Microsoft

Accelerate your Data & AI project

– From potential to reality

Contents

Foreword: From potential to reality
– Data & AI at work

Learn from someone who already did it

How to get started – it's never too late

Who can help you succeed? Find the right partner fit

Upskilling is crucial
– Training + Certification = Innovation

The intelligence-driven organization
– And **the components of Azure**

Eager for more? Link Library

Foreword: From potential to reality – Data & AI at work

Anne Marie Kindberg, CMO & COO, Microsoft Denmark
Daniel Aunvig, Head of Data & AI, Microsoft Denmark

As previous entry barriers have fallen, data and AI have become more accessible and easier than ever to implement – yet many organizations still struggle to accelerate their data and AI ambitions.

A data-driven customer mindset is widely seen as a competitive edge and differentiator. We even see this change within industries that traditionally have been cautious about embracing technology.

But before you can unleash your full potential, you need to consider what your intelligence-driven organization looks like;

- How do your executive strategy and organizational culture support your digital ambitions?
- What kind of technical capabilities do you need, and are they present in your organization?
- Is your operating model ready to execute on a day-to-day basis?
- Have you identified and selected the use cases to direct your digital journey?

Not many organizations have clear-cut answers to all the questions, but they are necessary to consider carefully in order to start, accelerate and scale your data & AI projects.

Strong data & AI deployment come with great responsibilities to foster trust and security.
So, the question should not be *if* we're using data and AI, but *how* we're using it; is the technology fueling value for only the fortunate few or for everybody? Have we considered the ethical dilemmas that lie within the use of facial recognition, big data and predictive algorithms? If not, now is a good time to start.

The potential for doing good with technology is massive – we just need to be wide awake while making the critical decisions that can both address some of society's biggest challenges and drive innovation, talent acquisition, operation efficiency and effectiveness in your organization.

Hopefully, this e-book will inspire you to get started or scale your ambitions.

Learn from someone who already did it

Vestas

Vestas was looking to provide a system for value-adding services for maintenance, management and automated asset control at scale – taking on-prem services to the next level.

Therefore, Vestas was looking at Azure to harvest the advantage of both the cloud and AI evolution, arriving at accurate energy forecasts and control. The benefits, including full automation, were a 40% reduction in hands-on training, a decrease in time to market and a lower total cost of ownership.

coop LOBYCO FOR RETAILERS BY RETAILERS

Lobyco wanted to change retailers' go-to-market strategy – from sending out a leaflet to showing personalized offers and engaging customers on an app using Azure machine learning.

They have now built a data-driven digital ecosystem, where they engage and drive traffic to stores and add value for their retailers. The application has more than 300.000.000 user sessions per year. And by leveraging their customers' purchase data, they can also show their CO2 footprint. This allows the customers to take an active role in tackling climate change.

DSB

When Covid-19 hit Denmark, DSB wanted to ensure safety for their passengers.

Therefore, they created an application with expected occupancy rates based on a machine learning model on the departure of each train.

They already had the data collected, so they managed to do the technical set-up and release in only three weeks. The application gained close to 100.000 users.

See other amazing Azure case studies here

How to get started – it's never too late

We are now witnessing a more widespread, scaled adoption of the use of data and AI across sectors, value chains and eco-systems. And AI technology is quickly approaching a point where it is becoming a critical element in enabling companies across sectors to drive revenue, increase profits and remain competitive.

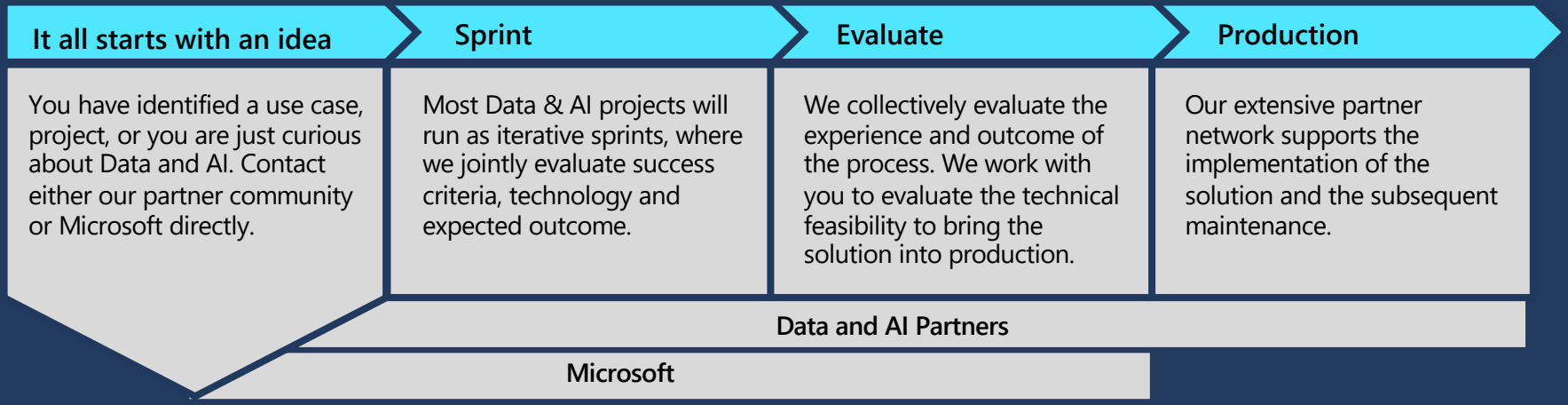
The Covid-19 situation has fueled this trend even further, bringing a sharp focus on the need for businesses to adapt quickly to survive and thrive. But a disruption, fueled by digital technologies, has been under way for a long time. 88% of firms in the Fortune 500 in 1955 no longer exist. Back then, the average age of a company was almost 60 years. Now, it's less than 20.

44%

Of global organizations say AI has reduced costs[1]

30%

AI investments are set to boost revenue by over 30% over the next four years[2]



1) McKinsey: Global AI Survey

2) Accenture: The ROI of AI

Who can help you succeed? Find the right partner fit

To unlock greater potential of the Microsoft technology, we are dependent on our partners' unique capabilities to build valuable solutions and services leveraging Microsoft technologies. In Denmark, we have 2.717 active partner competencies (silver/gold), meeting requirements on Microsoft technology skilling, customer case track record and support capabilities. 112 partners have achieved the analytics competency at Gold level in Denmark.

The top local partners, measured on the number of Data & AI certified individuals:

VENZO_

INSPARI

kapacity Business Analytics

PROACTIVE PART OF FELLOWMIND

NNIT

The top three global partners measured on the number of Data & AI certified individuals with presence in Denmark:

tcs | TATA CONSULTANCY SERVICES

accenture

You can always reach out to your Microsoft account team to find the best partner match. If any interest in hands-on experience, check out the list of Partner Managed workshops at Microsoft Immersion Workshop – also check out PowerBi.com to find a Bi-specialized partner.

Upskilling is crucial
Training + Certification = Innovation

It can be difficult to accelerate your AI initiative without sufficient background knowledge. And lack of skills is, in itself, a barrier for driving AI successfully.

At Microsoft Learn, you can upskill you and your workforce for free and take advantage of all the possibilities that AI has to offer.

Successful AI implementation depends on more than the technology. Learn how to drive lasting business impact, define the AI strategy and enable an AI-ready culture at AI Business School.

Choose the right certification for you:

Combine your training with a certification that announces your proficiency to your stakeholders. A comprehensive path forward for your Azure learning might begin with the foundations of cloud services and could be followed by core data concepts, after which it might move to common machine learning and AI workload.

Check out the blog Master the basics with the Azure Fundamentals certification.

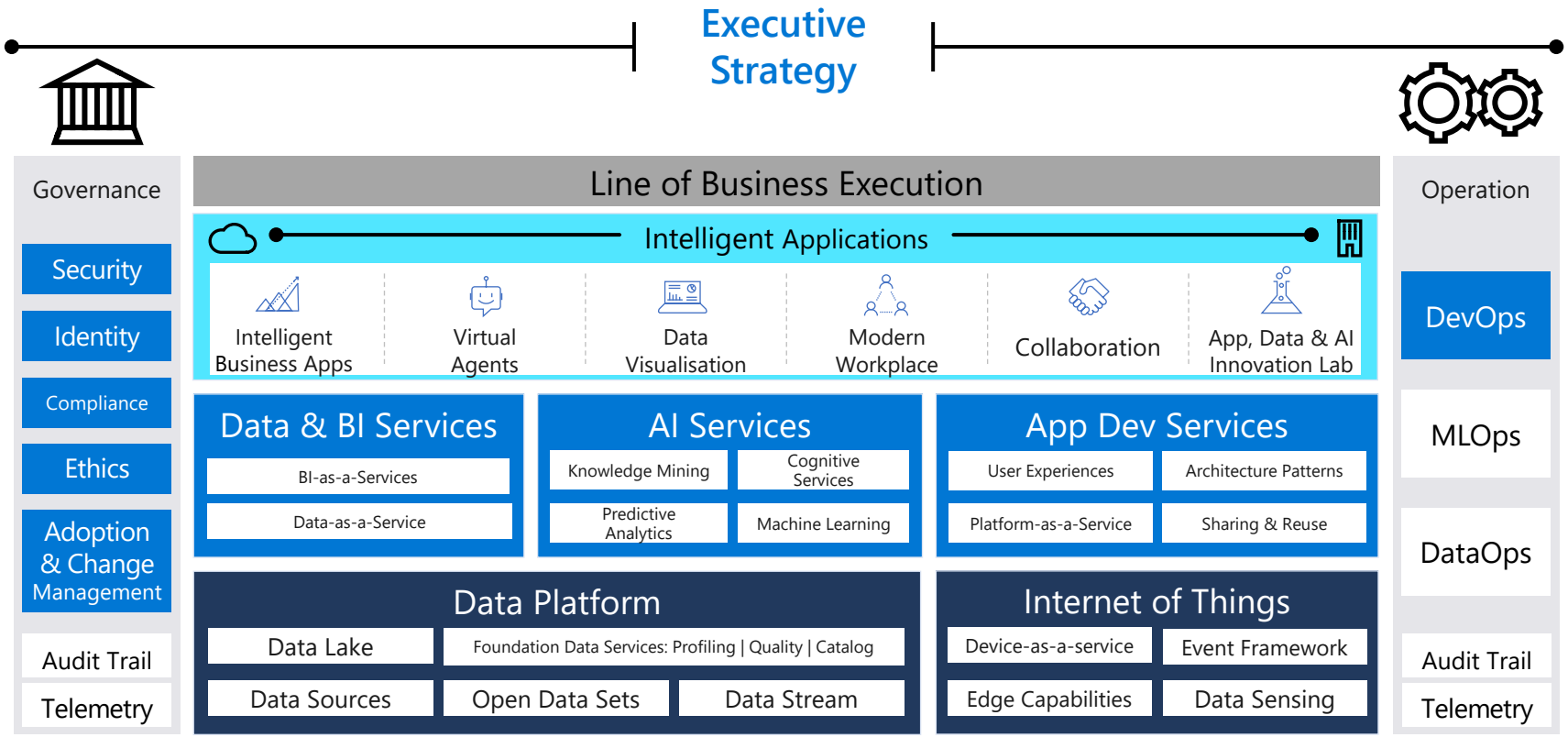
56%

of IT and business leaders cite skill shortage as the biggest challenge to successful AI adoption[1]

[1] Gartner: Barriers to AI Adoption

The intelligence-driven organization and the components of Azure

Microsoft Azure is the public cloud computing platform that offers software as a service (SaaS), platform as a service (PaaS) and infrastructure as a service (IaaS). It comprises more than 600 cloud services and supports varied operating systems, databases and developer tools.



Eager for more? Link Library

Be inspired to start

AI-podcast: Bliv klar til fremtiden
In this podcast, we provide an overview of how AI is used across Western Europe (Danish).

Artificial Intelligence in Europe Report: At a glance
Artificial Intelligence in Western Europe

About Microsoft Azure

Azure Periodic

Artificial intelligence in the public sector

Upskill yourself

Microsoft Learn for Azure
Grow your skills to build and manage applications in the cloud, on-premises, and at the edge

AI Business School Artificial Intelligence Courses - Microsoft AI

Certify yourself

Microsoft Certified: Azure Data Scientist Associate

Microsoft Certified: Azure Data Fundamentals

Microsoft Certified: Azure AI Fundamentals

Microsoft