



The Value of Copilot for Microsoft 365

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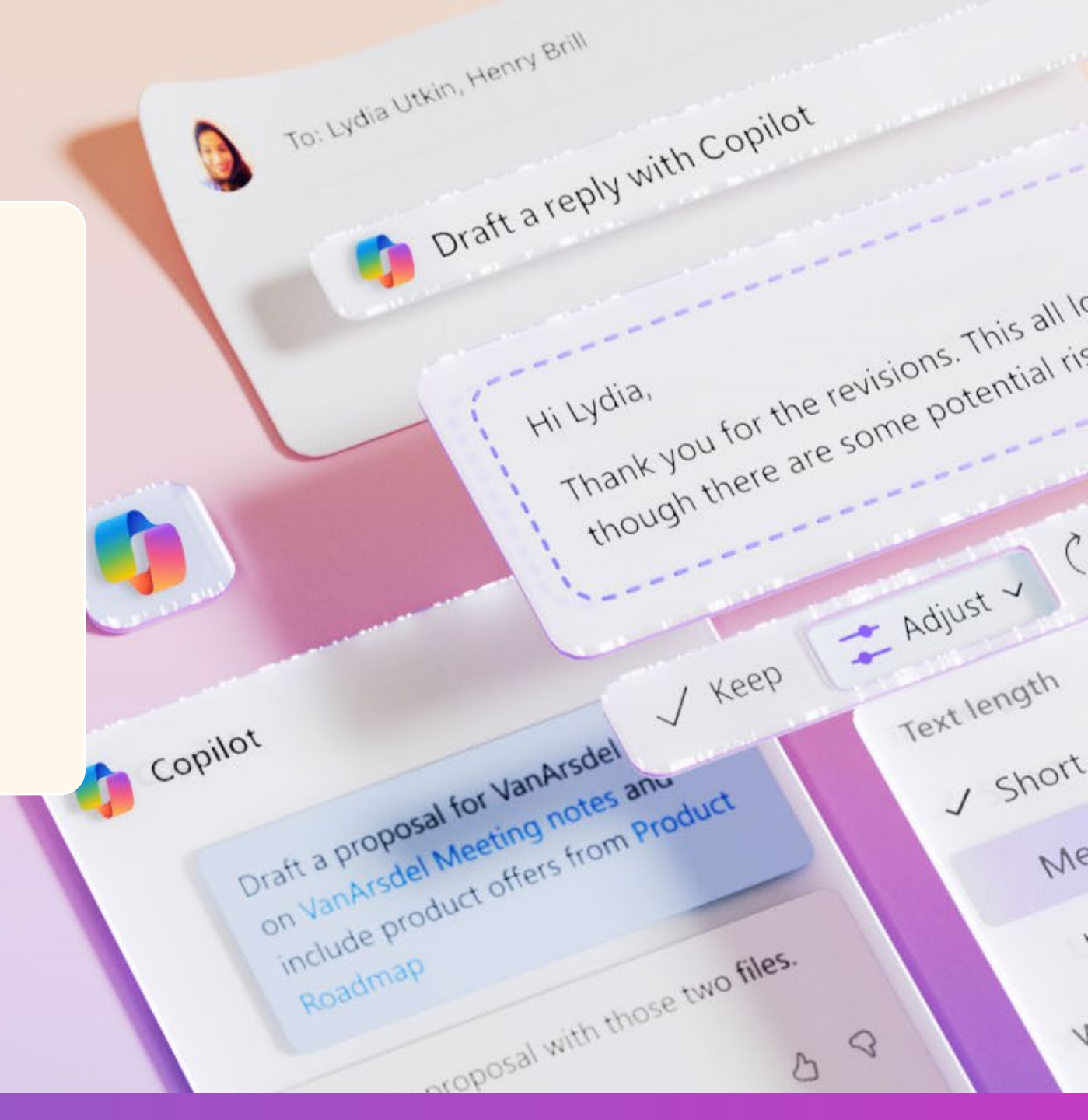
Powerland Computers Ltd.

1. What is it?:

- An exploration of what Copilot for Microsoft 365 is (with demo examples)

2. Why it matters:

- A look at the compelling reasons why Copilot for Microsoft 365 deserves your attention



Copilot for Microsoft 365

1



Security
foundation

2



AI at
work

3



Culture
shift

Copilot for Microsoft 365



Grounded in
your business data

Copilot for Microsoft 365 has real-time access to both your content and context in Microsoft Graph.



Comprehensive **security, compliance, and privacy**

Copilot inherits your security, compliance, and privacy policies set up in Microsoft 365.



Architected to **protect data**

Your data never leaves its secure partition, and it is never used for training purposes.



Integrated into the
apps you use every day

Word, Excel, PowerPoint, Outlook, Teams, and more.



Individual user and admin
always in control

User decides what to use, modify, or discard.



Designed to
learn new skills

As Copilot learns about processes, it can perform more sophisticated tasks and queries.

Meeting the AI moment



AI is built and used responsibly and ethically.



AI advances international competitiveness and national security.



AI serves society broadly, not narrowly.

Meeting the AI moment: advancing the future through responsible AI

Feb 2, 2023 | [Brad Smith - Vice Chair & President](#)



Early last summer, a small group of senior leaders and responsible AI experts at Microsoft started using technology from OpenAI similar to what the world now knows as ChatGPT. Even for those who had worked closely with the developers of this technology at OpenAI since 2019, the most recent progress seemed remarkable. AI developments we had expected around 2033 would arrive in 2023 instead.

Looking back at the history of our industry, certain watershed years stand out. For example, internet usage exploded with the popularity of the browser in 1995, and smartphone growth accelerated in 2007 with the launch of the iPhone. It's now likely that 2023 will mark a critical inflection point for artificial intelligence. The opportunities for people are huge. And the responsibilities for those of us who develop this technology are huge, too. We need to use this watershed moment not just to launch new AI products, but to responsibly and

Public Policy

Shaping responsible AI regulation



There is **growing regulatory attention** on AI



A **diverse range of perspectives** are needed to help shape regulatory conversations

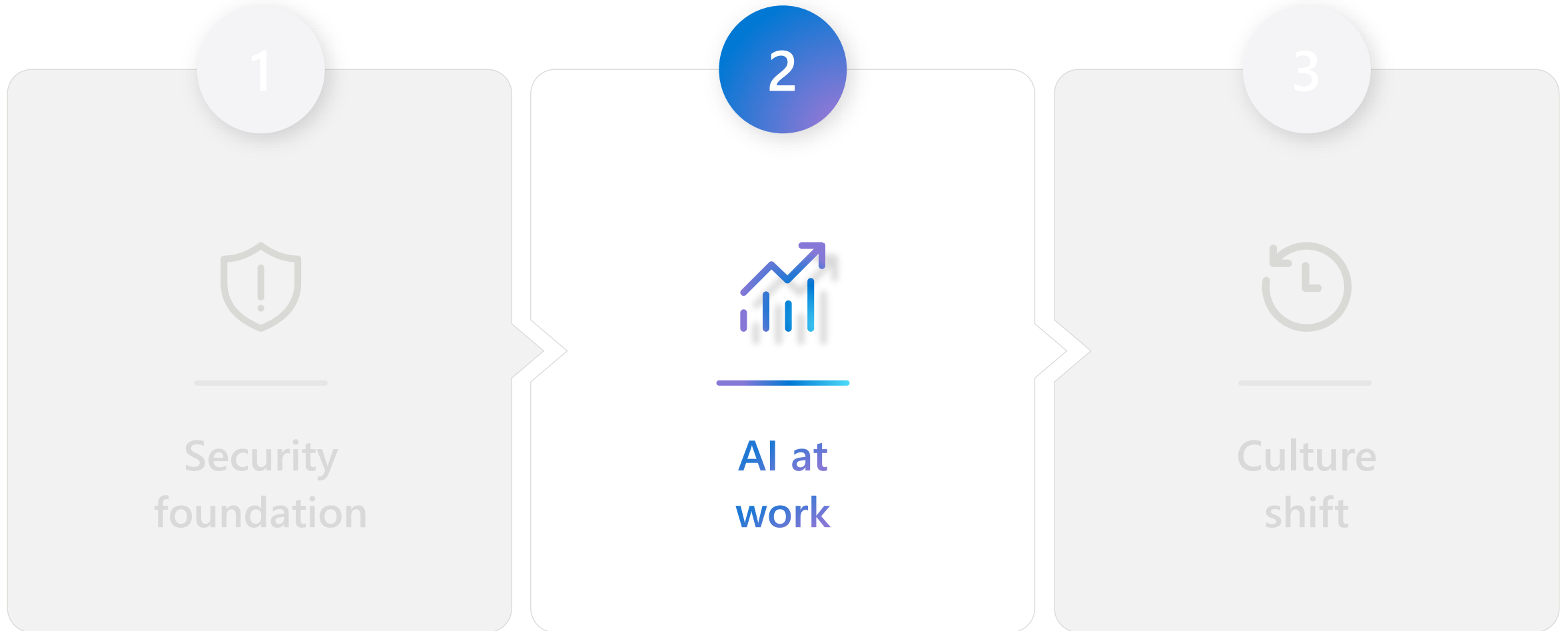


Microsoft is working to help share our **responsible AI experience**



Frameworks should be **risk-based** and **outcomes-focused**

Copilot for Microsoft 365





Microsoft is fueling AI innovation

Decades
of research &
development

Committed to
advancing
Responsible AI

Secure from
the start

Reliability &
performance at scale
for large AI models

Trusted by
AI leaders
like OpenAI



Copilot for Microsoft 365

Natural Language



Large Language
Models

+



Microsoft Graph
- Your Data -

+



Microsoft 365
Apps



Copilot for Microsoft 365

Access to your business content and context



Microsoft Copilot for Microsoft 365



Your AI assistant at work

DEMOS















Why is security and data governance important when Deploying Copilot for Microsoft 365?

Internal confidential data

Restrict and protect internal confidential data, such as HR and personnel information



Customer data

Restrict and protect customer PII and confidential information



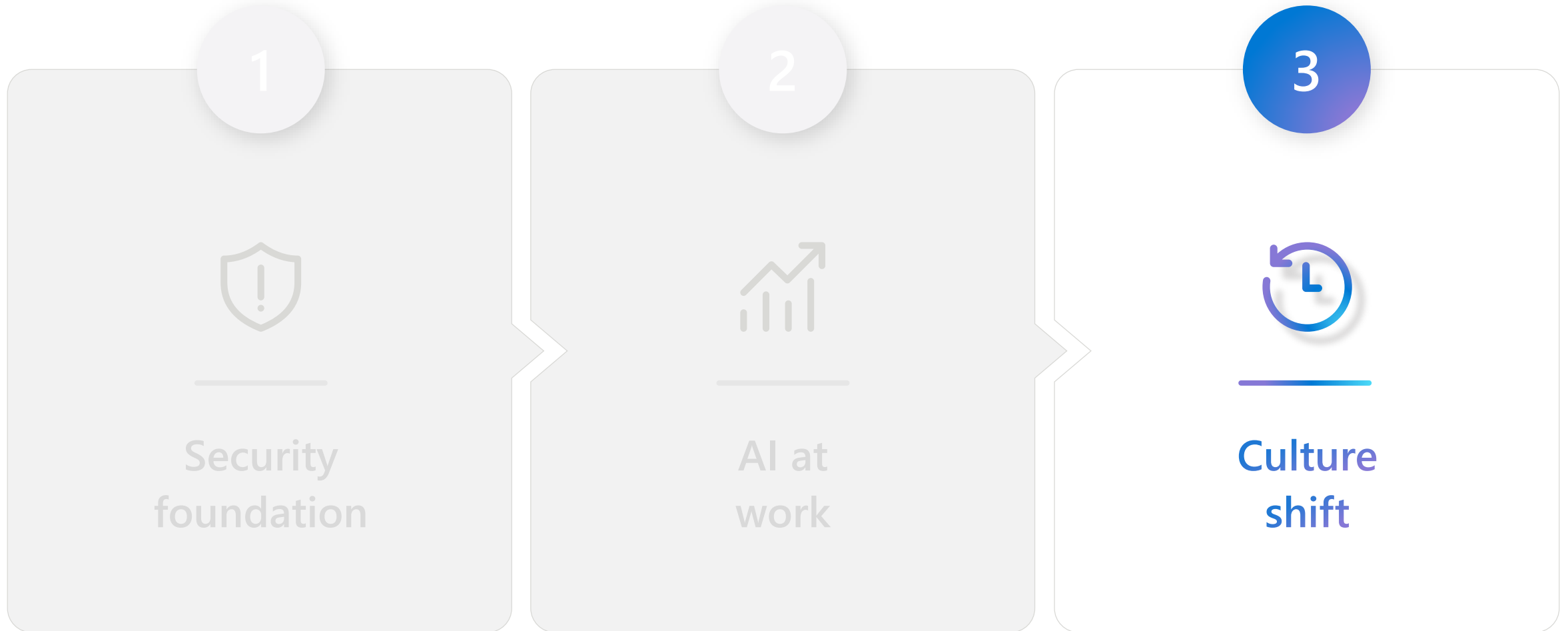
Partner and supplier data

Restrict and protect partner and supplier confidential information and PII





Copilot for Microsoft 365



**This is a whole new way of working that
involves both software and culture.**

Common questions we hear from customers



● **Who** do I give the first Copilot seats to?



● **How** do I get employees up and running quickly?



● **What** are the ways to measure impact?

Organizations are **rapidly adopting** AI to help meet core needs



Grow your customers

Deliver value to
customers

Find creative ways to
attract and grow your
customer base

Provide exceptional
customer service



Build your brand

Create a consistent and
professional
company image

Have lasting
impressions on
customers

Standout from
competitors



Run your business

Automate and
streamline processes
for efficiency

Keep data and
assets secure

Focus on serving
customers and growing
your business



Scale Securely

Focus on top and
bottom-line growth

Invest in end-to-end
security tools

AI trends for Organizations

Latest trends specifically focusing on how artificial intelligence (AI) is shaping the landscape for organizations of all sizes



1. Strategic Planning:

AI analyzes vast data, revealing hidden patterns and correlations. **These insights inform strategic decisions** by understanding market dynamics, customer behavior, and competition¹



2. Customer Centricity:

AI streamlines Sales & Marketing, automating processes, personalizing communication, and predicting customer needs. **SMBs benefit by managing leads, tracking interactions, and enhancing overall satisfaction.**



3. Effective Financial Management:

Aggregate, analyze, and make actionable insights from financial data. This capability supports critical functions such as planning, budgeting, and forecasting, enabling **organizations to assess their financial health and make strategic decisions effectively.**



4. Cybersecurity:

AI helps detect and prevent cyber threats by **analyzing network traffic, identifying anomalies, and predicting potential security breaches.** Solutions like Intrusion Detection Systems enhance overall security posture².



5. Productivity Boost:

AI-driven automation streamlines repetitive tasks, allowing **employees to focus on higher-value activities.** SMBs can automate data entry, document processing, and routine administrative tasks, saving time and resources.



6. Advanced Analytics and Business Intelligence:

SMBs are increasingly adopting advanced analytics tools, including BI and AI-powered applications. **BI enables data-driven decision-making** by providing insights into sales, customer behavior, and market trends.

Source(s)

1. [Empowering SMBs With Essential AI Technologies – Forbes.](#)

2. [AI is helping the digital transformation of SMBs – Kaspersky.](#)

3. [The Future of AI: What Impact Will It Have on SMBs.](#)

4. [Unlocking SMB Potential: How Generative AI Could Be The Answer – Forbes.](#)

Most impacted business areas by Copilot for Microsoft 365

According to McKinsey, generative AI has the potential to impact productivity and contribute between **1.7-2.9%** of a company's total revenue, mainly across:

1. Sales & Marketing

2. Finance

3. Human Resources

4. Customer Service

Business value from an employee-centric perspective (1/2)

Company goals, strategy, and culture

Are dependable on:

- Technology Adoption
- Market Position
- Talent Management
- Supply Chain Dynamics
- Customer Relationships



Employee experiences

Are dependable on:

- Skill development
- Job Security
- Productivity
- Work Environment
- Leadership and Management
- Work-life Balance
- Compensation and Benefits

Taking an **employee-centric perspective to identify and quantify impacts,**

means that

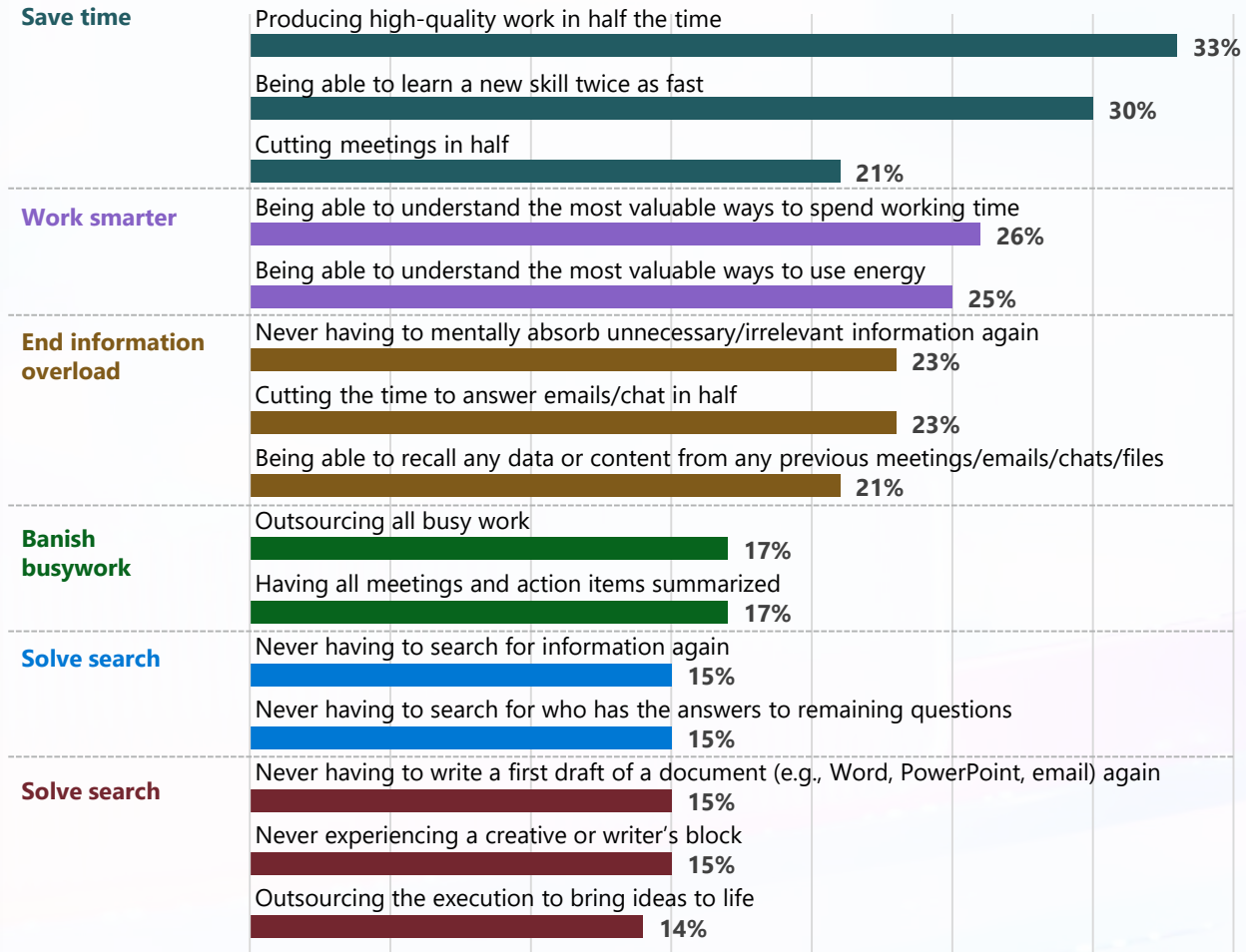
business value needs to be aligned with and supported by clear and pragmatic **employee-driven use cases.**

Business value from an employee-centric perspective (2/2)

Top 5 obstacles to productivity²

1. Inefficient meetings
2. Lack of clear goals
3. Too many meetings
4. Uninspired employees
5. Information is hard to find

Work in 2030: what people want that AI can deliver¹



Copilot for Microsoft 365 adds value by significantly improving the employee experience.

¹ Survey question: Imagine how work could change by 2030. If you could make any of the following changes to your work experience. Without any additional effort required on your part which would you most value?

² Survey question: In your current day-to-day role, please rank the following based on how disruptive they are to your productivity?

Preparing for the era of AI



What are your organization's **goals** for using AI?



What are your organization's **pain points** that AI can address?



What are your organization's **current capabilities** in terms of AI?



Does your organization have a **data strategy** in place?



Does your organization have the necessary **infrastructure and resources** to support AI initiatives?

What's in it for you



Copilot for Microsoft 365 is transforming work

60%

of leaders say a lack of innovation or breakthrough ideas is a concern

64%

of people have struggled with finding time and energy to get their work done

70%

of people indicated they would delegate as much as possible to AI to lessen their workloads



68%

said Copilot improved the quality of their work

70%

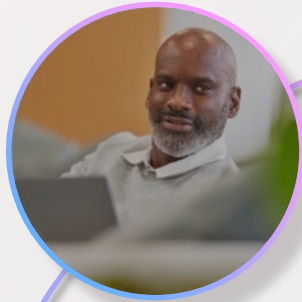
said Copilot made them more productive

77%

said they didn't want to give Copilot up

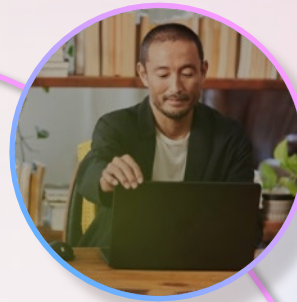


Copilot for Microsoft 365
empowers
every end user



HR

Store, access, and prioritize notes in a fraction of the time



Marketing

Jumpstart the creative process and generate ideas while writing



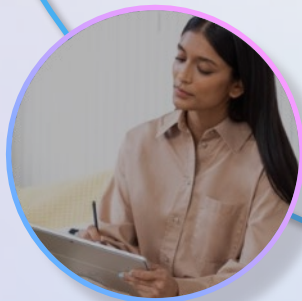
Sales

Stay focused on closing deals with an AI assistant for email



Customer Service

Stay coordinated as a team to resolve more customer issues



Finance

Simplify financial reporting and validating data quality



Data and IT Pros

Effectively manage shared projects and track progress

Impact by Function



HR

- Communicate policies and draft job descriptions
- Create stunning training materials
- Easily respond to job applicants' or employees' emails



Marketing

- Identify relevant market trends and segments
- Create the first draft for a project
- Summarize campaign results with powerful visuals



Sales

- Have better sales conversations and close more deals
- Create sales presentations and proposals
- Analyze sales data from previous quarters



IT

- Create a project plan for a product roll-out
- Stay up to date on various project calls and chats
- Identify patterns in data and solve issues faster



Finance

- Simplify financial reporting and planning
- Identify performance improvements
- Report metrics using professional charts

AI-powered digital assistants

Copilot for Sales



An AI-powered assistant for sellers (ie. sales representatives, account executives, etc.). It includes Copilot for Microsoft 365! Use it for activities like sales forecasting, pipeline management, and to register data into a customer relationship management system such as Dynamics 365 or other 3rd party CRM tool.

[Microsoft Copilot for Sales FAQ](#)

Copilot for Service



Designed for customer service agents. A tool that can analyze data and provide agents with recommendations for next steps and solutions. It works alongside popular Microsoft 365 apps such as Word, Excel, PowerPoint, Outlook, Teams, and more. Also integrates with an organization's existing contact center software.

[Microsoft Copilot for Service overview \(preview\) | Microsoft Learn](#)

Copilot for Finance



Designed for finance teams, it will connect to existing financial systems, including Dynamics 365 and SAP, as well as thousands more. It's accessible from within Outlook and Excel.

[Introducing Microsoft Copilot for Finance in Microsoft 365 | Microsoft 365 Blog](#)

AI-powered digital assistants

Copilot Studio



A tool that allows IT teams to create from scratch: custom copilots, plugins, and gpts for their organization. It also comes with prebuilt ready-to-use custom plugins.

[Overview - Microsoft Copilot Studio | Microsoft Learn](#)

Github Copilot



An AI-powered code completion tool that helps developers write better code faster in dozens of languages, with less effort.

[Visual Studio With GitHub Copilot – AI Pair Programming - Visual Studio \(microsoft.com\)](#)

[Getting started with GitHub Copilot - GitHub Docs](#)

Security Copilot



A digital assistant that helps security professionals detect and respond to cyberthreats faster (ie. incident response, threat hunting, and more). It also helps process signals and assess risk exposure, all at machine speed!

[What is Microsoft Security Copilot? | Microsoft Learn](#)



Microsoft Copilot for Microsoft 365

What Questions or Comments do you have?