

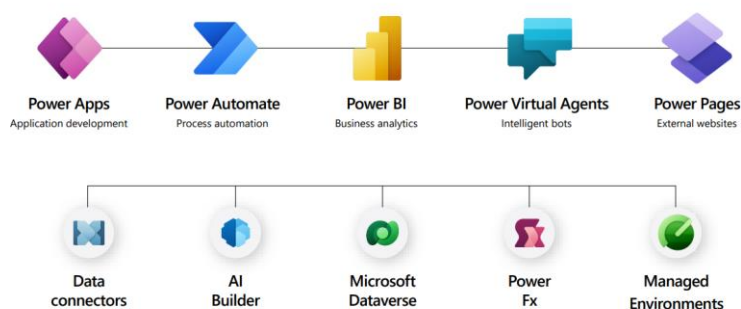
## What is the Microsoft Power Platform?

The Microsoft Power Platform is a collection of cloud-based services and tools developed by Microsoft to help companies create, automate, analyze and transform business applications. The Power Platform consists of four main components that are seamlessly integrated with each other:

- 1. Power Apps:** Power Apps enables users to create custom applications and solutions without extensive programming knowledge. With visual drag-and-drop tools, users can develop apps for desktop, web and mobile devices. These applications can access various data sources and automate business processes.
- 2 Power Automate:** Power Automate (formerly known as Microsoft Flow) is a platform for automating workflows and processes. Users can create workflows to automate tasks and processes in various applications and services. Power Automate can transfer data between different applications, send notifications and automate approval processes.
- 3. Power BI:** Power BI is a business intelligence platform that enables companies to analyze and visualize data in compelling reports and dashboards. Users can import, transform and analyze data from various sources to make informed decisions and gain insights into their business data.
- 4. Copilot Studio:** Microsoft Copilot Studio is a cloud-based platform for creating and customizing AI-powered chatbots and virtual assistants that can be seamlessly integrated into business processes. With a user-friendly low-code environment, it enables companies to develop self-service solutions for customers, automated workflows and intelligent dialog systems. Thanks to the integration with Microsoft Copilot, Power Platform and external systems, Conversational AI and process automation can be flexibly scaled and optimized.

The Microsoft Power Platform is designed to accelerate digital transformation in organizations by providing users with the tools to leverage applications, automation and data analytics. It offers the ability to optimize business processes, increase efficiency and make data-driven decisions without the need for extensive technical knowledge. The platform is versatile and can be used in different industries and use cases to meet individual business requirements.

### Microsoft Power Platform Family



<https://powerplatform.microsoft.com/de-de/>

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## What is Microsoft Power



Microsoft Power Apps is an application development platform developed by Microsoft. It enables users to create customized business applications and mobile apps without extensive programming knowledge. The platform offers a user-friendly interface and enables the creation of applications using visual drag-and-drop tools and formulas.

Here are some of the main components and features of Microsoft Power Apps:

- 1. canvas apps:** Canvas apps allow users to create custom applications from scratch. You can create user interfaces, forms and workflows and link them to various data sources, including SharePoint, SQL Server, Common Data Service (CDS) and many others.
- 2. model-driven apps:** This type of app is based on a data-driven approach and uses the Common Data Model (CDM) as a database. Model-driven apps are particularly suitable for complex business applications and offer a ready-made structure for data and user interfaces.
- 3. data collection and storage:** Power Apps allows data to be collected via forms and stored in various data sources, including local databases, SharePoint lists, data collections and more.
- 4. automation and workflows:** The platform offers integrated functions for automating business processes and creating workflows. This is where Power Automate comes into play, a component of Power Apps that is responsible for workflow automation.
- 5. integration:** Power Apps integrates seamlessly with other Microsoft products and services, such as Microsoft Teams, SharePoint, Power BI and Dynamics 365, as well as third-party applications and services.
- 6. mobile applications:** With Power Apps, you can create mobile apps for iOS and Android to use the applications on different devices.

Microsoft Power Apps is aimed at users in companies who want to create specific applications for their business requirements without having extensive programming knowledge. It enables accelerated development of applications and automation of processes, which can increase efficiency and productivity in organizations.

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## What is Microsoft Power Automate?



Microsoft Power Automate (formerly known as Microsoft Flow) is a platform for automating workflows and business processes. It was developed by Microsoft and enables users to automate and integrate tasks and processes in various applications and services. Power Automate is part of the Microsoft Power Platform, which also includes Power Apps and Power BI, and it enables seamless collaboration between these different tools.

Here are some of the main features and uses of Microsoft Power Automate:

- 1. workflow automation:** With Power Automate, you can create workflows that automate tasks and transfer data between different applications and services. For example, you can automatically send emails, save files in OneDrive, update data in SharePoint and much more.
- 2. integration of applications:** Power Automate provides numerous pre-built connections to a variety of Microsoft and third-party applications. This facilitates integration and data exchange between different tools and services.
- 3. custom automation:** You can create custom workflows that are specifically tailored to your company's requirements. This enables the automation of processes that are specific to your industry or company.
- 4. notifications and approvals:** Power Automate supports the creation of workflows that send notifications to users and automate approval processes. This can improve collaboration and task management.
- 5. data manipulation and transformation:** You can use Power Automate to extract data from different sources, transform it and convert it into different formats. This is useful for preparing data for analyses or reports.
- 6. scheduled actions:** You can set schedules for the execution of workflows so that tasks are executed automatically at specific times or at regular intervals.

Power Automate is a versatile platform that can increase efficiency and productivity in organizations by automating repetitive tasks and facilitating integration between different applications and services. It is tightly integrated with other Microsoft products such as SharePoint, Power Apps, Dynamics 365 and Office 365 and enables the creation of comprehensive business process automation solutions.

<https://powerautomate.microsoft.com/de-de/>

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## What is Power BI



Microsoft Power BI is a business intelligence platform developed by Microsoft. It enables companies and individuals to collect and analyze data from various sources and transform it into appealing reports and dashboards. With Power BI, you can visualize business information, identify trends, make data-driven decisions and gain insights from your data.

Here are some of the main features and uses of Microsoft Power BI:

- 1. data visualization:** Power BI offers a wide range of visualization tools that allow you to present data in charts, tables, maps and other visual elements. This makes it easier to understand complex data and trends.
- 2. data integration:** You can import data into Power BI from various sources, including databases, Excel files, online services, cloud storage and more. The platform also enables automatic data refresh to ensure your reports are always up to date.
- 3. data modeling:** Power BI provides data modeling capabilities that allow you to create relationships between different data sources. This enables comprehensive analysis and the creation of complex reports.
- 4. report creation:** You can create interactive reports and dashboards that allow users to filter, search and analyze data. These reports can be exported and shared in various formats.
- 5. collaboration and sharing:** Power BI allows you to share reports and dashboards with other users in your organization. You can also set permissions to restrict access to certain data.
- 6. integration:** Power BI can be seamlessly integrated with other Microsoft products and services, such as Excel, SharePoint and Teams. In addition, many third-party integrations are available to link data from different sources.
- 7. advanced analytics:** Power BI offers advanced analytics capabilities, including the ability to create calculations and measures, use DAX (Data Analysis Expressions), and integrate R and Python scripting for advanced analytics.

Power BI is available in different versions, including a desktop version for report creation and development, as well as cloud-based versions such as Power BI Pro and Power BI Premium, which offer advanced features and scalability. The platform is suitable for organizations of all sizes and industries that want to make data-driven decisions and enables users to quickly gain meaningful insights from their data.

<https://powerbi.microsoft.com/de-de/>

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## What is the Microsoft AI Builder



Microsoft AI Builder is a service available within Microsoft Power Apps and Microsoft Power Automate (formerly known as Microsoft Flow). It enables the integration of artificial intelligence (AI) and machine learning into business applications and workflows without the need for extensive programming skills. With AI Builder, users can create intelligent applications that automate tasks, analyze data and make AI-driven decisions.

Here are some of the main functions and application areas of Microsoft AI Builder:

- 1. AI models without programming:** AI Builder offers ready-made AI models that you can use without coding. These models are designed for common use cases and can be integrated directly into Power Apps and Power Automate.
- 2. automation of tasks:** You can use AI models to automate tasks such as text recognition, image recognition, form processing, predictions and automated decisions. For example, you can scan receipts and automatically extract the information or categorize emails based on their content.
- 3. customizable AI models:** AI Builder also allows you to adapt AI models to the specific requirements of your company. You can provide training data and train models to achieve better results for your individual use cases.
- 4. integration into business applications:** AI Builder can be seamlessly integrated into Power Apps applications and Power Automate workflows. This allows you to integrate AI functions into your existing business processes.
- 5. text analysis and sentiment analysis:** With AI Builder, you can perform text analysis to classify texts, recognize entities or evaluate the mood (sentiment) of texts. This can be helpful for analyzing customer feedback or processing text data.
- 6. image recognition:** You can use AI models to analyze images and identify objects or patterns in the images. This can be useful in use cases such as quality control, inventory management and visual search.
- 7. forecasting and prediction:** AI Builder enables the creation of predictive models for business data. You can create forecasts for sales figures, inventories, demand and other parameters.

Microsoft AI Builder provides a user-friendly way to integrate AI and ML capabilities into your business processes without the need for extensive technical expertise. This enables organizations to benefit from the advantages of artificial intelligence and make data-driven decisions.

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## What is Microsoft Copilot Studio?



Microsoft Copilot Studio is a cloud-based platform from Microsoft that enables companies to create powerful AI-powered chatbots and digital assistants. These virtual assistants can be seamlessly integrated into various business processes, particularly customer service, support and the automation of internal processes. Copilot Studio provides an intuitive, visual development environment that enables both business users and developers to create AI-powered conversations.

Here are some of the key features and uses of Microsoft Copilot Studio:

- 1. creation of AI-supported assistants:** With Microsoft Copilot Studio, companies can create chatbots without extensive programming knowledge. The platform offers a visual interface for designing dialogs, workflows and automations.
- 2. advanced AI integration and Copilot functionality:** Copilot Studio uses modern AI technologies, including generative AI and natural language processing (NLP), to intelligently understand user queries and provide relevant answers. Integration with Microsoft Copilot makes conversations more dynamic and adaptable.
- 3. self-service and automation in customer service:** Companies can use Copilot Studio to provide self-service options to answer frequently asked questions, automate simple tasks or efficiently forward customers to the right contact person. This relieves support teams and improves service quality.
- 4 Seamless integration into business applications:** The chatbots created can be integrated into various Microsoft services such as Dynamics 365, Microsoft Teams, Power Automate and external systems. This allows business processes to be efficiently automated and improved.
- 5. scalability and adaptability:** Microsoft Copilot Studio enables companies to develop and flexibly expand chatbots for different industries and use cases. Individual customizations can be implemented via low-code and per-code options.
- 6. multi-channel support:** Chatbots created with Copilot Studio can be used in various channels - from company websites and mobile apps to messaging platforms such as Microsoft Teams and WhatsApp.
- 7. analysis and continuous optimization:** Copilot Studio offers comprehensive analysis tools for monitoring performance and user interactions. Companies can continuously optimize and improve their chatbots based on real-time data.

Microsoft Copilot Studio is a central solution for companies that want to integrate AI-supported conversations, automation and self-service offerings into their business processes. By combining generative AI, automation and flexible integration, the platform helps to increase efficiency and optimize customer service.

<https://www.microsoft.com/de-ch/microsoft-copilot/microsoft-copilot-studio>

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## What is Power Pages

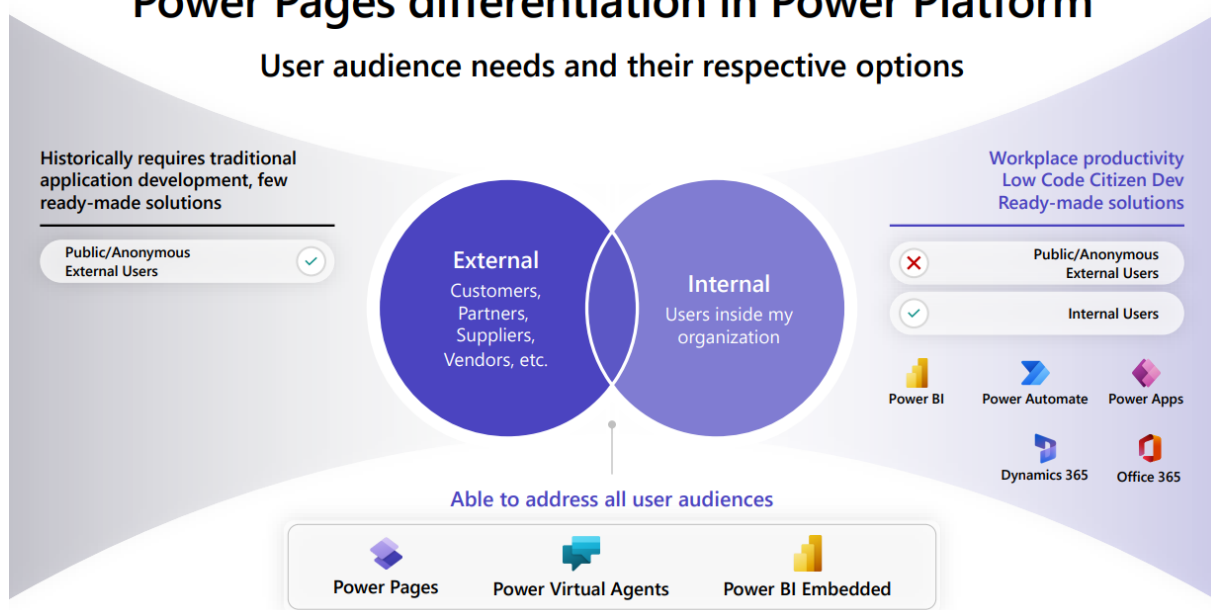


Microsoft Power Pages is the platform for creating websites and portals quickly and easily with no/low code and, if required, with web development. With the Design Studio, employees who have no experience in web development also have a tool at their disposal to create websites with drag and drop.

The big advantage is the direct use or provision of data from the Power Platform and/or Dynamics 365. It is therefore about connecting front-end web applications with the back-end systems. Customer portals for customer service, an event website or other websites for specific processes (including forms) can be realized. It is also suitable for prototyping future websites or highly developed customer portals.

## Power Pages differentiation in Power Platform

### User audience needs and their respective options



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## What is Microsoft Dataverse?

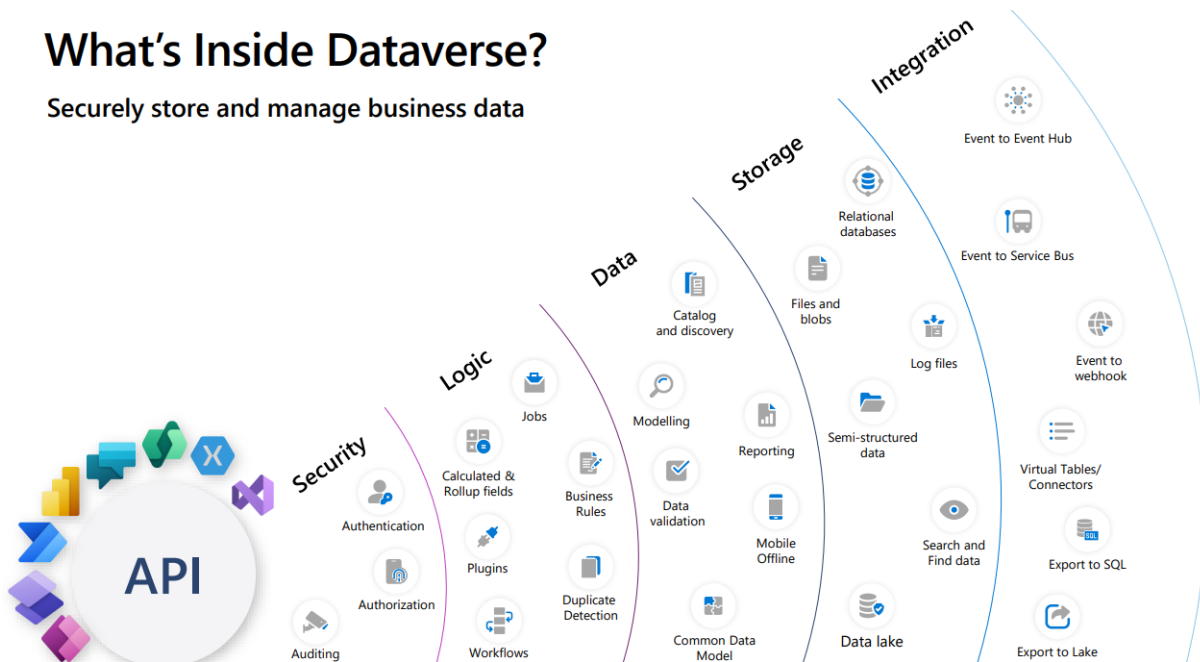


Microsoft Dataverse (formerly known as Common Data Service or CDS) is a cloud-based data platform and database service from Microsoft designed to facilitate the management and storage of business data. Dataverse is tightly integrated with various Microsoft products and services, most notably the Power Platform, which includes Power Apps, Power Automate and Power BI. The platform enables the creation, storage and management of data used in these applications and services and provides powerful data modeling and security

capabilities.

## What's Inside Dataverse?

Securely store and manage business data



Here are some of the main functions and possible uses of Microsoft Dataverse:

**1st database for business applications:** Dataverse serves as a central database where organizations can store their business-critical data. This database can be used for a variety of applications, including custom applications created with Power Apps, as well as workflows and reports in Power Automate and Power BI.

**2. data modeling:** Dataverse offers a powerful data modeling feature that allows users to create complex data structures. You can define relationships between different data tables, set data validation rules and add custom business logic.

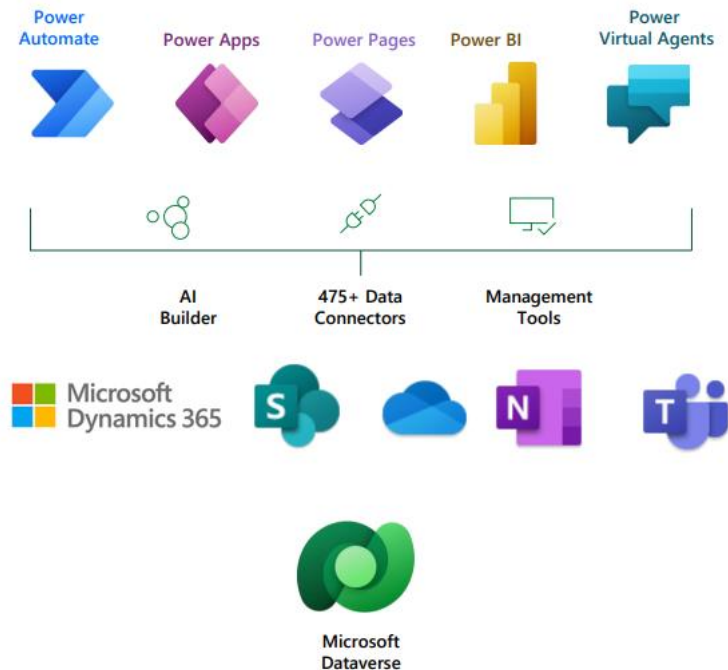
**3. integration:** Dataverse is seamlessly integrated with other Microsoft products and services, especially the Power Platform. This makes it easy to connect Dataverse data with Power Apps applications, Power Automate workflows and Power BI reports.

**4. security and access control:** Dataverse offers advanced security features that allow you to control access to data. You can set permissions at table level and ensure that only authorized users can access certain data.

**5. automation:** Dataverse supports the automation of business processes with Power Automate and the creation of custom applications with Power Apps. This enables companies to optimize their workflows and business processes.

**6. scalability and performance:** Dataverse is a scalable solution that enables companies to deal with growing volumes of data. The platform also offers powerful search and query functions.

Microsoft Dataverse is particularly useful for companies that want to develop and manage business applications based on shared data sets and a unified data source. It facilitates collaboration between different teams and enables business data to be managed and analyzed efficiently



<https://powerplatform.microsoft.com/de-de/dataverse/>

<https://learn.microsoft.com/de-de/power-apps/maker/data-platform/data-platform-intro>

**Proof of reference entire document:**

- Microsoft websites
- Chat GTP 4.0 / chat.openai.
- Own texts

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