

# Dr(AI)ving Tomorrow



**Doris Lippert**

Member of the Executive Board  
Microsoft Austria





Pause (k)



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Für Details scrollen





# Dr(AI)ving Tomorrow

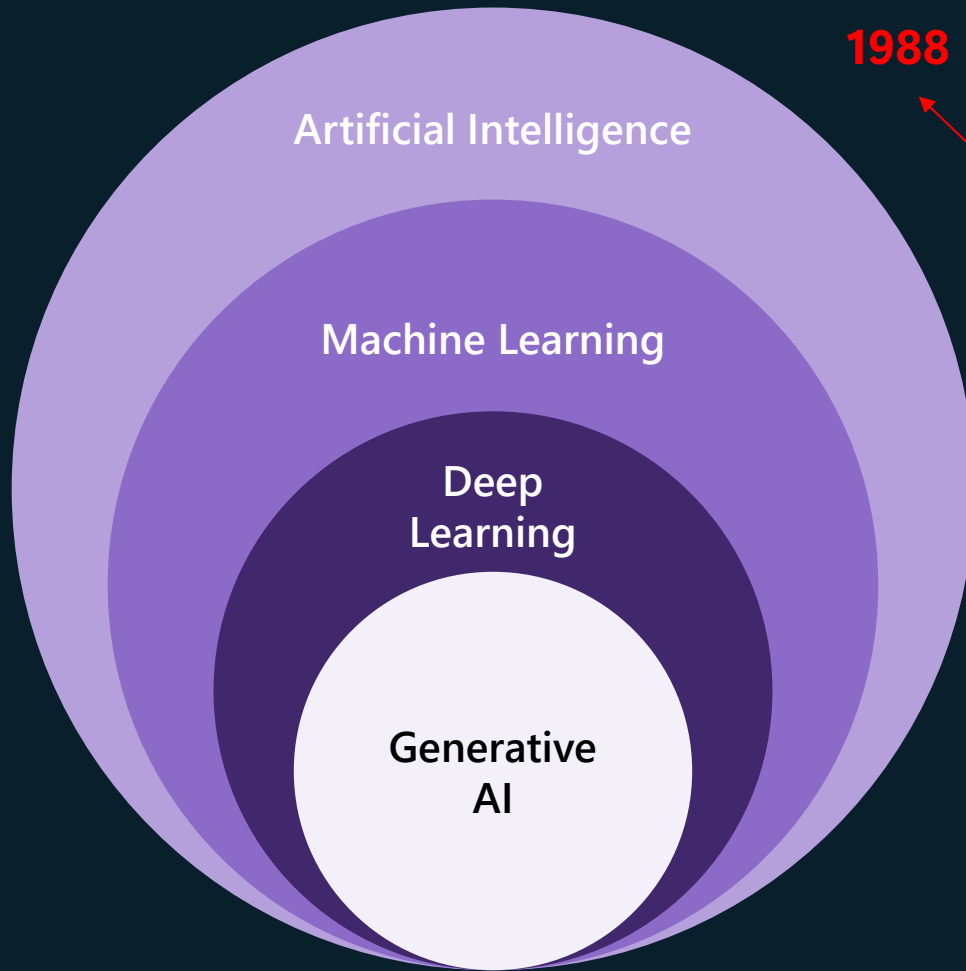


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# AI breakthroughs



1988

1956

## Artificial Intelligence

The field of computer science that seeks to create intelligent machines that can replicate or exceed human intelligence.

1997

## Machine Learning

Subset of AI that enables machines to learn from existing data and improve upon that data to make decisions or predictions.

2012

## Deep Learning

A machine learning technique in which layers of neural networks are used to process data and make **decisions**.

2021

## Generative AI

Create new written, visual, and auditory content given prompts or existing data.



### DIGITAL ASSISTANTS

AI-driven tools like Siri, Alexa, or Google Assistant help manage daily tasks, provide answers to queries, and control smart home devices, making everyday life more convenient.



### SOCIAL MEDIA

AI curates personalized content feeds, moderates user-generated content, and suggests friends or interest groups based on behavior, enhancing social connectivity.



### DRIVING



AI powered self-driving cars and real-time traffic predictions improves road safety and enables efficient transportation.

### FACIAL RECOGNITION



AI secures devices, verifies identities, and enables seamless user access through face-based authentication.

### FRAUD DETECTION



AI detects suspicious transactions and patterns in real-time, protecting users from financial fraud and cyber threats.

### SPAM DETECTION



AI filters out unwanted emails or messages, ensuring a cleaner inbox and protecting against phishing scams.

### RECOMMENDATION SYSTEMS



AI suggests products, shows, or music tailored to individual preferences, enhancing user engagement.

### CONTENT STREAMING



AI optimizes streaming quality, recommends content, and personalizes viewing experiences on platforms like Netflix.

### SMART KEYBOARDS

AI predicts and autocorrects text as users type, improving typing speed, accuracy, and overall communication efficiency on smartphones and computers.



### SEARCH ENGINES

AI enhances search engines by ranking and delivering the most relevant search results quickly, making it easier to find accurate information online.



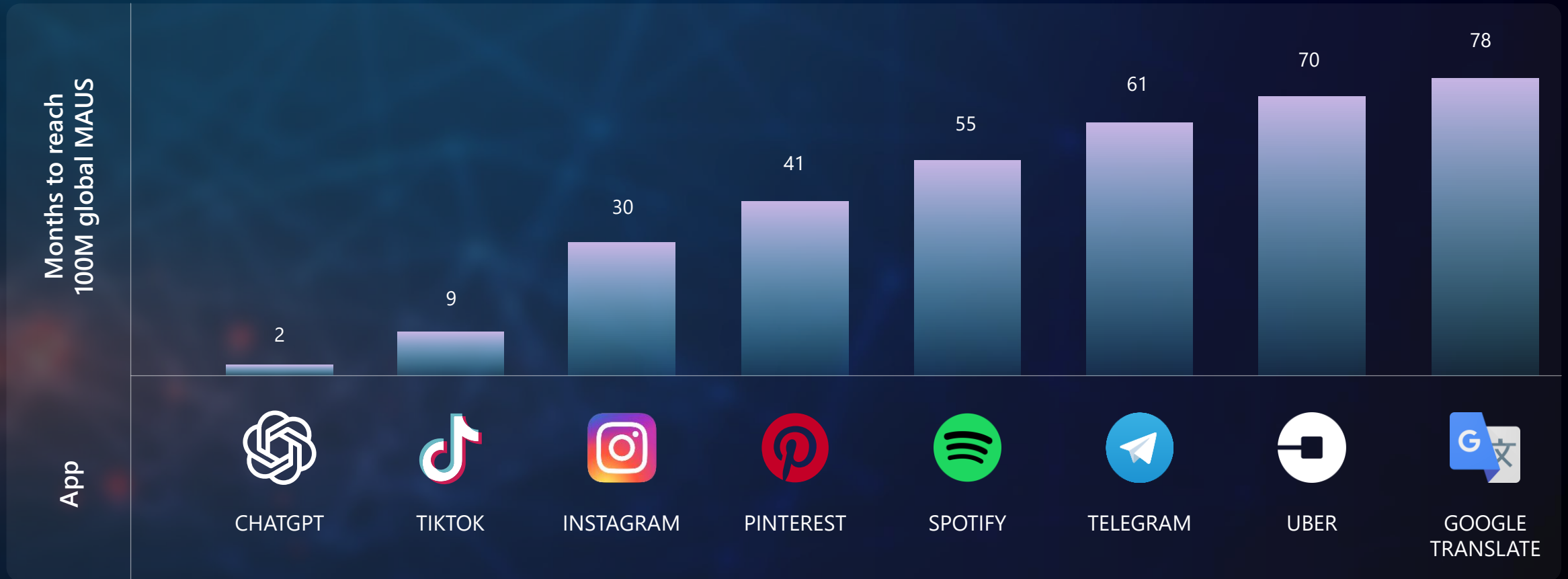
# AI in Daily Life



# How long it took top apps to hit 100M monthly users

ChatGPT is estimated to have hit 100M users in January, two months after its launch.

Here's how long it took other top apps to reach that:



# Generative AI

## Top 4 capabilities



### Content generation

Automatically generate responses to customer inquiries

Generate personalized website UIs or marketing images



### Summarization

Summarize customer support conversation logs

Summarize social media trends



### Code generation

Convert natural language to database query language to "ask questions" of your data

Comment and document code



### Semantic search

Search reviews for a specific product/service

Discover new products and knowledge mining

# AI is shifting business today

Every  
individual

Every  
team

Every  
industry





Single  
Purpose Tool



General Purpose  
Technology



Die Gutenberg-Presse im Deutschen Bibliographischen Museum zu Dresden.



New York Skyline 1850



New York Skyline early 1900



# The “Tech Stack” for the Printing Press

Writers and readers

Publishers, booksellers

Newspapers, newsletters, organizations

Bookbinders

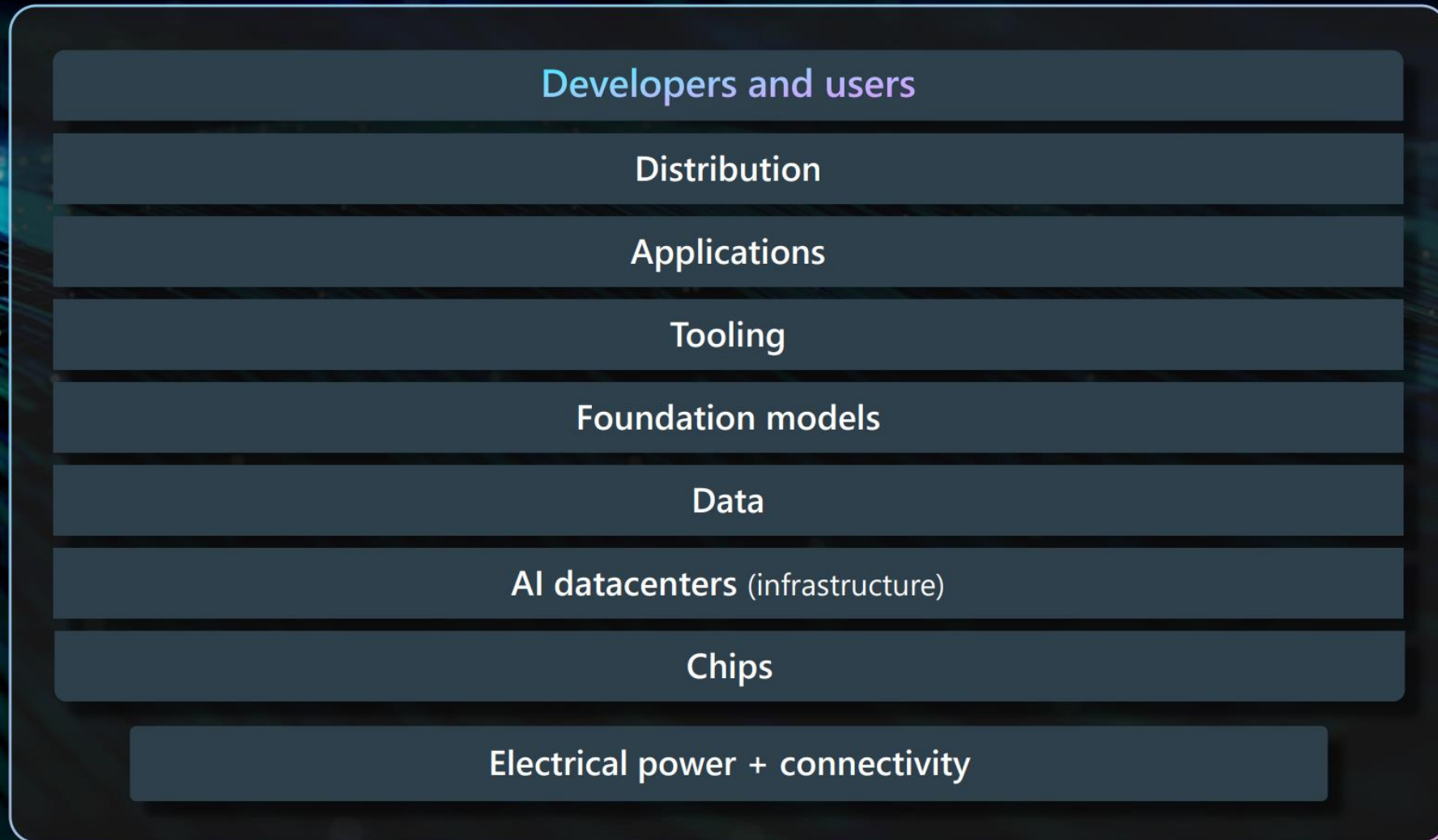
Ink

Paper

Type foundries, punch setters

Printing press

# The Tech Stack for AI





# AI is shifting business today

Every  
individual

Every  
team

Every  
industry

# Beispiel von GenAI Use Cases in Unternehmen

1

## R&D AI-Assistant



KI-basierter Assistent, der Wissenschaftler und Ingenieure in die Lage versetzt, neue Produkte schneller zu entwickeln.

R&D

2

## Plant copilots



GenAI-basierte Assistenten, die die Produktivität, die Produktionseffizienz, die kontinuierliche Verbesserung und die Ursachenanalyse steigern.

Production

3

## Demand AI-Copilot



Konversations-Chatbot für Bedarfsplaner, um Fragen zu Angebot und Nachfrage zu beantworten, den richtigen Bestand, die Produktionsplanung und die Service-Levels sicherzustellen.

Supply Chain

4

## Sales and Marketing AI-assistant



KI-gestützte Chatbots und Copiloten für Verkäufer und Vermarkter, um gezielte Kampagnen zu ermöglichen und die Umsatzgenerierung zu verbessern.

Marketing and Sales

5

## Customer AI-assistant



KI-Assistent für Kundenservice und Interaktionen, die ein nahtloses Kundenerlebnis ermöglichen.

Customer Service

# GenAI Value Creation



Research &  
Development



**38%**  
of development time  
is reduced by  
generative design



Manufacturing  
Operations



**20%**  
increase in  
productivity



Supply Chain



**15%**  
improvement in  
profitability  
**5%** reduction  
in operating costs



Sales & Marketing



**30%** of  
outbound marketing  
messages will be  
generated  
synthetically in 2025.



Customer Service



**~30%** of  
conversations  
answered by customer  
service bots



Finance Operations



**90%** of  
quarterly reporting  
material will be  
generated  
synthetically by 2025



Is my cat insured?

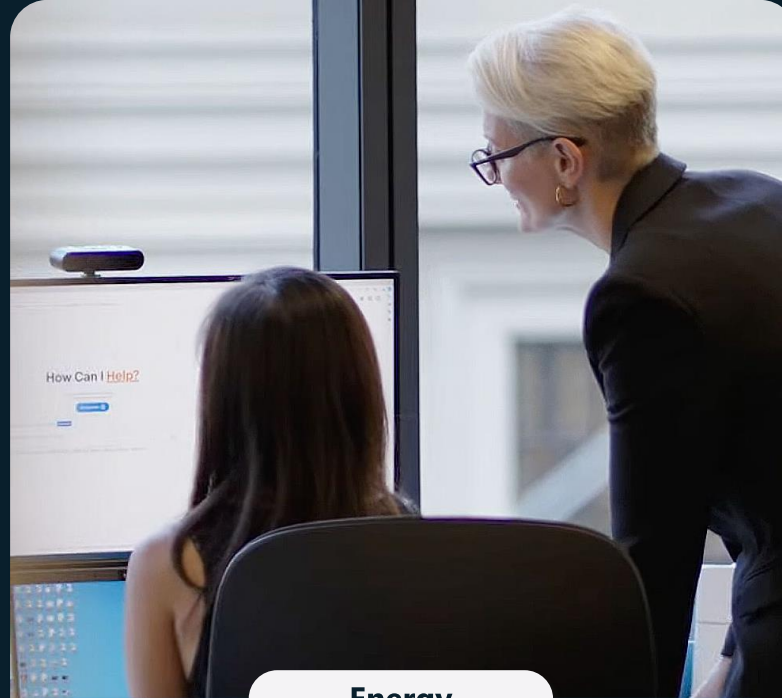
What about my pv system?

How high is my electricity bill?

Insurance

**UNIQA**

24/7 Precise tariff information



Energy

**Burgenland Energie**

AI empowered Contact Center



Technical Service

**RohrMax**

AI in Everyday Life - Intelligent  
Sewer Maintenance

# AI Transformation

## 4 Examples



Enrich employee  
experiences



Reinvent customer  
engagement



Reshape business  
processes



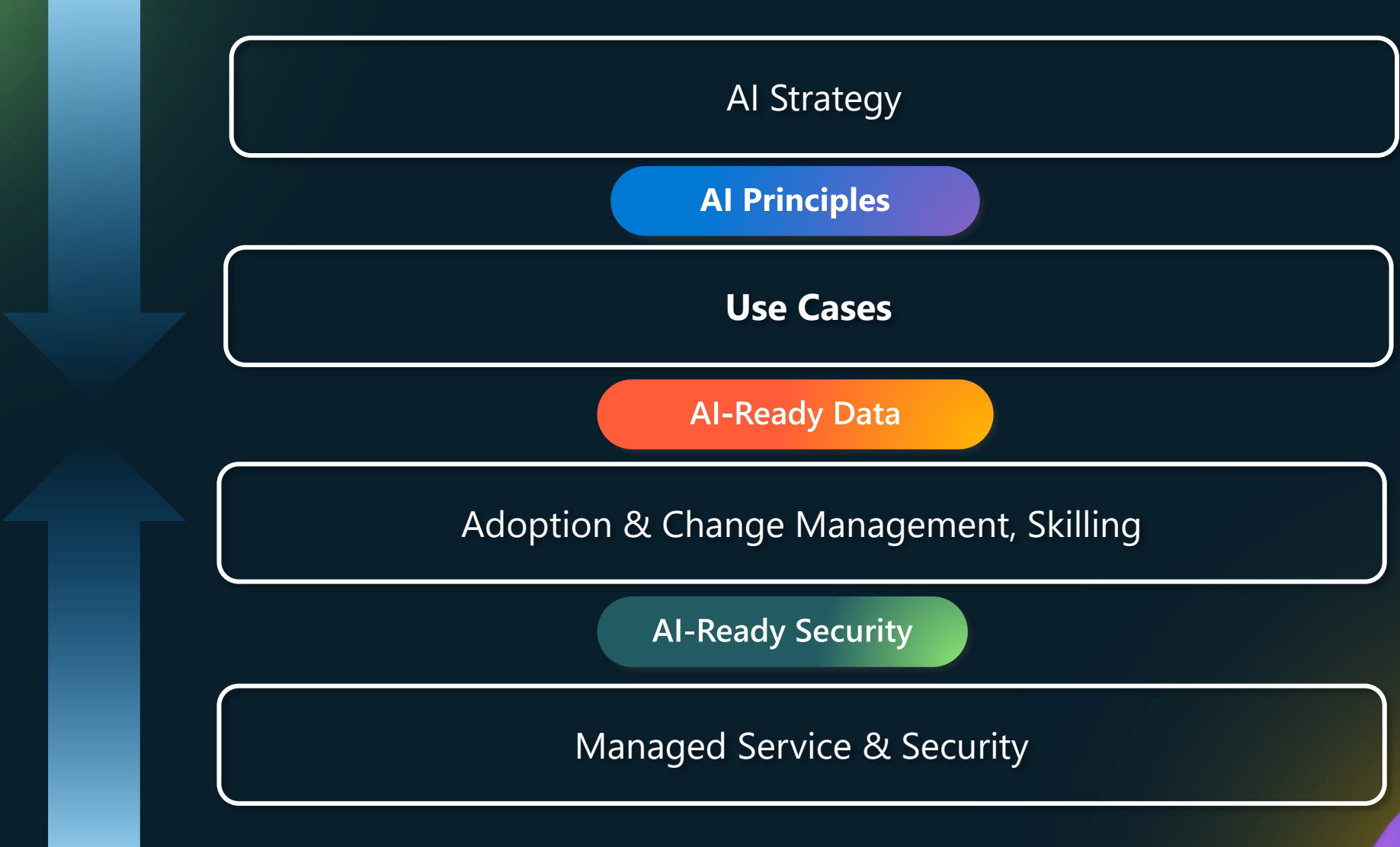
Bend the curve on  
innovation







# Design an AI Company



AI Strategy

AI Principles

Use Cases

AI-Ready Data

Adoption & Change Management, Skilling

AI-Ready Security

Managed Service & Security

Companies which use the power AI  
will outperform Companies without.

# AI is shifting business today

Every  
individual

Every  
team

Every  
industry



# What is causing time & energy deficiency?

Employees without time & energy are...

2x

more likely to say  
they struggle with **too  
many meetings**

The Broken Meeting

2.5x

more likely to say they  
struggle with **spending too  
much time searching for the  
right information or data**

The Information Labyrinth

3.5x

more likely to say  
they **don't have  
enough focus time**

The Blank Page

# How are you using Copilot? Broken Meeting

The screenshot displays a Microsoft Teams meeting interface. The main window shows a presentation slide titled "AI Innovation Facilitator Partner Kick-off Meeting" with a play button icon. The slide also includes the date "2025-04-11 14:00 UTC" and the names of the recorded and organized participants: Geronimo Janosievics and Marilena Koumartzaki. Below the slide, there is a list of speakers with their names and progress bars: Marilena Koumartzaki, Christian Maranitsch, Geronimo Janosievics, Markus Reichart, and Bernd Zimmermann (GTM Lead). A link to "Show all 11 speakers" is visible.

The right sidebar contains a "Content" section with a document icon and the title "Kickoff\_AIIF Partner Meeting.pptx". Below this, there are tabs for "Notes", "AI summary", "Mentions", "Transcript", and a "+1" dropdown. The "AI summary" tab is selected, showing a generated summary by AI. The summary includes a disclaimer "Generated by AI. Check for accuracy." and a "Copy all" button. The summary text is in German and discusses the meeting's purpose and the next steps. Below the summary, there is a section for "Follow-up tasks" with three bullet points: "Nominierungsformular", "Öffentlicher Kalender", and "Zusammenfassung und Links".

**Content**

Kickoff\_AIIF Partner Meeting.pptx

Notes AI summary Mentions Transcript +1

Generated by AI. Check for accuracy. Copy all

koordinieren.

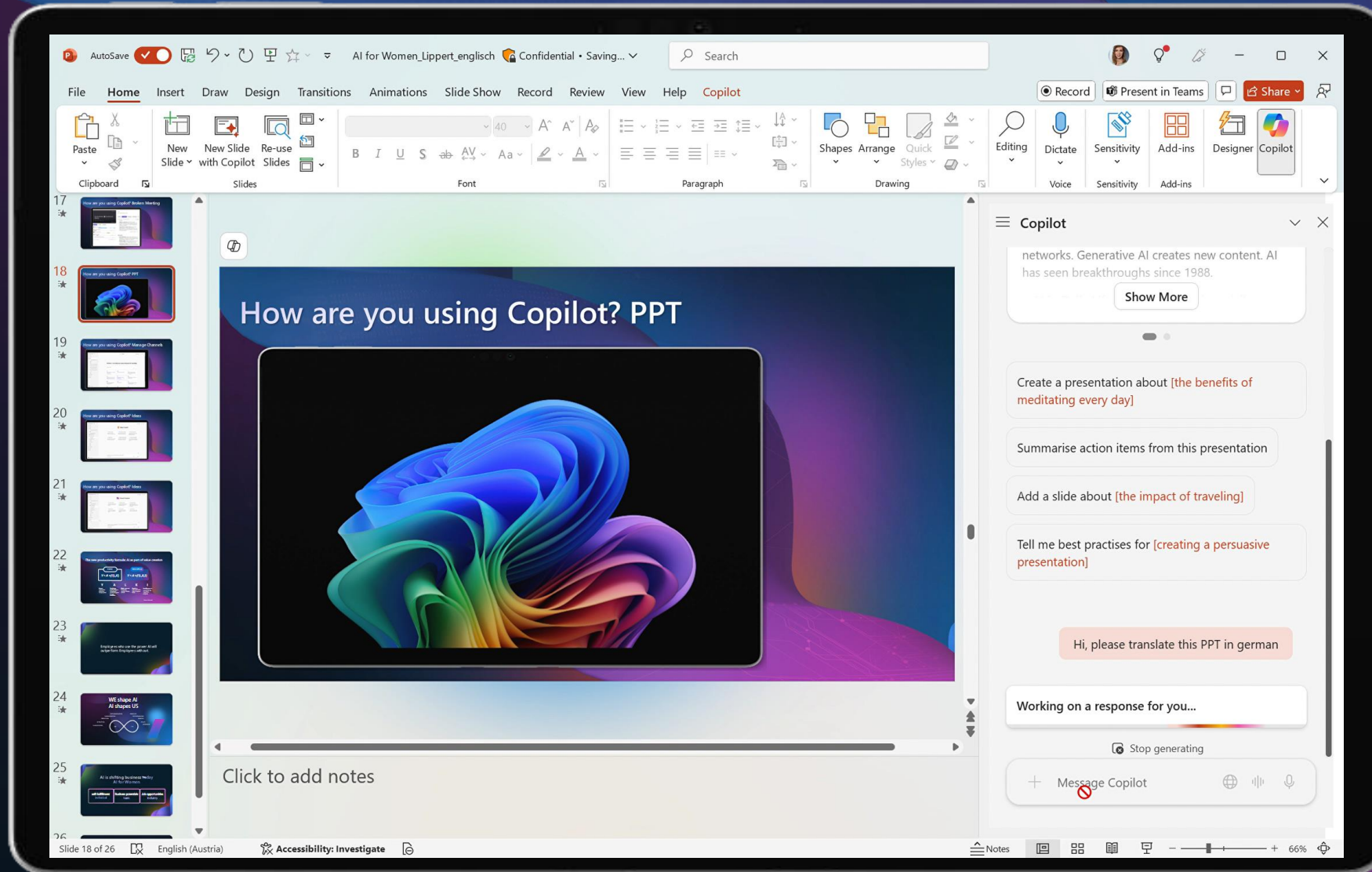
- > **Feedback und Anpassungen:** Michael schlug vor, einen öffentlichen Kalender für die Raumbuchung zu erstellen, um die Koordination zu erleichtern. Christian und Marilena nahmen das Feedback auf und versprochen, es zu prüfen und nächste Woche eine Lösung zu präsentieren.
- > **Zusammenfassung und nächste Schritte:** Marilena fasste die Sitzung zusammen und erklärte, dass die Partner eine Zusammenfassung und die Links erhalten werden. Sie betonte die Bedeutung der Kommunikation mit den BDMs und wünschte allen ein schönes Wochenende.

Are these notes useful? 👍 🗨

**Follow-up tasks**

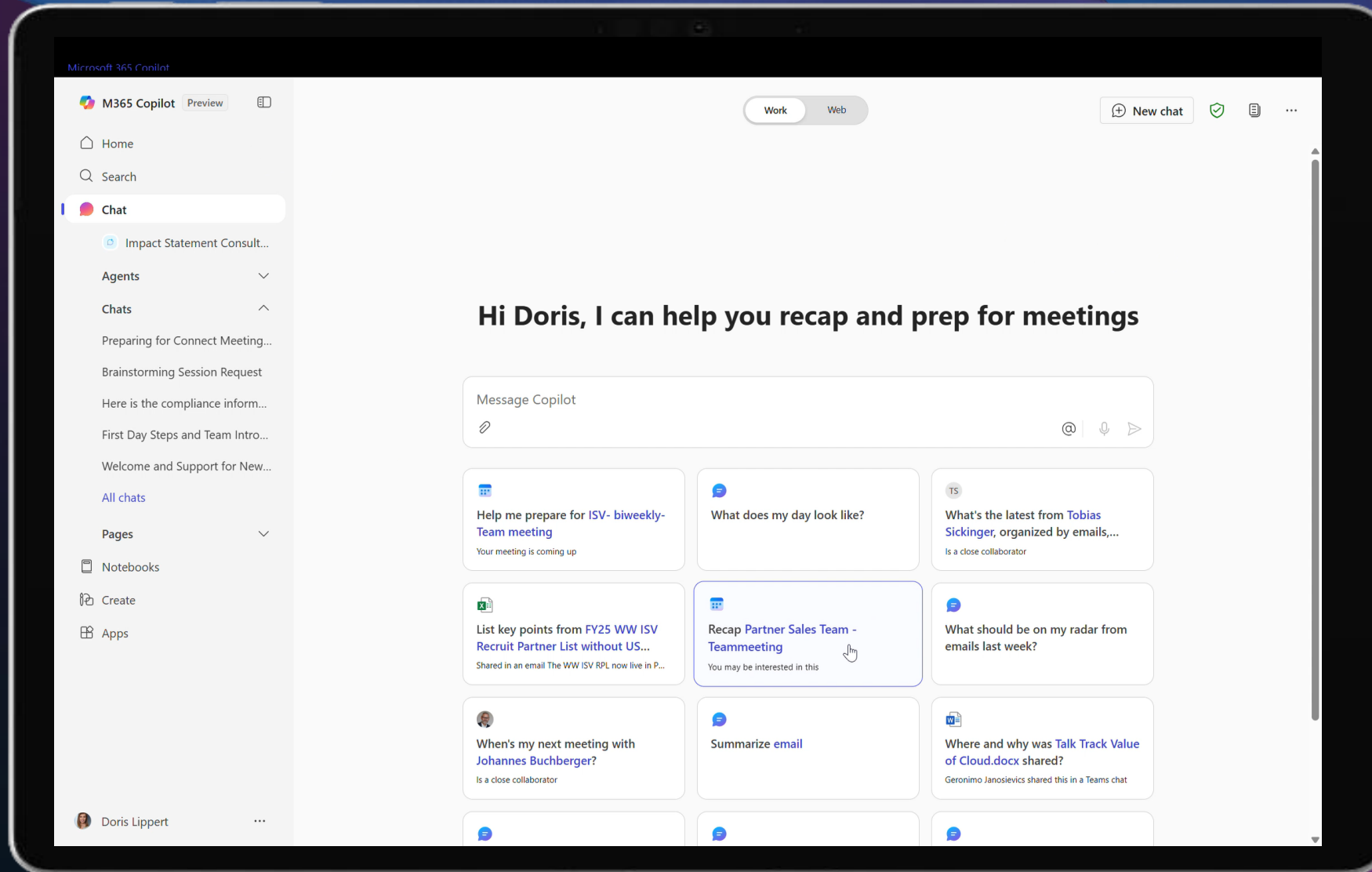
- **Nominierungsformular:** Passe das Nominierungsformular an, um sowohl One-to-One- als auch One-to-Many-Events abzudecken und sicherzustellen, dass Events, die nicht im Raum stattfinden, ebenfalls auf der Landing Page erscheinen können. (Marilena)
- **Öffentlicher Kalender:** Erstelle einen öffentlichen Kalender, in dem Partner die Verfügbarkeit des Raums einsehen können, um die Koordination von Terminen zu erleichtern. (Marilena, Markus)
- **Zusammenfassung und Links:** Sende eine Zusammenfassung des heutigen Meetings mit den besprochenen Links und Informationen

# How are you using Copilot? PPT



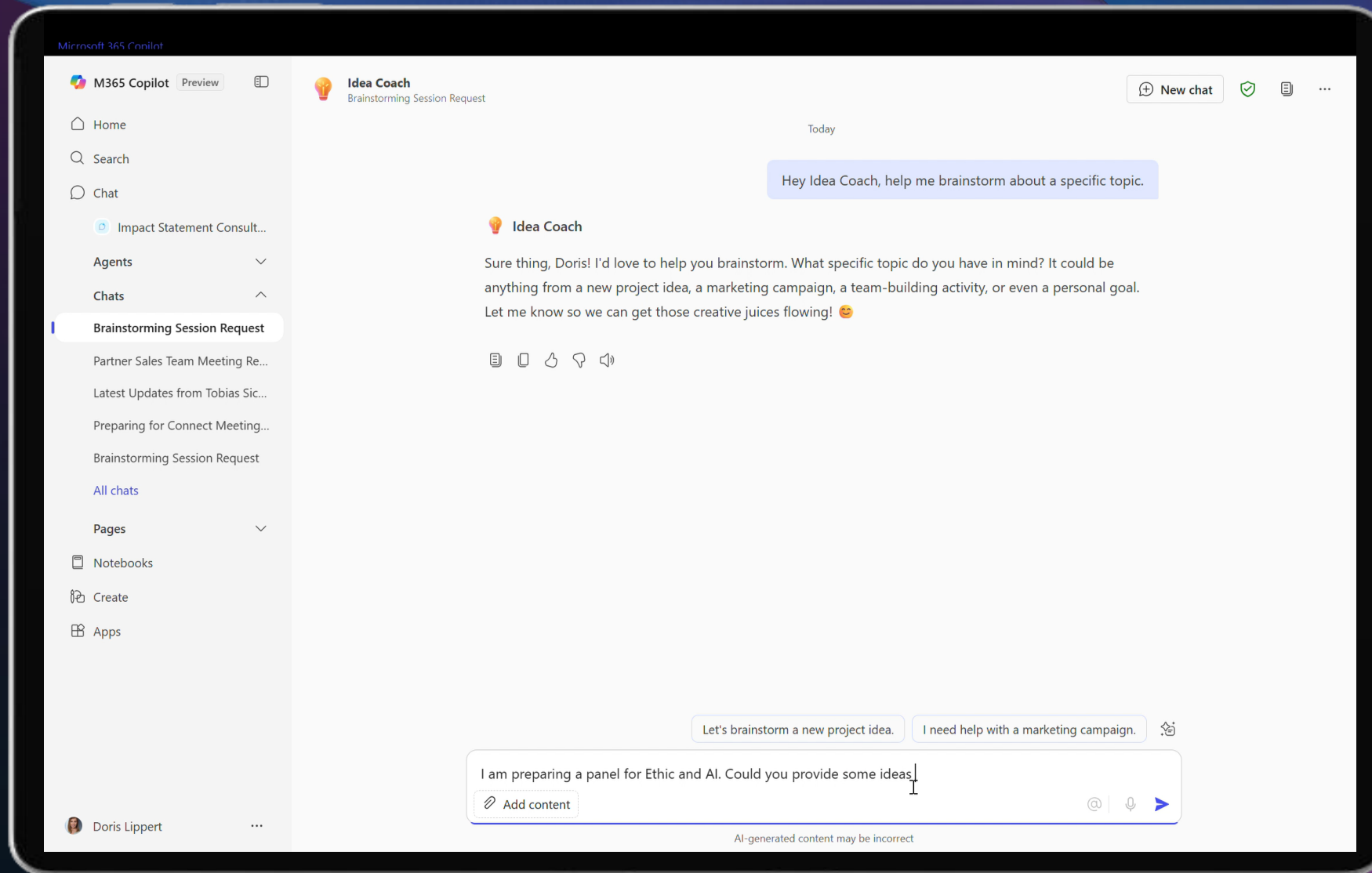


# How are you using Copilot? Manage Channels

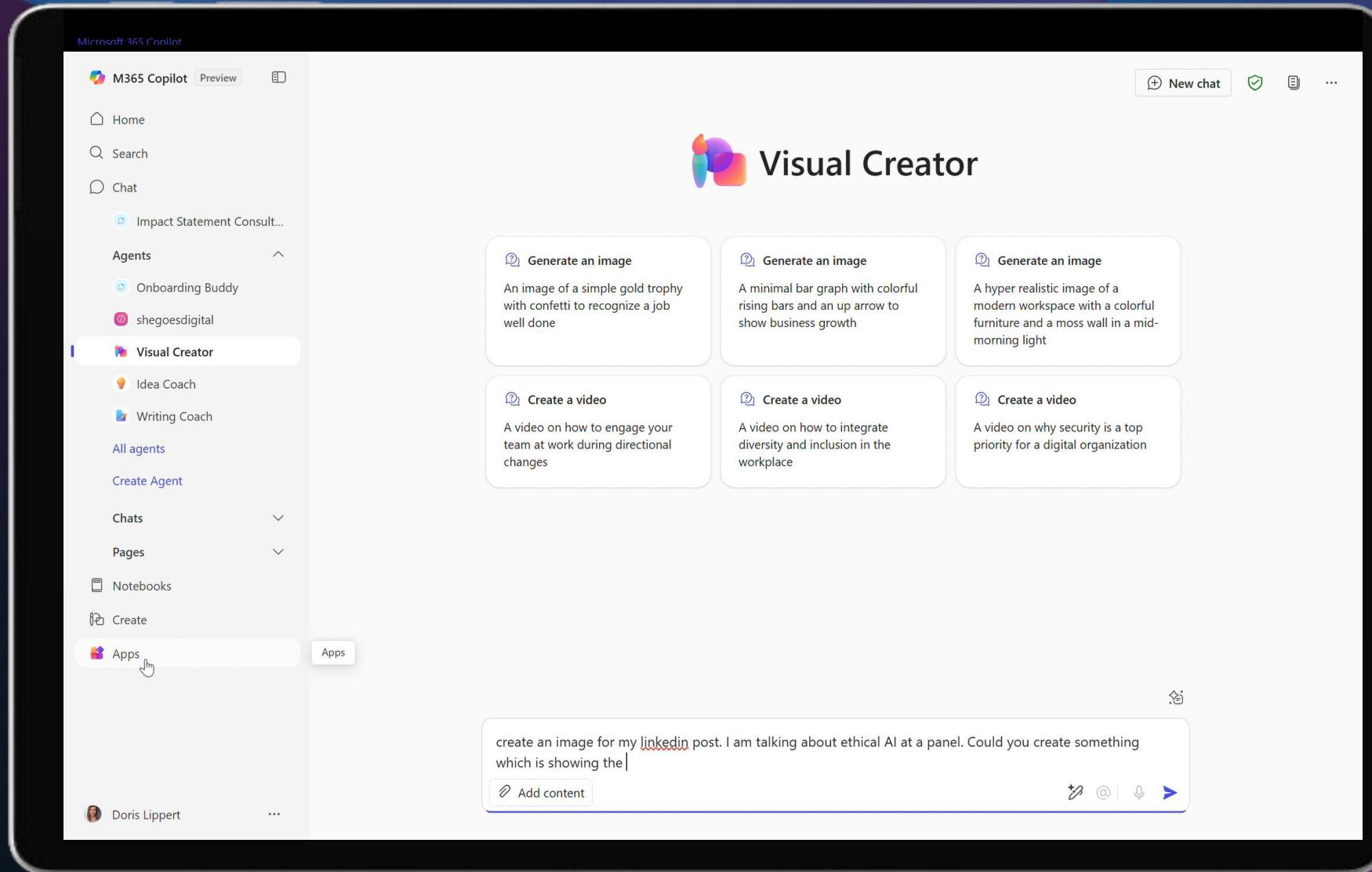




# How are you using Copilot? Ideas



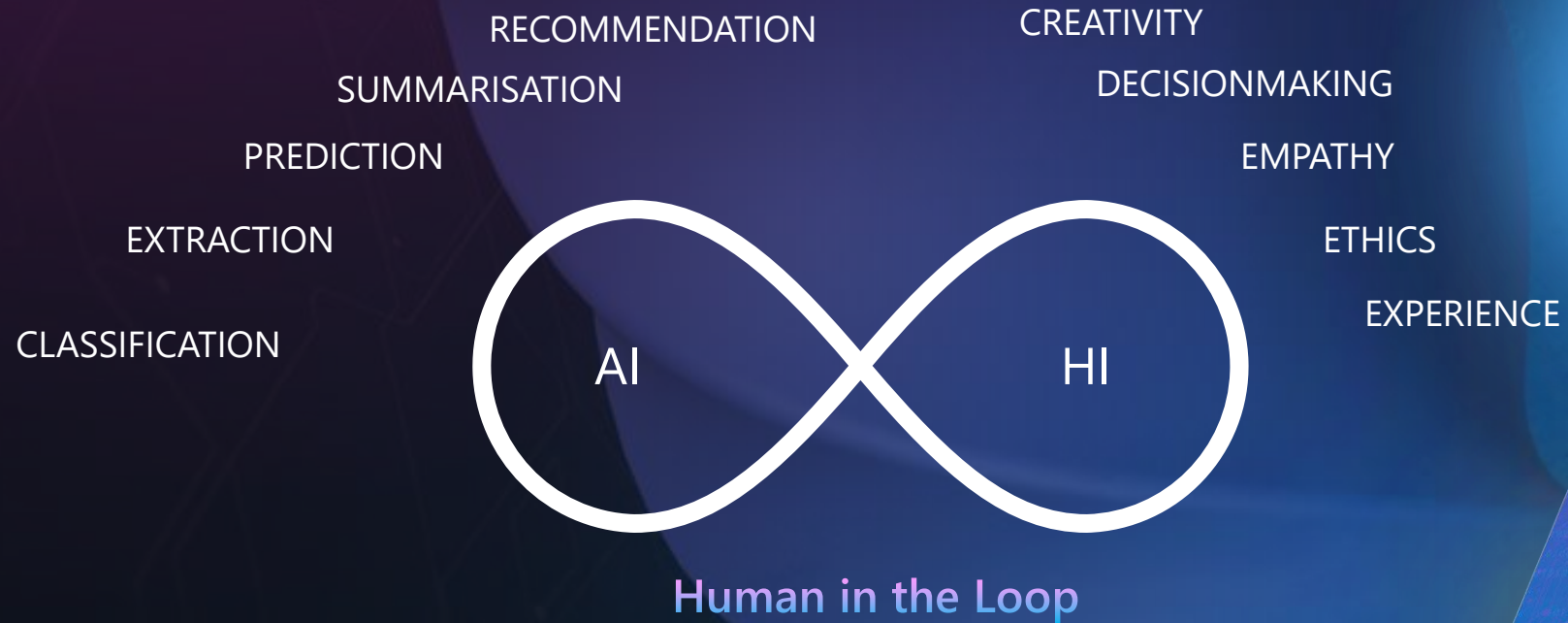
# How are you using Copilot? Ideas



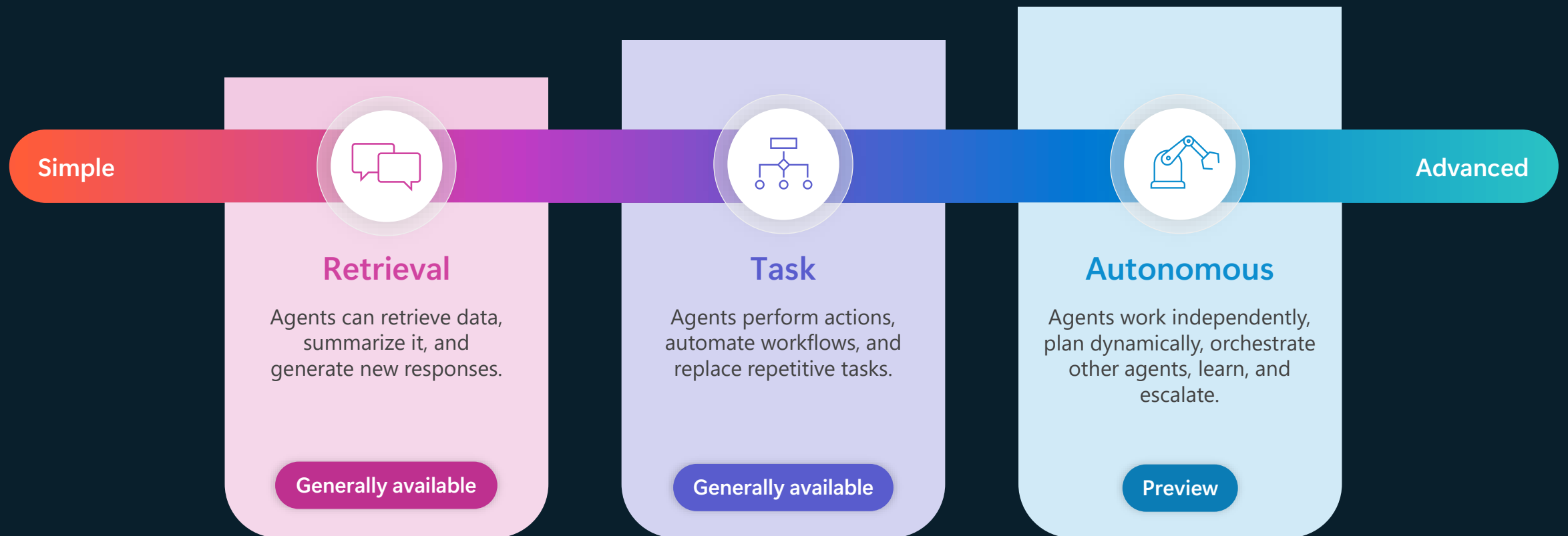
Employees who use the power AI will  
outperform Employees without.



# WE shape AI AI shapes US



# Process design with agents: Depending on your needs, agents vary in skills and complexity



# AI is shifting business today

self-fulfillment  
individual

Business potentials  
team

Opportunities  
industry

*“The future isn’t coming,  
it’s already here! We can  
now decide if we are in the  
DrAlver seat!”*

Doris Lippert

