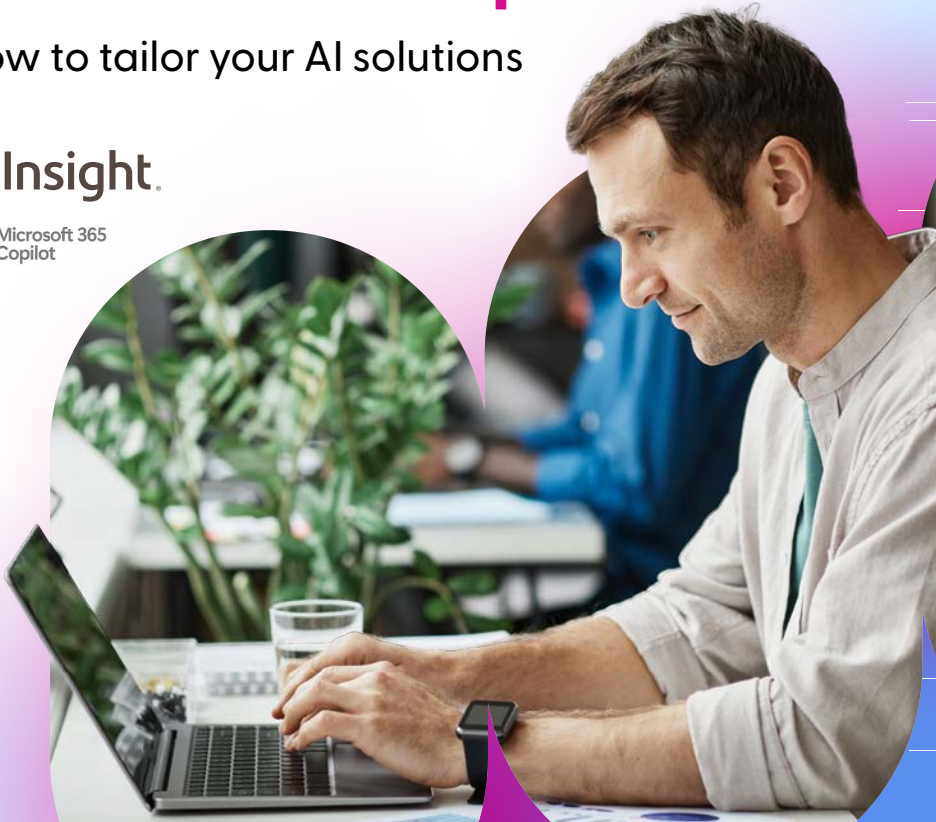


Transforming Your Enterprise With Microsoft 365 Copilot

How to tailor your AI solutions

 Insight.

 Microsoft 365
Copilot



AI is how work gets done. We can play a crucial role in unlocking the transformative potential Microsoft 365 Copilot can have for your enterprise by enabling significant productivity gains, enhancing innovation, and streamlining workflows.

In this e-book, let's explore scenarios in your business and discover how Copilot can transform:



IT
productivity



Operational
optimization



Marketing
innovation



Sales
enablement

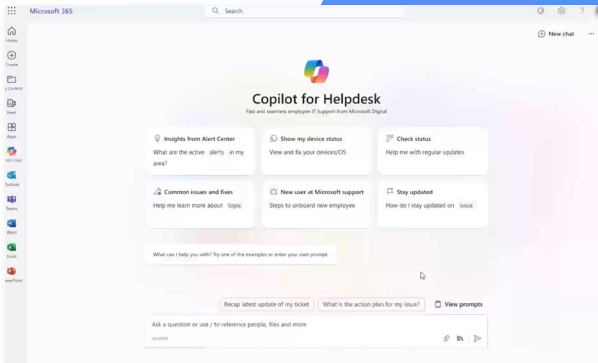


Key Insights:

“70% of users say Copilot makes them more productive; 68% report improved work quality.”¹

¹ Microsoft Work Trend Index

Enhance IT productivity



Prompt:

"Copilot, analyze our current ticket resolution times and suggest strategies to improve our IT support efficiency."

Your IT department plays a pivotal role in enabling enterprise-wide productivity while maintaining robust, secure infrastructures. With increasing adoption of generative AI tools, IT teams face mounting challenges such as managing compliance, safeguarding data, and addressing digital debt caused by inefficient workflows.

Use Cases:

- ✓ Automating ticket resolution.
- ✓ Streamlining device refresh requests.
- ✓ Enhancing cybersecurity monitoring with real-time AI insights.

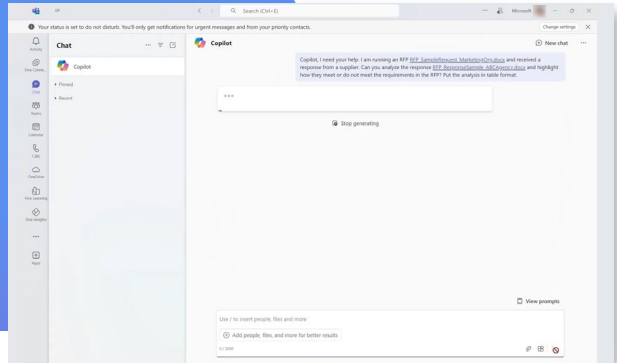
Outcome:

Reduce IT operational costs while improving resolution times.

Streamline business operations

Prompt:

"Copilot, I need your help. I am running an RFP and received a response from a supplier. Can you analyze the response and highlight how they meet or do not meet the requirements in the RFP? Put the analysis in table format. "



Operational inefficiencies and fragmented workflows can impede enterprise productivity and create bottlenecks that affect costs and time-to-market. Microsoft 365 Copilot revolutionizes operational processes by automating repetitive tasks, centralizing data access, and providing actionable insights. With the ability to connect seamlessly to systems like ERP, CRM, and Microsoft SharePoint, Copilot reduces manual effort and ensures smooth coordination across operational teams.

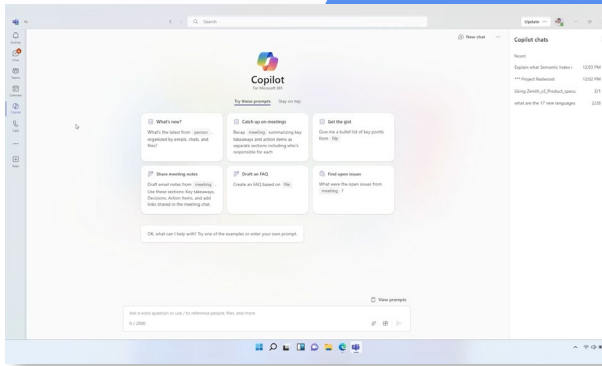
Use Cases:

- ✓ Automating supply chain management tasks.
- ✓ Summarizing production defect analyses.
- ✓ Generating actionable project plans.

Outcome:

Achieve cost savings by reducing downtime and streamlining operations.

Boost marketing innovation



Prompt:

"Copilot, provide creative campaign ideas based on recent industry trends and successful case studies to drive our next marketing initiative."

Microsoft 365 Copilot empowers marketing teams to deliver impactful campaigns with greater efficiency and precision. By automating repetitive tasks such as drafting promotional emails, creating social media posts, and summarizing market trends, Copilot enables marketers to focus on strategy and innovation.

Use Cases:

- ✓ Market trend analysis with AI-driven insights.
- ✓ Auto-generating promotional content and social posts.
- ✓ Creating on-brand presentations in minutes.

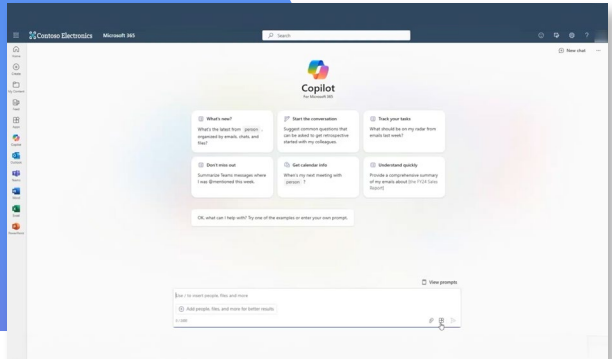
Outcome:

Enhance content creation speed and success, driving better campaign ROI.

Drive sales enablement

Prompt:

"Copilot, evaluate our sales data and suggest actionable insights to improve our lead conversion rates and overall sales performance."



Sales teams often face the challenge of balancing administrative tasks with customer engagement, leading to inefficiencies and missed opportunities. Microsoft 365 Copilot addresses these challenges by automating time-consuming tasks, allowing them to focus on building relationships and closing deals.

Use Cases:

- ✓ Summarizing customer engagement history.
- ✓ Creating dynamic sales presentations.
- ✓ Automating CRM data updates.

Outcome:

Increase deal win rates and reduce sales cycle time.

Differentiate with Copilot Studio

Copilot Studio enables enterprises to create **customized agents** tailored to their specific needs. Unlike generic AI, it allows organizations to design assistants that reflect unique workflows and data. With a low-code/no-code interface, teams can quickly build and deploy AI agents that integrate with systems like CRM and ERP. This helps automate processes, streamline operations, and deliver relevant AI solutions.

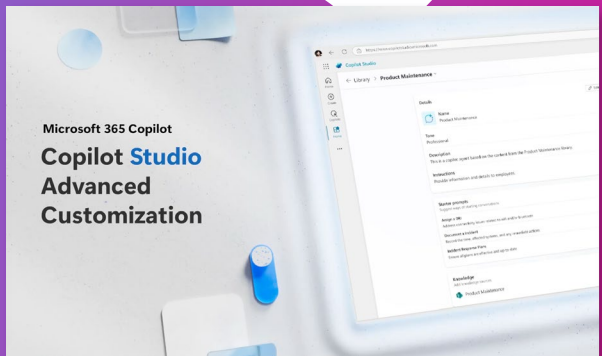
Connecting with over **1,200 pre-built connectors** and legacy systems, Copilot Studio enhances versatility. It accelerates innovation by allowing businesses to adapt AI agents as needs change, ensuring continuous improvement. The platform is **secure, scalable, and customizable**, helping organizations reduce costs and create efficient, customer-focused AI experiences.

Example Scenario:

- ✓ Building a custom customer service agent to handle FAQs and escalate complex cases.

Outcome:

Reduce operational costs and improve user engagement across departments.



Ready to scale your agents?

Building agents is only the first step. [Microsoft 365 E7, the Frontier Suite](#), adds Agent 365: a control plane that gives IT a central registry, unified oversight, real-time monitoring and Agent lifecycle control for every agent in your organisation. Copilot, Agent 365 and enterprise security all in one platform.

Transform your business with Microsoft 365 Copilot

Embrace the future of work with Microsoft 365 Copilot and Copilot Studio.



Core benefits

Boost productivity:
Automate repetitive tasks, enabling employees to focus on strategic, high-value work.



Business outcomes

Cost optimization:
Reduce operational overhead with intelligent automation and AI-driven efficiencies.



Competitive advantage

Secure and compliant:
Built on the Microsoft enterprise-grade security framework to protect your data.

Enhance collaboration:
Seamlessly integrate into tools like Microsoft Teams, Word, and Excel to streamline teamwork and decision-making.

Faster innovation:
Quickly adapt to changing business needs with customizable agents built in Copilot Studio.

Proven results:
70 percent of users report increased productivity, and 85% create first drafts faster.¹

Personalized insights:
Discover AI-driven recommendations tailored to specific roles and workflows.

Improved employee satisfaction:
Relieve digital fatigue and enhance engagement by automating mundane tasks.

Scalable AI solutions:
From IT to Marketing and Sales, Copilot enables organization-wide transformation.

¹ 2024 Work Trend Index Annual Report

Copilot Chat



Microsoft 365 Copilot

Your AI assistant for work

Copilot Chat

Free, secure AI chat



Chat

Work-grounded

Copilot in M365 apps

Teams, Outlook, Word, Excel, PowerPoint

Agents

Copilot Control System

Copilot Analytics

Are you looking to test out AI to better understand how to improve productivity at your business? Introducing Copilot Chat – a **free and secure** AI chat solution that gives your users a standardized AI experience as you implement transformational strategies at your business.

Provide your users with foundational AI functionality and opportunities to familiarize themselves with prompting best practices as you identify additional scenarios where Copilot can improve processes for your enterprise.



Partner-powered AI:

Unlock the full potential of Copilot with expert guidance

Working with Insight improves the opportunity for successfully deploying and optimizing Microsoft 365 Copilot. We offer expertise in navigating complex areas such as data governance, compliance, and system integration, ensuring a smooth rollout. Accelerate time-to-value by partnering with us as you customize Copilot to align with your specific business needs, building tailored agents in Copilot Studio, and integrating AI with existing applications.

Additionally, Insight provides ongoing support, training, and governance, helping your organization refine use cases and scale AI adoption over time. Maximize the impact of AI, achieve faster results, and drive meaningful outcomes.

Unlock the full potential of AI-power productivity today, contact Insight for tailored deployment, guidance, and support of Microsoft 365 Copilot.

Already building agents with Copilot Studio?
[Explore Microsoft 365 E7](#) – the natural next step.



uk.insight.com