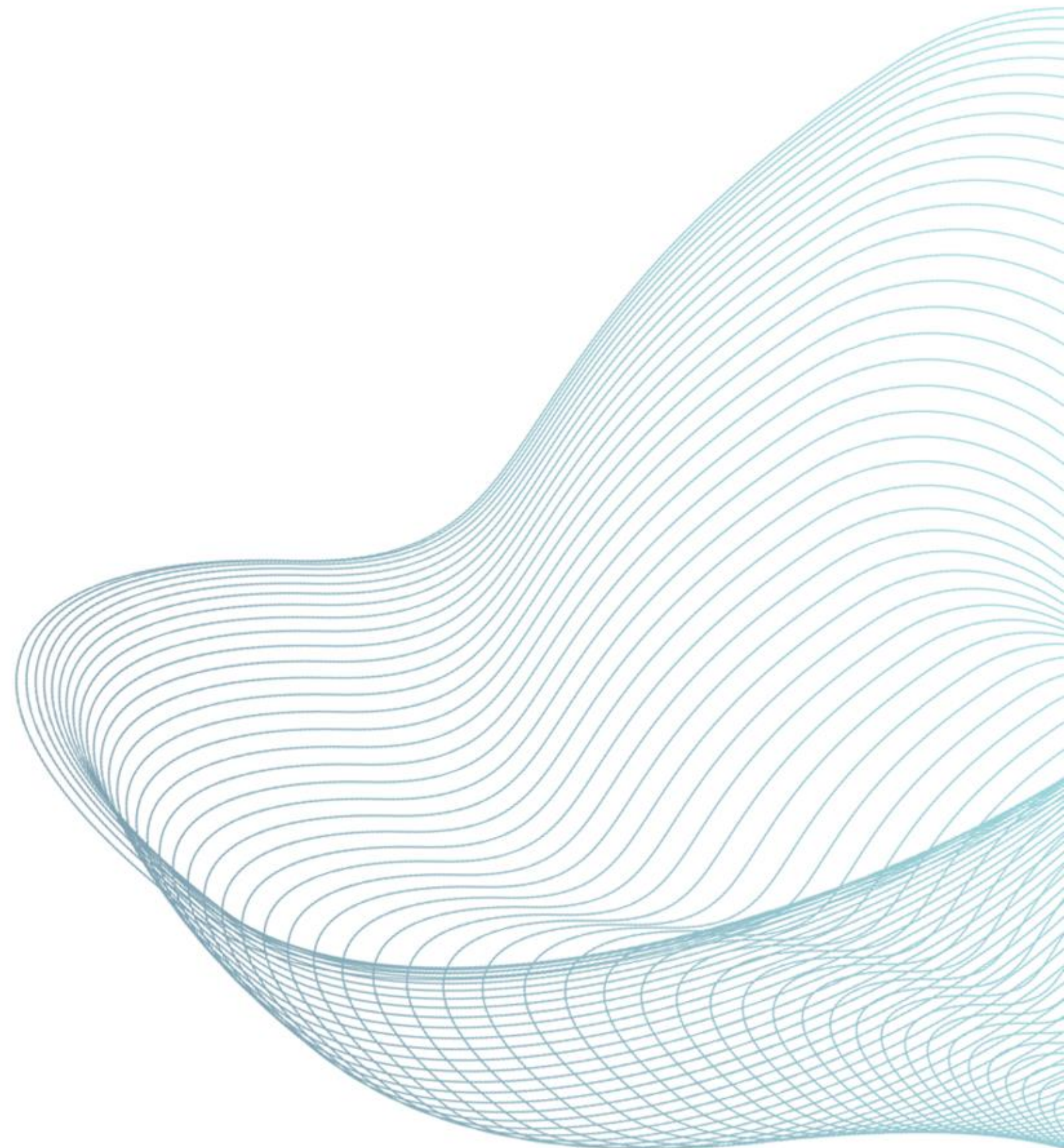




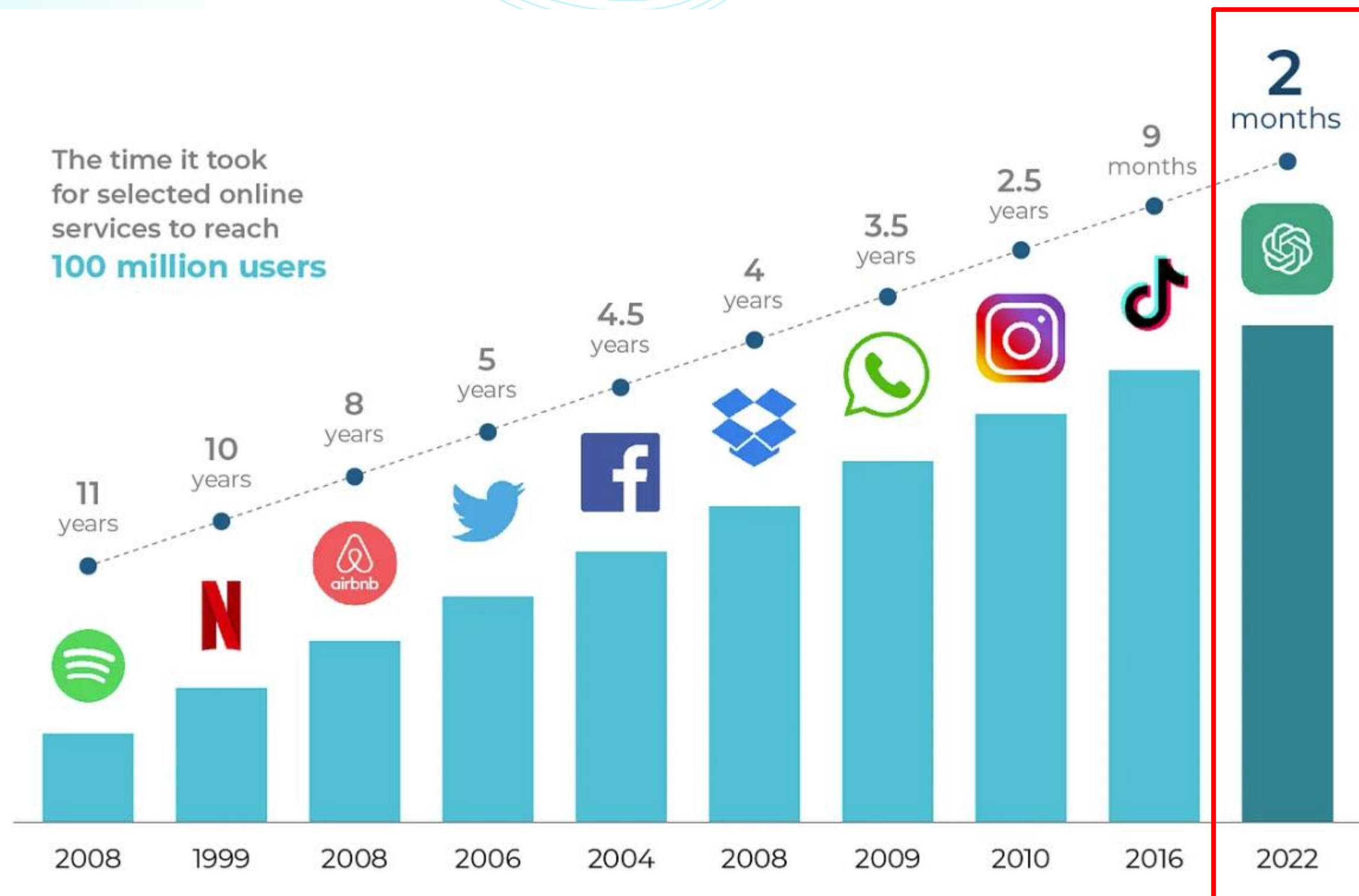
# People and Data

The twin pillars for AI Business Transformation success

**Christos Papanikolaou**  
Solutions Sales Manager, InTTrust



# AI at work is here





# Now comes the hard part

79%

of leaders believe AI is a business imperative to stay competitive,...

...and

59%

worry about quantifying the productivity gains of AI.

...a surprising

60%

say their organization lacks a plan and vision to implement it,...

At the same time

75%

of employees are already using it... with

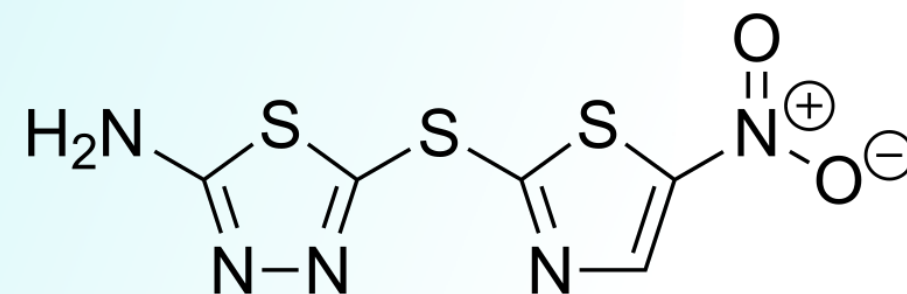
78%

In **BYOAI** logic

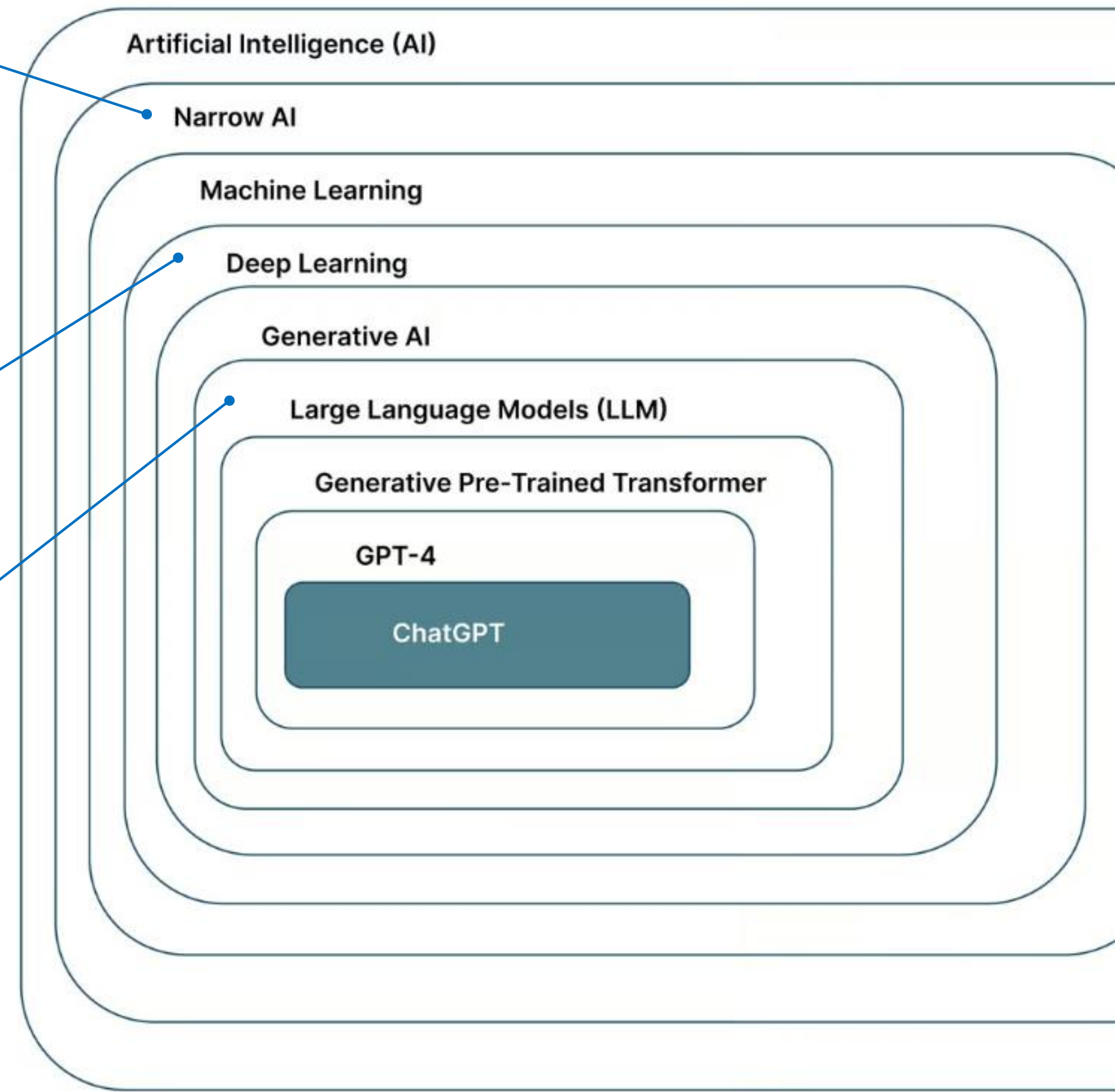


1997: Deep Blue wins against Gary Kasparov

2020: AI assists on Drug Discovery  
MIT researchers used AI to re-classify a compound as potential Antibiotic (named it HALicin...)



2024: Generative AI cannot count how many “e” are in “ketchup”



**Still..... it is the first time in history where AI can co-create together with humans**

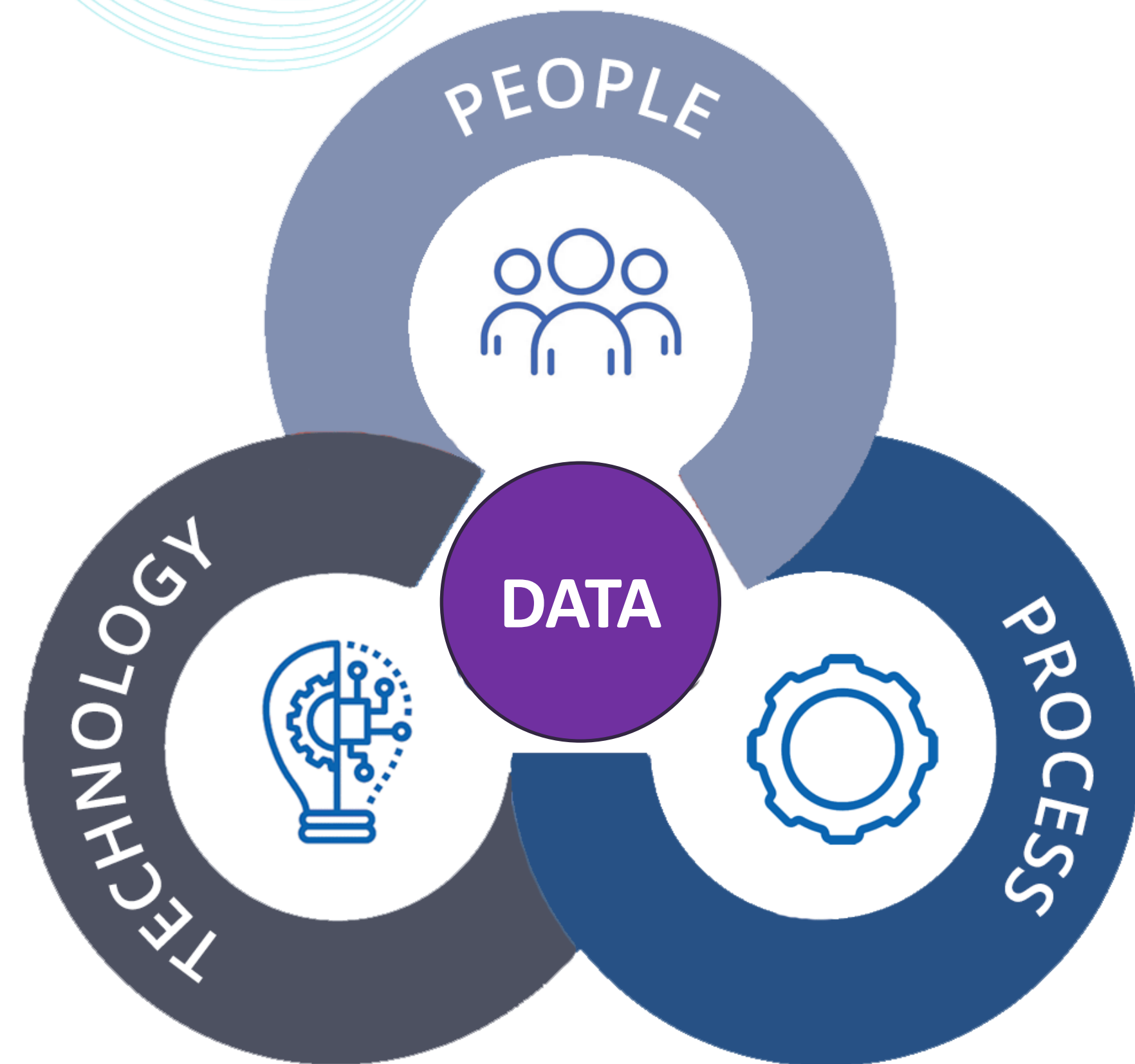
**A big step towards “Augmented Intelligence”**

# Digital Transformation in the (Gen)AI era

**AI Success is not about Technology**

**Data are the fourth pillar for AI Success**

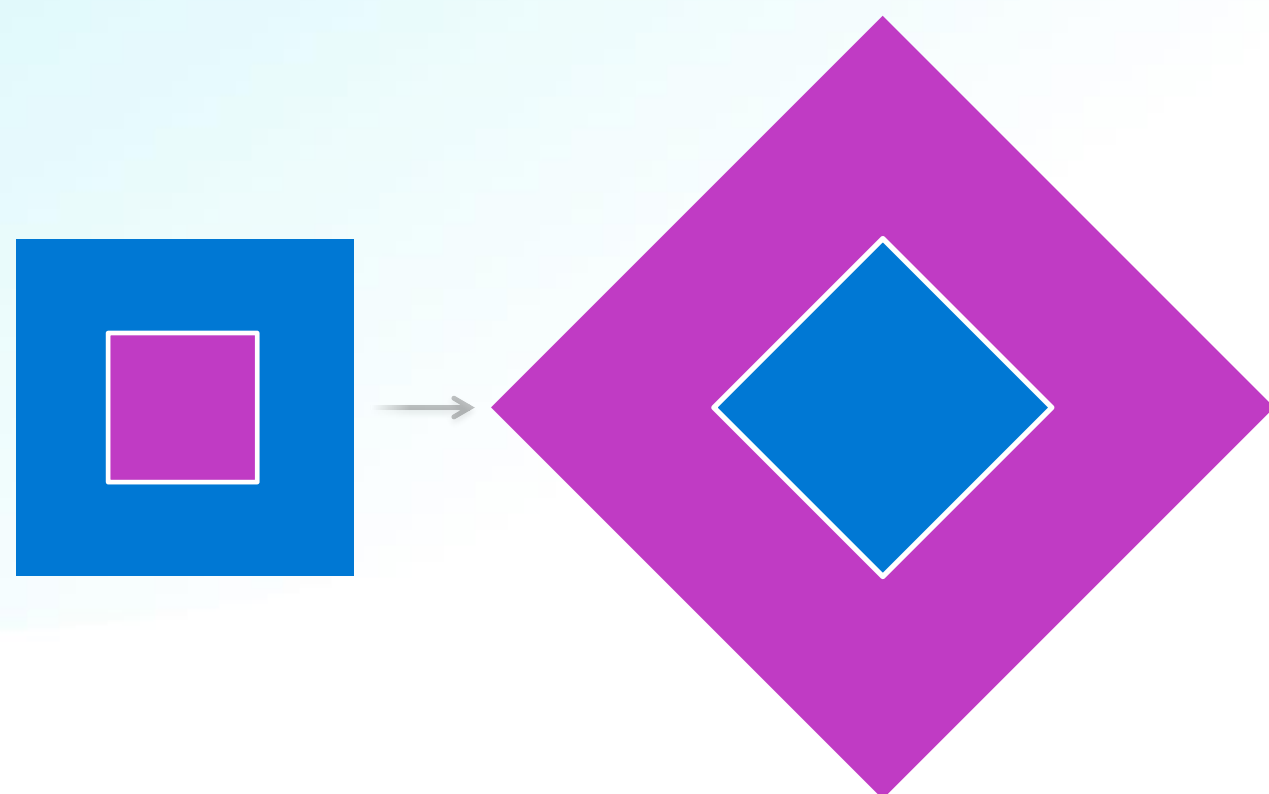
Our **Data** together with our **People** are  
the **MOST** important ingredients



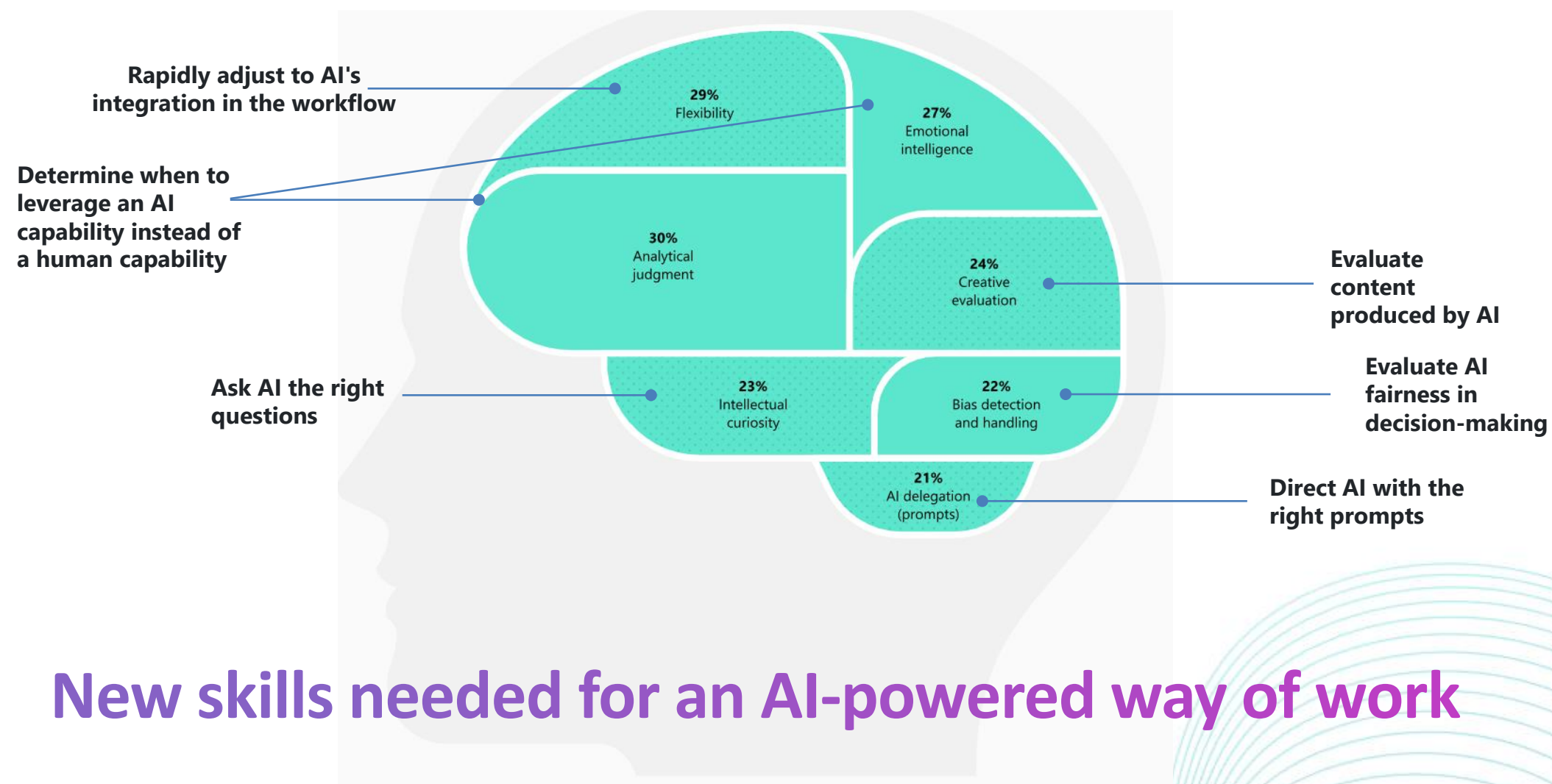


# A new persona: The AI Power User

AI transformation will shift work from mundane tasks towards complex, **high human judgement** tasks



■ Mundane, low judgement   ■ Complex, high judgement



New skills needed for an AI-powered way of work

Senior workers emerge as “managers of AI copilots”

# A new persona: The AI Power User

AI makes their workload more manageable - Boosts creativity - Helps them focus on the most important work

- Uses AI to start their day and get ready for the next one
- **Experiments** with different ways of using AI
- **Reimagines and redesigns** workflows and processes with AI
- Uses AI to **analyze information & generate new content**
- **Brainstorms** or **problem solve** with AI
- **Keeps trying and refine** if they don't get satisfactory response(s)

## Microsoft 365 Copilot Early Access results



How we shall enable all our workforce to reach the above state

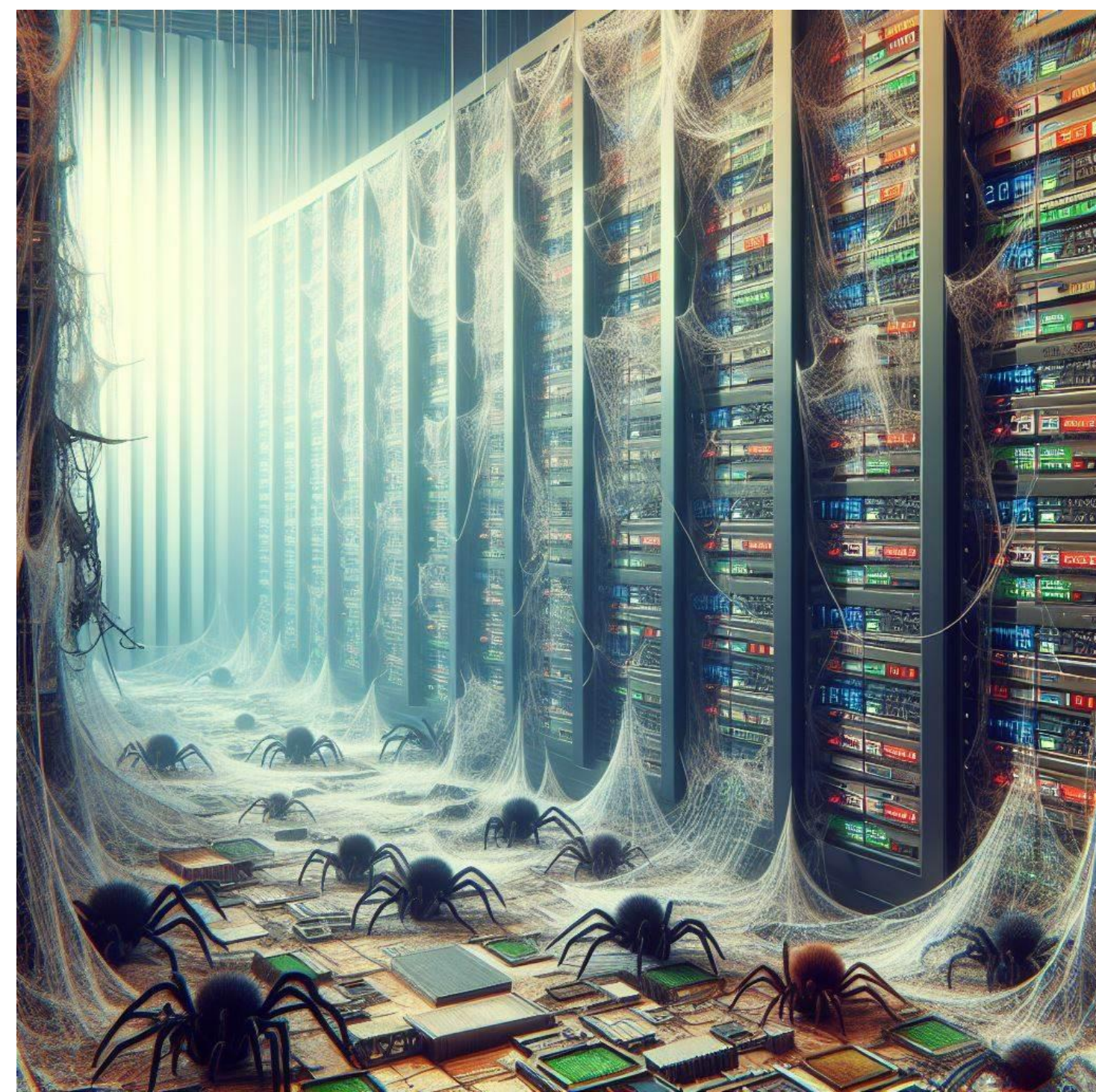


# A small problem to solve: our Data

Is our architecture, content and security aligned with best practices ?

- Generative AI will provide bad responses based on ROT data. Content Lifecycle policies are imperative
- Higher risk of unauthorized disclosure due to lack of good security & governance practices
- Data Classification (silver bullet) will not happen magically and certainly not overnight (and there is no time to wait for it)
- Temp solutions will not scale beyond pilot phases (ie Restricted SharePoint Search)
- Vast majority of unstructured data still on premises for technologies like Microsoft 365 Copilot to work

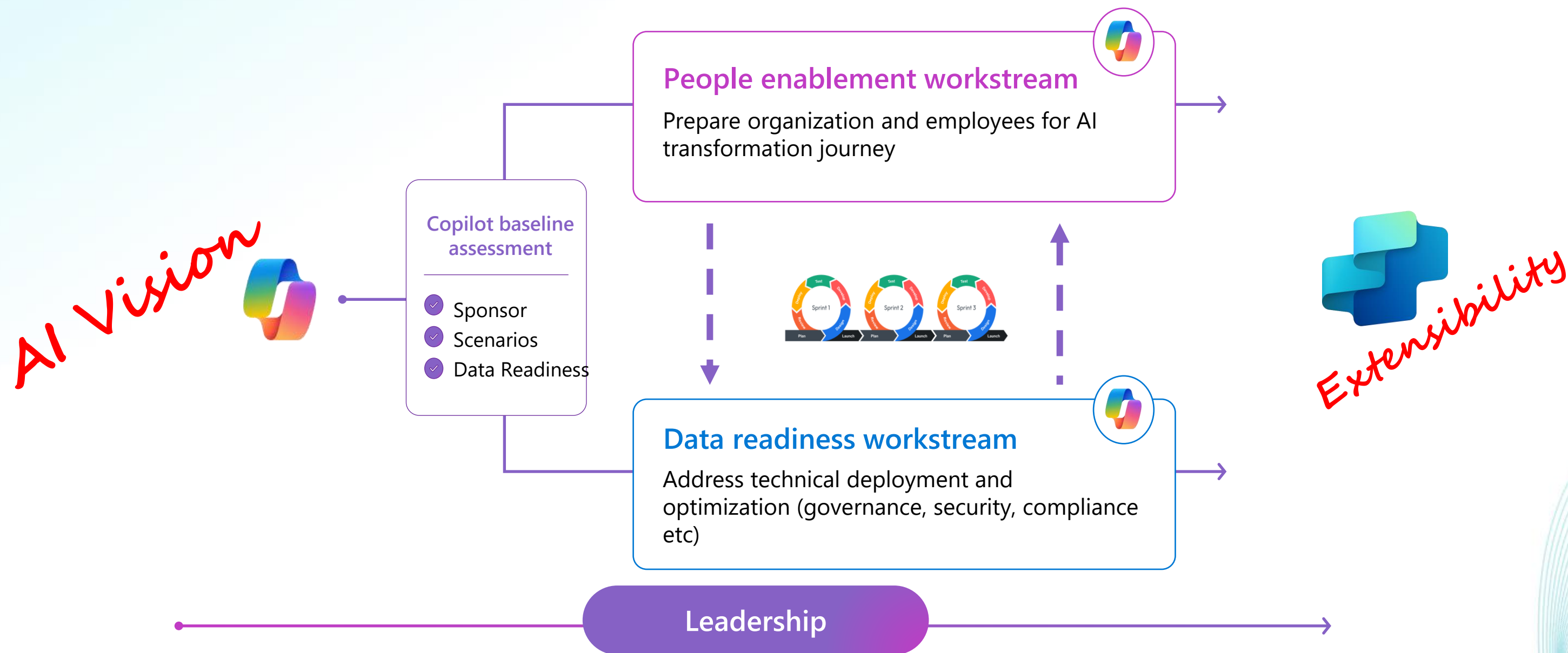
**This is not a one-time clean-up. Data Governance needs to be applied in a continuous & automated mode.**





# How we can help

Our Microsoft 365 Copilot practice can help organizations across the most important streams for success (People & Data)





# YOUR TRUSTED PARTNER!

