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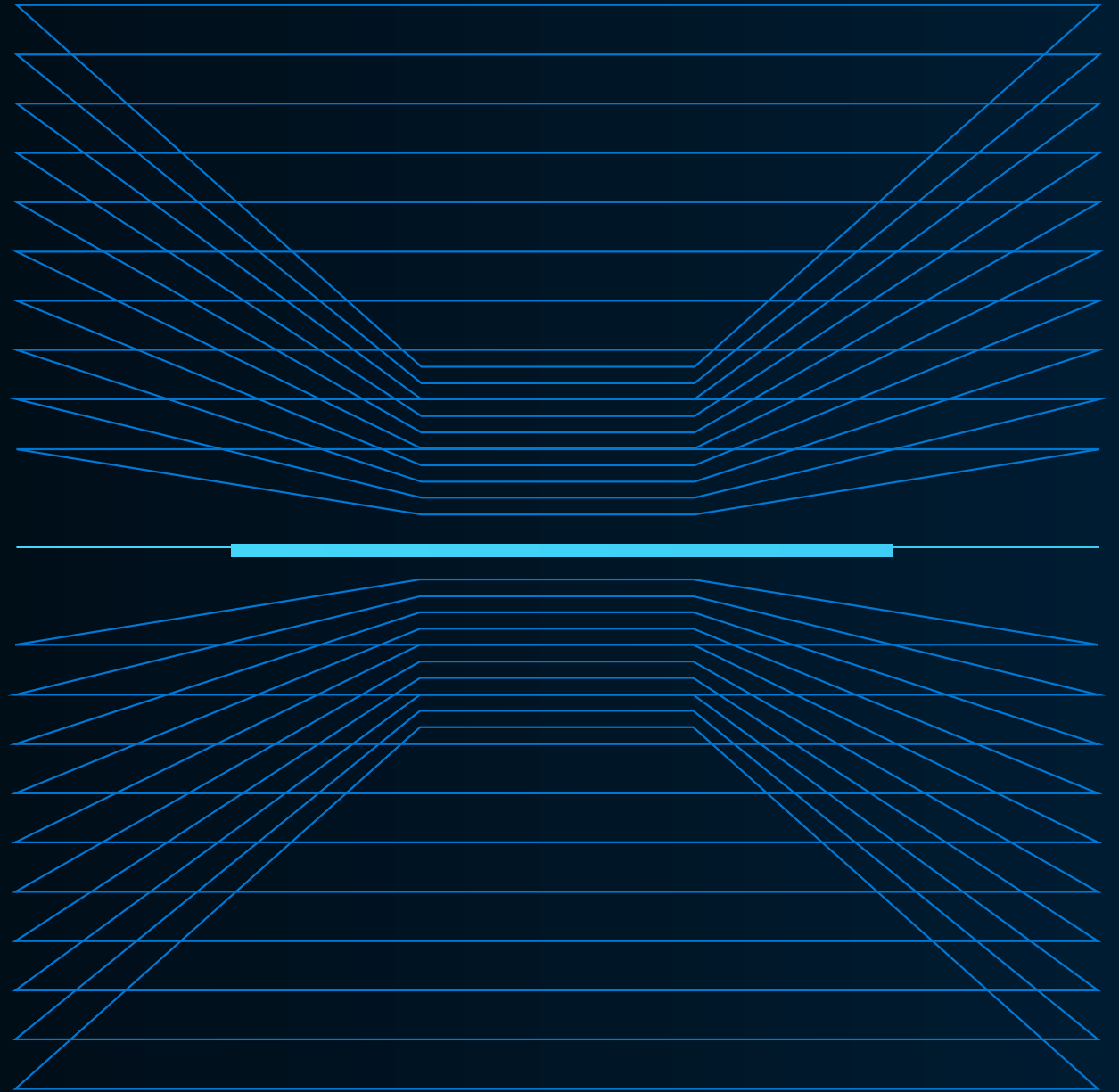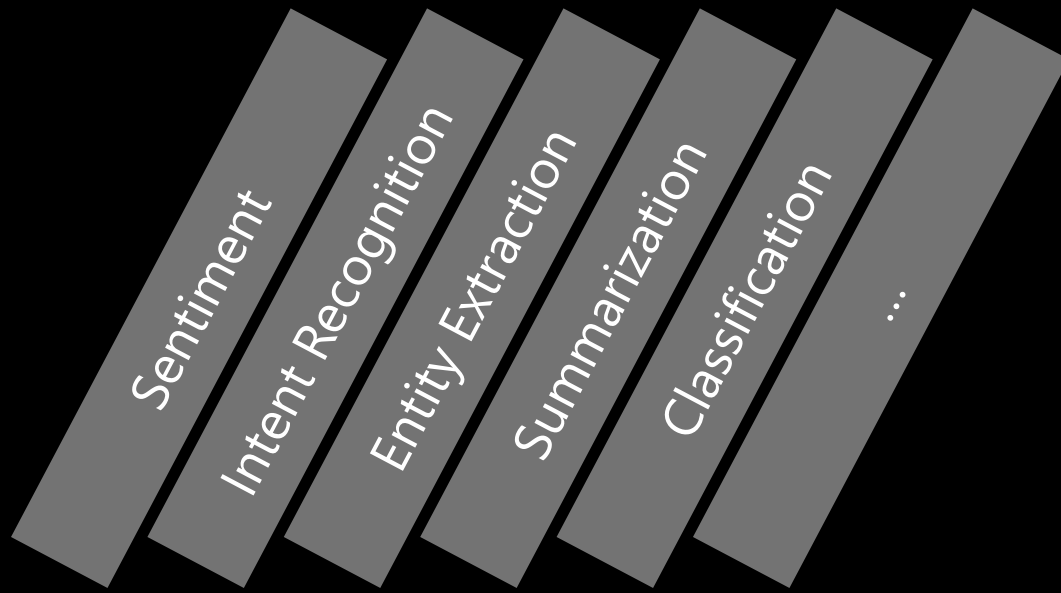# Azure OpenAI Service

Raik Herrmann
Strategist & Cloud Solution Architect AI/ML
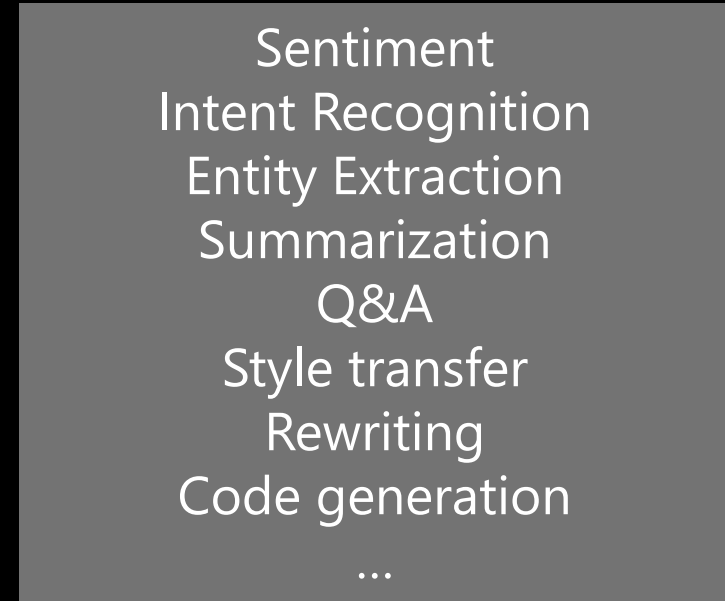
Why is OpenAI different?

Typical ML for NLP

Sentiment
Intent Recognition
Entity Extraction
Summarization
Classification
..

One model per capability
Lots of data to train
Highly optimized for use case

OpenAI GPT-3

Sentiment
Intent Recognition
Entity Extraction
Summarization
Q&A
Style transfer
Rewriting
Code generation
...

Single large model for all use cases
Describe in «human language» what you
want it to do

OpenAI

Ensure that artificial general intelligence (AGI) benefits humanity

+

Microsoft

Empower every person and organization on the planet to achieve more

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GPT-3.5 and GPT-4	**ChatGPT**	**Codex**	**DALL·E 2**
Text	Conversation	Code	Images

Azure OpenAI Service

GPT-3	Codex
DALL·E *preview*	ChatGPT

Deployed within your Azure subscription, secured by you, accessed only by you, and tied to your datasets and applications

Large, pretrained AI models to unlock new scenarios

Custom AI models fine-tuned with your data and hyperparameters

Built-in responsible AI to detect and mitigate harmful use

Enterprise-grade security with role-based access control (RBAC) and private networks

Azure AI

	Applications			
	Microsoft 365	Microsoft Dynamics 365	Partner Solutions	

Business Users

Application Platform
AI Builder

Power BI	Power Apps	Power Automate	Power Virtual Agents

Scenario-Based Services
Applied AI Services

Bot Service	Cognitive Search	Form Recognizer	Video Indexer	Metrics Advisor	Immersive Reader

Customizable AI Models
Cognitive Services

Vision	Speech	Language	Decision	OpenAI Service

Developers & Data Scientists

ML Platform

Azure Machine Learning

Azure OpenAI
Top Capabilities and Use Cases

Content generation

Call center analytics: automatically generate responses to customer inquiries

Generate personalized UI for your website

Summarization

Call center analytics: summary of customer support conversation logs

Subject matter expert document: summarization (e.g. Financial reporting, analyst articles)

Social media trends summarization

Code generation

Convert natural language to SQL (or vice versa) for telemetry data

Convert natural language to query proprietary data models

Code documentation

Semantic search

Search reviews for a specific product/service

Information discovery and knowledge mining
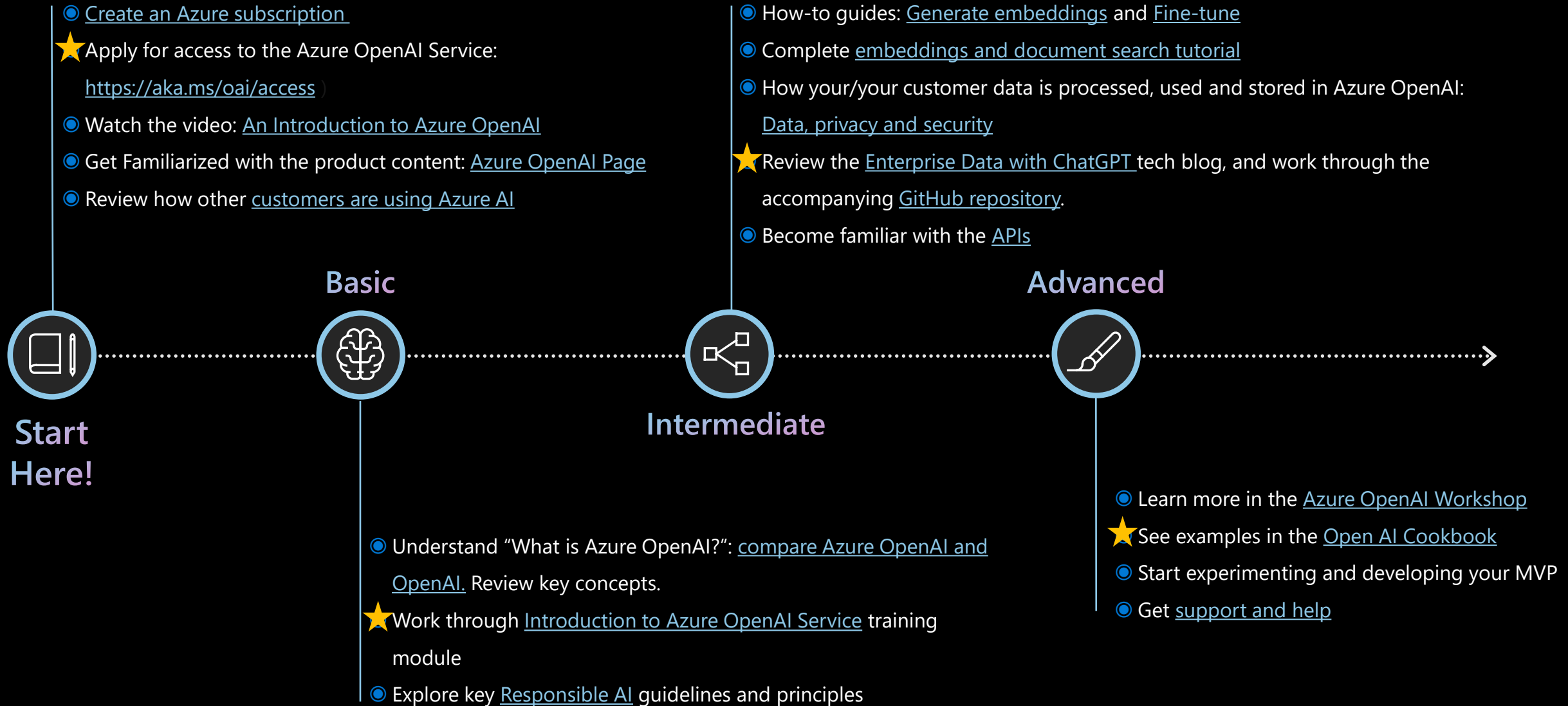
Examples of multiple model use cases

End to end call center analytics: classification, sentiment, entity extraction, summarization and email generation

Customer 360: hyper-personalisation using timely summarization of customer queries & trends, search, and content generation

Business process automation: search through structured & unstructured documentation, generate code to query data models, content generation

Demos

Azure OpenAI Service Learning Guide

◎ Create an Azure subscription

⭐ Apply for access to the Azure OpenAI Service:

    https://aka.ms/oai/access)

◎ Watch the video: An Introduction to Azure OpenAI

◎ Get Familiarized with the product content: Azure OpenAI Page

◎ Review how other customers are using Azure AI

◎ How-to guides: Generate embeddings and Fine-tune

◎ Complete embeddings and document search tutorial

◎ How your/your customer data is processed, used and stored in Azure OpenAI:

    Data, privacy and security

⭐ Review the Enterprise Data with ChatGPT tech blog, and work through the

    accompanying GitHub repository.

◎ Become familiar with the APIs

Basic

Advanced

Start Here!

Intermediate

◎ Understand "What is Azure OpenAI?": compare Azure OpenAI and

    OpenAI. Review key concepts.

⭐ Work through Introduction to Azure OpenAI Service training

    module

◎ Explore key Responsible AI guidelines and principles

◎ Learn more in the Azure OpenAI Workshop

⭐ See examples in the Open AI Cookbook

◎ Start experimenting and developing your MVP

◎ Get support and help

Introducing

Microsoft 365 Copilot

Microsoft 365 Copilot

Natural Language

Large Language Models + Microsoft Graph - Your Data - + Microsoft 365 Apps

Microsoft 365 Copilot

Embedded across Microsoft 365 apps

Microsoft 365 Copilot

Unleash creativity

Harness Copilot's power so you never start from scratch

Unlock productivity

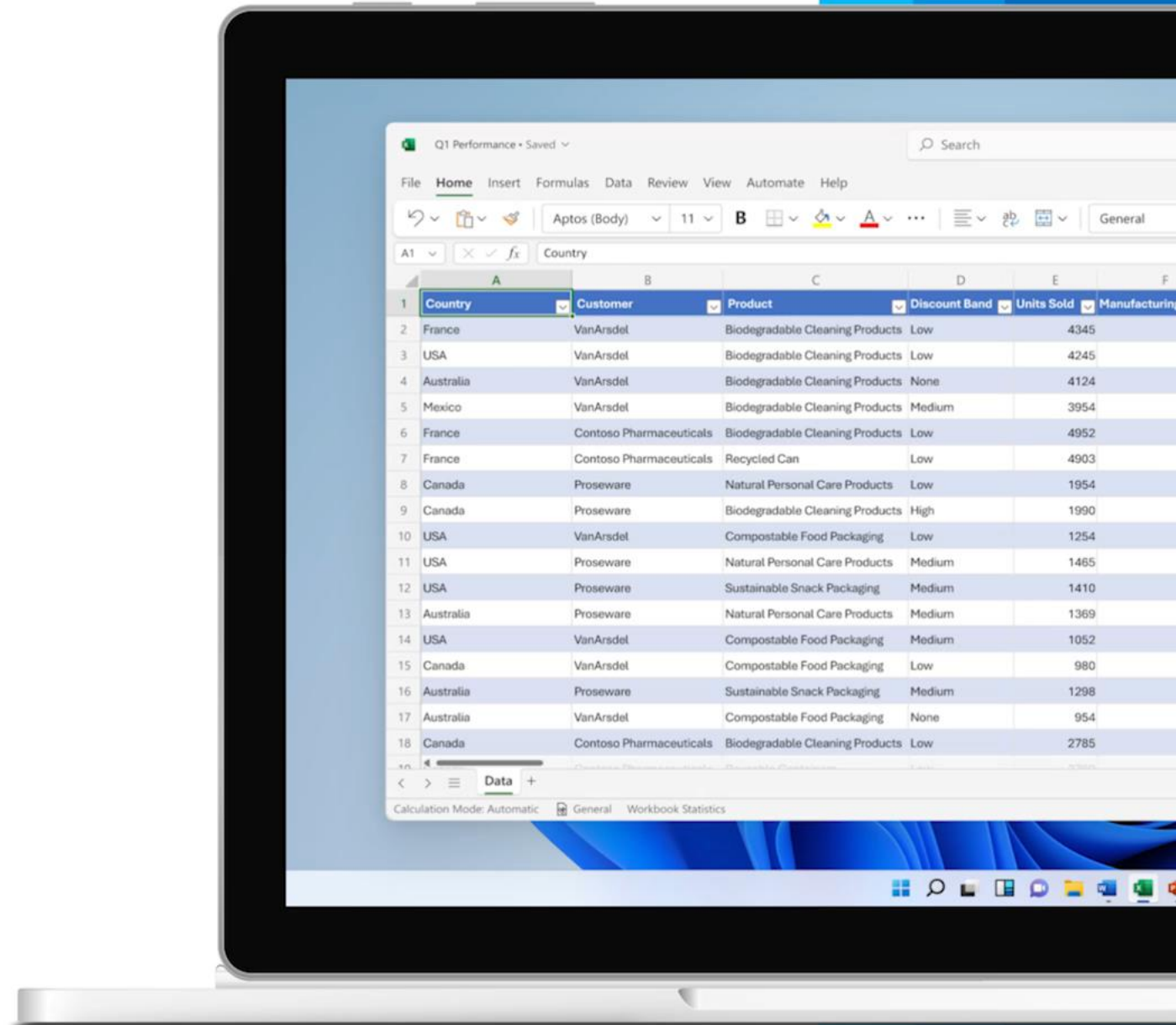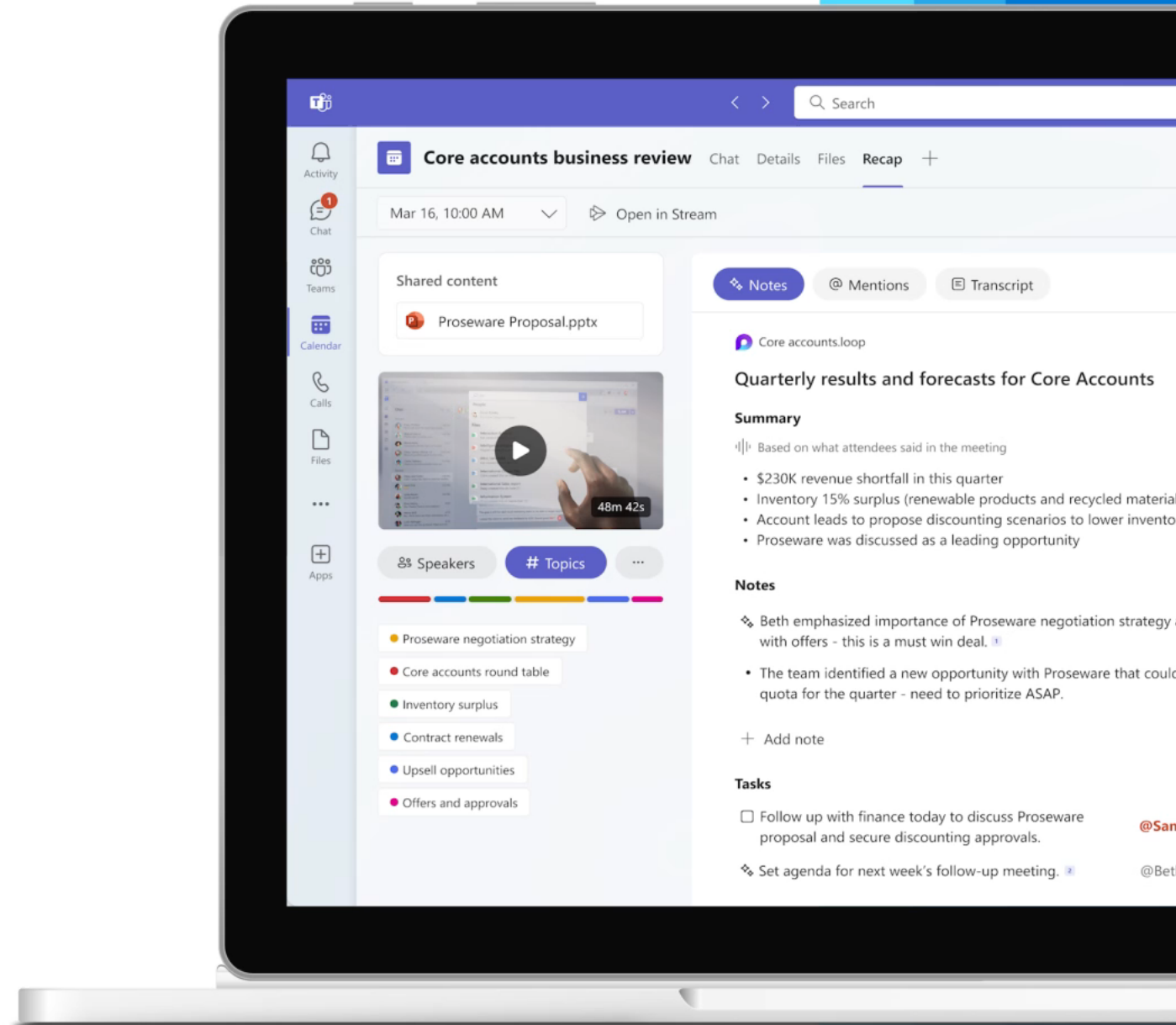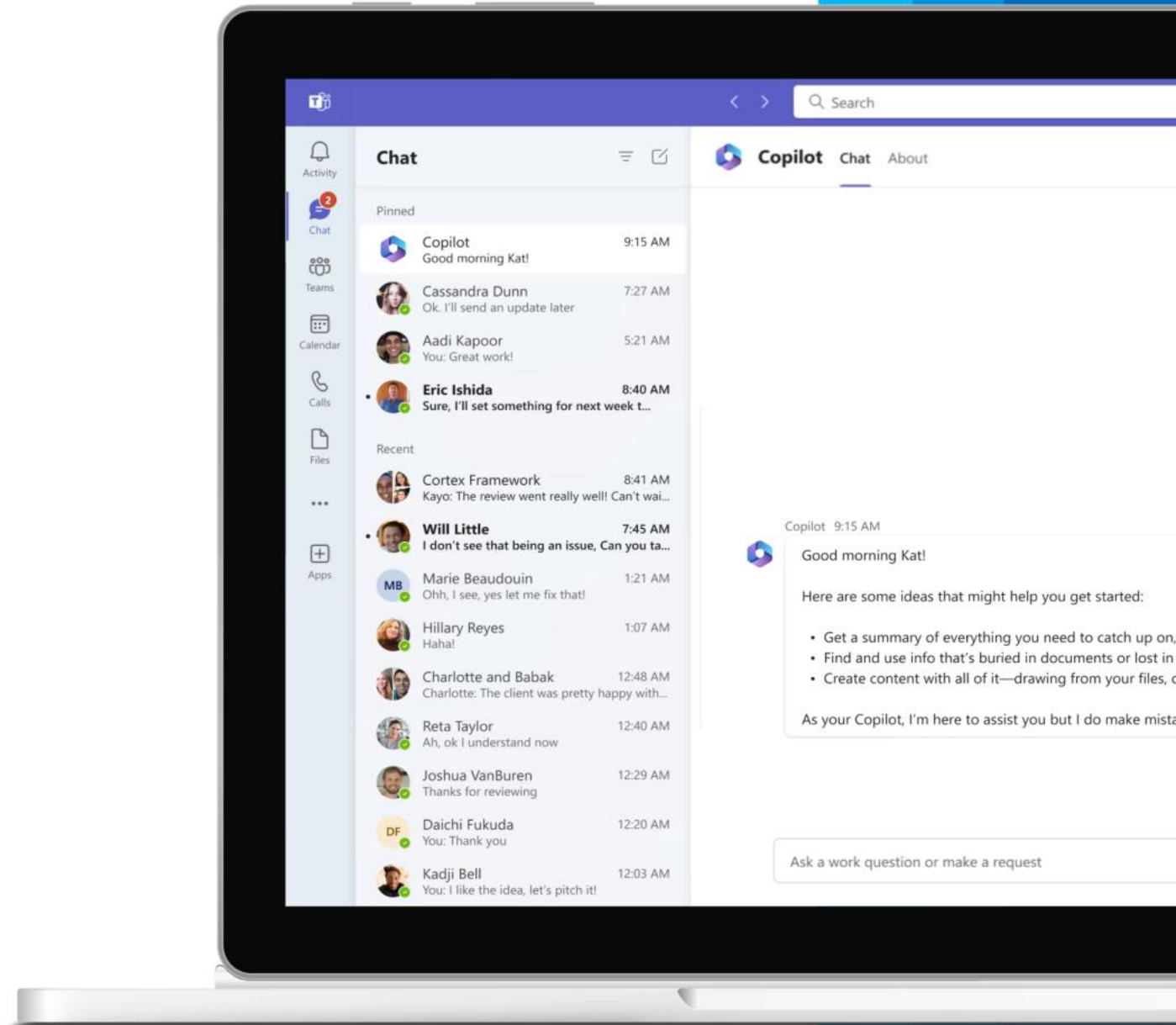Let Copilot summarize actions for you, and optimize your time

Uplevel skills

Be better at what you're good at and master what you've yet to learn

Presenter resources

- **Event recording:**

  https://aka.ms/M365Copilot/Recording

- **Official Microsoft Blog announcement:**

  https://aka.ms/M365Copilot/OMB

- **Microsoft 365 Blog announcement:**

  https://aka.ms/M365Copilot/Blog

- **IT admin readiness blog:**

  http://aka.ms/M365AdminAI

Microsoft

Thank you