

AI Use Cases for Business Leaders

Realise Value with AI



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The Transformative Business Value of AI

While AI itself is not new, the ongoing explosion of data, coupled with the steady increase in computational power, is having a significant impact on business operations. Deep learning has produced essential breakthroughs in computer vision and language capabilities. And the rapid adoption of generative AI technologies – the subset of AI that involves the use of algorithms and techniques to generate new data, such as with language models like ChatGPT – has made AI products and services easier to use. As a recent Forrester study summarised, “AI adoption is no longer an emerging trend, with 73% of data and analytics decision-makers building AI technologies and 74% seeing a positive impact in their organisations.”¹

AI is the next technological revolution for business, building on the cloud, the internet, PCs and transistors (as shown in Figure 1). AI already plays a crucial role in business strategy and operations, and

The Business Impact of Microsoft AI

Microsoft AI can have a tangible economic impact on businesses. In one example, a recent study conducted by Forrester Consulting concluded that Azure AI benefits include:⁴

- A 150% increase in work output
- Improved spending optimisation, reducing costs by 7%

it will only become more vital in the years to come. Globally, businesses are projected to double their AI investments from 2021 to 2025.²

AI is a quickly evolving field, particularly for business applications. This eBook is designed to help you get up to speed on the current state of AI in business and to give examples of AI use cases so that you and your business can take the lead.

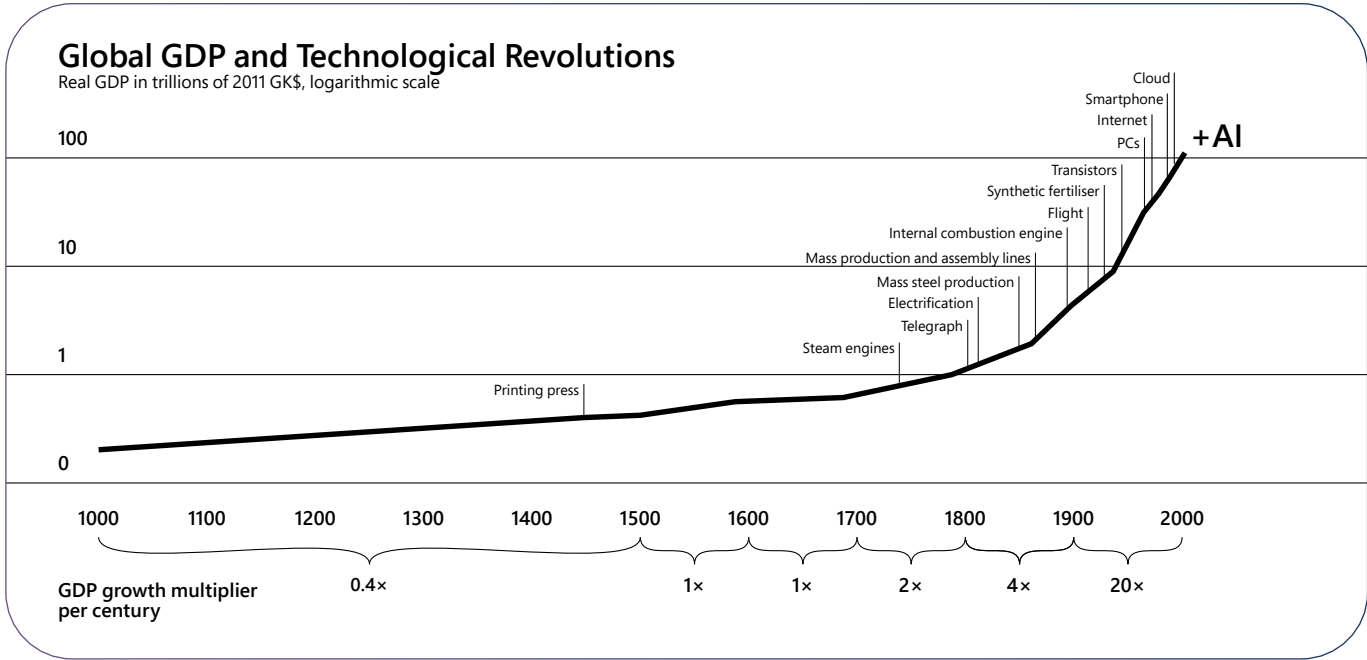


Figure 1. AI is poised to be the next epoch-defining technology for the global economy³



The Current State and Potential of AI Today

AI provides an array of capabilities, many of which are new to the current generation of AI. For business, these capabilities encompass four broad categories:

- **Vision** capabilities range from image analysis to facial recognition and optical character recognition (OCR), but they also include spatial analysis of people's presence and movements, in addition to content discoverability to classify and caption images.
- **Speech** capabilities include well-known uses such as speech-to-text and text-to-speech, but they can also recognise the intent of people independent of their exact wording, automate video captioning and create audio content.
- **Language** capabilities extend to not just translation, but also sentiment analysis, key-phrases extraction and opinion mining. OpenAI – the AI research organisation behind well-known AI models like ChatGPT – is a good representation of the natural and intuitive AI interface that natural language provides.

- **Decision** capabilities include everything from anomaly detection to automatic content personalisation to automated content moderation for text, image and video applications. Machine learning and advanced analytics are good examples of this domain.

Many of the most promising future-oriented benefits of AI for business will come from combining capabilities across these domains. As AI becomes more flexible and transparent for businesses and customers, expect greater automation and heightened employee productivity, operational cost optimisations and new, innovative services and products. In short, enterprises are using AI today to create new value, increase productivity and reduce costs. This eBook uncovers some of the ways that you can start or continue your AI journey.

Cultivate Trust with Secure and Responsible AI

AI can be a revolutionary tool for business, but its power must be founded on trust. One part of that trust is built on stakeholders inside and outside of your business knowing that your AI tools are ethically developed and responsibly deployed. The other part of building trust in AI arises from it being secure – that is, knowing that both potentially sensitive data that powers AI is secure from breach and that the AI tools themselves are not compromised by malicious actors.

Using AI Responsibly

Leaders from companies across industries want to be ready for AI. Research conducted by Microsoft indicates that more than 64% of business leaders surveyed believe that AI will have a positive impact on leadership, and more than 67% of leaders report that they would support changing their skill emphasis so that they're better prepared for the age of AI.⁵

In order to fully harness the benefits of AI, business leaders and other stakeholders must trust AI. And fundamental to trust in AI is using AI responsibly. Microsoft has demonstrated leadership and delivered powerful tooling to help build safety and responsibility into AI solutions from the start. This includes Microsoft's Responsible AI Principles and the product capabilities developed to help customers build AI safety into their solutions. Microsoft has committed to ensuring trust, security and privacy in the era of AI by establishing a core set of six principles:

- Fairness
- Reliability and safety
- Privacy and security
- Inclusiveness
- Transparency
- Accountability

These principles are vital both for developing AI technologies and for implementing them in business operations.

Microsoft is committed to security, privacy and compliance across everything it does, and its approach to AI is no different. Microsoft published the [Microsoft Responsible AI Standard](#) based on years of AI development and implementation to help every organisation use AI responsibly. Microsoft can help every organisation build safety and responsibility into their AI journeys from the very beginning. For more information about Microsoft's commitment to the advancement of AI driven by ethical principles, visit the [Microsoft Responsible AI page](#).

Securing Your Business

The costs of security breaches continue to mount for businesses. Organisations that use AI security and automation tools reported breach-related costs USD 1.76 million lower than organisations that do not use them, in addition to taking an average of 108 fewer days to identify and contain breaches.⁶

The costs to companies from cybercrime can extend beyond data breaches, including fraud and other forms of theft. By analysing patterns and anomalies in large datasets, businesses can make use of generative models to detect and prevent fraud, safeguard sensitive information and protect their digital assets. For example, in financial services, businesses can protect loan and credit privacy with shareable data, detect suspicious and fraudulent transactions and turn data trends into risk assessments.

AI solutions like [Microsoft Security Copilot](#) can work seamlessly with security teams. This solution can synthesise data from multiple sources into clear, actionable insights to simplify incident responses, triage signals faster and surface threats earlier. Solutions like Security Copilot can empower defenders to see what is happening in their environments, learn from existing intelligence, correlate threat activities and make more informed, effective decisions at machine speed.

Identify Business Scenarios for Success

For businesses of all types and sizes, the importance of staying ahead of the curve cannot be overstated. This section explores the transformative role that AI can play in optimising business productivity, streamlining processes, enhancing decision-making and ultimately driving robust, sustainable growth. It provides a variety of scenarios spanning the finance, manufacturing, retail and healthcare sectors to illustrate how AI can revolutionise everything from content management and development processes to communication, employee tasks, service delivery and efficiency.

AI is a strategic tool for shaping the trajectory of businesses in an ever-evolving marketplace. By embracing AI, businesses can benefit from hyper-personalisation, predictive analytics, AI-powered virtual assistants, intuitive business reporting and more. Whether it's about enhancing customer service, tailoring products and services, expediting compliance and auditing, avoiding downtime or anticipating future needs, AI offers a powerful suite of capabilities that can set the stage for sustainable growth, innovation and long-term success.

Dive into the following sections to discover how, by integrating AI into your operational strategies, you can transform your business outcomes, foster customer loyalty, boost profitability and set your organisation on a path to transformative growth.

Boost Productivity

AI technology is revolutionising business productivity by optimising processes, enhancing decision-making and boosting operational efficiency. AI-driven solutions can help businesses stay ahead of the curve, manage vast amounts of data and predict future needs. As industries become increasingly complex and fast-paced, AI's role in enhancing productivity becomes even more pivotal.

AI can revolutionise various facets of business productivity, from content management to

intricate development processes. For businesses navigating the digital landscape, the capabilities of AI in content generation, content linking and information management can help ensure that a business remains agile and optimally engaged with its stakeholders. In the realm of data, AI can help turn vast data repositories into actionable insights, simplifying tasks like real-time transcription, document processing and market analysis. These benefits can enable organisations to stay agile, informed and ahead in a data-driven world. Across industries, AI can streamline operations, reduce manual workloads and anticipate future needs, culminating in heightened productivity and enhanced profitability. Ultimately, AI doesn't merely enhance productivity – it serves as a cornerstone for transformative growth and long-term success.

Speed Up Communication with AI-Generation Content

AI-powered content generation can serve as an invaluable resource to speed up communication. Consider quarterly reports and market trend analyses for a financial firm. AI natural language processing can collate complex data from different sources, transforming it into comprehensive yet accessible reports, market summaries and personalised investment strategies. Less analytically, AI can speed up communication by drafting blog posts, videos and images, in addition to graphics, freeing up creative staff for more strategic communication. For banks and investment firms, this means AI can not only speed up the communication process, but it can help ensure that communications are tailored, precise and in line with client and shareholder expectations. This can boost trust, increase stakeholder satisfaction and potentially even grant a competitive edge in the market.

Streamline Employee Tasks

Keeping employees engaged and satisfied is vital for both customer service and talent retention. In the fast-paced world of retail, employees often find themselves juggling multiple roles – from inventory management to sales and routine customer service – leaving them little time for meaningful

interactions with customers. AI can help streamline these tasks.

For example, consider a retail associate who spends hours manually checking and updating stock levels. AI-powered inventory-management systems can automate this process, allowing the associate to focus on assisting customers and creating a personalised shopping experience. Similarly, automated chatbots can handle routine customer inquiries online, freeing up staff to deal with more complex customer needs. By reducing repetitive tasks, AI enables employees to engage in more rewarding work, which can enhance job satisfaction, reduce turnover and ultimately lead to more positive customer experiences.

Accelerate Service Delivery

Staying ahead in terms of service delivery – the process of providing services to end users, patients and other beneficiaries – is crucial for organisations. For example, imagine healthcare operations in which AI not only aids in administrative tasks, such as patient registration, but also assists doctors in diagnosing ailments and analysing medical images. Implementing AI in such a situation can mean faster service delivery, enhanced patient care and reduced operational costs. For IT organisations, AI copilots can enhance software development by suggesting optimised code and automating workflows. Automation and optimisation for developers can accelerate development and reduce bugs in new applications, resulting in better applications and products getting to market sooner and at less cost.

Customer Success Story

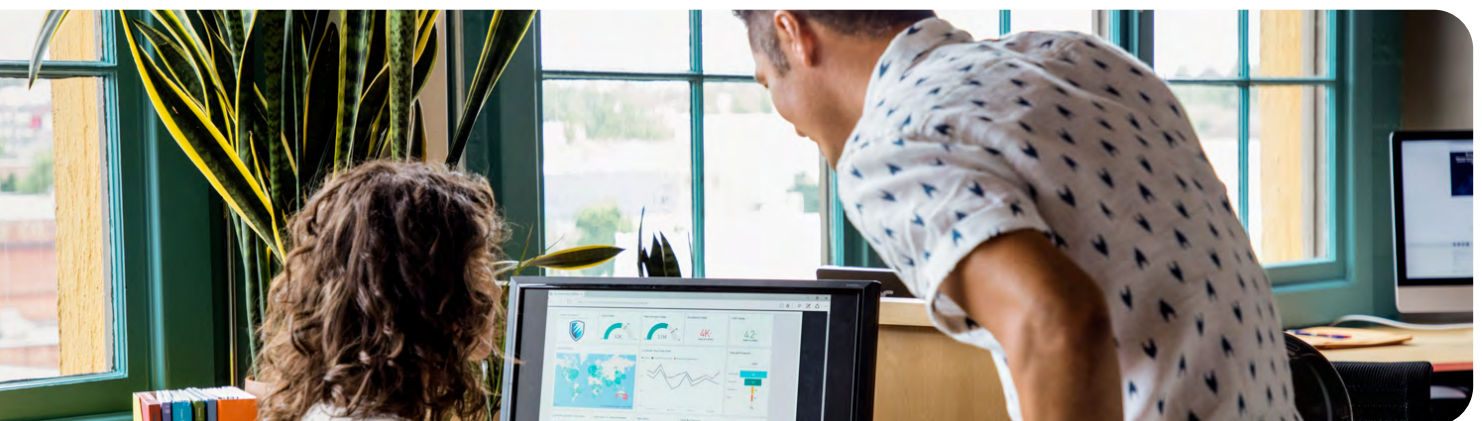
[Nota strengthens local news – and American democracy – with Azure OpenAI Service](#)

To help the remaining organisations compete more effectively and continue to bring important stories to their constituents, Nota has used Microsoft Azure OpenAI Service to build two AI-assisted tools – SUM and VID. These tools do a lot of the heavy lifting needed to optimise stories for distribution and turn written pieces into engaging videos that can produce up to 10 times as much revenue as written pieces. Early response from users has been extremely positive and Nota is attracting the attention of a wide range of news firms of all sizes.

Optimise Efficiency

AI offers powerful tools for optimising efficiency at every level of operations. In retail and healthcare, it shines by forecasting demands, predicting patient loads and even guiding resource allocation. AI transforms efficiency into a tangible asset for businesses.

Retail businesses benefit immensely from AI's prowess in anticipating market shifts and streamlining supply-chain operations. It's not just about predicting changes in inventory or customer preferences, but also ensuring that supply chains run smoothly, inventory management remains optimal and customer experiences are consistently exceptional.



On the manufacturing front, AI's influence is profound. Predictive maintenance and safety help manufacturers pre-empt production-line disruptions and identify potential safety vulnerabilities. This foresight doesn't just prevent costly downtime, but ensures that the workforce remains protected, further bolstering operational efficiency.

Anticipate Future Needs with Predictive Analytics

In the fast-paced worlds of retail and healthcare, forecasting needs and trends can be the difference between thriving and merely surviving. AI-powered predictive analytics turns vast data repositories into actionable insights. For instance, a retail executive can anticipate seasonal demands or pinpoint emerging product trends, enabling stock optimisation and strategic marketing campaigns. On the other hand, healthcare administrators can foresee patient load spikes, ensuring adequate staffing and resource allocation. Both scenarios lead to better customer or patient experiences, efficient resource utilisation and improved bottom lines, all of which highlight the indispensable nature of AI in modern decision-making.

Accelerate Operations with Amplified Automation

The retail industry thrives on precision and timely action. Efficiency encompasses more than just sales; it's about adept inventory management, supply-chain synchronisation and seamless customer experiences. AI-driven automation can revolutionise how retailers manage inventory, ensuring real-time tracking and automatic restocking as items run low. Along the supply chain, AI can pinpoint bottlenecks, optimise routes and help coordinate multi-channel distribution. Automated checkout systems can expedite the payment process, minimising waiting times for customers. By integrating these AI solutions, retailers can achieve smoother operations and thereby fostering an enhanced shopping experience that can drive both sales and customer loyalty.

Avoid Downtime with Predictive Maintenance and AI-Powered Incident Management

Due to the operational and financial setbacks involved, unplanned downtime can be a nightmare for manufacturers. However, AI-driven predictive maintenance can help mitigate this operational risk. By continuously analysing machine and equipment data, AI can identify patterns signalling a potential malfunction or wear-and-tear long before a human eye catches them.

Consider an automotive assembly line: before a critical machine component fails, triggering delays, AI can give a heads-up to the maintenance crew, ensuring timely replacements or fixes. AI could also detect anomalies in production that might cause unexpected maintenance issues. AI can help avoid downtime triggered by accidents, such as by quickly spotting incidents like spills before workers are injured and automatically generating automated video summaries of incidents to speed up reporting. For every manufacturing leader, this can mean fewer production disruptions, enhanced employee safety and a potential significant uptick in production efficiency and profitability.

Customer Success Story

[Strabag SE builds a risk management solution to improve efficiency using Microsoft Intelligent Data Platform](#)

Strabag SE, the global construction company, partnered with Microsoft to build a Data Science Hub to collect decentralised data and leverage it for insights. This enabled the organisation to develop use cases to prove the value of data including its risk management project. The solution uses an algorithm to pinpoint at-risk construction projects, saving Strabag SE time and reducing financial losses. With data now at the helm, Strabag SE is cementing its future in a traditional industry on the path to digitalisation.

Create New Business Value

In the modern business landscape, creating value extends beyond mere profits. Whether by aiding the medical field in pioneering research and diagnostics, enhancing software development with AI copilots or guiding retail customers with personalised recommendations, AI is instrumental in reshaping industries. It stands as a beacon, driving innovation, fostering sustainable growth and setting the trajectory for businesses in a rapidly evolving marketplace.

AI-driven personalisation doesn't just improve sales; it fundamentally enhances the entire customer experience. From guiding patients to specialists to directing customers toward suitable financial products, AI ensures that businesses meet precise customer needs. Beyond this, virtual assistants and modern call centres – powered by AI – redefine customer interaction by offering deeper and more relevant engagements, thus transforming the landscape of customer service.

Accurate, timely and actionable reporting is essential for informed decision-making. In manufacturing, AI elevates this process by autonomously collecting and presenting vital data and by offering insights, trends and intuitive discovery mechanisms. Instead of sifting through databases, executives can query advanced AI systems to enable proactive responses to challenges, fine-tune strategies and maintain a competitive edge in dynamic markets.

Generate New Products and Services

AI is reshaping product and service creation across industries. In healthcare, for example, AI can assist in faster diagnoses and aid in pioneering medical research, including expediting drug discovery. In financial services, retail and manufacturing, leaders are creating tailored AI models to solve specific industry challenges, such as fraud detection, sustainable retail and manufacturing efficiency. By harnessing AI, organisations can not only enhance existing offerings, but also introduce groundbreaking products and services, which can help drive both innovation and business growth.

Personalise Customer Experiences

In today's marketplace, businesses must meet customer expectations precisely. AI offers a solution, enhancing both marketing and customer service. For retailers, AI can analyse customer behaviour and preferences to send targeted, hyper-personalised product recommendations that can improve sales and strengthen brand loyalty. Beyond marketing, AI-driven virtual assistants and call centres are enhancing customer interactions. In healthcare, for example, AI tools can quickly guide patients to relevant specialists based on their symptoms and medical history. Or in finance, AI chatbots can direct customers to relevant products based on the details of their financial situation. By integrating AI, businesses can put their customers first with both marketing and service.



Improve Decision-Making with Intuitive Business Reporting

Efficient decision-making for companies is underpinned by timely, accurate and actionable business reports. For manufacturers, AI can streamline the reporting process by autonomously collecting, processing and presenting relevant data. Imagine a manufacturing executive seeking a quick overview of the month's production metrics, supply chain inefficiencies or inventory levels. Instead of trawling through multiple databases or waiting for compiled reports, the executive could query an advanced AI system. This system, equipped with natural language processing, would not only present the required data, but it could also offer insights, trends and suggestions. Such intuitive discovery mechanisms empower decision-makers with on-demand information, enabling them to proactively address challenges, optimise strategies and stay ahead in a dynamic marketplace.

Customer Success Story

Jumbo turns customers into fans using automation and AI

After realising the potential insights that its data could bring, Jumbo embarked on a digital transformation that saw traditional processes revitalised using automation and AI. Using Microsoft Synapse for analytical power, Databricks for predictive power and a BI dashboard to visualise and understand that data, Jumbo not only improved customer experience, but also started turning its millions of customers into loyal fans.

Harness the Opportunities of AI for Your Business

The increasing capabilities of AI create vast opportunities for businesses. This is all made possible through AI processes that range from direct production of materials by AI to automation and information synthesis carried out by AI.

AI can enhance business operations through its transformative impact on data access, decision-making, customer engagement and risk management. The business scenarios in this eBook illustrate the benefits of AI in optimising efficiency across various industries, streamlining compliance and auditing processes, preventing downtime with predictive maintenance and anticipating future needs. Furthermore, AI's capabilities in tailoring products and services, improving customer service and enabling intuitive business reporting underscore its role as a pivotal tool for driving productivity, fostering efficiency and elevating business outcomes.

The AI capabilities from Microsoft included in this eBook are examples of what organisations are adopting today. The applications of AI to business are as varied as the businesses within each industry. However, a key point to remember is that, regardless of the application, the successful use of AI in your organisation depends on stakeholder trust and responsibly deploying AI in an ethical and beneficial manner.

Now, you have a better understanding of how you can take advantage of the benefits of using AI across your day-to-day business operations. The information in this eBook should help you kick-start your journey to adopt and implement AI to increase your business potential.

Take the Next Step on Your AI Transformation Journey

To help you in the implementation of AI, Microsoft has introduced copilot solutions – AI assistants infused into the tools your employees use. Copilot solutions can help handle lower-productivity tasks so that your employees can focus on more valuable work.

To prepare your organisation to deploy these powerful AI copilot tools, Microsoft recommends taking the following next steps in your AI journey:

- ① Assess the [drivers of AI success](#) from Microsoft to realise meaningful business impact.
- ② Learn how to [power your AI transformation journey](#) with Microsoft and how Microsoft can help every organisation [build safety and responsibility](#) into their AI journeys from the start.
- ③ Take action with Microsoft AI today:
 - Boost creativity and work more productively with an early access preview for [Microsoft 365 Copilot](#).
 - Explore how to use [Azure AI](#) to power new AI apps or add capabilities to existing apps.
 - Start using [GitHub Copilot](#) and [Microsoft Sales Copilot](#), now available for individuals and businesses.
 - Check out the latest updates across [Microsoft Security](#), [Dynamics 365](#) and [Microsoft Power Platform](#).





Learn More

Get more information about how you can lead the AI transformation at Microsoft.com/AI.

Learn how you can use the most trusted AI platform to transform your business at Microsoft.com/Microsoft-Cloud and Aka.ms/Transform-With-AI.



¹ Forrester. 'Predictions 2023: Artificial Intelligence.' October 2022. www.forrester.com/report/predictions-2023-artificial-intelligence/RES178186.

² Forrester. 'Global AI Software Forecast, 2022.' September 2022. www.forrester.com/report/global-ai-software-forecast-2022/RES178146.

³ World historical GDP figures source: University of Groningen. 'Maddison Project Database 2020.' May 2022. www.rug.nl/ggdc/historicaldevelopment/maddison/releases/maddison-project-database-2020?lang=en. Licensed under Creative Commons Attribution 4.0 International (CC BY 4.0): <https://creativecommons.org/licenses/by/4.0/>.

⁴ Forrester Consulting. 'The Total Economic Impact™ Of Microsoft Azure AI.' Commissioned by Microsoft. April 2023. <https://tools.totaleconomicimpact.com/go/microsoft/azureai/index.html?lang=en-us>.

⁵ Microsoft. 'Leaders look to embrace AI, and high-growth companies are seeing the benefits.' March 2019. <https://news.microsoft.com/europe/features/leaders-look-to-embrace-ai-and-high-growth-companies-are-seeing-the-benefits/>.

⁶ IBM and Ponemon Institute. 'Cost of a Data Breach Report 2023.' July 2023. www.ibm.com/reports/data-breach.

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