



AI Workforce GTM Acceleration

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Agentic AI is driving the next wave of business transformation

\$47.1B

By 2030

The AI agent market will grow from \$5.1B in 2024.

33%

By 2030

Enterprise software applications will include agentic AI, up from less than 1% in 2024.

>15%

By 2030

Day-to-day work decisions will be made autonomously through agentic AI, up from 0% in 2024.

66% of M365 Copilot Incremental Revenue influenced by partners in FY25

82% Partner Influenced Usage of M365 Copilot

M365 Core Opportunity

Opportunities

<20%

of Microsoft unmanaged customers are using a premium product, like M365 Business Premium or E3/E5

~50%

of NPSA growth came from upsell motions in FY24-25, showing strong demand for premium solutions

54m

seats of whitespace across regions to upsell to M365 Business Premium

13.3m

customers who can move to the M365 cloud (Migrate to Cloud CLAS Cohort)

Activating partners to accelerate M365 Growth

GTM Accelerate

Streamlining customer time to value through standardized partner investments

Double Digit YoY Investment in FY26



**Immersion
Briefing**

Pre Sales



**Envisioning
Workshop**

Pre Sales



**Deployment
Accelerator**

Post Sales

Immersion Briefings



Microsoft Immersion Briefings

Designed to provide Microsoft partners with a demand-generation event engine to drive customer acquisition and growth.



Built for Scale

90+ minute interactive experience illustrating AI Business solutions in real-world customer scenarios

1:many approach intended to bring in multiple customers in one event (at least 5 customers)

Packages available for Microsoft 365, Microsoft 365 Copilot + Copilot Studio, Dynamics 365 Business Central

2 paths



Cloud Accelerator

For select partners, MCI funded



Co-Op program

Open to all MAICPP, Co-op eligible

How can partners earn incentives?

Partners are rewarded for engaging in the end-to-end customer journey to drive purchase in both Cloud Accelerator and Co-op programs.

	Briefing Topic	Incentive	POE
Co-op Program	Secure Productivity Copilot + Agents Business Central	\$1k through Co-op	Invite, presentation deck, Teams meeting attendee list
Cloud Accelerator	Secure Productivity Copilot + Agents Business Central	Market A: \$2,000 Market B: \$1,500 Market C: \$1,500	Completed five (5) customer surveys, partner survey, invoice

FY26 Updates to Immersion Briefings

Program updates to accelerate one-to-many customer engagements



Expanded Reseller Eligibility

1000+ new resellers enabled

- MW/BA Solution Designation
- Based off MSFT validated FY25 CSP Revenue Performance



Distributor Eligibility

170+ new distis enabled

- MW/BA Solution Designation
- May work in collaboration with resellers (**only 1 claim**)



Simplified POE

Reduced to 5 customers

- Lowered minimum customer requirement from 10 to 5 customers
- 5 distinct customer surveys for POE

aka.ms/incentivesguide
aka.ms/CopilotAgentsImmersionBriefing/Guide
aka.ms/SecureProductivityImmersionBriefing/Guide

Secure AI Productivity Immersion Briefing

For the latest eligibility, please refer to aka.ms/SecureAIProductivityImmersionBriefing/guide

Customer scenario:Business Standard customers

Engagement summary: Pre-sales 1:many 90-minute briefing partners conduct to demonstrate value, build customer intent, and accelerate opportunities. This immersion briefing allows partners to deliver 1:many customer events for either Microsoft 365 Business Premium or Microsoft 365 E3 in a short 90-minute interactive experience using real-world scenario content. After this briefing, a customer will understand how Microsoft 365 helps them enhance productivity through seamless collaboration while maintaining an AI-powered robust security posture.

Engagement term: July 1, 2025 – June 30, 2026, or until program cap is reached.

Customer eligibility and activity pay-out

Program	Type	Eligibility criteria (&)		Market A incentive	Market B incentive	Market C incentive
		Customer Eligibility	Min. Hours			
Secure AI Productivity Immersion Briefing	Partner-led	100+ seats per customer (*); min. 5 customers per event	90 minutes	\$2,000	\$1,500	\$1,500

Partner eligibility:

- A CSP Direct partner or Indirect Reseller with Modern Work Solutions Partner Designation AND Microsoft validated FY25 CSP Revenue Performance

OR

- A Distributor with a Modern Work Solution Partner Designation

The following limits are in effect:

The maximum approved claims per customer tenant are capped at one (1).

Additional Customer Eligibility:

- Eligible SKUs: Microsoft 365 Business Basic/Standard, O365 E1, E3/E5 or on-premises versions of MS software (Office 2016, Windows, Exchange Online)
- Non-profit will not count towards minimum customer requirement but may attend.

*Recommended to target customers with 100+ seats



Copilot + Agents Immersion Briefing

For the latest eligibility, please refer to aka.ms/copilotagentsimmersionbriefing/guide

Customer scenario: New customers to Copilot and/or agents

Engagement summary: Pre-sales 1:many 90-minute briefing partners conduct to demonstrate value, build customer intent, and accelerate opportunities; focus is on Copilot, Copilot Chat, and Copilot Agents through a lab-based immersive customer experience. At the end of the briefing, customers will have tried a real-time demo of these tools.

Engagement term: July 1, 2025 – June 30, 2026, or until program cap is reached.

Customer eligibility and activity pay-out

Program	Type	Eligibility criteria (&)		Market A incentive	Market B incentive	Market C incentive
		Customer Eligibility	Min. Hours			
Copilot + Agents Immersion Briefing	Partner-led	Min. 100+ seats per customer*; min. 5 customers per event, max 25 customer attendees	90 minutes	\$2,000	\$1,500	\$1,500

The following limits are in effect:

The maximum approved claims per customer tenant are capped at one (1).

Additional Customer Eligibility:

Microsoft 365 A1/A3/A5 (including MA3/MA5 for students, MA3/MA5 for faculty, and MA3/MA5 student-use benefit), Microsoft 365 Business Basic/Business Standard/Business Premium, Microsoft 365 E3/E5, Microsoft 365 F1/F3, Microsoft Teams/Teams Enterprise/Teams Essentials/Teams Rooms, Office 365 A1/A1 Plus/A3/A5, Office 365 E1/E1 Plus/E3/E5, Office 365 F3

*Recommended to target customers with 100+ seats

Partner eligibility:

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

OR

- A Distributor with a Modern Work or Business Applications Solution Partner Designation

MCI | aka.ms/ImmersionBriefingsMCIWalkThrough

Train the trainer | MCIlandingincentives Listing Page



Envisioning & POC



Envisioning & PoC

Introduction

The **Envisioning & POC** engagement is designed to provide partners with a flexible and modular approach to driving customer intent as a pre-sales motion. You may choose to focus efforts in one or more areas or other aspects of envisioning based on your customer's needs.

Objectives

1. Show your customers the power of the Copilot + Power or Microsoft 365 E3.
2. Discover customers' unique AI business transformation and productivity opportunities.
3. Develop enablement objectives and target initiatives that align to desired business results.





Secure Productivity Envisioning & PoC

Engagement summary: The Secure Productivity Envisioning & PoC is designed for partners to demonstrate value, build customer intent, and accelerate opportunities with customers interested upgrading their current Office 365 users. Approved activities include security and compliance assessments, solution overview presentations, consultative services, proofs of concept and pilots focused on Microsoft 365 solutions including Entra ID, Intune, Defender for Endpoint, Windows 11 Enterprise, Purview etc. including environmental preparation, business case creation, and solution adoption training for IT admins and end-users ahead of purchases. Partners can deliver any variation of approved activities that meet minimum hour thresholds per engagement size.

Engagement term: July 1, 2025 – June 30, 2026, or until program cap is reached.

Customer eligibility & activity pay-out

Eligibility criteria (&)							
Program	Type	Customer eligibility	Min. hours	Market A incentive	Market B incentive	Market C incentive	Partner success measure
Secure Productivity Envisioning & PoC (S)	Partner-led	≥500 seats of Office 365 E1+E3 or ≥ 500 seats of Microsoft 365 Apps, AND [Intune seats / (Office 365 + Microsoft 365 seats)] ≤ 50%	35 hrs.	\$7,500	\$5,625	\$3,750	Revenue: M365 E3/E5, O365 E3/E5, Frontline Worker F3 and F5, Microsoft Teams, Windows 11 E3/E5, EMS E3/E5, Security mini-bundles
Secure Productivity Envisioning & PoC (M)	Partner-led	≥1,500 seats of Office 365 E1+E3 or ≥ 500 seats of Microsoft 365 Apps, AND [Intune seats / (Office 365 + Microsoft 365 seats)] ≤ 50%	65 hrs.	\$15,000	\$11,250	\$7,500	
Secure Productivity Envisioning & PoC (L)	Field-led	≥3,000 seats of Office 365 E1+E3 or ≥ 500 seats of Microsoft 365 Apps, AND [Intune seats / (Office 365 + Microsoft 365 seats)] ≤ 50% Minimum Opportunity of \$500k+	90 hrs.	\$30,000	\$22,500	\$15,000	

The following limits are in effect:

The maximum approved claims per customer tenant are capped at one (1).

The maximum concurrent claims per customer tenant are capped at one (1).

Partner success controls apply to this engagement effective July 1, 2025. Refer to [Modern Work Governance Guide for Partner Success](#).

Partner eligibility:

- Must have a Microsoft AI Cloud Partner Program Agreement
- Must be enrolled in the Microsoft Commerce Incentives program
- Partners with an Identity and Access Management or Modernize Endpoints specialization



Copilot + Power Envisioning & PoC

Customer scenario: Customers looking to understand feasibility for M365 Copilot, Copilot Chat, agents with Copilot Studio and/or Power Platform solutions.

Engagement summary: Designed for partners to deliver pre-sales activities that will progress Microsoft 365 Copilot, Copilot Chat, agent, and/or Power Platform opportunities. Activity examples include conducting a needs analysis, assessing the customer’s environment, developing a strategic roadmap for AI transformation, designing a solution blueprint, building a business case, and delivering a Proof of Concept.

Engagement term: July 1, 2025 – June 30, 2026, or until program cap is reached.

Customer eligibility & activity pay-out

Program	Type	Eligibility criteria (&)		Market A incentive	Market B incentive	Market C incentive	Partner Performance Measures
		O365 E3/A3/G3+ users	Min. Hours				
Copilot + Power Envisioning & PoC (XS)	Partner-led	≥500 purchased O365 and/or M365*	20 hrs.	\$5,000	\$3,750	\$2,500	Revenue: M365 Copilot, Copilot Studio, Power Platform
Copilot + Power Envisioning & PoC (S)	Partner-led	≥1k purchased O365 and/or M365*	40 hrs.	\$10,000	\$7,500	\$5,000	
Copilot + Power Envisioning & PoC (M)	Partner-led	≥1.5k purchased O365 and/or M365*	100 hrs.	\$25,000	\$18,750	\$12,500	Usage: Copilot Chat Monthly Active Usage

*SKUs include Office 365 E3/E5/A3/A5/G3/G5 and/or Microsoft 365 E3/E5/A3/A5/G3/G5 users.

The following limits are in effect:

The maximum approved claims per customer tenant are capped at four (4).

The maximum concurrent claims per customer tenant are capped at one (1).

Partner performance measurement applies to this engagement effective July 1, 2025. Refer to [Modern Work Partner Performance Measurement](#) for more information.

Partner eligibility:

- Must have a Microsoft AI Cloud Partner Program Agreement.
- Must be enrolled in the Microsoft Commerce Incentives program.
- Must have completed Copilot Jumpstart at the Ready tier or higher AND achieved a Modern Work, BizApps, or Data Security specialization.

Deployment Accelerators



CSP Deployment Accelerator

Introduction

The **CSP Deployment Accelerator** is a post-sale engagement designed to be used by partners to support deployment and adoption activities related to Microsoft 365 E3/E5 or Copilot, Copilot Chat, agents, and Power Platform.

Objectives

1. Rapidly activate Microsoft 365 scenarios
2. Implement security and governance policies & controls
3. Build transformative solutions
4. Drive ongoing AI-powered organizational transformation





CSP Deployment Accelerator for ME3/ME5

Engagement summary: The CSP Deployment Accelerator for Microsoft 365 E3/E5 is a post-sale engagement that has been designed to partially offset costs incurred by partners when delivering services to deploy and drive adoption of new Microsoft 365 E3/E5 seats purchased on CSP on annual term subscriptions. The engagement is modular, and partners can deliver services related to any of the eligible deployment and adoption activities based on the customer’s needs and be paid up to the approved value of the engagement.

The funding provided by Microsoft is intended to be a co-investment to help customers create a secure productivity foundation, so they are AI ready. This engagement is not expected to cover the cost of all deployment and adoption work required by the customer.

Engagement term: July 1, 2025 – June 30, 2026, or until program cap is reached.

Customer eligibility & activity pay-out

Program	Type	Eligibility criteria (&)		Market A incentive	Market B incentive	Market C incentive
		Customer eligibility*	Min. hours			
CSP Deployment Accelerator for ME3/ME5 (S)	Partner-led	300-499 new seats of M365 E3/E5	36 hrs.	\$8,000	\$6,000	\$4,000
CSP Deployment Accelerator for ME3/ME5 (M)	Partner-led	500-999 new seats of M365 E3/E5	58 hrs.	\$13,000	\$10,000	\$6,000
CSP Deployment Accelerator for ME3/ME5 (L)	Partner-led	1,000-1,499 new seats of M365 E3/E5	105 hrs.	\$25,000	\$20,000	\$12,000
CSP Deployment Accelerator for ME3/ME5 (XL)	Partner-led	1,500+ new seats of M365 E3/E5	158 hrs.	\$38,000	\$30,000	\$18,000

The following limits are in effect:

The maximum approved claims per customer tenant are capped at one (1).

The maximum concurrent claims per customer tenant are capped at one (1).

Partner success controls apply to this engagement effective July 1, 2025. Refer to [Modern Work Governance Guide for Partner Success](#).

Partner eligibility:

- Must have a Microsoft AI Cloud Partner Program Agreement
- Must be enrolled in the Microsoft Commerce Incentives program
- The partner must have an active Modern Work or Security specialization

Customer eligibility*:

- Must purchase 300 or more new seats of Microsoft 365 E3/E5 to the same customer tenant in the same month. Each eligible tenant can only be claimed once for this MCI engagement.
- “New seats” is defined as net paid seat adds of eligible offers, by either adding new seats on an existing annual -term CSP subscription (that does not expire within 6 months) or creating a new annual or 3-year term subscription with at least 300 new seats of eligible products
- The partner must have an active Modern Work or Security specialization
- The eligible subscription durations must be of at least 6 months; shorter durations are ineligible
- Valid for commercial SKU purchases only of Microsoft 365 E3 without Teams, Microsoft 365 E3 with Teams, Microsoft 365 E5 without Teams, Microsoft 365 E5 with Teams (1-year, 3-year)



Copilot + Power Deployment Accelerator

Customer scenario: Customers not penetrated with Copilot paid licenses and/or Power Platform solutions; as well as customers with 20%+ Copilot paid license penetration looking to extend with agents or expand into new scenarios.

Engagement summary: Designed to assist customers with deployment and adoption of Microsoft 365 Copilot, Copilot Chat, agents, and/or Power Platform solutions. Examples include technical deployment, implementing security and governance policies and controls, developing agent and/or Power Platform solutions, training users, and driving adoption and change management initiatives.

Engagement term: July 1, 2025 – June 30, 2026, or until program cap is reached.

Customer eligibility & activity pay-out

Program	Type	Eligibility criteria (&)		Market A incentive	Market B incentive	Market C incentive	Partner Performance Measures
		O365 E3/A3/G3+ users	Min. Hours				
Copilot + Power Deployment (XS)	Partner-led	≥500 purchased O365 and/or M365*	20 hrs.	\$5,000	\$3,750	\$2,500	Revenue: Microsoft 365 Copilot, Copilot Studio, Power Platform Usage: Copilot Chat Monthly Active Usage
Copilot + Power Deployment (S)	Partner-led	≥1k purchased O365 and/or M365*	40 hrs.	\$10,000	\$7,500	\$5,000	
Copilot + Power Deployment (M)	Partner-led	≥1.5k purchased O365 and/or M365*	100 hrs.	\$25,000	\$18,750	\$12,500	
Copilot + Power Deployment (L)	Partner-led	≥3k purchased O365 and/or M365*	200 hrs.	\$50,000	\$37,500	\$25,000	

The following limits are in effect:

The maximum approved claims per customer tenant are capped at four (4).

The maximum concurrent claims per customer tenant are capped at one (1).

Partner performance measurement applies to this engagement effective July 1, 2025. Refer to [Modern Work Partner Performance Measurement](#) for more information.

Partner eligibility:

- Must have a Microsoft AI Cloud Partner Program Agreement.
- Must be enrolled in the Microsoft Commerce Incentives program.
- Must have completed Copilot Jumpstart at the Ready tier or higher AND achieved a Modern Work, BizApps, or Data Security specialization.

*SKUs include Office 365 E3/E5/A3/A5/G3/G5 and/or Microsoft 365 E3/E5/A3/A5/G3/G5 users.