



The true value of AI

Defining the value of artificial intelligence (AI) is something many organisations are starting to do. But where do you begin?



In 1876, Alexander Graham Bell made the first telephone call. At the time, as the use of these devices increased, there was widespread fascination and wonder. People couldn't believe the possibilities.

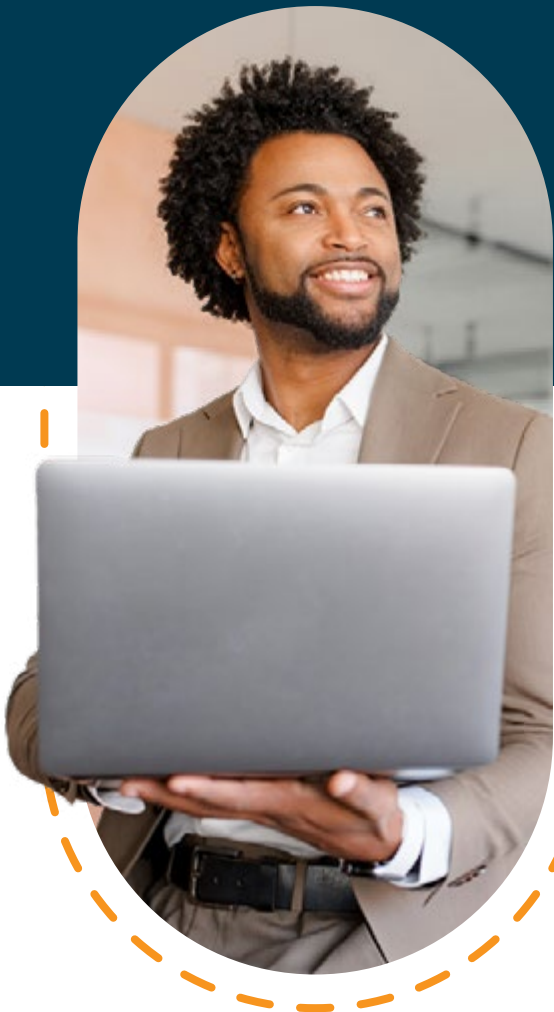
Now, phones have evolved into an integral part of our daily lives.

We use them for *everything*.

We don't know what's going to happen with AI in the future, but that's what's exciting. It's already revolutionising personal lives and workplaces, and with the right rules and regulations in place, it has the potential to drive creativity, improve the human experience, and streamline processes.

Despite the potential, there's still an AI utilisation gap. There's understandably a level of hesitation happening, as well as lack of awareness around the tools available. If this is you, you're in the right place.

This document takes you through each of Microsoft's AI offerings, designed to give you a full picture view of the modern solutions available to you and how Phoenix will support you every step of the way.



Read about...

AI Advancements	3	Our AI capabilities and offerings	15
Types of AI	6	AI services	
Use cases	7	Copilot offerings	
Azure AI	8	Our award and accreditations	18
Azure AI services		Microsoft Partner of the Year awards	
Azure Machine Learning		Additional accreditations	
Azure OpenAI		Additional AI resources	20
Copilot	11		
Copilot for Microsoft 365			
Copilot Studio			
Security Copilot			

AI advancements

Although AI has been around for many years in various forms, 2023 and 2024 were the introductory years as AI truly became part of the workplace. The years for us to test the waters with AI and find our grounding.

2025 is the year it gets real. The Microsoft 2024 Work Trend Index Annual Report¹ found that:



of global knowledge workers are using AI



of users say AI helps them save time



of people using AI enjoy their job more

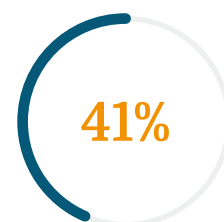
We've reached the point where AI isn't just a far-away idea or wish. It's here. As with any new technology, we're in the middle of a dramatic shift: moving away from experimentation and into real business use and value.

“

Embracing AI isn't just about adding yet another technology to our skillset, it's about **welcoming new possibilities and reshaping what we can achieve together.**”

Craig Taylor, Director of Cloud Solutions at Phoenix

According to Microsoft, leaders who are extremely familiar with AI see its potential to be as transformational as the shift from a typewriter to a computer.



of these leaders also predict that AI will redesign business models.

The beginning

The first working AI programmes were a series of checkers and chess-playing programmes written in the 1950s.

This time was when scientists really started to consider whether machines could replicate humans. If they could be instructed and taught how to:

- Think
- Understand
- Learn
- Apply their own 'intelligence'

The 1990s was when AI really took off, with demonstrations in machine learning, intelligent tutoring, scheduling, uncertain reasoning, data mining, natural language processing, virtual reality, and games.

Since then, we've created robots, autonomous vehicles, virtual assistants, autoregressive language models and chatbots like ChatGPT and Copilot.

From the start and throughout the whole developmental time, AI's primary purpose has always been to make our lives easier, so we can get maximum value out of what matters.



The now

In the last decade, AI has taken off. It's become a daily part of our lives, with three out of four people using AI at work¹. Today, the creation of AI programmes is happening constantly, with new applications available daily.

79% of leaders agree that their company needs AI to stay competitive¹, and the majority of people are welcoming this uptake. There are ethical concerns to consider, but with global leaders keeping a conversation going about this issue, we know that things are under control.

Just like how we can't imagine our lives without phones, one day we'll wonder how we ever got by without AI. That might seem scary, but it's not the first time this has happened. We're entering a technical revolution that rivals anything we've seen before. And do you know what that is? **Exciting.**

AI is already helping people be more creative and productive, and giving job seekers more power. Over time, it will change every aspect of work.

The future

Let's start by saying that AI isn't self-aware or omnipotent.

However, it can be used alongside human intelligence to improve itself. AI can help to create more advanced AI, potentially leading to an unprecedented acceleration in technological progression – leading to breakthroughs taking months or years to happen instead of decades.

There is no way to predict the direction AI will go, the possibilities are endless and open. We know that the use of AI in the workplace will continue to increase, most likely at a fast pace. We also know that the media coverage can be extreme, either going on about how it is useless or how it will take over the world, depending on who you ask.

There needs to be a voice of reason. Our take on AI is that it will continue to grow and people will use it more, personally and professionally. Much like computers, phones, and other technologies, it will likely be ingrained into our lives.

Understandably, this can be seen as something negative. And while everything has its downsides, we have to keep growing. There is no limit to our capabilities as a species, and this revolution is necessary for human evolution.



“

As we stand on the brink of technological change, AI represents more than just a tool.

By embracing AI, we are not only enhancing our current capabilities but also paving the way for future advancements that will redefine industries and set new standards for excellence.”

Richard Brown, AI and Power Platform Lead at Phoenix

In terms of the path forward for businesses, the way to grow AI into business transformation will look different for every organisation.

But here's how to get started.

- **Problem? AI can often be the answer.** Efficiency improvements are possible in virtually every part of your organisation—just choose a process and watch AI transform it
- **Enlist everyone.** Moving AI out of the developmental phase and into the transformational phase takes time, collaboration, and communication. Ensure buy-in from everyone in the organisation, from CEO to entry-level employees
- **Know what you're doing:** you don't go blind into something new. AI users need ongoing training, both on universal tasks and uses more tailored to their role and function

AI is not just a fleeting trend but a shift in how we approach problems. As we integrate AI deeper into our lives, both personally and professionally, we stand on the cusp of a new era of efficiency and creativity.

Types of AI

Artificial Intelligence comes in many forms, each representing different levels of intelligence and functionality.

- **Machine Learning (ML)** is the basis of AI. It helps systems learn from data, improving their performance over time without being explicitly programmed for every task.

- Taking this a step further is **deep learning (DL)**, a subset of ML that uses neural networks modelled after the human brain. Deep learning is what powers more complex AI systems like image recognition, natural language processing (NLP), and voice assistants.

- Powered by ML and DL is **generative AI**. Unlike traditional AI/ ML which is all about recognising patterns and making decisions, generative AI can create content from scratch. These models, such as ChatGPT or Copilot, generate text, images, or even music from scratch. Chatbots that can hold convincing conversations or tools that write articles or create artwork on demand are powered by generative AI.

- **Natural Language Processing (NLP)** is the branch of AI that enables machines to understand, interpret, and respond to human language. NLP is what makes virtual assistants like Siri or Alexa useful - understanding your commands and responding in ways that feel natural. It's also what goes into generative AI tools like ChatGPT and Copilot to make them respond naturally.

- Then there's **Reinforcement Learning (RL)**, which is used to train AI by rewarding it for making the right decisions. Unlike ML, which trains on static datasets, reinforcement learning allows AI to improve by interacting with its environment. This is great for complex tasks where the AI must explore options and learn from both successes and failures.

The different elements of AI all intertwine and work with the others, which is what gives us such complex and detailed AI programmes.

- NLP uses deep learning for better language understanding
- Generative AI combines ML, DL, and NLP
- Reinforcement learning often incorporates deep learning techniques

This interconnected nature of AI technologies enables the development of sophisticated systems which can handle increasingly complex tasks, from simple automation to creative content generation.



Use cases

AI is everywhere. Large, small, public, and private organisations are all enhancing their work with artificial intelligence.

While we all enjoy having those funny chats and witty back-and-forth's with chatbots, the biggest opportunities of AI are in the business cases. All organisations in all sectors can make use of AI.



UK councils are introducing AI tools to automate permit approvals and provide real-time financial forecasts. This reduces processing times and improved budget allocation, helping the council deliver better public services while cutting costs



Police departments are deploying AI crime analytics and facial recognition to monitor large events in real time. These systems are able to flag a wanted individuals, leading to quick arrests



Councils, NHS Trusts, universities, and more are introducing AI chatbots to streamline access to information, reducing waiting times and pressure on employees



Hospitals are introducing AI tools to assist with medical scans and patient prioritisation. This reduces diagnostic times and improved accuracy, allowing faster treatment for high-risk patients



Construction firms are using AI to optimise resource management and safety monitoring. AI can predict material needs and detect hazards



Retail companies are adopting personalised recommendations and dynamic pricing using AI, boosting sales



Legal firms and admin companies are using AI to analyse and summarise large volumes of documents, streamlining case management



Military organisations are deploying AI for threat analysis and real-time surveillance, helping to identify potential security risks faster



AI is aiding **public health departments** in analysing health data to predict and respond to outbreaks, helping to protect communities more effectively



Schools are adopting AI to create personalised learning paths for students, helping improve learning outcomes



Real estate agencies are implementing AI to offer personalised home recommendations and 3D property tours



Power companies are adopting AI to optimise energy distribution, helping balance supply and demand and reducing operational costs



Logistics and supply chain firms are implementing AI for route optimisation, enabling faster deliveries and lowering fuel consumption



Pharmaceutical companies are using AI to accelerate drug discovery by analysing large datasets to identify potential compounds and predict their effectiveness



Universities are using AI to help with marking and analysing coursework



Companies in the private sector are using AI to revolutionise GDPR compliance routes by drafting responses to RFIs

The value of AI extends beyond use cases

While smaller, measurable improvements are well worth it, it's also worth looking at the bigger picture.

The long-term benefits of AI are profound. AI can automate repetitive tasks, increase focus on creativity and strategy, give greater access to information and support, and improve communication.

Azure AI

Azure AI is where innovators are creating the future. Unlike traditional AI platforms, Azure AI gives you control.

Built on Microsoft's Azure Cloud platform, Azure AI enables people to build intelligent solutions with ease.

Azure AI Services

Azure AI Services encompass unified interfaces for AI and ML development. All services and tools are provided through Microsoft's Azure Cloud Platform and are built specifically for organisations that want to use AI without having to build their own models from scratch.

Azure AI Services are a collection of pre-made AI APIs (Application Programming Interfaces) that enable organisations to incorporate advanced AI capabilities into workloads without any complex steps, procedures, or work.

These are made to help organisations overcome AI inertia, ensuring everyone can utilise the AI tools they need without needing extensive data science expertise or expensive development projects. On top of this, Azure AI Services benefit from Microsoft's strict adherence to rigorous data compliance standards including dedicated UK data residency, making these solutions a top choice for much of the public and private sectors.

There are five APIs within Azure AI Services:

1
....

Language

The language API is the baseline of text understanding for AI.

Used to integrate natural language processing (NLP) and text analytics into applications, it provides key capabilities for understanding, interpreting, and processing text.

2
....

Speech

The speech API bridges the gap between spoken and written communication.

Including speech recognition, synthesis, and translation features, this API is useful for automated customer service, voice-based authentication, and more.

3
....

Vision

The Azure Vision API allows developers to integrate image and video analysis capabilities into applications.

Including computer vision, face API, form recogniser, and video indexer, this API is built for workloads that need visual interpretation.

4
....

Content safety

This API keeps your content appropriate and safe by monitoring for harmful material across multiple languages.

This service is essential for maintaining brand safety and ensuring any AI generated content meets the highest standards.

5
....

Search

Retrieve information from a variety of sources using the intelligence search capabilities provided by the Azure Search API.

Giving you the ability to find relevant documents, images, videos, and more, this API is what powers AI tools like Copilot's search and find capabilities.

Azure Machine Learning

Azure ML is similar to Azure AI Services, but more targeted at skilled-up data scientists and developers who have the capabilities to build, train, and deploy custom ML models.

Offering more flexibility and hands-on models, this Azure platform is used more commonly in complex scenarios. Its features and integrations underscore Azure's capabilities in supporting advanced machine learning workloads. These include:



Model development

Model development in Azure ML simplifies the creation process, offering tools for automated, visual, and code-based model building. This flexibility accommodates users of all skill levels, from beginners to advanced data scientists, interpreting, and processing text.

Data preparation

Azure ML's data preparation tools streamline dataset organisation, enabling efficient data labelling and wrangling for large datasets. Integration with Azure storage solutions makes handling complex data seamless.

Model training

Scalable model training resources in Azure ML accelerate the training process with options for distributed tasks and hardware acceleration. This approach reduces time and enhances performance, even with complex models and large datasets.

Model tuning

Azure ML's tuning capabilities enhance model performance through automated hyperparameter adjustments, enabling models to reach optimal accuracy with minimal manual intervention.

Model evaluation

Model evaluation tools track essential performance metrics while providing fairness and interpretability features, ensuring accuracy and ethical standards across predictions.

Model deployment

Deployment options in Azure ML enable real-time and batch predictions with ease, while also supporting edge deployment for IoT scenarios, making it adaptable for various application needs.

Security and compliance

Security and compliance in Azure ML protect data throughout the ML lifecycle, with encryption and adherence to standards.

Integration with Azure Services

Azure ML integrates with services like Databricks, Synapse Analytics, and DevOps, creating an end-to-end ML workflow from data processing to deployment and monitoring. This seamless integration with the broader Azure ecosystem enhances your development capabilities and streamlines workflows.

Model monitoring

Model monitoring ensures long-term performance with tools for drift detection and automated MLOps processes, allowing for seamless maintenance and governance.

Azure OpenAI

Azure OpenAI Service provides REST API access to OpenAI's language models:

- GPT-4 and GPT-4 Turbo with Vision
- GPT-3.5-Turbo
- Embeddings models (ada 2, 3-large, 3-small)
- Various preview models (o1-preview, o1-mini)

REST APIs allow different applications to communicate with each other over the internet by making requests to access, create, update, or delete data.

Azure OpenAI enables each of these models to be adapted and tailored specifically to what you require them for. This includes, but isn't limited to, content generation, summarisation, image understanding, semantic search, and natural language to code translation.



Azure OpenAI Service gives customers advanced language AI with OpenAI's GPT models, DALL-E, Whisper, and text-to-speech models with the security and enterprise promise of Azure. Azure OpenAI co-develops the APIs with OpenAI, ensuring compatibility and a smooth transition from one to the other.

With Azure OpenAI, customers get the security capabilities of Microsoft Azure while running the same proprietary / flagship models as OpenAI. Azure OpenAI offers private networking, regional availability, and responsible AI content filtering.

Microsoft's PTU offerings give organisations a fixed allocation of resources for your AI capabilities, providing an alternative to the classic pay-as-you-go model. PTU's are well suited for production-ready workloads that require stability – therefore great for organisations that rely on consistent, cost-effective performance from AI workloads.



Access.

Azure OpenAI provides access to OpenAI's models. These allow for sophisticated automation without needing to develop AI models from scratch

Integration.

Seamlessly integrates with Azure's cloud infrastructure and services like Azure Machine Learning, and data platforms

Security.

Microsoft offers high-level security and compliance standards. This includes regulatory compliance with industry standards and privacy regulations

Scalability.

Azure's worldwide data centres provide low-latency access, making AI-driven applications responsive and available for users globally

Easy.

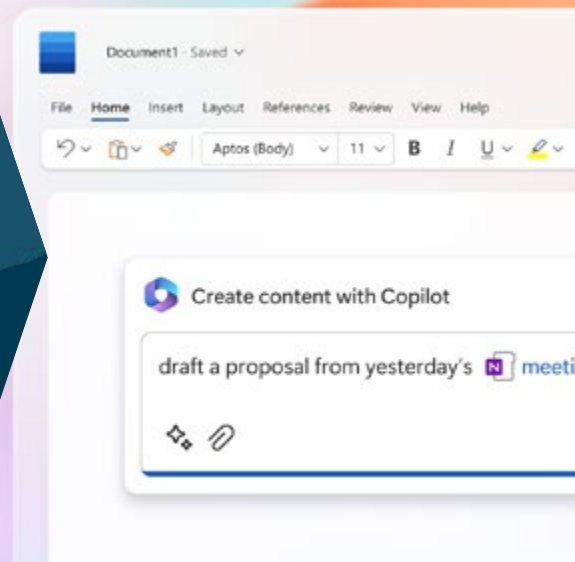
Azure OpenAI is developer-friendly, offering REST APIs and other tools that simplify AI integration

[Find out more >](#)

Copilot

Rediscover work's purpose with Microsoft 365 Copilot, a next-gen AI assistant designed to simplify, create, and connect.

It combines large language models (LLMs) with your data in Microsoft Graph and 365 apps, transforming how you approach tasks across Word, Excel, PowerPoint, Outlook, and Teams.



Lewis Thomson, Copilot and Microsoft Programme Lead, captures it best:

“This is the next step in how we interact with tech, changing work fundamentally and boosting productivity.”

Copilot works within your everyday tools, helping you be more creative, analytical, expressive, and collaborative.

With Copilot, you stay in control, saving time and energy to focus on what really matters.

There are multiple branches of Copilot, each handling their own specific area or branching off the main capabilities of Copilot to give you an even more customised approach to work.



Copilot for Microsoft 365

Copilot for Microsoft 365 (M365) integrates across M365 applications to help users improve productivity and streamline tasks. It's powered by large language models (LLMs), designed to work alongside people as a “copilot” to assist with tasks. It's not designed to do someone's job, but instead provide a helping hand by completing admin tasks and supporting on big projects.

In practice, Copilot for M365 can draft documents, suggest edits, create data visualisations, and pull key insights using Graph APIs. It also has a feature called Business Chat, which allows users to work across different M365 apps to pull information from shared assets.

Smart content generation.

Copilot for M365 assists users by generating draft emails, reports, or summaries, adapting to the context and tone needed for different situations in Microsoft 365 applications

Insight-driven summaries.

Copilot can provide insights from documents and data within M365, allowing users to quickly understand key takeaways from reports, meetings, or project files without extensive review time

Task prioritisation.

Integrated within M365, Copilot helps users organise and prioritise their tasks by analysing project details, deadlines, and communications

Enhanced collaboration.

Within collaborative apps like Teams and OneNote, Copilot boosts productivity by offering real-time assistance, like summarising ongoing discussions, suggesting next steps, or flagging action items across projects

For individuals

Microsoft 365 Copilot acts as a productivity partner.

For individuals, it helps on a day-to-day basis to handle routine tasks like drafting emails, summarising documents, generating reports, and performing data analysis. It clears the admin work so you can focus on what really matters.

For businesses

The positive effects of Copilot for M365 for individual employees has a ripple effect across the whole organisation.

Every employee is more proactive, efficient, and communicative, leading to a more aligned business. With Copilot for M365, teams stay aligned, decisions are made faster, and projects move smoothly from one stage to the next.

Example prompts

Copilot, summarise the key insights from our survey on student engagement strategies.



The survey highlights that active learning methods, like group projects and interactive discussions, are most effective in boosting student engagement. 78% of students feel more involved when they can collaborate, and 67% favour digital tools that support interactive learning.

Copilot, outline the steps for training staff on a new patient data management system based on my emails with Dan.



1. Overview of new data management features; 2. Hands-on training session with a test database; 3. Best practices for secure patient data handling; 4. Q&A and ongoing support resources.

Copilot, summarise the key points from this email about the new workplace health initiative



The email outlines the launch of a new workplace health initiative focused on promoting mental and physical wellness among employees.

It includes details about upcoming workshops on stress management and fitness, along with resources like wellness check-ins and confidential counselling.

The programme will kick off in December, and employees are encouraged to participate.

Copilot, can you find the latest version of the Proseware Project Plan?



The latest version of the Proseware Project Plan is titled 'Proseware_Project_Plan.docx' and was last modified yesterday morning by Chris Preston.

It outlines the comprehensive initiative aimed at enhancing Proseware's digital presence and improving customer engagement.

What you gain

- Accelerate your understanding with integrated intelligence across all your data
- Receive valuable coaching tips to craft effective customer communications
- Write, edit, and summarise proposals and project plans
- Analyse and explore data to create assets such as powerful, professional visualisations and project trackers
- Get the same security, compliance, and privacy policies in Copilot that you've set up in Microsoft 365

[Find out more >](#)



Copilot Studio

Copilot Studio branches off Copilot for Microsoft 365, letting you take control, customise, and automate tasks across M365 apps—all with simple language.

Copilot studio has all the capabilities of Copilot for M365 while being tailored to your organisation specifically. It understands your work style. It's built to meet your specific business outcomes.



Prompt engineering. Through Copilot Studio, users can create and refine prompts that Copilot responds to. This allows customisation, such as directing Copilot to consider specific details or preferred tones when drafting content

Automation. Copilot Studio integrates with Microsoft Power Automate, enabling users to design workflows that Copilot can trigger. This can involve tasks like sending notifications based on specific conditions or summarising a meeting transcript and distributing it

Custom apps. Users can configure Copilot to interact in unique ways within Microsoft 365 applications, creating a more aligned experience

Data integration. Organisations can enable Copilot Studio to access internal documents, resources, and relevant data, helping make sure that Copilot's responses are tailored with real-time information

Copilot Studio aligns with your specific goals, speaks your language, and saves you time. It's built to adapt to your world, making your day-to-day smoother.

[Find out more >](#)



Real-life examples of how Copilot Studio has been used



Student service directory: using a custom Copilot made in Copilot Studio, students have been able to self-assess requests for welfare, mental health, and financial support. This tool not only allows direct access to support through natural language queries but also eases the load on internal services for triage and guidance. Insights from Copilot usage have enabled universities to create new services based on demand, such as finance drop-in sessions and extended campus service hours during student onboarding



Website assistance tool: the Copilot Studio bot offers users an alternative way to access website content, enhancing accessibility and inclusivity of digital materials. Combined with built-in dictation services, the chatbot can transform spoken instructions into digital commands, enabling the Copilot to search through website data and published PDF documents to deliver the most relevant responses. These responses can then be communicated to users either as text or audio



Human resources Copilot: using this Teams-based tool enables staff to enquire about HR processes, personal info like pay and holiday, and internal policies such as ISO and GDPR. With the chatbot, employees can book time off or get answers to "How do I..." questions related to personal and professional issues, supplementing the HR Team by directing them to relevant information or contacts within the organisation



Single digital interface: Copilot Studio bots serve as a unified digital interface to query data from various sources. By integrating the bot into Teams, organisations can avoid the necessity of maintaining multiple instances or open windows for data-related tasks. Alongside improved search capabilities and active workflow automation triggers, these copilots empower users to update records via the bot without having to log into multiple systems

The versatility and innovative potential of Copilot Studio are vast, extending far beyond standard applications. You will cultivate a proactive environment where tailored solutions drive creativity.

Accreditations, capabilities, and offerings

AI capabilities and offerings

We have a team of dedicated and experienced AI Specialists that help deploy and run several AI offerings and workshops.

AI services and approach

1
....

Discovery and strategy: we delve into your business objectives, engage with key stakeholders, illustrate the benefits of Azure AI, and initiate a strategic partnership

2
....

Innovation and planning: we bring Azure AI's potential to life with demonstrations, collaborate on ideation workshops, define key AI initiatives, and set the stage for a targeted

3
....

Proof of Concept: we rapidly prototype your chosen AI use case utilising Azure AI's robust services, ensuring a foundation of ethical AI governance, and solidifying the business case for further development

4
....

Solution deployment: we craft and roll out a scalable, secure Minimum Viable Product (MVP) that encapsulates the essential features of your AI use case, driving it from concept to production with measurable success

5
....

Growth and enhancement: post-deployment, we will ensure a smooth transition of the solution to your team, documenting insights, scaling operations, refining AI use cases, and providing feedback to Microsoft for ongoing product improvement

[Find out more >](#)

Copilot offerings

Navigating the initial stages of AI adoption can be a challenge. We offer several Copilot support solutions.

Copilot for M365 engagements:



- **Technical and organisational readiness:** preparation services to ensure infrastructure, data accessibility, and compliance measures are ready for Copilot deployment
- **Ethical AI use:** emphasis on responsible AI

Value discovery sessions:



- **Tailored demos and PoC:** Proof-of-Concept and sector-specific demos
- **Scenario mapping:** interactive sessions to tailor Copilot to specific workflows to get maximum value

Training and support:



- **Training:** phase-based training sessions tailored to each department's needs
- **Centre of excellence support:** dedicated support through a Teams channel and additional tools like the "Prompt Buddy" for effective prompt crafting, to ensure maximum value

Metrics and success tracking:



- **Copilot metrics:** tracking usage data, time-saved feedback, and user satisfaction through surveys, providing actionable insights
- **ROI calculators:** tools to measure the financial impact of Copilot by quantifying time and cost savings

Copilot Adoption Accelerator:



- **Deployment support:** assistance with deploying Microsoft Copilot to ensure a smooth rollout
- **Customisable adoption focus:** modular engagement that concentrates on specific adoption activities tailored to your organisation's needs

Copilot Evaluation Accelerator:



- **Rapid evaluation:** assistance with quickly evaluating Microsoft Copilot through proven scenarios
- **Value demonstration:** focused engagement to help organisations see and understand the value, building confidence for implementation and adoption

Copilot Studio Value Discovery:



- **One-day workshop:** a focused session to develop priority scenarios and the value opportunity through Copilot Studio
- **Scenario development and planning:** introduction to Copilot Studio, showcasing relevant business scenarios, and defining KPIs and success metrics for deployment

Copilot Value Discovery:



- **Business value conversations:** facilitation of discussions by function to determine the impact of AI on revenue, costs, and employee wellbeing
- **AI transformation and roadmap:** identification of high-value AI scenarios, building a business case, and developing a roadmap for deployment and adoption

Copilot Value Discovery (role-based):



- **Role-based value conversations:** focused discussions on sales, customer service, and finance functions to determine the business impact on revenue, costs, and employee wellbeing
- **Blueprint for impact:** provides a framework to assess the positive outcomes of AI implementation across key business functions

Get in touch

Contact us today and explore our Copilot offerings in more detail.

[Find out more >](#)



AI Data Governance Workshop

While the benefits of AI are great, there's a critical element that organisations shouldn't overlook – governance.

Our AI Data Governance Workshop helps you keep up with the pace of AI and the risks that may come with it. Helping you overcome potential privacy violations, shadow IT, data exposures, and financial risks, we will support you to make effective decisions on safe AI use.

The workshop covers:

- ✓ **Introduction:** understanding how your organisations is currently using AI
- ✓ **Strategy:** exploring your aspirations and desired use and outcomes of implementing AI
- ✓ Understanding the landscape: analysing existing policies, guardrails, documentation, and training on use of AI
- ✓ **AI best practise:** identifying ethical frameworks, standards, and risk management principles to align with
- ✓ **Next steps:** receive a Phoenix output report detailing a bespoke, suggested strategy with recommendations, as well as detailing how Phoenix will support you moving forwards

[Find out more >](#)



Additional support:



Data health checks: a data security assessment to protect sensitive information while using Copilot



Support for all users: accessibility features that assist individuals with dyslexia, visual impairments, hearing impairments, and cognitive disabilities



Task automation: reducing reliance on external agencies through Copilot-powered efficiencies, e.g., case processing and data entry

Questions?

Our specialists are here to answer them. Book your free one-to-one call now.

[Book a call now >](#)



Our awards and accreditations

Phoenix is one of the most recognised and accredited world-leading Microsoft partners with a focus on transforming organisations across the UK.

Our Microsoft awards and accreditations enable us to continue to serve our customers and provide the technical implementation and support they need, as well as the adoption and change management skills they require to maximise their investments.

Microsoft Partner of the Year Awards

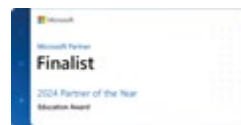
Chosen from more than 17,000 submitted nominations from more than 100 countries worldwide, Microsoft Partner of the Year Awards celebrate Microsoft partners across the globe who have demonstrated exceptional expertise, innovation, and customer impact in delivering solutions based on Microsoft technologies.

Since 2019, Phoenix has been the recipient of five Microsoft Partner of the Year awards or named as a finalist.

“

Phoenix has repeatedly demonstrated a high level of expertise, from immersion experiences to professional services capabilities and delivery, driving success with customers across the UK.”

Clare Barclay, Chief Executive Officer, Microsoft UK



2024 Microsoft Education Partner of the Year Finalist



2023 Microsoft Modern Endpoint Management Partner of the Year



2023 Microsoft FastTrack Ready Partner of the Year Finalist

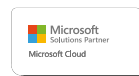


2019 Microsoft Modern Workplace Transformation Partner of the Year



2021 Microsoft UK Partner of the Year

Additional accreditations



Solution Partner for
Microsoft Cloud



Solutions Partner for
Business Applications

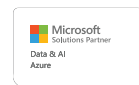


Solutions Partner for
Data and AI (Azure)

- Infra and Database Migration



Solutions Partner
for Digital and app
innovation (Azure)



Solutions Partner for
Data and AI (Azure)

- Infra and Database Migration



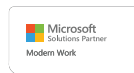
Solutions Partner for
Infrastructure (Azure)

- Infra and Database Migration
- Azure Virtual Desktop



Solutions Partner
for Security

- Cloud Security
- Identity and Access Management
- Information Protection and Governance



Solutions Partner for
Modern Work

- Adoption and Change Management
- Calling for Microsoft Teams
- Meetings and Meeting Rooms for Microsoft Teams
- Teamwork Deployment
- Modernise Endpoint



Member of Microsoft
Intelligent Security
Association (MISA)



Microsoft Azure
Expert MSP

Microsoft Specialisations



Adoption and
change management



Azure Virtual Desktop



Calling for
Microsoft Teams



Cloud Security



Identity and Access
Management



Information Protection
and Governance



Infra and
Database Migration



Meetings and
Meeting Rooms for
Microsoft Teams



Modernise
Endpoint



Teamwork
Deployment



Threat
Protection



Additional AI resources

If you haven't already figured this out, we're big fans of AI.

We're passionate about not only delivering AI solutions that will transform organisations, but also about educating people on everything they need to know about AI.

Check out our other AI-related resources...



Accelerating AI in the workplace: peering into the apprehensions, challenges, and benefits of using AI at work

Accelerating AI in the workplace: peering into the apprehensions, challenges, and benefits of using AI at work

This whitepaper explores the role AI plays in transforming workplaces across the world, and how to ensure your organisation utilises it in the best way possible while maintaining your ethical commitments.

- Understanding AI in the workplace
- Challenges and apprehensions
- Positive impact of AI
- A deeper discussion: ethical AI
- AI for all
- Copilot for Microsoft 365: a new way to work
- Phoenix's commitment to helping public and private sector organisations implement ethical AI

[Check it out >](#)



How to use Copilot for Microsoft 365

Adopting Copilot for Microsoft 365 is just the first step. Understanding how to use it is another.

This blog features both written and video how-to guides for Copilot in each of the M365 apps.

[Check it out >](#)

A new AI era: Copilot+ PCs

Microsoft's out-of-the-box thinking has led to decades of innovation. As AI uptake increases, Microsoft have once again introduced a game-changing piece of tech.

This blog takes you through everything you need to know about Copilot+ PCs.

[Find out more >](#)

Microsoft Security Copilot

As we've covered, Microsoft Security Copilot is the first gen AI solution specifically designed to support security and IT professionals.

Get your questions answered now.

[Read the blog >](#)



Talk to us.

Our specialists are here and ready to help your organisation with everything AI. Get in touch with us today.

Contact us

Alternatively, use the contact details below and one of our specialists will be in touch to discuss your requirements.

Contact us

hello@phoenixs.co.uk
01904 562200

© Phoenix Software 2024. All Rights Reserved.

Phoenix Software Limited is a company registered in England and Wales, with company number 02548628 and VAT number GB 755 3490 15.
Registered Office Address: Phoenix Software, Blenheim House, York Road, Pocklington, York, YO42 1NS

References:

1. <https://news.microsoft.com/annual-wti-2024/>

