Microsoft

AI, forandring og forretning

Sådan skaber I reel værdi med AI

Nina Due

Enterprise Partner Director, Microsoft Danmark

Nina Due | LinkedIn

Agenda

AI-succes og frustration

- Skift i arbejdsstyrken
- Geopolitisk situation og suverænitet
- Cybertrussel
- Robusthed og innovation
- AI-modelkapløb

Microsoft som “Customer Zero”

Egen intelligens

AI-succes og frustration

Fra personlige AI-assistenter og piloter til skaleret forretningstransformation

Work Trend Index: ROI

The business case for investing in AI is clear

of leaders say they are using AI & Agents to fully automate workflows or processes[1]

AI agents projected to be automating workflows by 2028[2]

...but it can be challenging to show ROI

worry about quantifying the benefits of AI[1]

of organizations have challenges in scaling and operationalizing AI[3]

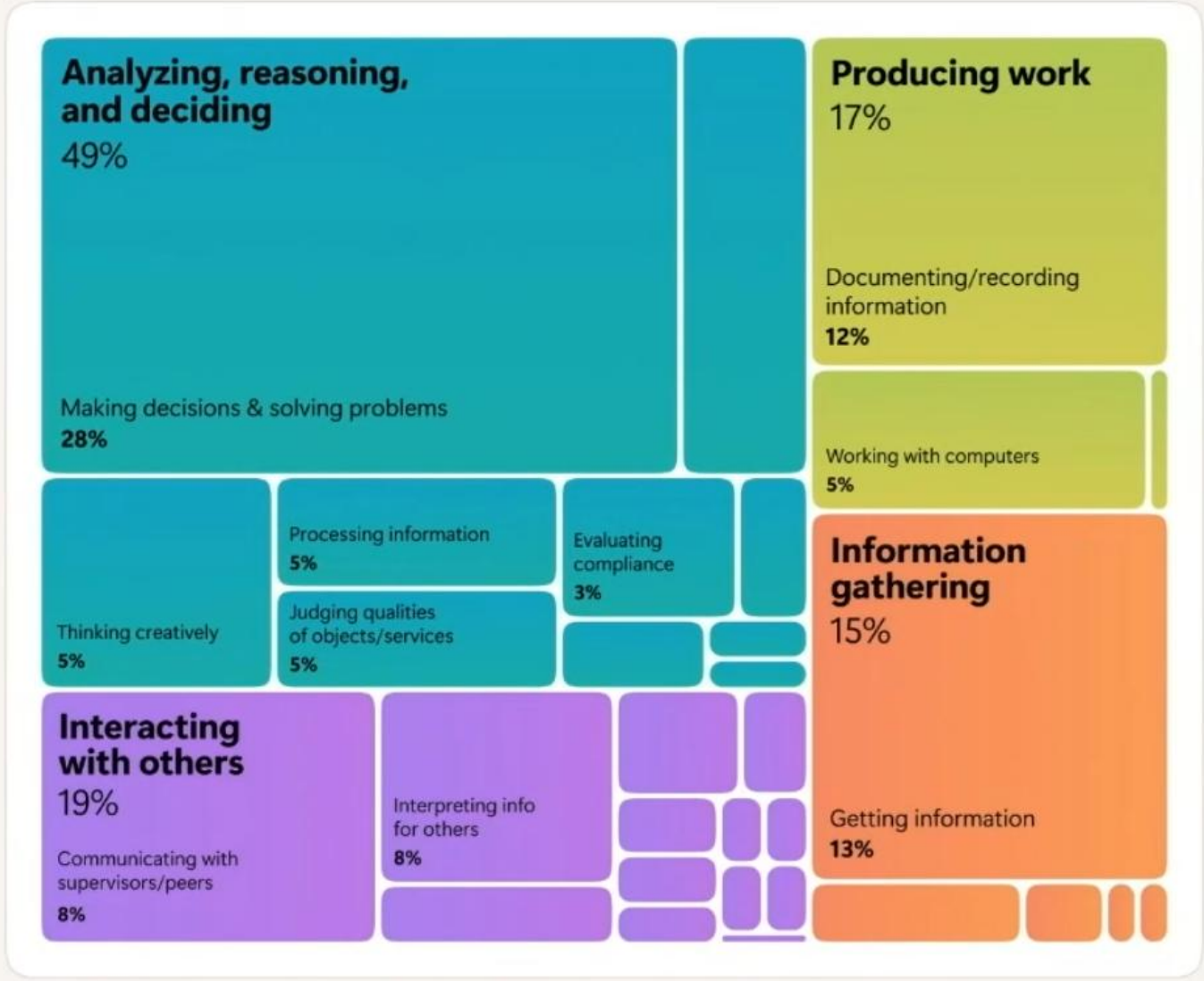
1. Work Trends Index | 2. IDC Info Snapshot, spons. af Microsoft, 1,3 mia. AI-agenter i 2028, maj 2025 #US53361825 | 3. AI-infrastrukturens tilstand

Personlig produktivitet øges med AI-assistenter

WHAT AI USERS DO WITH COPILOT

AI expands who can do high-value work.

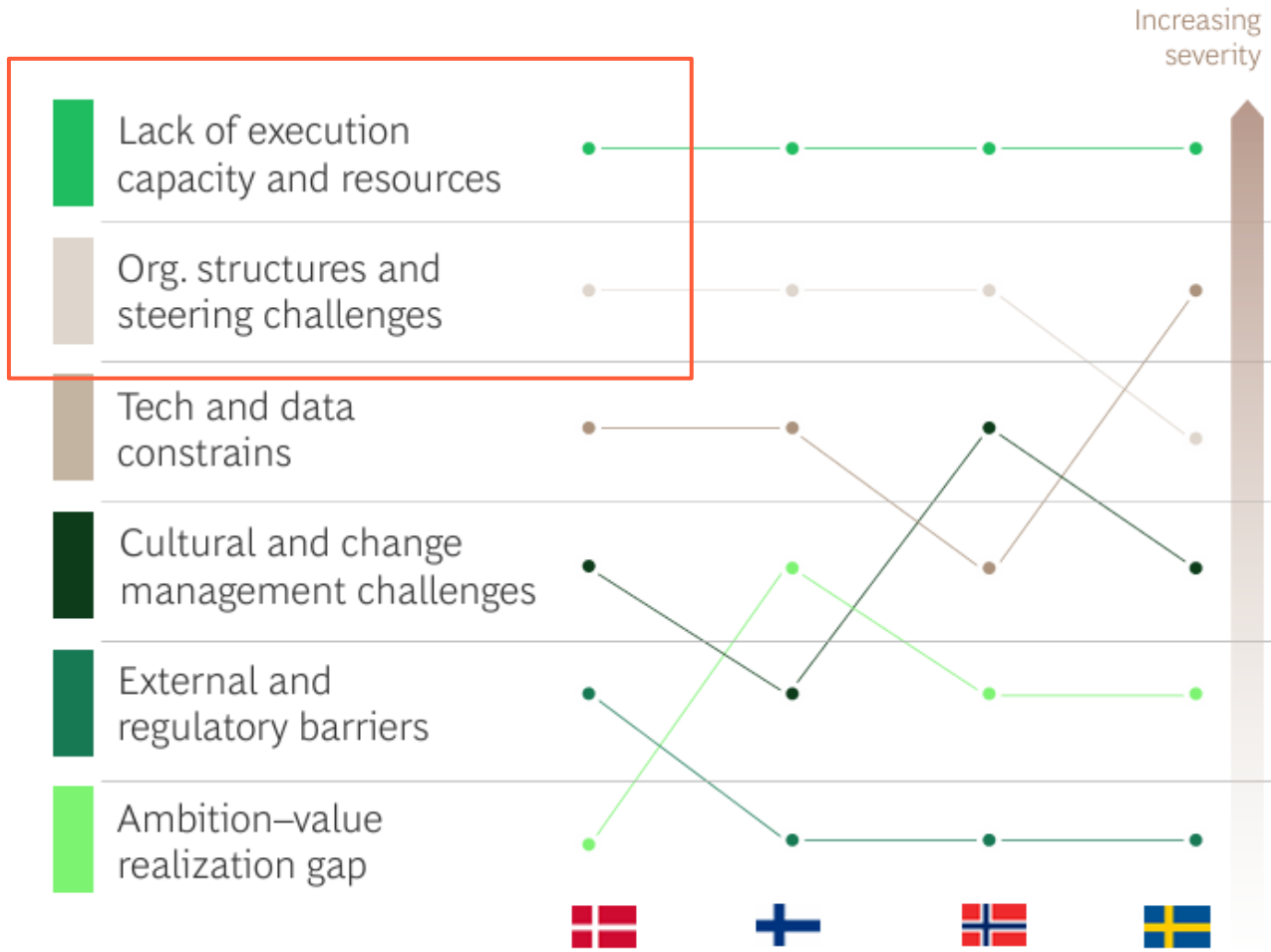
49% of all AI conversations support analyzing, reasoning, and deciding.



Microsofts årlige Work Trend Index-rapport 2026

EXHIBIT 04

Key barriers to unlocking AI value, ranked by severity



Key barriers explained

Insufficient **AI talent**, **delivery capacity**, and **enablement** make it hard to take initiatives from concept to production and s**ustain them over time**

Unclear **ownership**, **decision rights**, and **cross-functional alignment** lead to inconsistent prioritization, slow decisions, and weak **accountability for outcomes**

Limitations in **data quality**, **integration**, **infrastructure**, tooling, and responsible AI guardrails prevent reliable **development**, **deployment**, **and scaling of AI solutions**

Low trust and **resistance to change** limit day-to-day AI usage; **adoption is uneven** throughout the employee base and benefits don't consistently show up in operations

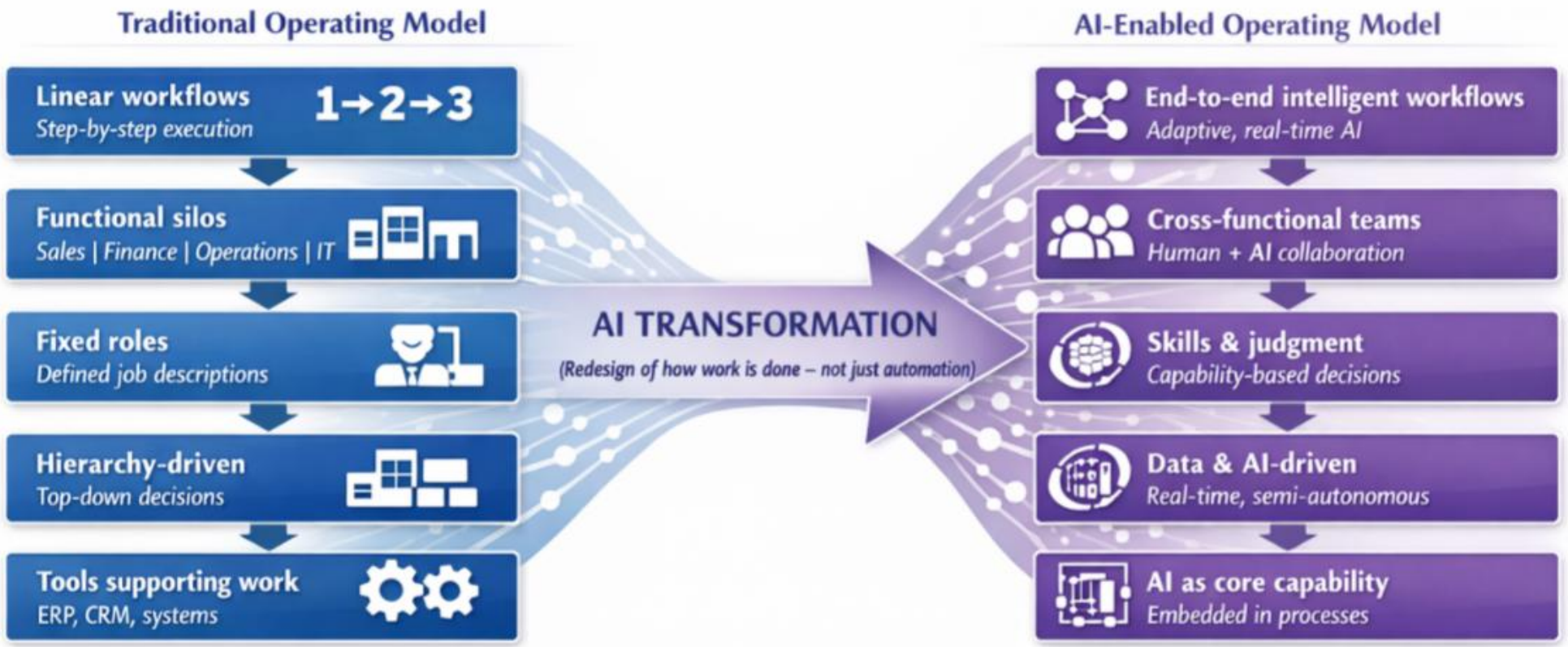
Uncertainty and constraints from **regulations**, **policies**, or **industry standards** increase **complexity and risk**, extending **approval cycles** and narrowing feasible use cases

AI ambitions aren't translated into clear **value cases**, **success metrics**, and **benefit tracking**, so investments don't reliably produce measurable impact at scale

Source: BCG 2025 NOR AI Perspective Study (n=300)
Note: Based on the % ranking each barriers as the "most severe" barrier

Operating Model in the Age of AI

From "how we work today" → to "how we create value with AI"



AI does not just optimize work** — it fundamentally redesigns the **operating model.

Frontier-virksomheden

Fra menneske- og appcentrerede flows til et **agentcentreret** arbejdssystem

Rejsen mod Frontier-virksomheden

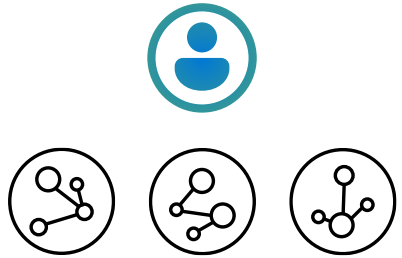
Fase 1

Menneske med assistent

Alle har en AI-assistent, der hjælper dem med at arbejde bedre og hurtigere

Fase 2

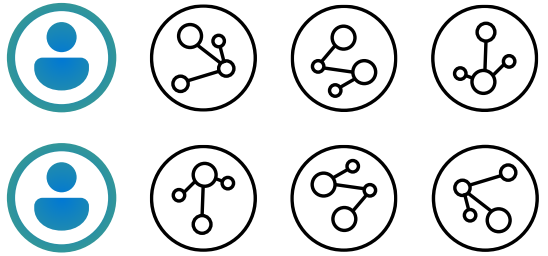
Menneskestyrede agenter



Agenter bliver "digitale kolleger" og løser opgaver efter menneskelig anvisning

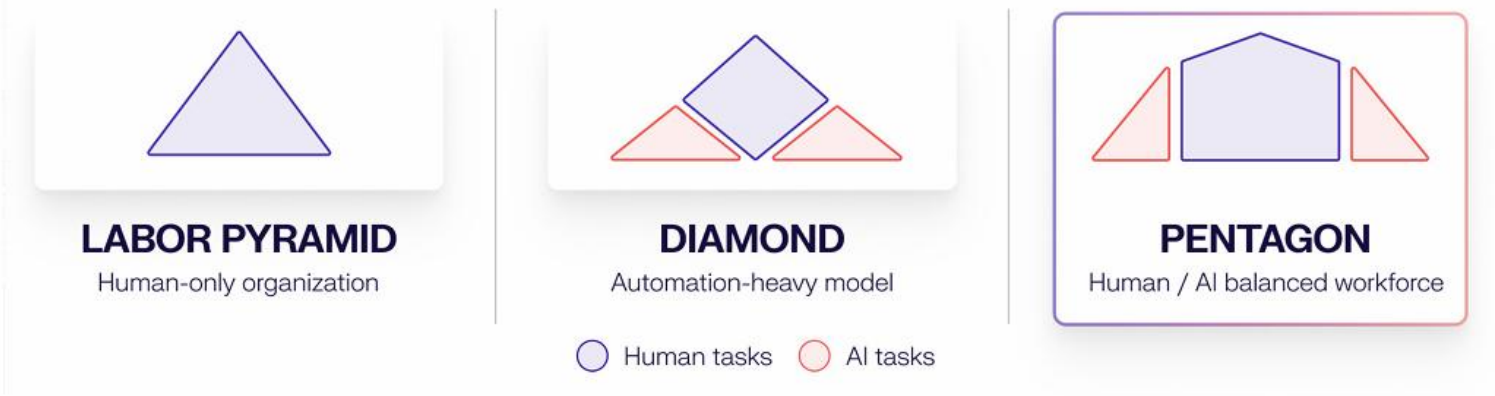
Fase 3

Menneskestyret, agentdrevet



Mennesker sætter retning; agenter driver processer og arbejdsgange med check-in efter behov

Skift i arbejdsstyrken kræver en målrettet HR-strategi



Net New Jobs by 2030*

+78 million

AI to create 170M jobs and eliminate 92M

Under **50 %** af virksomhederne har redesignet deres talentstrategi

TEKNISKE
- AI-forståelse og anvendelse
- Prompt engineering og AI-tilsyn
- Cybersikkerhed og ansvarlig AI
- Dataanalyse og digital modenhed

MENNESKELIGE
- Tilpasningsevne og løbende læring
- Kritisk tænkning og dømmekraft
- Kreativitet og innovation
- Emotionel intelligens og kommunikation

Inde i menneske-maskine-økonomien: En rapport for 2026

LinkedIns Work Change Report

* WEF – Future of Jobs Report 2025

AI i virksomheden – AI-rapport 2026 | Deloitte CE

NEWS
ECOLOGY:
TIME TO FALL BACK
NEWS

neral
ata
Protection
Regulation

P572

Hvad er digital suverænitet?

Evnen til at deltage i den digitale økonomi — sikkert, uafhængigt og med selvbestemte kontrolmekanismer.

01 **Data control**

Who can access data? Where does it reside? Who decides?

02 **Operational control**

Who operates the systems — and under which jurisdiction?

03 **Strategic flexibility**

Can we switch providers? Do we have a realistic plan B?

Freedom of action

We can choose — and we can choose again.

"Jan Damsgaard: Det handler ikke om at være uafhængig af alle — men om ikke at være afhængig af én."

Microsoft Sovereign Cloud understøtter centrale scenarier for digital suverænitet

Lovkrav

Suveræn AI-databehandling

Ingen cloudoperatør-adgang

Datalokation

Forretningskon-tinuitet

Cybertrussel: sikkerhed er afgørende

4.000
Adgangskodeangreb pr. sekund

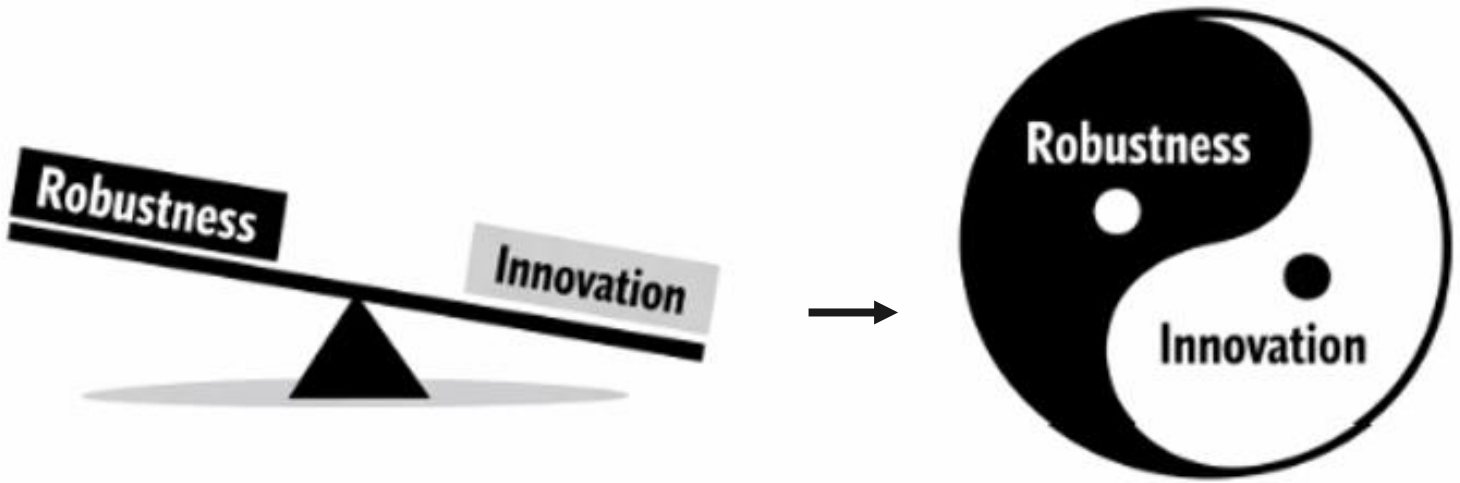
72 min
median tid fra phishingmail til angriberen får adgang til private data

300
sporede private og statsstøttede organisationer

34.000
Microsoft-sikkerhedsingeniører

Investeringsbehov

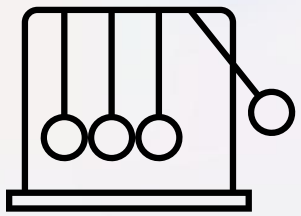
Investering i robusthed og innovation



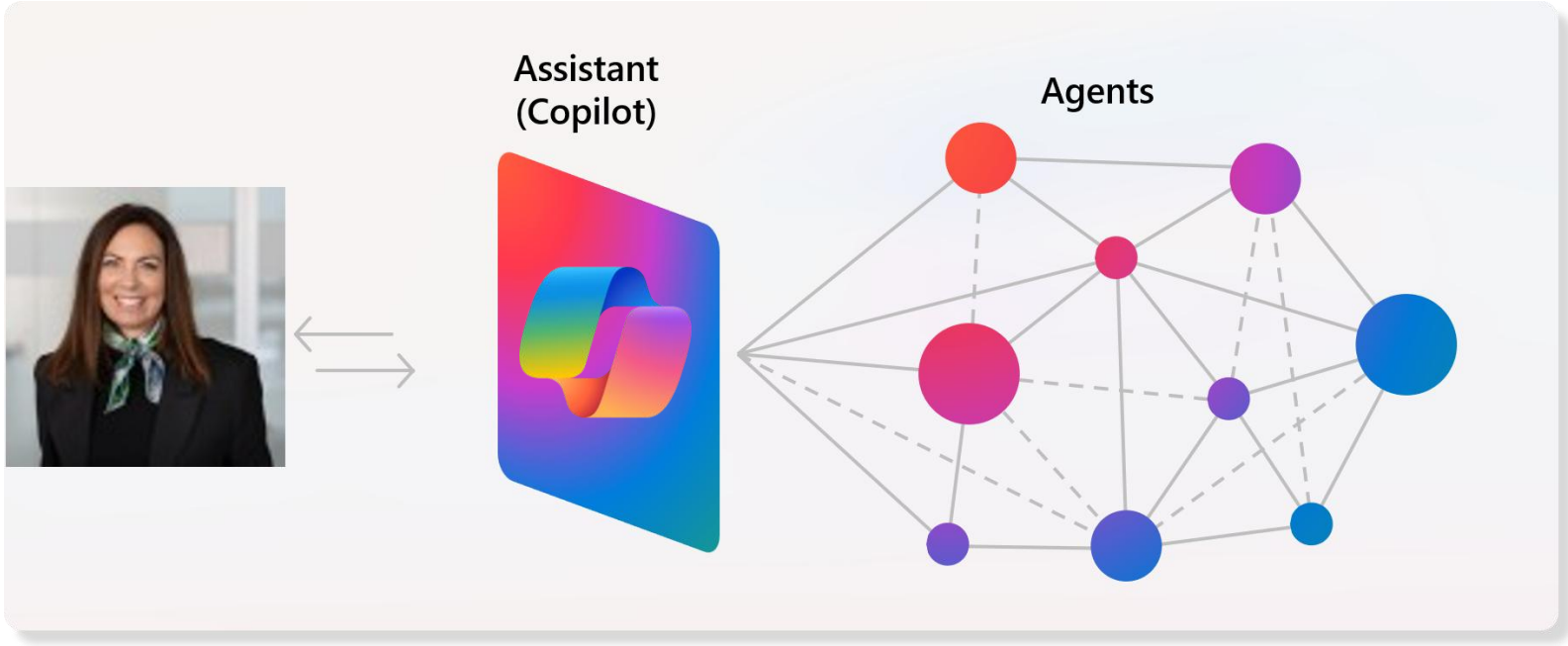
Styring

Digitale agenter skal styres som menneskelige agenter

AI-modelkapløb: Risiko ved investering i én model



AI-modellandskabet bevæger sig som et pendul



Virksomheder har brug for en platform, der kan håndtere forandring

Microsoft som “Customer Zero”

Microsoft
SME&C | CDS

Role in Action – Key Moments in my Day!

PERSONAL PRODUCTIVITY

8:00 AM

Morning Briefing

Cowork briefs Thomas on emails, Teams messages, key meetings, and team blockers — ready before the first morning standup.

Cowork — 20 min saved

6:00 PM

End of Day Wrap

Cowork closes out the day — actions logged, follow-ups scheduled, and tomorrow staged with prep links.

Cowork — 15 min saved

CUSTOMER-FACING

11:00 AM

Customer Meeting Live

Sales Agent surfaces relevant case studies, pricing, and next-best-actions in real time during a customer call.

Sales Agent — 25 min saved

2:00 PM

Partner Co-Sell Prep

Researcher pulls partner solution fit, joint pipeline, and last interactions before a partner sync.

Researcher — 25 min saved

TEAM MANAGEMENT

9:30 AM

Pipeline Health Check

Sales Agent scans the team's pipeline, surfaces at-risk deals, missing next steps, and stalled opportunities across all SDS reports.

Sales Agent — 30 min saved

4:00 PM

Forecast Submission

Analyst rolls up team commits, best case, and upside — reconciled against CRM — and drafts the narrative to leadership.

Analyst — 45 min saved

Thomas Lundgren

Digital Specialist Manager

SME&C WE CAI Denmark

2-3 hrs

saved every day

A day in the life of a CFO

Jesper

CFO of Microsoft Denmark & Iceland

8:30 am

Jesper starts his day by reviewing his calendar and preparing for his meetings. He uses Copilot to surface recent activity with his reports to prepare for his 1:1s.

Copilot M365

What's the latest from (tag name of colleague) organized by emails, chat, and files

9:30 am

To get up to speed on the last meetings, Jesper uses Copilot in Teams to summarize a meeting that he couldn't attend yesterday evening (due to timezone challenges with US West coast).

Copilot in Teams

Summarize the meeting and identify key actions

11:00 am

Jesper has a short working block to prepare for a meeting with a Microsoft Partner regarding Sustainability. He uses Copilot in Word to draft talking points for the meeting.

Copilot in Word

Draft talking points for a meeting and reference these files.

11:10 am

While preparing his talking points for the Partner meeting, Jesper uses Copilot in Edge to provide a summary of the news section of the Partner's website. In addition, Jesper used Copilot in Edge to create a profile of the Partner, based on the website.

Copilot in Edge

Summarize document and highlight themes.

1:00 pm

Ahead of a meeting with the Public Sector sales team, Jesper wants to review the last quarter performance of the team. He asks Copilot in PowerBI to summarize the DK Revenue Performance PowerBI Report.

Copilot in PowerBI

Review the revenue performance of the Public Sector sales team in Denmark

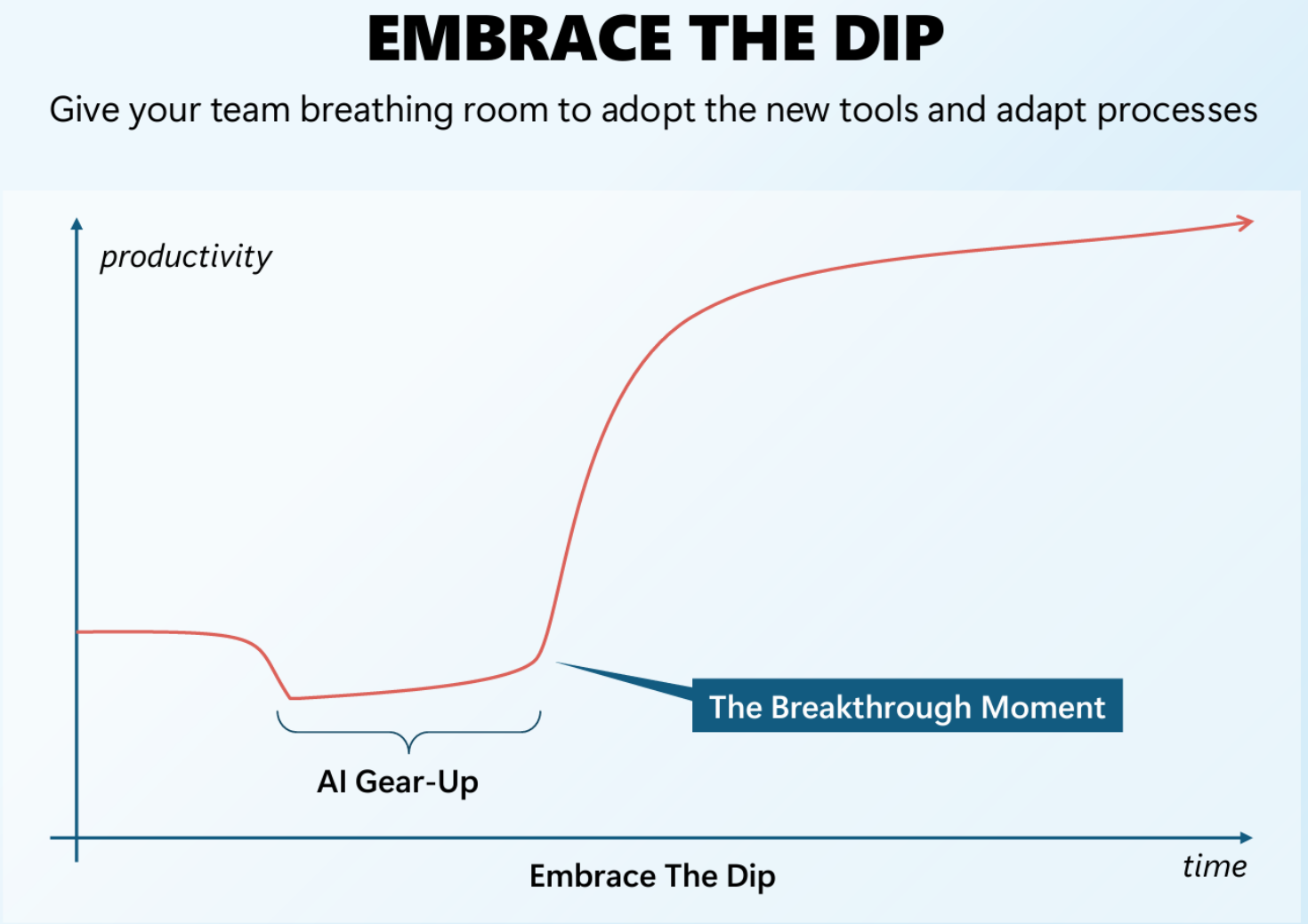
2:00 pm

The Statutory controller has identified a discrepancy between the salary system and the bank statement. In a 1:1 meeting, Jesper and the controller are reviewing the discrepancy using Copilot for Finance

Copilot for Finance

Reconcile data using pre-built reconciliation function in Copilot for Finance

“Growthmindset” og psykologisk tryghed



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Vigtigst af alt

“Egen intelligens”
er fremtidens konkurrencefordel

Tak!