

Microsoft Brings Artificial Intelligence to Advertising Agency Management

New Dynamics AX for Agencies with Machine Learning and Predictive Intelligence

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/EINPresswire.com/ -- Advertising and marketing agencies face many challenges in a fast evolving market, including hiring and keeping talent, efficient resourcing, and complex revenue models. [Microsoft Dynamics AX](#) now brings the proactive power of Azure Machine Learning and Cortana Intelligence Suite to the advertising industry.

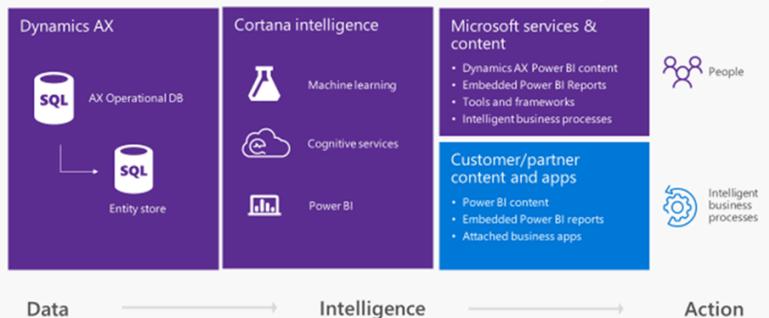
[AXAD Agency](#) (Beta), released today by Microsoft development partner, [ANEGIS Consulting](#), combines cutting-edge artificial intelligence and business intelligence tools that enable agencies to evolve from simple descriptive analytics to pre-emptive actionable recommendations.

Azure Machine Learning builds models based on past and current projects and uses powerful algorithms to predict problems with current project resourcing, budgeting or deadlines.



AXAD Agency

Journey from data exploration to recommendations with Cortana Intelligence Suite



Predictive Intelligence in Dynamics AX

“We’ve been working with some of the world’s largest marketing services groups for over two years to engineer processes specific to the way they work. A business management system is not a one-size-fits-all solution, so AXAD is designed to enable an agency to evolve while preserving and enhancing its core DNA,” said ANEGIS CEO, Michal Tekiela.

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“Businesses are hungry to seize new opportunities using technologies like machine learning and predictive analytics,” said Satya Nadella, CEO of Microsoft.

About Microsoft Dynamics AX
Dynamics AX is Microsoft’s premier enterprise resource

planning system for medium to large businesses. Hosted in the Azure cloud, Dynamics AX brings Microsoft's fresh and intuitive UI to core financial, HR, project management and CRM functionality, and cutting-edge features such as Azure Machine Learning, Cortana Intelligence Suite and HoloLens integration.

About ANEGIS Consulting

ANEGIS Consulting are the largest dedicated Microsoft Dynamics AX consultancy in Europe, based out of offices in the UK and Poland. AXAD Agency, developed by ANEGIS, is the only Dynamics AX vertical specifically engineered for the advertising and marketing industry.

For more information about ANEGIS Consulting, please visit www.anegis.com

For images, charts and bios:

https://www.dropbox.com/sh/1fs9du3scp3jn6c/AAPOUCSZLKj0XZg_p5-Yldna?dl=0

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analytics

*Satya Nadella, CEO of
Microsoft*