Microsoft

Turbocharge your workforce with Dynamics 365 Copilot

March 2023

The world is changing.

Industries are transforming rapidly

The drivers for economic growth are evolving

The world is more connected than ever

The age of AI

AI sets the stage for
a new era of innovation.

The history of AI

1950
Alan Turing introduces the **"Turing Test"**

1956
Field of AI is launched, **"artificial intelligence"** coined at Dartmouth

1960
The "first computer" that learned **skills** by trial and error.

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In Japan, **SCARA**, the robotic arm for high-speed assembly unveiled.

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Late 1990s
KISMET, a robot head that recognizes and replicates human emotion.

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2021
OpenAI develops **DALL-E,** an image generator based on text prompts.

2022
OpenAI launches **ChatGPT**, a chatbot that interacts in a conversational way.

Feel free to use ChatGPT or DALL-e to get text and images tailored for your customer.

Meet the new AI

- Speaks natural language
- Synthesizes large amount of data
- Creates original content
- Iterates ideas with human in the loop

EM write a poem about how generative AI will change business processes

Generative AI, a new dawn does bring,
To business processes, it will cling.
No more manual tasks, no more delays,
Efficiency and speed, it surely pays.

With algorithms so smart, it will design,
Products, services, and streamline.
Data analysis, predictions made,
Decisions based on insights displayed.

From HR to marketing, to sales,
Generative AI will raise the bar,
New ideas, improved processes, it'll see,
The future of business, it'll set free.

It's not just a tool, but a partner in crime,
A source of innovation, in good time.
No task too complex, no challenge too steep,
Generative AI will help us leap.

A revolution in the making, it's clear,
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ChatGPT

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New AI made possible by large scale foundation models

DALL-E
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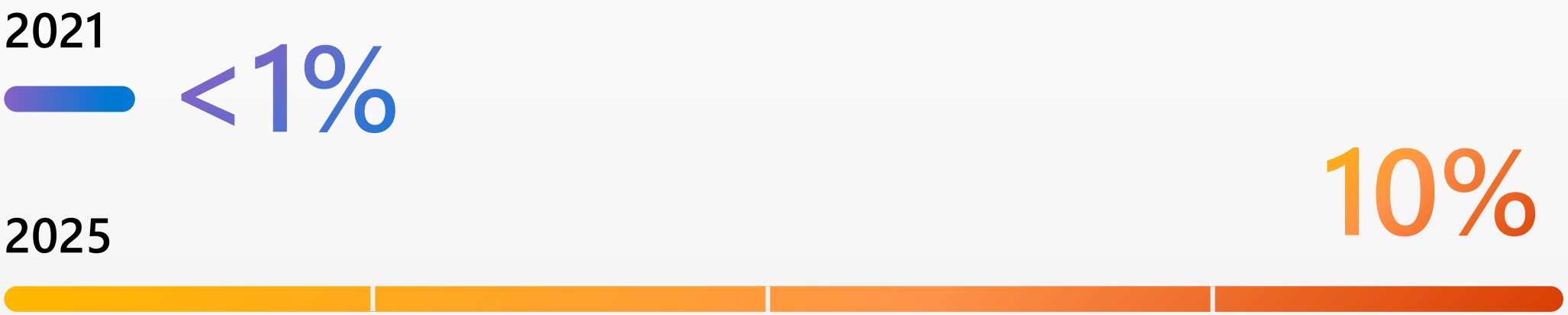

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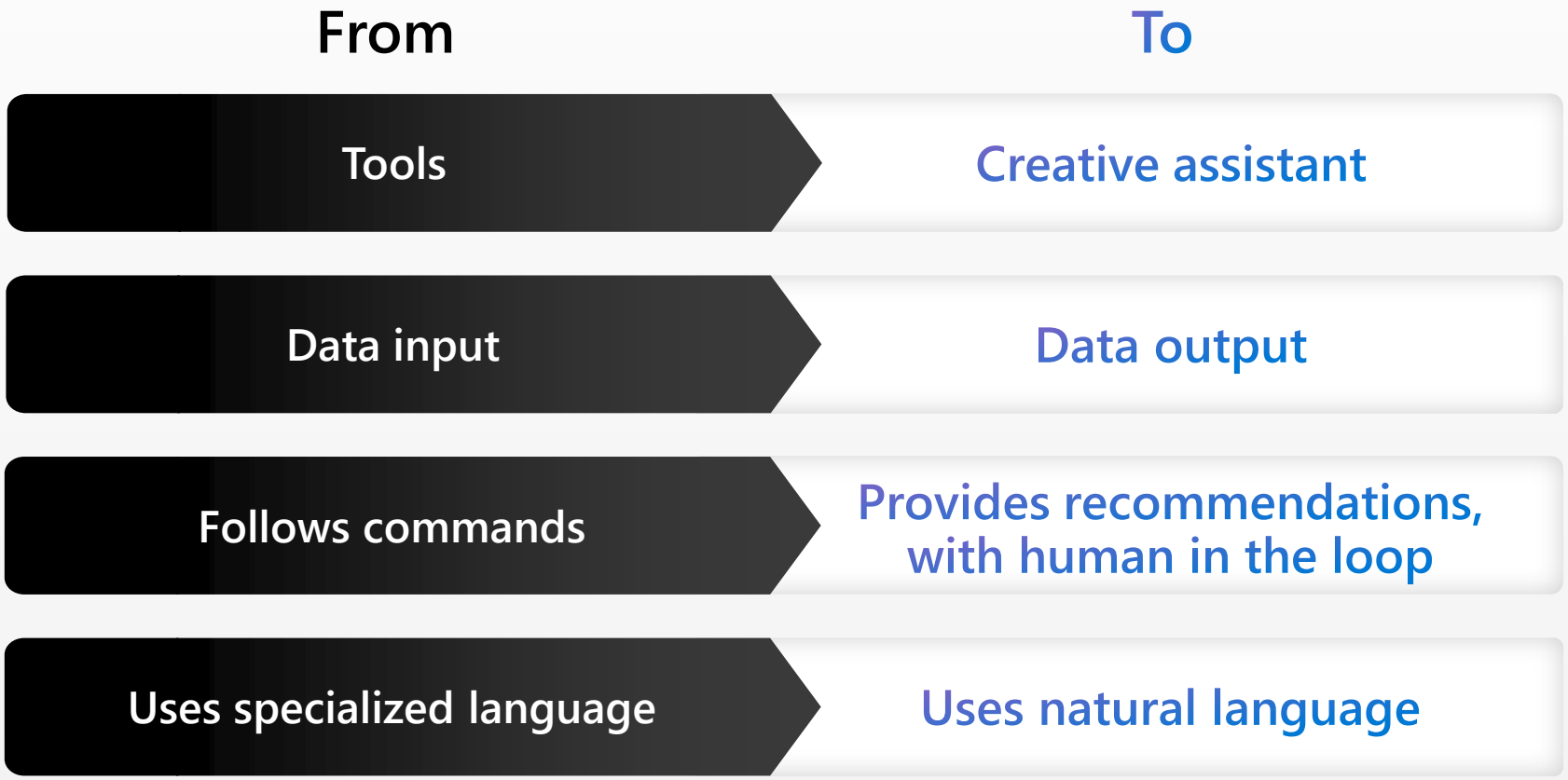
Era of the AI Copilot

The role of technology



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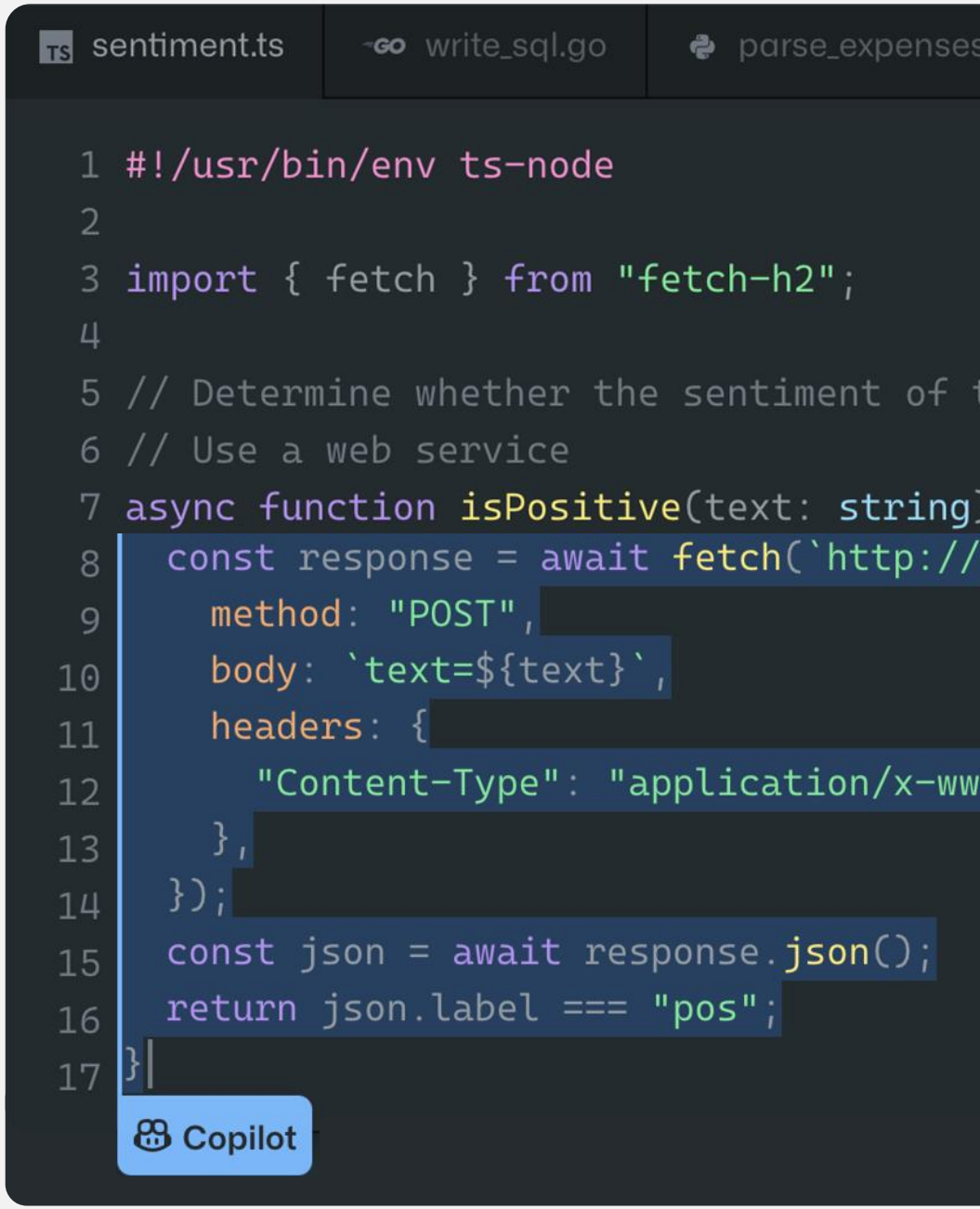


The world’s first AI copilot in both CRM and ERP

Sales

Recap sales meetings

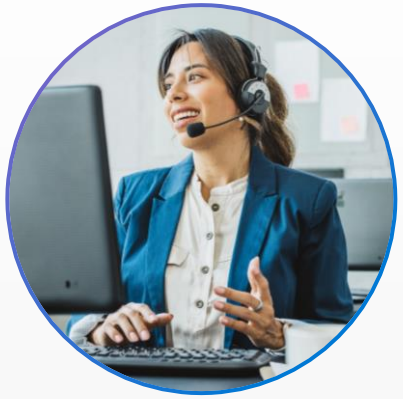
Craft customer emails

Marketing

Generate content ideas

Create audience segments

Simplify customer insights



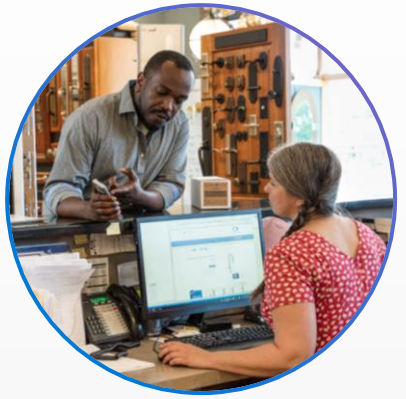
Service

Create customer responses

Enhance self-service bots

Supply Chain

Predict disruptions



Operations

Create product descriptions

Dynamics 365 Copilot

Dynamics 365 Copilot

AI-powered assistance that helps business professionals

- Generate ideas and content faster
- Perform and automate task faster
- Get insights and next best actions

All using natural language

Key differentiation:

- GPT-powered Copilot for every job role
- Copilot features natively built in Dynamics 365
- Powered by Azure OpenAI Service
- Empowering impactful responsible AI practices
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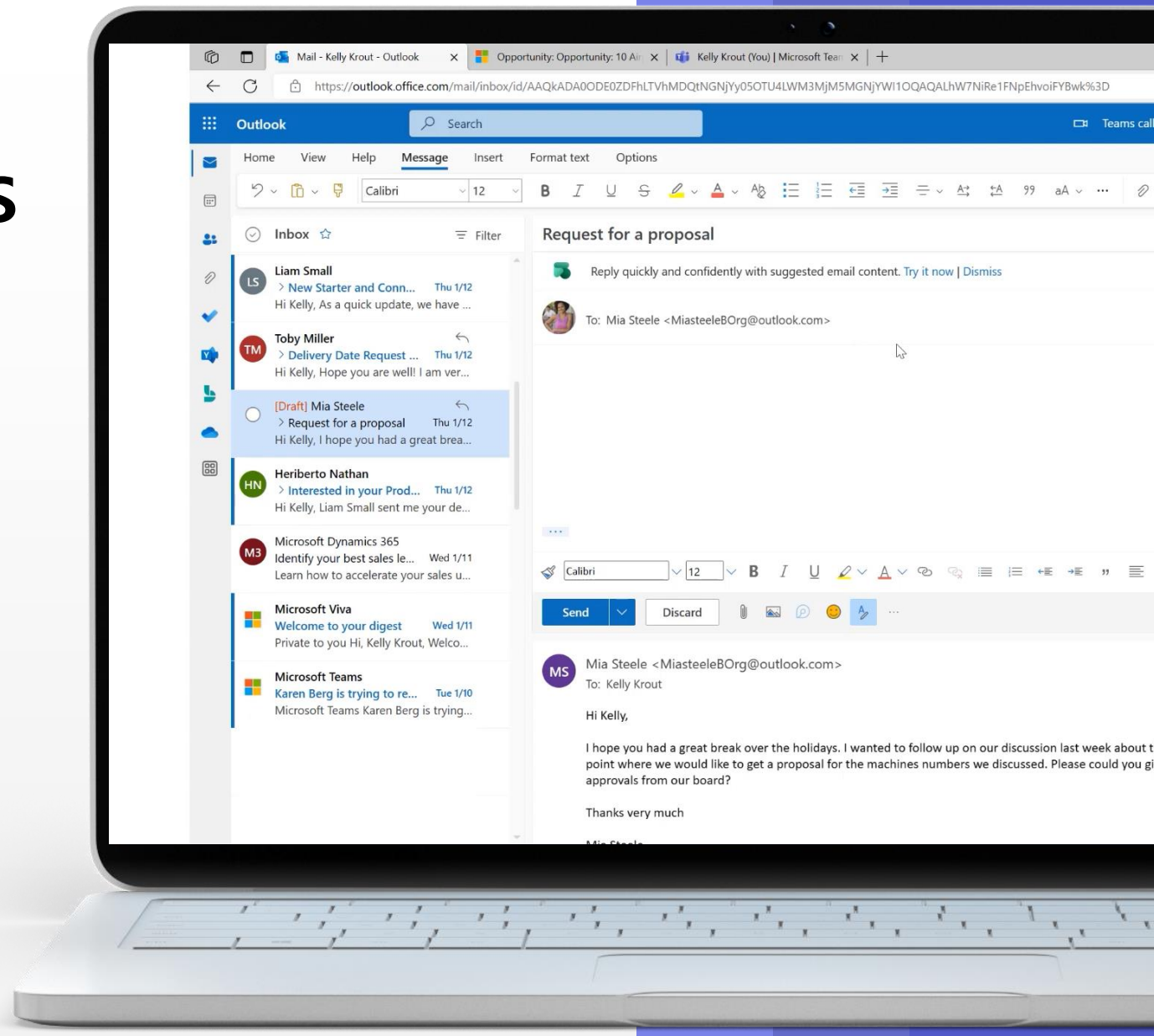
Copilot

in Microsoft Viva Sales (included in Dynamics 365 Sales)



Marketing

Get to data insights faster and easier with natural language

Have a dialogue with data to validate and discover information for more personalized marketing campaigns.

Challenges

- Marketers rely on data analysts and scientists to write queries in SQL, often taking weeks
- Difficult to extract insights from customer data

With Copilot in Dynamics 365 Customer Insights

- Democratize access to insights in customer data
- Use simple prompts to explore, understand and predict customer needs
- Ask questions about customers, receive answers in moments

Copilot
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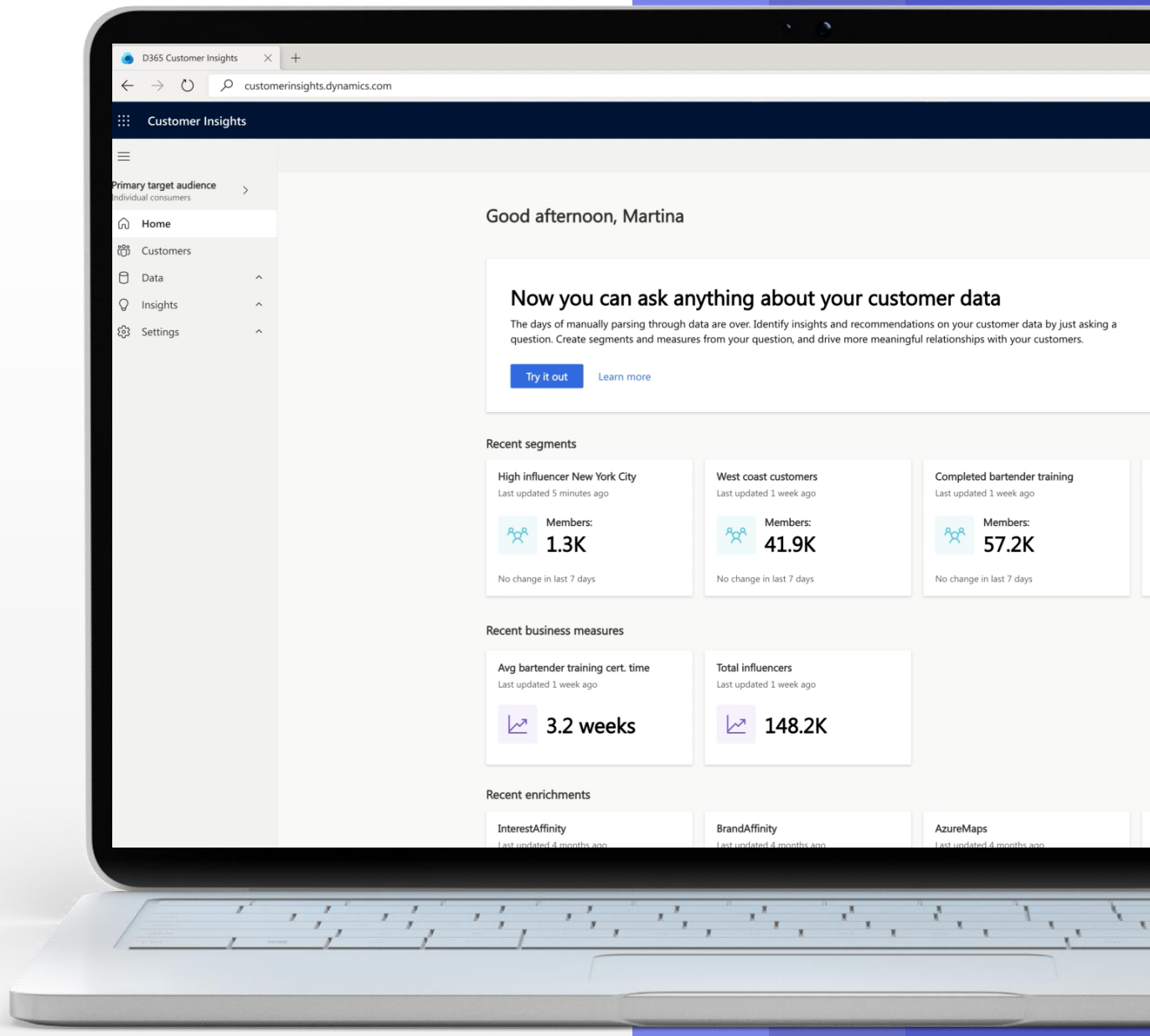

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Challenges

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With Copilot in Dynamics 365 Marketing

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- Simply type a description of target audience characteristics to generate segments
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Create pitch-perfect email campaigns

Elevate email marketing with AI-assisted content suggestions

Challenges

- Marketing emails generated from scratch, requiring extra production time and cost
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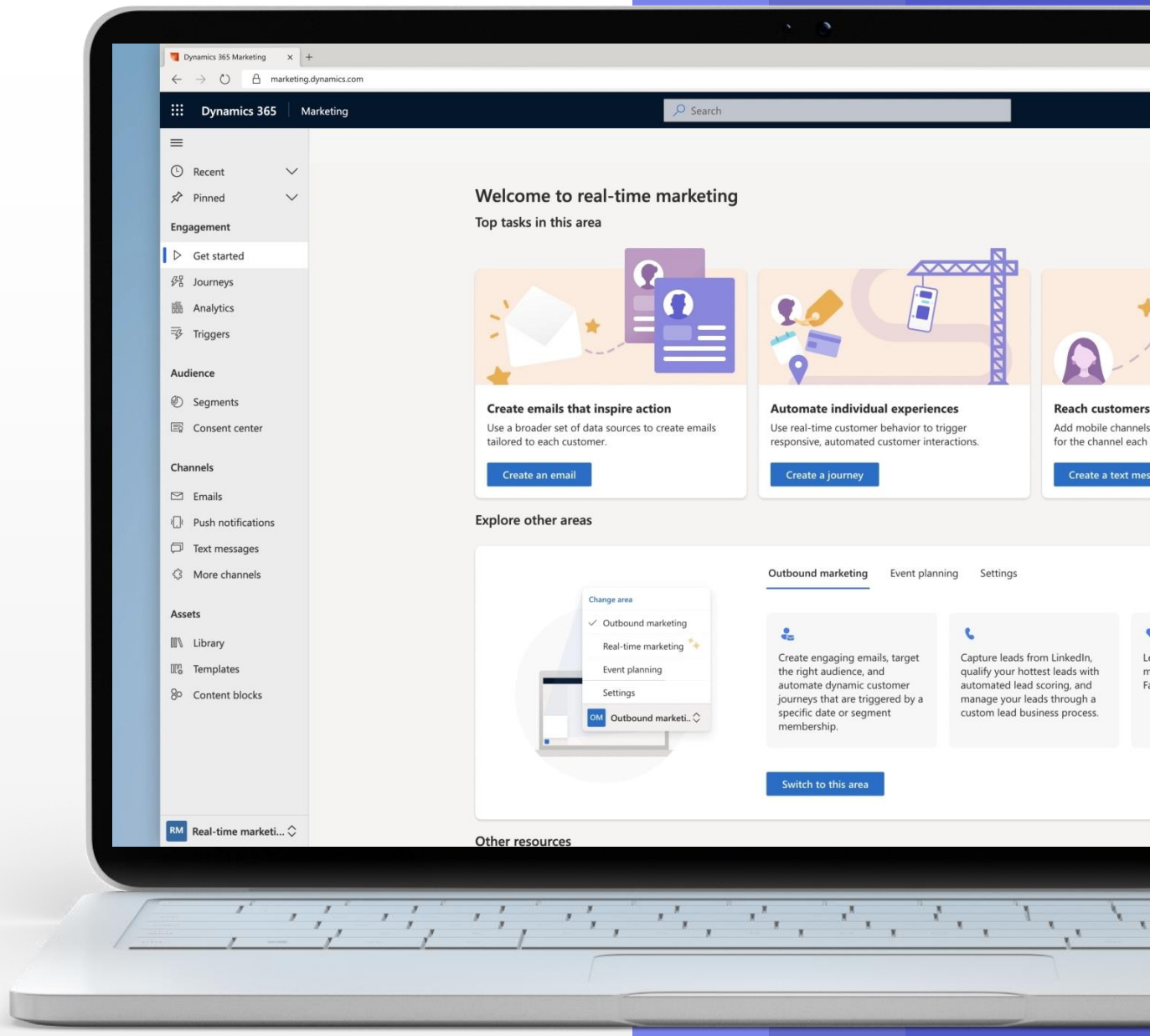

Microsoft Confidential

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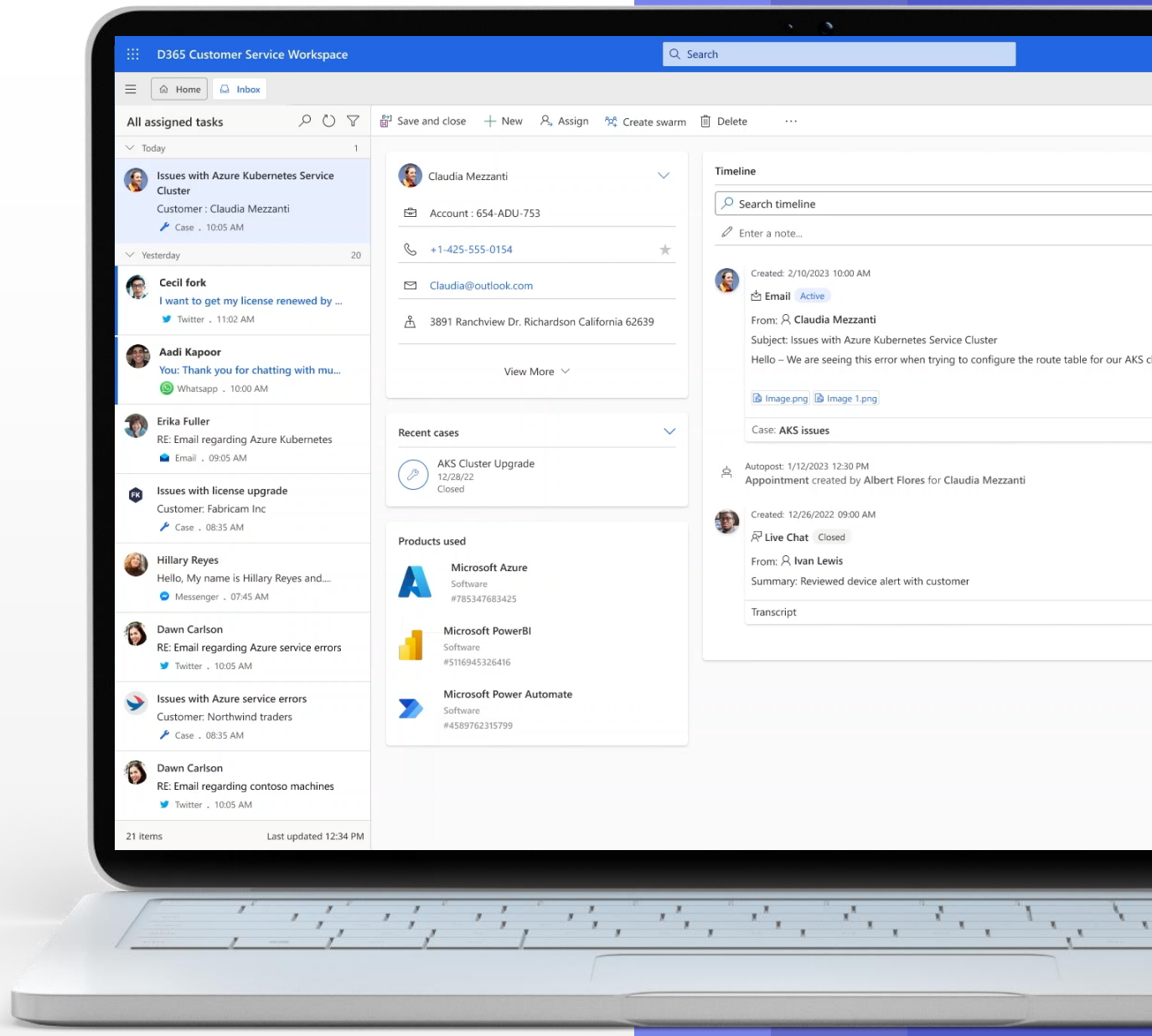
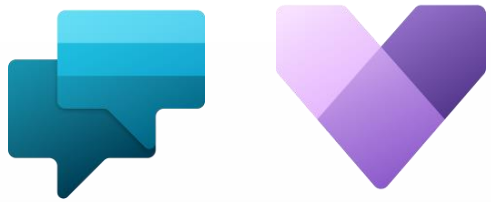


Microsoft Confidential

Enrich self-service with conversational AI



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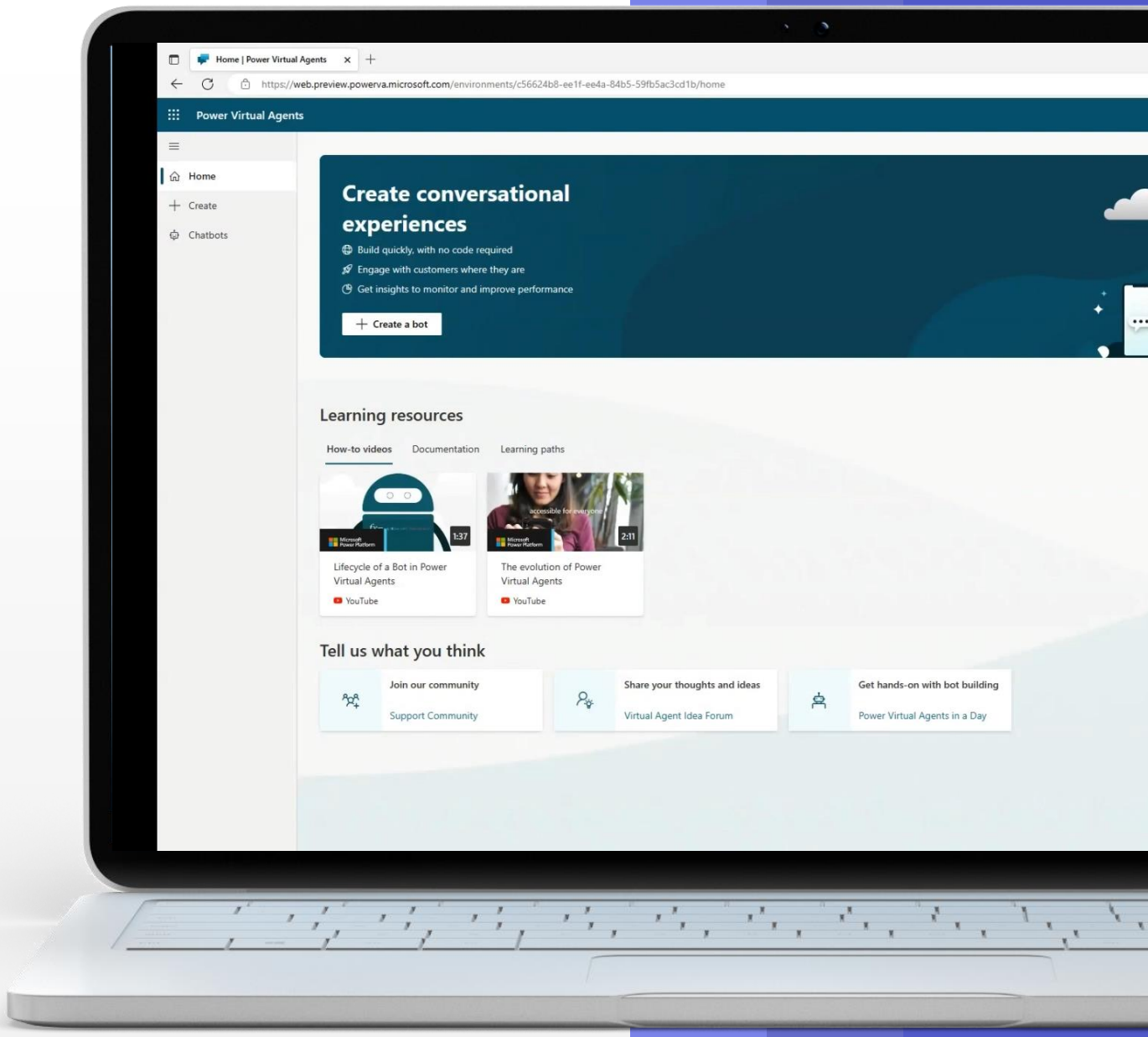

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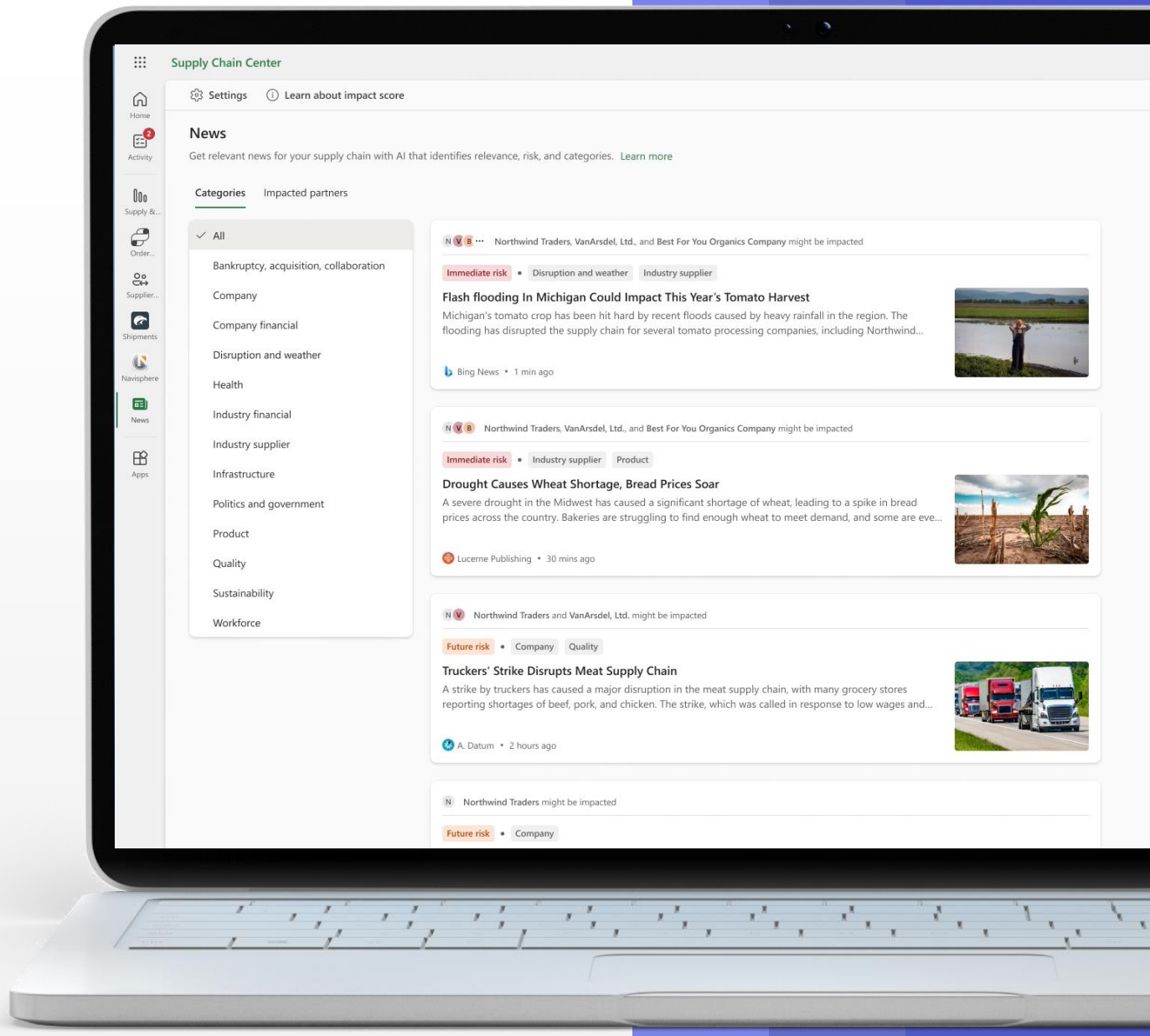

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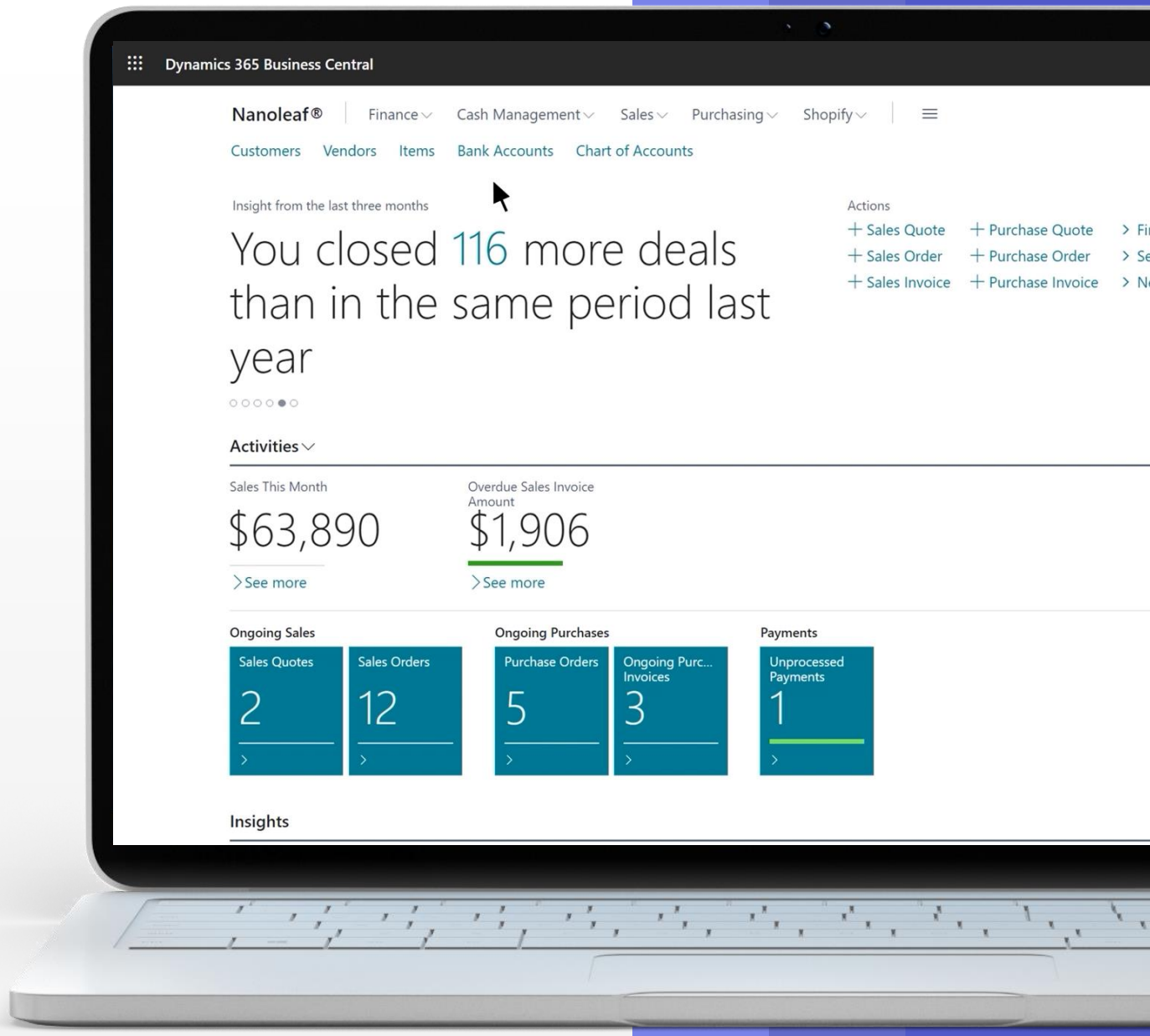

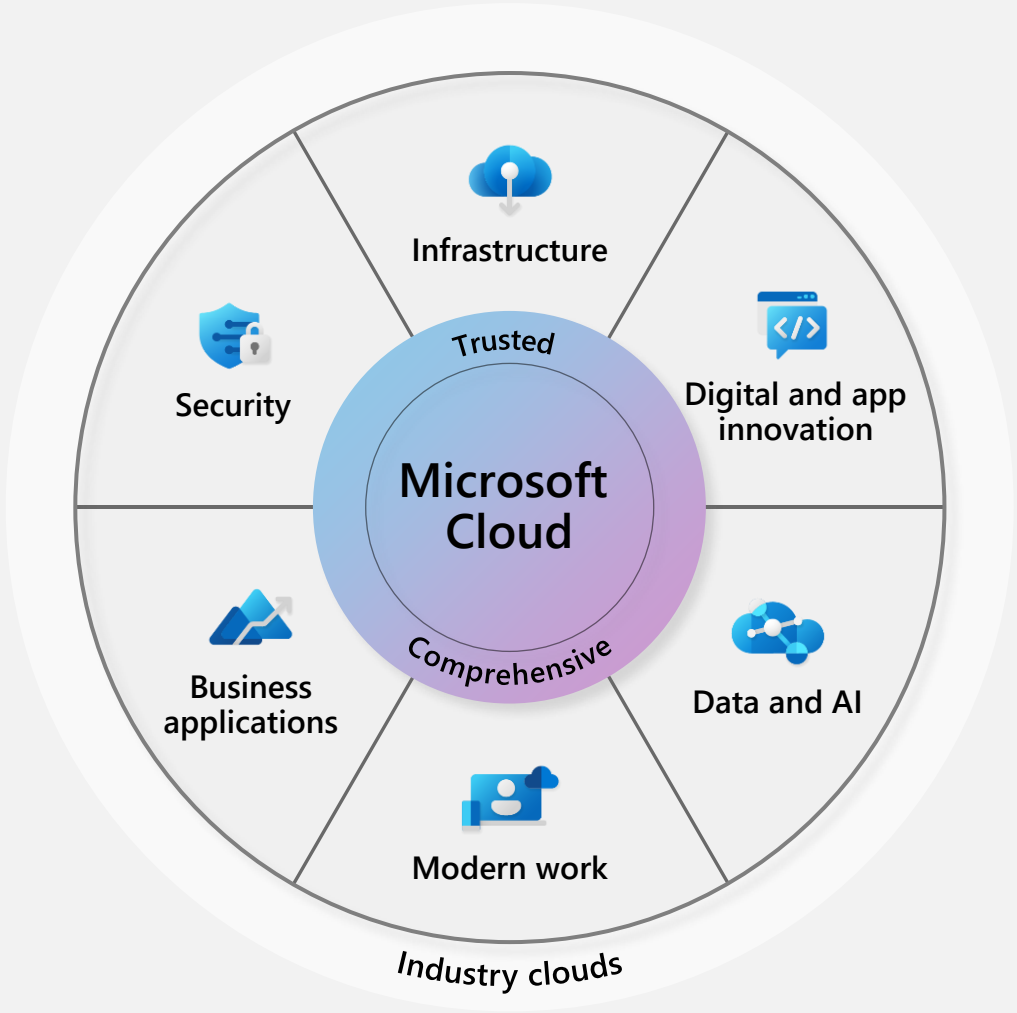

Microsoft Cloud

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

Differentiate from the competition with intelligent apps using AI

Microsoft Cloud

Runs on trust

Your data is your data

Your data from any fine-tuning is not used to train the foundation AI models

Your data is protected by the most comprehensive enterprise compliance and security controls

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Era of the AI Copilot

The role of technology

From	To
Tools	Creative assistant
Data input	Data output
Follows commands	Provides recommendations, with human in the loop
Uses specialized language	Uses natural language

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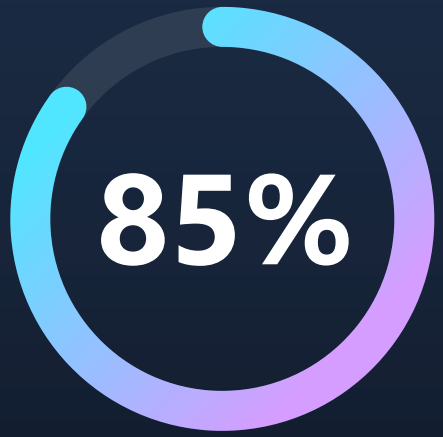

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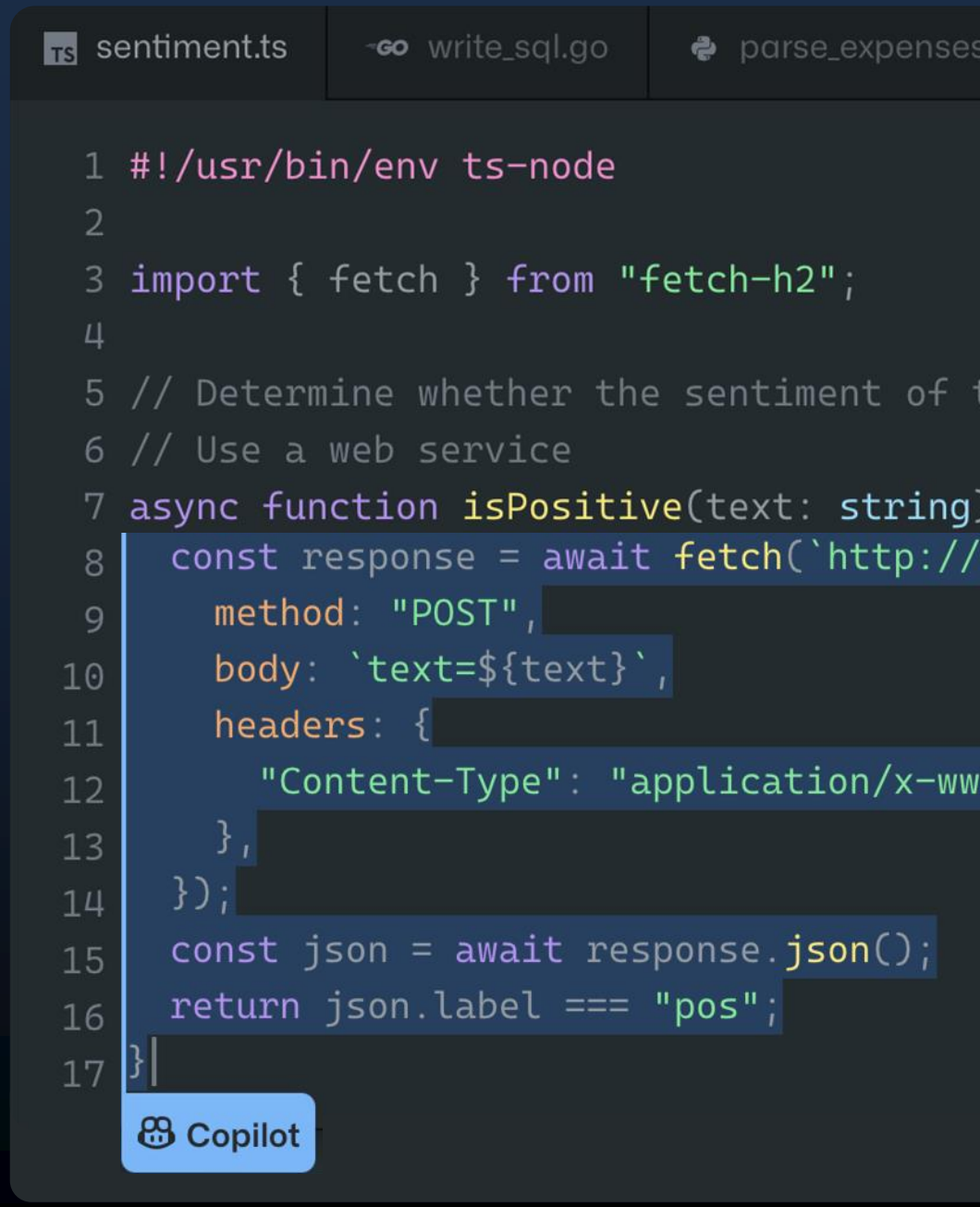

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Marketing

Generate content ideas

Create audience segments

Simply customer insights

Service

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Enhance self-service bots

Supply Chain

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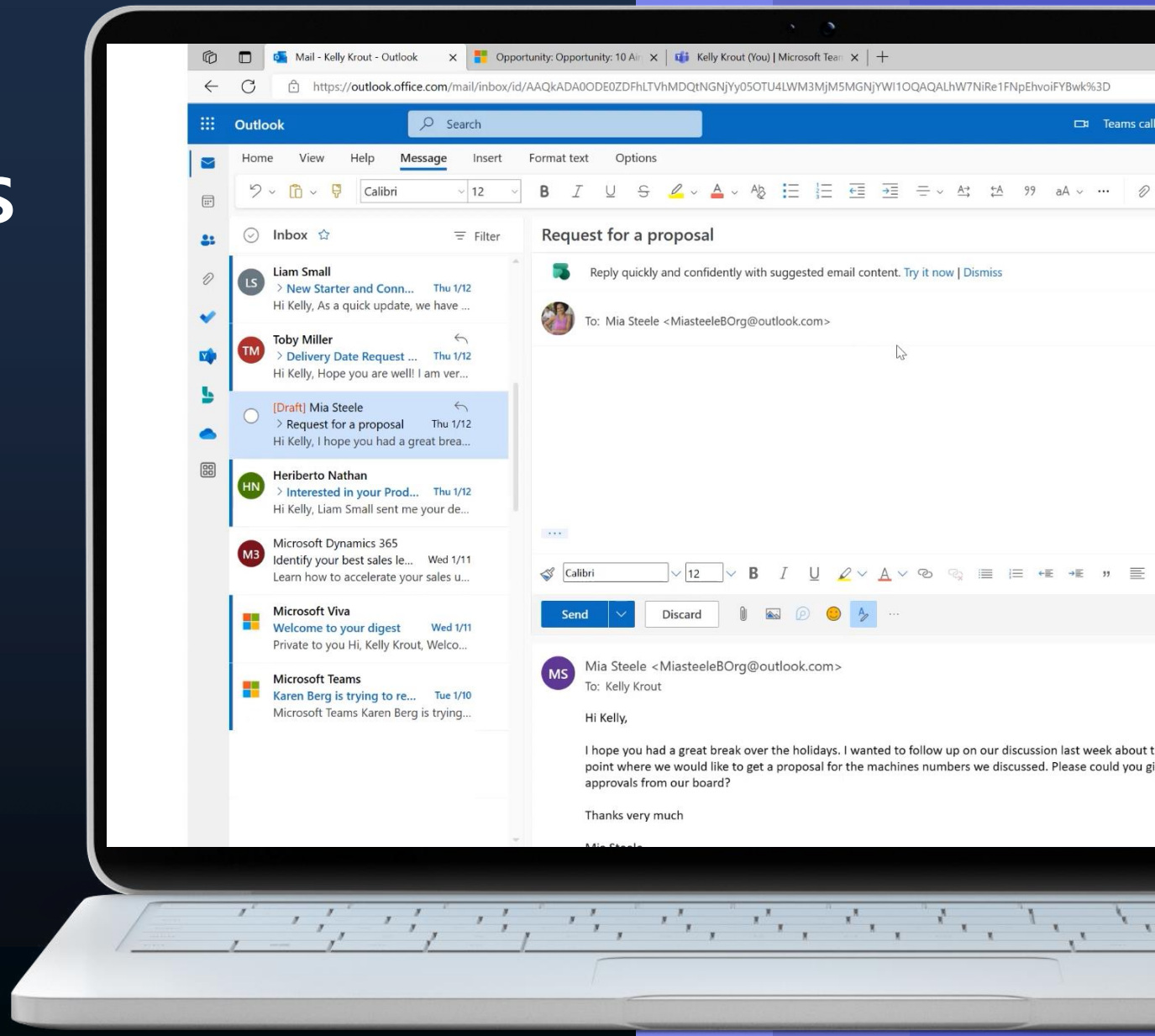

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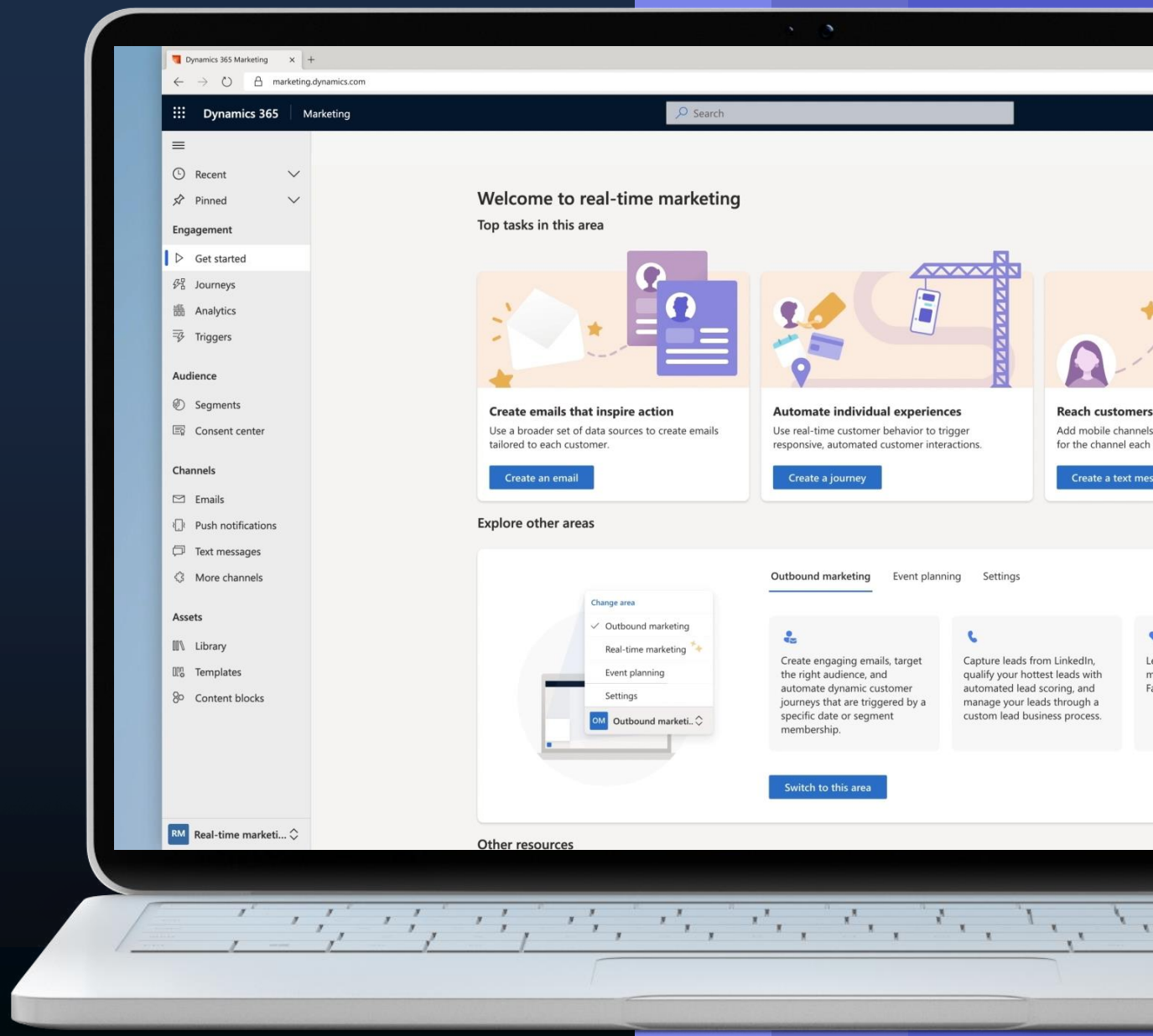

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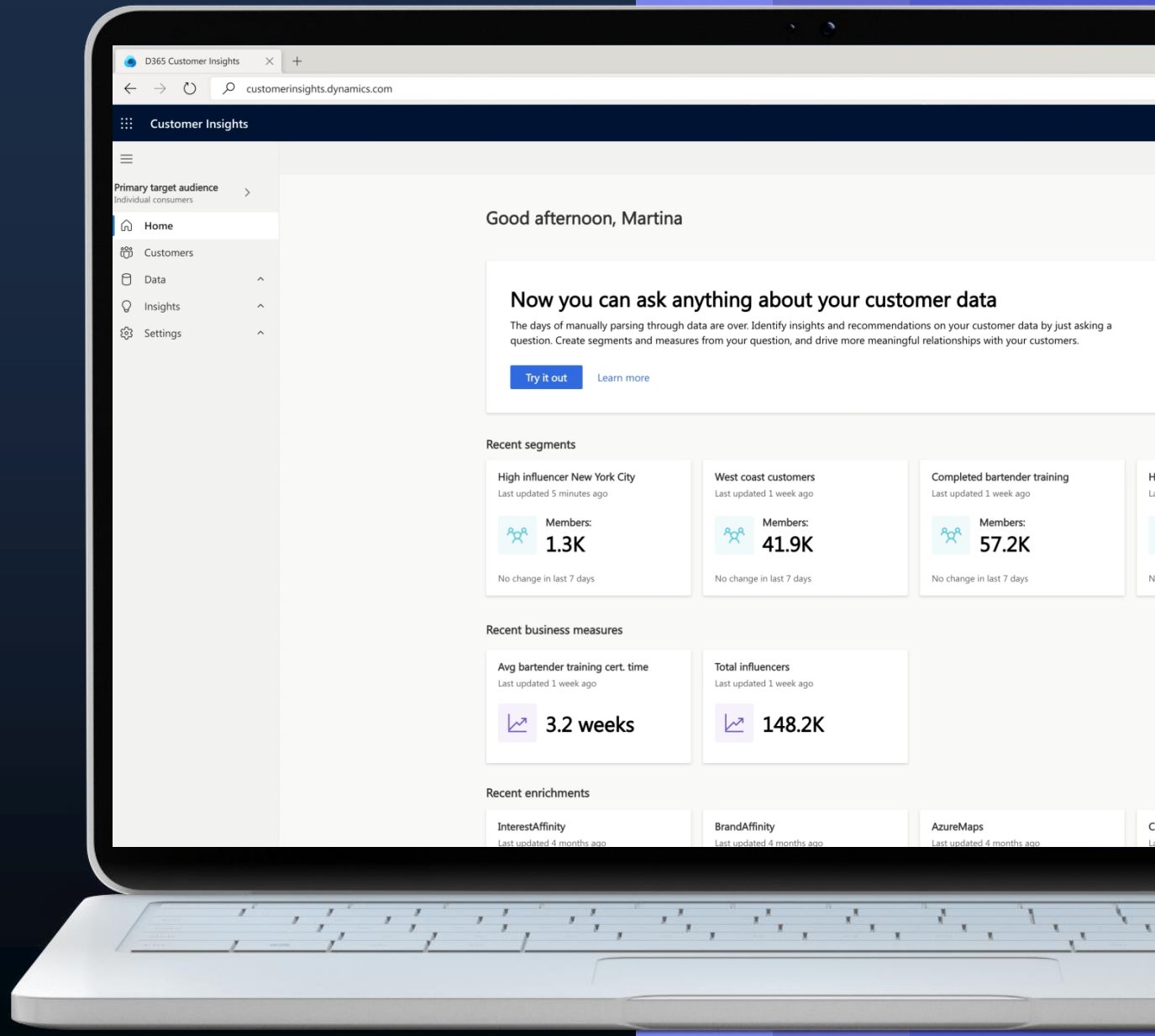

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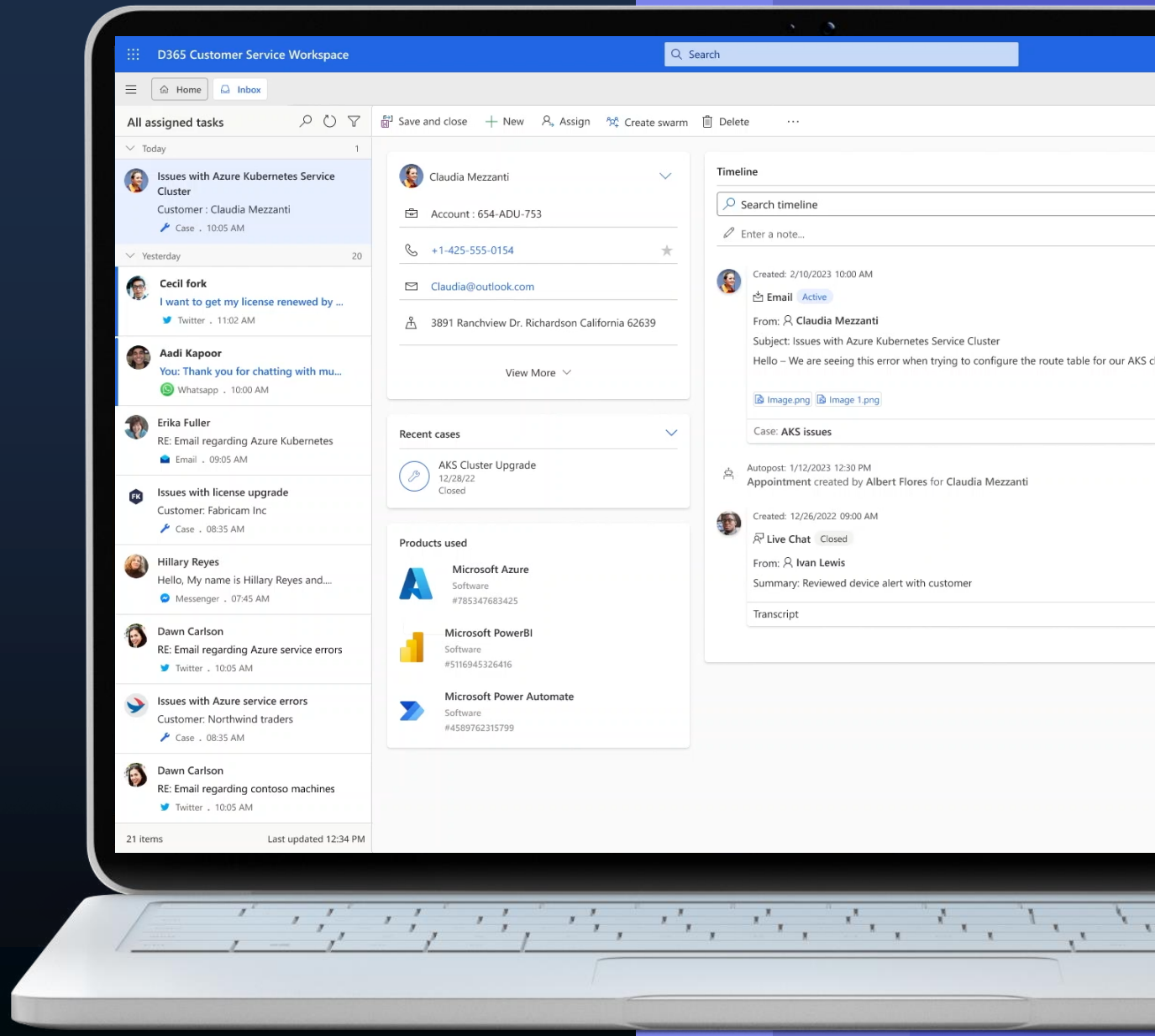
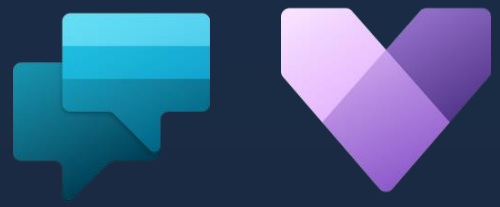


Microsoft Confidential

Enrich self-service with conversational AI



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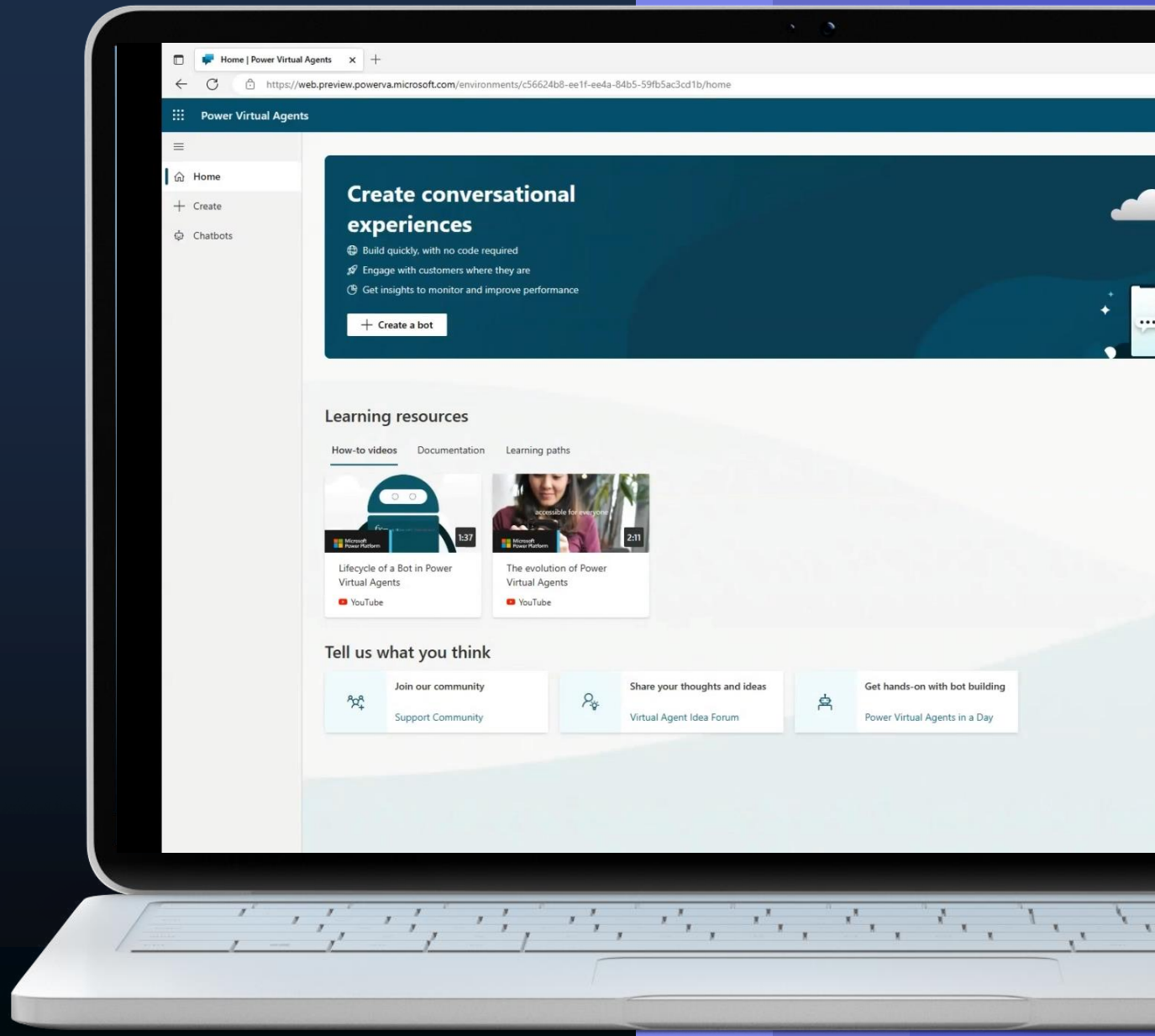

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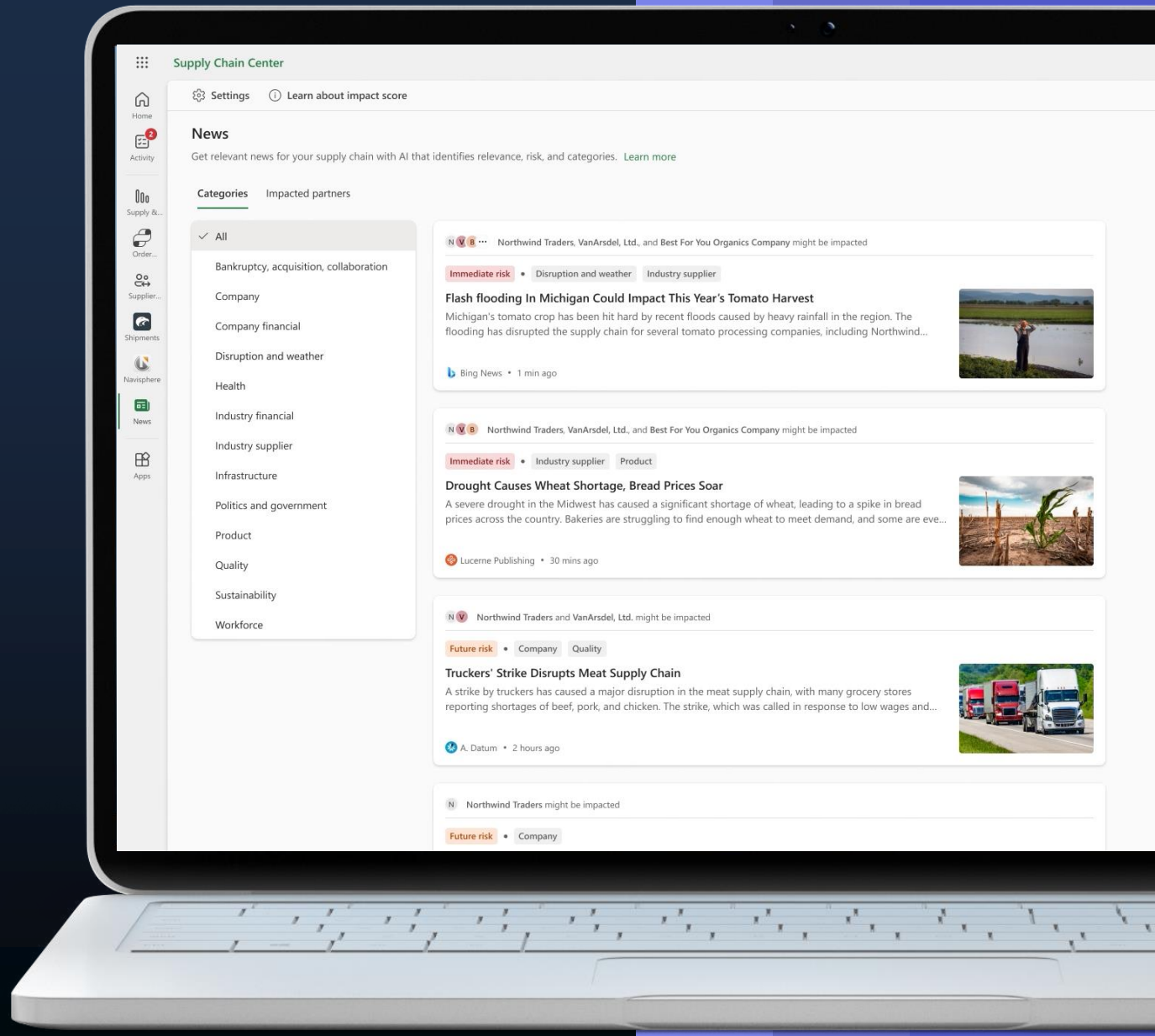

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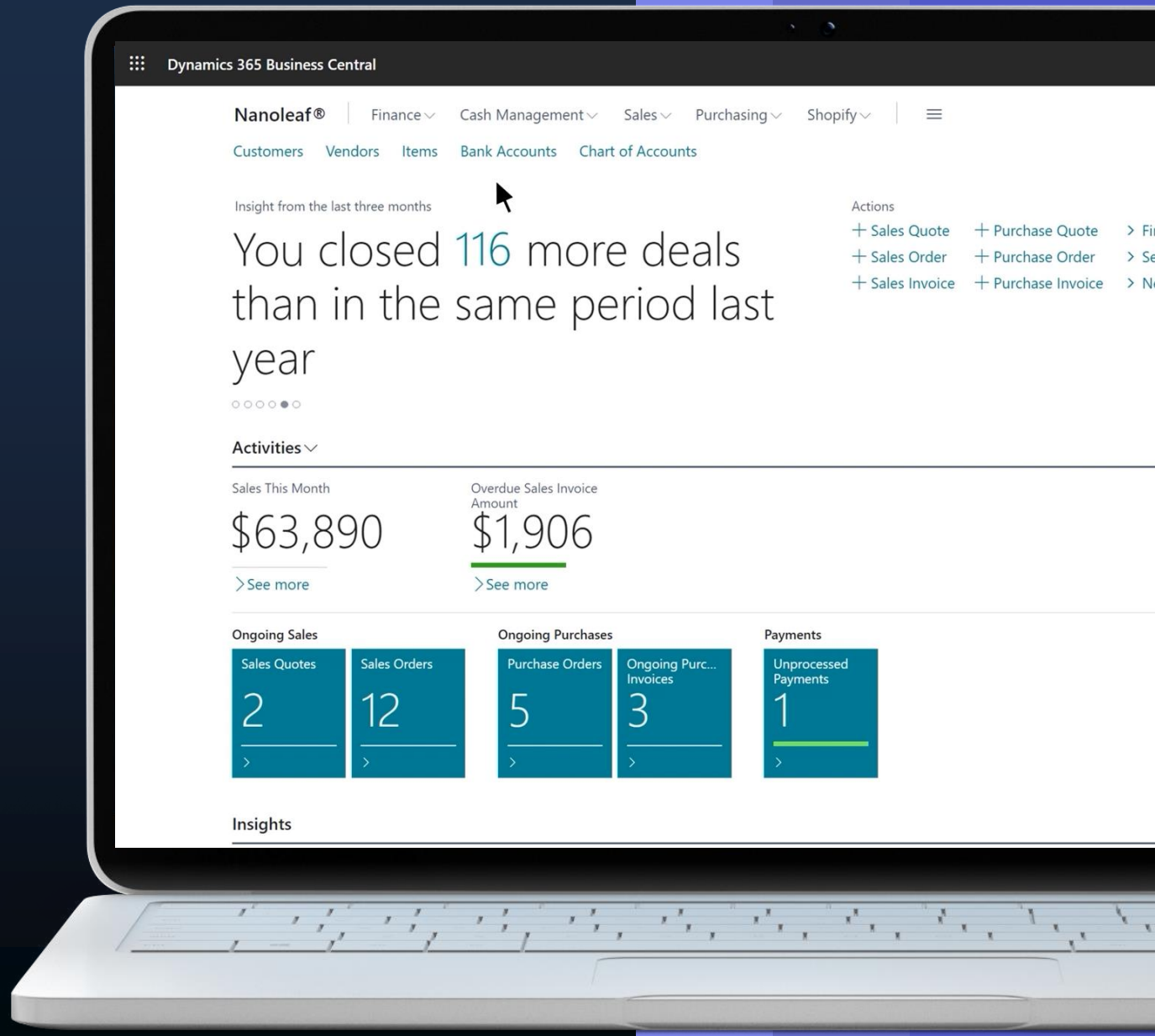
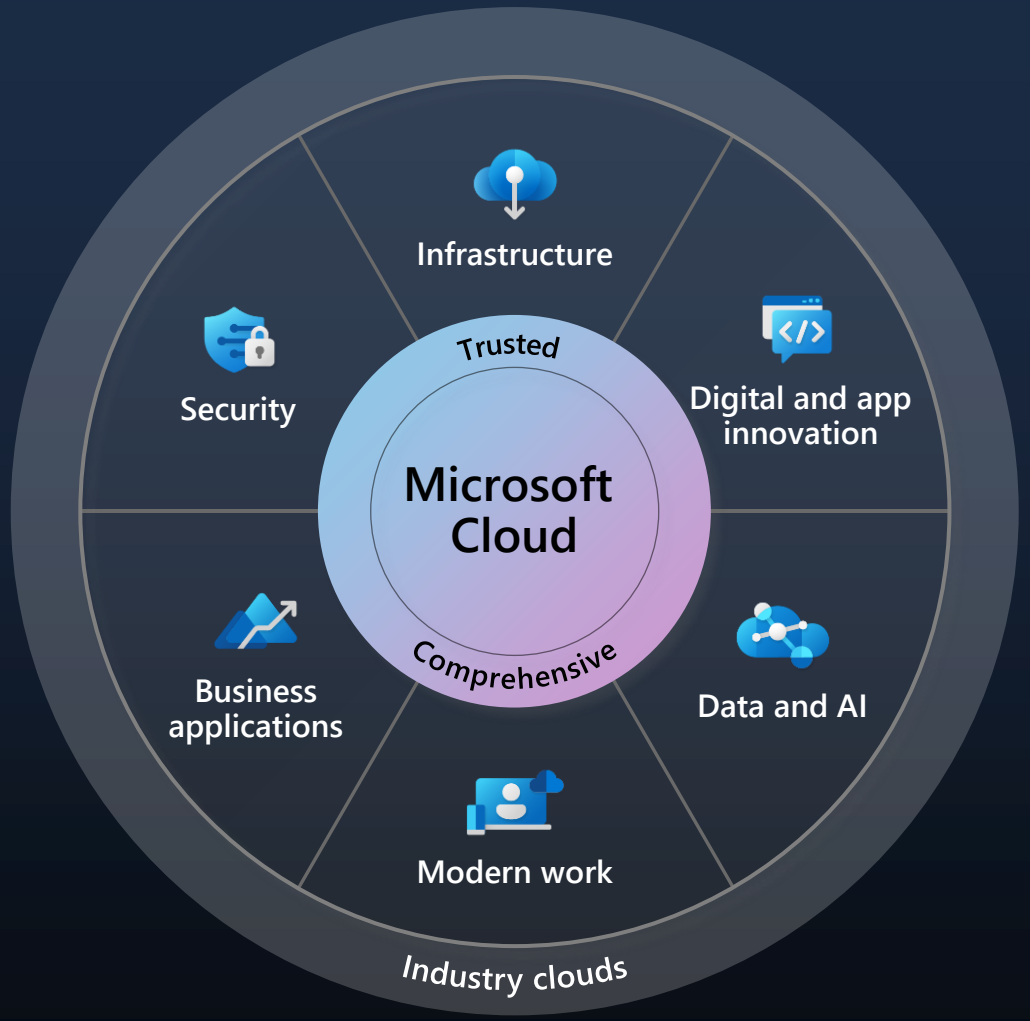
- Seamlessly publish to Shopify with just a few clicks

Copilot
in Dynamics 365 Business Central





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Dynamics 365 Copilot

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