



October 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](#)

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Agenda

Topic	Speaker
Welcome, Polls & Insider Scoop	Helane Cohen Communications Strategy Lead, Microsoft Americas, GPS
Co-op Update	Jessica Potes Partner Marketing Director, Global Partner Solutions
Partner Skilling	Ramanan Arunachalam Global Director – Partner Skilling
Copilot Licensing	Shubham Choudhary Partner Solution GTM



Insider Scoop





Microsoft CO-OP Update

Jessica Potes

Partner Marketing Director

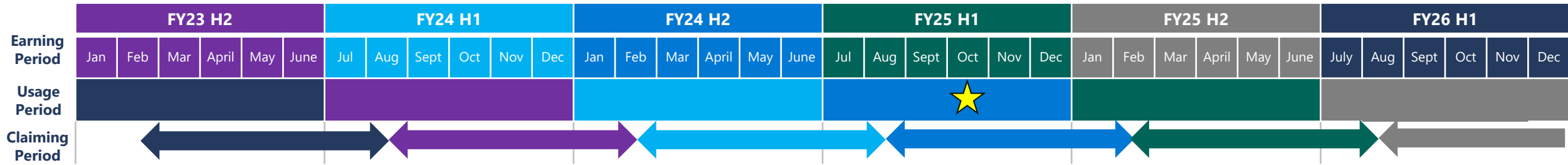
Partner Audience: All
#Co-Op #CrossSolution #GoToMarket



 [Jessica Potes | LinkedIn](#)

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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

Co-op Execution Steps:

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

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](#)

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

Recommendations by Solution Area

FY25 Co-op Usage Recommendations for Azure

Co-op planning recommendations

Partners should work closely with Microsoft PDMs and Partner Marketing to align GTM plans, activities, and spend to drive maximum usage and impact.

Focus all co-marketing to drive these core priorities for Azure (Infrastructure, Data & AI, and Digital & App Innovation workloads):

- **Infrastructure:** Migrate to Innovate with focus on Majors and SMC; Every migration needs to be a secure migration; Win SAP RISE in SMC; and Capture market moment with AVS
- **Data & AI:** Enable customer AI Transformation by bringing together the full capability of Azure AI platform; Help customers accelerate the value derived from their data and future proof their data estate
- **Digital & App Innovation:** Drive AI Design Wins through app modernization and building new AI-infused apps; Adopt GitHub Copilot as Customer zero and drive Developer tools & GitHub Copilot ACR
- **All:** Grow Technical and Sales Capacity & Capability

Co-op funding plan & execution guidance

Following are suggested Co-op activities to plan and execute using available funds that align to the above priorities.

Demand Generation

- ✓ Launch partner-ready, digital campaigns to drive leads for your services and Microsoft Azure infrastructure solutions.
 - [PMC: Infrastructure Solution Play Marketing Campaigns](#)
 - [PMC: Data and AI Solution Play Marketing Campaigns](#)
 - [PMC: Digital and Application Innovation Solution Play Marketing Campaigns](#)
- ✓ Set-up of a technology demo for the Azure scenario using On Demand Content:
 - [Azure Demos - DMC](#)
- ✓ Best Practice Development - to fund promotion of Azure focused best practice

Market Development

- ✓ Events: Deliver customer seminars and bootcamps
- ✓ Outreach: Use [Cloud Ascent](#) to run a Telemarketing activity targeting the *Act Now* accounts in your customer base.
- ✓ Pre-Sales: Use Co-op to fund Proof of Value (POV) engagements for specific Azure customer opportunities
- ✓ Internal incentives and SPIFFs: Use Co-op to fund defined sales SPIFFs to support campaigns
- ✓ On-site Champ: Use Co-op to fund specialists to manage and accelerate specific Azure focused sales and marketing projects that drive consumption

Partner Skilling

- ✓ Microsoft exams & tuition: Use for exams req'd to attain:
 - Azure related [MAICPP Solution Designations](#)
 - Azure Specializations
 - [Infrastructure](#)
 - [Data & AI](#)
 - [Digital & App Innovation](#)
- ✓ On-demand Training: To help develop partner's [sales and technical expertise on Azure](#)
- ✓ Internal Training & Floor Days: Partner facing/sales rep readiness on Azure

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1 Claim your Co-op right after completing the activity (maximize cash flow) and utilize all your earned Co-op so that you don't forfeit funds you have worked hard to earn.

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FY25 Co-op Usage Recommendations for Security

Co-op planning recommendations

Partners should work closely with Microsoft PDMs and PMMs in their region to align GTM plans, activities, and spend to drive maximum usage and impact. All co-marketing in FY25 (July 2024 through June 2025) focused on Security, Compliance, and Identity (SCI) should be used to drive these core priorities:

- Upsell to Microsoft 365 E5 through security value and attach Microsoft Sentinel
- Expand Copilot for M365 opportunity with Data Security to prepare customer for AI journey
- Acquire new customers with Microsoft Defender for Business in SMB
- Upsell to Business Premium and Microsoft 365 E5, and attach Microsoft Defender for Business to all SMB customers

Co-op Funding Plan (Recommendation only)

Following are suggested Co-op activities to plan and execute using available funds that align to the FY25 priorities above.

Demand Generation

- ✓ Launch partner-ready, digital campaigns to drive leads for your services and Microsoft Security solutions.
 - [Defend Against Cybersecurity Threats 6-week automated digital campaign](#)
 - [Defend Against Cyber Security Threats downloadable, customizable campaign](#)
 - [Data Security 6-week automated digital campaign](#)
 - [Data Security downloadable, customizable campaign](#)
 - [Modernize Security Operations 6-week automated digital campaign](#)
 - [Modernize Security Operations downloadable, customizable campaign](#)
- ✓ Run social media marketing across the Security solution plays
- ✓ Drive targeted marketing campaigns for Microsoft Defender for Business and attach to Business Basic/Business Standard customers

Market Development

- ✓ Customer seminars and bootcamps to execute the [SMR Workshops; E3 offer](#)
- ✓ Sales SPIFF for Security, Compliance & Identity
- ✓ Customer Offer for managed security agreements focused on Microsoft Security, Compliance, & Identity products
- ✓ On-site Champ focus on Security, Compliance, and Identity sales and marketing projects

Partner Skilling

- ✓ Microsoft Exams and Certifications for employee's technical certification on [Security, Compliance, and Identity](#)
- ✓ Leverage the [Cloud Ascent](#) to run a **Telemarketing** activity targeting the *Act Now* accounts in your customer base.

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FY25 Co-op Usage Recommendations for Modern Work

Co-op planning recommendations

Partners should work closely with Microsoft PDMs and PMMs in their region to align GTM plans, activities, and spend to drive maximum usage and impact.

All co-marketing in FY25 (July 2024 through June 2025) focused on Modern Work should be used to drive these core priorities:

- **Lead with Copilot for Microsoft 365 and the functional role-based Copilots¹ to acquire new-to-M365 customers** across small, medium and larger companies, selling M365 suites or standalones such as Teams Essentials.
- **Upsell** to Microsoft 365 Business Premium (BP), **M365 E3** and E5 and attach Teams Premium, Teams Phone and Microsoft Teams Rooms
- **Expand your business** portfolio with Viva, Windows 365 and Frontline Worker.

¹ Functional role-based Copilots include Copilot for Sales, Copilot for Services, Copilot for Finance

Co-op Funding Plan (Recommendation only)

Following are suggested Co-op activities to plan and execute using available funds that align to the FY25 priorities above.

Demand Generation

- ✓ Social Media Marketing across Modern Work sales plays, especially Copilot for Microsoft 365, functional role-based Copilots, Teams Essentials and Microsoft Defender for Business ([SMB Solution Plays](#).)
- ✓ Multi-touch Digital Campaign for Modern Work offers, especially for new acquisition motions ([SMB Solution Plays](#).)
- ✓ Best Practice Development for Copilot for Microsoft 365, functional role-based Copilots, Teams Essentials, Viva, Windows 365, Frontline Worker
- ✓ Secure Productivity

Market Development

- ✓ Customer seminars and bootcamps to execute [CSP Briefings](#)
- ✓ Customer offer focused on Copilot for Microsoft 365, functional role-based Copilots, Teams Essentials, Business Premium, or Microsoft 365 suites
- ✓ Sales SPIFF focused on Customer add growth, Copilot for Microsoft 365, M365 E3 or E5, or Business Premium;
- ✓ On-site champ with campaign focus on Copilot for Microsoft 365, functional role-based Copilots, Teams, M365 E3 or E5, or Business Premium
- ✓ Proof of concept for Windows 365 in existing (BP, ME3, ME5) customers

Partner Skilling

- ✓ Microsoft Exams and Certifications for [Microsoft 365, Teams \(MS-700\)](#) and Security ([MS-500](#))
- ✓ Internal Training & Floor Days on hero offers: Teams, Viva, Windows 365, Frontline Worker, and premium products
- ✓ On-demand Training on [Microsoft 365](#) hero offers: Teams, Viva, Windows 365, Frontline Worker, and premium products and the [Level Up: CSP trainings](#) with digital series [live](#) and [on demand](#) for partners

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FY25 Co-op Usage Recommendations for Business Applications

Co-op planning recommendations

Partners should work closely with Microsoft and Indirect Providers PDMs and PMMs in their region to align GTM plans, activities, and spend to drive maximum usage and impact.

All co-marketing in FY25 (July 2024 through June 2025) focused on Business Applications (Microsoft Dynamics and Power Platform) should be used to drive these core priorities:

- Win new customers driving urgency to buy AI-powered business applications solutions and elevate its Better Together value proposition with collaboration and productivity solutions
- Double your customer adds capacity by delivering repeatable offering at scale
- Expand into next applications – sell additional applications and cross-sell Microsoft solutions
- Migrate customers to the Cloud – help customers accelerate their transition to the cloud

Co-op Funding Plan (Recommendation only)

Following are suggested Co-op activities to plan and execute using available funds that align to the FY24 priorities above.

Demand Generation

- ✓ **Market/promote** a Business Applications packaged solution with copilot/AI
- ✓ **Multi-touch Digital Campaign** – use Co-op to execute digital marketing activities and generate demand leveraging the latest and greatest [Digital Marketing Content](#).
- ✓ Business Applications **Migration, App and Copilot/AI services**: [Microsoft Development Centers](#) support

Market Development

- ✓ Leverage the [Cloud Ascent](#) to run a **Telemarketing** activity targeting the *Act Now* accounts in your customer base.
- ✓ Customer and Reseller-facing **Events, Seminars and bootcamps**
- ✓ Internal **Incentives & SPIFFs** – use Co-op to fund defined sales SPIFFs to support Better Together campaigns
- ✓ **Proof of Concept** – use Co-op to fund PoC's for specific customer opportunities

Partner Skilling

- ✓ **High Volume Practice Program** – build your repeatable offering and train your team
- ✓ **Microsoft AI Cloud Partner Program** participation – pay your annual enrollment fee for benefits packages and become a Solutions Partner for Business Applications.
- ✓ **Microsoft exams and tuition** – use Co-op for exams required to attain BizApps related MPN Competencies
- ✓ **Customer and Reseller-facing Events, Seminars and bootcamps**
- ✓ Use Co-op to fund **third parties training** session dedicated to Dynamics 365 and copilot for existing or new hired. Leverage the [Reskill](#) program

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FY25H1 CSP Co-op Usage Recommendations / Best Practices

Partners should work closely with Microsoft PDMs and PMMs in their region to align GTM plans, activities, and spend to drive maximum usage and impact

Modern Work	Security	Business Apps	Azure
<ul style="list-style-type: none"> Lead with Copilot for Microsoft 365 and the functional role-based Copilots to acquire new-to-M365 customers across small, medium and larger companies, selling M365 suites or standalones such as Teams Essentials. Upsell to Microsoft 365 Business Premium (BP), M365 E3 and E5 and attach Teams Premium, Teams Phone and Microsoft Teams Rooms Expand your business portfolio with Viva, Windows 365 and Frontline Worker. 	<ul style="list-style-type: none"> Upsell to Microsoft 365 E5 through security value and attach Microsoft Sentinel Expand Copilot for M365 opportunity with Data Security to prepare customer for AI journey Acquire new customers with Microsoft Defender for Business in SMB Upsell to Business Premium and Microsoft 365 E5, and attach Microsoft Defender for Business to all SMB customers 	<ul style="list-style-type: none"> Win new customers driving urgency to buy AI-powered business applications solutions and elevate its Better Together value proposition with collaboration and productivity solutions Double your customer adds capacity by delivering repeatable offering at scale <ul style="list-style-type: none"> Expand into next applications – sell additional applications and cross-sell Microsoft solutions Migrate customers to the Cloud – help customers accelerate their transition to the cloud 	<ul style="list-style-type: none"> Infrastructure: Migrate to Innovate with focus on Majors and SMC; Every migration needs to be a secure migration; Win SAP RISE in SMC; and Capture market moment with AVS Data & AI: Enable customer AI Transformation by bringing together the full capability of Azure AI platform; Help customers accelerate the value derived from their data and future proof their data estate Digital & App Innovation: Drive AI Design Wins through app modernization and building new AI-infused apps; Adopt GitHub Copilot as Customer zero and drive Developer tools & GitHub Copilot ACR All: Grow Technical and Sales Capacity & Capability

<p>Demand Generation Category A: >\$50K = 30%</p> <p>Category B: \$20K-\$50K = 20%; <\$20K = 20%</p>

<ul style="list-style-type: none"> ✓ Social Media Marketing across Modern Work sales plays, especially Copilot for Microsoft 365, functional role-based Copilots, Teams Essentials and Microsoft Defender for Business (SMB Solution Plays;)) ✓ Multi-touch Digital Campaign for Modern Work offers, especially for new acquisition motions (SMB Solution Plays;)) ✓ Best Practice Development for Copilot for Microsoft 365, functional role-based Copilots, Teams Essentials, Viva, Windows 365, Frontline Worker ✓ Secure Productivity

<ul style="list-style-type: none"> ✓ Launch partner-ready, digital campaigns to drive leads for your services and Microsoft Security solutions: <ul style="list-style-type: none"> • Defend Against Cybersecurity Threats 6-week automated digital campaign • Defend Against Cyber Security Threats downloadable, customizable, campaign • Data Security 6-week automated digital campaign • Data Security downloadable, customizable campaign • Modernize Security Operations 6-week automated digital campaign • Modernize Security Operations downloadable, customizable campaign ✓ Run social media marketing across the Security solution plays ✓ Drive targeted marketing campaigns for Microsoft Defender for Business and attach to Business Basic/Business Standard customers

<ul style="list-style-type: none"> ✓ Market/promote a Business Applications packaged solution with copilot/AI ✓ Multi-touch Digital Campaign – use Co-op to execute digital marketing activities and generate demand leveraging the latest and greatest Digital Marketing Content. ✓ Business Applications Migration, App and Copilot/AI services : Microsoft Development Centers support

<ul style="list-style-type: none"> ✓ Launch partner-ready, digital campaigns to drive leads for your services and Microsoft Azure infrastructure solutions. <ul style="list-style-type: none"> • PMC: Infrastructure Solution Play Marketing Campaigns • PMC: Data and AI Solution Play Marketing Campaigns • PMC: Digital and Application Innovation Solution Play Marketing Campaigns ✓ Set-up of a technology demo for the Azure scenario using On Demand Content: <ul style="list-style-type: none"> • Azure Demos – DMC ✓ Best Practice Development - to fund promotion of Azure focused best practice

<p>Market Development Category A: >\$50K = 60%</p> <p>Category B: \$20K-\$50K = 50%; <\$20K = 30%</p>

<ul style="list-style-type: none"> ✓ Customer seminars and bootcamps to execute the CSP Briefings ✓ Customer offer focused on Copilot for Microsoft 365, functional role-based Copilots, Teams Essentials, Business Premium, or Microsoft 365 suites ✓ Sales SPIFF focused on Customer add growth, Copilot for Microsoft 365, M365 E3 or E5, or Business Premium; ✓ On-site champ with campaign focus on Copilot for Microsoft 365, functional role-based Copilots, Teams, M365 E3 or E5, or Business Premium ✓ Proof of concept for Windows 365 in existing (BP, ME3, ME5) customers

<ul style="list-style-type: none"> ✓ Customer seminars and bootcamps to execute the SMB Workshops; E3 offer ✓ Sales SPIFF for Security, Compliance & Identity ✓ Customer Offer for managed security agreements focused on Microsoft Security, Compliance, & Identity products ✓ On-site Champ focus on Security, Compliance, and Identity sales and marketing projects

<ul style="list-style-type: none"> ✓ Leverage the Cloud Ascent to run a Telemarketing activity targeting the Act Now accounts in your customer base. ✓ Customer and Reseller-facing Events, Seminars and bootcamps ✓ Internal Incentives & SPIFFs – use Co-op to fund defined sales SPIFFs to support Better Together campaigns ✓ Proof of Concept – use Co-op to fund PoC's for specific customer opportunities

<ul style="list-style-type: none"> ✓ Events: Deliver customer seminars and bootcamps ✓ Outreach: Use Cloud Ascent to run a Telemarketing activity targeting the Act Now accounts in your customer base. ✓ Pre-Sales: Use Co-op to fund Proof of Value (POV) engagements for specific Azure customer opportunities ✓ Internal incentives and SPIFFs: Use Co-op to fund defined sales SPIFFs to support campaigns ✓ On-site Champ: Use Co-op to fund specialists to manage and accelerate specific Azure focused sales and marketing projects that drive consumption

<p>Partner Skilling Category A: >\$50K = 10%</p> <p>Category B: \$20K-\$50K = 30%; <\$20K = 50%</p>

<ul style="list-style-type: none"> ✓ Microsoft Exams and Certifications for Microsoft 365, Teams (MS-700) and Security (MS-500) ✓ Internal Training & Floor Days on hero offers: Teams, Viva, Windows 365, Frontline Worker, and premium products ✓ On-demand Training on Microsoft 365 hero offers: Teams, Viva, Windows 365, Frontline Worker, and premium products and the Level Up: CSP trainings with digital series live and on demand for partners

<ul style="list-style-type: none"> ✓ Microsoft Exams and Certifications for employee's technical certification on Security, Compliance, and Identity ✓ Leverage the Cloud Ascent to run a Telemarketing activity targeting the Act Now accounts in your customer base

<ul style="list-style-type: none"> ✓ High Volume Practice Program – build your repeatable offering and train your team ✓ Microsoft AI Cloud Partner Program participation – pay your annual enrollment fee for benefits packages and become a Solutions Partner for Business Applications. ✓ Microsoft exams and tuition – use Co-op for exams required to attain BizApps related MPN Competencies ✓ Customer and Reseller-facing Events, Seminars and bootcamps ✓ Use Co-op to fund third parties training session dedicated to Dynamics 365 and copilot for existing or new hired. Leverage the Reskill program

<ul style="list-style-type: none"> ✓ Microsoft exams & tuition: Use for exams req'd to attain: <ul style="list-style-type: none"> • Azure related MAICPP Solution Designations • Azure Specializations: <ul style="list-style-type: none"> • Infrastructure • Data & AI • Digital & App Innovation ✓ On-demand Training: To help develop partner's sales and technical expertise on Azure ✓ Internal Training & Floor Days: Partner facing/sales rep readiness on Azure

FY25 SMB Co-op guidance - Strategy By Partner Type / Solution Area

	Azure Data & AI	Azure Infra	Business Applications	Modern Work	Security	
Co-op Spend Allocation	40%		15%	25%	20%	
Solution Plays Hero Products	Unify your Intelligent Data and Analytics Platform Microsoft Fabric Power BI Pro/Premium	Migrate and Secure Win Server and SQL Server and Linux Estate Windows Server VMs SQL Server on Azure VMs Azure SQL Managed Instance Azure SQL Database Defender for Cloud Azure VMware Solution (AVS) Azure Arc; Linux VMs Azure Database for PostgreSQL	Scale Business Operations Business Central	Secure Productivity M365 Business Standard (acquisition) M365 Business Prem or E3 (upsell) Copilot for Microsoft 365 Modernize with Surface	Threat Protection ME5/E5 Security Migrate and Secure Win Server and SQL Server and Linux Estate Defender for Cloud Secure Productivity M365 Business Prem/M365 E3	Scale Solution Partner (LSP/Direct) CSP Indirect Provider CSP Indirect Reseller
Program Offerings & Campaigns	Campaign in a Box Customer Targeting Lists (Cohorts) Fabric Trial Analytics Migration Accelerator, CSU Cloud Migration Factory Solution Assessments for Fabric Level Up (Partner Skilling)	Campaign in a Box Customer Targeting Lists (Cohorts) Multi customer Briefings Azure Migrate and Modernize Partner Led Migration POC; Cloud Migration Factory Level Up (Partner Skilling)	Campaign in a Box Scenario-targeted Campaign in a Box Customer Targeting Lists (Cohorts) SMB Briefings Level Up (Partner Skilling)	Campaign in a Box Customer Targeting Lists (Cohorts) Partner Ready Solution Assessments CSP Briefings Level Up (Partner Skilling)	Campaign in a Box Customer Targeting Lists (Cohorts) Multi-Customer Briefings (MCB) Rapid Security migration: Solution Assessments (Self-service, Cloud Security and Secure Migration Assessment) E3/E5 Customer Accelerator Level Up (Partner Skilling)	Scale Solution Partner (LSP/Direct) CSP Indirect Reseller
MAICPP Offerings & Campaigns	Level Up (Partner Skilling) Campaign in a Box Customer Targeting Lists (Cohorts) Fabric Trial Solution Assessments for Fabric	Level Up (Partner Skilling) Campaign in a Box Customer Targeting Lists (Cohorts) Multi customer Briefings Migration POC; Cloud Migration Factory	Level Up (Partner Skilling) Campaign in a Box Scenario-targeted Campaign in a Box Customer Targeting Lists (Cohorts) SMB Briefings	Level Up (Partner Skilling) Campaign in a Box Customer Targeting Lists (Cohorts) Partner Ready Solution Assessments CSP Briefings	Level Up (Partner Skilling) Campaign in a Box Customer Targeting Lists (Cohorts) Multi-Customer Briefings (MCB) Rapid Security migration: Solution Assessments (Self-service, Cloud Security and Secure Migration Assessment)	CSP Indirect Provider

FY25 Co-Op Resources

1. [Co-op Collection](#)
2. [How to Earn Co-Op](#)
3. [View Earned, Claimed, & Remaining Co-Op](#)
4. [Modern Commerce Incentives](#)
5. [Modern Commerce Incentives Office Hours Registration](#)



Partner Skilling Update

Ramanan Arunachalam

Global Director – Partner Skilling

Partner Audience: All
#Skilling #CrossSolution #Maicpp



[\(25\) Ramanan Arunachalam | LinkedIn](#)

Develop. Sell. Grow.

GPS Skilling Anchor Framework (all Solution Areas, all Mainstream Solution Plays)

Grow Partner Technical and Sales Capacity & Capability

Microsoft 365

Migrate

Copilot on Every Desk

AI Design Win With Every Account

Cyber Security Solution for Every Customer



Certification Enablement

Support Partner MAICPP Designation & Spec. capacity

Enable technical proficiency in Microsoft Cloud Services to help Partners develop the **baseline skills** needed to build practice & solutions.



Project Ready/Deployment

Enable partner Practice/Delivery teams to accelerate deployment capability

Enable Developers, Solution Architects & Data Scientists with **advanced design & deployment capability** for real-world scenarios.



Sales Enablement

Enable partner Sellers to sell more effectively

Enable partner Sellers to sell more effectively through **demonstrating and landing Solution Play value.**



Technical Pre-Sales Enablement

Enable partner Tech Sellers to build a practice or solution

Enable Tech sellers to act as SMEs influencing a sale via in-depth product demos and answering RFP technical questions.

Improve deployment efficiency & time to value

Accelerate sales lead cycle success

Primary
Levers

ESI, 1:Many In-Person, 1:Many Virtual, MS Learn, On-Demand/LevelUp, GPS Skilling Desk, GPS Concierge Desk, MPL FAR Capacity Model, PIAD/ OneApp, GPO Marketing, GPS Enablement Insights

GPS Skilling Offerings (all Solution Areas, all Mainstream Solution Plays)

	Partner Skilling Offerings		GSI/ Ent. SI	MPL-SI	Channel/ All-Partner	ISV
Microsoft LevelUp (On-Demand)	Sales and Pre-Sales Skilling Courses available anytime. Assessments/Badges. Localized.	Mainstream Solution Plays	ESI Base Offer	ESI Base Offer	*PAYG	PAYG
	Project Ready Workshops Courses available anytime. Assessments/Badges. Hands-on-Labs. Localized.	Mainstream Solution Plays	ESI Base Offer	ESI Base Offer	PAYG	PAYG
	Microsoft Cloud Executive Enablement Series: Leaders & experts discussing the latest cloud trends and technologies	All Solution Areas	X	X	X	X
Live Virtual	Sales & Pre-Sales Bootcamps Point in time delivery. 1:many virtual. Localized.	Mainstream Solution Plays	X	X	X	X
	Private Pre-Sales Bootcamps Point in time delivery. 1:few. Localized.	Mainstream Solution Plays	X	-	-	-
	Certification Week for MAICPP (Global & Area Deliveries Aligned to MAICPP FRA Capacity Model) Point in time delivery. 1:many virtual. Labs. Interpermeate/Advanced Cert. Localized.	All Solution Areas	X	X	X	X
	Project Ready Workshops Point in time delivery. 1:many virtual. Hands-on-Labs. Localized.	Mainstream Solution Plays	X	X	X	X
	Project Ready Workshops: ESI/Open Enrolment for MAICPP Specialized or JumpStart for M365 Point in time delivery. 1:few virtual. Hands-on-Labs. Localized.	AI, Security, Copilot M365, Migrate	X	X	X	-
	Project Ready Workshops: Consumption Led Skilling Field / Partner driven signal to unblock Customer projects with MSX ID. Localized.	AI, Security, Copilot M365, Migrate, Fabric, BizApps, GitHub	X	-	-	-
	Skilling, Surge and AI Innovation Days (12 cities, aligned with AI Tour) Point in time delivery. 1:Many. Single partner delivery. Certification, Sales/Pre-Sales, Project Ready. Localized.	All Solution Areas Mainstream Solution Plays	X	-	-	-
In-Person	Regional Project Ready Workshop (e.g. Americas): Targeted – Azure Innovate, JumpStart, Cyber Innovate (120 cities) Point in time delivery. 1:many virtual. Hands-on-Labs. Localized.	Security, Copilot M365, Migrate, Fabric	X	X	-	-
	AI Partner Training Days: Targeted: MPL-SI and GISVs Point in time delivery. 1:many virtual. Hands-on-Labs. Localized.	AI, Copilot M365, Security	X	X	-	X
ESI	ESI Skilling Benefits (~1.8K MPL-SI & JumpStart) Three tiers: Standard (Base Offer 1.2K Partners), Specialized (Project Ready Add-on 600 partners), Signature (GSI/GCS, Ent. SI)	All Solution Areas AI, Security, Copilot M365, Migrate	X	X	-	-



Skilling | New Offers

A Revamped Approach for FY25

FY24

New on-demand skilling platform

- Launched LevelUp for Microsoft Partners with sales, pre-sales, and technical training across all priority solution plays

SMB specific events

- SMB Sales Bootcamp
- SMB covered in Certification Weeks

Revamped for FY25

New Ambassador specific skilling

- New LevelUp learning paths designed for SureStep Ambassadors
- Dedicated Certification week to help strengthen your Microsoft Cloud Solutions Foundations

New In-a-Box skilling offering to provide resellers with skilling opportunities, including learning journeys

New MAICPP Certification Weeks focused on SMB path for Solution Partner designations

Continue SMB Sales Bootcamp

- Focus on all FY25 SMB solution plays

NEW: LevelUp to SureStep Ambassador Sales Champion

Develop and grow your career: Successfully complete Part A, Part B, & Pitch Perfect to receive Sales Champion Badge
12-month free access to LevelUp

PART A

Achieve Microsoft Cloud Proficiency		Criteria & Knowledge Check
Criteria 1	Security: SC-900: Microsoft Security, Compliance, and Identity Fundamentals	4hr Instructor led or Self-Directed 1. Attend Certification Week 2. Complete Practice Exam* 3. Upload Credly Badge
Criteria 1	Azure Infra: AZ-900: Microsoft Azure Fundamentals	4hr Instructor led or Self-Directed 1. Attend Certification Week 2. Complete Practice Exam* 3. Upload Credly Badge
Criteria 1	Azure Fabric: AZ-900: Microsoft Azure Fundamentals	4hr Instructor led or Self-Directed 1. Attend Certification Week 2. Complete Practice Exam* 3. Upload Credly Badge
Criteria 1	Modern Work: MS-900: M365 Fundamentals	4hr Instructor led or Self-Directed 1. Attend Certification Week 2. Complete Practice Exam* 3. Upload Credly Badge
Criteria 1	Business Central: Learning Path	Self-Directed 1. Complete learning path 2. Complete Knowledge Check

PART B

Achieve Sales Champion Recognition		Criteria & Knowledge Check
Criteria 2	Security: Security Sales Bootcamp Learning Path	Live or Self-Directed 1. Attend Bootcamp Training 2. Complete Knowledge Check 3. Pitch Perfect Submission
Criteria 2	Azure Infra: Learning Path	Self-Directed 1. Complete LevelUp learning path 2. Complete Knowledge Check 3. Pitch Perfect Submission
Criteria 2	Azure Fabric: Learning Path	Self-Directed 1. Complete LevelUp learning path 2. Complete Knowledge Check 3. Pitch Perfect Submission
Criteria 2	Modern Work: CSP Bootcamps Learning Path	Live or Self-Directed 1. Attend Bootcamp Training 2. Complete Knowledge Check 3. Pitch Perfect Submission
Criteria 2	Business Central: Learning Path	Self-Directed 1. Pitch Perfect Submission

* Free MS Learn exam voucher provided on completing practice exam via LevelUp

Skilling-in-a-Box for Disti/IPs | Coming soon!

What is Skilling-in-a-Box

Skilling-in-a-Box (SiaB) brings together essential skilling offerings and Go-to-Market resources by Microsoft Cloud Solution Areas into one easy-to-use toolkit. Each SiaB equips Distributors and Indirect Providers with the necessary tools to help grow their reseller channels' capacity and capabilities.

Coming
in
October

Empowering Resellers skilling journey

- Accelerate skilling activation by leveraging Microsoft Partner skilling offerings, accelerating their growth and proficiency.
- Solution Play specific learning journeys to boost sales and technical expertise, driving sells and implementation of Microsoft solutions
- Drive engagement with resellers with ready-to-use marketing assets

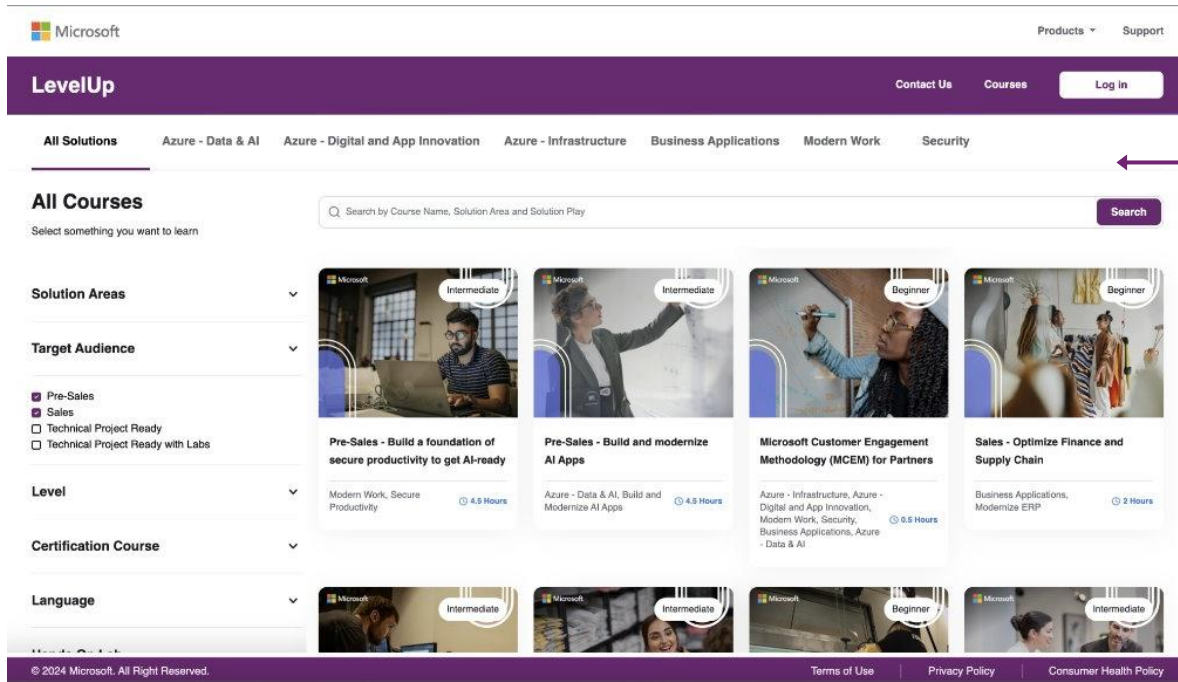
Promotional Kit: Asset List

Promotional Asset	Purpose	Delivery Method
SMB Reseller Playbook	An all-up guide offering an in-depth overview of all skilling opportunities for SMB resellers	PDF linked in promotional kit
SMB Reseller Skilling Cheat Sheet	This one-page document provides easy access to all the learning resources available to SMB resellers	PDF linked in promotional kit
SMB Reseller Learning Journey	The learning journey lines out the path to advanced skilling based on specific roles	PDF linked in promotional kit
To SMB Reseller Email	Use this email to communicate the value of skilling and share go-to resources with SMB Resellers	.OFT and Word doc linked in promo kit
To SMB Reseller Newsletter Blurb	Short blurb to use on owned channels (e.g., Teams, newsletter) to encourage SMB Resellers to participate in skilling opportunities	Text included in promotional kit

Microsoft LevelUp

➤ For all LevelUp feedback and support:
LevelUpHelp@technofocus.com

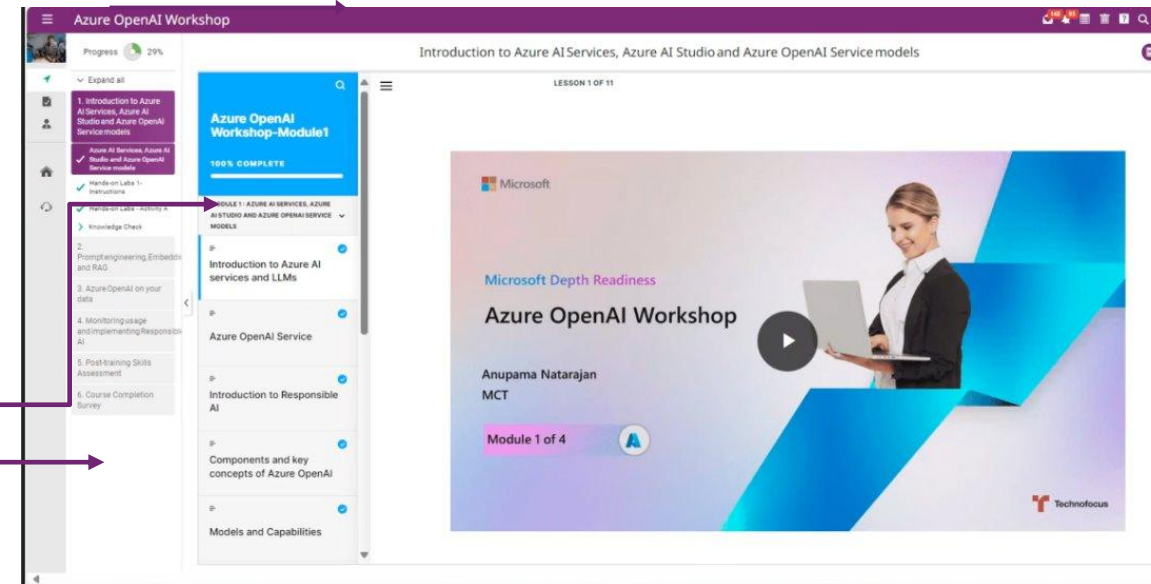
What LevelUp learner can expect:



Visual course catalog with intuitive search for all solution areas

Built-in SCORM content, on-demand videos, and interactive content

Follow up hands-on lab activity*



*for courses with lab access

ESI Free Offer: activate your free LevelUp account

➤ For all LevelUp feedback and support: ESIPartnersprogram@microsoft.com

LevelUp is a new benefit for all ESI partners.

- Each ESI partner will be granted a total of 50 learner seats
- Every seat can also access one technical hands-on-lab
- Seats will be valid until July 1, 2024
- Partners can also purchase additional seats and hands-on-labs

The course limit breakdown per partner organization:

Sales courses	No limit
Pre-sales courses	No limit
Technical project ready courses (no labs)	No limit
Technical project ready courses (with labs)	1 per person

User experience

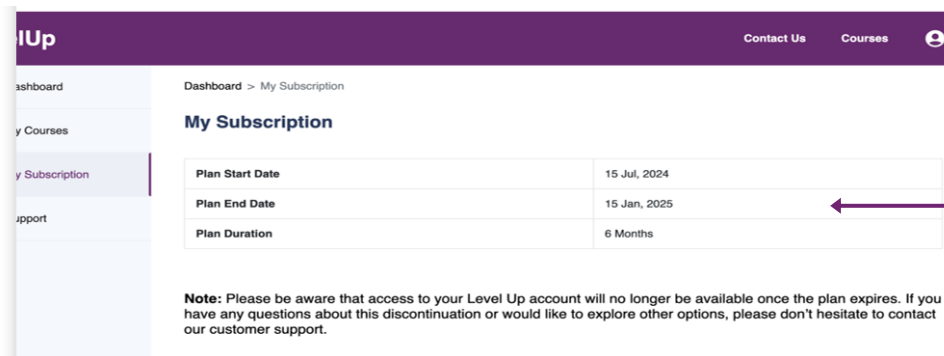
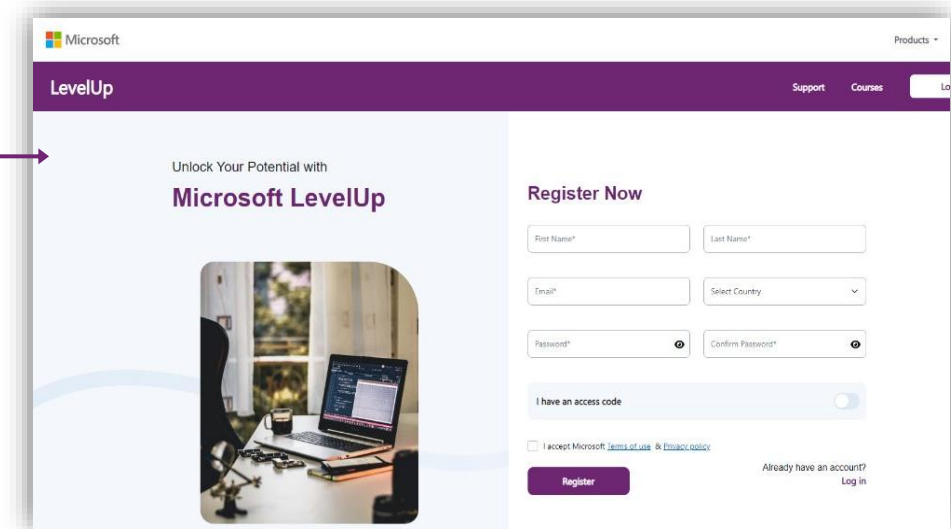
- ESI partners register with valid email
- Maximum of two active enrollments at any given time and one hands-on-lab per seat
- Once a course is completed, learner can enroll in another course
- Learners have 30-days to complete their two courses and hands-on-lab
- After 30-days the learner's account is deactivated and archived to make way for a new learner
- Accounts that have been inactive for 35-days and not completed a course will be deleted
- Learners can re-register after 30-days assuming there are available seats under the 50-seat allocation

The image displays two screenshots of the Microsoft LevelUp user interface. The top screenshot shows the 'Verify your email address' page, which includes a text input field for a verification code and a 'Submit' button. A purple callout box labeled 'Email validation' points to this page. The bottom screenshot shows the 'My Subscription' page, which displays a table with subscription details: Plan Start Date (15 Jul, 2024), Plan End Date (15 Jan, 2025), and Plan Duration (6 Months). A purple callout box labeled 'My Subscription page' points to this page. A note at the bottom of the subscription page states: 'Note: Please be aware that access to your Level Up account will no longer be available once the plan expires. If you have any questions about this discontinuation or would like to explore other options, please don't hesitate to contact our customer support.'

Paid Subscription: Non-ESI

Activating your LevelUp paid subscription learner experience

- Organization learners use their unique to org code to access the LevelUp portal
- Each learner seat can have a maximum of two active course enrollments at any given time
- Hands-on-Labs are purchased separately; learners can have two labs only at any given time
- After 30-days the learner's account is deactivated & archived to make way for a new learner
- Learners can re-register after 30-days assuming there are seats available under the org seat allocation
- Orgs have flexibility to purchase seat capacity to scale up to meet their immediate skilling needs



You can view your subscription plan details in the "My Subscription" tab, which displays the account expiration date, and limits to sales, pre-sales, and technical hands-on courses.

LevelUp paid subscription

How it works

1. Use enrolment QR code to order your additional seats and technical labs (seats are valid for 12-months from activation date)
2. The Technofocus team will contact you directly and process your order
3. Once your organization is subscribed, you will receive email notification with access code
4. Learners use this access code to register/access to the LevelUp portal [here](#)



Base Package

1. Base price @ USD 20/user/year

What's included

1. 12 months access to the platform
2. Code-free access to
 - Sales
 - Presales
 - Project Ready technical courses without hands on labs



Base + Labs package

1. Base price @ USD 20/user/year
2. Hands on labs @ USD 35/lab execution

What's included

1. 12 months access to the platform
2. Code-free access to
 - Sales
 - Presales
 - Project Ready technical courses without hands on labs
3. Access to Project –ready courses with hands on labs based on provided access code(s)

Microsoft LevelUp | Pay-as-you-go
| Request Form



Microsoft AI Partner Training Days | FY25 Overview

Overview

12 in-person, 1-day events alongside AI Tour (October – March)

- Create a unique “AI moment” for local teams and partners around AI Tour
- Designed to educate Services partners on the latest Microsoft AI strategy, GTM offerings, and increase AI deployment capabilities.

Objectives / Priorities

Thought Leadership – Increase the perception of Microsoft as the leading authority in AI – an innovator with a differentiated tech stack complemented by a robust GTM ecosystem to support partner success

Education & Training – Education is key to partners on Microsoft technologies, increase engagement with skilling and certification

Connection with Microsoft – Connect partners with Microsoft executives and experts through sessions and ancillary meetings and experiences

Target Audiences

Services partners – focus on Azure Specialized

- Sales (40%)
- Technical (60%): Developers, Architects

Target Attendance

- 6000-12000 partner attendees (500-1000 per event)

Learnings from FY24 events

- **Keynote:** Leverage AI Tour content and highlight locally-relevant use-cases and win-stories to drive enthusiasm
- **Sales content:** Deep focus on ‘how to sell’ topics such as field-sourced insights on how to open conversations, identify use-cases, overcome objections and respond to competitive situations
- **Technical content:** Attendees value product demos and hands-on sessions to learn about the latest AI services and best practices for implementation
- **Connection:** Opportunities to connect with Microsoft experts, including executives, across product and GTM, to drive partner interest

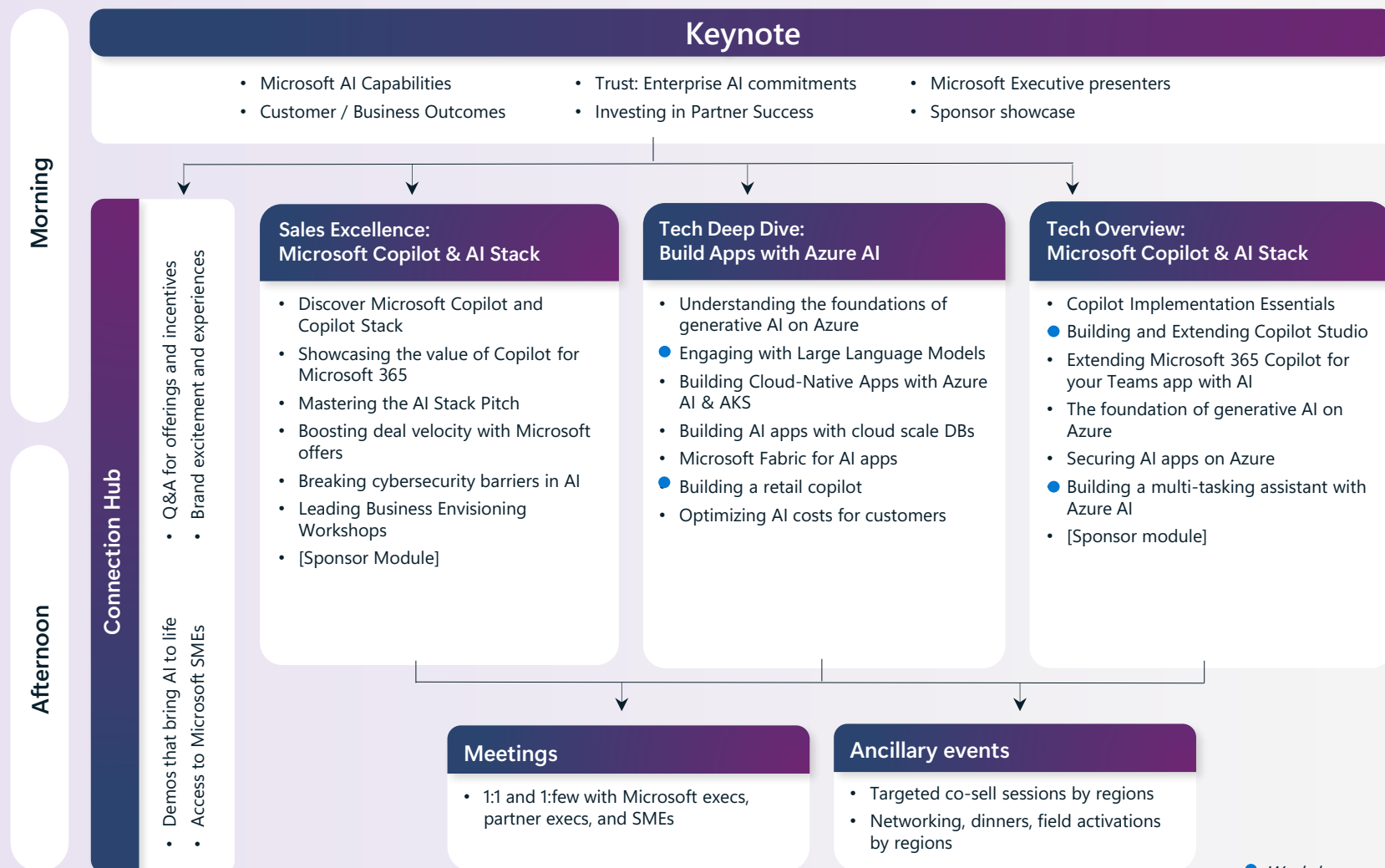
Microsoft AI Partner Training Days | Audience Experience

Collaboration between GPS Partner Skilling & Azure Product Marketing

LOCATION	AI TOUR	AI PARTNER TRAINING DAY*
Mexico City	Sep 24	Oct 2
São Paulo	Sep 26	Oct 7
Paris	Oct 22	Oct 23
Berlin	Oct 24	Nov 7
Toronto	Dec 3	Dec 2
Sydney	Dec 11	Dec 10
Johannesburg	Jan 23	Jan 22
New York City	Jan 30	(In progress)
Mumbai	Feb 24	Feb 18
London	Mar 5	Mar 4
Seoul	Mar 26	Mar 19
Tokyo	Mar 27	April 3

*An additional location in Americas may be added / replace Tokyo

Agenda-at-glance | 12 cities, 500 attendees per event



Example: Operationalizing GPS Skilling Offerings to Support New Copilot Extensibility

Goal	Title/Format	Partner Target	Skilling Outcomes to Drive Success	Dates & Registration	
Build mindshare (Targeted)	AI Partner Roadshow 1 Day / 8 Hours (in person, w/ labs)	GSIs/SIs Azure Specialized Copilot Jumpstart	Success = drive Copilot sales and faster Copilot deployment and time to value 1. Functional GTM 2. Copilot Extensibility 3. Copilot Stack Deployment	<ul style="list-style-type: none"> Mexico City, Oct 2 São Paulo, Oct 7 Paris, Oct 23 Berlin, Nov 7 Toronto, Dec 2 Sydney, Dec 10 Johannesburg, Jan 22 New York, TBD Mumbai, Feb 18 London, Mar 4 Seoul, Mar 19 Tokyo, Apr 3 <p>ms-ai-partner-training-day.com</p>	
	Regional In-Person Events 1 Day / 8 Hours (in person, w/ labs)	Regional top managed partners GSIs/SIs Azure Specialized Copilot Jumpstart	Success = faster extended Copilot deployment time to value 1. Copilot for M365 Extensibility 2. Copilot Studio Extensibility 3. Accelerate Copilot Studio Adoption	Americas <ul style="list-style-type: none"> Houston, Oct 8, Register Now Chicago, Oct 15, Register Now Ft Lauderdale, Oct 22, Register Now San Jose, Oct 29, Register Now Vancouver, Nov 5, Register Now Irvine, Dec 10, Register Now Asia <ul style="list-style-type: none"> Bengaluru, Oct 9, Register Now Kuala Lumpur, Nov 26, Register Now Tokyo, Dec 19, Register Now EMEA <ul style="list-style-type: none"> Copenhagen, Oct 23, Register Now Rome, Nov 20, Reg link coming soon Amsterdam, Dec 5, Register Now Riyadh, Dec 12, Register Now 	
Project Ready technical deployment and implementation (Targeted)	Copilot for Microsoft 365 Deployment & User Enablement Bootcamp (DW-101) 3 Day / 4 Hours (virtual, w/ labs) Hero technical training!	Regional top managed partners GSIs/SIs Copilot Jumpstart ESI	Success = faster Copilot deployment time to value 1. Get ready for Copilot 2. Deploy Copilot for M365 safely 3. Extend and customize Copilot for M365	<ul style="list-style-type: none"> 1:many virtual broadcast: Dec 3-5 & on demand, aka.ms/CopilotDepthBootcamp 1:few virtual deliveries via ESI starting in October, aka.ms/DW-101 	
	Copilot Business Value Bootcamp (DW-100) 3 Day / 4 Hours (virtual, w/ labs) Hero sales training!	Regional top managed partners GSIs/SIs Copilot Jumpstart ESI	Success = faster extended Copilot deployment time to value 1. Design, test and publish copilots safely 2. Leverage generative AI in Copilot Studio 3. Extend and manage copilots	<ul style="list-style-type: none"> 1:many virtual broadcast of "Better sell Copilot with Microsoft 365 Business Case Builder and More": Nov 5 & on demand, aka.ms/CopilotDepthBootcamp 1:many virtual broadcast of "Copilot Sales Bootcamp": Sep 24-26 & on demand, aka.ms/SalesEnablementHub 1:few virtual deliveries via ESI starting in October, aka.ms/DW-100 	
Scale through LevelUp/CSP & AI Halo	Virtual 1:Many	Regional top managed partners GSIs/SIs	Success = guide customers through the Build or Buy conversation 1. Build or Buy Competence 2. Copilot & Copilot Stack Extensibility	<ul style="list-style-type: none"> 1:many virtual broadcast of "Power your AI Transformation with Copilot and the Copilot Stack": Jan 21-23 & on demand, aka.ms/SalesEnablementHub 1:many virtual broadcast of "Build and extend AI-powered copilots with Copilot Studio": Sep 24-26, Dec 3-5, & on demand, aka.ms/CopilotStudioDepth & aka.ms/DW-102 1:many virtual broadcast of "Build or Buy? Driving customer conversations with Copilot and the Copilot Stack": Oct 15-17 & on demand, aka.ms/CopilotDepthBootcamp 	



Copilot Licensing

Shubham Choudhary

Partner Solutions GTM Lead - Modern Work (Copilot) SMC

Partner Audience: All

#Co-Sell #GoToMarket #Copilot #Licensing



 [Shubham Choudhary | LinkedIn](#)

Develop. Sell. Grow.

Microsoft's 3 types of GenAI Offerings

Use case



Buy: M365 Copilot
Internal use
Fits with a MSFT delivered Copilot
Fully managed

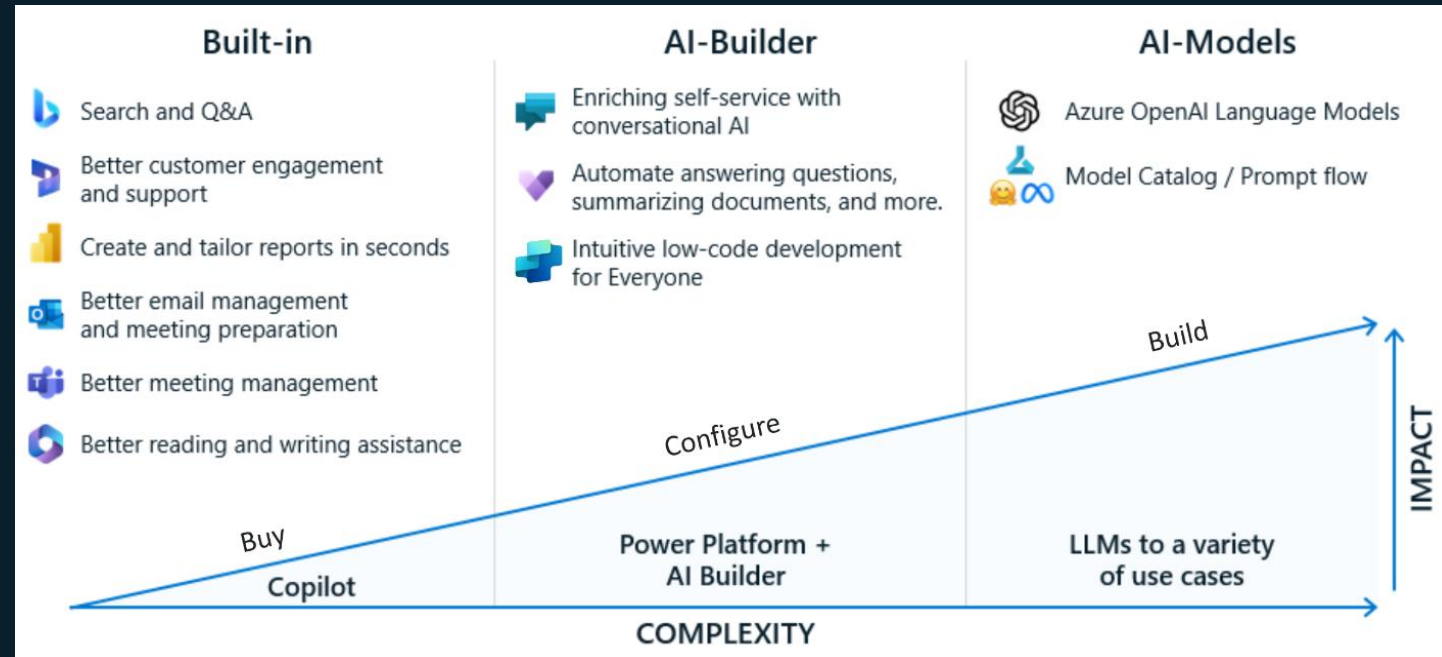


Configure: Copilot Studio
Internal use
Expand functionality of existing Copilot
Configure grounding and functionality



Build: Azure Open AI & GitHub Copilot
Internal + external use
Bespoke application
Full Control

We differentiate between 3 types of GenAI Offerings

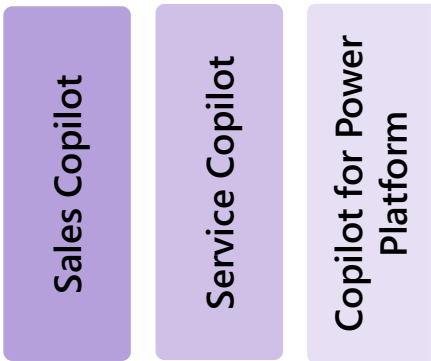


Copilots and Conversational AI

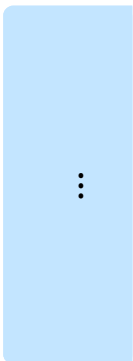
Microsoft 365
Conversational Experiences
for M365



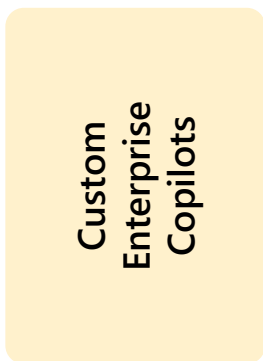
Biz Apps & Power Copilots
Conversational Experiences for
D365 and Power products



Other Microsoft
Copilots



Custom Copilots
Custom copilots and bots
for enterprises and third parties



Microsoft Copilot Studio
Extend and customize 1st party copilots | Build custom Copilots

Bot
Framework
/ SDK

Bot Service
Channels

Azure AI
Studio

Azure
Cognitive
Services

Power
Platform
Connectors

AI Builder

Announcements	Product/Area	Summary
Copilot Pages	BizChat	<ul style="list-style-type: none"> • Copilot Pages is a dynamic, persistent canvas designed for multiplayer AI collaboration. Pages are the foundation for new design system for work including creation, sharing, collaborative prompting, and grounding (9/16 GA)
Updates to Copilot in the M365 Apps	Excel	<ul style="list-style-type: none"> • Copilot in Excel GA has added support for structured data, tables, and conditional formatting, simplifying, expanded access to the formula library, and visualization control (9/16 GA) • Copilot in Excel with Python for advanced analysis without needing Python knowledge. (9/16 Public preview)
	PowerPoint	<ul style="list-style-type: none"> • Narrative builder for PowerPoint to guide Copilot in creating a deck. (9/16 GA) • Use brand manager to build decks from company templates (available) and automatically pull in company approved images from SharePoint Organization asset library (coming soon)
	Outlook	<ul style="list-style-type: none"> • Prioritizing your inbox with prioritization indicators and concise summaries to make it easy to stay on top of important information (Public preview in 2024)
	Teams	<ul style="list-style-type: none"> • Enhancing Copilot in meetings to be grounded not only on the transcript but also on the meeting chats. (9/16 GA)
	OneDrive	<ul style="list-style-type: none"> • Enabling Copilot to reason, summarize, and compare content without opening the files. (Sept GA)
	Word	<ul style="list-style-type: none"> • More grounding options like emails and meetings (Sept) to improve content creation • On-canvas suggested prompts to jumpstart content creation and iterate with Copilot on subsections of your document (9/16 GA)
Copilot agents	Copilot Studio	<ul style="list-style-type: none"> • Copilot agents automate and streamline processes (9/16 GA) • Agent builder gives anyone the ability to easily create an agent with specific subject-matter expertise—from a coach to a brainstorm partner to a field-service technician. (SharePoint will begin public preview in October)

UI for AI

Wave 2



Microsoft 365
Copilot



Announcing



Copilot in PowerPoint

with Narrative builder

Announcing



Copilot in Excel

with Python

Announcing



Copilot in Outlook

with Prioritize my inbox

Announcing



Copilot agents

Announcing

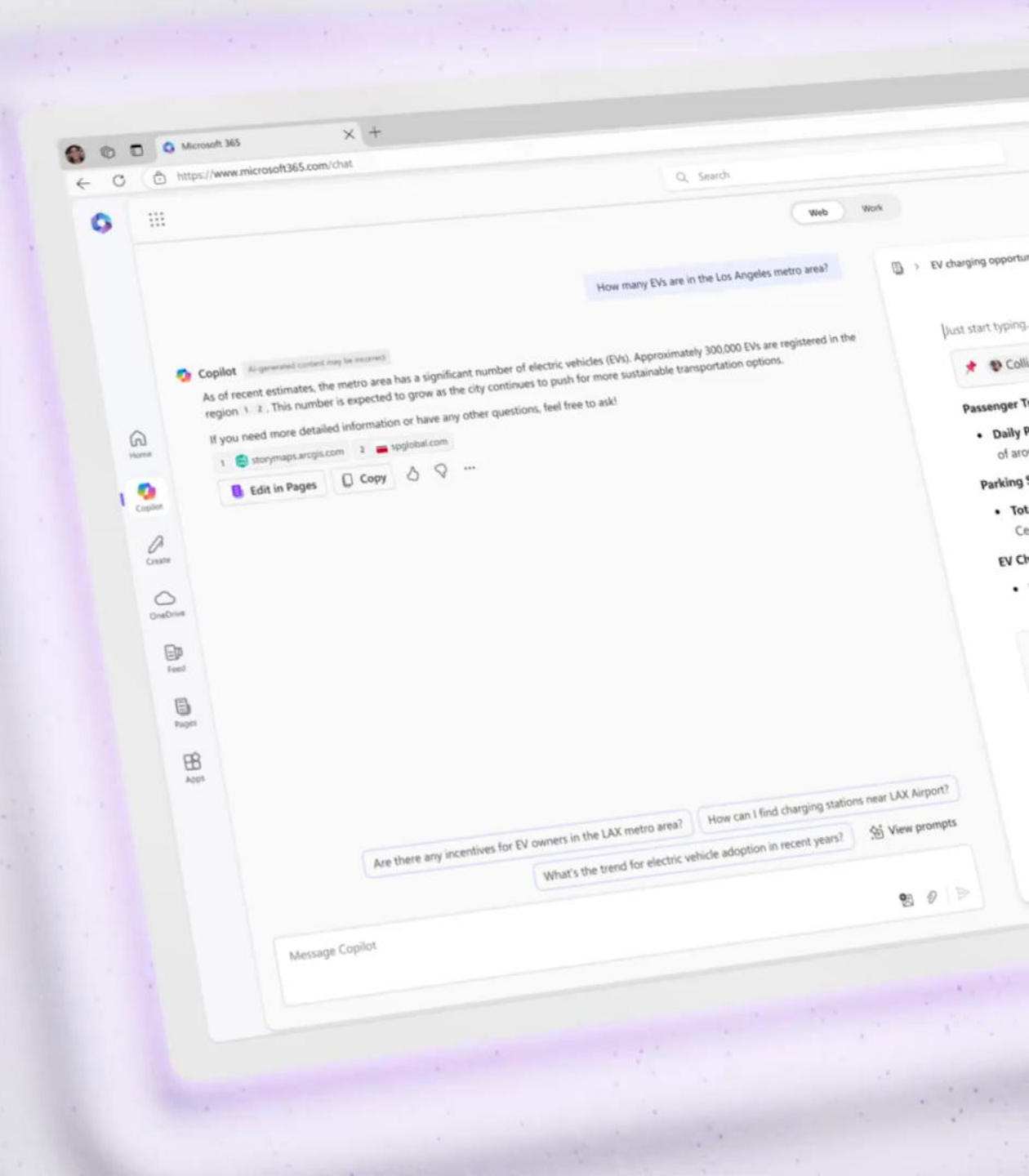


Copilot Pages

Generally available

Microsoft 365 Copilot

Copilot Pages in BizChat



Announcing



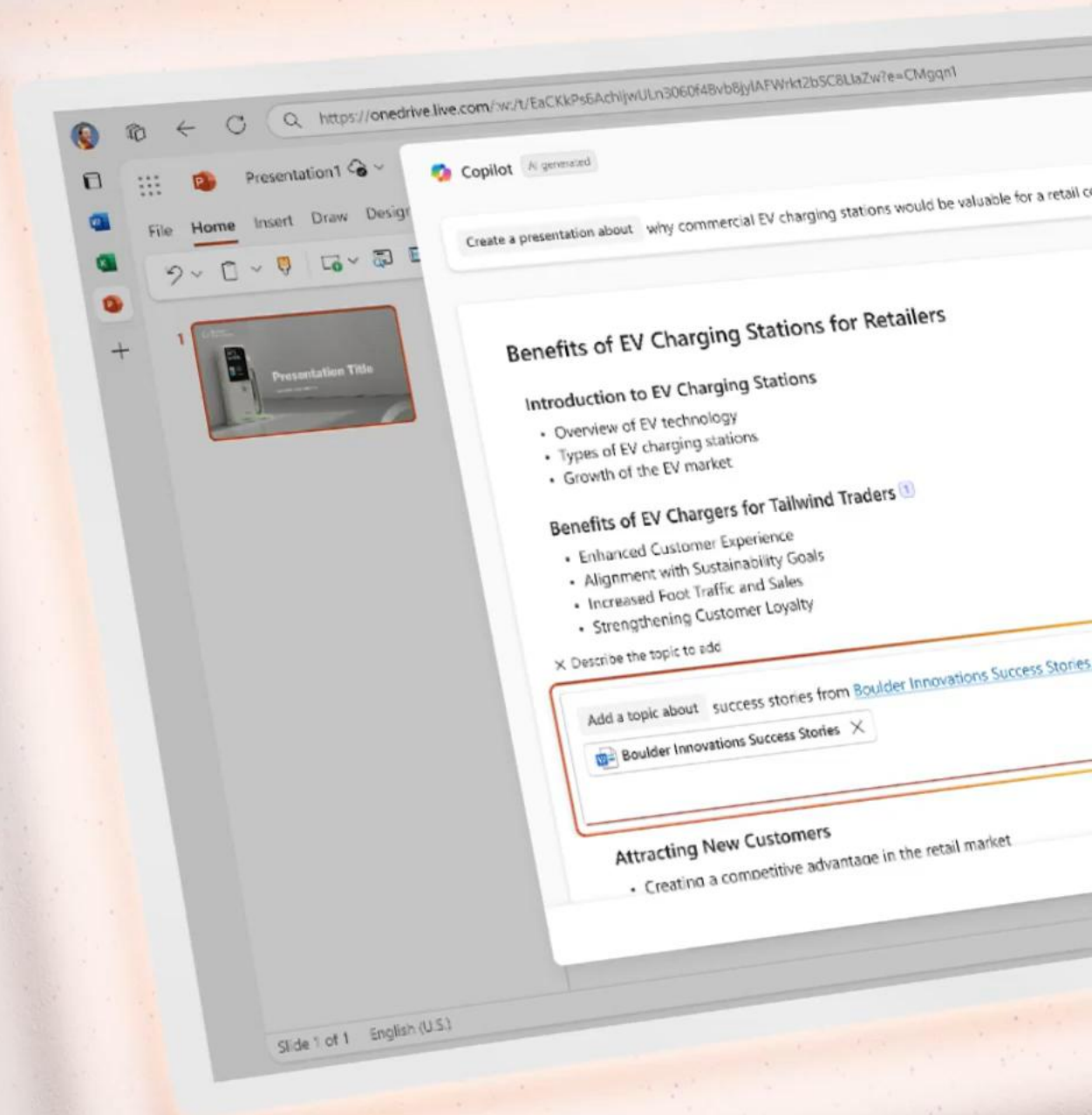
Copilot in PowerPoint

Narrative builder

Generally available

Microsoft 365 Copilot

Copilot in PowerPoint Narrative builder



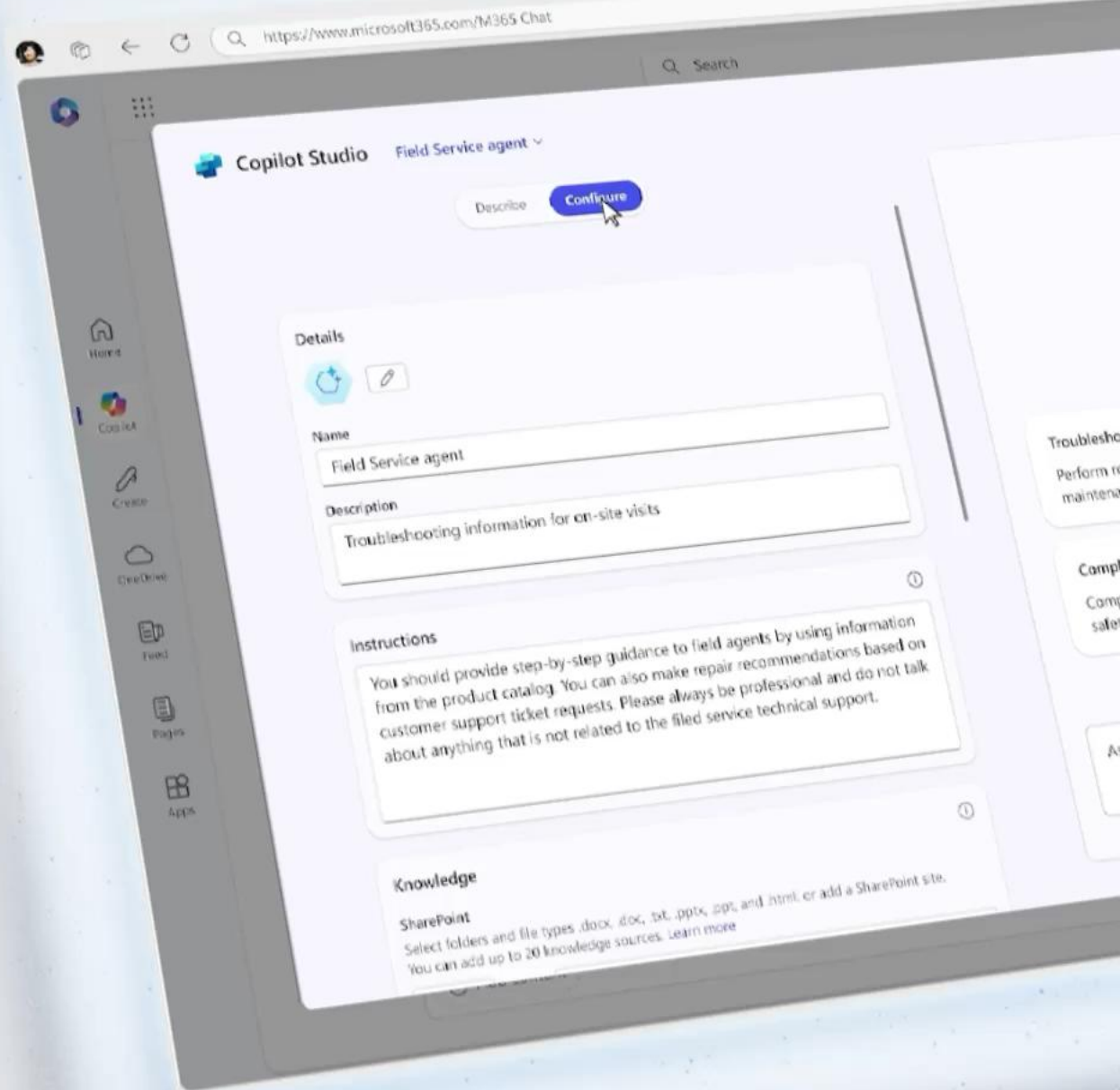
Announcing



Copilot agents

Generally available

Microsoft 365 Copilot Copilot Studio Agent builder





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



Microsoft Copilot Studio



Plans	RECOMMENDED MOTION Microsoft Copilot Studio \$200 per tenant/month	Copilot Studio Use rights included in	
		Copilot Studio in Copilot for M365* Use rights with Copilot for M365 licenses (\$30 per user)	Copilot Studio for Teams (was PVA for Teams) Use rights with <u>select</u> M/O365 licenses
The output you create is...	Your own standalone copilot	Plugins for Copilot for Microsoft 365	Teams chatbot
Available channels to publish your copilot/plugins	B2C - External channels (e.g., External Web, FB, WhatsApp etc.) B2E - Internal Channels (e.g., Internal Web, Teams, etc.)	Copilot for Microsoft 365 only	Teams channel/chat only
Messages/tenant/month	25,000 Messages ¹	Unlimited	Unlimited ² (Teams only)
Gen AI: AI-enabled conversations	● ^{3,4}	●	
Create plugins to customize Microsoft Copilot		●	
Build your own standalone copilot	●		
Create and iterate on copilot topics using expanded natural language capabilities ⁵	●		●
Power Automate for Copilot Studio cloud flows (Automated, instant, and scheduled flows) within the context of Copilot Studio creations	●	●	
<u>Standard</u> Power Platform connectors	●	●	●
<u>Premium</u> and <u>Custom</u> Power Platform connectors	●	●	
On premises and cloud services data transfer for Power Platform Connectors	●	●	
Dataverse for Copilot Studio	● ⁶	● ⁶	Dataverse for Teams
Managed Environments	● ⁷		

¹ Microsoft Copilot Studio messages are the common currency across Microsoft Copilot Studio capabilities. A billed message is a request or message sent to the copilot triggering an action and/or response. Examples: a) User asks copilot when a store is open, and copilot replies with store hours = 1 billed message b) Copilot proactively greets the user on a website = 1 billed message, c) User asks copilot for store hours for the upcoming holiday, copilot responds using GenAnswers = 2 billed messages

² Messages in Microsoft Copilot for Teams are unlimited per tenant/month. A service limit of 10 sessions per user/24 hours across all bots in a tenant will be enforced. See [Quotas, limits, and configuration values](#) for more information.

³ Message Consumption rates: 1) Regular (Non-generative AI) = 1 message, 2) Generative AI (Gen AI) answers over your data = 2

messages. Customers can use a mix of regular and Generative AI messages.

⁴ More information on Generative Answers capability can be found [here](#).

⁵ See [Create with Copilot](#).

⁶ Dataverse for Microsoft Copilot Studio default capacities: Dataverse Database 5 GB, Dataverse File 20 GB, Dataverse Log 2 GB

⁷ When [Managed Environments](#) is activated in a specific environment, all Power Apps, Power Automate, Microsoft Copilot Studio, and Power Pages usage in that environment requires full licenses.

*Currently in Public Preview

Scenarios examples from different license type

		Copilot Studio Use rights included in	
Plans	Microsoft Copilot Studio	Copilot Studio in Copilot for M365	Copilot Studio for Teams
Price	Capacity Pack \$200 per tenant/month for 25k messages	Included in \$30 M365 Copilot SKU per user per month	Light seeded license with select M/O365 license
Pre-reqs	No	ME3/ME5	Select M/O365
Output	Your own Copilot	Plugins for Microsoft Copilot	Teams Chatbot
Example Scenarios	<p>Host your own copilot on any channel for employees:</p> <ul style="list-style-type: none"> • HR Copilot on SharePoint to help with onboarding, benefits etc. • IT Services copilot on custom IT employee website. <p>Customer facing copilots on web, social media etc.:</p> <ul style="list-style-type: none"> • Account Management • Order management • Find your product • Manage bookings 	<p>Only consumed via M365 Copilot</p> <p>Horizontal Workflows backed with automation:</p> <ul style="list-style-type: none"> • Expense management • Vacation requests • Reset my password • Specifically designed responses for - Legal requests; HR sensitive topics; Finance/compliance requests 	<p>Simple chatbot published to a Teams Channel or Chat. With standard connectors. Examples:</p> <ul style="list-style-type: none"> • Chatbot that can call a SharePoint table and retrieve a response (Standard connector) • Ask the chatbot to send an email and a meeting request (Standard connector)

Top 5 for FY25

- 1** **“Go back” to all customers to highlight Copilot Wave 2**
We made 700 product updates based on feedback from our customers – this is a great opportunity to re-engage your customers
- 2** **Lead with business value across various functions**
To drive growth required to meet FY25 aspiration, we need to talk to various “rooms of the house” as well as IT using functional content, videos and demos
- 3** **Maximize usage of offers and adoption resources**
Accelerate sales and usage by maximizing all offers available, including demos, discounts, and Microsoft-funded CSA support
- 4** **Build a comprehensive deployment and adoption plan for every customer**
Position your support in pre-sales stages. Leverage Microsoft-funded programs to accelerate value realization
- 5** **Prioritize Usage Excellence and recommended scenarios skilling**
Create milestones for opportunities and drive skilling with your customers for all scenarios

This is our moment

Lead AI transformation when you empower your customers to



Drive growth



Manage costs

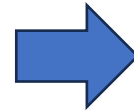


Deliver value

Join the Microsoft Partner Insider Calls



Register for our monthly
Partner Insider Call!
[Microsoft Events - Americas
Partner Insider Call | November
Edition](#)



Mark Your Calendar:

November 6, 2024 @ 10:00 AM PT

Security and data governance for Copilot for M365

If you missed any calls before November 2024!!
[Americas Partner Insider Call](#)[LATAM Partner One](#) (microsoft.com)

Stay Connected To Americas GPS



Join!

[Microsoft Americas Partner Community](#)

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





New in FY25

NO SLIDES ATTACHED

AI Stories with Microsoft Partners

We've launched our own Partner Podcast!

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

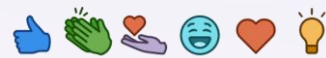


Listen, Subscribe...

NoSlidesAttached.com



...& Share!



↪️ Repost 💬 Comment

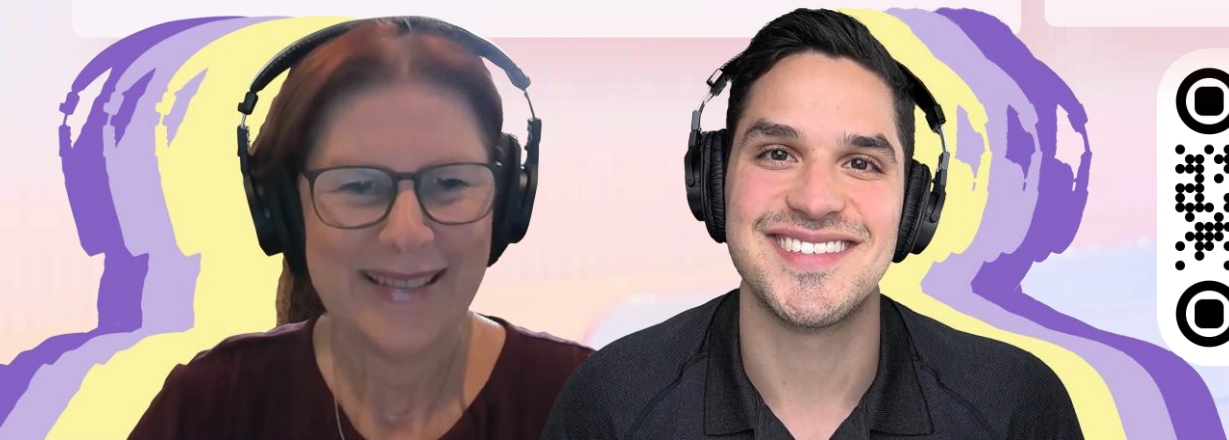


EPISODE GUIDE:

Season 1: Copilots is out now



Season 2: Industry coming Sept. 25!





Thank You
¡Muchas gracias!
Obrigado
Merci

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.

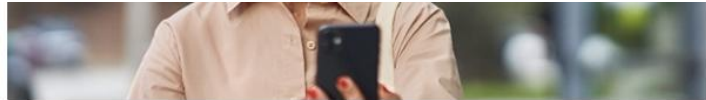
Example: #MSFTAmericasPartner #Services #Sales #Mktg #ProgramOfferUpdate #GrowSkills

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					

*Want to always see new Americas Partner content on LinkedIn?
Follow the #MSFTAmericasPartner hashtag on LinkedIn for Americas Partner-curated content*

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 USGPS Scale Communications / StrengthsFinder Facilit...
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 · 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 💬 2 comments

Announcement / One Pagers (Top Corner)

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.

#AllPartners #GrowSkills #GrowthFromMicrosoft #Tech #Sales

- 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.

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January Partner Insider Call

Helene Cohen
Americas Scale Comms Strategy Lead

Partner Audience: All
#Event: #CrossSolution #GoToMarket

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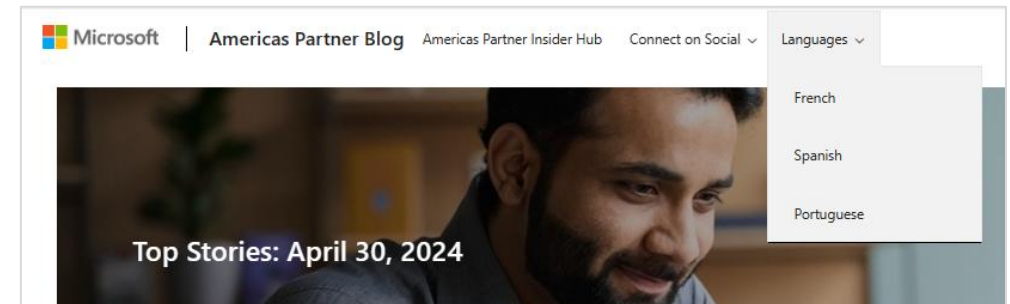
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