

# FY25 March FastTrack Partner Community Call [Americas]-20250326\_140030-Meeting Recording

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



**Amy Jarosky (AG Consulting Partners Inc)** 0:29

Hi everyone. Welcome.

Thank you so much for joining us today for the FY25 March Fast track partner community call.

We are very excited to have you here.

We have lots of exciting updates to provide and an awesome team here on board ready to support you with any questions that you might have along the way.

So first I'm just going to cover a few event logistics if you'd like to turn on live captions, you may do so.

In your team's app, by the more button.

Also, we are recording this call and the event recording as well as the deck will be available on our FPC Portal blog. So if you'd like to rewatch the session, you may head on over to the portal in the next few days to view it there as I.

Mentioned, if you've any questions along the way, feel free to post them in the chat.

Our team here will be answering them throughout the hour and we really would love to hear from you.

So feel free to do that in the chat.

Here we have our agenda.

We will start off by covering the top of mind for the Americas region with Pranali.

Then we will move into the Fasttrack partner center experience with Christian.

I'm sure you're all familiar with the fpx at this point.

Then we'll move into the M365 backup and backup storage with Teseeb and Brad.

We're excited to have them here today.

And then we'll move into the working with subject matter experts.

We have Amanda Lima on board here to provide that content and then we will wrap it up with the FPC qualifications by Tony Curry and that's our complete agenda. I just wanted to kick off our session today with a quick poll.

We are always working to fine tune how we connect with our partners and how you

hear from us on a regular basis. So we would just love to know if you'd like to continue receiving e-mail notifications whenever we have a new program announcement for you, we post these.

Announcements on our FPC blog and then we link to them on FRP, Viva engage and an e-mail goes out.

So we would just love to hear if you are enjoying that process or?

If you want to decrease the number of emails.

You're receiving in your inbox on a daily basis and just head on over to our blog and get announcements there.

So we're just trying to assess if that's part of your practice in the program or if you still like receiving those e-mail notifications or if you don't have much of a preference, we'd like to know that as well.

So if you could just take a moment and fill that out, we would greatly appreciate it.

Thank you all so much.

And now I will turn it over to our first presenter, Pranali Desai.



**Pranali Desai** 3:35

Thank you, Amy. Greetings everyone.

Hope you're having a wonderful day today.

My name is Pranali and I'm apsm partner success manager in Fast track.

You know Satya Nadella, our CEO, once said.

Microsoft has always been a partner led company and will always be a partner led company.

That means each and every one of you.

So in a world where change feels like the only thing that's constant with truly remarkable is your ability to adapt in Excel.

So thank you for your unwavering support and collaboration.

Despite the ever evolving landscape, you continue to deliver outstanding results.

And drive our success.

Speaking of change, this year we introduced the concept of PSP.

So thank you for articulating what success means to your business. Seniors were almost at the halfway point in our Microsoft partner fiscal year.

This might be a good time for you to do a quick check in on those plans.

See if you're on target to meet those goals.

We need to pivot.

That's OK.

Just connect with your PSM.

Our job is to ensure you stay successful.

In the program.

So please help us help you. Next stop our fast track partner center experience.

You know that the fpx portal is ever evolving. So to that we've recently added two new data points.

One is the MCI workshop eligibility and the 2nd is the subscriptions explorer Krishna.

Go over the details later on this call but I just wanted to call out one quick thing.

These changes were actually made.

Directly based on the feedback that you submitted.

So thank you so much for submitting those ideas.

Please keep them coming.

Moving on to quarterly business reviews.

If you ask yourself, hey, when was the last time you did a quick overall portfolio check with your PSM? And the answer is not very recently. Then please bring your business plans to your PSM on your next call and discuss your overall portfolio. Is your superpower slide the?

Most current and most accurate representation of you for the field.

Are you on track to get those advanced specializations and endorsements?

Have you thought of highlighting a success story?

Is your overall performance usage deployment wise where you'd like it to be?

Basically, are you getting the most out of the part of all of the offerings in the program?

Speaking of offerings, we recently announced new FPC qualifications. There are four types.

One is the advanced deployment advocate, the migration associate.

The fast track advocate in the migration process specialist. If you've not used the FPC qualifications before. Basically, it ensures three things.

1st is the partners get the recognition, the distinction and the attention.

You rightfully deserve. You get more confidence in assurance and you get better customer satisfaction.

So overall, it'll help you understand the FPC tools, processes and benefits to deliver value.

To your customers and if you want to learn more, believe Tony is going to do a deep

dive later on this call in to FASTRACK Architects. If you haven't worked with the FTA before, FT is a basically a great resource because they have direct connections to the account.

Team members and field engineers of your customers.

So if you ever wonder how can I make more connections with the field?

Here's your answer. Similarly, subject matter experts.

If you're looking to do deeper technical guidance on any of our products and or if you want to share valuable insights with our engineering teams, please leverage our SMI request form. Amanda is going to be covering specifics on that a little bit later on this call as well.

Quick shout out to workshops.

We have a lot happening in this world. Most recent ones are M365 apps, team frontline worker and Intune advanced deployment.

Guides we haven't registered for these, please go for it.

And last but not the least, our advanced deployment guides fast track has made a huge investment in adg's because we know the value this brings for our partners and our customers to continue to leverage them either as a pre sales offer or for your deployment related OPP.

And if you need any additional guidance, please talk to you Psms.

We know that a lot is happening in this program.

So thank you so much for your resilience.

Could not have come this far without you having this on to the next speaker, Amy.



**Amy Jarosky (AG Consulting Partners Inc)** 8:31

Thanks pranali.

All right. We are about to cover the fast track partner center experience with Christian Maier.



**Christian Maier** 8:42

Thank you, Amy.

Thanks Pranali for the great intro already for Fpx and hello everyone.

My name is Christian Maier.

I'm the product manager behind Fpx and today I'll walk you through the couple of new releases that we brought out and and released recently from Ali or ADI already provided. All all the goodies here. So thanks to your feedback and request.

We worked on the top two items that you were looking for in terms of data. The MCI eligibility and the subscriptions we recently released and I think it was like 2-3 weeks back and I'm so excited to to bring you this new data insights. So what I'll do now, and I'll break a little bit of protocol, I'll do a live demo and hopefully folks, the demo gods are are good with me. So Amy, I'm just switching quickly over and then we'll get back to the slides. So I'm here in Fpx and I wanted to do a live demo. So you guys also can see? Need experience and see on how we surface the data to you when you land in FBX we added one additional row here in the summary cards that mentioned the the eligible MCI engagement that you have available for the different type of customers that are within different Sku's. Like E3E5 and Office 365 to quickly enable you to find these eligible. Engagements that you can you can claim for you and your customer. What we did a lot behind the scenes is also to do an automated validation. So when we get the eligibility data coming in, we validate if you and your customer in the specific region that you are in are eligible to run these. There are a lot of different business rules also behind how eligibility is defined. You don't have to know about it. We provide you the insurance directly and and point you to the customers that you are eligible to claim. So they should shorten, you know, the guesswork and waiting for claiming an MCI and then, OK, it comes back. You're not eligible, so we want to do it upfront. So you don't have to go to the hassle to claiming it to find out that you're not eligible. So that's that's the first one that we did. So in the UI you make it very simple to find. You can either click in in the summary cards here or you can you can use the filters to find the ones that are eligible or you can just sort. By by number of eligible MCI engage. Here for example here. As you see this is all demo data. We use weird numbers here, like negative numbers to just indicate that's not real. And when you click on it, you'll get a list of hey for fabricam for M365 apps. These are engagements that you and your customer are eligible. You find the whole information around eligibility start and end date.

Some are timebound, so you can.

You know in advance when they expire, so you take your time to to to claim them.

You can also see and this is just us in the demo data, not have any pump through but you can see also the potential earnings based on the public rate cards that we can show here as well.

So you can immediately find the the the potential earnings that you can get here from running these workshops. And also we we showed the area segment and subsidiary because the eligibility is also based on.

Just in case you need it.

So when you click in each one of these, it will bring you to the details of them.

On page you can go in and and and click on this link and go directly into the claims process.

So the next questions I see here from Cynthia, so are all MCI engagement listed?

I seem to be missing the copilot jumpstart 1.

They are so copilot mcis are there.

However, they recently expired, so you might see a drop suddenly.

That now they're not include.

I think they expired a week and a half back, so it takes us around one day until the data comes through our pipeline.

So to reflect the change. So after one day we will not show if they expired.

But they should be in all the copilot workloads are in. If you don't see it, that means that you or your customer might not be eligible for that.

The next question that might come up here or will come up what about CSI engagement?

Yeah. So CSI engagements.

We don't have them yet.

The data is not production ready.

We're working with the team to move it to a production sort to ensure that, you know, with all the compliant security, privacy, you know, guidelines here and then we're hoping.

By by summer, to also bring you the CSI eligibility in here.

So these are the two.

And related to this one one data point that was also highly asked for you guys to see it here in the demo tenant because this is currently the preview version of of fpx, you see that the renewals are also in.

You won't see it in production.

We we still need to fix a couple of data issues that we accounted for, make sure that the quality of the data is right before shipping.

So this is also something that should come.

April.

No later than end of April.

Also to you, so you can also find the ear in your data.

So now question for Juan.

Is there a functionalities to select one MCI engagement to see a list of all the customers that are eligible to create the targeted campaign?

We don't have this pivot in the UI.

We pivoted more from opportunity.

That's why we call this tab opportunities to show you.

Here are the opportunities that you have with the customers in in terms of driving growth, leveraging incentives and here are the opportunities that you can leverage.

To drive upsell, that's where the land and expand based data comes into play.

So This is why you we don't have this pivot definitely have seen this this ask coming say hey if I select this work workshop show me all the customers that are eligible for this.

That's an ask, definitely.

We put it on the road map. We need to figure out when we can bring it because we don't have to break it a little bit.

The pattern here and the information architecture, but definitely something we look. However.

You can get it right now by using our API.

So if you use our API, you could query by this pivot to get the tenants that are eligible.

So the API that we we have in parallel to fpx is basically you could rebuild the entire experience that you see here on your app. So that will be one the the the, the, the the shortcut or the the short term solution while waiting for us to build.

This OK, so the other release that we had was around the subscription.

So now you get the full subscription via of your customer, so you can sort by quantity. You can search by by the the product like teams you can search by by various pivots here to get the licensing. You can see the start and end date of a subscri.

And you can also see the current.

State end date which indicates if for example a subscription is in grace period.

Or or similar so you can see based on the status the the end dates here.

So very easy for you to get the 360 view of your customers before you engage or while you engage with the customer.

It was originally we had this. If you look at the columns here, you have a SKU column here that shows you the SKU.

That was us trying to bucketize the customer in the predominant skew, but we found that it's very, very, very difficult to do that.

Because customer have.

Now this various licenses that they have. So it's very tough for us to say like, oh, they have V3 and then you sort by that.

So This is why we provide you with the full picture here for for your, for your customer in terms of licensing.

So that's another release that we we have also out there for you and you can access from tenants tab or Opportunity tab.

So all good here.

Another release that we have, we also incorporated the thumbs up and down feature here.

That we are monitoring daily to look at, is there anything wrong?

Do you have any issues with the?

With the data. So if you have any issues, for example they have performance issues, just give us a thumbs down, provide more feedback and tell us exactly what is wrong.

Is the data not correct or are any instruction or hard to understand or is slow?

So let us know we get this verbatim.

We we know exactly what you put in here.

Obviously don't put any customer names, tenant names or anything like that in because that that that will be obfuscated and also don't use it to get support from us.

We cannot come back to you.

We don't submitted it, so we cannot go and say like, hey, if you have issues, use our AKA dot Ms. Fpx support that you can create a support ticket that will be routed immediately to us and we triage it very frequently and and look at the issues that.

You're having. So another thing.

So if you like something, please send thumbs up. The team will appreciate it.



And this is how you can give us kudos.

Right. OK. So that was everything about my quick live demo here to walk you through the new data that we will release. And Amy, we can go back now to the slide deck and I wrap it up and hand it over to the next presenter.

Yeah.

If you don't mind one more back so we can give the team, there is one.

Yeah, once one. Just skip quickly through the slides we talked about.

I demoed.

This is also a demo.

The next one, yeah.

So here is an interesting diagram that we put together to show you the amount of data that we bring in.

When we started originally fiscal year, we just brought usage in separate incentives and now we're spanning towards a lot more. We bring you the opportunity data, the claims data, the MCI data and more as you see here in yellow things that are in works refreshing the models expand.

To more workloads, so you might not see all the workloads. In M365, we bring them in.

We also expand to copilot to bring in the copilot propensity.

You'll see all of these coming in.

Ear renewals is another one.

Ultimately, we bring in just.

Just a stat for you is 400 million more records per day than we did in FY24. In terms of data that we make available to you together with all of the beautiful other things we serve from a leads perspective and other in fpx to the.

Experience as well as the API.

So a lot, a lot of work to do, a lot of work was behind the scenes, yeah.

And here is just a quick snapshot of the margin Q4. So as you see in the lxp in the land and expand based propensity data, we have way more things that we want to do and these are coming and these are in works, we also work.

In the AI assistant to make it very easy for you to just ask questions.

Top of the data that we're serving infer and find quickly insights that you're looking for as well as doubling down on the API.

That's it on my end.

Thank you very much.

And then the last slide here on call to action, if you want to preview these features like the ones that I've showed you, we have a early adopter program you can sign up and get access.

So you can play with this with your data and then let us know here does it work or not.

We tend to use like two weeks to test this in early preview with you before we release it to to all the partners.

Out there in Fpx, so wanted to ensure that the quality's right.

And yeah.

Yeah, we'll we'll love to see you in the program.

Awesome. Thank you so much.

Thanks for having me and I'm heading over to the next presenter.



**Amy Jarosky (AG Consulting Partners Inc)** 20:56

Thanks Christian.

Lots of exciting stuff.

All right, now we will move over to Brad and Tezeeb for Microsoft 365 backup and backup storage.

Take it away.



**Brad Gussin** 21:09

Thank you.

Should I take control of the navigation?

Oh.



**Amy Jarosky (AG Consulting Partners Inc)** 21:16

I can keep it up, yeah.



**Brad Gussin** 21:16

No, all good. OK, great.

Yeah. Thank you.

So hi everyone.

My name is Brad Gussin.

I'm the product lead for Microsoft 365 backup backup, storage and archive, which we'll gonna run through with you today.

Just talk about what scenarios we're trying to solve here, how we're providing the solution to end customers and then open it up to you for questions.

Oh, we can move, yeah.

So to put into context why we're investing in these new solutions, we see content growing at a very fast rate and this is driven by user generated content.

So that's your daily activities creating, you know, word documents or Excel spreadsheets, et cetera.

It's also being created by AI on behalf of end users, and we're gonna see that kind of content growth accelerating even more in the future.

And then finally, customers continue to bring lots of content into M360.

Five to take advantage of all our great security compliance, collaboration and AI features, and all of that data puts a strain on some traditional scenarios related to backup, restore and archive.

That's what we'll get into here in a minute.

This is, oh, this was a statistic related to that comment.

So 2 billion new pieces of content created every day in Microsoft 365 S.

Just a pretty mind boggling number there in terms of the data growth that we're seeing in the service.

That's creating challenges for backup and archive. Keep going.

So we introduced two different solutions optimized for two different scenarios.

Microsoft 365 backup helps the customer get back to business quickly with fast backup and restore.

So you can think of this as.

Ultra fast hot.

Storage and recovery. Whereas Microsoft 365 archive is targeted at inactive content that the customer wants to keep around for a lower cost for a much longer timeframe.

So you can think of this as cold tier storage, but retaining all of the benefits of our purview, compliance, search and metadata.

Let's move to the next slide.

And again.

We know that cyber attacks are on the rise in general.

You probably heard a lot of news stories about customers who have been hit by a ransomware attack, piece of malware that has encrypted large amounts of data in their tenant.

And that creates a pretty precarious situation for them, because then they have to announce that they've been hit.

They have to pay a ransom or they're sort of stuck in this unhealthy situation and you'd rather be able to get out of jail without having to pay a ransomware.

Sorry, a ransomer to get your data back.

Keep going.

So as mentioned, with all that data growth, the challenges that exist for customers today in these scenarios are with traditional backup and resource solutions. They have generally slow export and import speeds. We've typically seen speeds of around a TB a day for export and assume that import is.

Probably about the same.

Limited amount as well.

Customers also have to grant very permissive access to their data.

To take advantage of those solutions and then.

With the native tooling in M365 today, there's some sort of unscalable orchestration requirements.

So if you need to get data back by using versions, that's pretty tricky to do at scale.

You know it's hard to get 10,000 files or 1000 users worth of data back using versions alone.

And so those are some of the challenges that exist today, again in the context of the large data sets that that we're seeing in M365.

So just a key principle to keep in mind here, you're not buying back up. You're buying the ability to restore and that's what Microsoft 365 backup gives you.

Gives you fast backup and restore. It adds resiliency against cyber attacks and it allows you to manage the solution on your own terms with our pay as you go pricing and in granular.

Selection of what to backup and restore.

It's like, yeah, so we designed the system from the ground up to to give you just that the performance, Security benefits and manageability benefits, all of the data is kept physically redundant and in its native encrypted format within one drive. SharePoint and Exchange, which are the three Serv.

That we support today and you can adopt that solution either.

In our 1:00 PM 365 admin center.

Experience or from a recognized partner solution that's built on top of those exact same storage platform APIs.

I'm seeing a bunch of questions in the chat. I don't know if they're getting answered or I should come back to them later.



**Tehzeeb Versey-Patel** 26:51

No, I'm wondering right.

They related to the previous role, yeah.



**Brad Gussin** 26:53

But you're monitoring. OK, great. OK.

Thank you.

So again, what you get with Microsoft 365 backup is really fast backup and restore speeds.

Don't know if we have the chart OK.

So what?

What? What you get here is speeds of up to one to three terabytes an hour of restore. If you're doing, for example 1000 site concurrent resource SharePoint sites of average size.

And so that's quite a fast recovery speed and I encourage customers to go out and evaluate and compare that to what they can get with traditional solutions, so that they understand.

With whatever solution they're buying for backup and restore that they.

Really understand the restore speed and performance they're going to get so that they can understand how quickly they're going to get their business back up and running. And we're pretty proud of the speeds and reliability that we've gotten so far with our Microsoft 365 backup off.

And encourage customers to come ask us more about that as well.

The other benefit that customers get with our solution because the data stays within the M365 trust boundary is automatic Geo residency adherence.

So that means that if a customer has granted their M365 data to live in a certain geography in the world, whether that be somewhere in Europe, somewhere in North America, somewhere in Asia, specific countries, etc, or they're using the multi Geo functionality.

Present in Microsoft.

365 that is automatically honored and they automatically get that adherence.

With the M365 backup storage offering.

In addition, the AP is that provide the backup and restore functionality in the tool are strictly limited to just that. It doesn't grant anyone excessive permissions or any application excessive permissions or access to private or secure data.

So they're limiting their security posture there as well.

All of the actions taken in the tool are fully audited, so they can go in the M365.

Admin audit stream and look up all actions that had taken place in the tool and again the data in the backups is immutable. They can be deleted if the customer decides to offboard from the tool.

And we have a grace period for that, but the backups themselves are not mutable.

They can't be modified or encrypted beyond what is what is there when the snapshot is taken.

Let me talk about the storage platform a little bit more so that the diagram that I showed earlier sort of referenced this backup storage platform and our 1P solution is built on top of that platform.

But we also made it available to partners and so there are several ISPs that have recognized solutions built on top of the storage platform today, which you can check out at AKA dot MS/M365 backup.

Let's move to the next slide.

Yes, actually this is the link that I just mentioned. Oop it seemed to have disappeared on the screen.

Maybe you need to click next.

Not sure what happened there with the slide.



**Tehzeeb Versey-Patel** 30:42

That's OK. We have the links at the end as well.



**Brad Gussin** 30:45

OK.

Yeah, the links will be at the end anyways.

Just summarizing again, you know you're not buying backup, you're buying the ability to restore.

So we really encourage you and the end customer to consider the M365 backup 1P offering or one of the recognized partner solutions on the backup storage platform.

And that means not buying the migration only solution from those partners.

But buying the solution from those partners that is built on the backup storage

platform.

That we're offering here. If if you buy the solution that is migration only then the restore performance may not be what the customer is actually looking for. In the case of an emergent event.

We can move on to archive now. I think real quick.

So archive again is focused on long term, low cost compliant storage.

What it provides for the customer is a way to reduce the cost for their inactive content.

So if customers are collaborating on content growing at all the time over time, most content becomes inactive.

You know, if you create a Word document or a PowerPoint presentation, whatever it's used a lot in to collaborate for a couple week couple month period and then over time it becomes inactive.

But a lot of time customers need to keep that data around for.

For compliance reasons.

For business reasons, etc. They want purview to continue to operate on that content and archive gives customers a way to retain that content in a more cost efficient and streamlined manner because the data stays within M365 within SharePoint automatically.

Hey, keep going to the next slide.

Yeah. So this gives sort of a brief overview of how this works.

A customer can archive a SharePoint site later in the year.

A SharePoint file as well and it gives you ultra fast tearing so you can archive a petabyte.

Two petabytes. 10 petabytes of data in a matter of minutes instead of it taping, typically many months to migrate. All of that data to some other location because it stays where it is. You keep all the metadata, all the rich metadata, intact.

So anything that's in the SharePoint.

Site remains intact.

The content remains searchable for admins and soon end users as well.

You're maintaining a single security and compliance domain which is within SharePoint within M365 versus creating a copy of the data where you now need to manage your security and compliance in multiple domains.

And finally, and also importantly, because the data is moved into this archive tier, it is removed from the copilot index so that that inactive older data does not pollute the

copilot reasoning and also makes it so that you have time to manage your content that might have been.

Otherwise unmanaged.

So if you have a whole bunch of old inactive data that you haven't applied good labeling to good permissioning to, et cetera.

You can now put it into archive and then that'll remove it from the copilot index and gives you time to properly assess and manage that data.

We can move to the next slide.

This this sort of summarizes what I just talked about for copilot.

So we can.

We can move to the next slide again.

This table gives a summarization of what you get today with the standard SharePoint storage tier versus the archive storage tier.

So you can see the two things that you sort of give up on.

Are instant readability or instant collaboration and then end user search isn't there today, but it's coming very very soon.

So that line actually isn't even a take away.

So really, what you're what you're trading off is OK.

I don't need instant access to this data anymore, but I still get it's.

Fully discoverable, retention policies automatically apply sensitivity labels and access permissions automatically apply all of the M365 security, redundancy, resiliency, reliability, all stays in place.

But you're getting that that storage.

1/4 of the price, so 75% savings off list price.

So it's a we think it's a pretty good offering in terms of, hey, this data is inactive.

You don't need to collaborate, but you need to keep all that purview.

Security, reliability, resiliency, intact and you get just that at only 1/4 of the price.

We can keep going.

Yeah. Again, this is just a summary of of the savings that you get when you use the archive tier. So we can keep going.

Ah, enhanced version controls.

Sorry Tasiv, I didn't know if you wanted to take over part of this by the way, or if I should just keep going.





**Tehzeeb Versey-Patel** 36:11

No, that's fine. Keep going.



**Brad Gussin** 36:14

OK.

All right, I'll keep going.

So enhanced version controls is another feature set that were released into Georgia about six months ago, and it plays nicely with archiving. What it what it does is lets you.

It enables you to trim versions of your content and so backup continues to give you a way to recover quickly.

So the versions become less valuable with backup.

And then also as versions age, they become less valuable. If you're wanting to save money, you can combine version trimming along with the archive feature to give you the best overall storage management cost management solution. We can keep going.

This video I think gives you a quick overview of how the version trimming works.

So what you can see here is you create versions over time and then with the automated version feature that we've introduced, we will thin out those versions as they age. And so you can see we're keeping fewer and fewer, fewer versions as they age, but still maintaining a.

Basic.

Set of versions so you can always go back a certain amount of time.

Actually, an indefinite amount of time as long as you're not expiring versions at a faster clip.

So the automated version just thins these out for you, so you have an optimal tradeoff between your storage footprint cost and granular recoverability at the file level.

Great. I think we can move to the next slide.

Yeah. So just to summarize again with the version trimming, what we can provide to you is account based version trim and a specific expiration.

So it says, hey, any versions older than six months or a year, two years, you can trim those?

We have our automated trimming that lets you that enables us to trim intelligently

on your behalf to thin out older versions. And so if you combine the power of that with.

The cost savings of archive integrated seamlessly into purview.

And then the power of M365 backup for recovery, we think it gives you really the strongest set of.

Manage storage manageability, resiliency, recovery capabilities out there in the market today to hopefully meet the needs of you and your customers to recover from ransomware attacks and to maintain.

Security resiliency at the right cost for their business needs.

Thank you.

I'm happy to hand it off and I'll take questions in the chats as well.



**Amy Jarosky (AG Consulting Partners Inc)** 39:10

Thanks Brad.

All right, Amanda Lima, you are up.



**Amanda Lima** 39:17

OK.

Great. Thanks Amy.

Thanks everybody for hanging in there.

This is going to be more of a reminder, right?

There's not a lot of updated updates around subject matter experts, but let's take a take a quick moment to to talk about our fast track subject matter experts.

So these are the folks that are that are our go to experts for specific M365 modern work and and security products.

They don't just provide best practices in in a deeper technol guidance.

To our strategic customers, but they are also kind of like our a Direct Line with engineering.

So they provide insights to our engineering teams, so really helping us to improve our products along the way as well as also the whole deployment experience making that smoother for for all of us.

And you can go ahead and and kind of skip to the next slide there.

We did.

You know, just kind of go into the.

Our role guide looking at that from the previous slide, it was saying, yeah, we have

that.

With our, we've broadened the role beyond just our success customer success and product deployment improvement.

Fast tracks me is also play a significant role now in partner amplification.

So they are able to help our partners here with readiness and upscaling sessions and just, you know, really overall helping to ensure your delivery teams are are well equipped to support your clients deployment needs there, so.

The really the main scenarios there for that partners can use.

Really utilize and get the value out of our fast tracksmes are one would be unblocking a specific customer blocker right?

A deployment issue, so that's not troubleshooting. So we do suggest that you go through that support tool for a a specific break fix issue. But this does also can include for a specific sport support issue that is open right and is blocking deployment for a customer we've had.

Our smees be able to elevate some of those support tickets.

To help reduce the time on that to get us past another deployment blocker in that way. But in general, yeah, the main scenario is unblocking a specific customer deployment issue, but we've expanded that as well. So as mentioned, you know, product feedback is a big part of the.

SME role so our designated SME's are able to collect your feedback around the product and the process itself.

We can enter that into our our internal feedback tool and we're able to follow up with that and close the loop around engineering.

So we're happy to set up a session to discuss your feedback there as well as to provide training sessions.

So like 1 to one kind of a format with your delivery teams and you know, come with your question and ask me anything session.

Also, our smees are able to help you to showcase and prep customers for M365, copilot, roll out, and even join your customers at your partner. Your customer facing webinars.

To be an additional kind of VIP technical resource there on your webinar and I'll discuss that a little bit going forward if you'll go to the next one in this next slide, I won't drain this.

This is kind of just calling out.

You know what? Fast tracks don't cover, but this is really just, you know, what is out

of scope, right?

For activities for fast track and we see this all of these as opportunities for partners to deliver value added services.

Beyond fast track and hopefully for Fe.

So just a couple of other things I was gonna call out.

Out here around best practices as a reminder for breakfix issue, go ahead and you know contact support team first on that so.

Don't go straight to submitting a SME request for a break fix issue.

Also, our SME's are here to help with the deployment challenges and kind of coach along the way. So keep in mind that this me expertise is for you as a partner and not for you know, direct support.

Directly to the to the customer. Also just for you know response time. If can make sure it's a really clear.

The explanation of your needs right.

So when you put in this me request, what what exactly you're looking for? And it's also helpful if you can just kind of address each single topic or workload area separately. That way our triage team is able to to go in and get the right resources to you.

Quickly.

And then we can go to the next slide because we can kind of wrap it up here.

Just with our calls to action. First we'll talk a little bit about the training.

So we do have a monthly call.

And it's mostly focused, primarily talked a little bit about our advanced deployment guides. This is key to our our deployment strategy and is essential right for you know, a framework for implementing all of our solutions.

So most of these monthly calls are focused on, you know, our ADG updates.

We'll have live demos and our SME's are there to answer questions. So we're kind of prioritizing around those updated Adgs. But it's also those monthly calls are also a great platform to discuss any other Challen.

And other solutions that you've come up with?

So we we do encourage you you to come off mute, have any any questions from your team. And I definitely would encourage you to bring up any suggested topics, right.

So your feedback to make these monthly sessions more useful?

All of those, we've had one just on, I think it was on the 18th and all the ones

previous, they're all the recorded sessions are on this link as well.  
You should have access to that.  
It's in our FPC community.  
Portal as well, and any future events, so stay tuned for the April.  
Event which will announce soon and should be towards the end of April.  
That will do another ADG session.  
So just the last part there is how to request a SME's? Pretty simple.  
There's a form should again have the access to the link there. Also through our FPC  
portal you'll find that link.  
As a reminder, we can ask for me for a specific.  
Customer blocker that we'd like to talk through, but we also have other sessions that  
we can request.  
And I would just make a note that, you know when the forum asks you what tenant  
ID, if it's for a specific customer, you can put that tenant ID.  
But you can also just use your own your partner, you know, customer tenant ID in  
that field. If it's a more general session that you're asking for, for your development  
team, for your delivery team or for.  
A requesting this meeting to join one of your webinars and just on that last point  
there, please feel free to get with your PSM for more details around around bringing  
in as me for a customer webinar, whether that's a proactive motion.  
Whether that's making sure that your sales and webinar, you know marketing teams  
are aware that we do have that resource. But yes, go ahead and talk with your with  
your PSM around that and put in a Smee request if if that's something that's useful  
for your for your.  
Organization as well.  
So yeah, just wanted to make the most of of all of these opportunities to add more  
value to partners through our expertise and continue to drive success through these  
resources, so.  
That's it for me.  
And thank you for your time.  
I'll send it over to Tony.



**Tony Curry (AG Consulting Partners Inc)** 46:44

Thank you, Amanda.

Great presentations, everyone for everyone. I love talking to partners, so thank you

for giving me the opportunity to speak with you today.

My name is Tony Curry.

I'm the curriculum manager on the Rcde team. I'm going to talk with you today about FPC qualifications.

One of my favorite topics, so the last time we met with each other, we talked about the the the value of FPC qualifications.

So I wanted to give a quick refresher about that.

Three value romts recognition which gives you distinction and attention as well as confidence in assurance and customer satisfaction.

Let me just breeze through this real quick before we move on.

So in that refresher, that recognition comes from your earn your your earned badge right. Once you take that FPC qualification and you've you've you've showcased or not, you've showcased but you have.

Proved your expertise.

You're going to earn that badge, right?

And So what we'd like you to do, go on LinkedIn and post that badge on LinkedIn.

We're going to talk a little bit about that.

So you can get that recognition distinction and attention that way.

Also, I would say put it on your e-mail signature.

I've seen that in the past. Like, you know, partners putting in their e-mail signatures.

Their badges as they've earned.

Actually, you'll see some of my old badges actually in my e-mail signature today still, but also putting it on your website. And I said that that's a great thing to do if you have.

Track website within your organization.

You know, if a number of people within your fast track org has attained badging.

Yeah, definitely make sure that that goes on your website because potential customers are going to want to and potential clients, they're going to want to see that expertise, especially when you have great named FPC qualifications such as the advanced deployment Advocate, the fast track advocate, the migration, associ.

The migration process specialist those particular great.

Named badges, but also when in doing that make sure you also put it on your customer acquisition materials as well.

You probably have some type of materials in which maybe your presales goes out with.

Maybe you have mailers of some type.

Definitely make sure that goes on that as well, but also the second value prop confidence and assurance.

So Earson view did a survey many years ago, but not many years ago.

A few years ago and it was based on OK, like when individuals in Pearson view is an organization that does a lot of proctored certifications, and what they found in a survey of 23 to 25,000 can't remember the exact number.

Participants, that's 73%.

Of those individuals who engage in certification, badging, qualifications that engage in that effort, they have found that 73% of says that they attained more confidence in assurance and customer satisfaction.

Again, Harvard Business did a study as well and found that knowledge and engagement equals customer satisfaction.

So engaging in that knowledge, it also created.

Better NPS scores for companies, organizations who engage in efforts to literally join airports right now to certify individuals knowledge in some type of realm scope and what not.

So this is all the value.

Of of FPC qualification, that customer satisfaction that comes from your fast track organization imparting their knowledge.

Their skills in customer engagements and making them successful.

Let's move on to the next slide. Since I only have 10 minutes. OK, the fast track partner community qualifications, there's four of them right now, two that are upcoming that we'll talk about in the future.

I'm sorry. Three that are upcoming, which we'll talk about in the future, but let's talk about the four released ones last time when we talked, we talked about registering for these particular exams.

Now make sure that you use your business e-mail.

You use your business e-mail. Make sure you use that.

Because some of the things we're going to do in the future are is really going to impact that.

So you definitely want to make sure that you have not registered with your business e-mail.

Make sure you do so. You just go back in and then just take out your personal e-mail.

Make sure you register under your business e-mail so the fast track associate advanced deployment advocate, migration associate and the migration process specialist. The fast track advocate.

FPC qualification is centered on those individuals who cascade the fast track benefit. It across your organization as well as maybe they are in presales or in their sales engineers, some anyone who really advocates for fast track within your organization, they definitely should be taking this qualification. The advanced deployment advocate all about the usage benefits of the advanced deployment definitely want. To make sure all of your delivery team.

Anyone who's engaged in the effort and who should utilize the advanced deployment.

They should look at this exam.

Definitely attain that badging as well.

You'll see an updated more delivery, more I guess, strengthened exam on this in the future that goes in more of the advanced deployment delivery versus the advocacy of utilizing the advanced deployments, deployment advocates, guides.

The migration associate.

It's all about the the understanding of the data migration within fast track.

So once again, it's kind of AI would call it kind of a sister exams that a Patrick Advocate is really based on data migration.

And I can tell you partners, if you are not engaged in migration for you are missing out.

It is one of my favorite aspects of fast track because when you're engaged in migration, you are engaged so deeply with that with that organization that is just going to open up a lot of opportunities for you to utilize your value added services. Then we also have of course, the migration process specialist exam.

This exam is more meant for the individuals who also engage in migration, but they're also engaged in the processes, right?

They need to know have a deeper knowledge of all the processes and tools and the different aspects of migration. So make sure your teams take this exam as well.

Let's move on to the next slide, please. Thanks, Amy.

OK.

We're FPC qualifications.

I've talked with some partners and thanks to my friends at CDW for impacting a lot of things that's going to happen in the future, which is why you definitely want to



make sure that you use your business e-mail.

But in that this year, you can take your FPC qualification not just on your laptop. You not tethered to your desk. If you're sitting, you're waiting for the blockbuster movie opening up and you're just.

Bored.

Pull out your phone and complete your qualification. If you want to do that, you can also do it on your tablet.

You're not just centered on just your desk. Also, the learning pathways, the learning pathways is that.

We removed everything so although your knowledge is great from expert zone, when we had the FRP knowledge badges two years ago.

In reach 360, there's learning pathways.

This is why I really want you guys to make sure that you use your business e-mail, because those learning pathways are going to take you through the correct learning for your organization. What you want to do, and so that is the value prop for the learning pathways and.

While we're utilizing reach 360 right now.

And if you want more information on that, definitely make sure you have a talk with me and I see 5 minutes left in the meeting.

So, Amy, I'm gonna move really fast through the rest of my slides.

OK.

Thank you, Tim, for for encouraging me to update my LinkedIn profile.

A lot of partners, as you see here, have used not only use the hashtag in their LinkedIn to say, hey, I've got the badge, I'm doing great, you know, and tagging their their PSM tag me as well.

Full disclosure, if you haven't seen in chat, I have not updated my LinkedIn in a while, but I will do it.

Anyway, use the hashtag got FPC qualified.

And posted on LinkedIn. Let us know let me know as well that you've attained qualification.

Next slide please.

Thanks, Amy. Last and final slide, what you should do and why discuss and encourage the FPC qualification within your organization?

Make sure that not only you have the knowledge, but also your team.

Make sure your team have that knowledge as well, and they've proved that they have

that knowledge to you because it's going to make them more successful next next ask when you've attained a qualification badge.

Display it if you don't put it on LinkedIn, that's fine.

But yeah, do put in your LinkedIn material. Customer your LinkedIn.

Put it on your customer acquisition materials we talked about and all of those different realms #3 consider completing one or all FPC qualification exams to attain multiple qualification badges based on your fast track organization or even your curiosity to just learn more knowledge is definitely power.

Give us your insights and provide feedback.

Thanks to my friends at CDW.

As well as alpha connections as well as soft choice and others.

Too many to list.

I definitely want to hear from you more, but thank you so much and that is it for me.

Off to you, Amy.



**Amy Jarosky (AG Consulting Partners Inc)** 56:33

Thank you, Tony.



**Tony Curry (AG Consulting Partners Inc)** 56:34

You're welcome.



**Amy Jarosky (AG Consulting Partners Inc)** 56:36

All right, everyone.

Thank you for hanging out with US1. Last ask of you. I'm going to post our event survey in the chat. We would love to hear from partners on how we did today, the good and the bad.

We really utilize this feedback for all of our future events.

It's really valued information for us, so if you could take just one minute.

And click the link for the survey. We'd really appreciate that.

Input and if you have any questions that are lingering, feel free to post them in the chat. Our team will hang out for a few minutes and revisit the chat in the next day or so, so feel free to post any lingering thoughts you might have and we.

Will definitely get back to you in this chat.

Again, stay tuned for the recording and the deck.

I will be posting that on our FPC Portal blog.

Within the next few days, so head on over to the portal if you'd like to rewatch the session.

Otherwise, thank you so much for joining us today.

We will see you all very, very soon.

Hope you have a great rest of your day.

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