



# Sustainable packaging meets state-of-the-art technology: The AI journey of Georg Utz

## A Clear Roadmap

Introducing Copilot for Microsoft 365  
Copilot

## Processes Optimized for Efficiency

Achieving higher productivity

## Integrated IT

Secure and future-proof

### Client

Georg Utz

### Industry

Manufacturing

### Platform

Microsoft 365

### SoftwareOne Solution

Copilot Envision Advisory Service  
Envision 2.0

### Country

Germany

## Digital progress: Georg Utz wants to optimize processes with the help of AI

Georg Utz, a leading global manufacturer of customized reusable plastic packaging solutions, has driven sustainable innovation for over 70 years. With 1,350 employees at eight locations on three continents, the company wanted to optimize its processes and strengthen its competitiveness. Supported by SoftwareOne, the company began evaluating the potential integration of Microsoft 365 Copilot.

The project included a practical demonstration of the AI functionalities, including an analysis of technical and organizational requirements. Demonstrations covered possible uses of Copilot, such as automated text creation, data analysis, and efficient email management. IT infrastructure and data security.

Georg Utz thus received a clear roadmap for introducing the technology, laying the foundation for optimized processes and a future-oriented use of AI to expand its leading position further.



## The challenge

### Looking for partners to support a successful start into the AI era

For over 70 years, Georg Utz has produced customized, sustainable, and reusable logistics packaging and technical plastic parts. To continue this tradition and to remain current in the market, Utz intends to be at the forefront of critical new technological developments. In particular, the rapid changes in the market require a proactive approach in which artificial intelligence (AI) can play a central role.

As the Utz Group is already successfully using Microsoft 365 as a collaboration suite, it made sense to explore the innovative features of Microsoft 365 Copilot in more detail. The aim was to discover how this technology could enhance internal processes and strengthen competitiveness.

Given the rapid developments in AI, Georg Utz needed to have an experienced partner at its side. This partner needed to have in-depth knowledge of IT and cloud architectures on the one hand and take a leading role in introducing AI technologies on the other.





## The solution

## Step by step to AI integration

As part of its Copilot Envision Advisory Service, SoftwareOne offered Georg Utz a compact approach to assess the potential of Microsoft 365 Copilot for the organization. SoftwareOne carried out the service in two key steps:

### 1. Practice-orientated demo and consultation:

An Adoption & Change Management Consultant demonstrated how Copilot can support day-to-day work in Microsoft 365 applications such as Word, Excel, PowerPoint, Outlook, and Teams. The demo illustrated typical use cases such as automatically composing texts, analyzing complex data, creating professional presentations, and efficiently managing emails. The exercise also demonstrated the potential for strategic added value of Copilot for collaboration and productivity in the company.

### 2. Technical and organizational evaluation:

A Digital Workplace Consultant from SoftwareOne analyzed Georg Utz's existing IT landscape in detail to ensure that Copilot's integration requirements were met. Technical compatibility and possible customization requirements were identified in addition to the necessary foundation for security and compliance. The review emphasized data security, handling data storage and sharing, and robust rights and access management.

In collaboration with Georg Utz's staff, the team evaluated specific deployment scenarios for Copilot, ensuring that the AI solution could seamlessly integrate into the existing work processes. SoftwareOne provided Georg Utz with a clear basis for decision-making through this detailed analysis and demonstration. The combination of technical expertise and practical advice helped to set the course for a successful introduction of Copilot.



Thanks to SoftwareOne's support, we were able to specifically evaluate the potential of Microsoft 365 Copilot and plan the integration with confidence - an important step for our digital transformation.



Ferdinand Schwank, Head of Group IT at Georg Utz



## The result

SoftwareOne provided Georg Utz with a clear roadmap for implementing Copilot and the assurance that it is optimally prepared for the challenges and opportunities of an AI future.



With the introduction of Microsoft 365 Copilot, we have laid the foundation for optimizing our internal processes and further expanding our innovative strength. SoftwareOne's expertise made the difference - from strategy to technical implementation.



Ferdinand Schwank, Head of Group  
IT at Georg Utz

- **Functionality overview:** The hands-on demo allowed Georg Utz to familiarize itself with the innovative uses of Microsoft 365 Copilot, including composing documents, summarizing emails, creating presentations, and analyzing data.
- **Evaluation of maturity and operational compatibility:** The organization assessed the maturity of the Copilot functions and checked how to integrate them into its processes.
- **Technical readiness:** A thorough analysis and evaluation of the IT infrastructure ensured that the environment was optimally prepared for the integration of Copilot.
- **Risk assessment:** Security and compliance aspects, such as data security, data storage, data rights, and access management, were examined in detail.

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