

# Why Azure OpenAI?

Imagine asking your coworker for help with a specific task – you might send them an email explaining what you want from them. A bit later, you'll get back their answer.

Azure OpenAI works similarly. **You tell it what you want using normal, everyday language.**

OpenAI understands what you want and generates the answer for you – just like your coworker would. Except it's **instantaneous** and without human involvement.

# Features.



Deployed within your Azure subscription, secured by you, accessed only by you and tied to your datasets and applications



Large, pretrained AI models to unlock new scenarios



Custom AI models fine-tuned with your data and hyperparameters



Built-in responsible AI to detect and mitigate harmful use



Enterprise-grade security with role-based access control (RBAC) and private networks

# Powerful language models accessible to all skill levels.



General purpose text-in/text-out  
interface—flexibility



Simple UX – validate proof of  
concepts fast



Built in ML science intuition for  
everyone, with deeper controls for  
ML practitioners

## Generative, pre-trained transformer

Autoregressive language  
model that uses deep learning  
to produce human-like text.

Pre-trained on trillions of  
words

Predicts the most likely next  
word based on input text

## Discovery Workshop: Outcomes.

- **Aligned business objectives** and product **vision**
- A **shared understanding** of the business problem/challenge we are trying to solve
- **Clear goals** for product delivery
- Decisions on **target audience** and user personas
- User journey mapping - describing **future-state user flows** and scenarios
- List of hypothetical **use cases** and user stories
- Realistic **estimates** of project timeline and/or roadmap

Business objectives / product vision

Goals and pain points

User personas

User journey

Use cases

Project scope