

FastTrack Partner Center Experience (FPX) Release

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The **What?**

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



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.



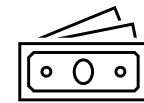
Targeting the Right Opportunities

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.

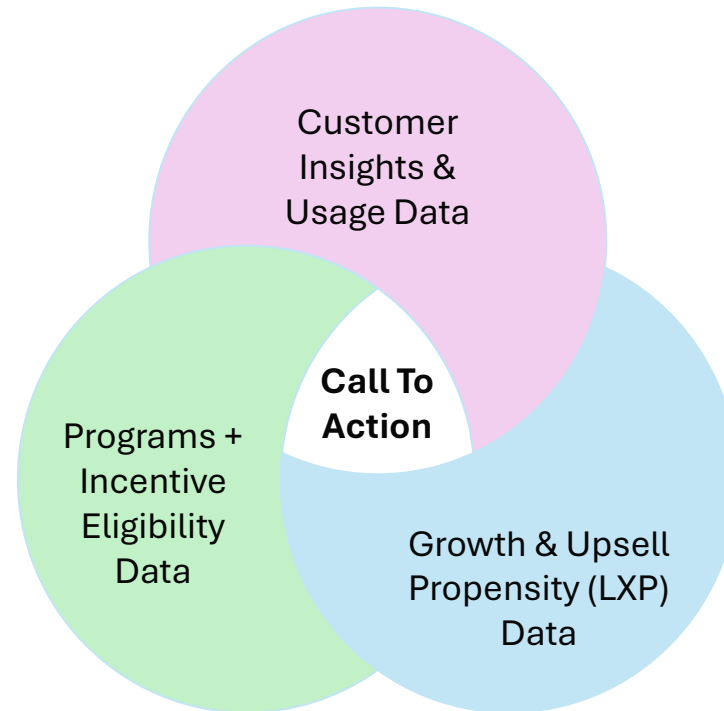


Driving Growth and Revenue

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



The How?



MW, Security and Copilot



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.



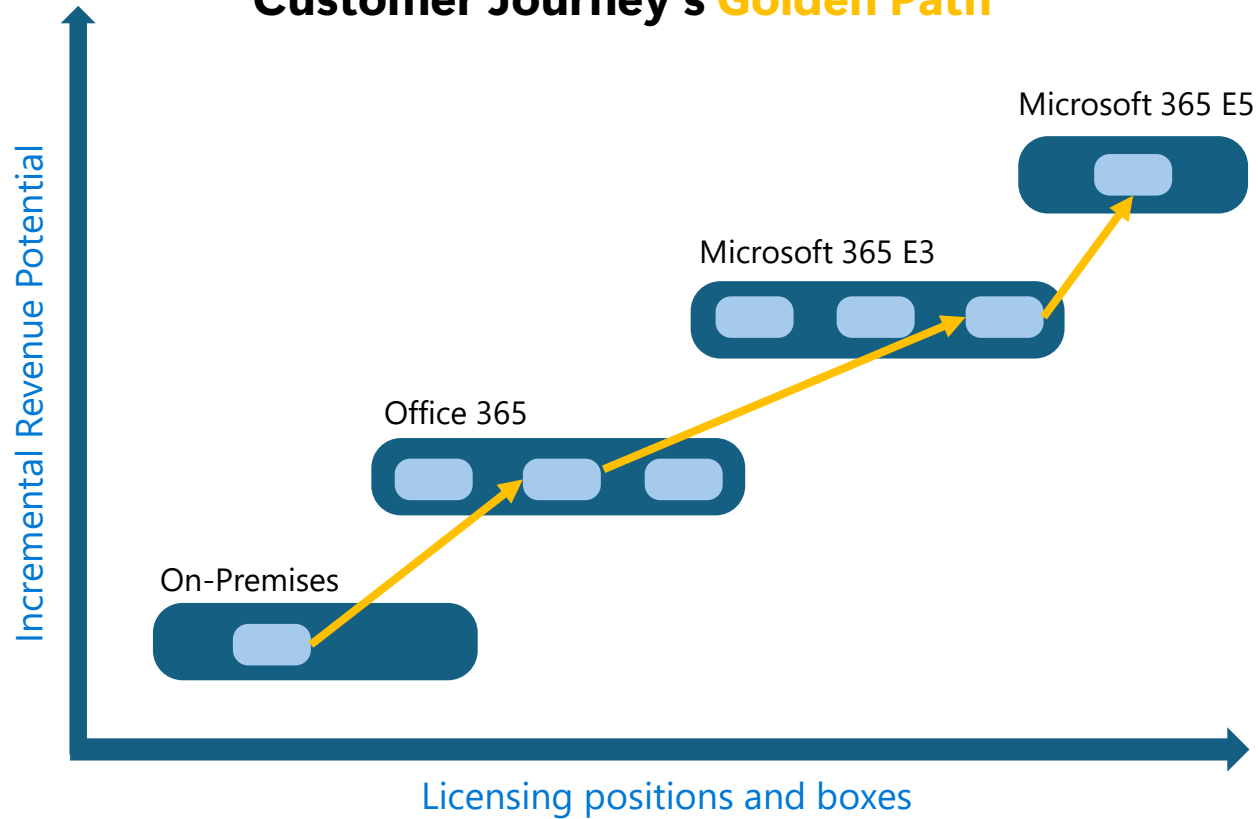
- At Microsoft, RevOps for Modern Work is called **Land and Expand** (aka **LXP**).
- Initially designed for Secure Productivity, LXP is now scaled across all Modern Work products, including Microsoft 365 Copilot.





LXP for Secure Productivity: customer journey and usage to revenue

Customer Journey's Golden Path

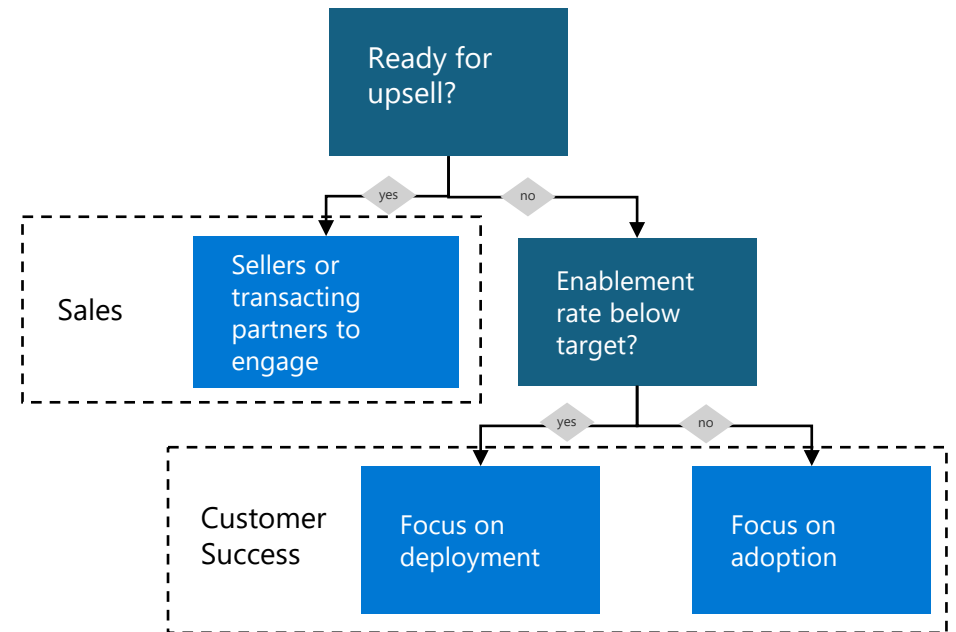


- The position of a customer is determined by the majority of their licenses.
- Each position is divided into distinct "boxes," each featuring a specific hero sale at the subsequent position.
- The customer's transition to hero sale boxes establishes a "golden path."

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



E3, E5 Upsell & Growth Opportunities (LXP)

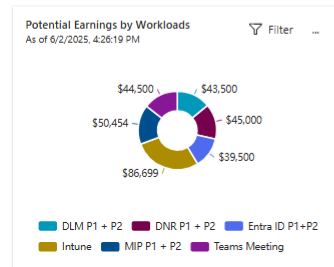
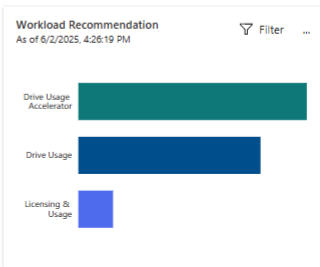
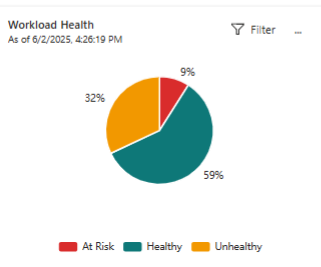
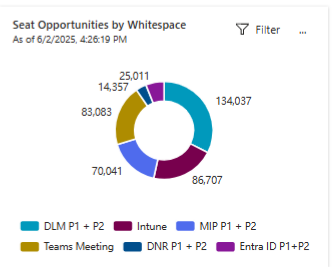
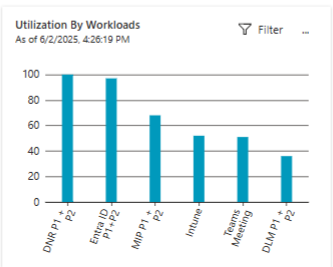
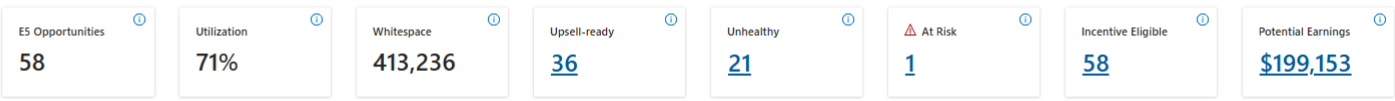
Insights | FastTrack Cloud product performance

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 [FPX 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



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Label definition

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-b1a5-477a17f5056d	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-b1a5-477a17f5056d	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-b1a5-477a17f5056d	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-b1a5-477a17f5056d	AA-CONTOSO-2A6-092	Latvia																
-13889452	Fabrikam-056D-9452	Not Available	d12e2a30-73e4-4752-b1a5-477a17f5056d	AA-CONTOSO-2A6-092	Latvia																
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-13889452	Fabrikam-056D-9452	Not Available	d12e2a30-73e4-4752-b1a5-477a17f5056d	AA-CONTOSO-2A6-092	Latvia																
-6686876	Fabrikam-5BC6-6876	Not Available	d12e2a30-103f-498b-982a-7cb446e25bc6	AA-CONTOSO-2FC-E34	Hungary																
-6686876	Fabrikam-5BC6-6876	Not Available	d12e2a30-103f-498b-982a-7cb446e25bc6	AA-CONTOSO-2FC-E34	Hungary																

Subscriptions

Contacts

Notes & Updates

FTC Assignments

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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-958F-4775-8298-4CF8B2873D0	08/14/2023	06/30/2025
MICROSOFT ENTRA ID P2	Active	06/30/2025	14854	4418F174-7F48-4BAC-A74E-577DCA4027DA	08/14/2023	06/30/2025
WINDOWS 10/11 ENTERPRISE E3	Active	06/30/2025	14800	3AABF8F8-ED47-42CB-8ED9-5581DAD4885C	02/19/2025	06/30/2025
MICROSOFT DEFENDER FOR OFFICE 365 (PLAN 1)	Active	06/30/2025	13900	347772E3-39ED-4979-9124-990BDCFBF872	08/14/2023	06/30/2025
MICROSOFT 365 APPS FOR ENTERPRISE	Active	06/30/2025	12000	5454EA58-6EE6-4A8D-89BA-62489C05C203	08/14/2023	06/30/2025
MICROSOFT TEAMS PHONE STANDARD	Active	06/30/2025	600	581C5D16-9FE3-419F-6532-A4E246C87D16	08/14/2023	06/30/2025
ENTERPRISE MOBILITY + SECURITY E3	Active	06/30/2025	250	6F95FD3E-1269-4831-8C2F-39034E0D111F	08/14/2023	06/30/2025
PROJECT PLAN 3	Active	06/30/2025	31	F0DA7F84-C846-4289-A793-2006A65139C1	09/21/2023	06/30/2025
OFFICE 365 E5	Active	06/30/2025	25	C280F693-CD04-4589-8978-925F3DCAE31D	08/14/2023	06/30/2025
MICROSOFT COPILOT FOR MICROSOFT 365	Active	06/30/2025	24	F6D7CFD4-3042-41DE-8306-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](#)

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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

\$1,500IneligibleNot Available\$1,500

[Microsoft Purview eDiscovery solutions setup guide |](#)[Microsoft Purview Discover & Respond - All Licenses](#)

Customer Insights

Copilot Growth & Expansion Opportunities (LXP)

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

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.

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

Tenant

Referrals

Copilot Pipeline
1,324

Penetration
8%

Utilization
45%

Expansion-ready
103

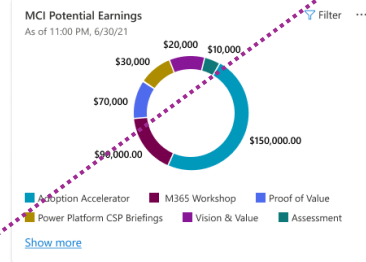
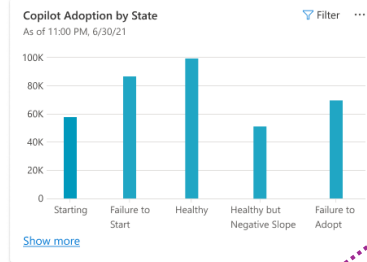
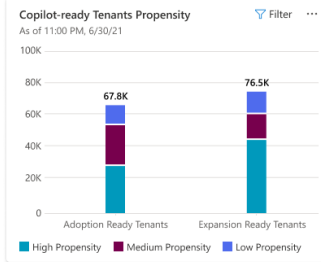
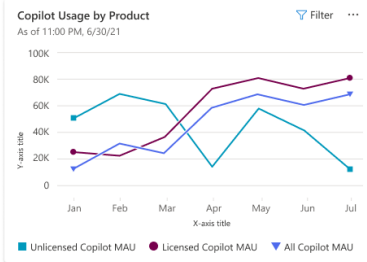
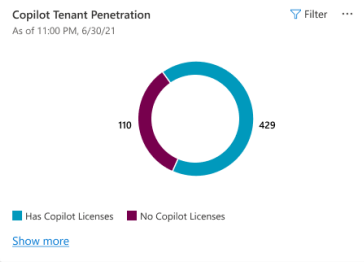
Adoption-ready
3,221

At Risk
567

Blocked
356

Incentive Eligible
4,200

Potential Earnings
\$5,329



Download data Label Definition

Customer TPID	Customer Name	EA Renewal	Tenant ID	Tenant Name	Tenant Country/Region	Copilot MAU (Licensed)	Copilot PAU	Copilot Utilization	Adoption Status	Free Copilot MAU (Unlicensed)	All Copilot MAU	Free to Paid Whitelabel	Adoption-ready Opportunity	Expansion-ready Opportunity	MCI Eligibility	CPOR Eligibility	Potential Earnings
101010	Contoso	July 2025	0576baec-fd62...	Copilot - Licensing	US	212	201	25%	Failure to Start	1,200	2,412	86%	Not Available	High Likelihood	Eligible (5)	Eligible	\$10.0K
101011	Contoso 1	January 2007	0176bdec-xd64...	Fabrikam Retail	Germany	890	1,001	89%	Healthy	1,002	1,892	50%	Medium Propensity	Not Available	Eligible (2)	Claimed (12345)	Not A
101012	Contoso 2	August 2025	1576asec-wd61...	Contoso 2	Canada							100%	High Propensity	High Likelihood	Eligible (6)	Eligible	\$40.0K
101013	Contoso 3	March 2028	5686aec-wd60...	Contoso 3	France							0%	Not Available	Medium Likelihood	Eligible (4)	Eligible	Not A
101014	Contoso 4	May 2026	0006daec-xd11...	Contoso 4	India							2%	Not Available	High Likelihood	Eligible (8)	Eligible	Not A
101015	Contoso 5	October 2026	0111baec-ad62...	Contoso 5	Japan							5%	High Propensity	Medium Likelihood	Not Available	Eligible	\$10.0K
101016	Contoso 6	December 2028	5271mwc-xd61...	Contoso 6	Australia							0%	Not Available	Not Available	Claimed (8)	Claimed (12345)	\$20.0K
101017	Contoso 7	July 2025	1576baec-fd62...	Contoso 7	Brazil	10,211	50,010	20%	Failure to Adopt	10,000	20,211	17%	Not Available	High Likelihood	Eligible (8)	Eligible	Not A

Subscriptions Contacts Notes & Updates FIC Assignments

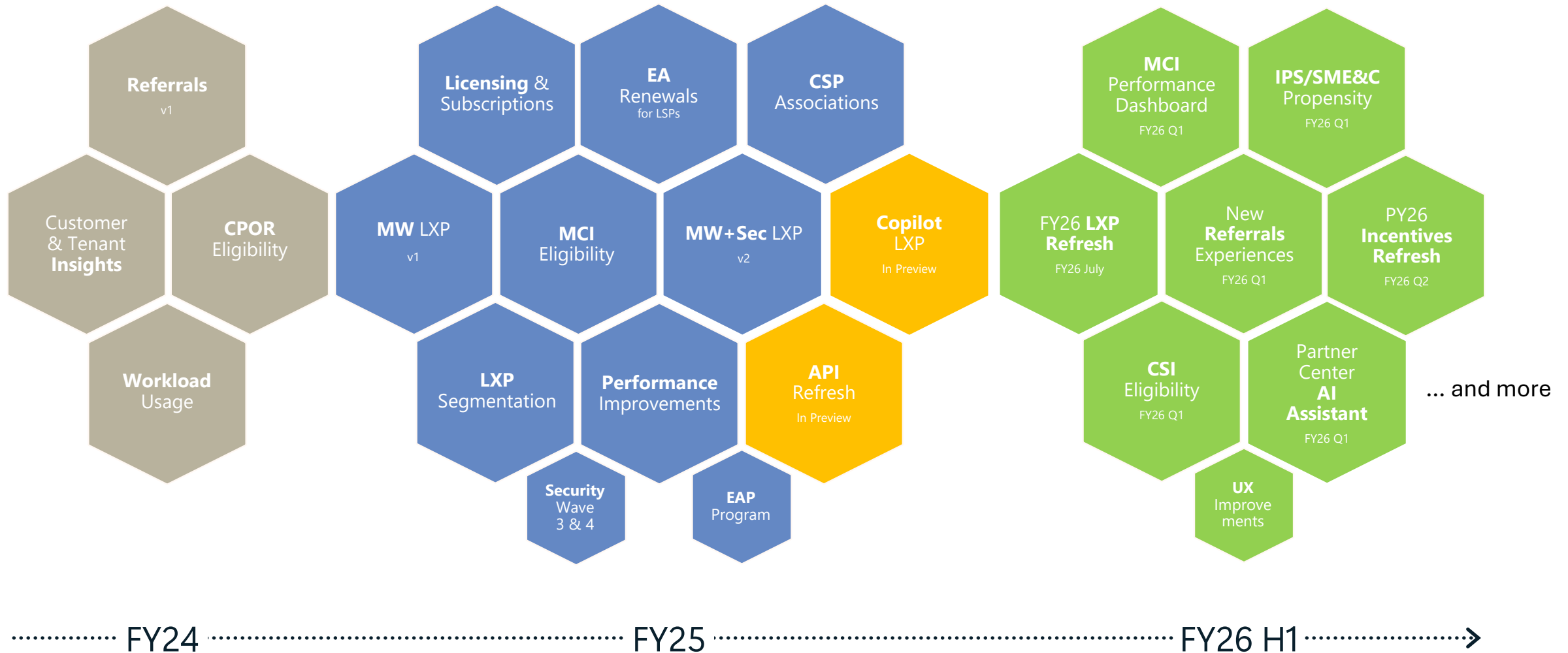
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Sub Name	Status	Current State End Date	Included Quantity	Subscription ID	Start Date	End Date
OFFICE 365 E1	Active	06/30/2025	14800	883000P-958F-4775-8298-AC798387001	06/14/2023	06/30/2025
MICROSOFT EXTRA ID P2	Active	06/30/2025	14804	4418F-17A-7F48-4B4C-A74E-5770CA4270A	06/14/2023	06/30/2025
WINDOWS 10/11 ENTERPRISE E5	Active	06/30/2025	14800	3A8F8F8-8D47-4203-8028-53815D80885C	02/18/2025	06/30/2025
MICROSOFT DEFENDER FOR OFFICE 365 PLAN 1	Active	06/30/2025	13800	34772E3-38E3-4879-8054-8900D098F72	06/14/2023	06/30/2025
MICROSOFT 365 APPS FOR ENTERPRISE	Active	06/30/2025	12800	5454AAB-8A88-4A88-8B8A-4248C29C203	06/14/2023	06/30/2025
MICROSOFT TEAMS PHONE STANDARD	Active	06/30/2025	800	5B1C0D16-8F83-418F-8532-A5E48C87016	06/14/2023	06/30/2025
ENTERPRISE MOBILITY - SECURITY E3	Active	06/30/2025	250	8F9F03E-1288-4831-8C2F-3838A8D119F	06/14/2023	06/30/2025
PROJECT PLAN 3	Active	06/30/2025	31	10047F04-C846-4289-A760-288A85198C1	06/01/2023	06/30/2025
OFFICE 365 E3	Active	06/30/2025	25	C28F8B3-C804-4388-B876-83F0DCA5D1D	06/14/2023	06/30/2025
MICROSOFT COPilot FOR MICROSOFT 365	Active	06/30/2025	34	82E7C04-5042-4105-8058-4E3378C8789	02/05/2024	06/30/2025

Customer Insights

Copilot Opportunities (LXP)

The Evolution of the FastTrack Partner Center Experience (FPX)



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- **FPX Documentation:** <https://aka.ms/FPXDocs>
- **Feedback:** <https://aka.ms/FPXFeedback>
- **Get help:** <https://aka.ms/FPXSupport>