

# AI avanzata l'integrazione OpenAI per potenziare l'offering Microsoft Nexi per gli ISV e i Merchan

Andrea D'Onofrio  
Data&AI Lead  
Western Europe  
[Andrea D'Onofrio | LinkedIn](#)

20.11.2023





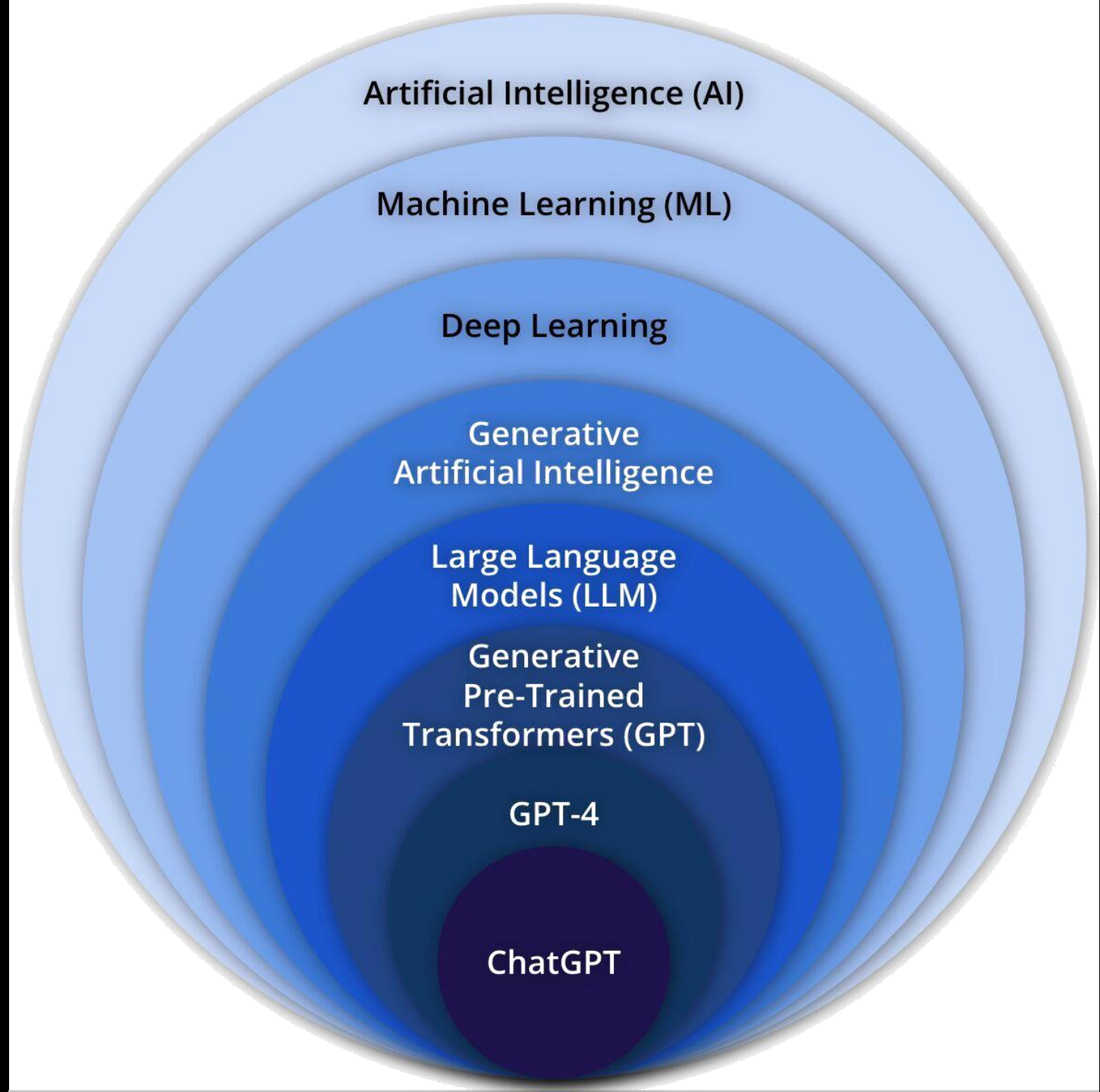


# Agenda

- AI will reinvent everything
- Generative AI to create Innovative Apps

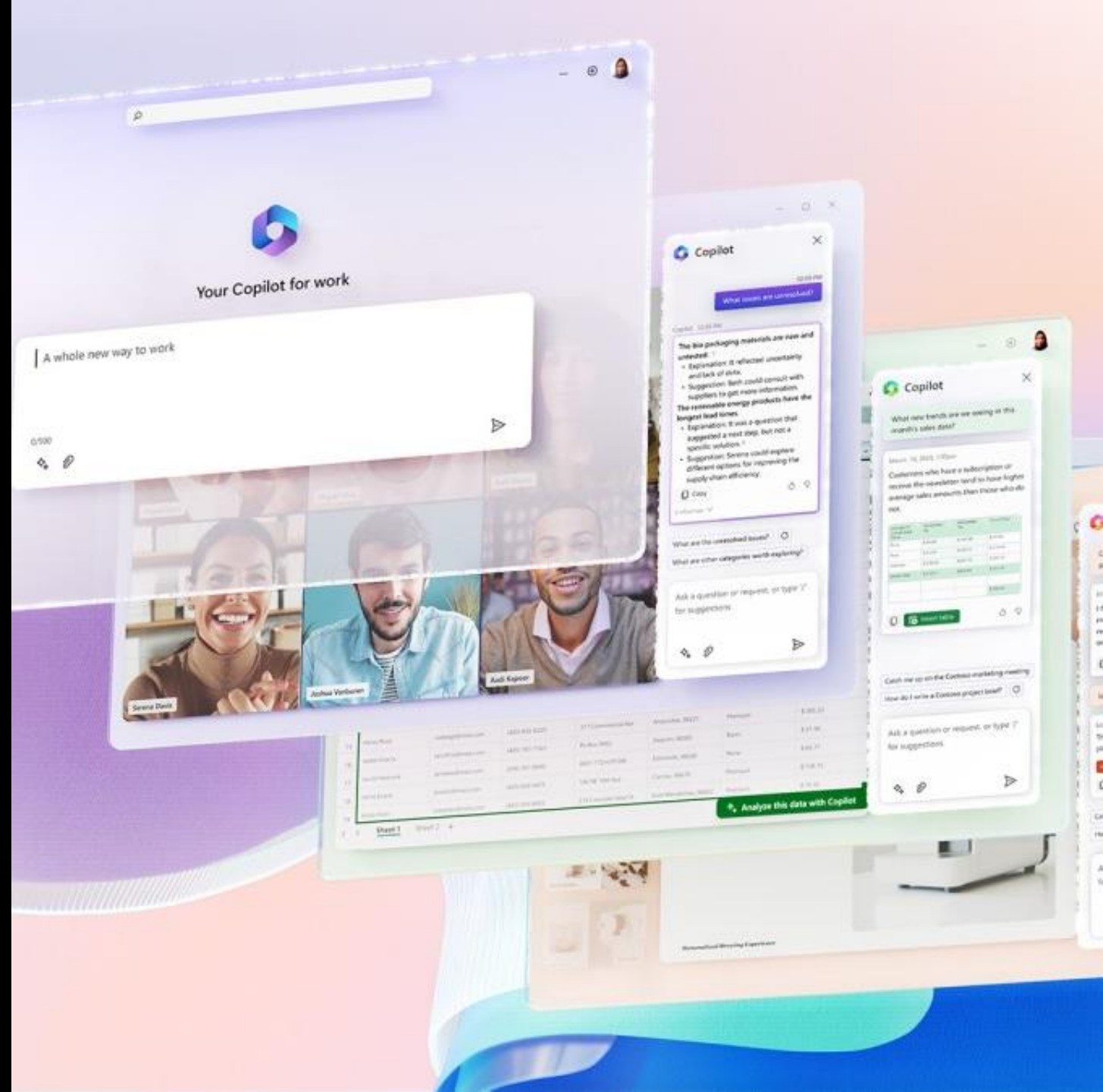
**AI will reinvent everything**

# The rhythm of technology evolution





# The way of technology works



# Human-AI relationship





# Human-AI relationship

AI as teammate



# AI as teammate

The screenshot displays the Microsoft Teams interface for a meeting titled "Core accounts business review". The interface is divided into several sections:

- Header:** Shows "New Teams" with a toggle, navigation arrows, a search bar, and the user profile "Lucerne Publishing".
- Meeting Controls:** Includes a date/time selector ("Mar 16, 10:00 AM"), "Open in Stream", and "Copilot" options.
- Shared Content:** A "Shared content" section lists "Proseware Proposal.pptx" and a video player showing a meeting recording (48m 42s).
- Meeting Summary:** A "Summary" section titled "Quarterly results and forecasts for Core Accounts" provides a high-level overview based on attendees' input.
- AI-Generated Notes:** A "Notes" section contains detailed bullet points summarizing key discussion points, such as revenue shortfalls and inventory surplus.
- AI-Generated Tasks:** A "Tasks" section lists actionable items like "Follow up with finance today to discuss Proseware proposal" and "Set agenda for next week's follow-up meeting", each assigned to a team member.
- Left Sidebar:** Features navigation icons for Activity, Chat, Teams, Calendar, Files, and Store.
- Right Panel (Copilot):** Shows a "Copilot Preview" chat window where the AI assistant has generated a list of key takeaways and responded to a user query about customer discussions.

**Meeting Summary:**  
Based on what attendees said in the meeting

- \$230K revenue shortfall in this quarter
- Inventory 15% surplus (renewable products and recycled materials)
- Account leads to propose discounting scenarios to lower inventory surplus and meet sales budget
- Proseware was discussed as a leading opportunity

**Notes:**

- Beth emphasized importance of Proseware negotiation strategy and need to be creative with offers - this is a must win deal.
- The team identified a new opportunity with Proseware that could enable us to exceed quota for the quarter - need to prioritize ASAP.

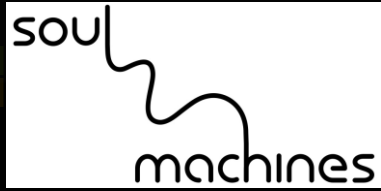
**Tasks:**

- Follow up with finance today to discuss Proseware proposal and secure discounting approvals. @Samantha Cantrill Set due date
- Set agenda for next week's follow-up meeting. @Beth Andrews 3/17/2023

**Copilot Chat:**  
this meeting.  
11:30 AM  
What other customers were discussed and what factors were considered?  
Copilot 11:30 AM  
Only Lamna Healthcare and Proseware were discussed.  
Barry was recommending Lamna Healthcare, but the consensus was Proseware was better placed due to supply chain efficiencies.  
Based on surplus inventory levels, and customer demand forecast.  
Proseware was identified as the best fit to possibly bridge the budget gap.  
Copy 4 references



# Generative AI to create Innovative Apps



Soul Machines creates digital people that transform brand experience by creating engaging and emotional connections with customers.

Soul Machines is using OpenAI for sentiment to increase the empathy of their Digital People so that conversations with users are deeper and more meaningful.

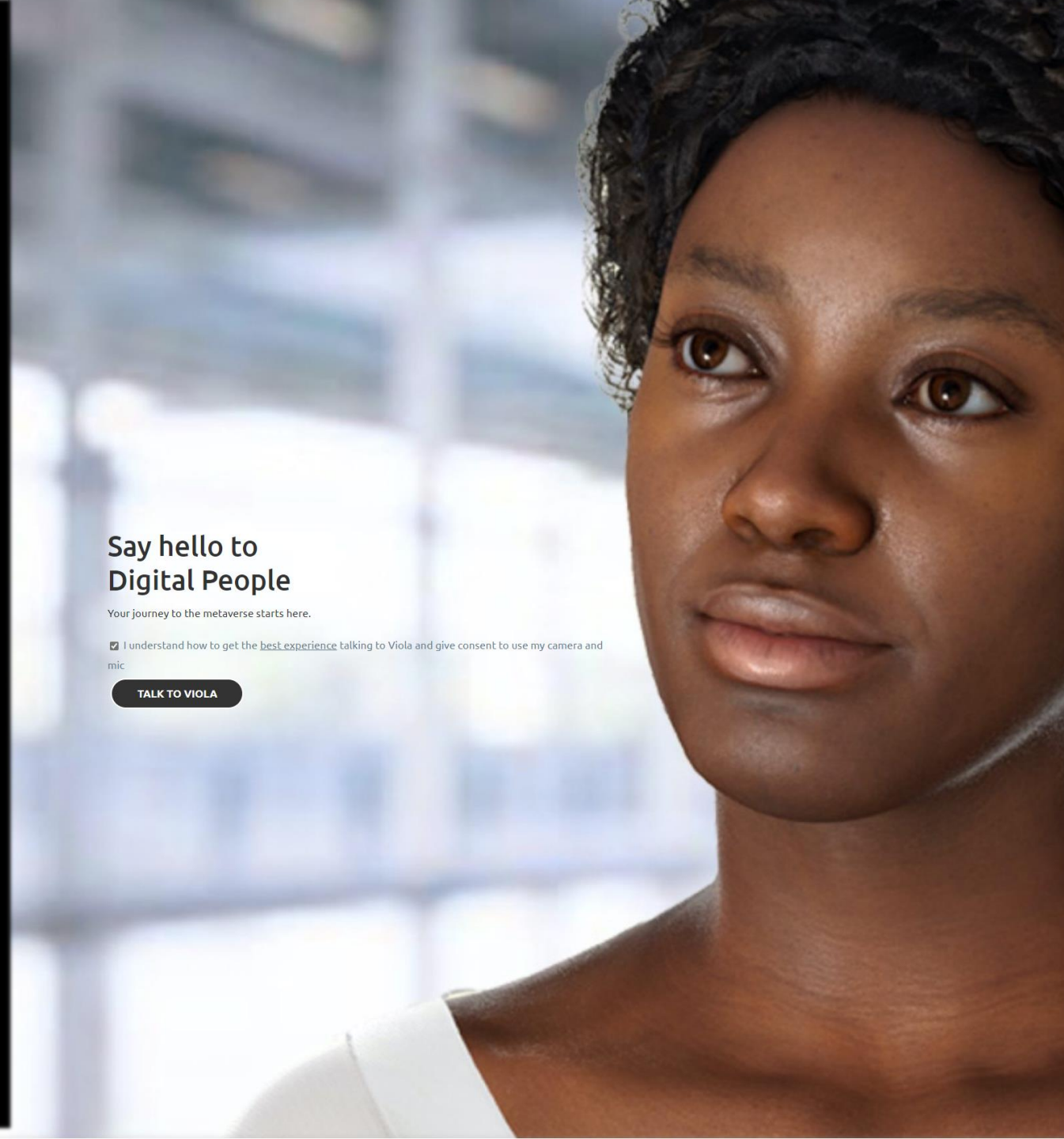
*“Soul Machines is using Azure OpenAI Service for autonomous content generation for their media and entertainment products. For example, the content generation enables them to produce copy for conversations with their digital avatars and celebrities.”*

## Say hello to Digital People

Your journey to the metaverse starts here.

I understand how to get the [best experience](#) talking to Viola and give consent to use my camera and mic

TALK TO VIOLA

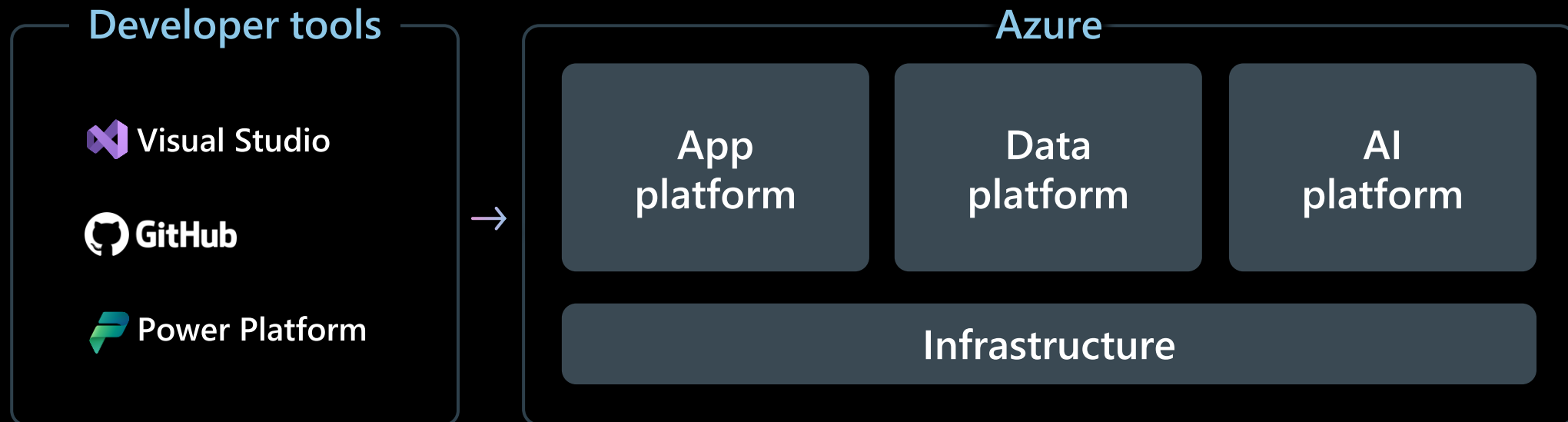




# Creating Engaging Avatar Videos



# Build transformational AI solutions with Azure





# Azure AI



Azure AI Services



Azure Machine Learning

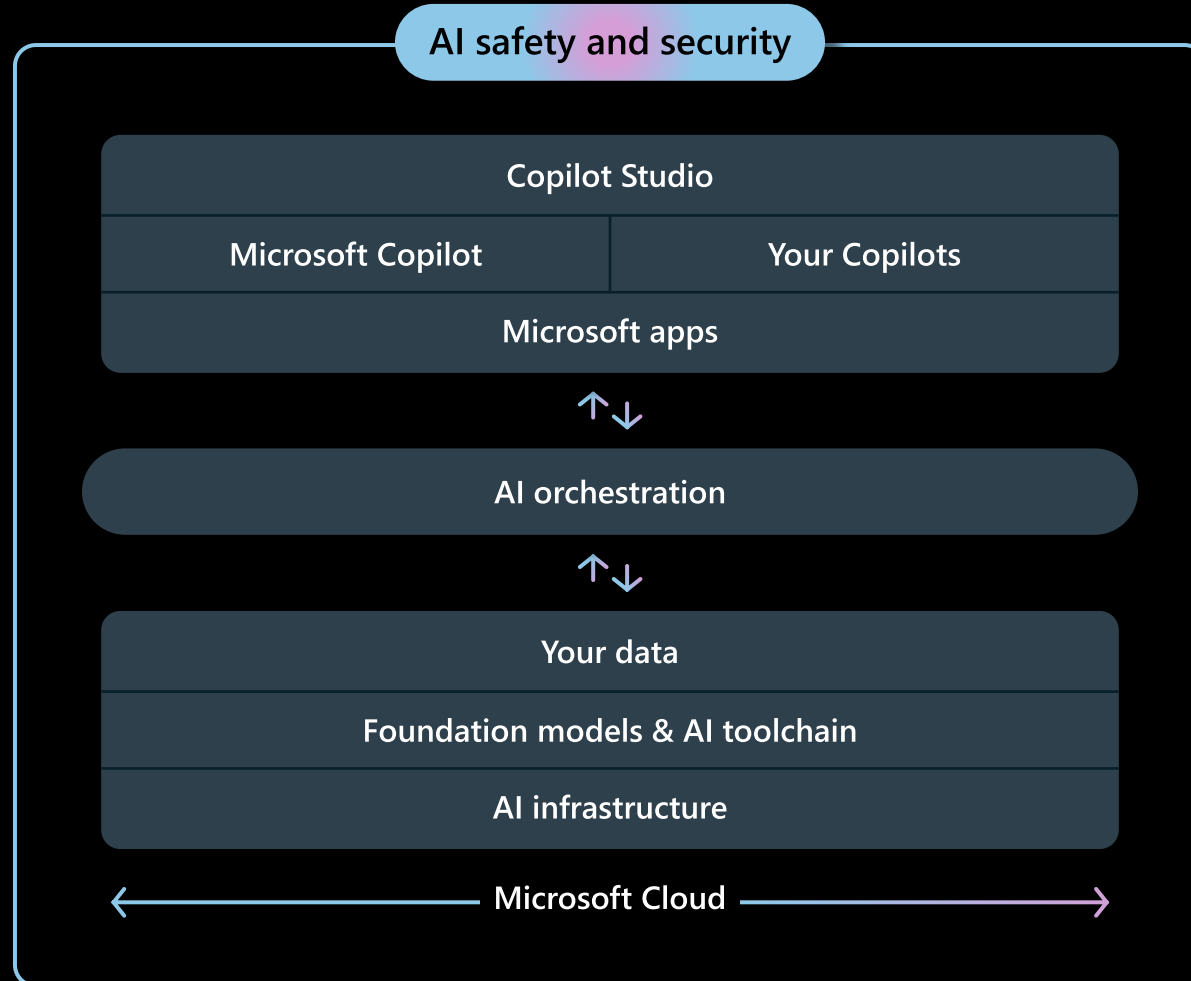


Azure AI Studio



Azure AI Infrastructure

# Copilot stack





Windows AI Studio simplifies generative AI app development by bringing together cutting-edge AI development tools and models from Azure AI Studio and other catalogs like Hugging Face, enabling developers to fine-tune, customize and deploy state-of-the-art small language models, or SLMs, for local use in their Windows apps.

