

# FY25 June FastTrack Partner Community Call [Americas]-20250617\_140127-Meeting Recording

June 17, 2025, 6:01PM

57m 45s

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



**Amy Jarosky (AG Consulting Partners Inc)** 0:13

Hello everyone. Welcome. Thank you so much for joining us today for the FY25 June Fast Track Partner Community Call. We are very excited to have you all here.

Just going to cover a few logistics to get started. Feel free to turn on live captions in your team's app by the More button if you'd like to do so. Just note we are recording this call and the recording as well as the deck and transcript will be available on the FPC Portal blog within the next few days. So if you'd like to.

Rewatch the session. You may head on over to the FPC portal and do that there.

Also, we have an awesome team here on board ready to support you. So if you have any questions along the way, please post them in the chat. We'll be supporting you there and.

Again, we are very excited to have you. We have lots of updates for you and information to provide. So let's talk about the agenda now. First, we are going to kick it off with Matt Ontel, who we are excited to have here today. He's going to cover the evolution of the Fast Track Partners.

Partner Program. Then we will move into the partner discovery topics and next step by Marius Blau. Then Manish Dixit will cover the copilot business value. So lots of exciting information there. And then we will finish with the new Fast Track Partner Center Experience release.

By Christian Mayer, who I'm sure you are all familiar with at this point.

And with that, I will now turn it over to Matt Ontel.



**Matt Ontell** 1:52

Awesome. Thank you so much, Amy. And it's a privilege to be back with this incredible community and see some familiar, if you will, faces or names for those I haven't had the privilege to meet yet. My name is Matt Ontell. I am coming to you live from this closet turned into an.

Office in Richmond, VA. The familiar faces for some of you might know. I was a

part of the Fast Track of launching the Fast Track Partner Community eight or nine years ago. I led the program for a few years before Patrick Grimwood took over. And for those who.

Don't know. Our good friend Patrick retired in January and so he is probably somewhere on a beach sipping a Margarita or probably more accurately running a marathon somewhere around the world. So very excited for him and as part of the changes.

That happened internally at Microsoft, which I'll talk a little bit more about coming up. I have the privilege of coming back and leading what is now called the Partner Growth and Incubation Team. The organization that the FastTrack program is run from is called M365 Partner Growth and Incubation and I have the privilege of now stepping.

Going back into leading that team and seeing and working with many of you after a few years hiatus working on some of our incubation products in motion. So great to see many of you really excited to be back and to share some updates as we go into FY26.

So with that, I do want to introduce and kind of share some of the changes that happened. Some of these faces are going to look really familiar to you, like Andrew David, who's been around for a very long time and many of you know, and others are going to be new members of the team that you're not as familiar with. But just wanted to give you a sense of what does this new team look like?

For those of you who are following Microsoft closely, you know that we've been going through a lot of changes. We've been going through reorgs, changes to our go to market plan, internal changes within engineering in which we sit. And so I just wanted to give you a glimpse of some of the people who are now in leadership roles. Across our team. So Archana Ramesh leads our Partner Incubation function which is specifically focused on M365 Copilot and agents. Many of you might know her and her team through the Jumpstart program, which I know many of you participate in. Andrew David continues to lead the team focused on Partner Center.

And the API and how we continue to try and bring improved quality and quantity of referrals. So Christian, who'll be speaking later as a part of this digital team. Deepika Malhotra is unable to join us. Unfortunately, she's out on holiday, but you'll see her on many of these calls going forward if you haven't already.

And she leads the AI Business Solutions and Security Growth Team, of which the Fast Track program is the key pillar there. And then the three regional program leads.

These roles are brand new as of April and May time frame.

Katherine Boone leading the Americas, Manfred Cheng for Asia and Elsa for EMEA.

Really excited to have them stepping into these roles. These roles are direct liaisons in terms of helping to lead and guide the Partner Success Manager team along with the PSM managers.

And our that liaison directly back into engineering and the program team. So if you haven't had a chance to connect with them, I'm sure you'll see more of them coming up. But this is a bit of the the regional teams and the new structure and so you should be seeing us more and more, but I want to give you a sense of the people.

People behind the scenes and some of the changes that happened on our side. With that, Amy, we'll go to the next slide around just a huge thank you. I think we show up every time I show up on these calls. I'm always amazed when I get a chance to look at the impact that you all are driving with our customers. The FastTrack Partner Community continues to be.

Be kind of the premier set of partners that are driving customer success, right. We think of FastTrack as the largest customer success, if you will, organization in the entire world, impacting thousands of customers and a huge amount of that is thanks to our FastTrack partners and we saw this last year once again.

FastTrack partners outperformed the broader channel in terms of revenue growth, MAO growth, etc. Thank you to our PSM's as well on the call who are a key factor in helping you take advantage of all of the resources. We had more than 15,000 customers served and 30 million in MAO growth.

Person.

Don't get us caught up on the exact number per SE up on the MAO side as that MAO or monthly active usage represents people using technology to make their lives and their businesses better. I really think of that as reflecting customer value and success. We add a 90% adoption of our FPX and.

MPX Insights, you're going to hear an evolution of acronyms because of course at Microsoft we've got to keep things interesting and evolve our acronyms in terms of the Fast Track Partner Experience, which Christian is going to talk about. I'm going to talk about this continues to be.

A major area of investment for us based on the feedback we're hearing from you.

Partners who are adopting the data and insights are outperforming those that aren't.

And so Christian, as a whole section today, I really encourage those of you to make sure to continue to give us feedback if you're not integrating this into your

operations.

Please do and let us know what more we can do to make that easier for you. But we're at 90 plus adoption in terms of seeing partners use that in their day-to-day business. Then thank you for the insights. This community is such a critical channel for us to understand what.

Is working with our products, what's working with our go to market plan, what's happening with partner programs. We take all of the feedback you give us and we send that back to the respective teams, whether that's the engineering team, our friends in partner marketing, the friends in GPS to take action on and I know sometimes.

It.

Like it goes into a black hole or a black box and it can be really frustrating. But I want you to know that everything that we receive is either action by us or handed to a team. And I know that's tough because it kind of goes sometimes even for us a bit into lack of clarity. But we do every bit of feedback we take, we track and we submit to the right teams. I just want.

Say thank you for taking the time to provide that feedback is we've had a number of changes that were made to the MCI program, a number of changes to see poor and Osu, and I know they weren't big enough or fast enough for many having listened to the call recordings there, but you know, I think that.

Your feedback is critical to helping us get better and helping us help you be more successful. Thank you again. As we go into FY26, I want to move into some of the changes that are coming. It is a big year of change for the company.

For the engineering organization, for our sales and field colleagues. So I want to spend a few minutes talking at a very high level around some of those changes. You are all going to be invited to the kind of the we'll cover in the deck here the go to market plan landing for FY26. So this is not a.

Hey, here's what's coming for the company. This is specific to the FastTrack program evolution. So first and foremost, I want to highlight that we've gotten a lot of feedback from our field counterparts, from the Stew and the CSU, from customers. And also from you, and as we looked at our FY26 priorities and strategy, there's a number of changes that we're going to be making. First is that the program size will be reverting back to the way it was in prior years with a smaller number of partners. And so I want to say a huge thank you to everybody on this call.

And there will be the partners who are invited back into the program for next year

will receive notice in July. So you know this is a huge thank you to everybody and you'll get notice in July if you'll be continuing in the program and this is in regard. To feedback around how do we make sure that FastTrack partners continue to represent the best, the highest quality delivery, the highest engagement with our field, high engagement with our partners, success managers, etc. And so if for any reason you're not invited back, we can definitely give feedback and it doesn't mean anything for participation.

And other programs, it's just the FastTrack Partner Program in terms of our areas of investment across these four pillars I wanted to touch on. 1st is the digital data and insights. You're going to hear about this later from Christian. We're just going to do more here and continue to invest and this is the great thing about these digital investments is they're.

Available for all partners inside of Partner Centers. And so we have the LXP insights based on Seaport. We're going to continue to improve the data models. We're going to continue to increase the association so you can see more of your customers. So again, think of this as your hub around. Great question, Chris. I will come back to answering all.

All of those as well, the PSM scope, we've really focused the legacy of this program is around the fast track benefit and how do we help customers deploy and migrate to the cloud for those of you and I see some names who've been with us on this journey for almost a decade now.

It started as how do you migrate mail into the Cloud and it's now so much more about how do you help customers transform with AI. We're really thinking about the Partner Success Manager role, which many of you know was called FastTrack Partner Manager in years prior.

We want that role to be about accelerating your growth across AI, business solutions and security by leveraging all of the investments that we make available. You've seen some of that transformation this year, but we're really doubling down on really making the Partner Success Manager all about partner success.

The team did a great job last year working with our GPS friends and I'll just tell you, seeing the plans that are landing next year, I think we're gonna do a much better job so that your PDMS, your PSSS and all those roles that we work with on the field, we're able to better coordinate and orchestrate. So at least it comes across as a better.

Better one Microsoft perspective on the referrals bit. We've heard you loud and clear.

When I dug into the data and I dug into the feedback and I've had calls with quite a few partners, I think we made some changes and we made some bets on the referral end and it hasn't panned out. It hasn't worked the way we.

Acted for a number of reasons, if you will. And so there are some changes going into FY26 to fast track itself, which will be part of the FY26 landing for the field and for partners that will.

Change quite a bit fast track scope and therefore the partner opportunity and referrals. And so with fast track scope becomes more limited, becomes smaller, that will drive increased referrals and so we'll go into much more depth as FY26 details get released in July and August.

And then the 4th is around copilot and AI enablement. So we've been doing some really exciting early experiments, but I just want you all to think about and by the way, I welcome your feedback and ideas. We're going to be investing in agent empowered experiences. So this is how do we really rethink how we help you to be agent.

In AI.

We have internal agents deployed to help our delivery teams. I'm really pushing the team. How do we make those available to you? How do we make sure that your people are equipped just like our first party teams and things like that? And so that's kind of that fourth pillar where we're really trying to be first in.

In being AI first, and I'm sure many of you here have great internal implementations or best practices where you can help us go faster and be better. So that fourth pillar is 1 where I'm excited to get your feedback on. Let me come to the questions in chat and then I'm going to be handing it over in terms of the metrics the team's using to determine.

Partners that are invited back is 2 main areas. The 1st is around MAO growth and kind of this broad category of customer success. So we looked at partners that drove MAO and partners that leveraged the go to market programs available. So think of this as are you leveraging the MCI program?

Are you leveraging ESF? Are you leveraging CPOR? So we looked at as many signals as we could and aggregated those. And then we looked at qualitative feedback from GPS, the field, when I say the field broadly, that's more the CSU and SU and PSM's. So we took the.

Quantitative data around performance across all of those things and then we looked at qualitative feedback around your engagement with PDM's and PSM's. So there is

no magic number like if you got 1001 units of success here and 999 you're in or you're out, it was really looking across.

Partner performance quantitatively across programs and that and that's a bit of a difference in the past. In the past we would have just looked at C4 and just looked at MAO and as our ambitions to really drive partner success including revenue and usage evolved, we tried to take a more holistic view.

Kevin, it's a great question. How can you ask to be invited if you're not invited? Yeah, I would say there will be, just like everything at Microsoft, there's an escalation path and you'll have the opportunity to talk with your PDM who can raise a request. I will say, going back to my earlier comment, we've done.

Lot of work to align our prioritized list with the field so that we're really focusing our efforts and aligning those. So it's not to say there won't be exceptions granted, but it's more likely than not that if you're not invited back in the very first wave.

That it'll be an opportunity as partners roll off. And one thing as we look backwards again, if we go back in the history books, they've been here a little while, we did a much better job of rolling partners off of the program who weren't meeting our criteria in the past. And so that's part of some of this in a way.

Really maintaining that high bar and so we'll quarterly be re examining who's in and out of the program. And so if you're not involved in the first wave, there's definitely opportunities to be involved in the future. The criteria I just spoke to for existing GPS managed partners, will PSM be integrated? Yes, that's exactly it, Reed.

It's a great question and that's what we're trying to do a better job of is making sure the PDM, there's some other roles as well, PSA, PSS, some other acronyms as well and trying to really integrate the PSMS better into our with our GPS friends. So that's exactly the goal.

And and I feel like we should be passed by the source here for only customers. Yes. Hey, yeah, Callie, it's a great one. Forgive me if I mispronounce your name. This, this challenge around what's free and what's fee. And that has been a perennial challenge year over year, literally for almost a decade since we started the program.

We're going to continue to do our best to solve that. I do believe going to bullet three or like column three, the fast track scope next year and the evolution of the program, we are making some changes to what is in the benefit that we think is going to help a lot and we'll go over that in July.

But the you know, how do we get sellers to not over promise what's free? You know, I welcome ideas and suggestions on how to do that, but I do think we have some

changes coming that will help help here a lot.

Yeah, the, yeah. And on the PSM PSM that were impacted a couple of weeks ago, we will definitely make sure that partners have access to the metrics. So you're understanding kind of where you are.

I the the the decrease in the PSM team size is also part of the I'll say the constraints as we look at the program size and number of partners and it was really a tragedy if you will and and really sad situation a few weeks back and when those PSM were impacted.

It should not impact kind of partner renewal into the program, but we'll definitely please feel free to e-mail and they'll we'll get you in touch so you can review any of the metrics. But there shouldn't be any impact just from that. Erin, feel free to e-mail the I'll get you an answer by the end of the call.

On how you can get the metrics in a way, I'll make sure we get that. But I think I'm over my time or if not right at it. I just want to say thank you again to this really great community. Really impressive. I love coming back again. I stepped away for two or three years and come back and it's just absolutely incredible.

Thank you to the PSM community as well, who are just kind of guiding and shepherding everyone through this. I am super excited as we go in FY26. I would just want to share, whether you're in the program or whether you're not, the opportunity ahead for all of us is truly incredible, like the the numbers that we are seeing.

I don't know if you're seeing it on your side, but in terms of the product improvements that are coming and shipping, so it's catching up to the hype. It's not all the way there, but we're catching up to the hype in real ways and product truth is coming, customer adoption and customer demand.

And some of the real world things that are now happening, it almost feels like living in sci-fi. And I just, I see the road map and I see what's coming and it's just an incredible opportunity for all of us to help companies. You know, we've been talking digital transformation for years, if not decades in a way, and I just truly believe.

Believe that this AI era Satya's quote was we're seeing 30 years of transformation in three, or maybe it was three years of transformation in three months. But the point being is the accelerated rate here is absolutely.

Absolutely incredible. And the opportunity ahead for all of us who are living in this world to help customers see value, realize value and adopt this game-changing technology. Just couldn't be more excited by the opportunity ahead. So thank you very much for the partnership. I couldn't, we couldn't do it without you.

And I'm going to turn things over to Marius, who's going to kind of talk a little bit about some of the discovery. So thanks everybody.



**Marius Blaauw** 21:08

Thanks, Matt. How do I follow that? So thank you everybody for your time today as well. I want to take the time, hopefully just a few minutes to give you update on the topics that you would have been discussing with your psms. Oh, if you can go back to previous slides for me, Amy.

Yes. So if you the, if you recall, we were in April, your PSMS would have been reaching out to you to have A to have a little bit of a a chat about Co pilot chat and get answer some questions. And then we had in May we looked at solution place currently.



**Amy Jarosky (AG Consulting Partners Inc)** 21:28

Sorry.



**Marius Blaauw** 21:47

You probably been founded by your PSM for for a session to talk about security and we really thank you for leaning in on these topics and giving us the insights on how you working on these specific areas with solution place, how you're aligning with Microsoft and and so on and you'll see.

Through all of these as well, we're trying, we are really looking at aligning with the Microsoft solution place, but also as Matt was talking, aligning the GPS and so on and all of these topics that we are bringing to you on a monthly basis at the moment and we, we we look to continue that as well is really discussion point for us.

For the PSM and for us as a programme team to understand how you as a partner work to really start understanding what best practises look look like across the partner ecosystem and then also see how do we build that into helping you increase your business maturity on how you go to market, do these things, how do we collaborate.

Again with with the incubation team that's in maths sort of wider team as well with GPS. So it brings all of it together. We we're looking at bringing with all sort of aligning with fpx with these ones as well. So we can really start helping you grow your business. So Amy, can you go for the next slide?

Slide for me please. So what I wanted to do in these three slides is just giving you, as

you can imagine with only the two topics already, there was a lot of data from I think we had about 150, a 160 responses all up. So a lot of data in there. So I tried to summarise the Co pilot chat really.

Looking at so what's working well and it's really partners are seeing that there's sort of the on ramp for AI as as a door opener to get get customers to Co pilot full Co pilot. And then there's also other partners are using it as as a sort of a fall.

Fall back if customers have budgets, constraints and so on, but they're really looking at as that sort of jump start to AI. And while also looking at how do they protect data with security and so on. And then a big thing is really customers 0, making sure your people internally works with it, understand it, run those prompt.

Hackathons, whatever you want to call those and champion programmes, workshops and just one of the big things is, yeah, just share Proms that works with each other and and and keep building on those ones and upskill your teams on Co pilot chat on Co pilot agents and a lot of partners start to see things on on there as well.

Building Co pilot agents and and and monetizing that sort of things for them and then solution place really is the partners that have leaned in and working with solution place it really they can really see the difference and it helps them drive partner wins and and sales wins as well for them. And so aligning with the solution place helps you to boost your sales.

With the opposite customer success, but it's something that not all partners are there and that's something we'll, we'll we'll, I can say, explore with with the PDMS and and with our wider sort of Microsoft ecosystem to see how we can help our partners lean in more because this year we are really aligning very closely with the solution.

Areas and also MPX underpinning all of those. So you'll see more alignment with that. But then we'll also have our partners align with that too, so that they can leverage their advantages come from that comes from that. Amy, thanks for that one. So quick look at.

On the next slide, I mean, yeah, some key actions that came out and it's not all from our team, but we're we're sort of collaborating with again with the wider teams to bring some answers to you where necessary for these. Obviously we've got partner names in the background. So if it's specific to a partner, we'll have to be.

Psm.

Coming back to you when necessary and so on to work with you, but you can see there, there's like targeted training and enablement still necessary for Co pilot chat with regards to solution place days to go to market strategies and collateral and all

those things around it. And then just generally I'm still helping you build that field alignment.

And visibility to drive campaigns and awareness and so on, and to help you or to help amplify your reach within your subsidiary within your area where where you work. So we'll we're working on a plan for here. So we can come back to you on these ones. But as Matt say earlier we.

As far as possible, we tried not to get it into a black hole. It was a bit quiet, but we we've got a plan together now, so you'll start seeing some some things coming back to you from from these ones. And what I would say as well as keep leaning in on these, it helps us understand how you work and how we can help you and turn and turn to to go in even more.

And and grow your business and be be more mature in the what's it?

AI for business solutions and security, which is our new sort of solution area for this.

And then Amy, the last one for me, I while on time I think there's some lots of growth opportunities here. I think I already mentioned something there as well.

First, first one is really that sort of AI services expansion where some pub is already starting to build some repeatable AI solutions. Custom Co pilot agents and that's really opening up some new revenue schemes from them. Then you've got the integrated solution selling really.

To work with your PSM and your PDM on on understanding how our solution place work this year, how it looks and see how you can align your go to market with that and and that also helps as I said earlier partners to to to be more successful with sales but it also helps in taps into Microsoft funding and Co sales support where.

Where? Where they can it makes all it smooth the wheels for all of those ones and then as Matt was saying as well, there's a whole big opportunity for us around AI and there's a big first mover advantage for our partners to lead and work with your PS and push your PSM and and your PDM for that matter, if I can.

Throw them under the bus and really sort of invest in those emerging offerings like security copilot, and see how your solution, how you align the solution place and then really sort of differentiate yourself as an AI leader in the market. And with that, I will hand over to Manish.

For bit more on Co pilot.



**Manish Dixit** 28:24

Thank you, Marius. Hello everyone. My name is Manish and I'm joining you live from

Redmond from an actual office. However, I'm in a tiny room which looks like a closet, very similar to Matt, but I'm here to talk about Copilot business value.

And in my role, I lead a team of business value advisors who help customers day in and day out with articulating what is the business value of AI initiatives that they're undertaking. This is June last month of the fiscal year. So I'm looking forward to sharing some of the learnings that we have had while working with more than 100 plus customers on.

Helping them with business value of AI. Can we go to the next slide please? Or rather I can take control.

You see?

All right. You know, by being in this room with customers and various leaders, I was able to first hand experience the excitement about their AI initiatives, but that came along with the hesitation or skepticism.

That they also have for their AI initiatives and when they deploy Copilot as their tool of choice. So before we go talk about learnings from business value conversations, I want to talk about why do we need to discuss business value at all. You know when you go in a conversation with a customer, there is skepticism about AI value.

And skepticism, I would say, is natural. AI is still new. Customers question if the value of the solution matches the hype. My opinion on this is that skepticism is good. It helps us open a dialogue. You know, it's a gift that the customer is giving us. We can ask them questions to understand what their vision is, what is their.

Perception of value and then create a solution or a guided experiences that matches with their perception, with their expectation. So skepticism is good, it opens doors for us and but it is there. So I wouldn't think of this as an objection or as a red flag or as a closed door that this customer doesn't want to do anything with AI.

But as as a dialogue opener, if that makes sense, there is a need for business value because the investment isn't trivial. This is really, really expensive. You know, if you look at all the elements that goes into making an AI initiative successful, you have the licensing cost, the AI council, you have an ACM initiative and you have all the. Effort that it takes to clean your data and make it ready to be consumed by an agent or a general copilot experience. So leaders need clear, compelling evidence to justify the investment that they would be making across the organization. So that's why there's a need to discuss business value in the beginning.

And you know what? The era right now is not short on excitement. What it is short on is evidence. So there are no Harvard case studies right now on business value.

You know, all these leaders have not seen a big example of a company like theirs. Transform everything with AI. It is happening right now. We are in it. So I think we get the opportunity to shape the narrative of what those success stories would look like and obviously business value plays a key role in this. Having said that, I would say that the whole conversation about value is transient.

There will be a world in a couple years or couple months from now where the value is given, it's understood, but we are not there right now. Today, leaders expect the value to be clearly articulated so that they can make a case.

However, the companies that we see really bet on AI think they're also able to have that as a competitive edge because the time to lean in is right now. The time to go in and experiment is right now. So from the companies we have worked with, what did we learn over the year? How did they perceive the value of AI? So moving on to the next slide.

The first thing that comes up, and I you might have experienced this yourself as a user of Copilot, that value is emergent. It is not obvious. You know the Copilot product truth is not turnkey. It's not fully there yet. It has some rough edges. But if you go in with the mindset of extracting value from it, not giving up on a first bad answer, I think you'll be the one. You'll be able to find surprising results and surprising examples of where it adds value to your workflows. I would recommend embracing the rough edges and organizations and users who do that.

That they're able to do far more of what they enjoy and automate the things that they do not.

Building on that topic, we're also seeing that early wins create lasting adoption. So the more light bulb moments we are able to create with a user, leader or anyone in the organization, honestly, they become our advocates. So there are various examples where somebody did something with Copilot, summarized the meeting or created an agent that.

Help them with their workflow. I'll give an example in the next slide of what this looks like. But the more aha moments we are able to create, the more of value is perceived and the more advocacy copilot and the solution that you're advocating for gets extrapolated across the organization.

To that effect, I would say we recommend experimentation is key to unlock value. Organizations who are doing really, really well. They are balancing guided use cases, recommendations to their organization, but they're also giving a license to experiment a lot of great outcomes in the.

History of outcomes have been from accidents. So with Copilot, I think it's a tool where it takes two to create value, the AI solution and the user. The user brings their experience, their exposure, everything that they have learned over the years.

To the model and they're able to ask questions in a way that the model is helping them and then they can experiment. Everybody's workflow looks different.

Everybody's working style is different. So the value that AI would add to their workflows would also be different and that cannot come from three use cases that the entire universe should go and look at.

Gather from experimentation on my own workflow, see if this helps me with that, helps me with this. So that is something that we recommend and if you have a skeptical customer, I think the recommendation is to start with experimentation. The other learning and this is an interesting one, we are seeing that users.

Are going to solutions that are simple, may or may not be fully complete as compared to the solutions that are complete, correct, but at the time not simple. In other words, it's a complex but complete solution. What does it mean? It means that if a customer comes to you with a problem statement.

And you are thinking of designing a solution. It might be easy to fall into the trap that the product truth does not exist today, and we might need 10 checks for it to work. But why don't you start with a prototype? Why don't you create a simple prototype that is easy to?

To use by all users and we have seen users flock to that and use it even in ways that we hadn't even imagined. So simplicity Trump's complexity and that is a design choice that we make when we design solutions for users with business value in mind. And the last thing I would say here is that productivity or time savings is stable stakes right now. In the beginning of last year when we went to customers, time savings was a good metric to have or know that somebody used AI, they saved 3 hours per week, but today jumping into a 526.

It's not table stakes. It's table stakes, sorry, which means that customers are expecting time savings to be there. What they want is how does that time get repurposed to achieve business KPIs or goals that are important to the business?

Think of yourself in a leader's shoes. You wouldn't care how much time.

My organization saved, but rather how much time or how many KPIs you were able to impact by using that repurposed time. I'll share a quick story and then I'll pass on to the next speaker. This is about Dow Chemical. This is a published story on Microsoft adoption, but Dow Chemical is basically a large.

Company who has transportation needs in more than 151 countries by different modes of transformation, Rd. air, sea and rail. And by the virtue of that they have thousands of contractors in every region and geography and all of these contractors are raising invoices and creating.

Bills and sending to the DAU team for approval based on the service that they have provided. Now all of this becomes a complex nightmare and it leads to about 3% to 10% in billing leakages if we just take the lower end of this boundary which is 3%. They were leaking about 84 million in revenues every year. This is something that is being solved by humans today. A lot of individuals approve those invoices. They check the contracts that was initially there. They understand what was the situation on the ground that particular day, and then they make a judgment call whether I want to pass this invoice or not or I want to send this.

We worked with DAO to take an agentic approach to the situation. We understood the overall context, which was the problem segment. We worked with them to create an agent that is able to take all of this in a machine readable context. So what was the contract? What is the invoice? What is the e-mail chain according to this? What is the history with the particular?

Vendor or contractor. Now in the new world, when a vendor or contractor raises a new invoice, it goes to the Dow team, but the agent comes in the middle. So now the agent is able to look at, all right, was there a strike on that particular day? The cost looks 2X higher. Then they are able to share that in.

A yes or no format with the user saying I looked at the entire history, I looked at the contract, I looked at the invoice. There's this much discrepancy, but this is because something happened on the ground. My recommendation would approve user what do you wanna do? Now somebody in DAO team can just go ahead and approve this or ask for more information, but they're able to do the exact same.

Thing in a different way with an agent achieving the same outcome or I would say a better outcome when we looked at the overall savings just at this 3% in one year they will be able to share about 42 million in business value or so or 42 million in revenue. So a great use case there.

Overall, I would say, you know, business value is not experienced as a metric. It's experienced as a moment of joy, you know, clarity. Somebody's able to pick up their kids from daycare because now they have more time. So it can be experienced in many, many ways. I think now is the time for us to go ahead and help customers by.

Creating that confidence or creating that belief in AI solutions that it will help in the future. Right now we got to extract value. Thank you. I'll pass it on to Christian.



**Christian Maier** 39:27

Hello everyone. My name is Christian Mayer. Let me quickly jump into FPX, which was a quite a journey this fiscal year and I want to walk you through a little bit the grounding foundation of the product as well as what's coming next. So excited to present it to you.

So just to quickly summarise on our mission, our mission for the FPX team on the product side is to empower you and your organisation to discover new business opportunity with your clients by providing you easy access to valuable data for an intuitive experience and programmatically very important to an API.

Ultimately, that's our mission. Pretty straightforward. And why is it? Why do we want to approach? Why is this important for us? While doing this, we aim at helping you overcome common challenges you face when dealing with our data for your customers, like insufficient data to make meaningful decision when.

Decision when prioritizing and engaging customers and also the toil that is involved in finding and making sense of the data, ultimately inhibiting your business growth.

By overcoming these obstacles, we aim at to streamline your processes and enhance your ability to drive meaningful business outcome and outperform in our program.

Now when we look at our product principles, the trickle down to the experience and this is important also to land because that's how we design the product and how you find the data in our experiences. It revolves all around making data easily available to you, creating a one-stop shop for all.

All your data needs to unlock your business opportunity, but we categorize the data into three distinct groups which we integrate to help you identify the most effective actions to take. The first one is obviously the customer insights. It's the foundational data. What do my customers do with the product Microsoft has from Copilot to?

Secure productivity, all of these, how do they use it, what licenses they have and so on and so forth. The second piece is where we bring what we call the the land and expand base, the propensity data in to help you better target and prioritize the engagement in a vast amount of data of your customers.

We just make a little bit meaning behind it and I'll get a little bit into the land and expand base. And the third area is the incentives which we see as like helping you accelerate, helping you empower, helping you save some cost. And this is all the

eligibility data that we bring in and we try to bring it all into one experience, make it. Easily accessible to you. This fixed fiscal year we were focusing with our releases and data on unlocking opportunities in the secure productivity and copilot workloads and the emphasis was on upselling and expanding E3 and E5. But as we move the next fiscal year as Matt mentioned in the chat.

The the pivot moves more and more towards Copilot and the E5 space, so you'll see that also in the data emphasized that we provide.

Cool. Now a quick brief summary. You might have seen this in some of the deep dive session that we had before this, but I wanted to bring it up so everyone on the call is aware if you could make it to these meetings because LXP is important for us because we've foundationally rely on that.

And the data structure all around this model and this model or framework was introduced by Gardner. They called it the Revenue Operations Framework back in 2019 and we leveraged it internally and expanded it and called it land and expand. That's why you see all over the place LXPLXP is something to to keep in mind. And then we leveraged this for years since 2019 with our own sellers and our large enterprise customers as well as our customer success team to drive growth with them.

To find opportunities to create the pipeline of customers, you might have been pulled in in such engagements that our field team was driving where they leverage LXP to find the customers that they want to engage and then they might have brought you in. So this fiscal year we thought like, hey, why not bring you the data? Why bring the same data empower you?

It is also very important as you look at the data, this model has an interesting emphasis on bringing 2-3 different organisations together, marketing, sales and customer success to achieve the goal. So this is something you you will see also coming.

In the next couple of slides that we will emphasise. So originally LXP launched with a few workloads in a modern work and then in this fiscal year we expanded to include also the secure, the secure and and compliance workloads of basically the whole secure productivity workloads.

And Copilot is coming. So this is a key change that happened in this fiscal year. In a nutshell, LXP is not something complex. It's just basically and then as well as the underlying data is designed in FDX to guide you through the customer journey. Links golden path moving customers from on Prem to five and while doing this to

distinct organizations needs to work together sellers and customer success sellers. If the customer is considered being in a healthy state from a user's perspective and then obviously the seller can pick it up and provide information.

Around year in your license and all of these things, the sellers can like really go in and take actions. But if the customer is not ready and we think that they don't see the value of the product that is reflected in the usage, then customer success needs to come in as well as with the incentives are go and unlock the success for the customer so that.

Ready then for the sellers to pick it up and move the customer along the golden path to the next level. So that's kind of in a nutshell where where things stand. So now let's take a look at the product and then let's take a look at where we headed. So just quickly.

This is an animated slide. I hope it comes up clearly. So when we look at how we laid out this, this golden path, we we split it in three different experiences, put it behind three different tabs to make it very easy for you to just focus on initiatives.

It is off in the for the specific phase of the customer. If they're on Prem Office 365, they're all under the E3 opportunities tab and you can find all the data. If they're have E3 and they're our data science models say hey they're ready for E5 upsell, we put it in a E 5.

Opportunities and if obviously they're in E5 and you know they're ready for expanding and getting more, we move all of these opportunities with it. So within each one of these buckets here, we provide obviously the customer insights, the usage and licensing information, the growth upsell opportunity. This is where LXP comes in, which is.

Mainly a pointer that looks at historic data usage pattern that was tuned and modeled based on past experience when upsell worked for certain customers and certain segments, which is also very important. And then the lastly, the next one is the eligibility and earnings and then we provide more.

More and more information on eligibility, we provide insights into real time analysis of if you and a customer are eligible to deliver it, estimation on potential learnings and all of these things come into play. But as you see, they're all tied behind the opportunity behind the customer's journey.

So it's important to see the journey and then look at the opportunities that come with it rather than looking at, hey, where are all my incentives and go after that without the context of where the customer is on the journey. So that's why the

designs are following this path.

And obviously when the licensing also providing me a full license profile of the customer is another thing. Now the next one is is copilot and this is something that we plan to already have shipped, but we're still massaging and and and closing a couple of remaining data issues and it should be coming up.

Up in early preview in a week from now, cross fingers, so it's very, very short to come out. And here is where the propensity specific for copilot is provided to you. Again, the same patterns that you've seen in the previous expense at FBX. We tried to be consistent with our patterns, so the.

Learning curve. Once you learn how to look at the data, it's easy how to filter, how to search. Everything will fast follow into the copilot opportunities. Customer insights, same way on how we present it, but here is the cool thing.

copilot usage and that's where you see a lot of new data coming in, not only the usual stuff like MAU and POW, but also the the copilot chat usage and this is pretty cool. So we break down the usage into individual workloads that have copilot.

Embedded and you can see the usage. Not only that, we also bring in the copilot free usage, the unlicensed users. So you can go in and say, hey, I want now to see maybe I want to run a free to paid conversion of the customers. Is there any opportunity there to get more or less copilot licenses?

Out there to drive more usage and that's where the data comes into play and you'll have it available. In addition to that, obviously the copilot opportunities are also there that says, hey, the customer doesn't have any licenses, but there is a high likelihood that they might use because oh, they use SharePoint a lot, they share a file, they send a lot of.

Emails and you don't have Copilot. Absolutely great opportunity to have a Copilot MCI workshop to discuss the value prop. Copilot in e-mail, why not? Copilot in Word, why not? So we provide whole usage and a propensity around that and obviously if the customer have licenses provide you also within.

Information around, hey, you might be able to expand, the customer is actually using it. If they're not using it, are they blocked? Why are they blocked? Are they blocked on compliance needs? There's a lot of high behind the scenes that we employ to look at support tickets and other things to understand, hey, where might the customer be stuck with their?

Option of copilot. So all of this information comes to you and obviously not to mention the incentives, eligibility and potential earnings come as well.

OK. So and I know I'm short on time. Now let's look at the evolution and where we're heading because I think a lot of you guys like what's next, what's into FY26, obviously 24, it was a basic.

We were all revolving around support in the usage there, but now for 25, a lot of new new things landed that you see in the data, obviously from the LXP data, from the eligibility for incentives, year renewal, all of the things that you ask us to deliver last calendar year, we were able to.

Get out there and there are a couple of remaining ones, the the light blue here, the Copilot LXP and the NADPI to close the loop in this fiscal year. We still have a couple of weeks to finish that, but we're hopeful to make that happen and land. Another thing that also was highly asked to provide also opportunities for your CS.

CSP customers which we also launched which was yesterday in case of missed announcement. So now when we go to FPX, suddenly you'll see a if and you're obviously a CSP, you'll see an increase on opportunities that we show in there as well as customer insights and incentives now also for your CSP customers.

A huge ask that was there. We're happy to have delivered it. I'm happy to post also later in the chat release announcement so you can take a look and we did a lot behind the scenes. If you go now to our release and you look at the performance, you switch between the tabs, you'll see that the data refreshes quickly if you.

Engage with with the charts, everything is performant. We aim at shooting for sub 3 seconds for data and experience to refresh. Oh, this is a hard thing if you look at the amount of data that we pump in, but a lot of good things. All right, so now.

Moving in FY26, I didn't have enough space on this slide, so I had to reduce it to H1 and then call out the bigger things that we have here. Obviously we will do in July 1st a refresh of the models you want. There's nothing new that comes in, it's just the models refreshed, the tipping points might change.

This is the usual July refresh that we're doing to stay also In Sync with MSX on the seller side internally. They all will happen around the July time frame. We also, I'm happy to announce we're bringing the CSI eligibility also in was long standing. That's also a couple of weeks out.

So we're planning cross fingers July to come in July 1st, you might see a little bit of gap there. So we're excited to bring that data also in. It's been also long standing ask. All of these will be like on your wish list that you send over last calendar year for.

Christmas, actually earlier than that. So it's coming in. We also work on completely revamping the the referral experiences, addressing the challenges there also in terms

of volume and others. So this is also coming.

Another thing that has been asked, I want to track the impact that I'm driving month over month with my customers. I want to see the performance and how my customer perform. Obviously you want to tie it to the engagements that you do. We also started the work on that. So H1 will be big around tracking over time the performance.

Performance of the customer's usage incentives, ensure that, hey, eligibility, it's very clear around, hey, am I eligible for this customer? And all of these beautiful things come together and obviously towards the end of the fiscal year, the usual refresh of the incentive model, CPOR and all of.

These things we'll do behind the scenes, so we'll have it also available. So a lot of these things together also with UX improvements that we're shooting in the first first half of the calendar. I think there's more for H1. I didn't get to put everything in, but a couple of highlights here for you to see.

Awesome.

All right, so I think I'm at the end. Stay in touch with us. Easily accessible FBX. Well, we we are a friend of AK, so it's easy to remember how to access. Take a look at our documentation. We completely revamped the documentation.

Highly documented everything around LXP, the tipping points, the the models behind it, per workload, tipping point and explanation of that. So take a look. The documentation is very rich to help you understand the data. If you have data analysts in your in your organisation, send them to the documentation to learn about it so you can.

Be more effective leveraging the data and and have also a reasoning. It's like why should I go upsell? Have a good understanding of that. If you have any feedback, please drop it in our forums. We're looking over it. We're addressing a feedback, any anything you want to add to the wish list, either join our office hours or any community call.

Or drop your feedback in the forum. If you need help, FPX support, we're here to help you, so don't hesitate to send us a support ticket. We're reviewing these weekly and daily and just don't hesitate.

Another thing that I wanted to say, a big shout out to all partners that joined our early adopter program. This is our preview program, similar to the Windows Insights program. It was tremendously helpful for us as you've seen a lot of your feedback made in and if it's not there, you'll see it in the fit and finish release.

Coming up in July. So thank you for participating in all like 2 weeks with office hours and testing the experience with us and providing the feedback. Thanks for taking the time, very valuable. It helped make a change to a product.

Thank you so much. All right. With that being said, I hope I'm still on time. Thank you all and see you next time.



**Amy Jarosky (AG Consulting Partners Inc)** 56:19

All right. Thank you so much, Christian. Lots of exciting stuff ahead. Just a quick go do for partners, we're excited to invite you to our FY26 GTM kickoff event on July 21st. So if you're interested in attending that and checking it out, just register at that link.

And then one more slide for everybody. We would love any feedback that you might have from today. We truly value all partner feedback, the good and the bad. We use it for all future events.

So we would love to hear from you. The survey takes about less than a minute. So any thoughts you might have, we would love to hear from you in that link in the chat. Also, if you have any lingering questions, feel free to post them in the chat. Our team will definitely support you in the chat for the rest of the day.

And with that, thank you everyone for joining. We hope to see you all very soon. We're excited for FY26 and look forward to seeing you soon. Take care.

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