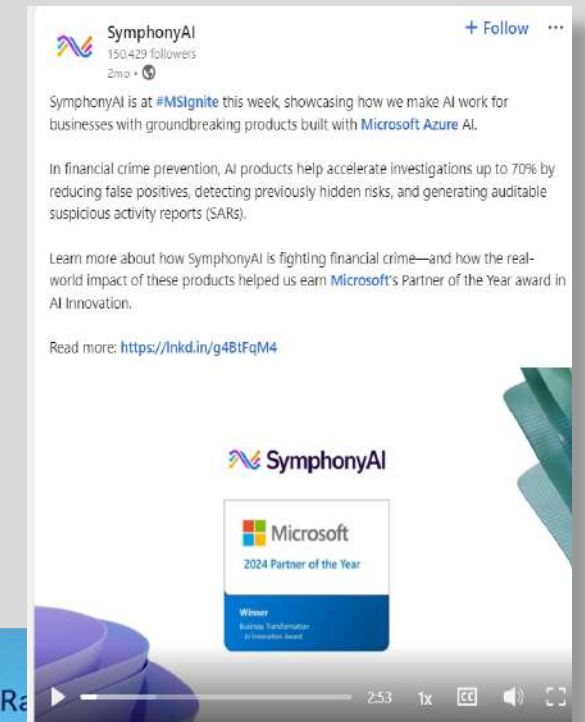
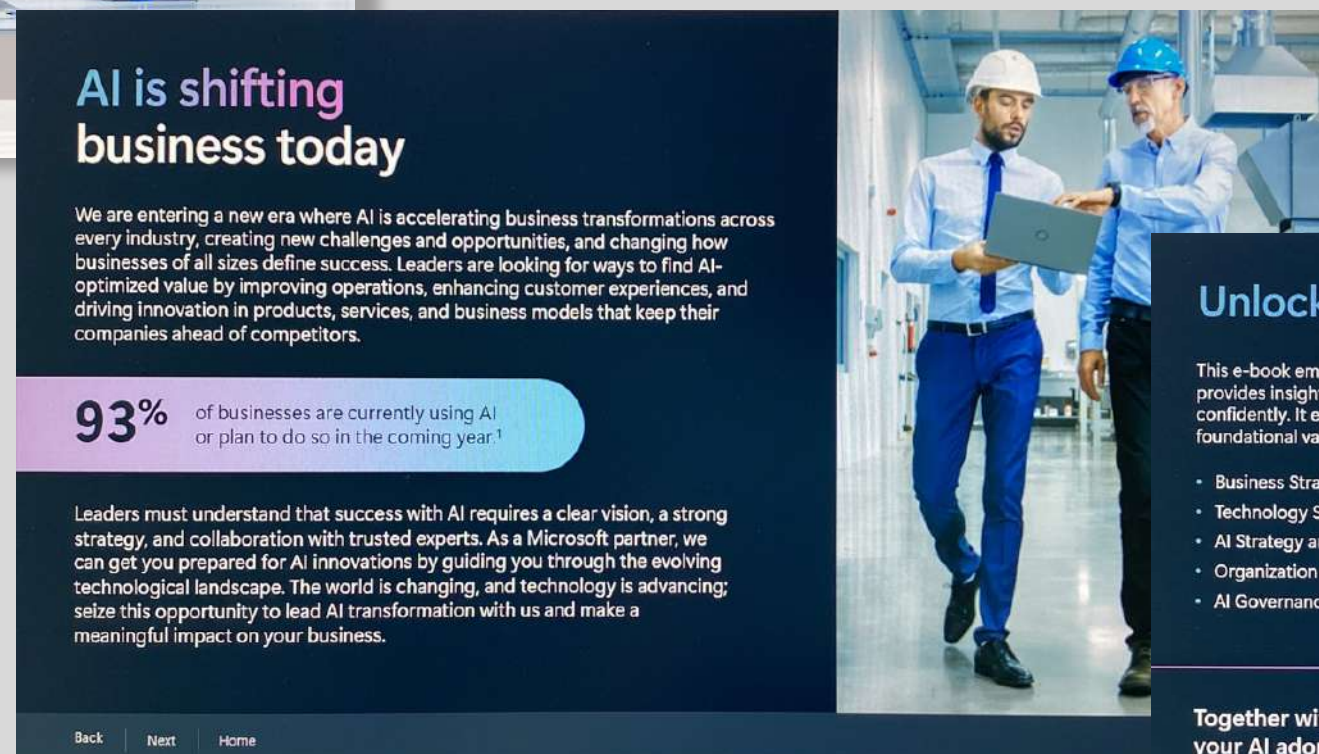
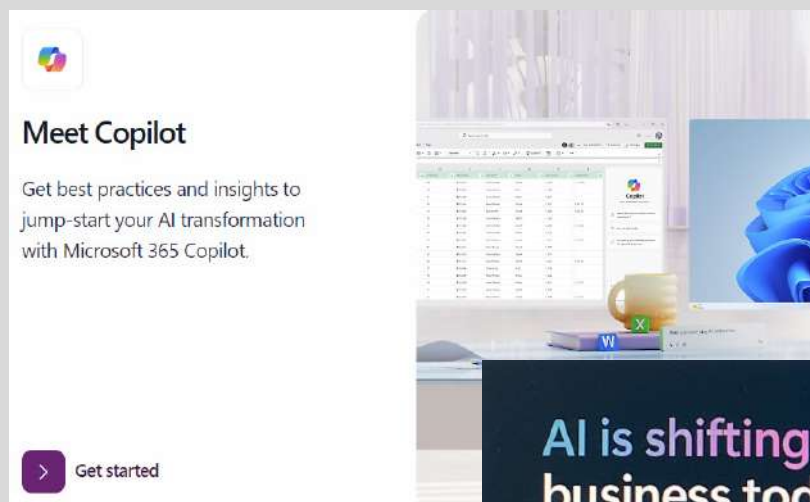


Commercialising AI for Microsoft

Commercialising AI (Copilot):

- Sales decks with best practices and insights for business transformation
- Thought leadership 'Era of AI' to promote Microsoft's Copilot (top-of-funnel content) as part of a joint email campaign with partners
- 'Unlocking the potential of AI' - nurturing campaign for partners

Creating co-branded assets with Symphone AI for a LinkedIn campaign



"Really, by asking what AI can do, we need to turn the telescope around and ask, 'What are you trying to do in your business, and how can AI help?'"

— Jason Price
Director of Specialist Management at Microsoft.²