Microsoft SMB
Hänt Extra
September 2025

*Skapa en bild av sensommar i Sverige, gärna
med tema som anspelar på kräftskiva*

Åsa Magnusson
AI Workforce

Peter Nicks
AI Business Process

Linda Lindell
Security

Sofia Andersson
Cloud & AI Platforms

Karl Young
Cloud & AI Platforms

Agenda

- Välkomna till FY26!
- Cloud & AI Platforms
- AI Workforce
- AI Business Process
- Security
- Skilling & Enablement

Commercial Solution Areas

Modern work

Business applications

Data & AI

Digital & app innovation

Azure Infrastructure

Security

Priorities Aligned to Solution Areas

AI Business Solutions

Copilots on every device across every role

M365 core execution

Cloud & AI Platforms

Differentiated AI design solutions with every customer

Migrations, migrations, migrations

Security

Securing the cyber foundation of every customer

Useful links

- [FY26 Partner Playbooks](#)

- [Partner Incentives Guide](#)

- [CSP Promo Guide](#)

- [Modern Work for Partners](#)

- [Microsoft Security Partners](#)

Priorities Aligned to Solution Areas

AI Business Solutions

Copilots on every device across every role

M365 core execution

Cloud & AI Platforms

Differentiated AI design solutions with every customer

Migrations, migrations, migrations

Security

Securing the cyber foundation of every customer

Solution Plays | Cloud & AI Platforms

FY25 Solution Plays	FY26 Solution Plays
1. Migrate and Secure Windows Server, SQL Server and Linux Estate 2. Migrate SAP 3. Build and Modernize AI Apps (Modernize) 4. Migrate Oracle 5. Innovate with HPC 6. Modernizing Mainframe	**Migrate & Modernize Your Estate**
7. Build and Modernize AI Apps (Build New) 8. Accelerate Developer Productivity 9. Innovate with Azure AI Platform	**Innovate with Azure AI Apps and Agents**
10. Unify Your Intelligent Data & Analytics Platform 11. Advance Sustainability with Intelligent Data Platform	**Unify your Data Platform**

Customer Opportunity

Modernizing apps and data to the cloud enables AI transformation

75%

agree that migrating to the cloud was **essential to AI and ML adoption**

1. Forrester The Total Economic Impact of Migrating to Microsoft Azure for AI Readiness June 2024
2. Source: IDC White Paper, sponsored by Microsoft, Microsoft Partners: Driving Economic Value and AI Maturity, doc #US52483124, September 2024

Azure Accelerate Partner Nominated: Core Migrate & Modernize

ENGAGEMENT SUMMARY

Azure offerings helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute a Core Migrate and/or Modernization project.

It can include migrating any of the following workloads to Azure: Windows Server, Linux, SQL Server and open-source databases (Azure SQL, Azure PostgreSQL, Azure Cosmos DB, Azure MySQL and/or modernization of existing applications to Azure.

The partners are required to perform specific milestones in the project which should include the following activities: 1. Infrastructure/ Application Compatibility Assessment/Review 2. Landing Zone Setup or Review 3. Deployment of Migration/ Modernization activities including securing the Azure workloads.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have at least **one** of the below:
- Azure Expert MSP **or**
- Infrastructure & Database Migration Specialization **or**
- Kubernetes on Microsoft Azure **or**
- Migrate Enterprise Applications on Azure

Customer Eligibility

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

The project sizes are the planned Azure consumption in year 1 measured from claim submission date.

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra-Extra Small (XXS) engagement Project size: **$5K – $15K/year** planned Azure consumption	$2,000 USD	$2,000 USD	120 days
Extra Small (XS) engagement Project size: >**$15K – $50K/year** planned Azure consumption	$6,500 USD	$5,200 USD	120 days
Small engagement Project size: >**$50K – $100K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$100K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K+ /year** planned Azure consumption	$75,000 USD	$60,000 USD	260 days

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: Core Migrate and Modernize (SMB)

ENGAGEMENT SUMMARY

Azure offerings helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute a Core Migrate and/or Modernization project. It can include migrating any of the following workloads to Azure: Windows Server, Linux, SQL Server and open-source databases (Azure SQL, Azure PostgreSQL, Azure Cosmos DB, Azure MySQL) modernization of existing applications to Azure. Partners are required to perform specific milestones in the project which should include the following activities: 1. Infrastructure/ Application Compatibility Assessment/Review 2. Landing Zone Setup or Review 3. Deployment of Migration/ Modernization activities including securing the Azure workloads.

ENGAGEMENT TERM
July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have:
SMB Track – Solution partner for Infrastructure

Customer Eligibility
SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra-Extra Small (XXS) engagement Project size: **$5K – $15K/year** planned Azure consumption	$2,000 USD	$2,000 USD	120 days
Extra Small (XS) engagement Project size: >**$15K – $50K/year** planned Azure consumption	$4,000 USD	$3,200 USD	120 days
Small engagement Project size: >**$50K – $100K/year** planned Azure consumption	$12,000 USD	$9,600 USD	120 days

The project sizes are the planned Azure consumption in year 1 measured from claim submission date

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

New

AI Business Solutions
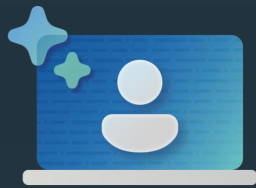

| Modern work | + | Business applications |

Priorities Aligned to Solution Areas

AI Business Solutions

Copilots on every device across every role

M365 core execution

Cloud & AI Platforms

Differentiated AI design solutions with every customer

Migrations, migrations, migrations

Security

Securing the cyber foundation of every customer

FY26 AI Business Solutions GTM

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

AI Workforce Solution Plays

Copilot and Agents at Work

FY26 Copilot and Agents at work Customer Opportunity

Acquire
New Customers

Acquire new customer, Drive penetration with Copilot Paid licenses or Copilot MAU

Monetize
Unpaid Users

Land Copilot for all leading with Copilot Chat targeting Information workers and Frontline workers

Grow
Existing Customers

Drive extensibility with agents scenarios associated with high impact business impact scenarios

Copilot and Agents at Work: Customer Win Formula with GTM Support

Customer Outcome
Provide AI led business transformation benefits to Customers through Partner led solutions and services that meets the evolving needs of businesses and supports their digital transformation journeys

Partner Outcome
Win customer by advise, deploy, extend and drive adoption of Copilot for all

Differentiated Partners Capabilities

Be the AI & Copilot Advisor to Business decision makers

Get customer ready for Copilot addressing data security and privacy

Deliver end user Copilot adoption & change management

Extend Copilot with integrations and customization

Win Formula aligning to MCEM

1 Listen & consult	2 Inspire & design	3 Empower & achieve	4 Realize value	5 Manage & optimize
Build Pipeline	**Design Solution**	**Win Deal**	**Deploy/Drive Usage**	**Drive Expansion**
Position Wall-to-Wall **Copilot** coverage for all users	Build intent by delivering **immersive customer experiences**, like prompt-a-thons	Enhance Copilot with **Agents experiences to transform business process**	Land **business value** and **ROI** with healthy usage	Align with MSFT sellers to drive **upsell** and build business case for expansion
Target customers and execute campaigns			Address data security and privacy while driving end user enablement	Extend business value with 3P ISV extensions
				Claim Partner of record for Copilot (CPOR)

Copilot+Power Accelerate

| | Immersion Briefings Envisioning & PoC | | Deployment Accelerator | |

| Campaign in a box Customer Propensity | | Transactional Incentives | Deployment Offers | |

Copilot Partner Differentiated Capability

	AI + Copilot Advisory	Copilot Deployment + Data Governance		Adoption + Change Management	Extensibility	
Initiation	**GenAI Advisory** Advising customers on their entire GenAI strategy laddering up to business priorities.	**Readiness** Advising customers on tenant readiness to adopt Copilot with a structured process and remediating blockers.		**Engagement Strategy** Designing a plan that outlines communication and workforce transformation strategy that aligns with overall Gen AI strategy to effectively drive adoption.	**Industry & FLW Agent** Clearly defining agentic scenarios by industry and functions, including the problem, solution, key metrics for success and monetization strategy.	
Activation	**Business Transformation** Completing scenario discovery and solution design leading to transforming business processes.	**Deployment** Optimizing and deploying Copilot environment and ongoing service health reviews.	**Security and Compliance*** Addressing & remediation of security and compliance.	**People Transformation** Driving Copilot adoption by training users, building skills, knowledge, and mindsets necessary to transform customer's work using AI.	**Agent Development *** Using tools like M365 Agent Builder, Copilot Studio, Power Plat, Azure AI, create and deploy agents to support complex enterprise scenarios.	**Plugins & API Integration** Extending Copilot capabilities using Microsoft Graph API, custom plug-ins and Power Automate for deep system integrations.
Impact	**Business Value *** Driving the ROI of their Copilot investments and quantifying benefits (Copilot Analytics).			**Impact Measurement *** Using Copilot Analytics to track impact and show value realization.		

* Key capability focus in FY26

M365 Copilot + Agents+ Copilot Chat

Services Offer Development guidance   CSP Offer Development guidance

Microsoft Confidential

Copilot and Agents at Work | 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 Scenario	**Sales Motion**	**Propensity Tool**	**Campaign-in-a-Box (CiaB)**	**Get Started**
Acquire New Customers	• Lead with Copilot for All • Win Copilot Chat across IW +FLW • Land Agentic value • Win Microsoft 365 Copilot	SPARK/FRX		PMC
Monetize Unpaid Users	• Drive Copilot Agentic value with high impact business scenarios • Upsell to Microsoft 365 Copilot	SPARK/FRX	Copilot for all *UPDATED*	
Grow Existing Customers	• Drive Copilot Agentic value with high impact business scenarios • Expand Agentic scenarios to improve customer ROI • Expand M365 Copilot seats	SPARK/FRXdem		PMC
Learn more about Propensity Tools			**Learn more about CiaB**	

Copilot Specialization

July 2025 launch

A new specialization is proposed that will look to differentiate partner capabilities in Copilot, including **Copilot for Microsoft 365, Copilot Chat, Copilot Studio and agents**. Partners with this specialization should be able to help their customers with the following areas:

- ✓ AI + Copilot Advisory services
- ✓ Assess readiness and deliver secure deployment plan
- ✓ Copilot adoption + change management
- ✓ Extensibility with agentic focus

Prerequisite
Attain the **Solutions Partner designation in Modern Work, Business Applications or Security**

Performance requirements
1,000 MAU growth of Microsoft 365 Copilot in TTM (CPOR, CSP Tier 1, 2)

5 M365 Copilot net customer growth in TTM (CPOR, CSP Tier 1, 2)

Skilling requirements
5 people with [MS-102](#) M365 Certified: Enterprise Administrator Expert

5 people with cumulatively:

SC-401: Implement Information Protection in Microsoft 365

OR

APL-4002: Prepare security and compliance to support Copilot for Microsoft 365

5 people with APL-7008: Create agents in Microsoft Copilot Studio

Customer references
Provide three customer references which must include **at least one example of transforming business process with agent implementation.**

Copilot and Agents at Work | Partner Skilling

	Pre-MCEM to achieve Designation and Specialization	1 Listen & consult	2 Inspire & design	3 Empower & achieve	4 Realize value	5 Manage & optimize
Copilot and Agents at Work	**Credential Ready**	**Sales Ready**		**Tech Deal Ready**		**Project Ready**
New to Practice (Build)	Use AI for Everyday Tasks	Introduction to Microsoft 365 Copilot for Partners		Elevate user productivity with Microsoft 365 Copilot (End user training)		Elevate user productivity with Microsoft 365 Copilot (End user training)
	Empower your workforce with M365 Copilot Use Cases	Pitch and land the power of Copilot and the Copilot Stack		Copilot for Microsoft 365: The AI-powered Future of Work		Secure and govern AI to enable responsible adoption
Improve Practice (Enhance)	Prepare security & compliance to support Microsoft 365 Copilot (Applied Skils)	Level Up CSP: Copilot for Microsoft 365 Sales Bootcamp		Level Up CSP: Copilot for Microsoft 365 Technical Bootcamp		Deploy and adopt Microsoft 365 Copilot + Agents
	Create agents in Microsoft Copilot Studio (Applied Skills)	Copilot Sales Champion on LevelUp		Secure & Govern Copilot for M365 with Microsoft Purview		Simplify agent development with Copilot Studio
Specialize (Innovate and Grow)	MS-102: Enterprise Administrator Expert	Microsoft Power Hour for Sellers		Guide customer conversation on Copilot and the Copilot Stack		Develop pro-code agents with Copilot Studio
	Build custom engine copilots for Microsoft Teams	Microsoft AI Agents Day for Partners				Copilot Studio Agentathon

- 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

Jumpstart | Copilot – Tiered Engagement Model FY26

GOALS
- Accelerate & scale building capability across more partners with guidance, resources and community
- Align incentives, marketing resources and Co-sell with top performing partners
- Align to MCAIPP – Unlock incentives based on performance

Eligibility Criteria

Partner Positioning

Prioritized
Customer wins + Specialization attainment

- Copilot Specialization++
  - +1,000 MAU CPOR/CSP1/CSP2 from at least 5 new customer adds TTM
  - 3 customer references (*to meet FY26 Copilot Specialization requirements*)
- Readiness
  - 10+ trained resources per area through ESI Bootcamps
  - Meet APL/Certification requirements: (*to meet FY26 Copilot Specialization requirements*)
- Practice
  - Validated practice including AI Advisory, Extensibility AND Adoption & Change Management

- Partners with Proven Impact
- Key partners for Co-sell

Ready
Unlocked by partners with established practice/offer

- Vetted Copilot Practice
  - Completed Copilot offer consultation with PSA team (Vetted Copilot capability validated with CSA/PTS/PSA)
  - 5+ trained resources per area through learning channels and required courses
  - Meet required Seats and MAU on internal usage of Copilot for Microsoft 365, Agents and Chat

- Access to GTM Investments

Community
Enlist qualified partners for practice development –

- +1 Modern Work or Business Applications or Security Solutions Specialization
- Invited eligible advisory/service partner
- Max 6 month window to get to 'Ready' tier

- Build with support

Copilot Jumpstart training requirements
FY26 H1 (July to December)

Starting July 2025

*MS-102 4 total certified individuals (to meet future Copilot Specialization requirements)

To graduate to or retain Prioritized Tier (10 trained per area; trained resources can count against multiple markets; TTM)

| (Sales) Copilot Business Value Bootcamp DW-100 aka.ms/DW-100 6 hours | (Technical) Innovate with M365 Copilot and build your own agents DW-101 aka.ms/DW-101 12 hours | (Technical) Build & extend AI-powered copilots with Copilot Studio DW-102 aka.ms/DW-102 12 hours | (Pre-Sales) Secure & Govern Copilot for M365 with Microsoft Purview DW-103 aka.ms/DW-103 4 hours | (Technical) Build and extend your own agents using pro-code capabilities DW-104 aka.ms/DW-104 12 hours | *MS-102 M365 Certified: Enterprise Administrator Expert aka.ms/MS-102 |

To graduate to or retain Ready Tier (5 trained per area; trained resources can count against multiple markets; TTM)

| (Sales) Copilot Business Value Bootcamp DW-100 aka.ms/DW-100 6 hours | (Technical) Innovate with M365 Copilot and build your own agents DW-101 aka.ms/DW-101 12 hours | (Technical) Build & extend AI-powered copilots with Copilot Studio DW-102 aka.ms/DW-102 12 hours | **Prioritized Tier** Total training hours per resource= 46 hours (10 sales, 36 technical) **Ready Tier** Total training hours per resource= 30 hours (6 sales, 24 technical) TTM – Training taken over Trailing Twelve Months will be counted, unless there is new training content |

aka.ms/JumpstartBootcamps to see all Jumpstart trainings

| Sales focused training | Technical focused training |

Secure AI Productivity

FY26 Secure AI Productivity Customer Opportunity

Office 2016/2019
End of Support

Customers using Office 2016/2019 or older perpetual versions

Secure AI

Customers looking at M365 Copilot but still in O365 or dark accounts

BYOAI
Shadow IT Discovery

O365 and Dark customers without M365 Copilot seat

Secure Productivity: Customer Win Formula with GTM Support

Customer Outcome | Enable customers' to safely run their businesses from anywhere with a secure, , AI-powered cloud solution in a hybrid work scenario.

Partner Outcome | Drive deployment and usage in Enterprise; Drive customer upsell from Office 365 to Microsoft 365 E3 winning additional Intune, Entra ID P1, and Purview usage.

Differentiated Partners Capabilities

Execute campaigns to generate leads – New customer acquisition and Premium Suite upsell

Build customer intent; Message – Get Copilot ready, vendor consolidation, security concerns

Leverage CSP offers to win new customers/ seats

Accelerate deals and drive migration and with Adoption Accelerator

Win Formula aligning to MCEM

1 Listen & consult

Build Pipeline

Target customers and execute campaigns

Secure Productivity ENT Campaign in a box
SPARK Propensity

2 Inspire & design

Deliver

Secure Productivity build intent engagements

Immersion Briefings
Envisioning & PoC

3 Empower & achieve

Win Deal

Influence or close E3

Include Zero Trust Assessment to explore additional security gaps and opportunities

Microsoft 365 Accelerate

Transactional Incentives

4 Realize value

Deploy/Drive Adoption

Address data security and privacy while driving end user enablement

Deployment Offers
CSP Deployment Accelerator ME3/ME5

EA Deployment Voucher

5 Manage & optimize

Drive Expansion

Build business case for expansion to include Copilot Chat and Microsoft Security and Compliance mini-bundles

Secure Productivity Immersion Briefing

Engagement summary: The Secure Productivity Immersion Briefing is designed for partners 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 security posture

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

Customer eligibility & activity pay-out

Program	Type	Eligibility criteria (&)			
		Customer Eligibility	Market A incentive	Market B incentive	Market C incentive
Secure Productivity Immersion Briefing	Partner-led	• Minimum of 100+ seats per customer • Eligible SKUs: Microsoft 365 Business Basic/Standard, O365 E3/E5 or on-premises versions of MS software (Office 2016, Windows, Exchange Online) • Non-profit, Education, and Public Sector will not count towards minimum customer requirement but may attend • Minimum 10 customers per event	$2,000	$1,500	$1,500

The following limits are in effect:

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

Partner eligibility:

- Must have a Microsoft AI Cloud Partner Program Agreement.

- Must be enrolled in the Microsoft Commerce Incentives program.

- A CSP Direct or Indirect reseller.

- Modern Work Solutions Partner Designation.

- At least 100 CSP customers.

Secure AI Productivity Differentiated Capability View

	Secure AI Advisory	ME3 Deployment + Expansion	Adoption + Change Management	Extensibility
Initiation	**Secure AI Advisory** Advising customers on their entire Secure AI strategy laddering up to business priorities within Modern Work.	**Readiness** Advising customers on tenant readiness to adopt ME3 and Secure AI with a structured process and remediating blockers.	**Engagement Strategy** Designing a plan that outlines communication and workforce transformation strategy that aligns with overall Secure AI strategy to effectively drive adoption.	**Industry & FLW** Clearly defining Frontline Worker scenarios by industry and functions, including the problem, solution, key metrics for success and monetization strategy through Teams for Frontline Worker, Copilot Chat, and Frontline Worker Agents
Activation	**Business Transformation** Completing scenario discovery and solution design leading to transforming business processes.	**Deployment** Optimizing and deploying Intune, Entra ID Premium P1 and Purview and ongoing service health reviews	**People Transformation** Driving ME3 growth by training users, building skills, knowledge, and mindsets necessary to transform customer's work using Secure AI and compliance tools in M365 core suites.	**Security and Compliance*** Preparing step-up pathways for additional security and compliance products.
Impact	**Business Value *** Driving growth from O to M on major accounts and through renewals while focusing on Secure AI story (EMS, Intune, Entra ID P1, etc.).		**Impact Measurement *** Measured through net seat adds and PIIR as well as workshop and engagement execution.	*Key capability focus in FY26*

Microsoft 365 E3

Services Offer Development guidance   CSP Offer Development guidance

Secure AI Productivity | 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 Scenario	**Sales Motion**	**Propensity Tool**	**Campaign-in-a-Box (CiaB)**	**Get Started**	
EOS Office 2016/2019	• Plan the move to Microsoft 365 • Leverage on demand Microsoft 365 E3 Demos • Engage with FastTrack ME3 Go Back Program for ME3	SPARK			
Secure AI-Powered Productivity	• Leverage the Secure AI Pitch Deck • Engage Secure Productivity Proof of Value engagements • Leverage Microsoft Purview for M365 E3	SPARK	Secure Productivity ENT – *UPDATED*	PMC Partner GTM Partner Practice Development	
Shadow IT	• Explore BYOAI Shadow IT Discovery with M365 E3 • Position Simplifying Endpoint Management with Microsoft 365 • Land Elevating Security for Copilot with Microsoft 365	SPARK			

Learn more about Propensity Tools | **Learn more about CiaB**

Secure AI Productivity | Partner Skilling

		1 Listen & consult	2 Inspire & design	3 Empower & achieve	4 Realize value	5 Manage & optimize
	Pre-MCEM to achieve Designation and Specialization					
Secure AI Productivity	**Credential Ready**	**Sales Ready**		**Tech Deal Ready**		**Project Ready**
New to Practice (Build)	MS-900: Microsoft 365 Fundamentals	Pitch and land the power of Copilot and the Copilot Stack		Secure Productivity for Microsoft 365 E3		Secure and govern AI to enable responsible adoption
	Security, Compliance, and Identity Fundamentals	Build a foundation of secure productivity to get AI-ready (Sales Ready)		Secure & Govern Copilot for M365 with Microsoft Purview		Knowledge management using Microsoft 365
Improve Practice (Enhance)	Get started with identities and access using Microsoft Entra (Applied Skills)	Level Up CSP: Sales Bootcamp		Level Up CSP: Technical Bootcamp		Microsoft Syntex (SharePoint Premium)
	Prepare security & compliance to support Microsoft 365 Copilot (Applied Skills)	Microsoft security sales bootcamp		Build a foundation of secure productivity to get AI-ready (Deal Ready)		Improving productivity for Frontline workers (FLW) with Microsoft 365
Specialize (Innovate and Grow)	MS-102: Enterprise Administrator Expert	Microsoft Power Hour for Sellers		Guide customer conversation on Copilot and the Copilot Stack		Revolutionize Employee Experiences with Microsoft VIVA
	SC-100: Microsoft Cybersecurity	Microsoft AI Agents Day for Partners				Develop secure AI productivity foundations

- 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

NEW | CSP Modern Work Promotions

Priority	Offer	Market Availability	Duration
Copilot	**Copilot** 15% off, 1-yr	All markets	• Until end of September 2025
M365 Core	**ME3** 15% off, 1-yr	All markets	• Until end of September 2025
ME5	**ME5** 15% off 1-yr	All markets	• Until end of September 2025
M365 Core	ME3 & ME5 3-yr SKU 10%	All markets	• Until end of December 2025
Security & Compliance	ME5 Compliance & ME5 Security 10% off 3-yr	All markets	• Until end of December 2025
Compliance	50% off compliance add-on 1-yr SKU (on corresponding Copilot seats)	All markets	• Until February 1st 2026

NEW

NEW

FY26 Priorities | SMB Business Apps

SMB Key Heroes

Business Central

Sales

Low code

Priorities

Land New Customers – Big Bet on BC Utilize AI and platform competitive edge

Expand – Next best workload & AI
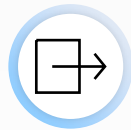
Migrate – Secure and migrate the base to the cloud

Key Metrics

Cloud Revenue growth

D365 and AI

Frequency & yield

AI Business Process Partner Presales Activities

	FY25 Pre-Sales Activities			FY26 Pre-Sales Activities		
Stage 1: Listen and Consult	**Stage 2:** Inspire and Design	**Stage 3:** Empower and Achieve	**Stage 1:** Listen and Consult	**Stage 2:** Inspire and Design	**Stage 3:** Empower and Achieve
	CRM Vision & Value **ERP** Vision & Value	**CRM** Tailored Demo **ERP** Tailored Demo		**CRM** Envisioning **ERP** Envisioning (Business Central eligible)	
	Business Central Needs Assessment	**Business Central** Migration Assessment		**Business Central** Immersion Briefing	
	Low Code Needs Assessment **Low Code** Vision & Value **Low Code** Governance Strategy **Copilot Studio** Vision & Value			**Copilot + Power** Envisioning & PoC	

FY25 Post-Sales Activities	FY26 Post-Sales Activities
Business Central Deployment Accelerator **D365 Performance** Optimization **D365 Vision & Value** Optimization **D365 Solution** Optimization	**Copilot + Power** Deployment Accelerator

Motions	#		
Scale Business Central Customer Acquisition	1	Immersion Briefings 2000 USD 10 customers 90 min Briefing	MCI Business Central Immersion
	2	CloudAscent – Identifiera potentiella kunder	CloudAscent & CiABs
	3	Stäng affärer innan prishöjningen	October 1st Price Increase
Migration Momentum Acceleration	4	Erbjud migrerering till dina sista on-prem kunder. Kampanj slut vid nyår	BTTC2 –
Large Deals 50 000 USD/year	5	CRM & ERP Envisioning workshops	Funds- 7,5% max 6000 USD
	6	Business Central Concierge Desk – teknisk presales stöd	min 50 000 USD deal size

Nästa steg

Nya kunder
        Immersion Brifings (x antal per halvår)

Migreringar
        Nyttja Bridge to the cloud före nyår. 40% rabatt

Cross Sell / mer till befintlig kund –Cloud Accent

Stora ERP och CRM- kunder nyttja "Envisioning Workshops"

Sälj innan prishöjningen i oktober

Microsoft Security FY26

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**

Read more and follow our progress - [Secure Future Initiative](#)

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

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

The Partner Opportunity for Microsoft Security, a Total Economic Impact™ study commissioned by Microsoft and conducted by Forrester Consulting, 2024
https://aka.ms/ForresterMSSecurityTEI2024

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

FY26 Security Solution Plays

FY26 Solution Plays across Segments

FY26 Growth Drivers	Solution Plays	Enterprise	SMC-C	SMB
Sentinel Defender Entra	**Modern SecOps with Unified Platform**	✓	✓	✓ *
Purview	**Data Security**	✓	✓	✓ *
Defender for Cloud Purview	**Protect Cloud AI Platform and Apps**	✓	✓	

Mainstream

X-CSA

* Targeted areas in SMB Upper Mid Market and mid-market

FY26 Security Solution Play Overview

Solution Plays		Business Objectives	Hero Products
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*

Mainstream

✓ Updated Solution Play   ✓ New Solution Play

Modernize SecOps with Unified Platform
Partner Win Formula

Listen & consult	Inspire & design	Empower & achieve	Realize value	Manage & optimize

Build Pipeline · **Make it Real** · **Win Customer** · **Drive Value & Services**

Customer Targeting
- SPARK Propensity
- M365 Lighthouse
- CloudAscent [SMB]

Generate Demand
- Partner Marketing Campaigns
- MCI Immersion Briefings*
  (1:many for Threat Protection, 100+ seats)

Curated Sales Play Assets (link)
- Additional Marketing Kit
- Customer Decks

EMEA Partner Galleries
- CyberSecurity Regulations
- Sovereign Cloud

Boost Your CSP Practice (link)

[CSP] Demonstrate product capabilities in customer environment
- Threat Protection Envisioning Workshop* for M365 E5 – MCI, 300+ seats
- Modern SecOps Envisioning Workshop* for Sentinel – MCI, 300+ seats

[SMB] Engage the customer 1:1 to sell product value
- SMB Assessment Desk to run a Rapid Security Assessment or a Cybersecurity Self-Service Assessment

Build your Business Case & Vendor Consolidation proposal
- Security Business Case Builder

Trial Licenses of Microsoft Security & Compliance
- Product-led growth

[CSP]
Structural CSP Incentives (link)
- Core & Strategic: 10.75%
- Growth: 7.5%
- Sentinel: 3%

15% ME5 CSP Promo (link)
- Live until Sept 2025

ME5 and E5 Mini Bundles 3-Yr CSP SKUs with 10% discount (link)
- Discount live until Dec 30, 2025

[CSP]
CSP Deployment Accelerator* (link)
- Up to $10K for E5 Mini Suites
- Up to $38K for ME5

Security Usage Incentive* (link)
- Between $1 - $3 bounty per license enabled (CPOR)

Partner Managed Services

Security Solution Designation Required
**Invite-only or seller-led program*

***At least one Security Specialization Required*

Data Security
Partner Win Formula

Listen & consult	Inspire & design	Empower & achieve	Realize value	Manage & optimize
Build Pipeline	**Make it Real**		**Win Customer**	**Drive Value & Services**

Listen & consult — Build Pipeline

Customer Targeting
- SPARK Propensity
- CloudAscent [SMB]
- M365 Lighthouse

Generate Demand
- Partner Marketing Campaigns
- MCI Immersion Briefings* (1:many for Data Security, 100+ seats)

Curated Sales Play Assets (link)
- Additional Marketing Kits
- Customer Decks

EMEA Partner Galleries
- Data Security for Gen AI
- CyberSec Regulations
- Sovereign Cloud

Boost Your CSP Business (link)

Inspire & design / Empower & achieve — Make it Real

[CSP] Demonstrate product capabilities in customer environment
- Data Security Envisioning Workshop* for E5 Compliance – MCI, 300+ seats
- Multiple modules available depending on customer compelling event

[SMB] Engage the customer 1:1 to sell product value
- Run a Cybersecurity Self-Service Assessment

Build your Business Case & Vendor Consolidation proposal
- Security Business Case Builder

Trial Licenses of Microsoft Security & Compliance
- Product-led growth

Realize value — Win Customer

[CSP]
Structural CSP Incentives (link)
- Core & Strategic: 10.75%
- Growth: 7.5%

15% ME5 CSP Promo (link)
- Live until Sept 2025

50% E5 Compliance with M365 Copilot Promo (link)
- Live until Feb 2026

ME5 /E5 Mini Bundles 3-Yr CSP SKUs with 10% discount (link)
- Discount live until Dec 30, 2025

Manage & optimize — Drive Value & Services

[CSP]
CSP Deployment Accelerator* (link)
- Up to $10K for E5 Mini Suites
- Up to $38K for ME5

Security Usage Incentive* (link)
- Between $1 - $3 bounty per license enabled (CPOR)

Partner Managed Services

---

*Security Solution Designation Required   ***At least one Security Specialization Required
**Invite-only incentive program

Security Immersion Briefings

Download the briefing kits:
- Threat Protection
- Data Security

Overview
- 90-minute, partner-led, interactive and customer-facing.
- Interactive demo-- how Microsoft's E5 solutions can help protect organizations from modern threats.
- 1-to-many format, scalable
- Data Security and Threat Protection options
- Partner Payout: $2k (Markets A) or $1.5k (markets B/C) through MCI*
- POE: Customer attendee list and survey

Customer Requirements
- Commercial organizations
- 100 to 3000 seats of Microsoft 365 Business Premium or ME3/OE3 licenses
- 5 or more Customers >100 seats required for payout

Partner Requirements
- Must be CSP
- Security Partner Designation (SMB or ENT)
- Partners can host up to 3 paid Immersion Briefings per briefing topic per year starting July 1st, 2025

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

Threat Protection

Cyberthreats are growing in scale and sophistication—especially as organizations adopt AI and expand their digital footprint. A Microsoft Threat Protection Immersion Briefing helps organizations:

- **Understand the evolving threat landscape** and how attackers are adapting
- **Explore how Microsoft Defender can detect, prevent, and respond to threats** across endpoints, identities, email, and cloud environments
- **Gain hands-on experience** through demos and real-world scenarios that show how unified threat protection strengthens security posture and supports business continuity

Data Security

Data security is becoming a top concern for organizations globally—especially as 83% of organizations experience more than one data breach in their lifetime. A Microsoft Data Security Immersion Briefing helps organizations:

- **Understand the real-world cost and consequences** of data breaches
- **Explore how Microsoft Purview can help mitigate risks, protect sensitive data, and support secure AI adoption**
- **Experience hands-on demos and real-world scenarios** that show how to build a proactive, resilient data protection strategy that aligns with business goals and regulatory requirements

FY26 SMB Assessment Desk | Global capability with local touch

Microsoft Security — **Security**	Rapid Security **UPDATED** Threat Protection	Light touch assessment focused on Security maturity analysis, risk mitigation	Solution Play Modernize SecOps with Unified Platform	Technology leveraged: CSAT
Microsoft Azure Migration — **Cloud & AI Platforms**	Benchmark TCO **NEW**	Drive AI, migration & modernization opportunities, via discovery of customer's environment & recommended mapping to Azure	Solution Play Migrate and Modernize Your Estate	Techlogy leveraged: Dr Migrate
Copilot — **AI Business Solutions**	Secure AI Productivity Dark to Cloud **NEW** Copilot Master Class	Helping customers secure their company data when using generative AI — Moving customers onto M365 Cloud — Moving Copilot customers into Chat adoption	Solution Play Secure AI Productivity Copilot and Agents at Work	Technology leveraged: CSAT

How to nominate

Partner → **Partner Nomination**

Customer → **Customer Nomination, or Self-service Security assessment**

Nomination Criteria

All	1. MCEM – Stage 2 Inspire & Design 2. Customer pre-agreement on assessment 3. No previous assessment in the same TPID
Benchmark TCO **UPDATED**	• >5VM for all customers
Rapid Security **Threat Protection**	• >30 seats • >300 seats of E3 Whitespace
Secure AI Productivity Dark to Cloud	• >30 seats
Copilot Master Class	• >300 seats

Investments and Incentive Resources

Incentive resources available aka.ms/partnerincentives

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

Register for MCI Office Hours at [MCILandingPage Listing Page (eventbuilder.com)](eventbuilder.com)

Promos live September 2024

50% E5 Compliance Customer Offer

Promotion summary

We're offering 50 percent off Microsoft 365 E5 Compliance (Microsoft Purview) licenses for customers who already have purchased or will be purchasing Microsoft Copilot. This offer applies to net-new seat adds only and can be applied to retroactive Microsoft 365 Copilot purchases.

Duration

February 1, 2025 to February 1, 2026

Geography

Worldwide

Promo type

New commerce, Volume Licensing (VL), Enterprise Agreement (EA), Cloud Solution Provider (CSP)

Products

The offer applies to Microsoft 365 E5 Compliance. The customer must also have at least one Microsoft 365 Copilot license, as well as the standard prerequisites for attaching E5 Compliance.

Discount percent and discount description

We're offering 50 percent off each E5 Compliance seat for the customer tenant, so long as the customer has purchased at least one Microsoft 365 Copilot license.

Customer eligibility

All Commercial customers

End customer value prop

This promo aims to ensure that each Microsoft 365 Copilot license is safely secured with our Hero Data Security product. We've updated it so that all users within a tenant who benefit from shared protected services of E5 Compliance can take advantage of this offer.

Partner value prop

Partners can increase the size of Microsoft 365 Copilot deals, as well as go back to previously closed Microsoft 365 Copilot deals and solicit the new discount opportunity.

How it works

The promo has both modern partner-led and customer SKUs, which are available in Partner Center.

Partner-ready FAQ now available at https://aka.ms/FAQ-E5CompPromo

Microsoft 365 E5 promotion

Help customers get AI ready with M365 E5: AI-powered productivity with premium security

Premium M365 Security

15% off
Microsoft 365 E5

Unlocks

Best in-class AI-powered productivity

Extended identity and threat protection

Advanced compliance capabilities

Details

Annual Term | Annual Bill & Monthly Bill

For first-time purchase only

Max 2,400 seats

Recipe for success

Identify customer upsell opportunities with M365 Lighthouse

Build Secure Productivity campaign assets

Conduct CSP Accelerate briefings to seed premium M365 security value

Leverage the CSP Deployment & Adoption Accelerator to improve ROI

Available to All Markets from July 1st 2025 – September 30th, 2025

New 3-Year CSP Subscription for M365 E5 SKUs

Microsoft 365 three-year SKUs

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

Microsoft 365 E5 mini bundles three-year SKUs

- Microsoft 365 E5 Security mini bundle
- Microsoft 365 E5 Compliance mini bundle

Same price and margin as annual term offer

Three-year upfront and annual billing options only

Minimum purchase requirement of 100 seats (enforced at SKU level)

Additional discount to the 3-year SKUs

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

10%off

Microsoft 365 E5 promotions

- Offers: 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

Microsoft E5 mini suite promotions

- Offers: E5 Security and 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 until Dec 31, 2025

Partner Enablement

Microsoft Security Partners: One-Stop Shop Portal

[Microsoft Security Partners](#)

All Security Solution Plays covered:
- Blogs, research, product deep dives
- Customer pitch content
- Technical content

Upcoming Security Partner Trainings

| Month	Event Modality	Solution play	Event Title	Date & Time Zone	Training Pillar	Audience Type	Registration link
Sept	In-person session	Modern SecOps with Unified Platform (Threat Protection)	Threat Protection with Microsoft Defender XDR	September 3 - 4 (Mexico City, MX (Spanish))	Technical Deal ready & Project Ready	Technical Roles, Sales executives Security Specialists Pre-sales specialists SOC Teams	Click here to register
Sept	Virtual Webcast		Implement Microsoft Defender for Endpoint	September 9 - 11-IST, BST & PDT	Technical Project Ready	Technical Roles SOC Teams, End point managers, Identity Managers	Project Ready Workshops - Security
Sept	Virtual Webcast		Microsoft Threat Protection Partner Airlift	September 16 - 18-IST, BST & PDT	Technical Project Ready		Project Ready Workshops - Security
Sept	Virtual Webcast		Implement Threat Protection with Microsoft Defender XDR solutions	September 23 - 26-IST, BST & PDT	Technical Project Ready		Project Ready Workshops - Security
Sept	Virtual Webcast		Level Up CSP: Win with Microsoft Security	September 23 / 24-IST, BST & PDT	Sales & Tech Deal ready	Sales and Technical Pre-sales team	Sales & Pre-Sales Skilling
Sept	Virtual Webcast	All up Security	Americas Certification Week: Microsoft AI Cloud Partner Program – Cloud & AI Platforms + Security	September 22 - 26 , PDT	Certification Week	All Security Technical Roles	Microsoft Partner Skilling Hub	Digital Arts and Sciences
Sept	Virtual Webcast	All up Security	Asia Certification Week: Microsoft AI Cloud Partner Program – Cloud & AI Platforms + Security	September 22 - 26 IST	Certification Week	All Security Technical Roles	Microsoft Partner Skilling Hub	Digital Arts and Sciences
Sept	Virtual Webcast	All up Security	EMEA Certification Week: Microsoft AI Cloud Partner Program – Cloud & AI Platforms + Security	September 22 - 26 CEST	Certification Week	All Security Technical Roles	Microsoft Partner Skilling Hub	Digital Arts and Sciences
Sept	In-person session	Modern SecOps with Unified Platform (Threat Protection)	Threat Protection with Microsoft Defender XDR	September 24th (Auckland, New Zealand)	Technical Project Ready	Technical Roles SOC Teams,	Click here to register

Upcoming Security Partner Trainings

Month	Event Modality	Solution play	Event Title	Date & Time Zone	Training Pillar	Audience Type	Registration link
Oct	Virtual Webcast	Protect cloud, AI Platform and Apps	Protect cloud, AI Platform and Apps by implementing Microsoft Defender for Cloud	October 14-16-IST, BST & PDT	Technical Project Ready	Azure Cloud Engineer, Cloud Security Architects, AI Security Engineers	Coming soon
Oct	Virtual Webcast	All up Security	Spain Certification Week: Microsoft AI Cloud & AI Platform and Security	October 20 - 24 CEST	Certification Week	All Security Technical Roles	[Microsoft Partner Skilling Hub | Digital Arts and Sciences](#)
Oct	Virtual Webcast	Modern SecOps with Unified Platform (Threat Protection)	Identity and Access Management with Microsoft Entra	October 28-30-IST, BST & PDT	Technical Project Ready	Identity Managers, Security Technical roles	Coming soon
Nov	Virtual Webcast	All up Security	Germany Certification Week: Cloud & AI Platforms + Security	November 10- 15 CEST	Certification Week	All Security Technical Roles	[Microsoft Partner Skilling Hub | Digital Arts and Sciences](#)
Nov	Virtual Webcast	Protect cloud, AI Platform and Apps	Secure and govern AI to enable responsible adoption (name –TBD)	November 18- 20-IST, BST & PDT	Technical Project Ready	AI Architects, AI Security Engineers	Coming soon
Dec	Virtual Webcast	Data Security	Implement, Govern and Scale Data Security with Microsoft Purview in the era of AI	December 2-4-IST, BST & PDT	Technical Project Ready	Data Security Engineers, Data specialists	Coming soon
Dec	Virtual Webcast	Modern SecOps with Unified Platform (Threat Protection)	Implement Threat Protection with Microsoft Defender XDR solutions	December 9-11-IST, BST & PDT	Technical Project Ready	Technical Roles SOC Teams,	Coming soon

Microsoft Skilling Hub

[Subscribe now](#)

- All Security Solution Plays covered
- Self-paced, live and on demand courses
- Tech-ready, Project-ready and sales options
- Suitable for any type of partner
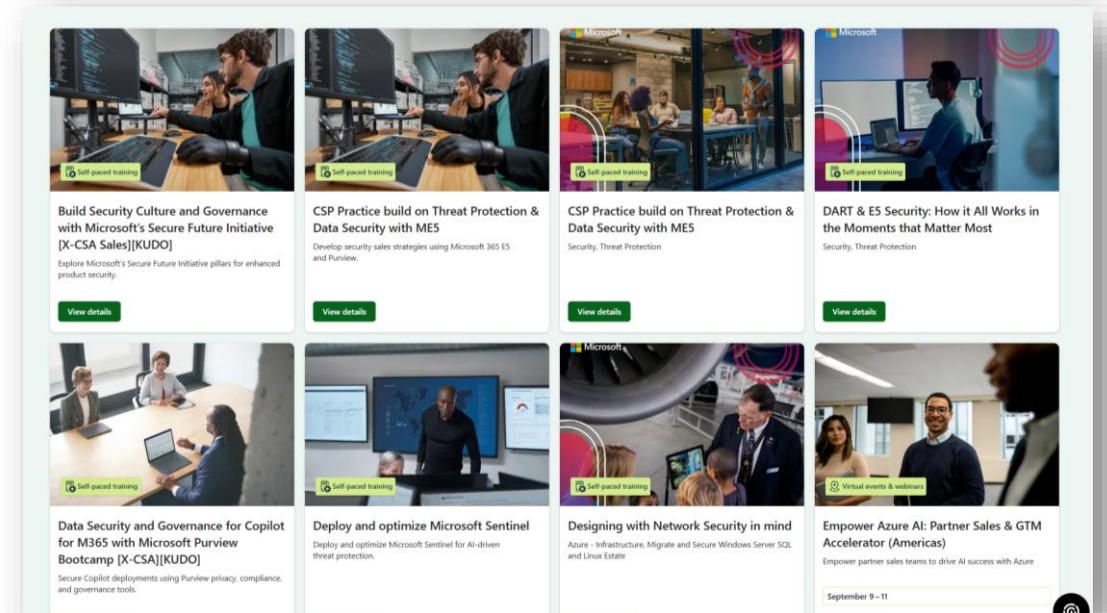
Upcoming partner skilling

- [WW Certification Weeks](#)
- [Level Up Courses (sales & technical)](#)
- [Cloud & AI Platforms Skilling](#)
- [Security Skilling](#)
- [AI Business Solutions Skilling](#)

Sign up to the Partner Skilling Newsletter [HERE](#)
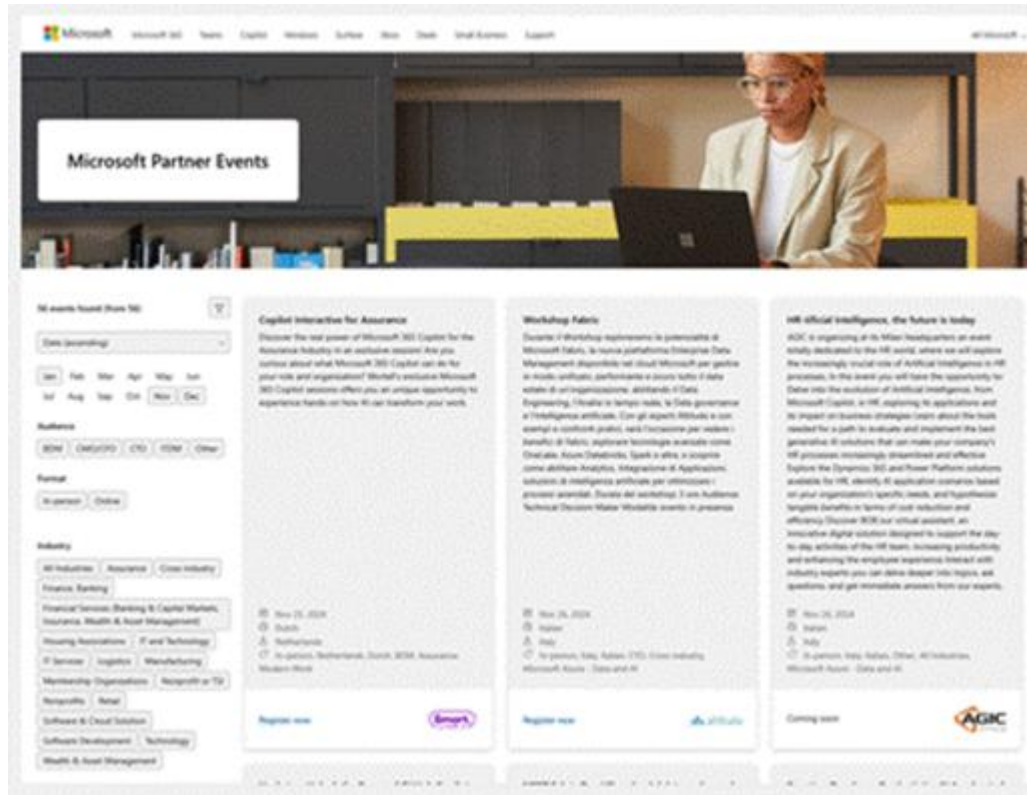
[Watch recordings here](#)

Microsoft Events Sweden

Here you will find all Microsoft events relevant to the Swedish market - virtual as well as in-person.

Customer facing event calendar Sweden

- [Microsoft Events Sweden](#)

GTM GPS Partner events page

Always up to date here:

aka.ms/PartnerGTMEvents

Partners can submit their event here:

aka.ms/submitpartnerevent

- Updated every Monday