

Microsoft SMB Hänt Extra Maj 2025

Skapa en bild av en solig dag i maj i Stockholm city. Inkludera gärna några naturelement, även om bilden ska vara från Stockholms innerstad



Agenda

- Partner of the Year Awards
- Licensuppdateringar inom Dynamics
- Programuppdateringar inom Azure
- Fabric Capacity Calculator
- SQL-licenser på Azure Arc
- CSP-Nyheter Modern Work & Security



Julia Henriksen
Azure Success Manager



Sofia Andersson
PSS Azure



Karl Young
PSS Azure



Peter Nicks
PSS BizApps



Åsa Magnusson
PSS Modern Work



Linda Lindell
PSS Security

Partner of the Year Awards – 18 juni!



Category Awards List 2024

Review the complete [Awards Guidelines](#) to see specific requirements for individual awards.

Azure

Inclusive of
Infrastructure, Digital App &
Innovation and Data & AI
Solution Areas

- Analytics
- Building with AI
- Migration to Azure
- Modernizing Applications
- OSS on Azure
- SAP RISE on Microsoft Cloud

Business Applications

- Dynamics 365 Business Central
- Dynamics 365 Finance
- Dynamics 365 Sales & Customer Insights
- Dynamics 365 Service
- Dynamics 365 Supply Chain
- Intelligent Automation
- Low Code Application Development

Modern Work

- Converged Communications
- Employee Experience
- Apps & Solutions for Microsoft Teams
- Modern Workplace for Frontline Workers
- Project & Portfolio Management
- Secure Productivity (NEW)
- Surface Reseller

Security

- Compliance
- Identity (NEW)
- Modern Endpoint Management
- Security

Industry

- Defense and Intelligence
- Education
- Energy and Resources
- Financial Services
- Gaming (NEW)
- Government
- Healthcare and Life Sciences
- Manufacturing
- Media and Telco
- Mobility
- Nonprofit
- Retail & Consumer Goods

Partner Innovation

- Communication & Hybrid Cloud Provider (NEW)
- Device
- Distributor (NEW)
- Global Advisory
- Global ISV (NEW)
- GSI Partner
- GSI Growth Champion
- ISV Innovation (NEW)
- Microsoft for Startups
- Scale Solutions (LSP) (NEW)
- SMC-SI Empowering Customer Innovation (NEW)
- Training Services

Business Transformation

- AI Innovation (NEW)
- Commercial Marketplace
- Copilot award (NEW)

Social Impact

- Community Response
- Inclusion Changemaker
- Sustainability Changemaker



Två förändringar i licensprogrammen

Partner of record på CSP	D365 partner får revenue recognition om M365 partner säljer licens Underlättar för P2P
Teknisk enforcement att ha namngivna användare för Finance & Supply	Inga nya licensregler Har tidigare varit tekniskt möjligt att inte ha namngivna användare Från augusti stängs användare ute som inte är namngivna
Info och utbildning	Bloggpost: Simplifying License Management for Dynamics 365 Anmälan för utbildning för partners: https://lnkd.in/euzQ2du Länk till FAQ och mer info: https://learn.microsoft.com/en-us/dynamics365/fin-ops-core/fin-ops/sysadmin/user-security-report-technical-validation-faq
Business Central Migration Assessment	Slut sista maj Registrera asap om ni har några på gång nu



Azure CSP Update May 2025

Announcing new partner benefits

NEW

Cloud Accelerate Factory

Jumpstart Azure projects with zero cost deployment assistance from Microsoft experts.

Now available in:

Azure Innovate

Infuse AI into solutions, advance analytics capabilities, and build cloud-native applications.

Azure Migrate and Modernize

Securely and efficiently move existing workloads to Azure and drive scale and velocity.

Underpinned by [Azure Essentials](#)

Azure Migrate and Modernize & Azure Innovate

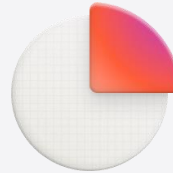
Cloud Accelerate Factory

Jumpstart Azure projects with zero cost deployment assistance from Microsoft experts.



Get zero cost assistance from Microsoft

Get Microsoft assistance to deploy 30+ Azure services via joint delivery with an Azure partner no matter the project size.



Accelerate with industry best practices

Complete deployments in weeks leveraging proven strategies developed over thousands of customer engagements.



Maximize your customer investments

Prioritize your funding and skilled resources for the more advanced components or projects to boost business impact.

Learn more aka.ms/PLFactoryCollection

Partner + Factory scenarios in scope

Most Common NOT in Factory Scope:

Migrations: SAP | Solaris | AIX | Amazon Linux | HPC / Azure Stack HCI / Azure Local | SharePoint / Exchange / Biztalk | Az to Az | File Server to Blob Storage | Cross-DB | Domain Controllers | Oracle DB or OCI | *AVS:* Network extension config | *AVD:* Horizon | Arc: Linux | *Analytics:* Tableau to PBI | AI: Copilot



Migrate Infrastructure and Databases

Migrating Windows / Linux / SQL Servers



Modernize SQL, OSS & NoSQL Database to PaaS

No rearchitecture or business logic code modifications



Modernization of apps

Moving .NET/ Java Apps to App Service and moving containerized apps to AKS/ACA



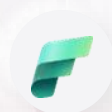
Implementation of Azure Virtual Desktop

Migrating RDS/Citrix VDI to AVD or migrating Windows to W365



Migrate Azure VMware Solution

Migrating On-prem VMware to AVS



Deploy Analytics

Migrating DW to Lakehouse, migrating SSRS/SSAS to Power BI, Real time intelligence

Note: For more details on scope and Factory requirements navigate to the [engagement guide](#)

Partner + Factory | Engagement criteria

Understand the eligibility and engagement approach for Factory within partner-led offerings.

Eligibility criteria

- **Azure specialization** or an **Azure solution partner designation*** to nominate to Azure partner-led
- **Customer commitment** and readiness to deploy workload on Azure
- **Scope is tailored for delivery** not custom consulting scenarios
- **Alignment on joint delivery model** with the Factory team

Supported scenarios

- **Rehost and replatform scenarios** without custom code changes
 - Factory Infrastructure and Database Migration
 - Factory Azure Virtual Desktop
 - Factory Azure VMware Solution
 - Factory App Migration
 - Factory Analytics
 - Factory Infra/DB for Modernization

Engagement approach

- **Preparation**
(1 to 3 weeks)
 - Validate requirements, pre-requisites
 - Discovery
 - Finalize deployment paths and project plan
- **Deployment**
(4 to 6 weeks)
 - Execution
 - Conduct basic testing
 - Handover to customer

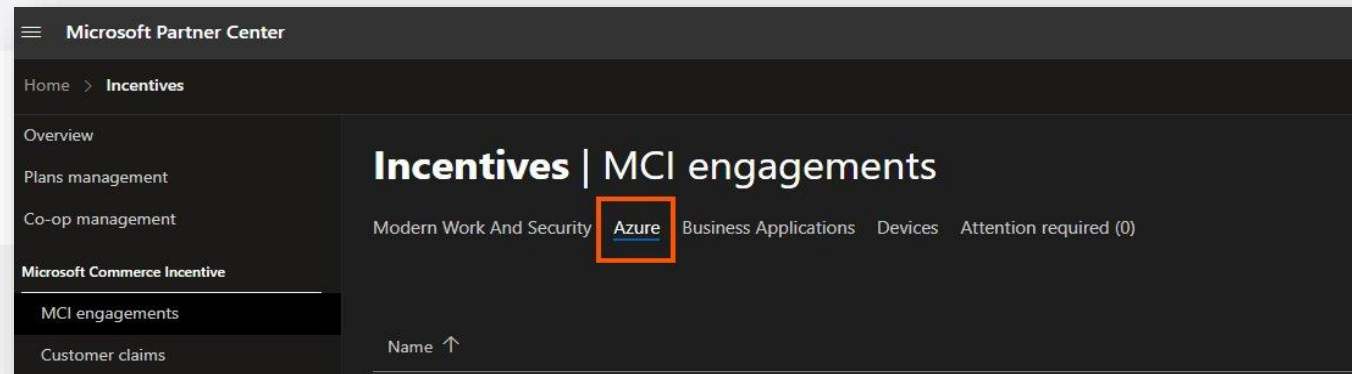
Get your foundational workloads running in Azure in weeks

Cloud Accelerate Factory now available in MCI

Request Factory in Partner Center when you nominate your project.



Leverage the
Factory for your
proposals



Azure solutions designated partners are eligible to request Factory assisted delivery.

SMB Channel Partner Offer

What are the offers available for SMB Channel partners?

For Indirect Channel partners, the Factory offers additional services for Infrastructure migrations for scale SMB customers (less than 15 servers) that can cover most of the migration needs to have those customers on Azure. Indirect Channel partners can offer this to their Resellers. Check the Engagement Guide for more details on this offer.

Account Nomination: Cloud Accelerate Factory (Partner)

Learn more aka.ms/PLFactoryCollection

Delivery Options

Screen shared guidance

- Factory team will be on call where someone would share the screen, and we would provide the guidance on how to execute all the processes
- We can/may provide scripts for automation, where we would share the scripts electronically to be reviewed and executed by the person with access to both the environment to migrate as well as the Azure Tenant for destination

Requirements:

NONE, we can deliver this model to ANY customer at ANY segment worldwide.

Hands-on-Keyboard implementation

- Factory team would have access to customer environment with proper security manner and rights to execute the migration accordingly with customer authorization as part of the delivery process during project planning
- This needs to be arranged before the actual execution as with most of the customers scenarios, there will be processes to follow in order to execute those configurations and names of the Factory team to be provided for that

Requirements:

Direct Engagement (customer Azure Tenant)

Customers with Unified Support: NONE

Since customer does have Unified Contract, this document provides the legal mechanism for our Hands-on-Keyboard implementation, hence nothing else is needed.

Customers without Unified Support: Execute the Factory Agreement

As we do need to create a legal mechanism for us to execute the Hands-on-Keyboard implementation, we will execute the Factory agreement, which provides that mechanism. This is a standard, non-customizable agreement, that will only require an electronic signature from the customer legal representative.

Indirect Engagement (workloads on partner CSP tenant)

Partner has Paid Partner Support Agreement—PSfP (can be through an Indirect Provider): NONE

Partner does not have PSfP: Follow Direct Engagement model

Partner path alignment

Partners qualify either on the SMB or Enterprise path and will see in Partner Center only one score aligned to their path.

Enterprise Path

- ↑ Partners driving more than USD \$1,000,000 in revenue, or
- ↓ Partners with <USD \$1,000,000 revenue and >20% of customers in the enterprise segment.

Enterprise Path is for partners with significant revenue or a substantial portion of enterprise customers.

NEW

SMB Path

- ↓ Partners driving <USD \$1,000,000 in revenue and ≥80% of customers in the SMB/SMC segment.

SMB Path is for partners with lower revenue or predominantly serving SMB/SMC customers.

ACR Trailing 12 months

<
\$1M

≥
\$1M

Customers in
SMB/SMC

≥
80%

<
80%

SMB Path

Enterprise

Enterprise

Qualifications - Today's snapshot

This section shows your score snapshot as of today. For overall and historical qualification status and score, please refer to the summary section at the top of the score of 70 and at least one point in all metrics. View [suggestions](#) to improve the score.

Data & AI status (based on today's score) ☺

Qualified

Data & AI Points

100 / 100

Qualification Track
(Enterprise/SMB)

Enterprise

Criteria: Microsoft classifies your organization as either Enterprise or Small and Medium Business (SMB) based on base. If your organization's total deduped ACR over the last 12 months is less than USD 1 million and more than 80% under the SMB segment, you are classified as SMB. Otherwise, you are classified as Enterprise. Performance and SK based on this Track classification. [Learn more](#)

Requirements for Digital & App Innovation and Infrastructure

Three categories make up the framework for Solutions Partner for Digital & App Innovation (Azure) and Infrastructure (Azure): performance, skilling, and customer success. Points are earned through net customer adds, certifications and exams, growth in usage and the number of successful deployed customer solutions. Points are earned incrementally as partners make progress in each subcategory.

Partners will see only one score in Partner Center aligned to their chosen path, simplifying the qualification process.

	Eligible attributions	Maximum contribution (Enterprise path)	Maximum contribution (SMB path)	Max points
Performance				30
Net Customer Adds	PAL, DPOR, CSP	3 net customer adds >USD \$1000 ACR per month	3 net customer adds >USD \$500 ACR per month	30
Skilling				40
Intermediate Certifications	Certified professional associated to Partner Center account	5 unique individuals 2 prerequisite certifications*	4 unique individuals 1 prerequisite certifications**	40
Advanced Certifications	Certified professional associated to Partner Center account	5 unique individuals 2 prerequisite certifications*	4 unique individuals 1 prerequisite certifications**	20
Customer Success				30
Usage Growth	PAL, DPOR, CSP	20% ACR growth YoY	20% ACR growth YoY	20
Deployments	PAL, DPOR, CSP	5 new deployments in TTM + Virtual Machines***	5 new deployments in TTM + Virtual Machines***	10
TOTAL				100
Minimum total points required for Solutions Partner designation				70

*On the Enterprise path, partners must have [prerequisite certifications](#) before points are earned for scoring certifications. No points are earned for prerequisite certifications.

** On the SMB path, partners earn points for the two [prerequisite certifications](#). Prerequisites must still be met to earn points for scoring certifications.

*** Changes to deployments will not go live with launch of the Azure SMB paths. Deployment update date TBD.

All dates and requirements subject to change.

AMM | Incentives

Specialization

2

Empower
& Achieve

3

Empower
& Achieve

4

Realize
Value



Supported Scenarios

Infra/Database migration with Microsoft Defender for Cloud⁺

Infra/Database migration

Migrating to Azure VMware Solution

Virtual desktop infrastructure

SAP workload migration to Azure

Customer Criteria: Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems. Strategics are not eligible.

Incentive payouts

Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment*	Phase
Solution assessment for rapid migration, SAP migration	Suggested: >\$25K/year	\$5,000/\$4,000	Pre-sales
Migrate & Modernize XS	\$10K–\$25K/year	\$5,000/\$4,000	Post-sales
Migrate & Modernize Small	>\$25K–\$125K/year	\$15,000/\$12,000	Post-sales
Migrate & Modernize Medium	>\$125K–\$250K/year	\$35,000/\$28,000	Post-sales
Migrate & Modernize Large	>\$250K–\$500K/year	\$50,000/\$40,000	Post-sales
Migrate & Modernize XL (standard Infra/DB migration only)	>\$500K–\$750K/year	\$75,000/\$60,000	Post-sales
Migrate & Modernize XXL (standard Infra/DB migration only)	>\$750K–\$1 M/year	\$100,000/\$80,000	Post-sales

Customer Skilling, Migration Factory assistance & FastTrack for Azure is optional for all offers **
No Azure credits available for these engagements

Important: To request Customer Skilling OR FastTrack for Azure support please email AzurePartnerOffering@microsoft.com with the Claim ID of the engagement after customer consent has been secured. Partners can request Migration Factory once the project is approved by emailing MFPartnerDesk@microsoft.com.

* See [Microsoft Partner Commercial Incentives Guide](#) for offer full details and requirements. Partner payment amounts may differ by country/Market A, B

** Customer self-directed skilling available. Offer size Medium or larger qualifies for Enterprise Skills Initiative which includes an assigned Training Program Manager.

⁺ Infra/ Database Migration with MDC engagements will have an additional 15% funding compared to standard Azure Migrate & Modernize Partner-led payouts listed.

Example, Small Infra/DB with MDC engagement in Market A will have payout of \$17,250 (additional \$ 2,250). Full details available in [Microsoft Partner Commercial Incentives Guide](#)

See next slide for additional details.

Requirements for Data & AI

Three categories make up the framework for Solutions Partner for Data & AI (Azure): Performance, skilling, and customer success. Points are earned through performance, certifications and exams, growth in usage and the number of successful deployed customer solutions. Points are earned incrementally as partners make progress in each subcategory.

Partners will see only one score in Partner Center aligned to their chosen path, simplifying the qualification process.

	Eligible attributions	Maximum contribution (Enterprise path)	Maximum contribution (SMB path)	Max points
Performance				30
Net Customer Adds	PAL, DPOR, CSP	3 net customer adds >USD \$1000 ACR per month	3 net customer adds >USD \$500 ACR per month	30
Skilling				40
Intermediate Certifications	Certified professional associated to Partner Center account	10 unique individuals 4 prerequisite certifications*	8 unique individuals 2 prerequisite certifications**	40
Customer Success				30
Usage Growth	PAL, DPOR, CSP	20% ACR growth YoY	20% ACR growth YoY	20
Deployments	PAL, DPOR, CSP	5 new deployments in TTM + Virtual Machines***	5 new deployments in TTM + Virtual Machines***	10
TOTAL				100
Minimum total points required for Solutions Partner designation				70

*On the Enterprise path, partners must have [prerequisite certifications](#) before points are earned for scoring certifications. No points are earned for prerequisite certifications.

** On the SMB path, partners earn points for the two prerequisite certifications. Prerequisites must still be met to earn points for scoring certifications.

*** Changes to deployments will not go live with launch of the Azure SMB paths. Deployment update date TBD.

*All dates and requirements subject to change. | For more information about measurements specific to Solutions Partner for Data & AI (Azure), [click here](#).

Azure Innovate | Incentives

Specialization



Supported Scenarios

NEW! Innovate with Azure AI Platform
Azure Analytics
Build and Modernize AI Apps
NEW! AI Envisioning sessions
Accelerate Developer Productivity

Important: Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

2

Empower
& Achieve

3

Empower
& Achieve

4

Realize
Value

Incentive payouts

Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment*	Phase
NEW! Innovate Proof of Value*	Suggested project size: >\$25K/year	\$10,000/\$8,000	Pre-sales
Innovate Extra Small	\$10K-\$25K/year	\$5,000/\$4,000	Post-sales
Innovate Small	>\$25K-\$125K/year	\$15,000/\$12,000	Post-sales
Innovate Medium	>\$125K-\$250K/year	\$35,000/\$28,000	Post-sales
Innovate Large	>\$250K-\$500K/year	\$50,000/\$40,000	Post-sales

FastTrack for Azure and Migration Factory assistance is optional for all offers **
No Azure credits available for these engagements

To request Customer Skilling **OR FastTrack for Azure support please email AzurePartnerOffering@microsoft.com with the Claim ID of the engagement after customer consent has been secured.

* See [Microsoft Partner Commercial Incentives Guide](#) for offer full details and requirements. Above project sizes are the planned Azure consumption in year 1, measured from project completion. Partner payment amounts may differ by country/Market A, B

Fabric Capacity Calculator

Microsoft Fabric SKU Estimator (preview)

▲ This preview of the Microsoft Fabric SKU Estimator is made available under Microsoft's [Terms of use](#). Estimates generated may not be accurate.

Tell us about your data and we'll generate a SKU recommendation based on your capacity requirements.

Data Information

Total size of the data when compressed (GiB) 100

Number of daily batch cycles 1

Number of tables across all data sources 10

Fabric usage

Select the workloads and features that you plan to use in Fabric. Some may require additional information.

☐ Data Factory

☐ Spark Jobs

☐ Data Warehouse

☐ Ad-Hoc SQL Analytics

☐ Data Science

Power BI

☐ Power BI

☐ Power BI Embedded

Real-Time Intelligence

☐ Eventstream

☐ Eventhouse

☐ Activator

Microsoft Fabric Databases

☐ SQL database in Fabric

The Microsoft Fabric SKU Estimator is a tool that provides an estimate of the suggested Fabric SKU and associated storage based on a user's entry of various inputs across the Fabric workload experiences. The Microsoft Fabric SKU Estimator is not a binding offer nor a guarantee of the final cost or availability of the product. This estimate should be regarded only as a guidance and not incorporated into a contractual agreement. The actual SKU required for usage and associated cost may vary depending on the region, availability, workload usage, number of users, and other factors. Microsoft reserves the right to modify or discontinue the Fabric SKU Estimator at any time without notice.

Calculate

Estimation

Enter the information requested. We'll estimate a Fabric SKU for you, based on your capacity requirements.

Start your free Microsoft Fabric trial now. [Learn more](#)

Microsoft Fabric SKU Estimator (preview)

▲ This preview of the Microsoft Fabric SKU Estimator is made available under Microsoft's [Terms of use](#). Estimates generated may not be accurate.

Tell us about your data and we'll generate a SKU recommendation based on your capacity requirements.

Data Information

Total size of the data when compressed (GiB) 500

Number of daily batch cycles 10

Number of tables across all data sources 75

Fabric usage

Select the workloads and features that you plan to use in Fabric. Some may require additional information.

☐ Data Factory

☒ Spark Jobs

☒ Data Warehouse

☐ Ad-Hoc SQL Analytics

☒ Data Science

Power BI

☒ Power BI

☒ Power BI Embedded

Estimation

Estimated Viable SKU

F64

Cost recommendation

We found a cost recommendation that changed the recommended SKU to save on license costs. If you already have Power BI licences, you can disable cost recommendations below to see a recommendation based only on consumption.

Enable cost recommendations ☒ On

Data Science (21%)

Spark Jobs (5%)

Data Activator (2%)

OneLake Operations (1%)

Data warehouse (19%)

Power BI Embedded (5%)

SQL Database in Fabric (8%)

Unused (14%)

Storage

OneLake: 972 Gb

OneLake Cache: 0.7 Gb

Predict your capacity needs by entering details about how your team plans to use Fabric.

Fabric Capacity Estimator | Microsoft Fabric

New cloud billing model for SQL Server (pay-as-you-go*)

Better cost efficiency when paying only for what you use



**SQL Server pay-as-you-go
licensing enabled by Azure Arc**
(per core per month/hour)

Pricing	Monthly rate	Hourly rate
Standard Edition	\$73	\$0.100
Enterprise Edition	\$274	\$0.375



Optimize asset capitalization

- Organizations that focus on EBITDA and capitalized expenses prefer to purchase their licenses.
- Customers that bill on a cost-plus or other expense-based chargeback model will prefer the Pay-As-You-Go model.



Optimize upfront costs

- Pay-As-You-Go doesn't have any upfront costs and is billed monthly but in the long term it may have a higher TCO.



Optimize for periodic consumption

- Reduced IP cost of periodic workloads such as of ERP, payroll, giving campaigns and others.
- Scale down the entire VM or stop SQL Server instance.



Modern Work & Security CSP Update May 2025

CSP: Deepening our investment in our partners



Nicole Dezen
Chief Partner Officer and Corporate Vice President, Global Partner Solutions
May 01, 2025 · 5 min read · [Go-to-market resources](#)



The Microsoft mission is clear: empower every person and every organization on the planet to achieve more. Our partners enable us to deliver this mission in every customer segment, industry, and region.

At [Microsoft Ignite 2024](#), we put a spotlight on the \$661 billion total addressable market (TAM) opportunity for small and medium enterprise customer segments in FY25 and beyond.* Cloud Solution Provider (CSP) partners are the trusted advisors who serve these customers and enable them to accelerate their AI transformation with the value-added services and solutions that create real business impact. CSP is our hero motion that enables those partners to drive this transformation.

Today, I'm pleased to announce additional updates designed to help CSP partners drive more renewals and upgrades, retain customers, upsell, and scale their businesses. At the same time, we will deepen our investment in the partners who are delivering transformational impact with customers, aligned to our strategic imperatives.

Today's announcements are a continuation of our investments in CSP offers, capabilities, and enablement for FY25, through which we:

- Aligned incentives to our five strategic priorities: Copilot on every device across every role; AI design wins with every customer; securing the cyber foundation of every customer; migrations, migrations, migrations; and Microsoft 365 core execution.
- Dedicated 70% of our total partner incentives to partners that serve the small and medium enterprise customer segments.
- Launched new capabilities that help partners access, review, and respond to jointly planned leads shared by small and medium enterprise customer sellers and track progress and performance between Partner Center and MSX.
- Introduced a series of new promotions, including our [new-to-Microsoft 365 E5](#) offer to help CSP partners win new customers.

Introducing three-year subscription terms in CSP

To expand deal-making capabilities and offer a more consistent experience across purchasing channels, including those transitioning from expiring Enterprise Agreements (EAs), [we're launching three-year subscription terms](#) for Microsoft 365 E3 and E5, **with or without Teams**, as well as Teams Enterprise licenses in CSP on June 1, 2025. They will be available for purchase with three-year upfront or triennial/annual billing options only.

The new three-year SKUs for E3 and E5 without Teams and Teams Enterprise standalone SKUs will be generally available on the CSP price list on June 1, 2025. These SKUs will appear on the May 1, 2025, CSP price list preview in the Partner Center [pricing workspace](#).** The new three-year SKUs for E3 and E5 with Teams will only be available on the end of sale (EOS) price list in Partner Center on June 1, 2025. There is no price list preview for the EOS price list.

At either midterm or renewal, you'll be able to change E3 and E5 subscription terms for customers who have EOS SKUs of Microsoft 365 and Office 365 Enterprise suites with Teams to these new three-year EOS terms.

In addition, effective July 1, 2025, a **three-year subscription for Microsoft 365 E5 Security and E5 Compliance mini suites** will also be available.

And to help you transition customers from on-premises solutions or upgrade them from Office 365, we're **launching new 10% discount promotions for new-to-E3 or new-to-E5 customers on the CSP three-year subscription terms**. The E3 and E5 promotion will be available on June 9, 2025, while the E5 mini suite promotion will be available on July 1, 2025.

We're also extending the Microsoft 365 Copilot Getting Started discount promotion through June 30, 2025.

Related blogs

Renewals: A strategic lever for partners to drive customer engagement
David Smith · 7 min

What's new for partners: April 2025 edition
Andrew Smith · 13 min

Power more business transformations with Linux on Microsoft Azure
Ann Choi · 4 min

Introducing Microsoft Sales Titan in private preview
Justin Slade · 3 min

Share article



Link to blogpost and announcement May 1st,2025
[CSP: Deepening our investment in our partners](#)

Link to Partner Readiness material in announcement:
[CSP: Deepening our investment in our partners](#)

Link to available CSP Promos (check monthly)
[Global Promo Readiness Guide](#)

Link to Microsoft Solution Plays and CSP Upsell material
[Microsoft Security Partners](#)

The latest updates for CSP partners

Updates are designed to help partners capture the small and medium enterprise customers opportunity by driving more upgrades and renewals—all while ensuring our partner ecosystem remains highly skilled and compliant with market leading capabilities.



Introducing

three-year terms for Microsoft 365 E3, E5, and Teams Enterprise and E5 mini bundles with promos



Streamlining

customer transitions from EA. Possible to keep their Teams entitlements when renewing into CSP with a new channel transfers experience in Partner Center.



Mid-term upgrades, powered by AI

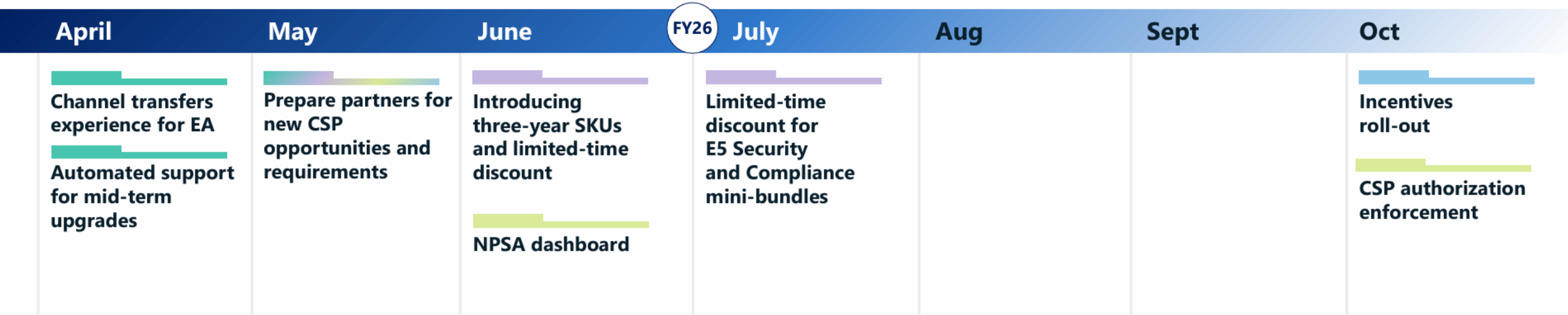
Support resolution times have been reduced to one day or less using AI assistant support.



New: Net Paid Seat Adds (NPSA) reporting

Partners can gain insight into the state of their Microsoft 365 cloud customers—and take action as needed.

Timeline of 2025 changes





Introducing three-year SKUs in CSP

Generally available on June 1, 2025, three-year subscription terms for Microsoft 365 and Teams Enterprise expand deal-making capabilities for CSP partners to tap into market growth opportunities and drive their value-added services.

With three-year SKUs partners can

**Establish
stronger
relationships**

**Increase revenue
opportunity**

Accelerate upsell

Improve ROI

**Win in the
market**



Build stronger customer relationships with price predictability

June 1, 2025: Microsoft 365 three-year SKUs

- Microsoft 365 E3 (with and without Teams)
- Microsoft 365 E5 (with and without Teams)
- Microsoft Teams Enterprise standalone

July 1, 2025: Microsoft 365 E5 mini suites three-year SKUs

- Microsoft 365 E5 Security mini suite
- Microsoft 365 E5 Compliance mini suite

- Same price and margin as annual term offer
- Three-year upfront or triennial/annual billing options only
- Minimum purchase requirement of 100 seats (enforced at SKU level)



To-partner promotions for the new three-year SKUs

Partners can help customers protect data and manage risks with advanced security features through these promotions.

10% off

LIVE JUNE 9

Microsoft 365 E3 and E5 promotions

- Offers: E3 and E5 with and without Teams
- Three-year term
- Upfront and annual billing options
- For new-to-offer customers only
- Min 100 seats | max 2,400 seats
- Available to all markets
- June 9, 2025 – December 31, 2025

LIVE JULY 1

Microsoft E5 mini suite promotions

- Offers: E5 Security and E5 Compliance
- Three-year term
- Upfront and annual billing options
- For new-to-offer customers only
- Min 100 seats | max 1M seats
- Available to all markets
- July 1, 2025 – December 31, 2025




Check updated Global Promo Readiness Guide starting June 2: <https://aka.ms/PromoReadinessGuide>

Eligibility thresholds

New CSP authorization requirements, effective October 2025.



Requirements

		FY25*	FY26
Partner authorization	 Direct bill partner	<ul style="list-style-type: none">• Signed Microsoft Partner Agreement (MPA) for indirect reseller• Twelve months or more as a transacting reseller• Minimum trailing 12 months (TTM) revenue requirement \$300,000 at PGA• Minimum assessment score• Active support plan (Advanced Support for Partners, Premier Support for Partners)• Signed MPA for direct bill partner	<ul style="list-style-type: none">• Minimum TTM revenue requirement \$1 million at PGA• Pass annual assessment• Annual confirmation of active support plan (Advanced Support for Partners, Premier Support for Partners)• At least one Solutions Partner designation attainment• Passing security score
	 Distributor (formerly indirect provider)	<ul style="list-style-type: none">• Internal GPS nomination and approval• Complete business verification and vetting• Minimum assessment score• Signed MPA for distributor	<ul style="list-style-type: none">• Pass annual assessment• Minimum TTM revenue requirement \$30 million per authorized region• Active support plan (Advanced Support for Partners, Premier Support for Partners)• Passing security score
	 Indirect reseller	<ul style="list-style-type: none">• Complete business verification and vetting• Signed MPA for indirect reseller• Minimum TTM revenue requirement \$1,000 at PLA	<ul style="list-style-type: none">• Minimum TTM revenue requirement \$1,000 at PLA• Passing security score

*FY25 requirements will carry over on top of new FY26 requirements.




**Rewarding
partner excellence**



Close-up of FY26 incentives eligibility changes

New incentive requirements, effective October 2025.

Requirements

		FY25	FY26
Partner Authorization	 Direct bill partner	<ul style="list-style-type: none">CSP authorizationBusiness Applications or Modern Work incentives: <u>any</u> Solutions Partner designation or gold/silver competencyAzure incentives: Azure Solutions Partner designation or gold/silver competency	<ul style="list-style-type: none">CSP authorizationSolutions Partner designation specific to the solution area* incentive and\$1 million trailing TTM revenue at the Partner Global Account (PGA) ID level
	 Distributor (formerly indirect provider)	<ul style="list-style-type: none">CSP authorization	<ul style="list-style-type: none">CSP authorization
	 Indirect reseller	<ul style="list-style-type: none">CSP authorizationBusiness Applications or Modern Work incentives: any Solutions Partner designation or gold/silver competencyAzure incentives: one of the three Solutions Partner designations for Azure or gold/silver competency\$25,000 trailing 12 months (TTM) revenue (<i>Required only to earn Business Applications, Modern Work, and Security incentives. No revenue requirement for Azure.</i>)	<ul style="list-style-type: none">CSP authorizationSolutions Partner designation or a minimum of 25 partner incentive capability score 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)



CSP is our hero motion.

These updates are just the beginning.

We'll continue **deepening our investments** in the partners who are **delivering transformational impact**. Learn more:

[Resources available May 1: aka.ms/ cloudsolutionprovider](https://aka.ms/cloudsolutionprovider)

[Partner webinar: aka.ms/AccelerateCSPGrowth](https://aka.ms/AccelerateCSPGrowth)

Thank you!

Current CSP Promos



Copilot for Microsoft 365

15% off

annual commit
on Copilot for
Microsoft 365 (CSP)

10 – 2499 seats
Until June 30th 2025



Microsoft 365 E5

15% off

annual commit for new
to offer customers for
M365 E5 (CSP)

10 – 2400 seats
New to ME5 offer
Until June 30th 2025



Microsoft 365 E3

15% off

annual commit for new
to offer customers for
M365 E3 (CSP)

10 – 2400 seats
New to ME3 offer
Until June 30th 2025



E5 Compliance Attach to Copilot

50% off

on M365 E5 Compliance
for every Copilot seat
(All sales channels)

50 percent off each seat of E5
Compliance for each seat of
M365 Copilot sold
Until February 1st 2026

Q4 M365 Copilot Update

Summary of all the key updates around Copilot (programs, resources, skilling, etc) to help navigate and proactively leverage to accelerate Copilot sales.

Here link to the deck: <https://aka.ms/FY25Q4M365CopilotBOM> and link to key updates.

- [Great Co-pilot Journey](#)
- [SMB Work Trend Index](#)
- [M365 Copilot Wave 2: Spring Release One Pager](#)
- [Agents Use Cases & Learnings](#)
- [M365 Copilot & Agents Value Envisioning Tool](#)

Partner - Microsoft 365 Copilot SMB Business Case Builder



What is the Business Case Builder (BCB)

The [SMB BCB](#) helps customers visualize the potential impact Microsoft 365 Copilot can have on their business. It is based on the research and findings from Forrester in the following studies:

- [Forrester New Tech Total Economica Impact Report for M365 Copilot](#)
- [Forrester New Tech Total Economica Impact Report for M365 Copilot for SMB](#)

The BCB estimates the Return on Investment (ROI) by applying the Forrester reports' statistics to a customer's organization using the user-provided potential number of employees with a Microsoft 365 Copilot license and the selected business goals they want to accomplish with AI.



Who is it for?

- Small and Medium sized businesses (organizations with less than 2500 employees)
- Customers who interested in working with a Microsoft seller or Partner
- Microsoft Partners who want to help customers get an initial idea of potential M365 Copilot impact.



What is important for me to know

Points of Emphasis

- The SMB BCB uses data points from Forrester reports and scales them for their businesses
- Customer information entered into the tool is neither saved nor utilized by Microsoft in any way
- The SMB BCB calculates NPV using a discounted cash-flow analysis over 3-years with basic assumptions for discount rate, organization gross margin, and various costs.
- Selecting the right country is essential as it directly affects the average cost per employee due to varying local labor costs

Limitations

The BCB reflects projected ROI based on research insights provided by Forrester.

MICROSOFT MAKES NO WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, ABOUT THE RESULTS WITHIN THIS PRESENTATION.

The composite organization reflected in the BCB assumes a company of up to 2,500 employees. For larger organizations (>2,500 employees), leverage the full version of the [Business Case Builder](#) or engage MSFT account team for in-depth projection analysis.



Next Steps

Questions to ask:

- What are your primary business objectives for considering M365 Copilot?
- How do you envision M365 Copilot enhancing your current workflows and processes?
- What specific tasks or projects do you hope to improve with the help of M365 Copilot?
- [Detailed conversation guide](#) & [Partner Services Blueprint](#)

Purchasing preference:

- Sell Copilot via CSP or engage MSFT account team
- If prospect is a large customer or wants a more detailed report, leverage the full version of the [Business Case Builder](#)

What is the Security Business Case Builder?

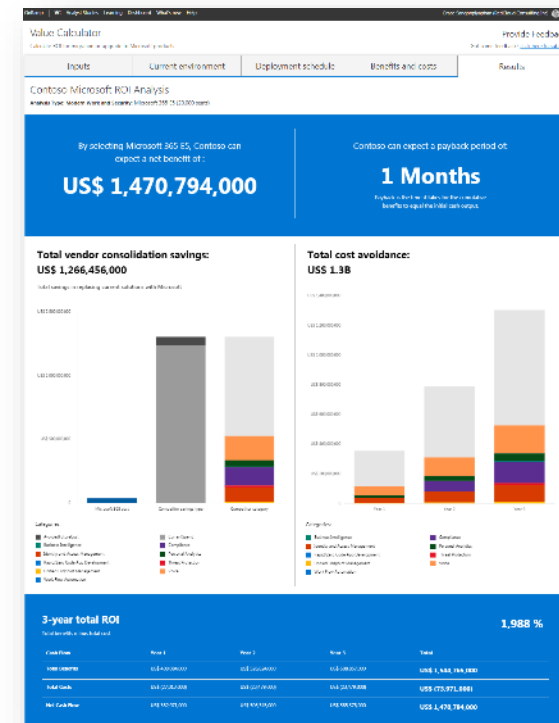
Find the tool at <https://aka.ms/SecurityBCB>

The Security Business Case Builder (BCB), available for partners and Microsoft sellers, uses **real customer data from third-party studies** to show the ROI that your customer can achieve with Microsoft security solutions. The BCB guides you through the process of creating a **custom business case** specific to your customer's environment and needs through **three simple conversations**.

Leverage the Security BCB to accelerate your deal and demonstrate:

- Vendor consolidation savings
- Business value and benefits
- TCO – Total Cost of Ownership
- Value of deployment and usage
- Solution costs across licensing, administration, deployment

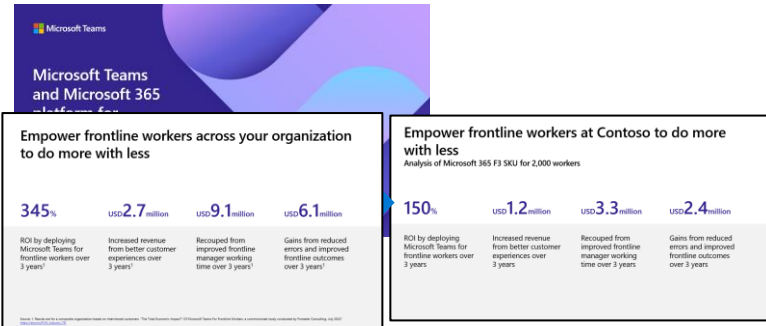
+ *Much more!*



BC use cases [Microsoft Business Case Builder](#)

Customize pitch decks

Most pitch decks have business value statistics, use the BC to replace the generic values with customized numbers from the BC in just a few minutes.



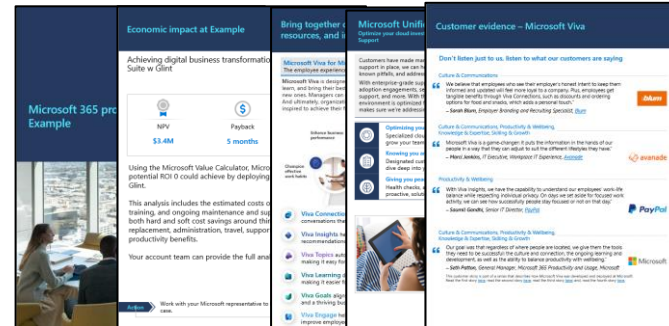
Share TEI reports

Download TEI reports from the BC site and share with customer to provide detailed background information on product value.



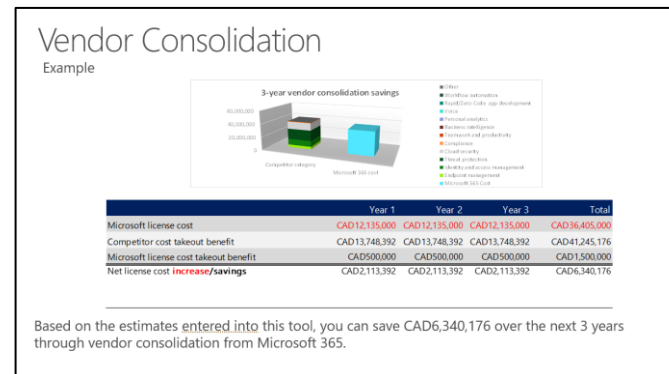
Unsolicited Proposal

The BC is the only way to automatically generate a proposal for a custom selection of products in just a few minutes. It has high-level business value metrics and lots of product information.



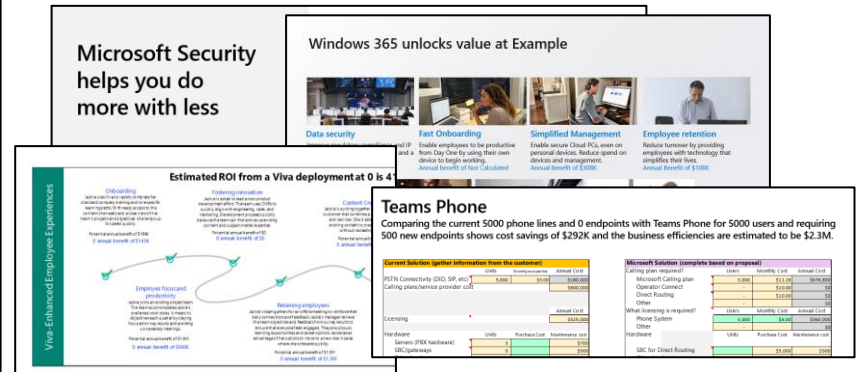
Vendor Consolidation

Generate a report on the potential licensing cost savings from vendor consolidation



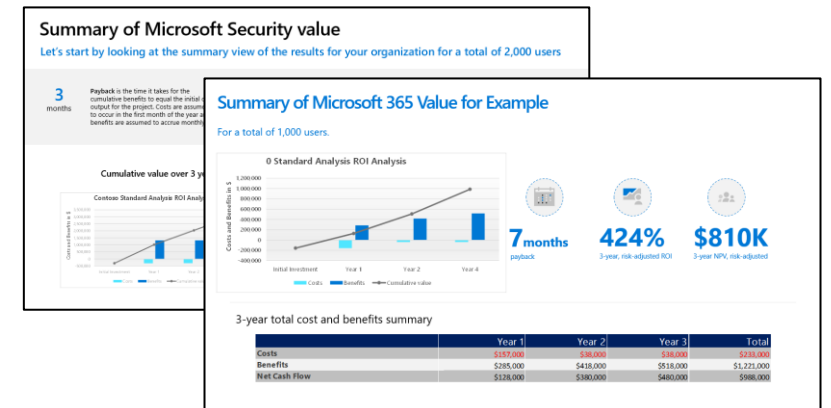
Product-specific BV analysis

The BC has reports for Viva, Windows 365, Security, Teams Phone (ABC only), Teams Rooms (ABC only), Google Workspace compete (ABC only), and Surface (ABC only)



C-Level business case

Detailed, custom financial analysis for those customers that want a solid business case



Q&A

