



## CLIENT STORY

# SEG Automotive secures competitive advantage with Copilot

## Story snapshot

The technology-oriented company sought ways to empower employees in all back-office departments to work more pragmatically, efficiently, and quickly, ultimately increasing productivity through the introduction of the latest AI tools.

Insight provided support by:

- Showcasing the capabilities of Microsoft 365 Copilot.
- Developing a business case for a comprehensive implementation of Copilot.



## Background

As a prominent supplier of drive components for the automotive industry, SEG Automotive GmbH, with approximately 7,000 employees globally, thrives in a fiercely competitive market. The company prioritizes the development and enhancement of competitive advantages. IT is facilitating this strategy through the phased implementation of Microsoft Copilot.

## Challenge

SEG Automotive turned to Insight for assistance not only with volume licensing and upgrading from an E3 to an E5 plan but also for the implementation of Copilot. IT team leader Austin Slayton quickly recognized the value of this innovative and transformative technology, but he understood that successful implementation would require strong support from management.

A professional and comprehensive introduction to AI in general, and Copilot specifically, was essential. In this context, two experienced software and AI consultants from ICAT, the Insight Cloud Advisory Team, were able to provide valuable support.

*"Our objective was to demonstrate to upper management the significant business potential of Microsoft Copilot and to make it relatable. The widespread adoption of such an innovative and transformative technology can only succeed and deliver the expected added value when it is fully embraced at the C-level."*

Austin Slayton, Senior Microsoft 365 Consultant /  
Service Owner ITW, SEG Automotive Germany GmbH

## Solutions and outcomes

In the initial phase, a proof of value was established. During an online session with over 30 participants from various countries and departments, all of whom already held a Copilot license, the features of Microsoft 365 Copilot were showcased to demonstrate how the tool can enhance productivity and creativity. Additionally, an overview of SEG's readiness and potential risks was provided, enabling participants to evaluate their current status and identify gaps for a smooth implementation. Tailored recommendations for a successful rollout were offered, along with an initial roadmap outlining the next steps.

In the second session, a deeper dive into Copilot Studio was conducted. The focus was on the AI functions and authoring tools for customized solutions. The group collaboratively developed goals, scope, and expectations for the evaluation phase, while also documenting business-oriented challenges. Furthermore, the objectives for the design phase were aligned, an evaluation plan was created, and the first AI agents were developed for assessment.

The highly engaged SEG Automotive participants posed numerous detailed questions, resulting in a productive exchange that benefited all attendees, regardless of their roles. In light of the consistently positive feedback from participants, who are now acting as champions within the company, plans are underway for the purchase of 200 additional Copilot licenses and further training for Copilot end users in the second half of the year.

*"Insight's expertise and experience with Copilot are extensive. Although I had already engaged with it deeply, both personally and professionally, I still found much of the information to be new and valuable."*

**Austin Slayton, Senior Microsoft 365 Consultant / Service Owner ITW, SEG Automotive Germany GmbH**



## Why Insight?

"The extensive knowledge transfer regarding Microsoft Copilot has reaffirmed that Insight is an exceptionally capable partner for us. The implementation of new technologies like Copilot presents significant opportunities, but it also carries certain risks. Thus, we require a partner who thoroughly evaluates both the technological and business dimensions while considering our specific needs. With Insight's support, we now have a clearer AI roadmap and feel confident about the next steps ahead."

*Austin Slayton, Senior Microsoft 365 Consultant / Service Owner ITW, SEG Automotive Germany GmbH*

## Results

### Technical expertise

Efficient knowledge transfer offers insight into the required preparations and potential applications.

### Business know-how

Company-specific factors are incorporated into the planning process.

### Practical examples

Specific application scenarios demonstrate the benefits for users.

### Planning security

With Insight's assistance, a well-defined AI roadmap can be developed.