

ENDSIGHT.NET

AI Office Hours

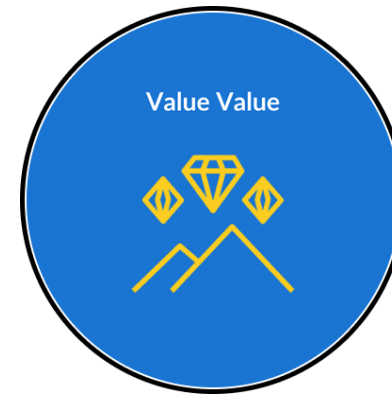
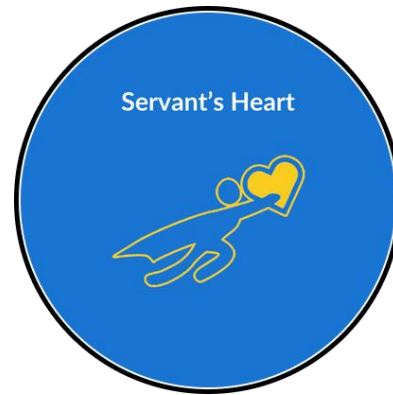
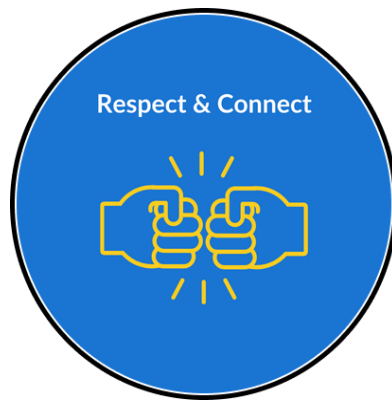
December 2025



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Our purpose: Help others thrive

Our values:



Agenda

01 Introduction

02 AI Reality Check

03 Real Automation Example

04 How To Get Started

05 Q&A



Brian Tirado
Director, AI & Automation

- 20+ years of IT experience
- Joined Occidental in 2002 (then Endsight in 2017 when acquired)
- Held multiple leadership roles during his tenure



Eugene Motisko
Power Platform Solution Architect

- 30+ years of IT experience
- Multiple Microsoft Certifications
- Leads Endsight's Power Platform practice



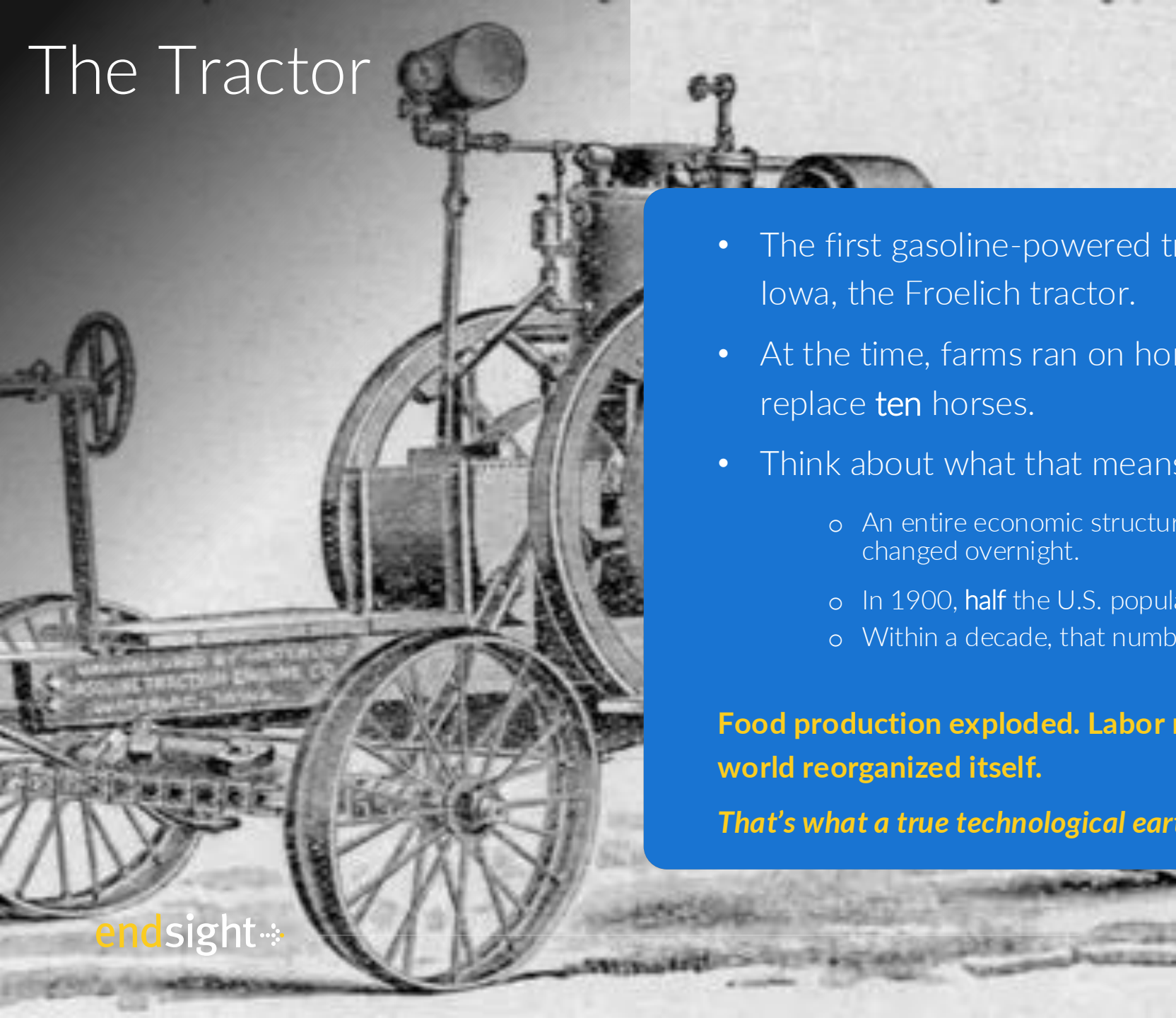
Mike Chaput
Founder and CEO

- Founded Endsight in 2004
- On the CEO advisory council of Kaseya
- Podcast host (First Principles Podcast)
- MBA from Berkeley Haas



Michelle Brezenski
Manager, Development

- 18 years at Endsight
- Multiple Microsoft Certifications
- Led Endsight's development department since 2014



The Tractor

- The first gasoline-powered tractor was built in 1892 in Iowa, the Froelich tractor.
- At the time, farms ran on horses. A single tractor could replace **ten** horses.
- Think about what that means.....
 - An entire economic structure built on horsepower suddenly changed overnight.
 - In 1900, **half** the U.S. population worked on farms.
 - Within a decade, that number dropped to about 5%

Food production exploded. Labor moved to new industries. The world reorganized itself.

That's what a true technological earthquake looks like.



The Truth About Tools.

- A tractor doesn't plow a field by itself.
- It needs fuel. It needs attachments. Someone needs to learn how to steer it.
- AI is the same. By itself, it does nothing. In the hands of a trained operator, it transforms everything.

The Two Competing Narratives About AI



Doom & gloom (the loud one)

- AI will take all the jobs.
- Humans will become obsolete.
- The economy collapses.
Terminator shows up.
- This is a Hollywood story, not a serious economic argument.



The practical narrative (the one we believe)

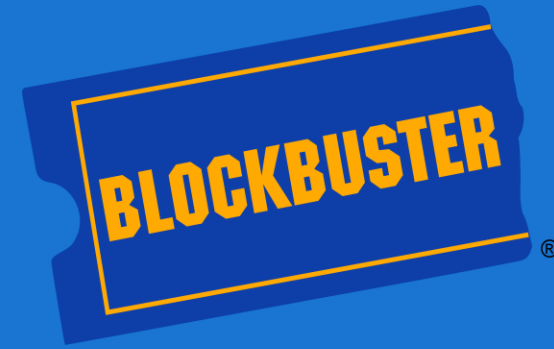
- AI is just another tool, like a computer, the automobile, the airplane, *the tractor*.
- Used well, it accelerates human capability.
- Used poorly, it leaves you behind.
- There is no 'automatic' future, only the future we choose to build.

Netflix vs. Blockbuster

NETFLIX

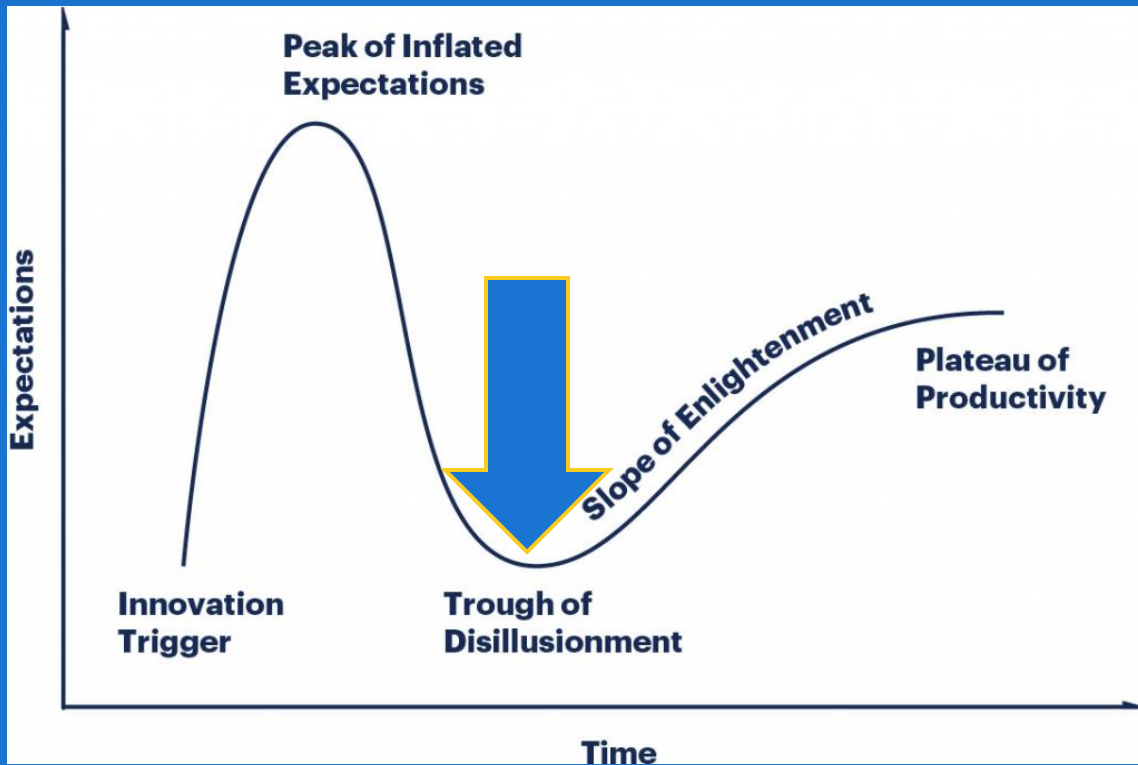
- One turns it into billions.
- Saw broadband coming.
- Inevitability.

Disruption is not about what happens to you, it's about how you **respond**.



- One crashes into dust.
- Saw broadband coming.
- Threat.

Gartner Hype Cycle



- Every new technology follows the same curve: excitement → inflated expectations → disillusionment.
- AI is now entering the Trough of Disillusionment.
- This is where the untrained users try it, fail, and declare: “AI doesn’t work!”
- They’re not wrong, their implementation doesn’t work.
- But the technology is not the problem. The process, training, and expectations are.

Why People Get Frustrated With AI



- Humans like simple tools: cars that just run, phones that just work.
- But AI requires high-fidelity thinking.
- A model loses context? Suddenly it seems stupid.
- Switch to the wrong reasoning model? Performance crashes.
- This isn't failure. it's user error caused by insufficient training.
- And the models update monthly. The learning curve never stops.

Real World Examples



Where Do We Start? Look for the Loop.

- Does it happen every day?
- Does it follow a predictable rule?
- If yes, it is a prime candidate for automation.



The best candidates for AI are high-volume, repetitive, and rule-based.



From Chaos to Clarity

Ticket Titles (Invoicing & Search):

- *Raw Input:* Subject: "Help me"
- *AI Output:* "Password Reset: J. Doe"

Classification (Analytics):

- *AI Classification:* "User Account / Password Reset"



Transforming raw inputs into meaningful data.



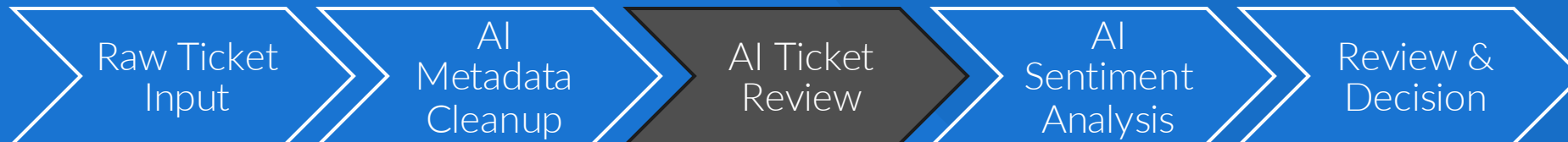
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The Hidden Cost of “Quality Control”

- 4000 Support Tickets Reviewed / Month
- 160 Manager Hours / Month



We were burning nearly one full-time senior manager every month just to check boxes. Highly manual. Cognitively demanding. Prone to fatigue.

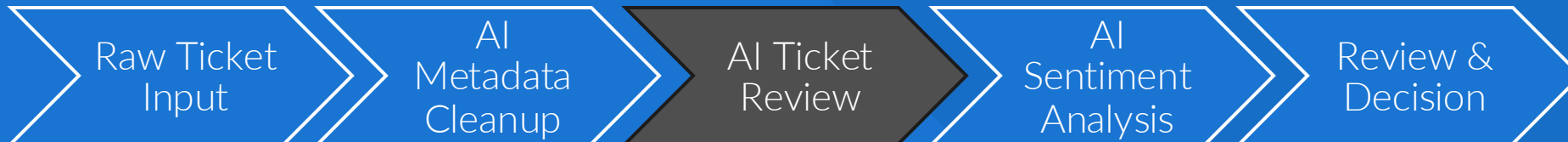


From Administrator to Leader

- **The System:** Enforces data quality rules 24/7 without fatigue.
- **The Manager:** Reinvests time into coaching, strategy, and service excellence.



Automating routine quality checks to ensure strict consistency across every ticket.



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Listening Between the Lines

The Blind Spot: Frustration is often subtle (tone/sarcasm) and missed until a client escalates

The AI Agent: Scans every interaction for negative sentiment, not just keywords.

The Win: Ticket is surfaced to managers.



Catching smoke before it becomes a fire.



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How to Get Started



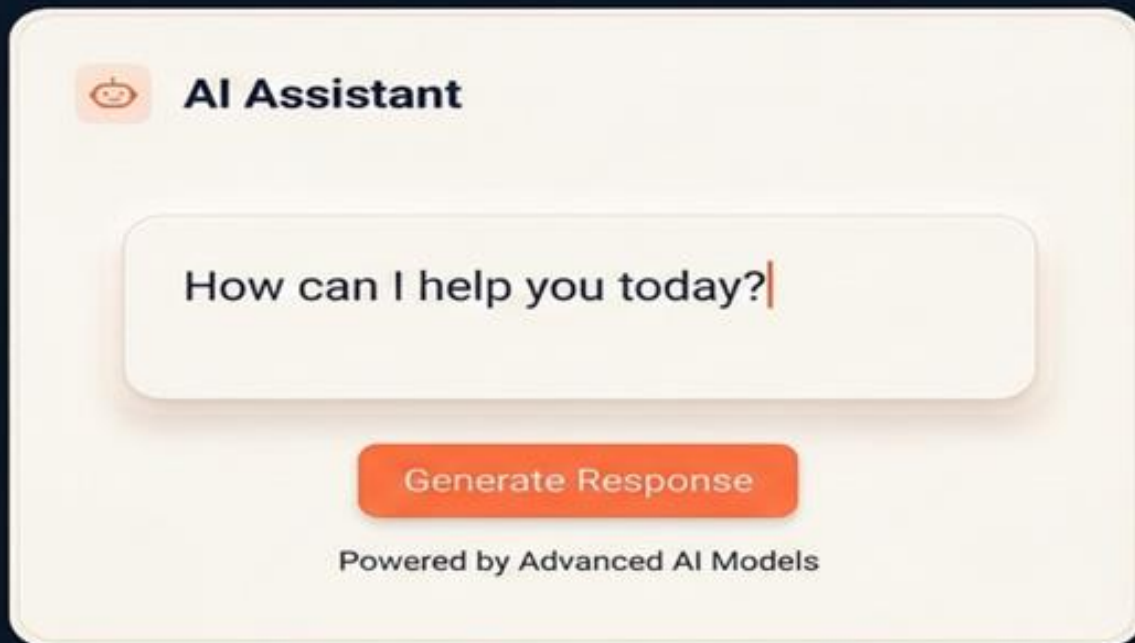
100 Years of Evolution



30 Years of Evolution



TODAY (2025) - SIMPLE AI ASSISTANT



BASIC INTERFACE.
LIMITED FUNCTIONALITY.
ISOLATED TASKS.

FUTURE (2045) - ESSENTIAL AI AGENTS



INTEGRAL TO EVERY FUNCTION.
UNLIMITED POTENTIAL.
BUSINESS-CRITICAL ECOSYSTEM.

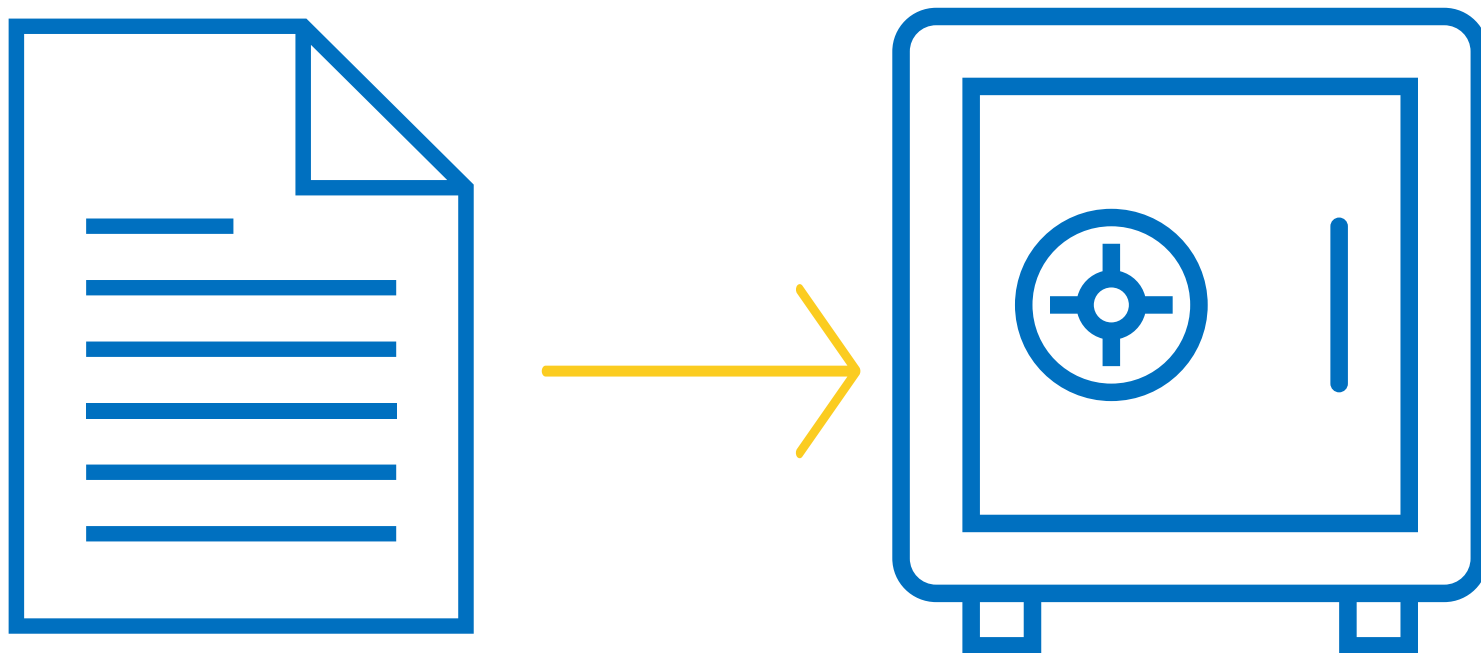
EVOLUTION: FROM SIMPLE QUERY TO ESSENTIAL BUSINESS NERVOUS SYSTEM,
SIMILAR TO WEBSITES FROM 1995 TO TODAY.

Evolution is a Process.



The biggest mistake is trying to run before you can crawl. Not starting to crawl is a strategic blunder. Today, we will focus 100% on how to CRAWL effectively.

Crawl Step 1: Get Your House in Order



Your Data is Your Most Valuable Asset

- Emails
- Business Processes
- Permissions
- Chats
- Shared Files

"You wouldn't ask for a loan with a messy checkbook. Don't ask AI to perform miracles with messy data."

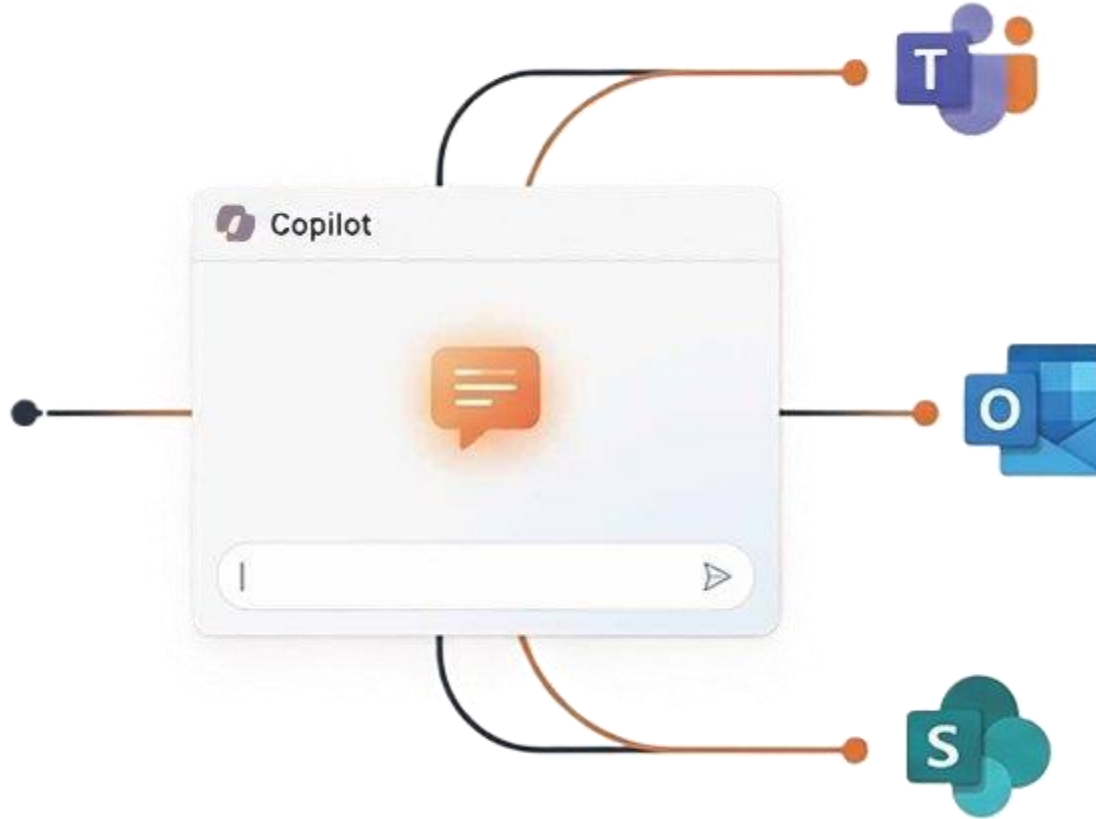
Crawl Step 2: Pick One Instrument & Secure It



- Learning AI is like learning an instrument.
- A drummer picks up the guitar faster because they already understand rhythm, structure, and practice.
- Mastering one foundational tool is better than dabbling in ten.
- Learn its personality, its strengths, and its limits. Your goal is to build an intuition for how it 'thinks'.

CRITICAL: Set up a secure, corporate account. Do not let your team use personal accounts with company data.

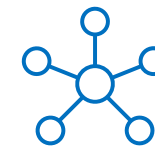
Why a Corporate Account is Non-Negotiable



Security: Your data is partitioned and safe.

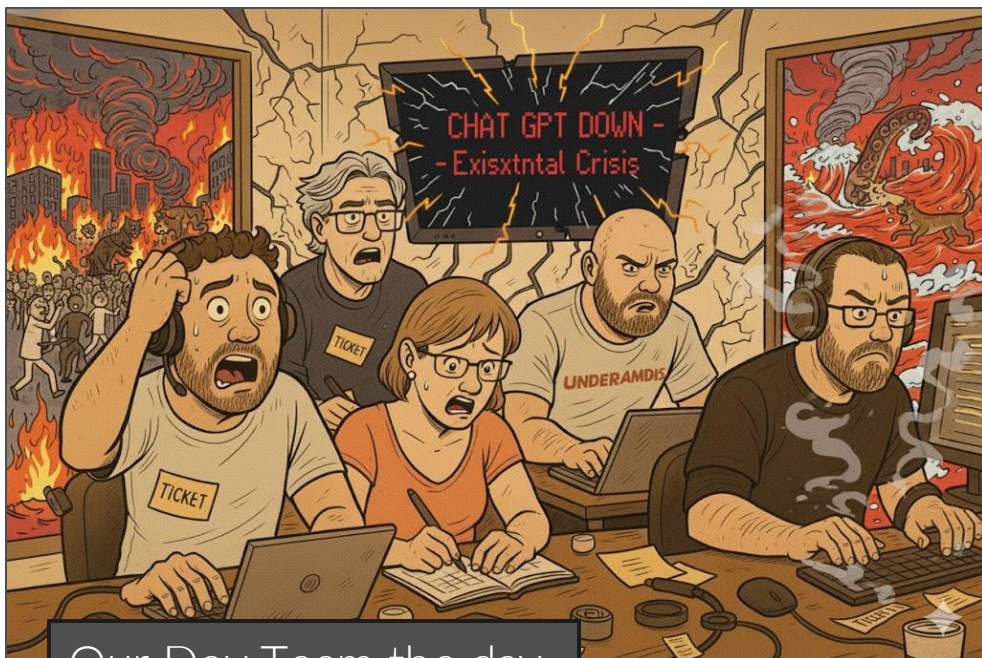


Privacy: Models do not train on your proprietary information.



Integration: Connects to your Teams chats, emails, SharePoint, and more.

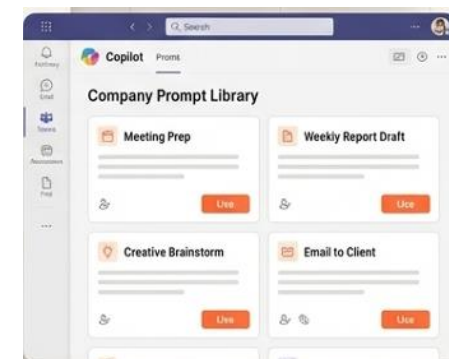
Crawl Step 3: Encourage Daily Practice. Make it Fun.



Our Dev Team the day ChatGPT Went down



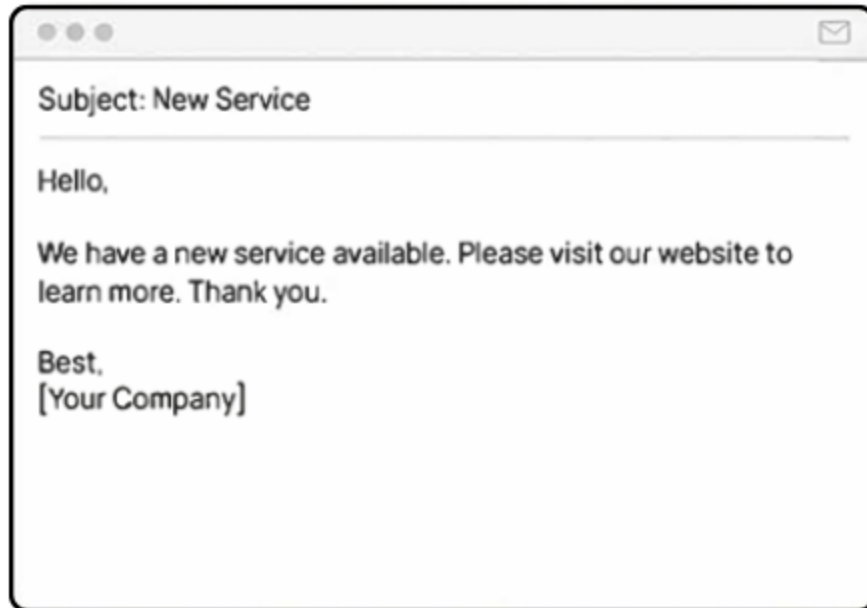
- **Gamify:** “Best prompt” contest with gift cards.
- **Share:** Create a company prompt library.
- **Empower:** Establish a Pioneer Group” to lead the charge
- **Establish:** Create a simple, clear Company Use Policy



Crawl Step 4: Learn to "Speak Machine English"

Vague Prompt

"Write a marketing email."

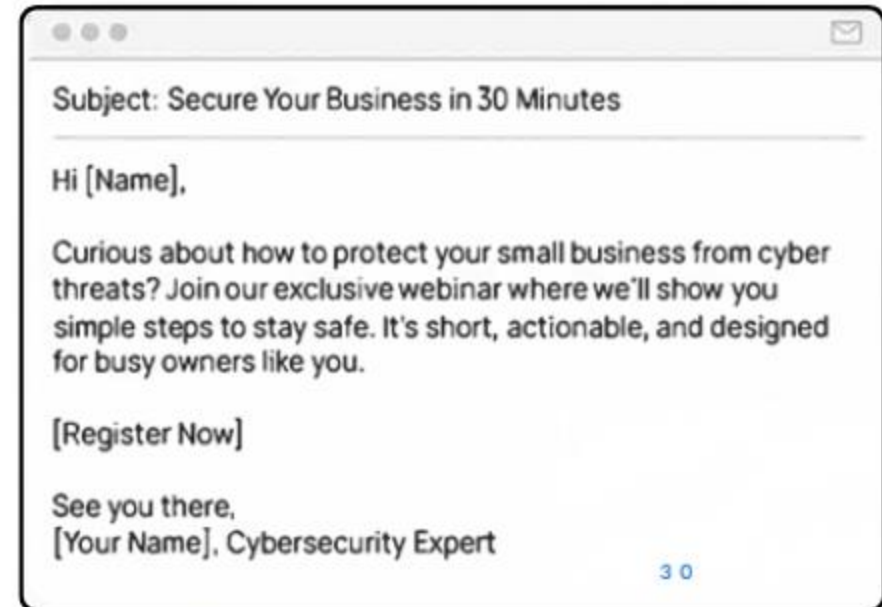


The AIM Framework

A-Actor: You are an expert copywriter specializing in cybersecurity

I-Input: Our audience is curious small business owners .

M-Mission: Write a short punchy email inviting them to our webinar



Here's What 'Crawling' Looks Like For Us.

THE PROMPT

Based on my prior interactions with [Michelle Brezenski](#), give me 5 things likely top of mind for our next meeting stank ranked by importance please.

THE RESULT

Here's a concise, ranked list of what's most likely on Michelle Brezenski's mind for your next conversation—grounded in your recent meetings, emails, Teams threads, and shared files:

Top 5 priorities (ranked)

1. **Standardizing the Scoping Catalog + plugging in your AI-generated requirements/user stories**
Your latest 1:1 covered aligning SharePoint scoping/catalog templates with the outputs from your AI tools, and clarifying how roles (e.g., Michael, Brian) fit into the flow. Expect questions like "Which artifacts are ready to drop into the catalog now?" and "What tweaks do we need so PMs can estimate consistently?" [11 - EugeneMichale...](#)
2. **Perceptive Search → SharePoint pilot readiness (who/what/when)**
Threads show urgency around *who* is doing the setup, the *target data* from the F-drive, and the *PAYG Copilot month trial*. Come prepared to confirm owners, timeline, licensing, and the pilot success criteria (search scope, permissions, data set). [Rat: Set up Sharep... +2](#)

(The rest of the detailed output is shown, perfectly formatted and easy to read).

A simple prompt to prep for a meeting. This saves hours of guesswork and surfaces the most important issues instantly. This is a real crawl with real ROI

Today's 'Crawl' Builds Tomorrow's Unfair Advantage.

Run: Building custom 'agents' that act as a team member, creating truly innovative workflows that transform how you operate.

Walk: Scaling your first success. Automating key departmental processes and securely connecting AI to your core business data.

The Future is heading towards concepts like Microsoft's **Agent 365** and **Work IQ** where AI is a core part of your team. Crawling now puts you ahead of that curve



Your AI Journey Starts Next Week. Here's How.

1

Assemble Your Pioneers

Identify 2-3 curious open-minded people to be your AI exploration team.



2

Find Your pain

Pick one repetitive, low value, high frustration task. That's your first candidate for a 'Crawl' project



3

Start Prompting

Use the 'AIM' framework to tackle that problem with a tool like Microsoft CoPilot.



4

Consider a Guide

Don't walk the path alone. Let's map out your first 30 days together to ensure your first steps are the right ones



Let's map out your first 30 days together to ensure your first steps are the right ones.

Everyone is going to implement AI.
That part is inevitable.

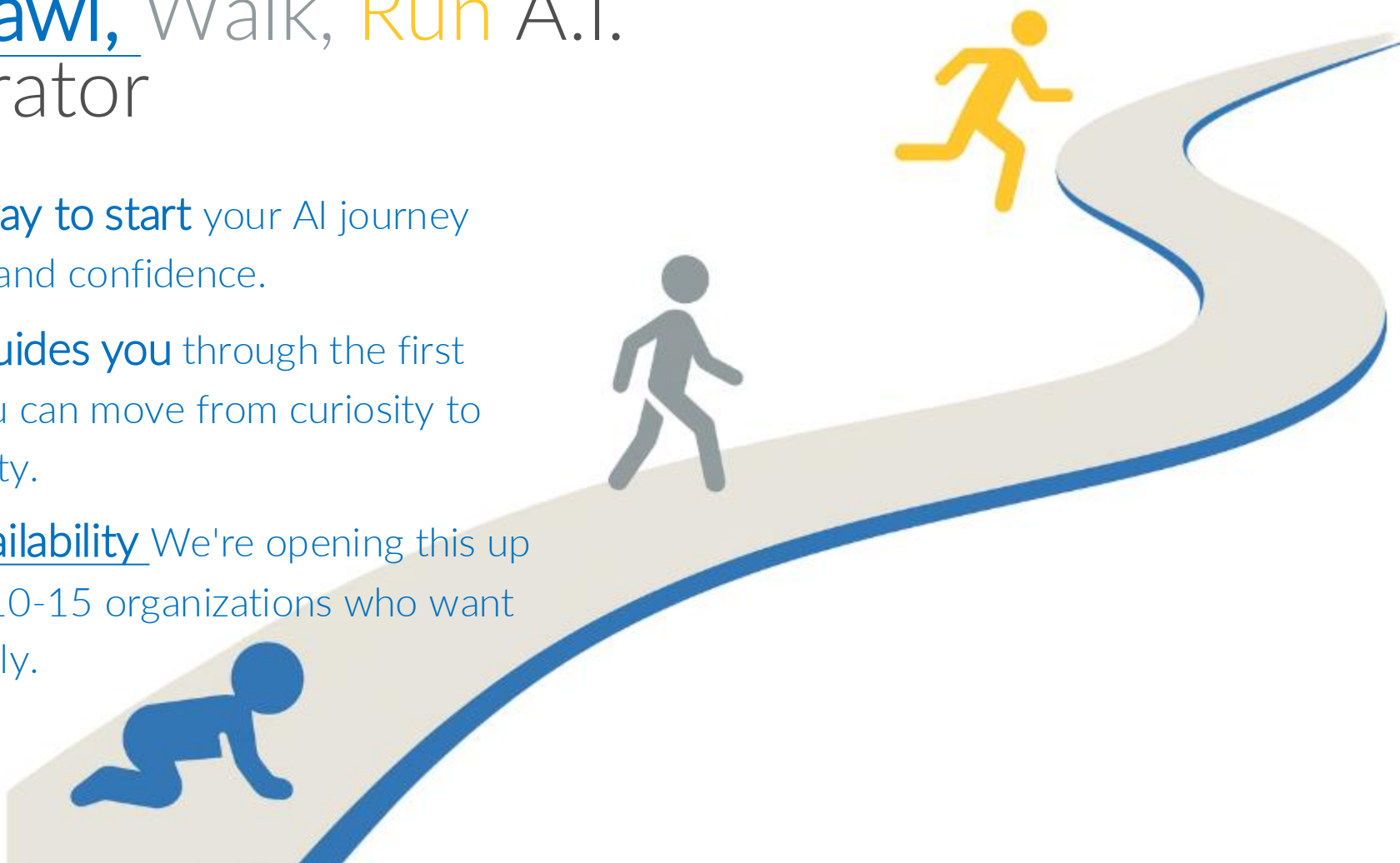
The only open question: Will you be the **farmer** who learns to drive the **tractor**, or the one who keeps tending fields **by hand** while the world moves on?

Why Endsight Is Positioned To Be Your Guide?

- AI transformation requires four ingredients:
 1. Service mindset — guiding humans through complex change
 2. Deep technical literacy — decades of absorbing new platforms
 3. Data intelligence — knowing where information lives and how to structure it
 4. Process expertise — Lean discipline, workflow mapping, reducing waste
- Most companies have one of these, maybe two. Endsight has all four.
- That's why we believe we're built for this moment.

The Crawl, Walk, Run A.I. Accelerator

- A simple way to start your AI journey with clarity and confidence.
- **Endsight guides you** through the first steps so you can move from curiosity to real capability.
- Limited availability We're opening this up to the first 10-15 organizations who want to move early.



Accelerate Your Momentum.



Limit 15

1. Let's Talk



- Let's start with a conversation about deploying Copilot or ChatGPT Enterprise in your environment.
- We'll clarify your goals, security needs, and organizational readiness.

2. Select a Model & Strategy

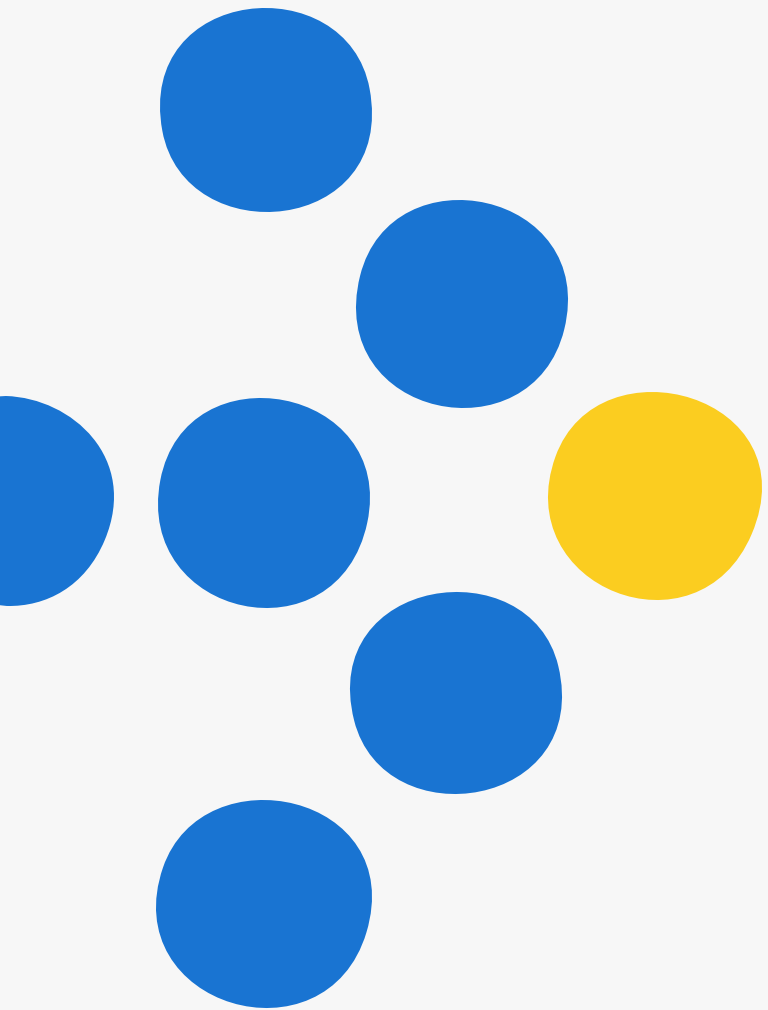


- Work together to select the right model and define governance, licensing, and adoption strategy.
- Ensure the foundation is in place for responsible and effective AI use.

Deploy & Train Your Team



- Map out licensing, deployment, and team training.
- Equip your people to use AI and begin identifying high-value workflows for automation.



Q&A

Pre-submitted Questions

- Any advice on using AI for research, specifically for finding 'needle in a haystack' information across both proprietary and public sources?
- Can you address the environmental impacts of AI and ways we can be mindful of that when utilizing this tool?
- Do you have AI-specific recommendations/examples for an architecture firm?

Next Session



- March 5th @ 1 PM PST
- To register:
 - Scan the barcode
 - Go to:
<https://www.endsight.net/development/webinar>
 - Email akreps@endsight.net to register
 - Answer "Yes" in the poll.



Cybersecurity Office Hours



Stephen Hicks

Security Practice Manager
Endsight

- January 29th @ 1 PM
- To register:
 - Scan the barcode
 - Go to:
<https://get.endsight.net/cybersecurity/office/hours>
 - Email akreps@endsight.net to register
 - Answer "Yes" in the poll.
 - We can also auto register you for the remaining 2025 sessions

Thank you!



Crawl Step 3: Encourage Daily Practice. Make it Fun.

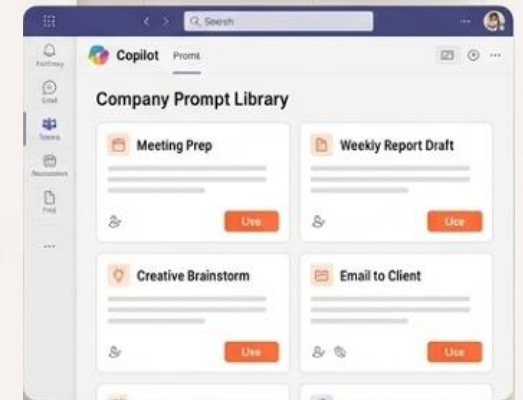


Our Dev Team the day
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- **Gamify:** “Prompt” contests with prizes.

• **Share:** Create a company Prompt Library.




- **Empower:** Establish a “Pioneer Group” to lead the charge.

- **Establish:** Create a simple, clear Company Use Policy.

Crawl Step 4: Learn to "Speak Machine English"

Vague Prompt

'Write a marketing email.'

The AI Network 

A - Actor You are an expert copywriter specializing in cyb...
Our audience is curious small business owners.
Mission: Write a short, punchy email inviting them to our webinar.

Subject: New Service

Hello,

We have a new service. Please visit our website to learn more. Thank you.

Best,
[Your Name]

Subject: Secure Your Business in 30 Minutes

Hi [Name],

Curious about how to protect your small business from cyber threats? Join our exclusive webinar where we'll show you simple steps to stay safe. It's short, actionable, and designed for busy owners like you.

[Register Now]

See you there,
[Your Name], Cybersecurity Expert

Today's 'Crawl' Builds Tomorrow's Unfair Advantage.

WALK: Scaling your first success. Automating key departmental processes and securely connecting AI to your core business data.

RUN: Building custom 'agents' that act as team members. Creating truly innovative workflows that transform how you operate.

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