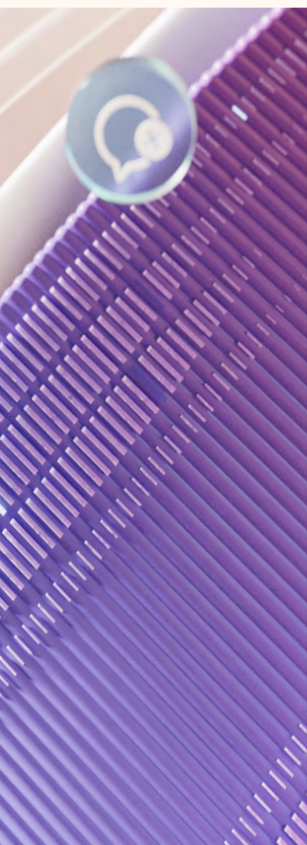




Microsoft 365
Copilot



7 ways to drive business value with AI



Transformation for every department



1

Sales

Increase win rates and reduce sales cycles by automating time-consuming research, planning, and proposal generation tasks.

2

Marketing

Enhance engagement and optimize marketing spend by using AI to analyze customer data on the fly.

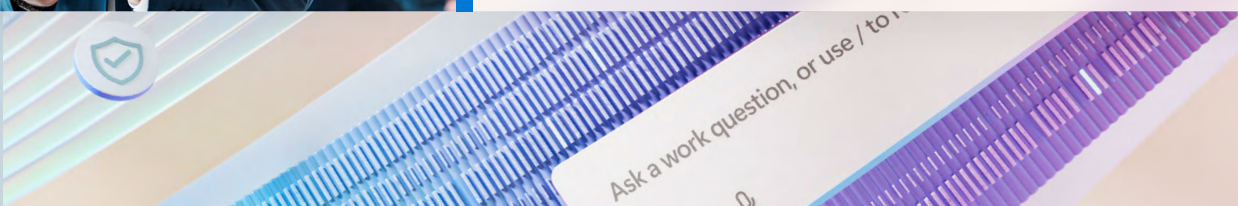


3



Finance

Make financial decisions faster and more accurately with real-time financial insights, automated compliance checks, and trend forecasting.



4

Customer Service

Resolve issues quickly and increase customer satisfaction by automating ticket triage, customer history analysis, and solution recommendations.



Legal

Reduce risk and lower external counsel costs by automating contract review and compliance management.

5

6

HR

Improve recruiting and employee retention with AI-powered profile analysis and onboarding processes.



IT

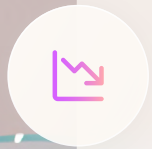
Enhance data security and system management with automated anomaly detection, issue resolution, and infrastructure optimization solutions.

7

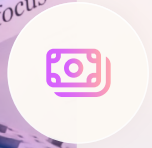
Achieve measurable ROI and increased revenue when you optimize your business processes with Microsoft 365 Copilot*



457% potential ROI¹

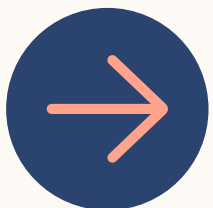


\$56.7M potential reduction in expenditure¹



\$35.6M potential net income increase¹

Microsoft 365 Copilot can help your organization **increase revenue, reduce costs, and help employees thrive**. AI capabilities revolutionize business processes, creating significant opportunities to improve outcomes, innovate more efficiently, and stay ahead of the competition.



See how Microsoft 365 Copilot can elevate business functions across your organization

*Results are projected over a three-year period and based on a composite organization.

¹New Technology: The Projected Total Economic Impact™ of Microsoft Copilot for Microsoft 365. A commissioned study conducted by Forrester Consulting, April 2024. <https://clouddamcdnprodep.azureedge.net/gdc/gdcjXrlkp/original>