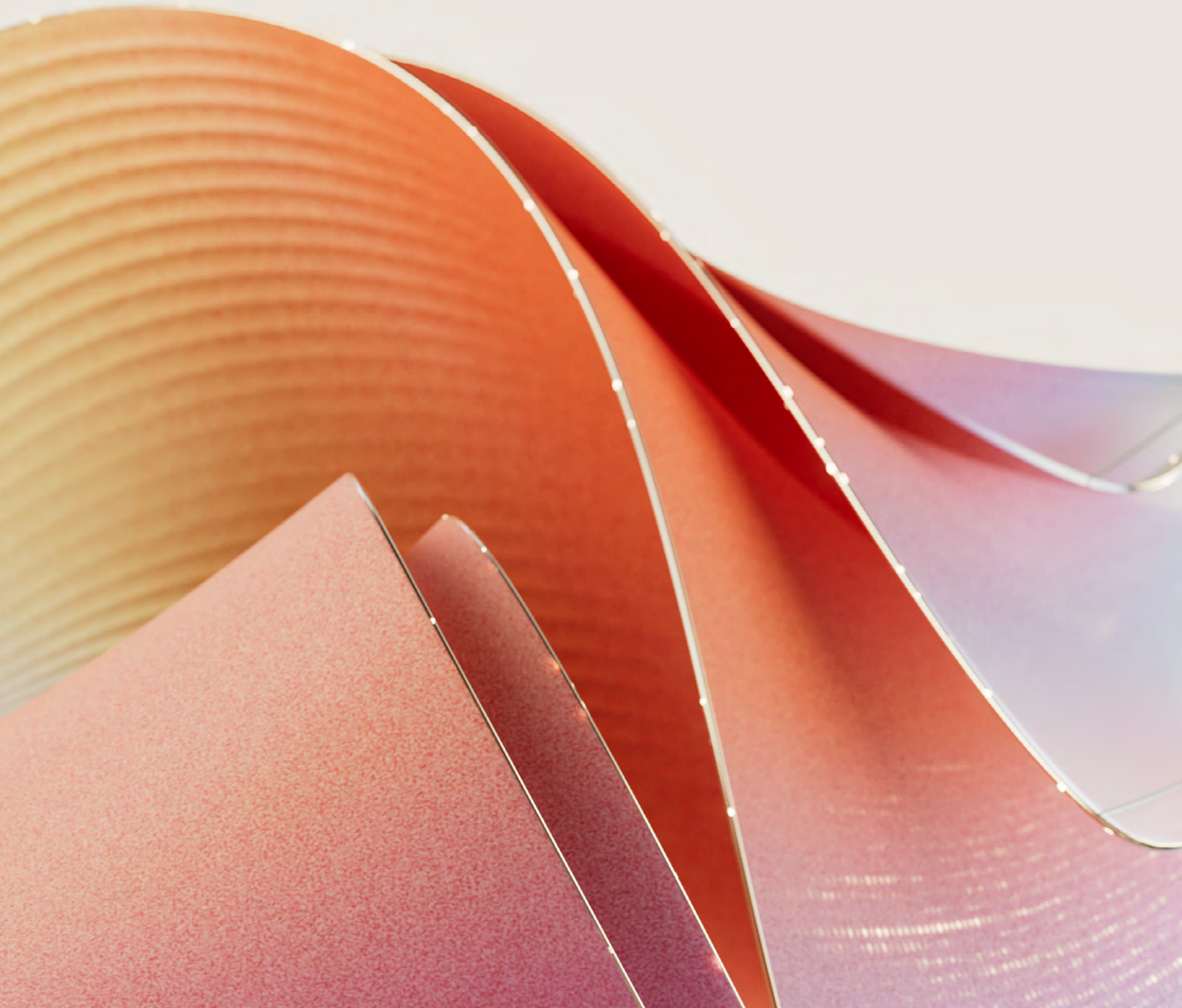




# AI Use Cases for Business Leaders: Realize Value with AI



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# The transformative business value of AI

## The business impact of Microsoft Copilot

Discover the impact of generative AI on productivity, creativity, and time. In a recent [Work Trend Index Special Report](#), Microsoft surveyed users in our Copilot for Microsoft 365 Early Access Program and found that:

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**70%** of users said that Copilot helped them be more productive

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**68%** of users said that Copilot improved the quality of their work

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**85%** of users said that Copilot helped them get to a good first draft faster

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**77%** of users said that once they used Copilot, they didn't want to give it up<sup>2</sup>

In recent years, the rapid pace of innovation across generative AI technology—including the advent of small language models, the rise of models-as-a-service, and the latest breakthroughs from OpenAI—contributed to its unprecedented, widespread adoption and use.

AI is already playing a role in many businesses and AI adoption is growing. In a recent IDC study, 71% of surveyed respondents said that their companies were already using AI.<sup>1</sup> And, according to IDC's Worldwide Artificial Intelligence Systems Spending Guide (August 2023), enterprise spending on AI solutions is expected to grow to \$423 billion at a compound annual growth rate (CAGR) of 26.9% for 2022–2027. This is more than four times greater than the five-year CAGR of 5.7% for worldwide IT spending over the same period.<sup>1</sup>

With the recent release of [Microsoft Copilot](#), an AI companion for work and life, the forecast remains clear: AI products and services will become more readily available than ever before—and they stand to help organizations yield significant gains across everything they do.

AI is a quickly evolving field, particularly for business applications. This playbook is designed to help you get up to speed on the current state of AI in business and to give examples of how you can apply AI to common use cases today so that you and your business can take the lead.

## The current state and potential of AI today

AI provides an array of capabilities, many of which are rapidly developing. For business, these capabilities encompass four broad categories:

- **Vision** capabilities give users the ability to identify, classify, and contextualize images according to their specific needs. This encompasses image analysis and recognition, optical character recognition, the ability to focus on a specific part of an image, and spatial analysis of presence and movements.
- **Speech** capabilities include basic functionalities like real-time speech-to-text and text-to-speech, but also go far beyond the basics. Now, AI can generate human-like, synthetic audio

from a wide range of voices culled from text and sample speech. It can also assist in batch transcription, language detection, and translation.

- **Language** capabilities include sentiment analysis, key-phrase extraction, and opinion mining. AI models use natural language processing to understand human language and generate conversational responses.
- **Decision** capabilities help users make smarter decisions faster by analyzing vast amounts of data to generate insights. These systems aim to emulate human-like reasoning by considering multiple factors, adapting to changing conditions, and optimizing outcomes based on predefined objectives.

Many of today's most exciting AI benefits come from combining capabilities across these domains. As AI becomes more accessible for businesses and customers, we can expect to see increasingly sophisticated AI innovations that bring these capabilities together to enable gains across productivity and efficiency—as well as new business opportunities and increased value.



## Cultivate trust with responsible AI

Business leaders and consumers alike want to be ready for AI. Before they are willing to commit to using it, they must first feel that they can trust it. Designing AI solutions responsibly is fundamental for gaining the trust required for businesses and their customers to confidently take full advantage of AI.

Microsoft has demonstrated leadership in helping every organization build safety and responsibility into their AI journeys from the very beginning. As part of this effort, Microsoft has established a core set of six principles to guide responsible AI development and use:

- **Fairness**  
AI systems should treat all people fairly.
- **Reliability and safety**  
AI systems should perform reliably and safely.
- **Privacy and security**  
AI systems should be secure and respect privacy.
- **Inclusiveness**  
AI systems should empower everyone and engage people.
- **Transparency**  
AI systems should be understandable.
- **Accountability**  
People should be accountable for AI systems.

To operationalize these principles, Microsoft applies the [Microsoft Responsible AI Standard](#). This standard contains concrete and actionable guidance on what these principles mean and how to uphold them. Although this is Microsoft internal guidance, Microsoft has made it publicly available in an effort to share what

we have learned from years of experience with AI development and implementation and to help further the broader discussion about building better norms and practices for AI.

[Learn more about Microsoft's commitment to responsible AI](#)

## AI and cybersecurity

As the costs of security breaches continue to mount for businesses, AI is poised to become a powerful tool for cybersecurity. Organizations that use security AI and automation extensively save an average of \$1.76 million compared to organizations that don't.<sup>3</sup>

AI-powered solutions like [Microsoft Copilot for Security](#) can provide invaluable assistance to security teams. These solutions synthesize data from multiple sources into clear, actionable insights to simplify incident responses, triage signals faster, and surface threats earlier. With this assistance from AI, defenders are empowered to see what's happening in their environments, learn from existing intelligence, correlate threat activities, and make more informed, effective decisions at machine speed.



## Identify business scenarios for success

For businesses of all types and sizes, AI is reshaping nearly every aspect of how we work—it has the potential to boost productivity, optimize processes, and ultimately drive robust, sustainable growth across a variety of scenarios and industries, including finance, manufacturing, retail, and healthcare.

Dive into the following sections to explore ways that AI can be applied today to set your organization on a path to transformative growth.

## Boost productivity

AI technology can help with tasks like streamlining content creation, facilitating productive communication, and reducing administrative busywork—all of which have the potential to boost productivity for the companies that use it. As industries become increasingly complex and fast-paced, AI-powered solutions that bolster productivity are becoming essential for businesses that want to gain a competitive edge. Ultimately, AI is enhancing the way people work across job roles—and unlocking unprecedented productivity gains across industries.

### Accelerate document creation

AI-powered content generation is rapidly becoming one of the most invaluable resources for helping organizations empower their workers to accomplish tasks more quickly, especially when it comes to creating documents, spreadsheets, decks, and communications. With solutions like [Microsoft Copilot for Microsoft 365](#) users can generate documents, get summaries to help them catch up on email threads or meetings, and even generate full email drafts, which

they can then review, edit, and send. For businesses, these small optimizations at an individual level add up to a big increase in productivity at an organizational level.

Easier document creation saves time, but it also helps people do work that makes a more significant impact. In finance, for example, generative AI can be used to help investment bankers accelerate the creation of documents and presentation materials. AI solutions using natural language processing can collate complex data from different sources—including models, analytics, and signals—and transform it into comprehensive yet accessible reports, market summaries, and entire pitch books. Because AI makes the creation of these assets faster and easier, employees have more bandwidth to create customized materials, each tailored to its intended recipient.

### Streamline communications

AI is also transforming communications on a broader level by connecting people with the right insights at the right time to facilitate more productive interactions. AI solutions for call centers,



like [Microsoft Copilot for Sales](#), have transformed the way sellers work by introducing AI capabilities to sales and customer relationship management processes across industries. AI can be used to partially automate a customer's call center experience, which frees up call center rep time so that human agents can focus on assisting customers with more complicated queries. AI can also summarize and pull insights from across call center conversations, measure customer sentiment from start to finish of a call, and provide these insights directly to call center reps. Although human call center reps are still needed, the input and real-time coaching they can get from AI helps make their interactions with the customer as streamlined as possible, which ultimately leads to better customer experiences.

Similarly, in healthcare, providers use AI to enhance the effectiveness of patient portals or other digital solutions at the center of each patient's care journey. Drawing on patients' medical histories, AI chatbots can respond to patients' queries and offer personalized support—enhancing patient service. Patients can enjoy personalized care plans that provide the individual attention they deserve.

### Cut down on busywork

AI solutions can also boost productivity by simplifying tasks and minimizing the amount of repetitive busy work that employees have to do. In the fast-paced world of retail, for example, employees often find themselves juggling multiple roles—including inventory management, sales, and service—leaving them little time for meaningful interactions with customers. Consider a retail associate who spends hours manually checking and updating stock levels. AI-powered inventory-management systems can automate this process, allowing the associate to spend more time with customers. By reducing repetitive tasks, AI empowers employees with the information they need when they need it, enabling them to engage in more rewarding work, which can enhance job satisfaction, reduce turnover, and ultimately lead to more positive customer experiences.

Similarly, in healthcare, teams can use AI to seamlessly streamline administrative tasks, enabling staff to devote more time to patient care. From automating appointment scheduling to autogenerating draft clinical documentation and patient health summaries, AI can help improve precision and speed, enhancing the



overall patient experience and boosting clinician satisfaction. This transformative technology reduces the administrative burden on healthcare teams and helps organizations revolutionize their care management, making healthcare more accessible and efficient for everyone.



**NETLOGIC COMPUTER  
CONSULTING**

### **How Netlogic Computer Consulting is Boosting its Sales Performance with Microsoft Copilot for Sales**

As a Chief Information Officer at [Netlogic](#), David is constantly on the move, relying on Outlook and Teams to stay connected. [Microsoft Copilot for Sales](#) has empowered David and his business development team to get more value from their CRM data by providing access to data and insights in Outlook and Teams. With meeting summaries and Copilot, they have improved customer experience and reduced sales cycle time. Most importantly, Copilot for Sales has helped him, and his team save time, improving work-life balance.

[Read the story](#)

## Optimize efficiency

AI offers powerful tools for optimizing efficiency at every level of operations. With the robust analytical capabilities that AI solutions enable, businesses can glean more information than ever before about how their organization is running—and how they can improve it. But businesses aren't just using AI to solve the challenges that they're facing today. They're also using it to imagine what opportunities and challenges the future holds—and ensure that they're prepared for them.

### Accelerate operations

The fast pace of AI is paving the way for organizations to speed up production cycles and, ultimately, boost profit margins by doing so. In manufacturing, AI capabilities for processing and learning from data can be combined with automation tooling. Manufacturers can use AI to more easily analyze resources and check on feasibility. And after putting process enhancements into place, they can automate quality-control checks to ensure that products are up to standard and that processes are meeting output goals. Manufacturers can also gain greater visibility into supply chain operations with AI tools that detect potential disruptions and flag opportunities where processes can be made more efficient.

### Avoid downtime with predictive maintenance

Due to the operational and financial setbacks involved, unplanned downtime can be a nightmare for organizations. However, companies can use customizable APIs and models—like the ones offered by [Azure AI services](#) and [Azure Machine Learning](#)—to create AI-powered predictive maintenance solutions that can help mitigate this operational risk. AI can analyze historical production data and equipment telemetry and continuously monitor current machine and equipment data. Using this information, AI can identify anomalies and detect potential issues before they occur, allowing businesses to mitigate them before they turn into costly and complex problems.

Manufacturers can also use generative AI to turn their insights and internal knowledge base into standard operating procedure checklists that help frontline workers in factories understand and adhere to best practices and procedures for ensuring smooth and efficient factory floor operations.

## Anticipate future needs

AI systems offer benefits to supply chain and inventory management. In the fast-paced, high-volume, customer-centric world of retail, forecasting needs and trends can be the difference between success and failure. AI-powered predictive analytics are essential for helping retailers turn vast data repositories into actionable insights. Using AI, retail businesses can create highly accurate demand forecasts for each product category and store location to facilitate optimal inventory levels. AI-powered algorithms can also continuously monitor competitor prices, customer behavior, and market trends so that companies can adjust prices in real time. For instance, a retail executive can anticipate seasonal demands or pinpoint emerging product trends, enabling stock optimization and strategic marketing campaigns. This scenario leads to better customer experiences, efficient resource utilization, and improved bottom lines.



## Fighting Canada's record wildfires with a combination of AI and intuition

Alberta Wildfire started using an AI-powered tool to help duty officers make decisions and use resources more strategically. Powered by [Microsoft Azure Machine Learning](#), an [Azure AI](#) service, AltaML's wildfire occurrence prediction system can analyze granular data sources to give duty officers more specific insights about the regions they cover. Trained on a massive amount of historical fire data, the tool makes predictions based on regional weather and forest conditions. AltaML has continuously improved the model to accurately predict the likelihood of a new wildfire 80% of the time.

[Read the story](#)



## Create new business value

AI can also open new doors for the types of experiences, products, and services that businesses are able to offer. Using AI, organizations can generate new value for themselves by creating new offerings—and by increasing the value that those offerings bring to their customers.

### Personalize customer experiences

AI can help businesses set up positive, personalized customer experiences that meet customers' high expectations. In retail, AI can be used to deliver personalization in online stores. By integrating robust AI-based recommendation engines into their websites, online retailers can create truly personalized online shopping experiences for all of their customers, at scale. These experiences prioritize individual preferences and behavior patterns to offer customers the content and recommendations that align with their preferences and needs, which fosters customer loyalty—and helps boost sales.

Other industries, like finance, can also use AI to offer personalized service to

customers. For example, [insurers can use AI to provide employees and agency partners access to the contextualized answers they need—fast](#). This allows them to more quickly respond to claims inquiries and expedite the recovery of capital from third parties or reinsurers. AI-powered CRM solutions, like [Microsoft Copilot for Service](#), offer out-of-the-box solutions for facilitating better, more personalized customer service with AI while other services, like [Microsoft Copilot Studio](#), and [Azure AI Studio](#), enable companies to create their own AI-powered chatbots to aid both employees and customers.

### Generate new products and services

AI targeting and personalization capabilities also offer benefits beyond just optimizing customer experiences. Using AI, businesses can streamline the creation of whole new products and services tailored to meet their customers' needs. In fact, AI can be used at every stage of development to help create groundbreaking new products and services that drive business growth.

For example, manufacturers can use AI to quickly draft emails to customers soliciting feedback on what new products, services, and optimizations they want. Manufacturers can use this information to brainstorm ideas for new products, and apply AI tools to summarize research and meeting notes as they do so. When a product is ready to be developed, product engineers can use AI to create digital twins that reduce the need for physical prototypes. All of these AI optimizations allow manufacturers to identify what products their customers want—and get those products to market faster.

### Improve outcomes

The efficiencies and quality improvements enabled by AI are also making it easier for businesses to increase the amount of value that their services offer customers. For example, in healthcare, [clinicians can use AI to help them analyze medical images when they're making treatment plans](#). They can also apply AI to synthesize data from various sources, including existing medical literature, patient medical histories, and diagnostic results. Using data insights, AI can help physicians by recommending tailored patient risk considerations, demographic trends, or patient population insights. After patient visits, staff can use

AI to create draft post-visit summaries and instructions. With assistance from AI, the healthcare industry is saving time and helping to improve outcomes and the quality of healthcare reviews.



### Dotdigital innovates with Microsoft's responsible AI to drive creativity and engagement for marketers

For more than 20 years Dotdigital has been working with brands to improve their marketing and engagement. To achieve this, Dotdigital continues to innovate its customer experience and data platform to meet the demands of brands and consumers, who expect seamless, relevant, instantaneous connections wherever they are. For Dotdigital, the answer lies in Microsoft's next generation of artificial intelligence (AI) technologies, including [Microsoft Copilot](#) and [Azure OpenAI](#). Dotdigital is already exploring their potential and leveraging the exciting new possibilities for the benefit of its customers.

[Read the story](#)



## Tap into AI opportunities for your business

The business scenarios in this e-book illustrate some of the ways that AI is already redefining work across a variety of industries: by enabling productivity gains, optimizing processes and operations, and helping organizations offer customers new products to increase value.

However, the applications explored here are just a few examples of the many ways that businesses are using AI right now to drive transformative impact. AI is still a rapidly developing technology, and the potential applications are limitless. When developed and used responsibly, AI has unprecedented potential to create wide-reaching positive impact, both for businesses and for the customers they serve.

With the information in this e-book, you're now ready to kickstart your organization's transformation, adopt and implement AI, and watch your business's potential soar.

# Take the next step on your AI transformation journey

[Explore Microsoft AI solutions](#) and see how Microsoft is empowering the world to achieve more with AI

[Learn how to plan, strategize, and scale AI projects](#) on Microsoft Learn

[Discover Microsoft Copilot](#), your everyday AI companion for work and life

[Try the free version of Microsoft Copilot](#)

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- 2 Work Index Trend. "What Can Copilot's Earliest Users Teach Us About Generative AI at Work?" November 2023. [www.microsoft.com/en-us/worklab/work-trend-index/copilots-earliest-users-teach-us-about-generative-ai-at-work](http://www.microsoft.com/en-us/worklab/work-trend-index/copilots-earliest-users-teach-us-about-generative-ai-at-work).
- 3 IBM and Ponemon Institute. "Cost of a Data Breach Report 2023." July 2023. [www.ibm.com/reports/data-breach](http://www.ibm.com/reports/data-breach).

