



Benelux Partner Hour

Microsoft FY26

Donderdag (2-wekelijks)

9:00 – 10:00

Voor wie?

Microsoft Partnership Managers, Practice leads, Sales & Presales, Specialisten, Business Development Managers, ...

Wat te verwachten?

- Microsoft programma & product updates
- Afwisselende focus op 3 prio CSAs: Security, AI & Cloud Platforms, AI Business Solutions
- Content presentatie door lokale (BeNeLux) Partner Tech Team

TIP

Registreer voor de serie
(alle sessies)

Register to all sessions with just one click

Register now!

Registreer @ aka.ms/BeNeLuxPartnerHour



Welcome to FY26

- *Microsoft terminology in FY26*
- *Partner Playbook for Security*
- *Partner Investments for Security*
- *Important updates*

Hans Hofkens
Partner Solution Architect



FY26 Microsoft Security Commercial Partner Playbook

Partner Ready



Table of Contents

- 01** FY26 Business Overview
- 02** Microsoft Security Opportunity
- 03** Security Solution Plays and Partner GTM Strategy
 - Modern Security Operations with Unified Platform
 - Data Security
 - Protect Cloud, AI Platform and Apps
- 04** Build your Practice and Accelerate your Business
- 05** FY26 Security Solution Area Partner Investments

FY26 Business Overview

Five MCAPS Priorities



Copilots on every
device across
every role



Frontier AI Solutions



Securing the cyber
foundation



M365 and D365
core execution



Migrations, and
modernization

Growth

Revenue

Solution Areas Aligned to Priorities

AI Business Solutions



Copilots on every device
across every role



M365 and D365
core execution

Cloud & AI Platforms



Frontier AI solutions



Migrations and modernization

Security



Securing the cyber foundation

Commercial Solution Areas



Modern work



Business applications



Data & AI



Digital & app innovation



Azure Infrastructure



Security

Microsoft Security Opportunity

Security is the #1 priority at Microsoft

Secure Future Initiative

Secure by design · Secure by default · Secure operations

Security culture and governance



Protect identities and secrets



Protect tenants and isolate production systems



Protect networks



Protect engineering systems



Monitor and detect threats



Accelerate response and remediation

Paved path

Continuous improvement

Standards

We continue to make progress

Security culture and governance



Identities

95%

of employees now
have video-based
user verification
enabled



Tenants

5.75M

unused tenants
eliminated



Networks

99.3%

of network
assets inventoried



Engineering systems

85%

of production
build pipelines use
centrally governed
pipeline templates



Detection

99%

of network device
audit logs centrally
stored and analyzed



Response

90%

of high severity
cloud vulnerabilities
addressed within
our reduced time
to mitigate



Building an AI-first end-to-end security platform



1.5M

Endpoints
Protected

720K

SharePoint
Sites Protected

225TB

Ingested
Weekly



Security for your entire estate



Multi-cloud

Multi-platform

1st & 3rd
party AI

Solving the biggest challenges you are facing



Secure and govern
your data and AI

New AI threats and
attack surfaces



Defending against
threats

Unprecedented
threat landscape



Reducing operational
complexity

Growing complexity
and cost

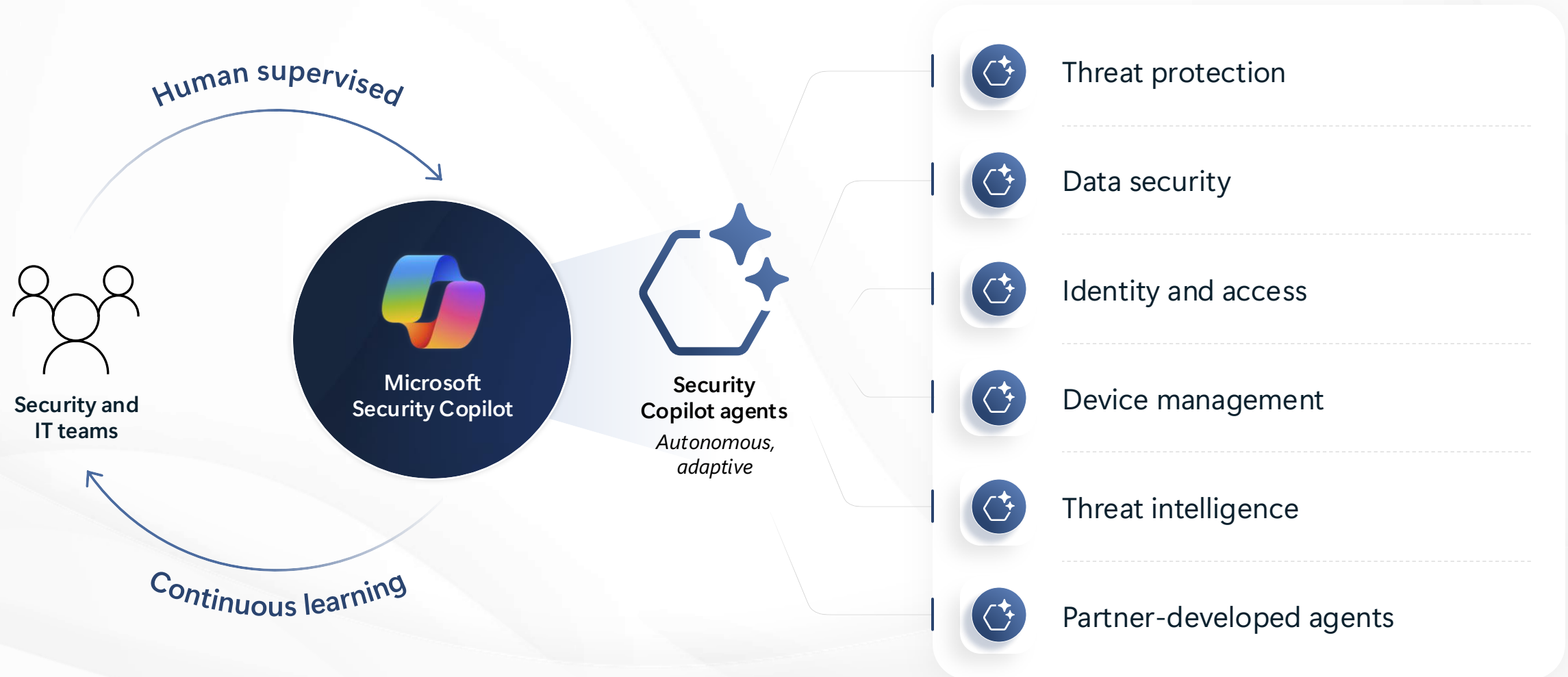
Enabling automation of your security operations



Microsoft Security
Copilot agents



Security Copilot agents enable autonomous and adaptive automation

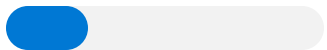


Saving you time and money

Time Savings

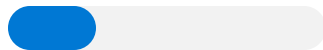
with  Security Copilot

23%



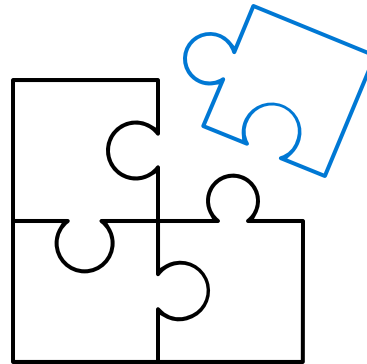
 Experienced
Security Pros

26%



 Security
Novices

Consolidating 50+ categories



Cost savings

Up to

60%

savings with
Microsoft 365 E5 Security and
Microsoft 365 E5 Compliance¹

¹ Savings based on publicly available estimated pricing for other vendor solutions and Web Direct/Base Price shown for Microsoft offerings



Copilot makes IT and security faster and better



IT team

in common IT scenarios, on average

Faster

29%

More accurate

34%

Source: *Randomized Controlled Trials for Security Copilot for IT Administrators*, Microsoft
Study consisted of 182 subjects split into control and treatment groups. Subjects recruited via Upwork, a marketplace for freelancers. Subjects offered performance incentives for speed and accuracy.
Average statistics are statistically significant $0 < p \leq 0.01$.



Security team

**Faster mean time
to resolve**

30%

Source: *Generative AI and Security Operations Center Productivity: Evidence from Live Operations*, Microsoft

**Average reduction
of breaches**

17%

Source: *New Technology: The Projected Total Economic Impact™ Of Microsoft Security Copilot*, Forrester

Security Solution Plays and Partner GTM Strategy

FY26 Security Solution Play Overview

Solution Plays		Business Objectives	Hero Products
Mainstream	Modern SecOps with Unified Platform	✓ Comprehensive AI-powered security solutions to modernize security operations, reduce risk, and protect the entire attack surface.	ME5, E5 Security, Sentinel, Entra
	Data Security	Protect and govern data with measures like insider risk management, data loss protection, and information protection, forming a security foundation to safeguard AI and third-party applications.	ME5, E5 Compliance, Purview
	Protect Cloud, AI platform and Apps	✓ Protect cloud and AI infrastructure with robust security measures, including MDC and Purview AI, focusing on new applications, identity, data, and application protection to address emerging threat vectors.	Microsoft Defender for Cloud, Purview

Partner Opportunity Analysis



Rising demand
for GenAI



Custom solutions
offerings



IT security
skill shortages



Vendor
consolidation



Reduce
costs



Microsoft's
commitment to
continued investment



[aka.ms/Forrester
MSSecurity
TEI2024](https://aka.ms/ForresterMSSecurityTEI2024)

Year-over-year growth

SMB

Enterprise

19%

Increase
year-on-year

53%

YoY growth for Managed
Services

10%

Increase
year-on-year

17%

YoY growth for
Managed Services

Microsoft Security

Partner revenue opportunity



\$45.30 per user
per month

Enterprise

customer expected revenue opportunity
(with attach rates applied)



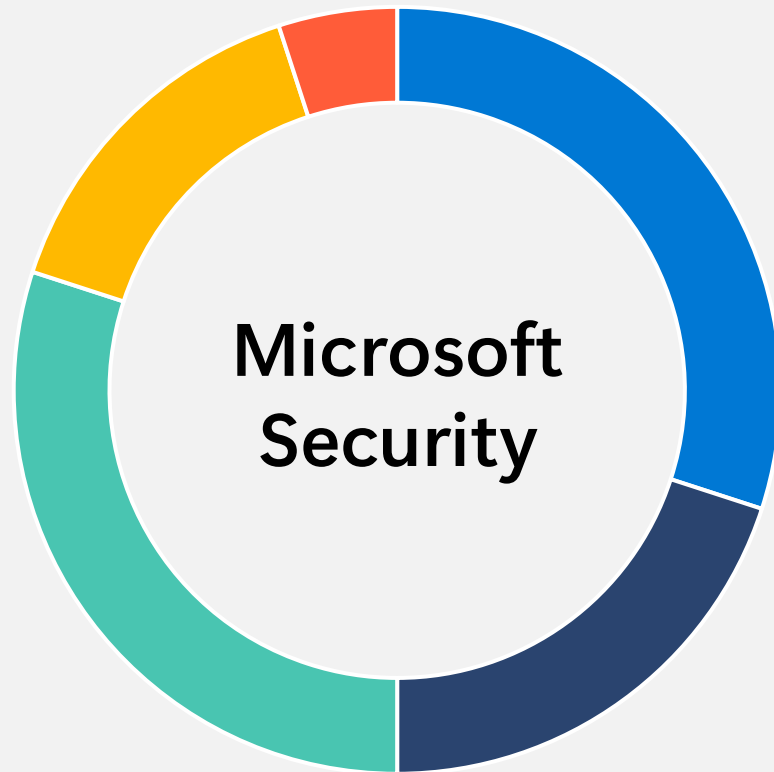
\$17.70 per user
per month

SMB

customer expected revenue opportunity
(with attach rates applied)

Microsoft Security

Partner revenue opportunity mix for Enterprise



10%

YOY Growth

- 30% Microsoft 365 Security
- 20% Multi-cloud security
- 30% Identity
- 15% Compliance
- 5% XDR

Security Customer Win Formula

Customer Outcome

Comprehensive end to end state of the art security, data security & governance and cloud posture enhancement

Partner Outcome

Drive scalable growth with differentiated solutions and trusted outcomes—helping customers protect more with less.

Differentiated Partner Capabilities

Secure customers' cyber foundation and become Secure AI Advisor to business decision makers

Improve customer security operations, reduce time to respond to incidents and overall security posture

Drive generative AI readiness addressing data security and privacy challenges through Purview adoption & change mgmt.

Enhance cloud security posture, workload protection and code to runtime security

Win Formula aligning to MCEM

1 Listen & consult

Build Pipeline

Target customers and execute campaigns

Propensity Tools
Campaign in a Box

2 Inspire & design

Design Solution

Build customer intent with pre-sales engagements
Deliver successful pilots with guided evaluation

Pre-Sales Engagements

3 Empower & achieve

Win Deal

Influence or close the ME5/E5 sale
Upsell M365 E3 and Business Premium customers to premium security workloads

Structural Incentives

4 Realize value

Deploy/Drive Usage

Drive Defender XDR workload usage
Address data security and privacy while driving end user enablement

Deployment Offers

Drive Sentinel and Defender for cloud adoption and consumption

5 Manage & optimize

Drive Expansion

Build business case for expansion and/or upsell

Partner Services

- Integration Expertise
- SOC Efficiency Enhancement
- Incident Response Automation
- Regulatory Compliance Automation

M365 Lighthouse
Campaign in a Box

Customer Propensity and Targeting Tools

Gain insights into which customers are ready to purchase Microsoft products – and focus on delivering the solutions they need.

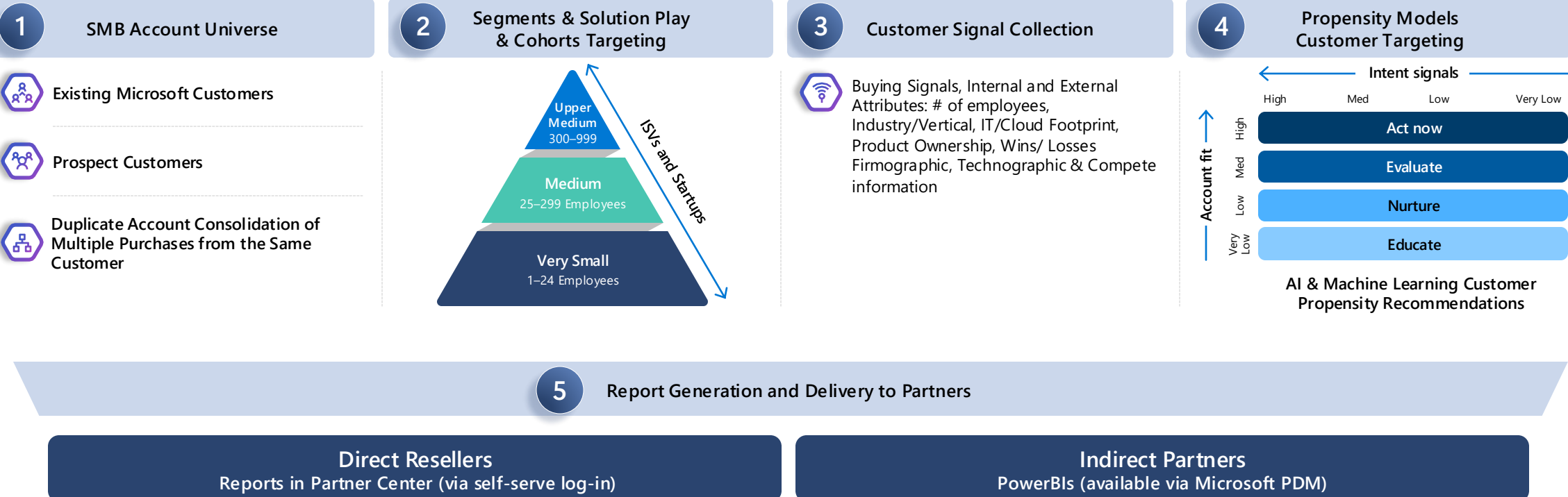
	What is it?	Customer Segment	Security Propensity	Info
CloudAscent	CloudAscent is an engine powered by AI, machine learning, and customer intelligence that takes internal and external Microsoft data to deliver customer targeting and insights.	SMB	M365, Azure and Security Opportunities	Learn More
SPARK	Solution Play Propensity Accelerate Revenue and KPIs (SPARK) identifies high-propensity customers for Microsoft's unique Solution Plays.	Enterprise, Corporate	Identify E5 Compliance, M365 E5, M65 Copilot, Sentinel and MDC Opportunities	Learn More
M365 Lighthouse Opportunities	Microsoft 365 Lighthouse uses machine learning (ML) models to recommend growth, retention, and acquisition opportunities to help drive ongoing conversations with your customers throughout the entire customer lifecycle.	All Segments	Identify customer acquisition, retention and growth opportunities across M365 Enterprise SKUs	Learn More

Propensity Tool | CloudAscent

CloudAscent (CLAS) is the engine powered by AI, Machine Learning, and customer intelligence that takes internal and external data to deliver high propensity SMB customer targets to partners for AI Business Solutions, Cloud and AI, and Security.

SMB Universe – 157M+ SMB Businesses (External Market View, sourced from IDC)

CloudAscent Data Enhancement – 25M+ SMB Businesses (Microsoft Customers & Prospects)



Propensity Tool | CloudAscent



Benefits for partners

- **Increased sales & marketing efficiency** with data driven insights to allow more precise customer targeting.
- **Reduced cost of sales** by reducing the sales cycle times.
- **Improved customer retention** by providing insights into customer needs and behaviors.
- **Act Now propensity recommendations** conversion rate is 3X other propensity levels for new customer acquisition.
- **Act Now M365 Upsell propensity recommendations** YoY growth rate is 10X the other M365 Upsell propensity levels.



Getting started

Visit <https://aka.ms/CloudAscent> to gain familiarity with CloudAscent:

- How CloudAscent works
- How to access CloudAscent SMB propensity lists
- Reseller and Indirect Provider training for specific targeting scenarios



Partner Call to Action

- 01 **Learn about CloudAscent** by visiting <https://aka.ms/CloudAscent>
- 02 **Download CloudAscent customer propensity lists** from Partner Center for resellers **OR** receive Power BI from PDM for Indirect Providers. Discover more <http://aka.ms/CLASdefinitions>
- 03 **Develop Campaign** by familiarizing yourself with the cohorts and readiness material on <http://aka.ms/smbgtm>
- 04 **Engage Sales & Marketing** by sharing insights from CloudAscent to align their strategies and efforts
- 05 **Execute and Monitor** your marketing campaigns and sales strategies adjusting as needed based on results

Propensity Tool | SPARK

FY26 Coverage

All

Solution Areas

Mainstream

Solution Plays

Enterprise & Corporate*

Customer Segments

Eligible Partners^

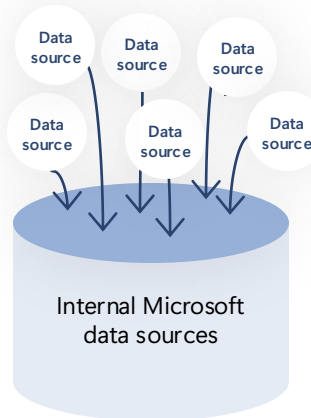
Partners



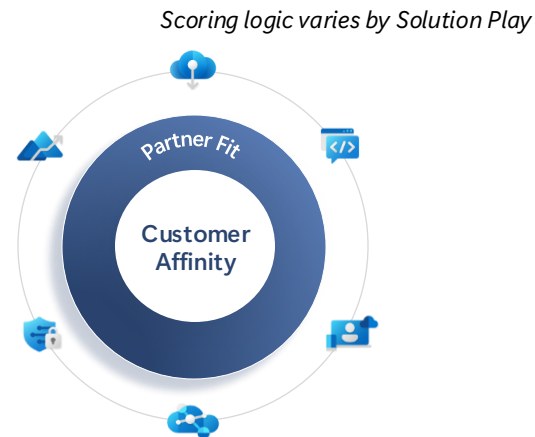
SPARK: Intelligent data models which leverage telemetry data to predict a customer's likelihood of purchasing a Microsoft solution
Solution play Propensity: Accelerate Revenue & KPIs

How it works

1 Aggregate inputs across Microsoft data sources

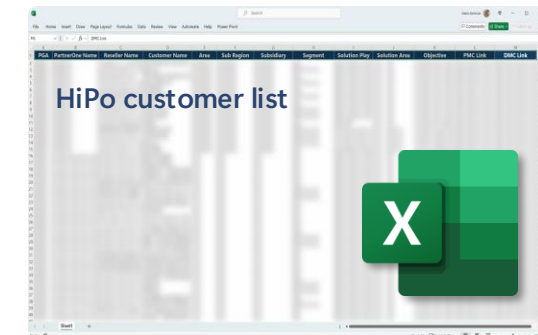


2 Assign propensity score based on affinity & best fit



3 Identify high-potential customers to drive growth

Compliant, partner-ready propensity lists, now available via the Partner Center Insights Workspace



Propensity Tool | SPARK



Benefits for Partners

Increase sales velocity by targeting customers most likely to drive growth

Stronger collaboration due to shared visibility between partner & MSFT roles

HiPo customer opportunities are directly aligned to MSFT strategic goals

Aggregated marketing resources to help easily find & leverage assets

Dynamic propensity models are continually trained & improved



Partner Call to Action

1. Download SPARK Propensity data from Partner Center
2. Review HiPo customer list with PDM & work together to prioritize execution
3. Leverage ready-made marketing assets with targeted HiPo customers (i.e. CiaB)
4. Work with PDM to monitor solution delivery performance & customer engagement
5. Get Started:
 - Visit [SPARK Propensity in Partner Center Insights](#) on MS Learn:
 - How SPARK models work
 - How to download SPARK Propensity lists
 - Customer targeting scenario CTAs

Campaign in a Box (CiaB)

Ready to launch customizable campaigns

Approved Microsoft **value propositions, messaging and branding**

Aligned to Microsoft **priority solution areas and industries**

Available to all Microsoft AI Cloud Partners

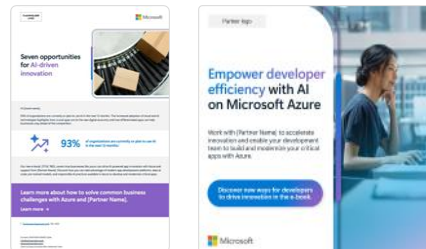
Microsoft invests so that partners can **GTM quicker and faster**

Drive **top of the funnel leads** through partner-led marketing

Example: Digital Marketing Content OnDemand Campaign | Build and modernize AI apps

Build awareness

Demand gen email sequence, social assets/ads, Infographic, Thought Leadership



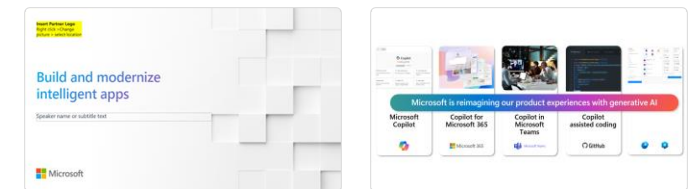
Acquire leads

E-book: App Innovation unleashed: seven opportunities to innovate with intelligent, AI-powered apps



Nurture opportunities

To-customer pitch decks



Two ways partners can leverage CiaB

1

Partner Marketing Center (PMC) – Downloadable customizable assets w/ execution guides

2

Digital Marketing Center OnDemand (DMC) – Platform to launch multi-week campaigns to generate new leads

Deployment and Adoption



Value Realization

High product usage ensures customers quickly realize benefits, boosting satisfaction and loyalty



Prevent Churn

Solutions become indispensable by embedding it in daily operations, ensuring "sticky" usage that locks in renewals and deters switching



Drive Upsell

Customers with high usage are more inclined to invest in other offerings, allowing partners to unlock future growth while delivering more value

Call to Action

Use Microsoft's tools to monitor product usage and optimize customer engagement.

Create plans based on usage data to enhance satisfaction and identify upsell opportunities.

Security Customer Win Formula for SME&C

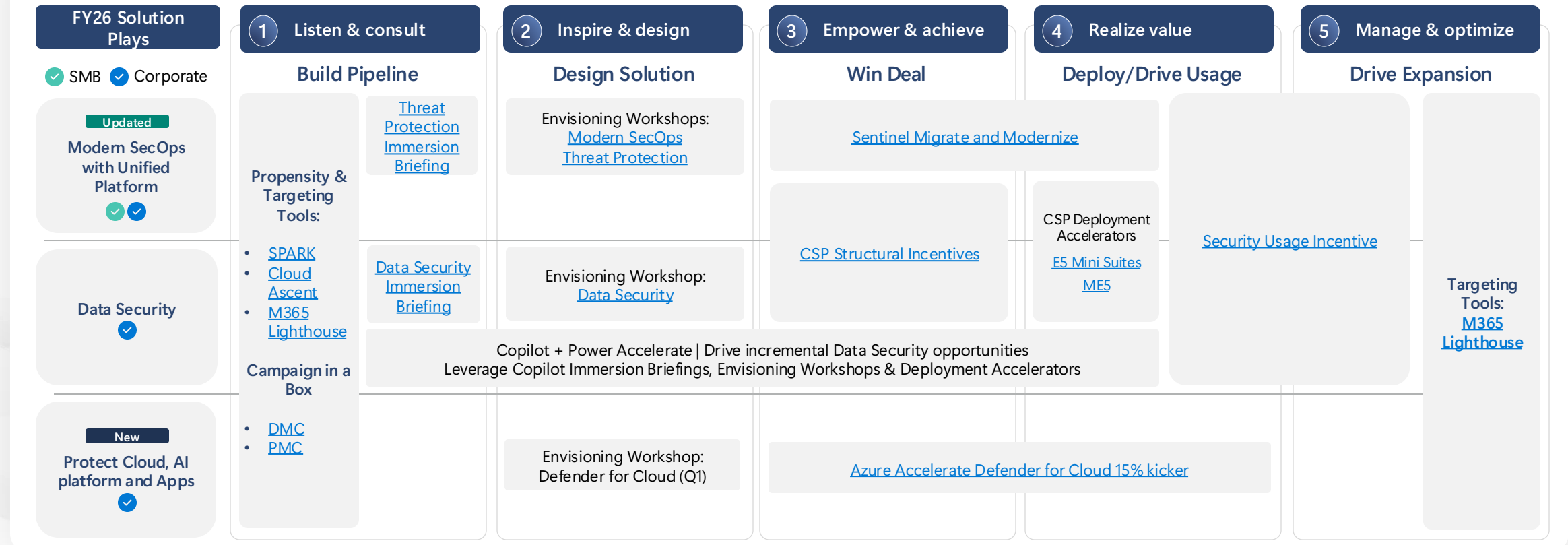
Customer Outcome

Comprehensive end to end state of the art security, data security & governance and cloud posture enhancement

Partner Outcome

Drive scalable growth with differentiated solutions and trusted outcomes—helping customers protect more with less.

SME&C Win Formula aligning to MCEM



Home

Workspaces

Benefits

Customers

Incentives

Insights

Marketplace offers

Membership

Payouts

Customers

Connect with customers, purchase subscriptions, manage licenses, and submit support requests on their behalf

Useful links

[Learn about connecting with customers](#)

[How to request a reseller relationship with a customer](#)

[How to remove a reseller relationship](#)

[Which support portal should I use?](#)

Quick starts

Benefits Overview

Customer relationships

Incentives overview

Indirect reseller enrollment

About Insights

Marketplace overview

Publishing marketplace offers

Learn about membership requirements

Customer List | Customers

Connect, manage or support your existing customers, connect with new customers or invite a customer to establish a new relationship. [Learn more](#)

Important: Indirect resellers cannot view or purchase customer subscriptions. [Learn more about indirect reseller capabilities](#)

Customers

View advi

New relationship

Export

Service Management


Indirect provider

Name	Microsoft ID	Primary domain name	Relationship
------	--------------	---------------------	--------------


Home

Workspaces


Benefits




Customers




Incentives




Insights




Marketplace offers




Membership




Payouts





Referrals







My access







Quick starts



 Benefits Overview 

 About Insights 

 Incentives overview 

 Publishing marketplace offers 


 Indirect reseller enrollment 


 Learn about membership requirements 


Referrals

Discover and manage leads and co-sell opportunities to set your business apart

Useful links

[Referrals overview](#) 

[How to register deals](#) 

[How to get referral insights](#) 

Home > Referrals

Business profile

Leads

Co-sell

Solutions

Opportunities

ISV Connect deals

ISV Connect invoices

ISV Connect invoices

Analyze

Summary

Leads

Co-sell opportunities

Partner cohort

Referrals | Co-sell opportunities

After July 1, 2023, Microsoft no longer requires deal registration from your organization for Azure IP co-sell.

[Learn more](#)

Co-sell opportunities are deals where collaborative selling is done by multiple parties to meet a customer need. [Learn more](#)

Inbound

Outbound

Favorites

All deals that are created by your company and sent to Microsoft sellers and partners.

+ New deal

↑ Upload

↓ Download

Columns

Filters

Type 3 letters to start searching

Deal name	Customer name	Type	Status	Microsoft status	Value	Close date	Country	Created date	
						9/30/2023	Belgium	6/21/2023	☆
						7/31/2023	Belgium	6/21/2023	☆
						8/31/2023	Belgium	6/21/2023	☆
						9/30/2023	Belgium	6/21/2023	☆
						6/30/2023	Belgium	5/15/2023	☆
						8/31/2023	Belgium	5/15/2023	☆
						8/31/2023	Belgium	5/15/2023	☆
						6/30/2023	Belgium	5/15/2023	☆
						7/30/2023	Belgium	5/15/2023	☆
						8/31/2023	Belgium	5/15/2023	☆

10

Deals per page

MAICPP

Modern Security Operations with Unified Platform

Modern SecOps with Unified Platform | Win Formula

Customer Outcome

Improve security operations, reduce time to respond to incidents, and achieve an enhanced and comprehensive security posture with Microsoft Unified SecOps Platform and XDR.

Partner Outcome

Advise, win, deploy and drive adoption of Microsoft Defender XDR, Microsoft Sentinel and Microsoft Entra.

Differentiated Partner Capabilities

MXDR

Secure customers' cyber foundation through Microsoft Security Platform + AI providing comprehensive threat detection, investigation, response, and remediation

Unified SecOps

Drive SOC efficiency with a simpler, AI infused experience by driving new and existing customers to the unified platform within the Defender portal

ITDR

Help shape identity strategy, assess current environments; detect investigate and mitigate identity-based attacks with Microsoft Entra

Security Posture

Business resiliency through continuous security posture assessment, identifying vulnerabilities and adapting to evolving threats

Win Formula aligning to MCEM

1 Listen & consult

Build Pipeline

Target customers and execute campaigns
Target customer through SPARK
Leverage Modern SecOps Campaign in a Box
1:Many Security Immersion Briefing – (New Q1)

SPARK
Campaign in a Box

2 Inspire & design

Design Solution

Build customer intent with Modern Security Operations
Envisioning Workshop And Threat Protection Envisioning Workshop

Pre-Sales Engagements

3 Empower & achieve

Win Deal

Influence or close the ME5/E5 sale
Upsell M365 E3 and Business Premium customers to premium security workloads

Structural Incentives

4 Realize value

Deploy/Use/Consume

Drive Defender XDR workload usage
Accelerate SIEM migrations and consumption

Sentinel Migrate and Modernize*

CSP Deployment Accelerators,
Security Usage Incentive*

5 Manage & optimize

Drive Expansion

Build business case for expansion and/or upsell

Partner Services

- Integration Expertise
- SOC Efficiency Enhancement
- Incident Response Automation
- MXDR and Managed SOC
- Sentinel Optimization

M365 Lighthouse
Campaign in a Box

Microsoft Defender Suite for Business Premium

Monthly cost

Microsoft Defender

Defender for Endpoint P2	\$5.20
Defender for Office 365 P2	\$5.00
Defender for Identity	\$5.50
Defender for Cloud Apps	\$3.50

Microsoft Entra

Entra ID Plan 2	\$9.00
-----------------	--------

> \$28.20

value of
individual
licenses

\$10

Microsoft Defender
Suite for Business
Premium*

~65%

cost reduction per license
with end-to-end security

*CSP List Price

¹Price is pupm and subject to change based on subscription term, currency and region.

Modern SecOps with Unified Platform | Customer Targeting

Target Audience

Primary: CISO, CTO, Security Operations Leaders, Security Architect

End to End Security Audience with expanded reach to small and medium-sized businesses.

Microsoft has combined XDR, SIEM, and Entra into a single motion, spanning all customers segments. This enables Microsoft to position a "better together" story of Identity, SIEM/SOAR, and XDR capabilities to provide customers with a comprehensive and unified Security posture with Microsoft.

Buying Role	Function/Department	Seniority Level
Champion	Security, IT	CISO, Vice President, CXO
Influencer	Security, IT	Director, Manager, CXO
Decision Maker	Security, Finance, IT	CISO, Vice President, Director, CxO
Legal & Procurement	Security Team, Legal, Purchasing, IT	Director, Manager
User	Security, IT, ITDM	Director, Manager, Entry, IC, Manager

Key Customer Scenarios

1 Secure the cyber foundation

Customer Need: Build business resiliency and protect my digital estate through comprehensive threat detection, investigation, response, and remediation.

2 Modern Security Operations with Unified Platform Expansion

Customer Need: Reduce cost and complexity with an efficient, simpler and AI infused unified and comprehensive SOC (XDR + SIEM) platform.

3 Modern SecOps migration and adoption with Microsoft Sentinel

Customer Need: Improve security operations, reduce time to respond to incidents, and achieve an enhanced and comprehensive security posture identifying vulnerabilities and adapting to evolving threats.

Hero Workloads

1

- M365 E5 Defender XDR
- M365 E5 Security Defender XDR
- Microsoft Entra

2

- M365 E5 Defender XDR
- M365 E5 Security Defender XDR
- Microsoft Sentinel

3

- Microsoft Sentinel

Modern SecOps with Unified Platform | Demand Generation



Gain insights into high propensity customers for priority customer scenarios

Drive top of funnel leads through ready to launch customizable campaigns

Identify high propensity customers				Generate leads	
Customer Scenarios	Propensity Tool	Customer Segment	Sales Motion	Campaign in a Box (CiaB)	Get Started
1 Secure the Cyber foundation	SPARK CloudAscent	Enterprise, Corporate SMB	Acquisition Microsoft 365 E5 Microsoft 365 E5 Security	Modern SecOps with Unified Platform	SMB (Coming Soon)
2 Modern Security Operations migration and adoption	SPARK	Enterprise, Corporate	Acquisition & Expansion Microsoft Sentinel		ENT/SMC PMC DMC
3 Modern Security Operations with Unified Platform Expansion	SPARK	Enterprise, Corporate	Acquisition & Expansion Microsoft 365 E5 Microsoft 365 E5 Security Microsoft Sentinel		
Learn more about Microsoft Propensity Tools: SPARK CloudAscent Microsoft 365 Lighthouse				Learn more about Campaign-in-Box (CiaB): Microsoft Marketing Resources	

Modern SecOps with Unified Platform | Build Intent with Customer Engagements

1 Listen & consult

2 Inspire & design

3 Empower & achieve

4 Realize value

5 Manage & optimize

	Customer Segment	MCEM Stage	Partner Eligibility	Partner Payout	Learn More
Modern SecOps with Unified Platform	Threat Protection Immersion Briefing 1: Many	1 2	Security Solutions Partner Designation	Refer to FY26 Incentives Guide for payout details aka.ms/incentivesguide	Info
	Threat Protection Envisioning WS 1:1	2 3	Security Solutions Partner Designation		Info
	Modern SecOps Envisioning WS 1:1	2 3	Security Solutions Partner Designation		Info
	Sentinel Migrate and Modernize*	3 4	Threat Protection Specialization		Info
	Security Usage Incentive*	4	Security Solutions Partner Designation		Info
	CSP Deployment Accelerators	4	Security Specialization		Info

Modern Security Operations with Unified Platform | Partner Skilling

Pre-MCEM to achieve
Designation and Specialization

1 Listen &
consult

2 Inspire &
design

3 Empower &
achieve

4 Realize
value

5 Manage &
optimize

Modern SecOps with Unified Platform	Credentials	Sales ready	Tech Deal Ready	Project Ready
Completing Solution Partner Designation	Microsoft Certified: Security, Compliance, and Identity Fundamentals	Microsoft Security Foundation (New content being built)	Tech Deal Ready Training : Advance Identity with Microsoft Entra	Implement Microsoft Defender for O365, Identity & Cloud Apps
		Sales Training: Advance Identity with Microsoft Entra		Implement Microsoft Defender for Endpoint
Getting Specialization	Microsoft Applied Skills: Configure SIEM security operations using Microsoft Sentinel	Sales Training: Threat Protection with Microsoft XDR	Tech Deal Ready Training: Threat Protection with Microsoft XDR	Threat Protection with XDR
	Microsoft Applied Skills: Defend against cyberthreats with Microsoft Defender XDR			Deploy and optimize Microsoft Sentinel
Specialized Partners	Microsoft Certified: Security Operations Analyst Associate	Sales Training: Modernize your SOC with Microsoft Unified Platform	Tech Deal Ready Training: Modernize your SOC with Microsoft Unified Platform	Migrate your SIEM Solution to Microsoft Sentinel
				Threat Protection and Incident response with Microsoft Sentinel & Unified Platform

- Register for an upcoming live session at [Partner skilling hub](#)
- Check out [Microsoft LevelUp](#) for Self-serve partner skilling LMS

- Opt-in at [aka.ms/PartnerSkillingNews](#) for the latest partner skilling updates
- Browse [Certifications, Applied Skills, and Learning Paths](#) for Microsoft Certifications

Data Security

Data Security | Win Formula

Customer Outcome

Protect data with information protection, data loss prevention and insider risk management to safeguard Copilot and third-party AI.

Partner Outcome

Become a trusted Data Security customer advisor to protect and govern sensitive data fueling secure AI-driven insights.

Differentiated Partner Capabilities

Define adaptive, AI-driven insider risk strategies based on user behavior and insights.

Align data protection controls with local regulations to ensure continuous compliance readiness.

Deploy unified data loss prevention policies across cloud and endpoint to accelerate AI readiness.

Automate classification and protection to secure sensitive data without impacting user productivity.

Win Formula aligning to MCEM

1 Listen & consult

Build Pipeline

Identify and connect with customers to secure sensitive data across the data estate and enable secure adoption of M365 Copilot.

Propensity Tools, Campaign in a Box, Immersion Briefings

2 Inspire & design

Design Solution

Build customer intent to secure sensitive data with pre-sales Data Security engagements.

Envisioning Workshops

3 Empower & achieve

Win Deal

Influence or close the ME5 or E5 Compliance sale.
Upsell customers to advanced data security solutions or expand existing.

Structural Incentives

4 Realize value

Deploy/Drive Usage

Empower secure AI innovation by deploying Microsoft Purview solutions and developing adoption strategies.

CSP Deployment Accelerators, Security Usage Incentive*

5 Manage & optimize

Drive Expansion

Build business case for expansion and/or upsell.
Drive managed services to optimize data protection and risk remediation.

Propensity Tools
Campaign in a Box

Copilot + Power Accelerate | Drive incremental Data Security opportunities

Leverage Copilot Immersion Briefings, Envisioning Workshops & Deployment Accelerators

Microsoft Purview Suite for Business Premium

Monthly cost

E5 eDiscovery & Audit	\$6.00
E5 Insider Risk Management	\$6.00
E5 Info Protection & Governance	\$7.00

> \$19.00

value of
individual
licenses

\$10

Microsoft Purview
Suite for Business
Premium*

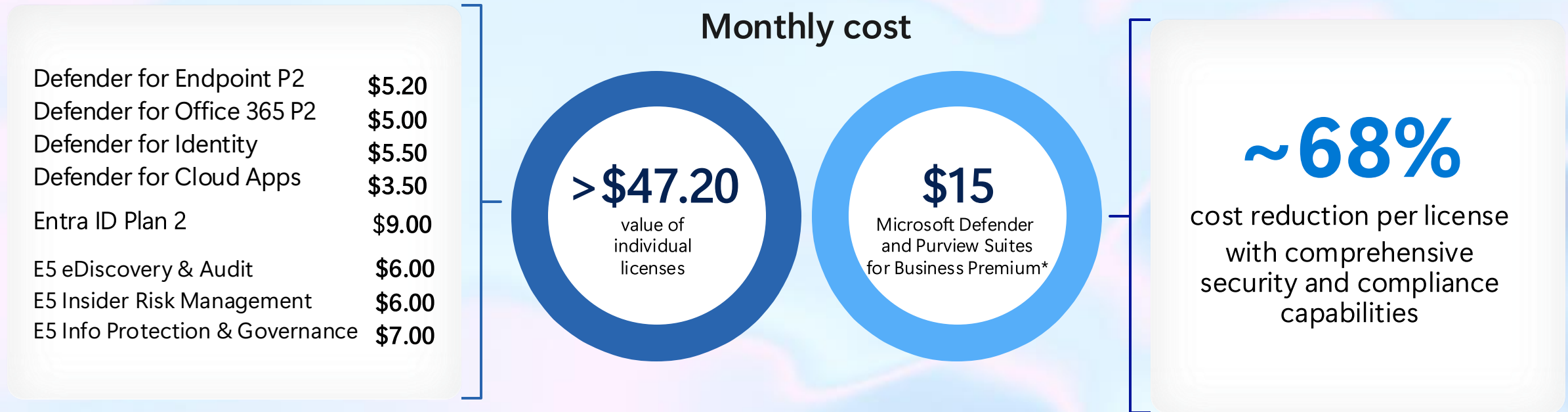
~47%

cost saving per license with
enterprise-grade compliance
and data protection

*CSP List Price

Price is pupm and subject to change based on subscription term, currency and region.

Microsoft Defender and Purview Suites for Business Premium



*CSP List Price

¹Price is pupm and subject to change based on subscription term, currency and region.

Data Security | Customer Targeting

Target Audience

Primary: CISO

Role is evolving as CISO's focus on end-to-end data security across the data estate and respond to the growing need to secure data in the age of AI.

Secondary: Departmental Heads as IT decision makers

Increasing need to secure Copilot, Copilot Chat, Copilot Studio + Agents and third-party AI apps expands the target audience to include non-IT department heads like VP of Sales, VP of Customer Service and Head of Finance.

Buying Role	Function/Department	Seniority Level
Champion	Security, Data Team	CISO, Vice President, CXO
Influencer	Security, Compliance, IT, Data Team	Director, Manager, CXO
Decision Maker	Security, Finance, Data Team, IT	CISO, Vice President, Director, CxO
Legal & Procurement	Legal, Purchasing, IT, Data Team	Director, Manager
User	Security, IT, Data Team, ITDM	Director, Manager, Entry VP Sales, VP Customer Service, Head of Finance

Key Customer Scenarios

- **Data security across the estate (unstructured + structured data)**
Customer Need: I want to protect all my data no matter where it lives in a unified way.
- **Securing data for M365 Copilot & Copilot Chat**
Customer Need: I want to securely and confidently adopt M365 Copilot and prevent oversharing, data leakage, and risky AI use.
- **Securing data for agents built in M365 Copilot & Copilot Studio**
Customer Need: I want build a business process for my company and ensure data is secure while developing and in the process workflow.

Hero Microsoft Purview Workloads

Information
Protection

Data Loss
Prevention

Insider Risk
Management

Data Security | Demand Generation



Gain insights into high propensity customers for priority customer scenarios

Drive top of funnel leads through ready to launch customizable campaigns

Identify high propensity customers				Generate leads	
Customer Scenarios	Propensity Tool	Customer Segment	Sales Motion	Campaign in a Box (CiaB)	Get Started
<ul style="list-style-type: none"> Data security across the estate 	SPARK	Enterprise, Corporate	Acquisition ME5 or E5 Compliance upsell from ME3 E5 Compliance attach to O365 E3+ EMS E3	Data Security	PMC DMC
<ul style="list-style-type: none"> Securing data for M365 Copilot + Chat 	SPARK	Enterprise, Corporate	Acquisition ME5 or E5 Compliance upsell from ME3 E5 Compliance attach to O365 E3+ EMS E3	Secure & Govern M365 Copilot	Coming Soon
Learn more about Microsoft Propensity Tools: SPARK CloudAscent Microsoft 365 Lighthouse			Learn more about Campaign-in-Box (CiaB): Microsoft Marketing Resources		

Data Security | Build Intent with Customer Engagements

- 1 Listen & consult
- 2 Inspire & design
- 3 Empower & achieve
- 4 Realize value
- 5 Manage & optimize

		Customer Segment	MCEM Stage	Partner Eligibility	Partner Payout	Learn More
Data Security	Data Security Immersion Briefing 1:Many	SME&C	2	Security Solutions Partner Designation	Refer to FY26 Incentives Guide for payout details aka.ms/incentivesguide	Info
	Data Security Envisioning Workshop 1:1	Corporate, Enterprise	2 3	Security Solutions Partner Designation		Info
	CSP Deployment Accelerators	All	4	Security Specialization		Info
	Security Usage Incentive*	All	4	Security Solutions Partner Designation		Info
Copilot + Power	Copilot Immersion Briefing 1:Many	Corporate, Enterprise	2	Security, Modern Work or Business Applications Specialization		Info
	Envisioning Workshop & POC 1:1 – Copilot, Low Code	Corporate, Enterprise	2 3			
	Copilot + Power Deployment Accelerator	Corporate, Enterprise	4			

Drive Data Security opportunities with M365 Copilot

Organizations need to address numerous security concerns when adopting Copilot

Data security and privacy

80%

of leaders cited leakage of sensitive data as their main concern¹

Identification of risky AI use

41%

of security leaders cited that the identification of risky users based on queries into AI was one of the top AI controls they want to implement²

AI governance and risk visibility

84%

Want to feel more confident about managing and discovering data input into AI apps and tools²



Microsoft 365 Copilot



Microsoft Purview

A valuable solution to secure and govern Copilot

Partners can leverage enablement and go-to-market resources for Data Security and M365 Copilot to recognize the expanding security for AI market opportunity.

1 Build your M365 Copilot Capabilities

- [The Future of Work: Copilot + Agents practice development](#)
- [Microsoft Applied Skills: Prepare security and compliance to support Microsoft 365 Copilot](#)

2 Practice the Secure & Govern M365 Copilot pitch

- [Secure and govern Microsoft 365 Copilot customer overview](#)
- [Secure and govern Microsoft 365 Copilot customer pitch deck](#)

3 Identify and accelerate opportunities with GTM levers

- [Data Security Immersion Briefing](#)
- [Data Security Envisioning Workshop](#)
- [M365 Copilot Partner GTM](#)

Data Security | Partner Skilling

Pre-MCEM to achieve
Designation and Specialization

1 Listen &
consult

2 Inspire &
design

3 Empower &
achieve

4 Realize
value

5 Manage &
optimize

Data Security	Credentials	Sales ready	Tech Deal Ready	Project Ready
Completing Solution Partner Designation	Microsoft Certified: Security, Compliance, and Identity Fundamentals	Microsoft Security Foundation (New content being built)	Tech Deal Ready Training: Secure and govern M365 Copilot	Secure and Govern M365 Copilot with Microsoft Purview
Getting Specialization	Microsoft Applied Skills: Implement information protection and data loss prevention by using Microsoft Purview	Sales Training: Secure your data with Microsoft Purview	Tech Deal Ready Training: Secure your data with Microsoft Purview	Fortify your data security with Microsoft Purview
	Microsoft Applied Skills: Prepare security and compliance to support Microsoft 365 Copilot			
Specialized Partners	Microsoft Certified: Information Security Administrator Associate	Sales Training: Secure your data with Microsoft Purview	Tech Deal Ready Training: Secure your data with Microsoft Purview	Fortify your data security with Microsoft Purview
				Secure and govern data in the age of AI with Microsoft Purview

- Register for an upcoming live session at [Partner skilling hub](#)
- Check out [Microsoft LevelUp](#) for Self-serve partner skilling LMS

- Opt-in at [aka.ms/PartnerSkillingNews](#) for the latest partner skilling updates
- Browse [Certifications, Applied Skills, and Learning Paths](#) for Microsoft Certifications

Protect Cloud, AI Platform and Apps

Protect Cloud, AI Platform and Apps | Customer Win Formula

Customer Outcome

Protect cloud and AI infrastructure, applications, and agents with robust security measures to address emerging threat vectors with Microsoft Defender for Cloud and Purview ACR.

Partner Outcome

Migrate and modernize customers' digital estate across applications, databases, and infrastructure while ensuring robust end-to-end security across every workload with MDC. Advise, win, deploy and drive adoption of Microsoft Defender for Cloud and Purview ACR.

Differentiated Partner Capabilities

Provide customers comprehensive visibility into the vulnerabilities on distributed cloud environments

Support customers improving their cloud security posture across infra, apps and data

Accelerate AI adoption securely through MDC deployment and specialized services

Secure migration and modernization of every workload with MDC adoption

Win Formula aligning to MCEM

1 Listen & consult

Build Pipeline

Target customers and execute campaigns

Target customer through SPARK

Leverage Protect Cloud, AI Platform and Apps Campaign in a Box

Propensity Tools
Campaign in a Box

2 Inspire & design

Design Solution

Build customer intent with **Cloud Security Envisioning Workshop (NEW – Launching Sept)**

Deliver successful **Azure Accelerate** Assessment + PoV engagement

Pre-Sales Engagements

3 Empower & achieve

Win Deal

Influence /secure customer decision on Defender for Cloud adoption

Azure Accelerate Defender for Cloud 15% kicker

Structural Incentives

4 Realize value

Deploy/Drive Usage

Drive Defender for Cloud workload usage

Accelerate Defender for Cloud migrations and consumption

Deployment Accelerators

5 Manage & optimize

Drive Expansion

Build business case for workload expansion

Land advisory, professional and managed services to secure additional Defender for Cloud workloads and value

Propensity Tools
Campaign in a Box

Protect Cloud, AI Platform and Apps | Customer Targeting

Target Audience

Primary: CISO, CIO, Compliance Manager, AI project lead

- AI Project leads and the Product Development audience to position with every Azure Open AI project
- Security CxOs for AI infrastructure

Bring secure AI to market confidently with data privacy, built-in content safety, copyright protections, and secure AI-ready infrastructure. Protect the three foundational layers for AI projects: AI Layer, Data Layer, and Apps. Protect customers using Azure Infrastructure, including Azure Open AI and Azure Foundry, with Defender for Cloud and Purview workloads.

Buying Role	Function/Department	Seniority Level
Champion	IT, Data Pro, Compliance, Product Development	CISO, Vice President, CXO
Influencer	Compliance, Security	CXO
Decision Maker	Product Development, IT, Security, DevDM	CISO, CxO
Legal & Procurement	Purchasing, Legal	Director, Manager
User	SecOps, Compliance Manager, Security, IT, Data Team	Director, Manager, Entry, IC, Manager

Key Customer Scenarios

1 Protect cloud and securely migrate and modernize

Customer Need: Securely migrate my workloads (Windows Server, SQL Server, Linux, PGSQL, and App) to Azure.

2 Protect Cloud and AI Apps

Customer Need: Protect cloud apps, AI apps and securely modernize data bases.

3 Protect AI Platform

Customer Need: Confidently and securely adopt Azure Open AI, AI Apps and agents

Hero Workloads

1

- Microsoft Defender for Cloud CSPM
- Defender for Servers, Data Bases, Storage
- Defender for Containers, Kubernetes

2

- Microsoft Defender for Cloud CSPM
- Defender for AI
- Defender for Containers, App Service, API
- Purview

3

- Microsoft Defender for Cloud CSPM
- Defender for AI Services

Protect Cloud, AI and Apps| Demand Generation



Gain insights into high propensity customers for priority customer scenarios

Drive top of funnel leads through ready to launch customizable campaigns

Identify high propensity customers				Generate leads	
Customer Scenarios	Propensity Tool	Customer Segment	Sales Motion	Campaign in a Box (CiaB)	Get Started
1 Migrate and Modernize with MDC (Protect Cloud)	SPARK	Enterprise, Corporate	Acquisition & Expansion Defender for Cloud attach on active migration of Infrastructure workloads Defender for Cloud attach on application and data modernization projects Defender for Cloud adoption on Azure customers with no Defender for Cloud consumption	Protect Cloud, AI Platform and Apps	Coming Soon
2 Protect App and DB Modernization for existing customers with Azure App and DB (Protect Apps)	SPARK	Enterprise, Corporate	Acquisition & Expansion Defender for cloud protection on Azure Apps and Azure DBs with little or no MDC coverage	Protect Cloud, AI Platform and Apps	
3 Protect Azure Open AI customers (Protect AI)	SPARK	Enterprise, Corporate	Acquisition & Expansion Defender for cloud adoption for Azure Open AI and Apps with little to no MDC coverage	Protect Cloud, AI Platform and Apps	
Learn more about Microsoft Propensity Tools: SPARK CloudAscent Microsoft 365 Lighthouse			Learn more about Campaign-in-Box (CiaB): Microsoft Marketing Resources		

Protect Cloud, AI and Apps | Build Intent with Customer Engagements

1 Listen & consult

2 Inspire & design

3 Empower & achieve

4 Realize value

5 Manage & optimize

		Customer Segment	MCEM Stage	Partner Qualification	Partner Payout	Learn More
Protect Cloud, AI & Apps Azure Accelerate	Cloud Security Envisioning Workshop 1:1	Enterprise, Corporate	2	Security Solution Partner Designation	Refer to FY26 Incentives Guide for payout details aka.ms/incentivesguide	Coming Soon
	Assessment + PoV	All Segments	2	Azure Specialization		Azure Accelerate
	MDC Attach Kicker	All Segments	3 4	Azure Specialization		Azure Accelerate

Protect Cloud, AI and Apps | Partner Skilling

Pre-MCEM to achieve
Designation and Specialization

1 Listen &
consult

2 Inspire &
design

3 Empower &
achieve

4 Realize
value

5 Manage &
optimize

Protect Cloud, AI Platform and Apps	Credentials	Sales ready	Tech Deal Ready	Project Ready
Completing Solution Partner Designation	Microsoft Certified: Security, Compliance, and Identity Fundamentals	Microsoft Security Foundation (New content being built)	Tech Deal Ready: Attaching Defender for Cloud for secure migrations	Secure Migration with Defender for Cloud
Getting Specialization	Microsoft Applied Skills: Secure Azure services and workloads with Microsoft Defender for Cloud regulatory compliance controls	Sales Training: Defend Cloud, AI & Apps with MDC	Tech Deal Ready Training: Defend Cloud, AI & Apps with MDC	Secure your workloads with Microsoft Defender for Cloud and integrated solutions
Specialized Partners	Microsoft Certified: Azure Security Engineer Associate	Sales Training: Defend Cloud, AI & Apps with MDC	Tech Deal Ready Training: Defend Cloud, AI & Apps with MDC	Secure your workloads with Microsoft Defender for Cloud and integrated solutions
				AI Security Posture Management (AISPM) with defender for AI

- Register for an upcoming live session at [Partner skilling hub](#)
- Check out [Microsoft LevelUp](#) for Self-serve partner skilling LMS

- Opt-in at [aka.ms/PartnerSkillingsNews](#) for the latest partner skilling updates
- Browse [Certifications, Applied Skills, and Learning Paths](#) for Microsoft Certifications

Build your practice, accelerate your business

Security Solution Plays, Products and Specializations



Solution Plays

Modern SecOps with Unified Platform

Data Security

Protection Cloud, AI Platform and Apps



Hero Products

Primary	Defender Products, Sentinel, Entra
Secondary	Security Copilot

Primary	E5 Compliance, ME5 Suite
Secondary	Purview ACR

Primary	Defender for Cloud
Secondary	Purview ACR



Specialization

[Threat Protection](#)
[Identity and Access Management](#)

[Information Protection & Governance](#)

[Cloud Security](#)

Differentiated Partner Capabilities

Solution Plays	Professional Service Providers	Managed Service Providers	Software Development Company (SDC)	Cloud Solution Providers (CSP)
Modern SecOps with Unified platform	<ul style="list-style-type: none"> • SOC Optimization • Incident Response Automation • Regulatory Compliance • Training and Value Consulting • Integration Expertise • Tailored Deployment 	<ul style="list-style-type: none"> • Comprehensive Managed Security Services • Specialty Managed Services • Enhanced Threat Intelligence • Incident Response and Recovery • Advanced Onboarding Services • SOC SLA Enhancement • Augmentation of Team Expertise • Explore Professional Service Opportunities 	<ul style="list-style-type: none"> • AI Agent Development • Training Platform • Innovative Solution Offerings • Ecosystem Expansion 	<ul style="list-style-type: none"> • Telemetry and Usage Insights for Enhanced Security Management • AI Platform Hardening Services • Licensing and Cost Optimization for Secure AI Deployments • Expand your purpose-built solutions • Training and Value Consulting • Integration Expertise
Data Security	<ul style="list-style-type: none"> • Regulatory Compliance and Framework Consulting • Integration Expertise (Deployment and Configuration) • Incident Response planning (data breach) • Data use and security policy design • Compliance and Risk Investigations • Training and Value Consulting 	<ul style="list-style-type: none"> • Data Security monitoring and alert triage • Data Risk analysis and reporting • Data Security Managed Services • Proactive policy tuning and optimization • Insider Risk Detection and Response • Augmentation of Team Expertise • Explore Professional Service Opportunities 	<ul style="list-style-type: none"> • Extension to non-Microsoft data sources and solutions • AI Agent Development • Enhance data discovery, classifications, visualizations • Region and Industry-specific compliance 	<ul style="list-style-type: none"> • Bundled and pre-packaged solutions • Onboarding and provisioning • Licensing optimization • Training and enablement • Telemetry and usage insights
Protect Cloud, AI Platform and Apps	<ul style="list-style-type: none"> • Cloud Security Architecture and Design • Application Security Architecture Design • Secure DevOps Implementation • Secure AI Implementation Consulting • AppSec Deployment and Configuration Expertise • AI Risk and Compliance Management • Incident Response Planning for Cloud and AI • Regulatory Compliance • Training and Value Consulting 	<ul style="list-style-type: none"> • Cloud Security Monitoring and Threat Detection • AI Security and Ethics Monitoring • Real-time App Protection and Incident Response • Proactive Cloud Configuration Risk Management • Continuous Security Posture Improvement • Managed Cloud Security Policy Enforcement • Compliance Reporting for AI and Cloud Environments 	<ul style="list-style-type: none"> • Secure Development Lifecycle (SDL) integration • AI and Cloud App Security Testing Tools • Secure AI Application Development • AI Model Lifecycle Management Solutions • Compliance Management for AI-based Solutions 	<ul style="list-style-type: none"> • Pre-packaged Cloud and AI Security Solutions • Cloud and AI Security Optimization Services • Easy Onboarding and Provisioning of Secure AI and Apps • Licensing and Cost Optimization for Secure AI Deployments • Cloud Security Training and Enablement

Microsoft AI Cloud Partner Program




Action


Accelerate your practice to Security Specializations to unlock investments


Solutions Partner designations

Demonstrate your breadth capabilities
in the Security solution area


Stand out to customers


 Differentiate with badging


 Access to exclusive tools,
resources and benefits

 Unlock opportunities to sell
with Microsoft

Flexibility in attainment paths


 Qualify on either the SMB or
Enterprise path

 Separate Enterprise &
SMB scores


 Earn points just by upskilling
your teams


Specializations

Differentiate your Security practice with Specializations

 Threat Protection

 Identity & Access Management

 Cloud Security

 Information Protection
& Governance

Get access to practice
accelerating benefits
and incentives

Enablement Resources

GTM Resources

Security and other licenses

Threat Protection Engagements



Access to top investment
motions and Co-sell
through Specializations

Additional Security and
other licenses

Home

Workspaces

Benefits

Customers

Earnings

Incentives

Insights

Marketplace offers

Membership

Referrals

My access

Membership

Enroll in and manage Microsoft Cloud Partner Program memberships and programs to help you go to market

Useful links

[Microsoft Cloud Partner Program overview](#)

[Troubleshoot account setup](#)

[Learn about Action Packs](#)

Benefits Overview

Establishing customer relationships

Incentives overview

About Insights

Marketplace overview

Publishing marketplace offers

https://partner.microsoft.com/dashboard/v2/membership/workspace/overview



- Overview
- Microsoft Action Pack
- Legacy Silver/Gold
- Learning profile
- Purchases
- Membership offers
- Bills and payments
- ISV Success
- Build & Publish
- Marketplace Rewards
- Surface Reseller Alliance
- Overview
- Insights
- Azure Expert MSP
- Training Services Partner
- Solutions Partner
- Overview
- Business Applications
- Data & AI
- Digital & App Innovation
- Infrastructure
- Modern Work
- Security
- Solutions Partner insights
- Specializations
- Overview
- Azure
- Modern Work
- Security
- Business Applications

Solutions Partner | Overview

Benefits for Solutions Partner

Take a tour

Learn more

Overview

What's new

Partner capability score

Next steps

Solution areas

<div>Business Applications</div> <div>3 /100</div> <div>In Progress</div> <div>As a Solutions Partner for Business Applications, you demonstrate your broad capability to deliver solutions with Dynamics 365 and Power Platform.</div> <div>View Details</div>	<div>Data & AI</div> <div>60 /100</div> <div>In Progress</div> <div>As a Solutions Partner for Data & AI you demonstrate your broad capability to help customers manage and govern their data across multiple systems to build analytics and AI solutions.</div> <div>View Details</div>
<div>Digital & App Innovation</div> <div>72 /100</div> <div>In Progress</div> <div>As a Solutions Partner for Digital & App Innovation, you demonstrate your broad capability to help customers modernize existing applications and build cloud-native apps</div> <div>View Details</div>	<div>Infrastructure</div> <div>80 /100</div> <div>Enrolled</div> <div>valid till May 16, 2025</div> <div>View Details</div>
<div>Security</div> <div>85 /100</div> <div>Enrolled</div> <div>valid till May 16, 2025</div> <div>View Details</div>	<div>Modern Work</div> <div>92 /100</div> <div>Enrolled</div> <div>valid till May 16, 2025</div> <div>SMB34 /100View Details</div> <div>OR</div> <div>Enterprise92 /100View Details</div>



- Overview
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- Insights
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- Overview
- Business Applications
- Data & AI
- Digital & App Innovation
- Infrastructure
- Modern Work
- Security
- Solutions Partner insights
- Specializations
- Overview
- Azure
- Modern Work
- Security
- Business Applications

Select specialization

Cloud Security

Cloud Security

The Cloud Security specialization provides a means for your company to showcase capabilities to implement comprehensive security solutions across your customers' Azure, hybrid and multi-cloud environments. This expertise will be verified through customer references and Microsoft exams, ensuring partners can deploy and manage these workloads. Customers will be able to see both the partner's Solutions Partner designation and specialization in the partner [business profile](#) on the [partner directory](#).

The summary section explains your current status and the requirements for enrollment or renewal for this specialization.

Current status ⓘ

Enrolled

Enrolled on : 5/28/2024

Valid till : 6/27/2025

Benefits [View](#)

PROVISIONED

About next renewal

Renewal requirements

1. You need to achieve the qualification requirements during the renewal window to successfully renew this specialization.

2. For the next renewal, you do not need to submit the customer references as the previously approved customer references are still valid. Once you meet the qualification requirements during the renewal window, you will be automatically renewed in this specialization.

Your renewal window: 3/29/2025 to 6/27/2025

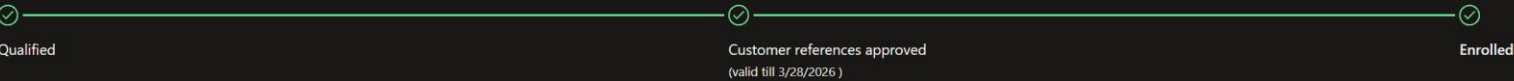
Your renewal status (as of today):

NOT APPLICABLE

Reason: You are not within the renewal window

Specialization Progress

This explains your progress to get enrolled into this specialization



Qualification

Customer Reference

About

1. Eligibility

Solutions Partner designation

Security

Current status:

Achieved

Required:

Your company must have active Solutions Partner designation in Security solution area

[View Details](#)

2. Performance

Current status:

Achieved

Your company must meet the performance thresholds.

Your company must demonstrate **\$200,000** of Azure Consumed Revenue (ACR)* from Hybrid Environment XDR and Network Security in a trailing 12-month period.

Hybrid Environment XDR and Network Security ACR is determined through Service Level 4 - [List](#)

Accelerate your Practice with MAICPP product benefits

	Explore	Build	Strengthen	Differentiate	Depth Differentiation
Highlighted Products	Partner Launch Benefits	Partner Success Core Benefits	Partner Success Expanded Benefits	Security Solution Partner Designation	Security Specialization(s)
Azure Credits	\$700 USD	\$2,400 USD	\$4,000 USD	\$6k USD	← +\$9K–\$27K USD
Security Copilot via Azure Credits					← \$5K–\$15K USD
Microsoft 365	5 seats Business Premium	15 seats Business Premium	35 seats Business Premium	100 seats E5	← +30–150 seats E5
Defender for Endpoint P2 & Entra ID P2	5 seats of each	15 seats of each	35 seats of each	Included with M365 E5	Included with M365 E5
Visio Plan 2	1 seat	5 seats	5 seats	5 seats	
Project Online Plan 5	1 seat	5 seats	5 seats	20 seats	
Visual Studio	1 seat VS Pro	8 seats VS Pro	15 seats VS Pro	25 seats VS Enterprise	← +10–30 seats VS Enterprise
Power Apps & Automate Premium	1 seat of each	8 seats of each	15 seats of each	25 seats of each	
Annual Benefit Package Cost	\$345 USD	\$895 USD	\$3,995 USD	\$4,730 USD	← + no additional fee

For more details

[Benefits Guide](#) [Benefits Excel](#)

*Seats and credits within the offers listed on this page are additive

[Purchase & Redeem in Partner Center](#)

Security Partner Communities



Microsoft Intelligent Security Association

The Microsoft Intelligent Security Association (MISA) is an ecosystem of leading security vendors comprised of software development companies (SDC) and managed security service providers (MSSP) that have integrated their solutions with Microsoft's security technology.

Our mission is to provide intelligent, best in class security solutions for our shared customers that work together to help them protect against cyber threats.

Learn more at: <https://aka.ms/MISA>



Microsoft Security Customer Connection Program

The Microsoft Security Customer Connection Program (CCP) enables customers, partners, and Microsoft's Most Valuable Professionals (MVPs) to directly connect with Microsoft security engineers to share their product experiences, needs, and recommendations. Microsoft uses the program to put the customer at the center of product development and ultimately create better security solutions.

Sign up at: <https://aka.ms/JoinCPP>

Join the Microsoft Security Public Community:
<https://aka.ms/SecurityCommunity>

Skilling through Microsoft AI Cloud Partner Program

Pre-
MCEM

1 Listen &
consult

2 Inspire &
design

3 Empower
& achieve

4 Realize
value

5 Manage &
optimize

Adoption

Fundamentals and Advanced Cert. Training

Enable all Partner roles on foundational Solution Area knowledge and drive Designation & Specialization growth with technical roles.

Project Ready Training

Intermediate to advanced (L300/400) technical trainings that equip our partners with the practical skills to migrate, implement, and integrate a solution anchored on Microsoft Solution Play that cover real-world scenarios and including labs when possible.

Sales Ready Training

Enable Partner sellers to sell more effectively, landing how we go to market with Solution Plays.

Deal Ready Tech-Sales Training

Enable technical pre-sales roles to prepare and position solution proposal for success, demonstrating value, addressing potential concerns, and driving next best workload for upskill.

FY26 Security Partner Investments

FY26 Partner Investment Direction

Driving success in high-value customer scenarios



Customer Segment

Optimize investments for each segment



MCEM Stage

Drive **consistency and simplification** focused on Inspire and Design and Realize Value

Establishing CSP as the hero motion



Activate SME&C Growth

Design to **reward growth** across new and existing customers, workloads, and seat counts

Increase Hero Investments Across CSAs



AI Business Solutions

Accelerate customers' AI journey through **standardized** end-to-end investments



Cloud & AI Platforms

One unified azure migration journey and offering
Ensure **competitiveness** of partner-led offerings against strategic workload scenarios





Security


Evolve security investments
Simplify offers with focus on delivering pre-sales, deployment, and adoption acceleration


Home


Workspaces


Benefits


Customers


Incentives

Insights

Marketplace offers

Membership

Payouts

Referrals


Incentives


Explore incentives programs, sign up and manage incentives, and view your programs and payouts


Useful links


- [How to get started with incentives](#)
- [How to manage co-op claims](#)


Quick starts


 Benefits Overview


 Establishing customer relationships


 Incentives overview

 Indirect reseller enrollment

 About Insights

 Marketplace overview

 Publishing marketplace offers

 Learn about membership requirements

- Overview
- Plans management
- Co-op management
- Microsoft Commerce Incentive
- MCI engagements
- Customer claims

Incentives | Overview

Filters

Effective July 2023, following changes have been applied to this page. 1. Total earned and Total paid cards will be removed. Please visit [Transaction history](#) to view the total earned and [Payments](#) to view the total paid. 2. Clicking on Accelerated Growth Incentives and Online Services Usage will continue to take you to the respective program pages. For the rest of the programs, you will be redirected to [Transaction history](#) with program name filter applied.

Enrollments

View enrollment status, actions required, and earnings or payments by location and program. [Learn more about enrollment status](#). If you see that program enrollments are missing, sign in to Partner Center with your work account and check your incentive permissions on the [User Management](#) page. Your company global or account admin can edit these permissions.

All incentive programs By location By program

Program name ↑	Partner ID	Country/Region	Status	Actions required	Program resources
Azure Incentives		Belgium	⛔ Program discontinued	-	Program guide
Campaigns		Belgium	✅ Enrolled	-	Program guide
CSP Indirect Reseller		Belgium	✅ Enrolled See eligibility requirements	-	Program guide
Microsoft Commerce Incentives		Belgium	⚠️ Action required	Update payment profile	Program guide
				-	Program guide
				-	Program guide
				-	Program guide
				-	

- Filter enrollments
- Action required
- Invitations

Security Partner Investments FY26



* Offers through Q1-FY26
** Launching September 1st, 2025
*** Launching October 1st, 2025

FY26 Security Partner Activities

Funded engagements to drive customer intent to purchase/deploy advanced Microsoft Security solutions

FY26 Earning Opportunities

Eligibility & Payment

Inspire & Design Engagements

Threat Protection Immersion Briefing		Data Security Immersion Briefing	
1:Many	Up to \$2K	Up to \$2K	1:Many
Threat Protection Envisioning Workshop		Modern SecOps Envisioning Workshop	
Up to \$8K		Up to \$8K	
1:1	Data Security Envisioning Workshop	Cloud Security Envisioning Workshop**	1:1
Up to \$8K		Up to \$8K	

Immersion Briefings – 1:Many

Eligibility

- Security Solution Partner Designation

Customer Qualifications

- 100+ Paid Available Units (PAU) For Microsoft Entra ID P1 or Business Premium

Payout Details

- One time fee paid upon completion of activity and Microsoft approval

Offer Description

- 1:Many engagement to introduce multiple customers to Microsoft's threat protection and data security capabilities via interactive demos, scenario-based discussions, and actionable guidance tailored to common security challenges.

Envisioning Workshops – 1:1

Eligibility

- Security Solution Partner Designation through December '25*

Customer Qualifications

- 300–5000 Paid Available Units (PAU) for Microsoft Entra ID P1 *and*
- 250+ Monthly Active Users (MAU) for Exchange Online, SharePoint Online or Teams

Payout Details

- One time fee paid upon completion of activity and Microsoft approval
- Max payout varies by market: Market A = \$8000, Market B = \$6500, and Market C = \$5500

Offer Description

- 1:1 engagement to identify customer security goals, use Microsoft tools to assess threats including product specific modules, and provide solution recommendations.




Cloud Security Envisioning Workshop

ENGAGEMENT SUMMARY

The Cloud Security Envisioning Workshop is designed to build customer intent for deploying or expanding Microsoft Defender for Cloud. Customers will explore how to detect threats, understand their security posture, and identify risks and opportunities. The workshop concludes with clear, actionable next steps aligned to their goals. The engagement requires approximately three days of partner effort and is designed to be delivered in the customer’s production environment, using real-world data to uncover security threats and vulnerabilities.

ENGAGEMENT TERM

September 1, 2025, through June 30, 2026

<div><h3>Eligibility</h3><div><div>Partner Agreement Microsoft AI Cloud Partner Program Agreement</div><div><div>Incentive Enrollment Microsoft Commerce Incentives</div><div><div>Solutions Partner Designation Active Microsoft Security Partner Designation</div></div><h3>Customer Qualifications</h3><ul style="list-style-type: none">Prioritized targeted accounts with over \$20,000 in total monthly ACR spend that currently have less than 8% MDC consumption</div></div></div>	<div><h3>Measure and Reward</h3><p>Activity Payment: Market A = \$8,000, Market B = \$6,500, and Market C = \$5,500 (Refer to below slide ‘FY26 Security Incentives Details’ for details)</p><div><h4>Activity Requirements</h4><p>For the Cloud Security Envisioning Workshop to be considered complete a partner is required to deliver the following activities:</p><ul style="list-style-type: none">Identify customer’s key security objectives & priorities.<p>The Threat Protection Envisioning Workshop includes following mandatory modules:</p><ul style="list-style-type: none">Defender for Cloud Security Posture ManagementMicrosoft Defender Portal<p>Selection and configuration of at least two (2) of following selectable modules:</p><ul style="list-style-type: none">Defender for ServersDefender for DatabasesDefender for StorageDefender for ContainersDefender for App ServiceDefender for AI ServicesSecurity Exposure Management<ul style="list-style-type: none">Remediation of potential technical issues during the deployment.Mapping threats discovered to a recommended method of mitigation.Demonstration of how the relevant Microsoft security products work, going through key scenarios that will help land product value and key differentiators.Provide recommendations and next steps.</div></div>
<div><div><div><div><div></div><div>Purchasing Motion</div></div><div>Breadth, Enterprise and self-service purchasing motions</div></div></div></div>	<div><div><div><div></div><div>Earning Type</div></div><div>Fee</div></div></div>



[Aka.ms/CloudSecurityEnvisioningWorkshop/Resources](https://aka.ms/CloudSecurityEnvisioningWorkshop/Resources)

What we'll do during the engagement



Analyze

Analyze requirements and priorities for a hybrid and multi-cloud security posture management and threat protection and response solution.



Define scope & deploy

Define scope & deploy Microsoft Defender for Cloud in the production environment.



Discover threats

Discover how near real-time detection and response can be achieved for multi-cloud workloads through a unified XDR experience.



Understand your security posture

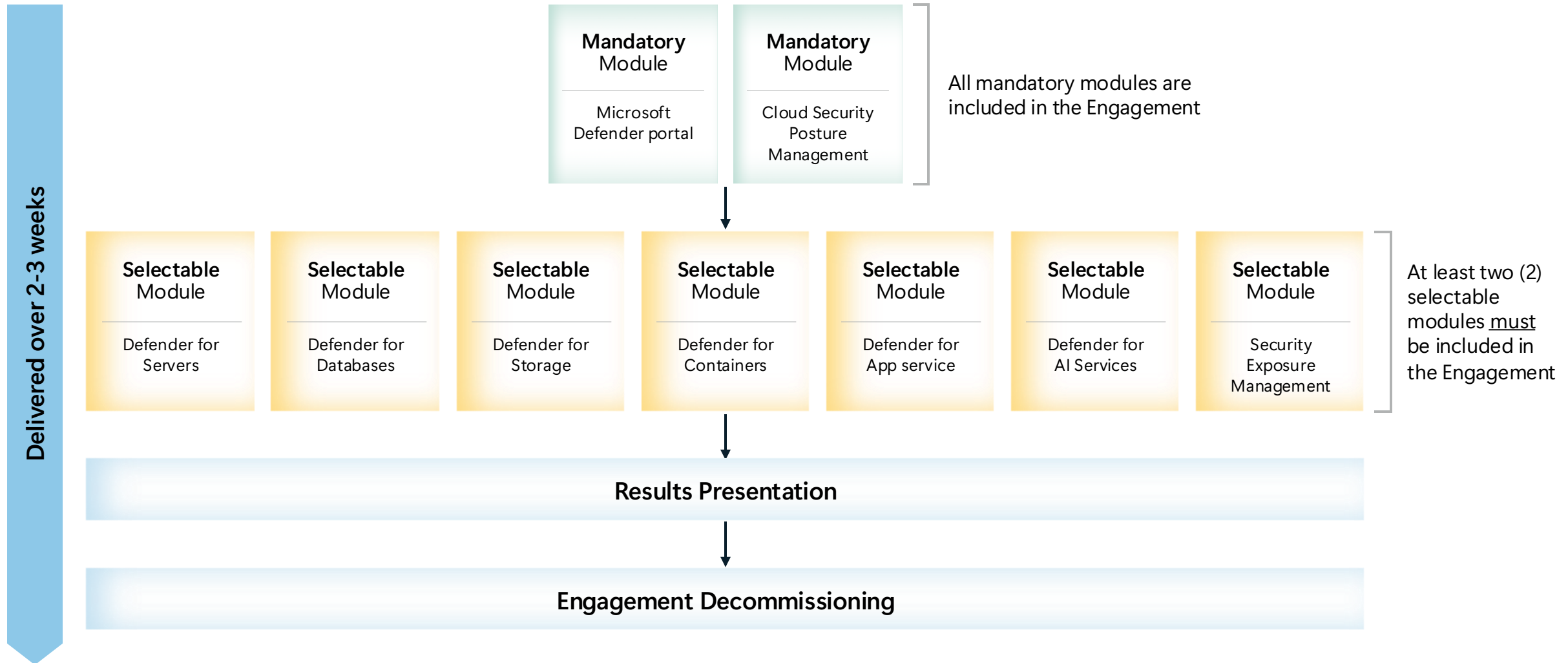
Get a birds-eye view of the security and compliance posture of multi-cloud environments.



Plan

Plan next steps on how to work together.

Cloud Security Envisioning Workshop – Modular Design



Microsoft Sentinel Accelerator

Preview: Subject to Change


ENGAGEMENT SUMMARY


Microsoft Sentinel Accelerator is a post-sales consumption engagement designed to help partners drive significant value for existing customers by deepening Sentinel adoption. The engagement emphasizes strengthening SecOps practices, analytics, automation, and governance to deliver measurable security outcomes. Success is defined by customers surpassing 50 GB/day ingestion and maintaining stability, with payments rewarding both activation and sustained usage to maximize Sentinel’s impact. Stabilization is based on the highest ingestion tier achieved, motivating partners to drive and sustain long-term consumption.


ENGAGEMENT TERM

October 1, 2025, through June 30, 2026

Partner Eligibility

- 

Partner Agreement
Microsoft AI Cloud Partner Program Agreement
- 

Incentive Enrollment
Microsoft Commerce Incentives
- 

Solutions Partner Designation
Active Threat Protection Specialization

Customer Qualifications

Existing Sentinel accounts currently ingesting < 50 GB/day of Sentinel ACR average trailing 3 months

Measure and Reward

Partners earn **incentives in two stages**: activation and stabilization.

- Activation** occurs when a customer reaches 50 GB/day of Sentinel ingestion within the first 90 days post customer consent. If not met, the engagement will be canceled. If met, partners receive an activation payment once the 50 GB/day threshold is met. Partners will initiate this payment by submitting POE (invoice (\$4K), customer survey and partner survey) to initiate this activation payment.
- Stabilization** is defined as sustaining the highest gigabyte average ingestion tier achieved (≥50-99 GB, 100-199 GB, or 200+ GB) within the remaining months after activation, all within a 180 days window from time of consent. **Stabilization is determined at the end of the 180-day period** based on the highest consecutive 90 days stabilized average gigabyte tranche. Monitoring and validation will be handled by MCI Operations using Microsoft telemetry.

Both activation and stabilization must occur within 180 days of customer consent. Only one stabilization payout is awarded per 180-day window, and customers *cannot* be re-nominated.

	Activation Payment (50gb achieves within first 90 days)	Stabilization Payment Tranches		
		Consecutive 90-day average 50gb – 99gb	Consecutive 90-day average 100gb - 199gb	Consecutive 90-day average 200gb+
Microsoft Sentinel Accelerator	\$4,000 USD	\$4,000 USD	\$11,000 USD	\$34,000 USD

Earning Type
Fee

Microsoft Defender for Cloud Accelerator

Preview: Subject to Change


ENGAGEMENT SUMMARY

The Microsoft Defender for Cloud Accelerator is a post-sales incentive engagement that rewards partners for driving increased usage of Defender for Cloud among existing customers. Success is measured by sustained growth across specific workloads, including Defender for CSPM, Defender for AI Services, Defender for App Services, Defender for Cosmos DB, Defender for Containers, Defender for DNS, Defender for Key Vault, Defender for Kubernetes, Defender for MariaDB, Defender for MySQL, Defender for PostgreSQL, Defender for Resource Manager, Defender for Servers, Defender for SQL, and Defender for Storage. Consumption growth must stabilize at or above 80% within 180-days. Eligibility and payouts are determined by telemetry data and partner/customer surveys.


ENGAGEMENT TERM

October 1, 2025, through June 30, 2026


Partner Eligibility



Partner Agreement
Microsoft AI Cloud Partner Program Agreement



Incentive Enrollment
Microsoft Commerce Incentives



Solutions Partner Designation
Cloud Security Specialization

Customer Qualifications

Existing MDC accounts with a minimum **\$1,000** average trailing 3 months of MDC consumption at nomination

Measure and Reward

Partners earn incentives by meeting two key conditions:

- Achieve at least 80% growth** in average monthly MDC consumption.
- Stabilize that growth for a consecutive 90 days** within a 120-day period following customer consent.

The **stabilization payment** is evaluated over a 120-day period following customer consent. During this evaluation period, Microsoft determines the exit Defender for Cloud ACR, via Microsoft telemetry, based on the highest consecutive 90-day stabilized average within the 120 day evaluation period.

Customer’s baseline average is defined as the trailing 90-day period prior to the date of customer consent.

Only one payout is permitted per nomination. If the target isn’t achieved within the 120 day evaluation period, the engagement will expire. **Partners may re-nominate** the same customer after the initial 120-day engagement, and the customer will assume a new baseline average.

	Exit Defender for Cloud ACR (after growth) Consecutive 90-day average	Stabilization Payout
Growth Tranches	1.8K – <10K average	\$2,500
	≥ 10K – 18K average	\$5,000
	≥ 18K average	\$10,000

Earning Type
Fee

CSP lever construct **effective July 1, 2025**

Rewarding growth through expanding existing relationships and new customer acquisition

Security*

7.5%

Growth



10.75%

Core and Strategic Accelerators

AI Business Solutions*

AI Workforce

7.5%

Growth



10.75%

Core and Strategic Accelerators

AI Business Process

7.5%

Growth



12%

Core and Strategic Accelerators

Cloud and AI Platforms

7.5%

Growth



3%

Core

*Security & AI Business Solutions rates reflect FY26 CSP incentives for strategic accelerators on hero products (ex. ME5, Copilot, Business Central) in Innovate/Balance Markets
Growth accelerator is based on each individual customer tenant's growth.

M365 CSP Incentives – direct bill partner/indirect reseller

Engagement summary

Partner eligibility

Earning opportunities

The Microsoft 365 CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Modern Work & Security products and services through the new commerce experience.

CSP direct bill partner authorization:

- Solutions Partner designation for one of the following: Solutions partner for Modern Work OR Solution partner for Security
- \$1M USD 12-month revenue threshold at Partner Global Account (PGA) ID

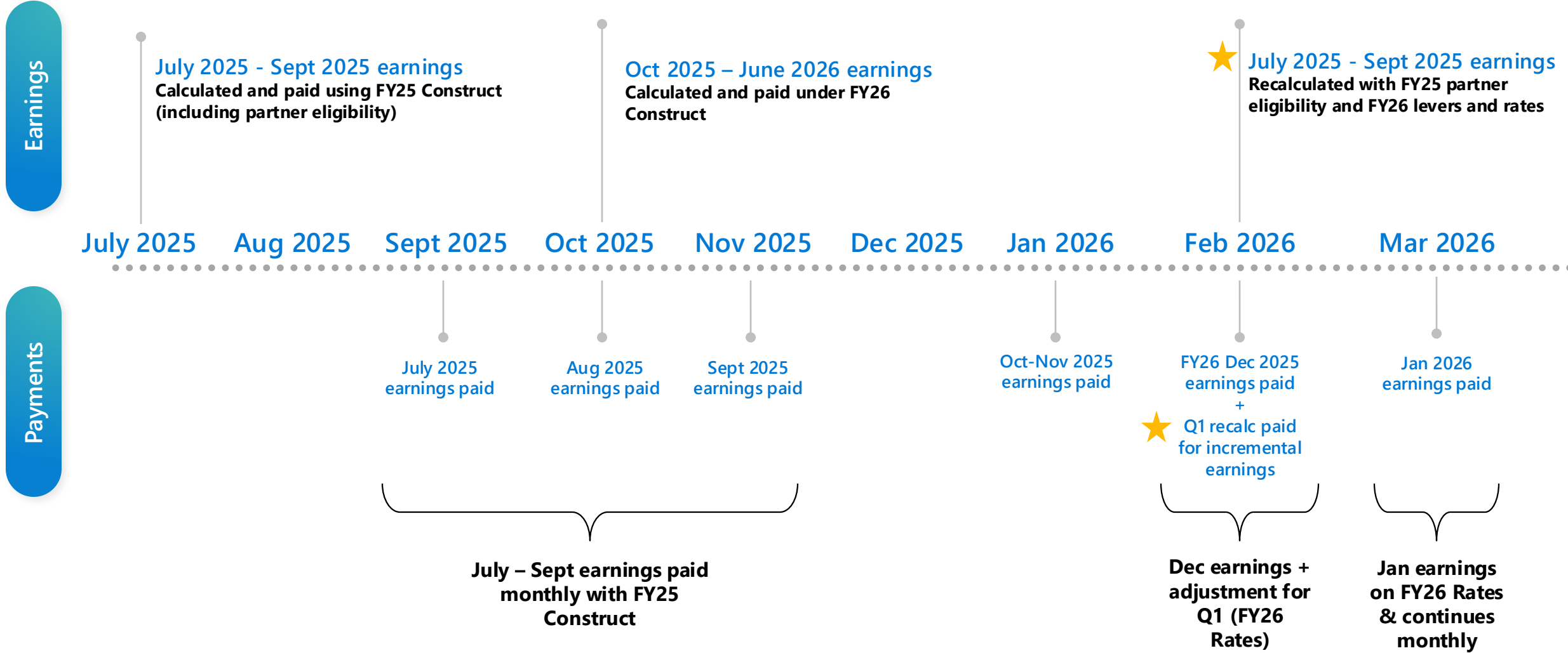
OR

CSP indirect reseller authorization:

- Solutions Partner designation OR 25-point minimum capability score for one of the following: Solutions partner for Modern Work OR Solution partner for Security
- \$25K USD 12-month revenue threshold at Partner Location Account (PLA) ID

M365 CSP levers	Rate	Maximum incentive earning opportunity
M365 CSP Core	3.75%	\$93,750
M365 CSP Global Strategic Product Accelerator – Tier 1 (Business Premium, M365 E3)	<i>Innovate and Balance countries: 3.00%</i>	\$75,000
	<i>Scale countries: 4.00%</i>	\$100,000
M365 CSP Global Strategic Product Accelerator – Tier 2 (M365 E5, Copilot)	7.00%	\$175,000
M365 CSP Global Calling and Conference PSTN Accelerator	20.00%	Not applicable
M365 CSP Growth Accelerator*	7.50%	\$187,500

FY26 CSP incentives timeline



FY26 Security CSP Deployment Accelerators

Rewards CSP partners for driving adoption and usage of Microsoft 365 E3 and E5 core features, and to get customers AI-ready.

ME3/ME5

Eligibility:

Security Specialization

Customer Qualifications:

- Small: 300–499 seats of ME3/ME5
- Medium: 500–999 seats ME3/ME5
- Large: 1,000–1,499 seats ME3/ME5
- XL: 1,500+ seats ME3/ME5

Up to
\$38K

Payout Details:

One-time fee paid upon completion of activity and Microsoft approval

Offer Description:

Partner-led CSP Security post-sales solution implementation to achieve defined deployment milestones.

ME5 Security & ME5 Compliance Mini-Suite

Eligibility:

Security Specialization

Customer Qualifications:

- Small: 300–499 seats of E5 Security or E5 Compliance Mini-Suites
- Medium: 500–999 seats E5 Security or E5 Compliance Mini-Suites
- Large: 1,000–1,499 seats E5 Security or E5 Compliance Mini-Suites
- XL: 1,500+ seats E5 Security or E5 Compliance Mini-Suites

Up to
\$10K

Payout Details:

One-time fee paid upon completion of activity and Microsoft approval

Offer Description:

Partner-led CSP Security post-sales solution implementation to achieve defined deployment milestones.



Investment and Incentive Resources



Incentive resources available

aka.ms/partnerincentives



FY26 Microsoft Commerce Incentives (MCI) Guide
available July 1 at <https://aka.ms/incentivesguide>



Partners can register for **MCI Office Hours** at
[MCILandingPage Listing Page \(eventbuilder.com\)](https://aka.ms/MCILandingPage)

Thank you

Hans Hofkens