



The impact of AI

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Generative AI comes with remarkable power



Sustainability



Cyber



Health



**Efficiency and
Automation**

4 generic business opportunities to leverage



Enrich employee experiences



Reinvent customer engagement



Reshape business processes



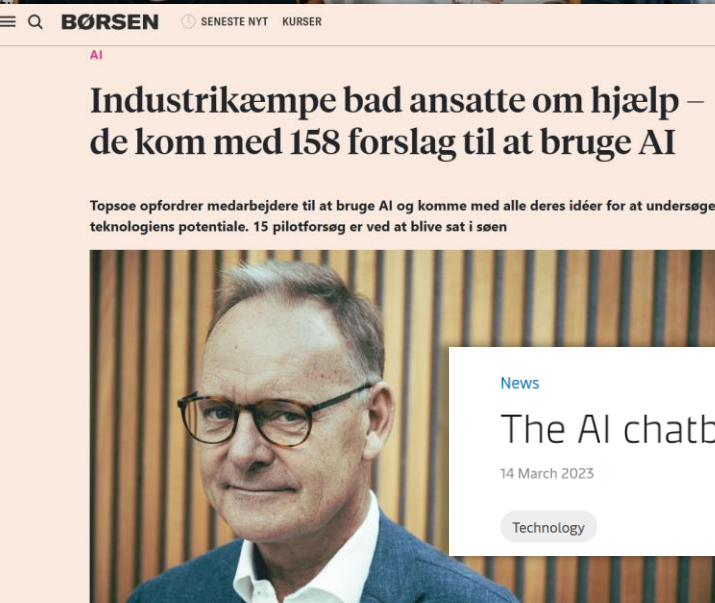
Bend the curve on innovation

Danish companies gaining value



October 1, 2024

Danske Statsbaner (DSB), the largest rail company in Denmark and Scandinavia, wanted to find out how GenAI could help solve a variety of operational challenges, such as the proliferation of graffiti.



Direktør for data, teknologi og transformation i Topsoe, Morten Holm Christiansen, mener, at kun via



"I'm proud of what the teams are doing in cardiovascular disease. They've brought forward an algorithm that can predict patients' cardiovascular risk better than the best clinical standards out there."

—Lars Fogh Iversen: Senior Vice President of Digital Science & Innovation
Novo Nordisk



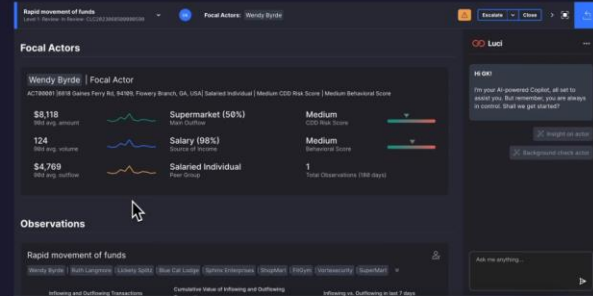
Standard services already in the market

Lucinity is using AI to fight FinCrime



Meet Luci: An AI-powered copilot

Luci makes navigating the complexities of financial crime prevention simpler and more efficient. No more countless hours spent on data analysis; Luci delivers key insights within minutes. It's more than just a step forward—it's a groundbreaking leap into a new era of work.



Copilot



Case Study: Sweden's National Hotline

Corti

"Our more than 800 operators use Corti for safer and faster medical triaging. This has allowed us to significantly increase patient safety through protocol adherence, while reducing average call duration by more than 20 percent and counting."



Meet DAX™ Copilot

AI-automated clinical notes in seconds



LONDON STOCK EXCHANGE

GenAI assistant enabling
your people with
in-depth data insights and
creative collaboration
in real-time



News from Brussels

- Draghi report
- New European Commission
- AI Act

The future of European competitiveness

Part A | A competitiveness strategy for Europe

SEPTEMBER 2024

“We are failing to translate innovation into commercialisation, and innovative companies that want to scale up in Europe are hindered at every stage by inconsistent and restrictive regulations”

Will AI Kill the climate?

Microsofts promise: Empowering removal of all emissions by 2050



**Carbon
negative
by 2030**



**Water
positive
by 2030**



**Zero
waste
by 2030**



**Protect more
land than we
use and build a
Planetary
Computer**

All datacenters on green energy by 2025

What is next?



- Scaling of value and change in jobs
- Avatars and robots in various fields
- Small specific models – ‘edge’
- Revolution of the drug and food industry
- AI to reason and engage in complex problem solving



Thank you

Microsoft Azure Cloud **Runs on trust**



Your data is
your data



Your data from any
fine-tuning is not used
to train the foundation
AI models



Your data is protected by
the most comprehensive
enterprise compliance
and security controls

4 different Types of Generative AI tools



ChatGPT – Open AI
Natural Language
Processing tool
Open and free model



OpenAI on Azure
Build your own
GPT in a secure
environment



Copilot, OpenAI
powered processing
embedded in
microsoft applications



GitHub copilot,
OpenAI
powered
coding

Cyber will transform with AI

Deepfake attacks: Creating realistic videos, images, and audio of 'people'.

Data poisoning attacks: Using fake or manipulated data to corrupt machine learning models.

Adversarial attacks: Intentionally manipulating input data to fool AI systems.

Model stealing attacks: Stealing machine learning models trained with sensitive data.

