



Structured **AI Transformation & Adoption** at Materna

Unified AI governance

AI is integrated with security, identity, and compliance controls across all platforms and tenants.

Time saving

Saved an average of 52 minutes per day.

Technology-agnostic AI platform architecture

Integrated for Microsoft and Google-based AI scenarios.

Customer

Materna Information & Communications SE

Industry

IT services provider

Platform

Azure Cloud, Google Cloud

SoftwareOne Services

Microsoft 365 Copilot Readiness Assessment, Copilot Deployment & Adoption, GitHub Copilot rollout, AI envisioning workshops

Building on its stable cloud, security, and governance platform, Materna Information & Communications SE took the next decisive step in its digital evolution. Materna began the structured use of generative artificial intelligence. Rather than testing AI in isolated pilots, its goal was to establish it sustainably as an integral part of workflows, development, and decision-making.

Partnering with SoftwareOne, Materna opted for a holistic transformation that systematically connects technological readiness, governance, adoption, and change management. AI was not treated as an isolated technology project, but as an organization-wide strategic capability.

(The underlying cloud, security, and governance transformation is documented in a separate case study.)



The Challenge



For us, introducing Microsoft 365 Copilot was not only a technical change, but above all an organizational one. After a proof of concept, in which SoftwareOne supported us closely, we were able to assess early on how Copilot can be integrated securely, sensibly, and in a compliant manner into our existing Microsoft 365 environment. The key was not only to create the technical and regulatory conditions, but also to actively involve our employees in the change process from the very beginning.



Bernhard Baunok, Team Lead
Front Office, Materna Information
& Communications SE

Making AI usable without losing control

As generative AI technologies matured, Materna needed to integrate them effectively into everyday work. However, it was clear that an uncontrolled or purely experimental approach would not meet the company's stringent requirements for data protection, governance, and compliance.

Key questions:

- How can AI use cases be prioritized and assessed from a business perspective?
- How do we ensure that data access, permissions, and Data Loss Prevention (DLP) requirements are complied with?
- How do we achieve acceptable adoption across different roles—from knowledge work to software development?
- How can AI value be measured?

Against this backdrop, AI was not to be introduced in isolation, but as a structured transformation program based on the existing platform and governance architecture.



The Solution

A Structured AI transformation in multiple building blocks

SoftwareOne and Materna worked together to develop a multi-stage AI transformation model that systematically connects technical safeguards, business use cases, and organizational embedding.

Strategic AI positioning & use case definition

Starting with a set of structured envisioning workshops, AI use cases were identified, evaluated, and prioritized. The focus centered on knowledge work, document creation, analysis, development support, and reporting. This ensured that AI was introduced as a business-driven initiative rather than a technology-driven one.

Technical readiness & safeguards for Microsoft 365 Copilot

Before Microsoft 365 Copilot was used in production, existing permissions and security structures were reviewed. In particular, data and access structures were analyzed to identify potential risks of oversharing. Data Loss Prevention and Information Protection policies were reviewed and adjusted to ensure secure, compliant use of Copilot.

Adoption, change & capability building

In parallel with the technical rollout, Materna established a structured adoption and change model. Role-specific training, pilot use cases, and defined KPIs ensured that AI was not only available but also effectively integrated into daily work. Tailored enablement programs, defined pilot groups, and the introduction of measurable KPIs assessed productivity and efficiency gains from using generative AI.

AI in software development: GitHub Copilot

AI was deliberately introduced into the development environment. By standardizing on GitHub Enterprise, deploying GitHub Copilot, and adding complementary security measures, Materna increased developer productivity while maintaining governance and quality standards.

Technology openness: Google Gemini in Finance

Complementing its Microsoft-based AI strategy, Materna implemented selected AI use cases in the Google ecosystem. With Gemini Enterprise, analysis and reporting processes were accelerated in finance and control. This underscored the AI transformation's technology-agnostic approach. Materna continues to deliberately pursue a multi-AI strategy that integrates different ecosystems and optimally uses each depending on the scenario.

The Results

AI sustainably embedded and future-proofed

- 98.2% acceptance among Microsoft 365 Copilot early adopters
- Avg. 52 minutes saved per day through AI-supported work processes
- AI is firmly embedded in work, analytics, and development processes
- Building an active Copilot community for continuous support & best practices
- Seamless integration into the existing platform & governance architecture (Microsoft, Google, GitHub)
- Focused on future-proof evolution: governance, information protection & new AI scenarios



This is why Microsoft 365 Copilot at Materna was not simply rolled out, but deliberately integrated into everyday work. The high acceptance among users and the noticeable time savings in daily tasks clearly show that this approach was successful.



Bernhard Baunok,
Team Lead Front Office, Materna Information & Communications SE

CONTACT US TODAY

Find out more at

www.softwareone.com



DE phone: +49 341 2568 000
email: info.de@softwareone.com

AT phone: +43 1878 100
email: info.at@softwareone.com

CH phone: +41 844 44 55 44
email: info.ch@softwareone.com

Copyright © 2026 by SoftwareOne AG, Riedenmatt 4, CH-6370 Stans. All rights reserved.
SoftwareOne is a registered trademark of SoftwareOne AG. All other trademarks are the property of their respective owners. SoftwareOne shall not be liable for any error in this document. Liability for damages directly and indirectly associated with the supply or use of this document is excluded as far as legally permissible. © Imagery by: Adobe Stock and Getty Images.

