



**Dynamics 365 &
Power Platform**
UK User Groups

Adopting AI: Navigating Challenges, Unleashing Potential

Presented by Areti Iles
04-Dec-2024



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SPEAKER



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15+ Years Experience with D365 CE & Power Platform
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Women in Tech & Mental Health Advocate
AI Adoption Enthusiast/Explorer



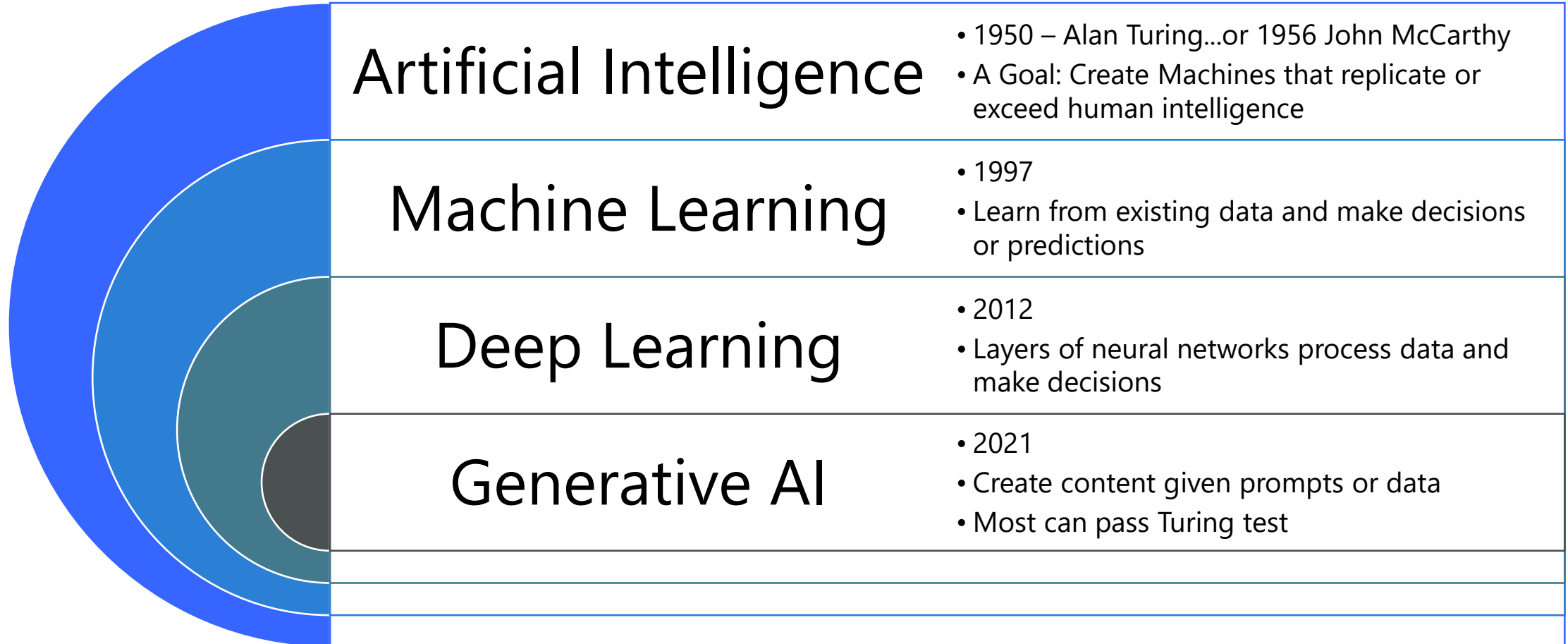
[linkedin.com/in/aretiiles](https://www.linkedin.com/in/aretiiles)

SESSION AGENDA

1. Brief History
2. Challenges
3. Tools
4. Readiness
5. Strategy
6. Governance
7. Future Predictions
8. Q&A

Brief History of AI

THE AI TIMELINE



Massive Amounts of Data

Massive Computing Power

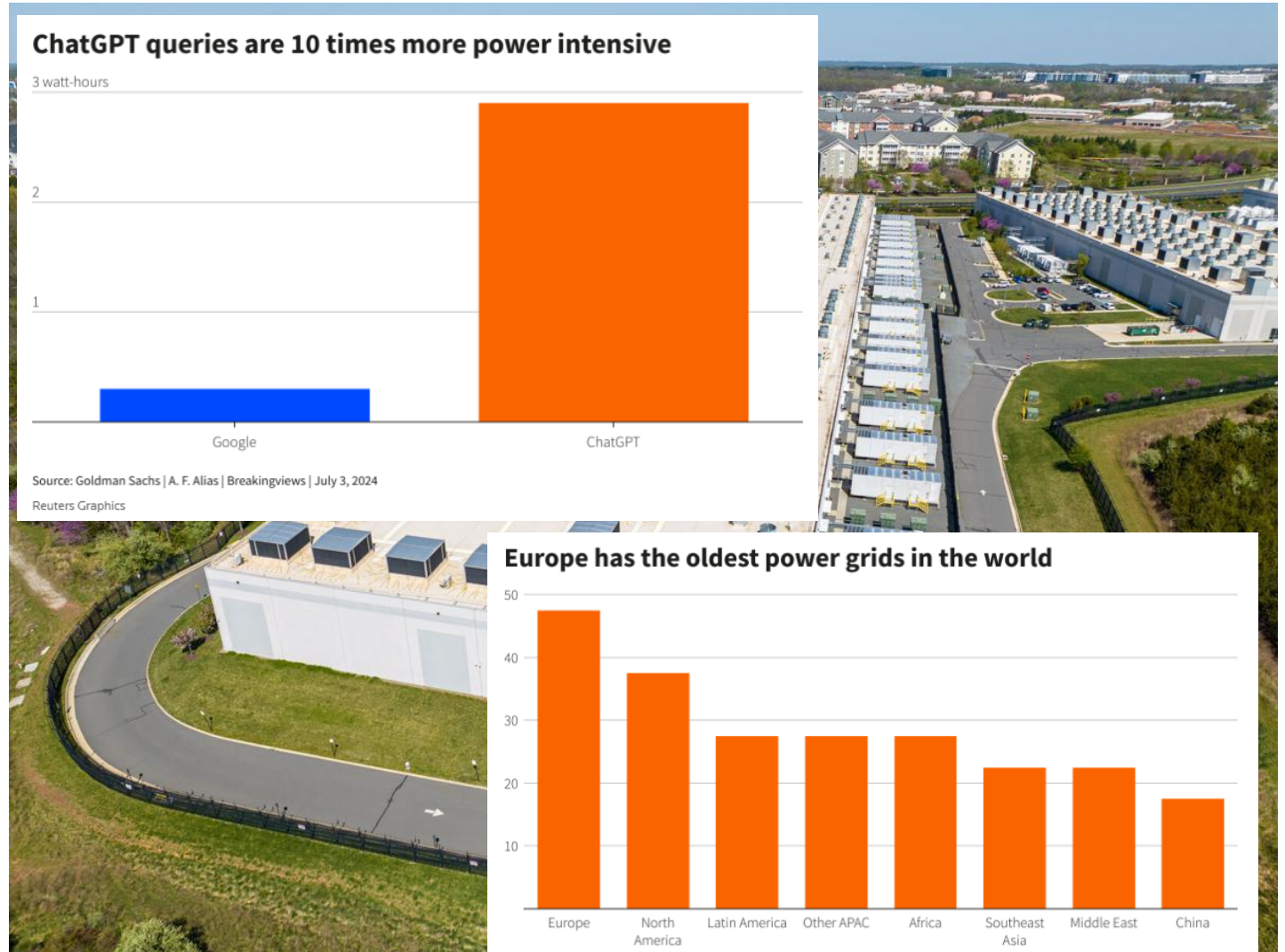
Access to AI algorithms

IT'S BEEN A JOURNEY

- 2016 – Object Recognition
- 2017 – Speech Recognition
- 2018 – Reading comprehension, Machine translation
- 2019 – Conversational Q&A
- 2020 – Image captioning
- 2021 – Natural Language Understanding, Commonsense Question Answering
- 2022 – ChatGPT – Turing Test Passed
- 2023 – GPT-4 - *Exploration*
- 2024 – GenAI, OpenAI o1 - *Execution*
- 2025+ ... *Results*

AI IS PHYSICAL

- 8,000+ Data Centres globally
- 700,000 square feet (Chicago)
- Environmental Impact
- Atomic Fusion Tech
- Change the models?



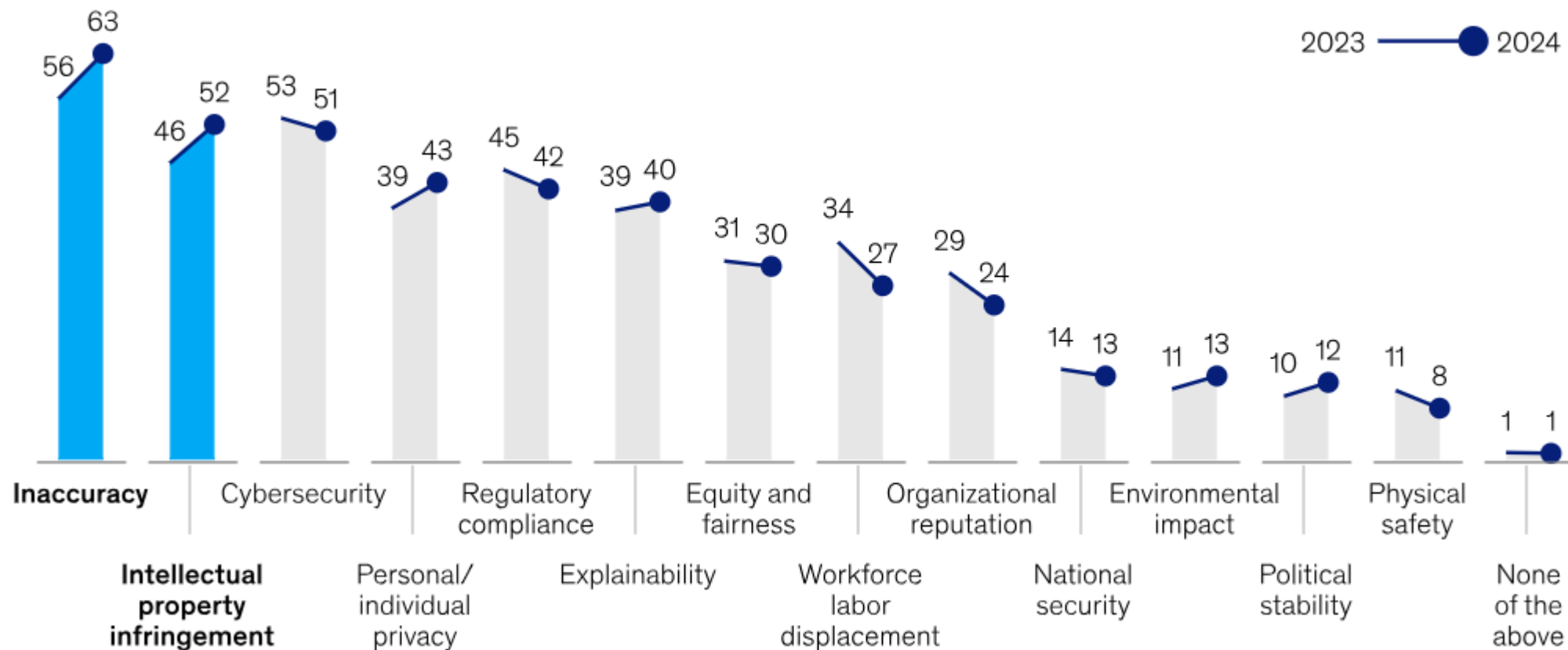
AI Challenges

THREATS TO AI ADOPTION

- Inability to calculate ROI
- Adoption rates vary
- Expensive
- Not game changing – yet
- Plus...

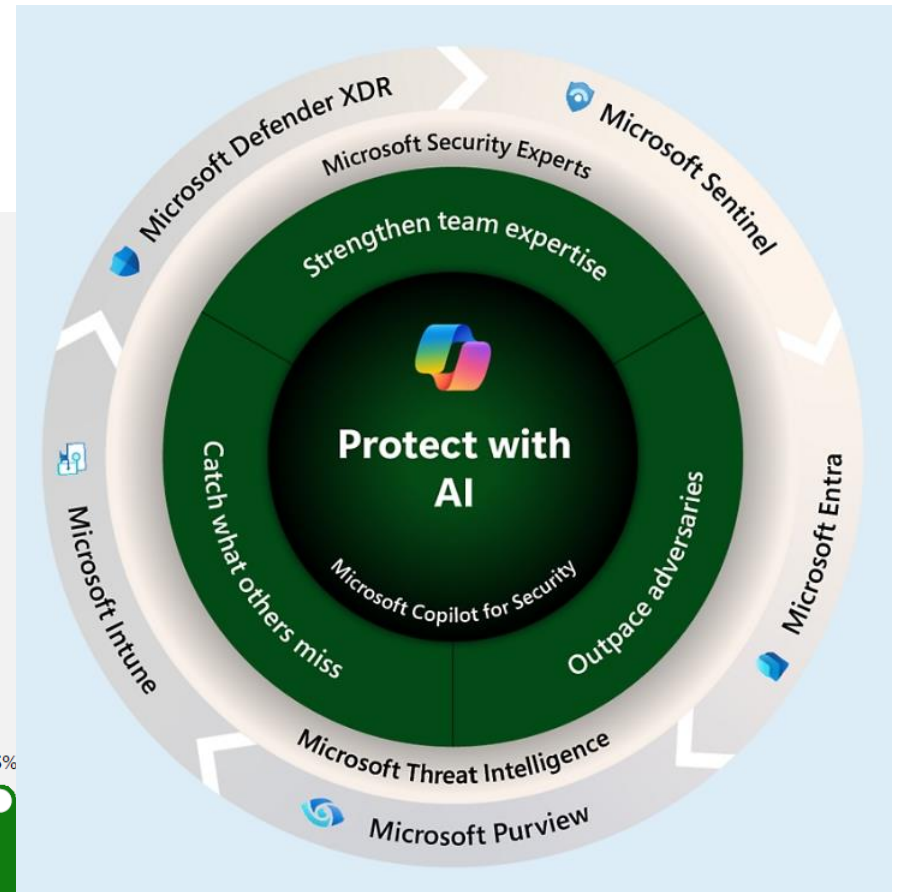
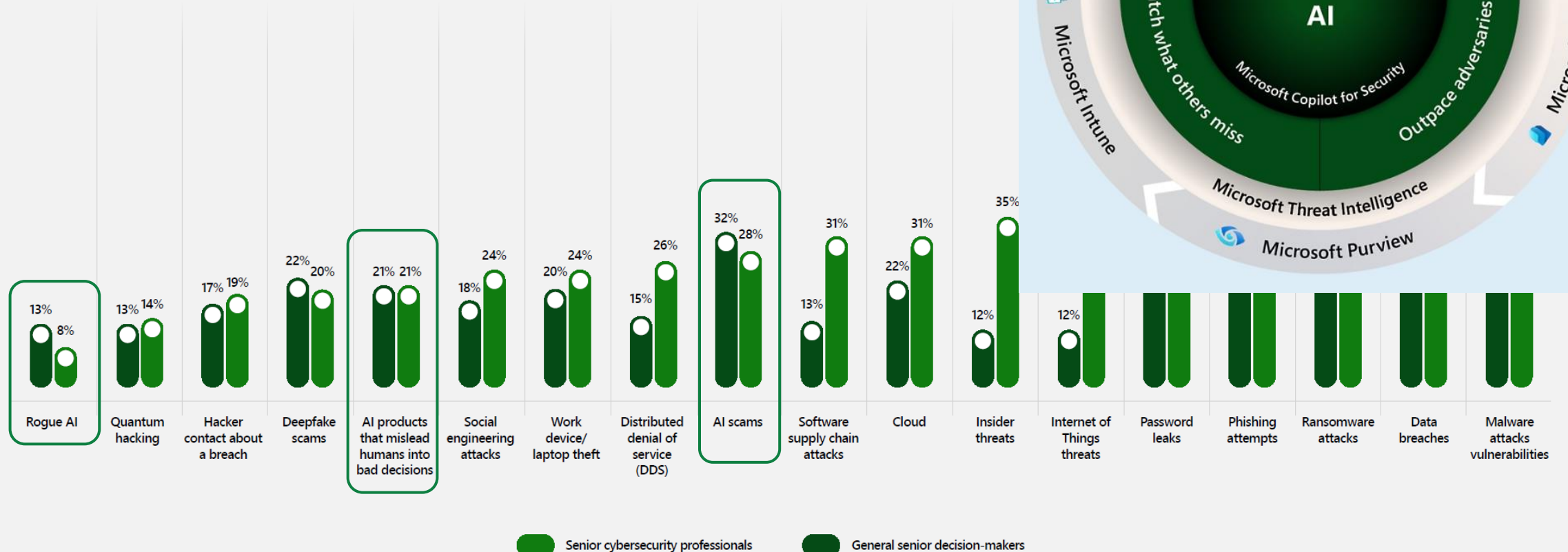
TRUST ISSUES

Gen AI risks that organizations consider relevant,¹ % of respondents



A WAY IN?

Figure 1
Security professionals' top cyber concerns

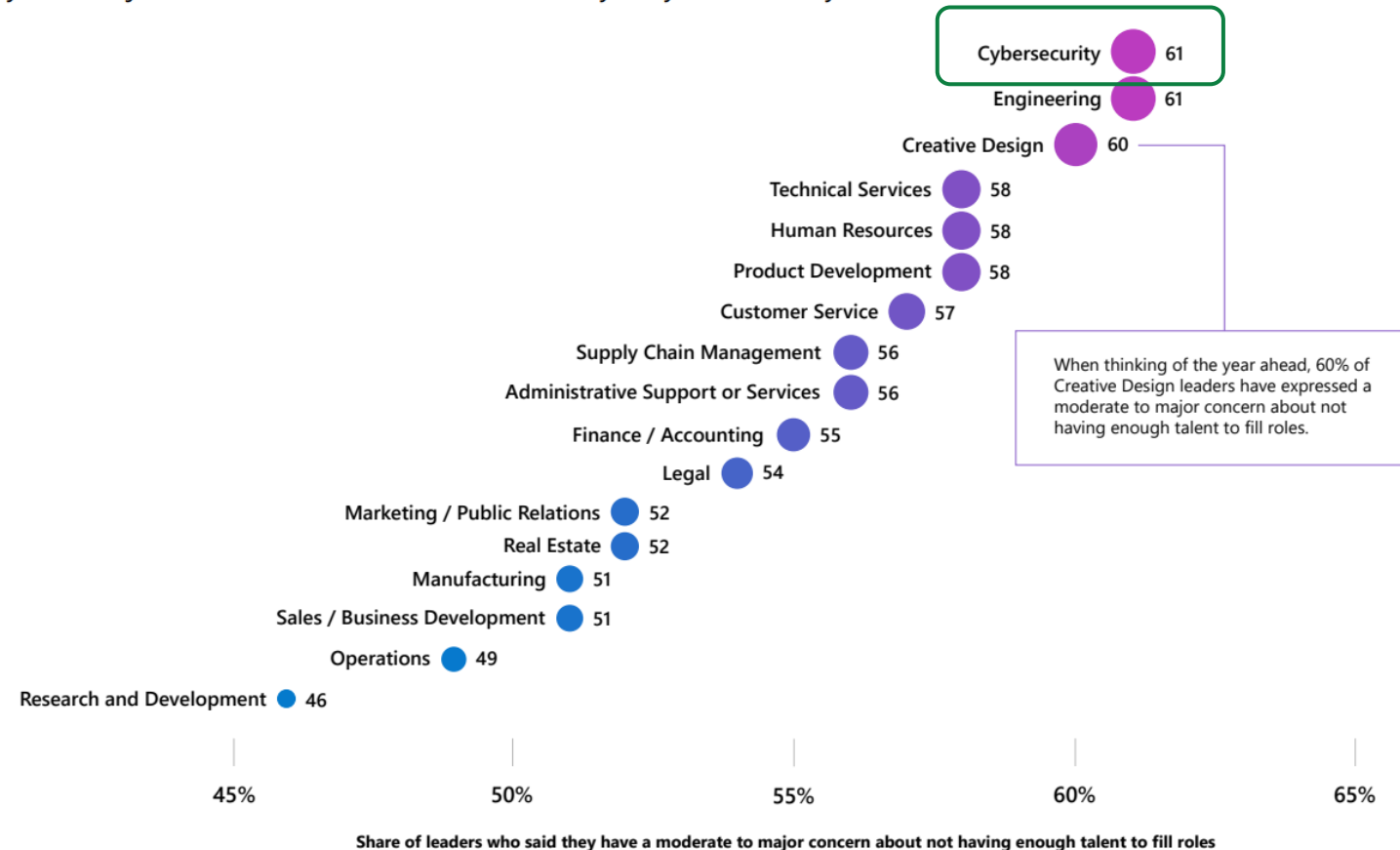


TALENT SHORTAGE

■ 2024 Work Trend Index Annual Report
from Microsoft and LinkedIn

The Hidden Talent Shortage

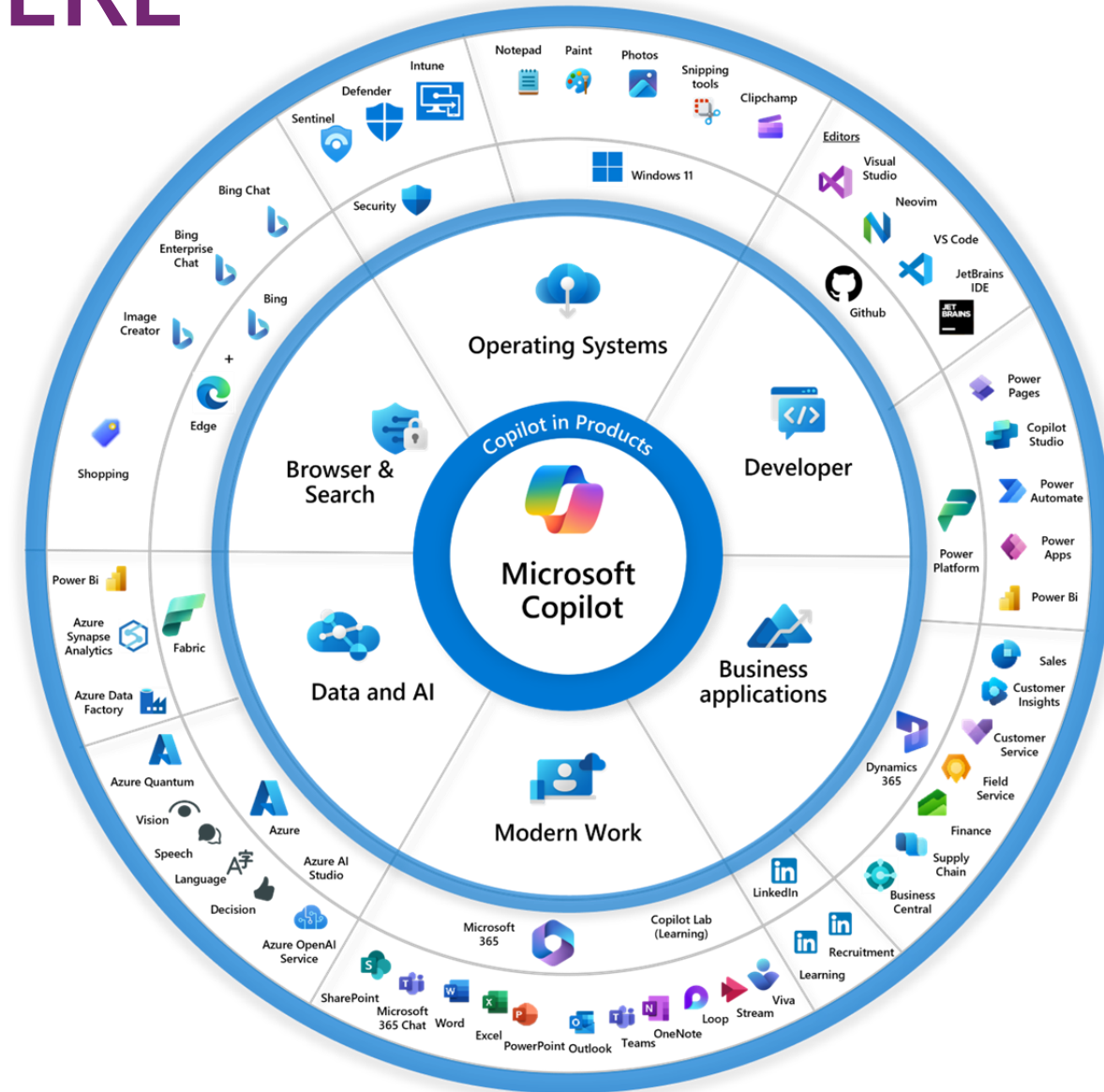
While employees fear job loss due to AI, most leaders worry they can't fill key roles.



AI Tools

COPILOTS EVERYWHERE

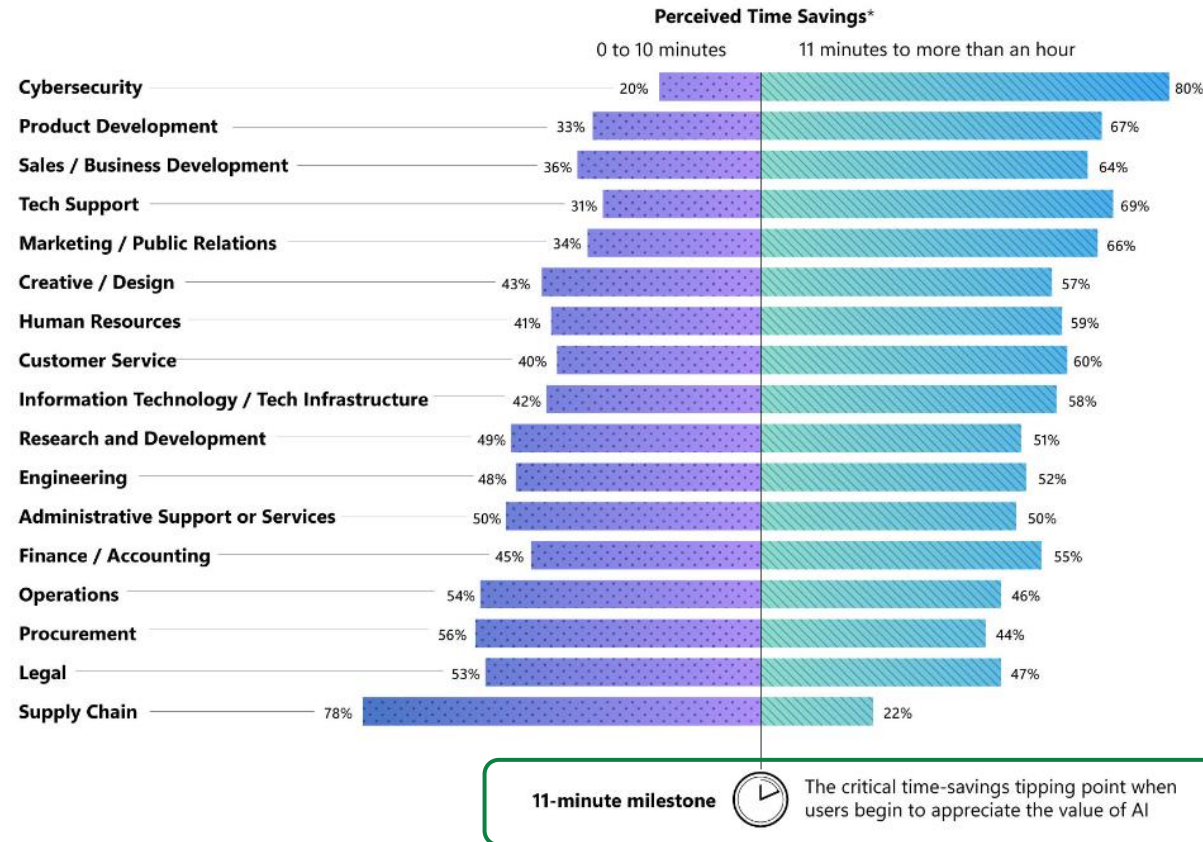
- The UI of AI
- Copilot + Copilot extensions
- Rapid time to solution
- 'Build your Own' (Copilot Studio)
- Managed Service



TIME SAVER

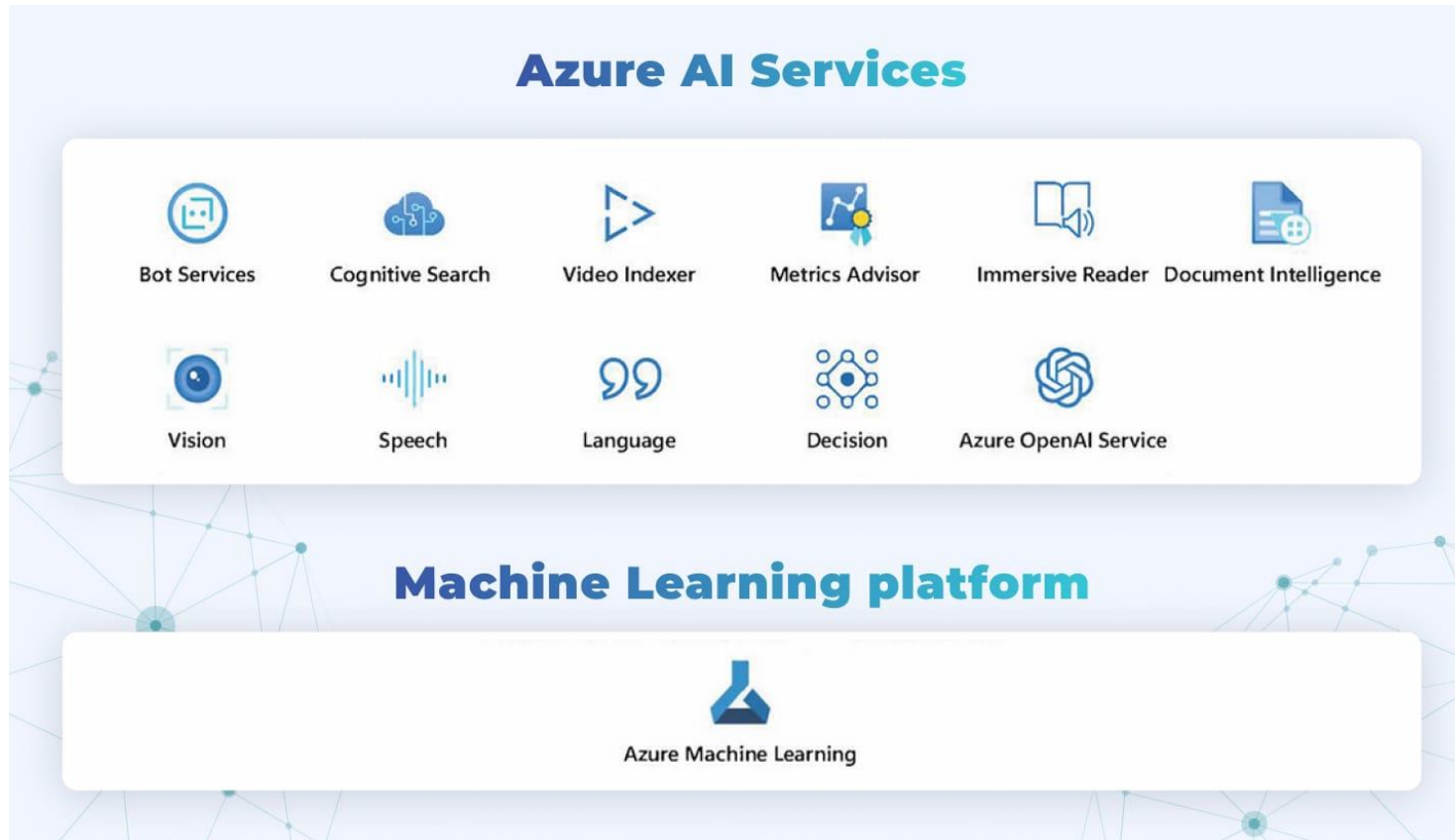
AI Saves Time Across Functions

Most business areas are seeing enough time savings to reinforce the value of AI.



*This chart shows how much time people in various job functions feel they save using AI. Survey responses—based on six categories of time savings—were converted to numbers to find the average perception of time saved. The bars are ordered based on those averages.

AZURE AI SERVICES



- Control and customisation
- Code-first development
- Integrated with GitHub, Visual Studio
- 1,600+ frontier and open-source AI models

TOOL CATEGORIES

Personal Productivity

Individual Efficiency

ChatGPT, Copilot for M365/Windows

ROI hard to measure – individual usage varies

e.g. Call transcription summaries

Commercial Use

Built into Vendor Products

Copilots in D365

Better experience for licensed users

Additional license costs

e.g. next step recommendations, cyber threat detection

Organisational Enhancement

Automated Processes

OpenAI, Copilot Studio

Specific use cases, highly customisable

Require support to be effective, KPIs and success metrics for ROI measurement

e.g. automated support services

Easier to Adopt

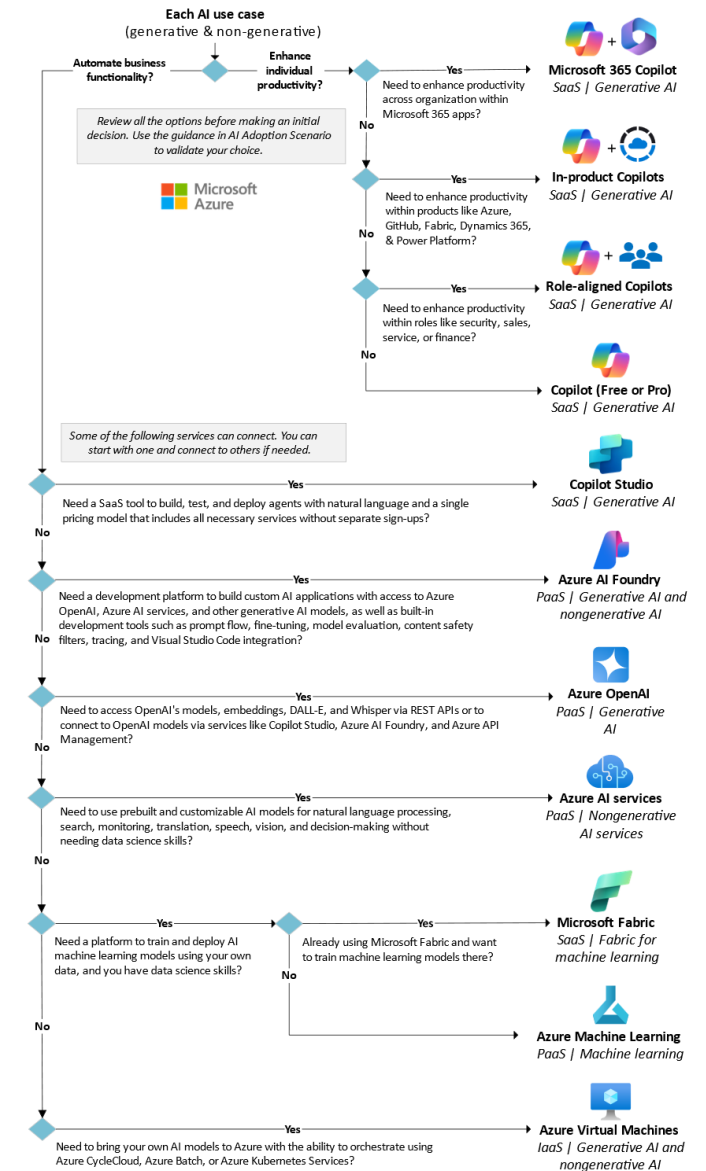
Higher Organisational Impact



THERE IS AN AI DECISION TREE!

If you remember one thing, make it this link...

<https://learn.microsoft.com/en-us/azure/cloud-adoption-framework/scenarios/ai/strategy>



AI Readiness

5 STAGES OF AI MATURITY

Exploring

Organisations at this stage are just starting out with AI. They are learning about and experimenting with it in select areas of the organisation.


Profile data

 16%
Are at this stage

 20+ yrs.
Average age of organisation

 300 to 10K
Number of employees

 21%
Cloud-first

 3% Seeing significant value from AI

Planning


Organisations at this stage are actively assessing, defining and planning an AI strategy, running proofs of concept and planning for AI deployments.


Profile data

 23%
Are at this stage

 20+ yrs.
Average age of organisation

 all sizes
Number of employees


 20%
Cloud-first

 12% Seeing significant value from AI

Implementing

Organisations at this stage are moving from proofs of concept and pilots into production.


Profile data

 36%
Are at this stage

 15 yrs.
Average age of organisation

 500 to 10K
Number of employees


 20%
Cloud-first

 23% Seeing significant value from AI

Scaling

Organisations at this stage are scaling AI projects across the organisation.


Profile data

 20%
Are at this stage

 5-15 yrs.
Average age of organisation

 500 to 10K
Number of employees


 31%
Cloud-first

 61% Seeing significant value from AI

Realising

Organisations at this stage are realising repeatable and measurable value across the organisation.


Profile data

 5%
Are at this stage

 5-15 yrs.
Average age of organisation

 1K to 10K
Number of employees

 52%
Cloud-first

 96% Seeing significant value from AI

INDUSTRY DISCREPANCIES

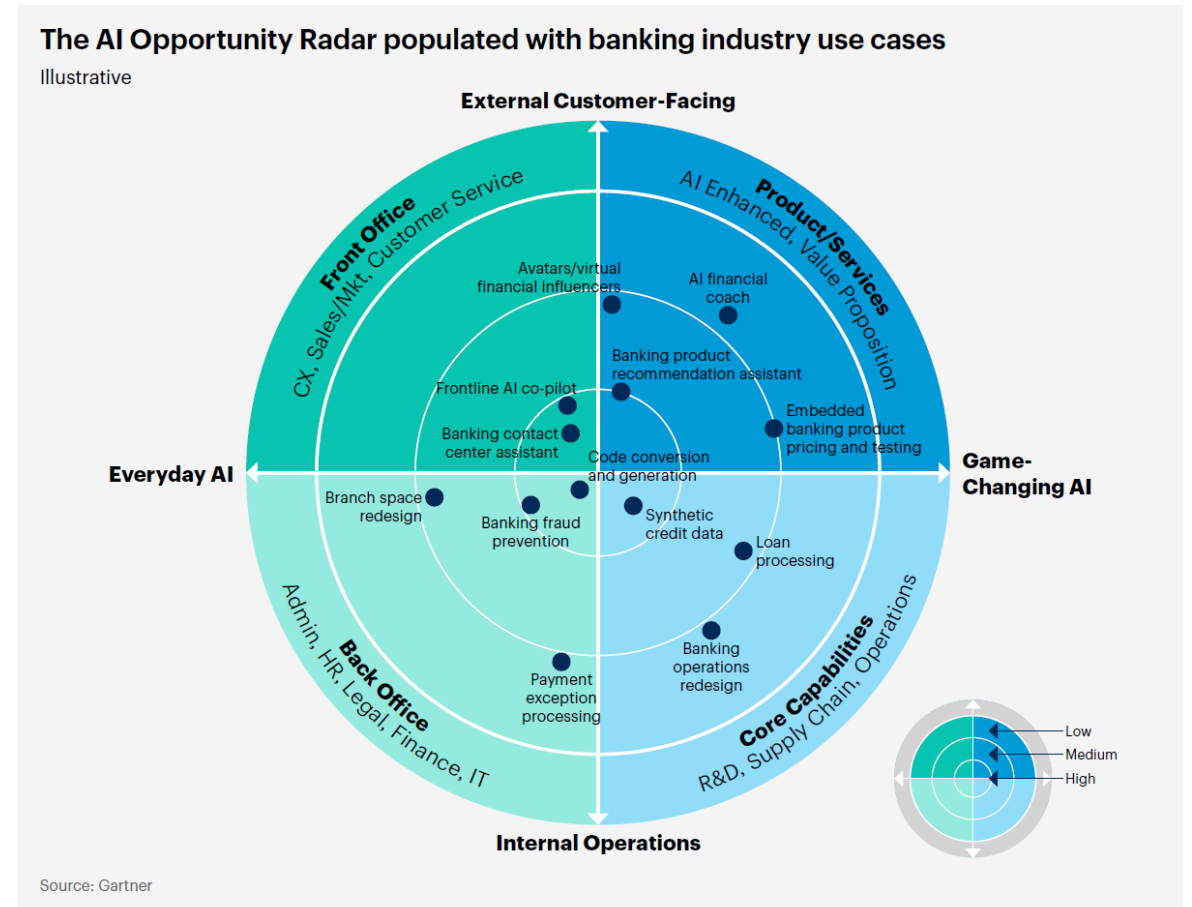
Generative AI Heat Map

Use case	Financial services	Insurance	Healthcare	Public sector	Retail	Smart manufacturing
Employee productivity	Hot	Hot	Hot	Cold	Hot	Hot
Software design, development, and testing	Hot	Hot	Hot	Warm	Hot	Hot
Content creation	Warm	Warm	Warm	Cold	Hot	Hot
New product or service development	Warm	Warm	Warm	Cold	Warm	Hot
Customer-facing experiences	Warm	Warm	Warm	Cold	Cold	Cold
Customer self-service	Warm	Warm	Warm	Cold	Warm	Cold
Knowledge management	Warm	Warm	Warm	Warm	Warm	Warm
Self-service for data and analytics	Hot	Hot	Warm	Warm	Warm	Warm

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AI AMBITIONS

- Productivity Pursuers
- Internal Only
- AI first, everywhere

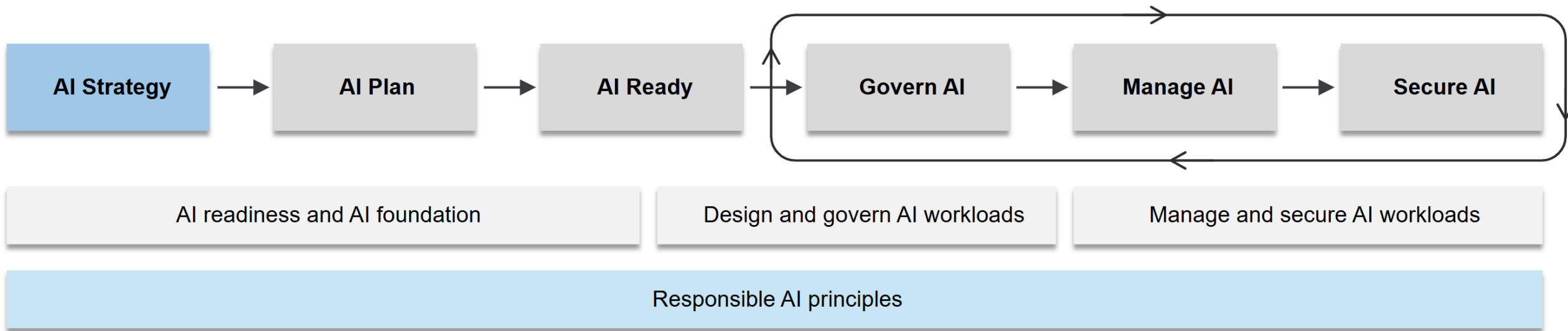


Gartner AI Opportunity Radar - Banking

AI Strategy

...or a business strategy for AI?

START WITH WHY



RESPONSIBLE AI PRINCIPLES

+ Scalability
+ Sustainability?



Fairness



Reliability
& Safety



Privacy &
Security



Inclusiveness

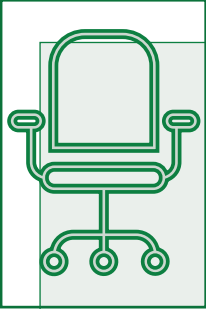


Transparency



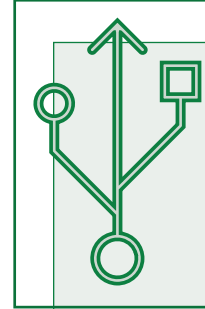
Accountability

5 AI VALUE DRIVERS



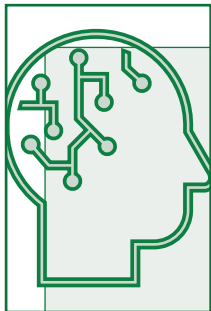
Business Strategy

- Tools supporting the business goals
- Prioritised, approved, socialised use cases
- Clear investment plan



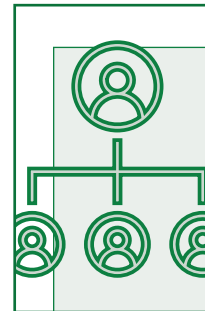
Technology and Data Strategy

- Data (fuel) and infrastructure (engine) to run AI solutions at scale
- Data Inputs = Quality of AI Outputs



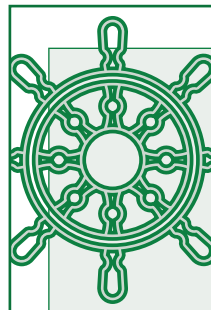
AI Strategy and Experience

- Right skills within the team(s)
- Right tools for the use cases
- Build vs Buy decisions



Organisation and Culture

- Cross-functional, multidisciplinary collaboration
- Resources
- Data-driven
- Leadership support



AI Governance

- Data Privacy
- Security
- Responsible AI use
- Industry Regulations/Compliance

Plus....

- Guidance on BYOAI
- ROI Measurement
- Frequent Review!

AI Governance

GENERAL GOOD PRACTICES



Make guidance resources available



Create a centralized AI inventory

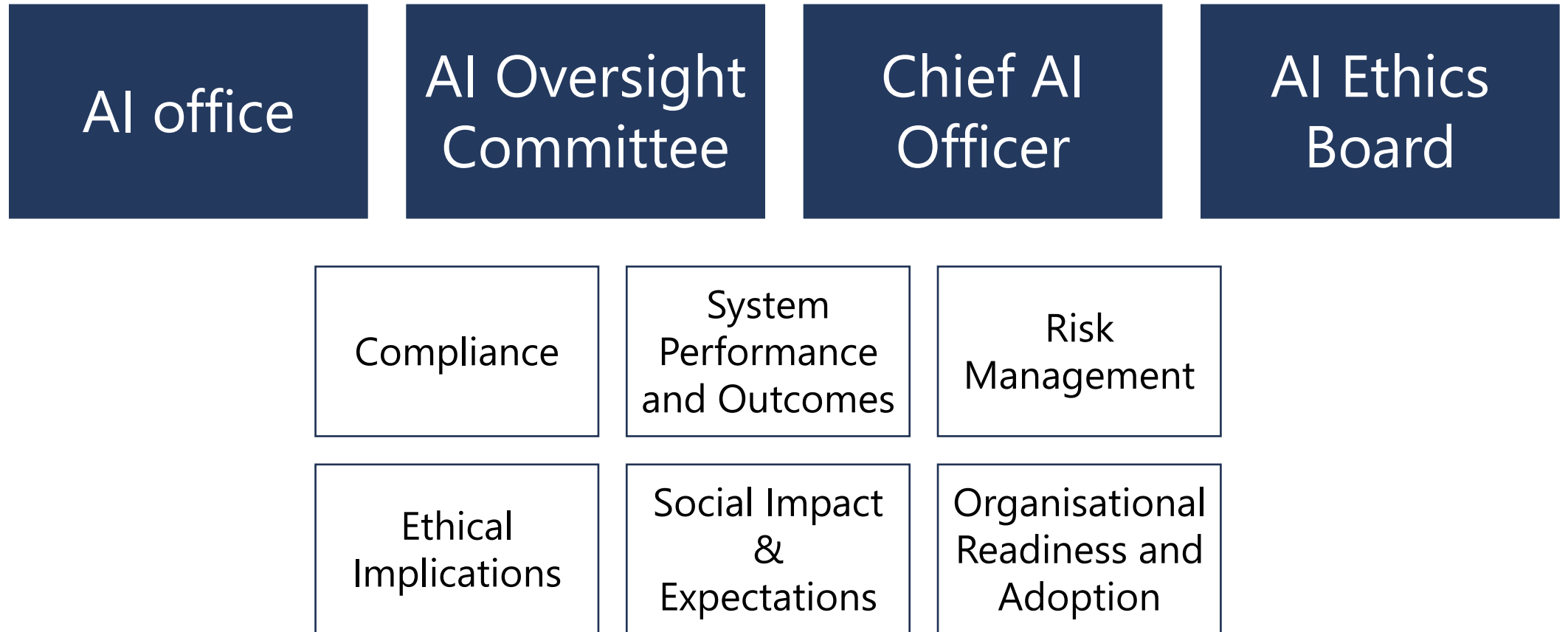


Develop tools for monitoring



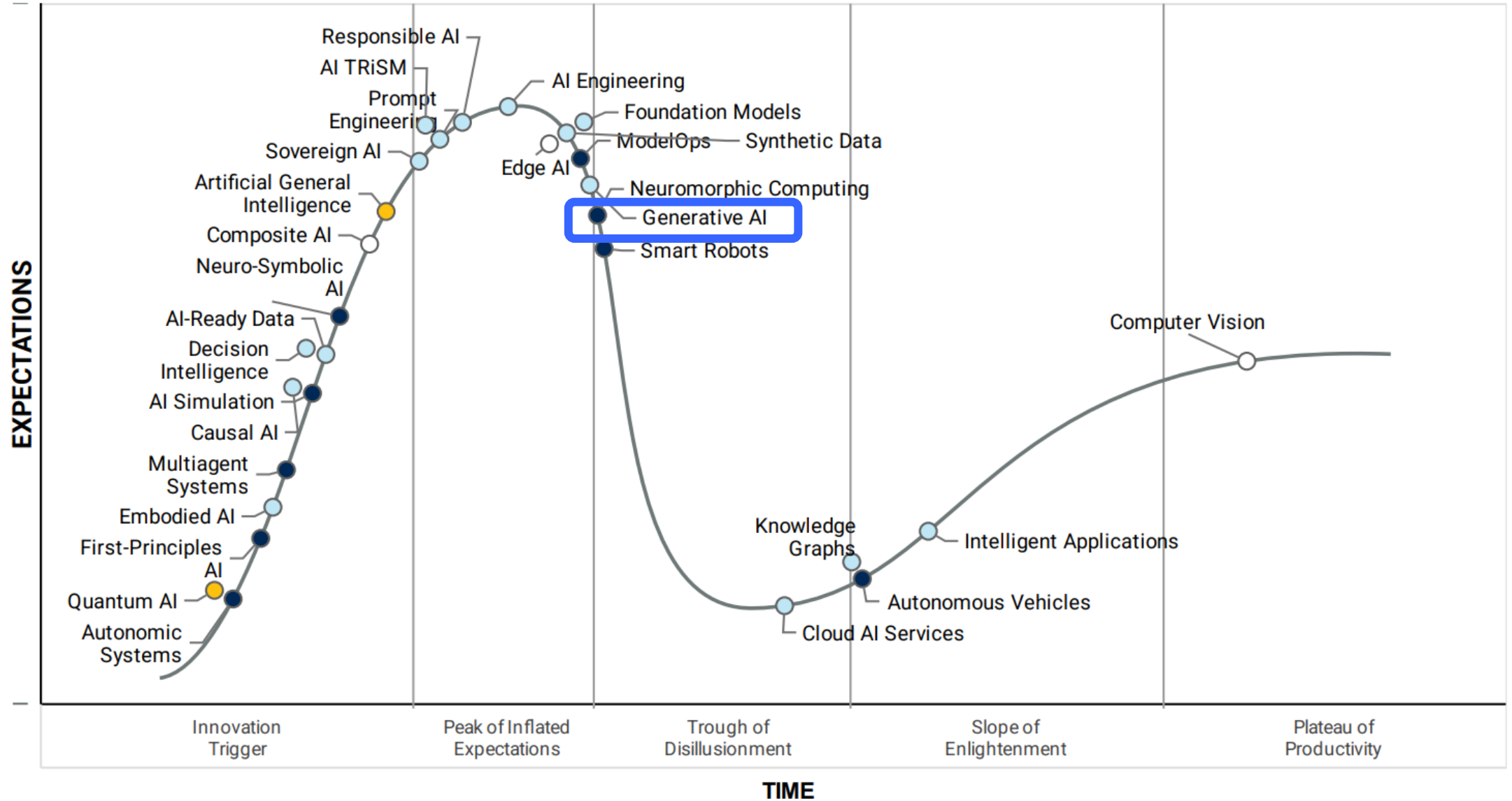
Security and Compliance (incl. cyberattacks, 3rd party sharing of AI data)

GOVERNANCE STRUCTURES



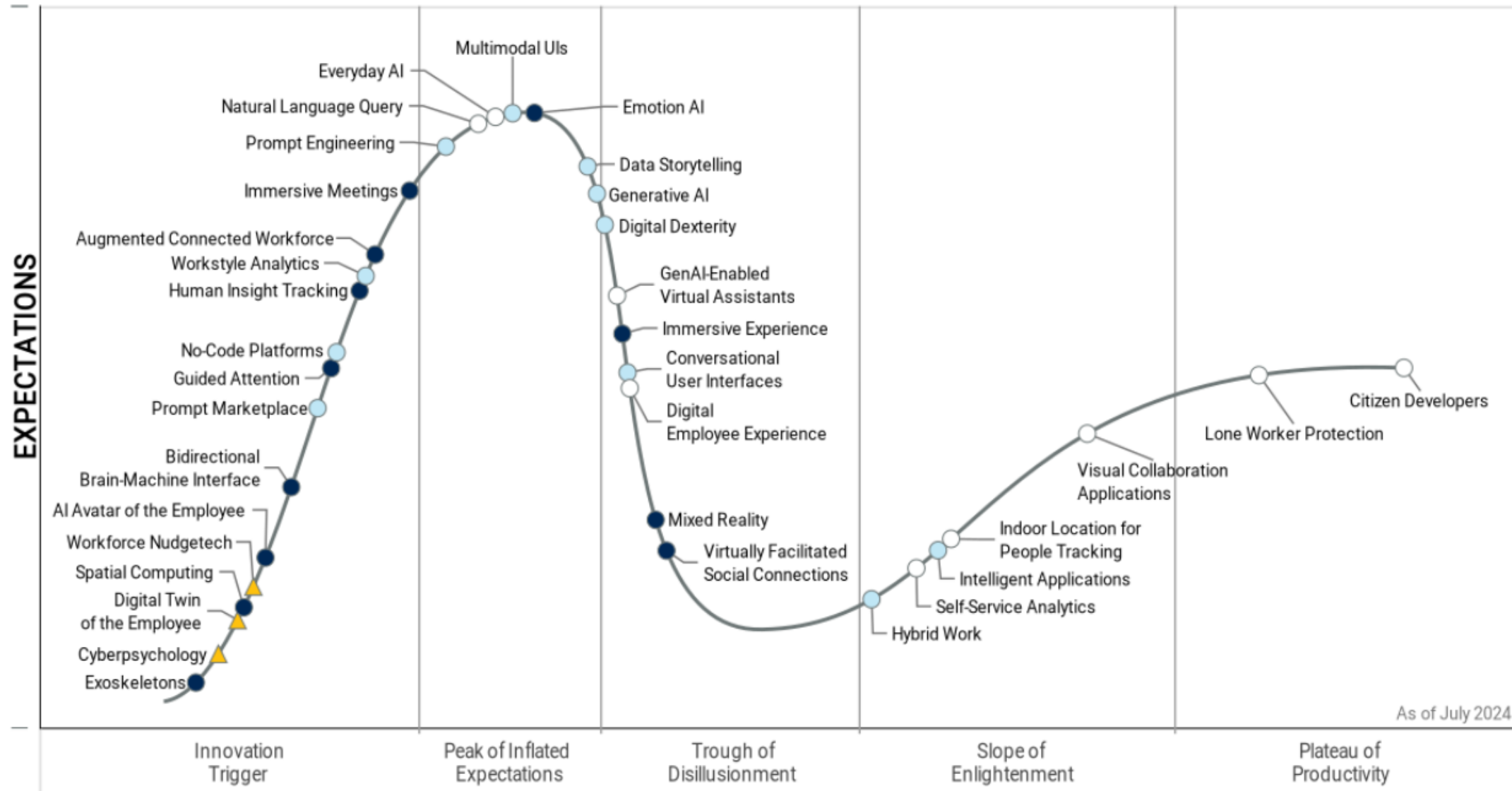
Adopting the Future

AI TRENDS



Plateau will be reached: ○ <2 yrs. ● 2-5 yrs. ● 5-10 yrs. ● >10 yrs. ⊗ Obsolete before plateau

GenAI TRENDS



GARTNER PREDICTIONS

2025

- At least 30% of **GenAI projects will be abandoned** after POC due to poor data quality, inadequate risk controls, escalating costs or unclear business value.
- 30% of enterprises will have implemented **AI-augmented development and testing** strategy.

2026

- **30% of new apps will use AI** to drive personalized adaptive user interfaces (5% today).
- 75% of businesses will use GenAI to create **synthetic customer data**
- Over 100 million humans will engage **robocolleagues** (synthetic virtual colleagues) at work.

2027

- 25% of CIOs will have compensation linked to their **sustainable technology impact**.
- Nearly **15% of new applications will be generated by AI** without a human in the loop
- > 50% of GenAI models will be **industry or business function specific** (fewer than 1% today).

2028

- > 50% of enterprises will **abandon large AI models built from scratch** due to cost, complexity and technical debt in their deployments.
- 75% of enterprise software engineers will use **AI coding assistants** (less than 10% in early 2023)
- **machine customers** will render 20% of human-readable digital storefronts obsolete (by 2030 20% of revenue will be from machine customers)

2030

- **Synthetic data** will completely overshadow real data in AI models



Summary

THE 10 AI COMMANDMENTS

1. Alignment with Business Goals
2. Data Quality and Availability
3. Skill Set and Training
4. Ethical Considerations
5. Integration with Existing Systems
6. Security and Privacy
7. Scalability and Flexibility
8. Cost and ROI
9. Change Management
10. Constant Feedback

Checklist: The Right Way to AI

Follow these steps to help with your AI rollout.

❑ Get your data house in order.

Shore up your internal infrastructure: Copilot automatically inherits your existing Microsoft 365 data and security permissions, which makes it essential to have solid content management practices and data governance in place.

So, before you roll out AI, according to futurist Amy Webb ask yourself:

- When was the last time you did a data audit?
- Are all your confidential files labeled accordingly?

❑ Be intentional about your rollout.

With Copilot, we've found that a three-pronged approach is most effective:

1. Give the technology to entire teams within a specific business function so they can share insights and learn from one another.
2. Allocate remaining seats to a variety of roles and levels, from senior leaders to IT admins to project managers.
3. Define clear objectives for how each team will use the new technology, such as "reducing ticket volume" for customer service.

❑ Identify champions to lead the way.

Ask managers to identify one power user from their teams and empower these advocates to be internal influencers, inspiring work friends and colleagues to try it themselves.



Ideas for champions

- Lead virtual demo workshops, like a Copilot 101 session for salespeople
- Create quick video demos that can spread organically throughout the company
- Host Ask Me Anything sessions
- Launch Copilot tips Teams channels to share favorite prompts

AI is unlike any technology we've seen before, which means it requires a unique strategy to deploy and drive adoption. **Organizations that take a thoughtful and deliberate approach are going to be the ones to reap the benefits.**

—Jared Spataro, Corporate Vice President of Modern Work and Business Applications at Microsoft

❑ Prioritize skilling.

Without ongoing training, AI won't make much of a difference to your bottom line. To help people develop their expertise:

- Create—and maintain—virtual spaces for people to share tips, ask questions, and find resources
- Encourage people to share their most powerful AI prompts with their teams
- Consult [Copilot Lab](#), our collection of prompt tips and prompt guidance

❑ Help people build new work habits.

To build an AI-powered organization, leaders need to help their teams embrace **new mindsets and habits**. Communicate to your teams that working effectively with AI means:

- Always asking: "How can AI help me with this task?"
- Learning to delegate
- Exercising good judgment
- Applying subject-matter expertise

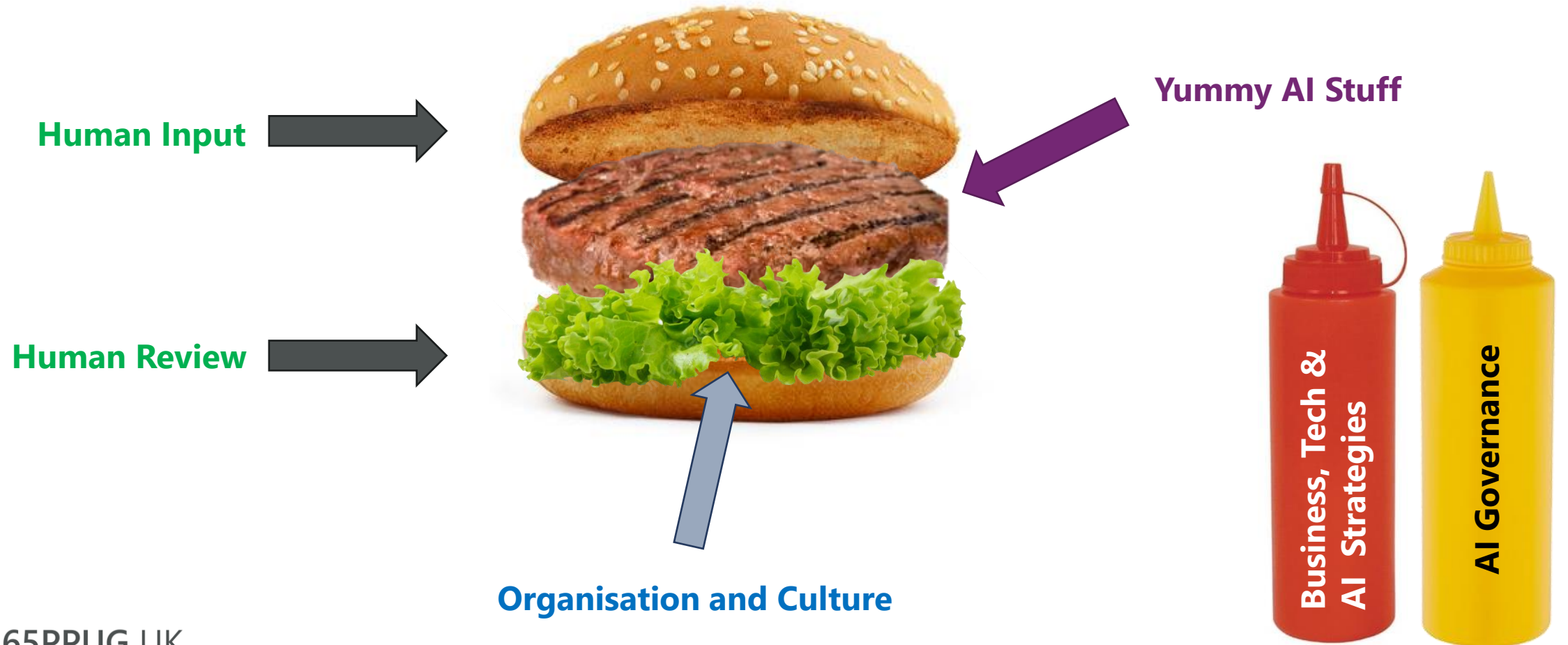
In other words, they need to **think like managers**.

Read the full article on [WorkLab](#)



IT'S A BURGER

....but you don't have to eat it all



USEFUL LINKS

Implementation

- [AI Adoption Strategy](#)
- [AI Learning Hub](#)
- [Microsoft WorkLab](#)
- [Copilot Learning Hub](#)
- [Microsoft UK AI Hub](#)
- [Microsoft AI at Scale](#)
- [Work Trend Index Report](#)

AI Tools

- [AI in Microsoft 365](#)
- [Dynamics 365 AI homepage](#)
- [AI Services Technical Documentation](#)
- [Azure OpenAI Service](#)
- [Azure Machine Learning](#)

Accessibility

- [Inclusive 101 Guidebook](#)
- [FairLearn.org](#)
- [In Pursuit of Inclusive AI](#)

Responsible AI

- [Responsible AI Principles](#)
- [Responsible AI Maturity Model](#)
- [Responsible AI Dashboard](#)

THANK YOU

Looking forward to connecting!



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Agenda

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