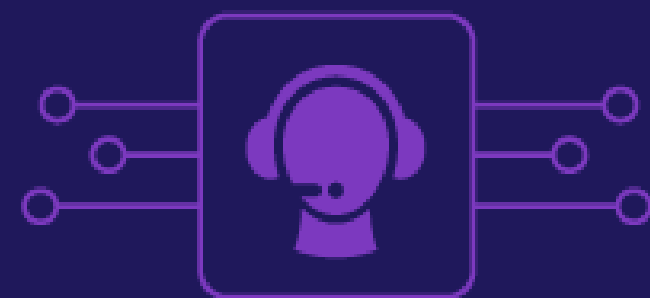


AI: Worth The Hype?

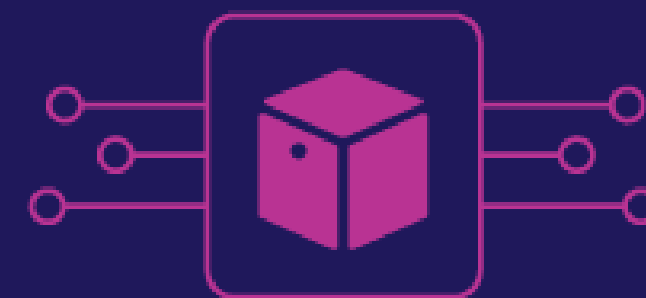
Presenter: Jon Bradbury (Enterprise Architect / Fractional IT Director)



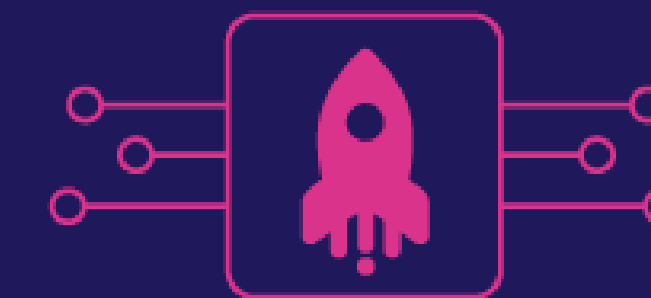
fix IT



support IT



supply IT



transform IT

Session purpose and take away

Session Objectives

This session will help SMEs identify effective AI uses and avoid wasted efforts with practical guidance.

AI Use Cases for SMEs

Explore real-world AI examples like email triage, presentation drafting, CV review & competitor review.

Pilot Plan and Checklist

Receive a simple 30-day AI pilot plan plus a checklist designed for SMEs to test AI safely and effectively.

Addressing AI Risks

Learn about key AI risks including hallucinations, data leakage, bias, and change management challenges for SMEs.



Opening story: The Blockbuster moment and today's AI



Blockbuster's Business Shift

Blockbuster's decline illustrates how customer behavior can rapidly shift with new technology like streaming and recommendations.

AI Impact on Workflows

AI tools help offload repetitive tasks, enabling people to focus on judgement, relationships, and creativity in workflows.

Pragmatic AI Adoption

Successful AI adoption requires small pilots, clear goals, oversight, and honest measurement rather than hype or avoidance.

Learning from Blockbuster

Blockbuster failed due to leadership waiting for certainty; SMEs thrive with low-risk experiments and clear guardrails.

Hype vs reality: what AI is good at and where it disappoints



AI Strengths in SMEs

AI excels at pattern recognition, fast drafting, summarising, and prediction essential for SMEs' efficiency.

Limitations of AI

AI struggles with judgement, ethics, and nuance that require human context, empathy, and negotiation skills.

Process Over Algorithms

Redesigning processes around AI yields better ROI than relying solely on the algorithm itself.

Realistic Expectations

SMEs should expect modest time savings and incremental improvements, not sci-fi transformations.

What AI actually is (in plain English)

Core AI Functionality

AI software learns from data patterns to predict or generate useful results without human-like understanding.

AI Assistants and Predictors

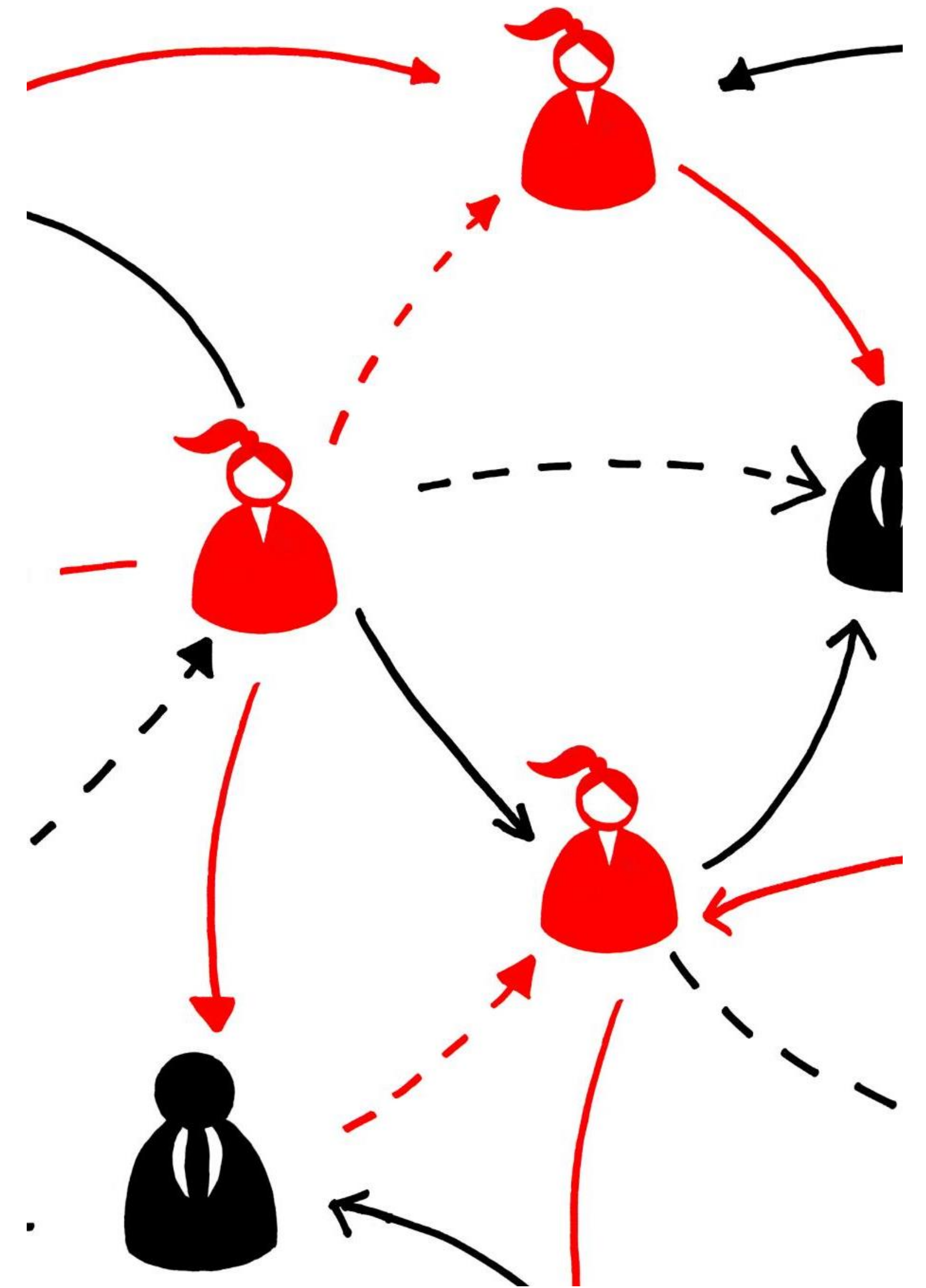
AI assistants handle text tasks, while predictors classify data or estimate probabilities to support decision-making.

Essential Ingredients for AI

Effective AI requires quality data, clear objectives, and ongoing human oversight for accuracy and safety.

Responsible AI Use

Treat AI as a collaborative tool with safety measures like data protection and workflow design for real value.



Where SMEs get quick wins



Customer Communications

AI classifies inbound emails, extracts details, and suggests replies, reducing response time and backlogs effectively.

Sales and Marketing Efficiency

AI drafts blogs, adapts case studies, and generates proposals, speeding up turnaround with human review.

Operations and Finance Automation

Invoice matching and ledger pre-population AI tools flag mismatches and summarize contracts for clarity.

Service and IT Support

AI triages support tickets by urgency, suggests fixes, and produces end-of-day summaries to prevent misses.

Quick wins inside Microsoft 365

TOOL	USE CASE	EXAMPLE PROMPT / FLOW	OUTCOME
Outlook	Thread summarisation	“Summarise this conversation into 3 actions for Accounts. Draft a polite reply confirming next steps.”	Clarity in minutes; faster replies
Teams	Meeting capture	Auto-generate notes & actions; post summary to channel with @owners	Better follow-through
SharePoint/OneDrive	Proposal prep	“Create a one-paragraph summary of these three case studies for the introduction.”	Reusable, consistent content
Power Automate	Invoice triage	When email subject contains “Invoice”, extract PO/amount; add row to list; notify approver	Fewer manual keystrokes
Excel	Trend analysis	“Highlight months where margin < 18% and list top 3 drivers.”	Faster decisions

Limits, risks and mitigations

RISK	EXAMPLE	MITIGATION
Hallucinations	Model invents a policy clause	Human review; provide source documents; require citations
Data leakage	Client data pasted into public tool	Use enterprise tenant; Data Loss Prevention policy; clear policy on where AI may & may not be used
Bias	Skewed recommendations	Constrain use cases; sample outputs; add human-in-the-loop
Process mismatch	Chatbot on broken process	Fix process first; pilot with metrics; stop if no gain
Change fatigue	Staff fear replacement	Communicate purpose; training; position AI as assistant; proper processes

Costs, hidden work, and a simple ROI frame

SCENARIO	ASSUMPTION	MONTHLY IMPACT
Pilot size	5 staff	-
Hours saved	2 hrs/person	10 hrs
Loaded cost	£30/hr	£300 value
Licences & setup	£200	£200 cost
Net benefit	Value – Cost	£100/month

No-regret moves you should do anyway



Data Hygiene Best Practices

Use clear file naming, centralized storage, and descriptive titles to improve data findability and consistency.

Permissions and Data Security

Ensure proper access controls, avoid shared passwords, enable multi-factor authentication, and implement data loss prevention.

AI Usage Policy Framework

Define where AI can & can't be used & the data it can be run against, what content can be generated, review requirements, and disclosure guidelines.

Training and Change Enablement

Provide prompt training sessions, share approved templates, and foster a safe learning environment to encourage adoption.

A simple 30-day pilot plan with success criteria

WEEK	FOCUS	KEY ACTIVITIES	OUTPUT
1	Select & baseline	Choose 1–2 processes; map steps; capture time/error/backlog	Success criteria & risks logged
2	Configure & train	Enable features; build flows; run 60-min workshop; set review rules	Ready-to-run prompts/templates
3	Run, observe & measure	Daily sampling; refine prompts; capture wins/issues	Evidence of value/limitations
4	Decide	Compare to baseline; ROI calculation; plan next step	Keep/scale/stop decision

Summarise email

The screenshot shows an Outlook window titled "RE: WIFI - CCTV INSTALL ISSUES - Message (HT...)". The ribbon is set to "Message". A "Summarize" button is visible in the top right of the email content area. Below it, a "Summary by Copilot" box contains the following text:

The main issue discussed is ongoing difficulty connecting the CCTV system to the new wifi network, resulting in unreliable CCTV coverage and business exposure [1] [2].

- **Helpdesk - Bespoke IT Solutions** has been in contact with the CCTV technician and is working to arrange a site visit to check the CCTV box and cables, potentially swapping ports to improve connectivity [1] [3].

There is confusion about the scheduled date for the site visit, with suggestions of either 7th March or 14th March, but no confirmed date yet [4] [5].

The issue remains unresolved, and you have requested urgent action and confirmation of the site visit date [6] [2].

AI-generated content may be incorrect

The sender is "Helpdesk - Bespoke IT Solutions <helpdesk@bespokeitsolutions.co>". The recipient is "a...@gmail.com". Other recipients include "James Cox" and "Jon Bradbury". The email was received on "Mon 16/03/2026 12:29".

A yellow warning banner at the bottom of the email reads: "CAUTION: This email originated from outside BITS. Do not click links or open attachments unless you know it to be safe. Any doubt, then forward to Infosecurityincident@bespokeitsolutions.com."

The name "Hiya Al..." is partially visible at the bottom left of the email content area.

CV Review

M365 Copilot

Search

Chat

Agents

Explore agents

Create agent

Conversations

Pages

Create

Apps

Hi Jon, what can I help you with?

analyse |

+

🗣️ →

Analyze the following text and make suggestions on how to...
Sharpen your writing

Write some funny Out of Office email replies when I'm on...
Going on holiday?

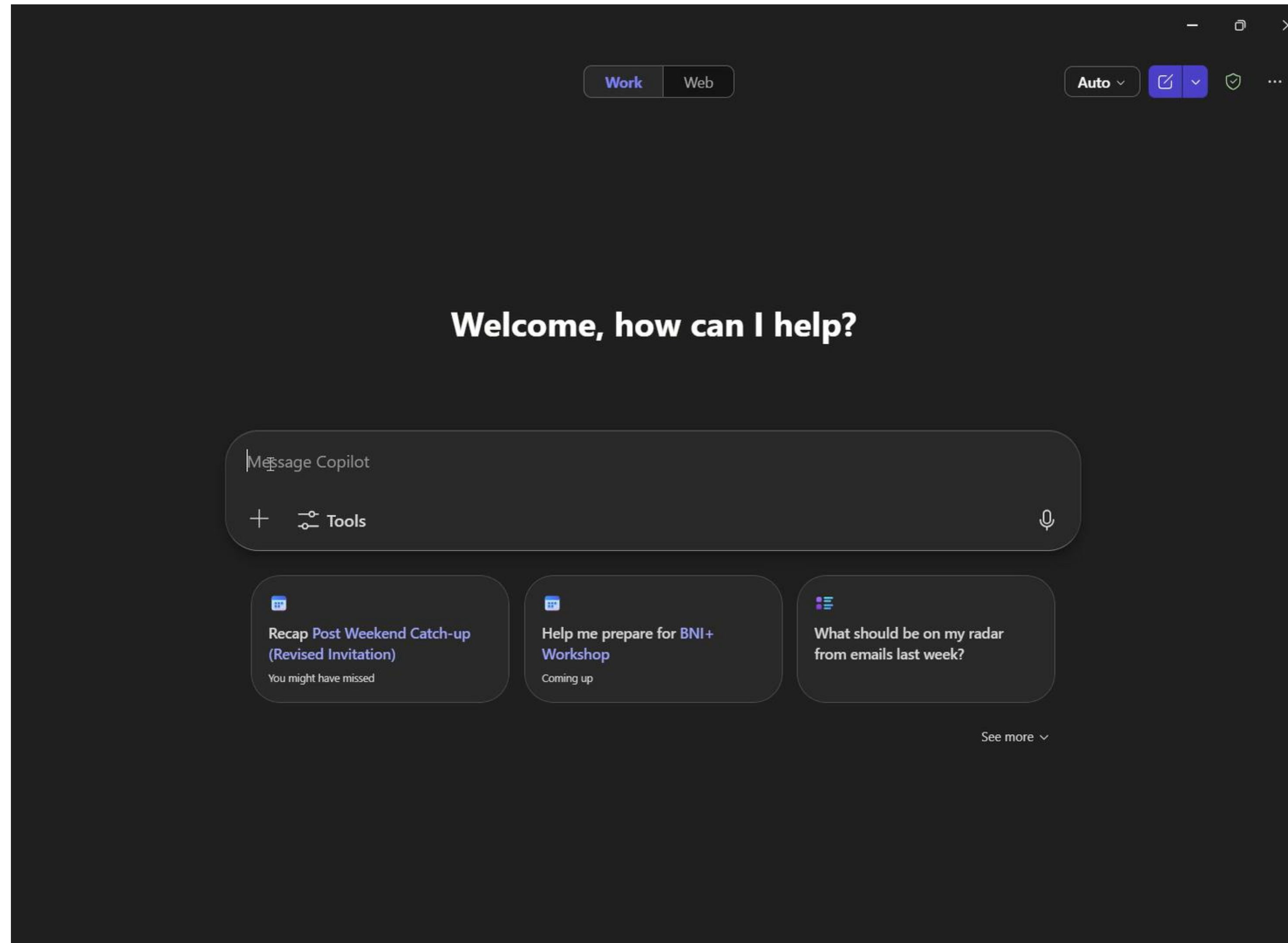
Rewrite this to sound more professional and less verbose...
Improve your writing

See more ▾

Jon Bradbury

Need help?

60 second sell



Competitor analysis

“Give me an analysis of our competitors in our local geographic area”

Provider *	Local to Fleet	Strategic Architecture	M365 Expertise	Cyber Security	Telecoms/Connectivity	Backup/DR	Compliance-focused
BITS (You)	✓✓✓	✓✓✓ (core strength)	✓✓✓	✓✓	Limited (not primary)	✓✓✓	✓✓
Lexi MSP	✓✓	✓	✓	✓	✓✓✓	✓	✗
Shearbourne	✓✓	✗	✓	✓	✗	✓	✗
Wold IT	✓	✓	✓✓	✓✓✓	✓	✓✓✓	✓✓
Asa Tech	✓✓	✓	✓✓	✓✓	✗	✓✓	✗
Gold Lining IT	✗ (Fareham)	✓	✓	✓✓	✓✓✓	✓	✗
ABC IT Service	✗ (Basingstoke)	✓	✗	✓✓✓	✗	✓	✓
Malvern Networks	✗	✗	✓✓	✓✓	✗	✓✓	✗

* Names changed to protect the innocent

Q&A and a practical takeaway

AI as an Amplifier

AI enhances clarity and consistency but can multiply chaos if processes are not fixed first.

Value from Small Wins

Small, measured time savings per person compound into significant operational improvements.

Safety and Guardrails

Commit to enterprise tools, human review, and clear usage rules to ensure AI safety.

Monday Morning Action Plan

Choose & document a process, set success goals, schedule a design huddle, and start a 30-day pilot.



Contact Bespoke IT Solutions

Copy of this slide deck

Those who enter their details will receive a copy of this presentation

Newsletter

Sign-up for the Bespoke IT Solutions Newsletter.

