The AI Opportunity
From Hype to Value

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Snr Director, ANZ Cloud and AI Platforms
Small, Medium Enterprises and Channel

Microsoft

The AI Journey

Traditional AI Services > Generative AI > Agentic AI

The AI Challenge

AI needs execution

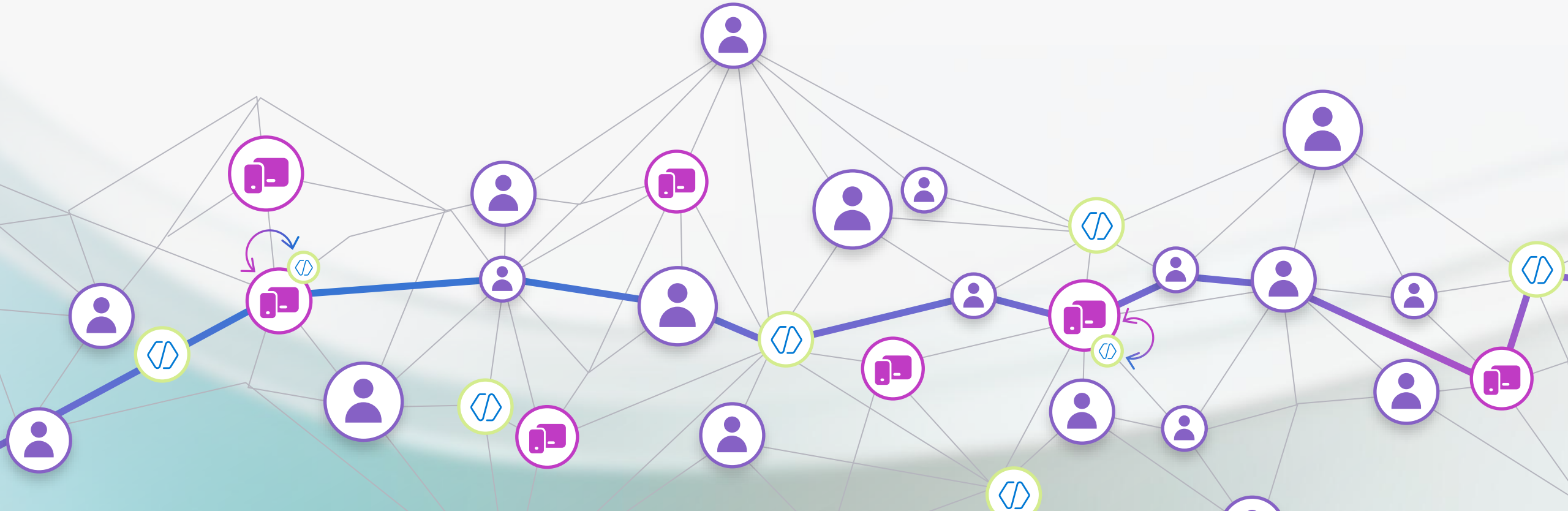
AI requires structured workflows to transform potential into performance.

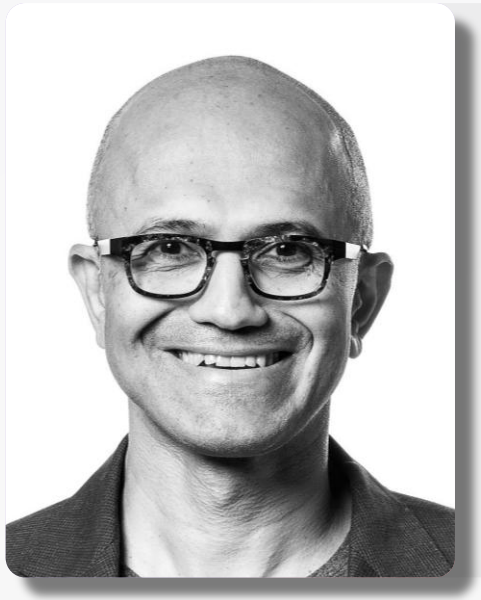
Insights need action

AI insights remain dormant until deployed through applications.

AI needs boundaries

Governance controls secures AI within business parameters.



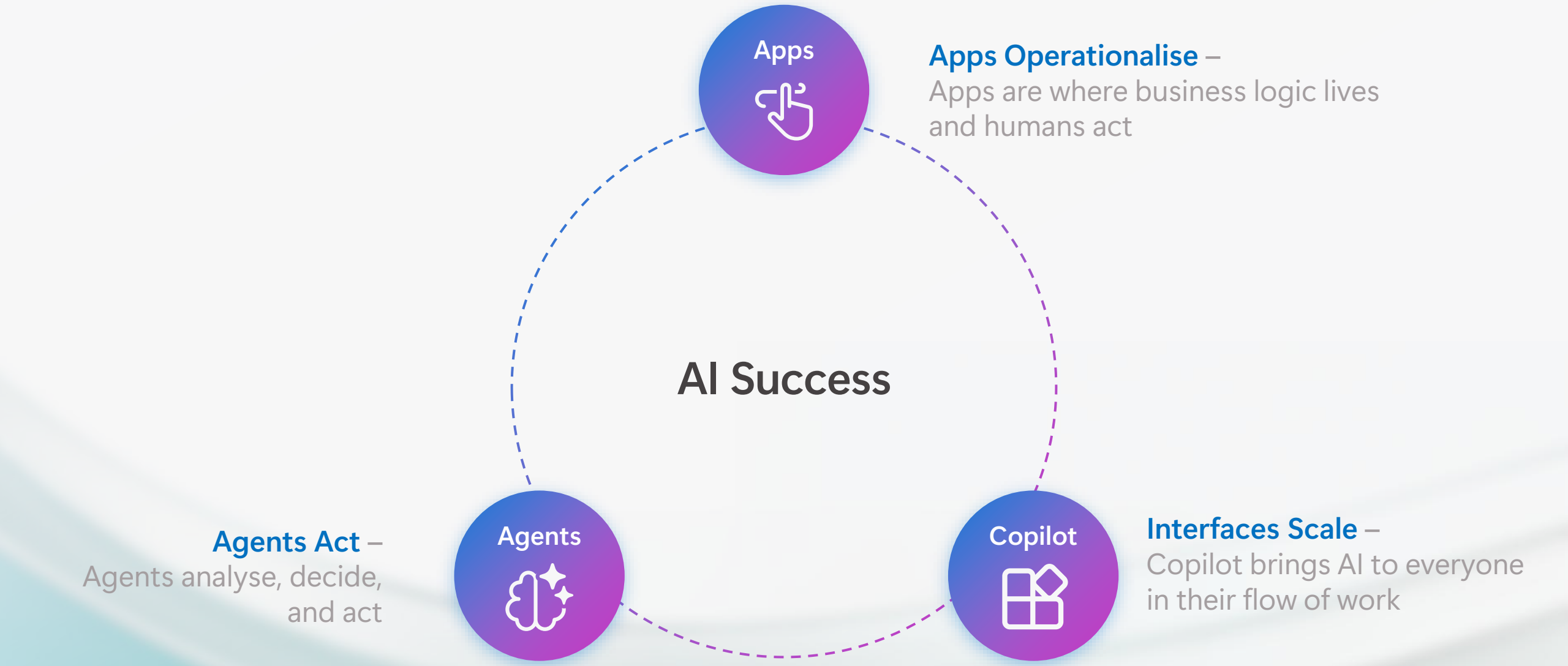


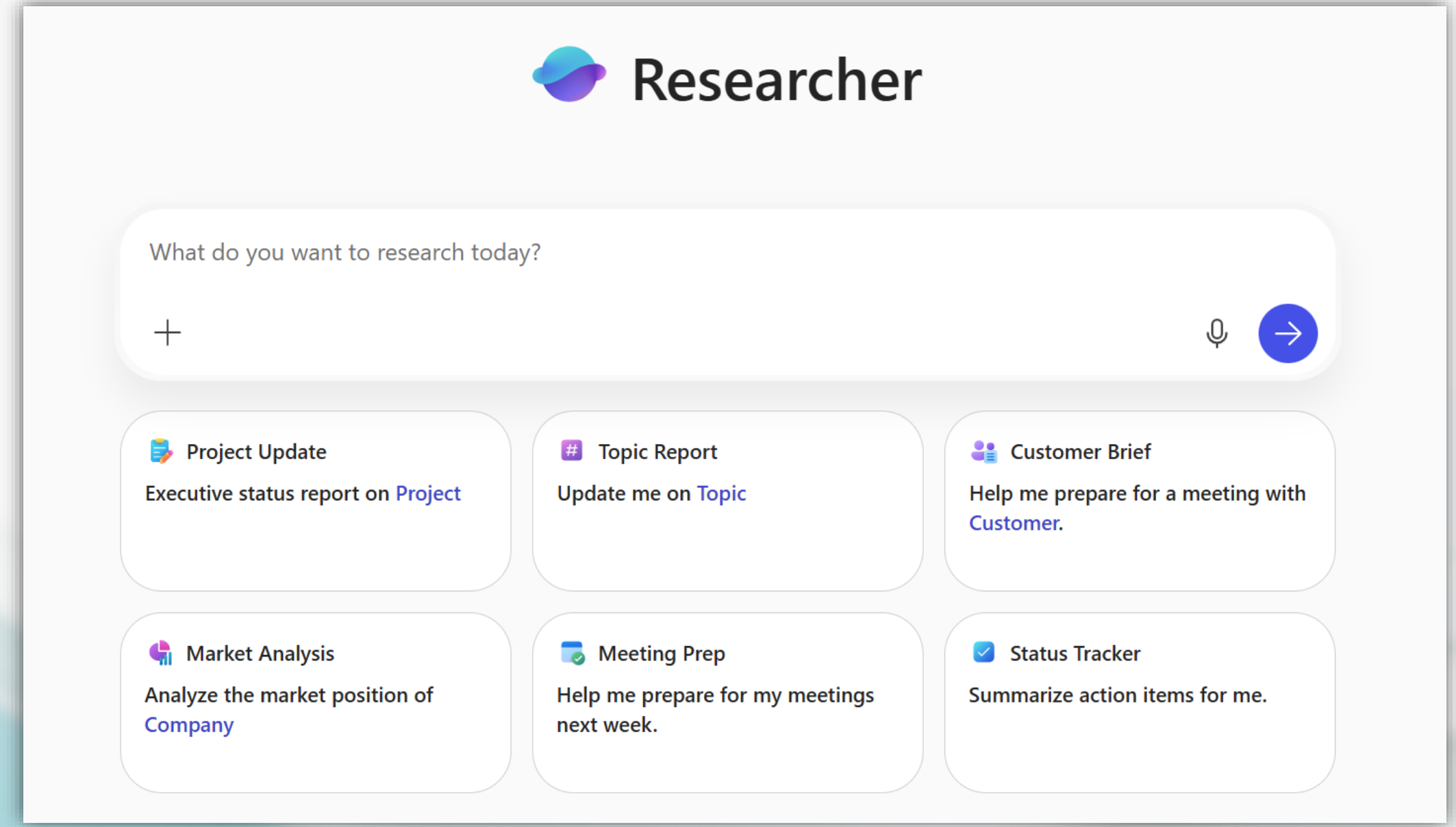
AI will be the largest technology disruption of our generation… comparable to the emergence of the Internet and then the mobile."

Satya Nadella

1) A.I. will be the ***new user interface*** for how humans experience and get value from the digital world

2) A.I. will provide an ***intelligent reasoning system*** that will a) assist humans derive insights from the digital world and b) create more content for the digital world.

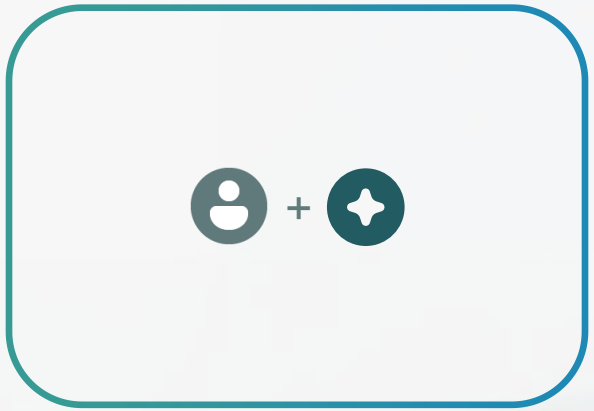

Apps
Apps Operationalise –
Apps are where business logic lives and humans act
AI Success
Agents
Agents Act –
Agents analyse, decide, and act
Copilot
Interfaces Scale –
Copilot brings AI to everyone in their flow of work


Researcher
What do you want to research today?
Project Update
Executive status report on Project
Topic Report
Update me on Topic
Customer Brief
Help me prepare for a meeting with Customer.
Market Analysis
Analyze the market position of Company
Meeting Prep
Help me prepare for my meetings next week.
Status Tracker
Summarize action items for me.

Levels of AI first company

Level 1

Humans with assistants



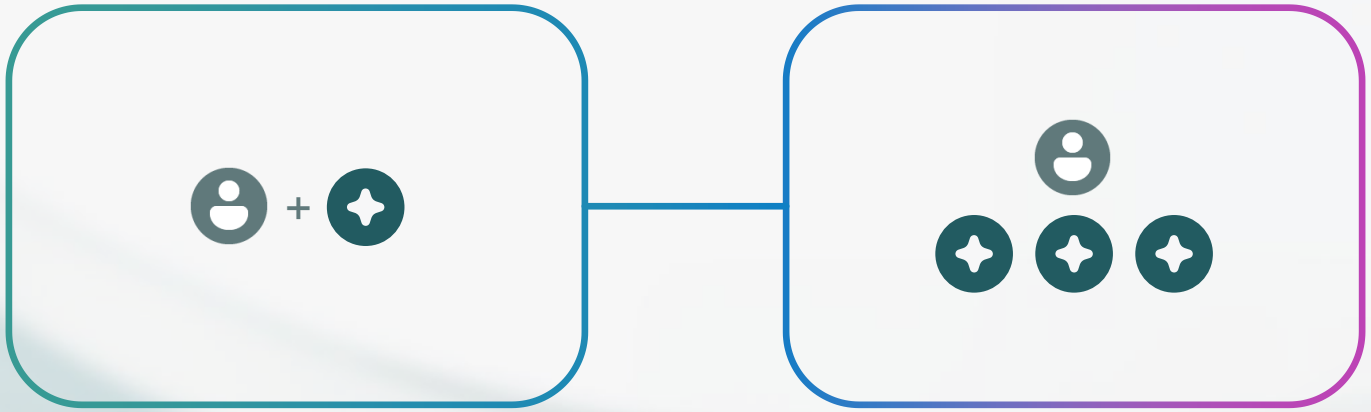
Levels of AI first company

Level 1

Humans with assistants

Level 2

Human-led agents



Levels of AI first company

Level 1

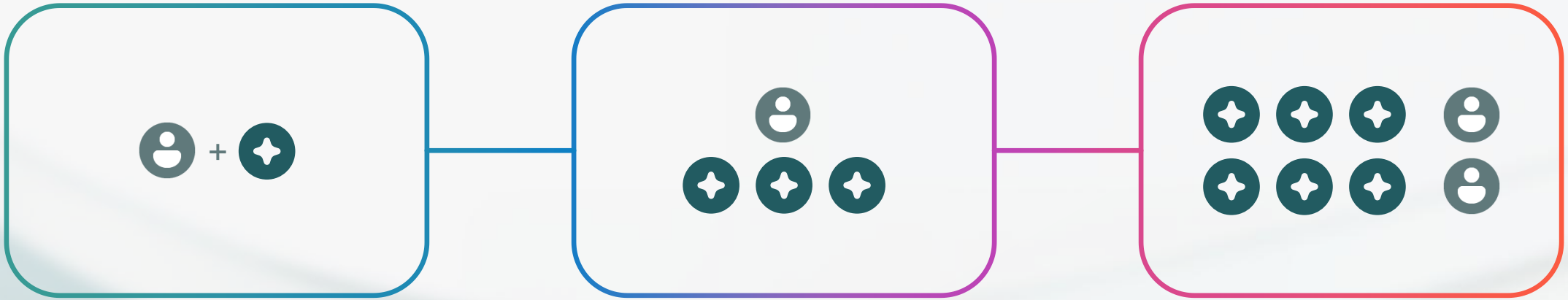
Humans with assistants

Level 2

Human-led agents

Level 3

Agent-operated, human-directed



Customer Support at Microsoft

Level 1 | Level 2 | Level 3

Humans with assistants

Every support engineer has Copilot for Q&A, email/chat completion, and data entry

Human-led agents

AI agents directly engage with customers, with handoffs to human support engineers

Agent-led work

AI agents manage the full support case workflow, the role of the team is to program and curate agents

The Emerging Frontier Firm

1

You can buy intelligence on tap

2

Human-agent teams will upend the org chart

3

Every employee becomes an agent boss

The new productivity equation

from

$$Y = A \cdot f(L,K)$$

to

$$Y = A \cdot f(L,K,I)$$

Y	L	K	I	A
Output, measured in national- or firm-level output	Labor, measured in total human hours worked	Capital, measured in the value of physical assets	Intelligence, measured in cognitive outputs	Total Factor Productivity, or unexplained productivity improvements from innovation

Human labor is reaching its limits, but leaders see agents as the way to scale

Employees are at capacity...

81%

of the **Legal professionals** report lacking enough time/ energy to do their work

But leaders need to deliver more...

48%

of **leaders** agreed productivity must increase

and plan to use agents to meet the demand

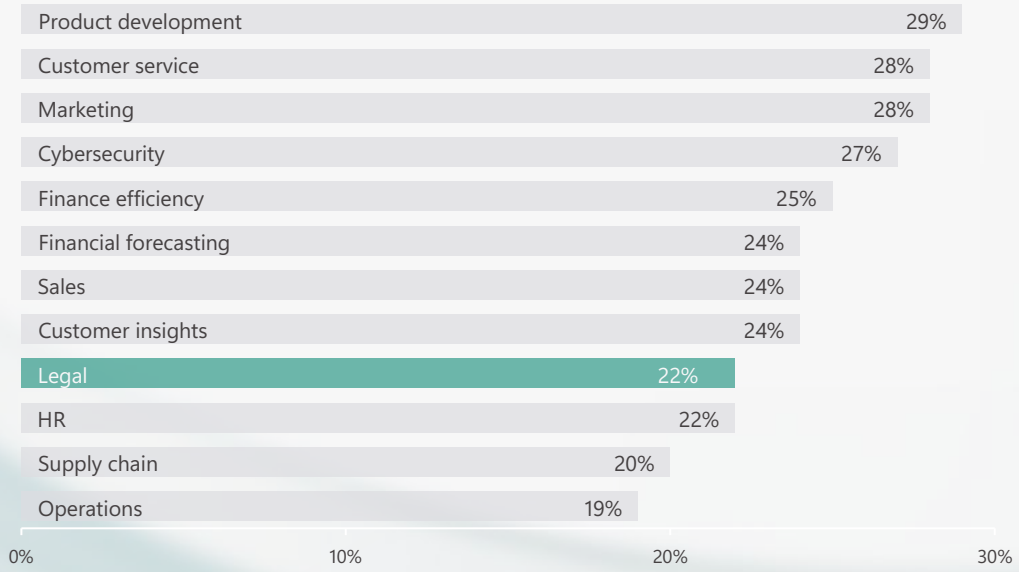
83%

of **leaders** are confident they will use AI agents to expand **Legal** workforce capacity

Data cut: Legal professionals | Source: Microsoft Work Trend Index Survey 2025

Outperforming with intelligence: the strategic edge of human-agent teams

Legal is an area of accelerated AI investment



Share of respondents who ranked the area in their top 3 AI-investment priorities

Legal professionals are already turning to AI for its unique strengths

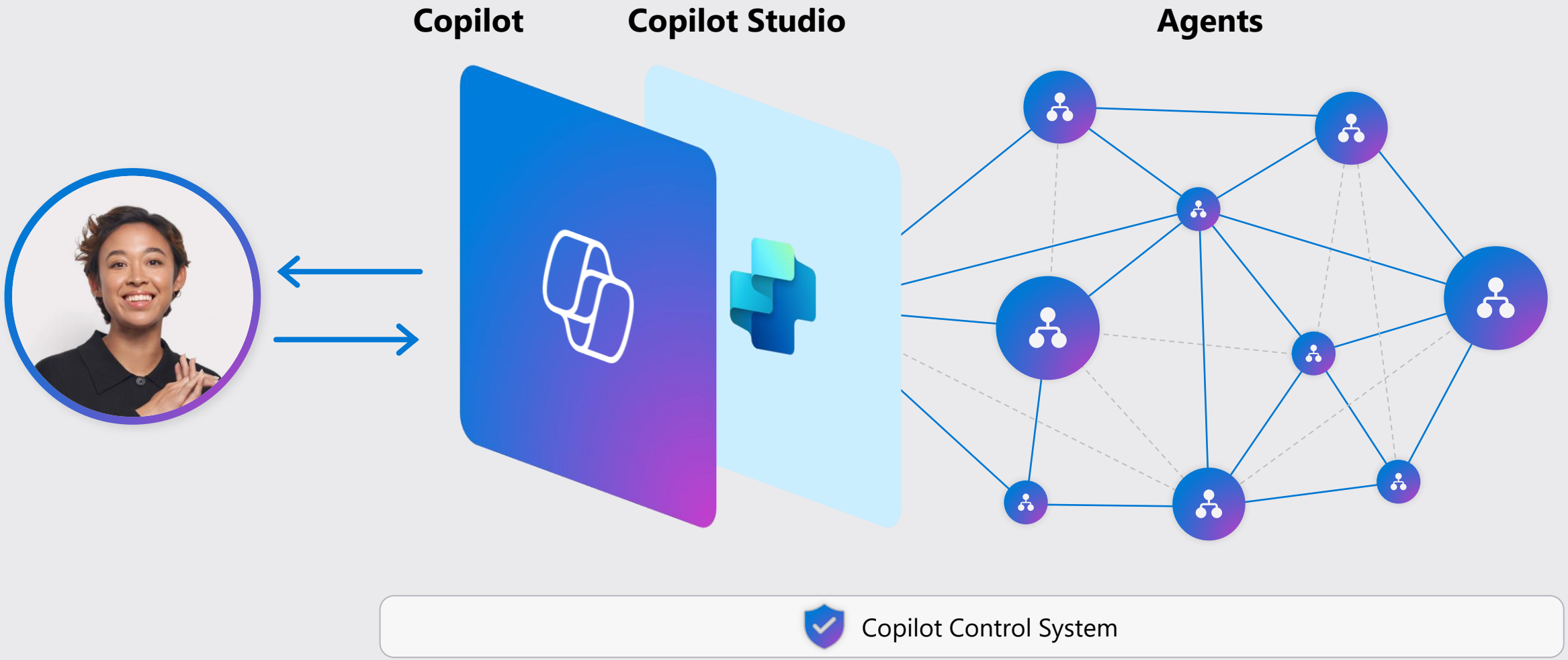
41% 24/7 availability

28% Machine speed and high quality

26% Infinite time/energy for repetitive or complex tasks

Data cut: Legal professionals | Source: Microsoft Work Trend Index Survey 2025

Copilot is the UI for AI



AI Transformation Opportunities

Enrich Employee Experiences

Reshape Business Process

Reinvent Customer Experiences

"We overestimate the pace of innovation in 2 years, but drastically underestimate the pace of innovation over 10 years."

Bill Gates

The Future of AI Enabled Banking

Employees

Antony

Peter's Virtual Chief of Staff

Antony's Virtual Chief of Staff

'Knows everything about Antony, nothing about FSI services'

Brenda's Virtual Chief of Staff

FSI AI Product Agents

Mortgage | Credit Card | Financial Planner | Insurance

Each Product agent has deep knowledge of its products characteristics, benefits, etc.

Product Agents are capable of using existing FSI legacy systems to provide services to Chiefs of Staff

Marketplace of 3rd party AI Agents

Real State | Travel | Insurance

Each 3rd party agent has deep knowledge of its products and services, benefits, etc.

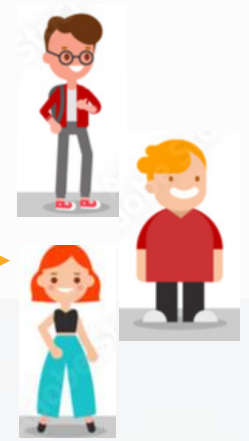
3rd party Agents are capable of using existing 3rd party legacy systems to provide services to Chiefs of Staff

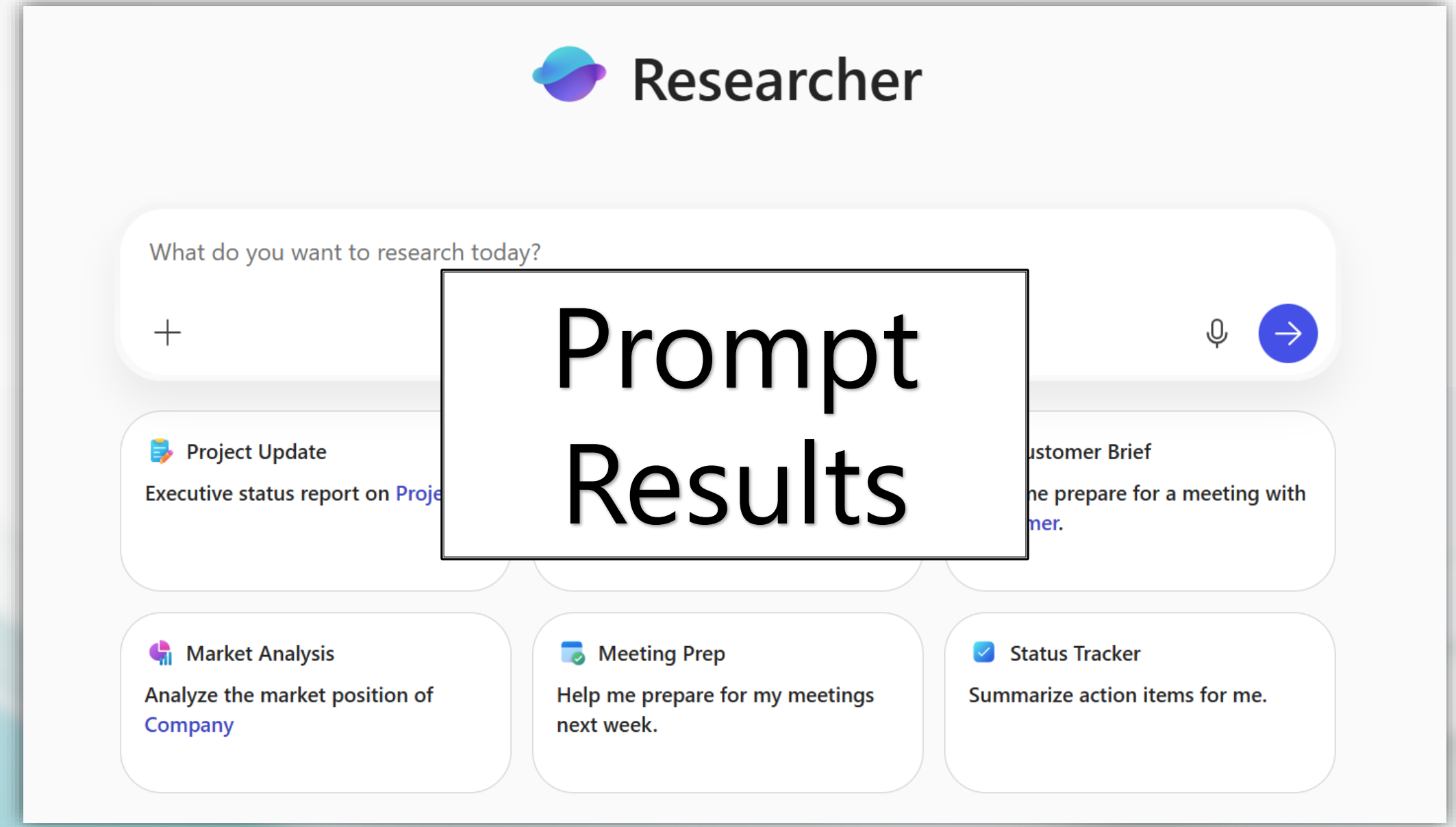
John's Virtual Chief of Staff

Barbara's Virtual Chief of Staff

Samantha's Virtual Chief of Staff

Customers

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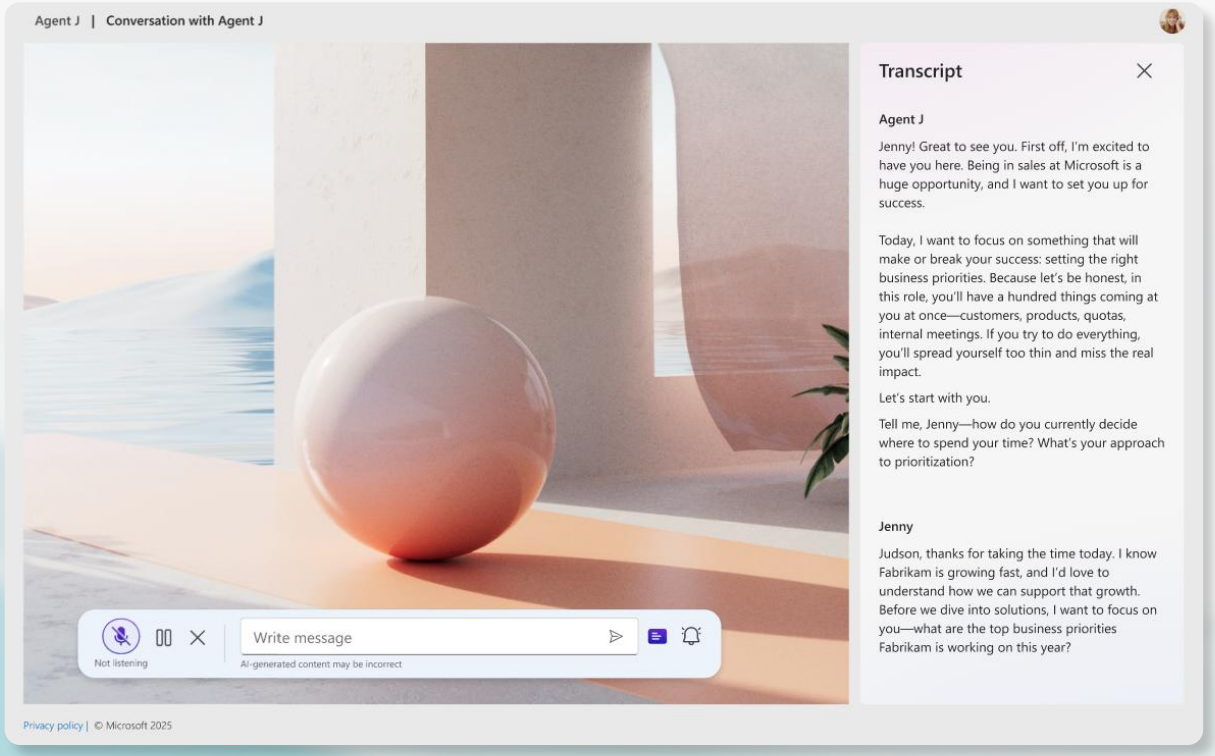
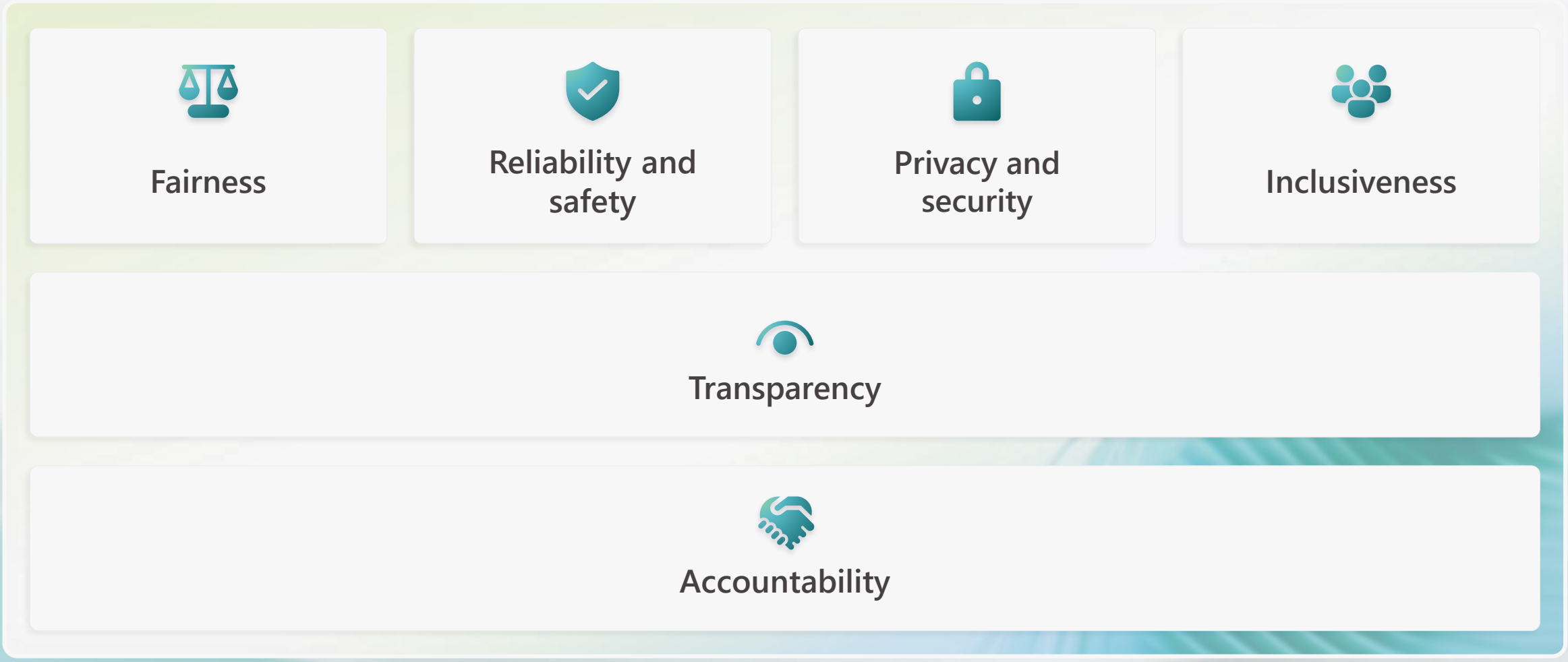
Meet Agent J.ai

An on-demand, AI-powered coach designed to enhance the skills and performance of 64,000 employees across all roles, regions, and industries



1. **Voice-first, conversational experience**
2. **Customized to organisational strategy**
3. **Personalised coaching framework**
4. **Conversation practice and coaching in safe environment**
5. **Actionable, role-specific feedback**

Microsoft Responsible AI principles



The five drivers of AI value with key governance topics

Business Strategy

- End-to-end AI Organisational setup & Operating model
- AI use case adoption & envisioning (intake, triaging, prioritisation & business value)

Technology Strategy

- AI Foundation Architecture (Data, security, agentic software dev and landing zones)
- Buy, Extend and Build guidance
- Responsible AI

Applied AI Experience

- Citizen development to avoid Shadow AI and scale innovation
- Monitoring across AI platforms to identify high-value use cases and makers

Organisation & Culture

- Templates, catalogs and accelerators
- Allowing access to tools like Copilot Chat
- Adoption & Change management + feedback loop (identifying, nurturing and supporting champions)

AI Governance

- Copilot, agent and LLM governance guardrails
- Environment strategy and data loss prevention
- Continuous security testing

Thank You

Microsoft