



# Elevate your Business With AI

## Key Takeaways from Microsoft Ignite 2024

**Kevin Grossnicklaus**  
President

**Alex Will**  
CTO

**Joe Harris**  
Director of Managed Services



Data & AI  
Azure



Infrastructure  
Azure



Digital & App Innovation  
Azure

## Agenda:

What is Ignite?  
Ignite Highlights  
Discussion/Q&A  
Resources

# Microsoft Ignite 2024

When: November 18-22, 2024

Where: Chicago, IL and Virtual

Attendees: 10,000 In-Person

Audience: Customers and Partners

Over 80 product and major feature  
announcements

<https://ignite.microsoft.com/>



Copilot is the UI for AI

# Microsoft 365 Copilot

Integrated into all Microsoft 365 Applications

Teams, Word, Excel, PowerPoint, Designer,  
Loop, OneNote, OneDrive, SharePoint

[Microsoft 365 Copilot Information](#)

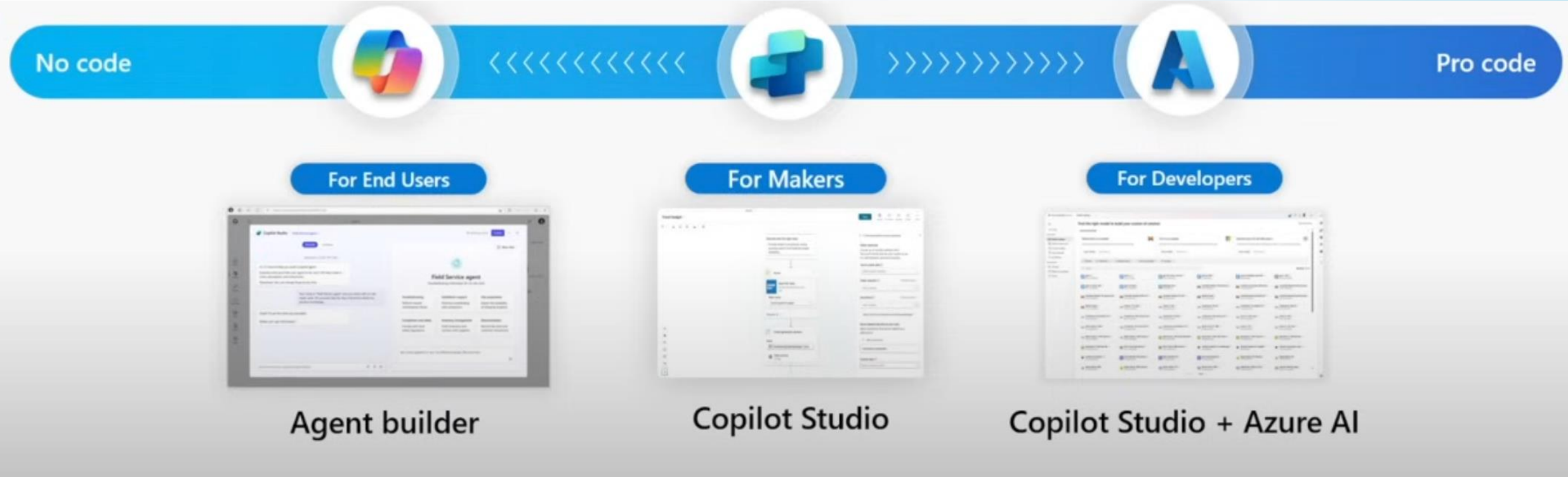
# Microsoft Teams



Meeting Transcriptions and Recap  
Realtime Translation  
Integrated Copilot(s)

[New Copilot for Teams Features](#)

# AI Customization Tooling



# Microsoft Copilot Studio

Build and customize your own Copilots for integration with Microsoft tools

<https://copilotstudio.microsoft.com/>



# Microsoft Copilot Pages

A dynamic, persistent canvas in Copilot chat designed for multiplayer AI collaboration

<https://www.microsoft365.com/pages/>

# Azure AI Foundry\*

Build generative AI applications on an enterprise-grade platform.

Explore, build, test, and deploy using cutting-edge AI tools and ML models, grounded in responsible AI practices.

Collaborate with a team for the full life-cycle of application development.

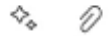
<https://ai.azure.com/>

\* Formerly Azure AI Studio

# Specialized Copilot Agents

## IT Helpdesk agent

How do I connect to the corporate network?



## Device Refresh agent

Request a new laptop and send approvals via IT Service tool.

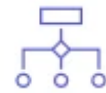


## Lead Gen agent

The agent has identified and researched 15 new leads for you to review.



Simple



Advanced

## Project Tracker agent

What is the status of phase 2 for project X and the remaining budget?



## Budget Management agent

Review outstanding open purchase orders and begin financial planning.



## Customer Support agent

The agent has identified new support issues and triaged to other agents.



# Microsoft Data Platform

Microsoft Fabric

Microsoft SQL Server

Microsoft Purview

[Microsoft Fabric Information](#)

[Microsoft Purview Information](#)

# Modern Work and Security

Focus on the modernization, migration, and security of modern workforces

Numerous tools to streamline and govern these processes

Increase hybrid capabilities

Increased virtualization options

Security Copilot & Defender for Endpoint

# Windows 365 Link

Cloud PC purpose-built to connect securely to Windows 365 in seconds

[Windows 365 Link](#)



# NBA Partnership



<https://ai.nba.com/>

# Current Incentives

Copilot for Microsoft 365 – Monthly Payments

Microsoft E5 Promotion (15% discount)

Power Platform and Dynamics Price  
Increases (~10%)



# Price Increases Effective Jan 1. 2025

<b>Product</b>	<b>Price Increase</b>
Windows Server Datacenter	10%
Windows Server Standard	10%
Dynamics 365 (Customer Service, Sales)	11%
Dynamics GP, Dynamics NAV, Dynamics SL	11%
Dynamics AX	17%

# Key Takeaways

Copilot Copilot Copilot

AI is more than text in/text out

AI can perform actions instead of just giving answers

AI should be considered for any business or application

Data drives effective AI

Security and Governance

Modernization and Migration

Everyone needs to understand AI prompt basics

## Microsoft Ignite 2024 On-Demand Sessions

Unveiling Copilot agents built with Microsoft Copilot Studio to supercharge your business

Unlocking autonomous agent capabilities with Microsoft Copilot Studio

New autonomous agents scale your team like never before

The next wave of Azure innovation: Azure AI Foundry, intelligent data, and more

Orchestrating human-AI collaboration in Microsoft Planner

Copilot Prompt Gallery



## Discussion and Questions

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Next Weeks Webinar:

[Effective AI Prompting - Tips,  
Tricks, and Techniques](#)

Dec 17<sup>th</sup>, 2024  
12pm CST

**Thank You!**

