



# Enhance profitability with the power of Copilot for Microsoft 365

Ignite tomorrow, today.

**Human creativity is at the heart of innovation, problem-solving and success in any organization, but great ideas don't come out of nowhere. And as much as you'd like to give employees more time and space to think of the next big thing, the reality is there's work to be done and key performance indicators to meet.**

We're accustomed to using technology to improve our productivity, but we usually see this in the "business-as-usual" context. Yet, humans have always found ways to both use technology creatively and be creative in making it better. Typewriters didn't just make it easier for us to communicate faster – some were used to create works of art and even music. And the technology evolved into the superefficient word processors we use today.

Today, we are at the dawn of another – potentially unprecedented – revolution in how we work, find information and interact with others. Technologies like Copilot for Microsoft 365 are now available and already showcase how your workforce can be more productive and innovate for business success.

## An AI assistant that gets things done

Copilot, Microsoft's powerful new AI assistant, can help your employees navigate the complexities of work processes and collaborate easily with their colleagues.

Integrated into Microsoft 365 apps like Word, Excel, PowerPoint, Outlook and Teams, it combines the power of large language models (LLMs) with corporate data that is already available in your Microsoft ecosystem. This includes emails, meetings, chat threads, documents and information publicly available from the web.

Copilot's natural-language interface allows users to unlock the rich functionality of their Microsoft applications with questions and commands like, "What were the key points from yesterday's discussion?" or "Tell my team how we updated the product strategy." They can prompt Copilot to generate a status update based on the morning's meetings, emails and chat threads – saving heaps of time on navigating disparate data sources and getting critical information in just a few seconds.

## Instant insights from everywhere

Copilot's ability to generate insights and assist with data analysis can contribute to more informed decision-making – with the spin-off benefits of reducing the risk of costly mistakes and being able to allocate resources more effectively.

And, by integrating seamlessly with Microsoft 365 apps, Copilot streamlines workflows and creates a more efficient work environment.



## Supercharging creativity

Copilot for Microsoft 365 can also act as a catalyst for creative thinking. **Copilot in Word** helps to jump-start the creative process with a first draft for your ideas, saving precious time spent on writing, researching and editing. Meanwhile, **Copilot in PowerPoint** assists you by creating impressive presentations with a simple prompt, and **Copilot in Excel** lets you analyze trends and create professional-looking data visualizations in seconds.

From summarizing emails in **Outlook** to drafting quick replies, Copilot expedites tasks, freeing you from time-consuming manual work. In **Teams**, it can summarize key discussion points, identify points of alignment and disagreement, and suggest real-time action items, transforming every meeting into a productive session. And with **Copilot in Power Platform**, you can automate repetitive tasks, create chatbots and go from idea to working app within minutes.

## Proving the value of Copilot for Microsoft 365

Of course, Copilot cannot replace human decision-making or the human thought process; however, it excels at expediting administrative, repetitive or tedious tasks such as summarizing key decisions and actions in a meeting you could not attend, or providing a recap of last week's conversations, email and meetings with a colleague.

Copilot offers a scalable licensing model (because not every employee needs a Copilot license) at USD 30.00 per user per month. This flexibility helps you align your costs with actual usage and requirements.

To prevent overspending on unnecessary licenses, you can profile your user base and identify those who would benefit the most from Copilot – knowledge workers, content creators, administrators and data analysts, developers for example. Obtaining licenses for these users can lead to significant productivity gains once they start leveraging Copilot's capabilities in research, information retrieval and content creation.

Sure, considerations around license costs and quantities are useful when estimating the upfront investment for generative AI but there are more factors that can make all the difference between a deployment that drives little impact and costs lots of money, and one that delivers near-term wins and provides a foundation for future success.

## Prioritize use cases to maximize returns

This is where our NTT Pay-Off Matrix comes into play. We recommend this structured shortcut approach so you can **identify and prioritize AI uses based on their total return on investment**. The goal of this process is to help you better prioritize your Gen AI investments like Copilot and identify the highest-value use cases it could bring that are relevant to your business.

There are two key types of inputs you need to consider and balance.

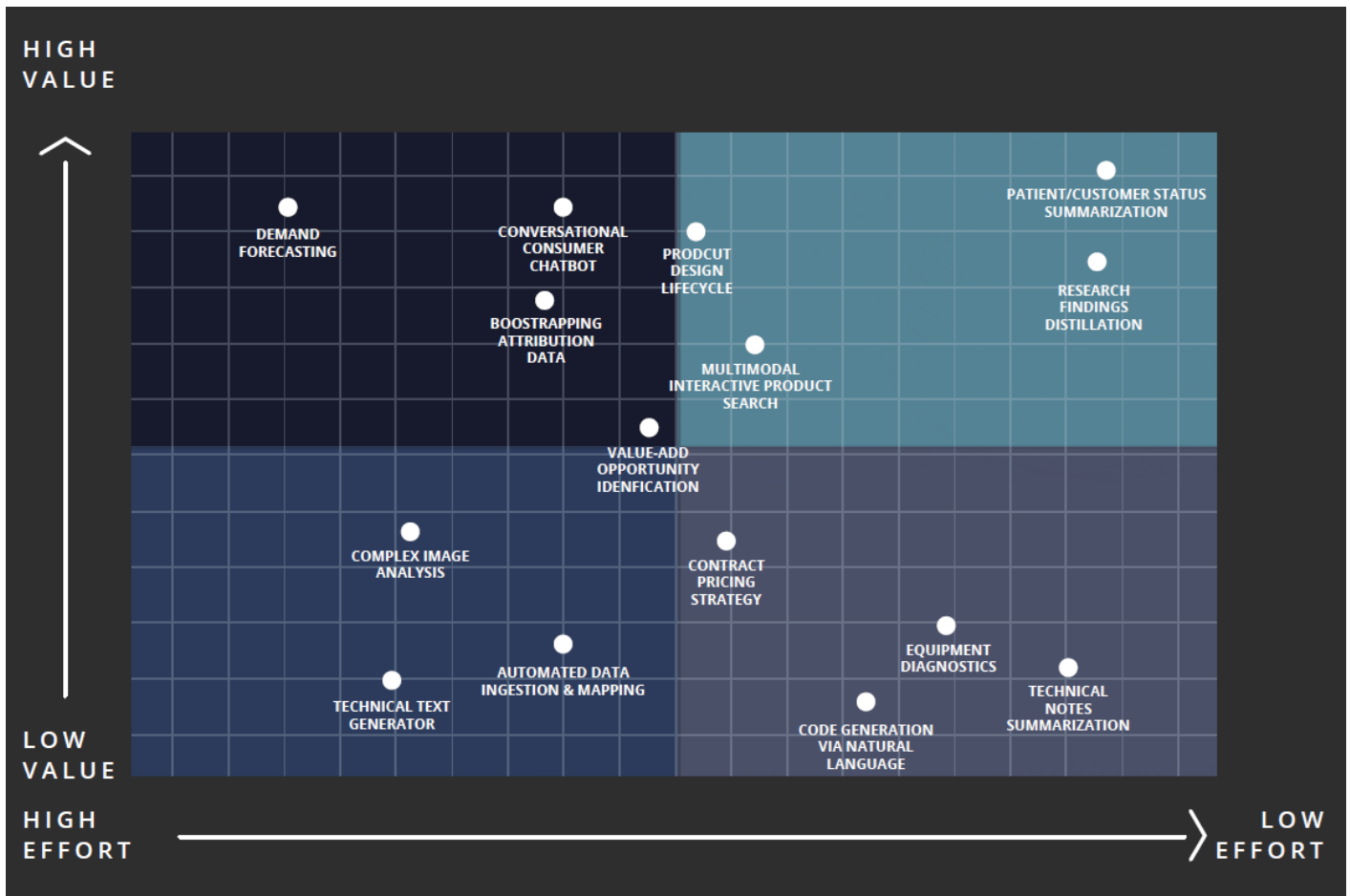
Firstly, determine the **value the use case brings to your organization** through asking the following:

- Will this enable operational efficiency?
- Will it generate revenue?
- Can it enhance customer engagement?
- Or create a competitive advantage?

Next, consider **the degree of effort required from your organization** to implement on the use case:

- How difficult or costly is it to implement?
- Are there any complexities that could impact the time taken to implement it?

By taking the information above and plotting them on a matrix (see example below), you can easily identify and prioritize use cases that are both high-value and easy to implement, therefore generating the best return on investment for your business.



Source: 2023, Aspirent, an NTT DATA Company

## Copilot is empowering organizations of all sizes

Copilot for Microsoft 365 is now being made available more generally to organizations. Microsoft started rolling out Copilot to organizations in November 2023. To date, 40% of the Fortune 100 have started using Copilot, and its rapid adoption is continuing.

In January 2024, Microsoft removed the 300-seat minimum for Copilot for Microsoft 365, extending their commercial plan to small and medium-sized businesses. This means that thousands of people across industries and sectors have already started working in new ways, with an AI assistant by their side.

## Permissions protect your data

Data access enables Copilot to augment productivity. But this does not mean every user has access to the same information. Copilot only presents data that each individual user has permission to access, using the same controls for data access as other Microsoft 365 services.

This means that a user can only access their own data and data they have permission to view or edit. Each user's data remains their own unless they share it. This mechanism also helps protect organizational data, prevent unintentional data leaks and maintain data security.

## How to prepare for Copilot for Microsoft 365

To use Copilot for Microsoft 365, your organization must be licensed for Microsoft 365 Business Standard or Business Premium, Microsoft 365 E3 or E5, or Office 365 E3 or E5.

Then, Copilot users must have either a Microsoft 365 E3 or E5 license, and an Azure Active Directory account, which gives them access to the Microsoft 365 apps and services that work with Copilot – including Word, Excel, PowerPoint, OneDrive, Outlook, Loop and more.

Once Copilot has been rolled out in your organization, your users will need to be on the Current Channel or Monthly Enterprise Channel for Microsoft 365 apps to have access to Copilot in desktop clients.

In addition, because Copilot services connect to endpoints within the Microsoft 365 taxonomy, it is recommended that you align your organization's network with the Microsoft 365 network connectivity principles.

## How to get the most out of Copilot

New technologies unlock new capabilities and create new challenges. Expert advice and guidance from a Microsoft partner can smooth the process.

NTT DATA is one of the first partners Microsoft selected to launch Copilot offers. We also worked directly with Microsoft to create a unique engagement program to help you align with Microsoft and get the most out of this powerful productivity tool.

## Convert your AI excitement into action

Copilot will fundamentally transform how people work with AI and how AI works with people. Adapting to any new work pattern always involves a learning curve, but those who embrace this new way of working will quickly gain a competitive advantage.

As interest in AI tools and platforms intensifies across industries, this is your opportunity to convert your AI excitement into productivity and profitability.

We can help you get AI-ready with our engagement program and series of focused workshops that are designed to help you and your employees get started and adopt Copilot once it is made available for your organization.

### What to do next

**Register** for NTT DATA's Copilot for Microsoft 365 Engagement Program to see how AI can transform your day-to-day work experience.

