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# City of Broken Arrow, Oklahoma

*Where Opportunity Lives. Empowering AI Frontier City Transformation.*

## Microsoft 365 Copilot Proposal

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# Omnibus Statement

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**Proposal Date: May 8, 2026**

This proactive proposal, dated May 5, 2026, is valid until May 29, 2026. This proposal is not meant to constitute a formal offer, acceptance, or contract, although this proposal is furnished with the expectation that Microsoft and/or the specified partner(s) would provide the conditions herein. In the event that Microsoft is selected to provide the products or services contemplated by this proposal, Microsoft will negotiate in good faith with you to formalize appropriate contracts to govern the relationship. Microsoft's proposal is predicated solely and exclusively upon the information contained herein, and no other terms and conditions apply except as otherwise negotiated between the parties.

\*Deployment funding assistance is subject to availability and offered while supplies last\*

\*Final pricing will be presented in a formal quote from Insight\*

 **Valid until May 29, 2026**

# M365 Copilot + M365 G3/F3 Proposal

A strategic AI co-investment to deliver secure, enterprise-grade AI to ~600 employees through Microsoft 365 Copilot—using a phased rollout to embed AI into daily workflows and drive scalable efficiency. The initiative also advances Broken Arrow’s shift to a unified Microsoft 365 G3 platform, integrating productivity, security, identity, and device management to reduce complexity and strengthen governance.



**15 Months + 3 Years**

June 1, 2026 | August 30, 2030



**570**

Net New M365 Copilot Users



**~35%+**

Flat 35% Discount on remaining 15 mo  
+ other discounts



**~\$225,392**

~\$225,392 Total Savings

## Flat Pricing

### M365 Copilot Discounts:

- 35% on 570 new M365 Copilot licensing for remaining 15 months
- Ramped discount of 35% 25% 20% on M365 Copilot on next EA

### M365 G3 Discounts:

- Ramped discount of 10% and 5% on M365 G3 SU licensing for 15 months
- Credits approved for overlapping CCAL Bridge, Entra P1, Intune P1

## Contingencies

- PO must be submitted by May 29, 2026
- Requires M365 Copilot (qty 570) net new purchase
- One-time discounted purchase

## Supplemental Offers

- \$10K in funding for Copilot partner-led services for envisioning, strategy, and deployment
- \$10K in partner-led funding for Secure AI Productivity Envisioning
- \$8K in partner-led funding for Data Security Envisioning Workshop

## Adoption Programs

- Enterprise Skilling Initiative
- M365 Copilot Masterclass
- Weekly SLG Copilot Champs Community Call
- Copilot Chat BrainStorm End User Training

Microsoft-funded partner support ensures technical readiness, deployment and adoption for end-users

# Ramped Pricing Strategy

*Microsoft-approved special pricing to ease the transition and maximize budget flexibility*

## Microsoft 365 Copilot - Flat Discount

Year 2 (06/01/2026-08/31/2026)

**~35%**

Year 3 (09/01/2026-08/31/2027)

**~ 35%**

## Microsoft 365 G3 - Ramped Discounts

Year 2 (06/01/2026-08/31/2026)

**~10%**

Year 3 (09/01/2026-08/31/2027)

**~5%**

## Microsoft 365 Copilot – Ramped Discounts on NEW EA in 2027

**~35%**

**~25%**

**~20%**

# Partner Support & Funded Services

Microsoft is investing in Broken Arrow's success

## \$10,000

### M365 Copilot Funding

Provisionally approved partner funding to accelerate Copilot deployment, user training, and change management. *Needs to be claimed in June.*

## \$10,000

### Secure AI Productivity Funding

Designed to define your AI and security roadmap, build a business case, and prove value through a hands-on proof of concept. *Needs to be claimed in June.*

## Adoption & Skilling Programs

### Commercial Skilling Initiative

Quickly build AI skills needed to adopt Copilot, drive productivity, and realize measurable business value.

### M365 Copilot Masterclass

Hands-on workshops for City staff to maximize Copilot adoption and productivity gains.

### Weekly SLG Copilot Champs Call

Ongoing community of practice with other government agencies sharing Copilot best practices.

# Copilot: Business Value & Scalable Adoption Plan

## Why Copilot for Broken Arrow

- **Reduce time spent on email, meetings, and administrative tasks** across the workforce
- **Enable faster, data-driven decision-making** through AI-assisted analysis and reporting
- **Improve quality and consistency** of internal and public-facing communications
- **Increase workforce productivity** by automating repetitive knowledge work
- **Improve access to City data and insights** to accelerate service delivery

## Phased Rollout Plan

**Phase 1** Months 1–3  
Deploy ~200 licenses to leadership, IT, and high-impact departments to establish early value and usage patterns

**Phase 2** Months 4–9  
Expand to additional departments based on measured adoption, usage data, and ROI signals

**Phase 3** Months 10–18  
Scale across the organization and embed Copilot into core business processes and operations

# ROI & Value with Copilot

## Investment & Expected Return

- **Total Investment:** \$685K (inclusive of negotiated discounts across current term and new 3-year agreement)
- **Projected value:** ~\$1.48M – \$1.5M+ over term
- **~2.16x ROI**, with payback in **10 months—**not years

## Workforce Capacity Created

- **Equivalent to ~22–38 full-time employees of capacity**
- **47,000 – 78,000 hours returned annually to the organization**
- Capacity is reinvested into **faster constituent services, reduced administrative backlog, and improved decision-making across departments**

# Value with Microsoft 365 G3/F3

**The City of Broken Arrow unifies productivity, identity, device management, and advanced security into a single, compliant platform—strengthening protection of sensitive government data and enabling secure, flexible work from anywhere.**

## **Key features/value in M365 G3 that OG3+OF3 users do not get today:**

- Prevent malware and reduce cyber risk across managed devices with centralized visibility and attack surface reduction using with **Defender for Endpoint P1**
- Secure and standardized Windows devices with enterprise-grade management and security controls to support a modern, compliant government workforce with **Defender for Endpoint** and **Windows Enterprise**
- Help safeguard sensitive government data and meet public records and regulatory requirements by controlling data sharing and enforcing retention automatically with **DLP and Retention**
- Allow legal and IT teams to efficiently search, preserve, and export data to respond to FOIA requests, audits, and litigation with confidence with **eDiscovery standard**
- Protect employee email and collaboration tools from phishing, malware, and malicious links to reduce user risk and service disruption with **Defender for Office P1**
- Block unsafe attachments and URLs in real time while improving user awareness through built-in security intelligence

# ROI & Value with Microsoft 365 G3/F3

## Investment & Expected Return

- **Operational efficiency lowers ongoing cost to serve:** Automation, cloud management, and endpoint standardization reduce IT workload (e.g., **25,000+ hours saved in IT operations**), enabling reallocation of staff to higher-value work
- **Security + compliance cost avoidance reduces financial risk:** Integrated Zero Trust security reduces exposure to breaches and audit costs, with organizations achieving up to 60% lower security costs vs multi-vendor approaches
- **Security + compliance cost avoidance reduces financial risk:** Integrated Zero Trust security reduces exposure to breaches and audit costs, with organizations achieving **up to 60% lower security costs vs multi-vendor approaches**
- **Platform consolidation reduces total IT spend:** Transitioning to Microsoft 365 E3/F3 replaces multiple third-party tools (security, device management, collaboration), with studies showing **up to \$60/user/month in avoided vendor costs**

*Could consolidate third parties like: CrowdStrike, SentinelOne, Carbon Black, Sophos, VMware Workspace ONE, MobileIron (Ivanti), IBM MaaS360, ManageEngine, Okta, Ping Identity, Duo, Proofpoint, Mimecast, Barracuda, Symantec DLP, Forcepoint, Digital Guardian, Varonis, Relativity, Logikcull, Exterro, Cisco AnyConnect, Palo Alto Networks*

# Copilot Enablement

Activating AI. Amplifying Talent.

## Current State & Challenges Addressed

- Uneven Copilot readiness and usage across departments and roles
- Limited understanding of how Copilot fits into daily municipal workflows
- No baseline for adoption, productivity gains, or value realization
- Risk of Copilot being enabled without structure or meaningful usage

## Proposed Solution

- Structured Copilot Enablement program (Discover → Design → Implement → Adopt)
- Readiness assessment across M365, data, security, and governance
- Role-based Copilot training for priority personas (e.g., City Administration, Finance, HR, Public Safety support staff)
- Defined success criteria and baseline value metrics
- Starter adoption and usage reporting

## Future State

- Copilot introduced with clear guardrails and city-approved use cases
- Employees understand when and how to use Copilot in daily work
- Baseline metrics established for adoption and productivity
- Leadership visibility into early wins and lessons learned

## Business Benefits

- Faster time-to-value from Copilot investment
- Reduced employee frustration and trial-and-error usage
- Improved confidence in responsible AI use
- Clear visibility into adoption and early ROI signals

## Reverse Timeline

- AP Approved: AP Approval: 1–2 weeks
- Readiness & Design: 2–3 weeks
- Enablement & Pilot: 4–6 weeks
- Adoption & Optimization: Ongoing (Best scenario)
- Project Duration: ~6–8 weeks

## Success Factors & Risks

- Executive sponsorship and visible leadership support
- **Risk:** Low engagement → mitigated by role-based enablement
- **Risk:** Security or data concerns → mitigated through readiness and governance alignment

## Minimum Requirements

- M365 Copilot licenses assigned to in-scope users
- Named executive sponsor and department stakeholders
- IT, Security, and Legal alignment on responsible AI usage

**BrainStorm End User Training:** Targeted micro-learning platform that helps organizations drive real adoption of Microsoft 365 and Copilot Chat by providing role-based, scenario-driven training that meets users where they are.

### **12-months FREE Copilot Chat End User Training:**

- Access to the **BrainStorm platform**
- Access to **M365 Lite Pack** (this includes Copilot Chat + M365 Tools to ensure successful use of Copilot Chat in the workplace)
- **Unlimited users!**
- Designated **BrainStorm Account Executive** to have a successful engagement

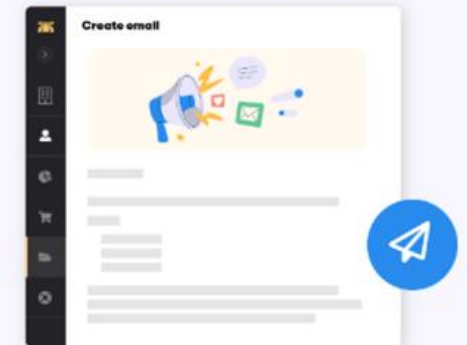
## **Help users take flight with Copilot Chat from Microsoft**

BrainStorm makes it easy for you to incorporate included AI features into your workplace with turnkey training and adoption resources that help users understand Copilot Chat and take better advantage of its capabilities.



## **Everything users need to master Copilot Chat in their everyday work**

BrainStorm gives you turnkey campaigns, including videos, comms, events, and more that will help users maximize the features and opportunities Copilot Chat offers. They'll be introduced, identify use cases, learn how to be effective with the tool, and receive reminders about how to leverage Copilot Chat at work.



## **The perfect readiness & rollout plan for your organization**

Before driving use of Copilot Chat, it's important your team is making the best use of the Microsoft 365 tools they already have. As the saying goes, "garbage in, garbage out." We've got a solution for that, too.