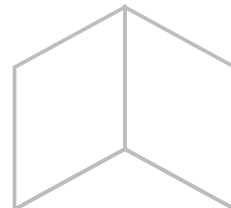
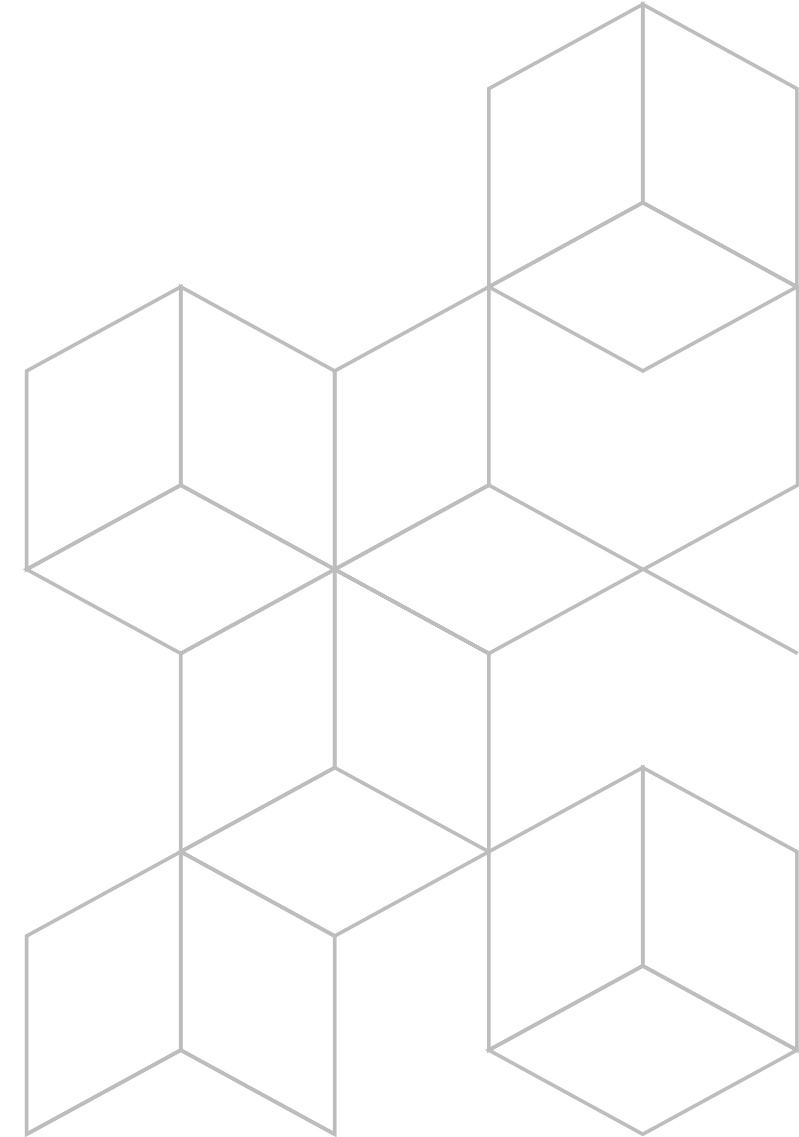
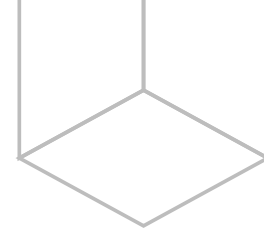




PMI Conference 2024

AI Future of Work and Our Profession

Ratko Mutavdzic
Microsoft Corporation

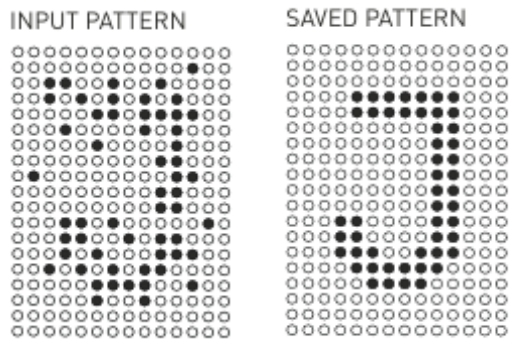


2024 Nobel Prizes

Physics

John Hopfield

Geoffrey Hinton

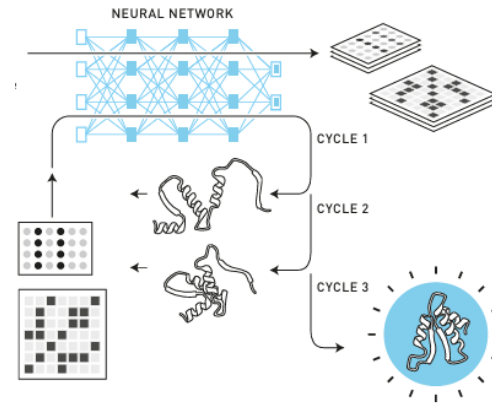


Chemistry

David Baker

Demis Hassabis

John M. Jumper



They trained artificial neural networks using physics

This year's two Nobel Laureates in Physics have used tools from physics to develop methods that are the foundation of today's powerful machine learning. John Hopfield created an associative memory that can store and reconstruct images and other types of patterns in data. Geoffrey Hinton invented a method that can autonomously find properties in data, and so perform tasks such as identifying specific elements in pictures.

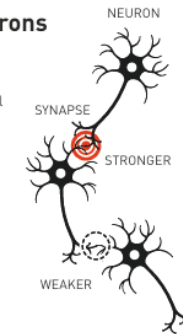
They cracked the code for proteins' amazing structures

The Nobel Prize in Chemistry 2024 is about proteins, life's ingenious chemical tools. David Baker has succeeded with the almost impossible feat of building entirely new kinds of proteins. Demis Hassabis and John Jumper have developed an AI model to solve a 50-year-old problem: predicting proteins' complex structures. These discoveries hold enormous potential.

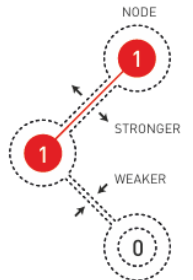
- **Physics:** Hopfield and Hinton have used tools from physics to develop methods that are the foundation of today's powerful machine learning, work that started in 1980...
- **Chemistry:** Baker, Hassabis and Jumper **have developed an AI model** to solve a 50-year-old problem: predicting proteins' complex structures.

Natural and artificial neurons

The brain's neural network is built from living cells, neurons, with advanced internal machinery. They can send signals to each other through the synapses. When we learn things, the connections between some neurons get stronger, while others get weaker.



Artificial neural networks are built from nodes that are coded with a value. The nodes are connected to each other and, when the network is trained, the connections between nodes that are active at the same time get stronger, otherwise they get weaker.



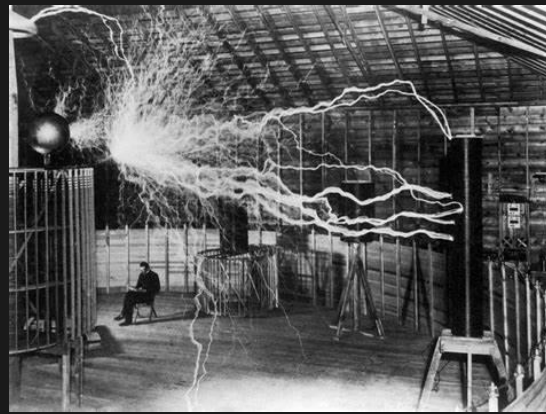
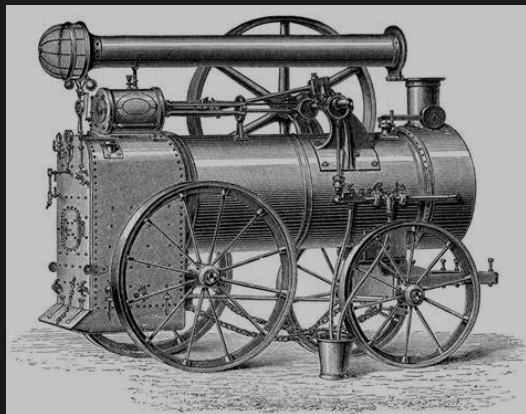
©Johan Jarnestad/The Royal Swedish Academy of Sciences

- „... my basic prediction is that AI-enabled biology and medicine will allow us to compress the progress that human biologists would have achieved over the next 50-100 years into 5-10 years. I'll refer to this as the "compressed 21st century": the idea that after powerful AI is developed, we will in a few years make all the progress in biology and medicine that we would have made in the whole 21st century."

Dario Amodei, CEO of Anthropic AI

AI Importance

Stories on Technology and Development



General Purpose Technology



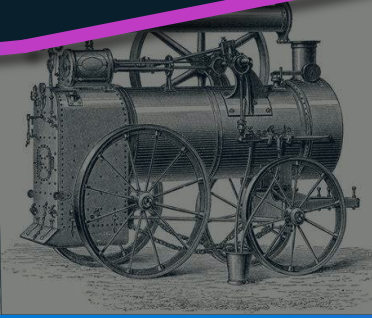
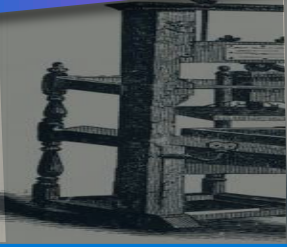
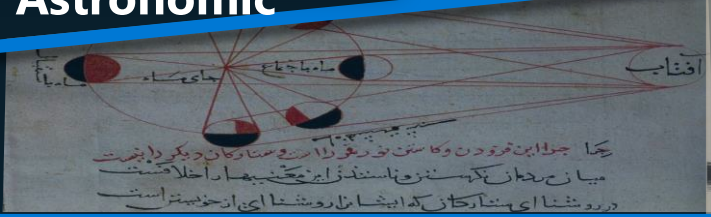
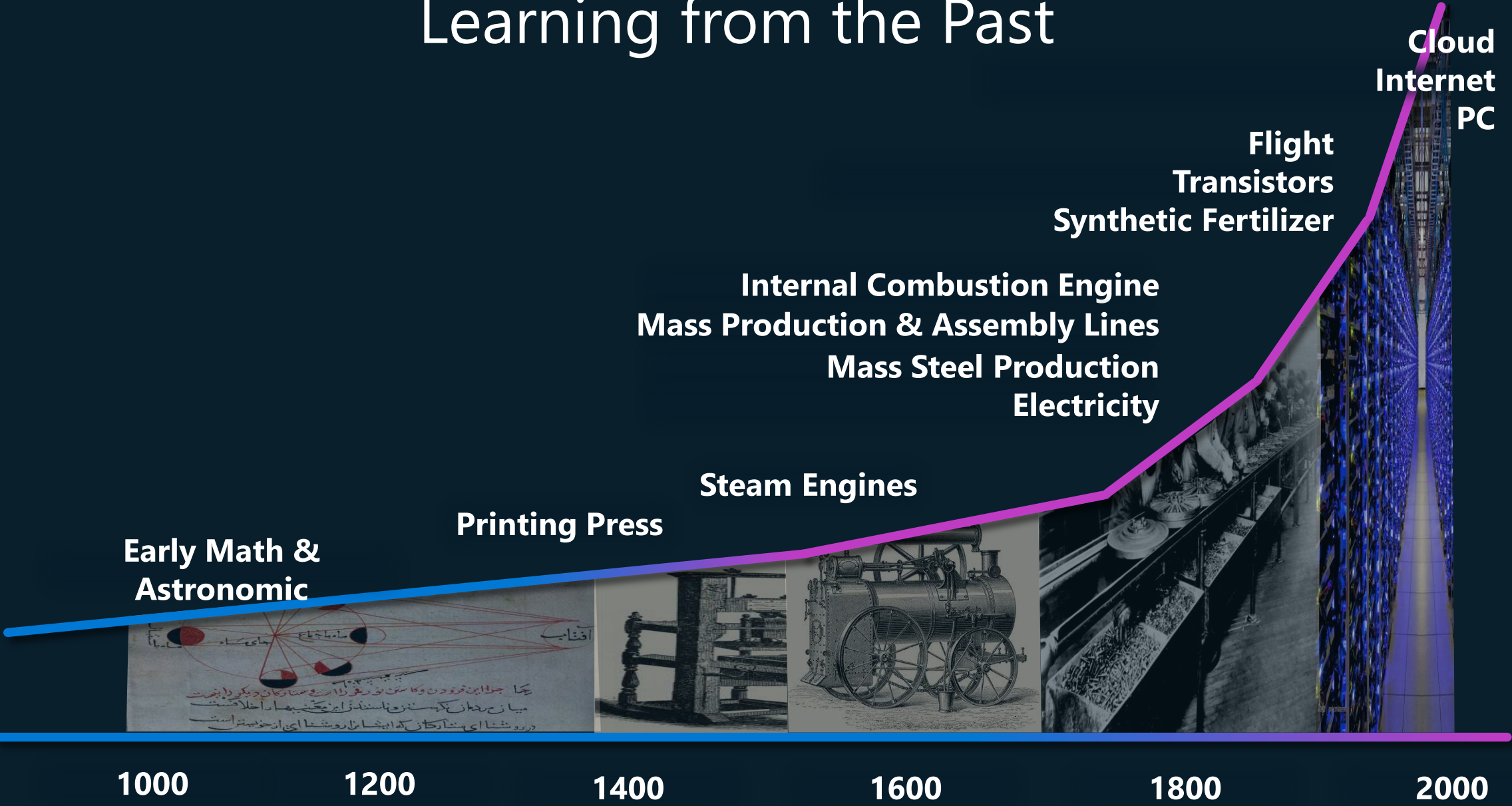
Single Purpose Tool



We are creating Next General Purpose Technology



Learning from the Past



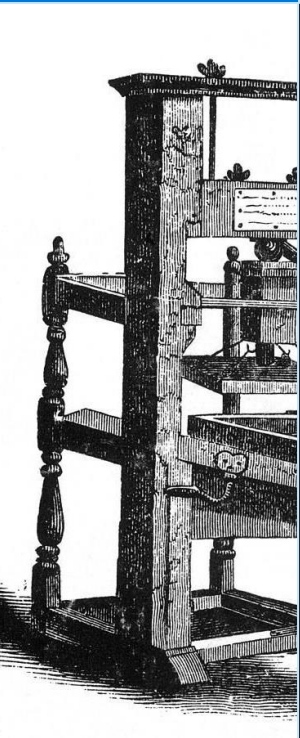


1450

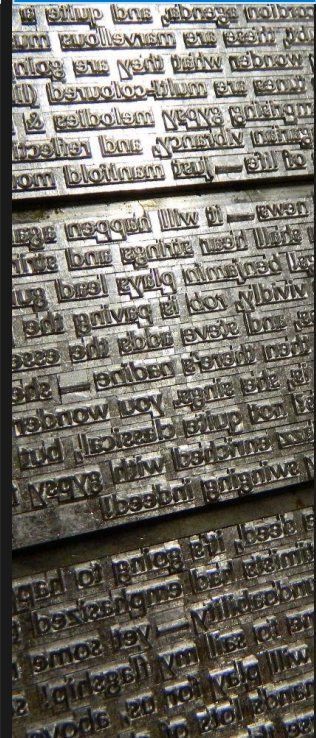
Printing Press / Guttenberg Machine

The Printing Press created a New Economy

Printing Press



Type Foundries



Paper



Ink



Newspapers
Newsletters



Book Binders



Publishers
Booksellers



Writers & Readers



Cities with Printing Press

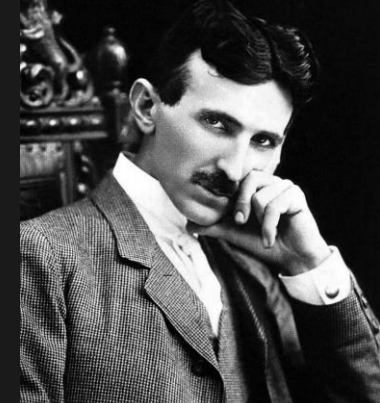
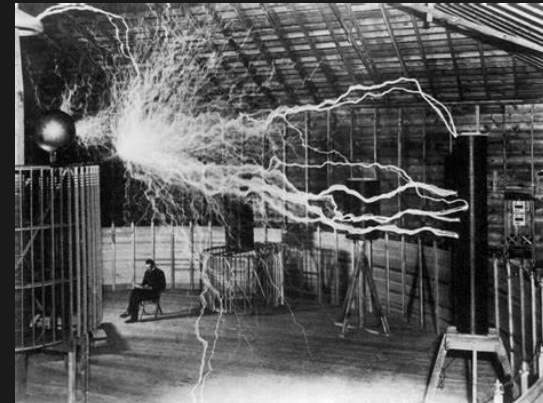
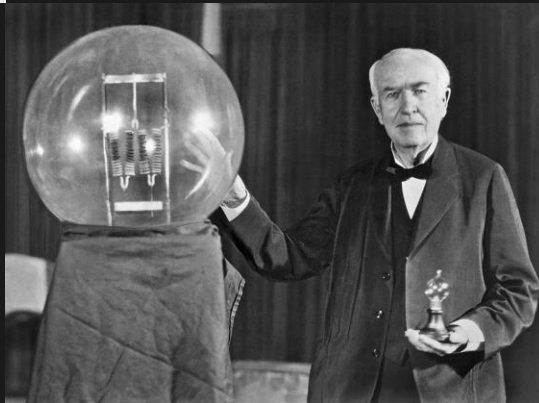
1500





1878

Electricity



The Electricity created a New Economy

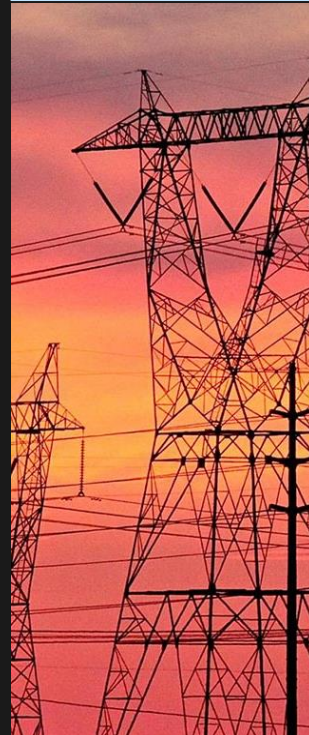
Fuels



Power Generation



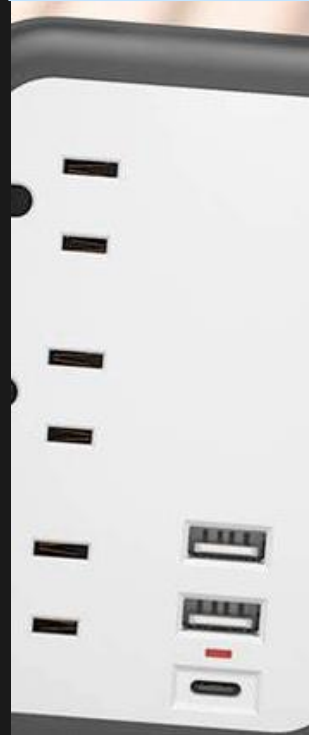
Electric Grid



Transformer Circuit Br



Wiring & Sockets



Appliances



Manufact & Users



Appliances put electricity to work ... for people



The New AI Economy

Devs and Users

Distribution

Applications

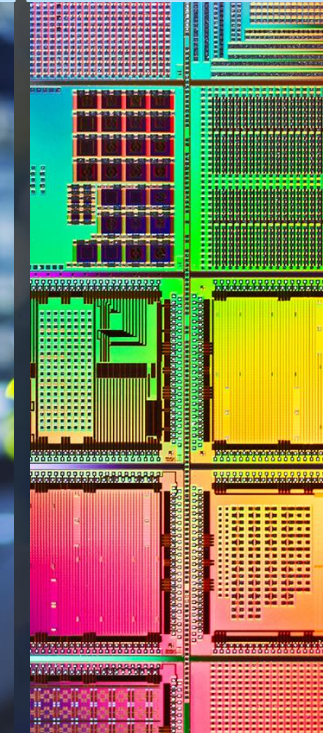
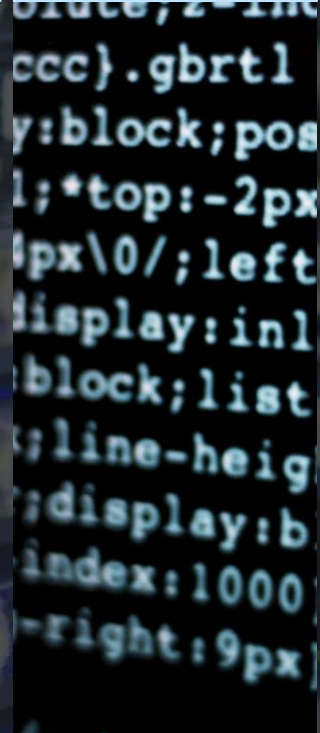
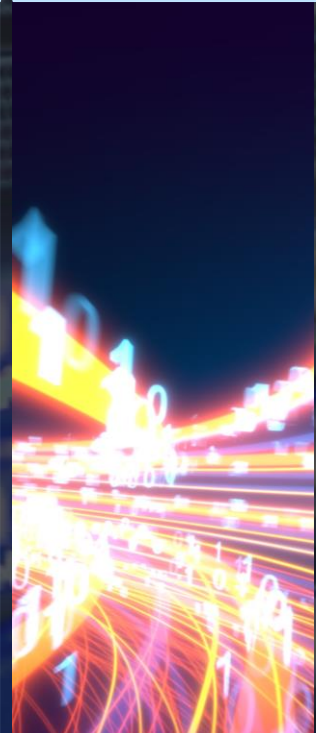
Tooling

Foundations

Data

Datacenters

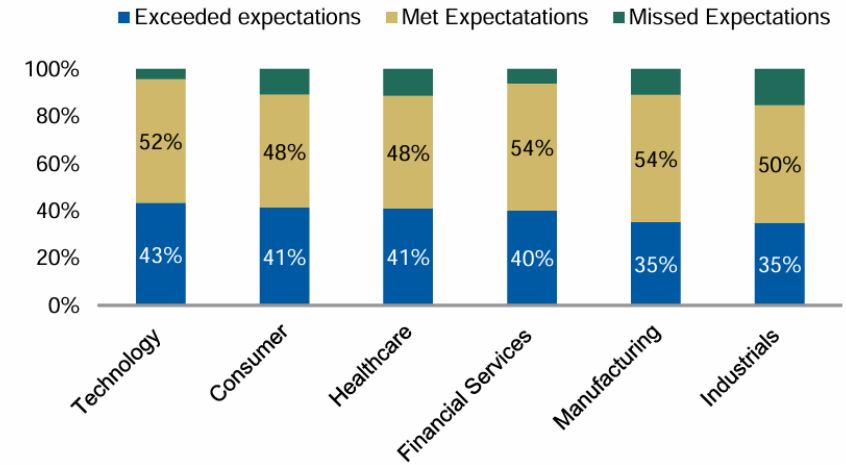
Chips



Land and Power

Investments and ROI Today

Most companies are seeing solid ROI on AI

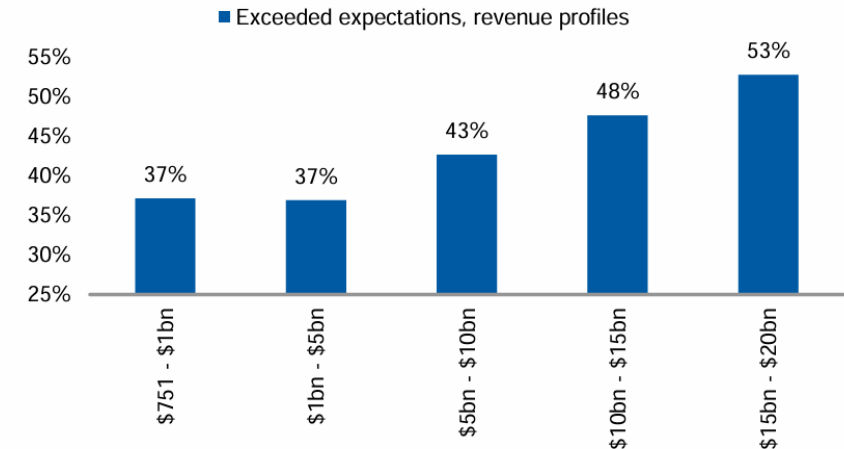


Cumulative Cost of Apollo Space Program v. 2025 Cloud Capex Spend



Source: Dreier (2022), Minneapolis Fed, Morgan Stanley Research

Better Results among Bigger Companies

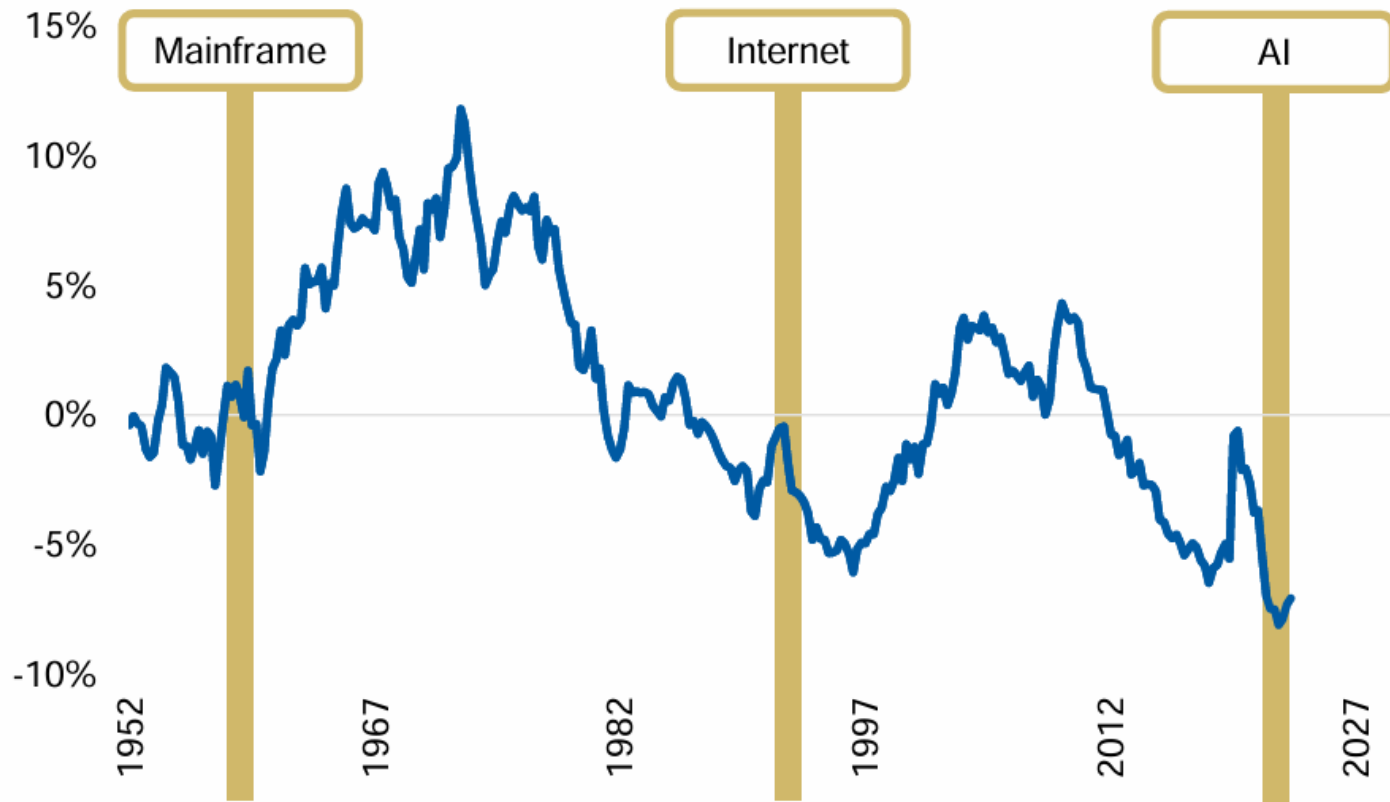


FY25 Cloud Capex alone will be in touching distance of the Apollo space program (between 1960 - 1973) in real terms. This cloud capex spend has been increasing at an accelerating rate.

Most companies are seeing ROIs at or above expectation for GenAI solutions already launched. ~40% of respondents report ROI exceeding expectations, which skews positive to larger companies.

Productivity as Important Aspect

US Labor Productivity (De-trended)

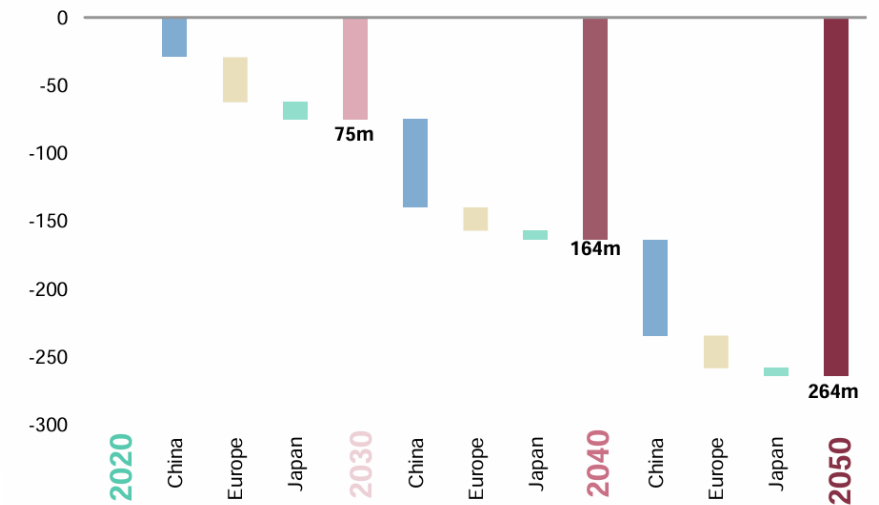


Human + ChatBot > Human

Although we ultimately imagine an 'agentic' GenAI future, the key near term application is productivity enhancing Chatbots.

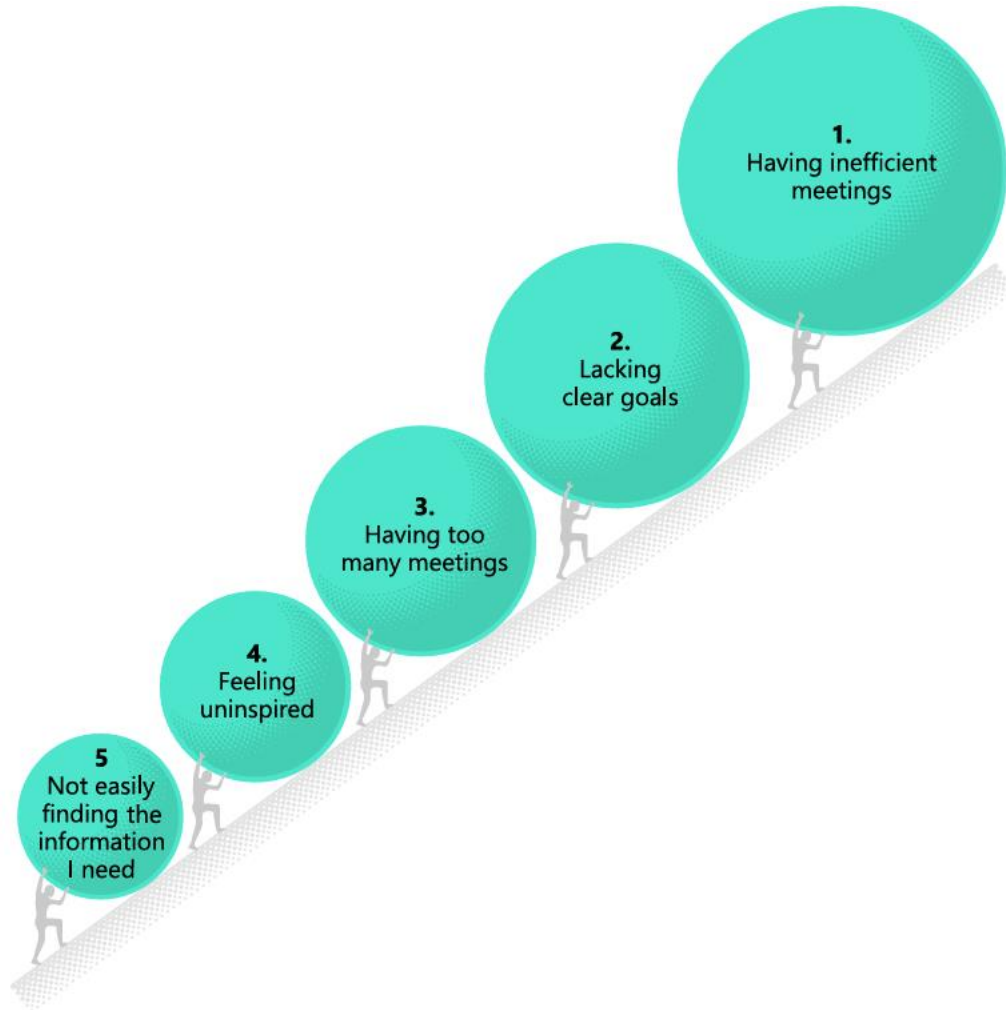
Why do we care?

By 2030 there will be 75m fewer workers: Major countries are facing material demographic headwinds – AI's productivity potential could pick up the slack.



Source: FRED, Morgan Stanley Research. Note: Chart showing detrended non-farm business sector labor productivity (% deviation from trend)

Top 5 obstacles to Productivity



Top 5 Obstacles to Productivity

The data reveals an urgent need to make meetings more effective — people report inefficient meetings' as their number one productivity disruptor

Collaboration patterns in Microsoft 365 in a rolling 28-day period ending in March 2023 excluding weekends. Time spent is represented by intentional activity in Microsoft 365 applications including Outlook, Teams, Word, PowerPoint, Excel and OneNote. Intentional actions include things like attending a meeting, writing an email, analyzing data, reviewing or editing a document. Includes commercial users and excludes education segment.

Communication is PM job No.1

Organizations that communicate more effectively have more successful projects.

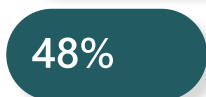
Met original goals



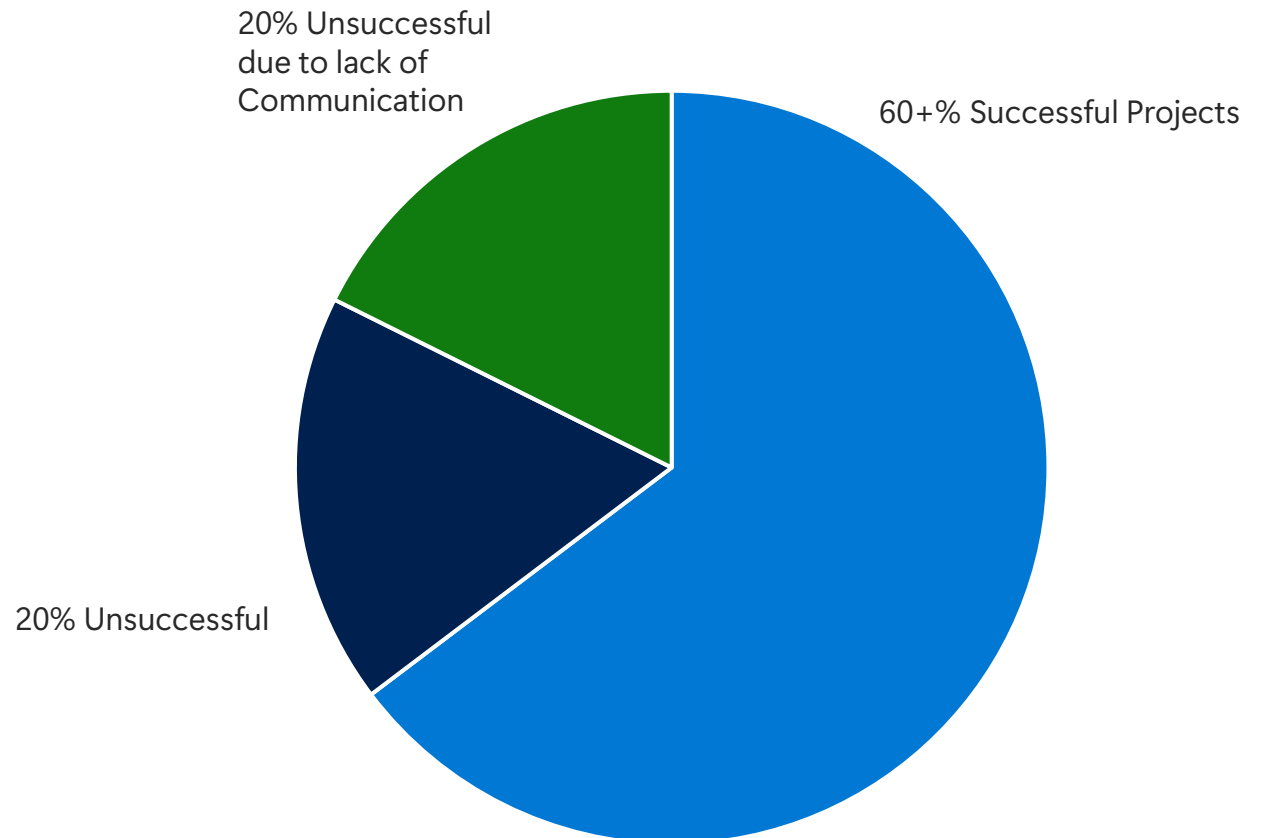
On time



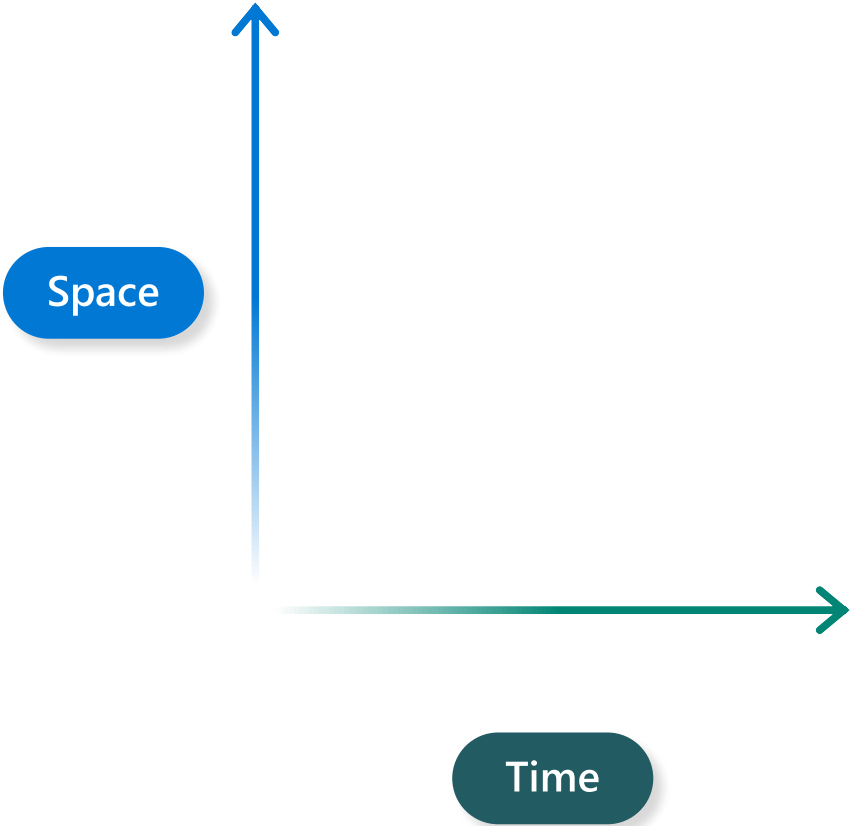
Within budget



One in five projects is unsuccessful due to ineffective communication

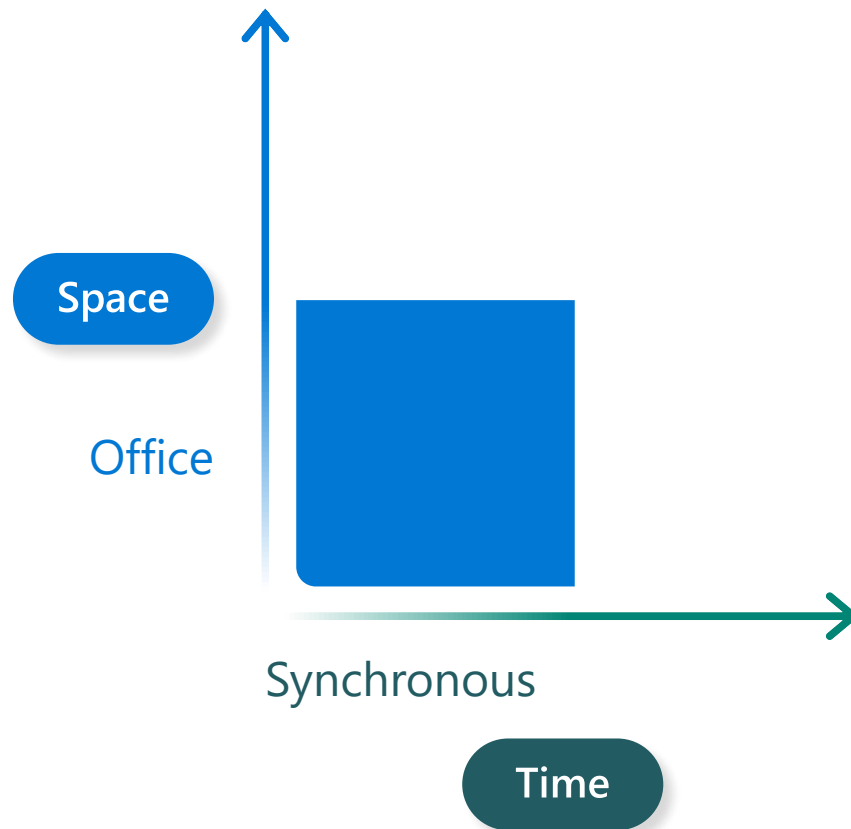


Work Environment: Two Dimensions



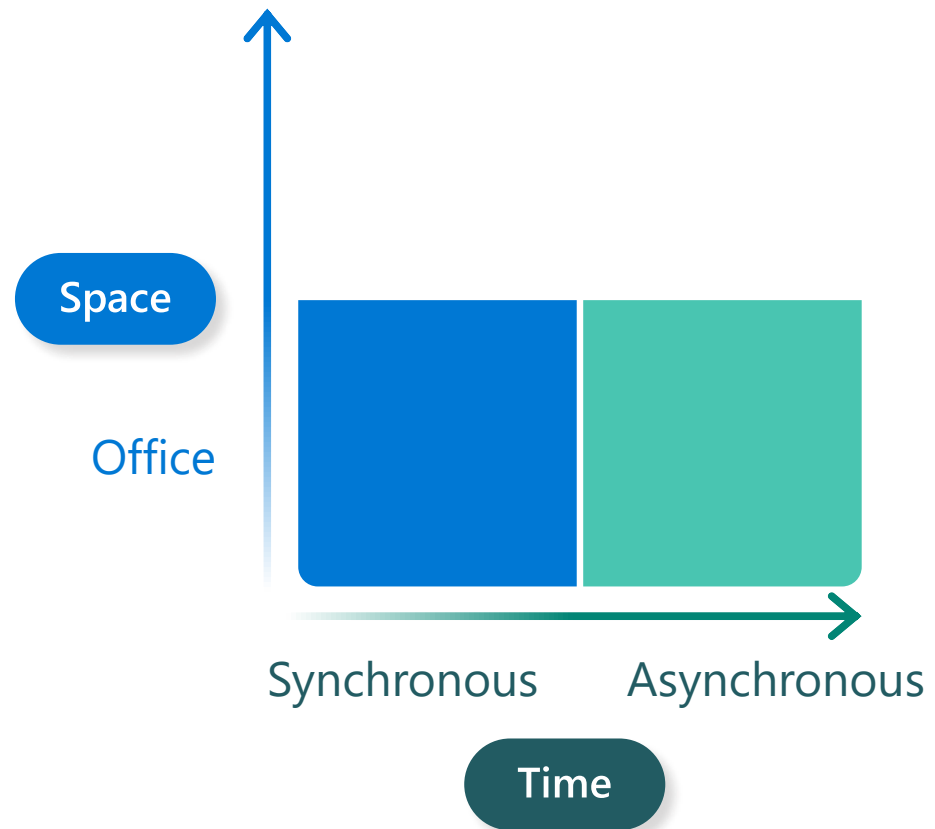
The traditional work environment

circa 1950



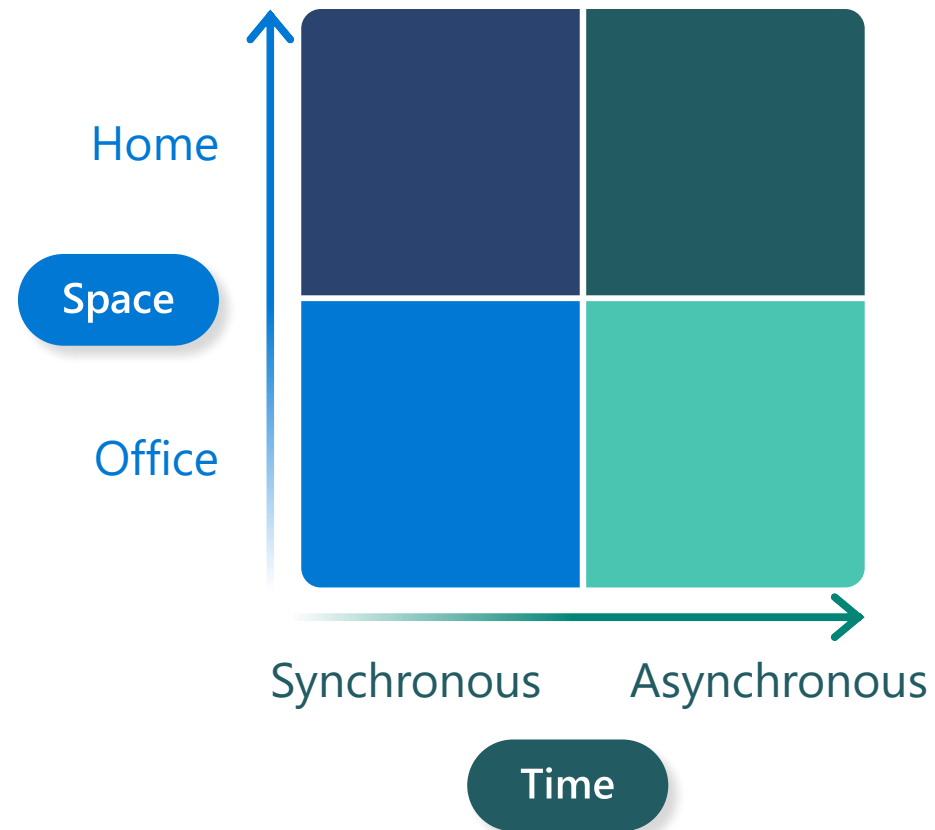
Enter the Internet

circa 2000



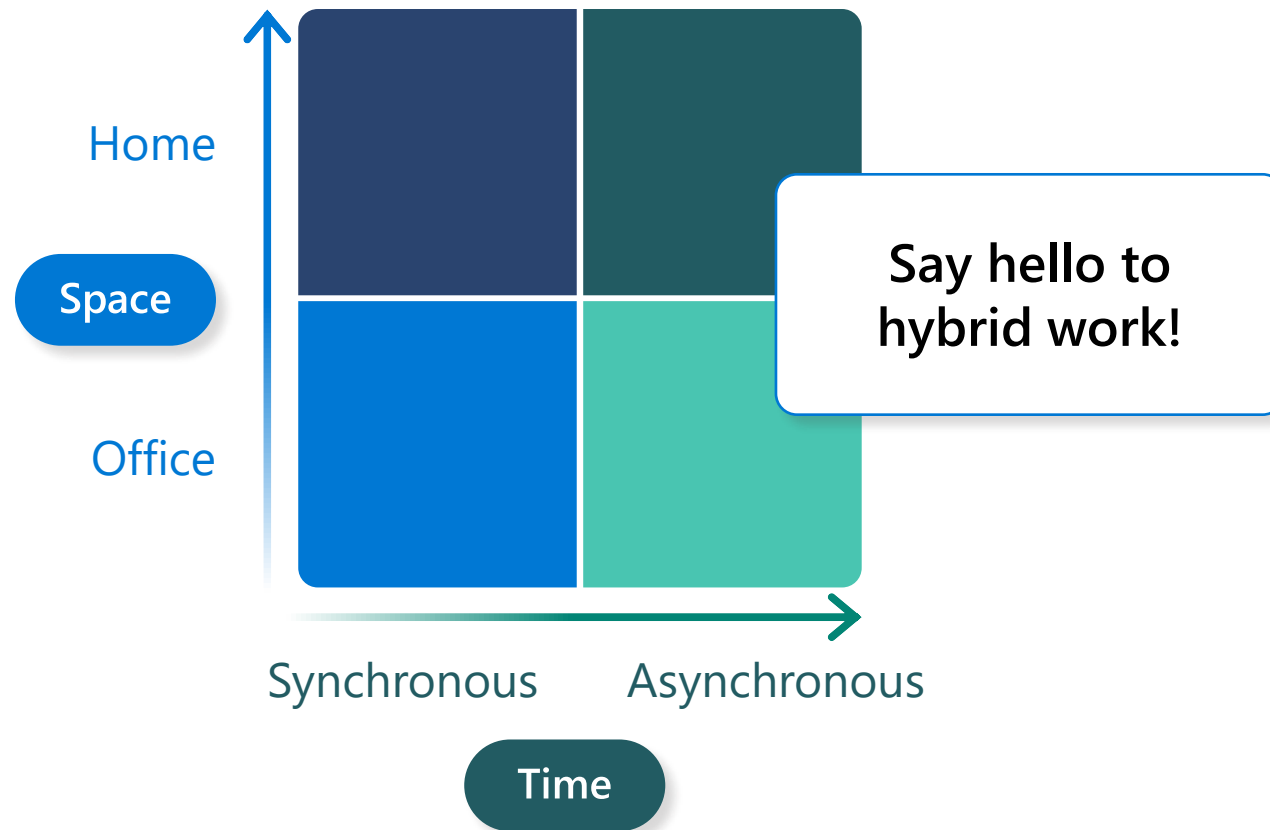
Enter the pandemic

circa 2020

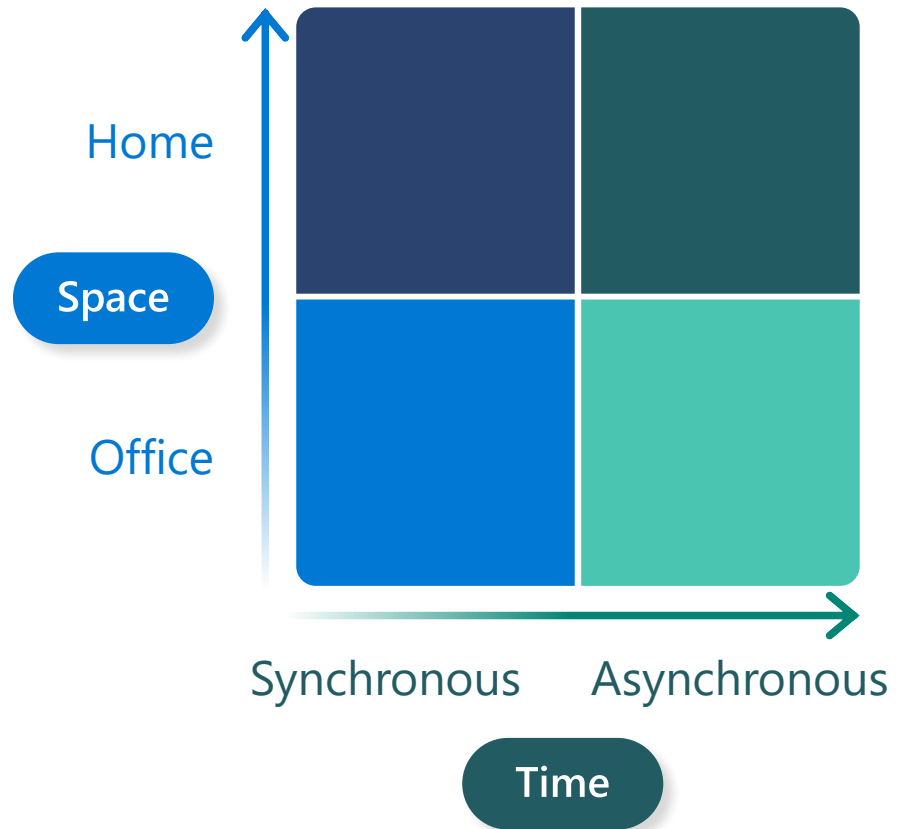


Enter the pandemic

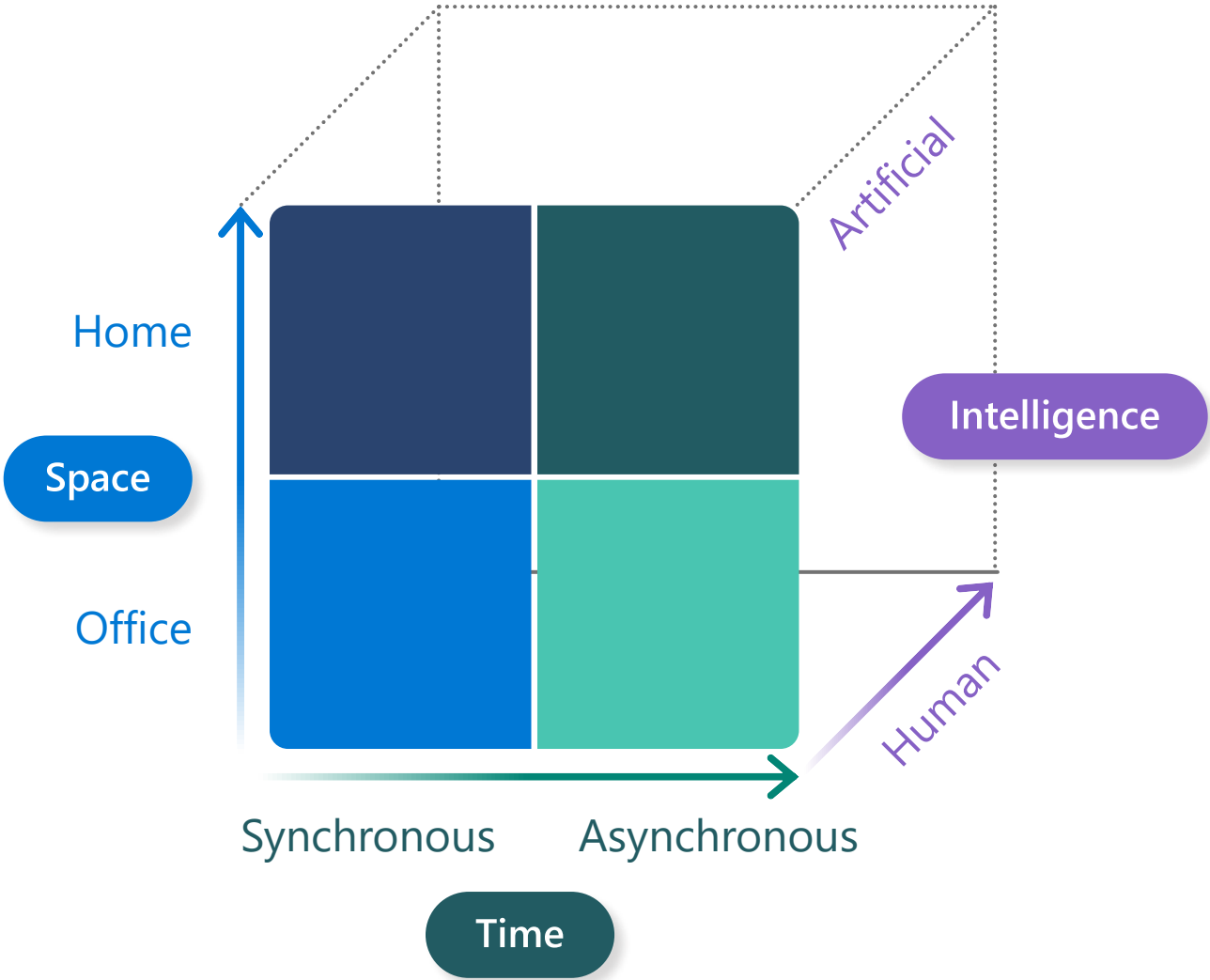
circa 2020



Where does AI fit here?



AI is a brand-new dimension of work



Who has the answer to my question?



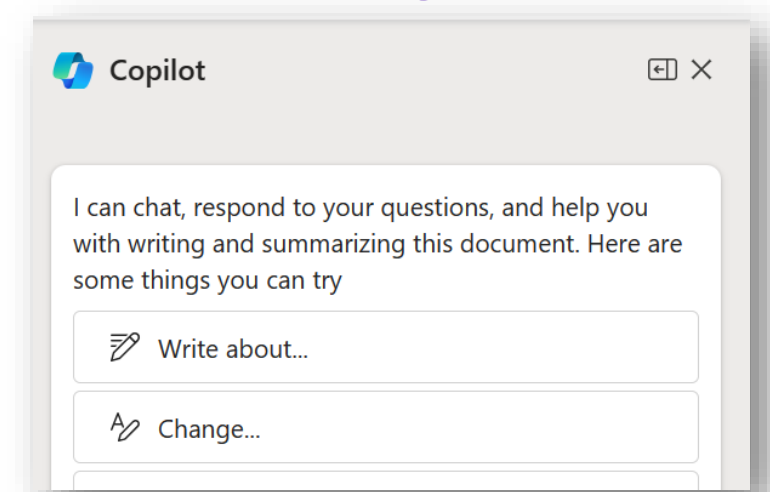
Space



Time



Intelligence



Digital debt is costing us innovation

We are suffering from a time & energy deficiency



68%



of employees don't have enough time or energy to do their job



57%



of employees' time is spent communicating



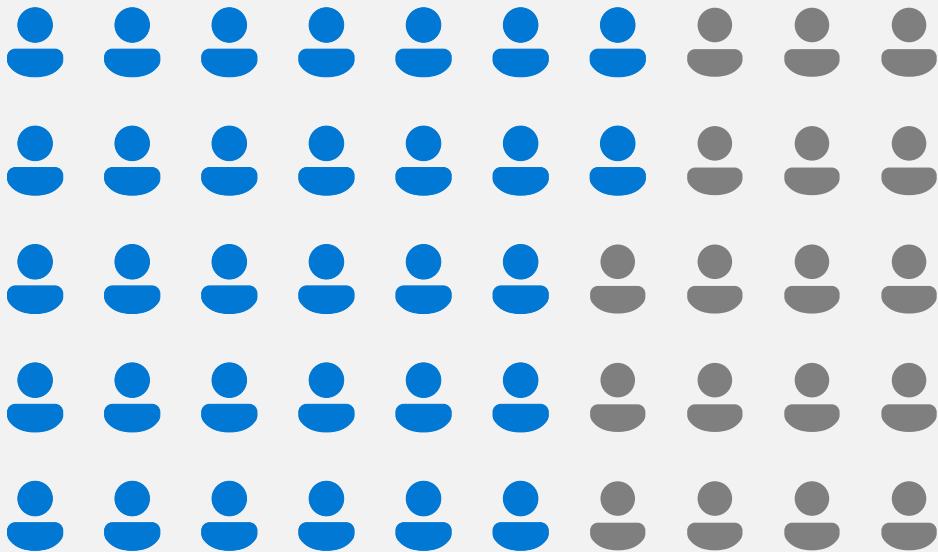
43%



of employees' time is spent creating

68%

of employees who don't have enough **time and energy** are...



2x

more likely to leave their jobs

3.5x

more likely to say they struggle to be innovative or think strategically

What is causing time & energy deficiency?

If people do not have it...

2x

more likely to say they struggle with **too many meetings**

The Broken Meeting

2.5x

more likely to say they struggle with **spending too much time searching for the right information or data**

The Information Labyrinth

2.5x

more likely to say they **don't have enough focus time**

The Blank Page

The Broken Meeting

“Receiving
the information
I will need”

is the number one reason
employees join a meeting

1 in 3

employees think they
would be missed if they
couldn't join most of
their team meetings

55%

of employees say next
steps at the end of a
meeting are unclear

How AI is changing Meetings

Employees were able to catch up on a meeting

3.8x

faster using AI

AI users found meeting summarization

58%

less draining

81%

agreed AI makes it easier to get the information they needed from meetings – whether they attended or not

84%

agreed AI makes it easier to take action after a meeting

The Information Labyrinth

50%

Of the information they consume each day, the percentage that respondents estimate is necessary to do their jobs

8.8h

A heavy email user will spend the equivalent of an entire work day per week in email

How AI is changing Information Search

Information was
retrieved

27%

faster using AI

The median AI user
estimated that for this
task, AI saved them
more than

10 minutes

75%

of AI users say AI saves
them time by finding
whatever they need in their
files

The Blank Page

68%

of employees say
they don't have enough
uninterrupted focus time
during the workday

67%

of employees say
they don't have
enough time to reset
between work tasks

Feeling
uninspired

is a top ranked
productivity disruptor by
employees

How AI is changing **The Blank Page**

Writing a blog post
was done

65%

faster using AI

When asked to rate the quality of a
series of emails, a blind panel rated AI
emails

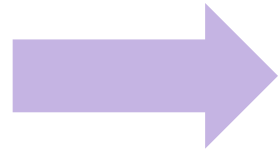
18% more clear
and
19% more concise

85%

of AI users said AI helps
them get to a **good first
draft faster.**

22%

of AI users are
saving more than 30
minutes day



10+ hours

a month

How to spend 10 hours / month?



1 flight from
London to Seattle



1x full-day onsite
with my team



10x 1-hour
walks with my dog



24x 5km
runs



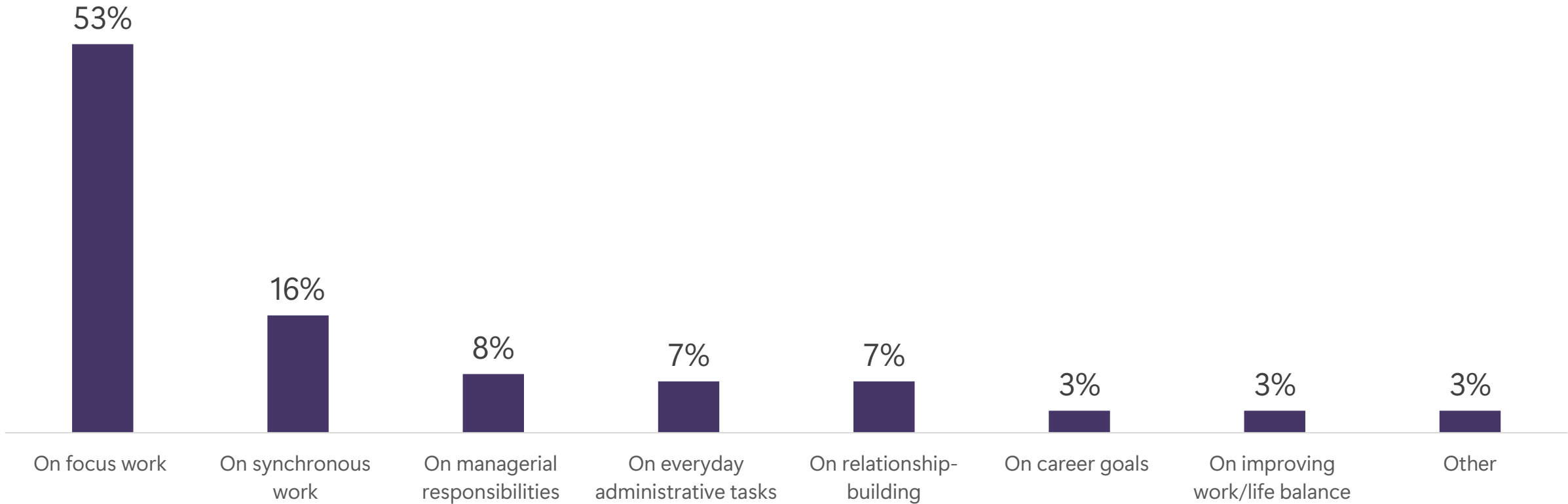
20x 30-min catch-ups
with my manager



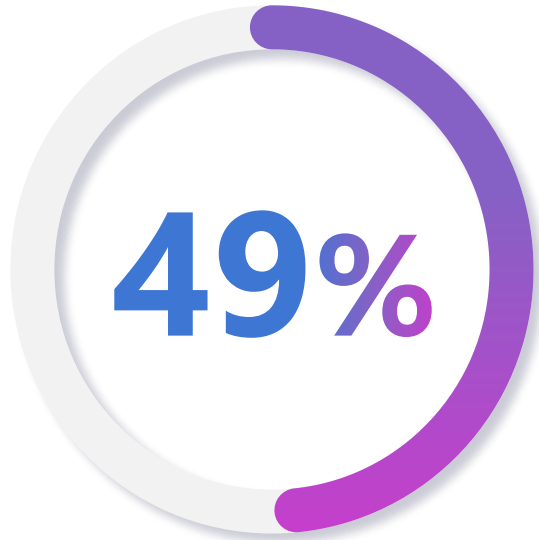
2x
research papers

How people are actually spending those 10+

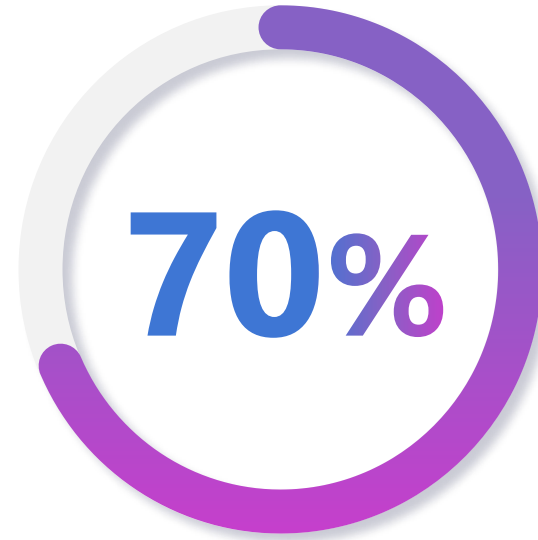
Q: How are you spending the majority of the time [refunded to you by Copilot]?
(Only asked of respondents who indicated they saved 30 minutes or more a day using Copilot.)



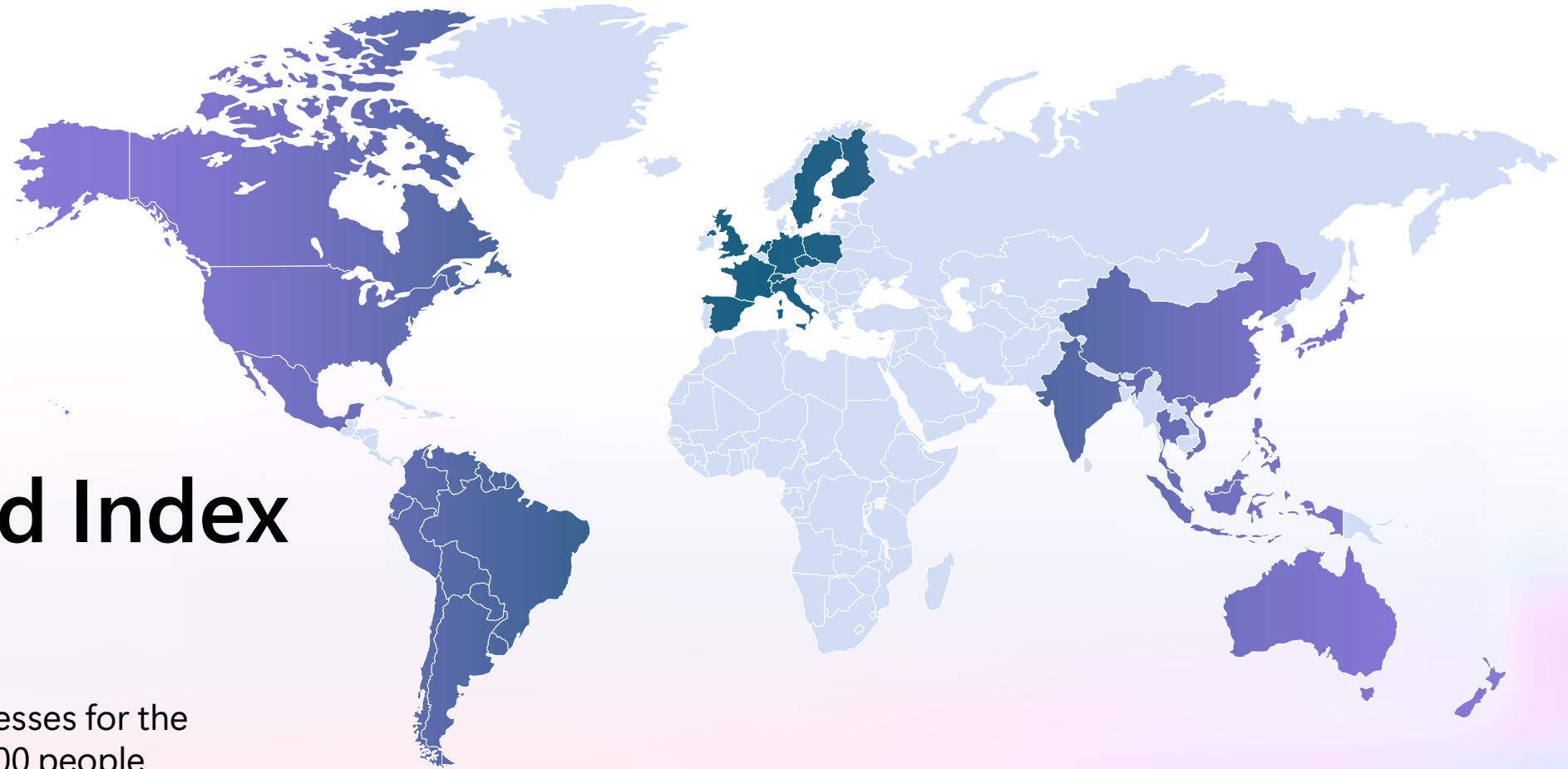
A new AI-employee alliance



of people say they're worried AI will replace their jobs



would delegate as much work as possible to AI to lessen their workloads



Work Trend Index

<http://aka.ms/wti24>

To ready leaders and businesses for the age of AI, we surveyed 31,000 people across 31 countries, analyzed labor and hiring trends from LinkedIn, and productivity patterns of Microsoft 365 customers globally.

Three findings stood out

1

Employees **want AI at work**—
and won't wait for
companies to catch up.

2

The rise of the **AI power
user**—and what they
reveal about the future.

3

For employees, AI **raises
the bar** and breaks the
career ceiling.

68%

of people say they struggle
with the pace and volume of work,
and 46% feel burned out.

85%

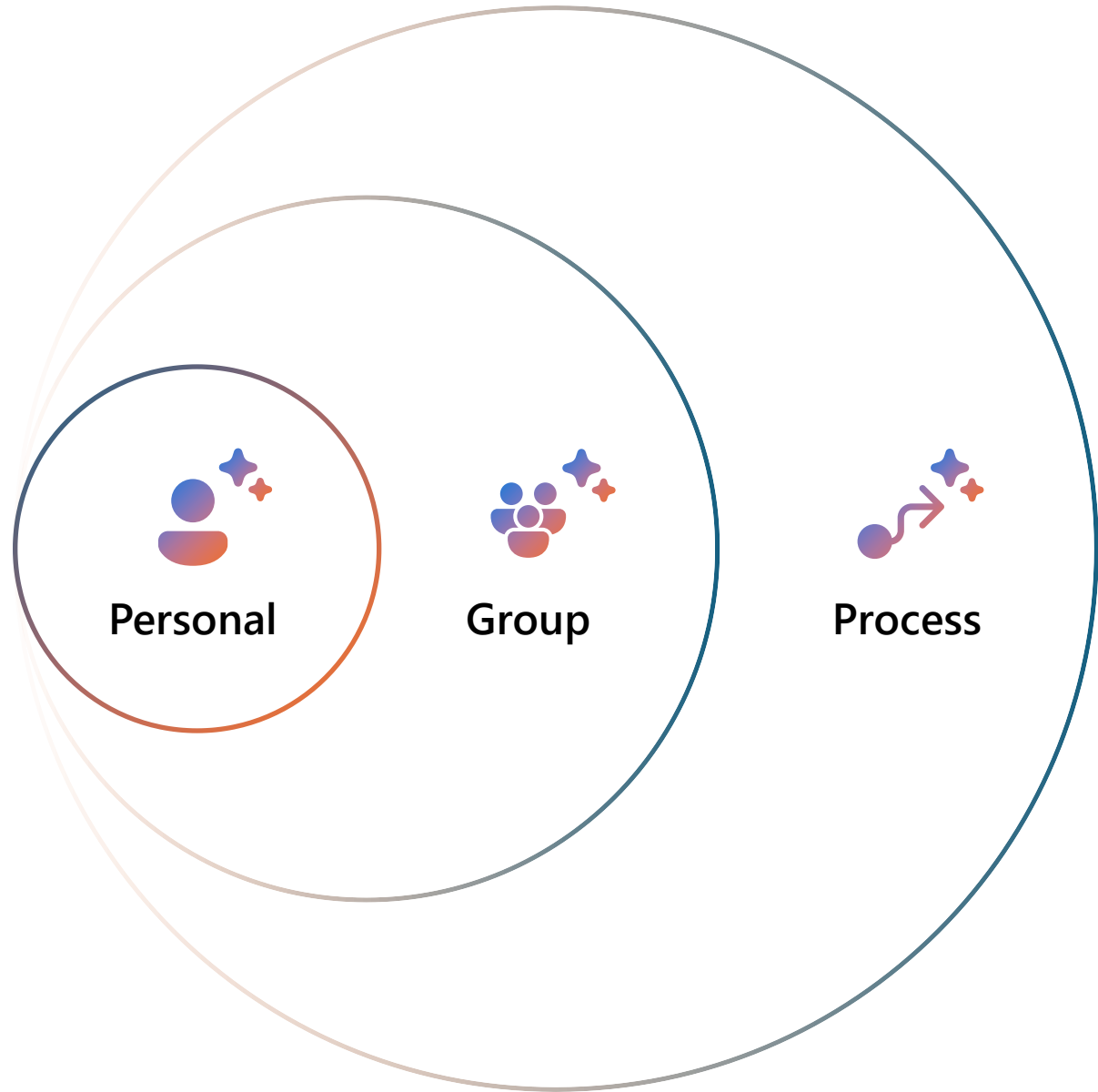
of emails are read in under **15 seconds**, and the typical person has to read about **four emails** for every one they send.

People still spend

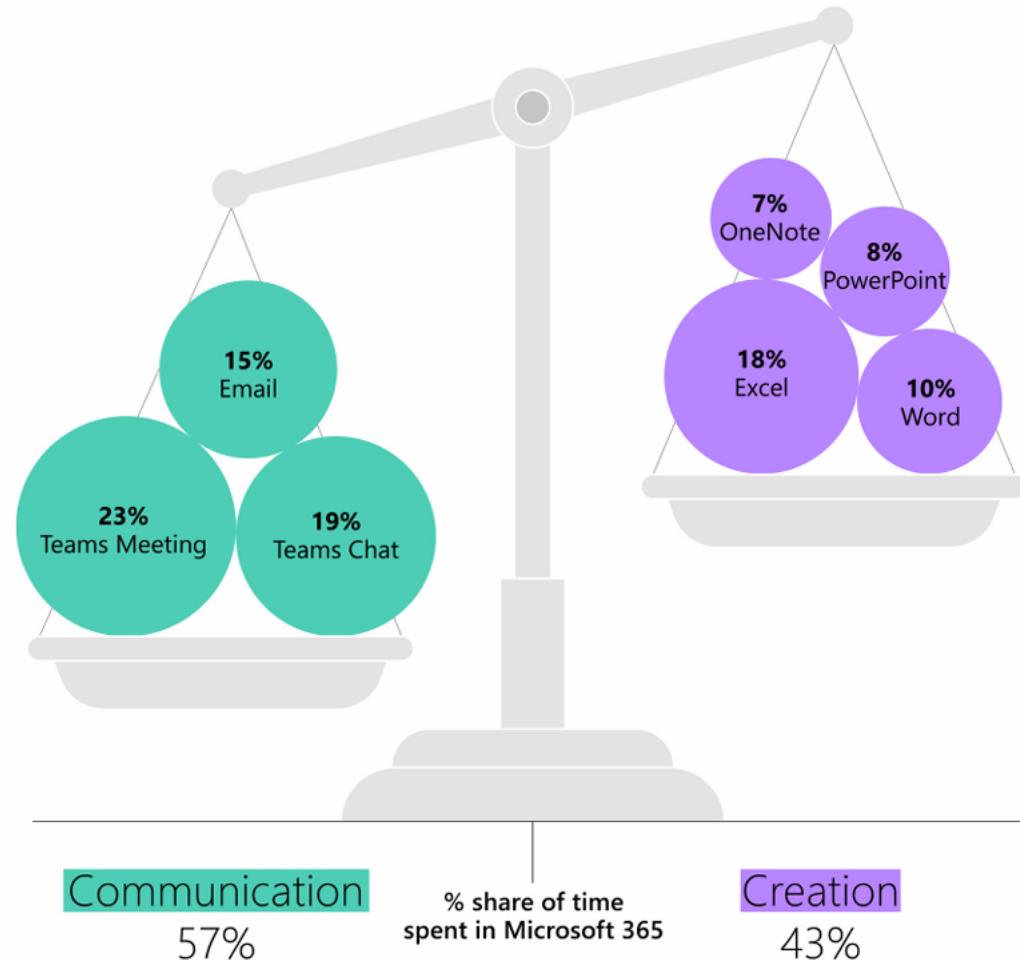
60%

of their time on emails, chats, and meetings, and only **40% creating.**

Role of AI in the Company of the Future



The Weight of the Workday



The Weight of the Workday

With the balance of work hours spent communicating, **68%** of people say they don't have enough uninterrupted focus time during the workday.

Collaboration patterns in Microsoft 365 in a rolling 28-day period ending in March 2023 excluding weekends. Time spent is represented by intentional activity in Microsoft 365 applications including Outlook, Teams, Word, PowerPoint, Excel and OneNote. Intentional actions include things like attending a meeting, writing an email, analyzing data, reviewing or editing a document. Includes commercial users and excludes education segment.

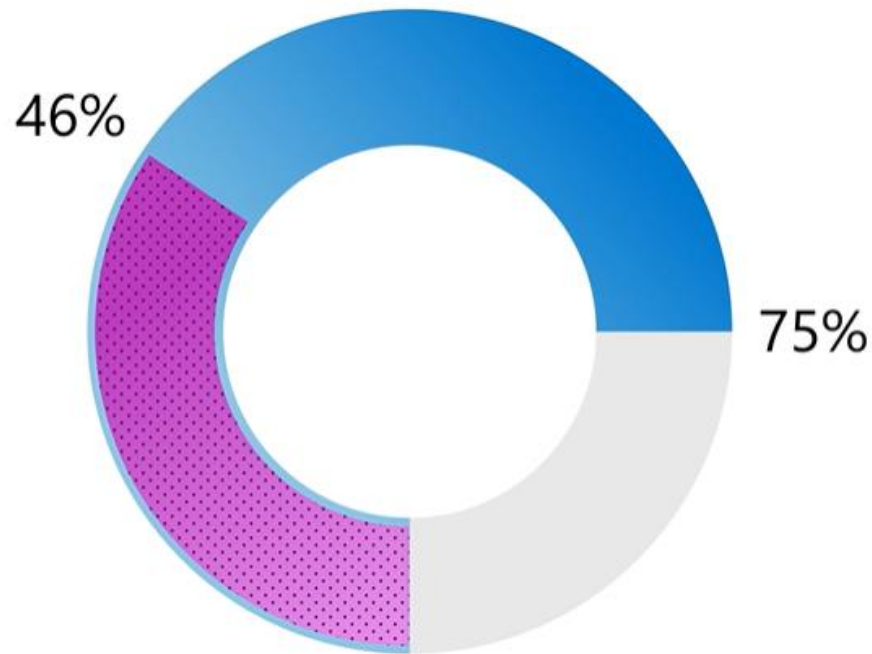
Using AI at Work

Three Out of Four People Use AI at Work

Usage nearly doubled in the last six months.

75% of people are
already using AI at work

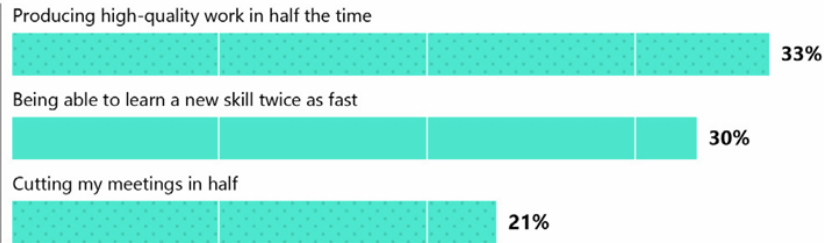
46% of them started using
it less than 6 months ago



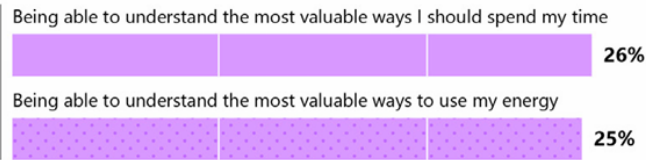
- 78% of AI users are bringing their own AI tools to work (BYOAI)—it's even more common at small and medium-sized companies (80%).
- And it's not just Gen Z—BYOAI cuts across all generations.
- 52% of people who use AI at work are reluctant to admit to using it for their most important tasks.
- 53% of people who use AI at work worry that using it on important work tasks makes them look replaceable.

Work in 2030: What People Want That AI Can Deliver

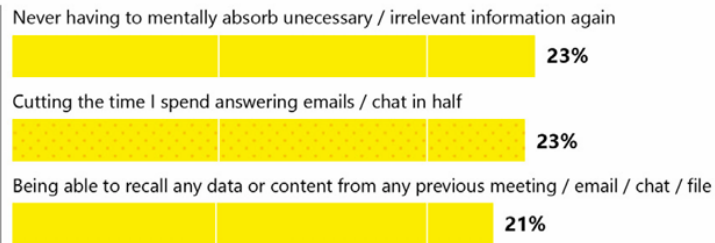
Save time



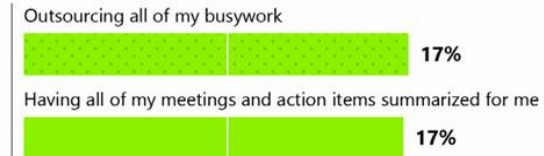
Work smarter



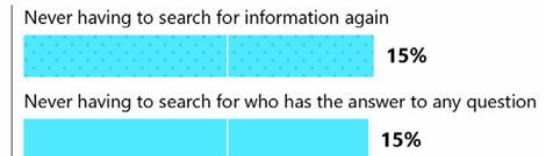
End information overload



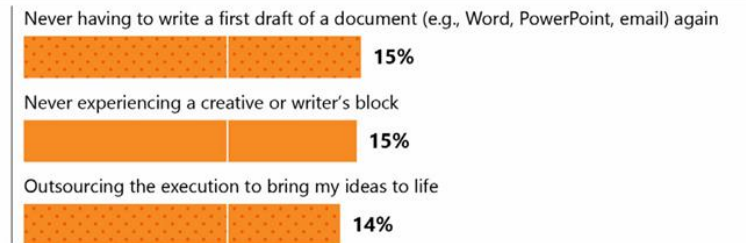
Banish busywork



Solve search

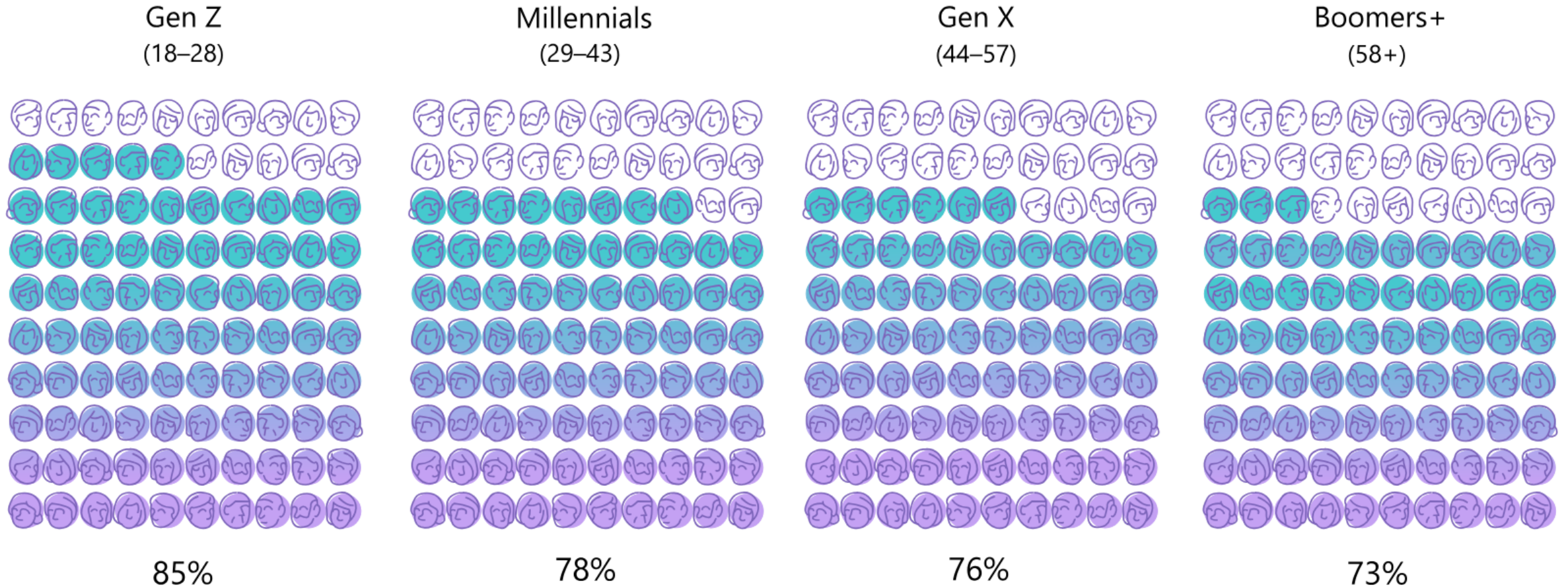


Unleash creativity



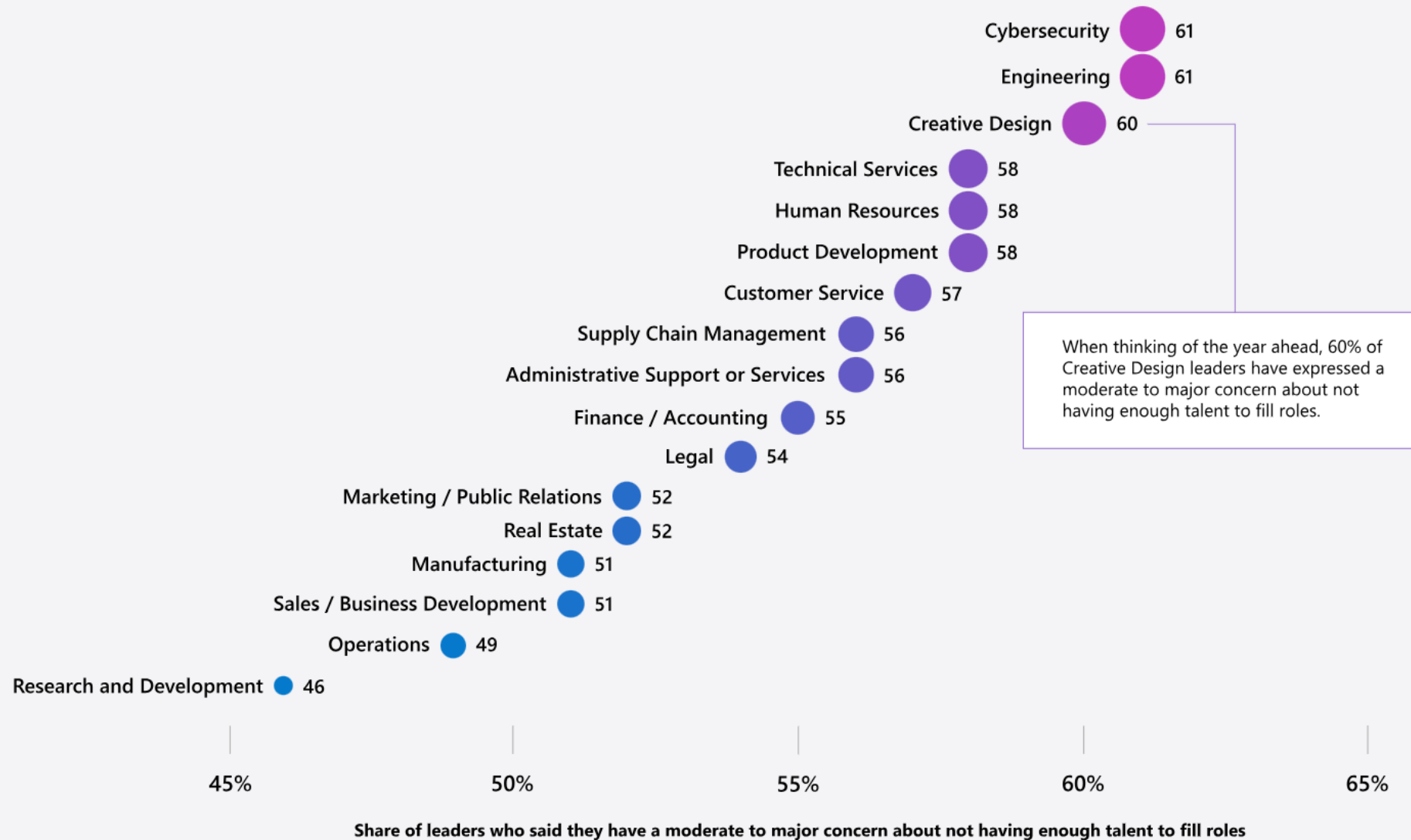
Work in 2030: What People Want—That AI Can Deliver Asked to imagine work in 2030, people we surveyed say they'd most value changes that saved them time—like producing high-quality work and learning new skills faster.

Using AI Not just Gen Z

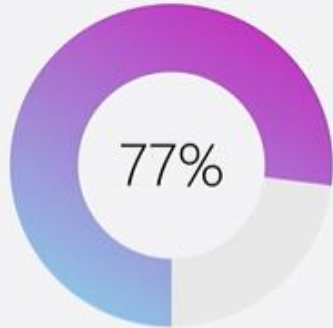


Share of survey respondents who have used AI tools at work not provided by their organization

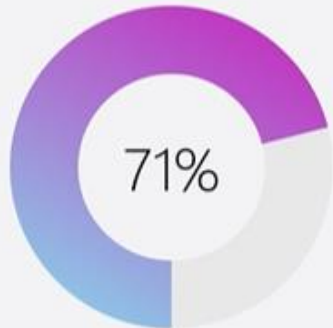
Do we have enough people?



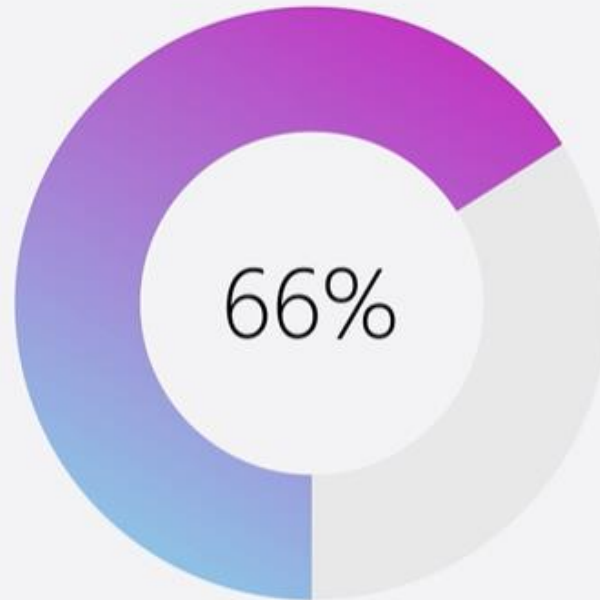
The New Hiring Imperative



Leaders say early-in-career talent will get greater responsibilities due to AI



Leaders are more likely to hire a less experienced candidate with AI skills than a more experienced one without them



Leaders would not hire someone without AI skills

Learning Aptitude

1 Project Manager		11 Sales Manager		 Management and Consulting
2 Product Manager		12 Writer		 Creative, Design, and Marketing
3 Program Manager		13 Administrative Assistant		 Business Development, Product Development, and Sales
4 General Manager		14 Human Resources Manager		 Human Resources, Administration, and Operations
5 Architect		15 Marketing Specialist		 Finance
6 Graphic Designer		16 Financial Analyst		
7 Account Manager		17 Account Executive		
8 Operations Manager		18 User Experience Designer		
9 Marketing Manager		19 Business Consultant		
10 Accountant		20 Operational Specialist		

Top non-technical occupations using LinkedIn Learning to build AI aptitude

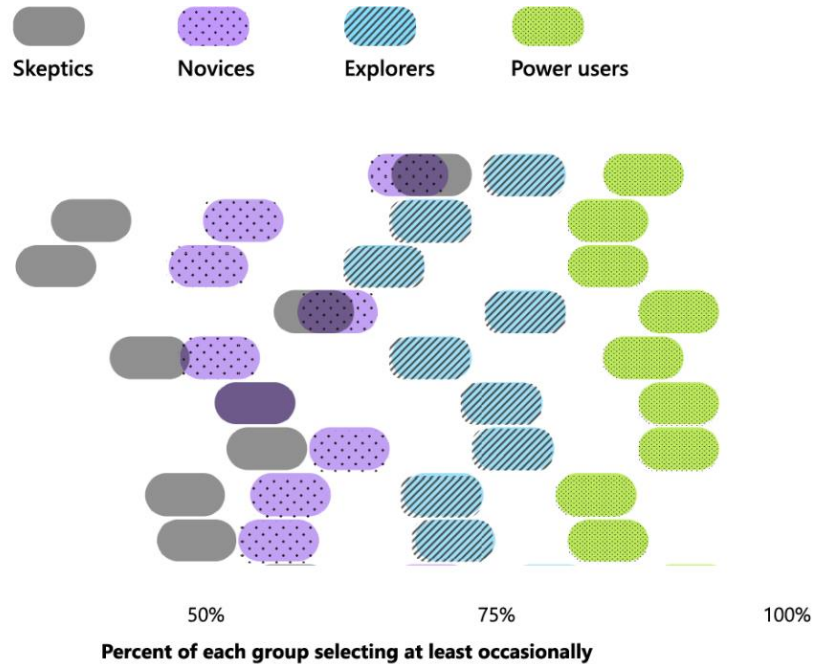
Power User

Skeptics are at least familiar with AI, but they only use it a few times a month (if ever). They say AI saves them 10 minutes or less per day.

Novices are only somewhat familiar with AI (if at all) and use it only a few times a month (if ever). They say AI saves them 30 minutes or less per day. 25%

Explorers are only somewhat familiar with AI (if at all) and use it a few times a month or once a week. They say AI saves them between 5 and 30 minutes per day.

Power Users are at least familiar with AI and use it at least several times per week. They say it saves them more than 30 minutes per day.



How I use AI

- When I don't get the response I want from the first prompt, I try again
- I use AI to get ready for the following workday
- I start my day using AI
- I research and try new prompts
- I regularly share my prompts / top tips on AI usage with my co-workers
- I regularly experiment with different ways of using AI
- I make it a priority to learn how to use AI effectively
- I ask co-workers what prompts they find most useful
- Before starting a task, I ask myself, "could AI help me with this?"

How AI impacts my experience at work

- It makes my overwhelming workload more manageable
- It helps me be more creative
- It helps me be more productive
- It helps me enjoy my work more
- It helps me focus on more fulfilling work
- It helps me focus on the most important work
- It makes me feel more motivated
- It has improved my work-life balance
- I wish AI could do even more on my behalf
- I don't want to go back to working without AI

PMI View on AI

Demand Increases for Project Professionals with AI Skills, Yet PMI Research Finds Only 18% Have Practical Experience

34%

Project Managers will use AI to prepare reports and cut time of preparation

REPORTING

33%

Project Managers will use AI to help them for the decision making and control over the projects

DECISION SUPPORT

26%

Project Managers will use AI to enhance communication with stakeholders

COMMUNICATION

Project managers can leverage AI for project productivity and enhance power skills.

AI Adoption will only increase, so project managers need to upskill quickly to take advantage of this enormous career opportunity.

Building organizational resilience, leveraging technical skills, and upskilling teams will help organizations remain competitive.

PMI Infinity



Sources

This response is powered by PMI's KnowledgeBase.

1 [AI applications In Education.](#)

Contributed by: [Cognilytica LLC](#)

2 [3 Themes Shaping Tomorrow's Project Environment.](#)

ProjectManagement.com

3 [How AI Enhances Sales.](#)

Contributed by: [Cognilytica LLC](#)

Related

What are some specific tasks that AI Assistants can automate in project management?

How can AI Assistants be integrated with existing project management tools?

What future developments can we expect in the field of AI Assistants for project management?

AI in Future Project Management



I am doing a keynote on PMI Conference on AI, Future of Work and future of our project management professions. What should be the topics and what should i not miss to present?



For your keynote on the PMI Conference focusing on AI, the Future of Work, and the future of project management professions, here are some essential topics you should cover:

1. The Role of AI in Project Management:

- Discuss the different levels of AI automation: AI Assistants, AI Augmentation, and AI Automation.
- Highlight the benefits of AI in improving project outcomes, efficiency, and decision-making.
- Mention PMI's "Project Infinity" AI engine and its impact on project management.

2. Future of Work:

- Explore how digital transformation is reshaping the workplace.
- Discuss the importance of agility and adaptability in the evolving work environment.
- Address the skills needed for the future workforce, such as data science, innovative mindset, and collaborative leadership.

3. Developing Digital-Age Project Management Skills:

- Emphasize the need for project managers to develop skills in data management, analytics, and big data.
- Highlight the importance of security, privacy knowledge, and legal and regulatory compliance.
- Discuss the ability to make data-driven decisions and the significance of continuous learning and professional development.

4. Ethics and Advances in AI:

- Address the ethical considerations and challenges associated with AI in project management.
- Encourage the audience to participate in discussions and surveys on AI ethics, such as the PMI survey on AI: Advances and Ethics.

Ask me about project management



Meeting content
Sales report Q4... Capacity status list... VanArdelePhotoDe...

Notes
All Notes | Mentions | Transcript | Chat

Your personal AI suggested notes and tasks
Share to Notes

Suggested notes

- Serena wants to look at the sales report before she and Beth spend more budget on the campaign.
- Beth explains that they are on track for new product release in December. But they will need to keep an eye on advertisement budget. She will follow up on that.
- Beth explains that they are managing the capacity well. They could be a problem if they get more popular. Babak is going to double check on that.

Suggested tasks

- Beth will follow up on advertisement budget.
- Jon Shammas will double check with Amanda regarding the ETA for the release of the new product.

Write unit tests for this function

```
import unittest
import datetime

class TestParseExpenses(unittest.TestCase):
    def test_parse_expenses(self):
        expenses_string = "2023-01-02 -34.01 USD\n2023-01-03 2.5\nexpected_output = [(datetime.datetime(2023, 1, 2), "-34",\ndatetime.datetime(2023, 1, 3), "2.5"),\ndatetime.datetime(2023, 1, 3), "-2.5")
self.assertEqual(parse_expenses(expenses_string), expect

def test_parse_expenses_with_comments(self):
    expenses_string = "# This is a comment\n2023-01-02
```

ChatGPT

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally generate harmful information
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge and skills

Create post

Meet Mona Kane at Archinext 2023

Come meet Van Arsdel Global Head of Design, Mona Kane at Archinext 2023.

Interior Design

Meet Mona Kane at Archinext 2023

Global Head of Design, Van Arsdel

Add to your post

Post

GitHub Copilot

```
password.py
1 """
2 Password helper functions
3 """
4 import re
5
6
7
```

Create a SWOT analysis in loop based on this info

Strengths	Weaknesses	Threats
	<ul style="list-style-type: none">Production and supply chainInefficient cost managementQuality control problems	<ul style="list-style-type: none">Fluctuations in raw material pricesChange in government policies or regulationsPrice sensitivity in a sagging market

Welcome, Mon

Start from

- Blank app
- Database
- SharePoint
- Excel

Your apps

Name	Modified	Owner	Type
Inventory tracking	10/24/2023	me	Custom
Procurement orders	10/24/2023	me	Custom

Discover

Bing Open Preview

Introducing the new Bing. Be the one of the first to try it.

Start chatting

The New Bing: AI-powered search with chat

Actions

More Visual Answers

Copilot

Document1 - Saved

File Home Insert Layout References Review View Help

Aptos (Body) | 11 | B I U | A |

Create content with Copilot

draft a proposal from yesterday's meeting notes

Bing

Can you create me an image of an astronaut walking through a galaxy of sunflowers?

Sure, I'll use Image Creator to draw that for you.

Made with Image Creator

Change the astronaut to a cat | Change the sunflowers to roses | Add a moon in the background

Contoso customer support

Claudia Mezzanti

Hello Claudia, thanks for reaching out to Contoso. I will help you right away with the auto-frother issue!

Have you tried resetting the machine yet?

Yes I've reset the machine and cleaned the frother, but I'm still having trouble. There's noise but no pressure or heat

Ok give me one minute please.

Here are the steps to resolve the auto frother issue:

- Cancel any current coffee operation that might be running.
- Tap on the menu and choose "Settings".
- Scroll down to the last option called "Reset Firmware settings".
- Wait for about 2-3 minutes, then

Timeline

- Created: 07/04/2023
- From: Claudia Mezzanti
- Subject: Issue with auto-frother

Recent purchases

- 12/24/2022
- \$1250.00 (3 items)
- Store: 123, Linden Ave, Dallas, TX

Coffee latte tamper

Smart home 3000

Search

Home My Network Jobs Messaging Notifications

About

As we approach the next quarter, we're excited to share our goals for the upcoming period. Our main focus is to successfully launch our new wireless power transfer device and establish a strong market presence. We have an ambitious goal to grow our user

Top 10 to try first with Copilot



1

Recap a meeting

– let Copilot keep track of key topics and action items so you can stay focused during the meeting and avoid listening to the recording after.

→ Draft an email with notes and action items from [meeting](#)



2

Summarize an email thread

– get quickly caught up to a long, complex email thread.

→ Click on the Summarize icon



3

Draft email

– personalize the tone and length.

→ Draft an email to [\[name\]](#) that informs them that Project X is delayed two weeks. Make it short and casual in tone.



4

Summarize a document

– get right down to business by summarizing long documents and focusing on the relevant sections.

→ Give me a bulleted list of key points from [file](#)



5

Tell me about a topic/project

– provide insights and analysis from across multiple sources to get up to speed quickly.

→ Tell me what's new about [topic](#) organized by emails, chats, and files?



6

Give me some ideas for ...

– boost your creativity with ideas for your work such as agendas, product names, social media posts, etc.

→ Suggest 10 compelling taglines based on [file](#)



7

Help me write ...

– jumpstart creativity and write and edit like a pro by getting a first draft in seconds.

→ Generate three ways to say [\[x\]](#)



8

What did they say ...

– when you vaguely remember someone mentioning a topic, have Copilot do the research.

→ What did [person](#) say about [topic](#)



9

Revise this content

– when you've got a rough draft of an idea, turn it into usable text and then vary the length and tone.

→ Rewrite with Copilot



10

Translate a message

– with business becoming increasingly international, it's important to be able to read or write messages in other languages.

→ Translate the following text into French:

- Home
- EMEA PS Countries
- EMEA PS Industries
- Shared with us
- Documents
- EMEA PS Lists
- EMEA PS Events
- EMEA PS Platforms
- EMEA PS CBI
- Notebook
- CEMA PS Cloud Initiatives
- EMEA PS IA Account Acti...
- EMEA PS IA Strategic Part...
- Recycle bin
- Edit
- Return to classic SharePoint

+ New Upload Edit in grid view Share Copy link Sync Add shortcut to OneDrive Download Create a Copilot agent All Documents*

Documents > Projects

Name	Modified	Modified By	+ Add column
Internal Executive Project Status Update ...	A few seconds ago	Ratko Mutavdzic	
Internal Executive Project Status Update ...	A few seconds ago	Ratko Mutavdzic	
Internal Executive Project Status Update ...	A few seconds ago	Ratko Mutavdzic	
Internal Executive Project Status Update ...	A few seconds ago	Ratko Mutavdzic	
Internal Executive Project Status Update ...	About a minute ago	Ratko Mutavdzic	

EMEA PS Government Industry Advisory

Public group | General ☆ Not following 👤 73 members

+ New
Edit in grid view
Delete
Favorite
Download
Create a Copilot agent
Classify and extract
Move to
Copy to
...

6 selected All Documents* ⓘ ↗

Documents > Projects

✓	📄	Name		Modified	Modified By	+ Add column
✓	✉	Internal Executive Project St...	⋮	4 minutes ago	Ratko Mutavdzic	
✓	✉	Internal Executive Project St...	⋮	2 minutes ago	Ratko Mutavdzic	
✓	✉	Internal Executive Project St...	⋮	2 minutes ago	Ratko Mutavdzic	
✓	✉	Internal Executive Project St...	⋮	3 minutes ago	Ratko Mutavdzic	
✓	✉	Internal Executive Project St...	⋮	3 minutes ago	Ratko Mutavdzic	
✓	🤖	Projects Agent.copilot	⋮	A few seconds ago	Ratko Mutavdzic	

Projects Agent

infrastructure. Key activities include the deployment of new security protocols and the enhancement of existing systems ¹.

- 15.11.2023:**
 - This update provides an overview of the initial stages of the project, including the planning and coordination efforts. It emphasizes the importance of collaboration between various stakeholders and outlines the preliminary steps taken to ensure the project's success ².
- 15.12.2023:**
 - This update details the advancements made in the project, particularly in terms of technology integration and system upgrades. It also addresses some of the challenges faced and the strategies implemented to overcome them ³.
- 23.2.2024:**
 - This update focuses on the mid-term review of the project, assessing the progress against the set milestones. It highlights the achievements so far and identifies areas that require additional attention to stay on track ⁴.
- 5.4.2024:**
 - This update provides a comprehensive review of the project's status, including the completion of several key phases. It discusses the next steps and the plans for the final stages of the project, ensuring that all objectives are met within the stipulated timeframe ⁵.

If you need more detailed information on any specific update, please let me know!

Copy

AI-generated content may be incorrect

5 Reference

can you summarize those reports, instead of customer name use CONTOSO

“
**Any sufficiently advanced technology
is indistinguishable from magic.**

Arthur C. Clarke



Microsoft