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summit

21 ways to infuse Power Platform with AI

DIAMOND SPONSOR



The Digital
Neighborhood

PLATINUM SPONSOR



Microsoft

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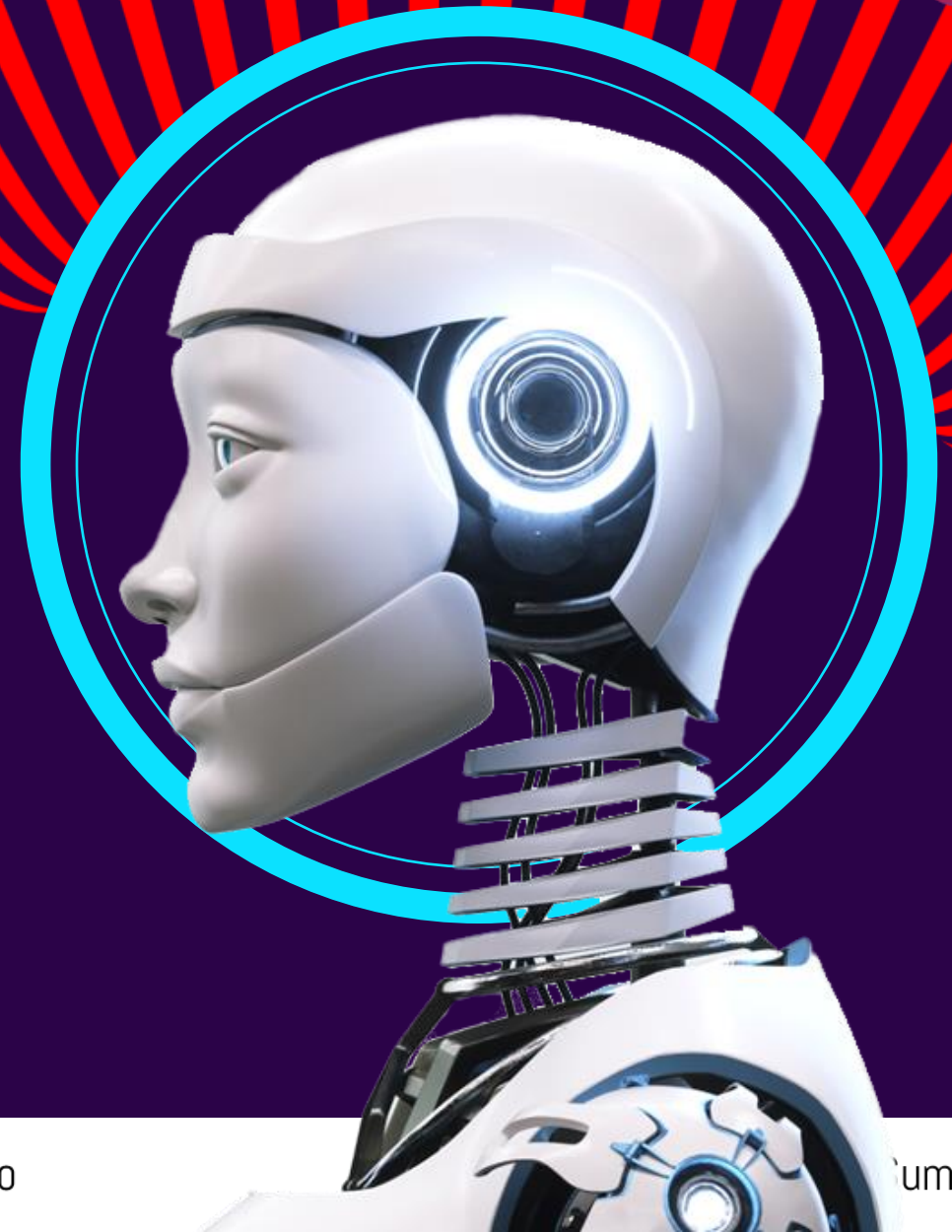
Ilya Fainberg

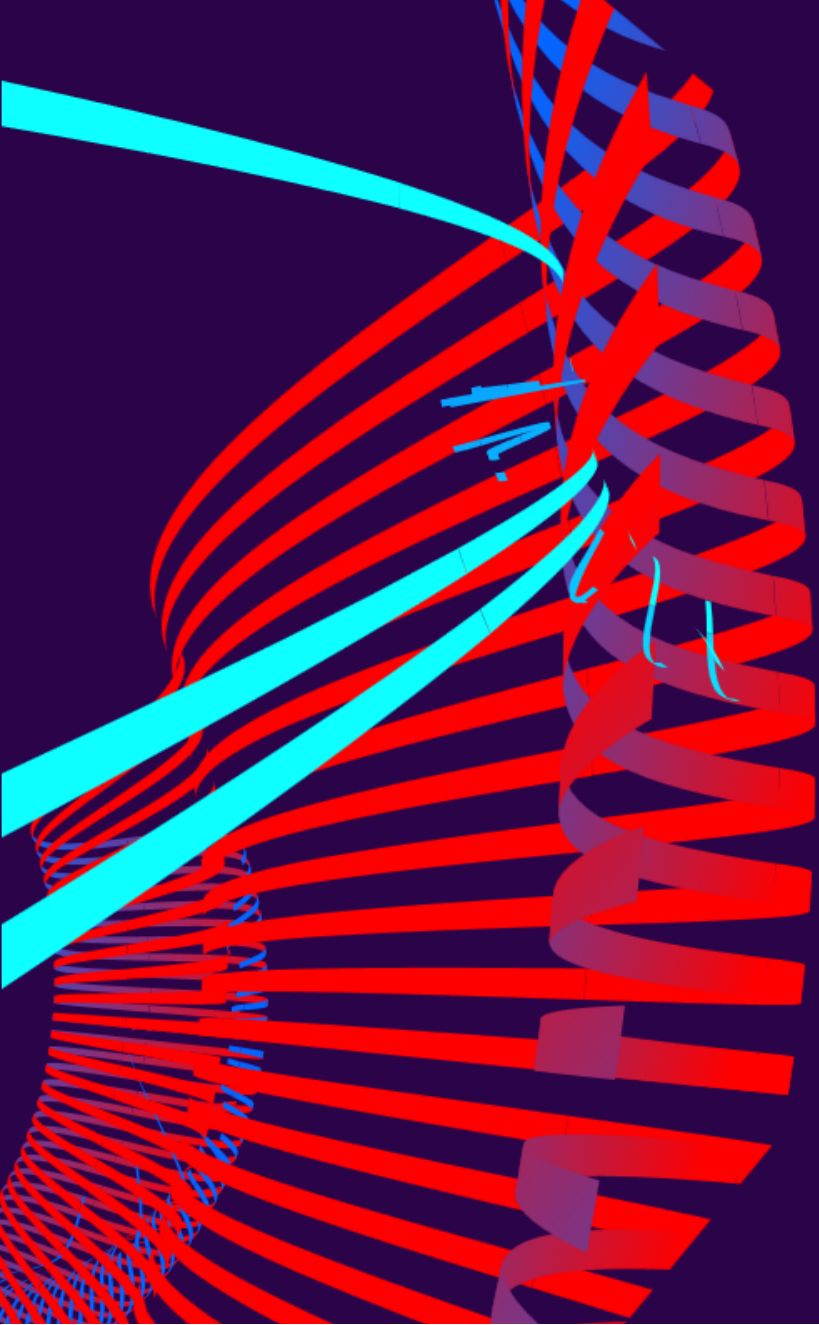
Sr. Program Manager



AI IS...

A solution for specific tasks
Not a solution for everything
General purpose AI is coming but it's not here yet





AI IN THE MICROSOFT CLOUD

KINDS OF AI



Development AI

Helps building apps but is not part of the app



Operational AI

Used as an integral part of the solution

DEVELOPMENT AI

Power Automate

- Using natural language processing, makers can create flows using a simple prompt.
- Expressions to format data can be automatically generated from examples.

Power Apps

- Create new apps from a professionally designed prototype or a sketch on a napkin.
- Create new apps with natural language with **Copilot**



OPERATIONAL AI PLATFORMS

AI Builder

Performs specific tasks, like form recognition, sentiment analysis, data classification, and others. Integrated with other services out of the box.

PVA&Chatbots

Covers conversational AI to handle primarily handle front-office tasks, like customer service.

Azure AI Platform

Serves as the foundation for all AI enabled services in the Microsoft cloud and can be used separately for complex solutions.

External Services

Externally integrated AI services, like ChatGPT can be integrated with low-code to handle specialized tasks.

OPERATIONAL AI STACK OVERVIEW

Applied SaaS

Teams

SharePoint

Dynamics 365

Power Apps

Power Automate

Power Pages

Low
Code

Core SaaS

AI Builder

Power Virtual Agents

Applied PaaS

Video Indexing

Metrics Advisor

Immersive Reader

Bot Framework

Form Recognition

Search

Pro
Code

Core PaaS

Machine Learning

Cognitive Services

OpenAI

Hardware

Azure AI Platform



AI IN THE REAL WORLD



21 AI SCENARIOS

1. Detect anomalies in data
2. Filter out offensive content
3. Ingest paper documents
4. Summarize large texts
5. Classify incoming emails
6. Extract key information
7. Curb social engineering
8. Protect data with biometrics
9. Bots with customer service
10. Analyse sentiment on socials
11. Personalize experiences
12. Create a helper in Teams
13. Extract text from images
14. Transcribe recording
15. Generate audio messages
16. Detect and translate
17. Answers from unstructured data
18. Medical AI
19. Insights from footage
20. Respond to failure
21. Build efficient business processes



HOW BUSINESSES USE AI TODAY

1. DETECT ANOMALIES IN DATA

Analyze large data sets in batches or real-time to detect anomalies in financial data, medical data logs or any other massive data sets with one or more data points.

Bayer detects anomalies in clinical trial data

Airbus scans aircraft maintenance logs

Microsoft reviews internal financial data for anomalies

How to do it in Power Platform?



Dataverse



Datalake



Power Automate



Anomaly Detector

#ProCode

2. FILTER OUT OFFENSIVE CONTENT

User reviews, customer service interactions, and other user generated content is not place for bad words. Automatically detect and automatically delete (or review).

Big Fish Games makes sure players don't have offensive text in their online profiles.

How to do it in Power Platform?



#ProCode

3. INGEST PAPER DOCUMENTS

In some places, paper documents live on. Invoices, applications, requests, and bills are processed by hand. With trained AI models, a robot can do it faster and better.

Komatsu is processing incoming invoices using RPA and AI Builder
Hexicon ingest leads by automatically scanning business cards

How to do it in Power Platform?



Email/Fax/Scan



Power Automate



AI Builder



Dataverse

#LowCode

4. SUMMARIZE LARGE TEXTS

Sometimes you need to get the gist of it, whether it's documentation, email conversations, case information, or reviews.

Customer service representatives can quickly understand the situation when taking over a case.
eCommerce Platforms can detect issues with specific products based on review summaries

How to do it in Power Platform?



Dataverse



Power Automate



Text Summarization

#ProCode

5. CLASSIFY INCOMING EMAILS

While not limited to emails, understanding what should go into what “box” is still a task that requires a lot of work and is prone to human error.

Public Services organizations can automatically route incoming requests to the correct department based on email content
Service Requests can automatically be assigned to a queue, based on classification

How to do it in Power Platform?



Email



Power Automate



AI Builder



Dataverse

#LowCode

6. EXTRACT KEY INFORMATION

Understanding unstructured data takes time and typically what you're looking for is key information, like address, phone number, age, dates, names.

Product Attributes can be automatically extracted from an article
Freeform applications can be turned into structured data
Support Service engineer can detect if all the required information was supplied in the case

How to do it in Power Platform?



Dataverse



Power Automate



AI Builder

#LowCode

7. CURB SOCIAL ENGINEERING

You don't see the person on the other side of the line, how do you know they are who they say they are? How to protect against social engineering?

Speaker Recognition can be used to identify a person on a call and recognize fraud attempts even if they appear to hold the correct access data (IDs, PIN Codes).

How to do it in Power Platform?



Dynamics 365



Power Automate



Speech Service

OR



Dynamics 365 w/ Gatekeeper

[PREVIEW]

#LowCode

#ProCode

8. PROTECT DATA WITH BIOMETRICS

Your data is safe in your phone, unless it is unlocked.
How to make sure data is protected on a stolen device?

Continuous Authorization using face recognition can reduce the risk of data falling to the wrong hands when on the go.
Uber uses face recognition to authorize drivers.

 Published [Solution + Video](#)

How to do it in Power Platform?



#ProCode



9. BOTS WITH CUSTOMER SERVICE

Having your customers wait on calls to get information is not the experience you want to convey. Bots make customer service faster and more cost effective.

Etihad Airways uses PVA to provide information to their customers, while human operators deal with more complex cases.
the risk of data falling to the wrong hands when on the go.

How to do it in Power Platform?



Dynamics 365



Power Virtual Agents

#LowCode

10. ANALYSE SENTIMENT ON SOCIALS

When using social media for business, response time is important. With AI you can detect bad conversations and respond accordingly before they go viral.

Chipotle measures customer response to their products and service using Sentiment Analysis

How to do it in Power Platform?



#LowCode

11. PERSONALIZE EXPERIENCES

Retaining customer interest in your products or services depends largely on your ability to recognize their needs. Reinforcement learning allows AI to recommend the best course of action and continuously improve its accuracy.

Sales can provide products recommendations and discounts.
Marketing can fine-tune content publication to get better response.

How to do it in Power Platform?



Dataverse



Power Automate



Personalizer

#ProCode

12. CREATE A HELPER IN TEAMS

There are plenty of internal processes that require you to fill in forms and wait for something. Without leaving Teams, you can have all the help you need with a bot.

IT Service Desk can provide updates on your case or suggest a solution for your problem using a bot in Teams.

HR departments can ingest requests and provide employment information directly from Teams.

How to do it in Power Platform?



Teams



Power Virtual Agents

#LowCode

13. EXTRACT TEXT FROM IMAGES

Dealing with unstructured data is hard enough, dealing with printed data is even harder. AI Builder can recognize both printed and handwritten text.

Zurich Motor Insurance scans vehicle documents to then further process the data with AI.

Microsoft uses OCR to process employee expense information.

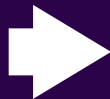
How to do it in Power Platform?



Dataverse



Power Automate



AI Builder

#LowCode

14. TRANSCRIBE RECORDING

Audio recordings are a common tool for quality assurance and legal compliance purposes. Finding the right piece of information is easier with a transcription.

Motorola uses speech-to-text to accelerate access to data via voice radio for first responders.

How to do it in Power Platform?



Dynamics 365

OR



Power Apps



Power Automate



Speech Service

#ProCode

#LowCode

15. GENERATE AUDIO MESSAGES

Dealing with text might be easier to work with but there's plenty of situations when audio notifications are preferable, accessibility being one of them.

Customer Service can provide the option to send audio notification and enable IVR capabilities for 1st line inquiries.

How to do it in Power Platform?



#ProCode

#LowCode

16. DETECT AND TRANSLATE

Multinational organization cannot be limited by language barriers.
AI Builder enables detection of the source language and automatic translation.

Customer Service scenarios can use real-time conversation translations in Dynamics 365.
Incoming emails can be auto translated with AI Builder.

How to do it in Power Platform?



#LowCode

17. ANSWERS FROM UNSTRUCTURED DATA

Searching for the right answers in documentation and articles can waste a lot of time, however with a bot trained to find answers in this data, things can go faster.

Telefonica and **Progressive** Insurance used QnA Maker to create custom bots trained to provide customers information from across their knowledge bases.

How to do it in Power Platform?



#ProCode

18. MEDICAL AI

There are many AI applications in healthcare, one of them is patient services using specialized healthcare bots.

The CDC created a public COVID-19 self-checker bot to evaluate patient symptoms based on millions of cases.

Premiera HMO added a chatbot that can help customers understand their healthcare plan and included benefits.

How to do it in Power Platform?



Dynamics 365



Health Bot

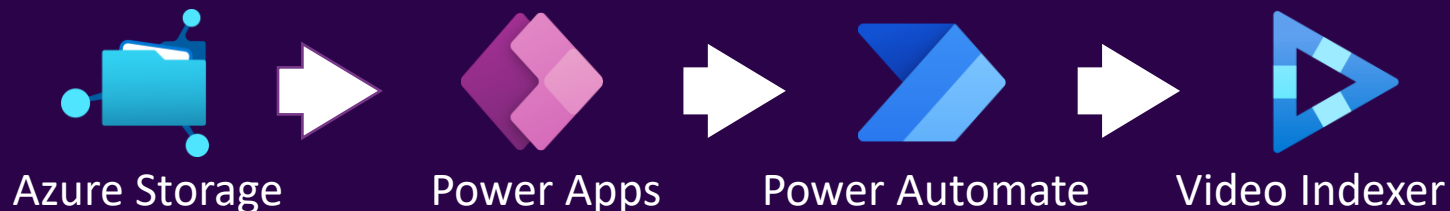
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19. INSIGHTS FROM FOOTAGE

Searching for a specific video is not an uncommon for content managers and marketing professionals. AI can identify objects or even specific people in a video.

Marketing can easily find the footage they need to create new content or even automatically generate videos from an existing library, like TikToks from full length presentations.

How to do it in Power Platform?



#ProCode

20. RESPOND TO FAILURE

Monitoring all the parameters that make your organization successful in real-time is not something most can achieve, unless using Metrics Advisor.

Decision Makers can have real-time information about any deviations in KPIs, such as revenue, expenses, customer growth, service disruptions and any other measurable parameter.

How to do it in Power Platform?



#ProCode

21. BUILD EFFICIENT BUSINESS PROCESSES

Understanding if a business process is efficient usually requires the creation of complex analytics. This doesn't have to be true when using Process Advisor.

Whether it's **Sales, Manufacturing, Customer Service** or something else, Process Mining provides actionable insights based on data you already have in your business applications. There's no need to build reports or KPIs, AI will do it for you.

How to do it in Power Platform?



Dataverse



Power Automate (Process Mining)

#LowCode

22. GET DATA WITH COPILOT

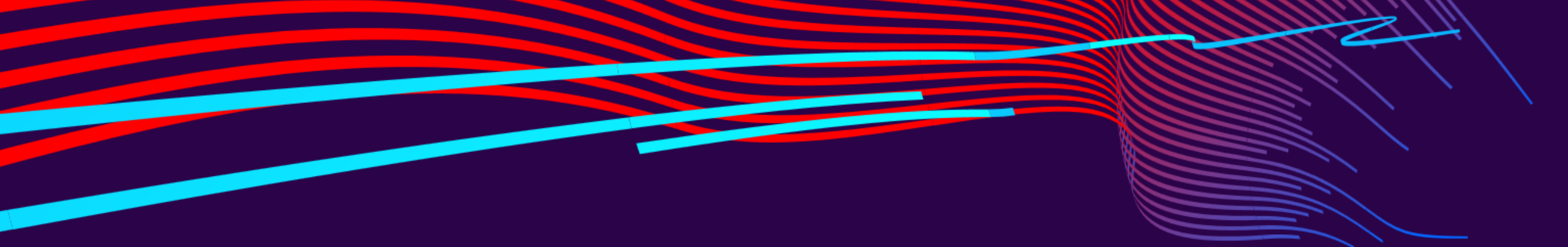
Finding the right data can take a long time and can be really frustrating. With the PowerApps Copilot control all you need to get the right data is ask.

The new Copilot control for Power Apps allows developers to create canvas apps, directly connected to Dataverse tables. End users can ask to get all contacts that have a birthday today and get it. No filters, no advanced find, just natural language.

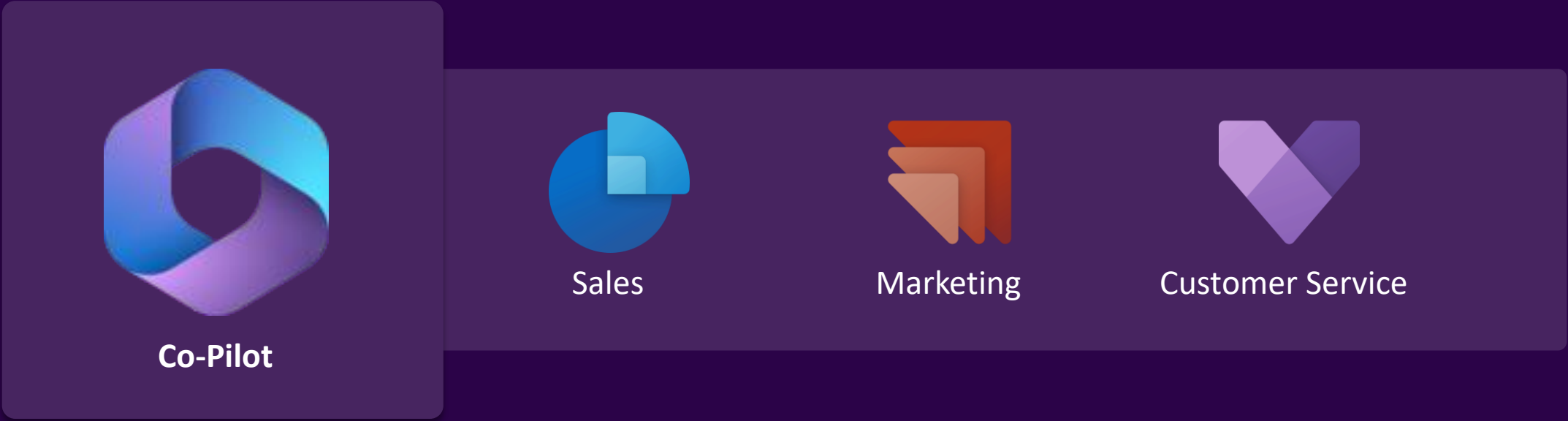
How to do it in Power Platform?



#LowCode



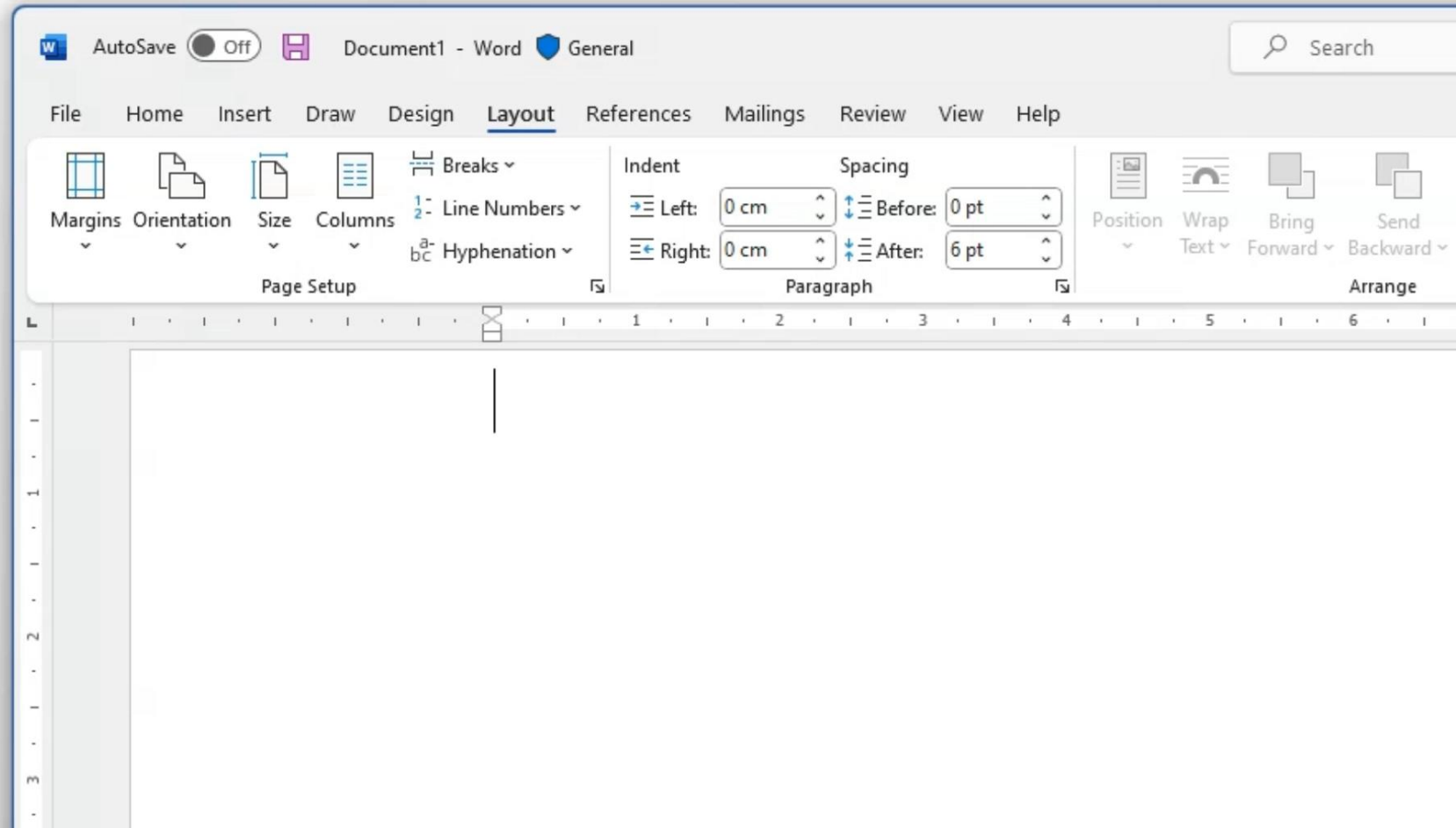
23. FLIGHT OF THE COPILOTS



AI ASSISTANT IN EVERY APP

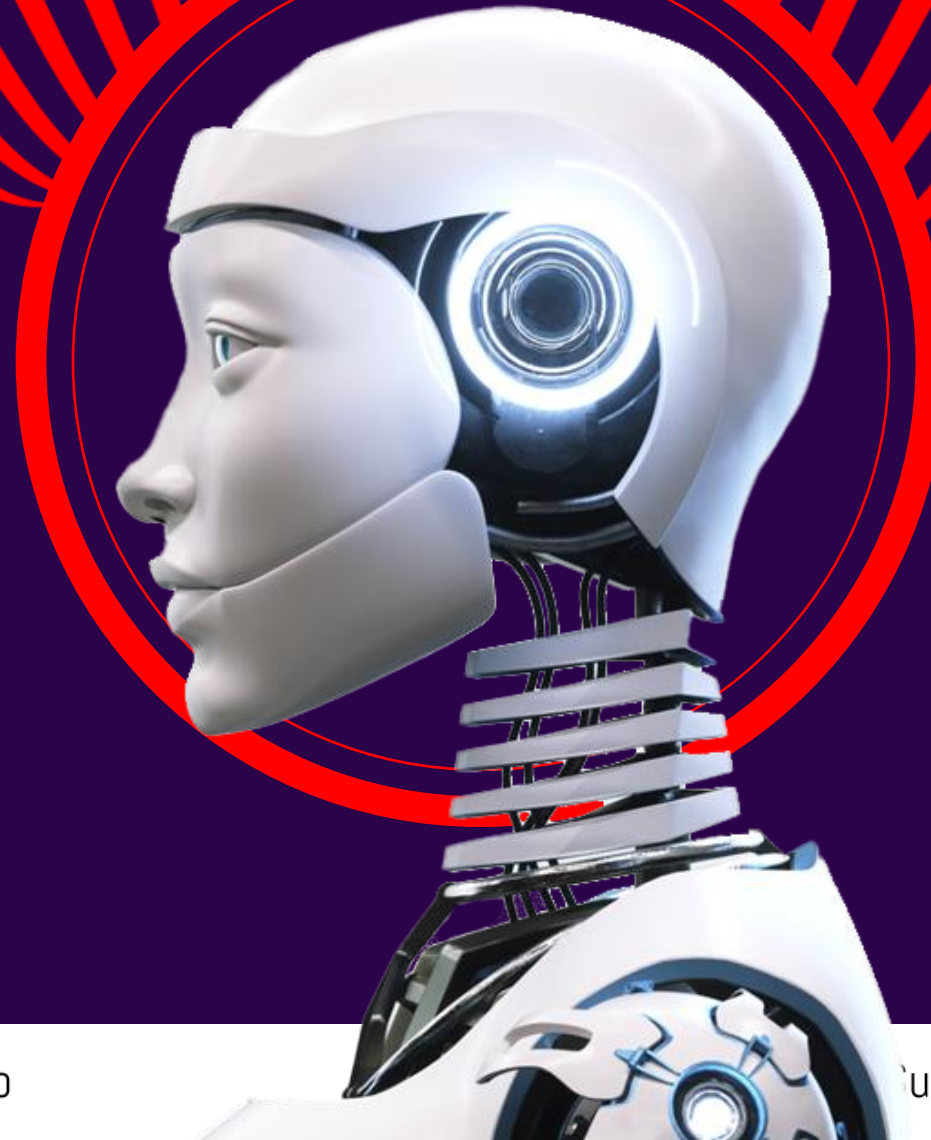
Post an update on twitter, respond to an email in Outlook or write a whitepaper in Word. Write any request, press the hotkey and get an AI generated result.

feincraft.one



RESPONSIBLE AI

AI-based solution are built by people that will have their own biases, which can impact how the system operates. Before you implement an AI service in your solution, make sure you understand how it works.





SUMMARY

There are so many AI services in Power Platform and Azure that understanding each one is simply not possible. But knowing that they exist, is.

When designing your next solution, remember:
Whatever your goal is, AI can get you there faster.

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Q&A



THANK YOU!