

What's new in Copilot, Copilot Chat & Copilot Studio

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Agenda

1

Changes in Role based extensions pricing (and D365 Copilot pricing) - Gabor

2

M365 Copilot / Copilot Chat usage and pricing - George

3

Copilot Studio usage and pricing - Michal

4

Q&A



Key Licensing Changes

Unified Pricing Model

Microsoft has unified pricing by including role-based Copilot experiences within the standard \$30 license, simplifying procurement.

Simplified Access via Agent Store

Role-based solutions for Sales, Service, and Finance are now accessible directly from the M365 Copilot Agent Store for faster deployment.

Unlimited Copilot Studio Agents

Organizations can now deploy unlimited custom Copilot Studio agents for internal workflows without extra licensing fees.



Integration with Dynamics

Seamless Data Access

Users can access CRM and ERP data within Outlook, Teams, and Excel without switching apps.

Role-Based Copilot Features

Sales, Service, and Finance Copilots offer tailored insights like pipeline management, case summaries, and forecasting.

Unified AI Ecosystem

Integration showcases a unified AI ecosystem enhancing productivity and business operations across departments.



Sales Chat & Sales Home

Exclusive Copilot Features

Sales Chat and Sales Home are exclusive to Microsoft 365 Copilot subscribers at no extra cost.

CRM Integration Required

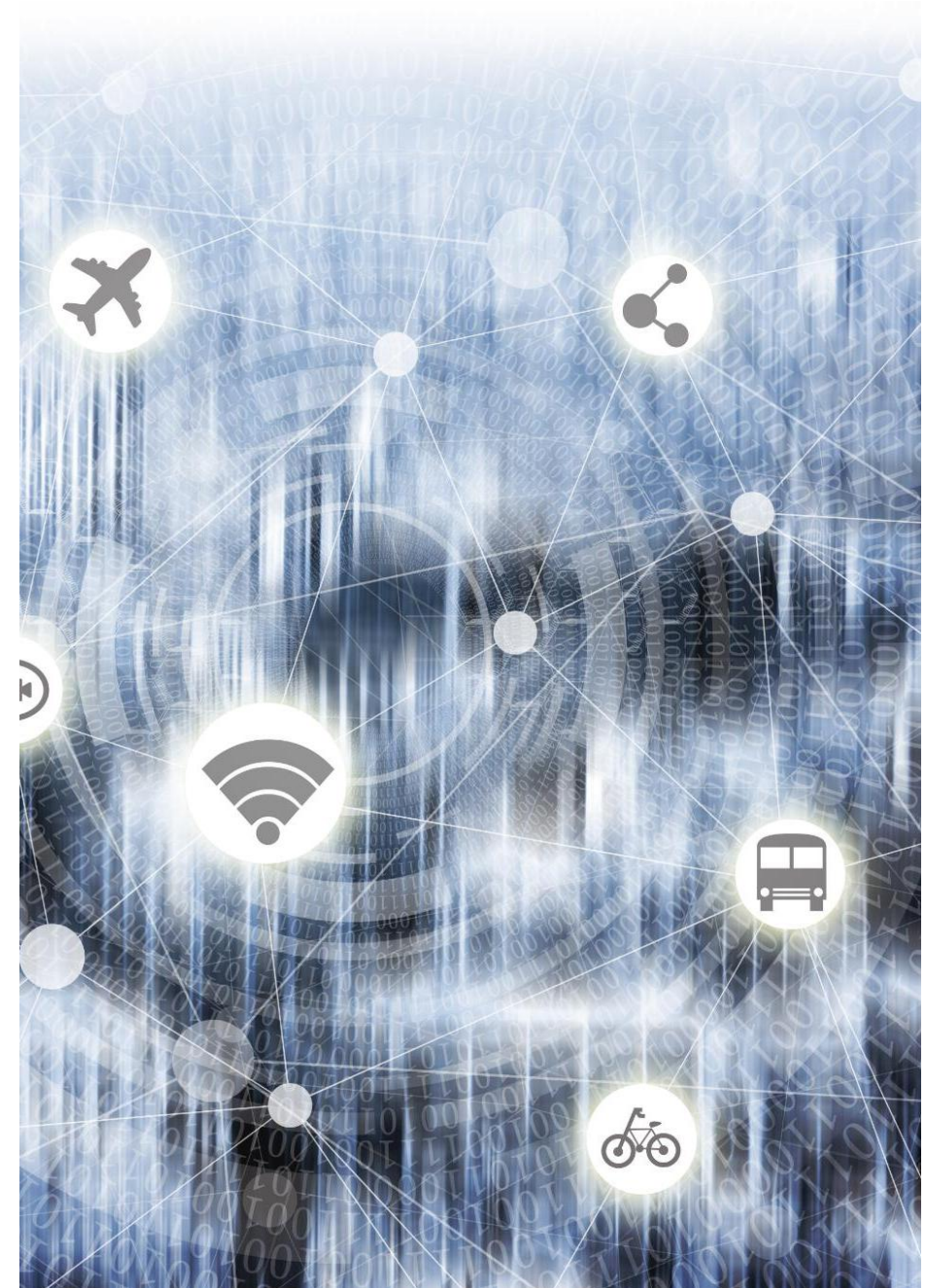
These features **require connection to CRM** systems like Dynamics 365 Sales or Salesforce.com.

Simplified Licensing Model

Embedding capabilities into M365 Copilot simplifies licensing and reduces customer friction.

Unified Product Strategy

Consolidation of role-based Copilots creates a unified, more valuable M365 Copilot SKU.



Copilot for Finance Capabilities

Global Feature Availability

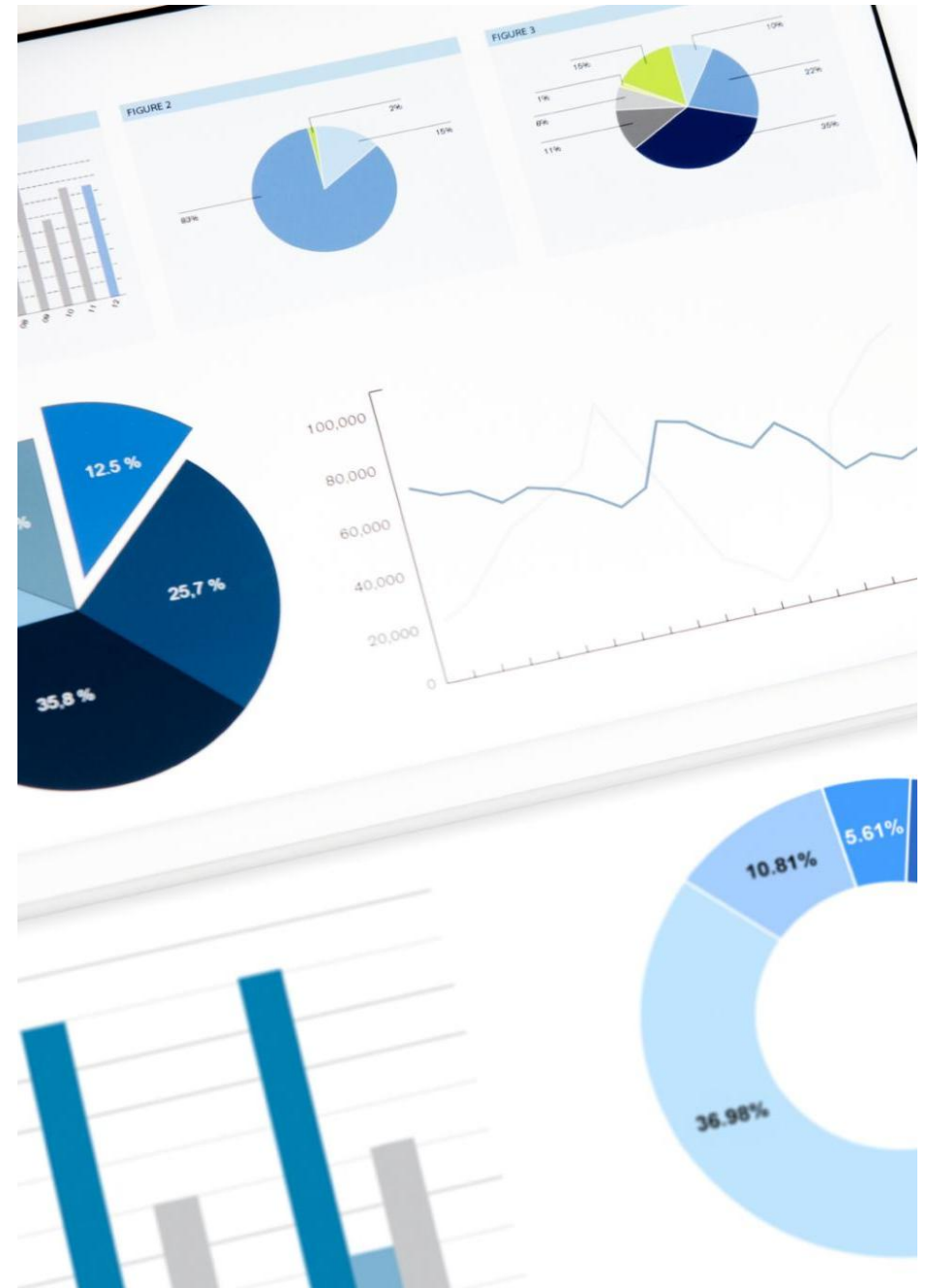
Financial reconciliation in Excel and collections tools in Outlook are now globally accessible without extra packs.

Preview of Advanced Insights

New financial data preparation and variance analysis features are in public preview for early access.

Standard vs Premium Features

Core finance features included in standard SKU; custom agents in Copilot Studio are a paid premium feature.



Customer Value

Simplified Licensing Model

A single license grants access to a wide range of AI-enabled productivity and business applications, reducing complexity and cost.

Role-Based AI Empowerment

Role-specific Copilots and unlimited agents enable departments like Sales, Service, and Finance to integrate AI in daily workflows.

Continuous Improvements

Regular updates ensure customers benefit from the latest AI innovations, keeping their investment future-proof.

Business Impact

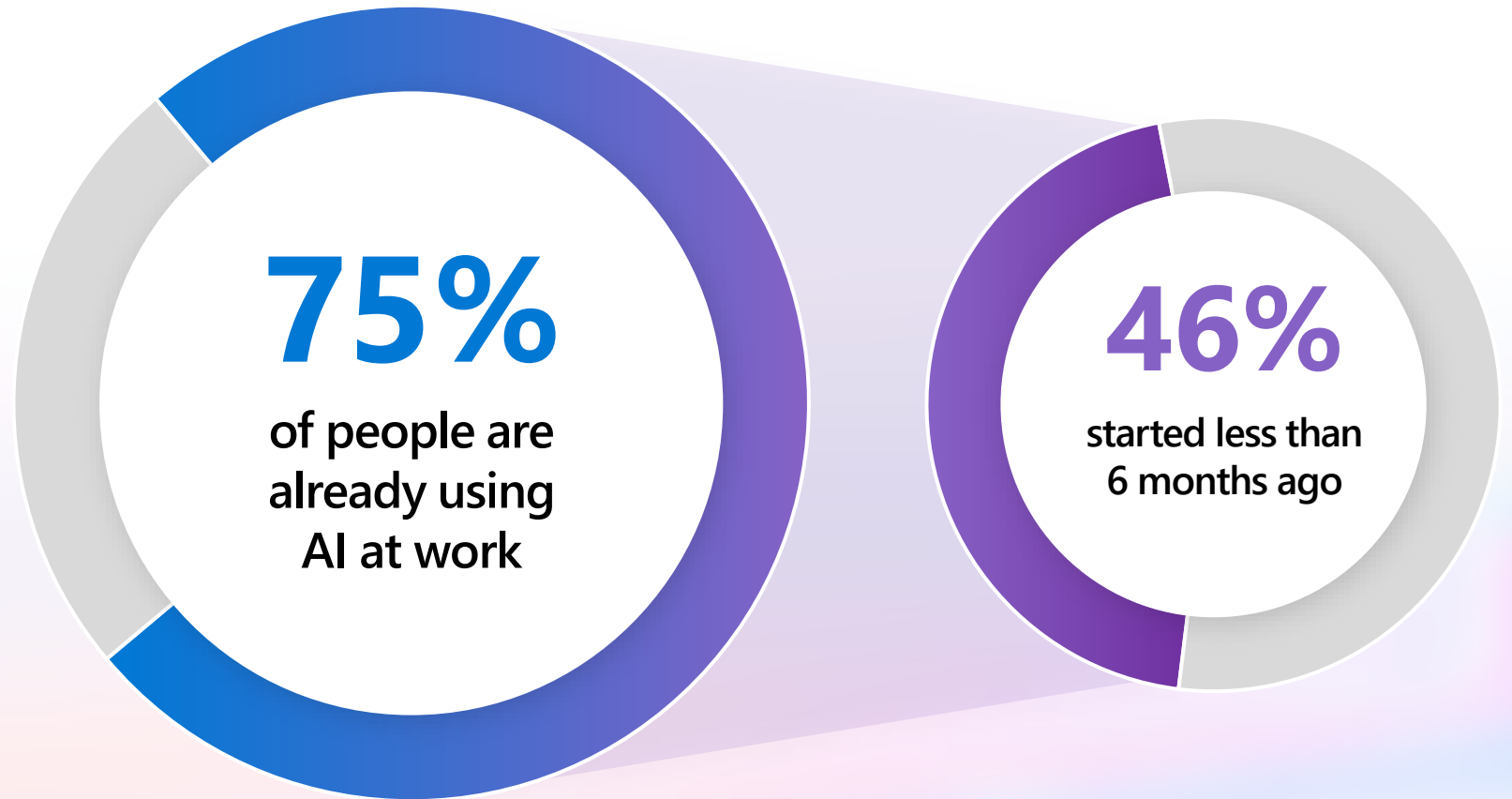
Enhanced productivity and smarter decision-making support organizational goals and operational efficiency.



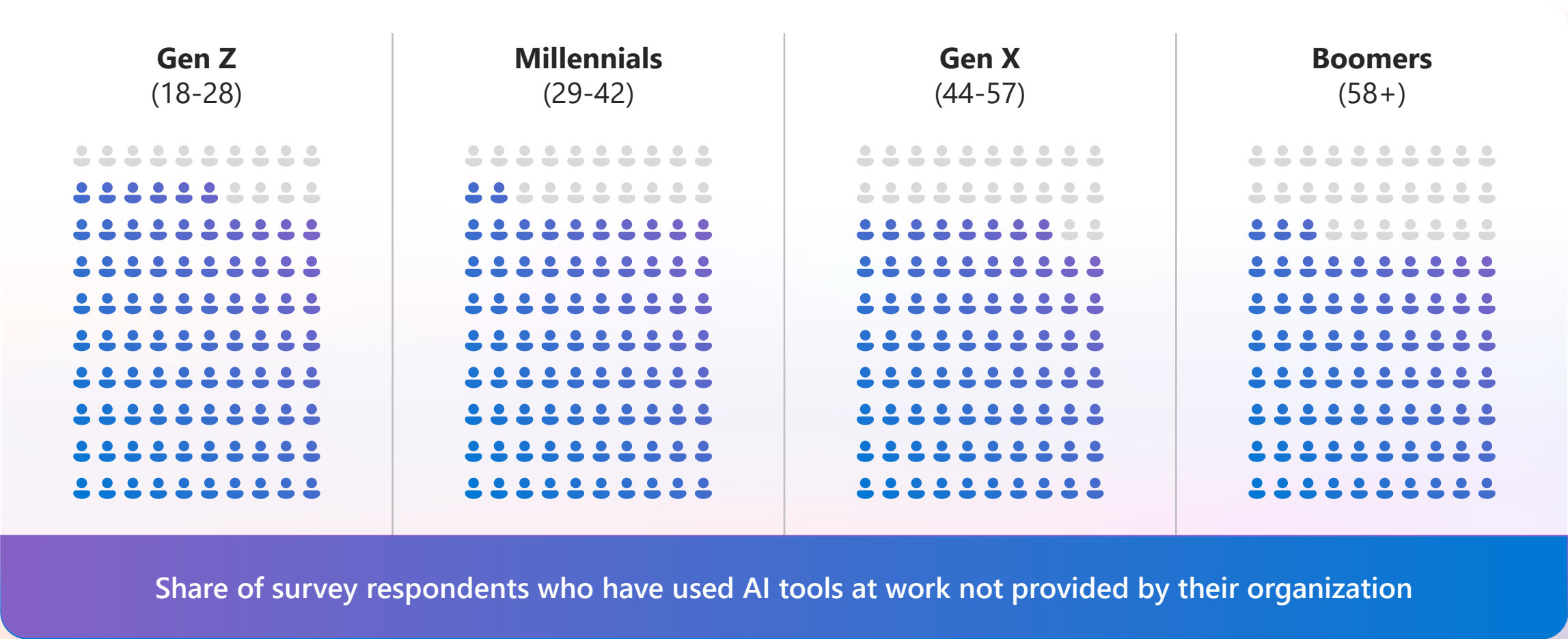
Copilot Chat



Three Out of Four People Use AI at Work



Employees across every age group are bringing their own AI tools to work



Secure AI for Everyone



Access

Provide broad access to AI



Governance

Deliver secure and compliant AI



Skilling

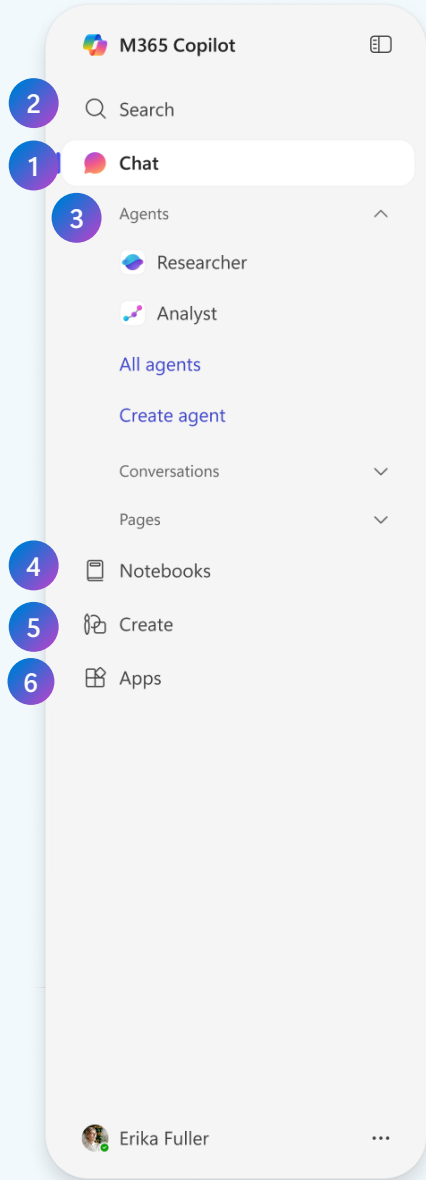
Creating AI Powered Employees

Microsoft 365 Copilot

\$30.00 user/month



Your AI assistant for work



All-in-one AI solution Microsoft 365 Copilot

1

Chat

Secure AI chat powered by the latest models available and grounded in web and work data.

2

Search

AI-powered search that spans all your work data for fast and relevant results.

3

Agents

A broad ecosystem of pre-built agents available in the Agent Store and build your own agents in Copilot Studio.

4

Notebooks

Copilot is grounded in your project's diverse content types to provide targeted responses and engaging audio overviews.

5

Create

AI-generated images, posters, banners, videos, and more that are aligned to your organization's brand identity.

6

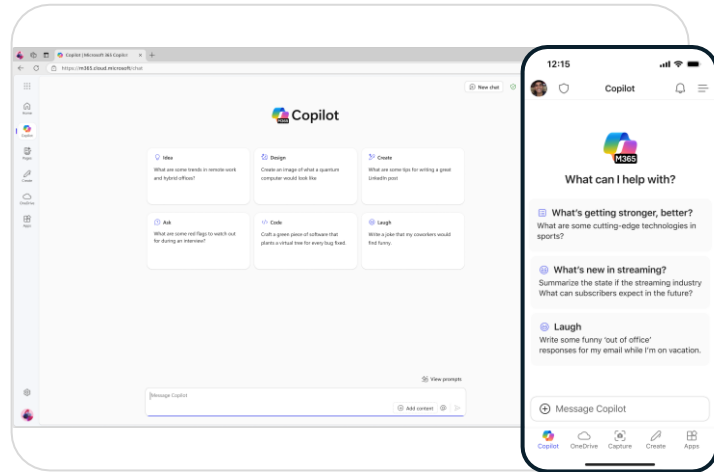
Apps

Embedded in Teams and M365 Apps (Outlook, Word, Excel, Powerpoint)



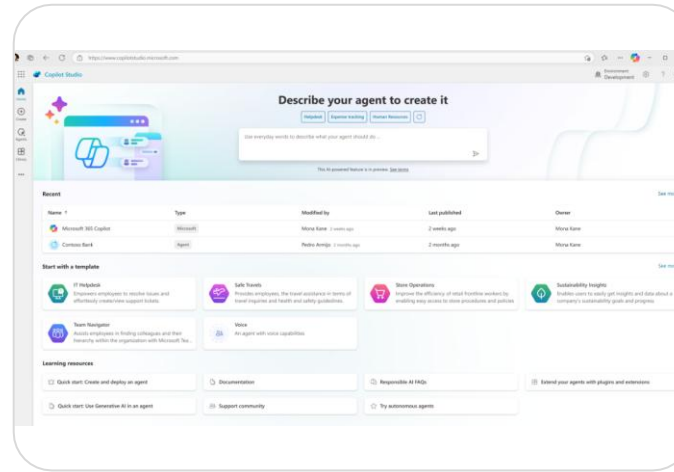
Microsoft 365 Copilot Chat

(Free, secure AI Chat, powered by GPT-5)*



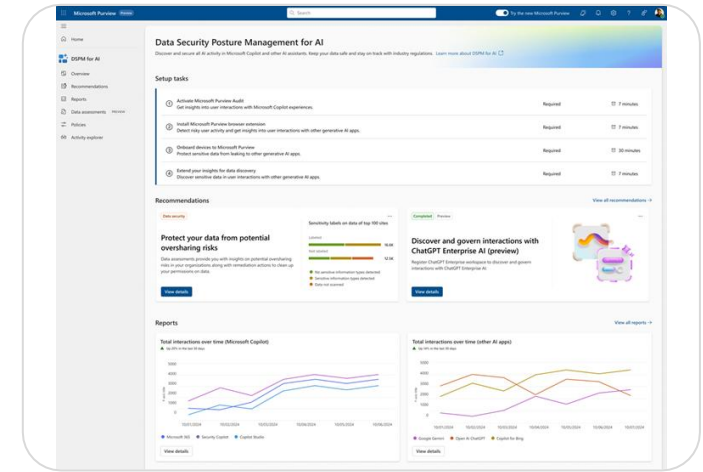
Chat

Free, secure AI chat –
powered by GPT-5 and web
grounded



Agents

Integrated into the chat experience
and on a PYAG consumption basis



IT Controls

Enterprise Data Protection -
same M365 security, governance,
compliance, and privacy policies

Microsoft commitments and controls



We secure your data
at rest and in transit



You control your
data



Your data is not used
to train or enrich
foundation models



You're protected
against AI security and
copyright risks¹



Microsoft 365 Copilot is built on trust

¹ [Learn more about the Customer Copyright Commitment](#)

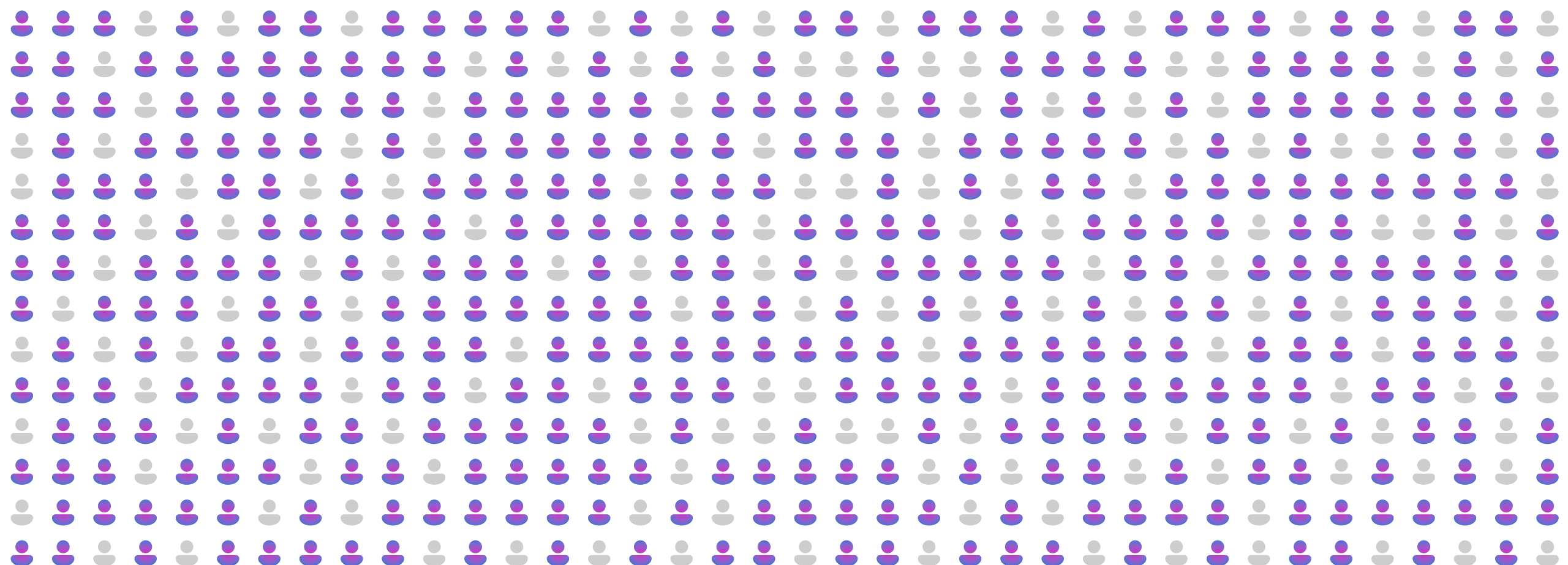
Microsoft 365 Copilot - Comparison



What's New In Copilot Chat


		● Included	▲ Included — Metered	Microsoft 365 Copilot Chat w/o Copilot license	Microsoft 365 Copilot \$30 pu/pm	
Copilot Chat	Grounded in the web (powered by GPT-5 ¹)			●	●	
	Grounded in personal and organizational work data in your tenant's Graph, including 3rd party data via Copilot connectors				●	←
	Memory and personalization: Copilot draws on previous chats, work profiles, and custom instructions			●	●	
	File upload and image generation ¹			●	●	←
	Use Copilot Pages to convert AI outputs into durable content designed for dynamic collaboration			●	●	
Search²	Natural language understanding + semantic search to interpret context, relationships, and meaning				●	
	100+ connector ecosystem across M365 apps and services and 3P line of business apps, both on-premises and cloud				●	
	Admins can curate answers that provide concise, authoritative results				●	
Agents	Discover pre-built agents from Microsoft and trusted partners or your organizations custom agents in the Agent Store			●	●	
	Use agents grounded in Web data ³			●	●	
	Use agents grounded in work data and SharePoint agents (work data in your tenant's Microsoft Graph and 3rd party data via Copilot connectors)			▲	●	←
	Use agents that activate based on events (e.g. incoming email)			▲	▲	
	Use agents on non-Microsoft 365 surfaces (e.g. websites, enterprise apps)			▲	▲	
	Use the pre-built Employee Self-Service Agent			▲	●	←
	Use pre-built Microsoft 365 agents: Facilitator, Interpreter ¹ , Project Manager ¹ , Skills ⁴				●	←
Create	Use AI to generate images, infographics, posters, banners, stories, and multiple types of documents ¹			●	●	←
	Use AI to generate videos and forms				●	
	Leverage templates, AI-generated suggestions, GPT-4o for image generation, and AI-powered plus standard editing tools ¹			●	●	
	Create brand kits that include your company's logos, color palettes, fonts, and more				●	
Notebooks	Integrated workspace for centralizing broad range of content types for collaboration				●	
	AI assistance grounded in Notebook content, including intelligent suggestions and audio overviews				●	
Copilot in Teams and Microsoft 365 apps	Copilot in Teams (Copilot in Meetings and Meeting Recap (insights from screen-shared content coming soon)			●	●	←
	Copilot in Outlook (Prioritize my inbox, schedule focus time and 1:1 meetings, draft agendas, summarize message threads)			●	●	←
	Copilot in Word (Suggestions for structure, flow, and tone, draft and summarize documents)			●	●	←
	Copilot in Excel (Python, getting started experience, create formulas and visualizations using natural language)			●	●	←
	Copilot in PowerPoint (Narrative builder, presentation translation, generate slides or images aligned to company branding)			●	●	←
Copilot Control System	Enterprise Data Protection (EDP): Help security, governance, and other policies stay intact			●	●	
	IT management controls, license management, settings and configuration			●	●	
	Agent lifecycle management			●	●	
	SharePoint Advanced Management (e.g. Restricted Access Controls and Restricted Content Discovery)				●	
	Copilot Analytics to measure usage and adoption ⁵				●	
	Pre-built reports and advanced analytics to measure ROI				●	←

1. Microsoft 365 Copilot licensed users offered priority access. Quality and performance of some capabilities with standard access may vary depending on the service availability and may vary throughout the day 2. Roll-out begins August 3. For Copilot Chat, applies only to web-grounded agents created with the lite version of Copilot Studio (previously agent builder). 4. Skills agent coming to Frontier 5. Basic reporting in Microsoft Admin Center available for Copilot Chat

Scaling AI Transformation



 Copilot Chat

 M365 Copilot



Tools for agents and how to use them

AI tools and solutions => Strategy

- [AI Strategy - Process to develop an AI strategy - Cloud Adoption Framework | Microsoft Learn](#)



Microsoft 365
Copilot



Copilot Studio

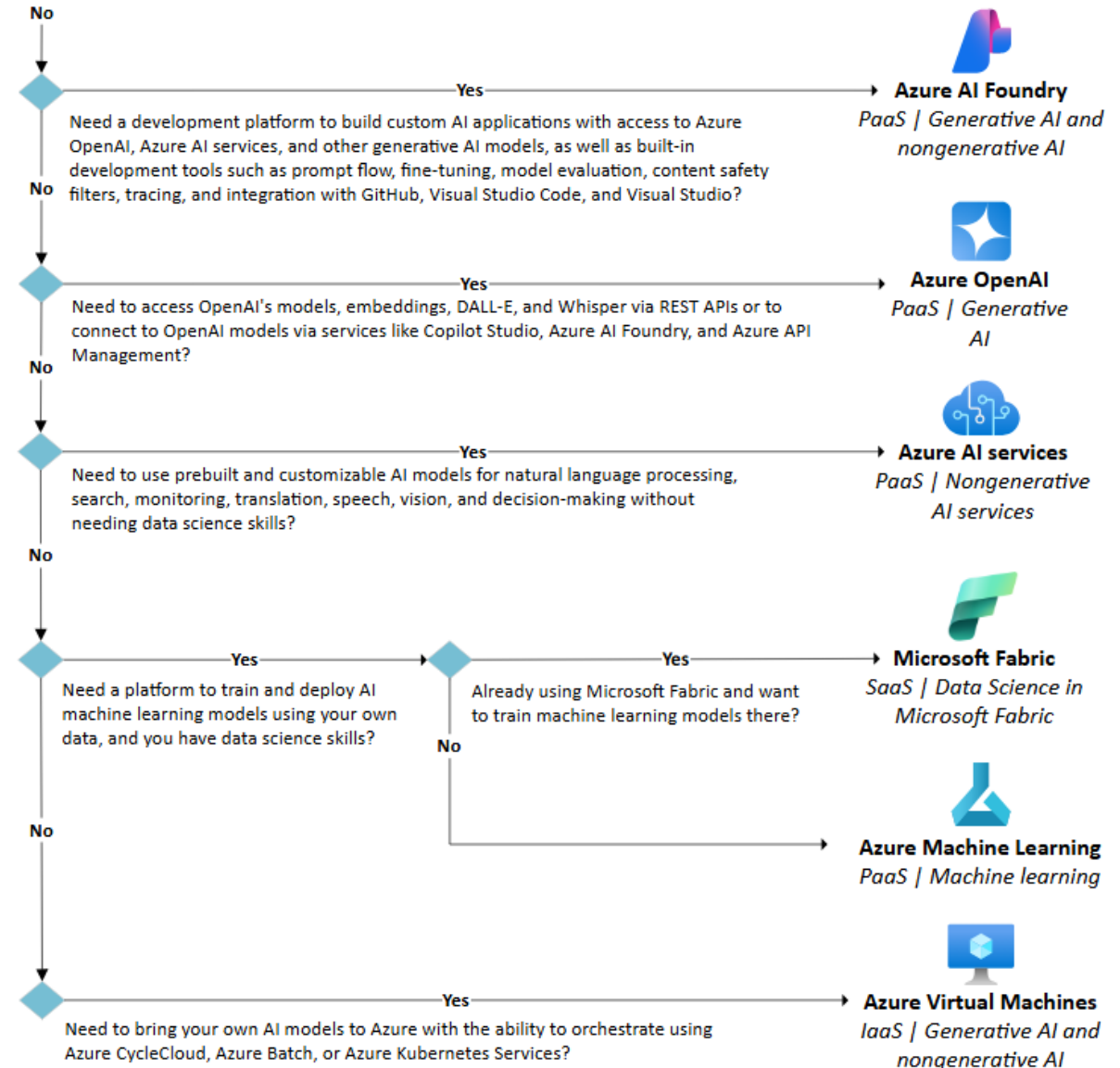
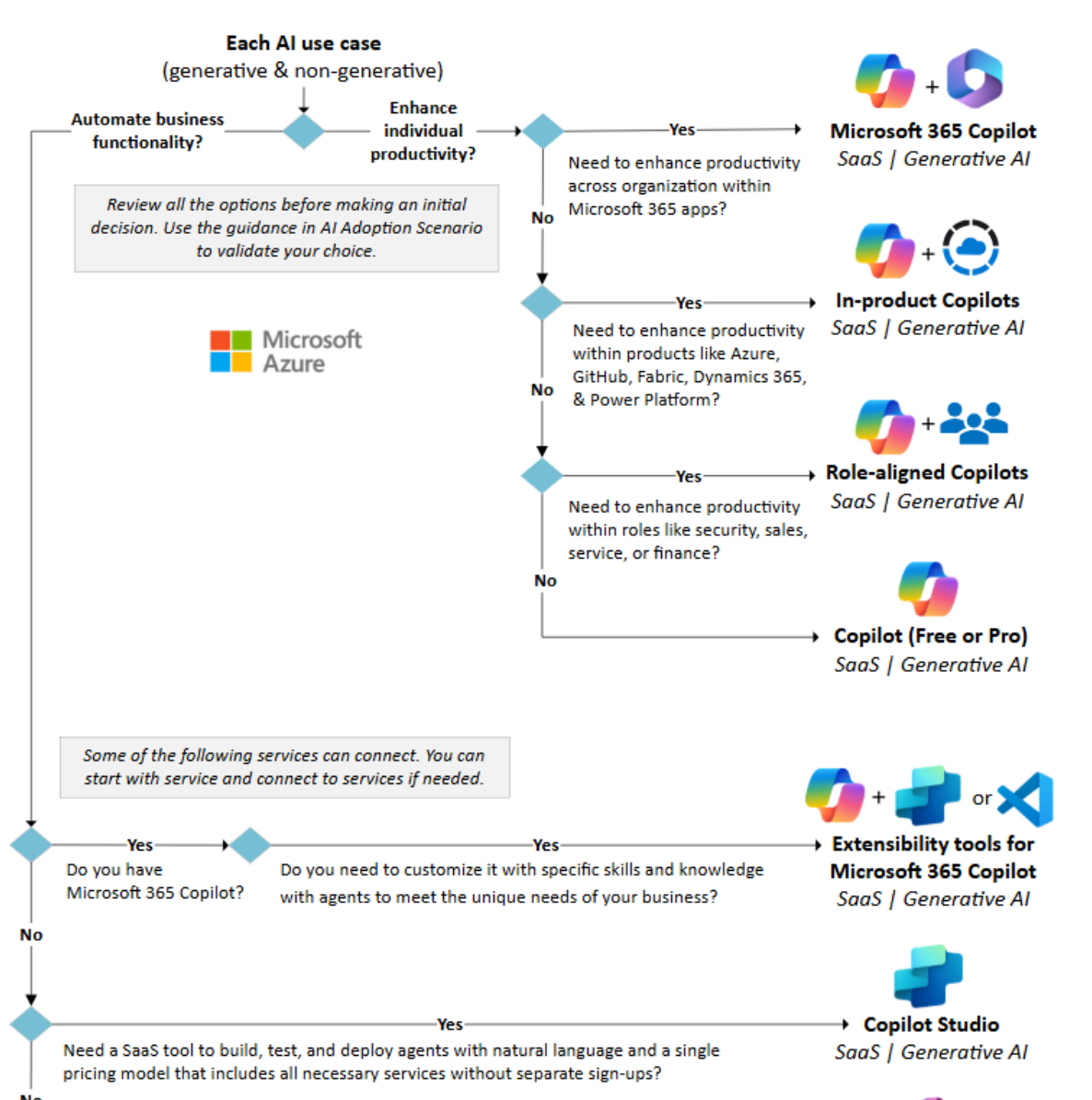


Azure AI
Foundry



Visual Studio / GitHub

Choose your path



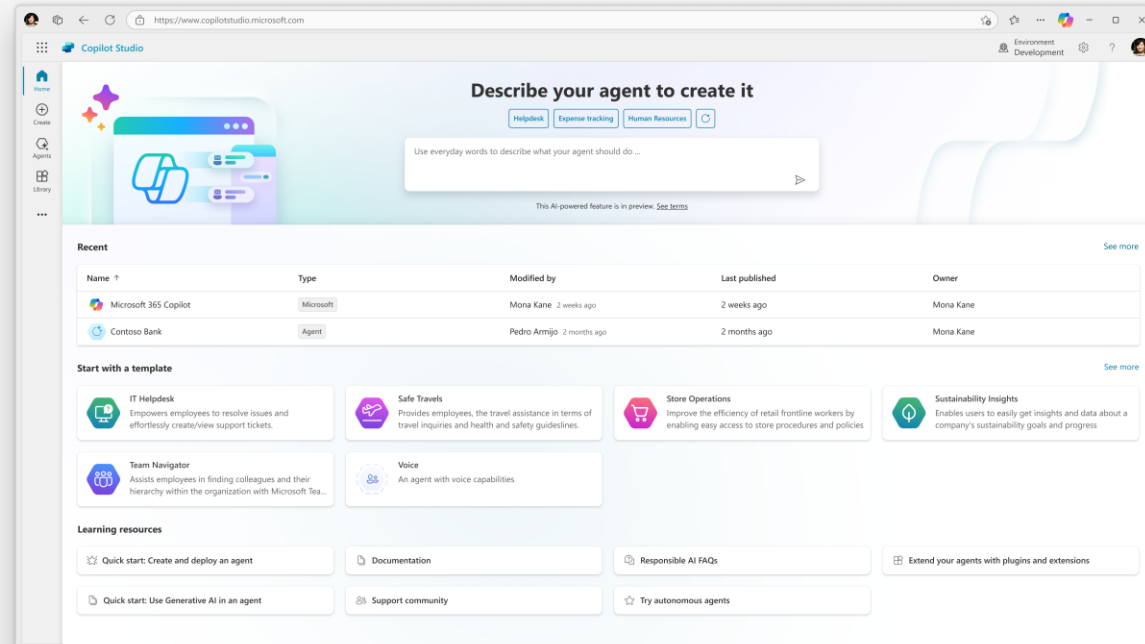


What is Copilot Studio?



Copilot Studio

Copilot Studio is a low code tool for **building agents** and **extending Microsoft 365 Copilot**.



- ✓ Meet your users where they already are
- ✓ Access everything in one place
- ✓ Automate your workflows
- ✓ Integrate with your external apps
- ✓ Connect to your data in Microsoft 365



Copilot Studio purchasing options for agent usage

Copilot Studio overview

Copilot Studio

Pay-as-you-go meter

\$0.01 per Copilot Credit

The Copilot Studio pay-as-you-go meter enables post-payment based on the actual number of Copilot Credits consumed in an environment during a billing month. This meter allows for flexibility, scalability and seasonality with no interruptions due to overages.

A Copilot Studio Author role is required for users to build and manage agents when Copilot Studio is licensed via pay-as-you-go. To grant access, navigate to Settings and update the Copilot Author setting in the [Power Platform Admin Center](#) (PPAC). There, you can assign a security group, and only members of that group will have access to Copilot Studio.

Pay only for what you use, after use

Copilot Studio

Copilot Studio License

Tenant-wide capacity license sold in credit packs.
1 credit pack = 25,000 Copilot Credits/month
\$200 per pack/month*

Copilot Credits are sold in credit packs. Credit packs should be purchased for the anticipated number of credits that will be consumed by the tenant in a month.

1 capacity pack = 25,000 Copilot Credits/month

A Copilot Studio User License (\$0) is required for each user authoring bots with Copilot Studio. We recommend acquiring the tenant license and user licenses as part of a single transaction to simplify onboarding to Copilot Studio.

*Billed annually

In addition to this subscription license, it is strongly recommended to set up the Copilot Studio pay-as-you-go meter in case of overages.

Copilot Studio

Copilot Credit Pre-Purchase Plan

Pricing varies depending on the Tiers
Starting with Tier 1 at \$2,850 for 3,000 CCCUs

The Copilot Credit Pre-Purchase Plan offers a one-year pay-upfront option for Copilot Credits at tiered discounts. Customers purchase a pool of Copilot Credit Commit Units (CCCUs) which automatically covers Copilot Credit usage. Each CCCU is worth \$1 and converts to 100 Copilot Credits.

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Pre-commitment with tiered pricing and annual expiration.

Copilot Credit Pre-Purchase Plan

Copilot Credit Pre-Purchase Plan Pricing Tiers

Tier	Copilot Credits Commit Units (CCCU)	Price	Discount
1	3,000	\$2,850	5%
2	15,000	\$14,100	6%
3	30,000	\$27,900	7%
4	150,000	\$138,000	8%
5	300,000	\$270,000	10%
6	750,000	\$660,000	12%
7	1,500,000	\$1,290,000	14%
8	2,250,000	\$1,867,500	17%
9	3,000,000	\$2,400,000	20%

Copilot Credit Pre-Purchase Plan Value Conversion

Tier	Copilot Credits Commit Units (CCCU)	# of Copilot Credit (1 CCCU = 100 Copilot Credit)	# of monthly MCS licenses (Copilot Credit capacity pack)
1	3,000	300,000	1 pack * 12 months
2	15,000	1,500,000	5 packs * 12 months
3	30,000	3,000,000	10 packs * 12 months
4	150,000	15,000,000	50 packs * 12 months
5	300,000	30,000,000	100 packs * 12 months
6	750,000	75,000,000	250 packs * 12 months
7	1,500,000	150,000,000	500 packs * 12 months
8	2,250,000	225,000,000	750 packs * 12 months
9	3,000,000	300,000,000	1,000 packs * 12 months

Summary of Microsoft Copilot Studio

Plans	<div><div><ul style="list-style-type: none">Microsoft Copilot Studio Pay-As-You-GoMicrosoft Copilot Studio License (Copilot Credit capacity pack)Copilot Credit Pre-Purchase Plan</div></div>	Microsoft 365 Copilot \$30 per user/month
Included agent usage ¹	<div>Pay-as-you-go: unlimited²</div> <div>License (capacity pack): 25,000 Copilot Credits/pack³</div> <div>Pre-Purchase Plan: Depends on the tier³</div>	Fair Usage Limit ⁴
Create and publish your own agents and agent flows anywhere	<div><div></div></div>	
Create and publish your own agents and plugins to extend Microsoft 365 Copilot	<div><div></div></div>	<div><div></div></div>
The output you create is...	<div>Your own agent</div>	Your own agent ⁵
<u>Standard</u> Power Platform connectors	<div><div></div></div>	<div><div></div></div>
<u>Premium</u> and <u>custom</u> Power Platform connectors	<div><div></div></div>	<div><div></div></div>
On premises and cloud services data transfer for Power Platform Connectors	<div><div></div></div>	<div><div></div></div>
Dataverse for Copilot Studio	<div><div></div>⁶</div>	<div><div>76</div></div>
Managed Environments	<div><div></div>⁷</div>	<div><div>7,8</div></div>
Available channels to publish your agents/plugins	<div><div>External channels (e.g., External Web, FB, WhatsApp etc.)</div><div>Internal Channels (e.g., Internal Web, Teams, etc.)</div></div>	Microsoft 365 experience

¹ Customers will be charged according to the consumption of Copilot Credits, the common currency across Copilot Studio capabilities. Copilot Credits are the measure of time and effort required to retrieve information and respond to prompts or actions taken by an agent.

² The Copilot Studio pay-as-you-go meter enables you to post-pay based on the actual number of credits consumed in a month.

³ Copilot Credits are offered via the Copilot Studio license monthly subscription: 1 credit pack = 25,000 Copilot Credits which do not roll over to the next month. The CCCU purchased via the Copilot Credit Pre-Purchase Plan expire at the end of the annual term. See Pre-Purchase Plan pricing tiers [here](#).

⁴ Employee-facing scenarios (Business to Employee) usage of Microsoft Copilot Studio agents and the Microsoft Copilot Studio tools/features invoked by the said agents, are included in the Microsoft 365 Copilot USL when the user of the agent is licensed with Microsoft 365 Copilot and the agent is operating using the authenticated Microsoft 365 Copilot USL user's identity. *Usage is limited to fair usage limits. Microsoft reserves the right to update the limits as the product evolves, and new usage patterns emerge.

⁵ Interactive use of classic answers, generative answers, tenant graph grounding and agent actions by authenticated Microsoft 365 Copilot users, in Microsoft 365 apps and services, will be included at no additional cost. Microsoft 365 apps and services include: Word, Excel, PowerPoint, Outlook, Exchange, SharePoint, OneNote, OneDrive, Microsoft Stream, Microsoft Bookings, Microsoft Access, Viva Engage, Viva Insights, Microsoft Lists, Microsoft Forms, Sway, Visio, Microsoft Planner, Microsoft To Do, Microsoft Loop, Clipchamp, M365 Copilot Chat, and Teams. Microsoft reserves the right to add limits in the future.

⁶ Dataverse for Copilot Studio default capacities: Dataverse Database 5 GB, Dataverse File 20 GB, Dataverse Log 2 GB. [Additional](#) Database, File and Log subscription capacity can be purchased in increments of 1 GB.

⁷ Please see [Managed Environments](#) for licensing details.

⁸ Managed Environments is enabled only for features related to Copilot Studio.

Utilization rates depend on type of agent and prompt

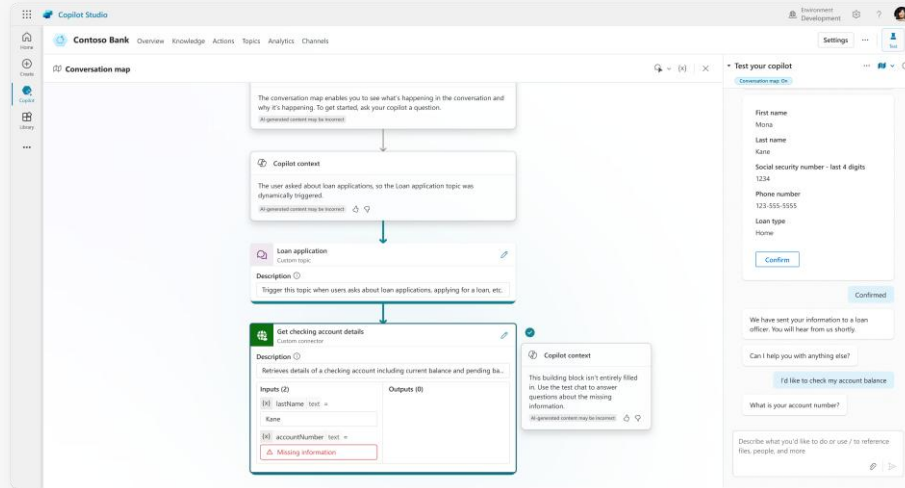
	Billing rate	Use in Microsoft 365 Copilot scenarios ¹	Autonomous triggers ²
Classic answers Predefined responses manually authored by makers through topics (includes messages, connectors, flows etc.) that are static unless manually updated in Classic Orchestration mode. Used when a precise or controlled response is desired output. Each action (not each topic) counts as an answer. Not available in agent builder.	1	0	N/A
Generative answers Dynamically-generated responses based on knowledge sources and context that provide flexible and natural interactions.	2	0	2
Tenant graph grounding for messages Grounding to enhance AI agents with up-to-date, context-aware knowledge from Microsoft 365 and external data, offering built-in security and inheriting data access governance policies.	10	0	10
Agent actions AI-led orchestration for triggers, topics, agent flows, text & generative AI tools, Power Platform premium connectors and custom connectors to automate complex business processes. Not available in agent builder.	5	0	5
Text & generative AI tools Specialized tools that extend agents capabilities by teaching them to perform specific tasks, leveraging a combination of AI prompt engineering, model configuration, code execution, and knowledge retrieval	-	-	-
Basic (Message rate per 10 responses)	1	0	1
Standard (Message rate per 10 responses)	15	0	15
Premium (Message rate per 10 responses) For deep reasoning prompts	100	0	100
Agent flow actions (Message rate per 100 agent flow actions) Agent flow actions are used to create agent flows. Agent flows are rules-based automations in Copilot Studio that follow a predefined sequence of flow actions to perform repetitive tasks.	13	0	13

¹ Interactive use of classic answers, generative answers, tenant graph grounding and agent actions by authenticated Microsoft 365 Copilot users, in Microsoft 365 apps and services, are included at no extra cost.

² Autonomous triggers refer to events or conditions that automatically initiate an agent to take action, without requiring a user to manually invoke it.

Orchestration modes for your agent

Generative mode



WHAT Uses LLM-based engines to pick the best actions, knowledge, and topics to respond to queries or event triggers.

WHY Agents needing to be dynamic, flexible and respond to ambiguous scenarios deciding the best course of action at runtime.

HOW Select "Generative" radio button in Generative AI tab of the settings page.

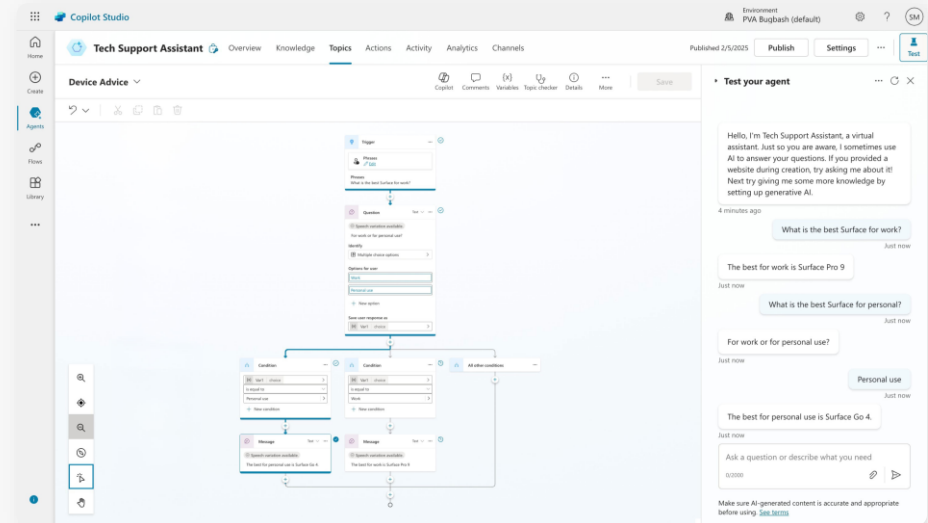
Using generative AI in conversations

How should your agent interact with people?

☐ Classic – Use the topics you build to respond to

☒ Generative (preview) – Use generative AI to respond to user queries and actions. [Learn more](#) about how to optimize your agent.

Classic mode



WHAT Responds by triggering topics through specific trigger phrases that are the closest match to the user's query.

WHY Traditional bots that restrict the agents to a limited set of predefined responses and processes.

Classic answers

WHAT

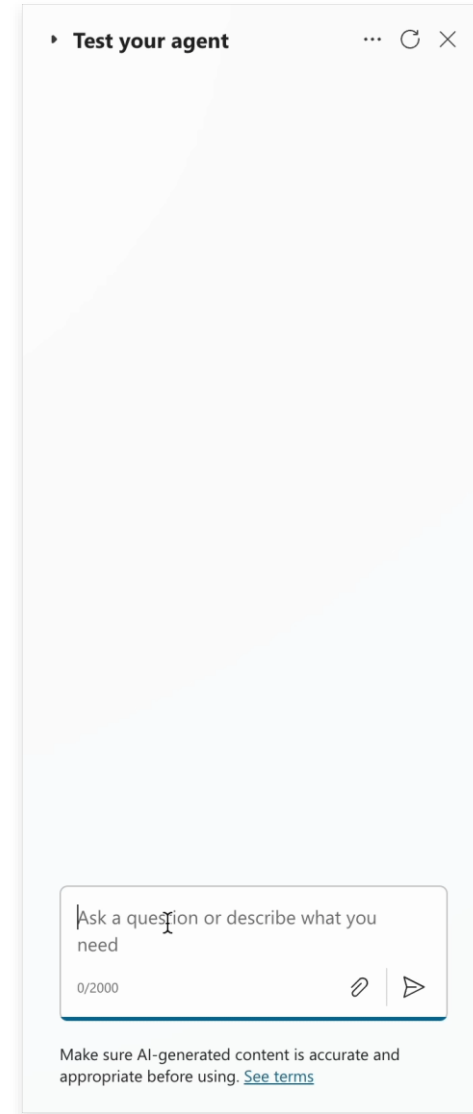
Predefined responses manually authored by makers through topics (includes messages, connectors etc.) that are static unless manually updated in Classic Orchestration mode. Used when a precise or controlled response is desired output. Each action (not each topic) counts as an answer.

WHY

Ensures consistent and accurate responses for frequently asked questions while handling the specific set of steps the agent needs to take.

HOW

Configure the agents' topics in Copilot Studio to follow the specific set of actions and responses required.



Generative answers

WHAT

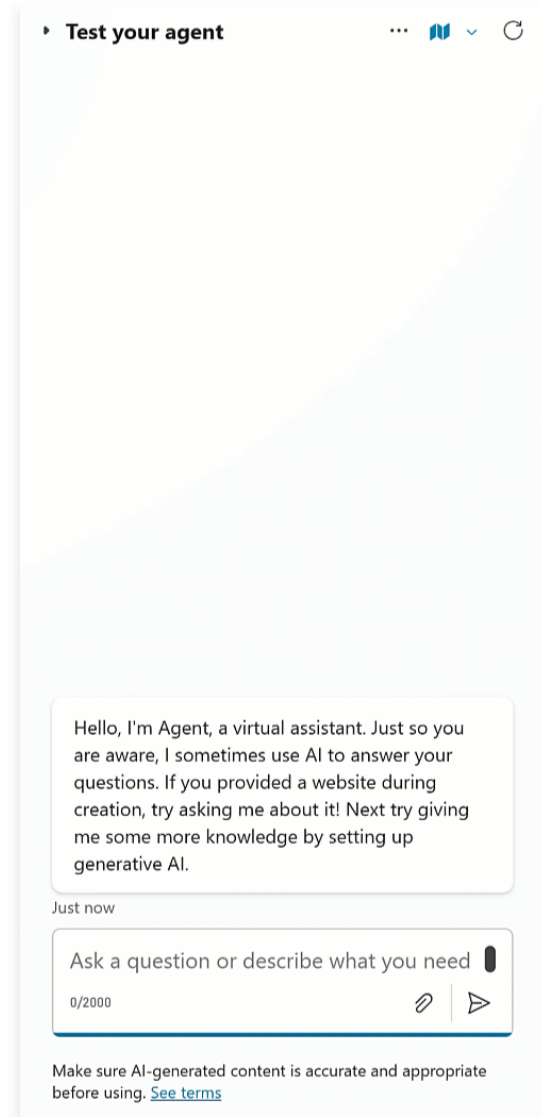
Dynamically-generated responses based on large language models that provide flexible and natural interactions using knowledge sources and context.

WHY

Offers more natural and contextually relevant answers to enhance user experience.

HOW

Configure a “conversational boosting” topic or add a generative answers node in the topic.



Tenant graph grounding for messages

WHAT

Grounding to enhance AI agents with up-to-date, context-aware knowledge from Microsoft 365 and external data, offering built-in security and inheriting data access governance policies.

WHY

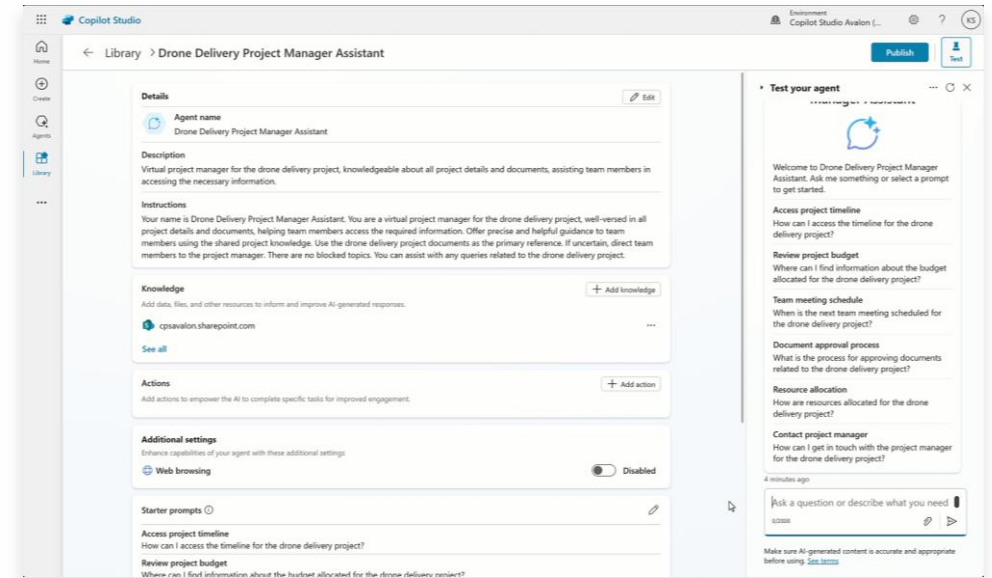
Most cost-effective way to enhance AI agents with knowledge from Microsoft 365 and external data—offering built-in security, admin control, and flexible pricing. Free for Microsoft 365 Copilot users, when used on Microsoft 365 surfaces .

HOW

Enable “Enhanced search results” in Generative AI tab, under Settings (default on).

Enhanced search results
Can provide improved search per
☒ Enabled

Needs at least 1 M365 Copilot license in tenant



Agent actions

WHAT

AI-led orchestration for triggers, topics, Power Platform connectors, agent flows, text and generative AI tools, Bot Framework skills and REST API actions used to automate complex business processes. Needs “Generative orchestration” mode to be turned on.

WHY

Increases efficiency by automating repetitive tasks and reducing manual effort.

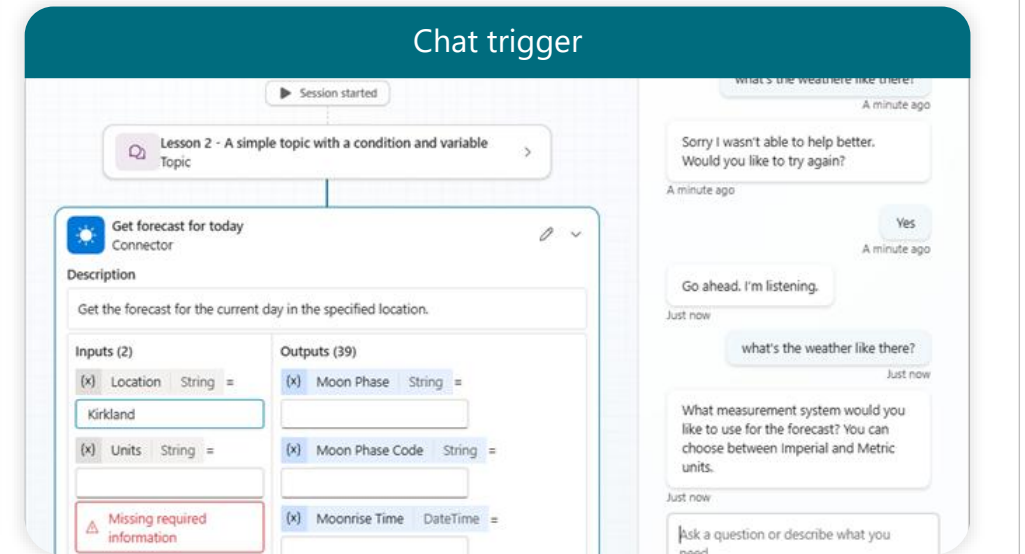
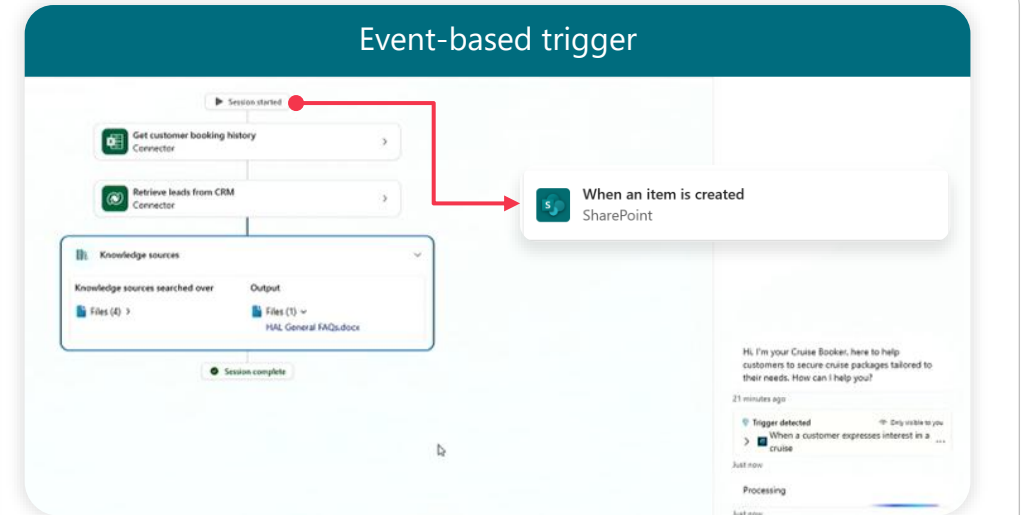
HOW

Select the “Generative” radio button in the Generative AI tab of the settings page.

Using generative AI in conversations

How should your agent interact with people?

- ☐ Classic – Use the topics you built to respond to
- ☒ Generative (preview) - Use generative AI to respond. [Learn more](#) about how to optimize your agent.



Text & generative AI tools

WHAT

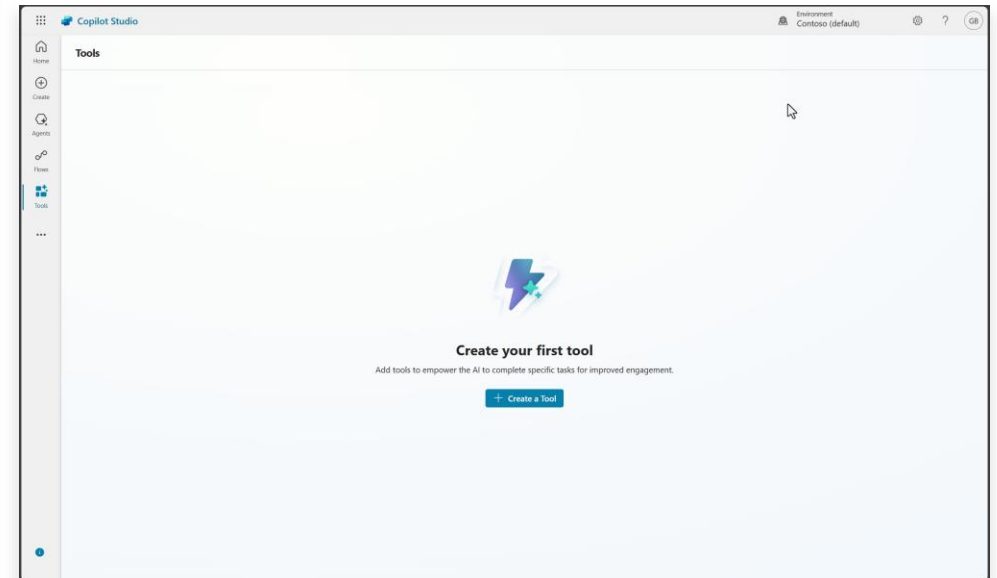
AI Tools are specialized actions that extend agents capabilities by teaching them to perform specific tasks, leveraging a combination of AI prompt engineering, model configuration, code execution, and knowledge retrieval. There are three types of tools - basic, standard, and premium - which are based on the underlying LLM of the prompts.

WHY

To provide instructions that minimize ambiguity and improve consistency within agents, resulting in higher-value responses that align with the objectives of the business process.

HOW

Build these prompts as an action or call them from within topics.



Agent flow actions

(for agent flows)

WHAT

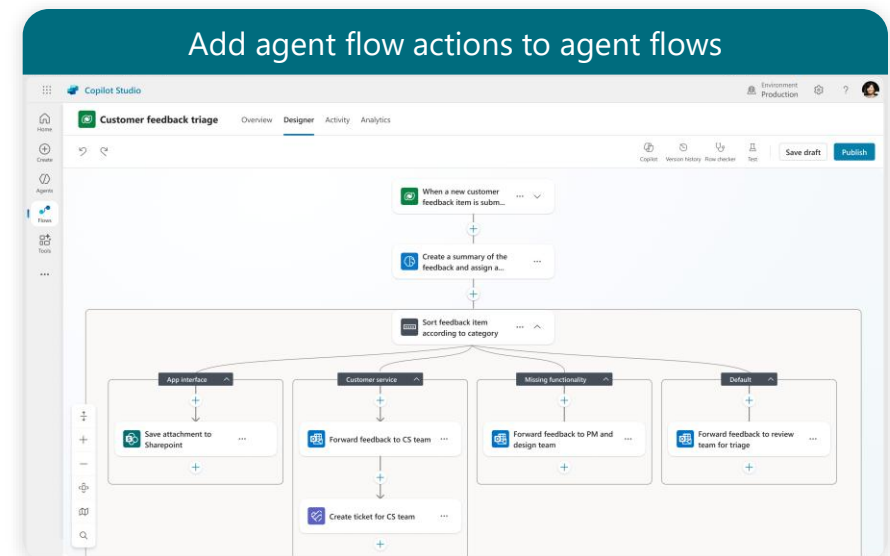
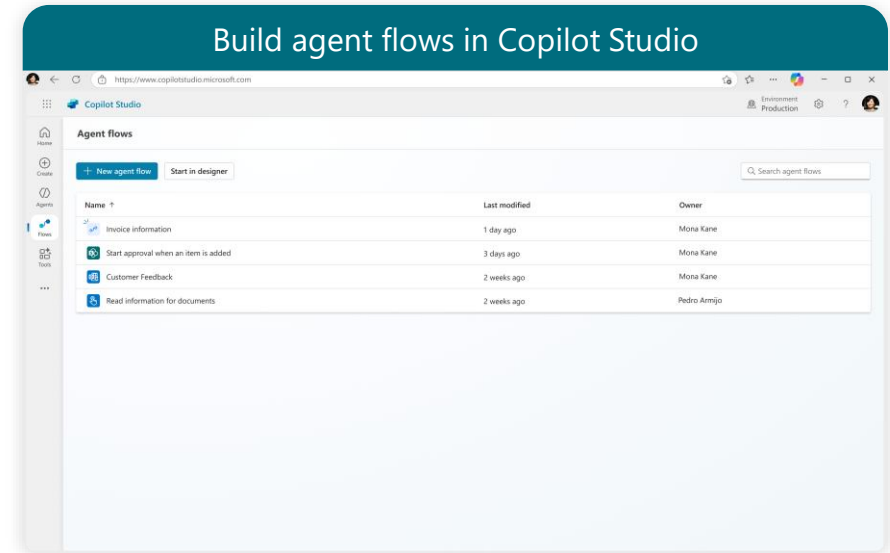
Predefined sequences of actions in agent flows to execute repetitive tasks quickly. Makers can add intelligent steps for processing information, making decisions, simplifying complex steps, and more.

WHY

Agent flows execute tasks quickly by precisely following predefined logic instead of relying on agent reasoning and orchestration at each step of a process.

HOW

Assemble agent flow actions in agent flows and add them to your agents as a skill.



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Examples



Example

Customer Support agent

SCENARIO

You have a customer support agent on your website that answers questions based on customer return policies, and product manuals that you provided to the agent as a knowledge source.

MESSAGES

An average run has **four classic** answers for return-related questions, and **two generative** answers for troubleshooting questions. The average is **900 customers per day**.

Cost Per Use

Type	# of answers	Utilization rate	# of billed credits
Classic	4	x 1	= 4 credits
Generative	2	x 2	= 4 credits
Total = 8 credits x 900 customers = 7 200 credits			

Dataverse



Dataverse for Copilot Studio

RECOMMENDED MOTION Dataverse for Copilot Studio	Default Entitlement per tenant	Accrued Entitlement per capacity pack
Dataverse Database capacity	5 GB	N/A
Dataverse File capacity	20 GB	N/A
Dataverse Log capacity	2 GB	N/A

Additional Dataverse Database, Dataverse File and Dataverse Log subscription capacity is available in increments of 1 GB via the [Dataverse capacity add-ons](#).

Dataverse capacity add-ons

Overview

Dataverse is a SaaS data platform for all Power Platform products and Dynamics 365 applications, supporting both low-code and pro-code development.

It is a fully managed low-code cloud data platform to easily structure data, events, logic, and insights to enable interconnected applications and processes in a secure and compliant manner.

Dataverse capacity add-ons types and purposes

Capacity type	Purposes	Capacity add-ons (subscriptions)	Minimum Quantity
Dataverse Database capacity add-on	Stores table definitions, data, and generates analytics and insights. Each unit increases available tenant-wide shared capacity by 1 GB.	1 GB per month / \$40	1 unit
Dataverse Database capacity Tier 2 add-on	Stores table definitions, data, and generates analytics and insights. Each unit increases available tenant-wide shared capacity by 1 GB.	1 GB per month / \$30	1,000 units
Dataverse File capacity add-on	Stores attachments to notes or emails in Dynamics Sales, Customer Service, and Field Service applications and Power Apps. These include documents, image files, videos, PDF files and other crucial files needed in an organization. Each unit increases available tenant-wide shared capacity by 1 GB.	1 GB per month / \$2	1 unit
Dataverse Log capacity add-on	Records table and column data changes over time for sure in analysis and reporting purposes. Log capacity is designed to help organizations meet their auditing, compliance, and governance policies. Each unit increases available tenant-wide shared capacity by 1 GB.	1 GB per month \$10	1 unit

Managed Environments

Power Platform Managed Environments

Managed Environments is included with the following Power Platform standalone¹ licenses and pay-as-you-go meters(not only):

- Power Apps and Power Automate standalone licenses
- Copilot Studio standalone license
- Power Apps per app pay-as-you-go meter² and Copilot Studio pay-as-you-go meter

Once enabled, all active usage in the environment will require one of these standalone licenses or pay-as-you-go meters.

Learn more: [Power Platform Managed Environments Licensing](#)

¹ Standalone licenses refers to full Power Apps, Power Automate and Copilot Studio licenses and does not include the limited Power Apps and Power Automate use rights the come with select Dynamics 365 licenses.

² The Power Apps per app pay-as-you-go meter satisfies the prerequisite that all active Power Apps usage in the environment requires standalone licenses or meters. However, this meter covers Power Apps usage only; any Power Automate flow usage must be covered by standalone Power Automate licenses.

Copilot Studio PAYG setup

<https://learn.microsoft.com/en-us/power-platform/admin/pay-as-you-go-set-up?tabs=new>

Copilot Studio agent usage estimator

<https://microsoft.github.io/copilot-studio-estimator/>

Links

[Change the model version and settings - Microsoft Copilot Studio | Microsoft Learn](#)

[Billing rates and management - Microsoft Copilot Studio | Microsoft Learn](#)

[Quotas and limits - Microsoft Copilot Studio | Microsoft Learn](#)

Q&A

Thank You!