



PRACTICAL GUIDE · 7IT DIGITAL & 7IT ACADEMY

AI in business: getting started

Five steps to save time with artificial intelligence, without taking risks

● EVOLVE

Generative artificial intelligence has entered businesses at unprecedented speed. Used well, it frees up valuable time; poorly managed, it exposes data and produces unreliable results. At 7IT Group, we champion AI that frees up human time rather than replacing it. Here is how to introduce it methodically.

Step 1. Start from your problems, not from the tool

Team	Example use cases	Expected benefit
Management	Meeting summaries, preparing reports and briefing notes	Better-prepared decisions
Sales	Proposals, follow-ups, meeting preparation	More time with clients
Customer support	Answers to frequent questions, knowledge base	Faster answers
HR	Job descriptions, onboarding of new hires	Fewer repetitive tasks
Finance	Analysing Excel tables, commenting on results	Faster analysis
Marketing	LinkedIn posts, articles, newsletters	More regular content

Step 2. Put your data in order

An assistant such as Microsoft 365 Copilot only accesses information the user can already see. That is reassuring, provided access rights are properly set: folders shared too widely suddenly become very easy to find. Before any rollout, review your sharing settings and your sensitive documents.

Step 3. Run a pilot

- A volunteer team, for a few weeks.
- Two or three specific use cases chosen in step 1.
- Simple indicators: time saved, quality of results, user satisfaction.
- A decision to scale up based on facts, not impressions.

Step 4. Train your teams

AI does not replace judgment: it demands it. A good request states the context, the goal, the expected format and the audience. And every result is reviewed and checked before it is used.

Example of an effective request: "You are a sales assistant. Based on the attached meeting notes, write a 150-word follow-up email to the managing director of an SME, with a professional and warm tone, and suggest two meeting dates."

Step 5. Set clear guidelines

- Which tools are approved, and with which accounts?
- Which data can be shared with them, and which never?
- Who reviews and approves AI-assisted content before it is published?
- Who is the point of contact for questions?

Our free "AI Usage Policy" template lets you get started in minutes.

Getting-started checklist

- ☐ Two or three high-impact use cases are identified.
- ☐ Access rights and sharing settings have been reviewed.
- ☐ A pilot team and indicators are defined.
- ☐ Users are trained in good practices.
- ☐ A usage policy is shared and a point of contact is appointed.

Let's talk about your project

Need help? 7IT Digital rolls out Copilot and your AI assistants, and 7IT Academy trains your teams to use them with good judgment.

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