



Welcome to Summer In Greece Festival





Create personalized experiences using the Azure Personalizer service



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About me.



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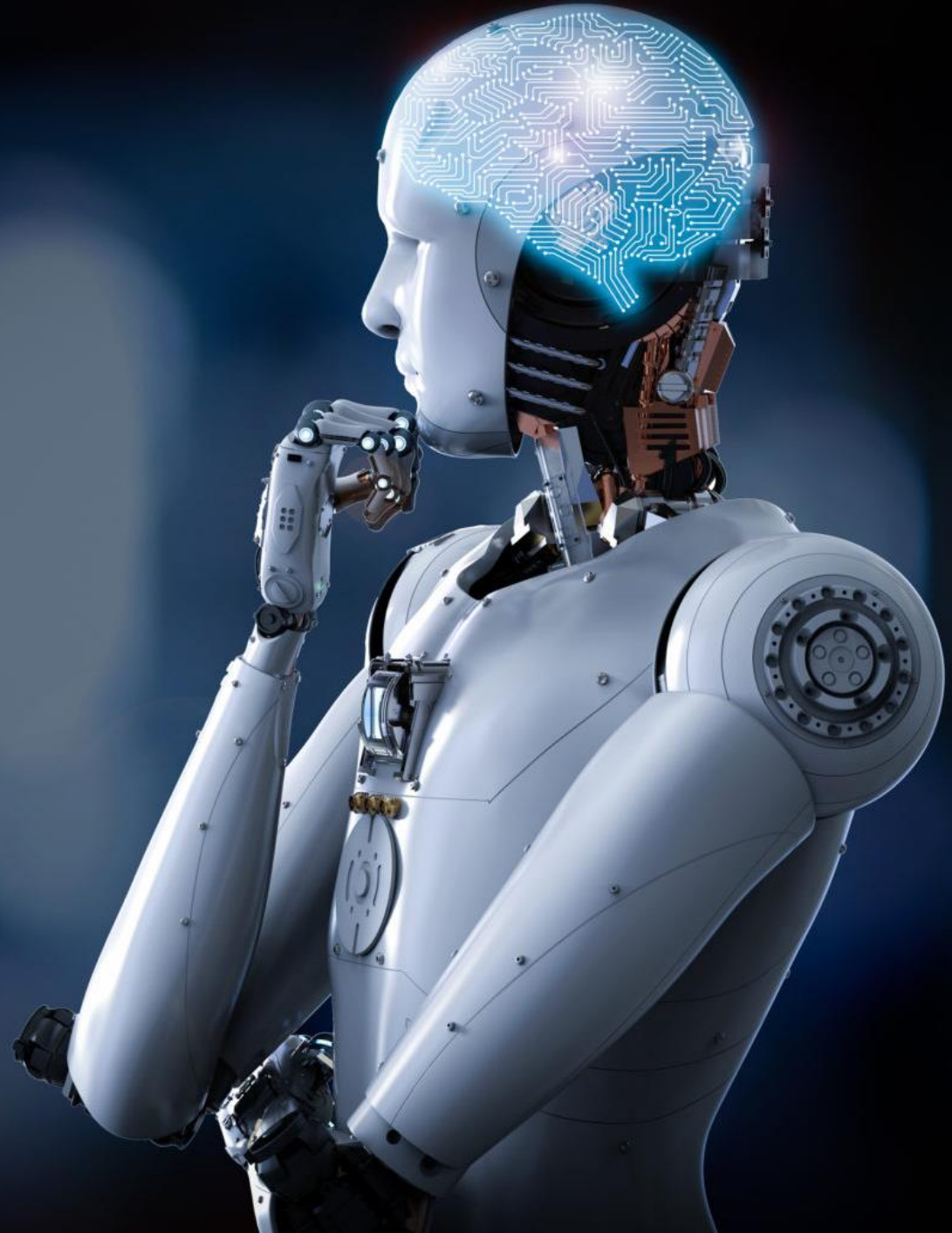
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Agenda

- What is AI and Machine Learning?
- What are Cognitive Services?
- What is the Personalizer service?
- Features
- Live Demo
- QnA

Definition

- Artificial Intelligence is technology that appears to emulate human performance typically by learning, coming to its own conclusions, appearing to understand complex content, engaging in natural dialogs with people, enhancing human cognitive performance or replacing or supporting people on execution of tasks.



Artificial Intelligence

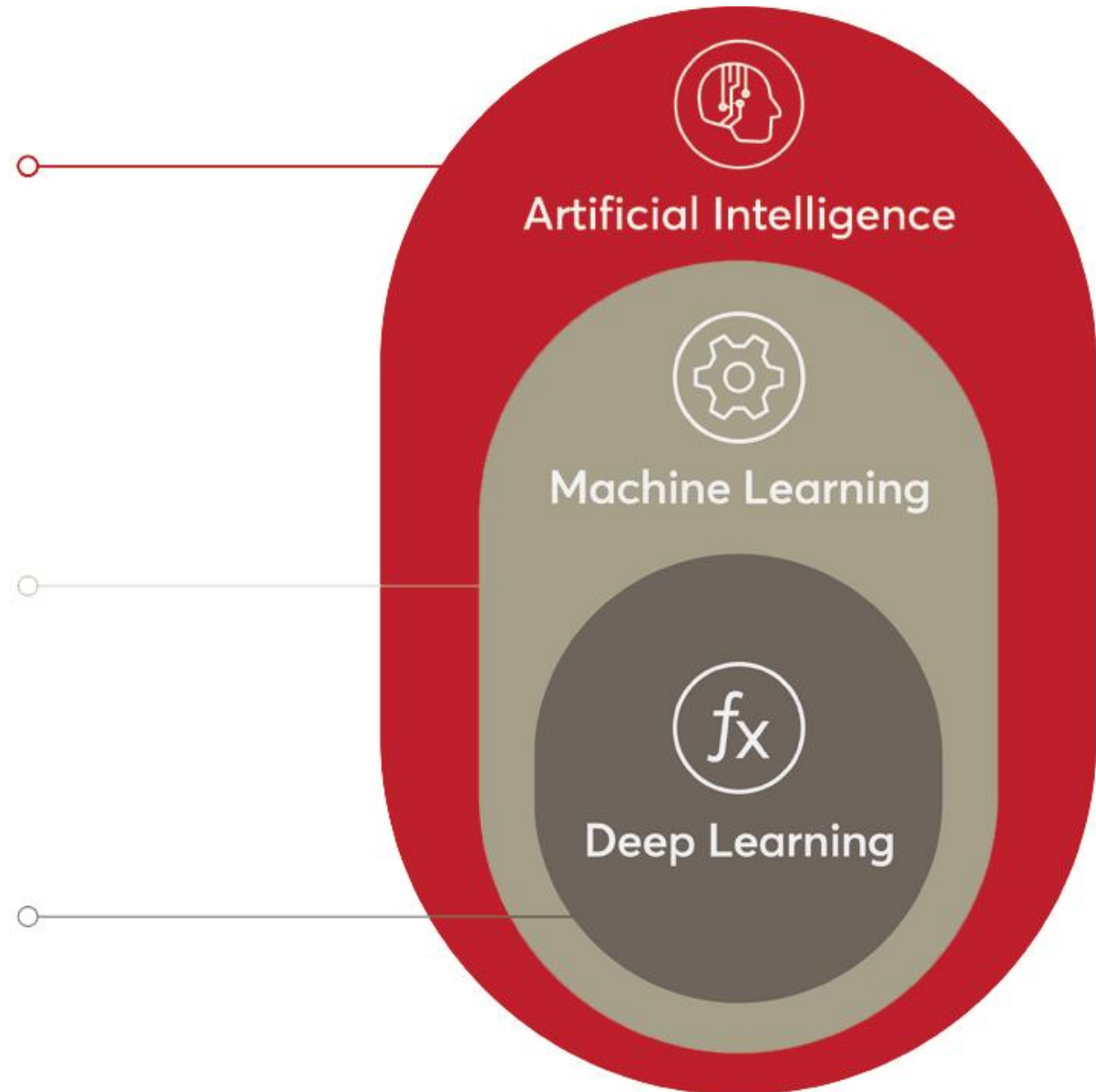
Any technique which enables computers to mimic human behavior

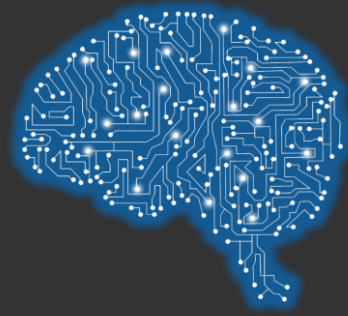
Machine Learning

Subset of AI techniques which use Statistical methods to enable machines to improve with experiences

Deep Learning

Subset of ML which makes the computation of multi-layer neural networks feasible





Machine Learning.

Machine Learning

“Programming the UnProgrammable”

Machine Learning creates a

$f(x)$

Model

using this data



Face



Face



Not a face



Not a face

Machine Learning Types



#1

Supervised
learning



#2

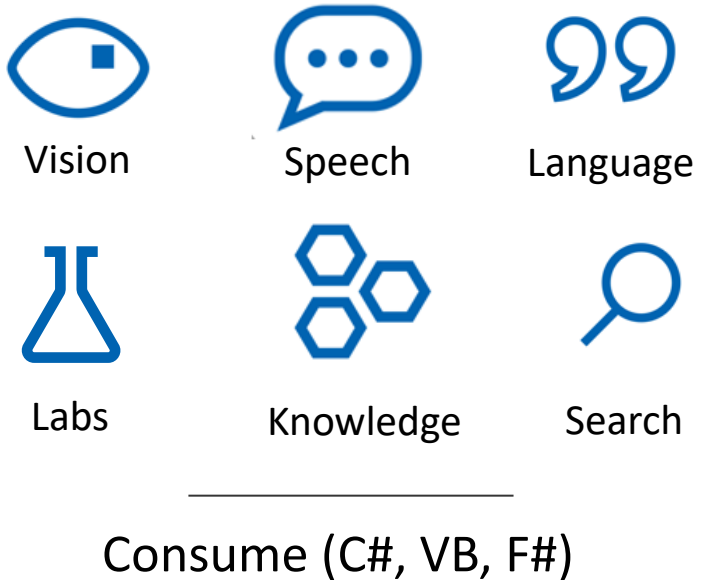
Unsupervised
learning



#3

Reinforcement
Learning

Pre-built machine learning models (i.e. Azure Cognitive Services)



e.g. Sentiment Analysis using Azure Cognitive Services

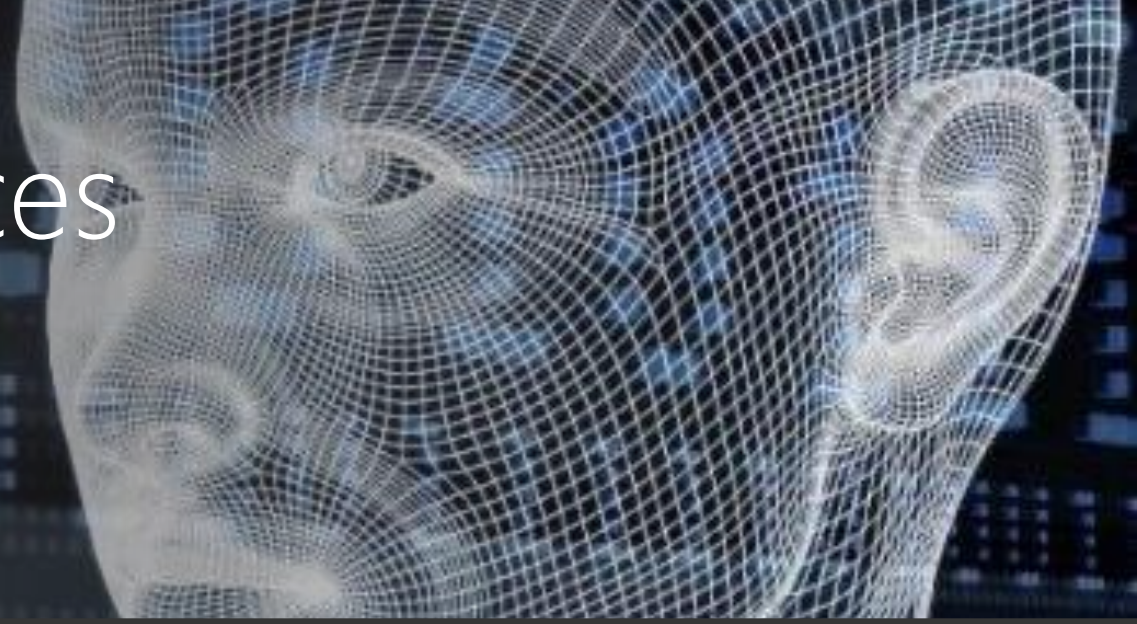
```
TextAnalyticsAPI client = new TextAnalyticsAPI();
client.AzureRegion = AzureRegions.Westus;
client.SubscriptionKey = "1bf33391DeadFish";

client.Sentiment(
    new MultiLanguageBatchInput(
        new List<MultiLanguageInput>()
            {
                new MultiLanguageInput("en", "0",
                    "This is a great vacuum cleaner")
            }
    ));
```

😊 96% positive

Microsoft Cognitive Services

Give your apps a human side



A set of ready to use APIs for every developer to use without requiring machine-learning expertise

Microsoft Cognitive Services

Give your apps a human side



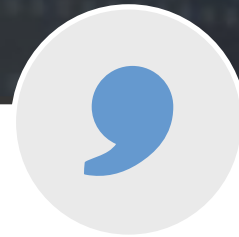
Vision

Computer Vision
Emotion
Face
Video Indexer
Custom Vision
Form Recognizer



Speech

Speech to Text
Text to Speech
Speech Translation
Speech Recognition



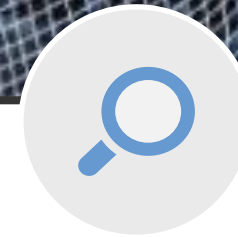
Language

Immersive Reader
Language Understanding
QnA Maker
Translator Text & Speech
Text Analytics



Decision

Anomaly Detector
Content Moderator
Personalizer



Search

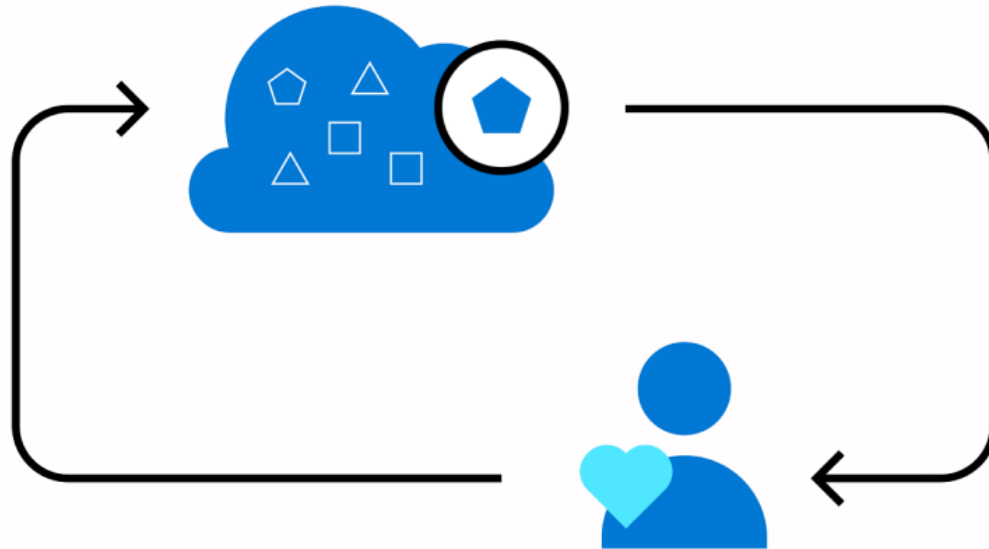
Bing Autosuggest
Bing Image Search
Bing News Search
Bing Video Search
Bing Web Search
Bing Custom Search
Bing Spell Check



Azure Personalizer Service.

Azure Personalizer Service

A cloud-based API service that enables your application to choose the best, single *content* item to show each user based on collective real-time information you provide about content and context



How it works



Requirements

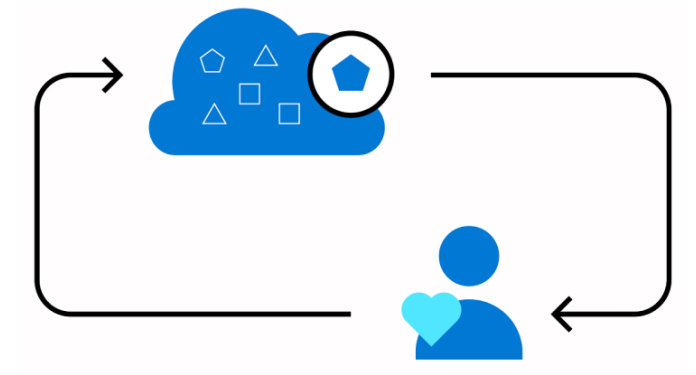
Up to 50 Items



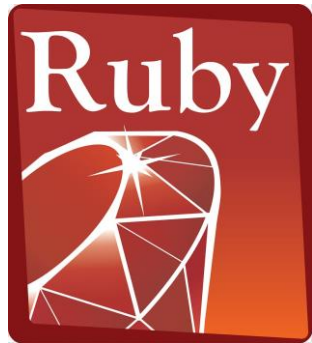
Content with action features and content features



Minimum 1000/day content events



Programming Language SDK support



COMING SOON

Pricing

Instance	Price	Storage quota								
Free	50,000 transactions free /month	10 GB								
S0	<table><tbody><tr><td><1M transactions</td><td>\$1 per 1000 transactions</td></tr><tr><td>1M - 9M transactions</td><td>\$0.35 per 1000 transactions</td></tr><tr><td>9M - 90M transaction</td><td>\$0.20 per 1000 transactions</td></tr><tr><td>> 100M transactions</td><td>\$0.05 per 1000 transactions</td></tr></tbody></table>	<1M transactions	\$1 per 1000 transactions	1M - 9M transactions	\$0.35 per 1000 transactions	9M - 90M transaction	\$0.20 per 1000 transactions	> 100M transactions	\$0.05 per 1000 transactions	10 GB/ 1M transactions/month
<1M transactions	\$1 per 1000 transactions									
1M - 9M transactions	\$0.35 per 1000 transactions									
9M - 90M transaction	\$0.20 per 1000 transactions									
> 100M transactions	\$0.05 per 1000 transactions									



Security & Compliance

Azure has the deepest and most comprehensive compliance coverage in the industry

GLOBAL



ISO 27001



ISO 27018



ISO 27017



ISO 22301



ISO 9001



SOC 1
Type 2



SOC 2
Type 2



SOC 3



CSA STAR
Self-Assessment



CSA STAR
Certification



CSA STAR
Attestation

US GOV



Moderate
JAB P-A TO



High
JAB P-A TO



DoD DISA
SRG Level 2



DoD DISA
SRG Level 4



DoD DISA
SRG Level 5



SP 800-171



FIPS 140-2



Section 508
VPAT



ITAR



CJIS



IRS 1075

INDUSTRY



PCI DSS
Level 1



CDSA



MPAA



FACT UK



Shared
Assessments



FISC Japan



HIPAA /
HITECH Act



HITRUST



GxP
21 CFR Part 11



MARS-E



IG Toolkit UK



FERPA



GLBA



FFIEC

REGIONAL



Argentina
PDPA



EU
Model Clauses



UK
G-Cloud



China
DJCP



China
GB 18030



China
TRUCS



Singapore
MTCs



Australia
IRAP/CCSL



New Zealand
GCIO



Japan My
Number Act



ENISA
IAF



Japan CS
Mark Gold



Spain
ENS



Spain
DPA



India
MeitY



Canada
Privacy Laws



Privacy
Shield



Germany IT
Grundschutz
workbook

Recognitions



2019 Inaugural ACM SIGAI
Industry Award for Excellence in
Artificial Intelligence



2019 O'Reilly Strata Data
Conference Award for Most
Innovative Product










Demos.

Resources

- <https://github.com/Azure-Samples/cognitive-services-personalizer-samples>
- <https://personalizationdemo.azurewebsites.net/>



Thank you 😊 Questions?

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