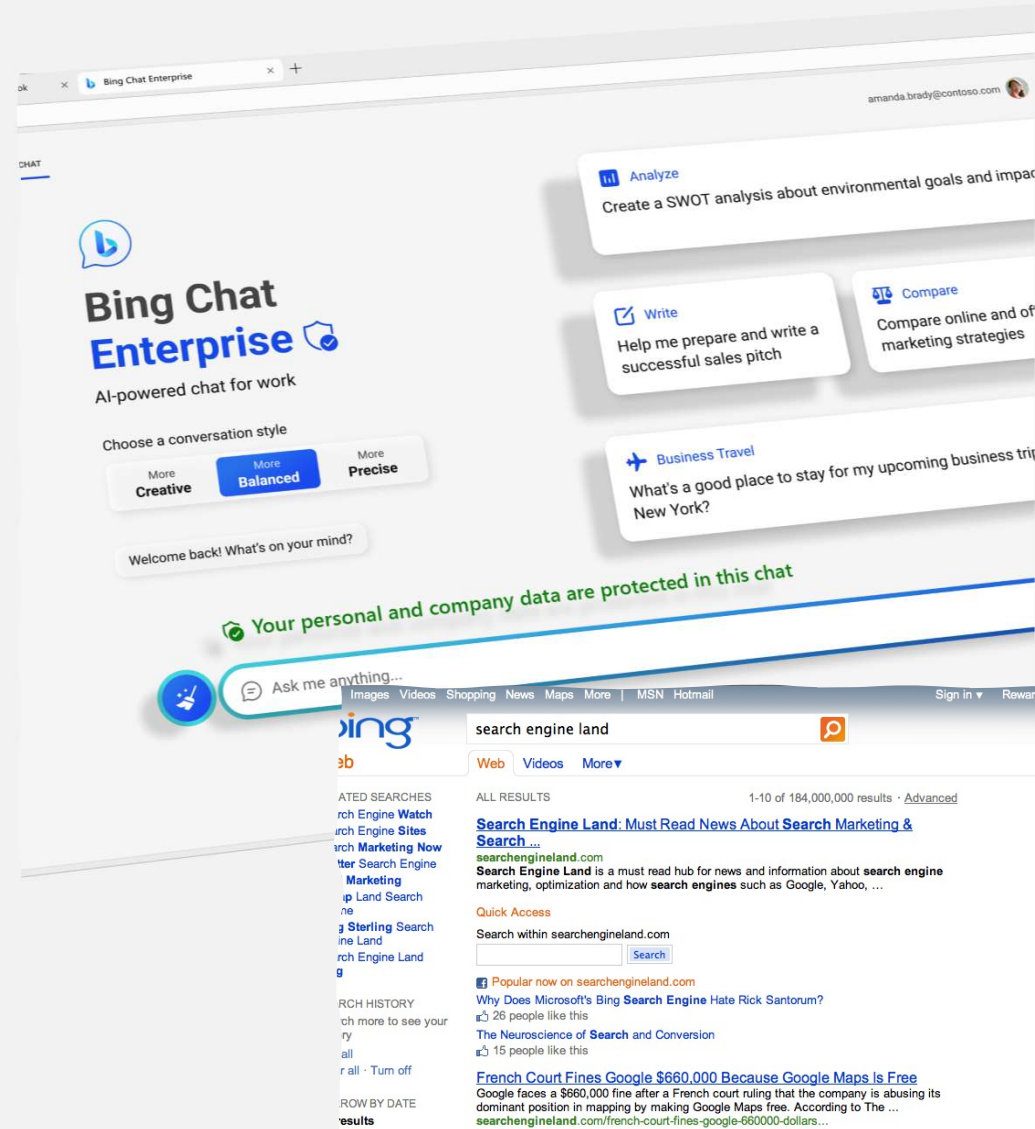


# DEEP DIVE: Bing Chat Enterprise (with Microsoft Search in Bing)

- Advanced Enterprise Search Engine
  - **Microsoft Search in Bing**
  - Integrates with Microsoft 365 data
  - Allows 3<sup>rd</sup> Party Data Sources
- Internet-searching AI Secure Chatbot to use at work
  - **Bing Chat Enterprise**
  - No access to Microsoft 365 Data
  - AI can “reason” with the data to sift through the noise for you



# Templatized Deployment of Microsoft Search in Bing & Bing Chat Enterprise Delivered by Finchloom

## Overview and Pricing

The evolution of Search  
Bing Chat Enterprise 7 Skills for Employees  
Microsoft 365 License requirements

## Setup and Configuration

Ensure proper identity and access permissions in place  
Connect to your Microsoft 365 Data for Search  
Protect Business Data from entering public chat

## Teach Your Users

Entry level AI for all employees  
Using Text Generation and Document Analysis  
Start using Microsoft 365 Feed and search across Microsoft apps

## Realize Value



Most Microsoft 365 customers already own this license. We can verify this for you.



Enterprise level Search capability across Microsoft 365 and Data Loss Prevention in Enterprise Chat



Get company ready for Copilot by introducing Bing Chat Enterprise and Microsoft Search in Bing. Drive employee usage and adoption.

# Bing Chat Enterprise

## AI-powered chat for work

### Commercial Data Protection

Private



Public

# Data Protection

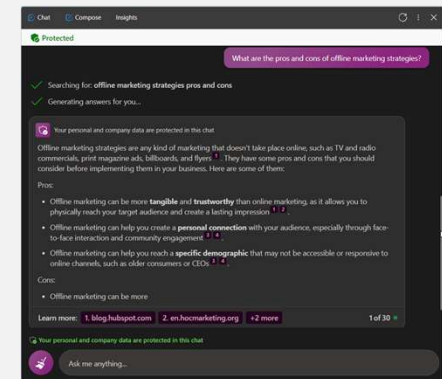
- Using Entra ID (formerly Azure AD) for authentication
- Identifying information is stripped from the requests
- Microsoft doesn't retain prompts or responses
- Chat Data is sent and received with end-to-end encryption
- No training of the AI model



# Benefits of Bing Chat Enterprise with Microsoft Search in Bing

- Microsoft Search in Bing
  - Full Search Integration into Windows, Edge, and Microsoft 365 Apps
  - Find Microsoft 365 Documents, People, Chats, Meeting Notes, Emails from one search interface
- Bing Chat Enterprise AI Chat Skills:
  - Research (Internet lookup)
  - How to say something
  - Questioning things
  - Analyze a PDF

JRO



## Slide 5

---

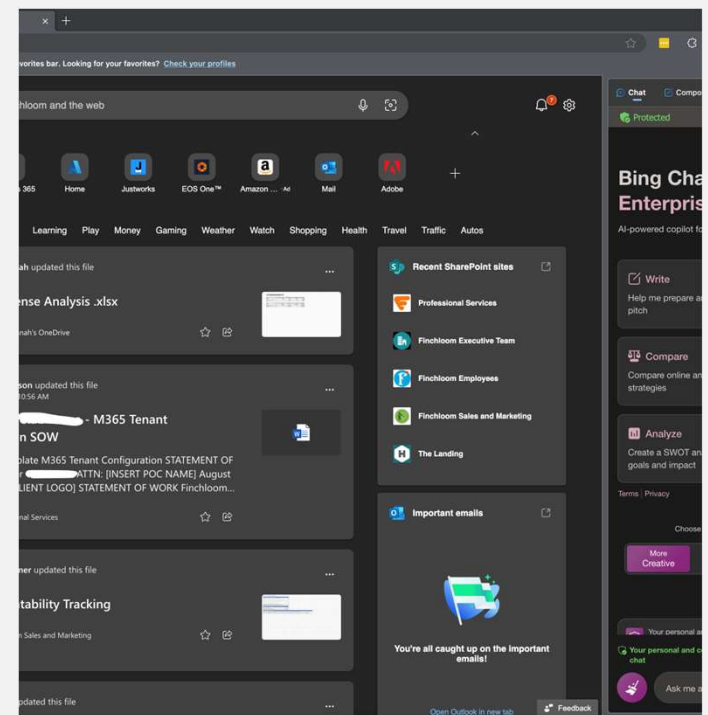
**JR0**    [@Wesley Hader] add screenshots here of the core skills  
Jim Richardson, 2023-08-29T17:11:34.938

**WH0 0**   I may need to use more than one slide to make them visible. Dropping the screenshots here and will add content later.  
Wesley Hader, 2023-08-29T17:20:57.412

**JR0 1**    Its fine. We see it better when u do the demo  
Jim Richardson, 2023-09-06T08:23:01.493

# Gets people used to early adoption of AI (small steps)

- Gives employees basic intro prompt engineering experience with AI
- In the EDGE browser on Windows 10/11, use Microsoft 365 Feed with Search and Chat in one screen
- Prepare users for more advanced AI in the future like Microsoft 365 Copilot and ChatGPT with Enterprise Data



# LIVE DEMO BING ENTERPRISE CHAT AND MICROSOFT SEARCH IN BING with WES HADER – AI Cloud Engineer Modern Work

The screenshot shows the Bing Enterprise Chat interface. At the top, the browser address bar displays the URL: <https://www.bing.com/search?FORM=WRK2MN&q=Bay%20FC%20Sprint%203.1%20-%20MAM%20Setup#>. The page header includes the Microsoft Bing logo, search and chat buttons, and the user's email address (whader@finchloom.com) next to a 'Protected' badge.

The chat interface shows a user query in a purple box: "If we're forecasting 7% EPS growth this coming quarter, how does our internal forecast compare with EPS growth in the top US public companies?". Below the query, two green checkmarks indicate the search status: "Searching for: EPS growth rate of top US public companies" and "Generating answers for you...".

The generated answer is displayed in a white box with a purple border. It starts with a privacy notice: "Your personal and company data are protected in this chat". The main text reads: "According to the web search results, the EPS growth rate of the top US public companies varies depending on the industry, the time period, and the criteria used to rank them. However, some of the sources provide some examples of companies with high EPS growth rates in recent years. For instance, according to [Investor's Business Daily](#), 18 companies had a three-year annual EPS growth rate of up to 328% as of February 2020. Some of these companies include InMode (INMD), Square (SQ), Splunk (SPLK), Netflix (NFLX) and Adobe (ADBE)<sup>1</sup>. Another source from the same website lists 27 companies that are expecting up to 711% EPS growth in 2020, such as Zoom Video (ZM), Virtu Financial (VIRT), PennyMac Financial Services (PFSI) and Etsy (ETSY)<sup>2</sup> .

Based on these examples, it seems that your

At the bottom of the answer box, there are three "Learn more" links: "1. investors.com", "2. investors.com", and "3. investors.com". A "1 of 30" indicator is also present.

Below the answer box, another privacy notice is shown: "Your personal and company data are protected in this chat". At the bottom of the chat interface, there is a "New topic" button and a text input field with the placeholder "Ask me anything..." and a microphone icon.



# Bing Chat Enterprise with Microsoft Search in Bing Deployment

starting at \$2800



LICENSE REVIEW



CONFIGURE  
MICROSOFT SEARCH IN  
BING



ENABLE BING CHAT  
ENTERPRISE



BASIC CONFIGURATION  
AND IT TRAINING



RECORDED END USER  
TRAINING SESSION