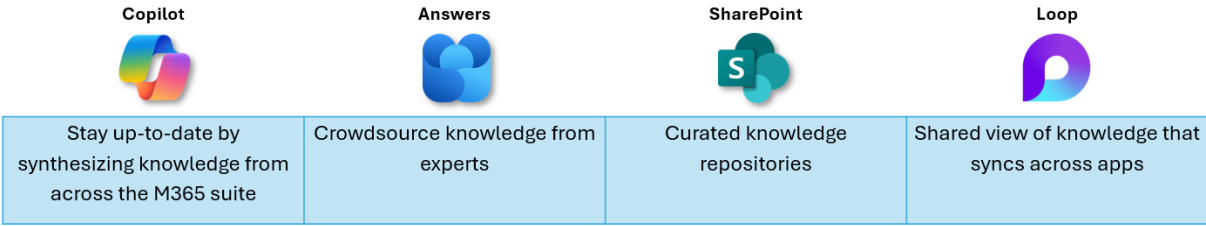


Background

2023 was a breakout year for generative AI. Organizations have moved quickly to deploy solutions: A [2023 survey from McKinsey](#) found that a quarter of C-suite executives personally using AI tools for work, and more than a quarter of respondents from companies using AI say AI is already on their boards' agendas. Meanwhile, 40 percent of respondents say their organizations will increase their investment in AI overall because of advances in generative AI.

Given its ability to synthesize and generate new content from large data repositories, AI is well-positioned to reshape how organizations approach knowledge management. Copilot, when combined with other Microsoft 365 apps, can improve knowledge sharing and collaboration. Going forward, knowledge management will require a multi-pronged approach that expands upon the rollout of Copilot and leverages Answers in Viva for community scenarios, SharePoint for knowledge repositories, and Loop for real-time collaboration. Combining these tools ensures that users get a shared view of knowledge across their organization and are served knowledge without leaving the flow of their work.



Copilot for conversational knowledge

As we investigated the future of Topics in the generative AI era, it became clear that a far simpler approach for customers was to embrace AI solutions that minimize the amount of setup required. Copilot provides excellent time-to-value, delivering conversational knowledge in a way that is automatic and already integrated across the Microsoft 365 suite – no need for complex migrations or integrations.

Some of the advantages of using Copilot for conversational knowledge include:

Benefit	Description
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Reduce onboarding time	Employees can reduce the time it takes to ramp up on a new team by asking the system to explain acronyms, project names, platforms, and concepts that are unfamiliar.
Stay up-to-date	Staying current on projects is easier with a system that can summarize the latest updates on a given workstream.
Get knowledge in the flow of work	There is no need to switch between different apps – Copilot is embedded throughout the M365 apps and can reason over content spread throughout the suite.

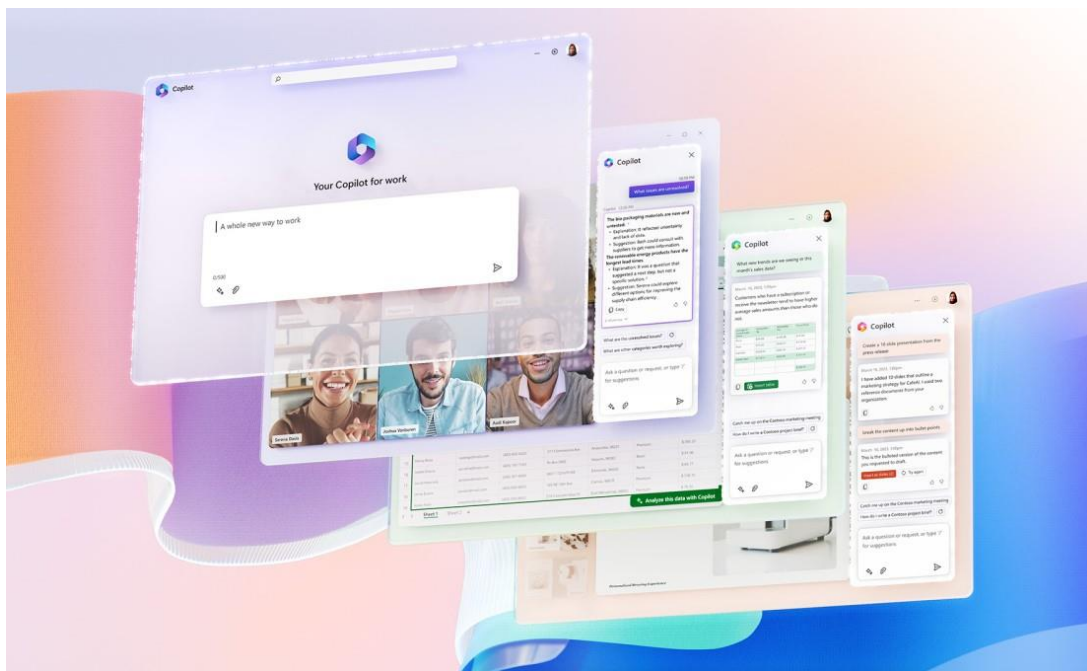


Figure 1 - Copilot works alongside users to capture and share knowledge, embedded in the Microsoft 365 apps users rely on every day

You can learn more about the Copilot integration with the Microsoft 365 suite [here](#).

Customer story: Hargreaves Lansdown, a leading UK financial services company, saw immediate productivity gains with Microsoft Copilot

Within months of deploying Copilot, Hargreaves Lansdown saw tangible benefits: Financial advisors completed client documentation 4 times faster, employees saved an estimated 2 to 3 hours per week, and 96% of users found Microsoft 365 Copilot useful in simplifying daily tasks. You can learn more about this success story [here](#).

Viva Engage and Answers for Socialized & Crowdsourced Knowledge Management

Answers in Viva enables users to ask questions across Viva Engage – in the Answers tab and Viva Engage communities – and encourages subject matter experts to provide answers.

Some of the advantages of using Answers to capture knowledge in your organization include:

Benefit	Description
Save time and focus for SMEs	Subject matter experts save time by not answering the same question multiple times, while keeping an eye on personalized feeds of questions relevant to their expertise.
Build knowledge communities	Answers in Viva can supercharge existing Viva Engage communities and create quick wins for new communities by bringing capabilities including AI-driven related questions into those communities
Answers in the flow of work	Stay within the flow of work by using Viva Engage, Workplace Search, and soon Copilot, to access the valuable source of knowledge that your Answers in Viva questions, answers, and conversations provide
AI Import Content	The Answers Intelligent Importer can scan & ingest Q&A pairs from documents
Data-driven	Admins can see detailed analytics on time saved, top questions being asked, and frequency of answers

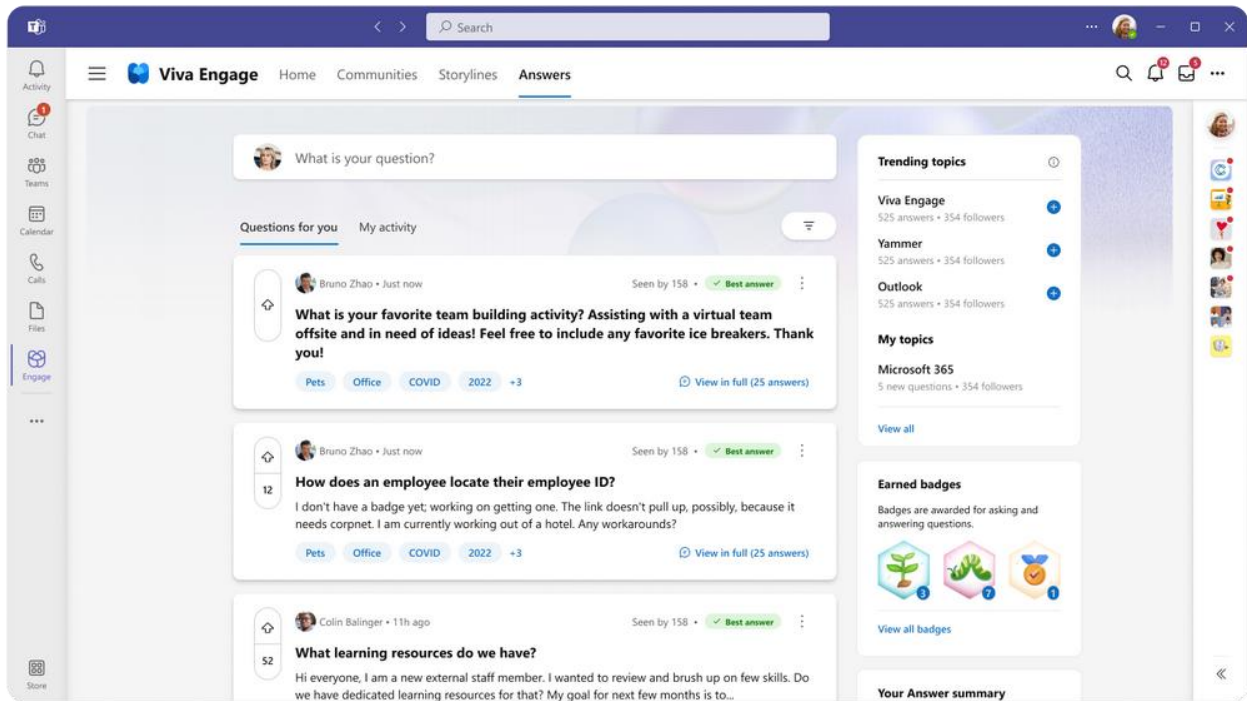


Figure 2 - Users can ask questions, see recommendations, and contribute their own answers to open questions

You can learn more about Answers in Viva [here](#).

Customer story: Uniting 100,000+ frontline workers at Dominos

Dominos uses Viva Engage and Viva Answers to connect frontline workers across all worldwide markets. Employees use the apps to share information and updates, facilitate connections, and build community. You can learn more about this success story [here](#).

SharePoint for curated knowledge repositories

SharePoint has long served as a secure place to store, organize, share, and access information.

Some of the advantages of using SharePoint as part of an all-up knowledge management strategy include:

Benefit	Description
Curated knowledge repositories	With access to repositories curated by human experts, employees can trust that the information they are getting is accurate.
Secure access to knowledge	Permission-trimming ensures that the most comprehensive and sensitive information can be scoped so it is only viewed by the intended audience.

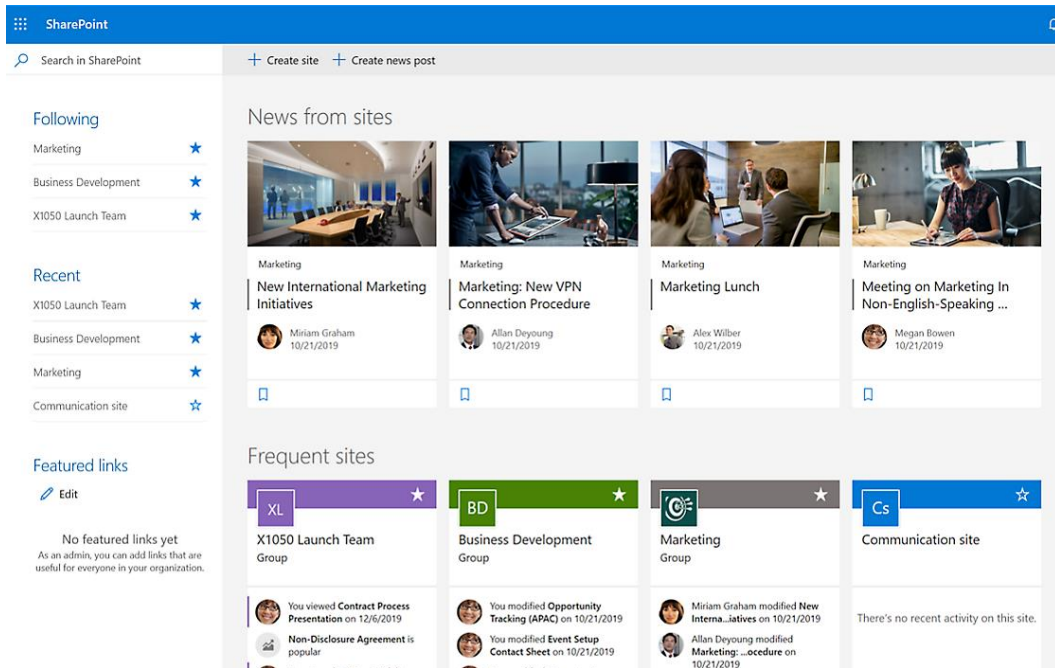


Figure 3 - SharePoint team sites provide a location where teams can work on projects and share knowledge

You can learn more about SharePoint [here](#).

Customer story: Toyota uses SharePoint to build an authoritative knowledge repository

When Toyota wanted to establish a knowledge repository that would enable users to find key information about internal tooling, they turned to SharePoint. With FAQs and videos, the SharePoint Site became a space for employees to ask questions and for internal “digital influencers” to contribute and guide people. You can learn more about this success story [here](#).

Loop

Loop provides users with a means to co-create knowledge and stay in sync with teammates.

Some of the advantages of using Loop for collaboration include:

Benefit	Description
Shared view of knowledge across the suite	With components that sync across the Microsoft 365 apps in real-time, team members always have a common view of knowledge.

Structured knowledge

Templates enable users to co-create and organize knowledge.

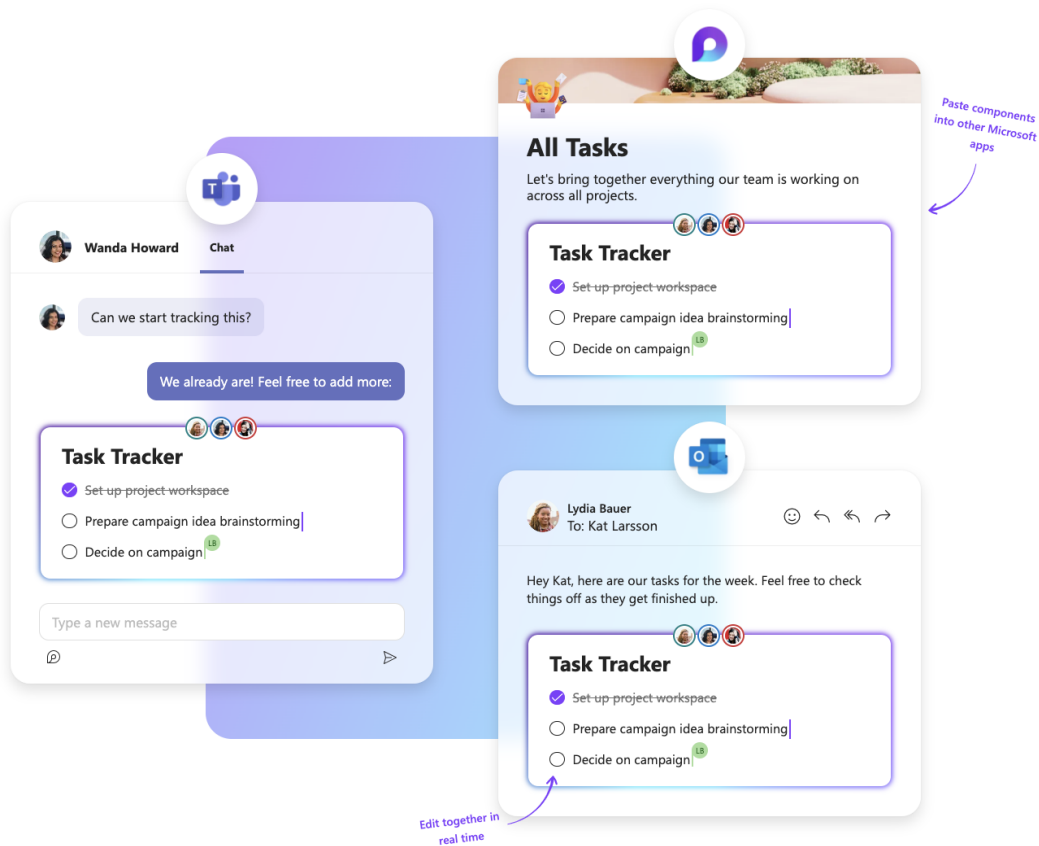


Figure 4 - Loop components sync across apps like Outlook, Teams, Word for web, Whiteboard, etc.

You can learn more about Loop [here](#).

Customer story: Accenture captures information quickly and easily using Microsoft Loop

Accenture uses Loop to capture knowledge, create meeting agendas, take meeting notes, and create deployment plans for small projects. With Loop, they co-create lists or tables during meetings in real-time. It encourages collaboration on these items right in the context of the meeting rather than it being necessary to create a document and share it afterwards. You can learn more about this success story [here](#).