

UNLOCKING THE POWER OF GENERATIVE AI WITH MICROSOFT 365



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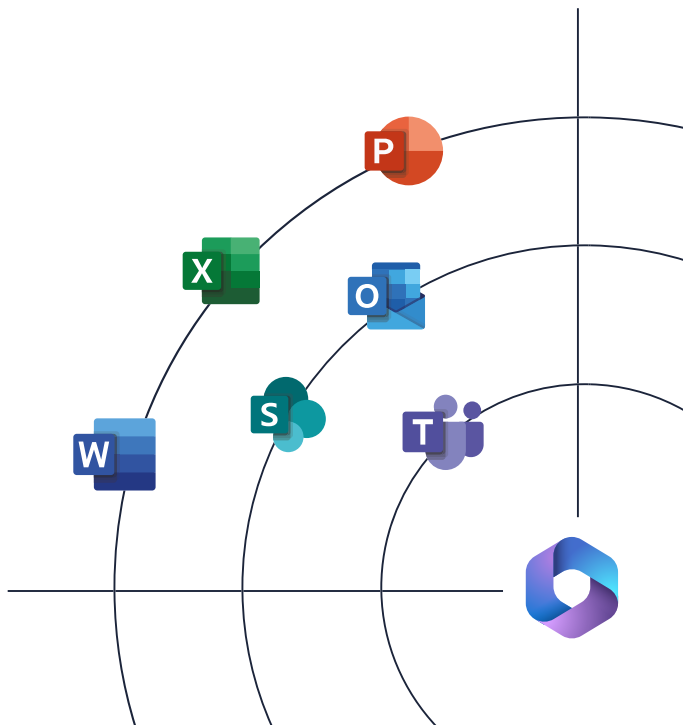
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INTRODUCTION

The rapid emergence of Generative AI in 2023 has awakened in businesses the need to seriously consider their content strategy and data governance.

Is Generative AI a solution to our content chaos? Can we tap into the value of Generative AI, even though we may have overlooked how documents and data are governed? How far can general purpose office productivity applications —such as Microsoft 365's SharePoint, Teams, OneDrive and now Copilot—take us?

This paper will discuss the challenges organizations face with disorganized content as well as provide insights on solving those challenges as organizations seek to scale new heights of productivity with Generative AI.

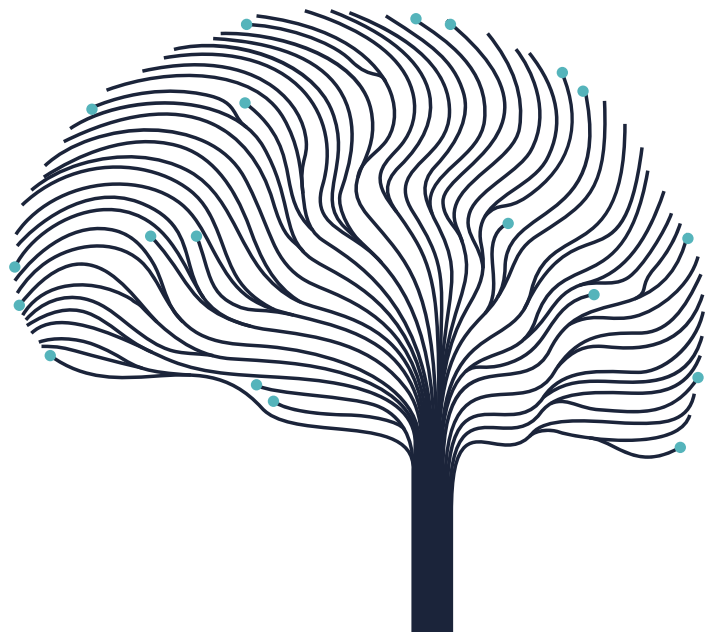


EXECUTIVE SUMMARY

Most organizations use general-purpose office productivity suites such as Microsoft 365 in their daily operations. These suites provide tools for storing and collaborating on content produced on those platforms.

These tools focus on authoring and collaborating. In addition, governance and control require rigor to achieve and maintain. Most organizations recognize this information challenge, which may cause a loss of employee productivity and increased compliance risks. There's several ways to address these challenges—some more successful than others.

The promise of Generative AI could level up the potential value of organizational knowledge hidden in documents, emails, and conversations. An increasing number of organizations are taking on the challenge of solving this state of content chaos. Successful organizations are addressing the business challenge, the technology challenge, and the people challenge in order to unlock the full value of Generative AI.



ORGANIZATIONAL KNOWLEDGE IS HIDDEN IN DOCUMENT REPOSITORIES

How new knowledge is created with Microsoft 365

Microsoft Office 365 is a leading office productivity suite deploying tools such as Word, PowerPoint, and Excel. Microsoft renamed this package Office 365 when migrating these tools to the cloud and started marketing them as a SaaS subscription. Subsequently, Microsoft gradually bundled most of its existing software—SharePoint and Dynamics—as well as new software—Teams and Power BI—into the same cloud subscription and renamed it Microsoft 365.

Today, most organizations globally use Microsoft Word, PowerPoint, and Excel. When a user subscribes to these tools, they automatically gain access to OneDrive, Teams, and SharePoint for content storage and collaboration.

Before Microsoft started bundling office productivity tools, many companies chose SharePoint as their intranet platform or for some

other use case. As a result, few organizations globally don't have SharePoint or decide not to use it at all.

What kind of content gets created with Microsoft 365? Perhaps a better question is, what kind of content is NOT created with these office tools? Leaders, managers, and employees at all levels look at numbers in Excel spreadsheets, read reports in Word, prepare presentations with PowerPoint, send emails with Outlook, and collaborate in Teams. Specialized applications are used across many processes, but eventually the output of those applications will be exported into common office formats for others to consume. Even if the origin of data is outside the organization (such as from a customer, partner, or from the Internet) that data is usually stored with the rest of related information—for example in a Teams project folder.

