AI Business Solutions

AI Business Process
Scale Business Operations with AI
(Business Central)

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New

AI Business Solutions

AI Workforce + **AI Business Process**

AI Business Solutions

AI Workforce + AI Business Process [aka Business Applications]

FY26 AI Business Solutions GTM

✅ **New for FY26**

AI Workforce — Mainstream	FY26 Growth Drivers	Solution Plays	Enterprise	Corporate	SMB
	M365 Copilot, Copilot Chat, Copilot Studio, Viva	Copilot and Agents at Work	✅	✅	✅
	ME3, Frontline Worker	Secure AI Productivity	✅	✅	✅
	W365, AVD, W365 Link	Scale with Cloud and AI Endpoints	✅		
	Teams Phone, Rooms, Premium	Converged Comms	✅		

AI Business Process

AI Business Process — Mainstream	FY26 Growth Drivers	Solution Plays	Enterprise	Corporate	SMB
	Power Apps, Power Automate, Copilot Studio	Innovate with Low Code AI and Agents	✅	✅	
	D365 Sales, Copilot Studio	Sales Transformation with AI	✅	✅(green)	
	D365 Service, Field Service, CCaaS, Copilot Studio	Service Transformation with AI	✅	✅(green)	
	D365 Finance, Supply Chain, Copilot Studio	ERP Transformation with AI	✅(green)	✅	✅(green)
	Business Central, Copilot Studio	Scale Business Operations with AI			✅

Why we're betting on Business Central

Named "**the Best ERP System**" in 2024 by Forbes Advisor

45K+
Business Central customers today, and growing

$132B
Total Addressable Market for AI Business Process

4x
growth in AI use across Business Central over the last six months

1,000+
new CSPs transacting Business Central in the past year

FY26 Priorities for Business Central

Accelerate customer acquisition with AI & Agents

Leverage AI and agent innovations to win mindshare and build pipeline

Activate the M365 Opportunity

Collaborate across channel ecosystem to scale and reach new customers

Drive urgency to migrate with new offers

Use migration offers & vouchers to accelerate and close deals

Win Formula: Scale Business Operations with AI

Customer Outcome
Empower your organization to help achieve measurable business growth by embedding AI-powered applications and agents that optimize operations, enhance customer engagement, and streamline processes through automation.

Partner Outcome
Help grow your profit and win customers by supporting businesses adopt AI-powered business processes with Dynamics 365 and Power Platform, delivering measurable outcomes through intelligent automation, streamlined operations, and enhanced customer engagement.

Win Formula aligning to MCEM

0 Pre MCEM

Practice Building
Build the skills to deliver

Differentiate:
- MAICPP Solution Designations and Specializations

Sales and Technical Readiness:
- Get started with Business Central
- Level Up training
- Certifications: MB-800 + MB-820
- Partner skilling hub

- **Build Repeatable Offer and Optimize customer on-boarding:** High Volume Program
- **Fill the Talent Gap:** "Reskill" Initiative: aka.ms/BCTalent

1 Listen & consult

Build Pipeline
Target customers and execute Campaign in a Box to help drive AI-driven process transformation

Generate Demand:
- Propensity: Targeting BC Cloud Ascent 'Act Now' Cohorts: D365 Acquisition, Migrate to Cloud.
- Run Marketing BC Campaigns with Campaign in a Box: Partner Marketing Center
- Co-op funds

Migration Offer Calculator
Customer Stories to show case D365 BC

2 Inspire & design

Deliver
Use 1:many events to build intent and engage customers with envisioning workshops

Drive customer intent (Reseller led):
- MCI Immersion Briefings (BC, Copilot + Agent)*
- MCI ERP Envisioning (deals +$50K ACV)*

Business Central Trial
Sales & Marketing Assets:
Pitch decks, messaging, etc.
Solution Play Partner Portal, Business Central Partner Portal, SureStep University

3 Empower & achieve

Win Deal
Deliver proof of value with Copilot and automation

Business Central Concierge Service
(deals +$50K ACV) aka.ms/bcconcierge

Deal-making capabilities:
- CSP Promotions: Migration Promo Offer (BTTC2)*
- ECIF (deals +$150K ACV)*

Profitability:
CSP Incentives: 4% D365 CSP Core + 8% BC Strategic Product Accelerator + 7.5% D365 CSP Growth Accelerator*

4 Realize value

Deploy/Drive Adoption
Accelerate delivery cycle with repeatable solutions and deployment offers

Drive deployment (Reseller-led):
- ERP Accelerate*
- CSP Deployment Voucher["AIBP"] ($100K+ ACV) *
- BC Migration Voucher ($50K+ ACV)*

5 Manage & optimize

Drive Expansion
Build business case for expansion to include Copilot Studio and ensure adoption of built-in AI Copilot Agents

Upsell BC:
- Attach SKUs: D365 Sales / D365 Customer Service / D365 Field Service
- Copilot Studio: Agent Previews

Drive customer use:
- In a Day Workshops: Power Platform, Agent in a Day (Copilot Studio)

Community:
- Business Applications for partners - Microsoft Community Hub
- Business Central LinkedIn

Partner Skilling

Scale Business Operations with AI | Partner Skilling

Scale Business Operations with AI	Pre-MCEM to achieve Designation and Specialization	1 Listen & consult	2 Inspire & design	3 Empower & achieve	4 Realize value	5 Manage & optimize
	Credential Ready	Sales Ready		Tech Deal Ready		Project Ready
New to Practice (Build)	Get started with Business Central	SMB sales bootcamp		Level Up CSP sales bootcamp		Business Central learning courses Business Central resources
Improve Practice (Enhance)	MB-800: Business Central Functional Consultant	AI Transformation in SMB with Business Central		AI Transformation in SMB with Business Central		
Specialize (Innovate and Grow)	MB-820: Business Central Developer	High Volume Acceleration Series		Copilot and agents in Business Central Business Central Talent Initiative		Copilot and agents in Business Central Business Central Talent Initiative

- 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
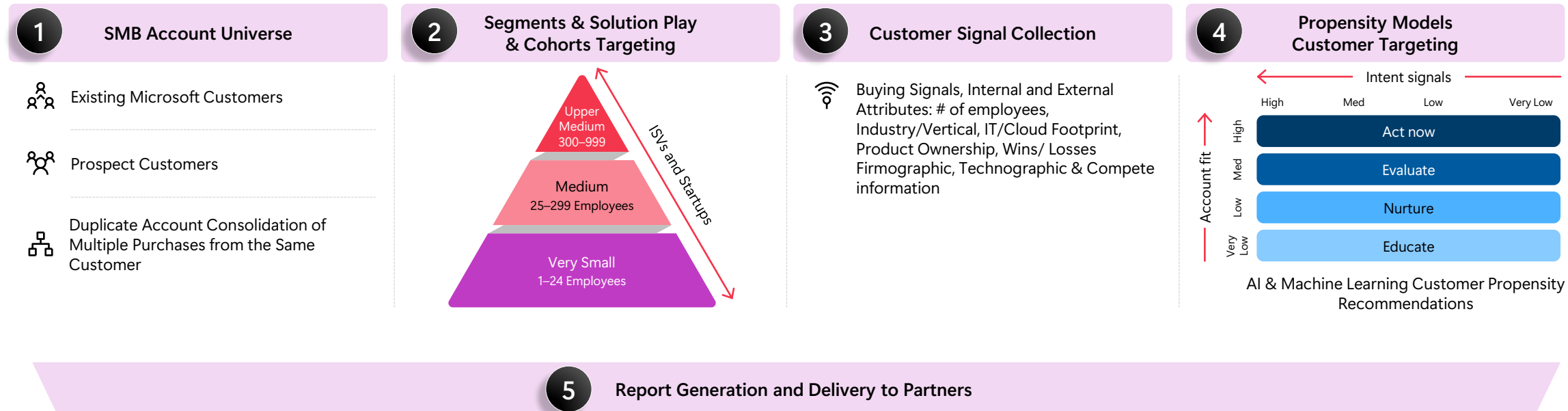
Generate Demand

CloudAscent | What is 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 Cloud and AI Platforms, AI Business Productivity, and Security solutions

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

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

1 SMB Account Universe

- Existing Microsoft Customers
- Prospect Customers
- Duplicate Account Consolidation of Multiple Purchases from the Same Customer

2 Segments & Solution Play & Cohorts Targeting

ISVs and Startups

- Upper Medium 300–999
- Medium 25–299 Employees
- Very Small 1–24 Employees

3 Customer Signal Collection

Buying Signals, Internal and External Attributes: # of employees, Industry/Vertical, IT/Cloud Footprint, Product Ownership, Wins/ Losses Firmographic, Technographic & Compete information

4 Propensity Models Customer Targeting

Intent signals

	High	Med	Low	Very Low
High	Act now			
Med	Evaluate			
Low	Nurture			
Very Low	Educate			

Account fit

AI & Machine Learning Customer Propensity Recommendations

5 Report Generation and Delivery to Partners

- **Learn about CloudAscent** by visiting https://aka.ms/CloudAscent
- **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

Demand Generation with CloudAscent (CLAS) and Campaign in a Box (CiaB)

CLAS: Identify high propensity customers			CIAB: Generate leads	
Solution Play	**Targeting Scenario**	**Customer Targeting Lists (aka Cohorts)**	**Campaign in a Box (CiaB)**	**Get Started**
Scale Business Operations with AI	D365 Acquisition	Modernize Accounting/ERP Systems with D365 Business Central	Business Central for SMB	Digital Marketing Content (DMC) | Partner Marketing Center(PMC)
	Migrate to Cloud	Migrate from Dynamics OnPrem to Business Central	Migrating your SMB customers from Microsoft Dynamics GP to Dynamics 365 Business Central	Digital Marketing Content | Partner Marketing Center (PMC)

Learn more about CloudAscent
CloudAscent Partner Trainings

Campaign in a Box

- **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 **significant $$ and resources** so that partners can **go to market faster**
- Drive **top of the funnel leads** for partners

Partner Marketing Assets by Customer Journey

Build awareness
- Outreach email
- Blogs
- Social assets / banner ads
- Thought leadership
- Short videos

Acquire leads
- Landing page
- Hero asset

Nurture leads
- Nurture emails
- Infographics
- Customer stories

Sales Follow-up
- Pitch decks
- Sales datasheet
- Assessments
- Demos

How to execute?

	What is it?	What level of customization does it offer?	Is there a cost?
Partner Marketing Center (PMC)	Provides Microsoft branded and approved assets aligned to cloud solution area with deeper customization	Partner can insert logo, branding/colors, and value prop/solution	No, it's free

Campaigns will be localized into 11 languages: German, Spanish (Spain), Italian, French, Russian, Japanese, Chinese (simplified), Chinese (traditional), Korean, Turkish, Portuguese (Portugal)

Partner Value Prop Deck - Business Central — *Learn more about the TAM of this solution play.* — 1.5 MB — 2025-09-11

Execution Guide - Business Central for SMB — *Overview of the campaign and guidance to get started.* — 27.6 MB — 2025-09-11

To-Partner Distributor Guide — *Learn how to promote this campaign to your network.* — 36.3 MB — 2025-09-11

To-Reseller Promo Email - Drive pipeline with Microsoft Dynamics 365 — *Use this guide with resellers to promote the campaign.* — 523.0 KB — 2025-09-11

To-Partner Reseller Guide — *Promote this campaign to your network.* — 17.6 MB — 2025-09-11

To-Reseller Reminder Email - Launch a ready-to-go AI-powered campaign — *Follow-up on your promotion of this campaign.* — 608.0 KB — 2025-09-11

Promo Email - Grow your business with Microsoft Dynamics 365 — *Customize this promo email with the engaging content.* — 602.0 KB — 2025-09-11

Social Ad 1 - Connect your entire business with AI-powered workflows — *Use social ads to drive traffic to the landing page.* — 350.4 KB — 2025-09-11

This campaign's content

Showing **1-12** of **19** assets

Scale Business Operations with AI   COLLECTION

Last Modified 2025-07-08

The Scale Business Operations with AI Solution Play addresses value of Dynar small and medium-sized businesses. Within this collection, find:
• Cohort Partner Playbook: Learn how to execute each Solution Play by u partner opportunity and its associated marketing outreach campaign, + business.
• Cohort Sales Guide: Access resources to find, reach out to, and h fit particular profiles that may have a higher propensity to buy a
• Partner Marketing Center (PMC): Find customizable marketir to execute effective campaigns and accelerate your time to
• Digital Marketing Content on Demand (DMC): An easy-* ready-to-share digital campaigns.

This campaign's content

Showing **1-3** of **3** assets

SMB Cohort Sales Guide - Scale Business Operations with AI — *Find, reach out to, and converse with high-propensity leads.* — 1.8 MB — 2025-09-16

SMB Cohort Partner Playbook - Scale Business Operations with AI — *Utilize Solution Plays to drive acquisition and growth with SMBs.* — 1.3 MB — 2025-09-16

Campaign in a box resources

Business Central for SMB — *Boost productivity with Business Central for SMB.* — 2025-09-15

https://aka.ms/PC_SMBScaleBusinessOperationsAI

Partner Investments

Business Central Immersion Briefings (1:Many)

90-minute customer experience highlighting business scenarios

Incentive

5 or more customers
$2K (Market A) or **$1.5K** (Markets B/C)

Partner Eligibility

A CSP Direct partner or Indirect Reseller with **Business Applications Solutions Partner Designation** AND Microsoft validated **FY25 CSP Revenue Performance**

OR

A **Distributor** with a Business Applications Solution Partner Designation

Customer Eligibility

Customers with no Business Central licenses

aka.ms/BCImmersionBriefingKit
aka.ms/ImmersionBriefingsMCIWalkThrough

ERP Envisioning Workshops (1:1)

Assist customers with modernizing their on-premises ERP systems to Microsoft cloud

Incentive

Up to $6K (Payout is lower of: # of delivery hours * Market Rate) OR 7.5% of MSX Opportunity Size

Partner Eligibility

Partner must have at least one **Business Applications Specialization**

Customer Eligibility

- Valid, Open, **MSX Opportunity ID**
- MCEM Stage: **Inspire & Design**
- Minimum Opportunity estimated Annual Contract Value (ACV) size **of $50K USD**

aka.ms/ERPEnvisioning-BCKit

FY26 BAPA information and resources

Office hours and presentations

BAPA Office Hours

Register/Watch HERE

Business Applications MCI Partner Sessions

Register/ watch HERE

BAPA FAQs

Download HERE

MCI guidance

MCI Partner Sessions
Register/Watch HERE

MCI resources

MCI Workspace on Partner Center

- Steps to Enroll in the MCI program
- Submit a claim HERE
- MCI Resources

MCI Incentives Guide and MCI Claims Guide

For questions about MCI claims process, workshop delivery, invoices email MCI Partner Center Support Team

Please include the following information:
- Problem Summary: Type brief explanation of issue
- Workspace: Incentives
- Problem Type: Type "Engagements" to filter and select the most relevant subtopic.

Business Central Product Quick Reminders

Business Central Price Adjustment <u>Change</u>

- This change is effective <u>November 1, 2025</u> *[was October 1, 2025]*
- Prices in local currencies will be available *October 1, 2025*
- Increases will apply globally to new and existing customers
- Applies to new and existing subscriptions renewals on or after November 1, 2025
- Includes increased storage capacity
- **Business Central will remain available at its current price before November 1, 2025**

[Blog for more information](#)

End of Support for Dynamics GP and SL

Dynamics GP

Dynamics GP will no longer receive regulatory updates or technical support after **December 31, 2029**, with security updates available until **April 30, 2031**

Last day for new customers to license Dynamics GP subscriptions is **April 1, 2026**

Dynamics SL

Mainstream support for Dynamics SL ended **July 11, 2023**, and its extended support period will end on **July 11, 2028**

Last day to license more perpetual users on existing Dynamics SL systems is **January 15, 2030**

[Blog for more information](#)

Bridge to Cloud 3

- On **September 9, 2025, Microsoft announced a new Dynamics migration customer promotion, "Bridge to Cloud 3 (BTC3),"**

- Will **be available starting January 1** to facilitate on-premises migration to the cloud. It **builds upon and replaces the Bridge to the Cloud 2** "BTTC2" promotion that **expires December 31st.**

[aka.ms/BTC3PartnerAlert](#)

Promo Comparison

Slide reflects summary of terms - review https://aka.ms/BTC3 (partner login required) for terms and conditions. Microsoft may modify or discontinue this promotion at any time.

Promo Details	BTTC2 Promo [ENDING DEC 2025]	BTC3 Promo [COMING JAN 2026]
Signup Period	Feb 1, 2023 – Dec 31, 2025	Jan 1, 2026 – Dec 31, 2027
Discount & SKU	**40%** discount (commercial segment pricing only) 3-year SKU; non-renewable	**30%** discount (commercial segment pricing only) 3-year SKU; non-renewable
Migration from	Dynamics on-prem	Dynamics on-prem
Migration to	Equivalent Dynamics 365 online products	Equivalent Dynamics 365 online products
Eligibility	Active EP & Dynamics 365 online$ ≥EP$	Active EP & Dynamics 365 online$ ≥EP$
Offer Type	CSP NCE Promo	CSP NCE Promo
Adjust for concurrent users (BC only)*	Yes, if spend > 2x EP, may qualify for $0 users for **3 years.** Must be requested within first **60 days**	Yes, if spend > 2x EP, may qualify for $0 users for **2 years.** Must be requested within first **6 months**
Migration Support	$0 EP (3 yrs) & Dual Use Rights (DUR)**	$0 EP (3 yrs) & Dual Use Rights (DUR)**

* Limited to migrations to Dynamics 365 Business Central (online) from a system based on concurrent licenses (e.g., Dynamics NAV).
** Dual Use Rights are not provided as a benefit of this promotion but are available for most Dynamics products as set forth in the Product Terms.

CSP lever construct effective July 1, 2025

Rewarding growth through expanding existing relationships and new customer acquisition

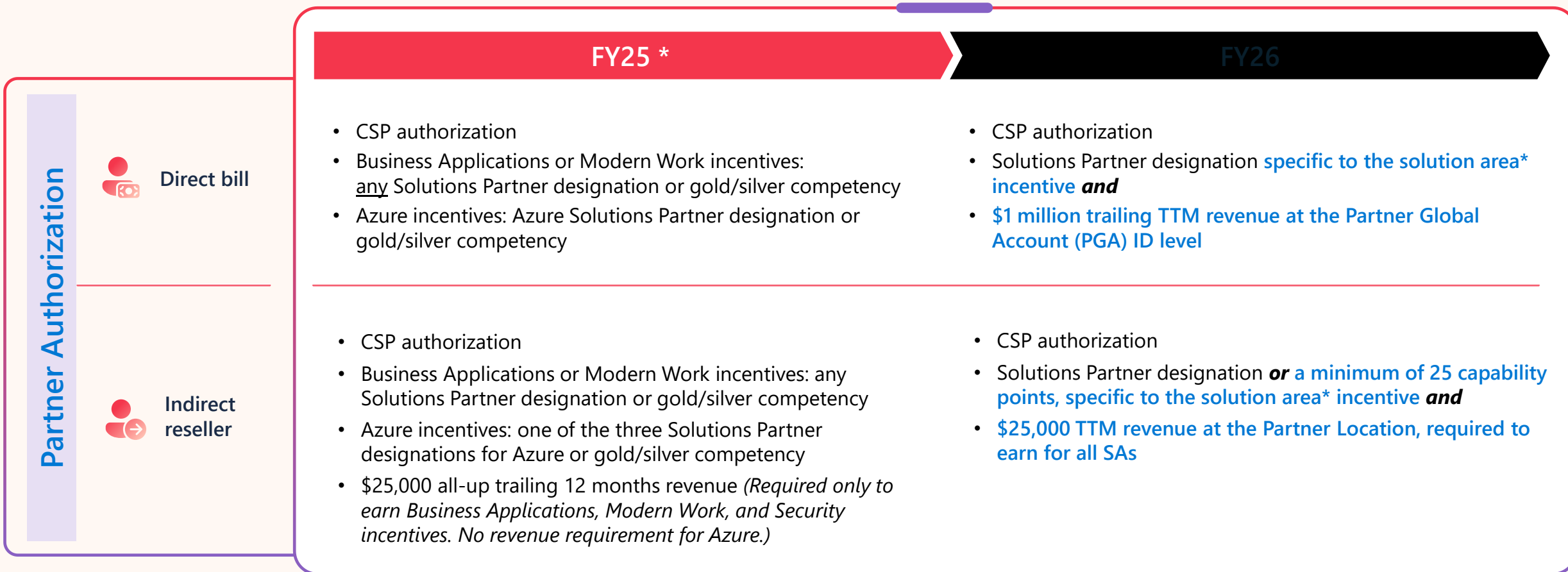| Security*	AI Business Solutions*		Cloud and AI Platforms
	AI Workforce	AI Business Process	
7.5% Growth	**7.5%** Growth	**7.5%** Growth	**7.5%** Growth
➕	➕	➕	➕
10.75% Core and Strategic Accelerators	**10.75%** Core and Strategic Accelerators	**12%** Core and Strategic Accelerators	**3%** Core

*Security & AI Business Solutions rates reflect FY26 CSP incentives for strategic accelerators on hero products (ex. ME5, Copilot, Business Central) in Innovate/Balance Market Incentive resources available aka.ms/partnerincentives

FY26 incentives eligibility changes

New incentive requirements, effective October 2025.

Requirements

FY25 *	FY26

Partner Authorization

Direct bill

FY25 *
- CSP authorization
- Business Applications or Modern Work incentives: any Solutions Partner designation or gold/silver competency
- Azure incentives: Azure Solutions Partner designation or gold/silver competency

FY26
- CSP authorization
- Solutions Partner designation specific to the solution area* incentive *and*
- $1 million trailing TTM revenue at the Partner Global Account (PGA) ID level

Indirect reseller

FY25 *
- CSP authorization
- Business Applications or Modern Work incentives: any Solutions Partner designation or gold/silver competency
- Azure incentives: one of the three Solutions Partner designations for Azure or gold/silver competency
- $25,000 all-up trailing 12 months revenue *(Required only to earn Business Applications, Modern Work, and Security incentives. No revenue requirement for Azure.)*

FY26
- CSP authorization
- Solutions Partner designation *or* a minimum of 25 capability points, specific to the solution area* incentive *and*
- $25,000 TTM revenue at the Partner Location, required to earn for all SAs

Incentive requirements

*Solution area for incentives eligibility defined as:

- **Modern Work incentives:** Solutions Partner designation for Modern Work or Security
- **Business Applications incentives:** Solutions Partner designation for Business Applications
- **Azure incentives:** Solutions Partner designation for Data & AI (Azure), Digital & App Innovation (Azure), or Infrastructure (Azure)

Next Steps

Next Steps

1 Skill up on AI and Agents with our latest trainings

aka.ms/partnerskillinghub

2 Use campaigns kits and Immersion Briefings to build pipeline

aka.ms/BCImmersionBriefingKit

3 Use time bound offers to accelerate and close deals

aka.ms/BAPA-OverviewGuide