**Microsoft Azure AI, data, and application innovations help turn your AI ambitions into reality**

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Welcome to Microsoft Ignite 2023! The past year has been one of true transformation. Companies are seeing real benefits today and are eager to explore what’s next—including how they can do more with their data investments, build intelligent applications, and uncover what AI can do for their business.

We recently commissioned [a study through IDC](https://blogs.microsoft.com/blog/2023/11/02/new-study-validates-the-business-value-and-opportunity-of-ai/) and uncovered insights into how AI is driving business results and economic impact for organizations worldwide. More than 2,000 business leaders surveyed confirmed they’re already using AI for employee experiences, customer engagement, and to bend the curve on innovation.

The study illustrates the business value of AI but it really comes to life through the stories of how our [customers and partners are innovating today](https://www.microsoft.com/en-us/microsoft-cloud/blog/2023/11/02/ai-transformation-in-action-how-organizations-are-innovating-today/). Customers like [Heineken](https://customers.microsoft.com/en-US/story/1685696409285197342-heineken-consumer-goods-azure-ai), [Thread](https://customers.microsoft.com/en-us/story/1620830893779583117-thread-professional-services-azure-openai-service), [Moveworks](https://customers.microsoft.com/en-US/story/1615006373510337084-moveworks-professional-services-azure-openai-service), the [National Basketball Association](https://unlocked.microsoft.com/nba/) (NBA), and so many more are putting AI technologies to work for their businesses and their own customers and employees.

From modern data solutions uniquely suited for the era of AI, beloved developer tools, and application services, we’re building [Microsoft Azure](https://azure.microsoft.com/en-us) as the AI supercomputer for customers, no matter the starting point.

This week at Ignite, the pace of innovation isn’t slowing down. We’ll share more stories about how organizations are turning to new solutions to drive their business forward. We’re also announcing many new capabilities and updates to make it easier than ever to use your favorite tools, maximize existing investments, save time, and innovate on Azure as a trusted platform.