



AI Deep Dive

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Why AI Matters Now

- **78% of enterprises** have adopted AI in at least one business function
- **\$407 billion** in global enterprise AI spending projected for 2026
- **92% of Fortune 500** companies have deployed AI in production
- **3.5x average ROI** for successful enterprise AI projects

**The question is no longer “should we use AI?”
It’s “how fast can we move?”**

From AI Curiosity to AI Advantage

The organizations winning today aren't the ones experimenting, they're the ones executing.

The AI Landscape in 2026

AI is no longer one tool. It's an ecosystem.

Businesses now choose from multiple platforms, each with distinct strengths. The key differentiators that matter for enterprise adoption:

- Business integration: Does it connect to your existing tools?
- Security & governance: Can you trust it with your data?
- Ease of adoption: Will your team actually use it?
- Productivity impact: Does it save time every day?

Three Leading AI Platforms



ChatGPT
OpenAI

- Most widely adopted standalone AI
- Strong creative writing & data analysis
- Best for individual power users & content creation



Claude
Anthropic

- Excels at nuanced reasoning
- Legal, compliance & long-document analysis
- Large context windows for complex tasks



Copilot
Microsoft

- Built into the tools you already use
- Deep M365 integration & enterprise security
- Native in Outlook, Teams, Word, Excel & more

How They Compare for Business



	ChatGPT	Claude	Copilot
M365 Integration	Connectors	Connectors	✓ Native
Enterprise Security	Strong	Strong	✓ Built-in
Ease of Adoption	Moderate	Moderate	✓ Seamless
Daily Productivity	High	High	✓ Highest
Data Access	Via Connectors	Via Connectors	✓ Your Org Data
Works Inside Apps	No	No	✓ Yes

All three platforms now connect to M365 data — but only Copilot is built natively into the apps your team already uses.

• Green = native/built-in • Amber = available via connectors



Why Copilot Wins for Work

Integration. Security. Intelligence. Where you already work.

Deep Microsoft 365 Integration

AI that lives inside your daily workflow

- ✓ **Outlook:** Summarize email threads, draft responses, prioritize your inbox
- ✓ **Teams:** Real-time meeting summaries, action items, and follow-up drafts
- ✓ **Word:** Draft, rewrite, and refine documents with context from your org
- ✓ **Excel:** Analyze data, generate formulas, create visualizations from natural language
- ✓ **PowerPoint:** Build presentations from prompts, transform documents into decks

**No new app to learn. No context switching.
No copy-paste workflows.**

Copilot: Empower Your People



Challenges you and your team face:



Time



Inspiration



Change

Challenge: Time




The most prominent value of adding AI to your business is time savings and increased productivity.

Reduce the load of reactive tasks to make time for more proactive activities.

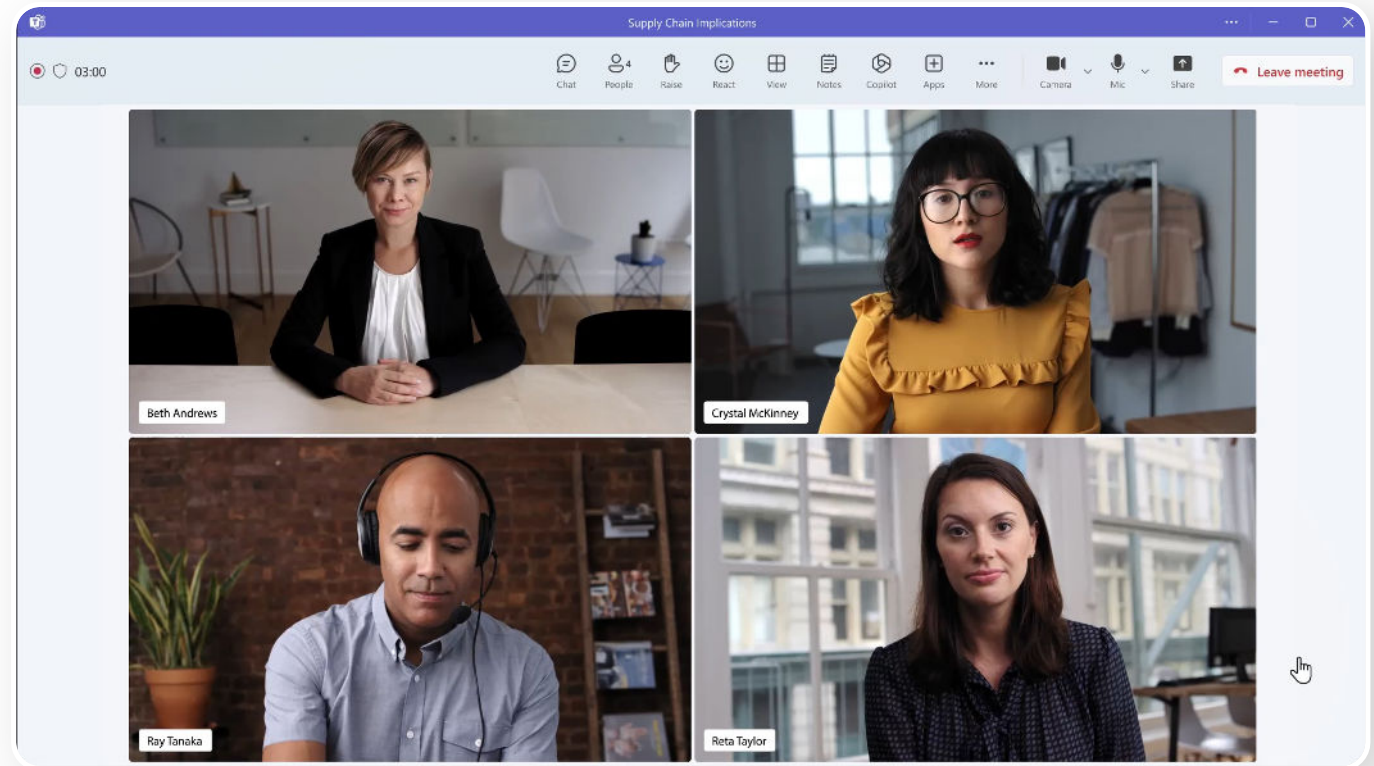
- 70% of Copilot users said they were more productive.
- 73% said they could complete tasks faster.
- 64% said Copilot helps them spend less time processing email.
- 75% said Copilot saves time by finding whatever they need in their files.
- 71% said they saved time on mundane tasks.
- Overall, users were 29% faster in a series of tasks (searching, writing, and summarizing).

Recap an internal meeting

 Copilot in Teams helps you run more effective meetings.


Business needs:

- Summarize the meeting—including decisions made and suggested next steps.
- Find information from Teams chats and channels



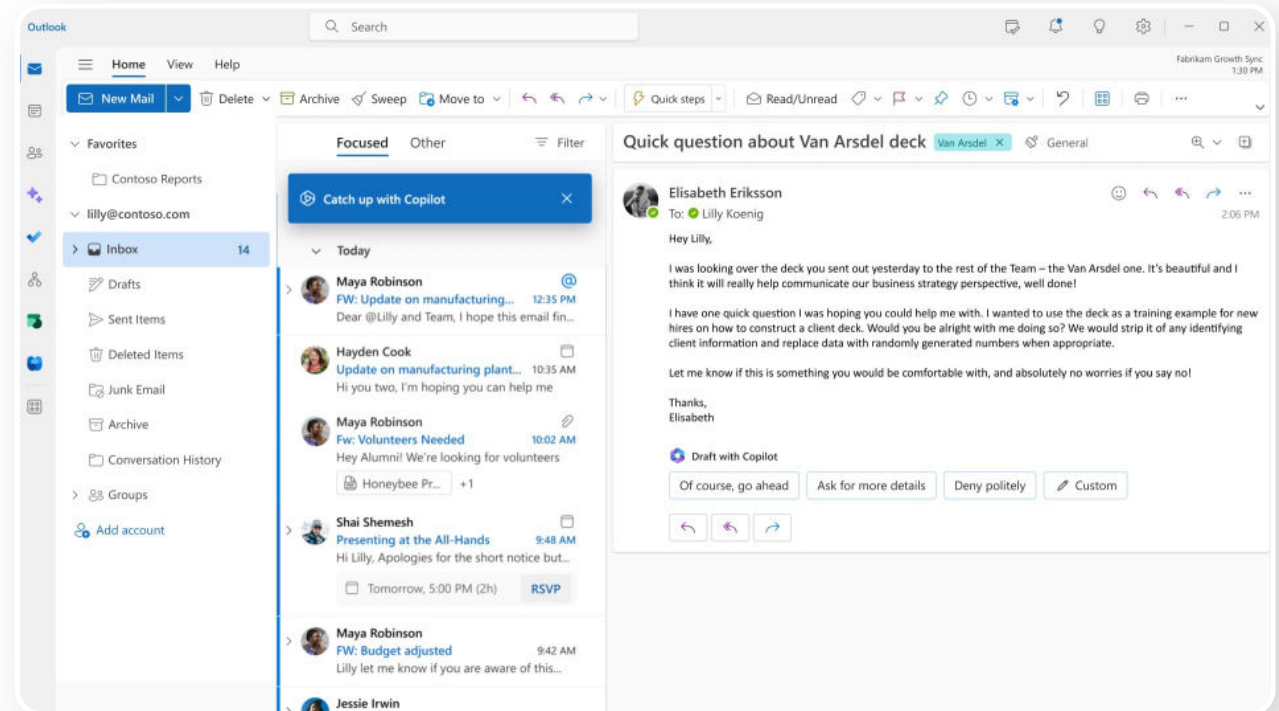


Review email inbox for inquiries & updates

 Copilot in Outlook works alongside to manage the daily inbox.

Business needs:

- Facilitate review of recent emails.
- Flag important items; specifically customer feedback and supplier concerns.
- Draft customized responses to each inquiry. Further, trim text and apply a professional tone.





Provide comparison online vs. in-person sales

Copilot in Excel works alongside to analyze trends and create professional-looking data.

Business needs:

- Break down sales by type and channel.
- Project the impact of increasing online inventory.
- Reformat data into a visual chart to model how inventory shifts could impact the gross margin.
- Create visual charts to share with the team.

	Country	Customer	Product	Discount Band	Units Sold	Manufacturing Price	Sale Price	Gross Sales	Discounts	Sales	COGS
2	France	VanArsdel	Biodegradable Cleaning Products	Low	4345	\$10	\$352	\$1,529,440	\$15,294	\$1,514,146	\$
3	USA	VanArsdel	Biodegradable Cleaning Products	Low	4245	\$10	\$352	\$1,494,240	\$14,942	\$1,479,298	\$
4	Australia	VanArsdel	Biodegradable Cleaning Products	None	4124	\$10	\$352	\$1,451,648	\$0	\$1,451,648	\$
5	Mexico	VanArsdel	Biodegradable Cleaning Products	Medium	3954	\$10	\$352	\$1,391,808	\$83,508	\$1,308,300	\$
6	France	Contoso Pharmaceuticals	Biodegradable Cleaning Products	Low	4952	\$10	\$127	\$628,904	\$6,289	\$622,615	\$
7	France	Contoso Pharmaceuticals	Recycled Can	Low	4903	\$5	\$127	\$622,681	\$6,227	\$616,454	\$2
8	Canada	Proseware	Natural Personal Care Products	Low	1954	\$270	\$302	\$590,108	\$5,901	\$584,207	\$68
9	Canada	Proseware	Biodegradable Cleaning Products	High	1990	\$220	\$302	\$600,980	\$84,137	\$516,843	\$48
10	USA	VanArsdel	Compostable Food Packaging	Low	1254	\$3	\$380	\$476,520	\$4,765	\$471,755	\$
11	USA	Proseware	Natural Personal Care Products	Medium	1465	\$224	\$302	\$442,430	\$26,546	\$415,884	\$50
12	USA	Proseware	Sustainable Snack Packaging	Medium	1410	\$120	\$302	\$425,820	\$25,549	\$400,271	\$18
13	Australia	Proseware	Natural Personal Care Products	Medium	1369	\$224	\$302	\$413,438	\$24,806	\$388,632	\$33
14	USA	VanArsdel	Compostable Food Packaging	Medium	1052	\$3	\$380	\$399,760	\$23,986	\$375,774	\$
15	Canada	VanArsdel	Compostable Food Packaging	Low	980	\$312	\$380	\$372,400	\$3,724	\$368,676	\$50
16	Australia	Proseware	Sustainable Snack Packaging	Medium	1298	\$120	\$302	\$391,996	\$23,520	\$368,476	\$17
17	Australia	VanArsdel	Compostable Food Packaging	None	954	\$3	\$380	\$362,520	\$0	\$362,520	\$
18	Canada	Contoso Pharmaceuticals	Biodegradable Cleaning Products	Low	2785	\$110	\$127	\$353,695	\$3,537	\$350,158	\$30



Challenge: Inspiration


The hardest part about creating something new is knowing where to start.

Reduce the load of reactive tasks to make time for more proactive activities.

- 68% said it improved the quality of their work.
- 57% said it made them more creative.
- 68% said Copilot helped them jump-start the creative process.
- 72% said it helped them generate ideas while writing.

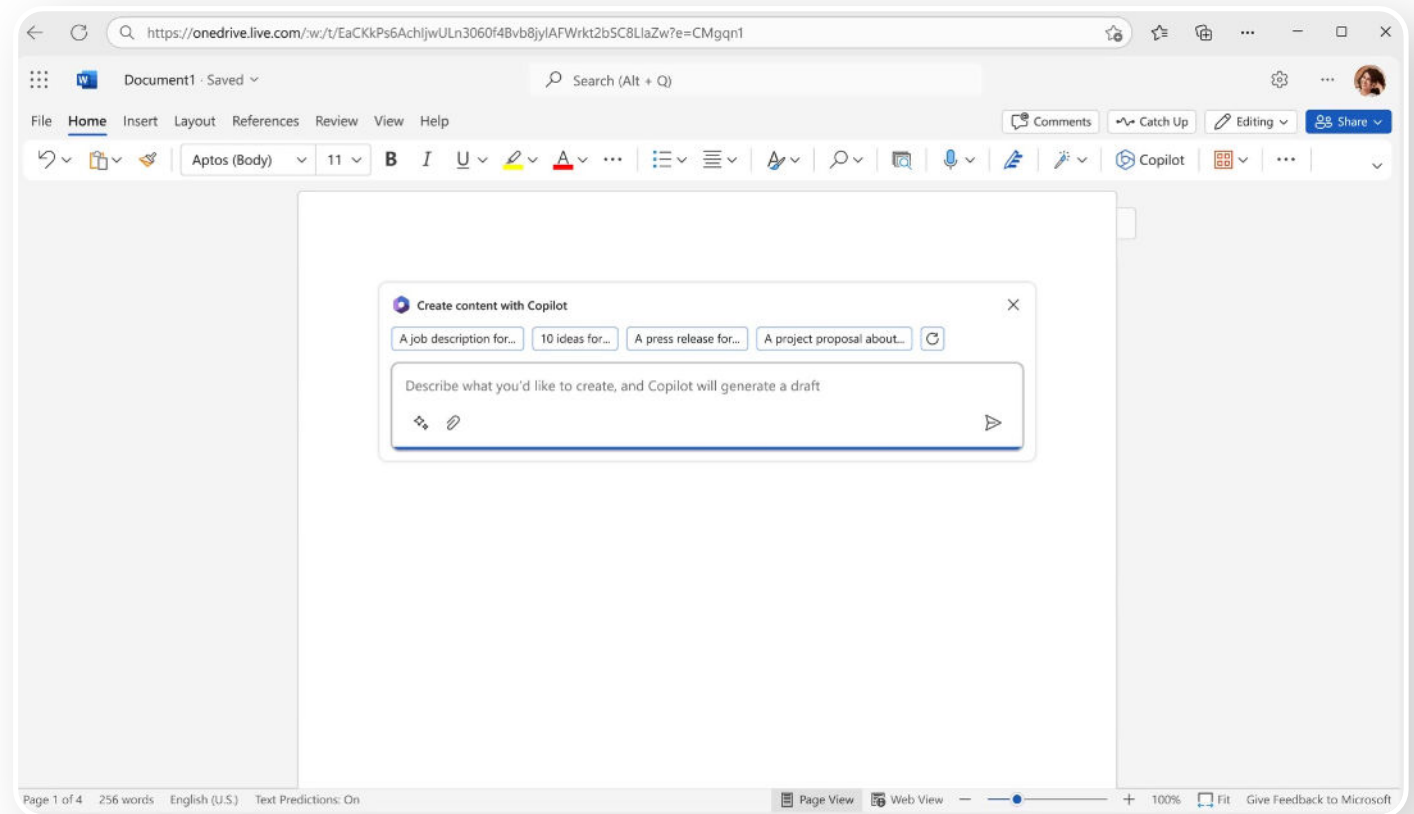


Create a proposal to update a website

 Copilot in Word helps write, edit, summarize, & create.


Business needs:

- Draft a two-page project proposal based on the data from customer feedback and sales.
- Make the third paragraph more concise. Change the tone of the document to be more casual.
- Create a one-page draft based on this rough outline.



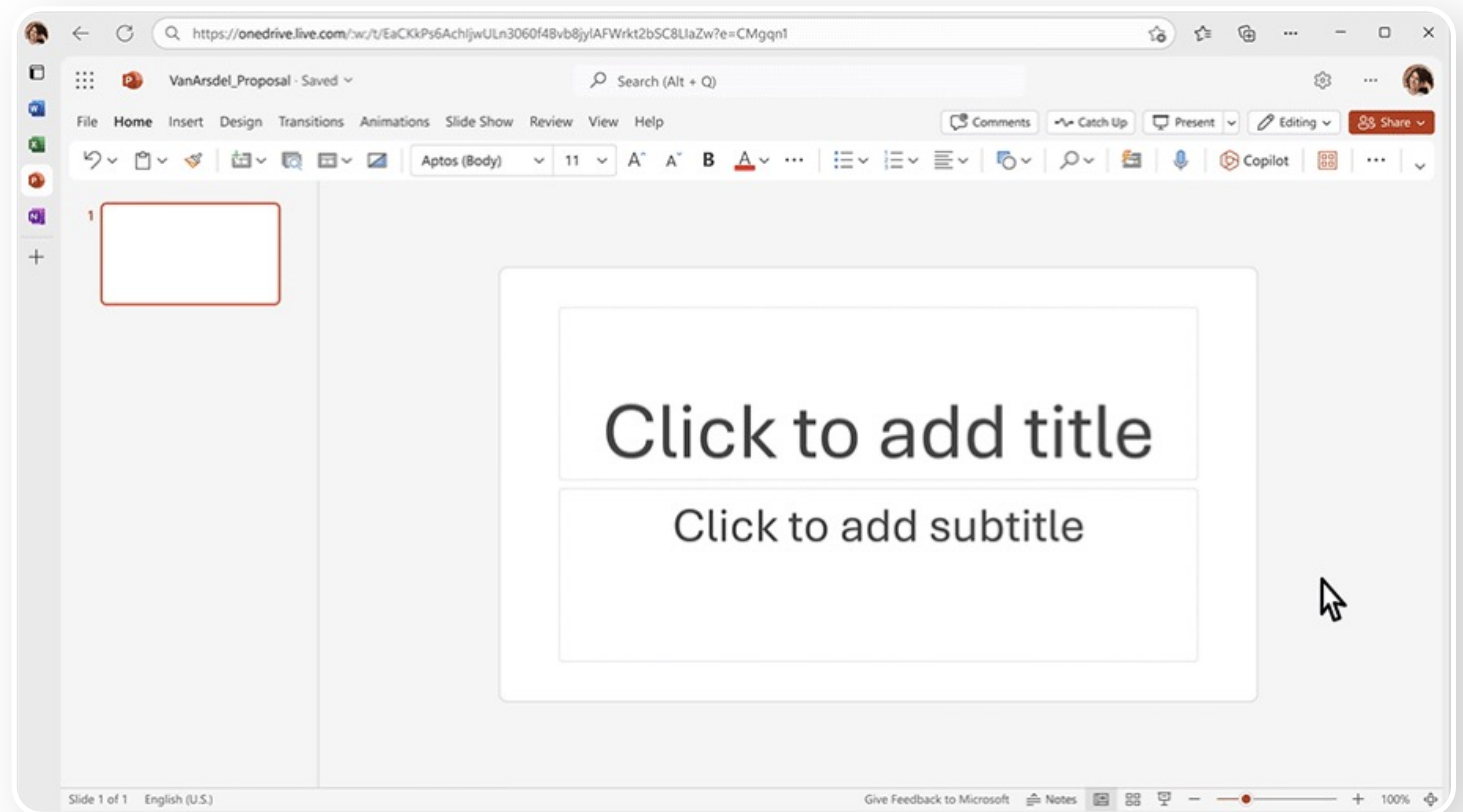
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Create a presentation on sustainability goals

 Copilot in PowerPoint helps to create visually stunning presentations.

Business needs:

- Create a five-slide presentation based on a Word document, include relevant stock photos.
- Consolidate that presentation into a three-slide summary.
- Reformat three bullets into three columns, each with a photo.





Challenge: Change

The evolution of technology

- One of the less-discussed values of AI adoption is getting ahead of an inevitable technology learning curve.
- AI is not going away. Prepare your employees and your business sooner rather than later.
- 77% of users said once they used Copilot, they didn't want to give it up.

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Get Ahead of the AI Learning Curve



AI That Works Where You Work

No new apps. No new logins. No new habits to build.

The Future of Intelligent Work

Agents. Automation. AI as a teammate.

What's Next: Agents & Automation

AI is evolving from assistant to autonomous teammate

- AI Agents: Autonomous AI that can execute multi-step business processes end to end
- Proactive intelligence: AI that flags risks and opportunities before you ask
- Workflow automation: Connect Copilot with Power Automate and custom business logic
- The agentic surge: 97% of executives deployed AI agents in the past year

**We're moving from "AI as a tool" to "AI as a teammate."
The organizations that adapt fastest will lead.**

 **KELLEY CREATE**

Webinar Series

Work It: AI "Supermodels" in Copilot

Thursday, May 21, 10 AM PT



OpenAI



Claude BY ANTHROPIC



REGISTER HERE



Thank You

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