



# Driving Business Value with M365 Copilot

And keys to a successful implementation

April 2025

# Why Accenture are the market leaders for Microsoft Copilot

We pioneered AI for a decade and were first movers on the Microsoft Copilot stack.

We now offer the most comprehensive Copilot Services in market.

As early adopters of Copilot, Accenture-Avanade are at the forefront of exploring the power of generative AI to enhance productivity, creativity and innovation.

Our **client 0** experience, backed by extensive research, shaped our offerings and approach, covering everything from

- Security, data and technical readiness
- Responsible AI
- Organizational change management
- Value realization
- Extensibility and Scalability



## Winner

2024 Microsoft Partner of the Year Business Transformation for Copilot



## 100K

Internal M365 Copilot users by 2024

## 200K

by 2025



## Largest

Number of people empowered with Copilot – more than any other Microsoft partner



## 7,500

Practitioners trained of a 9K target to support our **dedicated Copilot business unit**



## 200+

client engagements YTD, showcasing our ability to deliver results and drive change



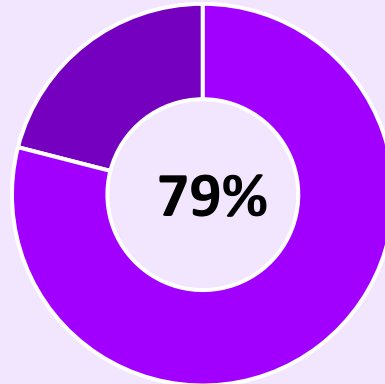
## \$10M+

investment in Copilot to unlock new realms of productivity and innovation

# M365 Copilot Adoption Metrics

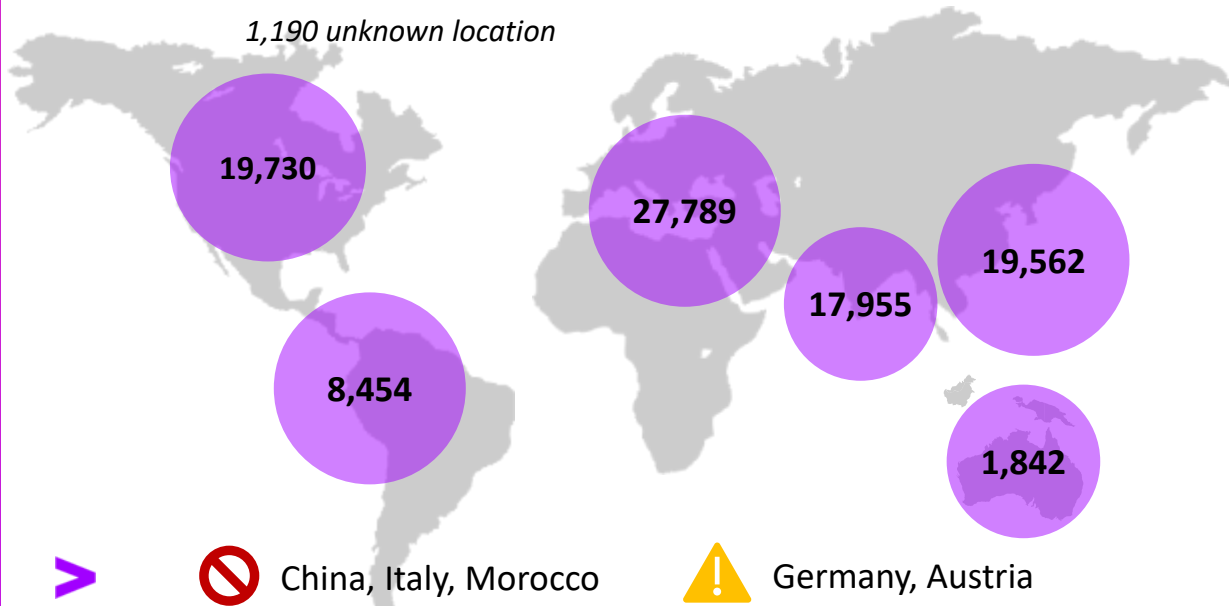
**101,500**  
licenses assigned

## % ACTIVE USERS



## LICENSES PER REGION

1,190 unknown location



## Usage Highlights – 4 weeks ending Feb 27

**2.8M**

Copilot actions taken

**477K**

Summarize Teams meeting actions

**230K**

Generate email draft actions

**275K**

Copilot assisted hours based on actions & MSFT study

**835K**

Copilot Chat work prompts

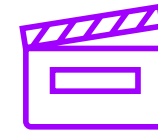
**72K**

Create document actions

## Survey Findings

**81%**

Report that using Copilot improved workflows and daily activities



**72%**

Observe using Copilot for repetitive tasks reduced mental fatigue



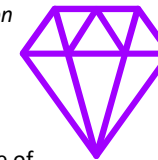
**59%**

Agree that, with Copilot at their side, they are more confident at work.

Average Accenture M365 Copilot license holder can reinvest on average

**600**

minutes a month, an average of 30 min daily



**93%**

of employees say they complete tasks faster using Copilot



## Measured task completion gains

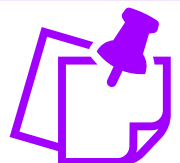
We can find and summarize content

**10x**  
faster

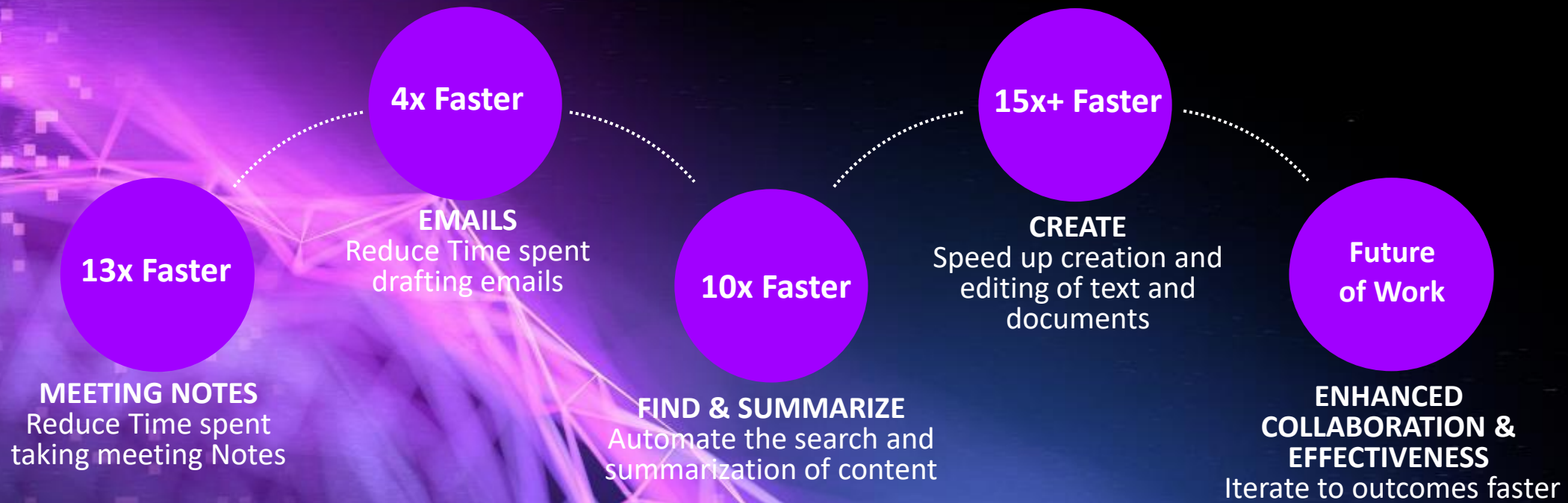


We can take & share meeting notes

**13x**  
faster



See next slide for metric definitions



\*Based on internal Accenture case studies



# Business Transformation

# Enabled by Copilot

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# Copilot is the UI for AI

EMPLOYEE



SYSTEMS OF ENGAGEMENT

Copilot

BUSINESS PROCESSES  
(Systems of Orchestration & Automation)

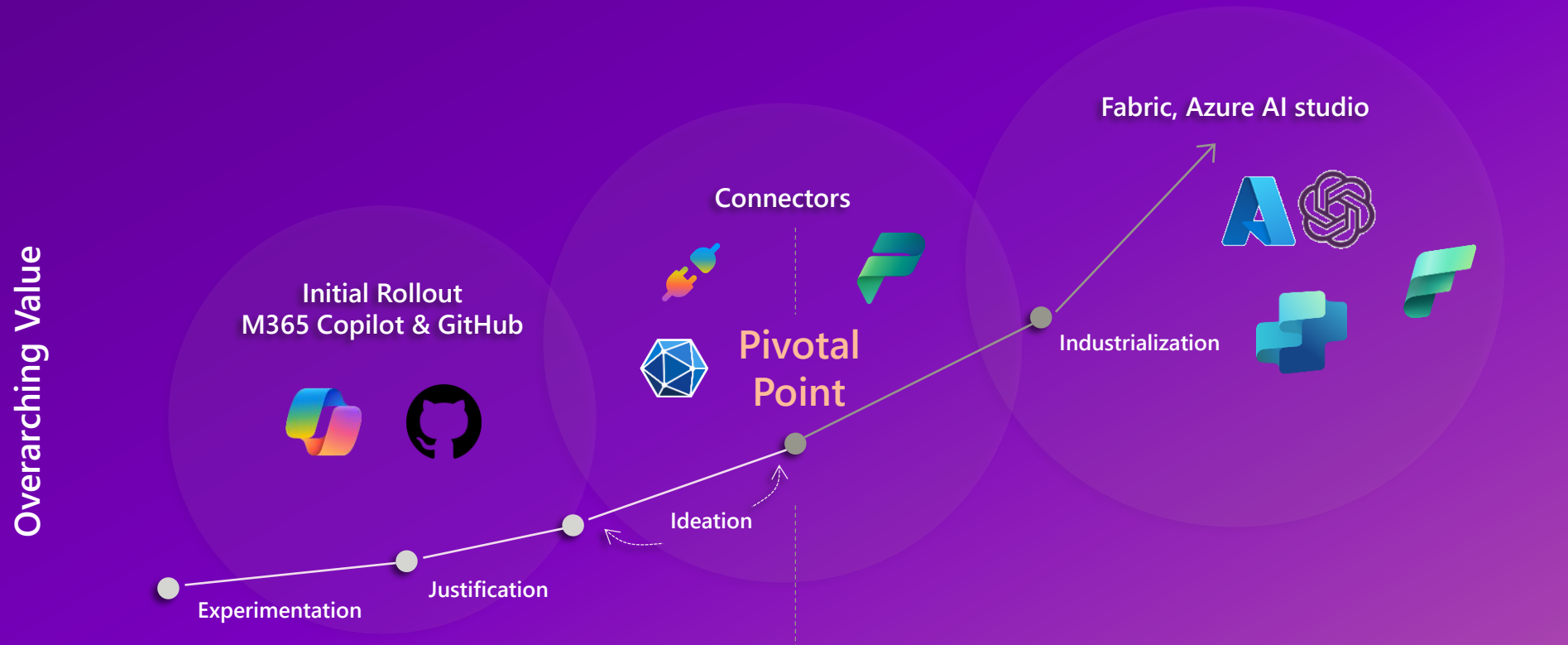
Copilot Agents + AI Stack

SYSTEMS OF RECORD

**Copilot + Agents moving to obscuring applications:** Applications become systems of record while the systems of engagement consolidate down to interfaces in the most frequently used product for that worker type



# Copilot can set the path for a pivot in scaled value from AI



Value delivered by:

Foundations Delivered

	Individuals	Teams	Connected & Extended Experiences
Value delivered by:	<ul style="list-style-type: none"> <li>Individuals with M365 Copilot, GitHub Copilot</li> </ul>	<ul style="list-style-type: none"> <li>Identifying &amp; improving business processes/ Functions/ Team activities</li> </ul>	<ul style="list-style-type: none"> <li>Custom solutions for high value/ strategic use cases</li> </ul>
Foundations Delivered	<ul style="list-style-type: none"> <li>Platform readiness</li> <li>Data sharing governance &amp; security</li> <li>Trust, engagement, skills &amp; capabilities</li> <li>Value Measurement approach</li> <li>Responsible AI &amp; AI Literacy</li> </ul>	<ul style="list-style-type: none"> <li>Operating model for scaled support</li> <li>Team based Ideation rhythms</li> <li>Evergreen &amp; Continuous Improvement</li> <li>Citizen Development</li> </ul>	<ul style="list-style-type: none"> <li>Expanded Continuous Improvement Framework</li> <li>Gen AI 'Studio' approach industrialized</li> </ul>

# M365 Copilot: Implementations Considerations

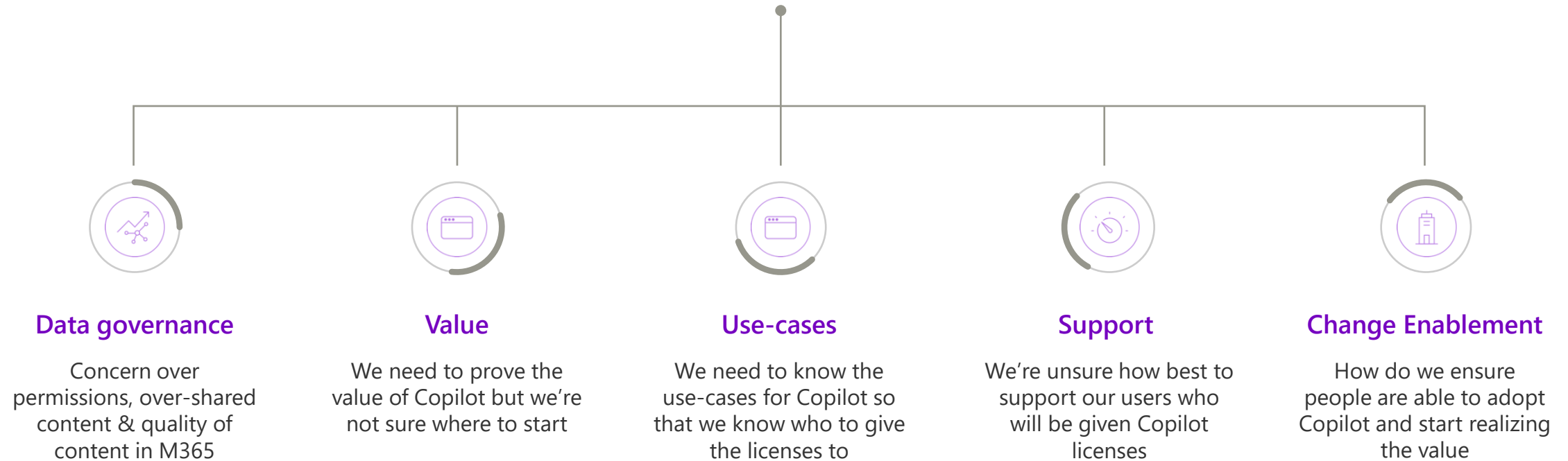
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# Implementations Approach

# Common risks & issues

There are common themes we hear from clients.



# How did we get ready for Copilot for M365?

## Copilot readiness assessment



### Platform & Security Ready

**The use of next-gen AI solutions within Microsoft 365 platform are reliant on having the right platform level data protection and security in place**

- G3/G5 M365 licenses
- SharePoint as primary content storage platform + use/health of graph connectors
- Azure Active Directory Identity & Access Management in place
- Microsoft Purview sensitivity labels, data lifecycle management, applying DLP (data loss prevention) policies to Copilot Studio.
- Content over-sharing assessment and risk management (Graph Data Connect, SharePoint Advanced Management) – site exclusions or only specific sites for M365 Copilot
- Extensibility approach and priorities (graph connectors, Teams plug-ins, custom copilots)

### People & Culture Ready

**M365 Copilot promises to transform how we work, but requires behavior shifts by employees that take time and repetition.**

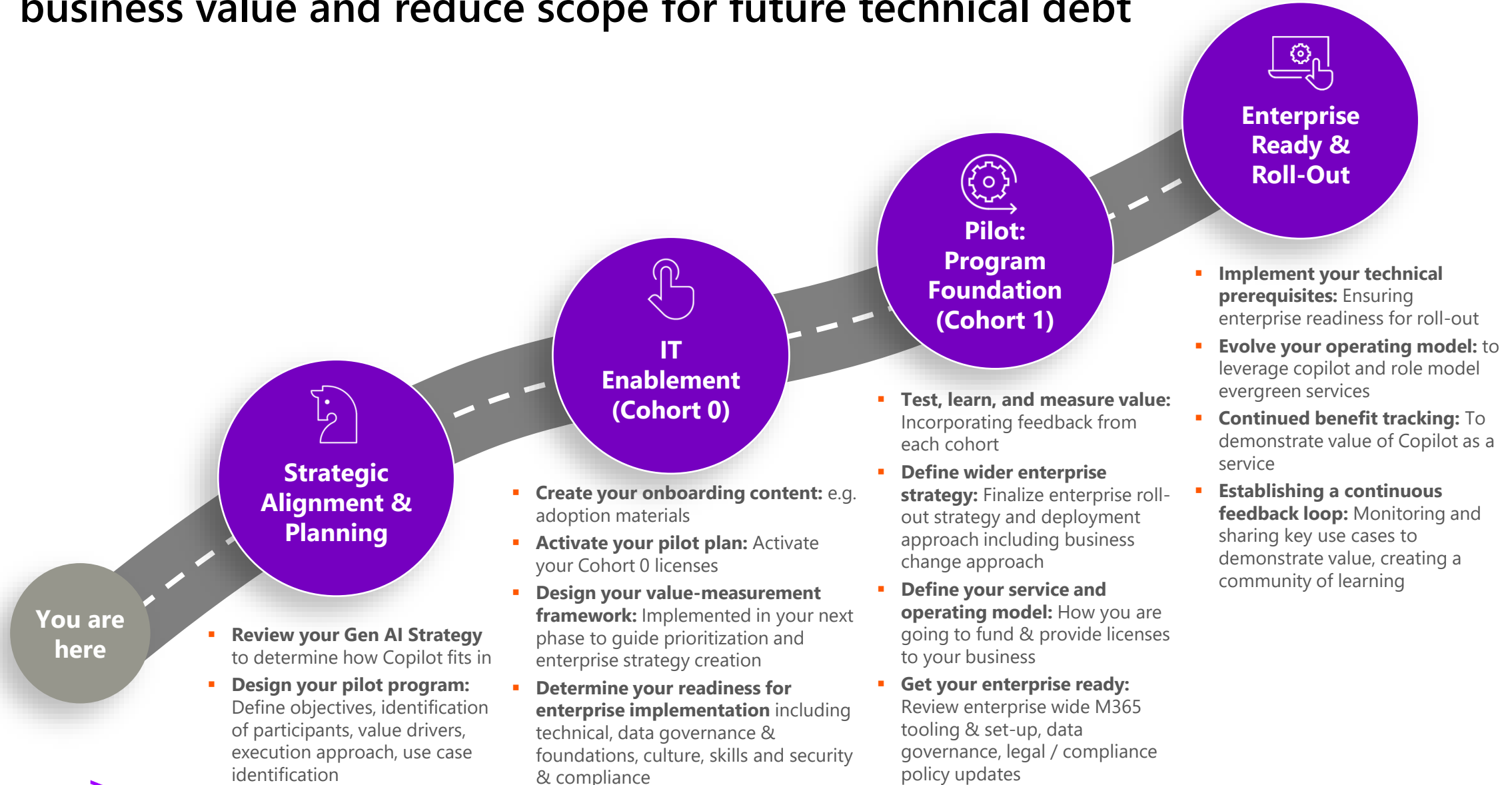
- Growth Mindset is key – try and try again, evolve and grow your change strategy
- Evaluate prompting skills of employees
- Confirm appetite and capacity for bite-sized/repetitive training approach over time
- Identify priority teams/groups (for cohorts) based on interest and capacity
- Align with existing in-house survey/research capabilities where possible
- Mobilize resources to develop persona/group specific training and evolve as the product evolves

### Governance Ready

**Generative AI requires a clear understanding of legal, security and responsible AI requirements and awareness of guidance by all users.**

- Data Privacy – align on use of recording, transcription, retention policies, GDPR/other requirements
- Info Security - M365 Platform security health, graph connector health
- Responsible AI – clarity around guidance for professional vs personal use, use of sentiment analysis, approved vs unapproved use cases

# A structured approach to deployment of M365 Copilot is essential to drive business value and reduce scope for future technical debt



# Getting Value

# Why M365 Copilot

In addition to financial impact, these value drivers should also be considered when identifying the highest value uses and roles for a license

## Value Drivers

- **Employee confidence:** having an assistant to ask questions alleviates the anxiety from **new joiners** and **new-in-career employees** from asking their boss for answers. It has also been seen as invaluable for email coaching from people where **English is their second language**.
- **AI Literacy:** having a tool that has AI embedded in the tool an employee uses daily provides **the foundation to learn AI skills**.
- **Employee experience:** improved job satisfaction and employee well-being comes when employees feel they are more effective, produce **higher quality work**, and have **reduced cognitive fatigue**.
- **Employee value proposition:** Consider this – **In 2 years, undergrad new hires will have had four years of using ChatGPT**. An AI assistant tool will become an expectation.

# M365 Copilot Value Framework

*Which value drivers are important to your organization will depend on your overall organization's strategy and objectives.*

## Financial

### Operational Efficiency

- Productivity
- Risk Reduction

### Revenue

- Output Quality
- Speed of Execution

## Experience

### Employee

- Employee Job Satisfaction
- Employee Well Being
- Psychological Safety

### Customer

- Customer Satisfaction

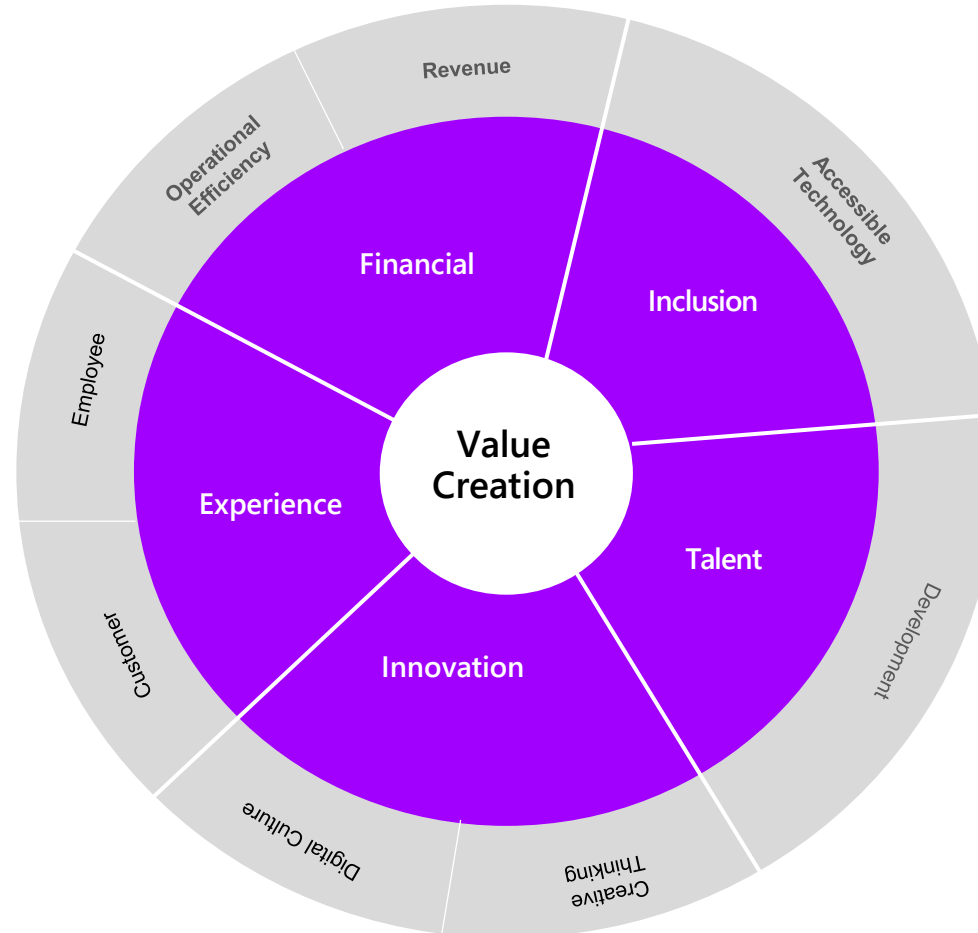
## Innovation

### Creative Thinking

- Focus Time
- Collaboration

### Digital Culture

- Technology Adoption
- AI Fluency



## Inclusion

### Accessible Technology

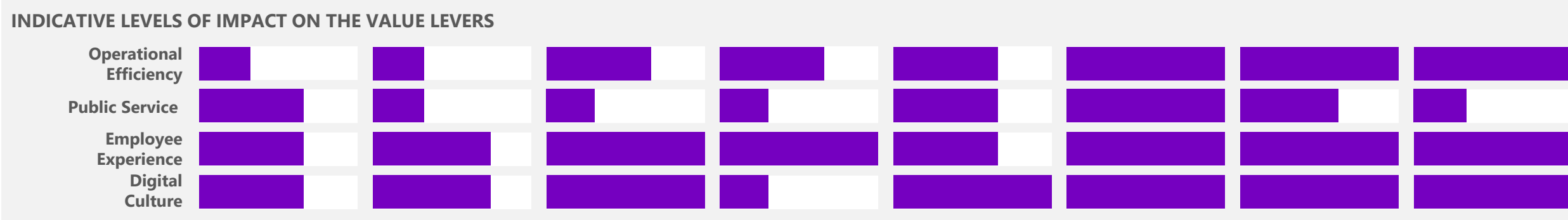
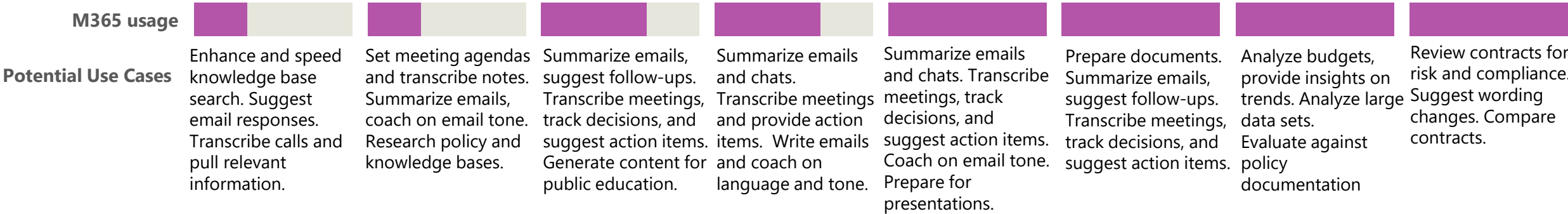
- Responsible AI
- Team Diversity
- Inclusive Culture

## Talent

### Development

- Recruitment & Retention
- Onboarding
- Employee Value Proposition (EVP)

# Common Personas and Use Cases



# Job Family Example

“Copilot won't take over a lawyer's job, but a lawyer who uses Copilot will outperform a lawyer who doesn't”

- Francesco Paolino,  
General Counsel North America,  
Avanade

## Legal Group Case Study

### Legal Group Overview

- ~80 full time legal staff
- Reach 25 jurisdictions across the globe

### Copilot Key Learnings

- **Iteration** yields the best results
- **Human** in the loop is a requirement
- **Training** is essential for successful adoption
- Use "**AI Champions**" and prompt-a-thons to promote more prompting use cases and best practices
- Most useful for task-level work (summaries, language review, brainstorming ideas, content generation)

# Legal



## About

Olivia is the adept Legal team lead, managing legal affairs, drafting contracts, and ensuring regulatory compliance to safeguard the organization's adherence to legal standards and minimize potential risks.

“ Copilot shows promise in making our document review process more efficient, but we need more consistent results. ”

## Top Copilot behaviors



## Top M365 applications used today



## Level of time spent in M365 applications



## Top Advantages

- Quality starting point for:
  - contract summarization
  - provision analysis
  - drafting
  - conveying precise language
- Effective as a brainstorming partner
- Great for education & enhancing understanding of legal and technical concepts

## Legal journey with Copilot

	Advise	Research	Review	Represent	Compliance
Goals and needs	Provide legal advice and counsel to various departments within the organization.	Manage and mitigate legal risks associated with business activities.	Review and draft legal documents, contracts, and agreements.	Requires support in negotiating agreements and contracts on behalf of their organization.	Ensure compliance with laws and regulations in the regions where Avanade operates.
Copilot value	Copilot's ability to efficiently summarize extensive legal texts facilitates the extraction of critical insights. 	Copilot's valuable assistance in legal research provides relevant information. 	Copilot assists in drafting and proofreading legal documents, enhancing the quality of work. 	Copilot offers creative solutions, refines language in contracts, and provides suggestions for complex legal concepts. 	Copilot streamlines and accelerates document review processes, resulting in time savings. 

## Opportunities

- Output is not always reliable, thus human review of output is critical
- Short context window
- Optimal use hinges on asking precise questions and providing clear prompts

# Legal Processes and Tasks with aligned Prompts

## Contract Review

### Summarize Documents

Quick summary of Scope section

Please explain the scope (Section 2) of this project using a sports analogy that a non-technical reviewer can understand.

Full contract summary

You are an expert contracts attorney. You are reviewing an Event Sponsorship Agreement between the event organizer ("Organizer") and an event sponsor ("Sponsor"). Generate an abstract of this agreement in less than 100 words. Also in a well-organized table, identify the following information: the parties, the effective date, key obligations of each party, the amount of the sponsorship fee, summarize the license grants and mark uses, the term length, the cure period for termination for cause, the key warranties, and the limitation of liability. Think step-by-step. Take your time. I will write you a good review for a great response.

### Legal Concepts Impacts

Impact of wording change

You are an expert contracts attorney. In Section 7.1, the client removed the words "commercially reasonable" and replaced it with "best" Detail the impact this change will have on ProviderCo?

Identify Risks

In a well-organized table, identify the major risks that impact Accenture. For each risk, explain the potential impact and suggest feasible ways Accenture can mitigate the risk. Please think step-by-step. Take your time. I will tip you \$5 for a great response.

### Improve Arguments

Explain why you cannot except changes

You are an expert attorney represent ProviderCo. Please craft a rationale to the client why ProviderCo cannot accept removal of "commercially reasonable" and replace it with "best" from Section 7.1 in this document. Include your best legal arguments. Explain to client the impact to ProviderCo if ProviderCo agrees to replace "commercially reasonable" with "best". Include in your response considerations regarding the level of effort and cost to ProviderCo if it accepts the client's edit. Think step by step. Make sure the tone of your response is professional, courteous, and respectful.

Create a Provision

I need to craft a limitation of liability provision for an IT services contract. Ask me questions until you have enough information to create the provision. Ask no less than 8 questions. Think step by step. Take your time.

# Data, Privacy, and Security

# Data, Privacy, and Security for Microsoft 365 Copilot

Ensure that your organization has the right information access controls and policies in place.



It is recommended to have good content management practices in place prior to Microsoft 365 Copilot adoption.

01

**Evaluate Oversharing** - Microsoft 365 Copilot only surfaces organizational data to which individual users have at least view permissions. It's important that organizations are using the permission models available in Microsoft 365 services, such as SharePoint, to help ensure the right users or groups have the right access to the right content within the organization.

02

**Implement Information Protection** – A properly implemented document and data classification program leveraging Microsoft Purview can ensure that data is protected. When you have data that's encrypted by Microsoft Purview Information Protection, it won't be returned by Microsoft 365 Copilot unless the user is granted at least the View usage right.

*Leverage Microsoft Tools to enhance Document and Data Governance*

# Content in MS Graph

## Oversharing and just enough access

“Integrated with Microsoft Graph and Microsoft 365 Apps: Enables Copilot to access and use your data across different Microsoft 365 apps to provide personalized assistance.”

Microsoft 365 Copilot uses your existing user-specific permissions (aka Semantic Index for Copilot) to access Graph and will generate responses to a user's inquiry based off any content that the user has assigned permission to view and/or edit.

This stresses the importance of having good content management practices in the first place.

### Exchange Online

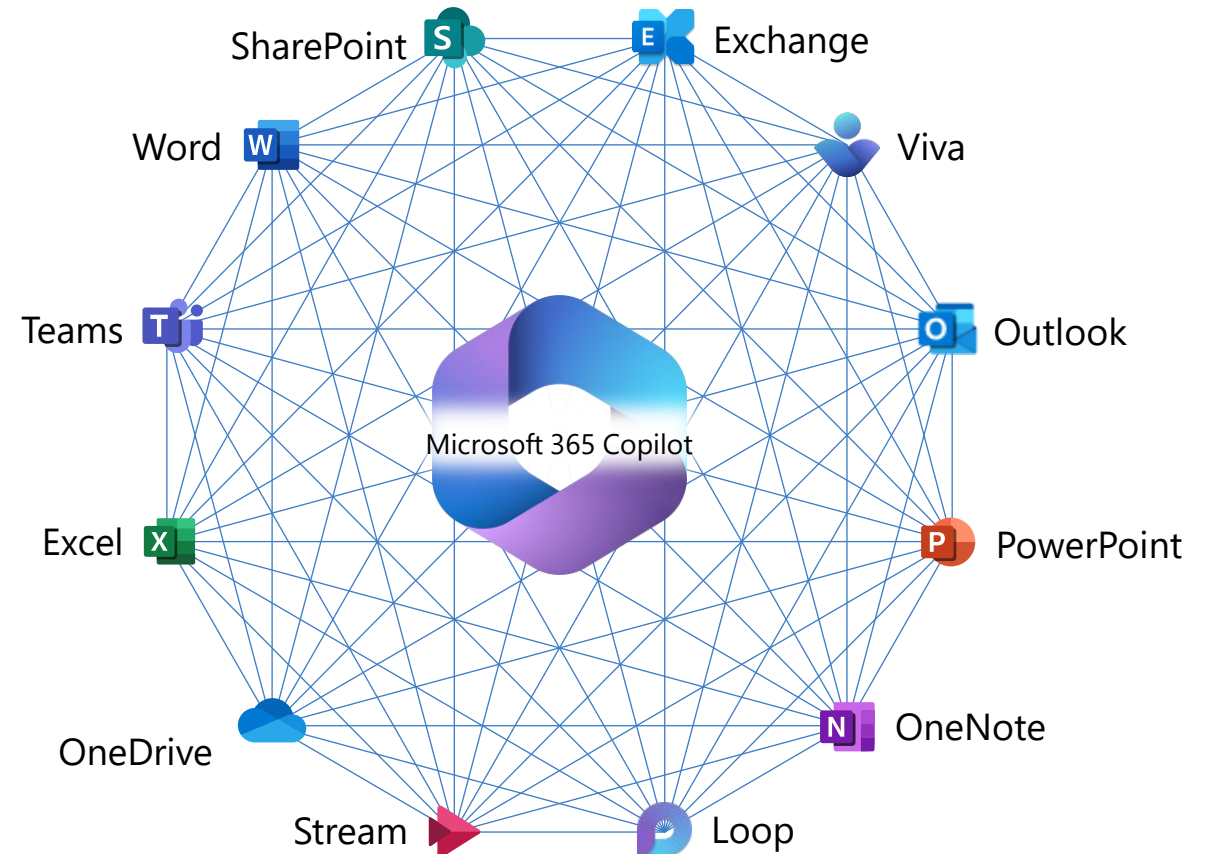
- The user's own mailbox.
- Shared and delegated mailboxes/calendars – exempt from Copilot.
- Microsoft 365 Group conversation (mailboxes) – exempt from Copilot.

### OneDrive for Business

- The user's own personal site.
- Files/folders shared to the user from other personal sites.
- Additional personal sites that the user has been assigned ownership to.

### SharePoint Online & Microsoft Teams

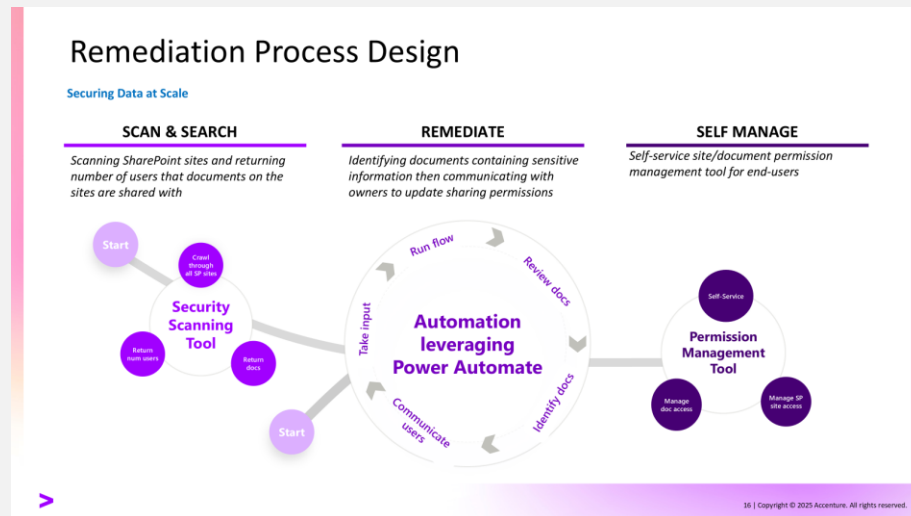
- Loops, lists, and document stores that the user owns or is assigned permissions to.
- Public channels the user has joined.
- Private channels the user has been invited to.
- Organization-wide channels that are open to all users.
- Chats, conversations, meetings and contacts
- Data within Viva communities they are members of.



# Data Governance

## Remediate Data Footprint

Work directly with end users to ensure appropriate data posture



## Establish Accountability

Identify data governors and augment existing organizational processes



### Corporate Function Attestation

Corporate Function teams attested that they were comfortable with Copilot rolling out broadly, and that their team's data was secure

#### How?

**Data governors were appointed** in each corporate function area and educated about permissions, how copilot functions, and messaging to share with their teams

The goal was to empower the leaders in the organization to own responsibility for their teams, resulting in higher engagement and remediation

### Communicating Data Governance and Responsible Use

Individual licensed users have required training and consent agreement. Included is responsibility as a data owner on document sharing and sensitivity labels.



Accenture. All rights reserved. 65

# Getting Adoption

## We learned...

“Copilot for M365 is not a flip-the-switch technology. Teams universally acknowledge a *lengthy* learning curve despite user enthusiasm.”

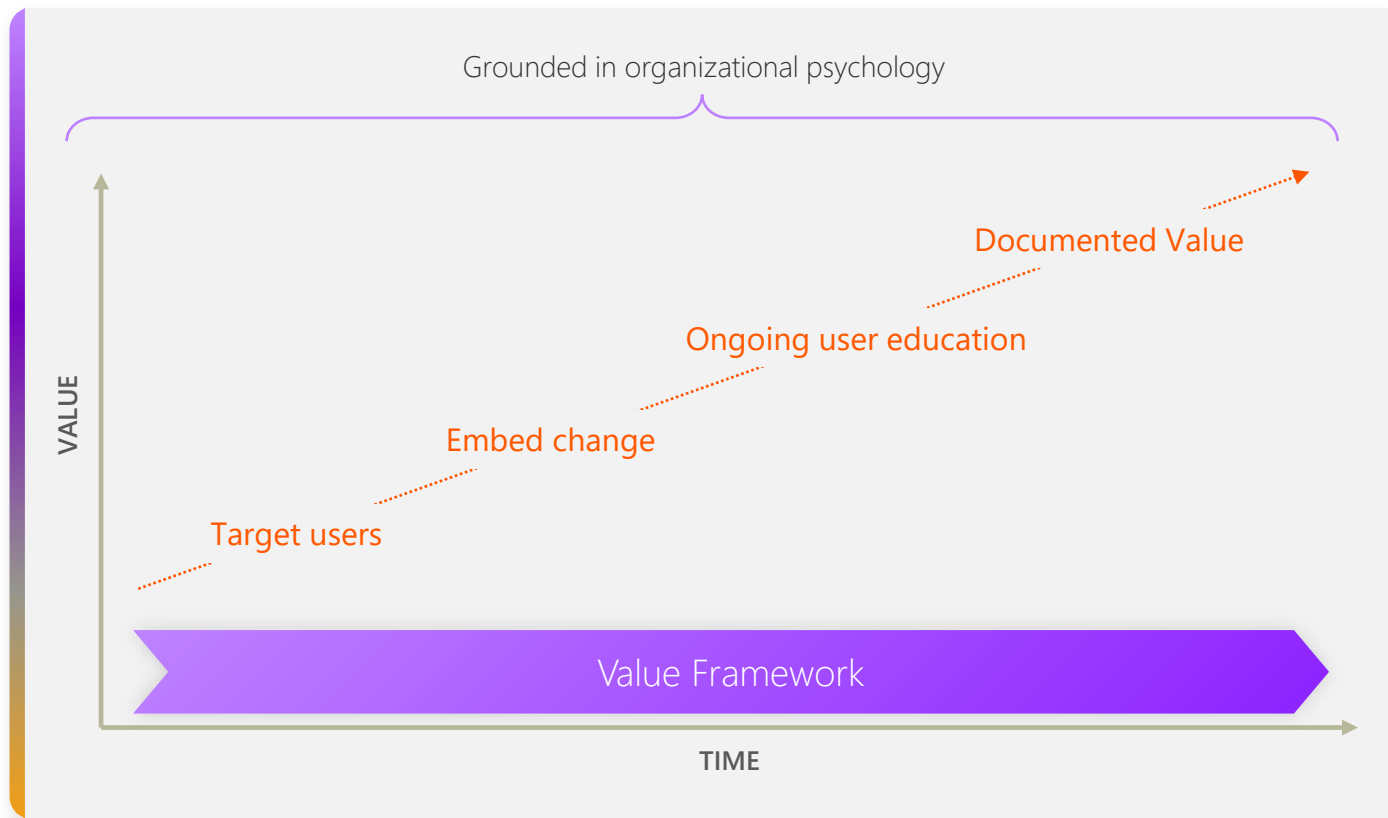
—Change Enablement Lead, Avanade's Early Access Research Program

Here's how we drove a successful implementation...

## Our findings

# Lessons learned — important Copilot sequencing

We have learned from our own experience and with clients, that there are common themes of activities and events that, when delivered correctly, drive enthusiasm and adoption into definable business value.



While the urgency to swiftly realise value from new technology is shared by all, it's essential to remember that without a solid foundation that integrates the engagement from users, adoption and educational training, there remains the risk we miss / mis-record the underlying value.

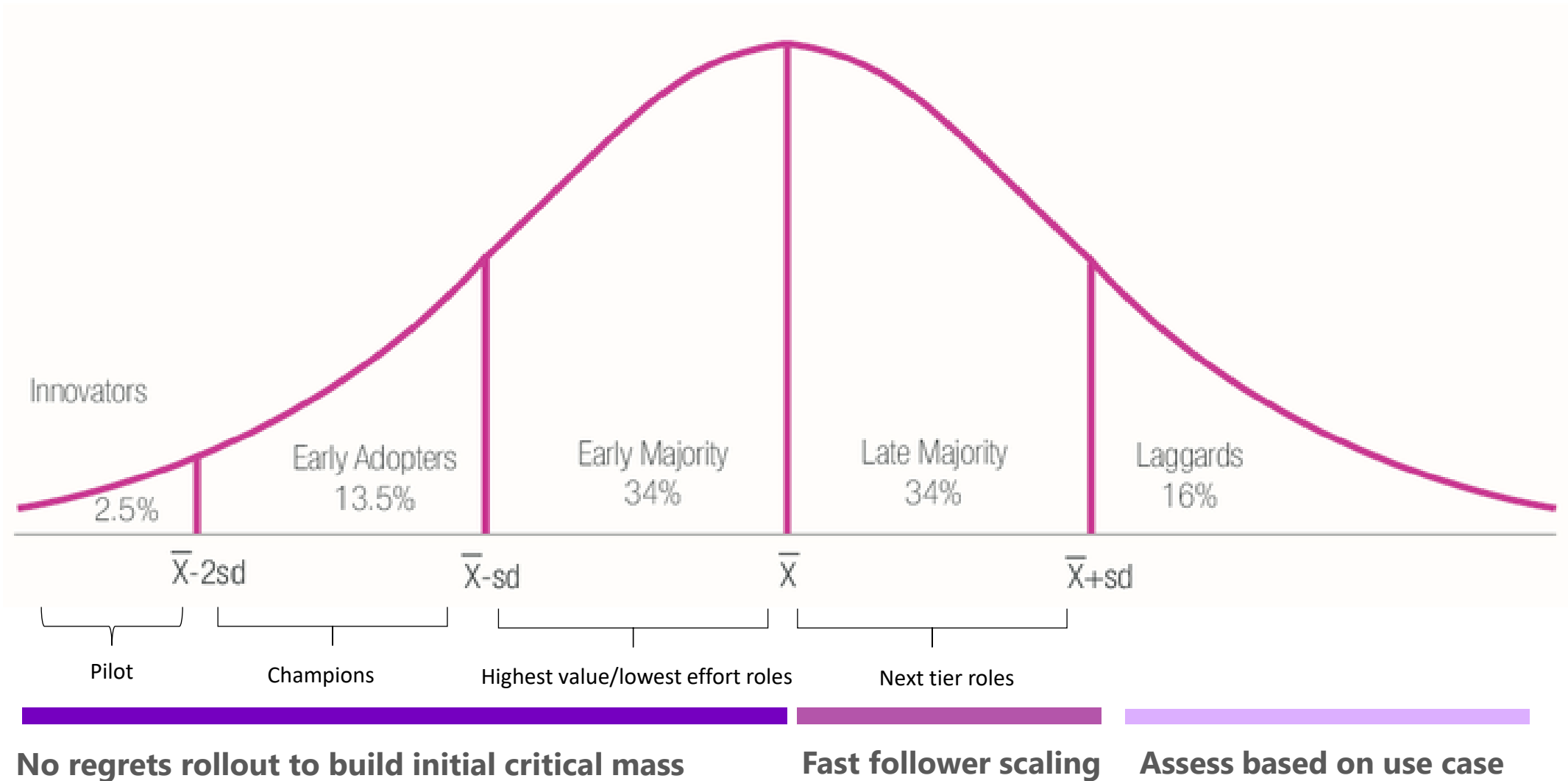
**Target Users:** Identifying and prioritising user groups where Copilot is most relevant and aligns with user needs is vital to being successfully utilised to its fullest potential.

**Embed Change:** The technology itself is only a part of the equation; the people using it are the linchpin. Ensuring their buy-in and engagement is paramount for successful change.

**User Education:** The overarching goal of user education and training is to empower users, making them self-sufficient and confident in harnessing the full capabilities of the technology.

**Documented Value:** Defining and measuring value ensures that technological investments are justified, that they align with organisational goals, and that they provide quantifiable benefits

# Phased Approach



# Defining target personas



START HERE

**No regrets rollout to build initial critical mass**

Pilot

Small group willing to jump in, give feedback, be flexible

Champions

Cross-functional team representing High Value functions/job families.

Highest value/  
lowest effort

High potential for productive gains: High M365 Usage, saved time could be used for other tasks

**Fast follower scaling strategy**

Value potential with intervention

Productivity gain potential high, will need more focus on prompt engineering and maximizing M365 platform and enhancing use cases with extensibility.

**Use case specific**

Value through Copilot Chat + Agents (Copilot Studio)

M365 usage inconsistent, Use cases could be built to obtain high value

~12

Hours Per Week in Self-Reported Time Savings

# EXPLORING POSSIBILITIES - M365 COPILOT PILOT + AGENT POTENTIAL



NOW  NEXT

# TxDOT's Journey Exploring M365 Copilot for Daily Operations

## Pilot Insights

- **High Adoption** - Very high Copilot adoption across the Cohort, with users integrating Copilot into their day-to-day work
- **Productivity Gains**
  - 38% say Copilot has led to a reduction in multitasking during meetings
  - 81% say Copilot has improved the clarity and efficiency of their communications
- **Numerous Functional and Transportation Specific Use Cases** - Pilot users embraced new ways of working with Copilot, resulting in a significant number of use cases
- **Improved Employee Experience** - Satisfaction doubled, and dissatisfaction was reduced by half across daily tasks in M365
  - **19%** improvement in experience when using Copilot to **prepare presentations reports, and communications**
  - **22%** improvement in experience when using Copilot to **summarize information and analyze data**
  - **30%** improvement in experience when using Copilot to **handle meeting prep, note-taking, and follow-up**

**300**

Pilot Participants  
(*across divisions  
and districts*)

**6**

Week Pilot with  
hands-on, white  
glove support

**~97%**

Copilot Usage  
Among Enabled  
Users during  
Pilot

**~68%**

integrating  
Copilot into their  
day-to-day work

**~12**


Hours Per Week  
in Self-Reported  
Time Savings


**\$17/day**


Estimated  
savings per  
Copilot user


# Exploring Extensibility Opportunities


## Key Processes to Extend


 **Budget Management and Tracking** – Streamline processes involving OnBase and PeopleSoft, particularly in managing invoices, receipts, and budget-related comms

 **Data Visualization** - Integration with Power BI and Tableau for assisting with data visualization


 **Creating User Stories** - Explore the possibility of integrating Copilot with ADO to automate the extraction and analysis of user stories

 **Contract Management** – Integrate with PS-CAMS (engineering contracts) to streamline processes related to contract management


 **Consistent Communication Guidelines** - Copilot Studio to help with consistent writing style/guidelines across the agency

 **Process Mapping** –Integration with Visio for process mapping

 **Enhanced Image Generation** - Use Microsoft Designer in greater capacity with Copilot for tweaking generated images


 **Analyzing Project Data** - Suggested integrating Copilot with Tableau and MS Project for analyzing project data.


## Key Systems of Record


 **Peoplesoft** – Related to financial activities like budget tracking and processing invoices

 **PowerBI or Tableau** – For data visualization

 **Visio** – For streamlining process mapping by reducing effort regarding creating process flows

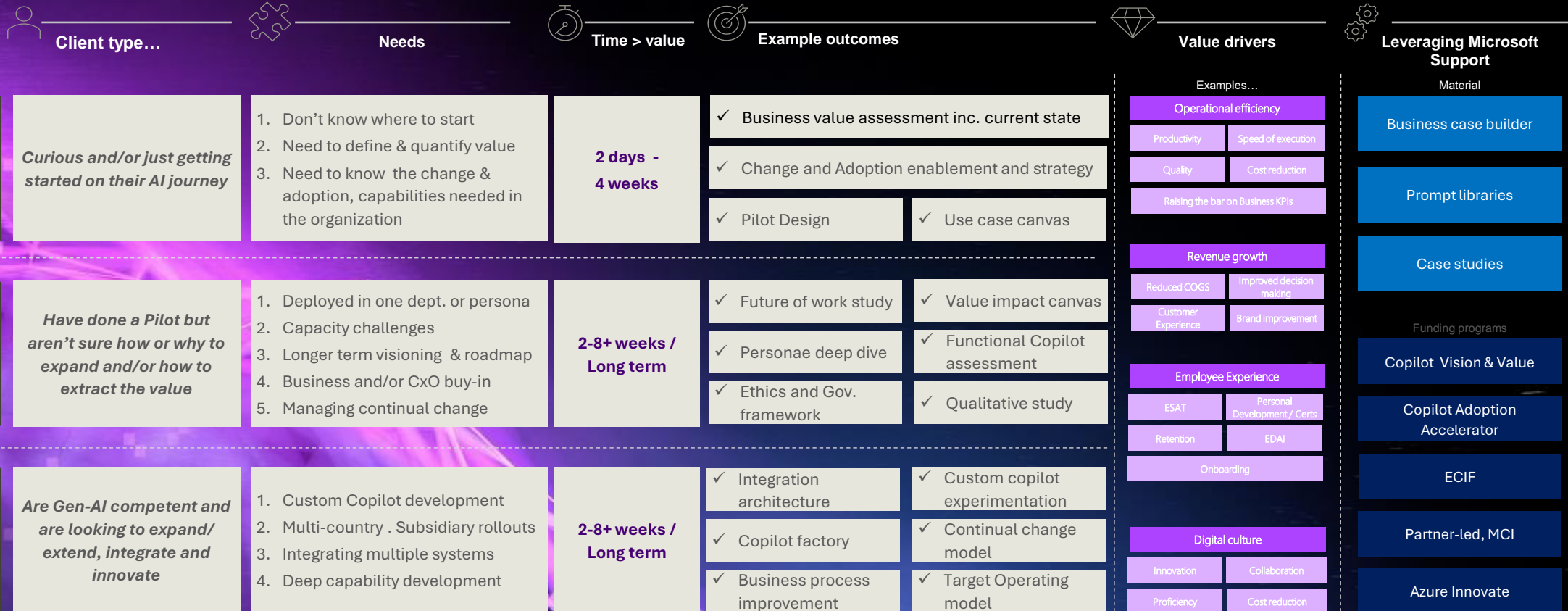
 **OnBase** - Autofill capabilities for OnBase and integration with Copilot for easier data entry

 **TRIMS Rail Database** - For project management and inventory management of railroad crossings

 **Revu BlueBeam** - for summarizing comments from reviewers and facilitating the creation of forms

# Accenture core M365 Copilot offerings

Our core propositions meet clients where they are and help them take their next step with **confidence** and **certainty of outcome**. We formulate the **right approach** for the **desired outcome** with the **right commercial offering**.



Thank you

**Thank You**