

Content management with AI and Omnia

OMNIA CONFERENCE | MALMÖ 14-15 NOV.

AGENDA

- ✓ Security and Legal
- ✓ Cost
- ✓ Existing Features
- ✓ Roadmap and future
- ✓ Conclusions and Impact
- ✓ Summary and questions.

INTRODUCTION



TODAYS SPEAKER

- Johan Schedin Jigland
 - Product Delivery Lead for Omnia
 - Worked on the requirements and implementations on the first generation AI features of Omnia.



BIRDS AND PLANES

- Do we really have artificial intelligence? We still have not figured out the human brain!?



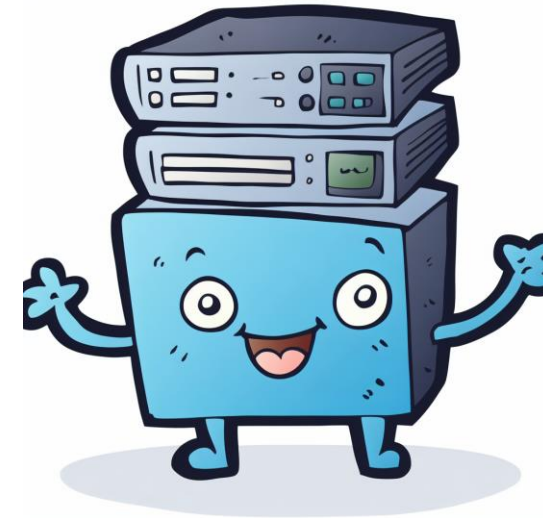
- Long before we learned how birds could fly, we managed to build an airplane.

AI?

- Before we could understand the human brain, we invented Large Language Models.



?



- We use statistics and neural networks to predict words in a sentence. This will resemble an intelligence.

DEFINITIONS

- Large Language Model
 - The sort of AI that chat GPT is.
- Narrow AI
 - AI built around one specific purpose, such as translation
- General AI
 - An AI tailored to handle any problem. Sometimes constructed through several Narrow AI:s.
- Chat GPT
 - The product name of the LLM created by the company OpenAI.
- Co-Pilot
 - Microsoft's Offering for AI in M365 based on Chat GPT.

Microsoft Co-pilot

- Microsoft implementation of GPT-4 into M365
- To be present in Excel, Word, PowerPoint, M365, PowerAutomate etc.
- Allows for integrations and extensions
- Is in GA, but only available to specific customers and at a big initial investment.
- We (Omnia) have not been able to try out the real solution yet.

SECURITY & LEGAL

SERVICE OWNERSHIP

- When using ChatGPT, potentially protected information is sent to a general LLM model. Theoretically this data could be surfaced to other companies.
- Omnia uses Azure OpenAI Chat GPT which gives you a unique model for your company. Data could still theoretically leak between users within your company, but not outside.
- (Yes, I know the AI suppliers promise this will not happen anyway, however this is an additional reassurance to our customers)

SECURITY TRIMMING AND AI DEVELOPMENT

Open Data

- All public data on the internet
- (This is Chat GPT)

Internally open data

- All public data on the internet
- All public data in your organization

AI assisted queries

- All public data on the internet
- All public data in your organization
- On demand data access via security trimmed search queries (Co-pilot)

Unique AI model per permission

- All public data on the internet
- All public data in your organization
- AI knows your security trimmed data (Unique Model)

COST



AZURE OPEN AI

Models	Context	Prompt (Per 1,000 tokens)	Completion (Per 1,000 tokens)
GPT-3.5-Turbo	4K	\$0.0015	\$0.002
GPT-3.5-Turbo	16K	\$0.003	\$0.004
GPT-4	8K	\$0.03	\$0.06
GPT-4	32K	\$0.06	\$0.12

Image models

Models	Per 100 images
	Standard
Dall-E	\$2

Embedding models

Models	Per 1,000 tokens
	Standard
Ada	\$0.0001

CO-PILOT

- Microsoft 365 E5,
 - Microsoft 365 E3,
 - Microsoft 365 Business Premium,
 - and Microsoft 365 Business Standard.
-
- **+ 30 USD/Month/User**
 - **+ Minimum 300 seats.**

DEVELOPMENT ROADMAP



AI DEVELOPMENT IN THE DIGITAL WORKPLACE

On-demand editorial assistants

- Features in Omnia today

Automatic editorial assistants

- Features in Omnia soon

End user on demand features

- Microsoft Co-pilot
- Omnia Co-pilot?

Pro-active end user AI

- In a far future

EXISTING FEATURES



EXISTING FEATURES

- Generative AI for Text
 - Text improvements and interactive generation
 - Quick actions
 - Automatic summary
- Image generation
 - Dall-E Media picker
 - Predefined prompts
- AI Analytics
 - Reports on anything

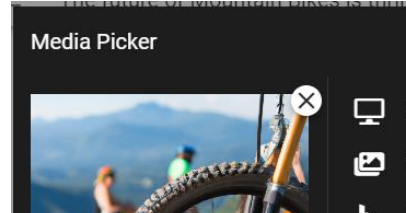
IMAGE GENERATION

DALL-E 2

Image Generation

- When starting our AI Journey, only Dall-E 2.0 were available in Azure OpenAI
- This is (unfortunately still the case)
- Dall-E 2 is not very smart.
- DALL-E 2 is very dumb.
- Yes we hope to get DALL-E 3 or Stable Diffusion soon.
- They are much smarter.

DALL-E and People



Alameda

Settings

Dall-E predefined prompts

+

No people

Alameda One

Language

Watercolor



Permissions


Favicon

No people



Settings

Content Header

Title
No people 

Omnia Feed

Media Picker

Prompt
{Text} without any people.

Features

Theme

Add an action and remember to include the token: {Text}
Example: {Text} in watercolor style

Search

Document Picker

Set As Default Prompt

Workspace

Event Management

Publishing

Info Screen

SAVE

CANCEL

Communities

Mediaflow

Teamwork

Setup Wizard

Forms

System Layouts

Shared Links

Dall-E

Announcements

Notification Panel

Corporate News

Value of predefined prompts?

- Create all images in the company color scheme
 - “With the color scheme of #547645”
- Create all images in the same style
 - “In a 1950s vintage style.”
- Prevent people
 - “With No people”

Image Generation - Future improvements


- A better AI generation engine.
 - DALL-E 3 is coming to Azure.
 - Competitive models are much better.
- Reusability of generated images.
 - To reduce cost, all generated images should be stored in a central location, so they can be classified and reused.

TEXT GENERATION

USING GPT-4











Generate content





CONTENT PROPERTIES



Climate compensations

Page Summary

Normal **B** *I* U          

”  =   ✂ **HTML** 

A travel policy is essentially a company's rules and procedures that outline how the employees should approve, book, and expense travel for business purposes. Approval process for trips that exceed typical limitations. Reimbursement process sales and marketing. Permitted and not permitted expenses.

Put employees and business goals at the center of your travel program. Whether your business travel program is managed, unmanaged, or somewhere in between, SAP Concur solutions and our extensive network of travel suppliers can help you create an automated, integrated travel system that will help you achieve travel and expense goals – no matter what they are.

Empower employees and take control at the same time. The best travel programs allow travel managers to retain control while also granting employees the freedom to book travel on their own. Write SAP Concur solutions and our ecosystem of supplier partners travel managers can offer technology tools and support that can

Alameda Bot ✕

Write me an article about tellytubbies in pirate english

Avast ye swarthy-hearted buccaneers! It be time for ye to learn all about the lovable scallywags known as the Tellytubbies!


The Tellytubbies be a band o' loveable rogues, each bein' a differently colored anthropomorphic creature. We got Laa-Laa, Po, Dipsy, and Tinky-Winky. All o' these varmints coexist on a quiet, colorful hillside.

The Tellytubbies spend their days carryin' on in a cheery fashion, and often they get visits from a magical entity known as the "Voice Trumpet". This trumpet can send instructions to the Tellytubbies, directin' them on their next activity.

The Tellytubbies enjoy playin' a wide variety o' games. Whether they be searching fer hidden objects, gallivantin' about in an enchanted forest, or ridin' around in a playful parade float, the Tellytubbies stay busy on their hillside.

Aside from causin' romantic mayhem, the Tellytubbies also love to tink about the world around them, as every episode ends with a teachable moment. Whether it be learnin' the importance o' sharin', or the basics o' hygiene, the Tellytubbies offer up some meaningful

How do you want to improve the answer?

Reset 

DISCAL

Quick actions

☰ Climate compensations

Group travel bookings

Recommended airlines

Climate compensations

Train services


Travelling by car

Accommodation

Insurance

Administrative

CONTENT PROPERTIES



Climate compensations

Page Summary

Modified in a few seconds

Modified By Robert Johnson

Applies to All Employees

Links

+ ADD LINK + ADD HEADER

Normal

” [Icons] [Link] [Anchor] [Image] [Color]

A travel policy is essentially a set of procedures that outline how their employees should approve, book and reimburse travel for business purposes. Approval process for trips that are for sales and marketing. Permitted expenses. Reimbursement process for business purposes.

Put employees and business goals at the center of your travel program. Whether you're a small business or a large corporation, your business travel program is a key component of your overall business strategy. SAP Concur solutions and our ecosystem of travel suppliers can help you create an automated, integrated travel program that will help you achieve travel and expense goals – no matter what your business size or industry.

Empower employees and take control at the same time. The best travel programs allow travel managers to retain control while also granting employees the freedom to book travel on their own. Write SAP Concur solutions and our ecosystem of supplier partners travel managers can offer technology tools and support that can










DISCARD CHANGES

SAVE A DRAFT

PUBLISH

Quick actions admin

×

Improve selected text	+	GDPR compliance
Make shorter	 	
Make longer	 	
Fix spelling	 	
GDPR compliance	 	<div data-bbox="1286 321 1974 392"><p>Title</p><p>GDPR compliance </p></div> <div data-bbox="1286 428 1974 506"><p>Prompt</p><p>Are there any personal information in the following text that could break GDPR compliance?: "{Text}"</p></div> <div data-bbox="1286 535 1974 578"><p>Add an action and remember to include the token: {Text} Example: Fix the spelling of the following text: {Text}</p></div> <div data-bbox="1286 606 1974 635"><p><input checked="" type="checkbox"/> Open chat dialog</p></div> <div data-bbox="1770 685 1974 792"><p><input type="button" value="TRY OUT"/></p><p><input type="button" value="SAVE"/> <input type="button" value="CANCEL"/></p></div>

Create page

Alameda One > Corporate News



Cre

Page Ty
Corpc

Title
Produ



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Bike f



Robert Johnson

Product launch event on Friday

Friday launches our new Bicycle MX3000, 3 years in the making. Join us in the lobby for drinks at 3 PM to celebrate! A big thanks to Robert Johnson for his hard work.

Normal **B** *I* U           

HTML  

On Friday, our new product, the Bicycle MX3000, is set to be released. It is our best electric mountain bike yet and has been 3 years in the making. This project has been a huge investment on our part, thus we are incredibly excited to unveil it to the world.

We would like to heartily thank Robert Johnson for his efforts and dedication to this project and would like to invite everyone to join for drinks at the lobby at 3 PM to mark the occasion. Don't miss it!


I thanks to
we really

ANCEL

Automatic Summary

A Text >

SETTINGS LAYOUT WRITE

Title 

This is a searchable property with a limit of 850 characters

Mode
Multi-line Plain Text

Formatting
Heading 3

Enable Machine Translation

Help Text


Enable creation of tags

Enable Automatic Summary

Source property
Page Content

+ ADD CONTENT

Padding

 Top,Bottom 0 px



Robert Johnson

Product launch event on Friday

Re-generate Summary



icycle MX3000, a new electric mountain bike from the company, is being released on Friday and has been 3 years in the making. Robert Johnson is thanked for his work on the project and everyone is invited for drinks at 3 PM to celebrate the occasion.

Future improvements





- Improved performance.
- Reduced cost
 - More granular permissions.
- Integration with Microsoft Co-pilot.


AI ANALYTICS

USING GPT-4

CONTENT ANALYSIS ADMIN

Content Analysis + GDPR compliance

- GDPR compliance  
- Grammar and spell check  

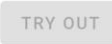
Title 


GDPR compliance

Prompt - Analysis


Does this text include any personal information that could break GDPR compliance?: {Text}


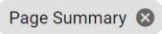
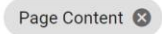
Add an action and remember to include the token {Text} inside the quotation: "{Text}"
Example: Is the spelling of the following text correct: "{Text}" ?



Criteria to pass check
No 

Result from Prompt - Analysis that will pass the analysis.


Default enterprise properties 



  

Prompt - Fix

Remove any personal information from this text that could break GDPR compliance: {Text}

Add an action and remember to include the token {Text} inside the quotation: "{Text}"
Example: Fix the spelling in the following text: "{Text}" ?



CONTENT ANALYSIS EDITOR

Corporate News

Page Collections

- Archive
 - Kids Bikes sales is up in Asia
 - Moving forward in the IS
 - New benefits in September
 - New production line to open in Gdansk
- Page Types
 - Editorial Hub
 - Reports**
 - Archive

SETTINGS

USAGE CHECKED OUT REVIEW PENDING APPROVAL SCHEDULED **ANALYSIS**

CREATE NEW ANALYSIS

Time ↓	Name	No of pages	Failed	Report
2023-08-31 2:7 PM		6	4	📄 🗑️
2023-08-28 1:9 PM		7	0	📄 🗑️
2023-08-28 1:6 PM		3	3	📄 🗑️
2023-08-24 3:3 PM		1	0	📄 🗑️
2023-08-24 3:5 PM		1	0	📄 🗑️
2023-08-24 3:4 PM		5	0	📄 🗑️
2023-08-16 1:87 AM		1	0	📄 🗑️
2023-08-16 1:86 AM		1	0	📄 🗑️
2023-08-16 1:83 AM		1	0	📄 🗑️
2023-08-16 1:81 AM		1	0	📄 🗑️
2023-08-16 1:29 AM		3	0	📄 🗑️
2023-08-16 1:26 AM		3	0	📄 🗑️
2023-08-14 3:5 PM		1	0	📄 🗑️
2023-08-14 3:3 PM		3	0	📄 🗑️
2023-08-14 3:3 PM		1	0	📄 🗑️
2023-08-14 3:3 PM		2	2	📄 🗑️
2023-08-14 3:3 PM	GDPR compliance	12	0	📄 🗑️

Create Analysis

Content Analysis

Content Analysis
GDPR compliance

Text properties

Text properties

Title ✕ Page Summary ✕ Page Content ✕

Pages to include in the report

- Product tests to the limit 🗑️
- Market share rising in North America 🗑️
- Great result in customer survey 🗑️
- Keep on rocking in the free world 🗑️

Pick Pages
 Use Query Builder

ADD PAGE

RUN ANALYSIS CANCEL

omnia

CONTENT ANALYSIS RESULT



USAGE

CHECKED OUT

REVIEW

PENDING APPROVAL

SCHEDULED

ANALYSIS



<<BACK

Product tests to the limit

Prompt: Is the following text correct regarding spelling and grammar?: {Text}
Outcome: Failed

Property: Title

No, this text is not correct regarding spelling and grammar. The correct spelling should be "test products to the limit."

Property: Page Summary

No, the following text is not correct regarding spelling and grammar. The sentence should read, "Here at Alameda, we test thousands of products every year to make sure our customers get the best value for their money."

EDIT PAGE

FIX PAGE

Future improvements

- Improved performance.
- Reduced cost
 - More granular permissions.



CONCLUSIONS AND IMPACT

ADOPTION

- Widespread adoption of AI in the modern workplace will take time.

Legal

Who is responsible for incorrect information that has been AI generated?

Who owns the trained AI? Where is the data stored? GDPR? Right to be forgotten from the AI Model?

Cost

What will the service cost per month?

Estimation of the production increase at 30 USD/Month.

AI DOES NOT SOLVE EVERYTHING

- The LLMs we have become accustomed to are made for interaction.
- When removing the interaction (And trying to build predictable features) the results are inconsistent.
- You can ask for a yes or no answer, you might not always get it.
- In today's LLMs, you might have to talk a long time to the LLM to make it do what you want. Sometimes, it takes longer than just doing it.

LONG TERM IMPACT

- Generative AI, tailored to your data, will surpass any navigation structure or traditional search.
- User behaviors will continue to move towards asking questions and directly receive an answer.
- Navigation and structures to find information will come to an end.
- The importance of correctly governed information will still be of importance.







 2
Feed



Find


Communities



Teamwork


Me


-  Ask anything
-  Find content
-  Find people
-  Browse


 Hello Robert, feel free to ask me anything in plain language. I'll do my best to locate the information you're seeking.


 What is the address to the Seattle office?


 The address to the sales office in Seattle is:
400 Broad St
Seattle, WA 98109
USA

You can read more here: [Seattle office](#)

 Who is the manager there?

 The office manager in Seattle is [Alan Dodd](#).
He is the sales manager in the office in Seattle.

 Thank you!

 No worries, I'm here to help.

ANY QUESTIONS?

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