

# ARQUICONSULT

Your success. Our solutions.

## AI – ARQUICONSULT ROAD SHARING EXPERIENCE

Your Success. Our Solutions

 Microsoft  
Solutions Partner  
Business Applications

Specialist  
Small and Midsize Business  
Management

 Microsoft  
Solutions Partner  
Infrastructure  
Azure

 Microsoft  
Solutions Partner  
Data & AI  
Azure

 Microsoft  
Solutions Partner  
Digital & App Innovations  
Azure



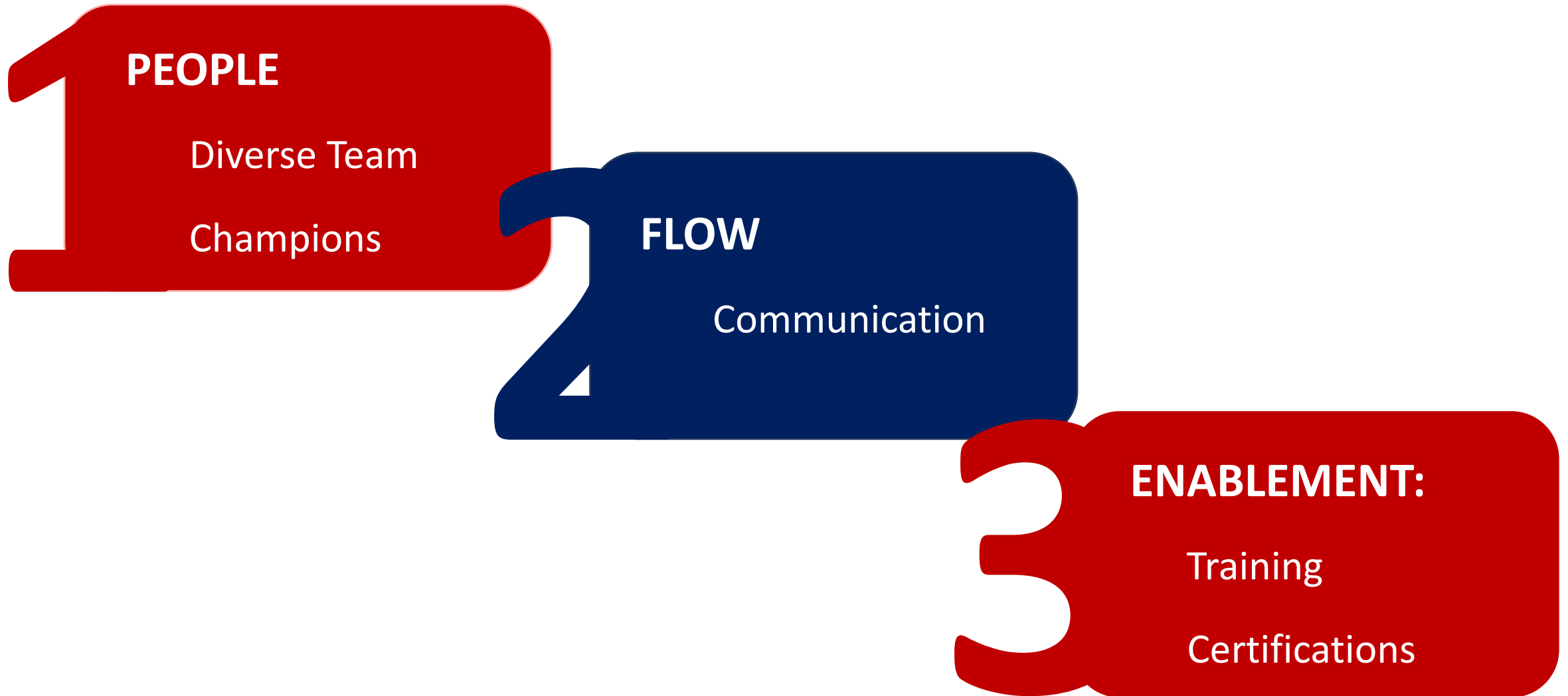
## AGENDA

- ARQUICONSULT ROAD TO AI
- INTERNAL MODEL
- GO2MARKET MODEL
- DEBATE

# HOW WE HAVE STARTED? HOW? HOW?



# OPERATING MODEL



## DIVERSE BACKGROUNDS

TECHNICAL AND FUNCTIONAL +  
DIFFERENT BUSINESS UNITS

## SENIORITY BALANCES DECISION MAKING

Mixing seniority levels in teams helped balance speed and accuracy, as well as innovation and control, improving overall judgement.

## ROLE DIFFERENTIATION ENHANCES AI INTEGRATION

Distinct functions like Finance, Operations, Sales, and Delivery enabled us more relevant and higher-quality AI use-case development.



# WHY YOUNGER PROFILES ACCELERATE

## NATURAL INTERACION WITH AI TOOLS

“SPENDING THEIR **FORMATIVE YEARS** IN A TECHNOLOGY-DOMINATED WORLD HAS **SET GEN-ZERS APART**. THEIR **INTUITIVE GRASP** OF DIGITAL TOOLS AND PLATFORMS POSITIONS THEM AS **INNATE INNOVATORS** IN TECH-DRIVEN ROLES.”

— FORBES

## COMFORT WITH AUTOMATION

“**GEN Z’S PRESENCE CATALYZES** AN ERA WHERE TECHNOLOGICAL **ADAPTABILITY** AND **FORWARD THINKING** ARE PARAMOUNT.”

— FORBES

## HIGH SPEED ON EXPERIMENTATION AND ITERATION

“**OVER HALF OF GEN Z AND MILLENNIALS** USE **GENERATIVE AI DAILY**, **AUTOMATING EVERYTHING** FROM DATA ANALYSIS TO CONTENT CREATION AND PROJECT MANAGEMENT.”

— DELOITTE, GLOBAL GEN Z & MILLENNIAL SURVEY 2025



# WHY EXPERIENCED BECOMES MORE VALUABLE WITH AI

## DEEP BUSINESS AND PROCESS KNOWLEDGE

“PEOPLE WITH DEEP EXPERIENCE GET MUCH LARGER PRODUCTIVITY GAINS FROM AI, BECAUSE THEY CAN JUDGE WHETHER AI-GENERATED WORK IS ACTUALLY GOOD AND HOW TO IMPROVE IT”

— HARVARD BUSINESS REVIEW, 2026

## STRONG JUDGEMENT ON EXCEPTIONS, RISKS AND TRADE-OFFS

“AI DIDN'T REPLACE HUMAN JUDGEMENT – IT MADE IT MISSION-CRITICAL.

AI MAGNIFIES THE QUALITY OF THE JUDGEMENT BEHIND IT, FOR BETTER OR FOR WORSE.”

— Forbes business council, 2026

## ACCOUNTABILITY FOR OUTCOMES, NOT JUST OUTPUTS

“GENERATIVE AI CAN DRAFT, ANALYSE AND AUTOMATE – BUT ACCOUNTABILITY FOR DECISIONS AND OUTCOMES REMAIN DEEPLY HUMAN

— MCKINSEY 6 COMPANY, 2026



# AI LEADERS!

**JOÃO**

LUCIANO

DYNAMICS BC  
OPORTO OFFICE  
DIRECTOR



**RICARDO**

CASACA

DYNAMICS CE +  
POWERPLATFORM  
DIRECTOR

# YOUNGER CONSULTANTS

ARQUICONULT  
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## CHAMPIONS ARE NOT DEVELOPERS – ARE TRANSLATORS BETWEEN BUSINESS AND AI

- THEY ARE EARLY ADOPTERS
- FEEDBACK LOOP TO AI TEAM



  
Champions  
2 per area



*Champions scale adoption because they translate intent into daily behaviour*



## MONTHLY BRAINSTORMING SESSIONS

WITH BUSINESS UNITS TO PINPOINT INTERNAL OPPORTUNITIES AND ADDRESS CUSTOMER NEEDS.



#170 BC 2025 Release Wave 1: Copilot and AI First out-of-the-box agent

## BC 2025 Release Wave 1 Copilot and AI First out-of-the-box agent



# CERTIFICATION PROGRAM

## New AI Certifications

M365 Copilot & Agent Fundamentals (AB-900) – All Company  
Preparation: 2 – 5 Days

AI Business Professional (AB-730) – AI Champions  
Preparation: 1 – 2 Weeks

AI Transformation Leader (AB-731) - Managers  
Preparation: 2 – 3 Weeks

## Microsoft Copilot specialization

**Active Solutions Partner Designation:** Your organization must hold at least two of the following:

- Modern Work
- Security
- **Business Applications**

**Performance Requirements:** You must demonstrate Copilot traction in the last 12 months (TTM):

- **1,000+ MAU growth** of Microsoft 365 Copilot (via CPOR, CSP Tier 1 or CSP Tier 2)
- **5 net-new Copilot customers**

**Skilling Requirements:** You need certified and trained professionals across specific areas:

- **5 people with MS-102:** Microsoft 365 Certified: Enterprise Administrator Expert
- **5 people with cumulative certifications:** SC-401 or APL-4002
- **5 people with APL-7008:** Create custom agents using Microsoft Copilot Studio

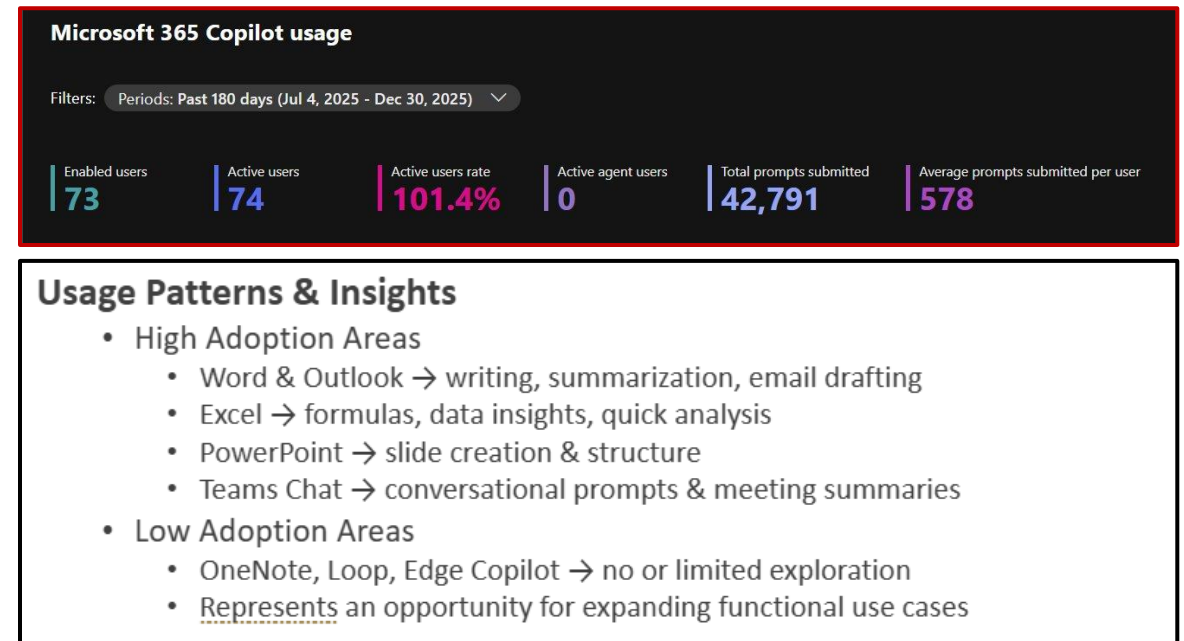
# THE INTERNAL USE OF CO-PILOT LICENCES

## M365 COPILOT LICENSES (STARTED WITH 70 LICENSES)



*We invested earlier to learn before scaling externally*

## MEASURE



*Measurement matters more than license count*

## USE CASES

Internal application

## HUMAN RESOURCES

Use Cases: Onboarding, Offboarding, Nurturing, Certifications, Skills, Fleet.

## BACKOFFICE

Use Cases: CSP Invoice Control

## MARKETING

Support for the 2026 Marketing Plan

## BUSINESS DEVELOPMENT

Use Case: Agent What's New & Client Profile

## INTERNAL

Use Cases: Expenses, Timesheets

## SALES

Use Cases: Trend analysis, Account BD strategy

## PROJECTS

Development Team  
Functional Accelerators

*Use cases helped us to pull not push*

## USE CASES Our Projects

### DEV Training

Faster onboard  
Faster Code assistance

### POC

Month close on D365 F&SCM  
Training suggestions based on tickets

### TECHNICAL TEAM

Accelerated (30-50% faster)  
Speed up repetitive tasks  
Testing

### Fiscal

Fiscal reconciliation PTLOC

### FUNCTIONAL

Documentation  
Project Templates

### Data Analysis

Fabric

*From T&M to Fixed fee*

*Different skills on our Team*

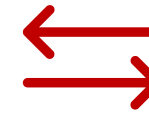
## CONTINUOUS LEARNING, NOT A ONE-OFF TEAM



MONTHLY  
CROSS-BU AI  
SESSIONS



REAL USE CASES →  
SHARED  
INTERNALLY



CHAMPIONS  
ROTATE AS SKILLS  
GROW

*AI is a System not a Project*

WHAT TO  
SELL?

WHY USE?  
WHY?

HOW?

WHAT?  
WHAT?  
HOW?  
HOW?



CUSTOMERS  
OVERWHELMED  
BY AI **NOISE**



FEAR TO SPEED  
**WITHOUT  
CONTROL**



TOOLS,  
TOOLS  
& MORE **TOOLS**



*AI adoption is moving faster than  
organizational readiness*

## WHAT WE DO NOT DO:

- We do not sell AI features
- We do not push tools without context
- We do not replace judgement with automation



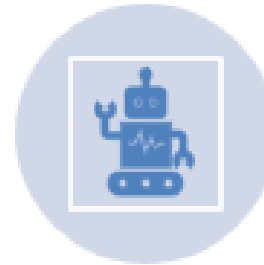
## WHAT WE DO:

- Design AI operating models inside Dynamics
- Embed AI where decisions actually happen
- Balance speed, control and accountability
- Small Projects
- Focus on RoI

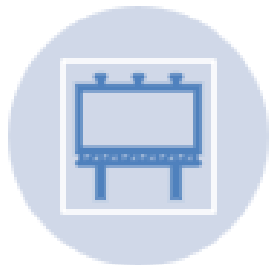




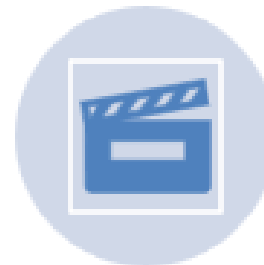
**1. WHY** —Why Microsoft.



**2. WHAT** —AI Business Unit, the portfolio, and the specific AI capabilities in each D365 product.



**3. HOW** — how to pitch it, what demos to show, and how to match use cases to each customer profile.



**4. ACTION** — Delivery approach, your responsibilities, and what you should do starting this week.

*Our sales pitch is not about AI capabilities — it's about helping customers make better decisions*



## Our Approach to AI Transformation

# Copilot

Discover More



### Discover & Assess

Understand your goals and tech landscape to identify AI opportunities, requirements, and challenges.



### Design & Plan

Create an AI roadmap with prioritized use cases, governance, success metrics, and change strategies.



### Implement & Integrate

Deploy AI solutions and integrate with Microsoft platforms using best practices.



### Enable & Adopt

Train teams, run workshops, and support adoption to maximize AI value.



### Optimize & Innovate

Continuously monitor, improve, and evolve AI solutions with the latest innovations.

*Go2Market is where AI strategy is tested against reality*

# ENSURING CONSISTENT AI CONVERSATIONS

## BD: Sales Kit

AI:	<ul style="list-style-type: none"><li>• <a href="#">QQQ Innovate with AI Apps and Agents ENU 05122025.pptx</a></li><li>• <a href="#">QQQ AI TRANSFORMATION ENU 05122025.pptx</a></li></ul>
M365 Copilot:	<ul style="list-style-type: none"><li>• <a href="#">QQQ Microsoft 365 Copilot ENU 05120225.pptx</a></li></ul>
Business Central:	<ul style="list-style-type: none"><li>• <a href="#">QQQ D365BC+AI ENU 05120225.pptx</a></li></ul>
Finance & Operations:	<ul style="list-style-type: none"><li>• <a href="#">QQQ ERP Transformation with AI ENU 05120225.pptx</a></li></ul>
Copilot for Finance:	<ul style="list-style-type: none"><li>• <a href="#">QQQ CopilotforFinance ENU 05120225.pptx</a></li></ul>
Copilot for Sales:	<ul style="list-style-type: none"><li>• <a href="#">QQQ Microsoft 365 Copilot for Sales ENU 05120225.pptx</a></li></ul>
Copilot for Services:	<ul style="list-style-type: none"><li>• <a href="#">QQQ Microsoft 365 Copilot for Service ENU 05120225.pptx</a></li></ul>
Use Cases:	<ul style="list-style-type: none"><li>• <a href="#">Scenario Library 2025-10-20 15-59-24.pptx</a></li></ul>
 Questionnaires to support Business Development:	<ul style="list-style-type: none"><li>• <a href="#">Agentic Adoption &amp; Customer Engagement Survey – Collaboration</a></li><li>• <a href="#">Pre-briefing survey: Microsoft 365 Copilot – Collaboration</a></li></ul>



### Portfolio of AI Service Packages

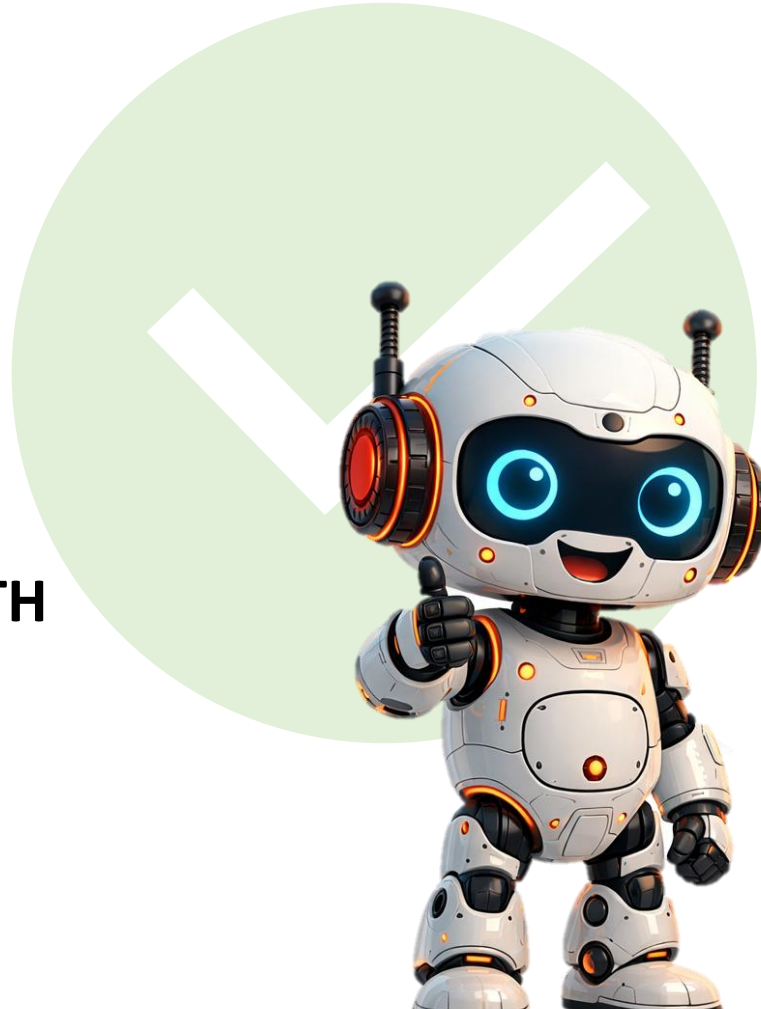
- 1. AI Readiness Assessment Package
- 2. Copilot M365 Kickstart Package
- 3. Copilot M365 Enterprise Rollout Package
- 4. Copilot Studio Agent Development Packages
- 5. Azure AI Foundry Implementation
- 6. AI Transformation Program
- 7. AI Governance & Security Setup



# WHAT IS WORKING AND WHY

**CLEAR AI +  
DYNAMICS  
POSITIONING**

**SALES TOOLS  
AND PITCH WITH  
STRUCTURE**



**USE CASES –  
DRIVEN  
CONVERSATION**

**AI OWNERSHIP  
- SEPARATE BU  
BUT CONNECTED  
WITH ALL BUS  
(CHAMPIONS)**

# OUR IMPROVEMENTS

**STRONGER  
CONSULTANTS-  
LED SALES**

**MANAGED  
SERVICES AS  
CONTINUITY**

**...KEEP GOING...  
CAN NOT STOP**

**AI FIRST IN ALL  
PROJECTS**





# DEBATE

What are you doing differently?

What is working for you?

Main challenges?