Microsoft

Microsoft中小企 新常態・新經營 論壇
Microsoft Hong Kong SME Forum

Microsoft

Agenda

Welcome address
Peter Lee, Head of Corporate Business, Microsoft Hong Kong

Reduce processing time for an ocean of data with an AI-powered document intelligence solution
Alex Lui, Head of Pre-Sales, KBQuest
Don Wong, Chief Information Officer; Pan Asian Mortgage Company Ltd

Using AI marketing data analysis to trigger new shopping desires
Benjamin Cheng, Sales Director, Eastech
Jacqueline Leung, Head of Merchant Acquisition, HKTVmall

Ensure seamless business operations for a 24/7 hybrid workplace
Marco Yu, IT Manager, Infinitus
Freda Ho, Marketing Director of Superhub Limited

Tips on applying for Government Fund
Kevin Khan, Founder of Funding Hero

Microsoft

想了解Partner Offering或者有問題？

Scan

或 send WhatsApp 去

5395 9987

Microsoft

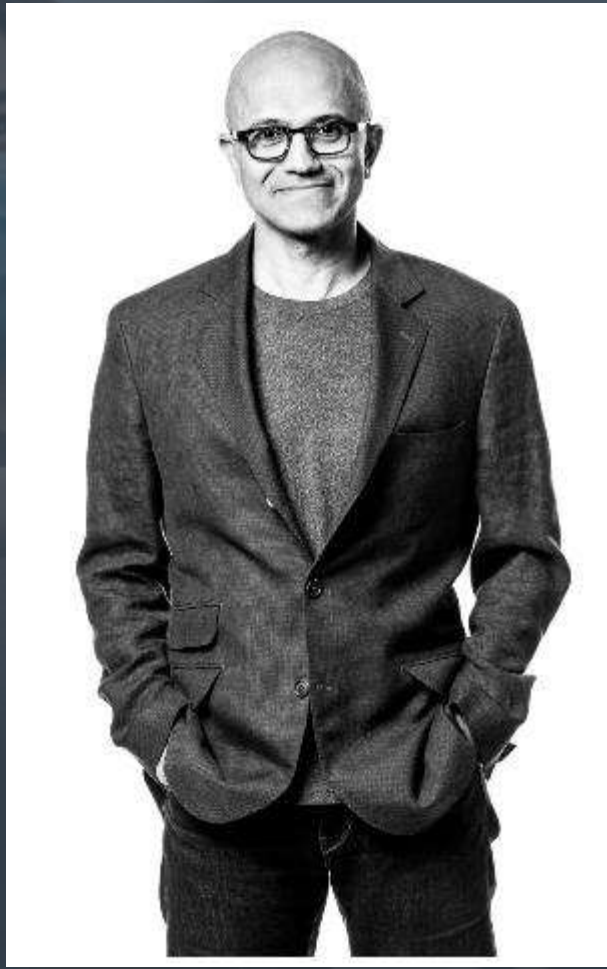
Welcome address

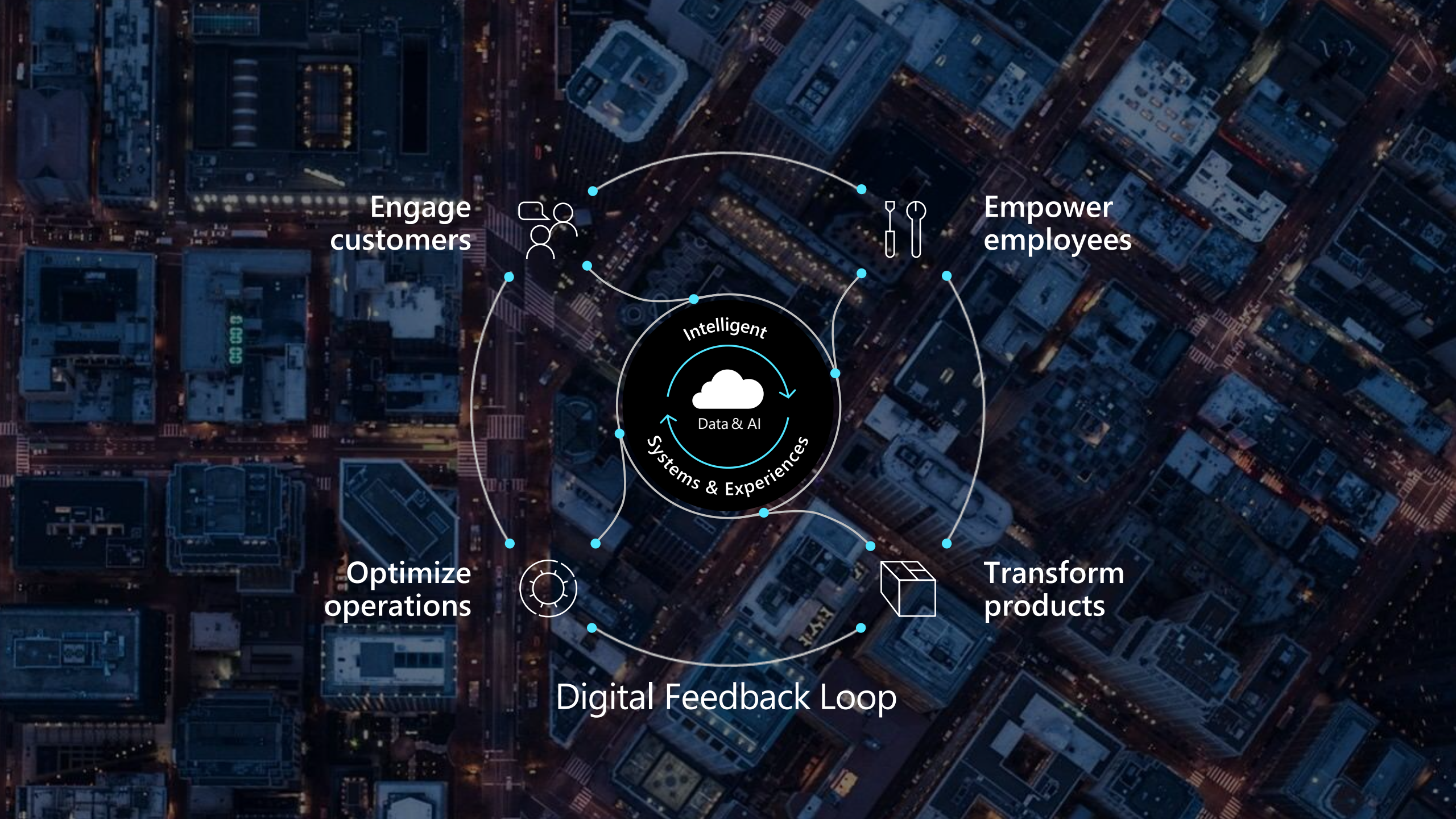
Peter Lee
Head of Corporate Business,
Microsoft Hong Kong

The New Normal

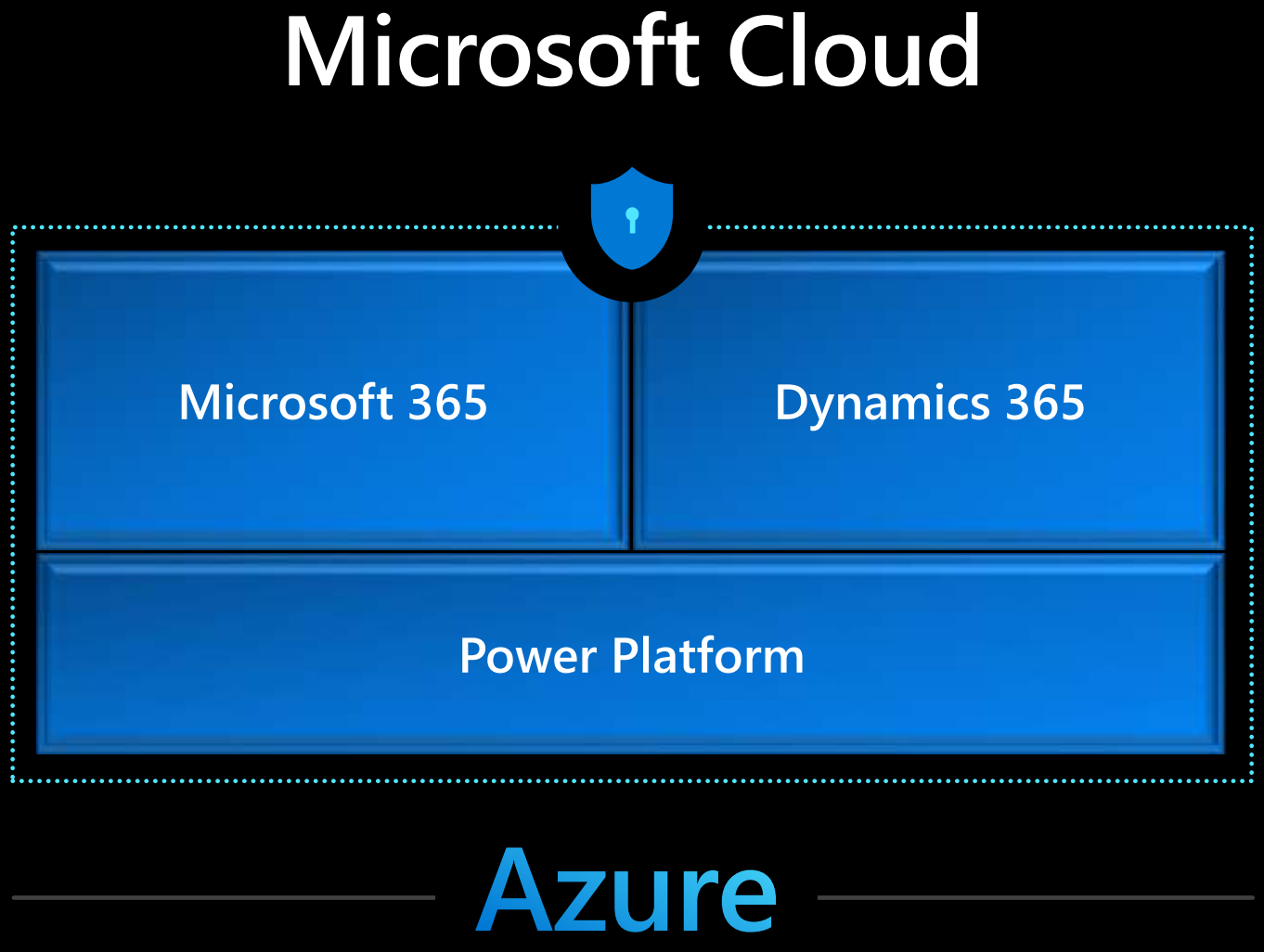
“We have seen 2 years of digital transformation in 2 months.”

Satya Nadella
CEO, Microsoft




Engage customers
Empower employees
Intelligent
Data & AI
Systems & Experiences
Optimize operations
Transform products
Digital Feedback Loop

Microsoft Cloud


Microsoft Cloud
Microsoft 365
Dynamics 365
Power Platform
Azure

Microsoft

Panel Discussion:
Reduce processing time for an ocean of data with an AI-powered document intelligence solution

Alex Lui, Head of Pre-Sales, KBQuest
Don Wong, Chief Information Officer, Pan Asian Mortgage Company Ltd

AI-KNOWIE
KBQuest
04

Compress your time to access knowledge, answers and insights via **Artificial Intelligence (A.I.)**, **Optical Character Recognition (OCR)**, **Knowledge Mining** and **Robotic Process Automation (RPA)**.

A high volume of physical and digital documents & data

INGEST

Recognizes texts and extract data from documents in different formats and file types

ENRICH

Understands and adds context to content through **machine learning** to improve search precision and speed

OPTIMIZE

Automate data entry and **Assist decision making** by returning the best set of results at digital speed and scale

Knowledge and insights

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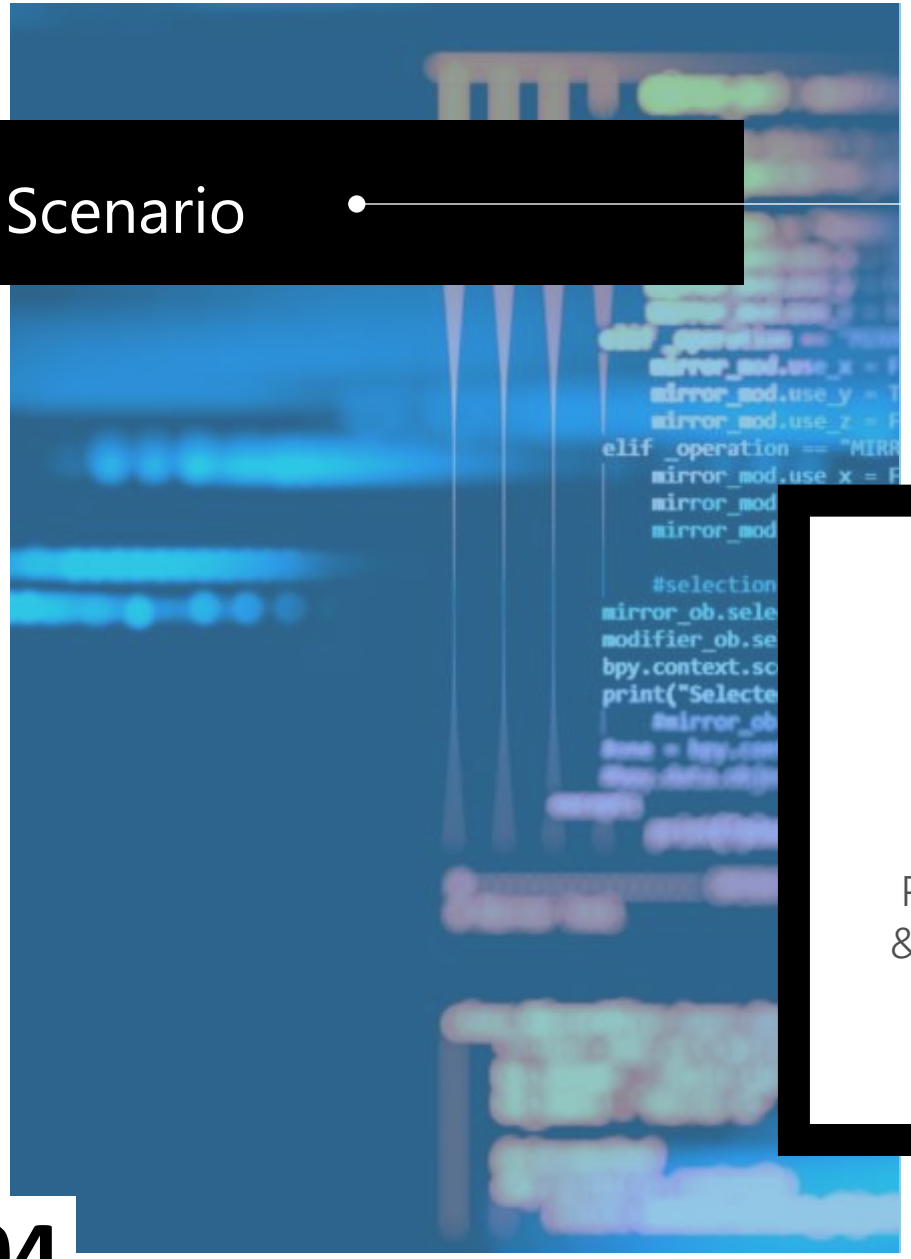


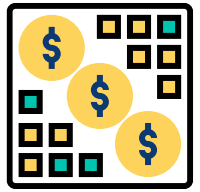
Scenario

Risk Assessment for Finance Assistance / Loan Applications

Identify potential risk and provide suggestions for knowledge-driven decisions

Process statements & students provided documents

Automatically extract useful information from the documents



Classify financial exhibits and identify financial risks

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AI-KNOWIE

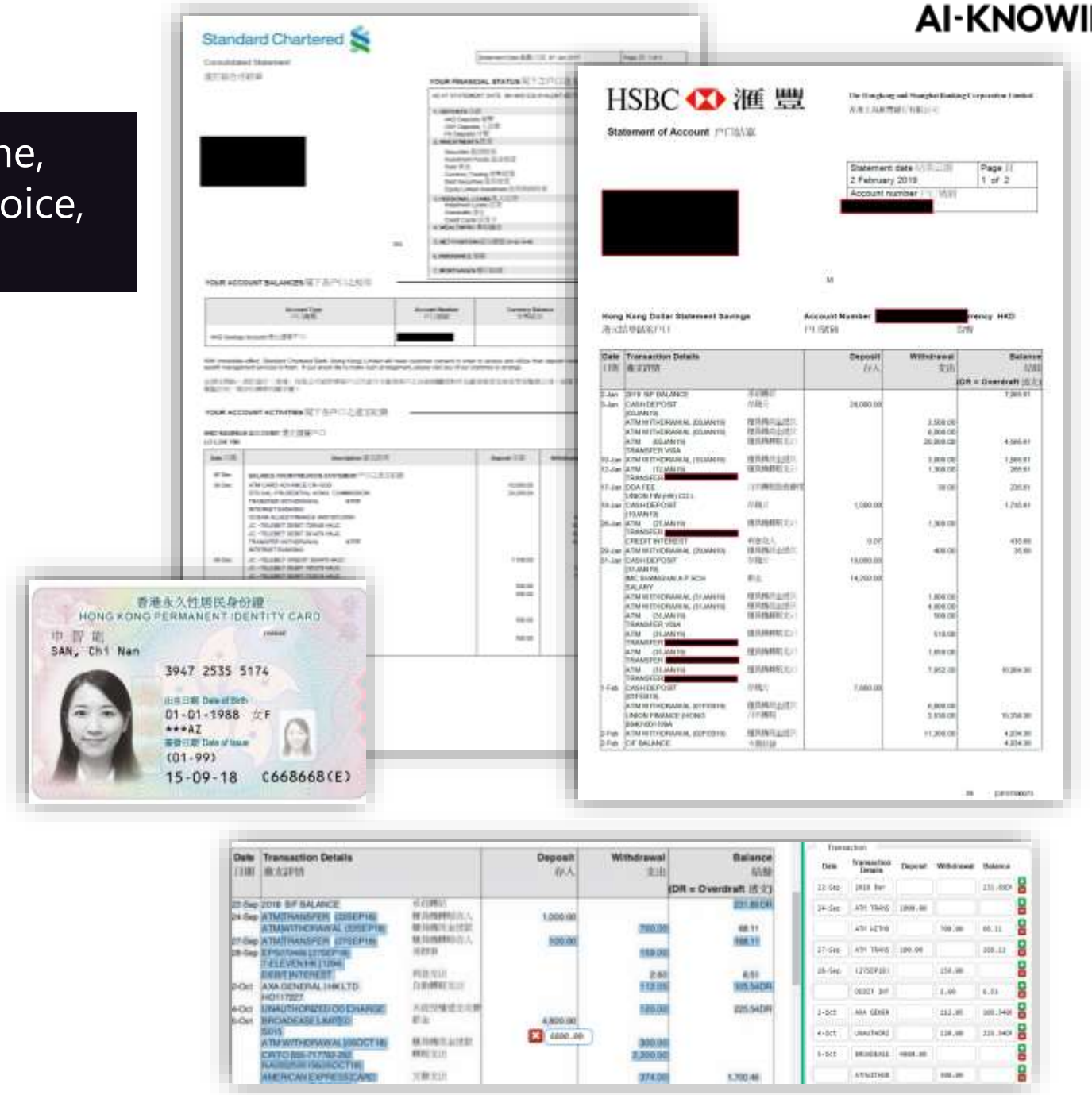
With intelligent AI data extraction engine, data in documents (e.g. statements, invoice, cards, etc.) will be extracted via OCR

PDF

A high volume of physical and digital documents & data

INGEST

Recognizes texts and extract data from documents in different formats and file types



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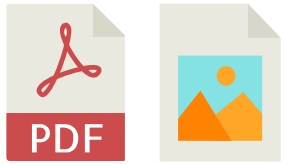
Data will then be extracted



A high volume of physical and digital documents & data

INGEST

Recognizes texts and extract data from documents in different formats and file types

Date	Description	Deposit	Withdrawal	HKD Balance
7-Dec	BALANCE FROM PREVIOUS STATEMENT			4,785.00
8-Dec	ATM CARD ADVANCE CR-SCB	10,000.00		14,785.00
8-Dec	STS SAL-PRUDENTIAL HONG COMMISSION	29,268.09		44,053.09
8-Dec	TRANSFER WITHDRAWALNTRF INTERNET BANKING		0.78	44,052.31
8-Dec	OCEAN ALLIED FINANCE		4,096.00	39,956.31
8-Dec	JC -TELEBET DEBIT 728548 HKJC		10,000.00	29,956.31
8-Dec	JC -TELEBET DEBIT 361476 HKJC		10,000.00	19,956.31
8-Dec	TRANSFER WITHDRAWALNTRF INTERNET BANKING		16,949.31	3,007.00
9-Dec	JC -TELEBET CREDIT 363470 HKJC	7,100.00		10,107.00
9-Dec	JC -TELEBET DEBIT 195370 HKJC		3,007.00	7,100.00
9-Dec	JC -TELEBET DEBIT 732018 HKJC		7,100.00	0
10-Dec	CDM CASH DEP-SCB	500		500
10-Dec	CDM CASH DEP-SCB	500		1,000.00
10-Dec	JC -TELEBET DEBIT 673290 HKJC		500	500
10-Dec	JC -TELEBET DEBIT 359600 HKJC		500	0
11-Dec	CDM CASH DEP-SCB	500		500
11-Dec	JC -TELEBET DEBIT 369854 HKJC		500	0
12-Dec	CDM CASH DEP-SCB	500		500

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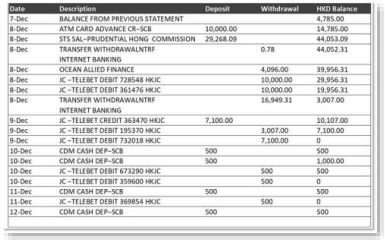
With Machine Learning, extracted data will be further processed and enriched.

Auto tagging or advanced categorization can be achieved in the extracted data



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Extracted data

ENRICH

Understands and adds context to content through **machine learning** to enrich the

Date	Description	Deposit	Withdrawal	HKD Balance
1-Dec	BALANCE FROM PREVIOUS STATEMENT			6,050.0
1-Dec	UNION FINANCE 80401001199A		4,500.0	1,550.0
4-Dec	PPS030533 (3DEC18) THE HONG KONG JOCKEY		500.0	1,050.0
11-Dec	PPS030533 (10DEC18) THE HONG KONG JOCKEY		1,000.0	50.0
31-Dec	IMC SHANGHAI A P SCH SALARY	8,425.0		8,475.0

Date	Description	Deposit	Withdrawal	HKD Balance
1-Jan	BALANCE FROM PREVIOUS STATEMENT			8,475.0
1-Jan	UNION FINANCE 80401001199A		4,500.0	3,975.0
11-Jan	PPS030533 (10JAN19) THE HONG KONG JOCKEY		1,200.0	2,775.0
18-Jan	PPS030533 (17JAN19) THE HONG KONG JOCKEY		1,500.0	1,275.0
25-Jan	PPS030533 (24JAN19) THE HONG KONG JOCKEY		1,000.0	275.0
31-Jan	IMC SHANGHAI A P SCH SALARY	5,200.0		5,475.0

Date	Description	Deposit	Withdrawal	HKD Balance
1-Feb	BALANCE FROM PREVIOUS STATEMENT			5,475.0
1-Feb	UNION FINANCE 80401001199A		4,500.0	975.0
5-Feb	PPS030533 (4FEB19) THE HONG KONG JOCKEY		500.0	475.0
12-Feb	PPS030533 (11JAN19) THE HONG KONG JOCKEY		400.0	75.0
28-Feb	IMC SHANGHAI A P SCH SALARY	6,300.0		6,375.0

Income variation

Existing Loans

Habits

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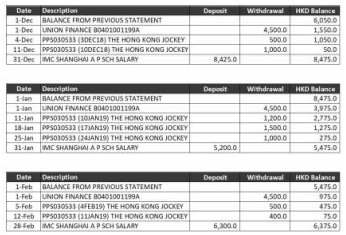
- Dashboard based on the extraction result can be defined to get insight.
- RPA can help integration to any systems.

Custom dashboard with A.I. capabilities helps decision making based on extracted and enriched data from previous steps



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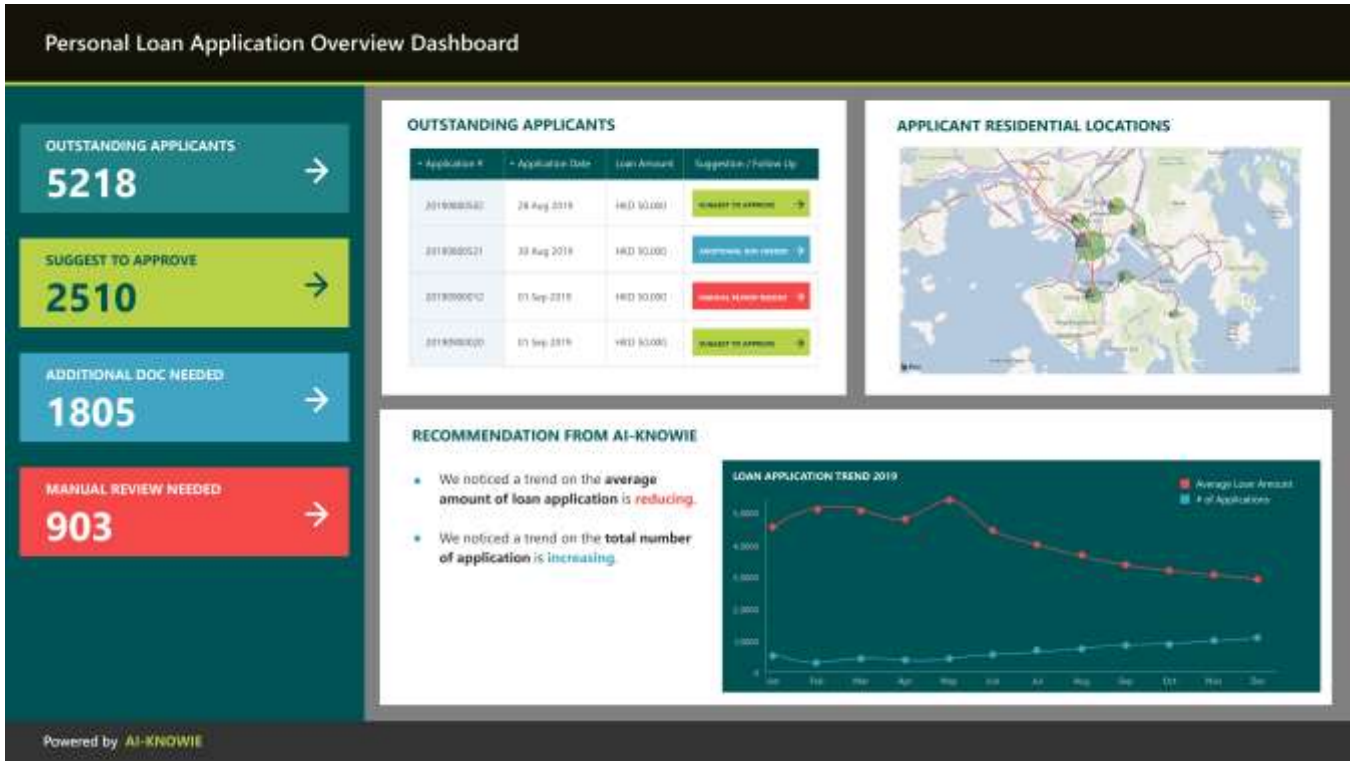
Categorized Data

OPTIMIZE

Automate the data entry process and **Assists your decision making** by returning the best set of results at digital speed and scale



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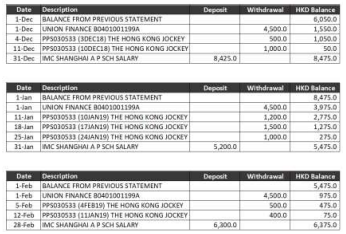

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Categorized Data

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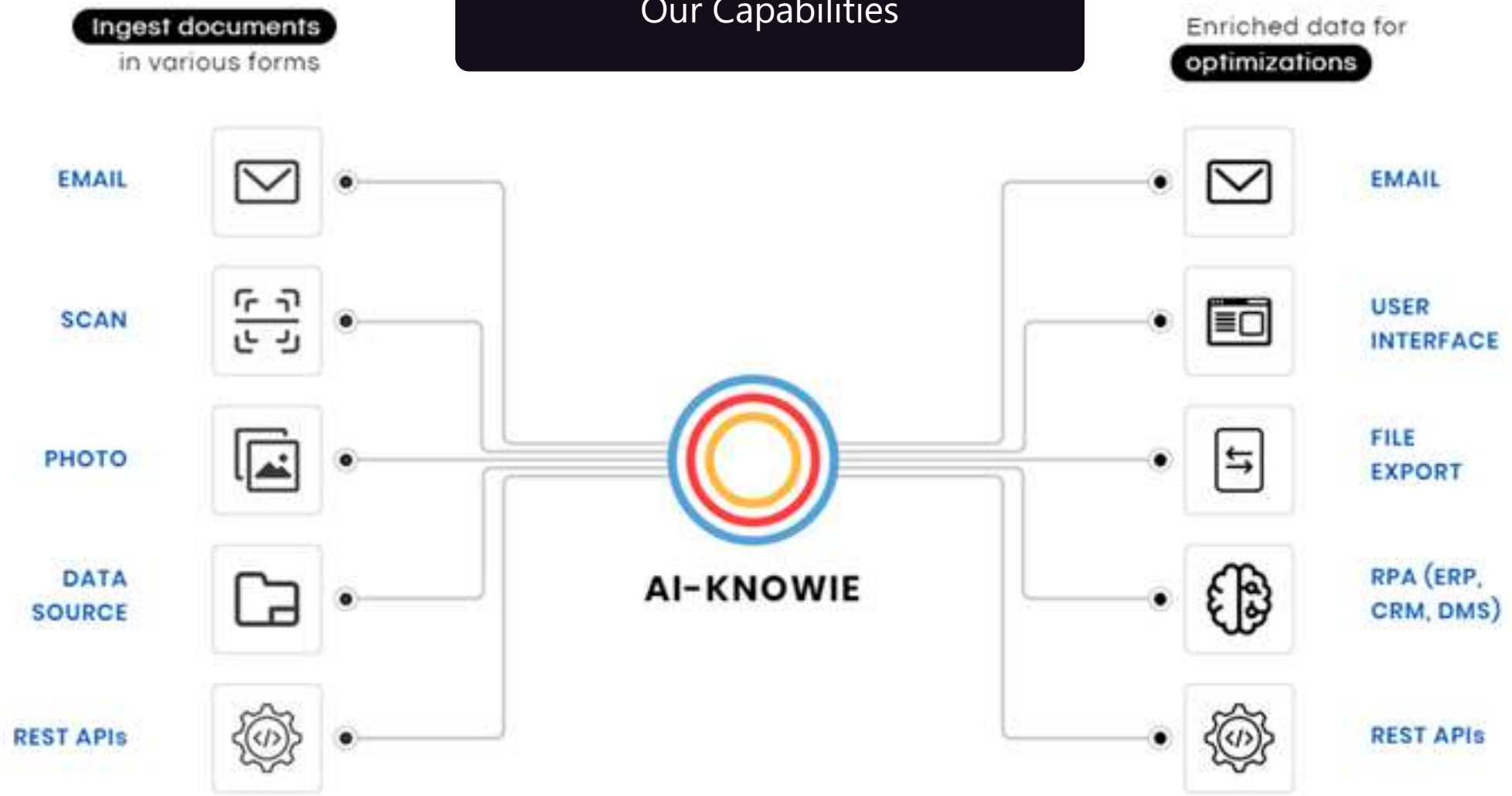
Our Capabilities



Special Offer

- ✓ FREE Consultation for A.I. OCR automation
- ✓ FREE PoC on 2 document types
- ✓ FREE A.I. OCR consumption* for 1st month

* Maximum 1000 documents

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+852 2529 1100

ask@kbquest.com

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Microsoft

Panel Discussion:
Using AI marketing data analysis to trigger new shopping desires

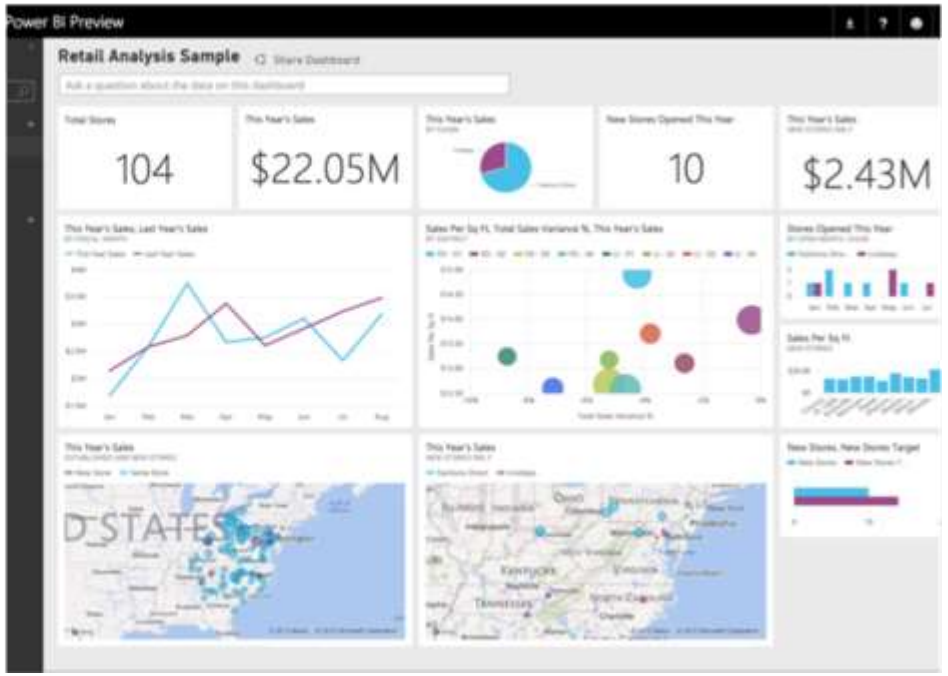
Benjamin Cheng, Sales Director, Eastech
Jacqueline Leung, Head of Merchant Acquisition, HKTVmall

eastech consulting | Microsoft

Data Analytic Platform for HKTV mall Open Data Bank

Data Analytic Platform

- **Secure Cloud Platform**
  - Data is encrypted
  - Multi Factor Authentication (MFA)
- **Artificial Intelligent (AI) Enabled**
- **Data-driven Marketing Strategy**
  - **Sales**
  - **Product**
  - **Market**
  - **Customer**
  - **Traffic**
- **50+ actionable business insights**
- **10x Return on Investment (ROI)**
- **Pay-As-You-Go**



Service Charge

- $5,000 / month

Service Scope

- Data Analysis: 3 to 5 Data Sources / Tables
- Dashboard Development: 3 to 5 report page
- Power BI Pro: 5 users
- 1 Day Training
- 1 Year Support

05

Business Contact

Benjamin Cheng
Email: Benjamin@eastech.com.hk
Phone: 9655 7875

05

eastech consulting

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Power of Data

"Consumer data will be the biggest differentiator in the next two to three years. Whoever unlocks the reams of data and use it strategically will win."
By Angela Ahrendts
Senior Vice President of retail at Apple Inc

"Kroger Precision Marketing offers a more personalized online experience to Kroger customers through digital innovation."
By Yael Cosset
Chief Digital Officer at Kroger

"Advanced data analytics lets us offer consumers the best selection of products at their local stores and reach them on their preferred channels. We want to understand and serve our consumers better than anybody else, and data helps us do that."
By Vittorio Cretella
CIO of Procter & Gamble

"What's important from a Nike shopping experience is that with machine learning and AI, we're able to have every digital experience at Nike be unique and personal"
By Heidi O'Neil
President of Nike Direct

十年、二十年以後，這世界最珍貴的資源，最稀缺的資源，不會是石油，一定是數據
馬雲
阿里巴巴集團董事局主席

"Data and artificial intelligence allow us to move faster to create cosmetic products that meet the infinite diversity of beauty needs and desires of consumers around the world"
By Philippe Benivay
IS Experimental Data Intelligence at L'Oréal.

"It's really simple: If you're not meeting the wants and needs of the customer, you're done. There's not a lot of loyalty here."
By Doug McMillon
CEO at Walmart

"With the right approach to data and technology insights, you can continuously monitor the pulse of the consumer and how they respond,"
By Joseph Godsey
Global Head of Digital Brand Commerce at Adidas

"The world is now awash in data and we can see consumers in a lot clearer ways."
By Max Levchin
Co-founder of PayPal

05

數據越用越值錢，不斷增值

馬雲

HKTV mall

Over 2,300,000 Customers Are Expecting You

HKTVmall Merchant Partnership Program

aog.merc@hktv.com.hk

https://cloud.marketing.hktvmall.com/applymerchant

Microsoft

Panel Discussion:
Ensure seamless business operations for a 24/7 hybrid workplace

Marco Yu, IT Manager, Infinitus
Freda Ho, Marketing Director of Superhub Limited

06

superhub

#worksmarter

體驗新一代雲端電話
成就多媒體溝通和協作

06

Unified Communication Powered by Microsoft 365

CALLING TIED TO DESK PHONE

JUGGLE MULTIPLE APPS

ON-PREM PBX MAINTENANCE COSTS

MULTIPLE VENDOR COMPLEXITY

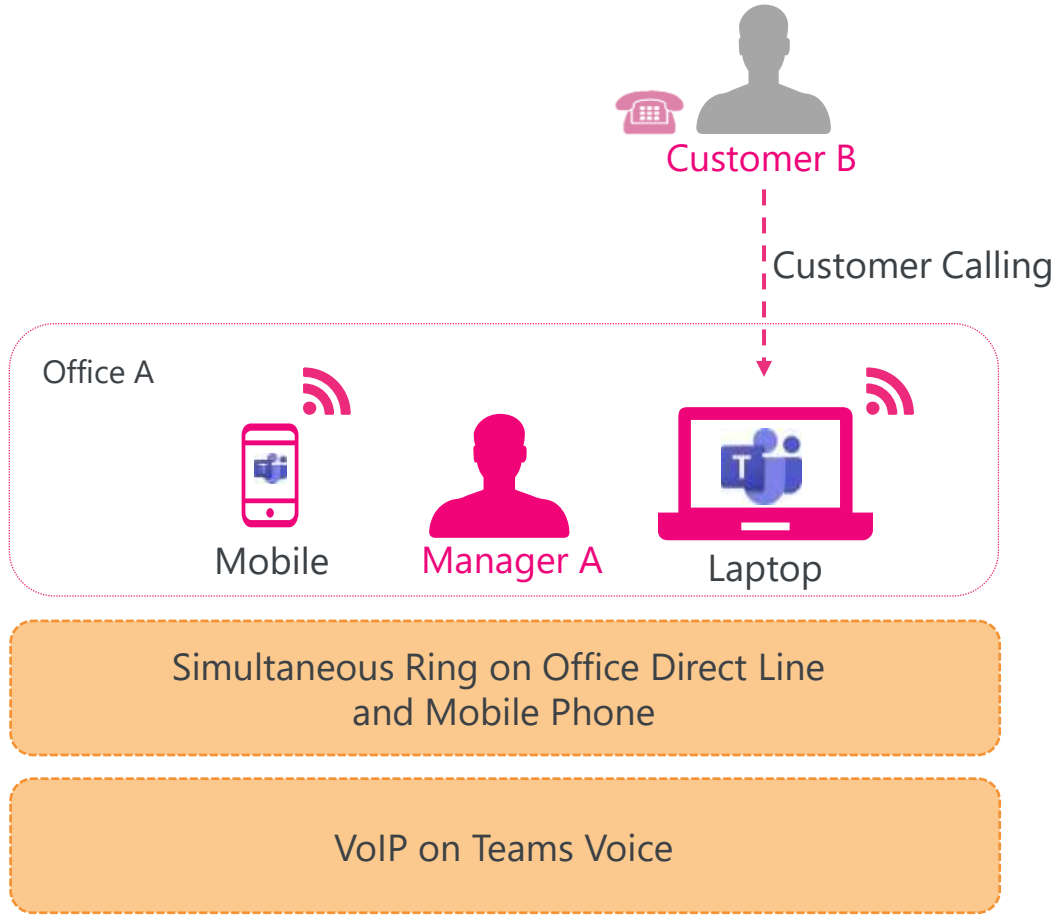
CALL FROM ANY DEVICE AND LOCATION

UNIFIED COMMUNICATIONS FROM ONE APP

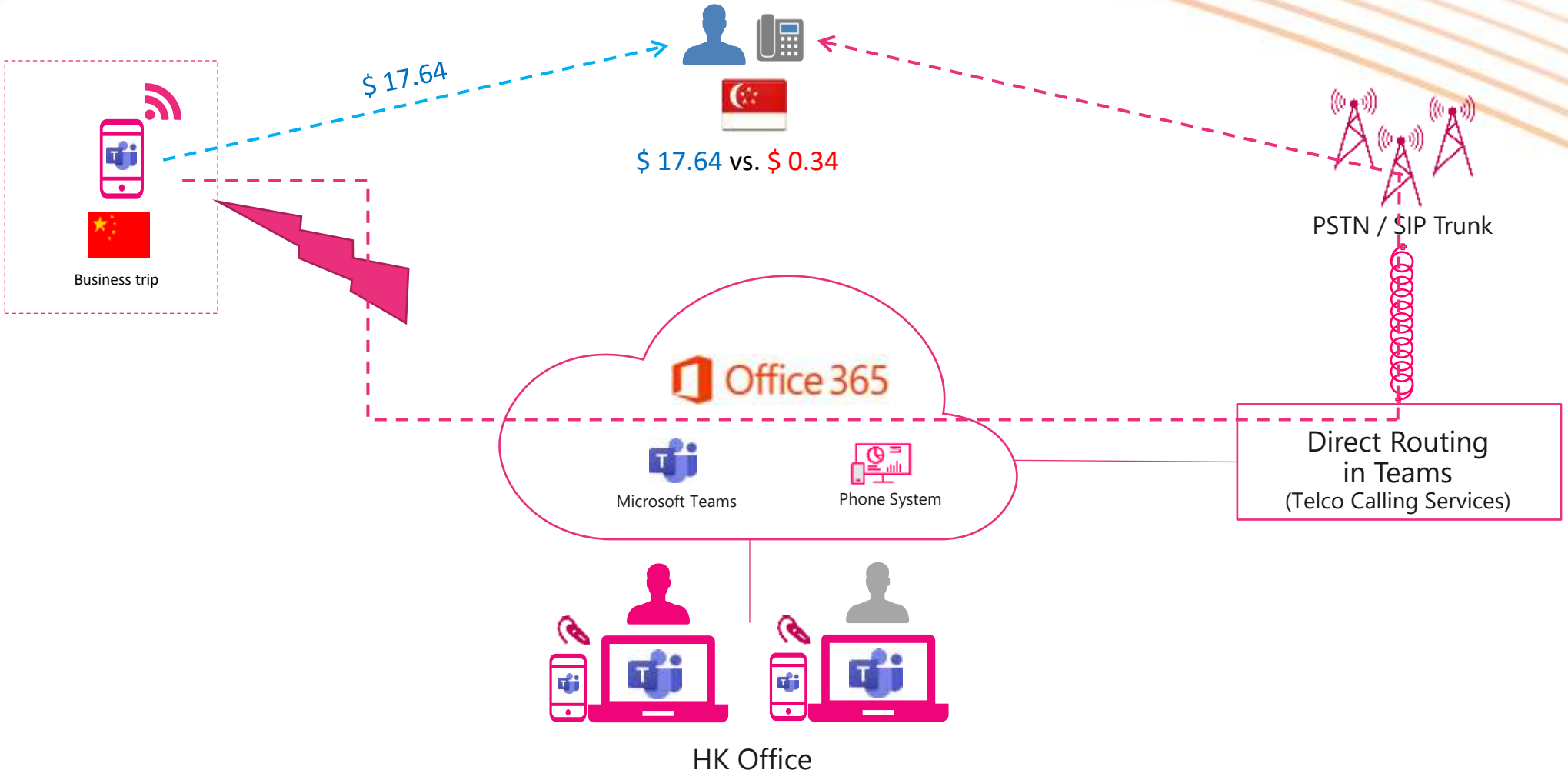
CLOUD-BASED PHONE SYSTEM SAVES MONEY

SINGLE PROVIDER SIMPLICTY

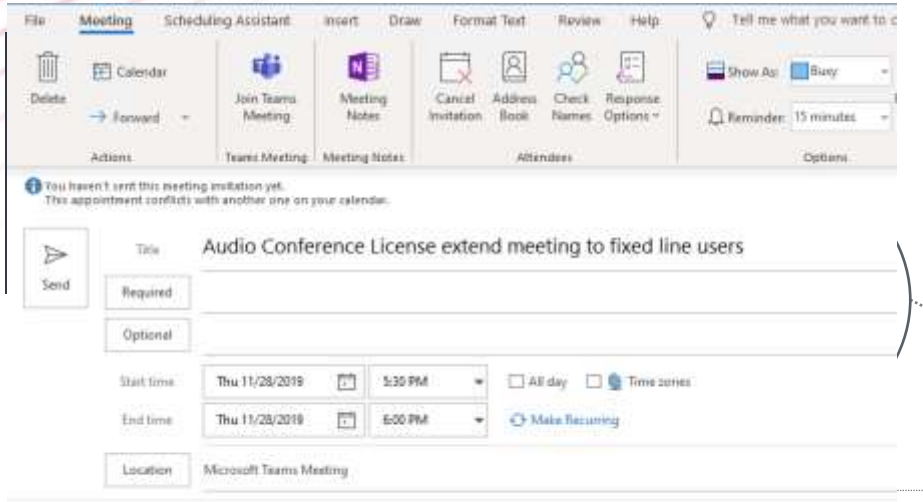
Scenario 1: Voice Call with Simultaneous Ring & VoIP



Scenario 2: Save IDD & Roaming with VoIP Technology



Scenario 3: Teams Unified Conferencing Experience



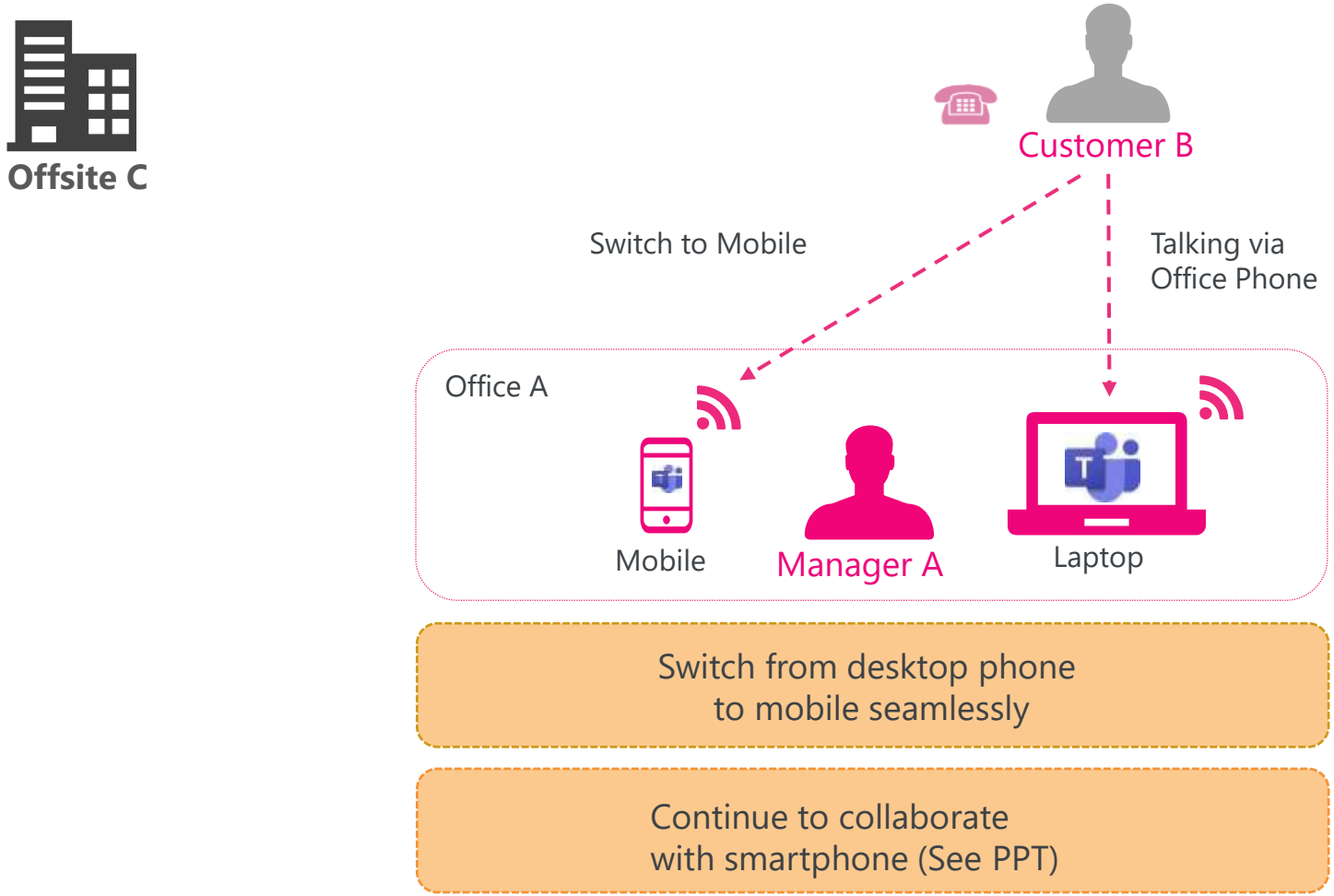
k to join meeting (via Email / Calendar / Teams)
re / Co-author office file (PPT / Excel)

"Audio Conference" License extend meeting to fixed line users

- Multitask with Instant Messaging
- Take meeting minutes with OneNote

- Meeting recording generates subtitles
- Absentees search video (by keywords / speakers)

Scenario 4: Mobility by Switch calls to mobile



Switch from desktop phone
to mobile seamlessly

Continue to collaborate
with smartphone (See PPT)

App365

eRecruitment

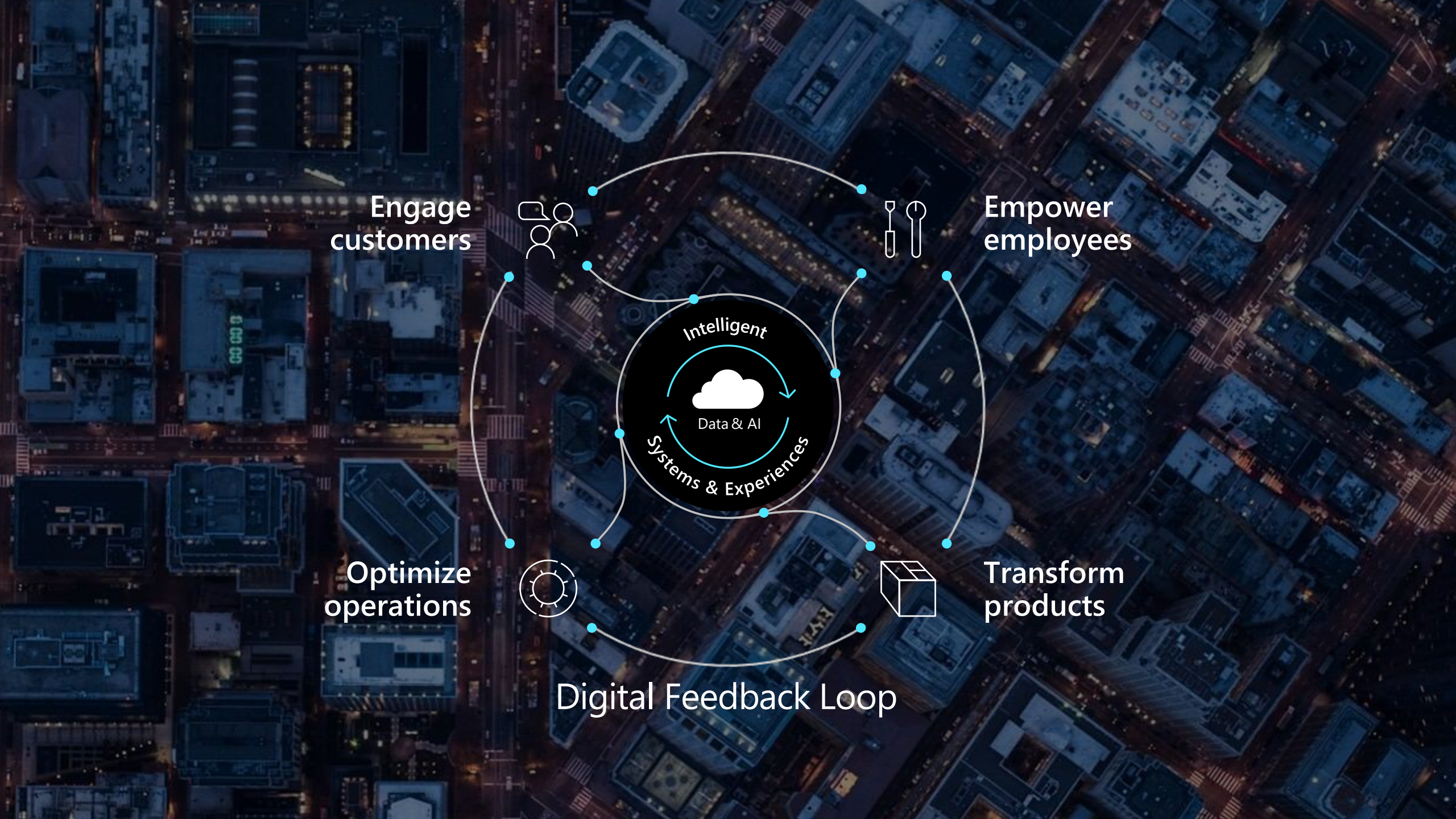
06

Microsoft

Q&A Session

Send through your question through WhatsApp

5395 9987


Engage customers
Empower employees
Intelligent
Data & AI
Systems & Experiences
Optimize operations
Transform products
Digital Feedback Loop

Microsoft

Tips on applying for Government Fund

Kevin Khan, Founder of Funding Hero

07

GUIDE TO HONG KONG
FUNDING SCHEMES
for SMEs

Prepared by ***FUNDING****HERO*

07

FUNDINGHERO
全包式 擺FUND轉型平台

Some of the most popular financing schemes for SMEs

Technology Voucher Programme ("TVP")

Support using technology to improve their productivity

Maximum Funding Amount:

HKD 600,000

Funding Type:

Matching basis

Dedicated Fund on Branding Upgrading and Domestic Sales ("BUD")

Develop brand, upgrade operations & promote in overseas

Maximum Funding Amount:

HKD 1,000,000

Funding Type:

Subsidy

Distance Business Programme ("D-Biz") *2020 only*

Transition to remote working

Adoption of various IT solutions

Maximum Funding Amount:

HKD 300,000

Funding Type:

Subsidy

The Government has

40+ FUNDING SCHEMES

that support the growth and operations of SMEs and startups

FundingHero is Hong Kong’s first and largest one-stop Funding Schemes comparison platform, on a mission to help SMEs and Start-up to get relevant support whenever available.

We are committed to assisting SME to find the right funding alongside the right solutions, matching their business needs.

FundingHero is tackling 4 major issues in Hong Kong

ISSUES

Polarize funding information	Lack of awareness	Application process is complicated	Lack of connection between customer and solution providers

SOLUTIONS

Comparison platform includes all funding available in Hong Kong	Provide quick and easy access to resources that help the audience understand	Assist and consultation to help the user apply suitable fund	Matching platform for service providers and customers

Market Secret…

Agent bold up the amount

10-15% commission

Assign to non-experience vendor

APPLICTION TIPS

To make a process smoother

TIPS #1

Chopped the project by phase

- **Faster application time**
- **A shorter development time**
- **Better finance control**

TIPS #2

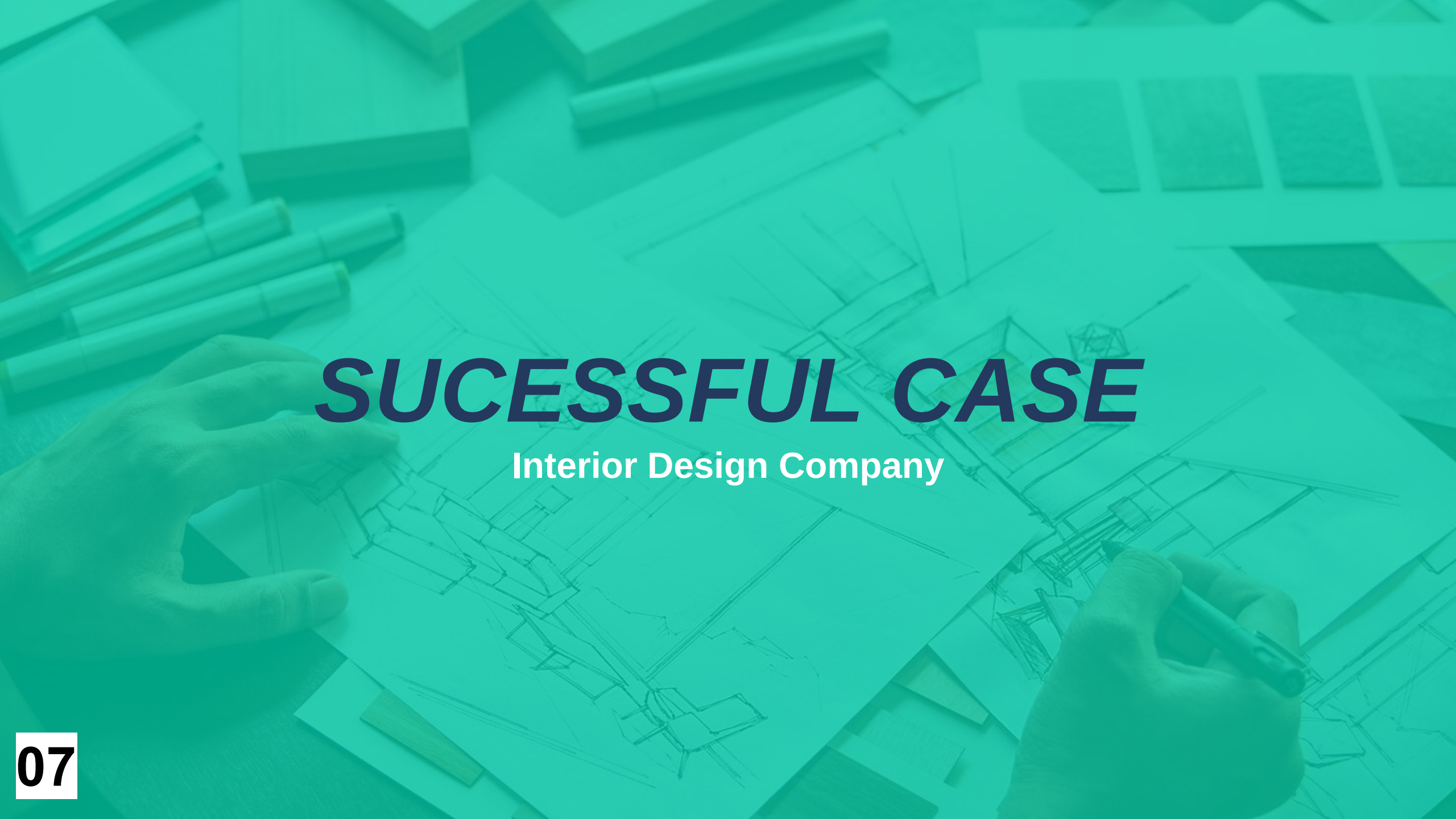
Source an IT developer with relevant experience

TIPS #3

Ask job reference of solution provider

TIPS #4

Since 2020, can start the project
after the submission of TVP application & before the approval



SUCESSFUL CASE

Interior Design Company

Internal Communication System for interior design company

Background

Interior design involves a lot of onsite work

Our Client is looking for a solution to get different teams to communicate more effectively and improve productivity

Solution they looking for…

Project Manager message client with their internal chat system

Image and invoice can be share within the system

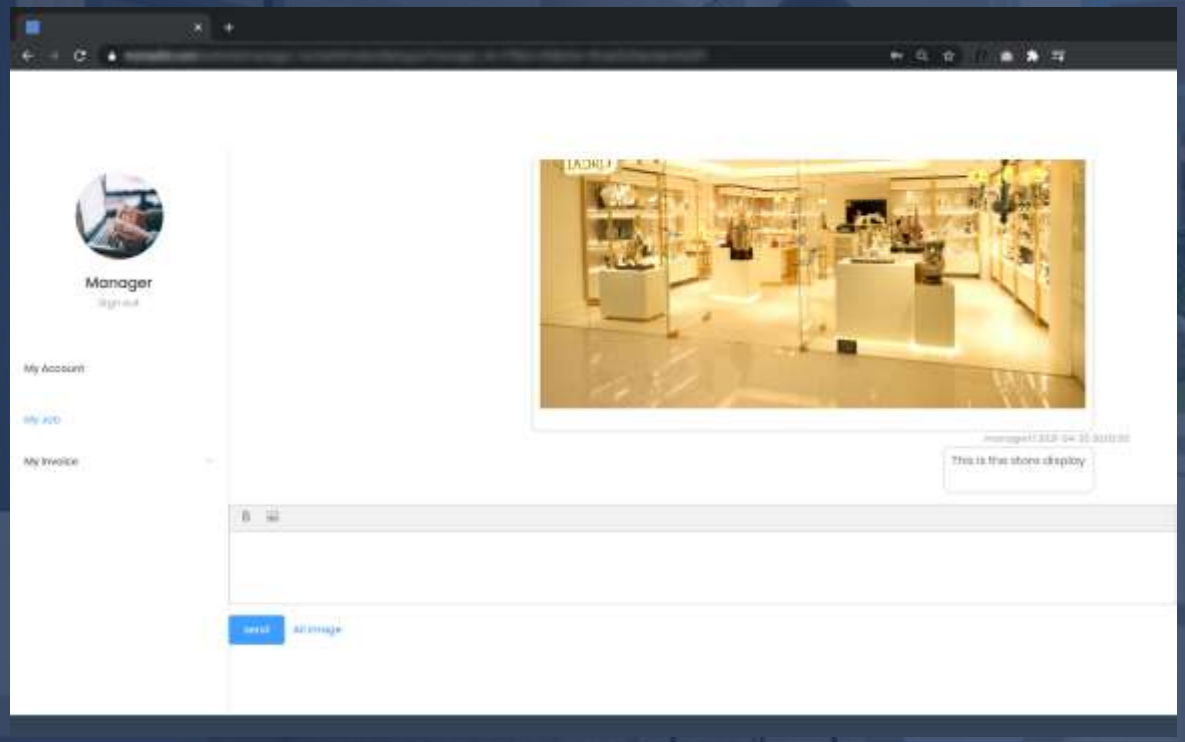
Can be multi project manager follow one project

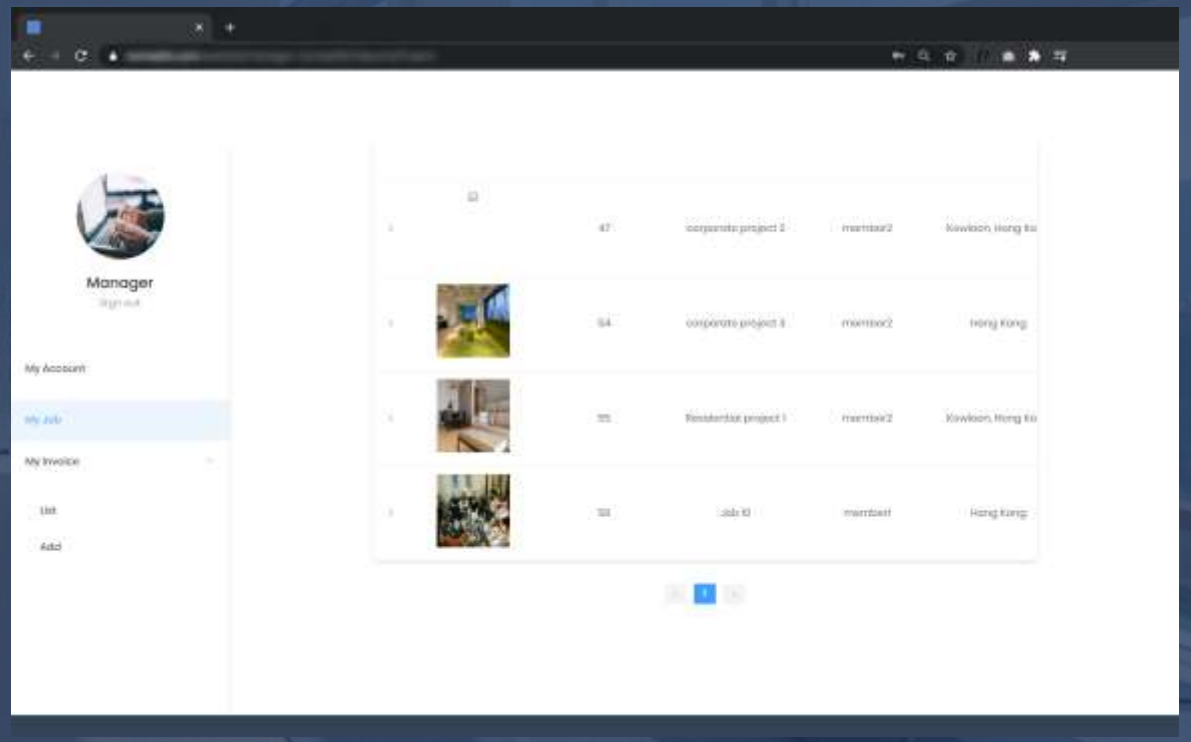
Funding applied, Lead time approved amount

TVP

$220,000 / 2 phases

6 months


Manager
My Account
My Info
My Invoice
This is the store display
Send
All Image


Manager
My Account
My Info
My Invoice
List
Add

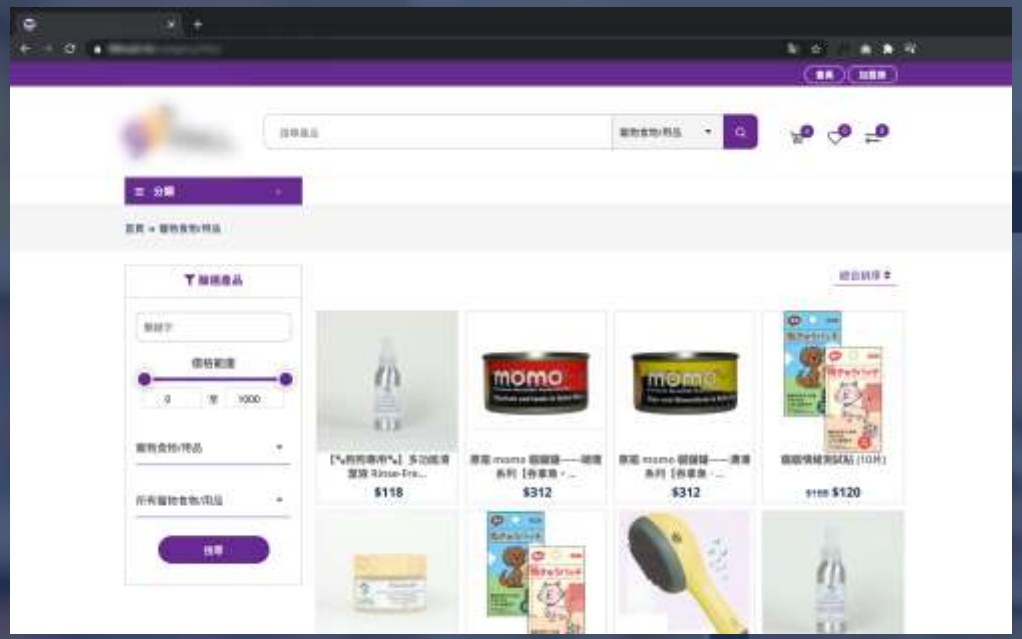
07

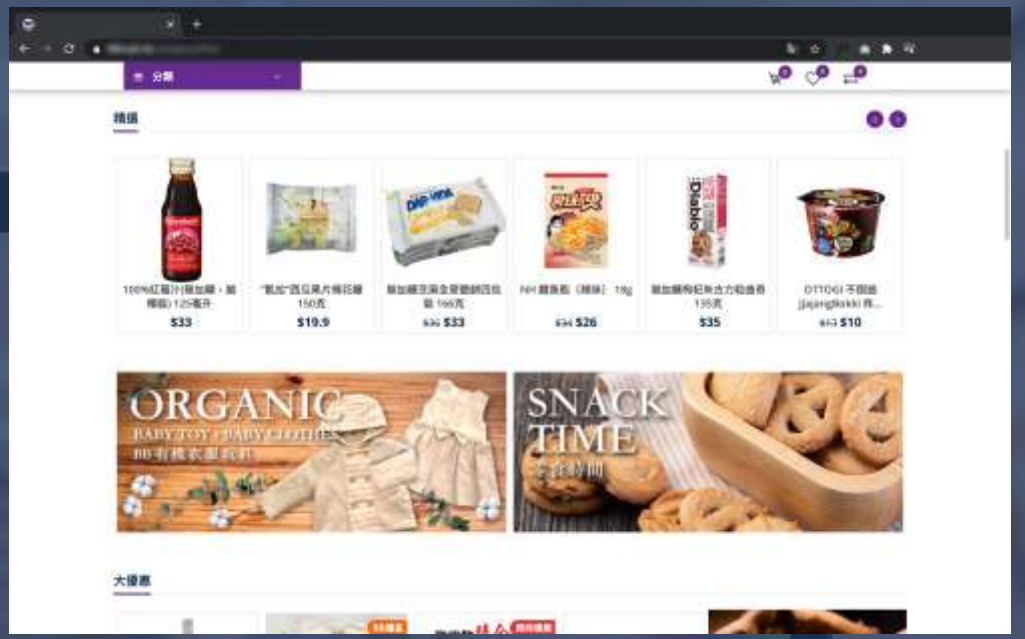
SUCESSFUL CASE

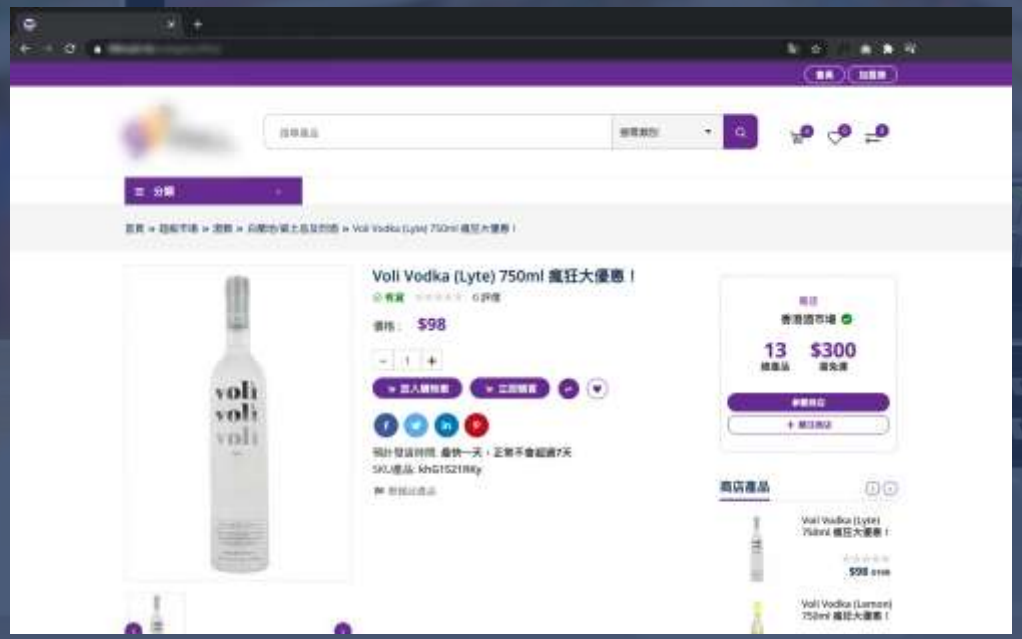
Local grocery stores

Ecommerce platform for Local grocery stores

Background	Solution they looking for…	Funding applied, Lead time approved amount
Develop online business with tailormade platform	Ecommerce platform with Payment system CRM (customer relationship management) CMS (content management system) Shopping and behaviour analytics	TVP $180,000 / 2 phases 6 months


momo
momo
momo
$118
$312
$312
$120


精選
$33
$19.9
$26
$35
$10
ORGANIC
SNACK
TIME
大優惠


Voli Vodka (Lyte) 750ml 瘋狂大優惠！
價格： $98
13
$300
商店產品

07

Scope and procedure of FundingHero's support

Consultation

Submit your contact to FUNDINGHERO

Discuss & select the "right" fund

Proposal preparation

Confirm the project

Discuss & develop proposal

Assist in the preparation of required documents

Competitive quotation(s) & Solution matching (Optional)

Submit

Create a common email

Sign off

Submit & Follow up

THANK YOU
www.FundingHero.com.hk
kevin.khan@fundinghero.com.hk

Microsoft

Thank you!

Share your feedback and redeem a coffee voucher –

Input “survey” through WhatsApp

5395 9987

Surface Laptop Go
特選客戶優惠

優惠期：**2021年4月22日** 至 **2021年5月30日**

優惠客戶：只適用於「Microsoft 中小企 新常態 · 新經營 網上論壇」之參加者，數量有限，額滿即止。

Surface Laptop Go

- 第 10 代 Intel® i5-1035G1 處理器
- 8GB 或 16GB LPDDR4x RAM
- 固態硬碟 (SSD)：128GB 或256GB
- 螢幕：12.4 吋 PixelSense™ 顯示器
- 720p HD f2.0 相機 (前方) 雙重遠場錄音室麥克風 配備 Dolby® Audio™ 的 Omnisonic 喇叭
- 使用指紋電源按鈕一觸登入
- 重量: 1,110 公克 (2.44 磅)
- 預載Windows 10 專業版
- 1 年limited hardware warranty

型號	免費升級	可選顏色	MSRP (HKD)	優惠價 (HKD)
I5/8/128GB		冰河藍、沙岩色和白金色	~~$7586~~	$5,888
I5/8/256GB	免費升級至三年保養計劃	冰河藍、沙岩色和白金色	~~$9,386~~	$7,498
I5/16/256GB		白金色	~~$10,686~~	$8,788

如果您對此優惠感興趣，請致電Kelly@28044354 或電郵至 kellymak@microsoft.com查詢

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