

# FY25 November FastTrack Partner Community Call Asia

0:05

All right, hello and welcome, everyone.

0:07

Thank you so much for joining us today for the FY25 Fast Track Partner Community call.

0:13

As always, we are so excited to have you here and to provide lots of exciting updates for you.

0:19

Feel free to ask any questions you might have along the way in the chat.

0:22

Everybody will be supporting you there as we go along.

0:26

Also, we are recording this call and it will be available in the FPC blog within the next day or so.

0:32

So keep an eye out.

0:33

Finally, to turn on live captions, click on the More at the top of teams with the...

0:40

and you'll have the option to turn that on there.

0:43

So just want to go over a bit of logistics.

0:47

As I mentioned, you can turn on captions there and the materials will be shared in the FPC blog within the next day or so.

0:55

To start us off, we will be talking to Akira for the top of Mind Asia and then we will discuss the advanced deployment guides with Anna Fitzpatrick, who will then move us on to copilot partner Op Skilling with Chris Shirley and going on to the Fast Track Partner Center experience and partner conversation Zone with myself and Sakshi.

1:15

And finally, we'll end off with Voice of Fast Track Partner with Amy.

1:19

So a lot of great information and updates coming your way.

1:23

And with that, I'm going to go ahead and hand it over to Akira Mizusawa.

1:29

Sure, thank you, Renee.

1:31

So it's my voice clear.

1:32

And then is camera working.

1:39

All right, perfect.

1:40

So would you go to the next slide, please?

1:45

OK.

1:45

So again, thank you for joining us today.

1:49

I'm really excited to be here.

1:51

For those who don't know me, my name is Akira Misawa, located in Tokyo, Japan.

1:57

I'm leading Asia PSN team, working very closely with Patrick and the MGI team as well as fast track delivery team.

2:06

So let me give you a couple of comments from my end by using this opportunity.

2:11

So as you see, first and foremost, we deeply appreciated your contribution and collaboration with us.

2:20

There are lots of changes, new things coming from the beginning of this year, but you're understanding adoption flexibility also feedback have kept helping us.

2:32

So again, thank you.

2:33

Thank you so much.

2:35

Let me pick up some progress and key results so far.

2:39

First, the partner success plan are driving business strategy and results and then we encourage ongoing dialogue and then update with your UNPSMS.

2:52

That is number one.

2:54

Also there was a change in Microsoft that we were FPM in the past now, but we are now PSM.

3:05

So there are role change and this change from FPM emphasizes that partner success is synonymous with PSM success.

3:17

So focusing on strategic relationships and business development.

3:23

Additionally, we have various kinds of copilot related offers this year.

3:29

And then now the CPR registration for Copilot became available where you can utilize your expertise and then capabilities.

3:39

And when we think about the focus areas and ask, there are a couple of things.

3:45

First, the please get to know your Fasttrack Architects FTA and then exploring collaboration opportunities in our like P4K customers prioritize customers also free utilizing LXP framework, working with your PSMS, understanding more about the strategy and then please utilize this as finding opportunities.

4:11

Lastly, so leveraging advanced deployment guys for customers, there's a BCI think the session will be,

you know, deep from Anna later, but please utilize this ABC and then also SME is always available to assist you.

4:30

So please submit a Smidcast and then ask for any engagement, including training as needed and also focus on Copilot and security, leveraging your resources to create momentum and then generate more opportunities.

4:49

So again, we are very looking forward to working with you for customer success and then your success as well as Microsoft business success.

4:59

So thank you so much.

5:01

Those are from my end.

5:03

So back to you, Rene or Anna for the next session.

5:07

Thank you.

5:09

Thanks, Akira.

5:11

I'll take it from here.

5:16

Hey everyone.

5:17

My name is Anna Fitzpatrick and I'm a Senior Product Manager for Fast Track and I actually cover the M365 core workloads I don't think we can work on.

5:29

So today I'm joining you from Dallas, TX in the United States.

5:34

But today I want to talk to you all about our advanced deployment guides and the importance of these guides and how they are actually providing consistent fast track experiences and actually cover some of the updates that we're having we've already completed today and some that are planned to release in the near future.

5:49

So advanced appointment guides are AD GS, they offer overall simplified guidance and process right within the admin center, also can be accessed through that [setup.microsoft.com](https://setup.microsoft.com) as well outside of the admin center.

6:03

But by using these guides, it really helps to capture important customer data that we're able to kind of gain insights from and use that information to be able to improve the guides of each iteration when we're able to.

6:15

So this ultimately helps us continually improve, continually update the guides by actually utilizing them and gaining those insights on what's being utilized most, what's being clicked often in the guide, the most access links, and then what also are questions that customers are inputting into the bots.

6:34

So one of the best parts about these guides is that they lay out a clear deployment road map, be able to kind of see the scope and the customer can have those expectations of what the advanced deployment guide can support.

6:45

Makes it really easy for you all and, and customers to actually understand what fast track services are and what can be supported as they can visually see those deployment steps in front of them.

6:56

Ultimately, these guides are repeatable and that's intentional.

7:00

Some of them are actually becoming a little more modular, so they'll have a little more governance or adoption included in them, but that's ultimately to help improve consistency of the service our customers are experiencing and and you all as well when utilizing the guides.

7:17

So this work that I'm going to touch in the next slide is part of the productivity Pods strategy which I sit in to improve the core workloads.

7:25

We want to ensure that we're delivering top notch service and support and that starts at our foundational workloads.

7:31

Our foundational workloads are within the M365 core space.

7:35

So these include Exchange Teams, SharePoint, M365 Apps and Teams, and Exchange Teams and OneDrive.

7:45

That's what I'm missing.

7:47

These core workloads serve as a foundation to any transformational workloads and they're really key to driving copilot enablement moving forward.

7:56

If they're not set up correctly, they're really crucial for overall success of fast track and overall success of customers as well.

8:04

So now that you can see the slide, let's talk a little bit about some updates to the core guides.

8:10

We've made several enhancements over the past months.

8:12

This has been my main priority is to improve the overall user experience, whether this through through improved navigation or guidance flow goal of overalls to optimize the deployment steps, make them simpler, make them faster and also make them more understandable for an end user experience.

8:31

We're trying to make sure we can include any hydrations or automations where applicable and that's just a continued process that we're doing as we update the guides quarter over quarter.

8:43

Additionally, we've had some advanced troubleshooting resources included that help to quickly resolve any common issues that have been raised.

8:51

This has come from directly reviewing feedback that's been submitted in the guides and then also reviewing top support cases for these workloads as well.

9:01

So we updated content reference links throughout the entire guides, hopefully making sure that we're landing the latest and greatest and make sure that any reference links or learn more links are top of the line and, and they're updated as well in partnership with actually those who are publishing the Microsoft docs.

9:19

So the specific guides and their release dates you can kind of see to the right include the Exchange mail setup guide, which was released in April of 2024.

9:27

It's been a while.

9:28

We're going to actually do a next iteration next quarter, the Exchange protection guide, which was released in September of 2024, and then the team setup guide, which was in August and the SharePoint Online setup guide is actually being planned release at the end of this month, early December.

9:44

And then the M365 Apps Deployment Guide has a plan release of early January that should read, Oh, it does read 2025 now.

9:52

Awesome.

9:53

So for you all our partners, these updates mean that you can help deliver better service to customers.

9:58

We invite you to look at these guides that are released already, look at the improved navigation and flow.

10:03

The big highlight here is to actually call to and encourage you all to join in the upcoming office hours where SMEs will actually walk through and demo the guides.

10:12

They'll highlight some of the changes, what are the use cases and the benefits.

10:17

And also we really just want to hear back from you all on any feedback, maybe hear top concerns with certain guides or what might be a better use case.

10:27

Thoughts.

10:27

Hours is on December 5th.

10:29

The link is in the slide and we are looking forward to that session.

10:33

And as always, I'm I'm here if you need anything and happy to answer any questions that arise in the chat.

10:38

I think from there at think Chris is next.

10:48

Wonderful.

10:48

Thank you so much.

10:49

Hello everyone, my name is Chris Shirley.

10:52

I am the GPS partner skilling lead for copilot and for modern work.

10:57

That means I'm responsible for making sure that we've got the right training content available to you for modern work all up.

11:04

And for the connected Copilot story, as I'm sure many of you are realizing, the way that we break down solution areas doesn't work well with Copilot.

11:14

So we need to have it.

11:15

It's almost like it's own solution area in a way.

11:17

Let's go ahead and jump to the next slide.

11:21

I will share with you some very dense slides, a lot of information.

11:27

Please don't try to read them all.

11:29

Please don't try to absorb everything.

11:32

These are slides for you to take home to reference later.

11:35



I'll walk you through what we have and what you should be thinking about, and I'm going to do this in two basic sections.

11:42

First, what you see on the screen.

11:44

We're going to talk about copilot skilling all up, then we're going to talk about specifically for jumpstart partners.

11:52

And if you're not a jumpstart partner, it'll be very boring.

11:55

I'm sorry.

11:56

If you are a jumpstart partner, hopefully you've heard it all before, but it'll be a good chance to hear it again.

12:01

So let's let's start going just with this slide.

12:04

This is probably my single favorite slide.

12:06

This is a view of our copilot skilling left to right on the left side.

12:11

We have the partner life cycle.

12:12

We have a really partnered journey.

12:17

We have practice development playbooks that are really useful.

12:20

That middle 1 is coming out of our marketing team that has a lot of really good technical content and change management content.

12:27

The top left, the Copilot Transformation Partner Playbook came out in July and it's a really good view of Copilot all up and how to think about your Copilot transformation.

12:38

Then we have certification weeks, which we have for all the solution areas.

12:41

These are any Microsoft Learn or worldwide learning certification course that you need to take to get a solutions partner designation or to get an advanced specialization.

12:52

We have covered in one of our certification weeks that walks you through how to study for, how to prepare and how to pass your exam.

12:59

I only have MS102 listed because that's the one that's relevant for Copilot, but follow the link.

13:05

You'll be able to see all of the the different offerings we have there.

13:09

I should also mention now each of these blue tiles that you see is a clickable tile.

13:14

It will take you to where you can register for that training.

13:18

It's going to be really important to remember when we get to the jumpstart section that jumpstart partners should not use this slide.

13:24

Jumpstart partners need to use a different side.

13:26

I'll talk about why when we get there, but for everyone else, you can use this view in the middle.

13:32

At the beginning of the M7 Microsoft customer engagement methodology that you all know and love, we have the AI Halo Conversations training section.

13:41

These are brand new trainings that we've developed specifically to tell the connected AI Halo story.

13:48

Power Your AI transformation is the AI Halo narrative.

13:51

It's how to have the sales conversations through the lens of the overall AI transformation conversation.

13:59

Then builder buy is a technical training that focuses on how to either kick off commercial off the shelf ready to go, so buy copilot solutions, how to extend them using copilot agents and copilot studio, or how to build custom solutions from the ground up.

14:19

Then moving to the right, we have our boot camps.

14:22

These are pretty straightforward.

14:23

They're sales boot camps.

14:24

They're going to walk you through a whole range of things from customer value props to how to pitch to tools and resources that you can use like the business case builder to help you with your deals, to go to market activities, to help you Co sell with Microsoft.

14:43

A lot of really good stuff there.

14:45

And then over to the right we have our technical workshops.

14:47

These are our depth workshops that walk you through how to actually to build and deploy these different solutions.

14:55

The two that I'll call out right now on the technical workshop side are build and extend AI powered Co pilots with copilot Studio and Microsoft 365 Copilot deployment and user enablement.

15:06

These are our 2 core copilot depth trainings.

15:09

Together they tell the extensibility story.

15:12

Definitely check them out.

15:13

I'll have updates on the screen in a minute for when you can dig in a little deeper.

15:17

But but you can also just click on the tile.

15:19

It'll take you to the registration page.

15:21

You can check out an on demand broadcast of a previous live showing that we did or you can wait for the upcoming refresh version that will be out in a couple weeks.

15:30

All right, next slide, please.

15:35

Thank you, thank you.

15:36

Now, I'm sure you're all looking at this and they're thinking, Chris, this looks like the same slide with different colours.

15:42

It's a good, good observation.

15:43

You're right.

15:45

I know that many partners aren't selling into enterprise space.

15:48

Many partners are selling into SMB or selling through CSP.

15:51

So I wanted to create a view of our offerings that highlights for you what's what training we have that's specifically optimized for enterprise, what is CSP and SMB addressable.

16:04

So it's got elements of enterprise, elements of SMB and CSP in there or what is specifically optimized for SMB selling into SMB for CSP customers or for CSP partners.

16:18

So you can see I've got that laid out across the screen here.

16:20

I won't drain the slide.

16:21

Just know that you can use either version, whichever maps to your business.

16:26

And I see a question coming in.

16:27

Will this tech recording be shared with us today?

16:30

Yes, yes, they will be.

16:31

You'll be able to get access to these slides.

16:33

I'm also dropping into the link now.

16:34

Some key links are dropping to the chat.

16:38

Now, some key links you can use to access these trainings.

16:41

All right, let's go and jump to the next slide.

16:44

Now I'm getting really repetitive here.

16:46

This is the same thing you've already seen.

16:48

I've just got it in a different view.

16:49

Sometimes folks like to reference this listed view.

16:52

You can see the dates on there.

16:54

You can see the AKA dot Ms.

16:56  
slash partner skilling.

16:57  
That's how you go and see our full training offerings.

16:59  
That's our skilling hub.

17:01  
We've got all of our offerings broken out by solution area with live showings you can attend, but also you can check out on demand videos.

17:10  
To the left.

17:10  
We have badges.

17:12  
Everything will have a badge eventually.

17:14  
We're still working on getting all of the badges created for the different sessions, so check those out as well.

17:18  
Once you finish one of these, one of these trainings, you'll get that badge issued to you.

17:23  
Let's jump to the next section, the next slide.

17:27  
So instead of sales now we've got pre sales and project ready.

17:30  
A couple that I'll call out here, Microsoft 365 Copilot deployment and user enablement.

17:35  
The third line there we have a refreshed version coming live to you on December 3rd.

17:42  
So come check that out.

17:42

We'll have new, new content and and new information available.

17:47

Build and extend AI powered Co pilots or copilot studio.

17:50

The 1234, the fifth one down that is also broadcasting at the same time.

17:55

So if you have to pick which one you want or you can check one out on demand that won't be refreshed.

17:59

That's the same one that ran last quarter will be refreshing the copilot studio training in January or February.

18:05

And let's go ahead and jump to the next slide.

18:10

And I promised I'd talk about, oh, oh, sorry, before I get into Jumpstart live events, we also have a bunch of live events that we're doing.

18:19

The top line is our AI partner training day.

18:22

We've got 12 cities all over the world that were visiting this fiscal year.

18:26

I went to one we just did in Sao Paulo and it was amazing.

18:29

Really good energy, big event, lot of partners, really excited to come learn.

18:33

There's four different tracks.

18:34

There's AI sales, excuse me, Copilot sales, Copilot technical, Azure AI technical and actually a legal track that we've just launched.

18:42

It's really quite popular.

18:44

It's how to think about the legality around the changing AI landscape.

18:49

Definitely register now.

18:50

We have 6 cities and, and the next half coming up that I don't have listed here.

18:55

If you click the link there, it will take you to the registration page.

18:58

You can look for any cities that will be near you and get signed up.

19:01

Space is limited, so register early so you can guarantee a spot.

19:06

And then the bottom 3 rows broken out by region are our Copilot extensibility technical workshops.

19:12

A single day deep dive into Copilot extensibility running up to the cities you see here.

19:17

We'll have 12 or so, maybe 11 or 13, something like that.

19:23

New cities up for age 2.

19:25

We'll be sharing those out.

19:26

So hopefully I'll be back in January, February to tell you all about it.

19:30

So definitely if you see a city near you, go ahead and click on it and get registered.

19:34

Now for that event space is very limited.

19:35

These events are usually kept around 50 or 70 attendees depending on the venue.



19:40

So definitely get in and and get those links as soon as you can.

19:44

All right, go ahead and next slide for me now, I promise jump start.

19:53

I was wondering, I was wondering if any jumpstart partners were going to be on the call, who would, who would call me out on this?

19:59

There's a question in the chat.

20:00

DW102 and DW103 are having issues registering.

20:04

Yes, I'll touch on that in a moment.

20:07

If you're not a jumpstart partner, go ahead and and ignore me for a moment.

20:11

This will be quite boring.

20:12

If you are a Jumpstart partner, hopefully you're tired of seeing my face and you're tired of hearing me talk about this slide.

20:18

These are the trainings that are required for you to either move to Readytier or retain Readytier.

20:23

That's that bottom row there.

20:24

You need to take DW 100.

20:27

That's our Co piloted business, Value Boot Camp.

20:30

We need 2 learners for each country in which you're selling and then we need you to send learners again, two per country to one or either of the technical trainings.

20:40

One O 1 and one O 2.

20:41

Now those titles hopefully look familiar.

20:42

They're the ones I was just talking about.

20:44

DW one O 1 is our M365 depth.

20:47

DW1O2 is our copilot studio depth.

20:51

That said, there is an issue with registration right now.

20:55

We've got a ticket open.

20:56

We're not able to reproduce the issue on our back end on our side.

20:59

And so I've just posted to the Jumpstart channel today asking anyone who cuz it's not affecting everyone.

21:05

So if you're clicking in the DW1O2 or DW1O3 and you can't see all of the trainings, there should be deliveries in EMEA and Asia and American time zones.

21:17

If you can't see them all, all of the steps that I gave on the Jumpstart Channel post to send in a ticket and let us know so we can add you to the case and we can try to get it resolved as quick as we can.

21:28

I will also call out that the deadline for these trainings is the week of December 17th.

21:33

That's the last week we doing deliveries this year.

21:35

We'll be relaunching them in the next in the next calendar year.

21:38

But if you want to retain your ready tier going into the new calendar year, you've got to make sure you've hit these training requirements.

21:44

For those who have been here for a while, if you took JS 100, that will count for DW1O1.

21:50

All right, next slide, I'm almost done.

21:54

This is that same exact view.

21:56

It's just for Jumpstart partners.

21:58

And what's really important here is we've got the four tiles that have stars on them.

22:03

Those links will take you to the Jumpstart registration page through ESI.

22:08

The first slide I showed you will take you to our general full partner skilling set, skilling hub, our our mainstage so to speak.

22:17

If you go in through the 1st slide and you register to the big live event, you will not get credit for Jumpstart.

22:23

If you click on the tile here and you go in that way, you will get credit for Jumpstart.

22:27

So if you're a Jumpstart partner, please use this slide.

22:30

Please use these links.

22:31

I've dropped the links in the chat as well.

22:33

I've also got a couple recommended trainings called out that I think are just the best trainings for you to go check out.

22:38

If you can't see, if you can't do everything, you got to prioritize.

22:41

The circled ones are the more important ones.

22:43

The general Purple Sun trainings are just really good ones to go check out.

22:48

All right, I think two more slides.

22:50

Let's go ahead and run to the next one.

22:53

This is the sales skilling view.

22:55

Same basic idea.

22:57

You'll notice I've swapped out that AKA dot Ms.

22:59

slash partner skilling for AKA dot MS/DW100.

23:03

And then go ahead to the next one and you'll see here we've got DW101102103.

23:13

Those registrations are all open and live.

23:15

We've got deliveries rolling now.

23:17

Go check them out.

23:19

That's all I've got for you today.

23:21

Thank you for joining us.

23:23

If you've got any questions, please throw them in the chat.

23:26

I'll be happy to answer while the next presenter is getting up and running.

23:29

Thank you so much, and I appreciate all of your time.

23:34

All right, thank you so much, Chris.

23:37

I'm going to go ahead and take over here.

23:39

Hi everyone, my name is Renee Munoz.

23:42

I'm stepping in for Christian Meyer and I'm going to give you a few quick updates on the Fast Track Partner Center experience.

23:49

We're going to kick things off with a quick video to give you all a sneak preview of our upcoming release.

23:55

After that, I will walk you through the FPX road map, then hand it over to Sakshi who will discuss referrals and we'll finish off by discussing the partner conversation zone with Wendy Hartman.

24:07

So let's get started and start with the video.

24:16

We've seen where the gaps are for our partners.

24:18

Insufficient customer insights, a lack of usage data and incentive eligibility information.

24:24

You've been spending too much time and energy finding scattered information and not enough creating effective and data-driven customer propensity lists to drive customer growth as well as your business success.

24:36

And let's not forget the headache of manually distributing that data to service sellers.

24:40

As others, we also know you've been eager for high quality leads and referrals to jointly create value with Microsoft.

24:47

So we built a product to solve all that, introducing the Fast Track Partner Center Experience, or FPXA, Dedicated Partner Center workspace for our Fast Track Partner community that provides access to customer insights, leads and incentives, as well as growth and upsell opportunities.

25:05

Building on the already well established Partner Center, Microsoft has been hard at work creating a premium, secure, compliant and data rich experience to make sure you our partners are set up for success.

25:18

With FPX, you'll have fast and easy access to detailed customer insights and usage data, extensive growth and upsell propensity data to encourage Copilot and Microsoft 365 adoption.

25:31

This data highlights customer adoption blockers with retention details, deep impact analysis and projections, and clear opportunity prioritization.

25:39

Workload utilization and white space licensing profiles and renewals, customer segments, and regional distribution, all to make Microsoft 365 E 3 to E5 upsell easier.

25:52

Fast track program and incentive eligibility info so you can quickly discover applicable accelerators and leads.

25:59

Rich data that you can programmatically bring into your own CRM or ERP system to surface to the right seller at the right time.

26:07

Advanced deployment guides and knowledge articles for targeted guidance whenever you need it, and more.

26:14

By equipping our partners with the right data at the right time, along with recommended calls to action, we can help you scale your business growth by accelerating sales velocity for Microsoft 365 and Copilot.

26:27

By sharing consolidated data points, available Microsoft resources, and key implicit and explicit signals on customer needs through an updated user experience, you'll have everything you need to act on a referral in one place.

26:40

Through the new referrals experience, programmatic access to referrals data, and quality and tight feedback loops, we ensure successful joint value creation for you and your customers.

26:52

With the further development and enhancements of FPX, we want to empower you to scale beyond just product LED growth by creating a repeatable blueprint for data-driven propensity, excellence, lead generation and success.

27:06

Thank you for your partnership.

27:07

We're excited about this new release and can't wait to see what you'll achieve with it.

27:12

Stay tuned for more updates.

27:13

All right, I hope you all enjoyed the preview of the release that we have all been hard at work in the last few months on.

27:27

We are at a midpoint on the development and we hope to have it out in the next upcoming months.

27:32

But given holidays and such, I expect the release to land towards the January time frame.

27:38

So as we move forward, a lot more is being worked on.

27:41

As you saw in the video, we are quite busy and we are evolving our land and expand based upsell and growth opportunities, The underlying data and models as well as incorporating highly requested data like the MCI eligibility, EA renewals information and much more.

27:59

Additionally, we are bringing you Copilot insights and opportunities as well with detailed usage data licensing and growth opportunities.

28:07

All pretty cool as you saw on the sneak preview of the UX and charts in the video.

28:13

Furthermore, we are leveraging, we are leveraging the power of Ms.

28:17

Graph to make all of this data accessible to your organization programmatically.

28:21

So what does this mean?

28:23

Well, this allows your organization to surface the data to your solution, sellers, delivery teams and other stakeholders directly within their workspace.

28:30

Whether it's your CRM or ERP system, you'll bypass the manual data sharing files back and forth.

28:37

We are also working hard on the new referrals experience data and improvements, which Sakshi will get into this a bit more shortly.

28:47

We are also exploring ways on how to leverage other customer associations beyond just Seaport to bring you the richness of data offered in FPX to customers you work with as CSP or VNEA or maybe have delivered an MCI or as part of a new referral.

29:04

These things are gated by privacy and compliance.

29:06

Therefore they take a bit of more to get done, but please rest assured it is a top priority for us.

29:13

And lastly, Copilot, we want to bring the power of Copilot to you and partner center so you can use it to find needed data and opportunities in the vast amount of new data we will bring to you right with an FPX.

29:25

So stay tuned for our release announcements and if you are interested in joining our Early Adopter program to get early access to the release and to help us with testing and early feedback, we will be sharing the link to join the Early Adopter program shortly.

29:39

Also, if you have any developers ready to pick up integration with our API, stay tuned for the pilot announcements, which we plan to launch in early January.

29:48

The easiest way to join us though is through the Early Adopter program as well.



29:53

Thank you all for the partnership with us.

29:55

And over to you, Sakshi.

30:01

Hello everyone.

30:02

I am Sakshi, I am Product Manager for reference.

30:07

I will be talking to you about the reference experience that we are updating in the FPX in Partner Center.

30:15

You would have seen in the preview which Rene showed with the video that we have upcoming changes.

30:23

So I'll talk about that in depth in the in these slides.

30:27

Next slide, please.

30:31

So the goal of streamlining this user experience inside the partner experience Partner Centre for reference is that we we want to share the extensive data insights as well as reduce friction in data points for you to action a referral.

30:49

Also for us to better understand the impact of a referral, we want better visibility in terms of the data we get back from the partners.

31:00

So there are these key pain points that are addressed with this revamp.

31:04

The first one is that information to action a referral, excuse me, it's insufficient and it is scattered today.

31:15

The second is that the feedback loops which we get from partners on a quality of a referral are very minimal and are not very actionable.

31:24

So today we only get the data on acceptance primarily on a referral.

31:30

Other data points are not as much shared.

31:34

So that's why in order for us to understand the impact a referral has created positively or negatively or and to understand the referral quality, these data points would be very helpful.

31:47

So in the upcoming slides, I would talk about further details on these next slide please.

31:57

So in order for, for if these data points are effective for you and can you share these information back with us to understand the impact of a referral, please join our early adoptive program.

32:13

This is a program in which some of you have already volunteered.

32:18

And in this, we share our previews, early releases and gather feedback from the partners to Co create with us as we go through the revamp journey.

32:30

There's a form that is being shared in the chat.

32:33

Sign up there to share the feedback.

32:36

Next slide, please.

32:41

So I, I talked to you about the two pin points we are addressing.

32:45

The number one pin point is the information is scattered and is not easily available on ways to action a referral.

32:55

So in these are the data points that we are sharing with you to action a referral in the upcoming release, which is sorry, not upcoming release, but in the revamp that's coming up.

33:08

So referral source and referral type.

33:10

So the referral source and type would be distinguished now so that a partner understands what is the source of a particular referral.

33:19

Is it coming from Microsoft or is it a customer or field LED submission?

33:25

What is a type of a referral?

33:27

Is there a fast track benefit involved or a fast track benefit is not there for benefit versus non benefit so that you you can accordingly decide to action a referral.

33:39

The second is decision Insights.

33:42

So we share currently the active usage data with you where a partner has Cport claims with a customer.

33:50

Now we are looking to expand it beyond the Cport associations we are.

33:54

We are working with our legal teams to have associations beyond Cport such as ESAFE, MCI engagements and share data in in those scenarios as well.

34:06

So the usage, licensing and renewal data will be shared beyond the associations other than Seaport.

34:13

The another new section that we are looking to add is incentive and program eligibility.

34:19

So if there is a eligibility with a particular tenant on any MCI engagement or Seaport claim, we will share that where applicable upfront.

34:33

So a partner is aware about what is the incentive of program eligibility as they approach a referral with that particular tenant contacts.

34:42

So we heard feedback from you that the in some, in some cases customer contacts are not clearly specified and you don't know who to reach out to.

34:51

So we will have the that clear it upfront and we'll also segregate what are the customer contacts versus Microsoft contacts that we are sharing with you for, for the notes.

35:02

So the notes will be better structured.

35:05

There will be implicit notes which we can decipher based on the data that we are looking at and there will be explicit notes which customer puts in during submission of a referral or a seller adds those notes.

35:19

So all of these will be shared in a better structured manner.

35:23

Is there anything else you want to see beyond these data points to action a referral?

35:30

If there is, please share that in the chat or sign up for the early adopter program to share further feedback on that next slide, please.

35:42

The poll will come back.

35:44

Come to it in a SEC, Amy.

35:49

So on the on the next slide we have we're talking about the improvements that we are looking to have in the feedback loops.

36:01

So the data points that we gathered from you today are primarily around acceptance and decline, which aren't very helpful for us to decipher the quality of a referral.

36:13

So in order for us to understand the quality of a referral, we would need additional data points from you.

36:20

And that way we can, once we understand what's the quality of referrals being delivered, we can help to improve those.

36:27

So there are 4 stages that we have introduced.

36:30

The first stage is the review stage, the which is where the referral starts and this is the stage where the partner receives a referral.

36:40

The next stage is the acceptance and decline stage.

36:43

So this is within the two days of a referral and this is a mandatory field and a partner can either choose to accept or decline and then provide a reason of the decline there.

36:55

The further stage which is a new stage which we are introducing is the kick off stage.

37:00

So for us to understand if a handshake between a customer or a partner has happened, we we would we would want to understand the kick off stage status.

37:11

So this needs to be updated every three months up to three months of a referral until or until it is complete or the kick off has ended.

37:21

This is again a required field.

37:25

There will be option set which is attempted.

37:28

No response kick off call is scheduled or kick off is complete.

37:32

So select any between these three, the next step is and the final stage is service engagement.

37:41

So this is an optional field.

37:44

So the feedback on service engagement can be shared within three to months, six months of a referral.

37:51

And this, even though it's optional, it would be very useful As for us to understand if there is a value added services sold with a referral and also if it is sold, what is the dollar value range.

38:04

So these data points club together for different reference that we sent to you will help us understand the referral quality and work on different aspects of it to improve it.

38:19

I would, there's a, there's a poll question which Amy, Amy probably has already shared or will be sharing now if can you provide data on, is it feasible for you to share these data points back with us and also share feedback through by signing up through the early adopter program?

38:40

Thank you.

38:43

I would follow up in the chat for any questions.

38:45

Yep.

38:46

And we give up to two more polls coming up as well for you to fill out.

38:55

Thank you, Sakshi.

38:56

Now we are going over to Amy or Wendy.

39:02

Sorry, Wendy.

39:06

Thank you.

39:08

OK, so back in October, we released Partner Conversation Zone, and this is space for you all to collaborate with each other within the FPC portal.

39:18

The space gives you the ability to subscribe or unsubscribe to threads that are interesting to you.

39:24

And if you're not interested in the thread, then you don't need to subscribe and you're not getting noise in your inbox.

39:30

The space is yours to engage with other partners in the community and it can really be about anything community related.

39:37

You can, you can put out gripes, you can put out wins, you know, customer successes.

39:42

We want to see it all.

39:44

The space will be really lightly moderated by our program team.

39:47

We'll be keeping an eye out, listening and chiming in when needed.

39:51

But we're generally looking for US partners to lead the conversation.

39:55

So the call to action here is really to start a thread or comment on an existing one and get that conversation started.

40:03

What's next is we'll start to increase awareness around community activity in the FPC portal.

40:11

So Amy full well, we'll talk about this in a bit, but like ideas submissions that are coming in, we want you to be more aware about each other's ideas that are being submitted blog posts.

40:23

And anything in partner conversation zone.

40:25

So look for more e-mail notifications from us to start to be ticklers to get you to visit the portal.

40:30

And we really want your comments and feedback in there.

40:33

We will be working towards more of the communication being portal LED versus Viva engage and we'll start to wean off that.

40:41

And the idea is really to centralized your experience.

40:44

And by putting everything in the portal that makes it easy for you to do a search in the portal and you'll get results, whether it be from a knowledge article in an idea in the current conversation zone, blogs and so forth.

40:55

So we're trying to make it easier for you to consolidate your experience.

41:01

And if you want to go to the next slide, this is just a little teaser slide about what's to come.

41:10

So coming soon is our FPC qualifications.

41:13

This is a refreshed and reimagined version of our previous qualifications that some of you might have taken.

41:19

This will be managed in our new learning management system.

41:22

It's called REACH 360.

41:24

And the FPC qualifications will allow you to fully understand all that comes with being a member of the FPC and how you can get the most out of it, both for yourselves and your customers.

41:36

So we just wanted to give you a heads up of what's around the corner.

41:38

More information will be coming in the weeks ahead, so keep an eye out for communications from us about the new qualifications.

41:48

Thank you.

41:54

Hello, everyone, and thank you.

41:56

I'm Amy Fullwell, and I'm here to represent the voice of Fast Track Partner along with Julie Martin.

42:02

And we've got some great updates for you today.

42:05

Go ahead, Renee.



42:07

So first and foremost, we wanted to thank you for your participation in the most recent partner survey for the last half of the year.

42:14

We got a tremendous response, more than we'd gotten in quite some time.

42:19

I wanted to say that we are sharing a few results here on this slide, but we haven't begun entirely digging in and creating themes and outcomes and next steps, but we will be getting to that shortly.

42:30

A few things we did want to highlight is the overall satisfaction did increase by a couple of points.

42:35

Our partner engagement score also got better.

42:37

You can see that it decreased from 2.2 to 2.19.

42:41

So every little bit is a win and going down is better in this score.

42:45

And then also the PSM satisfaction, if you note that one, we've got 84% with satisfaction there, which is fantastic.

42:54

So it seems like the PSMS are doing their jobs and it really being effective for you all.

42:59

We'll get back to you with more outcomes and next steps with regards to the the results of the survey and probably in the coming month.

43:07

Go ahead, Renee.

43:13

We also wanted to share a big thank you for contributing feedback and ideas in the FPC and the Ideas Forum.

43:20

We've had quite a few additions there and we've been able to actually take some of those ideas and put them into action.

43:26

One of the very first ones we wanted to mention was that the individuals were struggling with the ability to sort or filter their voucher redemption report by customer.

43:36

And so we have added a customer or tenant ID information into that report where you can filter it down on the UI or you can also include it in the exporter download.

43:49

The second one we wanted to highlight was about the advanced deployment guide.

43:54

We have now gotten them to add due dates, update progress, assigned tasks so that you're more easily able to track what's going on with each of the AD GS.

44:07

The admin can also send assignments and other two other administrators within the organization to review progress.

44:13

And there's an option to share through e-mail, enabling the admin to send an e-mail to anyone in the organization and add notes.

44:20

So that was a couple of really great pieces of feedback that was initiated by you, the partners that we've been able to actually run with and make change.

44:29

So keep those ideas coming for sure.

44:32

Go ahead and go to the next slide, Renee.

44:36

We have a couple of ideas that were submitted that we would love to hear your feedback on it and and see if it is something that is really important and of value to you.

44:44

One of which of you've heard a couple of our team members mentioned which is association by something other than this Seaport claim.

44:51

So if you hop into our FPC Ideas forum, you can thumb up or vote for all the ideas that are your favorites or things that you'd like to see implemented.

45:03

And that gives our product owners an idea of what's important to you, the partner for driving business and being successful.

45:10

The second one is allowing partners to edit endorsements.

45:14

I know that sometimes the endorsements get trickled down from your parent organizations and maybe they don't necessarily apply to you.

45:20

So this would allow you to go ahead and edit your endorsements.

45:24

So once you are in the FPC and you've voted up an idea, you will get notifications to let you know if there's been a status change.

45:33

So maybe enough partners have voted on it and our part product owners are going to take the next step.

45:38

So you would be notified of that.

45:40

You'll also be notified if any comments are added to those.

45:46

Next slide, please.

45:49

We do have a couple of upcoming changes that we'd like to share with you.

45:52

We have a customer survey pilot that will be launched between November and January.

45:57

We're looking for five partners to help participate in this pilot.

46:01

What we'll be doing is we will be creating an anonymous link that's specific to each of the individual partners participating and that link will allow you to share it with your customers to gather some feedback on how you, the partner is doing your job with the customer.

46:16

The goal would be to then share any feedback with the partners once they've received 5 pieces of feedback.

46:21

That way will be anonymized.

46:23

It'll give you some ideas of what you could do better, where you shine.

46:28

And we're like I said, we're looking for five total partners.

46:31

If you're interested, please sign up on the link provided in the in this deck or there's also gonna be a poll that we can send out right now that we can collect your participation.

46:44

So if you'd like to participate in the the survey, please acknowledge that here and we'll be definitely reaching out to you.

46:52

The other thing that I mentioned just a little while ago was ideas form now has notifications.

46:57

This is a brand new feature that went live last week.

47:00

So if you submit a feedback idea, you will receive an e-mail notification when you first create that idea just to confirm that it was submitted.

47:09

And then from there on out, if there's comments received on those, you'll get notification around that around new status changes about votes and etcetera.

47:21

So you'll definitely stay in the loop.

47:24

Go ahead to the next slide.

47:29

And that is back to you, Renee.

47:31

All right.

47:33

Thank you so much, Amy.

47:35

And that is our agenda.

47:37

We, I do have a event survey that I'm going to be sending out shortly.

47:43

Your feedback really does matter to us.

47:46

We really value partner feedback and we use it for all future events and content.

47:50

So I will post this link in the chat and also if any presenters want to chime in, answer any questions that you saw in the chat.

47:58

We do have a bit of time, extra time.

48:01

If not, we'll give it a couple of minutes just to see if anything noteworthy pops up.

48:06

If not, but we can go ahead and give everybody some time back.

48:09

But let me put that survey in the chat for everybody.

48:13

If you could take a few minutes just to fill this out and help us plan future events.

48:18

Thank you.

48:44

I'm not seeing any questions come up.

48:45

So thank you to everybody for joining us.

48:48

And to the presenters, I hope all of you have the great rest of your day or evening, wherever you're located.

48:54

And again, thank you for joining us tonight.

48:57

Have a great day.