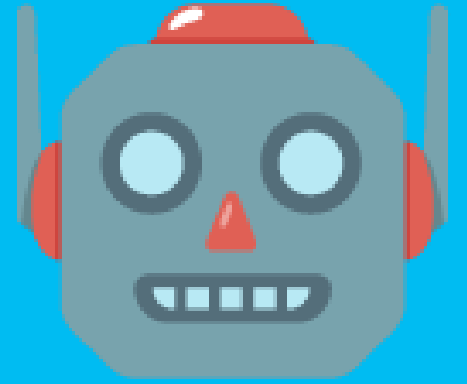


Leading the chatbot movement with Microsoft Bot Framework



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People want instant interaction.

To engage customers (us!)



Solves our
needs quickly



Easily accessible
anywhere



Natural



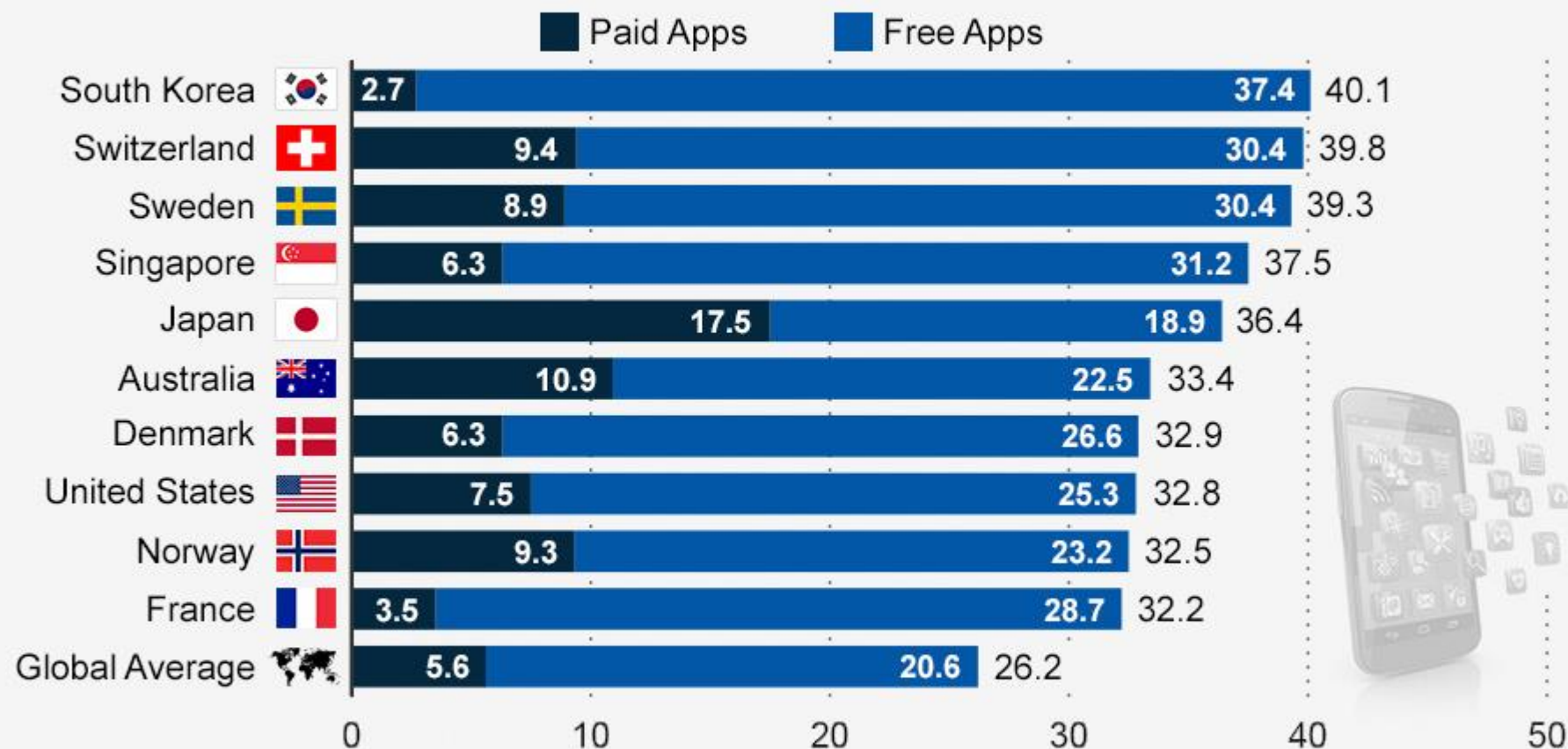
Almost every business has an app.



But can a person have every app?

The Average Smartphone User Has Installed 26 Apps

Top 10 countries with the highest average number of installed apps per smartphone user*



*as of March 2013; n=1,000 for all countries

The majority of people's time – 84 percent – is spent using just five apps they've installed from the App Store.

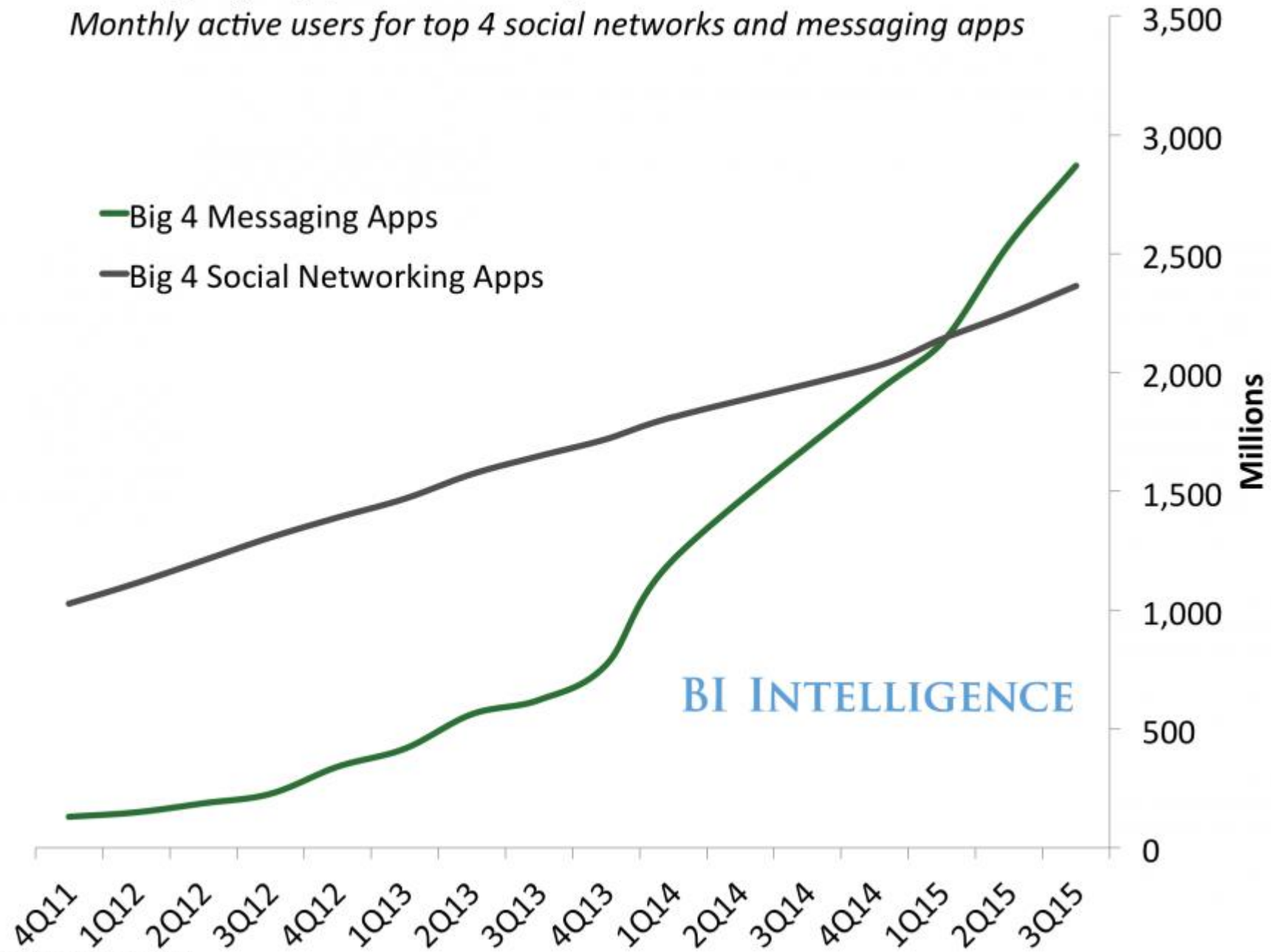
Source: Forrester Research

What are people spending time on?



Messaging Apps Have Surpassed Social Networks

Monthly active users for top 4 social networks and messaging apps



Source: Companies, BI Intelligence

Imagine if businesses could reach customers on these chat platforms.

Bots: Machines we speak with to
get stuff done.

Look familiar?



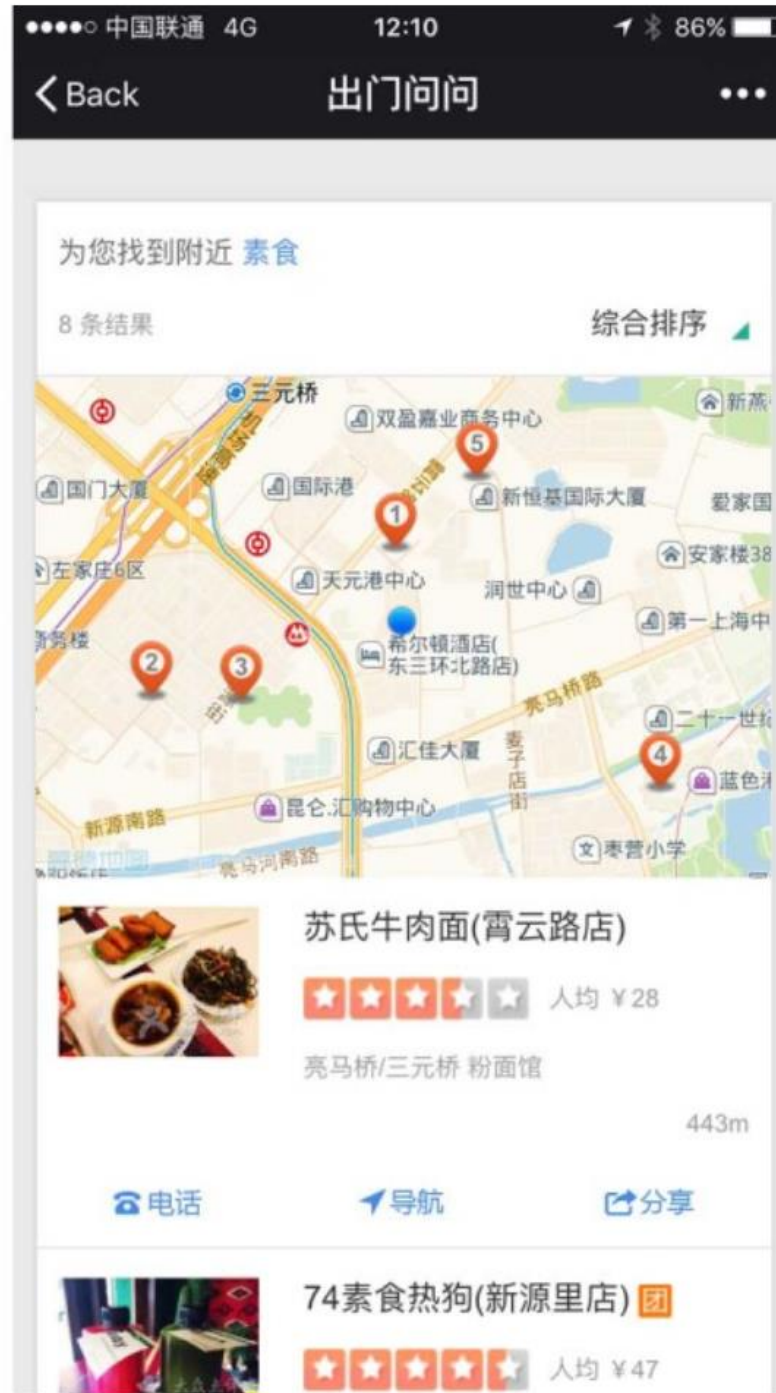
Chat platforms that already have bots:



Prize for the most mature bot ecosystem goes to...



WeChat



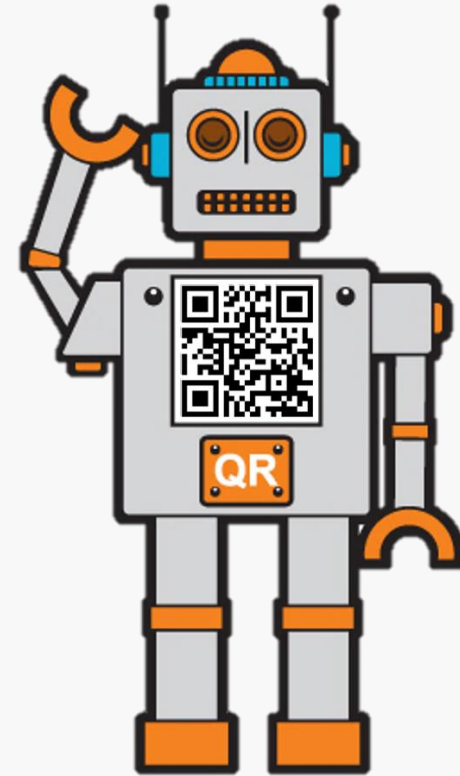
Here's what it looks like when every business can build experiences on a chat platform:

<https://www.youtube.com/watch?v=VAesMQ6VtK8> (Watch from 1:33 to 3:54)

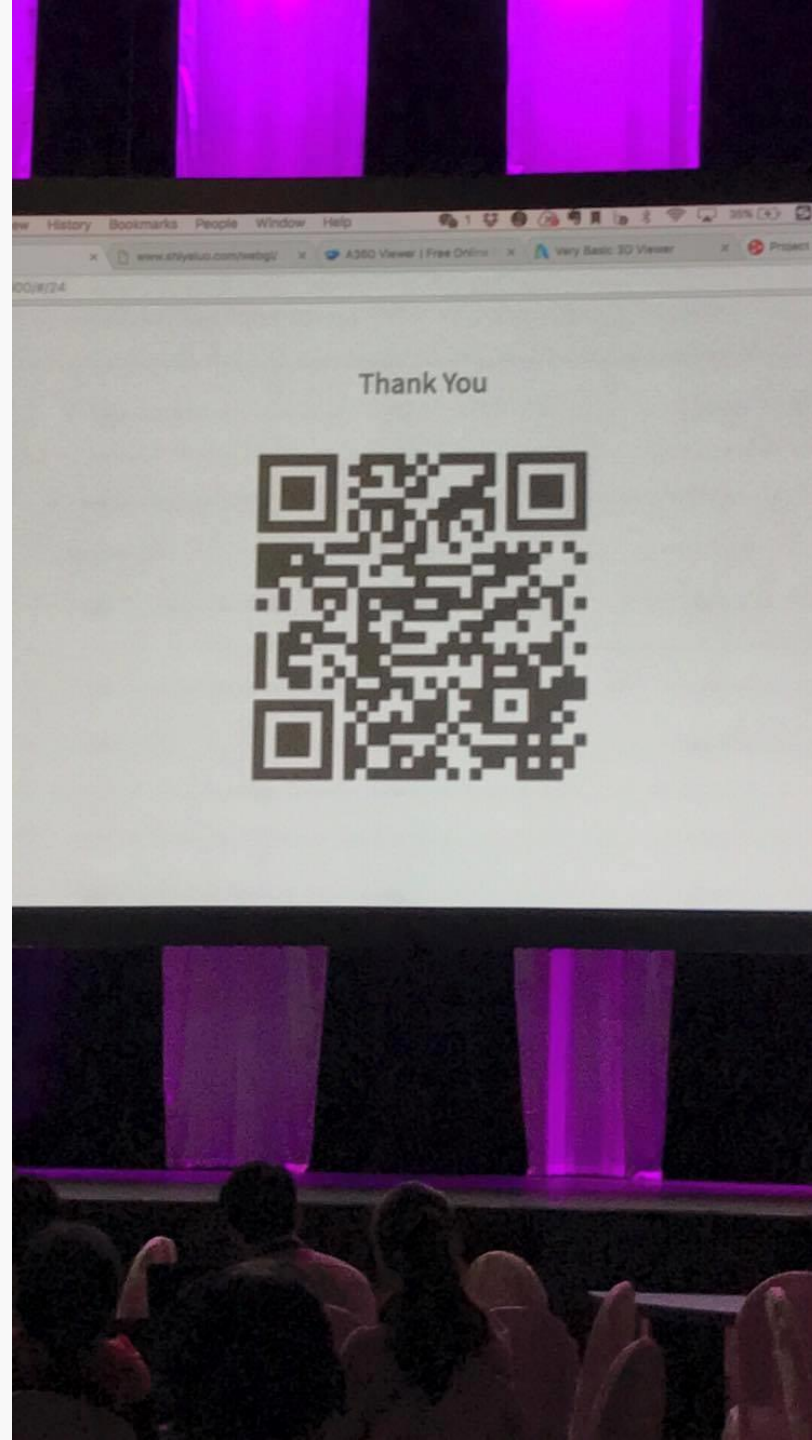
Try some bots out:



<https://join.skype.com/bot/57bfb6c6f-1556-46fc-b4fa-41ea57b26df6>



<https://www.messenger.com/t/1880478838854712>



Microsoft Bot Framework

Your bots — wherever your users are talking.

Build and connect intelligent bots to interact with your users naturally wherever they are, from text/sms to Skype, Slack, Office 365 mail and other popular services.

Get started

```
public Message Post([FromBody]Message message)
{
    if (message.Type == "Message")
    {
        var ConversationStatus = null;
        var ConversationStatus = GetConversationStatus();
        switch (ConversationStatus)
        {
            case OrderStatus.ShowSpecials:
                var User = GetUser(message.Participants[0]);
                var ReplyMessage = message.CreateReplyMessage(
                    User, "Hi Jeremy, the usual tonight?",
                    message.Participants[0]);
                ConversationStatus(OrderStatus.ShowSpecials);
                break;
            case OrderStatus.ShowSpecials:
                replyMessage = message.CreateReplyMessage(
                    User, (string.Format("We've added {0} new items:{1}",
                    ConversationStatus.GetSpecials()));
                ConversationStatus(OrderStatus.GetAddress);
                break;
            case OrderStatus.GetAddress:
                // ...
            }
        }
    }
}
```

Hey Pizza bot!

Hi Jeremy, the usual tonight?

No thanks, I'd like to try something new.

We have added 3 new items:

- 1) Hawaiian
- 2) BBQ Chicken
- 3) The Works

Option 3 please.

Shall I send this to your home?



Microsoft Bot Framework in action:

- CapitalLand's Bot
- <https://www.youtube.com/watch?v=R3Ep4agosf0>

Bot Framework Components

Your Bot Framework Bot

Bot Builder SDKs



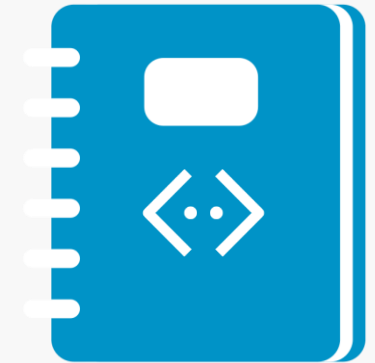
Build great dialogs within your Node.js- or C#-based bot

Bot Connector



Connect your bot to sms, Office 365 mail, Skype, Slack, etc.

Bot Directory



Publish bots and try others on the bot directory

Bot Builder

Build powerful conversations

Bot Builder SDKs

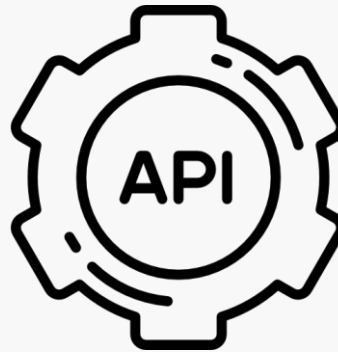
C#



Dialogs to model a conversation

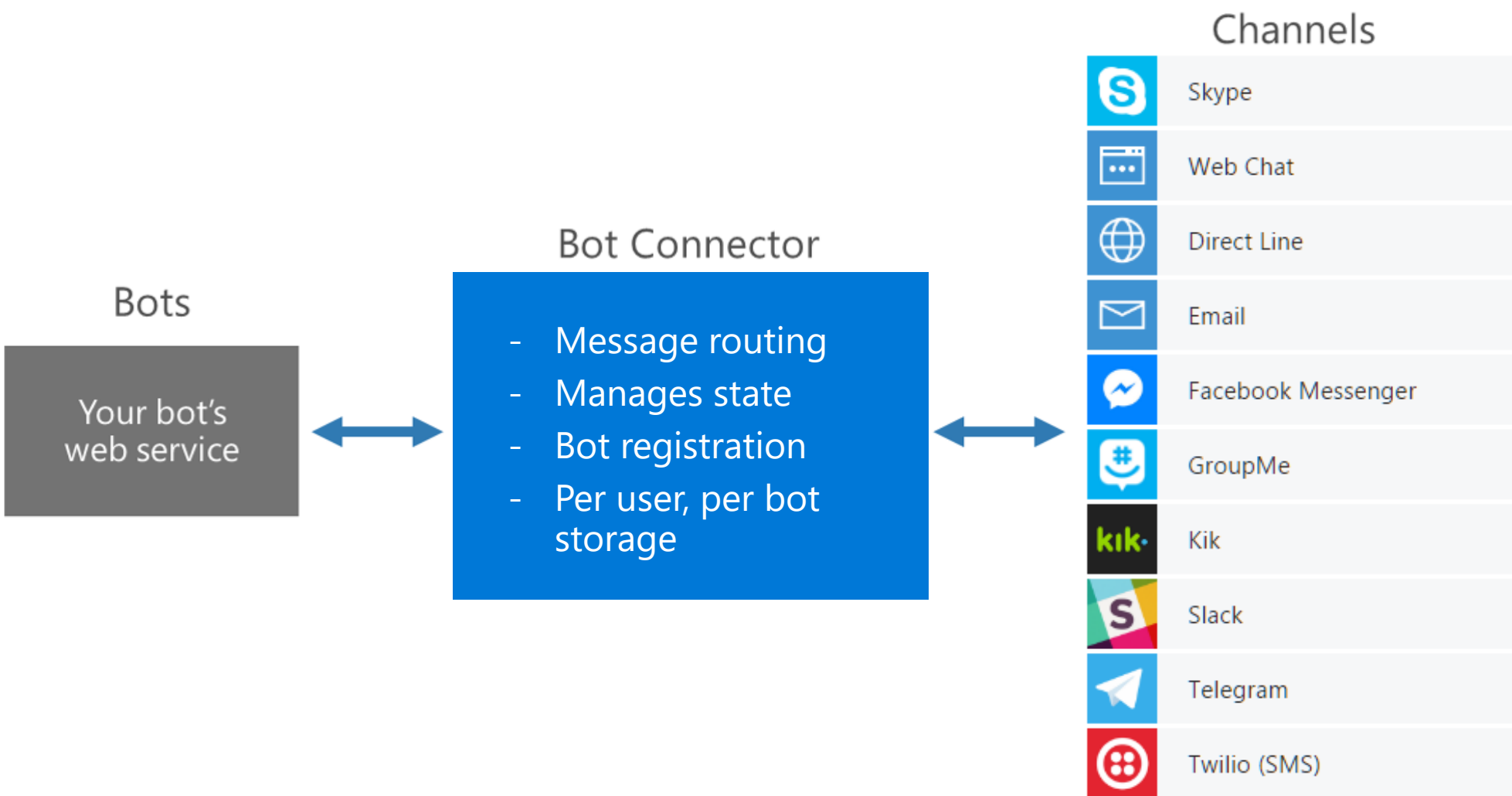
- Dialog state persisted in Bot Connector (per-user and per-session)
- Various dialog types (e.g. prompts, formflow, NLP)
- Not limited to text

No C# or Node? No problem!



Bot Connector

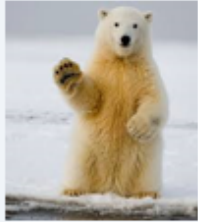
Write once, run everywhere



Example: Attachments across channels



The Bear
Any one of a group of large and heavy animals that have thick hair and sharp claws...



[I like it](#)

[Show me more](#)

[Find more pics](#)





Classic White T-Shirt
Soft white cotton t-shirt is back in style

[View Item](#)

[Bookmark Item](#)

Bot Directory

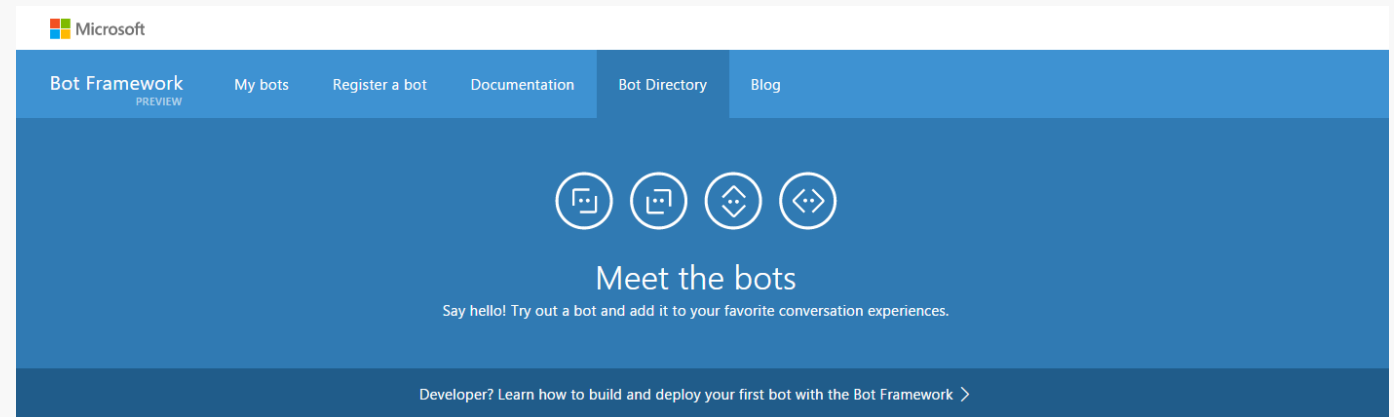
a bot

There's ~~an app~~ for that
















Bot Directory

Public Directory of Bot Framework Bots

- Submit yours
- Search engine
- Discover and try



Featured bots

	Skyscanner Skyscanner The world's travel search engine		Spock Massively Chat with Spock, second in command of the USS Enterprise, to		Hipmunk Hipmunk, Inc. Hi, hi! I'm a super-powered travel assistant Hipmunk who can dig
	StubHub StubHub Inc. Your ticket out. Find tickets for shows, games and concerts with		Jessie Humani PullString, Inc. Jessie Humani's life is in your hands. Will you help her make some		Poker Bot Phong Cao Let's play Texas hold 'em poker!
	RemitRadar RemitRadar Artificial Intelligence remittance assistant chatbot. Helps you to find		Foursquare Foursquare Labs Inc. Search Foursquare for the best Food, Nightlife, and Attractions nearby or		Your Face Microsoft Will provide a frank assessment of your face. Powered by Microsoft
	MemeCat Microsoft They told me I had to sit here and make memes for humans.		Lingio Quiz+T... Lingio Play a language quiz and translate in the same chat bot. - Learn a new		Candy Escape Massively You've woken up trapped in the dungeon of the Candy Castle! Are
	Dumpus Massively Your familiar spirit waits for you in the spirit realm! Help him grow		Summarize Microsoft No time to read an entire web page? Just send a link to the Summarize		Movie Night Massively Chat with Movie Night to get showtimes, content, and invite your

Azure Bot Service
= BaaS (Bots as a Service)



+



Why Bot Service?

- Runs on Azure Functions
- Minimal configuration – works out of the box
- Cheaper – only pay for what you execute
- Continuous delivery – smooth deployment

Demo – Bot Service

Where do I start!?

- <https://docs.botframework.com> – look in the Get Started Guide
- aka.ms/botresources – your 1 stop shop for all Bot Framework resources!
- Join the **SG Bots** community –sgbots.com

Thank you!

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