



Microsoft Copilot

How revolutionary is AI really?

Introduction

Artificial intelligence (AI) is on everyone's lips these days - and with good reason. There's been a quantum leap in this field in recent years, and it's increasingly impacting our everyday working lives. AI, such as Microsoft 365 Copilot, can help us solve complex problems, gain new insights, and unleash creativity.

But what can Microsoft Copilot really do, and how does it affect implementation and compliance with the corporate design? To get to the bottom of this, let's take a closer look at the Microsoft Office AI.

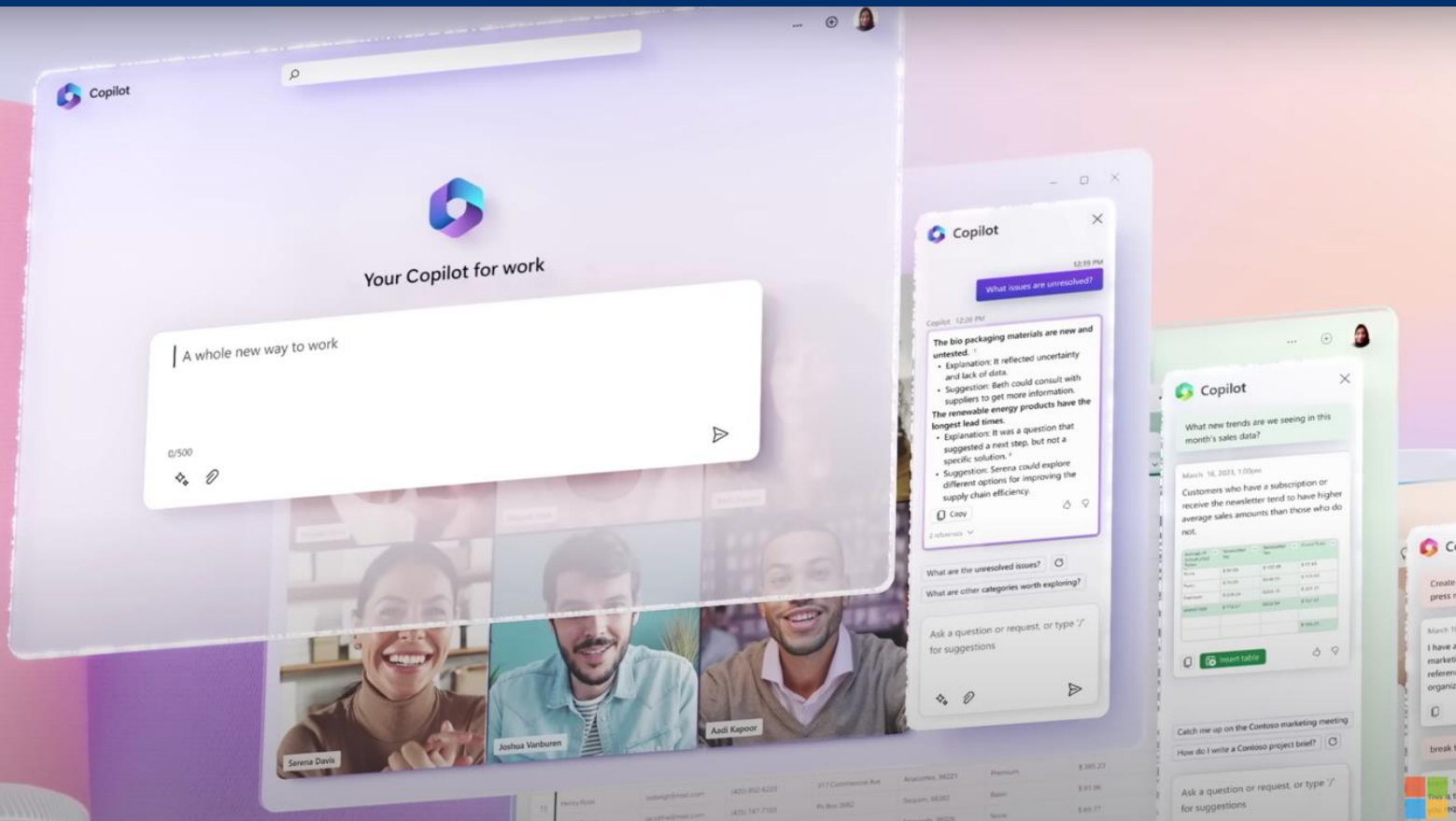


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01

Artificial
intelligence:
the new era of
the digital
revolution



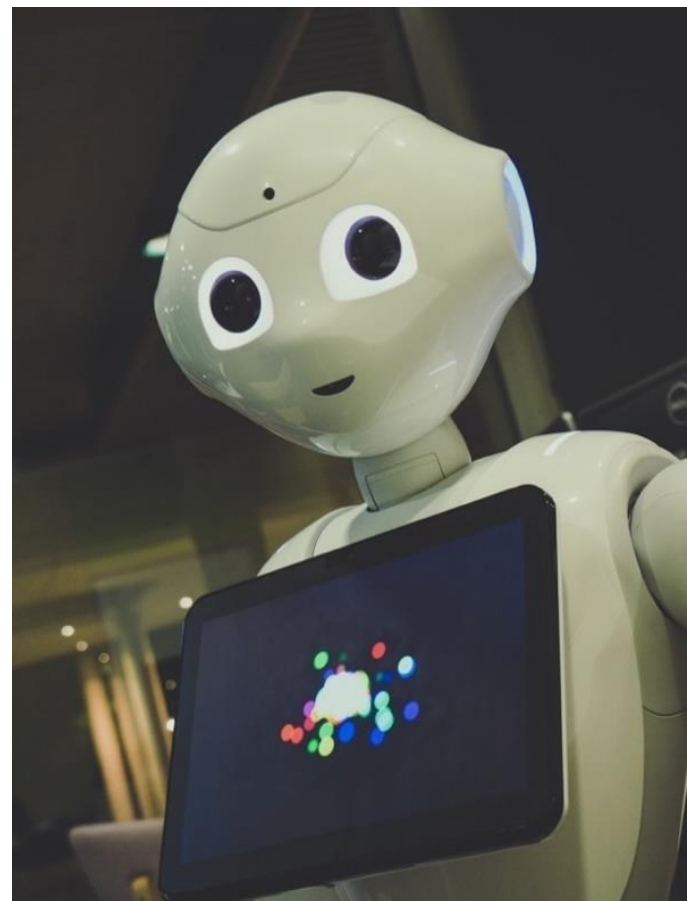
Not so long ago, artificial intelligence was something of a black box that seemed far removed from everyday office life. Today, however, AI tools are seen as one of the most important and disruptive technologies of our time. AI can compose text, create slogans, and even write code. While AI chatbots have been around for a while, the launch of OpenAI's ChatGPT chatbot opened the general public's eyes to see how AI could make our working lives easier.

In Bing, for example, AI also works as a search engine that can answer complex questions. It does this by responding to prompts, which are requests that users enter in a line of text or even by speech (if the device has a microphone).

Als rely on so-called Large Language Models (LLMs) to learn how to communicate with people. LLMs are statistical models that developers use to train AIs to understand and imitate human language. And this is where the real power of AI lies. Thanks to these language models, we can communicate with AI using the highest common denominator: natural language. Depending on the AI, different huge data sets serve as reference.

Software giants like Microsoft have been working behind the scenes on artificial intelligence for years. They've achieved great progress, as demonstrated not least by the new AI "Microsoft Copilot". This AI promises to be more than just an assistant. It's your co-pilot at work, designed to help you achieve your goals and improve your skills.

For all the excitement, the rapid development of artificial intelligence also raises some questions and concerns. These range from the impact on the labor market to how Microsoft Copilot affects internal workflows and processes, including the creation of content that complies with corporate design specifications.



Microsoft Copilot under the spotlight

Office AI is built into all Microsoft Office applications, including Word, PowerPoint, Excel, Outlook, Teams, and more. The Copilot AI helps you unleash your creativity, work more productively, and simplify time-consuming tasks.

Basically, creating Office documents can always be divided into form and content, with Copilot focusing on the content.

When it comes to writing, summarizing, and optimizing text, Microsoft Copilot is a huge help. It can quickly turn your latest meeting notes into a full transcript. Draft text for your next proposal is just a prompt away. Copilot also handles spell-check and text optimization. All this happens directly within Microsoft applications.

With Copilot, you can use a Word document as a template for a PowerPoint presentation. The AI analyses the information presented in text or video form, combines it with the prompts you enter, and creates a complete presentation with images, animations, and more. Copilot automatically searches the web for suitable images that you can insert into your Word, Outlook, or PowerPoint documents. But be careful: image licenses and copyrights must be respected!

You can use Microsoft's AI in all the Microsoft 365 applications. For example, you can create summaries or even write emails based on previous correspondence in Outlook. With the Copilot AI, you can visualize data collected in Excel and analyze trends in seconds.

That sounds great! When will we be able to use these features in Copilot? Since March 2023, twenty select companies have been testing it, including Chevron, Goodyear, General Motors, and Dow. According to Microsoft, Copilot will begin to roll out in its early form as part of the free update to Windows 11, starting September 26. Microsoft 365 Copilot will be generally available for enterprise customers on November 1, 2023 (as of September 2023).

Microsoft and the creative minds behind OpenAI (the developers of ChatGPT) are working closely together to develop Microsoft Copilot. Microsoft has already invested approximately \$10 billion in the startup. OpenAI provides the language model for Microsoft AI, according to Microsoft. The latest version of the AI is called ChatGPT.

02

Microsoft Copilot and the corporate design



How does Microsoft Copilot affect corporate design? It's important to recognize that the design of Microsoft Office documents plays a secondary or even irrelevant role for Copilot because its focus is on the content.

Copilot relies on existing Office files and content in your organization that you have access to. And this is where the problem lies. Why is that? Studies such as the Nielsen Company's Global Office Study show that almost 50% of all Office documents created do not comply with the company's corporate design. But that's not all. In addition to design, content can also be outdated and incorrect.

Unfortunately, in the worst case, Copilot will repeat past mistakes in every new Office document. There's also a risk that users will become less attentive as content is automatically generated for them.

In terms of corporate design, this is counterproductive, to say the least. At the scale of an international company with multiple locations, it becomes increasingly difficult to adhere to corporate design guidelines. The more teams work independently, the greater the risk of deviations from the corporate design. This can cause significant damage to brand awareness and corporate identity.



Microsoft Copilot doesn't strengthen the brand

PowerPoint slides generated by Microsoft's AI frequently don't match corporate design specifications. This happens not only because the slides were created incorrectly in the past, but also due to how the "Designer" feature in PowerPoint works. That "Designer" feature is an AI feature that's been part of PowerPoint for years.

Microsoft Copilot uses the "Designer" AI to create slides. The catch? Not only are the capabilities of this feature very limited, but the suggestions often conflict with corporate design.

It's no surprise, then, that Microsoft 365 Copilot doesn't enable compliance and verification of design guidelines, conversion of existing content to a new design, or template management.

Microsoft's AI also doesn't provide a "single source of truth", which can lead to significant problems. Microsoft Copilot doesn't access up-to-date information from the Internet in real time. Instead, it gathers data it thinks is relevant to the user via the Microsoft Graph data intelligence API that provides access to data stored in an organization's Microsoft 365 services. That can include a lot of old, outdated templates and content. So Copilot has no specific source of only current and shared templates and documents. Unless the AI is explicitly instructed otherwise, outdated information is ingested and communicated in a repurposed form. With more than 60% of employees regularly using Office documents for external communications, the risk of reputational damage rapidly increases when Copilot uses non-curated content.

In short, Copilot uses tools that weren't designed for the complex task of creating brand-compliant content. The AI focuses on productivity, especially in text and voice, but not on design and layout.



No integration of design guidelines within Microsoft 365

No checking of content for compliance with design guidelines

No conversion of existing content to a new design

No centralized management of templates and brand assets

No creation of complex business presentations with Microsoft 365 Copilot

[Microsoft's promotional videos](#) show how Microsoft Copilot creates a presentation with just a few specifications. However, this is a simple PowerPoint presentation for personal use. This case doesn't apply to complex business presentations.

Often, to achieve a comprehensive and correct business presentation, a large amount of sometimes complex data input is required. This includes product information, product descriptions, prices, legal information, and notes. And because Copilot relies on the existing PowerPoint "Designer" feature, Copilot quickly reaches its design limits when creating slides.

In addition, converting a Word document into a PowerPoint presentation as shown in Microsoft's promo video, while impressive, isn't a realistic business practice. Those two applications serve very different functions: Word is text-focused; PowerPoint emphasizes visual communication with a much-reduced word count.



Microsoft Copilot: a double-edged sword

Microsoft's new AI is supposed to make working with Office 365 even more intuitive. Whether this promise will be fulfilled in practice remains to be seen. The potential is huge and clearly more and more software solutions will work with AI in some way.

AI enables users to discover previously unused features of in Office applications. For example, on average, we use only 10% of all the features in PowerPoint. Copilot makes it easier to access the other 90%, provided we ask the right questions and provide the right instructions in our prompts.

Copilot unfolds its full potential especially when composing, summarizing, and optimizing text. It perfects spelling and writing style directly in the Microsoft Office applications.

Let's take another look at the future. One possible future scenario for AI in Microsoft 365 is the use of custom AI-generated images. Imagine being able to create your own images that perfectly match your content, right in Microsoft Office. This feature is already available in Microsoft's Bing search engine!

When it comes to adhering to or implementing corporate design, however, AI reaches its limits.

Controlling content isn't one of the strengths of the Office applications. Microsoft Office 365 only rudimentarily covers the management of created content. As mentioned above, there's no central source of truth or central library where all business-relevant and current content can be collected, managed, and edited.

Solutions for these tasks are provided by Microsoft Office add-ins. These software solutions don't compete with Microsoft 365 and Copilot, but rather complement it. In fact, Office add-ins and Microsoft Copilot both contribute significantly to a consistent look and feel, more effective workflow, increased productivity, and more fun at work.



03

Functionality
check: Microsoft
Copilot in
everyday business



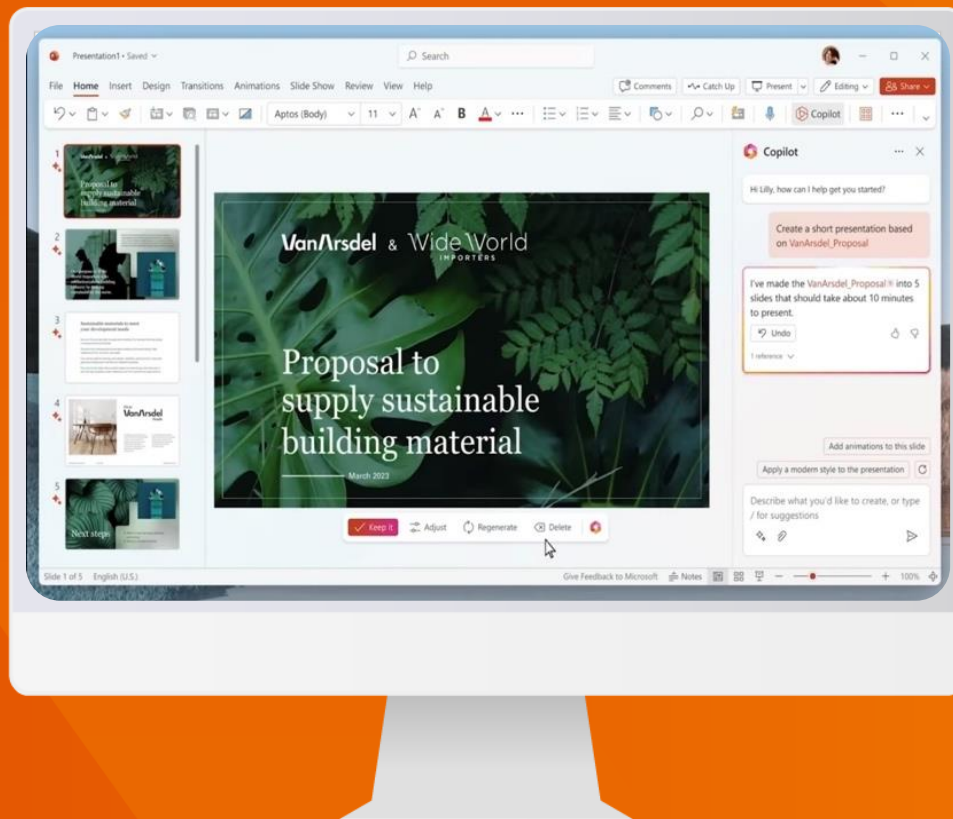


PowerPoint

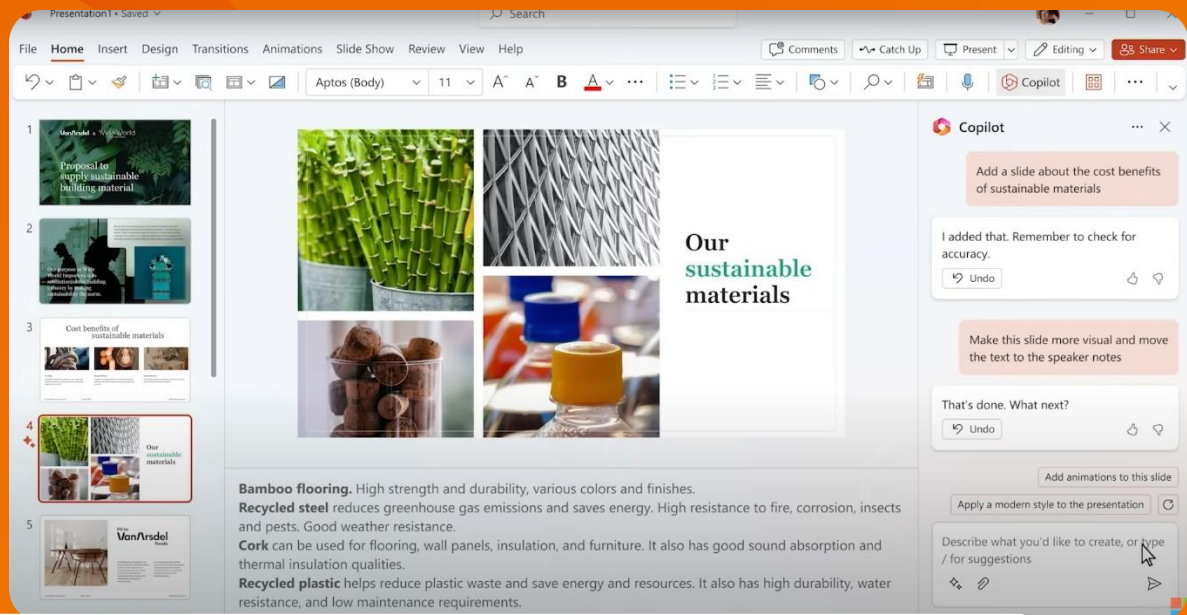
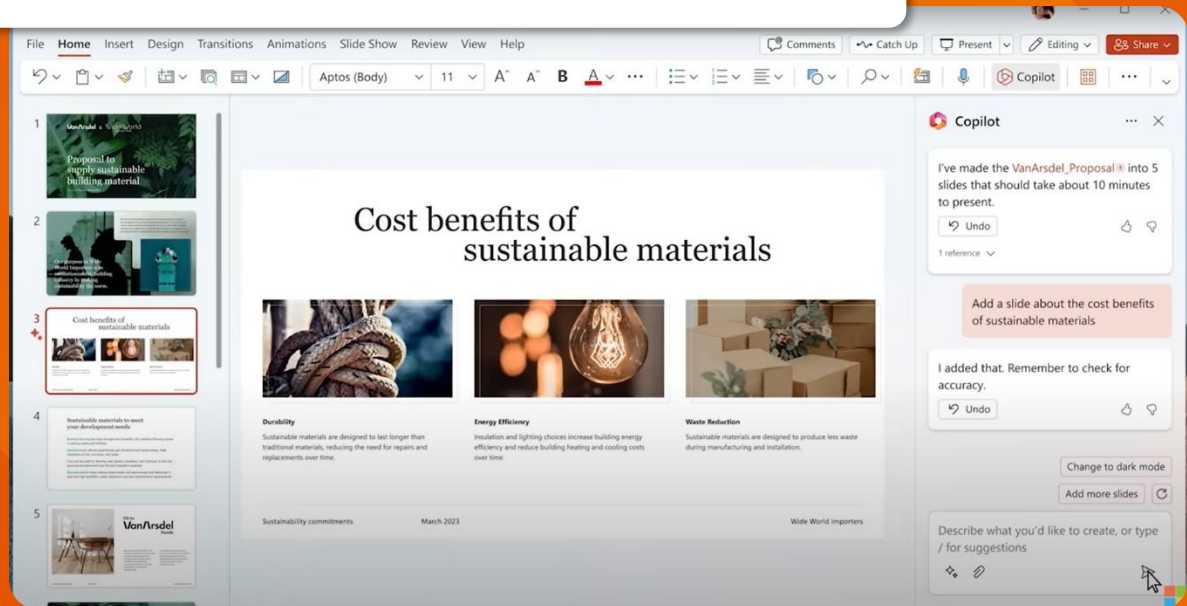
Microsoft Copilot promises to unleash the full potential of presentation software. As mentioned above, most users use only 10% of the features available. Copilot helps unlock the remaining 90% - provided you give it the right instructions. For example, the digital assistant can quickly present a variety of transitions and animations and suggest slide layouts and designs. You can also tell it to create simple presentations from Word documents.

Remember, however, that Copilot uses the Designer function already included in PowerPoint for these formatting tasks. So you need to double check and fix any non-compliant slide designs manually or with the help of an Office add-in.

Create a short presentation based on VanArsdel Proposal



Add a slide about the cost benefits of sustainable materials



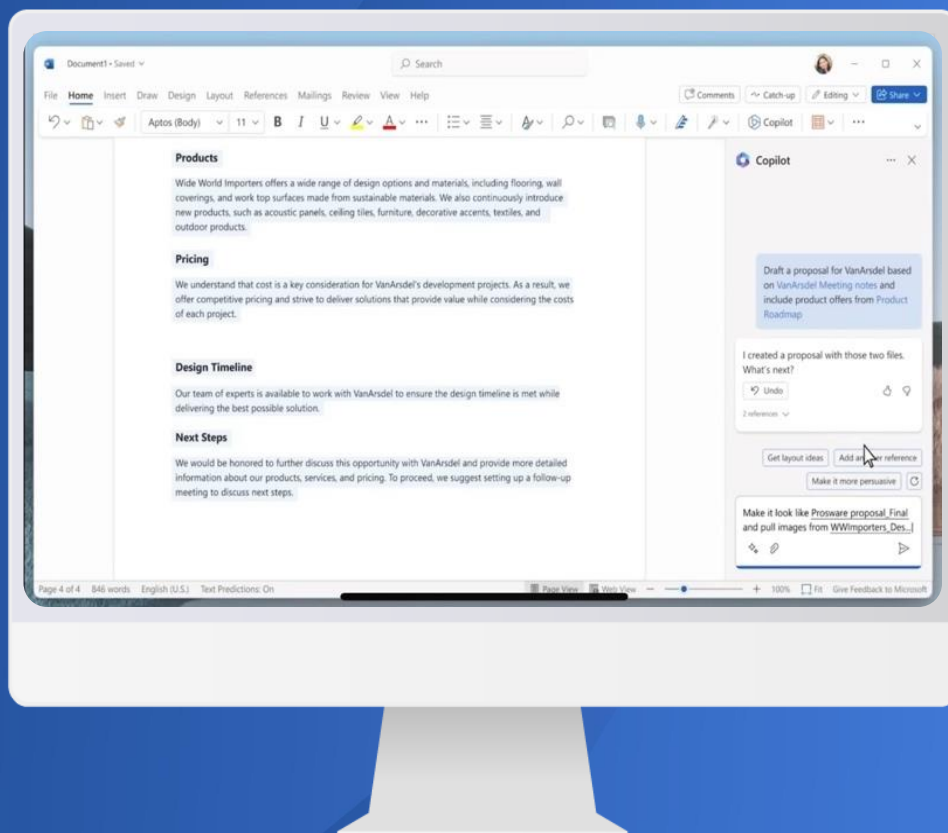
Make this slide more visual and add the text to the speaker notes



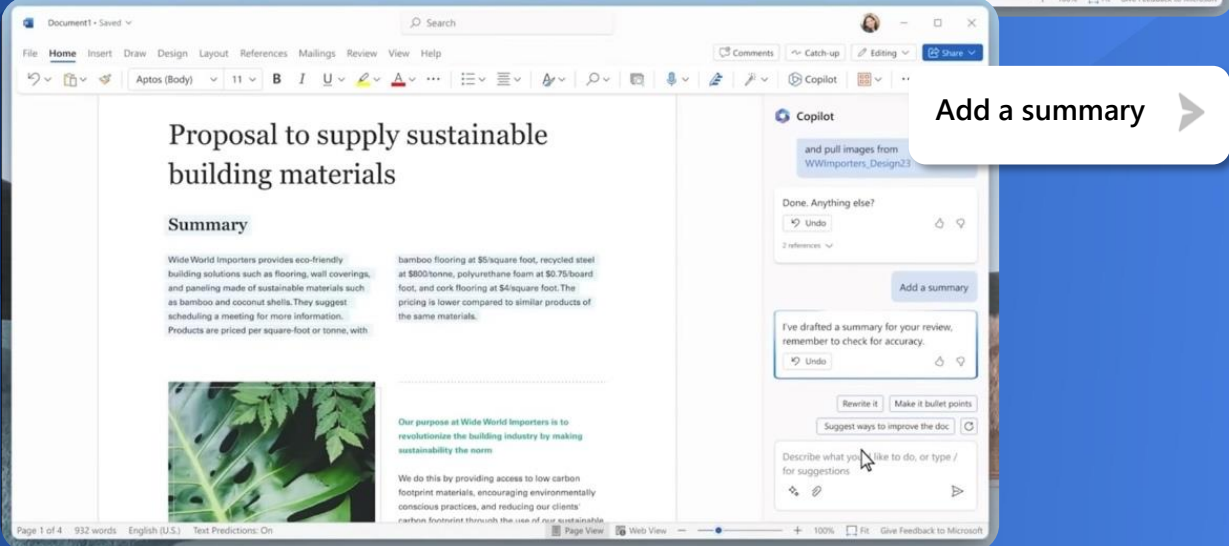
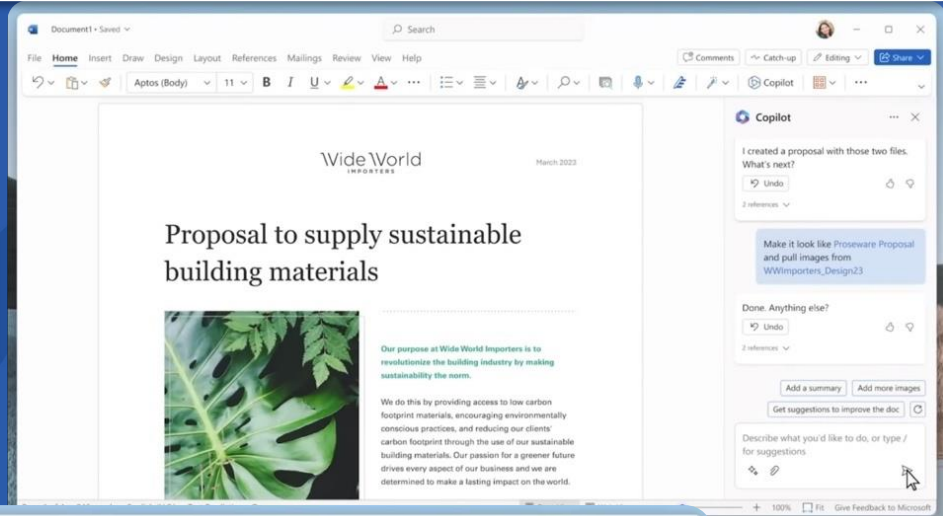
Word

When it comes to working with text, Copilot really comes into its own. With the help of the AI, you can quickly summarize documents, shorten texts to the essentials, or have a speech written on a specific topic based on previous e-mail correspondence. The AI can insert speaker cues (pauses, eye contact, hand movements, etc.) into the script. Copilot can also create FAQs on a topic or generate a complete draft text for a proposal, for example. It can analyze information from your company and optimize the text, giving you feedback on how to strengthen arguments or fix inconsistencies.

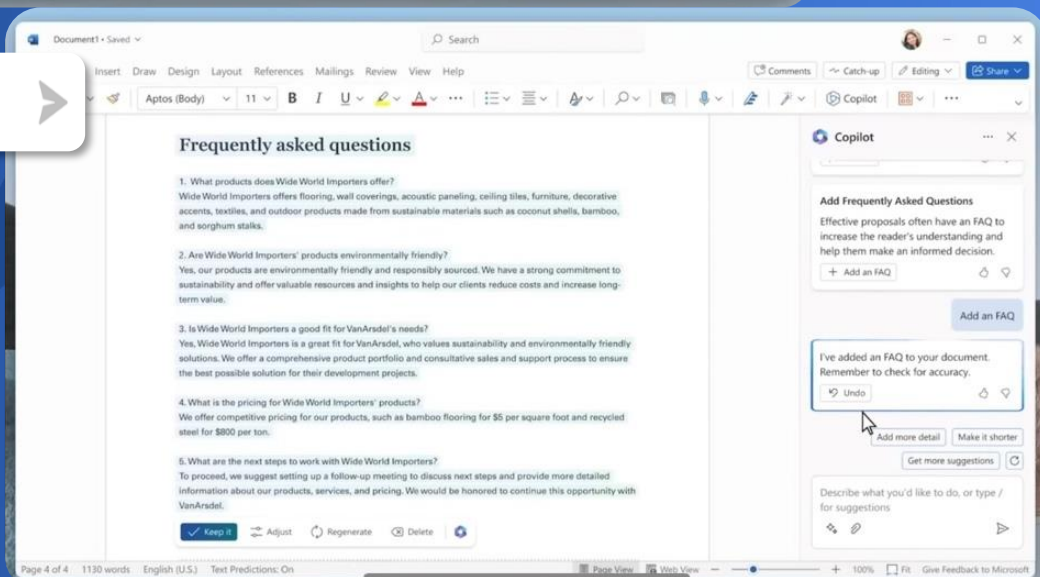
Draft a proposal for VanDarsel based on VanDarsel meeting notes and include a product offer from the product roadmap



Make it look like the Proseware proposal and pull images from Wwimporters_Design23 ➤



Add a FAQ ➤



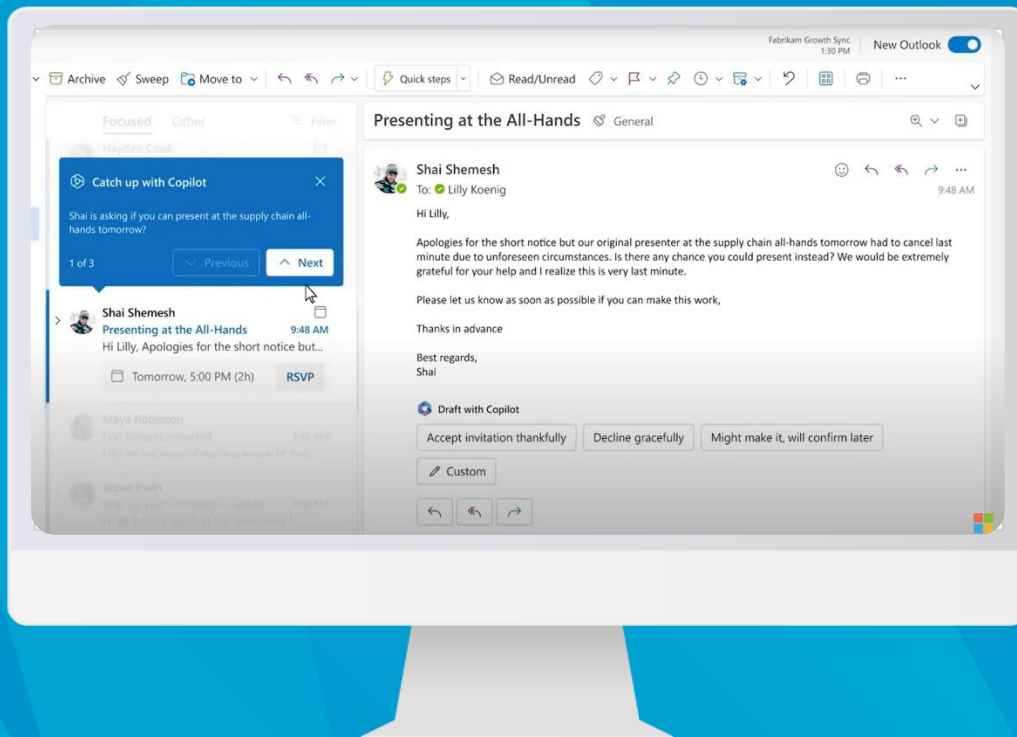


Outlook

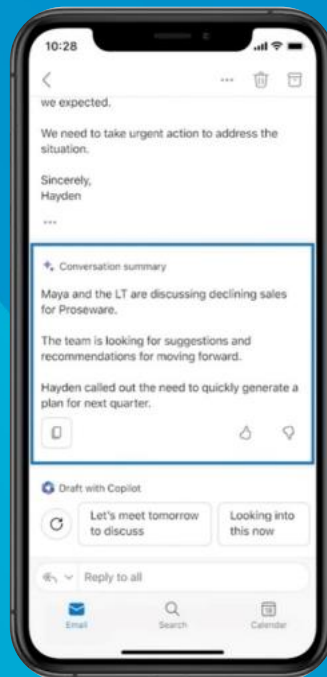
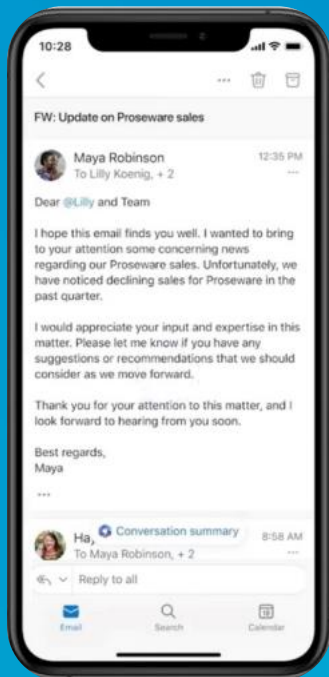
Copilot also provides useful assistance in Outlook. You can ask the AI to compose and reply to emails based on bullet points. The AI can refine a draft in terms of tone, salutation, content, and so on. The AI personalizes the email using information from your calendar, emails, chats, and contacts.

Microsoft Copilot also helps you organize your inbox by organizing emails, showing priorities, or filtering the most important content from a long correspondence.

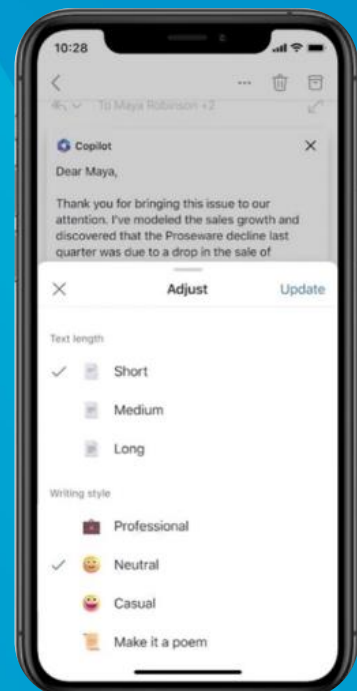
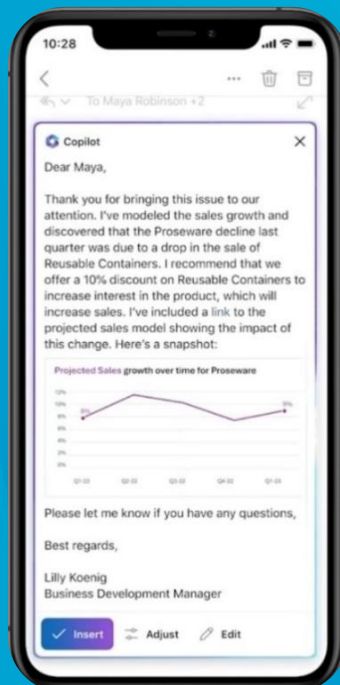
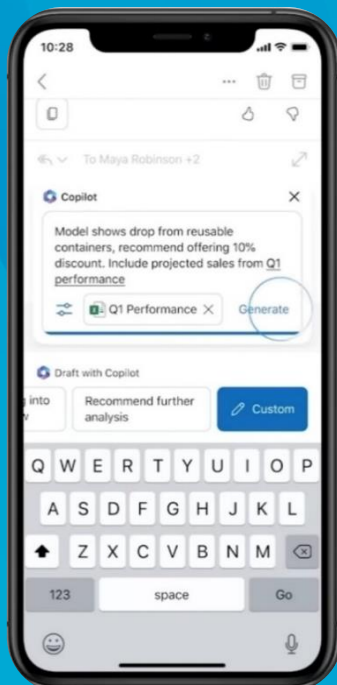
Highlight the most important emails to prioritize



Conversation summary



Draft a reply using data from an Excel file





Excel

Because Microsoft Copilot AI works across applications, you can have it create a tabular summary based on different sources of information, such as Word documents or other spreadsheets. It can analyze data and trends, then suggest formulas based on your questions. You can also ask it to create reports. The AI can use information from various sources to derive and highlight opportunities and risks, for example. Another practical application is to create a SWOT analysis.

Analyze this quarters business results and summarize three key trends



The screenshot displays a Microsoft Excel spreadsheet with a table of business data. The table has columns for Product, Discount Band, Units Sold, Manufacturing Price, Sale Price, and Gross Sales. The data includes various products like Biodegradable Cleaning Products, Recycled Can, Natural Personal Care Products, Compostable Food Packaging, and Sustainable Snack Packaging, each with associated discount bands and sales figures.

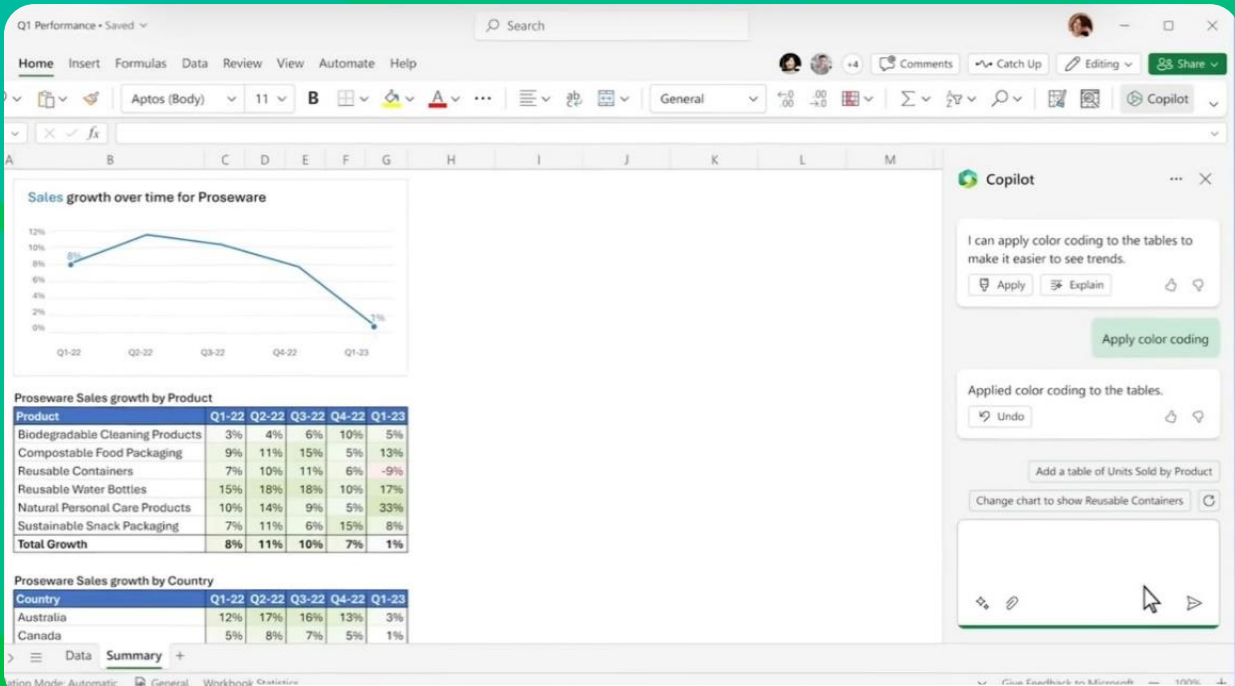
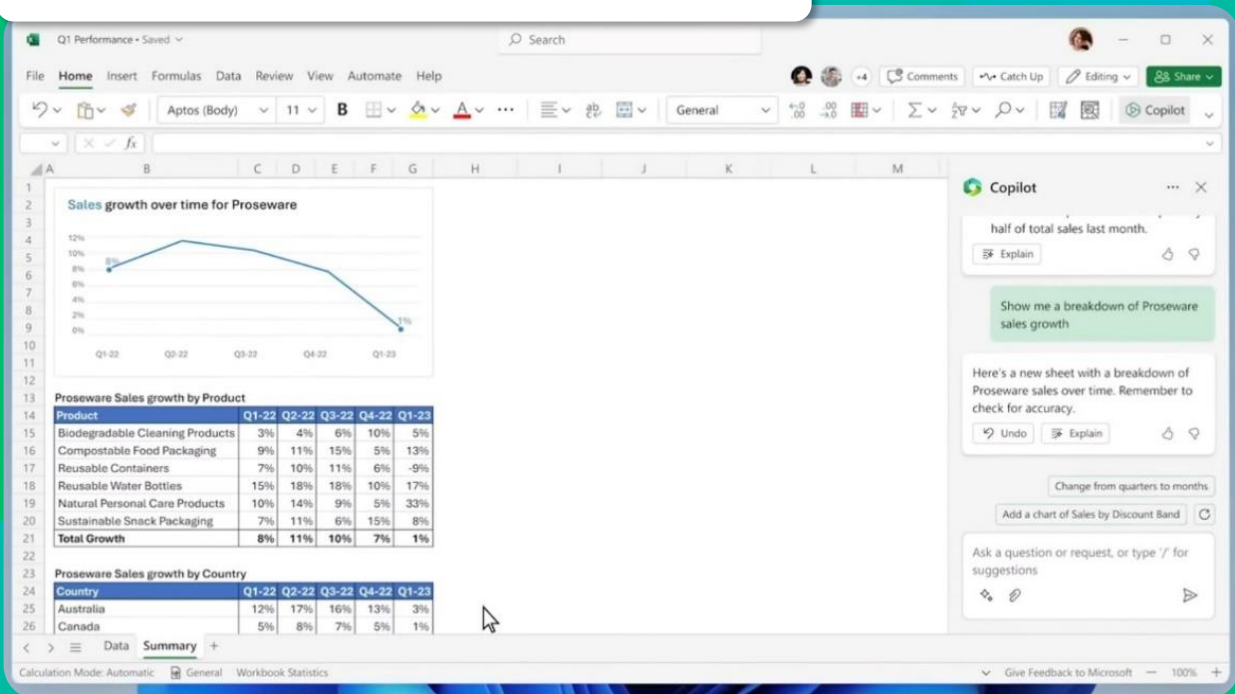
Overlaid on the right side of the spreadsheet is the Microsoft Copilot AI interface. It shows a user prompt: "results and summarize three key trends". Below the prompt, Copilot has generated a response titled "Key trends:" which lists three points:

- Sales are trending up for all customers, except Proseware which is down this quarter.
- Manufacturing costs are down this quarter after an increase in Q3.
- Low discount products made up nearly half of total sales last month.

Below the trends, there is an "Explain" button and a feedback icon. At the bottom of the Copilot panel, there are two buttons: "Filter Discount Band to Low" and "Add a margin column". At the very bottom of the Copilot interface is a text input field with the placeholder "Ask a question or request, or type '/' for suggestions" and a search icon.

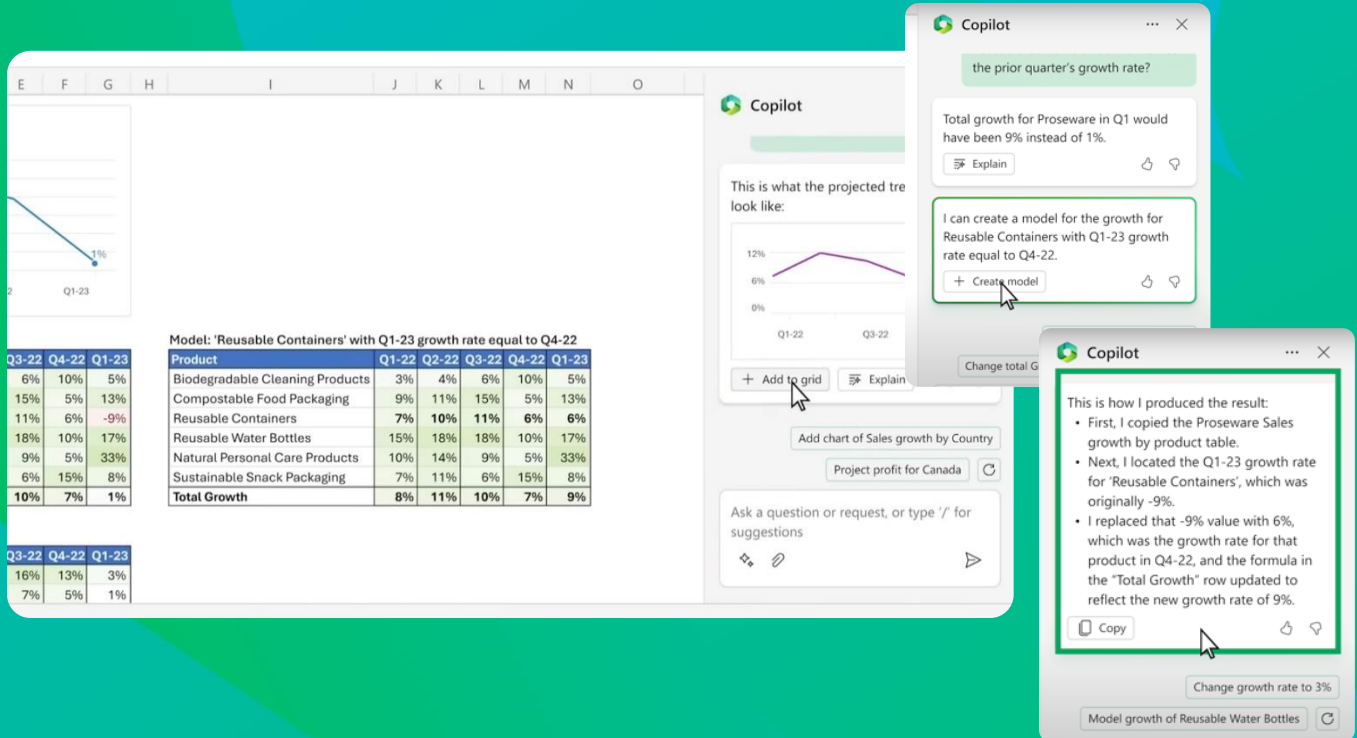
Product	Discount Band	Units Sold	Manufacturing Price	Sale Price	Gross Sales
Biodegradable Cleaning Products	Low	4345	\$10	\$352	\$1,528
Biodegradable Cleaning Products	Low	4245	\$10	\$352	\$1,495
Biodegradable Cleaning Products	None	4124	\$10	\$352	\$1,451
Biodegradable Cleaning Products	Medium	3954	\$10	\$352	\$1,391
Biodegradable Cleaning Products	Low	4952	\$10	\$127	\$629
Recycled Can	Low	4903	\$5	\$127	\$623
Natural Personal Care Products	Low	1954	\$270	\$302	\$590
Biodegradable Cleaning Products	High	1990	\$220	\$302	\$600
Compostable Food Packaging	Low	1254	\$3	\$380	\$477
Natural Personal Care Products	Medium	1465	\$224	\$302	\$441
Sustainable Snack Packaging	Medium	1410	\$120	\$302	\$426
Natural Personal Care Products	Medium	1369	\$224	\$302	\$412
Compostable Food Packaging	Medium	1052	\$3	\$380	\$399
Compostable Food Packaging	Low	980	\$312	\$380	\$372
Sustainable Snack Packaging	Medium	1298	\$120	\$302	\$391
Compostable Food Packaging	None	954	\$3	\$380	\$360
Biodegradable Cleaning Products	Low	2785	\$110	\$127	\$353

Show me a breakdown of Proseware sales growth ➔

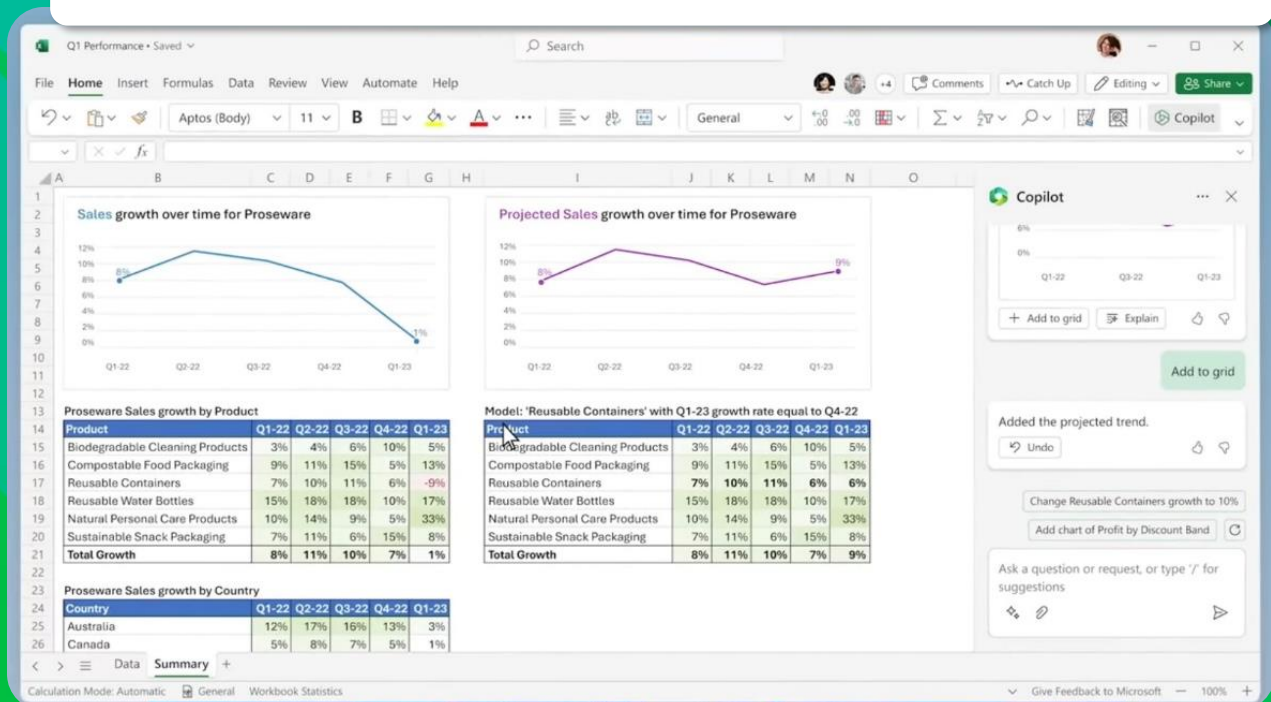


Help me visualize what contributed to the decline in sales growth ➔

What would have happened if Reusable Containers had maintained the prior quarter's growth rate?



Show me the impact this would have had on the growth sales trends for Proseware





Teams

Who writes the meeting notes? Copilot to the rescue! Even during a meeting, the AI can write a summary in real time. If you can't attend, Copilot provides a summary of the meeting, including any decisions made. It can even describe the mood during the meeting. How? It relies on the facial expressions and reactions of the participants. After the meeting, the AI creates, tracks, and distributes tasks, and helps you meet deadlines by sending reminders.

In addition, Microsoft Copilot can summarize chats and display relevant information.

Follow a meeting and catch up to see what you missed

The screenshot displays the Microsoft Teams interface. At the top, a meeting card for 'Core accounts business review' is shown, dated Tuesday, March 16, 2023, from 10:00 AM to 11:00 AM. The meeting was organized by Beth Andrews. A 'Follow' button is highlighted with a red box and a cursor. Below the meeting card, a chat window shows a message from Beth Andrews: 'Setting up time for sale updates with the leadership, present the team's plan ...'. The main part of the screen shows a meeting summary for 'Core accounts:loop'. The summary includes a 'Summary' section with bullet points: '\$230K revenue shortfall in this quarter', 'Inventory 15% surplus (renewable products and recycled materials)', 'Account leads to propose discounting scenarios to lower inventory surplus and meet sales budget', and 'Proseware was discussed as a leading opportunity'. The 'Notes' section mentions 'Beth emphasized importance of Proseware negotiation strategy and need to be creative with offers - this is a must win deal.' and 'The team identified a new opportunity with Proseware that could enable us to exceed quota for the quarter - need to prioritize ASAP.' The 'Tasks' section lists 'Follow up with finance today to discuss Proseware proposal and secure discounting approvals.' and is attributed to '@Samantha Contrall'. The interface also shows a sidebar with 'Shared content' (Proseware Proposal.pptx), 'Speakers', and 'Topics'.

What other customers were discussed and what factors were considered?

The image is a collage of overlapping screenshots from a Microsoft Teams meeting interface, illustrating the use of Copilot for meeting analysis and action item generation.

Notes Screenshot (Top Left): Titled "Quarterly results and forecasts for Core Accounts". The summary states: "Based on what attendees said in the meeting". Key points include:

- \$230K revenue shortfall in this quarter
- Inventory 15% surplus (renewable products and recycled materials)
- Account leads to propose discounting scenarios to lower inventory surplus and meet sales budget
- Proseware was discussed as a leading opportunity

The notes also mention that Beth emphasized the importance of Proseware negotiation strategy and that the team identified a new opportunity with Proseware to exceed quota for the quarter.

Chat Screenshot (Top Right): A chat message asks: "What other customers were discussed and what factors were considered?". Copilot's response (11:30 AM) lists:

- Only Lamna Healthcare and Proseware were discussed.
- Barry was recommending Lamna Healthcare, but the consensus was Proseware was better placed due to supply chain efficiencies.
- Based on surplus inventory levels, and customer demand forecast.
- Proseware was identified as the best fit to possibly bridge the budget gap.

Chat Screenshot (Middle Right): A chat message asks: "Why was Proseware the leading proposal?". Copilot's response (11:32 AM) explains: "Proseware is most suitable for this proposal, because they have just ended a contract with a supplier, and we have an inventory surplus across our portfolio. Barry was suggesting Lamna Healthcare, but it was ruled less favorable because of geographical and supply chain challenges."

Chat Screenshot (Bottom Right): A chat message asks: "What other solutions were discussed in the meeting?". Copilot's response (11:36 AM) lists:

- Price promo on specific categories to drive incremental sales.
- Reduce on-hand inventory investment.
- Develop new sales channels & distributors.

The bottom right screenshot also shows a task list: "Follow up with finance today to discuss Proseware proposal and secure discounting approvals." and a mention of "@Samantha Cantrall".

Why was Proseware the leading proposal?



What other solutions were discussed in the meeting?



Recap this meeting so far ➤

Hi Samantha, how can I help you today?

12:13 PM

Recap this meeting so far

Copilot 12:13 PM

- **Renewable energy lead time:** ⓘ
The issue of the long lead time (14 days) for renewable energy products.
- **Recyclable and bio packaging lead time:** ⓘ
The lead times for recyclable (6 days) and bio packaging (4 days) products were satisfactory and competitive.
- **Inventory and demand:** ⓘ
Serena and Beth planned to have a follow-up discussion.

Copy 3 references

What are the details of each category?

What questions are unresolved?

Ask a question about this meeting

How does the group feel about the inventory status? ➤

Serena and Beth planned to have a follow-up discussion.

Copy 3 references

12:17 PM

How does the group feel about the inventory status?

Copilot 12:17 PM

The group seems to have mixed feelings about the inventory status. On one hand, they are happy with the bio packaging category, which has a short lead time and incentives for customers. On the other hand, they are worried about the renewable energy category, which has a long lead time and supply chain issues. ⓘ

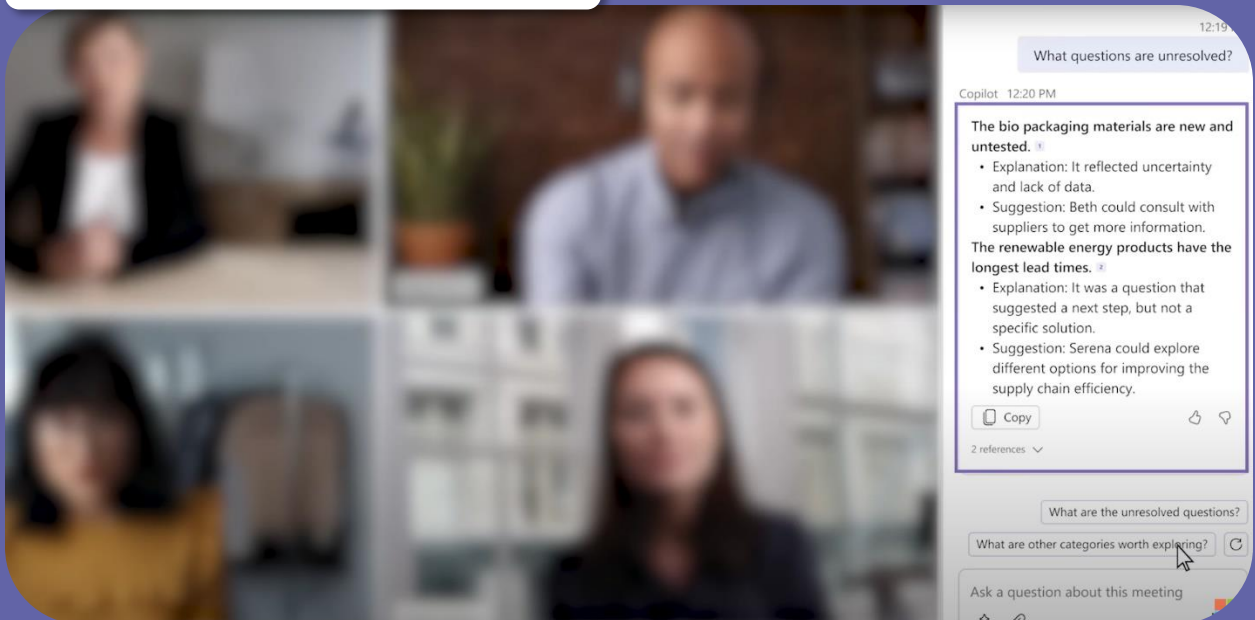
Copy 1 reference

What are the details of each category?

What questions are unresolved?

Ask a question about this meeting

What questions are unresolved? ➔



Prompts: trust is good, control is better

Caution! Although Microsoft Copilot is promising, keep in mind that the quality of the results depends on the input. This means that you should think carefully about what and how you ask Copilot anything. In many cases, prompts could get so complicated that you'd end up typing more in prompts than if you did it yourself.

For example, in complex business presentations, how many inputs and corrections are required before the result is achieved? Sometimes long commands would need to be typed when the same result could be achieved with just a few clicks. In addition, it's essential to manually check the content at the end. The results come from a statistical model, so it's not guaranteed that they're always 100% correct.

Tech insight: Microsoft Copilot and privacy

The ability of artificial intelligence to evolve on its own makes it very interesting, but also raises concerns. As an AI, Copilot uses a large amount of data to develop and train its capabilities. Through Microsoft Graph, Copilot has real-time access to all enterprise content stored in an organization's Microsoft cloud. This includes emails, documents, PowerPoint slides, calendars, chats, contacts, and meeting minutes. The AI generates results from the enterprise's content and the work context. Microsoft's Copilot AI independently operate Office applications and work across applications, increasing its potential efficiency throughout workflows. But this raises concerns about data security, data accuracy, and copyright. Exercise caution with respect to copyright. It isn't always clear on what data the AI training is based and whether it complies with any copyright limitations.

As far as we can tell, Copilot does a pretty good job of balancing the need to link language models to corporate data without compromising privacy. Since Microsoft Copilot encompasses all Office 365 applications, it automatically respects all relevant data protection processes - as well as privacy, compliance, and security policies.

Note that Microsoft Copilot's LLM is not comprised of all customer data from an organization's entire Microsoft 365 data store. Only the end user's Microsoft 365 cloud content is accessed. As a result, Copilot only displays data for which the appropriate access rights exist. This avoids potential data leakage, which is highly unlikely if an effective permissions model is in place. Even so, to prevent confidential information being inappropriately exposed and used in Copilot's results, organizations will have to manage data security and permissions ever more carefully and granularly.

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