**BMW M Festival Press Release**

**COOi Studios will be hosting "Driving Innovation Acceleration" on the sidelines of the BMW M Festival 2024.**

COOi Studios is literally gearing up to take Digital Transformation Leaders on a ride of innovation in the era of generative AI and emerging technologies. The Digital Innovation Acceleration Ride will be held in Johannesburg on Friday, 25th October 2024, from midday to early afternoon. COOi aims to showcase digital transformation in this era of generative AI while highlighting projects that drive innovation and business value.

The BMW M Series is renowned for its precision engineering, where every component works in harmony to deliver unparalleled performance. In the same vein, Cloud Automation within COOi Studios’ Technology Capability mirrors this precision. By automating complex and repetitive tasks in the cloud, COOi ensures that businesses can run smoothly and efficiently, just as a finely-tuned M Series engine delivers optimal performance on the road. This automation allows organisations to focus on strategic initiatives, driving innovation and growth, much like how the M Series empowers drivers to focus on the thrill of the drive.

At the event, COOi will showcase five pillars of technology: value architect, experience design, citizen development, cloud, and big data, with live demonstrations built on platforms like Microsoft CoPilot Studio, Automate, Power Platforms, OpenAI, and Amazon Web Services.

Just as BMW showcases engineering at its pinnacle during the Festival, COOi uses generative AI to showcase the forefront of business technology, focusing on unparalleled performance in business processes and decision-making. “The event affords digital transformation leaders an opportunity to dream, reimagine what was deemed impossible, and allow the COOi team to demonstrate what is possible.

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