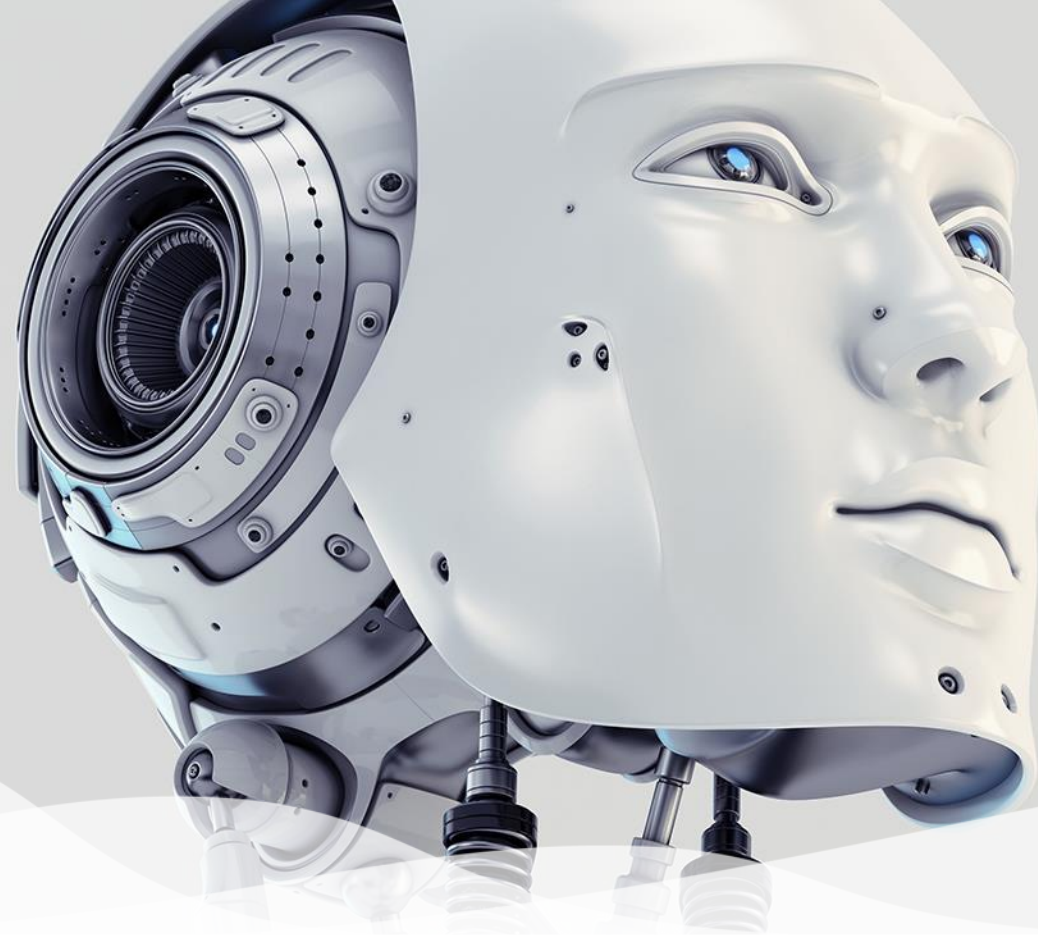


Keep Your Organization's
Focus on Creativity by
Using Artificial Intelligence



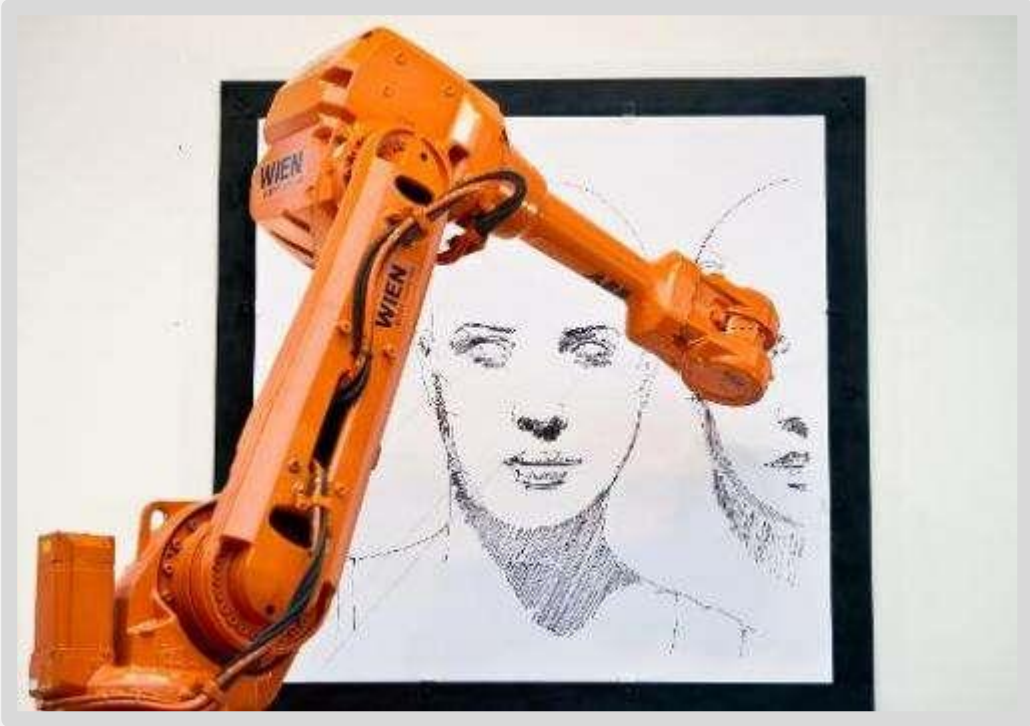
HITS Spring 2018

Jukka Paajanen, Regional Innovation Lead, Avanade US West

May 17, 2018

Artificial intelligence and creative industries

Will robots take over creativity?



Artificial intelligence and creative industries

Will robots take over creativity?

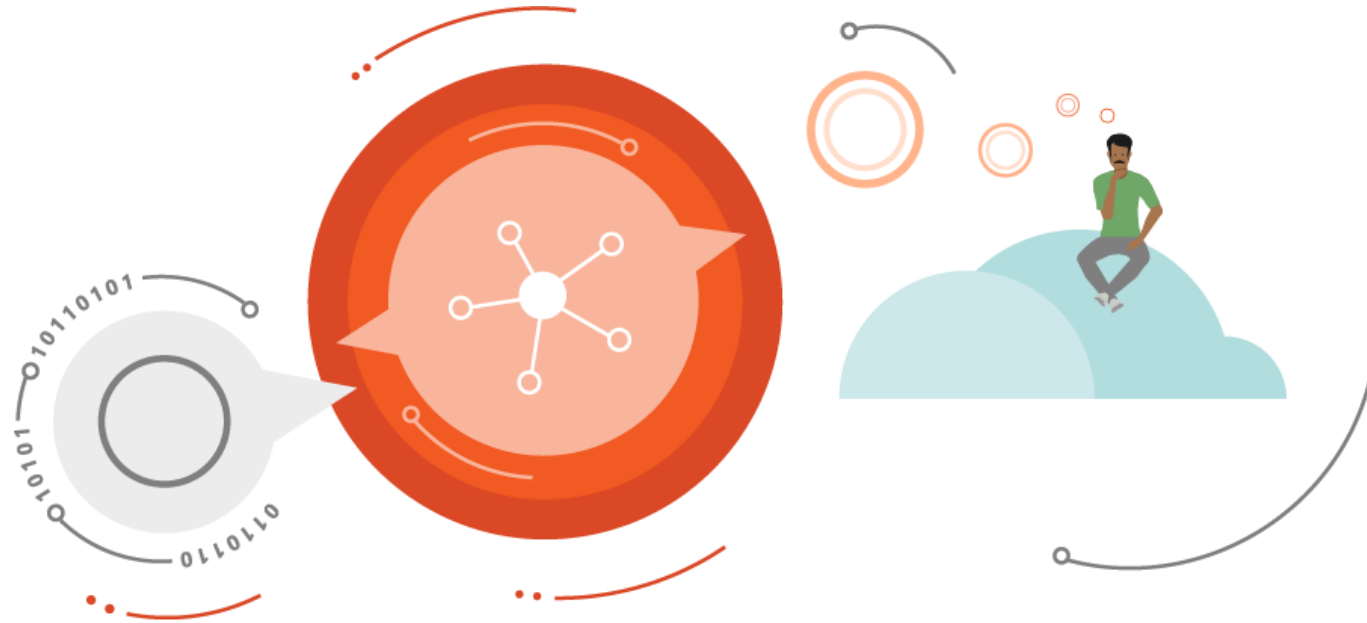


Robots / artificial intelligence will support creativity



What is AI?

Machines that think and act like people



Understanding

Interpret meaning of data including text, voice and images

Reasoning

Form conclusions based on imperfect data and learn over time

Natural UI

Engage with humans in natural ways

Virtual Assistant



Project X Approval

- Script: Boy meets a girl
- Talent: Joe, Sarah, Bill
- Director: Tamara
- Budget: \$\$\$
- Genre: Romantic Comedy



Virtual Assistant



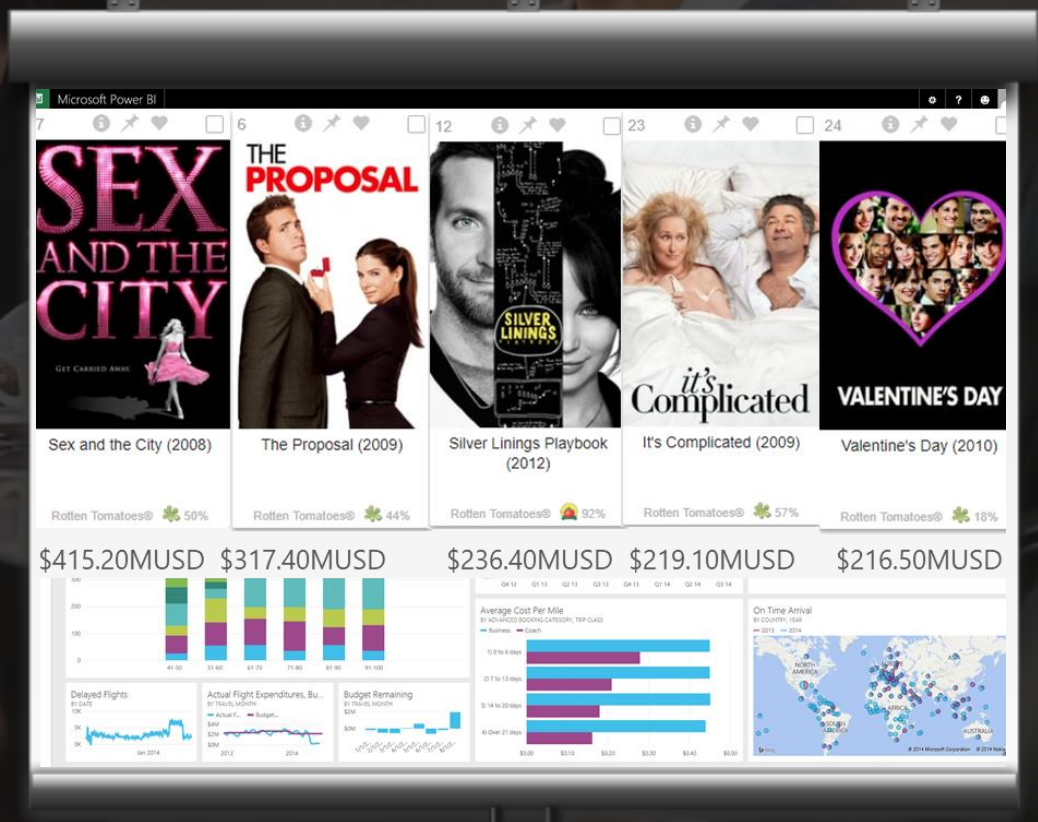
Project X Approval

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A small silhouette of a person is visible on the right side of the screen.

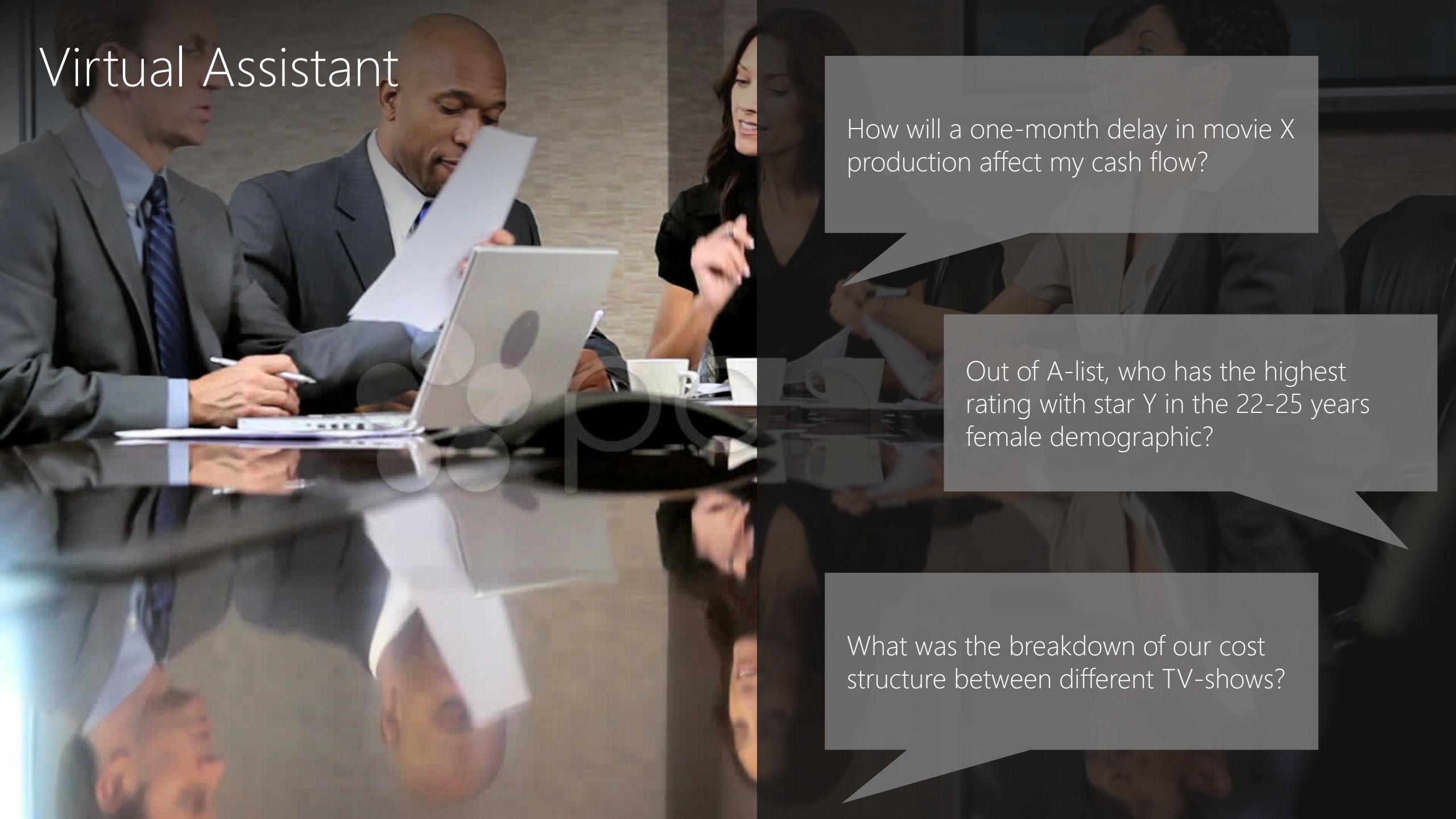
Virtual Guru, what are the top grossing romantic comedies of the past 10 years sorted by studio and revenue

Virtual Assistant



Data based out of <https://www.listchallenges.com/top-100-grossing-romantic-comedy-films> and www.bing.com – data for illustration purposes only.

Virtual Assistant

A photograph of three business professionals in a meeting. Two men in suits are seated at a table with a laptop, looking at a document. A woman in a black top is standing and gesturing. The scene is overlaid with a semi-transparent dark grey area on the right side, which contains three speech bubbles with text. The background is a blurred office setting.

How will a one-month delay in movie X production affect my cash flow?

Out of A-list, who has the highest rating with star Y in the 22-25 years female demographic?

What was the breakdown of our cost structure between different TV-shows?

Production Bot



From: Joe

Sorry, I'm out sick today. Hoping to be back Monday.

Production Bot



General (DDN / Ava Team Link) | Microsoft Teams

DA AID / Ava Team Link > General ... Private | No classification

Conversations Files Wiki Excel High-Level Tasks MM Notes +

Joshua J. Kraakevik 12/13/17 2:38 PM
Hey Dean - I thought about working solely on Teams for the rest of this AID project could prove to be beneficial. What do you think?

2 replies from Dean

Joshua J. Kraakevik 12/13/17 2:47 PM
Will do once I beautify this a bit. I needed a guinea pig

← Reply

Joshua J. Kraakevik has added Holson A. Yap to the team. December 14, 2017

Joshua J. Kraakevik deleted channel Pre-Production. December 18, 2017

Joshua J. Kraakevik has added Grant Willhite to the team. December 28, 2017

Virtual Guru, can you book me an available editing bay with 4K and HDR for next Monday for 3 hours

Production Bot



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Virtual Guru, can you book me an available editing bay with 4K and HDR for next Monday for 3 hours

I've booked 2A5 for you Monday 5/21 from 1pm to 4pm. I also sent you a calendar reminder for this.

Extending RPA with Intelligent Automation

Moving from rule based decisions to self-learning and evolutionary processes

Robotic Process Automation

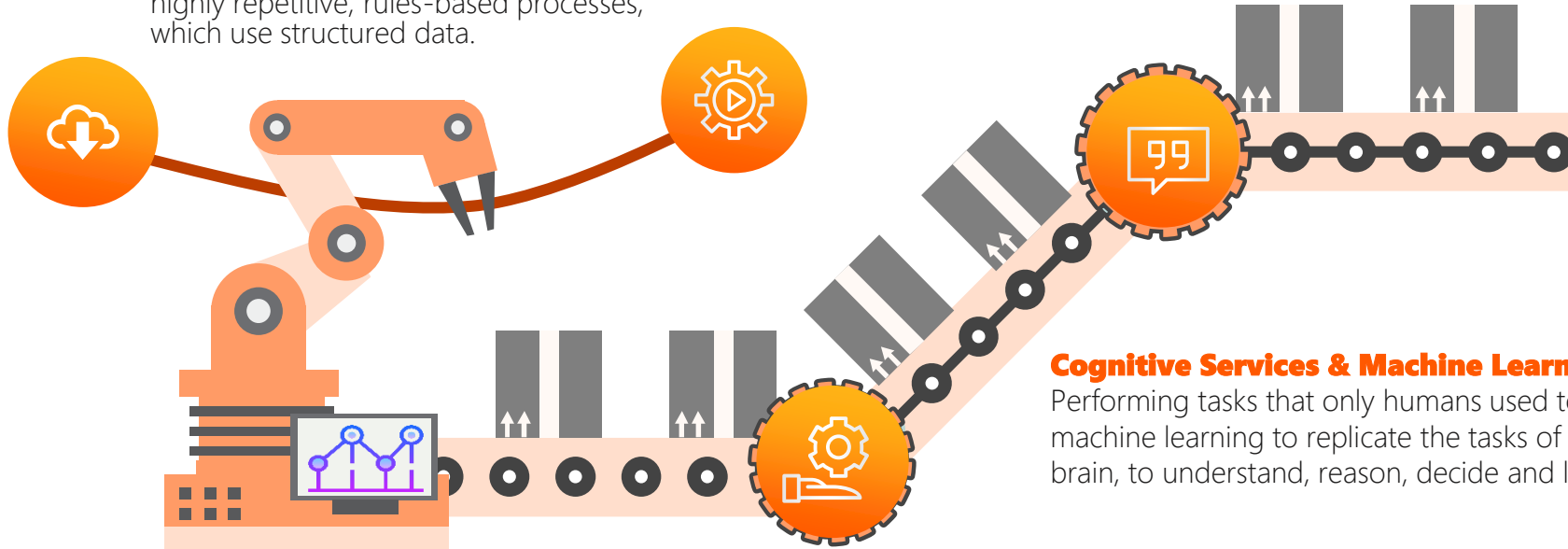
The use of software to mimic the actions a human user would perform, automating highly repetitive, rules-based processes, which use structured data.

Conversational Virtual Agents

An autonomous agent which can intelligently provide information; conducting a conversation, or providing responses through interactive dialogs.

Cognitive Services & Machine Learning

Performing tasks that only humans used to do, using machine learning to replicate the tasks of the human brain, to understand, reason, decide and learn.



Workflow

Set-up, performance, and monitoring of a defined sequence of tasks.



Analytics

Extracting insight and understanding from big datasets.



API Management

Publishing, documenting, and overseeing APIs.



Dynamics 365

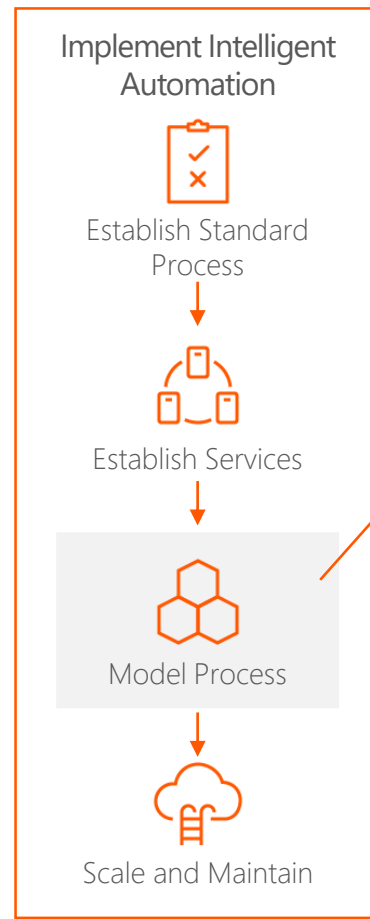
Bringing people, data, and processes together.

Intelligent Automation: delivering process efficiency

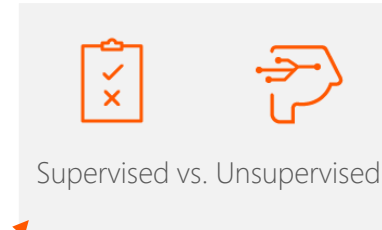
Intelligent automation can be applied across the business, with tailored cognitive models, in order to free capacity for value-add activities

Identify 'simple' cases that can be automated

Based on data processing and classification algorithms, the process can adapt depending on the need for human intervention.



Augment with Cognitive Services



'Model' Processes

Prior to Intelligent Automation, modeling a process was a manual task that resulted in a machine mimic. A 'model' in Intelligent Automation refers to a smart, self-optimizing algorithm.

'Supervised' and 'Unsupervised'

Prior to Intelligent Automation, model supervision required human interaction. With Intelligent Automation, models are data-driven, and supervision (or lack of supervision) is a property of your data that informs your algorithm.

Business Impacts



Improved Quality/Consistency



Scalable/Agile Operations

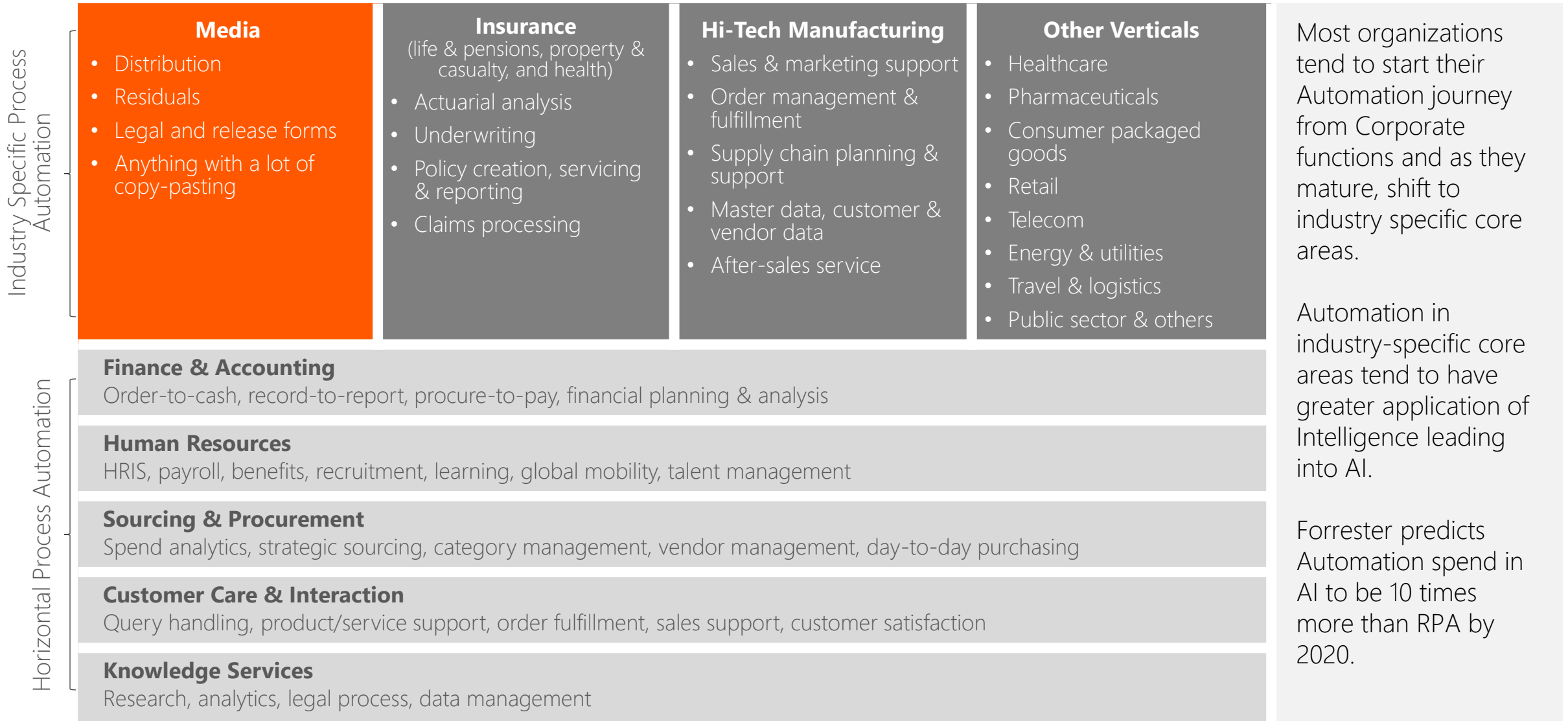


Reduced Deployment Costs



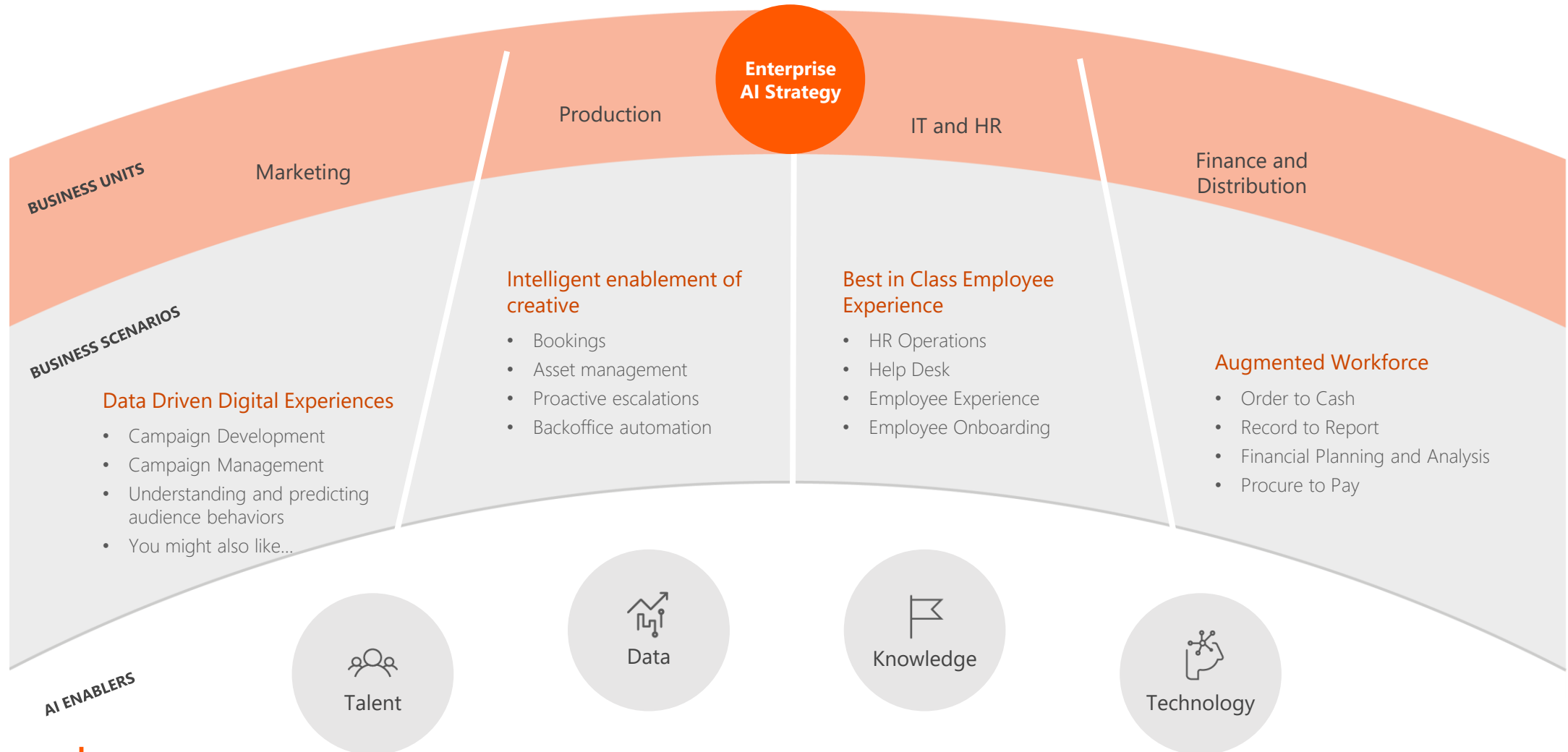
More Capacity for Value-added Work

What do clients automate?



Maximize the value of artificial intelligence

Ensure you are developing an enterprise AI strategy to drive results



This isn't the Microsoft you used to know

Microsoft has embraced openness and interoperability, making it an even better choice for AI



Undisputed workplace leader

Microsoft has unique depth in the workplace that other AI vendors can't match. Clients can leverage existing investments and knowledge in the Microsoft platform.



Freedom to innovate

Microsoft has embraced openness – developers can work in C#, Java, Python, R, Linux and more.



Cross-platform capabilities

Applications can be deployed to a wide range of platforms.

We have the most advanced AI skills worldwide



1,000+

subject matter experts



3,500+

Automation experts

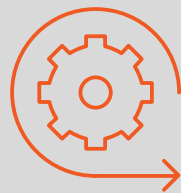
Strong ties

to Microsoft global blackbelts in
Analytics, IoT and Artificial Intelligence



50+

AI projects



Deep connection

with Microsoft AI research and
engineering teams



5,000+

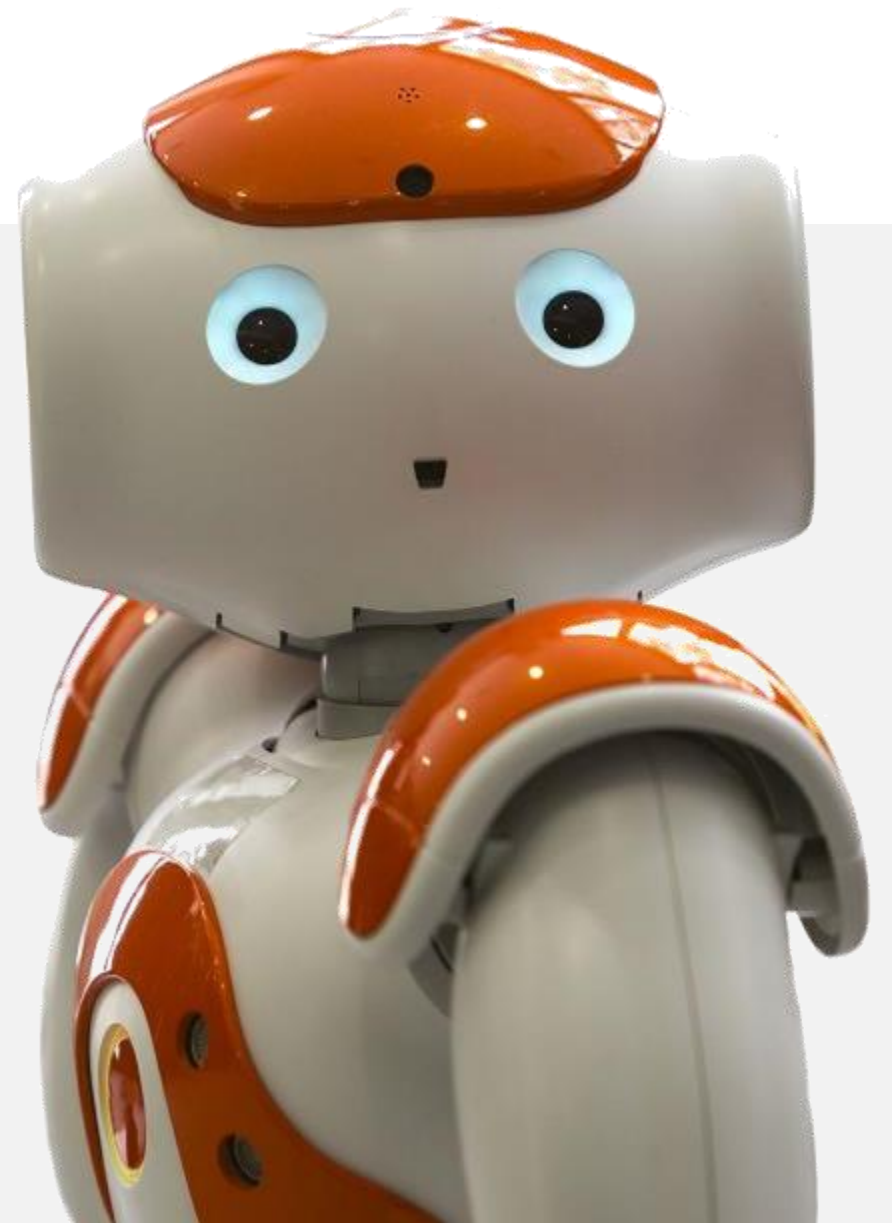
Azure Certifications



300+

Cognitive Services experts

THANK YOU





avanade