

Digital Transformation and the Power of Artificial Intelligence

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Software is eating the World,

Marc Andreessen, WSJ

Every Company is a Software Company

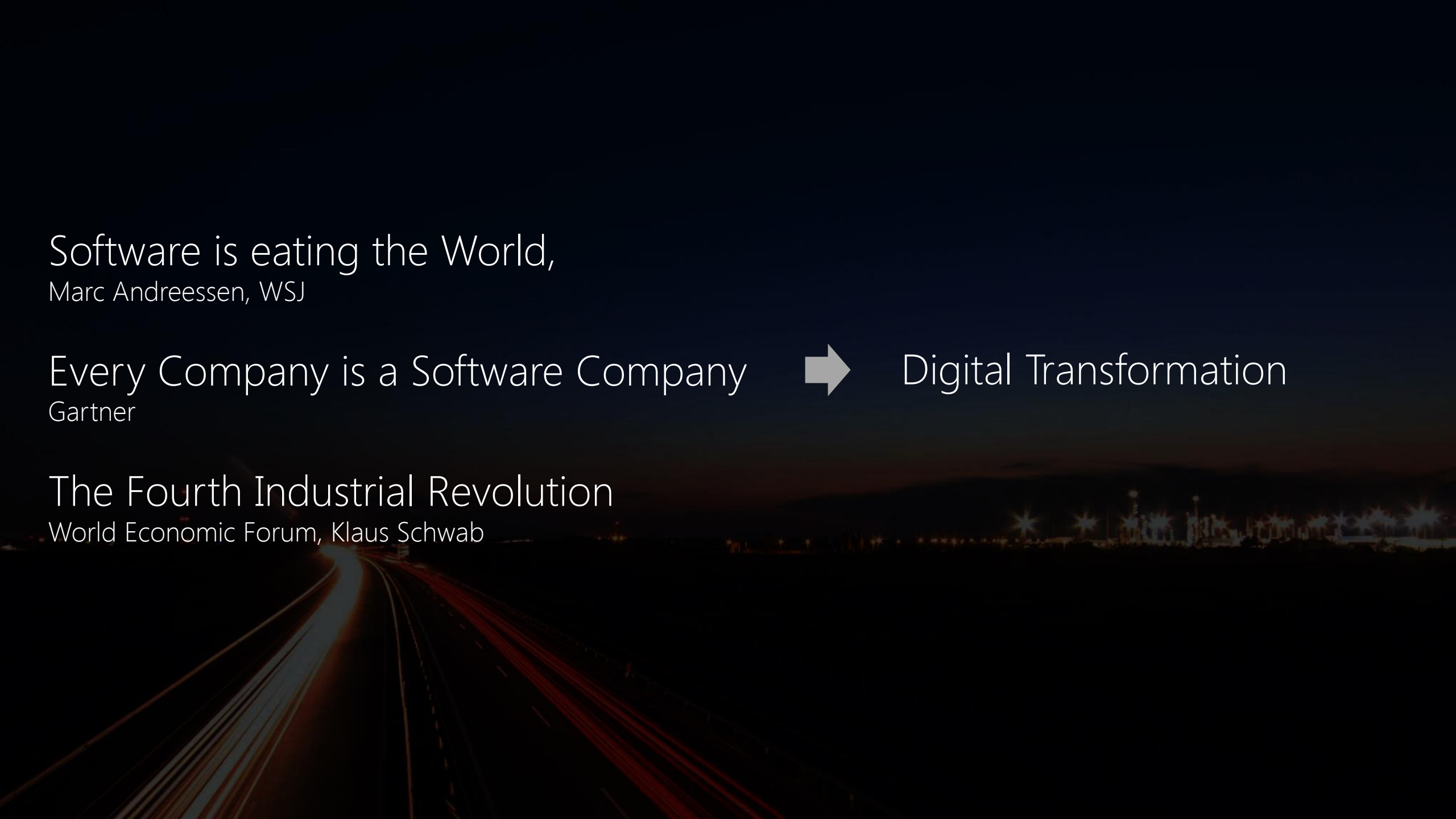
Gartner



Digital Transformation

The Fourth Industrial Revolution

World Economic Forum, Klaus Schwab



New Innovation Paths



Disruptive Technologies







Tesla

Long Range Radar
Infrared Camera
Ultrasonic Sensors
Always Connected
Data Driven





Tesla

Power of data
Connected User
Single-great task
APIs



Monzo



Tesla

Power of the Cloud
Connected "things"
Mobility
Power of Data
Systems that Learn and Get Insights

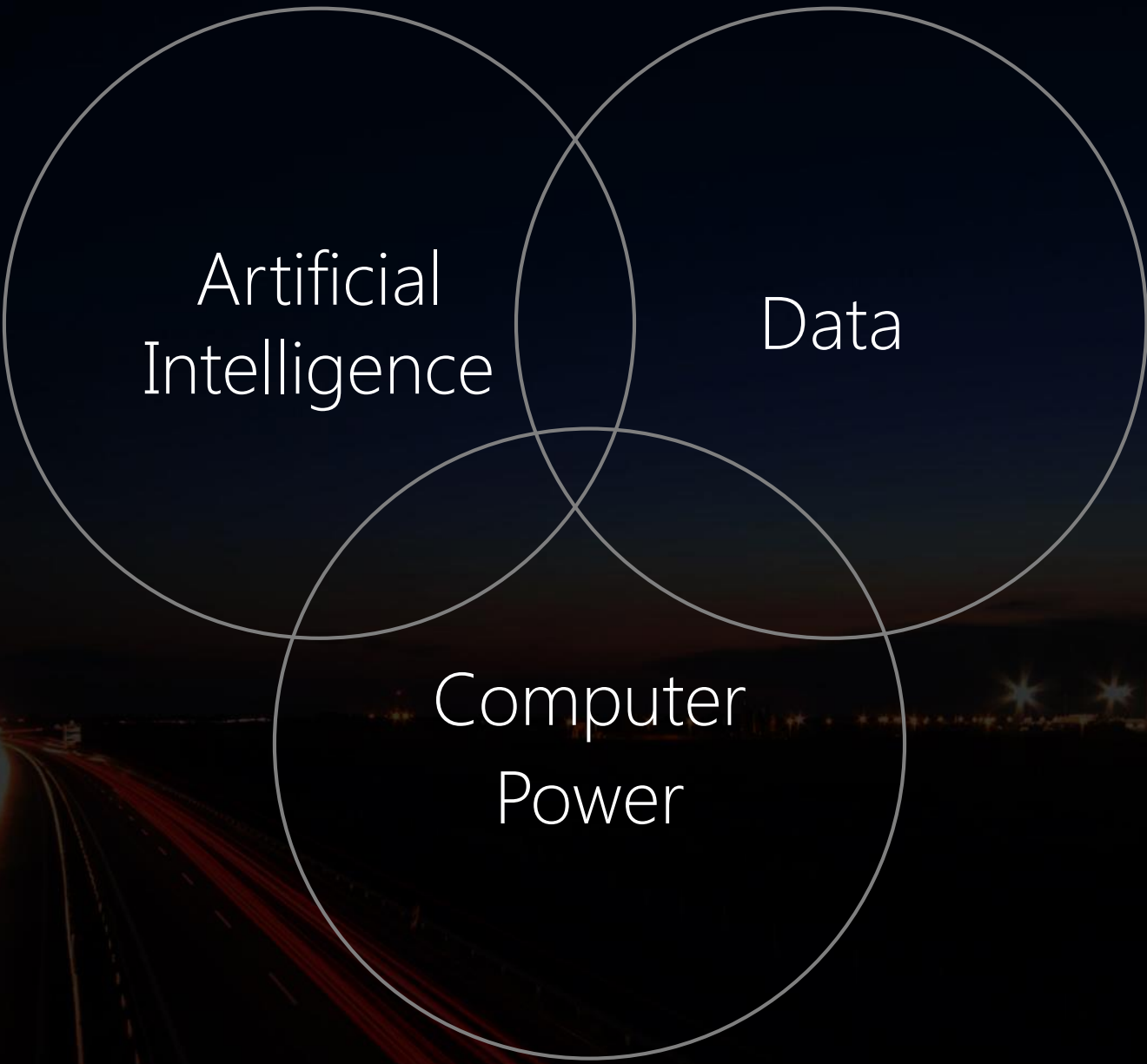
Reality Today



Monzo

Artificial Intelligence

The background of the slide is a long-exposure photograph of a multi-lane highway at night. The road curves into the distance, with white dashed lines marking the lanes. On the left side of the road, there are long, bright white light trails from vehicles moving towards the camera. On the right side, there are long, red light trails from vehicles moving away. In the far distance, a city skyline is visible with several bright, starburst-like lights. The sky is a deep, dark blue, suggesting twilight or early night.

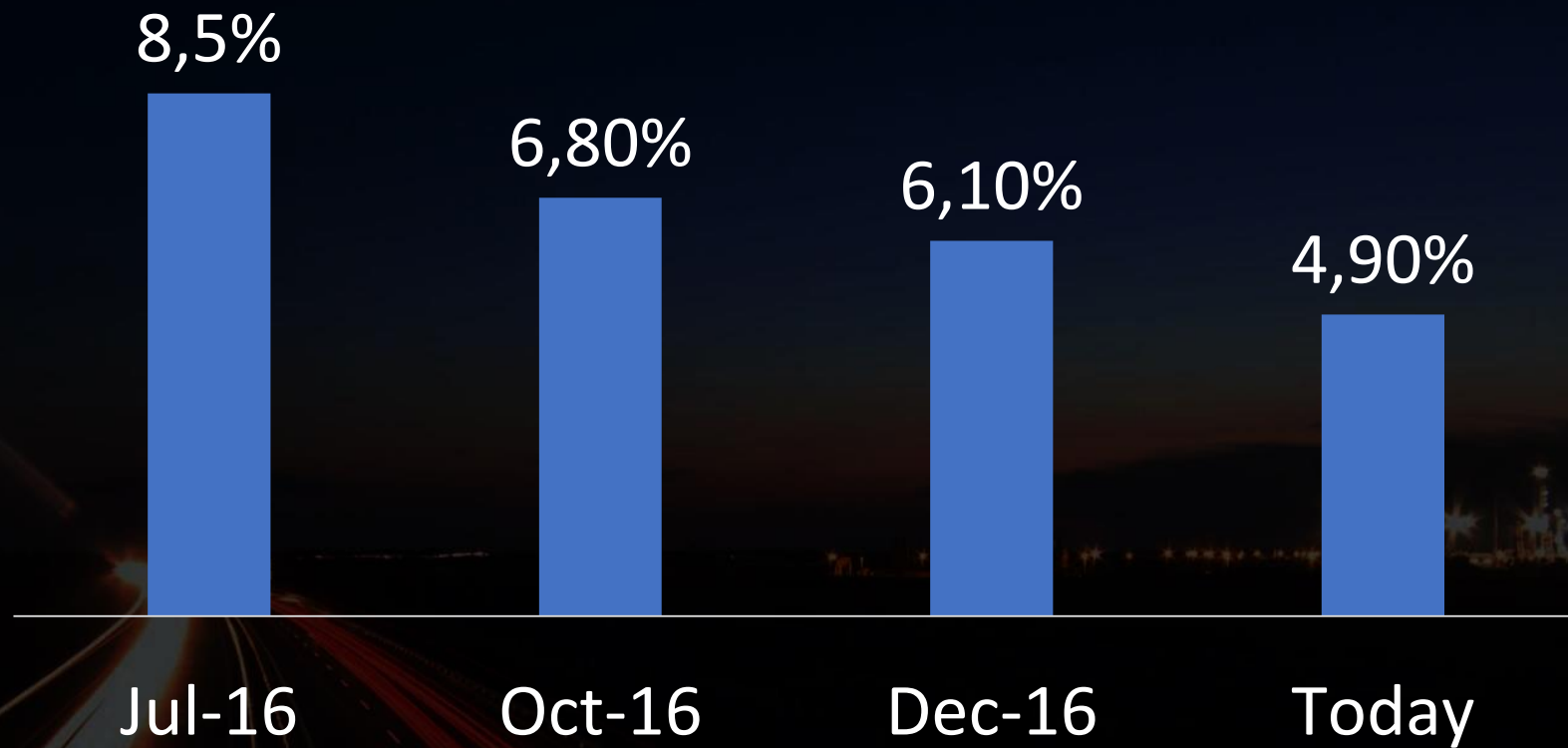


Artificial
Intelligence

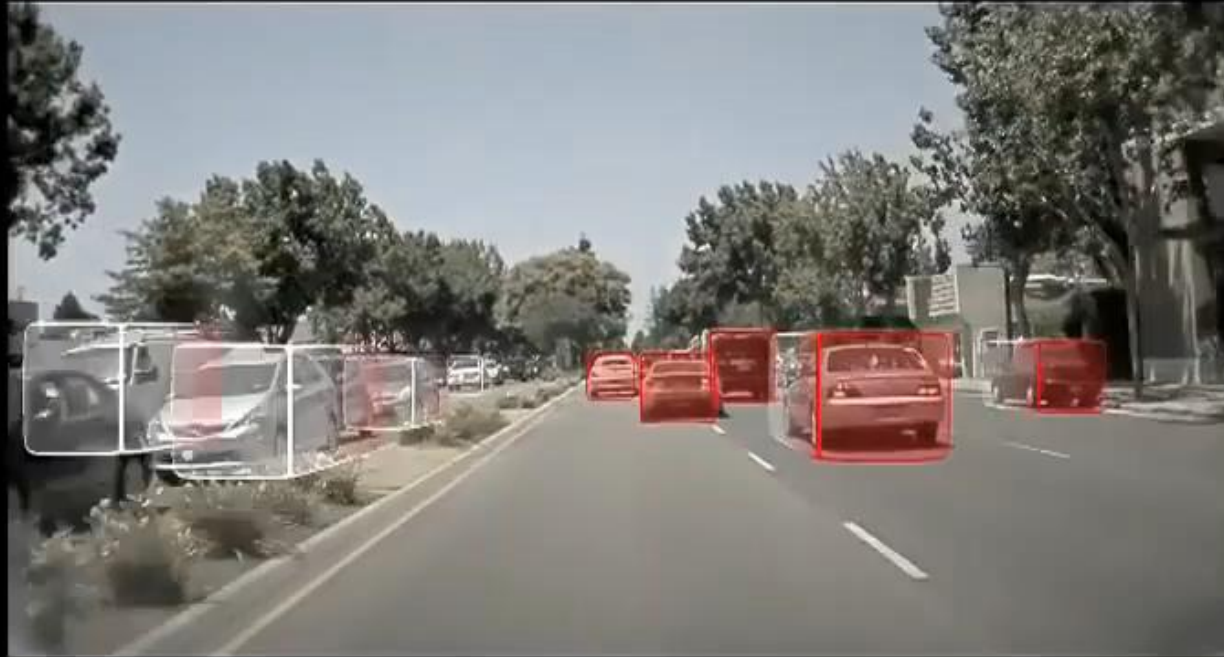
Data

Computer
Power

Speech Recognition Error Rate



Computer Vision





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{ "Name": "outdoor", "Confidence": 0.994593561 },  
{ "Name": "animal", "Confidence": 0.950516462 },  
{ "Name": "green", "Confidence": 0.9272135 },  
{ "Name": "mammal", "Confidence": 0.809292436 },  
{ "Name": "tall", "Confidence": 0.46532318 },  
{ "Name": "lush", "Confidence": 0.190318376 }
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Democratizing Artificial Intelligence

A long-exposure photograph of a highway at night. The road curves into the distance, with light trails from cars creating streaks of white and red. In the far distance, a city skyline is visible with several bright lights. The sky is dark and clear.

Microsoft Cognitive Services

Computer Vision

Emotion

Face

Video

Video Indexer

Speech to Text

Speaker Recognition

Sentiment Analysis

Translation

Linguistic Analysis

Recommendations

QnA Maker

Custom Decision

Knowledge

Academic



Fue un excelente partido de fútbol

Analyze

Analyzed text

JSON

i LANGUAGES: Spanish (confidence: 100 %)

i KEY PHRASES: excelente partido de fútbol

i SENTIMENT: 100 %

Fue un pésimo partido de fútbol con excelentes jugadores

Analyze

Analyzed text

JSON



LANGUAGES:

Spanish (confidence: 100 %)

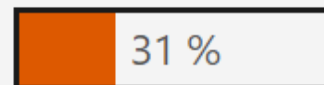


KEY
PHRASES:

excelentes jugadores, pésimo partido de
fútbol



SENTIMENT:



Uber Face Recognition



Machine Learning



Product Recommendation

Fraud Detection

Route Optimization

Customer Churn

Insurance Personalization

Credit Scoring

Predictive Maintenance

Segmentation

Forecasting

Some cases closer to us

Company	Case	Where to find it
Gran Portuaria	Logística Inteligente	Youtube: Gran Portuaria caso de referencia Azure
Casa Sauza	Agricultura Inteligente	http://www.casasauza.com/procesos-tequila-sauza/innovacion-campo-agricultura-inteligente
Nube	Innovación en la Industria Energética	Youtube: Innovación en la industria energética mediante IOT & Azure
Gobierno de Salta	Inteligencia artificial para prevención de situaciones sociales	http://www.salta.gov.ar/prensa/noticias/el-gobierno-de-salta-y-microsoft-aplicaran-inteligencia-artificial-en-la-prevencion-de-situaciones-sociales/52860
Real Madrid	Conectando con 500 millones de Fans y subiendo facturación digital en 30%	https://customers.microsoft.com/en-us/story/real-madrid

Technology exponential evolution

Users' expectations change fast, very fast

Innovate to be relevant

Competitors come from unexpected places

Technology driven innovation



Innovate to maintain relevance



We can help you

- Industry and Area Solution and Journey Maps
- 300 Intelligent Cloud Solutions and Partners by Industry in LatinAmerica

Your Actions Now!

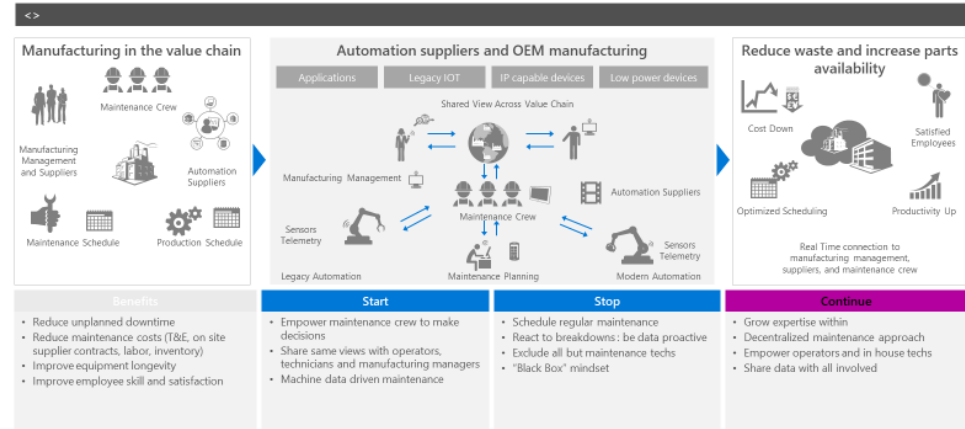
- Innovation team and lead in each key area of the company
- Board of Directors innovation workshop



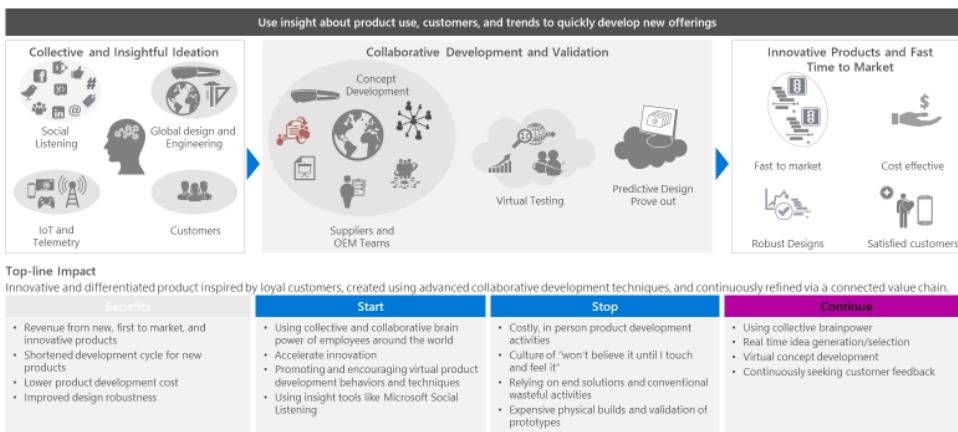
Customer Experience Journey Map



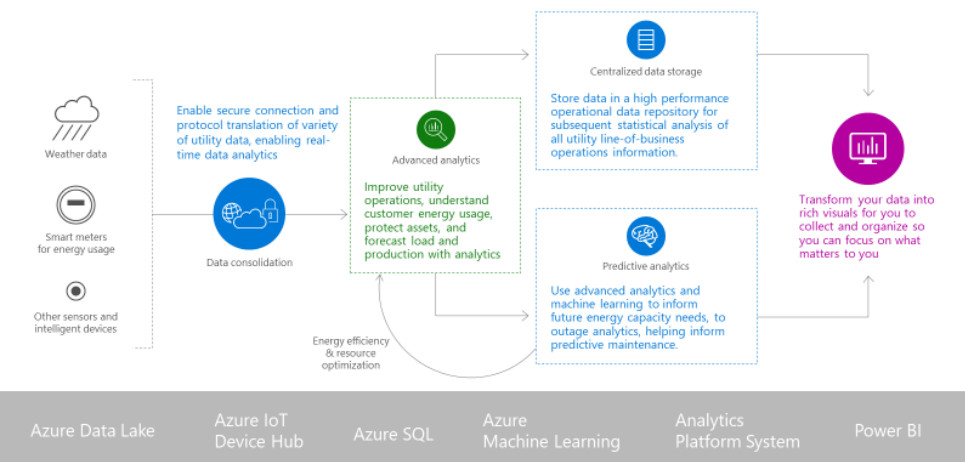
Operations Optimization



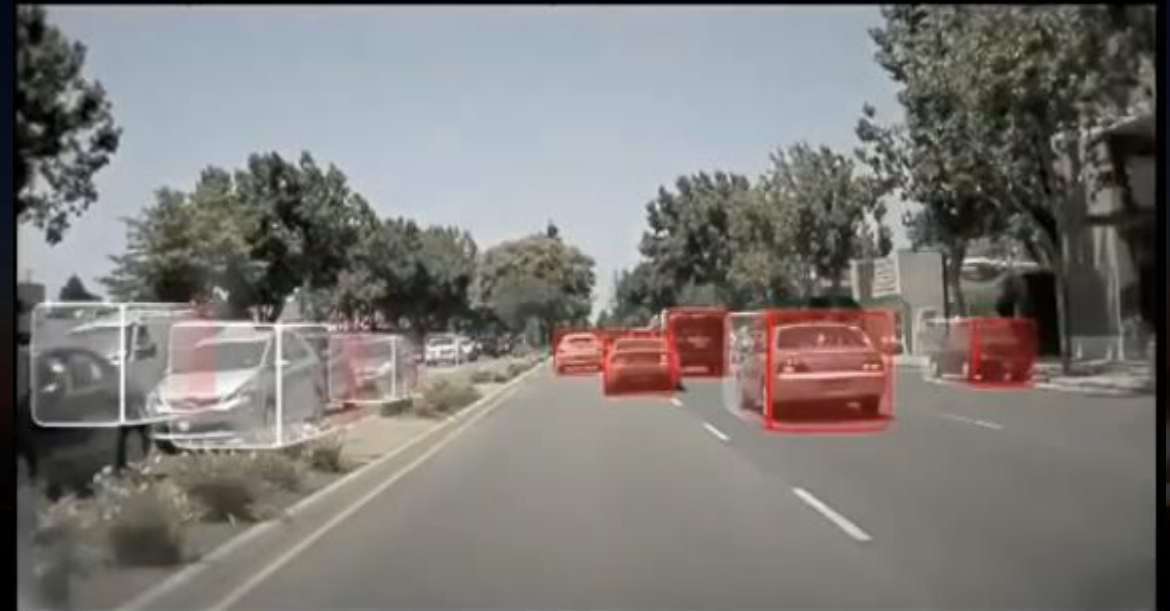
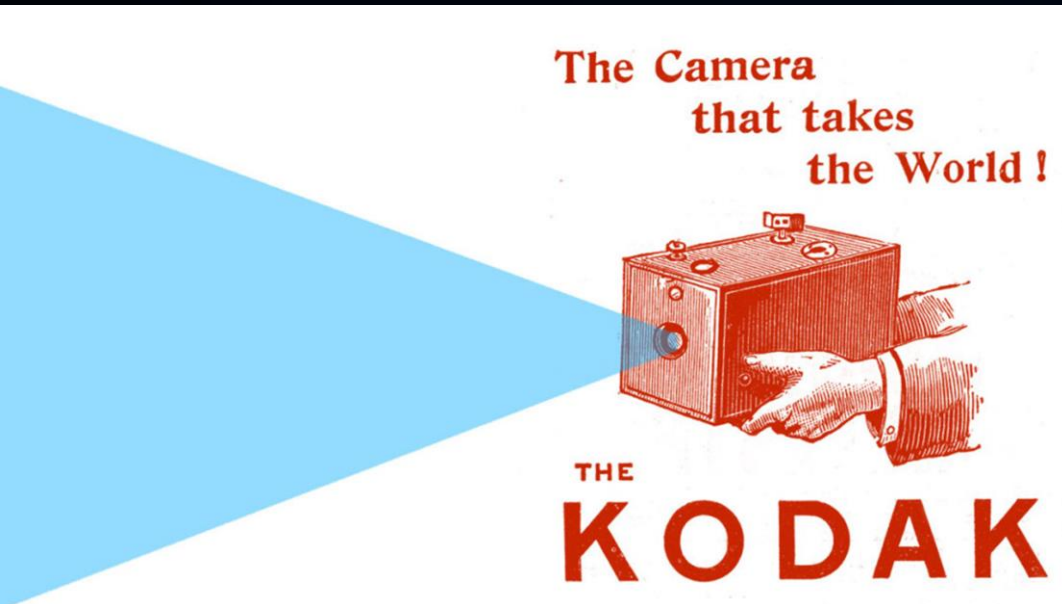
Product/Service Transformation



Optimizing while creating new business models



Being redefined by others or **redefine your industry?**



Muchas Gracias

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@robertouy



Microsoft AI



Agent



Applications



Services



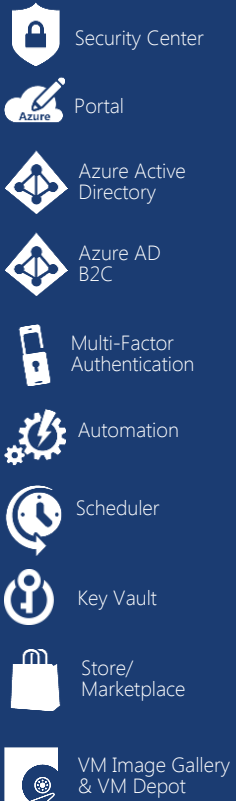
Cognitive Services
Azure Machine Learning
Cognitive Toolkit
Infrastructure
SQL Server / R / Python



Microsoft Azure

Intelligent Cloud

Security & Management



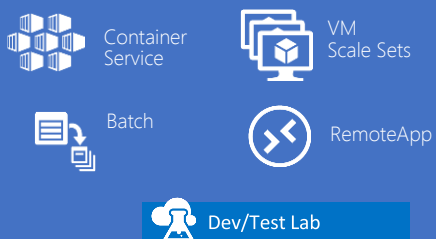
Media & CDN



Integration

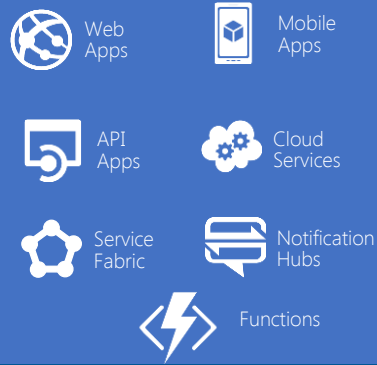


Compute Services

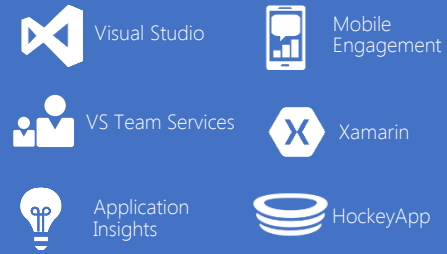


Platform Services

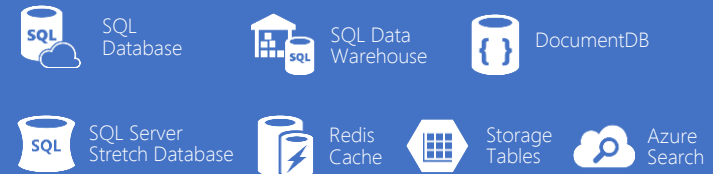
Application Platform



Developer Services



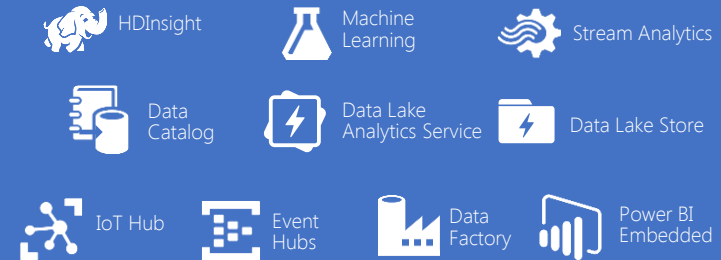
Data



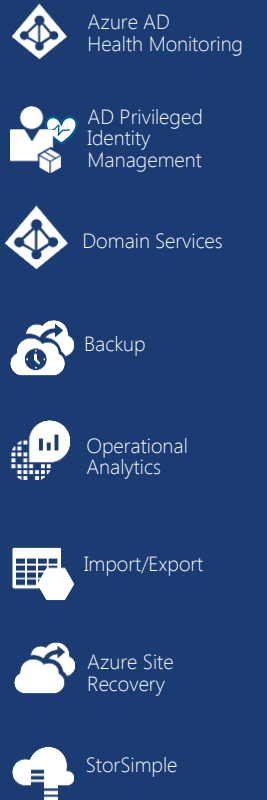
Intelligence



Analytics & IoT



Hybrid Cloud



Infrastructure Services

Compute



Storage



Networking



Datacenter Infrastructure (32 Regions, 24 Online)



Real Madrid