



FY25 January FastTrack Partner Community Call

January 29-30, 2025

Event logistics

- **Captions:** Go to **More** in Teams for live captions and select **Language and speech and then turn on live captions**. In the bottom right of Teams, select **Settings, Caption language**, then choose preferred language.
- **Materials:** Event content and recording will be made available on the FPC Blog a few days after the event has concluded.
- **Questions:** Please post your questions in the meeting chat. We will be answering questions in the chat throughout the event.

Agenda

Topic	Presenter	Time (minutes)
Welcome	Amy Jarosky	5
Top of Mind: Americas, Asia, EMEA	Josh E., Akira M., Stephane A.	5
FastTrack Partner Center Experience (FPX)	Christian Maier	15
Security	Neha Gupta	15
FPC Qualifications	Tony Curry / James Pickering	10

Top of Mind: Americas

Josh Elmore, Senior Partner Success Manager

Americas

Thank you for supporting our role transition to Partner Success Manager in H1.

Top of Mind: Maximizing business value

Identifying the key programs and motions that drive value.

- LXP and usage data
- Copilot Accelerate with expanded association signal
- Integrating FRP into your sales plays, process, and offers (aka.ms/CACWhitePaper)

Control your destiny, get proactive.

- Proactive Referrals:
 - Partnering with FastTrack Architects (FTAs) with existing and pipeline customers
 - How are you showing up to the Microsoft field?
- GTM Subject Matter Expert (SME) support:
 - Partner with SMEs for customer webinars and key deals (One Microsoft)

Tracking progress. "If we have data let's look at data. If all we have are opinions, let's go with mine." – Jim Barksdale

- Continue to engage with the Partner Success Plan
 - Clearly define what value looks like for your business

Top of Mind: Asia

Akira Mizusawa, Asia Regional Manager

Asia

Big thank you for your contribution and collaboration with us!

Progress and Key Results

- **PowerUp Event** in Singapore on February 26th – looking forward to your participation. [Register here](#).
- FPC Value Proposition available – Get familiar and leverage the three pillars.
- **Partner success is Partner Success Manager (PSM) success**. Ensure the right people relate to our PSMs.
- Partner Success Plans: business strategy and driving results. **Review regularly to track progress.**

Focus areas and Asks

- Subject Matter Experts (SMEs) are available to help you! Submit a **SME request for any engagement**.
- Focus on Copilot and Security. Leverage your resources to make momentum, create more opportunities.
- Deployment Opportunity Pipeline – Leverage LXP data – PSM can help maximize your analysis.
- Advanced Deployment Guides (**ADGs**): Introduce and utilize ADGs for customers.
- CPOR – Still the strongest mechanism for association.
- Get to know your **FastTrack Architects** and opportunities to collaborate.

Top of Mind: EMEA

Stephane Almeida, Senior Partner Success Manager

EMEA

Big thank you for your contribution and collaboration with us!

Progress and Key Results

- **PowerUp Event** in London in December – Thanks to all attendees for your participation.
- FPC Value Proposition available – Get familiar and leverage the three pillars.
- **Partner success is Partner Success Manager (PSM) success.** Ensure the right people relate to our PSMs.
- Partner Success Plans: business strategy and driving results. **Review regularly to track progress.**

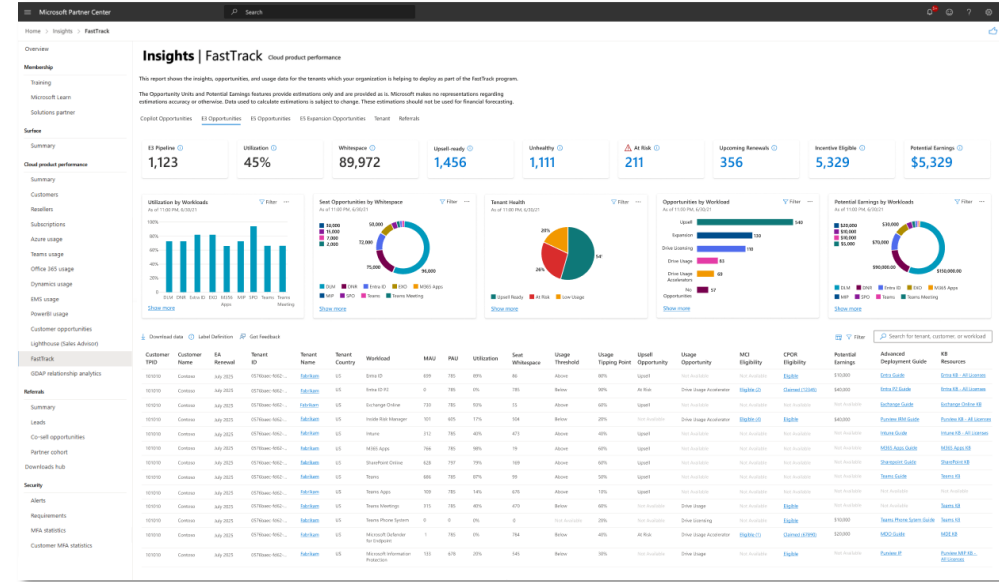
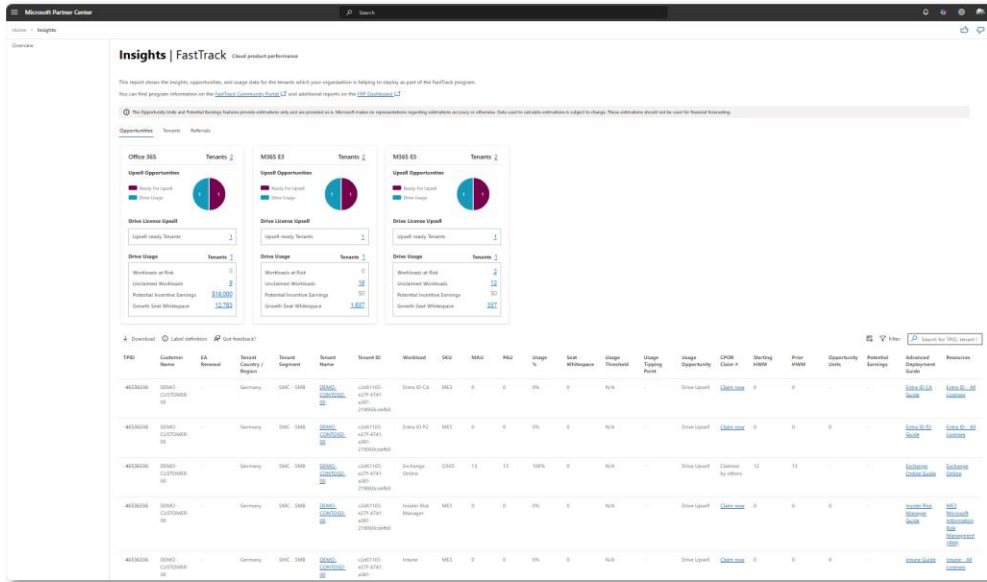
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FastTrack Partner Center Experience (FPX)

Christian Maier, Principal Product Manager

FPX | FY25 Evolution



FPX v1: June 2024

Data:
Usage, Propensity & Incentives Data

Adoption:
99% of all FastTrack Ready Partners
80% of all FPC members

FPX v2: Q1 2025

Quadrupling data, 21 workloads
Emphasis on E3, E5, and Copilot growth

360 view of all incentive opportunities & earnings
Incremental releases to add value and improvements

FPX Releases | Q2

Download Label def Got feedback?

TPID	Customer Name	Customer Country / Region	Customer Segment	Tenant Country / Region	Tenant Segment	Tenant Name	Tenant ID
-46536336	DEMO-CUSTOMER-00	Germany	SMC - SMB	Germany	SMC - SMB	DEMO-CONTOSO-00	c2d61165-e27f-4741-a381-219060cdefb0
-46536336	DEMO-CUSTOMER-00	Germany	SMC - SMB	Germany	SMC - SMB	DEMO-CONTOSO-00	c2d61165-e27f-4741-a381-219060cdefb0
-46536336	DEMO-CUSTOMER-00	Germany	SMC - SMB	Germany	SMC - SMB	DEMO-CONTOSO-00	c2d61165-e27f-4741-a381-219060cdefb0

- 1 Opportunity Data: Country/Region and Segment - released**
- Ability to filter, sort, and view data by customer country/region and segment
 - Customer country/region and segment need to be “enabled” via the “Change Column” option

Search for tenant, customer, or workload

MCI Eligibility	CPOR Eligibility	Potential Earnings	Advanced Deployment Guide	KB Resources
Not Available	Eligible	\$10,000	Entra Guide	Entra KB - All Licenses
Eligible (2)	Claimed (12345)	\$40,000	Entra P2 Guide	Entra KB - All Licenses
Not Available	Not Available	Not Available	Exchange Guide	Exchange Online KB
Eligible (4)	Eligible	\$40,000	Purview IRM Guide	Purview KB - All Licenses
Not Available	Not Available	Not Available	Intune Guide	Intune KB - All Licenses
Not Available	Not Available	Not Available	M365 Apps Guide	M365 Apps KB
Not Available	Not Available	Not Available	Sharepoint Guide	SharePoint KB
Not Available	Not Available	Not Available	Teams Guide	Teams KB
Not Available	Not Available	Not Available	Not Available	Not Available
Not Available	Eligible	Not Available	Not Available	Teams KB
Not Available	Eligible	\$10,000	Teams Phone System Guide	Teams KB
Eligible (1)	Claimed (67890)	\$20,000	MDO Guide	MDE KB
Not Available	Eligible	Not Available	Purview IP	Purview MIP KB - All Licenses

25 results

- 2 Opportunity Data: Advanced Deployment Guides (ADGs) - released**
- Ability to quickly find ADGs for all M365 workloads
 - Deep link into the setup guide; access to detailed guides
- 3 Opportunity Data: MCI Eligibility – in testing, ETA February**
- Ability to quickly find eligible customers for MCI engagements
 - Details of eligibility, engagements start/end dates, rates
 - Deep link to claiming or update/edit engagement

FPX Releases | Q3

Download Label definition Got feedback?

TPID	Customer Name	Customer Country / Region	Customer Segment	EA Renewal	Tenant Name	Tenant ID
-46536336	DEMO-CUSTOMER-00	Germany	SMC - SMB	July 2026	DEMO-CONTOSO-00	c2d61165-e27f-4741-a381-219060cdefb0
-46536336	DEMO-CUSTOMER-00	Germany	SMC - SMB	July 2026	DEMO-CONTOSO-00	c2d61165-e27f-4741-a381-219060cdefb0

- 4 **Opportunity Data: EA Renewals** – blocked, ETA TBD
- Ability to view customer EA renewal date (if applicable)

Microsoft Partner Center

Home > Insights > FastTrack > DEMO-CONTOSO-00

DEMO-CONTOSO-00

Cloud product performance

This report shows the insights, opportunities, and usage data for the tenants which your organization is helping to deploy as part of the FastTrack program.

Details

Tenant ID: c2d61165-e27f-4741-a381-219060cdefb0

TPID:

Claims:

Claimed workloads:

Subscriptions

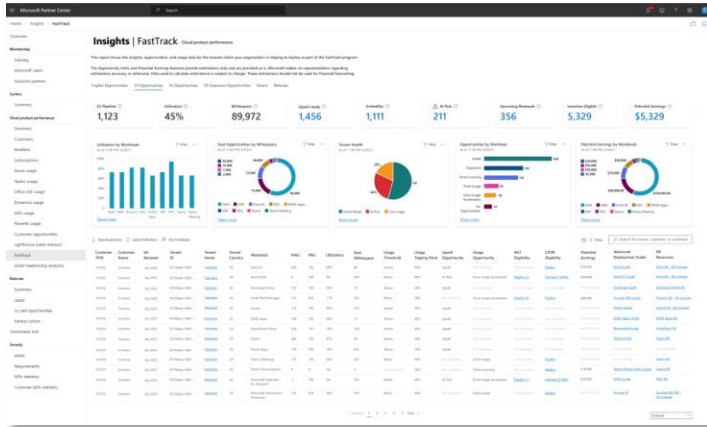
Download Filter Search

Sku Name	Status	Current State	End Date	Included Quantity	Subscription Id	Start Date	End Date	Included Workloads
OFFICE 365 EXTRA FILE STORAGE	Active	05/31/2026		4096	8E3941A7-6E7E-42A1-9449-AA621384A369	12/31/2024	05/31/2026	Teams Meetings
OFFICE 365 E1	Active	04/21/2025		7	92777274-0671-43C5-A27E-08FC0D0D0009	04/22/2024	04/21/2025	Exchange Online
MICROSOFT 365 E5	Active	04/22/2025		6	A4227998-954C-4E53-A778-205F9472C3F	04/23/2024	04/22/2025	SharePoint Online
MICROSOFT 365 E5	InGracePeriod	03/26/2025		700	6C6F658F-C69F-42F5-A83C-ACD31FA3FAE3	08/15/2024	06/30/2025	Insider Risk Manager
MICROSOFT 365 E5	InGracePeriod	03/26/2025		85	F8374D8-CCCC-4187-85AE-AD910A138E98	08/15/2024	06/30/2025	Teams Phone System
MICROSOFT 365 E3	Active	05/31/2026		2327	CT058DC4-3E4F-43AB-980B-526D97816841	06/30/2023	05/31/2026	Teams Apps
MICROSOFT 365 E3	Active	04/21/2025		7	4C80215-ESF8-4E0D-8A75-30DF132AF5A5	04/22/2024	04/21/2025	Entra ID CA

Customer Insights: Subscriptions – in testing, ETA February

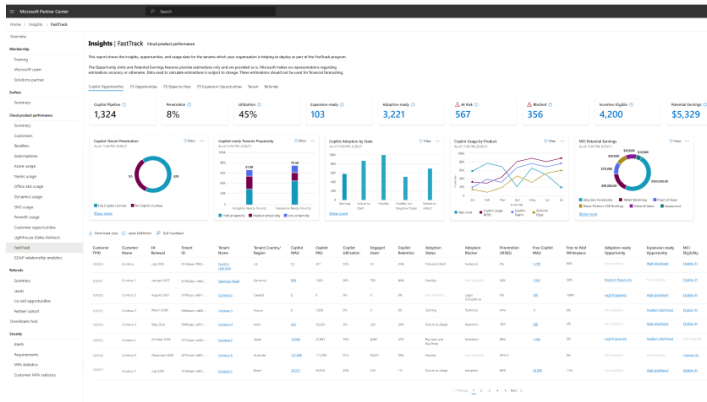
- 5
- Ability to view customer subscription data (license type, quantity, start/end dates, grace periods, subs numbers, etc.)
 - Access via Opportunities & Tenants tab

FPX Releases | Q3



New: **MW+S Propensity** – In Development, ETA February

- Updated propensity models; expanding from 13 to 20 workloads
- Tailored towards E3/E5 Upsell and Expansion for SMC/ENT customers
- Increased prediction accuracy, risk assessment data, MCI eligibility & more
- Simplified and streamlined UX



New: **Copilot Propensity** – In Development, ETA February/March

- New LXP-based upsell and growth propensity data for Copilot
- Propensity models account for *no-license* and *low-usage* Copilot customer scenarios
- Detailed in-product Copilot usage as well as *no-license/free* Copilot usage
- Copilot specific MCI and CPOR eligibility data & claiming; ADGs and more

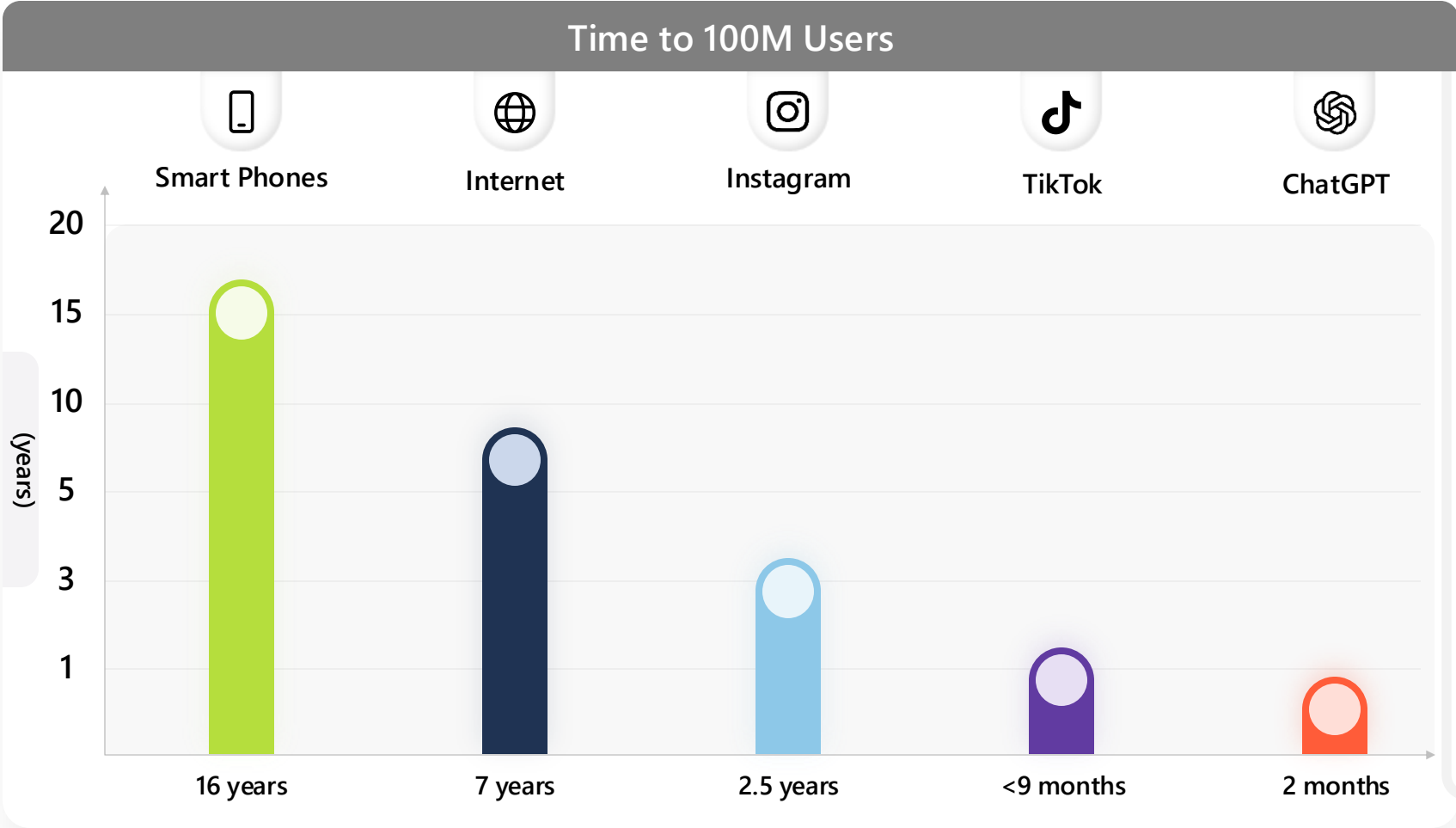
Call to action

- **Reach out to your technical resources** and make them aware of what's coming.
- Reach out to your PSM if you are **interested in early preview** and testing the new features.
- In the coming weeks, **a technical office hours will be scheduled** to dive deeper into these exciting new developments.
 - Keep a **look out on our communication channels** for information about registering for this upcoming event.
 - **Ensure your technical resources are registered** to attend.

Security

Neha Gupta, Global Partner Skilling lead - Security, Compliance & Identity

Generative AI technology is here



And can help...



Unleash creativity



Unlock productivity



Uplevel skills



Copilot for Microsoft 365

Unlock productivity and unleash creativity

Natural Language



Large Language
Models

+



Microsoft Graph
- Your Data -

+



Microsoft 365
Apps

+



The
Web

Concerns we've heard from customers...



Lack of visibility

58%

of organizations

are concerned about the lack of visibility into the unsanctioned use of GenAI.



Lack of protection

97%

of organizations

have concerns about implementing AI due to the lack of controls to mitigate risks of data leakage.



Increased AI regulations

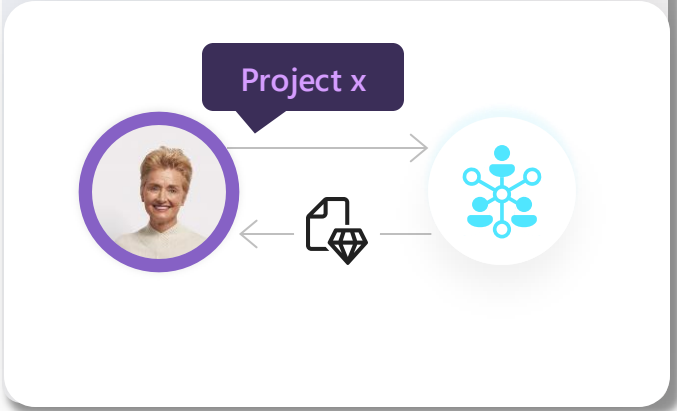
By
2027

at least one global company will see its AI deployment banned by a regulator for noncompliance with data protection or AI governance legislation.

Security and compliance challenges

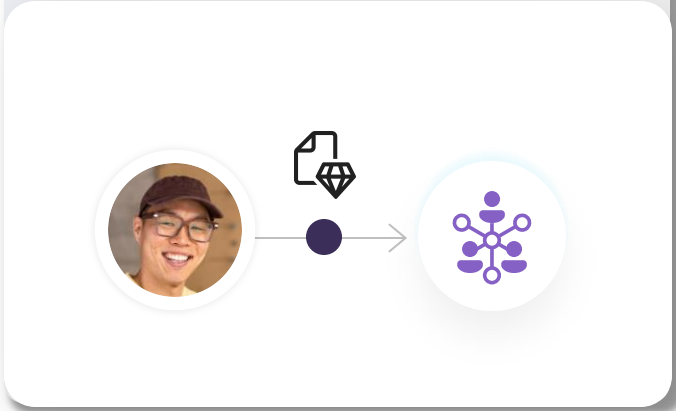
1

Data oversharing:
Users may access sensitive data via AI apps they're not authorized to view or edit.



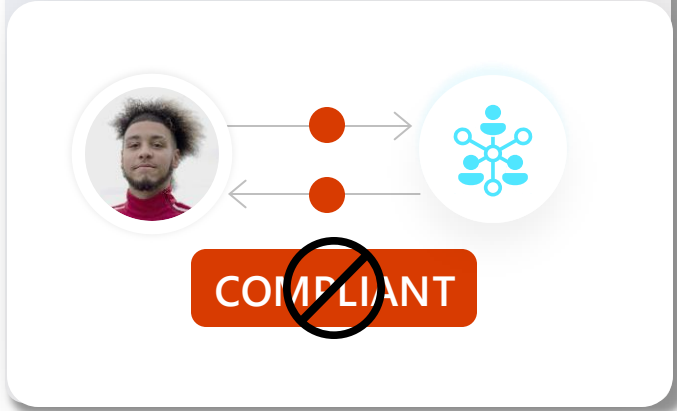
2

Data leak:
Users may inadvertently leak sensitive data to AI apps.



3

Non-compliance usage:
Users use AI apps to generate unethical or other high-risk content.



Data Security is critical for strong cybersecurity!

Data security incidents are widespread

83%

of organizations experience more than one data breach in their lifetime¹

Insiders account for 20% of data breaches, adding to costs

\$15.4M

Total average cost of activities to resolve insider threats over 12-month period²

Organizations are concerned about data leak in Generative AI

80%+

of leaders cited leakage of sensitive data as their main concern around adopting Generative AI³

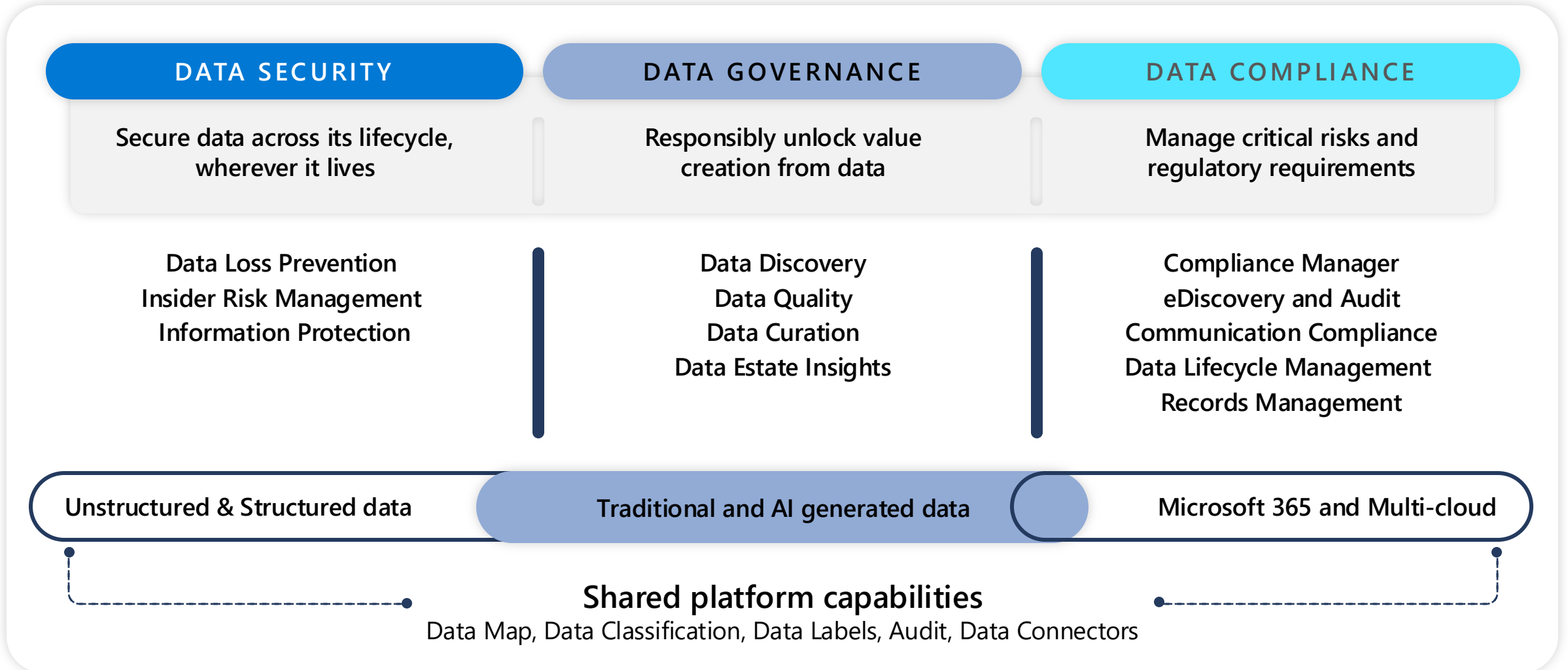
Source:

^{1,2}Microsoft Data Security Index report

³First Annual Generative AI Study: Business Rewards vs. Security Risks, Q3 2023, ISMG, N=400



Integrated solutions to secure and govern your entire data estate

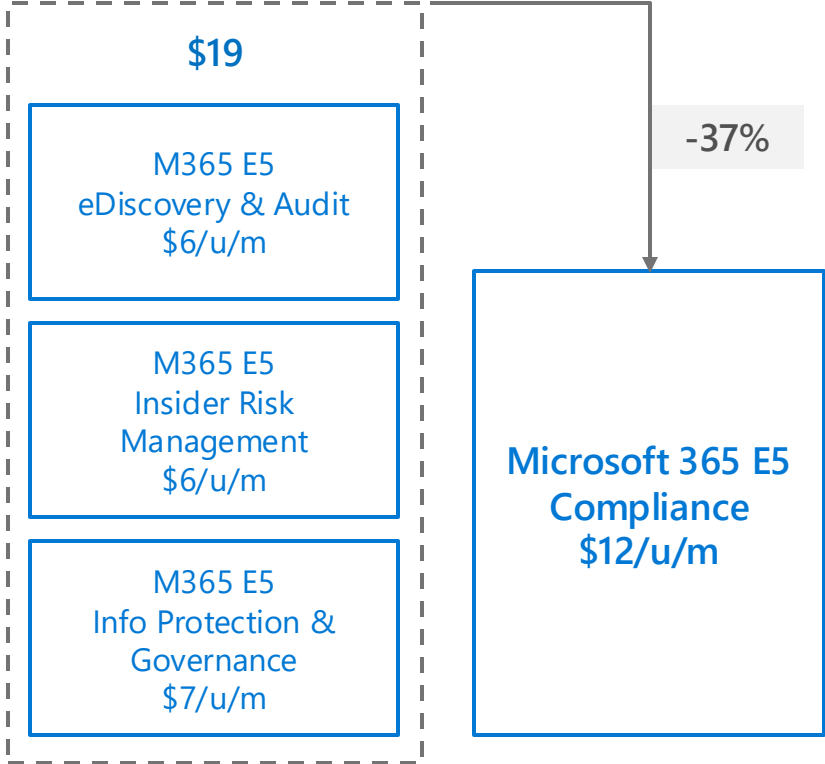


Compliance Features	M365 E3	M365 BP	M365 E5 Compliance
Insider Risk Management	Compliance Manager	Compliance Manager	Privileged Access Management
			Information Barriers
			Customer Lockbox
			Communication compliance
			Premium & custom templates
Apps and clouds	Cloud app discovery	Cloud app discovery	Defender for Cloud Apps App governance Cloud app discovery
Information Protection & Governance	Automatic rule-based classification	Sensitivity labels Data Loss Prevention (DLP)	Automatic rule-based classification
	Records management		
	Data lifecycle management		
	Teams DLP		
	Endpoint DLP		
eDiscovery & Audit	eDiscovery Content Search Audit	eDiscovery Content Search Audit	Custom compliance templates
			eDiscovery premium
			Audit Premium
			eDiscovery
			Content Search

Microsoft 365 E5 Compliance



ME5 Compliance



M365 E5 Compliance (\$12.00)

- Information Protection & Governance (\$7.00)**
- Insider Risk Management (\$6.00)**
- eDiscovery & Audit (\$6.00)**

Purview Data Lifecycle and Records Management
Use retention labels and policies to retain and delete information.

Purview Data Loss Prevention (DLP)
Identify, monitor, and automatically protect sensitive information stored across Office 365 locations.

Purview Information Protection
Identify and protect sensitive data including credit card, bank account, and passport numbers.

Purview Message Encryption
Send and receive encrypted email messages to people inside and outside your organization.

Microsoft Defender for Cloud Apps (\$3.50)
A multimode Cloud Access Security Broker (CASB). It provides rich visibility, control over data travel, and sophisticated analytics to identify and combat cyberthreats across all your cloud service.

Purview Customer Key
Help meet compliance requirements by exercising control over your organization's encryption keys.

Purview Data Connectors
Apply various Microsoft Purview solutions to third-party data that has been imported and archived in Microsoft 365.

Purview Customer Lockbox
Maintain control over your content with explicit access authorization for service operations.

Purview Communication Compliance
Minimize communication risks by detecting, capturing, and taking remediation actions on inappropriate messages in your organization.

Purview Privileged Access Management
Help protect your organization from breaches through granular access control over privileged admin tasks.

Purview Insider Risk Management
Detect, investigate, and take action on risky activities in your organization.

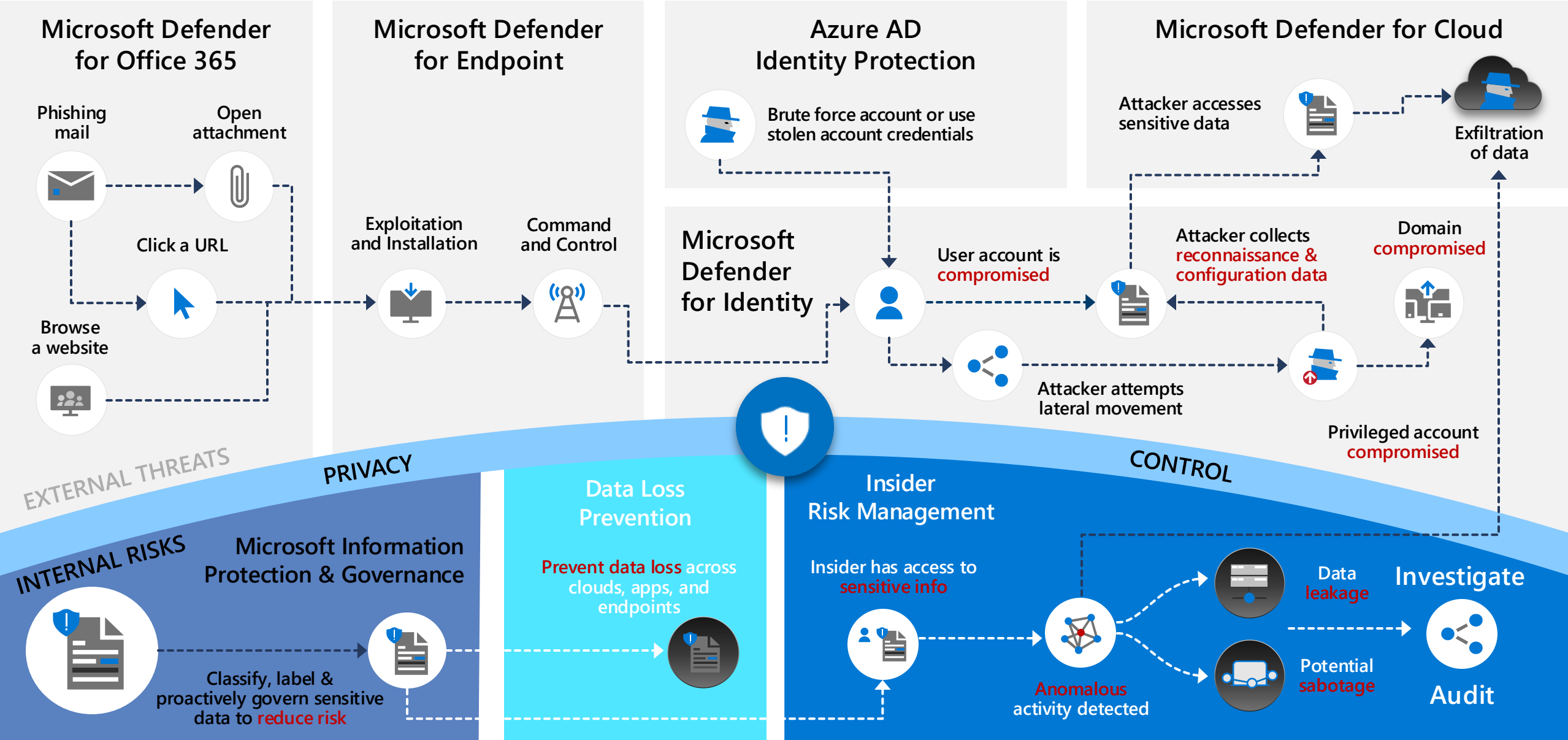
Purview Information Barriers
Restrict communications between specific groups of users inside your organization to safeguard internal information.

Purview eDiscovery (Premium)
Manage the end-to-end workflow of internal and external investigations.

Purview Audit (Premium)
Gain visibility with new auditing capabilities that help with forensic and compliance investigations.

Prices – ERP /per user/per month

E5 Compliance is protection from internal risks





Build your response on

Secure and Govern Microsoft 365 Copilot with Microsoft Purview

In today's digital landscape, ensuring the privacy, security, and compliance of your data is paramount. When deploying Microsoft 365 Copilot, robust data protection measures are essential to safeguard sensitive information and maintain regulatory compliance. Microsoft Purview offers a comprehensive suite of controls to help you achieve these goals. Discover how you can leverage these tools to enhance your data security strategy, including features like Restricted SharePoint Search, which provide an additional layer of protection.

EN | DE | FR | ES | PT | JP | KR | CNS

Duration:
3 days (1.5hrs/day)

Level:
Intermediate

Hands on Labs:
No

Target Audience:
Presales, Technical

Course Prerequisites:
SC-400

ESI Course Code: DW-103

LEARN

 90 mins


- Generative AI Challenges
- Benefits of Copilot
- Security challenges
- Secure and govern with Microsoft Security
- Getting started with baseline security controls
- Enabling best in class security with Microsoft Purview
- Example Scenarios (Demos)
- Microsoft 365 Copilot – User experience
- How Purview helps secure data
- Further optimize data security controls
- Licensing
- Resources

HEAR

 90 mins

- Hear the Customer Story
- Know the business
- Customer requirements
- Customer objections
- What's the need

RESPOND

 90 mins

- Work on your proposal
- Respond to questionnaires to meet customer requirements
- Answer the questionnaires to handle customer objections



FY25 Security, Partner Skilling Offerings

Grow Technical and Sales Capacity & Capability

Microsoft 365

Migrate

Copilot on Every Desk

*AI Design Win With Every Account

Cyber Security Solution for Every Customer



Certification Enablement
Support Partner MAICPP Designation & Spec. capacity

Project Ready/Deployment
Enable partner Practice/Delivery teams to accelerate deployment capability

Sales Enablement
Enable partner Sellers to sell more effectively

Technical Pre-Sales Enablement
Enable partner Tech Sellers to build a practice or solution

Enable technical proficiency in Microsoft Cloud Services to help Partners develop the baseline skills needed to build practice & solutions.

Enable Developers, Solution Architects & Data Scientists with advanced design & deployment capability for real-world scenarios.

Enable partner Sellers to sell more effectively through demonstrating and landing Solution Play value.

Enable Tech sellers to act as SMEs influencing a sale via in-depth product demos and answering RFP technical questions.

Cert Focus: SC-900, AZ-500, SC-200, SC-300, SC-400, SC-100

Solution Play Focus: Threat protection, Modern SecOps (Sentinel/Copilot for Security), Data Security

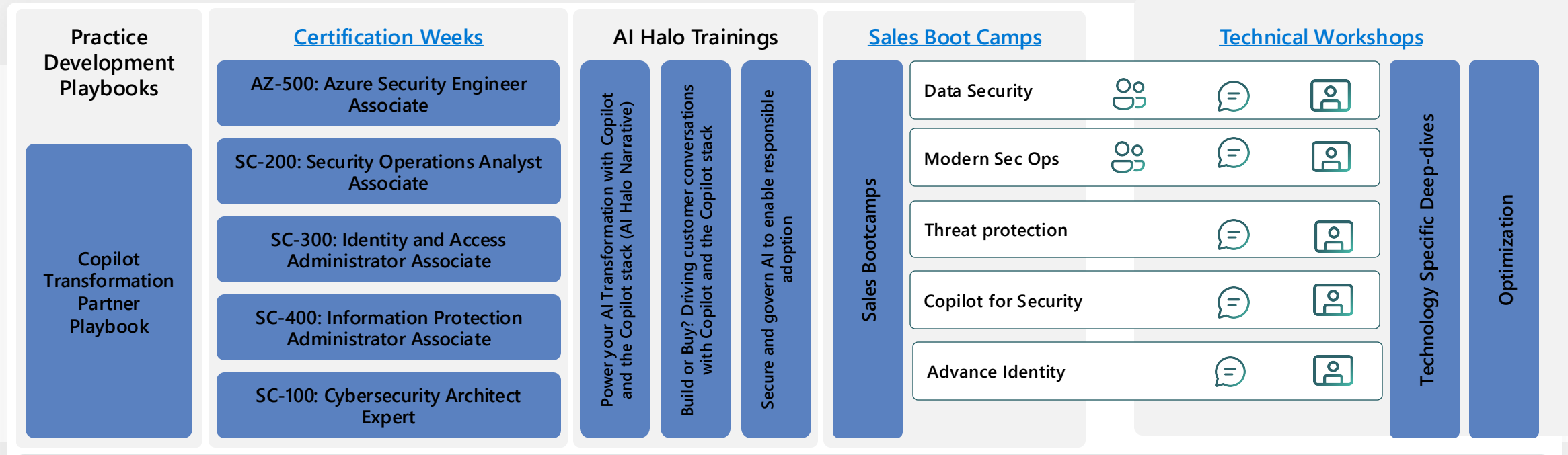
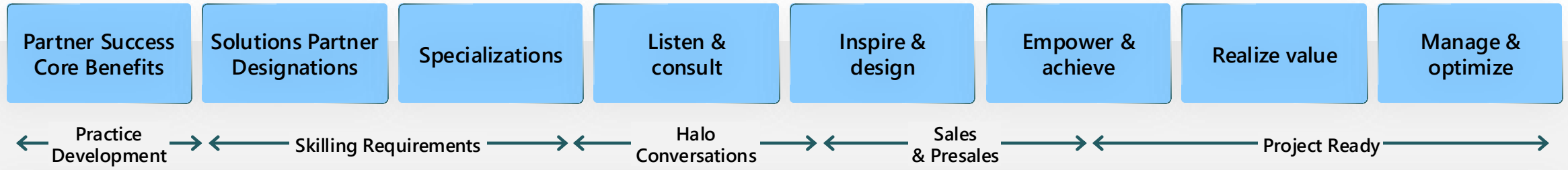
Improve deployment efficiency & time to value

Accelerate sales lead cycle success

Core Levers

ESI Project Ready Add-on Expansion; 1:Many Virtual (All Partners); Private Project Ready/Bootcamps (GSIs/Top CSPs), Regional Project Ready In-person, LevelUp/On-demand

Partner Skilling: To equip our partners to each stage in MAICPP and MCEM



Execution Engines (Demand Generation, Registration & Enrollment, Event Streaming, On-Demand, Reporting)

Key

- Live In-Person
- Live Virtual
- On Demand

Study the basics of Security

Use the resources and trainings to learn all about Microsoft Security. The resources will help you build foundational as well as Technical capabilities.



Microsoft Learn

Use free resources (learning paths, exam prep videos, and study guides) to understand key roles such as:

[Security Operations Analyst](#) | [Azure Security Engineer](#)



MAICPP Certification Weeks for Partners

Register for a week-long virtual event that provides tracks for critical roles on Cybersecurity projects such as Security Operations Analyst (SC-200) and Azure Security Engineer (AZ-500).



Security Technical Depth Workshops

Register for a session of your choice to gain in-depth project ready knowledge for Microsoft Security workload.



Microsoft Virtual Training Days

Sign up for a live (or on-demand) event that provides best practices for implementation and other technical guidance. Also, join a session to prepare for [Security, Compliance, and Identity Fundamentals \(SC-900\)](#).



Pricing and Licensing Community

Find information about product licensing and learn where to go to get their questions answered.

Partner Skilling offerings on Security

Solution play

Sales

Presales

Technical

Threat Protection

Perfect your conversation on Implementing Threat Protection

Build your response on Implementing Threat Protection

Secure cloud-native application with Microsoft Defender for Cloud and integrated solutions

Microsoft Defender for O365, Identity & CloudApps

Implementing Microsoft Defender for Endpoint

Technical deep dive on Threat Protection and Incident Response

Copilot for Security

Perfect your conversation on Introduction to Microsoft Copilot for Security

A deep dive into implementing Copilot for Security

Data Security

Perfect your conversation on Enable comprehensive data security with Microsoft Purview

Build your response on Secure and Govern Data In the age of AI with Microsoft Purview

Technical deep dive on Fortify your data security with Microsoft Purview

Technical deep dive on Unified Data Governance on Azure with Microsoft Purview

Modern Sec Ops (Sentinel)

Perfect your conversation on Modernizing your SecOps with Microsoft Sentinel

Build your response on Modern SecOps

Technical deep dive on Migration to Microsoft Sentinel

Technical deep dive on Deploying and Optimizing Microsoft Sentinel

Technical deep dive on Threat Protection and Incident Response

Multi Cloud Security

Technical deep dive on Migrate and Secure Windows, SQL Server and Linux workloads to Azure

Advanced Identity

Identity and access management with Microsoft Entra

FPC Qualifications

Tony Curry, Curriculum Manager

James Pickering, Partner Enablement Manager

The Value of FPC Qualification



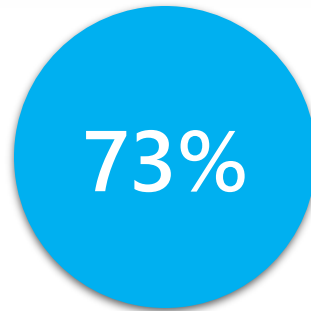
Recognition, Distinction, and Attention



Achieving FPC Qualification allows you to **capture the interest of clients and colleagues** through platforms such as LinkedIn, your email signature, or your company's website.*



Confidence and Assurance



Among the 29,000 participants in Pearson VUE's Value of Certification report, **enhanced confidence** was identified as one of the **top five intrinsic advantages** of assessments, qualifications, and certifications.



Customer Satisfaction through Knowledge Engagement

$$CS = K + E$$

Harvard Business Review states **superior customer experiences** is created by **knowledgeable engaged employees** and is among other factors leading to NPS scores that are higher than companies who don't invest in employee knowledge.

*Upcoming information about the parameters and suggestions for displaying an FPC Qualification on your website.

FPC Qualifications: Descriptions and Personas

FastTrack Advocate*



Objective:

Comprehension of the tools and processes related to FastTrack and the benefits it provides.



Persona(s):

Individuals who advocate for and implement FastTrack across the organization.



Persona(s):

Individuals involved in deploying the FastTrack benefit for customers.

Advanced Deployment



Objective:

Knowledge of the usage benefits and use cases of the Advanced Deployment Guides.

*The name of the FastTrack Advocate may be modified prior to the official launch of the qualification assessment.

FPC Qualifications: Descriptions and Personas

Migration Associate



Objective:

Understanding of the Migration benefit and how it is provided to customers.



Personas:

Individuals involved in migration with potential and current customers from sales through delivery.



Personas:

Any individual engaged in conveying or executing data migration to customers.

Migration Process Specialist



Purpose:

Knowledge of the processes and tools used to ensure a successful migration engagement.



Additional FPC Migration Qualifications will be released prior to the conclusion of FY25. These qualifications, Migration Technology Specialist and Migration Expert, are focused on individuals conducting the duties and responsibilities of FastTrack migration process with customers.

The past: FRP Knowledge Badges



From FY22 – FY23 more than 3000+ individuals participated

The present: FPC Qualifications



**Recognition,
Distinction, and Attention**



**Confidence
and Assurance**



**Customer Satisfaction
through Knowledge Engagement**

Engagement begins with Registration



Why register

Assurance you and your teams can access the qualification(s) and access any related study guidance

Use your company email address to register



Who should register

All individuals in your FastTrack organization/practice who match the intended personas

Use your company email address to register



FastTrack Advocate

Professionals who advocate for and implement FastTrack in an organization



[Click to Register today!](#)



Advanced Deployment Advocate

Professionals involved in deploying the FastTrack benefit and delivery to customers.



[Click to Register today!](#)



Migration Associate

Professionals involved in migration with potential and current customers



[Click to Register today!](#)



Migration Process Specialist

Professionals who convey and/or execute data migration with customers



[Click to Register today!](#)

Event feedback

- Feedback helps us to best serve partners.
- Please take a moment to complete the event survey below.





Thank you