



Unlocking the Copilot Partner Opportunity

AI transformation drives business outcomes



**General employee
productivity**



**Process improvement:
growth + cost reduction**



**New products
and experiences**

Agentic AI is driving the next wave of business transformation

\$47.1B

By 2030

The AI agent market will grow from \$5.1B in 2024.

33%

By 2030

Enterprise software applications will include agentic AI, up from less than 1% in 2024.

>15%

By 2030

Day-to-day work decisions will be made autonomously through agentic AI, up from 0% in 2024.

The business case for investing in AI

For every **\$1** a company invests in generative AI, the return on investment is **\$3.7x**.



A detailed architectural sketch of a modern building complex. The sketch is rendered in a light blue/purple tone. It shows a large, multi-story building with a complex, angular facade and a series of terraces. In the foreground, there is a large, open plaza with several groups of people walking. The overall style is that of a conceptual architectural drawing, with visible lines and shading. The text "The Frontier Firm" is overlaid on the center of the image in a bold, sans-serif font. The word "The" is red, and "Frontier Firm" is blue.

The Frontier Firm

Becoming Frontier


Success framework



Enrich
employee
experiences



Reinvent
customer
engagement



Reshape
business
processes



Bend the
curve on
innovation

AI First Differentiation



Agents

+



Copilot

+



Human ambition

Becoming Frontier

Success framework

Enrich employee experiences

Reinvent customer engagement

Reshape business processes

Bend the curve on innovation



Approach

 AI Business Solutions

 Cloud & AI Platforms

 Security

Become a Frontier Partner

Announcing

Frontier Partner

Recognizing AI trailblazers shaping the frontier of innovation

Qualifications

Earn Designations



AI Business Solutions



Cloud & AI Platforms



Security

Earn Specializations



Copilot



Build AI Apps, AI Platform, or Accelerate Developer Productivity



Data Security



AI Built for Work

AI Built for Work

Love



**Microsoft 365
Copilot**

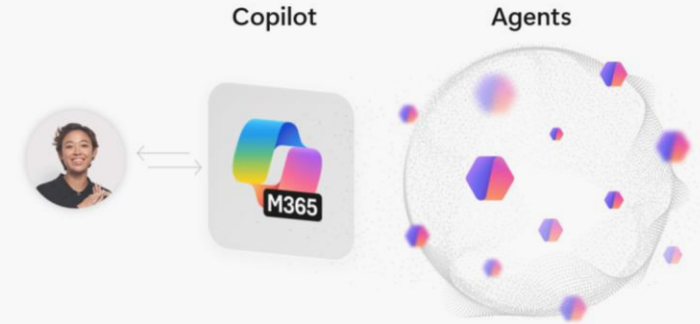
We're building Copilot to be a product people love to use every day

Work IQ



Work IQ is the intelligence layer that enables Copilot to know you, your job, your company

Copilot + Agents



Copilot is the best way to put agents to work for you

Why Microsoft 365 Copilot?



Microsoft 365 Copilot

- 1 Consistent UI for AI
- 2 Integrated in the tools millions use every day
- 3 Platform for agents and extensibility
- 4 Enterprise-grade security, privacy, and compliance
- 5 Flexible purchasing and deployment options
- 6 Measure AI impact and business value

What sets Microsoft 365 Copilot apart?

1

Personalized AI-first productivity app

M365 Copilot app connects to web, work, and business data and brings together chat, search, apps, and agents

2

AI integrated in the tools millions use every day

Copilot in Chat, Teams, Outlook, PowerPoint, Excel, and Word, including personalization and voice

3

AI Search

New AI-powered search integrated with chat and 80+ connectors so you can quickly find disparate information across your organization

4

Advanced Reasoning work agents

Researcher and Analyst agents with advanced reasoning over web, work, and business data act as virtual employees

5

Platform for agents

Extend Copilot with a broad set of pre-built agents or create your own with Copilot Studio, all available in the Agent Store

6

Copilot Control System

Robust security, management, measurement, and reporting for Copilot + Agents

Copilot Business: SMB Opportunity

Small and medium businesses struggle to find the time, innovation, and data to grow



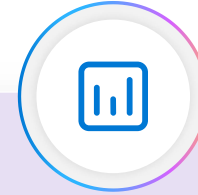
71%

lack energy to get day-to-day work done, and more than half need more focus time & 67% struggle with being innovative or thinking strategically



40%

of buyers prefer to interact via chat or phone¹ which is transforming customer service



61%

believe they spend too much time searching for the right data or information when they need it

Source: Microsoft. [2024 Work Trend Index Annual Report](#). May 2024.

¹ <https://www.forbes.com/sites/melissahouston/2024/02/12/what-you-need-to-prioritize-when-you-are-a-small-business-owner/>

IDC, Business Value of AI Study, Aug 2023.

This is our moment

Lead AI transformation when you empower your customers to



Drive growth



Manage costs



Deliver value

The largest untapped market for AI productivity

Small and medium businesses represent the largest untapped market for AI-powered productivity.

Momentum is building fast: many SMBs are already experimenting with generative AI through consumer tools, but they need trusted solutions that are secure, integrated, and designed for business.

Unlocking the opportunity:

The moment has come **to redefine what productivity means for SMBs**. AI can no longer be seen as a luxury or a “nice to have”—it must become the new standard

for businesses that want to compete, grow, and thrive.

This is more than a technology shift; it’s a transformation in how work gets done. With **Microsoft 365 Copilot Business** and our new **Microsoft 365 Copilot Business Bundles**, you have the power to help customers embrace this future and unlock outcomes that truly matter—greater efficiency, smarter decision-making, and accelerated growth.

80% of SMB users are bringing their own AI tools to work¹

¹Data sourced from 2024 Work Trend Index Annual Report 26 from Microsoft and LinkedIn



A copilot for every user

AI-powered productivity isn't one-size-fits-all—every SMB needs solutions that meet them where they are. Our vision is simple yet bold: to put a Copilot in the hands of every user, transforming how work gets done.

Microsoft 365 Copilot Chat is available at no cost and provides web-grounded AI assistance. It's the perfect entry point for SMBs to experience the value of AI in everyday tasks—research, drafting, and quick answers—without complexity or additional investment.

For SMBs ready to take AI productivity to the next level, **Microsoft 365 Copilot Business** brings generative AI directly into the Microsoft 365 apps they use every day—Word, Excel, Outlook, and more.

Built to scale up to 300 employees and those on Microsoft 365 Business plans, Copilot Business delivers the same powerful features and capabilities as Microsoft 365 Copilot—at a 30% savings. This makes enterprise-grade AI accessible to SMBs, enabling them to do more with less and compete at a whole new level.

Together, Copilot Chat and Copilot Business create a clear, affordable path for SMBs to adopt. This is how we make AI-powered productivity the new standard for every business.

[→ View feature comparison](#)

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

New! Microsoft 365 Copilot Business

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
- Enterprise-grade security, privacy, and compliance

\$31.40 per user/month

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.



Microsoft 365 Copilot Business

AI built for work

\$31.40

(up to 300 seats)

Copilot Chat

- Secure web-grounded AI chat & agents
- AI-powered Create (standard access¹, limited functionality)
- Reason over open files in Microsoft 365 apps²
- Pay as you go custom agents grounded in your data
- GPT-5 Standard access¹



Chat

- Work-grounded
- AI-powered Search
- AI-powered Notebooks
- AI-powered Create (priority access¹, full functionality)
- GPT-5 Priority access¹

Copilot in Microsoft 365 apps

Advanced skills and in-app editing

Comprehensive agent access

- Pre-built Microsoft agents
- Analyst & Researcher advanced reasoning agents
- Custom agents grounded in your data³

Advanced Mgmt. & Analytics

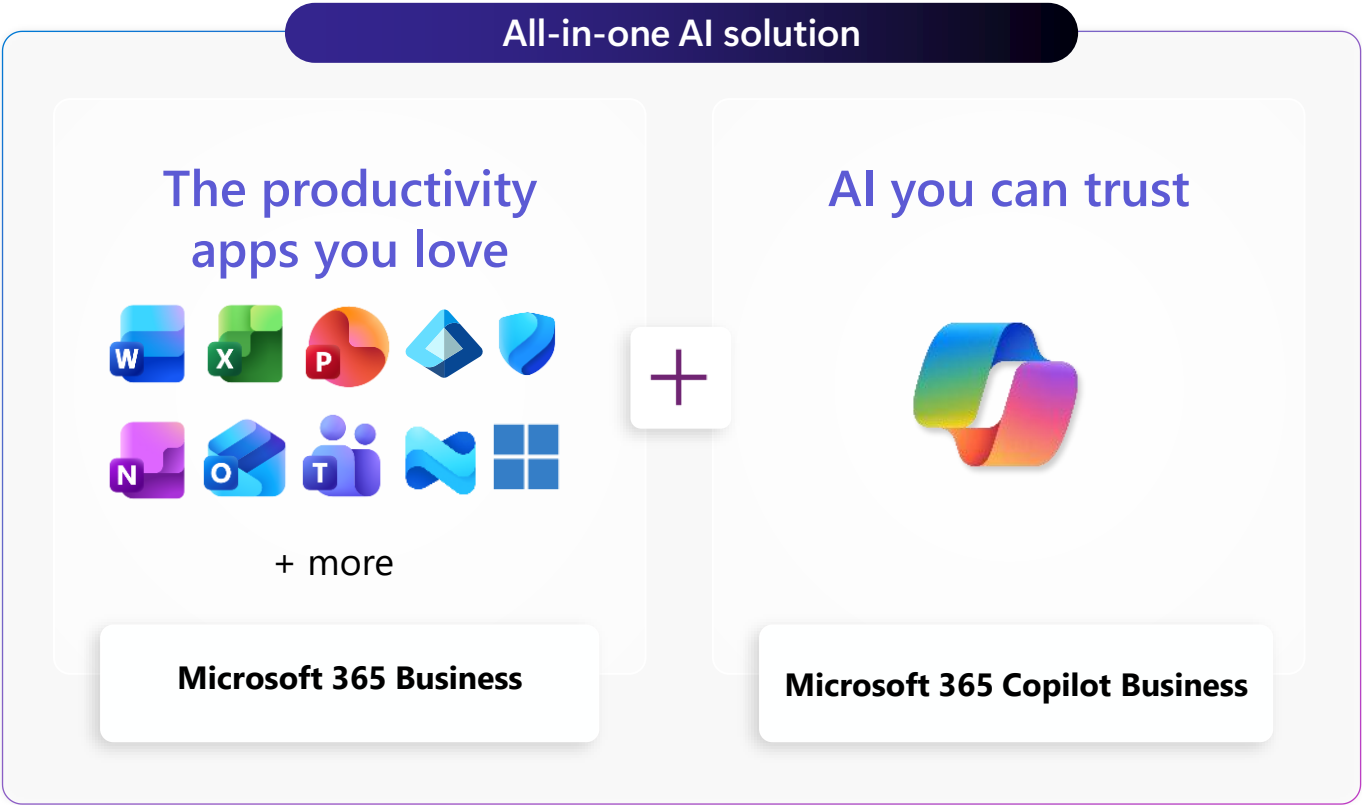
¹ Learn about standard and priority access [here](#). ² Available in Word, Excel, PowerPoint, Outlook, and OneNote. ³ Applies to assistive agents built by you on the Microsoft 365 Copilot agent platform deployed on Microsoft 365 surfaces

The all-in-one AI productivity solution

- With Copilot Business, we have the chance to make AI-powered productivity the new standard for SMBs—not an add-on.
- To simplify adoption, we're bundling Copilot Business with qualifying Microsoft 365 Business plans, creating an all-in-one solution that feels natural and effortless.
- Instead of positioning Copilot as a standalone SKU, make it part of the core productivity experience—helping customers see AI as essential to how they work.
- These convenient bundles will be available in multiple configurations, with and without Teams.

- ✓ Business Basic + Copilot Business
- ✓ Business Standard + Copilot Business
- ✓ Business Premium + Copilot Business

[→ Compare Copilot Plans](#)



How to position Microsoft 365 Copilot Business



Get more value with one, simplified solution

Copilot is integrated into your existing productivity tools, so you don't have to navigate across separate AI experiences.

- **Single solution:** One AI solution that works across your business and is included with your Microsoft 365 Business plan
- **Connected experience:** Copilot works across familiar apps like Teams, Outlook, Word, Excel and PowerPoint, no context-switching required
- **Unified interface:** The Copilot app unifies chat, search, apps and agents in a single, easy-to-navigate experience



Run your business with confidence

Copilot provides relevant, personalized assistance, so you can make faster, more informed decisions.

- **Relevant context:** Copilot is grounded on your work data across calendars, emails, chats, documents and meetings to improve relevance and accuracy
- **Ability to customize:** Add your own data and build your own custom agents with minimal coding experience required
- **Role-based solutions:** Get tailored AI experiences across various roles like Sales, HR, and Marketing



Built-in security you can trust

Your data stays safe with Microsoft's trusted security, privacy, and compliance controls to give you peace of mind as your business grows.

- **Protect sensitive data:** Copilot follows your existing security, privacy, and compliance settings
- **Allow your data to stay with you:** Only surfaces what users have permission to access; never used to train foundation models
- **Adopt AI safely:** Reduce oversharing and keep your business data governed and protected

Positioning Microsoft 365 and Copilot Business bundles

→ Top level positioning

This new Microsoft 365 Copilot Business bundle offers combine **best-in-class productivity tools with AI built for work**, so you get familiar Microsoft 365 apps—Word, Excel, Outlook, and more—plus intelligent assistance that helps you work smarter, faster, and more creatively.

Business Basic + Copilot Business

Essential web-based productivity tools and AI in one simple bundle.

- **Do more with less switching.** Copilot can draft emails, summarize chats, and create content without having to manage multiple AI tools.
- **Web access.** Chat with Copilot directly in your web browser across any device for easy access.
- **Built-in security.** Copilot runs in Microsoft's secure cloud, so your prompts and answers stay protected.

Business Standard + Copilot Business

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

- **Create faster.** Use Copilot to write, rewrite, summarize, and build content across Word, Excel, PowerPoint, Outlook, and Teams
- **Keep work flowing.** The Copilot app unifies chat, search, apps, and agents so teams 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 online and in app.

Business Premium + Copilot Business

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

- **Stronger safeguards.** Pair Copilot with Business Premium's advanced security and device management so sensitive work stays protected.
- **Automate busywork.** Let Copilot recap meetings, draft responses, and transform files into usable outputs, so your team can focus on customers.
- **One platform, fewer vendors.** Consolidate tools, reduce toggling, and get built-in security to minimize your administrative load.

GTM Activation

Tapping into the immediate growth opportunity

Turn every renewal into an AI upgrade

- Enhanced Security, with an AI productivity upgrade
- Same great plan, with an AI productivity upgrade

Renewal Motion: With our largest renewal wave approaching, you can turn routine renewals into secure AI upgrades by leading with bundle offers priced to win.

Drive mid-term AI attach and expansion

- Expand AI productivity to every user
- Get started with Copilot for less

Mid-Term Motion: For customers not up for renewal, there's still a strong opportunity to drive AI adoption. Lead with the Copilot Business Standalone offer.

Enhanced Security, with an AI productivity upgrade

Security isn't optional—it's essential. That's why our hero motion combines advanced protection with AI-powered productivity in one comprehensive solution. These upgrade paths make it simple and cost-effective to deliver unmatched security and intelligence.

By upgrading customers to Business Premium with Copilot and Purview Suite, you deliver the most secure AI experience available—protecting sensitive data while unlocking intelligent workflows. Lead with security as the differentiator and show customers why this is the smartest way forward.

The most secure
AI solution for
your business

M365 Business Standard



Business Premium + Copilot and Purview



Renewal
Hook

“Secure your business and supercharge productivity with AI for just \$30 more per user/month. Add enhanced security and compliance for only \$7 extra.”

M365 Business Premium



Business Premium + Copilot and Purview



Renewal
Hook

AI-powered productivity & advanced security in one comprehensive solution. Upgrade now for a smarter, more secure way to work. Just \$22.5 more per user/month”

Drive mid-term AI attach and expansion

For customers not up for renewal, there's still a strong opportunity to drive AI adoption. Lead with the Copilot Business Standalone offer, now available at 40% off previous pricing (i.e. \$30 user/month), to help existing Copilot customers expand Copilot to more users across their organization.

For customers just starting their AI journey, the standalone offer is the perfect entry point. Begin with 3–5 users to build confidence, demonstrate value, and create momentum ahead of their renewal—making future expansion seamless and cost-effective.

The all-in-one AI
solution for your
growing business

M365 Business Suites with Copilot



Expand with M365 Copilot Business



Mid-term
Hook

You've proven the value—now maximize it. Expand Copilot to more users at new, lower pricing – 40% less than before.

M365 Business Suites w/o Copilot



Attach M365 Copilot Business



Mid-term
Hook

Start your AI journey today—add Copilot for only \$18 per user/month

MARKETING ACTIVATION

Microsoft 365 Copilot Business Marketing

Launch kit assets



GTM playbook



Promotional flyers and handouts



Pitch decks



Sales enablement email OFTs



Website template



Social Ads



Product FAQs



To-customer email OFTs



[Download Launch Kit](#)

**Earn more with
Copilot**

It pays to be a Microsoft CSP partner



Margin*

Receive potential margin based on partner eligibility type



Product-specific accelerators (core and strategic)

Capture payments based on billed revenue or a percentage of transacted revenue from the sale of specific products



New customer accelerators

Claim rewards for driving sales through the new commerce CSP experience

Managed services

Gain the benefits of a long-term investment in your customers' operations by providing premium quality managed services

*Disclaimer: Margins may differ based on partner eligibility type. Microsoft has no control regarding margins provided to indirect resellers from indirect providers. Refer to your partner for accurate margin numbers.

Earn more and increase stickiness

	M365 Copilot Business	Business Basic + Copilot	Business Std + Copilot	Business Prem + Copilot
Margin	7%	7%	7%	7%
Total Incentive	18.25%	14.25%	14.25%	14.25%
Incentive Base rate	3.75%	3.75%	3.75%	3.75%
Global Strategic Product Accelerator	7%	3%	3%	3%
Growth accelerator	7.5%	7.5%	7.5%	7.5%

Agentic Opportunity

The opportunity for agents is growing quickly

40%

of enterprise apps will
feature task-specific AI
agents by 2026

≥15%

of day-to-day work
decisions will be made
autonomously through
agentic AI by 2028

1.3B

AI agents expected to be
in circulation globally by
2028, driving
automation and new
business models across
industries

Gartner® 2025 Top Strategic Technology Trends E-Book, Gene Alvarez and Tom Coshow, 2024, [emt.gartnerweb.com/ngw/globalassets/en/information-technology/documents/trends/2025-top-tech-trends-ebook.pdf](https://www.gartner.com/en/information-technology/documents/trends/2025-top-tech-trends-ebook.pdf).

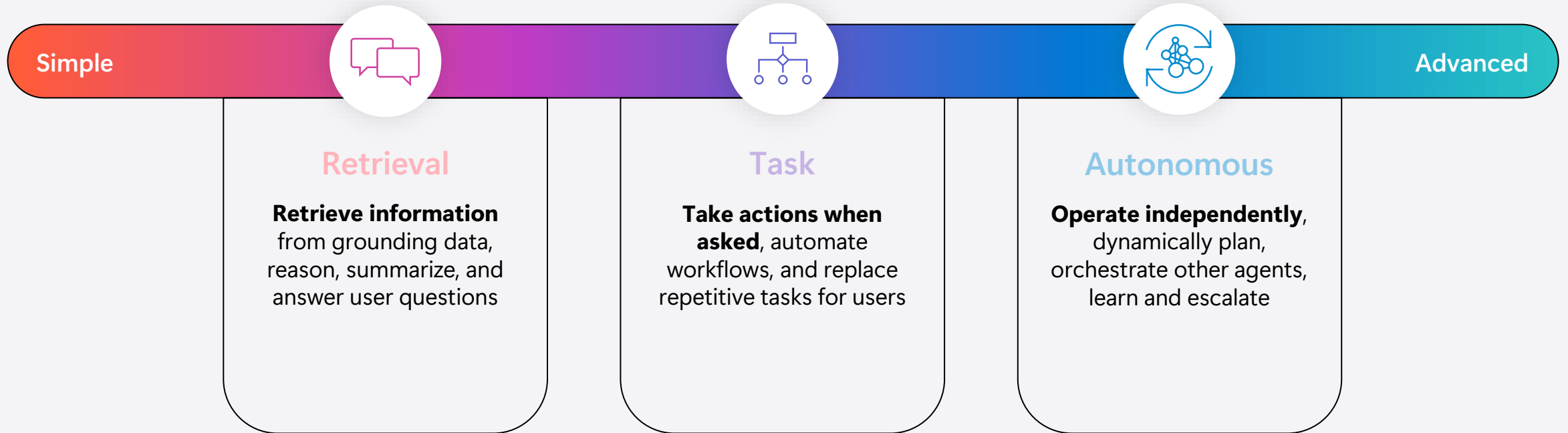
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[Gartner Predicts 40% of Enterprise Apps Will Feature Task-Specific AI Agents by 2026. Up from Less Than 5% in 2025](#)

IDC Info Snapshot, sponsored by Microsoft, 1.3 Billion AI Agents by 2028, May 2025 #US53361825

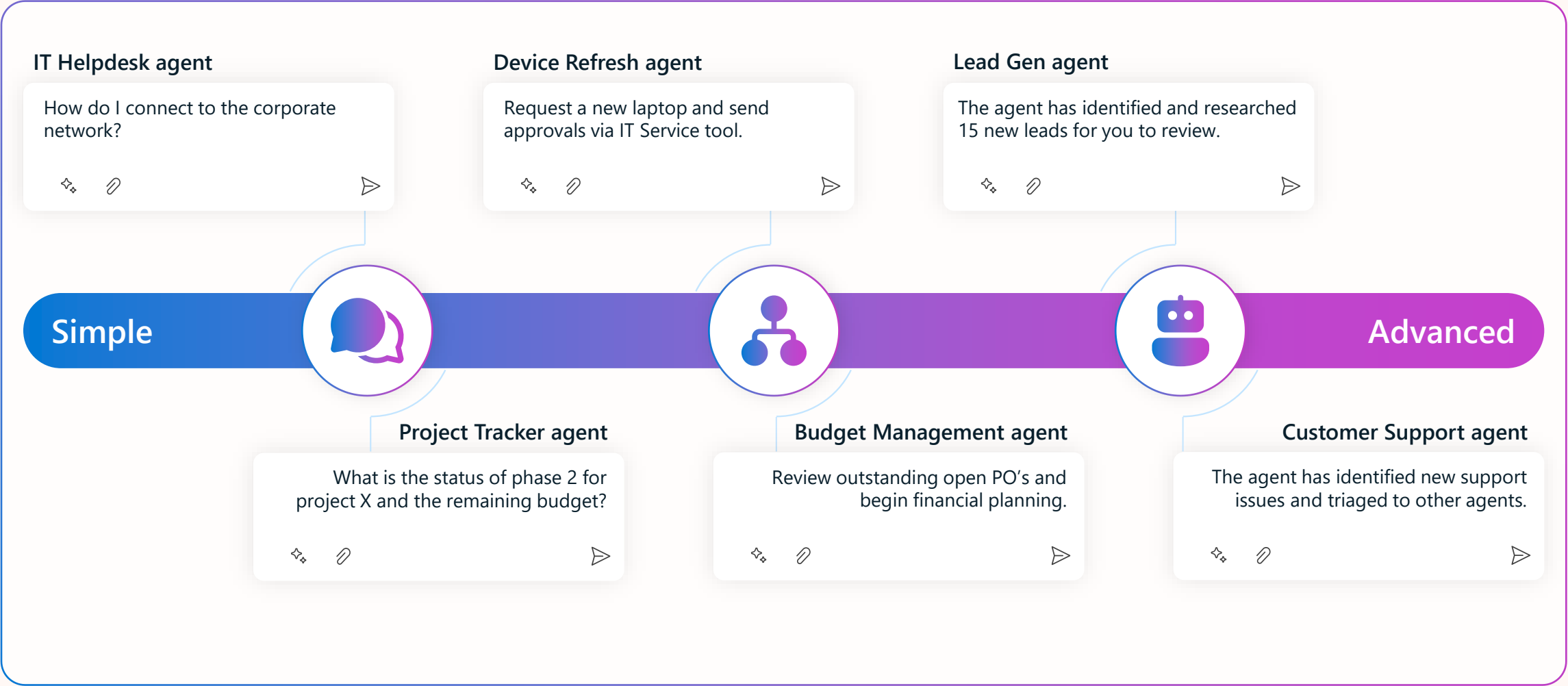
What is an agent?

An AI-powered assistant that can independently *act* and *interact* in a dynamic world to perform tasks and make decisions



← Agents vary complexity and capabilities depending on your need →

Explore a continuum of solutions



Key agent use cases

Enable your
customers first
use cases

Departmental

Sales and customer service

Example:

What is your return policy?



Customers can return products within 2 weeks



Did that help answer your question?

Enter your message



Company wide

HR and IT

Example:

What is our policy for taking time off?



Employees get 20 vacation days annually



Besides vacation days, employees also get 5 sick days

Enter your message



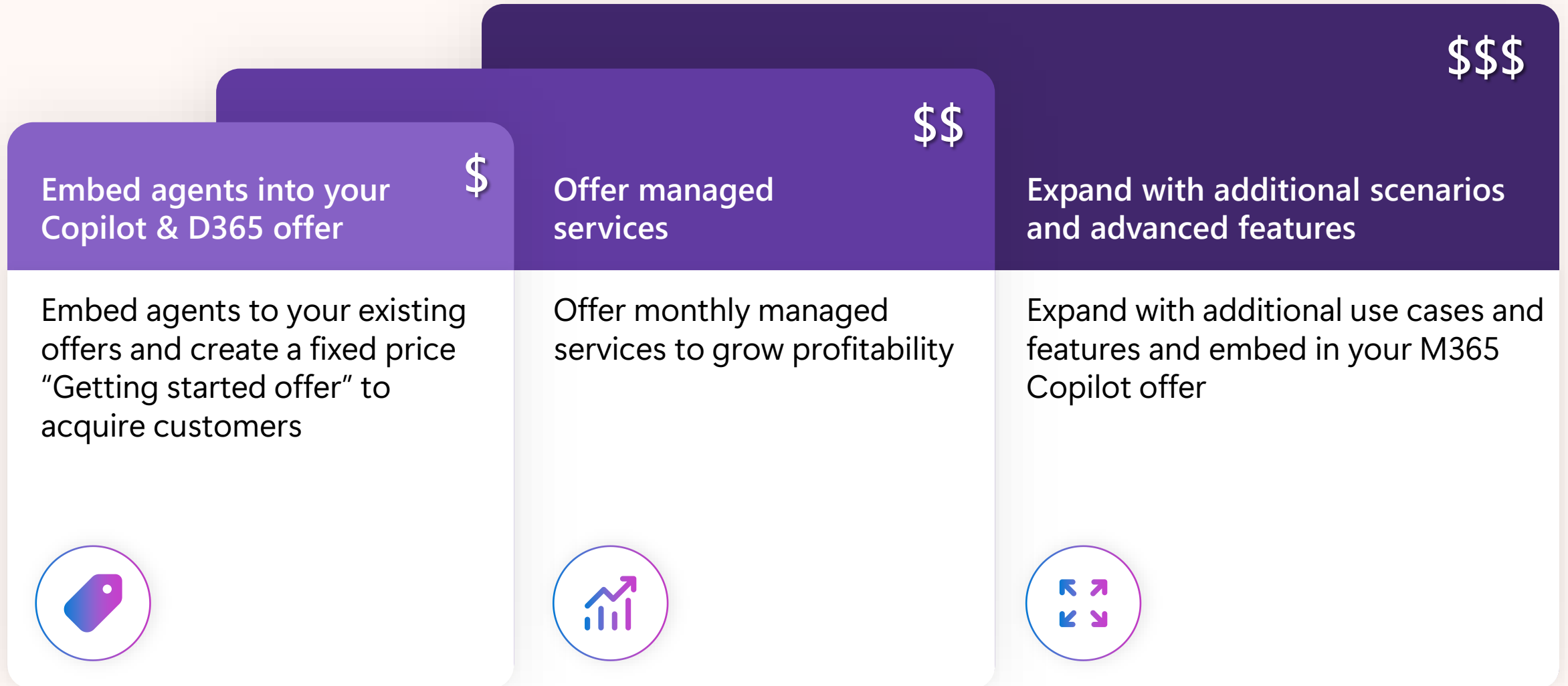
Agents partner and customer adoption journey

	Step 1	Step 2	Step 3
Customer	Get started with pre-built and simple agents	Expand with simple use cases across key functions	Reinvent processes with advanced agent features
Partner	Drive usage of pre-built agents like Researcher & Analyst, and enable users to build their own with Agent Builder	Partner sells select simple Q&A agent offers (sales, marketing, HR, ticket resolution, customer service)	Partner builds and implements advanced agents to transform business processes including automation and governance
Example	<i>Example: Users use researcher and analyst in Copilot, and boost personal productivity with agents in Agent Builder</i>	<i>Example: Company wide HR self service agent that reduces HR tickets and allows employees to self serve</i>	<i>Example: Field service agent for quality control to automatically update and ship quality-controlled items</i>

Partner opportunity with Agents



How to monetize your agent GTM and services



Expand with additional scenarios and advanced features

Enable additional agent customer use cases and expand with advanced features

01 Identify additional use cases

Identify additional opportunities to reinvent business processes with agents

02 Incorporate advanced features

Build agents leveraging advanced features like Agent Flows and deep reasoning

03 Expand managed services offer

Expand managed services to include governance of multiple agents

The path to monetizing Copilot Chat

- **Did you know? Copilot Chat** is **now** embedded across Microsoft 365 apps—Word, Excel, PowerPoint, Outlook, Teams—giving users a taste of AI in their flow of work and making every user monetizable.

The Reality

1

Most customers **don't realize they are already AI-enabled** by default and their users have access to Copilot Chat at no cost

2

Users are **organically discovering Copilot Chat**, and exploring its capabilities, but most don't use it to its full potential.

3

As **Copilot Chat is used habitually, it becomes stickier**, driving a growing demand for greater convenience and advanced capabilities

Your Opportunity

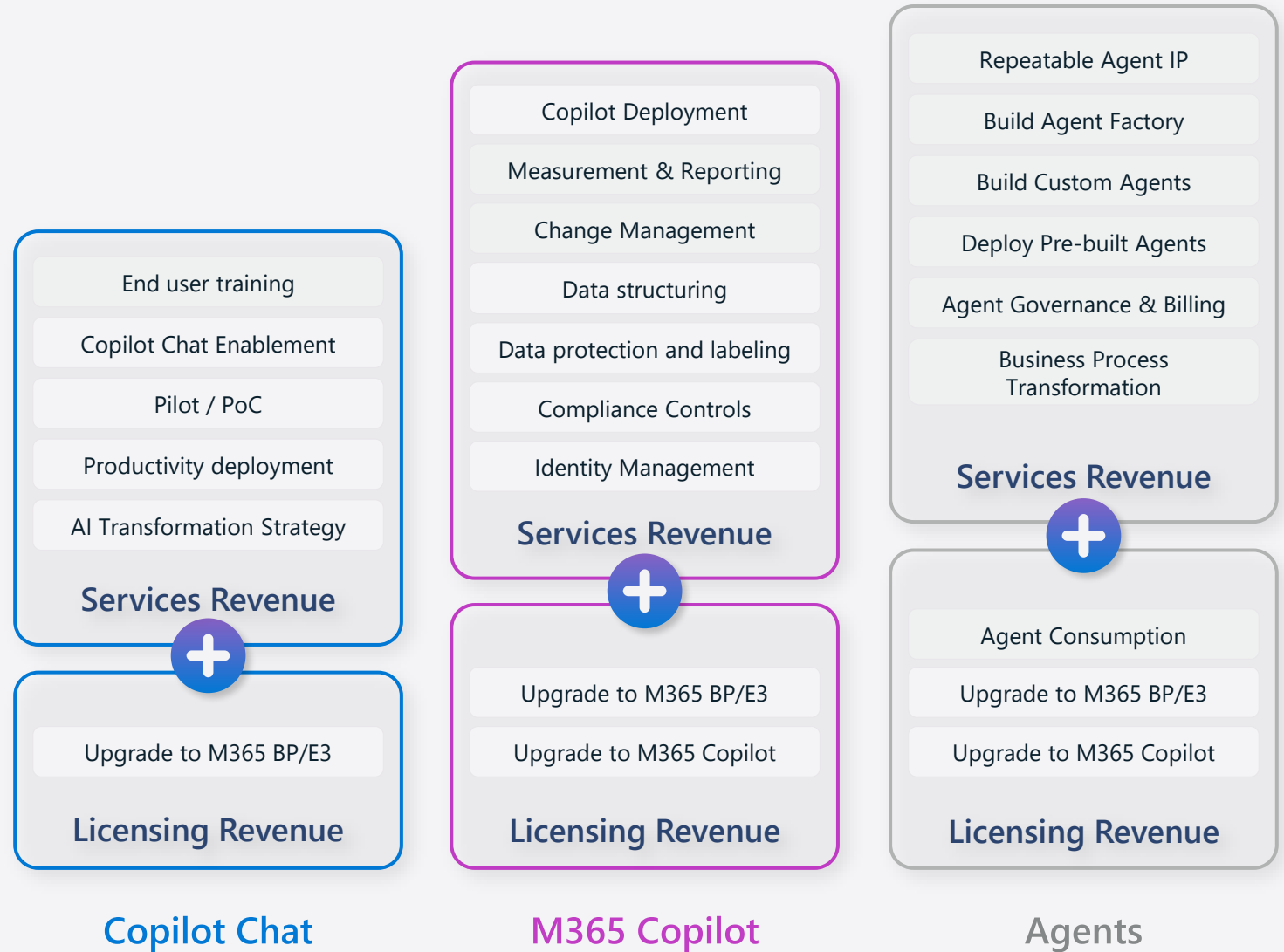
Work alongside customers to unlock AI chat benefits by enabling Copilot Chat and addressing IT blockers

Use Copilot Chat usage analytics to identify adoption gaps and position end-user training to help teams move from AI-enabled to AI-empowered.

Identify customers showing strong usage of Copilot Chat to position their opportunity to upgrade to Microsoft 365 Copilot.

Chat to Agents: The Monetization Opportunity

New Opportunity / New Skills Required



Copilot + Agent partner opportunity uplift

AI revenue uplift (all users)

Services and solutions¹

\$26.10

user/month

Microsoft 365 Copilot users

CSP margin and incentives²

\$6

user/month

2025 study findings¹

- ✓ **152%** increase in direct AI revenue YoY
- ✓ **72%** growth in AI advisory services
- ✓ Solution dev revenue growing fastest driven by agents
- ✓ **48%** Services attach rate on average

"Across all solution areas, our AI business has grown twice as fast as everything else."
— Microsoft partner



Copilot services

AI Advisory

*Deployment + Security
& Governance*

*Adoption & Change
Management*

Build & Manage Agents

1) The Impact of AI On Microsoft Modern Work Partner Revenue. Source: 2025 Modern Work Partner Total Economic Impact™ study, a commissioned study conducted by Forrester Consulting on behalf of Microsoft
2) Based on Microsoft CSP price list and incentives as of June, 2025



Build your Copilot & Agents Practice

Empower every user with a Copilot and every business process with an agent

Microsoft 365 Copilot Chat

Acquire new customers and drive organization wide AI adoption with M365 Copilot customers

Microsoft 365 Copilot

Acquire new customers and drive continuous upsell from Copilot Chat



Agents

Acquire and attach to new and existing customers

Microsoft 365 Copilot opens opportunities for service attach from planning, to deployment, to usage



Microsoft Copilot



Get AI-ready services

Data structuring and protection
Foundational productivity deployment
AI readiness evaluation



Deployment and development services

M365 Copilot + Copilot Chat deployment
Agent development
Agent implementation



Ongoing, managed services, adoption, extensions

User adoption and training
Ongoing managed services

Securing your AI Transformation



80%

of leaders cited
leakage of sensitive
data as their main concern

Data oversharing and leakage

88%

of organizations are
concerned about indirect
prompt injection attacks

Emerging AI threats and vulnerabilities

55%

of leaders lack understanding
of how AI is and will be regulated
and are seeking guidance

Regulatory compliance

Securing Copilot

Secure and govern Copilot with Microsoft Security



Security



Compliance



Privacy



Responsible AI



Secure access

Manage organization-wide search

Restrict or block risky access

Control the use of Copilot on devices



Protect sensitive data

Protect access to sensitive data in Copilot interactions

Keep confidential information within your business

Understand user activities and detect risky access to Copilot



Govern Copilot usage

Retain and log Copilot interactions

Find information on Copilot interactions

Manage cases and apply legal hold

Activate the power of Copilot with customers

1

Position Wall-to-Wall
Copilot coverage for
all users

2

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

3

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

4

Land **business value**
and **ROI** with healthy
usage

5

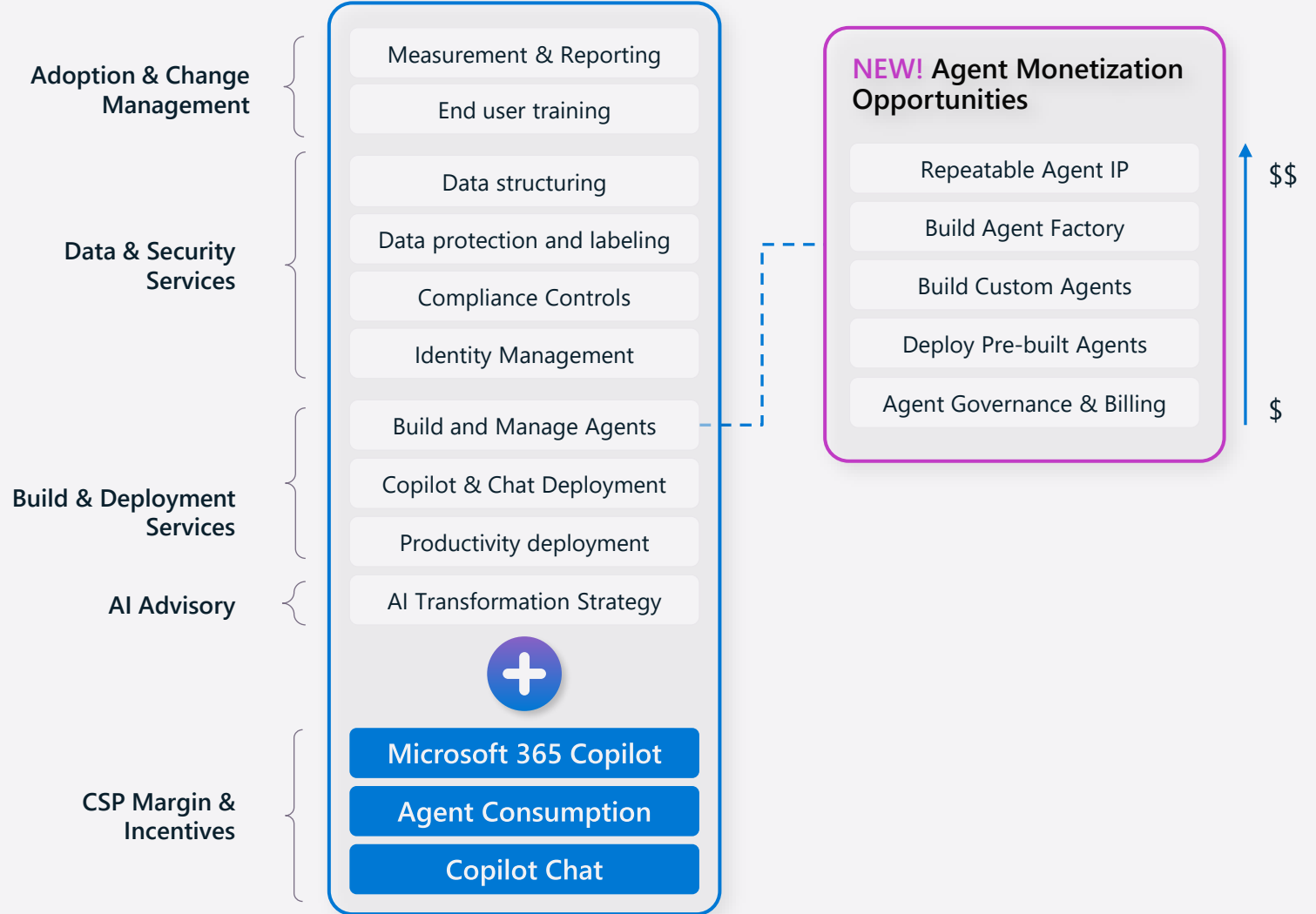
Align with Microsoft
sellers to drive **upsell**
and conversion

Immersion

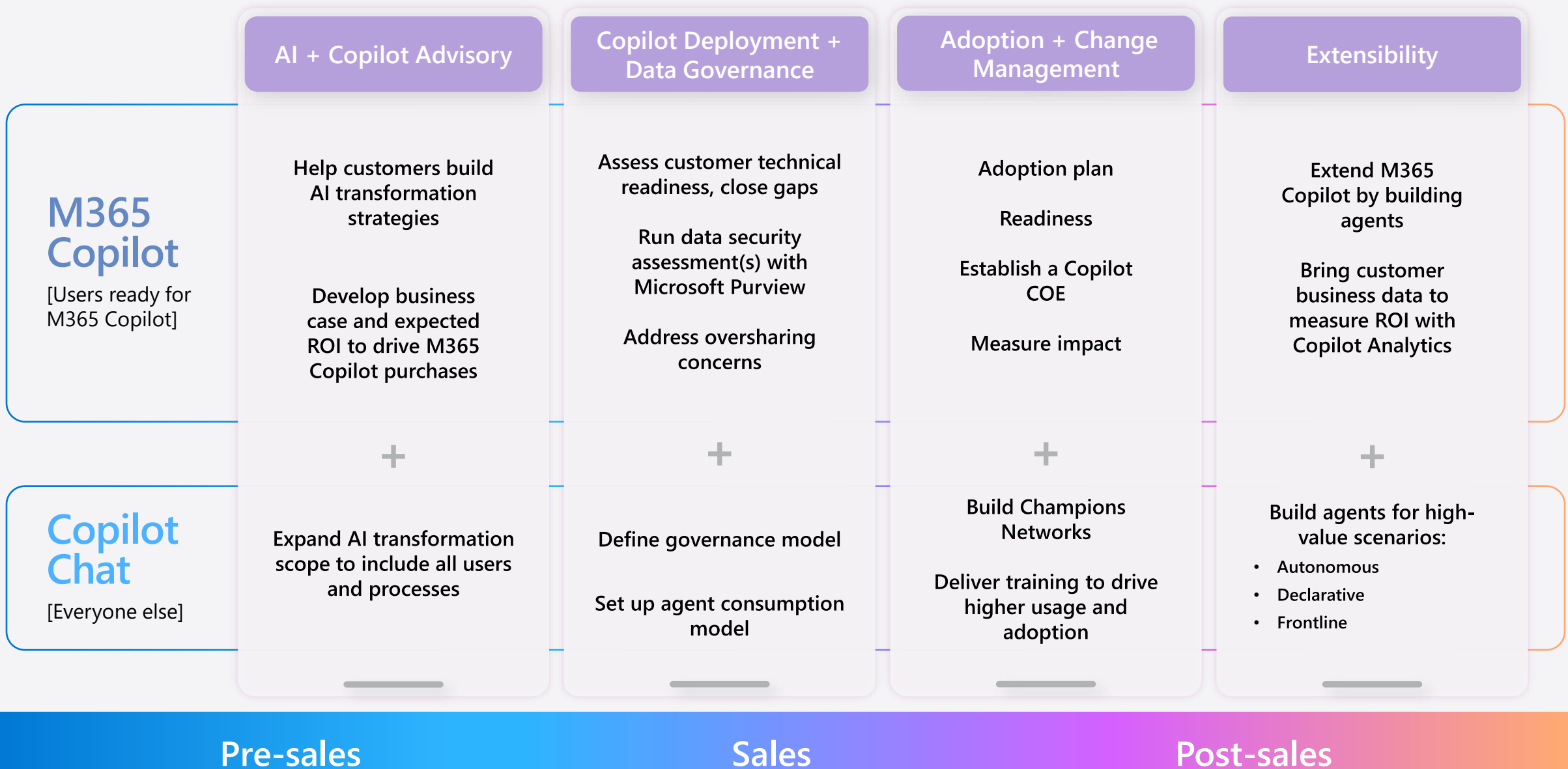
| Extensibility

| ROI

Partner opportunity unpacked



Partner services practice activation



Copilot Services Partner Capability View

	AI + Copilot Advisory	Copilot Deployment + Data Governance	Adoption + Change Management	Extensibility
Initiation	GenAI Advisory Advise customers on their GenAI transformation strategy, connecting to top business objectives and priorities.	Readiness Advise customers on tenant readiness to adopt Copilot Chat and Microsoft 365 Copilot with a structured process and remediating data security blockers.	Engagement Strategy Design a plan that outlines communication and workforce transformation strategy that aligns with overall GenAI strategy to effectively drive adoption.	Agent & Automation Strategy Define a strategy to extend Microsoft 365 Copilot. Solution may include agentic scenarios by industry, function, and persona, including the problem, solution, and key metrics for success and monetization strategy.
Activation	Business Transformation Drive scenario discovery and solution design leading to transforming business processes, workforce, leadership, and culture transformation.	Deployment Optimize and deploy Microsoft 365 Copilot and/or Copilot Chat and conduct ongoing service health reviews. Security and Compliance* Address and remediate security and compliance concerns. Implement governance policies to manage the environment.	People Transformation Lead Copilot adoption by training users, building skills, knowledge, and mindsets necessary to transform customer's work using AI.	Agent Development* Use tools like M365 Agent Builder, Copilot Studio, Power Platform, Azure AI Foundry to create and deploy agents supporting complex customer scenarios. Plugins & API Integration Extend Copilot capabilities using Microsoft Graph API, custom plug-ins, and Power Platform for deep system integrations.
Impact	Business Value* Help customers realize the ROI of their Copilot investments and quantifying benefits, i.e., using Copilot Analytics to analyze ROI and drive changes in Adoption and Change Management strategy.		Impact Measurement* Use Copilot Analytics to track impact of AI and show value realization.	

* Key capability focus in FY26



**Develop your
offer**

Position Copilot offer to include functional scenarios and key business outcomes for customers



Offer summary

- Overview of your offer around expanding Copilot usage by driving business transformation with AI.
- Brief description with AI keywords and a summary of the business impact.



Collateral

- Customer one-pager, including:
 - Solution and practice overview.
 - Hero offer for customer (workshop/demo/assessment).
 - Business benefits and impact.
 - Industry references.
- Deployment framework and technical architecture.

Anatomy of the offer: Construct offer pitch

Summarize your narrative that best describes the services and IP required to deliver on the core pillars of the **Microsoft 365 Copilot** Solution Play. Think about the transformative value of expanding your Copilot offers to accommodate functional scenarios and business KPIs.



Build an agent getting started offer

Build fixed price "Getting started offer" to acquire customers to Copilot Studio with CSP services

Service name

Service description

Testing, implementation and end user adoption	}	Test, publish and drive end user adoption
Build and configure agent		
Scenario discovery & prioritization	}	Identify key business use cases and prioritize based on business impact
Technical and business assessment	}	Assess customer's current technical capabilities and business challenges
Copilot Studio / Copilot Chat agent consumption	}	Copilot Studio consumption for the first 3 months

Total opportunity for implementing the 1st agent

\$6,5K

Total opportunity for you as a partner when using agents to solve customer business challenges.



Total opportunity for implementing the 1st agent

Fixed price agent getting started offer

Fixed price getting started offer \$8,000 @ ~50% margin = **\$4,000 profit**

Testing, implementation and end user adoption

Build and configure agent

Scenario discovery & prioritization

Technical and business assessment

Copilot Studio / Copilot Chat agent consumption



Managed services

Monthly price \$500 @ ~50% margin = \$250 profit/month (x12 months = **\$2,100**)

15% Partner Earned Credit (PEC): \$250 consumption/month (x12 months = \$3,000 = **\$450 PEC**)

Technical Support

Security and compliance management

Performance monitoring, cost management and reporting

Agent optimization

Copilot Studio / Copilot Chat agent consumption

Example: Agent getting started offer

Introduce a clear, **predictable and cost-effective customer entry offer**, with Copilot Studio licenses bundled with a baseline set of CSP services to support a successful initial implementation

Contoso Partner

Supercharge customer service with an AI assistant

Put AI to work for you.

Get started today!

Best Value!

\$5,000

Getting started with confidence



Identify agent use case and prepare knowledge sources and data connections



Design and develop agent



Review data security policies



Implement, test and launch agent



+ Agent usage for the first 3 months¹

¹ Licenses are provided as part of package for the first 3 months, up to a max usage limit of \$200

Example: Embed agents into your M365 Copilot offer

Partner Name

Ready.
Set.
Copilot.

Become AI-Powered
quickly & with
confidence

Getting Started Offer

\$7,500



Identify users & business scenarios



Review data and security recommendations



Configure & assign M365 Copilot to users



NEW! Enable all users with Copilot Chat



NEW! Configure 1st simple agent



Interactive M365 Copilot end user training

Includes:

- + 10 M365 Copilot licenses
- + Up to \$200 agent consumption / month for the first 3 months

Suggested price point

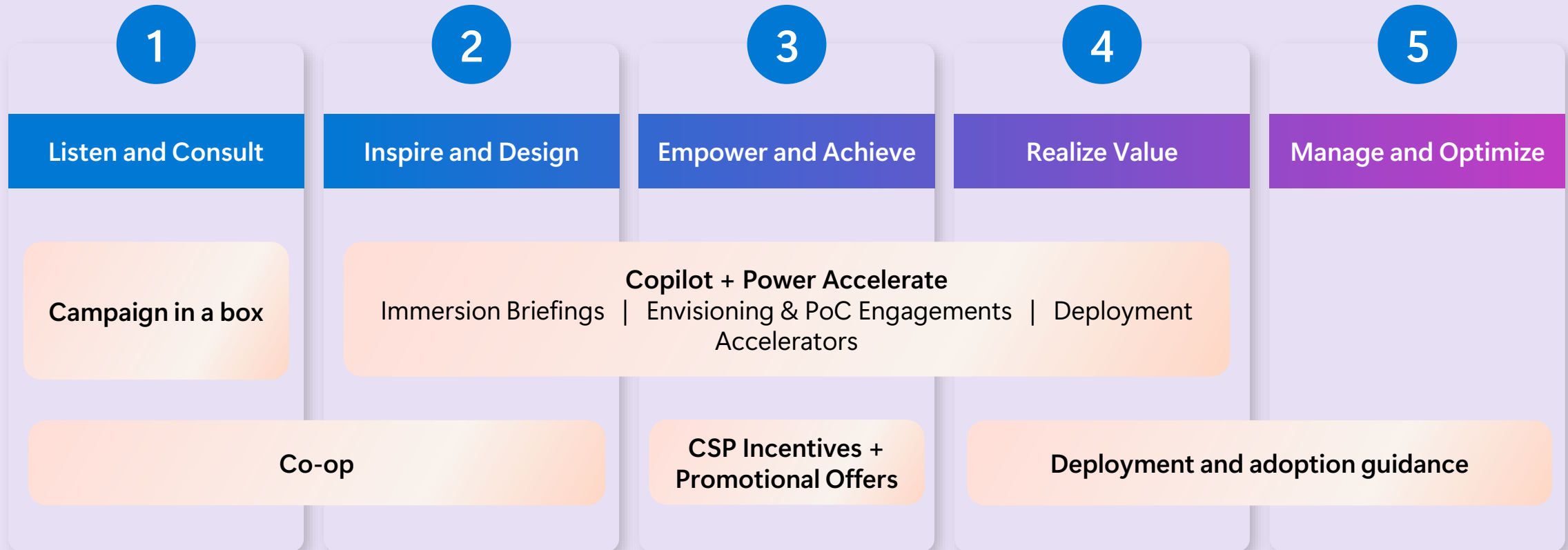
15 hours of partner services

Microsoft provided training

Agent consumption + 10 M365 Copilot licenses

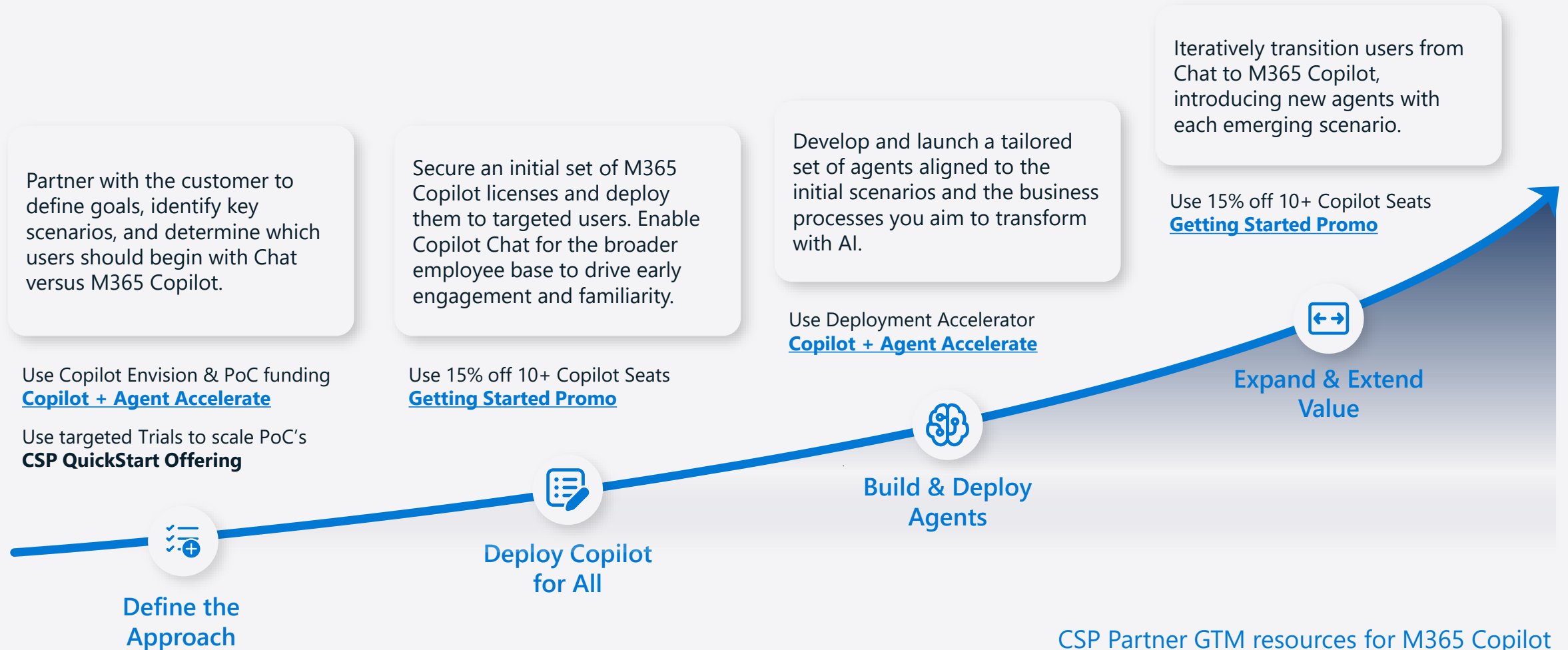
Partner Resources

Investments to support partners through the customer journey



[Partner GTM resources](#)

Four steps to drive Copilot success with customers



Partner resources

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	

Five next steps for partners

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| 1 | Get AI-ready: Attend the CSP Level Up Sales Technical Bootcamps. | aka.ms/LevelUpCSPBootcamp |
| 2 | Build your practice: Develop offerings to monetize the Microsoft 365 Copilot opportunity. Start with Business Premium, Standard, and ME3/5. | aka.ms/CSPCopilot
aka.ms/CopilotGettingStarted LandingKit
aka.ms/CopilotPartnerServicesBlueprint |
| 3 | Generate excitement: Use your demos or new Copilot click-through simulations—part of new Get Copilot Ready CSP Briefing—for a foolproof customer demo. Then, land a pilot within a department. | aka.ms/CopilotClickThroughDemoGuide
aka.ms/CSPBriefings |
| 4 | Use Microsoft 365 Lighthouse Sales Advisor: | lighthouse.microsoft.com |
| 5 | Accelerate adoption: View the full list of personas and content available for your Microsoft 365 Copilot CSP Adoption Immersion Experience. | aka.ms/CopilotImmersionCSPLed
aka.ms/CopilotM365/Adoption |