



# Become the next Frontier Firm.

How ANS went from AI Readiness to AI Realisation – and how you can too.

Think Bigger.



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# Why Frontier Firms and Why Now?

**In today's world, the mandate  
is clear: do more with less.**

The gap between capacity and resources keeps widening. As productivity pressures grow, how we work needs to change. We need to imagine a new type of organisation.



**Employees are  
interrupted  
EVERY  
2 MINUTES**

**80%**

**say they lack  
enough time to do  
their work**

**53%**

**of leaders say they  
need productivity  
to increase**

# What is a Frontier Firm?

## The next stage of evolution in AI-driven business operations.

A Frontier Firm is a human-led, AI-enabled organisation in which AI agents are embedded in core processes, operating securely and at scale.

Meanwhile, human employees can focus on meaningful, high-value work that drives career progression and a culture of innovation.

It's a foundational shift in how organisations operate.

- ✓ **Productivity without burnout**
- ✓ **Scalable operations without complexity**
- ✓ **Growth without proportional overhead**
- ✓ **A faster, more innovative and agile organisation and agile organisation**



# ANS: Our Frontier Firm Journey.

**We chose to go first – becoming our own Customer Zero.**



We deployed Microsoft Copilot and agentic capabilities across the business to scale impact without scaling headcount, while strengthening governance, security, and trust.

Our journey followed a four-phase framework we now use with customers, rooted in Microsoft's Copilot implementation model and expanded through our own experience:

## PHASE 1

### Get Ready

Creating the conditions for AI to be adopted safely, securely, and successfully

## PHASE 2

### Onboard & Engage

Supporting employees with training, communities, secure-by-design controls, and the right environment to adopt AI.

## PHASE 3

### Deliver Impact

Understanding where value was being unlocked, and how we could amplify success.

## PHASE 4

### Extend & Optimise

Scaling innovation and moving towards agentic AI.

**“Becoming a Frontier Firm ourselves first gives us the credibility to guide our customers on their own journeys, while empowering our people with cutting-edge AI tools to drive innovation.”**

**Kyle Hill**

CTO at ANS



# Get Ready.

Creating the conditions for AI to be adopted safely and successfully.

## What we did:



Secured executive sponsorship and established an ANS AI Council, bringing together leaders across technology, data, security, people, and operations.



Defined Responsible AI (RAI) principles, success criteria, and outcome measures.



Launched risk identification and tracking, ensuring we understood compliance, information security, and data exposure considerations.



Created clear scenarios and personas to define where early value could be found.



Completed technical readiness work, including optimisation assessments, governance modelling, identity management, and enhanced security posture.

**“A secure, governed approach wasn’t negotiable. Before we unleashed AI across the business, we made sure our foundations were airtight - from data controls to compliance guardrails.”**

**Katie King**

Head of Information  
Security & Compliance

# Onboard & Engage.

Building confidence, capability, and momentum.

## What we did:



Launched a company-wide enablement strategy, shaped around real scenarios and role-specific examples.



Delivered structured training for executives, early adopters, and wider teams.



Built engagement communities, including a Centre of Excellence and internal Champion Platform.



Hardened identity security, including Entra ID cleanup and role-based access refinements.



Enhanced endpoint security using Microsoft Intune and Defender.



Improved data security through SharePoint permission tightening, Purview policy updates, and new DLP rules.

***“As an Enablement Lead,  
I saw first-hand how critical it  
was to align technical readiness  
with user enablement...  
It stopped being ‘training’  
and became a community —  
people teaching people.”***

**Vicki Holman**

Presales Solution  
Architect at ANS



# Deliver Impact.

Turning adoption into repeatable value.

## What we did:



Reviewed success measures, adoption metrics, and usage insights from a range of dashboards and analytics.



Gathered user stories from across the business to highlight tangible impact.



Iterated our user experience strategy, updating enablement materials based on feedback.



Refined scenarios to focus on high-value, role-specific use cases.



Presented at board meetings and company updates for transparency and visibility.

**“One of the biggest risks was unintentional data exposure... Every AI capability we introduced was grounded in governance, resilience, and repeatable design.”**

**Dale Marshall**

Chief Architect  
at ANS



# Extend and Optimise.

Scaling innovation and preparing for agentic AI.

## What we did:



Introduced new high-value AI scenarios based on business needs and the intent to completely transform business processes.



Continued optimisation, with ongoing security, governance, and experience tuning.



Planned for agentic AI, laying the groundwork for autonomous workflows and outcome-oriented digital labour.

This stage is where AI became woven into our operating model - moving beyond a productivity tool and into a continuously evolving capability. At this stage, ANS can realise the following key outcomes from AI (and, by extension, deliver the same value to our customers):

- Estate discovery and scoping
- Review across Cloud, Data, Security, and Business Solutions
- Gap identification and roll-out roadmap
- Tailored use cases and measurable outcomes
- Adoption enablement planning

**“Our people could see we were not only willing to go first, but willing to do it in a safe and controlled way to enable us to go faster.”**

**Toria Walters**  
Chief People Officer



# Results and Outcomes.

## Reduced Organisational Risk

Strengthened identity controls, tightened SharePoint permissions, improved data governance.



**52% decrease in data labelling alerts.**

## Higher Compliance Scores

Enhanced configurations across Entra, Defender, Intune, and Purview.



**36% decrease in communication compliance alerts.**

## Strong Adoption Rates

Consistent increases in Copilot usage, scenario engagement, and successful early adopter participation.



**On average, users at ANS get assistance from Copilot 6 times per day.**

## Improved Security Posture

Fewer policy violations, clearer access boundaries, and more predictable data flows.



**66% reduction in data loss prevention alerts.**

# Results and Outcomes.

## Improved Productivity

Streamlined routine work, accelerated role impact, and faster, more informed decision-making.



**65,000 hours**  
**of 'Digital Drudgery'**  
**work undertaken**  
**by Copilot**

Freeing employees from repetitive, low-value tasks so they can focus on creative, strategic, value-driving, and more rewarding work.



**13.3 days**  
**per user freed**

That's 5.9% of each person's working year.



**£2m+ value unlocked by**  
**Copilot usage annually**



**14x return on investment**  
**in Copilot licences**



# What We Learned.

## 3 focus areas you can start with today.

For organisations looking to begin or accelerate their own journey, a few lessons stand out. This is by no means an exhaustive list, but starting with the following will help lay solid foundations for success:

01

### Start with leadership alignment and a clear readiness checklist

AI transformation succeeds when leaders move together with a shared vision and a shared understanding of risk, governance, and value:

- ✓ Align your executive team around why AI matters for your organisation.
- ✓ Establish governance early – including RAI principles, data boundaries, and security expectations.
- ✓ Use a structured readiness checklist to assess your cloud, data, security, identity, and change-management baselines.

02

### Balance technical readiness with human change from day one

Invest in education, community building, champions, and feedback loops to create momentum, trust, and long-lasting cultural change:

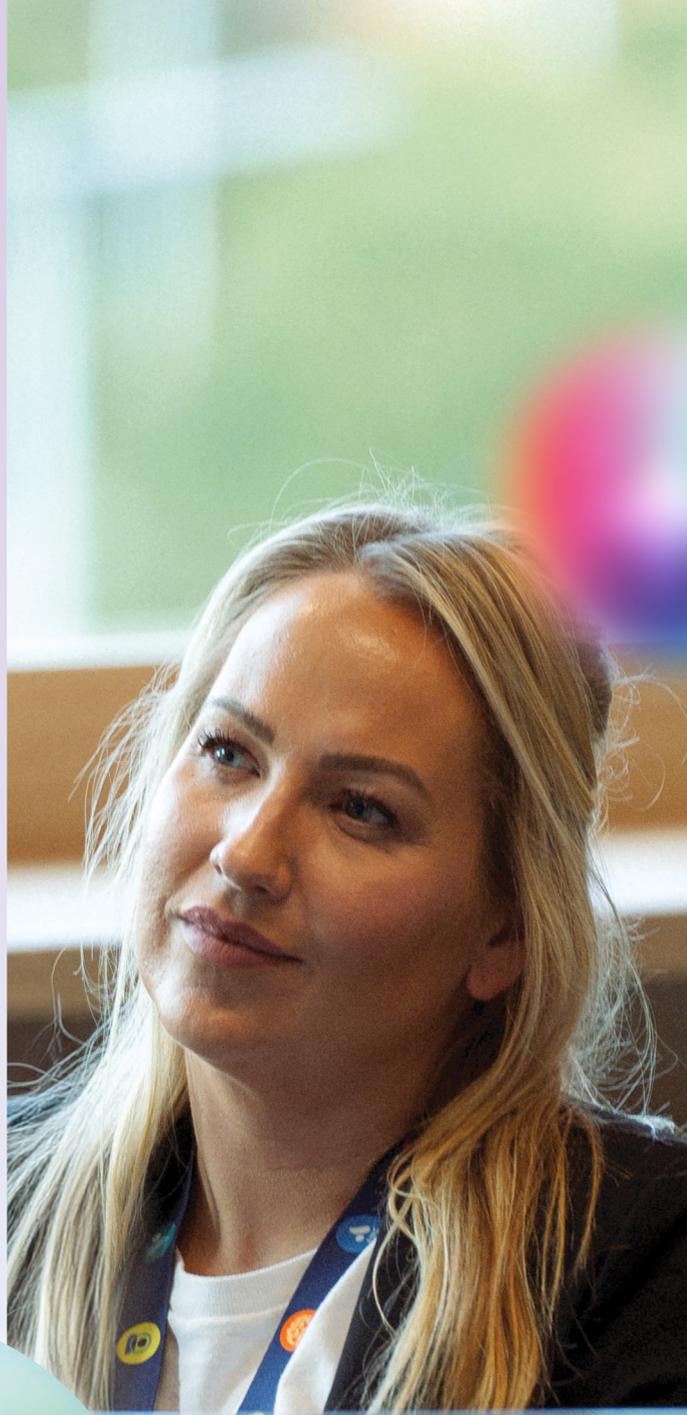
- ✓ Invest in education and enablement: Provide training and resources for all staff, building a culture where teams can confidently learn and experiment.
- ✓ Build feedback loops and communities: Establish champions and communities of practice to encourage sharing, support, and continuous improvement.
- ✓ Monitor adoption and adjust: Track both technical and human progress, using feedback to iterate your approach.

# 03

## Take advantage of the ecosystem of resources

There are plenty of resources out there from a variety of partner organisations to help you along. Microsoft for example, provides a rich set of support tools and programmes:

- ✓ **Microsoft Learn**  
World-class training materials, certifications, and learning paths to upskill your teams.
- ✓ **Microsoft Adoption resources**  
templates, playbooks, communication kits, and training assets to help drive cultural change at scale.



# Start Your Journey to the Frontier.

Going from AI Readiness to AI Realisation starts with getting multiple foundational elements in place across:

-  CLOUD
-  DATA
-  SECURITY
-  BUSINESS SOLUTIONS

The ANS AI Readiness Assessment is a structured workshop that maps your current landscape and provides a roadmap for successful Copilot and Agentic AI implementation.

## Outputs

-  Estate discovery and scoping
-  Review across Cloud, Data, Security and Business Solutions
-  Gap identification and roll-out roadmap
-  Tailored use cases and measurable outcomes
-  Adoption enablement planning

**Book your Copilot and AI readiness assessment today.**

[Book your assessment](#)



# The Gold Standard in Microsoft Services.

 **Microsoft**  
2025 Partner of the Year

Winner  
United Kingdom

|  |  |   |  |   |
|--|--|---|--|---|
|  <b>Microsoft</b><br>2025 Partner of the Year<br><br>Finalist<br>Low Code Application Development Award |  <b>Microsoft</b><br>Solutions Partner<br>Microsoft Cloud   |  <b>Microsoft</b><br>Partner<br>Azure Expert MSP   |  <b>Microsoft</b><br>Solutions Partner<br>Infrastructure Azure<br><br>Specialist<br>Infra and Database Migration<br>Azure VMware Services<br>Azure Virtual Desktop |  <b>Microsoft</b><br>Solutions Partner<br>Private Cloud  |
|  <b>Microsoft</b><br>2024 Partner of the Year<br><br>Winner<br>UK Services                            | <br>25   26<br>INNER CIRCLE<br>FOR MICROSOFT AI BUSINESS SOLUTIONS  |  <b>Microsoft</b><br>Solutions Partner<br>Business Applications<br><br>Specialist<br>Copilot<br>Low Code Application Development |  <b>Microsoft</b><br>Solutions Partner<br>Security<br><br>Specialist<br>Identity and Access Management<br>Cloud Security<br>Threat Protection                    |  <b>Microsoft</b><br>Member of<br>Microsoft Intelligent Security Association<br><br>Microsoft Security  |
|  <b>Microsoft</b><br>Solutions Partner<br>Digital & App Innovation                                    |  <b>Microsoft</b><br>Solutions Partner<br>Data & AI<br>Azure<br><br>Specialist<br>Infra and Database Migration<br>Analytics<br>Build AI Apps on Microsoft Azure | <br>Microsoft Fabric<br>Featured Partner   | <br>Microsoft Fabric<br>Databases<br>Featured Partner   | <br>Microsoft Fabric<br>Real-Time Intelligence<br>Featured Partner   |
|  <b>Microsoft</b><br>FastTrack<br>Partner   |  <b>Microsoft</b><br>Solutions Partner<br>Digital & App Innovation<br>Azure<br><br>Specialist<br>Build AI Apps on Microsoft Azure                               |  <b>Microsoft</b><br>Solutions Partner<br>Modern Work<br><br>Specialist<br>Copilot   |  <b>Microsoft</b><br>Copilot Jumpstart Partner<br>Prioritized Tier   |   |



To find out how you can get access to the best digital transformation technology and get your business AI ready, get in touch.

# Get in touch.

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