



AI and the Frontier Firm - Transforming Industries

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Welcome

Agenda – 2nd December

Time	Session		Speaker
8:30AM	-	9:00AM	Arrival, Registration & Networking
9:00AM	-	9:45AM	Welcome & How becoming Frontier is Transforming Industries
9:45AM	-	10:30AM	Agentic AI – From Hype to Reality
Morning Tea			
10:45AM	-	11:30AM	The AI Revolution, Making it Real
11:30AM	-	12:15PM	Fabric use cases in Legal
Lunch			
1:00PM	-	1:45PM	Beyond Automation: Agentic AI as Your Legal Co-Counsel
1:45PM	-	2:45PM	From Strategy to Reality - Customer Panel
Group Photo & Afternoon Tea			
3:15PM	-	4:00PM	AI-powered revenue strategies for legal services
4:00PM	-	4:45PM	Microsoft as Customer Zero
4:45PM	-	5:00PM	Closing

Agenda – 3rd December

Time	Session		Speaker
9:00AM	-	12:30PM	Morning at Leisure
12:30PM	-	1:00PM	Registration on Level 1
1:00PM	-	3:00PM	Experience Centre & Envisioning Theatre Immersion
3:00PM	-	3:30PM	Closing

The AI Journey

Traditional AI
Services



Generative
AI



Agentic AI

The AI Challenge

AI needs execution

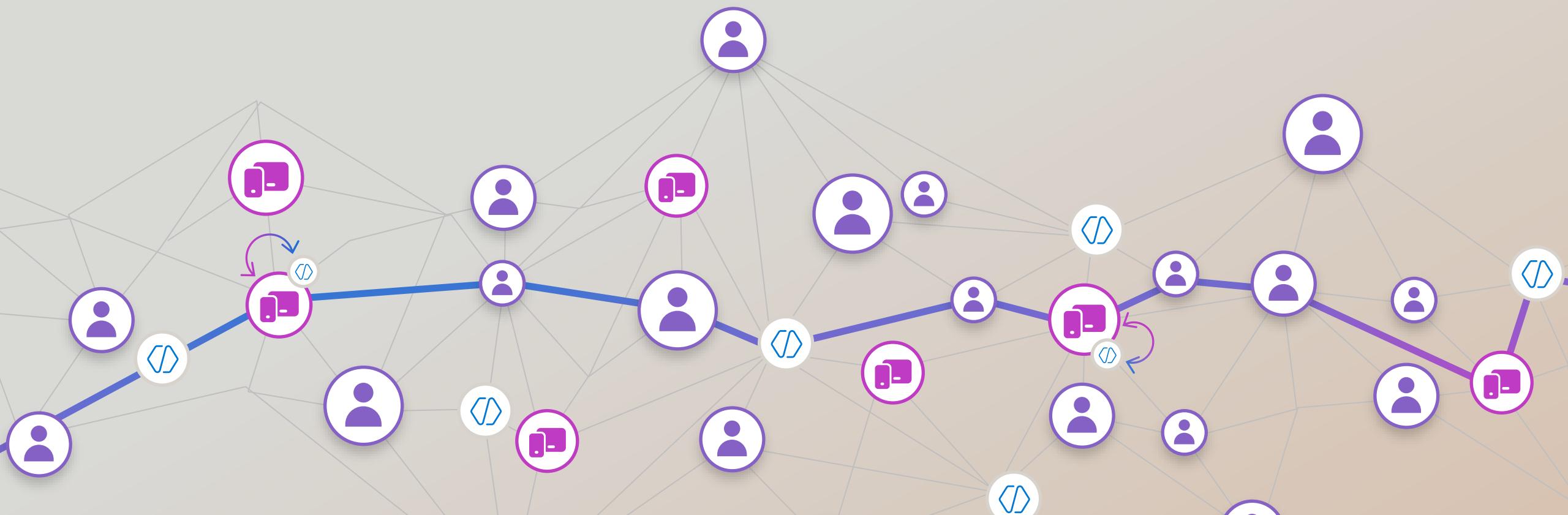
AI requires structured workflows to transform potential into performance.

Insights need action

AI insights remain dormant until deployed through applications.

AI needs boundaries

Governance controls secures AI within business parameters.

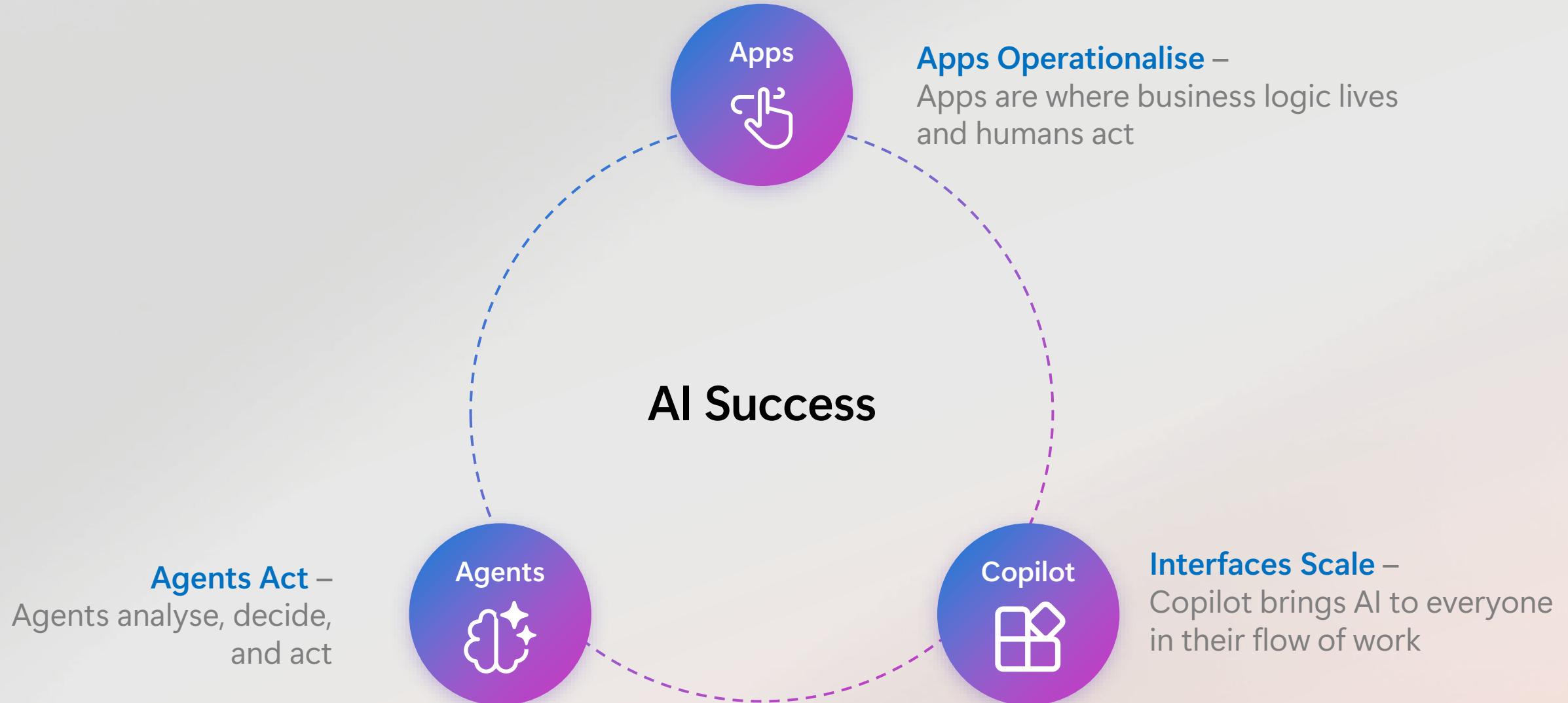




AI will be the largest technology disruption of our generation... comparable to the emergence of the Internet and then the mobile."

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.





Researcher

What do you want to research today?



Project Update
Executive status report on Project



Topic Report
Update me on Topic



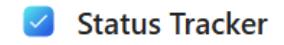
Customer Brief
Help me prepare for a meeting with Customer.



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.

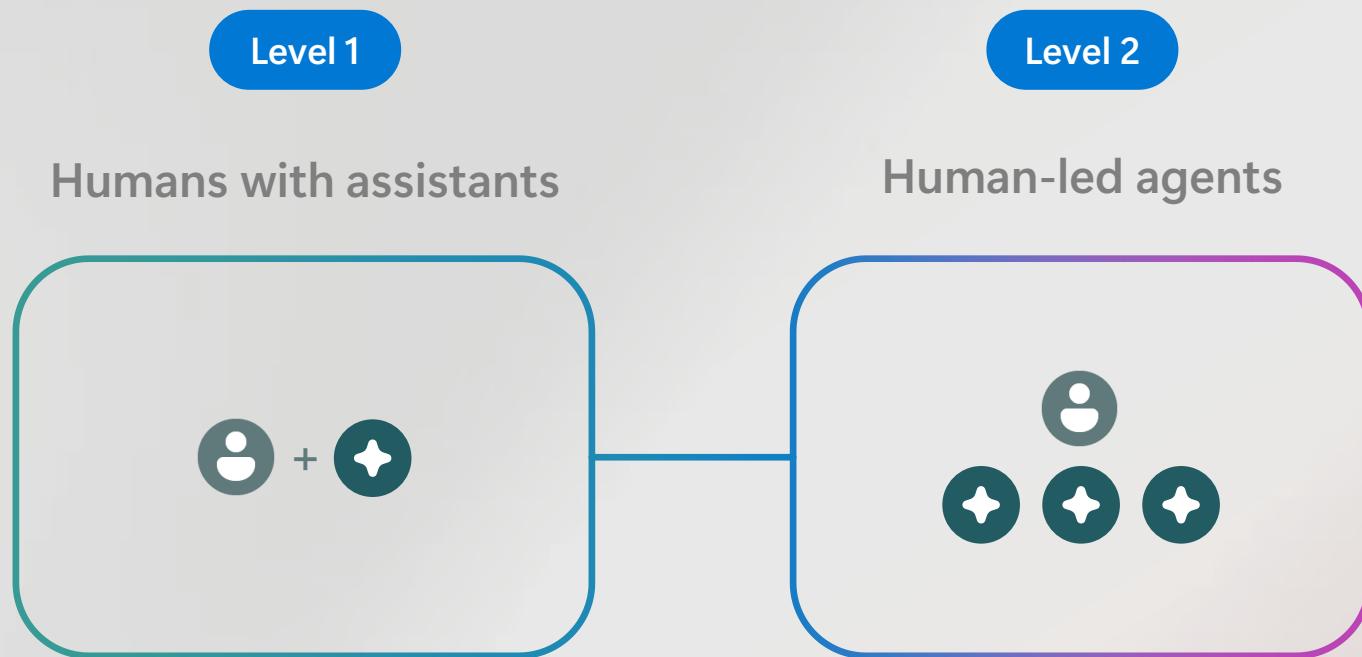
Levels of AI first company

Level 1

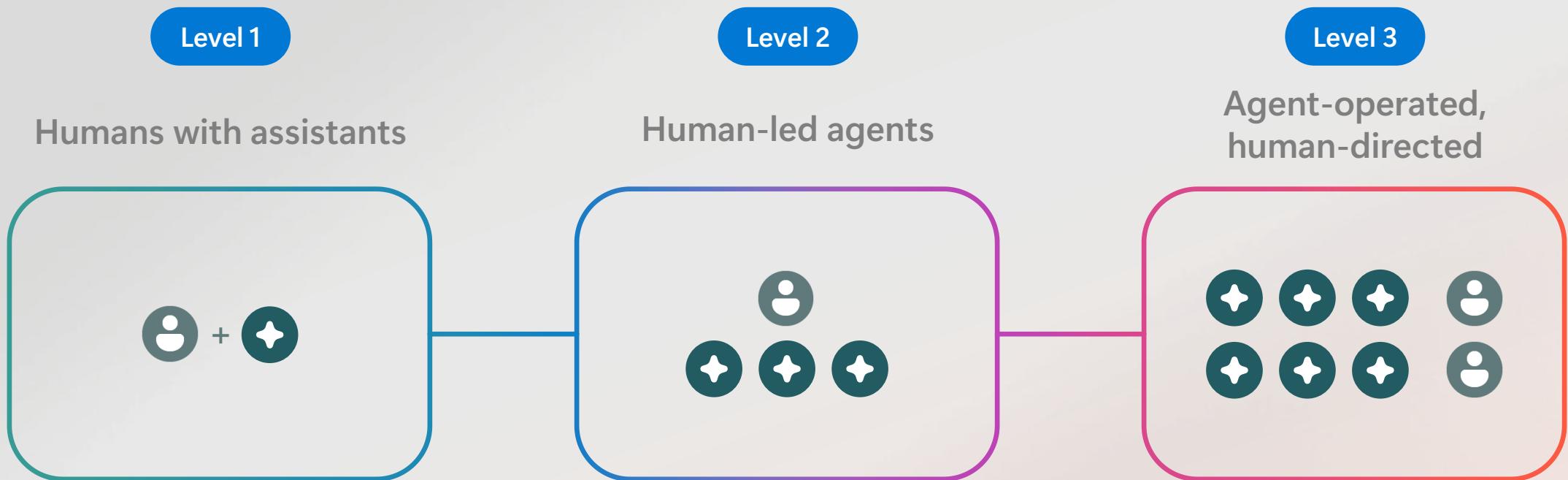
Humans with assistants



Levels of AI first company



Levels of AI first company



The Emerging Frontier Firm

1

You can buy
intelligence on tap

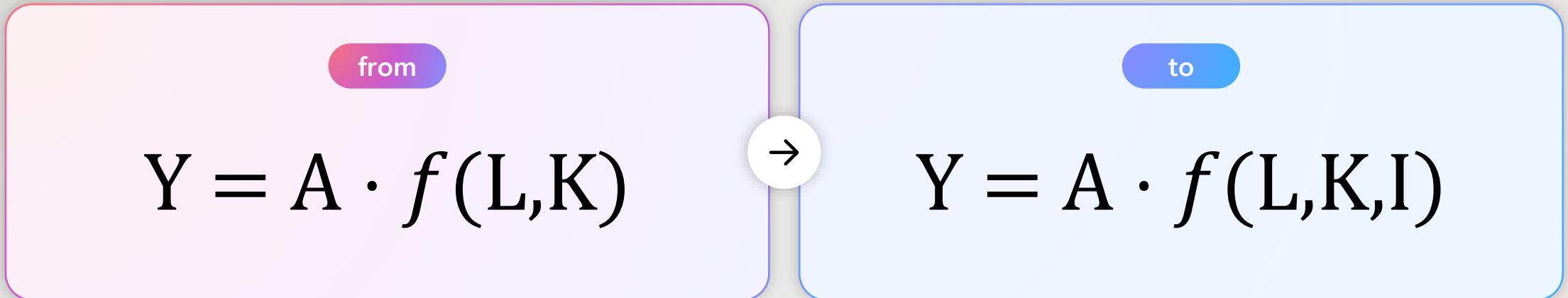
2

Human-agent teams
will upend the org
chart

3

Every employee
becomes an agent
boss`

The new productivity equation



Y

Output, measured
in national- or firm-
level output

L

Labor, measured in
total human hours
worked

K

Capital, measured
in the value of
physical assets

I

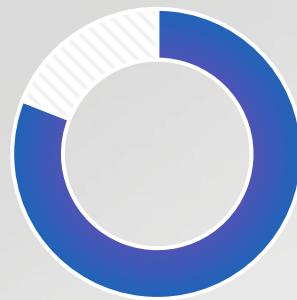
Intelligence,
measured in
cognitive outputs

A

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

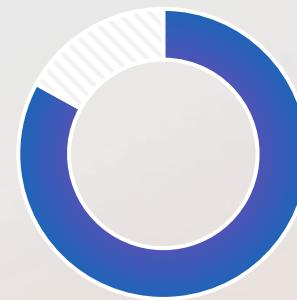
But leaders need to deliver more...



48%

of **leaders** agreed productivity must increase

and plan to use agents to meet the demand

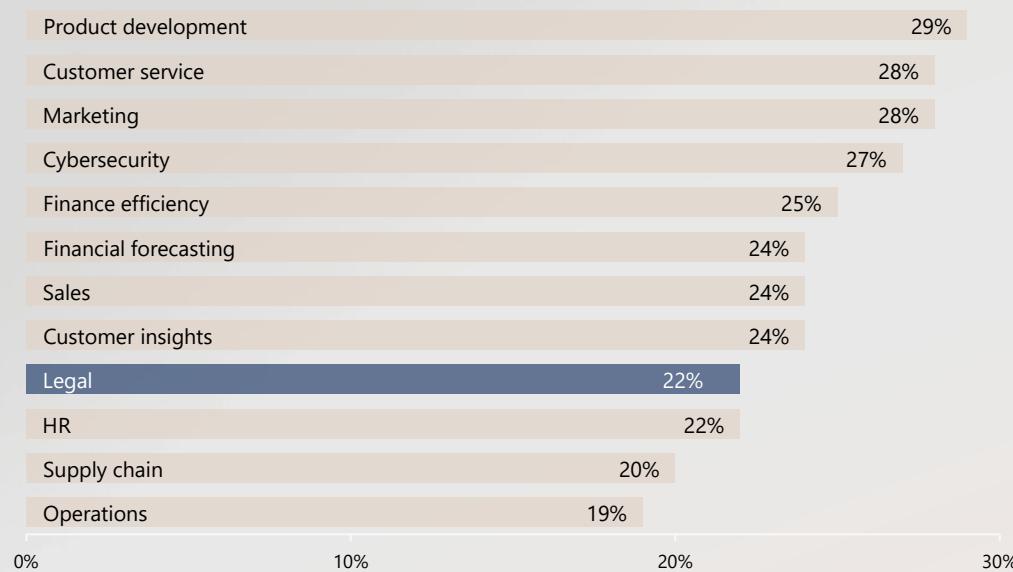


83%

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

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



Making it real for Legal Services





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

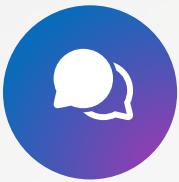
Bill Gates

Becoming Frontier for Legal



Enrich employee experiences

By empowering every legal team member



Reinvent customer engagement

By streamlining legal documents and contract management processes



Reshape business processes

By reinventing legal compliance, security & risk management



Bend the curve on innovation

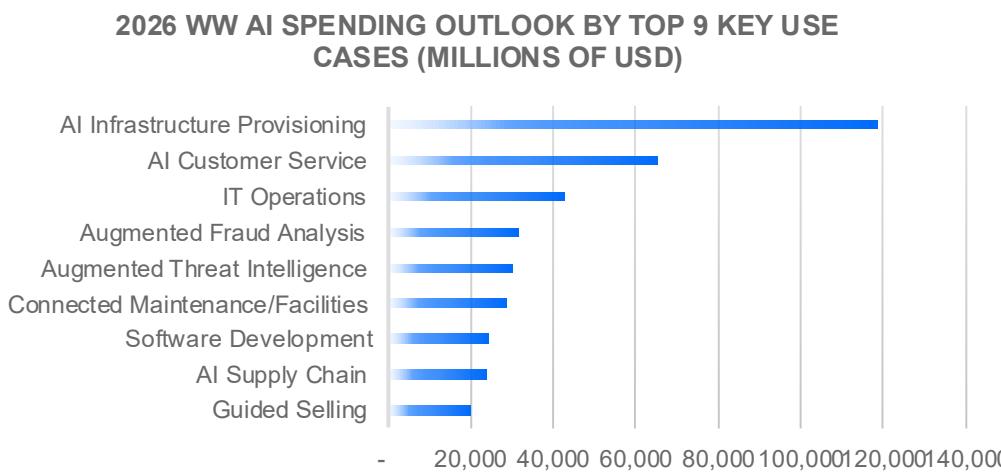
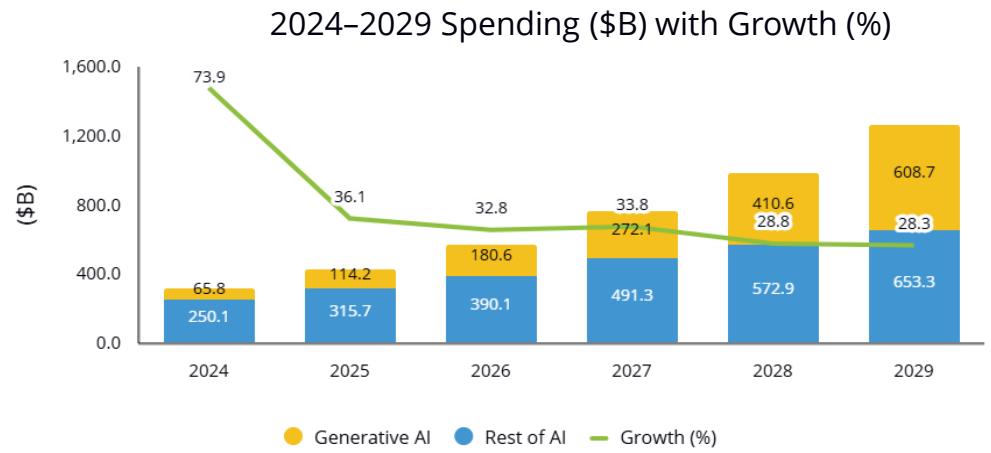
By revolutionizing how teams stay up-to-date with changing regulations & laws

← Establish a secure and compliant foundation →



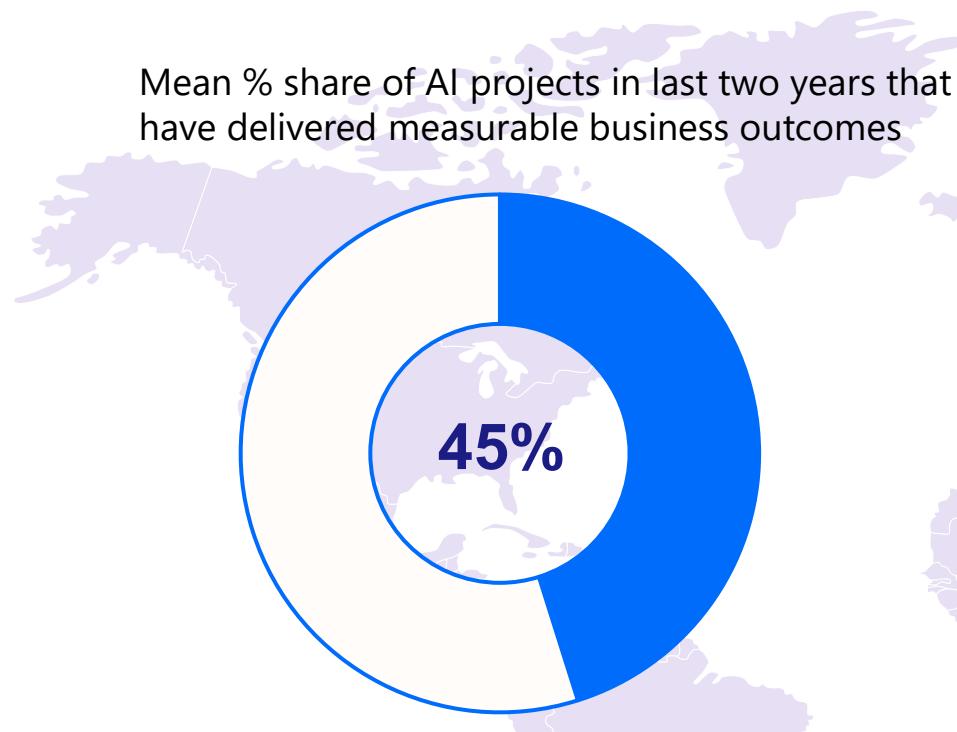
AI Spend Growth: Key Use Cases in 2026

Worldwide Artificial Intelligence IT Spending by AI Type, 2024–2029



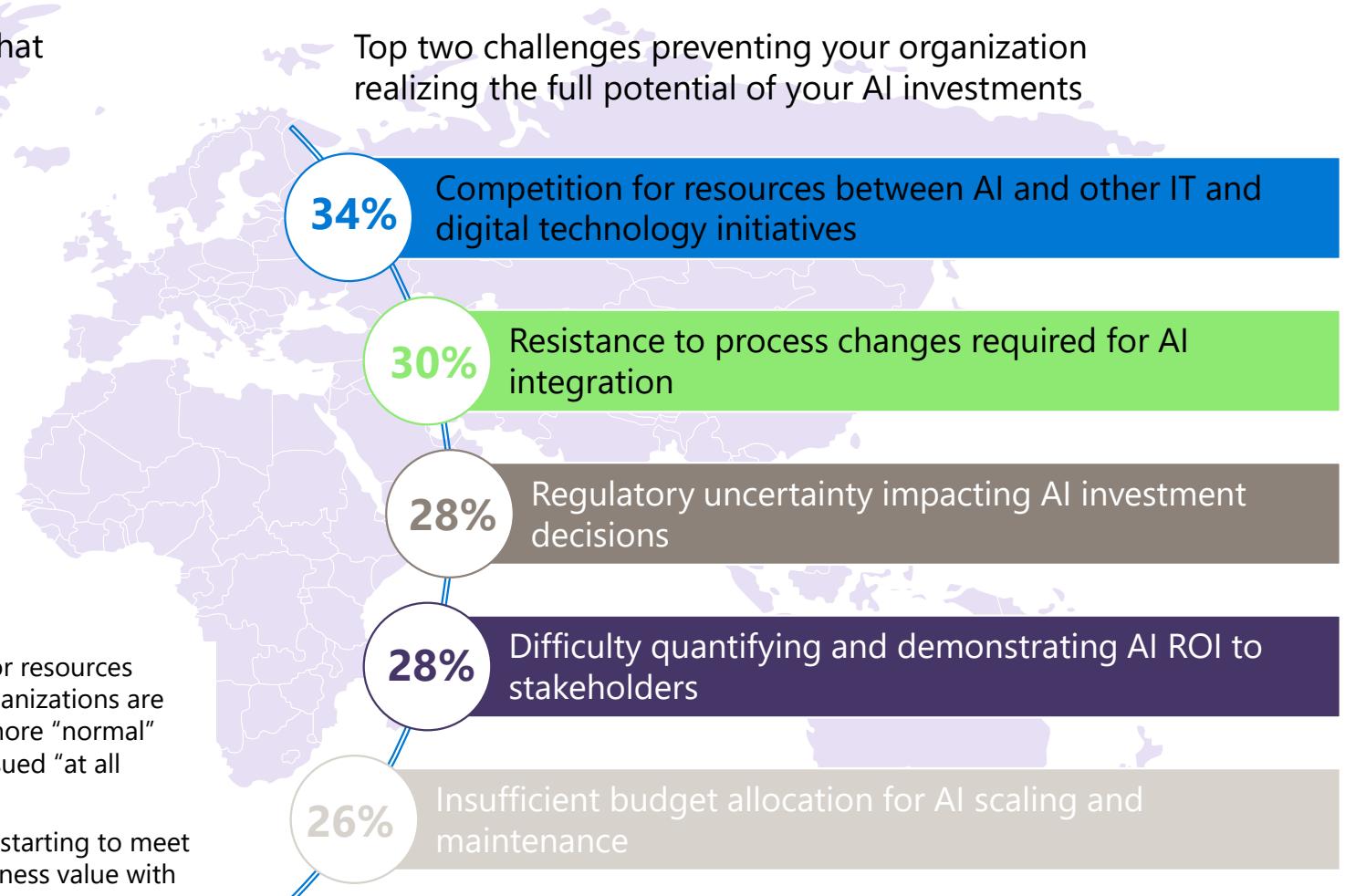
- **AI spend** continues to outpace regular IT spend growth through 2026 and beyond. Over the long run, **Generative AI** will especially continue to grow year-on-year through 2029, as use cases become more apparent and the infrastructure buildout enables expansion.
- Through 2026, however, **IT-focused use cases** are still projected to dominate large share of initial AI investments, including AI infrastructure provisioning and optimization, IT operations and optimization, software development and security.
- Following that, however, growing investments in **customer service automation** could provide early proof points of ROI and Agentic AI capabilities. Alongside automation of customer calls, this can also include sentiment analysis, voice recognition, and customer journey mapping.
- **Industry-specific deployments and use cases** will gain traction. This includes fraud analysis, government intelligence, adaptive learning, clinical resource optimization.

50% of respondents say that less than half their AI-related projects have delivered measurable business outcomes. Only 11.4% worldwide report that they are obtaining measurable business results from more than 75% of their AI projects.



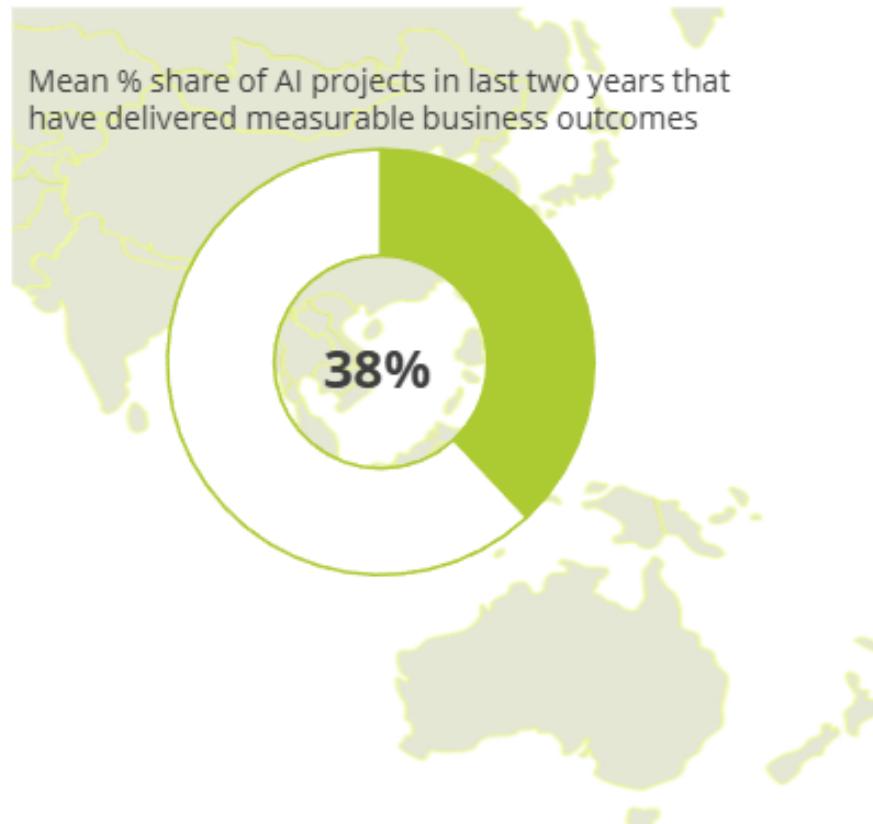
Organizations are particularly challenged by competition for resources between AI and other IT/digital priorities. This suggests organizations are starting to weigh the priority of AI investments alongside more "normal" investments, rather than seeing AI investment as to be pursued "at all costs".

Resistance to process change indicates initial excitement is starting to meet the complex reality of behavior change. To deliver real business value with AI, organizations must introduce new behaviors. This is not easy.

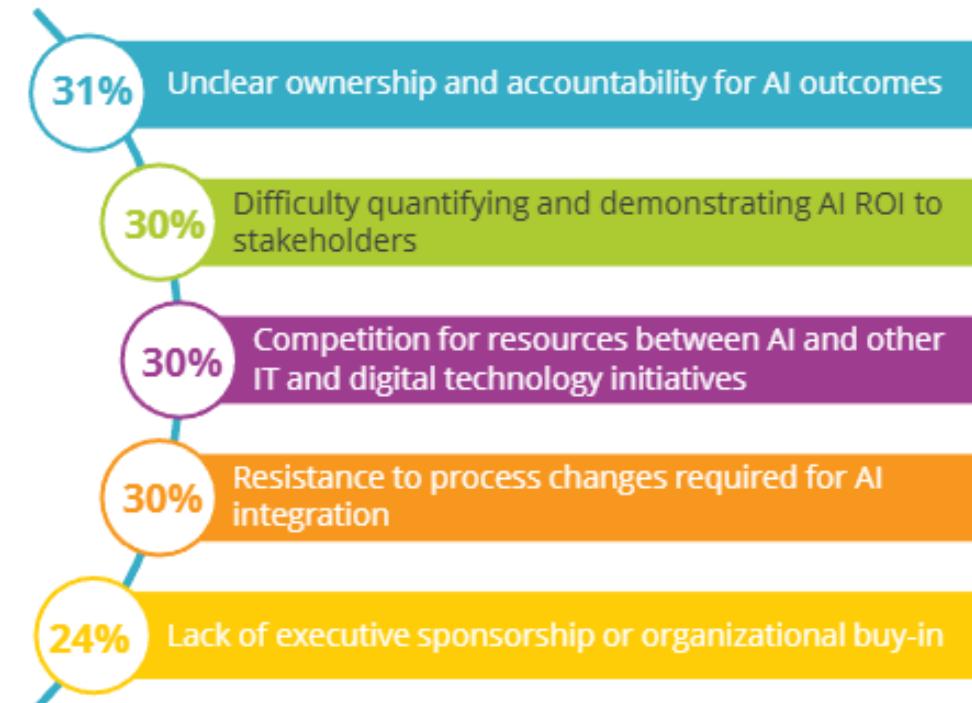


IDC Report on Results – Compare with 15/17% US/EU

Only 2.4% of enterprises in Asia Pacific report that they are obtaining measurable business results from more than 75% of their AI projects.



Top two challenges preventing your organization realizing the full potential of your AI investments



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

Becoming Frontier @Ignite 2025

Success framework

Enrich employee experiences

Reinvent customer engagement

Reshape business processes

Bend the curve on innovation

Approach

AI in the flow of human ambition

Ubiquitous innovation

Observability at every layer

Microsoft Ignite Annoucements

CHAPTER 1

AI in the flow of human ambition

- **Agentic Mode and Outlook in Copilot Chat***
- Voice in M365 Copilot
- **Work IQ**
- Employee Experience Agents
- **Windows: the canvas for AI & Agents***

CHAPTER 2

Ubiquitous innovation

- **Agent Factory**
- Agentic Business Applications
- Sales Development Agent
- Agent Builder in M365 Copilot*
- Maker Workspace in Power Platform
- Maker & Admin improvements in Copilot Studio*

CHAPTER 3

Observability at every layer

- **Microsoft Agent 365***

- **Foundry IQ**
- **Fabric IQ***
- **Foundry Model Router***

- **Foundry Control Plane***

- Security Copilot in M365 E5*
- Purview data & security compliance controls in M365 Copilot

- Agent Control Plane for Azure AI Foundry*
- Purview Data Security Posture Management enhancements

- Security and governance capabilities for Agent 365*
- Security Dashboard for AI for CISO

Copilot is the UI for AI



Copilot Control System

Microsoft Responsible AI principles



Fairness



Reliability and
safety



Privacy and
security



Inclusiveness



Transparency



Accountability



AI Built for Work

Work IQ



Data



Memory



Inference



Microsoft 365 Copilot

One app. One experience. One AI advantage



Search

- AI overviews
- Glance cards
- 1st and 3rd party connectors



Chat

- Meeting AI highlights
- Memory and personalization
- Image gen and editing
- Voice in M365 Copilot
- Content/codegen with Pages



Agents

- Model choice with Researcher
- Surveys agent



Notebooks

- Real-time collaboration
- Proactive suggestions
- Audio overviews



Create

- Visual assets with brand kit
- Sora 2 video creation

Copilot Control System



Copilot + Agents



Security & Governance

Data security

AI security

Compliance & privacy



Management Controls

Licensing & metering

Customization



Measurement & Reporting

Impact & ROI metrics

Robust prebuilt reports

Custom reporting included

Announcing

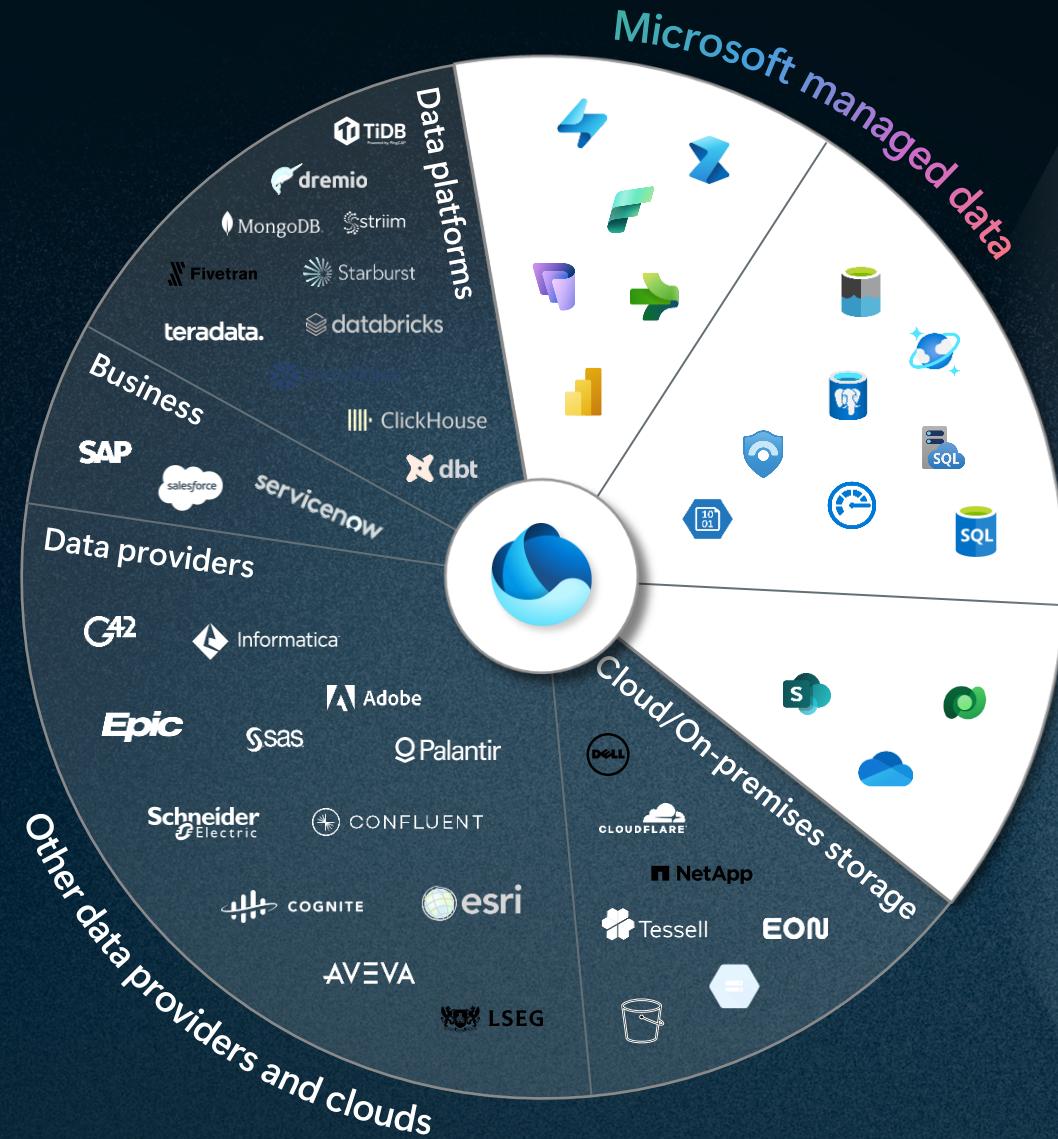


Fabric IQ



OneLake unifies the world's data

All clouds, on-prem, all databases, apps and files



Announcing

- Azure SQL MI
- Azure Blob Storage
- Public preview
- Oracle DB
- SharePoint/OneDrive
- Google BigQuery
- SAP Datasphere



The language of your business

 ENTITIES

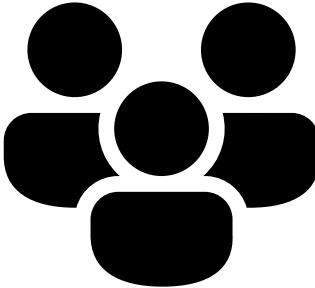
 PROPERTIES

 ACTIONS

 RELATIONSHIPS

 POLICIES

 OBJECTIVES



Teams

Need for a unified intelligence platform

Business Understanding

Data & Meaning & Action

Decision Scope

Trust & Reliability of AI

Agility & Ownership

TODAY

Meaning lives in experts' heads

Fragmented across systems

Made in isolated silos

Lack of business understanding

Built by specialist engineers

THE FUTURE



Language shared by teams & AI



Unified in a single model



Optimized across the business



Grounded in live business context



Owned by the business

**Data powers AI
But that alone isn't enough**

**Shared understanding, meaning, and business
connection makes it intelligent**

Without shared context, every team has a different view

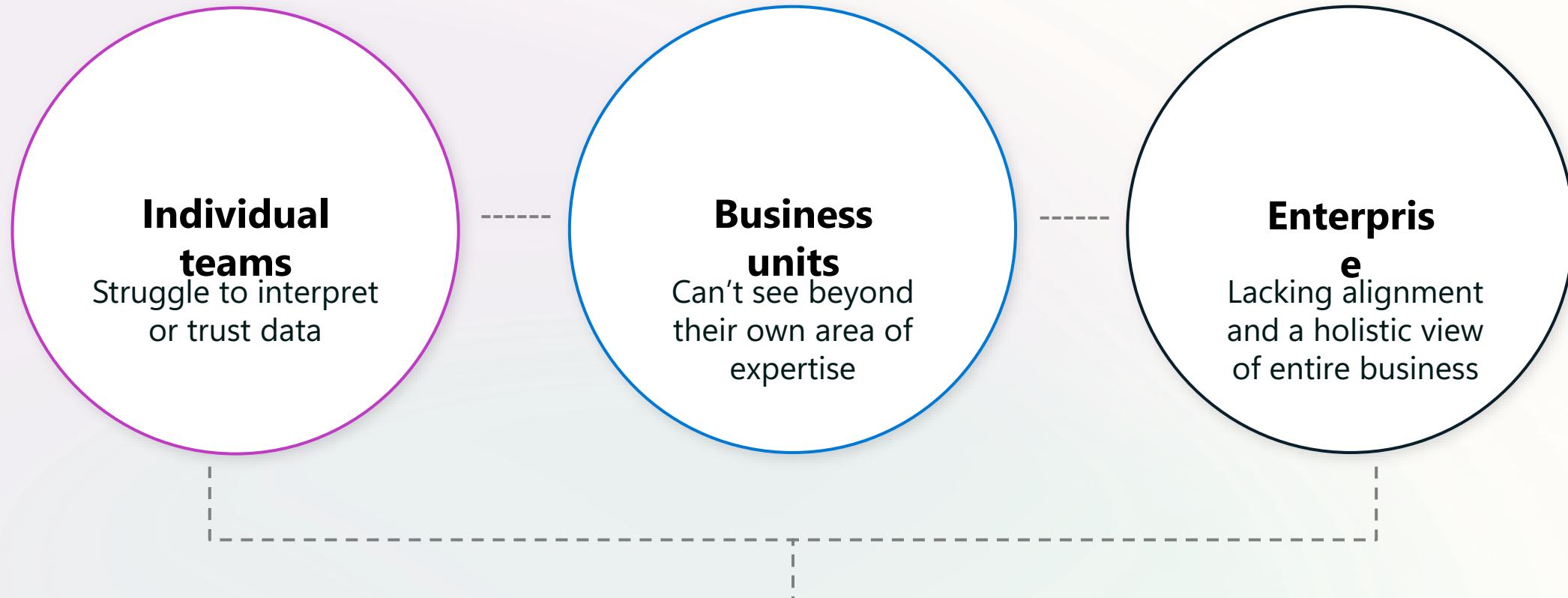
When “active plane” means something different to everyone:

- **Maintenance** sees it as “not in the hangar”
- **Operations** sees it as “assigned to a flight”
- **Leadership** asks, “How many active planes do we have?” – and gets conflicting answers

The result: Fragmented views lead to misalignment, slowing decisions and blocking



For many businesses today, connection is lost

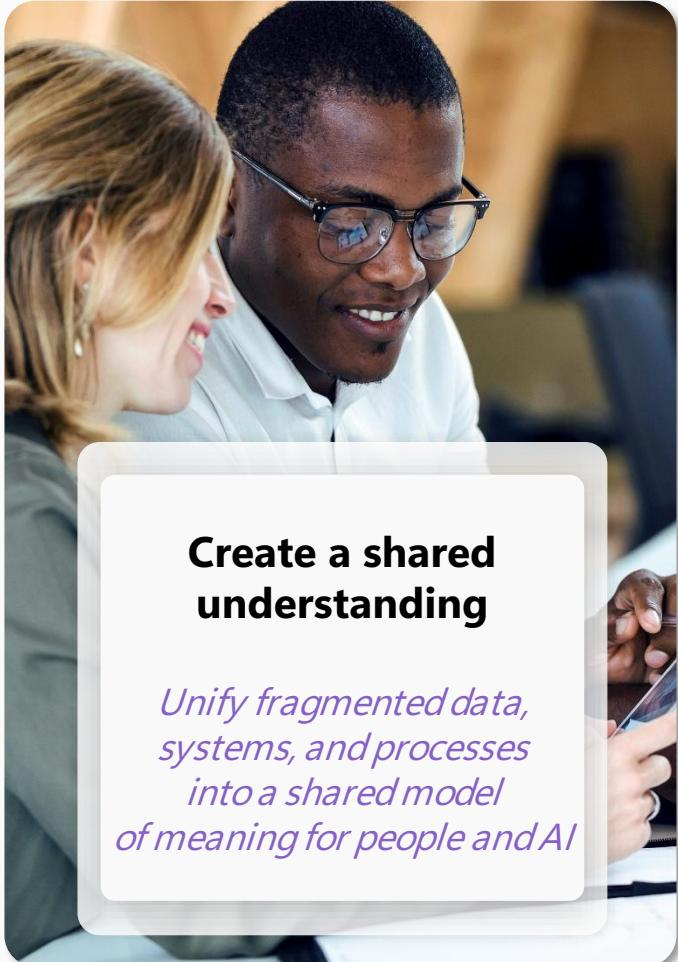


Without shared connection across enterprise systems, data, and processes, organizations can't optimize their full operations

AI inherits the same challenges

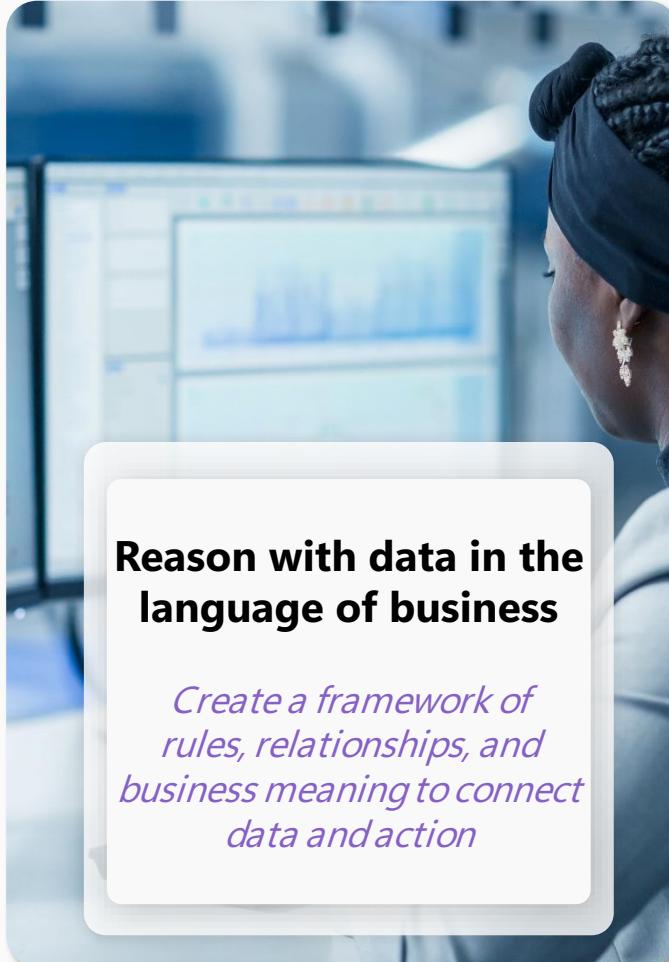
If people can't see the full picture
AI can't either, and
modeling outputs won't be adequate or trustworthy

Model your business for AI value creation



Create a shared understanding

Unify fragmented data, systems, and processes into a shared model of meaning for people and AI



Reason with data in the language of business

Create a framework of rules, relationships, and business meaning to connect data and action



Activate and evolve AI intelligence

Ground AI agents on connected enterprise context, for more trustworthy, impactful outputs

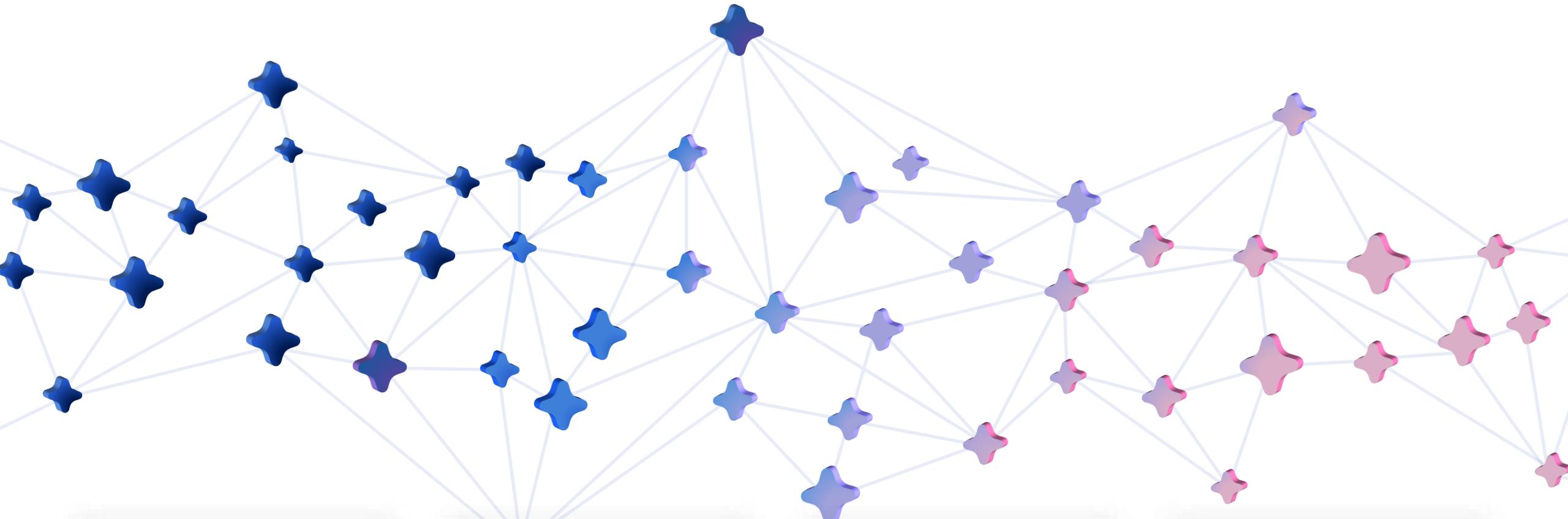
Introducing



Microsoft Agent 365

The control plane for all your agents

Is your organization ready?



Can IT discover and manage agent proliferation for impact?

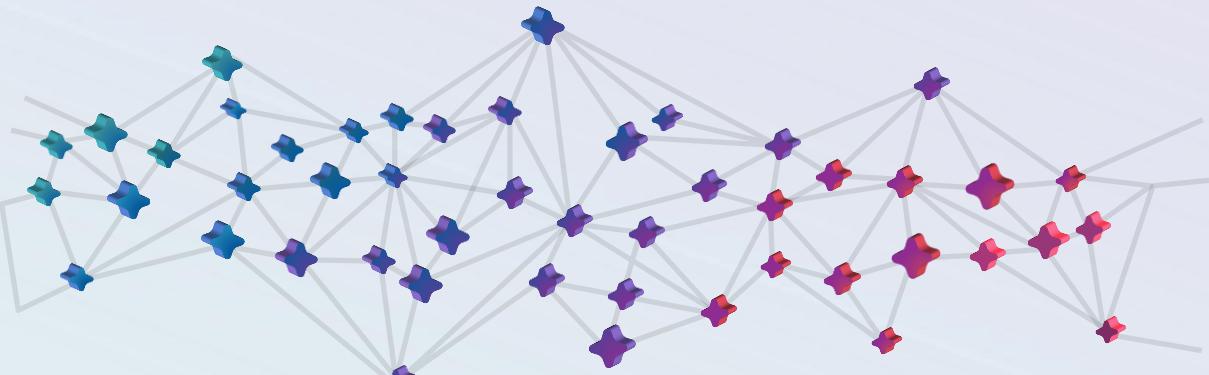
Are agents behaving correctly & appropriately within the enterprise?

Who / what are agents sharing the sensitive information with?

Are the agents well governed and audited – what are my costs?

Microsoft Agent 365

The control plane for agents



Registry



Access Control



Visualization

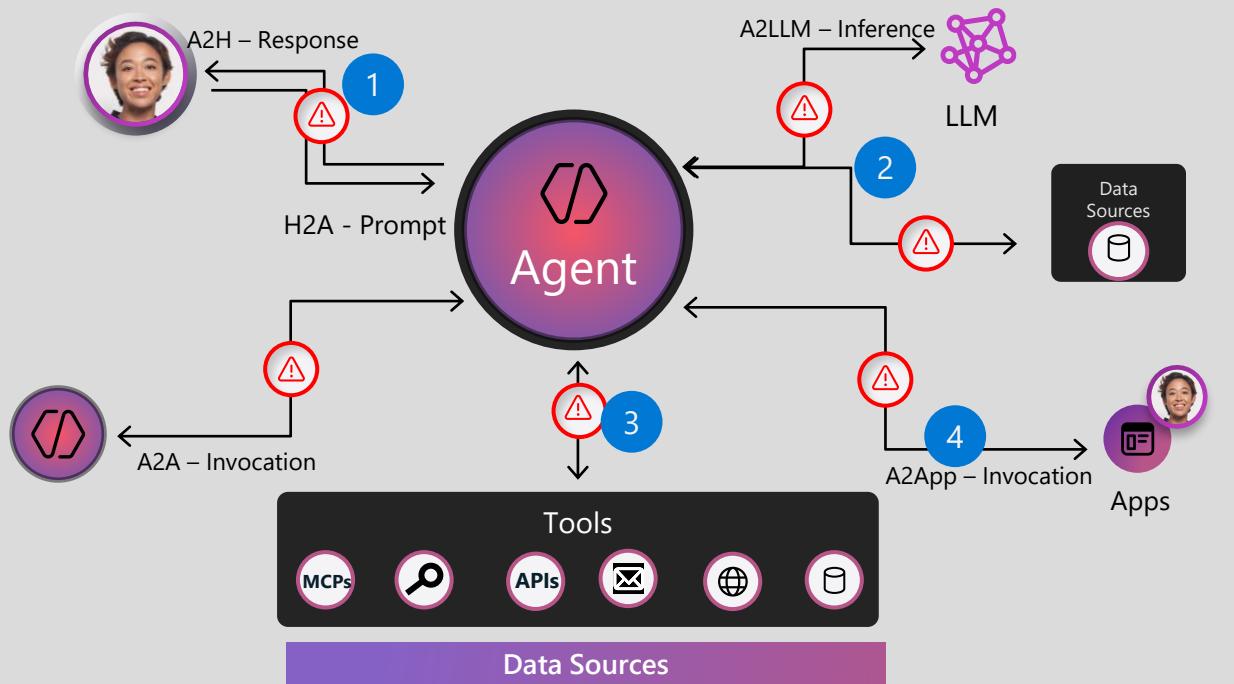


Interop



Security

Agentic AI introduces new risks and threats



- 1 Jailbreak or prompt injection attempt
- 2 Model poisoning
- 3 Malicious tool use
- 4 Permission abuse

Thank You

