



**5:00**



# September Americas Partner Insider Call



Develop. Sell. Grow.



# Americas Partner Insider Call

## Helane Cohen

Americas Scale Comms Strategy Lead

**Partner Audience:** All

#Event #CrossSolution #GoToMarket



 [Helane Cohen | LinkedIn](#)

Develop. Sell. Grow.

# Agenda

Topic	Speaker
Welcome, Polls & Insider Scoop	<b>Helane Cohen</b> Communications Strategy Lead, Microsoft Americas, GPS
Co-op guidance	<b>Peter Horsman</b> Senior Partner Marketing Manager for Azure.
Copilot demo for CPEM	<b>Jennifer Lowry</b> Senior Director, Customer Service & Support (CSS)
	<b>Steve Kerr</b> Showcase Leader



# Insider Scoop

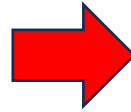


# Join the Microsoft Partner Insider Calls



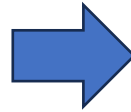
Register for our monthly  
Partner Insider Call!

[Microsoft Events - Americas  
Partner Insider Call Oct Edition](#)



**Special Edition!**

September 25, 2024 @ 10:00 AM PT  
Register [here](#)



**Mark Your Calendar:**

October 2, 2024 @ 10:00 AM PT  
Skilling & Copilot Licensing

**If you missed any calls before September 2024!!**

[Americas Partner Insider Call/LATAM Partner One \(microsoft.com\)](#)



New in FY25

# NO SLIDES ATTACHED

## AI Stories with Microsoft Partners

Tune in to **meaningful conversations** that combine the expertise of **Microsoft leaders** and the inspiring **stories of partners**.



## [NoSlidesAttached.com](https://NoSlidesAttached.com)



### Episode Guide

### Release

<a href="#">Unlocking AI conversations with COO Heather Deggans (feat. Insight Canada)</a>	Jul. 10
<a href="#">Moving faster everyday with Copilot for Microsoft 365 (feat. Valorem Reply)</a>	Jul. 10
<a href="#">Focusing on what you do best with Copilots for Sales &amp; Service (feat. EPAM)</a>	Jul. 24
<a href="#">Responding to threats in minutes, not hours with Copilot for Security (feat. BlueVoyant)</a>	Aug. 7
<a href="#">Fueling your data with Microsoft Fabric (feat. Lantern)</a>	Aug. 21
<a href="#">Building or extending Copilots (feat. GigXR)</a>	Sep. 4

Available wherever you get your podcasts



#MSFTAmericasPartner #AiStories

# Microsoft AI Partner Training Day

Join us, in person, to hear about the latest trends and technology in the era of AI, with guidance from Microsoft executives and industry leaders.

Hear about lessons learned from real-world AI deployments, discuss sales best practices followed by Microsoft teams, get hands-on experience with Microsoft's AI platform, and learn about go-to-market tools to build and expand your AI practice.



📍 Mexico City, Mexico

📅 Wednesday, October 2, 2024



📍 São Paulo, Brazil

📅 Monday, October 7, 2024



📍 Toronto, Canada

📅 Monday, December 2, 2024

[Register Today](#)



# Stay Connected and Engage with Americas GPS



**Join!**

[Microsoft Americas Partner Community](#)

View our bi-weekly informative posts about resources, tools and upcoming activities.



Meet Pam Salzer!

Introducing Pam Salzer, Senior Director, Partner Go-To-Market at Microsoft US! With over 25 years of experience in the technology sector and over 27 years at Microsoft, Pam's journey has been marked by a passion for customer collaboration and channel partnerships. Within Microsoft's Global Partner Solutions US Subsidiary, Pam focuses on driving campaigns and building pipelines with ISVs and Services Partners in Industry to leverage the Microsoft Cloud.

Pam's impact has earned her prestigious awards like the FY 2022 and FY 2021 WW Champion Award. Her Platinum and Gold Cup achievements are a testament to her innovative work with partners to drive mutual success. Colleagues praise her as a transformative leader, providing guidance and support that has influenced their successes. Pam's dedication to creating a collaborative culture of growth makes her an invaluable asset to our team and partner ecosystem. If you know Pam you also her love for her sweet, playful, and joyful pup, Pearl. We are blown away by Pam's remarkable achievements and her ongoing commitment to driving progress and modernization in the tech industry while leading with culture first!

#Microsoft #MeetTheTeam #Leadership #Cloud



Regina N. Johnson and 174 others

26 comments

Like

Comment

**#MeetTheTeam**

**Use our Taxonomy Keywords to search for content relevant to you and your organization!**

*Follow the #MSFTAmericasPartner hashtag on LinkedIn for Americas Partner-curated content*

# FY25 Americas Partner Communications Taxonomy

Our goal is to include a “Taxonomy Thread” in every communication we share including email, social post, presentations, etc. to help you, the Partner understand what the communication is about easily.

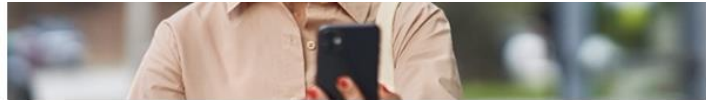
**Example:** #MSFTAmericasPartner #Services #Sales #Mktg #ProgramOfferUpdate #GrowSkills

Description	Taxonomy								
Partner Type	All Partners	ISV	CSP	Services	Telco	GSS	MSP		
Role	AllRoles	Exec	Tech	SalesAndMktg	SupportAndOperations	ProfServices	Developer	AllianceMgr	
Message type	PartnerProgram	Event	News	Deadline	ProgramOfferUpdate	WinFormula	BestPractice	DoingBizwMSFT	SuccessStory
Microsoft's solution area	CrossSolution	ModernWork	BizApps	Azure	Security	Surface	Copilot		
Stage of journey		NewtoMSFT	UnderstandBenefits	LearnSolutionAreas	GrowSkills	GoToMarket	GeneratePipeline	AccelerateDeals	GrowYourBiz
Region	MSFTAmericasPartner	LATAM	Canada						
Customer segment		Enterprise	SMC	SMB					
Industry focus	AllIndustry	StateAndLocalGov	Retail	EDU	MFG	HealthcareAndLifeSci	Financial Svcs	Energy	
Additional Searches	QuestionforGroup	MSPCommunity	MeetTheTeam	MSFTAmericasStart					

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# Communications Taxonomy Examples

## Americas Email



April 12, 2023

**Partner Audience:** All Partners  
#AllRoles #ProgramOfferUpdate #UnderstandingBenefits

Dear Helane,

### What does the Microsoft Cloud Partner Program mean for you?

The Microsoft Cloud Partner Program is focused on simplifying partner programs, delivering greater customer value, investing in your growth in new ways, and recognizing how you deliver customer value.

The **Microsoft Cloud Partner Program Playbook** was developed to ensure we're providing simplicity and clarity. The Playbook will help you navigate the Microsoft Cloud

## Social

Helene Cohen · You  
Director USGFS Scale Communications / StrengthsFinder Facilitator...  
1mo · 🌐

It's time to get inspired 🌟 Microsoft Inspire will be back on July 18-19! As part of #MSInspire, we also recognize the finalists and winners of our annual #MSPartner of the Year Awards—and nominations are now OPEN! 🏆 Get more details: <https://lnkd.in/g/TZ2itF>  
#AllPartners #AllRoles #Event #GrowYourBusiness #MicrosoftEmployee #MSFTAdvocate #events

Announcing Microsoft Inspire 2023 dates and Microsoft Partner of the Year Awards nominations  
[blogs.partner.microsoft.com](https://blogs.partner.microsoft.com) · 2 min read

Manila Teixeira and 12 others · 4 comments

Like Comment

Pinned by admin Unpin

Michelle Mercer Baldwin (hashtag) · 1st  
Creative Corporate Communications Strategist | Brand & Voice Expert | Writ...  
2h

#QuestionForGroup

What would you like to see more of?  
The author can see how you vote. [Learn more](#)

Trainings

In-person events

Newsletters

32 votes · 1w left

3 comments

## Announcement / One Pagers (Top Corner)

#AllPartners #GrowSkills #GrowthFromMicrosoft #Tech #Sales

### Plan, build and grow your technical capabilities and accelerate sales

Partner organizations receive technical & business enabler guidance from a Microsoft **Partner Technical Consultant (PTC)** through personalized, one-to-one consultations to plan, build and publish Microsoft cloud services or applications and accelerate the closure of sales opportunities.

- Plan your business with Microsoft**  
Get help assessing your organization's technical capabilities to uncover key opportunities that can help you grow your business.
- Build a service or application**  
From envisioning to publishing, our consultants will advise and support you.
- Technical assistance for sellers**  
Help to create demos and proofs of concepts and remove sales blockers to help close more sales opportunities.
- Grow and support your business**  
Consultants are here to support you in growing and enhancing your solution, even after you've built and sold your service or application.

Get started today at <https://aka.ms/tpd>. Available to partner organizations with a Microsoft Cloud Partner Program user account and benefits associated with a Solutions Partner designation, legacy competency or Microsoft Action Pack.

## Featured Content (Opening slide)

Microsoft

## January Partner Insider Call

### Helene Cohen

Americas Scale Comms Strategy Lead

Partner Audience: All  
#Event #CrossSolution #GoToMarket

in Helene Cohen | LinkedIn

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# Americas Partner Blogs

Now available in French, Spanish, and Portuguese

## Bookmark your preferred language

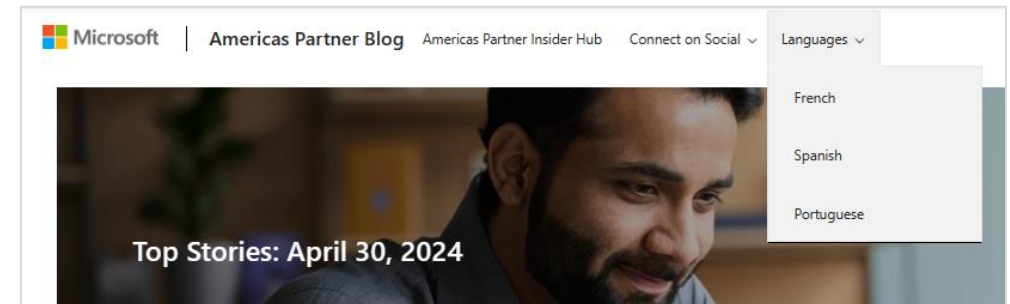
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[Blogue Partenaire Amériques | Microsoft](#)

[Blog de socios de América | Microsoft](#)

[Blog de parceiro das Américas | Microsoft](#)

## Navigate across languages from the dropdown menu



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# Americas Partner Blogs

Date	Published Blog Link	Date	Published Blog Link
8/1	<a href="#">Hybrid Cloud Partners: Rackspace saves \$40M in TCO   Microsoft</a>	8/20 ★	<a href="#">Top Stories: August 20, 2024   Microsoft</a>
8/6 ★	<a href="#">Top Stories: August 6, 2024   Microsoft</a>	8/20	<a href="#">Americas Partner Skilling News: August 2024 Issue   Microsoft</a>
8/8	<a href="#">FY25 Co-op: Start earning and spending your eligible co-op funds today   Microsoft</a>	9/3 ★	<a href="#">Top Stories: September 3, 2024   Microsoft</a>

**Bringing the full power of Copilot to more people and businesses**

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# Pioneering the Future of Microsoft Security Solutions Through Partnerships

## Bulletproof + Senserva Develops Drift Detector

[READ BLOG](#)

An advanced automation technology that detects deviations from the best practice configuration. This is an added feature of Bulletproof's Microsoft Managed Extended Detection and Response (MXDR), [Bulletproof 365 Enterprise](#).



Improves client's security posture



Detects security deviations within minutes



Eliminates gaps that pose a security risk




# Nina Harding

Corporate Vice President, Americas Global  
Partner Solutions

**Partner Audience:** All  
#Co-Sell #CrossSolution #GoToMarket



 [Nina \(Parker\) Harding | LinkedIn](#)

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# Welcome Partners





# Co-Op Guidance

## Peter Horsman

Partner Marketing Manager Azure SMB  
at Microsoft

**Partner Audience: SMB Azure, North America**  
#Co-Sell #CrossSolution #GoToMarket



 [Peter Horsman | LinkedIn](#)

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# What is Co-Op?

Co-op (Partner Incentives Cooperative Marketing Fund) provides reimbursements of earned funds to participating partners to help differentiate and build channel awareness and preference for Microsoft products.

## **Co-op Fun Facts:**

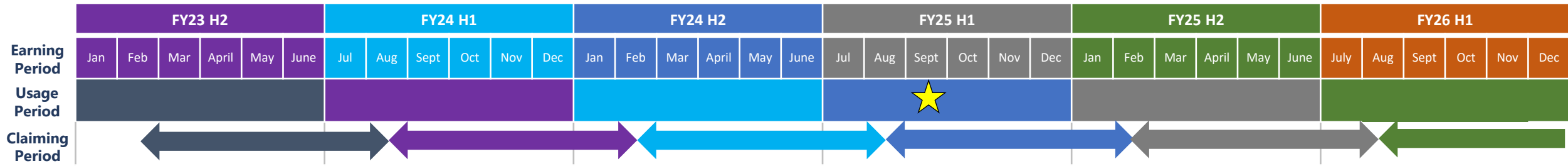
- Partners enrolled in Microsoft Commerce Incentive (MCI) earn a 60% rebate / 40% Co-op split for Cloud Solution Provider (CSP).
- Co-op is earned in 6-month periods.
- Co-op can be utilized for three main activity categories: Demand Generation, Market Development, & Partner Skilling.
- Partners have 45 days after the period ends to submit a claim.

# Summary of FY25 Changes

## General

- “Partner Readiness” category has been renamed as “Partner Skilling”
- Demand Generation “TV/Radio Advertising” activity no longer eligible.
- Demand Generation “Print Advertising” activity applies to Surface partners only.
- “Migration Services” and “Solution Building with Third Parties” activities moved from Demand Generation to Market Development.
- “Tradeshows and expositions” activity moved from Market Development to Demand Generation.
- “Microsoft syndicated content” eligible costs have been updated from USD 18,750 to USD 12,000-17,000 per usage period.
- Added “Specialization Audit Fees” and “Sponsorship fees for Microsoft hosted events (i.e. Ignite, Build, AI Tours)” as ineligible co-op expense for clarity.
- Co-op guidance for SMB and Solution Areas have been updated to align to FY25 priorities.

# FY25 Co-op Overview



**What:** Partner Incentives Cooperative Marketing Funds provides reimbursements of earned funds to participating partners to help differentiate and build channel awareness and preference for Microsoft products. Partners enrolled in Microsoft Commerce Incentive (MCI) earn a 60% rebate / 40% Co-op split. Co-op can be utilized for three main activity categories: Demand Generation, Market Development, & Partner Readiness. **Co-op has two six-month periods. Funds earned in one six-month period are available to use in the next six-month period.** Minimum of 10K in incentives before co-op split (100% rebate if minimum is not met).

## FY25 Co-op Periods:

- Current: Earned FY24 H2 → Usage FY25 H1
- Future: Earned FY25H1 → Usage FY25 H2

## Claiming Period deadlines (45 days after the period ends to submit a claim):

- FY25 H1 Usage: February 15, 2025
- FY25 H2 Usage: August 15, 2025

## FY25 Co-Op Partner Resources

- [Modern Commerce Incentives](#)
- [Co-op Collection](#)
- [How to Earn Co-Op](#)
- [View Earned, Claimed, & Remaining Co-Op](#)
- [Microsoft Commerce Incentives Office Hours Registration](#)

## Co-op Execution Steps:

- 1) **Plan:** Marketing Plan & [Preapproval Request](#)
- 2) **Execute:** Conduct Activity
- 3) **Submit** Claim & POE via Partner Center Claim form with materials

Demand Generation		Market Development		Partner Skilling	
<ul style="list-style-type: none"> <li>▪ Best practice development</li> <li>▪ Print advertising</li> <li>▪ Digital advertising</li> <li>▪ Direct mail/email/SMS</li> <li>▪ Multi-touch digital campaign</li> </ul>	<ul style="list-style-type: none"> <li>▪ Microsoft syndicated content</li> <li>▪ Social media marketing</li> <li>▪ Tradeshows &amp; expositions</li> <li>▪ Partner website &amp; SEO</li> </ul>	<ul style="list-style-type: none"> <li>▪ Customer seminars &amp; bootcamps</li> <li>▪ Customer offers</li> <li>▪ Telemarketing</li> <li>▪ Solution building with third parties</li> <li>▪ Migration services</li> </ul>	<ul style="list-style-type: none"> <li>▪ Internal incentives &amp; SPIFFs</li> <li>▪ On-site champs</li> <li>▪ Proof of concepts</li> <li>▪ Employee purchase web setup for customers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Microsoft AI Cloud Partner Program participation</li> <li>▪ Microsoft exams &amp; tuition</li> <li>▪ Internal training &amp; floor days</li> </ul>	<ul style="list-style-type: none"> <li>▪ On-demand training</li> <li>▪ Microsoft hosted conferences</li> <li>▪ Product seeding &amp; demo units</li> </ul>

# FY25 Co-Op Resources

- ✓ [Co-op Collection](#)
- ✓ [How to Earn Co-Op](#)
- ✓ [View Earned, Claimed, & Remaining Co-Op.](#)

## View your co-op funds

To view your incentive co-op funds:

1. Sign in to [Partner Center](#) and select **Incentives**.
2. Select **Co-op management** on the side of the page, and then select the appropriate incentive program from the expanded program list.  
  
The **Co-op overview** page appears, and shows the **Co-op earned**, **Co-op claimed**, and **Remaining co-op** for your selected usage period.  
  
The expiration date for the selected period appears below the **Remaining co-op** chart.
3. Scroll to the bottom of the page to view all claims submitted for the selected period, and program resources if applicable.



# Inside Microsoft:


## Customer Service and Support transformation with Copilot and Dynamics 365

# Jennifer Lowry

Senior Director, Customer Service & Support (CSS)

**Partner Audience:** All  
#Copilot #MicrosoftSupport #GoToMarket



 [Jennifer Lowry | LinkedIn](#)

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# Inside Microsoft:

## Customer Service and Support transformation with Copilot and Dynamics 365

# Steve Kerr

Showcase Leader

**Partner Audience:** All  
#Copilot #MicrosoftSupport #GoToMarket



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# Our Journey with Copilot in Microsoft Support





# The scale of Microsoft's support

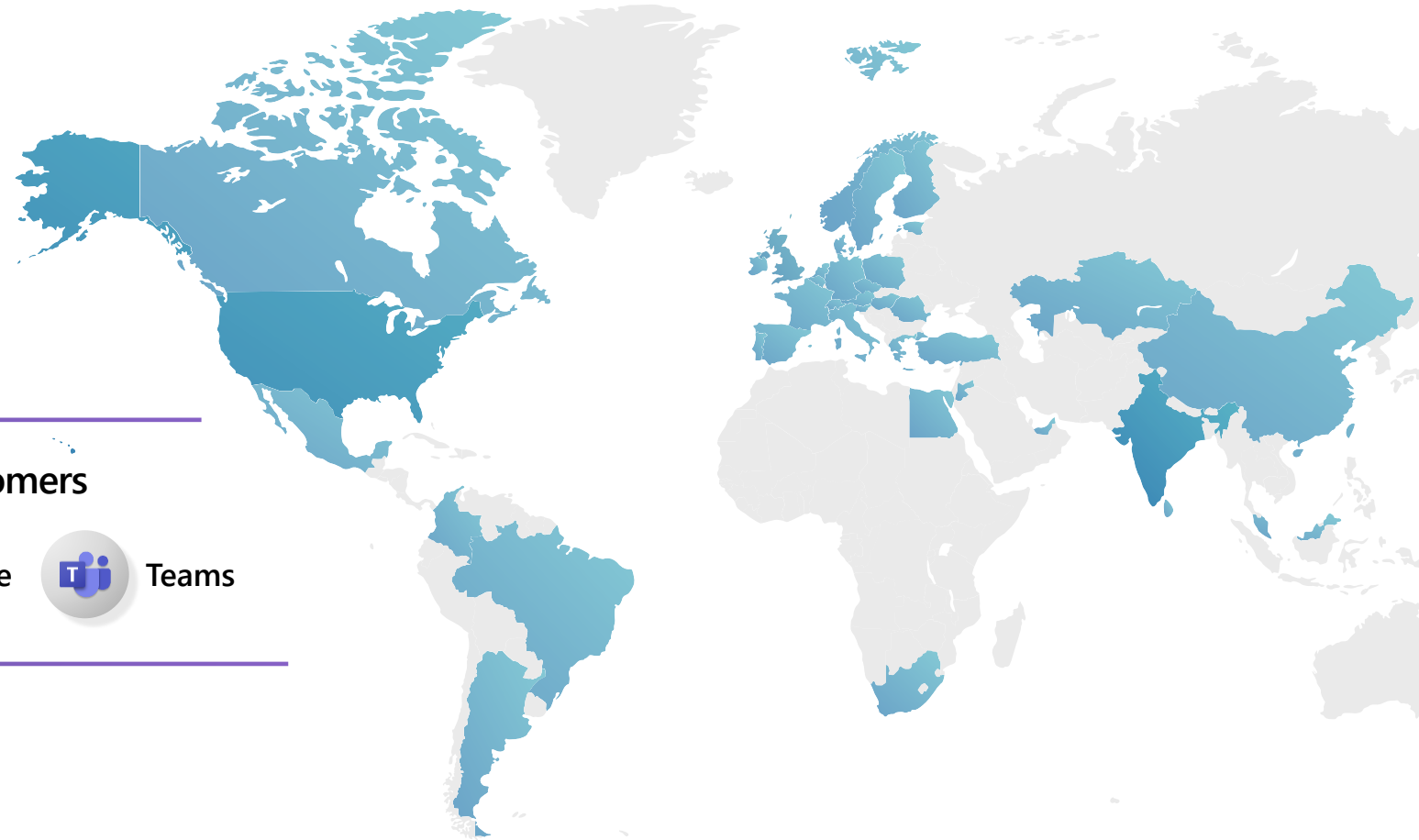
40K support agents

92 contact centers

120 countries

46 languages


1B+ consumers



All Microsoft Products – 10M+ Commercial Customers



 145M+ contacts

 73M+ calls  61.2M emails  11.4M chats

# Copilot impact on Microsoft Support

Early Results from our 1<sup>st</sup> roll-out of Copilot features

Resolve cases faster

12-16%

reduction in average handle time for chat cases



Serve more customers

9-12%

increase in cases and chats managed by support agents



Onboard agents quickly

13%

decrease in agents requiring peer assistance to resolve a case



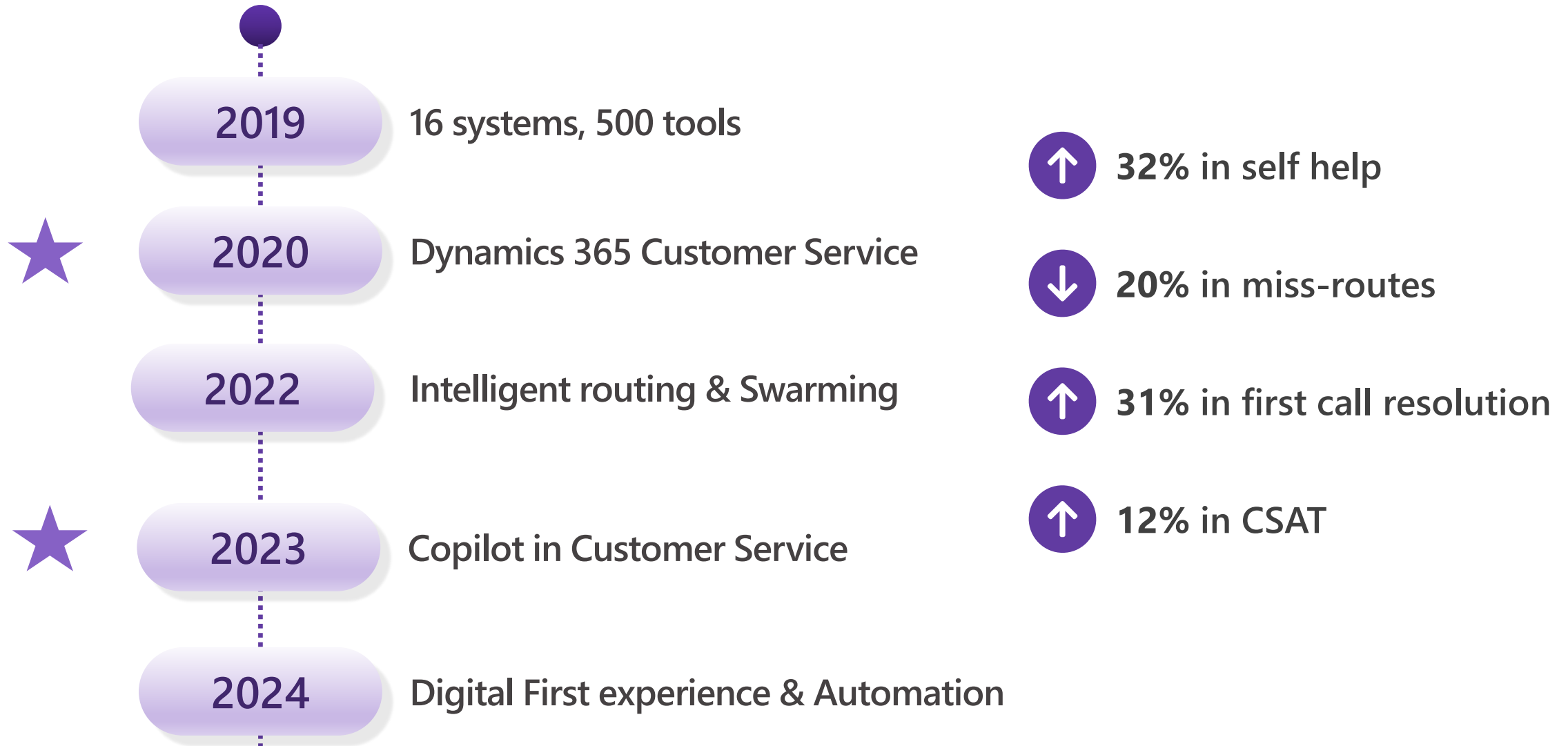
Microsoft Customer Service and Support

>1B customers  
10,000s of agents

120 countries  
92 contact centers  
46 languages

>145M interactions annually  
>73M calls + >61M emails + >11M chats

# Our journey | Modernizing Microsoft Support



# Copilot Features that our Support Agents love to use

Feature	Scenario
1 Case Summarization	<b>Case Summarization</b> highlights both the broad themes and specific actions within a case, enabling streamlined information sharing among team members, facilitating customer verification, and ensuring a comprehensive case closure.
2 Chat conversation summarization	<b>Chat Conversation Summarization</b> enables agents to continuously summarize chat interactions, provide customers with concise summaries for clarity, and allows for effective case closure through comprehensive summaries.
3 Answer Assist	<b>Answer Assist</b> offers a conversational interface that aids support engineers in effortlessly navigating the knowledge base to discover relevant information, streamlining the problem-solving process.
4 Draft Email	<b>Draft Email</b> enables agents to craft empathetic and professional messages, automatically correcting common errors, all while ensuring the communication is appropriately formatted for email.
5 Draft Chat Response	<b>Draft Chat Response</b> enables agents to swiftly respond to customers in chat format while also auto-suggesting the most appropriate next response for seamless communication.

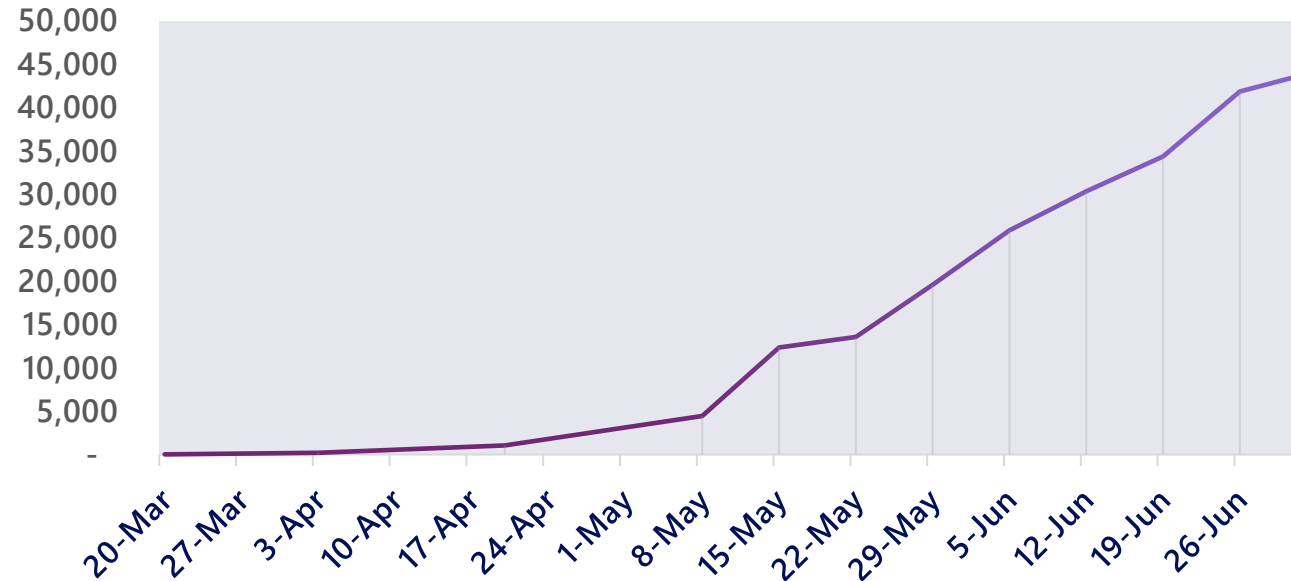
Note: CSS user onboarding started March 2023 and completed July 2023

# Agent Copilot

## Summary

43,500

### Agent Onboarding



## Leaned in heavily on Agent Experience First

"Copilot is a **much more efficient** approach as opposed to having to manually write out steps/instructions. It also **helps reduce time** that would have been used searching through public documents/TSGs when customers have specific questions that I cannot answer off the top of my head.

**Carlos** | Azure Support Engineer

"I used copilot to help a customer on **the SR and got CSAT 5** 😊 [...] With the Copilot I feel like I have 10 extra pairs of eyes, and that **feeling of being "lost" or not able to help disappeared on a fly.**"

**Olga** | Azure Support Engineer

# Important Lessons Learned during roll-out



## Knowledge Management

Increase quality of existing assets, set high bar for new assets – *engage* support engineers to build/maintain



## Community Strategy

Self-driven Copilot community gathers and shares feedback and best practices among Copilot users and stakeholders



## Listening Systems

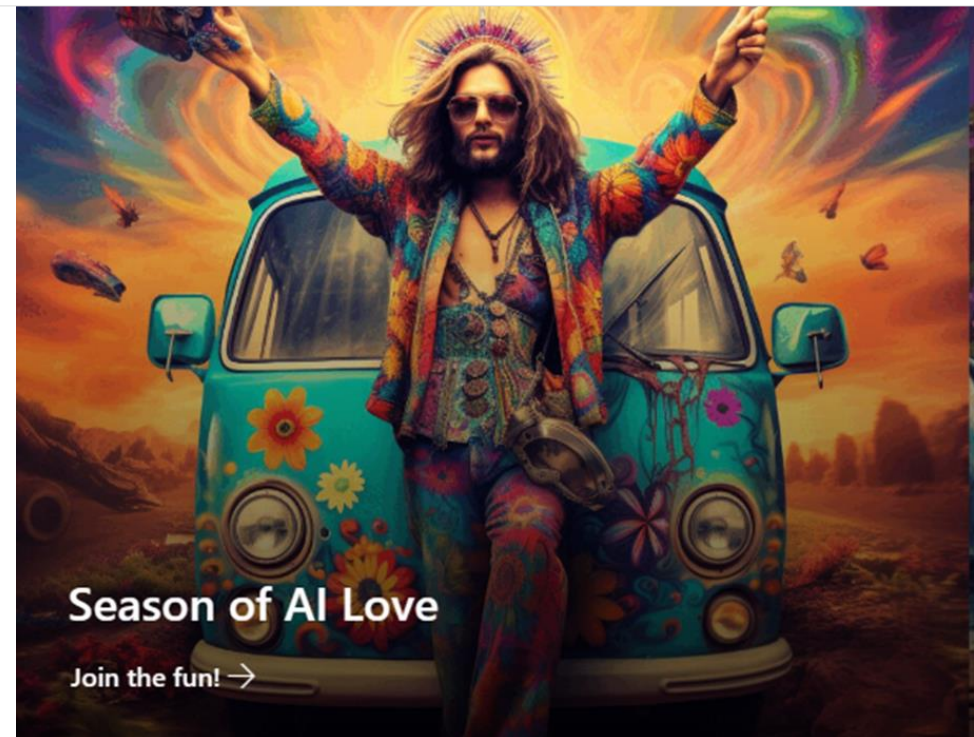
Rich system for collecting feedback from our support advocates on what should get built into the roadmap

Live Demo | Showcase Support  
Engineering Team

# Key Take Aways

- 1 People need to be heard and validated – unlike AI, they have feelings
- 2 Your most vocal detractors could be your best change agents if you can win their hearts and minds
- 3 Listen to understand, versus responding in focus groups & MAKE IT FUN
- 4 Lower tenured agents saw the greatest benefit in productivity
- 5 The quality of output depends on the quality of the business-specific inputs
- 6 Copilot if both a magnifying glass and an amplifier – thoughtful deployment is key

## Make it Fun – Gamification








# Get the Monthly Partner Program Newsletter



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Program Newsletter](#)

Microsoft



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Watch the encore keynotes, announcements, sessions and more

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**Thank You**  
**¡Muchas gracias!**  
**Merci**