

AI Adoption & Value Realisation

Turn Microsoft Copilot adoption into measurable workforce productivity and AI value.



Solution Area

Digital Workplace

Business Challenge

Microsoft Copilot licences are now in place across more workplaces, but the harder part is turning that investment into everyday value. Usage is growing, but leaders still need to understand where Copilot is helping, which teams are getting the most from it, and what needs to change in the way people work. BCG reports that only 5% of organisations are realising AI value at scale, while 74% have yet to show clear outcomes from AI initiatives. The organisations seeing the strongest results are focusing on practical use cases, stronger workforce capability, clearer measurement and better preparation for agent-enabled ways of working.

Key Challenges

- **AI investment is outpacing value discipline:**
Copilot investments often scale before organisations have aligned on priority use cases, target outcomes, cost optimisation opportunities or the measures needed to demonstrate value.
- **Adoption is treated as training, not work redesign:**
Awareness and enablement are important, but lasting value comes from embedding Copilot into workflows, decision-making and everyday ways of working.
- **Usage is visible, but business impact is unclear:**
Many organisations can track activity and utilisation but struggle to connect adoption data to productivity gains and business outcomes.
- **Agent ambition is ahead of organisational readiness:**
Leaders are exploring agents and automation but often need clearer workflows, governance structures and value evidence to scale with confidence.

Duration:

Delivery is shaped by scope, stakeholder access, data readiness and the level of workflow analysis required. Most project-based engagements are delivered within a 6–8 week period, while executive sessions, masterclasses and targeted enablement workshops can be delivered as focused interventions.

Benefits

- **Maximise value from Microsoft Copilot investments:**
Connect adoption activity with measurable productivity and business outcomes.
- **Accelerate workforce productivity:**
Embed Copilot into everyday work practices through targeted capability development and workflow-based adoption.
- **Improve adoption and utilisation:**
Increase engagement, optimise licence investment and focus effort where the greatest value can be achieved.
- **Optimise AI cost and consumption:**
Improve value from AI spend through better licence utilisation, token optimisation and model selection.

How We Help

Insight helps organisations maximise the value of their Microsoft Copilot investment by addressing strategy, adoption, workforce capability, work redesign, value realisation and agent innovation as interconnect pathways. We help leaders identify where Copilot can deliver the greatest impact, build capability across the workforce, measure business outcomes and progressively evolve from individual productivity gains to workflow transformation and agent-enabled ways of working.

What We Do

Unlike providers focused on just Copilot adoption training, Insight brings together Microsoft Copilot expertise, workforce transformation, value realisation and agent innovation in one integrated offering. Drawing on specialists across strategy, adoption, change, work redesign, value measurement and Microsoft AI technologies, we help organisations identify where the greatest value can be created and apply the interventions required to realise it. Combining advisory, enablement and implementation capabilities, we help clients move beyond deployment to achieve measurable productivity gains, sustainable adoption and agent-ready ways of working.

What We Can Deliver



Copilot Strategy Decision Pack

Readiness findings, priority use cases, governance considerations, success measures, cost optimisation considerations including token optimisation and model selection, and a roadmap for scaling Copilot adoption. value.



Copilot Adoption Enablement Package

Role-based training, executive education, champion resources, learning content, prompt packs and adoption collateral tailored to the organisation.



Usage is visible, but business impact is unclear

Redesigned workflows, updated ways of working, role guidance, decision points and implementation support to embed Copilot into day-to-day operations. often need clearer workflows, governance structures and value evidence to scale with confidence.



AI Value Realisation Scorecard

Executive reporting, adoption insights, utilisation analysis, value metrics and prioritised improvement opportunities



Agent Opportunity Prioritisation

A prioritised pipeline of agent use-cases assessed against business value, feasibility and governance readiness.



Agent Lab Sprint

Facilitated innovation workshop with a validated use case and optional proof-of-value agent developed using Copilot Studio.

**All artefacts are customised per client needs.*

Microsoft Highlights

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Specialisations including:

- Azure Virtual Desktop
- Modernisation of Web Applications
- Adoption and Change Management

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Partner Designations, including:

- Microsoft Cloud
- Infrastructure (Azure)

About Insight

Insight Enterprises is a leading Solutions Integrator that helps clients solve technology challenges by combining the right hardware, software, and services. We're a global Fortune 500 technology company with a network of over 6,000 partners and experts around the world who provide access to end-to-end IT capabilities. For more than 35 years, we have delivered and optimised technology solutions for our clients efficiently, effectively, and safely. We are rated as a Great Place to Work, a Forbes World's Best Employer, and a Fortune World's Best Workplace. Discover more at au.insight.com. NSIT-M