

# The 4 guiding principles of Microsoft Azure AI

As businesses obtain more insights from their data, artificial intelligence (AI) is becoming crucial for optimizing operations and driving personalized, value-based engagement to customers worldwide

These are the four guiding principles behind **Microsoft Azure AI** that make it a top choice among today's leading organizations:



## Innovate everywhere

- Cloud
- Edge
- On-premises



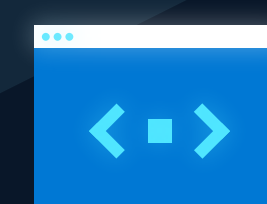
## Accelerate time-to-value

- Pretrained AI services
- Powerful tools
- Comprehensive platforms



## Be industry-leading, compliant, secure, and enterprise-ready

>90% of Fortune 500 companies use **Microsoft Cloud**



## Integrate open-source and licensed software

- Programming languages
- Development tools
- Frameworks

To learn more about how you can make artificial intelligence real for your business today, visit the [Microsoft Azure AI website](#).