Microsoft 365 Copilot Business – Launch FAQ for Partners

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Contents

Summary

This document provides a consolidated set of frequently asked questions (FAQs) for partners regarding the launch of Microsoft 365 Copilot Business. 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.

Product & Value

What is Microsoft 365 Copilot Business and who is it for?

Designed for SMBs (≤300 seats) as an add-on to Microsoft 365 Business Basic/Standard/Premium, providing the full premium Copilot experience at a more accessible entry point.

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. Copilot Business is designed to provide customers with Business Suite licenses an affordable, competitive entry point into AI-powered productivity. Please note that both product and pricing may evolve over time. Learn more here.

Licensing & Eligibility

Who is eligible to purchase Microsoft 365 Copilot Business?

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

What is the seat cap and how is it enforced?

Our Microsoft 365 for business base plans (charged per user) are designed for organizations with up to 300 users. Organizations with more than 300 users should consider subscribing to Microsoft 365 for enterprise plans. You can purchase up to 300 seats total across all of our Business family of plans (Business Basic, Business Standard, Business Premium). We reserve the right to enforce a tenant limit of 300 provisioned licenses across the family of business plans, in which case we will provide advance notice and further guidance.

What if my organization has more than 300 users?

Use the $30 Microsoft 365 Copilot offer.

Can a customer with Business SKUs without Teams buy Copilot Business?

Yes—Copilot Business can be added to Business SKUs regardless of Teams inclusion.

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.

Bundles

What are the bundles that include M365 Copilot Business?

The bundle combines a Microsoft 365 Business plan (Basic, Standard, or Premium) with Microsoft 365 Copilot Business in a single SKU. It simplifies purchasing and provides integrated value for SMB customers.

Why should partners position the bundle instead of separate SKUs?

Bundles reduce complexity, offer a cost-effective path to AI adoption, and make upsell conversations easier by packaging productivity and Copilot together.

Which Business SKUs are available in bundles?

- Microsoft 365 Business Basic + Microsoft 365 Copilot Business
- Microsoft 365 Business Standard + Microsoft 365 Copilot Business
- Microsoft 365 Business Premium + Microsoft 365 Copilot Business

Are bundles eligible for CSP incentives?

Yes, bundles qualify for both CSP margins and incentives.

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.

Do bundles have the same 300-seat cap as Copilot Business?

Yes, bundles are subject to the same 300-seat tenant limit.

Purchase Channels & How to Buy

Where can SMBs buy Copilot Business?

Via Microsoft Admin center, through authorized CSP partners, or directly through Microsoft.com

Is Copilot purchasable through CSP and visible in price lists/offer matrix?

Yes, standard add-on behavior in NCE with prerequisites enforced; details in Partner Center pricelist/offer matrix.

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.

Promotions & Offers

Promotions FAQ (Effective Dec 1, 2025 – Mar 31, 2026)

What new promotions are available for Copilot Business and bundles?

- **15% off** Microsoft 365 Copilot Business (standalone)

- **35% off** Microsoft 365 Business Standard + Microsoft 365 Copilot Business bundle

- **25% off** Microsoft 365 Business Premium + Microsoft 365 Copilot Business bundle

What are the promo prices for each offer?

- Copilot Business: **$18/user/month** (ERP $21)

- Biz Standard + Copilot Business: **$22/user/month** (ERP $33.50)

- Biz Premium + Copilot Business: **$32/user/month** (ERP $43)

Who is eligible for these promotions?

- New or existing customers transacting via CSP

- Must meet base SKU prerequisites

- Seat limits:

    o Copilot Business: 1–300 seats

    o Bundles: 10–300 seats

What is the promo window and term?

- Valid **Dec 1, 2025 – Mar 31, 2026**

- Annual commitment required (A/A or A/M billing)

- Monthly billing option available with 5% uplift

Can customers add seats during the promo term?

Yes, customers can add seats anytime during the annual term at the promo price (up to the seat cap).

Do these promos only apply to renewals?

No, promos may also apply to **new subscriptions** purchased during the promo window.

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 may restart at the time of upsell.

Are these promos available globally?

Yes, they are available worldwide through CSP New Commerce Experience.

Resources

Partner Center

- **Link**: https://partner.microsoft.com/

Pricelist

- **Link**: https://partner.microsoft.com/dashboard/pricing/pricelist

Promo Readiness Guide

- **Link**: https://aka.ms/PromoReadinessGuide

Adoption Resources

- **Link**: https://adoption.microsoft.com/en-us/copilot/

Microsoft 365 Roadmap

- **Link**: https://www.microsoft.com/microsoft-365/roadmap