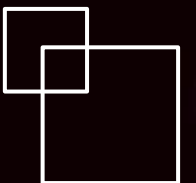


Accelerate your innovation and growth through Cloud and AI

March 5th 2025



Welcome



Mads Nørgaard Madsen
Head of PwC Consulting

Accelerate your innovation and growth through Cloud and AI

March 5th, 2025

Leverage AI's potential to create value and drive transformation

April 9th, 2025

Why cybersecurity is crucial for your AI implementation

May 28th, 2025



Welcome



Jacob Vestergaard

Enabling Cloud, transformative Data & AI initiatives across business and technology. Background in Tech (Microsoft, SAP, SAS)



Anna Kathrine Skjøtskift

Digital Transformation leveraging cloud, data and AI. Focus on solving business challenges. Background with Financial Services and Microsoft

The connection between cloud and AI

To leverage AI solutions agility & speed is needed

Investments in cloud are driving AI adoption

AI without cloud limits business impact!

Facilitating more effective collaboration for the NATO Standardization Office



MAKING
IT REAL

USER
INTERACTION

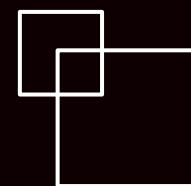
DYNAMIC
INNOVATION



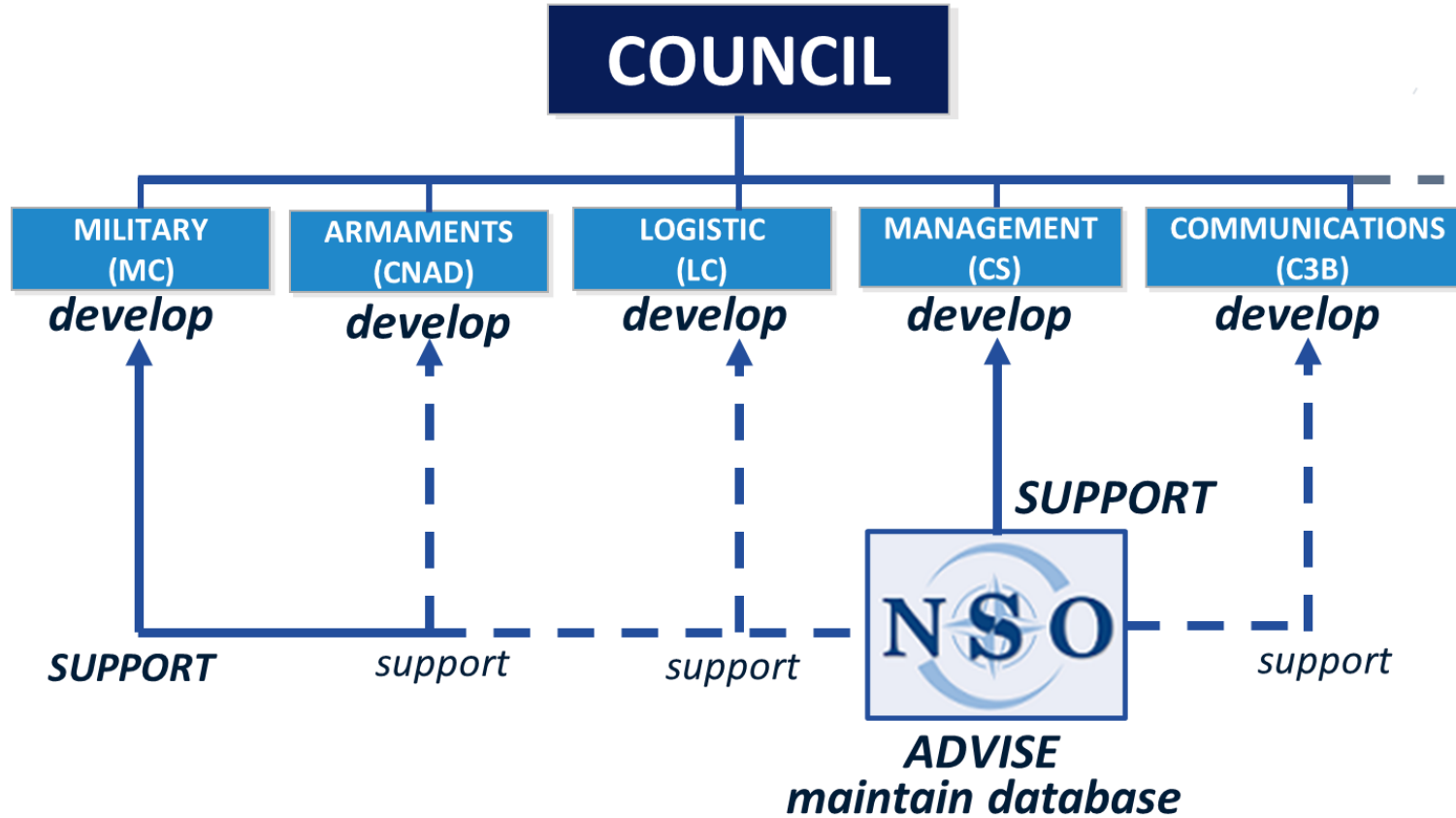
AI assisted operational standards

NSO reference presentation

5 March 2025



About the client



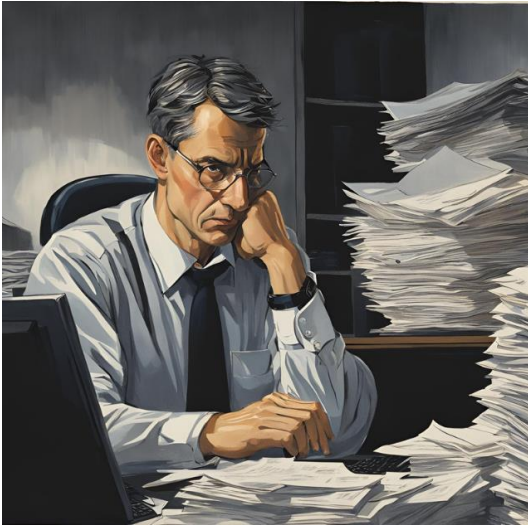
About the client



[Link to video](#)

About the identified need

Custodians



“Finding key information in long, complex documents is a real challenge.”

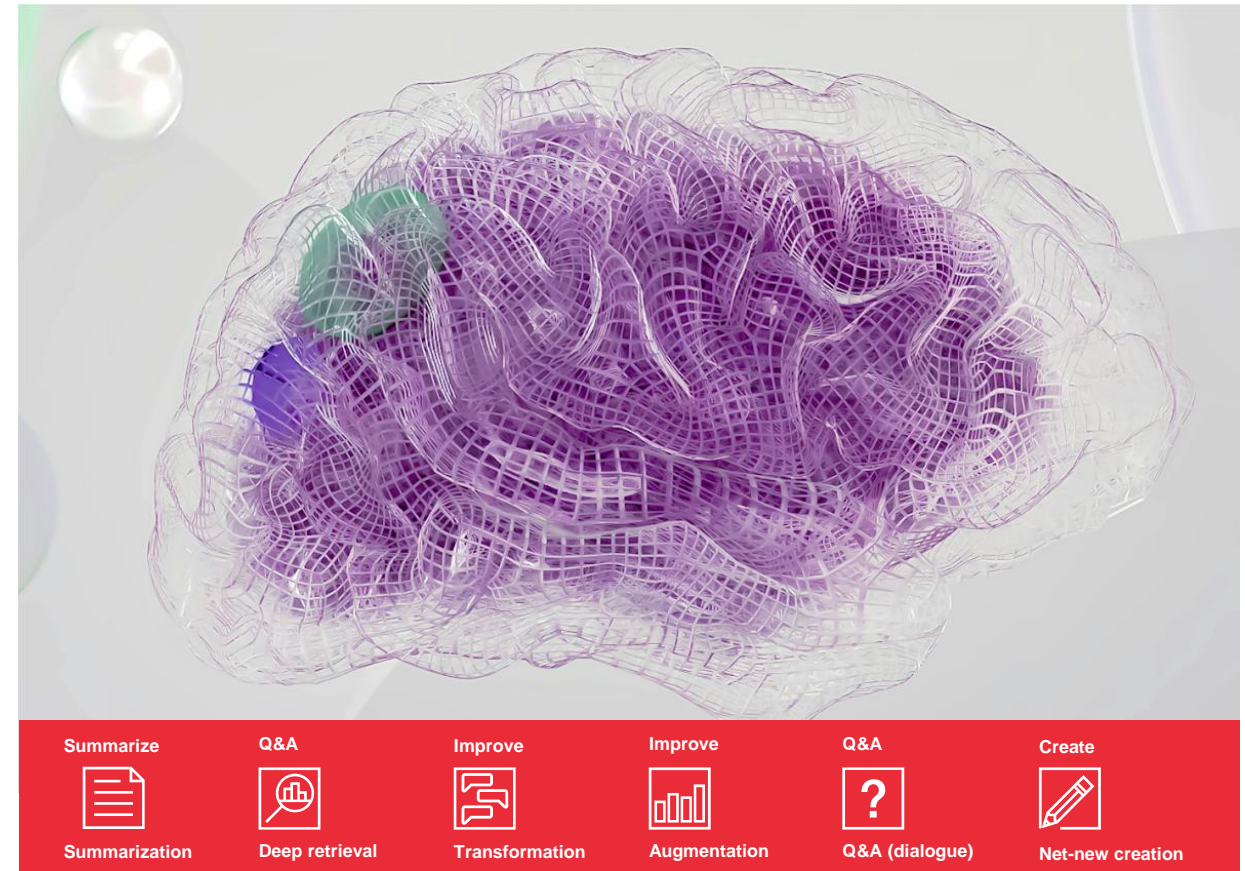
“It will take months to train someone to do my job because these operational procedures are so complicated.”

“It takes me hours just to find the information I need.”

“Frequent document iterations make it all too easy to introduce mistakes.”

About the AI potential

- Fast and efficient
- Ability to answer concrete questions and draft paragraphs
- Automated review to ensure consistency
- Can continually learn and improve over time.



How we have helped our client

“We ‘re guiding NSO on the journey of innovation, from ideation to PoC, MVP and full operationalisation, with the foundations of ethics, transparency, legal, security ... by design”

Gen AI innovation & Ideation Workshops



Inspirational and collaborative ideation and prioritisation

Proof-of-Concept & BC



Interactive and collaborative design + Business case

Prototype



Demonstrate business concept + secure long term sponsorship

MVP



Validate the idea & find product-market fit

Continuous Delivery



Full-fledged product development

Ethics

Transparency

Organisation & change

Governance

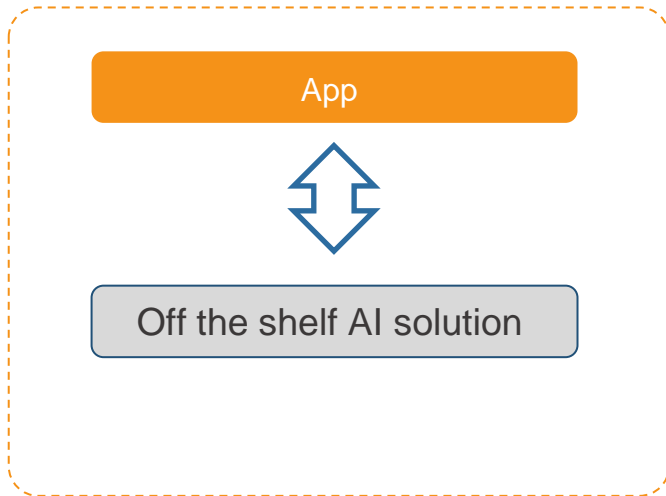
Security & Privacy

Legal

Considerations we made

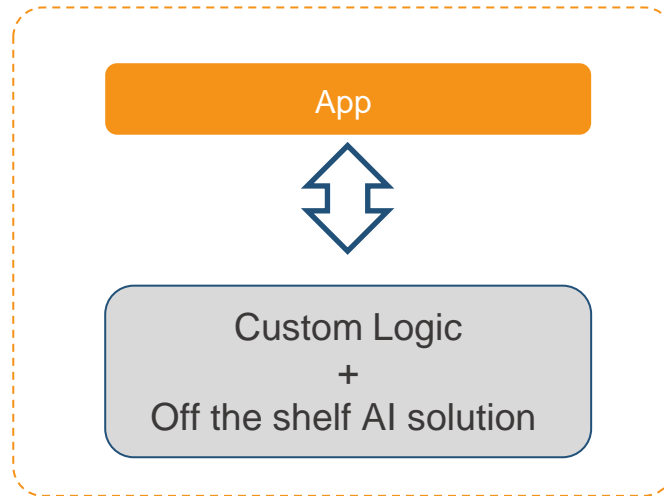
Buy

This is where the solution is entirely based on an existing product or service that can be purchased or rented.



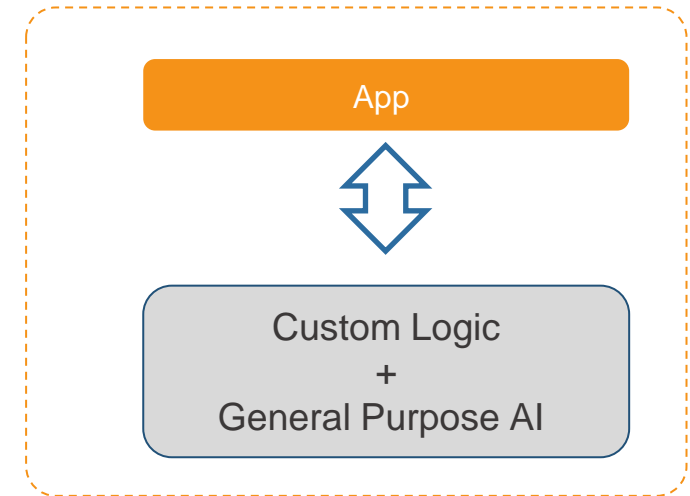
Hybrid

This is where the solution is a combination of buy and build, using some existing products or services and extending or integrating them with custom code and resources.



Build

This is where the solution is composed of general-purpose AI capabilities using their own code and resources.



What we have build – Deliverable 1

RAG Chatbot-
with knowledge of
operational standards



Welcome to the NSO chatbot

What we have build – Deliverable 2

Study draft→

A.2.2 Extended Medical Training Syllabus.

In addition to the preceding topics, the following subjects are to be taught at the Nation's discretion dependent upon the scope and role of their SAR/CSAR personnel (including as applied to paediatrics as well as adults if the anticipated casualty population includes children):

- a. Pregnancy. Including precipitous delivery techniques, correct positioning and the management of common complications.
- b. Casualty Administration:
 - (1) Handling of mass casualties and use of triage techniques.
 - (2) Use of medical equipment.

Example of output document→



A.2.2 Extended Medical Training Syllabus.

In addition to the preceding topics, the following subjects are to be taught at the Nation's discretion dependent upon the scope and role of their SAR/CSAR personnel (including as applied to paediatrics as well as adults if the anticipated casualty population includes children):

- a. Pregnancy. Including precipitous delivery techniques, correct positioning and the management of common complications.
- b. Casualty Administration:
 - (1) Handling of mass casualties and use of triage techniques (in accordance with STANAG 2879 / AMedP-1.10).
 - (2) Use of medical equipment.


Automated cross references to standards, definitions, terminology, ...


Contact details

 **PwC Belgium**
50,548 followers
2w • 

PwC Belgium's worked with NATO Standardisation Office (NSO) to implement an AI-based solution that enables the government organisation to address its community more broadly and bring together diverse national views more easily.

Our AI work with the NATO Standardisation Office (NSO) allows the government agency to demonstrate to its 20,000-strong volunteer workforce that it's leading them into the future and providing them with modern services that directly address their needs.

 <https://lnkd.in/eHW-NsWW>



- ✓ Feel free to share or repost the LinkedIn post linked [here](#) with your clients.
- ✓ The story is also on [our website](#).



Wouter Travers (BE)
+32 479 10 56 05
wouter.travers@pwc.com

Thank you!





PwC's 28th Annual Global CEO Survey

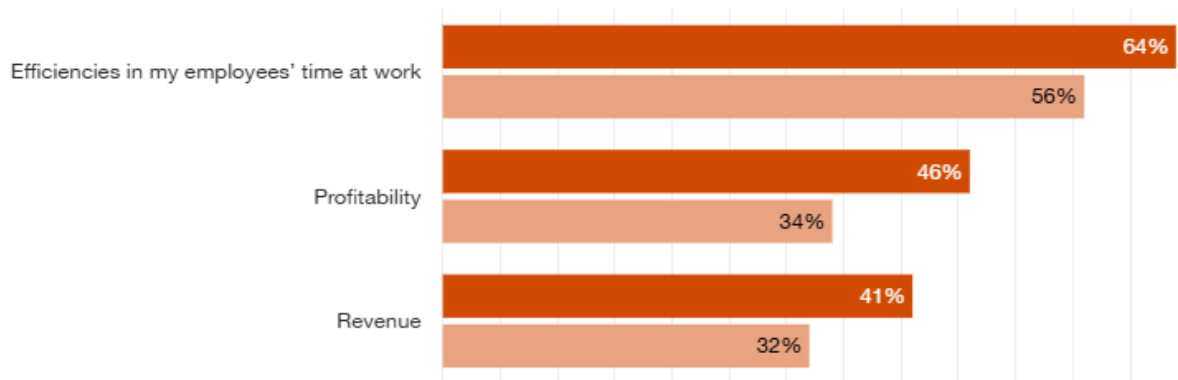
Reinvention on the edge of tomorrow

Responses from 4,701 chief executives representing every region of the world economy



CEO predictions about the impacts of GenAI in 2024 turned out to be slightly optimistic

■ 2024 expected increase ■ 2024 actual increase



Source: PwC's 27th and 28th Annual Global CEO Surveys

Realistic Expectations, balance enthusiasm with achievable outcomes and clear timelines.

Focus on Workforce Adaptation, invest in training and change management to maximize efficiency.

Impact driven AI Strategy, align investments with measurable business impact.



More CEOs say they increased headcount as a result of GenAI investments over the last year than say they decreased headcount

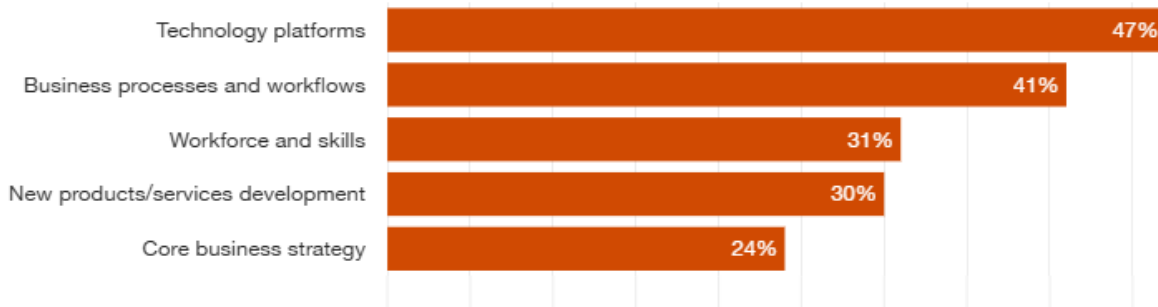


Note: Not showing 'Don't know' responses
Source: PwC's 28th Annual Global CEO Survey

AI adoption reshapes roles rather than replacing jobs, requiring upskilling and strategic workforce planning to increase impact.



Less than a third of CEOs are systematically integrating AI into workforce and skills



Source: PwC's 28th Annual Global CEO Survey

Tech over talent, working with AI requires creativity

Focus on efficiency gains

Build effective programs to seize large opportunities

Our recommendations



1 Start with clear business objectives – optimisation and transformation



2 Develop an AI strategy to support your business strategy – the bridge between Business and IT



3 Align your infrastructure with your AI strategy to ensure having the flexibility and scale needed (and be in control of your costs)



4 AI deployment and experimentation– learnings through hands-on experiences in parallel with strategizing



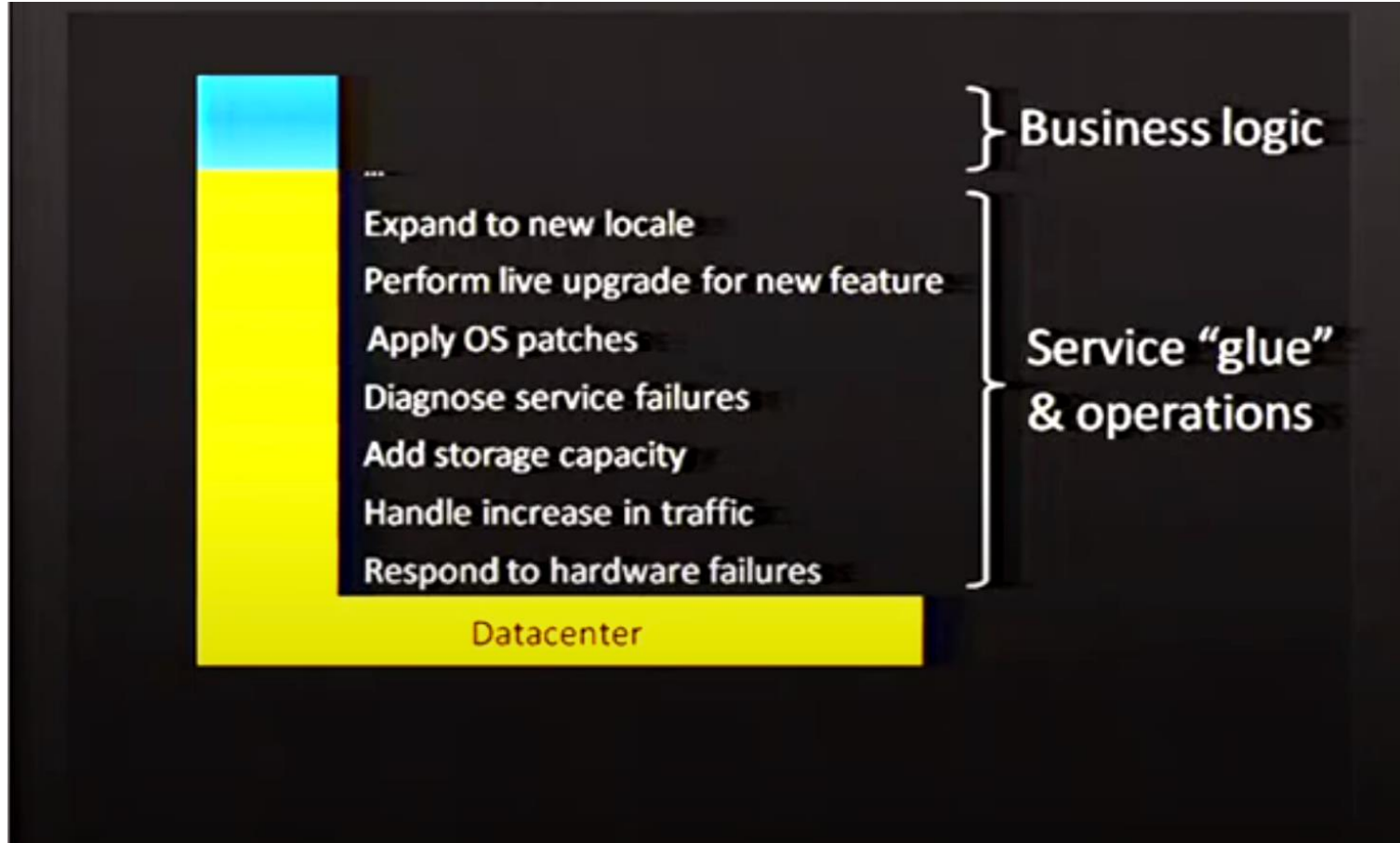
Cloud and the backbone of the AI (r)evolution

Dardan Dashaj
Go-To-Market Lead, Azure
Microsoft Denmark

To: Executive Staff and direct reports
From: Ray Ozzie
Date: October 28, 2005
Subject: The Internet Services Disruption

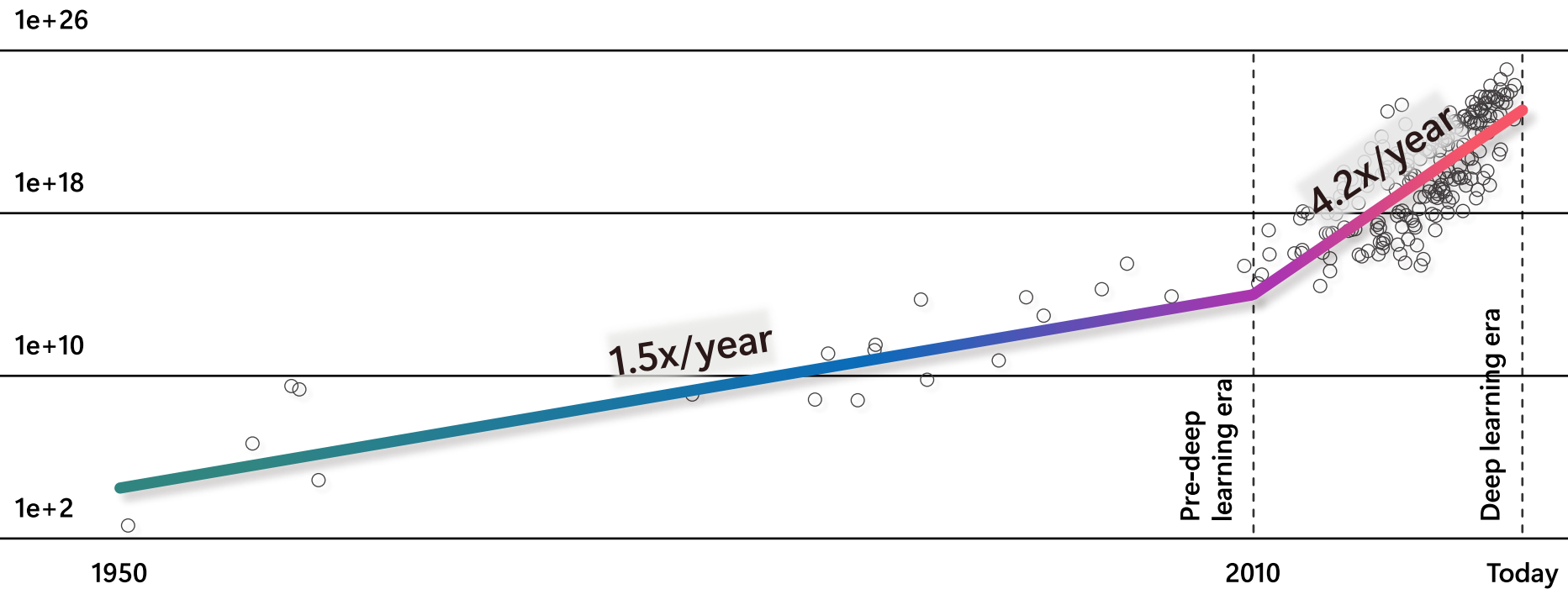
OPPORTUNITY: SEAMLESS IT

Enabling enterprises to seamlessly and cost-effectively manage many of the things they've classically done within their data centers **within the cloud.**



Scaling laws

Training compute of notable machine learning systems over time (FLOP)



Source: Epoch, 'Parameter, Compute and Data Trends in Machine Learning'

AI is creating opportunities yet scaling AI presents challenges

71%

using AI to create
new value ¹

43%

will reallocate spend towards
AI within 24 months ¹

99%

have challenges scaling,
operationalizing AI ¹



Every app
will be reinvented
with AI

New apps
will be built that
weren't possible before

AI is changing business processes already

The logo for Lucinity, featuring a white infinity symbol followed by the word "LUCINITY" in white capital letters, set against a dark blue and purple background.

LUCINITY

Helping banks prevent
financial crime

The logo for DSB, featuring the letters "DSB" in white, overlaid on an aerial photograph of a train passing through a green landscape.

DSB

Enhancing train
scheduling and
predictive maintenance

The logo for Niras, featuring the word "NIRAS" in white, overlaid on a photograph of a white flag with red text waving in the wind.

NIRAS

Optimizing tender
management
processes

In the era of AI, your cloud should help you **simplify the complex and accelerate growth**



Innovation



Choice

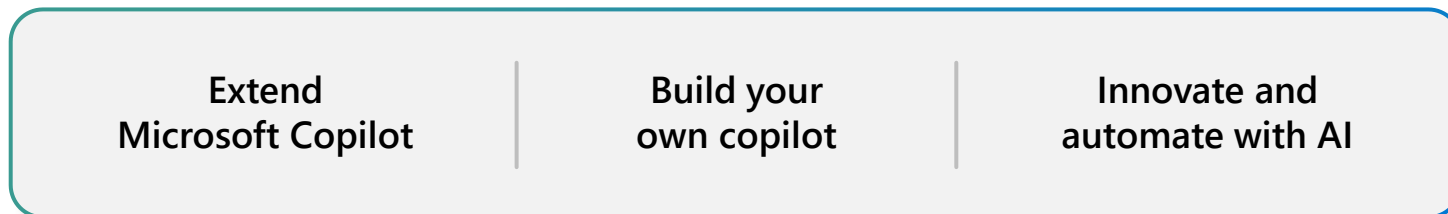


Trust

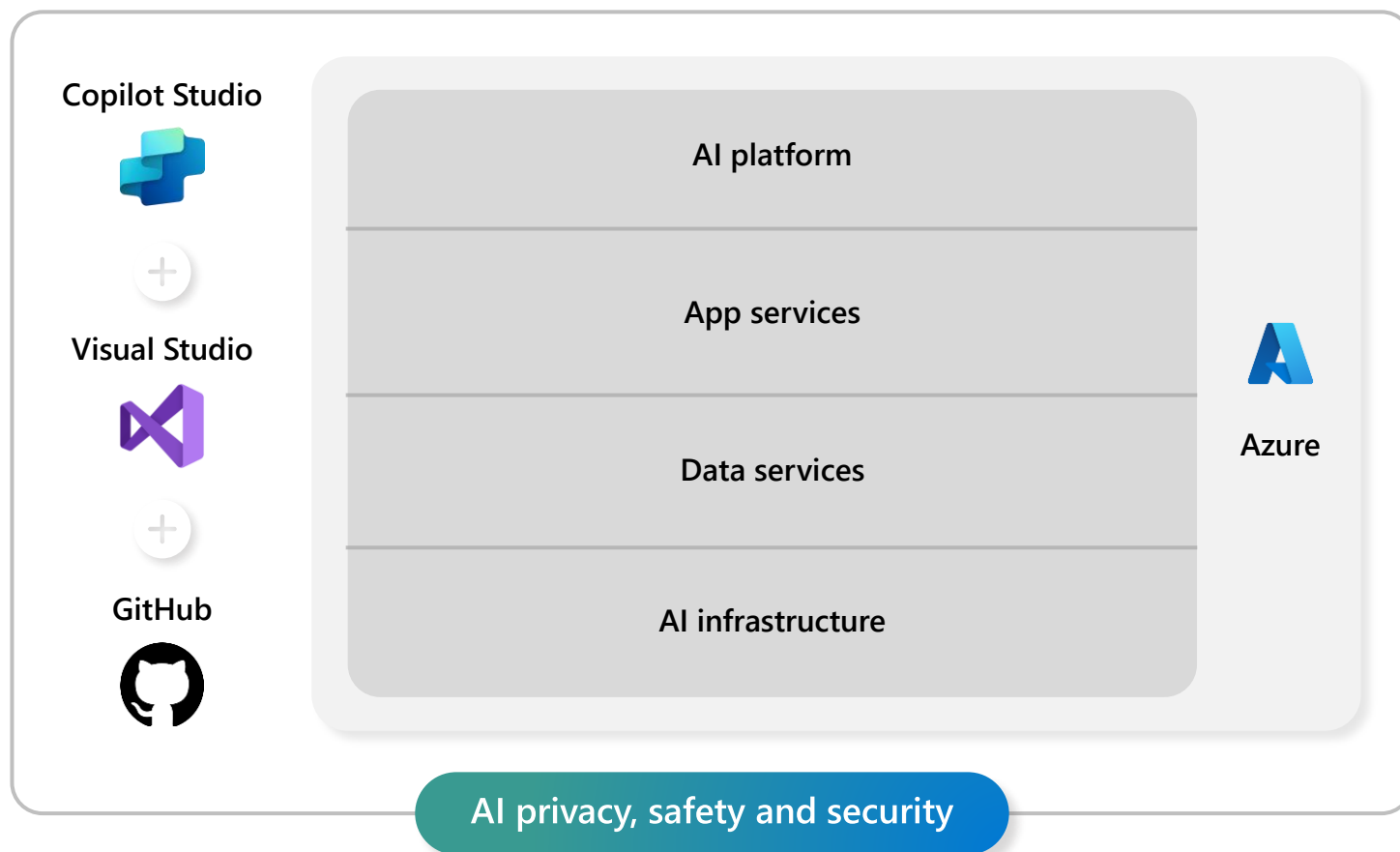


INNOVATION

Copilot & AI stack



Platform
purpose-built for
AI innovation





Azure AI Foundry

Model Catalog

1,800+ frontier and open source AI models

Azure OpenAI Service

GPT-4o

GPT-4-Turbo with Vision,
GPT-4, GPT-3.5

Embeddings

DALL-E

Whisper, Text to speech

Meta

Llama-2-70b/70b-chat

Llama-2-13b/13b-chat

Llama-2-7b/7b-chat

Llama-3

CodeLlama

Mistral AI

Mistral Large

Mistral 7B

Mixtral 8x7B – Mixture of Experts

Cohere

Cohere R+

Cohere R

Embed v3-Multilingual

Embed v3-English

Task Models

Document Intelligence

Speech

Language

Translations

Industry Models

Agriculture

Manufacturing

Financial Services

Healthcare



“With the Azure cloud platform and Azure high-performance computing, we are moving into a new era where we can serve our customers better and create a more sustainable world for everyone.”

Kim Emil Andersen: Senior Vice President, Applications, Controls and Electrical, Vestas

[Read the full customer story](#)

Vestas moves to Azure high-performance computing for reliability, performance, and scalability

Situation

Wind turbines are complicated feats of engineering. They offer a wide variety of configuration options to optimize power generation and maximize equipment life, based on Vestas Climate Library data about the installation site. These calculations require vast amounts of computing power, and in the past Vestas accomplished them with an on-premises supercomputer. It provided excellent results but had trouble keeping up with the backlog queue of requests and suffered from occasional reliability issues. As a result, Vestas was missing out on sales opportunities because the company couldn't complete the necessary simulations of customer opportunities in time to meet proposal deadlines. So, the company sought a cloud alternative.

Solution

Vestas has found that uptime of Azure high-performance computing has been excellent, and working with Azure gives the company access to the latest virtual machines, advanced networking gear, and GPU instances. Vestas can turn computing power on and off as needed and scale to accommodate even the most advanced geospatial simulations.

Impact

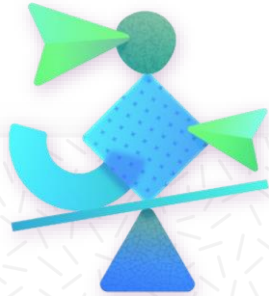
This has made it possible to increase the value of the company's climate assets by expanding simulations and re-simulating decades of global climate data at unprecedented high resolution.



CHOICE

Your choice to transform

in ways best for your business



**Preferred
environment**

Hybrid, multicloud
& edge



**Any
deployment**

All workloads,
any data source



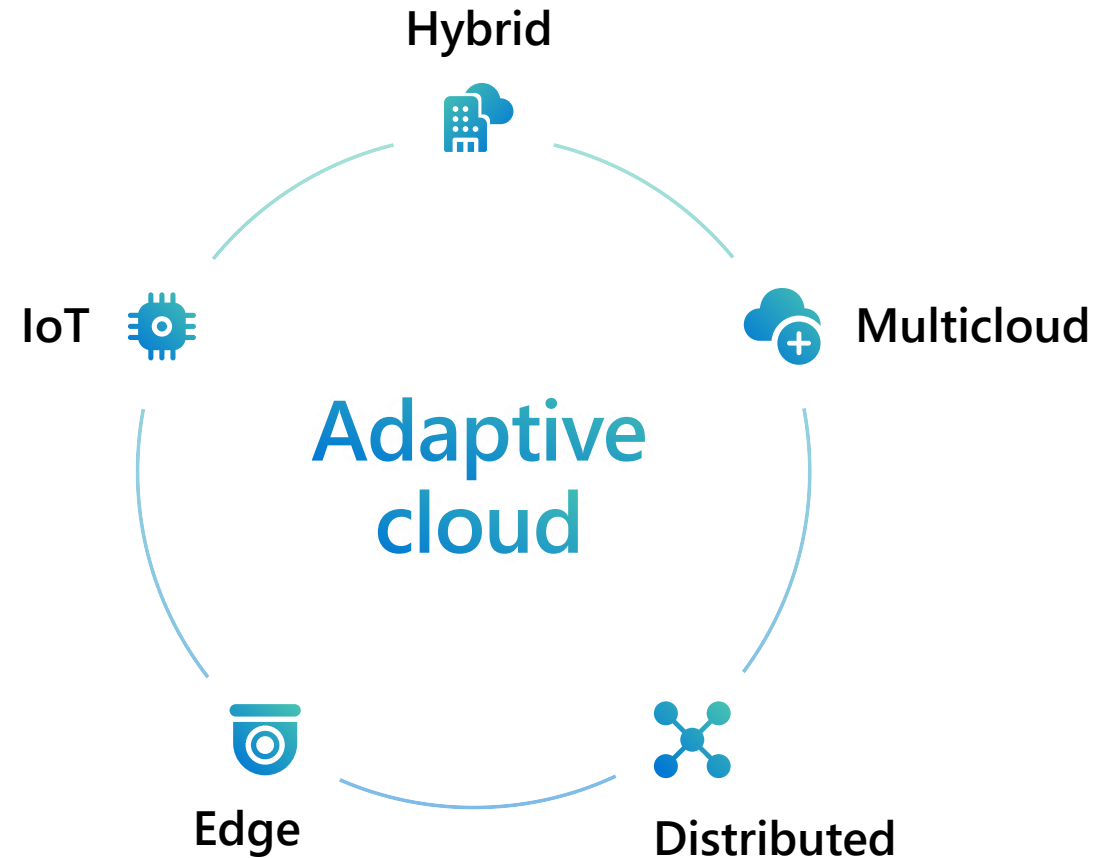
**Favorite
experience**

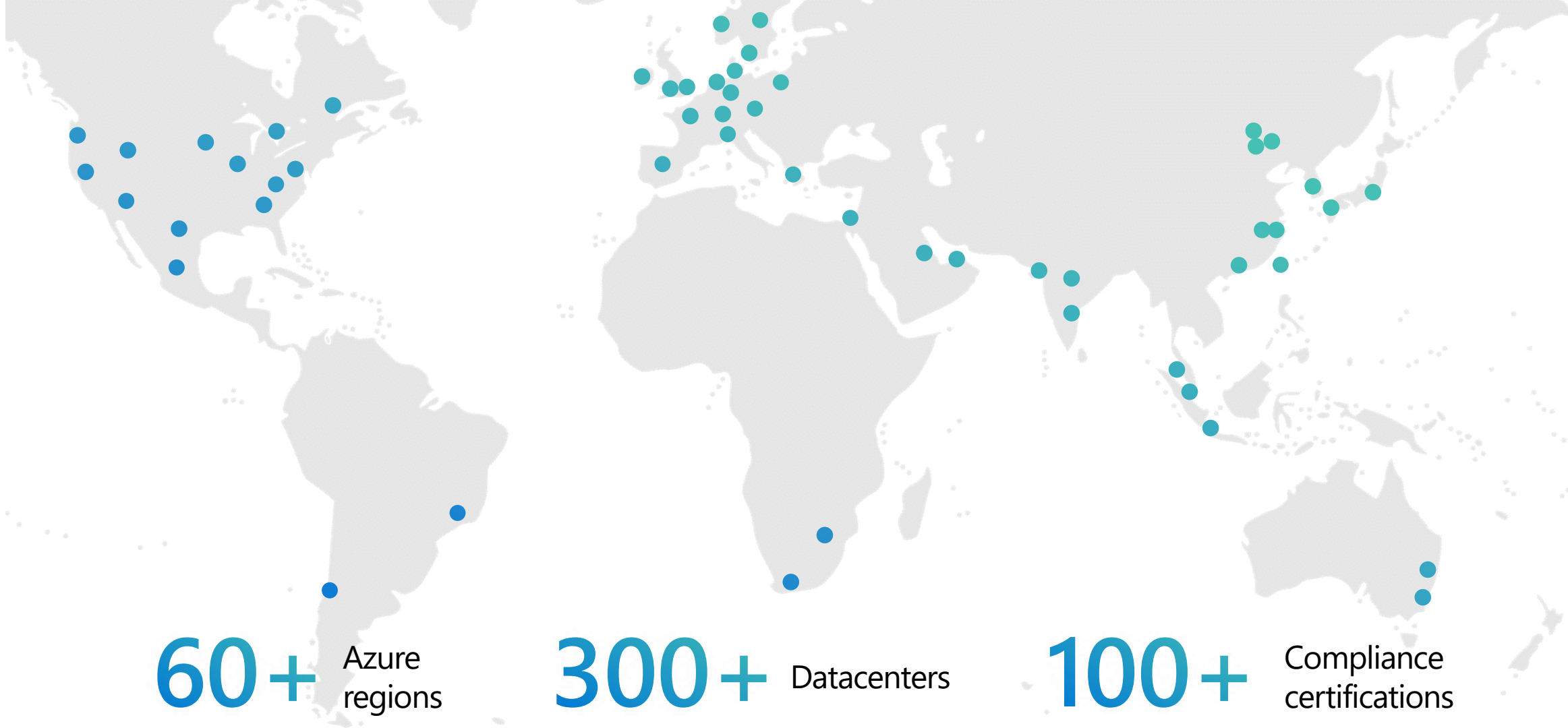
Languages, tools,
open-source

Extensive partner network

A cloud that **adapts** to your needs

Seamlessly operate with AI-enhanced
central management and security
across environments





Global scale with more regions than any other provider

1. [Azure Global Infrastructure](#)
2. [Azure Global Infrastructure](#)
3. [Azure Trusted Cloud](#)



Azure AI

Where innovators are creating the future

Model breadth and innovation with 1,800+ frontier and open models



OpenAI
Model Family
(available day 1)



Phi SLM
Model Family



Mistral AI
Model Family



Meta Llama 2
Model Family



Jais G42
Model Family



Cohere
Model Family



Databricks
Model Family



Hugging Face
Model Family

Comprehensive
AI services



End-to-end
AI toolchain



Leaders in
trustworthy AI



Enterprise-grade
scale



26+ regions
Available day 1

Designed for
business success



Microsoft Innovation
Hub



Flexible payment
options



Customer Copyright
Commitment



TRUST

Confidently innovate knowing we are committed to trust



Invested in security

Gain peace of mind with
built-in security and
out-of-the box



Committed to privacy

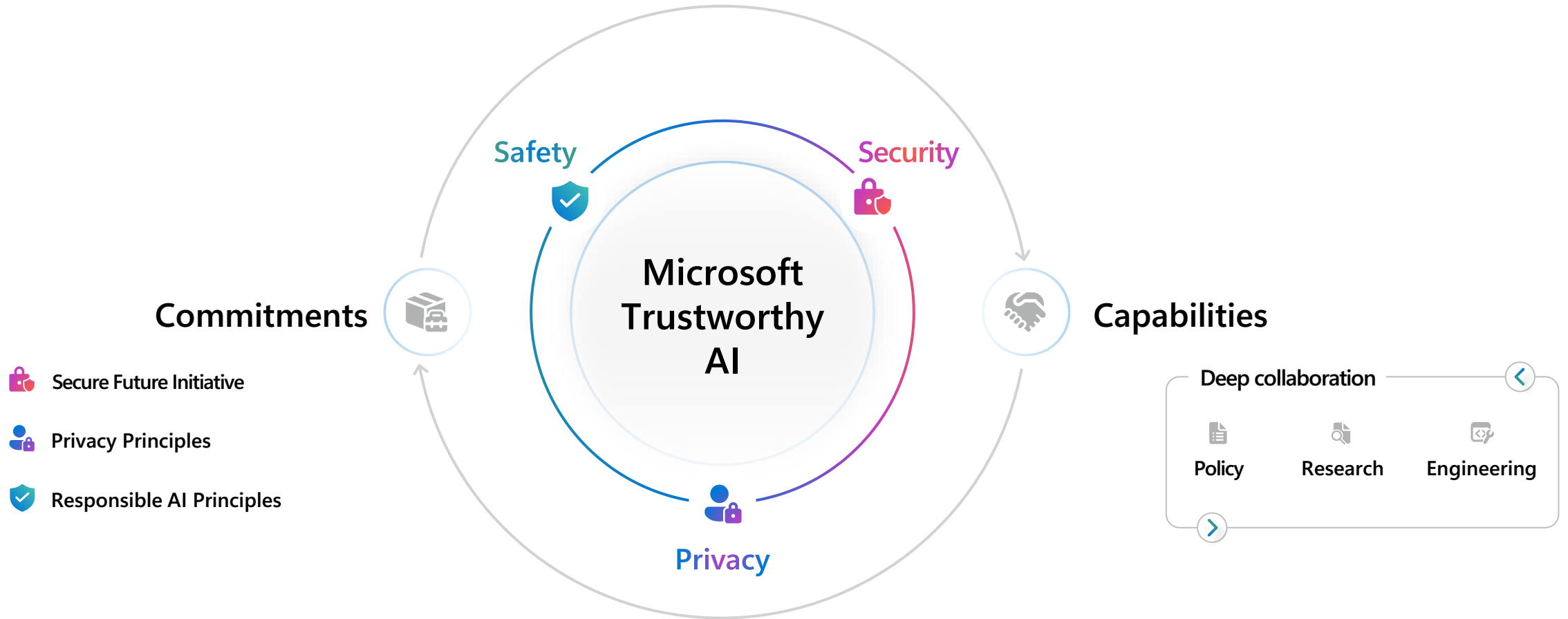
You own your data—we
never use it for marketing
or training models.



Dedicated to trustworthy AI

Built-in technology
and tools to build AI
responsibly.

Our commitments & capabilities empowering AI transformation with confidence





“Defining the next therapies will require scientific innovation. We want to tap into an ecosystem of the world’s best minds, best scientific ideas, and best technologies across ourselves and all partner organizations.”

Ramneek Gupta: Digital Director in Global Drug Discovery in Novo Nordisk Research and Early Development, Novo Nordisk

[Read the full customer story](#)

Novo Nordisk accelerates life-changing research using Azure DevOps and GitHub

Situation

This manual process hampered research productivity and efficiency, restricting Novo Nordisk's ability to analyze patient data comprehensively. This conflicted with the company's dedication to pioneering scientific breakthroughs and advancing patient-centric initiatives.

Solution

Novo Nordisk leverages the [Azure DevOps API](#) and components, while maintaining regulatory compliance, is a key aspect. Partnering with Microsoft enables rapid, compliant delivery of the solution, providing significant benefits.

Impact

Due to their synergy with [Microsoft Azure](#), the research collaboration platform (RCP), has minimized the time and effort needed to establish and manage separate data and analytics projects, resulting in heightened efficiency and productivity. Moreover, the swift dissemination of standard practices has significantly enhanced support for research teams.

Data collocation

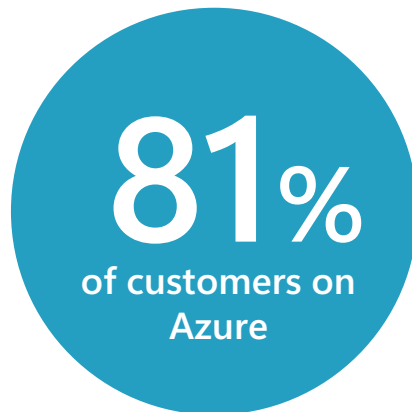
Migrate infrastructure and collocate data and apps

Co-locate Cloud Resources

Ensure AI Search and Azure Open AI are as closely located as possible (in the same region, firewall, vNet etc.) – potential speed up of Gen AI app 1-2x¹

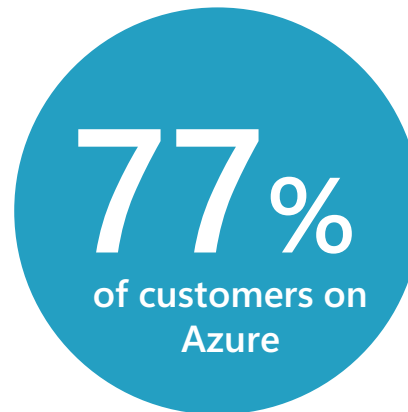
Compared to on-premises, customers with Azure infrastructure realize...²

more agility to **change and improve AI apps**



~**3x**
more
than on-
premises

easier to **innovate** with AI and ML



~**2x**
more
than on-
premises

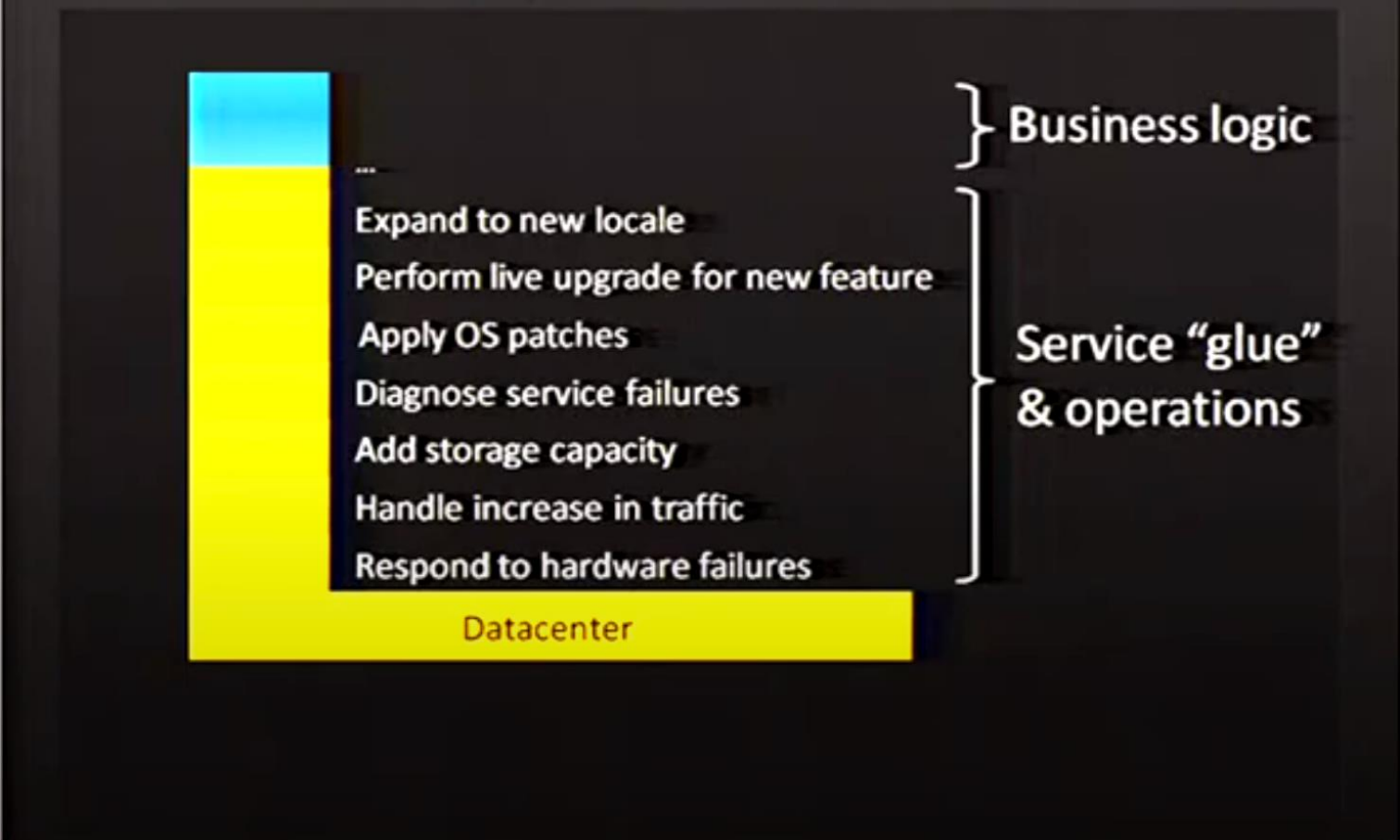
75% Customers agree that **migration was essential** to AI adoption²

“ [By having data, infrastructure, and AI co-located], it’s easier for us to incorporate that data into an environment and then use an LLM...the access to resources has helped us to significantly speed up the build and make it a much easier, simplified process. ”

CIO, manufacturing company

1. The LLM Latency Guidebook: Optimizing Response Times for GenAI Applications - Microsoft Community Hub

2. The Total Economic Impact™ Of Migration For AI-Readiness June 2024, commissioned by Microsoft.



“If we build technology and put in the hands of people – they will build technology”

Satya Nadella.

Thank you!