



# FY25 FastTrack Partner Community (FPC) Launch Event

September 11, 2024

# Event logistics

- **Captions:** Go to **More** in Teams for live captions. Select **Language and speech**, select **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 Blog within 48 hours after the event has concluded.
- **Questions:** We will be answering questions in the chat throughout the event.

# Your Host



## Patric Grimwood

Partner Mainstream Growth Leader

### About:

Patric has been with Microsoft for more than 25 years, working across a variety of roles. He is a founding member of the FastTrack Ready Partner program team and has been involved in enabling customer success through partners for more than 8 years. He is privileged to guide the FastTrack Partner strategy and lead the Partner Mainstream Growth team which supports the full scope of partners engaged with M365 Engineering customer experience programs.

# Agenda

Session title	Presenter(s)	Time
Welcome to FY25	Patric Grimwood	15
FPC Community and Portal in FY25	James Pickering, Wendy Hartman	10
Partner Success Manager (PSM) Role	Marius Blaauw	10
Referrals	Jeroen Gardien, Sakshi Guraba	10
SMC Strategy	Manfred Cheng	10
Intermission	DJ Rene	10
FastTrack Partner Center Experience (FPX) Roadmap	Christian Maier	10
Working with FastTrack Architect (FTA)	Patric Grimwood	10
Quick to Market (QTM) Programs	Patricia O'Rourke, Adam Rosenblatt	10
Voice of Partner/Customer, and Support	Julie Martin, Aimee Fulwell	10
Wrap up	Patric Grimwood	5

# Welcome to FY25

Patric Grimwood, Partner Scale Growth Team Leader

The background of the image shows several people in silhouette, their arms raised holding lit sparklers. The sky is a deep, clear blue, suggesting a twilight or night setting. The sparklers create bright, starburst patterns of light against the dark background. The overall mood is one of joy and celebration.

# Thank You Partners!

ANOTHER YEAR OF RECORD  
SETTING RESULTS

# FY24 Retrospective

**\$5.9B** in Partner Influenced Incremental Revenue (PIIR) and **51M** MAU growth

# of partners **joined** in FY24  
**445**

\$ value of vouchers **redeemed**  
**\$43M**

# CPOR claims **submitted**  
**13K**

# Referrals **delivered**  
**> 2200**

**\$686M** PIIR, **11M MAU**, and **1.41M** Copilot seat growth through **SMC** campaigns

# Partner **events**  
**76**

# KB Article **views**  
**64K**

# FY25 The Rising Tide

- We are most successful working together
- Joint success planning is key to mutual business growth
- We deliver, and you activate, customer opportunities
- FastTrack Partner Community boosts M365 usage and adoption
- Digital, data, and people investments to enable partner services and software sales





# Microsoft 365 Growth + Incubation FY25 priorities



## Transform with AI

- Enablement, usage, and expansion of, and with, AI capabilities
- Microsoft Copilot advisory and SI capacity creation
- Business value and adoption



## Trust and fundamentals

- Partner experiences
- PSM experiences
- Partner share
- Data and insights
- Internal security and compliance



## Revenue growth

- Security
- Microsoft 365 E3/E5 upsell and expansion
- SMC and proactive funnels
- Microsoft Glint and Viva
- New Quick to Market programs
- Viva and security partner capacity

# FastTrack Partner Community Program

## Managed Partner Community



## Partner Programs and Opportunities



## Partner Enablement and Assistance



- ★ Partner Success Manager enabling MW & SCI revenue growth through usage
- Invitation-only for top MW & SCI Partner capability endorsement based on Microsoft shared standards
- Access to special investment programs
- SMC specific regional support

- ★ Deployment Voucher Redemption
- LXP data driving customer opportunity
- Referrals
  - ★ FastTrack Referrals
  - Propensity Referrals
- Access to special opportunities
  - Quick to Market Campaigns
  - OE3 -> ME3 Acceleration Offer
  - Incubation programs

- ★ Proven deployment best practices and assets
- FastTrack architect and subject matter experts to unblock customers
- Partner enablement on Solution plays and FastTrack benefit
- FastTrack Proactive Partner program

# FPC Community and Portal in FY25

James Pickering, RCDE Partner Lead  
Wendy Hartman, Senior Product Manager

# FastTrack Partner Community

Cohesive, managed community of top Microsoft 365 (M365) Partners

## Purpose and goals

**One community** of recognized expert partners across M365 programs.

**Primary list** of endorsed M365 specialist partners for the Microsoft field.

Increase **partner attach %** for M365 customers.

Joint value creation through increasing and supporting **partner billable service** opportunities.

**Incubate** new partner led approaches to M365 deployment and adoption.

Curated product and program **resources** to help sell and deploy M365 workloads.

**Collaboration** to share best practices, ask questions, and get support from Microsoft and other partners.

**Feedback** channel to the Microsoft product groups.

**Strengthen relationships** with Microsoft engineering.

## Governance and resources

### Managed Relationship

- Named Partner Success Manager (PSM) to support program participation
- Program support and product feedback team
- Data informed customer opportunity identification

### FastTrack Partner Community

- Expand your community connections
- Targeted communications and enablement opportunities

### How to engage (Onboarding required)

- **Community Portal:** A website for partners to access FastTrack Partner Community program specific and curated product content.
- Leverage business development opportunities
- Connect partner-partner, partner-SME, and partner-PSM\*

# FY25 Partner Opportunities: FPC and FRP

FastTrack Ready Partners will **give and get** the items listed in FastTrack Partner Community columns.

## FastTrack Partner Community

### Gives

Achieve endorsement and performance criteria

Accept and abide by the Terms & Conditions

Participate in available enablement activities

Accept and respond to all customer referrals

Claim (CPOR) customers, share engagement data

## FastTrack Ready Partner

### Gives

#### **FPC Partner Gives plus:**

Delivers the FastTrack Benefit at no cost to the client

Leverages Advanced Deployment Guides to support client enablement of M365 workloads

## FastTrack Partner Community

### Gets

Named Partner Success Manager

Enablement, IP, and Delivery Best Practices

Receive new customer referrals (Standard and Bulk Referrals)

Participate in Quick to Markets (QTM) (do not require delivery of FastTrack Benefit)

Promoted to Microsoft field and FastTrack Architects

Reporting in the FastTrack Partner Center Experience (FPX), previously the FCU

API access for data integration

Ongoing awareness of program through the FPC Blog

Participation in the FastTrack global community

## FastTrack Ready Partner

### Gets

#### **FPC Partner Gets plus:**

Receive FastTrack Requests for Assistance

Access to all resources in the FastTrack Partner Community

Access to FastTrack SMEs

Access to FRP Dashboard

Access to Viva Engage channel

# What's landing in FY25

- **Community Building** in the **Partner Conversation Zone**: Allows Partners to increase their interactions and share of best practices.
- **Launching FPC Learning and Qualifications**: Refreshed and now hosted on the FPC Portal. Knowledge check and Qualifications via Reach 360 Learning Management System. Continue to grow the areas covered so Partners can show their expertise to Customers.
- **Recognizing Community interaction and contribution**: Highlighting and showing appreciation to our most engaged FPC Portal users. The more actions or steps that users take to engage or contribute to the community, the more points they accrue. All contribute to awards and leadership board.

# Partner Conversation Zone

The screenshot shows the Microsoft Partner Conversation Zone interface. At the top, there is a navigation bar with the Microsoft logo and links for Home, Community, Learning, Support, and My Workspace. Below this is a dark banner with a welcome message: "Welcome to the Community, Wendy!" and a search bar. The main content area features a breadcrumb "Home / Partner Conversation Zone" and a heading "Partner Conversation Zone" with a subtext: "Use this forum to ask questions to fellow partners regarding the FastTrack program, products, and/or services." A "Create a new thread" button is visible. Below is a table of forum threads.

Thread	Author	Last Post	Replies
MCI program removed from the Copilot for M365 Workshop incentive	Romeo Hartman	Amy Jarosky 2 months ago	1
Load issues w/ FRP Dashboard?	Mick E. Mouse	Amy Jarosky 12 minutes ago	2
FY25 Terms and Conditions	Daisy Duck	Amy Jarosky about a month ago	1
Workaround for customers who have already had an E5 trial when doing the CS Assessment	Wendy Hartman	Amy Jarosky 2 months ago	1

- Partners can initiate discussion topics within the FPC Portal.
- Any logged-in user can add comments or reply.
- Our teams will monitor and respond when appropriate.
- Partners can subscribe to a thread to be notified as the conversation evolves.

# FastTrack Partner Community Learning

## Learning OnDemand Relaunch

### FastTrack Partner Community Learning Academy

Proficiency, development and learning to stay up to date on Microsoft 365 and Security to develop and sustain your business practice, refine your presales and enhance technical skills



In today's rapidly evolving digital landscape, mastering the intricacies of Microsoft 365 is paramount for partners aiming to achieve unparalleled success with Microsoft customers. By delving into the diverse aspects and workloads of Microsoft 365, partners can position themselves as indispensable advisors, guiding their clients towards optimal utilization of these powerful solutions.



**Understand** the latest trends in the industry. Embrace the power of Microsoft 365 and FastTrack to maximize productivity and security and stay ahead of the competition.

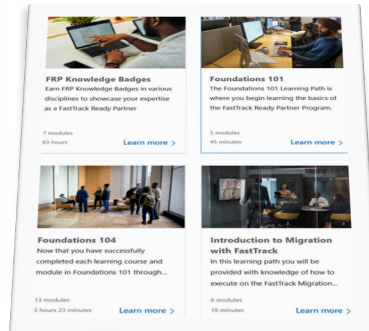
**Develop** the skills and knowledge you need to succeed in the ever-changing world of technology. With FastTrack, you can easily collaborate with Microsoft experts, access the latest tools and resources, and stay informed on the latest developments in FastTrack. With the right knowledge and skills, you can ensure that your FastTrack practice is prepared now, and in the future.



<https://aka.ms/fpcacademy>

**Readiness content** for the FastTrack Partner Community in the areas of FastTrack Migration, FastTrack Partner Experience, Referrals, Advanced Deployment Guidance, Onboarding, and more, to help guide the success of your partner journey.

### Coming Soon... FY25 FRP Academy



## FastTrack Partner Community Qualifications

- Confirm your knowledge of FPC Readiness content by gaining FPC Qualifications.
- Use our new learning platform supplied by Reach 360 to prove competency in key areas.
- Take Qualifications to increase your chance of recognition within the Community.

### Look out for coming Qualifications:\*

#### FPC Advocate Qualification

Strategically created for program success with updated content and relevant information to help you make the most of being a Microsoft FPC Partner.

#### Migration Qualification

Four refreshed and updated assessments for the Microsoft FPC Partner engaging in the intricacies of FastTrack Migration with customers.

#### Viva Glint Qualifications

Strategically designed for Viva Glint partners and consultants in the areas of People Science and Implementation.

\*Stay connected with us for future announcements of updates to FRP Knowledge Badge exams.



# Recognizing Community interaction and contribution

In FY25 we'll start recognizing the community behaviors with **leaderboards** and other recognition.

**Get points** by engaging in the community:

- Post/reply in forums
- Submit and vote on ideas
- Comment on blogs or knowledge articles
- And more!



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## Community Behaviors

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Partners **share insights** and **collaborate** on successes and challenges in the customer journey.

Partners **build their brand** as an FPC member.

Partners **challenge** and **support** each other to be the best of the best (at driving growth, providing insights, earning badges, etc.).

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## Expected Outcomes

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**Leverage each other's** successes to better serve their customers.

**Unblock** each other to drive forward customer engagements.

Increase community **insights**

Increasingly knowledgeable and **effective partners**.

**Influence** Microsoft products or process improvements.

# Contribute to the Community



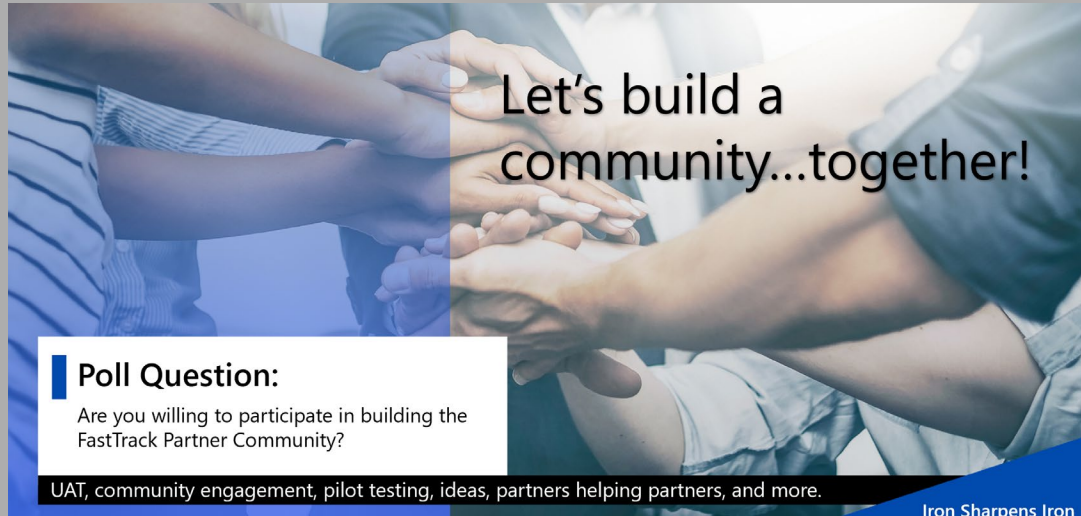
**We are nothing without you and your contributions!**

Thank you for contributing to the Community!

A word cloud of company names in various sizes and orientations. The names include: Beyondsoft, Generation-e, Makronet, SHI, Oxford-Computer-Group, Dell, It-dev~sp~z.o.o., BlueVoyant, Bytes Software Services, Insight, SWO, Migesa, SoftChoice, CloudAssist, abtis GmbH, Atea, Dell, abtis GmbH, Atea, Cisillion, Kyndryl, BlueVoyant, Bytes Software Services, Insight, Migesa, Beyondsoft, RapidCircle, CloudAssist, abtis GmbH, and CloudTarget.

# Contribute to the Community

## FY24: What you did



Let's build a community...together!


**Poll Question:**  
Are you willing to participate in building the FastTrack Partner Community?

UAT, community engagement, pilot testing, ideas, partners helping partners, and more.

Iron Sharpens Iron

Thank you

## FY25: What you can do



### FastTrack Partner Community Volunteer Registration

Hello!

With the transition from the FastTrack Ready Partner program, back in October 2023, we reached out and asked our newly launched FastTrack Partner Community if you would be interested in working in close collaboration with the FastTrack Partner Community program team. You raised your hand, and said YES!

Active planning and organising is now underway to build our Community within and with our partners, in the following areas:

- UAT/pilot tooling partner participation
  - includes Ideas/Feedback-loop contribution
- Partner/Microsoft-led regional/in-country forums
  - partners presenting at virtual or in-person events with us
- Partner Community Forum Trustees
  - partners answering partner's questions in blogs & forums

To confirm your participation in our FastTrack Partner Community Trustee, simply complete the form below.

We can't wait to start working in closer collaboration with you!

[FastTrack Partner Volunteer Registration](#)

# Watch out for coming attractions...

## In-person events...

- Keep looking at Blogs and the Heads Up! Newsletter for news for potential dates and locations.

## URL Change: Next week!

- Partners will receive an email with simple instructions to sign into the new domain.
- New domain: <https://fpc.microsoft.com>



# Partner Success Manager (PSM) Role

Marius Blaauw, Senior Program Manager

# FY25 PSM Role Evolution

## From

Reactive approach to operational challenges

Program Administrative support

Relationship with Partner Delivery and/or POC

Transactional approach addressing immediate needs

## To

Strategic partner success role actively supporting partners in achieving success

Expanding relationship across all your business

Partner Success through a shared Scorecard

Proactive engagement to deliver sustained performance and growth

## What's in it for you

Agree and plan your Modern Work & Security FY25 success targets and metrics

Present the program value to your organization

Identify opportunities to increase Microsoft 365 consumption, driving your revenue growth

Fully realise FPC program value and opportunities

# PSM Key Responsibilities

Drive Partner  
Success

Strategic  
Engagement

Coaching and  
Training

Identify  
Opportunities

Program  
Adherence

SME Access

Manage Field  
Escalations

Collaboration and  
Communication



# Partner Success Plans

PSMs and partners aligning to create their **plan** is essential for driving success with Microsoft 365.

Revenue Growth Target  
*Strategies for achieving growth*

- Focus on Customer Success
- Leverage Cross-sell and Upsell Opportunities

Referrals Received Target  
*Maximizing referral opportunities*

- Deliver exceptional customer service
- Build strong relationships with customers

Referral Conversion Ratio Target  
*Enhancing Conversion Rates*

- Seamless Customer Experience
- Data and Analytics

# Referrals

Jeroen Gardien, Principal Partner Enablement Manager  
Sakshi Guraba, Senior Product Manager

## FastTrack Partner Community Referrals

Matching Microsoft customers with the  
**right partner**  
with the **right expertise**  
at the **right time.**



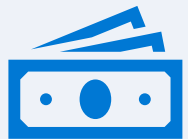
# The value of Referrals for partners



Sell and deploy value-added services beyond the benefit to customers.



Get connected with customers who need the services which you specialize in.



Lower the cost of customer acquisition.



Exclusive access to M365 usage data of referred tenants.

# Referrals: Two flavors

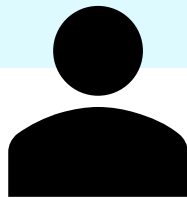
## FastTrack Benefit Referrals

- FastTrack Ready Partners deliver the FastTrack Benefit as outlined [FastTrack Service Description](#).
- Partners can sell and deliver value added services.

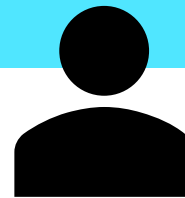
## Standard Referrals

- FastTrack Community Partners provide deployment and adoption services through an agreed Statement of Work.
- Partners may charge for all non-Benefit services.

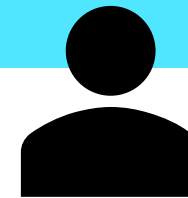
Benefit and Standard referrals can be submitted by field or customers, or created in bulk as part of a campaign.



**FastTrack  
Ready  
Partner**



**FastTrack  
Ready  
Partner**



**FastTrack  
Partner  
Community**

# FY25 Referral program focus areas

Fully operationalize  
Campaign referrals + Standard  
referrals

Lower the number of partner  
declines [Auto-decline]

Explore the ability for partners to  
select specific, priority workloads  
in their referral profile

Reduce partner coverage gaps

# SMC Strategy

Manfred Cheng, Principal PM & WW SMC Lead

# SMC Team and Mission

We introduce capable FastTrack Partners to internal Microsoft teams to drive M365 revenue, usage, and profit growth through strategic programs and targeted campaigns.

## SMC + Funnel Program Team



**Manfred Cheng**  
Principal PM  
Global SMC Lead



**Janice Stern**  
Program Strategy



**Dan Will**  
Regional SMC Lead  
(Americas)



**Ronald Siu**  
Program Strategy



**Kevin Morera**  
Regional SMC Lead  
(Asia)



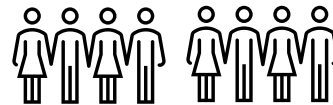
**Gizem Erzeybek**  
SMC PM



**Wendy O'Connell**  
Regional SMC Lead  
(EMEA)

## FT Partner Success Manager

36

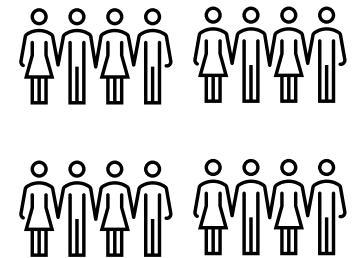


Activate and enable FastTrack partners with M365 engineering best practice



## FastTrack Partners

400+



Elite MW and Security partners operationalized by Product Engineering Group

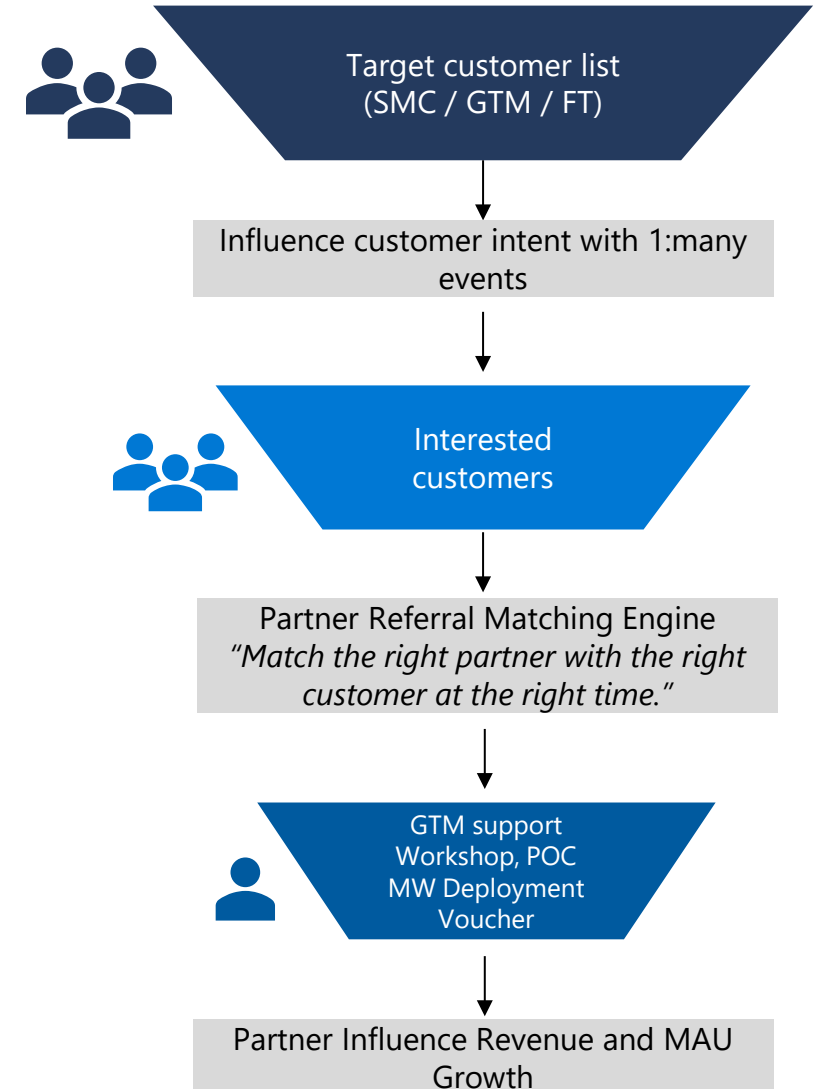


# FY25 Proactive Funnel

## Current Campaigns

Campaign	Funnel	What are we solving?	SMC Priority / Results
SMC Low Usage E3	GTM, SMC	<b>Mitigate the risks</b> of customers not renewing by driving usage on core E3 workloads.	<b>Acquire</b> ME3 MAU and revenue
ME3, E5 upsell	Field	Drive <b>upsell and seat expansion</b> by having M365 value conversations.	<b>Upsell</b> ME3/ME5 MAU and revenue
Copilot expansion	SMC, SMB	Influence the customer to <b>expand their investment in Copilot</b>	<b>Expand</b> Copilot revenue and MAU
Meta Workspace	Field	Meta is ending their support on Workspace. <b>Assist customers in migrating from Workspace to Viva.</b>	M365 / Viva revenue and MAU
VMWare AirWatch	GTM	Take advantage of the VMware/ Broadcom transition pains to bring more <b>AirWatch / Workspace ONE customers to M365</b>	M365 / Intune revenue and MAU

## Proactive Funnel Approach



# Takeout Campaigns: VMWare/AirWatch; Meta; CrowdStrike

**Objective:** Take advantage of the VMware/ Broadcom / Meta / CrowdStrike transition pains to bring more third-party platform customers to M365

**Approach:** Provide GTM and migration support to partners who have solid plan to bring their customers from third-party to the Microsoft M365 platform taking advantage of current market interest

## WS1 Takeout Partner Engagement Plan

Drive net new revenue moving current VMware customers to Intune (ME3) and Intune Suite

### Listen and Consult

1. Target customers with
  - [Cloud Endpoints GTM Content](#)
  - Cloud Management CiaB
  - **New compete materials**
- 2. Spur customer interest with account-based marketing leveraging existing and new GTM content

### Inspire and Design

3. Deliver the [Cloud Endpoints pitch & demos](#) based on customer scenarios
4. **Build Customer Intent through 1:1 and 1:Many engagements**
  - [Do More with ME3 Program](#) \$
  - [Endpoint Management with Security Workshop](#)
  - [Customer pitch decks and click-through CDX demos](#)
5. Build deployment and customer success roadmap

### Empower and Achieve

6. Secure customer agreement on deployment, remediation, and adoption plan
7. Evaluate and nominate customer for [Intune Suite Pilot](#) program \$
8. [Offer ME3, Intune & Intune Suite customer trials](#)
9. Evaluate and nominate for ECIF funding support through MSFT Seller. \$
10. Close the deal with product and partner-delivered services proposal

### Realize Value

11. [Deploy and enable](#) Intune & Intune Suite via partner services proposal
- 12. Validate Customer eligibility for deployment voucher / ME3 Adoption Offer \$
13. [Leverage FastTrack for deployment guidance and support.](#)

### Manage and Optimize

14. Monitor workload adoption and usage via Intune dashboards to sustain and deliver maximum ROI.
15. Drive value realization through optimized usage of key workloads, and evaluate expansion opportunities
16. Earn Online Services Usage incentive → Intune \$

# Partner Call-to-Action

- Share your GTM plan and pipeline for us to help you on takeout campaigns
- Register CPOR and gain data insight to programmatically drive usage and revenue growth at scale
- Let us know your capability and impact through case studies and we can advocate with Microsoft internal teams

# Intermission

10 minutes

## FastTrack Partner Community resources:

- [FPC Portal](#)
- [FRP Viva Engage](#)
- [FPC Ideas Forum](#)
- [FPC Partner Support](#)
- [FPC Heads Up Newsletter](#)
- [FY25 FPC Events Catalog](#)

# FastTrack Partner Center Experience (FPX) Roadmap

Christian Maier, Principal Product Manager

# The **What?**

Unlocking **FastTrack Partner Community (FPC) success** scaled through **simple, coherent, efficient, and secure digital experiences + data.**

# The Why?

## FastTrack **Partner challenges** we want to address



### Lack of Customer Data and Insights

Lack of customer usage analytics and insights, SKU information, details of eligible incentives and more.



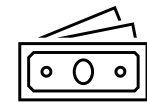
### Targeting the Right Opportunities

Challenges building effective data-driven customer propensity lists with clear recommendations to drive sustainable M365 growth & revenue.



### Manual Toil in using Data

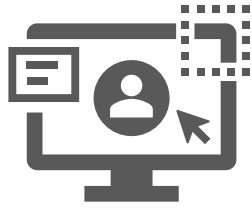
Defragmented engagement surfaces and UX, complex programs workflows, overall manual toil and costs to gather data and surface to sellers, delivery teams and CXP.



### Driving Growth and Revenue

Missing out on maximizing eligible benefits and incentives, seeking help from FTAs and overall driving business success and meeting Microsoft FastTrack program objectives.

# The How?



Unified and  
Streamlined  
Experiences



Customer Insights  
and Opportunities

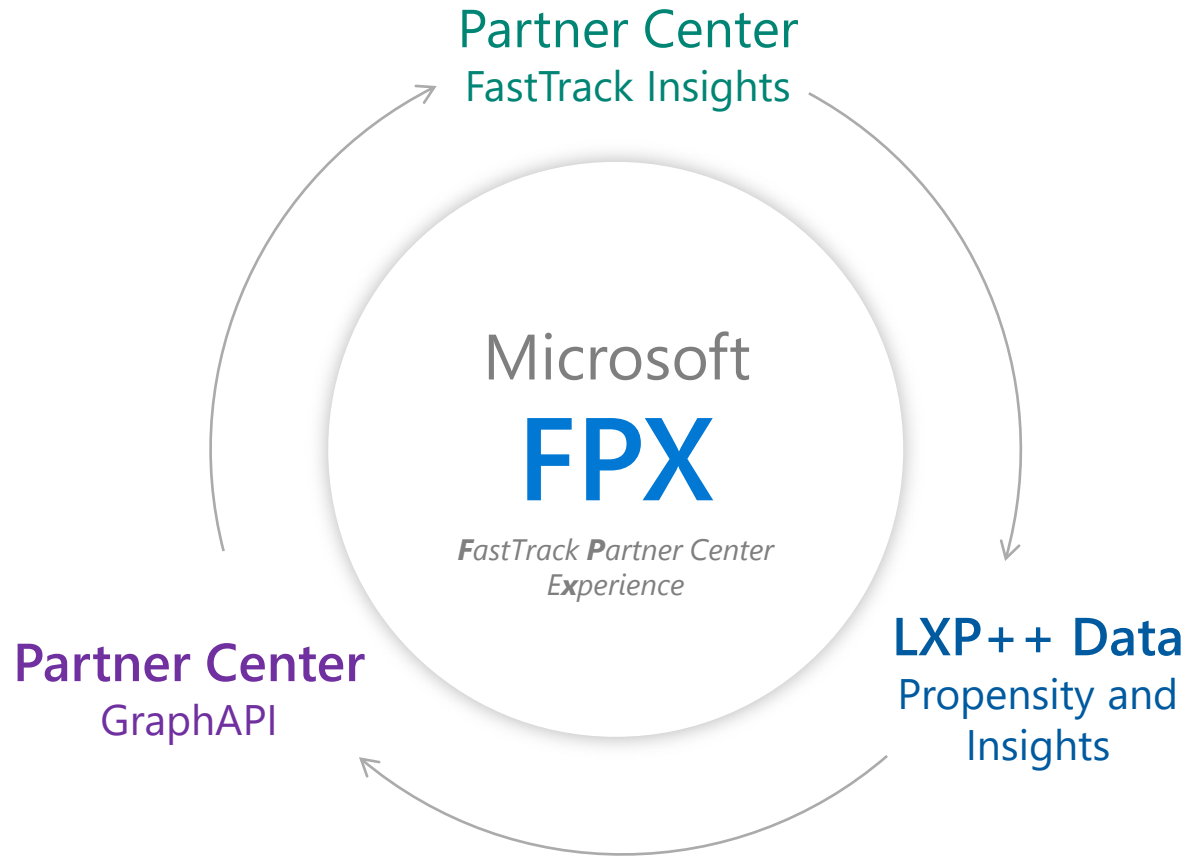


Programmatic and  
Secure Access



# FastTrack Partner Center Experience (FPX)

A dedicated Partner Center workspace and API for the FastTrack Partner Community



## 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.
- **Persona:** FastTrack Partner Community (FPC)

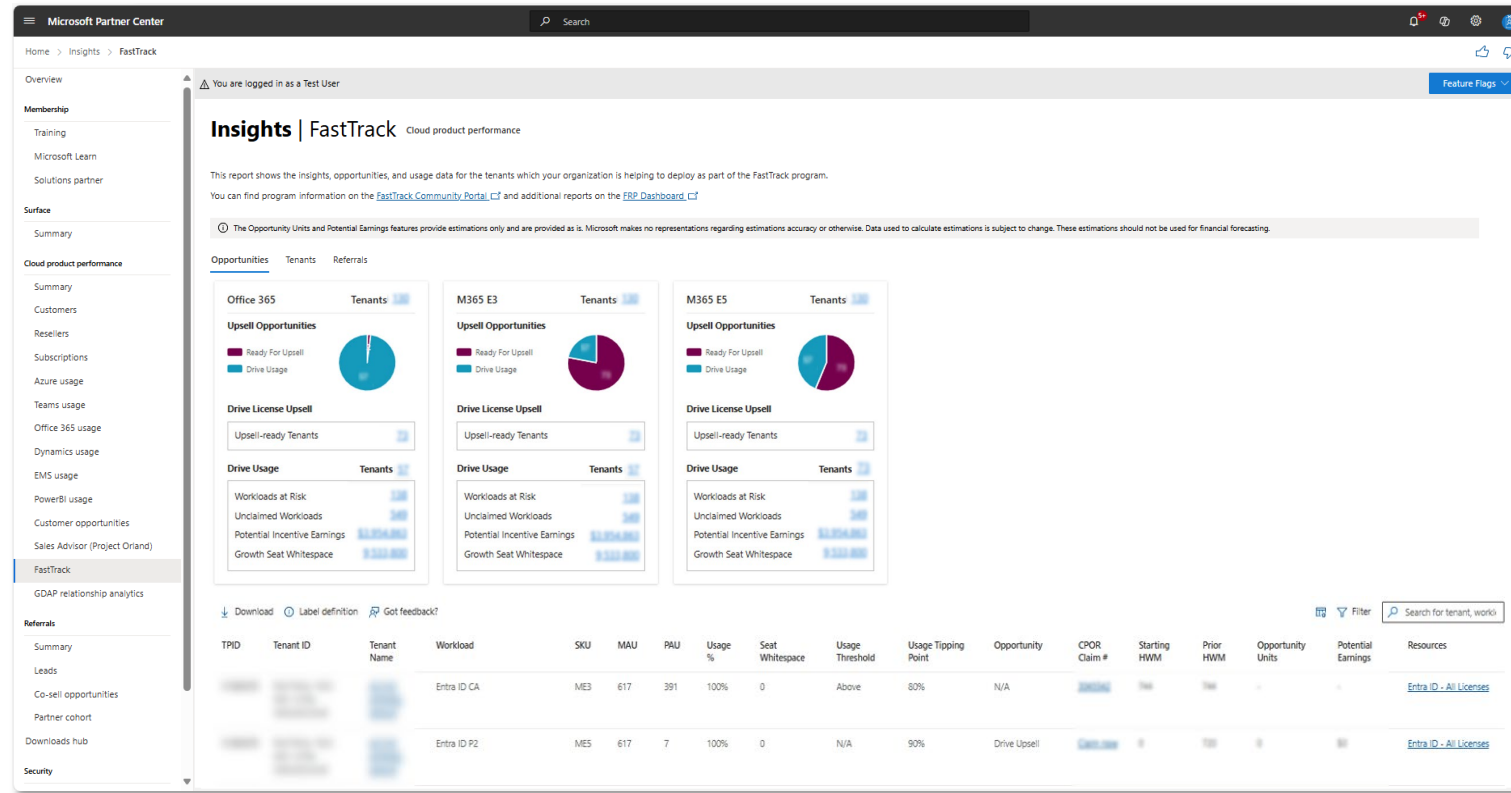
## LXP++ Data Warehouse

- **What?** Predictive data models powered by Microsoft Data Science and AI to identify and create partner-ready customer propensity lists, augmented to unlock consumption and upsell success.
- **Persona:** FPC via FPX, sellers/delivery manager via API

## Partner Center | API built on MSGraph

- **What?** A premium, secure, compliant, and scalable API enabling partners to connecting MSFT data warehouse with Partner CRM/ERP for programmatic access to data.
- **Persona:** Sellers, delivery manager (Limited to CRM/ERP integration partners)

# Partner Center FastTrack Insights | Workspace



## Benefits to Partners

1. **One Stop-Shop** for FPC needs to propel business success and customer growth
2. **Deep customer usage insights and incentives** by associations, eligibility, and priority
3. **Turn-key propensity data** by associations, across all key customer segments
4. **Shared customer pipeline** between MSFT and partner, high-propensity referrals
5. **Community resources and tools** supporting partners' ability to effectively drive intent, close deals, and deliver solutions

# FPX Roadmap

## FY24

- ☑ Tenant Usage
- ☑ Usage and Upsell Propensity Data
- ☑ Referrals
- ☑ Incentives and potential Earnings
- ☑ API

## CY24 H2

- ☐ Updated Usage and Upsell Propensity Models
- ☐ Incentive Data Refresh
- ☐ Improved Tenants Insights Data
- ☐ MCI Eligibility Data
- ☐ Customer Renewals Data
- ☐ Improved Referrals
- ☐ Copilot for Partner Center

## CY25 H1

- ☐ Expand data beyond CPOR associations
- ☐ Integrated SME and FTA requests
- ☐ Alerting and Notifications
- ☐ Propensity Model
- ☐ Alerting and Notifications
- ☐ QTM/Voucher Data
- ☐ Advanced Deployment Guides

# Stay in touch

- Product documentation: <http://aka.ms/FPXDocs>
- Bugs and Issues: <http://aka.ms/FPCSupport>
- Feature requests: <https://aka.ms/FPCIdeas>
- Get Support: <http://aka.ms/FPCSupport>
- Access our community portal: <http://aka.ms/FPCP>

# Working with FTA

Patric Grimwood

# FastTrack Architects in FY25

- **Partner Engagement:** Proactively connect with partners on joint customer engagements
- **Objective:** Increase collaboration with partners to successfully deliver customer outcomes and enable customer exposure to post FastTrack engagement opportunities
- **Customer Alignment: Two approaches**
  - **Pinned:** Set of defined customers (1,000) with long-term FTA assignment
  - **Dynamic:** Set of defined customers (3,000) with variable FTA engagement leveraging partners to scale customer success
- **FTA Connection:** Actively working to define and implement FTA partner outreach process, approach, expectations, and success measures

**This approach is designed to foster a productive partnership and drive mutual success.**

# Quick to Market (QTM) Programs

Patricia O'Rourke, QTM Global Lead  
Adam Rosenblatt, QTM Registration

# Quick to Market Deployment



**12+ Million**  
MAU growth



**2,000+**  
Customers  
impacted



**4,000+** Voucher  
transactions

## FY25 QTM Programs

- **Modern Work & Security Deployment Offer - FRP**
  - M365 Copilot Deployment Offer: Minimum 1000 seats
  - M365 Deployment Offer: M365 E3/E5, FLW F3/F5, Teams Phone, Compliance
  - M365 Migration and Deployment Offer: M365 E3/E5, FLW F3/F5, Teams Phone, Compliance
- **National Health Services (NHS) - FRP UK Only**
  - Program created in support to drive M365 adoption
  - Program runs FY24 to FY26
  - Invitation only



# M365 Copilot Deployment Offer

## Eligible Partners

- **Copilot Jumpstart partner** and **FastTrack Ready Partner (FRP)**

## Eligible Customers

- Commercial, Small, Medium, and Corporate (SMC) Customers, Public Sector (excluding US Federal), and Education customers purchasing a minimum of 1,000 eligible licenses of M365 Copilot.

## Non-Eligible customers

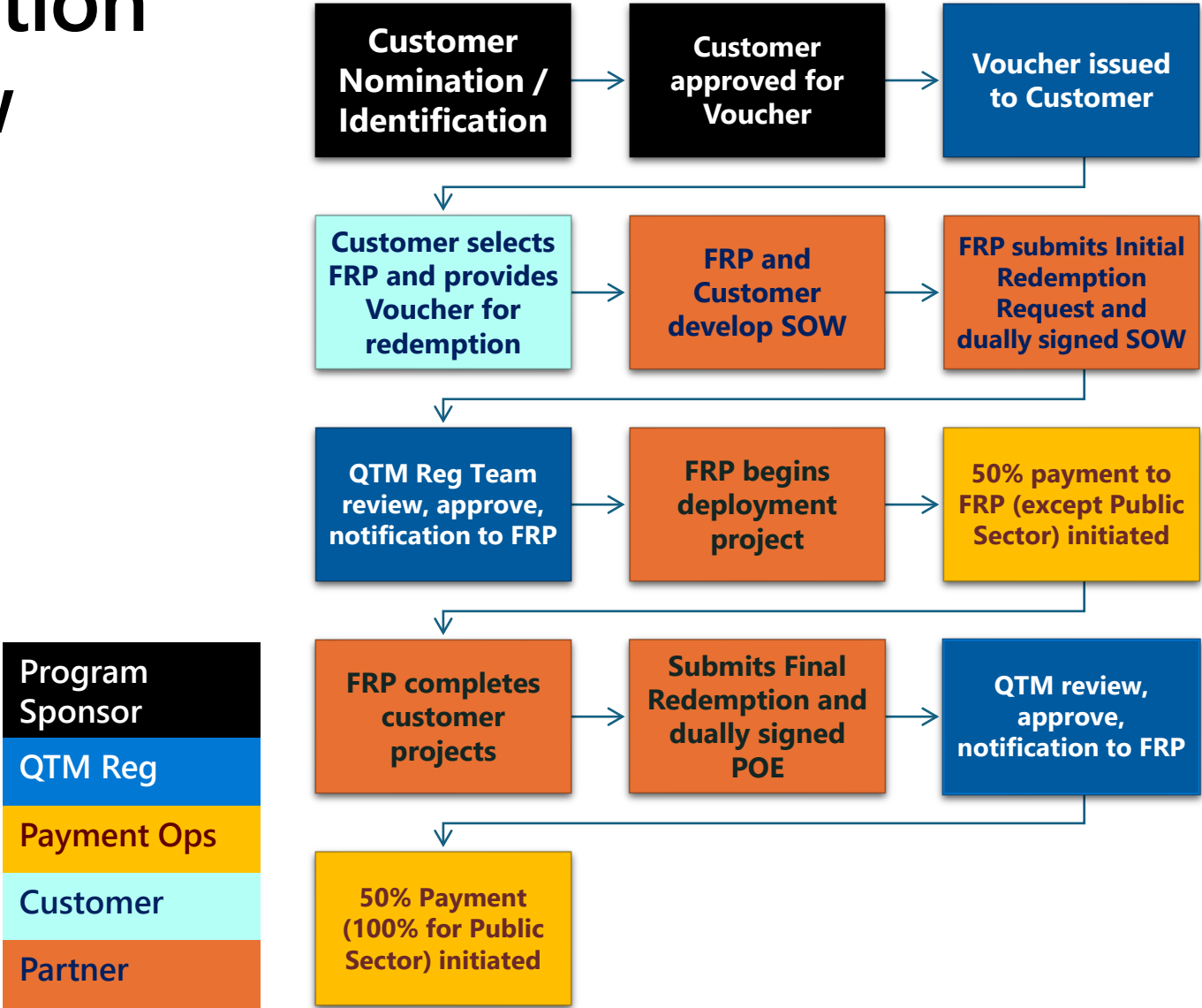
- Non-profit, US Federal, GPP, and CSP customers are ineligible for this program

## Offer Terms


- Copilot program runs July 1, 2024, through June 30, 2025.
- Vouchers have a 6-month expiration indicated on the voucher, one voucher per customer TPID
- Eligible workload: Deploying Copilot for Microsoft 365 and supporting readiness for eligible customers with 1,000 or more licenses.
- Voucher maximum up to \$75,000 (Between 1000 and 3000 licenses); Up to \$95,000 (>3,000 licenses)
- **Only FRP** Partners can combine M365 Copilot vouchers with either M365 Deployment Offer **OR** M365 Deployment and Migration Offer vouchers.
- Per Section F in the Terms & Conditions, partners are responsible for any related taxes. All payments are inclusive of any tax obligations.

## Proof of Execution (submitted and approved prior to June 30, 2025)


# Voucher Redemption Process Overview



# Voucher Issued to Customer



## Quick to Market



### Voucher Approved

Voucher ID	#####
Program Year	FY25
Voucher Value	\$50,000
Voucher Issued to	CONTOSO CORPORATION
Issue Date	August 5, 2024
Expiration Date	February 5, <a href="#">2025</a>
Voucher Type	M365 Deployment
Eligible Workloads	Deployment of M365 E3 and E5, Compliance and Phone.

**Congratulations! We have approved your organization for the Microsoft Modern Work & Security Deployment Offer.** Based on your recent Microsoft 365 purchase, your organization is qualified to receive a voucher valued at **\$50,000** in services credit.

This must be used for deployment services with a [FastTrack Ready Partner \(FRP\)](#) of your choice, for the **Eligible Workloads** listed above by the **Expiration Date** indicated. It is not required to use the full voucher amount, but only one Statement of Work (SOW) can be submitted by one FRP to redeem this voucher.

**Next Steps:** Actions for CONTOSO CORPORATION

- Promptly select a FastTrack Ready Partner (FRP). You may already be working with one or have worked with one in the past.
- Present this voucher to the FRP you selected. They are familiar with the program and will redeem it with Microsoft for payment for the services in your agreement.


# Voucher Communication Cadence

**To:** Customer

**Cc:** Submitter/Account Team

**To:** Partner

**Cc:** PSM

	1st mo	2nd mo	3rd mo	4th mo	5th mo	6th mo	
<b>Voucher issued to Customer</b> via email							<b>Voucher expired</b>
							
<b>Customer reminder email</b> when zero redemptions	X	X	X	X	X		
<b>Partner reminder email</b> after initial redemption	X	X	X	X	X		

# Statement of Work cover page

## Partner Instructions for SOW and POE Service Agreement Verification Forms

### Modern Work & Security Deployment Offer

**\*\*Detach this page from the template below\*\***

#### Document Preparation and Voucher Redemption

- Ensure your customer has provided you with a copy of their Voucher email.
- Use the correct templates for Statement of Work (SOW) and Proof of Execution (POE) documentation. Do not modify the templates. Detach this Instructions page before signing with your customer.
- Voucher expiration date is the deadline by which the customer project should be completed, and POE approved.
- Do not submit your POE until your SOW has been approved. POE must match approved SOW.
- Refer to the SOW template and Program Knowledge Base FAQ article for eligible workloads.
- Upload completed SOW and POE templates [here](#) when submitting Voucher Redemption Requests.

#### Partner and Customer Contacts and Signature Requirements

- Provide complete info requested, including primary Customer Tenant ID on which work is to be performed.
- Contact details provided must match document signatory.
- SOW and POE documents must be signed and dated by Partner and Customer. Optionally, digital signatures may be used.
  - If using digital signatures, an audit trail must be provided and be included with the signed SOW or POE. Electronic signatures without an audit trail will not be accepted.
  - Copy/paste physical signatures will not be accepted.

#### SOW Preparation Guidance and Example

- Complete document in English. Add machine translation for Section 3 when needed.
- For each workload selected in Section 2, provide a brief, high-level, bullet list of activities to be performed.
- If the Voucher is **Migration and M365 Deployment**, then you must include both types of activities in your SOW.
- QTM will review your SOW for compliance prior to customer signing. Send to [ftspincentiveclaims@microsoft.com](mailto:ftspincentiveclaims@microsoft.com)
- Follow this **example** format when completing your SOW:

**Section 3: (Required) Scope of Work Details** Describe in a bulleted point list the M365 deployment activities performed for each of the workload areas selected in Section 2. Indicate in US dollars (USD) the total cost of services delivered for M365 Deployment and/or Migration (if applicable).

#### Microsoft Endpoint Management / Microsoft Intune

- Enroll all devices to Endpoint Manager / Intune
- Create device policies
- Application configuration

#### Microsoft Defender for Identity (MDI) / Azure ATP

- Deployment of the MDI sensor
- Review of alerts with the introduction of appropriate exceptions

#### Program Resources: Modern Work & Security Deployment Offer

- SOW template - <https://aka.ms/ModernWorkDeploymentSOW>
- POE Template - <https://aka.ms/ModernWorkDeploymentPOE>
- Knowledge Base FAQ - [KB-01674](#) - [M365 Specialty Partner \(powerappsportals.com\)](#)
- FastTrack Partner Community Terms and Conditions - <https://aka.ms/FastTrackPartnerCommunityTerms>

**\*\*Detach this page from the template below\*\***

Detach from Template

Document preparation guidance

Contact and signature guidance

Scope of Work example

Related resources

# Statement of Work Template

Microsoft Modern Work & Security Deployment Offer  
Services Agreement Verification Form - Statement of Work



Header identifies SOW or POE  
template

Template Updated July 30, 2024

Services Agreement Verification Form – Statement of Work

<b>Section 1 (Required): Identify Voucher ID #, Expiration Date, and Voucher Type to be redeemed.</b> You will need the Voucher email from the Customer to complete this correctly.	
<b>Voucher ID:</b>	<b>Voucher Value:</b> (US dollars)
<b>Voucher Program Year:</b> (From voucher email) <input type="checkbox"/> FY24 <input type="checkbox"/> FY25	
<b>Voucher Expiration Date:</b> (From voucher email)	
<b>Voucher Type:</b> (Select one) <input type="checkbox"/> M365 Deployment <input type="checkbox"/> Migration and M365 Deployment	
<b>Section 2 (Required): Select the workload(s) to be deployed for the type of Voucher to be redeemed.</b> <b>Note:</b> All M365 Migration and Deployment Vouchers <b>must</b> include one or more of the eligible Migration activities and must include M365 Deployment workload activities.	
<b>M365 Deployment Voucher Workloads</b>	
<input type="checkbox"/> Teams Apps	
<input type="checkbox"/> Teams Meetings	
<input type="checkbox"/> Teams Phone	
<input type="checkbox"/> Teams	
<input type="checkbox"/> Teams for Frontline Workers	
<input type="checkbox"/> Microsoft Endpoint Management   Microsoft Intune	
<input type="checkbox"/> Azure Active Directory Premium (AADP) Conditional Access   Microsoft Entra ID	
<input type="checkbox"/> Azure Active Directory Premium2 (AADP2)   Microsoft Entra ID P2	
<input type="checkbox"/> Microsoft 365 Apps	
<input type="checkbox"/> Microsoft Purview Insider Risk Management (IRM)   Purview Data Lifecycle Management (DLM)	
<input type="checkbox"/> Purview Information Protection (MIP)   Data Loss Prevention (DLP)	
<input type="checkbox"/> Microsoft Defender Endpoint (MDE)   Microsoft Defender Advanced Threat Protection (MDATP)	
<input type="checkbox"/> Microsoft Defender for Cloud Apps (MDC)   Microsoft Cloud App Security (MCAS)	
<input type="checkbox"/> Microsoft Defender for Identity (MDI)   Azure ATP	
<input type="checkbox"/> Microsoft Defender for Office (MDO)	
<input type="checkbox"/> Exchange Online	
<input type="checkbox"/> SharePoint Online	
<input type="checkbox"/> Outlook Mobile	
<b>Migration and M365 Deployment Voucher Workloads</b> (Complete this section <u>only</u> if redeeming a Migration and M365 Deployment Voucher. Select the migration activities to be performed below. You <b>must</b> also include M365 deployment activities from the table above.)	
<input type="checkbox"/> Migration <b>from Office On-Prem to</b> (identify the relevant M365 workload(s)): _____	
<input type="checkbox"/> Competitive Migration:	
<b>From</b> (Indicate Source): _____ <b>To</b> (Indicate Target): _____	

Enter Voucher information

Select from list of eligible work

Identify migration scenario  
(only for Migration and M355  
Deployment Vouchers)

# Statement of Work Template

<b>Section 3 (Required): Scope of Work Details</b> Describe in a bulleted point list the deployment activities to be performed for each of the workload areas selected in Section 2. Indicate in US Dollars (USD/US\$) the total cost of services being delivered for M365 Deployment and/or Migration (if applicable).	
Total cost of <b>deployment services</b> to be provided:  US\$ _____	Total cost of <b>migration services</b> to be provided (only applicable for Migration and M365 Deployment vouchers):  US\$ _____
Total Cost of Services (deployment + migration) to be provided:  US\$ _____	

Scope of work details on workloads selected in Section 2

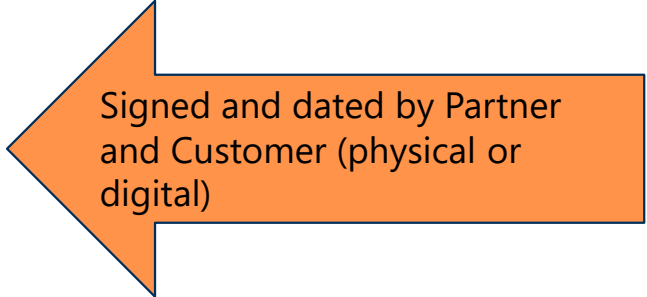
Total Cost of Services to be provided

<b>Section 4 (Required): Partner and Customer Contact Information</b>	
Partner Company Name	
Partner Signatory Name	
Partner Signatory Role	
Partner Signatory Email	
Customer Tenant ID	
Customer Company Name	
Customer Signatory Name	
Customer Signatory Role	
Customer Signatory Email	

Partner, Customer, and Signer details

# Statement of Work Template

<b>Section 4.1 (Required) Partner and Customer Acknowledgement</b>	
By signing below, Partner represents, understands, and agrees that:	
<ul style="list-style-type: none"><li>• The foregoing is a true and accurate description of the deployment activities to be provided to the Customer.</li><li>• In addition to the deployment activities outlined above, Partner will deliver the <a href="#">Microsoft 365 FastTrack Benefit</a> (for M365 Deployment Vouchers) and/or the <a href="#">FastTrack Data Migration Benefit</a> (for Migration and M365 Deployment Vouchers) at no cost to the Customer. If either is to be provided, please indicate this in Section 3 above, including the zero cost.</li><li>• Any contact information or usage information collected for this offer will not be used for marketing purposes unless explicitly agreed to by the Customer.</li></ul>	
<b>Partner Signature</b>	<b>Date Signed</b>
<b>Customer Signature</b>	<b>Date Signed</b>
<b>Section 4.2 Public Sector Disclosure</b>	
By signing this document, the customer listed in Section 4 acknowledges that the partner listed in Section 4 will seek association to our Microsoft Customer Tenant ID under the Microsoft Partner Incentives program, and that as part of their association, the partner may receive monetary fees, commission, or compensation from Microsoft in connection with the services provided to the customer.	
(Public Sector) Customer initials here: _____	



Signed and dated by Partner and Customer (physical or digital)



Public Sector Disclosure



# Voucher Redemption via FastTrack Community Portal

The screenshot shows the Microsoft FastTrack Partner Community Portal. At the top, there is a navigation bar with the Microsoft logo and links for Home, Community, Learning, Support, and My Workspace. A dark banner below the navigation bar says "Welcome to the Community, Adam!" and provides a brief description of the portal. A search bar is located on the right side of the banner. Below the banner, the breadcrumb "Home / Voucher Redemptions" is visible. The main heading is "Voucher Redemptions". A sub-heading says "View your current Voucher Redemptions below." followed by a bullet point: "To submit a new Voucher Redemption, select the 'Create' button." Below this is a form with two dropdown menus: "Program Membership" and "Voucher Type". An "Apply" button is on the right. At the bottom of the form area, there is a "My Program Redemptions" filter, a search box, and "Create" and "Export Data" buttons. Below the form is a table header with columns: "Voucher ID", "Name (Program Membership)", "Customer Name", "Type", "Voucher Type", "Status", "Voucher Expiration Date", "Submitter", and "Modified On". A large blue arrow points from the "Create" button to the text "Create redemption" below the screenshot.

Create redemption

# Proof of Execution Template

- “Proof of Execution” or “POE.” Verifiable evidence that Program Partner or a third party acting on Program Partner’s behalf has completed the required activity to achieve a payment milestone. POE may be derived from Microsoft service telemetry or be based on Program Partner submitted documentation. For the purposes of the FastTrack Ready Partner Only Incentive Programs, POE means verifiable evidence that Program Partner (not a third party) has completed the required activity to achieve the payment milestone.
- Only FastTrack Ready Partners are eligible to redeem vouchers, and all work must be performed by the FastTrack Ready Partner signing the SOW and POE.

Microsoft Modern Work & Security Deployment Offer  
Services Agreement Verification Form – Proof of Execution



Template Updated July 30, 2024

Services Agreement Verification Form – Proof of Execution

<b>Section 1</b> (Required): Identify Voucher ID #, Expiration Date, and Voucher Type to be redeemed. You will need the Voucher email from the Customer to complete this correctly.	
<b>Voucher ID:</b>	<b>Voucher Value:</b> (US dollars)
<b>Voucher Program Year:</b> (From voucher email) <input type="checkbox"/> FY24 <input type="checkbox"/> FY25	
<b>Voucher Expiration Date:</b> (From voucher email)	
<b>Voucher Type:</b> (Select one) <input type="checkbox"/> M365 Deployment <input type="checkbox"/> Migration and M365 Deployment	
<b>Section 2</b> (Required): Select the workload(s) deployed for the type of Voucher to be redeemed. <b>Note:</b> All M365 Migration and Deployment Vouchers <b>must</b> include one or more of the eligible Migration activities and must include M365 Deployment workload activities.	

POE template mirrors SOW template. Confirms delivery completed.

<input type="checkbox"/> Teams Phone
<input type="checkbox"/> Teams
<input type="checkbox"/> Teams for Frontline Workers
<input type="checkbox"/> Microsoft Endpoint Management   Microsoft Intune
<input type="checkbox"/> Azure Active Directory Premium (AADP) Conditional Access   Microsoft Entra ID
<input type="checkbox"/> Azure Active Directory Premium2 (AADP2)   Microsoft Entra ID P2
<input type="checkbox"/> Microsoft 365 Apps
<input type="checkbox"/> Microsoft Purview Insider Risk Management (IRM)   Purview Data Lifecycle Management (DLM)
<input type="checkbox"/> Purview Information Protection (MIP)   Data Loss Prevention (DLP)
<input type="checkbox"/> Microsoft Defender Endpoint (MDE)   Microsoft Defender Advanced Threat Protection (MDATP)
<input type="checkbox"/> Microsoft Defender for Cloud Apps (MDC)   Microsoft Cloud App Security (MCAS)
<input type="checkbox"/> Microsoft Defender for Identity (MDI)   Azure ATP
<input type="checkbox"/> Microsoft Defender for Office (MDO)
<input type="checkbox"/> Exchange Online
<input type="checkbox"/> SharePoint Online
<input type="checkbox"/> Outlook Mobile

**Migration and M365 Deployment Voucher Workloads**

(Complete this section only if redeeming a Migration and M365 Deployment Voucher. Select the migration activities performed below. You **must** also include M365 deployment activities from the table above.)

# MWSDO Voucher Payment

- Vouchers are redeemed 50% upon approval of SOW and 50% upon approval of POE. **Note:** Public Sector customers, paid 100% on POE approval.
- Payments initiated 45 days after end of month the Redemption was approved.
- Payment is made to the Payment Central Account associated with FRPs Program Membership.
  - Example:
    - **Approved:** August 2
    - **Paid:** October 15

# Voucher Redemption Best Practices

- Get Voucher email from Customer.
- Follow directions on SOW template cover page.
- Use program SOW and POE templates.
- Refer to [MWDO SOW preparation guidance](#) (KB-01685)
- Complete document in English. Add machine translation for Section 3 when needed.
- Voucher expiration date is the deadline for project completion and POE approval.
- Do not submit POE until SOW has been approved.
- POE must match approved SOW.
- Contact details provided should match document signatory.
- Copy/paste signatures will not be accepted.
- Send SOW to [ftsp incentiveclaims@microsoft.com](mailto:ftsp incentiveclaims@microsoft.com) for pre-signature review to ensure program compliance.

# Voice of Partner / Customer and Support

Julie Martin, Program Manager

Aimee Fulwell, Senior Product Manager

# FY24 Lookback: Thank you!

**3** surveys  
**337** responses

Satisfaction **+3** points  
Net Promoter score **+5** points

**60** Ideas submitted  
**35** Implemented

**+380** Product feedback items  
submitted by Partners

**15%** accepted by Engineering

## Changes based on your feedback

*Adding ability for more than one partner resource to view support cases*

A case in Partner Support can be made **private** or **public**. Public cases may be viewable by anyone associated with your program membership.

*Referral notes unformatted in FCU (now FPX) and difficult to read.*

Formatting added to ensure Referral details can be easily read by the partner.

*Confusion on requirements for FastTrack Ready Partner membership*

Streamlined and clarified Terms & Conditions launched July 1, 2024.

# Voice of Partner/Customer Team and FY25 Objectives

*Enhance partner satisfaction, engagement, and growth by programmatically capturing and implementing feedback.*

## Voice of Partner

Drive partner satisfaction, engagement, and growth by capturing and actioning program insights.

## Voice of Customer

Understand and improve the customer experience with FastTrack partners by actioning insights.

*Outreach*

*On demand*

*Intelligent listening*

# Poll



# FY25 Voice of Partner

## Ideas Forum

<http://aka.ms/fpcideas>

### Improve partner visibility into ideas/feedback status

- Filter on your submitted ideas
- Notifications
- Share out success (blogs, newsletter, community calls)

The screenshot shows the Microsoft Ideas Forum interface. At the top, there's a navigation bar with 'Home', 'Community', 'Learning', 'Support', and 'My Workspace'. A search bar is located on the right. Below the navigation, a welcome message reads 'Welcome to the Community, Julie!' followed by a description of the FastTrack Partner Community Portal. The main heading is 'All Ideas'. A 'Submit New Idea' button is prominently displayed. Below this, there's a section for filters and search options. A 'Submit an Idea' modal is open, showing a dropdown menu for 'Idea Forum' with options like 'FPC Program ideas/suggestions', 'Other ideas/suggestions', and 'Other Microsoft 365 Product Feedback'.

1. FPC Program, Tools, and Readiness
2. Microsoft 365 Product Feedback

# FY25 Voice of Partner



## Polls

In-portal polling – Watch for these and respond!

### A new way to build customer success!

The **FastTrack Partner Community Program** is strategically focused on global partners assisting eligible customers to deploy and adopt **Microsoft 365 products**. The combination of Microsoft engineering and partners with advanced specialization achieve highly successful customer engagements. As technical specialists, partners with proven areas of expertise help customers leverage the value of purchased M365 licenses within their organizations.

Partners within the community **work together to help drive success** through sharing partner success stories, engaging on program values, and providing Microsoft with actionable ideas.

Makronet | A Noventiq Company demonstrates how they combined Microsoft products and FastTrack Partner Community integration to gamify the deployment and adoption processes. Click on the video to learn much more about how Makronet enables new customers, drives usage growth and license upselling with existing customers while increasing overall efficiencies and decreasing overhead.



### Referral Content

Our goal of FastTrack Partner Community Referrals is to match Microsoft customers with the right partner, with the right solution, at the right time.

### Ideas

We want to hear from you! We can improve your partner experience by listening to your ideas.

#### Poll

Has your organization leveraged the customer propensity data in the FPX (FastTrack Partner Experience) to identify incentives and upsell opportunities with your customers?

- Yes, the data helped us identify new opportunities.**
- Not yet, but we plan to use the data soon.**
- No, the data didn't help us find new opportunities.**
- I am not aware of this customer propensity data.**

Submit

View results

# FY25 Voice of Partner



## Surveys

- 2 times per year: Q1 (November) and Q4
- Targeted questions



## Qualitative feedback

- Focus groups
- Partner Advisory Board



## Listening across channels

- Leveraging AI to identify themes and areas of improvement

# FY25 Voice of Customer



## Surveys

- Reestablish referral customer survey rhythm: Work with partners to drive survey completions and share results.
- Engage with FTAs on Prioritized customer feedback
- Create ad hoc feedback opportunities

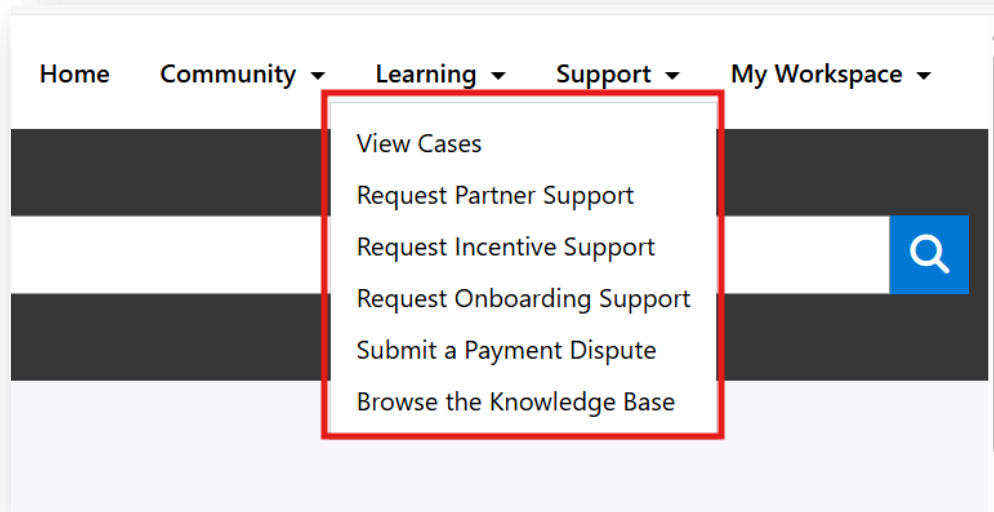


## Live feedback

- Direct interviews

# Poll

# FPC Partner Support



Central support hub for all FPC/FRP/QTM Partners' questions, concerns, issues, or guidance with FPC related programs.

**New**

<http://aka.ms/fpcsupport>

## Common help areas

- Tool issues / bugs
- Program roadblocks within FPC umbrella of programs
- Payment support
- Sharing documentation resources such as Knowledge Base articles
- Referring to other support teams



**New:** Partner Support is no longer able to support resolutions for Modern Work and Security programs. Direct partners to submit a case for MW&S and MCI programs through Partner Center.

# In summary

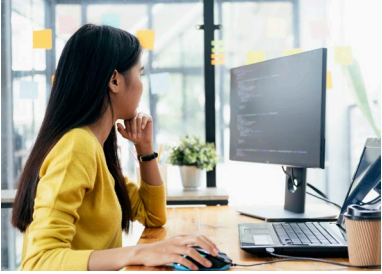
1. Share your feedback and ideas in the Ideas Forum <http://aka.ms/fpcideas>.
2. Respond to polls.
3. Watch for the November survey and be sure to respond.
4. Prepare to share a survey with your customers.
5. Get program help at <http://aka.ms/fpcsupport>.

# Wrap up

Patric Grimwood, Partner Scale Growth Team Leader



# Asks and Feedback



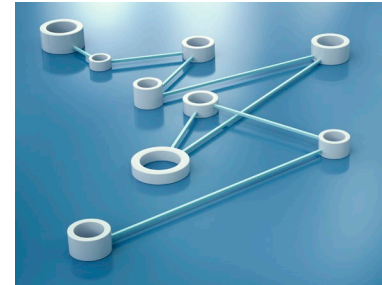
For questions and asks regarding FY25 FastTrack Partner Community strategy, submit your feedback/idea via the FPC Portal: [All Ideas](#).



Review and get familiar with the FPX (FastTrack Insights) portal to identify your opportunities to build your marketing campaigns, go-back motions, e.g., *Get Copilot Ready*.



Watch out for the FPC Learning announcements and get ready to achieve updated FPC Qualifications!



Fully leverage FPX insights with implementation of the API to empower your Sales / Marketing teams into our CRM and web + mobile sites.



Watch out for announcements next week regarding the FPC Portal URL change to <https://fpc.microsoft.com/>



Look out for information and events about how to foster the productive partnership for joint customer engagements with FastTrack Architects.

# Event feedback

- Feedback helps us to best serve partners.
- Please take a moment to complete the event survey below.
- <https://aka.ms/FY25FPCLaunchAsia>





Thank you