

Copilot for Microsoft 365





Positioning & messaging framework (PMF)

Purpose of this framework

This positioning and messaging framework provides context and guidance to help articulate your customer-facing marketing strategy around **Microsoft Copilot for Microsoft 365 (Copilot for M365)** to small and medium businesses (SMBs).



Microsoft Copilot for Microsoft 365

<p>Product overview</p>	<p>We position Microsoft as the “Copilot company” by focusing on a single Microsoft Copilot experience that is delivered across our ecosystem of products. “Microsoft Copilot” is our promise of a single, persistent Copilot experience from Microsoft.</p> <p>Microsoft Copilot for Microsoft 365 (Copilot for M365) is a powerful productivity tool that combines the power of large language models with your data in the Microsoft Graph and the Microsoft 365 apps and is accessed through natural language.</p> <div data-bbox="569 1029 1751 1333" style="border: 1px solid #4a7ebb; padding: 10px; text-align: center;"><p>Natural Language</p><p> +  +  + </p><p>Large Language Models Microsoft Graph - Your Data - Microsoft 365 Apps The Internet</p></div>
<p>Value proposition</p>	<p>Microsoft Copilot for Microsoft 365 works alongside you in the apps used every day delivering increased productivity and creativity as you are set free from repetitive tasks so you can focus on the work that matters most - like serving your customers and growing your business - all with the peace of mind coming from our commitment to security and responsible AI.</p>

Elevator Pitch For customers	Imagine a tool that transforms your way of working, elevating your productivity and creativity to unprecedented levels. That's Copilot for Microsoft 365. Seamlessly integrated into the applications you already know and love, Copilot uses generative artificial intelligence to help you accomplish complex tasks in minutes. From crafting impactful emails to generating detailed reports and persuasive presentations, Copilot is your personal assistant that allows you to focus on what truly matters: growing your business. With Copilot, you not only work smarter; you also free up valuable time to innovate and expand your client base. Join the productivity revolution with Copilot for Microsoft 365 and take your company to the next level.
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Market & target audience

Market	We are at a technological inflection point as generative AI is opening up a whole new frontier for productivity in a climate where according to Microsoft's 2023 Work Trend Index Report ¹ indicates that the pace and volume of work has increased exponentially, and people can't keep up. Our hope is that customers will turn to Microsoft as a trusted partner to help them navigate this new way of working just as they did during the recent pandemic with the shift to remote work.
Proof points	<p>According to a recent report from McKinsey & Company¹, generative AI represents a massive market opportunity with the potential to add trillions of dollars in value to the global economy and will –</p> <ul style="list-style-type: none"> • Deliver the most value to organizations in the areas of customer operations, marketing and sales, software engineering, and R&D • Impact all verticals with banking, technology, and life sciences being called out as the most significant • Reshape the anatomy of work by delivering automation to remove repetitive and time-consuming tasks, allowing workers to focus more time on strategic work • Require time given considerable challenges including reskilling the workforce and rethinking business processes
Target audience	Our target audience includes small and medium businesses (SMBs) with a focus on tech-forward customers. We are seeing SMBs rapidly adopting AI to help reduce costs, increase revenues, and facilitate decision making. Digital natives (built from the start with modern technology with data intensity) are excellent candidates for Copilot for M365.

Positioning & messaging

Positioning overview	We want to position Copilot for M365 as technology that will take customers productivity and creativity to the next level. Our foundational productivity suites (M365 Business Standard and Business Premium) provide the baseline tools which Copilot for M365 builds on top with generative AI to introduce a whole new way of working.
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Positioning statement

Copilot for Microsoft 365 lets you focus on what matters most - growing your business - by enabling you to be more productive and creative, in less time so you can reach your business' greatest potential, all with our commitment to security and responsibility.

For users this means having more time to focus on the things that matter most - like growing faster, becoming for efficient, and competing more effectively - while leaving them feeling more energized and fulfilled.

For decision makers this means enhanced growth and profitability for their organizations given enhanced productivity and creativity coming from more energized and fulfilled employees delivering more higher quality and innovative outputs as they are set free to focus on less repetitive and more impactful work.

MESSAGING PILLARS

<p>Supercharged productivity Unlock access to data and knowledge across your organization</p>	<p>Amplified creativity Amplify human ingenuity and innovation with AI</p>	<p>Trusted security Count on responsible, secure AI from a partner you can trust including Microsoft's Copilot Copyright Commitment</p>
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REASONS TO BELIEVE

<p>Copilot for Microsoft 365 turns your words into the most powerful productivity tool on the planet. Because Copilot is integrated into the apps you use every day, you will spend less time focused on the tools, and more time focused on what really matters - serving your customers and growing your business.</p> <p>Deliver better customer service with Outlook</p> <ul style="list-style-type: none"> • Create impactful communications to customers by leveraging coaching tips to help you hit just the right note. • Clear your inbox in minutes, not hours, by summarizing long messages and generate suggest action items and replies. <p>Stay caught up with Teams</p> <ul style="list-style-type: none"> • Easily track discussions and suggested action items in real time. 	<p>Copilot for Microsoft 365 is designed to help get your creative juices flowing, so you never have to start from scratch again. Copilot will help you turn your ideas into the masterpieces you envision, while making it easier to collaborate with your team.</p> <p>Land more deals and grow your customer base more creatively and effectively with Word and PowerPoint</p> <ul style="list-style-type: none"> • Partner with Copilot in Word to write, edit, and summarize content. • Transform written content into compelling pitch decks and presentations with a single command. • Create custom graphics right in your document with Microsoft Designer to build your brand. <p>Think faster with Excel</p> <ul style="list-style-type: none"> • Enjoy all the rich capabilities of Excel at your fingertips. 	<p>Copilot for Microsoft 365 is committed to advancing AI with an approach guided by ethical principles that put people first.</p> <p>Remain in control</p> <ul style="list-style-type: none"> • Individual users and admins are always in control as Copilot inherits your security, compliance, and privacy policies set up in Microsoft 365. • Copilot respects individual and group permission policies. <p>Stay grounded and protected</p> <ul style="list-style-type: none"> • We've got you covered as Copilot for M365 is architected to protect data. Your data never leaves its secure partition, and it is never used for training purposes. <p>Access better answers more efficiently and securely</p>
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<ul style="list-style-type: none"> • Produce conversation summaries with citations to keep you up to speed and organized. • Quickly catch up on meetings you miss. <p>Laser focus on what matters most</p> <ul style="list-style-type: none"> • Get up to speed and complete tasks in no time with integrated cross-application intelligence working across all your data. • Quickly pull together information from multiple sources using Microsoft Copilot. 	<ul style="list-style-type: none"> • Create powerful, professional visualizations, project trackers, and more. • Explore your data without modifying it. <p>Make meetings more creative with Whiteboard</p> <ul style="list-style-type: none"> • Ask Copilot to turn ideas into designs and summarize whiteboard content. • Gather ideas on specific topics and run more creative and efficient meetings. • Create original images in Whiteboard with Microsoft Designer. 	<ul style="list-style-type: none"> • Microsoft Copilot delivers real-time access to both your content and context in the Microsoft Graph. • Get accurate, relevant answers anchored in your business content and working context. • Microsoft 365 Business Standard and Business Premium customers can leverage Microsoft Copilot now to access the power of an AI-powered chat for work with commercial data protection.
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MESSAGING HIERARCHY

Recommended Headline	Recommended Subhead	Narrative
Focus on what matters most	with Copilot for Microsoft 365 and the power of AI	Serve your customers, grow your business, and build your brand now with supercharged productivity and amplified creativity
Take your business' productivity to the next level	with Copilot for Microsoft 365 and the power of AI	
Grow your business with Copilot for Microsoft 365	Be more creative, and productive with the power of AI so you can focus on what matters	

¹ - [Economic potential of generative AI | McKinsey](#)