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01

Meet your new digital ally

Imagine having a digital ally that can draft or clarify complex documents, generate insightful and easily digestible data visualizations, or even summarize lengthy email threads and meetings, all within a familiar interface. Microsoft 365 Copilot accelerates your employees' workflow and helps teams collaborate more effectively, making it an invaluable addition to your digital landscape. Whether you're in marketing, finance, sales, human resources, or IT, Copilot adapts to your specific needs, providing tailored support that empowers you to focus on what truly matters—innovating and driving your business forward.

With the speed at which the digital and business world evolves, organizations constantly seek ways to enhance productivity, foster creativity, and optimize operations. Microsoft 365 Copilot, your AI assistant for work, integrates in the tools millions use every day, like Microsoft Word, Excel, PowerPoint, Outlook, and Teams. Copilot is designed to transform how businesses operate, using cutting-edge AI technology to automate routine tasks, share intelligent suggestions, and unlock new levels of efficiency and creativity throughout your organization—for any role and department.

Ask a work question, or use / to reference pe

In this e-book, you'll discover how Copilot can seamlessly integrate into your organization's daily routines, transforming mundane tasks into opportunities for innovation and growth. With Copilot at your fingertips, your organization can reimagine what's possible, guiding you toward a more productive and creative future.

75%

of global knowledge workers currently use AI at work.[1]

Microsoft is the partner for your AI journey.

Here's why:

Copilot is integrated in the tools millions use every day, including Microsoft Word, Excel, PowerPoint, Outlook, and Teams. Copilot provides a unified AI experience that works seamlessly across apps and experiences throughout your workday.

Copilot understands your work context. It is grounded in Microsoft Graph, which provides trillions of signals from productivity and work data, enabling Copilot to provide personalized and relevant responses.
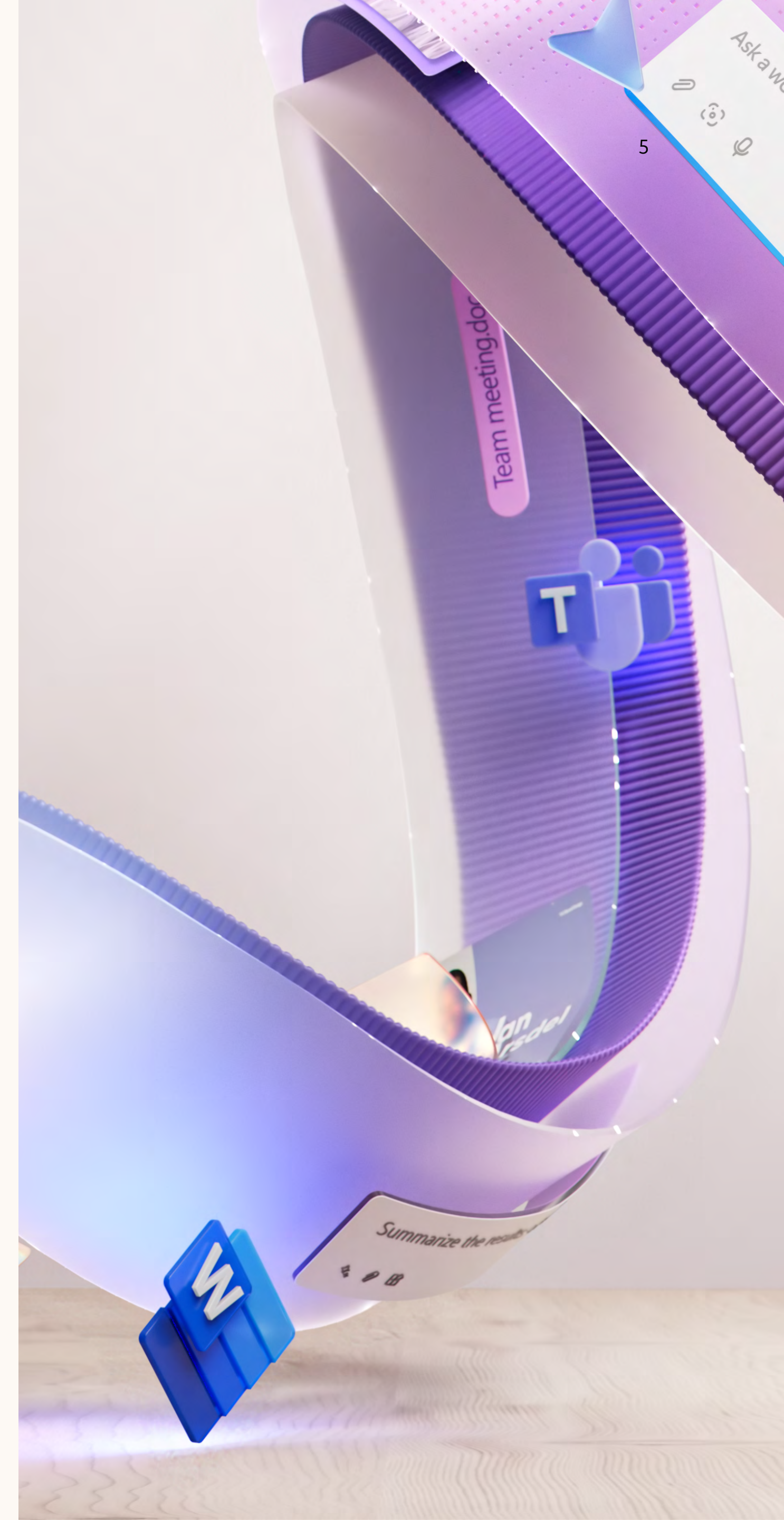
In addition to the productivity signals in Microsoft 365, you can also connect to additional business data sources, such as ERP, CRM, HCM, and custom applications, which allows Copilot to reason over all your enterprise data. You can choose from over 1400 pre-built connectors to get started.

We recognize that every business is different and so we offer no-code and low-code tools to extend and customize Copilot to fit your unique business needs using Copilot Studio.

Copilot inherits Microsoft 365 security, permissions, policies, and admin controls. There's also built-in data governance with advanced enterprise data protection. All of this is done with our comprehensive approach to responsible AI.

We provide tools to help you accelerate adoption and measure AI impact and business value. This includes tools like Copilot Lab and the Learning Academy to drive skilling and adoption, and the Copilot Dashboard to help you quantify the benefits.

With tools to accelerate adoption and measure impact, Microsoft ensures Microsoft 365 Copilot fits seamlessly into your workflow.

02

Redefining your workflow

By leveraging advanced machine learning and natural language processing, Microsoft 365 Copilot can revolutionize how your employees work, unlocking untapped levels of productivity and creativity.

One of the standout features is its ability to help teams across departments improve productivity by streamlining repetitive and time-consuming tasks.

In **Outlook**, for example, heavy users can spend nearly nine hours a week managing emails. Microsoft 365 Copilot alleviates this burden by drafting new messages and replies, summarizing lengthy conversations, and finding specific information within threads. It can even translate email responses between languages, streamlining communication and saving valuable time.

Similarly, in **Teams**, it can be tough to pinpoint decisions in busy meetings and chat threads. Microsoft 365 Copilot excels at highlighting key thoughts, ideas, and action items, helping you focus and maintain momentum. It can also assess pros and cons of proposals, generate questions for meetings, extract agendas from chat history, identify responsible parties for tasks, and easily schedule follow-ups.

In **PowerPoint**, it can assist in creating compelling presentations by suggesting design improvements, generating relevant content, and even providing insights based on data trends. These capabilities empower users to produce high-quality work faster, enhancing overall efficiency across the organization.

Beyond boosting productivity, Microsoft 365 Copilot also plays a pivotal role in unleashing creativity within teams and roles. By automating routine tasks, it frees up mental space for more creative and strategic thinking. For instance, in **Word**, Copilot can generate draft content, suggest alternative phrasings, and even help with language translation, allowing users to experiment with different ideas effortlessly. In **Excel**, Microsoft 365 Copilot's data analysis capabilities can uncover insights that might otherwise be missed, enabling more informed decision-making and innovative problem-solving.

Microsoft 365 Copilot not only inherits your organization's security, privacy, identity, and compliance policies but also integrates with Microsoft Graph.

Microsoft Graph connects Copilot to your work data across Microsoft 365 apps, enhancing its capabilities. If you're already a Microsoft 365 customer, you have access to Microsoft Graph, meaning you can see value from Microsoft 365 Copilot in weeks. Additionally, Microsoft Graph is extensible, allowing integration with ERP, CRM, and other systems through custom plugins or the latest OpenAI GPTs, making Microsoft 365 Copilot exceptionally powerful.

By integrating seamlessly into the user's existing workflow, it empowers employees to focus their time on high-value activities, like game-changing strategy intiatives and innovating new products or services, driving both individual and organizational success.

Copilot is not just an intelligent tool but a transformative partner in your business journey toward greater efficiency and innovation.

**Pro tip:
Build a
daily habit**

Employees who use Copilot to amplify the work they're already doing—rather than using it solely as a search engine—gain value the fastest. Using Copilot regularly helps employees take full advantage of AI capabilities in their everyday routine.

03

Empowering every department with Microsoft 365 Copilot

Copilot isn't just a tool for one specific task or department—it's a versatile AI-powered assistant designed to enhance productivity and creativity across your entire organization. From sales and marketing to human resources, finance, legal, and more, Microsoft 365 Copilot delivers a suite of intelligent features that can modernize the way teams work, making daily tasks more efficient and strategic initiatives more impactful.

Pro tip:
Make the most of reclaimed time

Copilot empowers employees with time savings. Encourage employees to be intentional with their time, focusing on high-value, creative, and strategic initiatives.

Sales and Marketing

Microsoft 365 Copilot can significantly enhance the productivity and creativity of sales and marketing teams by optimizing key processes.

To streamline:	Tell Microsoft 365 Copilot to:
Lead and demand generation	"Find patterns in this customer data that will identify high-quality leads and develop a marketing campaign tailored to this audience."
Insights and strategy	"Can you analyze the latest market trends and recommend impactful marketing strategies based on this quarter's goals?"
Content creation and customer engagement	"Draft a pitch deck that highlights this audience's pain points and how our product can solve them. Use proof point data from yesterday's meeting."

Human Resources

HR departments can help reduce attrition by implementing Microsoft 365 Copilot to optimize key processes in engagement, recruiting, and talent management.

To streamline:	Tell Microsoft 365 Copilot to:
Employee engagement	"Use this internal engagement data to suggest solutions that will make employees feel more connected and motivated."
Recruiting	"Research industry trends and use recaps from meetings with hiring managers to draft a job description for this role we're opening."
Talent management	"Show me this quarter's metrics on our senior managers' performance and suggest some best practices we can share with them to improve in lower-performing areas."

Finance

Microsoft 365 Copilot enhances the efficiency and accuracy of finance teams, allowing them to focus on strategic initiatives rather than getting bogged down in manual data processing.

To streamline:	Tell Microsoft 365 Copilot to:
Planning and analysis	"Review this accounting document for discrepancies and identify patterns that suggest future trends."
Risk management and compliance	"List the key insights from this customer contract and corresponding amendments."
Procure to pay	"Aggregate the data from this customer's invoices for the last 12 months to identify average time to pay."

Legal

Microsoft 365 Copilot offers powerful tools for legal departments, enhancing efficiency and accuracy in document management and compliance. These features empower your legal teams to work with more essential information—without spending more time doing it.

To streamline:	Tell Microsoft 365 Copilot to:
Contracting	"Compare this contract to these disputes on record and build an analysis we can use for negotiations."
Litigation	"Outline a legal strategy for this case based on similar cases' outcomes and precedents."
Advisory services	"Recap yesterday's consultation in Teams and draft advice recommendations to share with the client."

What Microsoft 365 Copilot can do for these particular departments only scratches the surface of its potential for your entire organization.

As your organization gets familiar with Copilot, you can tailor its capabilities to fit your unique needs using Copilot Studio. With out-of-the-box Copilot connectors and agents, you can seamlessly integrate Copilot with all your business data, third-party apps, and internal workflows. Additionally, Copilot Studio allows you to build custom agents, filling any gaps and ensuring Copilot works effectively across all roles and departments. All of this is managed by your IT, maintaining security and compliance while optimizing business processes.

Getting started with adoption

To adopt Copilot, identify key business challenges for AI, leverage resources like the Scenario Library, and prioritize training with Copilot Lab and Learning Academy. Use the Copilot Dashboard to track usage and measure impact, ensuring a smooth and effective adoption process.

Built to keep your data safe

Microsoft 365 Copilot upholds your existing security, privacy, identity, and compliance policies, ensuring data protection within your Microsoft 365 tenant. Copilot acts on behalf of individual users, accessing only data they have permission to use. It maintains all Microsoft commitments to data residency and handling, including GDPR and EU data standards. No Copilot data is used to train LLMs, and Microsoft cannot access this data.

04

Productivity and profit boosts of Microsoft 365 Copilot

AI tools offer more benefits than just those at the employee level. Investing in Microsoft 365 Copilot can yield significant ROI across your organization, through aggregated time savings and increased productivity at every level.

The potential impact of Microsoft 365 Copilot for your organization

Maximize the value of your AI investment with the Microsoft 365 Copilot Dashboard, powered by Microsoft Viva. This tool helps business and IT leaders measure Copilot's impact, track time savings, and compare behaviors before and after adoption. Access insights into how employees use Copilot to enhance productivity and explore feedback on its value. With learning resources based on Microsoft research and best practices, the Dashboard empowers you to drive meaningful changes in Copilot adoption and optimize performance across your organization.

112-457%
projected ROI[2]

$7.5-35.6M
projected increase in net income[2]

$27.6M-56.7M
projected reduction in total expenditures[2]

Up to 30%
reduction in new hire onboarding time[2]

Results are based on a three-year projected value for a composite organization comprised of 25,000 employees and $6.25 billion in annual revenue.

To begin integrating Microsoft 365 Copilot into your organization, consider using the ROI calculator to assess potential benefits specific to your needs.

05

Reimagine what's possible

Incorporating Copilot into your organization is an essential, forward-thinking move— and it's an urgent imperative in today's rapidly evolving business landscape. Using Microsoft 365 Copilot offers significant benefits, including enhanced productivity, innovation, and operational efficiency across your organization. It draws from your organizational knowledge within Microsoft Graph, empowering users to save time, increase creativity, and streamline processes. By tailoring Copilot to integrate with both internal and third-party systems, you can optimize workflows and achieve substantial cost savings. The ROI of implementing Microsoft 365 Copilot is clear: reduced time on repetitive tasks, improved work quality, and a transformative impact on your business operations.

Tap into the full potential of Copilot to revolutionize your business. Embrace this cutting-edge technology now to unlock new levels of innovation, drive transformative success, and secure your competitive edge.

Sources:

[1] "AI at Work is Here. Now Comes the Hard Part." Microsoft Work Trend Index Annual Report. Microsoft, 2024. https://www.microsoft.com/en-us/worklab/work-trend-index/ai-at-work-is-here-now-comes-the-hard-part

[2] New Technology: The Projected Total Economic Impact™ Of Microsoft Copilot For Microsoft 365, a commissioned study conducted by Forrester Consulting, 2024. https://clouddamcdnprodep.azureedge.net/gdc/gdcjXrIkp/original