

Reliable

Transforming your enterprise with **Microsoft 365 Copilot**

How to tailor your AI solutions

AI is how work gets done. We can play a crucial role in unlocking the transformative potential Microsoft 365 Copilot can have for your enterprise by enabling significant productivity gains, enhancing innovation, and streamlining workflows.

In this e-book, let's explore scenarios in your business and discover how Copilot can transform:

- IT productivity
- Operational optimisation
- Marketing innovation
- Sales enablement

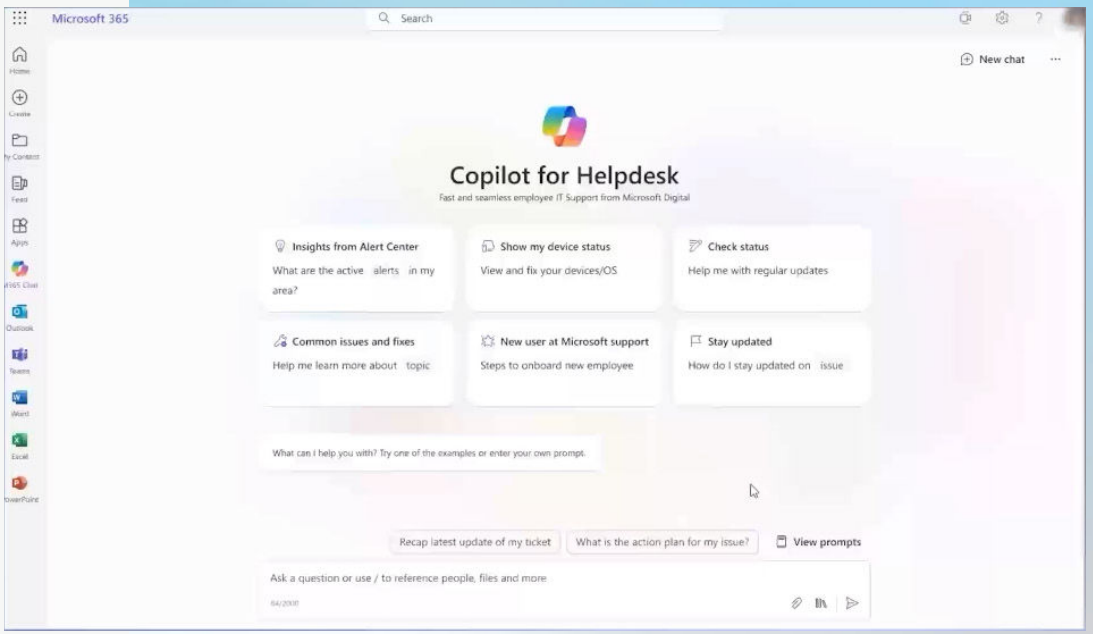


Key Insights: "70% of users say Copilot makes them more productive; 68% report improved work quality." [1]

1. Microsoft Work Trend Index

Enhance IT productivity

Your IT department plays a pivotal role in enabling enterprise-wide productivity while maintaining robust, secure infrastructures. With increasing adoption of generative AI tools, IT teams face mounting challenges such as managing compliance, safeguarding data, and addressing digital debt caused by inefficient workflows.



Use Cases:

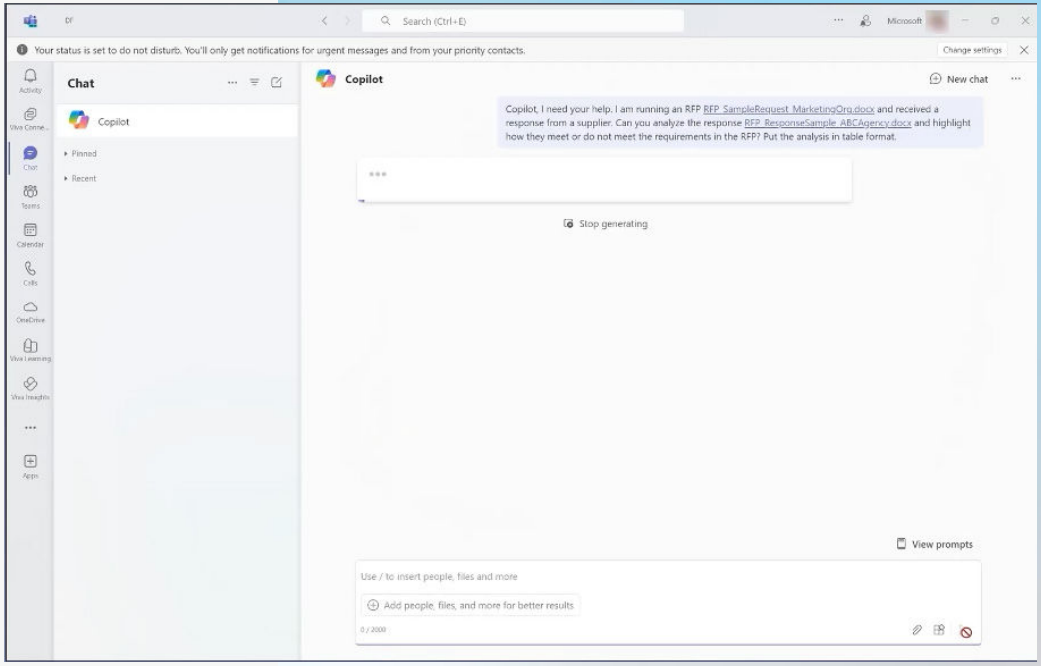
- **Automating ticket resolution.**
- **Streamlining device refresh requests.**
- **Enhancing cybersecurity monitoring with real-time AI insights.**

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 inefficiencies and fragmented workflows can impede enterprise productivity and create bottlenecks that affect costs and time-to-market. Microsoft 365 Copilot revolutionizes operational processes by automating repetitive tasks, centralizing data access, and providing actionable insights. With the ability to connect seamlessly to systems like ERP, CRM, and Microsoft SharePoint, Copilot reduces manual effort and ensures smooth coordination across operational teams.



Use Cases:

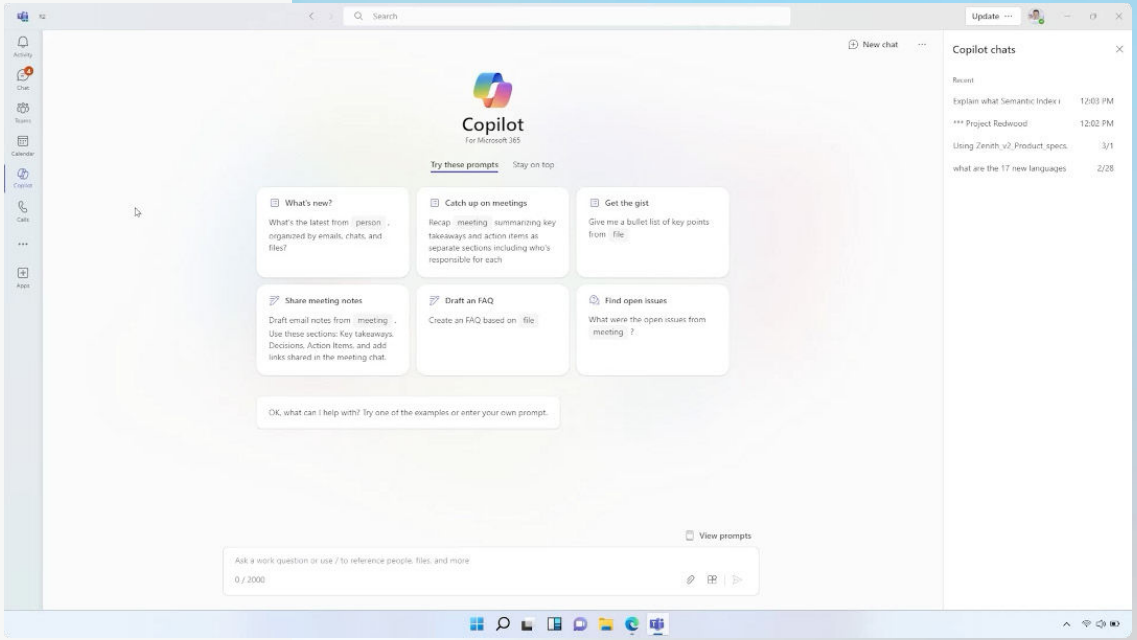
- **Automating supply chain management tasks.**
- **Summarising production defect analyses.**
- **Generating actionable project plans.**

Outcome: Achieve cost savings by reducing downtime and streamlining operations.

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. "

Boost marketing innovation

Microsoft 365 Copilot empowers marketing teams to deliver impactful campaigns with greater efficiency and precision. By automating repetitive tasks such as drafting promotional emails, creating social media posts, and summarizing market trends, Copilot enables marketers to focus on strategy and innovation.



Use Cases:

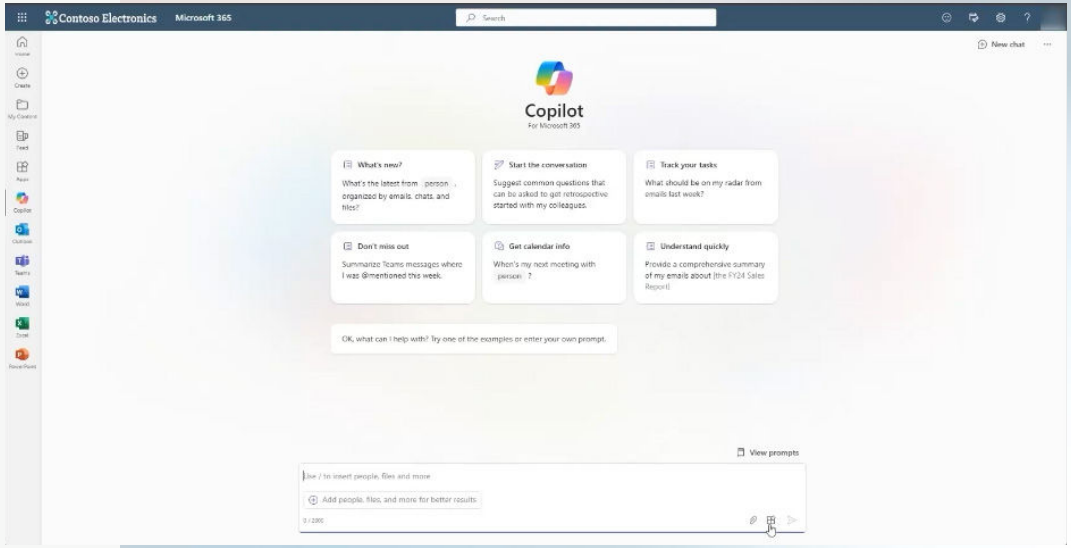
- **Market trend analysis with AI-driven insights.**
- **Auto-generating promotional content and social posts.**
- **Creating on-brand presentations in minutes.**

Outcome: Enhance content creation speed and success, driving better campaign ROI.

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

Drive sales enablement

Sales teams often face the challenge of balancing administrative tasks with customer engagement, leading to inefficiencies and missed opportunities. Microsoft 365 Copilot addresses these challenges by automating time-consuming tasks, allowing them to focus on building relationships and closing deals.



Use Cases:

- **Summarising customer engagement history.**
- **Creating dynamic sales presentations.**
- **Automating CRM data updates.**

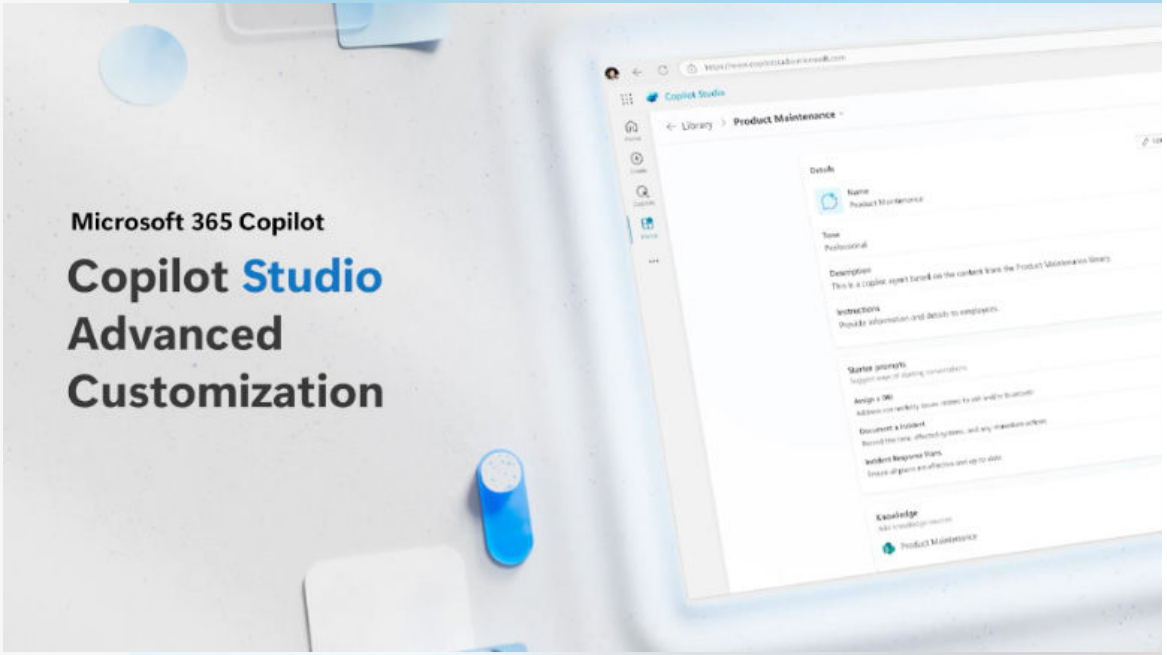
Outcome: Increase deal win rates and reduce sales cycle time.

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

Differentiate with Copilot Studio

Copilot Studio enables enterprises to create **customised agents** tailored to their specific needs. Unlike generic AI, it allows organisations to design assistants that reflect unique workflows and data. With a low-code/no-code interface, teams can quickly build and deploy AI agents that integrate with systems like CRM and ERP. This helps automate processes, streamline operations, and deliver relevant AI solutions.

Connecting with over **1,200 pre-built connectors** and legacy systems, Copilot Studio enhances versatility. It accelerates innovation by allowing businesses to adapt AI agents as needs change, ensuring continuous improvement. The platform is **secure, scalable, and customisable,** helping organisations reduce costs and create efficient, customer-focused AI experiences.



Example Scenario:

- **Building a custom customer service agent to handle FAQs and escalate complex cases.**

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

Transform your business **with Microsoft 365 Copilot**

Embrace the future of work with Microsoft 365 Copilot and Copilot Studio.

Core benefits

Boost productivity: Automate repetitive tasks, enabling employees to focus on strategic, high-value work.

Enhance collaboration: Seamlessly integrate into tools like Microsoft Teams, Word, and Excel to streamline teamwork and decision-making.

Personalised insights: Discover AI-driven recommendations tailored to specific roles and workflows.

Business outcomes

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

Faster innovation: Quickly adaptto changing business needs with customizable agents built inCopilot Studio.

Improved employee satisfaction: Relieve digital fatigue and enhance engagement by automating mundane tasks.

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]

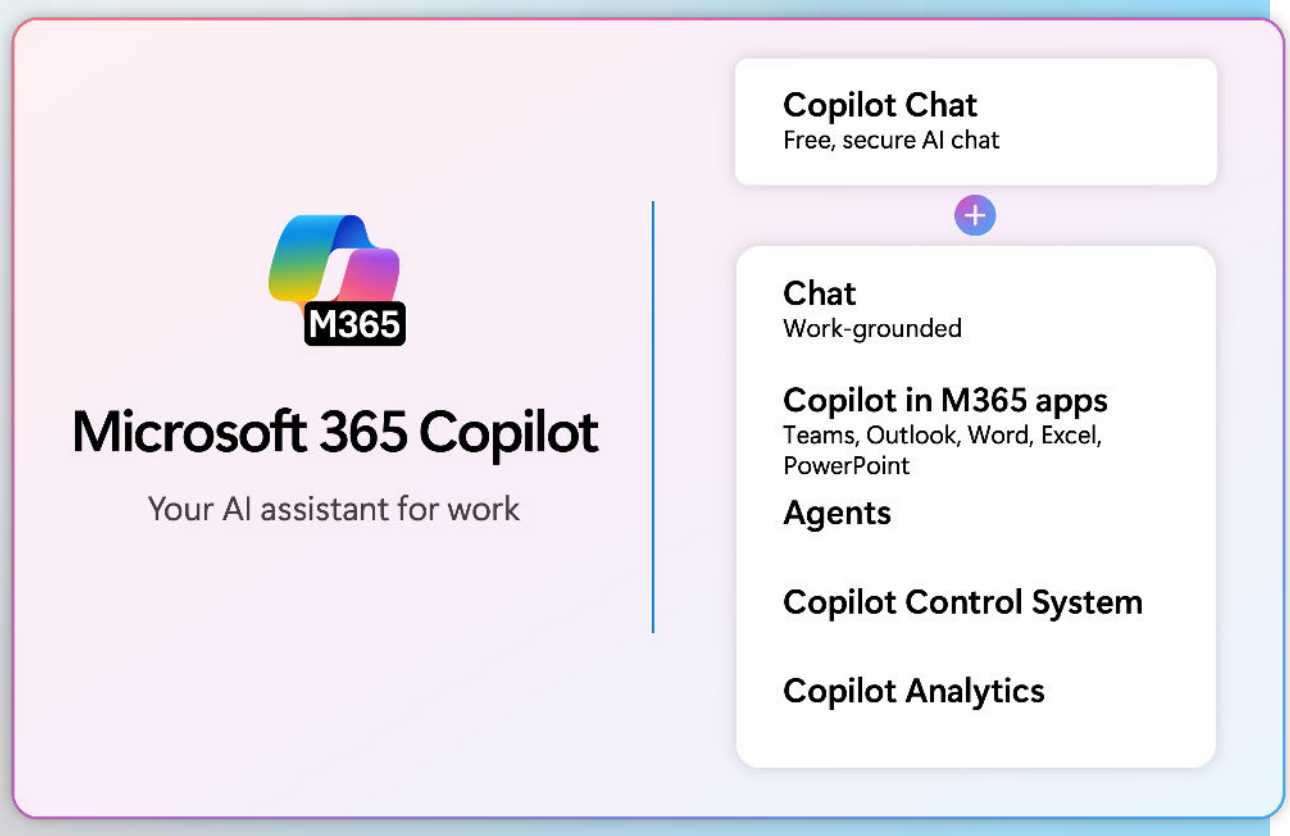
Scalable AI solutions: From IT to Marketing and Sales, Copilot enables organisation-wide transformation.

1. Microsoft Work Trend Index

Copilot Chat

Are you looking to test out AI to better understand how to improve productivity at your business? Introducing Copilot Chat – **a free and secure AI chat solution** that gives your users a standardised AI experience as you implement transformational strategies at your business.

Provide your users with foundational AI functionality and opportunities to familiarize themselves with prompting best practices as you identify additional scenarios where Copilot can improve processes for your enterprise.



Partner-powered AI: Unlock the full potential of Copilot with expert guidance

Working with Reliable improves the opportunity for successfully deploying and optimising Microsoft 365 Copilot. We offer expertise in navigating complex areas such as data governance, compliance, and system integration, ensuring a smooth rollout. Accelerate time-to-value by partnering with us as you customise Copilot to align with your specific business needs, building tailored agents in Copilot Studio, and integrating AI with existing applications.

Additionally, Reliable provides ongoing support, training, and governance, helping your organisation refine use cases and scale AI adoption over time. Maximise the impact of AI, achieve faster results, and drive meaningful outcomes.

Contact us today to learn more

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