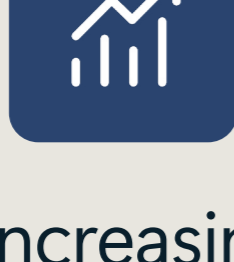


# Microsoft 365 Copilot is built to deliver business opportunity

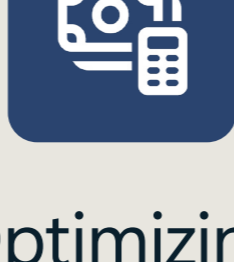
A Total Economic Impact™ study conducted by Forrester Consulting reveals how deploying Microsoft 365 Copilot can turbocharge business transformation and accelerate remarkable growth across the enterprise.

## 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 years<sup>1</sup>

**4%** projected increase in topline revenues over three years<sup>1</sup>



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



## 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 years<sup>1</sup>

Up to **8.45%** increase in net margin from reduced costs<sup>1</sup>



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**.<sup>1</sup>



## 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 years<sup>1</sup>

**30%** projected reduction in new hire onboarding times<sup>1</sup>



With Copilot, users projected a **12% reduction** in employee churn.<sup>1</sup>

## Enterprise benefits of deploying Microsoft 365 Copilot\*

**457%**

return on investment (ROI)<sup>1</sup>

**\$77.4M**

net present value (NPV)<sup>1</sup>

**\$94.4M**

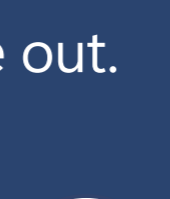
present value (PV)<sup>1</sup>

\*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.

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

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