

networking



We design and support business networks by project or SPOT Managed.

security



Let us enhance your security posture with policies, auditing or tools.

voip



Empower your phones with lower costs and more functionality.

storage



Explore the benefits of centralized storage and make life easier.

dr/bc



We can keep critical systems, servers, and WAN links more available.

services



Get advanced benefits from hosted services.

AI is Like A Drinking Buddy

Teaming Human and Artificial Intelligence



**Presented by
Steve Meek, CISSP**



**Bing Chat
Enterprise** 



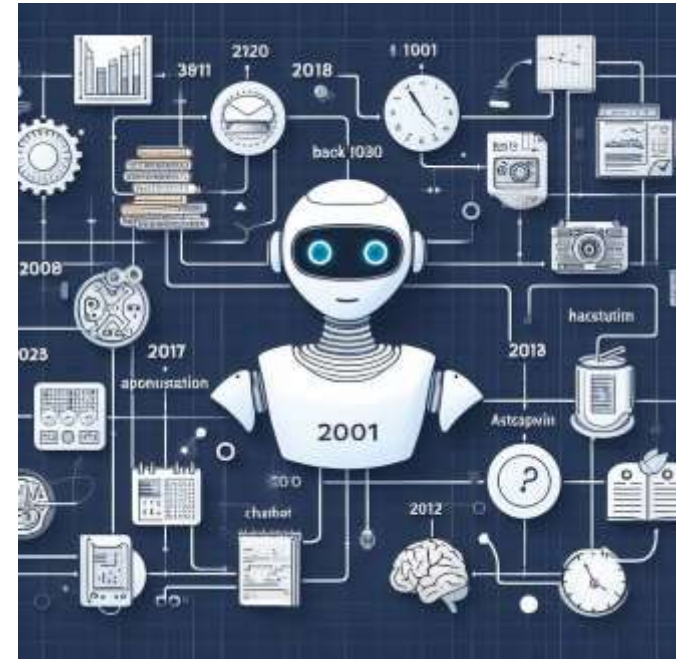
Agenda

- Timeline
- Terminology
- Use Cases
- Power of the Prompt
- Business Usage
 - Basic AI tools
 - Microsoft and Copilot
 - Other Apps
- Be Responsible
- Summary



Timeline

- > 1956: John McCarthy coins the term
- > 1965: Joseph Weizenbaum creates ELIZA that simulates a psychotherapist
- > 1979: The Stanford Cart navigates a cluttered room using a camera
- > 1997: IBM's Deep Blue defeats world chess champion Garry Kasparov
- > 2011: IBM's Watson wins the Jeopardy! quiz show
- > 2020: OpenAI's GPT-3. the largest language model ever created.



Terminology

- > Algorithm- A set of rules or instructions
- > Automation- Unload repetitive tasks
- > Artificial intelligence (AI)- 1950s Learn from data and think like humans
- > Machine learning (ML)- 1990s Subset of AI, algorithmic models learn and make decisions
- > Deep Learning- 2010s A machine learning technique that uses layers of neural networks to process data and make decisions
- > Generative AI- Is a type of AI that generates new content to a when given a prompt
- > Natural Language Processing (NLP)- Computers understanding human language
- > Large Language Model- Generate natural language text, like a human, using large datasets



My Use Cases

- > Research
- > Topic Ideas
- > Training Outline
- > Presentation Bullets
- > Scoping
- > Questions to Ask
- > Improve Ticket Notes
- > Security Details
- > Rewrite Letters/Emails
- > Marketing



For small business leaders, cybersecurity is a critical aspect to address to safeguard their operations. Here are the top nine cybersecurity topics that small business leaders should be most concerned about:

- 1. Phishing Attacks:**
 - Educate employees about recognizing and avoiding phishing emails.
 - Implement email filtering tools to minimize the risk of phishing attacks.
- 2. Data Breaches:**
 - Secure sensitive data through encryption and access controls.
 - Regularly update and patch software to address vulnerabilities.
- 3. Ransomware Threats:**
 - Regularly back up critical data and store backups in an isolated environment.
 - Train employees on safe internet practices to prevent ransomware infections.
- 4. Employee Training and Awareness:**
 - Conduct regular cybersecurity training for employees.
 - Promote a culture of cybersecurity awareness and accountability.
- 5. Endpoint Security:**
 - Implement robust antivirus and anti-malware solutions.
 - Ensure all devices accessing the network have up-to-date security software.
- 6. Secure Remote Work Practices:**
 - Establish secure remote access policies and protocols.
 - Utilize virtual private networks (VPNs) for remote connections.
- 7. Supply Chain Security:**
 - Vet and monitor the cybersecurity practices of third-party vendors.
 - Establish contractual obligations for vendors to meet cybersecurity standards.
- 8. Incident Response Planning:**
 - Develop and regularly update an incident response plan.
 - Conduct tabletop exercises to ensure preparedness for cyber incidents.
- 9. Compliance and Regulations:**
 - Stay informed about relevant data protection regulations (e.g., GDPR, HIPAA).
 - Ensure compliance with industry-specific cybersecurity standards.

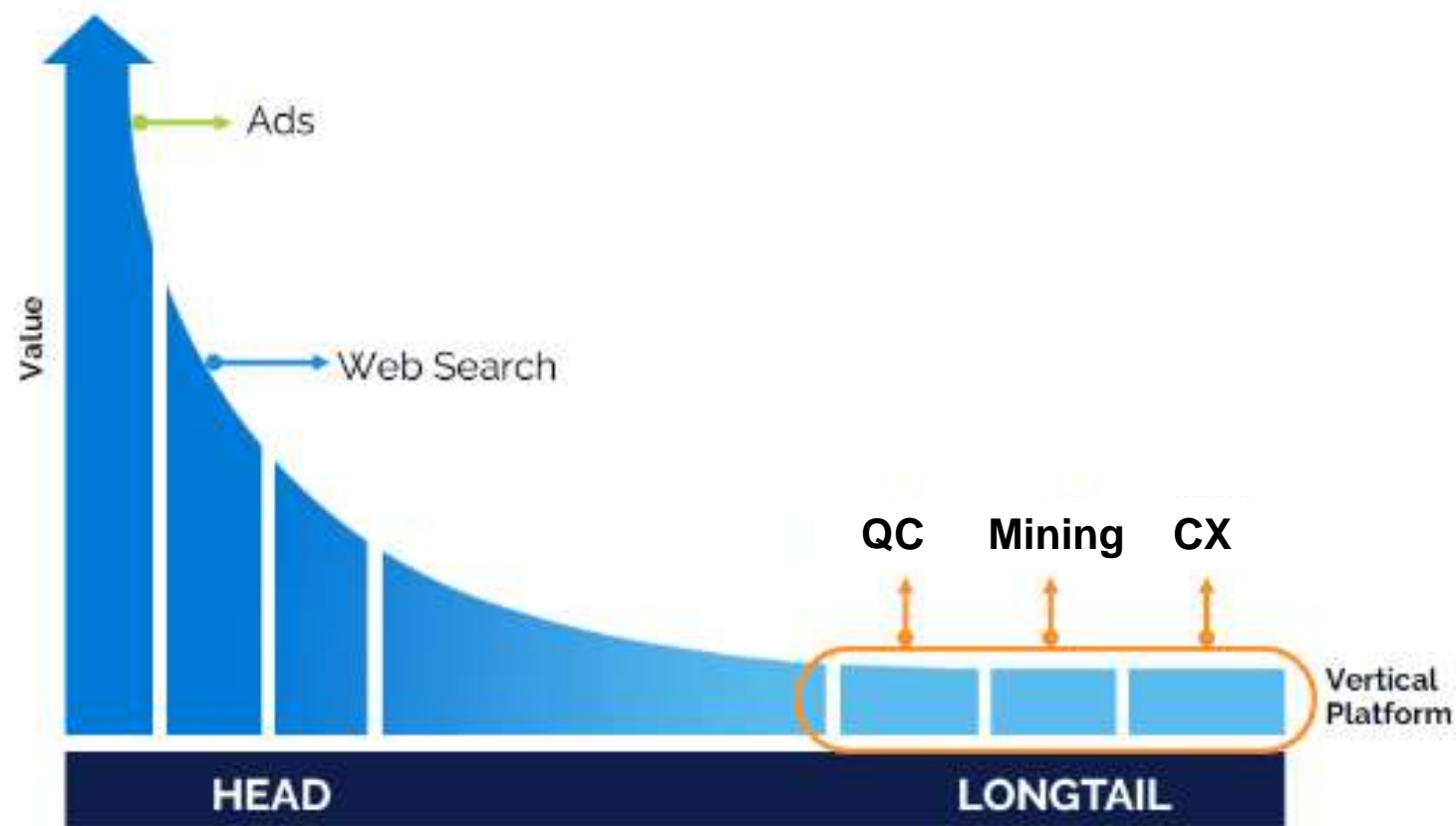
Remember, the cybersecurity landscape is dynamic, and small businesses should regularly

Send a message

Regenerate

Other Use Cases

- > Long-tailed problem
 - Automation
 - **Client Experience**
 - Employee Experience
 - **Quality Control**
 - Sales
 - Inventory Management
 - Accounting
 - What else?
- > ML Workflow
 - Tune Data
 - Train Model
 - Error Analysis



All potential AI projects, sorted in decreasing order of value

Image from Andrew Ng 2022

Prompts

- Prompt Engineering
 - **Context**- Provide background
 - **Request**- Specify the exact question
 - **Example**- Share expectations
 - **Annotation**- Format, style, tone, and length of the output.
 - **Test**- Evaluate the outputs
 - **Expand**- Try different prompts and outputs
- Third Times the Charm



Business Usage- Chat GPT

> Chat GPT 3.5/4.0

- <https://chat.openai.com/>

> Key Things to Know

- Free
- Not current
- Results can be hypothetical
- Results can be hallucinations
- Set your Custom Instructions

> Intellectual property

- Acceptable use policies



Custom instructions ⓘ

What would you like ChatGPT to know about you to provide better responses?

I am based out of Keller, in the Dallas Fort Worth metroplex. My firm provides outsourced IT, sometimes called managed services, and has a process for not just fielding technical support calls, but driving innovation through our STARpower process and complement delivery with advanced tools and processes. I've been consulting in technology for 25+years and have earned several technical certifications such as CCDA, CCNA, MCSE, CISSP and ITIL framework v4

1114/1500

Hide tips ⓘ

How would you like ChatGPT to respond?

I go back and forth between technical writing of checklists, SOPs, action plans to writing for marketing purposes where I tend to stay to 8th grade reading level, sometimes a little folksy or analogies to make a point. If doing digital marketing I try to stick to shorter sentences and use executive summaries at the top. I tend to prefer opinions but based in fact from metrics and research. When opinions presented, I like to also note the source and date, if known, for the opinions.

486/1500

Enable for new chats ☒

Cancel Save

Thought starters

- Where are you based?
- What do you do for work?
- What are your hobbies and interests?
- What subjects can you talk about for hours?
- What are some goals you have?

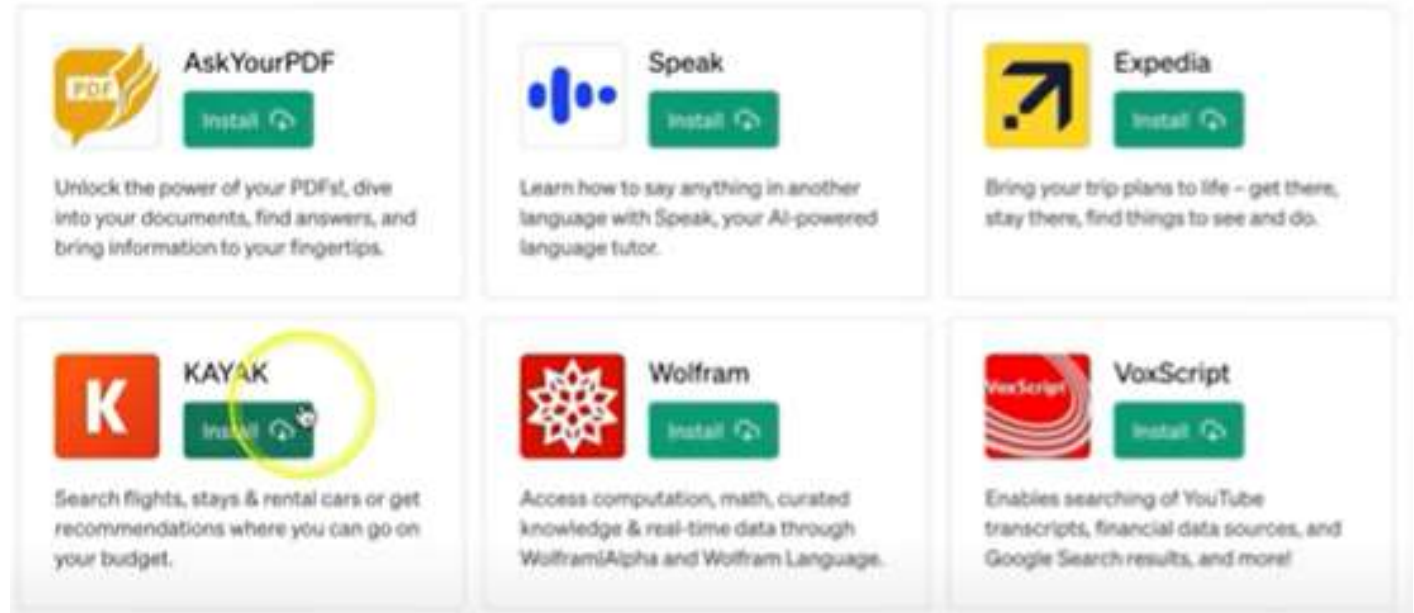
Business Usage- Chat GPT

> What you need

- Requires paid version Chat GPT+ \$20
- Requires Internet connection
- <https://openai.com/blog/chatgpt-plugins>

> Plug-in Store

- Zapier
- Canva
- Link Reader
- Prompt Perfect



Business Usage- Bing Chat

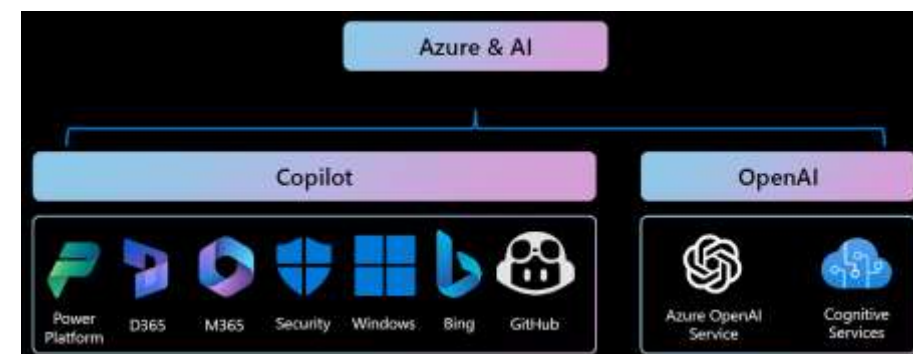
> Requirements

- <https://www.bing.com/chat>
- Free- Microsoft 365 E3 and E5, Business Standard and Premium
- Enable <https://aka.ms/TurnOnBCE>
- Add to Edge <https://www.microsoft.com/en-us/edge/learning-center/how-to-use-bing-in-sidebar?form=MA13I2>

> Key Things to Know

- Bing Image Creator
- Page Summary
- Commercial data protection with Azure Information Protection (AIP)
 - Sharepoint, OneDrive, Exchange email

	 Bing Chat	 Bing Chat Enterprise	 Microsoft 365 Copilot
	Personal	Work	Work
GPT Large Language Model	✓	✓	✓
AI-Powered Web Search, Answers & Content Generation	✓	✓	✓
Commercial Data Protection		✓	✓
Enterprise Security, Privacy & Compliance			✓
Microsoft 365 Graph (content & context)			✓
Microsoft 365 Apps			✓



Business Usage- Google Bard

> Google Bard

- <https://bard.google.com/>

> Key Things to Know

- Free
- Shares some information
- Connected to Internet
- Results can be hypothetical
- Results can be hallucinations
- More human-like
- Side-by-side drafts

Feature	Google Bard	ChatGPT	Bing Chat Enterprise
Underlying language model	PaLM 2	GPT-3.5	GPT-4
Access	Public beta	Paid access	Paid access
Customization	High	Medium	High
Integration with other services	Google services	OpenAI services	Microsoft services
Accuracy	High	High	High
Efficiency	High	High	High
Key strengths	Generating creative text formats, writing various contents, answering informative questions	Translating languages, generating different creative text formats	Search-powered responses, personalized assistance
Key limitations	Still under development	Limited to 50 messages every three hours	Limited to 30 replies in one conversation

Business Usage- MS Teams Premium

- > Meetings
 - Customize meeting templates
- > Protections
 - Watermark
 - Sensitivity labels (365 E5)
- > Meeting recap
 - Transcription and AI notes
- > Virtual Appointments
 - View and manage scheduled and on-demand appointments
 - Send SMS notifications

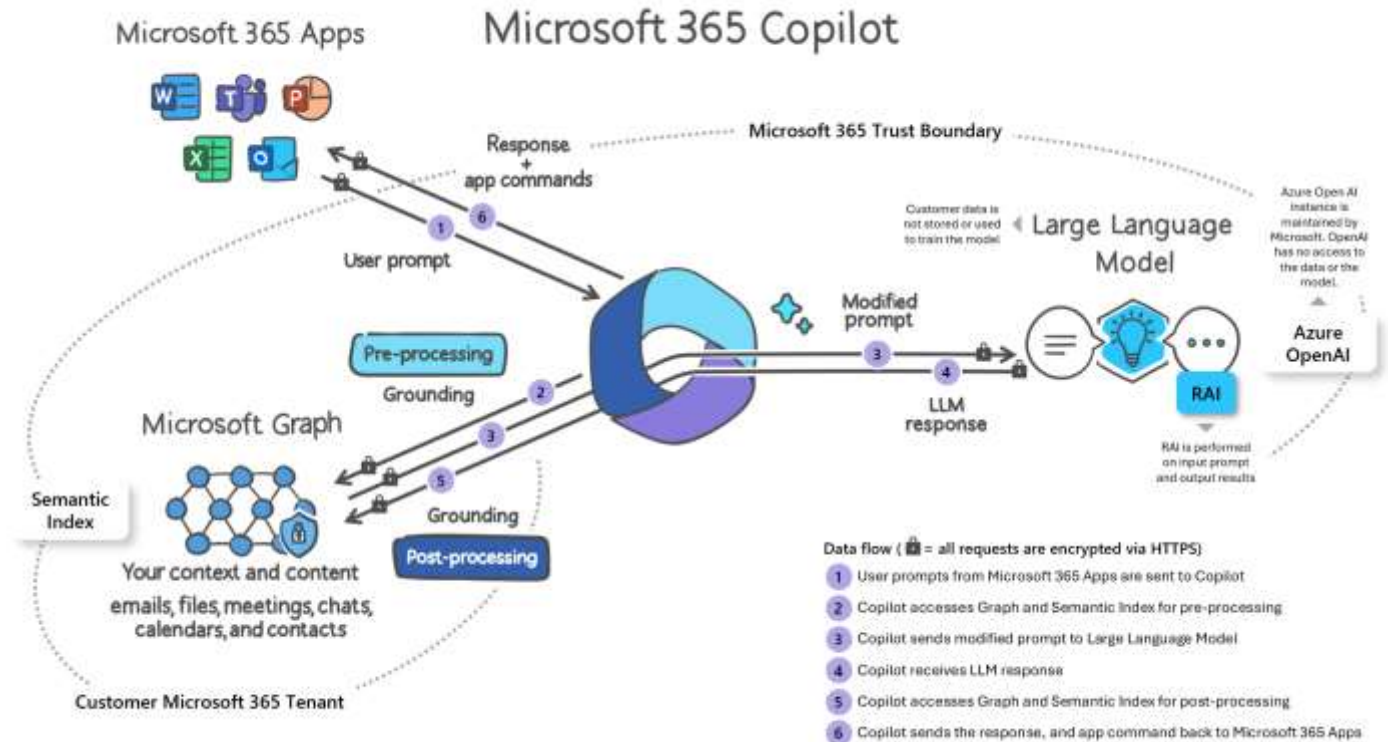
Trial 25 licenses for 30 days, Buy it for \$7.00 per person monthly (30% off thru 12/31)

Feature	Teams	Teams Premium
Host and attend Teams Meetings	✓	
Experience Teams' standard look and feel	✓	
Use standard and custom meeting backgrounds at the user level	✓	
Read live captions during meetings and live events	✓	
Customize meeting templates for your organization		✓
Add organization branding to meeting lobbies		✓
Customize meeting backgrounds for your organization		✓
Customize Together mode scenes for your organization		✓
Read live translated captions during meetings		✓
Translate post-meeting transcriptions (<i>coming soon</i>)		✓
Turn on eCDN for Live Events*		✓

<https://www.microsoft.com/en-us/microsoft-teams/premium>

Business Usage- MS Copilot

- Releasing to enterprises
- \$30 per user per month (add-on)
- Things to Know
 - Real-time access via MS Graph
 - Inherits policies
 - Secure partition
 - User make choices
 - Copilot learns and grows
 - Word, Excel, PowerPoint, Outlook, Teams



<https://adoption.microsoft.com/en-us/copilot/>

Business Usage- Copilot

> Office Suite

- Word- Content creation
- Excel- Generate insights
- Outlook- Coaching tips and suggestions
- Teams- Summarize 30 days
- PowerPoint- Image generation

> Others

- Azure- Health Bot
- GitHub/ Dynamics
- Azure OpenAI Service



Opportunities for “low code “development

Other Stuff

> Applets

- CrystallKnows
- AskYourPDF
- .IO Vendors

> Major Apps

- HubSpot
- Salesforce
- SAP
- Intuit-QB
- Your Apps

The screenshot displays the AskYourPDF web application. At the top, a red header bar shows a profile for 'Bob Kopesky' with the text 'Predicted profile' and a 'D (Captain)' label. Below this, a sidebar on the left lists recent documents: 'SecureByDesign_1025_508c', 'MSP Builder - Statement of Work (002)', 'AI-Marketing-Report-2023-V3', 'Phishing Guidance - Stopping the Att...', and 'ChatGPT Cheatsheet - Perspicuity'. The main chat area shows a conversation with a user asking for the top 5 recommendations for a small business wanting to be secure by design. The AI assistant responds with a list of five recommendations. The interface includes a search bar, a 'New Conversation' button, and a 'View Doc' link.

Responsible AI

- Business Level
 - Acceptable Use Policy
 - ▣ Preferred Tool(s)
 - ▣ Proper Usage
 - ▣ Prohibited Usage
 - Data Barriers
 - ▣ Intellectual Property
 - Copyright Laws
- Governmental Level
 - The Bletchley Declaration
 - Biden's Executive Order
 - AI Safety Institute



Summary

- Start somewhere. Do something.
- You need to envision before you can build
- Prepare your data for inclusion
- Pursue easy wins and long-tailed problems
- Understand the power of the prompt
- Pick your platform
- Look for other opportunities
- Establish AI Acceptable Use Policies
- Protect your intellectual property
- Ready your team
- AI is designed to mimic the human mind
- **Drinkin' Buddy**



Q&A

> Any questions?

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