

Microsoft 365 Copilot for All – 30% Promo and 40% Targeted Promo FAQ for Partners

February 13th, 2026

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Summary

This document provides a consolidated set of frequently asked questions (FAQs) for partners regarding the launch of Microsoft 365 Copilot for All 30% and 40% promos. It covers product details, licensing, billing, promotions, incentives, compliance, and adoption guidance. Use this as your go-to resource for customer conversations and internal readiness.

On January 21, 2026, Microsoft announced a limited time offer for a very targeted set of customers to receive 40% off Microsoft 365 Copilot when purchasing at least 1,500 seats and covering 80% of Information Worker (IW) (Microsoft E3/E5, OE1/OE3/OE5) seats. This exclusive offer is designed specifically to drive Copilot adoption amongst our largest customers within the global CSP partner channel.

NEW On February 19th, 2026, Microsoft announced a second limited time offer for a broader set of customers to receive 30% off Microsoft 365 Copilot when purchasing at least 300 seats and covering 80% of Information Worker (IW) (Microsoft E3/E5, OE1/OE3/OE5) seats. Like the 40% offer, it is purpose-built to accelerate new Copilot seat growth, expand existing Copilot coverage across a customer’s organization, and provide partners a focused GTM motion to support execution at scale.

This FAQ addresses the most commonly asked questions about Copilot and this offer.

Microsoft 365 Copilot Value

What is Microsoft 365 Copilot?

Microsoft 365 Copilot is an AI-powered assistant built into the Microsoft 365 apps your customers use every day—Word, Excel, PowerPoint, Outlook, Teams, and more. It combines advanced language models (including GPT5.2) with their organization's Microsoft Graph data (emails, documents, chats, meetings) to deliver context-aware, secure assistance that speeds up work. It layers Work IQ capability to understand user context, priorities, and collaborators alongside Enterprise-grade security so that data stays within the customer's Microsoft tenant, honoring existing sensitivity labels, Data Loss Prevention (DLP), unified identity, and compliance controls required in a modern business environment.

How does Copilot work?

Microsoft 365 Copilot integrates three components:

- **Microsoft 365 Apps:** Provides in-context AI assistance across productivity tools.
- **Microsoft Graph:** Supplies secure, permissioned work content and signals.
- **Advanced AI Models:** Large language models deliver reasoning, drafting, summarization, analysis, and creative generation.

This combination produces real-time, work-grounded results while honoring organizational security and compliance.

What's the difference between Copilot Chat and Microsoft 365 Copilot?

Copilot Chat is a secure, web grounded AI chat experience included at no additional cost to all Microsoft Entra ID users with eligible Microsoft 365 subscriptions. It helps users draft, rewrite, brainstorm, and clarify concepts—using only data from submitted sources, plus publicly available web data.

Microsoft 365 Copilot, the paid add-on, goes far beyond chat. It deeply integrates across Microsoft 365 apps (Word, Excel, PowerPoint, Outlook, Teams), using your organization's Microsoft Graph data—emails, files, meetings, chats, calendars—to automatically deliver personalized, context-aware assistance.

How does Microsoft 365 Copilot deliver higher business value than Copilot Chat?

Microsoft 365 Copilot provides work grounded intelligence, meaning it understands users' actual work context—content, collaborators, priorities—allowing it to automate and accelerate real workflows. Examples include summarizing Outlook inboxes, generating presentations from internal documents, forecasting from spreadsheets, and creating meeting recaps in Teams. Copilot Chat cannot access organizational data unless pasted in manually.

What can Microsoft 365 Copilot do that Copilot Chat cannot?

Microsoft 365 Copilot unlocks capabilities not available in Chat, including:

- In app Copilot experiences in Word, Excel, PowerPoint, Outlook & Teams-app Copilot experiences in Word, Excel, PowerPoint, Outlook & Teams
- Automatic referencing of internal org content (emails, files, meeting notes)
- Meeting recaps & screen-share insights in Teams
- Advanced data analysis (formulas, visualizations, Python in Excel)
- Narrative Builder & branded slides in PowerPoint
- Inbox triage & agenda creation in Outlook
- Work grounded agent creation with full access to tenant Graph data-grounded agent creation with full access to tenant Graph data

How does Microsoft 365 Copilot improve productivity compared to Chat alone?

Microsoft 365 Copilot reduces tool switching by delivering AI directly inside the apps where work happens. It automates high value, multistep tasks—like building a presentation from multiple internal files or analyzing large datasets—resulting in measurable productivity and time savings that Chat cannot achieve on its own.

How do I position Microsoft 365 Copilot vs Copilot Chat with customers?

Partners should position Microsoft 365 Copilot as the full, work grounded AI assistant. While Copilot Chat is included at no additional cost with most Microsoft 365 subscriptions, partners can leverage it as an easy onramp that gives every user a secure, AI baseline to help new users get familiar with basic capabilities. -grounded AI assistant. While Copilot Chat is included at no additional cost with most Microsoft 365 subscriptions, partners can leverage it as an

To level up, position Microsoft 365 Copilot as the full AI productivity suite—far more advanced

than Copilot Chat. Partners should emphasize that Microsoft 365 Copilot is designed to deliver immediate ROI through automation, deep work-data integration, and work grounded intelligence. Together, they provide a scalable path—from initial exploration to full organization wide transformation.

How do data access and security differ between the two?

Both Copilot Chat and Microsoft 365 Copilot include enterprise data protection. The key difference is data access:

- **Copilot Chat** → Web grounded. Does *not* automatically access organizational data unless the user pastes it in.-grounded. Does
- **Microsoft 365 Copilot** → Work grounded. Can securely access and reason over internal M365 data (SharePoint, OneDrive, Teams, Outlook, Calendar) based on user permissions. Can securely access and reason over internal M365 data (SharePoint, OneDrive, Teams, Outlook, Calendar) based on user permissions.

What additional administrative and analytics capabilities come with Microsoft 365 Copilot?

Microsoft 365 Copilot includes:

- **Copilot Analytics** (adoption, usage, business impact)
- **Advanced management controls**, including SharePoint Advanced Management
- **Governance & compliance visibility** and provides enterprise data protection with both Microsoft 365 Copilot and Copilot Chat, but Copilot Chat does not include analytics or app level governance.

What are the best value propositions to highlight when selling Microsoft 365 Copilot?

- Reduces time spent drafting and rewriting content
- Accelerates decisions by analyzing internal docs, data, and communications
- Eliminates manual work in Outlook and Teams
- Creates high quality presentations instantly
- Automates reporting, insights, and workflow steps
- Strengthens governance with unified analytics and admin controls

Can customers mix Copilot Chat and Microsoft 365 Copilot?

Yes. Many customers license Microsoft 365 Copilot for employees who need full AI productivity capabilities, while still using Copilot Chat to provide consistent, secure AI access across the broader workforce. To qualify for this particular offer, customers must purchase at least 1500 licenses to reach an 80% coverage across their Information Worker (Microsoft E3/E5, OE1/OE3/OE5) seats.

Promotion Details & Approach

NEW What are the requirements for the 30% offer?

This limited-time promotion is designed for all CSP customers who commit to organizational Copilot deployment within their organizations. During the promotional period, which runs from February 19th, 2026, through June 30th, 2026, eligible customers will receive 30% off licenses when they purchase at least 300 annual Microsoft 365 Copilot subscriptions that cover at least 80% of their Information Worker (Microsoft E3/E5, OE1/OE3/OE5) seats with the remaining using Copilot Chat.

Existing Microsoft customers must meet the following criteria:

- **Customer Eligibility:** Offer applies to all CSP customers with qualifying Microsoft 365 subscriptions.
- **Minimum Seat Purchase:** Customers must commit to 300 or more annual Microsoft 365 Copilot licenses in a single purchase.
- **Coverage Requirement:** Customers must purchase enough licenses to reach at least 80% Copilot coverage for their total Information Worker (IW) base across their entire organization, remaining users on Copilot Chat. The IW base is defined as the total number of seats licensed with Microsoft 365 E3/E5, OE1, OE3, and OE5. Rema
- **Term & Duration:**
 - The offer provides a one-year, 30% discount on each Microsoft 365 Copilot license when purchasing 300 or more licenses and reaching at least 80% IW organization-wide Copilot coverage.
 - The promotional window runs from February 19th, 2026, through June 30th, 2026.

This promotion is intended to drive Copilot adoption who commit to organizational deployment and reach the required minimum 80% IW coverage across their entire organization.

What are the requirements for the 40% offer?

This limited-time promotion is designed for qualifying customers who commit to largescale Copilot deployment within their organizations. During the promotional period, which runs from January 20th, 2026, through June 30th, 2026, eligible customers will receive 40% off licenses when they purchase at least 1,500 annual Microsoft 365 Copilot subscriptions that cover at least 80% of their Information Worker (Microsoft E3/E5, OE1/OE3/OE5) seats with the remaining using Copilot Chat.

Existing Microsoft customers must meet the following criteria:

- **Customer Eligibility:** Offer applies to targeted customers with qualifying Microsoft 365 subscriptions.
- **Minimum Seat Purchase:** Customers must commit to 1,500 or more annual Microsoft 365 Copilot licenses in a single purchase.
- **Coverage Requirement:** Customers must purchase enough licenses to reach at least 80%

Copilot coverage for their total Information Worker (IW) base across their entire organization, remaining users on Copilot Chat. The IW base is defined as the total number of seats licensed with Microsoft 365 E3/E5, OE1, OE3, and OE5. Rema

- **Term & Duration:**
 - The offer provides a one-year, 40% discount on each Microsoft 365 Copilot license when purchasing 1,500 or more licenses and reaching at least 80% IW organization-wide Copilot coverage.
 - The promotional window runs from January 20th, 2026, through June 30th, 2026.

This promotion is intended to drive Copilot adoption who commit to large-scale deployment and reach the required minimum 80% IW coverage across their entire organization.

UPDATED What happens to my license at the end of the term?

At the end of the one year, promotion term, all licenses attached to the promotion automatically revert to the current, standard M365 Copilot pricing. For customers accepting the offer at mid-term with a commitment to extend their license for another annual term at renewal, promotional pricing will also be extended through the full term, if their renewal is during the promotional period - 40% offer January 21st, 2026 – June 30th, 2026 and 30% offer February 19th, 2026 – June 30th, 2026. At the end of the new one-year term, all licenses will automatically revert to standard pricing.

UPDATED How many times can my customer leverage this offer?

For eligible customers with a renewal coming up during the promotion period, they may accept the offer midterm to benefit from the promotional pricing through the end of their current term and extend the same promotional pricing into the next 12 months when they commit to an annual M365 Copilot subscription. This allows customers to have flexibility during the promotional period: Once now—for the remainder of their current term, and again at renewal—for an additional 12 months.

NEW Which customers should I target with the 30% offer?

The target audience for this offer is Microsoft 365 customers with at least 300 available Microsoft 365 Copilot licenses that can reach at least 80% paid M365 Copilot coverage across their total Information Worker (IW) base. The IW base is defined as the total number of seats licensed with Microsoft 365 E3/E5, OE1, OE3, and OE5.

Which customers should I target with the 40% offer?

The target audience for this offer is Microsoft 365 customers with at least 1,500 available

Microsoft 365 Copilot licenses that can reach at least 80% paid M365 Copilot coverage across their total Information Worker (IW) base. The IW base is defined as the total number of seats licensed with Microsoft 365 E3/E5, OE1, OE3, and OE5. If your customer is not listed as an eligible customer, make sure to receive approval via exception process before proposing the offer to customers/partners.

Licensing & Eligibility

NEW Who is eligible for this 30% promotion?

This promotion is available to new and existing Microsoft 365 Copilot customers who have a [qualifying subscription](#), globally. This offer is available to all CSP customers who have 300+ eligible Information Worker seats (Microsoft 365 E3/E5, OE1, OE3, and OE5) and a minimum 300-seat Microsoft 365 Copilot opportunity purchased through CSP. To qualify, customers must also commit to deploying Microsoft 365 Copilot to at least 80% of their eligible Information Worker base.

UPDATED Who is eligible for this 40% targeted promotion?

This promotion is available to new and existing Microsoft 365 Copilot customers who have a [qualifying subscription](#), globally. This offer is focused on a very select set of customers who have 1,500+ eligible Information Worker seats (Microsoft 365 E3/E5, OE1, OE3, and OE5) and a minimum 1,500-seat Microsoft 365 Copilot opportunity purchased through CSP. To qualify, customers must also commit to deploying Microsoft 365 Copilot to at least 80% of their eligible Information Worker base.

UPDATED How do I know if my organization is eligible for these promotions?

Organizations can assess eligibility by reviewing their total number of eligible Information Worker seats—specifically Microsoft 365 E3, E5, OE1, OE3, and OE5—and comparing this to their existing Microsoft 365 Copilot licenses. To qualify, the organization must meet the minimum threshold of 300 net-new Microsoft 365 Copilot seats for the 30% promotion or 1,500 net new Microsoft 365 Copilot seats for the 40% promotion relative to their current Copilot deployment. This comparison helps determine whether the organization satisfies the promotion's eligibility requirements and can proceed with the offer.

UPDATED How do I verify a customer's eligibility for the 40% promotion?

Microsoft has prequalified and enabled a defined set of customers based on their current Information Worker seat installed base who are eligible to purchase a minimum of 1,500 M365 Copilot seats. Select partners will receive a direct customer targeting list from Microsoft via email and others will receive a Partner Center notification.

For customers who meet the eligibility requirements but are not yet enabled or confirmed if enabled, please reach out to your primary Microsoft point of contact to request offer enablement. Once the request has been received, reviewed, and confirmed eligible, it may take up to 10-40 days to fully onboard before it's available in Partner Center to transact.

Does the promo apply to my Microsoft 365 Copilot renewals?

Yes, the promotion applies to both net new Microsoft 365 Copilot seats and eligible renewal transactions. The offer can be used when renewing existing Copilot licenses as well as when adding new Copilot seats, provided the transactions meet the promotions eligibility and coverage requirements while the promotion is active.

UPDATED If I have an existing Microsoft 365 Copilot customer, can I add new licenses with the 30% or 40% discount?

Yes. Existing Microsoft 365 Copilot customers are eligible to add additional Copilot licenses at the 30% or 40% discounted rate, provided they meet the promotional requirements.

What happens if an eligible customer needs more seats during the promotional period after they've already purchased?

After the customer meets the initial purchase requirement and achieves at least 80% Information Worker coverage with paid Microsoft 365 Copilot licenses, they can add any number of additional Copilot seats at any time during the promotional period. All additional Copilot seats purchased during the promotion receive the same promotional pricing terms.

UPDATED I may have a customer eligibility exception for the 40% promotion. What do I do?

For customers who meet the 40% eligibility requirements but are not yet enabled, please reach out to your primary Microsoft point of contact to request the promotion enablement. Once the request has been received, reviewed, and confirmed eligible, it may take up to 14 days to fully onboard before it's available in Partner Center to transact.

I have 2 customers who have 1,500+ Copilot whitespace. One customer is auto enabled at launch for the 40% promo and the other one is not. What is the criteria for eligibility selection?

Microsoft prequalified and enabled a defined set of customers for the promotion based primarily on their existing Information Worker (IW) seat base. While both customers may have 1,500+ Copilot whitespace, their total IW installed base may differ in size and composition. Eligibility is determined by Microsoft using these IW signals to support targeted Copilot adoption and coverage acceleration. As a result, not all customers with a minimum 1,500 Copilot whitespace were auto enabled at launch.

***NEW* Can all tenants under a Top Partner ID (TPID) be enabled if one tenant qualifies for the 40% promo?**

No, enablement is determined at the tenant level and each tenant under a TPID must independently meet the eligibility criteria to be enabled.

***UPDATED* Does exact 30% and 40% apply to localized pricing outside of US dollar?**

Yes. Both the 30% and 40% promotional discount is applied to the local list price in each market.

***UPDATED* If I am an enterprise customer, am I eligible for this promotion?**

Yes, enterprise customers are eligible for the promotions if they purchase the M365 Copilot licenses through the Cloud Solution Provider (CSP) program and meet all other stated eligibility requirements for the offers.

***NEW* Are non-profit SKU eligible for these promotions?**

No. Non-profit SKUs are not eligible for this promotion.

Purchase Channels & How to Buy

***UPDATED* Which channel do I use to activate these promotions?**

These promotions are available through the CSP new commerce platform only.

UPDATED What are the Promotion IDs for these promotions?

30% Promotion ID for this offer is 39NFJQT143T3

40% Promotion ID for this offer is 39NFJQT13QLH

What are the billing terms available?

The promotional offers are only available with annual billing terms; Annual/Annual and Annual/Monthly

What geographies are the promotions available in?

The promotional discounts are available globally to qualifying customers.

How are channel incentives calculated with these promos?

Channel incentives for the promotions are calculated the same way as they are today for the existing M365 Copilot \$30 SKU.

Resources

Partner Center: <https://partner.microsoft.com/>

Copilot for All Launch Kit: <https://aka.ms/CopilotForAllPromoKit>

Promo Readiness Guide: <https://aka.ms/PromoReadinessGuide> (available Feb 2, 2026)