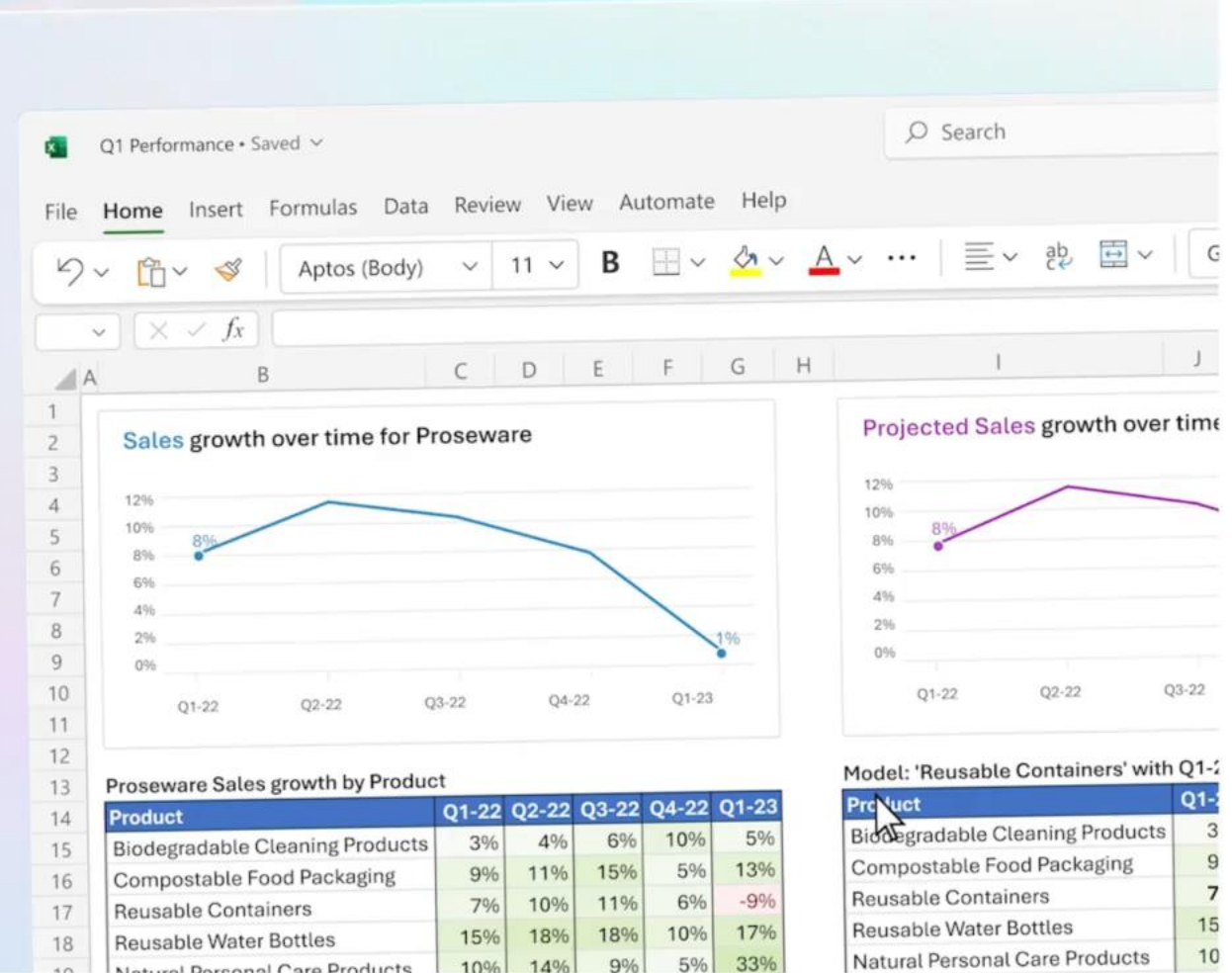
MICROSOFT 365

Copilot in Outlook



MICROSOFT 365

Copilot in Excel





GitHub Copilot

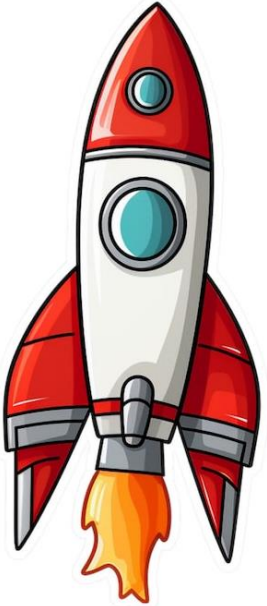
Your AI pair programmer
(powered by Codex)

```
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
```


arvato

BERTELSMANN

Arvato Systems



24.10. MSFT Köln: Generative AI Summit 2023 – powered by Microsoft

„Ein erstes Briefing gibt's kostenlos.“

Microsoft 365 Copilot-Ready: 2 Wochen Assessment – 24.900 €

The art of the prompt: How to get the best out of generative AI



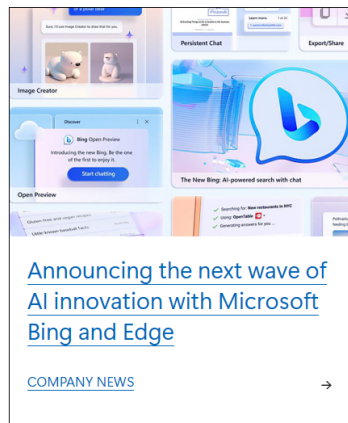
Written by

Jake Siegel

Published

May 5, 2023

Learn about new features
for AI-powered Bing and
Edge



Generative AI models can crank out anything from poetry and prose to images and code at your command. But to coax your desired output from these AI tools, you need to craft the right input — AKA, the prompt.

Prompts are what guide the AI model's output and influence its tone, style and quality. And good prompts are what elicit brilliant text and stunning images.

"Writing good prompts is the key to unlocking the power and potential of generative AI," said Jennifer Marsman, principal engineer in Microsoft's Office of the Chief Technology Officer.

"I compare it to the early days of search engines — there was an art to choosing the right keywords to get good results and, over time, both the users and the search engine got better at understanding each other," she said. "This is the same paradigm. Over time, both we as users and the machine learning models will understand each other better."

As generative AI tools become increasingly popular for work and play, it's helpful to know how to get the most out of them. Crafting the right prompt is essential, but it can be a give-and-take. Here are a few of Marsman's top tips and tricks for writing effective prompts.

Be specific

You had a stunning image in your mind, but when you told [Bing Image Creator](#) to make it real, the result wasn't at all what you imagined. What gives?

It's essential to provide as much detail as possible when writing prompts, especially when it comes to images, Marsman said. One key element she likes to provide is style. Tell the model to produce the image as a pencil sketch, for example, or an oil painting, or a cartoon. Point of view and lighting are also attributes to consider. In an image of a baseball stadium, are you looking down from the stands, or on the field, or a bird's-eye view from above?

In the "underwater palace" example, Marsman added the phrase "high-quality digital art" to her prompt. Without it, the image wouldn't have had the same level of detail, she said.

The opportunity is yours to
lead the AI transformation