



Enterprise Playbook to Adopting Copilots

April 2024: Complimentary Abstract / Table of Contents

Market Report
Digital Workplace



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- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
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- ▶ Pricing Analytics as a Service
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Introduction to the research

Since the introduction of ChatGPT, enterprises have been eagerly exploring the applications of generative AI. Among its remarkable applications, Copilot has emerged as a frontrunner, capturing the attention of enterprises worldwide.

Further, with enterprises increasingly embracing technology to overcome challenges hindering employee performance, copilot emerges as a stand-out solution, not only eliminating these hurdles but also enhancing employee productivity and elevating the employee experience to unprecedented levels

In this report, we delve into the imperative need for generative AI and how copilot stands as the pinnacle of its application for enterprises. We then examine the approaches currently underway in copilot adoption—namely, the buy and build copilot approaches—and underscore how a hybrid copilot strategy would overcome

the limitations of pursuing a stand-alone buy and build copilot approach. Consequently, we chart the course towards a hybrid copilot strategy, offering enterprises a roadmap to navigate the complexities of successful hybrid copilot adoption and derive benefits of this transformative journey.

This report includes information on the following key topics related to copilot services market:

- Need for generative AI in the workplace
- Introduction of copilot
- Approaches for copilot adoption
- Hybrid copilot advantages over stand-alone buy and build approach
- Enterprise roadmap toward hybrid copilot strategy

Scope of this report


Geography: Global

Industry: Cross-industry

Services: Digital workplace services

This report provides insights into Copilot and the various approaches for its adoption; below are four charts to illustrate the depth of the report

Introduction to copilot



Introduction to copilot and benefits of its implementation

Copilot emerges as a digital productivity twin for employees offering numerous benefits to enterprises

Since the inception of automation, enterprises have continuously embraced technological advances, all with the aim of providing employees with a digital twin to enhance and augment their day-to-day tasks. The introduction of copilot(s) marks a significant advance in this journey, offering a glimpse into the future where productivity is increased through the synergy between human ingenuity and AI augmentation, as now we look into a future where an employee has their own personalized digital assistant.

Source: www.microsoft.com/en-us/worklab/work-trend-index/will-ai-fix-work

Copilot refers to an AI-powered digital assistant designed to collaborate with employees and augment them with their day-to-day tasks to enhance their productivity and experience.

Key drivers for adoption of copilot:

- 86%** said copilot made it easier to catch up on what they missed¹
- 77%** of copilot users said they did not want to give it up¹
- 70%** of copilot users said they were more productive at work¹

- 68%** said copilot improved the quality of their work¹
- 27%** of copilot users were faster in pulling together data from multiple sources¹
- 3.8x** copilot users were 3.8x faster at catching up on missed meetings¹

Copilot focus areas

Enterprise focus areas	Current level of adoption	Key trends
Multilingual capabilities	●●●●●	Enterprises value copilots that boast robust multilingual capabilities, allowing seamless interactions across global customer bases in their native languages, thus expanding market reach and enhancing customer satisfaction.
Chatbot creation	●●●●●	Enterprises anticipate that copilot solutions will automate repetitive tasks, create chatbots and go from idea to working app in minutes.
Content generation and summarization	●●●●●	To adapt swiftly to changing business needs, enterprises prioritize that copilot helps jump-start the creative process with its content generation capabilities, providing them a first draft to edit and iterate on — saving hours in writing, sourcing, and editing time.
Meeting scheduling and summarization	●●●●○	Enterprises increasingly seek advanced meeting solutions that help in scheduling, following, and summarizing of missed meetings in real-time. This helps users to save time and move toward more productive tasks while being updated on important insights and data.
Custom vertical use cases	●●●○○	Enterprises are calling for more custom industry-specific use cases from copilots that can help them solve specific enterprise industrial scenarios such as a tax enterprise using a tax copilot for auditing while a finance enterprise uses a finance copilot for financial forecasting and summarization.
Conversational intelligence	●●●○○	Enterprises are calling for more natural, human-like conversations in copilot solutions to maintain engagement within the platform. They expect these systems to navigate context switching, channel transitions, and multiple intents smoothly including voice, tone, delivery, and compliance with protocols.

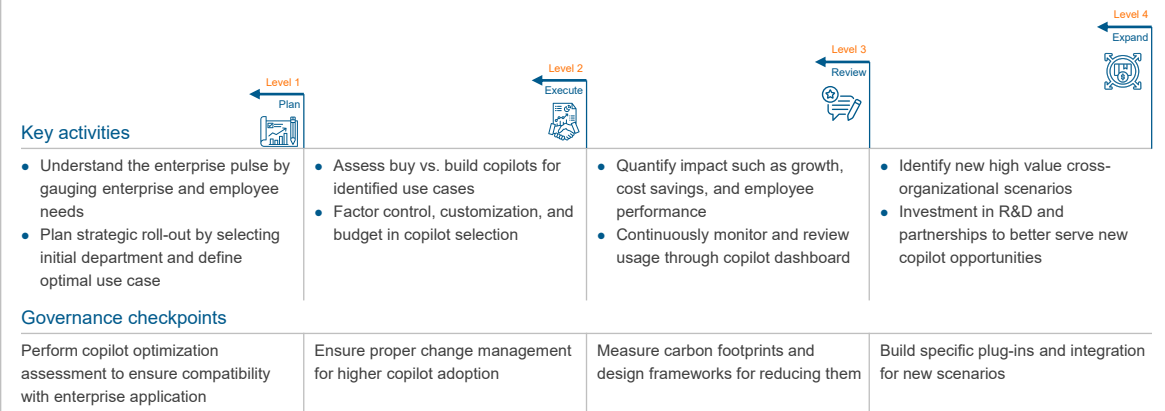
Adoption landscape of copilot

Current adoption landscape of buy copilot(s)

Enterprises that require a multitude of credible use cases are actively harnessing buy copilots, strategically leveraging maximum copilot features to boost productivity

Enterprise	Copilot leveraged	Need	Quantifiable benefits
HARGREAVES LANSDOWN	Microsoft 365 Copilot	<ul style="list-style-type: none"> Meeting notes summarization Catch-up on missed meeting Real-time translation Document summarization Personalized email, document creation 	<ul style="list-style-type: none"> 96% employees find Microsoft 365 Copilot useful in simplifying daily tasks Employees expect to complete client documentation four times faster Employees save an estimated two to three hours per week
indra	GitHub Copilot	<ul style="list-style-type: none"> Provide context for code suggestions Generating documentation Designing modules Writing boilerplate code 	<ul style="list-style-type: none"> 20% productivity boost when developing new features 20% more time to solving complex problems 30% less time on boilerplate code

Roadmap for hybrid copilot strategy



Research calendar

Digital Workplace

	Published	Current release	Planned
Reports title	Release date		
Digital Workplace Services PEAK Matrix® Assessment 2023 – North America			September 2023
Digital Workplace Services PEAK Matrix® Assessment 2023 – Europe			September 2023
Shifting Gears: Embracing Experience Level Agreements (XLAs) for Experience Excellence			December 2023
Digital Workplace Enterprise Pulse 2024: Top five service providers across North America and Europe delivering superior value			February 2024
Unified Communication & Collaboration (UCC) Specialist Services Peak Matrix® Assessment 2024			March 2024
Contextualizing Your Workplace			March 2024
Digital Workplace State of the Market: Trust Loss in the More-with-Less Era			March 2024
Enterprise Playbook to Adopting Copilots			April 2024
Unified Communication & Collaboration (UCC) Specialist Services Provider Compendium 2024			Q2 2024
Conversational AI Platforms for IT Management PEAK Matrix® Assessment 2024			Q2 2024
Conversational AI Platforms for IT Management Provider Compendium 2024			Q2 2024
Digital Workplace Services PEAK Matrix® Assessment 2024 – North America			Q3 2024
Digital Workplace Services PEAK Matrix Assessment 2024 – Europe			Q3 2024
Digital Workplace Services for Mid-market Enterprises PEAK Matrix® Assessment 2024			Q3 2024

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