

# Bringing the workplace to a new level with GenAI

How Fujitsu enables employees to realize new productivity gains with Microsoft Copilot



# The tipping point of AI evolution and sustainability

FUJITSU



Both business and society are being transformed by the rapid evolution of technology.

In January 2024, Fujitsu surveyed 800 CxOs from 15 countries to understand the impact of new technology, with specific focus on sustainability information<sup>1</sup>. According to the survey, 52% of business leaders believe that the accelerating pace of technological change is creating a huge turning point for business and society.

The rapid evolution of AI is at the heart of these technology advances. Generative AI is projected to drive between \$2.6 trillion and \$4.4 trillion in productivity gains for the global economy<sup>2</sup>. Clearly, the response to AI evolution is now high on the management agenda.

At the same time, sustainability has become an increasingly critical challenge around the world. In 2023, average temperatures reached record highs across many regions. Referred to as global boiling, this is already having a significant impact both on economies and on our daily lives.

As a result, we've arrived at a tipping point, where AI evolution and the sustainability challenge intersect. It's a tipping point that provides a unique opportunity for us to build a different future.

<sup>1</sup> Fujitsu commissioned Oxford Economics to conduct a survey of CxOs in Europe, North America, APAC and Japan (online and partially interviewed).

<sup>2</sup> the economic potential of generative AI, McKinset & Company, June 14, 2023



**61%** of workers currently use or plan to use AI

**67%** of IT leaders say they prioritize generative AI for the business within the next 18 months

**39%** of frontline employees express concern about AI

**“AI creates, not diminishes, workforce opportunity.”**

Gartner

**The question is not whether businesses will embrace AI, but how well they do it**

- Can they use the right technology?
- Use it effectively?
- Ensure security?
- And remain legally compliant?

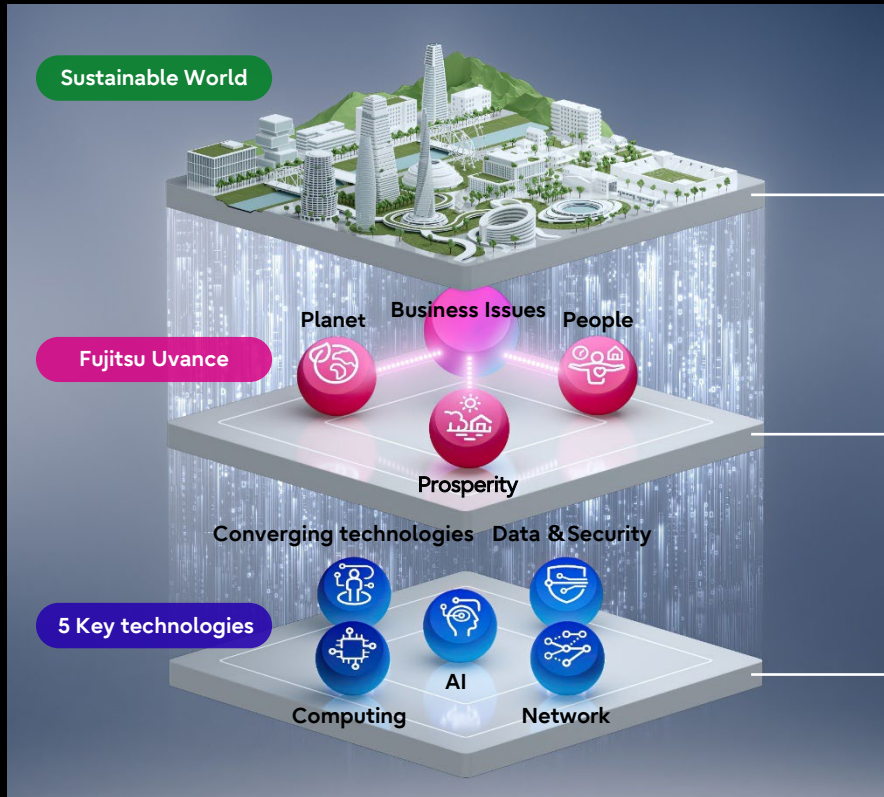
Up to **74%** of employees\* are already using GenAI, often as “shadow IT”

But... “Becoming an AI-powered organization doesn’t happen with the flip of a switch... it requires a unique strategy to deploy and drive adoption.”

**“Organizations that take a thoughtful and deliberate approach are going to be the ones to reap the benefits of AI.”**

Jared Spataro,  
Corporate Vice President of Modern Work  
and Business Applications at Microsoft

\*Source: Harris Poll: [Insight Survey: Generative AI Adoption High; Most Trying to Achieve Better Productivity, Customer Engagement](#) | Business Wire



AI is becoming our assistant

**Fujitsu Uvance**  
Making use of specialized AI assistants

Fujitsu Uvance aims to implement AI that enables humans to be highly productive and creative in as many of its offerings as possible.

AI to increase human productivity

AI to augment human creativity

Reliable AI

# With AI as a trusted assistant, people and AI will create new value and grow together

Previously, value has been created by applying human knowledge and experience. From now on, people and their assistant AI will play a central role in creating value for organizations.

By complementing each other's strengths, people and AI will boost both productivity and creativity. This will help to improve well-being across society, enabling people to develop their creativity and drive value creation.

## Today

Value creation based on human knowledge and experience

## Future

Value creation through human-AI collaboration



# Copilot: Your trusted assistant

With the launch of Copilot for Microsoft 365 in 2023, AI adoption has moved from a strategic advantage to a mainstream necessity. This evolution means that over a million organizations using Microsoft 365 daily are now poised to leverage AI to maintain a competitive edge.

As the landscape shifts, the ability to quickly adopt and integrate AI technologies like Copilot for Microsoft becomes crucial for any enterprise aiming to stay relevant in a rapidly changing market.





# Copilot: Unleashes productivity

Microsoft Copilot emerges as a trusted assistant, empowering employees across sectors with AI-enhanced productivity tools to bridge the widening skill gap, boost productivity and grow employee satisfaction.

64% of workers struggle to find time and energy to complete all their tasks at work. On average, online meetings and calls have increased by 3x over the past four years. Copilot helps employees deal with the increasing deluge of information and improve productivity and employee satisfaction.





## Increased productivity and efficiency

Copilot helps compose emails, reports, and other documents, reducing the time spent on manual writing.



## Enhanced collaboration

Copilot's ability to collect and summarize actions, suggest relevant phrases and reduce information flow improves communication and enhances collaboration within teams.



## Skill augmentation

Copilot acts as an AI companion, providing expertise in areas where users may lack proficiency. Whether it's coding, writing, or data analysis, Copilot augments users' skills.



## Reduced cognitive load

Copilot handles routine tasks, freeing users to focus on higher-level thinking. This reduces cognitive load and allows for more creative problem solving.



## Learning and adoption

Copilot learns from user interactions, adapting to individual preferences and improving over time. It becomes a personalized assistant tailored to each user's needs.

## After just three months\*

- 70% of Microsoft Copilot users are more productive.
- 68% percent think GenAI improved the quality of their work.
- 77% said they want to carry on using Copilot.

\*Source: [What Can Copilot's Earliest Users Teach Us About Generative AI at Work?](#)

## Different roles interact with AI in different ways.

Copilot is now available in multiple versions designed for specific people and functions.

- In the highly regulated Financial Services industry, Copilot ensures security is a top priority.
- In sales and customer experience, Copilot helps to surface relevant policies, summarize tickets, and access step-by-step instructions while enriching customer interactions with additional depth and context.



Start small, safe and sensible

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Be adventurous

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Tidy your data

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Bring your people along on the journey

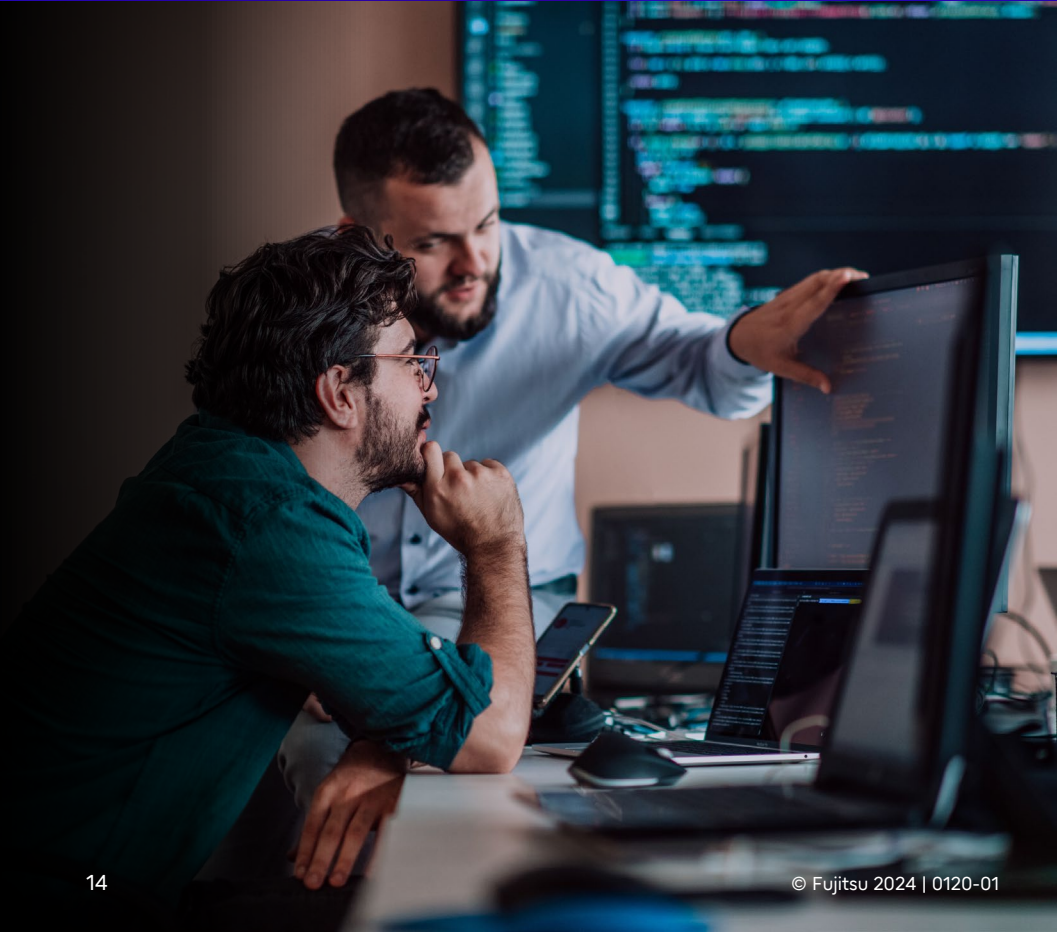


Although it's easy to buy licenses, making the most out of AI investment is much more demanding.

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**Fujitsu goes much further, ensuring that Copilot is properly deployed:**

- Addressing compliance and security.
- Ensuring the new tools support strategic goals.
- Enabling employees to hit the ground running with their powerful new companion technology.



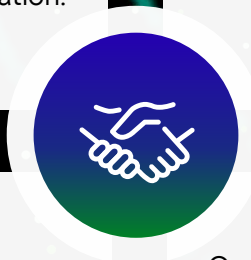
# Fujitsu as an implementation partner

As a key Microsoft Strategic Partner, Fujitsu has early access to innovation and critical learnings from existing Copilot implementations.

Compliance and security leadership are critical. Fujitsu will ensure you gain control with security, enabling you to manage your digital transformation.

Customized deployment is based on a thorough analysis of your situation, your strategic direction and joint goal-setting.

Fujitsu guides you through what can be an overwhelming choice of options, ensuring technology investments are directly linked to business value and outcomes.



Our strategic alliance with Microsoft is powerful in driving digital innovation, sustainable practices, and transformative solutions across multiple industries.

Fujitsu's holistic AI end-to-end services, consultancy and co-creation, helps develop your AI strategy and drive measurable business value.

Our proven AI track record with more than 6,000 AI projects worldwide underlines that Fujitsu understands how GenAI supports transformation.

Our global deployment and support capabilities: Customers worldwide depend on Fujitsu to deploy AI solutions globally and at scale to provide the ongoing support needed to maximize the ongoing return on investment in GenAI.

## Start your transformation with Fujitsu today

### Value Discovery

Fujitsu will help you identify high value AI-transformation scenarios, build a business case, and develop a roadmap outlining the next steps to take with Microsoft Copilot.

> Let's start

### Evaluation Accelerator

In this engagement we will focus on the proven scenarios to help you understand the value of Microsoft Copilot.

> Let's co-create

### Proof of Concept

Our specialist will run a PoC for a selected team to demonstrate the value of Copilot for your organization.

> Let's prove value

### Adoption Accelerator

This engagement is designed to accelerate time to value for customers buying copilot licenses.

> Let's accelerate





## Get real workplace transformation from your Microsoft investments with Fujitsu.

Collaborate with our experts in a co-design engagement and embark on a transformative journey to create solutions that optimize Microsoft 365 to redefine work practices and cultivate highly engaged, resilient, and digitally dexterous workforces.

 [Get in touch](#)

