

Microsoft Copilot Business SKUs

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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

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 apps¹
- 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-requisite license

\$31.40 user/month,
paid yearly

¹ 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.

¹ 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 ⁵ \$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	Copilot Pages	●	●	●
	File upload ¹	●	●	●
Agents ²	Code Interpreter ¹	●	●	●
	Image generation ¹	●	●	●
Personal assistant	Create agents powered by Copilot Studio ³ , including SharePoint agents	●	●	●
	Discover and pin agents	●	●	●
Copilot Control System	Use agents grounded on web data	●	●	●
	Use agents grounded in work data (work data in your tenant's Microsoft Graph and 3 rd party data via graph connectors)	▲	●	●
Copilot Control System	Use agents that act independently and autonomous actions	▲	▲	▲
	Copilot reasons over personal work data (i.e. Outlook, OneDrive, meeting transcripts)		●	●
Copilot Control System	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 Control System	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 Control System	Copilot in PowerPoint (Narrative Builder, presentation translation, generate company branded slides or images)		●	●
	Copilot Actions		In preview	In preview
Copilot Control System	Pre-built M365 agents (Interpreter, Facilitator, Project Manager, Employee Self-Service)		In preview	In preview
	Enterprise Data Protection (EDP)	●	●	●
Copilot Control System	IT management controls	●	●	●
	Agent management	●	●	●
Copilot Control System	SharePoint Advanced Management		●	●
	Copilot Analytics to measure usage and adoption ⁴		●	●
Copilot Control System	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.

¹ 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



NEW Microsoft 365 Copilot Business

\$31.40 per
user/month/
paid yearly

Microsoft 365 Business Standard



Productivity &
Collaboration Apps



Identity & Access
Controls



Device
Management



AI-Powered
Chat



Personal
Assistant

Microsoft 365 Business Premium



Advanced Identity
Protection



Device
Security



Email & App
Security



Data
Security



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

¹ 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

¹ 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](#)

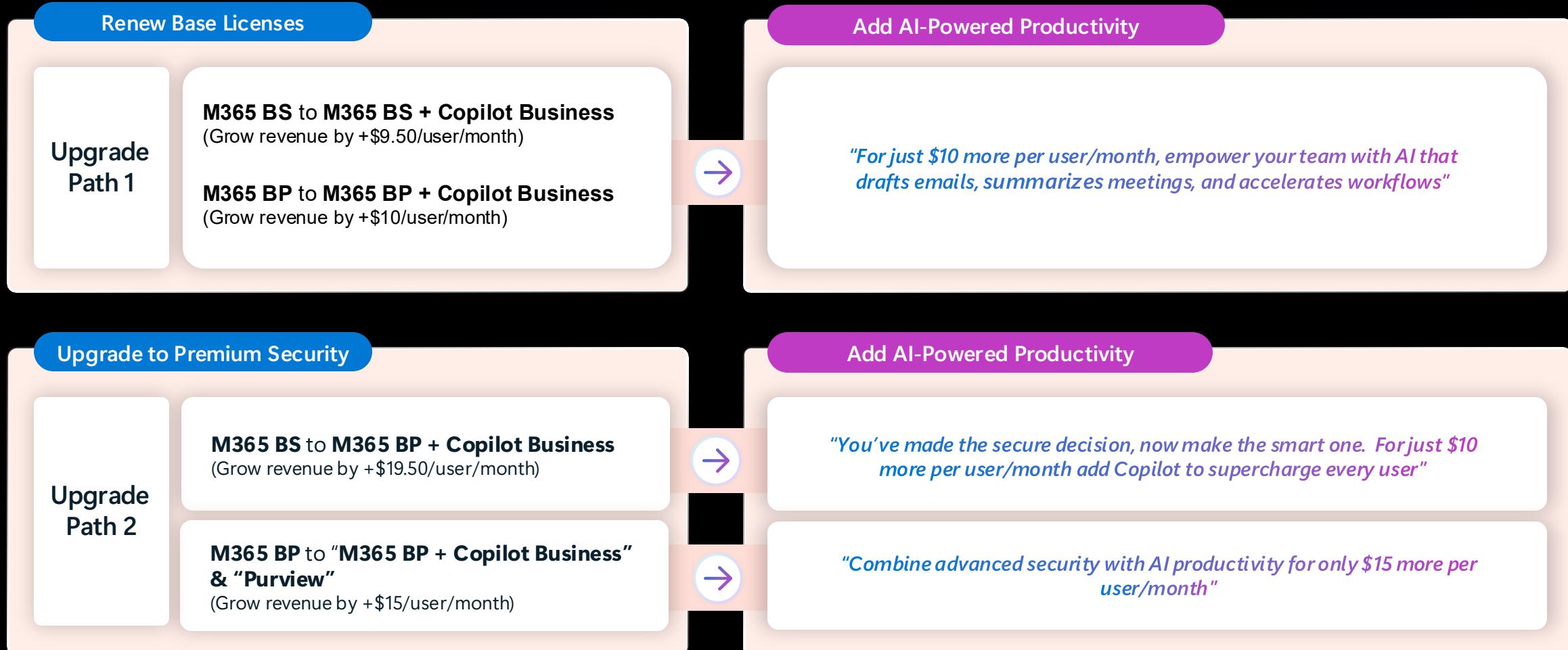
Promotion Category	SKU	Discount	Terms	Validity	Customer eligibility
Microsoft 365 Copilot - Getting started CSP 15% Offer	Copilot for Microsoft 365	15% Global	NCE Partner lead CSP annual subscriptions Annual/annual, Annual/monthly Transaction Limit 10–2400 licenses	October 1, 2024 to 30 th June 2026	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 th 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 Refer FAQ
M365 E5 Compliance/ M365 Purview promo offer for M365 Copilot	M365 E5 Compliance/ M365 Purview	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 Refer FAQ

•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 17th 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!](#)

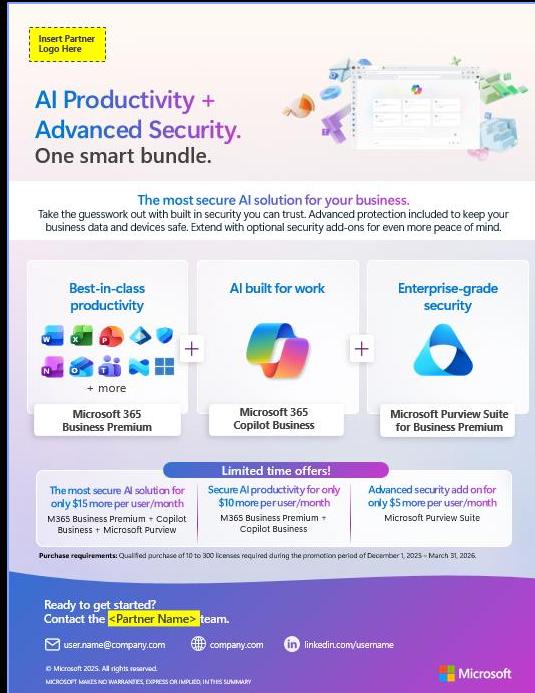


GTM Resources

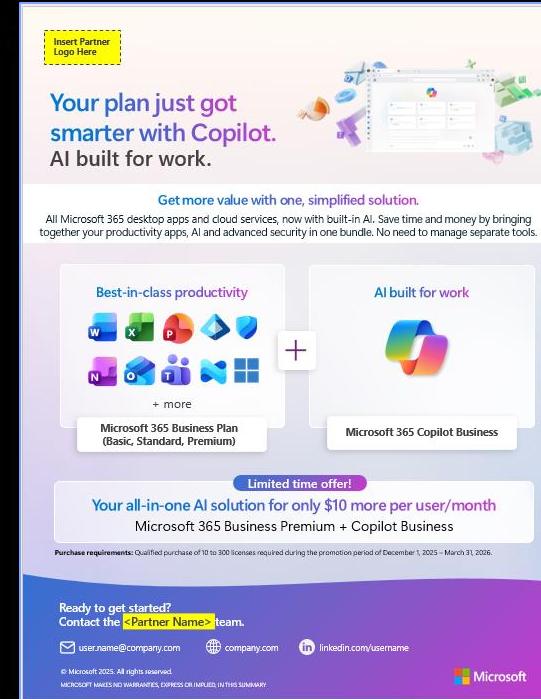
aka.ms/M365CopilotBizKit

Copilot Business Launch Kit (Partner Flyers)

To-Customer M365 Business Premium
Security Bundle



To-Customer M365 Business Standard



EDMs For Targeted Renewals

Business Standard



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



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



Partner Logo

Why Copilot What it does Choose your path Security FAQ Compare options Upgrade now

Microsoft 365 Copilot Business

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, helping you to innovate, delight customers, and grow with confidence.

Make AI the new standard for productivity. With Copilot and Microsoft 365, you maximize workflow, reduce context switching, and help every employee move faster—with greater collaboration.

- Consolidate tools into one, simplified solution
- Drive innovation, and analyze across broader apps
- Adapt AI easily with built-in security and permissions

How Copilot helps your team every day

From idea to insight, Copilot is your always-on assistant—grounded in your work data and ready to help every role move faster.

- Cut through the clutter** Draw responses and summaries from AI in seconds—say no to top of customer conversations.
- Ideas perfected** Create fine details, reviews, and polish those client proposals.
- From data to decisions** Turn spreadsheets into clear summaries and consolidate to guide decisions.
- Stay in the know** Catch up fast—pull context from files, chats, and meetings in the Copilot app.

Choose your path to AI-powered productivity

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

Microsoft 365 Copilot Business + Business Standard	Microsoft 365 Copilot Business + Business Premium	Microsoft 365 Copilot Business + Business Premium + Purview
Microsoft 365 desktop apps and cloud services, plus Copilot AI.	Microsoft 365 desktop apps and cloud services, plus Copilot AI.	Microsoft 365 desktop apps and cloud services, plus Copilot AI.
\$22.00 <small>per user/month</small>	\$32.00 <small>per user/month</small>	\$37.00 <small>per user/month</small>
<small>Offer details</small>	<small>Offer details</small>	<small>Offer details</small>
<ul style="list-style-type: none">Create faster. Use Copilot to write, rewrite, summarize, and build content across Word, Excel, PowerPoint, and OneNote, and OneDrive, with and without AI.Stay fast. The Copilot app uses chat, search, apps, and agents so you can find, create, and act faster and faster.Stay secure everywhere. Copilot uses Microsoft 365's built-in protection for data, and multi-factor sign-in to keep your data safe, secure, and in one place.	<ul style="list-style-type: none">Stronger safeguards. Use Copilot with Business Premium's advanced security and privacy features to protect your work data, projects, and AI.Automatic background. Let Copilot import meetings, draft responses, and transfers files and attachments on your team's behalf to customers.One platform, fewer versions. Consolidate tools, reduce toggling, and get built-in security to maximize your administrative time.	<ul style="list-style-type: none">AI that works where you work. Save time, reduce busy work, and focus on what matters.Data Security made simple. Planning helps you safeguard sensitive data, meet regulatory requirements, and manage risk effectively.One integrated experience. Security, compliance, and productivity—all from Microsoft.

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

Security built in—so you can scale with confidence

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