

Ecosystm VendorSphere



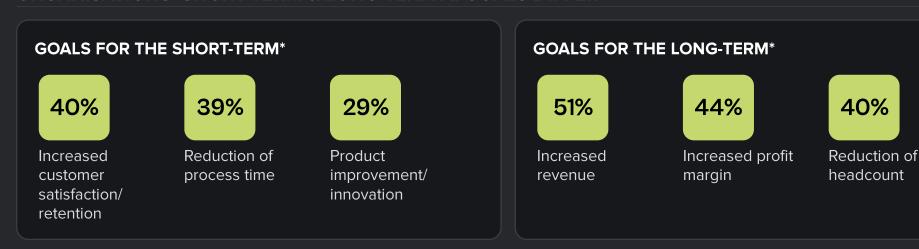
Microsoft's Al Vision: Initiatives & Impact



Aiming for Alignment: Al Landscape in 2024

In 2024, business and tech leaders will capitalise on the spotlight on GenAl engines to integrate Al across their operations. Organisations will prioritise aligning initial GenAl initiatives with broader Al strategies, setting clear short-term and long-term goals for their Al investments.

ORGANISATIONS' SHORT-TERM & LONG-TERM AI GOALS DIFFER



^{*} Short-term — 6-12 months; Long-term — More than 2 years Source: Ecosystm, 2024



As tech providers such as Microsoft enhance their capabilities and products, they will impact business processes and technology skills, and influence other tech providers to reshape their product and service offerings.



Microsoft recently organised briefing sessions in Sydney and Singapore, to present their future roadmap, with a focus on their Al capabilities.

"Don't ask what computers can do, ask what they should do."

Brad SmithVice Chair & President, Microsoft



Ecosystm Advisors provide insights on Microsoft's recent announcements and messaging.



Achim Granzen
Principal Advisor



Peter Carr
VP Ecosystm Consulting



Tim Sheedy VP Research



What are your thoughts on Microsoft Copilot?



Tim Sheedy
VP Research

The future of GenAl will not be about single LLMs getting bigger and better — it will be about the use of multiple large and small language models working together to solve specific challenges. It is wasteful to use a large and complex LLM to solve a problem that is simpler. Getting these models to work together will be key to solving industry and use case specific business and customer challenges in the future. Microsoft is already doing this with Microsoft 365 Copilot.



Achim Granzen
Principal Advisor

Microsoft's Copilot – a shrink-wrapped GenAl tool based on OpenAl – has become a mainstream product. Microsoft has made it available to their enterprise clients in multiple ways: for personal productivity in Microsoft 365, for enterprise applications in Dynamics 365, for developers in Github and Copilot Studio, and to partners to integrate Copilot into their applications suites (E.g. Amdocs' Customer Engagement Platform).



How, in your opinion, is the Microsoft Copilot a game changer?



Achim Granzen
Principal Advisor

Microsoft's Customer Copyright Commitment, initially launched as Copilot Copyright Commitment, is the true game changer.

It safeguards Copilot users from potential copyright infringement lawsuits related to data used for algorithm training or output results. In November 2023, Microsoft expanded its scope to cover commercial usage of their OpenAl interface as well.

This move not only protects commercial clients using Microsoft's GenAl products but also extends to any GenAl solutions built by their clients. This initiative significantly reduces a key risk associated with GenAl adoption, outlined in the product terms and conditions.

However, compliance with a set of Required Mitigations and Codes of Conduct is necessary for clients to benefit from this commitment, aligning with responsible Al guidelines and best practices.

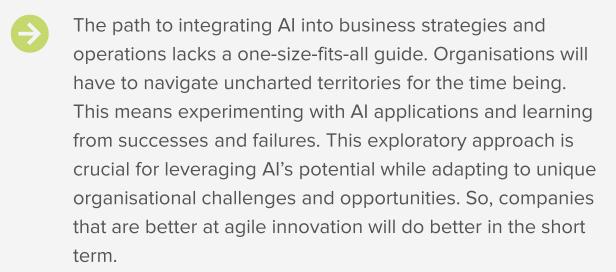


Where will organisations need most help on their Al journeys?



Peter Carr
VP Ecosystm Consulting

Unfortunately, there is no playbook for Al.



The effectiveness of AI is deeply tied to the availability and quality of connected data. AI systems require extensive datasets to learn and make informed decisions. Ensuring data is accessible, clean, and integrated is fundamental for AI to accurately analyse trends, predict outcomes, and drive intelligent automation across various applications.



What advice would you give organisations adopting Al?



Tim Sheedy VP Research

It is all about opportunities and responsibility.



Al and hybrid work are often discussed as different trends in the market, with different solution sets. But in reality, they are deeply linked. Al can help enhance and improve hybrid work in businesses – and is a great opportunity to demonstrate the value of Al and tools such as Copilot.

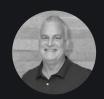


What should Microsoft focus on?



Tim Sheedy VP Research

Microsoft faces a challenge in educating the market about adopting AI, especially Copilot. They need to educate business, IT, and AI users on embracing AI effectively. Additionally, they must educate existing partners and find new AI partners to drive change in their client base. Success in the race for knowledge workers requires not only being first but also helping users maximise solutions. Customers have limited visibility of Copilot's capabilities, today. Improving customer upskilling and enhancing tools to prompt users to leverage capabilities will contribute to Microsoft's (or their competitors') success in dominating the AI tool market.



Peter CarrVP Ecosystm Consulting

Grassroots businesses form the economic foundation of the Asia Pacific economies. Typically, these businesses do not engage with global SIs (GSIs), which drive Microsoft's new service offerings. This leads to an adoption gap in the sector that could benefit most from operational efficiencies. To bridge this gap, Microsoft must empower non-GSI partners and managed service providers (MSPs) at the local and regional levels. They won't achieve their goal of democratising AI, unless they do. Microsoft has the potential to advance AI technology while ensuring fair and widespread adoption.



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