

# Microsoft AI Solutions for Business Drive Innovation and Connection



Current applications of [artificial intelligence](#) (AI) promise huge benefits for businesses, from automating mundane tasks to delivering critical insights. At the same time, the technology remains young and somewhat unpredictable. Committed to mindful progress, Microsoft AI solutions for business deliver responsible AI tools to help companies balance innovation with responsibility.

Thanks to an exclusive partnership with OpenAI, Microsoft has accelerated its AI offerings and made them more widely accessible. Current projects spread throughout the Microsoft product family. This includes Microsoft 365, the new Teams Premium and Bing, in addition to business-oriented applications in Viva Sales and Dynamics 365.

## Improve Customer Communication with GPT

For example, Viva Sales now includes a preview version of a new GPT seller experience. Salespeople typically spend over half of their time managing email. Viva Sales aims to give some of those hours back by streamlining the communication process and making it more effective.

For example, using data in the Microsoft Cloud, Viva Sales can alert sales personnel when they need to follow up with a prospective customer. The system can then generate a personalized email and suggest next actions. For instance, the salesperson might choose among options to “reply to an inquiry” or “make a proposal.”

Based on the user's selection, the system will generate a reply enriched with data from across the Microsoft product family, including Microsoft Cloud and the CRM system (Dynamics 365 or Salesforce). The user then reviews the email, edits as necessary and sends, all without leaving email.



## AI-Driven Insights Power Greater Customer Connections

While ChatGPT has made headlines recently, [Dynamics 365](#) has been using AI to drive sales and marketing since 2018. Dynamics 365 uses AI to deliver deep customer insights, improve decision making and even detect fraud.

For instance, by gathering and analyzing data from across the organization, Dynamics offers a 360-degree view of customers. This not only eliminates data siloes, but it can also help sales teams identify customers they may be in risk of losing. And marketing teams can offer personalized journeys using AI-driven insights to generate stronger engagement.

In addition to providing deep customer and sales insights, Dynamics 365 also uses AI to detect payment fraud, account takeovers, bot attacks and more. Machine learning allows the system to detect anomalies in transactions such as returns and discounts, reducing negative revenue impact.

## Explore the Possibilities with Azure OpenAI Service and GitHub Copilot

While AI offers tangible benefits to business, many companies have lacked the tools and expertise necessary to implement AI solutions. By partnering with OpenAI, Microsoft aims to remove those roadblocks.

In January, for instance, Microsoft announced the general availability of Azure OpenAI Service. This allows businesses to develop cutting-edge applications using highly advanced AI models that include DALL-E 2, GPT 3.5 and Codex. Optimized for AI, Microsoft Azure delivers the computing infrastructure and cloud capabilities necessary for secure, reliable AI solutions.

Along with a powerful infrastructure, users have access to GitHub Copilot, an AI pair programmer. Copilot converts natural language prompts into coding suggestions in numerous languages, helping developers code more quickly, even in unfamiliar frameworks.



## Microsoft Committed to Responsible AI

Microsoft understands the power of AI in driving productivity and creativity. But they also recognize that such power can occasionally deliver unpredictable, inaccurate, or even inappropriate and harmful content. Consequently, the company has developed a safety system.

For instance, developers wishing to use Azure OpenAI Service must describe their intended use case before gaining access. And Microsoft incorporates content filtering, abuse detection and operational monitoring. The company also takes measures to protect your data at every step using comprehensive security and [compliance controls](#).

At the same time, businesses that use these AI tools must understand that the quality of the product generated depends in large part on the data used and the design of the solution. Additionally, when using GPT or Copilot to generate content or code, users should take precautions. This includes rigorous reviewing and testing.

## Getting Started with Microsoft AI Solutions for Business

The AI capabilities available through Microsoft can propel your business forward. Start by identifying a business problem to solve, then [identify where data lives](#) in your organization that may help solve the problem. Identify areas in which AI can gather and use that data to develop the solutions you need.

A [veteran Microsoft partner](#) like eMazzanti Technologies can help you choose and implement the Microsoft AI solutions that will drive the results you need.