

# Leading with AI: How the C-Suite can drive innovation with GitHub Copilot

Technology is the number one cause of business disruption today, and the C-suite faces unprecedented pressure to innovate while minimising risk and safeguarding against cyber threats. With AI on the rise, the stakes have never been higher. Yet, those who lead the charge can unlock transformative growth and a competitive edge that was once unimaginable.

Leadership at progressive companies intuitively recognise that embracing AI is strategically crucial to their growth and long-term success. In fact, companies like **ANZ Bank** in Australia, **Infosys**, **Paytm**, and **Makemytrip** in India, and **ZOZO** in Japan are well ahead on this journey, using GitHub Copilot – the world's first at scale AI developer tool – to accelerate the speed at which their developers deliver innovation.

## AI's proven benefits in software development

These companies, and many others, understand that AI is a catalyst for increased **profitability**, **minimised security and risk**, and a **greater competitive advantage**. And nowhere are these benefits clearer than in the world of software development.

Let's jump in.

**90% of  
developers**

reported they completed  
tasks faster with  
GitHub Copilot

**Coding  
55% faster**

when using  
GitHub Copilot

**\$1.5  
trillion USD**

expected to be added to  
global GDP thanks to  
AI developer tools

## Increased profitability

AI is already delivering sweeping productivity gains for developers worldwide. GitHub Copilot is enabling developers to code 55% faster – an acceleration not seen since the dawn of the Industrial Age. When these productivity gains are quantified across an entire organisation, they create a ripple effect that boosts profitability. In fact, AI developer tools alone are expected to boost global GDP by \$1.5 trillion USD by 2030.

## Reducing security threats and minimising risk

Developers are shipping software faster than previously imaginable, releasing new features early and often. Yet despite their best efforts to code securely, software vulnerabilities inadvertently make their way into production and continue to be a leading cause of breaches today. Compounding this issue, experienced security talent is in short supply. But with AI by a developer's side, they can benefit from security expertise whenever they need it. This will fundamentally minimise risk across your organisation while also reducing the burden placed on developers, freeing them up to drive innovation.

## Fuelling competitive advantage

AI is your competitive advantage. Not only are developers completing tasks faster (nearly 90% of developers agree) with AI, but what's even more powerful is it helps them stay in the flow, focus on more satisfying work, and conserve mental energy. With these major productivity boosting benefits, your developer teams can ship ahead of the curve and, crucially, faster than competitors.

It's clear that AI is already enabling developers to work faster, better, and happier, which has a direct knock on effect on business impact. Not only this, but the success of AI in software development provides a positive blueprint for AI's application to other professions and areas of businesses, be it customer service, financial forecasting, supply chain management, or marketing automation.

But in every scenario, business leaders need to be the ones to pave the way and enable the transformative benefits of AI into reality.

If you're starting out on your AI journey, here are the essential first steps to guide you toward a successful implementation.

### Start with a productivity audit

AI on its own will not drive business impact; it must address specific productivity gaps within your organisation. Start by identifying areas with persistent backlogs, performance issues, or teams that are overstretched. Ground your AI strategy around solving these big challenges, and that's how you build a foundation for lasting success.

### Once you've identified opportunities, experiment with AI solutions

Take those challenges and experiment with AI solutions. Identify your productivity benchmarks and measure how AI is helping your organisation meet its goals.

### Lead a culture of AI across your organisation

For AI transformation to succeed, it must be led from the top. Every person in your organisation, from entry-level employees to the leadership team, needs to embrace this new culture. This begins with leadership setting the example: demonstrate how AI can drive impact by integrating it into your daily operations. Identify effective AI solutions and actively use them to solve problems, showcasing their value. Your role as a leader is not just to endorse change but to be the first to embody it, ensuring that AI integration becomes a shared objective across the organisation.

## Start your AI journey with software development

AI coding tools, like GitHub Copilot, are unleashing a new era of enterprise innovation. As digitalisation accelerates, AI will shape the software that drives the world. Every company today is a software company, so every company, regardless of industry, stands to benefit from Copilot-powered software development.

Organisations that adopt AI and empower their developers with these tools will achieve stunning productivity gains, enhanced security, and faster time-to-market. But this journey starts with you as leadership. Just as with the rise of the Internet and cloud computing, leaders who saw the opportunity and acted fast came out on top, and the same will be true in the Age of AI.



## **Real life application:** What enterprises in APAC are saying:

“GitHub Copilot has steered software engineers at ANZ Bank toward improved productivity and code quality. From mid-June – July 2023, ANZ Bank conducted an internal trial of Copilot that involved over 100 of the bank’s 5,000 engineers. The group that had access to Copilot was able to complete some tasks 42% faster than the control group participants. This research provides compelling evidence of the transformative impact of Copilot on engineering practices at ANZ Bank. The adoption of this tool has marked a shift, empowering engineers to focus more on creative and design tasks while reducing time spent on repetitive boilerplate tasks. Copilot has now already been widely adopted within the organisation.”

**Tim Hogarth**

CTO at ANZ Bank

“At Infosys, we’re passionate about unlocking human potential, and GitHub is a strategic partner in this endeavour. GitHub Copilot is empowering our developers to become more productive, efficient, and enabling them to focus more on value creating tasks. Generative AI is transforming every aspect of the software development lifecycle, and using Infosys Topaz assets, we are accelerating Gen AI adoption for our clients. We are excited to work with GitHub to unlock this technology’s full potential and deliver client relevant solutions.”

**Rafee Tarafdar**

Chief Technology Officer at Infosys

“The integration of GitHub Copilot at MakeMyTrip has resulted in substantial productivity gains on several fronts. Coders are spared the monotony of routine tasks, freeing up time to solve higher-order problems that are core to our travel domain. The quality assurance team spends more time on being the real voice-of-the-customer within the organisation, using Copilot to auto-generate unit tests and integration tests and, effectively, utilising the efficiency gains towards driving comprehensive edge-case coverage. The DevOps/SecOps teams also gain significant efficiency by employing a 'shift left' approach to application security, making the feedback loop much more responsive within the process.”

**Sanjay Mohan**

Group CTO at MakeMyTrip



**Lead your industry into the future of innovation and  
start your journey with GitHub Copilot today**

**Learn more**