

# Welcome

**Accelerate your innovation  
and growth through Cloud  
and AI**

March 5<sup>th</sup>, 2025

**Leveraging AI's potential to  
create value and drive  
transformation**

April 9<sup>th</sup>, 2025

**Why cybersecurity is  
crucial for your AI  
implementation**

May 28<sup>th</sup>, 2025



# Speakers



Bo Svejstrup

PwC Consulting  
Partner and AI lead



Kit Ingwersen

Microsoft  
Sr. Modern Work & Copilot  
Business Group Lead



Heidi Nymann Jensen

PwC Consulting  
Leading People & Change



Nicolaj Gudbergson

Danske Bank  
SVP and Head of GenAI



# Agenda

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Welcome by PwC

2

Unlocking value in  
your AI  
Transformation

3

How to get started  
on  
your AI Journey

4

AI at Danske Bank

5

Managing Change in  
GenAI  
Implementations

6

Q&A session

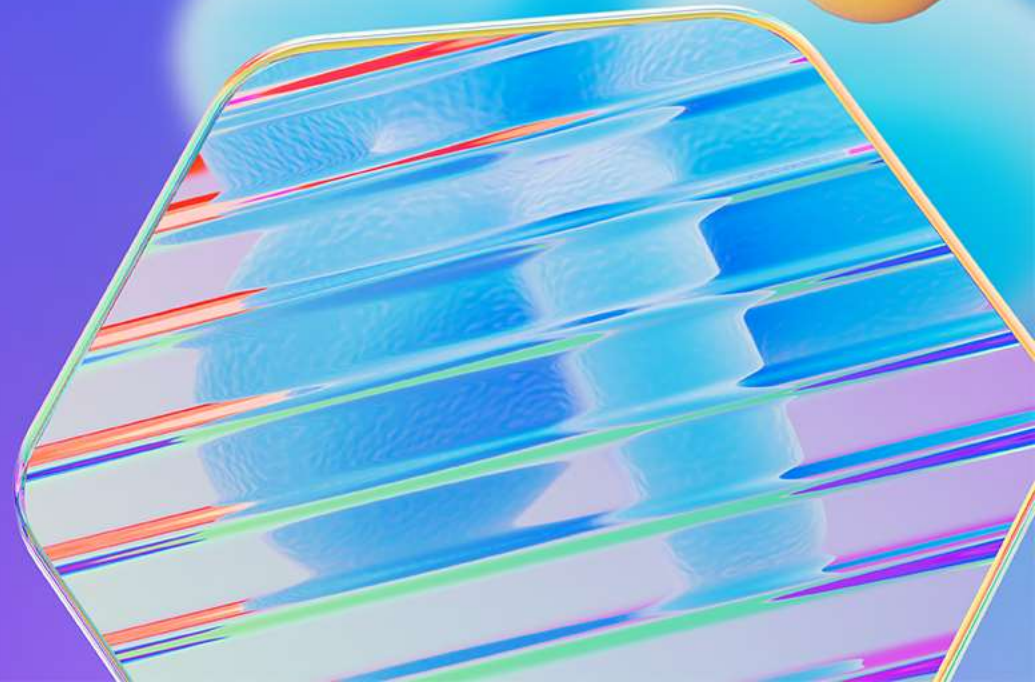




# Unlocking value in your AI Transformation

Kit Ingwersen

Sr. Modern Work & Copilot Business Group Lead





# The business case for investing in AI

For every **\$1** a company invests in generative AI, the return on investment is **\$3.7x**.

101010  
010101  
101010



# The five drivers of AI value



**Organization  
& Culture**



**Business  
Strategy**



**Applied AI  
Experience**



**AI  
Governance**



**Technology  
Strategy**

# The five drivers of AI value



## Organization & Culture

- Do you have a defined operating model to industrialize the adoption and use of AI?
- Do you have top-down support?



## Business Strategy

- What business outcomes are you driving?
- How can AI help you achieve those outcomes?



## Applied AI Experience

- Do your people have diverse experiences and skills with AI?
- Is your organization collaborating to build experience?



## AI Governance

- Are you implementing processes and controls that are transparent?
- Are you governing data privacy and security?



## Technology Strategy

- Do you have access to quality data?
- Is your infrastructure set up to help you scale?



**Empower every person and every organization  
on the planet to achieve more**





# AI Transformation

## Opportunities



Enrich employee experiences



Reinvent customer engagement



Reshape business processes



Bend the curve on innovation



## Approach



Copilot empowerment



Differentiated AI solutions

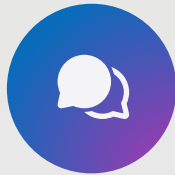


Cybersecurity foundation

# AI-driven business transformation



Enrich employee  
experiences



Reinvent customer  
engagement



Reshape business  
processes



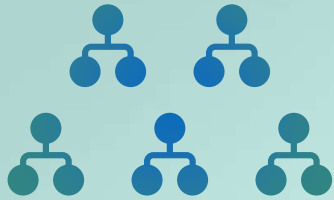
Bend the curve  
on innovation



# Copilot

AI empowering human achievement

# AI-first differentiation



**Agents**

+



**Copilot**

+



**Human ambition**

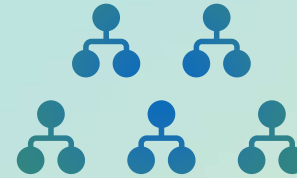




Copilot

Every employee  
has a Copilot

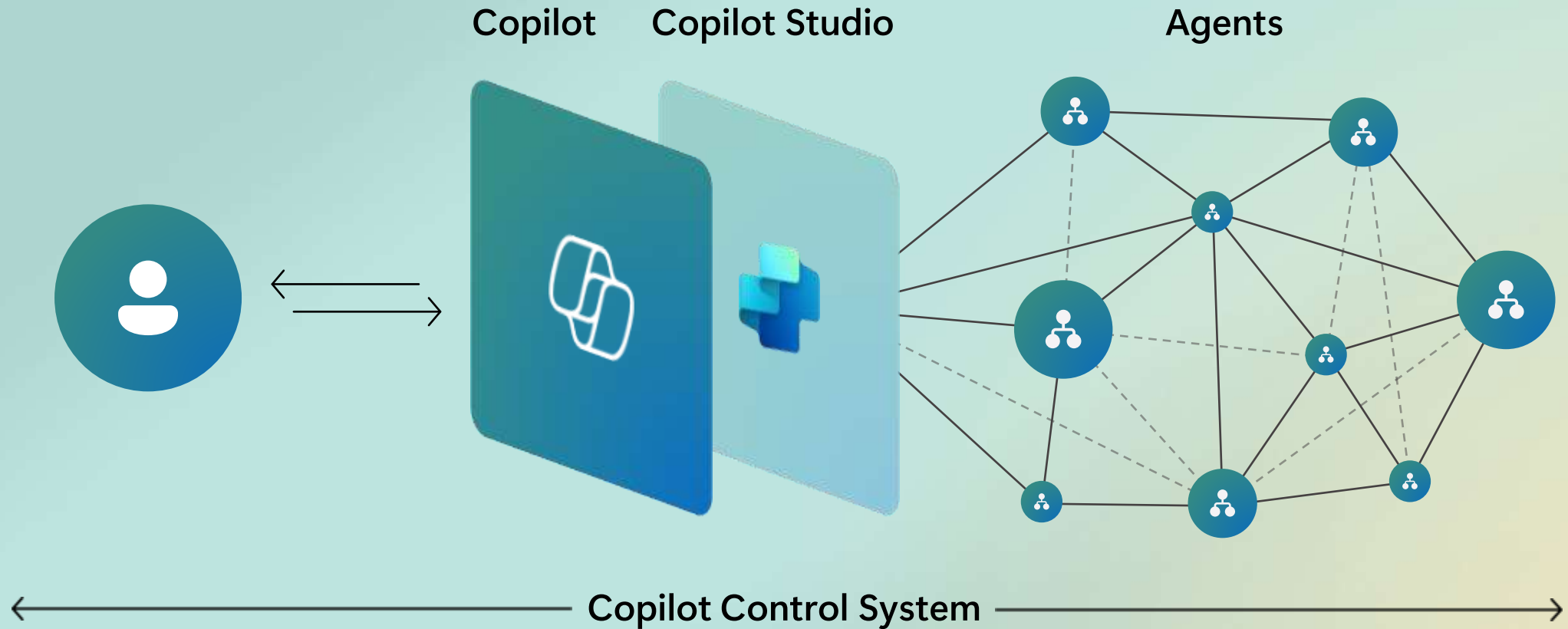
+



Agents

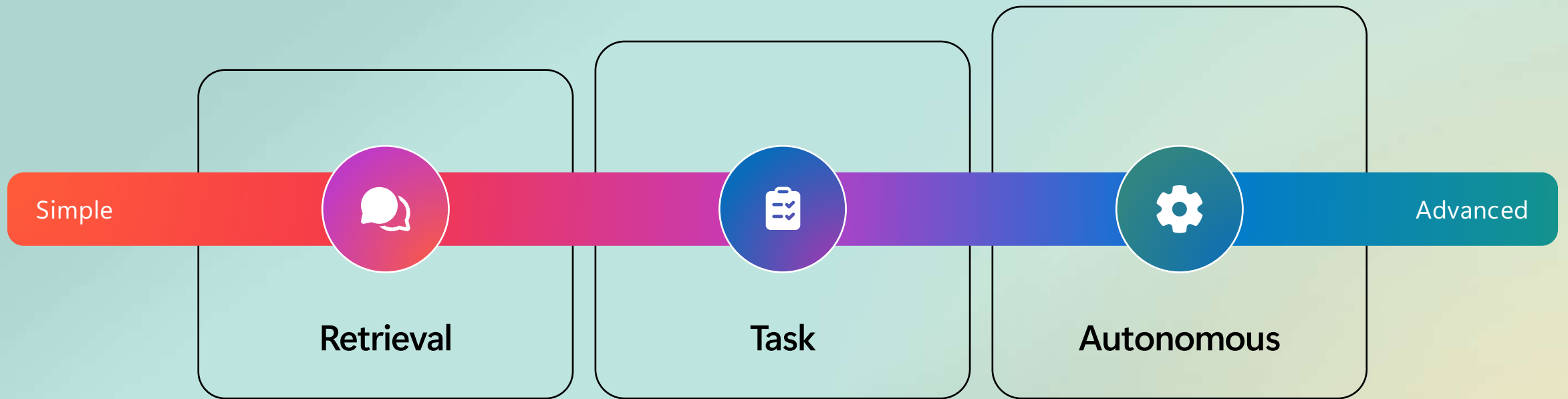
Every business process  
transformed by agents

# Copilot is the UI for AI



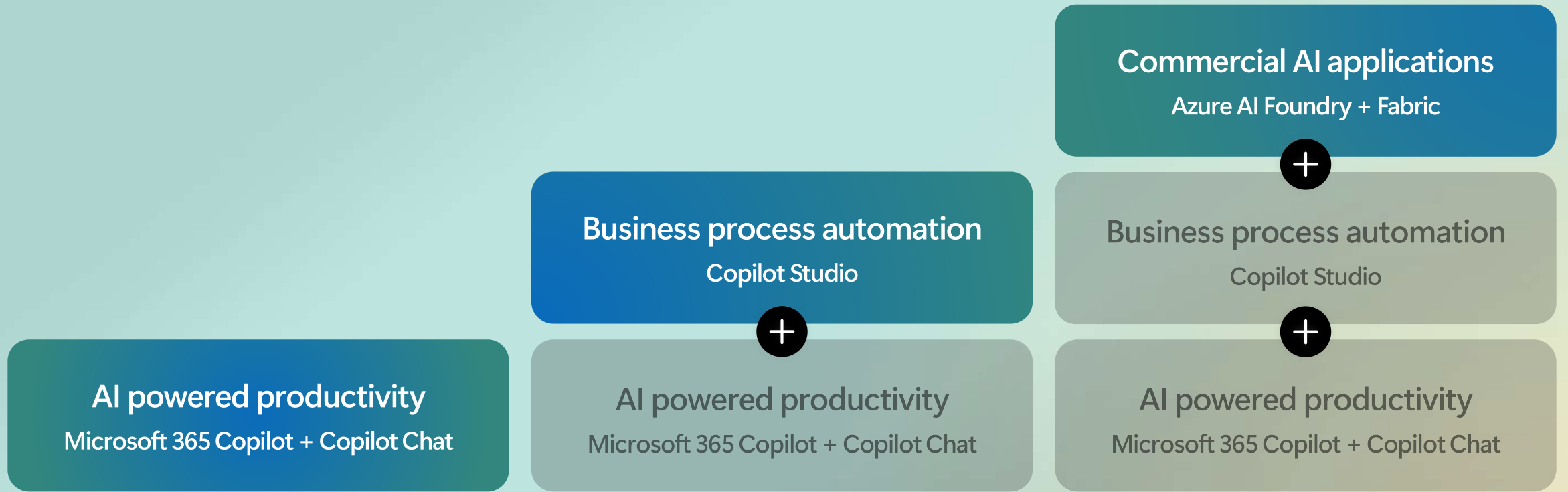
# What are agents?

Agents are programs that use AI to automate and execute business processes, working alongside or on behalf of a person, team or organization



← Agents vary complexity and capabilities depending on your need →

# Transforming your organization with Copilot and agents



← Protect your organization with Microsoft Security →





Copilot Studio



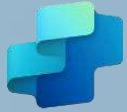
Visual Studio



GitHub

World's **most loved** developer tools

# Differentiated AI solutions



Copilot Studio



GitHub



Visual Studio



Azure AI Foundry



Microsoft Fabric

Security & Governance

# AI transformation risks

80%

of leaders cited  
leakage of sensitive  
data as their main concern

Data oversharing  
and leakage

88%

of organizations are  
concerned about indirect  
prompt injection attacks

Emerging AI threats  
and vulnerabilities

55%

of leaders lack understanding  
of how AI is and will be  
regulated and are seeking guidance

Regulatory  
compliance

# Requires purpose-built security for AI

Data oversharing  
and leakage

Emerging AI threats  
and vulnerabilities

Regulatory  
compliance



## Microsoft Security



Microsoft Purview



Microsoft Defender



Microsoft Entra



Microsoft Sentinel



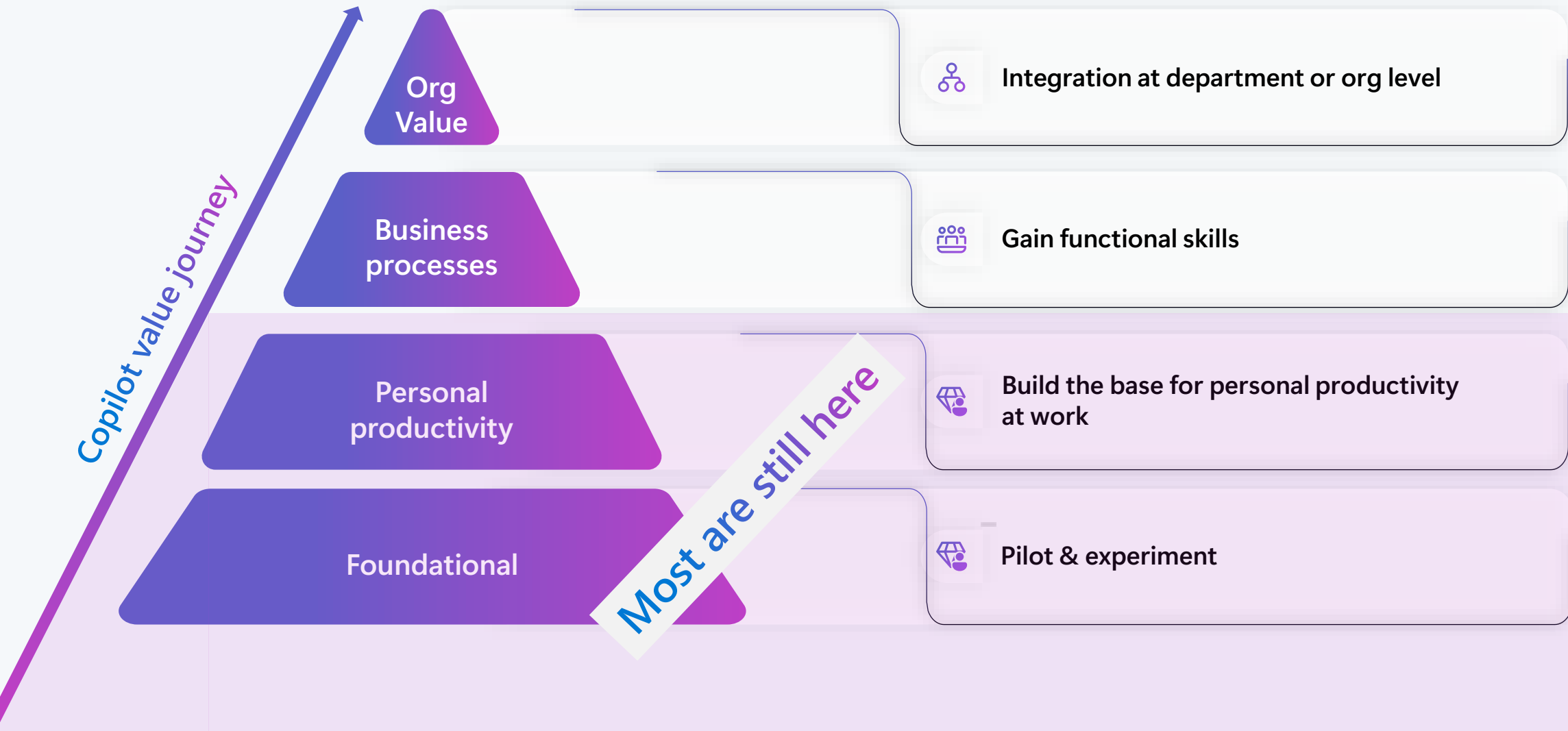
Microsoft Intune



*"That sounds really nice, but how  
do we get there?"*

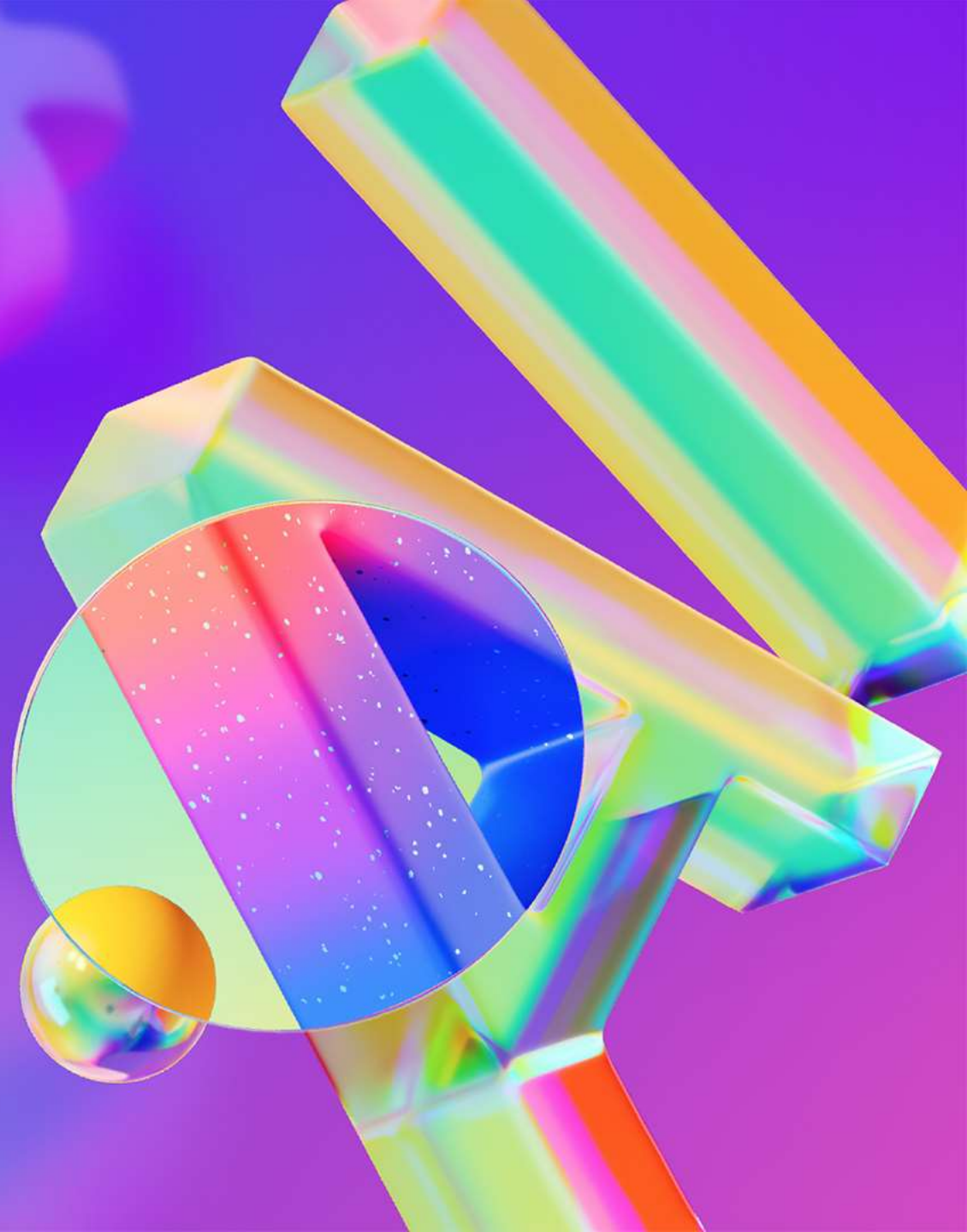


# Moving beyond just personal productivity





Thank you



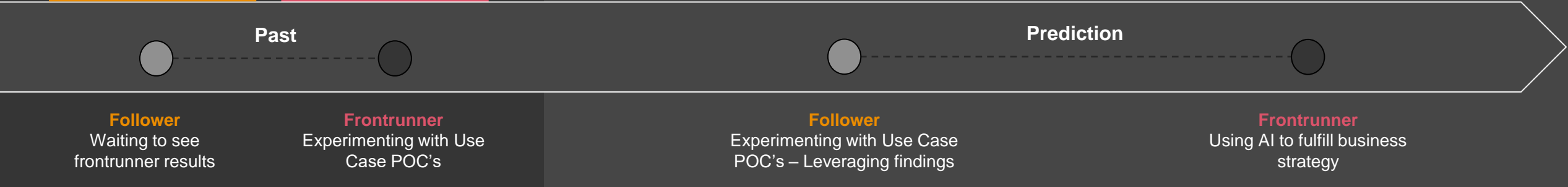
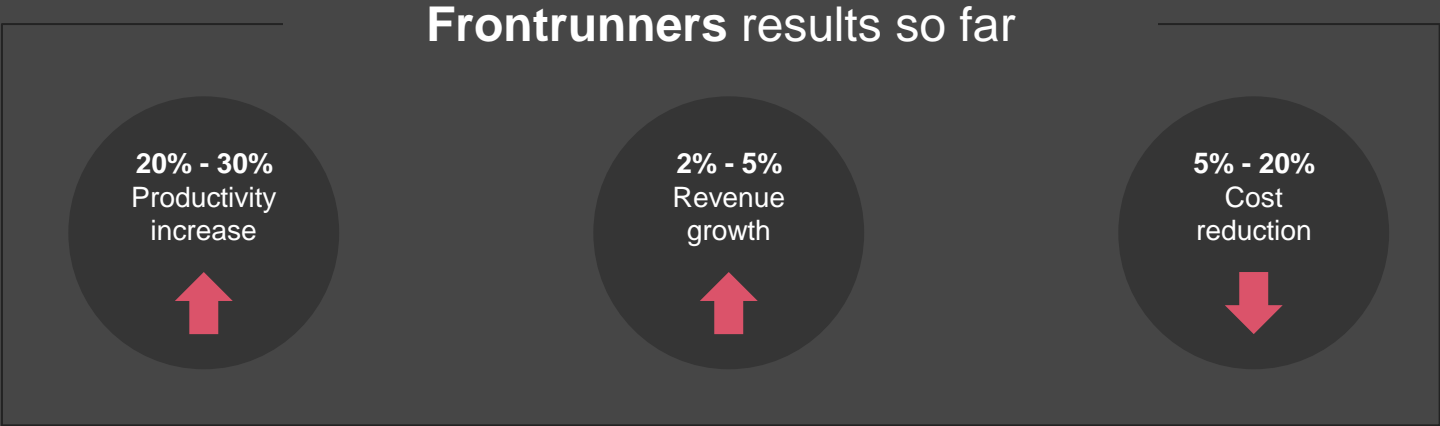
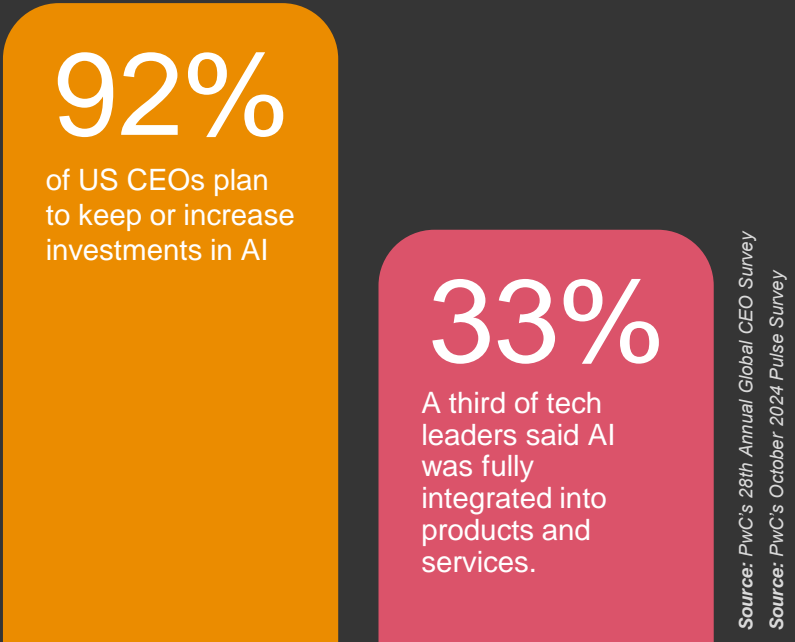
# How to get started on your AI Journey

w. Bo Svejstrup





# Start your AI journey today – Tomorrow might be too late



# Start your AI journey today – Tomorrow might be too late

92%

of US CEOs plan to keep or increase investments in AI

33%

A third of tech leaders said AI was fully integrated into products and services

Source: PwC's 28th Annual Global CEO Survey  
Source: PwC's October 2024 Pulse Survey

## Frontrunners results so far

20% - 30%  
Productivity  
increase



2% - 5%  
Revenue  
growth



5% - 20%  
Cost  
reduction



### Prediction

You will not be able to catch up with AI frontrunners



### Our advice

Get started today, and leverage frontrunner findings

Past

Prediction

#### Follower

Waiting to see  
frontrunner results

#### Frontrunner

Experimenting with Use  
Case POC's

#### Follower

Experimenting with Use Case  
POC's – Leveraging findings

#### Frontrunner

Using AI to fulfill business  
strategy

# Getting started - Where is AI creating value

Solution Screenshots	<b>Use case 1</b> Institutional Wealth RFP Response Generation	<b>Use case 2</b> Sourcing Contract Review
Solution Overview	<ul style="list-style-type: none"><li>• Summarizes key RFP requirements</li><li>• Improves response planning and awareness</li><li>• Generates draft responses and optimizes existing responses</li></ul>	<ul style="list-style-type: none"><li>• Ingest and synthesizes contracts to extract key data, attributes, and terms for better decision-making</li><li>• Enables contract querying through chatbot</li><li>• Connects contracts to purchase orders</li></ul>
Key Benefits & KPIs	<ul style="list-style-type: none"><li>• Reduces RFP drafting cycle times by 35%</li><li>• Improves response quality and relevancy</li><li>• Annual revenue benefit of \$350k per plan</li></ul>	<ul style="list-style-type: none"><li>• Reduces manual effort in contract database searches</li><li>• Improves decision-making on supplier products and services</li><li>• \$6.5M in cost avoidance</li></ul>



## Our advice

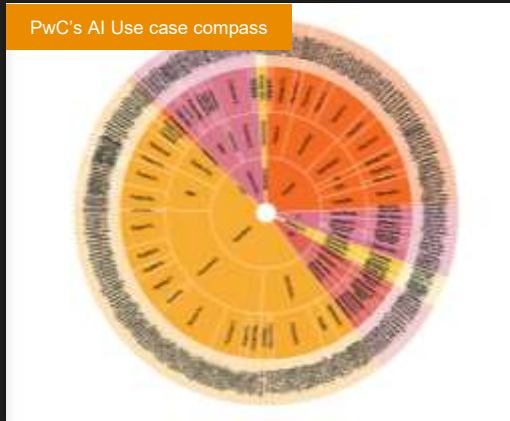
Clearly define objectives and prioritize measurable outcomes

# Getting started - How to get value from AI



## Identify your organizations use cases

PwC's AI Use case compass

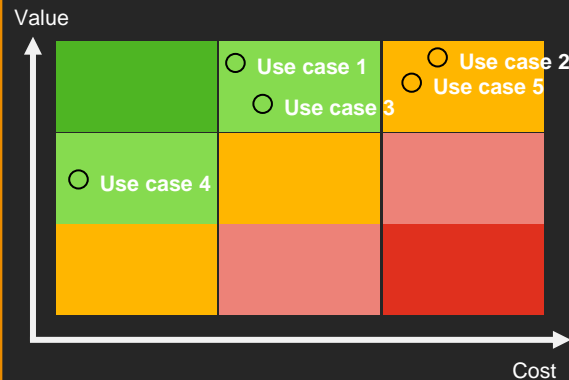


### Our advice

Leverage frontrunner findings



## Map use cases according to value and cost



### Our advice

Be specific with use case objectives



## Prioritize use cases

Use case name	Potential value	Potential cost
● Use case 1	High	Medium
● Use case 3	High	High
● Use case 4	High	Medium
● Use case 2	Medium	Low
● Use case 5	High	high
● Use case x	...	...
● Use case x	...	...
● Use case x	...	...
● Use case x	...	...



### Our advice

Prioritize according to measurable metrics



## Implement solutions responsibly



### Our advice

Create trust in solution through responsible AI & culture

# Top predictions for 2025

“

73% of executives say they'll use GenAI to make changes to their company's business model

”



## Prediction

AI will cut product development lifecycles in half



## Prediction

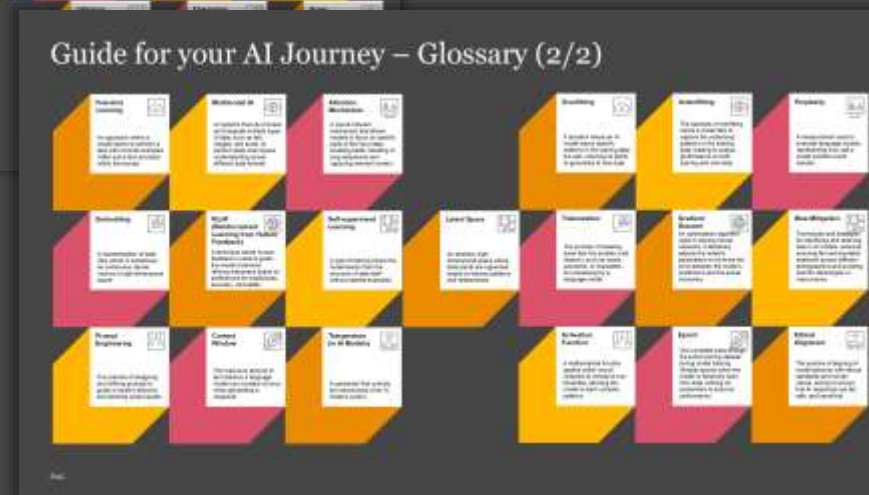
Your workforce could double — thanks to AI agents



# Outro – A guide for your AI Journey



An extended glossary is to be found in the presentation







**Bo Svejstrup**

AI Lead at PwC

T: 29 49 10 21

E: [bo.svejstrup@pwc.com](mailto:bo.svejstrup@pwc.com)

# Thank you!

Together we succeed...

[www.pwc.dk](http://www.pwc.dk)

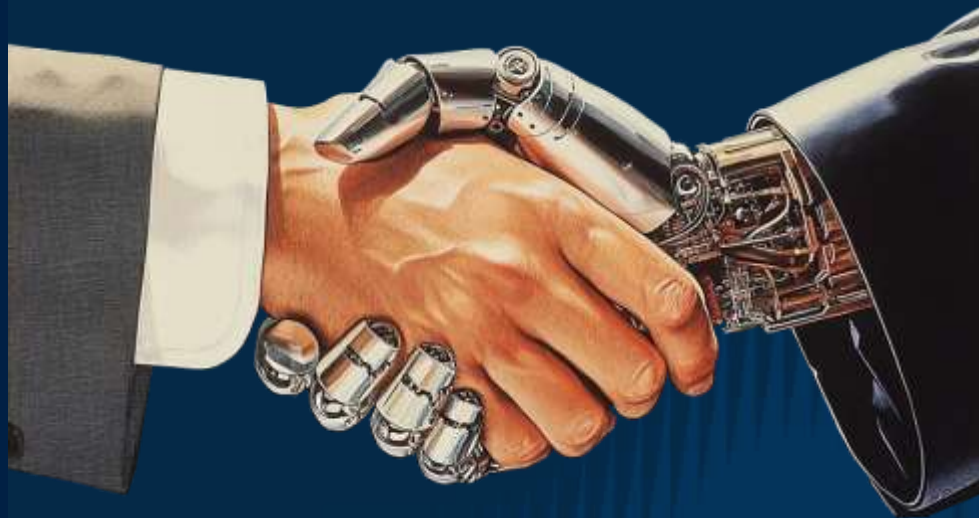
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# GenAI Update

PWC

9<sup>th</sup> April 2025



**Nicolaj Gudbergensen**  
Head of GenAI

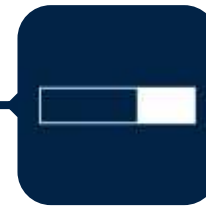


## Who am I? 25 years of experience in financial services



**17 years**

- › Head of online banking
- › Head of brokerage solutions
- › Chief sales manager, asset allocation
  - › Sales manager, equities
- › Head of product management, Swipp



**8 years**

- › Head of GenAI
- › Co-head of Tech Strategy & Acceleration
- › Head of Business Development, LC&I



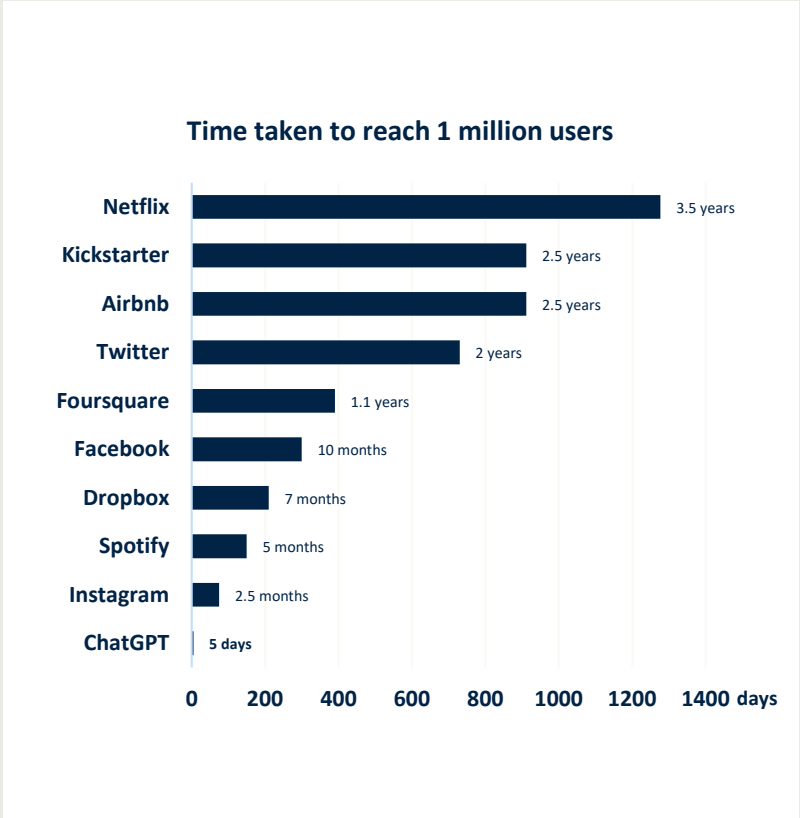
# Agenda:

- › **Background and importance of GenAI**
- › **Focus on training and adoption**
- › **Our approach to GenAI & ESG**
- › **Macro view and takeaways**



# GenAI rapidly gained significance and offers great potential across industries

## Unprecedented adoption rates<sup>1</sup>



## Boost in Operational Metrics<sup>2</sup>

**12.2%**  
more tasks

GenAI enables people to perform new tasks, such as coding and financial analysis.

**25.1%**  
more quickly

Employees using GenAI were able to complete a one-hour task 15 minutes faster than peers without GenAI.

**40%**  
higher quality

Managers & customers reported significant higher quality in deliverables.

“You shouldn’t be afraid of GenAI taking your job, you should be afraid of people knowing how to use GenAI taking your job.”

## Significant productivity potentials<sup>3</sup>

	Total, % of industry revenue	Total, \$ billion
Total	1.3 - 2.1	2,600-4,400
High Tech	4.8 - 9.3	240-460
Retail <sup>3</sup>	1.2 - 1.9	240-390
Banking	2.8 - 4.7	200-340
Travel, Transport & Logistics	1.2 - 2.0	180-300
Advanced Manufacturing <sup>2</sup>	1.4 - 2.4	170-290
Consumer Packaged Goods	1.4 - 2.3	160-270
Healthcare	1.8 - 3.2	150-260
Admin. & Professional Services	0.9 - 1.4	150-250
Energy	1.0 - 1.6	150-240
Education	2.2 - 4.0	120-230
Basic Materials	0.7 - 1.2	120-200
Real Estate	1.0 - 1.7	110-180
Electronics & Semiconductors	1.3 - 2.3	100-170
Chemical	0.8 - 1.3	80-140
Construction	0.7 - 1.2	90-150
Public & Social Sector	0.5 - 0.9	70-110
Media & Entertainment	1.5 - 2.6	60-110
Pharmaceuticals & Medical	2.6 - 4.5	60-110
Telecommunications	2.3 - 3.7	60-100
Insurance	1.8 - 2.8	50-70
Agriculture	0.6 - 1.0	40-70

1) Statista.com: Chart: [Threads Shoots Past One Million User Mark at Lightning Speed](#) | Statista  
2) Navigating the Jagged Technological Frontier: Field experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality – Dell’Acqua et al. 2023  
3) McKinsey report: [The Economic Potential of Generative AI: The Next Productivity Frontier](#)



# Moving from PowerPoint to execution of GenAI in just two years

## 2023 Getting Started

ChatGPT was launched on 30th November 2022. Five months later we had a taskforce investigating the possibilities in Danske Bank.



### Three key things we did:

- 1. Secure senior mgmt. buy-in.
- 2. Involve cross-lines of defence from the start.
- 3. Experiment!

### Key stats EOY:

- › ~200 people using GenAI
- › 1 hackathon
- › ~10 people working on GenAI
- › 50 million tokens consumed

## 2024 Launch and expand

2024 was the year we launched- and upgraded the enterprise tools, formalized our teams and made sure everyone understands how to use it.



### Some notable achievements include:



Released DanskeGPT for the whole bank.



Hosted hackathons and a GenAI Week



Piloted and started deploying Copilots



Established and scaled the GenAI Tribe

### Key stats EOY:

- › ~ 14k people using GenAI
- › 3 hackathons
- › ~100 people working on GenAI
- › 8 billion tokens consumed

## 2025 Use cases and adoption

2025 will be the year where we press the gas pedal on development and deployment. We also make sure the organization receives the sparring they need on how to progress and build **GenAI products**.

Additionally, there will be a great focus on adoption throughout the year, with several sessions already held and planned to make sure everyone becomes **AI literate**.



More info on next slide

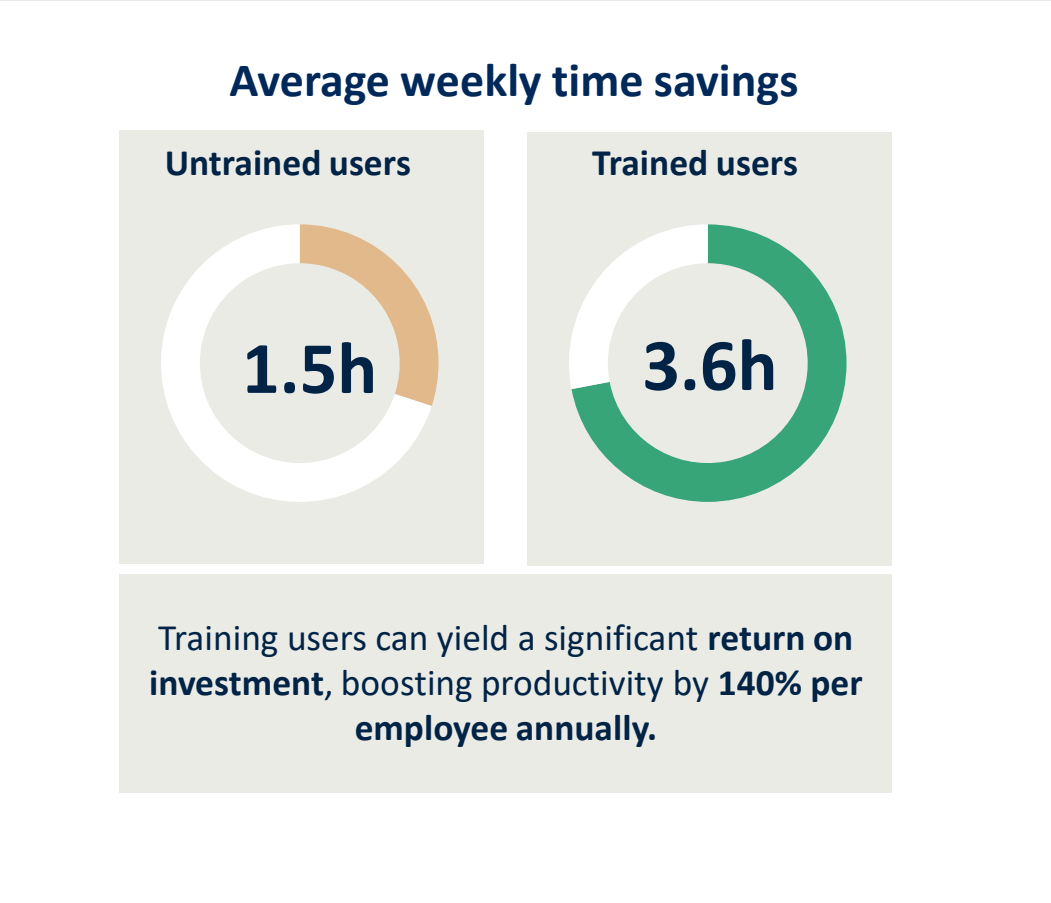
### Key stats (so far):

- › ~ 17k people using GenAI
- › Several hackathons planned
- › 7 billion tokens consumed in Q1 '25






Importance of AI Literacy

Trainings are key in getting the most **value** with GenAI<sup>1</sup>



\*Numbers based on the "GenAI Complacency – The Costly Inaction in the Nordics" from BCG, Jan '25.

and we are running several activities to ensure we **reap those benefits**

Monthly sessions	 Onboarding session	General introduction to GenAI and DanskeGPT
	 Prompting Masterclass	More advanced GenAI and prompting sessions
	 Knowledge Session	Knowledge Sessions on a range of topics aiming to boost general AI literacy and explore the potential opportunities in this field
Quarterly sessions	 GenAI Café	Physical presence at different locations where people can come to discuss and get help on GenAI
Ad hoc meetings	 Targeted session	Deep dive on GenAI and DanskeGPT organized specifically for a team
	 Release session	Deep dive session to explain release implications how to navigate them.

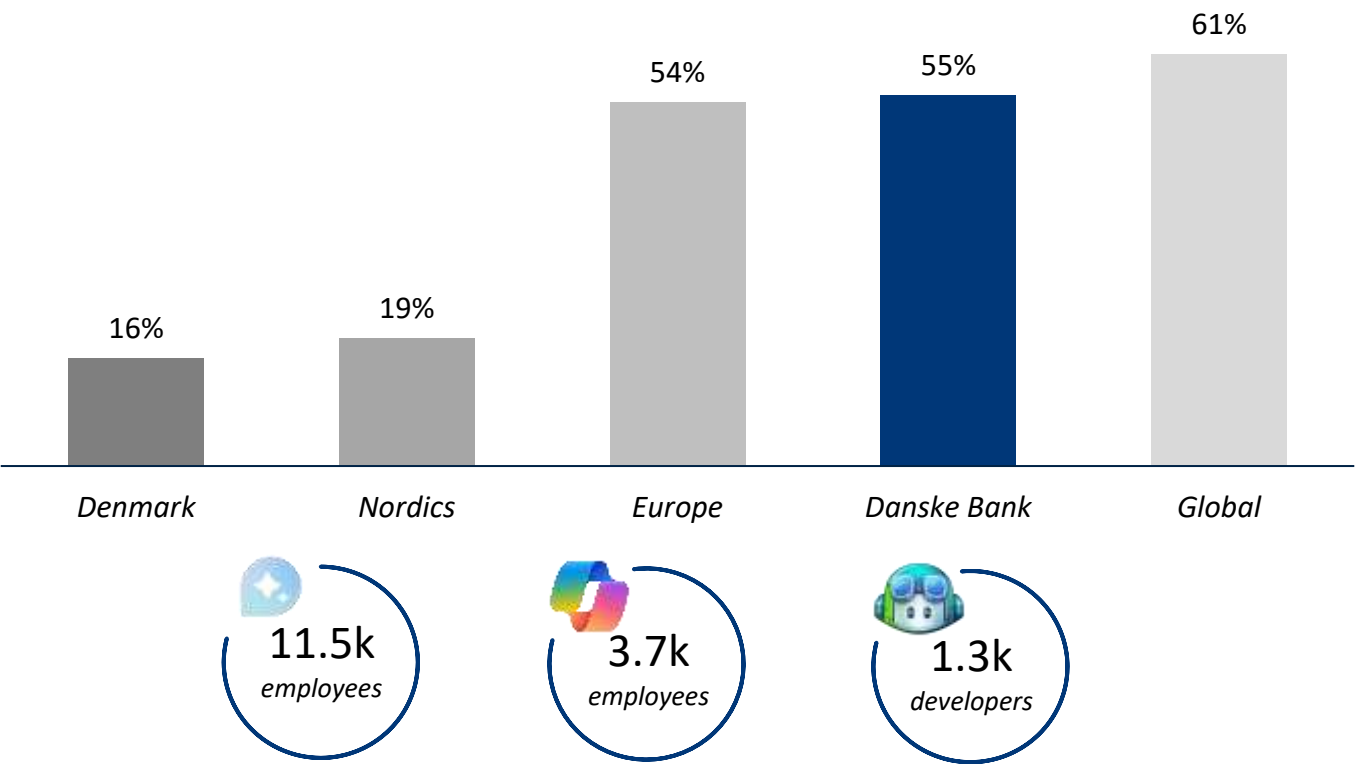
100+ sessions hosted for 13K people the past 6 months



# 55% of employees use **GenAI weekly**, surpassing the Nordic adoption according to recent study<sup>1</sup>

## Weekly GenAI users, White-collar workers

Report period: 30-03-2025



## Challenges

## Solutions



“New technology can be overwhelming, and I do not have the time to learn it.”



“I have attended some sessions, but they are not relevant for me or using a foreign language.”



“Why should I be using something that can potentially put me out of work?”



Leaders being role models by promoting usage and dedicate team meeting agendas



Foster and grow local ambassadorship to identify use cases and do targeted sessions



Create awareness, emphasize success stories and focus on GenAI being an assistant

1) GenAI Complacency - The Costly Inaction in the Nordics, BCG Jan '25

Using the tools are great, and we are using them a lot



Since enterprise-launch of DanskeGPT in March '24, we have consumed a total of

# 15,3 Billion tokens

But how much information is that? **Let's visualize.**

## 1) How many tokens fit on an A4 page?

We estimate one word is **~1.3-1.5 tokens** based on language and content.  
About 500 words/page \* 1.4 tokens = 700 tokens per standard A4 page.

## 2) Converting 15.3B tokens to pages.

$15.3B / 700 = 21,857,143$  pages

## 3) Estimating number of annual reports.

Estimating a Swedish annual report to be on average 75 pages<sup>1</sup>.  
 $21,857,143$  pages / 75 pages per report = **291,467 annual reports.**



1) Average based on figures from [PWC](#) and [Swedish Match](#)



In Danske Bank we have adopted a **dual platform strategy** with an open approach to suppliers and partners

### Build

GenAI Platform to support use cases across entire company

Product

Solve it

Danske Assist

GovDoc

Coming soon


Pattern

Enterprise Smart Assistant

Virtual Expert

Agents


Platform

 **DanskeGPT**

Everything is built modular, like **Lego blocks**, so we can *plug n' play* on top of already approved solutions to reduce time spent on development and risk assessments.


### Buy

SaaS Solutions integrated within current products




#### M365 CoPilot

- › Live for 6k+ people
- › Domains carry license costs
- › Owned by End User Services



#### GitHub Copilot

- › Live for ~2.5k devs
- › Licenses purged based on activity
- › Owned by Core capabilities



#### Midjourney

- › Live for selected people
- › Published new guidelines
- › Owned by Corporate Brand

*You need to give your employees an alternative, if not you will end up in a "Bring Your Own (Non-compliant) AI" (BYOAI) scenario.*

Danske Bank 41

# Sustainability is one of the **key strategic priorities in F'28** and GenAI presents both challenges and opportunities to deliver on this agenda



## Challenges



### High carbon footprint

- › Energy and water to train & run models
- › Scaling of data centres to meet demand



### Human rights

- › Privacy concerns around data collection
- › Biased outputs can lead to discrimination
- › Misinformation and deepfakes



### Governance

- › Geographical differences in legislation
- › Lack of transparency and accountability



## Opportunities

GenAI can improve environmental monitoring and management, aiding in sustainable decision-making.

Correctly prompting GenAI can promote inclusivity, reduce biases, and empower informed decision-making.

While strict regulations can hinder innovation and speed, it also leads to more responsible AI implementation and considerations.





## What are we doing in Danske?

- › Established a Responsible AI department
- › Integrating ESG as part of the GenAI e-learning module
- › Benefiting from our partners (DanskeGPT is hosted in Stockholm)
- › Teaching good prompt engineering techniques and putting restrictions on excessive prompting
- › Plans to report on energy consumption when using GenAI
- › Hosting dedicated sessions on how to spot and reduce biases, hallucinations and deepfakes
- › Enable use of several language models



# AI in today’s context

 Hardware	 Software	 Data and regulations
<p>Europe relies on chips and cloud platforms from U.S. and Asian providers.</p> <p>Tariffs and tech regulation impacts Europe’s chip supply.</p>	<p>American and now Chinese companies have a significant lead in AI frameworks and models.</p> <p>The leading European LLM provider, Mistral, currently ranks #51 at the LLM Arena<sup>1</sup>.</p>	<p>GDPR and the EU AI Act set heavy requirements to where- and how AI systems can be hosted. Many model providers are typically only available on U.S. servers and has a delay before they are available in the EU, leading to American companies being ahead.</p>
<b>Considerations</b>		
Diversify partnerships and suppliers		
Invest in local resources and testing		
Cyber security		

1) [LLMArena leaderboard](#)

## **Key disciplines** that are useful when attacking the GenAI agenda

**Project management**

**Risk management**

**Product development**

**Change management**

**Training, training and more training**

---

**Start easy.**





# Managing Change In GenAI Implementations

Heidi Nymann Jensen  
People & Organisation - Consulting

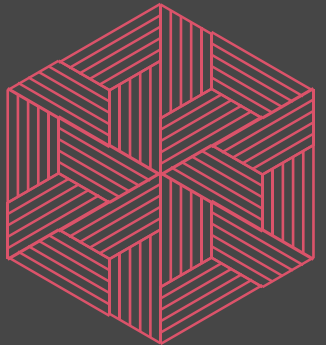
April 9, 2025





“

To embrace AI-based working methods,  
you need to change your approach –  
replacing fear with **curiosity** and being  
ready to **experiment** with AI tools.



# Organisations are struggling to scale GenAI

51%

of global CEOs report that GenAI has **not** been successfully adopted across their organisation<sup>1</sup>

62%

of employees have **never** used GenAI tools at work, or have only used the tools **once or twice**, in the past 12 months<sup>2</sup>

47%

of employees believe GenAI will change the nature of their work in a **negative way**<sup>2</sup>

<sup>1</sup> [PwC Annual Global CEO Survey 2024](#)

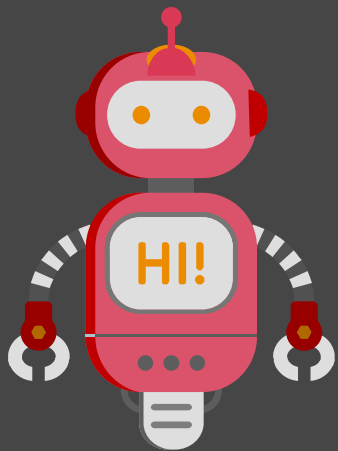
<sup>2</sup> [PwC Global Workforce Hopes and Fears Survey 2024](#)

Over **90 %** of companies with successful AI scaling practices, spent half their budget on adoption.

*[What it really takes to scale artificial intelligence - HBR](#)*

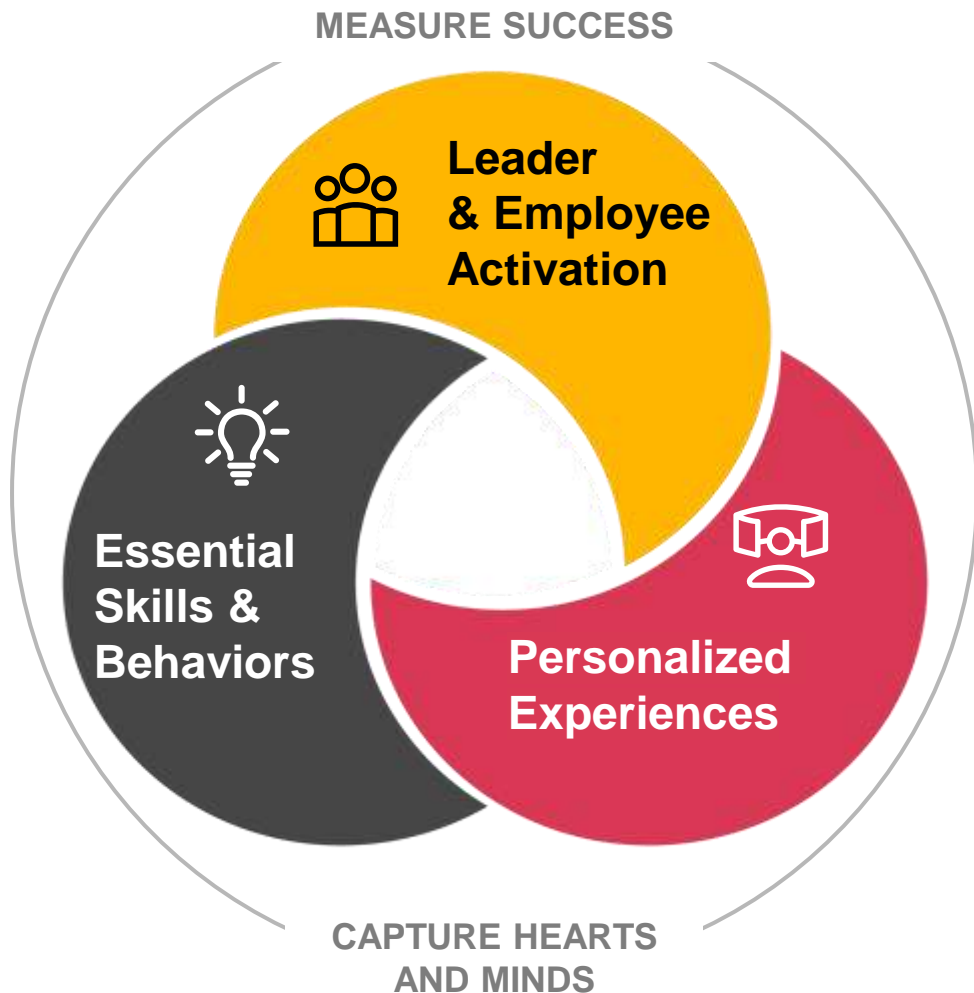
# Main challenges and barriers for AI adoption

Meet your employees where they are...



5. **Lack of time.** Many employees find that they don't have the time to learn new AI tools, even though they can increase their productivity.

# The three NEXTGEN Change Pillars



## Inspire through...

### Leader & Employee Activation

- **Enabling leaders to align on a common vision**, inspire employees and energize the organization
- **Translating business cases into employee centric case for change**
- **Creating new opportunities for people to lead** - formally and informally

### Personalized Experiences

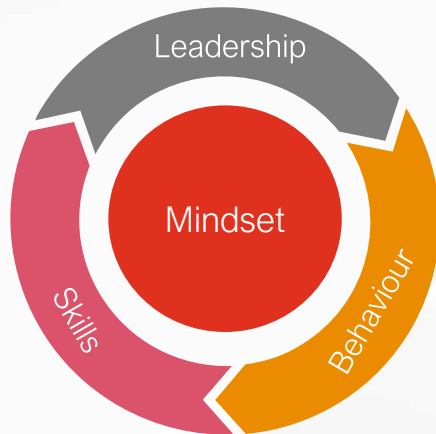
- **Engaging employees in the future state** with immersive physical & digital experiences
- **Using energizing engagement and adoption techniques** such as nudging, gamification, interactive events, and celebrations
- **Leveraging cognitive science** to create simple, impactful brands that put the voice of the employee front and center

### Essential Skills & Behaviors

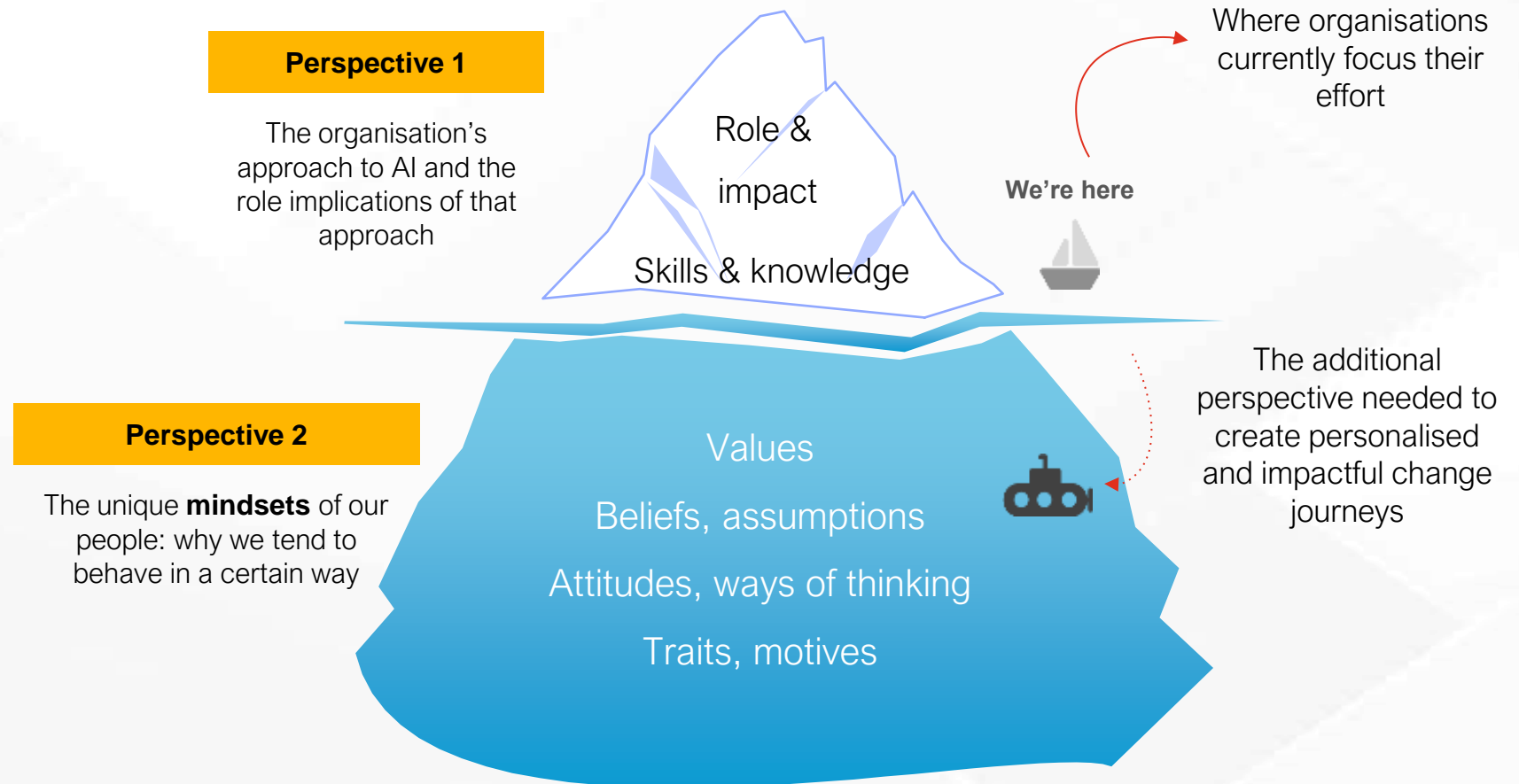
- **Moving beyond technical training**, with drip-fed learning that embeds behaviors, skills, and ways of working to drive impact
- **Embedding capability development** to upskill and reskill the organization, at scale, for growth
- **Tapping into culture** to understand sources of organizational energy & friction

# Building an AI-enabled organization requires a mindset shift

Individual mindset is the single biggest influence on sustaining new behaviours



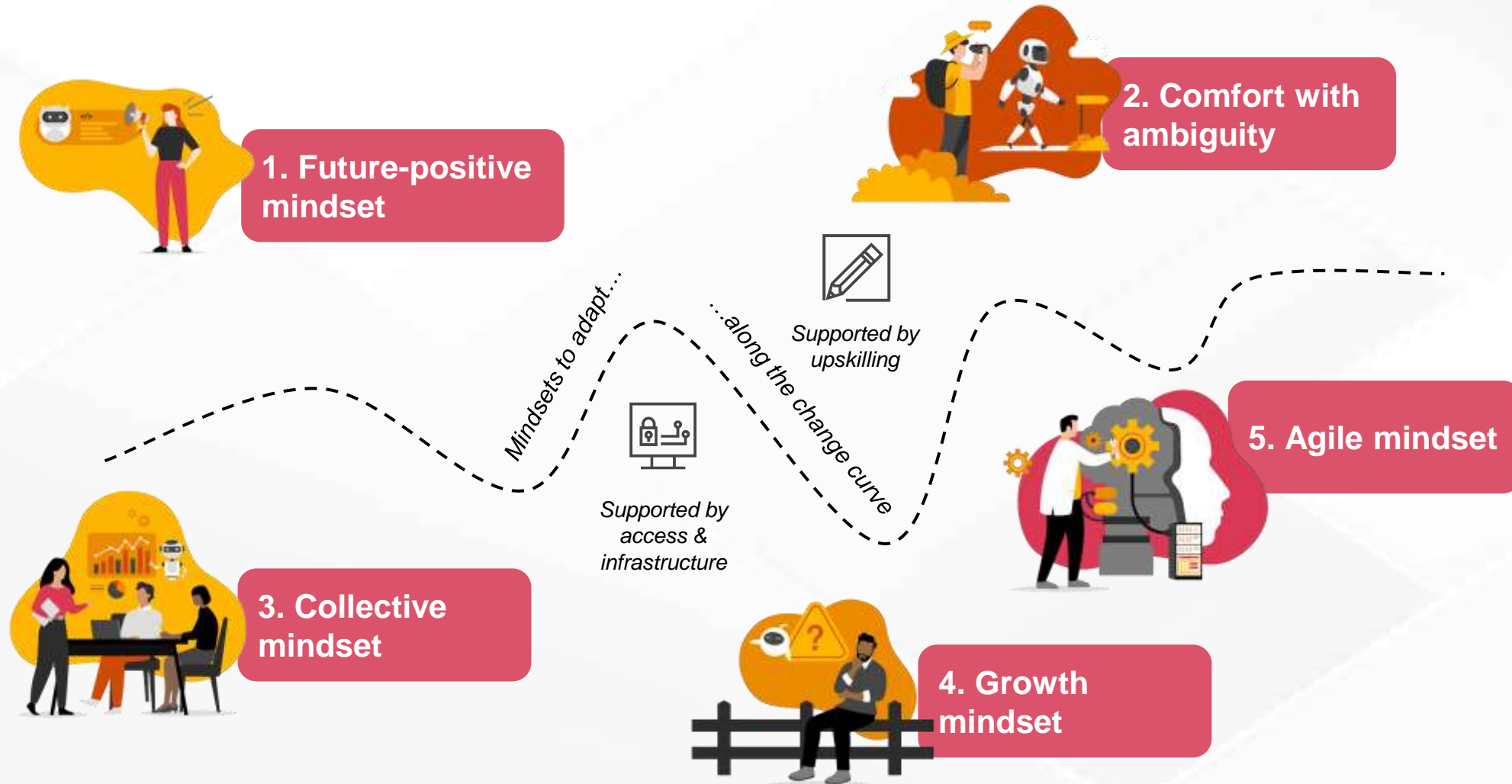
AI adoption is not just a technology shift - it's deeply personal. The change journey needs to consider two perspectives.



The key to successful implementation of GenAI is change journeys that are adapted to employees' unique skills and needs

Meet people where they are...

...and use  
**AI**  
**Mindsets**  
to tailor  
your  
adoption  
effort





# Change journeys are individual



## 1. Future-positive mindset

- Have a hopeful vision for AI in the future
- Look for opportunities where AI can create value
- See the potential in new ideas



## 2. Comfort with ambiguity

- Pursue opportunities to expand their knowledge of AI
- Learn outside their comfort zone
- Embrace the ambiguity of AI and the changes it brings



## 3. Collective mindset

- Consider the collective impact of AI on their organization and society
- Build a shared understanding of processes to better leverage AI tools
- Actively include diverse perspectives in their decision-making



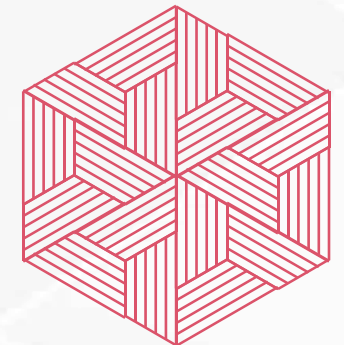
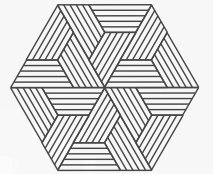
## 4. Growth mindset

- Are willing to try using new tools
- See mistakes as an opportunity to learn and grow
- Persevere through challenges



## 5. Agile mindset

- Open to experimenting with AI tools
- Find new ways to use AI tools to efficiently perform tasks
- Continuously seek new insights to iterate on their solutions



# The AI Mindset survey and dashboard can help scale your AI adoption



**AI Mindset survey & individual report**



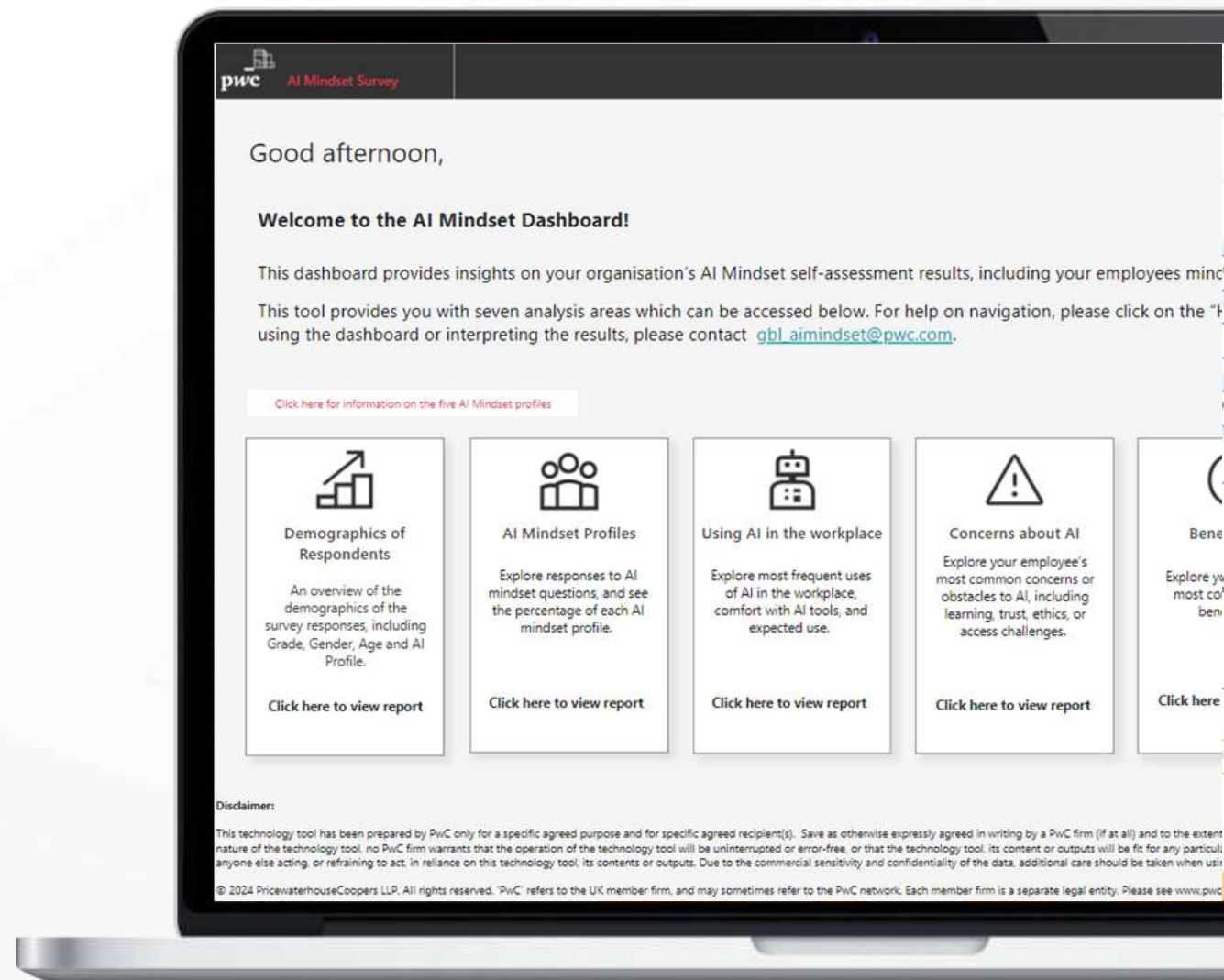
**Organisational dashboard & insights**



**AI adoption workshop & roadmap**

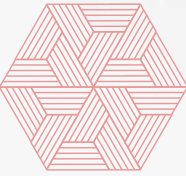


**Benchmark insights**





# PwC Case: Implementing Copilot



## Situation

With a focus on optimizing work processes and remaining **competitive**, a Danish professional services firm wanted to implement a digital AI assistant across the organisation.

The goal was to **drive innovation** and **reduce time** spent on manual and less value-adding tasks.



## Results

In collaboration with the client, PwC established a project organization consisting of **a Project Management Office (PMO)** and two collaborative processes: **Data Readiness and Change Management & Adoption**.

As part of the latter, PwC was responsible for key deliverables, including:

- **Implementation plan**
- Analysis and development of **use cases**
- **Creation of personas** and design of a **superuser community**
- Preparation and facilitation of **training modules**
- **Communication** tailored to the organization's target groups
- **Train-the-Trainer** sessions

## Key benefits and added value

PwC was involved in key areas of the project organization and supported the client with:



Project management and deep SME knowledge in AI



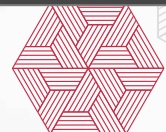
Data readiness assessment



Change management, communication, and training activities



Ensured that adoption was a central focus throughout the implementation



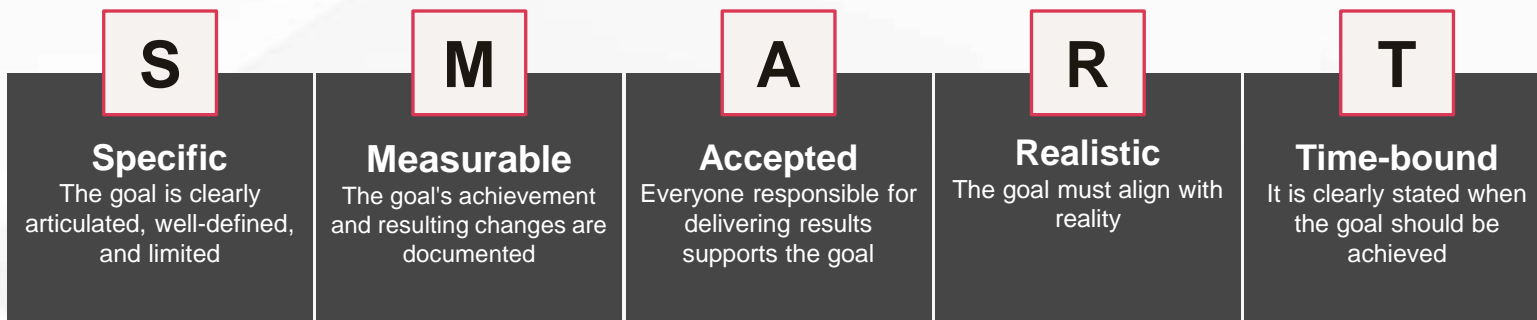
# PwC Case: Key success criteria

The success criteria are important for the implementation process because:

- ✓ They help **refine the project's sub-goals and deliverables (e.g., training)**
- ✓ They contribute to being able to **focus more on some aspects than others**
- ✓ They ensure that we know **when we have achieved success**



To ensure the best possible conditions for meeting the success criteria, they should be developed according to the SMART principle.







## We think in terms of hard and soft goals

The **hard goals** constitute the success criteria that can be measured and evaluated based on data collection from the **Copilot's Activity Report**, which consists of data and figures from the system accessible to the administrator.

The **soft goals**, on the other hand, comprise all the success criteria that we can measure and analyze through **surveys** and **interviews**, where we need employees' own opinions and statements to assess satisfaction and any progress.

# PwC Case: Examples of success criteria for implementation

Themes	Examples of goals	Methods
 <b>Use of Copilot</b>	<ul style="list-style-type: none"> <li>✓ A minimum of 50% of everyone in the organization uses Copilot daily by the end of the year.</li> <li>✓ Junior profiles use Copilot more frequently than more senior profiles and are the primary users.</li> <li>✓ Initially, Copilot is primarily used in MS Teams and Outlook.</li> </ul>	Admin access to report Admin access to report Admin access to report
 <b>Efficiency</b>	<ul style="list-style-type: none"> <li>✓ I experience spending less time on tasks of a more administrative nature, such as emails, translation, summarizing meeting actions.</li> <li>✓ I experience spending less time performing (parts of) my legal tasks, such as drafting text for a contract, sections of a paragraph, or similar.</li> <li>✓ I experience making fewer mistakes through the use of Copilot.</li> </ul>	Questionnaire/Interview Questionnaire/Interview Questionnaire/Interview
 <b>Satisfaction</b>	<ul style="list-style-type: none"> <li>✓ I would be disappointed if I no longer has access to Copilot.</li> <li>✓ I experience a reduction in mental "load" during my workday.</li> </ul>	Questionnaire/Interview Questionnaire/Interview
 <b>Creativity and learning</b>	<ul style="list-style-type: none"> <li>✓ Copilot promotes idea generation.</li> <li>✓ I feel more creative, inspired, and innovative.</li> <li>✓ I can quickly come up with a "good first draft" for a given task, such as an email, a contract, or a legal case.</li> <li>✓ Searching and understanding complex topics has become easier.</li> </ul>	Questionnaire/Interview Questionnaire/Interview Questionnaire/Interview Questionnaire/Interview

# Activity report to track usage

Copilot has an activity report that provides insight into all users' data, regarding how many active users there are in Copilot, what they use it for, how frequently they use it etc.

The activity report shows, among other things:



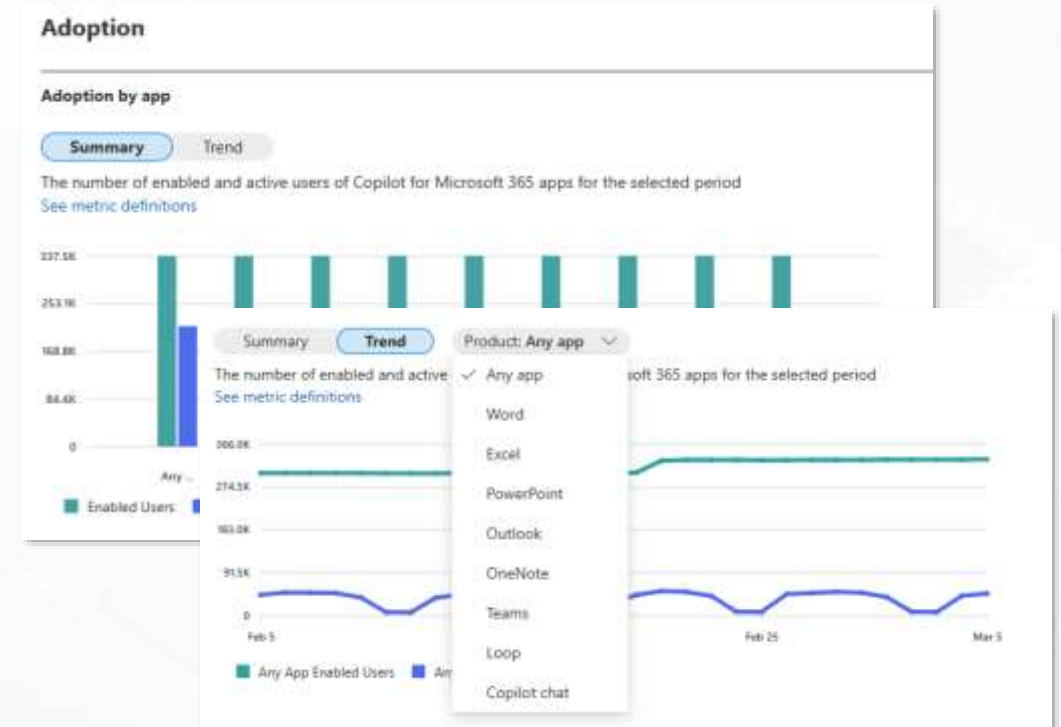
**A summary** of how users' adoption, retention, and engagement are with Copilot for M365, and the activity for each Copilot user in your organization.



**Active users rate** shows the number of active users in the organization divided by the number of enabled users.



**Users' last activity** refers to the most recent interaction a user has had with Copilot. It shows how Copilot is being used, and which features are most popular among users. It can also help identify any issues or areas that can be improved.



# Implementation of AI goes hand in hand with behavior and takes time...

According to **Microsoft**, small changes create big results and are the key to lasting change...



...Where you can save a daily average of...

**11**minutes

**11**weeks...

It takes to build a lasting AI habit...

Source: Microsoft AI Data Drop: The 11-by-11 Tipping Point



# What to know more...

**Survey:** Explore your own and your colleagues AI mindset

[Link to AI mindset survey](#)

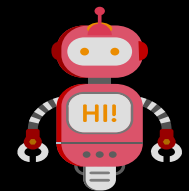
**Training:** Full day session April 30 on Responsible AI - Change Management

[Link to read more and sign up](#)

**Article:** Are you ready to exploit AI's full potential? (in Danish)

[Link to article](#)

**Contact us:** Reach out for sparring on how you can succeed with AI adoption



# Thank you!