



Solution Brief

Insight Use Case Scenario and ROI Planning for Microsoft 365 Copilot

Focus your Microsoft 365 Copilot investment on generating the best tangible returns.

It's no secret that implementing new technology within any business can be a daunting task. The promises of increased efficiency, productivity, and ultimately profitability are enticing, but many often struggle to realise the tangible benefits that are anticipated.




Artificial Intelligence (AI) has captured the attention of nearly every business, and like with all new innovations, there is a surge of activity to use it and gain a competitive advantage. But, you need to really understand the why, and what to implement and deliver the benefits that are promised.

It starts with identifying and planning the specific tangible benefits and returns on investment (ROI) you expect.

How Insight can help

When it comes to Microsoft productivity tools, Insight, as a leading Solutions Integrator is at the forefront of understanding and supporting businesses of all sizes and complexities to leverage the technologies and drive tangible business benefits.

We can help you understand:

People	Tasks	Metrics
		
<p>Who in your organisation would gain the most benefit</p>	<p>Typical tasks by functional area that can be enhanced by using Microsoft 365 Copilot</p>	<p>Track specific and tangible ROI when using Microsoft 365 Copilot</p>

Microsoft 365 Copilot



Your outcomes

- Identify the best tangible use cases that will benefit from using Microsoft 365 Copilot
- Establish the baselines of actual time of effort of tasks and improvement opportunities
- Define and create dashboards to track the return on your investment within your business

Additional service to accelerate your ROI




- Continual adoption and change management

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We can help you accelerate your deployment and returns by focusing on identifying the key use cases within your business with strong, tangible returns on your investments.

We do this through our proven approach to helping organisations understand how technology makes a real difference when you focus on the people, task processes and metrics to deliver the step-change in efficiencies and outcomes you need.

Our approach focuses on three key areas that deliver results:

 <p>Persona research and development</p>	 <p>Task assessments</p>	 <p>KPI tracking</p>
<ul style="list-style-type: none"> • Define persona groups within your organisation and understand high-level responsibilities • Identify and prioritise high-value use cases based on key business requirements, desired outcomes and ROI 	<ul style="list-style-type: none"> • Focus group interview to gain persona groups consensus <ul style="list-style-type: none"> • Shadowing persona groups to establish the real current situation • Gain understanding of actual time and efforts of regular tasks 	<ul style="list-style-type: none"> • Use existing or creation of new dashboards for tracking pre and post Microsoft Copilot implementation • Define and setup governance for tracking ROI

Outcomes

We will deliver you comprehensive analysis, strong use case identification and governance to track tangible ROI of your investment in Microsoft 365 Copilot.

Why Insight for Microsoft?

Our 30+ year partnership and investment in a team of over 8,000 sales and delivery experts for Modern Workplace solutions demonstrates our commitment to Microsoft technologies and maximising their value for your business.

Partner	20	180 countries	Top 1%	2,000+	2,000+
	Microsoft Solution Advanced specialisations	Global footprint	of all Microsoft Partners globally	Support agreements	Dedicated Microsoft professionals

About Insight

At Insight, we define, architect, implement and manage Insight Intelligent Technology™ Solutions that help your organisation run smarter. We will work with you to maximise your technology investments, empower your workforce to work smarter, optimise your business and create meaningful experiences.

For more information please contact your Insight Account Manager.

08444 723 800 | contactus@insight.com | uk.insight.com

