



Microsoft 365
COMMUNITY CONFERENCE

From AI to Agentic: Accenture's Copilot Agent Journey

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From AI to Agentic: Accenture's Copilot Agent Journey

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Agenda

01 Our Copilot Journey

02 M365 Copilot Agents

03 Building an AI and Copilot Habit

04 Our Biggest Learnings



M365 Copilot Journey Overview



Why M365 Copilot?

1. Accenture's movement to become an AI-focused company
2. Expansive M365 footprint
3. Close relationship with Microsoft



Foundational stats

Our M365 use today at Accenture is the basis for the value we can get from M365 Copilot.

Teams

809K	596K	1.4B
Active Users	Teams	Meeting Minutes Per Month



Accenture is one of the largest users of Microsoft 365.

Outlook

842K
Mailboxes

OneDrive

9B
Files stored in OneDrive for Business

23.6PB
of data in OneDrive for Business



Viva Engage

9.3K	58K	55M
Communities	Posts Per Month	Read

640K
Members of M365 Copilot Community



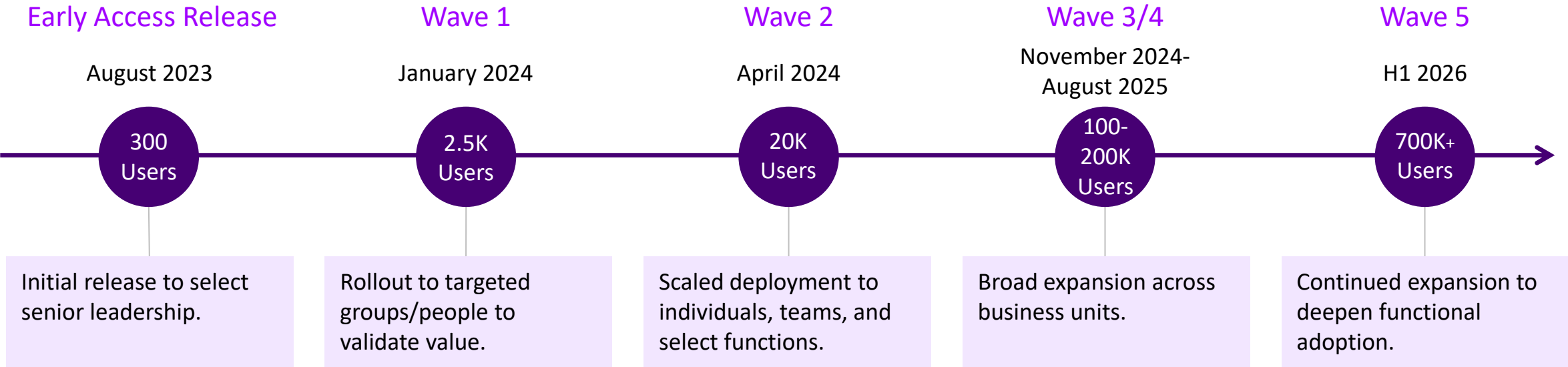
Current Investment

738K E5
Platform Licenses provided to Accenture Employees



M365 Copilot Release Approach

Each wave introduced new audiences to use and adopt Copilot into their flow of work across the enterprise worldwide.



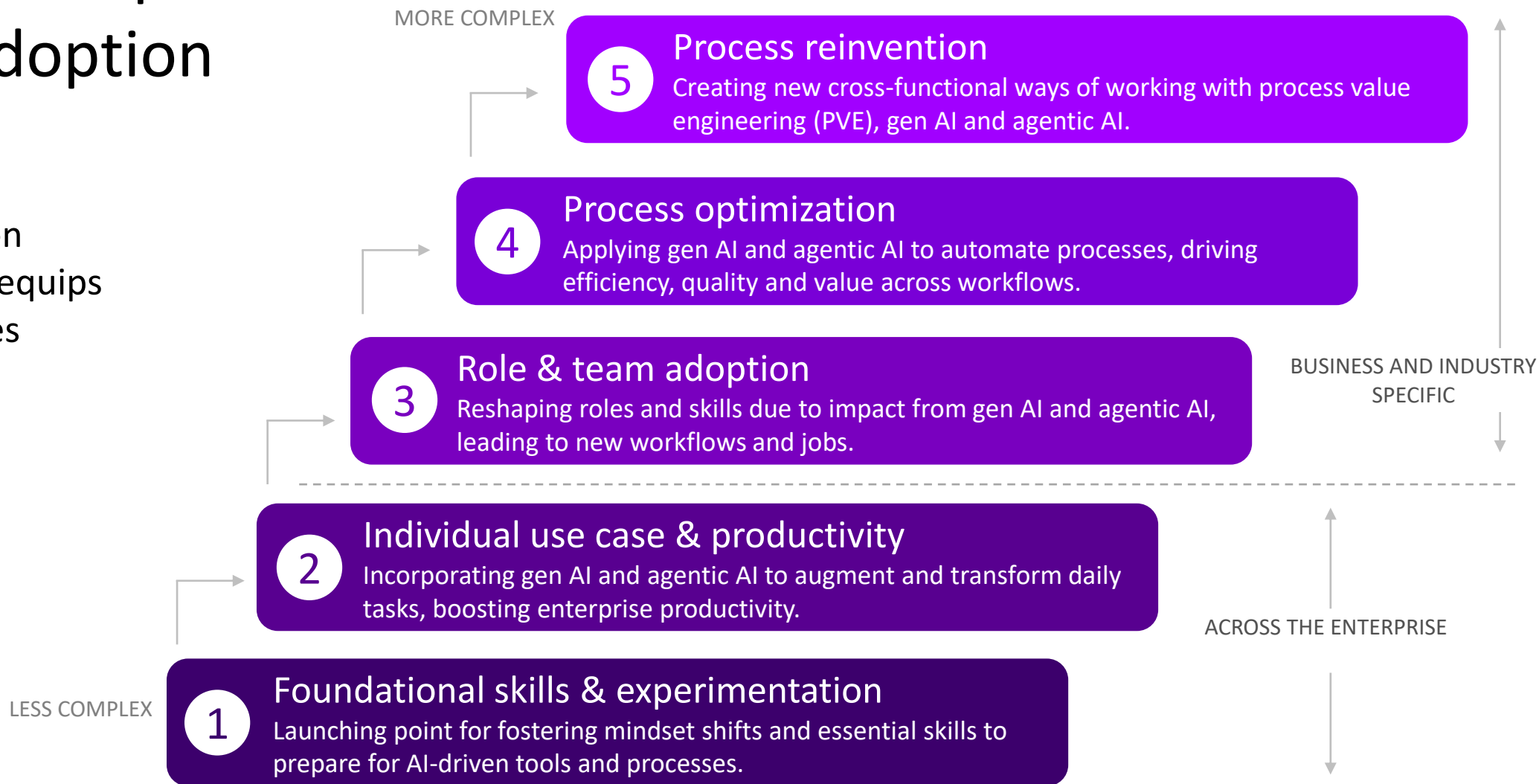
Milestone focus areas

- Foundational change, readiness, governance
- Responsible use compliance
- Individual usage and adoption
- Initial value
- Governance journeys/stakeholder early access
- Newly licensed onboarding, learning and support resources
- Enabling continuous learning
- Scaling to enterprise usage and adoption (role, team, function, group)
- Copilot without Transcriptions
- Responsible use training, attestation, and communication
- Data governance accountability



Guiding principles for Copilot adoption

A 5-step adoption framework that equips teams and proves outcomes.



M365 Copilot Agents

Using prebuilt agents and building agents



Microsoft Prebuilt Copilot Agents

Microsoft introduced ready-made AI assistants as part of the M365 Copilot ecosystem. These agents are designed to perform specialized roles and are powered by advanced AI models and domain expertise.

Accenture has leveraged the **Frontier program** to **expedite** approvals in many cases.

Accenture has enabled:

- **Researcher** and **Analyst** agents that leverage advanced reasoning models for complex research and data analytics tasks
- **Project Manager** agent that helps create and execute project plans
- **Prompt**, **Idea**, and **Writing Coach** agents that support users in crafting effective prompts, refining their ideas and improving their writing skills.

Other agents are undergoing internal reviews to be enabled.



Taking Advantage of Frontier Capabilities

The Opportunity

- The Frontier Program is Microsoft's invitation to shape the future of AI at work — and Accenture is uniquely positioned to lead that charge at enterprise scale.
- Participation directly strengthens our competitive position by ensuring our workforce operates with the most advanced AI tools before they become industry standard.
- Clients look to Accenture for AI guidance — our credibility depends on our experience, and Frontier ensures we are always one step ahead of the advice we give.

Why It Matters — The Business Case

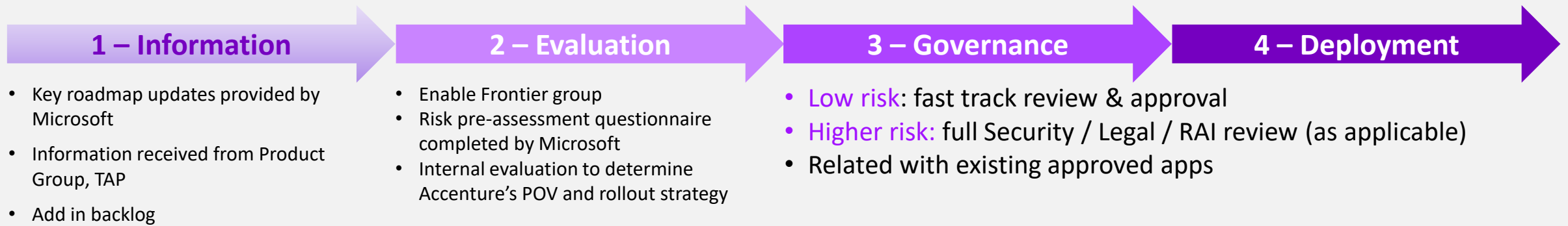
Benefit	Impact
Early access to Innovation	Test and validate emerging agents before competitors, reducing time-to-value
Influence the product direction	Provide enterprise-scale feedback that shapes Microsoft's roadmap
Reduce Risk Through Controlled Testing	Evaluate agents in a governed sandbox before broad enterprise rollout
Accelerate Workforce Productivity	Equip employees with cutting-edge AI tools ahead of the market
Strengthen Client Credibility	Demonstrate AI leadership to clients by practicing what we advise

Being part of the Frontier Program is a natural extension of Accenture's commitment to responsible AI adoption at scale.



Microsoft Prebuilt Agents: Enablement Approach

Our approach prioritizes a controlled, secure, and governed rollout – so people get powerful Copilot Agents they can trust.



Fast-track Criteria

- Operates within M365 data boundaries and existing user permissions, with controls to prevent oversharing.
- Does not execute actions on the user’s behalf.
- Capabilities are similar to existing core Copilot functionality, but tailored for specific scenarios (via instructions) or uses specific models, etc.
- The currently approved apps, features, and functionalities

Examples: *Coach agents, Researcher, Analyst, Project Manager, Word/Excel/Power Point agents.*

Detailed Review Criteria

- Executes actions on the user’s behalf (autonomously or with user).
- Processes sensitive personal data (e.g., voice).
- Depends on other capabilities/services that are not yet approved or restricted within Accenture.
- Integrates with data outside of M365.
- A new model, application, or modification to currently approved applications.






Examples: *Workflows, Surveys, Facilitator, Interpreter, Copilot Cowork*

Governed by design. Secured by default. Delivered with confidence.



Extending M365 Copilot

Agent development spans multiple platforms and skill levels, with varying capability, complexity, and availability.

	Declarative Agents <i>Copilot's AI infrastructure, model, and orchestrator</i>			Custom Engine Agents <i>Custom model and orchestrator</i>	
	Agent Builder in SharePoint	Agent Builder in Copilot Chat	Visual Studio / M365 Agents Toolkit Agents	Copilot Studio Agents	Custom Engine Agents (other platforms)
Enable as	<ul style="list-style-type: none"> M365 Copilot extension 	<ul style="list-style-type: none"> M365 Copilot extension 	<ul style="list-style-type: none"> M365 Copilot extension 	<ul style="list-style-type: none"> M365 Copilot extension Standalone agent Integration with various M365 services and 3rd party apps Custom app integration 	<ul style="list-style-type: none"> M365 Copilot extension (support newly released) Custom-built UI Integration with external systems and APIs
Use cases	<ul style="list-style-type: none"> Use a no-code wizard on SharePoint site to create Copilot assistant scoped to the specific SharePoint content while honoring existing permissions Ideal for Q&A chats over scoped data set 	<ul style="list-style-type: none"> Use a no-code wizard to create a custom-source versions of Copilot Chat scoped to specific M365 or web sources while honoring existing permissions Ideal for Q&A chats over scoped data set 	<ul style="list-style-type: none"> Pro code alternative to build declarative agents with advanced features: API and MPC actions to interact with external systems, adaptive cards, etc. Intended chats with additional data sources 	<ul style="list-style-type: none"> Build agents in Copilot Studio and deploy them to M365 Copilot These agents can call external services, execute actions, and even run autonomously Intended for scenarios requiring complex workflows 	<ul style="list-style-type: none"> Develop fully custom AI agents using code (Microsoft 365 Agents SDK, Azure AI, etc.) and integrate them into M365 Copilot Offers full control over the agent's behavior, orchestration, and choice of AI models Intended for scenarios requiring high customization
Governance approach	<ul style="list-style-type: none"> Platform-level compliance Self-service creation and use RAI reviews for specific Agent types 	<ul style="list-style-type: none"> Platform-level compliance Self-service creation and use RAI reviews for specific Agent types 	<ul style="list-style-type: none"> Platform-level compliance (complete) Agent-level compliance (RAI, Security, Legal, etc.) 	<ul style="list-style-type: none"> Platform-level compliance (under reviews) Agent-level compliance (RAI, Security, Legal, etc.) 	<ul style="list-style-type: none"> To be determined
Accenture availability				 <i>Not available</i>	 <i>Not available</i>

Accenture Search Agent

Benefits and Business Relevance

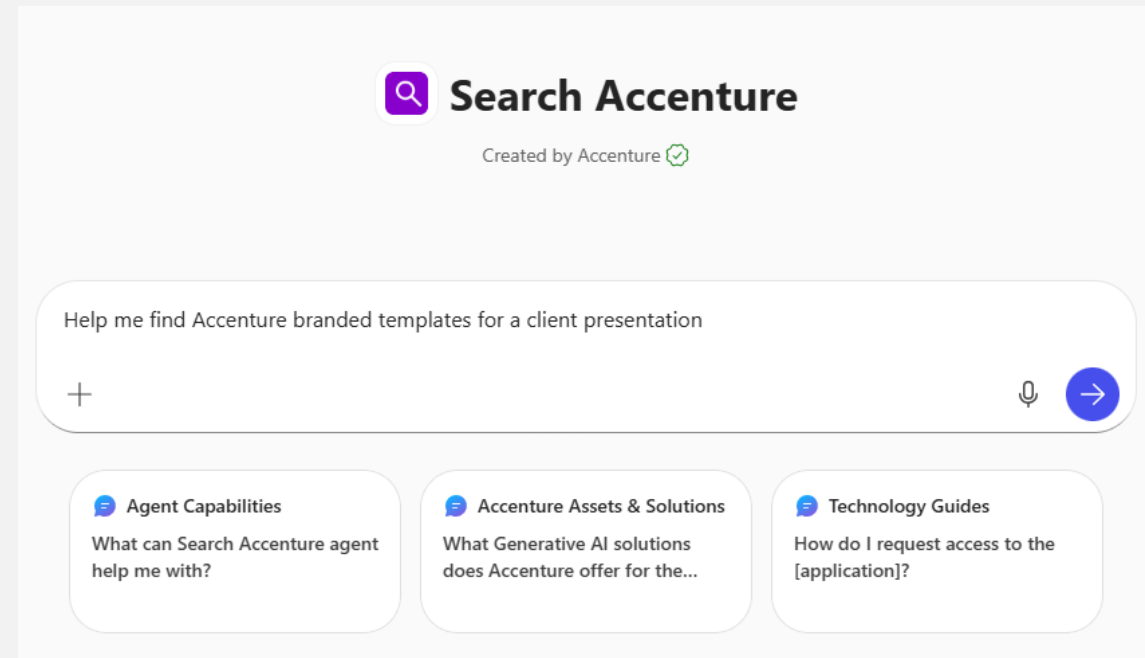
Copilot can only reason over M365 but not Accenture internal data. Search Accenture agent allows Copilot users to get answers from curated Accenture internal sources. These responses are more relevant to Accenture's processes, terminology, and assets.

Technical Solution Overview

Search Accenture is a declarative agent built in Visual Studio Code with M365 Agent Toolkit extension. It is integrated with existing Accenture's Enterprise Search API via API plugin action to surface results from select Accenture internal sources inside M365 Copilot experience.

Sample Use Cases

- **Accenture Assets:** What Generative AI solutions does Accenture offer for the [industry] sector?
- **Technology Guides:** How do I request access to the [application]?
- **Learning & Development:** Help me find learning resources related to [topic]
- **Performance & Rewards:** What is the process for documenting my priorities?



Partnering with Microsoft

M365 Copilot Technical Readiness

Engineering and Operations Partnership – aligning and supporting overall program

Providing roadmap and technical guidance to stay current on changes.

Bring in product teams that align enablement initiatives.

Introduce Preview Programs to evaluate product design and technical configurations.

Address deployment blockers and evaluate solutions.

Continuous education of Copilot changes.



Building an AI and Copilot habit

Managing change and adoption at scale with M365 Copilot.
How we spark behavior change with Copilot Agents.



Grounding change in human insight

Behavioral science-driven change strategy that shapes how people adapt, learn and thrive.

Why do our people need to change?



Mindsets

Motivation to adopt an AI-first mindset and embed it into their daily work by understanding its personal value.

When will our people use it?



Behaviors

Central behaviors to help people delegate to gen AI and agentic AI and make it a natural part of daily work.

How might our people apply it?



Skills

New skills to maximize value and reinvent how work gets done.



Shifting behaviors to unlock Copilot's full potential

Centering adoption on key behaviors builds trust and positions AI as a colleague

From

Manually processing and organizing information.

Generating ideas independently.

Relying on individual judgment, manual checks and lengthy analysis.

Performing tasks solo.

Manually gathering, citing, verifying data and research.

Summarize

Ideate

Analyze

Assist

Research

To

Delegating to Copilot as a quick and repeatable habit.

Co-creating with Copilot as a thought partner to enhance employee experience.

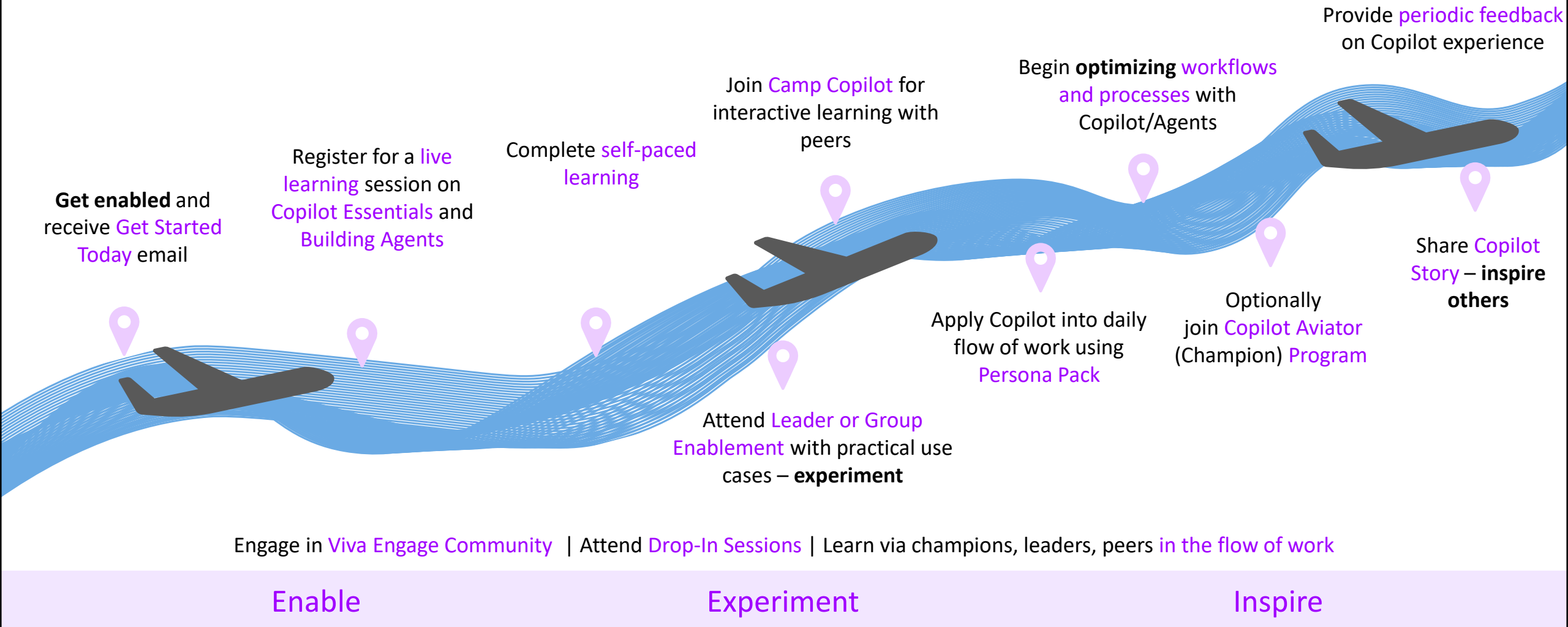
Focusing on user experience by refining Copilot's output and applying deep data insights.

Collaborating on tasks with Copilot to increase productivity.

Performing quick advanced market and industry research with personalized insights.

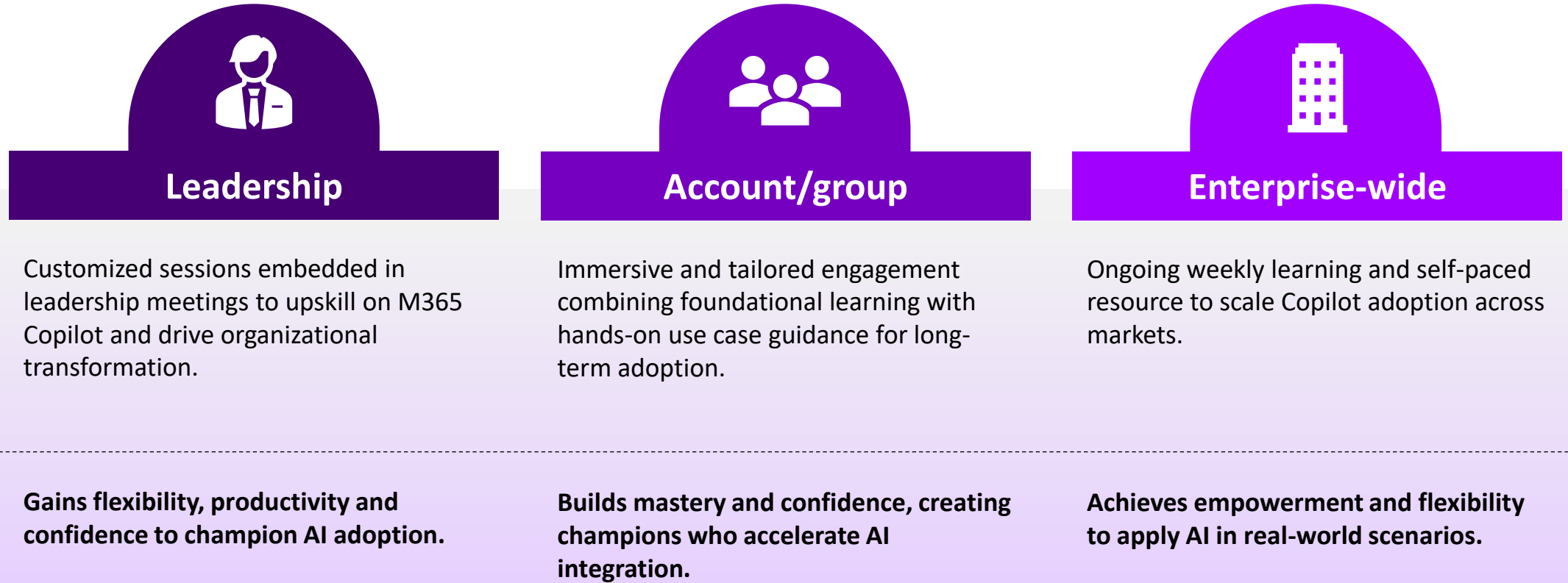
M365 Copilot enablement journey

“Flight path” to start building a Copilot habit, from enablement to experimentation and adoption



Leading change with personalized Copilot adoption

Tailored enablement based on role and daily responsibilities



Strategic levers for global Copilot enablement

Behavioral science-driven strategy

Learning efforts focus on shifting behaviors, mindsets and skills using behavior science to embed Copilot into daily work.

Persona-based enablement

Tailoring enablement paths to functional personas using scenario-based training and workflows.

Gamification & engagement tactics

Driving adoption through interactive learning and nudges to build momentum.



Agentic AI adoption framework

Empowering build of personalized Copilot agents that reflect peoples' goals and work styles; instill confident collaboration between people and AI agents.

Champion network

Activating peer-led communities to scale change and share best practices across teams.

Measurement & feedback loops

Integrating measurement to track adoption, capture insights and refine strategies.

We continue to anchor our change efforts to:
Communications | Learning | Measurement | Adoption

Driving Copilot adoption and agent enablement

Tactics that bring mindsets, behaviors and skills to life at every stage of transformation

Communications

Community engagement
(updates, tips, stories)

Spotlight early adopters

Responsible use guidelines
– using & building with AI

Community-driven
prompt library

Learning

Live scenario-based
learning sessions

Get started prompts and
Copilot in practice

Leadership & group
enablement

Day-in-the-life role
use cases

Measurement

Experience surveys

Monthly usage reporting

Adoption benchmarks

Focus group interviews

Adoption

Change network
activation & upskilling

Agent creation
hack-a-thons

Prompt-a-thons

Gamified 'Camp'
experience
(learning, quizzes, champs)



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M365 Copilot Aviators Change Network

Copilot Aviators are a **global community of change champions** driving Copilot adoption. It focuses on community, peer guidance, structured enablement, and continuous learning to accelerate AI adoption, foster innovation, and deliver business value.

Community & Leadership Engagement

Represent locations, groups globally. Reinforce messages and learning in channels and processes – embed AI behaviors and skills in flow of work.

Persona-Driven Enablement

Tailor enablement to the needs of each group and role. Champions co-create use cases and scenario-based training, ensures relevance and impact.

Peer-led Influence

Adoption through trusted relationships and real-life examples. Model behaviors and share success stories accelerating mindset shifts and building trust.



Empower & Adapt

Onboard, empower, recognize, communicate, measure, adapt. Regular surveys, meetings, and events capture insights – adapt as network evolves.

Community & Recognition

Momentum built via community spirit and recognition. Achievements celebrated, stories spotlighted, recognition and “Aviator Flair” reward active contributors.

Gamification & Engagement

Adoption is reinforced via interactive learning experiences they champion. A diverse set of learning assets, and nudges build momentum.



Strength in numbers:

1800+ champions | 94% active usage | 80% multi-app users



Building an AI and Copilot habit

Copilot success stories across key teams

Real results from focused adoption efforts.

Change Management

Communications agent to generate, refine, tailor messages streamlining development & reviews saving hours per communication

Account Team Management

Copilot agent to automate reporting process resulted in ~90% reduction in effort

Marketing

Deal writing agent produce high-quality outputs faster used as a trusted writing partner

Sales Process

Agent for proposals Q&As improving response speed, accuracy, and narrative consistency

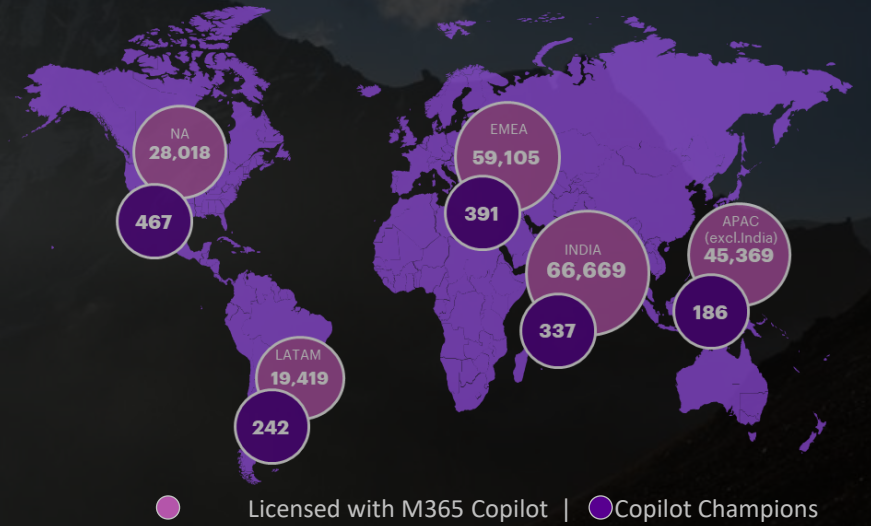
Corporate Citizenship

Agents to research account social impact partnerships – research time went from hours to just 30 minutes per account



Lead with value

Copilot is revolutionizing how we work at Accenture



Adoption & usage

89%

Monthly

Of people with Copilot used Copilot once or more.

71%

Weekly

1.1M

Estimated hours users were assisted by Copilot.

12.7M

Copilot actions across all M365 applications.

28,947

Copilot agents built and being used with Copilot Agent Builder.

34,456

Active users of the Copilot agents built.

User perception & sentiments

97%

Reported completing tasks faster with Copilot.

53%

Cite considerable improvements in productivity and efficiency.

84%

Reported they would miss Copilot if it were gone.

Partnering with Microsoft

M365 Copilot Organizational Readiness

Adoption & Change Management Partnership – aligning and supporting overall program

Providing roadmap and user experience guidance to stay current on changes

Support upskilling on Copilot to build AI habits – Train the trainer approach

Globally supporting regional needs aligned to enablement initiatives

Supporting the delivery of up-to-date training assets

Continuous education of Copilot changes





Our Biggest Learnings



What we learned

Communications, guidance, learning

- People need help getting started with hands-on learning, real-world prompts/examples and stories to spark confident usage.
- Proactive, predictable, practical communications fuel self-service adoption.

Partnerships, governance, technology

- Collaboration with Microsoft accelerates product impact.
- Strong data governance and responsible use enables confident scaling/trust.
- Additional Microsoft tooling is available support Data Governance activities.
- Perform full risk acceptance activities related to high-risk capabilities early.
- Prerequisite use of dependent products (Teams Transcriptions/Search) will accelerate deployment and adoption.

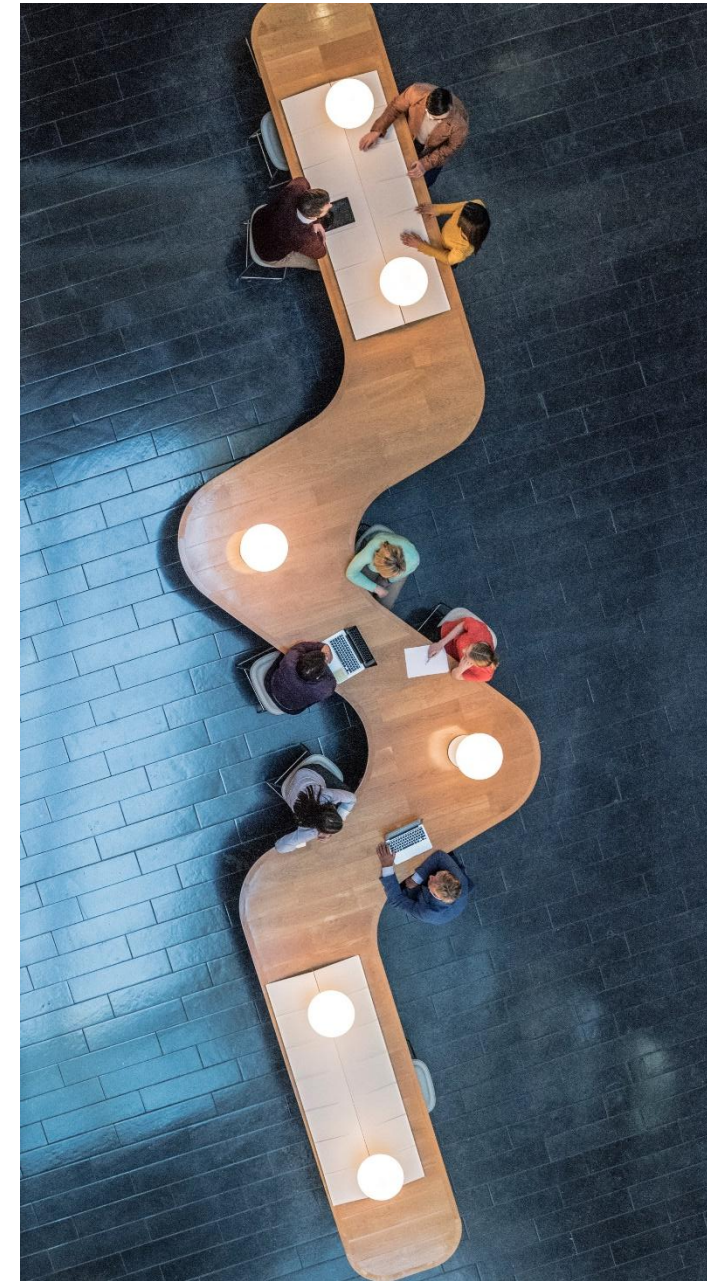


Upskilling & early usage

- Real impact comes from early usage.
- Upskilling starts with prompting and experimentation.
- Leading with a behavior-based approach drives a mindset of delegation.

Lead by example

- Ensure the program team is upskilled with the latest technology and ready for the volume of releases.
- Leaders should model usage and set clear expectations of their team's usage.
- Community and peer-led enablement (change network, open doors) fosters trust and experimentation.
- Role-based guidance shifts people from individual productivity to group value.



The background features a complex network of glowing purple and blue lines and polygons, creating a sense of depth and connectivity. The colors transition from a deep blue on the left to a vibrant purple on the right. The overall aesthetic is futuristic and digital.

Thank You



Uhova

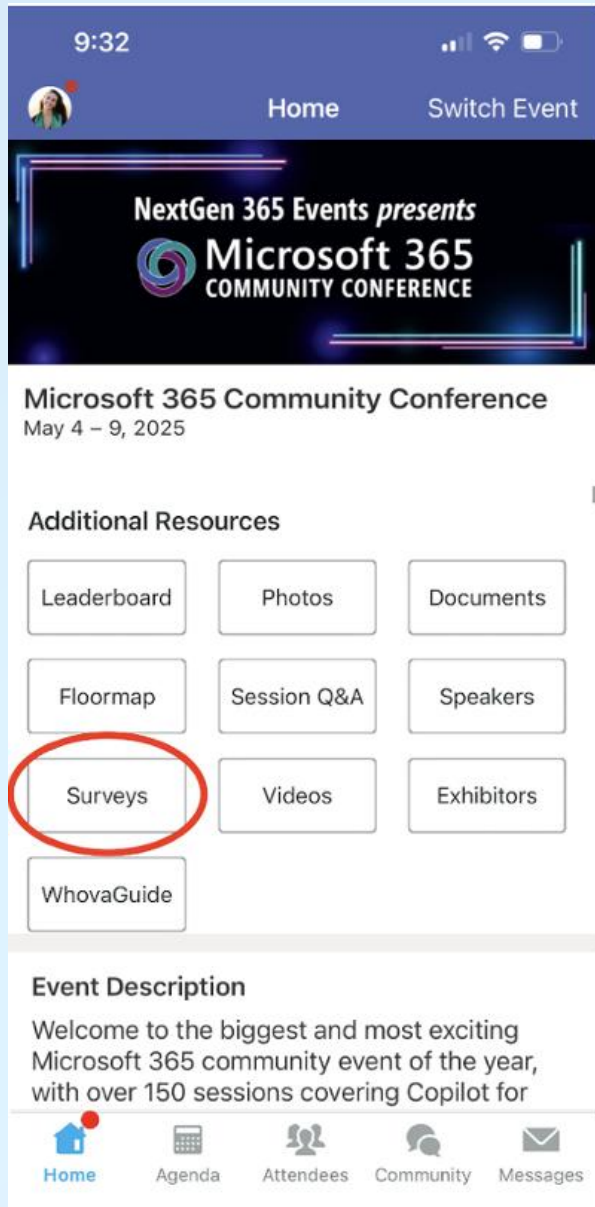
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- ➔ Networking, meet-ups, messages
- ➔ Event documents



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Here's how –

- Simply go to the Whova App on your smartphone.
- Scroll down on the M365 Community Conference Homepage to 'Additional Resources' to click "Surveys".
- Click Session Feedback.
- Scroll down to find this session title.
- Complete the session feedback survey.
- Finally, click 'Submit'.

It's just that easy!