

3 November, 2023

EXPERIENCE MAKERS 台灣站

The conference for digital leaders.

借助生成式 AI 加速體驗主導型 成長



Changing the world through personalized digital experiences

Imagine & express ideas

Create content & apps

Personalise & power experience



Architecting for experience-led growth

Imagine & express ideas

Create content & apps

Personalise & power experience



Real-time customer profile

Devices

- Tablet
- Phone 1
- Laptop

Customer Profile

Name: Sarah Rose
Email: s.g.rose@outlook.com
Gender: Female
Age: 33
Country: United States

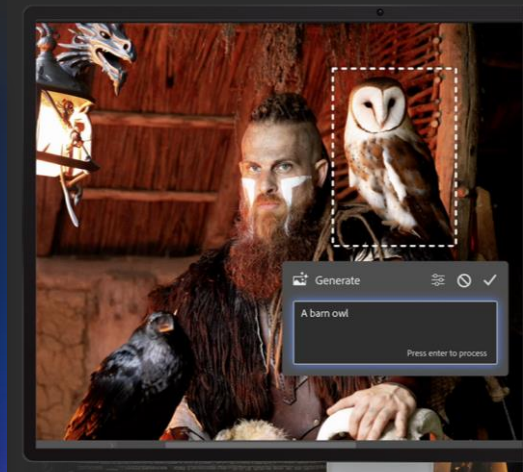
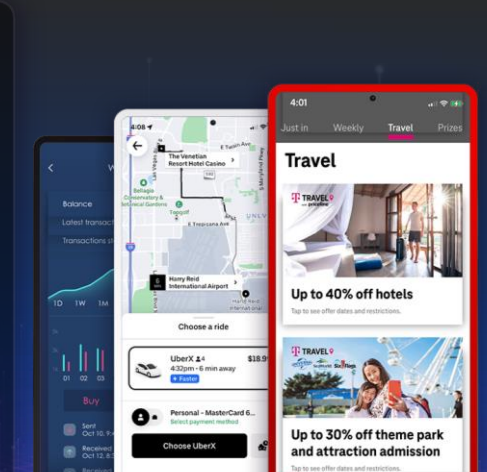
Desktop

- Open Creative Cloud Desktop App
- Login with Adobe ID
- Install Premiere Rush

Experience events

Mobile

- Visit Adobe.com
- Scrolling on Instagram



Content

Data

Customers

Product

AI



Segmentation

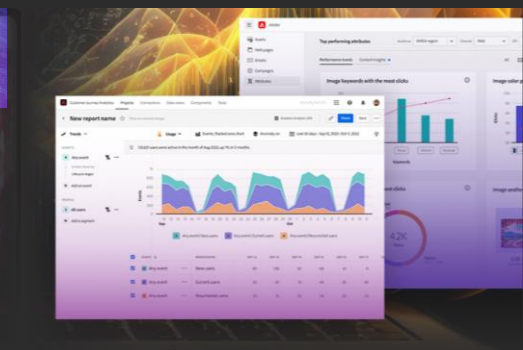
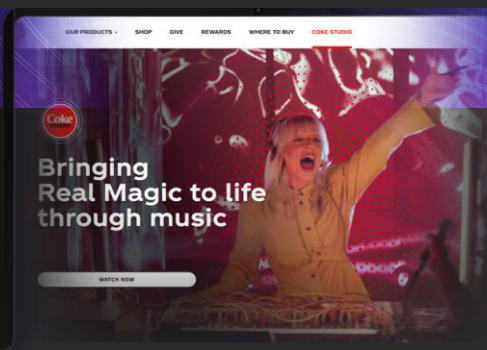
- Followed guide
- Web
- Paid user
- Creator
- Social
- Download

Experience intelligence

- Customer AI
- Journey AI
- Attribution.ai
- Create Adobe ID

Cross-channel

- "Upgrade Premiere Rush"
- Opened, Clicked
- "Thank You for Renewing"
- Opened, Clicked



3 November, 2023

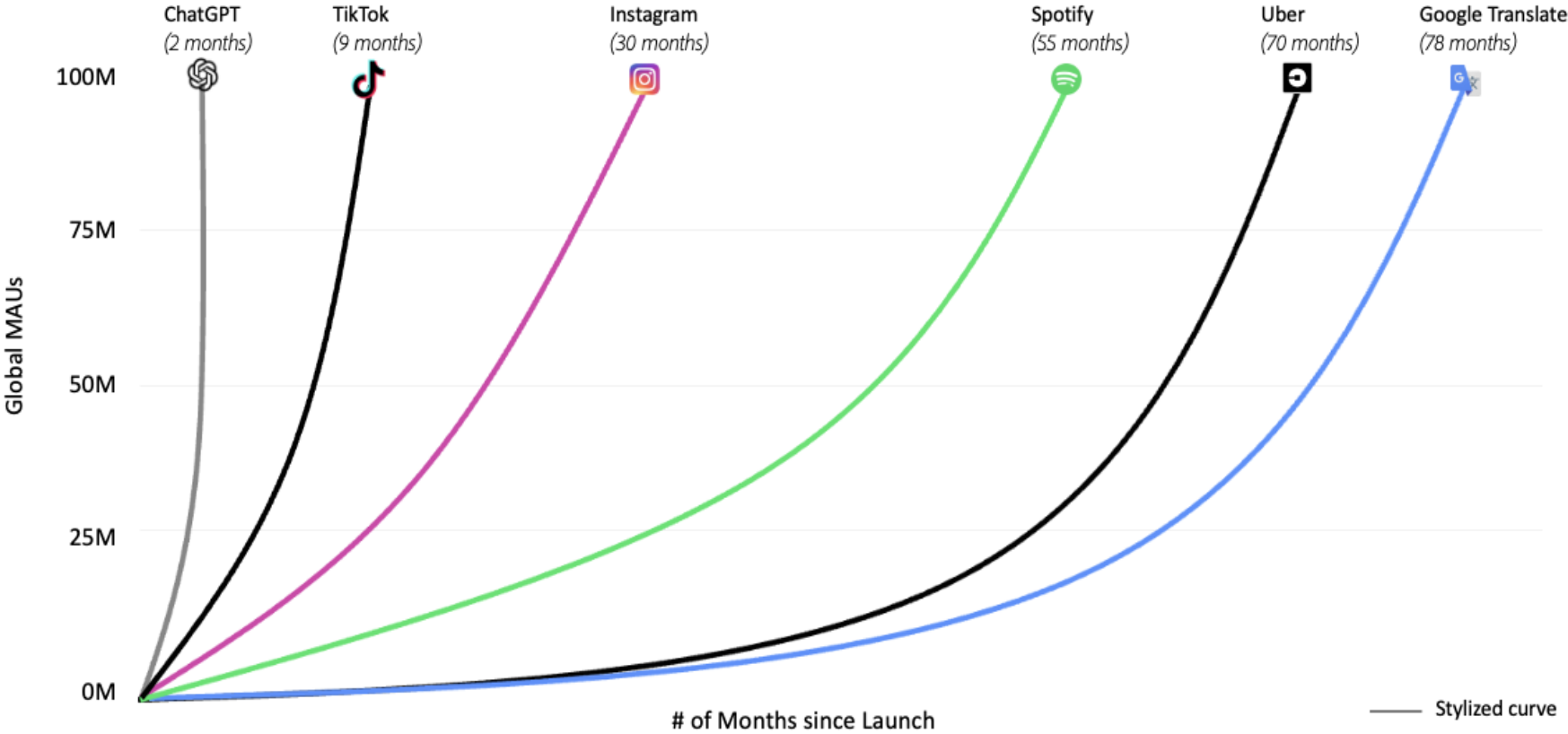
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客戶體驗管理與Generative AI



Gen AI is being adopted faster than any other new wave of tech in history



Source: Yahoo Finance



3,000,000,000 creatives generated within 7 months

Sources: Forbes Advisor, April 25, 2023, <https://www.forbes.com/advisor/business/ai-statistics> MarTech, , May 8, 2023, <https://martech.org/73-of-marketers-now-using-generative-ai-tools>, McKinsey, August 2023, McKinsey-Tech-Trends-Outlook-2022-Applied-AI.pdf

The AI landscape is rapidly evolving



By 2026, **AI-driven features will be embedded** across business technology categories, and **60% of organizations will actively use such features** to drive better outcomes without relying on technical AI talent.



89% of marketing and customer experience leaders believe generative AI will **help them better personalize customer experiences**.



42% of Generative AI survey responder worldwide anticipate **Marketing Applications as having the most promise** for their organization.



Generative AI will transform Customer Experience Management



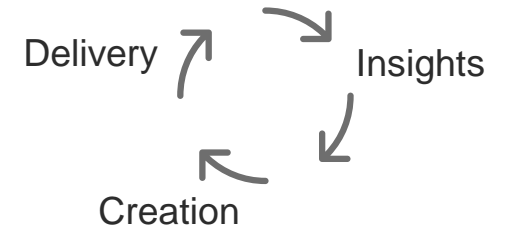
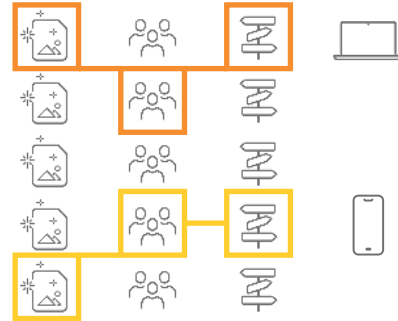
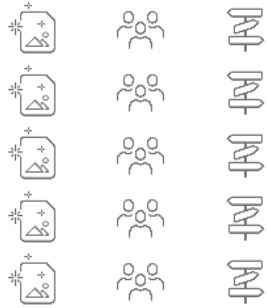
Supercharge ideation



Perfect and deliver



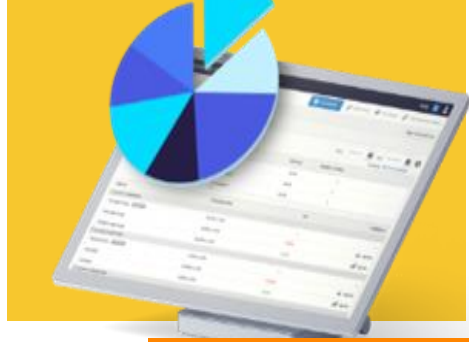
Optimize performance



Building the AI foundation for over a decade



Adobe Sensei



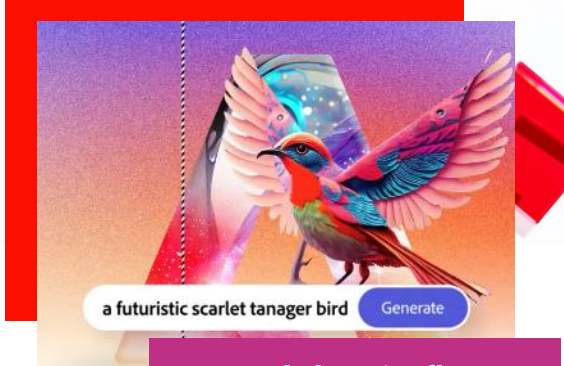
Natively Integrated AI



AI-as-a-Service



Sensei GenAI



Adobe Firefly



Meet Adobe Firefly

Firefly is Adobe's new family of creative generative AI models for visual content

Designed to be commercially safe

Integrated workflows

Co-pilot for design & delivery

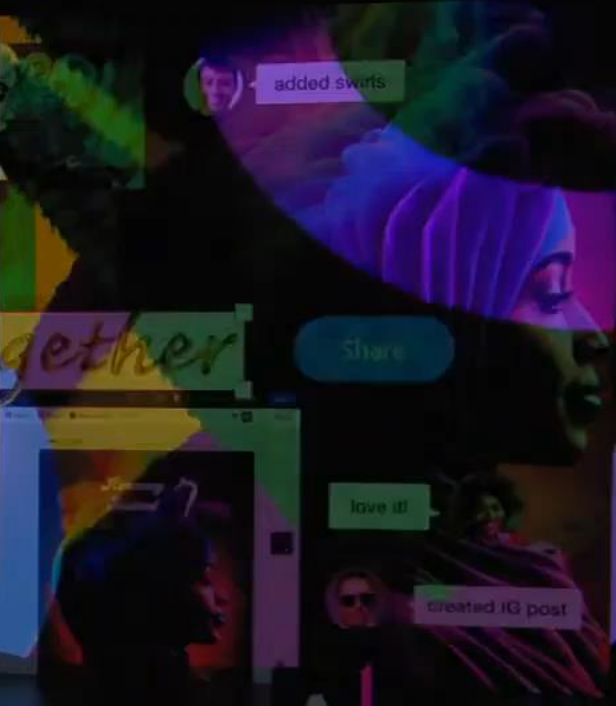
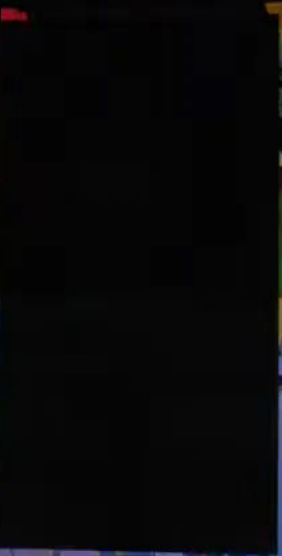
On-brand, at scale





Generate

Creating the



added swirls

Share

love it!

created IG post



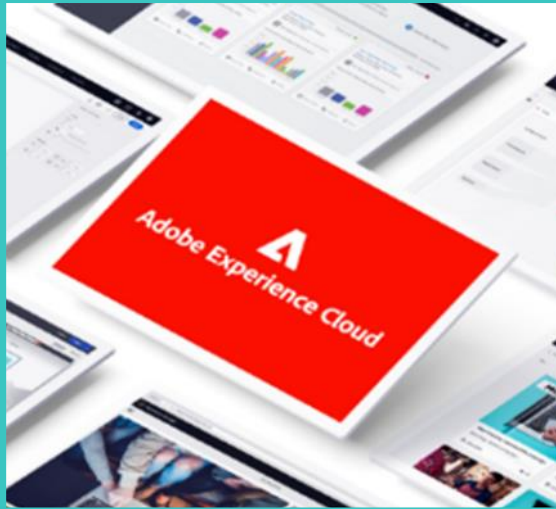
Vision

Adobe Sensei GenAI

will reshape every aspect of marketing from planning to execution and analysis. Sensei GenAI will be the co-pilot for marketers, transforming how **marketing content, campaigns, audiences, experiences, journeys and insights** are generated.



Adobe Experience Cloud with Sensei GenAI



Personalization at Scale



Iterative Experiences



Staying on Brand



Enterprise Trust

Adobe + Microsoft Partnership for Sensei GenAI

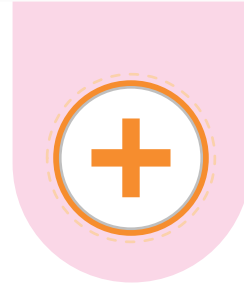


Adobe Apps

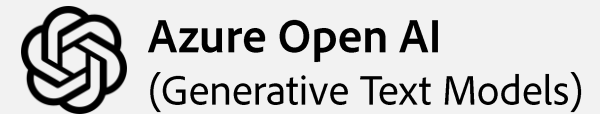
*Adobe Real-time CDP
Customer Journey Analytics
Adobe Journey Optimizer
Adobe Experience manager*



**Sensei GenAI
(LLM Capability for use cases)***



Partnered with





新解方 | AI 如何和雲端 整合應用，實現數位敏捷力

The AI technology is Here, the future is **Now**.

台灣微軟 全球合作夥伴解決方案事業群
總經理 陳仲儒

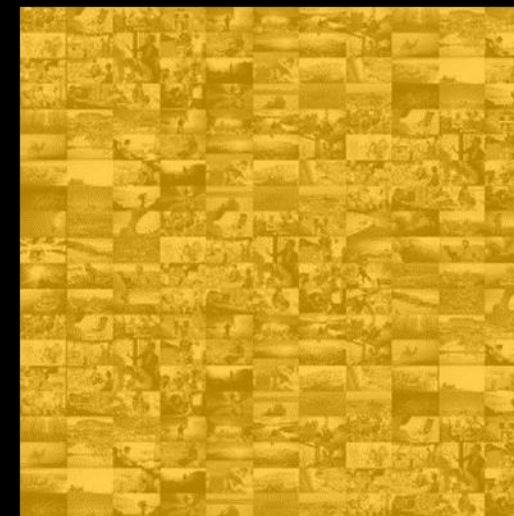
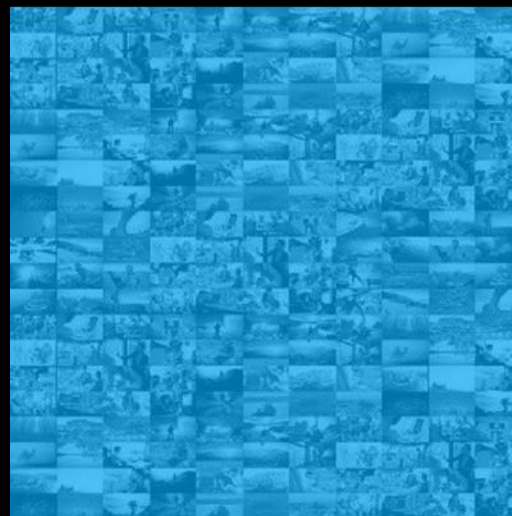
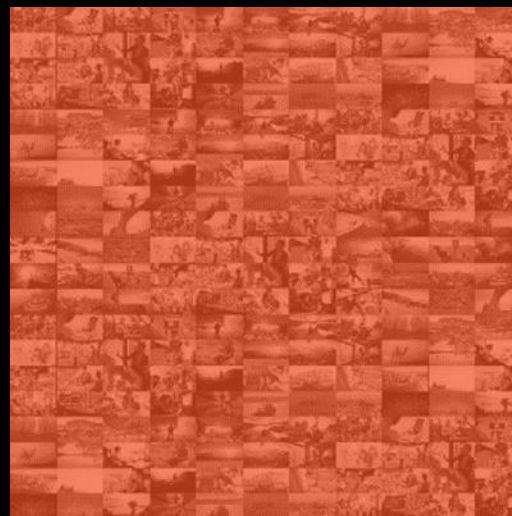


The opportunity is yours to
Lead the AI Transformation

Microsoft Mission

Empower every person and every organization on the planet to achieve more.

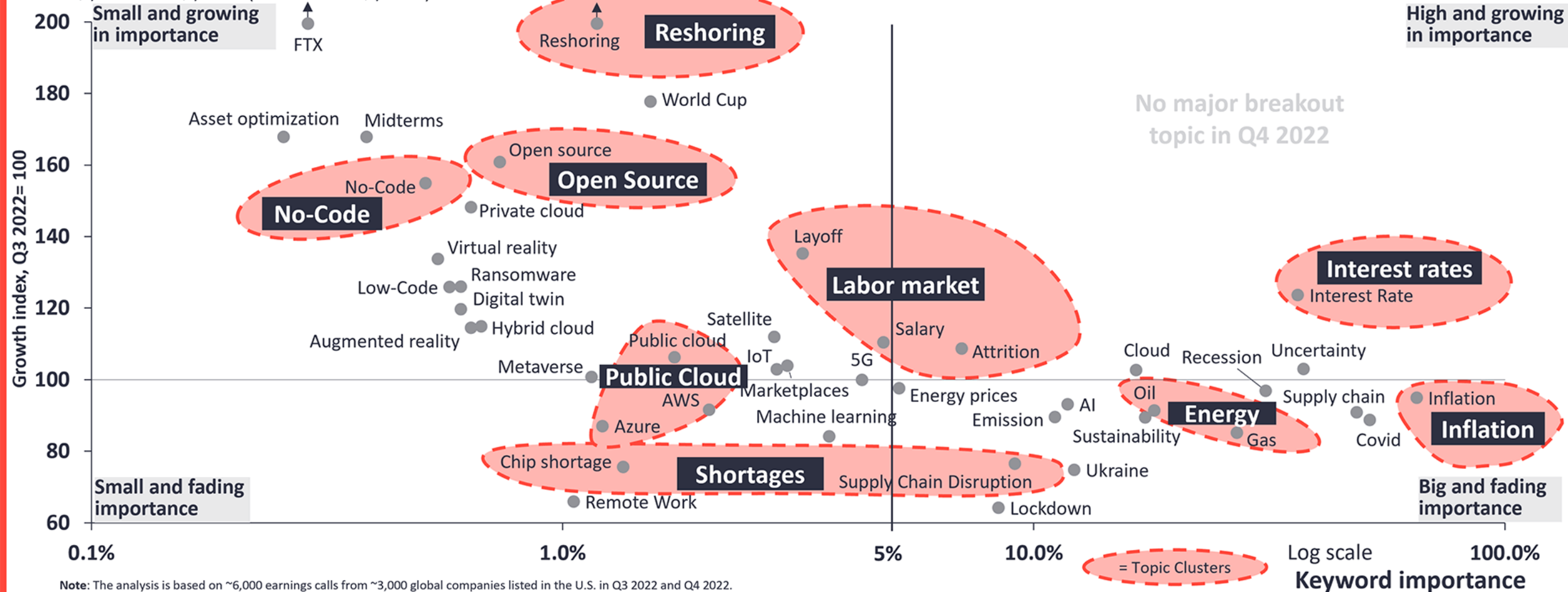
賦能地球上的每一個人和每一個組織，
實現更多、成就非凡。



What CEOs talked about in Q4/2022 (vs. Q3/2022)

Keyword growth

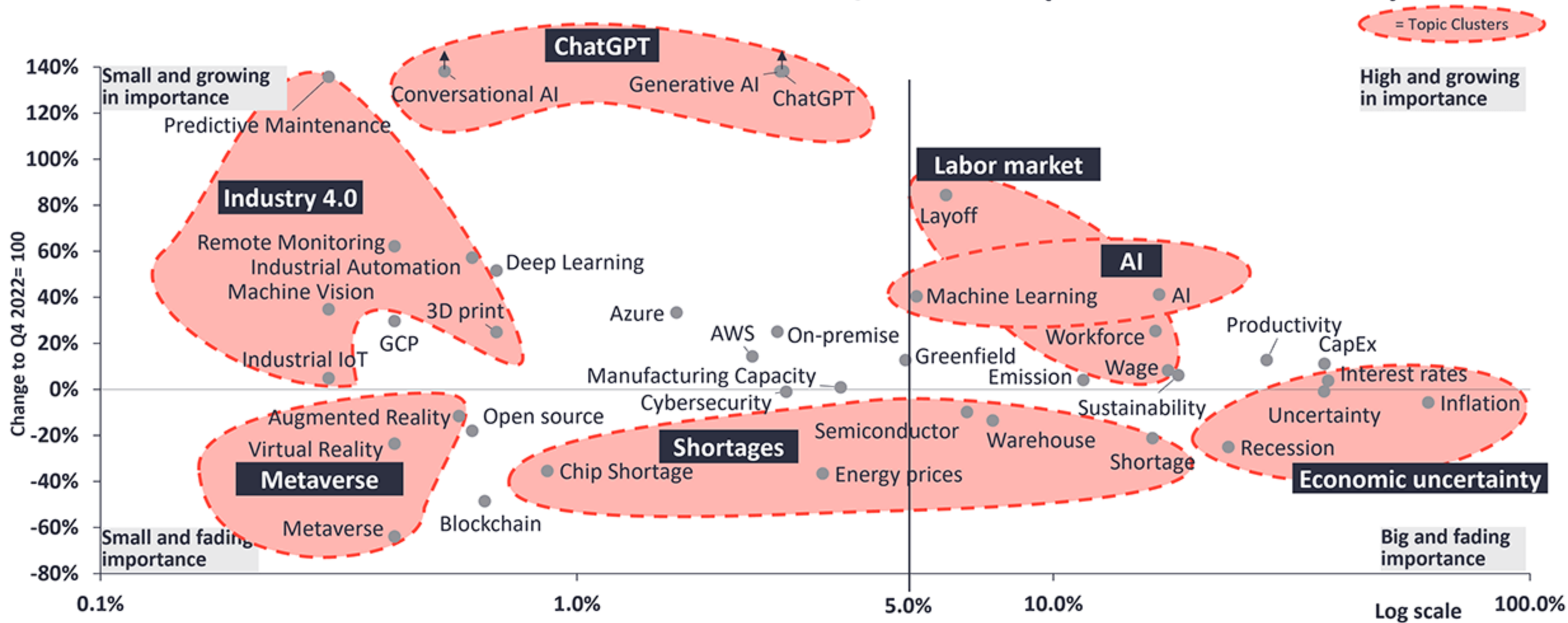
Q4/2022 vs. Q3/2022 (Index 100 = Q3/2022)



Note: The analysis is based on ~6,000 earnings calls from ~3,000 global companies listed in the U.S. in Q3 2022 and Q4 2022. The mentions of the selected keywords in each call were counted in each quarter. We welcome republishing of images but ask for source citation with a link to the original post and company website.

(Share of companies that mentioned the keyword in Q4 2022 at least once)

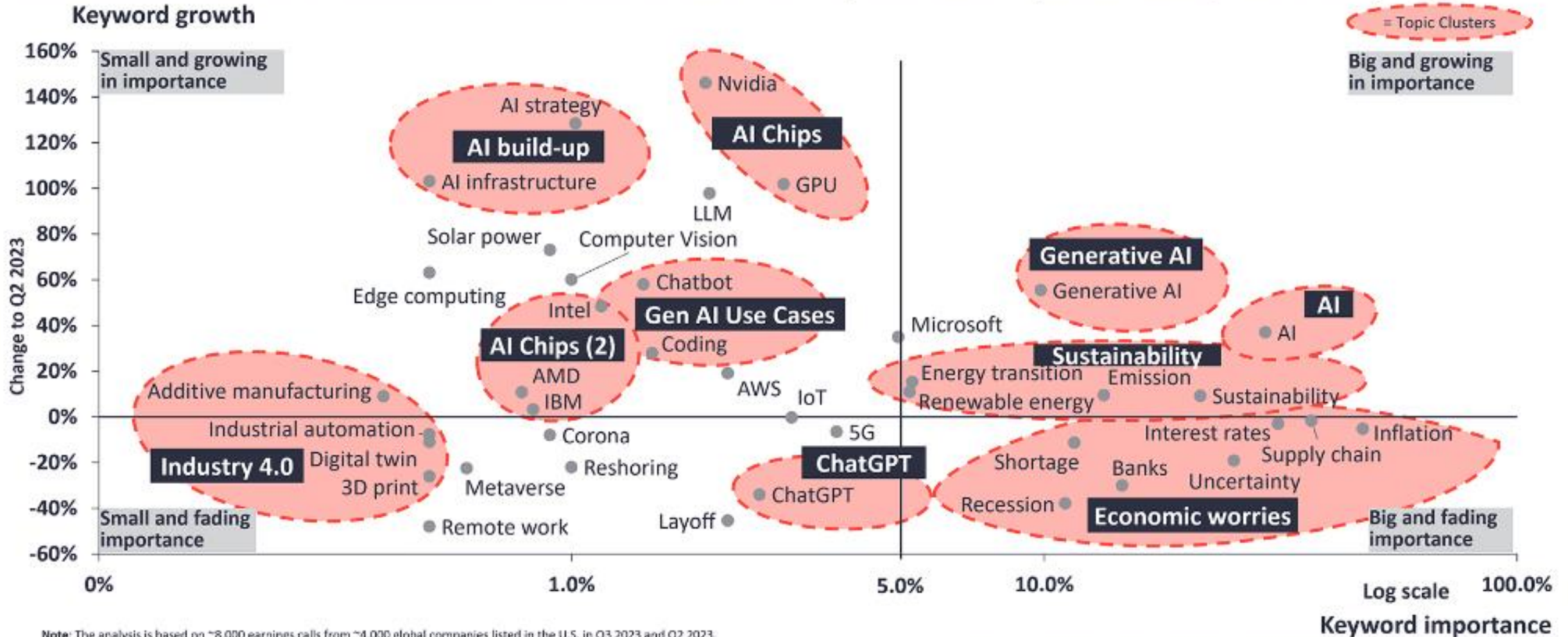
What CEOs talked about in Q1/2023 (vs. Q4/2022)



Note: The analysis is based on ~5,800 earnings calls from ~3,000 global companies listed in the U.S. in Q1 2023 and Q4 2022. The mentions of the selected keywords in each call were counted in each quarter. We welcome republishing of images but ask for source citation with a link to the original post and company website.
Source: IoT Analytics Research 2023.

Keyword importance
 (Share of companies that mentioned the keyword in Q1 2023 at least once)

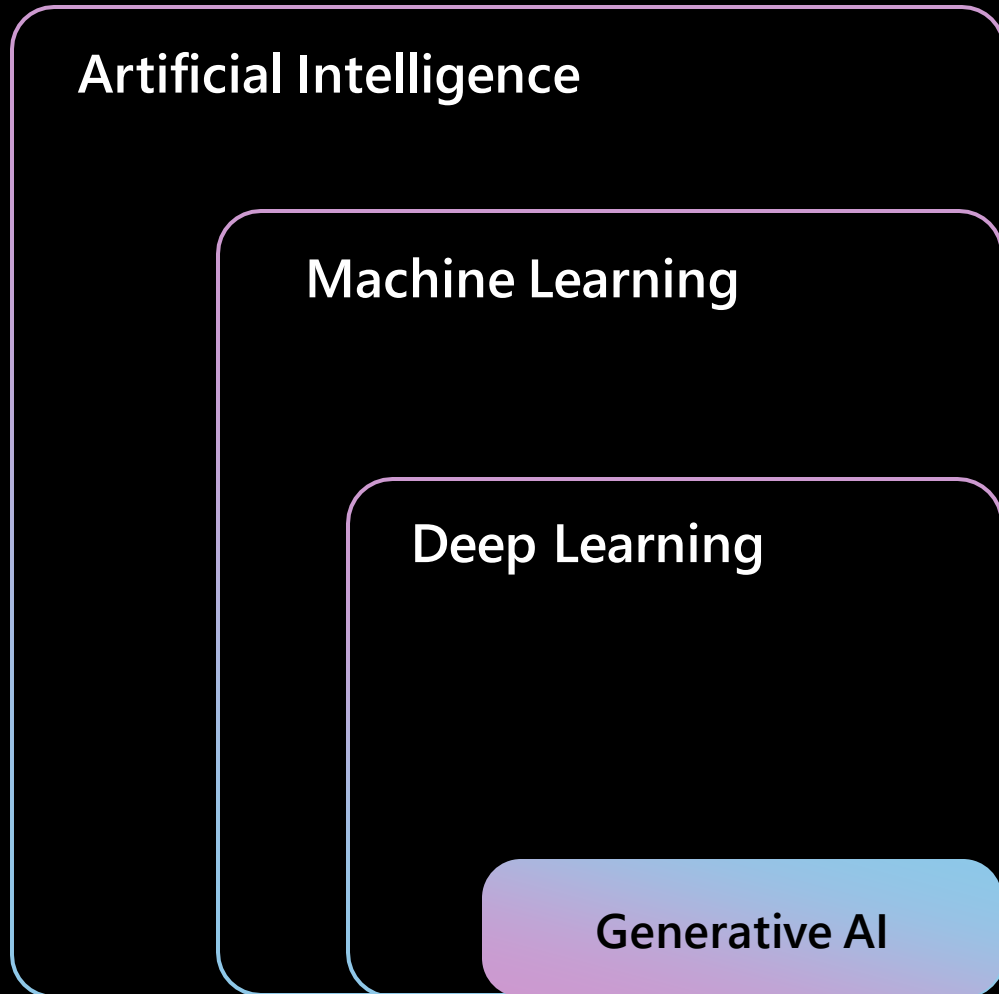
What CEOs talked about in Q3/2023 (vs. Q2/2023)



Note: The analysis is based on ~8,000 earnings calls from ~4,000 global companies listed in the U.S. in Q3 2023 and Q2 2023. The mentions of the selected keywords in each call were counted in each quarter. We welcome republishing of images but ask for source citation with a link to the original post and company website.

(Share of companies that mentioned the keyword in Q3 2023 at least once)

This is a new moment for AI



1950s

Artificial Intelligence

the field of computer science that seeks to create intelligent machines that can replicate or exceed human intelligence.

1959

Machine Learning

subset of AI that enables machines to learn from existing data and improve upon that data to make decisions or predictions.

2017

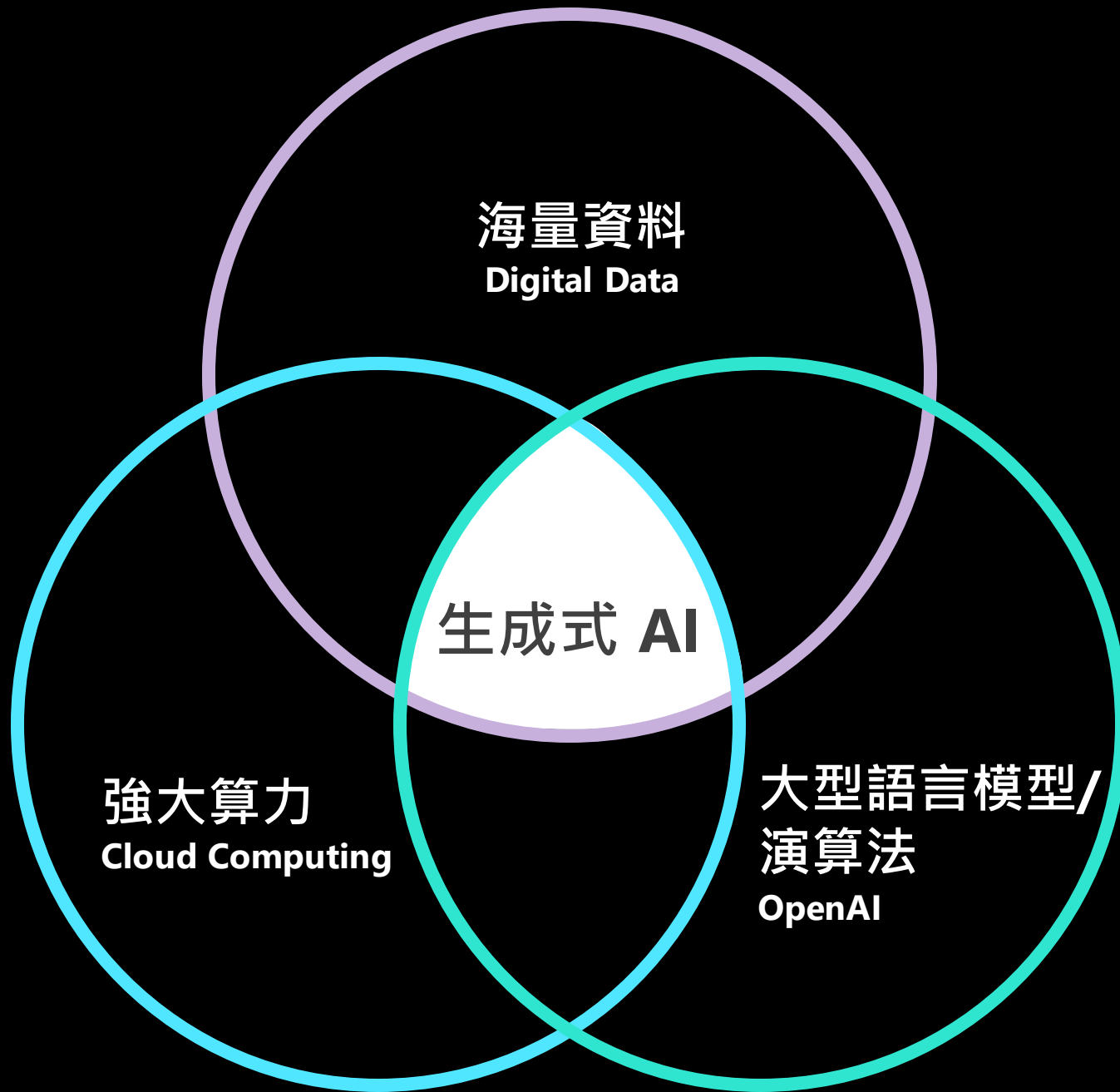
Deep Learning

a machine learning technique in which layers of neural networks are used to process data and make decisions.

2021

Generative AI

create new written, visual, and auditory content given prompts or existing data.



= Generative AI



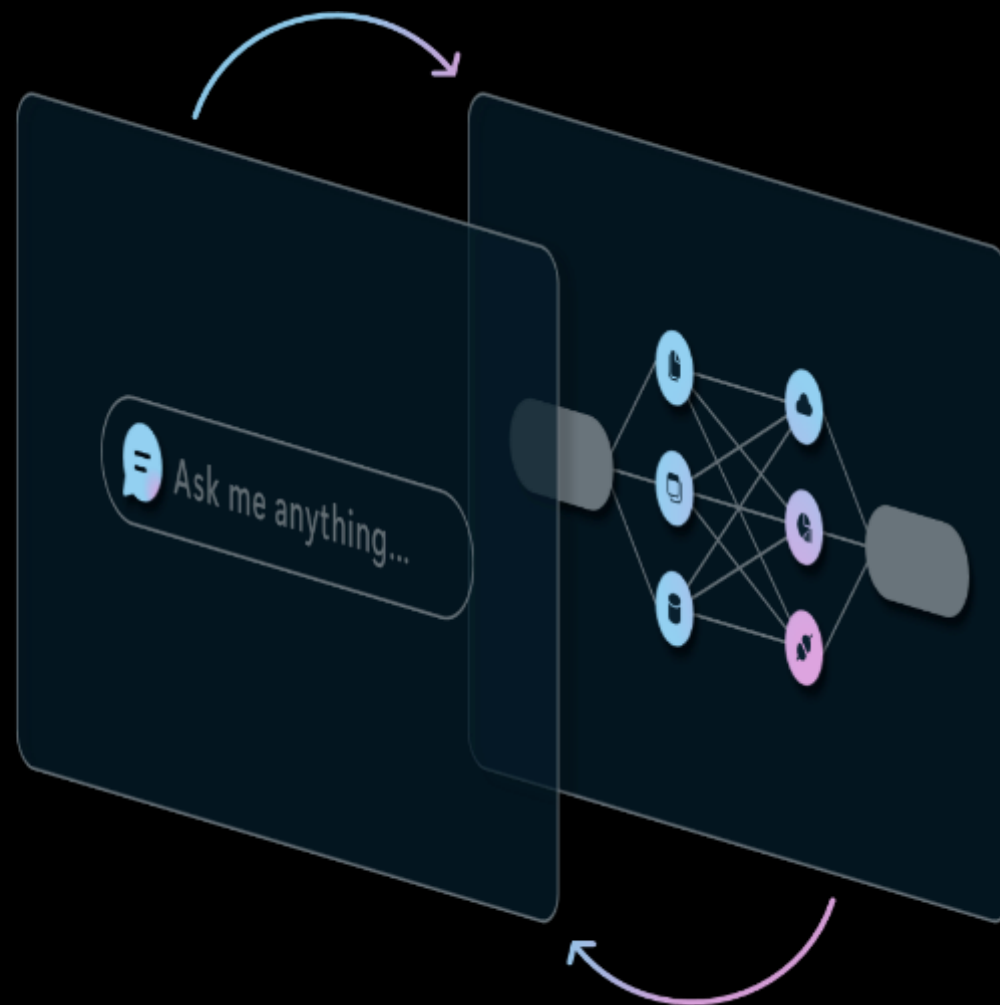
“最通用的使用者介面 – 自然語言”

- Satya Nadella, Microsoft CEO



The Next Platform Shift

Natural language
最通用的使用者介面



Reasoning engine
最懂 Prompt 的引擎

Microsoft AI Landscape

Applications

Copilot




Microsoft 365
Internal Preview



Microsoft Dynamics 365
Public Preview



Microsoft Security
Internal Preview



GitHub Copilot
General Availability



Public Preview



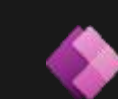
Business Users

Application Platform


AI Builder + Copilot




Power BI
Public Preview



Power Apps
Public Preview



Power Automate
Public Preview



Power Virtual Agents
Public Preview

Scenario-Based Services

Applied AI Services



Bot Service



Cognitive Search



Form Recognizer



Video Indexer



Metrics Advisor



Immersive Reader

Customizable AI Models

Cognitive Services



Vision



Speech



Language



Decision



OpenAI Service



Developers & Data Scientists

ML & Data Platform



Azure Machine Learning



Microsoft Fabric
Public Preview

General Availability

經濟日報

2023經濟關鍵字

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Microsoft Cloud
Runs on trust

Microsoft's Responsible AI principles



Fairness



Reliability &
Safety



Privacy &
Security



Inclusiveness



Transparency



Accountability

Microsoft Cloud — AI you can trust

Your data is **your** data.

Your data is **not** used to train the OpenAI foundation models without permission.

Your data is **protected** by the most comprehensive enterprise compliance and security controls.

Microsoft's AI Customer Commitments

Microsoft helps create unparalleled opportunities for businesses of every size and across every industry with AI technologies that harness the following traits:

AI that you can trust

With **Transparency Notes** that provide clear and concise information about how Microsoft collects, uses, and protects data for its AI services, ensuring privacy and security for its customers.

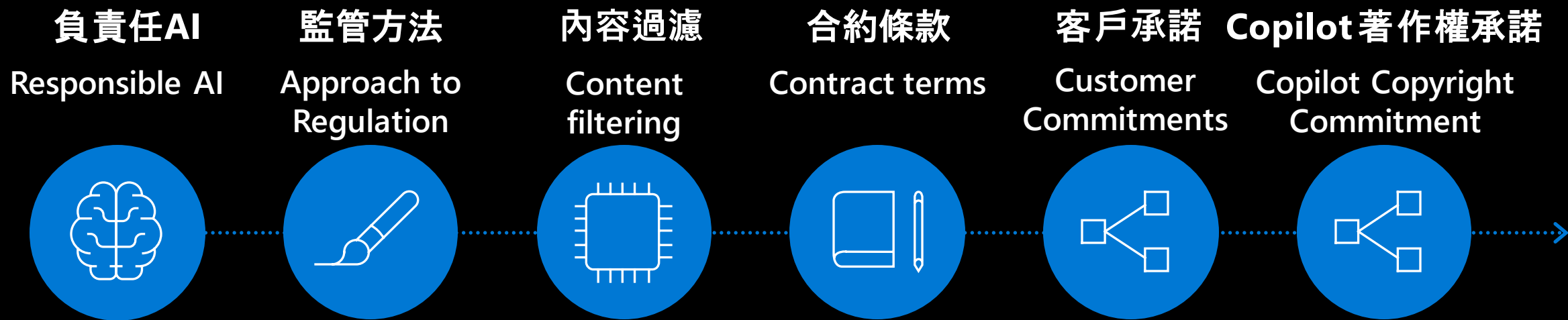
AI that is unbiased

With **Responsible AI Standard** that guides the design, development and deployment of AI in safe, secure and transparent ways.

AI that you can always use

With **AI Assurance Program** that helps customers comply with legal and regulatory requirements, includes regulator engagement support, risk framework implementation, regulatory advocacy, and **Copilot copyright commitment**.

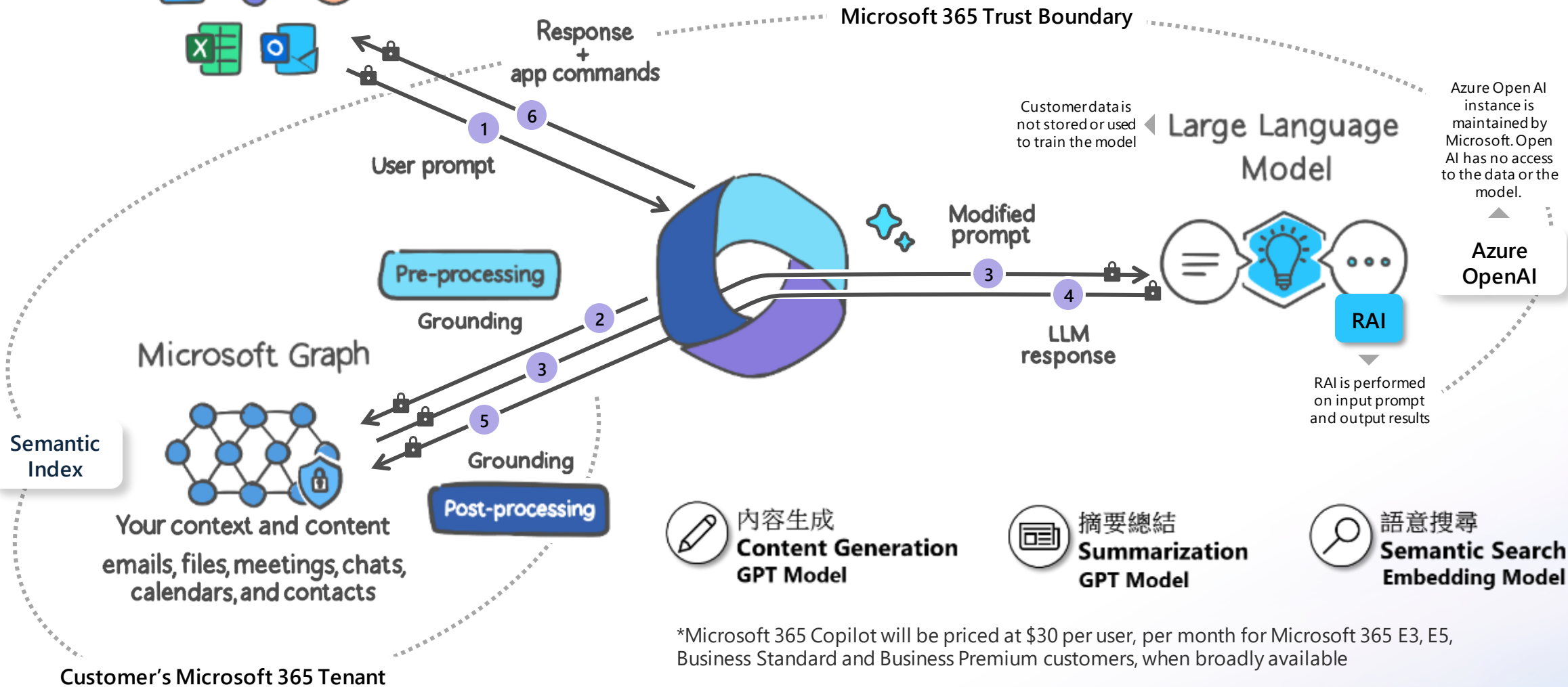
Microsoft's AI Trust journey



Microsoft 365 Apps



Microsoft 365 Copilot



*Microsoft 365 Copilot will be priced at \$30 per user, per month for Microsoft 365 E3, E5, Business Standard and Business Premium customers, when broadly available