Microsoft 365

FY25 June FastTrack Partner Community Call

June 17-18, 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 5	Amy Jarosky	5
Evolution of the FastTrack Partner Program	Matt Ontell	15
Partner Discovery Topics and Next Steps	Marius Blaauw, Manfred Cheng	5
Copilot Business Value	Manish Dixit	10
New FastTrack Partner Center Experience Release	Christian Maier	25

Evolution of the FastTrack Partner Program

Matt Ontell
Lead, Partner Growth + Incubation

Leadership Team

Microsoft

Matt Ontell

Partner Growth + Incubation Lead

Empower partners to accelerate growth in the Era of AI through direct engineering support

Archana Ramesh

Partner Incubation
M365 Copilot + Agents
(Jumpstart Programs)

Practice and solution development for M365 Copilot, Copilot Chat, and Agents

Andrew David

Digital Experiences
Partner Center + API
Referrals

FPX/MPX Experience in Partner Center

API Access to LXP

Deepika Malhotra

AI Business Solutions +
Security Growth
(FastTrack Program)

Leverage all Microsoft GTM investments and FastTrack resources to accelerate customer time to value and partner growth

Katherine Boone

Americas

Manfred Cheng

Asia

Elsa Montgomery-Groves

EMEA

Thank you

FastTrack Partner continued to **outperform** the broader channel and drive amazing customer success

More than 15k **customers** served and 30M+ MAU **growth**

90%+ adoption of FPX/MPX insights and data recommendations

Product and GTM feedback and **insights** actioned by engineering, marketing, and GPS

FY26 FastTrack Program Evolution + Investments

Addressing field and partner feedback and FY26 priorities...
- Program size will revert to prior years with smaller number of partners
- Partners invited to participate in the program in FY26 will receive notice in July

|	**①** Digital Data + Insights	**②** PSM Scope	**③** Referrals	**④** Copilot + AI Enablement
FY25	LXP insights based on CPOR	Focused on leveraging FastTrack	Broad FY25 FastTrack Scope	Early Experiments
FY26	Improved data models Increased associations (i.e., more customers)	Accelerate growth leveraging all GTM Investments	FastTrack scope limited driving increased referrals	Agent Empowered Experiences

Partner Discovery Topics

April 2025 – Copilot Chat
May 2025 – Solution Plays

Marius Blaauw, Senior Program Manager
Manfred Cheng, Asia Partner Growth Lead

Key Insights and Takeaways

Copilot **Chat = Secure AI On-Ramp -** Seen as a *safe, enterprise-approved alternative* to unregulated AI for introducing AI. Partners use it internally to jump-start AI adoption while protecting data.
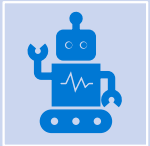
Internal training pays off - Successful partners ran **"prompt-a-thons," champion programs, and workshops** to upskill their teams on Copilot Chat.

Solution Plays drive partner wins - Aligning services to Microsoft's Solution Plays boosts sales and customer success. Partners with integrated offers (often including FastTrack Delivery or Microsoft funding) report stronger deal momentum.

Key Actions

Targeted Training & Enablement	Technical training, role-based workshops, and agent-building sessions
	Clear differentiation between Copilot Chat and M365 Copilot
Go-to-Market Strategy & Collateral	Structured GTM frameworks and customizable sales/marketing materials
	Support for vertical-specific messaging and value articulation
Demo & Production Agent Support	Real-world demo and production agents to showcase capabilities
Field Alignment & Visibility	Stronger collaboration with Microsoft field teams
	Campaigns and awareness initiatives to amplify partner reach

Partner Growth Opportunities

AI Services Expansion

- Leverage Copilot Chat experience to sell **new AI services**. For example, building custom Copilot **agents or AI integrations** as IP (many partners are already creating repeatable solutions) can differentiate offerings and open fresh revenue streams.

Integrated "Solution" Selling

- Use Microsoft's Solution Plays to bundle multiple services into **bigger, high-value deals**. An aligned approach (e.g., combining security + Modern Work plays) drives larger engagements and taps Microsoft funding/co-sell support.

First-mover Advantage

- Invest early in **emerging offerings like Security Copilot** and FY26 Solution Plays. By piloting new solutions, partners differentiate as AI leaders and attract customers seeking innovative guidance. This also strengthens their relationship with Microsoft.

Copilot Business Value

Manish Dixit
Senior Growth PM, Ecosystem Activation

Why talk about Business Value at all?

- **There is skepticism around what the value is.** But the skepticism is natural. AI is still new; customers question if the value matches the hype.

- **Investment isn't trivial:** AI purchase and adoption comes with substantial upfront investment. Leaders need clear, compelling evidence to justify broader, deeper commitments.

- **Proof precedes scale:** No Harvard case studies on business value of AI yet. Businesses seek tangible proof of AI-driven transformation to build confidence.

- **Business value conversation is transient (but essential now):** Right now, defining AI's value clearly is crucial. But once proven at scale, today's differentiator becomes tomorrow's baseline expectation.

Businesses that identify and articulate AI's business value first will shape industry standards and enjoy lasting competitive differentiation.

Copilot Business Value: Learnings from FY25

- **Value is emergent, not obvious:** Copilot's product truth is not turnkey yet, those who extract value today gain competitive advantage over the others. One must extract value today to make it useful. Embrace the rough edges.

- **Early wins create lasting adoption:** Aha moments, quick victories and seeing an idea turn into impact builds momentum. Organizations/users who taste early success become long term advocates.

- **Experimentation is key to unlock value:** Balance guided use cases with free experimentation. Some of the best outcomes emerge unexpectedly.

- **Simple but not complete > Complete and correct and not simple:** Users will always go where it is the easiest, not the most complete, not the most correct, the most simple.

- **Productivity/time savings is table stakes:** Customers want to understand how is time saved being repurposed, how it is driving positive impact business KPIs. Need an ability to correlate usage to KPI impact using a blend of measurement tools (telemetry, sentiment, KPIs, etc.)

Generating ROI through extensibility at Dow Chemical

Business problem

Current freight costs at Dow are approximately **$X.X billion** and leakage in billing processes leads to an estimated **3-10% in cost overages**

Current approach

Dow has shipments in **151 countries by road, air, sea, and rail**. Types of leakage include overbilling against contracted amount, rate discrepancies and inconsistencies, and duplicate invoice payments. Currently, the process of reconciling discrepancies is **manual with data spread across thousands of PDFs**.

Copilot solution

Agents get all the data into machine readable format. **Agents** read the PDF documents into data values.

Dow team is presented with recommended actions and discrepancy patterns based on automated discrepancy audit process.

Dow team can automatically reject invoices and send back to carriers with detailed description of the issues via email, and systems of record are updated.

Automated process flows can be set for specific shipping lanes, carriers or routes. **Dow team** can explore patterns via **Agents**.

Impact

Benchmarked annual leakage

$XX-XXXM

Total freight cost overages based on 3-10% industry benchmark

Proof of concept

$XXM

in estimated overbilling, projected from analysis of tank truck shipments in US/Canada

Projected 3-year savings

$XXXM

in freight cost savings over three years, with scaled savings against estimated leakage*

*Total estimated leakage at 3%: $84M
Year 1, 50% reconciled: $42M
Year 2, 65% reconciled: $55M
Year 3, 85% reconciled: $71M

Full customer story available at <u>Dow reimagines productivity and supply chain efficiency with Microsoft 365 Copilot | Microsoft Customer Stories</u>.

FastTrack Partner Center Experience (FPX) Release

Christian Maier
Principal Product Manager, FPX

The What?

*Unlocking **partner success** through a **data-driven**, **scalable**, **compliant**, and **secure** solution using **propensity data** and **customer insights**.*
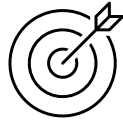
The **Why**?

Partner challenges we are addressing

Lack of Customer Data and Insights

Lack of customer usage analytics and insights, SKU information, details of eligible incentives and more.

Targeting the Right Opportunities

Challenges building effective data-driven customer propensity lists with clear recommendations to drive sustainable M365 growth & revenue.

Manual Toil in using Data

Defragmented engagement surfaces and UX, complex programs workflows, overall manual toil and costs to gather data and surface to sellers, delivery teams, and CXP.
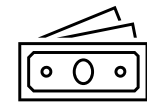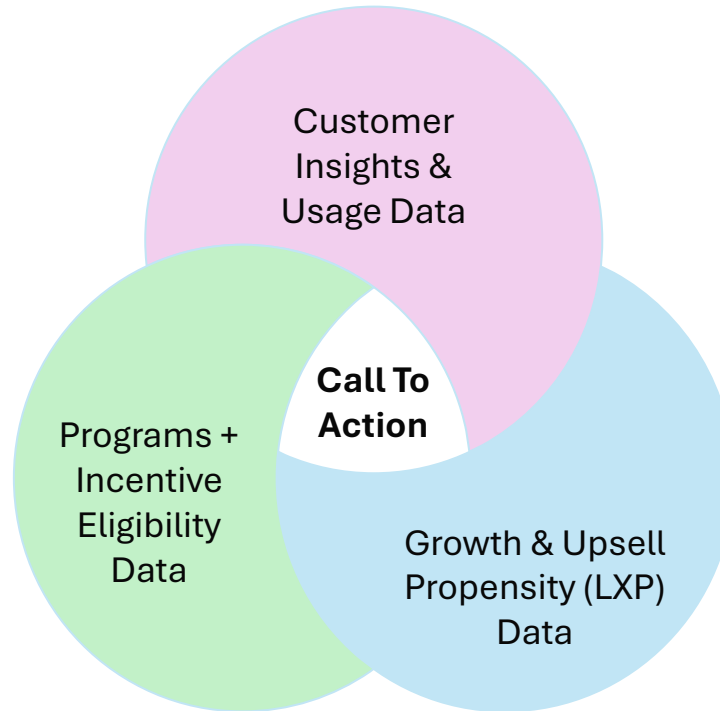
Driving Growth and Revenue

Missing out on maximizing eligible benefits and incentives, and overall driving business growth and meeting Microsoft program objectives.

The **How**?

Land and Expand is a RevOps program to drive revenue growth

Gartner

- Gartner introduced **Revenue Operations (RevOps)** framework in 2019.

- *"RevOps is a method to better align organizations based on strategy, process, workflow, data, analysis and technology" to drive revenue growth.*

- The RevOps trends are on the rise, resulting in more companies merging sales, marketing, and customer success insights to unlock revenue potential with their existing customer base.
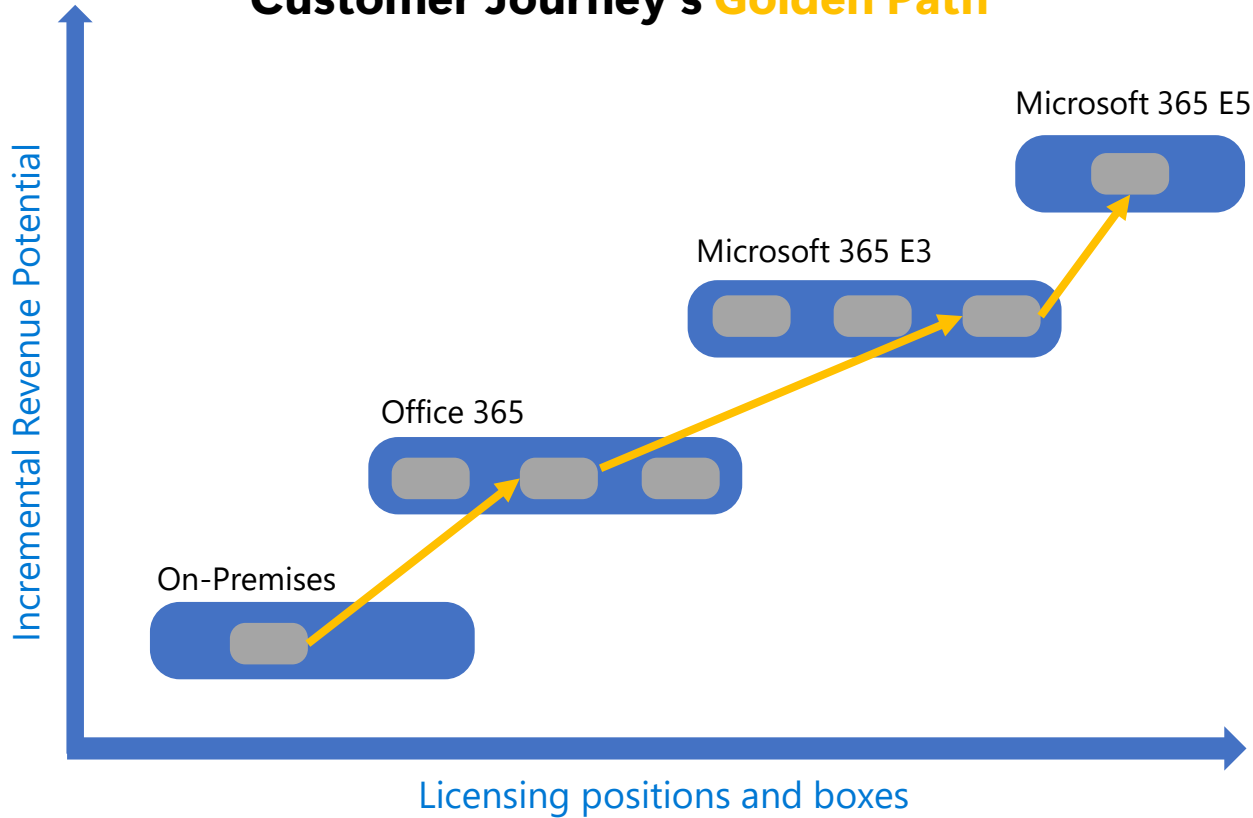
Microsoft

- At Microsoft, RevOps for Modern Work is called **Land and Expand** (aka **LXP**).

- Initially designed for Secure Productivity, LXP is now scaled across all Modern Work products, including Microsoft 365 Copilot.

Marketing

Sales

LXP

Customer Success

LXP for Secure Productivity: customer journey and usage to revenue

Customer Journey's Golden Path

- Incremental Revenue Potential (y-axis)
- Licensing positions and boxes (x-axis)
- On-Premises
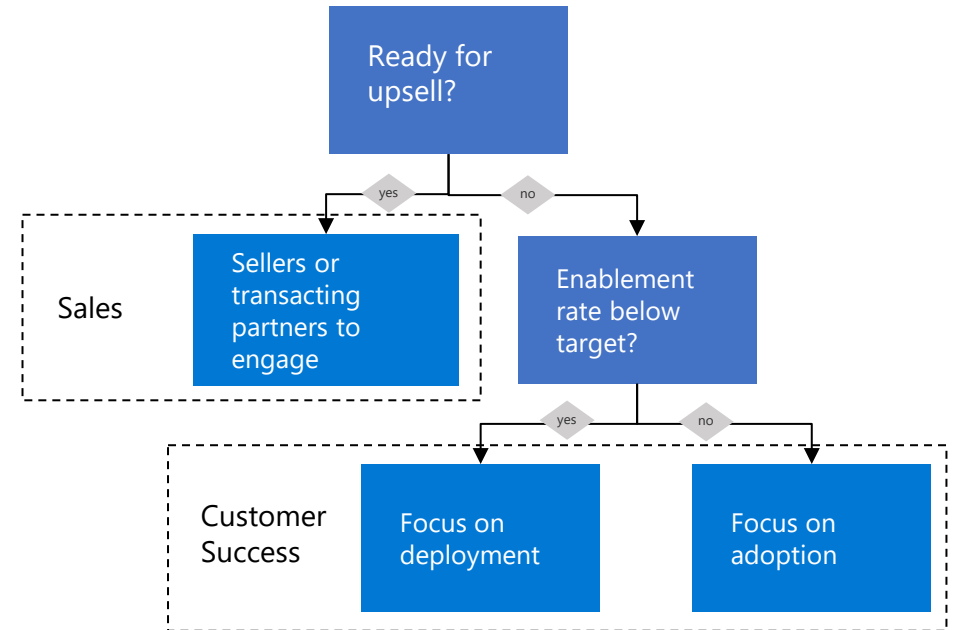- Office 365
- Microsoft 365 E3
- Microsoft 365 E5

- The position of a customer is determined by the majority of their licenses.
- Each position is divided into distinct "boxes," each featuring a specific hero sale at the subsequent position.
- The customer's transition to hero sale boxes establishes a "golden path."

Usage to Revenue

- Usage insights help to determine who should engage to help customers move up.
- The LXP model relies on tipping point ML models that define which accounts are ready for upsell and specific workloads to drive adoption.

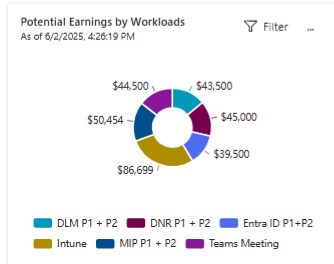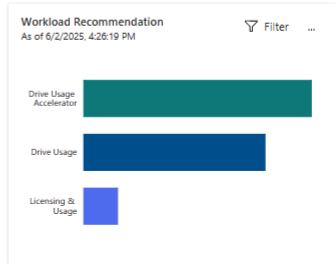*Example: Sales & Customer Success*

- Ready for upsell?
  - yes / no
- Sales
  - Sellers or transacting partners to engage
  - Enablement rate below target?
    - yes / no
- Customer Success
  - Focus on deployment
  - Focus on adoption

E3, E5 Upsell & Growth Opportunities (LXP)

Home > Insights > FastTrack

Overview

Membership
- Training
- Microsoft Learn
- Solutions partner

Surface
- Summary

Cloud product performance
- Summary
- Customers
- Resellers
- Subscriptions
- Azure usage
- Teams usage
- Office 365 usage
- Dynamics usage
- EMS usage
- PowerBI usage
- Customer opportunities
- Lighthouse (Sales Advisor)
- FastTrack
- GDAP relationship analytics

Referrals
- Summary
- Leads
- Co-sell opportunities
- Partner cohort
- Downloads hub

Security
- Alerts
- Requirements
- MFA statistics
- Customer MFA statistics

Insights | FastTrack   Cloud product performance
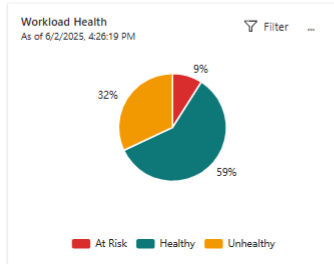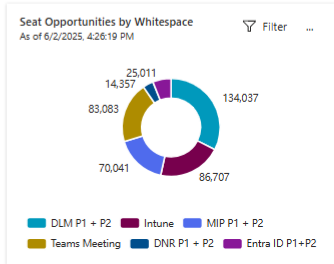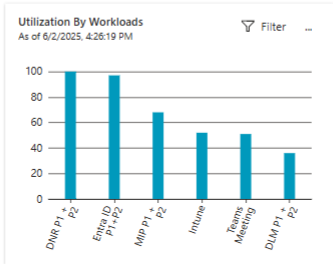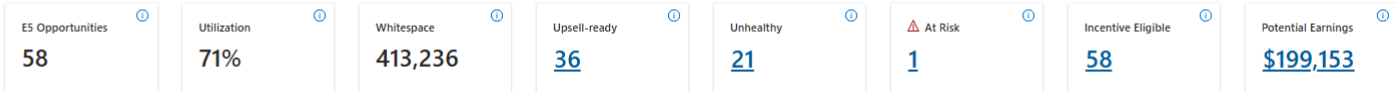
The FastTrack Partner Center Experience (FPX) equips marketing, sales, and customer success partner teams with actionable leads, data insights, and incentive information to drive upsell and cross-sell opportunities across the entire Microsoft customer lifecycle. Learn more

You can find program information on the FastTrack Community Portal and additional reports on the FRP Dashboard.

The Opportunity Units and Potential Earnings features provide estimations only and are provided as is. Microsoft makes no representations regarding estimations accuracy or otherwise. Data used to calculate estimations is subject to change. These estimations should not be used for financial forecasting.

Copilot Opportunities | E3 Opportunities | **E5 Opportunities** | E5 Expansion Opportunities | Tenants | Referrals

E5 Opportunities	Utilization	Whitespace	Upsell-ready	Unhealthy	At Risk	Incentive Eligible	Potential Earnings
58	71%	413,236	36	21	1	58	$199,153

Utilization By Workloads
As of 6/2/2025, 4:26:19 PM

Seat Opportunities by Whitespace
As of 6/2/2025, 4:26:19 PM
- 25,011
- 14,357
- 83,083
- 134,037
- 70,041
- 86,707
- DLM P1 + P2 | Intune | MIP P1 + P2
- Teams Meeting | DNR P1 + P2 | Entra ID P1+P2

Workload Health
As of 6/2/2025, 4:26:19 PM
- 9%
- 32%
- 59%
- At Risk | Healthy | Unhealthy

Workload Recommendation
As of 6/2/2025, 4:26:19 PM
- Drive Usage Accelerator
- Drive Usage
- Licensing & Usage

Potential Earnings by Workloads
As of 6/2/2025, 4:26:19 PM
- $44,500 | $43,500
- $50,454 | $45,000
- $86,699 | $39,500
- DLM P1 + P2 | DNR P1 + P2 | Entra ID P1+P2
- Intune | MIP P1 + P2 | Teams Meeting

Usage & Licensing   **Growth & Upsell Opportunities (LXP)**   **Incentive Eligibility & Earnings**

Download | Label definition | Filter | Search for TPID, tenant I

TPID	Customer Name	EA Renewal	Tenant ID	Tenant Name	Tenant Country/Region	Workload Name	MAU	PAU	Utilization	Seat Whitespace	Usage Threshold	Usage Tipping Point	Workload Health	Workload Recommendation	MCI Eligibility	MCI Potential Earnings	CPOR Eligibility	CPOR Potential Earnings	Total Potential Earnings	Advanced Deployment Guide	Resources
-13889452	Fabrikam-056D-9452	Not Available	d12e2a30-73e4-4752-b1a5-477f15056d	AA-CONTOSO-2A6-092	Latvia	DLM P1 + P2	0	1,300	0%	1,300	Below	70%	At Risk	Drive Usage Accelerator	Eligible(1)	$1,500	Ineligible	Not Available	$1,500	Microsoft Purview Data Lifecycle Management setup guide	Purview	Microsoft Purview Data Lifecycle Management - All Licenses
-13889452	Fabrikam-056D-9452	Not Available	d12e2a30-73e4-4752-b1a5-477f15056d	AA-CONTOSO-2A6-092	Latvia	DNR P1 + P2	1,379	1,310	100%	0	Above	90%	Healthy	Not Available	Eligible(1)	$1,500	Ineligible	Not Available	$1,500	Microsoft Purview eDiscovery solutions setup guide	Microsoft Purview	Microsoft Purview Discover & Respond - All Licenses
-13889452	Fabrikam-056D-9452	Not Available	d12e2a30-73e4-4752-b1a5-477f15056d	AA-CONTOSO-2A6-092	Latvia	Entra ID P1+P2	1,395	1,310	100%	0	Above	80%	Healthy	Not Available	Eligible(1)	$1,500	Eligible -	Not Available	$1,500	Microsoft Entra ID setup guide	Entra ID - All Licenses
-13889452	Fabrikam-056D-9452	Not Available	d12e2a30-73e4-4752-b1a5-477f15056d	AA-CONTOSO-2A6-092	Latvia		1,110	1,310	84.7%	300	Above	60%	Healthy	Not Available							
-13889452	Fabrikam-056D-9452	Not Available	d12e2a30-73e4-4752-b1a5-477f15056d	AA-CONTOSO-2A6-092	Latvia																
-13889452	Fabrikam-056D-9452	Not Available	d12e2a30-73e4-4752-b1a5-477f15056d	AA-CONTOSO-2A6-092	Latvia											$1,					
-6686876	Fabrikam-5BC6-6876	Not Available	d12e2a30-f03f-498b-982a-7cb446e25bc6	AA-CONTOSO-2FC-E34	Hungary																
-6686876	Fabrikam-5BC6-6876	Not Available	d12e2a30-f03f-498b-982a-7cb446e25bc6	AA-CONTOSO-2FC-E34	Hungary											$1,500	Ineligible	Not Available	$1,500	Microsoft Purview eDiscovery solutions setup guide	Microsoft Purview	Microsoft Purview Discover & Respond - All Licenses

Subscriptions | Contacts | Notes & Updates | FTC Assignments

Download | Filter | Search

Sku Name	Status	Current State End Date	Included Quantity	Subscription Id	Start Date	End Date
OFFICE 365 E1	Active	06/30/2025	14900	E820D0DF-95BF-4775-829B-4CFF082873D0	08/14/2023	06/30/2025
MICROSOFT ENTRA ID P2	Active	06/30/2025	14854	441BF174-7F4B-4BAC-A74E-577DCA40270A	08/14/2023	06/30/2025
WINDOWS 10/11 ENTERPRISE E5	Active	06/30/2025	14800	3AA8F8FB-E047-42C8-8E09-55B1DAD6BB5C	02/19/2025	06/30/2025
MICROSOFT DEFENDER FOR OFFICE 365 (PLAN 1)	Active	06/30/2025	13900	347772E3-39ED-4979-9924-9908DDF8F872	08/14/2023	06/30/2025
MICROSOFT 365 APPS FOR ENTERPRISE	Active	06/30/2025	12000	5454EA58-E6E6-4AB0-898A-62489CD5C203	08/14/2023	06/30/2025
MICROSOFT TEAMS PHONE STANDARD	Active	06/30/2025	600	5B1C5D16-8FE3-419F-8532-A4E246CB7D16	08/14/2023	06/30/2025
ENTERPRISE MOBILITY + SECURITY E3	Active	06/30/2025	250	6F95FD3E-1269-4B31-BC2F-39034E0D111F	08/14/2023	06/30/2025
PROJECT PLAN 3	Active	06/30/2025	31	F0DA7FB4-CB46-4289-A793-2006A65139C1	09/21/2023	06/30/2025
OFFICE 365 E5	Active	06/30/2025	25	C2B0F693-C9D4-4589-8978-925F3DCAE51D	08/14/2023	06/30/2025
MICROSOFT COPILOT FOR MICROSOFT 365	Active	06/30/2025	24	FE07CFD4-5042-41DE-B306-AE3377E8CF89	02/05/2024	06/30/2025

SharePoint Online - Eligible MCI Engagements

List of Microsoft Commerce incentivized Modern Work and Security engagements for which both partner and customer are eligible. Learn more

Download | Got feedback?

Engagement Name	Incentive	Status	Claim	Customer Eligibility Start Date	Customer Eligibility End Date	Potential MCI Earnings
Copilot Deployment & Adoption Accelerator (L)	Modern Work	Not Claimed	Claim Customer	2024-12-05	2025-03-07	$50,000
Copilot Role-Based Deployment&Adoption Accelerator	Modern Work	Not Claimed	Claim Customer	2024-12-05	2025-03-07	$25,000
Copilot Studio Vision & Value	Modern Work	Not Claimed	Claim Customer	2024-12-05	2025-03-07	$5,000
Copilot Vision & Value	Modern Work	Not Claimed	Claim Customer	2024-12-25	2025-05-24	$7,500

Close

Customer Insights

Copilot Growth & Expansion Opportunities (LXP)

Preview soon

The Evolution of the FastTrack Partner Center Experience (FPX)

Referrals

Customer & Tenant Insights

CPOR Eligibility

Workload Usage

Licensing & Subscriptions

EA Renewals
for LSPs

Copilot Propensity LXP
In Preview

Upsell & Growth Propensity
Land and Expand (LXP)

MCI Eligibility

Enhanced Experience & LXP Models

CSP Associations

Propensity Data Segmentation
for LXP

Performance Improvements

API
In Preview

UX Improvements

ADG Usage Insights
FY26 Q1

Usage Performance Tracking
FY26 Q1

FY26 LXP Model Refresh
FY26 July

Enhanced Referrals Experiences
FY26 Q1

PY26 Incentives Refresh
FY26 Q2

CSI Eligibility
FY26 Q1

Partner Center AI Assistant
FY26 Q1

... and more

FY24

FY25

FY26 H1

Learn more about FPX: https://aka.ms/FPXDocs

Stay in touch…

- **FPX:** https://aka.ms/FPX

- **FPX Documentation**: https://aka.ms/FPXDocs

- **Feedback**: https://aka.ms/FPXFeedback

- **Get help**: https://aka.ms/FPXSupport
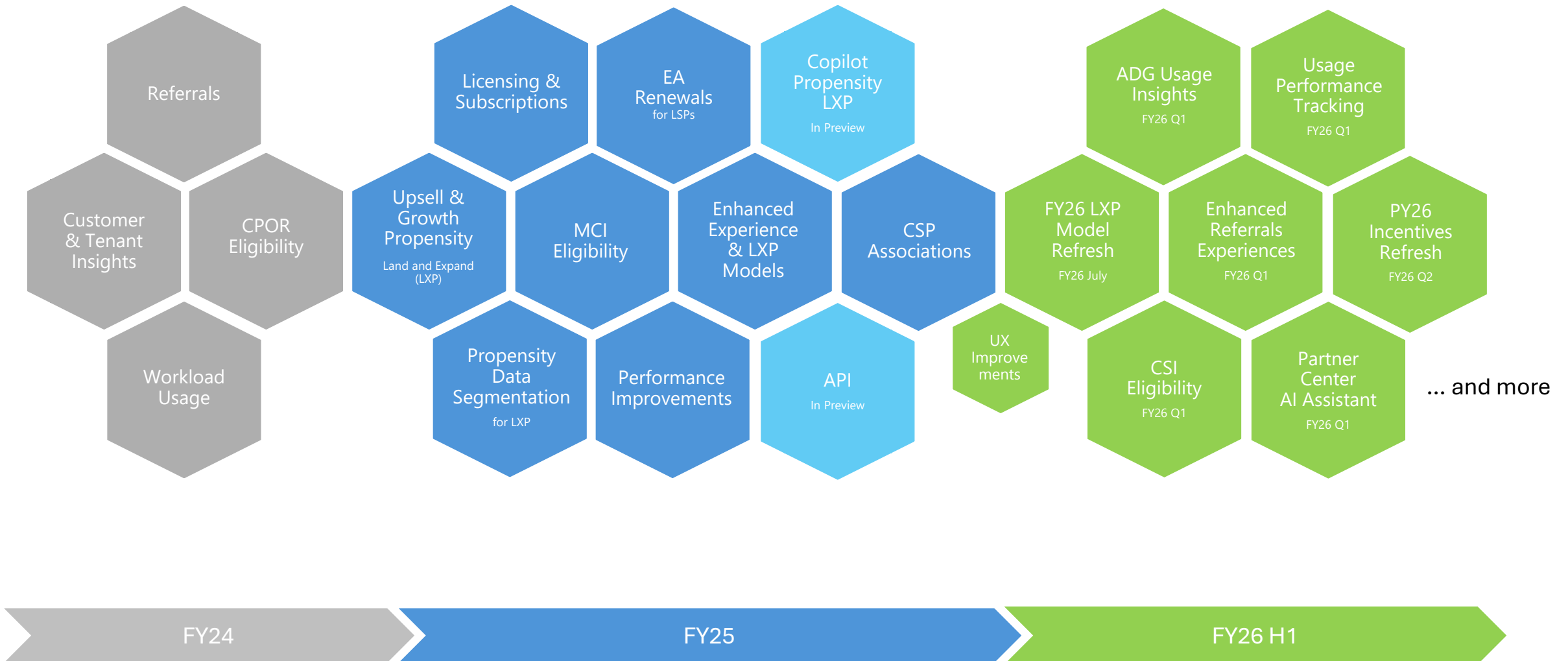
Go-dos

We're excited to invite you to our Microsoft Partner FY26 GTM Kickoff Event. Join us on **July 22, 2025**, to learn about the Go-to-Market (GTM) priorities and initiatives planned for FY26 across Microsoft Business Applications and Modern Work.

- o Register below:
  - Microsoft Partner FY26 GTM Kickoff Event

Event feedback

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

Microsoft

Thank you