

# Making ASPX real: Partner showcase

April 28, 2026

# Event logistics

- **Captions:** Go to **More** in Teams for live captions and select **Language and speech and then Turn on live captions**. In the bottom right of Teams, select **Settings, Caption language**, then choose preferred language.
- **Materials:** Event content and recording will be made available on the FPC Portal a few days after the event has concluded.
- **Questions:** Please post your questions in the meeting chat throughout the presentation and feel free to come off mute during Q&A.

# Agenda [Americas/EMEA]

Topic	Presenter	Time (minutes)
Welcome	Amy Jarosky	2
Partner showcase #1: Reply	Malissa Salzinger, Margaret Hahn	15 minutes
Partner showcase #2: Softcat	Daniel Fisher	15 minutes
Partner showcase #3: Bytes	Nathan Miller	15 minutes
Q&A	All	13 minutes

# Partner showcase #1: Reply

Malissa Salzinger  
Margaret Hahn

# WHO WE ARE



17,000+  
PEOPLE



50+  
OFFICES



300+  
COMPANIES &  
SPECIALITIES

## Reply is a network with unmatched expertise in various specialties

- We are not a monolith, rather a **well-coordinated network** of entities specializing in consulting and system integration services
- Our key purpose is to **be agile and innovative**, in order to stay **close** to our customers, people and build best-in-class technology solutions.

### Kochi



Naresh Koka

Microsoft Alliance  
Lead Americas



Margaret Hahn

Partner



Malissa Salzinger

Account Executive



# Microsoft PARTNER

## Programs & Expertise

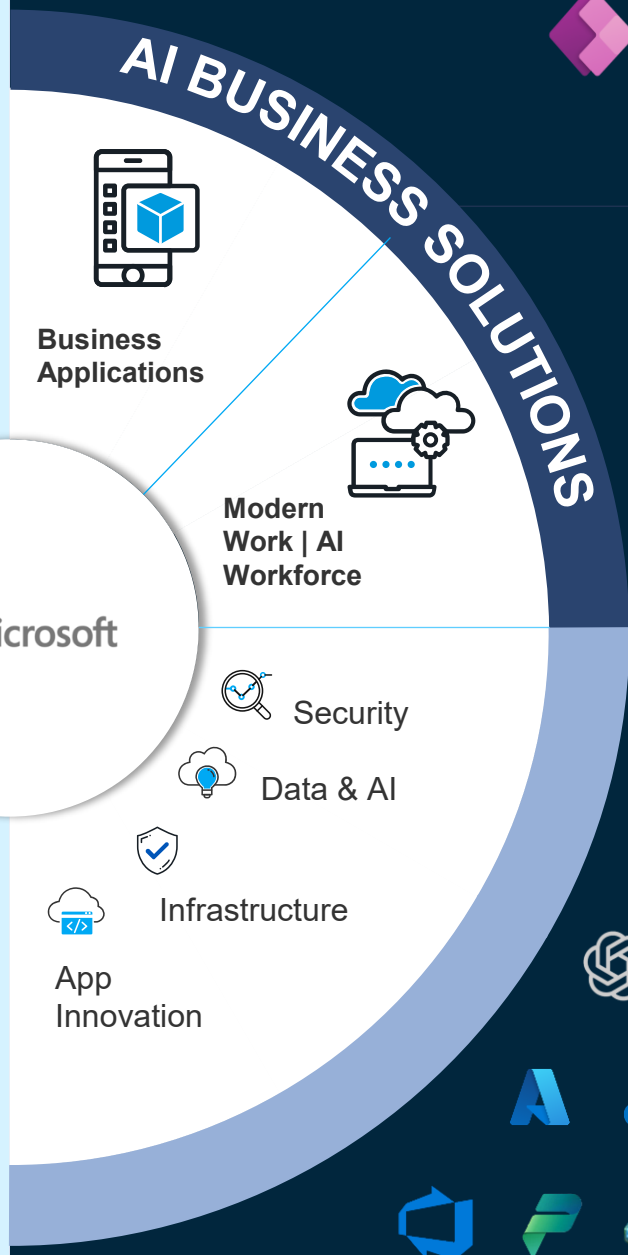
- Global System Integrator Partner
- Recognized Cloud Solutions Partner across all 6 workloads
- **3,000+** Microsoft Professionals

## Partner programs:

- Multi-Region FastTrack Ready
- Azure Expert MSP
- AI Specialized Partner
- Azure Accelerate
- Copilot & Agents at Work Prioritized
- Security Elite Partner
- Secure AI Productivity Jumpstart
- Cloud and AI Endpoints Jumpstart
- ECIF-enabled

Microsoft  
2025 Partner of the Year

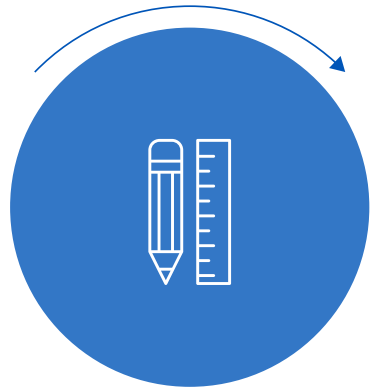
Winner  
Inclusion Changemaker Award



# OUR DELIVERY MODEL: FROM INSIGHT TO EXPANSION



## ENVISION & ALIGN



### DEFINE WHERE COPILOT CREATES VALUE AND HOW SUCCESS IS MEASURED

- Align to Microsoft Acquire, Monetize, Grow framework
- Establish customer maturity, outcomes, and adoption goals
- Position Copilot + Security as a connected value story, not point deployments

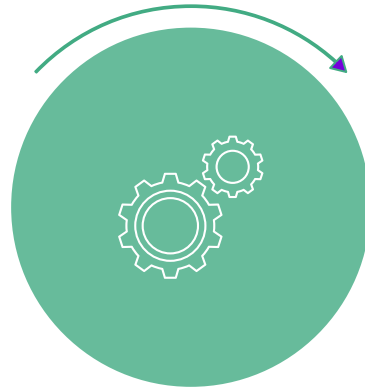
## TARGET WITH INTELLIGENCE



### FOCUS ON THE RIGHT ACCOUNTS WITH THE RIGHT SIGNALS

- Use ASPX to identify license ownership + adoption gaps
- Prioritize MCI-eligible tenants with Copilot and Security whitespace
- Cross-reference SKUs (E3/E5, MIP P1/P2) and usage metrics

## DELIVER WITH PRECISION



### EXECUTE THE RIGHT ENGAGEMENT, SCOPED TO WHITESPACE

- Copilot workshops, deployment accelerators, and usage coaching
- T-shirt sizing (XS-L) based on seat count and usage maturity
- Workshop scope intentionally matched to whitespace opportunity

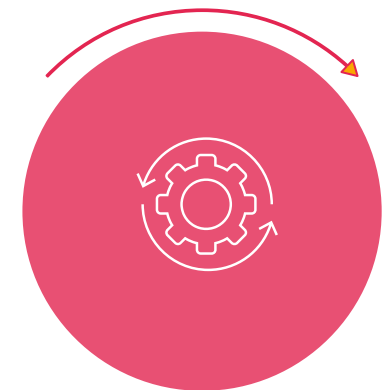
## OPERATIONALIZE & TRACK



### TURN DELIVERY INTO A REPEATABLE, INSPECTABLE MOTION

- Five-minute ASPX snapshot before every account team call
- Track MCI eligibility, pipeline stage, and workload progression
- Clear stage flow: Target → Field → Customer → Offer → Close

## EXPAND & SCALE



### CONVERT DELIVERY INTO THE NEXT PIPELINE MOTION

- Built-in cross-sell motions:
  - Copilot → Security (governance & readiness)
  - Security → Copilot (seat and usage expansion)
- Bundle offers instead of isolated outreach
- Feed results back into ASPX-driven campaigns

Envision → Target → Deliver → Track → Expand

A repeatable ASPX-driven execution model for Copilot and Security growth.

# Partner showcase #2: Softcat

Daniel Fisher

# ASPX & Agent

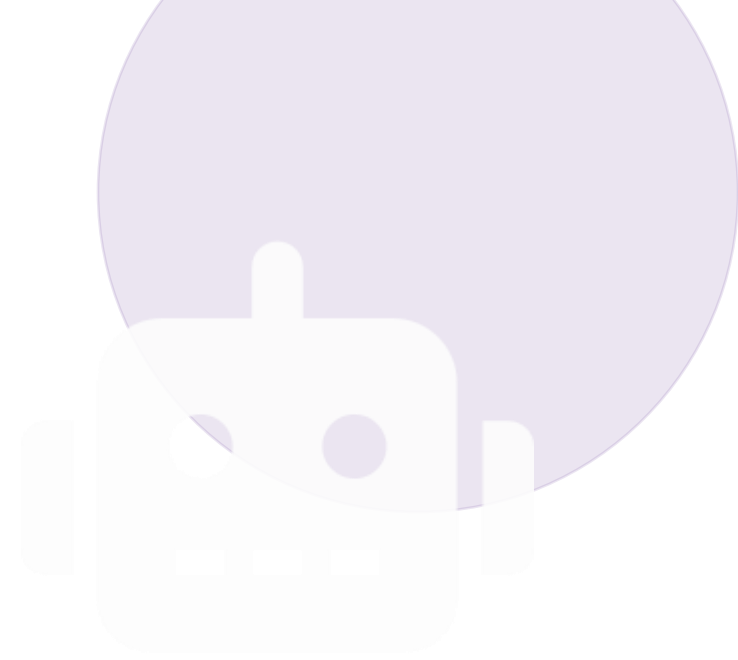
Transforming CSM Outreach  
with Microsoft Copilot Studio

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Daniel Fisher

Microsoft Customer Success · April 2026

SOFTCAT



# The Situation



## Static Excel Dataset

All usage health data manually compiled from Partner Centre into a single spreadsheet, with account managers and contacts assigned by hand.



## Manual Email Outreach

Each customer outreach email required cross-referencing Partner Centre individually, then crafting a tailored message using a Copilot 365 prompt.



## ~20 Minutes Per Customer

The time cost per outreach was significant, limiting how many accounts the team could proactively contact each week.

## How It Worked

- 1 Pull data from Partner Centre
- 2 Update Excel sheet manually
- 3 Assign AMs from CRM
- 4 Craft prompt in Copilot 365
- 5 Send personalised outreach

# The Problem

*The manual process was not scalable for the size of the CSM team and customer base.*



## Time Consuming

~20 minutes per customer outreach, requiring live cross-referencing between the static Excel sheet and Partner Centre each time.



## Static & Hard to Update

Adding new data sets meant replicating the entire document and re-assigning account managers from the CRM from scratch.



## No Room to Scale

At the team's current size and customer base, the cost-to-productivity ratio was not sustainable in the long run.

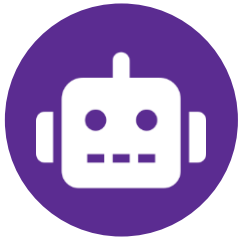


## Limited Reach

The manual overhead made it impossible to increase the number of customers contacted without expanding headcount.

# The Solution

*A Copilot Studio agent connecting Logix (internal CRM) and Partner Centre, automating data population and email generation in one click.*



## Copilot Studio Agent

Built an agent that connects live Partner Centre data with internal Logix CRM: no manual data entry required.



## Live, Auto-Populated Data

All customer usage health, MAU/PAU metrics, and MCI opportunities pulled in real time. New data sets (e.g. Copilot MAU) added in seconds.



## Templated Email Generation

The agent retains the email template and populates everything automatically: personalised per customer, accurate every time.

# Results and What's Next

**< 2 min**

Per customer outreach

Down from ~20 minutes

**50%+**

Time saved per month

Per CSM, per month

**↑ MCI**

Engagement uplift

More proactive conversations

## Current Results



Significant time returned to each CSM weekly



More customers reached per week without increasing team size



Improved usage health and uplift in MCI engagements



Stronger customer relationships through more strategic conversations

## Future Roadmap



API integration to automate data capture in real time



Combine Partner Centre + internal CRM at the click of a button



ASPX results generated without manual intervention



Further scale outreach without additional headcount

**Thanks for your time!**

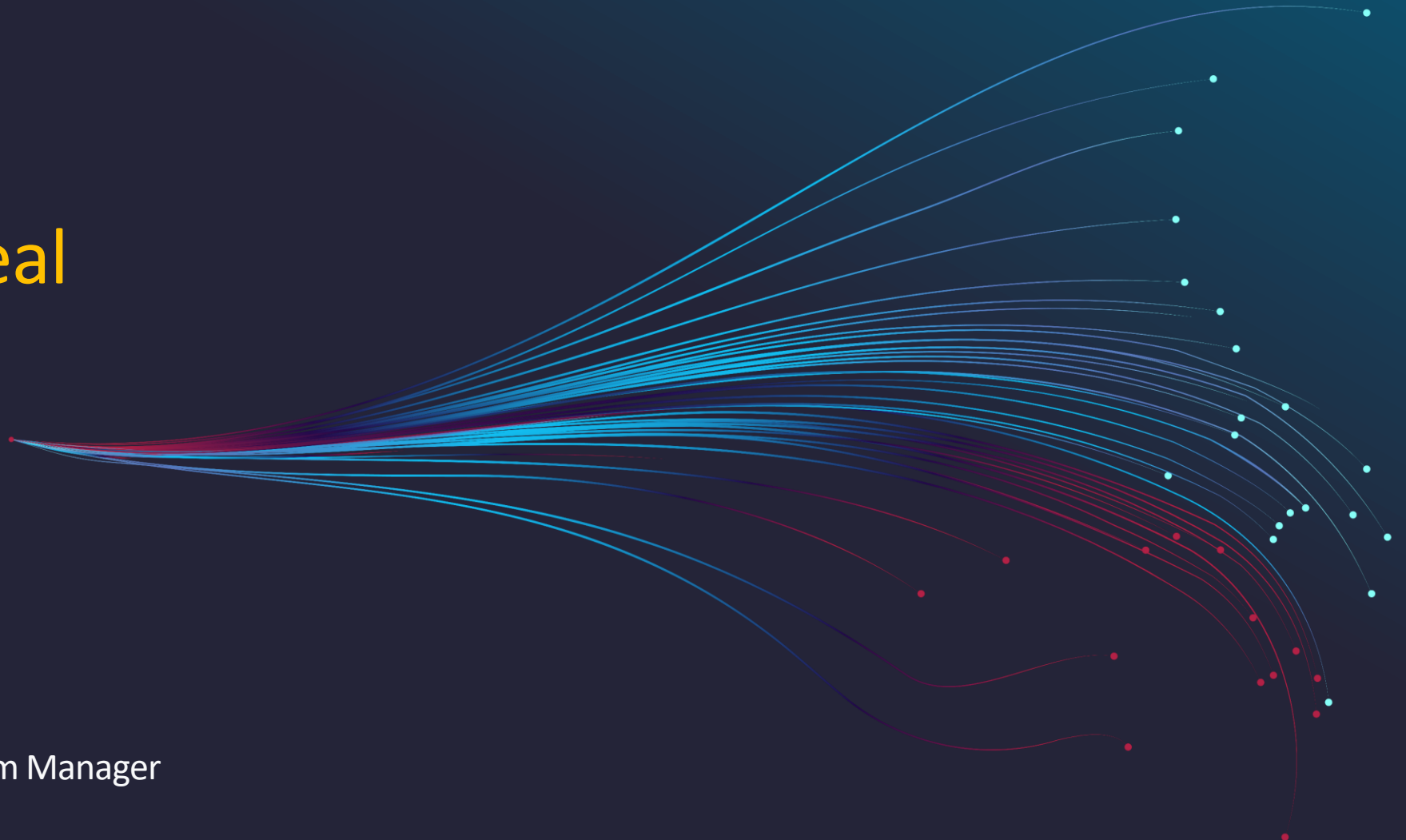
# Partner showcase #3: Bytes

Nathan Miller



# Making ASPX real

Bytes Software Services



Nathan Miller, Microsoft Program Manager

# With Bytes, you're in good hands

We're one of the most recognised and accredited Microsoft partners bringing over 35 years of experience. Our team of 200+ certified Microsoft professionals and licensing experts supports more than 5,500 customers worldwide.

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Microsoft Cloud

Microsoft Solutions Partner  
Data & AI Azure

Microsoft Solutions Partner  
Infrastructure Azure

Microsoft Solutions Partner  
Digital & App Innovation Azure

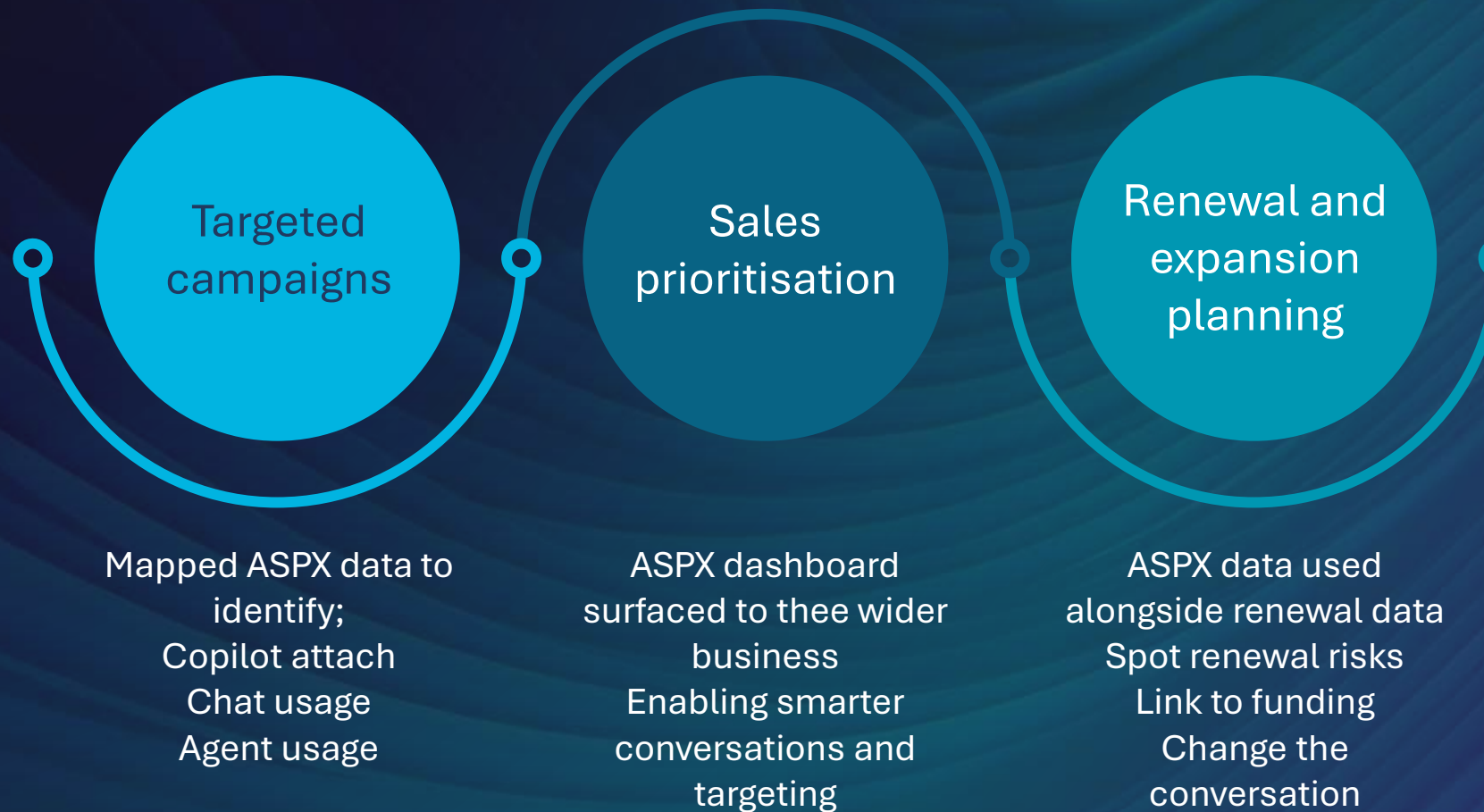
Microsoft Solutions Partner  
Business Applications

Microsoft Solutions Partner  
Modern Work

Microsoft Solutions Partner  
Security

- FastTrack Partner
- Support Designation
- CSP Direct and Indirect Provider
- Microsoft SSP
- Device Reseller
- Copilot Specialist
- Azure Accelerate Partner
- Azure Specialist for ISV
- Inner Circle for AI Business Solutions
- Marketplace Partner of the Year Finalist
- EA Security Partner
- Secure AI Productivity Elevate Partner
- Jumpstart Copilot & Agents at Work
- Scale for Cloud and AI Endpoints Jumpstart Partner
- Solution Partner for Private Cloud
- Service Provider (SPLA)

# Direct



# Indirect



# Future?



# What next?

# Tips

## 01.



### Service-led GTM

Use the data to assess customers security posture and use the signals to trigger;

- Security Reviews
- CIS Gap Assessments
- Pilots

ACM Services

## 02.



### Strategic & Advanced GTMs

Segment – specific plays

- Copilot 'B'
- SMB Security SKUs
- Copilot Chat
- Pick a niche

## 03.



### Just do it

Get access to the data

Pick a motion

Speak to customers

Have better conversations

Move from reporting to outcome based services



ASPX

Thank you



Q&A

# Event feedback

- Feedback helps us to best serve partners.
- Please take a moment to complete the event survey below.
- [Survey link here](#)





Thank you