

# The C-Suite's Guide to Microsoft 365 Copilot

Get ready to transform  
your business with AI –  
or get left behind



Microsoft Cloud

# Introduction



**"4 in 5 executives say generative AI will change employee roles and skills."<sup>1</sup>**

Artificial Intelligence (AI) is rising up the agenda at businesses across the UK.

Many see AI as the instigator of a fourth industrial revolution. Tech leaders say it will have a bigger impact on the world than mobile phones or the internet. [Spending](#) on the technology is rapidly accelerating across the board.

You might be intrigued, excited, nervous or sceptical – but whatever your views, AI is here and it will disrupt your business, whether you're ready for it or not.

The rewards for the pioneering organisations that adopt AI while others dither are significant: turbocharged productivity; first-mover competitive advantage; greater appeal in a crowded recruitment market to name just a few of the benefits.

With Microsoft 365 Copilot, the tech corporation is bringing the power of AI into the business mainstream, putting the technology directly into the hands of its users.

Because Copilot understands how businesses use M365 apps, it knows how to employ AI to make them more efficient. And by making its apps more efficient, it promises to do the same for your organisation – driving greater value from your employees, your processes and your decision-making.

This guide is designed to help you understand three things:

- how to harness the power of AI for your business through Microsoft 365 Copilot
- the steps your organisation must take to get ready for its deployment
- how to maximise the potential of Copilot and AI to support your future growth.

# Why should you have AI in your business?

**"70% of Copilot users said they were more productive. 68% said it improved the quality of their work."** <sup>2</sup>

To understand the value of Microsoft Copilot, it's important to understand the recent progression path of generative AI.

You may be familiar by now with tools like ChatGPT and Midjourney, which use Large Language Models (LLMs) to generate content. At a simple level, LLMs involve training algorithms to understand and mimic patterns of data to create realistic versions of human outputs, such as images, music or text. In short, they understand what we say and respond in a human manner.

Using generative AI, companies can create a myriad of useful content, from marketing communications, to product prototypes, customer service responses and brand designs. It can even help with detecting fraud.

But while generative AI tools like ChatGPT are already proving their value in the workplace, they're not without their drawbacks.

The fact is, a large share of your workforce is likely to be using AI tools to improve the way they work already. Many of them could be uploading confidential information into generative AI tools like ChatGPT.

Without the correct security measures in place, this activity could leave you open to copyright infringement and even cyber-attacks, with financial and reputational damage a very real possibility.

# Setting out the case for Microsoft Copilot

Microsoft has invested billions to bring the power of AI to businesses. It offers three packages:

- 1– Copilot Pro for individuals
- 2– Copilot for Business
- 3– Copilot for Enterprise (bigger business with frontline workers)

Copilot is delivering a huge leap forward in business AI.

Microsoft has created a centralised AI and workflow engine to form a secure productivity hub for your business. It integrates the Microsoft Graph and AI LLMs with the M365 application portfolio, working alongside your employees to generate relevant answers and assistance in your business context.

With Copilot Business and Enterprise your team can access a tool that taps into your data – including your calendar, emails, chats, documents and meetings – to free you and your employees from menial tasks and the drudgery of repetitive work.

Businesses using Copilot have seen it become an organising layer for teams. It transforms workflows to boost collaboration by breaking down the walls between departments and turbocharges productivity by accelerating traditionally lengthy processes, for better results and higher profit margins.

The initial launch of Copilot and its first-generation features was just the beginning – Copilot Wave 2 is once again changing the game.

# What will 'Copilot Wave 2' do for your business?

AI development moves on at pace, and Microsoft has already released the [follow-up version of Copilot](#).

Microsoft hails the latest iteration of Copilot as the new 'UI for AI': a place where users and Copilot technology can work with each other to research and simplify complex tasks; producing results that can push your organisation forward.

The second wave of Copilot brings new ways to work, designed to keep you organised without dragging you out of your workflows.

Whether you need to make sense of your inbox or analyse large data-sets, the technology takes the weight off your shoulders by handling cumbersome tasks while your team becomes more productive and adds value.

**In Teams:** Copilot can summarise your meetings, capture the main points and actions discussed, and even link to other M365 apps like Planner to create project plans on the go.

**In Word:** Copilot can create draft content for you based on basic prompts. So, articles, contracts, job descriptions and presentation materials can be produced in seconds, drawing on earlier documents and your usual written approach.

**In Excel:** Copilot gives you one gateway to all of the data across your systems, from tracking capacity and pricing information, to customer feedback, Excel becomes a workbook to shape and analyse data.

**In PowerPoint:** Copilot allows you to create compelling, persuasive presentations in your business's template. The technology develops an outline, populates it with starter text, and lets you choose from company-approved images to add a flourish.

**In Outlook:** Copilot helps you to streamline your communications. The 'Prioritise My Inbox' feature analyses the context of your messages alongside your work objectives. The AI understands what's most important in enabling you to achieve your short- and long-term goals, and sets out next best actions to take.

In short, the more sophisticated Copilot becomes, the more complex tasks it will be able to handle on behalf of business teams. That means your employees will be freed up to focus on the work that matters, making them more productive - and more profitable.

**"It's going to give everyone a superpower they've never had before."<sup>3</sup>**

# Secure by design

Because Copilot is integrated into M365 it inherits all of your company's security, compliance and privacy policies. That means you can be sure that anything uploaded to or created by Copilot that taps into your company data will remain within your business.

Furthermore, Microsoft has committed to working with AI responsibly and reinforcing its AI security principles, offering appropriate guard rails and data sovereignty by design.

## AI security principles



- Secure **by design** and secure **by default**
- Your data is **your data**
- Your data is **not used to train AI models** without your permission
- Rigorous **Responsible AI** practices

[As a signatory to the Microsoft Partner Pledge, BCN will follow Microsoft's responsible AI principles.]



# Gaining buy-in for Copilot from your team

The benefits of Copilot for your frontline M365 users are clear; vastly improved productivity, the opportunity to develop new AI skills and a focus on more interesting work.

But you or your wider team may have concerns that we answer here.

## Far from taking jobs, AI will create a new way of working.

According to a global Microsoft survey<sup>4</sup>, 68% of people say that with the bulk of their work hours spent communicating – via email, meetings and instant messaging – they don't have enough uninterrupted focus time during the day. This means a lack of innovation, breakthrough ideas and productivity.

With AI and Microsoft 365 Copilot, these communication burdens, and their detrimental impact on energy and interest, can be lifted.

Meetings can be treated as a digital record rather than a point in time. Copilot can provide intelligent meeting recaps and recordings, to release time for more valuable activity. Email threads can be summarised and responded to in seconds. Actions can be captured and assigned without the need for human follow-up.

### And employees are excited about the possibilities.

Though there is some concern among employees about AI replacing their jobs, far more are eager to use its potential to lessen their workloads.

According to Microsoft's research mentioned above, 76% would be comfortable using AI for administrative tasks, 79% would use it for analytical work and 73% would employ it for creative work.

- **85%** of users said Copilot helps them get to a good first draft faster.
- **75%** of users said Copilot "saves me time by finding whatever I need in my files".
- **77%** of users said once they used Copilot, they didn't want to give it up.<sup>5</sup>

# Microsoft 365 Copilot: good for your business, good for your people

## The £24.70 licence fee will be repaid many times over.

Copilot costs £24.70 per user licence per month – a cost that will be recouped many times over in terms of the productivity savings it introduces to your business.

Ask yourself, would you pay £24.70 per month for your employees to produce high-quality work in half the time? To unlock more productivity? Learn new skills twice as fast, and produce written material and presentations with precision and in a fraction of the time?

It's also important to note that not every M365 user will need a Copilot licence from day one. In fact, by trialling the technology with a handful of licences to begin with, it's possible to assess its value and understand where else it could be deployed and customised to work most effectively for you.

Aside from the productivity gains, the price of Copilot is the cost of peace of mind. Copilot is the secure way to introduce AI to your business. Your data remains firmly within your walls and is properly managed at all times. Because it's trained on your data to provide more contextual responses, it's both a better fit, and a safer way to integrate AI into your organisation.



# Firm foundations

Don't wait for your competitors to make the first move: get the right foundations in place, in a way that offers structure and control.

Before installing M365 Copilot it's important to begin with an audit of your existing data governance and security.

**Permissions** – 'just enough access'. Because Copilot will draw on any data its users have permission to access, it's vital that you lock these permissions down in advance of deployment [BCN can run a [Sharepoint Permissions Audit](#) and other security checks to better understand these settings.] Ensure your data is in the right place on your server and is classified correctly to restrict access to any sensitive information.

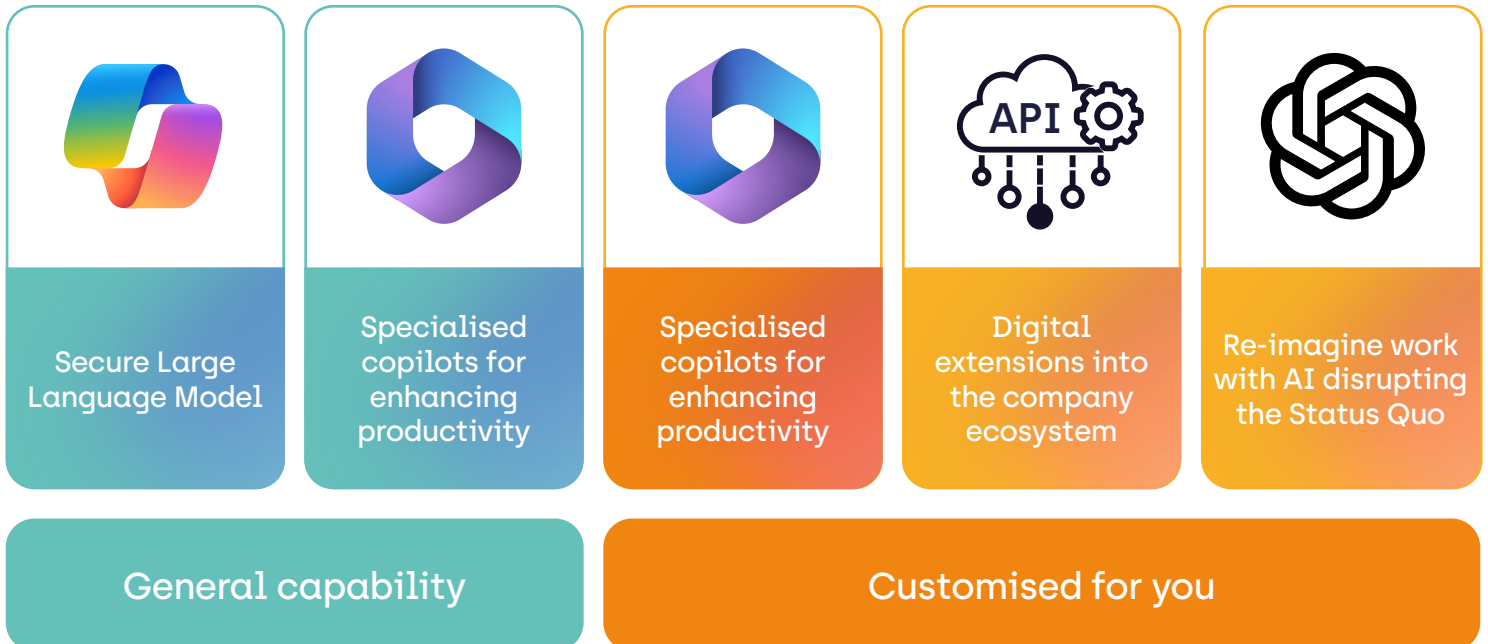
**Data governance** – the effectiveness of Copilot will depend on the data sources that are indexed by M365. An abundance of data will mean better results. Incorrect or incomplete data will mean lower accuracy. Want to know if your data is up to scratch? BCN offers a free [data assessment](#) to analyse your governance.

**Security** – Copilot aligns to the privacy and security policies you have in place. Review your [cyber security](#) in advance of deployment to ensure your M365 environment is set up in the correct way. This is a critical step to keep your business safe from bad actors: BCN offers a [free cyber security assessment](#) to understand the vulnerabilities at your business today, and how we can fix them.



# Embarking on your path to AI

Microsoft's approach to AI is to provide a base, generic capability to everyone, then layer in more complex AIs that can reach further into your business ecosystem.



Once Copilot has been configured into your day-to-day work via M365, it's time to think about what else could be possible – and how you can take full advantage of AI to support your growth.

One-off projects can embed Copilot into your broader Microsoft suite, including [Business Central](#), [Power Apps](#), [Power BI](#) and more, while custom built LLM applications could take you beyond Copilot into unique automations and use cases for your specific business processes.

## Don't wait for your competitors to make the first move.

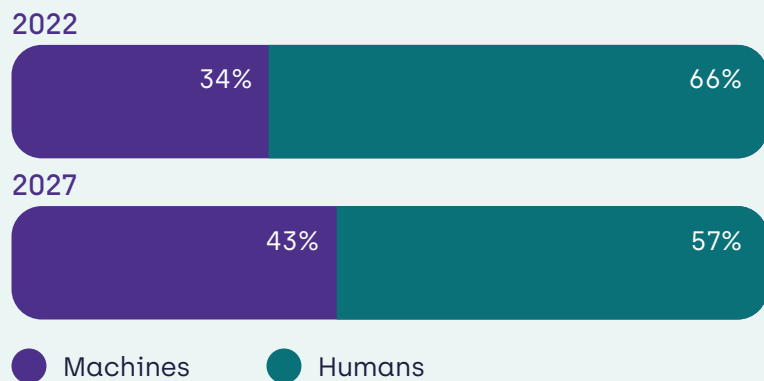
The market is already moving, fast. According to the World Economic Forum's Future of Jobs Report<sup>6</sup>, AI is expected to be adopted by nearly 75% of surveyed companies by 2027 [while according to an Accenture survey<sup>7</sup>, as many as 98% of global executives expect AI foundation models to play an important role in their organisation's strategies within the next three to five years.]

**The winners, say WEF, will be the businesses that embrace AI and upskill their employees to use the technology.**

### Future of jobs

## Human-machine frontier

Proportion of tasks completed by humans vs machines:



## Trust the technology.

AI is nothing new – you've been trusting the technology for many years via tools like Alexa, chatbots, online shopping recommendations and facial recognition on your phone.

Because Copilot draws its responses from your data, there's a higher chance they'll be correct. But as with all new tech, you'll probably prefer to check the results it generates to begin with, then, as you see the accuracy of the results, learn to trust it more.



## BCN is uniquely placed to help introduce AI across your business.

As a Microsoft Solutions Partner for Microsoft Cloud, our relationship with Microsoft gives us access to its wide range of capabilities and new technology.

With our data scientists and full stack development team, we can help develop your future AI roadmap and customise Copilot for your business, creating brand new, AI infused applications to bring the power of automation to different functions across your organisation.



Are you ready to embrace the tech that's currently changing your industry and keep ahead of the pack?

Let's talk about how we can help you take your business to the next level with Copilot

Get in touch

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