



From exploration to expert:

A guide to AI maturity

How Microsoft Copilot can transform
your business into a Frontier Firm



We are entering a new reality. Every leader needs a new blueprint.¹

In the last year, we have seen generative AI initiatives move from experimentation to execution, and intelligence is now on tap for organizations to buy and use to expand their digital labor resources.

With an increase in digital labor, a new type of organization has emerged: **Frontier Firms**. A Frontier Firm is an organization structured around on-demand intelligence and powered by hybrid teams of humans and agents.

Frontier Firms **accelerate decision-making and innovation** with real-time insights. As a result, these hybrid human-AI teams **unlock agility, productivity, and entirely new business models**.

In this e-book, we will take a closer look at the framework your organization can follow to measure success and the steps you can take in your AI maturity journey to reach the goal of becoming a Frontier Firm.

Frontier Firms are showing what's possible.

A recent survey of Frontier Firm workers showed that:

71%

believe their company is thriving.¹

55%

can take on more work.¹

94%

are more optimistic about future work opportunities.¹

1. [“2025: The Year the Frontier Firm is Born,”](#) Microsoft, 2025.

Becoming Frontier: an AI adoption framework for your business

What matters most in your AI transformation journey is that you are empowering the people in your organization to focus on the tasks that matter most and to improve how they get work done. There are four pillars you can use to evaluate if you're reaching that goal:

Enrich employee experiences

- Can your leaders hire the best people in your industry?
- Are you delivering world-class tools for your employees?

Reinvent customer engagement

- Can your teams connect with their customers to drive pipeline and revenue growth and become more efficient at customer acquisition?
- Are you providing them with the tools they need to deliver a more personalized experience and solution?

Reshape business processes

- Do your employees have the tools they need to streamline operations and be more efficient?
- Can they be part of the transformation process by identifying new opportunities to innovate?

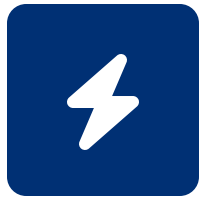
Bend the curve on innovation

- Are your employees able to use their technology solutions to generate new ideas?
- Can they accelerate their creative processes and iterate faster than before?

Once you have your adoption framework in place, you can start on your AI transformation journey to reach the Frontier Firm state. Let's dive into what that journey can look like for your organization.

The journey to becoming a Frontier Firm

The process of becoming a Frontier Firm doesn't happen overnight. There are several steps you need to take to help you scale your AI maturity successfully.



Introduce



Plan



Transform

IT.ie can walk you through each stage of this journey, offering guidance and suggesting the Microsoft Copilot solutions you need to transform your business towards becoming a Frontier Firm. Here's how we do it.



Introducing generative AI solutions

As you consider the areas of your business where AI can drive the most impact, you may need to start with a little experimentation.

[Microsoft Copilot Chat](#) with the GPT-5 model is a free solution that enables your employees to use Copilot as their thought partner to explore innovative ideas and to problem solve with access to web and work data. Additionally, your users can convert AI outputs into **Copilot Pages** that allow them to collaborate with AI and their teammates.

As a result of starting to experiment with Copilot Chat, you make progress in your Frontier Firm journey by:



Beginning to build your people's AI skills



Testing capabilities and identifying high-impact business processes



Meeting your organization's KPIs with increased productivity and creativity



Planning and scaling your generative and agentic AI use

Once your teams have had the chance to start testing AI in their workflows, you will need to build the policies, processes, and culture that puts AI first.

Planning

This phase focuses on establishing the core infrastructure, governance, and cultural readiness for AI adoption.

AI governance guardrails and environment strategy

- Establish an **AI council** to define ethical principals, review use cases, and monitor AI performance.
- Work with us to prepare your tenants with **secure data and hygiene protocols**.

Applied AI experience

- Empower **citizen developers** using low-code tools to create agents that support specific workflows.
- Promote continued experimentation and quick wins to build **AI confidence and momentum**.

Organization and culture

- Focus on **adoption and change management** through departmental leaders and tailored training.

Scaling

This phase is about expanding AI capabilities across departments and embedding them into core workflows.

Organization and culture

- Use prebuilt agent templates like **Researcher, Analyst, and Facilitator** to streamline workflows.
- **Encourage reuse** to accelerate deployment.

Tech strategy

- Operationalize **Responsible AI** through structured impact assessments, safety filters, and continuous monitoring.
- Read about [Microsoft Responsible AI principles](#).

AI governance

- Implement **robust governance strategies** to prevent oversharing and ensure compliance.

Measure ROI

- Use Microsoft Copilot Dashboard to maximize the value of Copilot and measure AI-related KPIs.



Transforming yourself to be at the forefront of digital labor innovation

When you've evolved in your AI maturity journey, your business will operate as an AI-first organization with hybrid human and agent teams.

For hybrid and human agent teams to work successfully, every employee will need to be an agent boss—someone who builds, delegates to, and manages agents to amplify their impact.¹

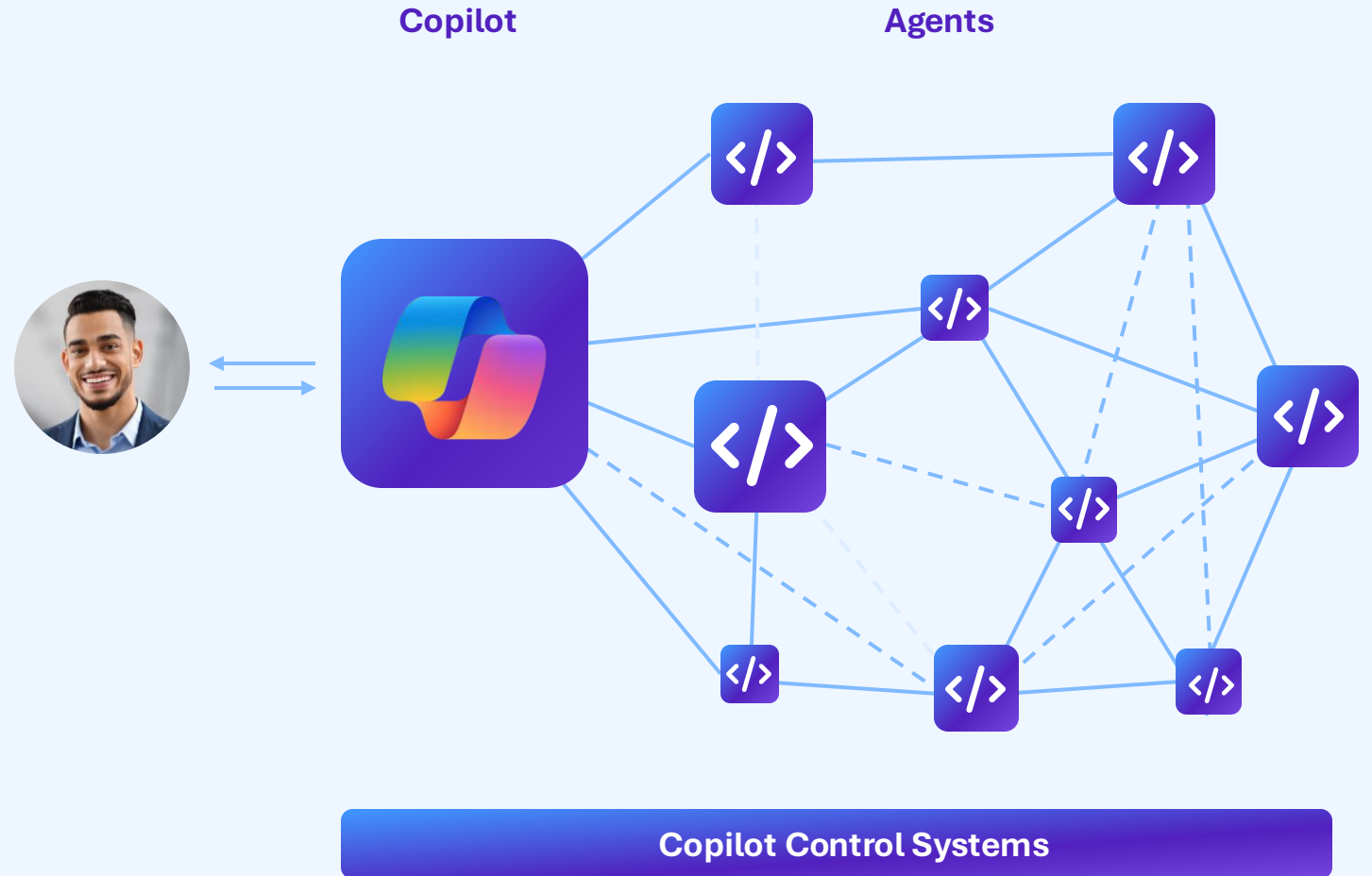
Additionally, you will need to offer role-specific learning for your organization so your people can build their AI confidence and train the agents they use to meet their function-specific needs. It will become difficult for organizations to bridge the final gap to becoming a Frontier Firm without this support in place for every department.

1. ["2025: The Year The Frontier Firm is Born,"](#) Microsoft, 2025.

Microsoft 365 Copilot: Your UI for AI

As we've seen throughout this e-book, no matter what stage you're at in the AI journey, Microsoft 365 Copilot is your system for human and agent collaboration. You can easily access Copilot in the tools you already use to drive deeper results. Copilot goes beyond productivity to deliver secure, scalable results, by:

- ✓ Driving impact with human and agent collaboration.
- ✓ Automating your business workflows with AI agents tuned for work.
- ✓ Protecting your data with secure, enterprise-ready AI.



Microsoft 365 Copilot is built on trust

Microsoft 365 is built on existing commitments to data security and privacy, enabling you to always stay in control.

- ✓ With Copilot, it's your data, and you control all your data.
- ✓ Copilot honors your existing **Microsoft 365 permissions** and policies for data access.
- ✓ You can control your data's location.
- ✓ Your data is not used to train foundation large language models, including those used by Microsoft 365 Copilot.
- ✓ You're protected against AI security and copyright risks with the **Microsoft Customer Copyright Commitment**.

On top of these data security and privacy commitments, the **Microsoft Copilot Control System** makes it easy for IT to manage deployment, agent lifecycle, and usage analytics to support secure, scalable adoption.



The future is human-led, agent-operated¹

Microsoft 365 is more than a productivity tool. It is a system that enables human and agent collaboration to transform how work gets done. As you progress in your path to becoming a Frontier Firm, Copilot offers **the capabilities, flexibility, and scalability** to test use cases, implement agents, and empower every employee to grow into their new role of being an agent boss.¹

Whether you're just getting started or scaling your AI transformation, IT.ie can help your organization get ready, develop your adoption strategy, prepare your environment, and train your employees to help support a secure Copilot deployment and maximize impact.

Let's start your AI journey. Contact us today to take the next step with Microsoft 365 Copilot:
hello@it.ie

1. ["2025: The Year The Frontier Firm is Born,"](#) Microsoft, 2025.

