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48.52

AI

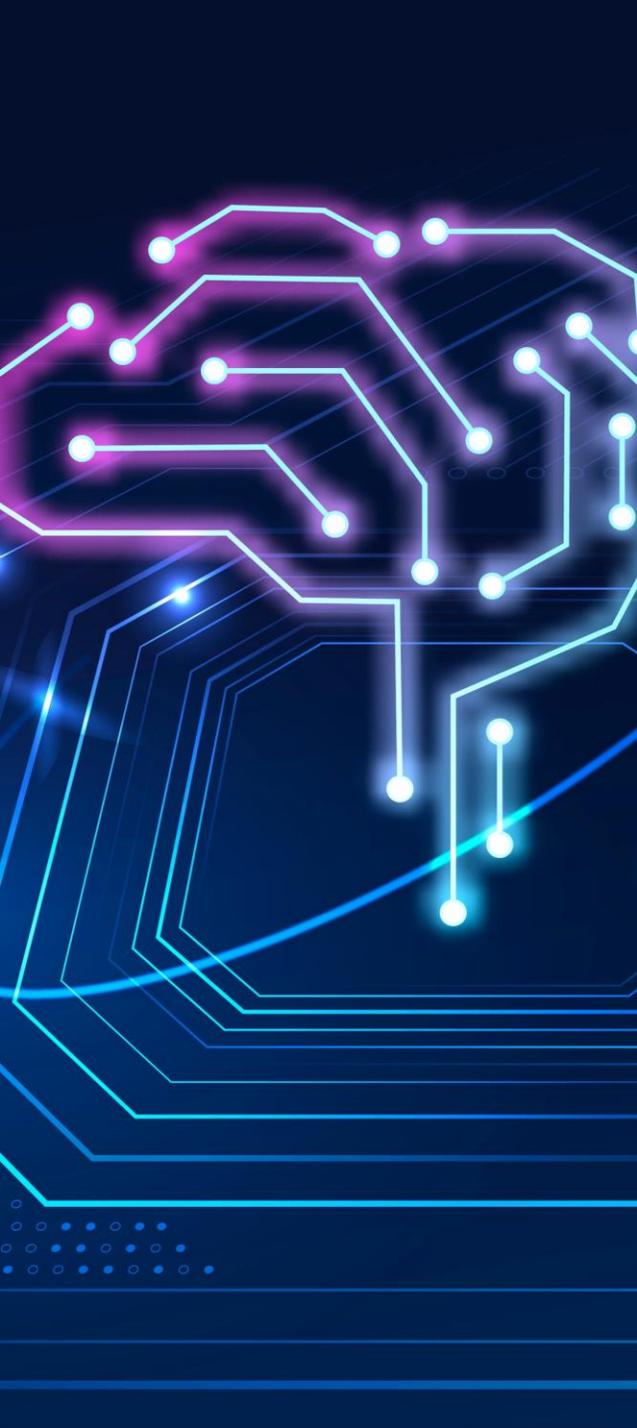
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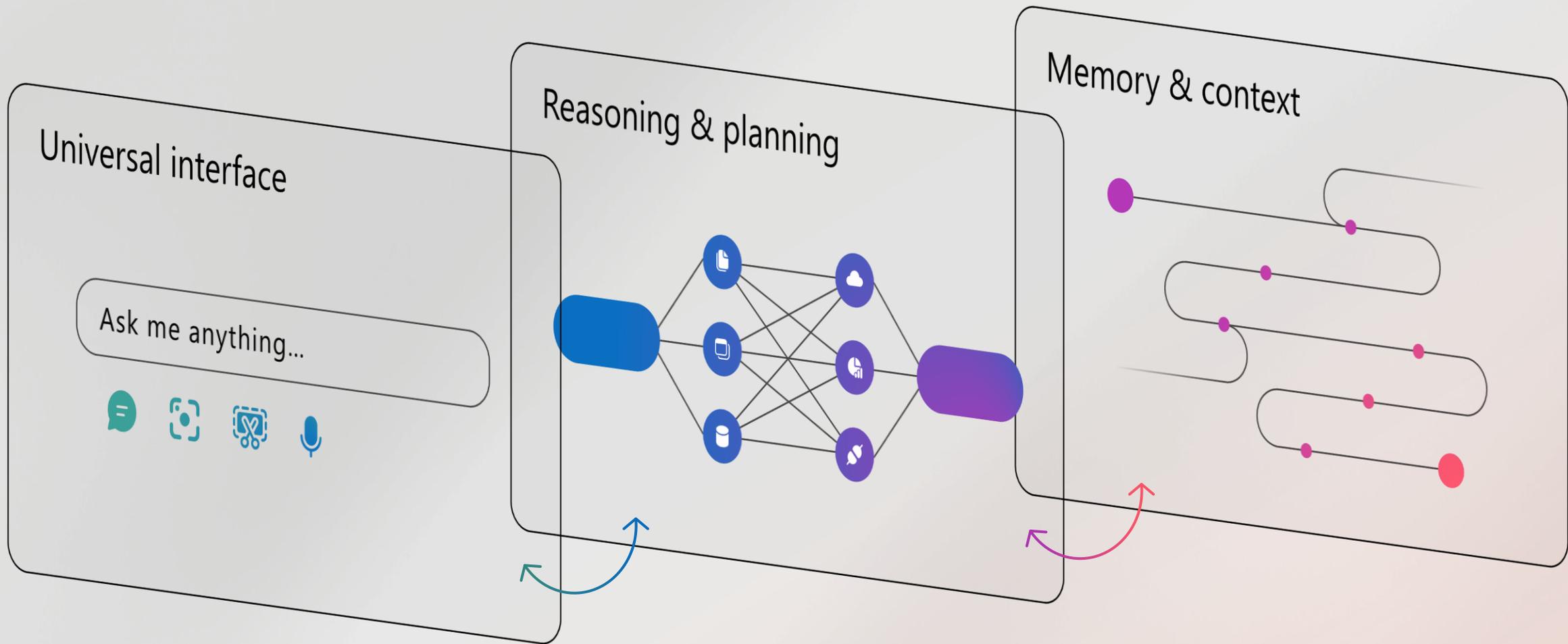
AI

AI Transformation: Invest Smart, Start Now

Dhanawat Suthumpun
Managing Director, Microsoft Thailand

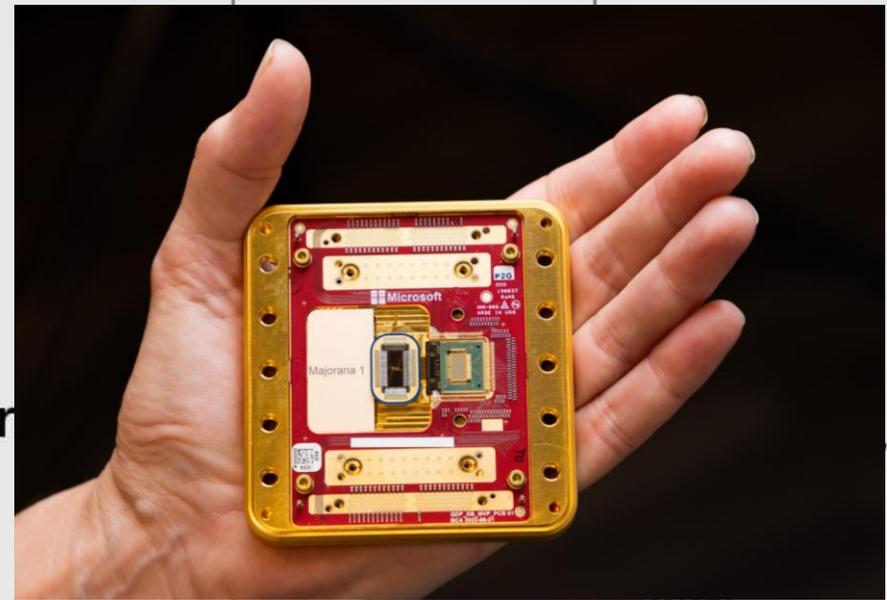






Scaling laws

Training compute of notable machine learning systems over time (FLOP)



1960



Azure AI model breadth

Offering a wide collection of frontier and open models

Azure OpenAI Service

o1-preview – for reasoning
o1-mini – for reasoning
GPT-4o
GPT-4o mini
GPT-4-Turbo with Vision,
GPT-4, GPT-3.5
DALL·E
Embeddings
Whisper, Text to speech

Cohere

Cohere Command R+
Cohere Command R

Databricks

Databricks/dbrx-base
Databricks/dbrx-instruct

Hugging Face

Falcon/TII
Stable Diffusion/Stability AI
Dolly/Databricks
CLIP/OpenAI

1,800+ models

Copilot example

2024 - Evolution of AI

I can See



GPT-4V

Create video from text
 sora

I can See, Hear, Speak



GPT-4o

I can Think Deeper

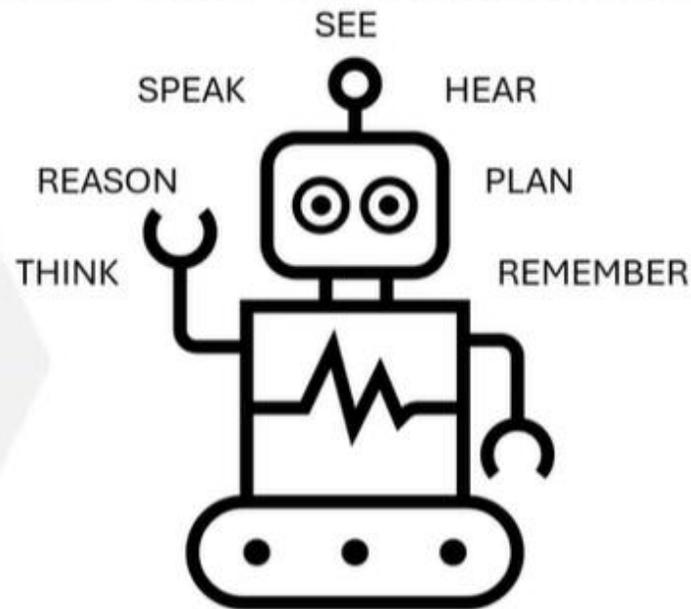


o1



2025 – Genesis of Agents

Agentic Reasoning



HUMAN ALIGNED & EMPATHETIC

TIMELINE

Modern Finance

[Verse]

ตัวเลขมากมาย ต้องไล่ตามให้ทัน
งานซ้ำทุกวัน เหนื่อยแทบหมดไฟ
แต่วันนี้ AI มาช่วยเปลี่ยนไป
ให้เราโฟกัส อนาคตที่ยิ่งใหญ่

[Chorus]

ปลดล็อกพันธนาการที่เคยมี
ให้ตัวเลขทำงานแทนเราได้ทุกที
จากรายงานที่ยุ่งเหยิง
เป็น Insight ที่แสนดี
New Modern Finance,
we're shaping the future!



AI is shifting business today



Personal
agents



Business
process agents



Organizational
agents



Cross-
organizational
agents



Microsoft 365 Copilot

How will you **transform your business** to help increase revenue and manage costs?



Enrich employee
experiences



Reinvent customer
engagement



Reshape business
processes



Bend the curve
on innovation

Enrich employee experiences

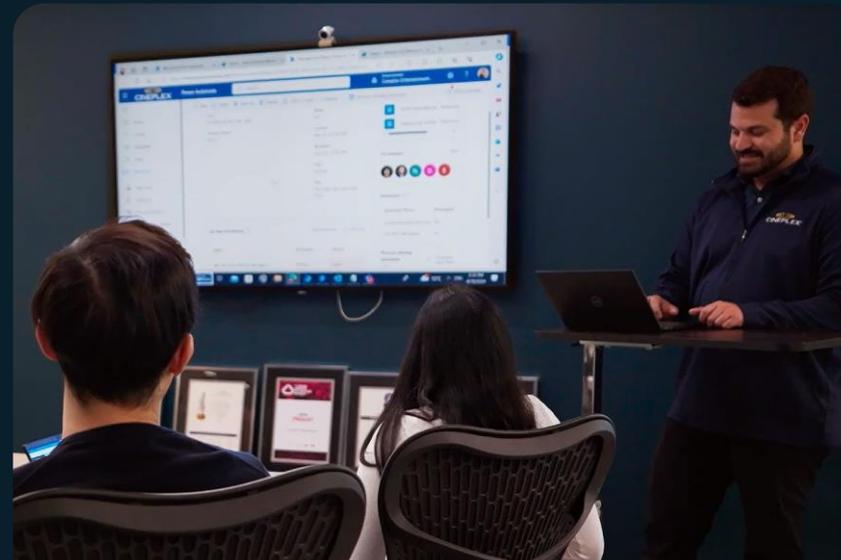


Copilot



97%
reduction in summarizing time

Softchoice



> 30K hours
saved annually in manual processing time

CINEPLEX



7 weeks
for creative production instead of 7 months

FINAS

Reinvent customer engagement in Customer Service



*You'll save \$47 a month
and \$49,096 in interest.*

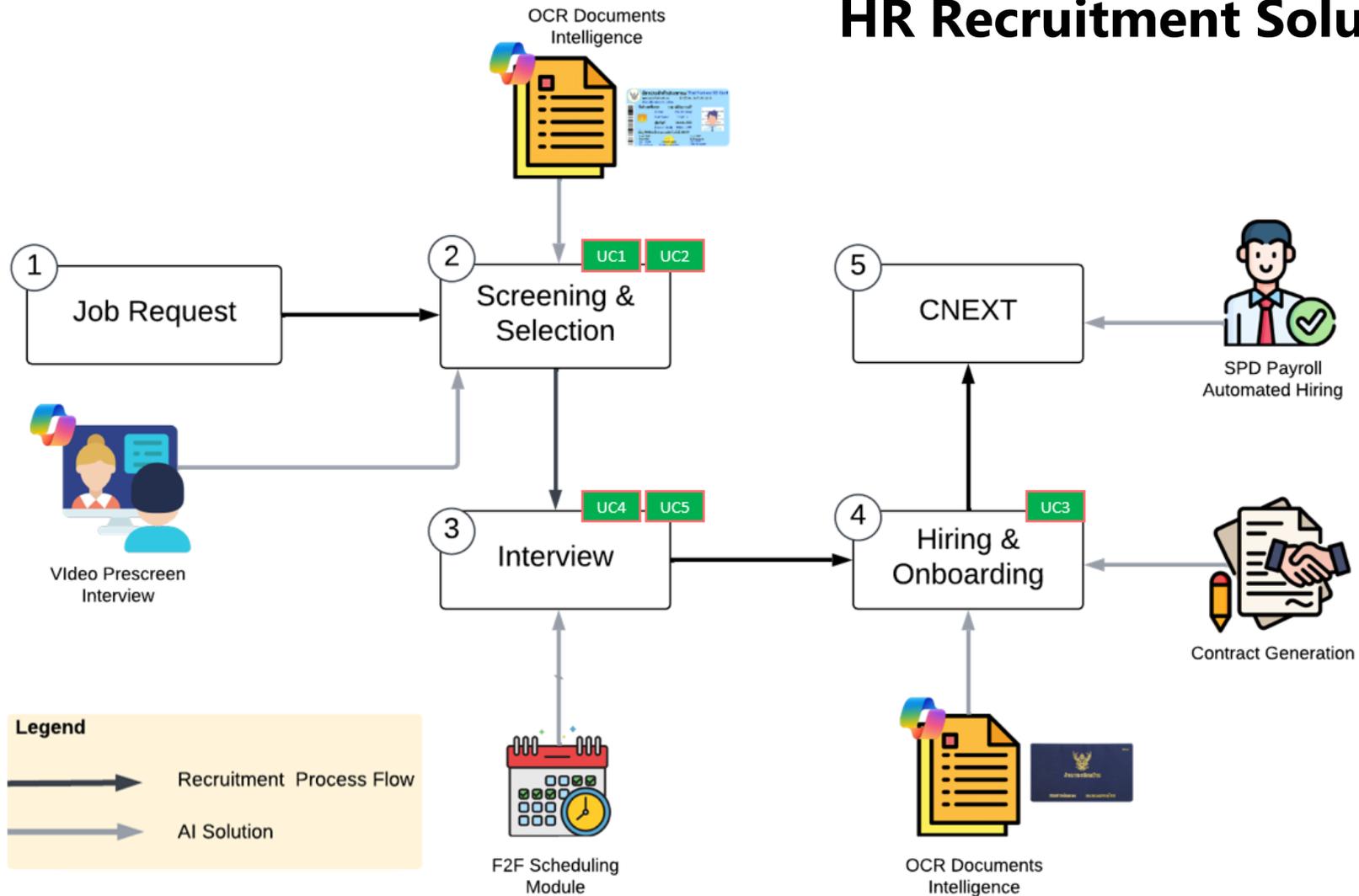
You will save

\$49,096 in interest
& **\$47** / month



Reshape business process

HR Recruitment Solution





Bend the curve on innovation



Unilever

The Future of Research & Development

How to Accelerate AI Transformation

Key drivers for AI Transformation success



Leadership

Plan your AI investment and align your leadership team

Lead from the front, get buy in



Business

Define business objectives, target scenarios, and key performance indicators

Start with functions that will see immediate impact



Learning

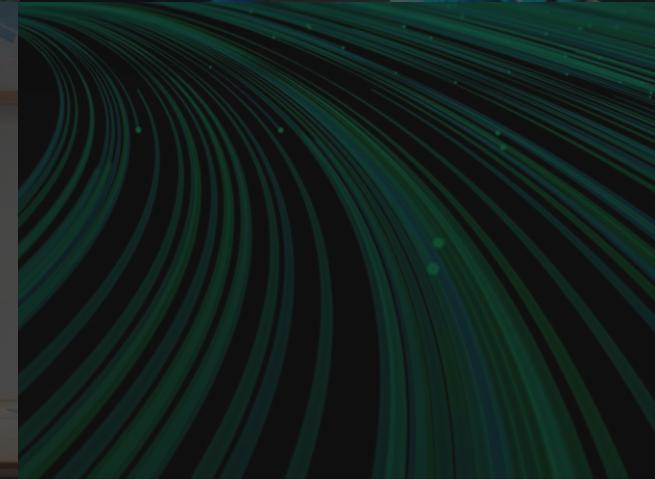
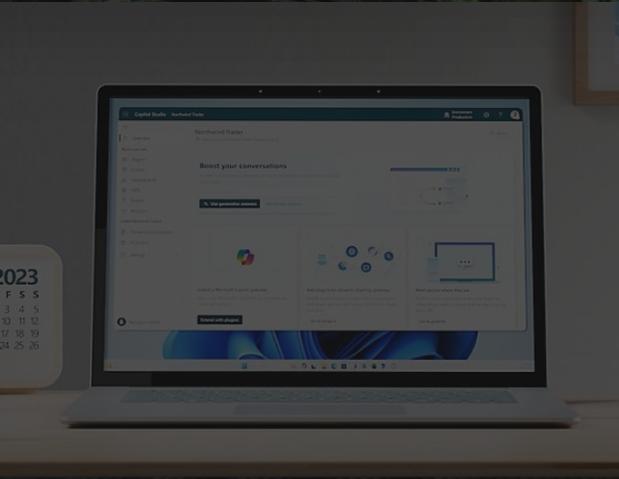
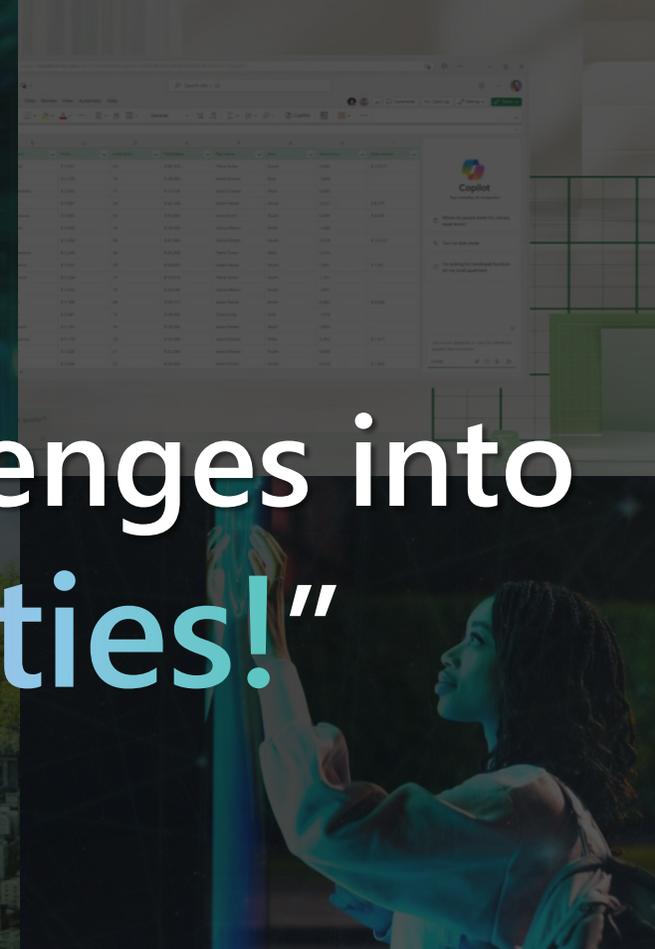
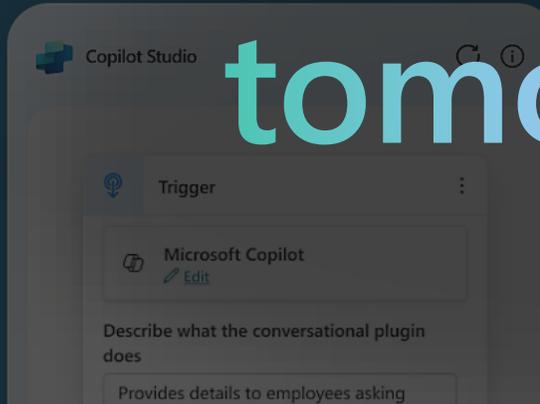
Share out training content provided by Microsoft

Establish training and onboarding strategies

Data and AI Security

Responsible AI Principles and Cybersecurity

“AI... Transforming today's challenges into
tomorrow's opportunities!”



Thank You.