Your most trusted partner
for strategic transformations.

Value Proposition

May 2024

Copilot for
Microsoft 365

Create a landscape image of a beach spanning
climates to use in my travel blog

WAVESTONE

We are already working with numerous customers on Copilot for Microsoft 365

ROLL-OUT LUXURY	Supporting a progressive scale up for **2000** employees	**PILOT** RENAULT	Pilot management for **300** employees
ROLL-OUT TotalEnergies	Supporting with Microsoft the deployment of **30 000** employees worldwide	**PILOT** STELLANTIS	Pilot management for **300** employees
ROLL-OUT amaDEUS	Deployment of **10 000** employees worldwide	**PILOT** / **ROLL-OUT** MICHELIN	Supporting a progressive scale up for **5000** employees
PILOT T.EN TECHNIP ENERGIES	Pilot management for **300** employees	**PILOT** FORVIA faurecia	Pilot management for **300** employees
PILOT sanofi	Pilot management for **700** employees	**PILOT** UNIBAIL-RODAMCO-WESTFIELD	Pilot management for **300** employees
PILOT Tarkett	Pilot management for **200** employees	**PILOT** bouygues	Pilot management for **300** employees
PILOT KLÉSIA	Pilot management for **50** employees	**PILOT** MAIF	Pilot management for **300** employees
PILOT ALSTOM	Pilot management for **300** employees	**PILOT** SG	Pilot management for **300** employees

ROLL-OUT SAINT-GOBAIN	Deployment of **3 000** employees worldwide	**PILOT** PUBLICIS GROUPE	Pilot management for **300** employees
PILOT RATP	Pilot management for **440** employees	**PILOT** WORLDLINE	Pilot management for **300** employees
PILOT LA POSTE GROUPE	Pilot management for **300** employees	**PILOT** ODDO BHF	Pilot management for **300** employees
PILOT CNP assurances	Pilot management for **300** employees	**PILOT** L'ORÉAL	Pilot management for **300** employees
PILOT GROUPE BPCE	Pilot management for **300** employees	**ROLL-OUT** skema BUSINESS SCHOOL	Pilot management for **600** employees
PILOT ARDIAN	Pilot management for **300** employees	**PILOT** DANONE ONE PLANET. ONE HEALTH	Pilot management for **300** employees
PILOT BUSINESSFRANCE	Pilot management for **300** employees	**ROLL-OUT** BNP PARIBAS	Deployment of **5 000** employees
PILOT ICC	Pilot management for **300** employees		

To be continued...

First emerging trends of the pilots we support

Based on feedback from 12 pilot customers

🥰 SATISFACTION

18

Average NPS
(Promoters – Detractors)

💬 ADOPTION

44%

Share of users reporting
Daily use

⏱️ PRODUCTIVITÉ

27 MINUTES / DAY*

Average Time Saved
per user with Copilot

*i.e. 2h15 per week

✨ CREATIVITY

50 %

Share of users reporting being
more creative and innovative

🙂 WELL-BEING

39 %

Share of users reporting
Improved well-being and
engagement

Key steps to help you structure and launch your Microsoft 365 Copilot pilot
5 steps to consider

SET UP THE TECHNICAL, FUNCTIONAL & CYBERSECURITY PREREQUISITES

IDENTIFY THE GROUPS OF USERS TO ONBOARD

DEFINE THE USE CASES TO TEST AND EVALUATE

COMMUNICATE AND SUPPORT CHANGE

MEASURE IMPACT AND CONSIDER SCALING-UP

+ identify dependencies with your current initiatives

+ by being in direct contact with your Change Management team to ease and accelerate adoption
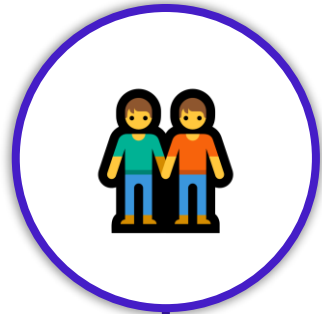
Key steps to help you structure and launch your Microsoft 365 Copilot pilot
5 steps to consider

SET UP THE TECHNICAL, FUNCTIONAL & CYBERSECURITY PREREQUISITES

IDENTIFY THE GROUPS OF USERS TO ONBOARD

DEFINE THE USE CASES TO TEST AND EVALUATE

COMMUNICATE AND SUPPORT CHANGE

MEASURE IMPACT AND CONSIDER SCALING-UP

+ identify dependencies with your current initiatives

+ by being in direct contact with your Change Management team to ease and accelerate adoption

Set up the technical and functional prerequisites
Be Copilot-ready!
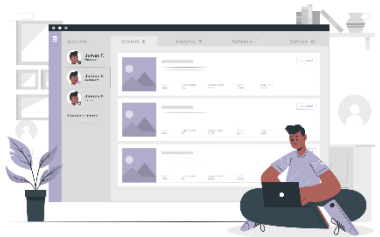
LICENSES & ACCOUNTS.....

› Ensure that users have **E3 or E5 licenses**

› Your users must be on the **same tenant**

› Microsoft 365 Copilot is by default **available on web apps**, but "**current channel" or "monthly channel" activation** is required for desktop versions

› **Transcription** must be activated in Teams

› Several features require your users to have a **OneDrive account**

› Anticipate **tenant indexation** (6-8 weeks)

› An account based on **Azure Active Directory** is required. Currently, there are no obstacles to a hybrid solution such as the use of AAD and a third-party single sign-on solution (e.g. Okta).

› The **richness of the experience** will depend on the data sources indexed by Microsoft 365. Tenants with the richest data in Microsoft 365 (Exchange, OneDrive, SharePoint, and Teams) **will get the best results**.

DATA ACCESSIBILITY AND SECURITY.....

› Before starting the pilot, make sure that users have as much data as possible hosted in OneDrive or SharePoint (and not on their workstations) **#ChangeManagement**

› Users will only have access to data for which they already have permissions based on SharePoint permission groups and MPIP sensitivity labels. Make sure these "safeguards" are set correctly **#SecuringO365Environments**
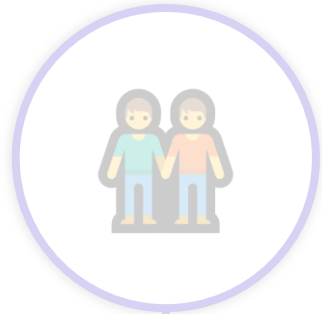
Key steps to help you structure and launch your Microsoft 365 Copilot pilot
5 steps to consider

SET UP THE TECHNICAL, FUNCTIONAL & CYBERSECURITY PREREQUISITES
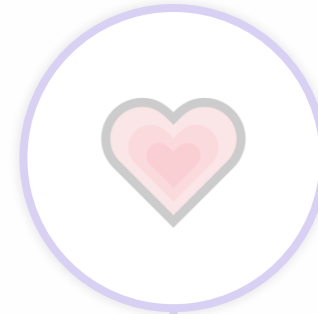
IDENTIFY THE GROUPS OF USERS TO ONBOARD

DEFINE THE USE CASES TO TEST AND EVALUATE

COMMUNICATE AND SUPPORT CHANGE

MEASURE IMPACT AND CONSIDER SCALING-UP

+ identify dependencies with your current initiatives
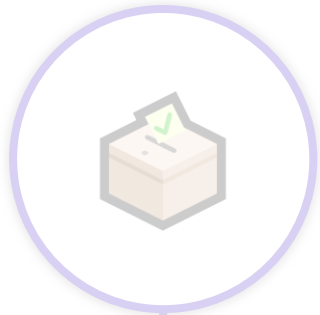
+ by being in direct contact with your Change Management team to ease and accelerate adoption

IDENTIFY THE GROUPS OF USERS TO ONBOARD

Mix business and usage profiles to maximize results

MATURITY / TECH SENSITIVITY

TECH SAVVY

Measure all the potential that can emerge from use cases

+

NEWBIE

Capture the effort required to support change

LEADERSHIP

Senior Executives	Executive Assistants

TRANSVERSAL FUNCTIONS

HR	Procurement
R&D	Marketing

IT FUNCTIONS

Core IT	Developers
IT Support	

BUSINESS

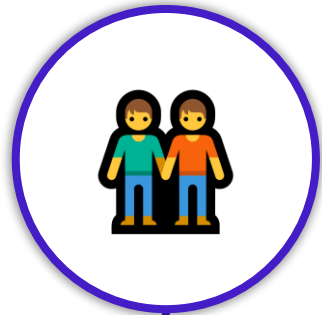| Core Business Processes	Factories and Logistics
Customer Care	Distribution network

Key steps to help you structure and launch your Microsoft 365 Copilot pilot
5 steps to consider

SET UP THE TECHNICAL, FUNCTIONAL & CYBERSECURITY PREREQUISITES

IDENTIFY THE GROUPS OF USERS TO ONBOARD

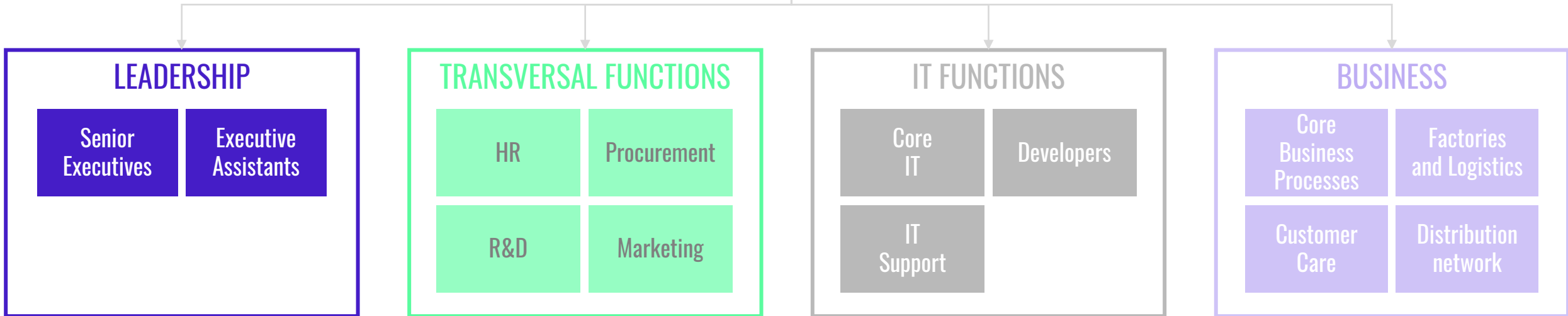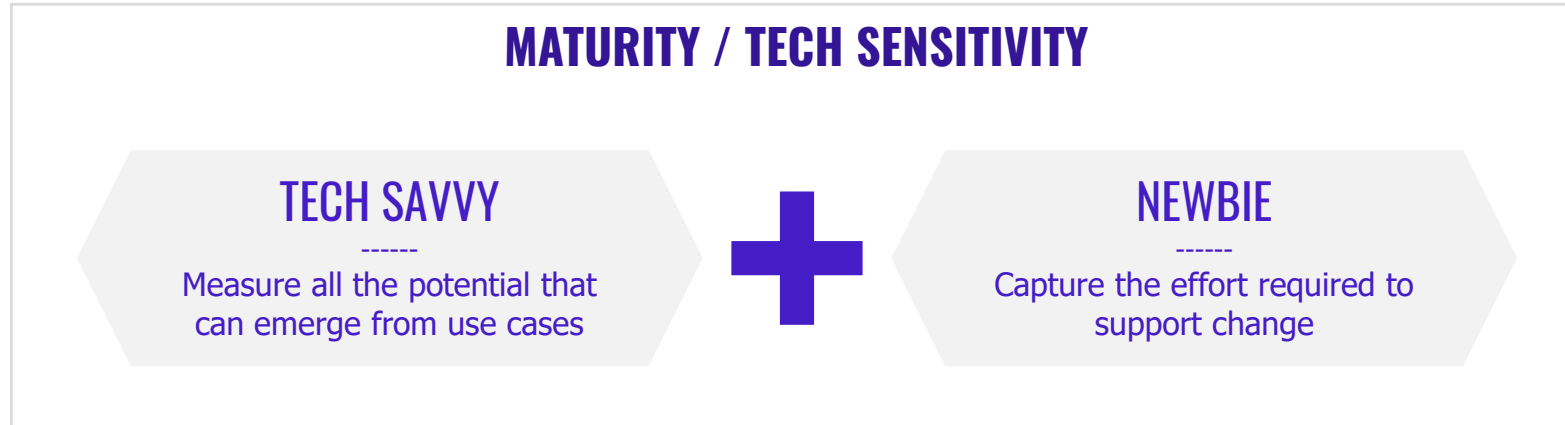DEFINE THE USE CASES TO TEST AND EVALUATE

COMMUNICATE AND SUPPORT CHANGE

MEASURE IMPACT AND CONSIDER SCALING-UP

+ identify dependencies with your current initiatives
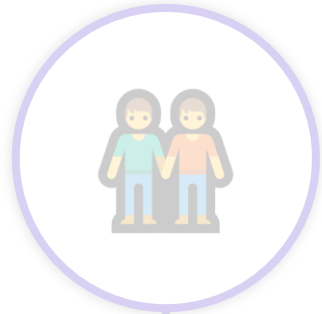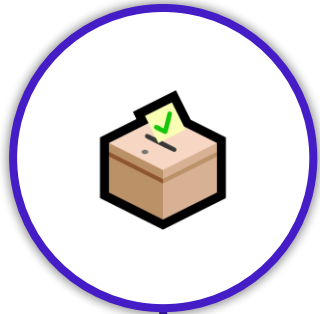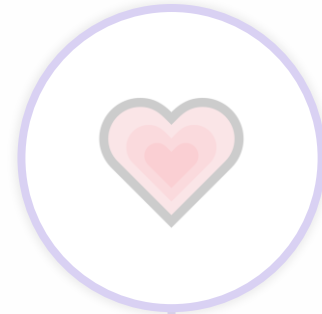
+ by being in direct contact with your Change Management team to ease and accelerate adoption

A use case approach allowing us to ensure the adoption of the product

USE CASES FOR EVERYONE

Cross-functional use cases representing the core functionality of Copilot for Microsoft 365 **that can be used by all employees.**

Compose new emails in Outlook

Generate meeting minutes

Easily find information and documents

Used in change management at the beginning of the **deployment to train on basic functionalities and generate interest.**

+

BUSINESS USE CASES

Specific use cases that apply to a specific **cross-functional function** or even a **core business**.

[HR] Create a job description

[Legal] Generate Contracts

[Comm] Writing articles for social media

Used in change management a few weeks after deployment **to maintain user adoption and anchor the use of Copilot for Microsoft 365 in daily routines.**

Define the use cases for pilot users
Imagination as a limit, but added-value as a selection criterion

Involve your employees through workshops to identify the **cross-functional and business-specific use cases** to test during the pilot.

› **Limit the number of use cases** to be tested by your groups of users (5 max).

› To **select the most relevant use cases**, consider:
  • Its **added-value** to the company (productivity / creativity)
  • Its **complexity to evaluate**

Individual Productivity

Augmented Meetings & Collaboration

Content Generation

Analysis Assistance

BUSINESS USE CASES

CROSS-FUNCTIONAL USE CASES

Automatize daily low value tasks

Reference documents search

Brainstorm around a business topic

Clients meeting auto sum-up

Doc search

Automated Agenda Preparation

Language Translation

Sharing project summaries

Todo list improved

Live sentiment analysis

Writing IT RFP

Writing better mails

Marketing visuals

Tasks follow-up

Sales results analysis

Mail synthesis

Recruitment ads

Q/A in Chat

Teams meeting summary

Internal CVs / skill analysis

Internal social media posts

NPS results analysis

Retail training

DOCX generation

Feedback and Polling

Marketing campaign analysis

Customized job descriptions

PPTX generation

LET'S IMPROVE IT TOGETHER!

Excel table insights

Assist with financial forecasting

COPILOT FOR Microsoft 365 VALUE PROPOSITION

Use cases that save employees time...

Legend: All users · Procurement · Legal · HR / Communication / Training · PO/PM · IT / Digital Innovation · Data / Finance / Audit · Assistants · Exec/VIP

DAILY USAGE
- Prepare my day/week
- Teams meeting summary and minutes
- Content summary (emails, texts, documents)
- Use of email coaching
- Writing and rephrasing of content (emails, texts)
- Searching for information and documents
- Summary of job interviews
- Creation of posts (LinkedIn, Instagram, etc.)

WEEKLY USAGE
- Access the summary of a late joined meeting
- Content analysis via targeted questions
- Creation of communications (articles, speeches)
- Help in creating case studies / recruitment interview questions
- Code Generation / Code Analysis
- Content translations
- Creating a detailed action plan
- Contract and Legal Documents Summaries
- Email translations
- Help with interview preparation
- Writing of product sheets
- Help in writing User Stories
- Creation of materials for training
- Ask for information about colleagues

MONTHLY USAGE
- Writing of detailed product sheets for support
- Writing a job description
- Help in brainstorming sessions and its analysis
- Creation of exec summary sheets
- Financial Data Analysis and Charting
- Creating an FAQ document
- Verbatim analysis
- Help with onboarding a new employee
- Writing an RFP
- Creation of materials for a seminar / event

X-axis: 5 min · 15 min · 30 min · 1h

The more users are in control of the product (prompting, features, etc.), **the more time can be saved** for all these use cases.

On average, a use case saves about **10 minutes** per iteration per user equipped with Copilot for Microsoft 365... which, **repeated several times**, make it possible to free up a real **volume of productivity to be reinjected**!

Define & visualize generic scenarios

Promote high-value cross-functional uses cases

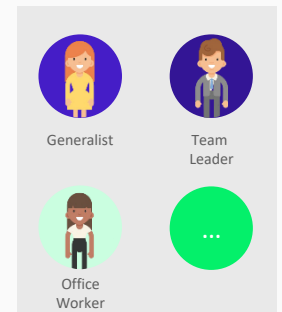### Copilot for Microsoft 365 – Augmented Meeting & Collaboration scenario
Schedule, prepare and host virtual appointments with internals and externals

BEFORE YOUR MEETING	DURING YOUR MEETING	AFTER YOUR MEETING
Agenda preparation: Copilot can help you prepare an agenda for your meeting by suggesting topics to discuss based on previous conversations and ongoing tasks.	**Smart recap:** Copilot can help you catch up on a meeting you missed by summarizing the main information you missed so far.	**Meeting summary:** Copilot can generate a summary of key points, tasks to be completed, and meeting outcomes so that the entire group knows what to do next.
Material preparation: Copilot can help you prepare the materials for your meeting by using existing documents in your O365 environment.	**Meeting assistant:** Copilot allows you to interact with the meeting script by asking questions about the meeting content, asking it to suggest questions to ask, and inquiring about the participants' state of mind, among other things.	**Tasks tracking:** Copilot can help you track tasks assigned during the meeting and ensure that everyone is on track to complete them.
	Brainstorm facilitator: Copilot can help you generate new ideas, categorize them, and prioritize them with the help of your participants.	**Content adaptation:** Copilot can help rephrase the content of the meeting report to adapt the tone to the recipients who will receive it

APPLICABLE TO SEVERAL PERSONAE

Generalist

Team Leader

Office Worker

...

IDENTIFIED BENEFITS

> **Increased efficiency:** automates agenda and material preparation, saving time and streamlining the meeting process.

> **Actionable follow-up:** enhances accountability with automated summaries and task tracking, ensuring that decisions lead to action.

> **Collaborative innovation:** facilitates idea generation and prioritization during meetings, boosting creativity and problem-solving.

> **Tailored Communication:** adapts post-meeting reports for different audiences, improving clarity and stakeholder engagement.

Copilot for Microsoft 365
Day in the life – VIP

Emily is a Sales Director managing global teams & sharing her time between meetings, calls & e-mails.
She mainly uses Microsoft 365 Copilot to summarize information received by e-mail and/or during a meeting.

9:00 AM

At the start of the day, Emily's mailbox is already full and her time dealing with e-mails is limited. **She uses Copilot in Microsoft 365 Chat to identify key elements and/or actions that are expected from her.**
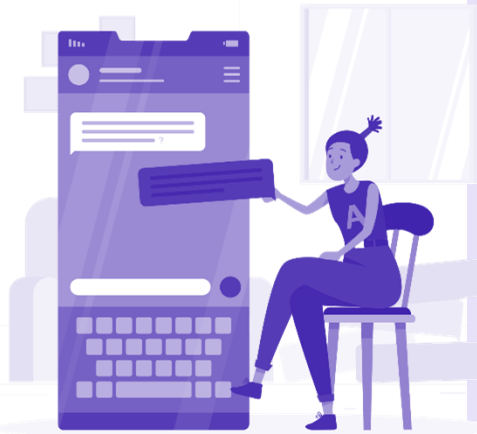
2:00 PM

Emily wants to get ready for her next meeting, which starts in less than 30 minutes. **She uses Microsoft 365 Chat to summarize the key elements of the presentation shared with her by e-mail last week.**
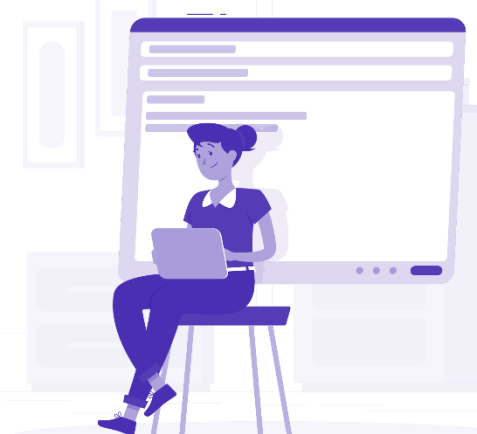
6:00 PM

At the end of the week, Emily is already preparing for the next one: **she queries Copilot via Microsoft 365 Chat, to retrieve all the key milestones that will structure her week** (such as meetings to attend).

One meeting follows another and Emily finds herself late for the 11 a.m. meeting. She joins the meeting on Teams, the transcription has already been started and **she uses Copilot in Teams to summarize the discussions that have taken place so far**.

11:00 AM

An e-mail loop is started right after the meeting, Emily needs to catch-up the main information quickly. **She uses Copilot in Outlook to summarize the e-mails**.
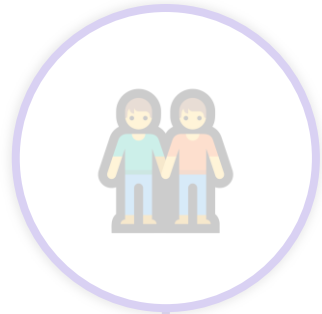
4:00 PM
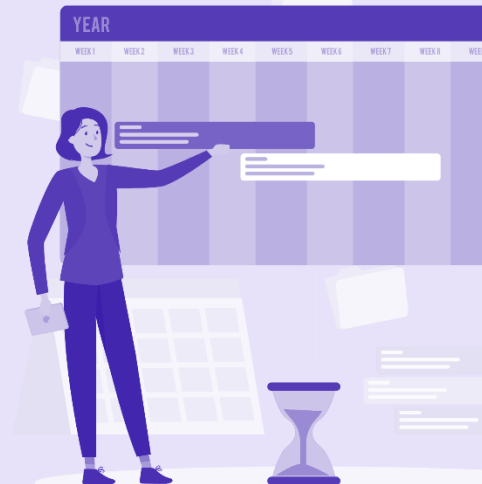
Key steps to help you structure and launch your Microsoft 365 Copilot pilot
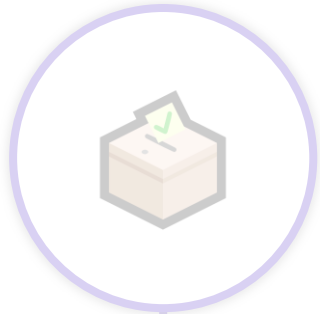## 5 steps to consider

SET UP THE TECHNICAL, FUNCTIONAL & CYBERSECURITY PREREQUISITES

IDENTIFY THE GROUPS OF USERS TO ONBOARD

DEFINE THE USE CASES TO TEST AND EVALUATE

COMMUNICATE AND SUPPORT CHANGE

MEASURE IMPACT AND CONSIDER SCALING-UP

+ identify dependencies with your current initiatives

+ by being in direct contact with your Change Management team to ease and accelerate adoption

Communicating and supporting change
Our convictions for a successful adoption!

🔊 **RAISE AWARENESS & DEMYSTIFY**

› Raising awareness on the associated risks: data leakage, intellectual laziness, carbon footprint, etc. ➔ **New ways of consuming AI**
› Valuing successes / productivity gains
› Prepare exchanges with workers councils, unions, HR and legal teams

🧑‍💻 **GET PRACTICAL**

› Practical sheets "Which prompt for which result?"
› "Hands-on learning" training sessions
› Live demo sessions on each tool

💬 **BUILD A COMMUNITY**

› Asynchronous - e.g. Teams group, Yammer Community...
› Synchronous (face-to-face and/or remote) - e.g. "AI café"

🚀 **USE GENERATIVE AI**

› Creation of user guides
› Labeling **#PoweredByAI** content

Communicating and supporting change
Focus #1 – Awareness and simplification

Limit employee bias by raising the risks associated with Generative AI with them.

Employees will see their role evolve from "makers" to "checkers"

MAIN RISKS IDENTIFIED

✅ **RELIABILITY OF RESPONSES**
- Generative AI sometimes generates incorrect, incomplete or misleading answers.
- The results should always be critically evaluated to ensure accuracy.

🔒 **DATA CONFIDENTIALITY**
- Interactions with Copilot may contain sensitive or confidential information.
- Users should exercise caution when discussing sensitive topics or sharing personal details.

🥴 **RISK OF INTELLECTUAL LAZINESS**
- Over-reliance on AI systems can limit our ability to think independently and solve problems.
- AI must not replace the human propensity for creativity, critical thinking and learning.
- Like any tool, AI must be used responsibly to complement human intelligence, not to supplant it.

🌍 **ENVIRONMENTAL IMPACT**
- Large-scale language models consume a lot of energy.
- Training GPT-3, for example, would have generated 552 tons of CO_2 (equivalent to 250 round-trip flights between Paris and New York).

These risks should also be addressed to the Workers Councils, Unions, HR and Legal teams.

Communicating and supporting change
Focus #2 – Raising Awareness and Demystifying

A day to acculturate a group of employees to the subject of generative AI in business, in a contextualized way.

Ice breaker & intro

Presenting recent buzz and the wow effect

Risks & Limits

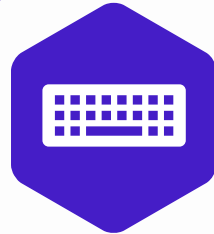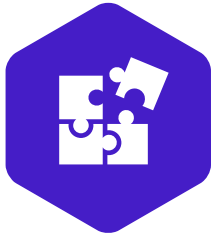Collective intelligence workshop to identify the risks and limits of generative AI in business

Hands-on!

Role-playing in pairs on some market tools

Feedback

Questionnaire de satisfaction envoyé post-séminaire

Technological aspects

Technical overview of how generative AI algorithms like ChatGPT work, and initial lessons learned

Use cases

Workshop to identify concrete business use cases, in small groups, with synthesis and voting

Next steps

Definition of nexts steps on the subject and validation by the assembly

Communicating and supporting change
Focus #3 – Get practical

Offer your employees formats that enable them to handle Microsoft 365 Copilot quickly

Examples of "Hands-on Learning" formats

› **Practical exercises during training courses** - e.g. creating a PowerPoint presentation and using Copilot to automatically generate relevant slides from supplied content.

› **Post-training collaborative challenges** - e.g. Participants can form teams and embark on collaborative projects that exploit the capabilities of Microsoft 365 Copilot. For example, they can work together on a document, presentation or report, using Copilot to generate relevant suggestions, content or analysis.
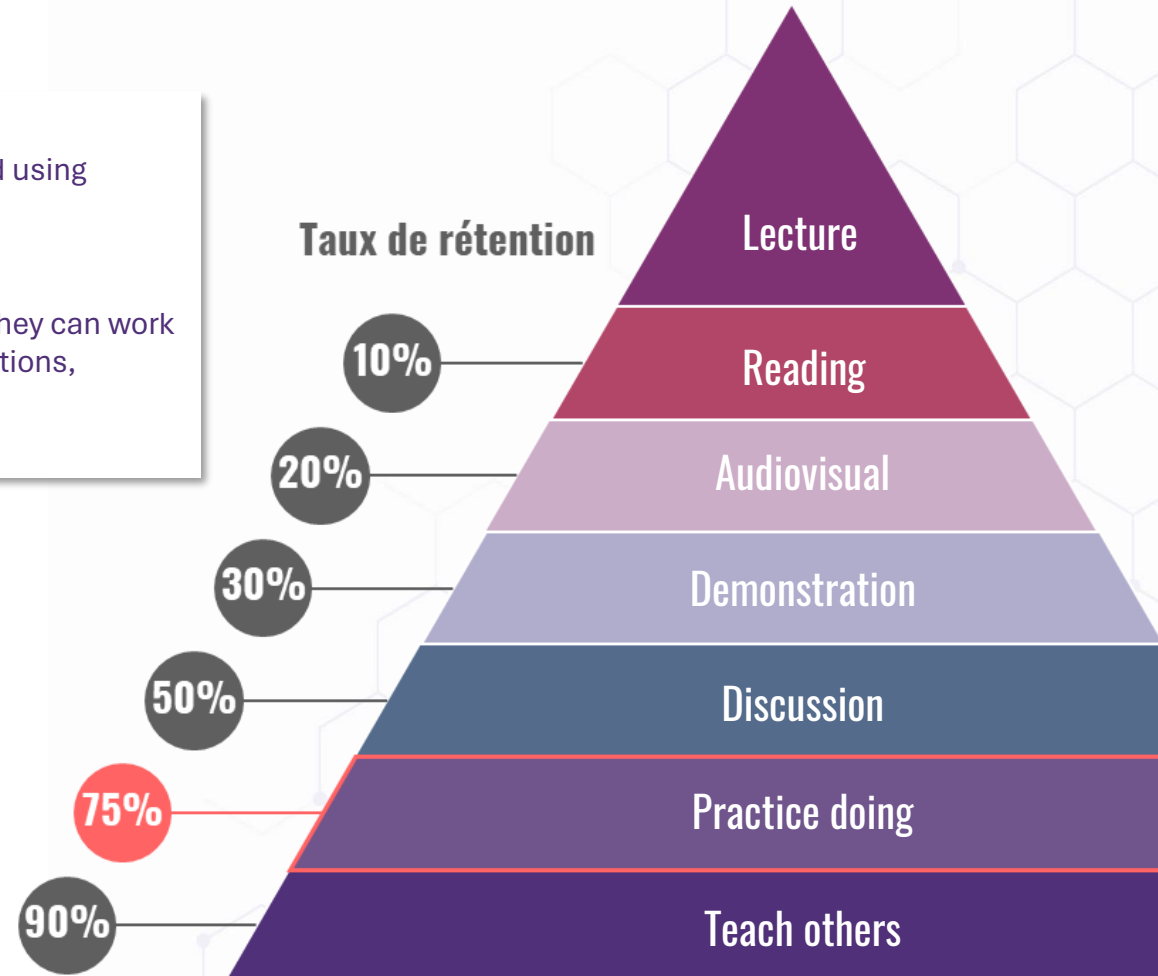
Practical information sheets "Which prompt for which use?

Taux de rétention

- 10% — Lecture / Reading
- 20% — Audiovisual
- 30% — Demonstration
- 50% — Discussion
- 75% — Practice doing
- 90% — Teach others

Communicating and supporting change
Focus #4 – Build a community

A pilot user community to maximize adoption and continuous feedback!

Our INSIGHTS

Create your community

- Make sure the community doesn't already exist
- Choose an easily identifiable name that makes sense
- Define and create the different spaces that will serve your community's objectives (Q&A, documentary spaces...)
- Write and share guidelines on:
    - Communication rules
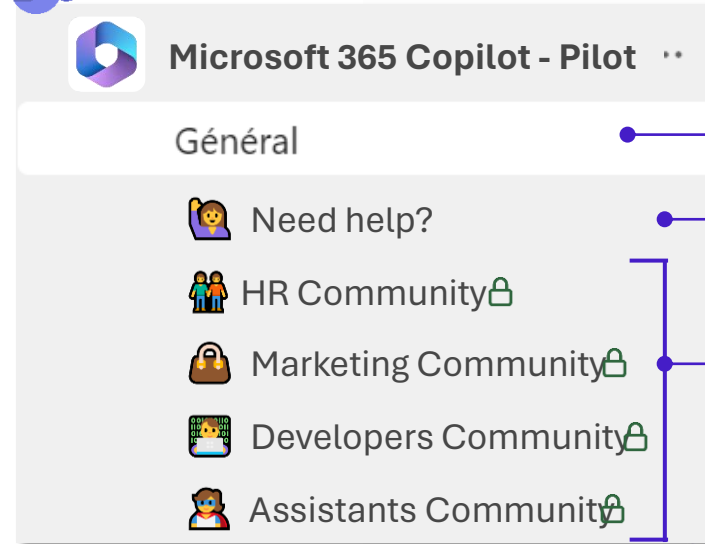   - Content management
- Identify at least 1 Community Manager

Manage your community

AWARENESS
- Build a communication/adoption plan
- Use available channels to communicate
- Seize communication opportunities via other campaigns (teams, departments, group)

ENGAGEMENT
- Organize regular online events
- Make sure there's freedom of speech
- Prepare a schedule of publications / themes (PowerPoint Copilot week, HR use cases month...)

Microsoft 365 Copilot - Pilot

Général

- 🙋 Need help?
- 👫 HR Community 🔒
- 👜 Marketing Community 🔒
- 👨‍💻 Developers Community 🔒
- 💁 Assistants Community 🔒

Post cold content: best practices, invitations to training/webinars, results...

Answer your users' questions: provide a first level of support on their technical and functional questions
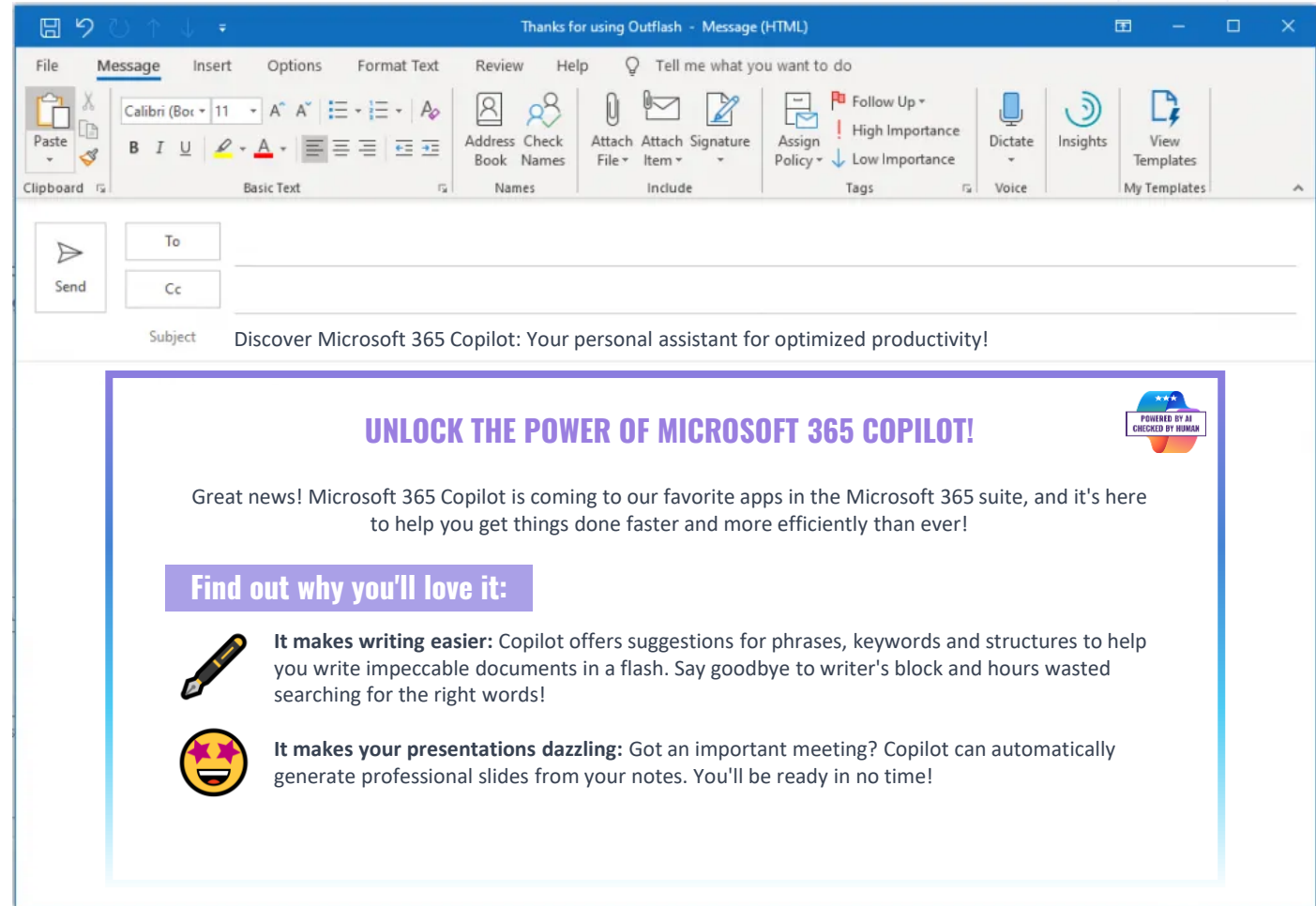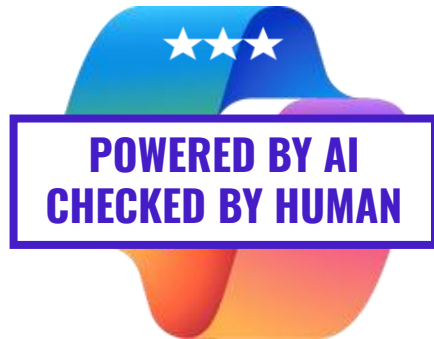
Strengthen community spirit: by creating private exchange channels by business / function to enable you to capture ongoing feedback and discuss specific use cases

Communicating and supporting change
Focus #5 – Relying on Generative AI

Leading by example in change management to kick-start momentum and boost adoption

**POWERED BY AI
CHECKED BY HUMAN**

Key steps to help you structure and launch your Microsoft 365 Copilot pilot
5 steps to consider

SET UP THE TECHNICAL, FUNCTIONAL & CYBERSECURITY PREREQUISITES

IDENTIFY THE GROUPS OF USERS TO ONBOARD

DEFINE THE USE CASES TO TEST AND EVALUATE

COMMUNICATE AND SUPPORT CHANGE

MEASURE IMPACT AND CONSIDER SCALING-UP

+ identify dependencies with your current initiatives
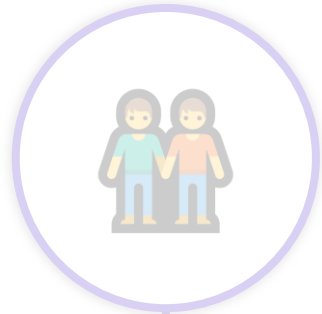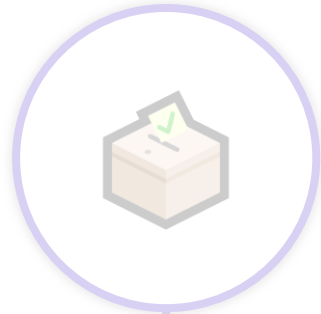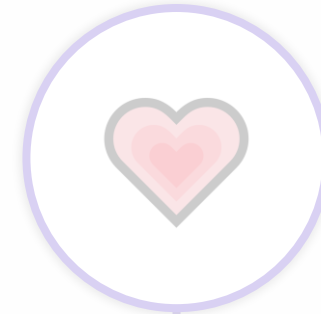
+ by being in direct contact with your Change Management team to ease and accelerate adoption

Measure pilot results continuously
The final touch before deciding to scale up

Measure several indicators continuously to make the right decisions when scaling up

INDICATORS TO MONITOR

ℹ To date, Microsoft does not offer any tools to automatically and efficiently measure Copilot's ROI (under consideration).

SATISFACTION
Propensity of your users to appreciate and recommend the Microsoft 365 Copilot tool
(e.g. CSAT / CES / NPS)

+

ADOPTION
Rate of use of Microsoft 365 Copilot tools by your users
(e.g. number of prompts sent)

+

PERFORMANCE
For each use case, analyze a number of criteria, such as time saved, savings generated, creativity...

THE TOOLS AT OUR DISPOSAL TO MEASURE

CAPTURE FEEDBACK

Teams Community

Forms surveys

Interviews & focus groups

ANALYZE FEEDBACK

Excel
* Easy with Copilot 😀

PowerBI

Measure pilot results continuously

Focus #6 – Evaluation of use cases

Use case #1 – Marketing campaigns results analysis

Description

With this use case, marketers can utilize Excel Copilot to analyze various aspects of their marketing campaigns, such as advertising spend, campaign performance metrics, customer segmentation, and ROI calculations. The assistant can assist with data cleaning, organizing, and visualizing, enabling marketers to make data-driven decisions and optimize their marketing strategies.

Target population(s)

› Digital Marketing teams
› Marketing Director

KPIs

› Time saved in campaign analysis
› Business impact of future campaigns

Change Management

› Awareness session on AI & MS365 Copilot
› Training session on Excel Copilot
› Excel Copilot prompt tips
› Procedure for setting up the use case
› Open Q&A session

Business Value

› Improve decision making by leveraging data
› Enhanced campaign performance
› Scalability and flexibility
› Competitive advantage

Pilot results

Detailed sheet / use case

		Time savings	Cost savings	Competitive advantage	Creativity	Scalability	TOTAL
HR	Use case #1	4	2	5	0	4	15
	Use case #2	5	1	2	3	0	11
	Use case #3	1	3	3	0	1	8
	Use case #4	3	3	4	1	1	12
	Use case #5	5	4	1	3	2	15
Marketing	Use case #6	4	5	0	4	3	16
	Use case #7	2	1	0	5	5	13
	Use case #8	1	2	2	6	4	15
	Use case #9	0	3	3	1	4	11
	Use case #10	3	5	4	2	3	17
Support IT	Use case #11	3	0	5	3	2	13
	Use case #12	2	1	5	4	5	17
	Use case #13	1	2	1	5	4	13
	Use case #14	0	3	0	3	4	10
	Use case #15	5	0	0	3	3	11
Boutiques	Use case #16	5	5	2	4	1	17
	Use case #17	4	5	2	5	2	18
	Use case #18	2	4	3	1	4	14
	Use case #19	3	3	1	2	3	12
	Use case #20	4	5	4	0	5	18
Ateliers	Use case #21	1	1	5	2	1	10
	Use case #22	2	1	4	3	0	10
	Use case #23	3	1	4	3	1	12
	Use case #24	5	2	3	4	3	17
	Use case #25	0	4	1	1	4	10
Direction	Use case #26	0	3	5	5	5	18
	Use case #27	3	5	2	6	3	19
	Use case #28	2	3	4	2	2	13
	Use case #29	1	2	2	4	1	10
	Use case #30	5	1	1	5	1	13

Summary of results

Serve the company's strategy by facilitating and accelerating business transformation ambitions

Based on the above results, companies that decide to deploy Copilot for Microsoft 365 on a large scale could generate a significant volume of hours per year.

Over and above the reality of the figures over time, one question seems crucial to us:

WHAT TO DO WITH THE TIME SAVED BY COPILOT FOR Microsoft 365?

Copilot for Microsoft 365 must serve **the company's strategy,** by facilitating and accelerating **business transformation ambitions**

What to do with this time?

▶ Launching **new projects**?

▶ Better **training** for your employees?

▶ **Optimize your internal processes?**

▶ Organize **team building** sessions?

▶ **Reinventing working time** (work-life balance, shorter week, etc.)

Concretely?

INSPIRING BUSINESSES TO BECOME SELF-RELIANT

puis

GUIDE THESE BUSINESSES IN REALLOCATING THE TIME THEY SAVE

Inspiration is provided during the deployment support phases, through the adoption of use cases tested and validated in the pilot phases.
Real transformation will only take place if employees themselves are able to identify new use cases relevant to their business.

To really serve the company's strategy, it is necessary to ensure that this time is properly reallocated according to ambitions: improving product quality, spending more time with customers or candidates, pushing objectives further without increasing the workload...
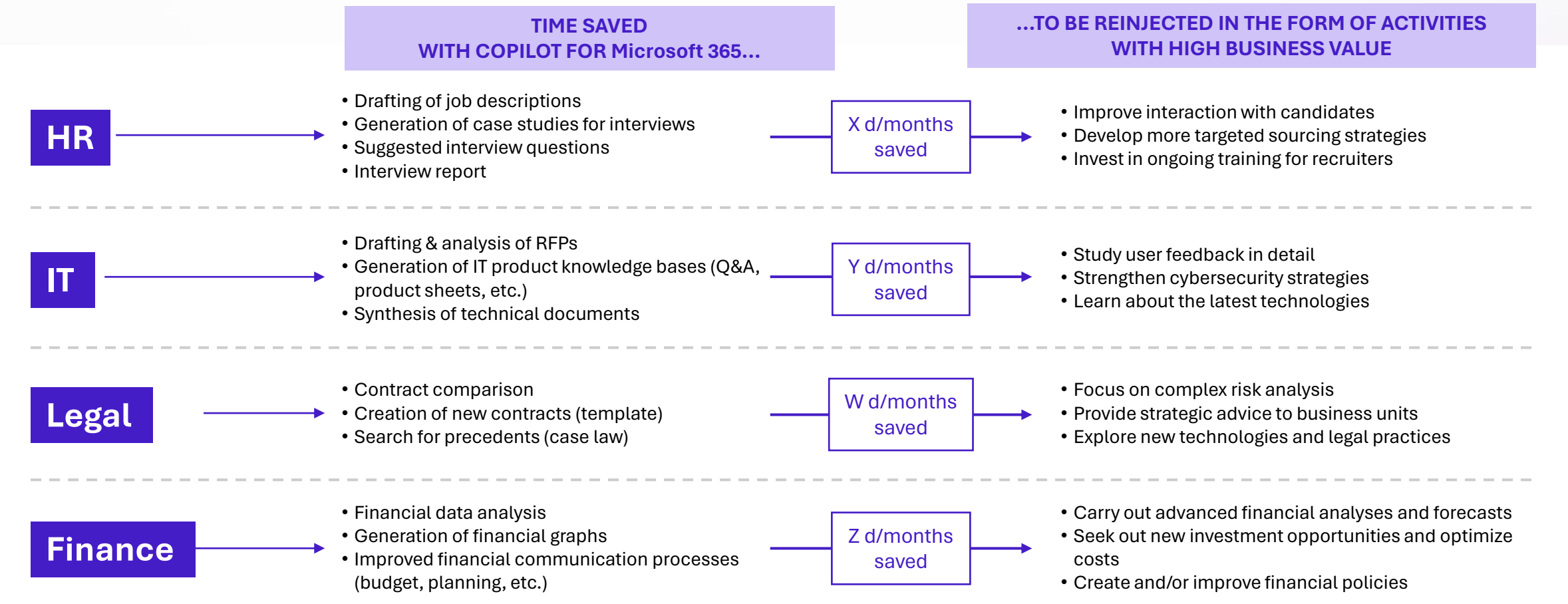Each department is free to define its own ROI target.

To adapt to your environment & context
By adopting a department-by-department approach

Through the **prism of productivity** *(which shouldn't be the only way to reallocate time!),* we can imagine a variation of this approach **to generate measurable ROI around Copilot for Microsoft 365,** based on the examples below:

	TIME SAVED WITH COPILOT FOR Microsoft 365...		**...TO BE REINJECTED IN THE FORM OF ACTIVITIES WITH HIGH BUSINESS VALUE**
HR	• Drafting of job descriptions • Generation of case studies for interviews • Suggested interview questions • Interview report	X d/months saved	• Improve interaction with candidates • Develop more targeted sourcing strategies • Invest in ongoing training for recruiters
IT	• Drafting & analysis of RFPs • Generation of IT product knowledge bases (Q&A, product sheets, etc.) • Synthesis of technical documents	Y d/months saved	• Study user feedback in detail • Strengthen cybersecurity strategies • Learn about the latest technologies
Legal	• Contract comparison • Creation of new contracts (template) • Search for precedents (case law)	W d/months saved	• Focus on complex risk analysis • Provide strategic advice to business units • Explore new technologies and legal practices
Finance	• Financial data analysis • Generation of financial graphs • Improved financial communication processes (budget, planning, etc.)	Z d/months saved	• Carry out advanced financial analyses and forecasts • Seek out new investment opportunities and optimize costs • Create and/or improve financial policies

Three "post-pilot" approaches to consider and combine

#1 | EQUIPPING PEOPLE WITH "GAME-CHANGING" USE CASES

👤🎯 Populations demonstrating "**Game Changers" use cases** and **significant added value** during the pilot.

🎬 **Our recommendation: Deploy Copilot for Microsoft 365 on a large scale** to these populations to maximize benefits and impact.

#2 | FURTHER EXPERIMENTATION WITH HIGH-POTENTIAL POPULATIONS

👤🎯 Populations for which **the added value of Copilot for Microsoft 365 is presumed but not fully confirmed** for various reasons (too few testers, lack of investment by testers, wrong period for the pilot, etc.).

🎬 **Our recommendation: Continue the pilot with further experimentation** on a larger population of testers, which may require the acquisition or reallocation of licenses.

#3 | EXPLORING GENERATIVE IA SOLUTIONS MORE WIDELY

👤🎯 Populations for whom **the added value of Copilot for Microsoft 365 has been little or unconvincing.**

🎬 **Our recommendation: Explore a wider range of GenAI solutions** (in-house ChatGPT, Copilot Studio, plugins, collaborations with startups targeting very specific use cases...) that could bring value.

Copilot for Microsoft 365 is constantly evolving with new features and products to meet business needs (Copilot for Sales, Copilot for Finance, etc.). It is therefore necessary to **conduct regular pilots with these populations** to reassess the added value of certain use cases

Key Success Factors for your scaling Up
Essential things to consider(⚠️ often overlooked during the pilot phase)

1

Vision
› Clarify the **strategic objectives** and expected outcomes of adopting Copilot for Microsoft 365 with a **realistic timeline** for achieving these goals in mind
› Take into account the **employer's responsibility** to train employees on the new skills to be acquired: limits and risks, prompting, critical thinking, ethics and responsibility, etc.
› Gain buy-in and support from an identified **sponsor and key stakeholders** (beware of multiple decision-makers)
› Approach Copilot for Microsoft 365 as a **catalyst for business transformation**, not just an off-the-shelf tool to be consumed

2

Prerequisite
› **Evaluate the impact of the changes brought about by the arrival of Copilot for Microsoft 365:** Monthly/Current channel, new version of Outlook, indexing time of the user environment, activation of transcription in Teams, ecological impact, etc.
› **Mastering cybersecurity aspects:** access rights management, DPIA (GDPR), compliance with the AI Act, red-teaming (prompt injection)
› **Data Preparation/Structuring** Assessment

3

Target Operating Model
› **Implementation of governance and RACI** (importance of business lines in identifying use cases + Data office, CTO, HR and other teams)
› Definition of the **GenAI & Copilot for Microsoft 365 service offering** and **pricing model**
› **IT Support Model Design**

4

Change Management
› Define a **strong sponsorship** from the beginning to **share the vision, set and guide clear objectives** and **communicate on the first successes**
› **Involve the managers** of the targeted teams as key players in the successful adoption of Copilot for Microsoft 365, design a plan to train them and help them drive change in their teams
› **Focus training on the basics of Copilot for Microsoft 365 and prompting skills** (logic of the tool, the new culture that results from it), inspire on valuable business use cases and **train employees to identify their own use cases**

WAVESTONE

Julien FLOCH
Senior Manager GenAI x Workplace

M +33 (0)6 30 58 95 22
julien.floch@wavestone.com

Julie FERRANDO
Manager GenAI x Workplace

M +33 (0)6 26 85 50 58
julie.ferrando@wavestone.com

Wavestone.com