FluidOne

Copilot for SMBs
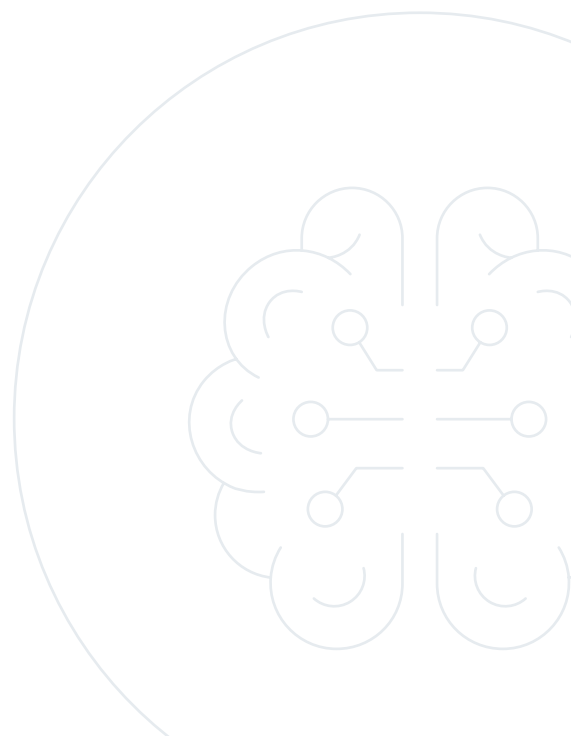
Breaking down the benefits
for smaller businesses

Copilot

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Is a business ever too small to benefit from Copilot?

Put simply, no. While Copilot has generated significant buzz among large enterprises, this powerful artificial intelligence (AI) assistant offers compelling advantages for small and medium-sized businesses as well. By augmenting employees with advanced language models, Copilot can boost productivity, enhance content quality, and enable SMBs to compete more effectively against larger competitors. The advantages are impressive and, by now, well known – but the more significant benefits bear repeating:

First and foremost, Copilot acts as a force multiplier for lean teams. With limited headcount, SMB employees wear many hats juggling a wide variety of responsibilities. Copilot's AI-generated writing suggestions help staff work smarter and faster on content like proposals, reports, emails, presentations and more. This enables teams to accomplish more with existing resources.

Copilot also helps SMBs produce higher quality, more polished content that elevates their brand reputation. Its advanced language skills ensure writing is consistently clear, grammatically correct and on-point. Customer communications become more engaging and professional. Sales materials are more persuasive. This levels the playing field versus larger competitors with more resources devoted to content development.

For SMBs pursuing thought leadership, Copilot accelerates creation of blogs, whitepapers, articles and other long-form content critical for building authority. Its research recap and outline generation capabilities make turning raw information into insightful narratives far more efficient. This unlocks opportunities for smaller businesses to amplify their voice in a cost-effective manner.

Furthermore, Copilot's seamless integration into Modern Workplace applications with Copilot for Microsoft 365 provides a uniform experience in comparison to juggling disparate tools. This streamlined workflow enhances its productivity impact.

By providing advanced AI assistance in an accessible manner, Copilot empowers more organisations beyond just major enterprises. Smaller companies gain a powerful edge to increase output without adding headcount. Quality, speed and consistency of communication get a major boost with less effort. Marketing and thought leadership initiatives become more achievable.

Overall, Copilot helps SMBs operate smarter, represent themselves better, and maximize limited resources.

In these uncertain economic times, every organisation is seeking ways to do more with less through higher productivity. Copilot's capabilities provide SMBs an opportunity to gain that critical leverage. Its AI automation augments staff to take on more work while maintaining elevated quality standards.

For any SMB looking to enhance competitiveness, Copilot offers a compelling opportunity to secure an advantage over both larger enterprises and other nimble peers. In this guide, we explore the day-to-day practicalities of Copilot for SMBs, and uncover key features that offer significant benefits to smaller organisations.

The Copilot features SMBs should know

Copilot's writing assistance and productivity boosting capabilities in Microsoft 365 have undoubtedly been the focus of most of its attention, but the AI assistant offers several other powerful but under-the-radar advantages – many of which are particularly pertinent to smaller organisations. By exploring Copilot's full feature set, businesses can unlock additional value in streamlining their daily activities.
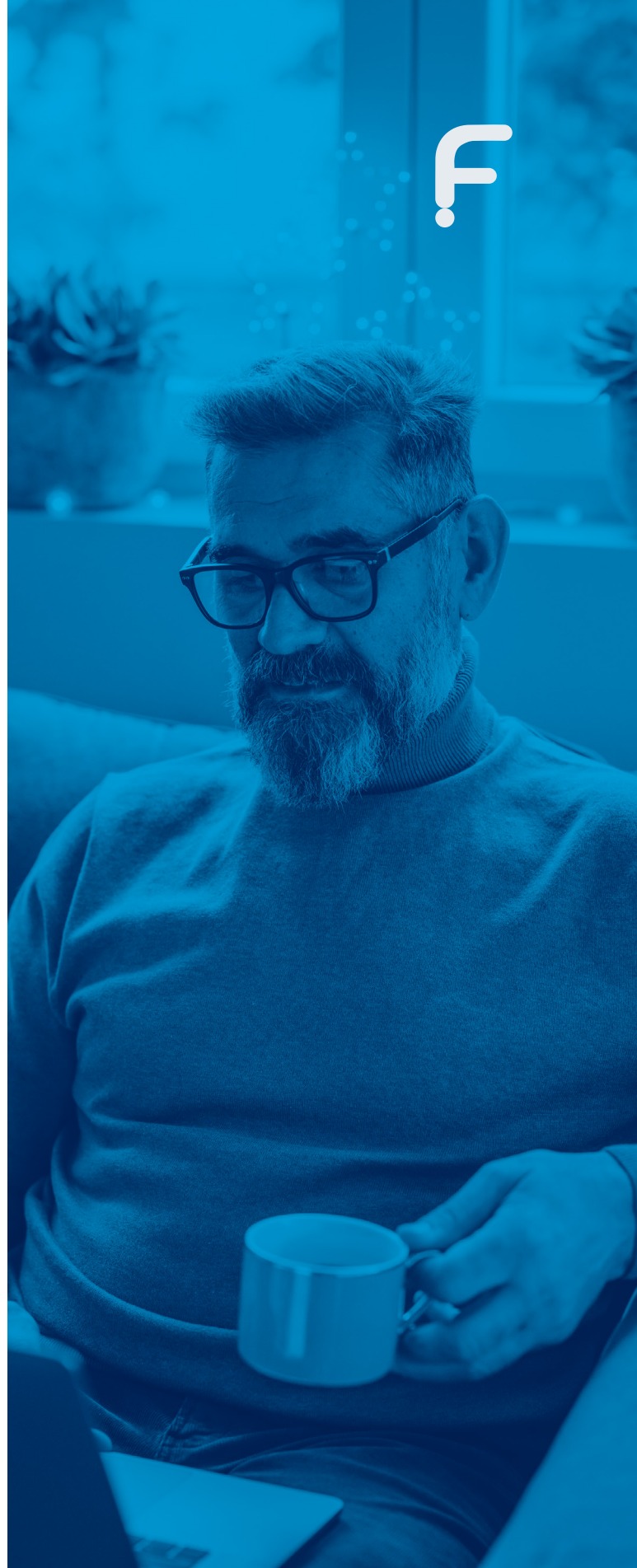
Summaries
One underutilised Copilot strength is its ability to intelligently analyse and summarise documents and data. By uploading files or connecting data sources, Copilot can generate concise executive summaries, extract key insights, and even create presentation slide decks automatically. This reduces the manual effort required to synthesise information from disparate sources into digestible narratives.

Translation and Communication
Another handy Copilot capability is automatic translation between languages and additional support for users writing in their second language. Often employees need to work with content across multiple languages or simply communicate with colleagues across multiple countries. Copilot can translate documents, emails, chat transcripts and more in real-time between dozens of languages with high accuracy, as well as simply elevating the coherency and speed of everyday copy, thereby accelerating cross-border collaboration.

Data visualisation
Copilot also demonstrates robust proficiency in data analysis and visualisation. By connecting to spreadsheets or databases and describing the desired output, Copilot can generate sophisticated pivot tables, charts and visualisations. This augments data exploration and insights sharing without specialised analytics tools.

Scheduling

Additionally, Copilot excels at meeting support functions such as scheduling, notetaking, task tracking and follow-up item capture. Using simple voice commands during meetings, Copilot can transcribe discussions, log action items, and keep everyone coordinated post-meeting.

Tutoring

Beyond productivity boosts, Copilot can aid learning and skills development through its tutoring and knowledge synthesis abilities. Employees can use it as an on-demand virtual assistant to break down complex topics, find relevant instructional resources, and practice new skills through interactive walkthroughs.

In essence, Copilot acts as a knowledgeable, flexible collaboration partner for the modern workforce. While its primary value is accelerating everyday creation and communication tasks, its diverse set of auxiliary capabilities fosters additional time savings, cognitive support and continuous learning that rapidly compound its impact.

Unlocking Copilot's full potential empowers users to operate at their full capacity across all facets of the workday.

Three key Copilot benefits in practice

In the increasingly agile world of modern work, data and information silos can create major productivity and communication blockers for smaller businesses. Copilot does a brilliant job of breaking down the barriers between the core Microsoft 365 productivity apps. Through simple natural language interaction, this seamless experience amplifies how employees can rapidly synthesise insights and build narratives leveraging their organisation's data.

BENEFIT 1 – REPORTING

Raw Data in Excel
Copilot does a brilliant job of breaking down the barriers between the core Microsoft 365 productivity apps. Through simple natural language interaction, this seamless experience amplifies how employees can rapidly synthesise insights and build narratives leveraging their organisation's data.

Summary in Word
Copilot can then use the Excel data to generate a summary or report in a Word document. For example, you could ask Copilot to "Write a sales report summarising the Q1 numbers by region" and it will create a well-formatted report pulling the relevant figures and creating readable analysis in written form.

Presentation in PowerPoint
And if you want to transform that report into a stylish slide deck based on your Word document, Copilot can automatically generate a proposed outline structure for a PowerPoint deck. By analysing headings, topic sentences, and content organisation, it produces a logical slide sequence covering the key points.

Copilot can then generate the actual PowerPoint slides, intelligently pulling through relevant sections of text and multimedia content. In addition, Copilot can generate presenter notes or narrative script drawing from the more detailed explanations and context in the Word document. And if the document contains data or insights, Copilot can automatically transform those into designed data visualisations such as charts, graphs and diagrams.

The power of Copilot's cross-app awareness is that any updates to the Excel data will automatically sync to the connected Word and PowerPoint files. Change a number in Excel, and the associated reports and slides will refresh with the new information.

Crucially, Copilot maintains full context, understanding the associations between the original Excel data and any related analysis content produced.

BENEFIT 2 – OVERSIGHT AND CONSOLIDATION

Copilot has visibility into the different apps and data sources a user has open or has access to within Microsoft 365. It can ingest the content from Teams chat transcripts, Outlook email threads, attachments, cloud files in SharePoint/OneDrive, and more through its contextual awareness capabilities.

Understanding Conversation Context
Using natural language processing, Copilot can understand the context and topics being discussed across these different conversations and data sources. It can identify the key people involved, topics covered, questions asked, and any associated files/links shared.

Surfacing Relevant Information
When prompted to summarise information on a particular topic, Copilot will scan across all the ingested data sources to find relevant pieces of information. It will then consolidate those insights from the various fragmented conversations and files.

Generating Summaries
Copilot can then generate a concise written summary covering the key points, debate, decisions, and action items related to the topic. It will stitch together the relevant information in a logical flow while eliminating redundancy.

Including Source Details
The summary will provide key context like which individuals were involved in particular parts of the discussion. It can also embed or link to the original source conversations/documents for easy reference.

Tailoring Summaries
Copilot can tailor the summary's depth, tone, and framing based on the intended audience or situation. For example, providing a high-level executive brief versus a detailed recap for a status meeting.

By consolidating knowledge scattered across multiple Microsoft 365 applications and sources into cohesive narratives, Copilot eliminates the duplicative work of manually tracking down and reconciling information.

Its unified conversational insight capabilities keep teams coordinated and accelerate inter- and intra-business knowledge sharing.

BENEFIT 3 – MEETING SUPPORT

If not effectively managed, meetings can be an unnecessary drain of time and resources within an organisation. And the smaller your business, the more acutely this impact is felt. Copilot can provide valuable assistance during meetings by leveraging its AI capabilities across several key areas:

Note-Taking and Transcription

During meetings, Copilot can serve as an AI-powered note-taker, transcribing the discussion in real-time with high accuracy. It captures the key points, decisions, action items, and context, reducing the cognitive load on attendees trying to listen and write notes simultaneously.

Agenda Support

Copilot can help structure and drive productive meetings by generating suggested agenda items based on previous meeting notes, outstanding tasks, and relevant documents/data. During the meeting, it can track agenda progress and surface relevant context as each topic is discussed.

Background Synthesis

Copilot maintains awareness across all of a user's Office apps, emails, chats, and data sources. It can proactively surface relevant background information, documents, visualiations, or data points as context for the meeting discussion.

Live Insights

As new ideas, questions, or debate points arise, Copilot can rapidly provide additional insights by summarising relevant research, past conversations, or analyses in real-time to enrich the discussion.

Action Item Capture

Copilot's natural language capabilities allow seamlessly capturing next steps, deliverables, and action items throughout the meeting by simply stating them. It compiles these into a prioritised list for easy distribution afterwards.

Post-Meeting Support

After the meeting, Copilot can rapidly generate a detailed summary report complete with transcript, takeaways, open action items, and relevant supporting materials sourced from its contextual awareness across the user's data estate.

Meetings become more dynamic working sessions fuelled by Copilot's real-time intelligence.

Using its AI capabilities, Copilot elevates meetings from passive information exchange to interactive, contextualised collaboration experiences. It enhances focus, reduces organisational overhead, accelerates insight sharing, and improves long-term productivity stemming from meeting activities.

(4) Why every SMB could do with a Copilot on side

In today's fast-paced digital economy, small businesses face immense competition from larger, more resourced rivals. To remain competitive, SMBs require tools that maximise their limited staffing while boosting output quality and consistency. Copilot represents a game-changing solution purpose-built to provide those capabilities.

At its core, Copilot acts as a force multiplier, empowering small teams to produce far more content and perform at a higher level across communication, analysis, and knowledge work. From AI-accelerated writing to automated data visualisation to intelligent document synthesis, Copilot stretches employee bandwidth and elevates the quality of digital assets.

But Copilot offers far more than just productivity gains. Its seamless Microsoft 365 integration coupled with smart context awareness provides a cohesive experience streamlining daily workflows. Moreover, Copilot brings enterprise-grade AI governance to SMBs, ensuring proper data usage, security controls, and ethical practices as they leverage this powerful technology. This guards against risks while establishing credibility.

For cash-conscious small businesses, Copilot's value stems from its ability to affordably realize the benefits of cutting-edge AI models powering the world's largest tech giants. Organisations gain competitive parity in areas like language, analysis, and automation without exorbitant investment.

Ultimately, Copilot helps small businesses punch above their weight class through accessible AI assistance. It's an equalising force that optimises limited resources and elevates brands to stand toe-to-toe with bigger competitors.

For cost-conscious SMBs seeking an innovative edge, Copilot offers unmatched potential to scale impact and accelerate growth ambitions.

Wherever you are in your Copilot journey, the experts at FluidOne can help you navigate your way through the noise with a free Readiness Assessment that'll set you on the right to track to onboarding success.

Book your assessment today, or get in touch at **www.fluidone.com/contact**

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