



## AI Unlocked: Insights for 2025

### The Role of AI in Modern Business Operations

Artificial Intelligence continues to be the driving force behind digital transformation in 2025. Unpacking how AI is reshaping productivity and workflow, reminds us that digital transformation is simply the application of new technologies improving efficiency, profitability, and working practices. A powerful reframing was shared, rather than thinking of AI as *artificial intelligence*, it's more helpful to view it as *assistive intelligence*, designed to augment human capabilities.

### Key Developments:

#### AI Market Share Q1 2025:

- ChatGPT and Microsoft Copilot dominate with 74% combined market share.
- Notable growth from Gemini, Claude (Anthropic), Perplexity, and Grok.

#### Conversational AI:

- Major step forward with real-time voice interaction, allowing natural conversations, clarifications, and dynamic workflow integration.

#### Generative Engine Optimisation (GEO):

- Emerging as a priority alongside traditional SEO, focusing on optimising content for AI-driven responses rather than just search rankings.

### AI Tools & Platform Updates

The session offered clarity on different AI tools, particularly ChatGPT, breaking down the differences between the free, Plus, Team, and Enterprise versions, as well as privacy implications:

- **Free version:** Basic functionality (likened to a 12-year-old assistant).
- **Plus (\$20/month):** Smarter and more capable (comparable to an 18-year-old).
- **Team (\$25/user/month):** Adds data privacy and compliance features.
- **Enterprise:** Fully private and scalable for large organisations.

Interestingly, PwC—despite being a Google-based organisation—has adopted ChatGPT Enterprise across its UK and US teams, demonstrating confidence in its capabilities.

### Building Better Prompts

A standout takeaway was the importance of *prompting skills*, which are critical for reaching AI's true potential. A sandwich shop analogy illustrated that vague prompts yield vague results, while detailed prompts deliver precise outcomes.



## Prompting Best Practices:

1. **Be specific:** Clearly describe the task and context.
2. **Use role framing:** e.g., “You are a GDPR expert working at the ICO...”
3. **Set custom instructions:** e.g., Always use UK English, avoid filler text, and permit admissions of uncertainty.

For more help, ramsac offers **AI guides with 50+ role-specific prompts** at [ramsac.com/prompting](https://ramsac.com/prompting).

## Secure AI Implementation

The webinar emphasised that AI deployment is not just about adopting the latest app, it's a structured process that must prioritise data governance and security. ramsac's six-stage AI readiness model was highlighted as the roadmap for secure and productive AI use:

- **Stage 1:** AI Readiness Assessment (healthcheck of your Microsoft 365 setup)
- **Stage 2:** Company Data Audit (mapping and evaluating data access)
- **Stage 3:** SharePoint Permissions Review (tightening security)
- **Stage 4:** Technical Security Controls (implementing DLP, sensitivity labels)
- **Stage 5:** Rollout & User Training (onboarding with a focus on adoption)
- **Stage 6:** Ongoing Maintenance (continuous monitoring and updates)

## Policy & Ethical Considerations

Strong emphasis was placed on **creating and sharing an AI usage policy** to safeguard data privacy and compliance. Organisations were warned about the risks of unregulated AI tools and reminded that even simple errors (e.g., sharing private conversations via AI-generated meeting notes) can have reputational consequences.

## Final Takeaways & Next Steps

To fully leverage AI's potential, it should be incorporated strategically across various functions:

- Develop a **clear AI strategy** before choosing tools.
- Train all staff to become **proficient at prompting**.
- **Secure your data** with a thorough audit and permissions review.
- Regularly update your **AI policy** and actively share it across teams.
- Explore ramsac's **Harnessing AI Masterclass** for deeper learning, available both in-house and as open sessions.

## Find out more

Contact us for more information for how ramsac can help your organisations cybersecurity and how you can make the secure choice.

Tel: **01483 412 040** email: **[info@ramsac.com](mailto:info@ramsac.com)**

