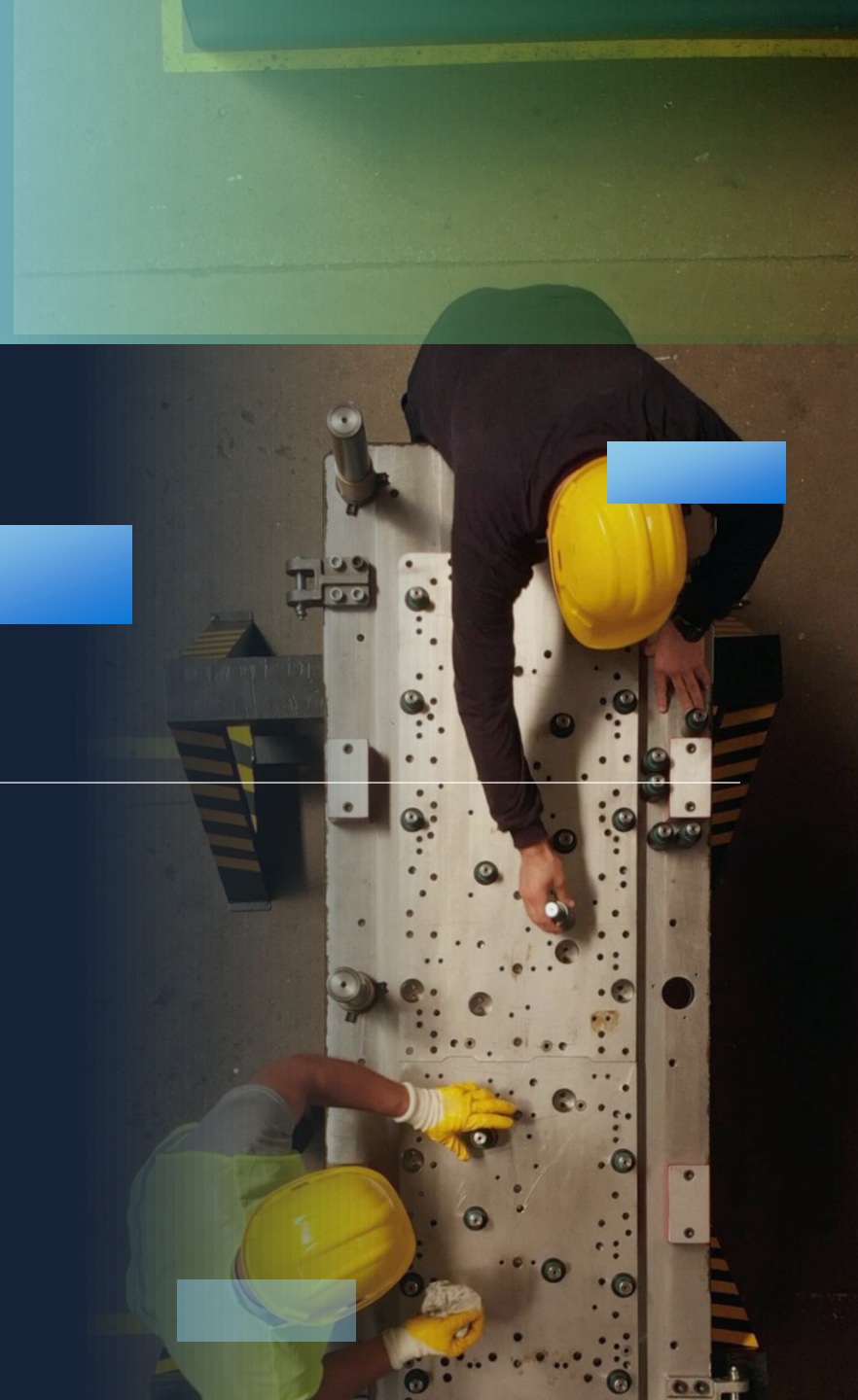




# Unlocking Potential with AI

○○○

Dhanawat Suthumpun  
Managing Director, Microsoft Thailand

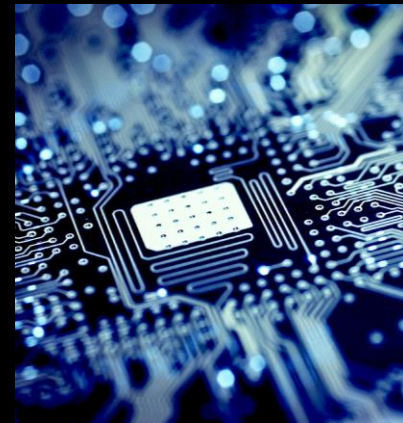


# How can we do more **with less?**

More innovation  
More agility  
More resilience

Less complexity  
Less time  
Less cost

## AI is the answer.



# Generative AI capabilities



Provide  
information



Summarization



Idea  
creation



Content  
generation



Give  
recommendations



Deliver analysis  
and insights



Take action

And more...



**Sora**

Coming soon

Prompt:

*A photorealistic video of a butterfly that can swim navigating underwater through a beautiful coral reef.*



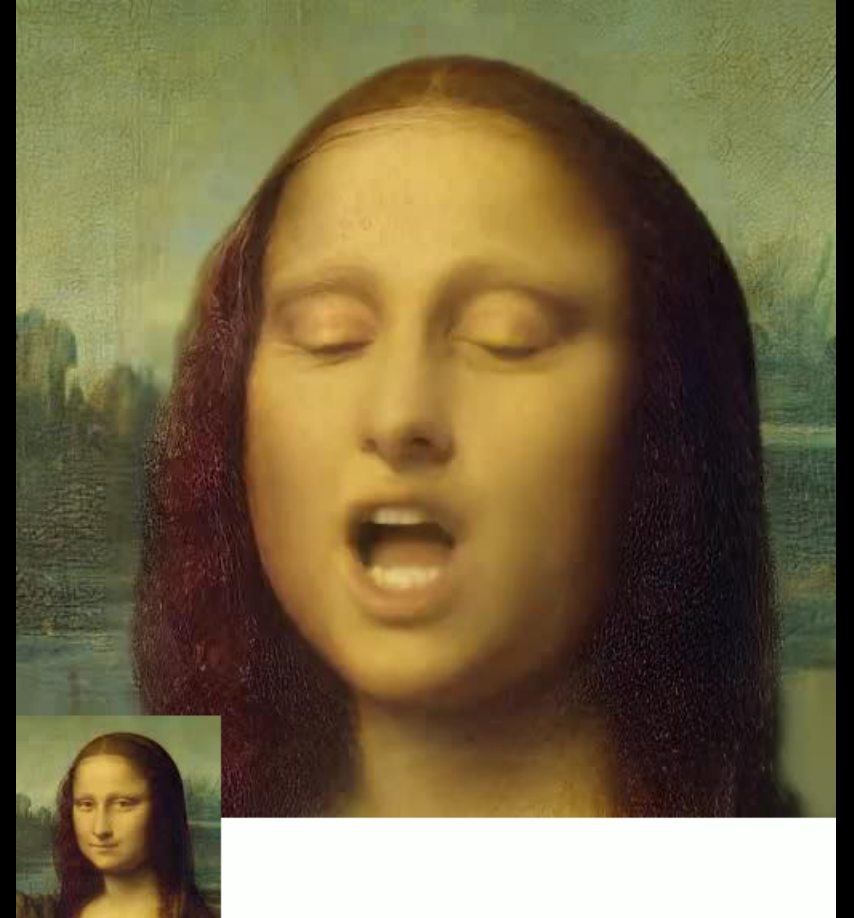
# air head

by shy kids

# VASA-1

A Microsoft Research project

A framework for generating **lifelike talking faces** of virtual characters with **appealing visual affective skills (VAS)**, given a **single static image** and a **speech audio clip**



VASA-1



Suno

Available now as Copilot plugin

Make music – but with no instruments needed.  
Just your imagination.

Prompt:

*Make a rap song about Bangkok.*



Powered by Suno


[Verse]

Yo, check it out, I'm in Bangkok  
Where the street food be bangin' like a boombox  
From pad thai to som tam, flavors never dull  
Spicy as the weather, makin' taste buds lull (uh-huh)

Khao San Road, where the party's alive  
Sippin' on Chang beer, we're takin' the dive  
Wat Arun, Wat Phra Kaew, they're pristine  
Culture and history, you know what I mean? (yeah)

[Chorus]

ความงดงามของกรุงเทพฯ (Bangkok's beauty)  
อาหารอร่อยแบบไทย (Delicious Thai food)  
อากาศร้อนจัดแบบไหน (Hot weather, that's how we roll)  
กรุงเทพฯ คือสถานที่ท่องเที่ยวที่เทใจ (Bangkok is a cool tourist spot)

 Copilot

Create your own song on Microsoft Copilot



CREATE NOW





# Copilot

Create an image

Write an email

Organize my plans

Give me a summary

Powered by  OpenAI



The emergence of AI devices

An aerial photograph of a large, jagged iceberg floating in the deep blue ocean. The iceberg's surface is highly textured with numerous cracks and ridges, and it appears to be melting, with a thin layer of white foam or meltwater visible along its edges. The surrounding water is a deep, dark blue with some whitecaps.

**Tech and AI are moving  
faster than ever.**

**What can you do to  
keep your organization's  
competitive edge?**

A photograph of three glass chess pieces on a white surface. The pieces are a small pawn on the left, a king in the center, and a queen on the right. The king and queen are in sharp focus, while the pawn is slightly blurred. The background is a plain, light-colored surface.

**Strategy  
with Clarity**

A photograph of a row of classical marble columns in a grand hall. The columns are made of light-colored marble with fluted shafts and ornate capitals. They are set on a marble floor. The lighting is warm, creating soft shadows. The text "Structure and Ownership" is overlaid in white on the left side of the image.

# Structure and Ownership

**Growth mindset**

**Positivity**


**Empowerment**

**Empathy**



**"Culture eats strategy  
for breakfast."**

**-- Peter Drucker**



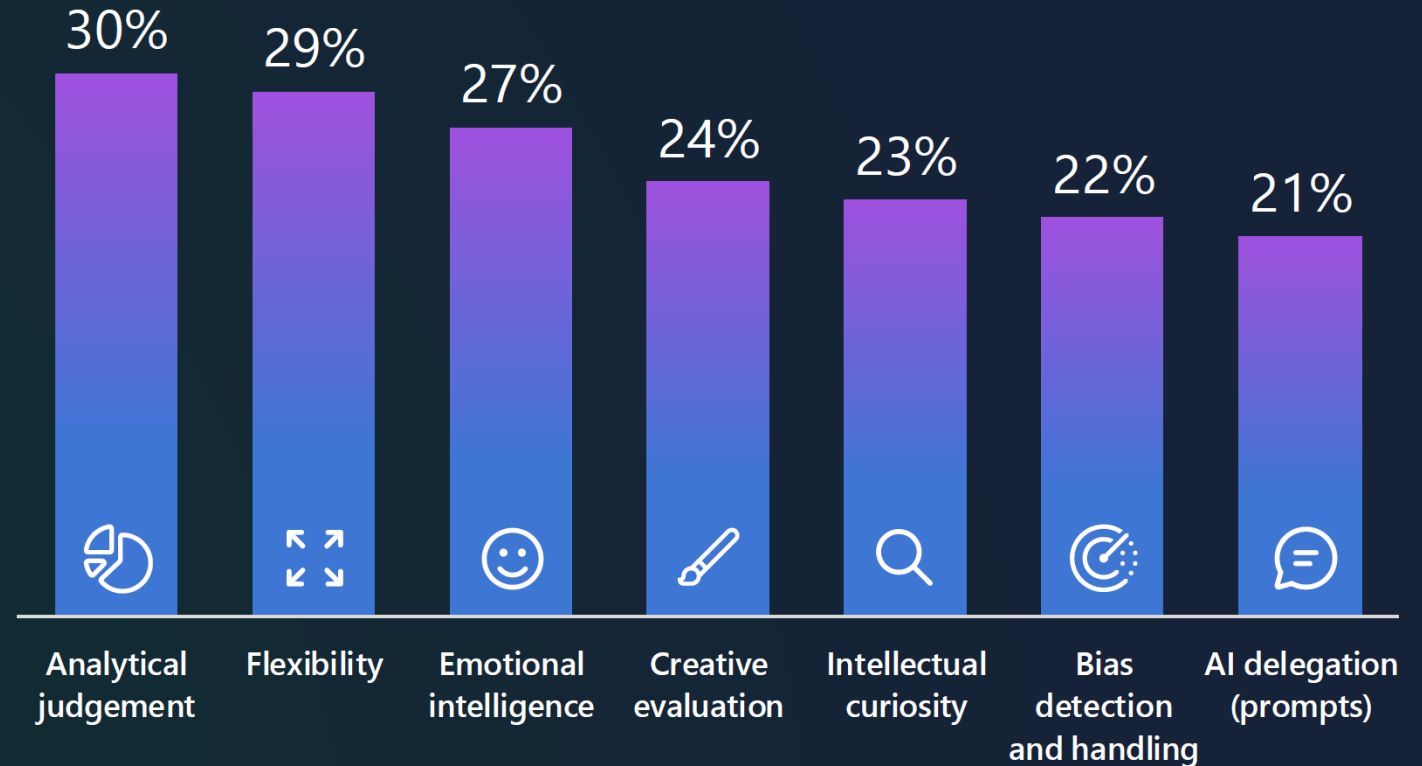
**Enabling your  
people in the  
age of AI**



# Skills required for the AI era



of leaders say employees  
will need new skills to  
prepare for AI



A woman wearing a white surgical cap and goggles, looking upwards, with a hand adjusting the goggles. The background is dark and out of focus.

Today's **magic**  
is tomorrow's  
**commodity**