



Microsoft 365  
Copilot

XTIUM

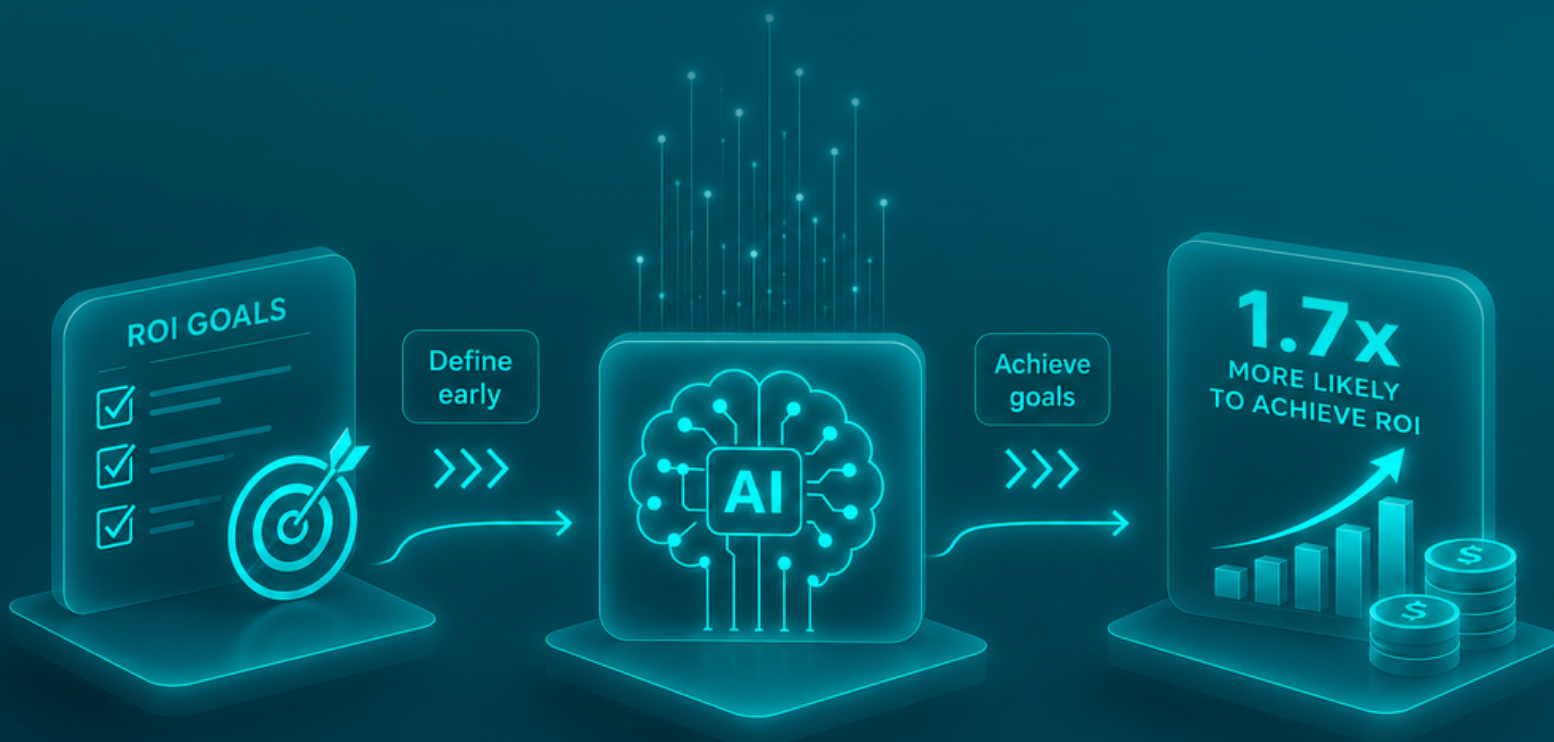
# REALIZING THE ROI OF AI

A practical guide for businesses

## PART I

### From Adoption to Impact

Businesses that define ROI goals early are 1.7x more likely to achieve them.



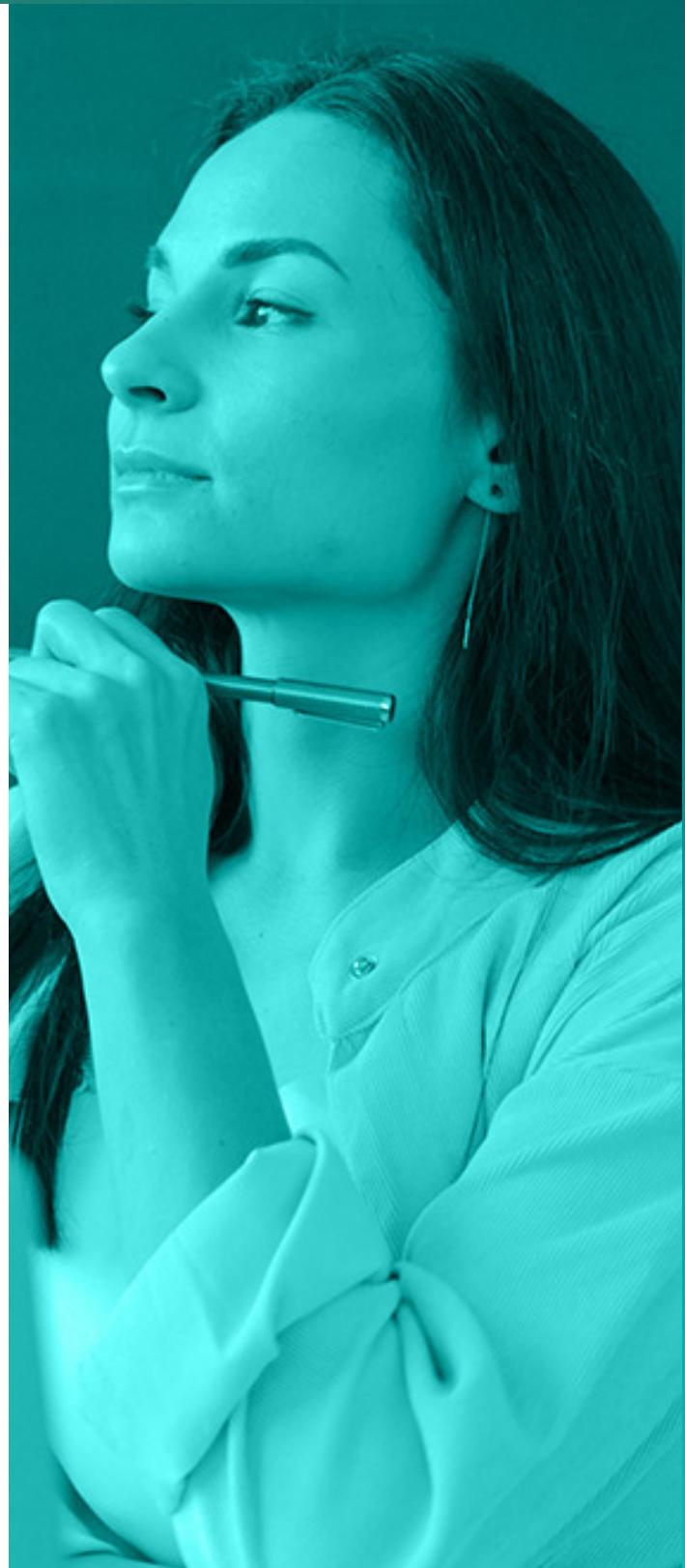
# Embrace an experimental mindset

AI adoption among businesses is accelerating—but only about one in four organizations achieve their expected return on investment (ROI). That's why success depends on pairing clear goals with the flexibility to test, learn, and iterate.

To unlock real value, businesses need to approach AI with an experimental mindset. ROI might not show up in the first pilot—or even the fifth. It may take exploring a range of use cases before measurable impact becomes clear. Encourage your team to share ideas, celebrate wins, and learn from what doesn't work. The faster you learn, the faster you grow.

And because many people are cautious about AI, it's important to create a safe space for exploration.

Give your team reasons to try AI and apply it to their workflows. When experimentation is tied to business metrics—connecting effort to return, and learning to growth—AI becomes a driver of meaningful impact.



Every \$1 invested in AI **returns**  
**an average of \$3.50** in value.

## Cost efficiency

Operating costs drop by roughly 20% post-implementation.

## Productivity

80% of firms report at least a 20% boost in employee output, with some seeing up to 40% gains.

## Customer experience

AI-driven service and analytics improve satisfaction by 15% on average and reduce churn by up to 40%.

## Reinvestment

Businesses can save 20+ hours per month and up to \$2,000 monthly, often reinvesting those resources into innovation and customer growth.

ROI from AI isn't just about efficiency—it's about **freeing capacity for higher-value work** that drives growth.

Think of ROI not only as dollars saved, but as time reclaimed, morale boosted, and innovation unlocked.



# Measuring Return on AI

To turn AI from promise to performance, leaders must measure what matters. AI's impact is clearest when companies apply structure—setting goals, establishing baselines, and tracking the right KPIs over time.

## MICROSOFT'S RETURN ON AI FRAMEWORK



### 1. Define clear objectives and KPIs upfront

Anchor AI initiatives to specific, measurable business outcomes.

#### Example:

"Increase online sales by 15% per month through AI-driven recommendations."



### 2. Establish a pre-AI baseline

Capture your starting point before deploying AI to demonstrate improvement and strengthen future investment cases.

#### Example:

"Current average customer support resolution time: 36 hours. Goal: reduce to under 12 hours with AI-powered ticket routing."



### 3. Include all costs and returns

When calculating ROI, consider total effort—training, integration, subscriptions, and time.

#### Example:

"Account for \$25K in software licenses, \$10K in staff training, and 80 hours of integration work when modeling total costs, returns, and payback period."



### 4. Track continuously

Pilot early, measure often, and scale what works. Stay the course—many organizations see positive ROI within 14 months

#### Example:

"Increase online sales by 15% per month through AI-driven recommendations."



### 5. Capture intangible benefits

AI often delivers value beyond dollars—employee satisfaction, faster decision making, and better customer relationships all translate to long-term advantage.

#### Example:

"Increase online sales by 15% per month through AI-driven recommendations."

## Avoid these four common measurement traps:



### Cost tunnel vision

Focusing only on savings blinds leaders to revenue and growth gains. Track both efficiency and expansion metrics.



### Quantification bias

Not everything that counts can be counted—balance data with qualitative feedback.



### Analysis paralysis

Waiting for perfect measurement frameworks delays impact. Start small, iterate quickly, learn often.



### Baseline blindness

Without pre-AI benchmarks, proving value later is impossible. Document your “before” state every time.

**AI delivers the most value when treated as a business strategy, not a technology project.**



## PART 3

# Seeing It in Action

Across industries, forward-thinking businesses are already realizing measurable ROI with Microsoft 365 Copilot.



ICG reduced proposal response times by 80% with Copilot accelerating deal flow and freeing teams for higher-value client work.



Newman's Own used Copilot to uncover cost savings that directly increased charitable impact.

# 10x

More efficient



By cutting analysis time from 40 minutes to 4, Leviatan realized efficiency improvements and accelerated return on its Microsoft 365 investment.



## Floww

With Copilot, Floww's teams are saving 10–20% of their time, translating AI-powered efficiency into measurable business impact.

# Guidance for Business Leaders

For leaders looking to unlock growth and ease the demands of running a business, the path forward is clear:

- ✓ **Lead with purpose**  
Connect AI to your top-line goals—whether that's growth, efficiency, or customer loyalty. Every AI integration should have a business “why.”
- ✓ **Start small, scale fast**  
Launch pilots that test real-world impact. Use results to refine, expand, and build confidence across teams.
- ✓ **Choose trusted partners**  
With Copilot, businesses gain secure, integrated solutions that work within existing workflows—so innovation scales safely and sustainably.
- ✓ **Empower your people**  
AI works best when employees know they can trust it. Provide training, celebrate quick wins, and encourage experimentation.
- ✓ **Measure and communicate ROI**  
Track the data—and tell the story. Quantify hours saved, revenue created, and customers retained to build advocacy among stakeholders.

[Explore Copilot for your business](#)



Visionary leaders don't just adopt AI—they **measure it, scale it, and communicate its value** to drive lasting growth.



Microsoft 365  
Copilot

Copilot Is Technology.  
Business Value Requires a Partner.

Buying Microsoft Copilot directly gives you access to the technology.

**Choosing XTIUM gives you a partner responsible for helping you realize value from that investment.**

From readiness and deployment to adoption, governance, support, optimization, and renewal management, XTIUM helps organizations turn Microsoft Copilot into measurable business outcomes, **not just another software license.**



# The Four Reasons To Choose XTium

## 1 We Help You Realize Value — Not Just Activate Licenses

Most organizations don't struggle with buying Copilot.

They struggle with:

- **Adoption**
- **Governance**
- **Change management**
- **Measuring ROI**
- **Scaling AI successfully**

**XTium helps organizations move beyond experimentation** and create a roadmap that delivers meaningful business outcomes.

### Outcomes We Help Drive

- ✓ Increased employee productivity
- ✓ Faster decision making
- ✓ Reduced manual work
- ✓ Better employee experiences
- ✓ Stronger customer engagement
- ✓ More value from your Microsoft investment

## 2 We Bring 25+ Years of Microsoft Expertise

AI adoption doesn't happen in isolation.

It depends on your Microsoft environment, security posture, data governance, collaboration tools, user experience, and licensing strategy.

As a Microsoft partner for **more than 25 years** and a **Tier 1 Microsoft CSP**, XTium helps customers **maximize the value of Microsoft technologies across the entire organization, not just Copilot.**

Whether you're evaluating licensing, preparing your environment, improving security, or driving adoption, our team understands the complete Microsoft ecosystem.

## 3 We Support Your Entire Technology Ecosystem

Most providers can help you buy Copilot. Few can help you operationalize it.

Because XTium is a full-stack managed services provider, we can support nearly every aspect of your technology environment, including:

- ✓ Microsoft 365
- ✓ Security & Compliance
- ✓ Managed Network Services
- ✓ Enterprise Service Desk
- ✓ UCaaS & CCaaS
- ✓ Cloud & Infrastructure
- ✓ Endpoint & Desktop Services
- ✓ AI & Automation

### THE RESULT

**One partner. One strategy. One accountable team.**  
**Not multiple vendors pointing fingers when challenges arise.**

## 4 We're Large Enough to Lead. Small Enough to Care.

Many organizations choose between:

**Large Providers**  
Enterprise expertise. Limited personal attention.

**Boutique Providers**  
Personal relationships. Limited capabilities.

### XTium delivers both.

We're recognized among the industry's leading managed services providers while maintaining a customer-first approach built on long-term relationships.

When you call, you're not opening a ticket with an anonymous support queue. You're working with people who know your business, understand your environment, and are invested in your success.

# What You Get With XTIUM + Microsoft

| CAPABILITY                        | MICROSOFT DIRECT | TRANSACTIONAL RESELLER | XTIUM + MICROSOFT |
|-----------------------------------|------------------|------------------------|-------------------|
| Microsoft Copilot Licensing       | ✓                | ✓                      | ✓                 |
| Licensing Guidance & Optimization | Limited          | Limited                | ✓                 |
| AI Readiness Assessment           | ✗                | ✗                      | ✓                 |
| Security & Governance Planning    | ✗                | ✗                      | ✓                 |
| Copilot Deployment Services       | Limited          | Limited                | ✓                 |
| User Adoption & Training          | Limited          | ✗                      | ✓                 |
| Ongoing Usage Monitoring          | ✗                | ✗                      | ✓                 |
| ROI & Value Realization Reviews   | ✗                | ✗                      | ✓                 |
| Renewal & Cost Optimization       | ✗                | Limited                | ✓                 |
| Microsoft Environment Expertise   | Limited          | Varies                 | ✓                 |
| Security & Compliance Support     | ✗                | Varies                 | ✓                 |
| End-to-End Managed Services       | ✗                | ✗                      | ✓                 |
| Single Point of Accountability    | ✗                | ✗                      | ✓                 |

# Why Buyers Ultimately Choose XTIUM

They don't need another software vendor.

They need a **partner**.

A partner that understands **Microsoft**.

A partner that understands **AI**.

A partner that understands **security**.

A partner that understands **adoption**.

A partner that understands **business outcomes**.

And a partner that can support their entire technology ecosystem — not just a single license.

**That's why organizations choose XTIUM.**

**XTIUM combines the power of Microsoft Copilot with the strategy, governance, adoption expertise, and managed services needed to turn AI into measurable business outcomes.**

