

# Transform your data into insights with Azure AI Content Understanding



## Human interactions go beyond language

We use all five senses to interact with the world around us. As we embrace the next generation of Artificial Intelligence (AI), expand your design solution to be more complete with Azure AI Content Understanding.

Azure AI Content Understanding, a groundbreaking AI service can change how businesses extract and utilize insights from diverse data formats. Leveraging the power of generative AI, Azure AI Content Understanding seamlessly ingests and processes unstructured data from documents, images, videos, and audio, transforming it into structured, actionable insights.

This service can enhance quality, reduce costs, and streamline workflows associated with data ingestion. The output can then be consumed in a variety of ways including in downstream RAG applications, stored in a database such as Azure Cosmos DB, or integrated into your existing application workflows.



**Accelerates time-to-value** and lowers the cost of building GenAI solutions using data from multiple modalities, with automated model upgrades and no prompt-engineering requirement.



**Creates a streamlined approach** with prebuilt templates, along with the flexibility to customize your own template for unifying data ingestion from multiple modalities.



**Improves Data Quality** while minimizing human review by leveraging advanced AI techniques like schema extraction, confidence scoring, and grounding.

# Content Understanding capabilities

With capabilities like multimodal data extraction using prebuilt or customized schema, grounding, and continuous improvement using confidence scores, Azure AI Content Understanding ensures high accuracy and usability of the extracted data.

## Multimodal data ingestion

Ingest a range of modalities such as documents, images, audio, or video. Use a variety of AI models to convert the input data into a structured format that can be easily processed and analyzed by downstream services or applications.

## Grounding and confidence scores

Content Understanding can ensure schema-identified values are accurate and usable. This includes grounding extracted information in underlying content, providing confidence scores for minimal human intervention, and enabling continuous improvement on incorrectly extracted results through user feedback.

## Information extraction using schemas

Define schemas of the extracted results to fit your needs. Generate task-specific representations of the output, such as insights, features, or summaries from a pre-configured set of schemas or customize your own. Output is ready to be consumed by downstream applications for reasoning through Large Language Models (LLMs) and Retrieval Augmented Generation (RAG) to build enterprise GenAI apps or agentic workflows.

Let us help you go multimodal.

Whether implemented for call center analytics, tax processing, or digital asset management, Azure AI Content Understanding empowers organizations to unlock the full potential of their data, driving efficiency and innovation across industries.



Learn more about Azure AI Content Understanding at  
[aka.ms/Content-Understanding](https://aka.ms/Content-Understanding)