

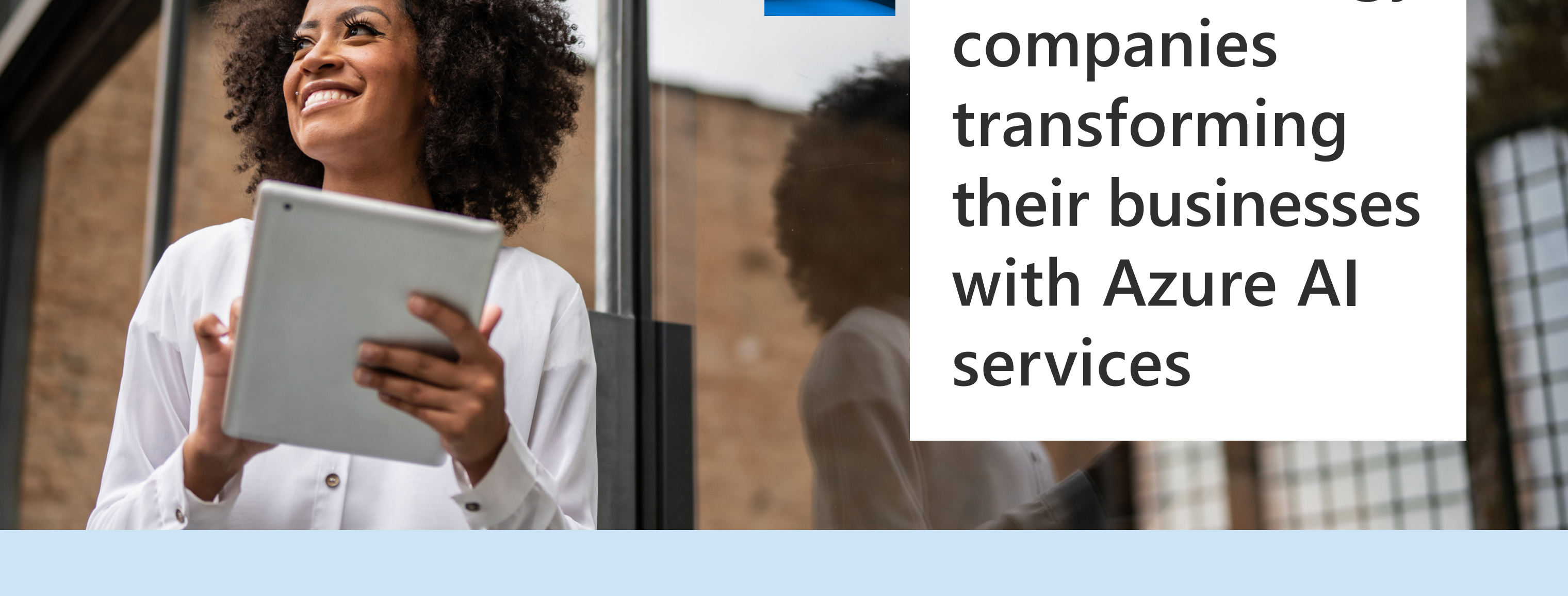
Leading in the Era of AI:

Transformation Stories from Early Azure AI Adopters

With AI technology becoming more accessible to businesses, software vendors want the ability to innovate exciting new features—without needing extensive AI expertise or driving up operational costs.

The Azure AI portfolio helps teams of all skill levels confidently integrate AI tools into their workflows so they can:

- ➔ Enable faster development cycles
- ➔ Accelerate time to insight
- ➔ Save time on coding
- ➔ Create differentiating customer experiences
- ➔ Reduce operational costs



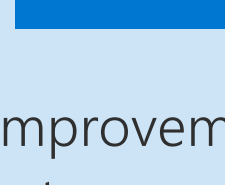
1 SymphonyAI

SymphonyAI helps businesses create a fraud-free future

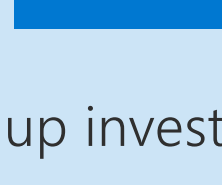
SymphonyAI helps enterprises across industries discover new ways of using AI technology to deliver greater operational efficiency and value.

Fast, reliable financial crime discovery

Built with Azure OpenAI Service, the Sensa Copilot is a generative AI assistant that collects data from multiple sources and summarizes it for financial investigators in a comprehensive, human-like narrative to help them detect threats in less time and with improved accuracy.



70% improvement in investigator productivity



Freed-up investigators can focus on real risks



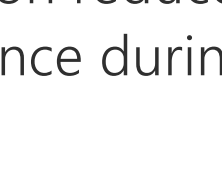
2 CallMiner

CallMiner facilitates high-quality customer experiences

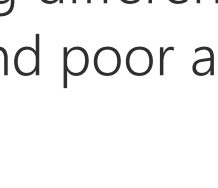
CallMiner is a cloud-native platform that uses conversational analytics to help enterprise companies extract deep, actionable insight from customer interactions.

Smoothing communications between businesses and buyers

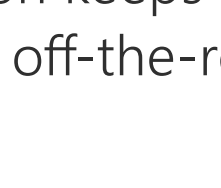
Powered with Azure AI Services, CallMiner's conversation intelligence platform helps companies understand their customers' needs on a deeper level. Enterprises can make decisions based on real-time sentiment and feedback by automatically elevating valuable contact center insights and actioning them into boardroom discussions.



Availability of real-time information reduces periods of silence during calls



Increased accuracy with processing different languages, dialects, and poor audio quality



Summarization redaction keeps sensitive data off-the-record



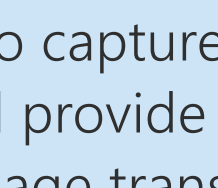
3 Signly

Signly collaborates with Azure to support their AI for Good program

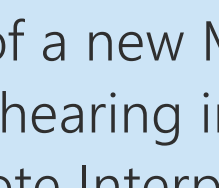
Signly is a tech solution aimed at breaking down communication barriers for Deaf individuals, giving them greater access to vital services like virtual healthcare.

Bridging the communication gap to provide better healthcare experiences

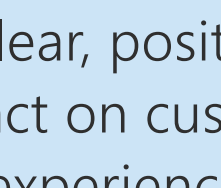
Built on Microsoft Azure, Signly is a fully managed sign language as a service (SLaaS) platform that website owners in healthcare can use to communicate with Deaf individuals using their preferred language. This not only makes healthcare services more accessible to a wider user base, but feedback from sign language users also reported enhanced self-esteem and timesaving.



Ability to capture website text and provide fast sign language translation



Development of a new Microsoft Teams app connects hearing individuals with Video Remote Interpreters (VRIs)



Clear, positive impact on customer experiences



4 AiFi

AiFi enriches brick-and-mortar shopping experiences

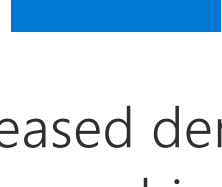
AiFi builds AI-powered autonomous retail solutions to help retailers create frictionless in-person shopping experiences.

Finding the “art of the possible”

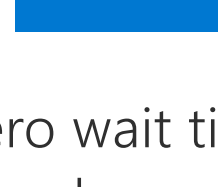
When European supermarket Zabka had difficulty finding and staffing more locations, AiFi used Azure OpenAI to provide real-time insight into shopper behavior. Using this data, they reimaged storefront layouts and payment options so they could create a more convenient “grab-and-go” shopping experience.



Reduced storefront footprints



Decreased demand for cashiers



Zero wait time for shoppers



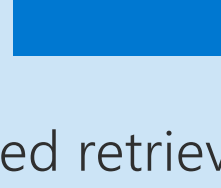
5 ERM

ERM takes leaps for environmental sustainability

The largest global sustainability consultancy, ERM, helps companies and capital investors make environmentally and socially responsible business decisions.

Enabling planet- and people-friendly investing

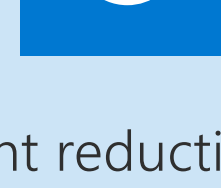
ERM's SaaS tool, ESG Fusion, helps clients make investments that align with their ESG requirements. By combining Azure Machine Learning with subject matter expertise, ESG Fusion can provide a comprehensive assessment of a company's ESG risks and opportunities within two business days—a big step in promoting sustainable business practices around the globe.



Automated retrieval of ESG data from multiple web sources



Accurate ESG reporting within two business days



50 percent reduction in time performing due diligence



AI transformation uncovers untapped value

“Experts predict that using AI at a large scale will add as much as **\$15.7 trillion** to the global economy by 2030.”

AI Should Augment Human Intelligence, Not Replace It (hbr.org)

[➔ Discover more Azure AI use cases](#)