



Make your next app a game-changer with the power of AI

The world's most innovative applications are powered by industry-leading AI technology from Azure. Customers are building or modernizing intelligent applications to deliver adaptive and personalized experiences.



AI-powered copilot

KPMG realizes huge productivity gains and drives new business with generative AI

Challenge

An early adopter of generative AI, KPMG Australia wanted to develop a private, highly secure AI assistant with a conversational interface. The solution would help employees surface insights from unstructured data.

Solution

With its new AI assistant, KymChat, KPMG Australia has seen a 50 percent jump in productivity across document drafting, communications, sales proposal development, and research. KPMG clients can also use KymChat with their private organizational data.



“ Search quality jumped from 50 to 91 percent, and our results were being delivered in under a second.”

[Read the full story](#)



Real-time payment transactions and fraud detection

Mastercard provides better customer experience while tackling digital fraud

Challenge

Mastercard partnered with Microsoft in 2002 to find ways to use emerging technologies and platforms for digital commerce, while reducing risk.

Solution

Mastercard is experiencing improved transaction acceptance rates and delivering a better customer experience – safe and frictionless online transactions for consumers and business owners.



“ Shopping online should be simple, quick and secure. But that isn’t always the case. We’re committed to developing advanced identity and fraud technology to help enhance the real-time intelligence we provide to financial institutions around the globe.”

[Read the full story](#)



Information discovery

PwC delivers the human-led tech-powered future of auditing

Challenge

PwC identified the need to modernize its auditing solution. The new solution would take advantage of cloud and AI technologies in order to better uncover insights from unstructured data.

Solution

PwC can now acquire, transform, and analyze data faster with Next Generation Audit. The integrated solution better serves its clients and delivers an improved experience for its employees.



“ Trust is the cornerstone of our business. That’s why we look to Microsoft to help safeguard our data, reinforce client data sovereignty, and help support compliance with data security regulations around the world.”

[Read the full story](#)



Personalization

NBA uses Microsoft Azure to power new content that elevates fan engagement

Challenge

The NBA wanted to find new value in the massive amounts of data they had, to deliver a dynamic and personalized fan experience in digital channels.

Solution

With AI-driven insights into player data, the NBA turns billions of data points into real-world facts and figures about the game, creating a more immersive experience and boosting fan engagement.



“ We’ve always been sitting on a lot of data, but we needed Azure and AI to unlock its potential and find the interesting nuggets in those billions of data points.”

[Read the full story](#)



Connected smart products

Mercedes-Benz enhances drivers’ experience with Azure

Challenge

Mercedes-Benz realized they needed to be able to innovate and have ongoing iterations and regular feature releases for drivers to have the latest version of their in-car experience.

Solution

The Hey Mercedes in-car voice assistant has been made even more intuitive and conversational by [integrating ChatGPT via Azure OpenAI](#) Service to transform the in-car experience for drivers.



“ The integration of ChatGPT with Microsoft in our controlled cloud environment is a milestone on our way to making our cars the centre of our customers’ digital lives.”

[Read the full story](#)

Everything you need to start building intelligent apps

Azure is the only cloud that brings together capabilities for modern app development, cloud-scale data, and AI in one place, helping you:



Ship new software up to 1.5 months faster¹



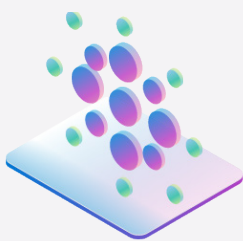
Reduce app downtime by up to 25%¹



Increase developer efficiency by up to 25%¹

¹The Total Economic Impact™ of Azure App Innovation, a commissioned study conducted by Forrester Consulting (June 2023). Results are for a composite organization representative of interviewed customers.

Start building your intelligent apps with these solution accelerators



AI-powered co-pilots with your own data

Build vector search solutions with an AI assistant user interface

Learn how to:

- Generate vectors on your own data stored in Azure Cosmos DB using Azure AI Search and Azure OpenAI Service
- Retrieve similar data efficiently using built-in vector database capabilities
- Manage conversational context and history

Start building apps that leverage ChatGPT



Real time payment transactions

Build a payments and transactions solution using sample code

Learn how to:

- Implement a payment tracking process with member accounts, corresponding balances, etc.
- Replicate transactional data across multiple geographic regions for reads and writes.
- Review transactions efficiently with streamlined navigation using continuation tokens

Start building payment and transaction apps



Claims processing

Build event-driven medical insurance claims process using .NET sample code

Learn how to:

- Set up claims to be submitted in a stream and loaded into the backing database for review and approval
- Use business rules to govern the automated or human approval of claims
- Empower agents with AI powered co-pilot for claims processing recommendations

Start building claims processing apps

Get started and save with Azure

Azure Innovate

Expert guidance and funding to drive AI innovation

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Azure AI Advantage

Up to \$6000 Azure Cosmos DB free for 90 days*

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*For customers using Azure AI Services or GitHub Copilot