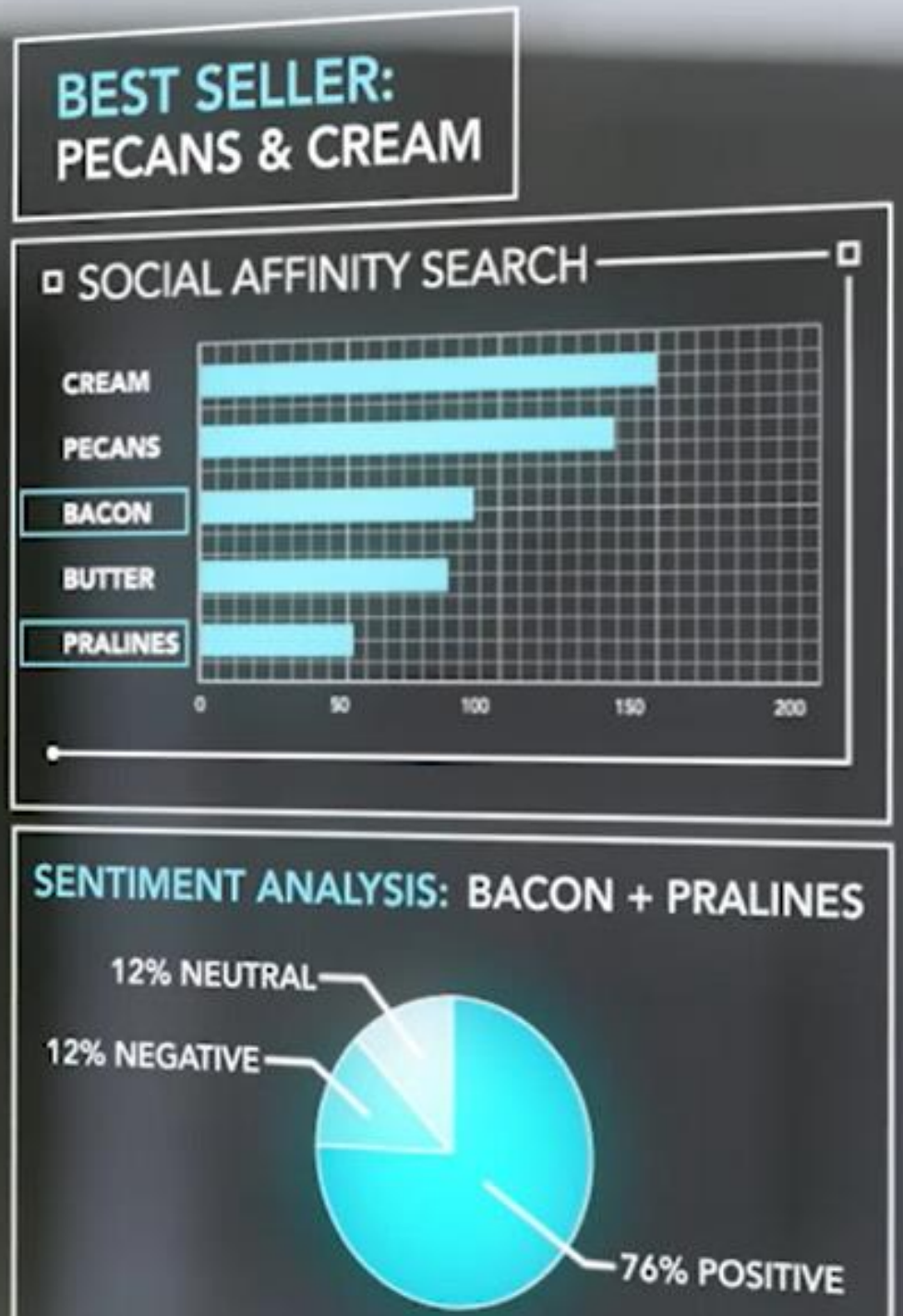

Cortana Intelligence

Marcel Westra
Partner Technical Strategist
Juni 2016

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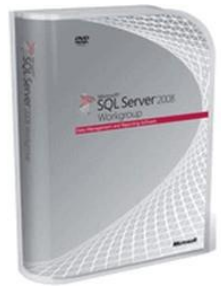
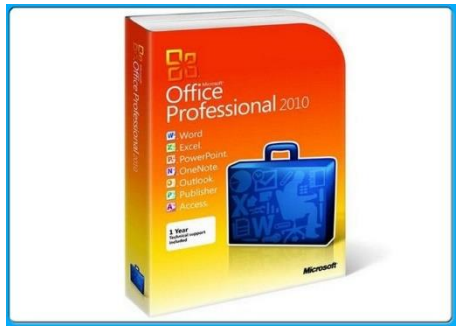
Microsoft

Our mission

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

Microsoft

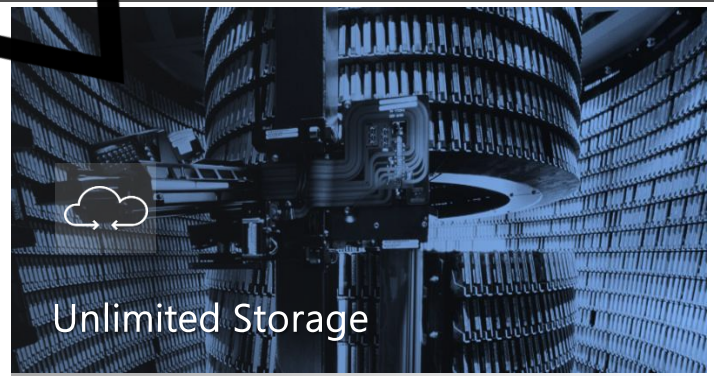




License

services

Pay per use



Azure

Huge infrastructure scale is the enabler

Operational

Announced/Not Operational

North Central US *Illinois*

Central US Iowa

Canada Central Toronto

Canada East Quebec City

North Europe *Ireland*

West Europe *Netherlands*

US Gov *Iowa*

West US *California*

East US *Virginia*

East US 2 *Virginia*

South Central US *Texas*

US Gov *Virginia*

Brazil South *Sao Paulo*

China North * *Beijing*

China South * *Shanghai*

Japan East *Saitama*

Japan West *Osaka*

India Central Pune

India South *Chennai*

India West *Mumbai*

East Asia *Hong Kong*

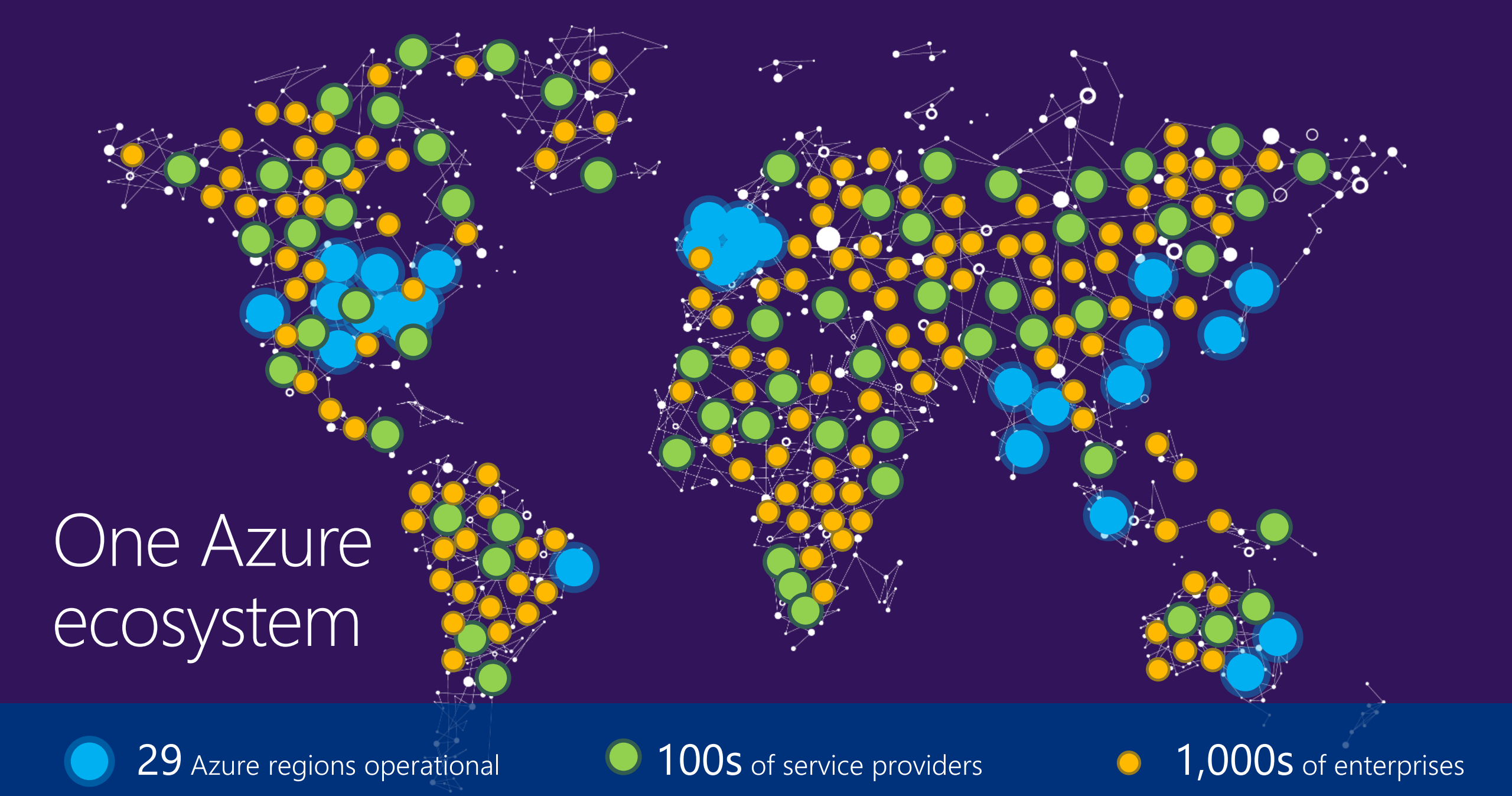
SE Asia *Singapore*

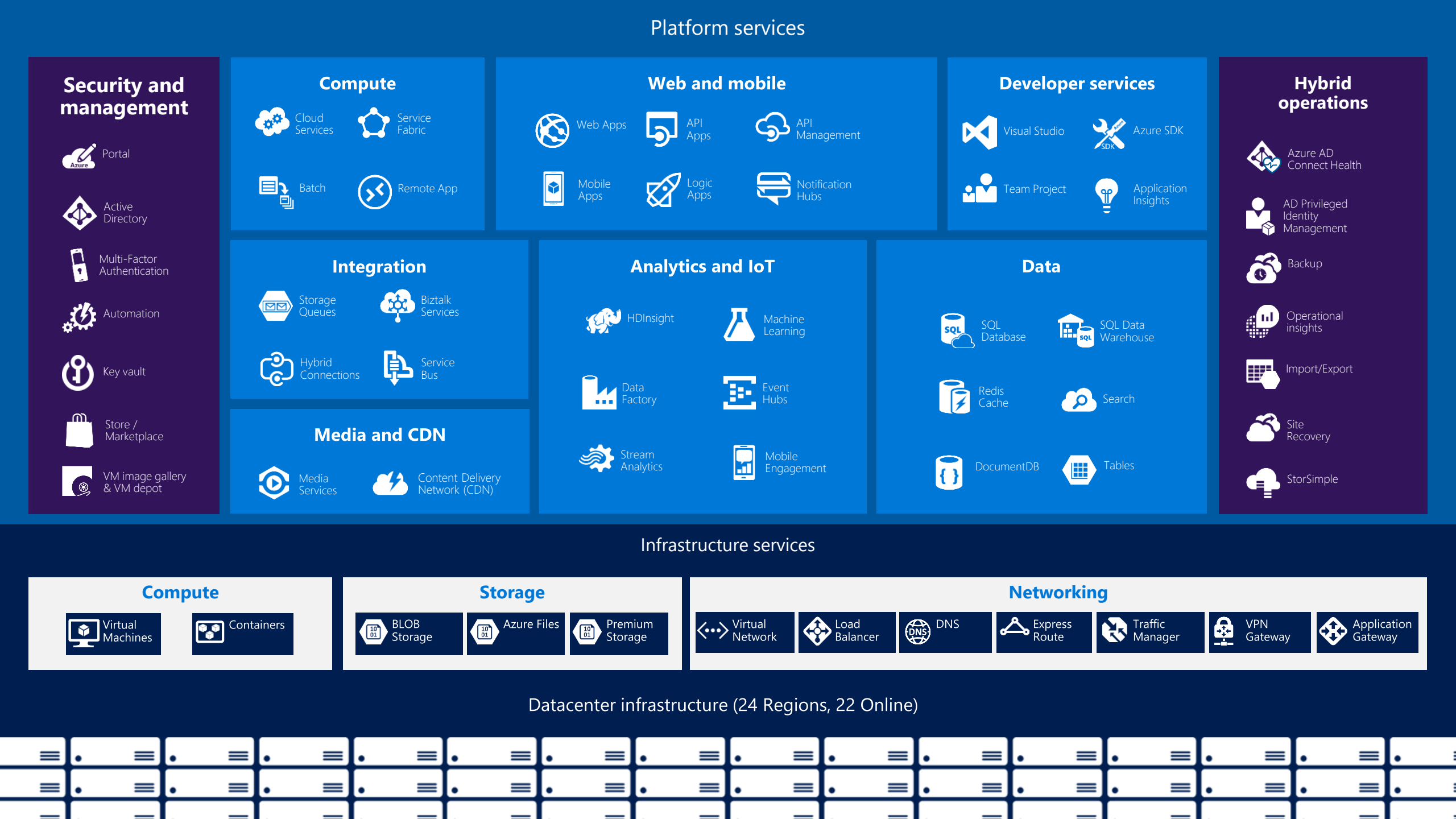
Australia East *New South Wales*

Australia South East *Victoria*

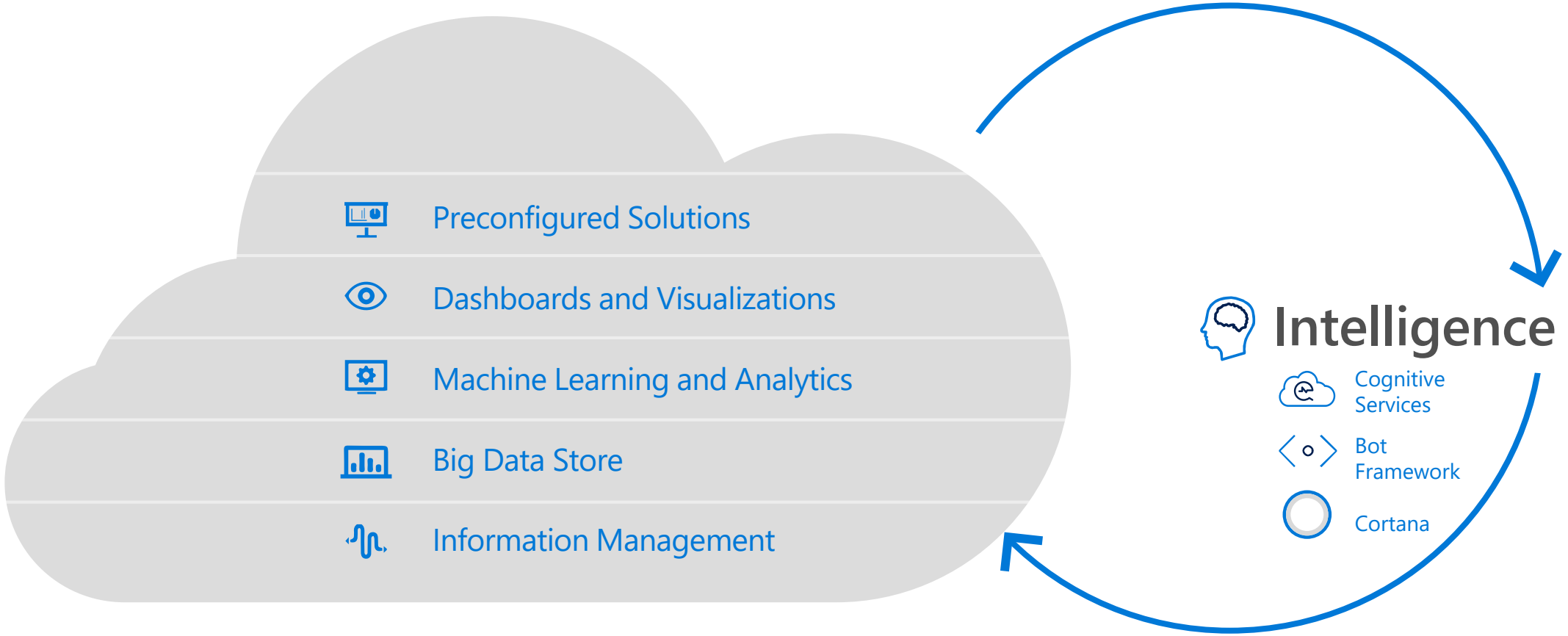
- 100+ datacenters
- Top 3 networks in the world
- 2x AWS, 6x Google DC Regions
- G Series – Largest VM in World, 32 cores, 448GB Ram, SSD…

* Operated by 21Vianet


One Azure ecosystem
29 Azure regions operational
100s of service providers
1,000s of enterprises


Platform services
Security and management
Portal
Active Directory
Multi-Factor Authentication
Automation
Key vault
Store / Marketplace
VM image gallery & VM depot
Compute
Cloud Services
Service Fabric
Batch
Remote App
Web and mobile
Web Apps
API Apps
API Management
Mobile Apps
Logic Apps
Notification Hubs
Developer services
Visual Studio
Azure SDK
Team Project
Application Insights
Hybrid operations
Azure AD Connect Health
AD Privileged Identity Management
Backup
Operational insights
Import/Export
Site Recovery
StorSimple
Integration
Storage Queues
Biztalk Services
Hybrid Connections
Service Bus
Media and CDN
Media Services
Content Delivery Network (CDN)
Analytics and IoT
HDInsight
Machine Learning
Data Factory
Event Hubs
Stream Analytics
Mobile Engagement
Data
SQL Database
SQL Data Warehouse
Redis Cache
Search
DocumentDB
Tables
Infrastructure services
Compute
Virtual Machines
Containers
Storage
BLOB Storage
Azure Files
Premium Storage
Networking
Virtual Network
Load Balancer
DNS
Express Route
Traffic Manager
VPN Gateway
Application Gateway
Datacenter infrastructure (24 Regions, 22 Online)

Cortana Intelligence Suite



Cortana Analytics scenarios

EXAMPLE SOLUTIONS

Sales and marketing

- Customer Acquisition
- Cross-sell and upsell
- Loyalty programs
- Marketing mix optimization

Finance and risk

- Fraud detection
- Credit risk management

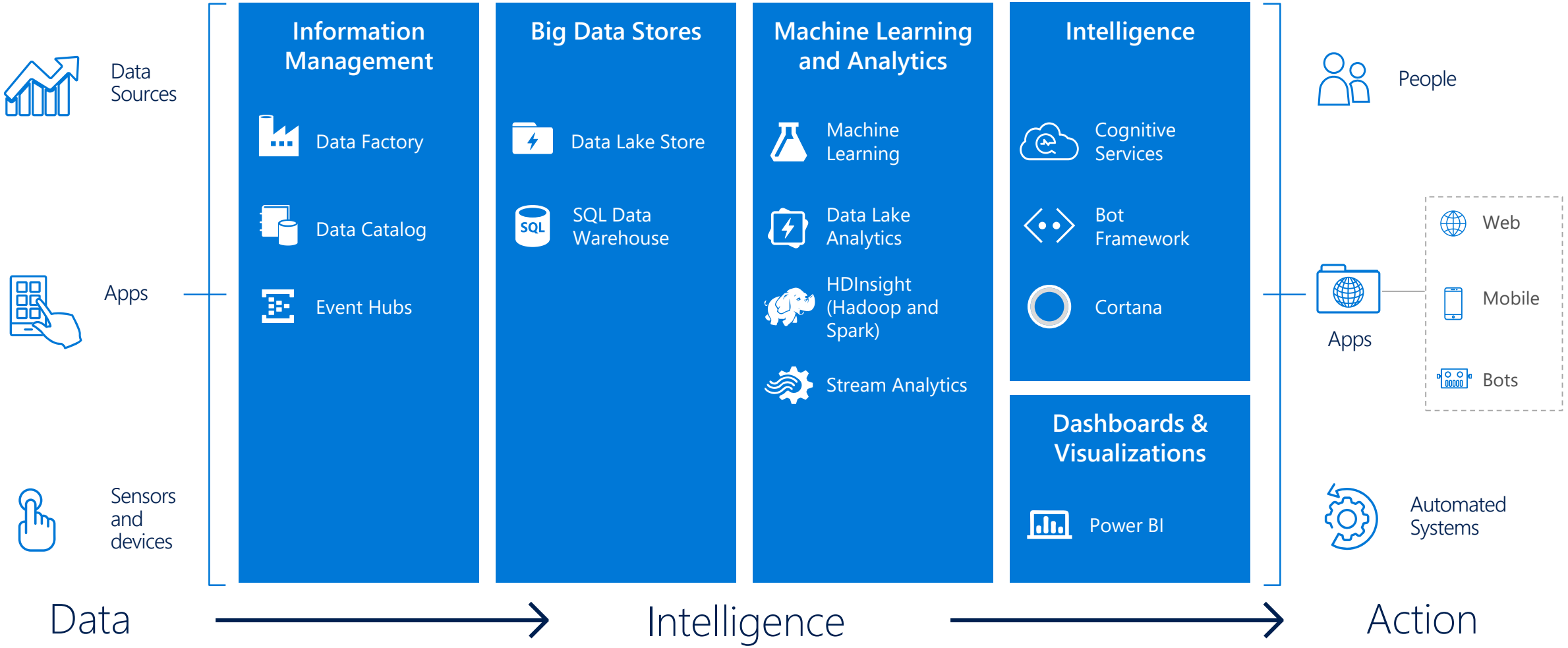
Customer and channel

- Lifetime customer value
- Personalized offers
- Product recommendation

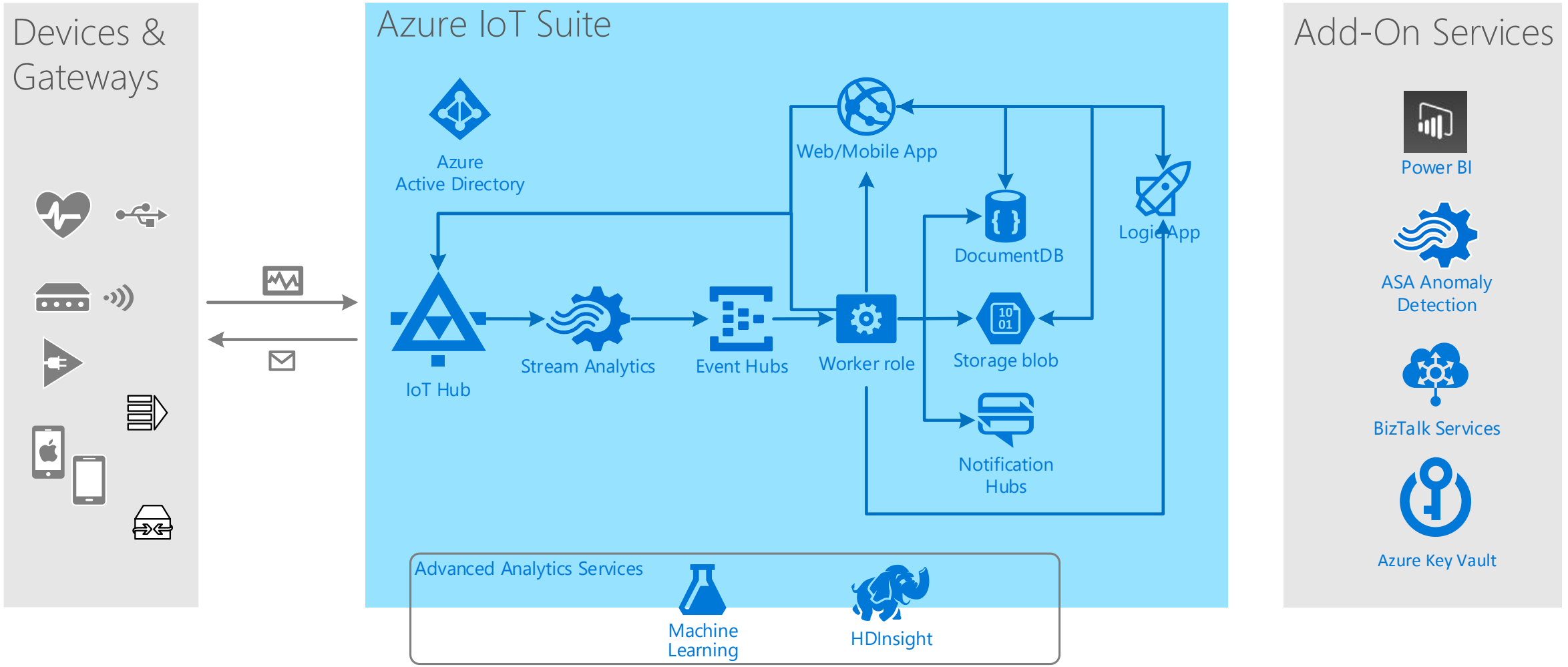
Operations and workforce

- Pay for performance
- Operational efficiency
- Smart buildings
- Predictive maintenance
- Supply chain management

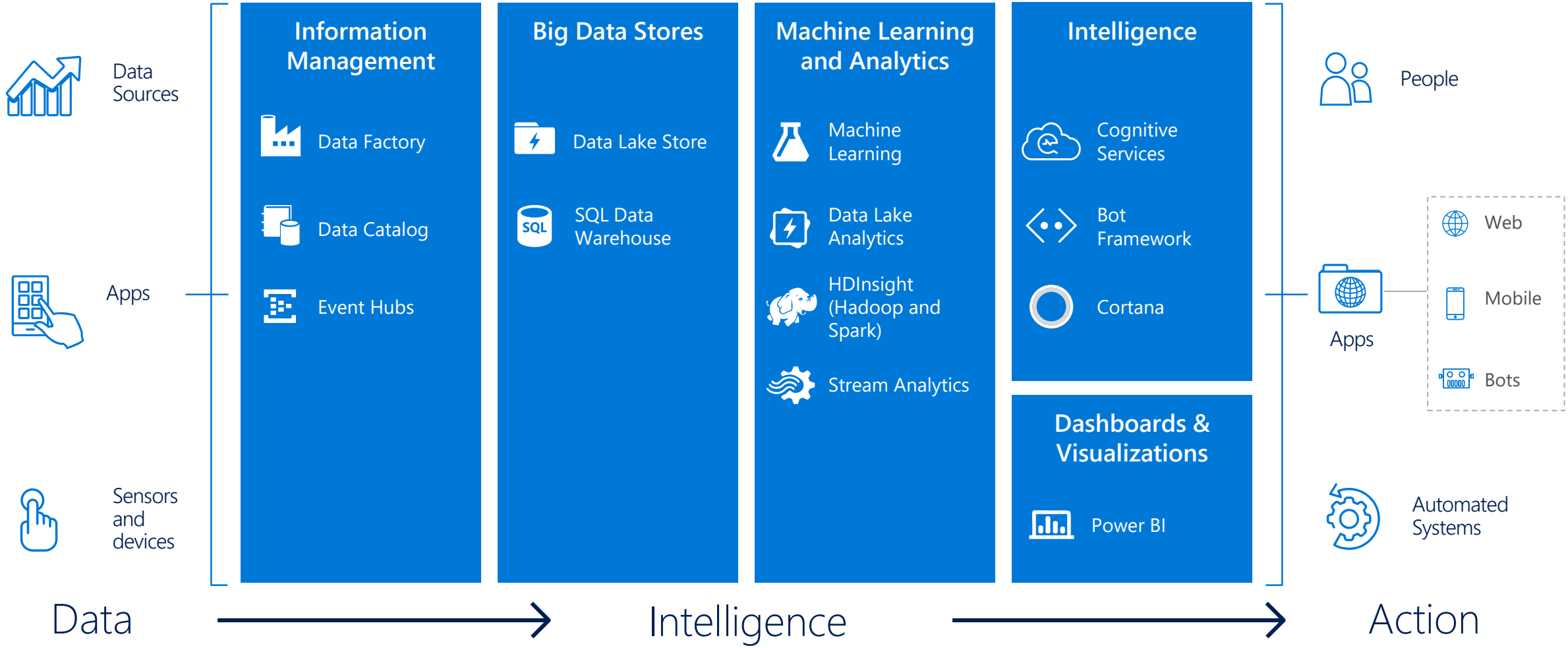
Cortana Intelligence Suite components



Azure IoT Suite components



And incorporating industry-leading Microsoft solutions



Cognitive Services: Build applications that understand people

Intelligence

- Cognitive Services
- Bot Framework
- Cortana

Vision	Speech	Language	Knowledge	Search
Computer Vision	Speaker Recognition	Text Analytics	Academic Knowledge	Bing Search API
Face	Speech	Bing Speller	Entity Linking Service	Bing Image Search API
Emotion	CRIS	Web Language Model	Knowledge Exploration Service	Bing Video Search API
Video		Linguistic Analysis	Recommendations	Bing News Search API
		Language Understanding Intelligent Service		Bing Auto Suggest API

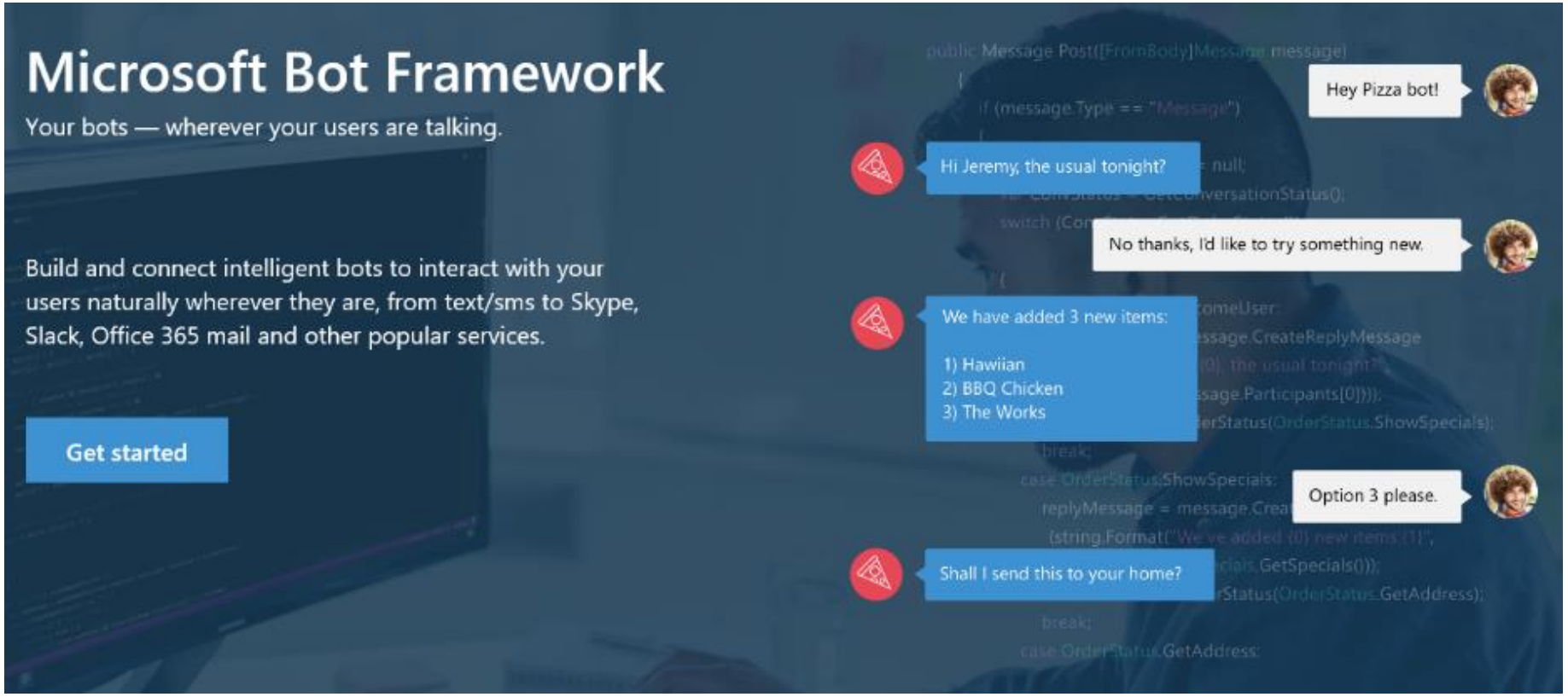
- Faces, images, emotion recognition and video intelligence
- Spoken language processing, speaker recognition, custom speech recognition
- Natural language processing, sentiment and topics analysis, spelling errors

- Complex tasks processing, knowledge exploration, intelligent recommendations
- Bing engine capabilities for Web, Autosuggest, Image, Video and News

Your bots – wherever your users converse

Intelligence

- Cognitive Services
- Bot Framework
- Cortana



- Bot Connector Service: A service to register your bot, configure channels and publish to the Bot Directory. Connect your bot(s) seamlessly to text/sms, Office 365 mail, Skype, Slack, Twitter, and more.
- Bot Builder SDK: An open source SDK hosted on GitHub. Everything you need to build great dialogs within your Node.js or C# bot
- Bot Directory: A public directory of bots registered through the Bot Connector Service. Discover, try, and add bots to conversation experiences

Get things done in more helpful, proactive and natural ways

Intelligence

Cognitive Services

Bot Framework

Cortana

Here are some of the things I can help you with…	Cortana for Consumers (today)	With the Cortana Intelligence Suite
Answers	Public reference data answers – *"How far is it from Los Angeles to San Francisco?"*	Answers from organizational data in Power BI *"What were our biggest deals that closed last month?"*
Predictions	Event predictions – *"Who do you think is going to win the Germany Italy game?"*	Integration with prediction solutions *"Which of our customers are most likely to churn in the next quarter?"*
Monitoring & Alerts	Flight status, traffic conditions, changes in weather, …	Monitoring KPIs and preemptive alerting *"Alert me if this customer ever has a 90% chance of churn in the next 30 days"*
Task Completion	Setting reminders, scheduling meetings, getting directions, …	Line of business process integration *Assistance with expense report submission on-time within policy*

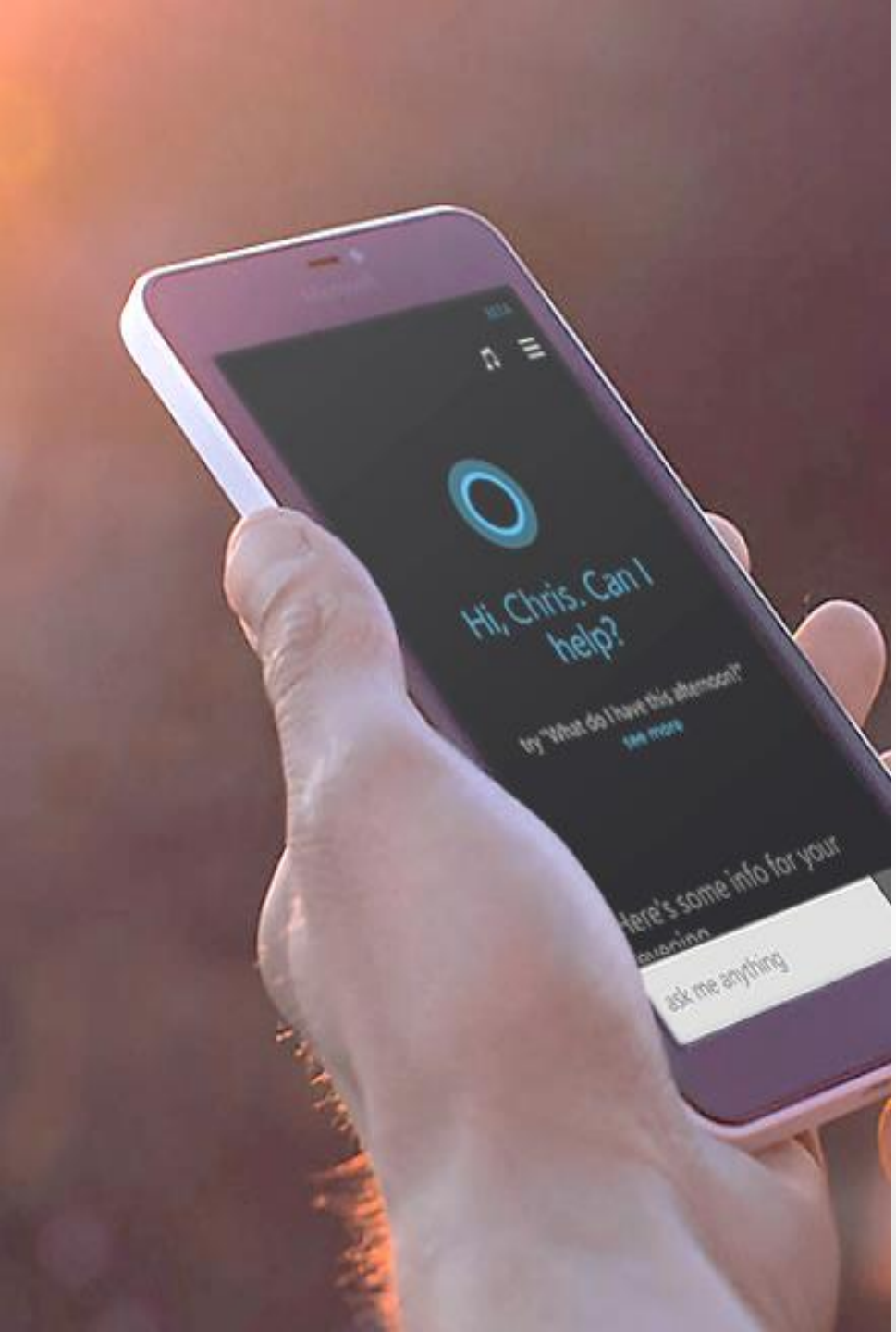
VISION

Inside Out

+

Outside In

100100111010010101010010101010010011010



Predictive Mindset

PROJECT

DROPPING

JOURNEY

ADVENTURE

Adaptive Mindset

Microsoft

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