

# FY25 January FastTrack Partner Community Call [Asia]-20250129\_190026-Meeting Recording

January 29, 2025, 3:00AM

1h 0m 46s

● **Rene Munoz (AG Consulting Partners Inc)** started transcription

**RM** **Rene Munoz (AG Consulting Partners Inc)** 0:17

All right, Hello and welcome everyone.

Thank you so much for joining us today for the January fast track partner community call.

We are so excited to have you here.

We will be providing a lot of great information and answering your questions.

Just want to really quickly cover some event logistics.

We are recording this call and this.

The recording will be available on the FPC blog within the next few days or so.

Please feel free to type in your questions in the chat at anytime and we will have time at the end for QNA at that time.

Remix will be enabled and you'll be able to come off mute finally to turn on live captions.

You'll want to click on the more \*\*\*\*\* with ellipse at the top of teams to get that turn on.

And then just to cover our agenda really quickly.

For today we will have a we will start off at the top of mine for each other by Akira.

Then we'll go into the fast track partner center experience covered by Christian, and we'll go into a quick talk about security coming from neha and we'll end with FPC qualifications from Tony Curry.

To get us start off I will.

It over to Akira.

 **Akira Mizusawa** 1:36

Sure. Thank you, Renee.

So would you go to the next slide?

So good morning.

Good afternoon.

Good evening everyone.

This is Akira from Japan.

Psm lead and then thank you for your time today. As Renee said, we have, you know, the couple of topics to share, which is important so.

From my side, I will share a couple of things as my top of mind as you see the first of all I wanna say big big thank you for your contribution and then collaboration with us.

So when we look back H1, we have lots of change, but I see the your flexibility, adaptability and then the understanding of this program.

So I believe we had a good start in H1.

So with that, the very first.

Exciting news is we will have a power up event in Singapore on February 26th where the leadership teams are coming from us and then PS Ms. are traveling to there as well.

And then we are barely looking forward to your participation.

So in Singapore, we will have one day event and then you know we.

Talk. We discuss each other and then we learn also.

Hear from you.

And then this is a great, great opportunity for us, you know, to meet and then talk.

Then you know understanding each other.

So please register and then arrange your schedule and then please have registration.

So we have a link in this slide RNA. If you don't mind, please share this link in the chat window just in case. But please please.

You know, consider, you know, attending this event.

That is the very first one.

And also we have APC value proposition available so that you can see the you know the like 10 page deck where you can see you know what is the value of this FPC program.

And there are three pillars which are the deployment opportunity, pipeline partner, business efficiency and then also special programs and the incentives you can get more details in the deck. So please go through the deck if you don't.

So if you haven't so that is the next update from me and then the another one is.

Now the we had a partner success plans and then Psms have been supporting this plan to be executed and then the business review is planned in February or maybe

early March time frame.

So please have a fruitful dialogue with PSMS and then have a business review.

And then you know, truck look back, the progress of partner success plans and then whatever the contribution achievement you've done.

So that is coming. So please be ready and then talk is psns.

And when I talk about focus areas and their asks first, the same EE is always, you know, happy to help you.

So please submit as many request for any engagement and then you know, work together with SMEs, you know, for customer experiences.

That is #1.

And then the focus.

Our focus is really copilot and security.

No change from H1 so level it your resources to make momentum.

And then create more opportunities.

Then the LXP data is a great resource for you.

And then PSM is happy to help you.

So please maximize lxp data and then create your opportunities.

Adg is is another tool that you can utilize.

So, you know, I think we had a session in H1 around 80 G, but do you have any questions or you need more learnings?

Reach out to PSM.

And then, you know, we are happy to help you giving more guidance around AD GS.

CPO R is still the strongest, strongest mechanism for the association.

So please keep submitting C.

Pause if you have any. The customer engagement. Last but not least, get to know your FTA fast track architects.

They are the, you know, very important stakeholders for us and then they have lots of you know the.

Customers with opportunities.

So please look for the opportunities working with Fdas and then Psms. Of course you know is helping you.

So we start again very looking forward to meet you in person in Singapore. So please arrange your schedule and then you know, consider your attendance in Singapore.

Yeah, alright.

Thank you.

And then that's it from my side.

So I maybe you know, but to you, Renee or Christian?

Thank you so much.



**Christian Maier** 6:50

Thanks sakira.

So, hello, good morning, good afternoon or evening, wherever you are.

Thank you for being here.

My name is Christian Mayer.

I'm the product manager responsible for the fast track partner Center experience, short fpx and I'm excited to walk you through what's new with our product. And in this segment, I'll be draw diving into the features recently released by also what's next on the road map.

Our goal is to provide you with a short overview.

Here, of the features that that are in scope, but also hope to get you a little bit excited of what's coming next. So let's get started.

Now, looking back early last summer, we launched what you already know what we call the land and expand based data propensity short lxp. Adding to that also usage inside as well as incentives inside to help you better optimize your customer engagement.

And looking at our telemetry, we've seen that 99% of all of our fast regulated partners and over 80% of our fast track partner community are coming month over month to our Fpx dashboard and consume the data. We are so excited to see the interest and.

Therefore, we continue to double down our data investments for you, our mission and vision is to help you solve the data challenges you've been facing with Microsoft and getting the data that you need.

To optimize your engagements with your customers and that's where we come in to help you.

We want to help you to make your customer engagements more efficient.

Help you grow your business with your customers.

Now as we move into this calendar year, in the first quarter, the next coming months, we want to we're doubling down our investments here and we expanded to more workloads, we're quadrupling.

The data that we will provide to you in Fpx expanding to 21 workloads and then also

start to emphasize more the E3 and E5.

Customer pipeline and also help help double down on the copilot and also serve propensity data for copilot and we'll talk a bit.

I'll have a quick update later on on what is in scope there ultimately want to give you a 360° view of your customer.

That comes with propensity incentives and more.

And we want to try to ship it incremental as soon as we have new data, ship it to the experience in fpx. So you can start using it.

It's not the easy task you you all are aware how challenges it is to get data from Microsoft to to to make also sense out of it.

And then if you try to bring it together, sometimes the data doesn't match.

So we want to take on this problem for you.

Solve it and bring it in one experience for you to just consume the data.

O let's jump into a quick overview. So in last quarter.

This was before, before the end of the last calendar year.

We shipped a couple of new data in in Fpx. The first ask that we had after we had our initial release to also provide country, region and segment data, so.

As you look at lxp, the propensity data opportunities incentives to be able to filter out and just look, hey, I just, I want to see only data in Japan for my customers.

I want to see opportunity data and then be able to to filter down a database on the country region or the 2nd.

So this is already live in ftx. The next one that we we ship also in Akira mention it.

Also help for you to get quickly to advanced deployment.

Deployment guides and we want to surface them tied to the workloads that are specific so you can go now on fpx as to see the opportunities, the workloads you can quickly access these, we have additional work in the pipeline that might come in a couple of months or.

Towards end of this fiscal year to also have insight into the usage of Adgs with your customers. So if the customer went into.

In in Mac and run some of the Adgs on their own.

You'll be able to see what did they do there.

When are they stuck?

How? How widely they use which ADG. So when you go back to your customer, you can immediately connect to them and say, hey, I've seen that you're on the ages. And let me help you take it from here. And obviously you can bring your expertise to to

en.

The the services there.

Another data that was highly asked by customers is by by by partners. Is the MCI eligibility. We tried to ship it towards end of December but we decided to take a little bit more time and test it thoroughly before we ship.

We want to ensure that the data quality and data accuracy is good before handing it over.

We've seen a couple of issues with the data feeds that we we we worked on or we tried.

To surface to you.

So we want to hash this out.

Good news is we're almost done with testing, so we expect around February to be able to bring it and you'll see it lighting up in the in fdx in the experience.

You'll have a column there as you see here in the picture on the left, and that will indicate if any of the workloads have any eligible for. For a customer. Obviously any eligible MCI engagements that you can claim and then we'll provide also details of the duration of.

MCI works.

So, you know start and end dates.

And and you can.

You can, as you claim them. You can plan accordingly.

So this is coming.

Now for Q3.

Another data that was highly requested, especially coming from our CSP partners, was EA renewal for the customers.

We we started to bring the data in and then we hit the roadblock.

So currently we're blocked, but hopefully by end of this week we'll might get.

Unblocked and if things go well and our testing turns out to pass, then this will be something that will light up also in the upcoming months.

Another item that is also in testing and we should have a release very shortly is when you click on the tenant name in ftx you will have access to the whole subscription.

View that the subscription data that the customer has.

So you'll see what subscription the customer has purchased, the quantity, start and end date of the subscription.

So you can plan similar to year renewals when to approach the customer and when

to have a conversation or a renewal conversation with the customer.

So definitely useful data to help you with your customer engagements.

All right, so now coming to the two big releases that we have in this quarter and we've been working on these for I think the last three to four months, if not longer, is to refresh the propensity models that we have currently production.

We ship back in late June, early July.

The propensity data.

The models that we built last fiscal year, obviously as you might expect this this models.

Are refined and tuned every fiscal year.

So now finally, we have the new models and the new data.

And in this data we expand from 13 workloads to 20, which now also include the security workloads.

More security workloads given this is a priority and and also a great opportunity to to also claim incentives around these.

And these models are more tailored towards E3 and E5 upselling expansion.

Specific for SMC and enterprise customers. So you will have a lot of new propensity data there. Also we increase the prediction accuracy and and edit also new data to it like risk assessment to indicate for example if a customer is at high risk of not renewing the the.

License at at expiration date based on trending data that will look then usage profiling. So we give you a little bit more.

Data points for you to prioritize the customers that you want that.

You should engage and also help you be more efficient so you're not wasting time engaging with customers that might not be a good candidate to talk to right now.

And lastly, we also completely simplified and streamline the experiences.

Make it even easier to find opportunities highlighting key performance indicators in the experiences providing a little bit more charts. As you see here in a nice screenshot to you so you can quickly click on a chart and then data filters below so you could get quicker to the.

To the data that matters.

Later to towards end of this fiscal year, we also working to bring your copilot experience.

We put on top of this data so you can go in and Co evaluate and ask questions like hey.

In in, in China or or in in Thailand?

Show me the customers that are below tipping points where I have incentives available for me to earn.

And some other data points and then basically copilot will give you all the information so you don't have to, you know, filter and sort the data to find this data. These customers make it easier for you.

For you.

So the last release will be all around the copilot propensity data.

This is completely new.

Where we will focus specifically on data around copilot and we look at two different scenarios.

One is what if customers don't have any license?

They have obviously E3E5 Office 365 and so on, licenses and usage, but they don't have any copilot license.

So within that, we also provide.

Propensity data.

Of likelihood for for an for selling or upsell to or selling licenses of copilot.

And here we looked at hero workloads.

Where the usage is high, like teams, meetings or outlook where it's more likely for you to have a good conversation to say hey, let's try out copilot. Let's see on how we can improve your meeting experience, taking notes and all of these things.

And in addition to the no license, and I will also bring the free copilot usage also in.

So you can see if if any of your customers have any free usage of copilot in, for example edge or in Windows. On that on the copilot app.

So you can then have a more.

Tailored discussion with the customer say hey, I already see that you use free copilot free. Let's let let me show you using office and MCI that we'll share with you if you're eligible for it to do a copilot value proposition or or discussion right or a workshop.

So helping you to just unlock customers quicker and obviously once customers have usage in a second scenario, we'll provide all the usage profile and then we'll give you indicator of hey, where do we think the customer might be in the copilot journey.

Is there a cold start problem or customer might have bought licenses but not utilizing? Are they blocked?

We we apply a lot of we do a little bit of AI on top of the data.

In communication that we see internally.



To indicate, hey, this customer be blocked and legal issues or questions on adoption or they might be blocked on a technical thing. So you can go in and prepare to have the right conversation with customers to get them unblocked on copilot.

Yeah. So these are the the two main releases that we've been working on for the last three to four months, if not longer.

And we're super excited to bring this to you.

We're in development.

Both are in development.

We expected code complete to be in February, done, and then we'll take a little bit of time to properly validate them.

So if you're interested in joining our early preview program, please let your PSM know.

We're more than happy to bring you and give you early access.

As we enter our testing, so you could take a look and also give us feedback on what you think about the release, about the data.

And then obviously we we allow feedback to improve our experiences.

Cool call to actions.

Please internally let everyone know things are coming.

So folks are aware also reach out to your PSM. If as I mentioned, if you're interested in the early preview that definitely they know how to chase me down. So like we can add you to the preview and then rest assured we will schedule office hours deep D.

Training onboarding assets so you have a good understanding on what.

We mean with the new metrics and KPIs and recommendations, how we measure them.

So you're not faced with data and you have to figure out what this means.

So definitely these are things that are coming.

Also one thing to add, we talked about associations with C4.

C4 is still the mechanism that we use to share with you data of your customers obviously because C4 has everything on a compliance and privacy perspective.

All the checks are done.

The customer is aware that we share the data, so we're good.

So our promise on on on privacy and so on to customers, we fulfill this, but we have worked in in the last couple of months to evaluate what our association think and I'm I'm happy to to to announce that for our Csps, we can leverage the CSP associ.

Also, to start serving you more data off your customers and then we work also.

In addition to change our PN, CS and others.

To also include any other programs within fastrack, like if you work on on vouchers or you accept the referral and worked on that to also start sharing with you customer data as you engaged in this.

So these are in works. We still need to go to our privacy and compliance legal and pass all these reviews.

Technically, it's not a a challenge, it's just that we want to ensure that both you and us as a company.

We're in a safe place with our customers, so.

There's nothing, nothing there that we do wrong.

Awesome. So that's my presentation.

Taking a look at chats, if you have any questions I want to be respectful of the next presenters.

Please drop them in the chat and and I'll answer them.

Cool.

Thank you everybody. Thanks for having.

 **Rene Munoz (AG Consulting Partners Inc)** 22:28

Alright, I think we're gonna switch up the agenda a little bit.

Tony, why don't we have you?

We'll start off with you right now and we'll come back to NIA in a bit.

 **Tony Curry (AG Consulting Partners Inc)** 22:39

All right, that sounds good to me.

 **Rene Munoz (AG Consulting Partners Inc)** 22:42

Alright.

 **Tony Curry (AG Consulting Partners Inc)** 22:43

Hello there partners.

How are you doing today?

So, hello, good morning, good afternoon and good evening.

My name is Tony Curry.

I am a curriculum manager on the Rcde team.

It is my absolute pleasure and honor to talk with you today about one of my favorite

topics.

Well, I guess I got two favorite topics.

Readiness 1/3 readiness superheroes tech.

That's for now.

And FPC qualifications.

So let's talk about that today.

So let's move to the next slide, Renee.

OK.

So with FPC qualifications, this is something that you've heard James Pickering talk about for a few months.

You've heard me talk about it as well.

You've probably heard your psms talk about FPC qualifications.

Also what I want to talk with you today about is and you probably can even see the small obvious.

You can see the smile on my face, but hopefully you can hear it in my voice.

How happy I am and I don't want to bury the lead and awesomeness of what I'm going to present today.

But let's talk about the value prop of FPC qualification.

So three different value props and as I would say, there's about five or six of them, but I'm going to talk about the three most important ones. Those three most important ones are one recognition confidence and customer satisfaction.

Now, First off, let me start with recognition. So with recognition, you're going to have with the FPC qualifications once you earn.

An FPC qualification.

It it, it definitely provides attention to you attention to your expertise, attention to your knowledge, attention to your skills, of course as well. Now, once you've earned an FPC qualification badge by attaining that badge through an exam or qualification exam, you will have the ability of putting that.

Badge on your LinkedIn profile. This way, all of your colleagues.

Your superiors, anyone who's in the industry that are connected with you.

On maybe, let's say LinkedIn, they can see that badge that gives you that distinction, that recognition, that honor, that prestige, right.

You can also put that badge on your e-mail signature.

You can put it on your business card. One of the most powerful thing that I have seen a lot of partners do is actually take those badges and then also make sure that

their teams also earn that badge. That provides that knowledge, that skill, and then they'll put.

That badge on their website.

The company's website for to capture attention of perspective customers keeping the attention of.

Your existing customers and just making sure that you can show off that skill and ability that you have.

Now let's talk about confidence and assurance.

So Pearson view, they did a they did a a survey and that survey was done with 29 different respondents of that survey.

One of the things that they said that enhances confidence in an in an employee environment is knowledge.

Knowledge when that when those individuals complete a certification exam right, they might complete a certification exam. They may.

Immerse themselves in knowledge and that creates that confidence, right?

And So what can that confidence of course do.

Well, confidence of course gives you that ability of when you're in front of a Microsoft customer when you're talking with the Microsoft customer or you're trying to capture that attention of that potential customer, you're gonna have that confidence to succeed in what you're doing. What you're trying to.

Relay what you're trying to impart and most of all, what you're doing to make sure that customer engagement is wildly successful.

And so 73% of the individuals there.

In that, in that survey said that one taking an exam that that providing that confidence and think about yourselves when you've taken, let's say a different certification exam or your higher education learning that you've taken, that's gotten you where you are today, it provides that confidence and that.

That smile on your face is like, yeah, I know what I'm doing. So that's what these.

The the one of the other value props that the FPC qualification.

Now let's talk about customer satisfaction.

So I like to say the customer satisfaction equals knowledge plus engagement 0.

What do I mean by that 0?

It's not just me, Harvard Business Review.

They did a study and then they found out that when individuals within a company engage themselves in learning, engage themselves in qualification exams, soft

certification certification that that knowledge and ability, that strength of skill, that honour of skill, it creates customer satisfaction.

And that's what we're all here for, right? We're all here.

To create wildly successful.

Customers through every single Microsoft customer engagement, every engagement you might have with the customer.

So in this realm, here are the three I would say most important value props that I want you to understand about FPC qualification.

Let's go ahead and move on to the next slide, Renee.

So now that we finish talking about qualific the value props, let's talk about the descriptions and personas of each qualification exam.

So the exams I'm gonna be talking talking about today are just the first in the series.

So I'm only gonna talk about four exams.

But the reason why I'm only talking about four is because we're still developing the remaining amount. And so if you remember from FY22 through FY23, part of FY24, there was seven different exams. It is going to increase to that. But I Don.

Want to?

Do a Marvel Cinematic Universe spoiler and say something.

That it's gonna be a surprise later on about the things that you partners have been waiting for.

But let's just talk about the fast track advocate.

The fast track advocate qualification. It's subjective.

It's for those individuals like yourselves who are hearing the sound of my voice right now that you cascade the Microsoft Fast track benefit across your organization.

You know whether you be a program sponsor? Main poc.

Delivery lead. You know that might be a part of what you do.

And so this exam is for those particular individuals, and it's objective is to give you that knowledge and ability.

You heard Christian talk about he's one of my favorite product managers and he talked a lot about fpx of course.

So that's one of the portions of the fast track advocate exam.

So when you earn that badge, you're going to get knowledge and skill for fpx referrals registration.

Many different realms is basically. I like to kind of call it Patrick Greenwood.

You still always say it.

How to partner and I'm going to say that I'm going to take that and maybe take it a step further.

How to be an effective partner in the fast track artner community?

But it's not just for you as a program sponsor.

It's also for individuals within your fast track practice that may, let's say maybe they're in pre sales, right?

Maybe they're in pre sales, maybe they're doing something to capture the attention of potential customers and in doing so, they need to know about the fast track benefit.

They need to know some things about the tools, maybe just like a an L100 level understanding of those particular things.

These are those individuals. Also, you want to make sure to take the fast track advocate exam.

Now let's move over to the slide on the right hand side there the advanced deployment.

So in advanced deployment is that.

This is badges.

That's the knowledge and ability of the philosophy. I like to say.

I like to call it philosophy of using advanced deployment.

So it tests the knowledge of that as well as the use cases and scenarios you heard.

Once again Christian talking about.

Let's say advanced deployment guide access a DG access in Fpx.

And so we are moving forward even further, reaching into the future with knowledge and understanding and hopefully more usage for part of partners for the ad GS, of course, hopefully also in fpx.

Now, who's this for? The personas that should take this exam.

Is much like the individuals who should be attending or not attending, completing the fast track advocate exam.

Those individuals who I would like to say evangelize the Adgs like I'm kind of considering myself sometimes an ADG evangelist cuz I kind of geek out about it. Sometimes I think it's absolutely awesome.

If I was still in the in the cloud realm in my career, I would be using ad G's all the time.

So this is for those individuals who maybe cascade and evangelize the use of ad GS, but also individuals who may be actually utilizing the ad GS within the advanced

deployment guides within your fast track practice.

So this is for those particular individuals.

And this is an L.

100 you'll see more of this. I won't, actually.

Give you a spoiler alert right now, but you'll see more of ADG readiness and badging more. Let's just say qualification efforts in the future.

Let's move on to the next slide so we can talk about one of my favorite areas, migration.

So on the migration side, if you remember from the past, we had four different migration exams. I'm going to talk about only two of them today, which is the migration associate.

Did you see on the left hand side of the screen and on the right migration process specialist. Now the migration associate exam I would say in a sense kind of mirrors in a sense the fast track advocate exam, but it's really meant for those partners who. Immerse themselves into migration.

So if you are a partner who's view your organization.

Is immersed in migration.

This is that L100 exam in the migration space.

It quantifies and, I would say Edith helps you edify your knowledge in the migration space. The understanding of the migration benefit.

So who should take this exam?

The Migration associate exam should be well attended and well participated for those partners and individuals within a partner organization who?

Happen to not only one work in the micro space.

But also maybe an individual or individuals and marketing teams that maybe are creating materials that would capture the attention of customers because they need to understand the migration of benefit but also need to understand some of the nuances and different tools and processes and different things like that.

That's what the migration associate exam is intended for, and to do now on the other end of the spectrum, the migration process specialist exam, this is more of an.

L200 level exam.

Well this.

Yeah, I would say L200 the L This this exam, its purpose is to edify the the, the and quantify knowledge of the processes, tools and procedures of migration.

So these individuals are typically not the ones who necessarily evangelize migration.

But what they might do is actually.

Work in the migration space.

Work on the processes.

Maybe work on some of your migration engagement in which maybe you're of course utilizing your value added services and your premium services along with the Microsoft customer.

So this is for those particular individuals as well as maybe on the sales end, maybe some more sales engineer side.

So I want to make sure that you know once again that in Asia this is an exam that's well attended just like it was with the FRP exams.

Now let's go to the bottom part of the slide here.

On the bottom part of the slide here you see that we are in the process of redeveloping and redesigning two of the previous FRP qualification exams, which are the migration technology specialist and the migration technology.

I'm sorry migration expert exam. These exams are not for the faint of heart.

I absolutely love this exam, but not only that.

I loved the fact that in Asia these two exams.

Far exceeded the participation of the Americas in EMEA.

I don't know why but I am so happy to say that it did.

So these two exams, like I said, we are redeveloping those to the new of course updates for FY24FY25 and looking forward and toward the future of course in the migration space, these exams were really centered on those individuals who do the.

I would say the grunt work.

Of migration, they're actually in the trenches, doing the work, doing the job.

That's why I say it is not for the faint of heart.

It is a very difficult exam.

It is very well attended by Asia partners previously before and so I hope to see that carry forward in the future.

Let's move on to the next slide right now.

All right, so I I kept talking.

I I was talking a little bit about the future, but let's talk a little bit about the past.

So the past with the FRP knowledge badges of FY24-O sorry FY22 through FY23.

It was extremely well attended by Asia partners, so much so I would actually look at reports and I'd see the trending line just keep going up and up and up with Asia partners and.



Then of course with the the Americas.

To me it would go up and up and up as well, but I would say of the 3000 unique individuals who engage in the badging effort.

My my my hat's off.

Much applause to the Asia region because partners in Asia, you guys really, really wowed me and I am very humbled and appreciative of your participation in the previous knowledge badges in the FRP side.

But however, while that knowledge was valuable and it is truly valuable, it is the platform that we use experts on. We decided to we wanted to make something just a little bit better for partners. And what I mean by a little bit better is a more I would. Say a more of an interactive user interface that really just kind of grabs your attention, makes you want to learn, makes you want to.

Take an exam. I guess I'm kind of a geek, so I kind of want to take exams to show off. Hopefully, you're that way too.

But it makes you want to get involved in it.

And so while expert zone is no more.

That knowledge, hopefully, of course, is still in your mind.

But we're going to give you new knowledge.

Like I just talked about on the FPC side.

With articulate reach 360, this is our new interface that still will provide you that ability of completing an exam, but also, like I said, it's going to give you a more rich user experience.

Experience and I hope that you guys really enjoy that because I know I've been been enjoying developing and making something for you because on the Rcd team that Renee, Amy, Heather and I work with our great Microsoft friends and and family, we want to create something for part.

To give you what you need, not what we want so.

You want recognition FPC qualification, so recognition.

Distinction and attention. When you've earned that badge, man, I'm just gonna challenge you.

Take that badge.

Put it on your LinkedIn profile.

Let the world see how great you are.

Put it on your e-mail signature.

Put it in put, I would say the best thing you can do if you're only going to do one of

those recognition things, I would say put it on your website because I know if I was looking for a Microsoft partner, a partner that's has that Microsoft ability.

Has that knowledge.

Has that skill.

Can do what I want them to do.

I might be looking for that badge. I might be looking for something that's gonna tell me that this partner is really great. Is awesome, is fantastic in what they do. So imagine.

Like Microsoft customer looking for that right partner, they see you with that badge, they see another without it.

Some of your competitors who are they gonna choose?

They gonna choose the ones who have displayed.

And have a distinction of knowledge, skill, and ability. Now confidence, of course, still articulate.

Reach 360 through those exams, going to give you that confidence as well as assurance that your customer engagements are going to be wildly successful. A lot of you are on this call are probably managers in your space and that's why I would.

That's why I would definitely encourage you that knowledge should not just sit with you. That confidence should not just sit with you.

Tell your team.

About it.

Get them involved as well as you've done in the past, so continue to do that.

Get your teams involved so they can have that knowledge, that wealth of knowledge and skill now.

Also, customer satisfaction when your teams as well as you attain FPC qualification, you're just gonna have that that customer satisfaction. It's just gonna come because you know, engagements are gonna progress. Great. You're gonna be using ad GS.

You're gonna be using the FPCPAX.

Because you just know more about it.

You're just so much more excited about it.

So that's just obviously just going to make not only you more confident, it's gonna make your customers more happy because it's gonna progress perfectly well, maybe not perfectly, but it's gonna progress great and give you that wild success that you might be looking for.

All right, let's move on to the next slide.

Thank you, Renee.

So here's my call to action engagement.

You heard me talk about that knowledge.

This is not a test, but I'll just say what creates customer satisfaction. I'll give you the answer.

Knowledge plus engagement.

I've been talking a lot about how do you get the knowledge now?

Let's talk about engagement.

So engagement.

So why should you register?

Well, you should register because the registration that you can actually do today, literally you can do it right now. I think Renee is presenting in PowerPoint live.

You can actually start Reg.

Right now, if you want it, but I would say no, hold on for justice a moment and justice, listen to me.

Talk to you about the registration. So you should register because we wanna make sure that you have the ability of getting to study guidance as well as the exam itself. I would say please do not do what some people did last the last iteration of badging before of.

Qualifications and try and take it without studying.

I don't think these exams you could you could complete without studying.

I don't.

There's no way we could complete it without studying.

But that's why you wanna register, so you can get to the study guidance. You can immerse yourself in that knowledge and have that knowledge in your mind.

But also you can actually be ready.

We can make sure that you are able to access everything you need who should register.

Well, all individuals within your fast track organization who fit the personas that I mentioned, right.

So you wanna make sure not only you get involved?

But your teams get involved because, I mean, what happens if you happen to win?

A lottery or something like that. And you win millions of dollars and you go away with that and you're the only one with that knowledge. Wanna make sure that you have the knowledge as well as your teams have the knowledge as well.

So as you see here on the screen on the right hand side you can click the register for the fast track associate once.

I'm sorry, fast.

I will see previous name, Fast track advocate, the fast track advisor for those professionals. Like I said before, those professionals who.

Are involved into.

Evangelizing the fast track benefit across in your partner organization as well as externally as well as all those individuals who are involved in fast track in some way shape or form they should be completing this exam. Moving over to the right advanced deployment an advocate this.

Exam professionals who are involved in deploying the fast track benefit and delivery with customers, as well as I'm going to go one step forward and say.

Also, those individuals who may be.

In the presales or marketing end as well, because of the usage of the Adgs in which that's going to create.

Migration exams.

Let's talk to migration associate as well as the migration process specialist.

Excellent exams for those who are involved in the migration space to create that migration that Microsoft Fast track data migration engagement and making sure that engagement progressively.

Progressives progresses successfully and with wild success so faster the the migration associate migration benefit migration process specialist for all the processes and tools, procedures and things that need to occur within the migration space. So you can click on the link or the word Click to register today I.

Would say don't do it just yet.

We'll let's complete the presentation, but when you're ready, click on there.

And the register today and I hope to see your involvement as it was before, because like I said, I was incredibly impressed with the age region and your participation that far exceeded other regions.

So thank you very much.

I appreciate your time and attention for listening to me.

I hope to see you online and Viva engage as well.

See you in reports when I start pulling reports. Pretty soon.

Thank you very much.

Back to you, Renee.

**RM** **Rene Munoz (AG Consulting Partners Inc)** 44:56

Alright, thank you so much, Tony.  
And now we will be covering security.

 **Neha Gupta** 45:06

Thank you so much. I'm ready.  
Hi everyone.

**RM** **Rene Munoz (AG Consulting Partners Inc)** 45:08

Yeah.

 **Neha Gupta** 45:10

Quick introduction.

I'm Neha Gupta and I lead the global partners Skilling for security for all segments of partners and I lead every solution play within the security as well.

So it is so nice talking about security in this edge age of AI with all of you and why security is extremely important.

So if you can just move to the next slide, Renee.

You know, let's just talk about, you know, how fast the generative.

The eye technology became prevalent.

You know, it took only two months for chat GPT to have 100 million users.

And if you have been observing the news now, there are competitors coming up, you know, from around the world called DeepSeek and others as well, right?

And it garnered 100 million users much faster.

The thing is, not every.

AI, and not every app that comes is gonna be saved until analysis.

We make sure that the data in it stays safe.

So the importance of data security, specifically data security for AI, became extremely extremely crucial. Now if you get moved to the next slide, Renee.

Yeah. OK.

Let's talk about N 365 copilot now Microsoft launched copilot.

That combined the power of cutting edge LLMs with your specific content in Microsoft Graph your documents, emails, calendars, chat meetings, contacts, and other business data that help you deliver accurate and relevant contextual responses.

Now this all came together to increase the productivity and unleash the creativity that you have in your employees in.

As well. But once we started implementing Microsoft 365 Copilot and customers customers premises, we heard there was some concerns or some hiccups that the customers were very concerned about about the security.

Let's move to the next slide.

Thank you.

Thank you so much.

OK.

So as you can see, right?

With all the benefits of AI, there came some risks. In fact, based on the recent Microsoft survey, here are some top challenges when managing data. It's generated by aips. The first one is the lack of visibility.

58% of percent of organizations are concerned about the lack of visibility about the unsanctioned use of the generative AI.

They don't have the visibility of how it is being used.

Almost 90% of the organizations showed concerns about implementing AI because they don't know how to control and mitigate the risk of data leakage.

You know, how do the security team ensure that any sensitive data that has been exchanged between the user and app is protected?

How do how do they make sure that the data doesn't get leaked?

With all that came the regulations within each country.

So if you have been focusing that there's a new regulations in India, there's a new regulations in Australia and then we had a new regulations in place too, which is becoming very, very strict and very, very strict recommendations.

From the government itself to protect the data.

Otherwise, we expect like by 2027 at least one global company will see its AI deployment banned.

This is how strict the government are becoming with the use of cheetah.

But why all of this happened is, you know, we we faced major security and compliance challenges that customers were raising and we knew that we had to answer that in the next slide if you can.

Yeah, Ben, it can you?

Yeah, let's move to the next slide.

And let's delve into the real challenges organizations are currently facing.

Let's just examine the current some risk scenarios that we have, right.

Firstly, organizations lack visibility in the usage of AI application, including the information on which apps are being used.

The first observation was the data sharing.

Now let's take a scenario. User might attempt to access sensitive information such as confidential projects or personal data through AI apps like copilot.

Without appropriate data security controls like AI apps could get access and summarize or create contents based on sensitive data.

Increasing the risk of data exposure or over sharing.

This is why we needed to limit data over sharing and we needed to train our customers on how to do that.

The second major concern was data leak.

Again, users may by mistake disclose sensitive data such as customers personal data to AI apps like charge jpd.

This concern is prevalent in headlines and echoed by other organizations as well.

Now this is very less relevant in copilot because you know, copilot already comes with built in controls. But still, how do you secure customers? Data became extremely crucial.

You know, when we started implementing AI, the third was the noncompliant usage.

Now, with the ease of content creating using generative AI, users get effortlessly generate new contents.

But it comes with a high risk, such as you know what if there are unethical usage of content?

Fake news is being spread or fraudulent content, content or stock manipulations can happen with the help of AI, but these were the three major concerns that organizations raised.

And so we.

We we pulled out some data which we will see in the next slides.

OK.

Thank you so much.

Like why data security became extremely crucial for cybersecurity.

83% of organizations experience more than one data breach in their lifetime.

And there's a \$15.4 million total average cost of activities to resolve insider threats over 12 month period.

And 80% of leaders cited leakage of sensitive data as their main concern around

adopting generative AI. Now all these data might scare you a little, but this is also an opportunity for our partners to go ahead and talk to their customers about how data security can be.

Done using Microsoft workloads.

Which you will see in the next slide.

Microsoft purview.

Yeah, let's move to the next slide, Renee.

Thank you so much.

So Microsoft purview family is here to help you secure and govern data across multi cloud, multi platform data environment while helping you meet compliance requirements as well.

It is simplicity with a comprehensive set of solutions built on a platform of shared capabilities that helps you keep your most important asset data and safe.

It covers all the three fundamental issues that we were hearing from our customers, which is data security, data governance and data compliance.

The issue was that not that data is not secure.

The issue was that many of the partners still know how to work on Microsoft purview or how to go ahead and talk about purview to Microsoft customers as well to your individual customers as well.

For that, let's just say you know what are the licenses that you need to talk about your customers with partner with you know along with when you have a conversations with M365 copilot. Now, if Renee, you can move to the next slide, you'll see the.

Summary of all the features that's included in the licenses M363E3N365BP business premium and N 365 E 5 Compliance fund.

If you see here M 365 E 5 compliance suite was the most apartment suite that you should talk about your customers, along with M365 copilot.

It includes majority of the features of information, protections and governance, and E discovery and audit.

Now let's come and see the value of why M365E5 compliance makes more sense for customers from a price perspective. Apart from offering these separate, separate features separately, uniquely or you know individually.

In the next slide, you will see the price comparison as well.

So if you can see you can you do have the option to offer these features individually as well, but if you do that, it will cost you around \$19.00. But if you sell me 5



compliance bundle as a whole, it will cost you only \$12.00 per.

Unit per month. That is a 37%.

Savings for your customers as well we have offered.

We are launching multiple incentives as well.

So there is a recent promo that's gonna come out 1st of February. Now if you if you sell M365 copilot with M365E5 compliance bundle, you will be getting a 15% promo.

Rebate that messages goes out tomorrow.

And this will be directly applicable.

So you don't have to, you know, get that feature or get that promo from anyone. You don't have to request that it will be automatically applied if you sell M365 copilot.

Plus, M365 E 5 compliance.

Now in the next slide, just wanted to show you which you can use as your customers of how E5 compliance protect you from internal risk.

So if you can see here in the blue highlighted one, there are three pillars which is internal risk, data loss prevention and insider risk management.

It will help you control the data loss and it will not let your data being exposed to the external.

This is how.

E5 compliance is extremely important.

But then how do you learn about it, right?

So in the next slide, you will see that we have curated a journey specifically for how can you secure and govern MT65 copilot with markets Microsoft Preview.

It can be moved to the next slides. Please run it.

Yep, OK.

Thank you so much.

So this is the agenda.

So this is like a 1 1/2 hour everyday sessions where you can learn.

You know what are the scenarios that can happen in M365, copilot?

Where the data can be leaked and how can you secure that?

With examples of the scenarios within the first day, on the second day you will hear about the customer story and then how do you know their businesses, their requirements and if they have their objections? How do you handle such data?

Questions to them and the last day. If you're working in a pre sales team, if you're a solution specialist, how do you work on the proposals? Like you know, what are the question is that you need to be aware of how have you understood the value

propositions how?

Do you answer those questions of the objection handling questions as well from from those customers, this is going to be live in one or one of our platform which is on 24 and we do host keep hosting these sessions.

Every almost every two months in there.

But this this is about data security, but if you are very much you know if you're interested in learning more about security in the next slide, you will see that we have a massive FY 25 security and partner skilling offering where we cover multiple multiple things as you.

See on the slide O, starting from the certification Skilling, which is a free MAICPP certification week that we host almost every two to three months, you can attend any of these sessions free of cost and have those certification because having a certification becomes.

Extremely crucial for those specialization and designations that you need to have.

The second pillar is the Project ready deployment. Now these are L300 and L400 sessions that we host with lap.

So you can.

Register for any of these sessions and attend those sessions and you can get free access to hands on lab for at least 10 days.

The last two talks about the sales and technical presale Skilling, which is more from account executive or functional specialist or presale specialist. Folks where we where we train them on the value propositions, the GTM motions, how to talk to customers about these features about these workloads which you.

Can completely attend as well. You know, for completely free and available for you to use that.

Now this is a summary slide, but in the next slide.

You will see like how all of us killing finally maps to the museum journey that we have, right.

So starting from the development playbooks to the certifications that matter a lot for security, and then how do you start the conversations overall AI, Halo conversations with your customers?

And then if you wanna deep dive into sales and project ready sessions of specifically security solution play, what are the top solutions plays and where you can attend those trainings?

And you know how you can attend those trainings as well?

All of this information can be found here, right?

But in the next slide, it's just somebody's slide of if you're starting new from security, where you can go ahead, what are the links that you should be aware of right from Arizona, 900 certifications to advanced certifications, if I wanna learn about pricing and licensing where?

Can I gain some?

L300 trainings.

These links will be very.

Much helpful for you.

As well.

So closing it off again, you know with justice summary slide in the next slide, you'll see like we have a massive offering aligned to each of these solutions play insecurity from sales to presale and technical as well.

And we do offer these trainings in multiple ways. And one of the way is on 24 link, which I'll be sharing right now and you can go ahead and register for any of the sessions that you're liking.

So that was about security.

Thank you so much for listening to me, Renee.

Back to you.

**RM** **Rene Munoz (AG Consulting Partners Inc)** 1:00:08

All right.

Thank you so much Neha.

Quick thing, we have a poll if you can just take a quick second to answer and then I did put in our feedback survey in the chat. If you can take some a minute or two to get that filled out, that does help us plan future events and.

Make sure that we are offering everything that our partners need.

Thank you so much for joining us today and we hope you have a great day.

● **Rene Munoz (AG Consulting Partners Inc)** stopped transcription