



Whitepaper

AI & Automation

How to get greater ROI
from your AI investments



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Investing in Microsoft Copilot is only the beginning

Talk of AI is everywhere you look at the moment. Organisations of all sizes are scrambling to implement AI tools to ‘do more with less’ and ‘elevate their processes’ and ultimately, it seems, to avoid being left behind by competitors who have adopted or implemented this new technology quicker.

It all feels a bit frantic. And often, a frantic scramble to rollout the latest, shiny new tech leads to poorly implemented tools, deployed haphazardly, without the needed thought and planning behind them to give adoption a fair chance. What’s more, when this happens businesses put their ROI at risk.

While using AI is a good first step it’s only “step 1”. To stay competitive and fully realise the benefits of this technology, you need to realise that AI adoption is not just about buying a tool. It’s about how you use the tool in a way that will have a real effect on your processes and bottom line.

In this whitepaper, we’ll explore why adopting AI is simply the starting point to faster, more efficient processes and ultimately a greater return on investment. We’ll cover:

- ✦ Some of the main challenges you're likely facing right now
- ✦ Why extending AI and automation drives real business impact
- ✦ The key to building a roadmap for AI success
- ✦ Why Adoption and Change Management is essential
- ✦ Choosing the right partner for your AI journey

Getting the most out of AI is hard. So, let’s get started!



The challenges of new innovation

Every innovation presents challenges, and AI is no different. Right now, 76% of leaders are struggling to implement AI into the workplace, with 18% even lacking a clear AI strategy.

Here are the main challenges that are affecting organisations and their ability to fully adopt AI:

Workers waste around 12 hours per week on non-valuable and repetitive tasks.



Challenges in the workplace

◆ Siloed communication

When teams operate in silos, they miss opportunities for efficient collaboration. This lack of communication can lead to duplicated efforts, inconsistent messaging, and a fragmented organisational structure. It also stands in the way of smarter and faster decision-making to market and industry changes.

◆ Low employee productivity

Right now, workers waste around 12 hours per week on non-valuable and repetitive tasks. These routine activities not only drain energy but also fail to make the most of employees' skills effectively. That leaves less time to work on more strategic, value-added tasks that can have greater impact on revenue and long-term success.

◆ Manual processes

Tasks that require repetitive manual input are not only time-consuming but also prone to human error. This can result in significant resource waste and affect the overall quality of work due to messy workflows, inaccurate data entry and inefficient operations. Furthermore, it prohibits businesses from adapting quickly to changing needs.

◆ Lack of business innovation

When organisations are overwhelmed by outdated processes and ineffective communication, fostering a culture of innovation becomes increasingly difficult. Employees struggle to think creatively and propose new ideas when they're bogged down by routine tasks. They need an environment that promotes experimentation and agility.



Challenges that delay adoption and ROI

- ◆ **Integration with legacy systems**
Organisations face difficulties integrating AI solutions with legacy systems that are outdated and not designed for interoperability. This mismatch can lead to stalled initiatives, considerable investment in upgrading technology and AI tools not being realised to their full potential.
- ◆ **Change management and resistance**
The introduction of AI solutions often meets with resistance from employees who may feel threatened by new technologies or hesitant to adopt unfamiliar tools. Usually, it arises from concerns regarding the learning complexity of new systems or even fears about job displacement.
- ◆ **Resource allocation and ROI**
With limited budgets and competing priorities, decision-makers often struggle to grapple with how to allocate resources effectively for AI initiatives. This can lead to them being unable to properly demonstrate tangible ROI to stakeholders and secure more support for AI initiatives.

- ◆ **Data quality and reliability**
Data is the lifeblood of AI systems. However, 56% of firms say that questionable data quality is a major barrier to effective implementation. Inaccurate or inconsistent data can lead to misleading insights that hampers decision-making and reduces trust in AI outcomes.
- ◆ **Ethical and regulatory concerns**
Navigating the ethical and regulatory landscape surrounding AI is daunting due to the strict guidelines and concerns around data privacy and bias. Without adhering to regulations and addressing these concerns, organisations can put their reputation with key stakeholders at risk.

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Extending AI and automation to drive real business impact

AI is so much more than a real-time assistant or a door to simple task automation. It goes way beyond buying a Microsoft Copilot license too.

Let's explore the extensibility of AI solutions and how it can supercharge your processes, workforce and revenue.

AI extensibility

Refers to the ability of AI systems to be expanded, customised and adapted to meet diverse business needs; without significant architectural changes or retraining.

The power of extensibility and creating a new way of working

Imagine being able to "talk" to your data, integrate workflows, and enable AI to make intelligent decisions and create customisable solutions that address unique pain points across departments.

This may sound like the "AI dream" you were originally sold when generative AI went mainstream. And if you're currently sceptical of AI's ability or usefulness for your organisation it may stem from not quite seeing this promise realised. But the true value of your AI investment comes from this idea of extensibility. What we're referring to here is your system's ability to be expanded

upon or enhanced with new and connecting features. It's the phase of implementation where we move past prompt engineering to unleash a new way of working that can generate greater ROI.

Microsoft Copilot may be the start of your AI journey. But by combining Copilot with tools like Power Platform, and Azure, you can build scalable AI solutions that grow from small, targeted applications to complex, enterprise-level systems that go beyond simple queries.

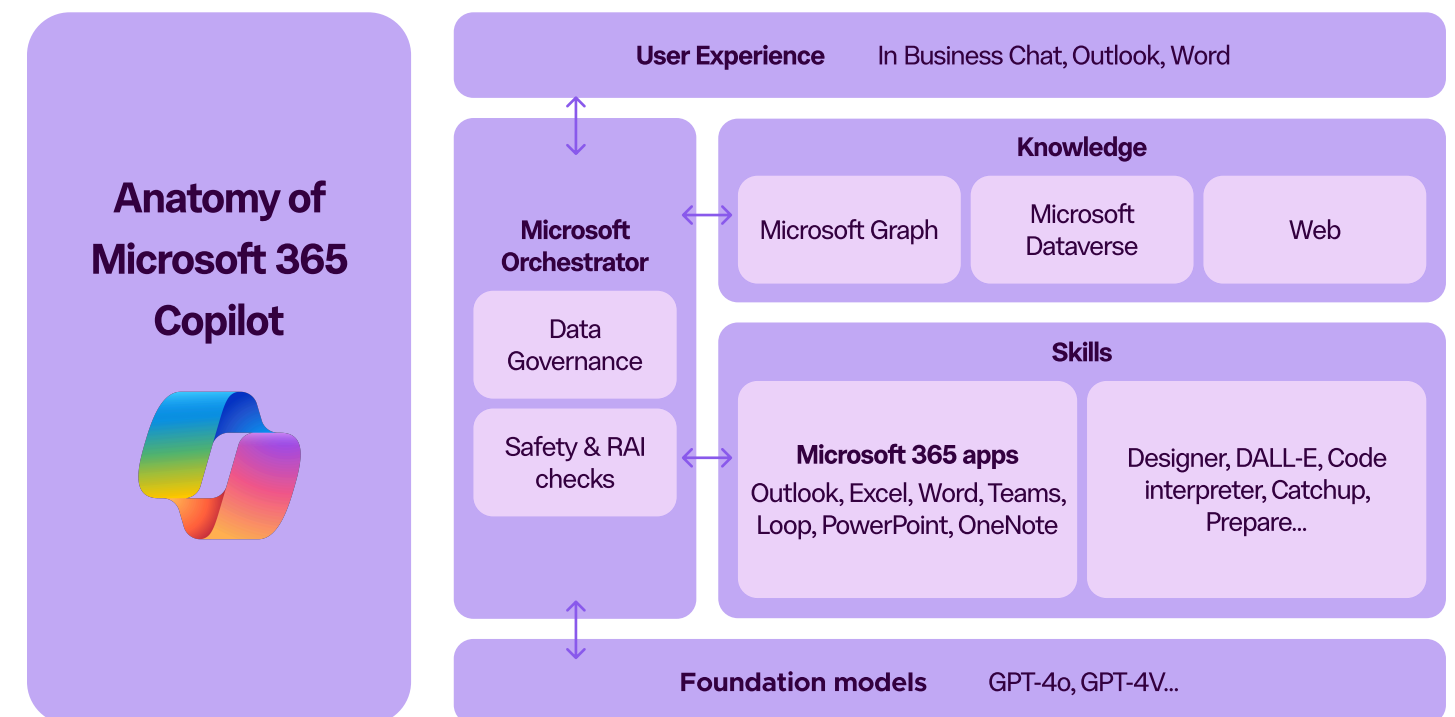


Image: Overview of the architecture of Microsoft 365 Copilot, emphasising extensibility and how it can be customised and scaled according to an organisation's specific requirements. [Inspired by Microsoft's official diagram]



Here's more of what to expect when you extend AI's capabilities:

◆ Enhanced data context and access

Integrating multiple data sources enables AI models like Copilot to access and analyse information from across your business, creating a richer understanding of context.

Picture your finance team combining data from sales forecasts, inventory systems, and customer feedback to create a more accurate cash flow prediction. By pooling these data sources, AI doesn't just provide numbers – it delivers insights that are informed by the full picture, helping you make more confident decisions.

◆ Orchestrate workflows across teams

AI-driven workflow orchestration allows your departments to align their operations around shared goals. Unlike simple task automation, orchestrating workflows means that, for example, sales, marketing, and customer service can work in sync better, creating a seamless customer journey.

The AI manages and links tasks from one department to the next, reducing friction and improving the experience for both your employees and customers.

◆ Personalised assistance at scale

Through strategic AI extensibility, your business can tailor AI tools to different functions and roles, making them more relevant and effective. This means that your HR department could deploy an AI assistant focused on recruiting metrics, employee onboarding, and policy inquiries, while your finance department might use an AI assistant focused on budgeting, expense tracking, and reporting.

Such tailored assistance increases productivity by delivering contextually relevant insights and support.

◆ Breaking down silos

AI integration across various platforms and tools can create a unified information-sharing system, promoting collaboration between your teams and reducing information barriers. This connected environment means that your employees have access to insights from different departments, creating a more informed, agile organisation.

◆ Turning insights into actions

AI can evolve from simply delivering insights to enabling real-time, actionable decisions. By combining data analysis with automation, AI can not only highlight opportunities or risks but also initiate actions that drive business results.

For instance, if your sales are falling below targets, AI can identify the issue and trigger a workflow to adjust pricing or promotional strategies in response.

Real intelligence through AI and automation

AI extensibility isn't just about making processes faster or more efficient - it's about fostering real intelligence in automation, where AI solutions are purpose-built to address high-impact problems.

With AI that "understands" the context and specific demands of your organisation, you can unlock smarter and more adaptable applications that contributes to both day-to-day operations and strategic goals.

And you know what that means? Greater ROI from your AI investments.



Our 5 step roadmap for AI success

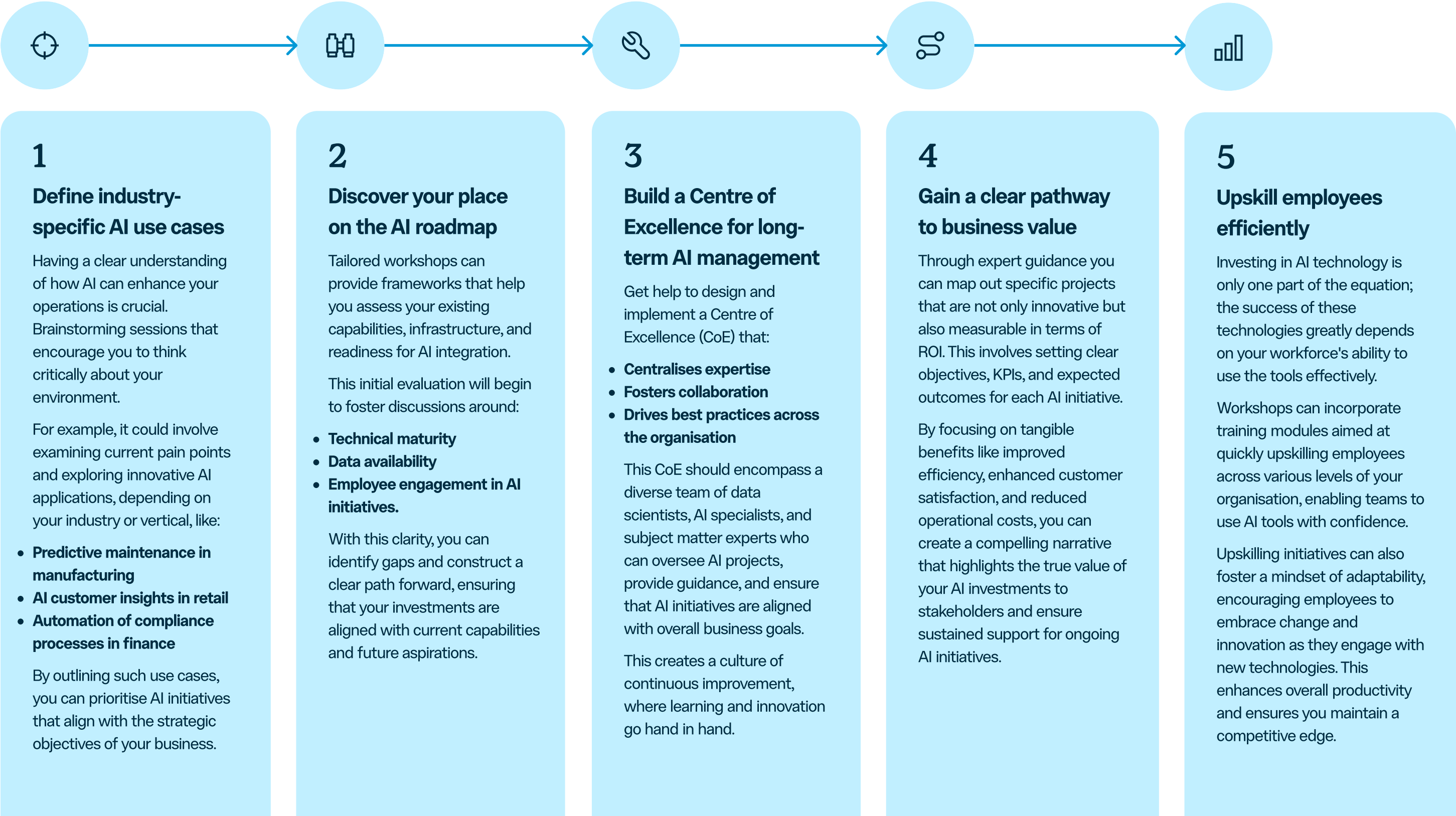
Are you truly prepared to embrace the future with AI? It's not just about having the tools; it's about mastering them.

Delving deep into your AI capabilities and learning to wield them effectively demands careful consideration and strategic thinking.

You need to have access to trusted partners that are AI experts.

They can guide you via deep discussions and tailored workshops to demonstrate how you can get the most out of any future AI investments.

Follow these 5 steps:



Plan, adopt, succeed

with Adoption and Change Management

Change isn't easy, and the adoption of AI can be fraught with resistance. Adoption and change management (ACM) can help to guide your workforce into this new frontier and understand the impact of AI.

Here's what applying ACM can enable your organisation to do:

Create a culture of adoption

The successful implementation of any technology largely depends on the culture within your organisation. A culture of adoption requires a proactive approach that engages employees at all levels. You should try:

- ✦ **Communicating the benefits of AI clearly and consistently**
- ✦ **Addressing any concerns immediate or resistance upfront**
- ✦ **Fostering an environment where experimentation and feedback are encouraged**

Instilling a growth mindset and an understanding of the strategic importance of AI initiatives ensures employees are not just passive recipients of change but active participants.

Understand how new technology will impact your organisation

Comprehensive impact assessments allow you to identify potential challenges, make necessary adjustments, and find opportunities for improvement. Engaging teams early in the process fosters a better understanding of how their roles may evolve with AI.

Facilitate discussions around these impacts so that departments can devise strategies that integrate smoothly into existing processes. This prepares individuals for new workflows and responsibilities.

Maximise the value of your technology investment

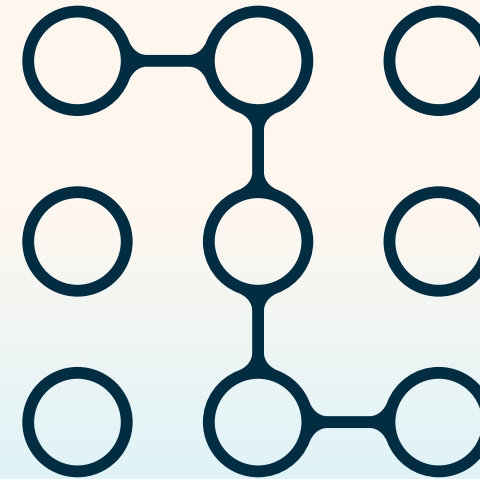
Change management is about ensuring that the investment you've made delivers its full potential. By developing a structured approach to technology adoption - like establishing KPIs to track usage, productivity, and ROI - you can evaluate their ongoing use and identify areas for optimisation.

ACM frameworks guide you in refining your strategies over time, ensuring that teams remain agile and responsive to new information and evolving business needs. Through regular evaluations and adjustments, you can maximise the returns on AI investments and drive continuous improvements across your operations.

Receive expert advice at every stage

Navigating the complexities of tech adoption requires a robust support system where expert advice is available throughout each stage of the ACM process. This significantly eases the transition and can provide your organisation with:

- ✦ **Fresh perspectives on your challenges**
- ✦ **Insights into best practices, tools, and methodologies to enhance your ACM approach**
- ✦ **Evidence-based strategies tailored to your unique circumstances**
- ✦ **A solid foundation for successful AI adoption**



Choosing the right partner for the journey

As we've tried to make clear in this guide, adopting AI is not easy. And getting the most out of these tools is another challenge altogether. That's why we believe a partner with deep expertise in solving the challenges presented by AI adoption and providing the right solutions is critical to your success.

Here's why we think we are a good fit for you:



We're the Microsoft Copilot experts you need

When it comes to Microsoft Copilot, we know our stuff.

It's not just that we understand how it works, or that we're prepared for Copilot Wave 2. We've seen the benefits ourselves and know how to get more out of Copilot. Our team can help you harness its capabilities and extensibilities to support your business goals and every department in your organisation.

But we go beyond just helping you understand the possibilities of AI and Copilot. We provide you with essential deep-dive consultations to help you understand your place on the AI roadmap and realise the value of Copilot:

Copilot Value Discovery

- ◆ Find out high-value scenarios across your organisation that illustrate the vision and value of Microsoft Copilot.
- ◆ Isolate your current state and the AI challenges you'll face.
- ◆ Gain an early view of the next steps needed for Copilot implementation.

Copilot Studio Value Discovery

- ◆ Realise the business value of Microsoft Copilot Studio.
- ◆ Discover the scenarios and use cases that align with your business challenges.
- ◆ Analyse change and adoption best practices and plans.

Copilot Evaluation Adoption Accelerator

- ◆ Develop a comprehensive user adoption and training plan focused on high-value scenarios.
- ◆ Measure and demonstrate the impact and value of Copilot.
- ◆ Extend and optimise Copilot for Microsoft 365 by using Copilot Studio.

“What used to take three hours now takes me one-and-a-half hours.

That's a 50% time saving.

All the small wins build into a massive overall win.”

Ross Welham,
AI & Automation Practice Lead



Create your own AI adoption roadmap

You’ve seen what a successful AI roadmap looks like - now it’s time to create one that’s right for your organisation.

Our [AI Maturity Assessment](#) guides you in defining compelling use cases that help your technical teams build a CoE for long-term AI management and AI adoption roadmap.

As adoption and change management experts, our assessment ensures you know how to implement a culture of change and so that you can upskill your employees and get to grips with how AI impacts your organisation.

Here’s how:



Step 1

Exploring

Raising awareness and reaching a common understanding on generative AI / Copilot and the workplace.



Step 2

Planning

Reviewing innovation opportunities to identify which high-value business problems to tackle first.



Step 3

Formalising

Putting the governance guardrails in place to make sure your data is safe.



Step 4

Scaling

Implementing the first solution(s) in collaboration with business owners/ users within the organisation.



Step 5

Realising

Upskilling business users to drive innovative solutions with their teams, peers and colleagues.



Crawl



Walk



Run

About Nasstar

The Nasstar Group is a leading next-generation technology provider, with over 25 years' experience creating transformational business change for its clients.

Nasstar is not just about secure cloud platforms, employee productivity tools, Data, AI and networks - we build the digital foundation for business success.

Our future-proofed intelligent infrastructure empowers businesses to not just scale and adapt, but thrive. Imagine a world where unlocking hidden data insights fuels employee experiences and drives growth.

With Nasstar you get the best of both worlds: secure, scalable AI-infused technology, and a human-centric approach that unlocks the true potential of the workforce.



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Considering all the confusion and complexity out there around AI, this is an incredibly valuable session.

The team at Nasstar impressed us with their Copilot insights and demonstrated how it could be used to solve some frustrating shortfalls in retail operations. We left the workshop with a clear set of priorities and a solid plan for our pilot programme.”

Fenwick Ltd.

We have the stats and partners to back us up

-  **10+ years** as a Microsoft Partner
-  **10+ years** experience in big data and AI
-  **140** Modern Work, Business Applications & Security Certifications
-  **5** Microsoft Partner of the Year awards
-  **50+** strong team of experts in our dedicated Microsoft Practice
-  **Certified** Azure Change Management practitioners
-  **Established** partnerships with Microsoft, Cisco, and Fortinet

Ready to turn AI into ROI?

It's crucial to have a partner who understands how to translate AI potential into results. Nasstar is that partner, offering the expertise and strategic roadmap you need to maximise return on your AI investment.

Whether you're just beginning to explore AI's possibilities or seeking ways to scale your existing efforts, Nasstar provides the guidance to turn your vision into a reality. Our team works with you every step of the way, ensuring that your AI vision is aligned with your business goals and primed to deliver tangible value.

Contact us to take get the next step in your AI journey.

Book a call with an expert and find out if you are eligible for Microsoft funding.

Contact us



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