

Ahead of the League: Launching Enterprise Copilot for a Major Sports Organization



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Relationship - Current Client
Industry - Sports & Entertainment

OVERVIEW

A professional sports and entertainment organization runs its front office entirely on Microsoft 365, and leadership wanted Copilot in staff hands the moment Microsoft opened enterprise availability, not months later once the rest of the industry had worked out the kinks. No existing groundwork was in place: there was no license strategy, no readiness review, and no plan for getting employees to actually adopt the tool once it arrived.

The organization needed a partner capable of standing up a tenant-wide deployment that worked correctly from day one, with nothing left to unwind or redo later. DivergeIT was brought in to build that foundation from scratch and get it live fast.

CHALLENGES

- No prior Copilot readiness work existed, requiring prerequisites, app versions, and licensing eligibility to be validated from zero
- Leadership wanted to be among the first in their industry to deploy, leaving little room for delay or trial and error
- A scalable licensing approach was essential to prevent onboarding from becoming a recurring, ticket-by-ticket burden
- The environment had to be handed off to managed services cleanly, with no gaps, rework, or lingering dependency on the deployment team

SOLUTION

DivergeIT validated every Copilot prerequisite, built a scalable Entra ID licensing structure, and layered in tools to widen adoption. A dedicated launch plan drove staff usage, and the environment was handed off fully documented for managed services.

RESULTS

01

Copilot went live tenant-wide in a focused six-month window, one of the earliest deployments in the industry

02

Group-based licensing cut onboarding down to minutes instead of support tickets

03

Delivered on a fixed fee with a built-in change-order guardrail, keeping costs predictable

