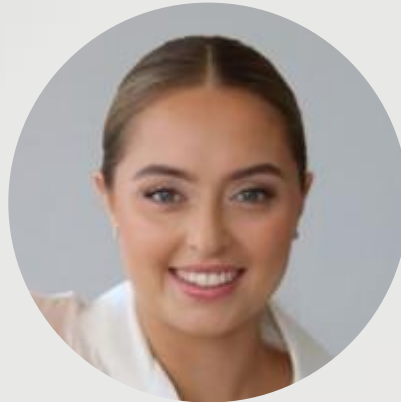Microsoft

Americas Partner Pulse

October Edition

Today's Speakers

Erwin Visser

GM CSP Partner Channel Americas

Meital Winer

Senior Partner Marketing Manager Americas

Shivani Ranganathan

Partner Marketing Manager

Agenda

01 Welcome

02 Introduction to Americas Partner Pulse

03 Microsoft GTM Priorities

04 Azure Accelerate Deep Dive

05 Preview: Copilot for All

Microsoft

Welcome

Erwin Visser

Introduction to Americas Partner Pulse

Erwin Visser

Americas Partner Pulse

1. Monthly cadence

2. Direct insights from Microsoft Partner leadership

3. Be part of the FY26 transformation

4. Access best practices and success stories

5. Community, connection and collaboration

Microsoft Partner Priorities

Erwin Visser

Priorities Aligned to Solution Areas

AI Business Solutions

Copilots on every device across every role

M365 core execution

Cloud & AI Platforms

Differentiated AI design solutions with every customer

Migrations, migrations, migrations

Security

Securing the cyber foundation of every customer

AI First Differentiation

Agents + Copilot + Human ambition

FY26 Partner Investments

Driving success in high-value customer scenarios

Customer Segment
Optimize investments for each segment

MCEM Stage
Drive consistency and simplification focused on Inspire & Design and Realize Value

CSP is the hero motion

Activate SME&C Growth
Reward growth across new and existing customers, workloads, and seat counts

Increase Hero Investments Across CSAs

AI Business Solutions

Cloud & AI Platforms

Security

Azure Accelerate

Meital Winer

Solution Areas Aligned to Priorities

AI Business Solutions

Copilots on every device across every role

M365 and D365 core execution

Cloud & AI Platforms

Frontier AI solutions

Migrations and modernization

Security

Securing the cyber foundation

Solution Plays | Cloud & AI Platforms

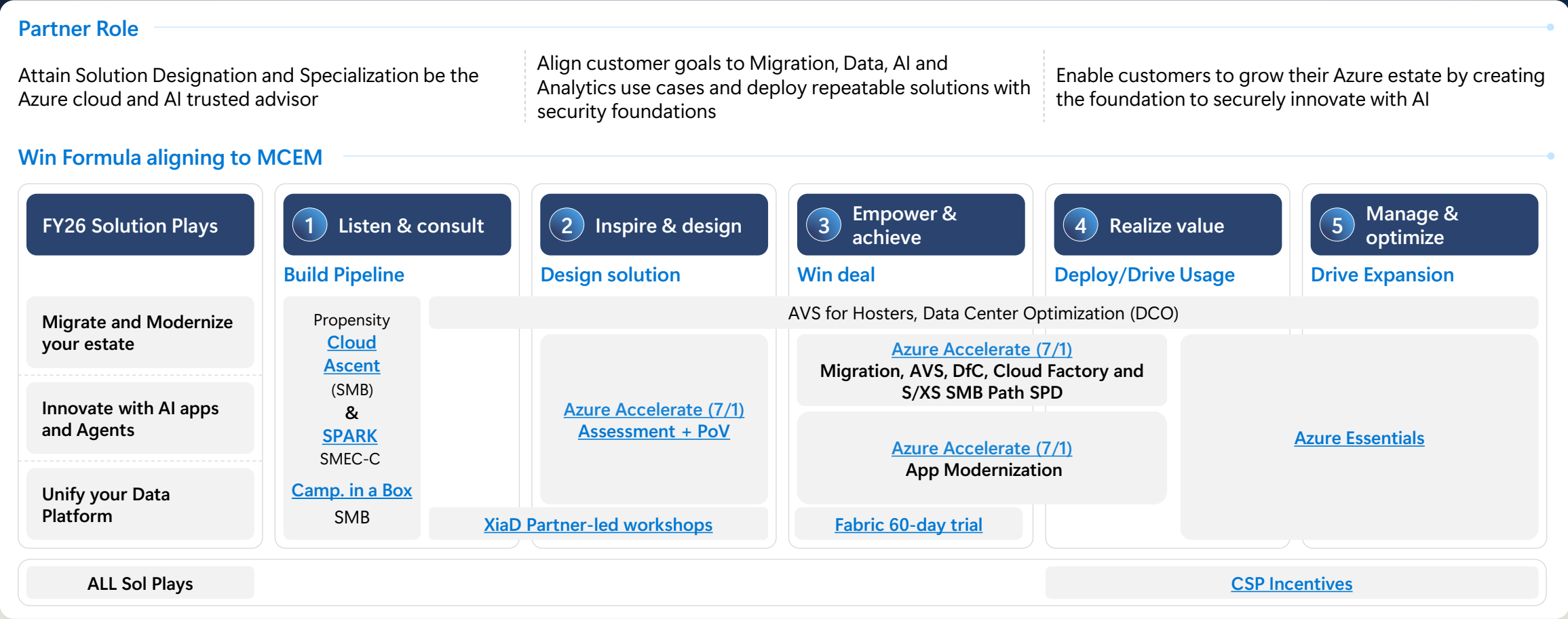| FY25 Solution Plays	FY26 Solution Plays
1. Migrate and Secure Windows Server, SQL Server and Linux Estate 2. Migrate SAP 3. Build and Modernize AI Apps (Modernize) 4. Migrate Oracle 5. Innovate with HPC 6. Modernizing Mainframe	**Migrate & Modernize Your Estate**
7. Build and Modernize AI Apps (Build New) 8. Accelerate Developer Productivity 9. Innovate with Azure AI Platform	**Innovate with Azure AI Apps and Agents**
10. Unify Your Intelligent Data & Analytics Platform 11. Advance Sustainability with Intelligent Data Platform	**Unify your Data Platform**

Win Formula: SME&C Cloud and AI Platform

Customer Outcome
Accelerate AI transformation and time to value with enterprise-ready solutions powered by the Microsoft Cloud and AI platform.

Partner Outcome
Grow profit and win customer deals by migrating and modernizing applications in Azure, leveraging Microsoft's investments.

Partner Role

Attain Solution Designation and Specialization be the Azure cloud and AI trusted advisor

Align customer goals to Migration, Data, AI and Analytics use cases and deploy repeatable solutions with security foundations

Enable customers to grow their Azure estate by creating the foundation to securely innovate with AI

Win Formula aligning to MCEM

FY26 Solution Plays	① Listen & consult	② Inspire & design	③ Empower & achieve	④ Realize value	⑤ Manage & optimize
	Build Pipeline	**Design solution**	**Win deal**	**Deploy/Drive Usage**	**Drive Expansion**
Migrate and Modernize your estate	Propensity	AVS for Hosters, Data Center Optimization (DCO)			
	Cloud Ascent (SMB)		**Azure Accelerate (7/1)** Migration, AVS, DfC, Cloud Factory and S/XS SMB Path SPD		
Innovate with AI apps and Agents	**&** **SPARK** SMEC-C	**Azure Accelerate (7/1) Assessment + PoV**	**Azure Accelerate (7/1)** App Modernization		**Azure Essentials**
Unify your Data Platform	**Camp. in a Box** SMB				
		XiaD Partner-led workshops	**Fabric 60-day trial**		
ALL Sol Plays				**CSP Incentives**	

Azure Accelerate

Supported scenarios

Core Migrate and Modernize

Migrate Windows Server, SQL Server, Linux and open source databases to
Azure Virtual Machines, AzureSQL, Azure PostgreSQL, Azure CosmosDB,
Azure MySQL
Modernize existing applications to Azure

Migrate and Modernize VMware

Azure VMware Solution (AVS)

Migrate SAP

SAP RISE, SAP Native to Azure, SAP Grow

Migrate to Virtual Desktop Infrastructure (VDI)

Azure Virtual Desktop

Core Migrate and Modernize with Microsoft Defender for Cloud

Secure Azure environment with Microsoft Defender for Cloud

Migrate Windows Server, SQL Server, Linux and open source
databases to Azure Virtual Machines, AzureSQL, Azure PostgreSQL,
Azure CosmosDB, Azure MySQL

Modernize existing applications to Azure

Data Platform

Microsoft Fabric, Azure Databricks

AI Apps, Agents, and Developer

Azure AI Foundry & Platform (Agents and Models), Azure
Kubernetes Service (AKS), Azure App Service, Azure Open AI,
Azure AI Services, Developer (GitHub Enterprise, GitHub
Advanced Security, GitHub Copilot, GitHub Actions, GitHub
Codespaces etc.), plus complementary products

Azure Accelerate partner eligibility alignment

Azure specialization, Azure Expert MSP, or Azure solutions designation are eligible for differentiated benefits

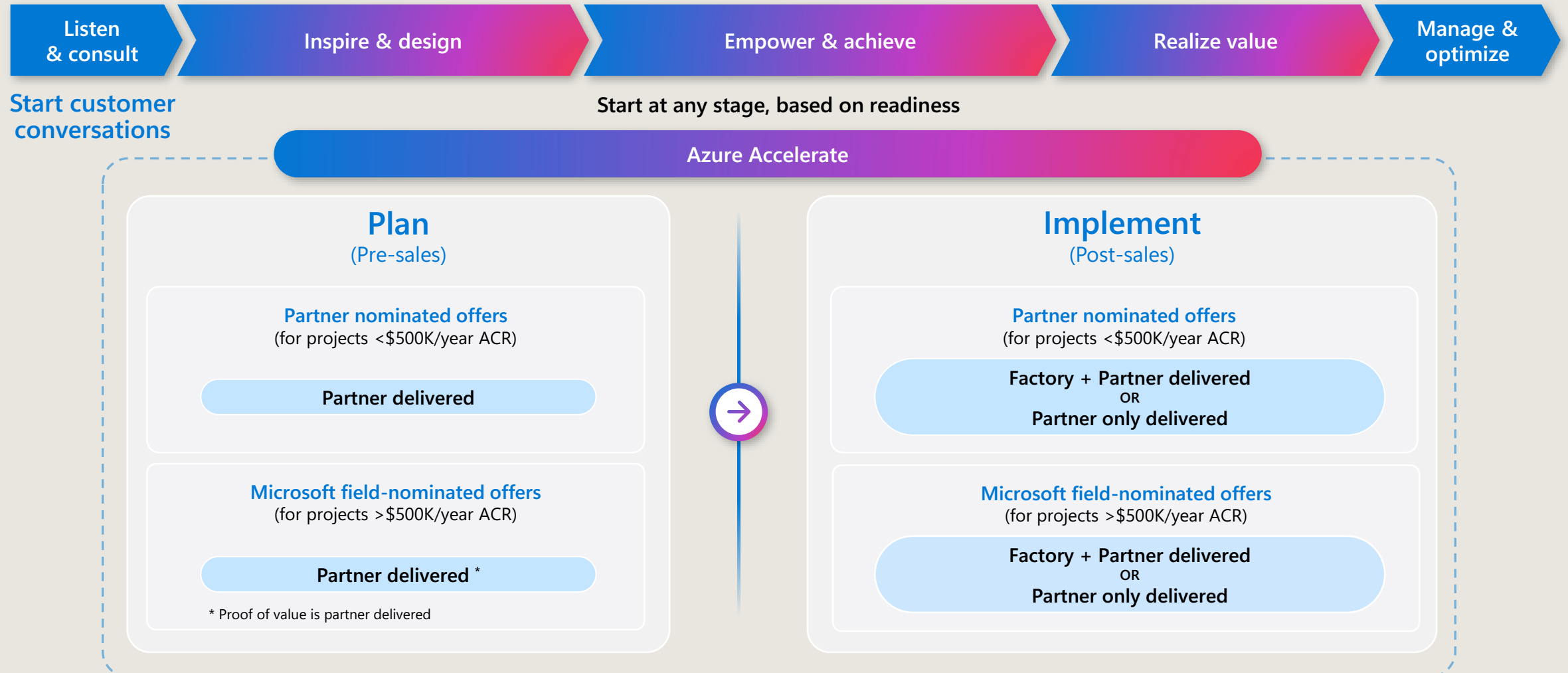### Azure Accelerate partner eligibility alignment by scenario
Each of these scenarios categorizes as different projects

Scenarios	Specialization Eligibility	Designation Eligibility	Factory Eligibility
Pre-sales (Assessment and POV)	• Specializations or Azure Expert MSP aligned to the following Scenarios: *Core Migrate and Modernize, SAP, Data Platform, and AI Apps, Agents, and Developer*	• N/A	
Core Migrate and Modernize (Includes Infra DB Migration and App Modernization)	• Azure specialized partner in Infra/Database Migration, or Kubernetes on Microsoft Azure, or Migrate Enterprise Applications on Azure or		
Core Migrate and Modernize with Microsoft Defender for Cloud	• Azure Expert MSP	• Infrastructure solutions designated partner with SMB track	
Migrate and Modernize VMware	• Azure specialized partner in Azure VMware Solution or • Azure Expert MSP		• All specialized and solutions designated partners are eligible for Cloud Accelerate Factory benefits
Virtual Desktop Infrastructure Migration	• Azure specialized partner in Azure Virtual Desktop		
SAP workloads (Includes SAP RISE, SAP Native on Azure, SAP Grow)	• Azure Specialized partner in SAP on Azure	• N/A	
Data Platform (Includes Fabric and Azure Databricks)	• Azure specialized partner in Analytics on Microsoft Azure or Data Warehouse Migration to Microsoft Azure	• Data & AI **or** Digital & App Innovation solutions designated partner with SMB track	
AI Apps, Agents, and Developer (Includes Azure AI Foundry & Platform, Azure Apps Service, Azure Kubernetes Service, Azure Open AI, Azure AI Services, GitHub Enterprise, GitHub copilot etc.)	• Azure specialized partner in Build AI Apps, or AI Platform, or Accelerate Developer Productivity with Microsoft Azure		

Azure Accelerate
Engagement approach

Listen & consult	Inspire & design	Empower & achieve	Realize value	Manage & optimize

Start customer conversations

Start at any stage, based on readiness

Azure Accelerate

Plan
(Pre-sales)

Partner nominated offers
(for projects <$500K/year ACR)

Partner delivered

Microsoft field-nominated offers
(for projects >$500K/year ACR)

Partner delivered *

* Proof of value is partner delivered

Implement
(Post-sales)

Partner nominated offers
(for projects <$500K/year ACR)

Factory + Partner delivered
OR
Partner only delivered

Microsoft field-nominated offers
(for projects >$500K/year ACR)

Factory + Partner delivered
OR
Partner only delivered

Azure Accelerate offers

Comprehensive scenario coverage

← Migrate and modernize your estate　　　Innovate with Azure AI apps and agents　　　Unify your data platform →

Plan

Implement

Project Size (1st year ACR)	Partner Funding	Cloud Accelerate Factory	Partner funding	Azure credits
$5K [1] - $500K	**$15K - $25K** for assessment and proof of value	Zero cost delivery assistance from Microsoft [2]	Up to **20%** of 1st year ACR **For VMware migrations** Up to **35%** of 1st year ACR **For SAP migrations** Up to **30%** of 1st year ACR (Up to $500K for all scenarios)	Available [3]
$500K - $2.5M	Up to **$50K** for assessment, proof of value and hackathon			
$2.5M+	Large project offers available [4]	Large project offers available [4]		

Azure Accelerate offers

Partner nominated · Microsoft field nominated

Comprehensive solution play coverage

Migrate and modernize your estate | Innovate with Azure AI apps and agents | Unify your data platform

Plan

Project Size (1st year ACR)	T-shirt size (in MCI)	Partner Funding (Assessment + POV)	Azure Access sandbox
$5K - $15K	N/A	N/A	N/A
$15K - $50K	Standard	$15,000	Available[1]
$50K - $100K	Standard	$15,000	Available[1]
$100K - $250K	Standard	$15,000	Available[1]
$250K - $500K	Large	$25,000	Available[1]
$500K - $2.5M	N/A	Up to $50,000 (at 20% of 1st yr ACR)	Available[1]
$2.5M+	Large project offers available[4]		

Implement

T-shirt size (in MCI)	Partner Funding[3] (Landing zone build/review + production go-live)			
	Core Migrate & Modernize[2] Data Platform AI Apps, Agents & Developer	Migrate SAP	Migrate and Modernize VMware	Migrate to AVD
XXS	$2,000	$3,000	$3,000	$2,000
XS	$6,500	$7,000	$10,000	$5,000
S	$15,000	$25,000	$45,000	$15,000
M	$35,000	$75,000	$100,000	$35,000
L	$75,000	$85,000	$175,000	$50,000
N/A	$100K - $500K (at 20% of 1st yr ACR)	$150K - $500K (at 30% of 1st yr ACR)	$150K - $500K (at 30% of 1st yr ACR)	$100K - $500K (at 20% of 1st yr ACR)
$2.5M+	Large project offers available[4]			

Cloud Accelerate Factory (delivery assistance)	Azure Credits
Available with no minimum or maximum thresholds	Available[1] (through Microsoft field nomination only)
Included (for Win/SQL/Linux projects)	Up to 10% of 1st year ACR
Available[4]	

1. For select scenarios. Requires partners to co-sell with Microsoft field sales team. Available through Microsoft field nomination.
2. Additional incentive of 15% on Core Migrate and Modernize payout for including Microsoft Defender for Cloud
3. Market A rates shown. Market B rates also apply.
4. For projects >$2.5M/year ACR, Microsoft field can nominate for additional investments
Note: Strategic accounts are supported only via Microsoft field-nominated path and for all project sizes (e.g. $5K - $2.5M).
Partner-nominated customer criteria: Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible).

SMB path partner requirements

Solutions designated partners via the SMB path have access to incentives in Azure Accelerate for select project sizes.

Azure Accelerate SMB pathway eligibility requirements
Each of these scenarios categorize as a different project

Core Migrate and Modernize (SMB) (Includes Infra DB Migration and App Modernization)	
Core Migrate and Modernize with Microsoft Defender for Cloud (SMB)	Solutions designated partner for Azure Infrastructure
Migrate and Modernize VMware (SMB)	
Virtual Desktop Infrastructure (SMB)	
Data Platform (SMB) (Includes Fabric and Azure Databricks)	
AI Apps, Agents, and Developer (SMB) (Includes Azure AI Foundry & Platform, Azure Apps Service, Azure Kubernetes Service, Azure Open AI, Azure AI Services, GitHub Enterprise, GitHub copilot etc.)	Solutions designated partner for Azure Data & AI **OR** Azure Digital and Application Innovation

Azure solutions designated partners who achieve designation with 80% or more of their ACR from SMB customers are eligible for the SMB incentives

SMB path partner offer

Supported Scenarios

- SMB **Core Migrate & Modernize**
- SMB **Core Migrate & Modernize + MDC**
- SMB **Data Platform**
- SMB **AI Apps, Agents & Developer**
- SMB **Migrate and Modernize VMware**
- SMB **Virtual Desktop Infrastructure**

Customer Criteria: Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible).

Partners can request **Cloud Accelerate Factory** delivery assistance for any supported scenario with no minimum or maximum project sizes. Factory engagements cannot be used alongside partner incentives within the same project. More details on supported scenarios and roles and responsibilities between the partner and Cloud Factory experts are available here: https://aka.ms/CloudFactoryOverview

Incentive payouts

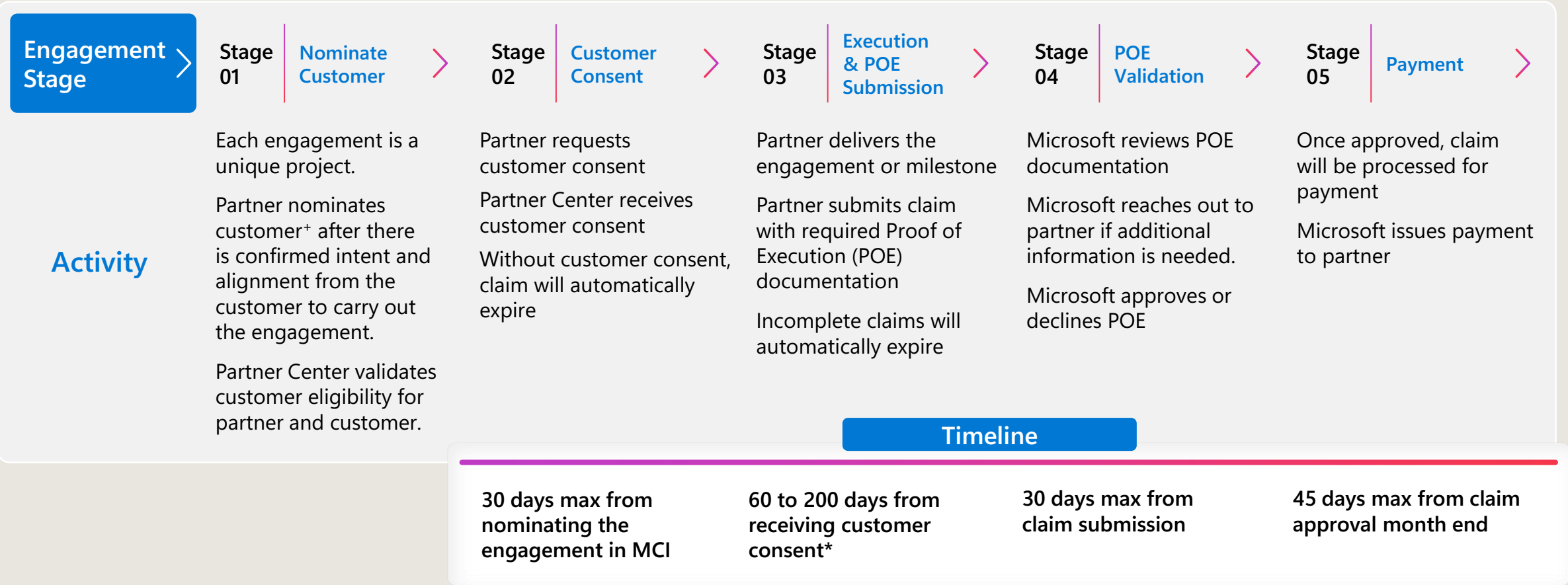| Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment	Phase
Extra extra small (XXS)	$5K - $15K	$2,000	Post-sales
Extra small (XS)	$15K - $50K	$4,000	Post-sales
Small (S)	$50K - $100K	$12,000	Post-sales

Important: See Microsoft Partner Commercial Incentives Guide for offer full details and requirements.

Customer skilling and Cloud Accelerate Factory is optional for all offers. No Azure credits available for partner nominated engagements.

Partners can receive an additional **15%** extra funding when compared to standard Core Migrate & Modernize engagements that include Defender for Cloud consumption in Azure Accelerate.

Preparing and nominating your customer

Partner nominated pathway

Engagement Stage	Stage 01 — Nominate Customer	Stage 02 — Customer Consent	Stage 03 — Execution & POE Submission	Stage 04 — POE Validation	Stage 05 — Payment
Activity	Each engagement is a unique project. Partner nominates customer+ after there is confirmed intent and alignment from the customer to carry out the engagement. Partner Center validates customer eligibility for partner and customer.	Partner requests customer consent Partner Center receives customer consent Without customer consent, claim will automatically expire	Partner delivers the engagement or milestone Partner submits claim with required Proof of Execution (POE) documentation Incomplete claims will automatically expire	Microsoft reviews POE documentation Microsoft reaches out to partner if additional information is needed. Microsoft approves or declines POE	Once approved, claim will be processed for payment Microsoft issues payment to partner

Timeline

30 days max from nominating the engagement in MCI	60 to 200 days from receiving customer consent*	30 days max from claim submission	45 days max from claim approval month end

+ Nominate by clicking "Add Customer" in Partner Center > Incentives > MCI Engagements. See https://aka.ms/MCIPartnerActivitiesClaimsGuide for details.
*The exact timeline for this stage will depend on the size of the engagement.
Please refer to the individual one-pagers of the respective engagement type for more details

FY26 Partner Performance Measurements

Pre and Post Sales Measurements

Pre-Sales

Partners must maintain a 3:1 ratio of pre-sales to post-sales engagements.

Post-Sales

Partners must meet ACR targets in over 60% of individually measured projects.

Engagement Max Cap Limits

Up to 4 approved claims, with a maximum of 2 concurrent claims. This requirement applies per T-shirt size, TPID, and partner location ID.

Cap on Max Partner Earnings

Partner earnings are capped at $3M.

Criteria

- Claims monitored over a 12-month rolling window.

- Paused partners may resume participation once they meet the required pre-sales or post-sales ratio thresholds, or after their claims period expires, Partners and field teams can enroll in bi-weekly performance reports for ongoing monitoring.

- Controls are assessed at the PartnerOne ID level, with a global center of excellence advised for partner monitoring their affiliate claims worldwide.

AI Services Market Opportunity

"In 2028, the market for artificial intelligence services will reach $609 billion with a five-year CAGR of 21.4% in constant U.S. dollars. Growth will be driven both by new generative AI capabilities and traditional AI technologies using predictive analytics and decision making." – Gartner

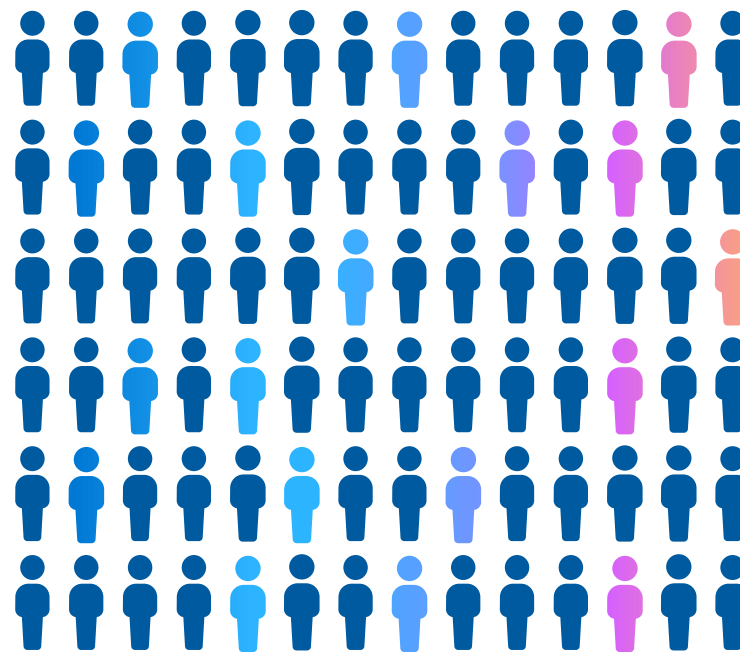# Copilot's Monetization Power

Limited Reach, Limited Potential

Today, most of your customer base remains untapped with only a subset ready for productivity and security upsell
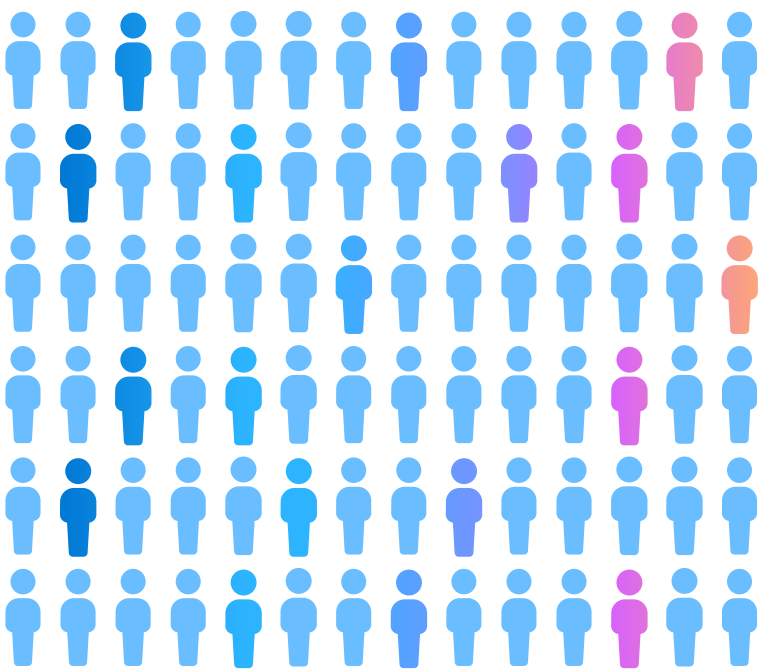
🔵 **Monetizable Customer**

Maximum Reach, Maximize Potential

With Copilot, **every customer** becomes monetizable, whether it be through M365 Copilot, Chat or Agents

🔵 **M365 Copilot**   ⚫ **Copilot Chat / Agents**

Drive AI Transformation with always on selling

A Copilot for every user, an agent for every process

M365 Copilot

Best for knowledge workers needing secure AI assistance

- ✓ Power users of Office Apps
- ✓ Create or analyze complex content
- ✓ Summarize large volumes of info

Copilot Chat

Built for every user in mind to improve core productivity

- ✓ Exploring AI for basic productivity
- ✓ Help solving general questions,
- ✓ Brainstorming or quick summaries

Agents

Support every Copilot User with tailored experiences

- ✓ Automate repetitive tasks
- ✓ Create agent teammates
- ✓ Reason over internal data

Lead with AI transformation to maximize value and opportunity.

1. Prove Full Value with BDM's
Prove return-on-investment
Gain buy-in & unlock expansion

2. Build the AI Habit at scale
Create AI fluency & unlock agent adoption
Identify users ready for M365 Copilot

3. Create Ongoing Opportunity
Reinvent every business process
Create and manage agents

Copilot + Agent partner opportunity uplift

All users

Services and solutions[1]

$26
user/month

Microsoft 365 Copilot users

CSP margin and incentives[2]

$6
user/month

2025 study findings[1]

- ✓ **152%** increase in direct AI revenue YoY

- ✓ **72%** growth in AI advisory services

- ✓ Solution dev revenue growing fastest driven by agents

- ✓ 48% Services attach rate on average

"Across all solution areas, our AI business has grown twice as fast as everything else."
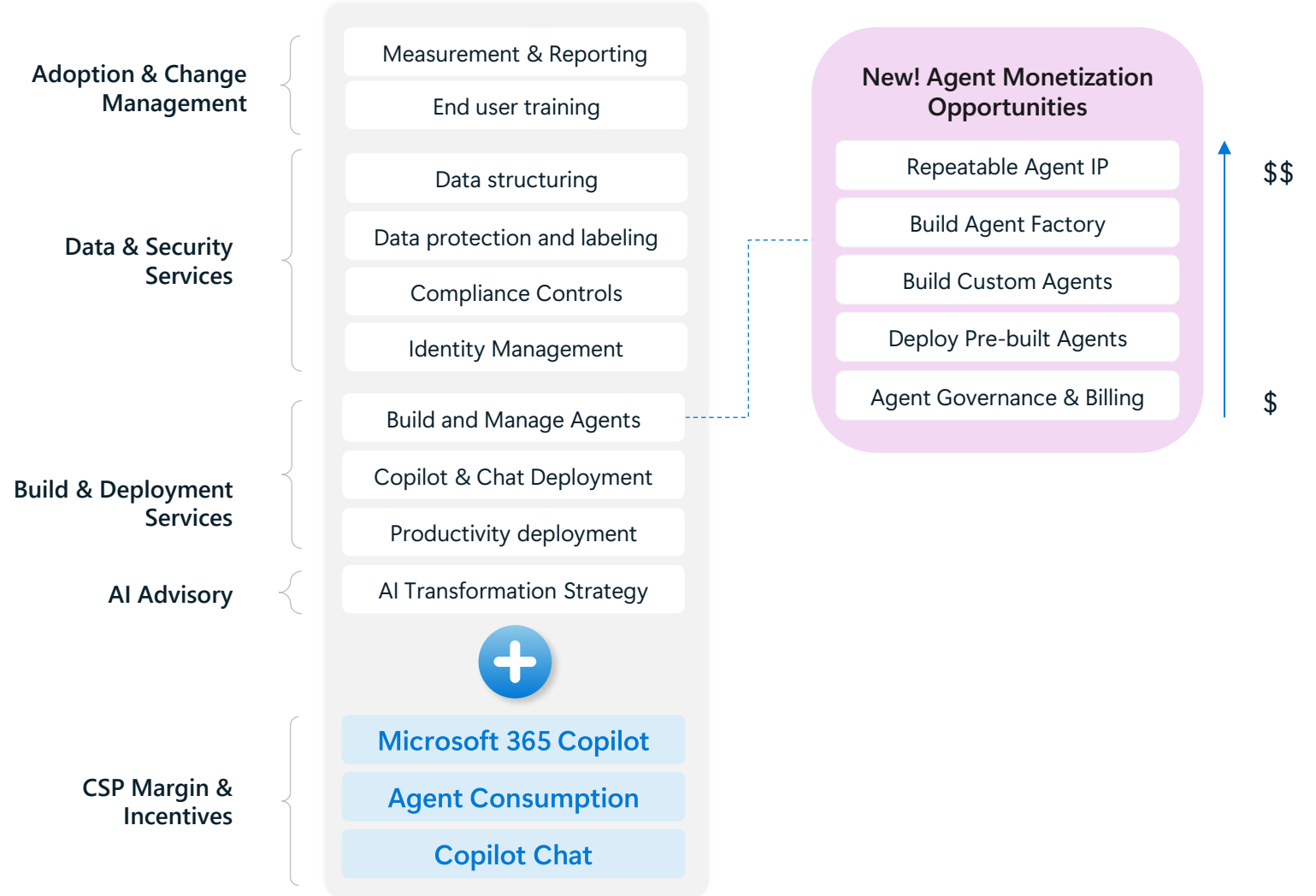
—Microsoft partner

Four steps to drive Copilot success with customers

Partner with the customer to define goals, identify key scenarios, and determine which users should begin with Chat versus M365 Copilot

Use Copilot Envision & PoC funding
Copilot + Agent Accelerate

Use targeted Trials to scale PoC's
CSP QuickStart Offering

Secure an initial set of M365 Copilot licenses and deploy them to targeted users. Enable Copilot Chat for the broader employee base to drive early engagement and familiarity.

Use 15% off 10+ Copilot Seats
Getting Started Promo

Develop and launch a tailored set of agents aligned to the initial scenarios and the business processes you aim to transform with AI.

Use Deployment Accelerator
Copilot + Agent Accelerate

Iteratively transition users from Chat to M365 Copilot, introducing new agents with each emerging scenario

Use 15% off 10+ Copilot Seats
Getting Started Promo

Expand & Extend Value

Build & Deploy Agents

Deploy Copilot for All

Define the Approach

CSP Partner GTM resources for M365 Copilot

Next steps

In our next call, we will dive deeper into the Copilot Win Formula

1 **Get AI-ready:** Attend the CSP Level Up Sales Technical Bootcamps.

aka.ms/LevelUpCSPBootcamp

2 **Build your practice:** Develop offerings to monetize the Microsoft 365 Copilot, Copilot Chat, and agent opportunity

aka.ms/CSPCopilot
aka.ms/CopilotGettingStarted_LandingKit
aka.ms/CopilotPartnerServicesBlueprint

3 **Generate excitement:** Use 1:Many Immersion Briefings to get customer's hands on with Copilot, Chat and Agents.

aka.ms/CSPBriefings

4 **Prove Value:** Conduct an Envisioning & PoC with customers to identify scenarios and users to get started with Copilot

aka.ms/CopilotProofofValue

5 **Accelerate adoption:** View the full list of personas and content available for your Microsoft 365 Copilot CSP Adoption Immersion Experience.

aka.ms/CopilotImmersionCSPLed
aka.ms/CopilotM365/Adoption

Copilot partner practice development and GTM resources | aka.ms/CSPCopilot

Q&A

Microsoft

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Please complete the survey

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Thank You