



FY24 H2 Asia Partner GTM Kick-off Meeting

Asia GPS GTM Team

Agenda

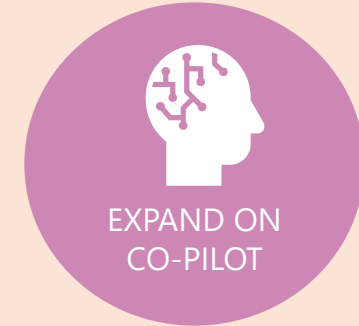
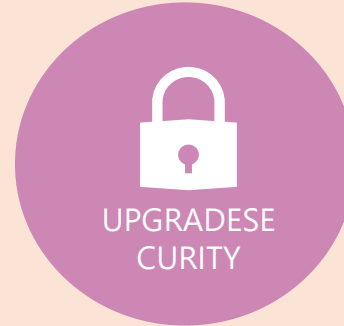
Topics	Speaker	Time (90 mins)
FY24 H2 Modern Work & Security Strategy	GTM Manager (Modern Work), Asia – Soe Thu Aung	10 mins
FY24 H2 Asia Modern Work & Security Partner GTM Strategy	Area PM – Rasangi Rathnayake	10 mins
H2 Copilot CSP Updates and Get AI Ready Pitch	GTM Manager (Copilot for M365), Asia – Eureka Lai	20 mins
FY24 H2 Area Partner GTM Marketing Program	Area PM – Paula Rodgers	15 mins
H2 Partner Incentives- Modern Work & Security	Area PM – Hoang Linh	10 mins
H2 Partner Enablement- Modern Work & Security	Asia Partner Enablement Lead – Meera Bangi	10 mins
Q&A	Area PMs	10 mins

FY24 H2 Modern Work & Security Strategy

Soe Thu Aung
GTM Manager (Modern Work), Asia

Unlocking 1M SMB accounts in ANZ/ASEAN/India

JOURNEY



PRIORITIES

ADDS AS A CORE DRIVER OF NPSA

In Asia, Acquisition represents 6% of our revenue in Y1. However, 50%+ of SMB CSP revenue today came from adds 4 years ago.

SECURITY UPSALE AT RENEWAL

AI momentum and security frameworks continue to drive need for security, esp data security as it's a pre-requisite of Co-Pilot

CO-PILOT READINESS & WINS

Over 1 M seats on BP & ME3/E5 in CSP ANZ/ASEAN/India, representing a \$300M opportunity when co-pilot goes live on CSP

OPPORTUNITY

Only 28% penetrated in TAM of UM&M, Increase market share through Acquisition and Expansion (NCSA NPSA) Lead w/ M365 Business Premium below 300 and ME3 above 300.

70% of CSP Renewals take place in H2. \$200M of CSP expiries across multiple accounts, representing a 60M annualized revenue opportunity in Asia based on 130% recapture rate, upsell security/premium SKU.

Partners to "be their own best customer" through practice building, scaled demand gen & enablement. Customer go back motion to ensure they satisfy technical & data security pre-requisites

Partner Capability & Capacity building

Customer Targeting & Programs

Partner Incentives & GTM (Co-Op & Investments)

3Ps : Pricing, Promotion, Product

What is being announced - CoPilot

Now available in CSP for customers of all sizes at \$360 per user per year *

Before January 16th

Starting January 16th

Channel

EA lead status



All channels
(EA, CSP, Direct)

Pre-reqs

ME3, ME5



BS, BP, OE3, OE5,
ME3, ME5

Order size

Min 300 seat



No min order size

H2 go BIG with CoPilot

70% of CSP Renewals take place in H2

Copilot for M365 is now available

More than 40% of renewals are Copilot eligible today!

87% of orgs believe AI gives a competitive edge¹



Addressable
Whitespace

2.7M Seats

High Propensity
1M Seats

Capture

0

Call to Action for H2

1

Understand the SMB partner opportunity

Understand the SMB market opportunity for Modern Work and the value of M365 and Teams.

2

Learn the products & solutions

Deepen your understanding of how Modern Work solutions can help organizations evolve and transform.

3

Understand the FY24 SMB Solution Plays

Accelerate sales with curated solution plays focused on the most in-demand solutions for SMB customers right now.

4

Identify customers to target

Find untapped opportunities and access customer leads and data-driven insights using CloudAscent.

5

Generate customer demand

Drive demand with SMB solution area aligned go-to-market campaigns.

6

Engage with customers

Leverage ready-to-go assets and resources to support your sales campaigns and customer engagements.

FY24 H2 Asia MW&S Partner GTM Strategy

Rasangi Rathnayake
Partner Marketing Manager – MW&S
India and South Asia

FY24 SMB GTM Execution Strategy

What is it

To achieve our common goals and enable expansion in FY24, we have streamlined and enhanced the SMB GTM execution strategy by providing targeted customer lists and packaged SMB Solution Play materials to help our partners:



Increase your profitability

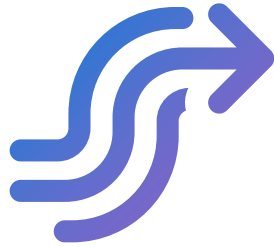


Stay ahead of the curve



Be trusted and transform

The new forces in work



Flexible work



AI



Microsoft 365 Copilot

Natural Language



+



+



Large Language
Models

Microsoft Graph
- Your Data -

Microsoft 365
Apps

Embedded across Microsoft 365 apps



Microsoft Internal

[Solution Area Priorities](#)

[FY24 Solution Area Overview](#)

[Investments](#)

[Incentives](#)

[Resources](#)



The Modern Work customer journey

1



Foundational productivity

Elevate your organizational productivity while protecting identities, endpoints and apps for all user types

Modernize communications with Teams Phone, and advance Security posture end to end

2



AI & Automation

Supercharge your productivity by introducing an entirely new, AI-powered way of working

Using low-code to further automate processes to connect anything with everything

3



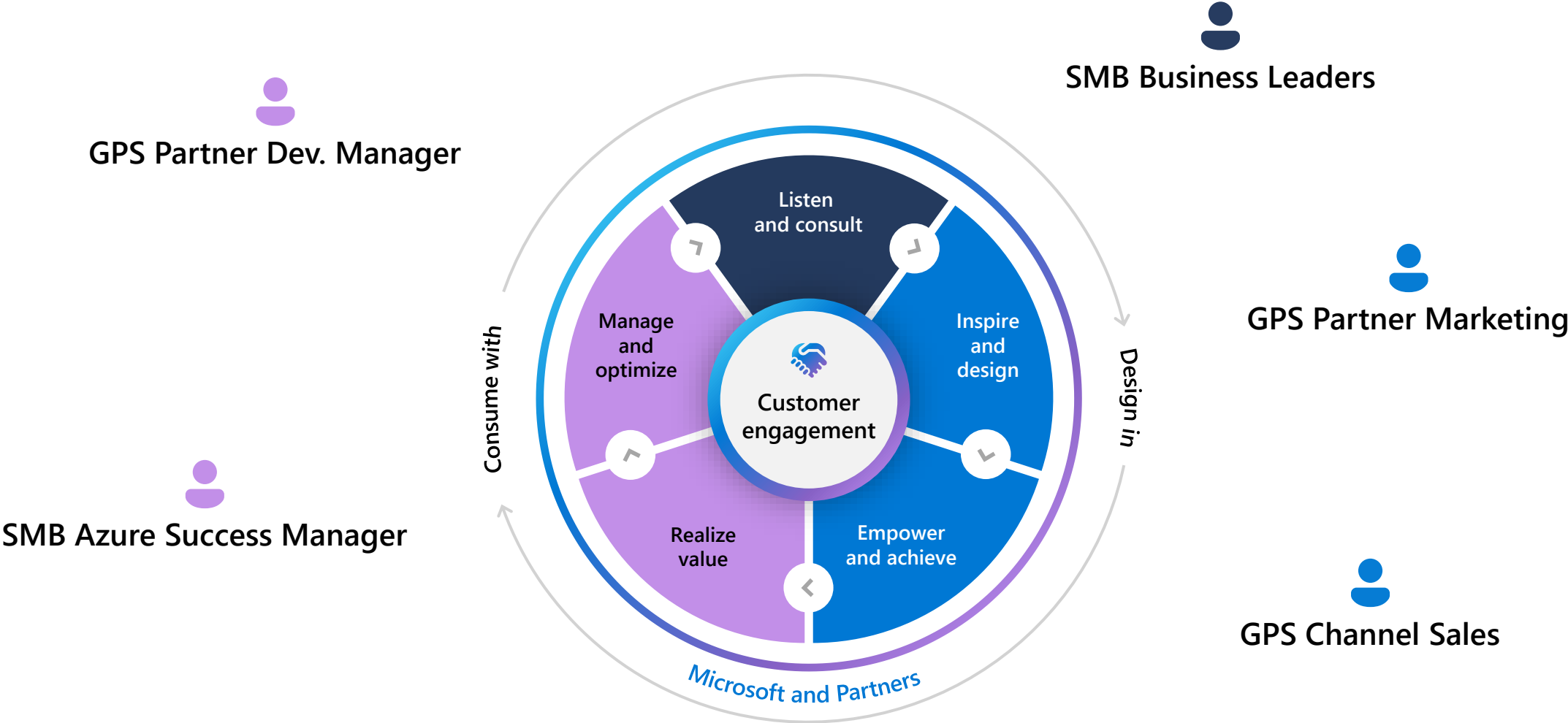
High performance organization

Keep employees engaged and energized with clarity. Use a data-driven approach to measure, assess and action to increase your business resiliency

BUSINESS OUTCOMES

Operationalizing MCEM: SMB

Partner Initiated | Partner Closed



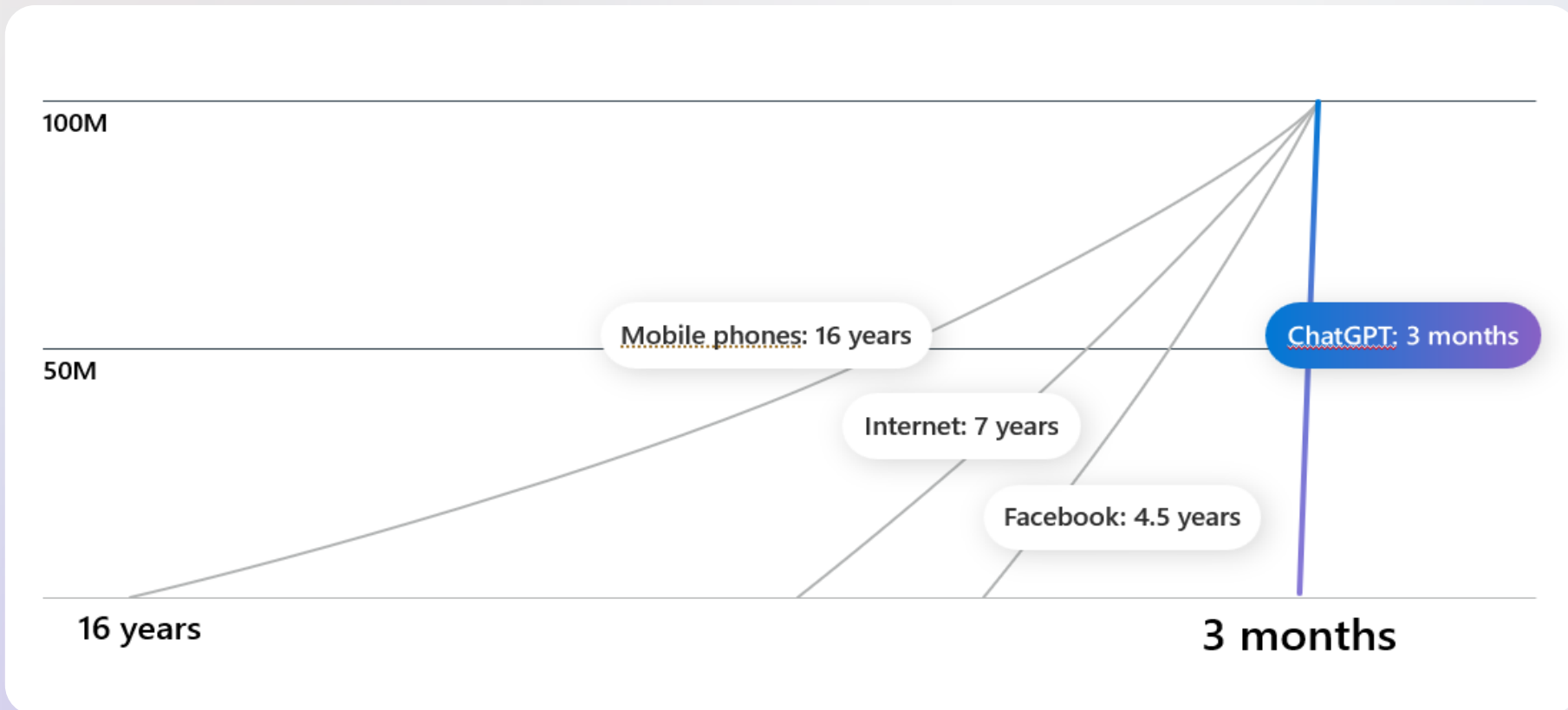
H2 Copilot CSP Updates and Get AI Ready Pitch

Eureka Lai
GTM Manager (Copilot for M365), Asia

AI technology and impact

We are in the era of AI

Time to reach 100M users



87%

of organizations believe AI will
give them a **competitive edge**

The pace of work is outpacing our ability to keep up

AI-powered tools represent an enormous opportunity

64%

of people have struggled with finding time and energy to get their work done.

3x

Amount by which time spent in Microsoft Teams meetings and calls has increased per week since February 2020.

70%

Share of people who would delegate as much as possible to AI to lessen their workloads.

2x

Likelihood of a leader to say AI will provide value by boosting productivity vs. cutting headcount.



Copilot for Microsoft 365

Natural Language



+



+



+



Large Language
Models

Microsoft Graph
- Your Data -

The
Internet

Microsoft 365
Apps



Microsoft Copilot empowers
every end user

HR

Store, access, and prioritize notes in a fraction of the time



Marketing

Jumpstart the creative process and generate ideas while writing



Sales

Stay focused on closing deals with an AI assistant for email



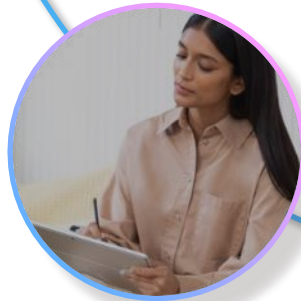
Customer Service

Stay coordinated as a team to resolve more customer issues



Finance

Simplify financial reporting and validating data quality



Data and IT Pros

Effectively manage shared projects and track progress



Understanding the AI Options



Microsoft Copilot

Copilot

Formerly Bing Chat Enterprise

Copilot for Microsoft 365

Free

\$30*

Foundational Capabilities



Web grounding



Commercial Data Protection



Enterprise-Grade Data Protection



Graph Grounding



Microsoft 365 Apps



Copilot Studio



*Only available billed annually as \$360 per user per year, no minimum licenses required.

Is Copilot worth it?

60%

of leaders say a lack of innovation or breakthrough ideas is a concern

64%

of people have struggled with finding time and energy to get their work done

70%

of people indicated they would delegate as much as possible to AI to lessen their workloads



68%

said Copilot improved the quality of their work

70%

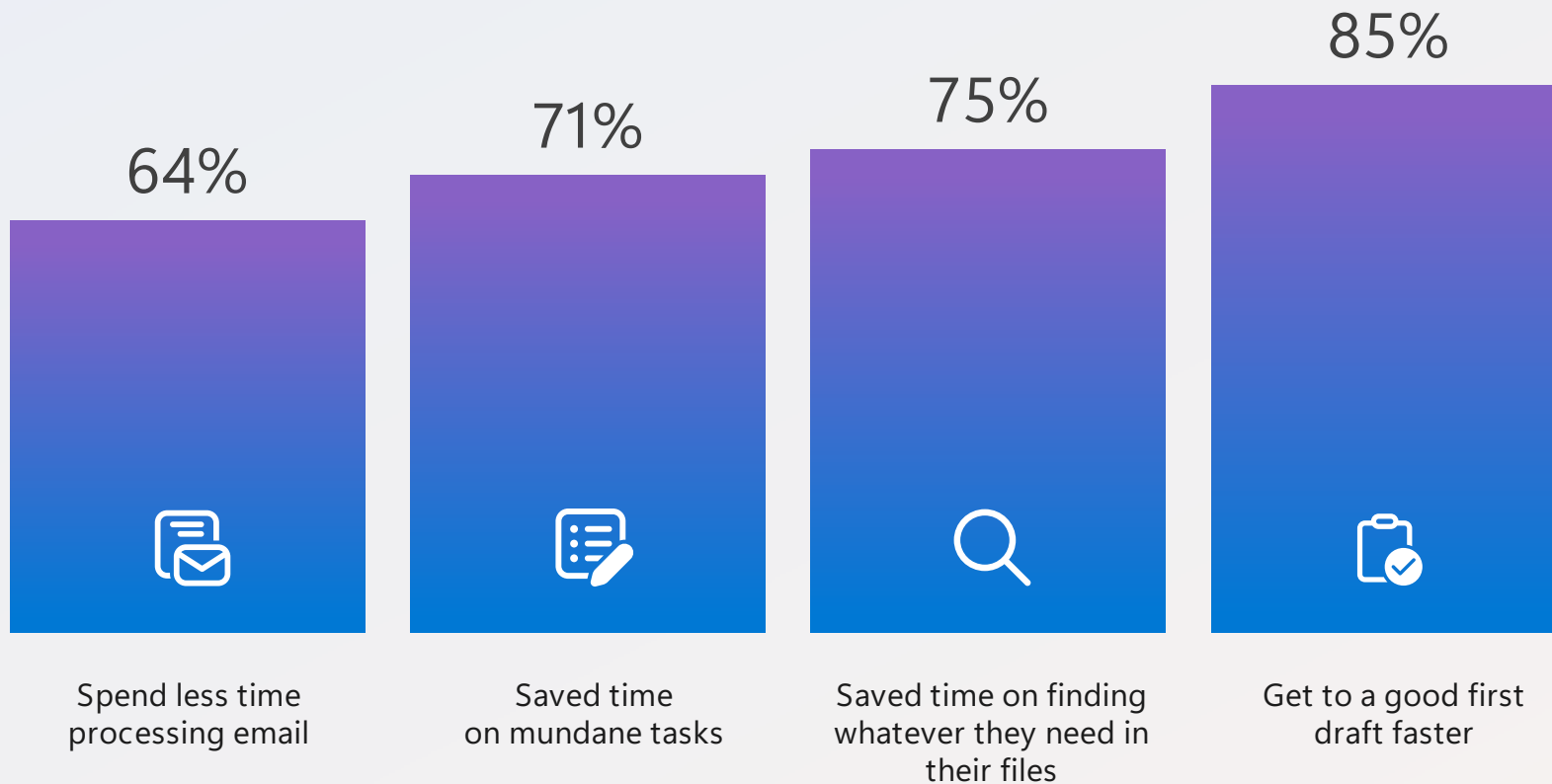
said Copilot made them more productive

77%

said they didn't want to give Copilot up

Copilot users are more productive

Copilot users said they:



Assets to support Copilot ROI conversations:

<https://aka.ms/WTI>

Build your AI business

Get ready

Partner readiness

First, get your customers excited using [Get AI Ready Partner BOM](#)

Join [CSP Masters Program](#) for upskilling

Be the expert for AI: [M365 Copilot Hub for Partners](#)

Pre-sales

Target customers

Build your target list for dark-to-cloud with [Cloud Ascent](#)

Address renewal and upsell opportunities with [Sales Advisor](#)

Generate interest and create intent

Invite your customers to attend [SMB Briefings](#)

Showcase the value of [Copilot for Microsoft 365](#)

Deep dive your customer's security posture with a [Solution Assessment](#) or with the [Get AI Ready Technical Checklist](#) (access via above link)

Transaction

Accelerate sales

Transact renewals and drive premium upsell to optimize customers for Copilot

Attach Copilot for Microsoft 365

Leverage [M365 Business Premium promo](#) to offer 15% discount new-to-Microsoft Cloud customers

Post-sales

Expand offer and build relationship

Offer your security [managed services](#) on top of M365 Business Premium

Create a CLM and Security practice leveraging [M365 Lighthouse and Sales Advisor](#)

Be an advisor for [change management](#) and drive end-user adoption with the [Copilot Adoption Kit](#)

Resources



Define your strategy

Leverage these resources to develop your Copilot for Microsoft 365 practice.

- Read the latest [Work Trend Index](#) AI trends and research
- Learn more about the [Microsoft family of Copilot products](#)
- Review partner [Microsoft 365 Copilot services and solution opportunities](#)
- Attend the 1/18 H2 Acceleration Moment event ([AM](#) and [PM](#) registration options)



Engage to develop skills

Empower your sales, pre-sales and technical teams to build their skills and capabilities and learn how to build a Copilot for M365 practice

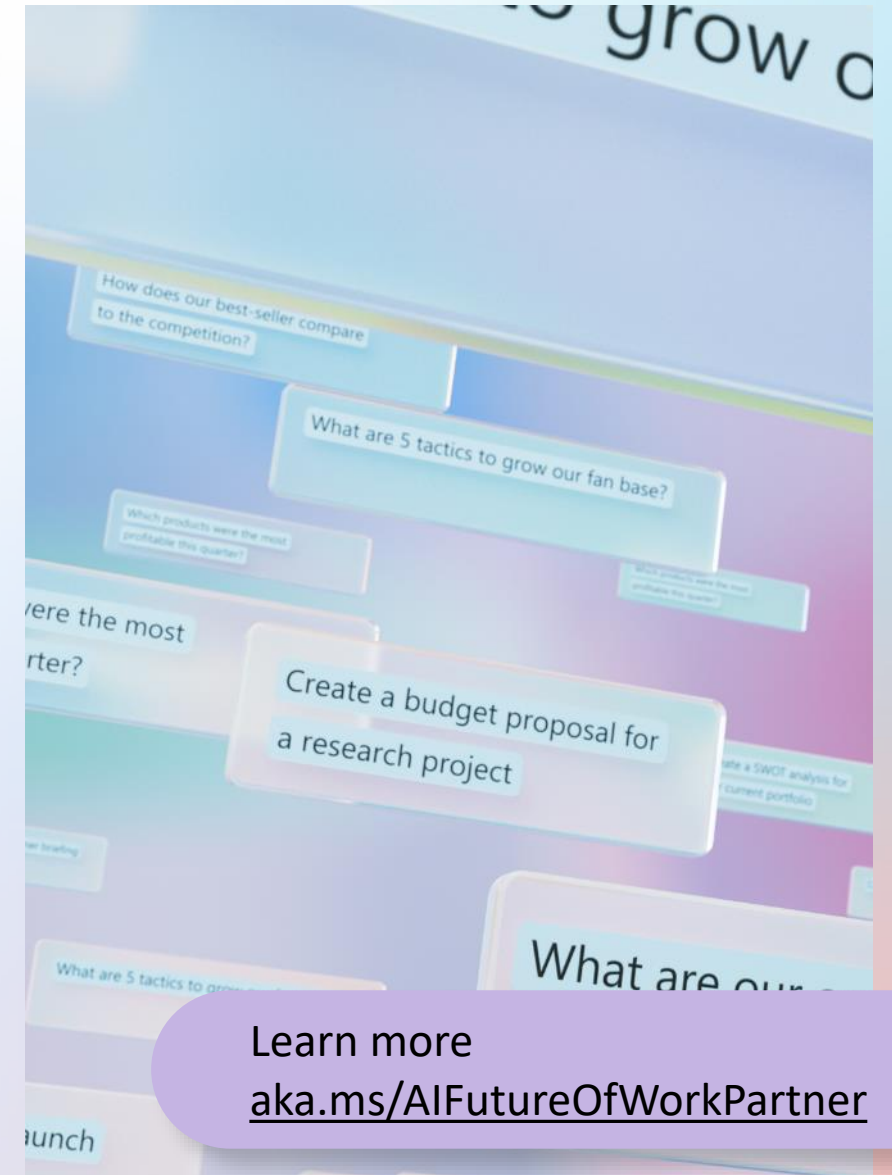
- Participate in the [Copilot for M365 sales and pre-sales bootcamp](#)
- Register for the [CSP Masters Go to market, sales and pre & post sales technical Bootcamps](#)



Operationalize and go to market

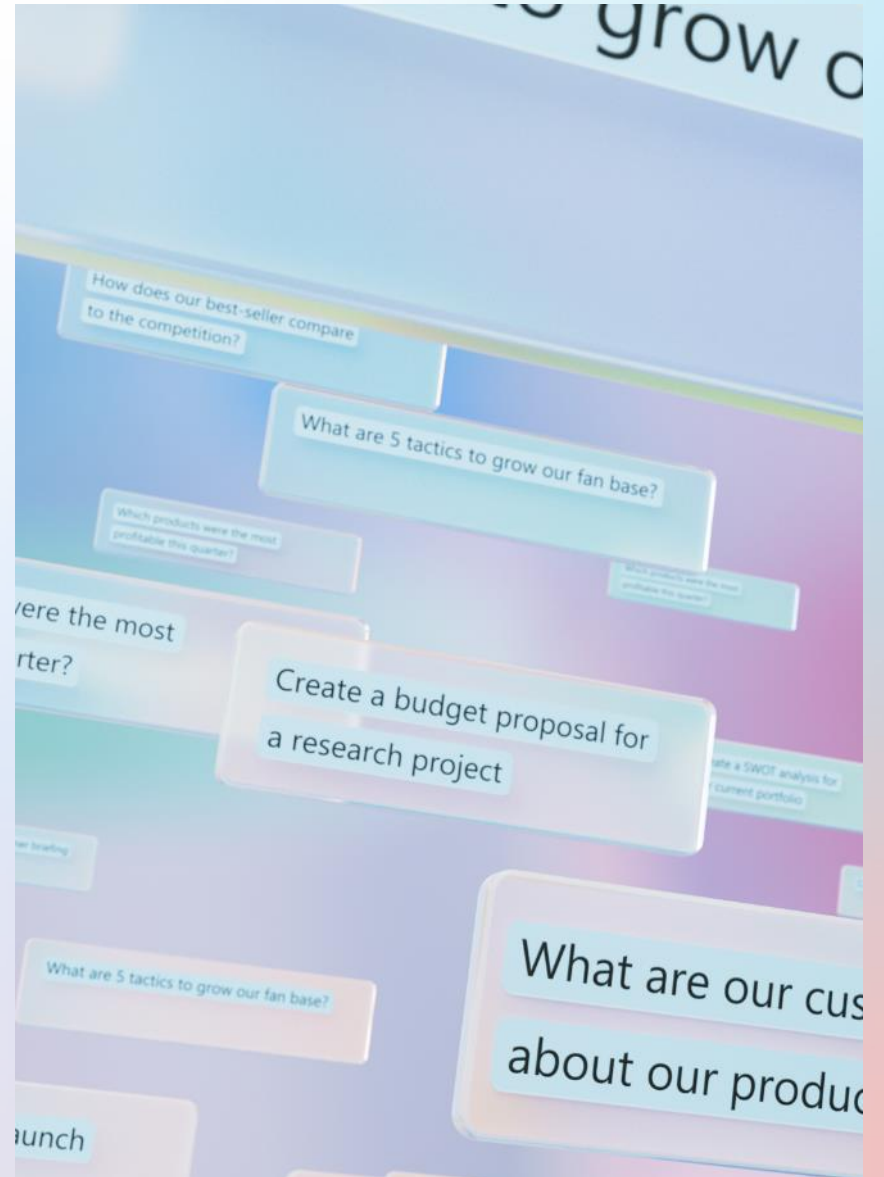
Set your strategy in motion and accelerate your GTM efforts.

- Use the [Offer Development Guide](#) to build your Copilot offers
- Drive customer intent with [SMB Briefings](#) and [Copilot Workshop content](#)
- Create packaged offers using the [Microsoft 365 Copilot Selling Guide](#)



Demo

- M365 chat
- Copilot in Teams
- Copilot in Outlook



FY24 H2 Area Partner GTM marketing programs

Paula Rodgers
Partner Marketing Manager – MW&S
Australia and New Zealand

Driving success together in SMB

Aligning business priorities for shared growth in FY24

1 Secure Productivity

Safely run your business from anywhere with a secure, comprehensive, AI-powered cloud solution that makes hybrid-work work.

Primary message

Build a foundation of secure productivity to get AI-ready

Hero products

- Microsoft 365 Business Premium
- Microsoft 365 E3
- Microsoft 365 Copilot

Business impact

Enable a new way to work with Microsoft 365 by building layered security foundation, simplifying endpoint management, and unleashing intelligent productivity.

Leverage the power of our FY24 solution plays to **be profitable, drive customer acquisition, and grow revenue**. With a focus on transforming how you go-to-market, staying at the forefront of Microsoft innovation and technology, and being trusted in the industry, these solution plays provide a comprehensive approach to achieving business success in the upcoming year.

	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize
Microsoft Outcome	Solution Play confirmed & customer needs identified.	Solution Play value prop, channel and customer offers aligned to address customer need.	Solution Play executed through sales channel leveraging appropriate sales levers.	Solution delivered/deployed. Sales channel supported with execution where needed.	Solution Play performance monitored & sales engine feedback provided.
Customer Outcome	Customer believes Microsoft could solve the problem.	Customer has interest in proposed solution.	Prove business case and technology.	Customer satisfied with implementation.	Customer expectations are met.
Hero Activities	Review Partner Execution Guidance & utilize Cloud Ascent Data to identify high propensity Secure Productivity Targets	Utilize SMB Briefings to demonstrate value, build customer intent, and accelerate opportunities for Modern Work and Security. <ul style="list-style-type: none"> Partner SMB Briefings Virtual Multi-Customer Briefings 	View below to access current/upcoming promotions. <ul style="list-style-type: none"> Global Promo Readiness Guide 	Use FastTrack for Microsoft 365 to help customers implement and go live so they can realize business value faster.	Use Sales Advisor to build and scale your customer lifecycle management (CLM) practice through data-driven decisions based on the health and interests of your customers. <ul style="list-style-type: none"> Sales Advisor GA Blog M365 Lighthouse
	Review and leverage SMB BoM to support discovery conversations and accelerate customer acquisition.	Initiate Solution Assessments to support customer comprehension of current technology environment and set the stage for next steps <ul style="list-style-type: none"> Partner Ready Resource Modern Workplace Assessment Campaign Content 	Showcase Microsoft solution capabilities and benefits through Product Demos	Explore resources and templates to help with managing adoption of Microsoft 365 in the FastTrack Resource Hub .	Enable earning opportunities using Modern Work Partner Incentives. Refer to Incentives Guide for details. <ul style="list-style-type: none"> Partner Incentives Microsoft Commerce Incentive Resources
	Access & review Co-op funds resources including the Co-op guidebook: <ul style="list-style-type: none"> Co-op Resources Best Practices Resources View available Co-op funds 	Develop a business case based on your customers specific environment and needs using the Value Calculator and Training resources: <ul style="list-style-type: none"> Value Calculator Value Calculator Training 			
	Use campaign-in-a-box materials to support marketing efforts: <ul style="list-style-type: none"> Execute an automated campaign via Digital Marketing Content OnDemand Leverage Partner Marketing Center customizable assets 	Showcase Microsoft's proven solutions through relevant Customer Stories			
		Leverage compete assets to get up to speed on the competition and understand key differentiators and talking points. <ul style="list-style-type: none"> Compete: Customer Leave-Behind Microsoft 365 Partner Compete Guide 			

Campaign-in-a-Box

Partner self-service marketing tools are frequently used and always available!

| All Partners



DMC



PMC

Discover partner-ready marketing assets that align to mainstream solution plays.

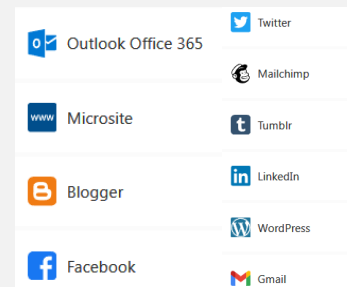
Campaign-in-a-Box digital tools

	Digital Marketing Content (DMC)	Partner Marketing Center (PMC)
What is it?	Deploy 6–12-week automated digital marketing campaigns. Deliver weekly content with nurture prospects or acquire new customers	Provide Microsoft branded and approved assets aligned to cloud solution areas with deeper customization
What's the difference?	Automated campaign delivery	Highly customizable assets
What level of customization does it offer?	You can insert your logo and co-brand with Microsoft	You can insert your logo, branding/colors, and value prop/solution
Is there a cost?	No, it's free	No, it's free

Example: Digital Marketing Content OnDemand Campaign | Frontline Workers

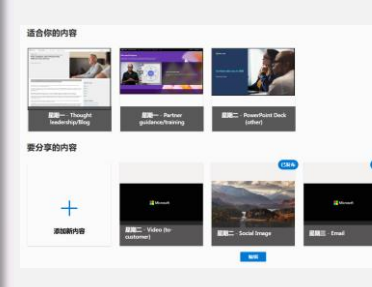
Build awareness

Show customers how they can leverage social media to grab attention.



Acquire leads

Capture new leads using our ready-made materials.



Nurture opportunities

Use emails to pitch opportunities that align with your customers' journey.



Available assets: Pitch decks, to-customer videos, infographics, gated social image, thought leadership, gated e-book or white paper, to-customer email, to-customer social, and blog texts. Partner video training, sales and execution guides, and educational resources.





Campaigns available

Digital Marketing Content OnDemand (DMC)



Digital Marketing Content OnDemand provides a [catalog of campaigns](#) for you to explore.

Search by product areas or by alphabetical order. You also have the option to filter them using status, business type, language, Microsoft products, and solution areas in the dropdown menu.

Languages (with codes)

English: en-us

German: de-de

Spanish: es-LATAM

Italian: it-it

French: fr-fr

Russian: ru-ru

Japanese: ja-jp

Chinese (simplified): zh-cn

Chinese (traditional): zh-tw

Korean: ko-kr

Turkish: tr-tr

Portuguese: pt-br

Solution areas

Data and AI (Azure)

Infrastructure (Azure)

Digital and App Innovation (Azure)

Business Applications

Modern Work

Security

Secure Productivity DMC asset library

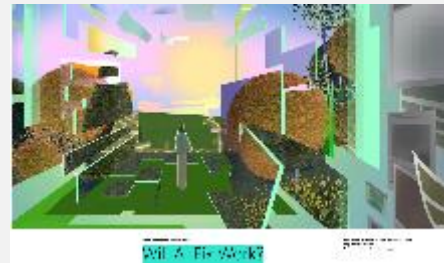
Welcome to the next generation of automated content marketing. Through the DMC platform you will be able to share content directly to your social accounts, email lists, and blogs. Additionally, we will provide you with sales enablement content to support your conversations with customers. If you are not yet familiar with the Digital Marketing Content On-Demand (DMC) process, please [watch this video](#).

Secure Productivity for SMBs

Gated Social Images



Thought Leadership Articles



Emails



eBooks



Infographics



Videos



Customer Stories





Understand the execution guide

An execution guide is a document that explains how to run a campaign.

In it, you'll find:

- Campaign overview.
- Messaging and audience.
- Recommended campaign journey and asset library.
- Detailed instructions to customize assets.
- Campaign checklists and timeline.

The image displays a series of 14 numbered slides from a Microsoft execution guide. The slides cover various aspects of a demand generation campaign, including overview, messaging framework, secure productivity, target audience, campaign journey, asset library, guidance, strategy and timeline, email customization, and a final thank you slide.

FY24 H2 Solution Assessment

Goal - To provide more SMB customers and partners with data, insights, and actionable recommendations in support of migration to Microsoft's cloud services – helping drive velocity and scale.

Assessment Type	Description	Usage Case	Eligibility Criteria	Tool	Geo Scope	Nomination Process
Self Serve Cyber Security Assessment	Increase your knowledge around vulnerabilities to cyber-attacks and potential business risks, and understand your organization's threat landscape	Do a quick scan of cybersecurity hygiene, alongside a questionnaire based on Zero Trust framework	All partners & Customers	CSAT	Asia	Self-guided
Rapid Security Assessment with SMB Desk Support	Provide a holistic view of the cybersecurity position together with fact-based recommendations based on an internationally recognized cybersecurity framework	Do a quick scan of cybersecurity hygiene, propose improvement actions based on data, quick report and few customisations, based on CIS controls IG1	• 30+ endpoints	CSAT (Quick Scan)	Asia	Self-nomination Form
Copilot for Microsoft 365 Optimization Assessment	To assist partners and customers in assessing their organization's readiness for adopting Microsoft 365 Copilot through 4 lenses	Help you see how far along your organization is in adopting AI, and suggest the modern digital tools you need to get there	All partners & customers	On-line questionnaire	Asia	Self-guided

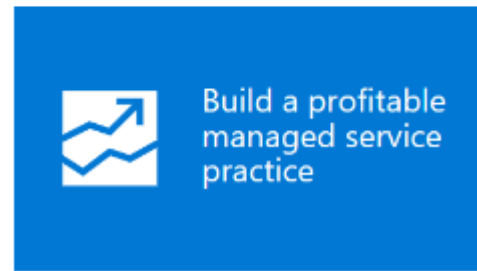
Partner Playbook

Microsoft 365 Business Premium

How to use the Partner Playbook

The Microsoft 365 Business Premium Partner Playbook is intended for IT partners, including resellers, managed services providers (MSPs), and distributors to enable your business, sales, and technical teams in building managed services offerings using Microsoft 365 Business Premium.

[Download the entire playbook kit](#) or review the following lists for specific items. For feedback and additional questions for our team, [visit the SMB Tech Community](#).



Microsoft 365 Business Premium overview

[Product overview](#)

[Licensing basics and comparison](#)

[FAQ](#)

Understand the opportunity

[Microsoft 365 Business Premium partner opportunity deck](#)

Practice development

Grow your revenue and profits through managed services (with Paul Dippell)

[Webinar | Presentation](#)

[Managed services getting started kit \(templates, assessment, workbook and more\)](#)

Partner success stories

[Tony's Chocolonely](#)

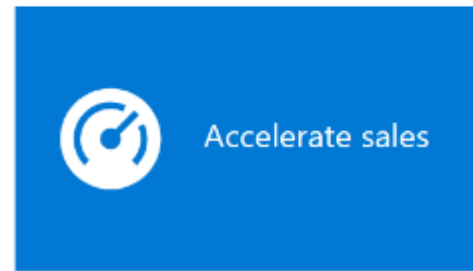


Microsoft 365 CSP Masters Program: Technical Track

[Microsoft 365 Business Premium technical documentation](#)

Practical Guide to Onboarding Customers to Microsoft Defender for Business with Microsoft 365 Lighthouse

[Webinar | Presentation](#)



Partner sales training

[Microsoft 365 CSP Masters Program: Sales Tracks](#)

Renew and Upsell SMB Customers with Microsoft 365 Business Premium and Microsoft Defender for Business

[Webinar | Presentation](#)

Upsell guides:

[Microsoft 365 Exchange Online to Business Premium](#)

[Microsoft 365 Business Standard to Business Premium](#)

[Microsoft 365 Business Basic to Business Premium](#)

Customer conversation tools

Use the [Business Workshop tool](#) to uncover customer needs and find the right M365 solution

Customer-ready content

Video: [Top 5 benefits of Microsoft 365 Business Premium](#)

Microsoft 365 Business Premium customer pitch deck:

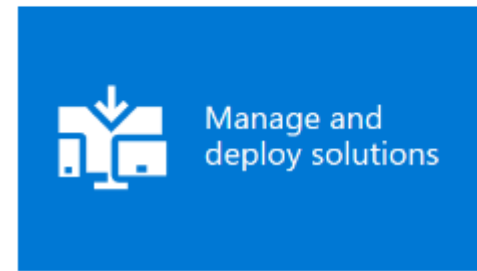
- [Business decision maker](#)
- [IT decision maker](#)

[Customer-ready email template](#)

[Microsoft 365 Business Premium upsell social media assets](#)

Compete and objection handling

[Compete Customer-ready leave-behind](#)



Top 10 ways to secure Microsoft 365 for business plan

[IT checklist for securing work from anywhere using Microsoft 365 Business Premium](#)

[Practical guide to security using Microsoft 365 Business](#)

Security managed services training

Part 1: Driving Growth with Security Managed Services

[Webinar | Presentation](#)

Part 2: Developing Security Managed Services with Cybersecurity Frameworks

[Webinar | Presentation](#)

Part 2: Accelerating Security Services with Microsoft 365 Business Premium

[Webinar | Presentation](#)

Practical Guide to Building Managed Security Services with Microsoft 365

[Webinar | Presentation](#)

Add Structure and Credibility to Your Security Portfolio with CIS Controls v8 Cybersecurity Framework

[Webinar | Presentation](#)

Sell through CSP

Get ready to put the power of AI to work for your SMB customers. With Microsoft 365, SMBs can safely run their businesses from anywhere with a secure, comprehensive, AI-powered cloud solution that makes hybrid work, work.



Step 1: Define your strategy

Leverage these resources to develop a growth plan for your Copilot for Microsoft 365 practice.

Understand the partner opportunity

- * **NEW** [Copilot for Microsoft 365 partner opportunity deck for CSP partners](#)
- [Get AI Ready campaign assets for CSP partners](#)
- [Get AI Ready partner opportunity deck for CSP partners](#)

Assess your customer opportunity

- * **NEW** [Copilot for Microsoft 365 optimization assessment](#)
- * **NEW** [Use Sales Advisor to find the right customer targeting opportunities](#)

Analyze the market landscape

- Latest AI trends and research: [Work Trend Index](#)
- [Power your AI transformation with the Microsoft Cloud](#)
- [Learn more about the Microsoft family of Copilot products](#)

[Modern Work for Partners - Copilot for Microsoft 365](#)

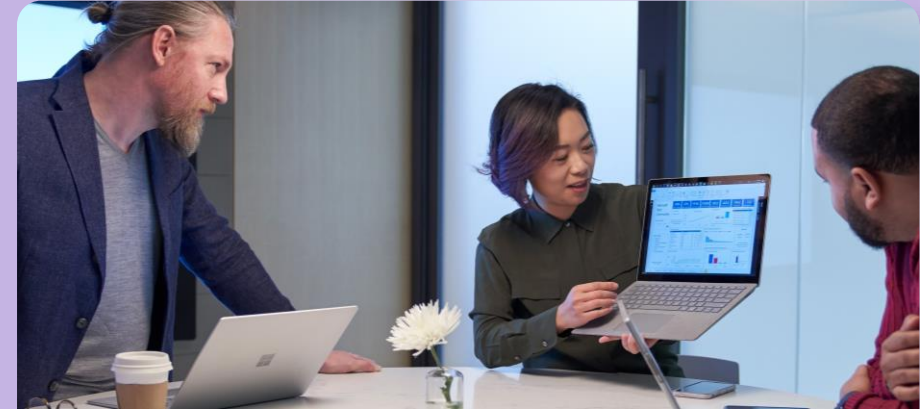
H2 new experiences available in Lighthouse



New Experience

Renewal Management

Proactively manage CSP customer renewals with insights into expiring subscriptions coming up in the next 30, 60, and 90 days



New Opportunity

Copilot for Microsoft 365

Effortlessly identify which customers are eligible and ready to add Copilot for Microsoft 365 and get recommendations on how best to position it

Step 2: Develop skills

The CSP Masters Trainings are built to grow CSP sales and technical capabilities. Join us in the upcoming bootcamps to successfully go to market with Copilot for Microsoft 365.

* **RECOMMENDED – CSP Masters Copilot for Microsoft 365 Sales and Technical Bootcamps**

- Attend the [Sales bootcamp](#) to learn how to build a successful services practice and how to land your first sale.
- Attend the [Technical bootcamp](#) learn how to prepare your customers and how to deploy and manage your first customer.

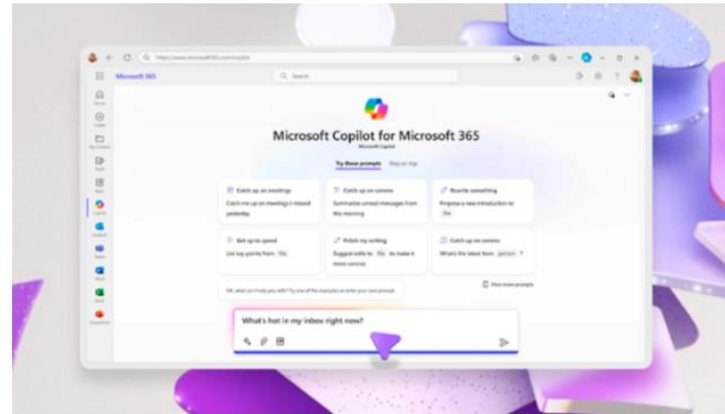
For more information on CSP Masters Copilot for Microsoft 365 Sales and Technical training resources, visit the [CSP Masters Training Portal](#).

Copilot for Microsoft 365 resources

- [Get started with Copilot for Microsoft 365 learning path](#)
- **RECOMMENDED** [Overview of Copilot for Microsoft 365 stack and Semantic Index](#)
- [Copilot for Microsoft 365 technical overview presentation](#)
- [How to prepare for Copilot for Microsoft 365](#)
- **RECOMMENDED** [Data, Privacy, and Security for Copilot for Microsoft 365](#)
- [Copilot for Microsoft 365 data security demo](#)
- [Copilot for Microsoft 365 adoption guidance](#)
- [Differences between OpenAI/ChatGPT and Microsoft Copilot](#)

Microsoft Copilot resources

- [Read the recent Microsoft 365 blog post](#) outlining all the new and upcoming innovations to help your SMB customers achieve more than ever before
- [Microsoft Copilot website](#)
- [Microsoft Copilot documentation](#)
- [Microsoft Copilot FAQ](#)
- [Microsoft Copilot adoption kit](#)



[Modern Work for Partners - Copilot for Microsoft 365](#)

NEW! | M365 CSP Masters Q3 Copilot Bootcamps

- Digital Bootcamps to enable CSPs to successfully go to market with Copilot for Microsoft 365

Copilot for Microsoft 365 Sales Bootcamp January 31 (APAC)

Get ready to sell Copilot for Microsoft 365

Learn how to build a Copilot for Microsoft 365 practice and land your first sale.

Register [here](#)

Subtitles available: Spanish, Portuguese, German, Italian, French, Dutch, Chinese, Korean, Indonesian, Japanese, Hebrew

Copilot for Microsoft 365 Technical Bootcamp February 20-21 (APAC)

Get ready to deploy and manage Copilot for Microsoft 365

Learn how to prepare, manage and deploy your first Copilot for Microsoft 365 customer.

Register [here](#)

Subtitles available: Spanish, Portuguese, German, Italian, French, Dutch, Chinese, Korean, Indonesian, Japanese, Hebrew

Step 3: Operationalize and go to market

Take the final steps to transition your Copilot for Microsoft 365 practice from concept to reality.

Operationalize and sell Copilot for Microsoft 365 through CSP

- **NEW** [CSP messaging and positioning framework](#)
- **NEW** [SMB customer pitch deck](#)
- **NEW** [SMB early value deck](#)
- **NEW** [SMB customer data sheet](#)
- **NEW** [SMB customer email template](#)
- **NEW** SMB social campaign [LinkedIn](#) and [infographic](#) templates
- **RECOMMENDED** [Copilot for Microsoft 365 partner FAQ](#)
- **NEW** [CSP transaction guide](#)
- **NEW** [CSP pricelist review and SKU details](#)
- **NEW** [SMB demo scripts and files](#)
- [Offer development guide](#)
- [Licensing and technical requirements](#)
- [Selling guide](#)

Ensure your customers are AI-ready

- [Pitch the Secure Productivity story with downloadable assets](#)
- [Click-through demos](#) (CDX under Secure Productivity)
- Microsoft 365 upsell guides, available in [English](#), [French](#), [German](#), and [Spanish](#)
- [Get AI-Ready to-customer email template](#)
- [Microsoft Copilot adoption kit](#)
- [Copilot with commercial data protection demo resources](#)

Copilot for Microsoft 365 adoption

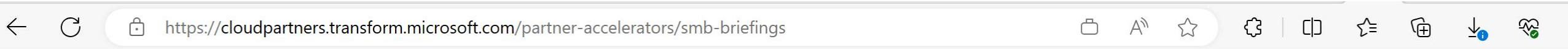
- **RECOMMENDED** [Copilot Lab](#)
- **NEW** [SMB customer quick start guide with prompts](#)
- **RECOMMENDED** [Copilot for Microsoft 365 prompt guide](#)
- [Copilot for Microsoft 365 demos and explainer playlist](#)

Leverage offers

- [Microsoft 365 Business Premium New Customer Acquisition Offer summary](#)
- [Microsoft 365 Business Premium New Customer Acquisition Offer FAQ](#)
- [Do More with Less Microsoft 365 E3 Offer in CSP FAQ](#)

[Modern Work for Partners - Copilot for Microsoft 365](#)

NEW! | Get Copilot Ready SMB Workshops



Transform | Modern Work for Partners Practice Development ▾ Partner GTM ▾ Partner Accelerators ▾ More ▾

Search

Microsoft SMB Briefings

Unlock the potential of your small to medium-sized business (SMB) practice with our SMB Briefings (formerly called SMB Workshops), designed to optimize our shared sell-through-your-partner innovative solutions.

Use these Microsoft-developed demand-generation events to drive customer interest in new-to-Microsoft-Cloud SMB customer acquisition. Aligned with Microsoft SMB solution plays, these partner-led briefings have been designed by Microsoft to help you demonstrate value, build customer intent, and accelerate opportunities for Modern Work and Security.

NEW! We are excited to share that our newest Get Copilot Ready SMB Briefing is available to help you prepare your customers to become AI-powered organizations with Copilot for Microsoft 365. [Download the briefing package](#) and get started today!

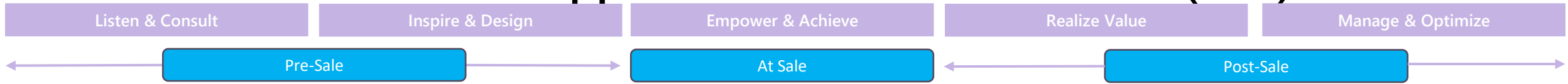


aka.ms/smbbriefings

FY24 H2 Partner Incentives - Modern Work & Security

Hoang Linh
Partner Marketing Manager – MW&S
ASEAN – VIT

FY24 Partner Investment Opportunities in Modern Work (CSP)



Campaigns-In-A-Box
 Customizable digital marketing content available to all MAICPP partners

M365 SMB Briefings (Eligible Partners only) *
 Enable select Partners to invest in GTM and be recognized for Business Impact (SMB 1:many briefing). Investment in Pre-sales Activity (Milestone 1, up to \$1.5K) AND Incentive of \$1K, if a customer purchases at least 5 seats of BP (1 customer max)

M365 E3 Customer Accelerator (Eligible Partners Only) *
 Acquire new customers or upsell M365 E3/E5 suite through 1:many OR 1:1 customer engagement w/ 2 milestones incentives (Up to \$21.5K/account)

- Pre-sales Activity (Milestone #1) :**
 - Deliver 1:many Do More with M365 briefing (up to \$1.5K) OR
 - "Register" 1:1 briefing: E3 pitch, demo, solution assessment, Biz Value calculator discussion, or any other type of engagement (No Payment)
- Purchase M365 E3 (Milestone #2)**

Seats Sold	300-999	1000+
NPSA E3	\$6k	\$10k
NPSA E5	\$12k	\$20k

MCI MW&S Usage Incentive
 Rewards partners for helping customer successfully deploy and adopt Microsoft 365 workloads

High Water Mark model rewards partners for growth in customer usage at customer tenant level.
 Compensable workloads include:
Modern Work: Teams Phone System, Frontline Worker Teams **Security:** AADP2, Microsoft Defender Endpoint, Microsoft Information Protection, Intune, Insider Risk Manager, Microsoft Defender for Identity, Microsoft Defender for Office, Microsoft Cloud App Security.
Investments: Up to \$75K per workload per tenant

MCI Modern Work Partner Pilots
 Rewards partners for delivery of standardized pilots to top customer opportunities.

Frontline Worker: Up to \$30K per pilot
 Viva: Up to \$20K per pilot
 Teams Phone: Up to \$20K per pilot
 W365: Up to \$20K per pilot

MCI CSP Core Incentive
 Indirect Reseller: **3.75%**
 *Max cap for E3, E5 and other SKUs

CSP Strategic Product Accelerator
 Indirect Reseller
Business Prem/ME3 (Tier 1):

- Innovate & Balance – **5%**
- Scale countries – **6%**

ME5 (Tier 2): 7%
 *Max cap for E3, E5 and other SKUs

MCI CSP MW&S New Customer Add Accelerator
 Indirect Reseller: 15%

FY24 Monetary Investment

FY24 Non-monetary Investment

Microsoft 365 new commerce CSP – indirect reseller

New
Commerce
Incentive


ENGAGEMENT SUMMARY


The Microsoft 365 new commerce CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Modern Work & Security products and services through the new commerce experience.


ENGAGEMENT TERM


October 1, 2023 – September 30, 2024

Partner Eligibility

 **Partner Agreement**
Microsoft AI Cloud Partner Program Agreement


 **Partner Authorization**
Microsoft CSP Indirect Reseller Channel Authorization

 **Incentive Enrollment**
Microsoft Commerce Incentives

 **Eligibility**
One of these four Solutions Partner designations: Digital & App Innovation (Azure) Infrastructure (Azure), Modern Work, Data & AI (Azure)

OR

Attained one of the following legacy competencies and purchased benefits package for: *Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small and Midmarket Cloud Solutions, Windows and Devices*

 **Revenue Requirements**
\$25K USD 12-month revenue threshold for CSP Indirect Resellers

Measure and Reward

Incentives are based on billed revenue and calculated in accordance to billing cadence.

Incentive Structure	Rate	Maximum incentive earning opportunity
Core – Modern Work & Security billed revenue	3.75%	M365 E3/E5 \$55,000 M365 Other \$20,000
Global Strategic Product Accelerator – Tier 1 (Business Premium, M365 E3)	<i>Innovate and Balance countries*</i> : 5.00%	M365 E3 \$55,000* M365 E3 \$65,000**
	<i>Scale countries**</i> : 6.00%	
Global Strategic Product Accelerator – Tier 2 (M365 E5)	7.00%	M365 E5 \$115,000
Global Calling and Conference PSTN Accelerator	20.00%	N/A

*Innovate & Balance Markets: ANZ, Canada, France, Germany, UK, US, WE, CEMA (CEE + MEA)

**Scale Markets: APAC, Greater China, India, Japan, Korea, LATAM

Partner Association
Transacting Partner of Record

Earning Type
60% Rebate/40% Co-op

Maximum earning opportunity
per tenant ID, per product group, per lever, per partner

Product Eligibility
[See Product Addendum](#)

Microsoft 365 customer add new commerce CSP – indirect reseller

ENGAGEMENT SUMMARY

The Microsoft 365 customer add new commerce CSP incentive, rewards Cloud Solution Provider partners who drive the sale of Modern Work & Security products and services through the legacy CSP experience and the new commerce CSP experience.

ENGAGEMENT TERM

October 1, 2023 – September 30, 2024

Partner Eligibility

- Partner Agreement**
Microsoft AI Cloud Partner Program Agreement
- Partner Authorization**
Microsoft CSP Indirect Reseller Channel Authorization
- Incentive Enrollment**
Microsoft Commerce Incentives
- Eligibility**
One of six Solutions Partner designations
OR
Attained one of the following legacy competencies and purchased benefits package for: *Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small and Midmarket Cloud Solutions, Windows and Devices*
- Revenue Requirements**
\$25K USD 12-month revenue threshold for CSP Indirect Resellers

Measure and Reward

Incentives are calculated based Modern Work billed revenue on eligible products both in Modern and Legacy (if applicable). Earnings are available for 12-months from customer tenant create date.

Strategic Accelerator

- Customer add – Modern Work & Security billed revenue, 15%

Partner Association Transacting Partner of Record	Earning Type 60% Rebate/40% Co-op	Maximum earning opportunity Not applicable	Product Eligibility See Product Addendum
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Modern Work & Security Usage Incentive (previously OSU-M365)

Use or consume

ENGAGEMENT SUMMARY

Rewards partners for helping customers successfully deploy and adopt Microsoft 365 and Security workloads.

ENGAGEMENT TERM

October 1, 2023 – September 30, 2024

Eligibility

- Partner Agreement**
Microsoft AI Cloud Partner Program Agreement
- Incentive Enrollment**
Microsoft Commerce Incentives. Eligibility and enrollment requirements below must be met each month by the last day of the month.
- Solutions Partner Designations**
Modern Work or Security

OR

Attained one of the following legacy competencies and purchased benefits package for Cloud Productivity, Enterprise Mobility Management, Security

Additional Details

- Minimum High Water Mark (HWM)**
Tenant must have reached a minimum HWM of 300 active users for earnings to be released
- Compensable Units Limited to Paid Available Units (PAU)**
The volume of compensable units cannot exceed total paid available users (PAU) by tenant-workload

Measure and Reward

Incentives are based on compensable units calculated on paid usage growth above the High Water Mark (HWM), not exceeding the volume of Paid Available Users (PAU). The HWM tracks the highest value of measured units by tenant and workload over time.

Workload	Solution	Rate per compensable unit	Maximum incentive earning opportunity*
Teams Phone Enable Users	Modern Work	\$4	\$75K
Front Line Worker Teams	Moder Work	\$4	\$75K
Azure Active Directory premium 2 (AADP2)	Security	\$3	\$30K
Microsoft Defender Endpoint (MDE)	Security	\$3	\$30K
Microsoft Information Protection (MIP)	Security	\$3	\$30K
Intune	Security	\$1	\$10K
Insider Risk Manager (IRM)	Security	\$1	\$10K
Microsoft Defender for Identity (MDI)	Security	\$1	\$10K
Microsoft Defender for Office (MDO)	Security	\$1	\$10K
Microsoft Cloud App Security (MCAS)	Security	\$1	\$10K

Partner Association

Claiming Partner of Record (CPOR)

Earning Type

Pay-per-unit above High Water Mark

Maximum Earning Opportunity

*Per partner, tenant ID, and workload

Licensing Programs

All

Incentive Calculation based on High Water Mark



High-Water Mark (HWM) Growth

The HWM tracks the highest value of measured monthly active users (MAU) by Tenant and Workload over time since the workload start date under a specific tenant.

The HWM in the first month of the engagement term is set to the highest recorded MAU by Tenant and Workload.

A minimum HWM of 300 MAU is required for earnings to be released.

The volume of compensable units cannot exceed total paid available units (PAU) by Tenant and Workload.

Example: HWM calculation for a tenant and workload with a rate of \$1:

Month	MAU	PAU	HWM	Compensable Units Above Prior HWM	Payout
October	300	500	300	-	
November	350	500	300	-	
★ December	400	500	350	50	50 x \$1
January	250	500	400	-	
February	200	500	400	-	
March	430	500	400	30	30 x \$1
April	550	500	430	70	70 x \$1
Total					\$150



Month of partner association

FY24 H2 Partner Enablement- Modern Work & Security

Meera Bangi
Asia Partner Enablement Lead

FY24 Holistic Enablement Strategy

Enabling partners to drive success across the partner life cycle for greater customer outcomes.

Build Solution Play Pipeline

Convert Sales Opportunities

Build AI Cloud Partner Program
Concierge Capability

Build Project Readiness



Sales Enablement

Pre-Sales Enablement

MAICPP Designation & Specialization Enablement

Delivery Team Enablement

Align *customer scenarios* and needs with Microsoft Cloud Offerings and pitch the right solutions

Provide technical sellers with skills and knowledge to successfully *scope and design* solutions based on Microsoft Cloud technologies

Understand *concepts and skills* through structured learning (fundamentals, advanced role-based), driving Solution Partner designation growth

Apply concepts and skills gained through structured learning to *real-world customer scenarios*, aligning to mainstream solution plays

Accelerate Lead Cycle Success

Improve Deployment Efficiency & Time to Value

FY24 H2 CSP Master Training

Strategy

Train CSPs to successfully go to market with Copilot for Microsoft 365 in CSP, with trainings on how to build a successful services practice, how to land the first sale and deploy and manage the first customer.

Execution

Digital scale readiness in EMEA/Americas & APAC time zones – ***Open to All Partners***

Local in person series to train key CSPs in depth – *invitation only*

Earning the CSP Masters Professional badges

1. Complete the sales and technical series
2. Take assessment with score 80% or higher on the knowledge checks:
 - <https://aka.ms/cspmastersalesprofessional>
 - <https://aka.ms/cspmasterstechnicalprofessional>
3. Submit for badge through received link



NEW! | M365 CSP Masters Q3 Digital Copilot Bootcamps

Copilot for Microsoft 365 Sales Bootcamp January 31 (APAC)

Get ready to sell Copilot for Microsoft 365

Learn how to build a Copilot for Microsoft 365 practice and land your first sale.

Register [here](#)

Partner [invite](#) and disti to reseller partner [invite](#)

Audio languages available: Chinese, Korean, Japanese
Subtitles available: Chinese, Korean, Indonesian, Japanese

Sales training agenda

- Introduction and the AI opportunity
- Copilot for Microsoft 365 Value Proposition
- Copilot product overview
- **Break**
- Getting customers AI ready
- Building a Copilot services practice
- **Break**
- Microsoft 365 Lighthouse
- Go to market programs
- Next steps

Copilot for Microsoft 365 Technical Bootcamp February 20-21 (APAC)

Get ready to deploy and manage Copilot for Microsoft 365

Learn how to prepare, manage and deploy your first Copilot for Microsoft 365 customer.

Register [here](#)

Partner [invite](#) and disti to reseller partner [invite](#)

Subtitles available: Chinese, Korean, Indonesian, Japanese

Technical training agenda

Day 1: AI Fundamentals

Time	Session
08:30-09:00	Welcome
09:00-09:15	Introduction
09:15-10:15	Copilot Fundamentals
10:15-10:45	Copilot Demo
10:45-11:00	Break
11:00-12:00	Security, Data Protection and Privacy with Copilot
12:00-12:30	Copilot Extensibility

Day 2: SMB Partner Readiness

Time	Session
13:30-14:00	Partner Practice Building recap
14:00-14:45	Get customers AI Ready
14:45-15:00	Break
15:00-15:30	Sell and Deploy Copilot
15:30-16:30	Adoption and Services

Invite your partners to accelerate CSP Copilot for Microsoft 365 capabilities

Call to Actions

Key Resources

∞ [Partner Enablement Playbook](#) (full H2 calendar available)

∞ [Partner Training Gallery – all training sessions](#)

To-Do

- Bookmark the resources above
- Sign up for trainings early
- Consume on-demand content if you miss the live session

H2 Enablement Schedule (multi-partner): January – March 2024

	Azure	Business Applications	Modern Work	Security
January	Sales SMB Partner Sales Bootcamp (Jan 16-17 PST, Jan 17-18 CST/EST) & Jan 23, PST, Jan 24, CST/EST For technical & sales roles MS Copilot Partner Bootcamp (Jan 30 - Feb 1 PST, Jan 31 - Feb 2 CST/EST)	SMB Partner Sales Bootcamp (Jan 16-17 PST, Jan 17-18 CST/EST) & Jan 23, PST, Jan 24, CST/EST For technical & sales roles High Volume Acceleration - Advanced (Jan 16, PST) MS Copilot Partner Bootcamp (Jan 30 - Feb 1 PST, Jan 31 - Feb 2 CST/EST)	SMB Partner Sales Bootcamp (Jan 16-17 PST, Jan 17-18 CST/EST) & Jan 23, PST, Jan 24, CST/EST For technical & sales roles MS Copilot Partner Bootcamp (Jan 30 - Feb 1 PST, Jan 31 - Feb 2 CST/EST) WinOps 365 Partnering for Success (Jan 11, PST & Jan 16, EST) CSM Master Sales Workshops: Copilot for Microsoft 365 (Jan 24, PST & Jan 31, EST)	SMB Partner Sales Bootcamp (Jan 16-17 PST, Jan 17-18 CST/EST) & Jan 23, PST, Jan 24, CST/EST For technical & sales roles MS Copilot Partner Bootcamp (Jan 30 - Feb 1 PST, Jan 31 - Feb 2 CST/EST)
February	Certification Modular Training (On-demand) Build and Modernize AI Apps Workshop (Jan 15-18, CST) Migrate & Secure Workloads (Jan 15-16, EST) Azure OpenAI Workshop (Jan 30-Feb 1, PST) AKS Workshop (Jan 30-Feb 1, EST)	Modular Training (On-demand) Reimagine Process Automation with AI & Power Automate Workshop (Jan 22-23, CST) Customer Success Series (Jan 25, CST) Build Next-Gen AI Powered Customer Experiences w/ Dynamics 365 Customer Insights (Jan 30 - Feb 1, CST/EST)	Copilot for Microsoft 365 Pre-sales & Technical Bootcamp (Jan 31-Feb 2, PST/CST/EST)	Modular Training (On-demand) Threat Protection and Incident Response with Microsoft Sentinel (Jan 16-19, CST) Microsoft Defender for O365, Identity & Cloud Apps (Jan 22-24, CST/EST) Migrating to Microsoft Sentinel Bootcamp (Jan 22-26, EST) Spotlight: Marketing Microsoft Sentinel (Jan 30, Identity and Access Management with Microsoft Entra (Jan 27 - Feb 1, CST)
March	Sales Azure AI Cloud Week (Feb 12)	For technical & sales roles		

H2 Enablement Schedule (multi-partner): April – June 2024

	Azure	Business Applications	Modern Work	Security
April	Sales Partner Sales Bootcamp (April 9-11, CST/EST/EST)	Partner Sales Bootcamp (April 9-11, CST/EST/EST) High Volume Acceleration - Advanced (April 2, PST)	Partner Sales Bootcamp (April 9-11, CST/EST/EST)	Partner Sales Bootcamp (April 9-11, CST/EST/EST)
May	Certification Azure Cloud Week (April 15-19) Microsoft Fabric Workshop (April 8-11, EST) Azure OpenAI Workshop (April 16-18, CST) Migrate SAP w/ RISE Workshop (April 16-18, CST/EST) Build and Modernize AI Apps Workshop (April 16-20, CST) Microsoft Cloud for Sustainability (April 29-30)	Modular Training (On-demand) Process Automation Scenarios Workshop (Apr 16-18, CST/EST) Business Performance Planning and Analytics Workshop (Apr 22-23, PST) Microsoft Cloud for Sustainability (April 29-30)	Modular Training (On-demand) Copilot for Microsoft 365 Pre-sales & Technical Bootcamp (Apr 23-25)	Modular Training (On-demand) Migrating to Microsoft Sentinel Bootcamp (April 6-9, PST) Threat Protection and Incident Response with Microsoft Sentinel (April 22-25, CST/EST)
June	Sales SMB Sales Bootcamp (May 14-16, CST/EST/EST)	SMB Sales Bootcamp (May 14-16, CST/EST/EST) For technical & sales roles High Volume Acceleration - Advanced (May 7, PST)	SMB Sales Bootcamp (May 14-16, CST/EST/EST) Modern Work Cloud Week (May 12-17)	SMB Sales Bootcamp (May 14-16, CST/EST/EST) Modular Training (On-demand)
June	Certification Microsoft Fabric Workshop (May 6-9, EST) Microsoft Cloud for Retail (May 12-13) Migrate & Secure Workloads (May 13-16, EST) Azure OpenAI Workshop (May 14-16, EST) Build and Modernize AI Apps Workshop (May 20-23, EST)	Modular Training (On-demand) Microsoft Cloud for Retail (May 12-13) Dynamics 365 Supply Chain Management Workshop (May 21-23, PST) Dynamics 365 Customer Service Omnichannel Workshop (May 28-30, CST/EST)	Copilot for Microsoft 365 Pre-sales & Technical Bootcamp (May 27-29)	Fortify Your Data Security with Microsoft Purview Workshop (May 7-9, CST/EST/EST) Microsoft Defender for O365, Identity & Cloud Apps (May 12-15, CST/EST/EST) Migrating to Microsoft Sentinel Bootcamp (May 20-21, CST/EST)
June	Sales Azure OpenAI Workshop (June 18-20, EST) AKS Workshop (June 18-20, PST)	Modular Training (On-demand) Process Automation Scenarios Workshop (Jun 4-6, EST) Dynamics 365 Supply Chain Management Workshop (Jun 11-13, CST/EST)	Modular Training (On-demand) Copilot for Microsoft 365 Pre-sales & Technical Bootcamp (Jun 18-20)	Modular Training (On-demand) Security Cloud Week (June 10-14) Microsoft Defender for Endpoint Workshop (June 2-3, CST/EST/EST) Threat Protection and Incident Response with Microsoft Sentinel (June 17-20, PST)

Q&A



THANK YOU!