



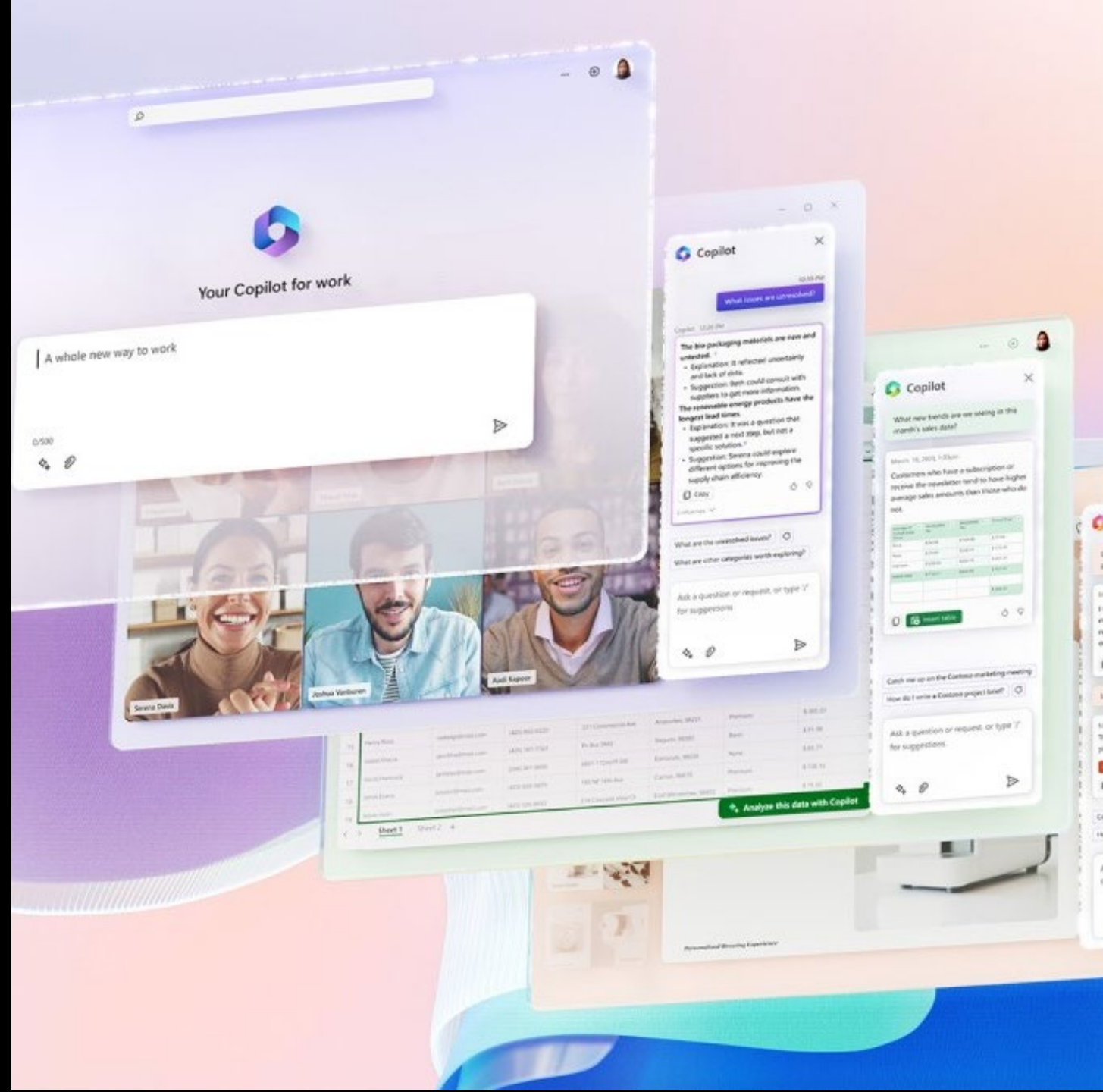
La nuova era: cogliere l'opportunità AI

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AI will reinvent everything

The way of technology works



Human-AI relationship



Human-AI relationship

AI as teammate



AI as teammate

Marketing Sync

22:06

Chat

People

Raise

React

View

Notes

Copilot

Apps

More

Camera

Mic

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Serena Davis

Charlotte de Crum

Danielle Booker

Aadi Kapoor

Jessica Kline

Kat Larsson

Copilot

Content will go away after the meeting

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with Copilot.

Show meeting notes

Copilot 10:35 a.m.

Mona said that the Summit Center project in Atlanta is set to start pre-construction planning and site preparation this April. Work on the new arena is scheduled to continue into next year.

Summit Center estimated timeline:

- April-June: Pre-construction planning and site preparation
- July-September: Construction begins
- October-December: Structural work

AI-generated content may be incorrect

Recap the meeting

List action items

How can I help you in this meeting?

AI started since 1957, why
we are now talking about
new technology
transformation

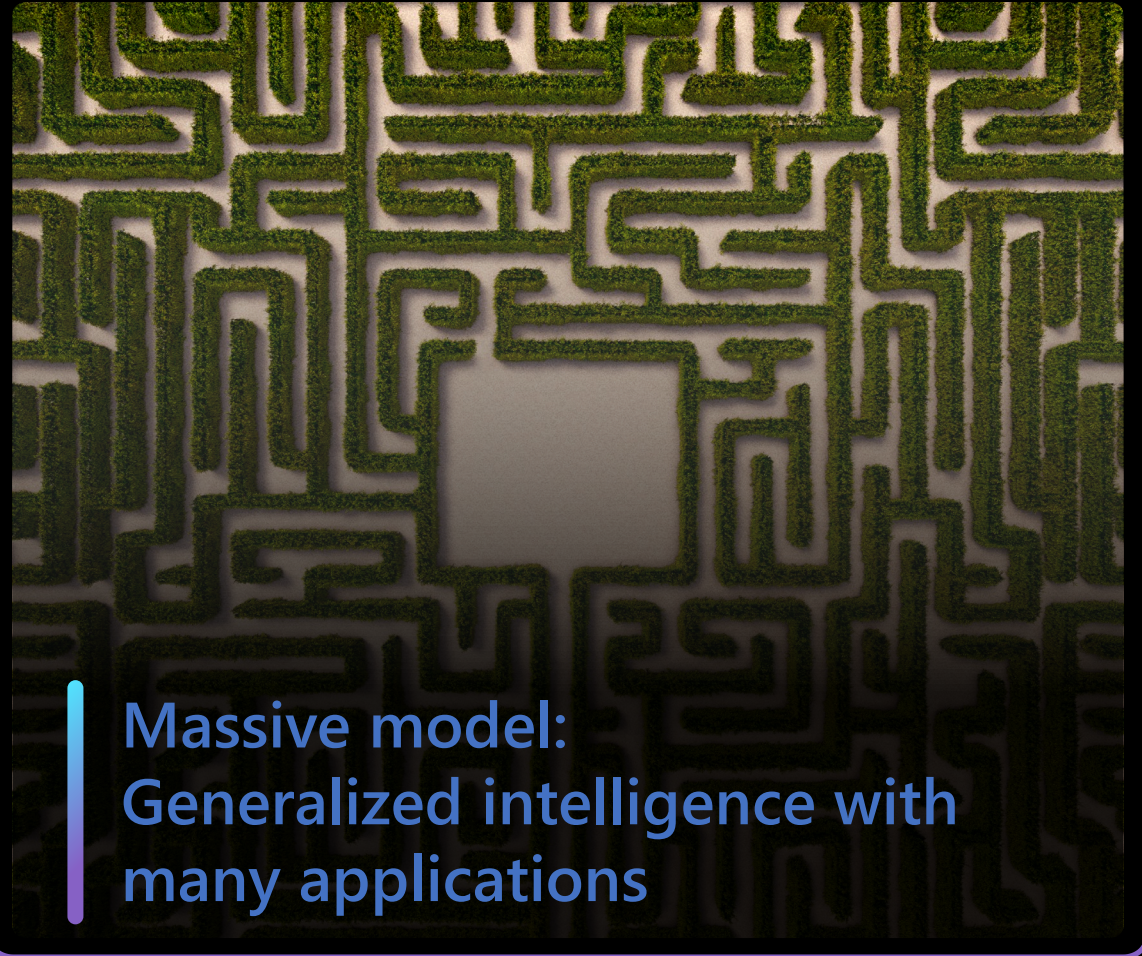
Traditional AI Vs Generative AI

Traditional AI



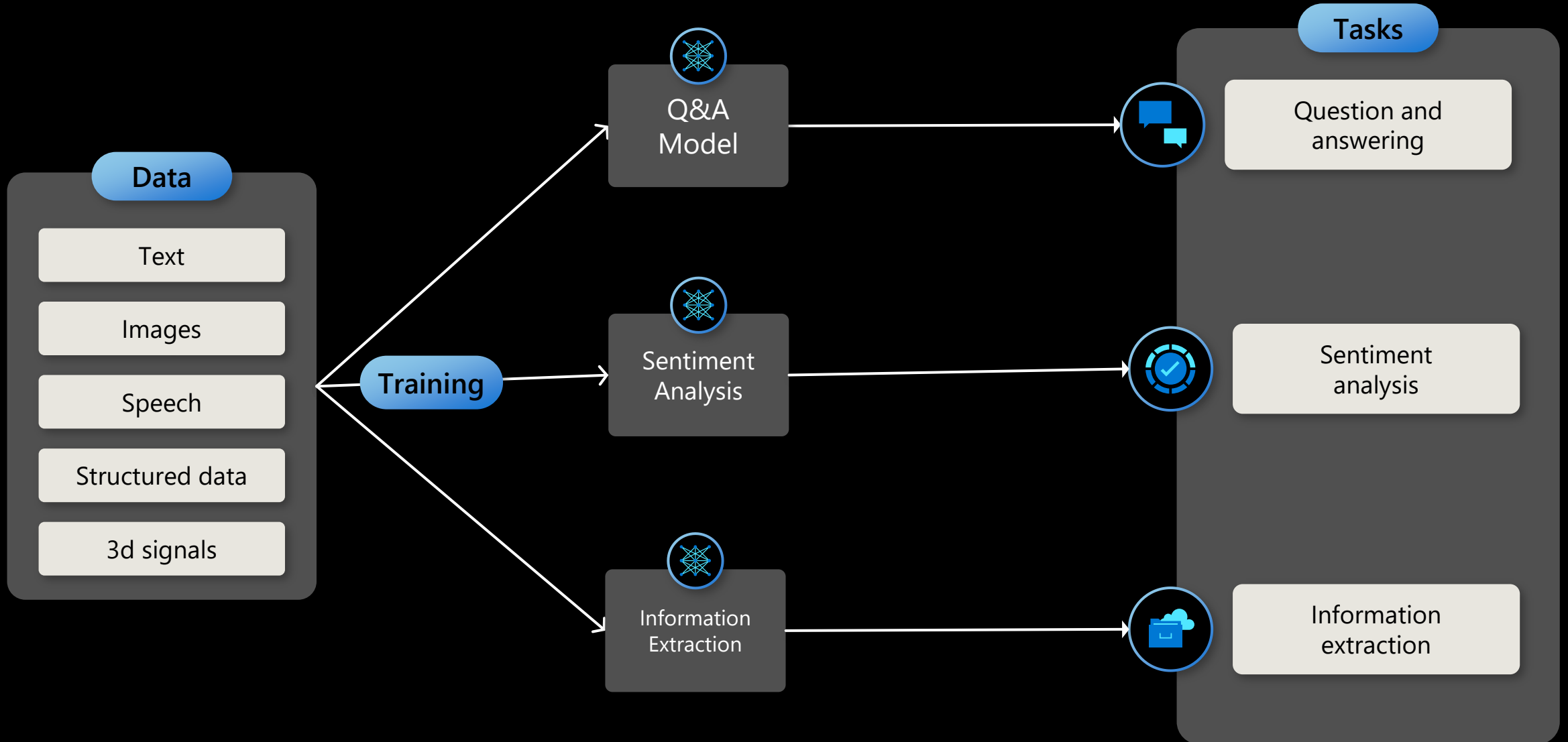
Simple model:
Purpose-built for one use

Generative AI

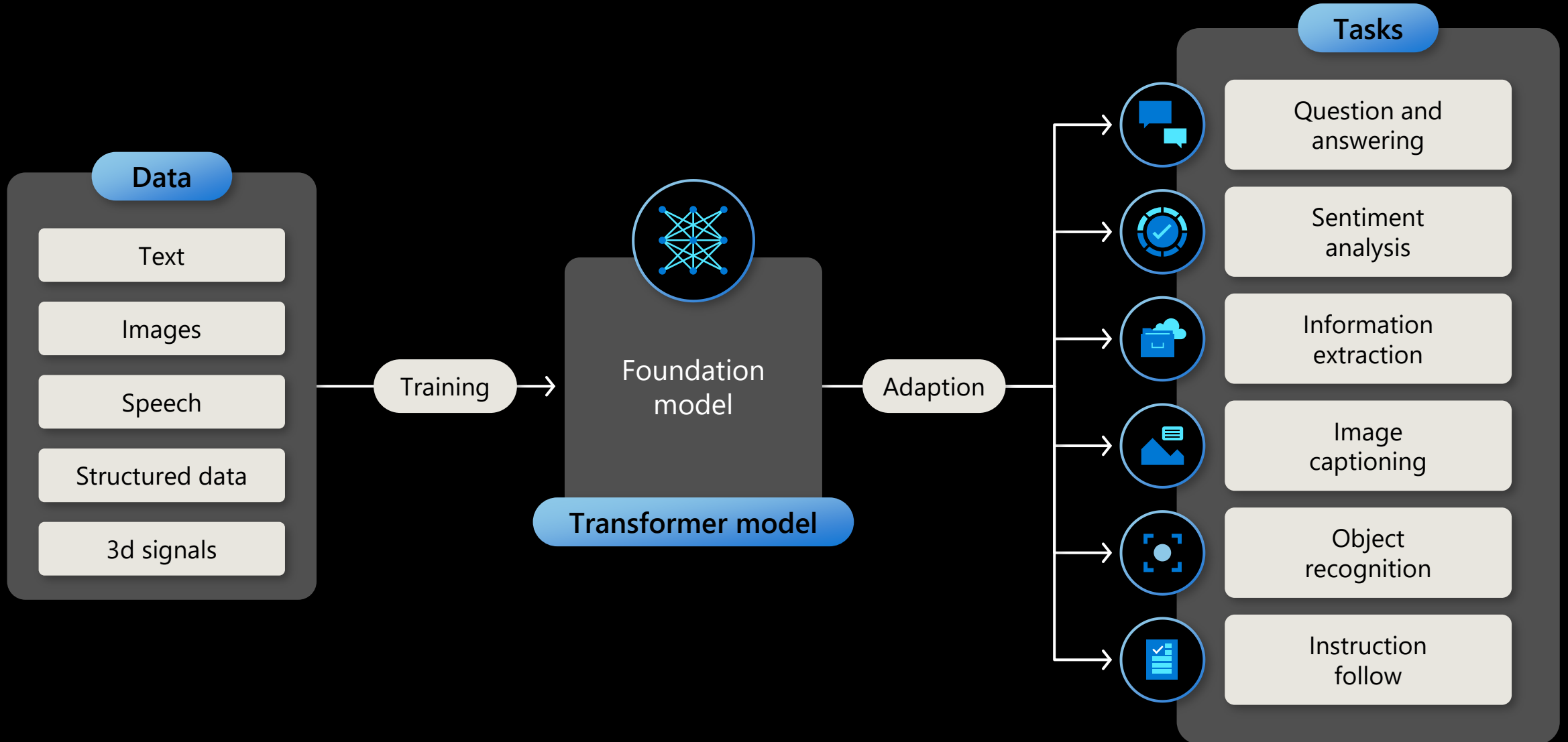


Massive model:
Generalized intelligence with
many applications

How a Traditional AI project works



How a Generative AI project works



Impacts of Generative Artificial Intelligence for Italy*



312 Billion €
of Annual Value Added
18% IT GDP



5.7 billion annual **work hours** freed up

Even value:

- 1.6 times value PNRR (IT NextGen EU)
- Lombardy's Region GDP
- 120% of manufacturing value added

Even value:

- Hours worked annually by the Czech Rep
- X 9 hours of Italian redundancy fund (2022)
- Hours worked yearly by 3.2 M people

Gain in terms of productivity generated by the adoption of AI by sector (classification by sector, value added)

High impact



Financial
Services



ICT

Medium impact



Public Sector



Manufacturing



Healthcare



Energy

Impacts of Generative Artificial Intelligence for Italy*

		Processi aziendali							
		Ricerca e sviluppo	Progettazione e creatività	Produzione e supply chain	Customer service	Marketing e vendite	Organizzaz. e processi	Finance	Risorse umane
Settori merceologici	Impatto	Alto	Alto	Medio-Alto	Medio	Medio	Medio	Medio-Basso	Basso
Servizi finanziari	Alto	Medio	Medio-Alto	Medio	Alto	Alto	Medio-Alto	Alto	Medio-Basso
Manifattura	Medio-Alto	Alto	Alto	Alto	Medio	Medio	Medio	Medio	Medio-Basso
Salute e scienze della vita	Medio-Alto	Alto	Alto	Alto	Medio	Medio	Medio	Medio	Medio-Basso
Telco e ICT	Medio-Alto	Alto	Alto	Medio-Alto	Alto	Medio-Alto	Medio	Medio-Basso	Basso
Distribuzione e consumer goods	Medio	Medio	Medio-Alto	Alto	Medio-Alto	Alto	Medio	Medio-Basso	Basso

AI L.A.B.

AI Lab is an exclusive program created by Microsoft in collaboration with leading players in the field of Artificial Intelligence.



AI LAB for Companies

Driving business transformation through responsible adoption of AI at scale and the creation of its own "Copilot"

AI LAB for Professionals

Equip professionals with the skills they need to successfully navigate rapidly evolving technology

AI LAB for Universities

Promote close collaboration with Italian universities to create paths dedicated to Generative AI, focused on the practical application of real use cases.



Professional Education Institutions-NGO



Universities



AI LAB For Digital Entrepreneurs

Partnering with Digital Natives/Champs of Founders'HUB, Scale Up and Venture Capital, and Accelerators to drive AI adoption in their solutions

