

# Microsoft Copilot Business SKUs

software **one**  Crayon



# Agenda

- M365 Copilot offerings
- Compare features across M365 Copilot plans.
- Drive partner profitability through CSP margins and incentives.
- Ongoing Copilot Promotions
- GTM and Resources
- FAQ

New!

# Microsoft 365 Copilot Offerings in market today (AUD)



## Microsoft 365 Copilot Chat

- Use secure, web-grounded AI chat powered by the latest large language models
- Get Copilot Chat in select Microsoft 365 apps<sup>1</sup>
- Access and use agents, priced on a metered basis
- Maintain IT control, including enterprise data protection and agent management

Included + Metered



## Microsoft 365 Copilot

Everything in Microsoft 365 Copilot Chat, plus:

- AI-powered chat grounded in business data
- Access work-grounded Copilot in apps
- Create and use agents with Copilot Studio
- Experience enterprise-grade security, privacy, and compliance

\$44.90 user/month,  
paid yearly

Available 12/1



## Microsoft 365 Copilot Business

- Built for small business
- Available for up to 300 Users
- Requires M365 B-SKU as pre-require license

\$31.40 user/month,  
paid yearly

<sup>1</sup> Copilot Chat is available at no additional cost to all Microsoft Entra ID users with an eligible Microsoft 365 subscription. An Azure subscription is required to use agents and is priced on a metered basis.

<sup>1</sup> AUD Retail Estimate Pricing based on Annual upfront

5% price uplift for Monthly Billing, Annual Commit

# Microsoft Copilot Offerings In Market Today



## Microsoft 365 Copilot Agents

- Copilot + Agents to automate repetitive, mundane tasks either with autonomous, pre-built agents in Dynamics 365 or by developing their own using Copilot Studio.



## Microsoft 365 Copilot for Dynamics

- Microsoft Copilot for Dynamics 365 provides AI assistance to boost the productivity and efficiency of sales, support, supply chain management, finance, marketing and other teams involved with your business operations.



## Microsoft 365 Copilot for Power Platforms

- AI-assisted development has become a paramount tool, helping developers streamline the development process, enhance productivity, and unlock new levels of innovation. Microsoft Copilot capabilities, available across various products within the Power Platform, provide similar experiences and benefits by offering intelligent suggestions, automated code completion, and enhanced development assistance.



## Copilot for Sales, Copilot for Service, and Copilot for Finance

- Whether your customer is using Dynamics 365 or not, your customers have the flexibility of Copilot. Seamlessly integrate role-specific Copilot capabilities into Microsoft 365 applications from popular customer relationship management (CRM) systems, contact center systems and existing finance data sources, including traditional Enterprise Resource Planning (ERP) systems.



## Microsoft 365 Copilot Studio

- Copilot Studio is a powerful platform that enables organizations to build, customize, and deploy AI-powered copilots tailored to their unique business needs. It offers key features such as no-code/low-code bot creation, seamless integration with Microsoft 365 and third-party apps, natural language understanding, and advanced analytics for performance tracking. The benefits include faster automation of workflows, improved productivity through personalized AI experiences, and the ability to scale solutions securely across the enterprise—all without requiring deep technical expertise..

# Microsoft 365 Copilot Lineup

● =Included ▲ =Included- Metered

		Microsoft 365 Copilot Chat	Microsoft 365 Copilot Business <sup>5</sup> \$31.40/ user/ month	Microsoft 365 Copilot \$44.90/user/month
Licensing	Seats	All users	Up to 300 users	All users
	Pre-requisite	O/E/B/F SKUs	B-SKUs	O/E/B/F SKUs
Chat	Copilot Chat – Web grounded (powered by GPT 4o)	●	●	●
	Copilot Chat – Work grounded (shared tenant Graph data, 3rd party data via graph connectors, personal data)		●	●
	Copilot Pages	●	●	●
	File upload <sup>1</sup>	●	●	●
	Code Interpreter <sup>1</sup>	●	●	●
	Image generation <sup>1</sup>	●	●	●
Agents <sup>2</sup>	Create agents powered by Copilot Studio <sup>3</sup> , including SharePoint agents	●	●	●
	Discover and pin agents	●	●	●
	Use agents grounded on web data	●	●	●
	Use agents grounded in work data (work data in your tenant's Microsoft Graph and 3 <sup>rd</sup> party data via graph connectors)	▲	●	●
	Use agents that act independently and autonomous actions	▲	▲	▲
Personal assistant	Copilot reasons over personal work data (i.e. Outlook, OneDrive, meeting transcripts)		●	●
	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 company branded slides or images)		●	●
	Copilot Actions		In preview	In preview
	Pre-built M365 agents (Interpreter, Facilitator, Project Manager, Employee Self-Service)		In preview	In preview
Copilot Control System	Enterprise Data Protection (EDP)	●	●	●
	IT management controls	●	●	●
	Agent management	●	●	●
	SharePoint Advanced Management		●	●
	Copilot Analytics to measure usage and adoption <sup>4</sup>		●	●
	Pre-built reports and advanced analytics to measure ROI		●	●

1. Limits apply. 2. Applies to employee-facing agents only. 3. Learn more about the full capabilities of Copilot Studio [here](#). 4. Basic reporting in Microsoft Admin Center available for Copilot Chat. 5. Microsoft 365 Copilot for Business includes a fixed set of capabilities. Microsoft 365 Copilot for Enterprise may expand to include additional features over time.

<sup>1</sup> AUD Retail Estimate Pricing on Annual upfront  
5% price uplift for Monthly Billing, Annual Commit



# Microsoft 365 Business Bundle Offer

## Microsoft 365 Business Basic



Productivity & Collaboration Apps



Identity & Access Controls



Device Management

## Microsoft 365 Business Standard



Productivity & Collaboration Apps



Identity & Access Controls



Device Management

## Microsoft 365 Business Premium



Advanced Identity Protection



Device Security



Email & App Security



Data Security

## NEW Microsoft 365 Copilot Business

\$31.40 per user/month/  
paid yearly



AI-Powered Chat



Personal Assistant



Pre-Built Agents



Advanced Management

## BUNDLE OFFER

Microsoft 365 Business Basic  
+ Copilot Business

\$40.40 per user/month  
/paid yearly

Microsoft 365 Business Standard  
+ Copilot Business

\$50.10 per user/month  
/paid yearly

Microsoft 365 Business Premium  
+ Copilot Business

\$64.40 per user/month  
/paid yearly

<sup>1</sup> AUD Retail Estimate Pricing based on monthly cost, paid Yearly (Annual Upfront)

5% price uplift for Monthly Billing, Annual Commit

Request final pricing with your assigned Account Managers

# NEW Promotions – 1st December 2025 – Copilot (AUD)

- Microsoft 365 Copilot Business is offered on Business SKUs only (Business Basic, Standard or Premium)
- Copilot Business Bundles offered as a renewal/ upsell motion
- Microsoft 365 Copilot Business, offers, and Purview positioned for customers with <300 M365 Business seats
- Microsoft 365 Copilot Promos now positioned for customers with >300 M365 Enterprise seats

	Standalone	Copilot Bundles for renewal/upsell			security-forward	New to Copilot	
	Microsoft 365 Copilot Business	Business Basic & Copilot Business	Business Standard & Copilot Business	Business Premium & Copilot Business	Purview Suite for Business Premium	Microsoft 365 Copilot	
ERP (per user/month)	\$31.40	\$40.40	\$50.10	\$64.40	\$15.00	\$44.90	\$44.90
Promo Price	\$26.91 (~15% off)	N/A	\$32.90 (~35% off)	\$47.93 (~25% off)	\$7.50 (~50% off)	\$38.17 (~15% off)	\$35.92 (~20% off)
Promo Seats (min/max)	Up to 300	N/A	10 to 300	10 to 300	10 to 300	10+	100+
Promo Term	Dec 1, 2025 – Mar 31, 2026					Oct 1, 2025 – Jun 30, 2026	

<sup>1</sup> AUD Retail Estimate Pricing based on monthly cost, paid Yearly

5% price uplift for Monthly Billing, Annual Commit

Request final pricing with your assigned Account Managers

# Partner Profitability: CSP Margins and Incentives

Partners can earn standard margins on standalone products and blended margins on bundles solutions, helping maximize overall profitability

	Microsoft 365 Copilot Business	Business Basic & Copilot Business	Business Standard & Copilot Business	Business Premium & Copilot Business
Standard Margin	7%	7%	7%	7%
CSP Core	3.75%	3.75%	3.75%	3.75%
Global Strategic Product Accelerator 1	7%	3%	3%	3%
CSP Growth Accelerator	7.5%	7.5%	7.5%	7.5%
Potential License Profitability	25.25%	21.25%	21.25%	21.25%



- Incentive Payments base on billed revenue to Microsoft, Refer to Microsoft Partner Center for full details and requirements.
- Standard margin may vary please connect with your account managers for more details



# Current Promotions – Copilot

Promo Guide

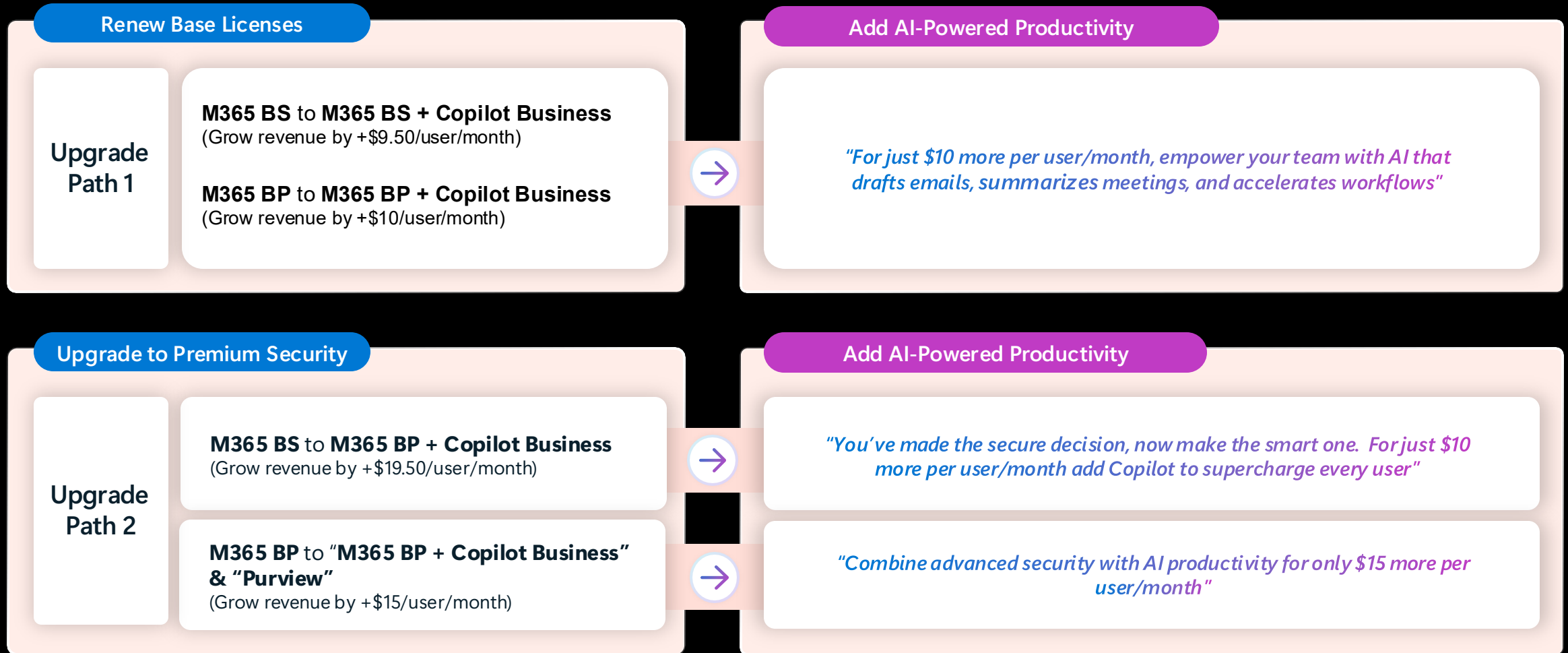
Promotion Category	SKU	Discount	Terms	Validity	Customer eligibility
Microsoft 365 Copilot - Getting started CSP 15% Offer	Copilot for Microsoft 365	15% Global	NCE Partner lead CSP annual subscriptions Annual/annual, Annual/monthly Transaction Limit 10–2400 licenses	October 1, 2024 to 30 <sup>th</sup> June 2026	New to SKU Microsoft 365 Copilot Commercial customers only Not applicable for renewal of copilot licenses
Microsoft 365 Copilot – ScaleUp CSP Offer	Copilot for Microsoft 365	20% Global	NCE Partner lead CSP annual subscriptions Annual/annual, Annual/monthly Transaction Limit 100–2400 licenses	October 1, 2024 to 30 <sup>th</sup> June 2026	Named set of SME&C CSP customers At least 300 base licenses of O365/M365 No upcoming Copilot renewals of 50+ licenses through Q3
Copilot for Microsoft 365 15% Offer for Non-profits	Copilot for Microsoft 365 (Non-profit)	15% Global	NCE Partner lead CSP annual subscriptions Annual/annual, Annual/monthly Transaction Limit 100 + licenses Already discounted in the price list	November 1, 2024 onwards	Not for Profit <a href="#">Refer FAQ</a>
M365 E5 Compliance/ M365 Purview promo offer for M365 Copilot	M365 E5 Compliance/ M365 Perview	50% Global	NCE/EA/CSP Minimum one M365 Copilot seats purchased + E5 prerequisites apply Annual subscriptions Only – Annual/Monthly billing	February 1, 2025 to February 1, 2026	ME5 Compliance, purchase prerequisites apply Commercial customers – New, incremental or Renewal <a href="#">Refer FAQ</a>

•Customers purchasing under these promotions retain the discounted rate for the full subscription term and can add licenses during the term (up to the maximum total licenses).

•Annual Commit, Monthly billing (+5% price uplift for monthly)

# Turning H2 CSP Renewals into a Copilot Acceleration Engine

Mid-term upgrades are available for Business SKUs + Copilot Business Starting 17<sup>th</sup> December



# Call to Action

To help you maximise this opportunity, Crayon offers a suite of support initiatives tailored to drive Copilot adoption and success within your organisation.

**Copilot Masterclass:** For customers with five or more Copilot seats, together we can nominate them for 2 x 90-minute training workshops conducted by an approved Microsoft trainer. This ensures your customers are equipped with the knowledge and skills to maximise the value of Copilot.

[Register your interest here!](#)



# GTM Resources



aka.ms/M365CopilotBizKit

# Copilot Business Launch Kit (Partner Flyers)

To-Customer M365 Business Premium Security Bundle

Insert Partner Logo Here


### AI Productivity + Advanced Security.

One smart bundle.

**The most secure AI solution for your business.**

Take the guesswork out with built-in security you can trust. Advanced protection included to keep your business data and devices safe. Extend with optional security add-ons for even more peace of mind.


Best-in-class productivity



+ more

Microsoft 365 Business Premium


AI built for work



+ more

Microsoft 365 Copilot Business

Enterprise-grade security



+ more

Microsoft Purview Suite for Business Premium

**Limited time offer!**

The most secure AI solution for only \$15 more per user/month

M365 Business Premium + Copilot Business + Microsoft Purview

**Limited time offer!**

Secure AI productivity for only \$10 more per user/month

M365 Business Premium + Copilot Business

**Limited time offer!**




Advanced security add-on for only \$5 more per user/month

Microsoft Purview Suite

**Purchase requirements:** Qualified purchase of 10 to 300 licenses required during the promotion period of December 1, 2025 – March 31, 2026.


Ready to get started?

Contact the **Partner Name** team.

 [user.name@company.com](mailto:user.name@company.com)  [company.com](https://company.com)  [linkedin.com/username](https://linkedin.com/username)

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To-Customer M365 Business Standard

Insert Partner Logo Here


### Your plan just got smarter with Copilot.

AI built for work.

**Get more value with one, simplified solution.**

All Microsoft 365 desktop apps and cloud services, now with built-in AI. Save time and money by bringing together your productivity apps, AI and advanced security in one bundle. No need to manage separate tools.


Best-in-class productivity



+ more

Microsoft 365 Business Plan (Basic, Standard, Premium)

AI built for work



+ more

Microsoft 365 Copilot Business

**Limited time offer!**




Your all-in-one AI solution for only \$10 more per user/month

Microsoft 365 Business Premium + Copilot Business

**Purchase requirements:** Qualified purchase of 10 to 300 licenses required during the promotion period of December 1, 2025 – March 31, 2026.


Ready to get started?



Contact the **Partner Name** team.

 [user.name@company.com](mailto:user.name@company.com)  [company.com](https://company.com)  [linkedin.com/username](https://linkedin.com/username)

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aka.ms/M365CopilotBizKit

# EDMs For Targeted Renewals

## Business Standard

Introducing  
Microsoft 365  
Copilot Business

Hi [First Name],

Your Microsoft 365 renewal is coming up—perfect time to simplify your stack and supercharge your productivity.

For a limited time, you can upgrade to **Business Standard + Copilot Business—at 35% off**. That's full desktop apps plus built-in AI in Word, Excel, PowerPoint, Outlook, and Teams for a small business friendly price.

#### Why upgrade?

Business Standard gives your team the complete Microsoft 365 experience—desktop apps, collaboration tools, and cloud storage. Adding Copilot takes it further:

- **Write faster.** Draft and refine emails and documents in minutes.
- **Summarize smarter.** Catch up on meetings and threads instantly.
- **Analyze with ease.** Turn raw data into insights in Excel.
- **Create effortlessly.** Build polished presentations without starting from scratch.

One integrated solution means fewer tools to manage and more time back for your business.

#### Ready to go?

Reply with your seat count and preferred start month (Jan/Feb/Mar) or grab a quick slot here: [\[Schedule 20-min call\]](#).

Thanks for being a valued customer—we're excited to help your team work smarter and get more done every day.

Best regards,  
[Your Name]  
[Title] | [Company/Partner]  
[Email] | [Phone]

## Business Premium

Introducing  
Microsoft 365  
Copilot Business

Hi [Customer Name],

Your Microsoft 365 renewal date is approaching. Now is a great time to upgrade to AI-powered productivity and advanced security in one comprehensive solution.

**For just \$15 more** per user per month, upgrade to Business Premium bundled with Microsoft 365 Copilot Business and Purview for the most secure small business plan.

- **Keep your work protected.** Pair Copilot with Business Premium to protect sensitive data and devices with trusted security, privacy, and compliance controls aligned to your existing permissions.
- **Automate busy work.** Recap meetings, draft email responses, and transform files so your team can focus on customers.
- **One platform.** Consolidate apps, tools, and reduce toggling to minimize your administrative load.

**Save 30% when you upgrade now.** This limited time offer is only available Dec 1, 2025, through March 31, 2026, for 10 to 300 users—an unbeatable deal.

Click below to explore your options or reply to this email. I'll be happy to walk you through how Copilot can transform how your team gets work done productively and securely.

[\[Schedule a Call\]](#) | [\[Learn More\]](#)



aka.ms/M365CopilotBizKit

# Copilot Business Social Ad

## AI Productivity + Advanced Security

One smart bundle. All-in-one solution.

Save up to **35%** when you upgrade today

Offer available Dec 1, 2025, through March 31, 2026 with the purchase of 10 to 300 seats

## 15%

off Microsoft 365 Copilot Business

All-in-one solution in a single, easy-to-navigate experience

Limited-time introductory offer for up to 300 users

Offer available Dec 1, 2025, through March 31, 2026

## Introducing Microsoft 365 Copilot Business

- Stay secure. Work smarter.
- Built on your privacy and compliance settings.
- Save up to 35%** when you bundle Copilot Business with Microsoft 365 Standard or Premium.

## Introducing! Microsoft 365 Copilot Business Bundles

- Stay secure. Work smarter.
- Built on your privacy and compliance settings.
- Save up to 35%** when you bundle Copilot Business with Microsoft 365 Standard or Premium.

## AI that works like you do. Built into the apps your business runs on.

Bring AI into everyday work with Microsoft 365 Copilot Business. Integrated with your existing security, privacy, and compliance settings. All-in-one solution in a single, easy-to-navigate experience.

[Upgrade now](#) [See Copilot in action](#)

### Lead the way. Set a new standard for your business.

The most successful businesses aren't just keeping up—they're setting the pace. With Microsoft 365 Copilot Business, AI becomes your team's edge, freeing you to innovate, delight customers, and grow with confidence.

Make AI the new standard for productivity. With Copilot and Microsoft 365, you streamline workflows, reduce content cluttering, and help every employee move faster—with guardrails your business can trust.

- Consolidate tools into one streamlined solution
- Draft, summarize, and analyze across border apps
- Adopt AI safely with built-in security and permissions

[See Copilot in action](#)

### How Copilot helps your team every day

From ideas to insights, Copilot is your always-on assistant—grounded in your work data and ready to help every side move faster.

**Cut through the clutter**  
Draft proposals and summarize. Monitor all communications on top of customer conversations.

**Ideas perfected**  
Create new drafts, rewrite, and polish these ideas into proposals.

**From data to decisions**  
Turn spreadsheets into clear, actionable and concise guidance.

**Stay in the know**  
Catch up from work-related items like files, chats, and meetings in the Copilot app.

### Choose your path to AI-powered productivity

Bring Copilot to your business the way that fits best. With the Microsoft 365 and Copilot Business, together you have one solution that unifies productivity, AI, and security for your teams.

#### Microsoft 365 Copilot Business + Business Standard

Microsoft 365 desktop apps and cloud services, now with built-in AI.

**\$22.00** per user/month **15% off**

Microsoft 365 Standard

- Create faster.** Use Copilot to write, summarize, and build content across Word, Excel, PowerPoint, Outlook, and Teams—on desktop, web, and mobile.
- Keep work flowing.** The Copilot app surfaces, finds, sorts, and organizes so you can find, create, and act from one place.
- Stay secure everywhere.** Copilot uses Microsoft 365's built-in protections like encryption and multi-factor sign-in to keep your data safe across web and in app.

[Upgrade now](#) [Compare options](#)

#### Microsoft 365 Copilot Business + Business Premium

All-powered productivity and advanced security in one comprehensive solution.

**\$32.00** per user/month **15% off**

Microsoft 365 Premium

- Stronger safeguards.** Put Copilot with Business Premium's advanced security and device management to protect your data.
- Automate backup.** Let Copilot manage meetings, draft responses, and transform files into usable insights in your team chat.
- Use Purview, Power Platform, Compliance.** Tools, reduce logging, and get built-in security to maximize your administrative tool.

#### Microsoft 365 Copilot Business + Business Premium + Purview

All-powered productivity plus enhanced data protection and compliance.

**\$37.00** per user/month **15% off**

Microsoft 365 Premium + Purview

- AI that works where you work.** Live time, reduce busy work, and focus on what matters most.
- Data Security made simple.** Purview helps you safeguard sensitive data, meet regulatory requirements, and manage risk effectively.
- One integrated experience.** Security, compliance, and productivity—all from Microsoft.

Security built in—so you can scale with confidence

[See Copilot in action](#)



# MSFT Copilot – Useful Links

Copilot Practice Development & GTM  
[Copilot CSP Landing Page](#)

Copilot Getting Started Offer Landing Kit  
[Copilot Getting Started Landing Page](#)

**UPDATED! Copilot QuickStart Training**  
[QuickStart Training Registration Page](#)

Copilot & agents CSP Briefings  
[Copilot Briefings Kit](#)

Copilot Partner Services Blueprint  
[Download the Blueprint](#)

Copilot Success Kit  
[Download the Copilot Success Kit](#)

M365 Lighthouse (Copilot Insights)  
[Lighthouse for Partners](#)

M365 Copilot 15% Promo FAQ  
[To-Partner FAQ](#)

Copilot Scenario Library  
[See the latest scenarios](#)

Level Up CSP (Digital & In-Person)  
[Level Up CSP Bootcamps](#)  
[Level Up CSP agents hands on labs](#)

Agents CSP Deck  
[Accelerate your CSP business with agents](#)

Global Promo Readiness Guide  
[See the latest Promo Guide](#)

Copilot Wave 2: Spring Release  
[Read the Apr. 23 blog](#)

Agent simulated demos  
[Download demos here](#)



# FAQs

**Is there any feature difference between Microsoft 365 Copilot Business and the \$30 Microsoft 365 Copilot at launch?**

At launch, Microsoft 365 Copilot Business delivers the same capabilities as the \$30 Microsoft 365 Copilot offering—there is no product differentiation.

**Who is eligible to purchase Microsoft 365 Copilot Business?**

Customers with Microsoft 365 Business Basic, Standard, or Premium; up to 300 seats per tenant.

**If a tenant has both Business and Enterprise suites, can they choose between Copilot Business and Microsoft 365 Copilot?**

Business users may attach either Microsoft 365 Copilot Business or Microsoft 365 Copilot; Enterprise users attach Microsoft 365 Copilot only.

## **What billing options apply to bundles?**

Bundles follow the same commitment terms as Microsoft 365 Copilot Business:

- Annual Commitment / Annual Billing (A/A)
- Annual Commitment / Monthly Billing (A/M)

Monthly/Monthly (M/M) is not available.

## **If a customer already has the \$30 Microsoft 365 Copilot, can they switch to Microsoft 365 Copilot Business?**

Not mid-term; they must fulfill the current annual commitment but can purchase additional Copilot Business licenses at any time.

## **Can customers upgrade mid-term to a bundle and still get the promo?**

Yes, mid-term upgrades are allowed starting Dec 17, 2025. The commitment term will restart at the time of upsell

# Q&A