

Microsoft SMB
Hänt Extra
september 2024





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Top SMB customers

Agenda

- MCAIPP – uppdateringar inom partnerprogrammet
- MW+S – nyheter och partnerprogram FY25
- Bizapps – nyheter och partnerprogram FY25
- Azure – nyheter och partnerprogram FY25
- Vendor Digital Sales – partnersamarbete
- Kommande träningar

The background of the slide features an abstract composition of various geometric shapes, including triangles, rectangles, and a large curved structure, rendered in a vibrant color palette of teal, purple, and yellow. These shapes are layered and semi-transparent, creating a sense of depth and movement.

Microsoft AI Cloud partner program

Blog post partner.microsoft.com/sv-SE/blog/article/innovate-with-partner-benefits

Journey for all partners



New members



**Partner Launch
Benefits**



**Partner Success
Core Benefits**



**Partner
Success Expanded
Benefits**

Options for partners who provide services



**Solutions
Partner
designations**



Specializations

Options for partners who provide software



**Microsoft for
Startups
Founders Hub**



ISV Success



**Certified
software
designations**

Benefit changes overview

As part of our benefits evolution, Microsoft is making changes across many of the offerings available to partners. Below is a snapshot of the benefits changes that will take place this fiscal year. Partners with an eligible active legacy silver/gold purchase status as of January 21, 2025, will be eligible for the remainder of the FY25 CSP incentive term (January 22, 2025, to September 30, 2025).

	From (FY24)	To (FY25)
Legacy silver and gold benefits	Previous benefits	End of ability to renew benefits in January 2025
Microsoft Action Pack	Previous benefits	End of ability to renew or purchase offering in January 2025
Learning Action Pack	Previous benefits	End of ability to renew or purchase offering in January 2025
Partner Launch Benefits	Current benefits introduced in January 2024	New benefits added in January 2025
Partner Success Core Benefits	Current benefits introduced in January 2024	New benefits added in January 2025
Partner Success Expanded Benefits	Current benefits introduced in January 2024	New benefits including limited Copilot added in January 2025
Solutions Partner designations¹	Current benefits, incentives eligibility	New benefits including limited Copilot added in January 2025 ²
Specializations	Current benefits, incentives eligibility	New benefits including limited Copilot added in January 2025

1. Includes updates to Solutions Partner designations for solution areas and Training Services. No changes planned for Solutions Partner with certified software.

2. Some partners who attained Solutions Partner designations opted to keep legacy silver/gold benefits instead of accessing the designation benefits. These legacy benefit portfolios will not receive the updates and will no longer be sold after January 21, 2025.

Planned updates to partner benefits packages¹

Starting January 22, 2025, Microsoft is adding 20+ new benefits—including multiple Copilot products—across various benefit offerings.

Partner Launch Benefits

- M365 Business Premium (no Teams)
- Teams Enterprise
- Entra ID P2
- Microsoft Defender for Endpoint P2
- Power Apps Premium
- Power Automate Premium

Partner Success Core Benefits

- M365 Business Premium (no Teams)
- Teams Enterprise
- Entra ID P2
- Microsoft Defender for Endpoint P2
- Concierge
- Power Apps Premium
- Power Automate Premium
- Windows Server Standard - per core (2025)
- Windows Server CALs (2025)
- Windows Server Remote
- Desktop Services (RDS) CALs (2025)
- Windows Server Datacenter - per core (2025)

Partner Success Expanded Benefits

- **Copilot for M365**
- **Copilot for Sales**
- **Copilot for Finance**
- **Copilot for Service**
- M365 Business Premium (no Teams)
- Teams Enterprise
- Entra ID P2
- Microsoft Defender for Endpoint P2
- Teams Rooms Pro
- Teams Premium
- Microsoft Syntex/SharePoint Premium
- D365 Team Members
- Concierge
- D365 Finance Premium
- Power Apps Premium
- Power Automate Premium
- Power Automate Process
- Windows Server Standard - per core (2025)
- Windows Server CALs (2025)
- Windows Server Remote Desktop Services (RDS) CALs (2025)
- Windows Server Datacenter - per core (2025)

1. For a comprehensive list of new benefits being added on January 22, 2025, go to the updated [Benefits Guide](#) document

Planned updates to Solutions Partner designations and specializations¹

Starting January 22, 2025, Microsoft is adding 20+ new benefits—including multiple Copilot products—across various benefit offerings.

Solutions Partner designations ²	Specializations ³
<ul style="list-style-type: none">• Copilot for Sales• Copilot for Finance• Copilot for Service• Copilot for M365• Concierge• Entra ID P2• Microsoft Defender for Endpoint P2• D365 Team Members• D365 Finance Premium• Power Apps Premium, Power Automate Premium• Windows Server Standard - per core (2025)• Windows Server CALs (2025)• Windows Server Remote Desktop Services (RDS) CALs (2025)• Windows Server Datacenter - per core (2025)• Power Automate Process• Teams Enterprise• M365 E3 (no Teams)• Teams Rooms Pro• Teams Premium• Microsoft Syntex/SharePoint Premium• M365 Business Premium (no Teams)• M365 E5 (no Teams)	<ul style="list-style-type: none">• Copilot for Sales• Copilot for Finance• Copilot for Service• Copilot for M365• Copilot for Security (via Azure Credits)• GitHub Copilot Enterprise (via Azure Credits)• GitHub Enterprise Metered (via Azure Credits)• Entra ID P2• Microsoft Defender for Endpoint P2• Partner Marketing as a Service• Teams Enterprise• M365 E3 (no Teams)• D365 Team Members• Increase Biz Apps Specialization Cap to 3• D365 Finance Premium• Power Apps Premium• Power Automate Premium• Power Automate Process• Teams Rooms Pro

1. For a comprehensive list of new benefits being added on January 22, 2025, review the updated [Benefits Guide](#).

2. Includes all possible updates to all Solutions Partner designations for solution areas and Training Services. No changes planned for Solutions Partner with certified software designations. For a full breakdown of which benefits align to which designations, review the [Benefits Guide](#).

3. Includes all possible updates to all specializations. For a full breakdown of which benefits align to which specializations, review the [Benefits Guide](#).

MCAIPP Update resources

- [MCAIPP Updates Landing Page & Office Hours](#)
- [Legacy benefits blog post](#) [Microsoft AI Cloud Partner Program benefits guide](#)
- [FAQ](#)
- [Partner benefits page on the Microsoft partner website](#)
- [Partner walking deck](#)
- For FY25 investments and incentives: Partners can register for our [office hours sessions](#) for live Q&A or reach out to support if they have specific questions

If there are questions not answered in these resources, please submit a support ticket in [Partner Center](#).

FY25 Priorities



Copilots on every
device across
every role



AI design wins
with every
customer



Securing the
cyber foundation
of every customer



M365 core
execution



Migrations,
migrations,
migrations

FY25 MW SMB Mainstream Solution Plays

	1. Secure Productivity	2. Driving Business Transformation with Copilot
Target Audience	BDM and IT Pro	BDM and IT Pro
Business Outcome	Drive upsell w/ BP or ME3 and new customer acquisition w/ BS	Drive Copilot revenue focused on productivity and business transformation.
Hero Products	Biz Standard, Biz Premium, ME3	Copilot for Microsoft 365
Metrics	BP/ME3 Bill Rev, NPSA, Premium Mix	Copilot Seat Adds, Coverage, MAU

CSP SMB Key Partner Investments

	Global programs and incentives	Overview	Key Resource
Partner Investments	CSP Briefings	Thru-partner funded demand gen workshops targeted at New Customer Acquisition and Upsell to BP and Copilot	CSP Briefings
	M365 Accelerate	Thru-partner pre and post sales funded investment to drive new customer acquisition and Upsell to E3/E5	Microsoft 365 Accelerate (pre and post sales engagements)
	Copilot Accelerate	Thru-partner pre and post sales to drive Copilot sales and adoption	Copilot Accelerate (pre and post sales engagements)
	Solution Assessments	Thru centralized SMB Assessment Desk via partner. Cybersecurity as well as Copilot optimization understanding, to drive upsell to E3/E5/BP and Copilot.	Solution Assessment Program
	Level Up (former Masters training)	In-person and virtual training to enhance technical and sales expertise.	Level Up Training Resources
	Microsoft 365 Lighthouse/ Sales Advisor	Proactive account management with AI-driven customer insights to drive management, expansion, and upsell	CLAS and Sales Advisor
	Campaigns in a Box	Thru-partner ready marketing campaigns to drive customer demand at scale.	Campaign in a Box and Digital Marketing Content (microsoft.com)
	CSP Promotions	Time-bound promotions in CSP across different products to accelerate acquisition and/or upsell	CSP Promotions and Offers
Partner Incentives	New Customer Add Accelerator	Standard partner incentives for acquiring new customers and upselling existing customers to BP/ME3/ME5.	Commercial Incentives Guide
	Core and Strategic Product Incentives		

FY25 Security priorities

Partner opportunities to grow with Microsoft



Threat Protection

Go big in SMC



Data security

Securing AI



Modern Sec Ops

Sentinel migration

FY25 SMB | Solution Assessments – Program One Slider

- **Eligibility criteria:** All customers eligible



[Home - Solution Assessments Program \(microsoft.com\)](https://microsoft.com)

Why does program exist?

- Help customer to understand their cybersecurity risks.
- Evaluate customer Security current state.
- Identify gaps and path forward for remediation.

How does program work?

- Partner can nominate customers, or a customer can ask for an assessments thru centralized SMB Assessment Desk [Solution Assessment Program \(microsoft.com\)](https://microsoft.com). OR
- Customers/Partners can apply for a Cybersecurity Self-Service Assessment [Solution Assessment Program \(microsoft.com\)](https://microsoft.com).
- Solution assessment specialist qualifies the opportunity and attach Partner.

What are the program outcomes?

- Generate Pipe and increase velocity.
- Qualify and rank potential leads.
- Drive Security projects thru partners.

Sample report CSAT Assessment

latest addition – NIS2 mapping

NIS2 Measures Summary

This overview examines the CIS scores related to NIS2 but is not intended as a compliance score.

A	Policies on risk analysis and information security	2.5	1 — 2 — 3 — 4
B	Incident handling	2.0	1 — 2 — 3 — 4
C	Business continuity, such as backup management and disaster recovery, and crisis management	3.4	1 — 2 — 3 — 4
D	Supply chain security, including security-related aspects concerning the relationships between each entity and its direct suppliers or service providers	2.0	1 — 2 — 3 — 4
E	Security in network and information systems acquisition, development and maintenance, including vulnerability handling and disclosure	3.0	1 — 2 — 3 — 4
F	Policies and procedures to assess the effectiveness of cybersecurity risk-management measures	2.5	1 — 2 — 3 — 4
G	Basic cyber hygiene practices and cybersecurity training	3.0	1 — 2 — 3 — 4
H	Policies and procedures regarding the use of cryptography and, where appropriate, encryption	2.6	1 — 2 — 3 — 4
I	Human resources security, access control policies and asset management	2.7	1 — 2 — 3 — 4
J	The use of multi-factor authentication or continuous authentication solutions, secured voice, video and text communications and secured emergency communication systems within the entity, where appropriate	2.3	1 — 2 — 3 — 4

Based on NIS2.0 Directive Article 21, chapter 2 (page 48)

FY25 SMB | Cloud Ascent (CA)

- **Eligibility criteria:** All your existing customers
- Read more about the tool here [Microsoft CloudAscent](#)

Why does CA exist?

- Get sales insights on your existing customers
- Uses data-driven analysis to reveal existing customers who are ready to buy.

How does CA work?

- CloudAscent uses machine learning on your sales and data sources to highlight new opportunities and generate fresh customer propensity reports monthly.
- CloudAscent calculates your customers' intent to buy and sorts them into four clusters. Prioritize the "Act Now" and "Evaluate" clusters, as they are immediate sales opportunities.
- Download your customer opportunity reports- High-propensity customers you've transacted with will appear in your report on Partner Center.

What are the program outcomes?

- Align your sales outreach with customer intent
- Make more successful campaign and events targeting the right customers at the rights stages in the sales cycle.

Business Applications

Peter Nicks



Agenda



SCALE



LARGE DEALS



NEXT
WORKLOAD



MIGRATIONS

Utilize SMB BAPA and campaigns

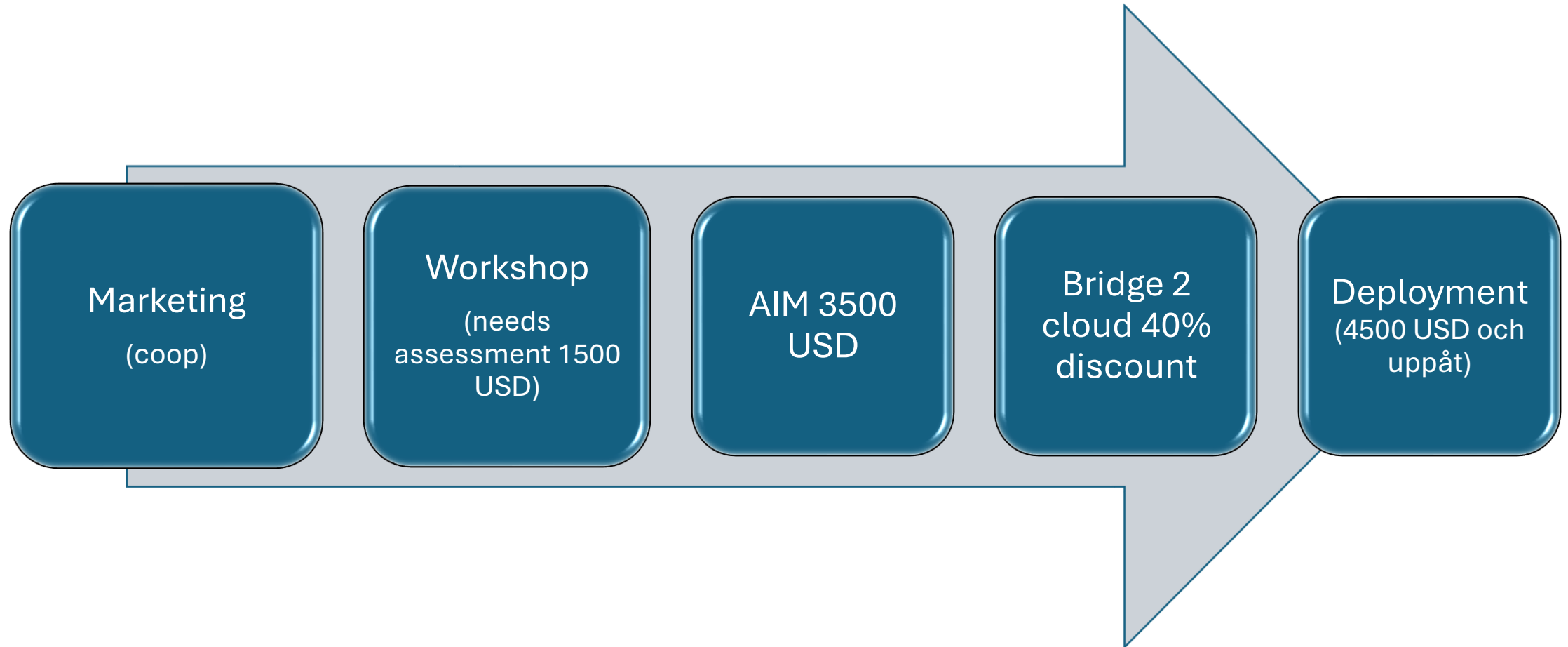
- Pre sales
 - Need assessment BC -1500 USD
 - Need assessment Low Code -1500 USD
- Post Sales
 - BC deployment offer 4500-18 000 USD
- Migrations
 - AIM assessment -3500 USD
 - Bridge to cloud
- Technical presales support Business Central
 - <https://aka.ms/bcconciierge>
 - d365bc_conciierge@microsoft.com
- 10% discount on BC for M365 BP customers
 - aka.ms/BCM365Promo
- Price increase from October
 - [New pricing for Microsoft Dynamics 365 effective October 2024 - Microsoft Dynamics 365 Blog](#)
- More info here [Dynamics 365 Partner Hub \(microsoft.com\)](#)



Stöd från Microsoft genom hela BC-processen



Business Central Migrations – Microsoft supporting



H1 partner webinars

- September 13: **BizApps Power Hour**
- September 14: **SMB FY24 Programs**
- September 19: **MCI Biz Apps Overview**
- September 26: **AIM with Microsoft for Partners**
- October 17-19: **Biz Apps Sales Bootcamps**
- Bizapps Partner Community Call – August – Sweden Cloud Champion
 - **Inspelad med alla partner offerings**



THE DYNAMICS 365 JOURNEY (incl. OP2OL migrations)

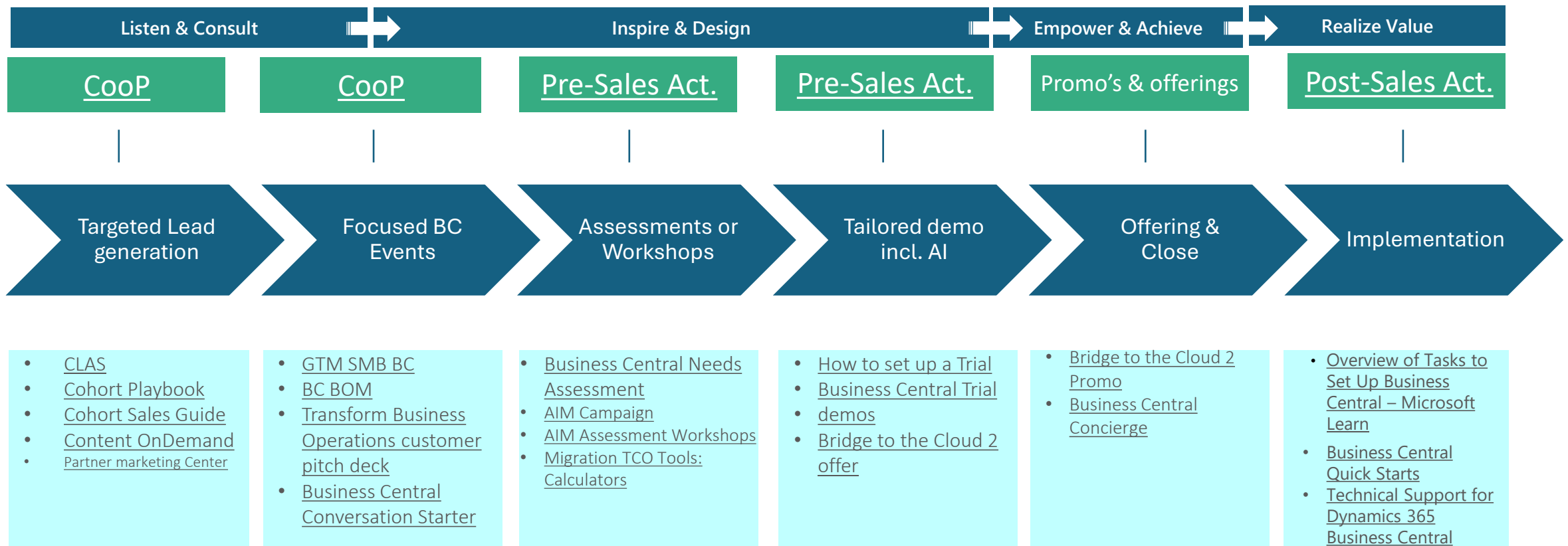
Partner Priorities | Key Motions | Funding | Programs

MSFT Funding

Resources

Access the [Partner Journey here.](#)

- Execute intentional demand generation activities to grow pipeline
- Drive assessments with every opportunities to accelerate the sales cycle
- Win new customers landing Business Central Copilot/AI and Modern Work integration value proposition
- Double customer adds capacity by delivering repeatable offering at scale



Microsoft Sales Priorities



Copilots on every
device across
every role



AI design wins
with every
customer



Securing the
cyber foundation
of every customer



M365 core
execution



Migrations,
migrations,
migrations

FY25 Infrastructure GTM Priorities

Partner opportunities to grow with Microsoft



Migrate to Innovate



**Continued Security
Emphasis**



**Capture Market
Moment**

Winning in SMB



Customer Outcome

Help SMB customers securely migrate their on-premise infrastructure to Azure and realize value.
Enable customers to enrich customer's data estates by leveraging Fabric.



Partner Execution

Leverage the AI opportunity to drive secure migrations accelerated by AMM and CSP Acceleration offers.

Migrate the server installed base to Azure securing the migrated platform with Defender for Cloud

Leverage AI opportunity to drive secure migration projects

Leverage Programmatic investments to address customer needs

Accelerate journey to Solutions Partner designations and Infra DB & AVD Specializations

1

Listen & consult

Build Pipeline

Secure migrations digital campaign

Propensity Lists
CiaB

2

Inspire & design

Deliver

Solution Assessment and Proposals

AMM Presales

3

Empower & achieve

Win deal

Secure migration and drive consumption

AMM Partner-led S/XS

4

Realize value

Deploy/Migrate

Azure Infrastructure secured by Defender for Cloud

AMM Partner-led

Cloud Migration Factory

5

Manage & optimize

Drive

Nurture, extend and innovate

CSP Workload Accelerators & Customer Adds

Migrate and Secure Windows Server, SQL Server, and Linux Estate



Customer Outcome

Secure migration to Azure while locking in the best value.



Partner Execution

Leverage the AI opportunity and accelerate secure migrations to Azure while using hero AMM and AVS offers.

Migrate the server installed base to Azure securing the migrated platform with Defender for Cloud

Leverage AI opportunity to drive secure migration projects

Leverage AVS Go Big offers to address urgent customer need for VMware migrations & savings

Accelerate journey to Infra DB & AVS Specializations or Azure Expert MSP

1

Listen & consult

Build Pipeline

Secure migrations digital campaign

Propensity Lists

Campaign in a box

2

Inspire & design

Deliver

Solution Assessment and Proposals

Rapid Migration Assessment in MCI

AVS Proposal Calculator
AVS 30-day POC

3

Empower & achieve

Win deal

Secure migration and drive consumption

AMM Partner-led or Field led

AVS Go Big Offers

4

Realize value

Deploy/Migrate

Azure Infrastructure secured by Defender for Cloud

AMM Partner-led or Field led

AVS Go Big Offers

5

Manage & optimize

Drive

Nurture, extend and innovate

CSP Workload Accelerators & Customer Adds

Innovate with Azure AI Platform



Customer Outcome

Enabling customers' AI Transformation by bringing together the full capability of Azure AI platform



Partner Execution

Create & deliver solutions that establish Azure AI as the end-to-end platform for Models-as-a-Service, Tooling, AI Ready Infrastructure, and Responsible AI for Enterprises and Software Development Companies

Execute intentional
Co-sell to win together

Drive pre-sales
engagements to
accelerate projects

Drive AI Platform customer wins,
or develop new AI solutions on
Microsoft's AI Platform

Get AI Platform specialized or
earn a Software Designation to
unlock additional investments

1

Listen & consult

Build Pipeline

AI Platform Propensity
Driving Demand

Campaign in a box
(11 Languages)

2

Inspire & design

Deliver

New AI Platform/Pilot/
POC Offer

Azure Innovate
Pre-sales Investments

3

Empower & achieve

Win deal

New AI Platform ISV
Publish Offer

Data & AI Investments
MCI Incentives

4

Realize value

Deploy/Migrate

New AI Platform
Deployment Offer

Azure Innovate
Deployment investments

5

Manage & optimize

Drive

Incremental usage
AI Accelerator (CSP)

MCI Optimization
& CSP Incentives

Microsoft AI Cloud Partner Program






Action

Accelerate your practice leveraging MAICPP constructs to unlock investments




Solutions Partner designations

Introducing new SMB path for Solutions partner designations

Existing designation

-  Consistent and aligned with SMB path
-  Same designation, regardless of the path
-  Same Benefits

SMB Adjusted requirements

-  Points for smaller net customer adds
-  Single score in Partner Center
-  Points for prerequisite certifications

Specializations

Differentiate your Infrastructure practice with specializations



Microsoft Azure VMware Solution



Networking Services in Microsoft Azure



Microsoft Windows Virtual Desktop



Infra and Database Migration to Microsoft Azure



SAP on Microsoft Azure



Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI

Get access to practice accelerating benefits and incentives

Technical Support

GTM Resources

Azure credits and other licenses



Azure Migrate and Modernize offering

Access to Co-sell through specializations

External Specialized Partner Recognition

** Current thresholds will become Enterprise thresholds. Thresholds for SMB path will be announced early in FY25.*

Azure partner-led offerings for FY25

Azure Migrate and Modernize

Azure Migrate and Modernize securely and efficiently moves existing workloads to Azure and drive scale and velocity, while delivering enhanced application and data experiences

Scenarios Supported

Secure Migrations
SAP Migration (Azure Native & SAP RISE)
Migrate Azure VMware Solution
ISV Customer Migration & Modernization

Azure Innovate

Azure Innovate infuses AI into solutions, advances analytics capabilities, and helps to build custom cloud-native applications to accelerate business growth

Scenarios Supported

Cloud Scale Analytics
Build and Modernize AI Apps
Accelerate Developer Productivity

Azure Discovery Workshops

3-4 hour partner-led designed for 1:1 audiences of TDMs to learn best practices and discover solutions using Azure within their organization.

Complete workshop resources:

Presentation decks, Click-through demos, agendas, train-the-trainer videos, customer invites

Content refreshed to align with newest Azure offerings

Workshop track

Migrate and Secure Windows Server and SQL Server Workshop

Available

[Available now](#)

Optimize with CAF Ready & Govern Workshop

[Available now](#)

SAP on the Microsoft Cloud Workshop

[Available now](#)

Build Intelligent AI Apps Workshop

[Available now](#)

Accelerate Developer Productivity Workshop

[Available now](#)

Microsoft Well-Architected for Azure

[Coming soon](#)

Accelerate Innovation with Integration Services Workshop

[Available now](#)

Power Business Decisions with Cloud Scale Analytics Workshop

[Available now](#)

Linux Estate Workshop

[Available now](#)

Optimize with FinOps Workshop

[Available now](#)

Migrate Enterprise Apps Workshop

[Available now](#)



Partner-led offer

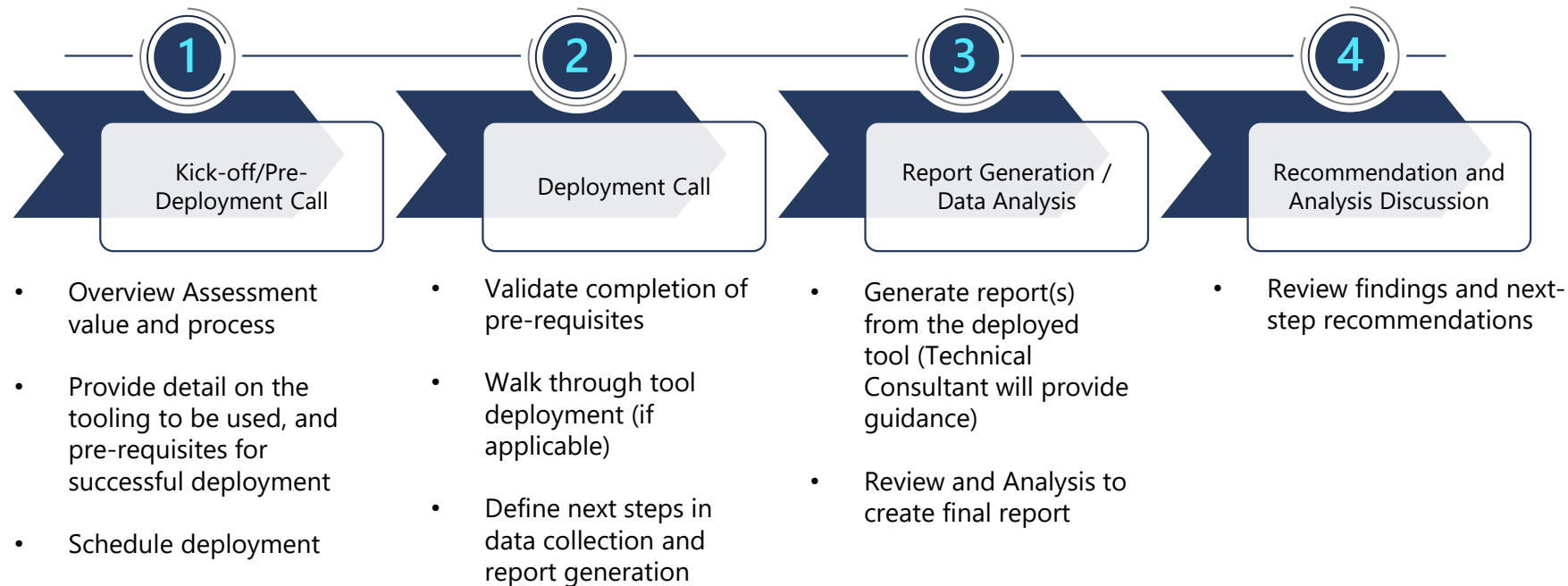
*Note there is no partner funding associated with the Discovery Workshop resources

Rapid Assessment Details

Overview | Assessment Process

Solution Assessments leverage Microsoft tools and ISV tools, to provide a robust foundation of data

- **Rapid Migration:** The assessment will take 2-3 weeks, requiring <5 hours effort from customer
- **Rapid Security:** The assessment will take 1-2 weeks, requiring <8 hours effort from customer
- **Copilot M365 Ready:** The assessment will take 1-2 weeks, requiring 4-8 hours effort from customer
- The 4 steps below will be conducted by Microsoft's technical consultant, involving the customer and partner throughout.



Rapid Migration Assessment | What You Get

Objective: Provide Microsoft partners and customers with server Rapid Migration Assessments that can help **drive customer migrations**, either through the use of built-in reports to support **rapid Windows and SQL Server migrations** or as a **foundation for a deep-dive** analysis.

1

Azure Migrate Discovery

- Scans a customer's in-scope Windows and Linux server environment, both on-premises and in the cloud
- Collection of software inventory and identification of SQL servers and web apps
- Collection of 7 days of server and SQL instance performance data

2

Azure Migrate Assessments

- Azure readiness assessment workbooks for all scanned Windows Servers, SQL servers, and Web Apps
- Estimated Azure sizing for Azure VMs, Azure SQL configurations, Azure storage, and number of Azure VMWare Solution nodes
- Azure cost estimates for running on-premises servers in Azure across multiple pricing options (PAYGO, Azure Hybrid Benefits, Reserved Instances, Azure Savings Plans)
- Server performance metric summaries (CPU utilization, RAM utilization, etc.)

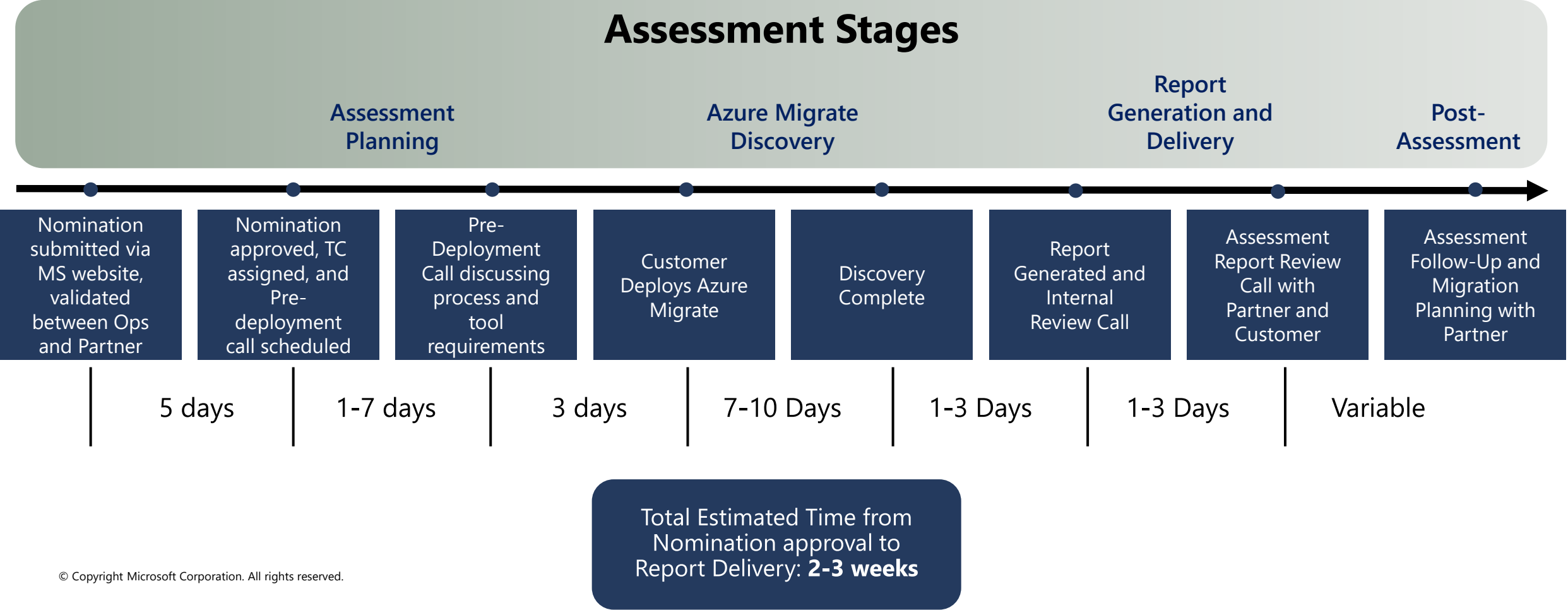
3

Assessment Report

The Desk will provide a report outlining key findings and high-level recommendations in support of migration including:

- Financial summary
- Recommendations for Azure VMs, Azure Web Apps, and Azure SQL MIs, including estimated annual storage and compute costs
- Identification of Win and SQL Svr end-of-support to highlight migration quick wins
- AVS recommendations and cost estimates
- AHB and RI recommendations

Rapid Migration Assessment | Estimated Timeline





Vendor Digital Sales

Agenda:

- Vilka vi är
- Hur vi fungerar för Microsoft Partners
- Hur det har gått hittills och vad vår vision är

Lino Edbladh – Account Lifecycle Manager, TUM

Vilka vi är:



Sweden

CLM
v-agerikas

SAS AZ
v-amakoba

CLM
v-mdsi

SAS MW
Pending

CLM starting
19/08

PCM
v-rehrhoff

PCM
V-fyakubu

TUM
v-ledbladh

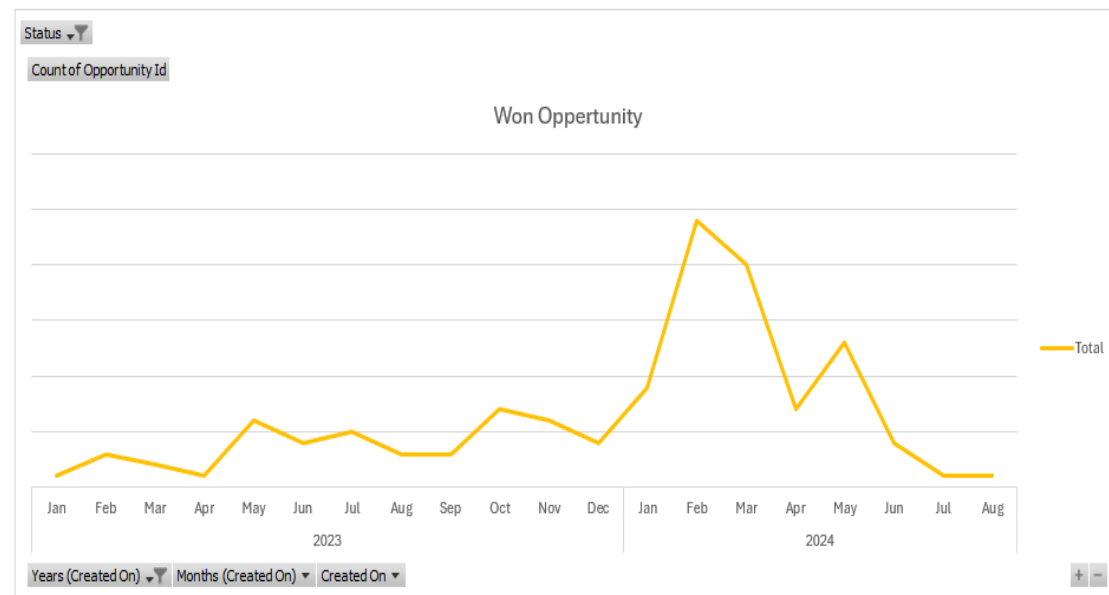
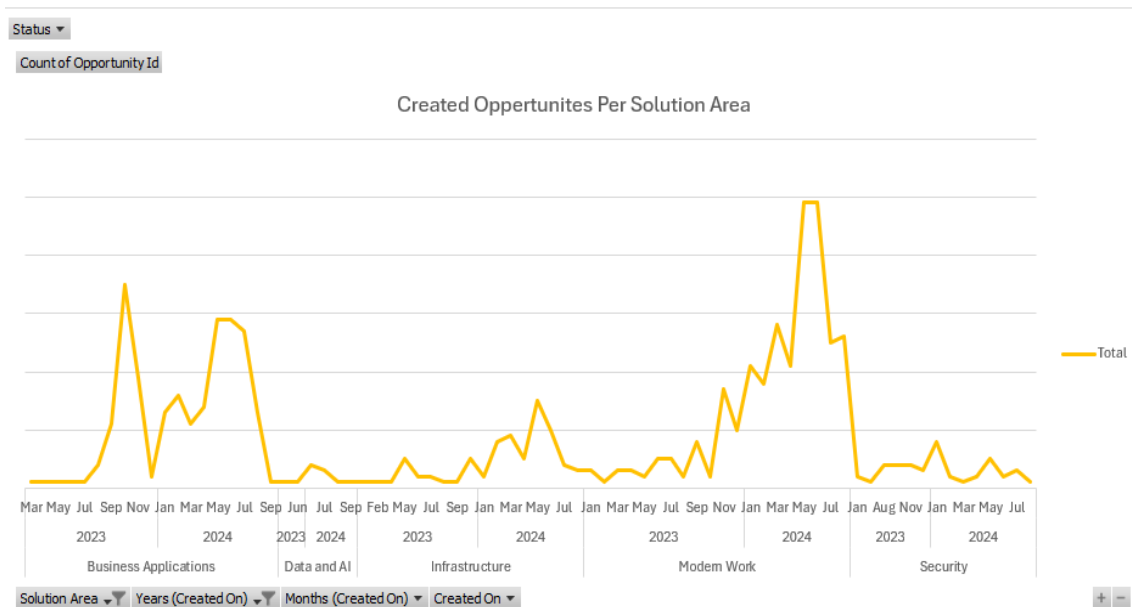
VDS / Partner

- Kvalificering av affärsmöjligheter
- Partner engagement
- Closing



Resultat och vision

- + Väl godkänt första år för VDS
- + Växande intresse för D365
- Lägre Azure möjligheter skapade stundtals
- AI lösningar utanför M365

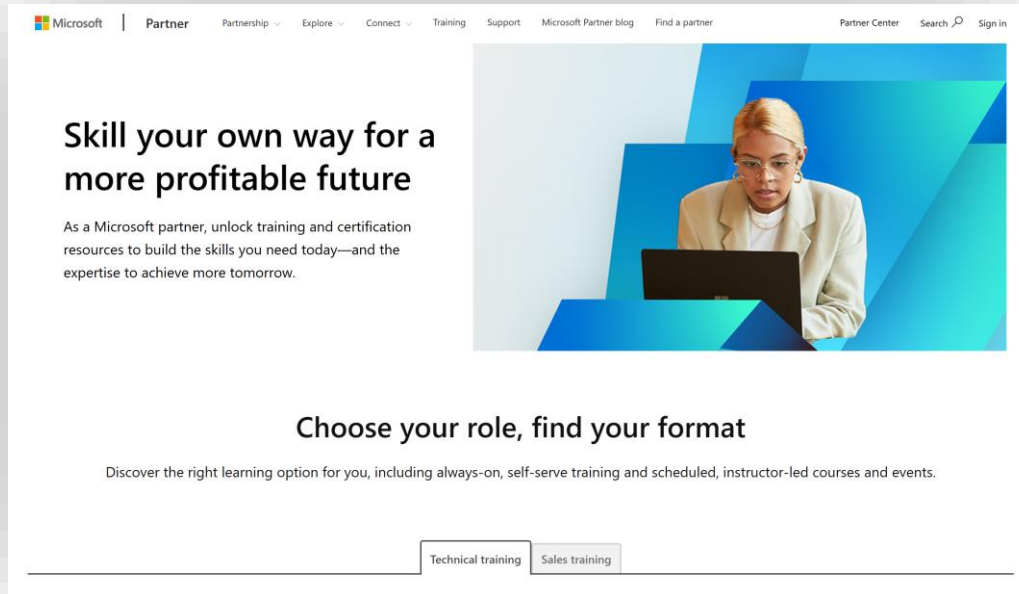


Vision

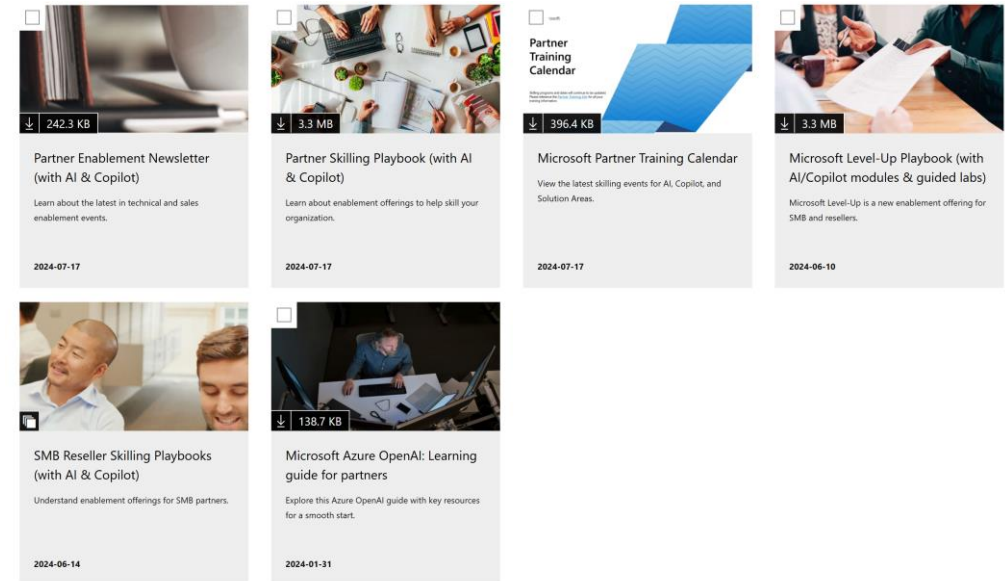
- Högsta nivå FY24 blir lägsta nivå FY25
- Öka antal Azure affärer, bra start FY25
- Få fler kunder att följa med på Microsoft´s AI-resa
- Växa i antal och i kompetensnivå internt
- Identifiera utmaningar hos kunder och dela dessa (Gäller alla)

FY25 EMEA Big Bets: 4. Awareness & Skilling Consumption

Partner Training Gallery



Partner playbooks, newsletters, and guides



ASK YOUR PARTNERS TO SUBSCRIBE: aka.ms/PartnerSkillingNewsletter

Digital

EMEA FY25 Fast Start: Partner Skilling

When: Wednesday, September 25, 2024, 4:00 – 5:20 PM (GMT+02:00)

Where: Online



i Online registration has not yet started for this event. Please come back later to register.

Delivery language(s): English

Closed captioning language(s): English, Français, Deutsch, Italiano, Português, Español

We are delighted to invite you to the **EMEA FY25 Fast-Start, Partner Skilling session**, where we will share the latest news on Skilling Offerings for our Partners and empower the ecosystem to harness the market opportunities!

Topics to be covered:

- EMEA Partner Skilling Strategy & Big Bets
- Partner Training Gallery & Skilling Calendar
- Partner Skill Desk
- FY25 Partner Skilling Programs
- Designations/Specializations updates

[Microsoft Events - EMEA FY25 Fast Start: Partner Skilling](#)



teams
dagen




1 Oktober
2024

TEAMSDAGEN

Nordens största event om Microsoft Teams

[Teamsdagen 2024 – Start - Teamsdagen](#)



Q&A