

AI Business Solutions

Partner Community Call – March 2026



Welcome! And a few reminders before we start...

Hello everyone! And welcome to today's
AI Business Solutions – Partner Investments Community Call

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You are welcome to post any questions or comments in the Q&A chat.
Subtitles are also available at this event.

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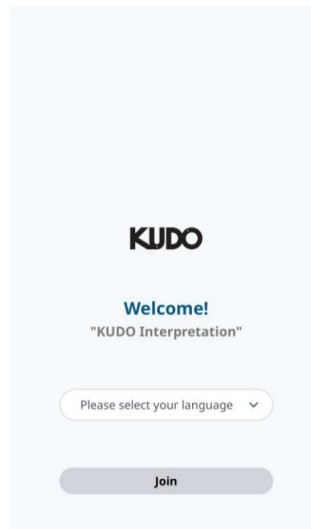


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Agenda

Introduction – 5 minutes

Investment news & key updates - 5 minutes

Promos opportunity with Copilot - 30 minutes

Open Q&A - time remaining

Key Updates for March & April 2026



ME7 / Agent 365
Product eligibility in
Copilot + Power
Accelerate, CSP



ABS Activities:
S500/EDU customers
ineligible
(excluding Copilot activities)



Policy guide web
experience launched 3/23
<https://aka.ms/incentivesguide>





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Coming March 31!

CSP Partner Airlift: Leading Frontier Transformation with Copilot, Agents, and Microsoft 365 Suites

Register today!
aka.ms/ABSPartnerEvents





AI Business Solutions Copilot Promotion Updates

Justin Hurst

Sr. Product Marketing Manager, ABS Growth Marketing

March 2026



Topics

- 1 Welcome & Purpose of the call
- 2 New 30% Copilot offer – Who's it's for and how to position it
- 3 Updates to Existing Copilot and Copilot Business Offers and CSP Promo Offerings
- 4 Monthly / Monthly for Copilot Business
- 5 Copilot Business: Partner Margins & Profitability
- 6 Next Steps & Resources
- 7 Q&A

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Copilot for All: Wall-to-Wall Coverage

Shift from selling AI experimentation to broad AI commitment with Copilot

- A compelling, time-bound offer that unblocks hesitant customers
- Reduce financial and perceived risk of AI deployment by lowering cost barriers
- Helps customers accelerate & realize Copilot value across functions—not just isolated pilot teams
- Enables partners to drive decisive customer action instead of prolonged “wait-and-see” behavior

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New! 30% Off Microsoft 365 Copilot for 300+ seat customers

- Limited-time offer designed to support all CSP partners and customers seeking to commit to scale Copilot deployments.
- To qualify for promotional pricing, customers must purchase a minimum of 300 licenses AND reach 80% organizational IW seat¹ coverage.

ERP	\$30 (per user/month)
Promo Price³	\$21 (30% off!)
Promo Seats	300+
Promo Term	Feb 19, 2026 – Jun 30, 2026
Eligibility	Purchase min. 300+ Copilot seats AND cover ≥ 80% of their IW ¹ base (remaining users on Copilot Chat)

Microsoft 365 Copilot

- Use secure, web-grounded AI chat powered by the latest large language models
- Get Copilot Chat in select Microsoft 365 apps²
- Access and use agents, priced on a metered basis
- Maintain IT control, including enterprise data protection and agent management
- AI-powered chat grounded in business data
- Access work-grounded Copilot in apps
- Create and use agents with Copilot Studio
- Experience enterprise-grade security, privacy, and compliance

¹ Information Worker seats are defined as Microsoft 365 licenses to include E3/E5.

² Copilot Chat is available at no additional cost to all Microsoft Entra ID users with an eligible Microsoft 365 subscription. An Azure subscription is required to use agents and is priced on a metered basis.

³ Price is for an annual/annual billing, and the offer is a one-year term

Updates to Existing CSP Copilot Promos

- Expanded access and eligibility for 40% and 20 promos in market
- Extension Copilot Business and bundle promotions through June 30th, 2026

M365 Copilot for All 40% off (min 1,500+)

- Expanded eligibility to VL and EA customers who transact through CSP
- Approved exceptions activated in Partner Center within 2 weeks
- Power BI Eligibility now includes additional data fields for usability

M365 Copilot Scale Up 20% off (min 100+)

- Launched February 25th all customers who transact in CSP are now eligible
- Promo is no longer restricted to a group of predefined SME&C customers and exceptions request are not required

M365 Copilot Business Standalone & Bundles

- M365 Copilot Business standalone and bundles with Business Standard and Business Premium have been extended through June 30th, 2026

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CSP Promotional Offering Lineup

- For customers with 300 seats+, lead with “Copilot for All” messaging & W2W Copilot offers (30% off for 300+ seats; 40% off for 1,500+ seats).
- For customers with <300 seats, lead with M365 Business Premium and Copilot Bundle, using Copilot Business standalone as a fallback option.

	Microsoft 365 Copilot				Microsoft 365 Copilot Business	Business Basic & Copilot Business	Business Standard & Copilot Business	Business Premium & Copilot Business
ERP	\$30	\$30	\$30	\$30	\$21	\$27	\$33.50	\$43
Promo Price	\$25.50 (15% off NTO)	\$24 (20% off)	\$21 (30% off)	\$18 (140% off)	\$18 (~15% off)	N/A	\$22 (~35% off)	\$32 (~25% off)
Promo Seats Minimum	10+	100+	300+	1500+	Up to 300	N/A	10 to 300	10 to 300
Promo Term	Oct 1, 2025 – Jun 30, 2026		Feb 19, 2026 – Jun 30, 2026	Jan 21, 2026 – Jun 30, 2026	Dec 1, 2025 – June 30, 2026			

All pricing is per use per month on annual/annual pricing

¹40% promotion is a targeted offer for customers who meet eligibility requirements

NEW: Monthly/Monthly Billing for Copilot Business and Bundles

On March 1st, 2026 Microsoft introduced monthly/monthly billing for M365 Copilot Business and Copilot Business Bundles. Monthly/Monthly plans are an incremental 20% more than the equivalent annual/annual plan.

Billing Terms & End Retail Price (ERP)	Microsoft 365 Copilot	Microsoft 365 Copilot Business	Business Basic & Copilot Business	Business Standard & Copilot Business	Business Premium & Copilot Business
Annual/Annual	\$30.00	\$21.00	\$27.00	\$33.50	\$43.00
Annual/Monthly <i>(+5% from A/A)</i>	\$31.50	\$22.05	\$28.35	\$35.18	\$45.15
New Monthly/Monthly <i>(+20% from A/A)</i>	N/A	\$25.20	\$32.40	\$40.20	\$51.60
		Launched March 1st, 2026			
Deal Size (mix/max)	1-9,999	1-300	1-300	1-300	1-300

Understanding the earning opportunity

With the introduction of Copilot Business, you have the opportunity to help SMBs move beyond experimentation and make AI a core part of how they work.

To support customers at different stages of their AI journey, we launched Copilot Business both as a standalone add-on and as part of new Microsoft 365 Business + Copilot bundles—bringing Copilot and Microsoft 365 Business together in a single offering.

This approach provides choice while simplifying adoption, enabling partners to meet customers where they are today and guide them toward broader, more consistent AI usage over time.

We intentionally designed the go-to-market motion, partner margins, and incentives to maximize customer success and partner profitability—without forcing tradeoffs between flexibility and earnings.

Leading with the bundle offer is the hero motion, making AI part of the core productivity experience, aligning naturally to renewal conversations, and driving broader adoption.

Just as importantly, partners can lead with confidence, knowing they have the **same or better earning opportunity selling bundles** as they do selling standalone components.

Did you know?

Bundles are margin-neutral by design

While margin percentages may vary by bundle, each offer is intentionally designed so partners earn the same total margin as selling the standalone components—no financial trade-off for leading with bundles.

Incentive rates consistent for Copilot Business

Copilot Business incentive rates apply equally to standalone and bundled SKUs. When selling bundles, earn incentives on Copilot Business and the underlying M365 Business license—delivering the same or greater incentive earnings compared to standalone sales.

➔ Earn up to **16%** more when you sell the bundle*

*Refer to slide 14 for more details



The benefits & value of leading with Copilot Business Bundles

Microsoft 365 bundles help customers maximize their ROI, while partners can maximize their earning potential

Bundles can unlock greater profitability and upside

Same budget, more value

With the same budget, leading with bundles gets your customers up to 40% more users covered with Copilot

Earn more per deal

Selling the bundle can generate up to 15% more in total partner earnings in Year 1 despite lower per-unit margins

Maximize year 2 upside

More renewing seats at standard pricing means more margin, more services, and more lifetime value

M365 Business Standard - Partner Economics

	Business Standard & Copilot Business		Business Standard Bundle
Customer Invests	10 seats @ \$30.50 \$3,660 annually	=	14 seats @ \$22 \$3,696 annually
	↓		↓
Margin	\$516 annually		\$521 annually
Incentives*	\$322 annually		\$455 annually
Profitability	\$838 pupy	+16%	\$976 pupy

* Innovate & Balance Markets

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Customer Invests	10 seats @ \$30.50 \$3,660 annually	=	14 seats @ \$22 \$3,696 annually
	↓		↓
Margin	\$516 annually		\$521 annually
Incentives*	\$341 annually		\$486 annually
Profitability	\$857 pupy	+18%	\$1,007 pupy

* Scale Markets

Details <https://aka.ms/CSPCopilotBizPartnerEconomics>

PROMO PRICING

The benefits & value of leading with Copilot Business Bundles

Microsoft 365 bundles help customers maximize their ROI, while partners can maximize their earning potential

Why Bundles?

Same budget, more value
With the same budget, leading with bundles gets your customers up to 40% more users covered with Copilot

Earn more per deal
Selling the bundle can generate up to 15% more in total partner earnings in Year 1 despite lower per-unit margins

Maximize year 2 upside
More renewing seats at standard pricing means more margin, more services, and more lifetime value

Microsoft 365 Business Standard

	Business Standard & Copilot Business	Business Standard Bundle
Customer invests	10 seats @ \$30.50 \$3,660 annually	14 seats @ \$22 \$3,696 annually
Margin	\$516 annually	\$506 annually
Incentives	\$322 annually	\$455 annually
Profitability	\$838 Year 1	\$961 Year 1

Microsoft 365 Business Premium

	Business Premium & Copilot Business	Business Premium Bundle
Customer invests	10 seats @ \$40 \$4,800 annually	13 seats @ \$32 \$4,992 annually
Margin	\$744 annually	\$755 annually
Incentives	\$578 annually	\$604 annually
Profitability	\$1,322 Year 1	\$1,358 Year 1

ERP PRICING

Partner Economics: Microsoft 365 Business Bundles

Bundles improve or preserve profitability: Up to 14% upside with Business Standard & no downside with Business Premium

Microsoft 365 Business Standard

	Business Standard	Copilot Business	Business Standard + Copilot Bundle
ERP	\$12.50	+\$21	= 33.50
Margin	\$2.50 (20%)	+\$2.10 (10%)	= \$4.60 (13.7%)
Incentives	\$38	+\$2.69	= \$3.07
Potential profitability	\$7.67 <small>puum</small>		\$8.71 <small>puum</small>

Microsoft 365 Business Premium

	Business Premium	Copilot Business	Business Premium + Copilot Bundle
ERP	\$22	+\$21	= \$43
Margin	\$4.40 (20%)	+\$2.10 (10%)	= \$6.50 (15.1%)
Incentives	\$2.51	+\$2.69	= \$5.20
Potential profitability	\$11.70 <small>puum</small>		\$11.70 <small>puum</small>

PROMO PRICING

Partner Economics: Microsoft 365 Business Bundles

- Promotional bundles grow deal size, turning lower per-seat margins & incentives into greater total profitability
- For the same investment, sell 30%+ more seats and unlock up to 15% more in earnings

Microsoft 365 Business Standard

	Business Standard	Copilot Business	Business Standard + Copilot Bundle
ERP	\$12.50	+\$18	= 30.50
Margin	\$2.50 (20%)	+\$1.80 (10%)	= \$4.30 (13.7%)
Incentives	\$38	+\$2.31	= \$2.68
Potential profitability	\$6.98 <small>puum</small>		\$5.72 <small>puum</small>

Why bundles? Selling 10 standalone seats costs the same as selling 14 bundle seats—yet the bundle delivers 15% higher earnings.

Microsoft 365 Business Premium

	Business Premium	Copilot Business	Business Premium + Copilot Bundle
ERP	\$22	+\$18	= \$43
Margin	\$4.40 (20%)	+\$1.80 (10%)	= \$6.20 (15.1%)
Incentives	\$2.51	+\$2.31	= \$4.82
Potential profitability	\$11.02 <small>puum</small>		\$8.71 <small>puum</small>

Why bundles? Selling 10 standalone seats costs the same as selling 13 bundle seats—yet the bundle delivers 3% higher earnings.

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Resources

Copilot Promotion Resources

- [Copilot for All Promo Kit](#)
- [Copilot for All FAQ](#)
- [Copilot Business Launch Kit](#)
- [Promo Readiness Guide](#)

CSP Partner Profitability Economics

- [CSP Partner Profitability](#)

Additional Resources

- [AI Halo Conversation: Becoming a Frontier Firm pitch deck](#)
- [Frontier Firm Economics](#)
- [Microsoft 365 Copilot product pitch deck](#)
- [CSP Copilot partner opportunity deck](#)

Upcoming Training

- March 27th (8:00 am Singapore time) : [M365 Copilot Compete Training](#)

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Additional resources

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Resources:

- **Incentive resources:** aka.ms/partnerincentives
- **FY26 incentive guide:** aka.ms/incentivesguide
- **CSP incentive walking deck:** https://aka.ms/FY26_CSP_Incentives
- **Additional community calls (monthly through June):**
 - **Americas / EMEA time zone:** <https://aka.ms/PartnerInvestmentsCommunityCalls>
 - **Asia time zone:** https://aka.ms/PartnerInvestmentsCommunityCalls_APAC

March 31 | Digital Airlift - The Agentic System of Work for SI Partners aka.ms/AgenticAirliftSI

March 31 | Digital Airlift - The Agentic System of Work for CSP Partners aka.ms/CSPAgenticSystemofWork

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Open Q&A