Microsoft

Welcome to May Americas Partner Insider Call

Develop. Sell. Grow.

Microsoft

May Partner Insider Call

Helane Cohen

Americas Scale Comms Strategy Lead

Partner Audience: All
#Event #CrossSolution #GoToMarket

Helane Cohen | LinkedIn

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Agenda

Topic	Speaker
Opening & PSA Announcements	Helane Cohen Communications Strategy Lead, Microsoft Americas, GPS
Ninas Words	Nina Harding Corporate Vice President, Americas Global Partner Solutions
Coop Overview	Peter Horsman Partner Marketing Manager Azure SMB at Microsoft
Demystifying Copilot Licensing	Shubham Choudhary Partner Strategy Lead, CSP - Copilot for Microsoft 365
Closing	Helane Cohen Communications Strategy Lead, Microsoft Americas, GPS

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Insider Scoop

Join the Microsoft Partner Insider Community

Register for our monthly Partner Insider Call!

Microsoft Events - Americas Partner Insider Call | June Edition

Mark Your Calendar:
June 5, 2024 @ 10:00 AM PT

Topic:
Era of Ai & Copilot with Kevin Peesker, President, SMC and Digital Sales at Microsoft

MAICCP Update with Rob Riordan, MSFT AI Cloud Partner Program at Microsoft

If you missed any calls before May 2024!!
Americas Partner Insider CallLATAM Partner One (microsoft.com)

Technology for Social Impact

Technology for Social Impact (TSI) empowers every nonprofit and mission driven organization with Microsoft technology to accelerate social good. Skilled Microsoft partners are in demand for the nonprofit sector.

Why sell to nonprofit organizations?

- ✓ Unlock new revenue streams in one of the largest industries in the world.
- ✓ Leverage extensive Microsoft resources to engage and support nonprofits.
- ✓ Improve employee satisfaction within your organization by creating mission-driven work that aligns with their principles.

Leverage these resources to begin your nonprofit practice today!

- Join the Tech for Social Impact Partner Community
- Sign up for the Tech for Social Impact Monthly Newsletters
- Stay up to date: Microsoft AI Cloud Partner Program – Nonprofit

Stay Connected

Subscribe!

[Monthly Microsoft AI Cloud Partner Program Newsletter]

Join!

[Microsoft Americas Partner Community]

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

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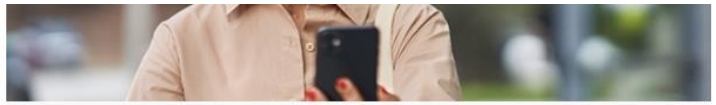
Communications Taxonomy

Americas Email



April 12, 2023

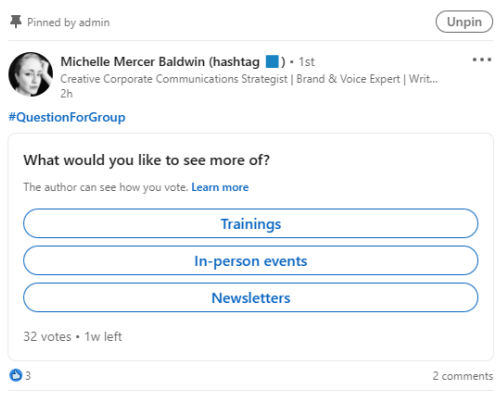
Partner Audience: All Partners
#AllRoles #ProgramOfferUpdate #UnderstandingBenefits

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

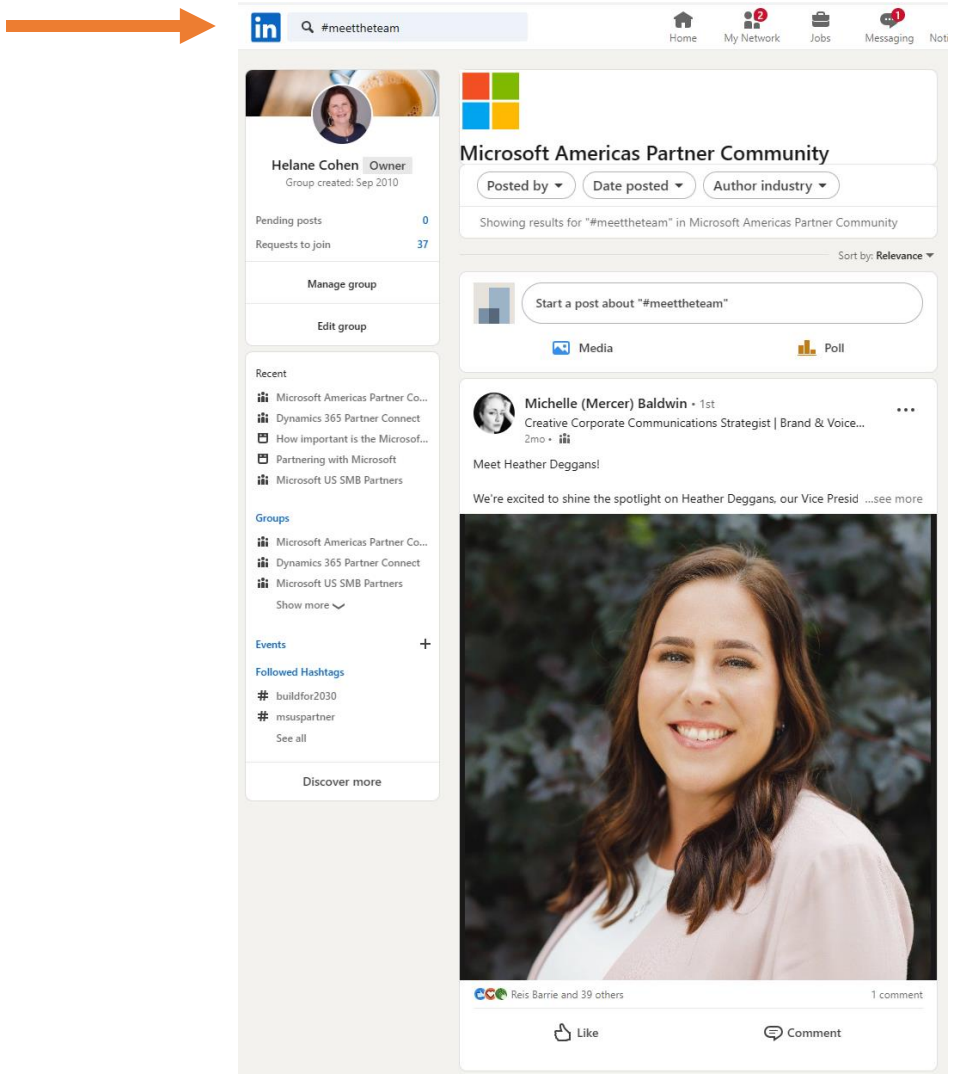


Featured Content (Opening slide)

Meet The Team Series

You Asked!

Meet The Microsoft Team Series



FY24 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

Category	Description	Taxonomy								
Partner Type (Always)	Services & solutions the partner commercializes	AllPartners	ISV	CSP	Services	Telco	GSS	MSP		
Partner Role (1)	Partner role	AllRoles	Exec	Tech	SalesAndMktg	SupportAndOperations	ProfServices	Developer	AllianceMgr	
Message Type (2)	Message type	PartnerProgram	Event	News	Deadline	ProgramOfferUpdate	WinFormula	BestPractice	DoingBizwMSFT	SuccessStory
Solution Area (3a)	Microsoft's solution area	CrossSolution	ModernWork	BizApps	Azure	Security	Surface	Copilot		
Partner Stage (3b)	Stage of journey		NewtoMSFT	UnderstandBenefits	LearnSolutionAreas	GrowSkills	GoToMarket	GeneratePipeline	AccelerateDeals	GrowYourBiz
Industry	Industry focus	AllIndustry	StateAndLocalGov	Retail	EDU	MFG	HealthcareAndLifeScience	FinancialSvcs	Energy	
Additional	Additional taxonomy	QuestionforGroup	MeeetTheTeam	MSFTAmericasPartner						

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Americas Partner Blogs

Now available in French, Spanish, and Portuguese

Bookmark your preferred language

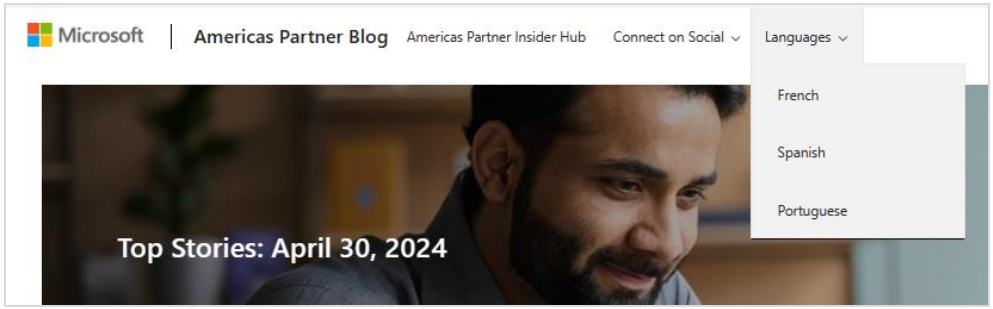
[Americas Partner Blog | Microsoft]

[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	Published Blog Link
4/2	Top Stories: April 2, 2024 | Microsoft À la une : 2 avril 2024 | Microsoft	Novedades más relevantes: 2 de abril de 2024 | Microsoft Notícias principais: 2 de abril de 2024 | Microsoft
4/9	Top Stories: April 9, 2024 | Microsoft À la une : 9 avril 2024 | Microsoft	Novedades más relevantes: 9 de abril de 2024 | Microsoft Notícias principais: 9 de abril de 2024 | Microsoft
4/12	Americas Partner Enablement News: April 2024 Issue | Microsoft	
4/16	Top Stories: April 16, 2024 | Microsoft À la une :16 avril 2024 | Microsoft	Novedades más relevantes: 16 de abril de 2024 | Microsoft Notícias principais: 16 de abril de 2024 | Microsoft
4/18	Rising costs? Discover the benefits of Azure VMware Solution and Azure Stack HCI | Microsoft Hausse des coûts? Découvrez les avantages d'Azure VMware Solution et d'Azure Stack HCI | Microsoft	¿Costos en aumento? Explore los beneficios de Azure VMware Solution y Azure Stack HCI | Microsoft Aumento de custos? Descubra os benefícios da Solução VMware no Azure e do Azure Stack HCI | Microsoft
4/29	Enabling organizational success in the Era of AI | Microsoft Favoriser la réussite organisationnelle à l'ère de l'IA | Microsoft	Permitir el éxito organizacional en la era de la IA | Microsoft
4/30	Top Stories: April 30, 2024 | Microsoft À la une : 30 avril 2024 | Microsoft	Novedades más relevantes: 30 de abril de 2024 | Microsoft Notícias principais: 30 de abril de 2024 | Microsoft

Bringing the full power of Copilot to more people and businesses

Official Microsoft Blog post by Yusuf Mehdi, Microsoft Executive Vice President, Consumer Chief Marketing Officer
Microsoft 365 Blog post by Jared Spataro, Microsoft Corporate Vice President, Modern Work & Business Applications

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Nina Harding

Corporate Vice President, Americas Global Partner Solutions

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

Nina (Parker) Harding | LinkedIn

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Nina Harding

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Co-Op Overview

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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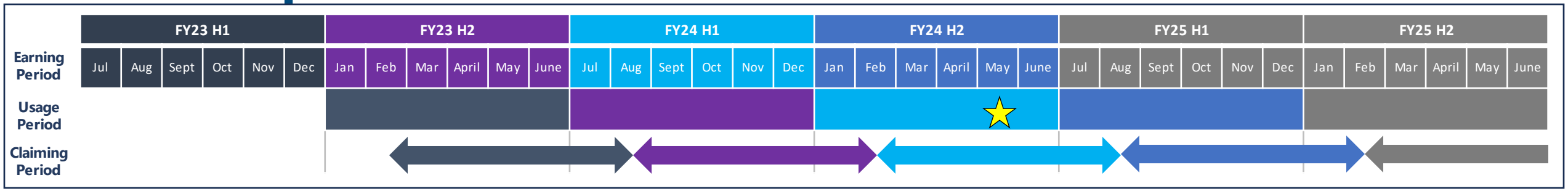
What is Co-Op?

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 Readiness.
- Partners have 45 days after the period ends to submit a claim.

FY24 Co-op Overview



What: 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. Partners enrolled in Microsoft Commerce Incentive (MCI) earn a 60% rebate / 40% Co-op split for Cloud Solution Provider (CSP). Co-op can be utilized for three main activity categories: Demand Generation, Market Development, & Partner Readiness. **Co-op has two six-month (fiscal half-year) periods. Funds earned in one six-month period are available to use in the next six-month period:**

FY24 Co-op Periods:
- Past: Earned FY23 H2 → Usage FY24 H1
- Current: Earned FY24H1 → Usage FY24 H2

Claiming Period deadlines (45 days after the period ends to submit a claim):
- FY24 H1 Usage: February 15, 2024
- FY24 H2 Usage: August 15, 2024

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

FY24 Co-Op Resources
- Modern Commerce Incentives
- Co-op Collection
- How to Earn Co-Op
- View Earned, Claimed, & Remaining Co-Op
- Microsoft Commerce Incentives Office Hours Registration
- FY24 Co-op Overview Video

Demand Generation		Market Development		Partner Readiness	
▪ Print advertising ▪ Migration services ▪ Best Practice development ▪ Solution building with third parties ▪ Digital Advertising	▪ Direct mail/email/SMS ▪ Microsoft syndicated content ▪ Social media marketing	▪ Telemarketing ▪ Customer seminars & bootcamps ▪ Tradeshows & expositions ▪ Customer offers ▪ GTM Services	▪ Internal incentives & SPIFFs ▪ On-site champs ▪ Proof of concepts ▪ Employee purchase web setup for customers	▪ MPN participation ▪ Microsoft exams & tuition ▪ Internal training & floor days ▪ On-demand training	▪ Microsoft hosted conferences ▪ Product seeing & demo units

Co-op Eligible Activities

	Definition	Qualifying activities
Demand Generation	Traditional advertising with broad reach that furthers the marketing and promotion of Microsoft offerings. Results and audience size are measurable.	• Print advertising • Migration Services • Best Practice Development • Solution Building with Third Parties • Digital Advertising • Direct mail/email/mobile SMS • Microsoft syndicated content • Social media marketing
Market Development	Marketing activities for a specific customer audience that support the sales of Microsoft licenses	• Telemarketing • Customer seminars and bootcamps • Tradeshows and expositions • Customer offers • GTM Services • Internal incentives and SPIFFs • On-site champs • Proof of concept • Employee purchase web set-up for customers
Partner Readiness	Expenses related to Microsoft training, technical certification, and program fees for internal partner personnel that promote the development of Microsoft technology expertise	• MPN participation • Microsoft exams and tuition • Internal training and floor days • On demand training • Microsoft hosted conferences • Product seeing and demo units

FY24 Co-Op Resources

- Co-op Collection
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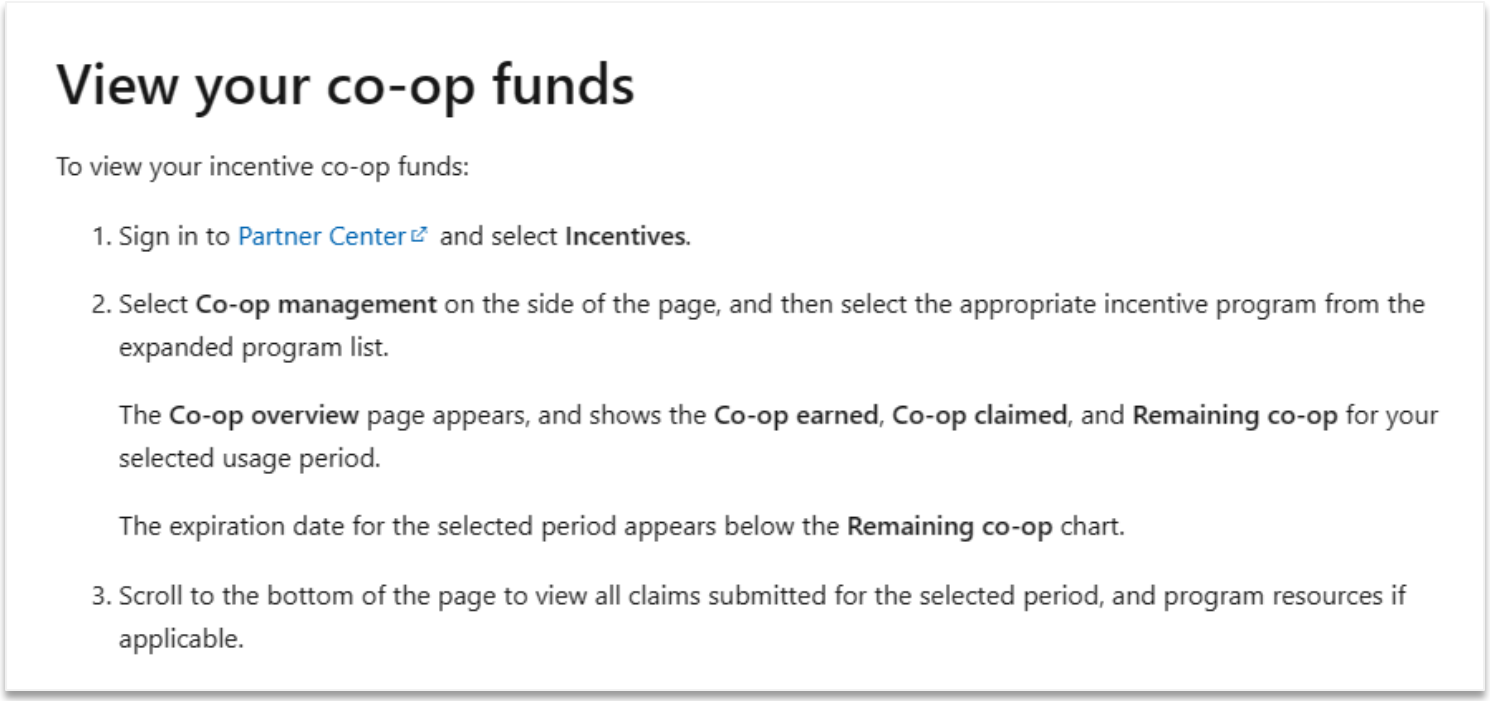

View your co-op funds

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.

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Demystifying Copilot Licensing

Shubham Choudhary

Partner Strategy Lead (CSP), Copilot for Microsoft 365

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

Shubham Choudhary | LinkedIn

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Microsoft 365

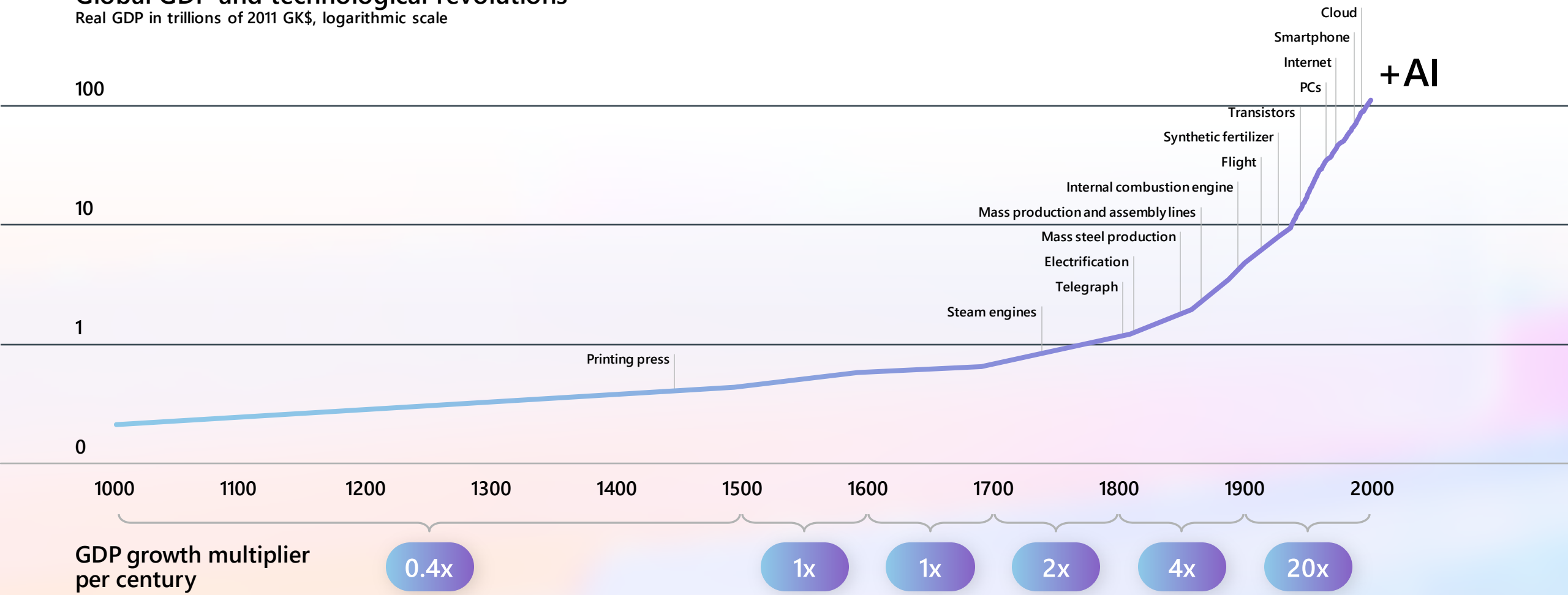
Copilot for Microsoft 365

Licensing and partner opportunity

The impact is real

Global GDP and technological revolutions

Real GDP in trillions of 2011 GK$, logarithmic scale



GDP growth multiplier per century

0.4x | 1x | 1x | 2x | 4x | 20x

Source: Maddison Project, Ourworldindata

The pace of work is outpacing our ability to keep up

AI-powered tools represent an enormous opportunity

64%

of people have struggled with finding time and energy to get their work done.

3x

Amount by which time spent in Microsoft Teams meetings and calls has increased per week since February 2020.

70%

Share of people who would delegate as much as possible to AI to lessen their workloads.

2x

Likelihood of a leader to say AI will provide value by boosting productivity vs. cutting headcount.

Source: Work Trend Index Annual Report: Will AI Fix Work? Microsoft, 9 May 2023

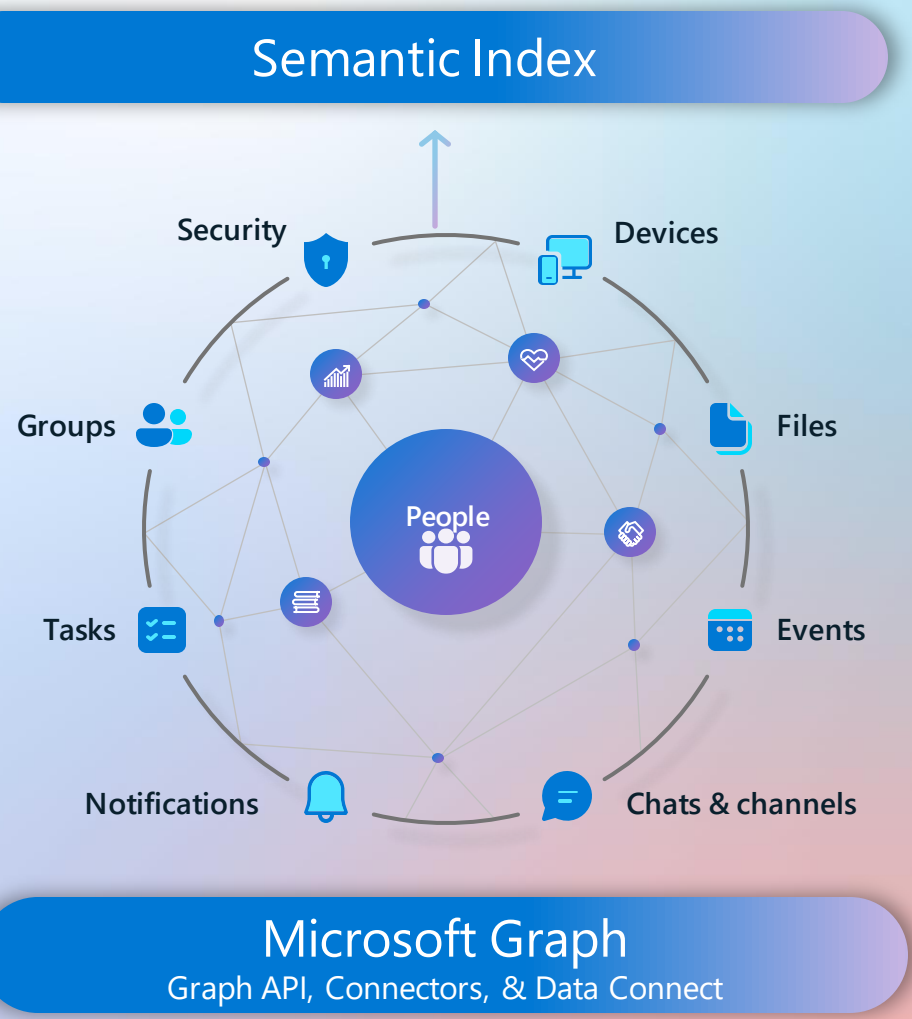
Copilot for Microsoft 365

Your AI assistant at work

The next
revolution in
computing

Copilot for Microsoft 365

Architected to access to your business content and context

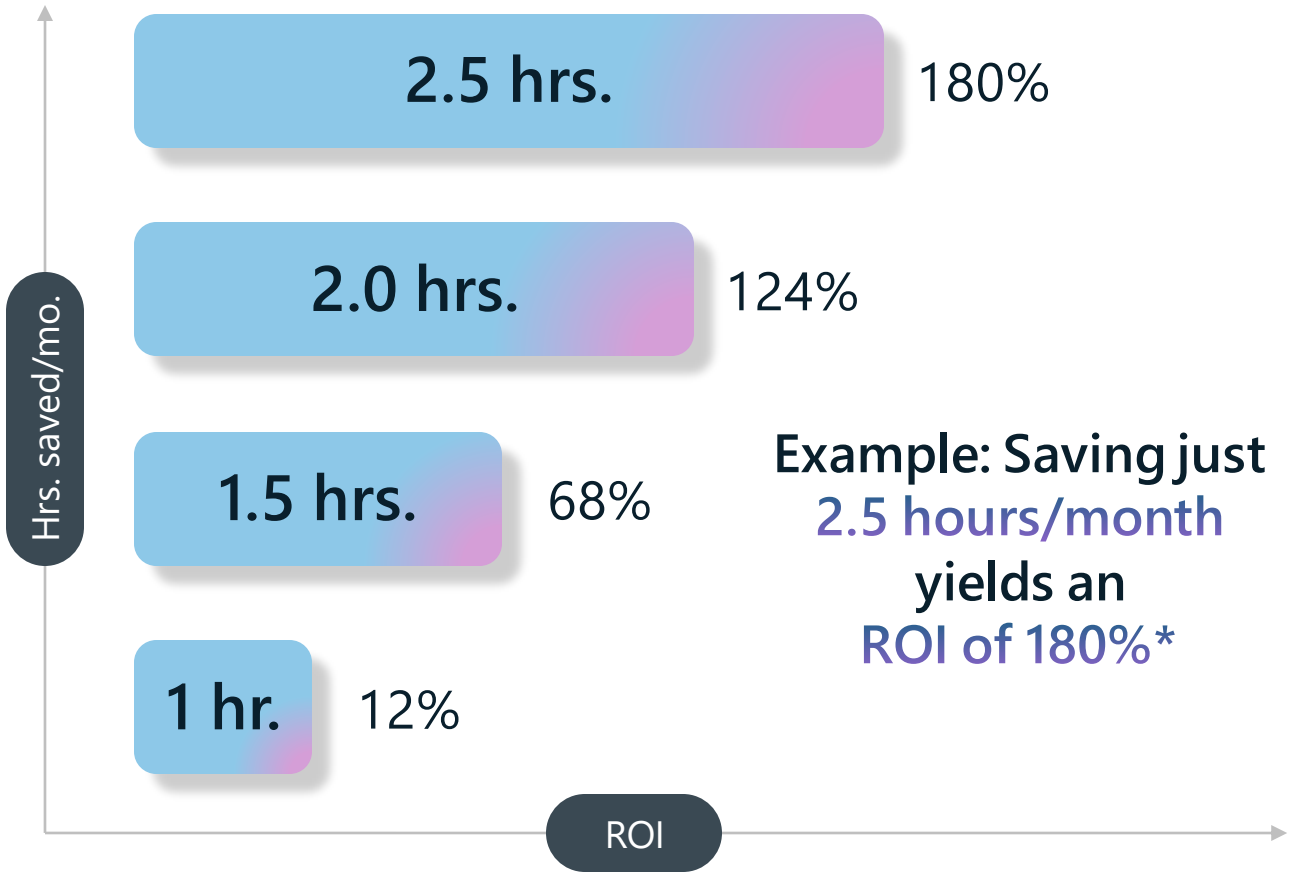


10

hours saved per month

Early Access Program survey results. http://aka.ms/WTI23

How much time can people save with Copilot for Microsoft 365?



*At $70,000 employee cost per year, 54 minutes per month = $30 of employee's time
See appendix for detailed calculations

No seat minimum and expanded availability of Copilot for Microsoft 365—including small and medium-sized businesses

	Before January 16th		Since January 16th
Channel	EA lead status	»	All channels (EA, CSP, Direct)
Pre-reqs	ME3, ME5	»	BS, BP, OE3, OE5, ME3, ME5
Order size	Min 300 seat	»	No min order size

To help you transact since 1/16	NDA Supplemental Price List CSP Transaction Guide Copilot Logo and Brand Files

**available as a per user per year license, with upfront payment option only*

	For Individuals		For Organizations	
	Copilot	Copilot Pro	Copilot	Copilot for Microsoft 365
	Free	$20	Free	$30
Foundational Capabilities	●	●	●	●
Web Grounding	●	●	●	●
Commercial Data Protection	●	●	●	●
Priority Model Access		●		●
Copilot in Outlook, Word, Excel, PowerPoint, and OneNote		●		●
Copilot in Teams				●
Microsoft Graph Grounding				●
Enterprise-Grade Data Protection				●
Customization		Copilot GPT Builder		Copilot Studio

Commercial Data Protection applies when users are signed into their work account using their organization's Entra ID.

Microsoft Copilot

	Copilot	Copilot for Microsoft 365	Copilot for Sales	Copilot for Service
	Free	$30	$50	$50
Foundational Capabilities	●	●	●	●
Web grounding	●	●	●	●
Commercial Data Protection	●	●	●	●
Enterprise-Grade Data Protection		●	●	●
Graph Grounding		●	●	●
Microsoft 365 Apps		●	●	●
Copilot Studio		●	●	●
Role Specific capabilities			●	●

3 Big things on Copilot for Microsoft 365 since January 16th

- First, we are removing the 300-seat purchase minimum for Copilot for Microsoft 365 commercial plans.

- Second, we are removing the Microsoft 365 prerequisite for Copilot—so now, Office 365 E3 and E5 customers are eligible to purchase. We're also extending Semantic Index for Copilot to Office 365 users with a paid Copilot license.

- Third, we are excited to announce that Copilot for Microsoft 365 is now generally available for small and medium-sized businesses—from solopreneurs running and launching their first business to 300-person fast-growing startups. If you are using either Microsoft 365 Business Standard or Microsoft 365 Business Premium, you can now purchase Copilot for Microsoft 365 for $30 per user per month.[1]

What are the eligibility prerequisites for Copilot for Microsoft 365?

To be eligible, enterprise customers must have a license for Microsoft 365 E3, E5, F1, F3, or Office 365 E1, E3, or E5.

Business customers must be licensed for Microsoft 365 Business Basic, Business Standard, or Business Premium to be eligible.

Education customers must have a license for Microsoft 365 A3 or Microsoft 365 A5 for faculty and should contact their Microsoft sales representative to purchase.

Consumers are not currently eligible to purchase Copilot for Microsoft 365.

Teams-integrated features require a Teams license.

https://www.microsoft.com/en-in/microsoft-365/business/copilot-for-microsoft-365

https://www.microsoft.com/en-us/microsoft-365/enterprise/copilot-for-microsoft-365#FAQ

3 steps to build a successful Copilot for Microsoft 365 practice

01
Get customers AI ready

Lead with Business Premium

Envision value, and drive customer intent with the SMB Briefings

Execute an AI evaluation

Define the customer journey and Copilot adoption timeline

02
Sell and deploy Copilot

Attach Copilot

Standardize customers on Microsoft 365

Consolidate and restrict data

Apply security policies to protect and encrypt data

Configure automatic data labeling to ensure confidentiality classifications

03
Adoption and services

Offer managed services

Offer Copilot services with security, compliance and productivity

Drive Copilot optimization and adoption with the Copilot Dashboard

Drive end user adoption and extend to Copilot Studio to enable LOB scenarios

Microsoft 365 Lighthouse

Multi-customer management and AI driven customer targeting

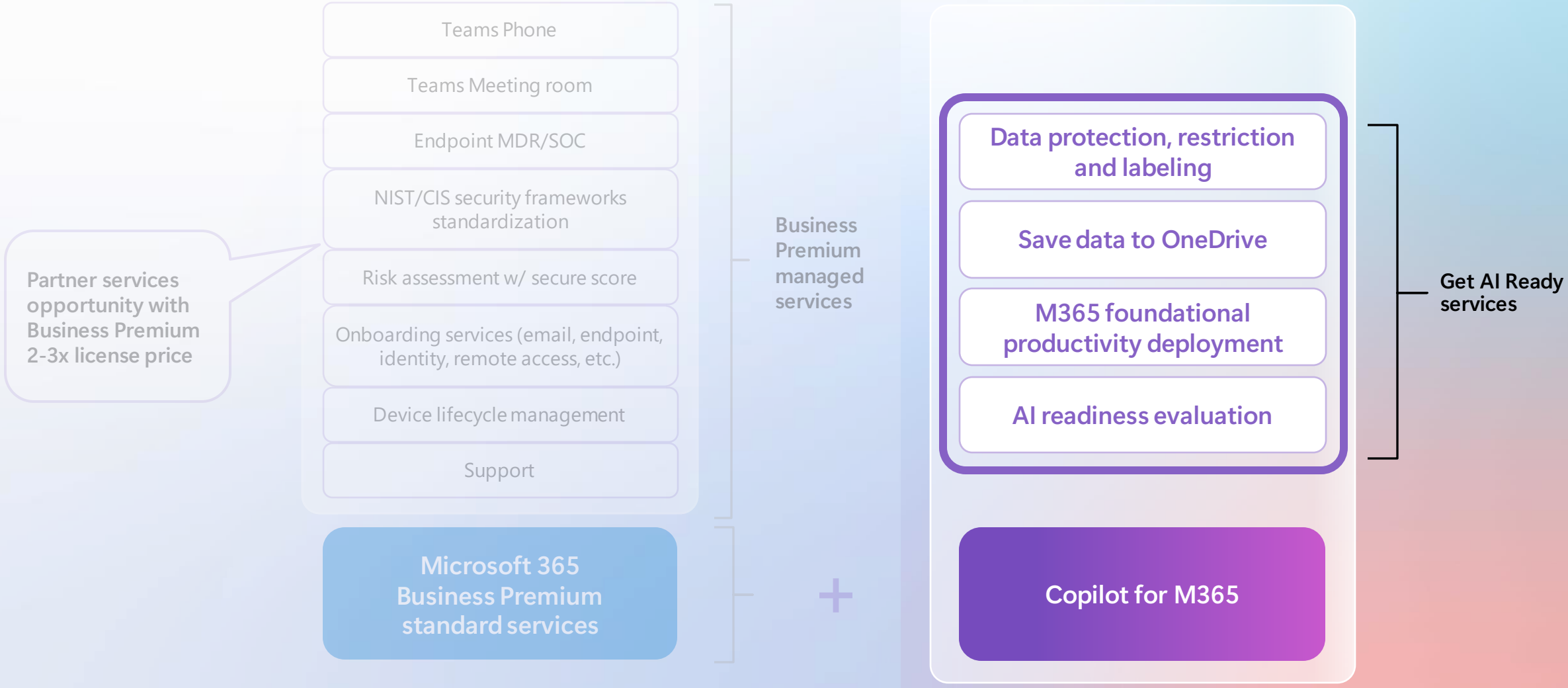
Prepare customers for Copilot for Microsoft 365 with an AI Evaluation

Execute a Copilot AI Evaluation to define your customers journey to Copilot for Microsoft 365, including the 3 key steps:

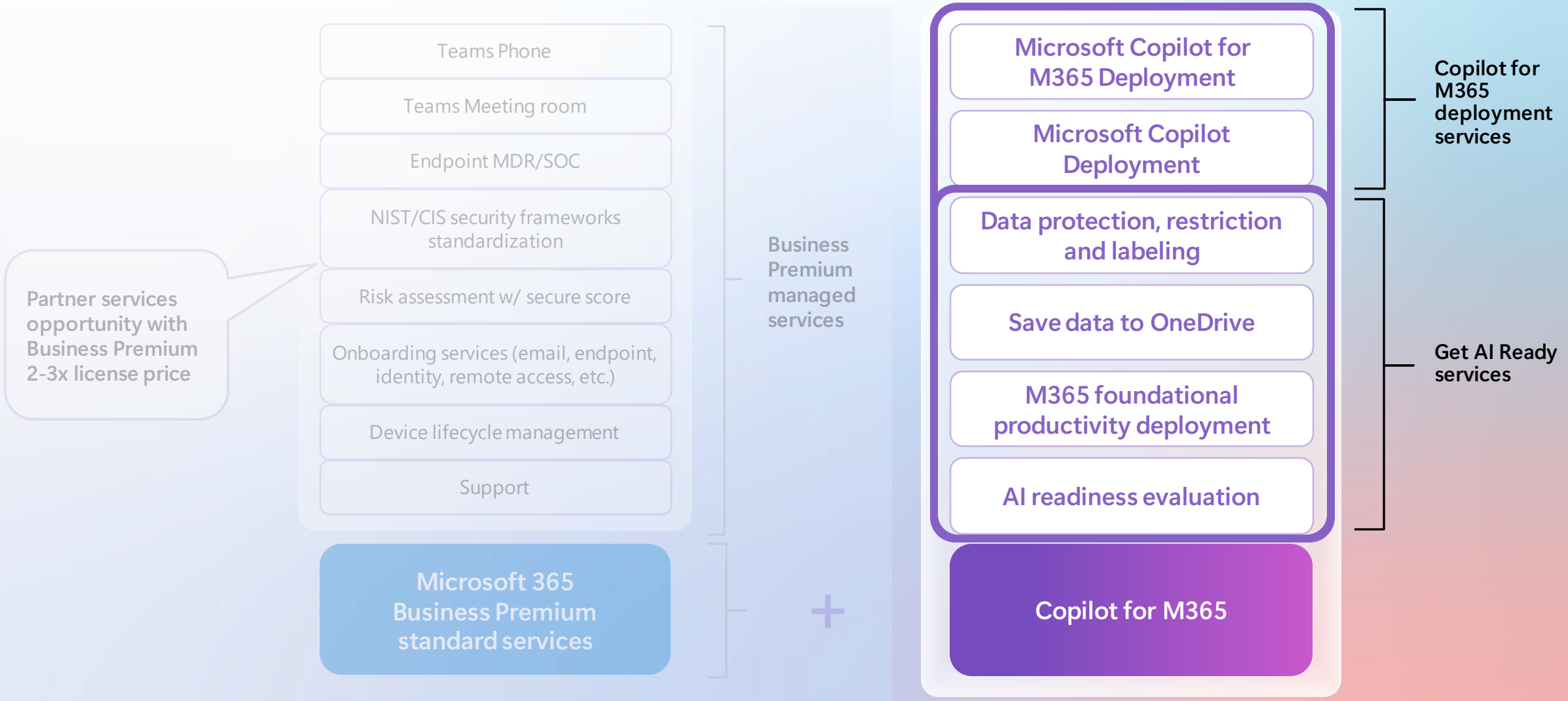
Assess the customer's readiness for Copilot for Microsoft 365

- ✓ Foundational productivity readiness
- ✓ Data readiness
- ✓ Security readiness

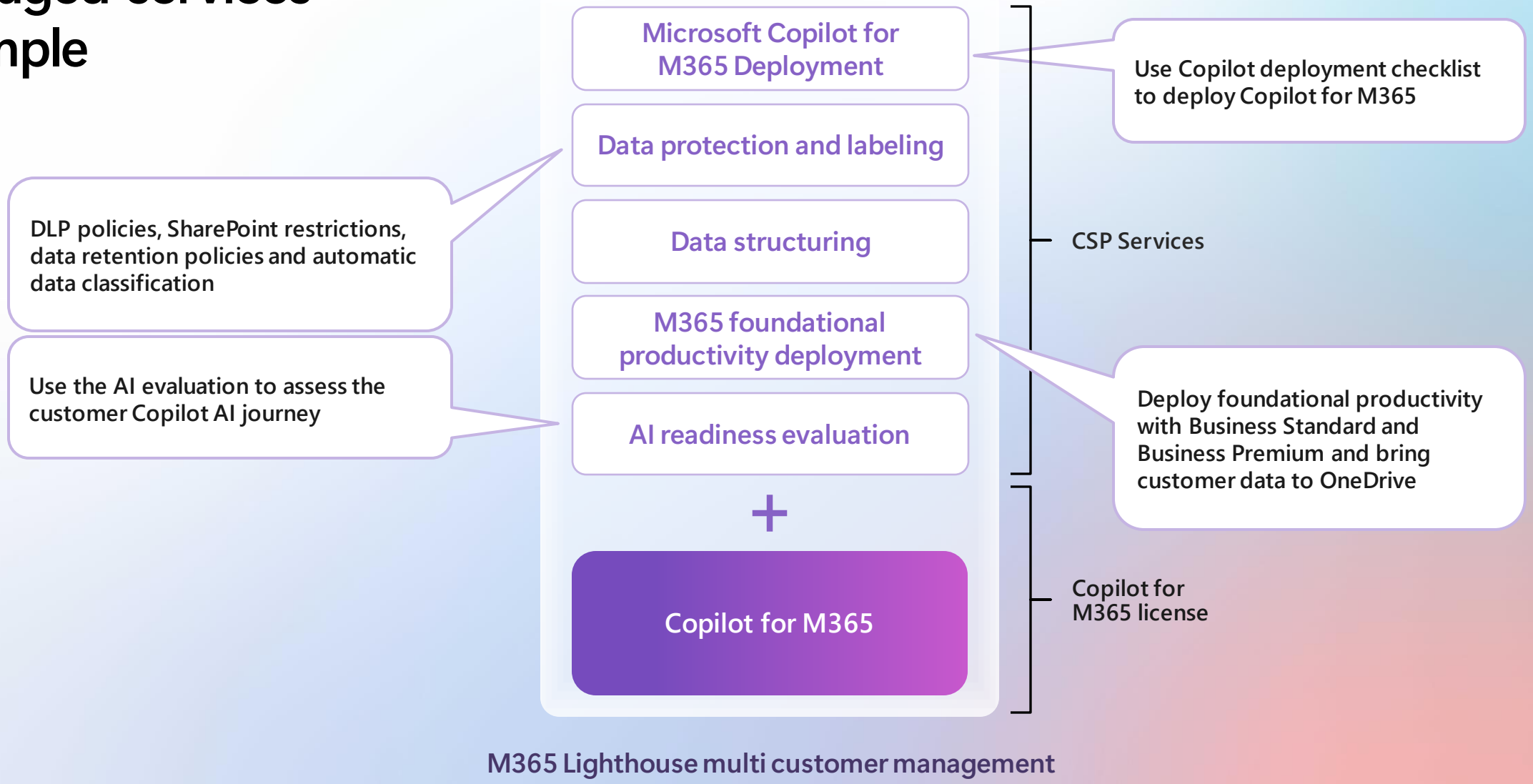
Copilot brings additional CSP revenue and profitability opportunities



Copilot brings additional CSP revenue and profitability opportunities

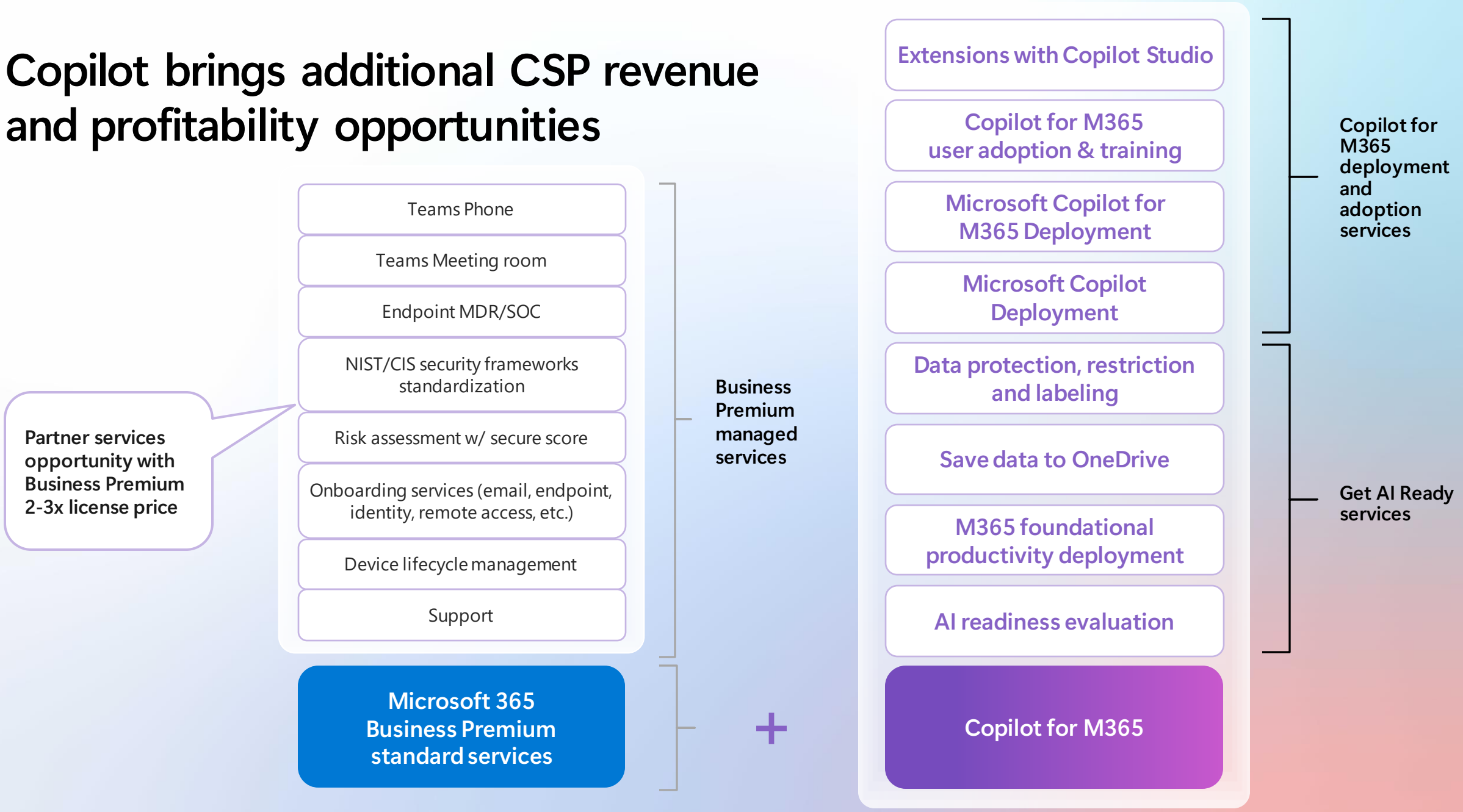


Copilot for Microsoft 365 managed services example



03
Provide ongoing management, adoption and extensions

Copilot brings additional CSP revenue and profitability opportunities

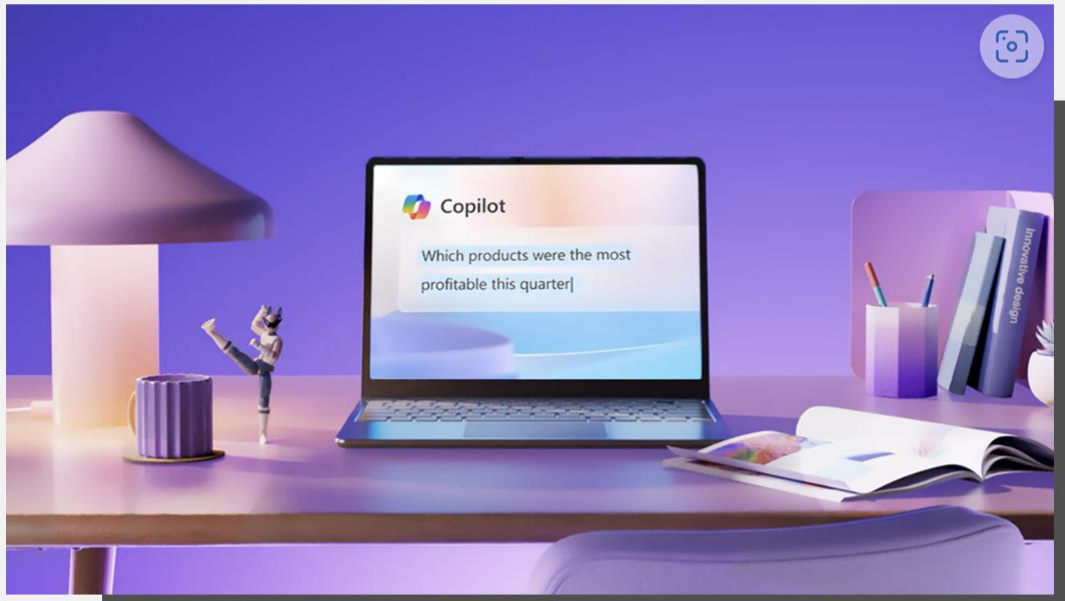


Next steps

Read the blog for more on licensing

Blog home / Microsoft 365

Search the blog



News Microsoft 365 Enterprise · 5 min read

Expanding Copilot for Microsoft 365 to businesses of all sizes

By Jared Spataro, Corporate Vice President, AI at Work

January 15, 2024

Next steps to start building your practice

Build product knowledge

01

Review the service description, key technical documentation and licensing resources.

Sales & technical training

02

Attend the CSP Masters sales bootcamp to learn how to build a successful CSP practice and land your first sale.

Attend the technical bootcamp to learn how to deploy and manage your first customer.

GTM & targeting strategy

03

Develop your GTM strategy leveraging the Secure Productivity solution play.

Target high propensity customers with Sales Advisor AI driven insights.

Drive customer intent

04

Execute SMB Briefings focusing on the 2 key scenarios:

1. Upsell existing customers to Business Premium
2. Attach Copilot for Microsoft 365

Create your customizable campaign with Campaign in a Box content

Thank You!

Microsoft

Thank You
¡Muchas gracias!
Merci