

FY26 AI Business Solutions – AI Workforce GTM Overview

October 2025

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

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

Build Pipeline

Position Wall-to-Wall **Copilot** coverage for all users
Target customers and execute campaigns

[Campaign in a box](#)
[CLAS Customer Propensity](#)

[Multi Customer Briefing](#)
[Solution Assessment](#)

2 Inspire & design

Design Solution

Build intent by delivering **immersive customer experiences**, like prompt-a-thons

[Immersion Briefings](#)
[Envisioning & PoC](#)

[Prompt-a-thon Materials](#)

3 Empower & achieve

Win Deal

Enhance Copilot with **Agents experiences to transform business process**

[Copilot+Power Accelerate](#)

[Promotions](#)

[Transactional Incentives](#)

4 Realize value

Deploy/Drive Usage

Land **business value** and **ROI** with healthy usage
Address data security and privacy while driving end user enablement

[Deployment Accelerator](#)

[Deployment Offers](#)

5 Manage & optimize

Drive Expansion

Align with MSFT sellers to drive **upsell** and build business case for expansion
Extend business value with 3P ISV extensions
Claim Partner of record for Copilot (CPOR)

Secure AI 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](#)
[CLAS Customer Propensity](#)

[Solution Assessment](#)

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

5 Manage & optimize

Drive Expansion

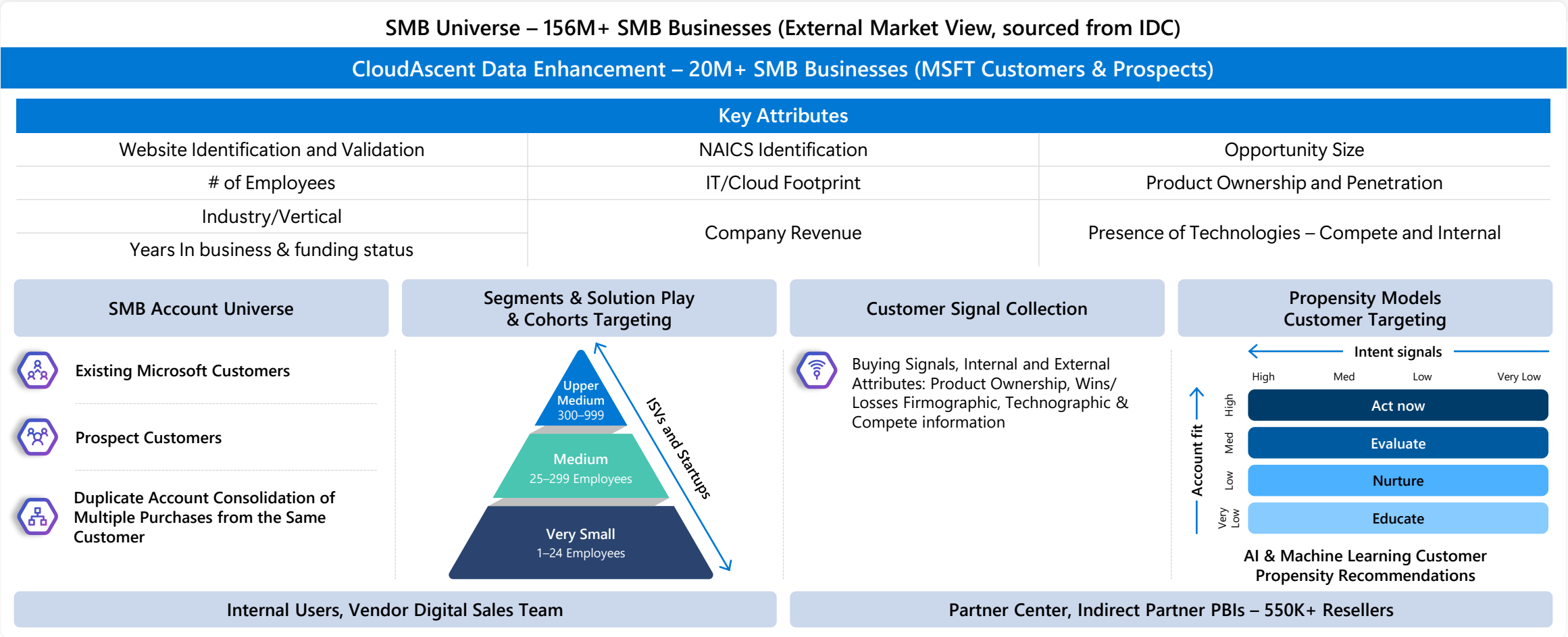
Build business case for expansion to include Copilot Chat and Microsoft Security and Compliance mini-bundles



Cloud Ascent Data (CLAS)

CloudAscent | Overview

CloudAscent (CLAS) is the engine powered by AI, ML, and customer intelligence that takes internal and external data to deliver customer targeting and insights for the SMB business



Case Study

Pax8 reseller partners were challenged with pinpointing which customers had the most growth potential, aligning sales & marketing efforts, and reducing customer churn

SOLUTION: Leverage CloudAscent data

Customer Propensity Reports to identify high potential customers ready to buy	+22% increase in conversion rates
Data Driven Insights to improve customer segmentation for marketing campaigns	+17% increase in engagement
Targeted Sales & Marketing to improve alignment of GTM efforts and resources	-20% reduction in sales cycle time

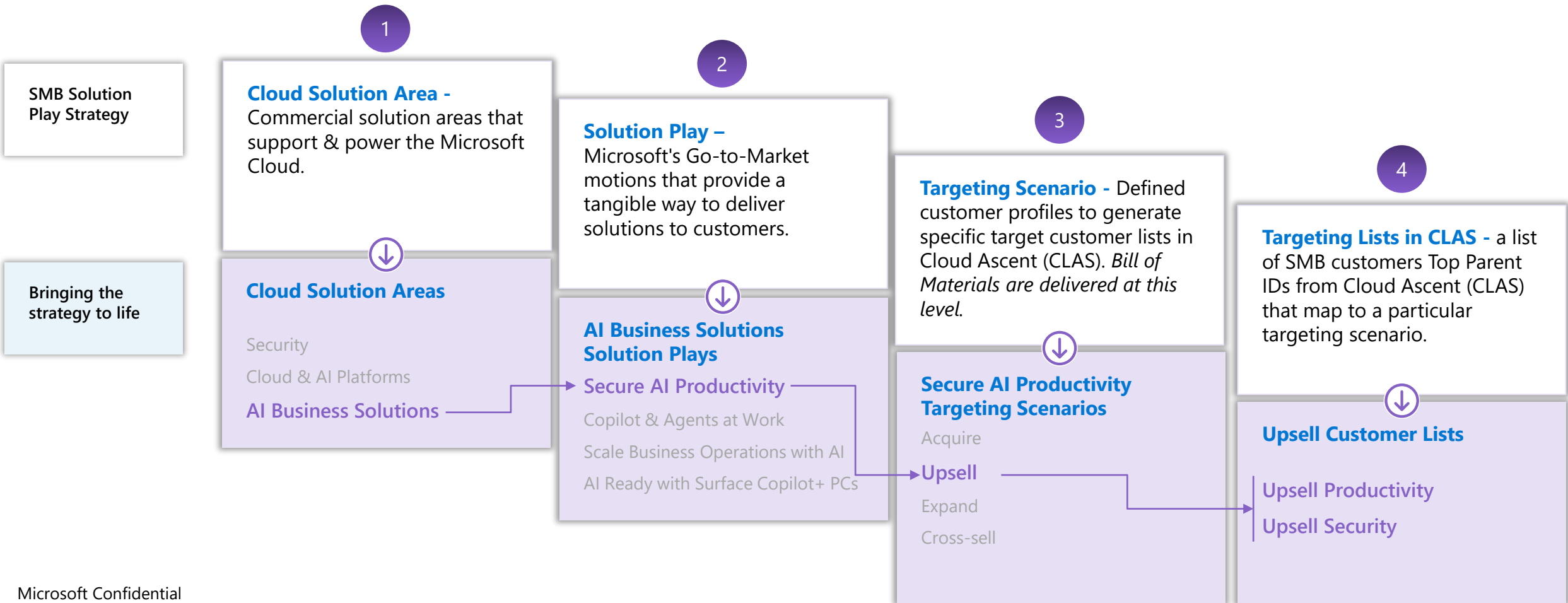
RESULTS: Partner's Business Outcomes

Increased Revenue from improved customer targeting, conversion, and sale cycle	+50% higher YoY sales growth
Improved Partner Satisfaction from better customer understanding	Higher partner satisfaction
Reduced Churn by proactively identifying and addressing customer needs	-15% reduction in customer churn

FY26 SMB Cohort Landing Model

Connecting Solution Plays to customer targeting lists across the GTM sales archetypes.

Built for the GTM sales archetypes to tailor conversations around particular solution play scenarios for a certain set of customers.



GTM Activation - Cohort What's New in FY26!

The key cohorts and changes for FY26

Cloud Solution Area	Solution Play	Targeting Scenario & Cohort			
AI BUSINESS SOLUTIONS	Secure AI Productivity (Mainstream)	Migrate: Move to Cloud Cross-sell: Next Workload	Upsell: Upsell to Productivity	Upsell: Upsell Security	Expand: Expand Security
	Copilot & Agents at Work (Mainstream)	Attach: Attach M365 Copilot	Attach: Attach Free Chat	Expand: Expand M365 Copilot	
	AI Ready with Surface Copilot+ PCs (Mainstream)	Cross-sell: Cross-sell with Copilot	Cross-sell: Cross-sell with M365	Expand: Expand Surface	
	Scale Business Operations with AI (Mainstream)	Cross-sell: Modernize Accounting/ERP Systems with D365 Business Central	Migrate: Migrate from Dynamics OnPrem to Business Central		
	ERP Transformation with AI (Mainstream)	No cohorts currently for FY26			

Cloud Solution Area	Solution Plays	Targeting Scenario & Cohort			
CLOUD & AI PLATFORMS	Migrate and Modernize Your Estate (Mainstream)	Migrate: First Workload AVD-RDS	Migrate: First workload Azure Backup & Azure disaster recovery	Migrate: On-prem Servers/OS Migration to Azure	Migrate: On-prem databases Migrations to Azure
		Migrate: On-Prem Arc Server migration to Azure	Migrate: NLW Linux estate, Windows Server migrations to Azure	Migrate: NLW SQL Server migration to Azure	Migrate: NLW Secure Migrations to Azure
		Migrate: Migrate and Modernize SAP and Oracle workloads			
	Unify Your Data Platform (Mainstream)	Attach: Attach Fabric to Power BI	Migrate: Migrate SQL DW to Fabric	Grow: Fabric as Next Logical Workload	Acquire: Fabric BI Compete
	Innovate with Azure AI Apps & Agents (Mainstream)	Grow: Grow Azure AI	Acquire: Build New AI Apps	Grow: Grow Azure AI with ISVs	

Cloud Solution Area	Solution Play	Targeting Scenario & Cohort		
SECURITY	Modernize Sec Ops & Unified Platform (Mainstream)	Upsell: Advanced XDR	Expand: Sentinel Expansion	Microsoft Confidential

GTM Activation - Cohort What's New in FY26!

CSA	Solution Play	Asset	AKA link
AI Business Solutions	AI Ready with Surface Copilot+ PCs	Partner Center landing page	https://aka.ms/PC_SMBAIReadySurface
		SMB Cohort Sales Guide - AI Ready with Surface Copilot+ PCs	https://aka.ms/SMBAIReadySurfaceCohortSalesGuide
		SMB Cohort Playbook - AI Ready with Surface Copilot+ PCs	https://aka.ms/SMBAIReadySurfaceCohortPartnerPlaybook
	Copilot & Agents at Work	Partner Center landing page	https://aka.ms/PC_SMBCopilotAgentsWork
		SMB Cohort Sales Guide - Copilot & Agents at Work	https://aka.ms/SMBCopilotAgentsWorkCohortSalesGuide
		SMB Cohort Playbook - Copilot & Agents at Work	https://aka.ms/SMBCopilotAgentsWorkCohortPartnerPlaybook
	Scale Business Operations with AI	Partner Center landing page	https://aka.ms/PC_SMBScaleBusinessOperationsAI
		SMB Cohort Sales Guide - Scale Business Operations with AI	https://aka.ms/SMBScaleBusinessOperationsAICohortSalesGuide
		SMB Cohort Playbook - Scale Business Operations with AI	https://aka.ms/SMBScaleBusinessOperationsAICohortPartnerPlaybook
	Secure AI Productivity	Partner Center landing page	https://aka.ms/PC_SMBSecureAIProductivity
		SMB Cohort Sales Guide - Secure AI Productivity	https://aka.ms/SMBSecureAIProductivityCohortSalesGuide
		SMB Cohort Playbook - Secure AI Productivity	https://aka.ms/SMBSecureAIProductivityCohortPartnerPlaybook
Cloud and AI Platforms	Migrate and Modernize Your Estate	Partner Center landing page	https://aka.ms/PC_SMBMigrateModernize
		SMB Cohort Sales Guide - Migrate and Modernize Your Estate	https://aka.ms/SMBMigrateModernizeCohortSalesGuide
		SMB Cohort Playbook - Migrate and Modernize Your Estate	https://aka.ms/SMBMigrateModernizeCohortPartnerPlaybook
	Unify your Data Platform (Playbook)	Partner Center landing page	https://aka.ms/PC_SMBUnifyDataPlatform
		SMB Cohort Sales Guide - Unify your Data Platform (Playbook)	https://aka.ms/SMBUnifyDataPlatformCohortSalesGuide
		SMB Cohort Playbook - Unify your Data Platform (Playbook)	https://aka.ms/SMBUnifyDataPlatformCohortPartnerPlaybook
	Innovate with Azure AI Apps & Agents	Partner Center landing page	https://aka.ms/PC_SMBInnovateAzureAI
		SMB Cohort Sales Guide - Innovate with Azure AI Apps & Agents	https://aka.ms/SMBInnovateAzureAICohortSalesGuide
		SMB Cohort Playbook - Innovate with Azure AI Apps & Agents	https://aka.ms/SMBInnovateAzureAICohortPartnerPlaybook
Security	Modernize Sec Ops & Unified Platform	Partner Center landing page	https://aka.ms/PC_SSMBModernizeSecOps
		SMB Cohort Sales Guide - Modernize Sec Ops & Unified Platform	https://aka.ms/SMBModernizeSecOpsCohortSalesGuide
		SMB Cohort Playbook - Modernize Sec Ops & Unified Platform	https://aka.ms/SMBModernizeSecOpsCohortPartnerPlaybook

FY26 CloudAscent SMB Propensity | Partner CTAs



Benefits for partners

- Increased sales & marketing efficiency with data driven insights to allow more precise customer targeting.
- Reduced cost of sales by reducing the sales cycle times.
- Improved customer retention by providing insights into customer needs and behaviors.
- Act Now propensity recommendations conversion rate is 3X other propensity levels for new customer acquisition.
- Act Now NLW* propensity recommendations for Cloud and AI accounts YoY growth rate is 5X other Azure propensity levels.



Getting started

Visit <https://aka.ms/CloudAscent> to gain familiarity with CloudAscent:

- How CloudAscent works
- How to access CloudAscent SMB propensity lists
- Reseller and Indirect Provider training for specific targeting scenarios



Partner Call to Action

01

Learn about CloudAscent by visiting <https://aka.ms/CloudAscent>

02

Download CloudAscent customer propensity lists from Partner Center for resellers OR receive Power BI from PDM for Indirect Providers. Discover more <http://aka.ms/CLASdefinitions>

03

Develop Campaign by familiarizing yourself with the cohorts and readiness material on <http://aka.ms/smbgtm>

04

Engage Sales & Marketing by sharing insights from CloudAscent to align their strategies and efforts

05

Execute and Monitor your marketing campaigns and sales strategies adjusting as needed based on results



Campaign in a Box (CiaB)

Campaign in a Box (CiaB): A Snapshot



What is CiaB?

- Ready to launch customizable campaigns
- Approved Microsoft value propositions, messaging and branding
- Aligned to Microsoft priority solution areas and industries
- Available to all Microsoft AI Cloud Partners
- Microsoft invests so that partners can GTM quicker and faster
- Drive top of the funnel leads through partner-led marketing

Example: Digital Marketing Content OnDemand Campaign | Build and modernize AI apps

Build awareness

Demand gen email sequence, social assets/ads, Infographic, Thought Leadership



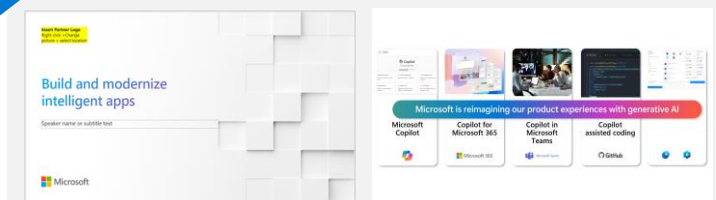
Acquire leads

E-book: App Innovation unleashed: seven opportunities to innovate with intelligent, AI-powered apps



Nurture opportunities

To-customer pitch decks



Two ways partners can leverage CiaB

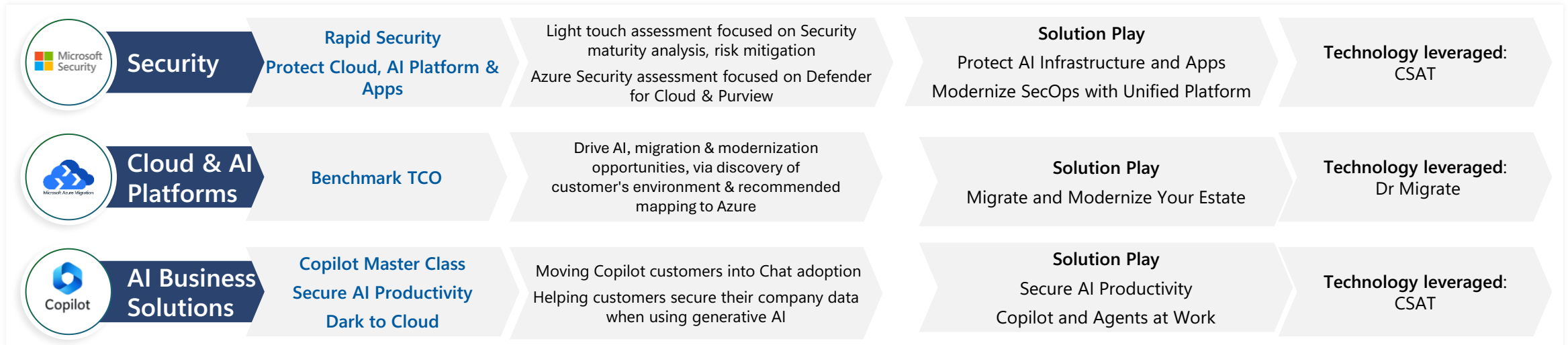
1. Partner Marketing Center (PMC) -Downloadable customizable assets w/ execution guides


2. Digital Marketing Center OnDemand (DMC) -Platform to launch multi-week campaigns to generate new leads



Solution Assessments

FY26 SMB Assessment Desk | Global capability with local touch





How to nominate

Partner

Customer

[Partner Nomination](#)

[Customer Nomination, or Self-service Security assessment](#)

Nomination Criteria	
All	<ol style="list-style-type: none"> 1. MCEM – Stage 2 Inspire & Design 2. Customer pre-agreement on assessment 3. No previous assessment in the same TPID
Benchmark TCO	<ul style="list-style-type: none"> • >5VM for all customers
Protect Cloud, AI Platform & Apps	<ul style="list-style-type: none"> • >5VM for partner nominations (<i>Azure Security primarily for DCSA</i>)
Rapid Security	<ul style="list-style-type: none"> • >30 seats for partner nominations
Copilot Master Class	<ul style="list-style-type: none"> • >10 seats of Copilot & >300 seats of E3 whitespace potential
Secure AI Productivity	<ul style="list-style-type: none"> • >30 seats base (SAI) / >30 Seats & E3 whitespace potential (D2C)
Dark to Cloud	

SMB Secure AI Productivity Solution Assessment

Intent

- Provide customers a view of security position to optimize identity and data compliance with use of generative AI
- The goal is to help customers expand Copilot Chat usage while protecting oversharing of company data

Objective

- Identify usage of competitive generative AI within the company
- Assess the level of security controls in place to protect company data
- Promote consolidation of generative AI to Copilot and expand usage for Copilot Chat across the company

How

- Target Corporate and SMB customers with >30 seats
- Work with your local PSS/Assessment Desk Consultant to execute a Secure AI Productivity Assessment with your customers

Benefits



Better understanding of data security controls for users of Gen AI



Drive usage of Copilot Chat while protecting company data



SMB Microsoft 365 Copilot Master Class

Intent

- Help organizations realize full business benefits using Microsoft 365 Copilot Chat, and applications for agents in their business
- The goal is to expand use of Copilot Chat and identify opportunities for agents to simplify processes in their operations

Objective

- Expand the Microsoft 365 Copilot purchased seats across the business with adoption of Microsoft 365 Copilot Chat
- Provide customers understanding of Agents in applications to their business

How

- Target Corporate and SMB customers with >300 seats of E3 whitespace and > 10 Copilot seats purchased
- Engaging with customer in workshops that will demonstrate Microsoft 365 Copilot Chat value and the applications of agents to customer processes
- Work with your local Assessment Desk Consultant to execute a Copilot Master Class with your customers

Benefits



Land adoption of Microsoft 365 Copilot Chat and Agents

Expand Copilot Chat and Agents

SMB Dark to Cloud Assessment

Intent

- This Assessment provides insights to the customer on the state of their deployed desktops, Infrastructure, and risk potential with EOS version and competitive deployments
- Creating “Reach” for customers that have not been touched by Microsoft, or have gone dark to Microsoft

Objective

- Secure these customers on Microsoft O365
- Go after Google and competitive risk for these customers

How

- The Dark to Cloud Assessment is exclusive to SMB.
- Targeting customers with >300 seats of E3 whitespace and
- Work with your local Assessment Desk Consultant to execute.

Benefits



Convert On-Premise/ Dark customers to O365

New O365/ Business Premium Seats



Partner Investments

AI Workforce Partner Incentives FY26



M365 CSP Incentives – direct bill partner/indirect reseller

Engagement summary

Partner eligibility

Earning opportunities

The Microsoft 365 CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Modern Work & Security products and services through the new commerce experience.

CSP direct bill partner authorization:

- Solutions Partner designation for one of the following: Solutions partner for Modern Work OR Solution partner for Security
- \$1M USD 12-month revenue threshold at Partner Global Account (PGA) ID

OR

CSP indirect reseller authorization:

- Solutions Partner designation OR 25-point minimum capability score for one of the following: Solutions partner for Modern Work OR Solution partner for Security
- \$25K USD 12-month revenue threshold at Partner Location Account (PLA) ID



M365 CSP levers	Rate	Maximum incentive earning opportunity
M365 CSP Core	3.75%	\$93,750
M365 CSP Global Strategic Product Accelerator – Tier 1 (Business Premium, M365 E3)	<i>Innovate and Balance countries: 3.00%</i>	\$75,000
	<i>Scale countries: 4.00%</i>	\$100,000
M365 CSP Global Strategic Product Accelerator – Tier 2 (M365 E5, Copilot)	7.00%	\$175,000
M365 CSP Global Calling and Conference PSTN Accelerator	20.00%	Not applicable
M365 CSP Growth Accelerator*	7.50%	\$187,500

FY26 incentives eligibility changes



New incentive requirements, effective October 2025.

Requirements

		FY25 *	FY26
Partner Authorization	 Direct bill	<ul style="list-style-type: none">• CSP authorization• Business Applications or Modern Work incentives: <u>any</u> Solutions Partner designation or gold/silver competency• Azure incentives: Azure Solutions Partner designation or gold/silver competency	<ul style="list-style-type: none">• CSP authorization• Solutions Partner designation specific to the solution area* incentive and• \$1 million trailing TTM revenue at the Partner Global Account (PGA) ID level
	 Indirect reseller	<ul style="list-style-type: none">• CSP authorization• Business Applications or Modern Work incentives: any Solutions Partner designation or gold/silver competency• Azure incentives: one of the three Solutions Partner designations for Azure or gold/silver competency• \$25,000 all-up trailing 12 months revenue (<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 authorization• Solutions Partner designation or a minimum of 25 capability points, specific to the solution area* incentive and• \$25,000 TTM revenue at the Partner Location, required to earn for all SAs

Incentive requirements

*Solution area for incentives eligibility defined as:

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

Copilot + Power Accelerate

Investment Term:
July 1st, 2025 – June 30th,
2026

Investment offers enabling partners to drive end-to-end AI transformation for customers interested in M365 Copilot and Power Platform (low-code) solutions through M365 Copilot, Chat MAU, agents with Copilot Studio or Power Platform

Investment Opportunities



Immersion Briefing (1:Many)



Envisioning Workshop (1:1)



Deployment Accelerator (1:1)

\$100K
Maximum earning
opportunity

Important Note: Download the [investment terms](#) for complete and detailed information for this investment

Engagement Portfolio		Pre-Sales		Post-Sales
Size	Min Customer Size	Immersion Briefing*	Envisioning & PoC	Deployment Accelerator
XXS	<500 O/M suite seats	\$2K		
XS	500+ O/M suite seats		\$5K	\$5K
S	1K+ O/M suite seats		\$10K	\$10K
M	1.5K+ O/M suite seats		\$25K	\$25K
L	3K+ O/M suite seats		\$50K for opps \$1M+	\$50K
XL	5K+ O/M suite seats		\$75K for opps \$1.5M+	\$75K
XXL	10K+ O/M suite seats		\$100K for opps \$2M+	\$100K

Existing workloads in eligible customers



Office 365



Microsoft 365

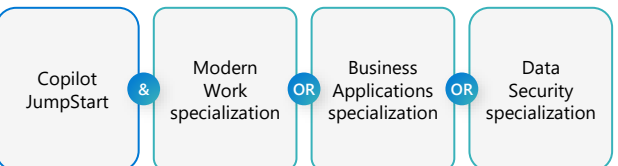


Copilot

Partner Performance Measurements

- Incremental revenue or usage growth by workload
- Maximum concurrent active claims per partner of 200 (global partners) / 65 (all others)
- Maximum earning cap per partner for FY26 investment term
- Minimum portfolio success rate based on goal attainment

Partner Eligibility (specific requirements depend on opportunity)



*Immersion Briefings available to CSP Distributors and select Direct or Indirect Resellers with Modern Work or Business Applications SPD.

M365 Accelerate

Investment Term:
July 1st, 2025 – June 30th,
2026

Investment offers enabling partners to drive end-to-end transformation for customers interested in Microsoft 365 solutions through Entra ID, Intune, Defender for Endpoint, Purview, and Teams

Investment Opportunities



Immersion Briefing (1:Many)



Envisioning Workshop (1:1)



Deployment Accelerator (1:1)

\$100K
Maximum earning
opportunity

Engagement Portfolio					
Pre-Sales			Pre/Post-Sales		
Initiated	Min Customer Size	Immersion Briefing	Envisioning & PoC	CSP Deployment	EA Deployment Voucher
Partner	<500 seats	\$2K		\$8K (min 300 seats)	
	500+ seats		\$7.5K	\$13K	
	1,000+ seats			\$25K	
	1,500+ seats			\$38K	
Field	Opportunity based		\$30K (Field-initiated)		Up to \$100K

Important Note: Download the [investment terms](#) for complete and detailed information for this investment

Existing workloads in eligible customers



Office 365



Microsoft 365

Partner Performance Measurements

- Incremental revenue or usage growth by workload
- Maximum concurrent active claims per partner of 200 (global partners) / 65 (all others)
- Maximum earning cap per partner for FY26 investment term
- Minimum portfolio success rate based on goal attainment

Partner Eligibility (specific requirements depend on opportunity)

Modern Work SPD & 100+ CSP customers

OR

Identity & Access Specialization

OR

Modern Endpoints Specialization

OR

Microsoft Security Specialization

*Immersion Briefings available to CSP Distributors and select Direct or Indirect Resellers with Modern Work or Business Applications SPD.

Microsoft Immersion Briefings

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



Built for Scale

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

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

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

2 paths



Cloud Accelerator

For select partners, MCI funded



Open program

Open to all MAICPP, Co-op eligible

How can partners earn incentives?

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

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

Who are the right customers to target?

To qualify for payout, events must include attendance from at least five (5) distinct organizations and have completed surveys.

Customer qualifies	Customer does not qualify
100+ seats of an eligible SKU	Fewer than 100 seats (recommended guidance)
For Copilot: Microsoft 365 A1/A3/A5 (including MA3/MA5 for students, MA3/MA5 for faculty, and MA3/MA5 student-use benefit), Microsoft 365 Business Basic/Business Standard/Business Premium, Microsoft 365 E3/E5, Microsoft 365 F1/F3, Microsoft Teams/Teams Enterprise/Teams Essentials/Teams Rooms, Office 365 A1/A1 Plus/A3/A5, Office 365 E1/E1 Plus/E3/E5, Office 365 F3	Does not have at least one of the listed SKUs
For Secure Productivity: Microsoft 365 Business Basic/Standard, O365 E1, E3/E5 or on-premises versions of MS software (Office 2016, Windows, Exchange Online) or 3rd party cloud offerings.	Non-profit and education customers will not count towards minimum customer requirement but may attend.



Copilot + Agents Immersion Briefing

- Customer scenario:** New customers to Copilot and/or agents
- Engagement summary:** Pre-sales 1:many 90-minute briefing partners conduct to demonstrate value, build customer intent, and accelerate opportunities; focus is on Copilot, Copilot Chat, and Copilot Agents through a lab-based immersive customer experience. At the end of the briefing, customers will have tried a real-time demo of these tools.
- Engagement term:** July 1, 2025 – June 30, 2026, or until program cap is reached.

Customer eligibility and activity pay-out

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

Partner eligibility:

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

The following limits are in effect:

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

Additional Customer Eligibility:

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

*Required to target customers with 100+ seats

Secure AI Productivity Immersion Briefing

Customer scenario: Business Standard customers

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

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

Customer eligibility and activity pay-out

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

The following limits are in effect:

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

Additional Customer Eligibility:

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

Partner eligibility:

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

OR

- A Distributor with a Modern Work Solution Partner Designation

*Required to target customers with 100+ seats

Investment and Incentive Resources

Incentive resources available aka.ms/partnerincentives

FY26 CSP Incentive Overview available at
[https://aka.ms/FY26 CSP Incentives PartnerReady](https://aka.ms/FY26_CSP_Incentives_PartnerReady)

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

Register for **MCI Office Hours** at [MCILandingPage Listing Page](https://aka.ms/MCILandingPage)
(eventbuilder.com)



Promotions

2 x New CSP Promotions for Microsoft 365 Copilot!

CTA: Unlock 15-20% Savings – Promos start October 1st

Launching October 1st

Save **20%** on Microsoft 365 Copilot with **100+ Licenses** — Available to **Existing** Copilot Customers

Opportunity Ahead

- This offer provides partners with a compelling offer to fuel org-wide AI adoption by making it more affordable to expand Copilot across teams.

Details

- Discount: 20% off the purchase of 100 to 2,400 Copilot seats
- Availability: Available worldwide 10/1/25-12/31/25
- Customer Eligibility: Select new and existing SME&C customers transacting in CSP*
- Partner Eligibility: Available to all CSP partners with eligible customers

***Additional customer eligibility criteria:**

- At least 300 base licenses of O365/M365
- No upcoming Copilot renewals of 50+ seats through Q3
- Partners will be able to download customer eligibility through Cloud Ascent

Launching October 1st

Save **15%** on Microsoft 365 Copilot with **10+ Licenses** — Available to **New** Copilot Customers

Opportunity Ahead

- Empower every customer to begin their AI journey with 10+ users
- Start with a team or department and then scale to all users
- Bundle with your services to accelerate adoption

Details

- Annual upfront or annual term with monthly payments
- New Microsoft 365 Copilot customers, available WW
- Minimum 10 seat, max of **2,400** eligible seats
- Available from 10/1/25 – 12/31/25

For more details, please review the Global Promo Readiness Guide <https://aka.ms/PromoReadinessGuide>

Microsoft 365 E5

1-year term

At-sale (win deals)

Extended!

15%_{off}

Microsoft 365 E5

Unlocks

- AI-powered productivity apps
- Advanced security & compliance
- Simplified IT management

Details

- 1-year term | Upfront, or annual/monthly billing
- For New-to-Offer customers only
- No min | Max **2,400 Seats**

Available to all markets from July 1st, 2025 — December 31st, 2025

For more details, please review the [Partner FAQ](#) and [Global Promo Readiness Guide](#)

Microsoft 365 E3 and E5

3-year term

At-sale (win deals)

Launched in June!

10% off

Microsoft 365 E3
Microsoft 365 E5

Unlocks

- Price predictability
- Better ROI over a longer timeframe
- Runway to consolidate vendors as the customer transitions to M365

Details

- M365 E3/E5 & M365 E3/E5 “no Teams”
- 3-year term | Upfront or annual/annual billing
- For New-to-Offer customers only
- Min 100 seats | Max **2,400 Seats**

Available to all markets from June 9th, 2025 — December 31st, 2025

For more details, please review the [Partner FAQ](#) and [Global Promo Readiness Guide](#)



Skilling



Holistic Partner Skilling GTM

Benefits

Skilling

Designations & Specializations

Co-sell

Incentives



Credential
Ready



Project
Ready



Sales
Ready



Tech Deal
Ready



Microsoft
Applied Skills



Microsoft
Certifications





Useful Resources

AskSking@microsoft.com - for all your or your partner's questions

[Partner Skilling Hub](#)

[Partner Training Site](#)

[Microsoft Partner Skilling Playbooks \(including SMB & LevelUp\),](#)

[Partner Training Calendar, newsletters, and guides](#)

[Microsoft partner readiness repository](#)

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Solution Area:

[Cloud and AI Platform](#)

[AI Business Solutions](#)

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AI Business Solutions

Empower customers to boost efficiency, reduce costs, and connect their people, processes, and data with intelligent solutions like Microsoft 365 Copilot.

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- EMEA Certification Week: Microsoft AI Cloud Partner Program - AI Business Solutions**
Presented by Microsoft and Fast Lane
Monday, September 29, 8:00 AM - Friday, October 3, 6:00 PM CET
[View details](#)
- Transform business process with agentic business applications (Americas)**
Master AI agents in Dynamics 365 with Copilot Studio.
Tuesday, September 30, 7:00 AM - Wednesday, October 1, 10:00 AM PST
[View details](#)
- Transform business process with agentic business applications (Asia)**
Master AI agents in Dynamics 365 with Copilot Studio.
Wednesday, October 1, 7:30 AM - Thursday, October 2, 10:30 AM IST
[View details](#)
- FY26 AI Business Solutions Sales Fast Start (Americas)**
Please note that the event time has been changed. We apologize for any inconvenience this may cause and appreciate your understanding. Be sure to check the updated schedule for the most accurate information.
Align, strategize, and execute impactful AI solutions for FY26 success.
Tuesday, October 7, 9:00 AM - Thursday, October 9, 12:00 PM PST
[View details](#)