Agenda

1 News

2 Main Topic: FY25 Kick-off & Go-To-Market Resources

3 Close

Code of Conduct

DICKER DATA | Microsoft

DICKER DATA PROUDLY PRESENTS

TECH X

The New Zealand ICT industry's premier biennial event that brings New Zealand's top reseller and vendor partners together for one night in Auckland

Register Now

NZ

AU

Copilot learning hub

Copilot is an AI assistant powered by language models, which offers innovative solutions across the Microsoft Cloud. Find what you, a technical professional, need to enhance your productivity, creativity, and data accessibility, and make the most of the enterprise-grade data security and privacy features for your organization.

Find resources about Microsoft Copilot for your role

Discover how Copilot is relevant to your role and explore these Microsoft Learn resources.

Administrator
Let Copilot assist you in implementing your organization's cloud infrastructure.

App maker
Use Copilot to help improve your ability to solve technical business problems.

Data analyst/Data engineer
Empower your business to maximize the value of its data assets and analysis by putting Copilot visualization and reporting tools to work.

Developer/Solutions architect
Discover how to integrate and optimize technologies across your organization through the power of Copilot.

Functional consultant
Make the most of Copilot to help people and organizations work through complex business challenges and create solutions that can drive success.

Independent Software Vendor (ISV)
Let Copilot support your business in achieving more.

Partner
Unlock a new era of productivity growth with Copilot.

Security engineer/Security operations analyst
Make the most of Microsoft Copilot for Security to help secure your systems and protect your data.

Service adoption specialist
Build and validate your skills for delivering business results and helping to upskill employees.

Startup founder
Learn how to put Copilot to work to improve every stage of your entrepreneurial journey.

Student
Discover how Copilot can support you through your education journey.

Technology manager
Leads AI strategy and adoption, with focus on technology adoption.

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Microsoft Copilot Dashboard

Enable IT and business leaders to plan their AI readiness, drive adoption, and measure the impact of their Microsoft Copilot investment
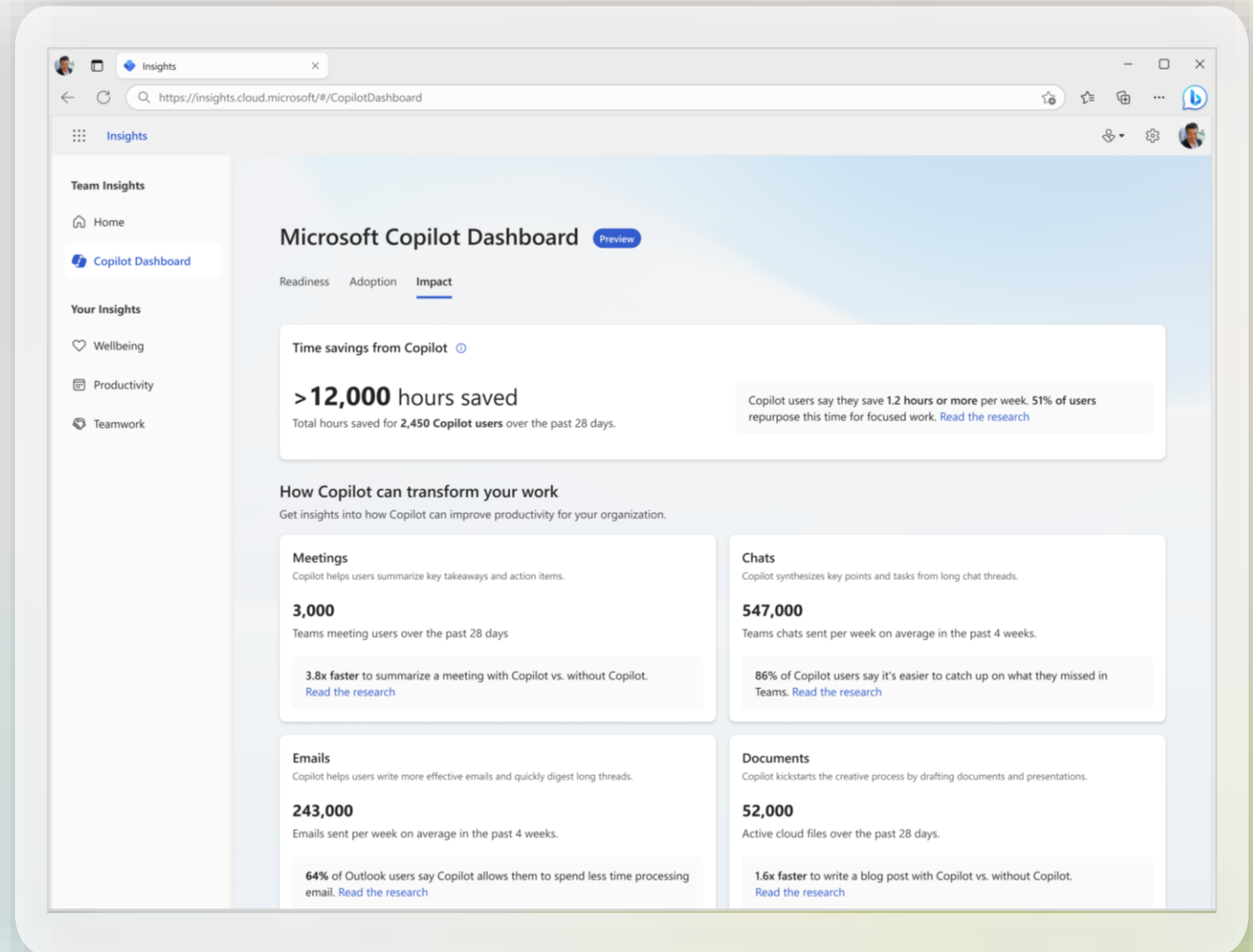
Microsoft Copilot Dashboard metrics
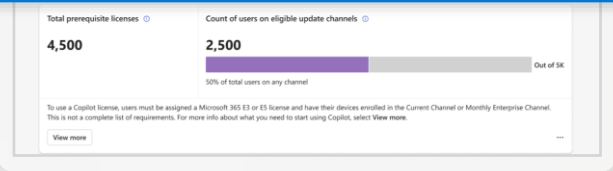
Readiness

How many people in my organization are ready to start using Microsoft Copilot?

Adoption

How many people are using Copilot and in what ways?
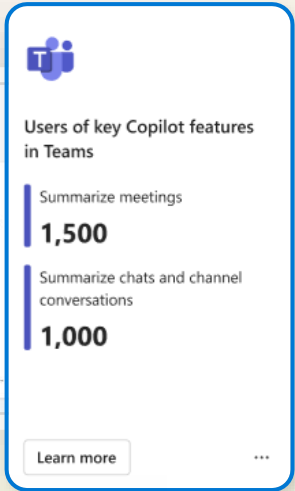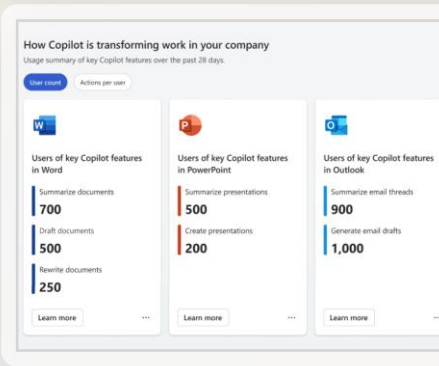
Impact

How can Copilot transform work in my organization?

Sentiment

How are employees feeling about the impact of Copilot?
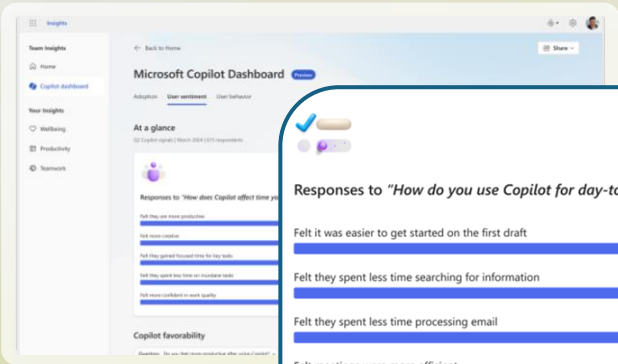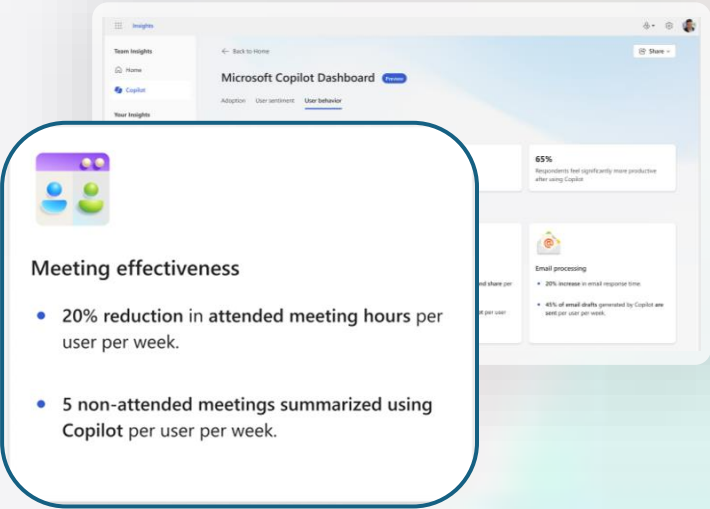
*All metrics are tenant-level aggregates unless indicated otherwise in the table above

*Reports will be expanded and iterated upon incrementally based on user feedback, research and data availability

FY25 Surface Reseller Alliance Program Markets, Requirements & Revenue Thresholds

New Tiers, based on your feedback!

	Breadth Reseller	Bronze	Silver	Gold	Platinum
Contract	None	Active Reseller Authorization and Microsoft AI Cloud Partner Program Membership			
	Available in Australia & New Zealand	$300K TTM*	$700K TTM*	$1.5M TTM*	$30M TTM*
Core Channel Incentives (Pro & Laptop)	No Incentives or SRA Benefits	1%	2%	4%	4%
Trainings & Assessments: Recommended but no longer required		Surface AI PCs built for business Copilot+ PCs from Surface for Business Surface Solution ExpertPath		Surface Technical ExpertPath Surface Hub ExpertPath	

*TTM = Trailing Twelve Months USD MSRP Revenue,

Subscribe to Dicker Data's Microsoft Cloud Community

WIN A TICKET TO SINGAPORE FORMULA ONE

WITH ADOBE AND MICROSOFT

We have our own opt-in page for the Microsoft mailing list.

Copilot Webinars

Our next series of Copilot webinars has kicked off, the next session is – 29th August at 1pm.

Register here: Microsoft Copilot Ready (dickerdata.co.nz)

Register Here

FY25 Kickoff & GTM

Microsoft Partner FY25 GTM Launch—session links

Direct links to Cloud Solution Provider Partner-Led GTM sessions

Visit https://aka.ms/FY25partnerGTMresources to access on-demand session content and GTM resources for all tracks

Aka Link	Session Title	Aka Link	Session Title
https://aka.ms/KN001	Transforming productivity and delivering value with AI at scale	https://aka.ms/CS002	Unlocking acquisition opportunities with compelling Microsoft product value
https://aka.ms/CG001	Showcasing the business value of Copilot	https://aka.ms/CS003	Fueling Microsoft 365 growth through continuous selling
https://aka.ms/CG002	Accelerate Copilot success	https://aka.ms/CS004	Accelerate growth with Copilot for Microsoft 365
https://aka.ms/CG003	Unlock business value with Copilot Extensions	https://aka.ms/CS005	Charting the course for success in your FY25 business plan
https://aka.ms/CS001	Reinventing CSP growth in the AI era		

Microsoft Partner FY25 GTM Launch—session links

Direct links to the Co-Sell with Microsoft to Managed Customers sessions
Visit https://aka.ms/FY25partnerGTMresources to access on-demand session content and GTM resources for all tracks

Aka Link	Session Title	Aka Link	Session Title
https://aka.ms/KN001	Transforming productivity and delivering value with AI at scale	https://aka.ms/MW003	FY25 partner go-to-market Copilot for Microsoft 365
https://aka.ms/CG001	Showcasing the business value of Copilot	https://aka.ms/MW004	Reduce endpoint complexity and prepare for AI
https://aka.ms/CG002	Accelerate Copilot success	https://aka.ms/MW005	Communications transformed by Copilot
https://aka.ms/CG003	Unlock business value with Copilot extensions	https://aka.ms/MW006	Learn how engaging your workforce is a key accelerator for AI transformation
https://aka.ms/MW001	FY25 Modern Work GTM Strategy	https://aka.ms/MW007	Transforming the frontline worker experience with Microsoft 365
https://aka.ms/MW002	Secure Productivity is the path to Copilot		

Microsoft Partner FY25 GTM Launch—session links

Direct links to Build New Value with Business Applications Practices sessions

Visit https://aka.ms/FY25partnerGTMresources to access on-demand session content and GTM resources for all tracks

Aka Link	Session Title	Aka Link	Session Title
https://aka.ms/BAKN001	Transforming productivity and delivering value with AI at scale	https://aka.ms/BA003	The Dynamics 365 Advantage in sales and marketing
https://aka.ms/CG001	Showcasing the business value of Copilot	https://aka.ms/BA004	Modernize service with generative AI and automation
https://aka.ms/CG002	Accelerate Copilot success	https://aka.ms/BA005	Transform business operations with an agile and intelligent ERP
https://aka.ms/CG003	Unlock business value with Copilot Extensions	https://aka.ms/BA006	Enable an AI-powered business with Copilot
https://aka.ms/BA001	Accelerate your Business Applications Go-To-Market in FY25		
https://aka.ms/BA002	Innovate with AI in Low Code		

Copilot aligned revenue and profitability opportunities

Copilot journey

Ready for Microsoft 365 Copilot
Minimum required to enable Copilot across GA users

Optimized for Microsoft 365 Copilot
Highly recommended and focused on data compliance, preventing over-sharing, and potential internal data leakage

Base Readiness	Optimized Readiness	Adoption	Expanded Opportunity
Envisioning Workshop	Data migration to SharePoint / OneDrive	Microsoft Copilot for M365 Deployment	Extensions with Copilot Studio
Readiness Workshop	Data Security & Governance	User Adoption & Training	Additional Microsoft Copilots (Service / Sales/ Power BI)
Licensing	Cybersecurity	Ongoing Managed Service	Custom Build AI

What is important to partners is important to us

3 measures for business success

Grow your customer base

Renew, retain, upsell existing customers

Accelerate your bottom line

Grow your customer base

86%
of partners surveyed

Focused on new customer acquisition in their practice

Microsoft CSP Acquisition and Growth Analysis, a commissioned study conducted by Forrester Consulting on behalf of Microsoft, December 2023

Grow your customer base

1 Acquire new users and add users to existing customers with new product value

Customer focus

Helping customers secure and scale their business

Hero products

Microsoft 365 Business Premium and Microsoft 365 E3

....

Dynamics 365 Business Central

FY25 solution play

Secure productivity

....

Scale business operations

FY25 key investments

Campaign in a box

....

CSP Briefings

....

Business value tools

....

Promos

Drive customer consideration with promotional offers

Microsoft 365 E3 new-to-offer promotion

15% off

for **NEW-TO-OFFER*** customers purchasing Microsoft 365 E3 for the first time

Details

Annual term offer

Available in CSP NCE only

All geographies

Limited to 2,400 seats

No minimum seat required

Extension July 1, 2024—June 30, 2025
For more details review the offer FAQ

* Microsoft 365 E3*
*includes ME3 No teams and EEA

Drive action with our new Dynamics 365 Business Central offer

Dynamics 365 Business Central promotion

10% off

Dynamics 365 Business Central Essentials or Premium Annual Subscription

Details

Global availability

Eligible for Business Central customers who have either Microsoft 365 Business Standard *or* Microsoft 365 Business Premium subscription (300 seat max)

August 01, 2024 – June 30, 2025
For more details review the New Promo Kit

What is important to partners is important to us

3 measures for business success

Grow your customer base

Renew, retain, upsell existing customers
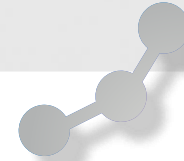
Accelerate your bottom line
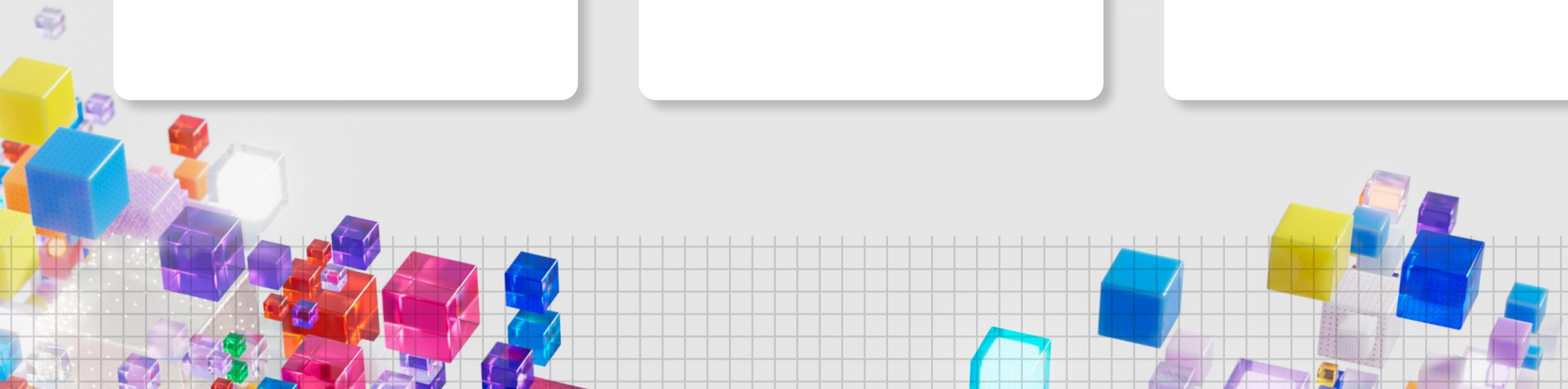
Renew, retain, and upsell

2 Retain customers and maximize customer value with continuous selling

Customer focus

Help customers get the most from their investments

Hero products

Business Premium

··

Microsoft 365 E3

FY25 solution play

Secure productivity

FY25 key investments

Microsoft 365 Lighthouse:

··

Renewals Experience

··

Customer 360

Drive customer success at scale
with Microsoft 365 Lighthouse

01

Understand your customers better

Gain a 360° view of your customers' state and health to inform decision making

02

Deliver value consistently

Standardize your approach to customer engagement, onboarding, and management with best practices

03

Operate at scale

Manage and act across multiple tenants from a single interface, reducing cost & complexity

New upcoming features
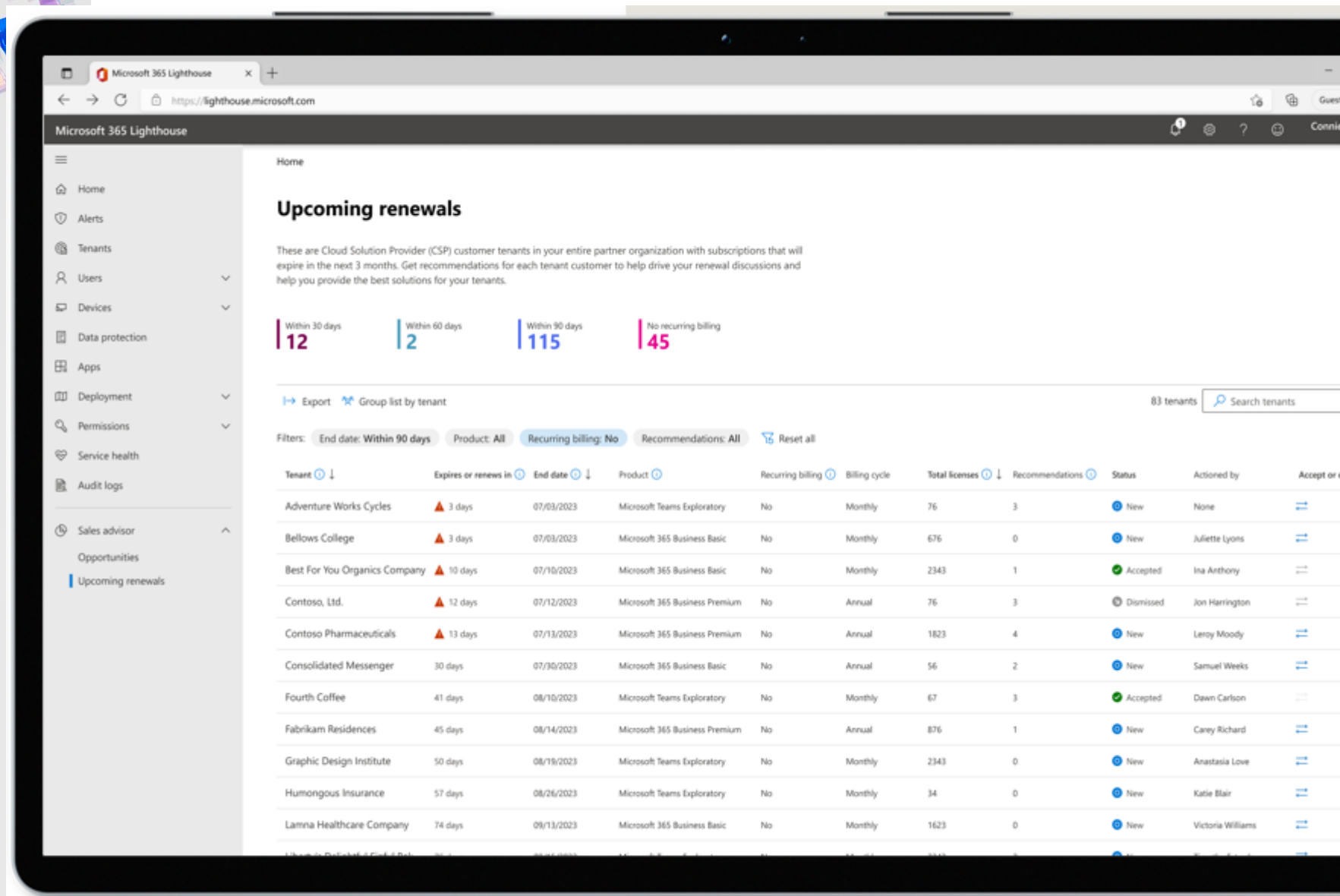
Customer 360

Lighthouse provides helpful customer information in one aggregated view

- Customer Contacts
- Deployment Process
- Usage & Secure Score
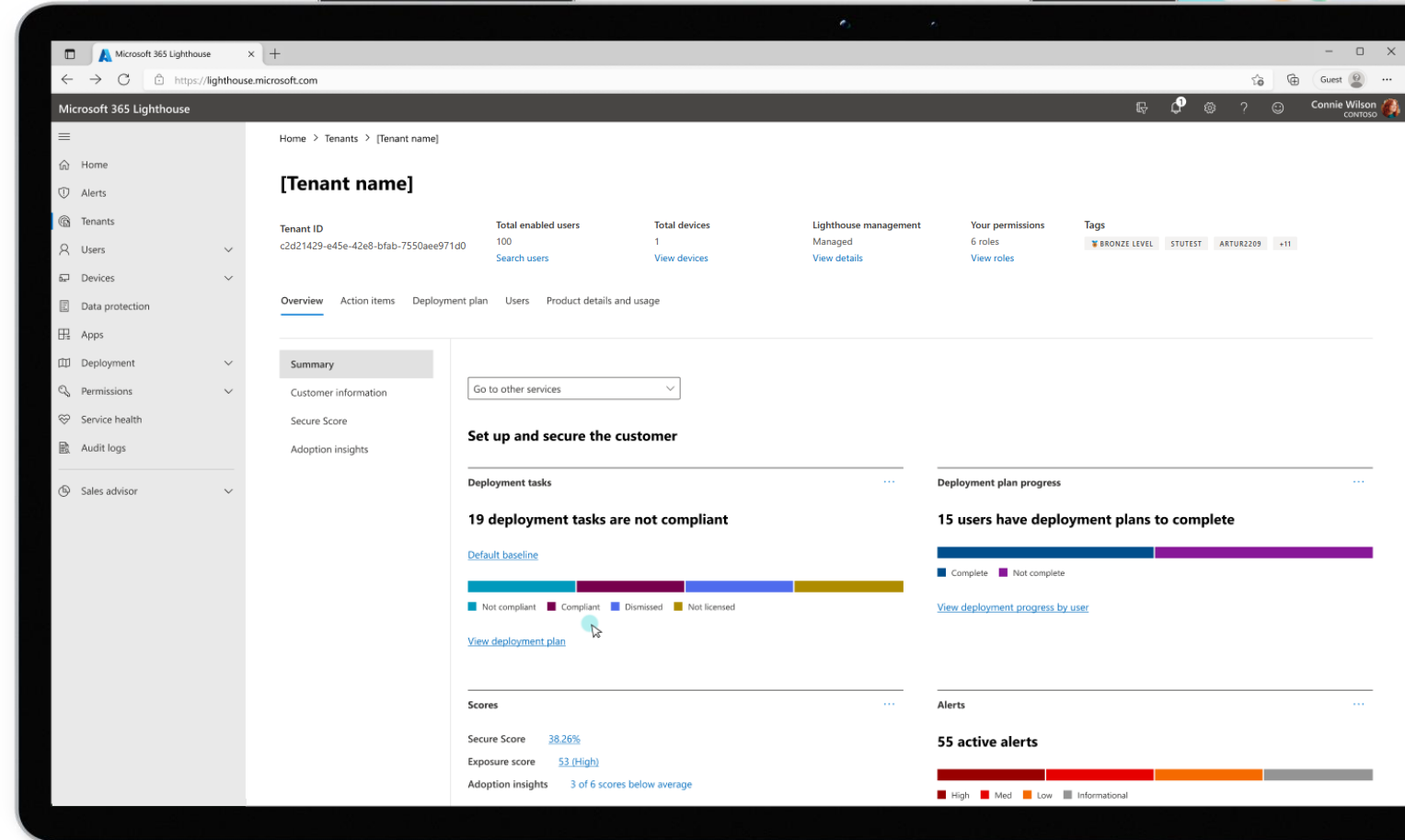
*See appendix for additional Microsoft 365 Lighthouse interface examples

Renew, retain, and upsell

+14 pts
higher renewal rate

than partners who did not
leverage M365 Lighthouse

Internal Microsoft Research, Jan 2024 – April 2024

What is important to partners is important to us

3 measures for business success

Grow your customer base

Renew, retain, upsell existing customers

Accelerate your bottom line

Accelerate your bottom line
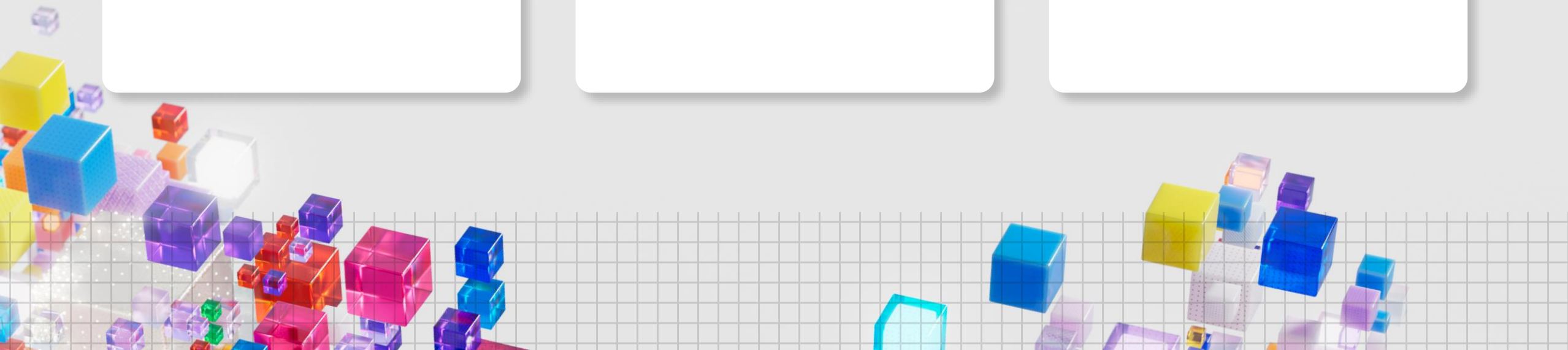
62%
services attach
on average
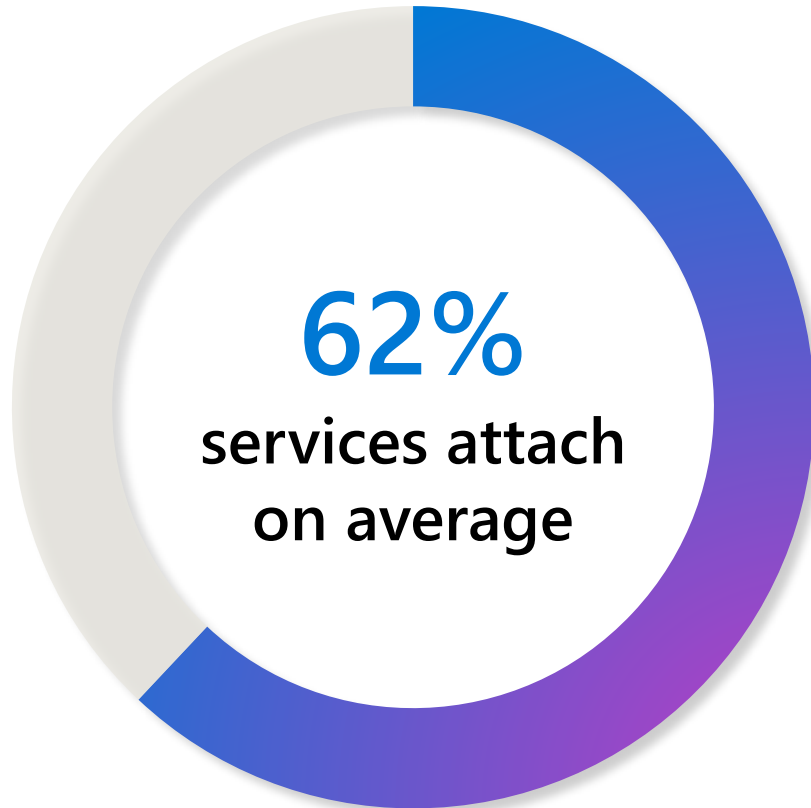
**Copilot for Microsoft
365 partner opportunity**

2024 Modern Work Partner Total Economic Impact™ study, a commissioned study conducted by Forrester Consulting on behalf of Microsoft

3 steps for Copilot success

Become a Copilot leader yourself

Drive demand and secure initial purchase

Measure, monitor, and drive expansion

Accelerate your bottom line

3 Grow your business with self-serve innovations and upsell to Copilot for Microsoft 365

Customer focus

Helping customers achieve more with Copilot for Microsoft 365

Hero products

Copilot for Microsoft 365

FY25 solution play

Copilot for Microsoft 365

FY25 key investments

Level Up CSP Partner Enablement

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Copilot Demos

·····

M365 Lighthouse Copilot Dashboard & Insights

...and more!

Level Up CSP

Modern Work & Business Applications

Level Up CSP: Modern Work & Business Applications trainings (formerly CSP Masters) are built to help partners accelerate sales and technical capabilities. The trainings are delivered in person and virtually, both live and on demand. Join us in the upcoming digital bootcamps to capture the AI opportunity with Microsoft Copilot and learn how to successfully go to market, sell, and deploy Modern Work and Business Applications solutions.

Register today for the upcoming Level Up CSP Bootcamps

Microsoft 365 and Copilot   Power Platform   Dynamics 365   Instructor information   Calendar of events

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Microsoft 365 and Copilot

Get ready to go to market with Microsoft 365 and Copilot, with Level Up CSP: Sales and Technical Bootcamps.

Microsoft 365 and Copilot Sales Bootcamp: Learn how to prepare your customers for Copilot with Microsoft 365 Premium SKUs and security, and upsell with Copilot for Microsoft 365 by leading with business value and demos. Explore how to drive adoption and extend value with Microsoft Copilot Studio.

Microsoft 365 and Copilot Technical Bootcamp: Learn the technical Copilot fundamentals; how to prepare, deploy, and manage Copilot; and how to extend value with Copilot Studio plug-ins and custom copilots.

Register today for the Level Up CSP: Copilot for Microsoft 365 bootcamps

Partner discounts—coming soon!

Copilot licenses sold

Partner Copilot licenses
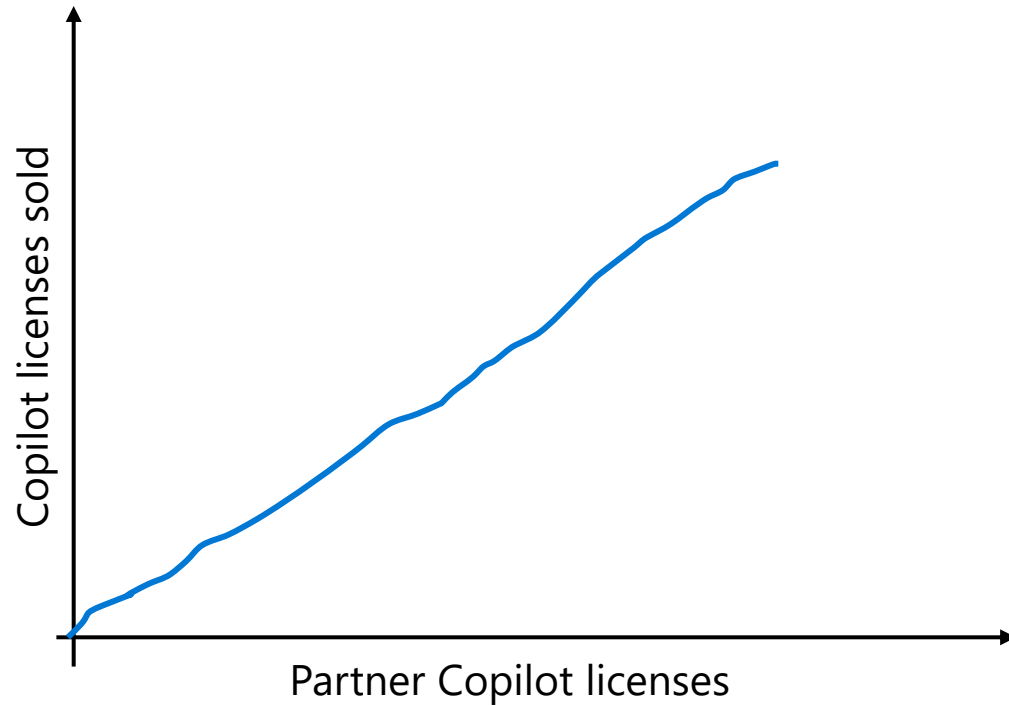
15% off
Copilot for M365

Partners with MW or BA Solution Partner Designation

Promotion Overview

- 15% off for Partners with MW or BA Solution Partner Designation

- Up to 150 seats

- Coming soon!

What is important to Partners is important to us

	Grow your customer base	Renew, retain, upsell existing customers	Accelerate your bottom line
Why customers care	Secure and scale their business	Get the most from their investments	Achieve more with Copilot for Microsoft 365
Products	Microsoft 365 Business Premium and M365 E3; D365 Business Central	Microsoft 365 Business Premium and M365 E3	Copilot for Microsoft 365
FY25 Solution play	Secure Productivity Scale Business Operations	Secure productivity	Copilot for Microsoft 365
FY25 Investments	Campaign in a Box, CSP Briefings, Promos	M365 Lighthouse Renewals Experience & Customer 360	Level Up CSP Enablement, Demos, Insights, Promo

Measures of Business Success

How

...and much more!

How we measure success in FY25

AI transformation

Copilot for Microsoft 365
Revenue & usage

Copilot role-based extensions
Revenue & usage

Copilot Studio
Revenue & usage

Suite upsell

Microsoft 365 365 E3
Revenue

Microsoft 365 E5 & Teams Phone
Revenue & phone enabled seats

New seats

Frontline Worker
Revenue & seat adds

Microsoft 365 in SMB
Revenue & seat adds

Growth bets

Teams Rooms & Premium
Revenue

Windows 365, AVD, Intune Suite
Revenue

Microsoft Viva
Revenue & premium usage

% of opportunities shared with PARTNERS

Key investments to support your success in FY25

Get ready	**Level Up: CSP MW & BA**	• Sales and technical partner trainings to accelerate acquisition and upsell with M365 and Copilot • Copilot for Microsoft 365: 15% off for Partners with MW or BA Solution Partner Designation; 150 seat maximum	aka.ms/LevelUpCSPBootcamp Coming soon!
Drive intent	**CSP Briefings**	• Thru-partner funded events targeting New Customer Acquisition; Co-op approved. Secure Productivity available with Business Central coming soon!	aka.ms/cspbriefings
	Cloud Ascent (CLAS)	• Streamlined customer targeting model providing prioritized leads and insights for enhanced up-sell and cross-sell strategies within your customer base	CloudAscent Campaigns for Partners
	Campaign in a box	• Drive awareness at scale with campaign in a box (DMC)	aka.ms/DMC
	Copilot Immersion Experience	• Partner-led customized hands-on experience with scenarios to fit every business	aka.ms/CopilotImmersionCSPLed
	Copilot Accelerators	• Thru Partner funded engagements for 300+ seat customers	aka.ms/Copilot/PartnerAccelerate
Close sales	**Incentives & Promotions**	• FY25 Co-op and ME3/ME5 Adoption Accelerator • Microsoft 365 E3: 15% for customers purchasing M365 E3 for the first time • Dynamics 365 Business Central: 10% discount off new Dynamics 365 Business Central Essentials or Premium customers in selected markets • Windows 365: 15% off Windows 365 Business, Enterprise, and Frontline for customers purchasing for the first time	aka.ms/cspincentives aka.ms/PromoReadinessGuide
Continuous selling	**Microsoft 365 Lighthouse**	• AI-driven recommendations for partner engagements with existing customers • New! Renewals management and a license request experience, a 360-degree customer view for the full customer view. • Coming soon: Copilot insights to measure engagement with contextual resources to help drive adoption, and identify opportunities for your customers	http://lighthouse.microsoft.com/