

What you need to know about **enterprise AI:**



Getting ready for ChatGPT
and Microsoft 365 Copilot





Introduction

The promise of increased efficiency and productivity has led organizations to embrace artificial intelligence (AI) initiatives. Less conspicuous is the critical need for governance to ensure the accuracy, appropriateness and ethical usage of AI-generated content and instructions.

A recent McKinsey global survey entitled “[The state of AI in 2023: Generative AI’s breakout year](#)” canvasses the current state of AI – and confirms the explosive growth of generative AI tools, with a third of respondents saying their organizations are using gen AI regularly for at least one business function.

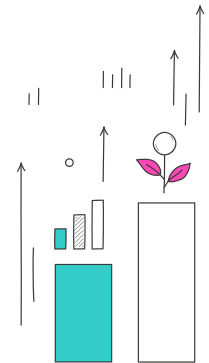
★ 40% OF RESPONDENTS SAY THEIR ORGANIZATIONS WILL INCREASE THEIR INVESTMENT IN AI BECAUSE OF ADVANCES IN GEN AI.

Early reported uses of AI include “crafting first drafts of documents, summarizing documents, identifying customer trends, and forecasting service trends or anomalies.”

Importantly, while the report finds that many companies are excited about the prospects of what AI can deliver and are interested in exploring these capabilities, very few companies are prepared for widespread use of AI.

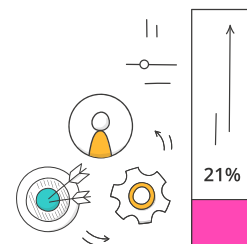
★ ONLY 21 PERCENT OF ORGANIZATIONS HAVE ESTABLISHED POLICIES GOVERNING EMPLOYEE USE OF GEN AI – WHILE GEN AI INACCURACY IS JUDGED A BIGGER RISK THAN CYBERSECURITY OR REGULATORY COMPLIANCE

Compliance and security were the most common risks from overall AI in previous surveys. As in previous years, the majority of respondents say their organizations are not addressing AI-related risks.



40%

of businesses will increase investment in AI



ONLY 21%

of businesses have established policies governing employee use of gen AI

01.

The promise of enterprise AI

The proliferation of AI has created a shift in how knowledge workers handle vast amounts of data. AI's ability to collate and process data and then generate responses, delivers on its promise to enhance efficiency and productivity. Using these AI tools, workers employ an advanced form of search, one that empowers them to take AI-generated content and apply their understanding to refine and tailor the results.

Use cases for enterprise AI

Current AI applications that enhance enterprise productivity, include the following business scenarios:

- Increase meeting efficiency:** aid in organizing, summarizing and tracking meeting outcomes.
- Optimize answers:** Streamline information delivery by providing superior responses to queries.
- Generate initial drafts:** Create quality content that users can then edit and enhance.
- Automate mundane tasks:** Transform unstructured data into structured reports.
- Recognize patterns:** Analyze large datasets to identify trends and correlations.

ChatGPT and Microsoft 365 Copilot

[ChatGPT](#) and [M365 Copilot](#) (both based on [OpenAI](#) technology) are two leading AI technologies with broad applications in enterprise settings; ChatGPT for generative content creation and Microsoft 365 Copilot for assisting in day-to-day work assignments – anything from discovering important documents in relation to a task, to locating subject experts, to automating repetitive tasks. Copilot for Developers adds an additional dimension by automatically generating code for software-based projects.

» ChatGPT in the enterprise

Given its capacity to process and evaluate extensive volumes of information, the incorporation of ChatGPT into enterprise knowledge management and information systems is a logical progression. This naturally leads to the question about its capability and the associated security concerns when interacting with corporate content, including materials within platforms such as Microsoft Teams and SharePoint documents.

Contrary to common expectations, it's important to note that ChatGPT is not designed for independent content discovery within enterprise settings. In fact, it is incapable of such a task on its own. Its primary role revolves around generating responses based on user queries, input and directives (together known as the prompt), rather than proactive content searches.



Generate a summary of this meeting



Of course, I can certainly help you generate a summary: █ ...



ChatGPT summarizes publicly available or provided content, based on user instructions. Within the enterprise, there is a need to bring this capability to internal content, which signals the need to create prompts for feeding the AI model with organization-specific content.

However, when considering integrating ChatGPT into enterprise operations, organizations need to balance the benefits of increased productivity with the consequences of exposing confidential information to the publicly available ChatGPT engine. Here are several questions that should be considered:

▮ **Business use cases:**

Where can AI-driven text transformation services be used to generate internal content?

▮ **Governance and compliance:**

What governance, regulatory compliance, and quality assurance procedures and guardrails need to be in place?

▮ **Intent and outcome:**

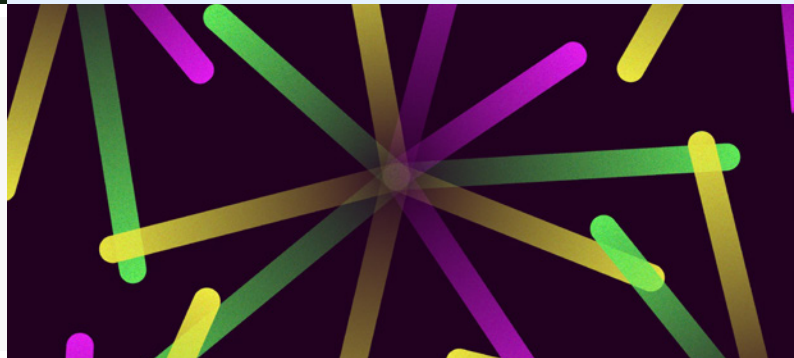
How will AI-generated responses be used, shared and monitored?

▮ **Custom models:**

Where should custom-enriched GPT models (with internal datasets) be used to provide more pertinent outcomes for users?



ChatGPT●



>> Microsoft 365 Copilot

Microsoft 365 Copilot is an AI-powered solution designed to facilitate interactions between ChatGPT and organizational content. This involves providing user prompts within Microsoft apps like Word and PowerPoint and retrieving relevant content available from within the organization's Microsoft 365 tenant. Like the ChatGPT engine upon which it is built, M365 Copilot responds to these applications or user-generated prompts; partly by leveraging organization's Azure OpenAI instance of a ChatGPT model.

M365 Copilot uses the Microsoft Graph and existing access controls to streamline enterprise data gathering and processing. It then leverages the ChatGPT AI capabilities to deliver responses tailored and structured to fit the original queries. By integrating these capabilities with application-specific instructions, Copilot optimizes the information's relevance within the context of Microsoft 365 applications.

In basic terms, M365 Copilot provides users with highly assisted means to harness enterprise data effectively to retrieve contextually appropriate responses. Copilot's potential to transform and increase user productivity is evident by its ability to seamlessly incorporate AI-generated content into applications like Excel, Word or Teams. For example, a worker can use Teams meeting transcription to discover (security-trimmed) documents relevant to the meeting, from across the Microsoft 365 tenant.

Key capabilities of Microsoft 365 Copilot include the following:

▮ **Real-time assistance:**

Copilot provides contextual suggestions and generates content for workers using Microsoft 365 apps like Word, Excel and Teams.

▮ **Task automation:**

Recognizing patterns, Copilot automates repetitive tasks such as scheduling meetings and organizing files, freeing up time for more strategic activities.

▮ **Collaboration and knowledge sharing:**

During meetings and team discussions, Copilot offers intelligent suggestions, aiding in finding relevant information and enhancing teamwork.

▮ **Personalized assistance:**

Copilot learns from user actions and data patterns, providing customized and intuitive suggestions over time.

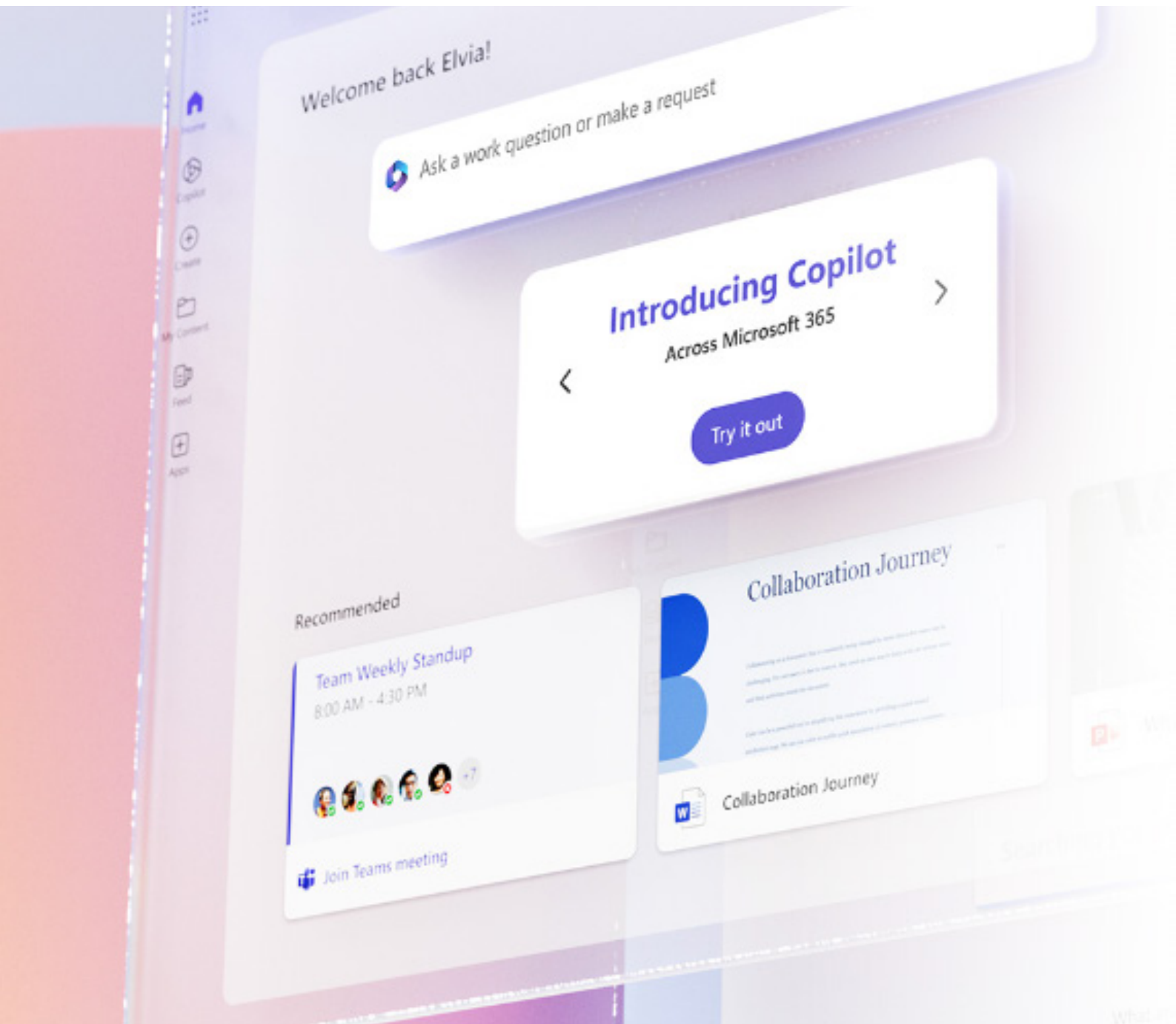


A whole new way to work

>> Microsoft Copilot for Developers (GitHub Copilot)

GitHub Copilot for Visual Studio is an additional manifestation of Copilot, one that streamlines coding tasks by providing the following capabilities:

- ▮ Analysis of extensive code repositories to offer intelligent code suggestions.
- ▮ Ability to use plain language descriptions for coding.
- ▮ Context-based code prediction and suggestions.
- ▮ Access to relevant coding references within the developer environment, thereby fostering collaboration and enhancing the coding process.



02.

The challenges and risks associated with enterprise AI

As enterprises embrace the transformative benefits offered by AI tools like ChatGPT and M365 Copilot, risks and challenges arise that warrant careful consideration. Chief among these is the emergence of governance issues for handling sensitive data, especially within regulated sectors.

Additionally, the unknown introduction of various AI tools by employees themselves, gives rise to the dangers of 'Shadow AI.' And, as when implementing any new technology, organizations need to be ready by having all the prerequisites in place, and by addressing how employees adopt the tools, to achieve high levels of usage while eliminating perceived threats from their introduction.

The intricate interplay between the benefits and risks underscores the need for a comprehensive understanding of AI's impact on contemporary business. In this section we look at the risks and challenges associated with adopting new AI capabilities and we explain how you can address them.

The need for AI governance

Given its capacity to access and expose enterprise content, the integration of any AI technology into the enterprise demands a clear and well-established governance framework for AI-generated content. This framework needs to enable knowledge workers to capitalize on AI's potential while maintaining content fidelity. However, there's no one-size-fits-all answer; contextual factors significantly influence AI utilization.

Consequently, the governance approach will vary between AI-generated content intended for code development or enhanced productivity and efforts to ensure content usage conforms to regulatory compliance. The first step entails expanding existing information governance practices to encompass AI-generated content. Establishing policies, processes and procedures guarantees the integrity of the information being employed. Here are steps for a structured approach to governing AI content effectively:

- Verify sources:** Scrutinize the origins and development of AI models to assess reliability.
- Evaluate contextual awareness/comprehension:** Ensure AI-generated content aligns with the intended topic and audience.
- Validate facts:** Rigorously validate facts, align with company values, minimize bias and uphold ethical implications.
- Review before publishing:** Examine and refine content prior to dissemination.
- Conform to regulation and standards:** Implement regulatory compliance and set usage standards, as well as ownership, copyright and ethical guidelines.
- Be cognizant of costs:** Understand the expenses tied to processing AI models and weigh them against organizational strategies.

Shadow AI: tackling the risks while navigating governance and innovation

While discussion about using AI in the enterprise ranges from philosophical debates about its benefits to pragmatic governance concerns, the emergence and dangers of 'Shadow AI' within organizations is largely overlooked.

Drawing parallels to shadow IT, where technology is used without official IT oversight, shadow AI refers to AI solutions that are introduced by workers and that operate outside the purview of IT department control. The most prevalent use of shadow AI is the adoption of 'off the shelf' ChatGPT (via the public OpenAI service) by workers to generate responses based on copied content from business documents, thereby exposing potentially sensitive information to the publicly-available large language model (LLM) service.

The rise of shadow AI introduces the following critical risks that warrant attention:

- Exposing confidential enterprise content:** Organizations need to understand the risk associated with content that is used within prompts to publicly available LLM services – whether or not this is used to re-train LLM models.
- Ensuring content quality and accuracy:** Organizations lack control over the quality and accuracy of auto-generated content produced by these tools.
- Infringing on copyrights:** The potential for unknowingly violating copyright laws due to AI-generated content.
- Injecting misinformation:** Risks associated with generating false or misleading content to manipulate AI engines.
- Increasing exposure to risk:** Other areas of potential risk exposure with AI-generated content.

Microsoft 365 Copilot is not an 'out-of-the-box' solution

Another overlooked challenge to rolling out AI in the enterprise is preparing the IT infrastructure for AI operation. Specifically, to use M365 Copilot an organization needs to ensure each user has a Microsoft 365 E3 or E5 license, an Azure Active Directory account, and maintains compatibility with plugins and WebSockets.

Additionally, for Copilot to provide intelligent suggestions, it must grasp the context of documents within Microsoft 365 – be that the project name, department name, product name or other relevant contextual identifiers. This means documents *must* be categorized using metadata to achieve high quality and reliable outputs. However, since most organizations are lax in applying metadata to documents, they will need to take active steps to retrofit document definitions to get the full benefit of M365 Copilot.

03.

Atlas by ClearPeople: your partner in deploying enterprise AI

To take full advantage of AI enterprise capabilities without compromising governance or compliance, forward-thinking Chief Information Security Officers (CISOs), Chief Technology Officers (CTOs) and IT Directors are embracing next-gen solutions that unlock the benefits of AI while addressing the quality, integrity, and legal compliance challenges and risks.

Atlas by ClearPeople is a governance-by design platform, with implicit information architecture best practices built in, that addresses the challenges and risks of an enterprise AI roll-out.

AI governance

Atlas auto-tags content based on context, making it instantly identifiable by Microsoft 365 Copilot. Also, by automatically applying the relevant policies, Atlas ensures you are fully compliant with strict governance requirements.

Taking on shadow AI

Atlas' new offering, code-named 'Prometheus', enables workers to safely engage with AI through the organization's own Azure OpenAI services, ensuring compliance with organizational policies.

Also, by monitoring which content was exposed, Prometheus verifies AI-derived content has been reviewed and validated before its release to a broader audience. Additionally, by nourishing the information sent to the AI engine using Atlas' metadata model, Prometheus improves the accuracy of AI-driven content creation, reducing the likelihood of incorrect information, biased answers and overused phrases.

Getting ready for Microsoft 365 Copilot


Atlas' provisioning capabilities aid organizations in automating the assignment of both workspace and content metadata according to contextual factors. Categorizing all enterprise content before the M365 Copilot roll-out ensures a seamless transition, enabling organizations to immediately take advantage of Copilot's AI capabilities, thereby enhancing its ROI and business benefits.

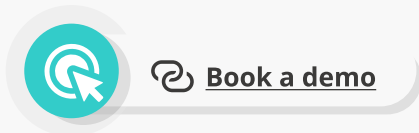
04.

Conclusions & next steps











ChatGPT and Microsoft 365 Copilot present a transformative shift in productivity through AI. As businesses seek efficient workflows, AI caters to workers' diverse needs, from content generation to coding assistance. While potential drawbacks exist, the benefits and possibilities offered by these tools AI-driven capabilities are substantial.

Though AI introduces new risks and challenges, these can be mitigated through judicious project preparation, rollout and governance. By getting the enterprise ready for M365 Copilot and then providing ongoing governance and controls, Atlas provides the necessary capabilities for a successful enterprise ChatGPT and M365 Copilot implementation.

 **Contact us** for more information or to **schedule a demo**



More information about AI and your organization:


-  5 min  [AI and information governance](#)
-  13 min  [Everything you need to know about Microsoft 365 Copilot](#)
-  4 min  [Microsoft 365 Copilot and Business Chat explained](#)
-  8 min  [Using ChatGPT with content in Microsoft 365 SharePoint and Teams](#)
-  3 min  [Understand and avoid the risks of shadow AI](#)


About Atlas by ClearPeople


- ● ● Atlas Digital Workplace platform enables better ways of working.
- ● With Atlas your employees can find the knowledge, documents, information and tools they need in seconds, allowing them to focus on doing their best work.
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Book an Atlas demo with one of our experts today.



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