



Microsoft

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# Leading Digital Transformation in an AI era

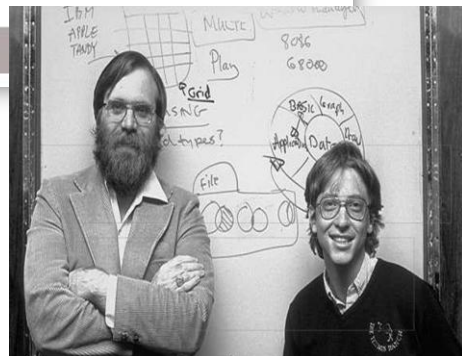
Empowered Citizens  
Empowered Societies  
Empowered Governments



Marcus Loh  
Director – Industry Advisor  
Worldwide Public Sector

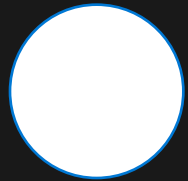
# When was Microsoft Founded?

"a computer on every desk and in every home"

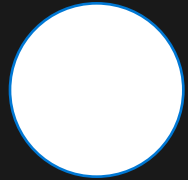


Empower every person and every organization on the planet to **achieve more**

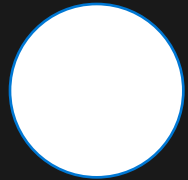
# The Policy Building Blocks



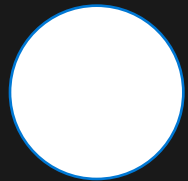
A national cloud strategy and cloud first policy



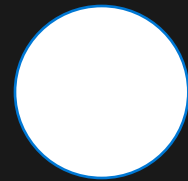
A data classification framework fit for the digital age



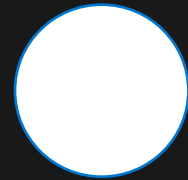
Adoption and implementation of a digital identity solution



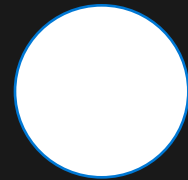
A centralized procurement function



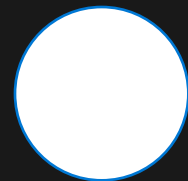
Use of government framework agreements



Flexible and adaptive finance rules



A collaborative approach amongst stakeholders

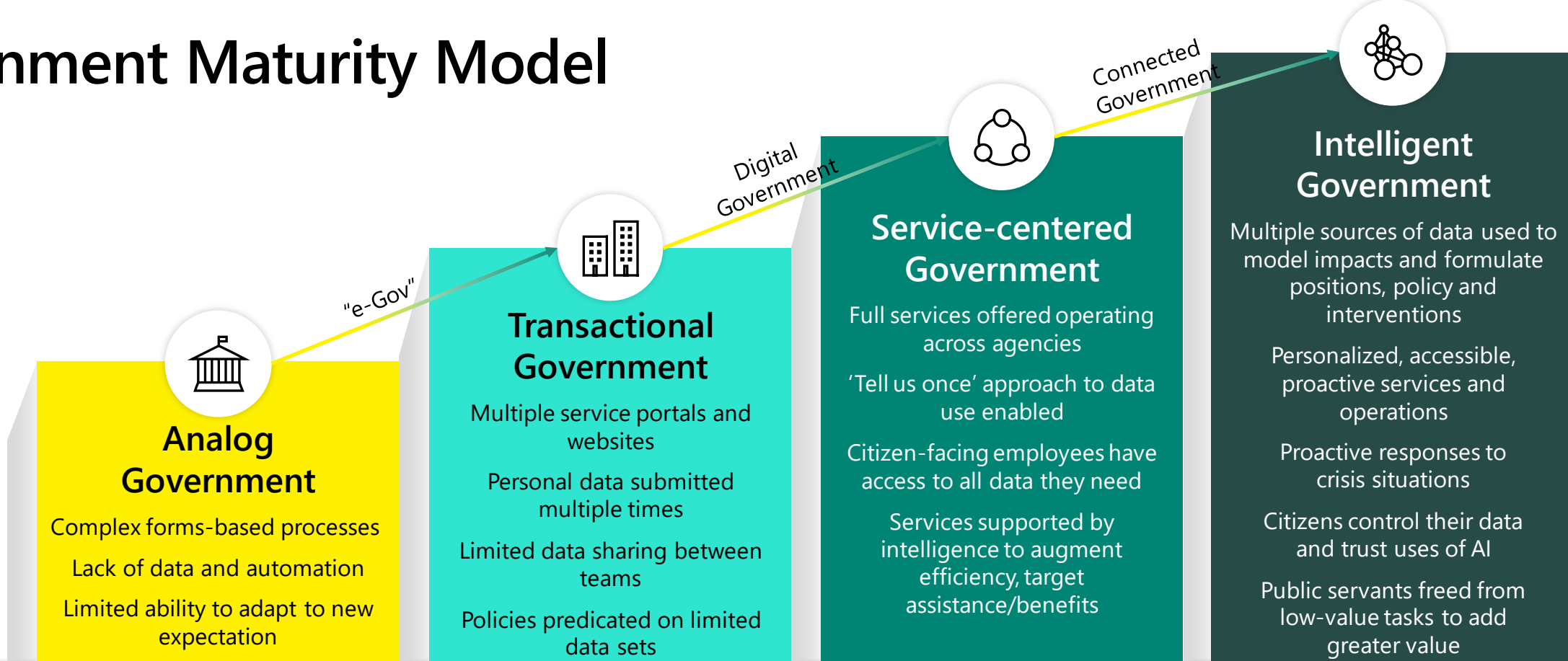


AI infused digital culture and technology skilling agenda



# Government Maturity Model

OUTCOMES



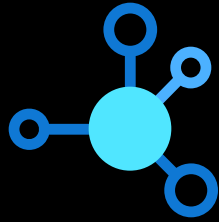
ENABLERS

<b>People and culture</b>	Teams formed from single agencies with single specializations	Digital skills developing Online services considered option	Multi-disciplinary teams User research and co-design	Services always "digital first" Digital and data embedded in leadership strategy
<b>Governance and rules</b>	Waterfall implementation Hierarchical structure	Service run by mandated agency Budgets allocated to agency (not service outcome)	Cross-agency accountability Agile delivery approaches	Responsible AI approach Data standards and governance
<b>Technology and data</b>	Data held for single scenarios Tech solutions fixed to siloed requirements	Connection of transactional services to existing back end operating systems	Digital identity Implementation of cloud strategy	API based design and verification Comprehensive, scalable data capture



# What is Artificial Intelligence (AI)? Why Now?

# Why is AI accelerating now?



**Cloud AI  
Supercomputers**

Azure OpenAI  
Supercomputer  
(285,000 CPU cores / 10,000  
GPUs,  
400 gigabits per sec for each  
GPU server)



**Foundation  
models**

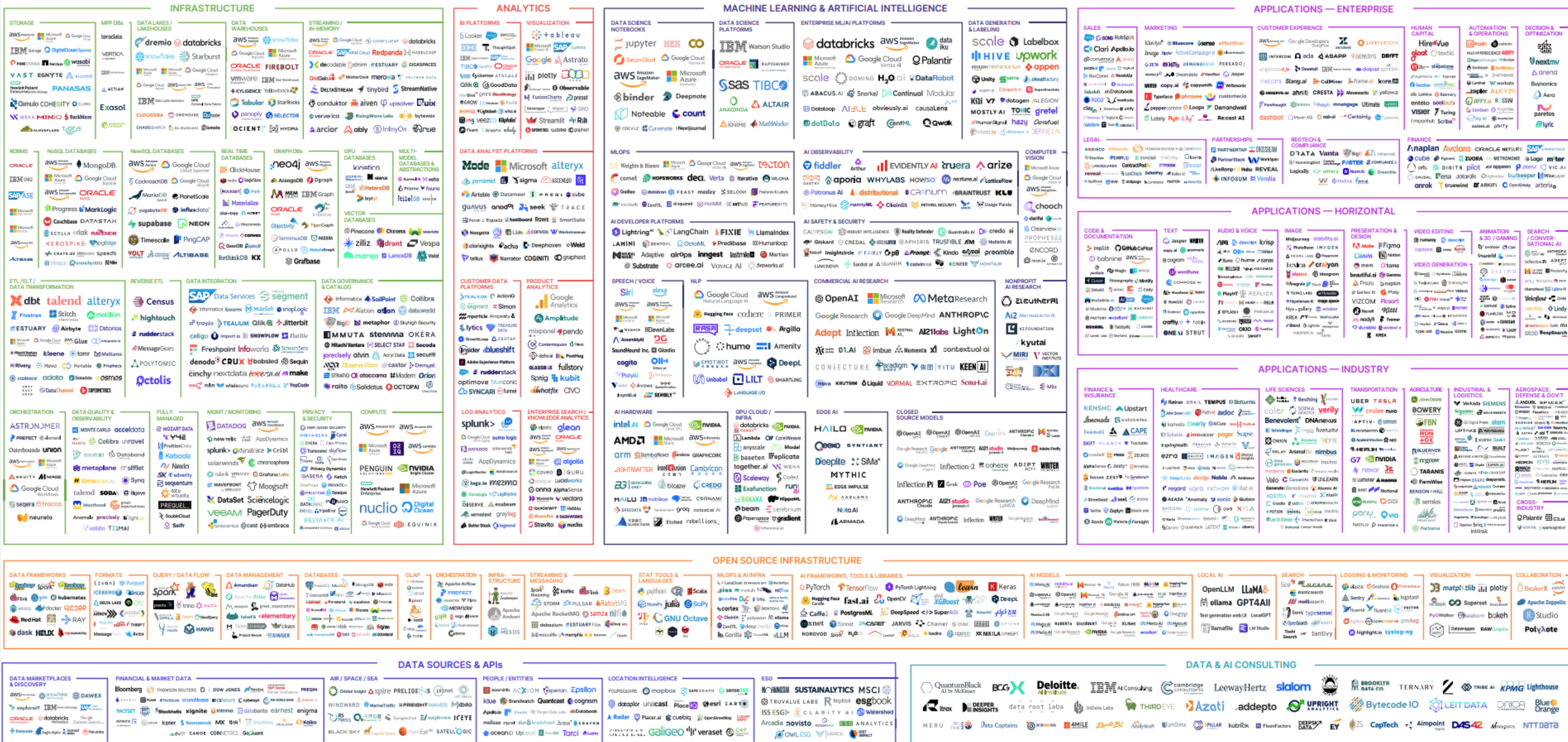


**Massive  
data**

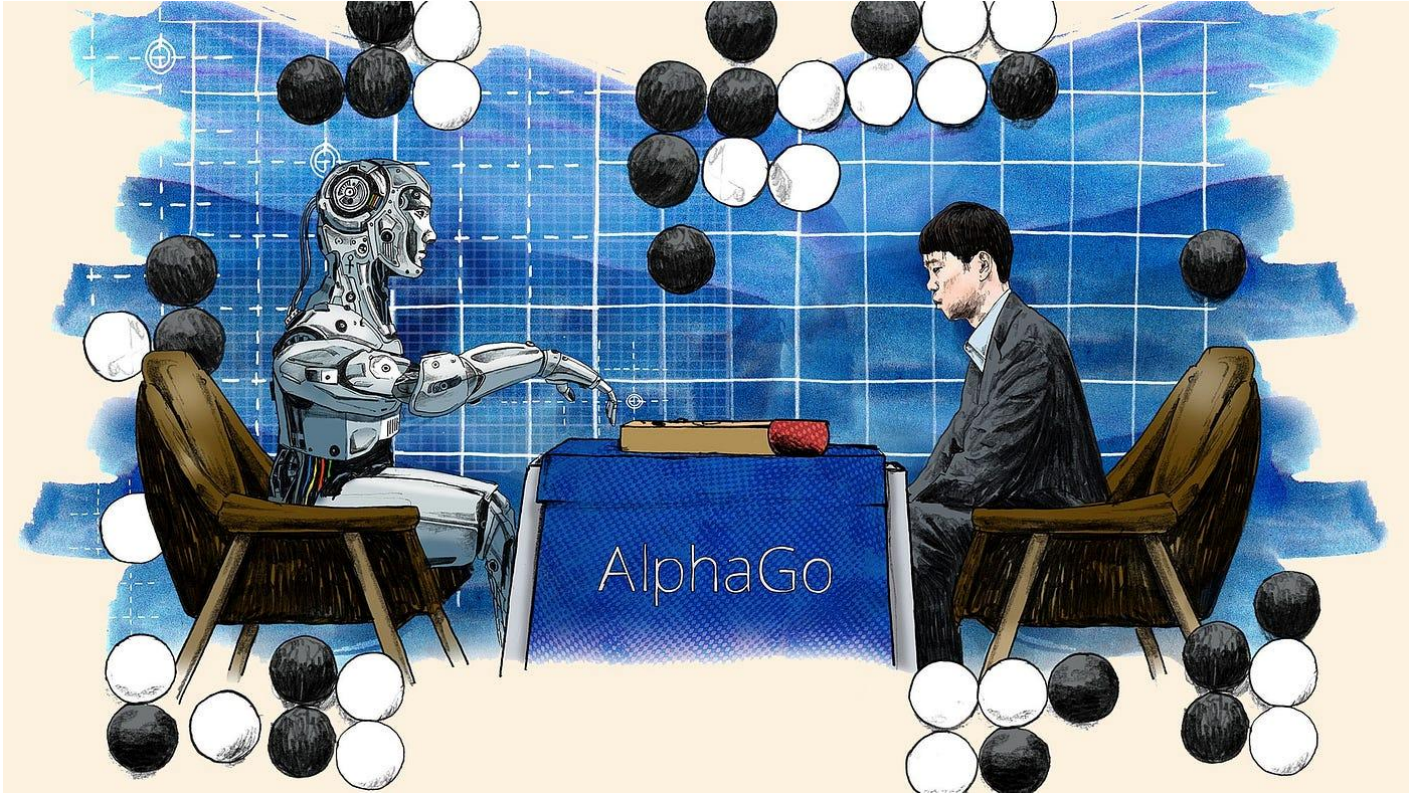


# 2024 Machine Learning, AI and Data Landscape

## THE 2024 MAD (MACHINE LEARNING, ARTIFICIAL INTELLIGENCE & DATA) LANDSCAPE









# A brief history of AI

Artificial Intelligence

Machine Learning

Deep Learning

Generative AI

1950s

## Artificial Intelligence

the field of computer science that seeks to create intelligent machines that can replicate or exceed human intelligence.

1959

## Machine Learning

subset of AI that enables machines to learn from existing data and improve upon that data to make decisions or predictions.

2017

## Deep Learning

a machine learning technique in which layers of neural networks are used to process data and make decisions.

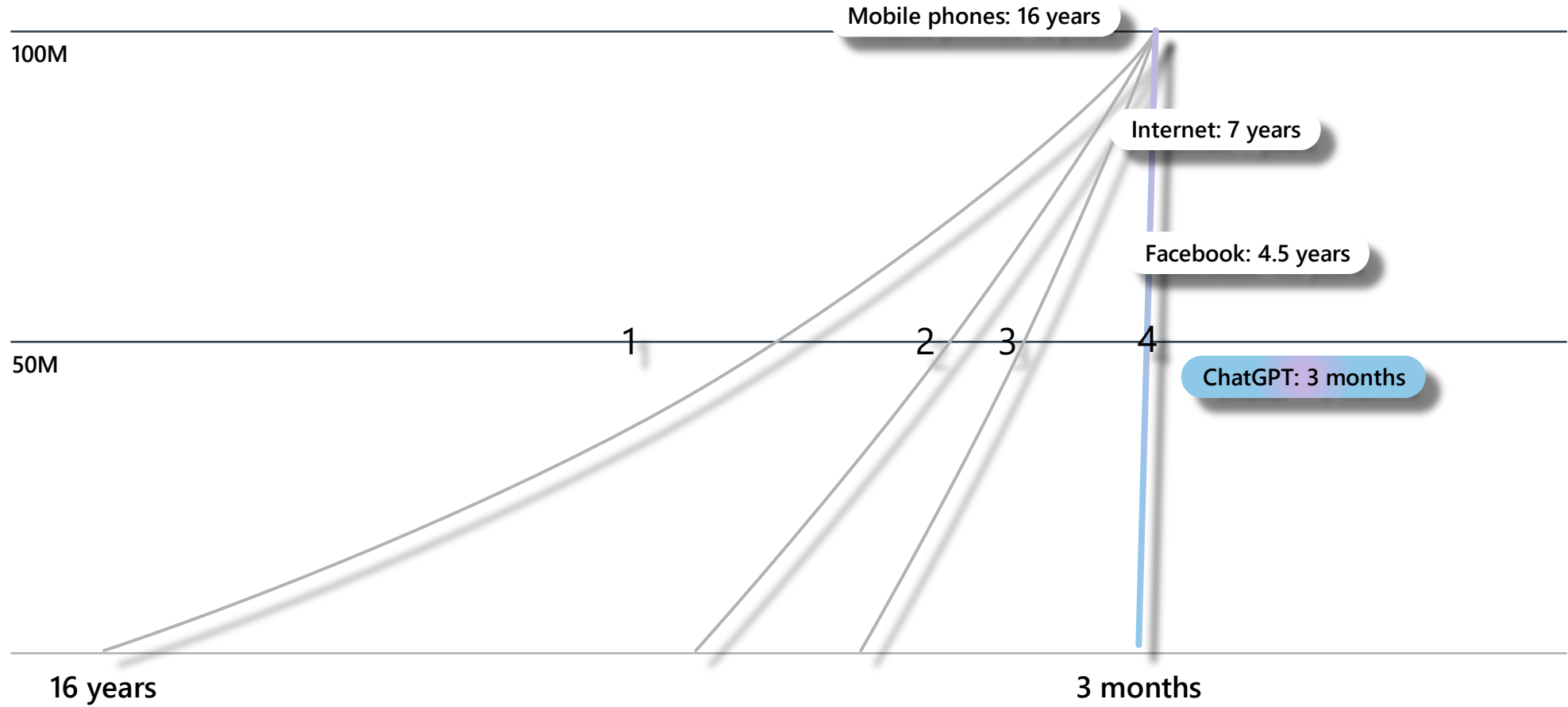
2021

## Generative AI

create new written, visual, and auditory content given prompts or existing data.

# Fastest platform shift ever

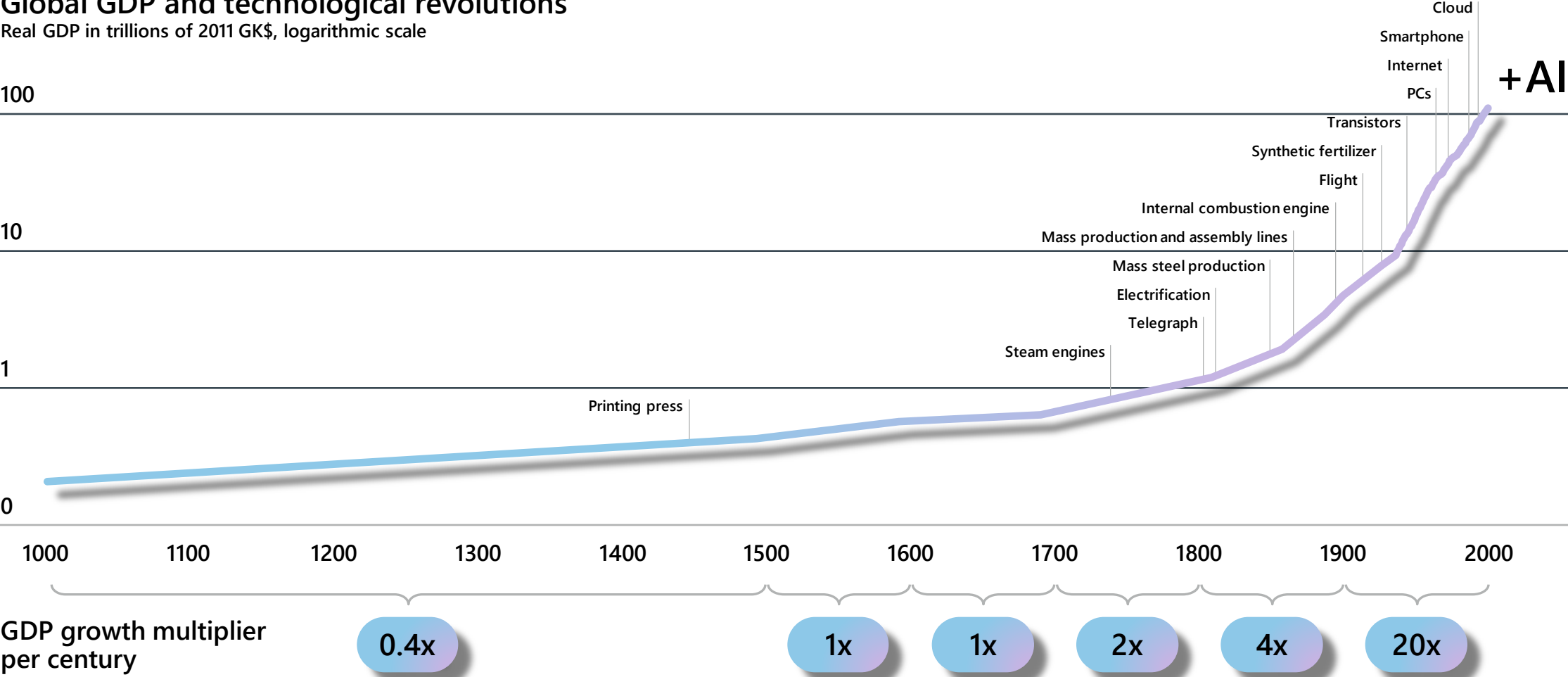
Time to reach  
100M users



# And technology drives GDP growth, and that pace is accelerating

## Global GDP and technological revolutions

Real GDP in trillions of 2011 GK\$, logarithmic scale



Source: Maddison Project, Ourworldindata



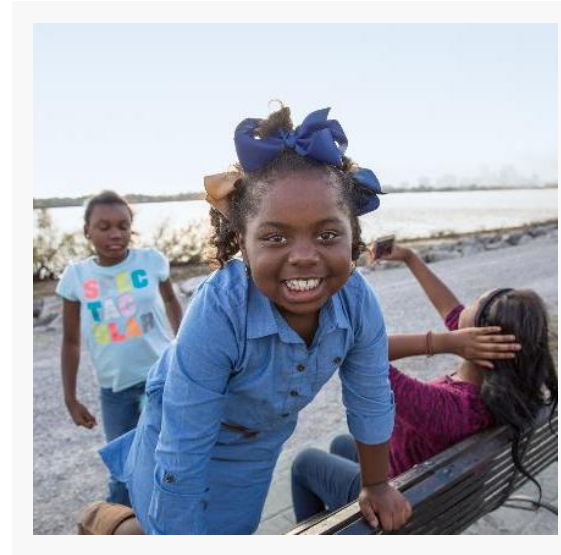
# Trends influencing government



**Exponential growth of government data**



**Data collaboration & insights**



**Personalized digital experiences and use of AI**



**Protect public data**

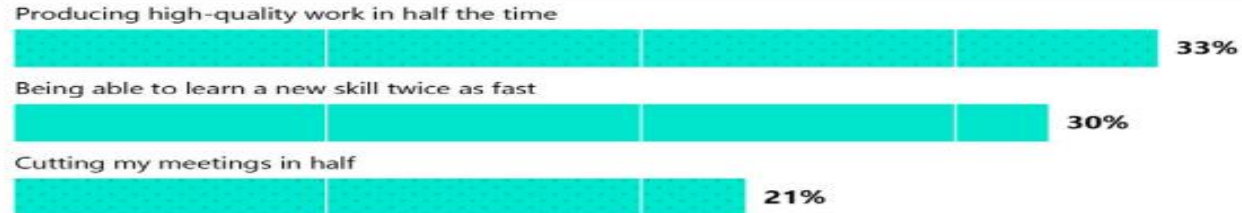
# Don't be left behind....



The potential for meaningful business impact is real

# What employees want from AI

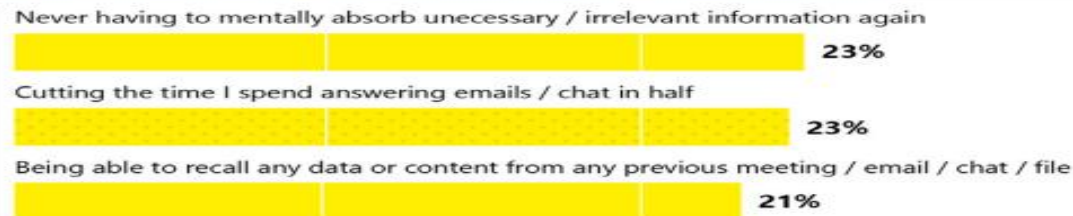
## Save time



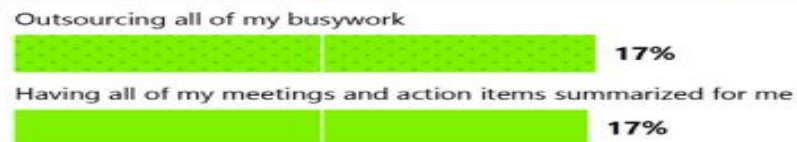
## Work smarter



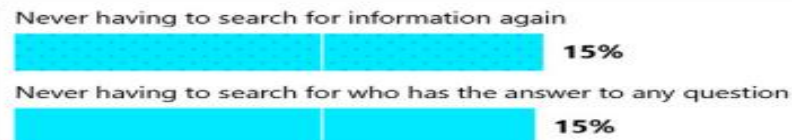
## End information overload



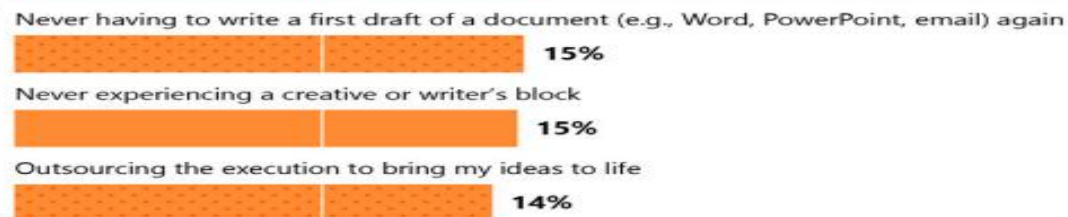
## Banish busywork



## Solve search



## Unleash creativity





# Key use cases 4 Generative AI



# 68%

of people say they struggle  
with the pace and volume of work,  
and 46% feel burned out.

# 85%

of emails are read in under 15 seconds,  
and the typical person has to read about  
four emails for every one they send.

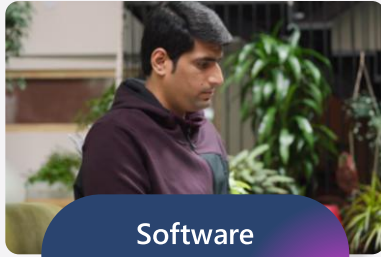


People still spend

**60%**

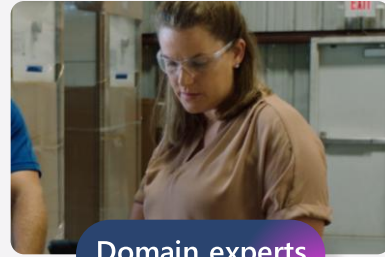
of their time on emails, chats, and meetings, and only **40%** creating.

# Unlock productivity with Copilot



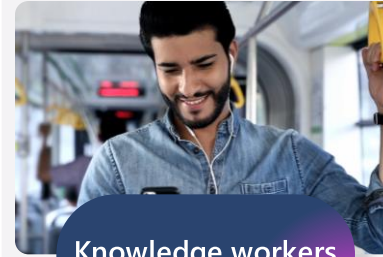
Software developers

Code  
55% faster



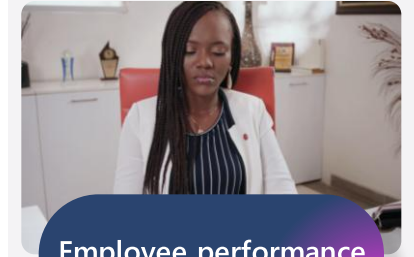
Domain experts

Create workflows  
in half the time



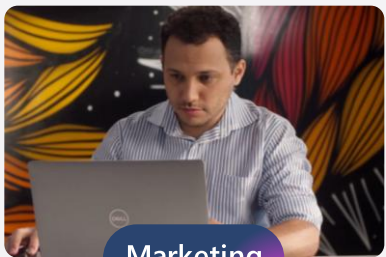
Knowledge workers

Complete tasks  
37% faster



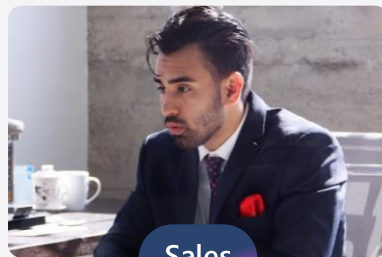
Employee performance

Reduce employee  
attrition by 20%



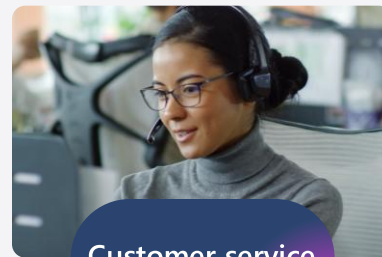
Marketing

67% say it saves them  
time, and 50% say  
it improves the  
quality of their work



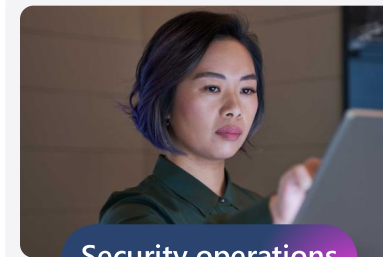
Sales

Streamline the  
process of checking  
and answering emails



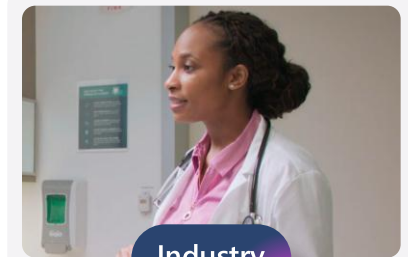
Customer service

Resolve 14%  
more  
customer issues  
per hour



Security operations

Respond to  
threats in  
minutes, not  
hours



Industry

Reduce physician  
burnout by 70%

# MS Copilot At-a-Glance

Copilot (Formerly Bing Chat Enterprise)

## Copilot for Web



Better Q&A and task completion



Better interaction with web content

Microsoft 365 Copilot

## Copilot for Productivity



Better reading and writing assistance



Better e-mail management



Better data analysis



Better presentations



Better Meetings

Better knowledge management

Microsoft Designer

## Copilot for Creativity



Better digital creations

Windows Copilot

## Copilot for Everyday



Better interaction with OS, apps, and files

Sales Copilot

## Copilot for Business



Better sales and customer support

Security Copilot

## Copilot for Security



Better threat detection, identification, and mitigation

GitHub Copilot

## Copilot for Development



Better code development

Power Platform Copilot

## Copilot for Low/ No Code Development



Better creation of apps, workflows, and agents

Power Bi Copilot

## Copilot for Analytics



Better data analytics and business intelligence

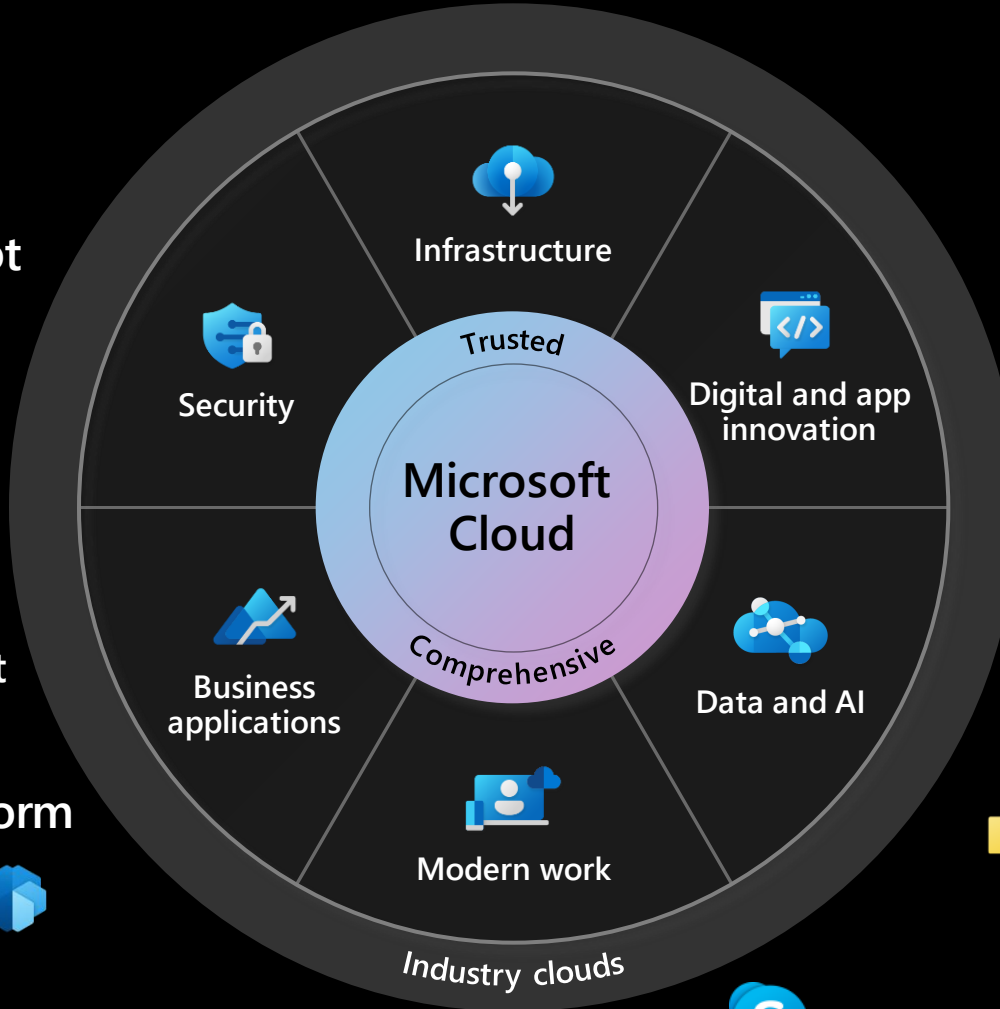


# Microsoft Supports Government Customers



GitHub Copilot

Microsoft Security Copilot



Azure OpenAI Service

Power BI

Microsoft Dynamics 365 Copilot



Microsoft 365 Copilot



# Key considerations for AI transformation

Where will you focus your **AI innovation**?

Which **employees** will you enable and why?

Where will you apply AI to serve **people** better?

Where will you apply AI to **streamline government operations**?

Is your **data in order** to fuel this innovation?

Where will you **build**? Where will you **partner**?

Is your platform designed to **simplify** AI development?

How will you organize for **success**?