



Do what matters

# Unlocking Value: Avanade's journey with Copilot for Microsoft 365



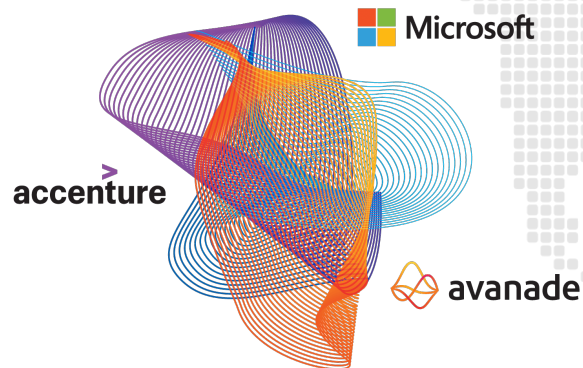
# Our story with GenAI

# Unparalleled AI expertise, unparalleled partnership

## Accenture, Avanade and Microsoft's Expanded Collaboration

- Help clients safely experiment and learn in the Accenture and Avanade Generative AI Lab, hosted in the Microsoft Technology Center in Canada.
- Prepare organizations to be AI-first, with an AI Organizational Readiness Framework
- Share our experiences and learnings from being the first and largest organizations to access and adopt Microsoft 365, Security and GitHub Copilots and Azure Open AI

The Power of 3 Alliance



## The leading Microsoft experts



**100+**

Generative AI Projects delivered globally.



**1000+**

AI/ML Projects delivered globally.



**2023**

Databricks Global Partner of the Year, 5<sup>th</sup> year in a row.



**4000+**

Data & AI specialists, covering engineering, data science, AI solutions and more.



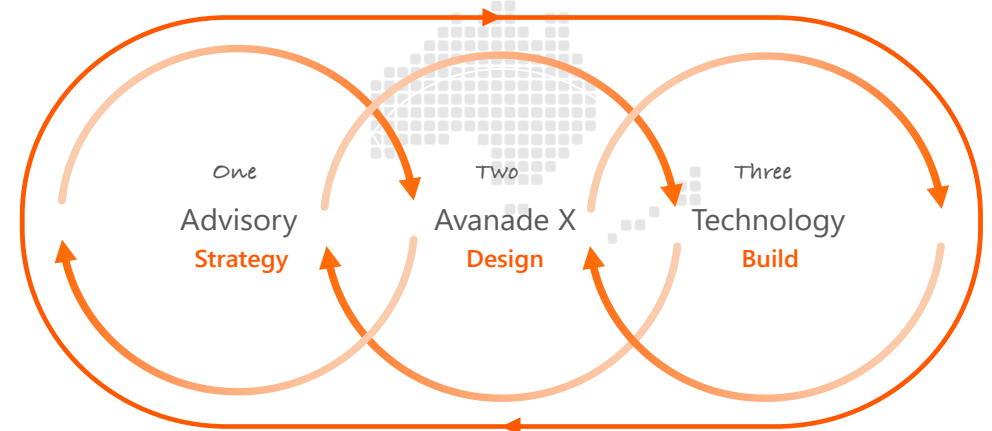
**1500+**

Databricks engineers trained, 30+ Databricks Technical Champions



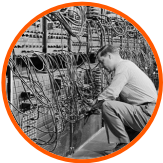
**90+**

Microsoft Partner of the Year Awards, including Microsoft Alliance Partner of the Year 18 times



# Our history with Microsoft Azure and OpenAI

Project Red Dog Released As Windows Azure



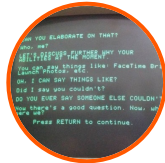
2010

Windows Azure rebranded as Microsoft Azure



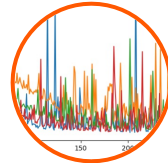
2014

Microsoft launches Azure ML Services



2015

Azure Cognitive Services AI for the Masses



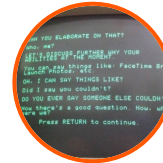
2018

Microsoft invests \$1B licenses OpenAI



2019

Microsoft launches Azure OpenAI Service



2021

Microsoft invests \$10B into Open AI. Proceeds with **Open AI integration into Microsoft products.**



2023

OpenAI is founded as an open-source, non-profit AI research laboratory



OpenAI goes for-profit, opening funding opportunities



OpenAI releases GPT-3 Generative Pre-Trained AI








OpenAI releases DALL-E generating pictures from words



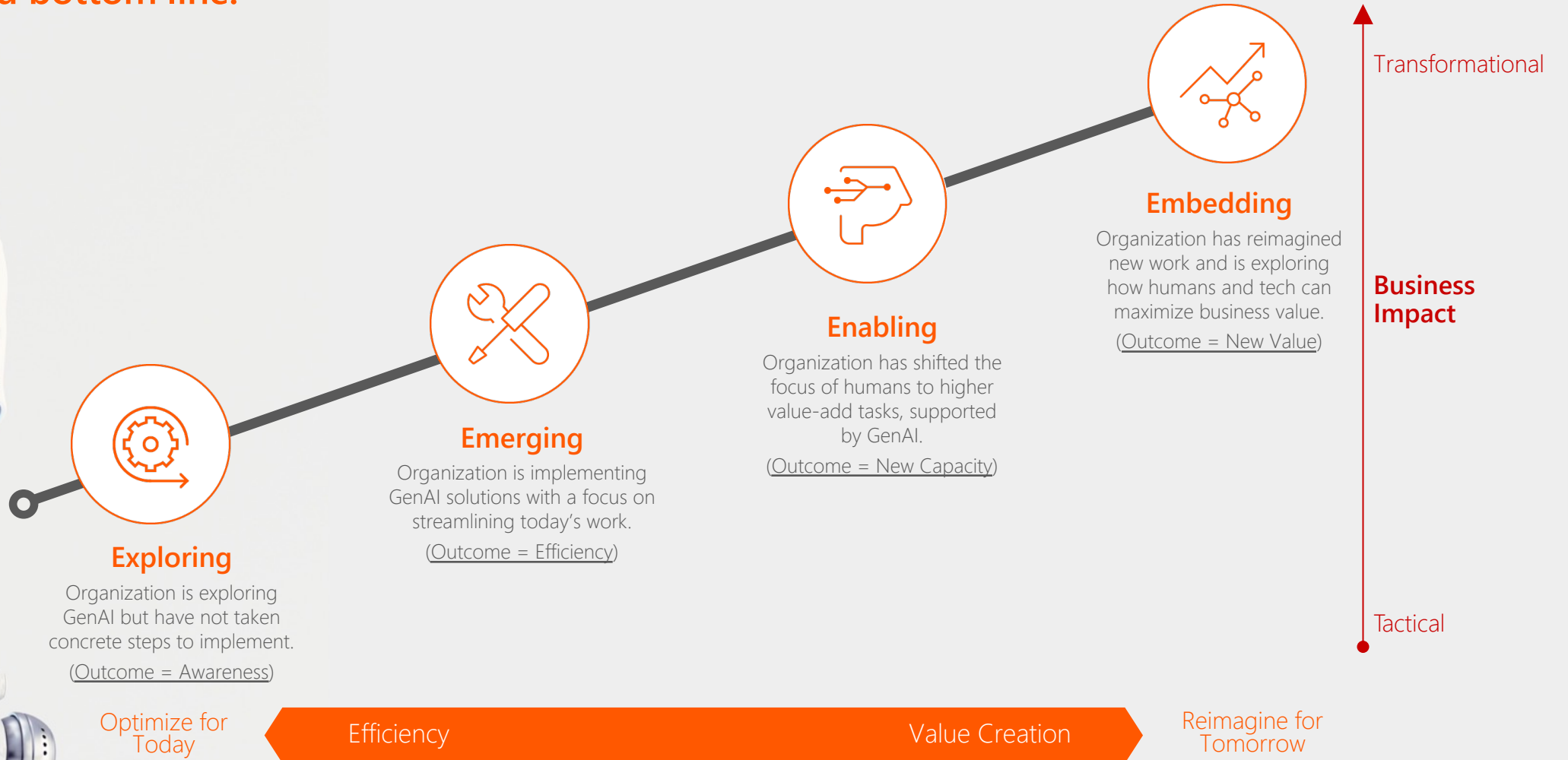
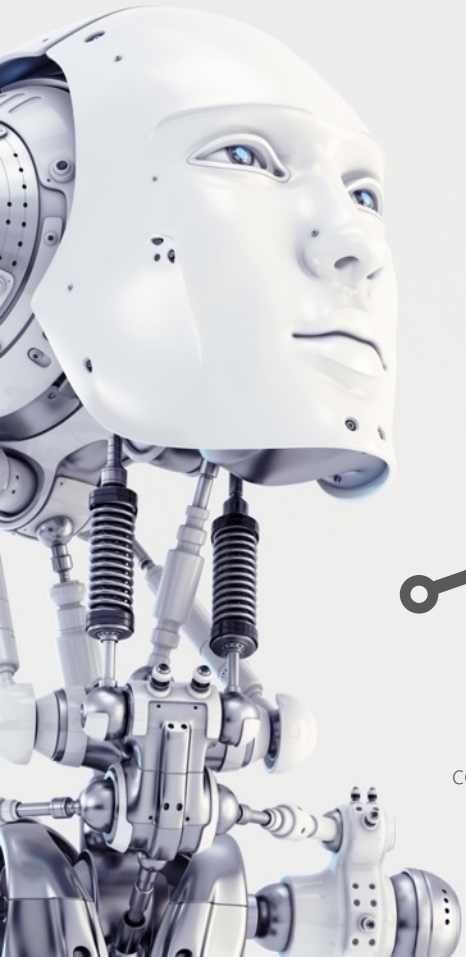
OpenAI sets the world on fire with ChatGPT



-  [MSFT Bing AI Search](#)
-  [MSFT Edge Web Co-pilot](#)
-  [MSFT Bing AI Chat](#)
-  [MSFT Viva Productivity](#)
-  [Outlook Productivity](#)
-  [Teams Premium Meeting Notes](#)
-  [Azure OpenAI AlaaS](#)

# GenAI Presents an Opportunity to Evolve

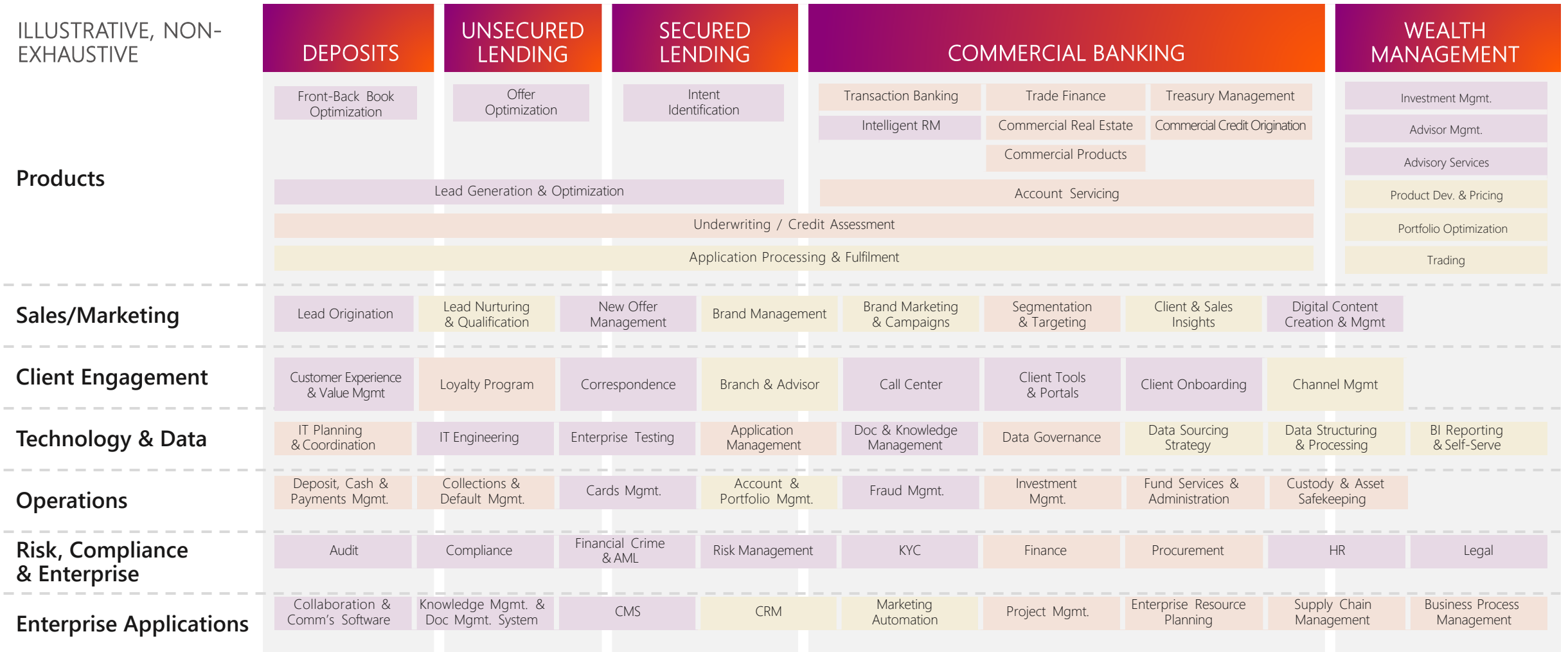
Organizations are facing a dual mandate – optimize for today and reimagine for tomorrow. Planning for your future with both humans and machines in mind, allows you to maximize both top and bottom line.



# Banking Revolution Fueled by GenAI

The use cases that have the highest impact across front, middle and back offices

ILLUSTRATIVE, NON-EXHAUSTIVE

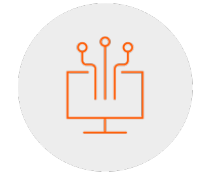


Estimated Impact of Generative AI

Low Impact	Medium Impact	High Impact
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**Do what matters**

# Financial Services teams need to understand short term needs and long-term goals to maximize GenAI value



	Finance & Accounting	Sales & Marketing	Regulatory & Compliance	HR	IT
Optimize For Today (Less Time)	<ul style="list-style-type: none"> <li>Performing Account Reconciliations</li> <li>Generating Financial Reports</li> <li>Create Baseline Financial Forecasts</li> </ul>	<ul style="list-style-type: none"> <li>Scoring Customer Leads</li> <li>Accessing / Summarizing Customer Data</li> <li>Personalizing Customer Email Outreach</li> </ul>	<ul style="list-style-type: none"> <li>Understanding New Regulations</li> <li>Analyzing and Updating Internal Policies</li> <li>Monitoring Fraud, Credit, and Cyber Risk</li> </ul>	<ul style="list-style-type: none"> <li>Developing Training Content</li> <li>Responding to Employee Queries</li> <li>Entering Data and Generating Reports</li> </ul>	<ul style="list-style-type: none"> <li>Resolving Individual Help Desk Tickets</li> <li>Monitoring System and Security Health</li> <li>Coding and Manually Debugging</li> </ul>
Reimagine for Tomorrow (More Time)	<ul style="list-style-type: none"> <li>Financial Storytelling with Data</li> <li>Cross-Functional Business Partnering</li> <li>Strategic Sourcing &amp; Spend Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Building Customer Relationships</li> <li>Campaign Ideation and Design</li> <li>Developing Customer Segmentation Strategies</li> </ul>	<ul style="list-style-type: none"> <li>Risk Sensing and Mitigation</li> <li>Regulatory Change Management</li> <li>Operational Resilience</li> </ul>	<ul style="list-style-type: none"> <li>Personalized Learning Pathways</li> <li>Proactive Policy Updates &amp; Implementation</li> <li>Workforce Analytics, Insights, &amp; Solutions</li> </ul>	<ul style="list-style-type: none"> <li>Digital Workplace and User Experience</li> <li>Proactive Issue Identification</li> <li>Code Review and Edge Case Management</li> </ul>
Value Creation Opportunities	Reduced SG&A Costs	More Effective Marketing Spend	Reduced Compliance Costs	Improved Retention	Reduced Onboarding Time

# What is Copilot



# Copilot Overview



## Foundational Readiness



### Adopt Copilots

#### Copilot for Microsoft 365

- **GitHub** Copilot
- Copilot for **Digital Contact Center Platform**
- Copilot in **Bing**
- Copilot in **PowerApps**
- Copilot for **Dynamics 365**
- Copilot in **Windows**
- **Security** Copilot



### Extend Copilots

- Low Code Development
- Plugins, Message Extensions or Connectors
- Integration into 3rd party systems



### Build Your Own Copilots

Pre-Built Services in Microsoft Copilot Studio

Low Code



Customizable Azure AI Services

Custom Code



LOW

EFFORT & CUSTOMIZATION

HIGH

*Acceleration through extensive library of industry Gen AI use cases, assets and accelerators*

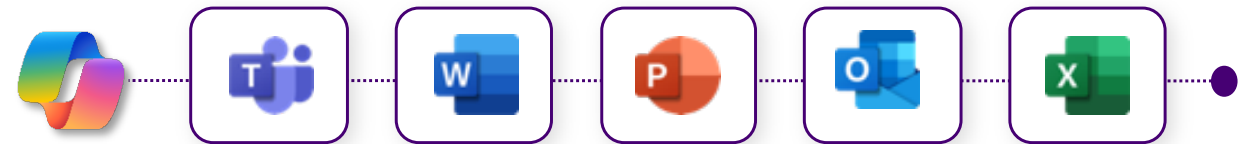


Activating Copilot...

# What is Copilot for M365?

Microsoft Copilot for Microsoft 365 combines the power of large language models (LLMs) with your organization's data – all in the flow of work – to turn your words into one of the most powerful productivity tools on the planet.

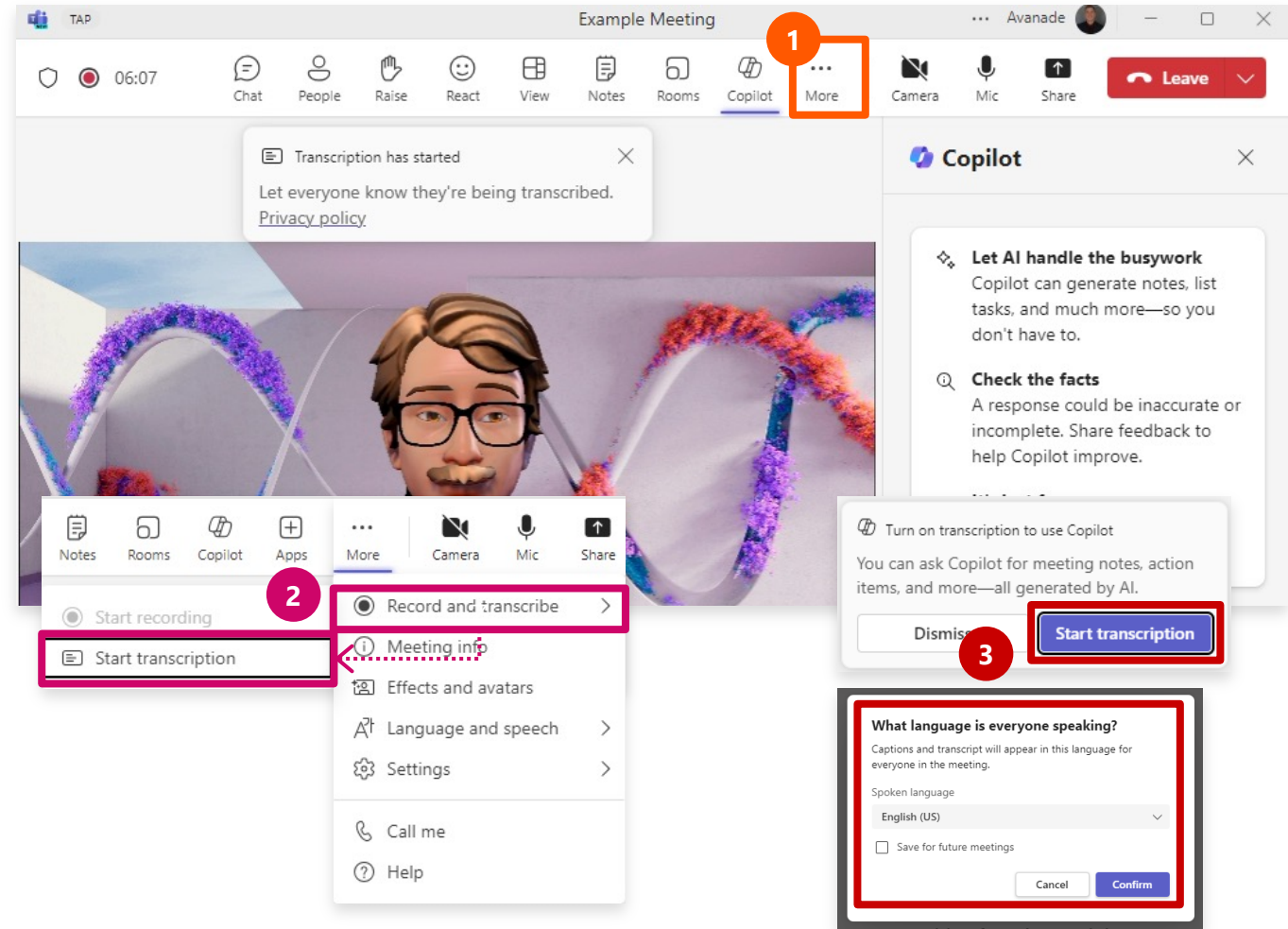
It works alongside popular Microsoft 365 apps such as Word, Excel, PowerPoint, Outlook, Teams, and more.



# Access to Copilot in Teams Calls

## Copilot in Teams calls

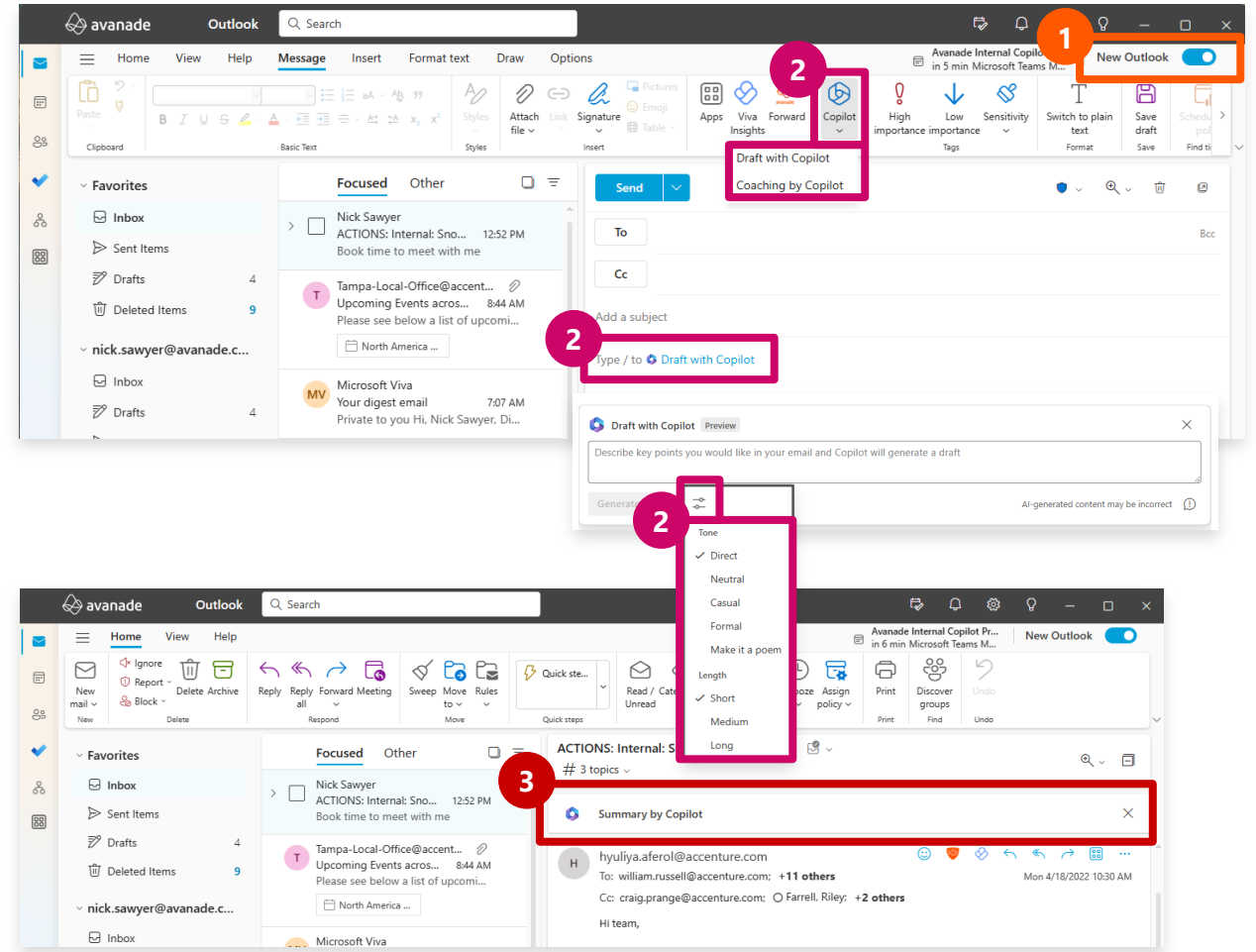
- Recap conversations, organize key discussion points, and summarize key actions
- Get answers to specific questions, catch up on things you've missed
- Create meeting agendas based on chat history.
- Identifying individuals for follow-ups, and scheduling the next check-in



# Access to Copilot in Outlook

## Copilot in Outlook

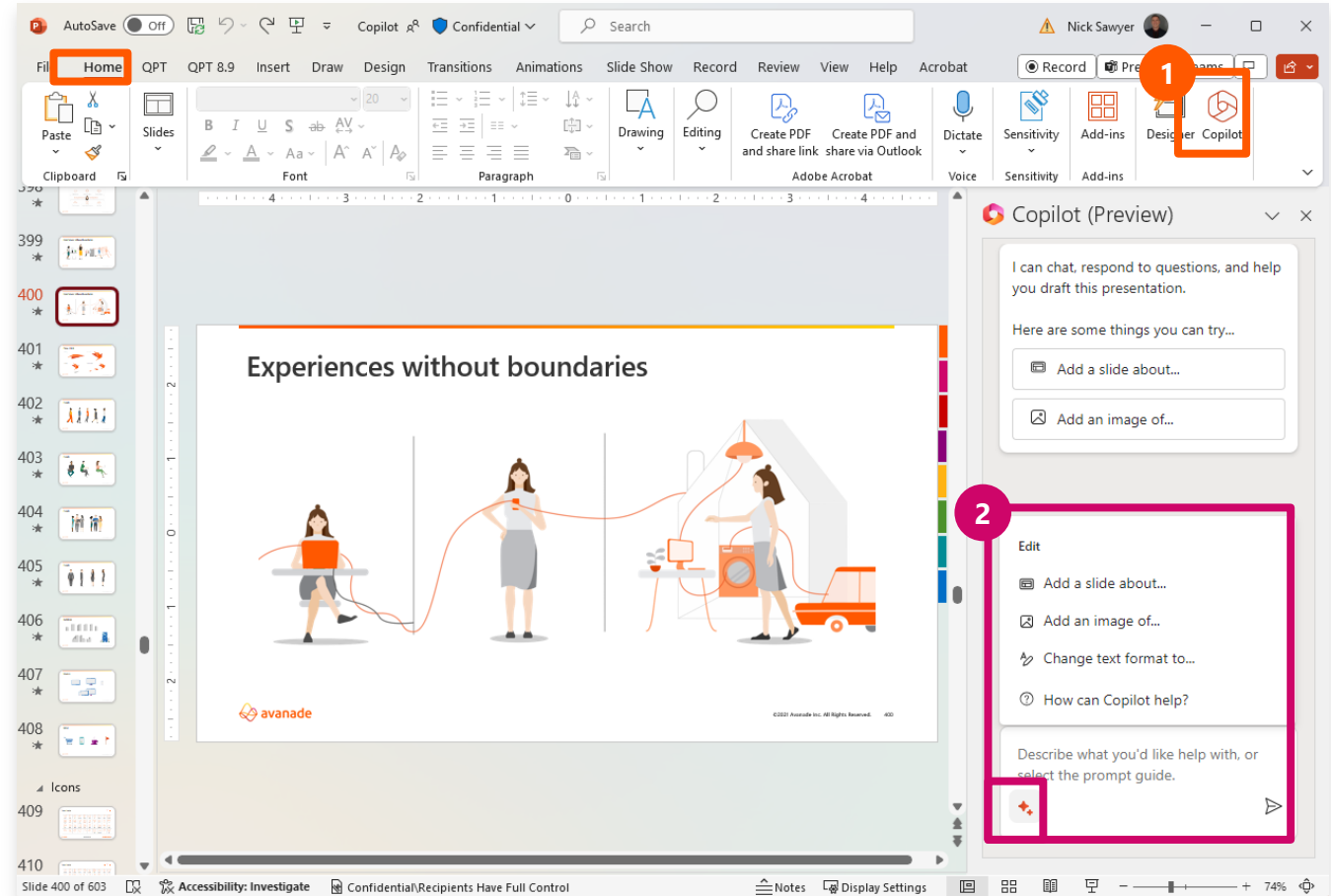
- Summarize email threads with different viewpoints of each person and identify open questions
- Respond to an existing email with a simple prompt or turn quick notes into messages
- Pull from other emails or content that users already have access to from across Microsoft 365
- Use toggles to adjust the tone or length of response



# Access to Copilot in PowerPoint

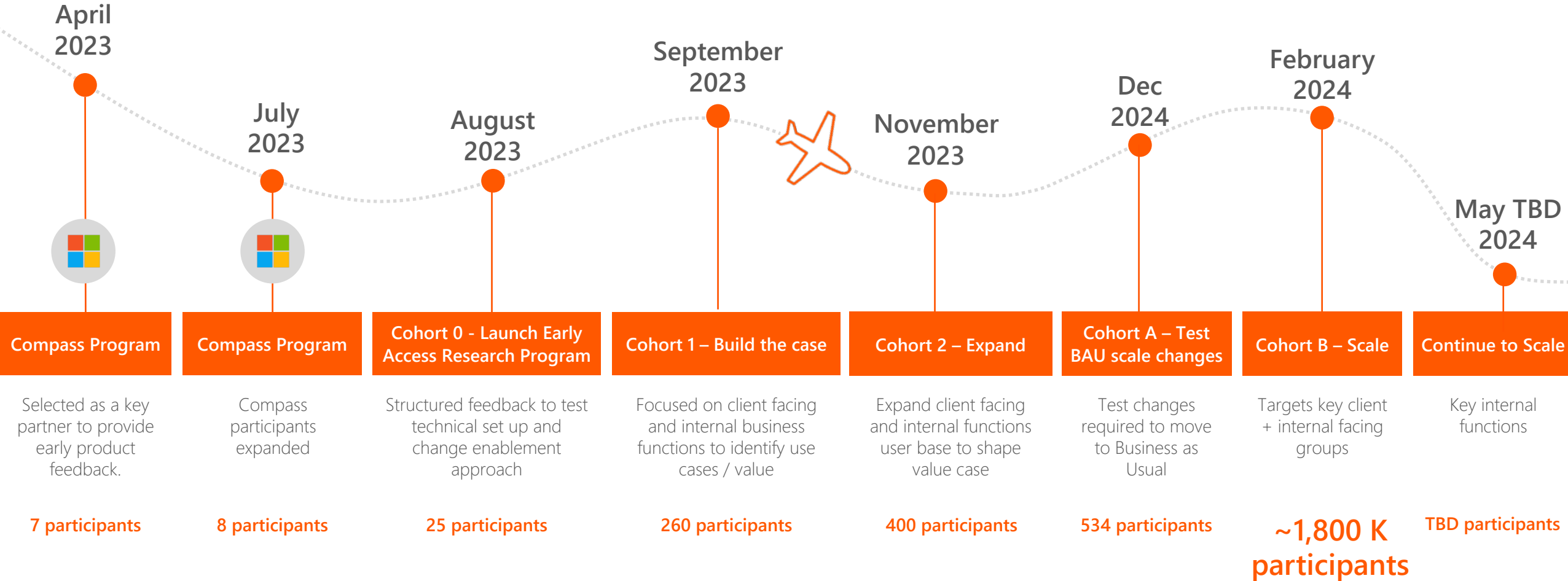
## Copilot in PowerPoint

- Transform existing written documents into decks complete with speaker notes and sources
- Start a new presentation from a prompt or outline.
- Condense presentations
- Use natural language commands to adjust layouts, reformat text, and time animations



# How we prepared for M365 Copilot

# Copilot for M365 Roadmap – Goal 3000



# Preparing for Copilot for M365

Our approach enabled taking full advantage of Copilot for M365 's capabilities.



## Platform Ready

The use of next-gen AI solutions within Microsoft 365 platform are reliant on having the right security and right data protection in place.

## People & Culture Ready

Copilot for M365 promises to transform how we work, but requires behavior shifts by employees that take time and repetition.

## Governance Ready

Generative AI requires a clear understanding of legal, security and Responsible AI guidance by all users.



# Preparing for a secure AI adoption

Implementing the right guardrails to support safe adoption and usage makes it easy for your people to work safely with new AI capabilities



## Information security

M365 Platform content security health and remediation (if needed)

- Understand and categorize your data – categorize and flag sensitive employee and customer data
- Conduct a document sharing audit using MS tools
- Remind/promote the use of Sensitivity labels by all users and if needed audits of Team and channel membership, SharePoint site membership and OneDrive document and folder sharing.



## Legal & Compliance

- Align early with Legal and Compliance teams to ensure agreement on use of things like:
  - Use of transcription
  - Guidance on use of sentiment analysis
  - Types and sets of content within M365 platform are ok to use with Copilot for M365
- Create a Data Loss Prevention policy



## Responsible AI

- Review your GenAI strategy and identify prohibited, high-risk and lower-risk use cases
- Align with Avanade's four Responsible AI principles
  - Human-centered+ fair
  - Trusted + transparent
  - Safe + secure
  - Open + accountable

# Avanade's micro hands-on learning

Guided in-app activities posted on a weekly basis to encourage participants to test different things in apps on a weekly basis. This helped increase adoption and engagement.

## Flight 1



Welcome to flight school!  
Use M365 Chat to summarize your emails

## Flight 3



Are you at cruising altitude? Use Teams transcription and Copilot *during* a meeting to improve efficiency with sample prompts like "What questions can I ask to move the meeting forward?" and "Rephrase what [name] just said, I didn't quite understand"

## Flight 5



Flight 5 has arrived and it's a 2-leg flight! Using Copilot in Word, generate a strategy or outline for a given topic. Then head over to PowerPoint and use Copilot to generate a presentation based on the referenced file that you generated.

## Flight 2



You're in the pilot's seat! Use Copilot in Word to summarize a referenced file

## Flight 4



Ready for Takeoff! Using the FAQ, query Copilot in Word to ask questions and search content

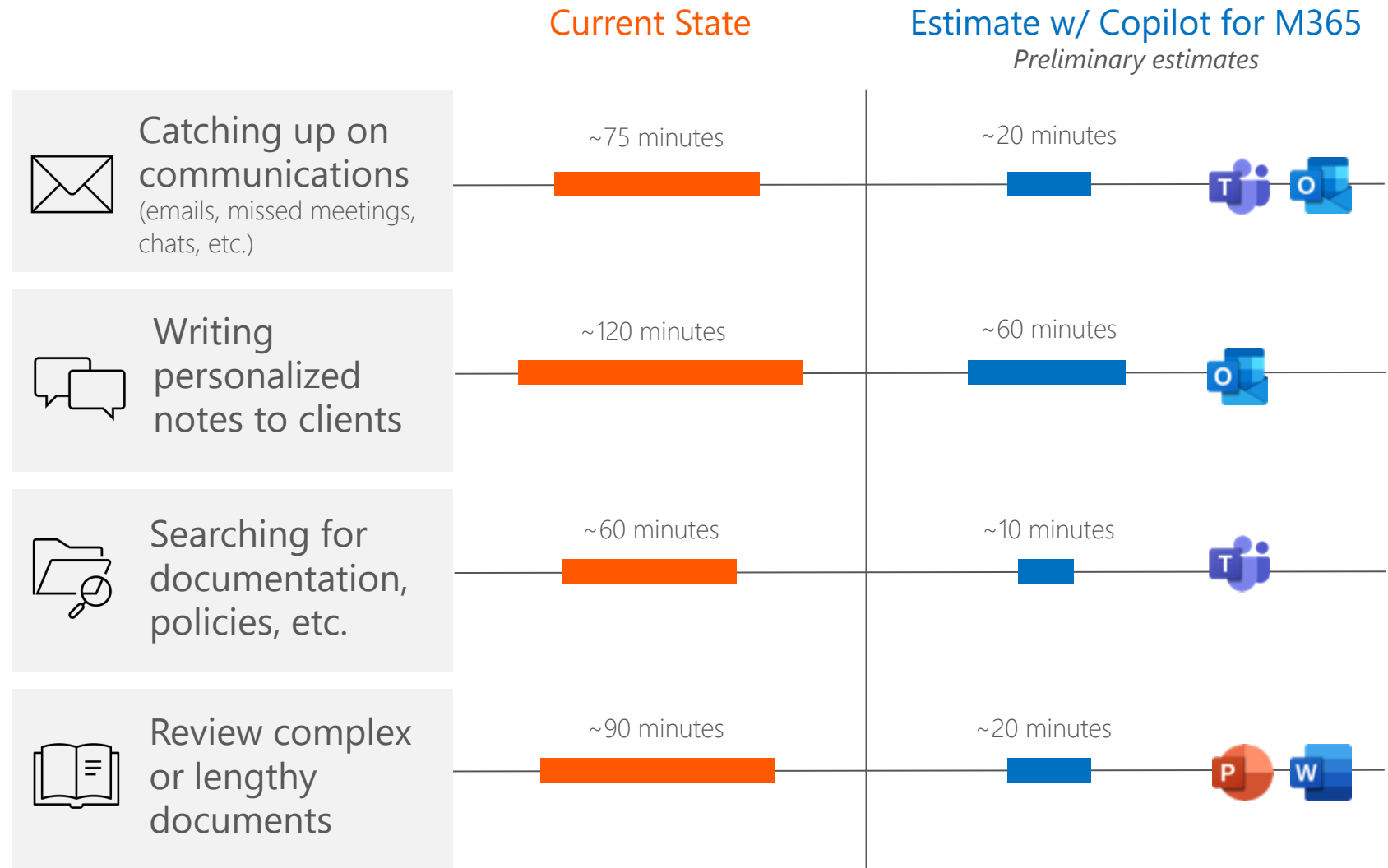


# Our Outcomes



Copilot led to a 33% reduction in human effort

# Copilot for M365 Value



# What is the Copilot for M365 experience like for users?

Value, use cases and personas

## Research outputs

- Midway report | measured users' experiences before engaging with Copilot, and personas by function focus group findings
- Experiences report | week over week analysis of experience survey responses and data insights into the adoption and learning curve of the tool



**76%**  
used Copilot for M365 almost daily or more



**73%**  
had a positive experience using Copilot for M365



**55%**  
felt Copilot for M365 had a positive impact on the quality of their work

*"My fear of AI replacing my job shifted to embracing its support. Copilot didn't replace me; it made me more competent."*

# Maturing our internal Copilot journey

Value, use cases and personas

## Research outputs

- Human impacts report a look at the impact Copilot for M365 has made on users at 12+ weeks of use.
- Change enablement research Research into the barriers encountered during cohort 1 and ways to overcome them
- Neurodiversity pilot research Initial research into how Copilot for M365 might support employees with neurodiversity and uncover areas for improvement.



# 26%

increase in confidence after training in prompt writing

# 1

Number of tries to get the desired result with prompt guidance, versus 3 tries without prompt guidance

# 3

Use cases identified from neurodiversity research: task management assistance, data summary, and onboarding support

*"As someone who has trouble keeping focused, Copilot for M365 has been a game-changer for me."*

# What we've learned from our Copilot efforts

## Be Intentional

### Structured license assignment and enablement adds value

- ✓ **Group participants with similar roles/personas** into deployment groups to build community & share learnings with one another
- ✓ **Define role/persona-based** use cases and prompt guidance and mobilize a dedicated focus on **prompt writing as a key skill** required for successful use of Copilot for M365
- ✓ **Align early with Legal and other Compliance** teams

## Be Agile

### Realize this will be an evolution

- ✓ **Defined sprints to focus efforts** with planned capacity to address issues or dependencies that may arise
- ✓ **Be prepared to evolve change approach** and IT support as needed
- ✓ Partner tightly with Microsoft on **product evolution** and proactively share changes with users on a regular basis
- ✓ Gather **regular feedback** and insights from users, **evolve your prompt library** and keep an eye on ever changing responsible AI guidance and regulatory changes (particularly in Europe)

## Prioritize Adoption

### Focus on behavior change over product usage expertise

- ✓ Participants need capacity for learning & trials over a period
- ✓ The solution is ever changing so creating an **experimental and growth mindset is key**
- ✓ Ongoing focus on **GenAI skills and best practices** including **prompt writing for end users** can accelerate value realization

## Think Big

### Explore extensibility and use it to make the buy vs. build decision

- ✓ **Look at critical business process** and explore how reengineering them in context of copilot might drive a differentiated outcome
- ✓ **Build capacity with Business Analysis skills**, along with technical skills to tackle this work ongoing.

**Thank You!**

**If You'd Like To Learn More,  
Visit Us at Booth 6**





**avanade**