



Leveraging AI for Good

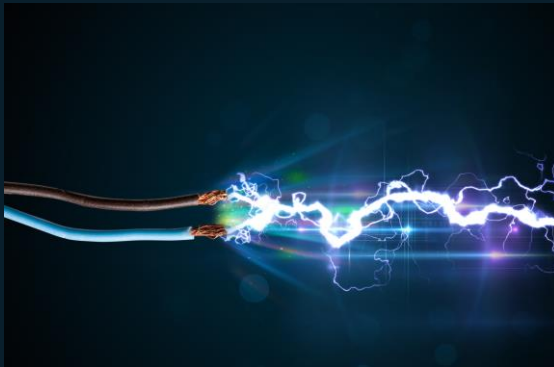
Prepared for the AWC Annual Conference

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1

General Purpose Technology



Single Purpose Tool



2

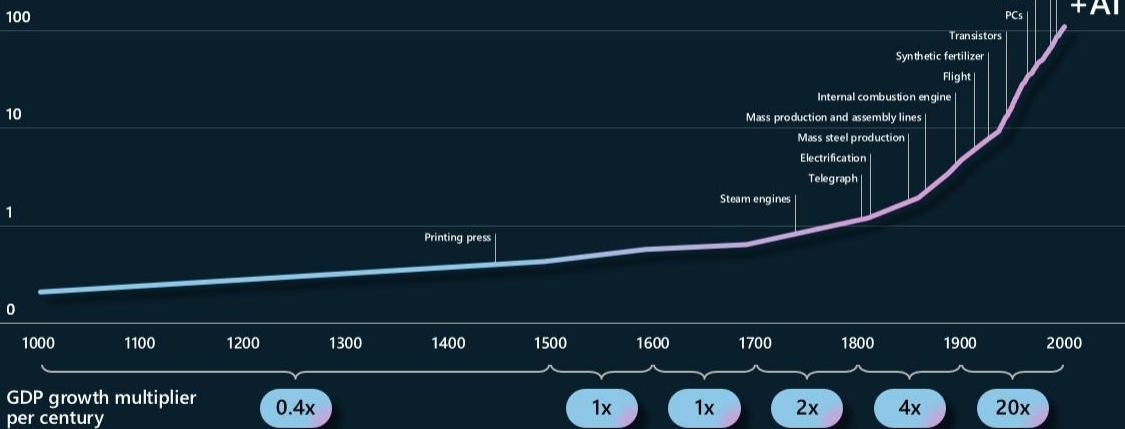
AI is the next General Purpose Technology



3

Technology drives GDP growth, and the pace of change is accelerating

Global GDP and technological revolutions
Real GDP in trillions of 2011 GK\$, logarithmic scale



Source: Maddison Project, Our world in data

4

Artificial Intelligence

Machine Learning

Deep Learning

Generative AI



Artificial Intelligence

the field of computer science that seeks to create intelligent machines that can replicate or exceed human intelligence



Machine Learning

subset of AI that enables machines to learn from existing data and improve upon that data to make decisions or predictions



Deep Learning

a machine learning technique in which layers of neural networks are used to process data and make decisions



Generative AI

Create new written, visual, and auditory content given prompts or existing data.

5

Intelligent Machines Understanding the World

Perception



Vision



Speech

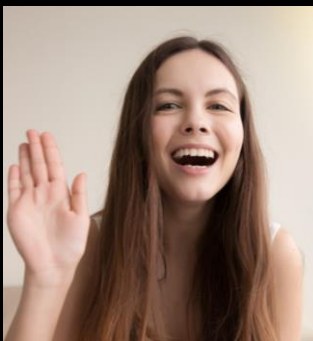
Comprehension



Language



Knowledge



6

What Makes AI Different Today?

7



8



9



10



Microsoft runs on trust

11

Microsoft's Responsible AI principles



Fairness



Reliability and safety



Privacy and security



Inclusiveness



Transparency



Accountability

12

AI safety



13

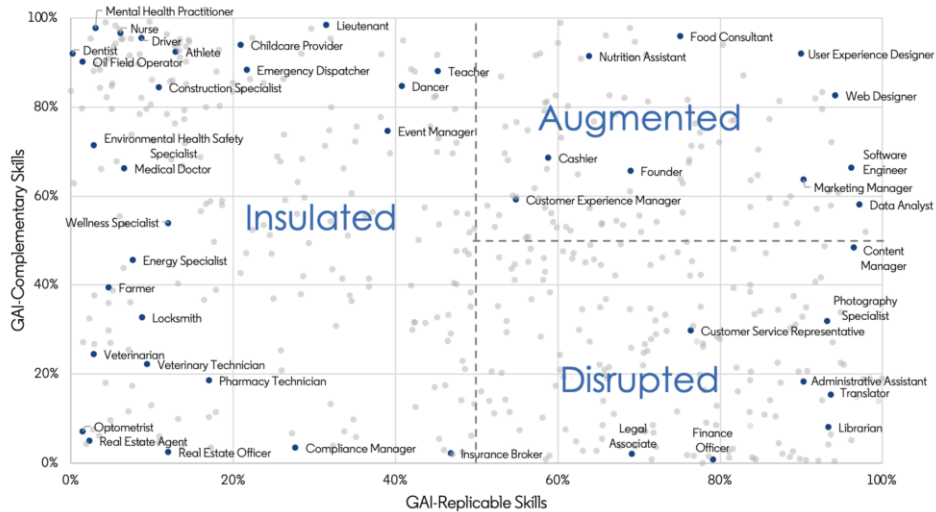
The Data Source

LinkedIn's Economic Graph



14

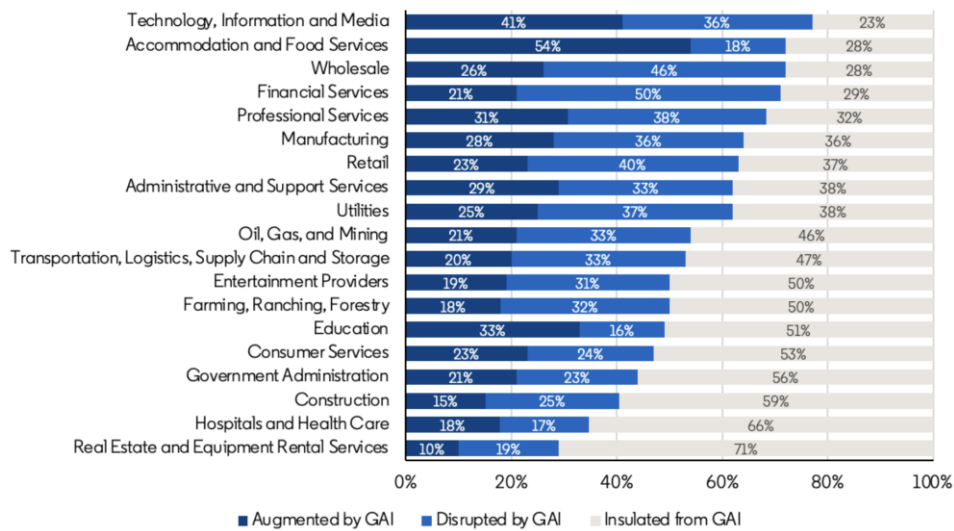
GAI's impacts on skill needs will vary by occupation



Source: LinkedIn Economic Graph Research Institute

15

GAI's labor market impacts will vary by industry



16

Labor + AI

Goal

A creative labor-tech partnership to ensure AI serves the needs of today's and tomorrow's workers by leveraging the AI evolution safely and effectively to the benefit of all

Milestones

- AI education for workers and students
- Direct feedback from labor leaders and workers
- Joint policy and skills development

17



AI Transformation

18

AI Transformation

Opportunities



Enrich employee experiences



Reinvent customer engagement



Reshape business processes



Bend the curve on innovation

19

AI Transformation

Opportunities



Enrich employee experiences



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Bend the curve on innovation



Approach



Copilot empowerment



Differentiated AI solutions



Cybersecurity foundation

20



21

The opportunity is yours to
lead the AI transformation



22