

# What is Azure OpenAI in Foundry Models?

An Azure AI service that allows developers to use large-language generative AI models for enterprise-grade applications. Developers can apply these coding and language models to a variety of use cases, such as writing assistance, content generation, code generation, summarization and more.

With built-in responsible AI and enterprise-grade Azure security, the service is designed to detect and mitigate harmful use.

## Did you know?

Global generative AI market size is expected to reach **\$53.9B by 2028**, rising at **32.2% CAGR**.

Global generative AI applications market size (gaming, design, ad) is expected to reach **\$4.5B by 2025**, rising at **26.6% CAGR**.

(Source: GlobeNewsWire, MarketsandMarkets)



### Large pretrained foundational AI models fine-tuned with your parameters and your data

GPT-3	Codex	DALL-E	ChatGPT
Generate and Understand Text	Generate and Understand Code	Generate images from text prompts	Generate and personalize conversations

### Top use-cases customers are innovating with ...

Summarization	Conversational AI	Writing Assistance	Knowledge mining
Product reviews, articles, long-form reports	Customer service bots, Enterprise Q&A	Creative ideation & design	Domain specific research
Efficient bot-to-human handoff with summary	End-to-end contact center solution	Content writing assistance	Social media trend analysis
Insights from unstructured data	Faster Software Development		Surface cross-functional insights in enterprises
	Code generation & autocomplete		
	Code documentation, refactoring		

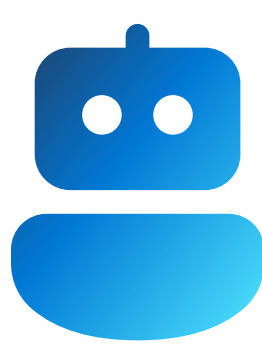
### ... across these industries



### Infuse generative AI in your apps with the right integrations

Azure OpenAI integrations:

- Azure Cognitive Search
- Azure Synapse Analytics
- Azure Cosmos DB
- Azure IoT Edge
- Azure Form Recognizer
- Speech-to-Text
- Azure Database for PostgreSQL
- Power Apps
- Azure SQL Database



### Personalize your conversations with customers using ChatGPT

ChatGPT, a GPT model offered through Azure OpenAI, is designed for conversational AI. It allows organizations to build personalized customer conversations with human-like responses and contextual awareness using your corpus of knowledge articles.



CarMax is using Azure OpenAI to summarize its webpage content. As a result, ChatGPT has helped CarMax increase its Search Engine Optimization, and helped streamline the research process for car buyers.

*"With the help of Azure OpenAI, we're disrupting our industry for a second time by delivering cutting-edge digital tools and capabilities and becoming a true omnichannel retailer."*



### GitHub Copilot – an AI pair programmer

Uses Codex to suggest code and entire functions in real-time, right from your editor. Trained on billions of lines of code, GitHub Copilot turns natural language prompts into coding suggestions.



**40%** of new code is now written by AI [1]



Strabag SE, a global construction company, builds a risk management solution to improve efficiency

*"With this solution enabled by Azure OpenAI, we know when the weather will prevent us using a crane on-site. Moreover, by the aid of Generative Design our real estate development unit knows with a few clicks how much maximum gross floor area they can develop on a site. This kind of information is vital when you have projects worth two million euros with a margin of 4-5%."*



## Microsoft Cloud Runs on trust

### Responsible AI principles

<b>Your data is your data</b> Your data is <b>not</b> used to train the foundational AI models Your data is <b>protected</b> by the most comprehensive enterprise compliance and security controls	Fairness	Explainability	Error Analysis
	Casual Analysis	Counterfactuals	Responsible AI Scorecard

**Get started**

Learn more about Azure OpenAI: <https://aka.ms/azure-openai>

Apply for access to Azure OpenAI: <https://aka.ms/oai/access>