MICROSOFT IQ & AGENTIC AI

Agentic AI Adoption Strategy. **A roadmap for AI agents in 3 weeks.**

Together we develop a clear adoption strategy and roadmap for introducing AI agents across the company reliably and with real value – anchored in your actual starting point.

3	10	4
Weeks	Obungi person-days	Deliverables

AT A GLANCE

The Agentic AI Adoption Strategy by Obungi is a three-week consulting programme (10 person-days) that gives companies in the Microsoft ecosystem a robust strategy and a prioritised roadmap for introducing AI agents. In focused workshops, Obungi assesses agent use cases and their value, the Microsoft IQ foundation (Fabric IQ, Foundry IQ, Work IQ), and governance, adoption and organisational readiness. The results are a maturity assessment, a prioritised use-case backlog with a gap analysis, an adoption strategy with a target picture, and a roadmap with a decision paper.

TYPE	Adoption strategy and roadmap for AI agents
PROVIDER	Obungi GmbH, Hamburg – Microsoft Solutions Partner and Microsoft Fabric Featured Partner
DURATION	3 weeks, 10 person-days of Obungi effort
AUDIENCE	CIO / CDO, head of data & AI, head of IT, business owners of the use cases, CISO / data governance where relevant
TECHNOLOGY	Microsoft IQ (Fabric IQ, Foundry IQ, Work IQ), Azure AI Foundry, Microsoft 365 Copilot & Copilot Studio, Agent 365, Microsoft Purview
PROCESS	Kick-off & use-case identification → Maturity, use-case value & adoption → Target picture, adoption strategy & roadmap
DELIVERABLES	Adoption maturity assessment, Use-case backlog & gap analysis, Adoption strategy & target picture, Roadmap & decision paper
NOT INCLUDED	Implementation PoC – it is the recommended first building block of the roadmap
GETTING STARTED	Free 60-minute introductory call

STARTING POINT & MOTIVATION

The bottleneck is rarely the technology – **it is adoption.**

The market is moving fast, yet the leap from experiment to productive, scalable operation rarely succeeds. What matters is how deeply the AI understands the business and how consistently people, governance and operations are brought along.

82%

of organisations want to introduce AI agents within 1–3 years.

Source: IDC, Gartner

40%

of enterprise apps are expected to be connected to task-specific agents by 2026.

Source: IDC, Gartner

95%

of custom GenAI solutions never reach production.

Source: MIT

33%

see sufficient AI skills in-house; 99% struggle to scale AI.

Source: Forrester / IPSOS

Typical patterns after the first steps with Microsoft 365 Copilot, Copilot Studio or Azure AI Foundry

01

Experiments do not scale

First Copilot and agent experiments are running, but cannot be scaled reliably into regular operation.

02

The context is missing

Agents deliver incomplete or untraceable results because they lack a clean, consistent data and knowledge context.

03

No clear governance

There is no clear logic for governance, security and responsibility when operating agents.

04

Use cases without a business case

Use cases are neither prioritised nor backed by a robust business case.

An agent is only as good as the foundation **it is built on.**

MICROSOFT IQ & AGENTIC AI

What is **Microsoft IQ?**

Microsoft IQ is the unified intelligence layer of the Microsoft stack, introduced at Microsoft Ignite 2025 – the context layer from which agents draw their knowledge. It connects three levels:

Work IQ

How your people work

Context from people, collaboration and workflows – with Microsoft 365 Copilot and Copilot Studio.

Fabric IQ

How your business works

Context from business objects, systems and actions – the AI-ready data foundation in Microsoft Fabric.

Foundry IQ

How agents access knowledge

Context from policies, documents and knowledge bases through agentic retrieval – in Azure AI Foundry.

And what is agentic AI?

Agentic AI refers to agents that perceive, decide and act – and draw their context from all IQ levels. Reliable agents therefore require an AI-ready foundation: only a clean data, knowledge and work context makes agentic AI reliable, secure and effective for the business.

GOAL OF THE ADOPTION STRATEGY

Five questions **we answer together.**

The Adoption Strategy is not meant to legitimise a purchasing decision. The result is not a product presentation but a robust strategy with a prioritised roadmap – developed with your team.

1. Is your foundation of data, knowledge and work context (Microsoft IQ) mature enough for reliable agents?
2. Which prerequisites are in place – and which need to be created: data maturity in Fabric IQ, grounding in Foundry IQ, work context in Work IQ, governance?
3. Which agent use cases are the most valuable and realistically feasible?
4. What does a realistic adoption and scaling path look like – including enablement, skilling and governance?

5 Which guardrails for governance, security and responsible AI are needed (Microsoft Purview, Agent 365)?

SCOPE & FOCUS

Three dimensions, **one complete basis for assessment.**

The Adoption Strategy looks at what agents should achieve, what they build on and how the organisation carries them.

DIMENSION 1

Agent use cases & value

Which processes and tasks are suitable for agents?

- Process and task landscape of the departments involved
- Candidate use cases for agents, from assistive to autonomous
- Value and effort assessment for each use case
- Success and stop criteria
- Prioritisation of lighthouse use cases as PoC candidates for the roadmap

DIMENSION 2

Microsoft IQ foundation & architecture

Are the technical prerequisites in place across the IQ levels?

- Data maturity and semantic models in Fabric IQ / OneLake
- Grounding knowledge and agentic retrieval in Foundry IQ (Azure AI Foundry)
- Work context and agent building in Work IQ (Microsoft 365 Copilot, Copilot Studio)
- Integration of relevant source systems: ERP, CRM, DMS, collaboration
- Reference architecture and capacity and SKU requirements

DIMENSION 3

Governance, adoption & organisational readiness

Are the organisational and regulatory prerequisites in place?

- Data governance, classification and access control with Microsoft Purview
- Agent lifecycle and control plane with Agent 365
- Responsible AI and compliance, including the EU AI Act
- Adoption & enablement: skilling, champions, AI Centre of Excellence and change management
- Sponsorship and decision-making authority at leadership level

Maturity model & adoption focus

We assess maturity along five axes and place your organisation on the path from first experiments (intent, PoC) through productive AI in individual processes to scaled, agent-based value creation.

Users / adoption · Infrastructure · Development · Governance · Business outcomes

AI Centre of Excellence as an "innovation factory"

At the core of the adoption strategy is an AI Centre of Excellence: a space for experiments ("garage") plus a governance model that takes ideas consistently from ideation through incubation to scaling. Legal, risk and compliance are involved early – not to say "no", but to arrive at a sustainable "yes".

APPROACH & PHASES

Focused workshops **instead of lengthy analysis phases.**

The Adoption Strategy comprises 10 person-days of Obungi effort, spread over 3 weeks. The format is deliberately lean.

PHASE 1

Kick-off & use-case identification

Week 1 · 3 PD

- Kick-off workshop (half a day) with sponsors
- Capturing the top processes and candidate use cases
- Review of the Microsoft IQ landscape: data, Microsoft 365, existing agents
- Selection of lighthouse use-case candidates

PHASE 2

Maturity, use-case value & adoption

Week 2 · 5 PD

- Maturity assessment across Fabric IQ, Foundry IQ and Work IQ
- Prioritising the use cases by value and feasibility
- Assessment of governance, security, skills and readiness for change
- Deriving the fields of action

PHASE 3

Target picture, adoption strategy & roadmap

Week 3 · 2 PD

- Presentation of results with stakeholders (half a day)
- Target picture and reference architecture
- Adoption strategy: operating model, enablement/skilling, governance
- Prioritised roadmap with a recommended lighthouse PoC as the first implementation step

An implementation PoC is not part of this programme; it is the recommended first building block of the roadmap.

Roles & collaboration

Obungi

A lead consultant has overall responsibility for structure, delivery and quality of results – supported by data, Foundry and Copilot Studio specialists.

Your team

Contributes process and domain knowledge, decision-making authority and company context – ideally the business owners of the prioritised use cases, those responsible for data and IT, and governance or security.

Book a free introductory call →

DELIVERABLES

A decision-ready basis **for what comes next.**

At the end of the Adoption Strategy you have four results in hand.

1

Adoption maturity assessment

Maturity assessment across the Microsoft IQ levels (Fabric IQ, Foundry IQ, Work IQ) including governance and adoption maturity – a clear view of where your company stands today.

2

Use-case backlog & gap analysis

Prioritised use-case backlog (value × feasibility) with lighthouse candidates, plus a gap analysis of data foundation, grounding, security, governance and skills.

3

Adoption strategy & target picture

Adoption strategy with an AI CoE operating model, change management and enablement/skilling, governance guardrails and your position in the maturity model – plus the target picture and reference architecture of an agent-ready Microsoft IQ environment.

4

Roadmap & decision paper

A management summary of 4–6 pages: prioritised roadmap with a recommended lighthouse PoC as the first implementation step, recommendation, risks and notes on governance and possible Microsoft funding.

WHY OBUNGI?

Agents are only as good **as their context.**

A data foundation as the basis for reliable agents

Obungi is a specialist for data, analytics and AI and one of the leading Microsoft partners in Germany. Fabric IQ – the AI-ready data foundation – is our home ground. That is exactly the context we make robust.

End to end across all IQ levels

We think through the whole chain – from data (Fabric IQ) and knowledge (Foundry IQ) to work context (Work IQ) and the agents themselves – rather than only working at the surface.

Architecture first, strategy plus implementation

Our recommendations are based on validated architecture patterns and Microsoft best practices (Cloud Adoption and Well-Architected Framework) – and we implement them afterwards, too.

No product sale – a real evaluation

The Adoption Strategy is deliberately open-ended and concludes with an honest assessment of whether and how agentic AI works for you.

OPTIONAL COMPONENT

AI Readiness Advisor Workshop

As an entry point or addition: a data-driven Microsoft methodology that we deliver at Obungi. It makes the assessment executive-ready – with industry peer scoring, business impact estimates and a multi-domain analysis of your AI maturity (data basis: 1,000 companies from 8 industries). It assesses technology readiness and organisational readiness.

The results – score, peer comparison, prioritised fields of investment – feed directly into the maturity model, use-case prioritisation and roadmap of the Adoption Strategy.

About the AI Readiness Workshop →

1. Curated web tool with AI market research as the data basis
2. Customer questionnaire with 35 questions (scale 1–5) to capture maturity data
3. AI readiness scorecard with industry-specific peer scoring
4. Executive session with analysis, opportunities and concrete guidance for closing the gaps

FAQ

Frequently asked questions about the **Agentic AI Adoption Strategy.**

What is the Agentic AI Adoption Strategy by Obungi?

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What is Microsoft IQ?

Microsoft IQ is the unified intelligence layer of the Microsoft stack, introduced at Microsoft Ignite 2025 – the context layer from which agents draw their knowledge. It connects three levels: Work IQ – How your people work: Context from people, collaboration and workflows – with Microsoft 365 Copilot and Copilot Studio. Fabric IQ – How your business works: Context from business objects, systems and actions – the AI-ready data foundation in Microsoft Fabric. Foundry IQ – How agents access knowledge: Context from policies, documents and knowledge bases through agentic retrieval – in Azure AI Foundry.

What does agentic AI mean?

Agentic AI refers to agents that perceive, decide and act – and draw their context from all IQ levels. Reliable agents therefore require an AI-ready foundation: only a clean data, knowledge and work context makes agentic AI reliable, secure and effective for the business.

How long does the Adoption Strategy take and how much effort is involved?

Three weeks with 10 person-days of Obungi effort: week 1 kick-off and use-case identification (3 person-days), week 2 maturity, use-case value and adoption (5 person-days), week 3 target picture, adoption strategy and roadmap (2 person-days). Scope, schedule and effort are tailored to your situation during scoping.

Who is the Adoption Strategy for?

For companies in the Microsoft ecosystem that have taken first steps with Microsoft 365 Copilot, Copilot Studio or Azure AI Foundry and want to bring AI agents into scalable regular operation. It addresses CIOs and CDOs, heads of data and AI, heads of IT, the business owners of the use cases and, where relevant, CISOs and data governance.

What do we receive at the end?

1. Adoption maturity assessment: Maturity assessment across the Microsoft IQ levels (Fabric IQ, Foundry IQ, Work IQ) including governance and adoption maturity – a clear view of where your company stands today. 2. Use-case backlog & gap analysis: Prioritised use-case backlog (value × feasibility) with lighthouse candidates, plus a gap analysis of data foundation, grounding, security, governance and skills. 3. Adoption strategy & target picture: Adoption strategy with an AI CoE operating model, change management and enablement/skilling, governance guardrails and your position in the maturity model – plus the target picture and reference architecture of an agent-ready Microsoft IQ environment. 4. Roadmap & decision paper: A management summary of 4–6 pages: prioritised roadmap with a recommended lighthouse PoC as the first implementation step, recommendation, risks and notes on governance and possible Microsoft funding.

Is a proof of concept included?

No. An implementation PoC is not part of the programme. The roadmap recommends a lighthouse PoC as the first implementation step; Obungi can deliver it afterwards if you wish.

Why do many agent experiments fail to make it into regular operation?

The bottleneck is rarely the technology; it is adoption. Four patterns are typical: experiments cannot be scaled reliably, agents lack a clean and consistent data and knowledge context, there is no clear logic for governance, security and responsibility, and use cases are neither prioritised nor backed by a business case.

What role do governance and the EU AI Act play?

Governance is one of the three dimensions. The assessment covers data governance, classification and access control with Microsoft Purview, agent lifecycle and control plane with Agent 365, and responsible AI and compliance, including the EU AI Act. Legal, risk and compliance are involved early.

How does the AI Readiness Advisor Workshop relate to it?

It is an optional component: a lean, data-driven assessment at leadership level with a questionnaire, scorecard and peer comparison. It can precede the Adoption Strategy or complement it; its results feed into the maturity model, use-case prioritisation and roadmap.

How do we get started?

With a free 60-minute introductory call with the Obungi lead consultant. This is followed by scoping and a refined offer, the start with the kick-off session and, at the end, the decision-ready adoption strategy with target picture, gap analysis and prioritised roadmap.

NEXT STEPS

Start **the conversation now.**

Book a free 60-minute introductory call with our team.

1. **Introductory call**
   60 minutes: a first view of your starting point with the Obungi lead consultant.
2. **Scoping & offer**
   Scope, schedule and effort are tailored to your situation.
3. **Start**
   Once the offer is approved and the kick-off session is scheduled, delivery begins.
4. **Result & decision**
   Decision-ready adoption strategy with target picture, gap analysis and prioritised roadmap.

Prefer e-mail?

Write to us directly

Microsoft IQ, Microsoft Fabric, Azure AI Foundry, Microsoft 365 Copilot, Copilot Studio, Agent 365 and Microsoft Purview are trademarks of Microsoft Corporation.

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