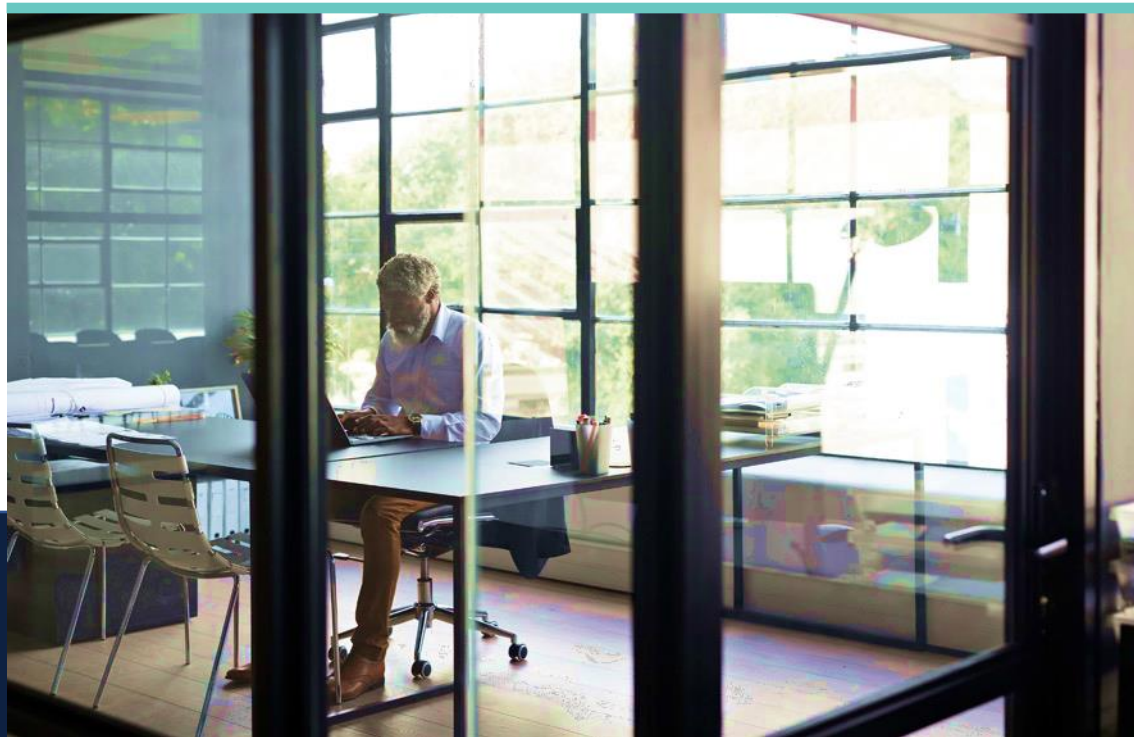


APPROACHES TO MICROSOFT 365 COPILOT ADOPTION

SUMMARY RESULTS



DECEMBER 2024

WHO DID WE SURVEY?



Between February and November 2024, Gatepoint Research invited selected executives to participate in a survey themed *Approaches to Microsoft 365 Copilot Adoption*.

Candidates from several industries were invited via email and 300 executives have participated to date.

Management levels represented are all senior decision-makers: 24% hold the title CxO or are VPs, 29% are directors, 47% are senior or department managers.

100% of responders participated voluntarily; none were engaged using telemarketing.

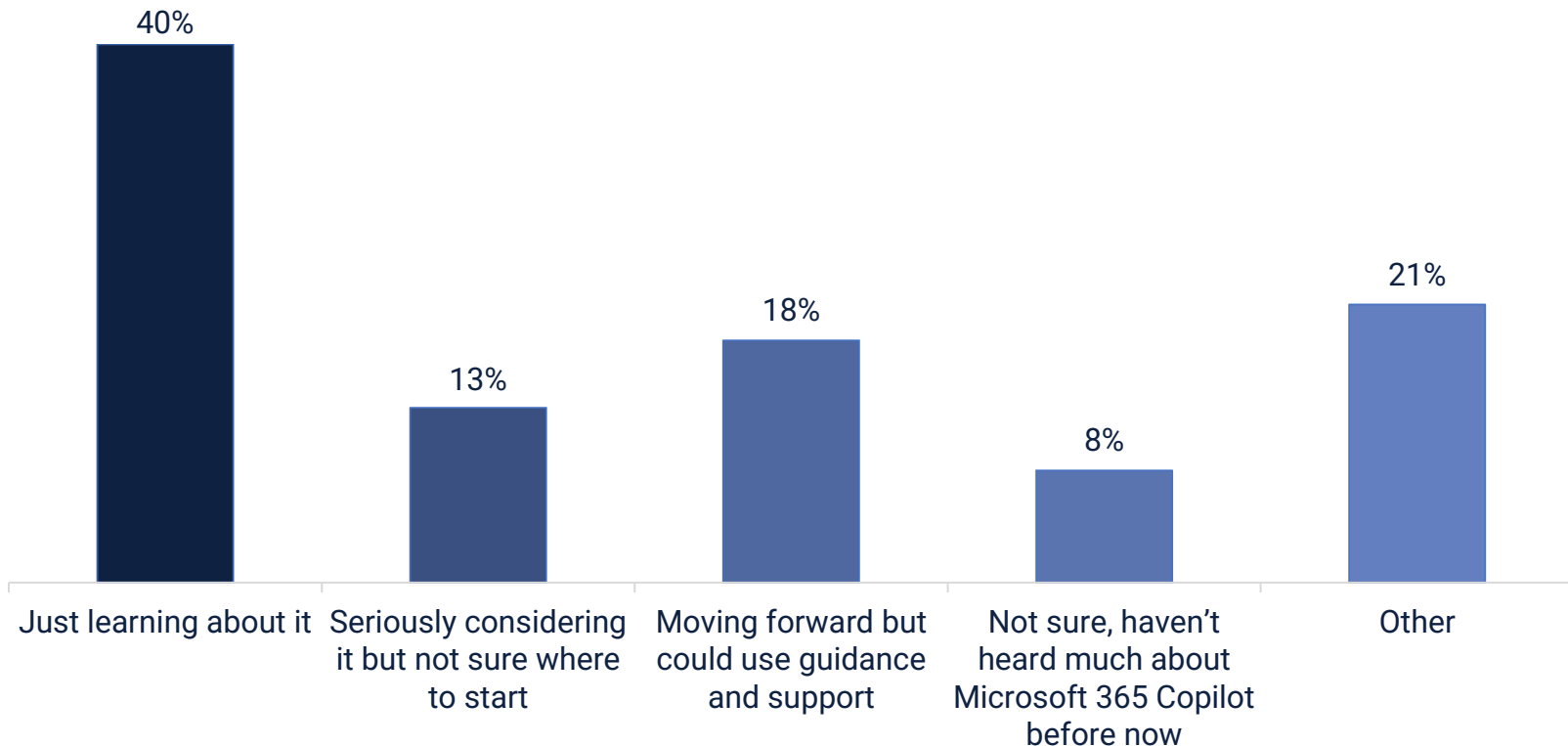
EXECUTIVE SUMMARY

As Microsoft 365 AI Copilot rolls out, some organizations have been quick to adopt while others are taking their time. Many are taking some time to learn more about Copilot capabilities before taking the leap, while those who have already started the adoption process need support and guidance. The majority are dealing with productivity issues and see Copilot as the solution, but the challenges of leveraging security and governance best practices and measuring benefits and success may stand in the way. How will organizations move forward in their adoption of Microsoft 365 AI Copilot?

This survey asks respondents to report:

- What is your organization's stance on Microsoft 365 AI-powered Copilot adoption?
- In what areas do you envision Copilot could be helpful? What is the most pressing issue you expect Microsoft 365 Copilot to address?
- What might your organization find challenging when adopting Copilot?

What is your organization's stance on Microsoft 365 AI-powered Copilot adoption?



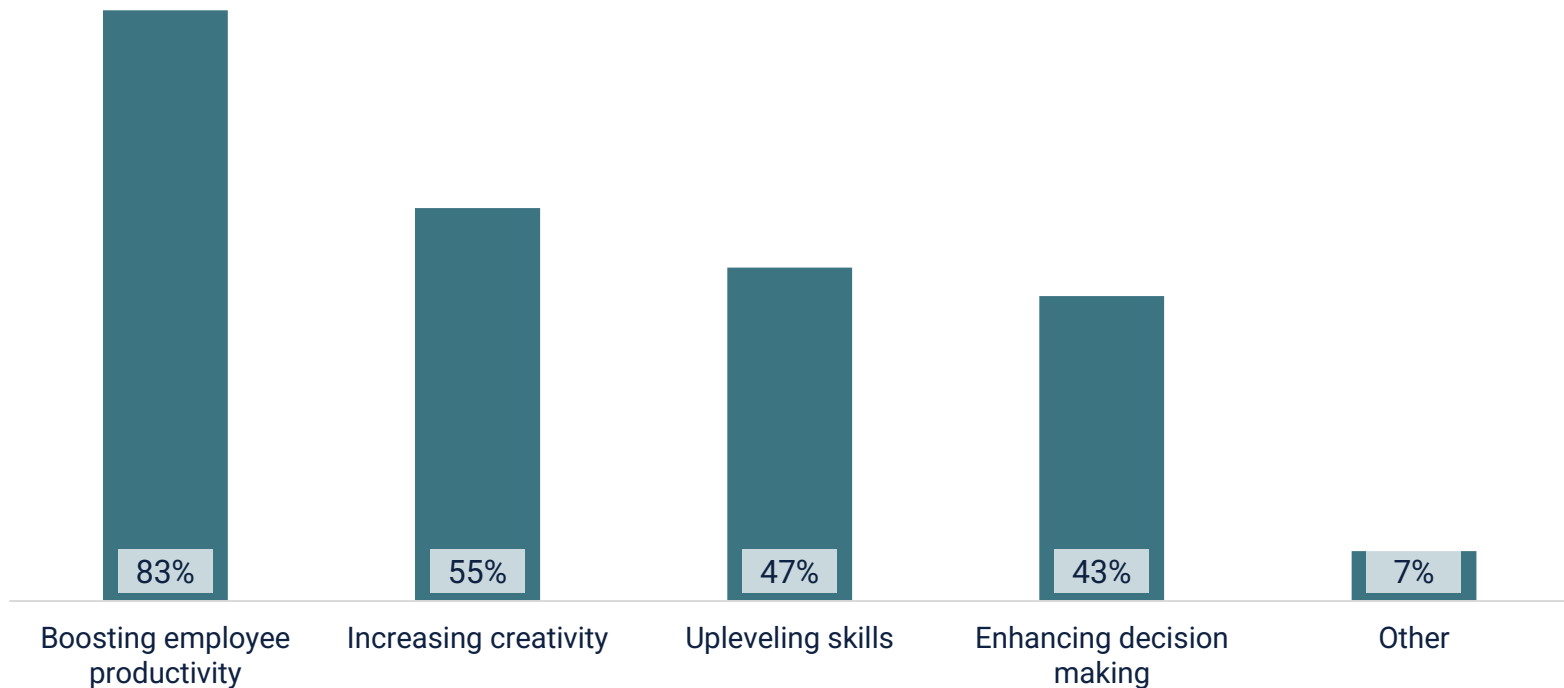
The majority of respondents are aware of Copilot: 40% are in the learning phase, 13% are getting serious about adoption but need guidance on where to start, and 18% have taken next steps but need extra support in their adoption efforts.

Summary Results | December 2024

Copyright ©2024 Gatepoint Research. All rights reserved.

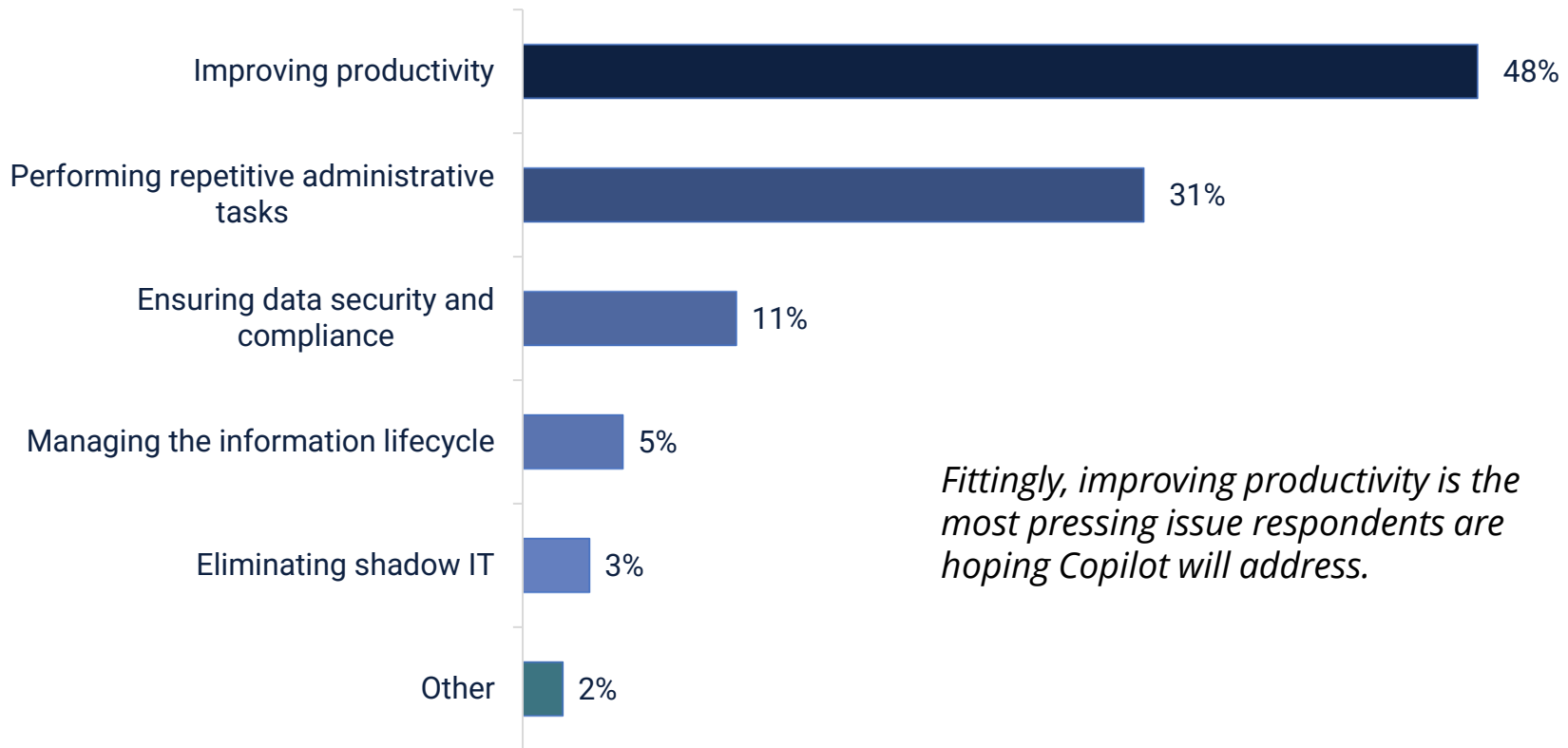
This report is the sole property of Gatepoint Research and December not be used, reproduced or redistributed in any form including, but not limited to, print & digital form without express written consent of Gatepoint Research.

In what areas do you envision Copilot could be helpful?

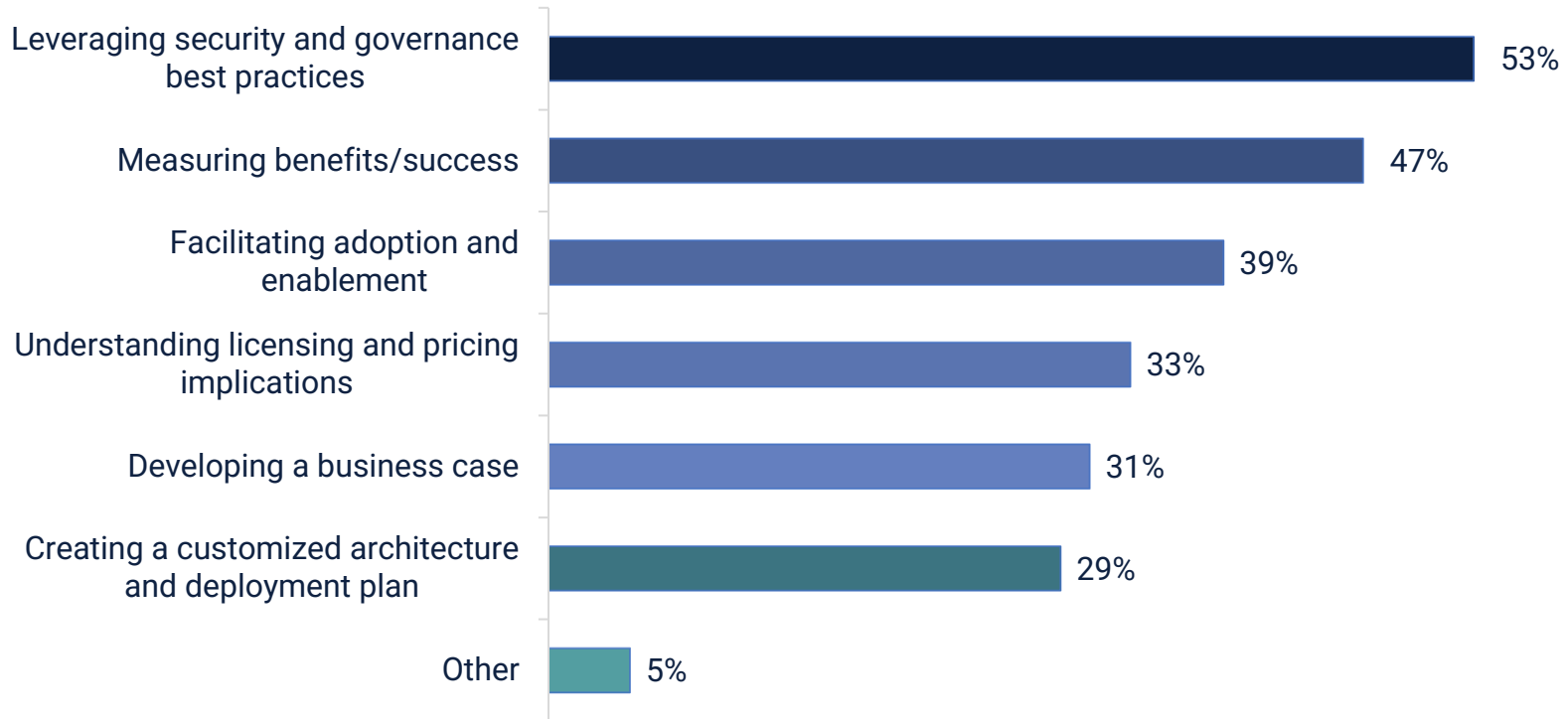


Boosting employee productivity is the top anticipated advantage of Copilot.

What is the most pressing issue you expect Microsoft 365 Copilot to address?

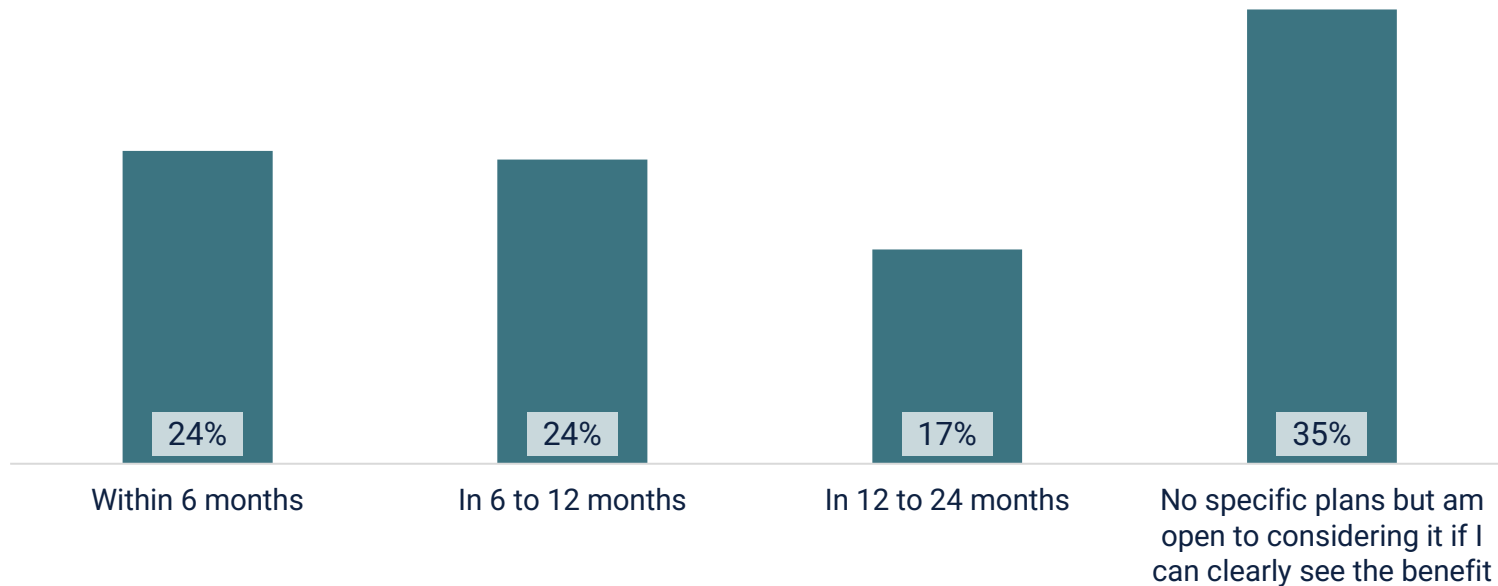


What might your organization find challenging when adopting Copilot?



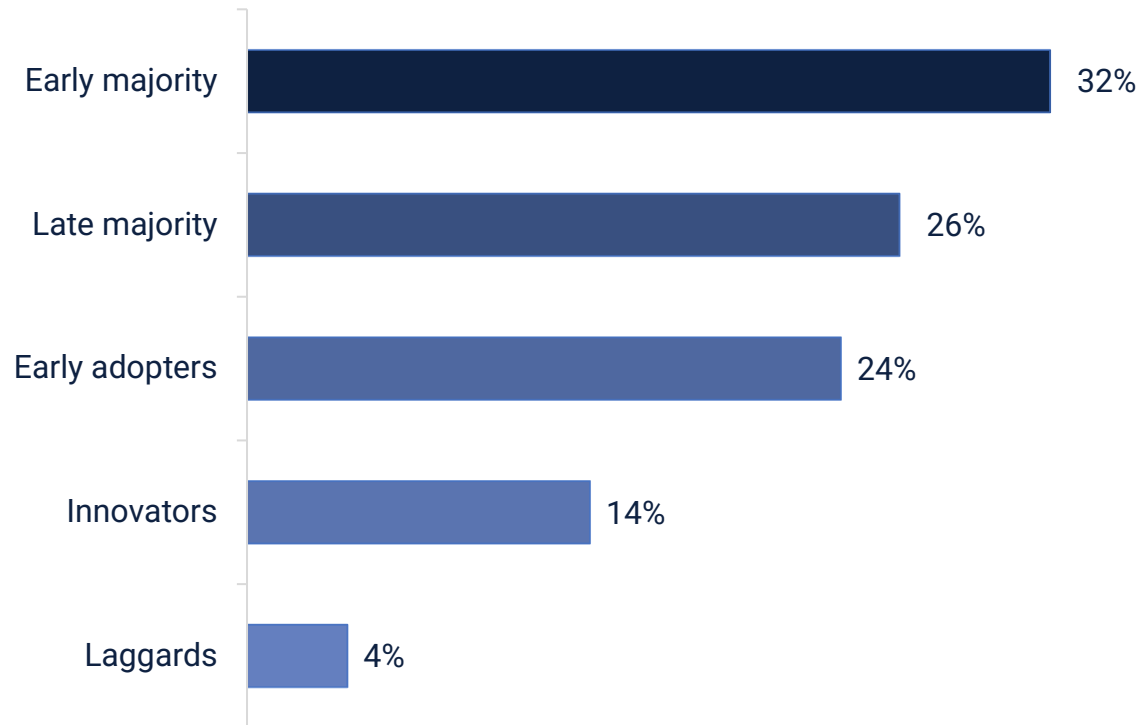
The top two challenges respondents anticipate when adopting Copilot are leveraging security and governance best practices (53%) and measuring benefits/success (47%).

What is your anticipated timeline for introducing Copilot to your end-users?



While the majority expect to introduce Copilot to end-users within the next two years, many want to understand its benefits before committing.

How would you describe your organization's technology adoption profile?

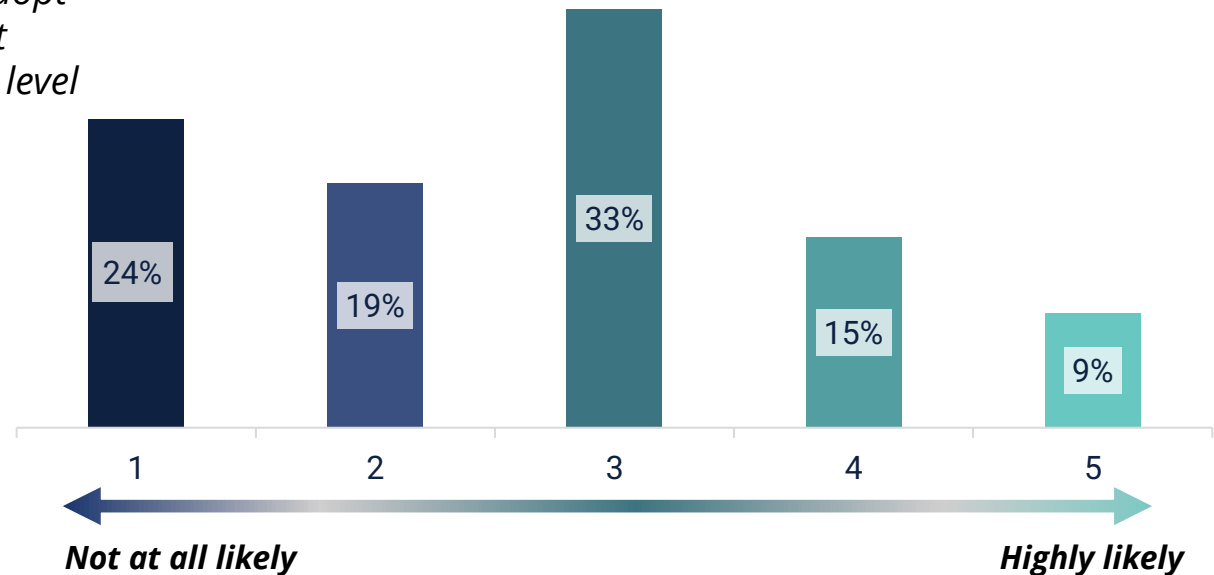


32% of surveyed organizations consider themselves early majority adopters. Most of the remainders tend to fall into the late majority (26%) or early adopter (24%) categories.

How likely is it that you'd need some level of support before adopting Copilot?

(Rate 1 to 5: 1 = Not at all likely, 5 = Highly likely)

About a quarter are extremely confident in their ability to adopt Copilot unsupported; the rest anticipate the need for some level of assistance.



How are you involved with enterprise workload migration initiatives within your company?

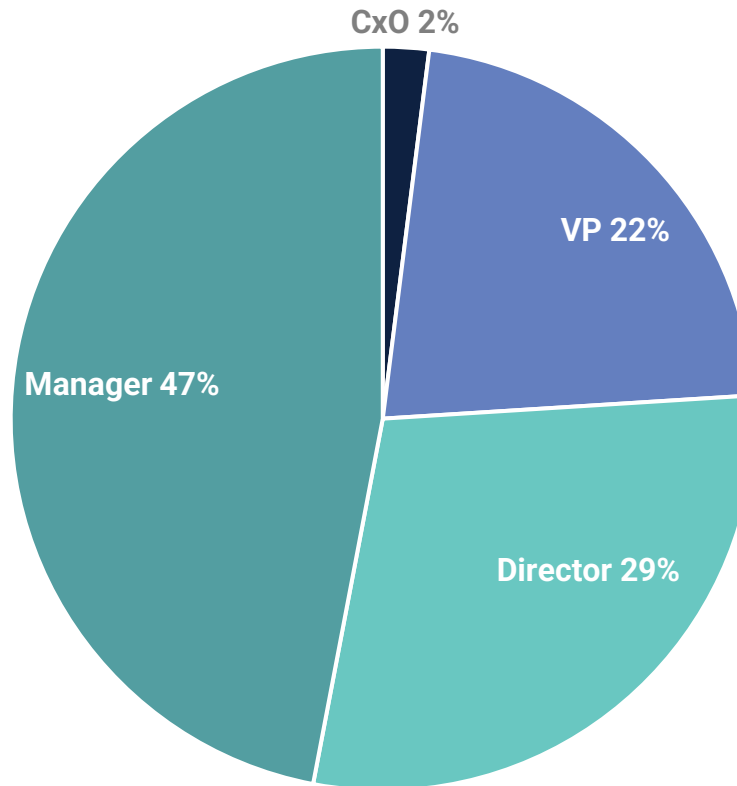


Of the respondents who are involved with enterprise workload migration initiatives, half are either part of the team that plans (28%) or executes (22%); 20% are decision makers.

JOB LEVEL



53% of respondents to this survey hold executive or director-level positions in their organization.





About the Company

SoftwareOne offers a customized Microsoft 365 Copilot Advisory engagement that provides organizations with a first opportunity to unlock the full potential of these GenAI tools. Through an expert-led session and interactive discussions, organizations gain a deeper understanding of Copilot, enabling them to harness its capabilities effectively.

[Learn more at softwareone.com](https://softwareone.com)