



Empowering the Future of Work with Generative Al

Bologna 6th March 2024

> Roberto Vaccari Microsoft Modern Work Director









Digital debt is costing us innovation

64%

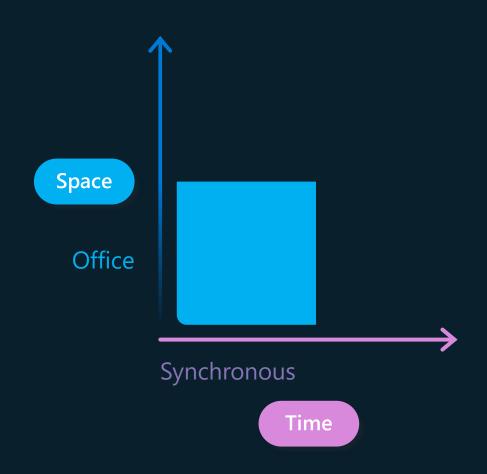
of employees don't have enough time or energy to do their job 57%

of employees' time is spent communicating - in meetings, email, and chat 43%

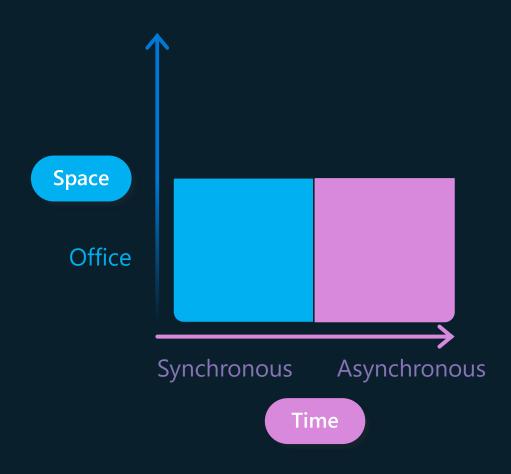
of employees' time is spent creating - in documents, spreadsheets, and presentations The way we work has dramatically changed over the past years...

The traditional work environment

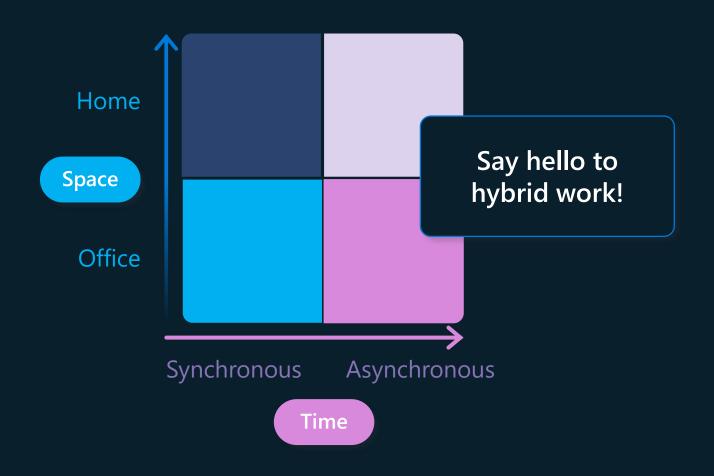
Circa 1950



Enter the Internet Circa 2000



Enter the pandemic

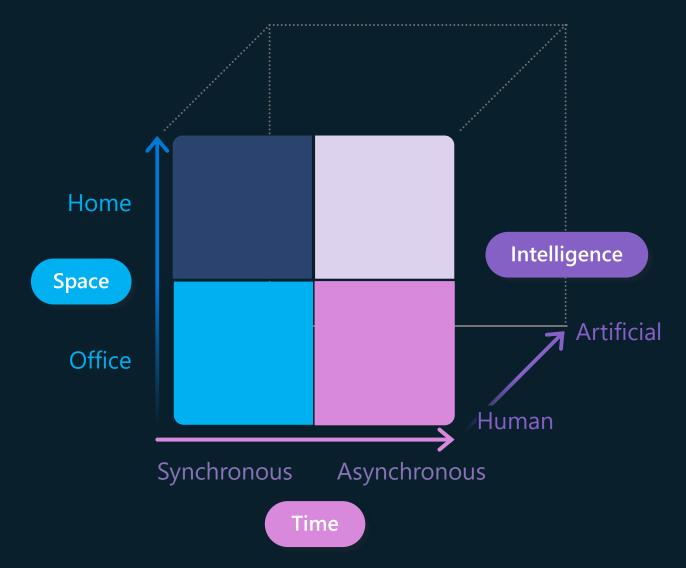


This is an extraordinary shift in how we work

...but it's not over.

Enter Al. (Circa right now)

Where does Generative AI fit here?



Al is not a tool for work.

It is a new dimension of work.

The Big Shift of Artificial Intelligence

Autopilot



Copilot

Al transformation opportunities



Enrich employee experiences



Reinvent customer engagement



Reshape business processes



Bend the curve on innovation

For every \$1 a company invests in AI, it is realizing an average return of

\$3.5

14 months

Average time it takes for organizations to realize a return on their Al investment

HR

Store, access, and prioritize notes in a fraction of the time.

Transform employee onboarding experience





Marketing

Jumpstart the creative process and generate ideas while writing

Legal

Streamline legal assistance and contract creation



Generative AI empowers every end user



Sales

Stay focused on closing deals with an AI assistant for email

Finance

Simplify financial reporting and validating data quality



Customer Service

Stay coordinated as a team to resolve more customer issues

A Practical Example

How Gen Al helps in my everyday job.

Making the working day easier with Copilot...

8:00 – Catch up with Co-pilot



Get Up To Date

Your Co-pilot summarises the mail you missed while you were out. The AI will let you Draft responses using Your M365 documents





Never Miss the details

Prioritizing wont mean missing out anymore. Your copilot will Brief you on the Teams meeting points. Suggest actions and even tell you why these decisions were



9:00 - Calendar conflict of Team Meeting with a Partner meeting

9:40 - Prepare For **Customer Meeting**



Briefing for success

Co-pilot will summarize all customer conversations including issues and deliverables. Setting you up for success

~ —



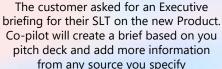
Pitch Perfect

Co- pilot will create custom deck based on your notes and new product proposals that came from marketing





10:00 - Customer meeting



Word proposal

12:00 - Action on Meeting takeaways



14:00 - Prep for Sales Review



Fast Forward moves and cuts

Your Co-pilot will analyze data in Excel and show up key trends. You can as the co-pilot to drill in and visualize data



Be a Team Player

Co-pilot will pull data from you excel sheet on the one note/loop and help prepare the final form while collaborating in real time

16:00 - Sales

Review



17:00 – Focus

Stay focused

Your copilot will bring the data and status reports to you in teams. You can plan for better results



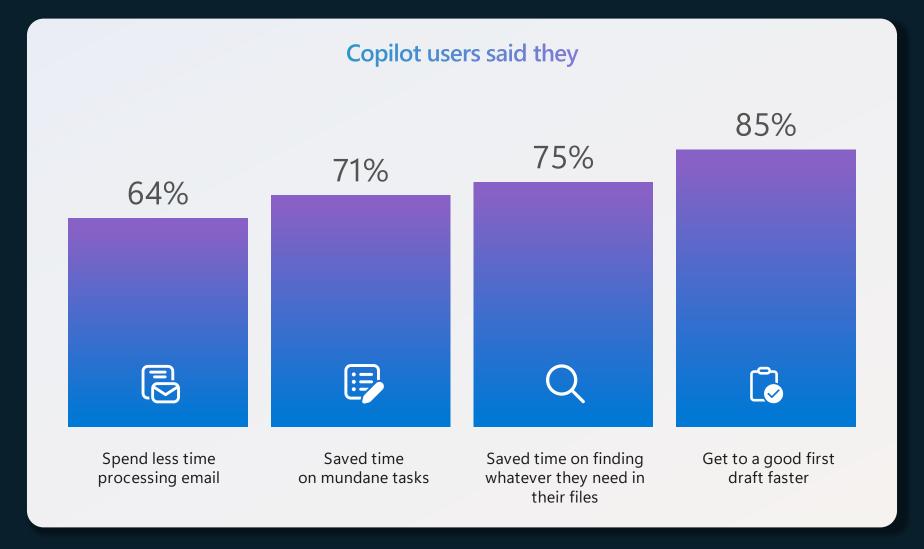




Early Movers, Early Success

What does success look like?

Gen Al users are more productive



10+

hours saved per month

Thank you