

Extending The Value Of AI To Knowledge Workers And Projecting The Total Economic Impact™ of Microsoft 365 AI

FORRESTER®

Through interviews of seven Microsoft 365 customers and surveys of 1089 workers and 256 managers worldwide, Forrester concluded that Microsoft 365 AI brings savings and efficiencies along with improved engagement, collaboration and culture.

SUMMARY OF BENEFITS



More effective collaboration across teams and geographies



Better quality of life at work and improved employee satisfaction



More time for focused, value-added work



More frequent, more effective communication of data and insights across the organization

“This type of AI isn’t replacing the employee – it’s enhancing productivity and making people more effective.”

Collaboration and end user services manager, industrial materials manufacturing company



THE REALITY OF MODERN WORK

48%



of workers report that it is **challenging to derive insights** necessary to their job from available data

59%



of workers **struggle to find the sources of information** they need

63%



of workers **lack confidence in making optimal decisions** based on the insights available to them

“The repetitive tasks that we do on a daily basis can be automated. So, in the end, knowledge workers can focus on decision-making or strategy-oriented tasks.”

Collaboration and end user services manager, industrial materials manufacturing company

“[This technology] means we’re going to be able to get back to our clients more quickly, potentially close sales deals more quickly, and ultimately this will translate to more revenue,”

Senior director of IT operations and security, global IT services company



Read The Full Studies:

Extending The Value Of AI To Knowledge Workers: aka.ms/GraphPoweredAI

The Total Economic Impact™ Of Microsoft 365 AI For Knowledge Workers: aka.ms/TEIofM365AI

Microsoft commissioned Forrester Consulting to research how knowledge workers can use AI, enabled by a broad Graph, to drive efficiency, productivity and overall business benefits and understand how customers using Microsoft 365 AI capabilities today view the technology’s potential to drive change at their organizations.