FY25 January FastTrack Partner Community Call [Americas]-20250129_140054-Meeting Recording

January 29, 2025, 7:00PM

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◉ **Amy Jarosky (AG Consulting Partners Inc)** started transcription

Amy Jarosky (AG Consulting Partners Inc) 0:18

Hi everyone.

Welcome to the FY 25 January Fast track partner community call.

We are very excited to have you here today.

We have lots of exciting updates to provide and we will be supporting you with any questions you might have along the way as well.

So just a couple of event logistics to mention if you'd like to turn on live captions, you may do so in your team's app by the more button.

Also, as always, we are recording this call and the event materials, the recording as well as the deck and transcripts will be provided on the FPC blog. So if you'd like to watch the session again or review the materials, you may do so on the FBC blog within.

The next few days and if you have any questions along the way, feel free to post them in the chat.

We have a great team here onboard ready to support you.

And answer any questions that you might have.

Along the way.

Here we have our agenda.

We will kick it off with a top of mind for the Americas region by Josh Elmore.

Then we'll move into the fpx updates by Christian mayor.

I'm sure you're all familiar with that.

Platform. And then we'll move into security with Neha Gupta.

We're really excited to have her on board today and then we will finish the presentation with Tony Curry, who I'm sure you're all familiar with.

As well.

And he will cover the FPC qualifications.

Lots of exciting things going on in that area.

So with that, I will turn it over to Josh to cover the Americas.

Josh Elmore 2:06

Thanks so much, Amy.

Hello everyone and I'd like to welcome you to my least favorite time of the year.

It is the off season for my favorite sports of Moto GP in Formula One.

I don't get to watch them, so at least I get to make intros and presentations to highlight them to captive audiences that can't really go anywhere right now.

So right now, most of the teams in Formula One are preparing for the 2025 season.

They do so with one eye, looking on 26 where there's significant rule change.

That'll be taking place.

The formula's changing as it always does every few years. Teams will have to find a balance of focusing on the right things in 25 that will also have an impact on 26.

There's no sense for most teams in going into design and engineering direction with.

A single season when 2026 is going to be a blank slate.

So what's top of mind? For most Formula One teams is maximizing their car performance while balancing the short and long term changes in the sport.

So what's top of mind for us is maximizing your business value?

Value and doing it in ways that will hopefully carry into our next season despite any program changes that we may or might not have come after H2 is finished and we lead into our next fiscal year.

Though with that stretch of an intro, let me start with a big thank you.

Thank you for supporting our transition into the role of partner success manager in H1.

We couldn't and we can't continue to do it without you.

It is very much appreciated.

So top of mind for us right now in the Americas is maximizing partner value.

My hope is what follows that ambiguous statement is you asking a lot of questions and brainstorming ideas with your PSM after this call and in to the next few months.

We're here to help you discover mutual business success and drive your business growth.

So here's a small buffet of things that are top of mind, items to talk to your PSM about.

And for you to go do the hard work of prioritizing what makes sense.

And executing on the things that really make sense for you and your business.

So a couple buckets and a couple things to consider here.

So first is identifying the key programs emotions that drive business value for you. No one's business is the same, and we all drive value for our customers in different ways. But the things that we want to be talking to you about is how are we going to leverage land and expand data and usage that you have access to with being.

A partner and part of our program.

For those of you that are participating in copilot and copilot jumpstart, are we going to leverage our copilot accelerate data that we have access to with expanded association signal? It's a huge opportunity for us to leverage something that's new and probably a big tip of the spear for.

Us is integrating FRP and just fast track in your status in the FPC into your sales plays, your processes and your offers.

Put a link to the chat in this. But I do have a white paper that was written this just released to the.

To the community on the cost to acquire customer. But this White Paper will help you leverage the program to lower your customer acquisition costs as you go to market through being a partner with Microsoft in our program.

Hopefully you can take that read it.

Ask your PSM questions and have some good conversations there.

Next, control your destiny and getting proactive.

So it's getting proactive with referrals and not just waiting for them to show up.

So it's partnering with our fast track architects with existing and pipeline customers.

Which customers do we share today and where can we collaborate to move deals forward?

A question we want to be asking you and get our arms more round is how are we showing up to the Microsoft Field?

So are they aware that you're a part of this program?

Are they proactively talking to customers about vouchers and your services that are tied to the delivery?

Of the fast track benefit, for example.

And then going to market with subject matter experts support.

So it's you have access to SMEs, subject matter experts inside of our program.

They're more than just bringing them into unblock technical blockers when you're going through deployment, you can partner with SMEs for customer webinars for key deals, opportunities for us to show up as one Microsoft to our customers and finally tracking progress.

So it's Jim Barksdale, CE, former CEO of Netscape.

So if we have data, let's look at data. If all we have are opinions, then let's go with mine.

So when we think about how are we doing in the program like are we being successful?

Are we headed in the right direction?

Let's let data help make those decisions for us. So continually engage with us on your partner success plan.

Let's make sure that we're tracking the right things and that we're headed in the right direction and getting the results that we want, and let's take the time to clearly define what value looks like.

For your business, it's not going to look the same look like the same for everybody.

So I'll end with this.

Talk to your PSM early and talk to your PSN often. Any of these items resonate with you and you wanna learn more.

Ping your psm.

You can do it right now in the chat and on the side.

We're here to help you maximize value for your M365 cloud business and most importantly.

If you're dying to talk about Moto GP or Formula One like me, please reach out.

And now it's time for a driver change.

So I will kick it over to Christian.

Christian Maier 7:24

Thank you, Josh. Appreciate it.

Good morning, afternoon and evening everyone.

My name is Christian mayor.

I'm with the product manager behind the fast track partner Center experiences short fpx with like approvations here.

Lxp fpx everything with the nex I guess.

And I'm excited. Excited to walk you through what's new with our product in this segment.

We will diving into the features recently released, but I also want to show you what's next.

What's on the road map?

Our goal is to provide you with a short overview of the features, but also to get you excited.

So let's get started. Looking back early last summer, we launched the rich propensity code lxp the land and expand based data usage incentives data to help you better optimize your customer engagements and looking at our telemetry, we've seen that 99% of our FRP partner the fast.

Regressive partner are coming month over month.

To our experience and consume the data and over 80% of our FPC partners.

So obviously we are super excited to see the the the interest and the usage and that's why we continue to double down on a data investments, our mission and our vision is to help you solve the data challenges you're facing, helping you provide the right data at the.

Right time to help you have efficient customer engagement and ultimately to help you grow your business with your customers.

So where are we heading? And and this is not far away. We're not talking about a year or so.

This is within this quarter of this calendar 2025.

We are quadrupling the data that we want to show to you.

I originally had 50% more NNR data team came back.

No, we we actually have more than that, so.

So quadrupling the data, expand it to more workloads with propensity and usage data, and then have a laser focus on E3.

Five expansion and upsell as well as laser focus on copilot growth, which is completely new.

Amy Jarosky (AG Consulting Partners Inc) 9:21
What is in here?

Christian Maier 9:29
And this this is where we want to give you a lot of data to help you with engagements.

Ultimately, our vision, the long term vision is to give you a 360 view of your customers with propensity usage incentives and more.

And and we want to do it incremental. We try to do it incrementally.

We'll see in a couple of slides on how we approach it as soon as we have data.

You want to pop it in your experience in Fpx it's not easy.

You have already the experience of pay any data from Microsoft and you see the challenges of of of data like here's data and there's data from Microsoft, but they don't marry together. The latencies are there.

It is some data.

Data is delayed.

We want to take on this problem and solve it for you and bring you the data in fpx.

In a way that you can consume it together. Everything that you need for your custom engagement.

So you don't have to deal with this problem.

So that's the mission that they're on. All right, now, let's jump quickly in into the next slides.

Yes, thank you.

I see FBX is fantastic, but keep keep going with F.

Stop. Yes.

FRP Dashboard and others.

I know that they're still used by guys, so we're looking into also simplifying ultimate goal is you go to FBX, you don't have to go to other places.

So we will bring long term like a year from now we'll move more and more of the surface areas even from F stop into fpx. So you don't have to go to multiple places.

That that will take some time.

Until then, this is where we are.

We want to bring you the propensity and the usage data and incentives data 1st and show that that is here more the you know help you with the customer engagement and then we'll bring you the the looking back to see OK what you just put with the TR.

Aspect who bring them later.

OK, so things that were asked after our lease in general is like, hey, I I need country region and segment data. I want to look at, hey, I want to look at the opportunities I have just within USI, don't want to look at anywhere other because my company.

Is global and so on.

I just want to focus on it more. So we shipped that last.

I think it was end of December. So you can now sort, filter and view the the the customer data and opportunities based on the country and region and segment.

So that's we got it out there.

The next one is something that we thought it's might be useful.

Is bringing also easily linked advanced deployment guides for each workload, so you can go in if you want to quickly catch up on hey, there might be some tricks and tips that that a DGS have that I want to consume, or is a new person on.

My in our organization might not be familiar with this workloads.

Go there.

Check it out.

And also we later this this, this fiscal year, we also will bring you the usage data of Adgs that from a customer perspective. So you can see OK, what ad Adgs did the customer run before you start engagements with them before you start working on on continuing the?

Deployment so you know where they stuck, what they've done so you can trace it as well.

So that's that's kind of the bucket with Adgs.

The next one is is MC eligibility.

That's something that we've been working on since since the summer to get the data we made progress, it got stuck in a little bit of bugs. Again, we're we're dealing with similar issues that you have, but we are at the point right now where the remaining pieces that.

Are here is for us to test it thoroughly to ensure that the quality is there.

But we have right now completely build ability to validate on your behalf.

The eligibility of the customer and your eligibility to deliver it in.

The region that the customer is so you don't have to guess it, you don't have to waste time to find this data.

It will present it in the in in our experience.

Next to the workloads where this engagement might be relevant for you, so you'll have it including also copilot as we ship this in a couple of weeks or months.

So that's coming and we take a little bit time as a seed test things because.

We want ensure that the data quality accuracy is right.

And we have also the ability and then we'll talk a bit later. We want to ship it also in preview. So you can take a look in preview of what's coming. So you can also test it and send us feedback, OK.

So we'll we'll get more details on on how you can get in in the preview later on.

Alright, let's look next.

So now for the this quarter that we're in right now, one big ask was especially also

from CSP partners was hey, I want to see the year in year that that has been also in work for quite some time, but we hit roadblocks after roadblocks on on the.

Data side, we hope to get them unblocked by end of this week and then we resume the developments once this the data is there, it's just a matter of weeks to test it and then ship it out.

So it might land.

And even into squatter, the next one that was asked here is I want to see a full picture of what subscriptions the customer has. If you go now to fpx, you will see a very high level view of the some of the subscriptions that they have, we will.

Classify based on the dominant skew that they have and so on and so forth.

But then a customer have various subscription and various colors.

So we want to give you the full view.

So when you will go and this is also in testing right now when you go to the.

Customer details page you have a full view of when the subscription are start ending.

If they're in grace period, how long is the grace period?

Subscription IDs. All of this, and what workloads are included in that? And for you easy to to search within more data at your fingertips to help you with the customer engagement.

So this is also almost ready.

Testing it all right.

Going to the next slide.

Yes. So I see a question.

So maybe I'll take it since I want to make it also a little bit interactive.

So will you be able to export MC eligibility list? Yes.

You will be able to export.

You could the easy way to do it. Just use a filter to find all the eligible mcis and then you'll have the rows and then in in the row you'll have tpid customer name.

Obviously the segment the tenant name segment of that the region, all of these you.

Can export to excel.

And you'll have more data on MCI. Just not only. Hey, you're eligible.

You can click on it.

You can see start and end date of the eligibility, some some MCS are are time bound and you can see if you claimed it or not and if you can double click and go to the actual page in partner center where mcisa.

So we'll just try to.

You know, I I I tried to find analogies for FBX.

But we'll look at like kind of building a mint for you where you have various bank accounts and assets and investments and so on and.

We want to bring it in one of you, like Mint or monarch or others.

That's the mission that they have.

So that's kind of what we do.

We bring you all of these together and then obviously if if you authorize to see the data of this customer.

You'll have it there.

Cool. All right.

So now the bigger the biggest 2 release is for this quarters are the whole refresh of the propensity data that we have currently production when back when in June when we launched, we launched with the FY24 model of the propensity now in FY25.

Our data scientists and engineers have it'll be vamped completely.

This propensity models and they expanded it not from 30 to 21.

Workloads and these 20 workloads are more workloads in the security compliance privacy business, so and provide you also propensity there and also tailor it more deeper towards C3 and five upsell and expansion and obviously to show you two things is the customer ready for an upsell convers.

Expansion. If not, what needs to be done there and what support do I get from Microsoft to help me there aka sepor MCI?

You name it. So we bring that in. In the experience that we'll ship, it will be separate sections so you can focus only on these initiatives and obviously powerful filters will bring also more visualizations to help you, you know, slice through the data easier.

Right. And then and the experience is very important to us.

So we spend quite a lot of time to just just design this experience to streamline it for you.

So ultimately you can then export this and then go to your team and and actually reuse the, you know, the charts to show them, hey, this is where our opportunity lies.

So you don't have to do that work in in Excel and build all of this. So and then later towards Q4 we also want to bring your copilot on top of all this data where you can go and hey and then.

Hey, show me all the customers in us that are below tipping points for upsell that have MCI eligible and then some other parameters that you wanted.

Boom, you get the table even easier than using the experience to to sort through. So

all of these we have in the pipe now, the next release that will be queued a little bit behind the the modern work and security propensity data.

Is copilot propensity and this is super key.

Obviously our company is big on copilot.

That our field team is big and there are a lot of coastal opportunity and copilot and mcis absolutely want to bring you that data. And here we're looking at two scenarios that customer might be the one that customer has absolutely no license and customers have license with COP.

But usage is low and obviously if the usage is high, absolutely the expansiones Dereham will let you know, but the no license scenario is important.

So how do we approach this from a data perspective?

Here is where we want to bring you the insights into the hero products like teams, meetings, calls. All of these were copilot or outlook where copilot might be very valuable to have in a license and show you the usage. And based on the usage and the tipping point.

Indicate to you like Yep, you can have a copilot, MCI value discovery to run here.

It's a good, good opportunity.

So in the vast amount of customers that you have help you prioritize the ones that are more likely high likely and that's the the propensity that will come to have such conversation with them to get the license and then obviously attach a professional services. Obviously after done the.

MCI and so on and then use Sep or attach that to drive usage and then when the usage and the licensing is there.

The next the scenario is OK.

Now they have the licenses.

So how are they doing?

So we look at trending data to also indicate, oh, looks like there's a cold start.

They have license 100, license 200, license 1000 license, but only two three.

Active usage is there.

So help you with that point and in addition to that, what we also bring you is usage of copilot no license the fee the the one that you have in in edge that you can click there.

So we also show you if there is any usage there in in, in Windows or in Edge where there's no license needed.

So you can also. It's basically the the paid to the free to paid conversion type of

approach. So you can use that information say hey, it looks like your company already use it.

He's a school pilot, free in edge.

Let's talk about how a license can bring more value to you and how we can bring with the MCI workshop.

You can land that easily funded as well.

So this is the type of data that comes here on the on the we are super excited on that and and we still putting pieces at parts together.

So the data is coherent across when we present it to you.

And we expect around February towards March most likely.

To have it also out, obviously in preview earlier for you to test.

So that's all planned here.

All right, that's my quick spiel.

Hi, James.

Do you want to walk the team here through through the call to actions?

I know that you work on the slide, so.

All right, so here on the call to actions.

So yeah, let your team know these are coming.

Reach to your PSM if you're interested in in getting access to your to a early preview and testing new features.

Obviously with the caveat, it's very simple.

It's just a flag in the URL that you'll add.

And then expect from us to to get a lot of office hours scheduled to go deep into these, do a lot of training, so help you with the data to understand.

We also working right now on the the whole documentation, so we can explain every metric.

What is the metric?

How we measure it so I know it's a lot of data quadrupling the data.

It's not coming for free for you as a from a learning perspective, so we want to make it easy for you. Awesome.

Amy Jarosky (AG Consulting Partners Inc) 23:13
Thanks Christian.

Christian Maier 23:13

Thank you, Chrissy.

Yeah. So I'll, I'll answer a couple of questions in chat. I want to be respectful of next presenters.

Thank you.

Thanks for having me.

Amy Jarosky (AG Consulting Partners Inc) 23:26
Thanks Christian me.

Neha Gupta 23:27
Thank you so much, Christian.

Hi everyone.

I'm glad to be a part of the community call.

I am Neha Gupta.

I'm the global partner Skilling lead for our partners and I take care of security, compliance and identity. I cover most of the solution plays. Almost all the solution plays within security and covered Thera of segments of partners and starting from GSIS to Csps to resellers channel as well.

And today I'm here to talk about the importance of security and how you can.

Get security added in your M365 copilot and why it's extremely important.

I was listening to Christian and he he showed us the data or there's a propensity going on with modern workplace security and security is like it's you cannot just work without security. In modern work, specifically on M365 copilot.

So giving you a brief snapshot of you know how security all of a sudden become the hot topic of the downgrade.

And just a just a small summary of the ChatGPT took only two months to have 100 million users.

And you if you have been following the news recently, you must have heard about the name deep seek and I am pretty sure it got 200 million pretty fast, but then it got attacked by cybersecurity, right? It got it.

It had a cybersecurity breach.

It got attacked quickly and you can imagine the amount of.

Security features.

That's extremely needed to secure the data.

Protect our data.

So moving on to the next slide, and if you can skip that slide, Amy.

Yeah, let's let's skip this slide and let's move to the next slide.

And I want to cover that later. Yep.

Thank you so much.

OK, so as I know many of you belong to a fast track partner community and this is not new for you. M365 copilot is not new for you, it is.

It is.

It actually you know it combined the power of the cutting edge llms with the specific content in Microsoft Graph.

And you, you know, all your calendars, documents, emails and everything got connected and you're pulling the data from everywhere and then you're.

Having ChatGPT prompts you're having.

You know a working copilots with all your applications.

Now this is massively helpful when you know from a productive basis from a modern work basis.

But it came with a certain KV arts and concerns, so in the next slides you will see that with the adoption increment of M365 copilot we had some concerns that we heard from our customers.

Amy, can we move to the next slide?

Yeah. OK.

Thank you so much.

OK.

So the first one that we heard about is the lack of visibility of the risks that might come from the utilizations of AI into every segment of work they're doing.

So we got to know that 58% of organizations are actually concerned about the lack of visibility. And then we heard the second point, which is the lack of controls to protect data shared in EI.

Now another critical concerns in data security is like, how do security teams ensure that any sensitive data that's been exchanged between the user and app is protected protected?

And we got to know that 97% of organizations have concerns about implementing AI due to the lack of controls to mitigate data leakage.

The 3rd and the most important was is with the adoption of AI and copilot of security. There are massive increment AI regulations that each of the countries are imposing, and by 2027 at least one global company will see its AI deployment

banned by regulatory. So if.

You have heard about NIST 2.

Yeah, if you have heard about Dpdp in India and several other regulations, this is becoming a biggest concern and how you implement AI and copilot within your customers premises. So in the next slides, we will share the top three challenges that customers are facing right now.

The first one is the data oversharing right?

By mistakes, user may disclose sensitive data such As for example customers personal.

Data to AI apps like JPD, but this concern is prevalent in headlines and you know it has been echoed by other organizations.

But this is less relevant for copilot, since it comes with built in controls.

You can have controls as well on how much data over sharing or how much data you shared with with others.

How much control do you provide to your data for other organization or other individuals or even of our AI bots to be shared?

The second concern was the data leaks, right?

So by mistake, you know you might disclose some of these.

What do you call it?

Some of these data's that.

Your sharing that might be a data leak.

The third was this the non compliance usage which is you know with the ease of the content creation that we have been doing with generative AI. Now you can effortlessly generate new contents, but that might also includes unethical or high risk content such as fake news, fraudulent content.

Or stock manipulation.

And these were the three major concerns that we heard from many of our customers. So we it was very, very obvious that data security is becoming.

Extremely, extremely critical from for a strong cybersecurity perspective. Specifically in this particular.

Error. So in the next slide you will see like you know how it is, you know data security incidents are widespread. First of all, you know 83% of organization experience more than one data breach in their lifetime. And we have also seen that there are ins.

Account for 20% of data breaches adding to the cost and this might be by mistakes because people don't know how to put data.

Data restrictions.

Data leaks data non compliance users in the M365, copilot or any of the AI apps that you have been using.

So you know, using all these data that you see, here's organisations are really concerned about data leakage, generated AI and 80% of the leaders are citing this leakage of sensitive data as the main concern around adoption of generative AI. And This is why we are working with.

Modern work partners like you specifically with the fast track partners like you on how do you make sure that you dissolve those concerns of your?

For customers, by talking about how Microsoft's provide end to end data security with our product, which is Microsoft purview now, in the next slide, you'll see that Microsoft purview actually solves all these three basic needs that our leaders have right now, which is data security data govern.

And data compliance.

It helps you secure your govern data across the multi cloud, multi platform data environment.

You know, it helps you meet the compliance requirements.

May be subjected to, so purview is 1 product that you definitely need to learn about and talk about your customers whenever you're talking about N 365 copilot or any AI services from Microsoft.

But the question is, many of the partners are not aware of how to talk about per view.

Like what are the licenses that have per view? What's the cost?

How do I pitch Microsoft purview to my customers along with M365 copilot, so in the next slide, you know I'm not I I.

Wanna go deep into technical on what purview does? But I wanna give a brief snapshot of the licensing that is there.

Licensing. You know what are the features of information protection and governance and E discovery and audit are included in which license bundle.

So if you see here, business premium has very basic.

Security or data security features, which is basically nothing new, but it's similar to N 365 E 3 licenses.

So we are asking our partners like you, you know, whenever you talk about your N 365 copilot, the second step should be moving the moving the customer to N 365 E 5 compliance bundles or suites as well. You see here like we you have.

The data lifecycle management you have, records management you have.

Teams TLP endpoint endpoint, DLP. You have every features in M365E5 compliance that our customers are asking so.

You need to really learn what's the value proposition of M365E5 compliance and how do I talk to my customers when I go ahead and talk about M365 copilot as well, and in the next slide, I'll just show you a brief.

Summary of how does the price differentiation happen?

With this bundle, when you pitch this to customer, so it's not necessarily like you have to pitch the complete M365E5 compliance.

You can actually sell each of these bundles separate as well, but if you see here like there is a massive saving. If you go ahead and pitch in 365 E 5 compliance directly as a bundle.

So customers can save 37% of the values which comes to 19 dollars.

If you buy a bundle unit by unit.

But if you sell the bundle, it costs you around $12.00 per licenses and we are helping you learn more about on how to sell M365E5 compliance, learn the value propositions and we do host a lot of sessions on that as well.

So this is like just a just a slide summary of why my M365 and how what's the pricing of M365E5 compliance gonna be?

Now in the next slide, it's just a summary slide that you know you can talk to your customers about how any five compliance covers end to end internal risk.

So if you see the blue highlighted 1.

Me 5 compliance or data security is basically securing your internal data and making sure that you're not exposing those data to the external facing or you're not over sharing that data and it's covered by three pieces here which is internal risk.

Data loss prevention and insider risk management, and this is a summary slide that you can start the conversations with your customers as well. But I can understand like many of you are not very much aware of the security features. You don't know how to talk about and that.

Is why we are hosting a session which is called secure and govern M365 copilot with Microsoft purview.

And in the next slide, you'll see the agenda.

So this is a session specifically for modern work.

Partners. Uh. Because you have been working with uh, those customers who are embedding N 365 copilot, and you need to learn on how do you hear the customer's

story?

How do you, uh, answer the customer objections that we have.

You need to understand the business value propositions of N365, copilot plus per view and how Pro view prevents and helps M365 copilot adoption.

The last will be on the third day, which is to respond on.

Once you have learned that training, how can you work on your proposal directly, along with N365, copilot, and what are the questionnaires that you might get from your in the RFI or the RFP proposals that you're building, or even a direct in conversations with the?

CX OS and CT OS how you should be taking tackling those questionnaires so we host this sessions regularly on our platform which is on 24 and I'll share the link with you.

But this is what I wanted to cover.

We're about copilot plus security. How you should combine them together and go as a unified approach. But you know, apart from the apart from the data security, we do have massive offerings in security as well. If you want to learn more about security.

So in the next slide.

Sorry, Amy, can you?

So in the next slide, you see like you know we enable partners in multiple modalities.

The first one is the certification enablement, right?

Now certifications are extremely crucial if you want to achieve the designations, modern work designations or security designations.

They are a part of the PCs coding that we have and for that we host free certification sessions led by instructors. The 2nd is the project Ready deployment which is we provide sorry, just give me a minute.

So then the second pillar, which is the project ready deployment, we host multiple project Ready sessions which is like level 200 to level 400 session.

With hands on lab training, so you can literally come and register for the training. You can get the handlab experience on 45 data security, or if you're working on Sentinel or if you're working with any of the defender suites. We do host trainings regularly on that.

The the last two pillars, the sales enablement.

And the technical pre sales enablement, so we also host these sessions specifically for the sales audience including the value prop, the pricing, the GTM motions that we have, the incentive motions that we have across these two pillars.

So we do cover all these trainings through our platform, which I'm going to share the

link with you.

And in the next slide, you'll just see, right?

You know, a complete view of how all of our training aligns to the msim approach and the MAICP program.

Starting from the core benefits, which is the playbooks that you have, the designations that you need, what are the certifications that you need to gain those designation and specializations?

How do I gain the trainings on the Halo conversations, overall AI pitch and then if I want to deep dive into any of these solutions placed within security, where can I go ahead and?

How do I get that training so this is like just a summary slide?

But I'm leaving you with some of these resources. Like if you're new to security and you really wanna start and you're not gonna obviously, to L300 and L400 sessions in the next slides, you will learn about some of the fundamental links that we have.

On where you can start with right?

So how you can gain these certifications?

Where are the links? How you can link?

Register for the upcoming certification week, the depth, weeks. All of these links are there for you.

So just go have a view.

I will also paste the link of the upcoming sessions that you have, so feel free to register for anyone and just as a last summary slide for you all to give you the view of all these sessions that we we do from the sales training from the TECHN.

Training from the presales training and you know, this is all the content that we provided in multiple modalities.

You know, we also host.

Person sessions.

Virtual sessions and I'm going to provide a link to you for all of for all of that to go and choose your sessions of your choice and start registering for that session.

So this is all about security.

I know that's a lot of information to take in like the last 1015 minutes, but just wanted to again focus on purview.

Please, please talk to your customers about how they can secure their data and not to be concerned about data leakage.

With proper.

Guidelines with proper set of rules. I don't see any issue why customer should be scared of data leakage or data privacy leak. So that's me.

Neha Gupta, thank you so much.

I will take some questions if there are any in the Q&A back to you, Amy.

Amy Jarosky (AG Consulting Partners Inc)   40:01

Thank you so much Neha.

That was really, really awesome.

Just going to launch a quick poll.

I know Neha mentioned a bunch of events but we were just curious if you would all benefit from separate office hours on security.

30 rcde would be happy to host an event as well.

A full hour on security.

Let us know if that would be interesting to you.

Alright and now we will move on to our last but not least, presenter Tony Curry on FPC qualifications.

Tony Curry (AG Consulting Partners Inc)   40:41

Welcome everyone.

Hello and good afternoon. Good morning.

Let's go ahead and talk about FPC qualification.

My name is Tony Curry.

I am a curriculum manager in the Rcde team and so we I like to say we are a team of superheroes for knowledge and readiness.

My purview, knowledge readiness, communication, of course and documentation and events.

My purview is being readiness today.

I'd like to talk with you about something you've been hearing a lot about.

Which is FPC qualification.

I know you heard James talk about it.

You've heard me talk about it as well. Now we've culminated with something.

I am so incredibly happy about is the launch the launch of FPC qualifications. But before we talk about that, let's talk about the value, the value of FPC qualification.

So some of the value problems you heard James talk about that the last time we all met?

You talked about different value problems.

Let me dive deeper into those value problems.

One of them being recognition, so by by becoming qualified as an FPC you're in different realms you are able to have to be recognized, right?

And so that recognition comes from you taking that badge after you've attained that badge, putting it on your e-mail signature, your LinkedIn profile, your business cards.

Maybe you want to, let's say, have it on a website and this is that recognition that provides distinction.

As well as attention to you as a well qualified partner of the fast track partner community now, it also provides confidence.

Now you're probably thinking like, Wow, does that provide confidence? What Pearson view did a study and a 29,000 respondents in that survey. They recognized that when certifications or qualifications or exams that quantified knowledge.

It is that knowledge that helped them gain confidence.

Confidence in what?

And what they do confidence in when they're talking with customers when they're articulating that knowledge and demonstrating that knowledge, this is what qualifications can bring you as well as your teams, of course.

Now the last value proposition.

I shouldn't say last value prop is actually in the top three or top the top three value prompts customer satisfaction.

So customer satisfaction equals knowledge plus engagement.

That's how you get the customer satisfaction, because with that knowledge.

H1 and that engaging into that knowledge.

Harvard Business Review.

They did a little study as well, and they found a superior customer experiences.

Involve knowledge and engaging in that knowledge, because when you have knowledgeable people imparting their skills, their abilities, doing whatever they need to do in making sure a fast track customer engagement is wildly successful, that when they're doing that, when they're demonstrating that.

That creates that customer satisfaction. Those customers who keep searching you out, looking for you, wanting to retain you as their partner to make every fast track engagement wildly successful.

So that's the value prop.

Let's talk about more Amy.

Let's go to the next slide please.

OK.

So with the FPC qualifications, there's many different qualifications. We are launching a series of four exams right away straight away.

The first one being the fast track advocate. Now the fast track advocate. This objective of the fast track advocate qualification is the comprehension of the tools and processes and all of the different factors.

Of being an FPC partner. Of course you've heard Christian talk about the fpx.

That is, a portion of the fast track qualification or the fast track advocate exam, as well as referrals as well as how to be an effective partner.

Everything in terms of utilization of the FPC portal to the knowledge base, to FPC Academy, everything that involves being a fast track partner is the fast track advocate FPC qualification.

Now who should take this qualification?

Who should complete this this exam well?

It's it's designed for individuals who cascade the fast track.

Benefit across your organization.

So if you happen to be a program sponsor on this call right now, hearing my voice, of course, that's for you.

But it's also for other individuals who also cascade that knowledge, that evangelism of the fast track benefit not only just say, let's say within the organization, but maybe it's your pre sales, right?

Maybe your pre sales folks are also creating material for customer acquisition?

Anybody who's involved in the fast track?

In fast track should complete this exam. The fast track advocate.

Now let's move on to the next one.

This one is my favorite one.

It's my favorite one cuz I love automation.

I love the Adgs.

This is the advanced deployment. You see it on the right side of the screen here. The Advanced deployment qualification.

Let's go back to that.

Previous slide there, Amy.

So the advanced deployment qualification that was on the right hand side of the screen, this particular qualification, this objective is for those who evangelize and

utilize advanced deployment guides or should be using the advanced deployment guides within your fast track practice, so forth.

Knowledge is benefits, its use cases as scenarios.

The philosophy of the ad GS and like I said, this is one of my favorite qualifications. Hopefully it is yours as well.

The The Who should complete this exam, the personas that should complete this exam is the individuals who are deploying the fast track benefit to customers as well as those who evangelize or should be evangelizing. The use of the ad GS while within the fast track organization at your.

Partner company.

So I'm hoping that you all engage in both of these exams, but now let's move over to.

Another series of exams.

These are the first two that are.

More for, let's say the the fast track partner community.

Now let's move on to migration exams.

Migration exams on the next slide here.

These are for partners and organizations who engage in the migration benefit.

So there's the migration associate exam.

We'll talk about as well as the migration process specialist now the migration associate FPC qualification is designed for those who need to understand the migration benefit.

Those are who everyone from, let's say that the personas is everyone from.

Let's say who conduct migration engagements to those who actually maybe create materials for.

Customer acquisition for migration.

Those who are operating in the fast track process or practice to make sure migration engagement is successful. And so this level of exam is also if you remember from the past, it's also.

So from the past of the FRP exams, which we'll talk about in a moment, this exam is an L100 exam that really has the philosophy, the understanding of the migration benefit.

Now let's move on to the migration specialist exam.

The migration specialist exam is for knowledge of the processes and tools that are used.

In migration this exam, the personas that are meant for this exam.

Are for those individuals who.

Are really, truly in deaf and migration, but also they're going the extra step. These are also when not they're going the extra step.

I would say they're also involved in that extra step, that extra step being they are the ones who are doing the the grunt work, so to speak, of a migration engagement they're in, they're participating in all the processes, all of the work that needs to be accomplished to.

Make a migration engagement successful.

And so that's the personas for this particular exam.

Now you may be wondering, OK.

Well, what about, you know, maybe more robust if you want to call it that?

Definitely, L300 L 400 exams in the migration space that is existing as well.

We are updating that as we speak and so the migration exams, the qualifications, those are that are coming.

This year, before the end of the fiscal year, are the migration technology specialist.

As well as the migration expert. So we are very concentrated on giving you the knowledge and tools in the migration space in the fast track space in general to make sure that every engagement is of course wildly successful.

Let's move on to the next sliding.

Now I want to talk a little bit about the past. In the past in and what was it?

FY.

22 and FY23, all of our qualifications were taken on a platform or completed on a platform called Expertzone.

There was seven different qualifications at the time.

There are more coming, although I'm talking about four right now.

There are more qualification exams coming, not just the migration ones, I explained.

Also, different ones that are in the FPC space.

That are more for the delivery benefit as well as I don't wanna actually did a Marvel spoiler here as well as some other exams coming up, but at any rate, the past the FRP knowledge badges are are deprecated and so although your knowledge is that if you've taken.

Previous exams that knowledge is great, but do look forward to the refreshed exams of course, which are in the migration space and new exams in the FPC space.

So I definitely want if you engage in those previous exams, I definitely want you.

We want you to engage in a new exams, of course. So the FPC qualifications for FY25 and beyond.

Are on a new platform called REACH 360.

So it still has that.

That that edge of great user experience but also providing you maybe more of a engaged user experience which I absolutely love because we can create for you an experience that is not only rich in terms of the user experience but also attention grabbing in a user experience as.

Well, so we hope you like this new platform. You'll hear more information about that in the coming weeks.

So still with the value props, FPC qualifications, recognition, distinction and attention from when you put that badge in your LinkedIn profile.

Your e-mail signature.

Your business card, whatever you want to do, however you want to expose, I would say that trophy, that trophy of distinction of your knowledge and skills however you want to display that, that's the one big value point.

Second, big value point, confidence and assurance.

The confidence to create.

And wildly successful customer engagement, it gives you that assurance, it gives you that assurance of your teams as well as them. That assurance and confidence and of course customer satisfaction, customer satisfaction with the knowledge and skills you can create.

Wildly successful customers and every customer engagement and that's going to make happy customers and help you retain customers that are happy to engage with you in everything that they need.

Let's move on to the next slide.

All right, so here's my call to action.

Engagement begins with registration.

You heard me talk about the value points.

That's the probably the one of the biggest things that you heard me talk about in my slides.

So why should you register?

Well, you heard me.

I keep drilling home the statement of Knowledge and assurance and confidence, so you should register because it gives you the insurance that you and your teams can

access the qualifications as well as you know access any study guideance as well.

So that you should be begin with registration and that begins today. In this moment that begins right now.

So who should register?

Well, all individuals who in your fast track practice organization who match the intended personas. So if you don't remember that in my speech today, that's OK. That's why Amy always puts in the FTC blog the deck. If you're not able to connect right now.

To Click to register today.

Definitely look forward when Amy posted the deck.

End the recording and Click to register for the Fast track associate.

Once again, I'll just say it's for individuals who advocate and implement fast track within your organization.

Register for the advanced Deployment Advocate exam.

Same thing. Individuals who are deploying the fast track benefit and delivery to customers.

So just summarizing what I talked about before and there's in those personas as well as the migration associate individuals involved in migration who?

Actually.

Work with potential customers or current customers, as well as evangelizing the migration benefit to customers as well as internally within your partner organization. And finally, the migration process specialist individuals who convey and execute migration with customers. So you may be an individual or as well as your team. You may need.

To explore registration.

In different subjects.

So while you may be taking the fast track advocate, you may need to also register for the advanced deployment advocate based on your persona or the migration associate and or the migration process specialist, so that is it for my presentation. Thanks to all the presenters, Amy. Right back to you.

Amy Jarosky (AG Consulting Partners Inc) 54:59
Thank you, Tony.

Tony Curry (AG Consulting Partners Inc) 55:00
You're welcome.

Amy Jarosky (AG Consulting Partners Inc) 55:00
Exciting stuff and FPC qualifications.
Alright, now we would just love to hear how we did today.
Any feedback that you might have on our presentation?
Any thoughts? You might have, positive or negative? We really value all partner feedback. We review it.
All following every event and use it for all future events.
So I just dropped a link in the chat, if you don't mind just taking.
Less than a minute to fill this out.
We really appreciate it very much and if you've any lingering questions from the material today.

Tony Curry (AG Consulting Partners Inc) 55:36
Play me a song.

Amy Jarosky (AG Consulting Partners Inc) 55:37
We know it was a lot of information all at once.
Feel free to post your questions in the chat following the event and our presenters will respond.
There afterwards and other than that, we hope you have an amazing rest of the day and we will see you all very, very soon.
Thank you so much for joining us.

◉ **Amy Jarosky (AG Consulting Partners Inc)** stopped transcription