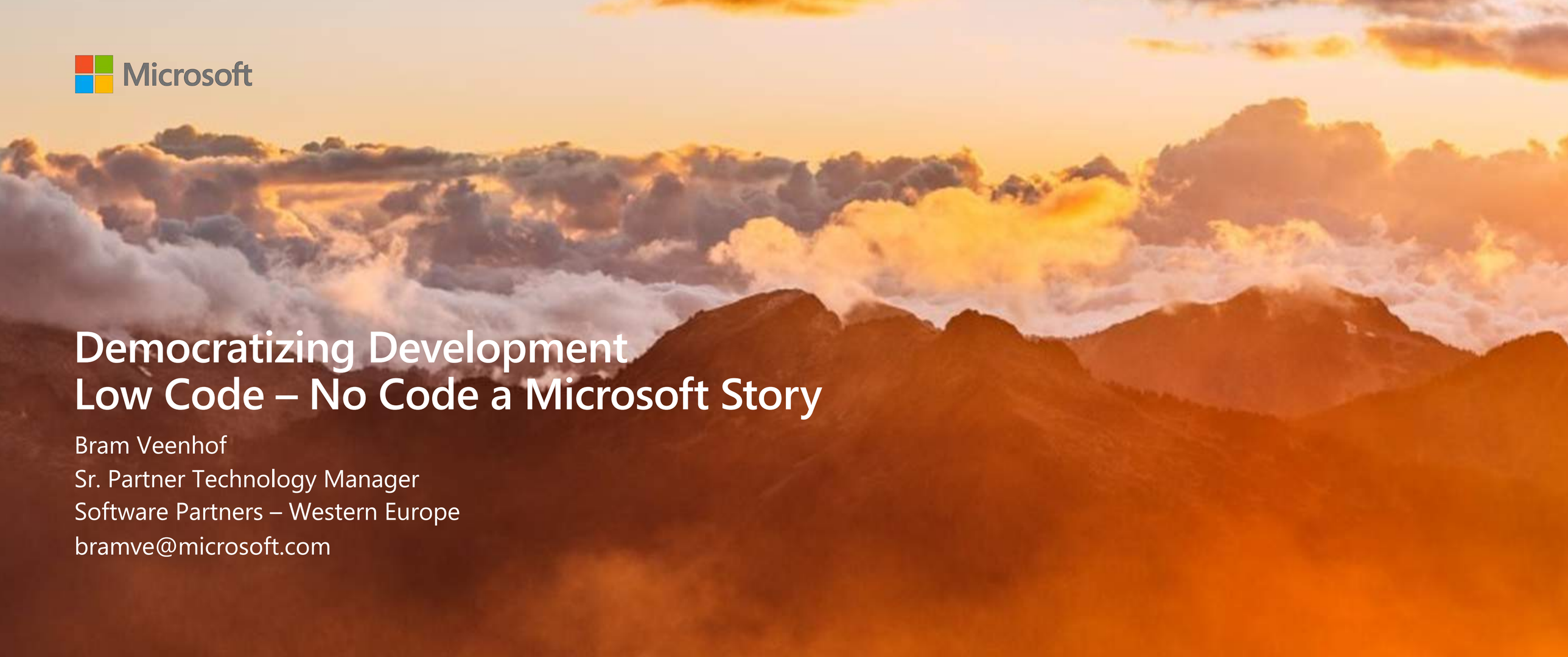
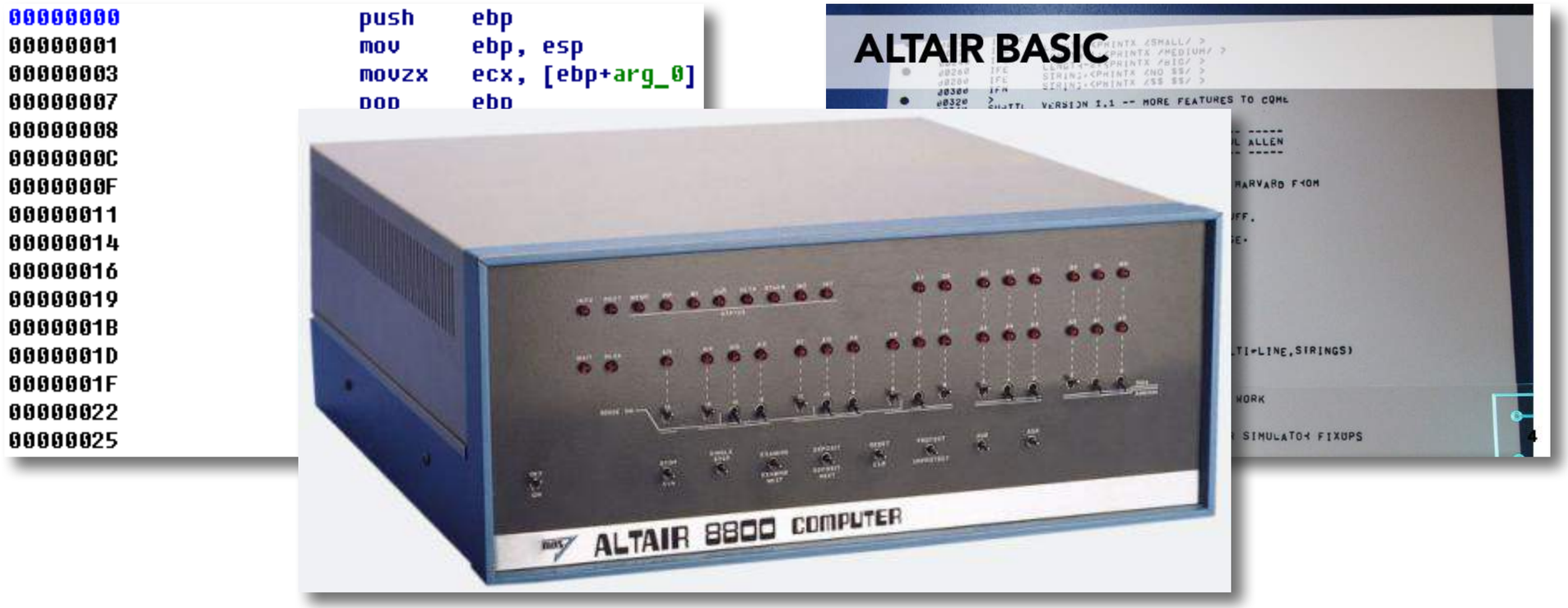


Democratizing Development
Low Code – No Code a Microsoft Story

Bram Veenhof
Sr. Partner Technology Manager
Software Partners – Western Europe
bramve@microsoft.com

MICRO
SOFT

70s Code vs Low Code for the Altair 8080



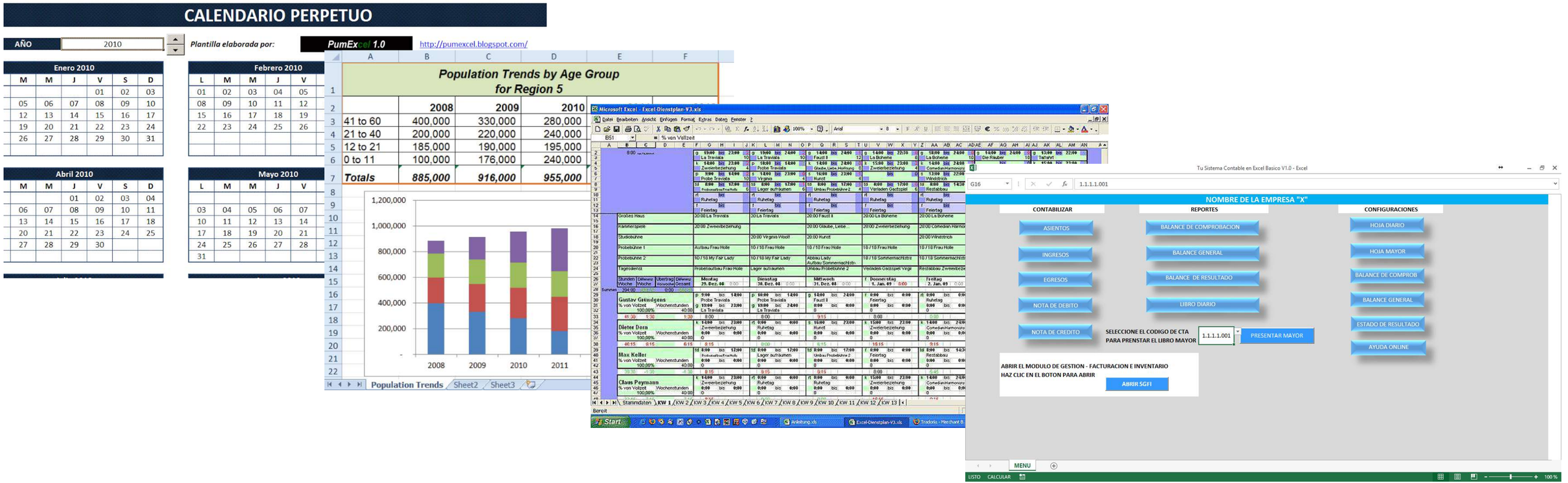
Microsoft

The most fierce competitor for any business app ……

Microsoft

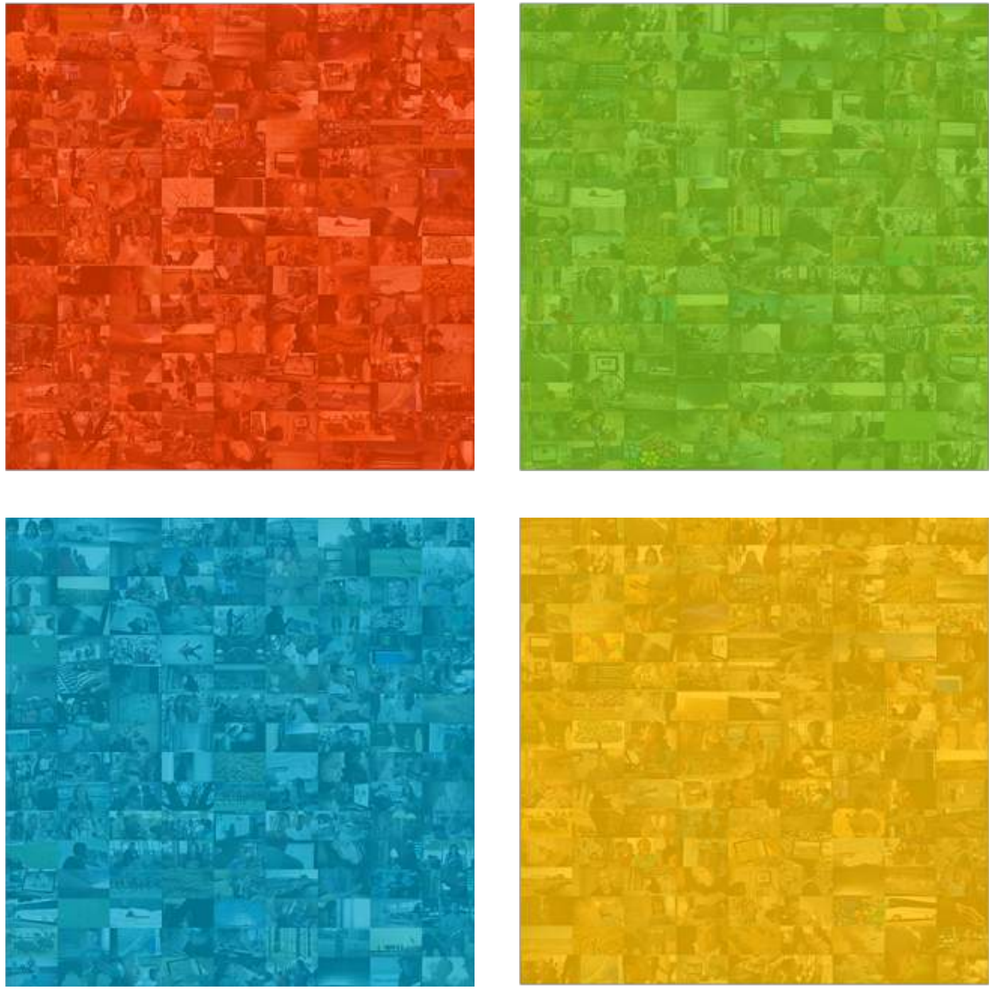
… is any professional with Excel and plenty of time

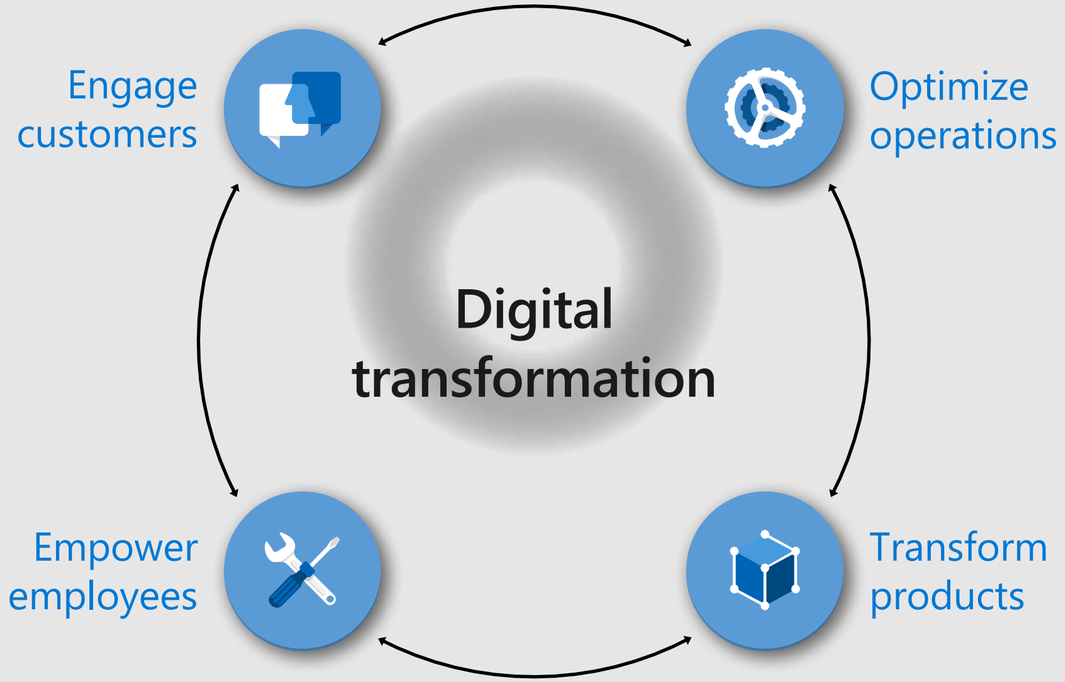
You can build almost anything in Excel



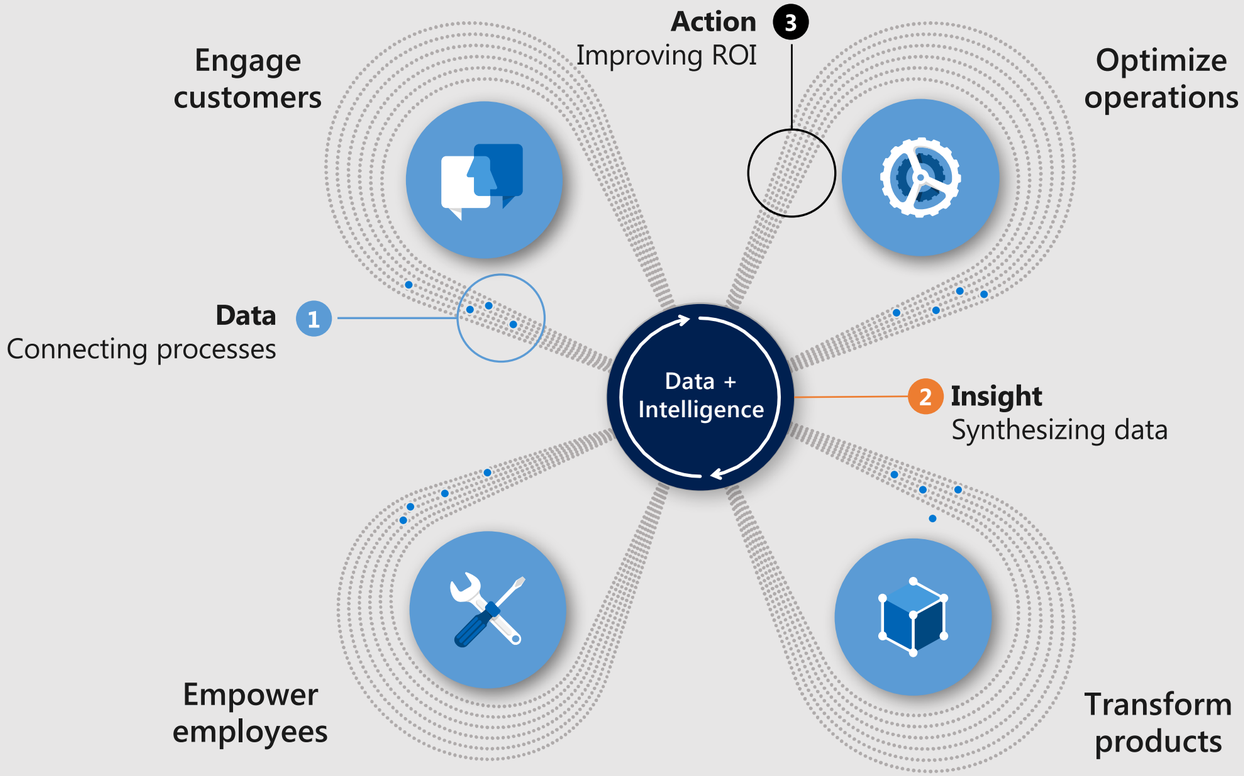
Microsoft’s mission

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




Engage customers
Optimize operations
Digital transformation
Empower employees
Transform products

The digital feedback loop



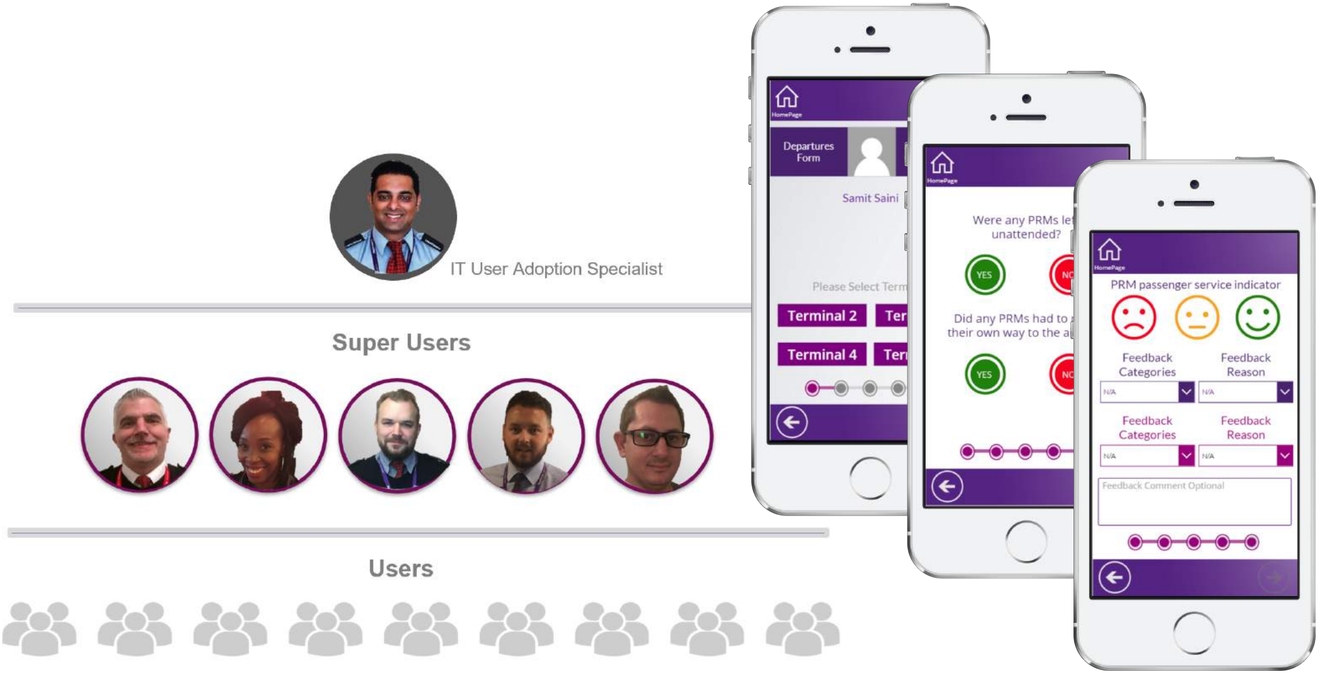
Packaged applications are the fastest way to transform your business: e.g. Marketing, Sales, Service, Talent, Finance and Ops apps in Dynamics 365

But no application is exactly what you need: every business needs to customize these applications to fit their processes and industry

And sometimes there is no "app for that:" digital transformation depends on creating bespoke applications for the last mile

Heathrow

“If I can do it, you can do it too”
– Samit Saini, 2018



From security officer to IT User Adoption Specialist, **Samit** has created several apps, and trained a community of super users to build apps at Heathrow airport.

"Microsoft's focus to democratizing AI, putting the tools in the hands of every developer, every organization, every public sector organization around the world"

Satya Nadella
CEO, Microsoft

Microsoft Cognitive Services

Vision

From faces to feelings, allow your apps to understand images and video

Speech

Hear and speak to your users by filtering noise, identifying speakers, and understanding intent

Language

Process text and learn how to recognize what users want

Knowledge

Tap into rich knowledge amassed from the web, academia, or your own data

Search

Access billions of web pages, images, videos, and news with the power of Bing APIs

Labs

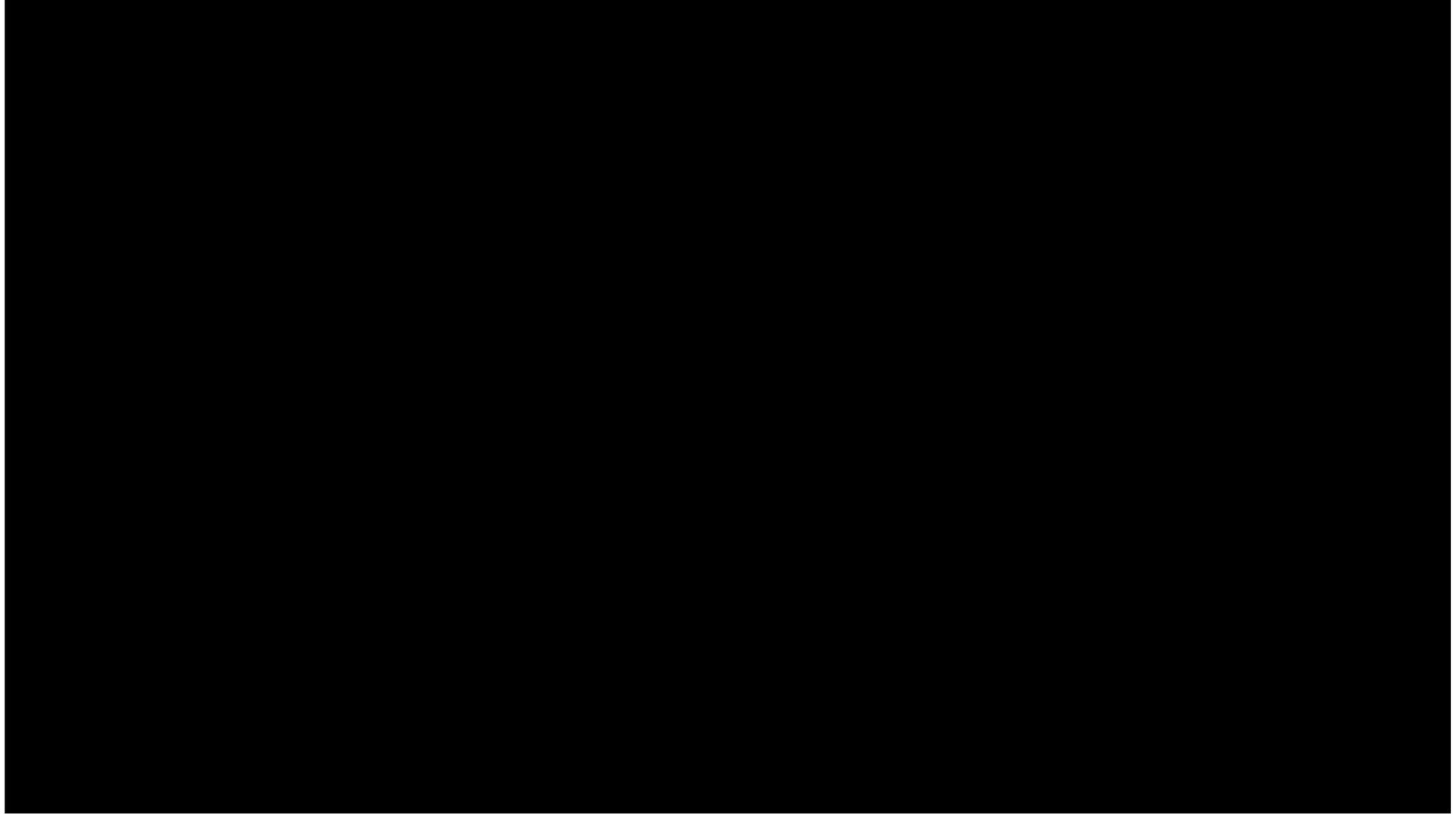
An early look at emerging Cognitive Services technologies: discover, try and give feedback on new technologies before general availability

Bringing it all together

The Seeing AI App

Computer Vision, Image, Speech Recognition, NLP, and ML from Microsoft Cognitive Services

http://www.pivothead.com/seeingai



Microsoft

Thank you