

# Innovate with GenAI:

A guide for creating  
differentiated experiences  
with Azure AI



# 75%

Generative AI (GenAI) is becoming ubiquitous with 75% of global knowledge workers using it.<sup>1</sup>

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# 67%

of executives expect their organizations to invest more in AI in the coming years.<sup>2</sup>

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# 2x

Organizations have doubled their usage of GenAI in the past ten months.<sup>2</sup>

1. "2024 Work Trend Index Annual Report," Microsoft, 2024

2. "The state of AI in Early 2024," McKinsey, 2024

## AI is transforming how enterprises operate and prepare for the future.

Enterprises are taking advantage of AI capabilities to innovate continuously, improve customer experiences, stay competitive, and meet evolving market demands. However, the adoption and effective deployment of AI remain as challenges for many organizations.

To fully harness the benefits of AI, business leaders need to be strategic and ensure their infrastructure is AI-ready across their entire ecosystem.

# Differentiate your business at scale with custom built GenAI solutions

AB has the expertise to help you unlock the potential of GenAI with confidence. We'll guide you through implementing Microsoft Azure AI and give you the building blocks to bring intelligent apps to market quickly with pressure tested services, customized experiences, and industry-leading information retrieval.

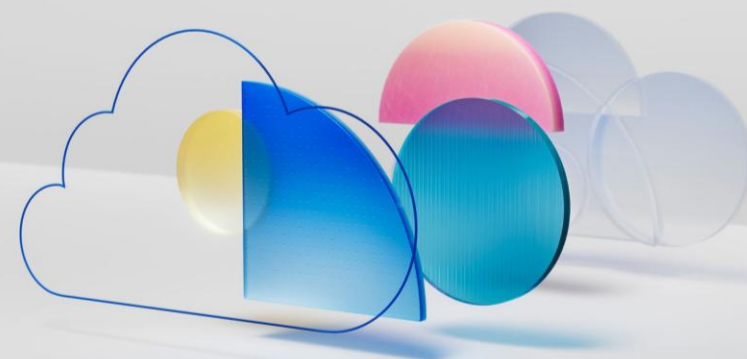
Scale at speed with Azure AI—the all-in-one AI platform with everything your developers need: cutting edge models, easy-to-attach services, retrieval augmented generation (RAG) over your own data, and secure and built-in responsible AI tooling.

53,000+ organizations are innovating and scaling with the Azure AI platform\*

Four areas Azure AI is transforming

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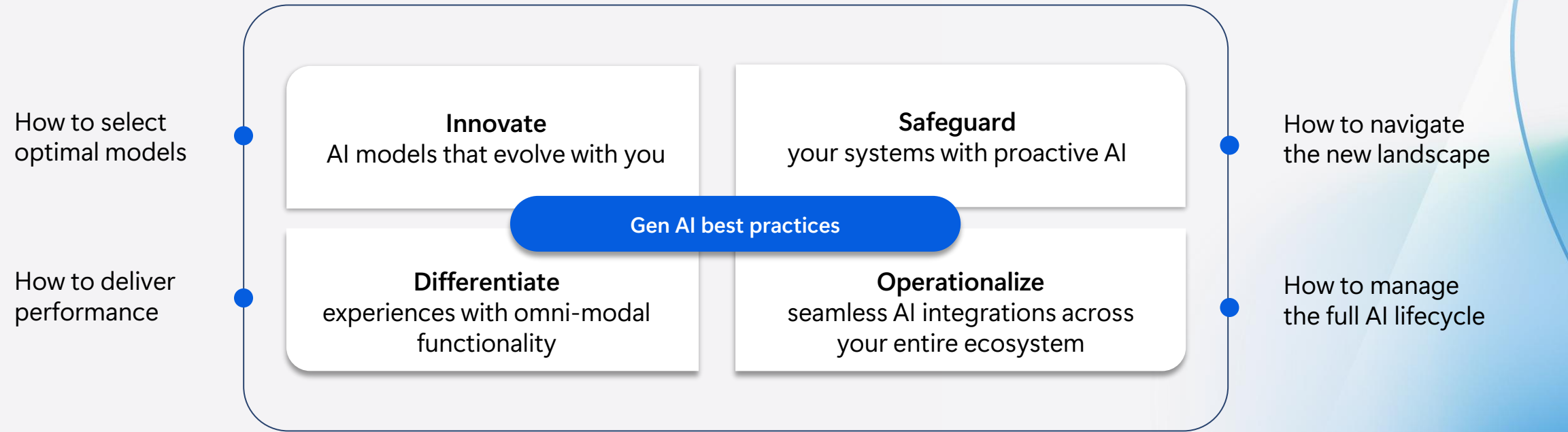
- ✓ New customer **engagements**
- ✓ New **products and services**
- ✓ New enterprise-wide **productivity**
- ✓ New automation **efficiencies**



\*Microsoft internal data

# How to unlock the highest quality AI experiences

Get full stack support and tooling to bring groundbreaking innovation into production at enterprise scale. From evaluating your best models and differentiating experiences with media-rich contextualization, to protecting your solutions and operationalizing repeatable value over time, Azure AI has everything you need to solve challenges in ways that were never possible.



# Innovate

Azure is the place to build captivating experiences using your best data. Drive toward innovation by accelerating your company's capabilities on Azure Open AI Service, GPT-4 Turbo with Vision , DALL-E , and Azure AI Vision.

We can help you innovate with a unified API for model swaps, built-in, full-life-cycle tooling, and versatile deployment options.



Vodafone is working with Azure AI Studio to reduce repetitive inquiries and provide a more consistent, faster experience. They saw a 20+ point increase in net promoter score with TOBi and an increase in first-time resolutions from 70% to 90%. [Read more >>>](#)

**“** We want to be number one on customer experience and, in the face of rising customer expectations, we knew we needed to uplevel our ability to respond to customer inquiries.”

Ahmed Elsayed  
**CIO UK & Europe Digital Engineering Director,  
Vodafone**



# Differentiate

Rise above the competition, improve customer satisfaction and get real results real fast with intuitive model benchmarking that helps identify the best model for your use cases. Plus, we can help you customize models with advanced fine tuning that grounds models on your secure data using retrieval augmented generation (RAG).

Manage and differentiate experiences over time as models change. We'll show you how to:

- Build and deploy GenAI apps at scale.
- Explore out-of-the-box and customizable APIs in the model catalog.
- Access cutting edge models from Microsoft, Meta, Mistral, Hugging Face, Open AI, Cohere and more.



The latest advancements in AI technology is helping Freshworks reduce customer wait times and resolve requests from day through night, while empowering their agents to focus on higher value tasks. The results are staggering—IT tickets are getting resolved 60% faster and service teams to responding to requests 58% sooner. [Read more >>>](#)

“...The advanced file search and parallel function calling capabilities provide intelligent, accurate responses from our customer's data spread within their enterprise. This enables the AI agent to take intelligent automated actions resulting in improved deflection rates and significant personalization.”

Ramesh Parthasarthy  
**Chief Architect, Freshworks**

# Safeguard

Keep your data secure with a proactive approach to mitigating risk by enabling the built-in, comprehensive safety systems of Microsoft Azure AI Content Safety, Azure OpenAI Service, Assistants API, and Azure AI Studio.

We can show you why Azure is the place to safeguard your experiences at every mitigation layer. Build safely on one platform with the latest models, manage the complete model life cycle, scale AI responsibly.

- Identify new threats fast.
- Reinforce your safety systems.
- Enhance response times.



Sweco has built an AI assistant that helps their consultants find critical project information and create documents easily, so they're able to deliver their best, biggest ideas while freeing up time to create and refine more creative client solutions. Nearly half of the organization uses SwecoGPT daily.

“ Human creativity is key in our business. We wanted to build something that draws from our data and years of global expertise and could scale as we grow and evolve—giving our consultants more time to spare and to focus on Sweco customers.”

Shah Muhammad  
**Head of AI Innovation, Sweco**

# Operationalize

With Azure AI you can select the best models for quick and efficient representation of your most complex systems. Usher in a new era of GenAI development and empower your developers to explore, build, test, and deploy AI innovations at scale so they move faster from idea to impact.

Our team has experience working with enterprises like yours to understand your most pressing use cases so you can operationalize efforts to form a holistic AI tool chain that cultivates collaboration and serves as a catalyst for agility.

## LLMOps best practices **for agility**



**Model  
discovery**



**Model  
customization**



**Continuous  
monitoring**



**Nimble  
iteration**

Through every stage of LLMOps, Azure AI Studio has what professional developers need to streamline the entire development cycle of AI applications.



# AI made easier with the power of one ecosystem.

We are your partner in pioneering GenAI development at your enterprise. Empower your developers to not only explore and build, but also test and scale their AI innovations, accelerating the journey from conception to realization.

Contact AB to support you in implementing, customizing, and scaling Azure AI so you can lead your market with differentiated GenAI experiences.

Contact us for more details [CSP@AB.PL](mailto:CSP@AB.PL)

