

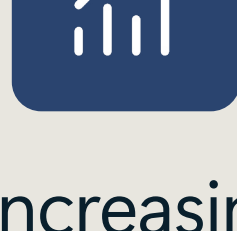


Microsoft 365 Copilot is built to deliver business opportunity

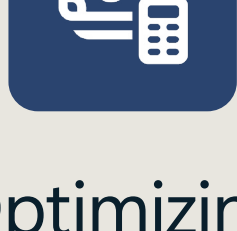
A Total Economic Impact™ study conducted by Forrester Consulting reveals how deploying Microsoft 365 Copilot can turbocharge business transformation and accelerate remarkable growth across the enterprise.

The results are in

Companies that have deployed Microsoft 365 Copilot across their organizations are seeing significant impact in three key priorities:



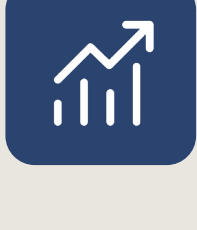
Increasing revenue



Optimizing costs



Helping employees thrive



Increasing revenue

Copilot improves win rates, reduces time to market with new products and services, and enables faster innovation.

\$35.6M

projected increase in net income over three years¹

4% projected increase in topline revenues over three years¹



With Copilot, employees at one professional services firm completed **10% more** sales proposals per month and closed deals in **20 days instead of 30.**¹



Optimizing costs

Copilot saves time on mundane tasks, reduces external spend, increases worker productivity, and enables supply chain efficiencies.

\$56.7M

projected savings in expenditures over three years¹

Up to **8.45%** increase in net margin from reduced costs¹



When interviewed, Copilot users said post-meeting recaps are **done in 5 minutes rather than 30**, and time spent writing job descriptions **decreased from 4 hours to 30 minutes.**¹



Helping employees thrive

Copilot improves employee satisfaction by reducing repetitive, low-value tasks. Workers can dig deeper into the human elements of their work, adding more value to organizations.

\$2.1M

projected savings in onboarding over three years¹

30% projected reduction in new hire onboarding times¹



With Copilot, users projected a **12% reduction** in employee churn.¹

Enterprise benefits of deploying Microsoft 365 Copilot*

457%

return on investment (ROI)¹

\$77.4M

net present value (NPV)¹

\$94.4M

present value (PV)¹

*Benefits are risk-adjusted over three years and calculated using a composite organization comprised of 25,000 employees and \$6.25B in annual revenue.

Supercharge your organization

Microsoft 365 Copilot promises a streamlined experience that changes the way employees do work, transforming your business from the inside out.

[Read the full study](#)



The business impact of Microsoft 365 Copilot was analyzed in New Technology: The Projected Total Economic Impact™ Of Microsoft Copilot For Microsoft 365 (April 2024), a study commissioned by Microsoft and delivered by Forrester Consulting. Results shown in this infographic are for a composite organization based on interviewed customers.

¹New Technology: The Projected Total Economic Impact™ Of Microsoft Copilot For Microsoft 365, Forrester Consulting, April, 2024. <https://clouddamcdnprod.azureedge.net/gdc/gdcXrlkp/original>

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