DTPA

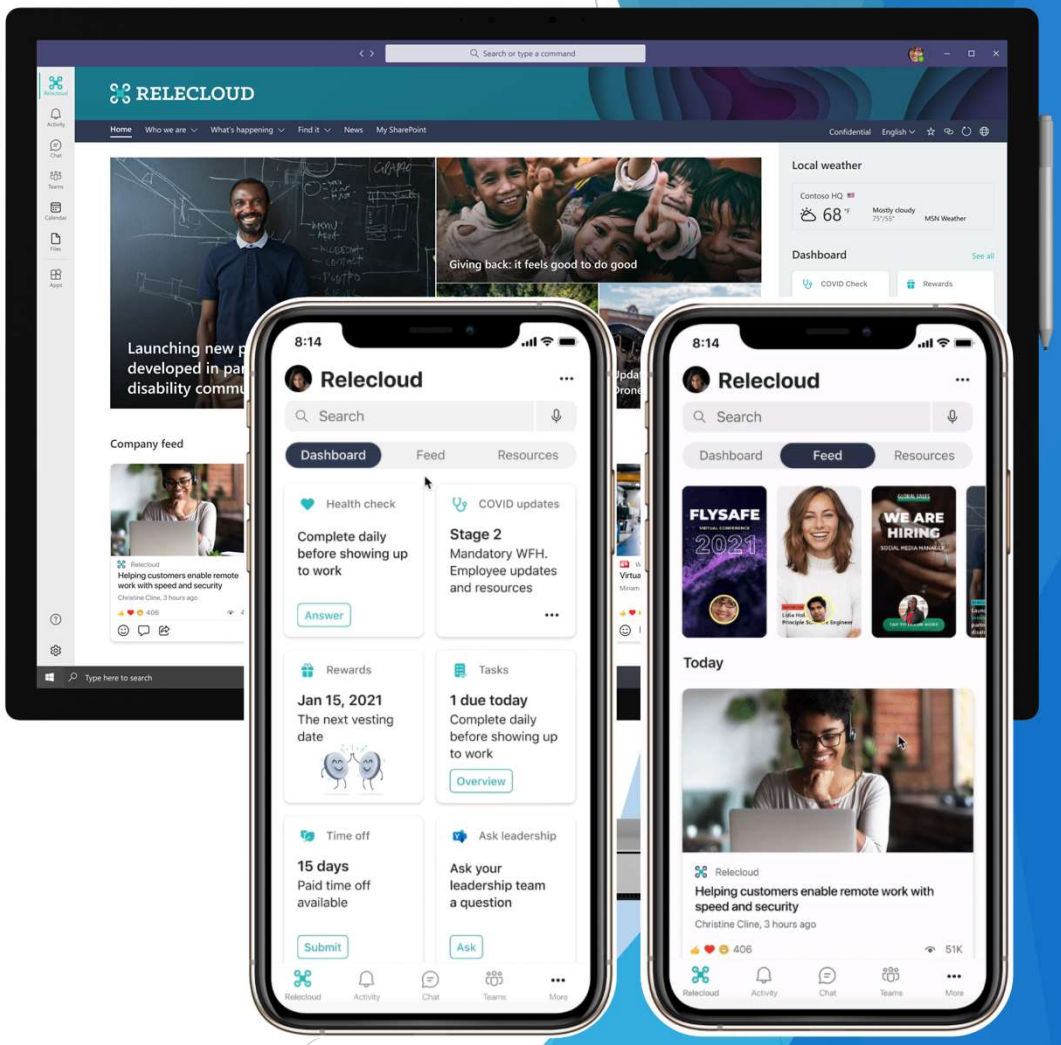
Digital
Transformation
Pilot Arnold

Your Modern Workplace
in Times of AI

Martin Arnold,
CEO
DTPA GmbH

Microsoft Partner

Adobe BRONZE Solution Partner



Aim of the call today

- *Martin Arnold is the former Strategy Lead for the Modern Workplace at Microsoft, where he was responsible for the ideation, go-to-market strategy, and competitive research for many of the AI products that Microsoft has released and is in their pipeline.*
- *Martin will speak to how AI can be used throughout the modern workplace, including product development, sales, marketing, and customer support.*
- *Martin will also speak about how businesses can build a roadmap to incorporate these tools into everyday processes and structure businesses and operations to best take advantage of AI technology.*

„Stop thinking work as a place“

Jared Spataro,
Corporate Vice President at Microsoft

Agenda

- Introduction
- „Digital debt“
- The AI-employee alliance
- AI in daily use
- Secific examples of AI tools in *product development*, *sales*, *marketing*, *and customer support*
- *Roadmap*
- Implementation hacks
- Microsoft 365 Copilot and Viva as an example
- Q&A

Introduction

- **Martin Arnold**
  - 55 years old, business studies (MBA), married, two children
  - Over 25 years of professional experience with a focus on modern working methods
  - Founder and CEO of the consulting company DTPA (https://dtpa.tech/en/)
- **Over 10 years with Microsoft**
  - Strategy Lead Modern Workplace and AI in US, Germany and Europe/Asia
  - IT Solutions must bring added value to the business
  - Holistic approach: Strategy - Technology - People in focus
- **Solution portfolio, partnerships and references**
  - Potential analysis, business coaching, growth hacking
  - Project realization in-house or with partners
  - Over 150 successfully completed projects

https://dtpa.tech/en/

Digital debt is costing us innovation

- **We're all carrying digital debt: the inflow of data, emails, meetings,** and notifications has outpaced humans' ability to process it all. And the pace of work is only intensifying. Everything feels important, so we spend our workdays trying to get out of the red.
- **Nearly 2 in 3 people (64%) say they struggle** with having the time and energy to do their job—and those people are 3.5x more likely to also struggle with innovation and strategic thinking. And nearly 2 in 3 leaders (60%) are already feeling the effects, saying that a lack of innovation or breakthrough ideas on their teams is a concern.
- There are only so many minutes in the day—and **every minute we spend managing this digital debt is a minute not spent on the creative work** that leads to innovation. In a world where creativity is the new productivity, digital debt is more than an inconvenience—it's impacting business

The Weight of the Workday

With the balance of work hours spent communicating, 68% of people say they don't have enough uninterrupted focus time during the workday.

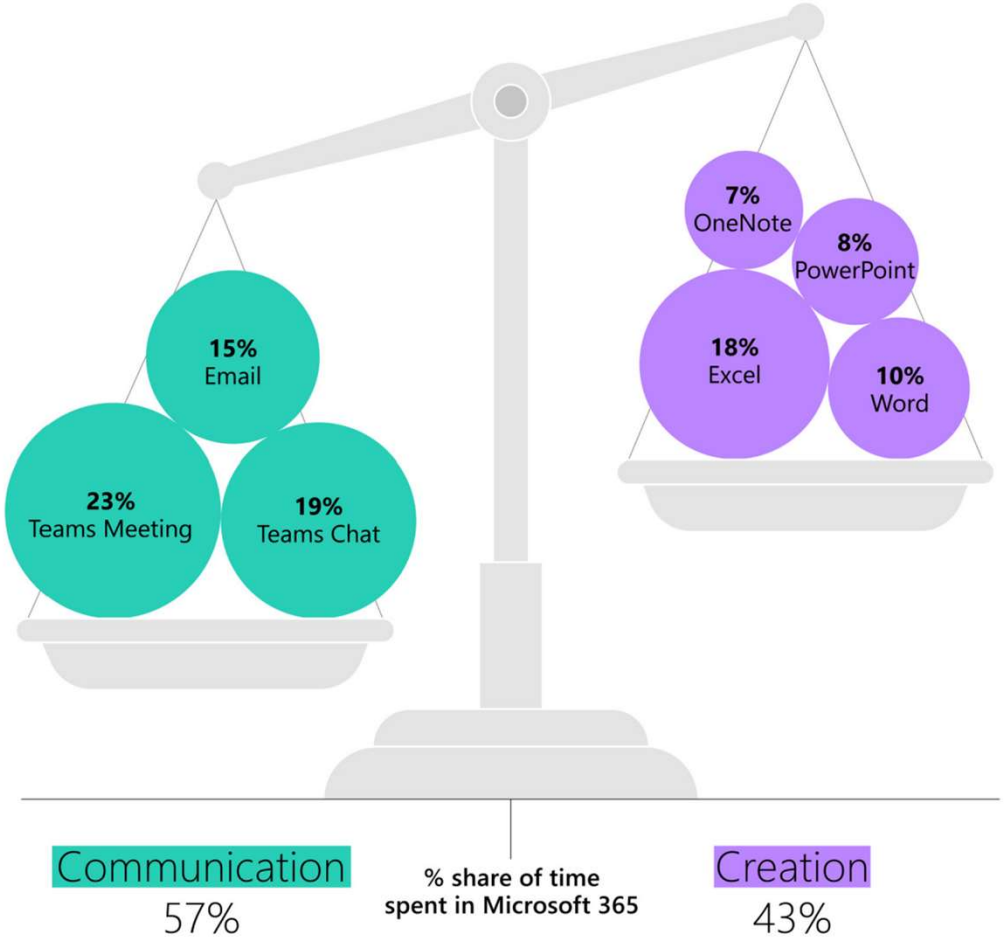


Illustration by Manuel Bortoletti

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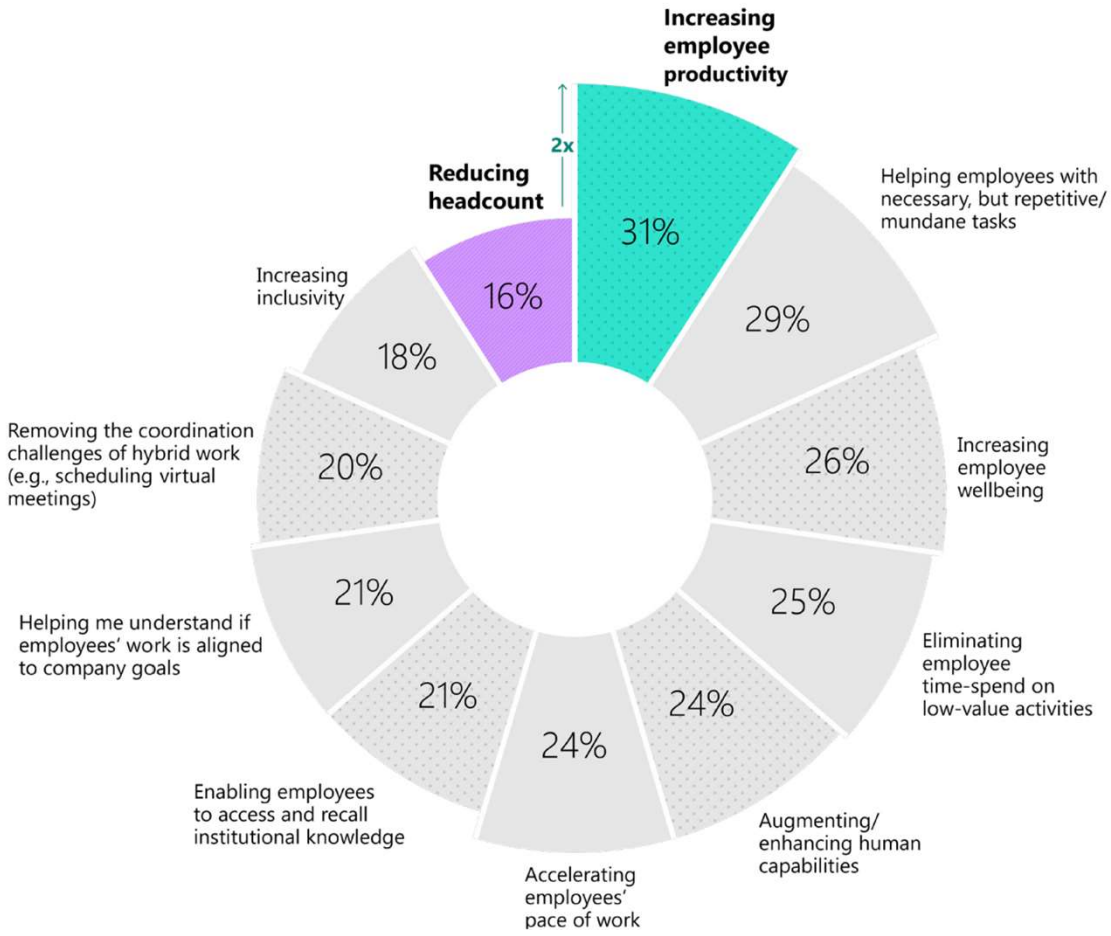
There’s a new AI-employee alliance

- While **49% of people say they’re worried AI will replace their jobs**, even more—**70%—would delegate as much work as possible to AI** to lessen their workloads
- And it turns out people are looking for AI to help in almost every aspect of their work. Not only did 3 in 4 people tell us they would be comfortable using **AI for administrative tasks (76%),** but most people also said they would be comfortable using it **for analytical (79%) and even creative work (73%).**
- People are also looking for AI to assist with finding the right information and answers they need (86%), summarizing their meetings and action items (80%), and planning their day (77%). And the AI optimism doesn’t stop there. People also believe it can enhance creativity, from formulating ideas for their work (76%) to editing their work (75%).
- The more people understand AI, the more they see its **promise to help** with the most meaningful parts of their jobs.

AI's Productivity Promise

Amid fears of AI job loss, business leaders are 2x more likely to choose 'increasing employee productivity' than 'reducing headcount' when asked what they would most value about AI in the workplace.



Survey question: If the growth of artificial intelligence (AI) in the workplace could lead to the following benefits, which would add the most value to your workplace?

Illustration by Manuel Bortoletti

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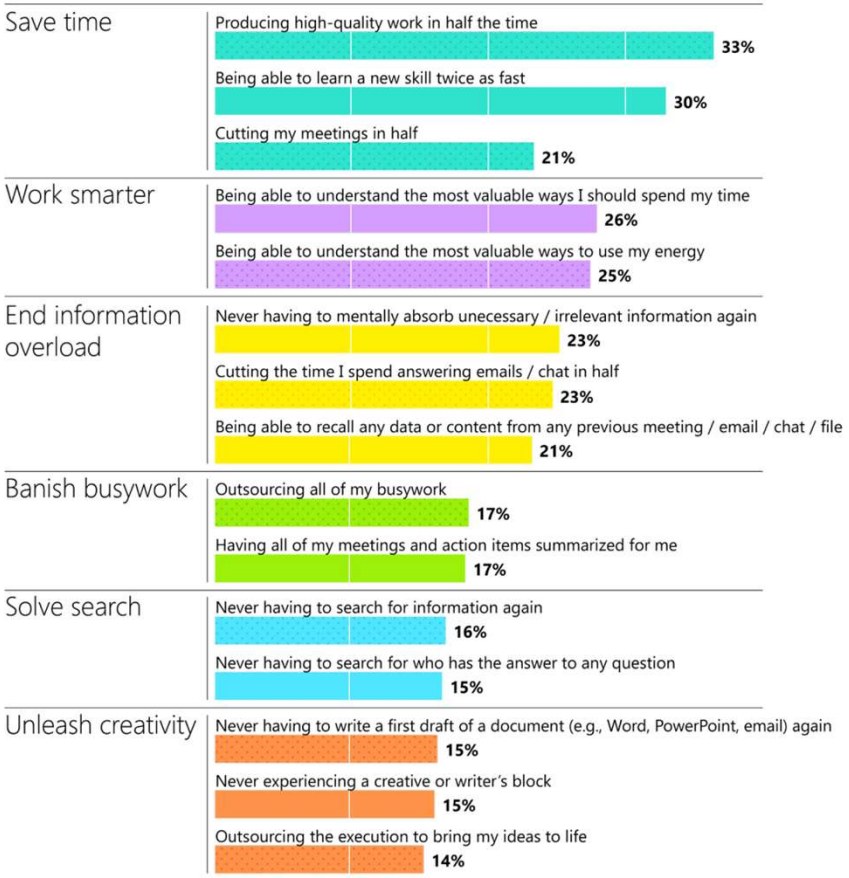
Work in 2030: What People Want—That AI Can Deliver

Asked to imagine work in 2030, people we surveyed say they'd most value changes that saved them time—like producing high-quality work and learning new skills faster.



Survey question: Imagine how work could change by 2030. If you could make any of the following changes to your work experience, without any additional effort required on your part, which would you most value?

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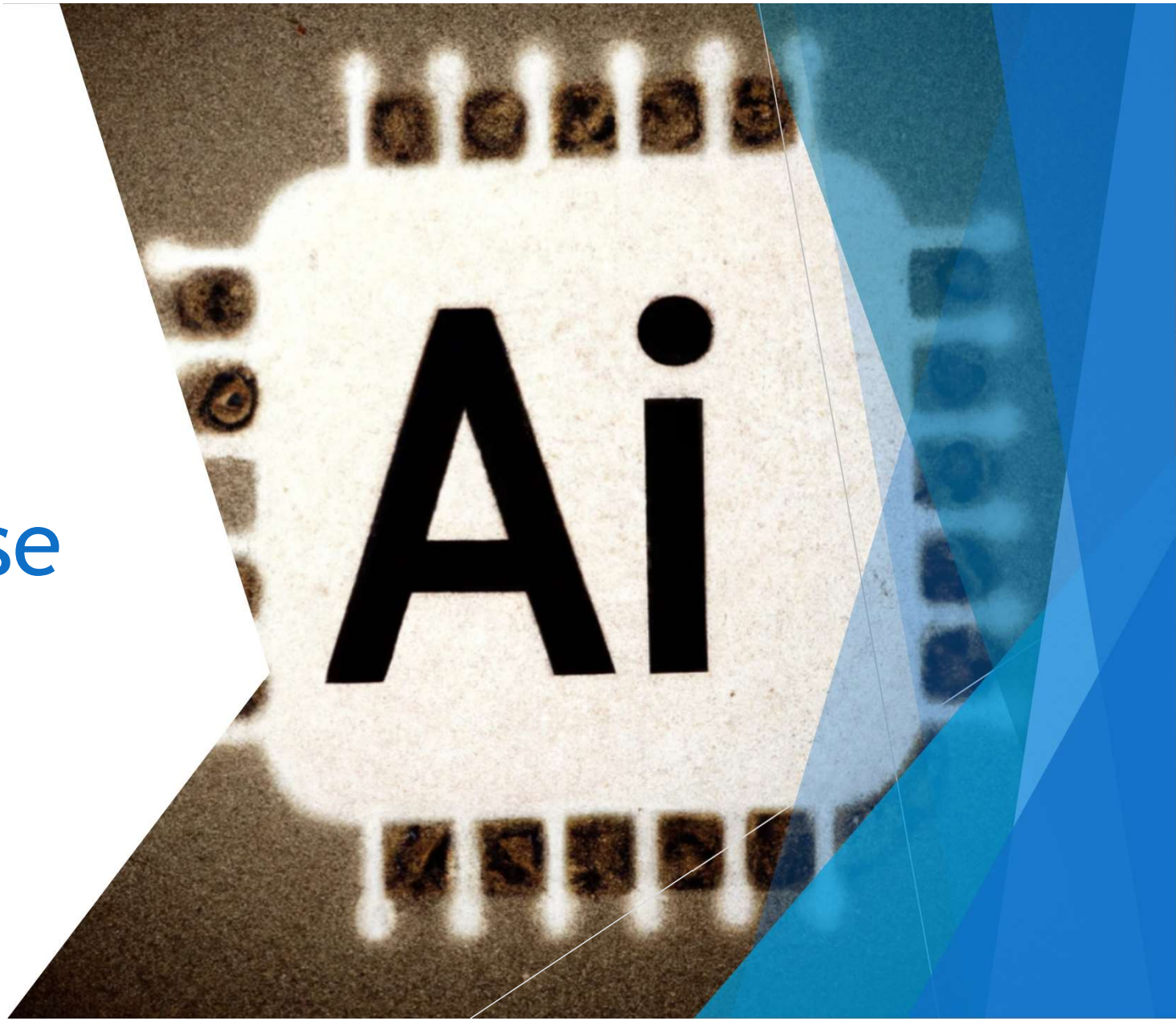
AI in daily use



Artificial intelligence (AI) is rapidly transforming the modern workplace

- **Product development**: AI can be used to automate tasks such **as data collection and analysis**, which can free up product developers to focus on more creative and strategic work. AI can also be used to generate new ideas and concepts, and to test and refine products before they are released to market.
- **Sales**: AI can be used to **automate tasks such as lead generation and qualification**, which can free up sales representatives to focus on building relationships with customers and closing deals. **AI can also be used to personalize sales pitches** and to predict which customers are most likely to buy.
- **Marketing**: AI can be used to automate tasks such as **content creation and distribution**, which can free up marketing professionals to focus on more strategic work. AI can also be used to target marketing campaigns more effectively, and to measure the effectiveness of marketing campaigns.
- **Customer support**: AI can be used to automate tasks such **as answering customer questions and resolving customer issues**, which can free up customer support representatives to focus on more complex and challenging issues. AI can also be used to provide personalized customer support, and to anticipate customer needs.

These are just a few examples of how AI is being used in the modern workplace. As AI continues to evolve, we can expect to see even more innovative and effective applications of AI in the workplace.

Specific examples of how AI is being used

- **Product development**: AI is being used by companies like **Google and Tesla** to develop new products and services. For example, Google is using AI to develop self-driving cars, and Tesla is using AI to develop its autopilot feature.
- **Sales**: AI is being used by companies like **Amazon and Salesforce** to automate sales tasks. For example, Amazon is using AI to recommend products to customers, and Salesforce is using AI to qualify leads.
- **Marketing**: AI is being used by companies like **Facebook and Netflix** to target marketing campaigns. For example, Facebook is using AI to show ads to people who are likely to be interested in them, and Netflix is using AI to recommend movies and TV shows to its users.
- **Customer support**: AI is being used by companies like **Comcast and PayPal** to provide customer support. For example, Comcast is using AI to answer customer questions, and PayPal is using AI to resolve customer issues.

AI is a powerful tool that can be used to improve efficiency, productivity, and customer satisfaction. As AI continues to evolve, we can expect to see even more innovative and effective applications of AI in the workplace.

Implementation

How to implement AI at the organizational level

Here are some of the steps involved in implementing AI at the organizational level:

- **Define your goals:** The first step is to define your goals for implementing AI. What do you want to achieve with AI? Do you want to improve customer service, increase sales, or reduce costs? Once you know your goals, you can start to identify the right AI solutions.
- **Assess your data:** AI solutions rely on data, so it's important to assess your data before you start implementing AI. What data do you have? Is it clean and accurate? Do you have enough data to train AI models?
- **Choose the right AI solutions:** There are many different AI solutions available, so it's important to choose the right ones for your needs. You should consider the size of your organization, your budget, and your specific goals.
- **Implement the AI solutions:** Once you've chosen the right AI solutions, you need to implement them. This may involve integrating the solutions into your existing systems, training your employees on how to use them, and monitoring their performance.
- **Measure the results:** Once you've implemented AI, you need to measure the results. Are you achieving your goals? Are you improving customer service, increasing sales, or reducing costs? If you're not seeing the results you want, you may need to adjust your approach.

Implementing AI at the organizational level can be a complex process, but it can also be a very rewarding one. AI has the potential to transform your organization, so it's worth taking the time to do it right.

Ways that businesses can structure their businesses to best take advantage of AI technology

- **Create a culture of innovation.** This means encouraging employees to think outside the box and to be open to new ideas.
- **Invest in training.** This will help employees to learn how to use AI tools and to understand how AI can be used to improve the business.
- **Create a data-driven culture.** This means collecting and analyzing data to make informed decisions.
- **Partner with AI experts.** This can help businesses to get the most out of AI technology.

AI is a powerful tool that can be used to improve efficiency, productivity, and customer satisfaction.

By following these steps, businesses can build a roadmap to incorporate AI tools into everyday processes and structure businesses and operations to best take advantage of AI technology.

Tipps how to implement AI

- Start small. Don't try to do too much too soon. Start with a small project or initiative and then build on your success.
- Be flexible. AI is a rapidly evolving field, so be prepared to adapt your plans as needed.
- Measure your results. It's important to track the results of your AI initiatives so that you can see what's working and what's not.
- Get feedback from employees. It's important to get feedback from employees on how they're using AI tools and what they think of the results.

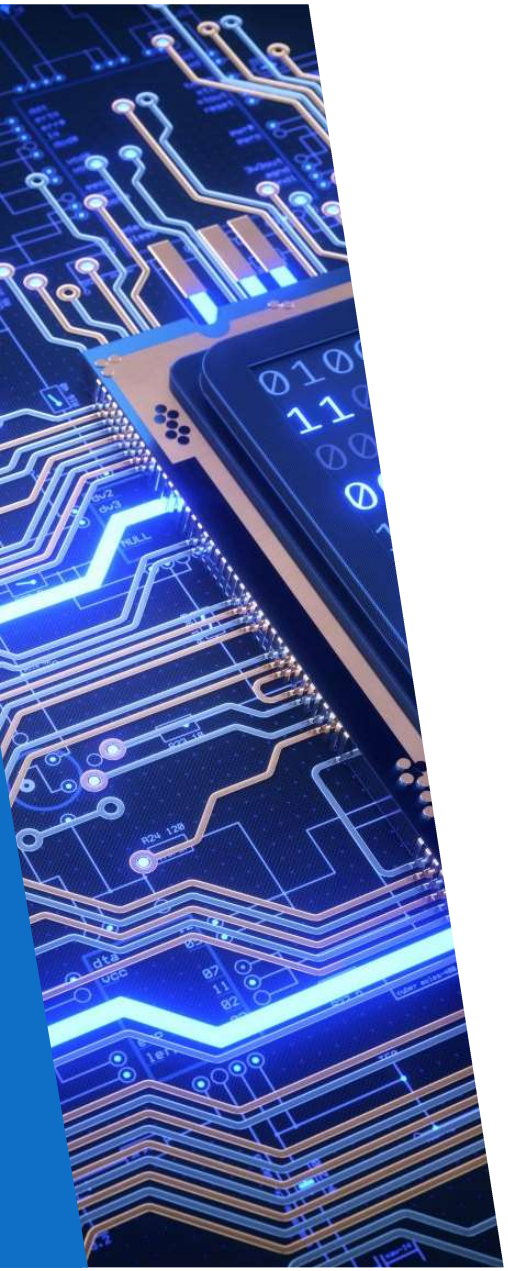
By following these tips, businesses can increase their chances of success when implementing AI.

Helpful Hints

Here are some additional tips for implementing AI at the organizational level:

- **Get buy-in from senior leadership**: It's important to get buy-in from senior leadership before you start implementing AI. This will help to ensure that you have the resources and support you need to be successful.
- **Build a team of experts:** You'll need to build a team of experts to help you implement AI. This team should include people with expertise in data science, machine learning, and AI ethics.
- **Be patient:** Implementing AI takes time. Don't expect to see results overnight. Be patient and persistent, and you'll eventually achieve your goals.

Generative AI can be used by software companies to improve developer productivity and incorporate it into new end-user features in a number of ways.



Improving Developer Productivity

- **Code generation**: Generative AI can be used to generate code, which can save developers time and effort. For example, Generative AI can be used to generate boilerplate code, such as code for setting up a new project or for creating a new class.
- **Bug detection:** Generative AI can be used to detect bugs in code. This can help developers to find and fix bugs more quickly, which can improve the quality of their software.
- **Test automation:** Generative AI can be used to automate testing. This can free up developers to focus on other tasks, such as writing new code or improving existing code.

Incorporating it into New End-User Features

- **Personalized experiences:** Generative AI can be used to create personalized experiences for end users. For example, Generative AI can be used to recommend products or services to users based on their past purchases or browsing history.
- **Content generation:** Generative AI can be used to generate content, such as blog posts, articles, or even books. This can help software companies to provide their users with more engaging and informative content.
- **Chatbots:** Generative AI can be used to create chatbots that can interact with users in a natural way. This can help software companies to provide customer support 24/7 and to answer user questions quickly and accurately.

As Generative AI continues to develop, it is likely to become even more powerful and versatile. This means that software companies that are able to adopt Generative AI early on will be well-positioned to succeed in the future.

Github Copilot - the power of AI in Coding

- GitHub Copilot is a new AI-powered tool that can help developers write code faster and more efficiently. It is based on OpenAI's Codex language model, which has been trained on a massive dataset of code and natural language.
- GitHub Copilot works by suggesting code completions as you type. It can also generate entire functions or classes, based on your current context. You can then accept or reject the suggestions or edit them as needed.
- GitHub Copilot is still in beta, but it has already been used to write millions of lines of code. It has been praised by developers for its ability to save time and improve productivity.

Benefits of using GitHub Copilot

- **Increased productivity:** GitHub Copilot can help developers write code faster and more efficiently. This can free up developers to focus on more creative and strategic tasks.
- **Improved quality:** GitHub Copilot can help developers write code that is more consistent, idiomatic, and bug-free. This can improve the quality of software products.
- **Reduced costs:** GitHub Copilot can help developers reduce the cost of software development. This can be done by reducing the need for manual coding, as well as by improving the quality of software products, which can lead to fewer bugs and defects.

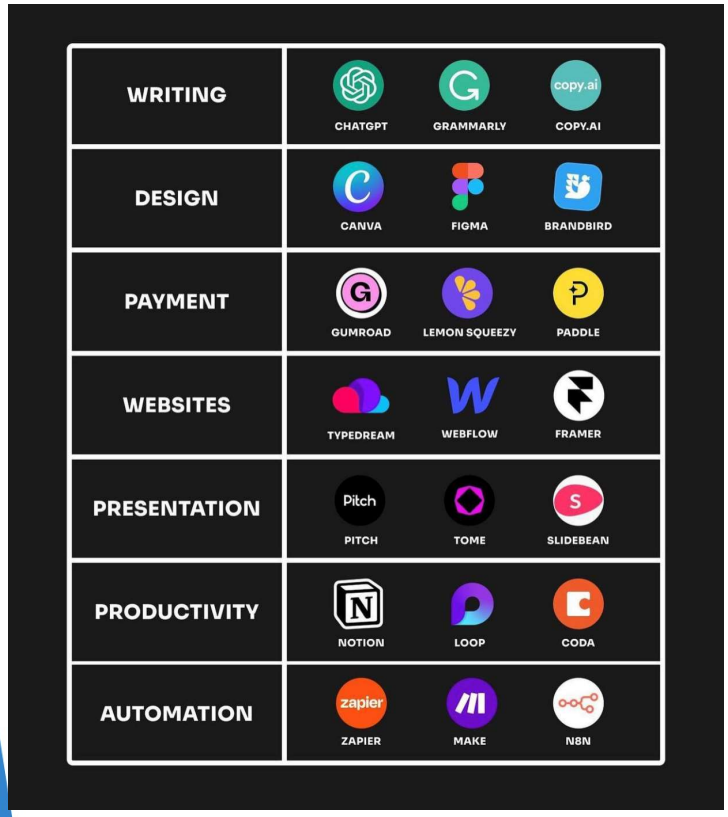
If you are a developer, I encourage you to try GitHub Copilot. It is a powerful tool that can help you write code faster, better, and cheaper.

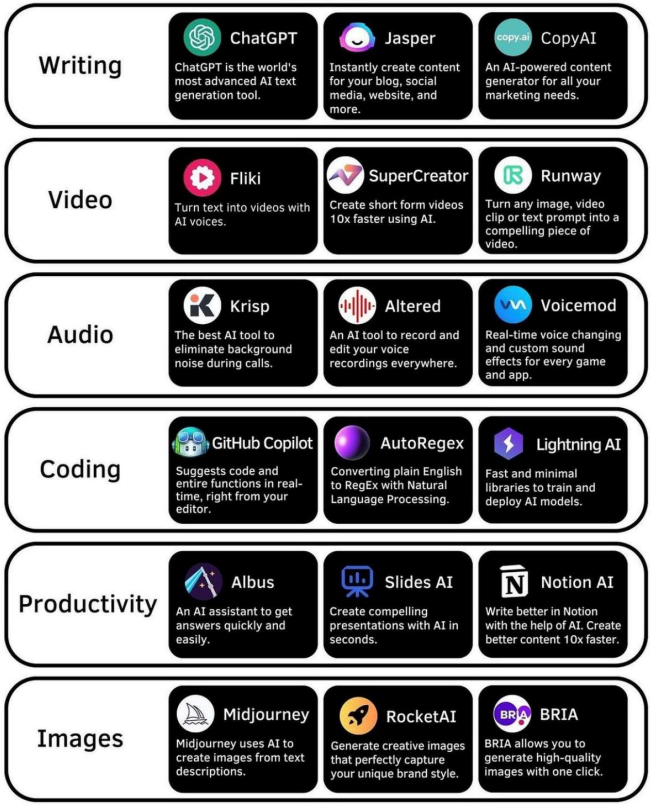
Github Copilot - Maximize developer velocity with AI

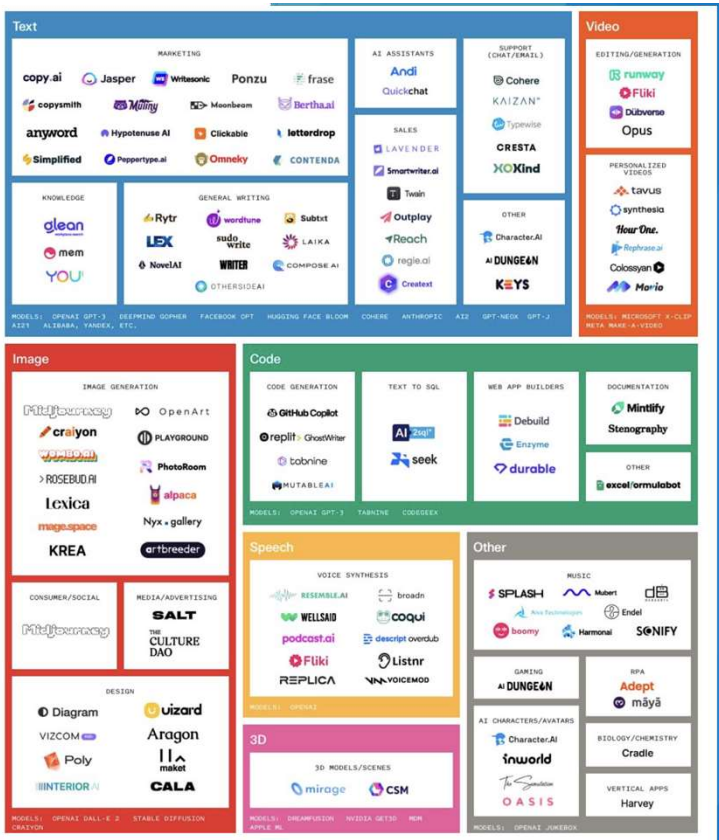
Copilot for Business brings the power of generative AI to engineering teams, accelerating the speed of software development and innovation.

Cut down on development time

Research shows developers using GitHub Copilot code up to 55% faster—and report feeling more productive, more fulfilled, and better able to focus on more satisfying work.







Several Overviews regarding AI

© LinkedIn

AI apps

ChatGPT Plugins available now

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Plugins für ChatGPT, Bing, Dynamics 365 Copilot and Microsoft 365 Copilot

Already today, the AI community is large and includes global corporations as well as mid-sized companies. **Microsoft OpenAI Services are already used by 4500 customers worldwide**. For them, there were other important announcements at the developer conference.

- The new **Azure AI Studio** enables integration of external data sources into the Azure OpenAI service. This allows companies to add their own data to their AI system's knowledge base without the risk of that critical information being used by others.
- The **Azure Machine Learning** Prompt Flow helps develop prompts and enables the use of open source solutions such as Semantic Kernel to orchestrate prompts. Prompts allow users to formulate commands to ChatGPT in natural language, which are then interpreted and implemented by the AI system.
- **Azure AI Content Safety** helps organizations build safer online environments and communities. Here, too, the aim is to use the functions of artificial intelligence exclusively in a protected setting, thus ensuring both privacy and the protection of company secrets.

Introducing
Microsoft 365 Copilot

The next
revolution in
computing

Microsoft 365 Copilot
Embedded across Microsoft 365 apps

Microsoft 365 Copilot
Access to your business content and context

Microsoft 365 Copilot
Built on Microsoft's **comprehensive** approach
Security
Compliance
Privacy
Responsible AI

Microsoft 365 Copilot

Unleash creativity

Harness Copilot's power so you never start from scratch

Unlock productivity

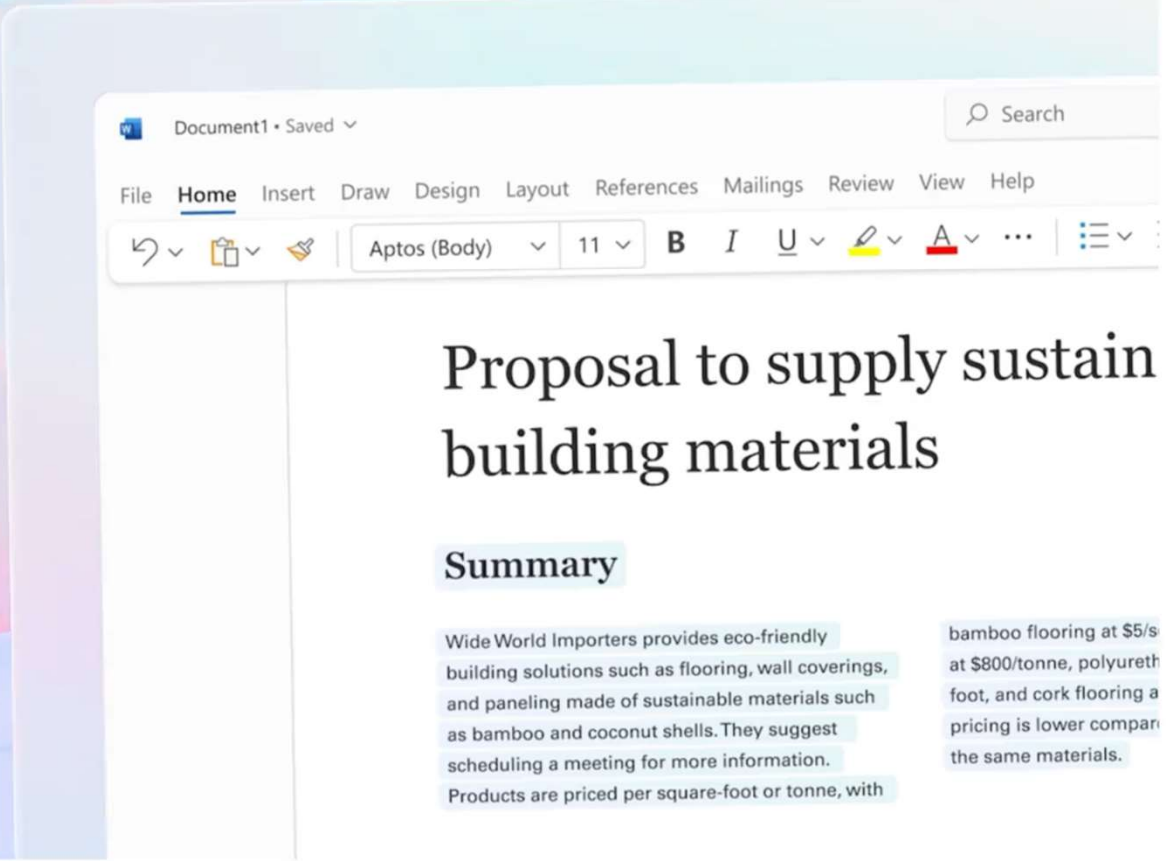
Let Copilot summarize actions for you, and optimize your time

Uplevel skills

Be better at what you're good at and master what you've yet to learn

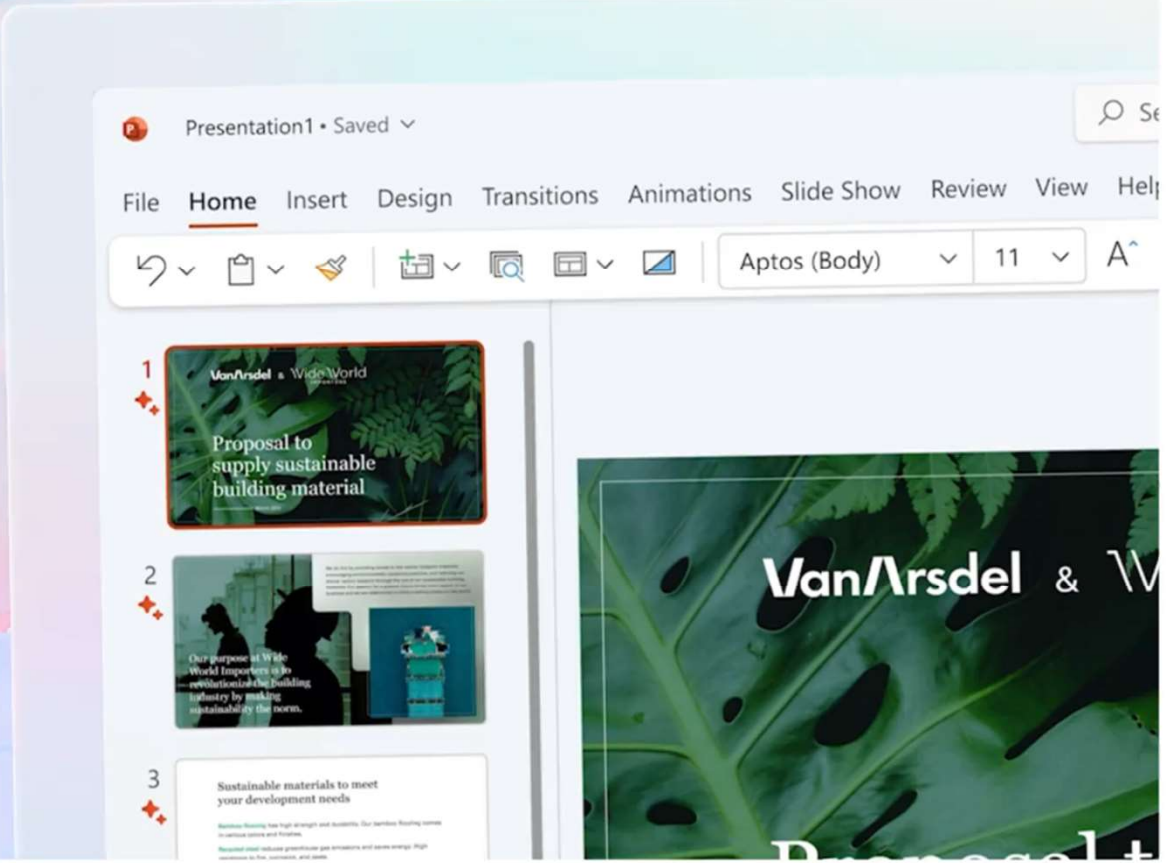
MICROSOFT 365

Copilot in Word



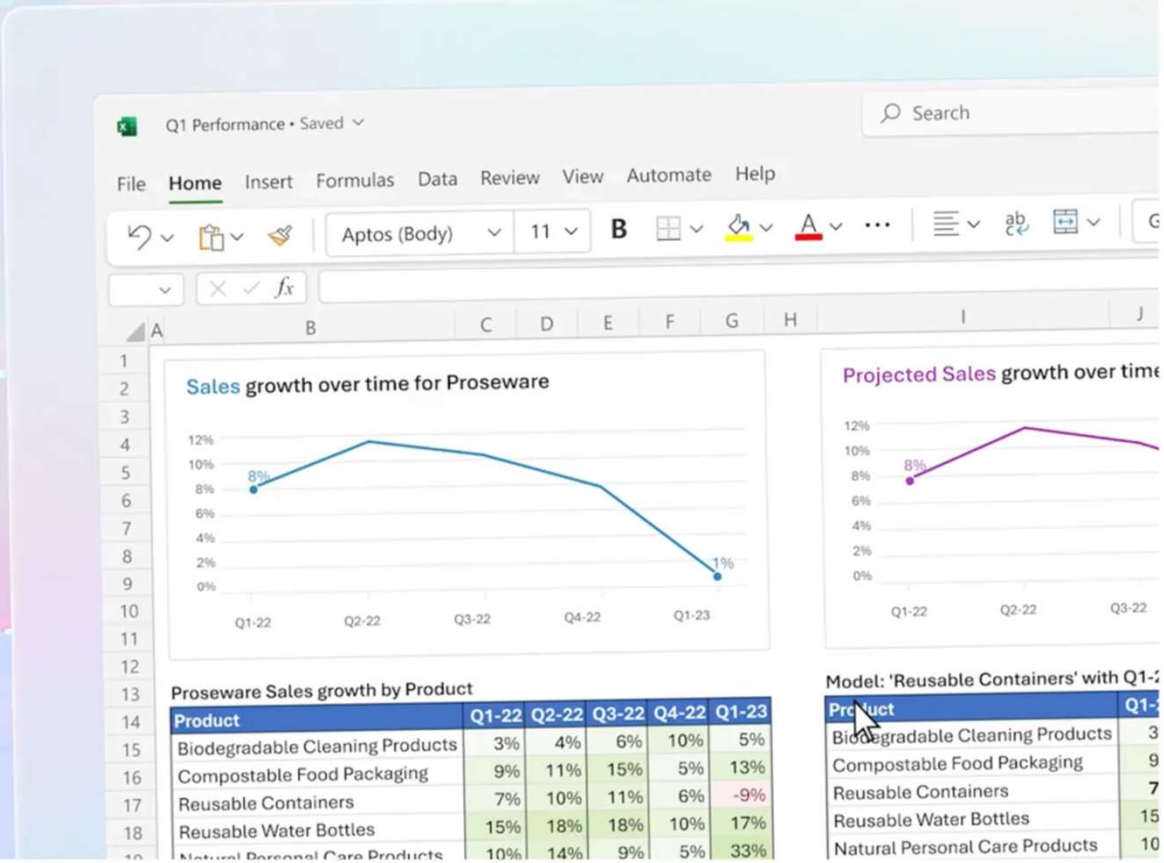
MICROSOFT 365

Copilot in PowerPoint



MICROSOFT 365

Copilot in Excel



Microsoft 365 Copilot

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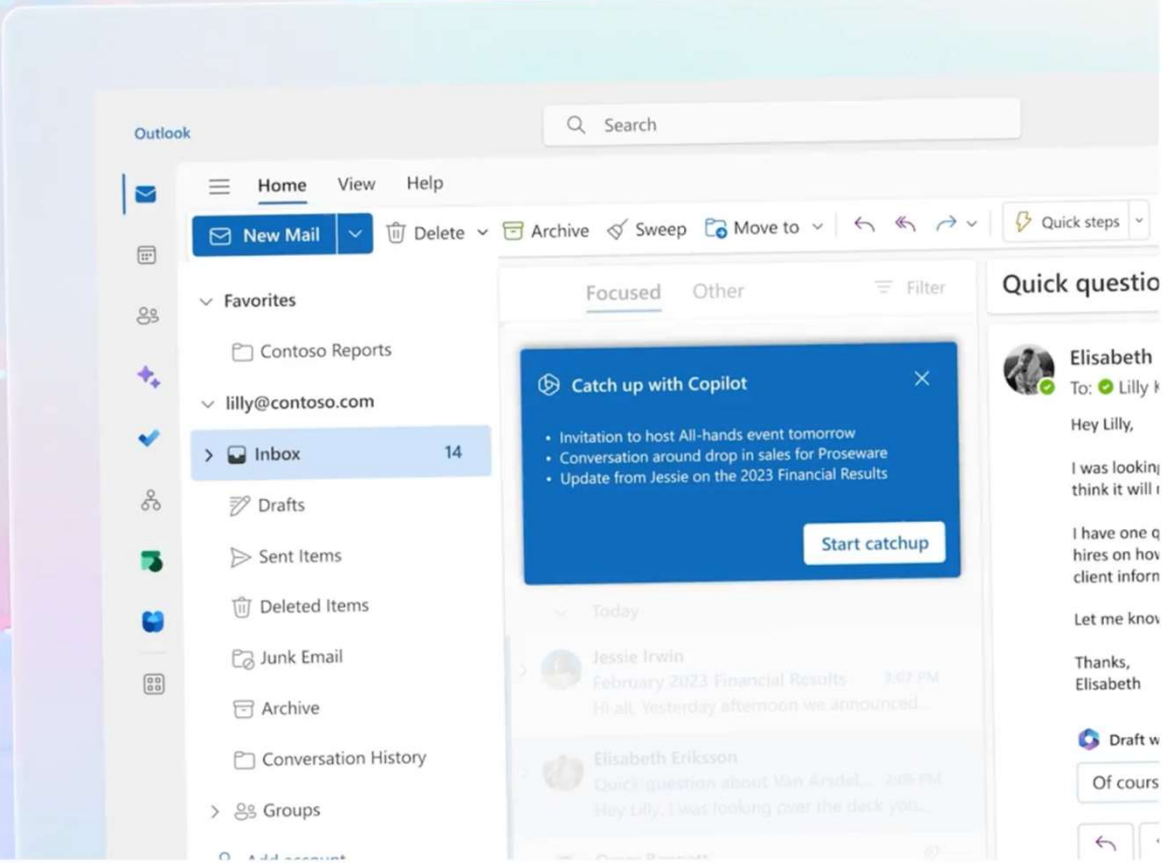
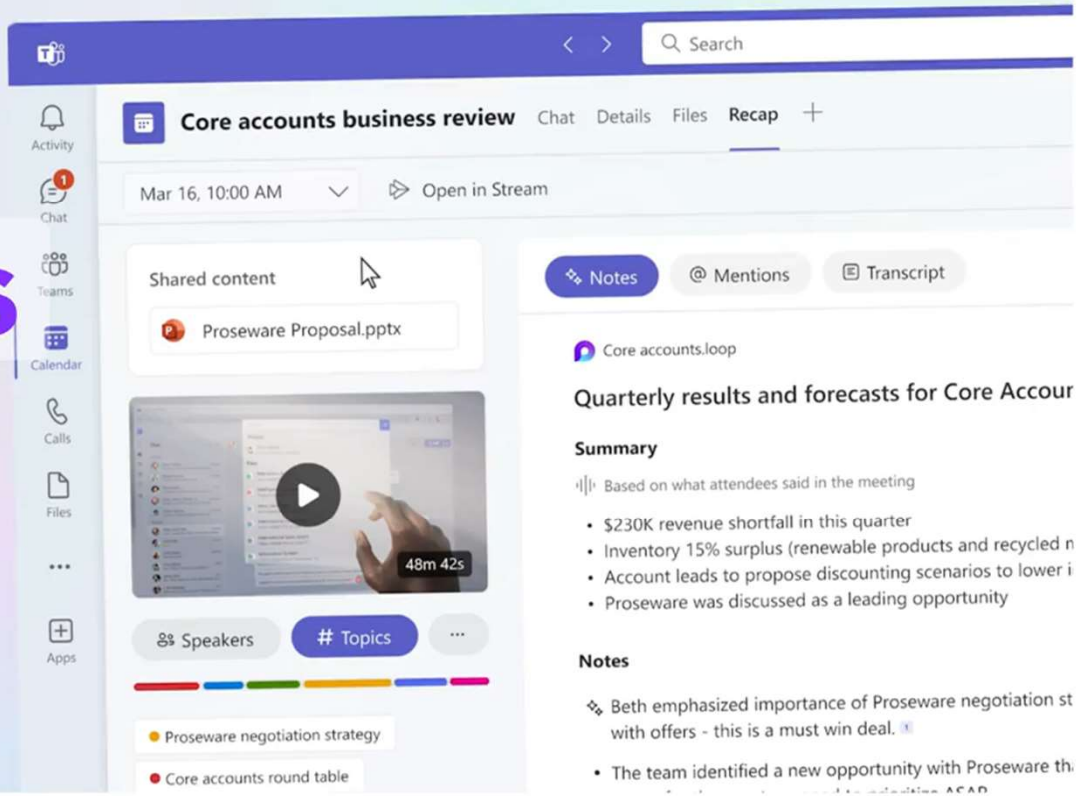
MICROSOFT 365

Copilot in Outlook



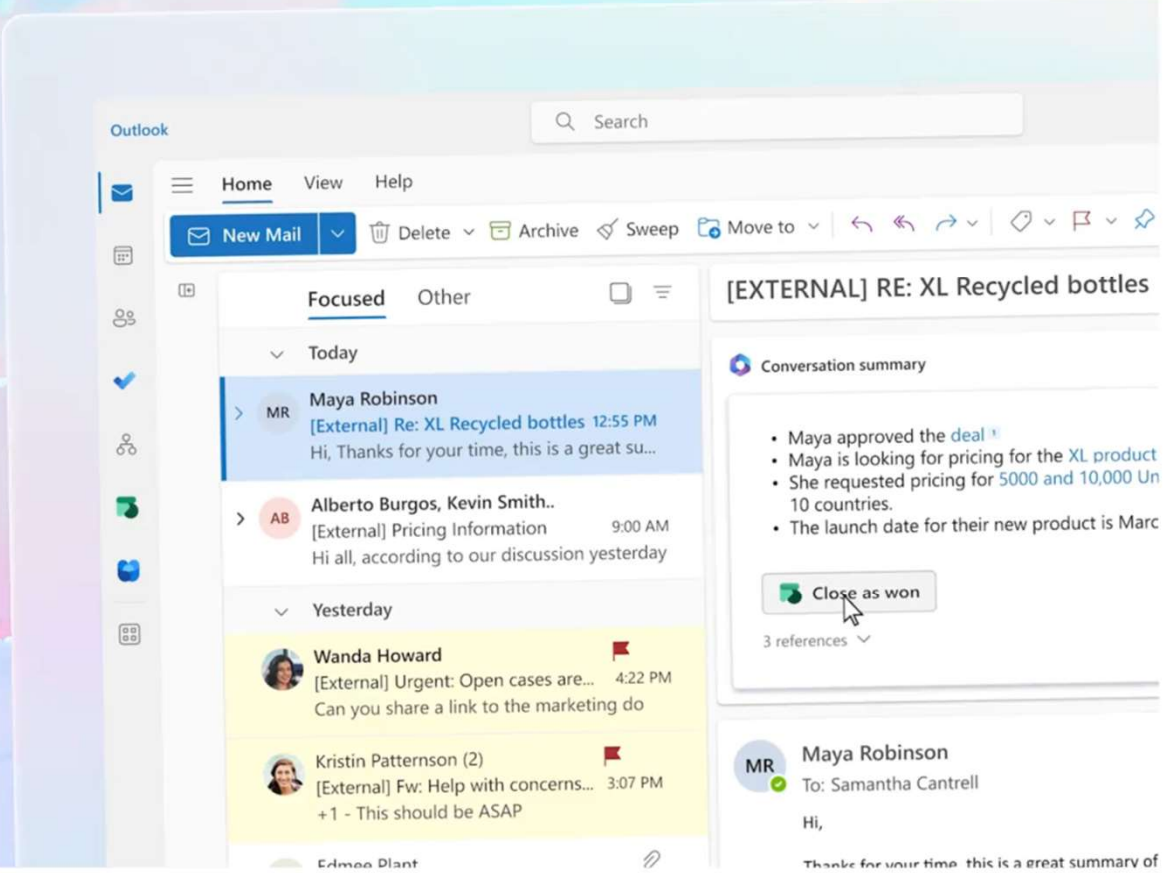
MICROSOFT 365

Copilot in Teams Meetings



MICROSOFT 365

Copilot in Viva Sales



Microsoft 365 Copilot

Unleash creativity

Harness Copilot's power so you never start from scratch

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Let Copilot summarize actions for you, and optimize your time

Uplevel skills

Be better at what you're good at and master what you've yet to learn

Microsoft 365 Copilot

Grounded in your business data

Microsoft 365 Copilot has real-time access to both your *content and context* in the Microsoft Graph.

Comprehensive security, compliance, & privacy

Copilot inherits your security, compliance, and privacy policies set up in Microsoft 365.

Architected to protect data

Your data never leaves its secure partition, and it is never used for training purposes.

Integrated into the apps you use every day

Word, Excel, PowerPoint, Outlook, Teams, and more.

Individual user & admin always in control

User decide what to use, modify, or discard.

Designed to learn new skills

As Copilot learns about processes, it can perform more sophisticated tasks and queries.

Microsoft Viva: The employee experience platform

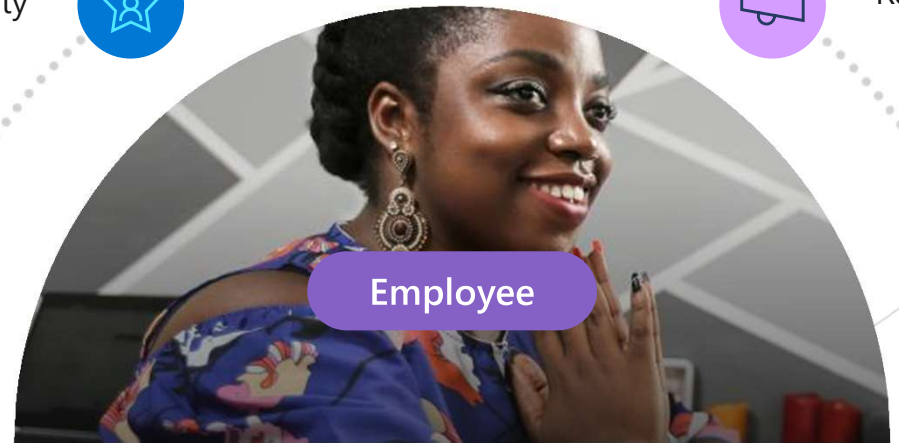
What is an employee experience platform (EXP)

A digital platform that helps organizations create a thriving culture with engaged employees and inspiring leaders

Purpose & Alignment
Mission, Goals & Outcomes
Achievements & Recognition

Growth & Development
Learning & Coaching
Onboarding, Lifecycle Moments
Talent Mobility

Culture & Communications
News, Events, Company Resources, Communities

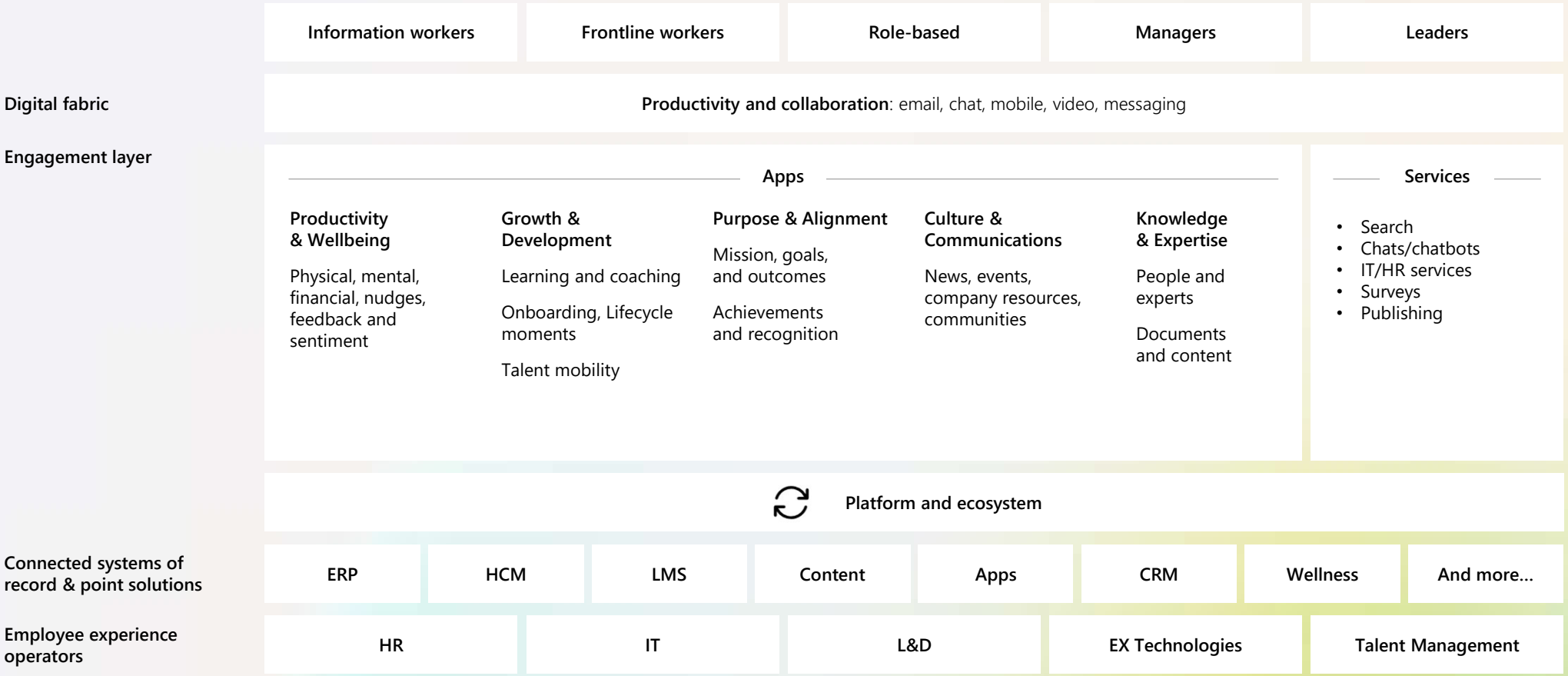


Wellbeing & Engagement
Physical, Mental, Financial
Nudges, Feedback & Sentiment

Knowledge & Expertise
People & Experts
Documents & Content

What is an **employee experience platform (EXP)**?

A digital platform that helps organizations create a thriving culture with engaged employees and inspiring leaders



Microsoft Viva

The integrated employee experience platform that empowers people and teams to be their best

Viva Connections | All apps in one place

All employees ◀ ▶ **Role-based experiences**

Connection
Keep everyone informed, included, and inspired

- **Viva Engage**
- **Viva Amplify***

Insight
Improve productivity and wellbeing with actionable insights

- **Viva Insights**
- **Viva Pulse***

Purpose
Align people's work to team and organization goals

- **Viva Goals**

Growth
Help employee learn, grow, and succeed

- **Viva Topics**
- **Viva Learning**

Role-based experiences

- **Viva Sales**+

Microsoft 365

Platform and admin services

Briefing email, people, answers, admin experience, common navigation

Privacy and security

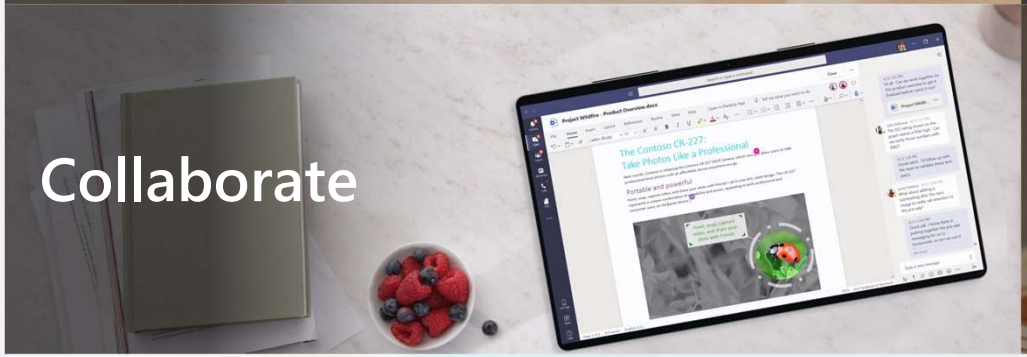
Granular feature access controls, inherited permissions for 3P, differential privacy for insights

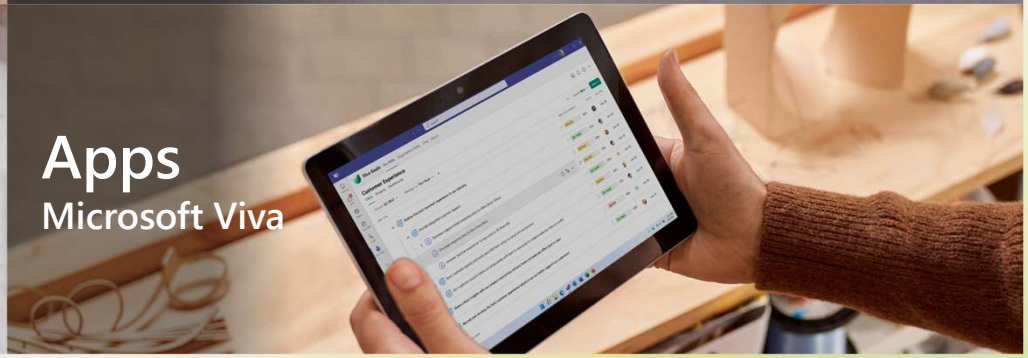
Integrations to HCM, CRM, LMS, wellness, and more

Workday, Qualtrics, SAP SuccessFactors, LinkedIn, Headspace, and more

*Coming in 2023

Microsoft Teams





Business impact of Microsoft Viva

Reduce labor costs

- Reduce hiring costs from improved employee retention
- Decrease onboarding costs and speed time-to-value
- Fill skills gap by promoting internally
- Improve productivity with fewer meetings and better team alignment

Increase revenue through business transformation

- Boost the speed of product development
- Improve close rates
- Increase customer retention
- Increase collaboration, focus, and goal alignment

Enhance employee engagement

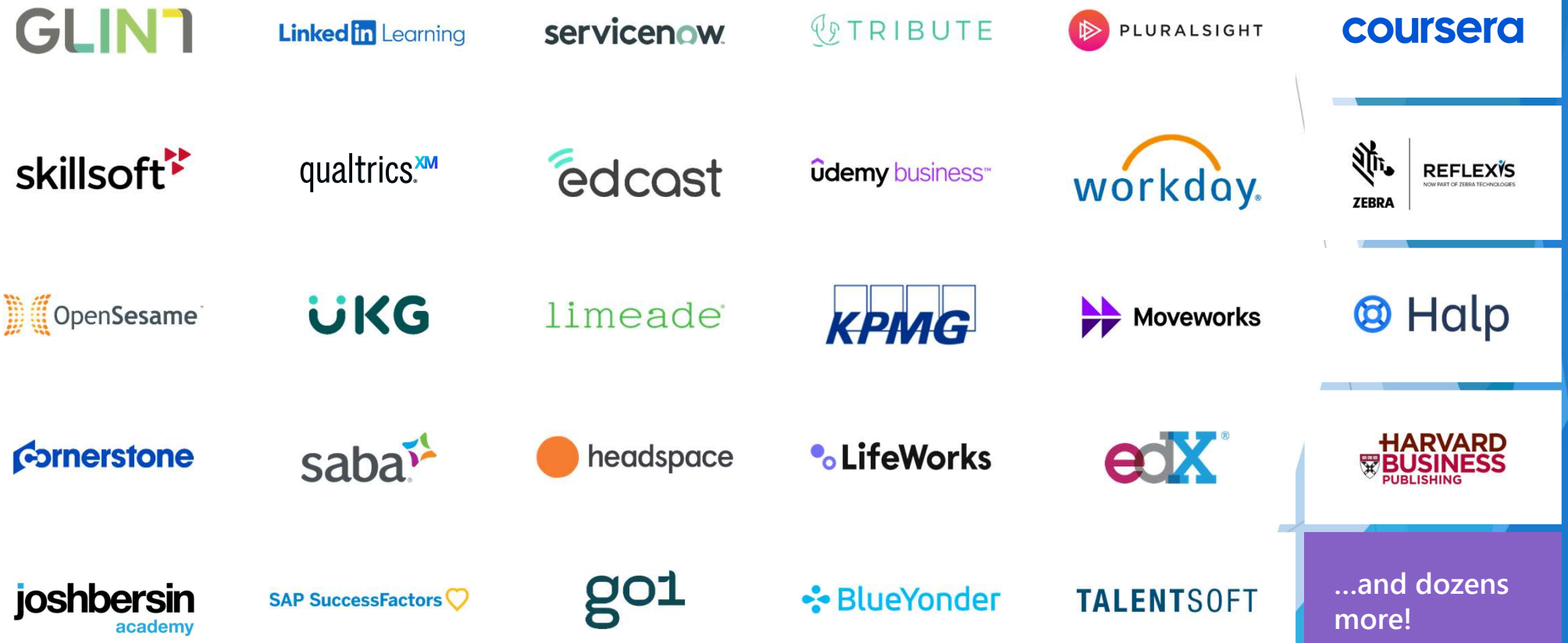
- Improve employee wellbeing and productivity
- Improve customer satisfaction and experiences
- Increase profitability

Reduce IT admin, deployment, and development costs

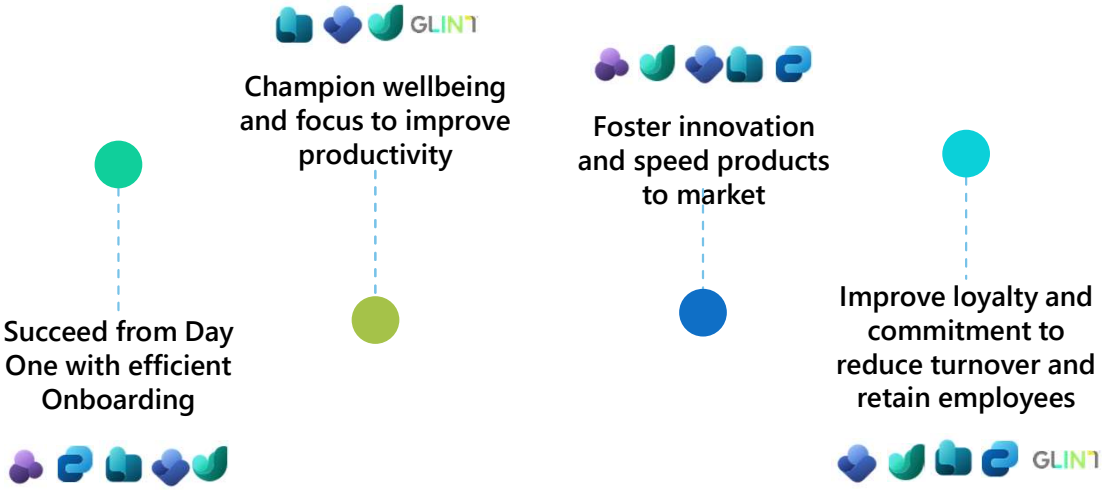
- Simplify management on a single platform
- Reduce development and integration efforts

[1]Forrester Consulting. The Total Economic Impact™ Of Microsoft Viva. A Microsoft-commissioned study. September 2021. [2]APQC. [3]Gallup and APQC.

Microsoft Viva partner ecosystem



Business value of employee experience



An organization with 1,000 licenses of Viva Connections, Insights, Learning, Topics, Goals, and Glint may recognize benefits of $3.4 million over three years, adding up to a net present value of $2.7 million, or $2,720 per user.

292%
return on investment

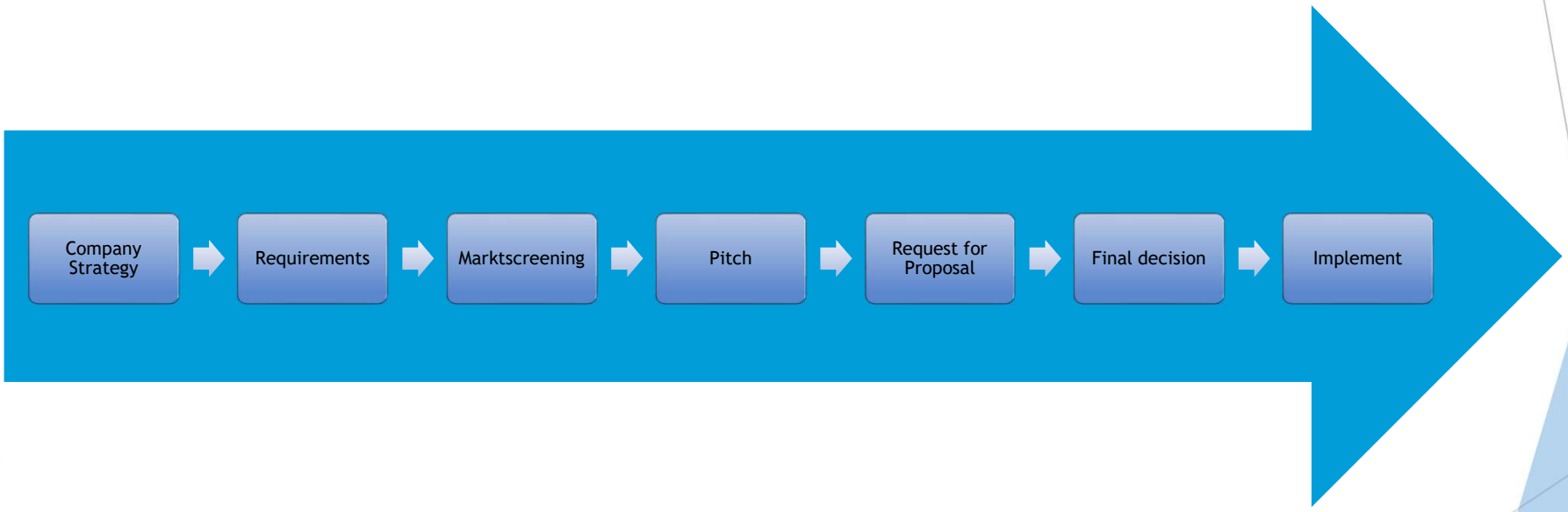
8 months
payback period

Save on automation and process improvement

Improved Employee Experience

Source: Results from the Microsoft Value Calculator for the Viva Connections, Insights, Learning, Topics, Goals, and Glint licensing combination. Results based on multiple studies by Forrester Consulting, commissioned by Microsoft and with Microsoft research. Cost savings in this presentation are illustrative and only intended for your internal use. Prices may vary by reseller and channel. The results may not be accurate or appropriate for your needs and should not be relied upon as your sole reference. MICROSOFT MAKES NO WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, ABOUT THE RESULTS WITHIN THIS PRESENTATION

Marktscreening und Selection of building or buying AI Tools



Microsoft Viva

The integrated employee experience platform that empowers people and teams to be their best

Viva Connections | All apps in one place

All employees ◀ ▶ **Role-based experiences**

Connection
Keep everyone informed, included, and inspired

- **Viva Engage**
- **Viva Amplify***

Insight
Improve productivity and wellbeing with actionable insights

- **Viva Insights**
- **Viva Pulse***

Purpose
Align people's work to team and organization goals

- **Viva Goals**

Growth
Help employee learn, grow, and succeed

- **Viva Topics**
- **Viva Learning**

Role-based experiences

- **Viva Sales**+

Microsoft 365

Platform and admin services

Briefing email, people, answers, admin experience, common navigation

Privacy and security

Granular feature access controls, inherited permissions for 3P, differential privacy for insights

Integrations to HCM, CRM, LMS, wellness, and more

Workday, Qualtrics, SAP SuccessFactors, LinkedIn, Headspace, and more

*Coming in 2023

Questions?

Thank you!

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