

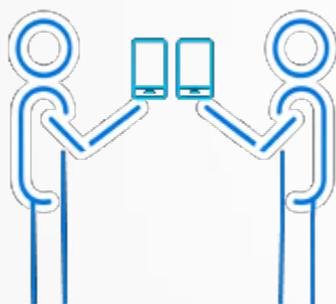
Microsoft 大数据平台 和AI的应用

下一代
软件研发
SOFTWARE
DEVELOPMENT

大数据推动变革

	Traditional	Big Data
 Data characteristics	Relational data <i>with highly modeled schema</i>	All data <i>with schema agility</i>
 Costs	Specialized HW	Commodity HW
 Culture	Operational reporting <i>Focus on rear-view analysis</i>	Experimentation leading to intelligent action <i>With machine learning, graph, a/b testing</i>

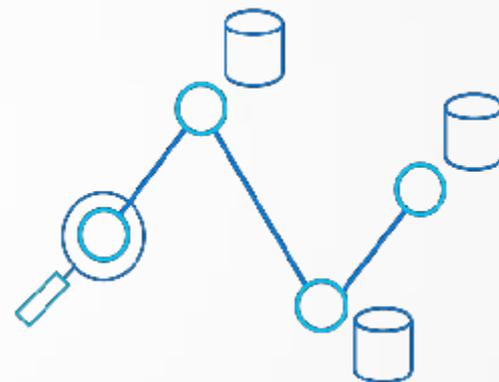
大数据面临的挑战



Obtaining skills
and capabilities



Determining how
to get value



Integrating with
existing IT investments

微软的大数据历程

We needed to better leverage data and analytics to do more experimentation

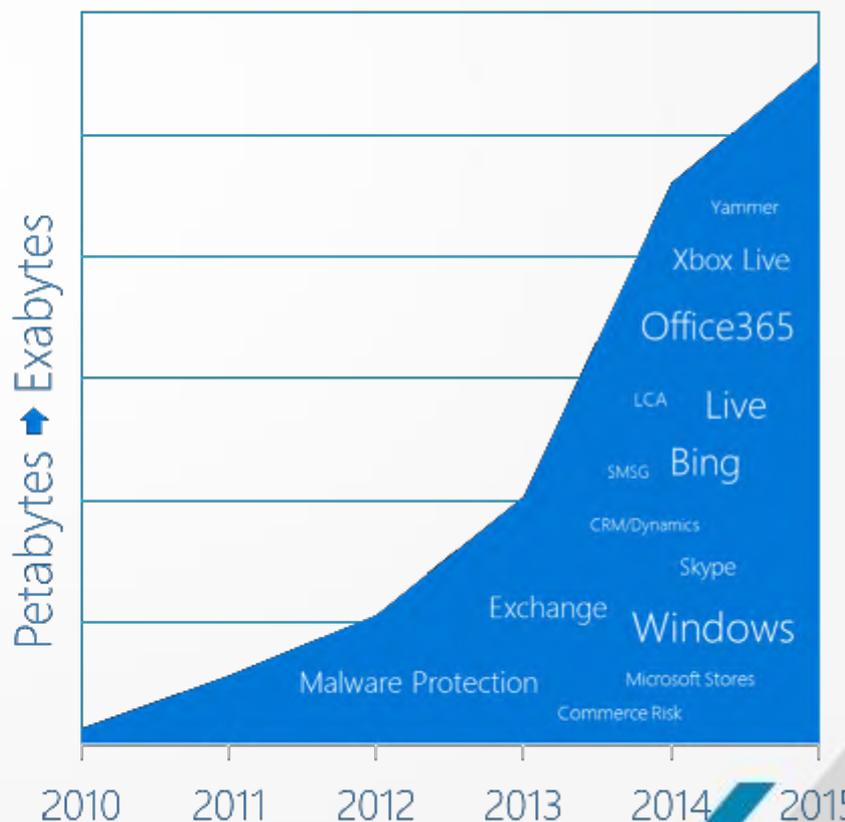
So we:

- Designed a data lake for everyone to put their data into
- Built tools approachable by any developer
- Created machine learning tools for collaborating across large experiment models

Result:

- Across Microsoft, ten thousand developers doing experimentation leading to better insights
- Leading to growth in our Microsoft businesses:
 - Office productivity revenue (45%YoY)^{*}
 - Intelligent Cloud (100% YoY)^{*}
 - Bing search share doubles

Growth of data @ Microsoft



^{*} Microsoft FY16 Q4 Results, URL: <http://www.microsoft.com/en-us/investor/earnings/FY-2016-Q4/press-release-webcast>

Microsoft is now **taking**
everything we've
learned on this journey

and bringing it to our
customers

Technology. Cost. Culture.



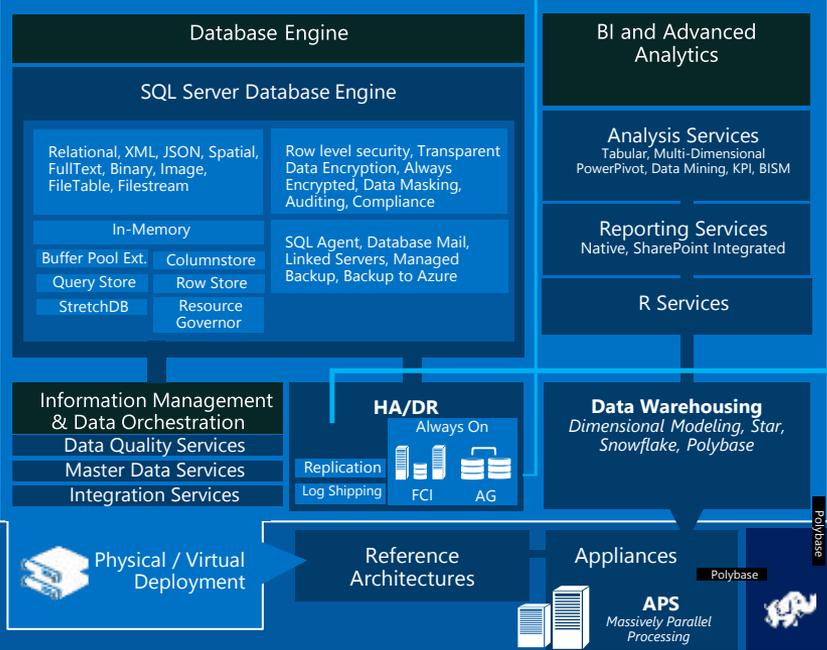
微软大数据解决方案

微软数据平台

MICROSOFT DATA PLATFORM

ON PREMISES

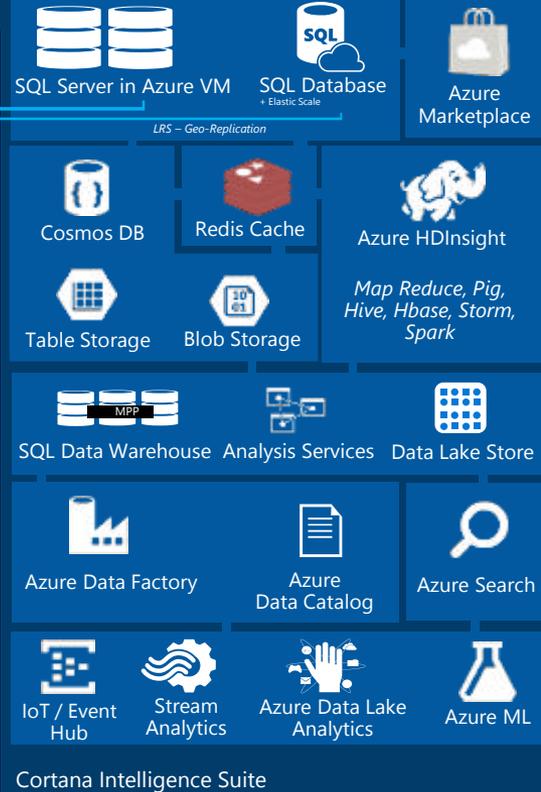
Microsoft SQL Server



Common Tools

- SQL Server Management Studio
- SQL Server Data Tools
- Command Line (PowerShell, BCP, SQLCMD)
- Migration & Upgrade Tools (SSMA, Upgrade Advisor, Map Toolkit)

CLOUD



DATA VISUALIZATION

Analyze and Authoring

- Analytical Reports:** Microsoft Excel, Power BI Desktop
- Mobile Reports:** Mobile Report Publisher
- Paginated Reports:** Report Builder, Report Designer

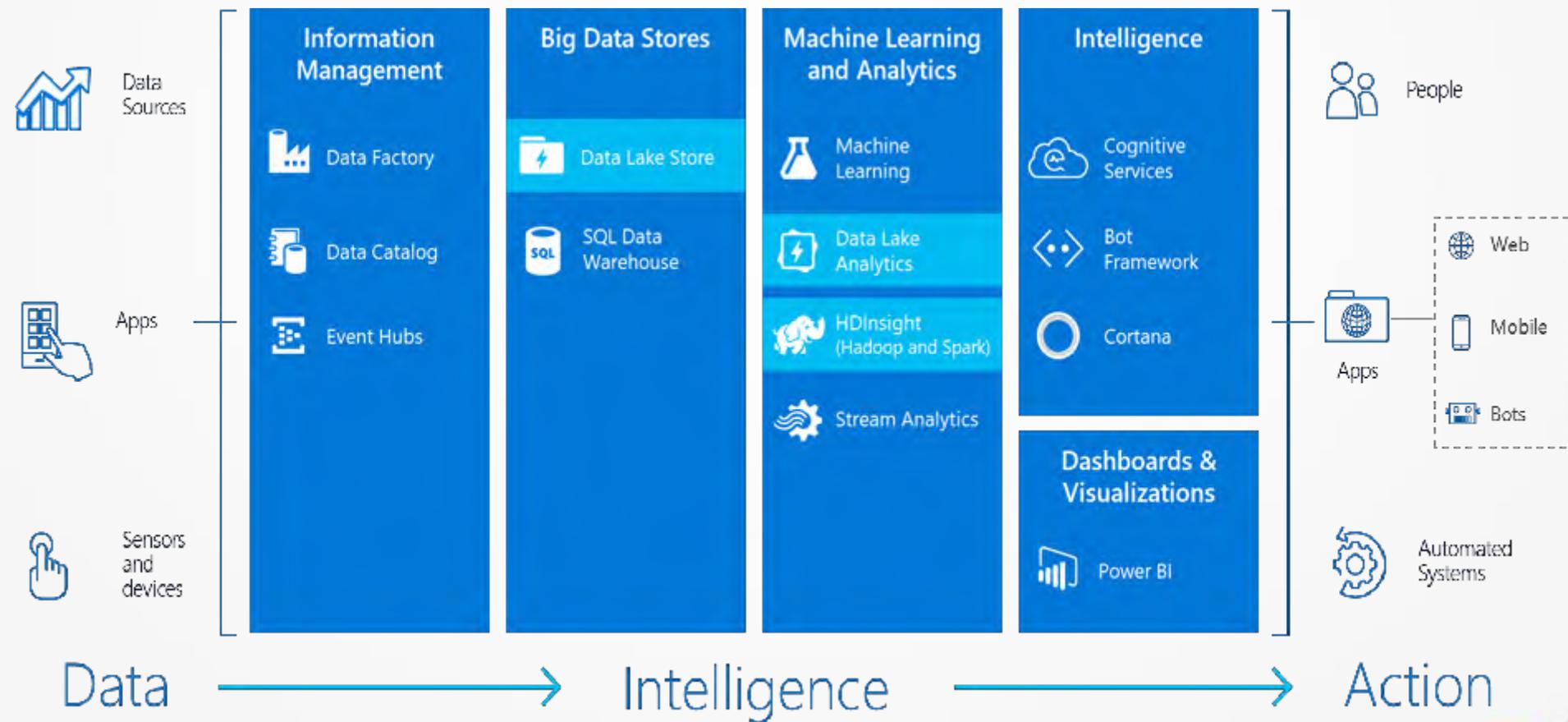
Delivery

- Cloud:** Power BI Service
- On-Premises:** SQL Reporting Services

Consume

- Power BI Web Portal
- Windows Phone App
- Android App
- iOS App
- Reporting Services Portal
- SharePoint
- Cortana

大数据作为Cortana智能套件的基石



Azure 数据湖泊介绍



No limits Data Lake



Analytics job service



Managed Clusters

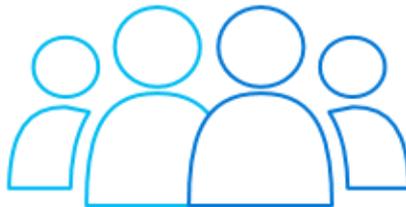
Azure 数据湖泊

Big Data made easy

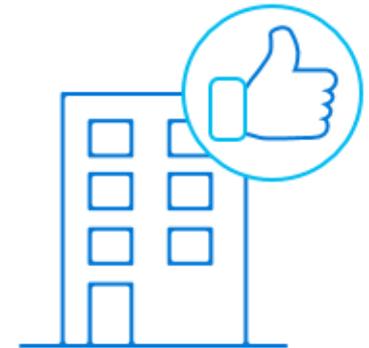
Analytics on any data,
any size



Easier and more
productive for all users



Enterprise-ready



Azure 数据湖泊存储

BIG DATA IN THE CLOUD

Azure Data Lake Store

A hyper-scale
repository for Big Data
analytics workloads



Hadoop File System (HDFS) for the cloud

No limits to scale

Store **any data** in its native format

Enterprise-grade access control,
encryption at rest

Optimized for analytic workload **performance**

Azure 数据湖泊分析

BIG DATA IN THE CLOUD

Azure Data Lake Analytics

A new distributed
analytics service



Distributed analytics service built on
Apache YARN

Elastic scale per query lets users focus on
business goals—not configuring hardware

Includes U-SQL—a language that unifies the
**benefits of SQL with the expressive
power of C#**

Integrates with Visual Studio to develop,
debug, and tune code faster

Federated query across Azure data sources

Enterprise-grade **role based access control**

数据湖泊分析场景

ON-PREMISES



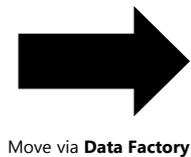
Customer Behavior



Clickstream

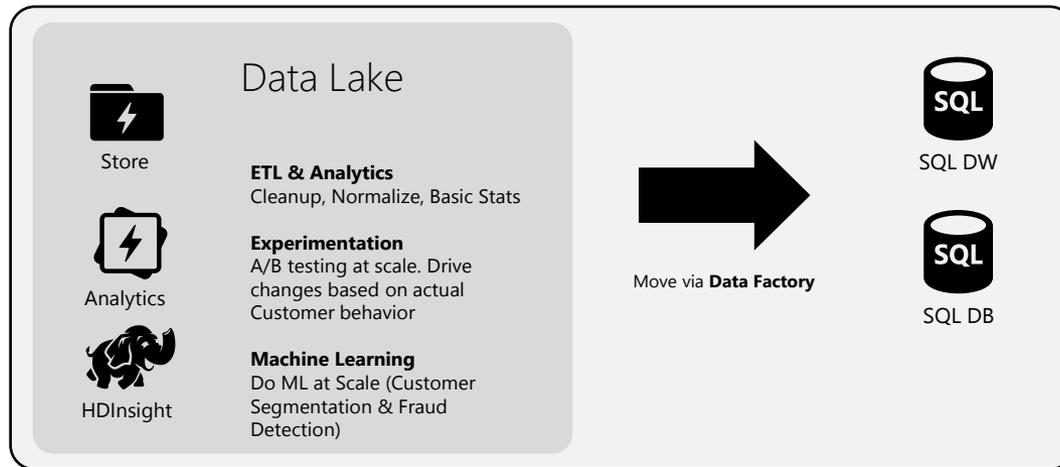


DBs



Move via **Data Factory**

AZURE



CONSUMPTION



Web Portals



Mobile Apps



Power BI



Data Science Notebooks

U-SQL/Cognitive Example

- Identify objects in images (tags)
- Identify faces and emotions and images
- Join datasets – find out which tags are associated with happiness

```
REFERENCE ASSEMBLY ImageCommon;  
REFERENCE ASSEMBLY FaceSdk;  
REFERENCE ASSEMBLY ImageEmotion;  
REFERENCE ASSEMBLY ImageTagging;
```

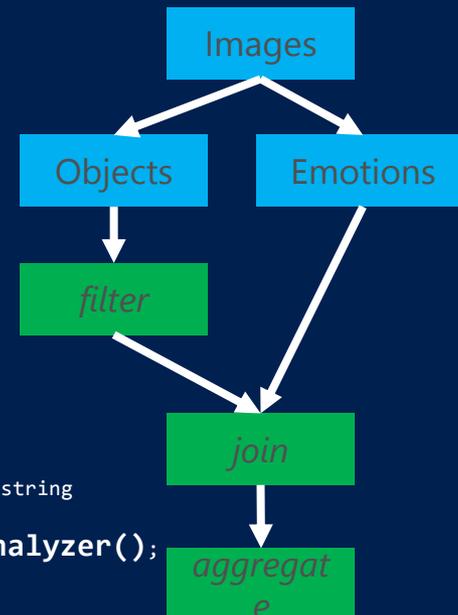
```
@objects =  
    PROCESS MegaFaceView  
    PRODUCE FileName, NumObjects int, Tags string  
    READONLY FileName  
    USING new Cognition.Vision.ImageTagger();
```

```
@tags =  
    SELECT FileName, T.Tag  
    FROM @objects  
        CROSS APPLY  
            EXPLODE(SqlArray.Create(Tags.Split(';')))   
            AS T(Tag)  
    WHERE T.Tag.ToString().Contains("dog") OR  
        T.Tag.ToString().Contains("cat");
```

```
@emotion_raw =  
    PROCESS MegaFaceView  
    PRODUCE FileName string, NumFaces int, Emotion string  
    READONLY FileName  
    USING new Cognition.Vision.EmotionAnalyzer();
```

```
@emotion =  
    SELECT FileName, T.Emotion  
    FROM @emotion_raw  
        CROSS APPLY  
            EXPLODE(SqlArray.Create(Emotion.Split(';')))   
            AS T(Emotion);
```

```
@correlation =  
    SELECT T.FileName, Emotion, Tag  
    FROM @emotion AS E  
        INNER JOIN  
            @tags AS T  
        ON E.FileName == T.FileName;
```



Azure HDInsight

BIG DATA IN THE CLOUD

Azure HDInsight

Hadoop and Spark
as a Service on Azure



Fully-managed Hadoop and Spark
for the cloud

100% Open Source Hortonworks
data platform

Clusters up and **running in minutes**

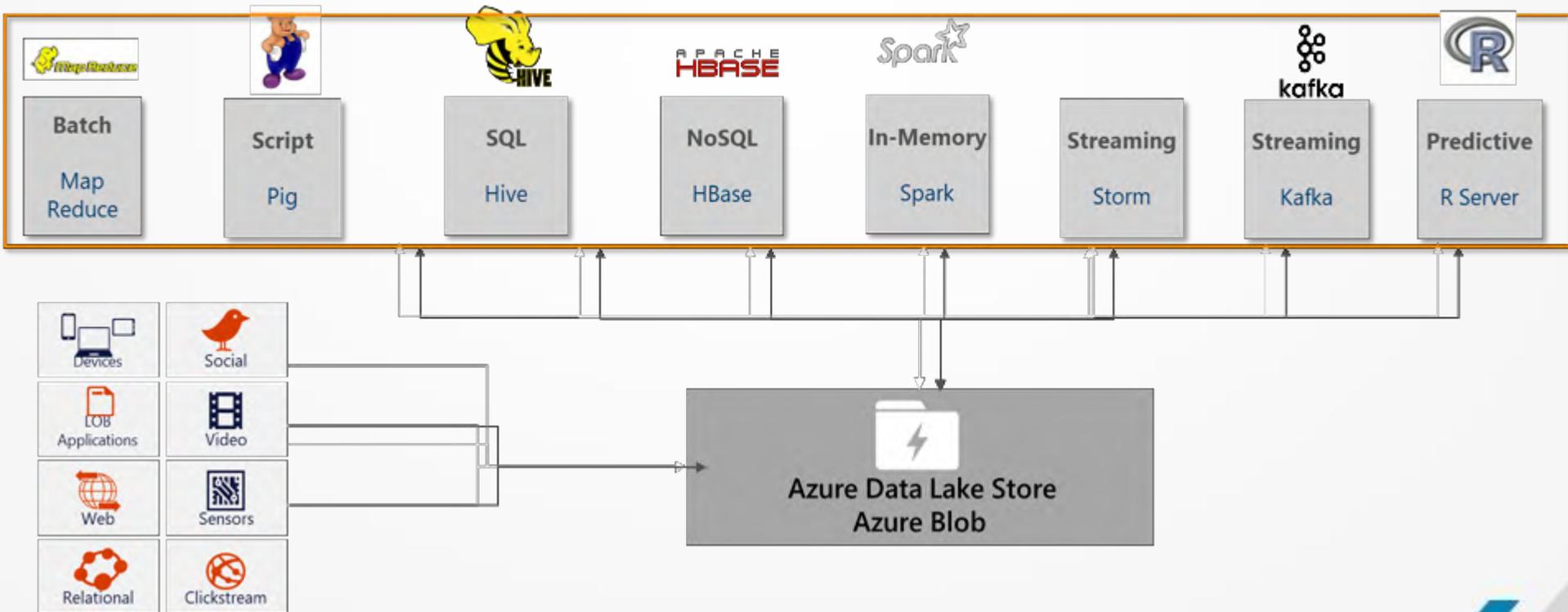
Managed, monitored and supported
by Microsoft with the **industry's best SLA**

Familiar **BI tools for analysis**, or open source
notebooks for **interactive data science**

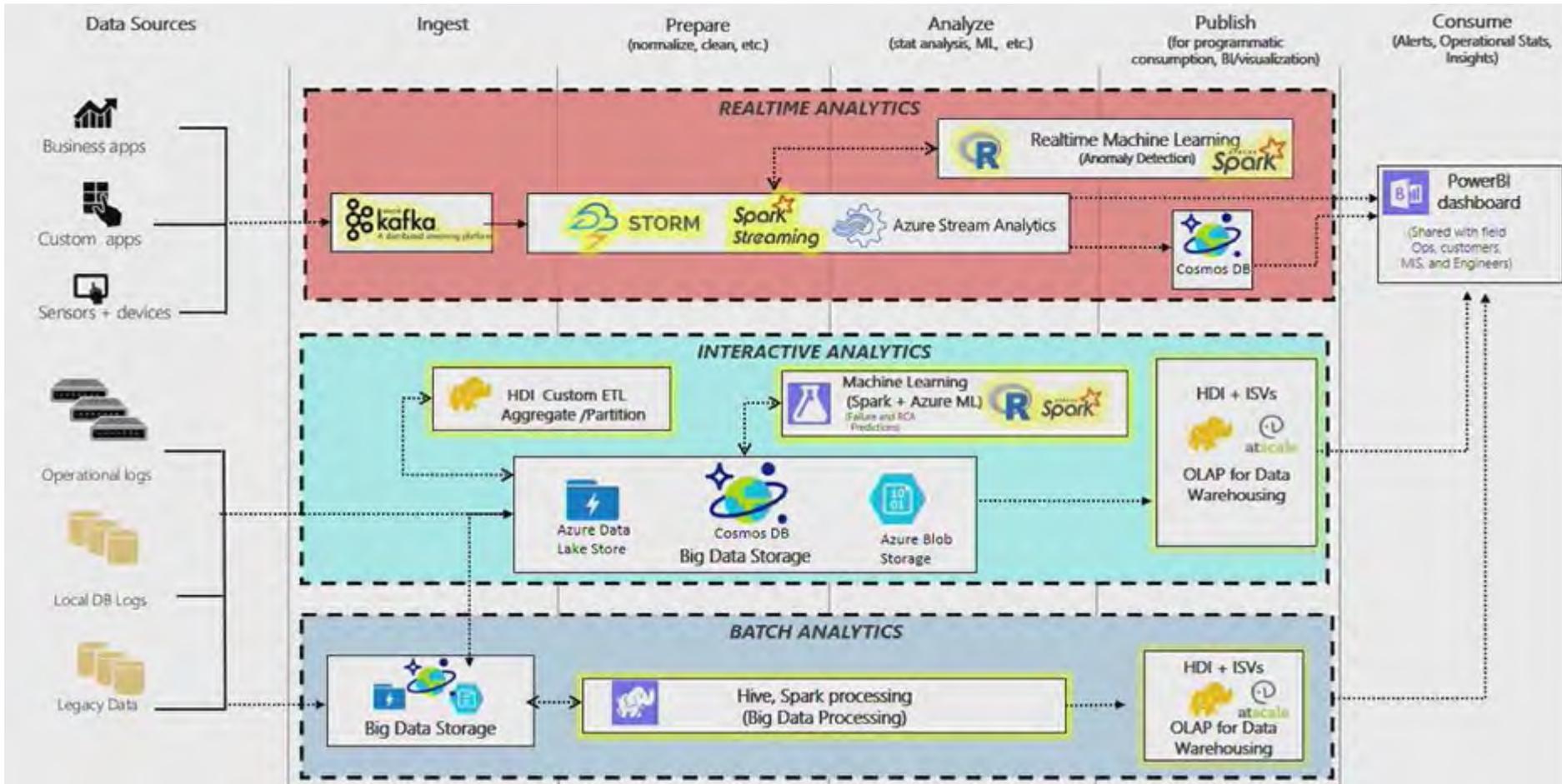
63% lower TCO than deploy your own
Hadoop on-premises*

HDI Insight - 大数据分析的工作负载

一个为大数据分析工作专业定制的可高度扩展，分布式和并行处理的云数据平台



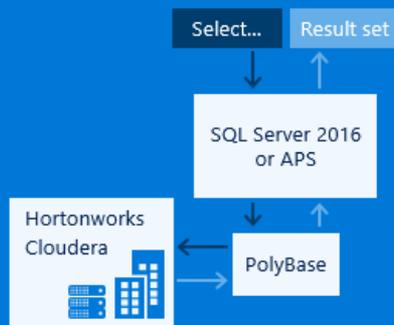
Reference Big Data Analytics Pipeline



PolyBase in SQL Server

BIG DATA ON-PREMISES

PolyBase in SQL Server 2016 and APS



For on-premises Big Data, partner with Hortonworks, Cloudera, or other 3rd party providers

Use **PolyBase to query** Hadoop and DW together

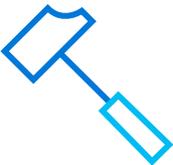
PolyBase is **built-in** to both SQL Server 2016 and APS with no additional costs

微软大数据平台的应用

大数据高级分析或物联网场景



Data type usage by vertical

	 Retail	 Manufacturing	 Financial Services	 Health	 Government
Solutions	<ul style="list-style-type: none"> • Real-time offers and personalized services • Demand forecasting • Sentiment analysis 	<ul style="list-style-type: none"> • Manufacturing ops • Connected cars 	<ul style="list-style-type: none"> • Customer experience • Risk assessment 	<ul style="list-style-type: none"> • Remote health monitoring • Population health management 	<ul style="list-style-type: none"> • Smart buildings • Transit and traffic optimization
New types of data	<ul style="list-style-type: none"> • Clickstream and behavior • Point of sales • Server logs • Sentiment and web 	<ul style="list-style-type: none"> • Machine and sensor • Structured and unstructured 	<ul style="list-style-type: none"> • Sentiment and web • Server logs • Structured and unstructured 	<ul style="list-style-type: none"> • Patient vitals • Genomic data • Server logs 	<ul style="list-style-type: none"> • Sentiment and web • Server logs • Structured and unstructured

大数据高级分析或物联网场景

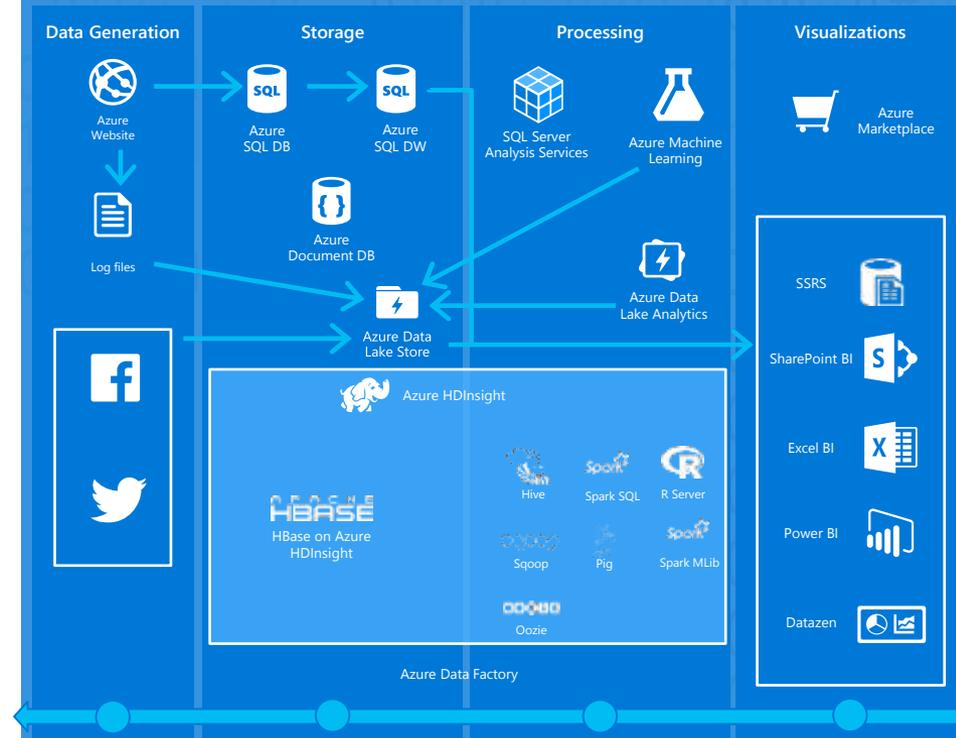


Example reference architecture Customer recommendation

Use Cortana Intelligence:

- Track non-relational data: use clickstream data / log files from the ecommerce website (ADLS)
- Track relational data: use customer purchase data (SQL DB)
- Use big data (ADLA) to do data preparation of non-relational data
- Use Machine Learning to model and predict customer behavior (AML) on both relational and non-relational data
- Have website display dynamic content from predictions to recommend products

Reference architecture for customer recommendation



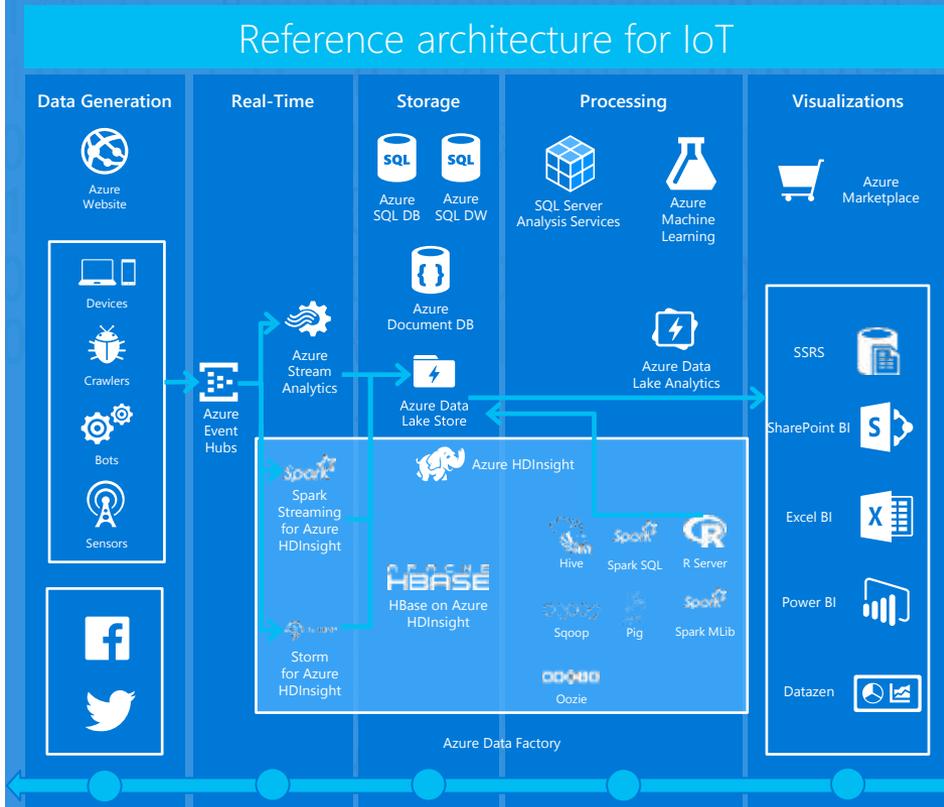
大数据高级分析或物联网场景



Example reference architecture Internet of Things

Use Cortana Intelligence:

- Track non-relational data: collect devices or machine generated data in real-time (Event Hubs + Spark Streaming)
- Output real-time data to Power BI
- Land real-time data into permanent store (ADLS)
- Run machine learning at scale on data to find patterns (HDInsight + R Server)

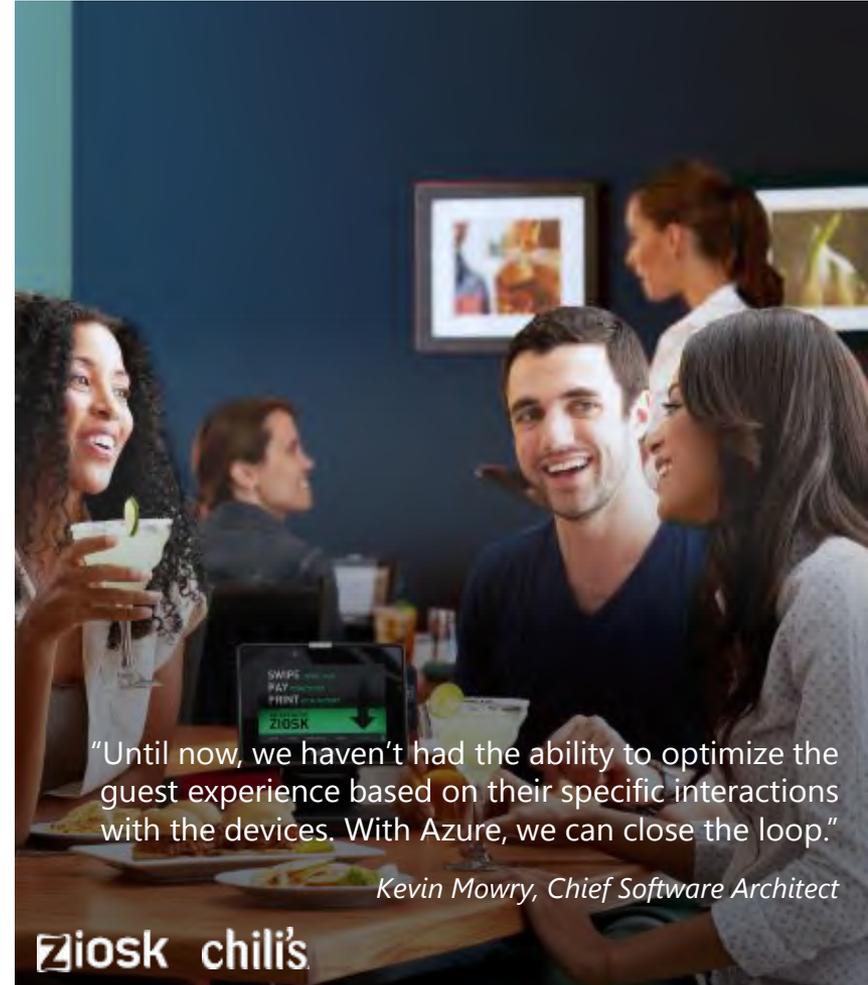


大数据高级分析或物联网场景

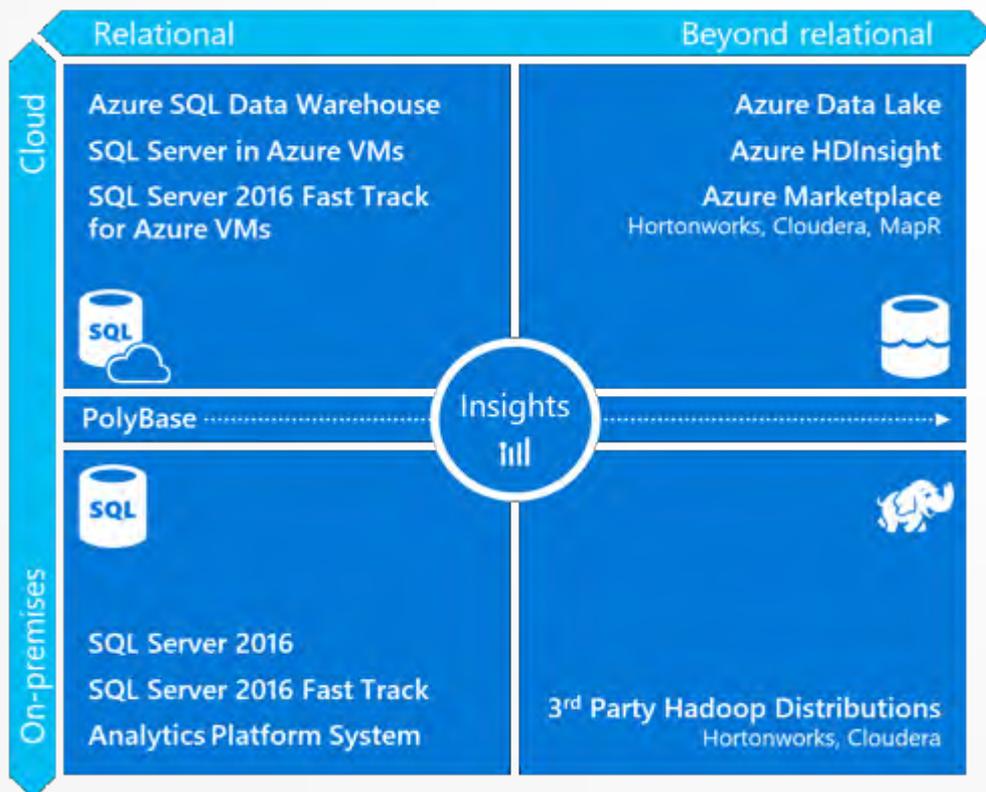


Customer example: Chili's Restaurants using Ziosk Tablets for IoT scenario

- Scenario** Ziosk Tablets on every restaurant | Wanted to improve guest satisfaction, customer insights, and restaurant efficiency
- Solution** Azure HDInsight (Hadoop-as-a-service), Azure Machine Learning, Power BI to aggregate data in real-time and identify relationships between customer behavior and purchases
- Result**
- Optimize guest experience on tablets by delivering customized offers in real-time
 - Understand restaurant metrics such as customer wait times, wait staff efficiencies, restaurant sales, etc.



基于大数据的数据仓库



Fastest insights

Real-time insights with breakthrough query performance

Analytics built-in

Real-time insights with analytics built in

Choice of deployment

Leading solutions—on-premises and in the cloud

Layers of security

Least vulnerable database 6 years in a row

Any data, any scale

A hybrid solution that grows in step with customer needs

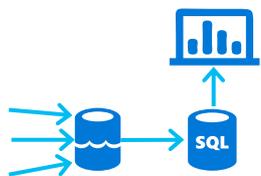
More for the price

Customers do more with industry-leading TCO

数据仓库的大数据现代化



Common technical scenarios for modernizing data warehouse with big data



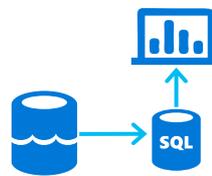
ETL Offload
Data Prep

- Leverage cost effective big data to offload ETL and data preparation
- Transformation is done using big data scripts/code instead of through an ETL tool
- When data is prepared, load into warehouse for interactive BI



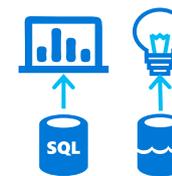
Single view
(DW + Big Data)

- Customer 360 degree view now includes both relational (customer purchases, contacts) and non-relational (sentiment, clickstream, etc.)
- Data warehouse and Data Lake are side-by-side collecting data and queried using federated query technologies (PolyBase)



Active Archive (DW Hot
storage / Big Data cold)

- Leverage cost effective big data to archive all data indefinitely as "cold" storage that can be processing at anytime with big data
- Pull in frequently used hot data for interactive BI in the data warehouse



Run data science /
experimentation

- Keep data warehouse for operational reporting and BI
- Leverage a separate big data implementation for running data science / experimentation with uncurated, non-relational data to find new patterns and new insights
- When patterns are found, operationalize into the data warehouse for reporting
- Use R Server for data science

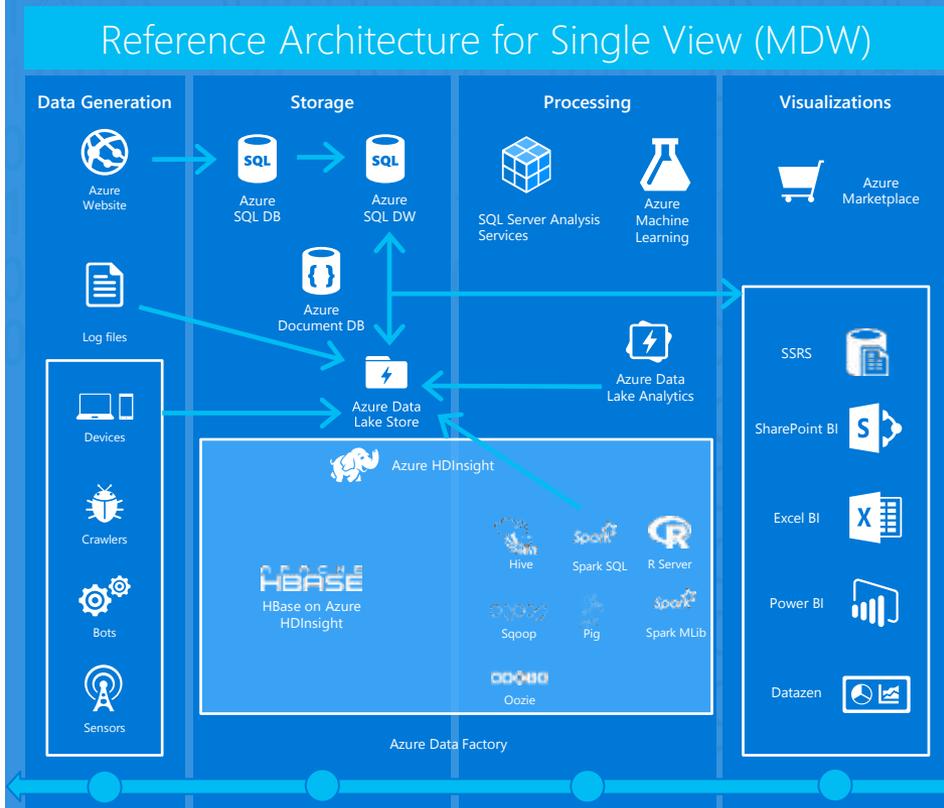
数据仓库的大数据现代化



Example reference architecture Modern Data Warehouse [Single View]

Use Cortana Intelligence:

- Track relational data: Move relational point of sales and purchase data through operational stores (SQL DB) into relational DW (SQL DW)
- Track non-relational data: Track non-relational data from telemetry, clickstream, social media into big data store (ADLS)
- Run queries across joining the two through federated query (PolyBase or ADLA)
- Show results in BI tools (Power BI)



数据仓库的大数据现代化



Customer example: Tangerine instantly adapts to customer feedback

- Scenario** Lack of insight for targeted campaigns
Inability to support data growth
-
- Solution** Azure HDInsight (Hadoop-as-a-service) and Microsoft Analytics Platform System (APS) to do instant analysis of social sentiment and customer feedback across digital, face-to-face and phone interactions.
-
- Result**
- Reduced time to customer insight
 - Ability to make changes to campaigns or adjust product rollouts based on real-time customer reactions
 - Ability to offer incentives and new services to retain—and grow—its customer base



"I can see us...creating predictive, context-aware financial services applications that give information based on the time and where the customer is."

*Billy Lo
Head of Enterprise Architecture*

Tangerine

通用的大数据解决方案



Target Audience



Technical Decision Maker (**primary**)

Who care about supporting the business with strategic IT investments



ITPros (influencer)

Example: Database Administrators, Operations team



Business Decision Maker (influencer)

LOB Decision Makers who care about solving business problems

Probing Questions



What do you currently do for big data today?

What new types of **non-relational** data do you need to capture (e.g. sentiment and web, clickstream, machine/sensor, geographic, server logs, etc.)?

Do you currently have a **Hadoop deployment on-premises** and want to get out of the business of managing your own datacenter?

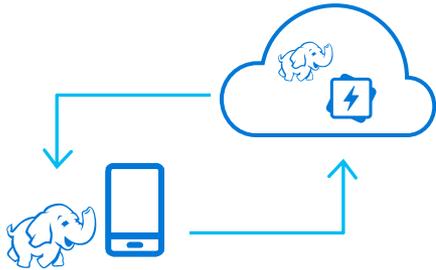
How do you collect Azure cloud data generated by other sources like Azure Website, IoT Suite, etc. and what kinds of analysis would you like performed on it?

What experiments / data science do you want on **all of your data (curated or not)?**

通用的大数据解决方案

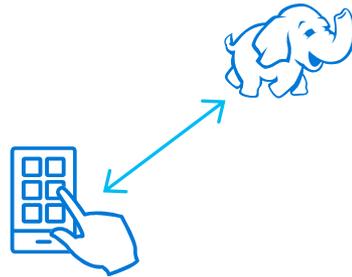


Common technical scenarios for big data stand-alone



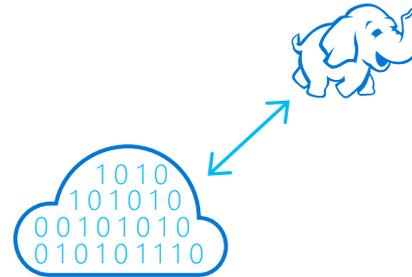
On-prem Hadoop migration to cloud/hybrid

- Leverage cost effective cloud to manage Hadoop and get out of managing own servers
- Hybrid Hadoop scenarios with on-prem (use cloud for dev/test, backup, or burst)
- Use R Server with on-prem Hadoop



Adding intelligence to applications

- Add big data to applications for the app to receive data in real-time and predict customer behavior



Analyze data stored in Azure from other services

- Azure services generating lots of data (e.g. Azure Web Apps, IOT Suite, Media Services, etc.). Use Data Lake Analytics or HDInsight to process data to find new insights



Run data science / experimentation

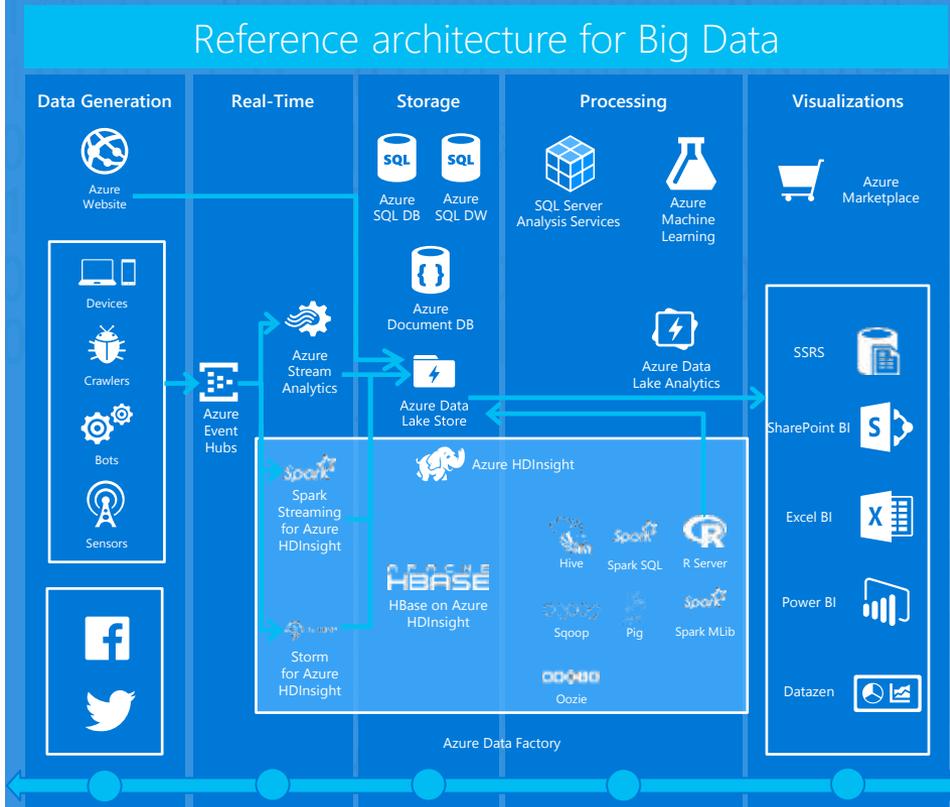
- Leverage a new big data implementation for running data science / experimentation with uncurated, non-relational data to find new patterns and new insights

通用的大数据解决方案



Example reference architecture Analyze Data Stored in Azure

- Track realtime data from IOT Suite: collect data from IOT Suite in permanent store (ADLS)
- Track other Azure data (Azure Website generating web logs) and store in ADLS
- Run Machine Learning through R Server for HDInsight to find patterns in data
- Show results in BI tools (Power BI)



通用的大数据解决方案



Customer example: Virginia Tech crunch endless amounts of Genomic data

Scenario

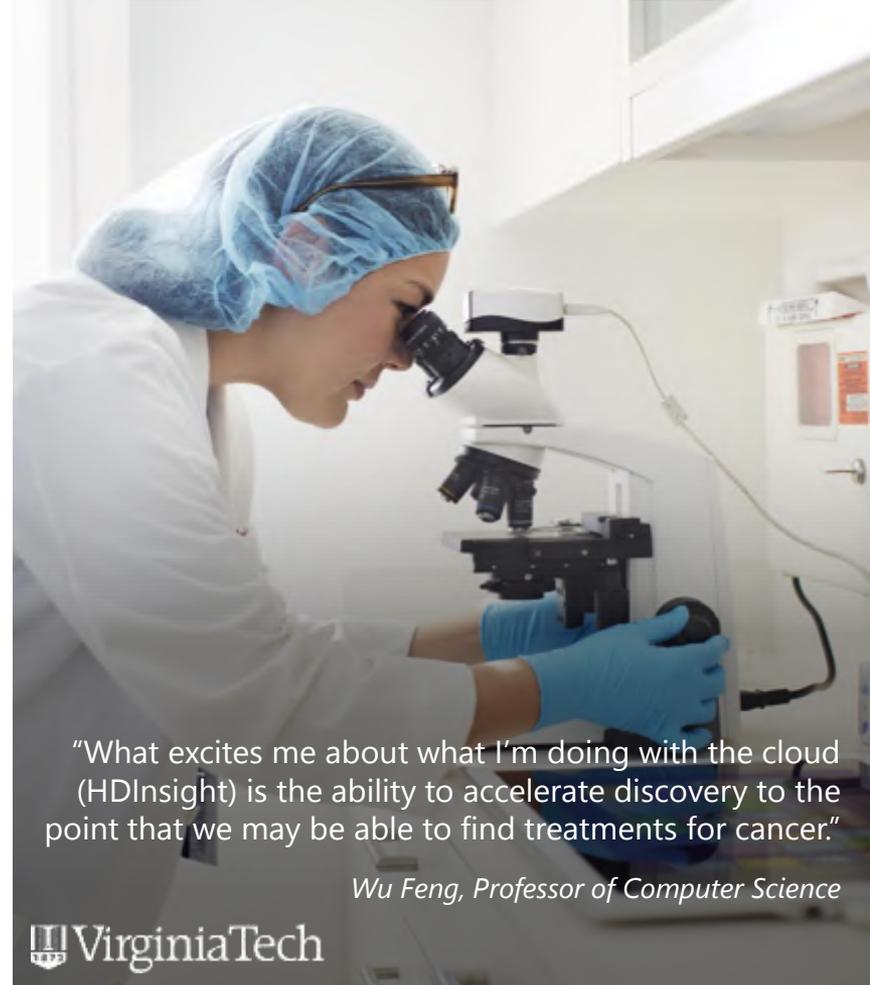
DNA sequencers are generating 15PB of genomic data each year. Virginia Tech needed to process it to foster medical breakthroughs including new cancer treatments. They were evaluating creating a multimillion dollar supercomputer center, but wanted to find a different way to process the data.

Solution

Azure HDInsight (Hadoop-as-a-service) was chosen to process genome data resulting in significant cost savings as they only pay for what they need.

Result

- Significant cost savings with the cloud
- Elastic scale that keeps up with huge data volumes
- Powering the search for cancer treatments



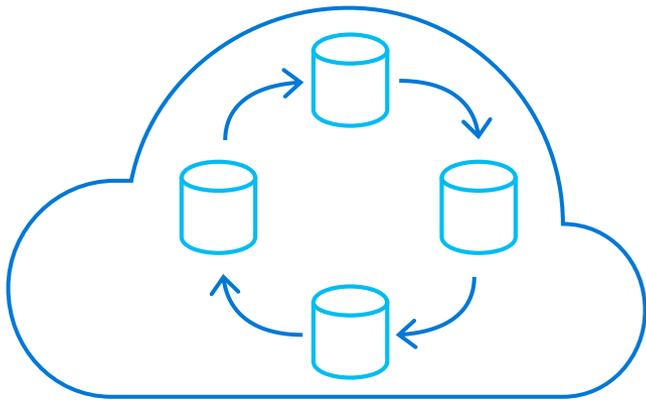
"What excites me about what I'm doing with the cloud (HDInsight) is the ability to accelerate discovery to the point that we may be able to find treatments for cancer."

Wu Feng, Professor of Computer Science

 VirginiaTech

微软大数据开发工具

Easy for administrators to spin up quickly



- Deploy big data projects in minutes
- No hardware to install, tune, configure or deploy
- No infrastructure or software to manage
- Scale to tens to thousands of machines instantly

Debug and Optimize your Big Data programs with ease



- Deep integration with Visual Studio, Visual Studio Code, Eclipse, & IntelliJ
- Easy for novices to write simple queries
- Integrated with U-SQL, Hive, Storm, and Spark
- Actively offers recommendations to improve performance and reduce cost
- Playback visually displays job run

Develop massively parallel programs with simplicity

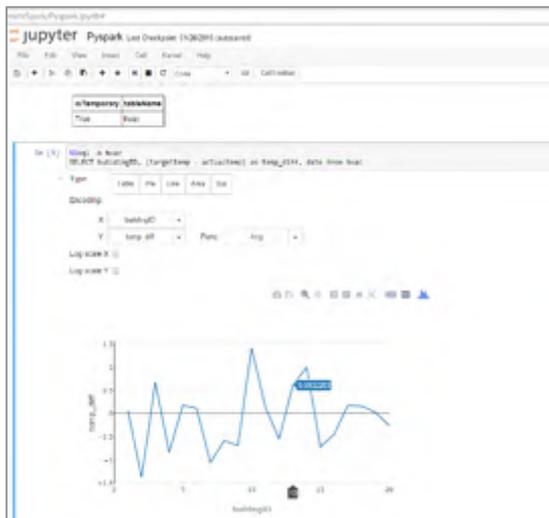
```
@t = EXTRACT date string
      , time string
      , author string
      , tweet string
FROM "/Input/MyTwitterHistory.csv"
USING Extractors.Csv();

@res = SELECT author AS author
      , COUNT(*) AS tweetcount
FROM @t
GROUP BY author;

OUTPUT @res TO "/Output/MyTwitterAnalysis.csv"
ORDER BY tweetcount DESC
USING Outputters.Csv();
```

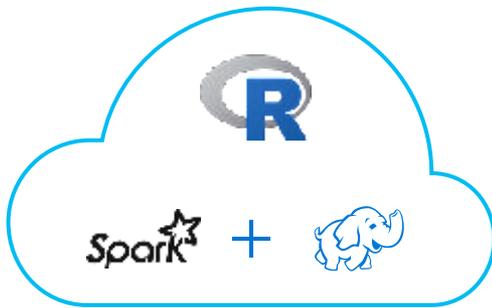
- U-SQL: a simple and powerful language that's familiar and easily extensible
- Unifies the declarative nature of SQL with expressive power of C#
- Leverage existing libraries in .NET languages, R and Python
- Massively parallelize code on diverse workloads (ETL, ML, image tagging, facial detection)

Easy notebook experience for data scientists



- Most popular notebooks, Jupyter and Zeppelin out-of-the-box
- Combine code, statistical equations and visualizations
- Worked w/ Jupyter community to enhance kernel to allow Spark execution through REST endpoint

Easy for data scientists with familiar R language

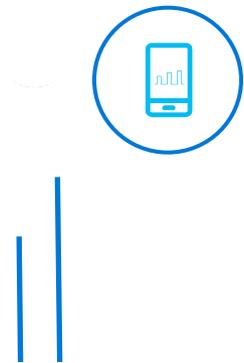


*Applies to HDInsight only

R Server for HDInsight

- Largest portable R parallel analytics library
- Terabyte-scale machine learning—1,000x larger than in open source R
- Up to 100x faster performance using Spark and optimized vector/math libraries
- Enterprise-grade security and support

Easy for business analysts with interactive reports over big data



- Interactive BI with big data
- Spark 2.1 integration
- Interactive Hive with LLAP- keeps data compressed running in-memory 25x faster
- ODBC driver to use Power BI or third party tools (Tableau, SAP, Qlik, etc.)

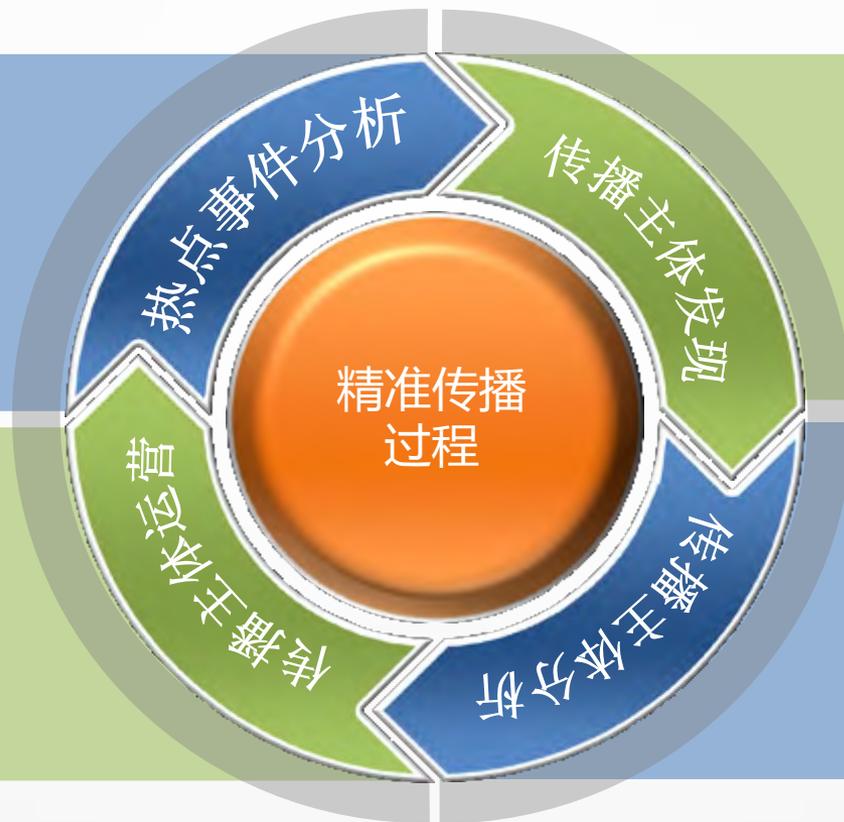
央媒客户案例

全球精准传播系统

案例：全球精准传播系统

发现全球各国家、地区热点事件，了解热点事件的传播影响力

甄选传播主体，根据其画像，利用推荐引擎进行精准内容投放。利用其影响力定向引导舆论



发现传播过程中的传播主体（意见领袖、活跃用户、搭桥者等角色）。分析其社交媒体影响力。

对传播主体进行全维度画像，深入了解传播主体属性。

典型业务场景

党政机构：

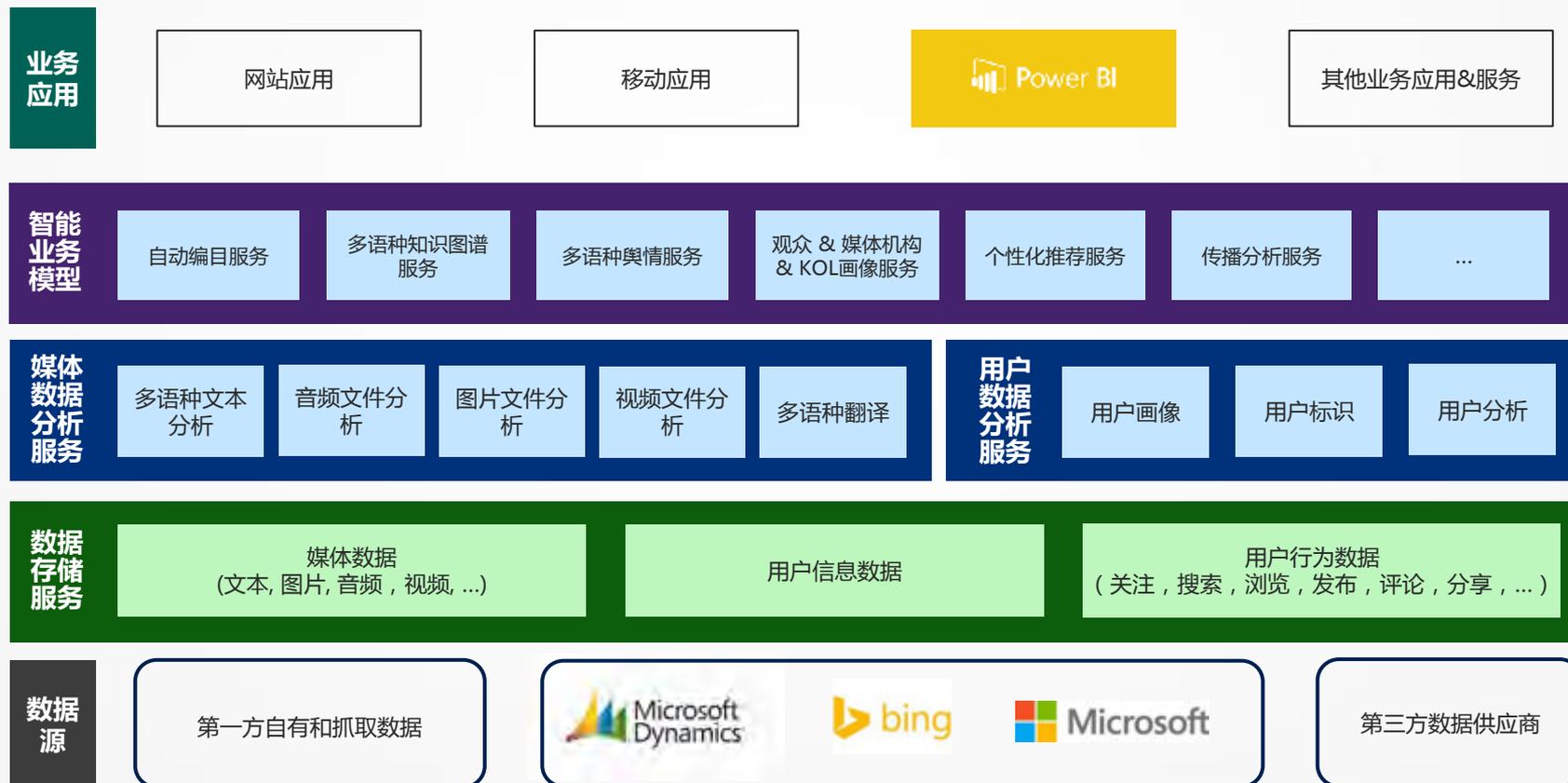
- 日常外宣（国家形象、旅游宣传、...）
- 高层出访造势
- 国际倡议（一带一路、亚投行、...）

央企/规模民企：

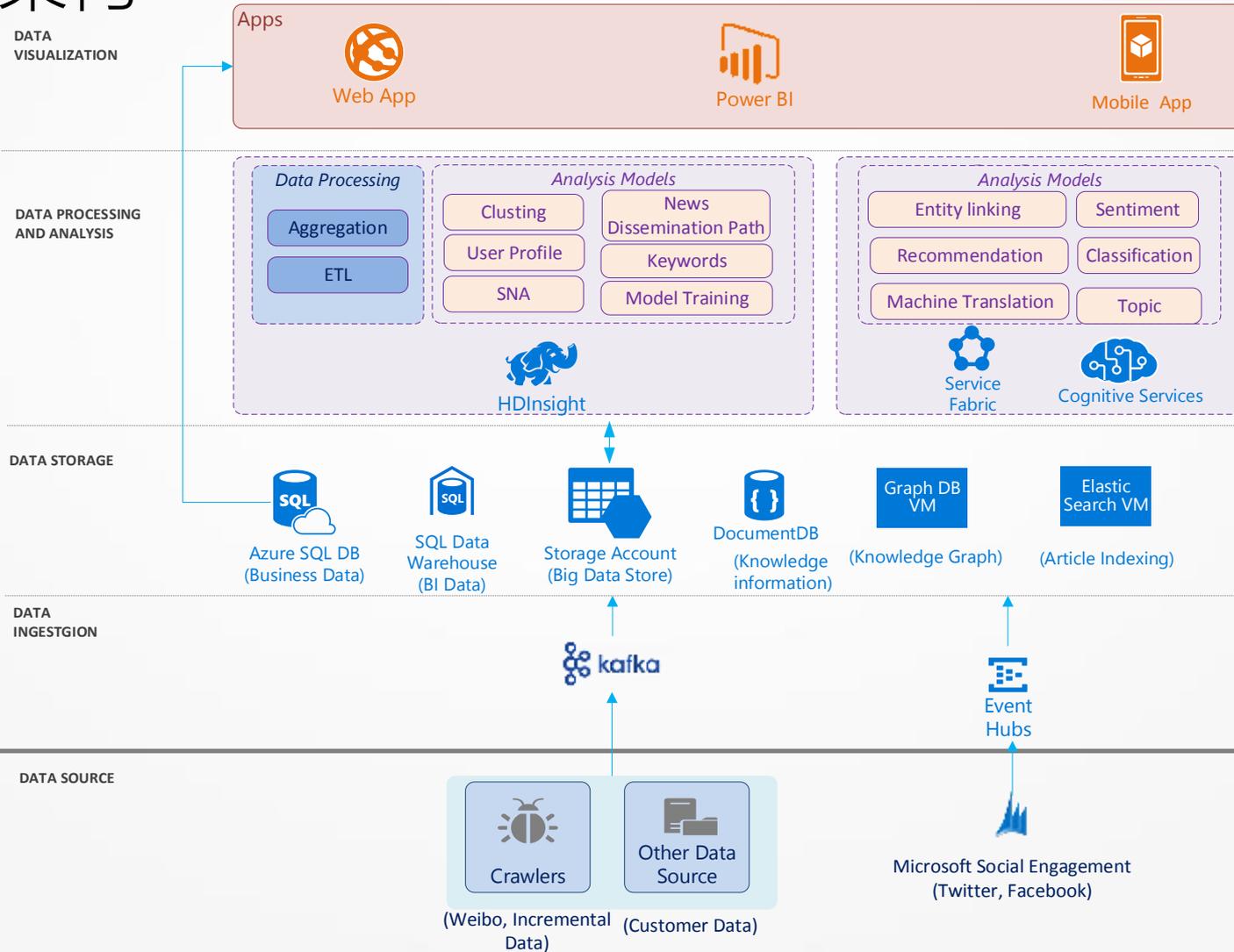
- 海外工程（高铁、水坝、...）
- 海外投资（矿山、机场、港口、...）
- 海外产品销售



功能架构



技术架构



微软方案核心能力

多语种分析能力：

- 多语种自然语言处理
- 多语种自动翻译

基础设施：

- 全球各大洲高可靠云服务能力

解决方案：

- 全球舆情洞察
- 社交网络传播主体分析
- 媒体用户画像

全球多渠道数据采集能力：

- 15+ 主要国家和地区
- 15+ 主要语种
- Facebook、Twitter等主流社交媒体



微软AI的应用

数字化转型+ 人工智能

Conversational agents
Customized experiences
Customer analytics

Engage your
customers



Product innovation
Differentiated experiences
New scenarios

Transform your
products



Enable your
employees



Optimize your
operations



Employee productivity
Business data differentiation
Organizational knowledge

Intelligent predictions
Operational efficiency
Deep insights



微软人工智能

Data



Intelligence



Experiences



DATA GRAPHS

Office 365
LinkedIn
Bing

AZURE + AI

DATA PLATFORM

Data Lake
Cosmos DB
SQL Server

INFRASTRUCTURE

Batch AI
Training
FPGA/GPU

SERVICES

Cognitive Services

TOOLS

Visual Studio | Azure Machine Learning | Bot Framework
Cognitive Toolkit | TensorFlow | Caffe

AGENTS

Cortana

APPLICATIONS

Office
Windows
Dynamics

SOLUTIONS

微软认知服务



Vision



Language



Speech



Search



Knowledge

Computer vision
Face
Emotion
Content Moderator
Video

NEW
Video Indexer

NEW
Cognitive Services Labs

Text analytics
Spell check
Web language model
Linguistic analysis
Translator

Speaker recognition
Speech

Custom
Speech Service

Web search
Image search
Video search
News search
Autosuggest

NEW
Custom
Search

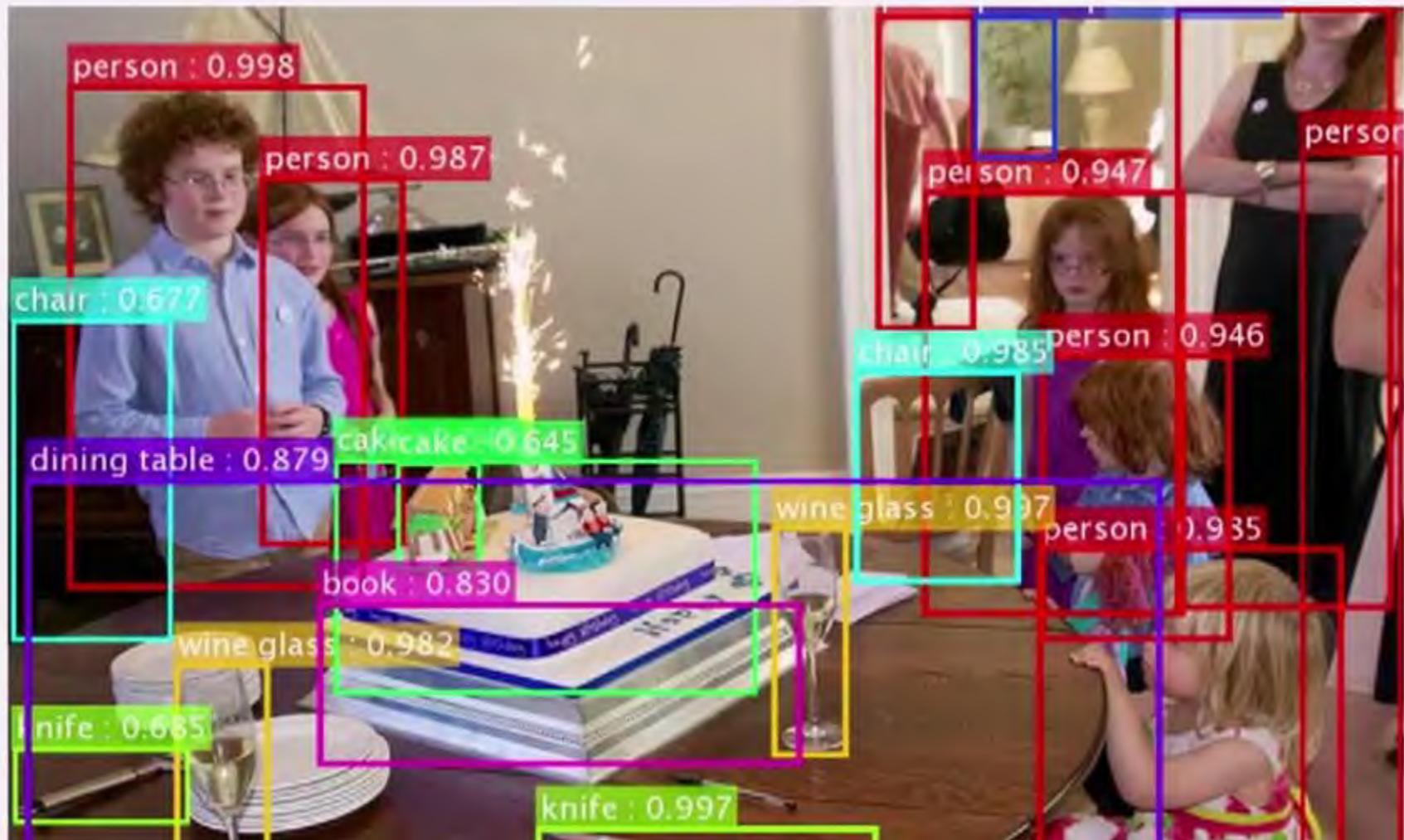
Academic knowledge
Entity linking service
Knowledge exploration
Recommendations
QnA maker

NEW
Custom
Decision Service

NEW
Custom
Vision Service

Custom
Language
Understanding

物体识别与检测

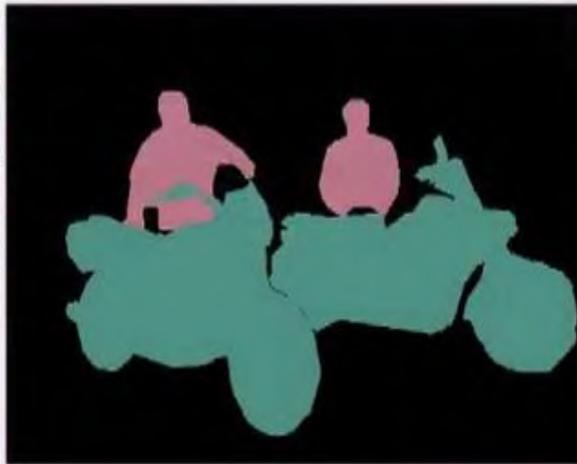


实例分割

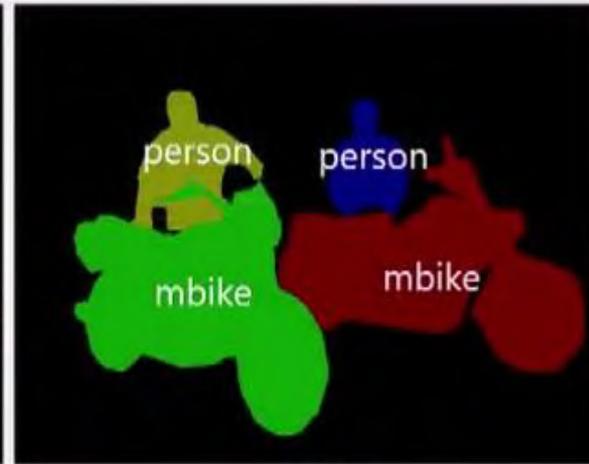
- 比物体检测和语义分割更为困难



物体检测



语义分割



实例分割

语义分割

Recognizing pixels



标题Bot

www.captionbot.ai

CaptionBot



I think it's a young man jumping in the air on a skateboard.



语言翻译

Microsoft Translator - 成熟和实用的人工智能

大规模使用神经网络运算模型

翻译质量比传统的统计学算法有显著提高，并会不断提升
大规模部署微软AI超级计算机和认知工具包 CNTK
同时发布10种语言DNN 翻译，快速规模化新技术的应用

面向中国市场

新增粤语的翻译支持
即将部署到位于中国的数据中心
不断增长的中国的消费者和企业用户



图片识别案例 - 宝贝回家



图片识别案例 - 宝贝回家

助 宝贝回家

微软认知服务 - 人脸识别技术

1-2秒匹配照片库中几万张照片

27 个面部重要特征点识别

云端部署，跨平台、跨地域访问



微软Bot 框架

Accelerate development

Framework, tools and services to build great bots that converse naturally

Reach any user

Develop once and expose through any channel including Skype, Facebook, web

Enrich the experience

Add advanced capabilities through close integration with Cognitive Services

The screenshot shows the Microsoft Bot Framework developer portal for a bot named "Liberty Sandwich Bot". The interface is divided into several sections:

- Navigation:** Includes links for "My bots", "Register a bot", "Documentation", "Bot Directory", and "Blog".
- Message:** A notification states, "You've successfully connected your bot to Skype and Web chat. Click Edit on a channel to fine tune its specific settings."
- Bot Profile:** Features a profile picture of a sandwich, the name "Liberty Sandwich Bot", and the description "Liberty's Delightful Sinal Bakery & Cafe". A "Publish" button is visible.
- Details:** A section containing bot metadata such as Bot ID (LibertySandwichBot), App ID (ae9284bf-06a6-414b-adb6-b779b390a415), Password, and Messaging endpoint (https://ic-adbot-scratch.azurewebsites.net).
- Channels configuration:** A table showing the status of various communication channels:

Channel	Test link	Status	Published	Action
Skype	Add to Skype	Running (Preview)	On	Edit
Web chat	Chat on the web	Disabled	Off	Edit
- Add another channel:** A list of additional channels with "Add" buttons: Direct line, Email Office 365, Facebook Messenger, GroupMe, Slack, and SMS.
- Test connection to Bot framework:** A text input field labeled "Type your message:" with a send button.
- Analytics:** A section explaining that providing an Azure App Insights key allows for analytics about the bot's performance.
- Cognitive Services:** A section highlighting how Cognitive Services can be used to make bots more intelligent.
- Chat:** A live chat window showing a conversation with the bot. The bot's response is: "Hi! I'm Liberty Sandwich Bot. I help you with your order and answer questions about our menu items. Grab my contact details to find me elsewhere." Below the chat, there is a "LibertySandwichBot" link and a "What can I help you with?" prompt.

小冰 & Rinna

• 用户

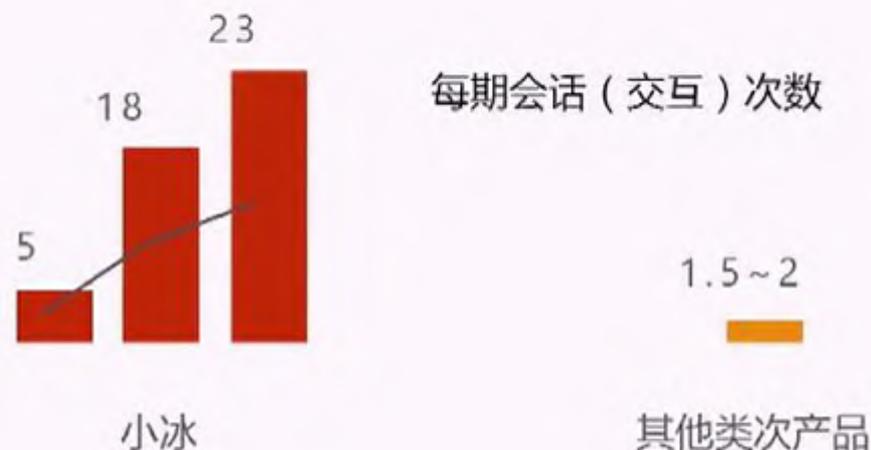
- 超过4千万注册 (中国 + 日本)
- 超过2万个公众号 (中国)

• 扩展功能

- 图片和录像评论
- 情绪分析
- 京东, 中国东方航空, Lawson, 用户互动
- 东方卫视, 天气预报

• 扩展地区

- 中国
- 日本
- 美国



智能对话

Bots 给业务和用户
粘度提供了新的机
会和渠道:



随时随地、不受平台与设备限制地为
客户提供服务



以一种更自然的方式与用户进行交互：
在上下文语境中与用户会话



在用户量巨大的各种消息平台上开拓
您的应用与服务



提升用户体验，减少人工帮助的请求

建立创新的智能对话体验



微软AI工具

Azure Machine Learning

Integrated environment

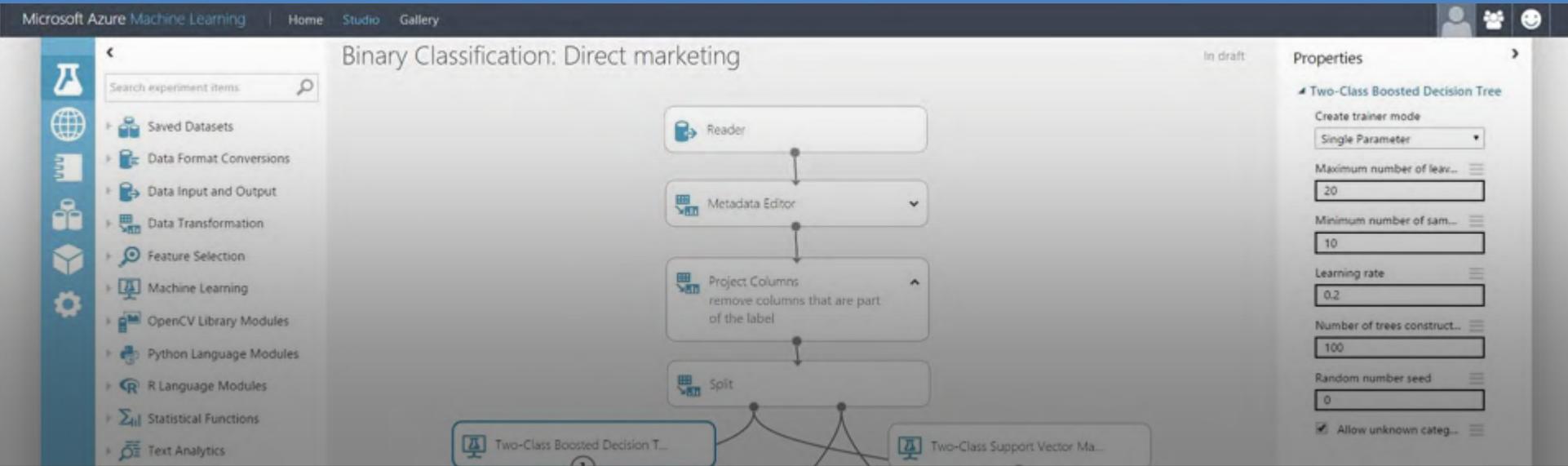
Simple drag, drop, and connect interface for Data Science

Best-in-class algorithms

Built-in collection of best-of-breed algorithms. R, CRAN packages, and Python

Deploy in minutes

Train and operationalize models with a single click

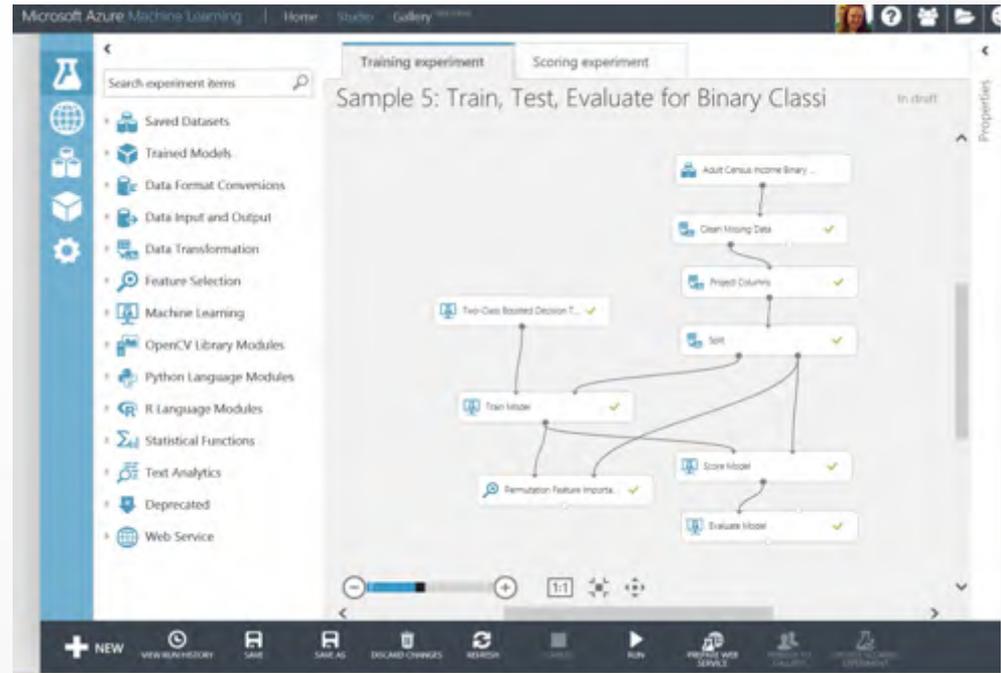


The screenshot displays the Microsoft Azure Machine Learning Studio interface. The top navigation bar includes "Microsoft Azure Machine Learning", "Home", "Studio", and "Gallery". The main workspace is titled "Binary Classification: Direct marketing" and is in "In draft" mode. A workflow is visible, consisting of the following steps: "Reader", "Metadata Editor", "Project Columns (remove columns that are part of the label)", and "Split". Below the "Split" step, two model options are shown: "Two-Class Boosted Decision T..." and "Two-Class Support Vector Ma...". On the right side, the "Properties" panel is open for the "Two-Class Boosted Decision Tree" model, showing settings such as "Create trainer mode" (Single Parameter), "Maximum number of leaf..." (20), "Minimum number of sam..." (10), "Learning rate" (0.2), "Number of trees construct..." (100), "Random number seed" (0), and a checked option for "Allow unknown categ...". A left-hand sidebar contains a search bar and a list of experiment items including "Saved Datasets", "Data Format Conversions", "Data Input and Output", "Data Transformation", "Feature Selection", "Machine Learning", "OpenCV Library Modules", "Python Language Modules", "R Language Modules", "Statistical Functions", and "Text Analytics".

Azure Machine Learning Studio

Azure上基于GUI，用于创建和操作机器学习工作流的集成开发环境。

- 通过浏览器访问
- 通过可视化的模块E2E支持数据流
- 提供多种ML算法和模型库
- 支持R和Python扩展;
- 支持Web API快速部署和伸缩



Deep Learning

Open environment

Cognitive Toolkit: performance, scale
Full support for TensorFlow, Caffe

Productive tools

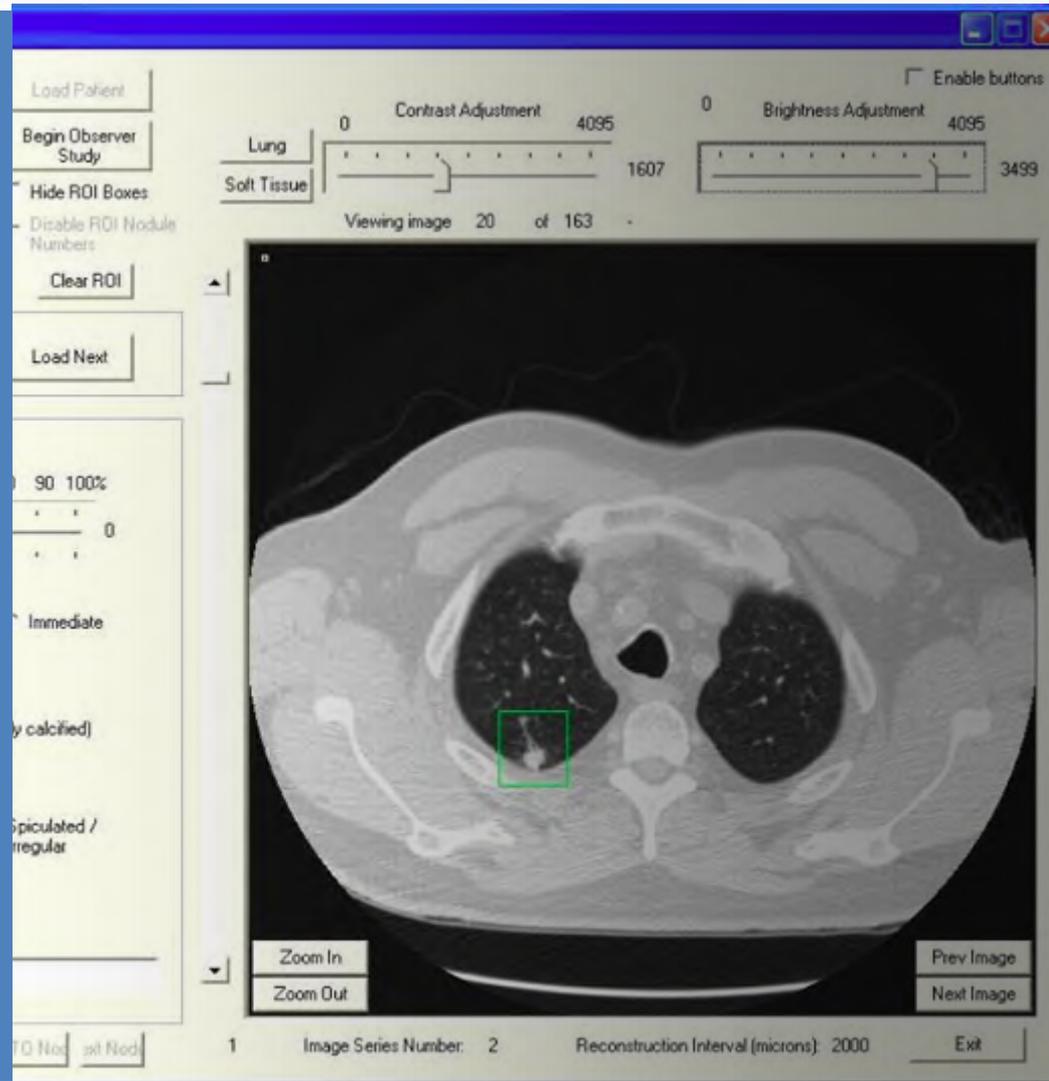
Visual Studio

Jupyter Notebook

Azure AI infrastructure

The AI supercomputer: CPU, GPU, and
(coming next) FPGA

Managed service with Batch AI Training



谢谢!

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Appendix

U-SQL/Cognitive Example

- Identify objects in images (tags)
- Identify faces and emotions and images
- Join datasets – find out which tags are associated with happiness

```
REFERENCE ASSEMBLY ImageCommon;  
REFERENCE ASSEMBLY FaceSdk;  
REFERENCE ASSEMBLY ImageEmotion;  
REFERENCE ASSEMBLY ImageTagging;
```

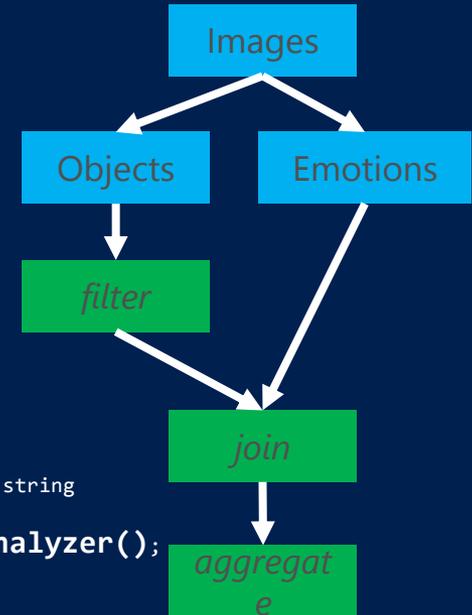
```
@objects =  
    PROCESS MegaFaceView  
    PRODUCE FileName, NumObjects int, Tags string  
    READONLY FileName  
    USING new Cognition.Vision.ImageTagger();
```

```
@tags =  
    SELECT FileName, T.Tag  
    FROM @objects  
        CROSS APPLY  
            EXPLODE(SqlArray.Create(Tags.Split(';')))   
            AS T(Tag)  
    WHERE T.Tag.ToString().Contains("dog") OR  
        T.Tag.ToString().Contains("cat");
```

```
@emotion_raw =  
    PROCESS MegaFaceView  
    PRODUCE FileName string, NumFaces int, Emotion string  
    READONLY FileName  
    USING new Cognition.Vision.EmotionAnalyzer();
```

```
@emotion =  
    SELECT FileName, T.Emotion  
    FROM @emotion_raw  
        CROSS APPLY  
            EXPLODE(SqlArray.Create(Emotion.Split(';')))   
            AS T(Emotion);
```

```
@correlation =  
    SELECT T.FileName, Emotion, Tag  
    FROM @emotion AS E  
        INNER JOIN  
            @tags AS T  
        ON E.FileName == T.FileName;
```



```
REFERENCE ASSEMBLY [TextCommon];
REFERENCE ASSEMBLY [TextSentiment];
REFERENCE ASSEMBLY [TextKeyPhrase];
```

```
@WarAndPeace =
    EXTRACT No int,
            Year string,
            Book string, Chapter string,
            Text string
    FROM @"/usqlxext/samples/cognition/war_and_peace.csv"
    USING Extractors.Csv();
```

```
@sentiment =
    PROCESS @WarAndPeace
    PRODUCE No,
            Year,
            Book, Chapter,
            Text,
            Sentiment string,
            Conf double
    USING new Cognition.Text.SentimentAnalyzer(true);
```

```
OUTPUT @sentiment
    TO "/sentiment.tsv"
    USING Outputters.Tsv();
```

Text Analysis

```
REFERENCE ASSEMBLY ImageCommon;
REFERENCE ASSEMBLY FaceSdk;
REFERENCE ASSEMBLY ImageEmotion;
REFERENCE ASSEMBLY ImageTagging;
REFERENCE ASSEMBLY ImageOcr;
```

```
@imgs =
    EXTRACT FileName string, ImgData byte[]
    FROM @"/images/{FileName}.jpg"
    USING new Cognition.Vision.ImageExtractor();

// Extract the number of objects on each image and tag them
@objects =
    PROCESS @imgs
    PRODUCE FileName,
            NumObjects int,
            Tags string
    READONLY FileName
    USING new Cognition.Vision.ImageTagger();

OUTPUT @objects
    TO "/objects.tsv"
    USING Outputters.Tsv();
```

Imaging