

Microsoft

35
Anos no
Brasil



Microsoft Mais Brasil

Real impact for a better future

Brazil Impact Report 2023/2024



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Letter from the GM at Microsoft Brazil

Artificial Intelligence is now a tangible part of Brazilian life. With multiple possibilities, innovation is key to speed up the country's inclusive economic growth

Microsoft achieves its 35-year presence in Brazil in a paramount moment of change enabled by technology. Artificial Intelligence (AI) is increasingly present in Brazilian life, helping people with both their productivity and creativity at work while facilitating everyday activities. The launch of Microsoft Copilot has made innovation accessible to all users who have the Windows 11 operating system on their computers. It is a new digital revolution, and we are one of the catalysts of this development, in the same way as it happened with the start of personal computers, the internet and cloud computing.

The *Microsoft Mais Brasil Report – Real impact for a better future*, which you have in your hands, provides an overview of how we are incorporating AI and all its possibilities into Microsoft Mais Brasil initiatives. It describes our strategic plan launched in 2020 and how it is structured to stimulate Brazil's inclusive economic growth, while contributing to environmental preservation projects. The use of AI is essential to speed up this process.

Brazil is integrated with the most advanced technology available. This can be clearly demonstrated through the global AI event, which took place in March 2024 when we hosted the Microsoft AI Tour, which showcased the potential of technology to our clients, partners and technical community. This meeting was also held in countries such as Japan, India, UK, Italy, and the United States. Brazil was

the only country in Latin America to host the event. At that time, we were able to display in further detail the advances and perspectives of generative technology, the caution adopted throughout this journey and a few success cases carried out right here, which have all necessary requirements to become worldwide references.

During the meeting, which hosted approximately 3,000 people, we pointed out our commitment to the construction of responsible AI use. These are learnings which we have collected and processed since 2017, when a group of engineers, programmers and experts joined forces to establish ethical guidelines for AI use.

The guidelines we endorse encompass a wide range of standards from the creation of clear and transparent laws and regulations to, for example, provide access and support for developers that create models and applications. More importantly, we seek to allow the necessary skills, for this new digital competence, to reach more and more individuals.

Everyone needs to know how to use AI, consciously and effectively. Therefore, in our actions we seek partnerships to bring this knowledge to as many individuals and as soon as possible. For example, the Escola do Trabalhador 4.0, created in partnership with the federal government, has over one million registrations and offers basic courses for those starting activities relating to

Information Technology (IT). IT experts have the opportunity to further enhance their specific AI programming and cybersecurity education, with vouchers to try and get an official Microsoft certification. All courses can be easily accessed through the Microsoft Conecta+ Hub (<https://www.microsoft.com/pt-/conecta/>).

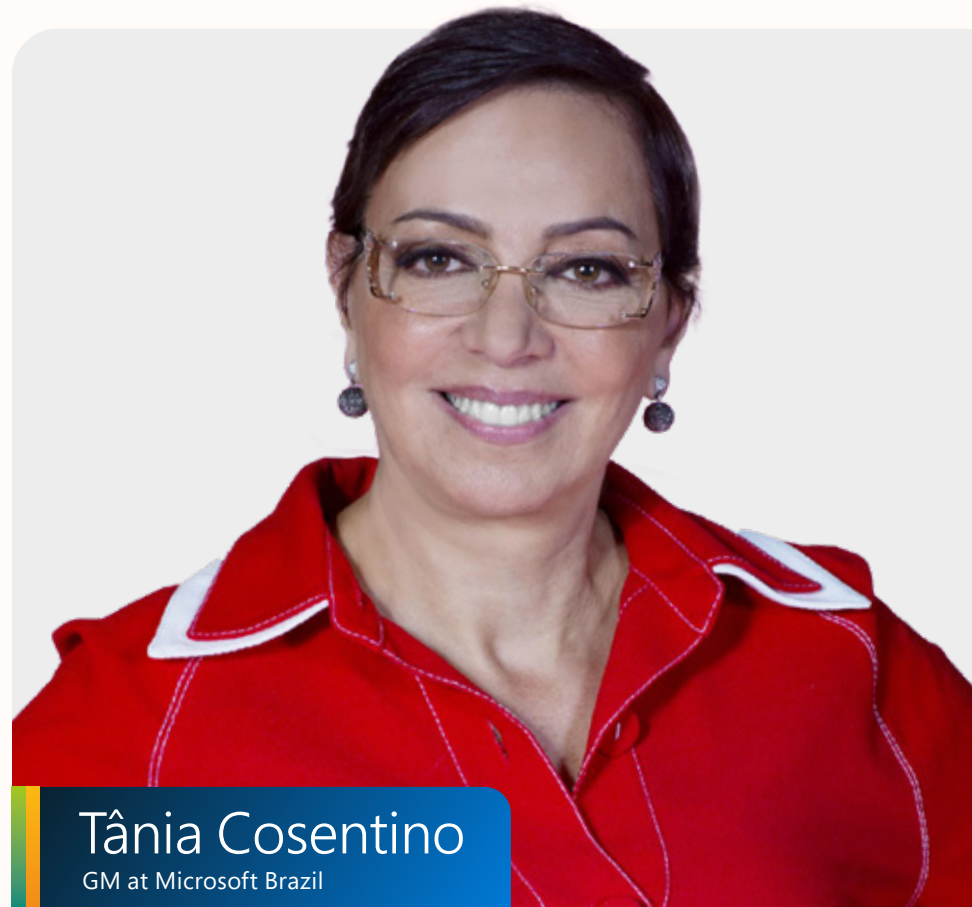
A relevant aspect when it comes to jobs in technology is the aim to reach greater gender equity. Despite previous advances, women still have a share in this market well below what they could reach, especially in terms of leadership positions and within the most promising segments. This scenario pointed out to us the importance of strengthening initiatives to attract women's attention to these areas, not only through courses, but also through events such as lectures and workshops, which show female prominence in technology job positions.

Another pillar of Microsoft Mais Brasil initiatives addresses the concern for sustainable development. We have the global challenge of becoming zero carbon by 2030 and we recently made two important commitments in this direction. The first one was to sign a contract for wind power supply for 15 years. In another direction, we signed the purchase of 1.5 million carbon removal credits by 2032, offset by Amazon reforestation projects. In addition, we have promoted a specific educational program which aims to conceive projects that combine technology and sustainability.

The truth is that one can no longer imagine technological advances and conducting business without considering environmental and social values. This impact report on Brazil offers examples of how it is possible to do this in a collective effort. We connected thousands of partners, clients, and suppliers, taking advantage of our leadership and presence in the Brazilian technology ecosystem. Since July 2020, over 12.7 million people have been reached by skill

training courses, and more than 2.8 million people have completed at least one course.

There is still a great deal to be done. Building a more inclusive and innovative future requires a continuous commitment of all parties. This is what we have done throughout these 35 years of presence in Brazil. It is also the commitment that we renew at this time: to work so that technology is a major driving force for economic growth, to decrease inequalities and generate opportunities to all.



Tânia Cosentino

GM at Microsoft Brazil



Microsoft and its contribution to Brazil

Social inclusion and support for reducing inequalities are part of our strategy to make Brazil grow within the digital economy

The awareness that business can no longer be done without considering social and environmental values, is an integral part of the daily business of Microsoft Brazil. We have 35 years of experience in Brazil (*additional information about our Brazilian trajectory on page 6*), and are widely established in the country with offices in São Paulo, Brasília and Rio de Janeiro, local data infrastructure, high-level corporate units such as the Transparency Center, intended for government institutions that are part of our GSP (Government Security Program), the Advanced Technology Lab (ATL), Microsoft's first research center in the Southern Hemisphere, the Microsoft Technology Center (MTC), one of over 40 existing centers worldwide, and Reactor São Paulo, a Microsoft hub that promotes knowledge exchange among technology entrepreneurs, developers, NGOs and the academic community, as well as an ecosystem with over 25,000 partners.

This extensive network of contacts, spread from north to south, allows Microsoft to take up a privileged

position to promote changes within the Brazilian scenario, which includes preparing professionals for the digital economy, providing support to reduce inequalities, and promoting inclusion. And this is what we continuously seek to do, in cooperation with the public and private sectors.

This edition of the **Brazil Impact Report 2023/2024** has plenty examples of how significant changes can be promoted and ultimately improve people's lives. Over the following pages, you will come to know several initiatives promoted by Microsoft Brazil during the 2024 fiscal year, period between July 2023 and June 2024.

This content is organized in four chapters, emulating the four pillars of Microsoft Mais Brasil, our strategic plan is to stimulate inclusive and sustainable growth, aiming at allowing all individuals to participate and make a difference in Brazil's economic development. The chapters are **Support inclusive economic growth, Protect fundamental rights, Create a sustainable future** and **Earn trust**.







Across our society, Artificial Intelligence (AI) has gained space in our impact actions in different areas. We have increased, for example, the supply of free training for new professional skills, which has leaped up with the advances which AI has brought to the market recently.

You will also see how we support companies and governments in their migration projects to the digital economy, sharing knowledge and generative technological solutions.

One other topic we have addressed, relates to our contribution to the sustainability of the planet, investing in renewable energy and carbon credits.

Access the online version of this report through the following website: the following website: site: microsoft.com/pt-br/maisbrasil



Microsoft, present in Brazil for over 35 years

Since 1989, boost Brazil's growth through technology is Microsoft's great motivation in the country

The year was 1989, one of the most remarkable years in history. Across the world, the fall of the Berlin Wall meant the end of the Cold War and the reunification of Germany. Computer scientist Tim Berners-Lee proposed the creation of the World Wide Web system, responsible for the internet as we know today. In Brazil, the year marked the return to democratic elections where citizens voted directly for presidential candidates. Specifically, in the city of São Paulo, Microsoft started its operations in a compact office with only five employees and a few computers.

In the following year, 1990, the company launched the first version of Microsoft Office, now known as Microsoft 365. Word, Excel, and PowerPoint its productivity

software became the most used tools by professionals and students worldwide.

Microsoft's wish to contribute to an increasingly interconnected and productive society through technology dates back to its creation in 1975, in the United States. With the so-called "microinformatics", a revolution led by Microsoft, where computers no longer took up an entire room – the old mainframes – and became accessible to companies of any size, also reaching users' homes. Microsoft stood up to meet this new sector demand and was committed to develop software, such as MS-DOS and Microsoft Windows 1.0 – the first version of the greatest operating system of all time.

To continuously be one step ahead of technology evolution, Microsoft has radically expanded its range of products and services over the years. In addition to developing software, it began producing electronic devices and providing online services for companies and end consumers. The Bing search engine, Xbox video game console, OneDrive cloud storage service, the Microsoft Azure cloud computing platform, Microsoft Outlook email, Microsoft Dynamics 365 platform and HoloLens mixed reality headset. Today, Microsoft continues to lead digital transformation and is at the forefront of the Artificial Intelligence (AI) revolution, with innovations such as Copilot.

In these 35 years in Brazil, Microsoft has constantly expanded its presence. Today it has 1,200 direct employees, with offices in São Paulo, Rio de Janeiro, and Brasília. Its technologies and services also drive an ecosystem of 25,000 partner companies in all states of Brazil.



Front cover photo of the 2003 social report

Microsoft is committed to offer the benefits of technology to an increasing number of Brazilians, boosting the country's economic development while reducing inequalities. Since 2003, Microsoft has published annual reports on its investments in efforts to amplify access to all individuals, without exception, to technologies in fields such as education, inclusion, and diversity. As a means to expand the impact of the company's long-term partnership with Brazil, the Microsoft Mais Brasil initiative was launched in 2020, a comprehensive plan that promotes the country's economic growth, qualification and employment opportunities, and sustainability, the program's top actions are summarized in this report.

Looking back, with 35 years completed in March 2024, we demonstrate how people's lives and the daily routine of companies have been transformed by the use of technology. Looking ahead, we are certain that the scenario holds a still greater promising and revolutionary future. Therefore, Microsoft reiterates its commitment to hold hands with Brazil towards more inclusive and accessible technology.

Please see the last page of this report for a summary of the key milestones of Microsoft Brazil over the past 35 years

Our impact in Brazil



Microsoft Brazil
+1,200 employees

35 years
present in Brazil

25,000 companies
among partners and resellers



Microsoft Conecta+



+12.7 million
people reached in our
training courses

+2.8 million
people skilled in our
training courses

+782,000
women skill trained in our
training programs

+236,000
people newly
employed

+6,500
teachers trained

+3,600
indigenous people skill trained
in our training programs

The Philanthropy division invested over
\$20 million
in donations and purchase discounts for
non-profit organizations
Approximately
3,500 organizations
were impacted with software donation, purchase
discounts and support for skill training programs
From July 2023 to June 2024

From July 2020 to June 2024



Our datacenters in Brazil are dedicated to the operations of **Office 365, Azure, Power Platform** and **Dynamics 365**. Azure has 2 regions: **Brazil Southeast** and **Brazil South**.

Transparency Center

Located in Brasília, it was the fourth center to be opened among the five in operation worldwide

Reactor São Paulo

Microsoft hub which seeks to promote knowledge exchange between entrepreneurs of the technology sector, developers, NGOs, and academia

MTC São Paulo – Microsoft Technology Center

Since 2012, it has supported over 840 engagements and took on more than 7,000 people, including customers and partners

Advanced Technology Lab (ATL)

The first Microsoft Research Center in the southern hemisphere

Women Entrepreneurship (WE) Initiative

- +2,000 women impacted by events, content, and mentorship
- +2,500 startups with the participation of women entrepreneurs who registered in calls for proposals
- +70 startups supported by development programs
- +30 events with free registration, 18 of which in partnership with Microsoft Reactor
- +R\$60 million raised by WE Fund
- 9 startups invested (5 through WE Ventures and 4 through WE Impact)



Microsoft For Startups Founders Hub

- We have supported thousands of startups in Brazil since program launch

Microsoft provides free solutions for educational institutions, teachers and students, such as **Copilot integrated with Microsoft Edge**, **Office 365 A1 online version**, **Hacking STEM** lecture plans, the **Make Code** and **Microsoft Learn** platforms, and **Learning Accelerators** – included in Microsoft 365 for Education, which also provides accessibility options such as **Immersive Reader** and **Digital Learning Tools**.

Support inclusive economic growth

With public and private partnerships, we have expanded our free training offer relating to digital skills required by Artificial Intelligence

The more people have the right tools and necessary training to contribute to economic development in a digital world, the faster, more profound, and inclusive this evolution will turn out.

One of the lines of action of the Microsoft Mais Brasil plan is to promote partnerships with the public and private sectors to expand the reach of training in digital skills for individuals with multiple profiles.

Alongside Accenture consultancy, we are working with the United Nations Children's Fund (UNICEF) on an online professional training system for teenagers and young adults aged 14 to 29 living in vulnerable living conditions. The focus of the program in Brazil is the Amazon and semi-arid regions in addition to urban centers (page 16).

The insertion of AI in several industry sectors has increased demand for skill

trained professionals. To meet this demand, we launched the Career Essentials in Generative AI program, together with LinkedIn social media (page 12). We also provided free preparatory training for the AI-900 certification, which certifies knowledge in machine learning and AI related to Microsoft Azure (page 12).

For entrepreneurs, we held the second edition of the Microsoft Entrepreneurship for Positive Impact, a program that selects startups which focus on sustainability-related topics to get support through software donations, mentorships, and coaching (page 18).

Additionally, we expanded the reach of the Microsoft for Startups Founders Hub (page 18), a platform that aims to remove barriers and further introduce technology to ensure startup success and provide founders with resources to support company development.







New professional competencies

Microsoft drives initiatives to skill train individuals with the necessary competencies to work with AI

The expansion of Artificial Intelligence (AI) has brought new opportunities to the job market and with it, new demands for qualification and development of digital skills.

Microsoft works to offer training so that everyone is qualified to work in new roles that will emerge in the coming years with new Generative AI technology. As a result, it effectively contributes with digital transformation, providing inclusive economic growth.

One of the initiatives that has this objective is the [Career Essentials in Generative AI](#) learning program, carried out in partnership with LinkedIn, the largest social media for professionals worldwide. The course is free, subtitled in Portuguese and will be available until 2025. Anyone registered on LinkedIn can attend classes.

Designed with six modules, this training aims to present an overview of the full potential of this technology, explaining how generative

AI models work while highlighting the importance of ethical aspects and responsible use. The platform allows students to access exercise files, ask questions, read content transcripts, and take notes. Those who complete the program receive a certification.

Concurrently, Microsoft launched, together with DIO, the first Brazilian Open Education platform, the **Microsoft Azure AI Fundamentals Bootcamp**, free preparatory training for AI-900 certification, which certifies knowledge in machine learning and AI based on Microsoft Azure cloud.

Over 20,000 free scholarships and more than 30 hours of theoretical and practical content were lectured. This training also offers certificates for everyone who completes the learning path and an online interface to connect students to job opportunities, through Talent Match, DIO's hiring platform.

Volunteers

Professionals from Microsoft and selected partner companies also got involved in this task force to develop skills focused on generative AI. They were the speakers at the **#AISkills Marathon**, held in the second semester of 2023. Free registration and live broadcasts were conducted by Microsoft Reactor, a global hub that promotes knowledge sharing and tech learning for startups and developers.

Registrants were able to follow, for a one-month period, sessions on Ethics in AI, Prompt Engineering, GitHub Copilot, Data Analysis, Machine Learning and Microsoft Azure OpenAI Service.

To further deepen the knowledge gained throughout the marathon, participants also had access to the Cloud Skills Challenge, an online environment connected to Microsoft Learn, in which they had the opportunity to join an AI study group. In this forum, four challenges are proposed: Machine Learning, Cognitive Services, Machine Learning Operation, and AI Builder.

After completing all challenges, students received a Microsoft Learn AI Skills Challenge badge, a certificate of completion and, most importantly, were effectively prepared to work in this new and promising professional environment.

AI enhances relevance with MSMEs: micro, small and medium-sized enterprises

The use of Artificial Intelligence (AI) is increasingly common within Brazilian micro, small and medium-sized enterprises (MSMEs), which increases the demand for professionals specialized in this technology. A study commissioned by Microsoft interviewed 300 leaders of companies with up to 250 employees in December 2023: 74% stated that they always or often use innovation in their daily operations. It all suggests that this movement will continue, as 47% stated that they are making investments in new AI solutions.

Thus, according to this study, MSMEs hope to improve customer experience (61%), gain efficiency, productivity, respond quickly (54%) and ensure business continuity (46%). The most common use of AI is as a virtual assistant for customer service (69%), followed by ways to make work tasks increasingly fast (64%) and generating text and image content (43%).

MSMEs that use AI are already experiencing positive results, according to the research. The main benefits identified were gains in efficiency and productivity (72%), improved customer service (58%) and cost reduction (46%).

Respondents mentioned IT (39%), communication and marketing (30%), finance and administration (27%) and human resources (25%) as areas for potential use.

A continuous concern of managers is precisely related to professionals qualified to work in this new market. Almost half of those surveyed hope to attract external talents that have this new digital skill. Another group, 37%, chose to train their current team of employees, while 7% work on both fronts. The common denominator is to effectively have people who master AI within all companies.



Alliances for inclusion

We use our network and ability to articulate ideas to attract partnerships and promote digital transformation

Establishing partnerships is essential to face the challenges and change the digital economy in Brazil. All parties must act together. Based on these premises, Microsoft adopted a strategy of using its leadership in the Brazilian technology ecosystem to serve as a catalyst to create alliances, aiming at promoting inclusive economic growth. We use our capacity to articulate ideas and our network of contacts in all regions to attract a wide variety of partners. Each party has their own expertise and when they are connected, they are able to leverage good ideas and projects.

The numbers demonstrate the potential of this line of action. Microsoft allocated over \$20 million for donations and purchase discounts for software between July 2023 and June 2024 in Brazil, benefiting over 3,500 entities. Together with our partners, we skill trained more than 735 thousand individuals in digital skills within that same period.

Public entities are an important variable in this equation, especially the federal government, which is able to impact the most isolated locations with its reach.

Third sector entities are essential when creating such partnerships and structuring its specialized execution. The non-profit organization **Recode** has a 29-year experience relating to digital empowerment projects and is working alongside Microsoft on two projects. One of them is the *Coalização para a Democratização da Inteligência Artificial Generativa* (Coalition for Widespread Access to Generative Artificial Intelligence – free translation), carried out together with

Accenture consultancy and the **B3** stock exchange (additional information on the website <https://recode.org.br/coalizaoiag/>). Initially, the project was implemented inside six deprived communities in Rio de Janeiro. The other project is *Janelas para o Amanhã*, which renovated computer labs and trained teachers at hundreds of public schools in the states of Rio de Janeiro, São Paulo, and Espírito Santo, relying on mutual support from Microsoft and **Petrobras**. Recode is responsible for planning and implementing the proposal, playing a hands-on role throughout the project while evaluating and monitoring upcoming results.

Education, in its distinct stages, is an important aspect for an increasingly technological job market. Partnerships with the CSO **ATN** and **Fundação Bradesco** offer comprehensive courses. There are alternatives even for those who are still taking their first steps in computing. Interested parties can learn, at no cost, how to use a computer or use the programs available in Microsoft 365. The **City of São Paulo**, with our support, offers digital skill courses through the web portal of the Work and Entrepreneurship Support Center (Cate) at the Department of Labor Economic Development.

For those who work or wish to work with IT, Microsoft contributes to the dissemination and provision of exam certification vouchers for a few of the most sought-after professions with good financial opportunities within the current job market. Through the partnership with the Brazilian Open Education platform DIO, it launched the Microsoft Azure AI Fundamentals Bootcamp, a free preparatory course for Cloud Computing and AI (*learn more on page 12*).

Women interested in working in the cybersecurity market had the chance to enroll in training courses that granted free certification in SC-900: Microsoft Security, Compliance, and Identity Fundamentals, in partnership with **Latam Women in Cybersecurity (WOMCY)**, an entity that has continental reach (*learn more on page 23*).

Microsoft's ability to articulate helps drive good ideas and projects

Timeline of change

With our global presence, we serve as facilitators to bring projects from international entities to Brazil. The **United Nations Children's Fund (UNICEF)** is one of our partners, together with **Accenture**, on the *Passaporte para o Futuro* platform, which is integrated into the 1 Milhão de Oportunidades strategy (*learn more on page 76*). The project combines free and certified courses for the productive inclusion of young adults and teenagers, with wide disclosure of job opportunities for apprenticeships, internships and job positions made available by over 100 companies and 1,800 cities.

Microsoft also maintains an agreement with **The Trust for the Americas**, a member of the Organization of American States (OAS) that operates in 18 Latin American and Caribbean countries. In Brazil, since 2013 it has reached over 700,000 people with POETA DigiSpark. This project adopts a multidisciplinary approach, focused on developing digital, technological, employability and entrepreneurship skills for vulnerable populations and teachers. Through the *Capacita-te Brasil* platform, based on Microsoft Community Training, it offers over 130 courses on essential topics, contributing to improve access to the digital world and reduce inequalities across the country.

Our alliance with the Trust for the Americas, affiliated with the OAS, has impacted over 700,000 individuals

Technology skill training for employees and citizens from all corners of Brazil

One of Microsoft's partnerships to expand access to technology training is with the **Escola Nacional de Administração Pública (Enap)**, linked to the Ministry of Management and Innovation in Public Services.

Created with the mission of encourage the professional improvement of public servants, the institution maintains the *Escola Virtual do Governo (EV.G)* web portal as a tool that provides widespread knowledge, offering open and free courses, reaching over 12 million people since its launch. The EV.G website is integrated with [GOV.BR](#), a web portal that centralizes and makes available all federal government's online services.

At EV.G, nine free learning tracks will be available for employees and citizens across Brazil, accessible for all knowledge levels. Among them are the courses of Generative Artificial Intelligence, AI Ethics, How to Work and Collaborate Online, Manage Data with Microsoft 365 and How to Get a Job.

Project in partnership with The Trust for the Americas in São Paulo



Released by The Trust for the Americas

Transforming a generation

The platform created in partnership with UNICEF and Accenture focuses on professional inclusion of vulnerable teenagers and young adults aged 14 to 29

Microsoft has joined forces with the United Nations Children's Fund (UNICEF) and with Accenture in 2023 to set up a digital professional training system for teenagers and young adults aged 14 to 29 living in vulnerable conditions, named **Passaporte para o Futuro**, which is integrated into the [1 Milhão de Oportunidades](#) (1MiO) initiative. In Brazil, special attention will be directed to UNICEF's areas of activity, such as the Amazon and semi-arid regions and large urban centers. The goal is to support the positive transition of the target group to the job market, helping to train these individuals and connect them with future employers.

One of the program's aims is to continuously listen to teenagers and young adults to establish relevant content, methodologies and technologies on the platform, ensuring and prioritizing the participation of those in socially vulnerable conditions – black people, women, LGBTQIA+, young adults with disabilities, among 16 others

– with the goal of giving them autonomy and empowering historically excluded communities and expanding their horizon of possibilities.

The courses are in line with the competencies required by the National Common Academic Program Base, established by the Ministry of Education, and also linked to the United Nations [Sustainable Development Goals](#) (SDGs).

The educational front is anchored on the premises of UNICEF, which organizes the program into four types of skills: fundamental, transferable (which can be useful in any area of life, such as empathy and adaptability), those that are unique to the job market and digital skills.

When accessing the platform, participants can select tracks related to their professional needs and desires. After completing the tasks students receive a certification.

1MiO goes beyond. Its motto is "to create 1 million opportunities to transform a generation". To this end, it seeks to help young adults in getting their first job offer. Within this digital environment, registrants can find apprenticeships, internships, and job opportunities. In three years, 1MiO has brought together over 160 companies, 1,834 cities, 7 states and the federal government as partners and generated over 512,000 job opportunities.

The goal is to give autonomy and empower communities



Multiplying digital skills

The goal is to offer training to help Brazilians be qualified for the job market, have access to jobs and income

Augmenting the gateway to the digital economy is a challenge that involves society as a whole. For this, it is necessary that companies, third sector entities and government organizations act together in creating solutions to train Brazilians in digital skills to work with computers and current technologies. After all, the more people are prepared, the greater the chances of increasing productivity and speeding up economic growth. An example of this line of action by Microsoft Brazil is the **Escola do Trabalhador 4.0**, a partnership with the **Ministry of Labor and Employment (MTE)** and **Softex**, an CSO focused on initiatives to promote innovation, education, and entrepreneurship. Its goal is to offer training in digital skills to help individuals qualify for the job market, have access to jobs and income in Brazil. The target groups are teenagers and adults – both for those looking for their first job opportunity and those who wish to reinvent themselves and be prepared for new demands of the job market.

In the second half of 2023, the tool gathered over one million registered individuals. “Having digital skills to leverage new technologies, such as Generative AI, is becoming increasingly important for workers in multiple industry sectors. Everyone needs to have the opportunity to learn these skills for free so that they can ensure access to new jobs and be more productive in existing ones”, stated Kate Behncken, Corporate Vice President and Global Leader at Microsoft Philanthropies, who was in Brasilia to celebrate this milestone alongside Ministers Luiz Marinho, Labor and Employment, and Juscelino Filho, Communications.

According to Minister Luiz Marinho, the way to reduce the unemployment rate in the country is to also open the range of opportunities for social and professional qualification of workers. For this, it is necessary to invest in

digital literacy and in education relating to tools and digital solutions through projects which are accessible to the entire population.

The program has courses for the various levels of knowledge. Those who are starting now can initiate with the Digital Literacy course modules, where users learn how to use computers, communicate online, and create digital content. The most experienced ones have a chance to deep dive into topics relating to Information Technology, an industry sector with the highest demand for professionals across the world, such as education as Developer and Software Programmer, Consultant for Dynamics 365, and Microsoft AI Basic Concepts Azure. Registration is free and easy, and all courses include certification after approval in a knowledge exam.

Multipliers

As a progression of the qualification program, to enhance the effects of the project and achieve increasingly more individuals, the Train the Trainers program was launched in October 2023. Created with Softex support, its goal is to skill train public and private school teachers, tutors, members of non-profit organizations and state and city civil servants to use the resources, tools, and material available on the platform and act as program multipliers. It is a way to create collaborative networks and disseminate learning in the most isolated places.

Those interested in becoming multipliers can remotely learn detailed information on how the platform operates, deepen their knowledge on available courses and get tips on how to take advantage of the material and resources of Escola do Trabalhador 4.0. Subsequently, considering the habits and difficulties of each individual reality, instructions are passed on to students, thus amplifying digital knowledge.

Innovative growth

The program selects startups with projects that are in line with the United Nations Sustainable Development Goals

Startups are often pioneers in developing new disruptive business technologies and business models, boosting innovation. The entrepreneurial spirit of these companies gives rise to an environment conducive to the creation of businesses focused on current paramount issues, such as the concern for sustainability, social and gender inequalities (*learn more on page 22*) and job creation. We operate in various lines of action focused on this ecosystem. One of them is **Microsoft Entrepreneurship for Positive Impact (EFPI)**, which had a second edition in the first half of 2024.

The program aims to select startups focused on topics related to solving society's challenges and get support through software donations, mentorships, and networking. The requirements to participate are product or service development based on property and non-licensed software, to have a profit-seeking privately held business and most importantly, operate in projects that are in line with four of the 17 Sustainable Development Goals of the United Nations: quality education, decent work environment and economic growth, action against global climate change and peace, justice and effective institutions.

To enhance their business, entrepreneurs get up to \$150,000 in Microsoft Azure credits, including solutions such as Azure OpenAI Service, free access to development tools such as Github, exclusive mentorships and coaching sessions, participation in related events, inclusion in a network of specialized startup mentors, among other benefits.

Partnership

TIM Brasil has joined Microsoft to encourage initiatives and projects carried out by startups that are established within Itaú Cubo, one of the most relevant hubs that promotes technological entrepreneurship in Latin America.

The purpose was to explore applications focused on 5G technology and Internet of Things (IoT), especially for the corporate market. Selected startups gained free access to Microsoft tools to develop their own solutions, including credits to use a cloud to test and improve their services, as well as specialized mentorships – a complete package available for any promising startup to establish itself in the technology industry sector.

To this end, TIM has used **Microsoft for Startups Founders Hub**, a platform that aims to remove barriers and make technology available for the success of startups and provide founders with the necessary resources to support the development of their company and the construction of a successful startup. The initiative offers \$150,000 of Microsoft Azure credits, licenses for Microsoft 365, Power BI, and benefits from partner companies such as Miro, LinkedIn and OpenAI. The program has benefited over 35,000 startups at various growth stages worldwide – learn more at <https://aka.ms/acceleresuaideia>.

With Microsoft support, TIM launched a designated space for technological entrepreneurs at Cubo Itaú

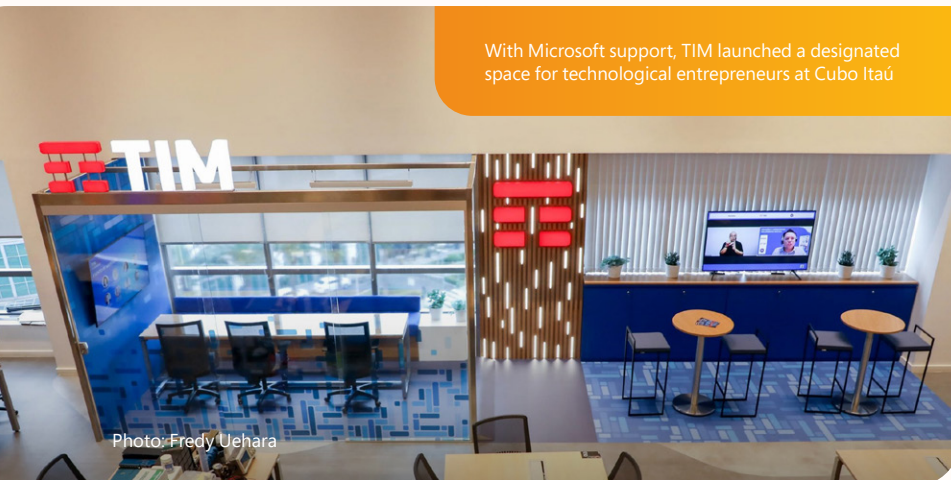


Photo: Fredy Uehara



Students from Kenya were the winners of the 2023 Imagine Cup

Innovation for all

"Create the future with AI": Students from around the world participate in the 2024 Imagine Cup

Can you imagine how valuable an exclusive mentorship with Satya Nadella, CEO of Microsoft is? The personalized guidance of one of the most influential executives on the planet is the main prize for the winner of the 21st edition of Imagine Cup¹, a global competition for innovation and entrepreneurship promoted by Microsoft, tailored to students around the world, who create teams with up to four members. The winning team also receives a \$100,000 prize. The other two finalists get \$50,000. The dispute, which takes place annually since 2003, has already awarded projects from several countries such as Brazil, Kenya, Australia, Saudi Arabia, Germany, China, Romania, United States, Canada, Czech Republic, Ukraine, Ireland, Italy, France, Thailand, Russia, and Portugal.

The theme of the Imagine Cup this year was "Create the future with AI". Early in the competition, the teams that met minimum requirements gained access to the Microsoft for Startups Founders Hub and received \$1,000 in Microsoft Azure credits and \$2,500 in OpenAI credits, as well as access to individualized training on tech and entrepreneurial skills.

With this support, participants had to set up a Minimum Viable Product (MVP) and direct their ideas to solve global challenges and promote positive changes in society through technology. At this stage, the teams described to jury panels their business proposals showing how they imagined turning their plan into reality.

The best teams advanced to the semifinals, in which their work was further enhanced – and its creators had new experiences as a result of mentorship sessions. In this phase, experienced mentors guided each project with tech advice and acceleration suggestions using AI. The teams that qualified also had access to Microsoft for Startups Founders Hub level 2.

Three projects will be chosen to take the stage at the Microsoft Build Conference, a global event for developers and market executives, and will speak live to a highly qualified audience. It is the consolidation of a journey focused on the development of innovative technology solutions that positively impact our society.

¹ Up to the release of this report, the winning team of the 2024 edition had not been disclosed.

Protect fundamental rights

The benefits of innovations need to be the same for everyone. Diversity and inclusion are fundamental issues

In an increasingly digital world, the responsibility of protecting people's fundamental rights is even greater. New technologies allow for increased productivity, yet to the same extent they need to be thought to eliminate barriers and decrease inequality. Its benefits must reach everyone. Greater diversity facilitates increasingly creative ideas that meet the singularities of every individual. A transformative reality needs to be fair and bring the same opportunities to all people.

Internally, we promote plurality through interest groups made up of volunteers from six unique pillars: **WAM** (Women at Microsoft), with actions for female audiences; **BAM** (Blacks at Microsoft), focused on black and brown individuals; **Accessibility** for people with disabilities; **Gleam** (Global LGBTQIAP+ Employees and Allies at Microsoft), for those who identify themselves as LGBTQIAP+; **Families**, which represents the variety of families in the company, and **Asians**, to strengthen the Asian community at Microsoft. All of

them receive financial and structure support for their activities (*learn more on page 22*).

An imbalance still present in the technology job market is gender. Women are still a minority, especially in leadership positions and emerging areas, such as Artificial Intelligence (AI) and cybersecurity. There is much to be done to eliminate this difference. The Microsoft Mais Brasil plan offers courses and training, and also promotes events and lectures to strengthen female prominence (*page 23*). We also encourage entrepreneurship with an investment fund that focuses on startups led by women.

Another fundamental right that gets special attention in the strategy of Microsoft Mais Brasil is accessibility. Assistive technology (AT) is incorporated into our products, including our AI assistant, Microsoft Copilot. To increase participation of individuals with disabilities in the job market, we have prepared a bootcamp involving cloud concepts and AI that is exclusive to this audience (*page 26*).





Inclusion and innovation

Microsoft Mais Brasil diversity and inclusion initiatives contribute to reducing inequalities throughout the technology ecosystem

An environment with plurality is essential to reduce inequalities and, at the same time, has the potential to generate innovative and inclusive solutions. In its comprehensive Diversity and Inclusion (D&I) strategy, Microsoft Brazil promotes financial and structural support for the six pillar initiatives. They are **Women at Microsoft** (WAM), with actions for female audience (*learn more on page 23*), **Blacks at Microsoft** (BAM), focused on black and brown individuals; **Accessibility** for people with disabilities, and the global **LGBTQIAP+ Employees and Allies at Microsoft** (Gleam), for those identifying as LGBTQIAP+. More recently, new global pillars were integrated into the company's D&I group in Brazil, the **Families** pillar, which was created to be a supportive voice, representing a variety of families in the company, and the **Asians** pillar to strengthen the Asian community at Microsoft, assisting them in their professional growth opportunities. All of these pillars also have the guidance of Glaucia Rosalen, CFO (Chief Financial Officer) and D&I Leader at Microsoft Brazil.

The focus on diversity is part of the company's daily routine. Each group has a leader, named co-chair, as well as members and allies, and are dedicated to encouraging internal and external actions, seeking to ensure that everyone has access to professional and skill training opportunities. Accordingly, they act within a principle known as intentionality, which implies direct involvement with each approach and continuous learning.

The challenge of disseminating diversity goes beyond company premises. Its activities seek to cover the entire ecosystem of the Brazilian technology market, in which Microsoft has enormous relevance and penetration. Thus, the work of the pillars also contributes to reducing gender, racial and sexual orientation inequalities for clients, suppliers, partners, and other stakeholders.

Its members often act in external environments, as lead speakers on topics of which they are knowledgeable. One of the leaders of the accessibility pillar, who has visual impairment, was invited to lecture about the most useful ways to incorporate Copilot solutions into the daily life of people with disabilities (*learn more on page 26*). In addition, it leads events such as workshops, benchmarks and hackathons for literacy and skill training, organized with partner companies. Internally, the group gives special attention to neurodiversity. An internal community was structured to focus on people with this profile as a means to strengthen ties and exchange experiences. Since October 2023, three meetings have been held with over 100 participants in each one of them.

Microsoft is a place for everyone and as a result, it offered its office space in São Paulo, with the support of pillar Gleam, as the headquarters of the 3rd and 4th class graduation ceremony (in 2022 and 2023) of Transconvida, an NGO which focuses on tech training trans individuals so that they can access the job market. The NGO, which has received Microsoft's financial and institutional support since for the second consecutive year, offers classes on how to prepare for a job interview, basic computing skills, law, self-defense, English and more.

Skill training is a core concern for BAM. A bottleneck identified by its leaders was the difficulty of students and mentored individuals in understanding English, which was a barrier to advance their technology knowledge. To tackle this issue, we established a partnership with the NGO Inglês para Todos, with branches in communities in the city and countryside of São Paulo and Rio de Janeiro. Thus, those that benefit from their actions that find it difficult to understand the English language, are referred and have access to classes. The result is individuals better prepared to act professionally and expand diversity – a movement in which each step matters and where society as a whole inevitably wins.

Greater opportunities for women in IT

Investing in education and female entrepreneurship are two of our strategies to reduce inequality

Increasing female participation in the technology segment is a challenge that Microsoft has addressed over the years. Many important advances have been documented yet they are not enough to achieve gender equality. It is estimated that out of every 10 individuals working in our sector, only three are women. Microsoft's most recent Global Diversity & Inclusion Report, released in November 2023, shows that 31.2% of the company's workforce is female, an increase of 3.6 percentage points since 2019.

There is a great deal to be done to expand women participation not only within the company, but also across the Brazilian IT ecosystem. Multiple initiatives are under development to reduce this difference as quickly as possible. Internally, for example, the Diversity and Inclusion (D&I) pillar dedicated to women, WAM (Women at Microsoft), operates on a voluntary basis and aims to promote actions outside and within the company with the mission of improving gender representation, through lectures and qualification programs that meet the desires and needs of women (*learn more about the importance of D&I groups at Microsoft on page 22*).

Concurrently, the company contributes to the promotion of entrepreneurial initiatives promoted by women having specific skill training courses aimed at areas with high demand for professionals, in search of alternatives to reduce inequality.

One of these emerging fields of activity is cybersecurity. The search for specialists in this area rose 35% in one year. Still, women represent only 14% of the workforce in this segment in Brazil, according to Microsoft's Digital Defense Report. Within this context, the pillar promoted training for certification in the area, with free registration.

Education in SC-900: Microsoft Security, Compliance and Identity Fundamentals is tailored

to women across Latin America and since July 2022, has trained 1,488 individuals, expanding diversity and the supply of professionals skilled in this increasingly relevant skill. The program is being carried out in partnership with **WOMCY, Latam Women in Cybersecurity**.

In its two phases, the program addressed security, compliance, and identity aspects of cloud-based Microsoft services. Classes were held online (self-learning), with material available in Portuguese and Spanish. Students were able to ask questions about the content and prepare for the certification exam in live Q&A sessions, specific to each language, with instructors certified in SC-900. Virtual collective mentorship meetings were also available as well as lectures to develop soft skills, such as preparing resumé, creating LinkedIn profiles and preparing for job interviews.

Another sphere of knowledge increasingly sought after by companies and public organizations around the world is Artificial Intelligence (AI). For this new and promising field of work, Microsoft offers a series of learning tracks and courses for multiple professional profiles, from beginners to the most tech advanced, focused on skill training women (*learn more on page 12*).

To encourage diversity in the AI environment, in January 2024 we made available the **fluêncIA** program, a set of classes recorded by female Microsoft experts working in the areas of data intelligence, AI, cloud and sales. The course is open to everyone, yet the intention is to attract more women. The reason for calling on women volunteer teachers relates to the desire to show that Microsoft and the technology market are, indeed, for women, regardless of the topic, persistently driving off the idea that this field is a male stronghold. The presence of female leaders helps attract new talent in technology, inspired by examples of successful women.



The complete content available through fluência is 4-hour long and focuses on the history of AI, defining generative AI, ethics in AI, the evolution of search engines, how to be more productive with Bing Chat and how to trailblaze through Microsoft Copilot.

The material is available on several partner platforms, such as EV.G from ENAP, AV from Fundação Bradesco, ATN student web portal, Capacita-te Brasil, Trust for the Americas and on the **Mais Mulheres em Tech** website (<https://www.maismulheres.tech/>).

Mais Mulheres em Tech is the first Brazilian platform dedicated to empowering women in the field of technology and innovation, offering a variety of free technology and personal development courses. Developed in partnership with **WoMakersCode**, a non-profit organization committed to promoting female leadership in the sector, through tech education, mentorship and employability support, the platform aims to train 100,000 women. As of January 2024, Mais Mulheres em Tech has already benefited 71,000 women.

In addition, WoMakersCode carries out several other initiatives in collaboration with Microsoft, including mentorship programs such as **Security Girls**, **DevOps 4 Women**, **Elas na IA** and **Girls Power**. Since 2020, these programs have skill trained women in different areas of technology. In 2023, the Security Girls and Elas na IA programs had already benefited 3,500 women.

At the beginning of 2024, the third edition of Girls Power was launched in partnership with **Black Women in Tech**, a mentorship program that seeks to skill train 6,500 women, 35% of whom are black and brown, in low code and no code programming fundamentals.

With nine live classes and a study track on **Microsoft Learn**, the program covers, in partnership with the D&I pillar BAM (Blacks at Microsoft), technologies such as Power BI, Power Apps, Power Automate, Copilot Studio and Power Pages, and offers certification vouchers to black students who stand out.

Women startups

Another method to increase female visibility in the technology environment is to encourage female entrepreneurship. The bottlenecks include social barriers, in a world where the most entrepreneurs are still men, and lack of credit lines that encourage diversity. To unlock this potential, **WE Ventures** was created in 2019, the first corporate venture capital fund in Latin America 100% dedicated to investing in businesses led by women, and is part of the **Women Entrepreneurship (WE)** initiatives, a program by Microsoft Participações in partnership with Sebrae Nacional and M8 Partners, in association with Bertha Capital. To date, the amount raised by the WE Fund has exceeded R\$60 million, allocated to five startups, one of them in December 2023 (*learn more on the next page*).

The requirements to receive the application are to be a proprietary technology-based company, founded and led by women, with minimum revenue of R\$500,000.

In the second half of 2023, the Brazilian hardware technology and services company **Positivo Tecnologia** became a fund shareholder, with an investment of R\$3.6 million. In addition to financial resources, the company offered knowledge relating to the IT market and its expertise in startup selection and development process. The company joins Flex, Grupo Multi, Suzano, Porto Seguro, AgeRio, Magnamed and Grupo Sabin as investors.

Startup led by women revolutionizes the digital health and well-being market

Brazilian healthtech RadarFit has joined the group of startups that received WE Ventures investment. The business is led by young women from the state of Minas Gerais, Tatiany Ribeiro, Jennifer de Faria and Jade Utsch. The investment was made together with Hiker Ventures, which operates through a fund that focuses on promoting startups. In total, the company will receive R\$5 million, an amount divided equally among all investors. The sum will be directed towards its expansion strategy, aiming at increasing market share.

"In addition to being founded by three women, the company delivers a solution that addresses a crucial issue today in the corporate environment: investing in the well-being of employees. At WE Ventures, we not only look for good business opportunities that has growth potential, but we also want to invest in impact. RadarFit's success also shows the creative potential of women that create businesses within the technology ecosystem", says Marcella Ceva, CIO of WE Ventures.

Healthtech uses gamification and Artificial Intelligence methodologies to encourage its users to adopt health and well-being habits. Through an app, the solution

personalizes users' daily routines, providing eating plans, video-guided workouts, sports practices, hydration guidance and meditation. To maintain the excitement of those who are connected, the app gives out rewards for healthy habits linked to scores, which can be exchanged for vouchers and other services, in addition to a continuously updated health rank.

The startup also set up a service tailored to companies that aim to reduce absenteeism costs, enhancing team productivity, improving organizational climate, and increasing talent retention. Companies that hire RadarFit can monitor the return on their investments through a dashboard. The corporate app is available in Portuguese, English and Spanish and has serviced more than 60 companies, helping over 700,000 individuals.

"Radar Fit has joined the market to provide technology that will truly revolutionize the market, provide widespread access to preventative healthcare and become a reference in corporate engagement, by taking care of companies most valuable asset: its human capital", states Jade Utsch, CEO.

Startup owned by Jennifer de Faria, Tatiany Ribeiro and Jade Utsch received funding from WE Ventures

Released by Radar Fit



Assistive technology

Initiatives for people with disabilities involve professional skill training and Artificial Intelligence

For Microsoft, accessibility is a fundamental right – which is why we are increasingly committed to this issue. Efficient assistive technology is able to unlock the potential of all individuals with disabilities, regardless of the spectrum of their limitation: visual, hearing, neurodivergent, mobility, mental health, or learning. It is a method of large-scale inclusion. In Brazil, only 26.6% of the 18.6 million individuals with disabilities are employed, according to IBGE estimates, based on the most recent National Continuous Household Sample Survey (PNAD Contínua). There are over 12 million people without a professional occupation and learning new digital skills can make a significant difference when overcoming such barrier.

To increase participation of this audience in the job market, we launched a **bootcamp for tech skill training for people with disabilities**, focused on cloud and Artificial Intelligence (AI), in partnership with SoulCode, a digital inclusion edtech. With 40 seats in a fully online and free course, students who stand out will have the opportunity to be hired by Microsoft.

The registration requirements were that of being over 18 years of age and having completed high school or related professional experience. It is a heavy load course held for 12 weeks, from 8 am to 6 pm. The program includes an introduction to networks and systems, cloud fundamentals, machine learning and AI, security and compliance, and projects in Python language. In addition to tech education, the program includes mentorships from Microsoft professionals, development of behavioral skills and a daily one-hour English class for every participant, available through the Tech English platform.

Accessibility with AI

The launch of Microsoft Copilot generative AI assistant, made widely available in September 2023, has further expanded accessibility possibilities of Microsoft products. One of the features that attracted the most attention is linked to Microsoft Teams. With one click, users can instantly summarize a 1-hour meeting into a few topics. Although it is an element that helps all users, this new feature is especially useful for people with attention deficit disorder, for those who are hearing impaired or have visual impairment (who can use an automatic voice reader to read the entire summary, for example).

Another very useful feature is available on Microsoft Outlook. AI helps compose emails based on limited initial information, with users guiding the writing tone, whether it should be more direct or creative, for example. Once again, this is something that is beneficial to everyone, but can be transformative for people with dyslexia or visual impairment: users simply dictate the content and AI will prepare a message, quickly and in an organized fashion. The time saved in these everyday tasks is converted into productivity and creativity.





Released by Atix

The Computer Lab at the Xingu Indigenous Land Association (Atix) was set up with IT devices donated by Microsoft

Connected with the future

Xingu indigenous leaders and young people are trained to use and teach technology on protected land

Microsoft's project to offer tech knowledge to the original people of the **Xingu** took shape in 2023 with digital skill training of indigenous people. Classes took place at the **Associação Terra Indígena Xingu (Atix)**, located in Canarana (MT), in the computer lab which was set up with equipment donated by Microsoft. Atix represents 16 indigenous ethnicities, which have a population of over 8,000 inhabitants. The NGO promotes actions aimed at valuing culture, territorial defense and ensuring social rights.

Training was attended by 41 people and was divided into two groups: the first one, with 20 students, made up of members of leadership teams from indigenous organizations present in the region, and focused on digital skill training that can strengthen their work and increase productivity. The second one, with 21 students, was made up of multipliers from all regions of the Xingu Indigenous Territory. The goal was to train members to become multipliers and take what they learned to the villages of Alto, Médio, Baixo and Leste Xingu, which are located in the south of the Legal

Amazon region. The aim is for these individuals to act as disseminators by teaching technology based on the knowledge they have acquired while still considering their key priorities.

The course was carried out in partnership with **Recode**, a non-profit organization that promotes tech skill training in low-income communities. Their learning ranged from the use of hands-on everyday tools, such as Microsoft 365, to the basics of next-generation technologies, such as cloud computing and Artificial Intelligence.

The strategy is in line with Atix's guideline, which states that every young person who seeks education outside indigenous land is committed to applying the knowledge acquired in their community. It is a way to improve economic development and offer access to technology to the region. Participants recognize that as they gain autonomy, they are able to improve local economy and fight for their rights. When they are connected, their dreams are closer to becoming reality.

Create a sustainable future

Tackling climate change is essential. This effort involves new habits, collective actions, and technological innovations

Being sustainable is no longer a choice and has become essential in a scenario in which climate change is affecting life on the planet. Collective effort is paramount. Changing habits and technological innovations are essential actions to halt global warming.

Microsoft has a global commitment to become carbon negative by 2030, which means neutralizing the amount of greenhouse gases we release. Furthermore, by 2050 we wish to remove our historical carbon emissions since we were founded in 1975.

With the experience gained in this process, we seek to help clients and partners achieve their sustainability objectives. We also created a Climate Innovation Fund with resources of \$1 billion. This amount is allocated to projects capable of producing a significant and measurable impact through new technologies and new business models.

Microsoft Brazil is heading in that same direction. This fiscal year, we signed three historic contracts on our path towards sustainability. The first of these is for the supply of wind power for 15 years. Our expectation is that, by 2025, our

cloud services will run 100 percent from clean sources (*learn more on page 31*).

The other two relate to the carbon credit market. One refers to the acquisition of 1.5 million assets obtained from reforestation projects in the Amazon (*page 31*).

In a second agreement, we have acquired 3 million carbon credits, over 15 years, with the Brazilian forest restoration company re.green, which operates on degraded areas in the Atlantic Forest and the Amazon. The deal involved legal, technical and financial audits, and field visits. Created two years ago with the ambition of restoring 1 million hectares of native forests, re.green has 9 thousand hectares for this project and plans to acquire another 6,7 thousand hectares of restorable area and will plant 10,7 million seedlings of native species.

We also promote skill training programs in environmental technology. Our goal is to prepare professionals to generate positive changes in society throughout their careers, leading businesses with an appreciation for sustainability (*page 30*).





Green skills

Education seeks to encourage the use of technological innovations to mitigate the impacts of climate change

Climate challenges are increasingly evident. Recurrent heat waves and an increase in rainfall, among other factors, have caused impacts in urban areas and natural ecosystems, such as floods, reduced biodiversity, and deteriorated air quality. The search for solutions to tackle this scenario requires a joint attitude from individuals, good ideas and technological innovations.

To encourage sustainable digital creations, Microsoft joined forces with the startup INCO Academy to promote **INCO Academy Green Digital Skills**, a free training program tailored to qualify professionals in environmental topics. The aim is to prepare professionals to generate positive changes in society throughout their careers, with a specialization in IT relating to sustainability. The course, lectured in Portuguese and starting in the second half of 2023, targets students over 16 years of age and with familiarity or previous education in technology.

Classes were organized into three basic modules. In the first of them, "Fundamentals of Sustainability in Technology", participants discover how the era of computing affects the environment and society and seeks ways to develop strategies that reduce the digital

environmental footprint. Responsible digital design and measuring the sustainability of technological products are the topics of the "Principles and Practices of Sustainable Design" module. Finally, professional trajectories in the area of green technology are covered in the module "Your Journey towards Sustainable and Environmental Careers".

Students also need to choose at least one of four elective modules: Carbon Accounting and AI, Sustainable Digital Marketing, Sustainable Design and Sustainable Infrastructure. In order to get a certification, students must apply their new sustainable skills to a real-world project selected by them.

Third sector

With the goal of expanding the culture of promoting sustainability in the digital era, Microsoft and INCO Academy launched the **Green Digital Skills Training Program**, aimed exclusively at third sector entities. The idea is to reach those who already have experience in online learning in digital skills.

Non-governmental organizations can choose two ways to take part in the program. Those who choose "Content Supply" have access to training that can be included in their e-learning platforms and offered to their beneficiaries. In the second alternative, "Training for Instructors and Tutors", INCO Academy teachers offer training for the entities' professionals to directly skill train their target audiences, with adequate educational support. The objective is to allow organizations to impact the territories where they operate with the necessary skills to improve employability and create paths to sustainable careers.



Partnerships for the Amazon

Mombak and Microsoft sign historic agreement for the reforestation of the Brazilian Amazon

Microsoft signed a historic agreement with Mombak, a startup specializing in carbon credits from reforestation of degraded areas in the Amazon. The Amazon Reforestation Fund, operated by Mombak, will provide Microsoft with up to 1.5 million tons of high-quality carbon removal credits from native biodiversity reforestation projects in the Brazilian forest. Each credit corresponds to one less ton of carbon in the atmosphere.

The agreement, signed in December 2023, will allow the reforestation of an area of 70 thousand hectares. The recovery will involve planting of at least 30 million trees, over 100 native Brazilian species, including varieties threatened with extinction. People from Amazon communities will be hired to sow seeds and care for the plantation.

“Microsoft and Mombak wish to contribute to the expansion of a high-integrity carbon removal market. Reforesting the Amazon currently represents the largest carbon removal opportunity worldwide. It also enriches biodiversity, creates quality jobs in marginalized areas and helps avoid the Amazon tipping point,” stated Peter Fernandez, CEO of Mombak.

The carbon market is a mechanism created to encourage sustainable practices that eliminate greenhouse gases from the atmosphere. The logic is simple. On the one hand, companies with high carbon consumption acquire credits from entities and programs that, in turn, invest in initiatives aimed at reducing greenhouse gas emissions, such as the production of renewable energy, waste treatment, sustainable agriculture and, as in this case, reforestation. The agreement aims to serve as compensation, helping to balance environmental impact.

Created in 2021, Mombak’s mission is to rebuild Amazon forests, developing high-

integrity carbon removal projects, reforesting degraded Brazilian grazing land using native and biodiverse tree species. The additional carbon removed from the atmosphere by these projects generates high-quality carbon removal credits sold on the spot market and through purchase agreements. Undoubtedly, a fresh start which the Amazon deserves.

Fair winds for clean energy

Microsoft has a global commitment to be a zero-carbon company by the end of 2030, which means neutralizing its greenhouse gas (GHG) emissions to avoid climate change damage. In line with this objective, the Brazilian subsidiary signed, in the first half of 2023, a contract with **AES Brasil** for the supply of renewable energy for 15 years, starting July 2024. Our estimate is that by 2025, the services of Microsoft Azure cloud systems will run on 100% clean source power.

The energy will be generated from the Cajuína Wind Complex, located in Rio Grande do Norte, approximately 130 kilometers from the city of Natal. The section of the Complex that supports the project, when completed, will have an installed capacity of 154 megawatts, which is enough to meet the power consumption of 250 thousand homes and avoid the emission of 28.7 thousand² tons of GHG. The operation and maintenance of this wind farm is carried out locally and by an all-women team.

This is the first agreement in Brazil between the two companies and expands its global relationship for the supply of sustainable energy. The business complies with the best ESG practices, a set of practices aimed at preserving the environment, responsibility towards social issues and corporate transparency.

² Considers the 2022 national grid factor of 0.0426 (tCO₂/MWh).

Earn trust

The adoption of responsible use of AI and cybersecurity actions encourage companies and governments to adopt innovations with a careful approach

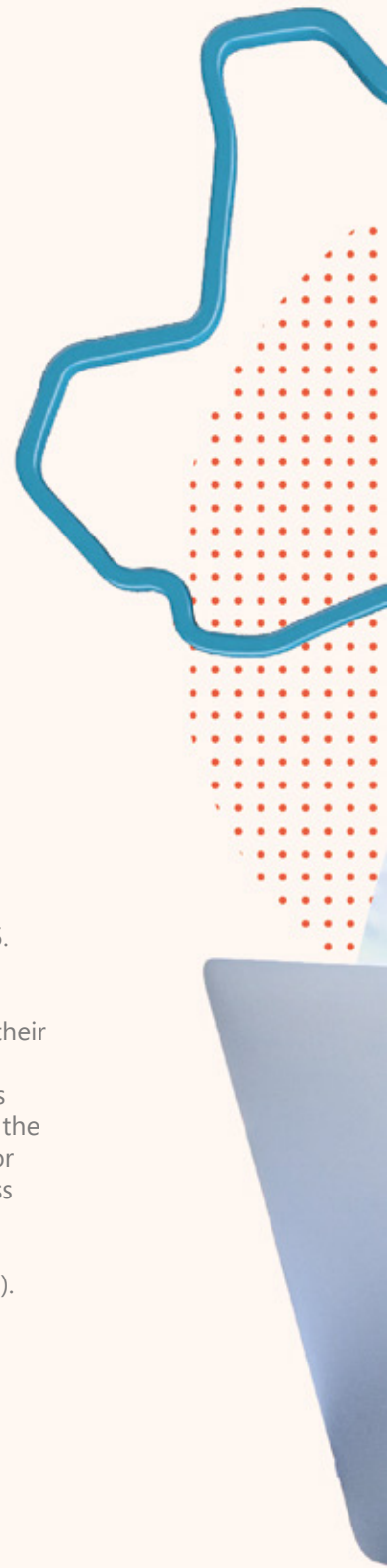
We are at a time of technological transformation, with the speedy advancement of Artificial Intelligence (AI). It is justifiable for people and companies to be fearful about its effects on aspects such as information security, privacy, and the future of employment.

Microsoft is constantly working to ensure the responsible use of AI across the board. Having learned from years of developing innovation, we have established principles of governance and access (*learn more on page 36*). Among other points, we safeguard transparency and easy access for developers.

Initiatives to disseminate these ideals include the Microsoft IA Tour, a global and on-tour event that took place in Brazil in March 2024. Around 3,000 people attended the event to learn more about generative AI technology and use cases that are already helping change people's lives.

The advancement of AI has also triggered new cybersecurity caution (*page 37*). Microsoft processes 65 trillion security signals daily. In one year, the company blocked 230 billion authentication attacks. We work with over 15,000 partners around the world to tackle these cyberattacks. As a result, the demand for professionals with cybersecurity skills grew globally by around 35% in one year. It is estimated that we will have an unmet demand of 4 million jobs in this industry sector by 2025.

All of these efforts increase confidence of companies and public entities in carrying out their projects, taking advantage of the full potential of AI. In each of them, Microsoft provides all its support to make the necessary adaptations to the business. This close cooperation takes place, for example, with the Central Bank and the process of innovation of the national financial system with the creation of the platform for the first official Brazilian digital currency, Drex (*page 41*).





A deep dive into advances in Artificial Intelligence

Around 3,000 clients, partners and developers attended the Microsoft AI Tour, a global AI event that brought together a series of in-person experiences to highlight the ways in which Artificial Intelligence is revolutionizing businesses of multiple sectors and sizes and society in general. The event was held on March 21, 2024, in São Paulo, and Brazil was the only country in Latin America to host the meeting, which also took place in the United States, France, India, South Korea, Germany, United Kingdom, Australia and Japan.

Participants were able to see up close all the advances in AI through partner event booths, keynote speakers, unique topic panels, use case presentations, and a presentation in the plenary session by Judson Althoff, Executive Vice President, and Chief Commercial Officer at Microsoft.

In his lecture, Judson explained to guests the premises for incorporating AI into all Microsoft products – and recommends that companies use it as a guide. For him, the strategy needs to address the following questions: “how can we reshape



Photo: Claudio Rossi

Event booth at the entrance of the Microsoft AI Tour

customer experience?”, “what shall be done to engage them?”, “how to redefine internal processes?”, and “how to improve our innovation curves?”.

The audience was able to closely see the convenient tools offered by Microsoft Copilot, Microsoft’s AI assistant. Among the examples offered, were those related to providing support for programming websites with prompts, customer service powered by Copilot for Service, the opportunity for all companies to create their own AI tool with Copilot Studio and improving cyber defense performance with a complete report analysis of each incident in real time. Common to all these applications is the possibility to speed up productivity of professionals and generate additional time available for strategic and creative activities. A leap in quality in the job market.

At the end, Judson invited to the stage Brazilian client representatives for a discussion about how AI is helping people in their everyday lives.



Photo: Claudio Rossi

Judson Althoff, Executive Vice President at Microsoft

Sustainability

In addition to the keynote speaker on the main stage, the Microsoft AI Tour provided multiple discussions on specific topics, such as the adoption of AI for security and governance, the use of low code tools and the use of generative AI to make strategic decisions.

A panel that attracted a great deal of attention was one that discussed AI relating to ESG, which was mediated by Ronan Damasco, Director of Technology at Microsoft Brazil, Juliana Almeida, Vice President of Initiatives and Strategic Partnerships at Capgemini Brazil, and Tânia Cosentino, GM at Microsoft Brazil, who highlighted the importance of having continuous up-to-date information to achieve sustainable results and good ideas “We can’t manage what we can’t measure,” stated Tânia. An example mentioned was the monitoring of agricultural crop, which can be tracked in real time and recognizes the best time for irrigation or for using crop protection.

Tânia spoke about the opportunities of Microsoft Sustainability Manager, a software that automates data collection and performs analyses for sustainability reports. The solution includes, for example, an algorithm that calculates a company’s carbon emissions in each step of its operation, indicating to decision makers what to prioritize in order to be increasingly sustainable.

With great optimism regarding the potential of AI in Brazil, Tânia further stated that “the country has all it needs to lead a low-carbon economy, as



Photo: Claudio Rossi

Learning about Artificial Intelligence

a center of excellence”. The massive adoption of AI and the clean national energy matrix are ingredients that can give rise to innovative businesses in this new era, contributing to enhance industries and services in Brazil.

AI in Brazil: Exploring Opportunities

During the event, the AI Brazil report, *Exploring Opportunities*, was also presented. The publication showcases the various initiatives adopted by Microsoft to ensure responsible use of AI, to make it useful and productive, considering economic, social and environmental aspects. It also offers examples of how AI is being effectively used in Brazil as a means to improve education, public services management, and company productivity.

This edition also highlights the core role of Brazil as president of the G20. The latter is a group made up of 19 countries in addition to the European Union and the African Union. Brazil’s role is that of promoting global discussions and cooperation relating to the use of AI when facing society’s greatest challenges, in addition to incorporating into these discussions the application of technology in efforts to meet United Nations’ Sustainable Development Goals, such as that of tackling hunger and reducing inequalities. “We have attributes to lead this conversation,” stated Elias Abdala Neto, Vice President of Legal and Corporate Affairs at Microsoft Brazil and coordinator of the publication.

Tânia Cosentino, GM at Microsoft Brazil

Photo: Claudio Rossi





Prompts for everyday life

Brazil takes part in the challenge for responsible Artificial Intelligence use in everyday life

The quick advancement of Artificial Intelligence (AI) has made discussions about its responsible use, in multiple aspects, increasingly urgent. Microsoft is at center stage in terms of the development of AI innovation, with investments to transform it into a tool that can effectively serve all people and the planet, we are committed to leading this broad debate, listening to multiple stakeholders while conveying accurate and transparent information to society.

Brazil is a key participant within this context. In March 2024, the country was selected to host the Microsoft AI Tour, a global corporate event for clients, partners, and developers, which also took place in the United States, France, India, South Korea, Germany, the United Kingdom, Australia, and Japan (*learn more on page 34*). On that occasion, the Brazil AI report, Exploring Opportunities, was released with examples of initiatives where generative AI is contributing to improve education, public services management, and company productivity.

Furthermore, Microsoft promotes skill training courses for distinct levels of technology knowledge (*learn more on page 12*).

We are also implementing in Brazil, the Artificial Intelligence National Initiative (AINI), an initiative that seeks to actively contribute with clients, governments, and communities in the adoption of advanced technologies involving AI use. Its strategic goals for implementation, encompass that of supporting the effective provision of public services, inclusive economic growth, creation of ethical and responsible demands and education for skilled workforce. All this evolution is tightly monitored so that AI is invariably adopted in a responsible manner.

This issue has been handled as a priority since 2017, when a committee of engineers, programmers and experts established ethical guidelines for this ecosystem. In 2023, the document Governing AI: A Plan for the Future, offered a path to address issues related to innovation through public policies, laws and regulations.

In May 2024, a further step was taken with the release of the 11 principles for AI access, organized into three lines of action: providing access and support for developers who create models and applications, ensuring the right to choice and fairness across the AI economy, and meeting fundamental social responsibilities. The key commitments established relate to offering tools so that each country can build its own AI environment, being active and disseminating skills in new technology and taking advantage of AI to advance in environmental sustainability.

Effective AI

All this knowledge is being effectively incorporated into **Microsoft Copilot**, a daily generative AI assistant that is integrated with Microsoft Windows and Microsoft 365. The application was made available to all

users in November 2023. In January 2024, we introduced Copilot Pro, a premium subscription with innovative features for clients. These include priority access to the latest AI models, such as GPT-4 Turbo, OpenAI, a company in which we have made significant investments. Subscribers can also create AI-enhanced images with Image Creator from Microsoft Designer and have the chance to build their own Copilot GPT from a simple set of prompts.

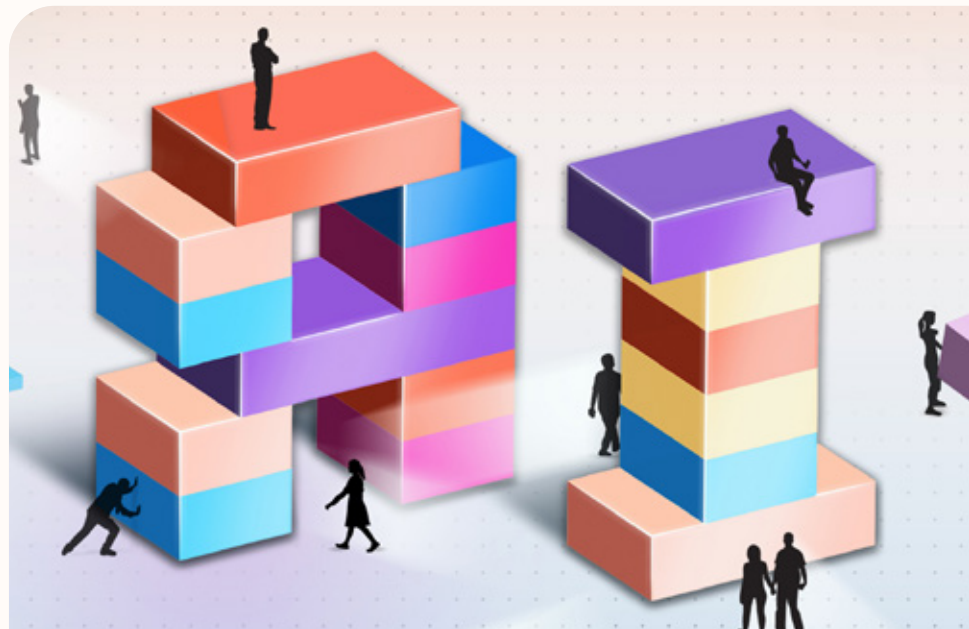
Business users' first impressions of the multiple possibilities of innovation have been positive. The Work Trend Index report, released by Microsoft, showed that 70% of employees reported increased productivity. The quality of work, according to participants, improved by 68%, especially by allowing the creative process to be enhanced. Users were 29% faster at specific tasks such as research, drafting emails and summarizing documents. Yet there is still a great deal to come.

Artificial Intelligence and cybersecurity

The use of technology by cybercriminals requires additional data protection efforts

Advances in Artificial Intelligence (AI) have magnified cybersecurity challenges. As generative AI has increased organizations' ability to overcome external threats and increases protection efficiency, it also allows malicious actors to use this technology to create new malwares and increase the success rate of their cyberattacks.

As a result of its relevance, this issue was comprehensively analyzed in the sixth edition of the Cyber Signals report, released in February 2024, and produced by Microsoft's global cybersecurity team. The document brought light to both sides and found that AI platforms are being used for attacks by cybercriminals. Learn more at [CyberSignals-Feb-2024.pdf microsoft.com](https://www.microsoft.com/cyber/signals/feb-2024).





Continuous monitoring

Microsoft processes 65 trillion security signals daily. In one year, the company blocked 230 billion authentication attacks. It also prevented 619,000 distributed denial-of-service (DDoS) attacks, which are malicious attempts to disrupt a server by overwhelming the target with a flood of internet traffic.

To tackle these increasingly complex attacks, we work with over 15,000 partners worldwide. Additionally, we maintain a Threat Analysis Center, which to date has provided more than 500 intelligence reports to international government partners to better understand the cybersecurity landscape and continuously monitors strategic actors.

It is no coincidence that the topic is on the agenda of public and private organizations across the world. The demand for professionals with digital protection skills grew globally by around 35% in one year. It is estimated that we will have an unmet global demand of 4 million jobs in this segment by 2025.

In Brazil, company investments to prevent, resist and recover from cyber incidents are expected to increase 12.4% in one year, as reported on a study sponsored by Microsoft and Kyndryl, which is the largest provider of IT infrastructure services in the world. Considering software alone, annual growth rate is expected to be 20% between 2022 and 2026.

Research carried out by the IDC institute in Brazil showed that, to improve what is known as cyber resilience, companies plan to prioritize the modernization of their technology systems and databases. With increase in digitalization and the adoption of cloud services, this topic is no longer interest within the IT ecosystem, as it gains strategic contours, it becomes part of the agenda of companies' boards of directors.

The study also offers guidance to companies and public institutions on how to protect themselves from cyber intrusions through AI platforms. The first of these is to use conditional access policies, with authentication and authorization requirements at all available data points, including user identity, location, and device integrity analysis, within Microsoft's Zero Trust strategy model.

Experts also recommend continuous employee training, educating the public about malicious cyber intrusions that come through emails (phishing) and text messages, ensuring that data remains private in all communications, enabling authentication with more than one factor for all users and taking advantage of available AI security tools, such as those included in **Microsoft Copilot for Security**. According to the Digital Defense report, published annually by Microsoft, compliance with all standard cybersecurity hygiene recommendations would prevent 99% of cyberattacks.

Microsoft is also stepping up its cybersecurity strategy with the **Secure Future Initiative** (SFI), a long-term commitment to ensure secure and reliable products and services. This new strategy brings together all areas of Microsoft to promote cybersecurity protection. It has three pillars, focused on AI-based cyber defenses, advances in fundamental software engineering, and advocating for stronger application of international standards to protect civilians from cyber threats.

In addition to tech factors, executives expressed the importance of encouraging the development of a culture of information dissemination and recurring training for all their teams, regardless of the level of tech tool use. The aim is to raise awareness about its appropriate use, as well as reinforce the relevance of data confidentiality.

Mitigating cyber risks

In this context marked by complexity and potential increase in digital threats, Microsoft and PwC consultancy launched an innovative and global solution to support companies in their governance, security, privacy, and data protection journeys: the Data Security Cockpit. The program is designed to support senior management, technology security teams, in addition to data and compliance managers.

The solution features visibility of the entire data chain, identifying personal and sensitive data, the operationalization of data strategy through formal governance programs, information controls during use and in transit and establishing tools, policies, and procedures to remove unnecessary confidential data. All of these efforts aim to mitigate the risk of cyberattacks as much as possible.

The study shows cyber protection of top events

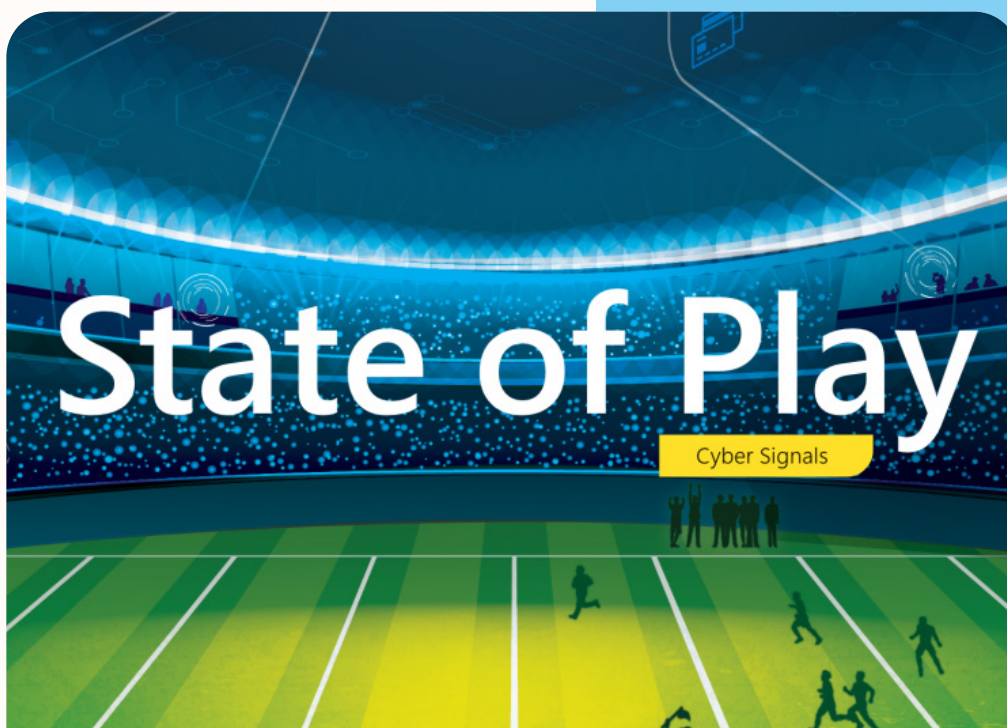
The fifth edition of Cyber Signals, released in August 2023, examined cyber threats at major sporting and entertainment events, based on learnings and telemetry when delivering cybersecurity support and critical facilities at the Qatar World Cup.

The document portrays the complexity of protecting these places when holding meetings with large audiences. It states that efficient performance requires vigilance and constant collaboration between interested parties. The global sports market alone is valued at \$600 billion and its members harbor valuable information for cybercriminals.

When arenas host big crowds, data transmissions become more vulnerable due to the substantial number of external connections and interconnected devices, control becomes progressively difficult.

Additionally, IT systems at these locations may contain hundreds of known and unknown vulnerabilities. There are several potential targets, such as points of sale, local infrastructure and personal and sports performance data from teams, coaches and athletes connected to the internet.

The Cyber Signals brief also provides a series of recommendations against cyber threats during these scenarios. They include the implementation of firewalls and encryption protocols, regular security audits, an awareness program for those participating in the event and continuous monitoring of network traffic to quickly detect and respond to any cybersecurity incident.





Technology applied to the public sector

Initiatives seek to promote good practices for the use of generative AI in government entities

Microsoft Brazil seeks to maintain frequent contact with public sector entities aiming at exchanging experiences and contributing to the evolution of transparency and integration of new technologies. In partnership with the **Center for Public Leadership (CLP)**, a guide was developed for creating generative technology tools for public management. The CLP is a non-partisan organization that seeks to engage society and develop leaders to face Brazil's most pressing problems.

The guide was launched in December 2023 during the 127th National Forum of Secretaries of State for Administration and will be presented by the CLP and Microsoft at different events throughout 2024, using the foundation of AI 100 1 – Artificial Intelligence Risk Management Framework, a document created by the National Institute of Standards and Technology (NIST) of the United States Department of Commerce. Its intention is to help disseminate good practices and promote ethical, reliable, and inclusive AI, which improves the experience of Brazilians while

using public services. The idea is to set up a plan for organizations to consolidate the methodology for managing risks related to AI. "It is essential that public servants are adequately educated in order to ensure ethical, transparent and beneficial use of Artificial Intelligence", stated Tadeu Barros, President of the organization.

The CLP also prepared a second document that describes good practices in AI in public services management, in which it shares initiatives that are being implemented in the country at federal and state levels. These are success stories that are changing state rationale. Among the examples highlighted, is the virtual customer service assistant Jaque, adopted by the National Treasury Secretary. By bringing the technology to the national public administration's accounting information website, the chatbot completed in the first four months of operations, over 2,800 interactions, reducing the workload of the agency's servers.

AI at AGU (Attorney General of the Union)

An emblematic case of using AI in the public sector is that of the **Attorney General's Office (AGU)**, an institution that is responsible for the legal representation of the Union. By adopting GPT-4 technology, incorporated into the Microsoft Azure OpenAI Service solution, the body wished to enhance the work of its lawyers and generate increased efficiency.

The challenge is monumental. The AGU analyzes 20 million legal cases, at an average of 10,000

summonses per day, in addition to 80,000 daily subpoenas. The goal is to use innovation to assist in the analysis and forecast of legal outcomes aspiring to improve decision-making and assisting in the development of procedural strategies, using the Judiciary's massive database as a valuable source.

Data privacy and compliance are critical elements in this task and its execution operates with the most advanced layers of security which are available in the Microsoft Azure cloud. All information contained in the application is stored and processed in the private domain of the AGU, which has adopted data anonymization techniques, concealing personal information, thus ensuring that individuals cannot be identified from the available data.

On the path towards the Digital Brazilian Real

Microsoft works alongside the Central Bank for the evolution of the national financial system

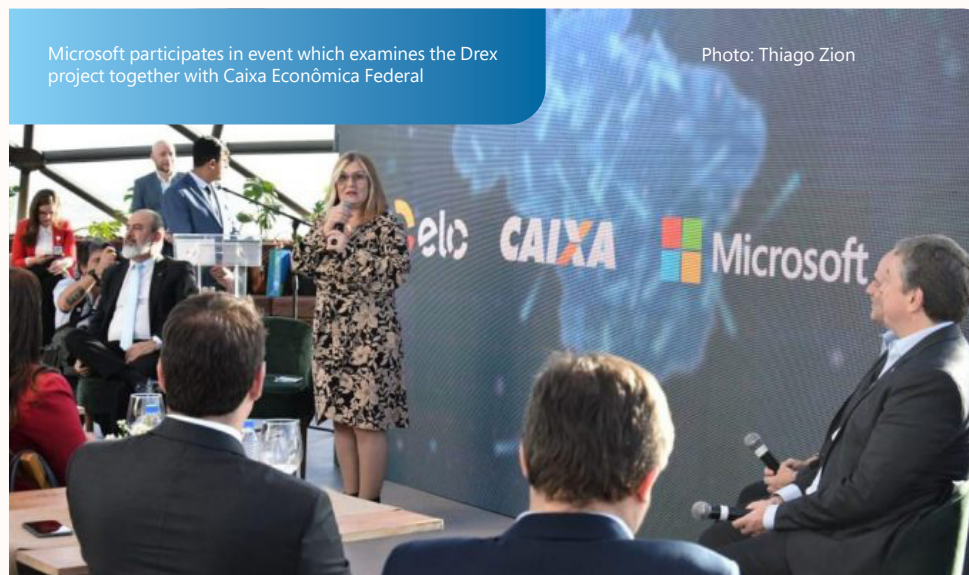
Microsoft works comprehensively with the Brazilian Central Bank (BC) and financial institutions in supporting the creation of solutions for the national financial system – which includes the Digital Brazilian Real development project, named **Drex**. The challenge is to securely lead the way, combining the advantages of the latest innovations relating to regulatory compliance and risk management. The objective is to ensure that financial institutions can expand with new business models, in a tokenized economy, and have the necessary capacity to reduce expenses and promptly react towards sustainable growth.

We were present at the LIFT Challenge, a special edition of the Financial and Technological Innovations Lab collaborative environment, seeking solutions for the Digital Brazilian Real. The event was held by the National Federation of Central Bank Servants Associations (Fenasbac) in cooperation with the Central Bank. On this occasion, we worked together with Visa, Evertec and Agrotoken to create an innovative agricultural commodity tokenization solution, as a means to support the digital and financial inclusion of small and medium-sized agricultural companies, in addition to expanding their business to access global markets.

We are also directly committed to the development of the Drex platform (retail, wholesale, and financial assets). The project, also led by the BC, will allow several types of secure monetary transactions with tokenized digital assets and smart contracts to be available to companies and citizens. Concurrently, Microsoft has supported studies related to transaction privacy and to make the DREX platform resistant to quantum attacks. The speed and consolidation of this technology will make it possible to reduce the cost of operations for banking institutions and, consequently, contribute to the financial inclusion of Brazilian citizens.

Microsoft participates in event which examines the Drex project together with Caixa Econômica Federal

Photo: Thiago Zion



In this matter, we are the only company to participate in four pilot project groups which we support with innovative business models, alongside the Brazilian Banking Association (ABBC), Elo (payments sector company), Caixa Econômica Federal – offline payments and banks ABC and Inter & Co – tokenization of the real estate sector. We also contributed, together with Bradesco and B3, to the creation of new business models, to the asset tokenization infrastructure and to the Drex sandbox (controlled computing environment that allows users to test and execute programs, solutions, and new features).

In addition to direct action, Microsoft executives were part of the Digital Brazilian Real Pilots panel at the Blockchain Rio Festival, the largest blockchain and Web3 event in Latin America, in September 2023. On the occasion, they shared

with the audience the challenges of this mission and issues related to security.

AI for the financial sector

In February 2024, we introduced to the market the extension of our Artificial Intelligence (AI) assistant for finance professionals: Microsoft Copilot for Finance. The application will allow the financial divisions of companies to automate their workflow, freeing up time for their members to perform strategic tasks.

Among the features available is integration with Microsoft 365, which will allow analysts to review numbers in a Microsoft Excel spreadsheet using natural language prompts. The tool will also allow the transformation of raw data into graphs for presentations and reports prepared to be shared in Microsoft Outlook and Microsoft Teams.

Effectively innovative solutions

Solid partnerships are key to digital transformation in companies



No one knows the challenges of a company better than its direct employees. After all, they are the ones who know its mission, values, and strategic goals. The constant exchange of information is an essential factor in promoting digital transformation of businesses and increasing people's confidence in technology.

Since we know that cooperation is paramount to achieve positive results, Microsoft is always close to its corporate clients, helping companies create innovative solutions that solve real problems in their daily operations.

Solid partnerships enable us to co-create, in a customized fashion, strategic solutions to meet multiple market demands. On the following pages, you will read success stories where the common denominator is the convergence of advanced Microsoft technologies with the practical needs of people and companies.

Petrobras offers overall widespread use of AI in the company

With the collaboration of Microsoft, AI became part of the daily operations of **Petrobras**, a company specialized in the oil, natural gas, and energy industry, and one of the largest companies in the world in this segment. The company developed ChatPetrobras, an internal tool for generating creative and analytical content that uses the most modern features of the Microsoft Azure OpenAI Service. With this, Petrobras makes innovation available to its entire workforce, in an initiative to allow widespread use of generative technology in the company. The application is available via intranet to 110,000 workers, including employees and service providers, to carry out multiple activities such as preparing reports, overviews and presentations.

The new technology was designed based on information security, data protection, compliance, rules, and regulation policies of the Brazilian government, preserving confidential information and valuing the integrity of

business data. The solution offers the most advanced layers of security and protection, with all data protected under the company's internal domain.

Petrobras' goal with widespread adoption of AI is to offer its employees additional support to make quick and accurate decisions, generate valuable insights for the business and optimize internal processes. AI's natural language understanding and generation, translation and code creation capabilities benefit business areas, such as Exploration & Production, Reservoirs and Wells, as well as administrative and corporate departments (trade, IT and telecommunications, engineering, legal and human resources, etc.). The solution works as a foundational architecture for incorporating future AI applications.



Atento increases customer satisfaction

Atento, a service provider for relationship management and business transformation outsourcing, achieved a 20% improvement in customer satisfaction for an important client by implementing generative AI tools in one of its consumer relationship solutions. The adoption of Microsoft Azure OpenAI Service made it possible to automatically distribute tasks to the appropriate department in addition to adequately respond to daily interactions.

Throughout contacts between brands and consumers, the technology also manages all formalization stages of each step and status updates and accurately integrates all communication channels selected by consumers.

Microsoft's collaboration was essential to polish the tool, which follows a continuous learning path. Furthermore, Microsoft Power Automate integrated legacy systems, reducing manual efforts while contributing to optimized response time.

This change allowed for a 30% increase in productivity and a reduction in operational errors of close to 20%. Security, privacy, and data compliance were other advantages of the system. Information is anonymized with data kept within its internal domain, adhering to all confidentiality standards.

Driving innovation at Porsche Cup Brasil with Data Driven technology

Porsche Cup Brasil, an iconic championship, with automobiles manufactured only by the renowned German luxury car brand, is being transformed by virtue of an innovative data-driven approach. A pioneering solution, inspired by data driven culture, is revolutionizing the championship by allowing the collection of information on the competing cars in real time during all races. This data is instantly sent to the Microsoft Azure cloud, allowing engineers and technical teams to have direct and immediate access to it.

This system was created through a collaboration between Microsoft and the Porsche Cup Brasil organization, with customized design to meet the unique needs of a sport where every millisecond counts. The development was supported by BlueShift, a cutting-edge consultancy specialized in Big Data & Analytics, Generative Artificial Intelligence, Internet of Things (IoT) and Robotic Process Automation (RPA).

Data collection is critical to optimize car performance and enable drivers and teams to make strategic choices before crossing the finish line, thus enhancing operational efficiency. This is particularly crucial for tasks such as maintenance and monitoring, enabling proactive forecasts and diagnostics. Previously, this data collection required cars to be connected by cables, which required pit stops, and delayed the entire process.

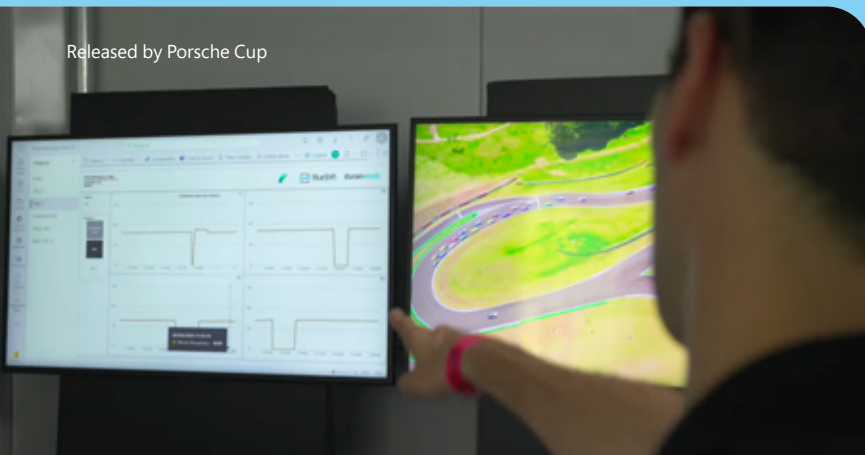
Furthermore, by implementing this online tracking infrastructure it ensures that event organizers can maintain continuous control over data, offering updates from providers and adopting responsible and secure management practices. This mindful attention underlines its commitment to privacy and regulatory compliance. The next goal is to introduce tools that will allow audiences to follow all relevant aspects of the competition in real time, directly from the cars that are on the racing circuit.



Ethical issues guided the use of AI at a law firm

AI has started to attract interest from large law firms. With over 50 years of experience, **Machado Meyer Advogados** adopted, in December 2023, the Microsoft Azure OpenAI Service to develop a safe and effective tool that uses AI to build up the work of its professionals. Initially, the goal is to offer the technology to support daily office activities, such as translations, reviews, summaries, and searches within the company's database. Special attention was given when implementing these resources considering ethical and privacy issues to ensure complete security and confidentiality of customer data.

Released by Porsche Cup



The law firm is at the forefront of innovation by adopting Microsoft Azure OpenAI Service as part of its strategy to improve daily processes. In addition, the firm also began its journey with Microsoft 365 Copilot, a tool that uses generative AI and has the potential to be a copilot for lawyers, providing an even more complete and effective experience within the legal environment.

Machado Meyer has also been working on a collaborative intranet and plans are to develop a web portal for its

clients, which will provide direct and easy access to all service features offered by the office.

“The project with Microsoft offers more innovation to our environment and allows us to extract knowledge quickly and easily for our lawyers, enhancing our information base and making work even more effective”, explains Paulo Silvestre de Oliveira Junior, Coordinator of Innovation and Development.

B3 uses AI to develop productivity and financial education tools

B3, the Brazilian stock exchange, developed the B3 GPT platform, a set of AI tools whose main objective is to increase employee productivity in routine tasks, allowing more time for creativity and the creation of quality work. The solution is built on services from Microsoft Azure OpenAI Service, including Azure AI Search.

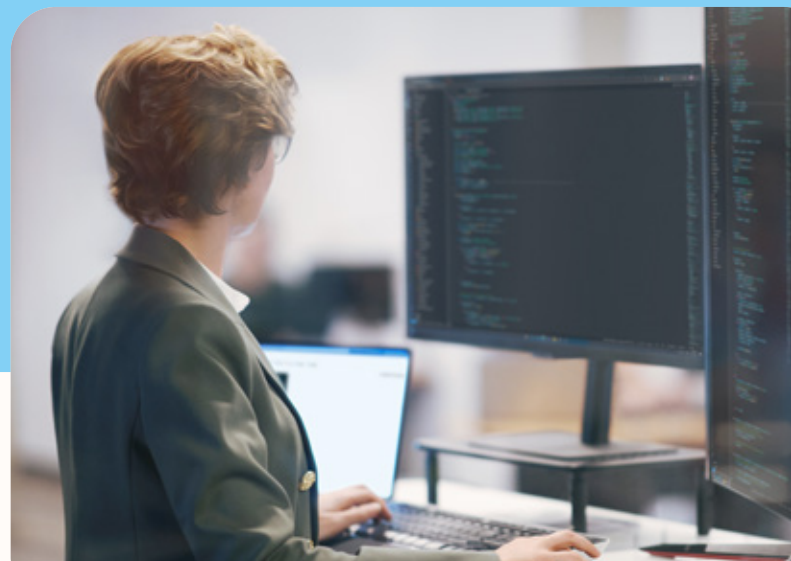
Among the features available are corporate chat, the GPT-4 model (used to create programming codes), AskPDF (a solution for summarizing an extensive document into important messages), CloudAI (a tool for conducting employee onboarding using internal documents and generative AI) and Jeito B3 (which allows users to customize the language of email responses).

An AI team was set up to manage all these initiatives and establish priorities. Their goal is to promote the use of generative technology in a systemic way, so that it is no longer viewed as a task exclusive to the IT area. To support this learning process, the team created educational guides, training on data usability practices and information security guidelines.

In addition, in partnership with Microsoft, B3 launched a generative AI tool focused on financial education. This new technology, available completely free of charge on B3 Bora Investir platform, is a significant milestone

in terms of supplying widespread access to the capital market through financial education.

Developed with the purpose of helping investors understand the basic concepts of the market and make informed decisions, this financial education chat offers accurate and reliable answers to a wide range of common investment questions. The content is generated from a robust database, carefully curated by B3 experts, to ensure its reliability and relevance. One of the main advantages of this tool is its ability to eliminate barriers when asking questions and encourage active participation from first-time investors. By offering an easy and interactive environment to answer questions, the financial education chat aims to crack the idea that investing is complicated.

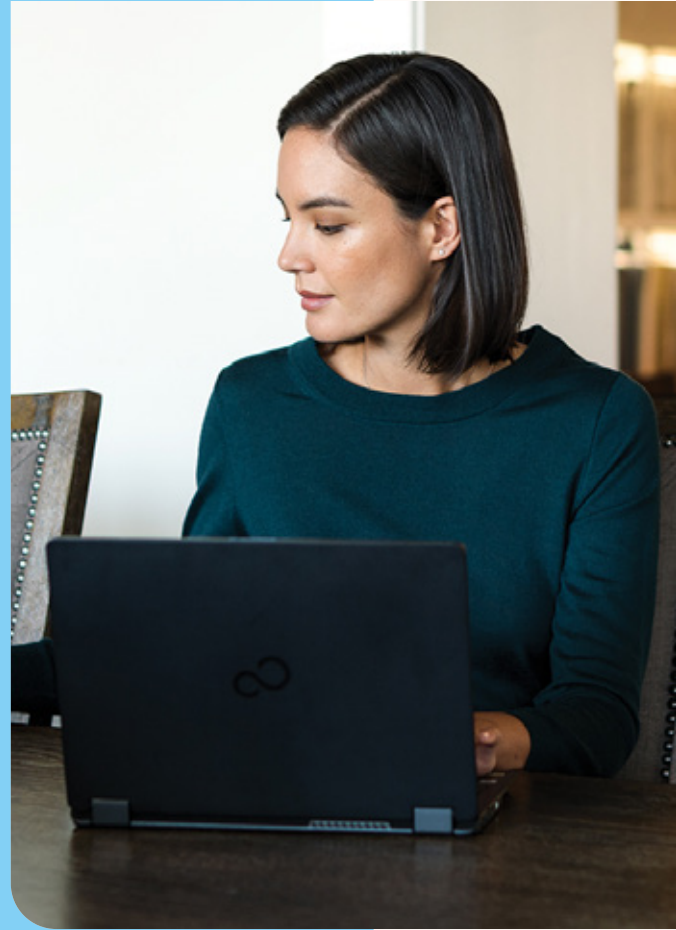


PicPay Application Chat benefits from new features

Providing services to its customers promptly and with quality was the motivation for **PicPay** financial services ecosystem to prioritize its Direct Message (DM) service, a service channel that can be accessed directly via smartphone. The most recent step was to integrate it with the Microsoft Azure OpenAI Service. The task was carried out by the AI Lab team, created especially to focus on generative technology issues.

The innovation allowed it to achieve faster and contextualized answers to everyday questions. It also offers the possibility of directing users to specific stages of the journey through unique links. The experience is convenient and safe and does not involve sensitive data. In addition to assisting users, AI helps with financial organization. Those who pay their bills on PicPay can inquire how much they spent on electricity during the year or how much did their electricity, water or mobile phone bills increase over a period of time. It all takes place within a controlled and tested environment to ensure quality and accuracy, safeguarding privacy of individual customer data.

The plan is to further advance, transforming DM into a complete virtual assistant for the app. The aim is for AI to support the client while performing transactions, such as guiding them when choosing where to invest or when making a Pix transaction. All this without ever overlooking security, privacy, reliability, and compliance with all regulatory standards, which is paramount when it comes to finances.



Sem Parar's virtual assistant improves service

Sem Parar, mobility ecosystem which caters to automobiles, adopted the Microsoft Azure OpenAI Service to bring life to Carol, the company's virtual customer service assistant. The integration of AI into its support service via WhatsApp made interactions with consumers more natural and intuitive. The application is prepared to respond to over 15 thousand interaction hypotheses.

Carol is programmed to interact with consumer questions in an intelligent and contextualized way and in a humanized and personalized tone. To succeed in this task, it uses natural language resources, and the numbers clearly show its effectiveness. The success rates when it comes to customer interactions have continuously remained above 90%, reaching 100% in specific interactions. These variations took place due to multiple approaches to statistical models used.

To enter the AI era and improve user experience, Sem Parar worked in an interdisciplinary way in teams guided by quick methodology and with external partners.

The expectation of its executives is to significantly reduce the time between the first contact and the solution of consumers demand, generating an increase in positive perception of the brand.

“Artificial intelligence plays a crucial role in our strategy. We are focused on the future and ensuring that the benefits of digital transformation reach our customers through multiple initiatives, increasing the perception of value with reference to our services”, stated Paulo Scrideli, Vice President of Technology and Digital at Sem Parar.

An innovative perspective on health

Hospital Sírio-Libanês, through its technology division Alma Sírio-Libanês, plans to incorporate the use of Microsoft mixed reality headset, the HoloLens 2, into the daily lives of its healthcare professionals. The hospital center, which is a benchmark in Brazil, started in 2024 an integration process so that imaging tests, such as CT scans, ultrasounds, and MRIs, can be unified and applied through innovation in holographic images. In this way, doctors will be able to, for example, observe previous diagnostic tests during clinical procedures. As they are three-dimensional, complementary images can be viewed outside their real field of view, facilitating doctors' subsequent actions.

The institution started implementing training for hospital areas where they are creating pilots for using this technology. All image handling requires a learning curve from professionals, as well as finding a solution to provide integrated management for all patients.

One of the functions evaluated for the new feature is the use of Microsoft HoloLens 2 to direct punctures. Nowadays, the intervention is carried out in a room with a CT scan device to position the needle in the right place. With the images captured in advance, doctors will be able to use the mixed reality headset to directly perform the action.

“With the use of mixed reality, professionals can view data in a profoundly immersive and interactive manner, allowing for more accurate diagnoses and effective actions, both for medical and other services. Furthermore, this technology can be used for medical training, procedural simulations, and remote collaboration between healthcare professionals,” stated Diego Aristides, Chief Technology Officer at Alma Sírio-Libanês.



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1989

Having five employees, Microsoft opens its first office in Brazil located in the city of São Paulo.

1993

Microsoft expands operations with new branches in Rio de Janeiro and Brasília.

1995

Brazil is part of the global launch of the Windows 95 operating system.

1996

The Microsoft Brazil website is launched in the Portuguese.

2002

The first Technology Innovation Centers were opened, in Curitiba (Paraná) and Petrópolis (Rio de Janeiro).

2004

The first impact report published in Brazil, with social and environmental actions.

2008

Microsoft's Brazil education program, Parceiros na Aprendizagem, wins 1st place in the ECO Awards.

2012

Microsoft Technology Center (MTC) and Advanced Technology Lab (ATL) are launched.

2014

The first datacenter region in the country was installed: Brazil South.

2016

The 1st Transparency Center in Latin America opens in Brasília.

2020

The Microsoft Mais Brasil plan was launched, a program focused on promoting inclusive growth through technology.

2022

Conecta+ was created, a hub for professional skill training allowing access to job opportunities.

2024

São Paulo is the only city in Latin America to host the Microsoft AI Tour global event.





