

NAVIGATING STRATEGIC AI:

A Comprehensive Vision for
Executive Leadership



CTAC

Executive Summary

→ **AI is reshaping business.**

This paper shows how you can use AI to stay ahead - practically, securely, and with direct impact. Ctac helps you do just that.

What's in the news?



– Forrester Research

“Firms that actively harness generative AI to enhance experiences, offerings, and productivity will realize outsized growth and will outpace their competition.”

[Source](#)



– Satya Nadella, CEO van Microsoft

“AI agents will become the primary way we interact with computers in the future. They will be able to understand our needs and preferences, and proactively help us with tasks and decision making.”

[Source](#)



– Timo Elliott, VP and Global Innovation Evangelist, SAP

“Experts agree that AI is the third great wave of technology after the personal computer (PC) in the 1980s and the Internet in the 1990s.”

[Source](#)



– Gartner

“By 2028, Gartner predicts that 33% of enterprise software applications will include agentic AI, up from less than 1% in 2024.”

[Source](#)

Table of contents

| | |
|-------------------------------------------------------------------|----|
| <i>1. Strategic necessity</i> | 5 |
| <i>2. Return on Investment (ROI) and Financial Viability</i> | 6 |
| <i>3. Define your costs of doing nothing</i> | 7 |
| <i>4. Copilot & Joule: a unified AI experience</i> | 8 |
| <i>5. The future: AI as the interface</i> | 11 |
| <i>6. Driving Strategic Business Advantage with Connected AI</i> | 12 |
| <i>7. Data as the Lifeblood of Connected AI</i> | 18 |
| <i>8. Industry Impact: Tailored Business AI – Sector Specific</i> | 19 |
| <i>Manufacturing</i> | 20 |
| <i>Retail</i> | 24 |
| <i>Wholesale & Distribution</i> | 28 |
| <i>Professional Services</i> | 28 |
| <i>Government</i> | 29 |
| <i>Real Estate</i> | 29 |
| <i>9. Controlled Innovation</i> | 31 |
| <i>10. Outlook: what's next- and what it means for you</i> | 34 |

1. Strategic necessity

Leveraging AI for Competitive Advantage

AI isn't just innovation; it's a business necessity. According to IDC, by 2027 one in four software tools will include generative AI. That changes how you work, compete, and grow. If you want to lead, AI must become part of your core strategy. That means knowing exactly where it creates value: in operations, customer interaction, and new revenue streams. When AI is embedded into your processes, you become more agile, reduce costs, and set the pace in your industry, rather than just following it.

Transforming core business and revenue models

AI is changing how businesses run and grow. It helps streamline operations, spark innovation, and improve how you serve your customers.

Companies using AI effectively make better decisions, work more efficiently, and deliver personalized services at scale. Predictive analytics, for example, helps reduce supply chain costs and respond faster to changes. In retail, AI boosts loyalty by tailoring offers to individual customer needs.

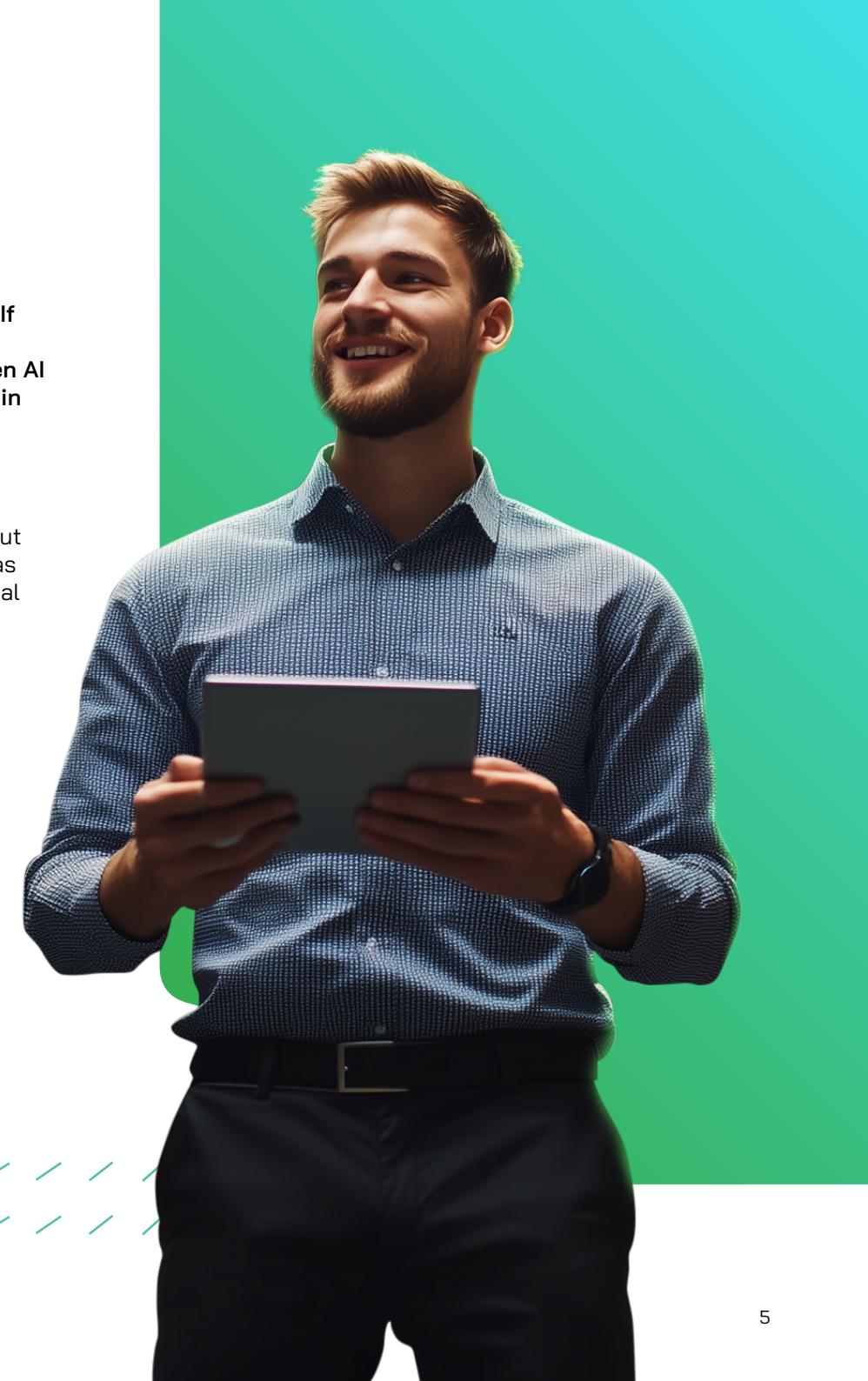
To unlock this potential, you may need to rethink parts of your strategy. The companies that embed AI into their planning today are the ones that will lead tomorrow, redefining how they compete and grow.

Balancing speed and risk in AI adoption

The pressure to move fast with AI is real. But speed without structure brings risk. Such as compliance issues, data breaches, or ethical blind spots.

On the other hand, waiting too long lets competitors pull ahead. Success lies in striking the right balance: act fast, but with control.

That means starting small, learning quickly, and using clear rules for security, compliance, and accountability. With this approach, you move forward with confidence, without exposing your business to unnecessary risk.



2. Return on Investment (ROI) and Financial Viability

To prove the value of AI, clear metrics are essential. Link each project to business goals - cost savings, revenue growth, productivity, or customer experience - and measure progress through structured performance monitoring.

Some initiatives show results quickly. RPA, AI-powered chatbots, or predictive maintenance help automate tasks and boost efficiency with minimal disruption.

Strategic AI projects take more time and go deeper. Think predictive analytics, full-scale customer experience platforms, or AI-driven business intelligence. These require broader changes but unlock more significant long-term value.

A balanced approach is key. Combine short-term wins with long-term investments to create sustainable impact across your business. That's how AI becomes a lasting advantage.



Effort/Impact Analysis of AI Projects

AI brings big opportunities. But to get value fast, you need focus. That starts with knowing which use cases deliver the most and what they take to build.

Map each project on two axes: effort and impact. Some are quick wins, like RPA or chatbots. Others need more time and depth, like predictive analytics or full CX platforms.

This kind of analysis helps you prioritize. It also keeps ambitions realistic. Aim high, but stay grounded in what's doable now, based on your data, systems, and team.



3. Define your costs of doing nothing

How relevance can be lost in the next year or two

Failing to act on AI today means more than missing a trend, it means losing ground. Companies that delay face higher costs, slower operations, and shrinking market relevance.

AI-driven tools like RPA, predictive analytics, and chatbots streamline repetitive tasks, reduce errors, and increase agility. Without them, organizations stay stuck in manual workflows; costly, slow, and outdated. For example, businesses without AI-powered insights spend hours compiling reports. Competitors, meanwhile, use real-time dashboards to make fast, informed decisions. This growing gap affects productivity, profitability, and future resilience.

“The cost of doing nothing isn’t just financial—it’s strategic. To stay relevant, businesses must evolve with the market. That means embracing AI now, not later.”



Here’s what’s at stake

Market relevance

Competitors leap ahead with faster, smarter, AI-driven processes.

Operational efficiency

Without automation, productivity drops and costs climb.

Customer loyalty

Generic experiences lead to lower engagement and higher churn.

Brand perception

Inaction suggests stagnation, hurting reputation and partnerships.

Revenue loss

Dynamic pricing and resource use boost AI-led profit margins.

Investor confidence

Boards expect AI plans; hesitation raises red flags.

Organizational stagnation

Missed chances to evolve and stay ahead.

Talent acquisition

Digital talent prefers forward-thinking employers.

Resilience to disruption

Disruption favors agile, AI-enabled businesses.



4. Copilot & Joule: a unified AI experience

The Convergence of Productivity and Process

The integration of Microsoft Copilot and SAP Joule marks a new chapter in enterprise intelligence. It brings together productivity-focused AI and deep process insights - right where people work.

Microsoft Copilot enhances everyday tools like Outlook, Teams, and Excel with natural language capabilities. It lets users ask questions, generate content, and summarize meetings, directly in their workflow.

SAP Joule adds the business context. It connects to SAP systems like S/4HANA, BW, and SuccessFactors, delivering real-time insights based on live transactional data.

Together, Copilot and Joule create an intelligent assistant that understands your business and helps you act faster. Ask: "Why is revenue down in region X?" and get a data-backed answer in context, in seconds.



Scott Guthrie, Executive Vice President, Cloud + AI bij Microsoft

"With the bi-directional integration of Joule and Copilot for Microsoft 365, we're enabling employees to get more done in the flow of their work through seamless access to information from business applications in SAP as well as Microsoft 365."

Ctac's perspective on Joule + Copilot: Connected AI

At Ctac, we see this integration not just as a tech milestone, but as a shift in how people engage with data. AI moves from isolated pilots to daily practice, from backroom analytics to front-line action. This is what we call Connected AI: AI that's embedded, contextual, and outcome driven. It's no longer about having AI - it's about using it where it matters. As both a Microsoft and SAP partner, Ctac understands the data structures, process flows, and business logic behind the scenes. We make the connection work: quickly, securely, and at scale.

Real-world enablement: from integration to impact

AI is only valuable when it delivers real results. That's why Ctac supports clients across every step of their journey - from strategy to adoption, from integration to improvement:

"At Ctac, we don't just connect systems. We align people, data, and processes to turn AI potential into performance."

1

Strategy & Roadmap:
We start by identifying high-impact use cases. Where can Copilot or Joule reduce friction, save time, or boost decision-making? Together, we build a practical roadmap focused on business value.

2

Data Readiness:
SAP systems must be clean, connected, and AI-ready. We ensure that the right data is available, secure, and in the right format - so AI works with your reality, not against it.

3

Integration:
We connect Microsoft and SAP environments with care and precision, using frameworks like the Model Context Protocol (MCP) for secure and scalable interoperability.

4

Enablement & Adoption:
Success depends on adoption. That's why we train your people and embed new workflows into their daily tools. We make sure AI becomes part of the way people actually work. Not a side project, but a real enabler.

5

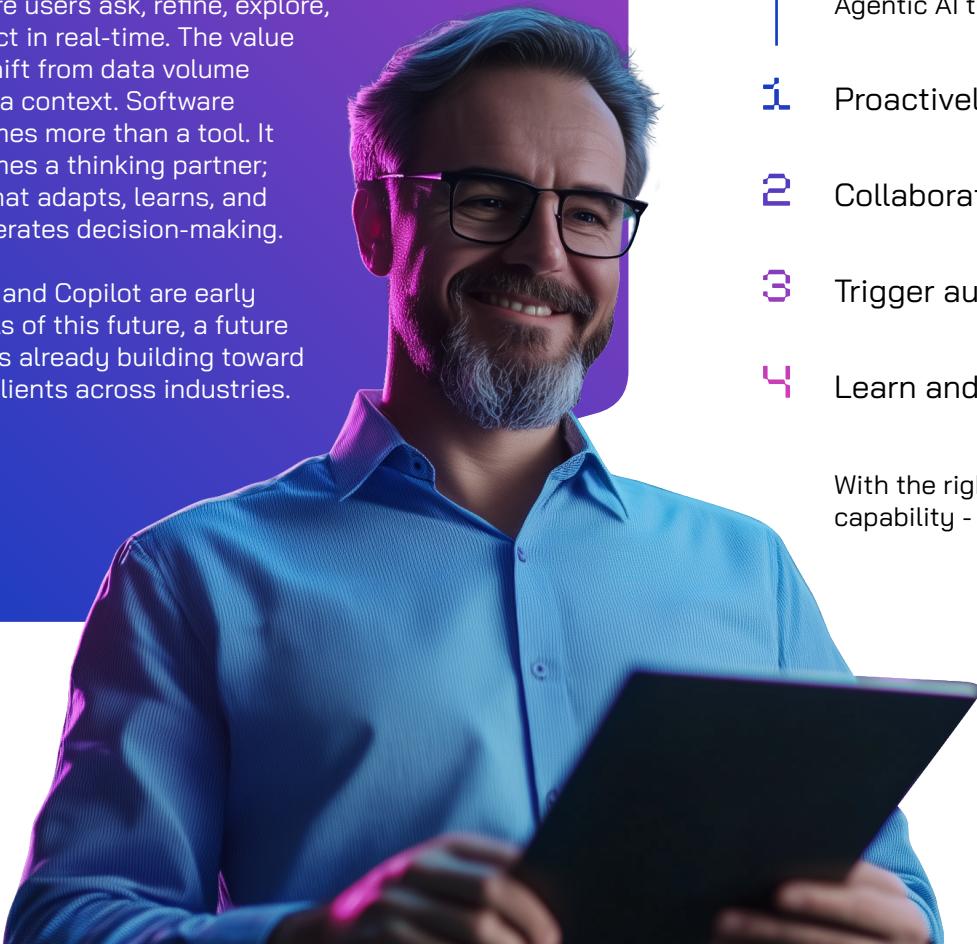
Continuous Improvement:
As technology evolves, so does your solution. We align AI developments from Microsoft and SAP with your business objectives, so you keep moving forward. We keep managing the AI solution with the latest tech developments.

5. The future: AI as the interface

Looking ahead, we believe that prompting will become the new interface for business software. Prompting replaces clicking. And context becomes more important than features. Structured workflows will give way to flexible, conversational interactions

- where users ask, refine, explore, and act in real-time. The value will shift from data volume to data context. Software becomes more than a tool. It becomes a thinking partner; one that adapts, learns, and accelerates decision-making.

Joule and Copilot are early signals of this future, a future Ctac is already building toward with clients across industries.



From static models to dynamic agents: the rise of agentic AI

The next wave of AI isn't just reactive; it's goal driven. Agentic AI shifts the focus from responding to prompts to achieving outcomes autonomously. What sets these agents apart is their ability to perceive, plan, act, and learn. They observe their environment, define a strategy, execute tasks across systems, and adapt based on outcomes. This makes them more than digital tools; they become intelligent business counterparts. Unlike traditional copilots that support a single task or app, Agentic AI works across platforms and departments. It orchestrates multi-step processes and resolves issues in real time, with minimal human input.

At Ctac, we see this as the next step in enterprise automation. Agentic AI turns copilots into operational partners that can:

- 1 Proactively monitor for risks and opportunities.
- 2 Collaborate with users to resolve exceptions in real time.
- 3 Trigger automated actions across SAP, Microsoft, and custom systems
- 4 Learn and improve based on business feedback and outcomes.

With the right foundation, Agentic AI can move from concept to capability - securely, efficiently, and at scale.



Bridging to connected AI: what comes next



AI is reshaping business.

Agentic AI opens the door to something bigger: enterprise-wide orchestration. The goal is no longer isolated insights - it's a connected layer of intelligence across systems, data, and decisions. The Model Context Protocol (MCP) plays a key role here. It standardizes access to enterprise data and business logic, turning static models into dynamic agents. MCP makes real-time data available, across platforms, with built-in governance.

With Microsoft Copilot Studio now supporting MCP natively, businesses can create agents that not only generate insights but act on them; pulling live data, executing actions, and closing the loop. At Ctac, we help clients move beyond custom integrations. MCP provides a scalable foundation for AI agents that work across SAP, Microsoft, and other systems—securely and efficiently.

The result? AI that no longer operates in silos. Instead, it links every step of the process: from signal to strategy to execution.

6. Driving strategic business advantage with connected AI

The role of the 'USB-C Connector for AI' at Ctac

In today's rapidly evolving business landscape, enterprises recognize artificial intelligence (AI) as a strategic enabler for innovation, efficiency, and competitive differentiation. However, effectively integrating AI across diverse and complex business ecosystems has remained challenging. Ctac, leveraging its unique positioning as a premier partner of both Microsoft and SAP, addresses this challenge through the strategic deployment of the Model Context Protocol (MCP), a universal, standardized integration framework enabling seamless AI connectivity across enterprise applications.

MCP: The Universal Connector Enabling True AI Integration

AI delivers value when it's embedded; seamlessly, securely, and at scale. That's where Ctac's use of the Model Context Protocol (MCP) makes the difference. MCP is a universal connector. It simplifies AI integration by offering a single, standardized interface to access enterprise data, without custom code or fragile links.

At Ctac, we use MCP to bridge Microsoft and SAP environments. Copilot agents can pull live SAP data securely. At the same time, Joule gains access to Microsoft context. That's bi-directional intelligence in action.

MCP ensures users can interact with AI in the flow of work. A travel booking in SAP Concur updates Outlook. A request in SAP triggers information from Teams. It just works, no switching, no delays. For our clients, this approach means faster deployments, fewer risks, and long-term flexibility. MCP allows new tools or AI models to connect without redoing integrations.

As Microsoft and SAP partners, Ctac delivers this with enterprise-grade security. Data remains in your environment. Governance stays intact. By using MCP as the 'USB-C for AI', we turn your architecture into a platform for future-ready intelligence.

What is MCP?

Client



MCP



Server



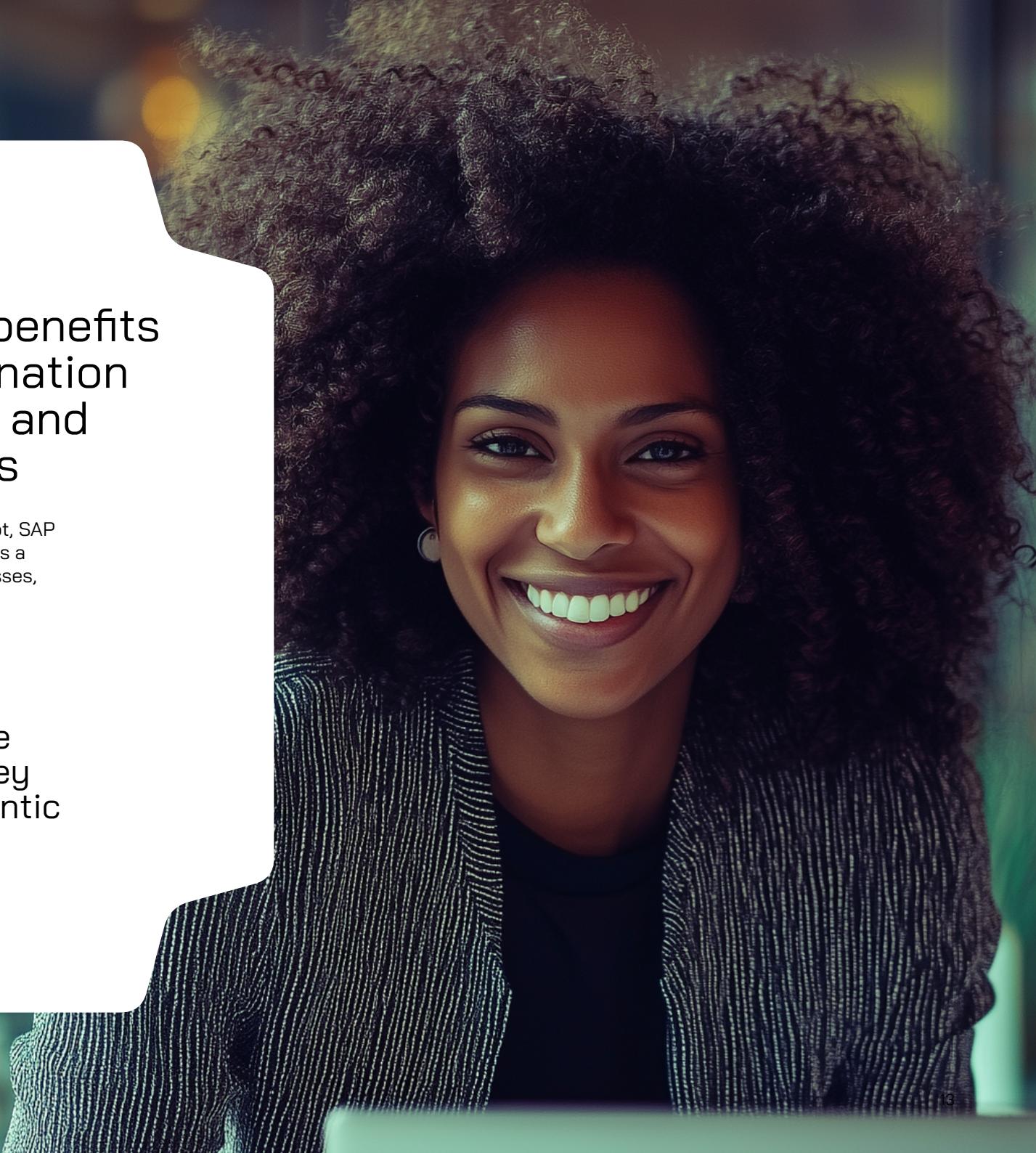
Achieving diverse benefits with MCP in combination with Copilot, Joule and Enterprise Systems

When MCP is combined with Microsoft Copilot, SAP Joule, and enterprise data systems, it unlocks a broad range of benefits across teams, processes, and technologies.



Satya Nadella, CEO van Microsoft

“Open protocols like A2A and MCP are key to enabling the agentic web.”





Efficiency and productivity

AI assistants gain access to real-time, contextual information. Employees can complete tasks and access insights faster, without switching between systems. One prompt is enough to automate actions that used to span multiple tools.

SAP and Microsoft promise a unified experience that improves productivity and fuels innovation. MCP makes that vision real, right in the daily flow of work.



Improved governance and security

MCP is designed for secure enterprise environments. Microsoft's implementation supports virtual networks, DLP policies, and authentication standards. Sensitive data stays inside your infrastructure - whether on-premises or in a private cloud.

For regulated industries, this means AI can operate without creating risk. Governance remains central, even as intelligence becomes more connected.



Deeper AI integration into processes

MCP brings AI closer to your operations. Agents no longer rely on copied data; they pull live insights from source systems. This enables smarter, more relevant interactions.

A manufacturing assistant can, for example, access live production and warehouse data to optimize supply chains. These were once isolated systems; now they work together, in context.



Flexibility and futureproofing

With MCP, you're free to evolve. You can change AI models, switch tools, or expand data sources without starting from scratch. Like a USB-C port, MCP offers a universal plug-in point for enterprise AI.

New connectors and updates can be added without disrupting the core architecture. This agility makes your IT environment ready for what's next.



Enhanced data-quality and insight

MCP allows copilots to connect to source data instead of relying on static exports. This keeps information consistent, current, and trustworthy.

The result: better decisions, richer insights, and fewer delays. Trends, anomalies, and business opportunities surface faster when AI works with the most relevant context.



Ease of use and adoption

Users no longer need to understand the system behind the interface. They can ask a question in natural language, and AI handles the rest.

Whether working in SAP or Office, employees experience one intelligent assistant: simple, unified, and responsive. That ease-of-use drives adoption and maximizes value.



Speed and scalability

Thanks to MCP's standardization, Ctac can implement solutions faster and with fewer risks. AI integrations that once took months now go live in weeks.

This speed is a key differentiator. In fast-moving sectors like retail or logistics, early AI adoption means a competitive edge. Ctac makes that speed possible—securely and sustainably.



Sustainable innovation and cost savings

With one MCP connection, multiple AI agents can be supported. You don't rebuild every time you innovate—you extend what's already in place. That means lower integration costs, faster innovation cycles, and more value from each investment. MCP replaces fragmented integrations with a future-proof foundation.



Microsoft Copilot + SAP Joule + MCP = Connected AI in action

When Microsoft Copilot and SAP Joule are connected via MCP, the result is more than integration - it's a unified, intelligent user experience. AI becomes accessible across the business, in every tool that people already use. Because Copilot supports MCP natively, Ctac can enable standardized, secure interaction between SAP and Microsoft systems. That means less complexity, faster implementation, and seamless workflows.

For example,
a sales
manager
asks a
question in
Microsoft
Teams:



“What’s our current revenue?”

Copilot retrieves live SAP data through MCP and provides an answer instantly. The same user approves an order in SAP - without ever leaving Teams.

SAP Joule also benefits. It can access Microsoft data to support workflows in SAP. For instance, Joule might retrieve team information from Microsoft Teams and SAP SuccessFactors to align project activities. No exports, no delays, just instant coordination.

This is what Ctac calls Connected AI. Not siloed tools, but one experience where intelligence flows both ways. Employees don’t have to learn new systems. They simply work smarter, wherever they are. Behind the scenes, Ctac ensures the integration is secure, governed, and future ready. MCP is designed to protect data and meet enterprise standards - across both platforms.

7. Data as the lifeblood of connected AI

Just as blood keeps the body alive, data keeps a digital enterprise running. It fuels insight, action, and decision-making. But in most organizations, data is fragmented—locked in silos or delayed by outdated pipelines.

At Ctac, we see data not as a static asset, but as something that must flow: always current, always accessible, always secure. That's the foundation for Business AI.

The Model Context Protocol (MCP) enables this. It connects disconnected systems—ERP, HR, communication, service—into one intelligent data network. Copilots no longer rely on static exports, but pull trusted, real-time information from source systems.

With MCP, a field manager can ask Copilot for up-to-date inventory while working in Word. A finance lead sees live SAP budgets inside Outlook. An HR manager combines SAP SuccessFactors and Microsoft Teams data in one prompt. All in the same workflow.

This shift changes how organizations operate. Decisions become faster and more reliable. Governance is no longer reactive but built into the architecture. Strategy is driven by truth, not assumptions.

At Ctac, we help clients unlock this potential. MCP acts as the circulatory system of Connected AI, making intelligence real and actionable - everywhere in the business.



In the age of AI, data is no longer just a byproduct of business – it is the business

Data used to support business decisions. Today, it drives them. In the age of AI, data is the engine of competitive advantage, if it's connected, contextual, and current.

Yet most organizations face fragmentation. Information is spread across systems, locked in silos, or outdated by the time it reaches decision-makers. This limits the effectiveness of even the most advanced AI. That's where platforms like Microsoft Fabric and SAP Business Technology Platform come in. Fabric unifies and prepares data across sources for AI use. SAP delivers structured operational data from core business processes - exactly what predictive models need.

Together, these platforms lay the foundation for high-quality, connected data. This enables more accurate forecasts, smarter decisions, and deeper insights across functions and industries.

At **Ctac**, we help clients bring these elements together. By combining Microsoft's data foundation with SAP's process intelligence, we ensure AI works not just with data—but with the right data, in the right context. Whether you're forecasting inventory shifts, predicting customer churn, or planning workforce needs, connected data turns AI into a strategic asset - not just a tool

8. Industry impact: tailored Business AI – sector specific

AI creates the most impact when it's tailored to the specific context of an industry. At Ctac, we understand that every sector has its own dynamics, challenges, and systems. That's why we never offer AI as one-size-fits-all- but always grounded in sector expertise.

With MCP, copilots can securely access industry-specific data, tools, and processes. This turns generic AI into business-relevant intelligence. In this whitepaper we will showcase industry specific examples of:

- ❖ Retail
- ❖ Manufacturing
- ❖ Wholesale & Distribution
- ❖ Professional Services
- ❖ Government
- ❖ Real Estate



Manufacturing: operational excellence through intelligent automation

A global manufacturer, operating in strict quality-controlled environments, faced operational risks and efficiency loss due to manual handling of supplier Certificates of Analysis (CoAs). This example shows how combining SAP and Microsoft AI can automate quality validation, reduce errors, and strengthen production reliability.

1

The challenge:

The company faced:

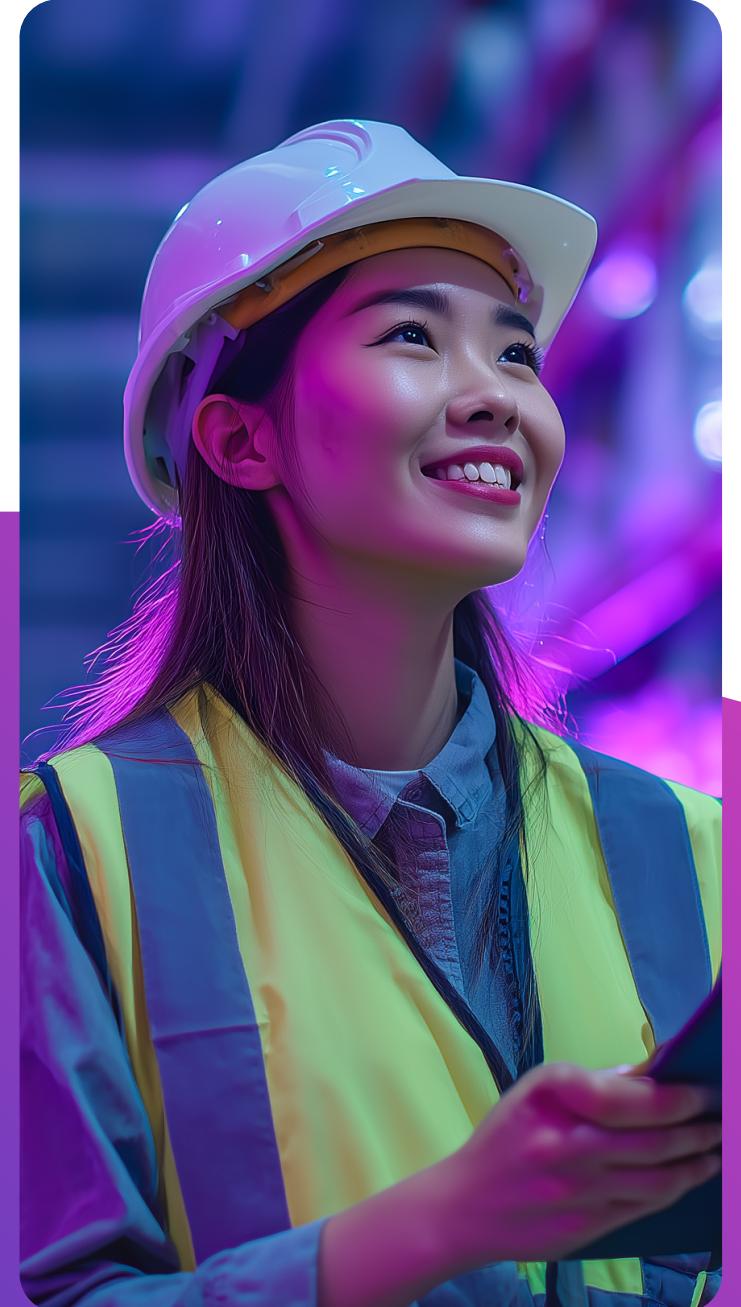
- ❖ Time-consuming manual processing of CoAs received via email
- ❖ High risk of missed or delayed validation, leading to quality and production issues
- ❖ Lack of real-time data to monitor supplier performance over time

They needed AI to automate the validation process and reduce operational risks.

2

The Solution:

SAP and Microsoft AI work together to streamline and secure the CoA process.



1

Data Integration

- ❖ SAP S/4HANA manages supplier specifications, material master data, and production requirements.
- ❖ **AI-powered Document Processing** extracts data from CoAs received by email.
- ❖ **Azure AI & Microsoft Fabric** optionally enrich CoA validation with external standards or regulatory data.

2

Automated Validation & Blocking

- ❖ SAP Joule checks incoming CoA data against SAP's predefined quality specs.
- ❖ Non-conforming materials are automatically flagged and blocked in SAP before entering production.

3

AI-Powered Quality Alerts

- ❖ SAP Joule provides early warnings such as:
"Incoming resin batch #12345 fails density specification. Blocked from production."

4

User Experience & Workflow Integration

- ❖ Microsoft Copilot sends alerts to quality managers via Teams:
"Non-conformity detected in batch #12345. Review and approve action?"
- ❖ Quality teams review and approve actions without switching systems.
- ❖ SAP automatically updates material status based on user confirmation.

5

Data-Driven Quality Insights

- ❖ All validated CoAs are stored and analyzed over time.
- ❖ Dashboards in Power BI or SAP Analytics Cloud provide supplier performance trends and process compliance insights.

6

Continuous Learning & Improvement

- ❖ SAP Joule and Azure AI continuously learn from new CoAs to improve detection accuracy and reduce false positives.



Business Impact

| Area | Result |
|----------------------|---------------------------------------------------------|
| Manual Validation | <i>80% automated CoA processing</i> |
| Quality Risk | <i>Real-time blocking of non-conforming materials</i> |
| Buyer workload | <i>Real-time blocking of non-conforming materials</i> |
| Process Transparency | <i>Full audit trail and supplier performance data</i> |
| Employee Efficiency | <i>Less manual checking, more time for improvements</i> |

Benefits include:

- ❖ Reduced quality risk and production disruption
- ❖ Increased process compliance
- ❖ Enhanced supplier accountability
- ❖ Improved operational efficiency and responsiveness

Conclusion

This example shows how SAP and Microsoft AI can help retailers move from reactive to proactive operations. SAP Joule serves as the predictive engine within SAP. Microsoft Copilot brings those insights directly into Teams or Outlook, enabling faster, more confident decisions - right in the flow of work.

Ctac can help you explore how similar solutions could be applied to your business.

Retail: predictive stock optimization for a fashion retailer

This example illustrates how a fashion retailer could use SAP and Microsoft AI to optimize seasonal stock levels. Ctac can help you explore similar opportunities in your industry.

A global fashion retailer wanted to avoid stock shortages and excess inventory. This example shows how combining SAP and Microsoft AI could help plan seasonal stock levels more accurately, reduce manual work, and improve customer satisfaction.

1

The challenge:

The company faced:

- ❖ Frequent stockouts or excess stock
- ❖ Slow, manual forecasting using spreadsheets
- ❖ Missed reorder windows with overseas suppliers

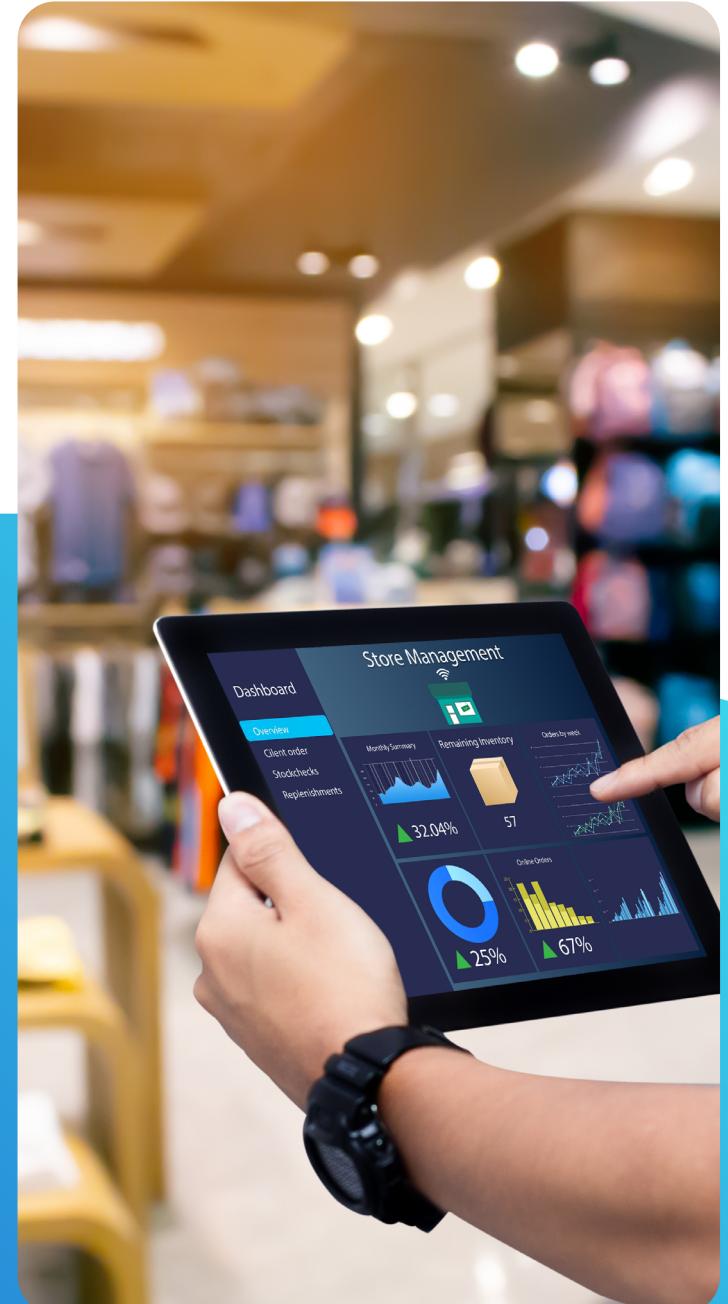
They needed AI to help them predict and act earlier.

2

The Solution:

SAP and Microsoft AI work together to solve the problem:

Next page 



1

Data Integration

- ❖ SAP S/4HANA for sales, stock, and supplier data
- ❖ Data shared with Azure Synapse Analytics for forecasting
- ❖ Optional use of Microsoft Fabric to combine SAP and external data (e.g., weather, trends)

2

Predictive Forecasting

- ❖ SAP Joule analyzes trends and past sales inside SAP
- ❖ Azure AI adds forecasting models to predict future demand

3

AI Recommendations

- ❖ SAP Joule alerts when stock will run low:

They needed AI to help them predict and act earlier.

4

Easy User Experience

- ❖ Microsoft Copilot sends the buyer an alert in Teams:
"Stock risk for SKU #SHRT345. Review purchase proposal?"
- ❖ Buyer clicks "Yes" → Copilot opens a purchase request in SAP
- ❖ Buyer approves or edits the order inside Teams

5

Automated Action

- ❖ If approved, the system creates the SAP purchase order automatically
- ❖ Power BI dashboards and Teams alerts show global stock risks in real time

6

Continuous Improvement

- ❖ SAP Joule re-trains monthly with updated sales and stock data



Business Impact

| Area | Result |
|----------------|--------------------------------------|
| Stockouts | <i>From 15–20% to <3%</i> |
| Buyer workload | <i>70% automated recommendations</i> |
| Response time | <i>From 14 days to hours</i> |
| Supplier costs | <i>Lower rush order costs</i> |

- ❖ Better product availability and customer satisfaction
- ❖ Lower stock holding costs
- ❖ Buyers spend more time on supplier negotiations, less on data work

Conclusion

This example shows how SAP and Microsoft AI can help retailers move from reactive to proactive operations. SAP Joule serves as the predictive engine within SAP. Microsoft Copilot brings those insights directly into Teams or Outlook, enabling faster, more confident decisions - right in the flow of work.

Ctac can help you explore how similar solutions could be applied to your business.

Wholesale & Distribution: synchronized and smart supply chains

Wholesalers need to coordinate demand, stock, logistics, and service across fragmented channels. With MCP, Ctac enables copilots to connect these data streams - so intelligence flows where it's needed, in real time.

Example use cases

 A supply planner uses Copilot to identify delivery risks across carriers and dynamically reroute high-priority orders.

 SAP Joule analyzes purchasing patterns from Microsoft Dynamics CRM to suggest updated stock thresholds in SAP.

These copilots operate across systems, using real-time data to anticipate issues and improve decisions, without the user having to jump between applications. This connected intelligence helps wholesalers stay resilient and customer-focused in volatile markets.

Professional Services: AI-Powered Productivity and Insights

In knowledge-driven sectors like consulting, legal, and financial services, people are the product. Ctac supports copilots that amplify productivity, so professionals can focus on client value, not admin.

Example use cases

 Microsoft Copilot auto-generates a project brief by combining notes from Microsoft Teams and resource data from SAP.

 SAP Joule consolidates KPIs across multiple client accounts to support portfolio reviews and strategic planning.

These copilots help professionals prepare faster, work smarter, and gain deeper insights from systems they already use. With real-time access to data from both Microsoft and SAP, copilots reduce time spent searching and reporting - freeing up experts to focus on what matters most.

Government: secure, responsible, and transparent AI

Public sector organizations face a delicate balance: modernize digitally while staying accountable, inclusive, and compliant. With MCP, Ctac enables copilots to integrate securely with sensitive systems, giving civil servants access to insights without compromising data integrity.

Example use cases

 A caseworker uses Microsoft Copilot to summarize a citizen's file across social care, tax, and housing systems - saving time and reducing manual effort.

 SAP Joule supports procurement teams by analyzing vendor risk from multiple government databases in real time.

These copilots offer secure access to information, tailored to government workflows and protected by robust governance frameworks. This ensures AI becomes a trusted aid in public service, not a liability

Real Estate & Property Management: insight-driven asset optimization

Real estate firms manage diverse portfolios with complex data: leases, tenants, maintenance, and building usage. With MCP, Ctac enables copilots to unify these data streams and deliver actionable insights across systems.

Example use cases

 A property manager asks Copilot for a summary of upcoming lease expirations and contract renegotiation opportunities.

 SAP Joule analyzes building usage trends and recommends energy-saving measures based on historical and real-time data.

These copilots combine operational data from SAP with contextual insights from Microsoft tools, providing clear, timely advice without switching systems. AI helps real estate organizations reduce operational costs, improve tenant satisfaction, and increase asset value through smarter, data-driven decision-making.



By embedding AI into the specific processes and systems of each industry, Ctac ensures that clients realize tangible, measurable value. One-size-fits-all doesn't work - we build with sector knowledge and practical relevance.

The Model Context Protocol (MCP) is what makes this possible. It connects copilots directly to the systems that matter most in each sector; securely, efficiently, and contextually. Combined with our Controlled Innovation methodology, this sector-specific approach helps clients move from pilot to production with confidence, speed, and measurable impact.

A sector-smart approach to Business AI

9. Controlled Innovation:

Ctac's Methodology for Responsible AI Adoption

AI adoption can feel overwhelming. The technology moves fast, but the stakes are high. At Ctac, we believe success depends on more than tools. It requires control, clarity, and alignment. That's why we apply Controlled Innovation.

It's our structured, proven approach to implementing AI responsibly: fast where possible, careful where needed, and always grounded in real business outcomes.



Eline Schoonen, AI-Champion at Ctac

"We don't use AI to replace what makes us human. We use it to reclaim it. The true promise of AI isn't just speed or scale – it's the chance to let people do more of what only people can: connect, imagine, decide. Controlled Innovation gives us the structure to stay grounded, and the freedom to aim higher."

What Controlled Innovation means in practice

AI adoption doesn't need to be chaotic. Controlled Innovation ensures progress is secure, measurable, and aligned with your strategy:

1

Start small, scale wisely

We begin with high-impact use cases where AI copilots or automation can quickly deliver value. These early wins build confidence and momentum before expanding to broader scenarios.

2

Connect AI to real business data

MCP ensures copilots don't work in isolation. They're linked to trusted, live data from SAP, Microsoft, or industry-specific systems - so insights are always relevant and reliable.

3

Secure by design

From day one, every interaction is protected. Through MCP and best practices, we enforce access controls, privacy rules, and compliance, especially critical in regulated sectors.

4

Adoption through co-creation

We work closely with business, IT, and compliance teams to design solutions that fit your processes and culture. This leads to real adoption, not just technical proof-of-concepts.

5

Measure, learn, refine

Controlled Innovation is iterative. Each deployment is monitored, evaluated, and improved. Feedback loops ensure AI evolves with your business, not separately from it.

Why Controlled Innovation matters now

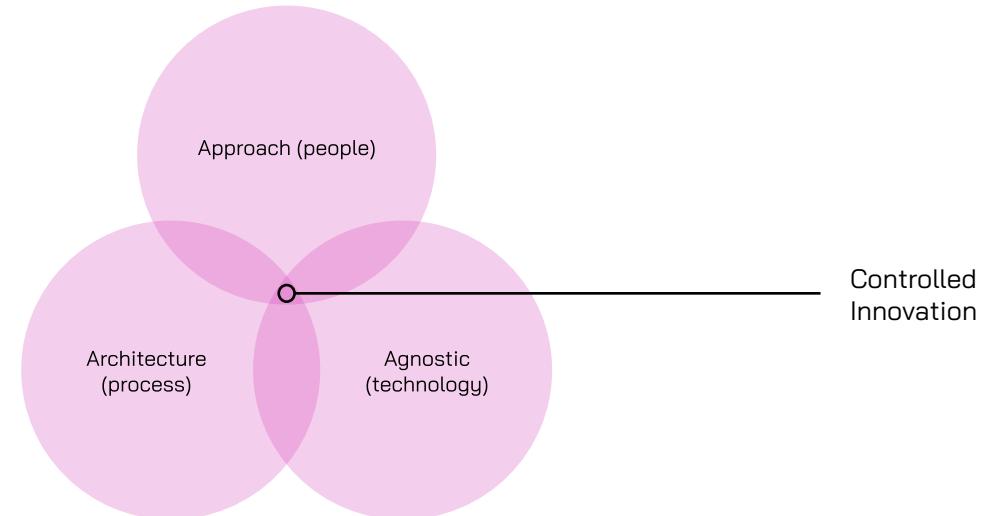
Generative AI brings huge potential - but also new questions:

How do we innovate without disrupting what works?

How do we empower people with AI without creating fear?

How do we move fast without increasing risk?

Controlled Innovation helps you move forward with structure. It bridges experimentation and transformation with speed, trust, and results. For Ctac clients, this approach means freedom to innovate, without losing control.



With AI maturing rapidly, organizations must adopt it in a way that balances innovation and control. At Ctac, we help clients do just that, by embedding intelligence based on our Triple A philosophy:



Approach (People)

We guide people through AI adoption with clarity and care. From AI literacy to co-creation, our approach builds trust, skills, and confidence across the organization – step by step.



Architecture (Process):

AI only creates real value when it's embedded in core business processes. With deep knowledge of SAP and Microsoft landscapes, we design scalable, industry-aligned AI architectures that connect to real workflows.



Agnostic (Technology):

Through the Model Context Protocol, we avoid vendor lock-in and let the best AI model win, automatically. We stay flexible, adaptive, and technology-neutral by design.

Where these three dimensions come together, we create what we call Controlled Innovation - the sweet spot where strategy, execution, and technology align to deliver real, responsible, and results-driven AI.

Relevance in the next year or two



Business leaders are standing at a crossroads. The coming 12 to 24 months won't be about small digital steps - they'll determine which organizations stay relevant, and which fall behind. AI is no longer something abstract or 'for later'. It's a strategic lever that's already reshaping industries, business models, and expectations.

But here's the catch: adopting AI without direction is just noise. Relevance belongs to those who connect AI to real data, embed it in daily operations, and govern it responsibly.

That's your opportunity - and your risk.

From experimentation to execution

Over the past year, many organizations experimented with generative AI. They tested use cases, ran pilots, and explored the potential. Now, the focus shifts: from playing with technology to scaling it. Relevance will depend on execution; secure, measurable, and connected to business value. You'll be measured by:

- ❖ How well AI integrates into your existing systems and processes
- ❖ How confident your people can work with it – inside tools they know
- ❖ How well you manage it - with structure, transparency, and alignment

10. Outlook:

What's next - and what it means for you

1

From “Proof of Concept” to “Proof of Value”

The hype is over. No one needs convincing that AI works, they need to see results. Within 12–18 months, boards will stop tolerating AI pilots without measurable impact.

Implication: AI must be tied to real KPIs. Ctac expects organizations to embed copilots into workflows using real-time data. MCP enables this shift.

2

The era of platform thinking is over

SAP and Microsoft are no longer separate islands. They're converging—through joint copilots, shared data logic, and unified architecture.

Implication: Organizations must think in ecosystems, not systems. AI-native interoperability becomes the norm. Ctac sees MCP as the backbone for this integration.

3

Data becomes the new UX

The best interface is no interface. In the world of copilots, the real differentiator is not UI—but data quality.

Implication: Without structured, contextual data, even the best model fails. Ctac sees data engineering becoming a core business skill, not just an IT concern.



10. Outlook:

What's next - and what it means for you

4

AI will reshape the organization

AI won't just support people; it will change how they work together. Tasks handled by three departments may soon require just one person and a copilot.

Implication: Speed will replace hierarchy. Companies must prepare for flatter structures and rethink how value flows across teams.

5

Governance becomes board-level

As AI impacts people, money, and brand, compliance can't stay in IT or legal alone. It becomes a strategic concern.

Implication: Expect topics like auditability, explainability, and access control to reach the boardroom. MCP helps put the right controls in place, before you're forced to.

6

Competitive edge will come from context

Models are commodities. What matters is how well they understand your business. That intelligence doesn't come from the model - it comes from your data.

Implication: MCP becomes a differentiator. It connects copilots to your unique context: your warehouses, policies, and workflows. That's where the edge lies.



10. Outlook:

What's next - and what it means for you



7

Prompting is the new literacy

In the era of copilots, knowing how to ask becomes as critical as knowing how to do. Prompting is the new digital skill.

Implication: Organizations must invest in AI literacy. Ctac helps clients build these skills, so employees don't just use AI, but think with it. Just like with Excel or ERP.

You don't need to rebuild from scratch. You need to connect what's already there. That's where the opportunity lies and where relevance is decided.

The time to act is now

At Ctac, we help you innovate without losing control. With our Controlled Innovation approach, deep sector knowledge, and partnerships with SAP and Microsoft, we guide you forward, with confidence. Relevance isn't about being first or loudest. It's about being ready, connected, and adaptive. And starting now.



“Technology alone won’t shape the future. Vision does. AI gives us the tools – but it’s our leadership, our courage, and our clarity of purpose that makes the difference. The next 12 months won’t be about experimenting. They’ll be about executing – with control, with direction, and with people at the center.”

AI Business Template

CTAC

The why and the goal

Why now?

How does this contribute to the strategic goals of your organisation? (for example: Digitizing, reducing workload, speeding up innovation, etc.)?

Target audiences

Criteria for success

Risk and management

Defining the problem

concrete roadblocks In the the daily tasks. For example:
Low productivity, time loss due to repetitive tasks.
Difficulty with working together or information provision.

The cost of doing nothing

What does it cost when you choose to do nothing?

- ❖ Continuous wasting of time and inefficient processes.
- ❖ Increasing workload.
- ❖ Lowered employee-satisfaction.
- ❖ Loss of competitive advantage due to slow innovation.
- ❖ Higher hidden costs of manual labour.
- ❖ Missed opportunities to help clients faster and better with their requests.

Investements

Timeline

A woman with dark hair, wearing a teal zip-up jacket, is smiling and talking on a pink smartphone. She is gesturing with her free hand. The background is a warm, blurred gradient of red and orange.

CTAC

Contact us

Ctac Nederland

www.ctac.nl

info@ctac.nl

+31 (0) 73 692 06 92

Meerendonkweg 11, 5216 TZ 's-Hertogenbosch
Postbus 773, 5201 AT 's-Hertogenbosch