



Putting AI in reach:

A guide to scaling innovation

How Microsoft 365 Copilot Business can accelerate AI adoption at your business



We are entering a new reality

Every leader needs a new blueprint

In the last year, generative AI initiatives have moved from experimentation to execution, with 45% of small and medium-sized business (SMB) leaders reporting that expanding team capacity with digital labor is a top priority over the next 12 to 18 months.¹

This shift has created the **Frontier Firm**, where AI capabilities and agents amplify human expertise.

Frontier Firms **accelerate decision-making and innovation** with real-time insights. As a result, these hybrid human-AI teams **unlock agility, productivity, and entirely new business models**.

AI mastership isn't reserved for robust enterprises; **Microsoft 365 Copilot Business** puts the latest digital labor tools in your hands, and this e-book outlines the framework your business can use to fuel organization-wide AI adoption by making it more affordable to expand Copilot across your teams.

1. "2025 Work Trend Index Highlights the Rise of Frontier Firms—Here's why SMBs May Have the Advantage," Microsoft, 2025.

2. "2025: The Year the Frontier Firm is Born," Microsoft, 2025.

Frontier Firms are showing what's possible

A recent survey of Frontier Firm workers showed that:

71%

believe their company is thriving.²

55%

can take on more work.²

94%

are more optimistic about future work opportunities.²



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Being Frontier: An AI adoption framework for your business

What matters most is empowering employees to focus on high-value work. Here are four pillars to evaluate as you reach for that goal:

Enrich employee experiences

- Can you hire the best people in your industry?
- Are you delivering secure, world-class tools for your employees?

Reinvent customer engagement

- Are your teams able to better engage customers and drive revenue?
- Are you providing them with the tools they need to deliver a more personalized experience and solution?

Reshape business processes

- Do your employees have the tools they need to streamline operations and be more efficient?
- Can they be part of the transformation process by identifying new opportunities to innovate?

Bend the curve on innovation

- Are your employees able to use their technology solutions to generate new ideas that have a lasting impression on customers?
- Can they speed up creative work and iterate faster?

Once you establish a strong adoption framework that can be used as your business grows, you can start on your AI transformation journey. Let's dive into what that journey can look like for your organization.



The journey to Frontier Firm

Becoming a Frontier Firm takes time and intention. These steps can help you scale AI maturity successfully.



Introduce

Plan

Transform

Zenzero can walk with you through each stage of this journey to offer guidance and the **Microsoft 365 Copilot Business** solutions needed to get started before scaling more broadly.

Here's how we do it.



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Introducing generative AI solutions

As you assess where AI can have the most impact for your business, a free tool helps build AI awareness and skills while testing capabilities and delivering early wins in productivity and creativity.

Microsoft Copilot Chat is a free, secure chat powered with the GPT-5 model that enables your employees to:



Generate chat results from the latest web information and your business data.



Create, discover, and pin web-grounded agents.



Collaborate on content in real-time with AI and their teammates through **Copilot Pages**.



Upload files and access Code Interpreter and image generation.*



Experiment with AI tools securely with enterprise data protection, IT management controls, and agent management.



Access Copilot Chat in Microsoft 365 apps to help you right where you're working to reduce app switching.



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**Limits apply.*

Start testing Copilot Chat:



Jumpstart the creative process.

- Create a marketing campaign.
- Generate high-quality images.
- Propose new product names.



Create strong first drafts.

- Write a strategy document.
- Prepare a meeting agenda.
- Draft a customer email.



Query uploaded work documents.

- Summarize Microsoft Word files.
- Analyze data from Microsoft Excel.
- Get Microsoft PowerPoint suggestions.



Expedite research.

- Surface current market trends.
- Find the latest industry stats.
- Summarize expert reports.

Embedding AI workflows across your organization

If you've already started experimenting with AI, Microsoft 365 Copilot Business helps you expand into more advanced workflows. These new AI capabilities can increase productivity and business value.*

- ✓ Get AI-powered search across all your work data, including line-of-business applications and services using 100+ connectors.
- ✓ Create AI-generated images, posters, banners, and videos that align with your organization's brand identity.
- ✓ Centralize project-related content of various types for targeted AI assistance in Microsoft Copilot Notebooks.
- ✓ Get comprehensive access to prebuilt, specialized, and custom agents grounded in your work data to boost efficiency.
- ✓ Take advantage of SharePoint Advanced Management and Copilot Analytics to measure usage, adoption, and ROI as AI becomes further embedded into your workflows.



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*A separate license for a qualifying Microsoft 365 plan is required to purchase Microsoft 365 Copilot.



“ We’ve saved ourselves probably USD500,000 in programming services that we don’t need because we can use Copilot instead.”

—**Sally Mizell,**
Principal and Cofounder, [ICG](#)

Planning and scaling generative and agentic AI

As you refine your AI strategy, continue building employee confidence with **prebuilt agents**.



Researcher agent tackles complex, multistep research and delivers high-quality, accurate insights.



Analyst agent uses chain-of-thought reasoning to progress through problems step-by-step and refined reasoning to provide answers that mirror human analytic thinking.



Facilitator agent keeps your Microsoft Teams meetings on track by capturing real-time notes, logging proposed solutions, and generating clear meeting summaries.

As you grow, build custom agents in Microsoft Copilot Studio or **access a wide ecosystem of third-party agents** that support your employees as they enhance their daily workflows.

[Learn more about how agents can change the way you work.](#)

“

Copilot’s meeting recaps are extremely helpful. [...] Copilot has been great in providing key action points automatically. That has saved us a lot of time and helped us improve processes and documentation.”

—**Dan Qarkaj**
*E-commerce Trading Manager,
The Rider Firm*



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Get more value with one simplified solution

Single solution

One AI solution works across your business and is included with your Microsoft 365 Copilot Business plan.

Connected experience

Copilot works across familiar apps like Teams, Outlook, Word, Excel and PowerPoint, no context-switching required.

Unified interface

The Copilot app unifies chat, search, apps and agents in a single, easy-to-navigate experience.

³Internal Microsoft study in partnership with PSB Insights. Based on a sample size of 351 SMB employees, including 176 information workers and 175 decision makers.

And we're seeing that many companies like yours are already seeing the impact:

66%

of SMBs use Copilot to **manage projects and streamline task management.**³

52%

of SMBs use Copilot to generate creative ideas to assist with the **content creation process.**³

55%

of SMBs use Copilot agents to **automate tasks.**³



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Microsoft 365 Copilot Business: Your UI for AI

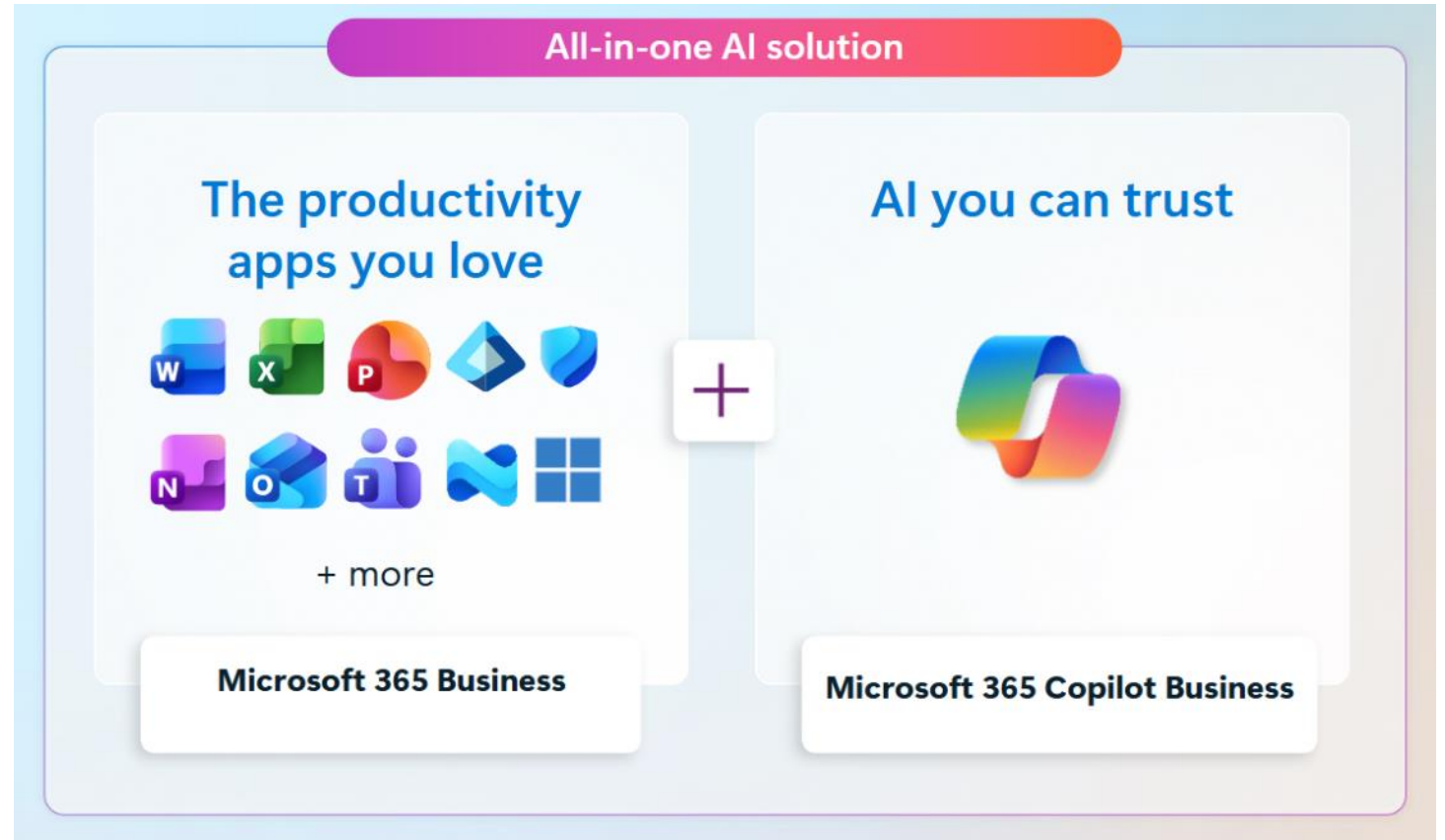
AI is not out of reach; **Microsoft 365 Copilot Business** takes the guess work out by delivering direct access to intelligent assistance and improved collaboration inside the tools your teams are already using.

- ✓ Accelerate AI adoption with an affordable entry point
- ✓ Get started with a team or department before scaling more broadly
- ✓ Extend security with optional add-ons for even more peace of mind



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Microsoft 365 Copilot Business is built on trust

Microsoft 365 is built on existing commitments to data security and privacy, enabling you to always stay in control.

- ✓ With Copilot, you stay in control of your data.
- ✓ Your data is not used to train foundation large language models, including those used by Microsoft 365 Copilot Business.
- ✓ Copilot honors your existing **Microsoft 365 permissions** and policies for data access.
- ✓ You're protected against AI security and copyright risks with the **Microsoft Customer Copyright Commitment**.

On top of these data security and privacy commitments, the **Microsoft Copilot Control System** makes it easy for IT to manage deployment, agent lifecycle, and usage analytics to support secure, scalable adoption.



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“ We’ve avoided AI solutions until now because our industry is so regulated that we can’t afford to import data into outside solutions. But Copilot keeps all the data supplied to us by customers inside our own system so they can trust what we do with it. Plus, when we use it, it’s right there in Microsoft 365.”

—Philip Burridge

Company Director, [Morula Health](#)

Run your business with confidence

Whether you're just getting started or scaling your AI transformation, Zenzero can help your organization get ready, develop your adoption strategy, prepare your environment, train your employees to help support a secure Copilot deployment, and maximize impact.

And now, you can get more value with one simplified solution! **Microsoft 365 Copilot Business** delivers all the Microsoft 365 desktop apps and cloud services with **built-in AI**. Save time and money by bringing together your productivity apps, AI, and advanced security in one bundle. No need to manage separate tools.

Let's start your AI journey. Contact us today and discover why Microsoft 365 Copilot Business is the right fit for your AI needs. [Book your call with our team now!](#)



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