Microsoft

Asia FastTrack Partner Community (FPC) PowerUp Event

February 26, 2025

Agenda

Topic	Presenter	Time
Welcome and Team Introductions	Matt Ontell	09:00-09:15
FastTrack Partner Community Vision	Swetha Mathangi Subramanian	09:15-10:00
Making the most of FPC Opportunity	Matt Ontell	10:00-10:30
Break		10:30-10:50
Optimize Customer Acquisition and Delivery Cost	Manfred Cheng	10:50-11:25
Leveraging FPX data & insights to grow your business	Matt Ontell	11:25-12:00
Working with FastTrack Architects and Subject Matter Experts	Newson Ng / Ajay Kumar	12:00-12:30
Lunch and networking		12:30-14:00
Business Value with Copilot: Learnings from the Copilot Growth team	Manish Dixit	14:00-14:30
Discussion Topics Setup		14:30-14:45
Discussions Topics - Session 1		14:45-15:05
Break		15:05-15:20
Discussions Topics - Session 2		15:20-15:40
Wrap Up		15:40-16:00
Networking and Optional Meetings		16:00-17:30

Housekeeping

1. Facilities

   - Refreshments, toilets, and stationery
   - WiFi access: Faimont_Meeting Code: feelwelcome
   - Filming and photography
   - [Teams meeting](#) – Questions and recording for Copilot

2. Running order of events

   - Scheduled break and lunch hour for nourishment and networking
   - Time for Q&A as we go
   - Ask questions in the room or via the [Teams meeting](#) chat during the event
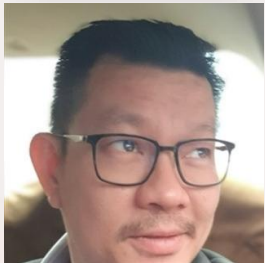
Microsoft

Welcome

Presenters

Swetha Mathangi Subramanian
GM, M365 Growth + Incubation

Matt Ontell
Global Lead, Partner Growth + Incubation

Newson Ng
FastTrack Architect

Manfred Cheng
Principal PM, SMC Lead

Manish Dixit
Copilot Growth PM Manager

Ajay Kumar
FastTrack Subject Matter Expert

Asia FastTrack Ready Delivery team

Akira Mizusawa
PSM Team Manager

Simon Rutgers
PSM
ANZ

Alfira Fitrananda
PSM
ASEAN

Jesudass Mouttappa
PSM
India

Ashwini Kumar
PSM
India

David Cui
PSM
KOREA

Zhonghua Zhu
PSM
GCR

Orina Zhang
PSM /Readiness
GCR

Tamami Mitani
PSM
Japan

Ryota Tsuji
PSM
Japan

Agenda

Program Evolution

Why the Shift?

Your Role

Focused primarily on FastTrack benefit delivery

>

Focused on AI at Work and Security growth, leveraging FastTrack

Focused on MW and Security growth

Seize the unique AI and Copilot opportunity

Decrease cost of delivery and increase **recurring** revenue

Fully leverage Microsoft's GTM and digital investments and data

Market Shift

Market Maturity

✓ 90% of organizations have adopted cloud in some capacity

✓ GenAI forecasted to grow 86% (2022–2027)*

*partner.microsoft.com/en-us/blog/article/ai-value-for-partners

Opportunities for Partners

Ride the AI wave to accelerate digital transformation*

Roles will shift

Partner Success Managers (PSMs)

BEFORE

Support for FastTrack program and focused on OSU/CPOR

NOW

Driving growth across MW and Security leveraging FPX insights and GTM investments to improve sales and delivery in collaboration with GPS roles

Ensure the right stakeholders are engaged with PSMs

Roles will shift

FastTrack Architects (FTAs)

BEFORE

Direct engagement with customers
Engage SMEs

NOW

Direct engagement with customers
Engage SMEs
PLUS
Partner referrals

Get to know the FastTrack Architects and Area Managers in your region

Your Role

Engage in our community for direct access to insights, incentives and opportunities

Ensure the right people are connected with our PSMs and FTAs, exchanging insights

Provide visibility where you do business for potential insights and opportunities

Thank you

Q&A

Microsoft

The Evolution of FastTrack Partner Community (FPC)

Matt Ontell

What's different in FY25?

The program is focused on three key pillars

Continued shift in incentives from usage to **growth of M365 and Copilot** with focus on new propensity models and data

Program focus is evolving to accelerate focus on **seizing the AI moment** and helping partners increase focus on business value and decision makers

1 Deployment Opportunity Pipeline

2 Partner Business Value

3 Exclusive Programs & Incentives

Deployment Opportunity Pipeline

THIS PILLAR CONSISTS OF TWO ELEMENTS

Enriched Customer Opportunity Data

- Land and Expand (LXP) Data for associated customer portfolio

- Licensing, Usage and Renewal

- Program Eligibility (MCI, CSI, etc.)

- Next best action recommendation

Referrals

- Propensity list

- Field nominated

- Webinar call to action

- FT Request for Assistance (RFA)

- FTA initiated RFA

- Unredeemed Voucher

- FTA Transfer

Associations are evolving
- CPOR (still strongest)
- ECIF
- Voucher Redemption
- MCI & CSI engagement

Prioritized Partners
- Committed to opportunity activation
- Deliver FT Benefit
- Share customer data on request
- Collaborate with FTA & Field
- Partner Sales Team Data Integration

Business Efficiency

Contributing to **Partner Profitability & Growth**

Partner Success Manager
Pipeline and Referral ROB

Referrals
Reduce Customer Acquisition Cost (CAC)

Enriched Data
Improve opportunity prospecting

Advanced Deployment Guides (ADGs)
Lower cost of initial customer engagement

Resources
FastTrack FTA and SME engagement support

Microsoft Field
Common data views to enable new engagement models (SMC CSU)

Best Practices
Microsoft and Partner to Partner best practice sharing

Special Programs & Incentives

Targeting Campaigns

- ✓ Health based upsell, cross sell, and renewal

- ✓ Competitive takeout (Workplace, CrowdStrike, Google)

- ✓ MS Field and FTA targeting (SMB/SMC/Majors)

Special Incentives (Prioritized Partners)

- ✓ Rapid Adoption Program Vouchers

- ✓ Unredeemed Voucher Referrals

- ✓ Secure Productivity Workshop

- ✓ More to come…

- ✓ Expanded customer association matrix - FPC only

Thank you

Q&A

Break

20 minutes, to grab a drink and snack

Optimize Customer Acquisition and Delivery Cost

Manfred Cheng

B2B buyers are facing a crisis of confidence

A remarkable human story rests at the center of today's purchase. Specifically, this comes in the form of customer decision confidence. Rarely do sales teams, let alone sales leaders, reflect on how customers feel about their purchase decision. However, research continues to highlight the tremendous economic impact that improved confidence has on winning substantive deals. Yet most sales organizations' actions are unwittingly leaving customers with more anxiety than confidence.

77%

of B2B buyers state that their latest purchase was very complex or difficult

Gartner.

A Long, Hard Slog

Illustrative B2B Buying Journey

Bold is indicative of always-on "validation" and "consensus creation" activities.

The New B2B Buying Journey

Source: Gartner analysis.
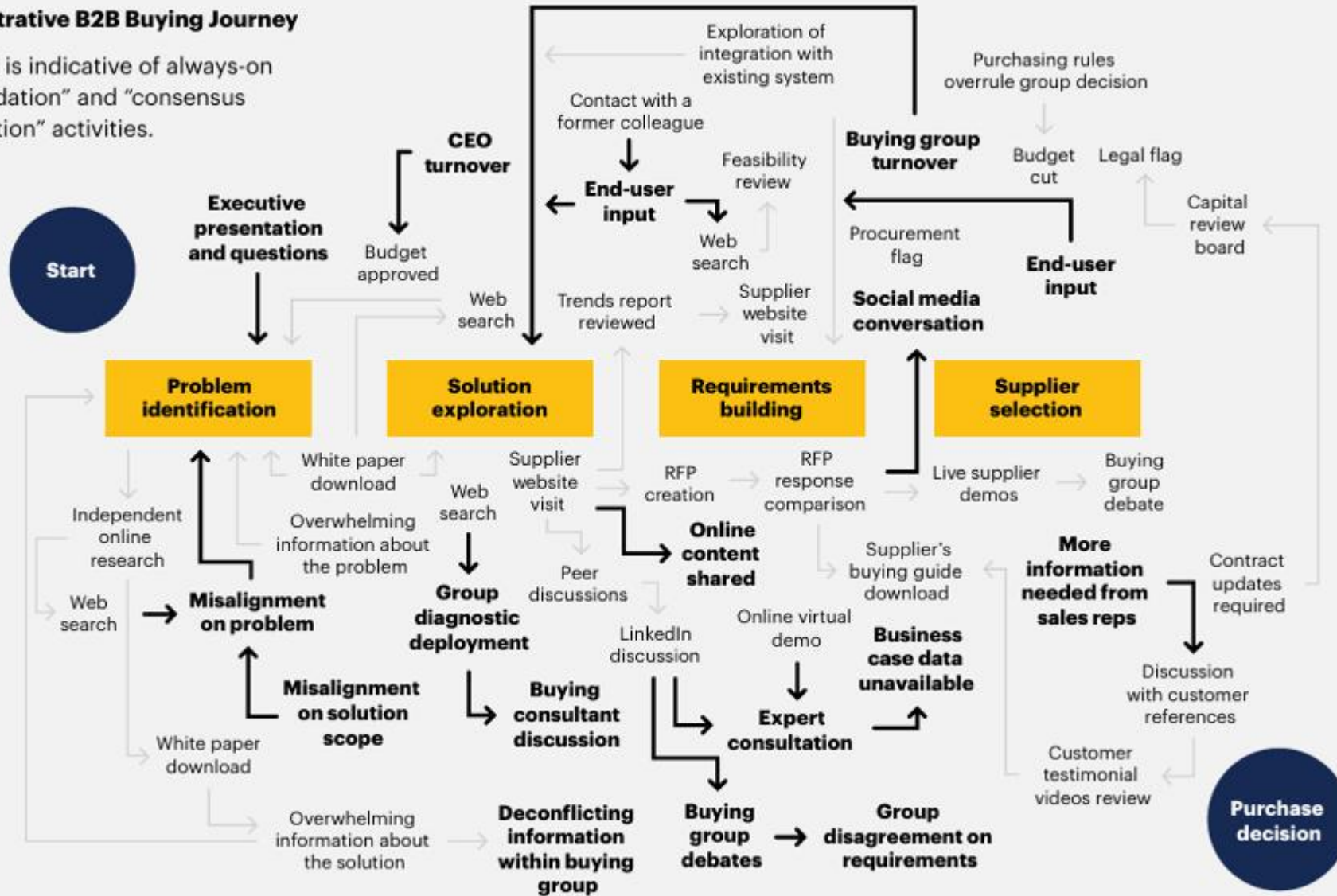
Sense making

Brent Adamson
Distinguished VP, Advisory

"In many ways, today's high-quality deals are less about what customers know, and far more about how they feel about what they know."

Benefit Referrals are a great way to establish trust with customers. This can lead to a long term mutual beneficial customer to partner relationship.

Building trust

60%

20%

20%

Partner Special Sauce

- Number of competitors are low
- Outside of FT Benefit
- High profit margin
- Based on internal IP

Benefit Referrals are always 'standard deployments'

Non-benefit Referrals are aimed at advanced deployments or customer work

Strategy: *Deliver a great customer experience at low cost*

Trust Built

Standard Deployments

- Most of your competitors can deliver these services
- It's a low-risk delivery
- Process is well documented
- Plenty of experience in the market
- All FastTrack Benefit Deliveries should fall inside this box
- Use Advanced Deployment Guide
- Low / no profit margin
- Gain customers trust and build relationship with customer during this delivery

Advanced Deployments

- Outside of FT Benefit / incentives might be available
- High profit margin
- High(er) risk delivery (budget, Timelines, Scope)
- Process is not fully documented. SME's available to assist.

Deployment journey

60%

20%

20%

Trust Built

Standard Deployments | Partner Special Sauce | Advanced Deployments

New Customer Aquisition

- Benefit Referrals is a great way to get into contact with new customers
- Recommend to start with a 'standard deployment'
- Use the opportunity to build relationship with customers and make them aware of your special sauce and cutting edge.

Existing customer / upsell

- Referrals + data and insights should be used to identify existing customers with an upsell opportunity.
  - Offer 'standard deployments' on workloads with no usage
  - Strengthen the relationship with customers and make them aware of your capabilities.
- Offer 'Advanced Deployments' when customer trust has been established

Referral engines

	Standard Deployments	Partner Special Sauce	Advanced Deployments
Customer initiated referrals	X		X
Field initiated referrals	X		X
Microsoft initiated referrals (webinars)	X		X
QTM Voucher referrals	X		
Fasttrack Architect referrals	X	/	X
Partner + SME webinars	X		X

| *Specialisations*	*Service catalogue*	*Service catalogue*
Partner Programs *CPOR*		*Partner Programs*

Leveraging Data and Insights to Grow your Business

Matt Ontell

Digital + Data Experiences

A data-driven, programmatic, and community-centric approach to Partner Success

Unified
Experience

**Digital + Data
Experiences**

Shared
Customer Pipeline

Propensity
Data Modeling
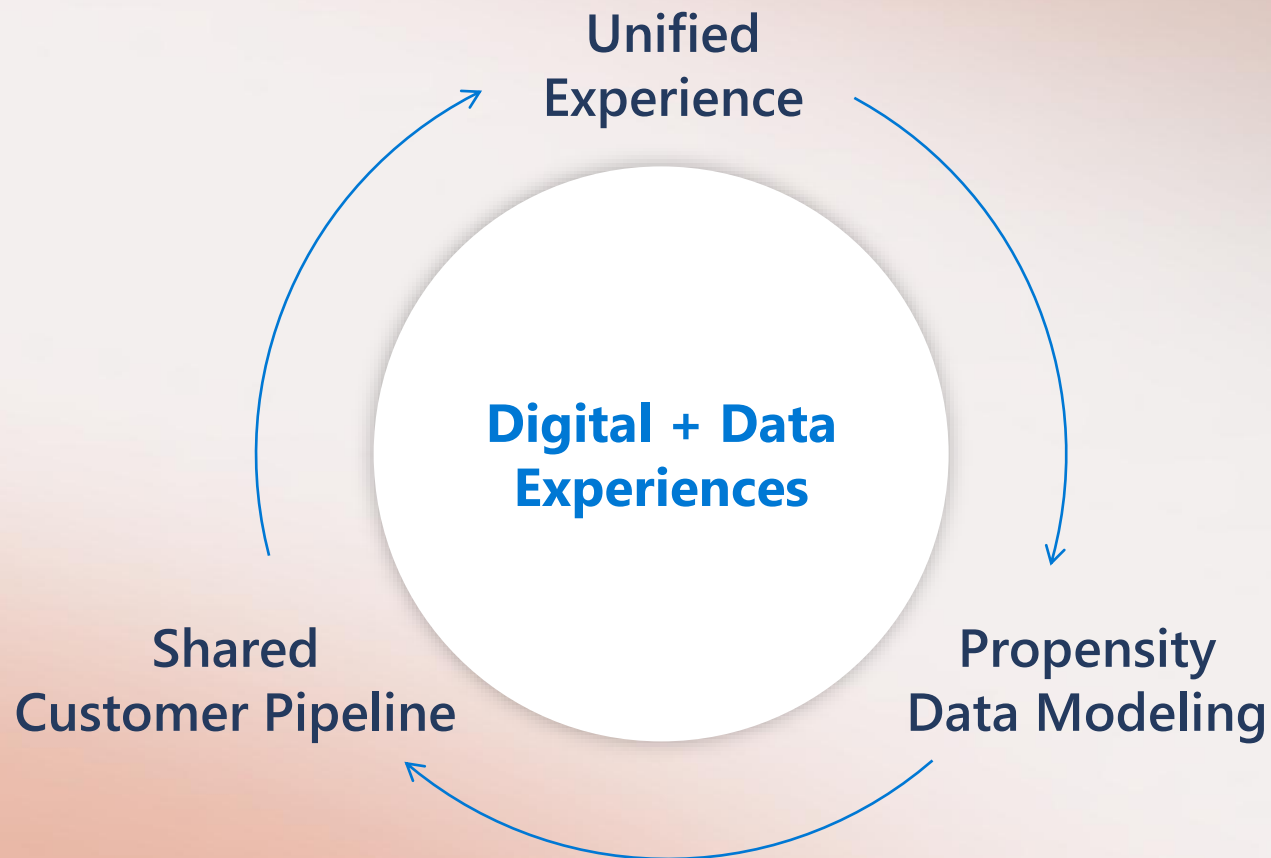
Benefits to Partners

1. **One Stop-Shop** for partner needs to propel business success and customer growth

2. **Turn-key propensity data** by across all key customer segments, regions and SKUs

3. **Shared customer pipeline visibility** between MSFT & partners, high-propensity referrals

4. **Community resources and advanced guides** supporting partners' ability to effectively drive intent, close deals, and deliver solutions.

Benefits to Microsoft

1. **Alignment and visibility** of partner impact across FastTrack, Partner Marketing, GPS, Field, etc.

2. **Repeatable & scalable customer pipeline** for partner data-driven propensity excellence and success

3. **Continuous product improvements** of data models, insights and referrals

4. **Community-driven partner impact**, highly effective partners leading to loyal customers and reduced program operational costs.

Digital + Data Experiences

A data-driven and programmatic approach to Partner Success

Partner Center - FPX
FastTrack Insights

FastTrack Partner Community
Portal

Digital + Data Experiences

LXP++ Data
Propensity, Usage & Insights

Partner Center
FastTrack Partner Graph API
(pilot open now)
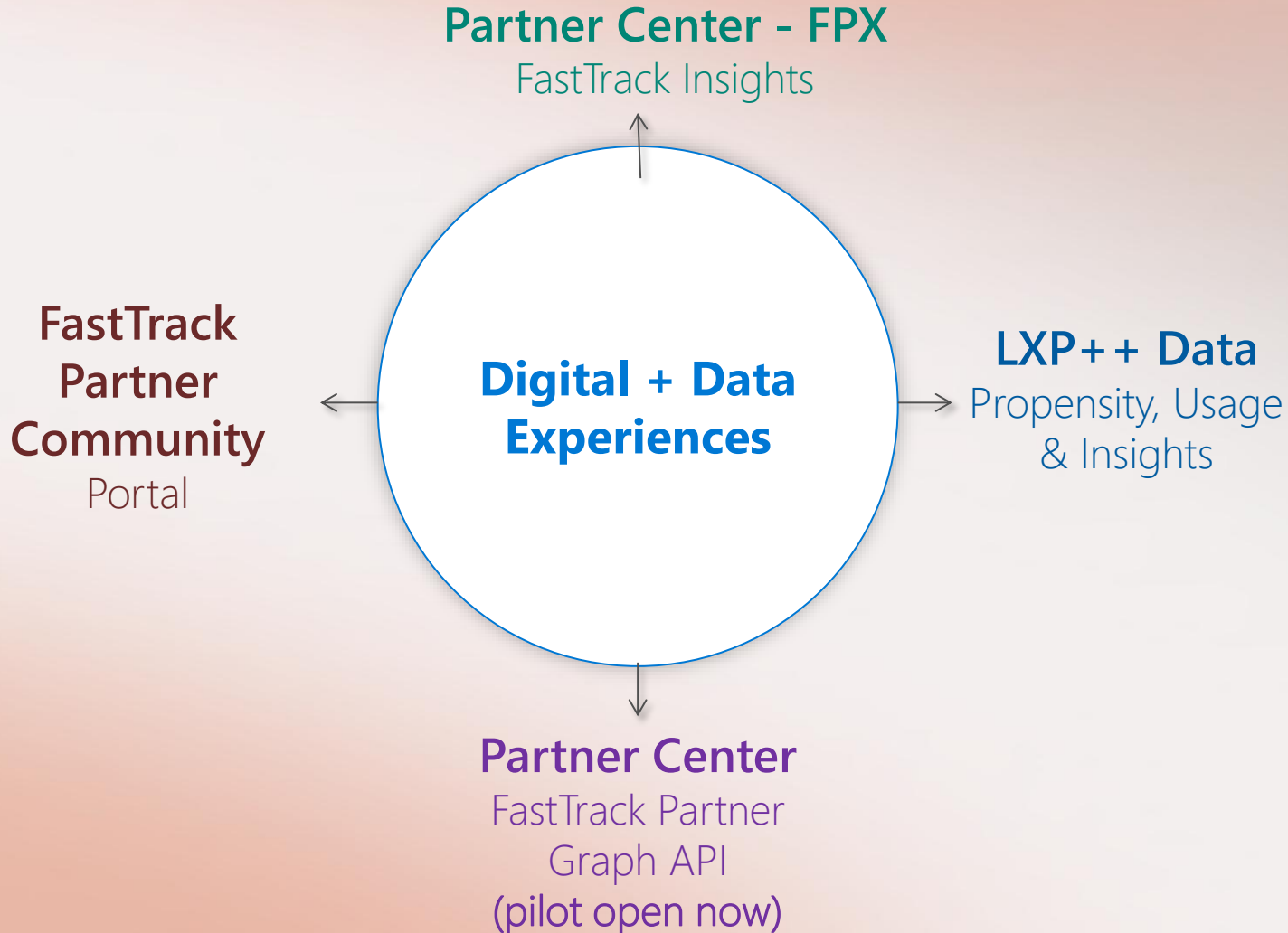
Investment Areas:

Partner Center | FastTrack Insights *Workspace*
- **What?** A dedicated Partner Center workspace providing access to customer insights, leads, incentives as well as growth and upsell opportunities.

LXP++ Data *Warehouse*
- **What?** Predictive data models powered by data science & AI to identity & create partner-ready customer propensity lists, augmented to unlock consumption and guarantee sustainability.

Partner Center | API *built on MSGraph*
- **What?** A premium, secure, compliant and scalable API connecting MSFT data warehouse with Partner CRM/ERPs for bi-directional customer signal and propensity exchange.

FastTrack Partner Community *Portal*
- **What?** Virtual space for partners to share insights, collaborate on successes and challenges, access enablement resources and manage their FPC program memberships.

Why?

Partner data challenges *we want to address*

Lack of Customer Data and Insights

Insufficient customer insights and M365 usage data, along with unclear eligibility for various Microsoft partner programs, among other issues.

Targeting the Right Opportunities

Challenges in creating effective data-driven customer propensity lists with actionable insights hinder the ability to drive customer growth and revenue.

Manual Toil retrieving Data

Scattered data sources require manual extraction, leading to increased labor and costs to present the data to sellers, delivery, and CXP teams.

Unlocking new Business Growth

Missing out on new customer opportunities with both existing and potential leads, ultimately hindering business growth and success.

What?

Hypothesis

Equipping partners with the "right" customer insights, usage, and propensity data, along with recommended calls to action – programmatically – will help scale partner business growth.

How?

Quickly find applicable accelerators
- *MCI Eligibility & Historic Data*
- *CPOR Eligibility & Historic Data*
- *FastTrack Eligibility*
- *QTM Deployment/Voucher Eligibility*
- *... etc.*
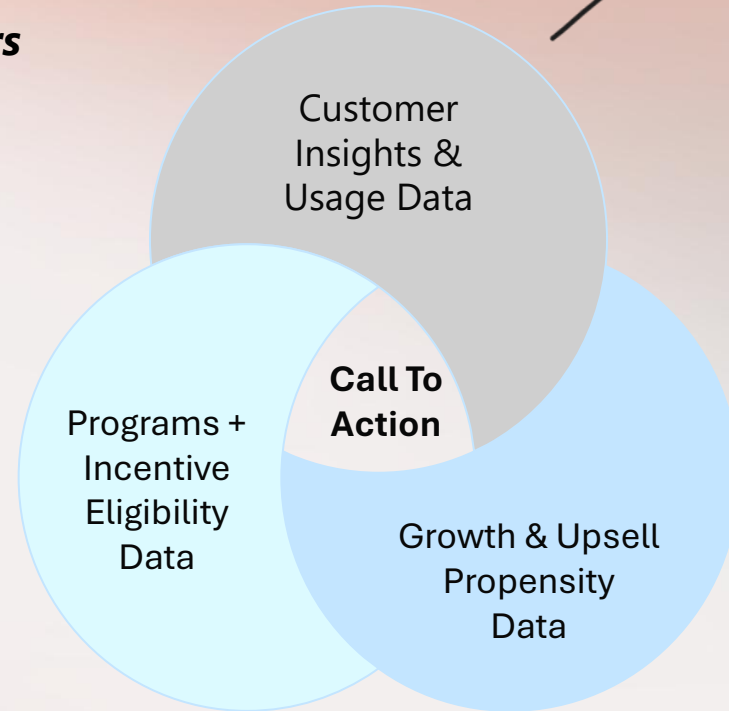
Know more about customers
- *Segment, Industry*
- *Area / Region*
- *EA Renewals, Subscriptions*
- *Tenant Workloads & Usage*
- *Entitlements & Activation*
- *... etc.*

Customer Insights & Usage Data

Programs + Incentive Eligibility Data

Call To Action

Growth & Upsell Propensity Data

Copilot, MW & Security
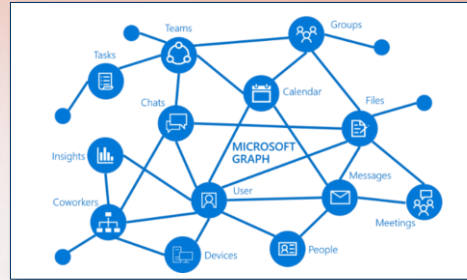
Prioritized customer growth opportunities
- *Land and Expand models*
- *Upsell Usage Tipping Points*
- *Upsell & Expansion Targeting*
- *"At-Risk" Tenants & Customers*
- *Copilot Scenarios, Tranches & CTAs*
- *Referrals*
- *... etc.*

FPX Roadmap – H1CY25

FPX GraphAPI

FY25 LXP++
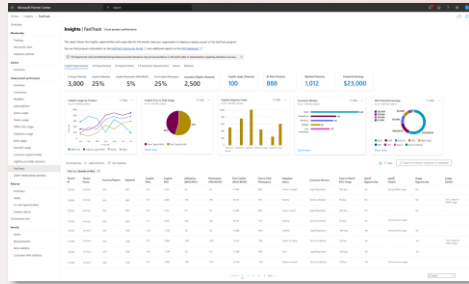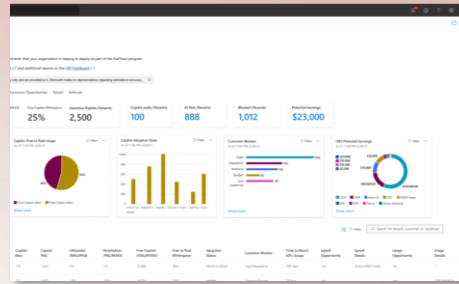
Expanding Associations

New Referrals UX

Copilot for FPX

01

02

03

04

05

New FY25 models, x3 propensity data, Copilot opportunities, MCI eligibility, licensing, EA renewals and more.

Secure, compliant, and scalable API designed for services integration scenarios (e.g. CRM, D365) Pilot.

Improved referral experience to enhance data and insights, and help partners jointly create value with referrals at scale.

Expand FPX associations beyond CPOR to reach more partners with eligible customer data, insights, and opportunities.

Bringing the power of Copilot to FPX data and insights to help partners to easily find opportunities, while reducing toil and cost in supporting partners.

Working with FastTrack Architects and Subject Matter Experts

Newson Ng / Ajay Kumar

Who is FastTrack Architect (FTA)?

Accountable for Modern Work technical vision, customer deployment roadmap for Cloud Management, Security, Compliance Viva, Copilot for M365, and deployment plan success

Partners with account team and engineering to influence revenue growth through joint account planning, customer reviews, and technical & solution escalations

Collaborates with Partner Success Managers and FastTrack Area Leads to identify opportunities for scaling with Partners to drive customer impact and value realisation

Copilot

Security

E3,E5
Fundamentals

What do FTAs do?

Strategy, vision, capabilities, and value

- Microsoft 365 capabilities and vision
- Align business strategy and technology
- Define priorities and ROB with key stakeholders

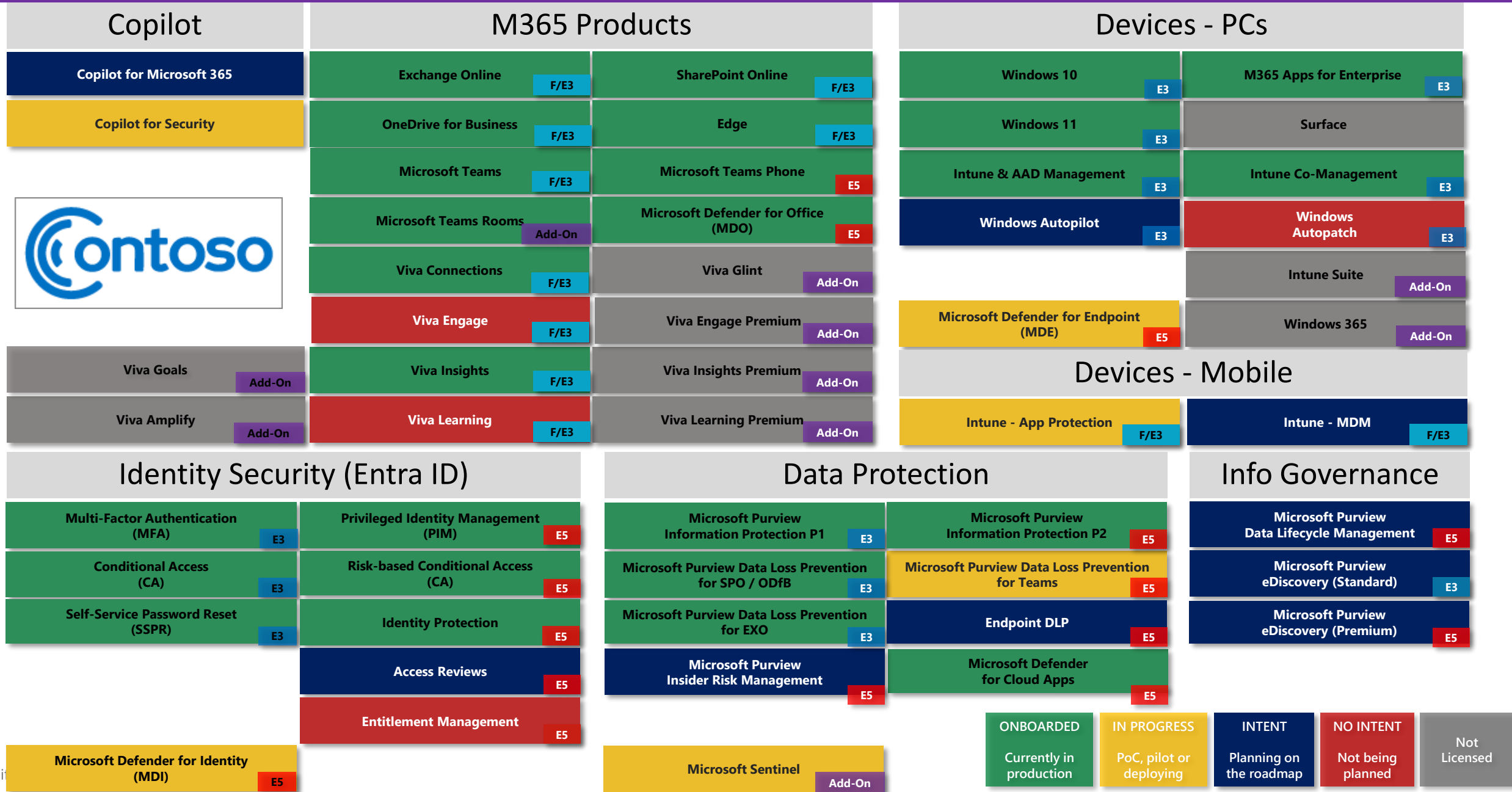## Deployment guidance and planning

- Deployment workshops and planning sessions
- Technical deployment planning, prioritization and timelines
- Create a deployment strategy plan

Orchestrate deployment with delivery resources

- Technical and program oversight of deployment activity
- Identify opportunities for Partner success/referrals
- Ongoing review of alignment with customer priorities

M365 Deployment Heatmap - SAMPLE

Copilot

Copilot for Microsoft 365	
Copilot for Security	

Contoso

Viva Goals	Add-On
Viva Amplify	Add-On

M365 Products

Exchange Online	F/E3	SharePoint Online	F/E3
OneDrive for Business	F/E3	Edge	F/E3
Microsoft Teams	F/E3	Microsoft Teams Phone	E5
Microsoft Teams Rooms	Add-On	Microsoft Defender for Office (MDO)	E5
Viva Connections	F/E3	Viva Glint	Add-On
Viva Engage	F/E3	Viva Engage Premium	Add-On
Viva Insights	F/E3	Viva Insights Premium	Add-On
Viva Learning	F/E3	Viva Learning Premium	Add-On

Devices - PCs

Windows 10	E3	M365 Apps for Enterprise	E3
Windows 11	E3	Surface	
Intune & AAD Management	E3	Intune Co-Management	E3
Windows Autopilot	E3	Windows Autopatch	E3
		Intune Suite	Add-On
Microsoft Defender for Endpoint (MDE)	E5	Windows 365	Add-On

Devices - Mobile

Intune - App Protection	F/E3	Intune - MDM	F/E3

Identity Security (Entra ID)

Multi-Factor Authentication (MFA)	E3	Privileged Identity Management (PIM)	E5
Conditional Access (CA)	E3	Risk-based Conditional Access (CA)	E5
Self-Service Password Reset (SSPR)	E3	Identity Protection	E5
		Access Reviews	E5
		Entitlement Management	E5
Microsoft Defender for Identity (MDI)	E5		

Data Protection

Microsoft Purview Information Protection P1	E3	Microsoft Purview Information Protection P2	E5
Microsoft Purview Data Loss Prevention for SPO / ODfB	E3	Microsoft Purview Data Loss Prevention for Teams	E5
Microsoft Purview Data Loss Prevention for EXO	E3	Endpoint DLP	E5
Microsoft Purview Insider Risk Management	E5	Microsoft Defender for Cloud Apps	E5
Microsoft Sentinel	Add-On		

Info Governance

Microsoft Purview Data Lifecycle Management	E5
Microsoft Purview eDiscovery (Standard)	E3
Microsoft Purview eDiscovery (Premium)	E5

Classifi...

Who do FastTrack Architects work with?

FASTTRACK ACCOUNT COHORTS

Prioritized
4000 accts WW
75% of revenue

Enterprise + SMC
34,000 accts
25% of revenue

Supported by FTAs + SMEs, and partners

Supported by **proactive motions***
& FastTrack + partner
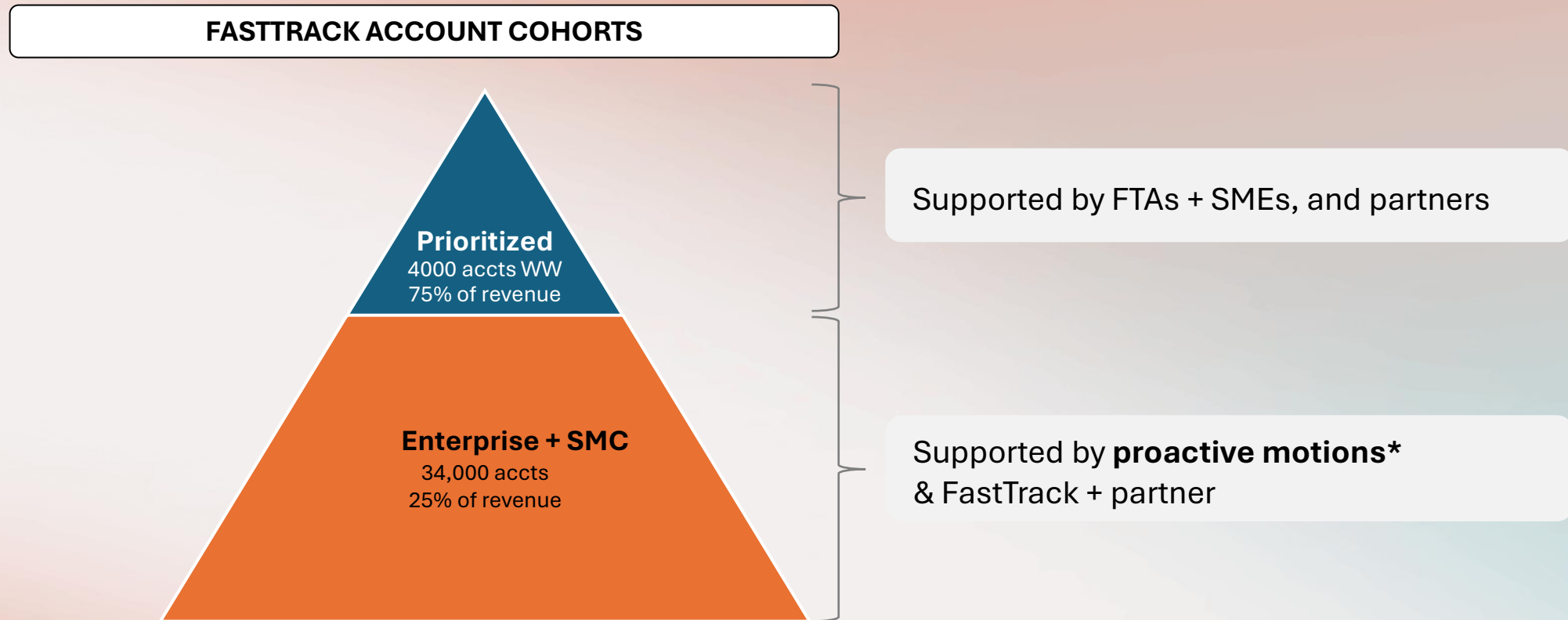
*Proactive motions (e.g., Digital and People Targeting, Webinars), and Request for Assistance (RFAs)

Evolving FTA & Partner alignment

Expand customer reach

- Need to scale to reach more customers
- Drive impact across every customer
- Ensure customers are healthy with deep usage and adoption

Lead on AI

- Requirement to scale beyond initial technical enablement
- Huge partner potential for enabling and scaling adoption
- Building customer confidence in AI solutions

Generate high quality referrals

- Increase referral volume and quality
- Valuable insights from FTA enables better scoping of customer engagements
- Enables joint customer and partner success

Why work with FastTrack Architects?

FTAs can help identify and generate <u>Quality Referrals</u> with valuable insights on...

- Customer licensing position
- Upsell opportunities
- Customer priorities and focus areas
- Customer roadmap and deployment timelines
- Key customer stakeholders/decision makers
- Compete landscape
- Blockers/Challenges/Risks/Issues
- Product feedback/gaps
- Opportunities beyond FastTrack benefit scope
- Account team contacts and connections

Call to Action

Find your FTA

- ### If you don't know your FTA…
  - Speak to your Partner Success Manager or wider Microsoft account team who can connect you

- ### If you do know your FTA…
  - Setup an alignment call to discuss current customer situation, share notes on ongoing engagements and identify future opportunities for mutual success
  - Sharing of deployment progress and status is critical
  - Stay connected!

Who are FastTrack SMEs

"SMEs are experts on specific M365 and Security products that provide best practices and deeper technical guidance to customers and share valuable insights with engineering teams for product development, improvement, and to simplify the customers deployment experience."

What we do (from our Role Guide)

1. Driving Customer Success
2. Product Improvement & Customer Journey Simplification:
3. **Partner Amplification:** *Assist partners with readiness and upskilling to drive technical deployments for their customers*
4. Readiness / Learning
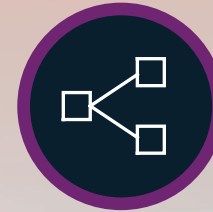5. Operational Excellence

How Microsoft SMEs can assist partners

Collect technical insights and **feedback** for products and services.

Share technical **guidance** and **good practice** with partners to assist with onboarding.

Provide information about **Advanced Deployment Guides** and how we can use these.

FRPs can request a Microsoft FastTrack SME to **assist** in a customer engagement.

Adoption **tips** from the Microsoft FastTrack SME team

Support partners with customer **technical blockers** to adoption

SMEs **assist** with preparing customers for Microsoft 365 Copilot rollout and can showcase and help deploy Microsoft Security Copilot in Defender, Purview, Intune, and Entra.

We organize multiple Office Hours a month and regular webinars for our partners.

FRP + SME engagement success stories

FRP led engagement (SoftwareOne) with a customer in the Banking sector. Coordinated with FastTrack SMEs for Intune and Identity to facilitate the migration of 6150 Windows devices from on-premises SCCM to Intune without Co-management setup. Addressed knowledge gaps and managed Windows updates efficiently. Even with low network bandwidth.

FRP led engagement (Uchida Spectrum) with a customer in the tech and manufacturing sector, focusing on leveraging Gen AI to advance their business. They coordinated with a FastTrack SME for M365 Copilot to share the Copilot roadmap and conduct AMA sessions. Additionally, they supported the adoption plan prepared by FRP, which was based on the ADKAR model, suitable for products requiring a change management approach. The team remains optimistic about the potential outcomes of this collaboration.

Frequent asks we won't cover, AKA Opportunities?

- Reporting – Power BI dashboards, APIs

- Setting up operations – Runbooks, Business Processes

- Automation – Power Automate, Logic App

- Adoption and Change Management

- On-site assistance

- Support related requests - Troubleshooting

Call to Action

Take part in the community

- We regularly organize Office Hour calls on specific workloads for you to ask technical questions.

- Stay connected through the [FastTrack Partner Community Events Catalog](#).

Request a SME

- So far this FY about 13% of SME engagements in ASIA came from partner requests.

- ¾ of these requests are assigned a SME within two days, and 95% are accepted.

Lunch and networking

90 minutes

Business Value with Copilot: Learnings from the Copilot Growth team
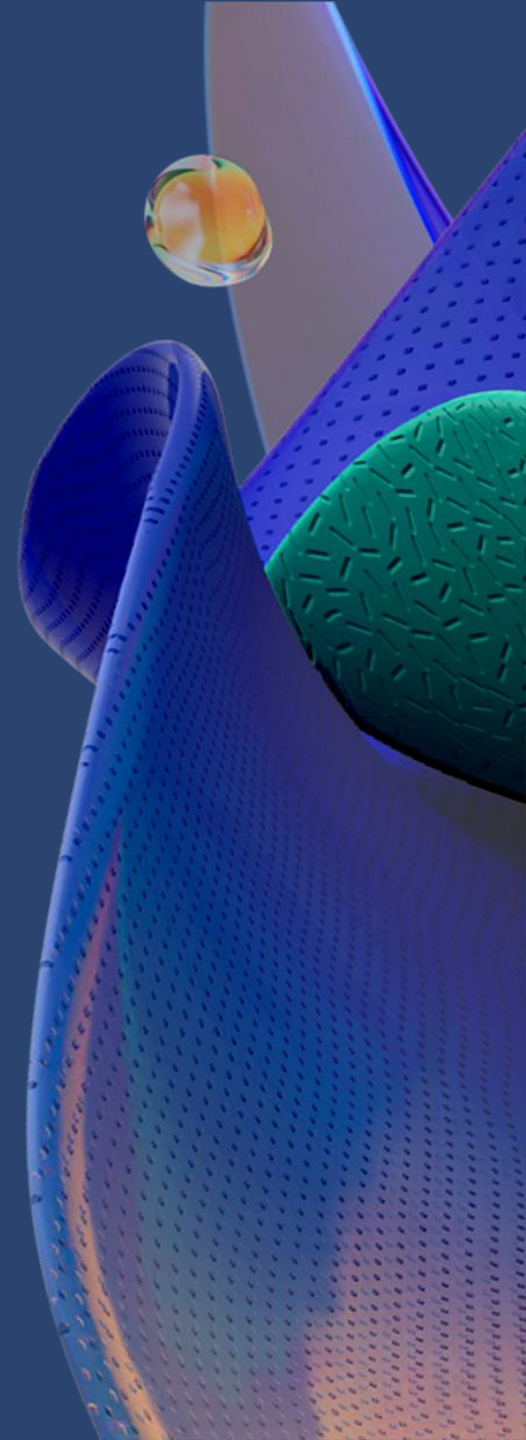
Manish Dixit

Topics

- Microsoft's perspective on Value of AI

- Instruments to measure business value

- Customer examples with their approach to measurement

- Lessons Learned from our collaboration with customers on AI transformation

An introduction to Microsoft's perspective on Copilot value

AI has come to work

90% of users say AI helps save them time

85% of users say it lets them focus on more important work

2024 Work Trend Index Annual Report from Microsoft and LinkedIn: AI at Work Is Here. Now Comes the Hard Part

Classified
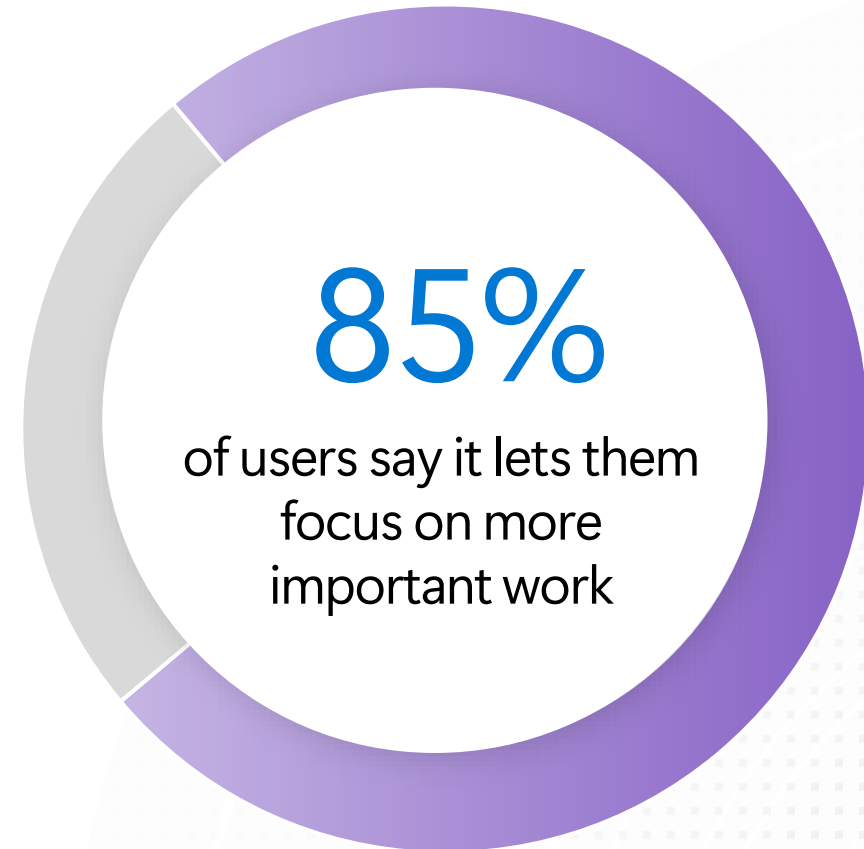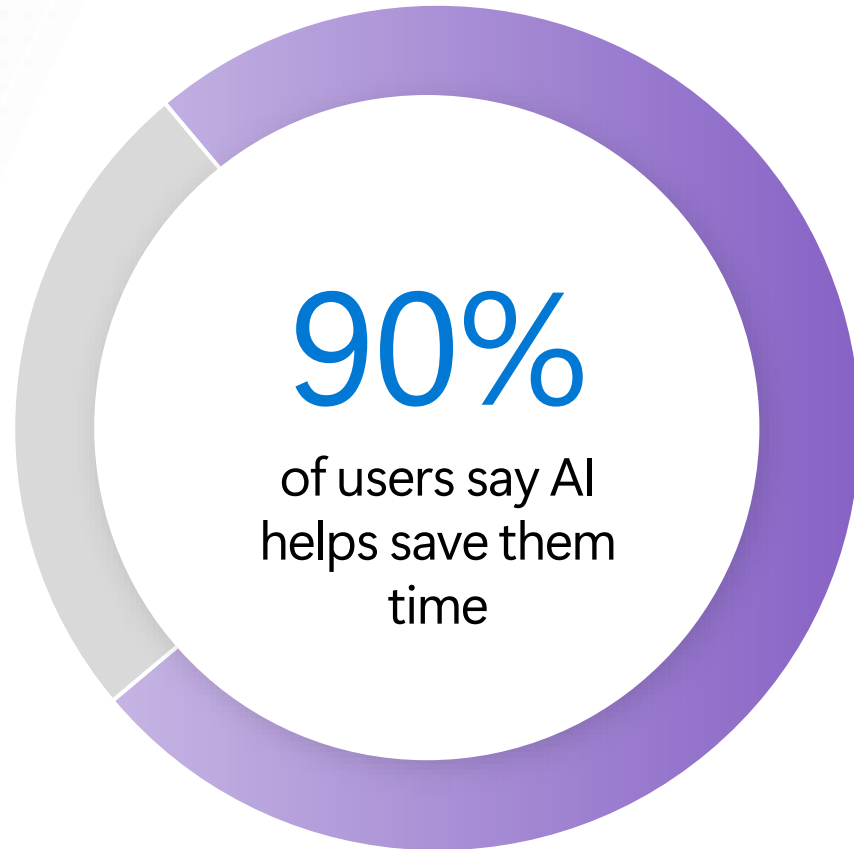
Leaders want real value for AI Investment

42%
of AI Leaders expect to redesign their business processes from the ground up

59%
of leaders worry about quantifying the productivity gains

76%
of professionals want AI skills to remain competitive

Realizing the AI opportunity

Personal productivity

Individual efficiency

Time savings

Increase creativity

+

Business value

Increase revenue

Manage costs

Improve Employee experience

Microsoft 365 Copilot unlocks value and opportunity

Every employee
Universal tasks

+

Customer Service

Sales

Finance

Marketing

HR
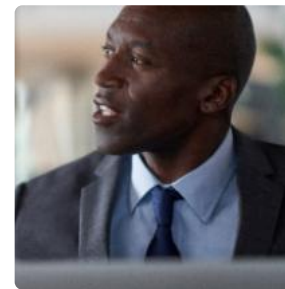
Legal
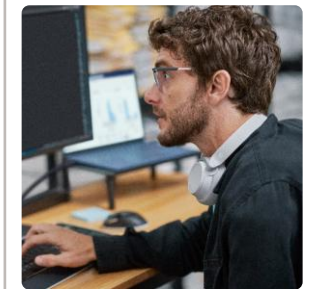
IT

Function-specific tasks

Value realization journey

Phase 1: Usage, Sentiment & Time Savings
- Who is using Copilot?
- How are they using it?
- How much time is being saved?

Phase 2: Time Reinvestment
- How will productivity **gains** (time savings) be reinvested throughout the business?

Phase 3: KPI Measurement
- **How can Copilot begin to re-engineer processes?**
- What KPIs will help us detect if **process improvement is working**?

Phase 4: Business Outcomes
- What downstream impact do we expect to see on the business over time?
- Financial Performance
- Time to Market
- Customer Experience
- Employee Experience

Individual Value

Functional Value

Org Value

Envisioning and measuring business value
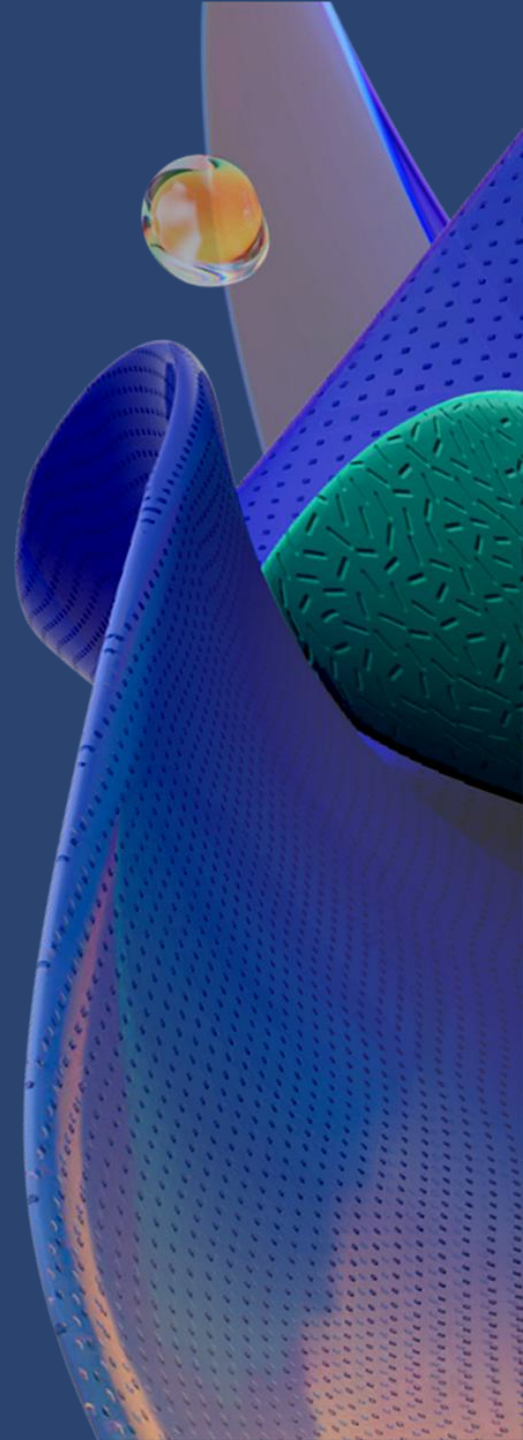
Four stages of building an effective business value story

Define vision and adoption strategy

1

Align generative AI vision to your business strategy

- Clarify your business goals and AI transformation objectives
- Prioritize functions and overall success measures

Choose right mix of tools to measure value

2

Capture the full picture of business value

- Usage
- Surveys
- Interviews
- KPIs
- ROI

Tell the business value story

3

Pull it all together into a business impact narrative

- Key insights from each measurement tool
- Highlight strengths and opportunities
- Connect themes through stories

Inspire action

4

Use insights to drive greater value

- Highlight success stories to drive transformation
- Refine deployment and change management
- Drive opportunities for new use cases and expansion

Stakeholders

Gen AI Program Strategy Lead
Business decision makers
ACM Lead

Business unit leaders
Gen AI Program Strategy Lead

Business decision makers
Gen AI Program Strategy Lead

Gen AI Program Strategy Lead
ACM Lead

Taking a holistic approach to measure business value

What users do Usage	**How users feel** Sentiment	**How users succeed** Interviews	**What's the functional value** KPI Linkage	**What's the org value** Business Case Builder
Telemetry (in Copilot Dashboard)	**User Surveys**	**User/leader interviews**	**KPI Linkage** (in Copilot Analytics)	**Business Case Builder**
Measure Copilot usage across pre-defined groups and the impact it is having on time savings and behaviour change	Understand Copilot user experience and sentiment; surface employee pain points ripe for transformation	Understand productivity pain points and workflows; hear success stories and insights to support change management	Identify KPIs and business outcomes likely to be influenced by functional use cases and understand their relationship	Model ROI, NPV, and payback values from time savings and KPI impact
→ # people using Copilot and actions taken	→ % feeling more productive	→ Examples of specific workflows that can be improved with Copilot	→ Increase in sales leads	→ $ value of time savings based on labor costs
→ changes to meeting behavior	→ % time reallocated from administrative tasks	→ Stories of success from usage	→ Faster legal contract review	→ New revenue generated from KPI impact
→ % increase in focus time	→ % citing improved workflow impact		→ Customer service call times decrease	→ Time to payback investment

Bottom-up, user-driven value inputs

Top-down, business-driven value signals

Consider the benefits and drawbacks of each signal

What users do Usage	How users feel Sentiment	How users succeed Interviews	What's the functional value KPI Linkage	What's the org value Business Case Builder

Telemetry (in Copilot Dashboard)

Benefits
- Centralized, real-time view of Copilot usage
- Measure impact by tracking behavior change over time
- Includes org filters

Considerations
- Does not include sentiment or qualitative feedback
- Does not capture the nuanced ways Copilot affects individual and functional workflows

User Surveys

Benefits
- Quantitative and qualitative feedback about user experience
- Validate and supplement Copilot Dashboard data (e.g., how people are reallocating time)
- Shows trends and evolving needs

Considerations
- Self-reported usage and time savings may vary from actual usage data
- Response rates can vary

User/leader Interviews

Benefits
- In-depth insight into user experience and leaders' goals
- Validate and supplement quantitative methods
- Surface specific use cases and workflows that can be reimagined in the future

Considerations
- Time-consuming
- Limited number of users

KPI Linkage (in Copilot Analytics)

Benefits
- Aligns Copilot value to business objectives
- Measures success of specific scenarios

Considerations
- Copilot impact may only represent correlation, not causation
- KPIs may be impacted by variety of external factors
- Time lag between Copilot usage and KPI

Business Case Builder

Benefits
- Calculates financial ROI
- Can project future value based on modeling

Considerations
- Limited to KPIs that may not have a meaningful relationship with use cases
- Relies on assumptions or projections that may not reflect actual benefits and require fine-tuning

Measuring end-user value and narrowing functional focus at a European energy corporation

Business goals

Secure position as a leader in the energy sector using generative AI; retain and re-train talent amid looming skills shortage

Desired AI outcomes

Measurable impact on **productivity and talent measures** such as quality and creativity; wellbeing; and employee satisfaction and retention

Downstream improvements in employer brand, digital skill adoption, and DE&I

Change approach

Took a **strategic change approach** early, establishing a centre of excellence; dual technical and business adoption champion teams, and a clear executive sponsor

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Drove a **sense of urgency for allocation and usage** of 10,000 licenses by establishing a 'use it or lose it' policy

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Pursued a **diverse set of adoption and measurement activities** to support employees, including scenario discovery, user interviews, and user surveys

Impact

Time savings

35 mins

saved per day per user, as reported through user surveys

Time savings

55 mins

incremental time saved per day per user reported in innovation and new ventures, freeing up time for net-zero project work

Key value lesson

Building **business value activities around business planning cycles** (e.g., steering committee meetings) forces a level of focus, momentum, and decision-making not currently seen across customers

'Personalizing' Copilot at a functional level at a global IT services company

AI ambitions

Become an AI-first organisation and 'customer zero' for their AI-focused go-to-market strategy and services

Business value priorities

Define a path to measure value beyond time savings

'Personalise' Copilot through business use cases targeted toward specific business challenges, functions, and KPIs

Discovery approach

Engaged in interviews with sales, HR, and finance leaders to **understand the appetite and potential for business transformation**

Linked identified use cases to KPIs, prioritising those most important for each function's transformation objectives and **ensuring data are trackable and inherently linked to each use case**

Built business case for further investment to pursue use cases

Impact

Use case customization

~40

Use cases identified, with particular interest in RFP response automation and internal application tracking

KPI identification

14

KPIs identified, such as # of sales opportunities pursued, which we are further quantifying as the use cases are rolled out

Key value lesson

Identifying the **right and motivated business leaders** – those could serve as role models and MVPs for larger transformation – and **preparing for informed and constructive discovery sessions** are keys to this approach

Generating ROI through extensibility at Dow Chemical

Business problem

Current freight costs at Dow are approximately **$X.X billion** and leakage in billing processes leads to an estimated **3-10% in cost overages**

Current approach

Dow has shipments in **151 countries by road, air, sea, and rail**. Types of leakage include overbilling against contracted amount, rate discrepancies and inconsistencies, and duplicate invoice payments. Currently, the process of reconciling discrepancies is **manual with data spread across thousands of PDFs**.

Copilot solution

Agents get all the data into machine readable format. **Agents** read the PDF documents into data values.

Dow team is presented with recommended actions and discrepancy patterns based on automated discrepancy audit process.

Dow team can automatically reject invoices and send back to carriers with detailed description of the issues via email, and systems of record are updated.

Automated process flows can be set for specific shipping lanes, carriers or routes. **Dow team** can explore patterns via **Declarative Agents**.

Impact

Benchmarked annual leakage

$XX-XXXM

Total freight cost overages based on 3-10% industry benchmark

Proof of concept

$XXM

in estimated overbilling, projected from analysis of tank truck shipments in US/Canada*

Projected 3-year savings

$XXXM

in freight cost savings over three years, with scaled savings against estimated leakage**

**Total estimated leakage at 3%: $84M
Year 1, 50% reconciled: $42M
Year 2, 65% reconciled : $55M
Year 3, 85% reconciled : $71M

Full customer story available at https://customers.microsoft.com/en-us/story/1837593617349762065-dow-microsoft-365-copilot-chemicals-and-agrochemicals-en-united-states

Lessons learned from helping customers with their AI Journey

Define and keep revisiting your vision for AI transformation. Organizations that do this are typically quicker to decide where Copilot licenses should go and how they should be used, and it gives them a broader frame for re-imagining business processes with AI & measuring value.

Balance a prescriptive and discovery-driven approach to use case identification, giving functional leaders an opportunity to roll out quick wins that build confidence whilst also giving them a chance to uncover their biggest productivity pain points and build their AI fluency.

Be future-focused with value measures, landing not only the backward-looking data decision-makers want to see, but delivering a clear message on what's next to unlock more value.

Unconference

Unconference

5-10 topics will be put up for voting. Attendees will have option to vote for two topics.

The top topics will then be discussed at three different areas/tables in the room.

Attendees are welcome to join whichever topic is of the most interest to them.

After 20 minutes, we'll break and do it again.

Depending on vote spread we'll decide whether to do top six topics or three topics twice, etc.

Unconference 1

Break

15 minutes to grab a drink and snack

Unconference 2

Event feedback

- Your feedback directly helps us design and host future events.
- Please take a moment to complete the event survey below.
- https://aka.ms/AsiaFPCPowerUpSurvey

Thank you