



Unlock the full power of Microsoft 365 Copilot

Build secure, customized
AI experiences across your
organization



AI adoption has doubled in six months, with 75% of employees using generative AI. Yet 60% of leaders lack a clear plan resulting in Shadow AI: unmanaged tools without governance or security. ¹

This e-book is designed to help you turn AI from isolated experiments into measurable business outcomes with Microsoft 365 Copilot:



Faster IT support, stronger cybersecurity, lower costs



Lean operations, less downtime, higher efficiency



Smarter content, quicker campaigns, better ROI



Less admin, faster deals, stronger sales



Key Insights:

"70% of users say Copilot makes them more productive; 68% report improved work quality." ¹

1. [Microsoft Work Trend Index](#)

Copilot delivers measurable business outcomes

116%

ROI reported in Microsoft's Total Economic Impact study

70%

Productivity gains across knowledge workers

68%

Improvement in quality of work

30

Minutes saved per day for the average power user

Enhance IT productivity

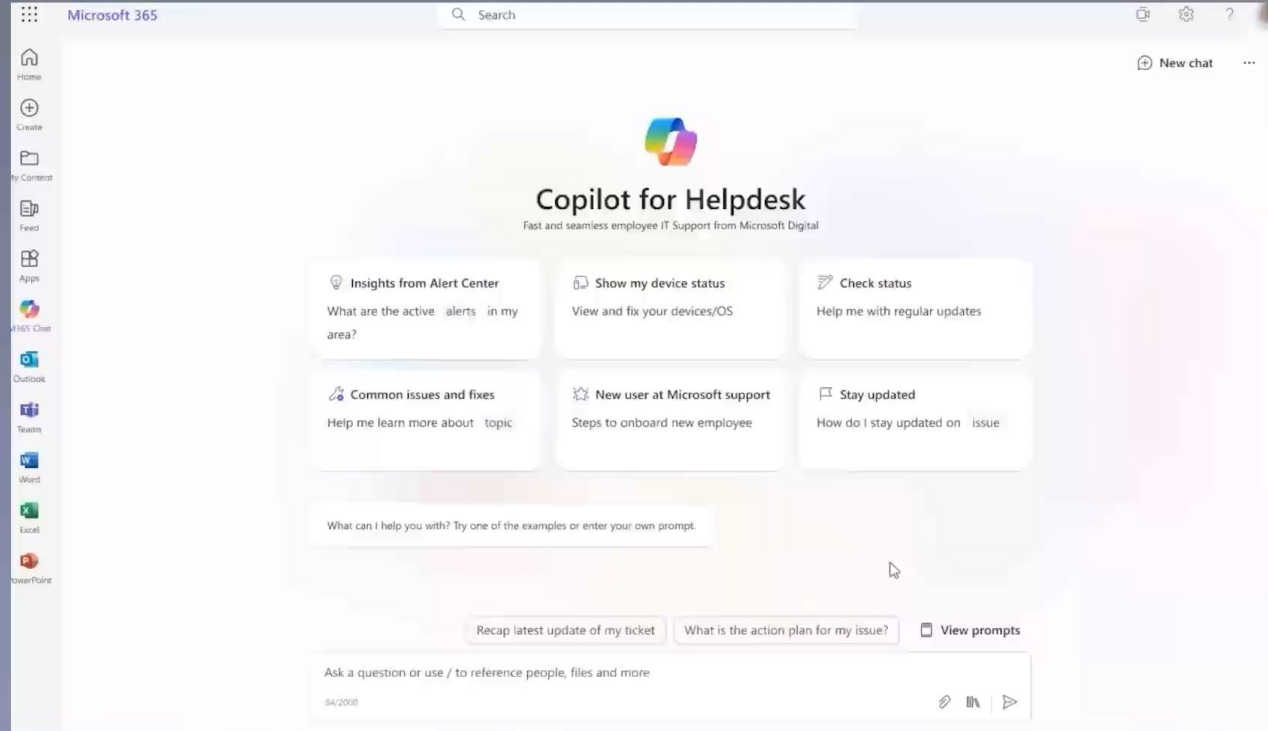
IT teams face constant pressure: endless tickets, complex compliance, and rising cyber-threats. Generative AI can turn these challenges into opportunities by automating routine tasks and providing real-time insights, allowing your IT to focus on strategic priorities instead of firefighting.

Use Cases:

- Automating ticket resolution.
- Streamlining device refresh requests.
- Enhancing cybersecurity monitoring with real-time AI insights.

Outcome: Reduce IT operational costs while improving resolution times.

Prompt: “Copilot, analyze our current ticket resolution times and suggest strategies to improve our IT support efficiency.”



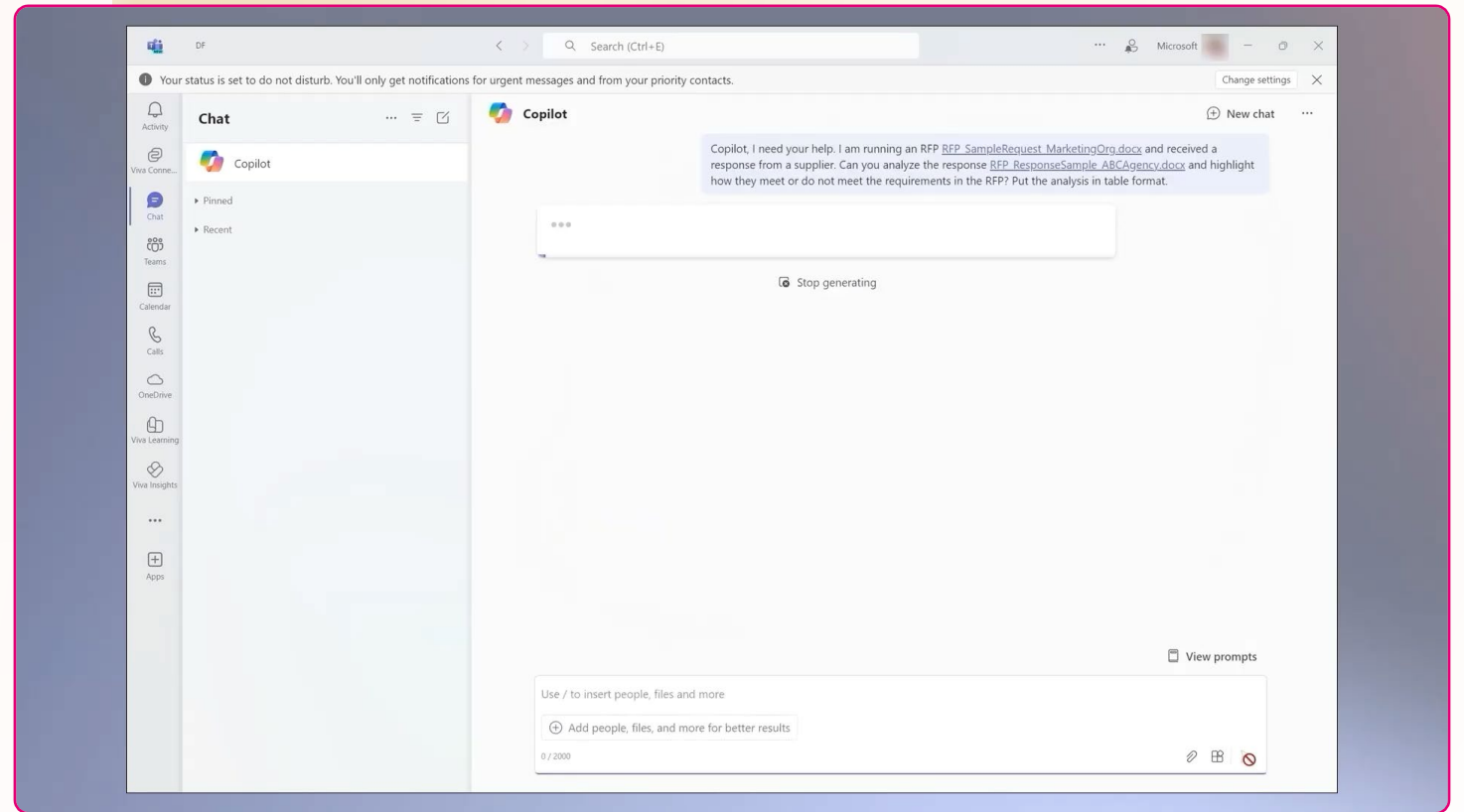
Streamline business operations

Operational silos and manual workflows slow organizations down, inflate costs, and delay time-to-market. Microsoft 365 Copilot helps break these barriers by automating repetitive tasks, centralizing data access, and surfacing actionable insights. Connected seamlessly with systems like ERP, CRM, or SharePoint, Copilot turns fragmented processes into a single, coordinated flow.

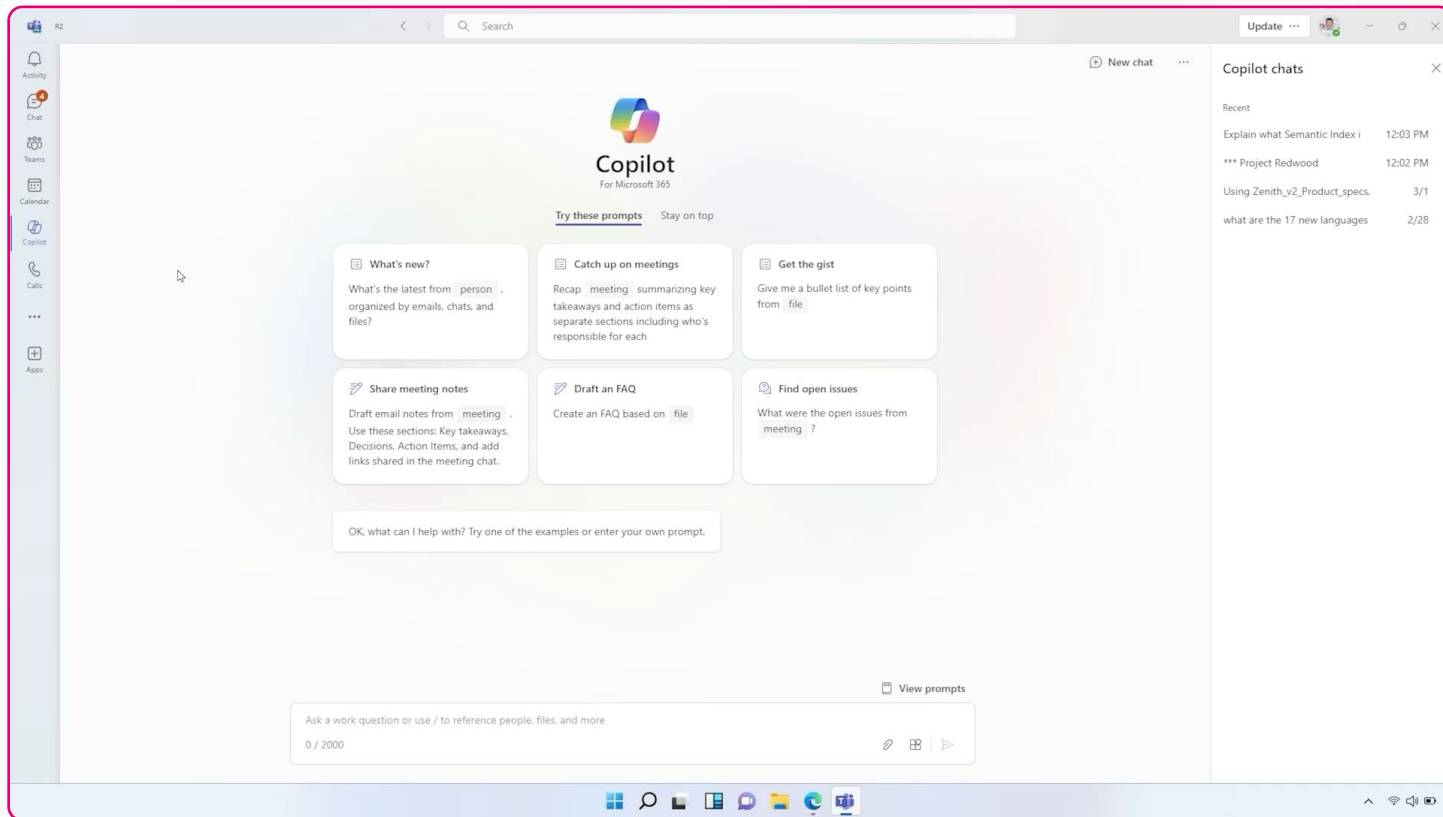
Use Cases:

- Automating supply chain management tasks.
- Summarizing production defect analyses.
- Generating actionable project plans.

Outcome: Fewer delays, lower costs, and operations that run with the speed and clarity your business needs to stay competitive.



Prompt: "Copilot, I need your help. I am running an RFP and received a response from a supplier. Can you analyze the response and highlight how they meet or do not meet the requirements in the RFP? Put the analysis in table format."



Prompt: “Copilot, provide creative campaign ideas based on recent industry trends and successful case studies to drive our next marketing initiative.”

Boost marketing innovation

Modern marketing runs on speed, data, and creativity. Yet teams often lose time on manual reporting, fragmented workflows, and repetitive tasks. Microsoft 365 Copilot helps marketers focus on strategy by analyzing market trends, generating impactful content, and uncovering performance insights. With built-in intelligence and seamless integration across CRM, ERP, and analytics platforms, Copilot becomes the partner that keeps campaigns aligned, optimized, and ROI-driven.

Use Cases:

- Market trend analysis with AI-driven insights.
- Auto-generating promotional content and social posts.
- Identify content gaps, update top assets.

Outcome: Faster content creation, smarter targeting, and measurable ROI across campaigns.

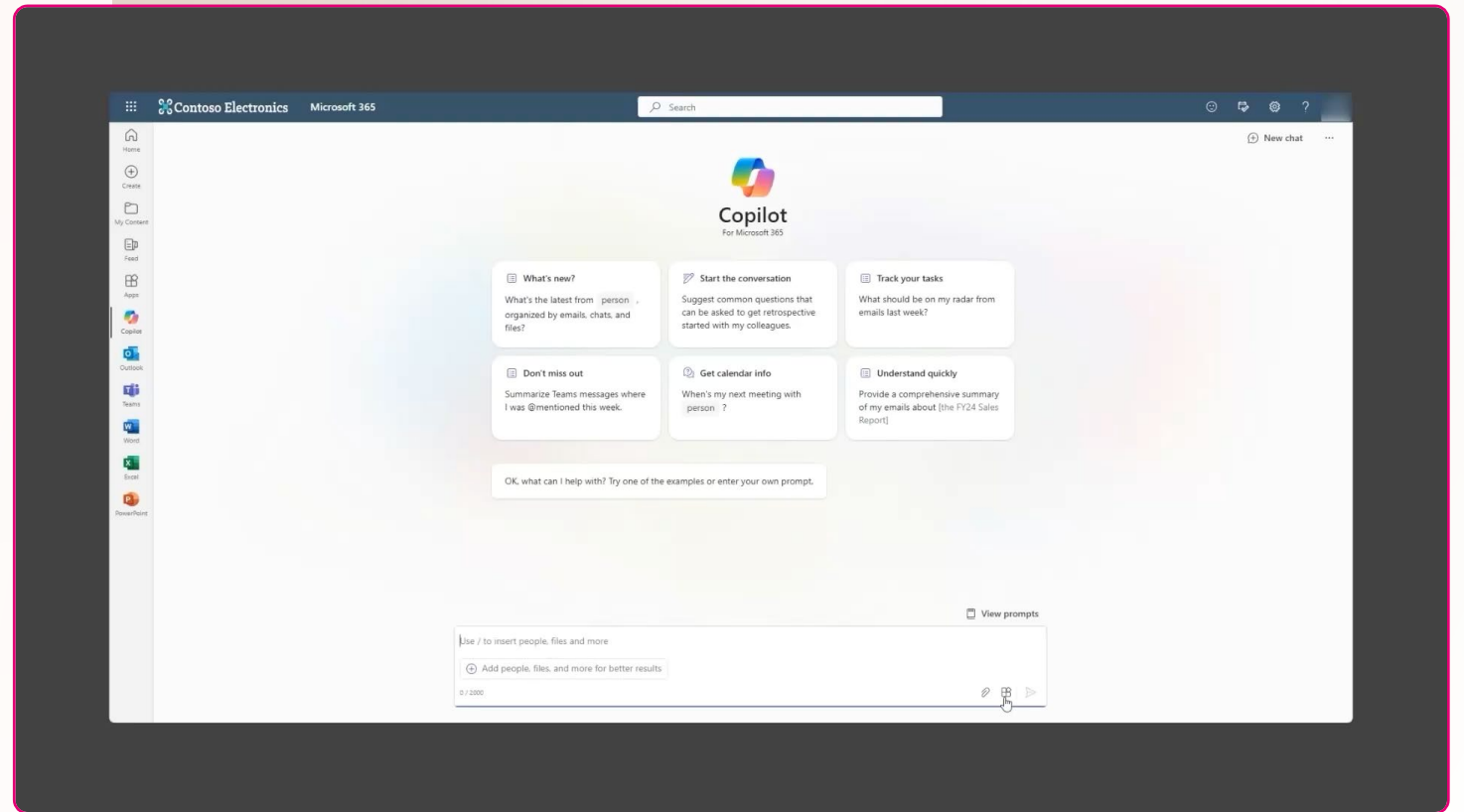
Drive sales enablement

Sales teams today spend up to 70% of their time on admin, research, and reporting instead of selling.¹ Copilot changes this by automating routine work, surfacing insights in real time, and guiding next best actions. The result: sellers focus more on customers, win more deals, and grow revenue predictably.

Use Cases:

- Summarize customer history & prepare “next best actions”
- Auto-generate tailored sales decks, proposals, and RFP responses
- Automate CRM updates and reporting
- Analyze pipeline health & forecast close probability
- Identify upsell and cross-sell opportunities in existing accounts

Outcome: Higher win rates, shorter sales cycles, larger deal sizes, and stronger customer retention.



Prompt: “Copilot, evaluate our sales data and suggest actionable insights to improve our lead conversion rates and overall sales performance.”

Copilot Chat

Copilot Chat is the easiest and safest way to bring AI into daily work. Many employees already experiment with generative tools, but unmanaged “Shadow AI” creates security and compliance risks. Copilot Chat solves this by offering everyone a consistent, enterprise-ready entry point into AI.

It helps users build confidence with prompting, test real scenarios, and see how AI simplifies tasks and decisions. This foundation ensures employees and leaders share a practical understanding of AI’s value.

Most importantly, Copilot Chat prepares your organization to scale. By starting small and safe, you gain insights into adoption, identify high-value scenarios, and build champions who accelerate broader rollouts of Microsoft 365 Copilot and custom agents in Copilot Studio.



[2024 Work Trend Index Annual Report from Microsoft and LinkedIn: AI at Work Is Here. Now Comes the Hard Part](#)

Copilot agents model

Early AI experiments often bring quick wins but rarely scale. Leaders soon realize a simple chat assistant cannot fix operational bottlenecks, fragmented workflows, or the need for secure integrations. Copilot closes this gap with a staged adoption model.

Start safely with Copilot Chat, then evolve to lightweight agents that automate repetitive tasks, support cross-functional teams, and reduce “Shadow AI” risks. For organizations ready to go further, the full Copilot license delivers enterprise-grade integration with Microsoft 365 apps, CRM, ERP and other core platforms.

The value: Instead of a risky “big bang,” your AI capability grows step by step – delivering early impact, building confidence, and ensuring that every stage is secure, compliant and aligned with business goals.



Microsoft 365
Copilot

Your AI assistant for work

Copilot Chat

Free, secure AI chat



Chat

Work-grounded

Copilot in M365 apps

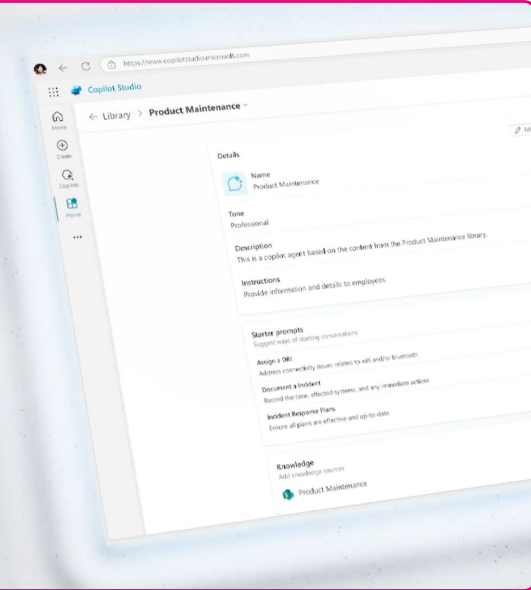
Teams, Outlook, Word, Excel, PowerPoint

Agents

Copilot Control System

Copilot Analytics

Microsoft 365 Copilot
Copilot Studio
Advanced
Customization



Example Scenario:

- Building a custom customer service agent to handle FAQs and escalate complex cases.
- HR agent automating onboarding and answering policy questions

Outcome: Reduce operational costs and improve user engagement across departments.

Differentiate with Copilot Studio

Generic AI rarely matches the way enterprises actually work. Copilot Studio changes that by allowing organizations to design secure, customized agents that reflect unique workflows and priorities.

With a low-code/no-code interface and more than 1,200 connectors to CRM, ERP, SharePoint and legacy systems, both business and IT can quickly create agents that integrate data, automate complex processes, and deliver measurable outcomes.

This is the stage where AI stops being an experiment and becomes a competitive differentiator. With Copilot Studio, you don't just automate tasks — you reimagine entire processes, reduce costs, and unlock new capacity for innovation. And because it scales with your needs, every agent you create is secure, compliant, and aligned with customer and business goals.

Enterprise-grade security, built in by design



Security

Honors your existing permissions

Persistent label inheritance and DLP policies

Risk-based conditional access and endpoint management



Governance & Compliance

Ramp up your data preparedness for AI

Detect and investigate non-compliant usage

Guided assistance to remain compliant with AI regulations



Privacy

You control your data

You control your data location

Your data isn't used to train foundation models

Trust is not optional. Copilot brings governance to every step.

Transform your business with Microsoft 365 Copilot

From experiments to measurable impact with Copilot & Copilot Studio

Core benefits

Boost productivity: Free employees from repetitive tasks so they can focus on strategic, high-value work.

Enhance collaboration: Copilot integrates natively into Teams, Word, Excel and more – streamlining teamwork and decision-making.

Personalized insights: AI-driven recommendations tailored to roles, workflows, and business context.

Business outcomes

Cost optimization: Reduce operational overhead with intelligent automation and AI-driven efficiencies.

Faster innovation: Quickly adapt to changing business needs with customizable agents built in Copilot Studio.

Employee engagement: Reduce digital fatigue and increase satisfaction by automating mundane work.

Competitive advantage

Secure and compliant: Built on the Microsoft enterprise-grade security framework to protect your data.

Proven results: 70 percent of users report increased productivity, and 85% create first drafts faster.¹

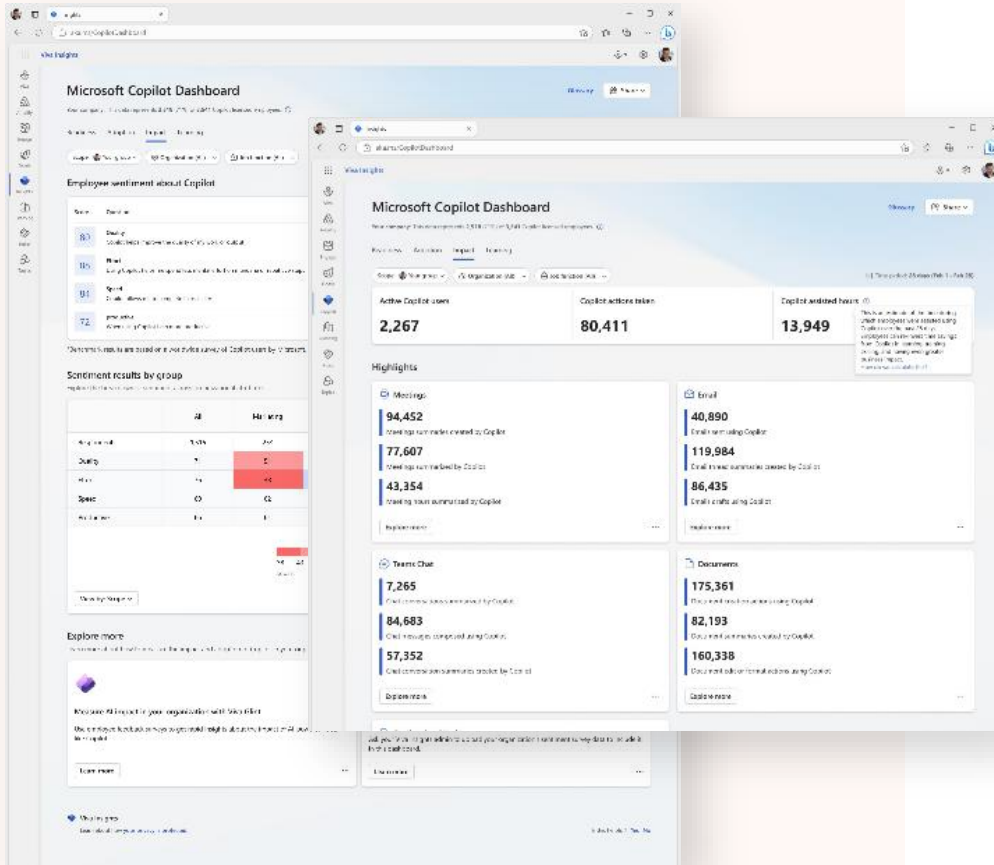
Scalable AI solutions: From IT to Marketing and Sales, Copilot enables organization-wide transformation.

Partner-powered AI:

Every AI initiative starts with vision but succeeds with structure.

- We start with advisory and readiness to define priorities and identify high-value use cases.
- A solid foundation is built through data strategy, governance and licensing.
- Deployment begins with pilots in real workflows and customized agents in Copilot Studio.
- Adoption expands as integrations cover CRM, ERP and legacy systems.
- Change management ensures success through training, champions and clear communication.
- Results are measured, ROI is optimized and AI is scaled across the organisation.

AI adoption is a journey – Inetum ensures every step is secure and measurable.



Partner-powered AI:

Unlock the full potential of Copilot with Inetum guidance

Rolling out Copilot is more than enabling new features – it's about making AI secure, scalable, and aligned with your goals. Inetum Poland helps bridge the gap between pilots and measurable results by guiding you through governance, compliance, and integration.

Partnering with us accelerates time-to-value: Copilot adapts to your workflows, tailored agents are built in Copilot Studio, and AI connects seamlessly with your existing apps. Adoption happens faster, safer, and with clear ROI.

Beyond deployment, Inetum provides ongoing support, training, and governance. We help refine use cases, scale adoption, and track impact.



Book your free 90-min Copilot readiness workshop

In just 90 minutes, our experts will help you assess your current state, identify high-value scenarios, and create a safe and measurable adoption path.

No cost · No obligation · Practical insights tailored to your business



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