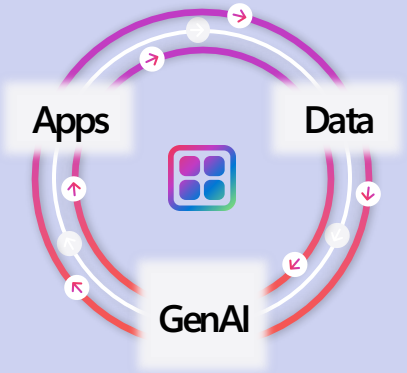

iPS
ACHIEVE A
COMPETITIVE EDGE
with intelligent applications
Microsoft
Azure

Intelligent apps use natural language and are driven by personalized data

To achieve a competitive edge in the era of AI, your enterprise must stand up and execute intelligent apps efficiently and at the pace of business.

In the age of AI, every app should be
intelligent



In this e-book, we will explore how you can accelerate business growth with **AI-powered intelligent apps** that differentiate your enterprise faster against the competition.

80%

According to the Gartner Prediction for AI Applications[1] by 2026, more than 80% of enterprises will have used generative AI APIs, models and/or deployed generative AI-enabled applications in production environments, up from less than 5% in 2023.

[1] Gartner: Top Strategic Technology Trends for 2024

Maximize the business impact of your AI apps

Your enterprise needs applications and data that convert potential into reality. This requires developing net new applications that create entirely differentiated opportunities, as well as reimagining your existing applications with refreshed capabilities and generative AI.

Intelligent apps allow enterprises to use natural language to get personalized connections to the right data, leading to efficient actions, innovative engagements, and improved productivity.



IPS can help your enterprise maximize the end-to-end impact of intelligent apps with Azure AI platform and show you how to:

Reinvent customer engagement with AI, virtual assistants, chat bots, and intuitive recommendations.

Reshape business processes with contextual content, insights, knowledge search, and workflow automation.

Accelerate product innovation and quickly implement new capabilities.

Intelligent apps are reinventing customer experiences

Intelligent apps are already transforming enterprises, enabling them to **reinvent customer experiences**



Personalization and product discovery
Discover personalized shopping experiences for customers by analyzing data on their behaviors and preferences and using semantic search capabilities.



Service and support
Provide personalized and interactive responses to answer customer questions and facilitate routine tasks.



Content generation and marketing
Create and personalize marketing content from social media posts to product descriptions.



Build your own copilots
Go beyond bots to chat with your data using natural language, generate and summarize content, surface information over vast amounts of data, and provide engaging experiences.

asos

"Having a conversational interface option gets us closer to our goals of fully engaging the customer and personalizing their experience by showing them the most relevant products at the most relevant time." — **Cliff Cohen**, Chief Technology Officer, ASOS **MORE >**

ally

Ally Financial realized a 30% cost reduction on customer support interactions with Azure OpenAI Services. **MORE >**

CARMAX

"I want us to be the most innovative company in our industry, and I trust Microsoft will keep providing the tools we need to do that." —**Shamim Mohammad**: Executive Vice President and Chief Information and Technology Officer, CarMax **MORE >**

tomtom

TomTom's Digital Cockpit understands 95% of complex requests, improving response time from 12 seconds to 2.5 seconds **MORE >**

Intelligent apps are reshaping business processes

Intelligent apps improve the way enterprises conduct business, helping you analyze business critical data, making your employees more productive, and **reshaping business processes**.

Build your own copilot
Create unique experiences to quickly identify the information your employees need to take action.

Transaction processing and anomaly detection
Rely on security features at scale to better identify threats or other issues in highly transactional scenarios.

Information discovery and knowledge mining
Transform unstructured data—such as orders, contracts, applications, and forms—into structured digital information.

Document intelligence and summarization
Deploy automated extraction, aggregation, and summarization of data from various sources, such as webpages, contact center logs and internal documents.

KPMG

70% of KPMG's employees have adopted KymChat, making over 120,000 requests since its release. **MORE >**

Manulife

Manulife supercharges development and reduces costs by 50% with Microsoft Azure. **MORE >**

H&R BLOCK

H&R Block tax professionals find detailed client history and sort through stacks of forms in seconds. **MORE >**

Investec

Investec uses conversation intelligence to surface keywords and other relevant conversation data to help spot trends and quickly get a pulse on their customers. **MORE >**

Intelligent apps are accelerating product innovation

Enterprises are creating innovative, AI-enabled solutions to help quickly implement new capabilities at scale



AI-enabled services
Create unique AI-enabled services tailored to the business needs of your customers.



AI-enabled automation
Boost efficiency with AI to improve product workflows.



Build custom copilots
Utilize your unique expertise to offer customers solutions through custom copilots.

CANARY SPEECH

"With Microsoft Azure, we can process conversational speech and return scores within three seconds, offering real-time information to doctors and clinical team members on patients' welfare and medical state." —Henry O'Connell: Cofounder and Chief Executive Officer, Canary Speech **MORE >**

MODERN Requirements

Modern Requirements is revolutionizing product development by helping customers automate repeatable steps in product lifecycle management. **MORE >**

Icertis

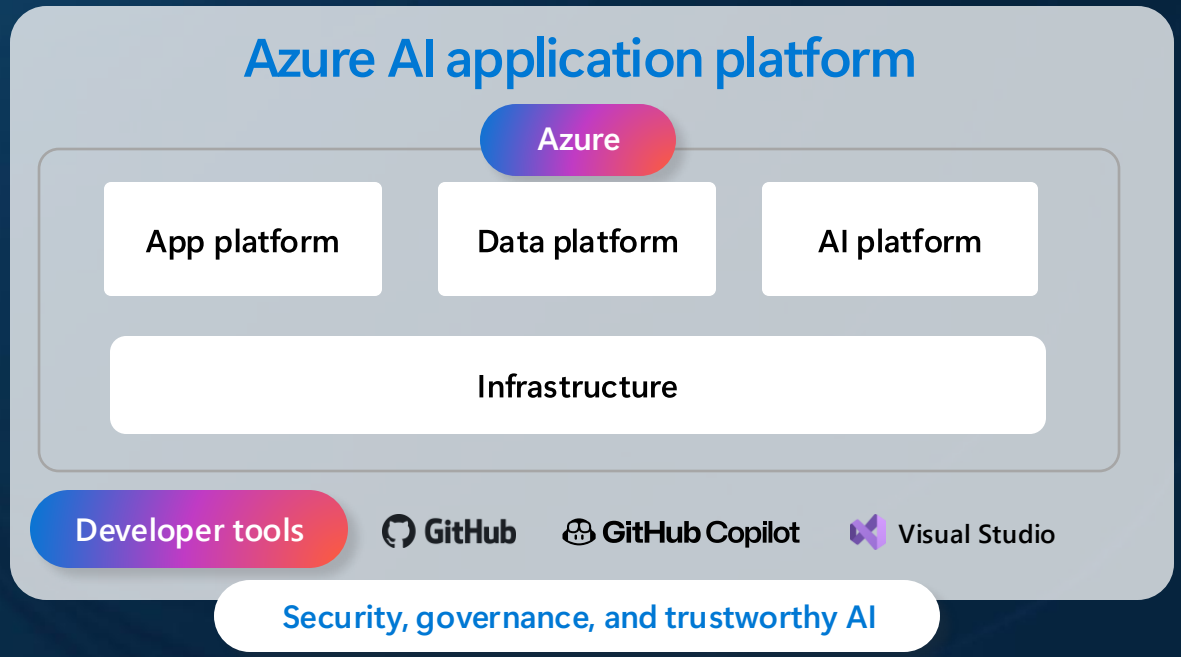
"We expect customers to see contract reviews accelerated by up to 40%. Perhaps more importantly, they can also discover and manage their risks better than ever before and then take it a step further by suggesting mitigation of those risks." —Monish Darda, Cofounder and Chief Technology Officer, Icertis. **MORE >**

The Azure difference empowered by IPS

The Azure platform is designed to make your transition to an AI-ready enterprise smooth and effective. Enable your enterprise to build new intelligent apps while modernizing existing apps with AI-ready architectures using:

- Market-leading app services such as AKS and Azure App Service.
- Managed databases such as Azure Databases for AI Apps and Modernization.
- Generative AI services such as Azure OpenAI Service, Azure AI Search and AI tooling in Azure AI Studio.
- Developer services with GitHub Enterprise.

We'll show you how to maximize business impact for your entire application estate with lower operational costs.



IPS can help you…

Accelerate business growth with AI apps.

Differentiate your customer engagements with generative AI-powered virtual assistants, customer chatbots, product recommendations and more.

Modernize your app estate for AI and continuous innovation.

Become AI ready faster and future proof your business by **reimagining your entire application estate for AI and continuous innovation**.

Manage and scale production apps securely and efficiently.

Accelerate **AI app production**, with lower operational costs using Azure, the global **enterprise-ready platform** with built-in **security** and **dev-friendly** functionality.

Unlock new opportunities faster with our expertise and **Microsoft Azure**. Transform your entire application estate by modernizing all applications, while meeting your enterprise scale and security needs at lower operational costs with an AI-ready platform that offers the latest open-source and foundational generative AI models such as Azure OpenAI Service.

Understanding where to focus is crucial as you assess and prioritize your use cases.
We will guide you through:

- Considering how to make AI real for your enterprise.
- Identifying key opportunities and issues AI can address in customer and partner engagement.
- Thinking about how AI can help you operate more effectively.

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