



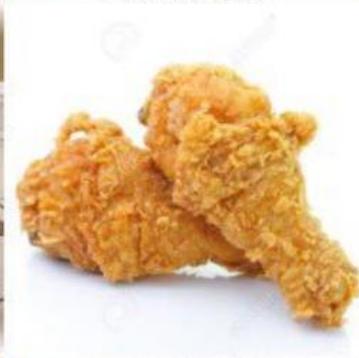
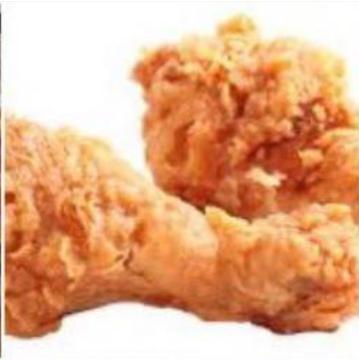
FEGO REUNION

18 December 2019

Dhanawat Suthumpun
Managing Director
Microsoft Thailand









Speech recognition human parity

What does she say?

- A. “haha, that’s about all ours is.”
- B. “uhhuh that’s about the horses.”
- C. “uhhuh that’s about how old ours is.”



Speech recognition human parity

What does she say?

C. “ uhhuh that’s about how old ours is.”

Speech synthesis near human parity

Which is artificial?

A. “As the name suggests, the original submarines came from Yugoslavia.”

B. “This is easy enough if you have an unfinished attic directly above the bathroom.”

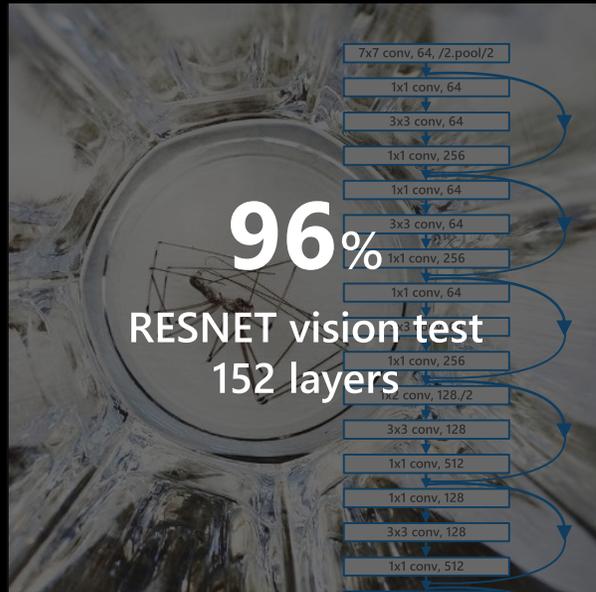


A person wearing a blue and white plaid shirt is holding a smartphone in a cornfield. The image is overlaid with various agricultural and technological icons, including water droplets, a shovel, insects, and a nutrient cycle diagram (N, K, P). The text "AI is a game changer" is prominently displayed in the center.

AI is a game changer

Microsoft AI Breakthroughs

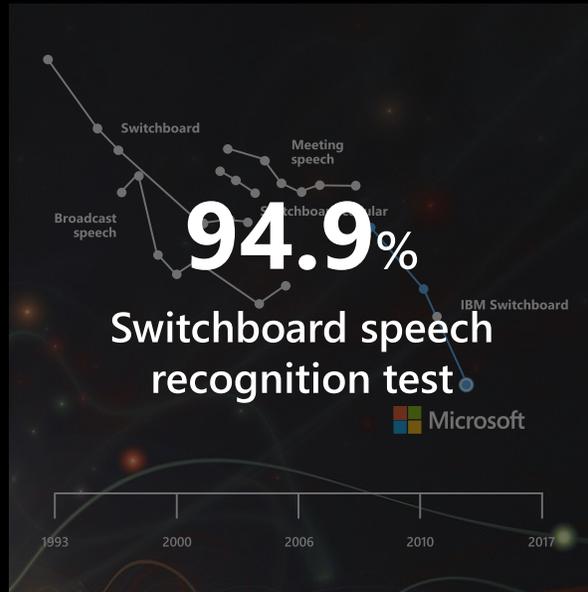
Vision



2016

Object recognition
Human parity

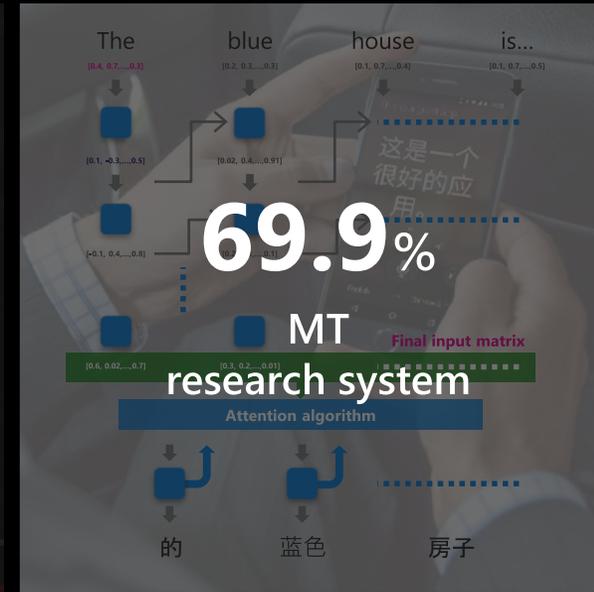
Speech



2017

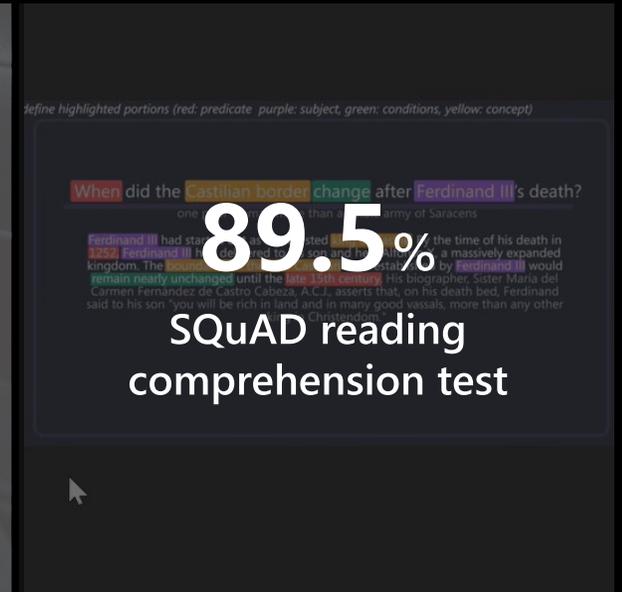
Speech recognition
Human parity

Language



March 2018

Machine translation
Human parity



January 2018

Machine reading comprehension
Human parity

Digital Feedback Loop

Engage customers



Empower people



Change...

How we work



Optimize operations



Transform products





Change...
How we engage

Change...
How we innovate

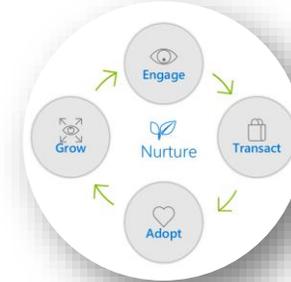
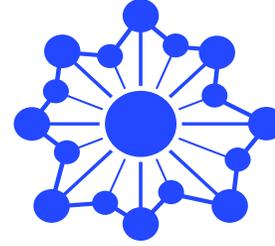
Change...
How we work

Change...
How we solve society
challenges

The image features a woman's profile on the left, looking upwards. The background is a warm, orange-toned composition. A large globe is formed by a network of white dots and lines, with numerous small, overlapping photographs of various subjects (people, nature, abstract) attached to its surface. On the right side, there are vertical columns of binary code (0s and 1s).

Change... How we engage

5 things we have learned about customer engagement



Change...
How we
engage

Gain Hindsight, develop Insight and use Foresight from your Digital Feedback Loop to make prediction.

AI Technology is embedded to the App to create difference experience

AI is widely adopted to predict and discover undiscovered needs

AI to recommend the right actions to enhance customer experience from multiple interactions

Customer Engagement is the top driver in adopting AI in Thailand

In data-driven organization, real-time data can be acquired from customer, employee, operation and product data, then the intelligence can be built to improve customer engagement.

Variety of technology, for example, Chatbot and Object Recognition for customer services, eKYC for authentication, QR Code for content linkage are widely used to create different experience.

AI learns from all the profiles, sees different patterns and other data to suggest thing that we haven't discovered before. Next Best Actions.

Modern marketing is about being scientific and creative. AI will help us effectively engage customers through sales & service interactions across multiple channels.

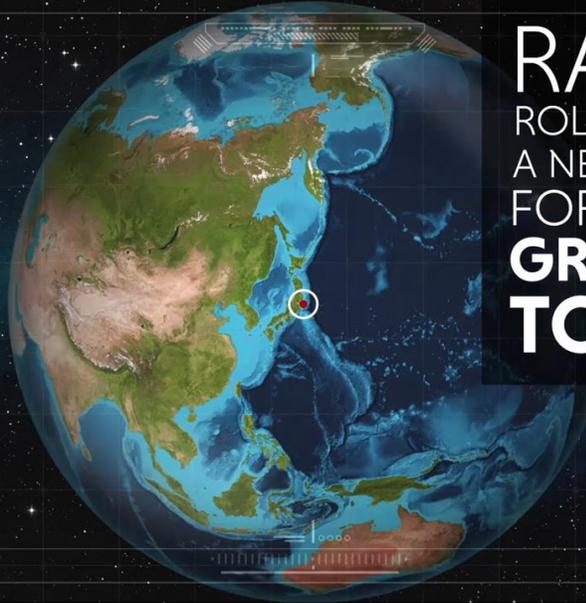
From Microsoft – IDC Survey in 2019, the highest AI adoption in Thailand is customer engagement. And it forecasts to yield highest business improvement from AI in the next 3 years.



“We have to meet the unmet, unarticulated needs of customers. That’s the source of innovation.”

Satya Nadella

SPARK  BEYOND



RAPID ROLL OUT OF A NEW STORE FORMAT IN GREATER TOKYO

FINDING PROFITABILITY DRIVERS WAS AN IMPOSSIBLE TASK

EVERY RETAIL
STORE IN
GREATER
TOKYO

HIGH PERFORMING
POSTCODE-LEVEL
DEMOGRAPHICS

1,000,000+
POINTS OF INTEREST

150,000
RETAIL
LOCATIONS

BILLIONS
OF POTENTIAL
COMBINATIONS

LOW PERFORMING



LAUNDROMAT
PROXIMITY
< 350M
= HIGHER
PROFITABILITY

BY IDENTIFYING
100
PROFITABILITY
DRIVERS

GAS STATION PROXIMITY
350M – 650M
= HIGHER PROFITABILITY

An aerial photograph of a city street, showing buildings, cars, and a crosswalk. The image is overlaid with a semi-transparent blue filter. A dark, semi-transparent rectangular box is positioned in the center, containing white text. The text is arranged in three lines: the first line is 'MORE THAN 1,000', the second line is 'NEW HIGH-PROFIT LOCATIONS TO', and the third line is 'UNLOCK GROWTH'. The font is a clean, sans-serif typeface, with 'UNLOCK GROWTH' being significantly larger and bolder than the other lines.

MORE THAN **1,000**
NEW HIGH-PROFIT LOCATIONS TO
UNLOCK GROWTH



Change...
How we engage

Change...
How we innovate

Change...
How we work

Change...
How we solve society
challenges



Change...
How we work

WHY
change?

Data-Driven Organization
Company-wide Communication
Culture Transformation
Empower employee to make decision

Change...

How we work
Empower People

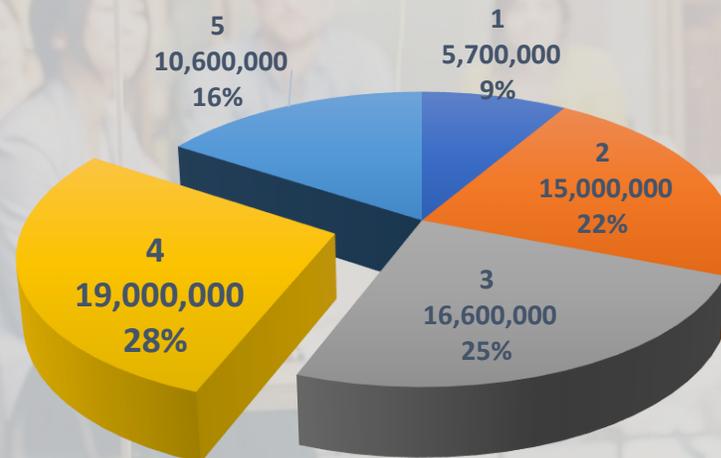
17M

firstline workers
Thailand

<5%

are senior officers
or managers

Connecting people from
the front lines to
the board room



Gen Millennial

will be 50% of Thai workforce
in the next 10-20 years

Empower your organization with Everyday AI in Modern Workplace



Connected experiences that foster teamwork and amplify skills

- ✓ Streamline your chat, calling and meetings with Microsoft Teams
- ✓ Stay on top of your email and calendar with Outlook
- ✓ Transform presentations and documents in less time with Ideas in Office



Uncover hidden insights and improve decisions

- ✓ Find content and expertise relevant to your work with Microsoft Search
- ✓ Quickly turn complex data into action with PowerBI and Workplace Analytics



Proactively secure your data and devices with intelligent security

- ✓ Actively monitor threats with Office 365 Advanced Threat Protection
- ✓ Secure your business data across identities, endpoints, apps and more with Microsoft 365

Microsoft Teams + AI



[Microsoft TEAMS Background Blur Video: https://youtu.be/-wCyq9oll_o](https://youtu.be/-wCyq9oll_o)

Total Economic Impact of AI in Modern Workplace

\$36.6 million projected org-wide benefits over 4 years

**Forrester estimate:
Productivity gains
and time savings
with AI in
Microsoft 365
capabilities¹**

	Search	MyAnalytics	Workplace Analytics	Ideas and Designer in PowerPoint	Ideas in Excel
Org gains over 4 years	\$6.6 million	\$6 million	\$13.8 million	\$3.5 million	\$6.7 million
Hours saved per worker	45 minutes per week	90 minutes per week	150 minutes per week	240 minutes per week	180 minutes per week

¹ Estimate based on composite organization of 8,500 knowledge workers from [Forrester Consulting Total Economic Impact™ of Microsoft 365 AI for Knowledge Workers](#), commissioned by Microsoft, February 2019





Change...How we optimize operation

CPF AI FarmLab



CPF AI FarmLab Video: https://youtu.be/Q7Cjk6_JREw?t=126



Change...
How we engage

Change...
How we innovate

Change...
How we work

Change...
How we solve society
challenges

A woman's profile is shown in a teal-tinted, semi-transparent style, looking upwards and to the right. Overlaid on her head is a complex digital globe composed of a network of white nodes and lines. The globe is filled with various small, semi-transparent images, including portraits of people, abstract patterns, and scientific diagrams. The background is a solid teal color with faint, repeating binary code (0s and 1s) on the right side.

Change...
How we innovate



Change...How we innovate
our products and services

PTT Smart Energy Platform

PTT Smart Energy Platform Story

[PTT Smart Energy Platform Video: https://youtu.be/9yWkQiY4VHU](https://youtu.be/9yWkQiY4VHU)



Our solution with Azure Cloud

Easy Rice M100 machine

80%

Cheaper

* 0.6 USD /sample

100%

More Certain

* Using Artificial intelligence

90%

Faster

* 10 minutes/sample



[EASY RICE Video:
https://youtu.be/mrXDEqdjer4](https://youtu.be/mrXDEqdjer4)





Change...
How we engage

Change...
How we innovate

Change...
How we work

Change...
How we solve society
challenges



Change...
How we solve society challenges

Change...

How we solve
society problem



AI for Accessibility



AI for Earth



**AI for Humanitarian
Action**



**AI for
Cultural Heritage**



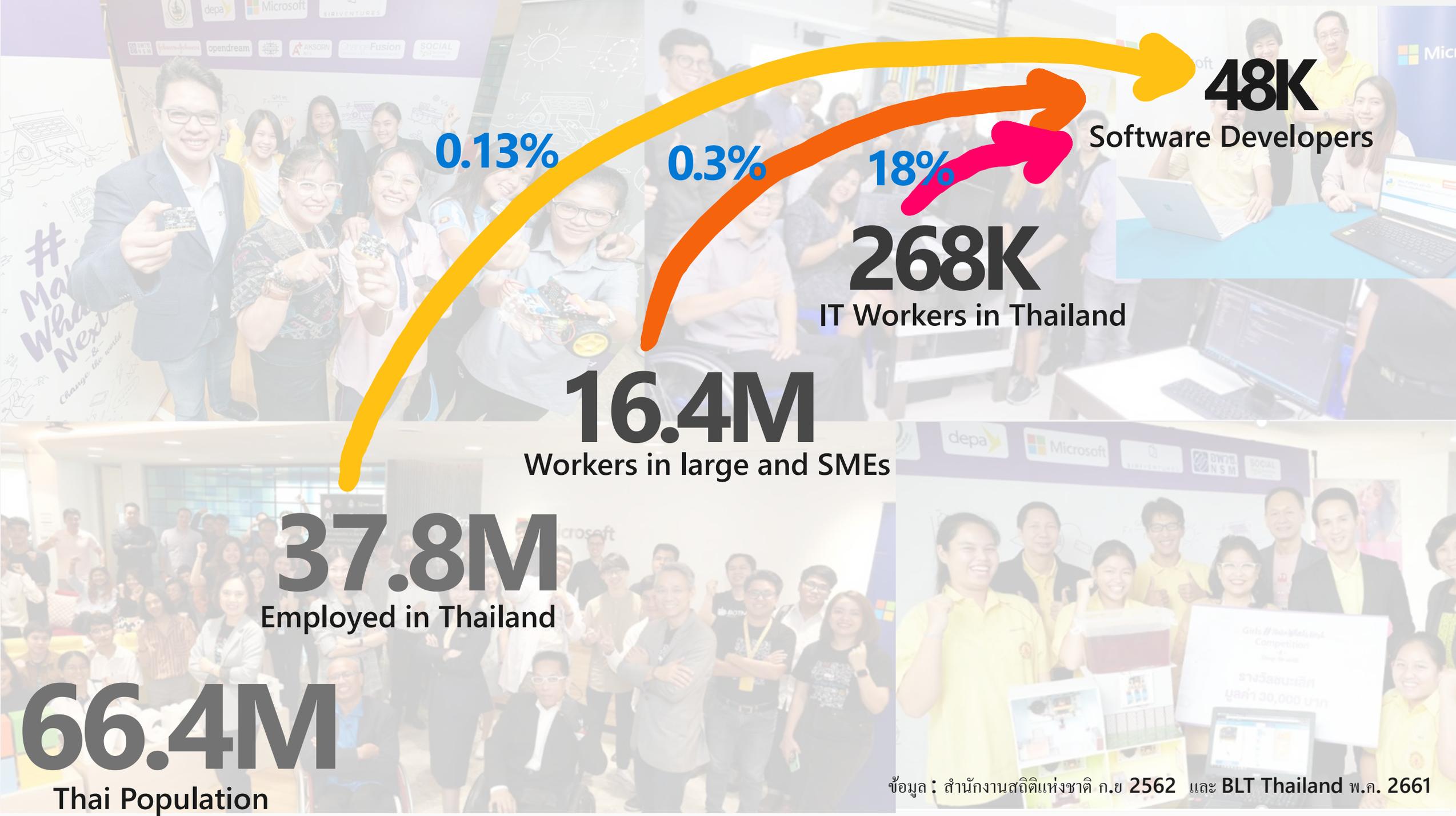
[Project EMMA Video: https://youtu.be/xsVly6wRGiE](https://youtu.be/xsVly6wRGiE)



Seeing AI VIDEO: <https://youtu.be/R2mC-NUAmMk>



AI is a game changer



48K

Software Developers

268K

IT Workers in Thailand

16.4M

Workers in large and SMEs

37.8M

Employed in Thailand

66.4M

Thai Population

Equipping people with
modern skills so that all may
participate in the digital economy



A photograph of two young children sitting on a grassy area. The child on the left is using a laptop, while the child on the right looks on. The image is overlaid with a semi-transparent green filter.

Digital skills for a
digital future

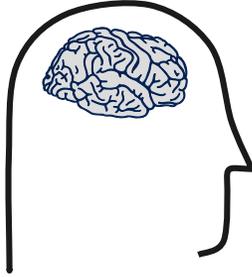
A photograph of two men in an industrial setting. The man on the left, wearing a white shirt and cap, points at a purple machine. The man on the right, wearing a dark blue shirt and cap, holds a tablet. Both shirts feature an 'E&H' logo.

Naoki Shibata
E&H Precision (Thailand)
From manager to
citizen developer

Another secret of **Success**...



Fixed Mindset

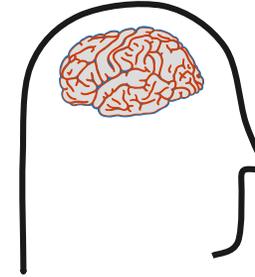


Belief that capabilities are fixed;
intelligence is pre-determined

Leads to a desire **to look smart**

**Avoiding challenges, seeing
failure as a bad outcome**

Growth Mindset



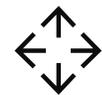
Belief that anyone can develop anything,
intelligence can be developed

Leads to a desire **to learn**

**Embracing challenges, seeing failure as
essential to mastery**



From: know-it-all



To: learn-it-all

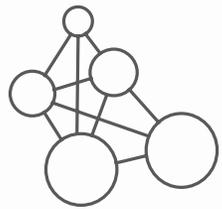
In partnership with



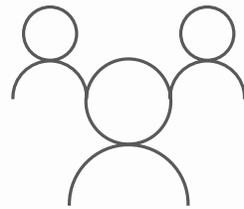
The Business School
for the World®

AI Business School

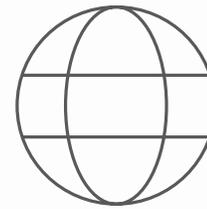
Lead with confidence in the age of AI



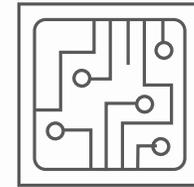
Shape Your AI
Strategy



Foster an AI
Culture



Implement AI
Responsibly



AI Technology for
Business Leaders

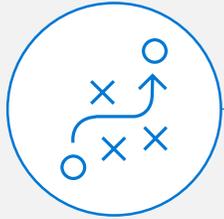
Start here

<https://microsoft.com/ai-business-school>

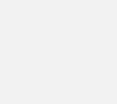
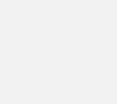
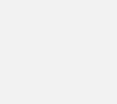
Modules for Everyone



Defining an AI strategy



- Defining an AI strategy for your business (INSEAD)
- Transforming your applications with AI (Telefonica)
- Transforming financial services with AI
- Transforming retail with AI
- Transforming manufacturing with AI
- Transforming healthcare with AI
- Bringing AI to every employee



Industry Focus

Enabling an "AI-ready" culture



- The need for an "AI-ready" culture in business (Mitra Azizirad)
- An "AI-ready" finance function (Amy Hood)
- An "AI-ready" marketing function (Chris Capossela)
- An "AI-ready" sales department (JPC)
- An "AI-ready" customer service function (Eileen Aikens)
- AI maturity model



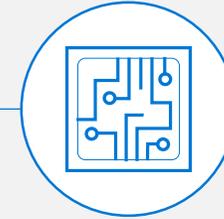
Implications of responsible AI in business



- Implications of responsible AI in business (Brad Smith)
- Responsible AI: Establishing guiding principles
- Responsible AI: Governance and external engagement



AI technology for business leaders



- State of the art AI technology (Harry Shum)
- AI technology overview I
- AI technology II – Microsoft's approach
- Introduction to machine learning and deep learning
- Microsoft's approach to pre-trained AI cognitive services
- Microsoft's approach to cognitive search
- Microsoft's approach to conversational AI (bots)
- Microsoft's approach to SaaS AI



AI Principles



Trust

Fairness

Ensure that AI does not inherit human bias

Reliability and Safety

Clear constraints, in-depth testing and human supervision to prevent unexpected consequences

Privacy and Security

Stronger laws and regulations governing data privacy

Inclusiveness

Build AI understanding of human diversity and prevent unfair exclusion

Transparency

Disclosure of AI logic to increase fairness, precision and reliability through cooperation

Accountability

AI designers and developers to be held responsible for their AI's actions



จากปัญญาประดิษฐ์
สู่การประดิษฐ์ปัญญา

THANK YOU