

Everyday AI with Microsoft 365 Copilot

Facilitating clients to rapidly leverage, transform and realize the benefits of AI responsibly

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Business drivers

- With the rise of artificial intelligence (AI), disruptive generative AI (GenAI) solutions such as Microsoft 365 Copilot, organizations struggle to keep pace with how AI tools can be used to benefit all functions, who within their organizations will benefit the most, and what AI tool could be used that fits the needs of their people.
- Organizations know that pursuing AI capabilities is a must when it comes to keeping pace with the market. However, the risks – both known and unknown – act as a barrier to organizations adopting and integrating AI into every aspect of the workday.
- As such, most organizations find themselves paralyzed by the number of choices and the fear of selecting “and” or “or” implementing AI incorrectly.

Solution overview

The solution provides a detailed, persona-driven approach to educate decision-makers on types of AI capabilities (with a focus on Microsoft 365 Copilot) and rapidly identify personas and use cases to deploy pilots at scale and immediately realize benefits in-line with organization objectives:

Solution capabilities	Tangible outcomes
Everyday AI workshops Understanding of Microsoft 365 Copilot and alignment to objectives	- Initial persona and use case designs - Alignment around objectives and value drivers
Benefits realization Persona-driven approach to help enable Microsoft 365 Copilot	- Customized benefits realization model - Benefits reporting on value
Data access governance Responsible AI framework focused on proactive approaches	- Microsoft 365 Copilot governance framework - Understood oversharing remediation approach
Pilot accelerator Rapid identification, design and execution of a priority pilot case	- Developed persona and executed priority pilot - Additional pilot and persona deployment
Microsoft 365 Copilot transformation Detailed approach for executing priority pilots based on value driver	- Executed multiple pilots - Managed risks and provided benefit realization
Extensibility assessment Data with Microsoft 365 Copilot large language model (LLM)	- Short-list of data sources for extension - Custom vs. existing plug-in or connectors
Change experience and adoption Employee-centered approach to driving accurate usage and adoption	- Custom communication and training plans - Adoption measurements model and feedback

Everyday AI with Microsoft 365 Copilot approach



Solution differentiators

- Dedicated specialized resources focusing on the implementation and post-implementation efforts (including change experience and adoption) of Microsoft products including Microsoft 365 Copilot, Dynamics 365, Viva Suite, Power Platform and more
- The EY organization's proven solution accelerators (e.g., data access governance bot, change management methodologies for behavioral change, personas creation, design thinking sessions and our own Microsoft 365 Copilot lessons learned, and others)
- Providing best practices through application of hands-on experience from a wide range of industries, jurisdictions and client issues and challenges

Joint value proposition

- The EY organization has been named Microsoft Partner of the year and, together, we bring innovative consulting services to help enable Microsoft products for clients.
- The EY organization builds upon and collaborates with Microsoft to create additional functionality and value from connectors and plug-ins that our clients seek.
- The EY organization leverages knowledge from our alliance with Microsoft. Everyday AI with Microsoft 365 Copilot combines the Microsoft 365 technology with our transformational adoption and scaling experiences to drive enterprise value and provide best-in-class solutions based on business objectives.

Case study: Microsoft 365 Copilot change experience and adoption

As part of the early access program (EAP) of Microsoft 365 Copilot, a global provider of digital automotive marketing solutions sought the EY organization's consulting services specifically related to the human-centric change experience and the adoption by the employees of their Microsoft 365 licenses operating in their environment.

Client challenge	Engagement summary	Value provided
▪ Participation in the EAP of Microsoft 365 Copilot provided the opportunity to rethink how employees can leverage Microsoft 365 Copilot to complete day-to-day tasks and reallocate saved time to business objectives ▪ Limitations in understanding who benefits most and how to efficiently train those users led to challenges in realizing value and adoption ▪ Desire for quick deployment of 300 licenses highlighted the need for a way to measure productivity benefits for all users and use cases	▪ EY teams are executing a humans@center approach to drive a positive change experience and rapidly increase adoption. ▪ EY teams are compiling results and feedback to help enable the thoughtful enterprise deployment of Microsoft 365 Copilot.	▪ Selection of diverse user groups – everyday, technical and business users – for Microsoft 365 Copilot ongoing testing and benefits measurement ▪ Customized change management practices for communication and adoption to inform user groups of Microsoft 365 Copilot benefits, expected impacts, support resources (e.g., feedback mechanism), etc. ▪ Tailored trainings and workshops across user groups driving productive Microsoft 365 Copilot usage for their given role ▪ Productivity metrics for Microsoft 365 Copilot using quantitative data gathered through custom reoccurring surveys and qualitative data obtained through user group interviews

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