

FEBRUARY 2024

inside zhero

FLY WITH COPILOT
A new era of AI has
arrived

DRAGONS DEN
Entrepreneurship at
its best



Message from Izak

Welcome to this edition of Inside Zhero, jam-packed with an exciting feature and lots of Zhero news.

This month we look at Microsoft Copilot and how we can all benefit from the awesome AI.

IZAK OOSTHUIZEN
Chief Executive Officer,
Bestselling Author



In this issue

Our feature “Fly with Copilot” shows us how Microsoft’s latest technology could change how we work forever.

70% of Copilot users are more productive.

"I honestly believe that AI is an enabler for SMEs, allowing them to leapfrog to the next level, scale, and become more competitive.

But we need to find a balance between what is practical and increases productivity, and at the same time always be in control."

Izak Oosthuizen

Zhero Founder and CEO,
Bestselling author

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FLY WITH COPILOT

A beacon of light

We are all hard-wired to dream, create, and innovate. We all aspire to engage in meaningful work. It could be crafting a remarkable novel, making a discovery, inventing something, or looking after older people. We also find ourselves bogged down by the monotony of time-consuming tasks, and humdrum activities that hinder creativity and drain our energy.

To reconnect with our true motivation for achievement, finding a better way of doing things isn't good enough. We need a paradigm shift in the way we work. Here Microsoft Copilot shines as a beacon of creative light.

Everyone and everything

"We believe in a future where there will be a Copilot for everyone and everything you do."

Those are the confident words of Microsoft CEO Satya Nadella. So, what exactly is Copilot and how can it help us? In simple terms, it's an artificial intelligence (AI) technology designed to assist you with repetitive tasks like writing documents, summarising emails, and preparing presentations. It deploys innovative AI using the GPT-4 large language model (LLM). Microsoft Copilot is applicable across the tools we know so well such as Word, Excel, PowerPoint, Outlook, and Teams. It also ensures a consistent user experience with its easy and uniform interface. Microsoft is so confident about Copilot's awesomeness that it had this to say:

"The tool is going to turn your words into the most powerful productivity tool on the planet."

Copilot vs ChatGPT



Microsoft Copilot and Open AI's ChatGPT may appear similar at first glance, but they have some basic differences. ChatGPT is versatile and applicable to a wide range of content creation tasks. On the other hand, Copilot is specifically crafted to enhance the productivity and efficiency of team members collaborating with Microsoft 365 tools and applications.

Both operate as conversational or generative AI models, employing advanced LLM technology and machine learning to generate responses based on natural human input.

DID YOU KNOW

77% of Copilot users would not want to give it up.

30% said access to Copilot would influence their choice of future employer.



Variety, the spice of life

Different Copilot apps or chatbots help us in different ways.

- **Microsoft Edge** - Copilot provides information about any website you are browsing.
- **Windows** - Copilot supports your voice commands and is accessible via the Windows taskbar or a dedicated Copilot key.
- **Mobile** - Standalone Copilot apps are available for Android and iOS.
- **Word** - Copilot generates and edits text in Word documents based on user prompts. It also offers to rewrite suggestions to strengthen arguments in highlighted texts.
- **Excel** - Copilot assists with data analysis in Excel spreadsheets, formats data, creates graphs, identifies trends, and summarises information.
- **PowerPoint** - Copilot creates presentations summarising information from Word documents or Excel spreadsheets. It can also condense lengthy presentations.
- **Outlook** - Drafts emails with varying length and tone based on user input. In Outlook, Copilot is also able to extract relevant information from other emails and summarise content from email threads, highlighting viewpoints and unanswered questions.
- **Teams** - Copilot presents information in upcoming meetings, transcribes meetings, provides debriefs for late joiners, summarises discussion points, lists key actions, and answers questions after the meeting.

Money matters

Copilot doesn't come cheap, currently £19 per user per month. Luckily, Microsoft has removed the 300-seat minimum, so the technology AI has become somewhat more affordable, especially for SMEs. For those operating on a shoestring, there's also a free - and extremely limited - version of Copilot, operating on the Bing search engine. When purchasing Copilot, CEOs and CIOs need to be aware that the £19 is in addition to the licence costs.

For everyone?

Microsoft CoPilot doesn't need to be mandatory for every user. You have a unique opportunity to play your tactical AI card by deciding who truly needs it. Whether it's your C-suite executives, high-performing sales professionals, data experts, or those extensively involved with spreadsheets who spend more time with data than humans, you have the flexibility to decide. But think on this - is it justifiable to implement CoPilot across all white-collar workers, especially considering that some of them may never use it? You'll need to gauge the potential return on investment (ROI) for a company-wide deployment. For SMEs going all-in, it's best to factor in the investment required for training and adoption, along with any other costs.

Big Benefits

- **Boost Productivity** - Microsoft 365 Copilot will enhance your productivity. By integrating Copilot into applications like Outlook and Teams, your team can streamline their email management, meeting coordination, and collaborative tasks.
- **Seamless Integration** - Copilot seamlessly integrates with applications like Word, PowerPoint, Excel, Outlook, and Teams. Your team players have a cohesive and unified user experience.
- **Skill Enhancement** - Copilot offers an almost limitless opportunity to enhance skills and knowledge. It provides contextual suggestions and guidance throughout the work process. Some say that the AI is like a coach, helping us quickly grasp and implement new methodologies.
- **Enhanced Decision Making** - Making informed decisions is crucial for any business. Copilot's ability to analyse large amounts of data and provide real-time suggestions empowers us to make well-informed choices. We can access valuable insights and recommendations to help us quickly make the right decisions.

Better than people

In May last year, The Times reported that Octopus Energy used a trial version of Copilot to write generative emails. Customer satisfaction increased from 65% to 85%, while saving the company millions in human labour. Octopus Energy boss, Greg Jackson, warned us that AI is better than people.

Security counts

Given all the scaremongering about AI that goes down, will Copilot become a threat to us humans? Probably not, but there are some security concerns. Microsoft prioritises security but data security teams must recognise that Copilot essentially possesses extensive access to sensitive data – sometimes more than necessary. We are also responsible for ensuring accurate classification and risk assessment of AI-generated results. This needs a diligent and hands-on approach to oversee the accuracy and security of the data processed by Copilot.

Microsoft's commitment

Addressing data privacy concerns, Microsoft says in its AI usage terms that confidential data will not be utilised to train or retrain its AI models. This assurance means that your data remains your own and will not extend beyond the confines of your business. Is this enough to confirm Microsoft's commitment to maintaining the privacy and integrity of your sensitive information? As a promise from a company with a market capitalisation of \$3 trillion, it better be.





Meet Tooba!

Tooba Qasim, all the way from Islamabad, joined the Zhero team this month. Tooba will be working closely with our development team whilst simultaneously pursuing a PhD at City, University of London under the mentorship of Professor Raj.

Tooba took some time out for a short interview.

How would you describe yourself?

Tooba - I am determined and always ready to help others. I love exploring new things and learning. People also tell me I'm adaptable to different environments and situations.

What led you to pursue your interests in IT?

Tooba - I got into IT, cybersecurity, and AI because I have always loved working with numbers and solving problems. Unlike the medical field, these areas align more with what I enjoy and find fascinating.

What do you think are the main cybersecurity challenges we face?

Tooba - Dealing with advanced cyber threats, protecting our interconnected systems, and ensuring the security of private information. Also, a massive amount of sensitive data is exchanged among devices in the world. It's crucial to safeguard this.

You are busy with your PhD. Tell us more about it.

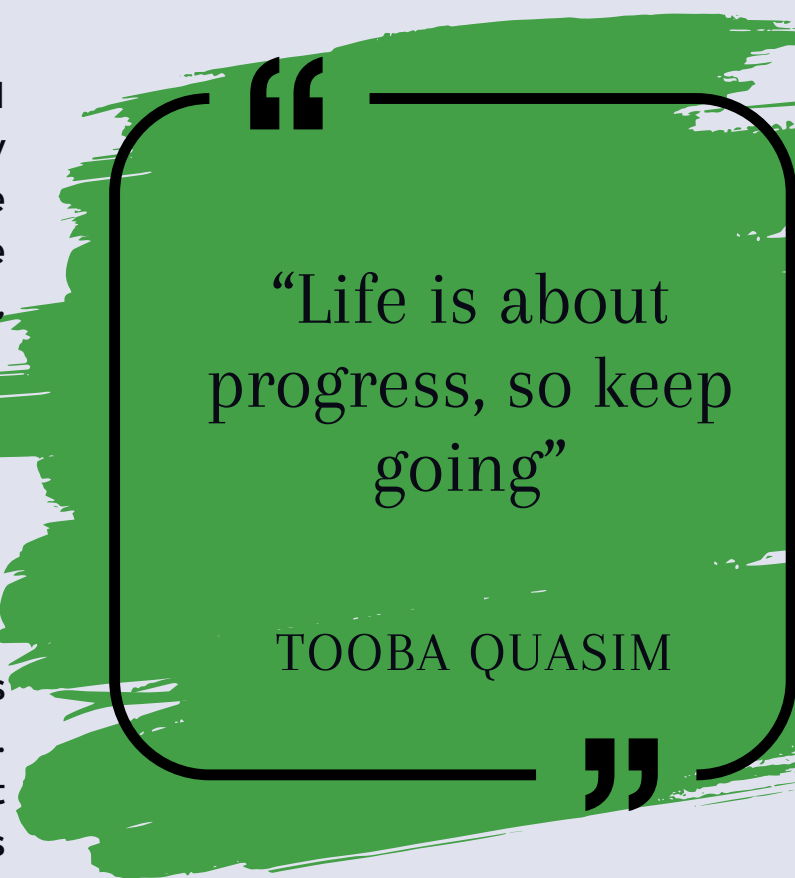
Tooba - My research focuses on threat intelligence and mitigation. I am exploring ways to use AI to understand and deal with cybersecurity threats better. The aim is to make our online world safer by improving how we handle these challenges.

What do you do in your free time?

Tooba - I enjoy cooking, and I am also creative so enjoy graphic designing. Over the weekend you will find me spending time with my family, especially my 4-year-old son.

Do you have a message for our readers?

Tooba - In tech, there is always something new to discover. Keep moving forward, don't get stuck in one place. Life is about progress, so keep going, exploring, and never stop being curious.



“Life is about progress, so keep going”

TOOBA QUASIM

Nicki gets into cybersecurity

In January we welcomed the accomplished British television and radio presenter, talent show judge and public relations agent, Nicki Chapman.

Friends with Simon Cowell, Nicki is well-known for managing Amy Winehouse as well as representing the Spice Girls, Kylie Minogue, Take That, David Bowie, Van Morrison and Phil Collins. She has been the PR for the Brit Awards and has fronted several lifestyle and current affairs programmes for the BBC and ITV including Holiday, BBC Breakfast News, and Holidays at Home. At the moment, Nicki is a presenter on the BBC TV programmes Wanted Down Under and Escape to the Country.

Given her status as a public figure, ensuring the utmost security for Nicki's online accounts are imperative to thwart any malicious activities. During her visit, Izak provided Nicki with a comprehensive briefing on cybersecurity, complemented by insights from his latest book, **You Don't Need a £1Million Cybersecurity Budget**, offering her valuable tips and tricks to enhance her online safety.





The Dragons Unleashed

On 7 February, the MSc Innovation and Entrepreneurship students at City, University of London, were treated to a special two-hour event featuring Zhero's Founder and CEO, Izak Oosthuizen, and the company's Head of Marketing, Anri du Toit. The dynamic duo shared insights into the world of entrepreneurship, offering a firsthand account of the challenges and triumphs within the competitive IT industry.

Izak, with his 'never ever give up' attitude, took the students on a captivating journey through his entrepreneurial experiences, starting with his relocation to London in 2000. The rollercoaster ride included the founding of Zhero in 2006, which has since become one of London's leading IT and cybersecurity providers.

Anri then took centerstage, providing valuable insights into successful marketing strategies within the IT industry. The students gained a deep understanding of the significance of well-defined events and campaigns for effective marketing. Anri highlighted the marketing success behind Izak's latest international bestseller, "You Don't Need a £1 Million Cybersecurity Budget," as a prime example.

Building on the inspiration from Izak and Anri's entrepreneurial revelations, the students participated in an investment pitch on 16 February. This unique opportunity allowed them to simulate a BBC's Dragons Den-style pitch to potential 'investors.'

The students gave their all, especially to the lead dragon, Madush Gupta, the Policy Lead for Innovation and Technology at the City of London Corporation. Madush is a seasoned entrepreneur, having founded companies in Insurtech, Proptech, and a Mayfair private members club. Madush closed the event by praising the groups for work well done.



CRUSH IT CHAOS



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Meet the team



Kian Botha
SERVICE DESK ENGINEER

Hi Kian! What made you realise you want to go into the IT industry?



When I was in high school I joined the IT club. I enjoyed all the tasks that my mentor gave me like adding students to the network and building computers.



What's your most-used productivity tool?



Microsoft OneNote because that's where I keep all my info and KBs. I'd be lost without it.



How would you describe yourself?



I'm very motivated and driven at work. People also think I'm super generous.



What do you enjoy the most about your role?



I love trying to figure out the unknown. For example, I've been working on a Mac Secure token password issue and nobody knew how to solve it. I put my head down and got there in the end.



Do you have any hidden talents or hobbies?



I enjoy playing musical instruments - at the moment I'm learning to play guitar and piano. I also like random fact accumulation. I'm also trying to learn Spanish.



What is your favourite movie or TV show?



My favourite TV show is The Rookie on Netflix. My best movie of all time is The Fast and the Furious: Tokyo Drift.





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