

FY25 November FastTrack Partner Community Call

EMEA

0:06

Hi, everyone.

0:07

Welcome.

0:07

Thank you so much for joining us today for the FY25 November Fast Track Partner community call for the EMEA region.

0:15

We are very excited to have you here today.

0:19

We have lots of exciting updates for you and a great team here on board to support you with any questions that you might have along the way.

0:29

So let's get started.

0:32

Just a couple of event logistics.

0:35

Feel free to turn on your live captions if you'd like to do so in the Teams app by the More button.

0:42

We are recording this call and the event content, including the recording and the deck will be available on the FPC portal in the blog section.

0:53

So if you'd like to rewatch the session, feel free to head on over to the portal and view that there.

1:00

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

1:04

We'll be answering them along the way.

1:06

And if you've any lingering questions following the event, feel free to post them there as well.

1:15

And for our agenda today, we have a top of mine for the EMEA region with Azure.

1:22

So that will be exciting for you all.

1:25

Then we're going to move into the advanced deployment guides update with Anna Fitzpatrick.

1:30

Lots of things going on in that area.

1:33

And then Chris Shirley will cover the Copilot partner upskilling.

1:38

Then we will move into the fast track partner experience, the FPX and the partner conversation zone.

1:45

Couple other updates in that section as well around referrals and qualifications.

1:51

So we have Christian, Addie and James covering that area.

1:56

And finally, we will end with Julie Martin covering the voice of Fast Track partner.

2:02

Some good stuff going on in the voice of the area.

2:05

So I will now turn it on over if my slides will move there.

2:10

We go to Azure for the EMEA.

2:17

Thank you very much Amy and welcome everybody.

2:21

I'm Sierra Visu, I'm the manager of our EMEA PSMS.

2:27

And first thing that I want to say is a big thank you to all of you for your contribution and

collaboration with partner programming in Fastrack and revealing a bit what we have done in the in the past month.

2:44

So wanted to highlight the first evolution of the of the PSM problem, becoming successor manager to work with you.

2:55

And at the end the focus for the PSNS will be your your success.

3:00

So we are focusing now on building a strategic relationship and ensuring your business development.

3:08

So one of the first thing that they will have started in the past weeks is working with you in building the the success plan for this year.

3:18

How is your successor looks like and we can define the the strategy and the targets that you are expecting to to achieve during this year.

3:29

This is an ongoing conversation that we will have in the in the NASA business reviews with you.

3:35

So we can continue updating this plan, adding additional, additional KP is that we want to to measure, but it is important that we keep this, this, this motion and we continue working on this with with the PSMS.

3:51

And finally copilot related offers, they finally came and in October now we can raise we can registrations for for copilot.

4:01

And this is something that it's we are seeing a lot of traction here.

4:05

So thank you very much focus ideas for the for the rest of for the next month and and the rest of the year.

4:12

So one of the key points here is that we need to understand how to use all the data and use LXP framework in order to identify new opportunities that you can work with, with PSA with your customers.

4:29

We will hear now and are talking about the advanced deployment guides.

4:33

We need to use them and introduce them to our customers and help them how to use them in order to start configuring the different services.

4:45

Another benefit that that you also have available is the our subject matter experts.

4:51

Our experts in in the different products of our suite.

4:56

So please as meet as me request whenever you need it.

5:00

In case you have any doubts when to use them or how to request them, recharge your PSNS and they will help you creating the request focus for this year.

5:12

As you know, it's copilot and security.

5:15

So leverage your resources to continue with this momentum.

5:21

Leverage all the data that you have available in order to create more opportunities.

5:27

And always you will be supported by our PSMS.

5:31

And one thing that is important also is that any feedback that you are getting from your customers about our products, please share them with our PSNS because we have a data connection with engineering and we can we can provide all this feedback and we will work in trying to improve our products as much as possible per the customer needs.

5:57

And finally, working in our enterprise customers, as you know, we have our Faster Architect is important that you can contact them, you you get to know them.

6:08

And because they will help us also identify additional opportunities that we can work also together in this, in this enterprise customers.

6:18

So it's important to get in touch with your Faster architect.

6:21

Again, if you don't know who is the Faster architect they're working in in your account, please contact PSM and they will help and facilitate the connection.

6:32

So these are my main focus ideas for this year.

6:36

And thank you a lot for your collaboration.

6:39

And let's let's go for the for this fiscal year.

6:42

Thank you very much and back to you, Amy.

6:46

Thank you.

6:49

All right, let's move on over to Advanced deployment guides with Anna Fitzpatrick.

6:56

Thanks, Amy.

6:57

Hi, everyone.

6:58

Turn my camera on.

7:02

So my name is Anna Fitzpatrick.

7:03

I'm a product manager within fast Track 4, specifically the M365 core workloads.

7:08

So that includes Exchange, SharePoint, OneDrive, M365 apps, and I'm missing one team score today I wanted to talk to you all specifically about the advanced deployment guides.

7:20

As we all know, they're really great at providing consistent fast track experience and also they're self-serve.

7:28

So it's helping customers to be able to to deploy and enable workloads on their own.

7:34

The goal is that they're simplified guidance and they streamline deployments across all workloads.

7:39

Over the past, I guess fiscal years, core workloads have have kind of gotten a little bit of dust on them as I've said.

7:46

So my effort this past year is to continue to bring highlight to the advanced deployment guides for core because especially because these core guides are foundational to the transformational work that a lot of customers are looking towards, whether that's copilot enablement, experience enablement, These core workloads are are foundational to getting that next step available and next step of deployment possible within their timeline time frame.

8:12

So these guides are ultimately repeatable tool that helps improve the consistency of our our customer experiences.

8:18

We also get a lot of data from customers using these guides and you all using these guides, we're able to see what's the hot topic meaning like within the guide, what is the most clicked links where the most accessed?

8:31

There is always advanced deployment guide.

8:32

How long is a user getting into the guide?

8:35

Are they only making it into the third page?

8:37

Are they only making it to the first page?

8:39

Not able to get into the depth.

8:41

So this is just helpful information that we're actually able to use and use that feedback to improve them and consistently improve them so they they maintain relevancy and consistency across the board.

8:53

If you go to the next slide, Amy.

9:00

So now I just want to talk specifically about some of the updates to the core advanced deployment guides.

9:07

We've made some several updates over the past couple months.

9:10

I want to say it's been about two plus quarters at this point.

9:14

But overall the goal is to improve the user experience, whether that's improving navigation, the overall guide flow.

9:21

We actually took some guides, broke them apart entirely, and repiece them together to make sure that the guide flowed from start to end versus just updating a specific section.

9:31

We're making sure that it's consistent across the board.

9:34

We've optimized some of the deployment steps to make the process overall faster and more efficient as as possible.

9:40

And then additionally, we did add some advanced troubleshooting resources along the way to help quickly resolve common issues that were raised through support cases so that we can minimize those support cases.

9:49

Also keep top of mind on what customers are actually raising help for.

9:55

So we've updated content across the board.

9:57

We've updated references throughout all of these guides that are listed and also made sure that the Learn More links are the most up to date and relevant.

10:07

One significant improvement is that we've actually enhanced the visibility of the guidance.

10:11

Certain parts that were unminimized or were minimized upon entering the guide are actually unminimized by default.

10:18

So that incorporates some of the feedback that we've actually received for a better customer experience overall.

10:24

And that honestly, a lot of these changes are from feedbacks that we've triaged and then taken and kind of looked at across the board and been able to kind of see what what's the biggest impact to addressing the feedback versus kind of alter altering the guide based off of like our perspective.

10:42

So when I say alter the guide, SMEs were actively a part of this process.

10:47

Some of these guides were heavily reviewed with SMEs and myself in the product group.

10:52

And you can see to the right hand side on the on the slide some of the release dates, some as early as April 2024, which is the mail Exchange mail setup guide.

11:01

We follow with the Exchange Online Protection Guide which was released in September and then the team setup guide which updates were released in August.

11:09

So those 3 guides you're actually able to see Live Today, the SharePoint Online setup guide, it has a planned release for December, hopefully end of this month, we're crossing our fingers.

11:19

And then the M365 Apps deployment guide with planned release of early January of 2025.

11:26

So what this means for you all is that you can better deliver even consistent and smooth service to customers.

11:33

And ultimately making sure that these guides are better and easy accessible and and giving the information that you need when you need it is streamlining the process across all the guides and the customer experience.

11:46

The biggest highlight here is actually at the top right.

11:49

I highly encourage you all to join one of the upcoming office hours.

11:53

I think the link is as part of the registration link, if I'm right, Amy, but we're be actually holding the office hours.

12:00

Awesome where SMEs will be joining to actually cover each guide with the updates, what changes were happening, what the updates consisted of And then just walk through the guides, demo the guides, guides live 2 of the guides at the bottom, the SharePoint Online and M365 apps.

12:17

You'll be able to see a preview of what that looks like before it may be releases.

12:20

So you'll, you'll kind of kind of see what the guides will look like as we're working towards that release to be able to meet that December 5th mark.

12:29

So anyways, please sign up, register, we're excited for these upcoming sessions and we look forward to always hearing back from you all, getting feedback throughout that session.

12:39

And also feel free to reach out if you have any questions or have specific feedback.

12:44

And that's all from me.

12:48

Thanks so much, Anna.

12:49

Excited for those office hours coming up soon.

12:54

All right, let's move on over to Chris Shirley for the Copilot partner, right.

13:01

Thanks so much.

13:03

Hey everyone.

13:03

Thank you for joining us today.

13:05

I know it's a a very busy time of year and we appreciate your attention.

13:09

My name is Chris Shirley.

13:10

I'm the GPS partner Skilling lead for Co piloted for modern work.

13:15

That means that I'm responsible for making sure we've got a helpful content available to you through a number of channels that will help you to drive your go to market priorities and Microsoft go to market strategy.

13:26

I cover Copilot all up the think about the connected AI Halo narrative story, and I also cover specifically modern work.

13:34

And so M365 Copilot.

13:37

What I'm going to share with you today and what you see on the screen now is a series of very dense, very meaty slides.

13:44

Please don't try to absorb it all.

13:45

Please don't try to read it all.

13:47

It's far too much.

13:48

The idea here is just that I'm I'm leaving these as take home slides.

13:52

These are for you to reference in the coming weeks and months.

13:55

Every slide that I will show today in my section is clickable.

13:59

So when you look at the slide right now, these are all all these blue tiles are clickable.

14:04

They'll take you where you need to go to register.

14:07

You're also going to see a little bit of repetition, the same slide with different angles and different information on it.

14:13

We're going to start off with the section that's designed around just a full partner ecosystem.

14:18

So we'll talk enterprise for a minute, that we'll talk SMB and we'll talk CSP.

14:23

Then I'm going to shift gears and show you basically the same set of slides, but filtered through the lens of Jumpstart.

14:29

So if you are a Jumpstart partner, that section's going to be highly relevant for you.

14:34

If you are not a Jumpstart partner, apologies, it'll be a little boring.

14:38

You can tune out for just that moment.

14:39

Think of it like a commercial that you're not interested in.

14:42

So let's go to jump in.

14:45

First things first, I'm going to call out if you are a jumpstart partner, don't use this slide.

14:49

I'll talk about why when we get to the jumpstart section.

14:52

But if you take a required jumpstart training and you use this slide to Click to get to the registration page, it will take you to the wrong registration page.

15:00

You will not get credit for the training.

15:03

Click off the jumpstart slide.

15:04

We'll see you later.

15:05

Now for everybody else, this is our left to right suit.

15:10

Tonight's view of Copilot Partner Skilling.

15:14

To the left side we have the three teal columns.

15:16

These are the partner journey.

15:19

You've got the copilot transformation partner playbook, which I'm really proud of.

15:22

It's a wonderful document that runs through a soup to nuts how to think about your copilot transformation.

15:28

And we've also got practice development guidance from our marketing team that is really good, highly technical, a lot of really good change management content in there.

15:36

I get a lot of requests for change management training and change management contents and really good stuff there.

15:43

Moving over, we have certification weeks.

15:46

The only certification relevant for Copilot right now is MS1O2.

15:49

That's what I have listed, but if you click on that tile, it will take you to where you can view all of our certification weeks across every solution area.

15:59

So, So what are they?

16:00

Let me, let me let me back up and tell you what they are.

16:03

Certification weeks are a training series designed to help you pass Microsoft certifications that are tied to partner solutions, partner designations, and advanced specializations.

16:15

We've got them across every solution area.

16:17

So if you are trying to get a little bit more on Microsoft's radar, if you want to get one of those solutions, partners, designations or advanced specs, check out Cert Week.

16:27

Now shifting to the middle AI Halo trainings.

16:30

This is a brand new branch of training that we just launched this year.

16:33

Power Your AI transformation is a sales training focused on the AI Halo narrative and how to have that initial conversation about AI and how to pitch through the lens of the different solution areas.

16:45

Build or buy is a technical conversation around talking to your customers about building or buying a Copilot and then actually walking through technically how to kick off development and implementation.

17:00

Whether you're buying a commercial off the shelf Copilot, whether you're extending through Copilot agents, or whether you're building something from the ground up with Azure AI, shifting over to the sales boot camps, these are pretty straightforward.

17:12

These are your classic sales, sales trainings where we're going to talk about value props, go to market strategies.

17:18

We're going to talk about tools like Business Case Builder.

17:21

We're going to talk about how to go to market with Microsoft.

17:24

We've got a bunch of different lenses here and then to the right technical workshops.

17:29

This is where you can really get into a deeper training of like product specific deeper training.

17:36

So you've got copilot studio to the top left of the technical workshops list here, and you've got M365 copilot to the right.

17:43

These are our 2 core trainings for depth for copilot right now, and it tells the connected extensibility story.

17:51

If you take both of them.

17:52

We've got some showings about coming up really soon actually, which will sadly compete with the office hours you just heard about.

18:01

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

18:07

Now, like I said, we're going to see the same slide over and over again in different forms here.

18:12

This isn't just different colors for fun.

18:14

This is a pivoted view that's going to be a little more helpful if you are selling through CSP and if you're focused a little more on the SMB space.

18:24

So this view breaks down for you.

18:27

Things that are in blue have that solid border around them.

18:31

These are depth sections that are specifically optimized for enterprise.

18:36

If it's that kind of light purple with the the dashes around the edges, that means that it is really kind of an integration of somewhat enterprise focus, somewhat SMB focus with CSP elements included.

18:47

So I labeled that SMB CSP addressable.

18:51

And then we also have the darker purple with the little dotted line, which is truly optimized specifically for SMB and CSP.

18:59

So if you are selling into the SMB space, if you're selling through CSP, this slide's probably a little more useful.

19:05

Again, if you're a jump start partner, hold off.

19:08

Not yet.

19:09

Next slide, please.

19:11

And now we're getting deep in the repetition.

19:13

We're now I'm just showing the same thing again and again and again here.

19:17

These are all the same trainings We just talked about what I like about this view and the reason I included it is because different folks like to have different views that they can pull from.

19:26

What I like about this view is when it shows you the AKA links we've got AKA dot Ms.

19:30

slash partner skilling.

19:31

I'll drop that into the chat here in just a moment and then we've also got to the left the badges that you'll earn.

19:42

We don't have them all loaded in yet.

19:43

We're still getting them built out, but once you take one of our trainings, you get a shiny new badge that you can show on LinkedIn to that's verified by Microsoft to show your customers.

19:53

Hey, I'm an expert.

19:54

I know what I'm doing.

19:56

I'll say it one last time.

19:58

If you are a jump start partner, don't use this view.

20:00

We've got one coming up for you.

20:01

All right, next slide.

20:03

This is the that was sales.

20:05

This view is pre technical, pre sales and project ready.

20:08

Project ready just means technical and Microsoft's current parlance.

20:13

Same thing here, just a long list view.

20:15

I'll call out the 3rd row M365 copilot deployment user enablement.

20:21

That's our core boot camp for M365 copilot.

20:25

I'll call out the 5th row copilot studio.

20:28

Both have December 3 to 5 showings coming up.

20:31

We've got brand new refresh content for M365 copilot.

20:34

I'm super excited about it.

20:36

Come check it out for copilot Studio.

20:38

We'll be refreshing the content in January or February.

20:42

All right, next slide Now this is the one slide that's truly applicable to everybody, whether you're jump start or not.

20:49

All these links are good.

20:51

This is our in person event series.

20:53

The top row.

20:53

We've got our AI training days.

20:56

These are really big events, like 1015 hundred attendees.

21:01

I went to the one that's Apollo.

21:02

That was amazing, really good energy.

21:04

Everyone's super excited to be there.

21:06

We have 12 events scheduled globally around the world, six that we are wrapping up now and six that will be coming in the next six months.

21:14

I'll have those dates published out pretty soon.

21:16

You'll be able to see them.

21:17

So hopefully I'll be back in January or February.

21:19

You don't get to hear about it, but if you check that link, I've got MSAI partnertrainingday.com.

21:26

It'll show you a handful of the ones that are already up and running for registration.

21:29

Those slots will like fill quickly.

21:32

The space is limited.

21:33

So if you want to come and attend one of the the big training days, get registered early, they'll fill up.

21:40

So the Microsoft AI Partner Training Day is a huge event that has four different learning tracks.

21:46

You can learn about Copilot on a sales track, you can learn about Copilot on a technical track, you can learn about Azure AI technical track, or you can check out our brand new legal track that's focused on the complex, complicated and changing legal landscape around AI.

22:05

Moving down roads 2-3 and four.

22:07

These are our single day, much smaller copilot extensibility technical workshops, other typically capped about 50 or 70 people per training depending on the venue.

22:18

And they're all over the world.

22:19

We, we will have run about 10 or 12.

22:22

This half will be running 11:50, 11-13, something like that.

22:26

Next half, we'll get those dates registered pretty soon.

22:29

But if you see any upcoming ones you want to join, check and see if there's any space that they're not awful, you can get in there.

22:34

And it will be a deep dive just on copilot extensibility.

22:39

All right, next slide.

22:41

Now the much promised, much alluded to jumpstart section.

22:45

So for jumpstart folks, hopefully this is a slide you've seen many times.

22:52

Hopefully you are kind of sick of hearing my my voice and seeing my face.

22:58

And I'm dropping all these links in the chat by the way.

23:01

So if you are a jumpstart partner and you want to get to ready tier or you have and want to retain ready tier, there is a skilling requirement.

23:08

That's what's shown here.

23:09

DW 100, that's our Co piloted business value boot Camp.

23:13

That must be that must be taken by two people from an organization for each country in which you're selling.

23:21

And if you have ready tier now you have to get that piece done by the end of the year.

23:26

December 17th is the last week we will have deliveries.

23:29

So we'll be hunting people down from ready to who haven't met this or other requirements by the end of the calendar year.

23:36

If that happens, don't panic.

23:38

You can pop right back up once you complete the requirements in H2.

23:43

If you are attaining ready to for the first time, then you also need to take one of these technical trainings.

23:47

We have two options.

23:49

DW1O1DW1O2.

23:51

These are the same trainings I was just talking about on the two slides ago.

23:55

This is the M365 depth copilot studio depth.

23:58

We have a lot of deliveries up.

24:00

There is an ongoing issue with folks not being able to see these deliveries in the tool.

24:05

I just got an update from engineering this morning.

24:06

I'll put a I'll put a post in a response in the Jumpstart channel.

24:10

Basically it's a problem with the search tool.

24:12

You can still get there if you go to like manual links.

24:15

I'm just going to have to publish a huge Bank of links with all the the deliveries.

24:19

So apologies for that.

24:20

Check out the jump start channel to get those details.

24:24

I mentioned that you need to, you can't click the links from the previous slides.

24:28

They will take you to partner skilling hub, AKA dot Ms.

24:31

slash partner skilling.

24:32

That's our one too many virtual broadcasts.

24:34

We can't track or manage who's in there in the same way.

24:37

So we can't give you credit and jump start.

24:39

On the flip side, if you follow these links, AKA dot MS/DW101 DW 102, it will take you in through ESI and we will of course give you credit.

24:48

So please, if you're a jump start partner, use these links.

24:51

Go ahead and jump to the next slide for me.

24:56

Now we're getting heavy into the repetition.

24:58

This is what you've already seen.

25:00

The really important thing to call out here are these yellow stars, the four of them on the top right section of the trainings.

25:07

These are the trainings that you have to take through ESI.

25:09

So if you use the first slide, you'll go to the wrong place.

25:12

If you use this slide, click on that start.

25:14

It'll take you to where you can go and search specifically for the deliveries of that particular training in ESI with the caveat that some of the for some people to search isn't showing right.

25:25

So you'll have to use the manual links that I'll drop in the Jumpstart channel.

25:29

It's a whole big run around, so apologies for the frustration there.

25:33

I'll also call out, we have recommended trainings listed on this page.

25:36

Anything with that little purple sun is a, a training that I highly recommend you attend.

25:41

It's not required for Jumpstart, but it's really valuable information.

25:45

The two that are circled with the purple are the highest priority out of them.

25:50

All right, next slide.

25:51

We're almost there.

25:55

Same view just for jumpstart partners.

25:58

Next slide, same view just for jumpstart partners.

26:04

Again, I'll call out that the link is different, AKA dot MS/DW1O1.

26:09

All right, that's all I've got.

26:11

I don't think we have time to to take questions out loud, so I will hand it out to the next presenter, but I'll be in the chat.

26:17

Answer any questions that you have one last time.

26:21

Thank you so much for for joining us.

26:23

We really appreciate your time and your attention and I hope that this has been useful for you.

26:27

Have a great day everybody.

26:32

I love it.

26:32

Look at the applause, Chris.

26:36

Awesome.

26:36

Thank you so much.

26:40

All right, now, we will move on to the FPX Fast Track Partner Center experience.

26:46

We have James Pickering covering that for Christian Mayer.

26:50

Then we'll also have some referral updates with Abby, and then we'll pass it back to James for the partner conversation zone and the Fast Track partner qualifications.

27:03

So a lot of updates in one section.

27:05

Here we go.

27:07

Great.

27:08

Thank you, Amy.

27:09

Hi, everyone.

27:09

Yes, as Amy mentioned, I'll be covering Christian's section today.

27:14

And for those of you who don't know me, I'm James Pickering and I look after readiness, communication, documentation and events for the fast track partner community.

27:21

And so I'm standing in for Christian's section.

27:23

So just to set the expectations, do put questions into the chat and we will answer the questions that we can, but if there are some that we need to take away to Christian, we will and then we'll come back with the answers in the chat to this meeting.

27:38

So if you ask a question and it's not answered now, keep an eye out on this chat for the coming days for a response.

27:46

So first, we're going to kick things off with a quick video to give you a sneak preview of the upcoming release and then walk you through bits of the road map.

27:55

And then I'm, as mentioned, I'll hand over to Addy to talk about referrals and I'll come back to talk about partner conversation Zone and our new FPC qualifications.

28:06

So with that, Amy, if we can roll the video, sure.

28:15

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

28:18

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

28:23

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.

28:35

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

28:40

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

28:47

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.

29:04

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.

29:17

With FPX, you'll have fast and easy access to detailed customer insights and usage data.

29:23

Extensive growth and upsell propensity data to encourage Copilot and Microsoft 365 adoption.

29:30

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

29:39

Workload, utilization and whitespace.

29:41

Licensing profiles and renewals, customer segments and regional distribution, all to make Microsoft 365 E 3 to E5 upsell easier.

29:51

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

29:58

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

30:06

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

30:13

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.

30:26

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.

30:40

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.

30:51

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.

31:05

Thank you for your partnership.

31:07

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

31:11

Stay tuned for more updates.

31:17

Great.

31:18

So we hope you enjoyed that little preview of the release that Christine and team have been hard to work on in the last few months.

31:24

They're at the midpoint of development and so hope to have it coming out in the upcoming months given holidays etcetera.

31:32

We're talking probably towards the January time frame, although things are still fluid, so keep an eye out.

31:39

So moving forward to this slide, there's a lot of work been going on as you'll see in the video.

31:46

We've been busy evolving our land and expand based upstate 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.

32:00

Additionally, we're bringing you copilot insights and opportunities as well with detailed usage data, licensing and growth opportunities.

32:07

And we saw a quick sneak peek of that of the UX and charts in the video.

32:12

Further, we're leveraging the power of Ms.

32:14

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

32:18

What does that mean?

32:19

This allows your organization to surface the data to your solution, sellers, delivery teams, and other stakeholders directly within their workspace, whether it's your CRM or ERP system, bypassing the need for manual data sharing files back and forth, things like that.

32:35

We're also working hard on the new referrals experience data and improvements, and Daddy will get into this a bit more in a minute.

32:43

Further, we're exploring ways on how to leverage other customer associations beyond Seaport.

32:47

So to bring the richness, richness of data offered in FPX to customers you work with as CSP or via an EA or maybe have delivered as MCI, where as part of a new referral.

32:59

There's quite a bit of gating around privacy and compliance here.

33:01

So it's taking a bit of time to get things done, but rest assured it's a top priority for Christian.

33:07

And finally, copilot, we want to bring the power of copilot to you in Partner Centre so you can use it to find needed data and opportunities and the vast amount of new data will bring to you right there within FPX.

33:20

So stay tuned for those release announcement announcements.

33:23

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 drop the link to that in the chat.

33:33

And if you have developers ready to pick up integration with our API, stay tuned for the pilot announcement.

33:38

We plan to launch that in early January.

33:41

And the easiest way to join it is through the early Doctor program as well.

33:44

So we'll put that link for you to have.

33:48

And lastly, thank you all for your partnership.

33:50

And now I'm going to hand over to Addy to talk about referrals.

33:58

Thank you, James, everyone.

34:00

My name is Adi.

34:01

I'm a product manager in the partner experience product team.

34:04

So I work with Christian and Sakshi, who you may have seen in previous calls.

34:10

I cover data strategy and measurability.

34:12

And so I've generally work on a lot of the the back end data and the models required to build the experiences you just saw in that video.

34:21

However, today I'm going to talk about the referrals partner experience revamp.

34:26

And so you know, we've, we've heard your feedback.

34:29

We understand that today the referrals partner experience doesn't always give actionable data about the referral that makes it easy for partners to action and, and to make make an impact.

34:43

So really they're kind of two pain points that are being addressed in the in the partner experience.

34:50

Referral is first information today is kind of scattered and, and insufficient.

34:57

And so we want to make that easier in terms of the UI, so you don't have to go to, you know, various different places to gather information about a referral.

35:06

And then secondly, the feedback loops on referral quality today are pretty minimal.

35:12

You know, our team, we really lack visibility beyond if a referral has been accepted by a partner.

35:19

And you know ideally we want to know how those referrals end up, especially following on the initial ask of the referral because then that gives our engine information to know what is a high quality referral versus not and then therefore provide you with better quality referrals in the future.

35:38

So I'll go into each of these two points in a little bit more detail.

35:41

But first, in the next slide, I just want to do a quick plug for our early adopter program.

35:47

So some of you may have already joined this, but for those who haven't, please, there'll be a form shared in the chat to join the early adopter program.

35:58

And what we can do with this is if you've joined, we could, we would reach out and get feedback on the referrals experience revamp.

36:07

So this would be great for us to get feedback and make sure we build the right experience for you all.

36:15

So with that out of the way, we can move to the next slide.

36:20

So yeah, so the two points again, first is better data to action on a referral.

36:25

And so that's what this slide covers.

36:27

So this is just currently what we're thinking about improving in terms of this experience.

36:33

So one piece of data that we're really trying to incorporate is the referral source and the referral type.

36:41

So today you just get a referral and you're not really sure, hey, was this referral filled in by the customer or is this customer LED or is this Microsoft LED?

36:51

As you know, we we have webinars etcetera where we actually invite customers and then generate referrals through that.

36:58

So this will provide that difference.

37:02

And then the second is referral type.

37:03

Is this a fast track benefit referral or not?

37:06

Many of you have asked for this information as well.

37:09

And so we'll be bringing it into the new UI.

37:13

The next is product user insights.

37:14

This isn't new, but this is just pointing out some of the elements you also saw in that video, which is we're trying to expand the usage data that you can get for the customers you see.

37:27

So today you know Seaport is the only association we have privacy and legal go ahead to share this data, but we're really working to trying to expand that so you can actually see more than just the Seaport.

37:41

And then also there's more than just usage information.

37:43

We're trying to get additional data points like renewal date, licensing, etcetera.

37:50

Then on the 3rd is the incentive and program eligibility.

37:53

This is again mentioned in the previous video, but one of the key aspects that we're working on is trying to get MCI engagement eligibility.

38:02

And so take all, take the combine the data that we have with you know what workshops you are eligible for and then what what workshops and programs and engagements customers are eligible for.

38:13

And then kind of combine those two and share that in, in the UI so you know exactly which tenants are eligible for which engagements.

38:24

The third is contact.

38:26

So we've received feedback that today the contacts are a little bit confusing.

38:30

So we're working to segregate both the customer and Microsoft contacts.

38:35

And then lastly, in terms of collaboration, we're trying to have better structured notes.

38:38

So these can be explicit notes that you know, the the field has shared.

38:45

And then there's also implicit notes that we can get from the data.

38:50

So again, if there's anything in here that you have questions on or if there's additional items you would like to see that will help you better action on a referral, please put it in the chat.

39:02

I'm sorry.

39:03

One more thing I did want to mention is on the contacts.

39:05

One of the things we're trying to work on is where possible, if there's a particular contact that we think is the best person to reach out to for the referral, we're trying to make that clear as well in the UI.

39:16

So that way you have a, a direct point of contact to know, OK, this is the person I need to reach out to, to move this referral forward.

39:26

Awesome.

39:27

So we can move on to the next slide.

39:29

So again, as we said, the second piece that we're really trying to focus on, on this referral revamp is streamlining feedback loops.

39:38

So this this slide is just to show kind of the overall timeline for a typical referral.

39:45

Now today we, you know, we understand when we've sent a referral and you know, within two days, you know, partners, you partners have to either accept or decline the referral.

39:56

Now what we're trying to introduce is also the kickoff stage.

40:01

So this is something that we would want you to update once at least every month for up to three months until the kickoff is complete.

40:11

And this really helps us understand, hey, has the referral gotten underway?

40:16

And why this is super important for us is again, this tells us if the referral is a good quality referral or not, you know, because again, without this data, we have to often wait for many months later.

40:28

Hey, has the customer gained usage or has there been possibly a seaport claim made for us to know if the referral has been a success?

40:37

So we really think this intermediary stage is going to really help help us provide better quality referrals to you.

40:44

And then lastly, their service engagement.

40:46

This is not a, a required field.

40:49

However, we, this is really, really helpful for us.

40:52

So if we know that, you know, there's a particular referral that had, you know, value added services sold and you know, really helped what was a good lead for, for the partner for, for you.

41:05

So then that'll help us again improve our referral matching engine to ensure that those types of referrals are routed to you again.

41:15

So that is it.

41:16

In terms of the referral revamp, this is still as you saw in that road map slide that James presented, you know, this is still in the relatively early stages.

41:27

So again, please join the early adopter program and so we can get more feedback and hopefully you will see this in FPX soon.

41:36

Thanks so much, Addie.

41:37

Just have a few polls we want to launch around what Addie just covered.

41:43

1st, is it feasible for you to share these data points for referrals, yes or no?

41:49

We'd really appreciate to hear your insight on that.

41:53

And then another poll we have for you.

41:57

We'd really appreciate you taking a moment.

42:00

How would you name a referral initiated by a customer seeking deployment or adoption help?

42:06

There's some options or none of the above.

42:09

And then we have one more if you don't mind providing some feedback here as well.

42:21

How would you name a referral where Microsoft identifies customers needing deployment or adoption support?

42:28

So any insight you have there would be super helpful for our team.

42:32

You can give a little context to some of the polls.

42:35

So, yeah, yeah, just the first, the first question which was on is this feasible?

42:41

Again, we're talking about the slide right here.

42:43

So just the the information on this slide.

42:47

And then the third, the third poll, which is how would you name a referral where Microsoft identifies.

42:52

So this is the, this is the what I was talking about with the webinars.

42:56

So sometimes the referrals more Microsoft LED.

42:59

So again, we just want to make sure that if we have a good naming convention here, so when we build this experience that it's very clear what the source of referral is versus say, for example, a customer filing a request for assistant directly on our, you know, admin center, for example.

43:16

So hopefully that helps give you an idea of what we're asking for.

43:22

Yeah, Thanks, Audie.

43:22

Appreciate that.

43:25

All right, now we will move on over to the partner conversation zone with James Pickering.

43:32

Hi, everyone, me again.

43:33

So now I'm just going to be talking to you about the Partner Conversation zone, which is already there and out there in the portal and then our FPC qualifications which are coming in the next month or so.

43:45

So for the Partner Conversation Zone, we softly launched that in October.

43:51

And this is a space for you, the partners, to collaborate with each other within the FPC portal.

43:57

So it gives you the ability to subscribe and unsubscribe to Fred's threads.

44:00

So you're only getting updates on the content you want and you're interested in.

44:06

And this is a space for you to engage with each other and can be about anything community related.

44:11

The space is we're likely moderating it, Our program teams are likely moderating it.

44:16

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

44:19

But generally we're looking for you as partners to lead that conversation in there, in that conversation zone.

44:24

So really call to action here is to actually just go and have a look at it and to start a thread or comment on an existing one and start engaging there within the FPC portal.

44:36

Speaking of the SPC portal functionality, that's also going to be coming down the track.

44:40

We're going to be increasing awareness around the activity in the portal, such as idea submissions, changes in their status and related comment threads.

44:50

Also blog notifications will at some point start to come from the FPC portal versus Viva Engage as we're kind of trying to move to centralise all the activity of the fast track partner community within the one platform so that everything you need is in that one space.

45:08

And then Amy, if we go on to the next slide coming soon, our FPC qualifications.

45:16

So this is a refreshed and reimagined version of our previous qualifications that I know some of you have taken.

45:21

It's going to be managed via our new learning management system reach 360.

45:27

And these qualifications will allow you to fully understand all that comes with being a member of the fast Track partner community and how you can get the most out of it, both for yourself and your customers.

45:36

So just a high level slide there to give you an idea to tee off the the kind of the excitement and sort of being awareness that it's coming.

45:45

Do keep an eye on all our communication channels.

45:47

So via the blog and still we re engage and also our other communications channels.

45:51

We'll have more information coming, but fast track partner community qualifications will be coming in the next month or so.

45:58

So keep an eye out for that.

46:01

Over to you, Amy.

46:03

Awesome.

46:03

Thank you very much for those updates, James.

46:07

I will now pass it over to Julie Martin for the Voice of Fast Track Partner Update.

46:13

Thanks, Amy.

46:15

Hey, everyone, great to be with you.

46:17

We can go to the next slide.

46:20

We wanted to start off by sharing a bit of information from the survey that many of you responded to.

46:26

This was our first half of the year H1 survey and we'll be revisiting this again at the end of our fiscal year.

46:36

But we had a great response rate and we it's, it's I think we had more responses than we've had in the last two years.

46:43

So really appreciate everyone who took time to respond to that survey about your satisfaction with the program.

46:50

So we wanted to share just some top line results here and we will certainly be getting back to you with more in depth analysis and what we're hearing from you and what we plan to do to address concerns, ideas in our program.

47:05

So you'll see on the left there are some tracking metrics around satisfaction.

47:10

Overall satisfaction has increased slightly.

47:14

Our target is to get to an overall satisfaction of 80.

47:18

So we're on our way.

47:20

Net Promoter score, this is measuring how likely you are to recommend this program to other partners.

47:27

Had a slight drop off there.

47:29

So that's something we'll be looking at.

47:31

And then engagement score is sort of level of difficulty of participating in the program and we want a lower number, meaning it's really easy to operate within our program and that that's the slight improvement in terms of a lower number.

47:46

So you'll see on the right hand side are the various aspects of the program and level of satisfaction, some interesting trends there that we'll be diving into later.

48:00

So we'll leave it there for now.

48:03

But again, thank you for responding.

48:07

I can go to the next slide.

48:11

We wanted to let you know about a couple of feedback items that you all have shared that have been implemented recently.

48:19

And it's just always nice to know when you or other partners have submitted ideas to our forum or other methods of kind of letting us know your ideas.

48:29

These both were actually I think one of these might have sort of wound its way through support, but the other one was from the ideas portal.

48:38

The first one is the voucher redemption report.

48:42

The you can see the quote there from the partners asking about making it easier to reconcile payments for vouchers and the suggestion to add a column with the customer tenant ID.

48:56

And so that was implemented and you can see it live now.

49:01

The second one is around the advanced deployment guides and allowing for tracking features.

49:09

So start date and date assignment.

49:12

And I actually just got some additional notes this morning about the ability to e-mail these assignments within the organization, the customer admin.

49:22

So it's really great idea there and and it has recently been implemented.

49:27

So thank you again for submitting ideas and just exciting to see when these come to life.

49:36

We can move on to the next slide and of course we have a number of ideas active on our ideas forum on the portal.

49:46

These are two that we wanted to call out.

49:49

The first was around the the dashboard opportunity dashboard to see a different partner types and association.

49:59

So for transactional partners.

50:01

So that's an open idea.

50:03

Again, a lot of times these are great ideas, but the product owner internally needs to identify how important this is to our partner community, what type of impact it'll make.

50:13

So we're looking for your votes and for your comments on why this would make an impact for you.

50:20

The second one there is allowing partners to edit endorsements and there are times where you know we're automatically assigning a endorsements based on specializations or other criteria.

50:35

There are times especially for partners which with that have multiple locations, where a particular location is not able to service a particular workload or set of workloads.

50:46

This would allow a partner to kind of customize what they, what endorsements are registered in our system.

50:54

So if that is something that is important to you, again, we'd encourage you to vote on that.

50:58

I can drop these links in, in a moment and vote and comment on these ideas.

51:04

We are listening and the the link is there to the overall ideas forum so you can look through other ideas and submit so we can go to the next slide.

51:17

Wanted to let you know about a couple of open items.

51:22

One of them is a customer survey pilot.

51:25

Again, this is actually an idea that came from a partner.

51:31

The idea to provide you with a link to a survey that is a custom link that is attached to your organization that you could share with your customers.

51:41

And your customers would be able to give feedback about their experience through the fast track engagement.

51:48

And we would then be able to share consolidated anonymized feedback with you.

51:55

So we are piloting this effort.

51:58

We've put a call out to volunteers to our volunteer network.

52:02

We still have some space available.

52:04

So if this is interesting to you, we would love to hear from you.

52:06

We have a e-mail there and I think in a moment we're going to put up a poll.

52:10

So if you register to that poll, we'll reach out to you and include you in this pilot.

52:16

And essentially this would you don't run through that system, right, would provide you the link, you'd send it to the customers and we'd complete that effort idea forum notifications.

52:29

So really excited to announce this.

52:31

Yeah, thank you, Amy.

52:32

This poll, this question is up about participating in that pilot.

52:39

The ideas forum historically has not had any e-mail notifications and so this is now live.

52:46

Meaning when you submit an idea or comment an idea, you're, you're essentially registered to receive any updates.

52:54

So if the status changes, an idea is is kind of closed out and completed, you would get notified of that.

53:00

So we're really excited.

53:01

This is going to make it much easier to to track ideas when you've submitted them and see their journey through our system.

53:14

So I think that, yeah, there's?

53:16

Referrals and we'll leave that to that team.

53:19

I think that's all we have.

53:20

But thank you again.

53:22

And yeah, I'll look forward to talking to you soon.

53:25

Thanks for filling out that poll.

53:28

Thank you so much, Julie.

53:34

All right, event feedback time.

53:36

We'd love to hear any thoughts you might have on how we did today.

53:40

We really value partner feedback, as you hopefully know.

53:43

So please enter any thoughts or comments, good or bad.

53:48

We really take it in and use it for future events and other areas.

53:54

And thank you all so much for joining us.

53:56

If any presenters wanted to address any questions from the chat in this last minute, feel free.

54:04

If not, we will give you all a few minutes back.

54:11

Anything come up that you want to address to the group?

54:24

All right.

54:26

Well, thank you again for joining us.

54:28

We will see you next time.

54:30

And if you have a moment, just fill out our feedback form that I placed in the chat.

54:35

We'd appreciate it a ton and we hope you have an amazing rest of your day or evening, wherever you are.

54:43

We will see you all very soon.

54:45

Thank you.