

Columbus®



The future of business systems

Microsoft's view on autonomous solutions

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Key Takeaways

Work Trend Index 2025



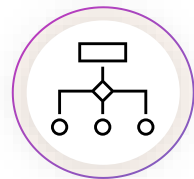
1. Intelligence on tap fills the gap

Both leaders and employees are maxed out, but business demands continue to rise. Today's work is pushing the limits of humans alone, keeping employees from high-value tasks that drive growth and innovation.



2. AI skilling and digital labor are top strategies

New roles will be evolving. In some functions, the next new hire may not be a person, but a digital colleague.



3. Human-agent teams will be in the org chart

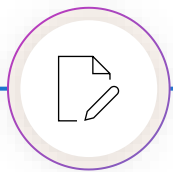
Until now, companies have been built around domain expertise siloed in functions like finance, marketing, and engineering. But with expertise on demand, the traditional org chart may be replaced by a Work Chart



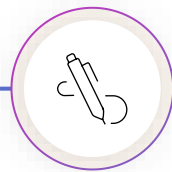
Business has functioned
the same way for 50 years...



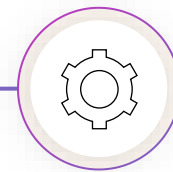
Process on top of system of record



Mainframe + terminals



Graphical UI



SaaS

AI is disrupting business applications at their core

New Transformation Mindset

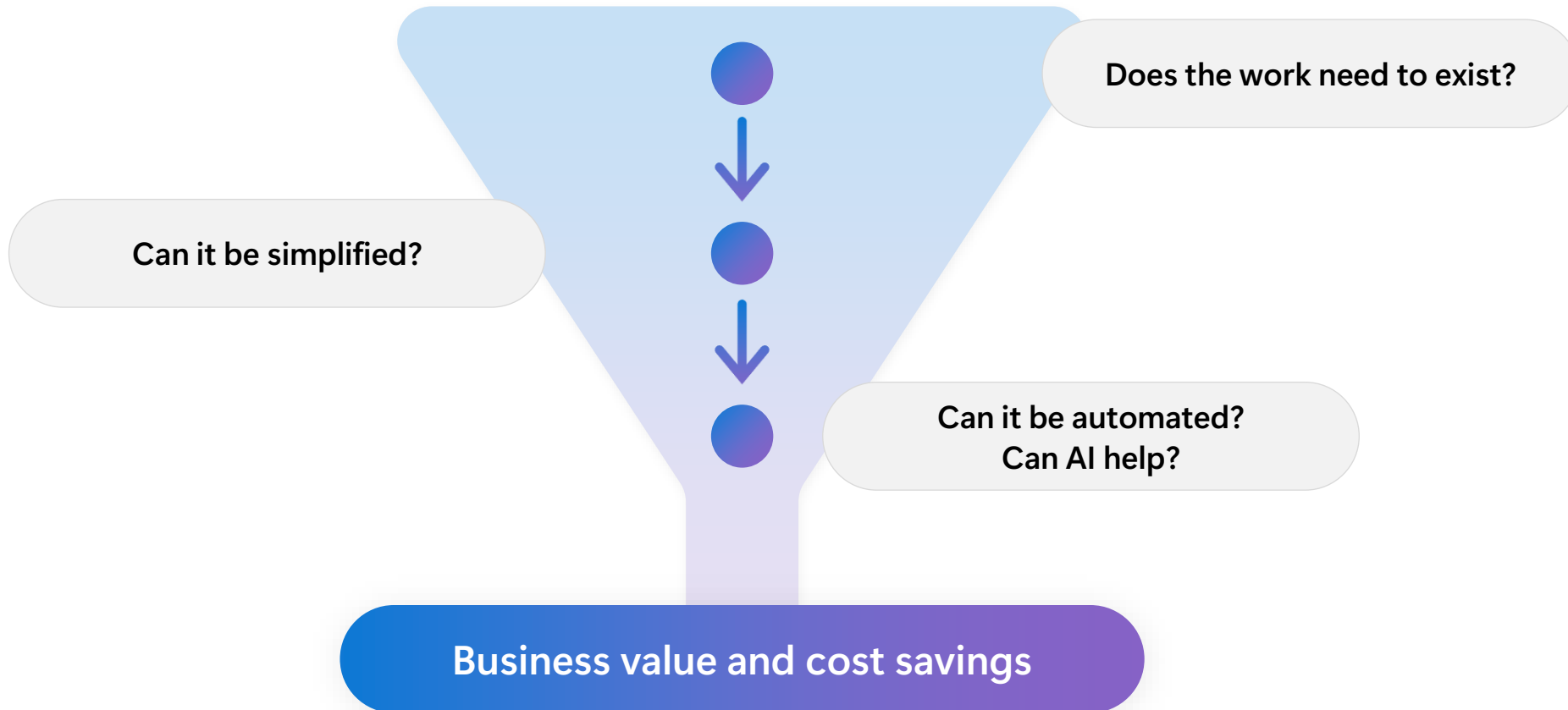
Start from

Business process outcomes first



Technology second

Process improvement flow



LLMs: Fastest Adoption Rate Ever





Copilot

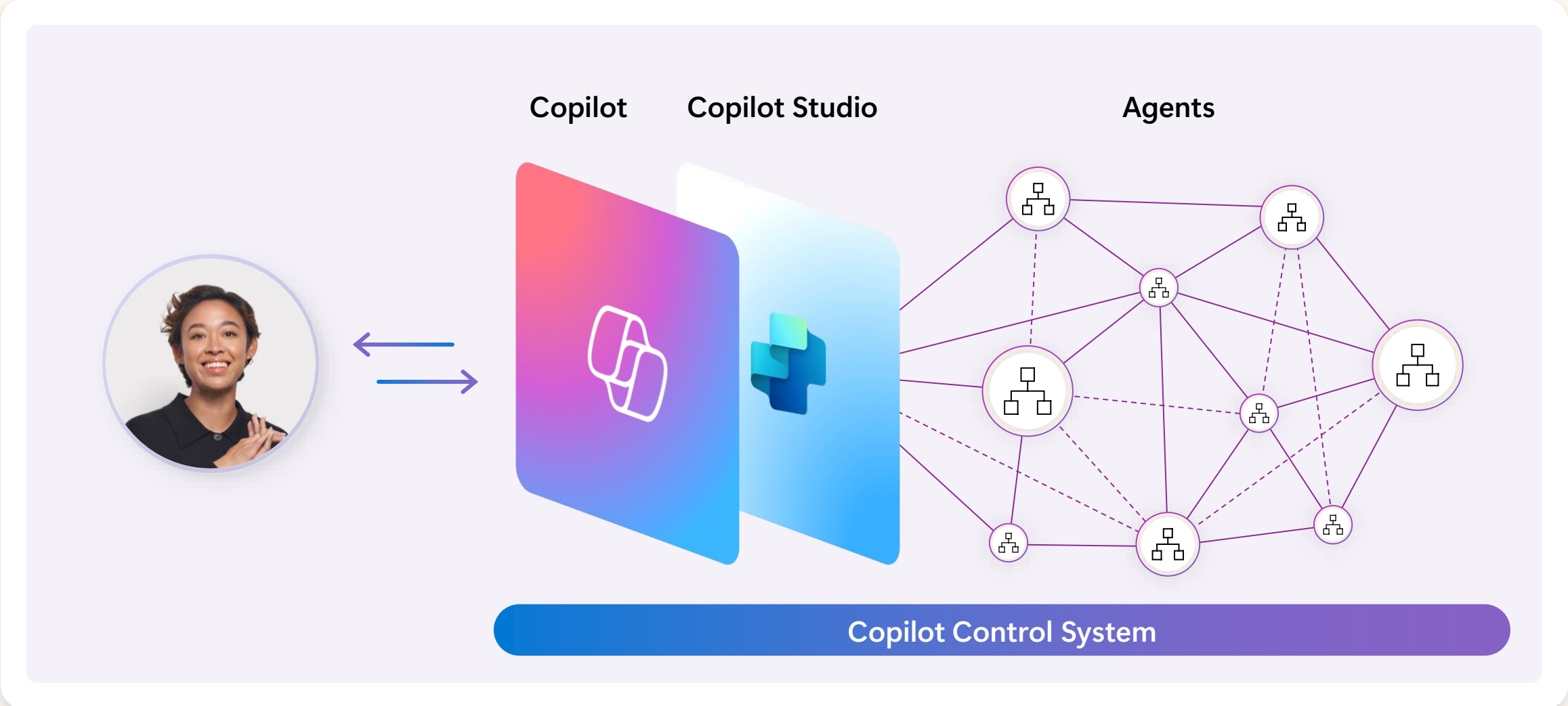
Every employee will
have a Copilot



Agents

Every business process
will have an agent

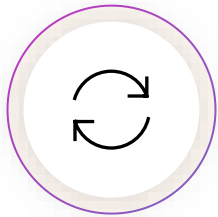
Copilot is the UI for AI



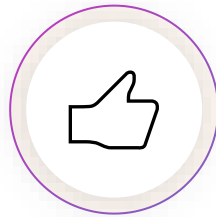
AI-driven business transformation

Prioritize sources of value and projects that deliver repeatable impact

Internal impact

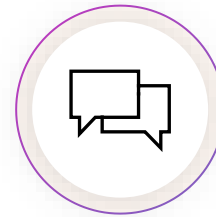


**Reshape
business
processes**



**Enrich
employee
experiences**

Customer impact

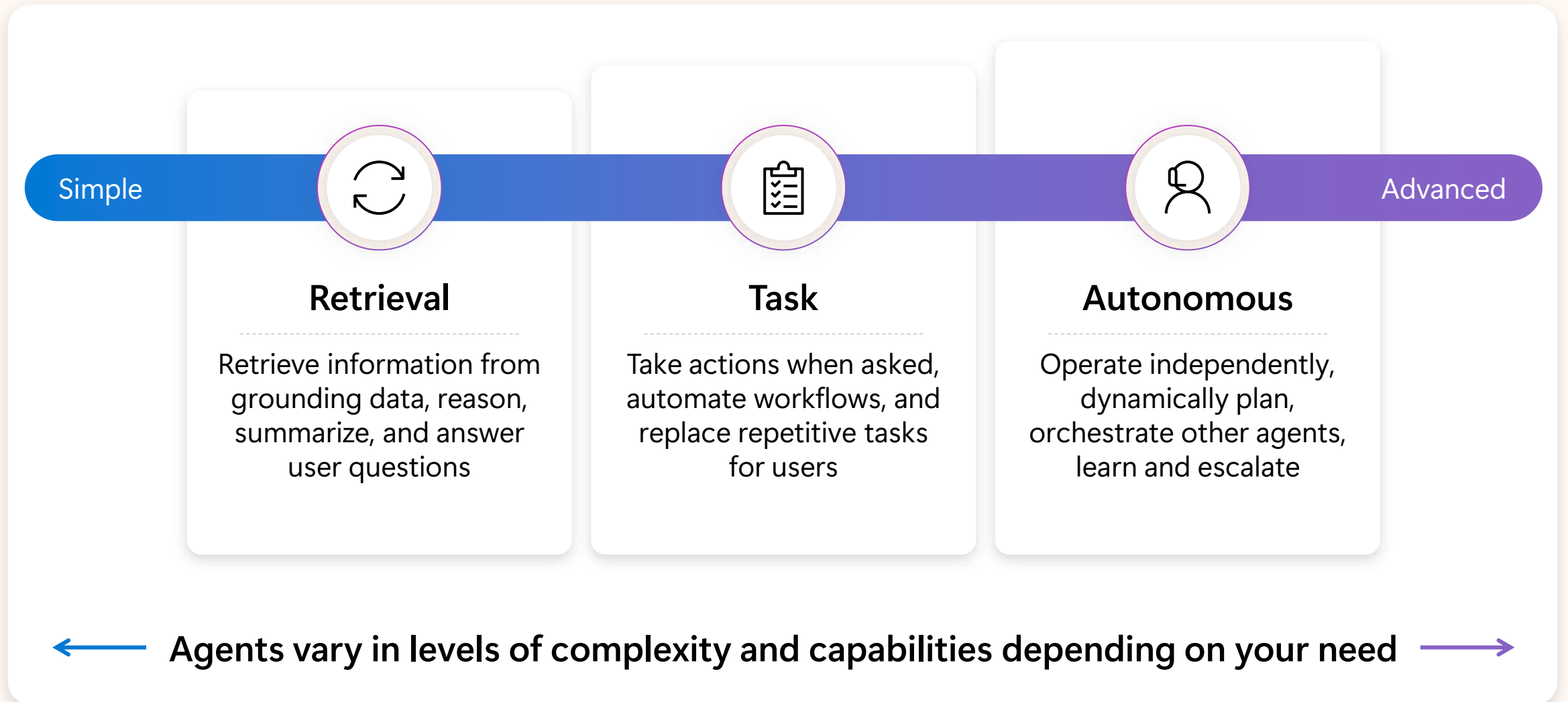


**Reinvent
customer
engagement**



**Accelerate
innovation**

A Spectrum of Agents Fit Your Business Needs





Work

Web



Enterprise process automation



Customer Service agent

I want a Customer Service agent for on my support site for my customers.



Proposal Analyzer

I want a Proposal Analyzer to evaluate RFP responses and recommend vendors.



Schedule Optimizer

I want to a Schedule Optimizer to match patients with care services.



Supply Chain Reallocation agent

I need to build a Supply Chain Reallocation agent for my organization.



Agentic capabilities in Sales

Sales Research Agent

The Sales Research Agent in Dynamics 365 Sales uses natural language and AI-suggested topics to create research plans, gather and analyze data, and provide tailored insights, helping you understand sales performance and make informed decisions.

Sales Qualification Agent

The Sales Qualification Agent autonomously researches leads using Dynamics 365 Sales and web data, recommends engagement, and provides personalized emails, allowing you to spend more time with customers and less time triaging leads.

Sales Agent

The Sales Agent automates lead research and prioritization, generates personalized emails, and suggests actions based on CRM and web data, saving sellers time and enhancing communication to focus on outcomes.

Sales Chat

Empower users and agents to access and act on sales insights, enhancing their ability to hunt, farm, and close deals. Access to previous emails and meetings helps identify buying signals and challenges, enabling faster deal closures.

Works with:



Currently in Public Preview*

Works with:



Public Preview May 25

* SRA: FRE 4/1, APJ 4/11, EUR 4/18, NAM 4/25

* SQA: FRE 4/15, APJ 5/9, EUR 5/16, NAM 5/23

Functional Impact of AI at Microsoft



CUSTOMER SERVICE

11.5%

faster in resolving cases for support team



SALES

9.4%

higher revenue per seller for one business group



MARKETING

21.5%

increase in conversion rates



HR

25%

greater accuracy in answering questions through employee self-service



FINANCE

60%

reduction in case resolution time in cash collections



LEGAL

5%

reduction expected in external spend for regulatory work in 2025



IT

36%

increase for the self-help success rate for employees

Transforming with Agents Across Industries

Onboarding new clients is a lengthy time-consuming process

Onboarding agent

McKinsey & Company

90% reduction in lead time

30% reduction in administrative work

Due diligence is labor intensive and complex

Due diligence agent

 Thomson Reuters

50% cuts in several tasks in the due diligence workflow

Optimizing supply chain is a heavy lift

Logistics agent



Millions of dollars in reduced freight expenditures in the first year

Maintaining high-level customer service for millions is a challenge

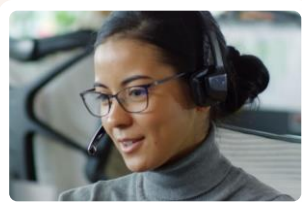
Customer service agent



70% more autonomous agent conversations

3 month deployment time

Unlocking Transformation by Function with Columbus



Customer Service

Self-help

Support assignment

Issue diagnosis

Problem resolution

Continuous improvement



Sales

Customer self-service

Lead generation

Customer engagement

Negotiations & closing

Post-sale follow-up & upsell

Sales analysis & forecasting



Finance

Quote to cash

Record to report

Tax & treasury

Planning & analysis

Risk management and compliance

Procure-to-pay



Marketing

Customer insights & strategy

Demand generation

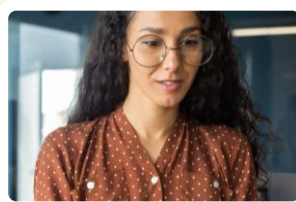
Content creation

Campaign execution

Predictive analysis

Personalization

Sales enablement & recommendation



HR

Employee engagement

Recruiting

HR admin & payroll

Compensation & benefits

Learning & development

Talent management

HR strategy & planning



Legal

Regulatory & compliance management

Contracting

Risk management

Litigation

Consultation

Intellectual property

Advisory services



IT

Data management

Software management & acquisition

Device management

IT operations

Network operations

Information security

Change management & user adoption