FY25 FastTrack Partner Community (FPC) Launch Event Meeting Recording

September 11, 2024, 1:01PM

1h 59m 0s

Amy Jarosky (AG Consulting Partners Inc) started transcription

Patric Grimwood 0:15

Good morning.

Good afternoon.

Good evening folks.

We will give people maybe one or two more minutes to join us and we'll then we'll get this session underway.

We've got a very packed agenda, so thank you for your patience and thank you for all of you that arrived early.

We'll be going in just maybe a minute or two.

237 are we gonna get anymore?

Feel like an auctioneer.

I hear two 38238.

Somebody give me 238.

Look at that 244.

Thank you folks.

You showed up.

Already, let's get this thing going.

We're a couple minutes past the top of the hour. Amy, if you would lead us out.

Thank you.

Amy Jarosky (AG Consulting Partners Inc) 1:43

Sure. Welcome everyone.

Thank you so much for joining us today.

We are very excited to have you here for the FY25 FastTrack partner community launch event. We have lots of exciting updates for the New Year for you.

And I'm just going to go over a few event logistics quickly if you'd like to turn on live captions for this event, just go to the more button in your teams and you may do so.

There we are recording this call and it will be available on the FPC blog within the

next.
Day or so. So we'd like to rewatch the session.
Feel free to head on over to the FPC portal and check out the blogs.
Also, we will be answering questions in the chat if you have any questions along the way, feel free to post them there and we will also monitor the chat after the event. If you have any lingering questions as well.
Again, thank you so very much for being here today with us. And I will now turn it back over to Patric Grimwood.

Patric Grimwood 2:48
If you would give me the next slide, I'll get. This is my section going.
So we've got a, as Amy said, a very packed agenda.
You can see here we're gonna hear about the FPC community and portal updates, changes to the FastTrack partner manager, which is now the partner success manager role.
An update on referrals.
What's going on with our SMC strategy and our and our focus there.
We do have an intermission built in to refresh your coffee or take a break for a few minutes.
DJ Amy will be entertaining us.
FastTrack Partner Center experience road map from Christian is really gonna take a look at where our tools and our interfaces are headed. Working with FastTrack Architects, I'll be covering that section.
There's really excited to share some of the the changes on the horizon there and we'll get an update on quick to market programs.
And voice of customer voice of partner and support.
We've had some changes in the team and some changes in sort of direction, so more to come from there and then we'll wrap it up.
Hopefully we'll have a couple of minutes to speak to questions that are posed in the chat, and of course we will follow up those questions in writing and future time.
All right. So First off, as welcome to FY25I, just want to say thank you.
Thank you to our partners, all of you on this call. All of your peers that haven't been able to join us so far today.
We had a banner year and we will not be successful.
We know we cannot be successful without you, our partners.

That's why we've run in this program for eight years.
It's been through a wide variety of changes. Those of you that have been with us for a long time, I have seen sort of that, that roller coaster and sometimes recline in a mountain. Sometimes we're cruising.
But we are only successful together and I just wanna say thank you. Thank you. Thank you. From from Microsoft, from my leadership and from our customers, frankly, cuz they are only successful because you engage with them and you drive this business forward.
Amy, if you give me the next slide please.
So what does that look like in a retrospective?
FY24, we delivered, you delivered $5.9 billion in partner influenced incremental revenue, which means you're from the time you were connected with a customer association in MAU or other association was made forward $5.9 billion in revenue was attributed to the work.
That you and your folks did with our mutual customers.
51 million monthly active usage growth, whether that was for mad or map or whatever flavor of monthly active usage. Depending on the service, 51 million MAU growth, absolutely a banner year. We had 445 partners join our program, mostly based on the modern.
Work deployment offer that really opened up the interest in the gates to partners that want to.
Join us and get access to all of the goodness, and of course, those vouchers.
You and your peers redeemed $43,000,000 in deployment offer vouchers.
That's really, really solid delivery for vouchers.
This year we had 13,000 CPOR claims submitted.
We all know how challenging CPOR can be and.
But you all persevered.
You made sure to follow sort of process and best practices and let us know who you're working with and I couldn't be more thankful for you taking the time and investing that, that, that effort.
In opening those CPOR claims and working through that process.
We delivered 2200 a little over 2200 referrals in FY24. For those of you that heard me speak at the beginning of last fiscal year of FY24, I was talking a big game on referrals.
We did not deliver as much as I had hoped and as much as we had planned.

We've we're in a much better position this year and you're going to hear some more about that later, but we recognize we sort of under delivered there, but still 2200 was a was a quite a significant volume.
SMC our focus on SMC and FY24 led to 686 million in revenue.
Influenced revenue 11,000,000 MAU overall and 1.4 million copilot seat growth through the campaigns that the SMC team ran.
This was the first year we really invested. FY24 was the first year we really invested specifically in the SMC space and I could not be more thrilled with the impact and the the engagement.
And the excitement that you and your peers brought to that space and these numbers really just reflect the the great impact. And boy, I'm really looking forward to 25.
The team ran 76 partner events. There were only 12 months and they were in 76 partner events in FY24 and we had more than 64,000 views of our updated KB articles.
So that tells me that you are engaged in our content.
You're engaged in the program.
And you find value in being here.
Otherwise you wouldn't be on this call listening to me.
So just one more time. Thank you.
Thank you.
Thank you for such a fantastic impact on our mutual business in FY 24. Amy, if you'd give me the next slide, please. Yeah, feel free to clap.
I'm. I'm excited about it.
So FY25, the rising tide that is just.
I realize now that I've I'm reading what I wrote that that is sounds just a little overblown, but really, truly, I do believe.
That the rising tide raises all boats and that we are most successful when we work together.
If this program didn't exist, would you be successful as partners? And would you continue finding customers and earning revenue and paying your mortgages and putting your children through university? Of course you would.
I believe this program and working together makes us more successful than if we were working on our own, just like Microsoft would be successful if this program didn't exist.

We just make it make it even better.
Joint success planning is key to our mutual business growth and you're talk more about that as the as the event progresses.
We deliver and you activate on customer opportunities.
We're really doubling down on our value proposition of.
Delivering opportunity to you, our most impactful, most important partners to then activate with those customers and drive those outcomes that lead both to Microsoft success, but more importantly to your success or equally importantly to your success.
If your business isn't growing, if the opportunities we present to you.
Are not able to be converted into meaningful revenue and business growth in your organization. Then we have missed the mark and we're not doing our job.
That's what I really mean by the rising tide.
Raises all boats when partners are successful. It means our customers are being successful because you're selling those services that those customers desperately need and you're delivering on the outcomes that they're hiring you to perform.
When customers are successful. Microsoft is successful because they buy more of our stuff.
They're more happy with our products and they are more committed to our platform and the cycle just continues to repeat.
And really, truly, I'm going to say it one more time.
The rising tide raises all boats and you are the the energy that makes that time.
Lift boy, I just stretched that analogy probably too far.
The FastTrack Partner Community boosts M365 usage and adoption.
That's the whole purpose why we're here.
We are not a pre sales organization.
We are not a sales program.
We are a program focused really one of the only programs in Microsoft focused on driving customer.
Value recognition and usage growth post sales.
In the M365 space and you are the partners participating in this program are the only partners that are really focused on this area as well?
I know all of you have different elements of your business in presales and post sales and during sale.
And Azure and dynamics and all over the place. But we are the only folks that are really, truly focused on driving customer growth through you, our partners, which

then leads to those services opportunities in those software sales opportunities.
Digital data and people investments to enable partner services and software sales.
That's really where we're focusing. And you're gonna hear more about it throughout this event.
We know that you cannot be successful doing the things that we're leaning on you to do and driving those customer outcomes if you don't have the data that tells you where to look. If you don't have the digital surfaces, the digital experiences to be able to access and.
Use that data. If we can't get it to your sellers and your your delivery organizations.
And the people investments we continue to invest in our.
Partner success manager team.
We've actually grown it and we've moved to a fully Microsoft FTE partner success manager.
Staffing for the first time in eight years, we've got all FTEs working with all of you and I think that's gonna that just is a real example of the of the investment that we're making in this program and the commitment that we're making to it.
So hopefully that made some sense and gives you an idea of where we're going.
You're going to hear more about all of this stuff in the next hour or so.
So what are the priorities that we're driving for in FY25 in the Microsoft 365 growth and incubation organization that all of us, my team Andrew's team Matt, Ontell team sit in transform with AI? Boy, I hope you're not surprised about that.
Trust and fundamentals and at the end of the day, it's all about revenue growth.
If revenue isn't growing, we are not.
We're not doing our jobs and we're all gonna be, you know, really struggling to explain why we should continue to exist in these roles.
When I talk about transform with AI right enablement, usage and expansion of and with AI capabilities, that really means internal AI capabilities that we present to you as our partners to help you leverage the program and the systems and our data and tools better as well as Expansion
Of those, an enablement of those AI capabilities.
Through you, with our customers, copilot is the future of this company and we all know AI is the future of the industry.
And so that's really what we mean there.
And then business value and adoption, we fundamentally believe that AI really multiplies the business value of our platform and we've got to drive adoption and we

know it's hard, right.
Advisory services are are hard and these are new skills and new muscles that many of us are building.
And so it really is a transformation that we're going through trust and fundamentals.
You know, if we if you can't trust us, if our data isn't valid, if our systems and our tools and our surfaces are not fluid and easily accessible and secure both for your data for.
Our customers data then we are we are not going to be successful and there's continuing investment there. And then as I said revenue growth, you all know that the areas that we are focused on.
So I don't really need to spend any more time on that, Amy, if you'd give me my last slide.
So what is the FastTrack partner community program look like in FY25 at a very high level, a managed partner, community partner programs and opportunities to drive your our mutual business success and partner enablement and assistance.
This hasn't changed, right?
Our program fundamentals, our sort of our pillars.
Not changed.
We pursue community, we deliver opportunity and we provide enablement and assistance to you to achieve the outcomes that we all know that our mutual customers need.
You'll hear more about our partner success manager evolution and how we're looking to them to enable revenue growth through usage. You'll hear more about deployment vouchers and some you know and evolution there and we recognize that those are some of the key.
Programs and opportunities that many of you are here to take advantage of. But we also have LXP data driving customer opportunity and our referrals system. As I said, we delivered fewer referrals last year than I wanted, but we've recognized and figured out some of the challenges that we.
Have and we've overcome them.
So I'm really enthusiastic that we're going to see a higher volume this year, but LXP data.
Is actually data about your customers and where they have weakness that you can then go and hone in on.
And pursue that particular conversation without a referral. They're already your

customer.
We're just giving you the data you need to see where you might be able to engage with them and drive additional value for them.
Additional opportunity for yourself.
And then as I said, we've got some changes coming with how our FastTrack architects and Fasttrack Direct thinks about working with our part with our partner community with all of you.
And so I'm really excited to to share some of that in the in the next few minutes. But we are continuing to invest in enablement and assistance.
Throughout the scope of the program, and I hope that all of you, I think you're you see the value in it cuz you're here in this call and spending 90 minutes of your time with us are seeing the value of that enablement, seeing the value of that those.
Investments in that we're making in your success or in frankly in our mutual success.
So with that, I'm 26 seconds off of my right off of my time.
So I think the first time I've ever finished early. So let me.
Hand it over to James Pickering.
Who's gonna talk us through FPC community and portal? Thanks everyone.

James Pickering 17:40
Thank you, Patric.
You've given us a sort of target range to aim for bear. Hi everyone.
Just I'll just introduce myself as I've just joined the team this year, but I'm James Pickering and I've joined the team working with the wonderful Elsa Montgomery Groves and I this year will be looking after partner needs when it comes to readiness, communication, documentation and events, and I.
Here, with my colleague Wendy.

Wendy Hartman 18:04
Everybody, nice to see you.
It's been a while since I've been on one of these, so you've known me, a product manager here in support of the FPC portal.

James Pickering 18:16
Great. Thank you.
And today we're just going to kind of talk about what we can expect from the

FastTrack partner community and the portal in this coming year. Just as a first slide here, kind of Patric himself just sort of said it there, that the aim of the obviously of. The FPC is to boost M365 usage and adoption.
And kind of drilling down in here of how we go about doing that and that's by increasing partner attach joint value creation.
And incubating new partner led approaches and things like that. Obviously providing resources for them. And I think on this slide I just wanted to call out, if we look at the three.
Purposes and goals on the bottom there of collaboration, feedback and strengthening relationships.
And if there's kind of a broad theme about what Wendy and I are just going to talk to you for a few minutes about, that's going to be it.
It's the aim of broadening.
It's the aim of broadening and deepening, deepening engagement interaction this coming year, both between Microsoft and you in the community, and also within the Community itself, and trying to share best practices and drive, as I say, interaction.
We'll also call out at the bottom there, just as a reminder for everyone.
Our FastTrack partner, community terms and conditions.
But everyone accepts and agrees to abide by when they join the Community, and Amy, if we can go on to the next slide.
And in those terms and conditions, it highlights the fact that this relationship is a give and gets relationship.
Obviously, everyone who agrees those terms and conditions becomes a member of the FastTrack partner community gives.
For example, they're available for enablement activities, accept and respond to all customer referrals and claims CPOR. And from that you get for example named partner success, Manager referrals, quick to markets.
FastTrack, FastTrack architects and all these actual areas. We're going to have, as Patric mentioned, a few sections on in this presentation.
Go deeper into and then also a large proportion of you or most of you are pastors already partners as well.
So there's an extra level of giving the FastTrack benefits and no cost to the client and leveraging our advanced deployment guides. And we have those gates there at the end. So just highlighting that sort of the nature of our relationship of given gets for mutual benefit if.

And go on to the next slide.
So the key points we're going to talk about here is building that community through our partner conversation zones.
We'll talk more about that in a moment, launching FPC learning and qualification.
So we refreshed all our kind of learning and we're using a new learning management system called REACH 360.
So we'll talk about that and then trying to recognize your interactions within the community and your contributions and how we can help.
Drive those and also to say recognize and thank you for them.
So if we go on to the next slide.
Hand over to Wendy.

Wendy Hartman 21:03
Just wanted to give everybody a brief preview of a feature we'll be releasing in the FPC portal in the upcoming weeks.
Is the partner conversation zone.
This is all in the the theme continuing on the topics that James mentioned of really building the community and making this a real community space versus just the place that you go for kind of transactional work.
So in the partner conversation zone, it's a a typical forum where you'll be able to post.
Topics.
Respond to each other.
Our team.
So the program team will be chiming in there as well.
It's really designed to put the conversation at your fingertips.
Our continued journey to reduce the number of applications you need to hop to. I know what a challenge that can be here.
And so we're bringing the conversation into the FPC portal right where you're, you know, redeeming your redemptions and getting help and reading knowledge articles and so forth.
So it's just the next step in our evolution of making this a real community space.

James Pickering 22:09
And then our learning. So as I mentioned, we've refreshed and located now our

learning content in the FPC Community Portal.
So once again kind of centralizing and kind of having that learning there where you are already interacting and then we will have knowledge checks you can take in our new learning management system Reach 360.
And I've been told to highlight as well that obviously The Academy Is launching and we'll be tweaking.
So keep an eye out as things develop and grow.
Throughout the year, looking out for these qualifications, I just wanted to highlight a few that we're aiming for in the first half of this financial year and the main one I call out is our FPC advocate qualification.
This will be an updated version of our existing qualification that I know was in need of a refresh anyway, so we've taken the opportunity now as we're kind of recreating this Academy and using REACH. So my grade from qualifications calling out there, Viva Glint, which is a qualification.
That we're making for our
Team and partners and kind of won't necessarily be generally available.
Initially, we wanted to call this out the fact to be aware that the subject areas and the topics that we're going to be creating, learning for and creating qualification score for will be expanding throughout the year.
So just be aware of the range will increase and we'll have more communications about that as we go, Amy, if we want to hop on to the next slide.

Wendy Hartman 23:36
So I just wanna talk a little bit about our plans for this year and really recognizing the Community community members as they're participating in the FPC portal. And and we're really convicted in the power of community a hop on this call and see over 300 people that.
Are you know lively in the chat and cheering each other on and looking forward to DJ Amy.
And so we really want to, you know, there's such good vibes on this call and.
Want to continue that, not just in live events, but as I mentioned it with the conversations own in the FPC portal space.
And so this year, we're going to be working towards having leaderboards in the community to really encourage those community behaviors that we believe are will truly be impactful and make your experience better here in the FPC. So things like

contributing to forums, so posting in there answering each.
Other's questions? Sharing your ideas and feedback.
We really want you to be active members in the space and so look for it over the course of this year as we start to recognize those that are really contributing to the Community and you know, working together to make this a great space.

James Pickering 24:49
Great. Thank you.
If you move on and yes, continuing Patric's message.
Thank you.
Obviously the Community, as it is already wouldn't be anything without you and your contributions and your interactions. And if we go on to the next slide, we would have liked to have called out individual names here, but just to make sure for privacy reasons, we're calling out the.
The organizations that people contributed through.
The people contributed came from so these contributions are kind of.
Involving, for example, UAT testing interviews, general feedback, all these kind of things.
So we thank you for everyone who has.
And then if you go on to the next slide.
On that topic, if you would like to help contribute to the Community and provide those feedback, be involved in UAT giving interviews.
Any insights?
Please do go ahead and use that link there to volunteer and we'll have you on our list. And really, as I say, looking for kind of any feedback.
UAT interviews and also helping provide us guidance and insights about how we might move the community forward in the future.
So please do go ahead and click on that link to register to be a volunteer.
If we go on to the next slide.

Amy Jarosky (AG Consulting Partners Inc) 26:08
We have our poll now, James.

James Pickering 26:08
There we go. Thank you, Amy.

Yes, so.
What are you looking to gain from participating in the community in FY25?
This this is our first start of our sort of first sort of insights if anyone could go ahead and start typing what you are looking to gain from participating in the community in FY25?
Fabulous. Thank you. Referrals, insights, excellent.
Connections revenue incentive knowledge, excellent. That's what knowledge base is for.
Experience sharing.
Yes, that's as mentioned one, we definitely want to help try and lean into in the coming year as well.
Excellent. Thank you everyone.
Referrals and knowledge keeping a lead.
So that's great to see.
And then finally, in our kind of looking out for coming attractions.
One thing I will say, and this is always saying in the moment, but do keep a lookout in the blogs and heads up newsletter and our other communication channels for potential news about in person events in FY25. Not going to say any more than that, but.
We are there is all I say is look out for communications around interest in attending.
And possible dates and locations and things like that.
And then, Wendy, did you want to cover the URL?

Wendy Hartman 27:28
But just real briefly.
So many of you likely received an e-mail about this back in June.
We are finally ready to move forward with this, so the FPC portal will be moving to a new URL. A much more memorable url fpc.microsoft.com.
So when that change happens, I believe it is next week on the 17th, look for an e-mail every one of you should get an individual e-mail re inviting you to the portal.
It'll it'll look exactly the same, but there is one ask of you.
That you'll need in order to authenticate into the portal. So if you recall when we first launched the FPC portal or you first joined the program, there's an invitation and a code redemption process that you need to do.
We do need to do that again.

It's all in the name of security.
So appreciate your bearing with us as we make this change.
So keep an eye on your inbox and of course our support teams are here.
If if you need any help accessing the new site but looking forward to to getting us on an official microsoft.com site.

James Pickering 28:32
Great news. Great. Thank you, Wendy.
Thank you, everyone. And I think now with that we'll hand over to Marius.

Marius Blaauw 28:43
So everybody, my name is Marius Blau.
Some of you.
I know some of you probably don't know me.
I've been a PSM before I moved into Patric's team as program manager, looking after the PSM.
So the role evolution, making sure our PSMs have clarity on how they work with you and how they connect with you and how they support you in in being successful in your business.
Thanks. When Amy for that one, so.
Looking not got that much for you today?
Just three slides summarizing where we are with PSN.
What's next happening and how to?
How to collaborate with your PSM going forward?
So looking at this one, really as Patric said earlier, there was this big shift moving all of our PSMS to to now be FTEs to really it really sort of demonstrates how Microsoft and how the program is focused on the success of you as a partner within.
This program and investing in resources from outside to really work closely with you to to make that a success so.
Him is one of your main I would say resources and your main advantages for being in this program.
In in order for you to really use that, we need to look at where we were before, where we had our PSMS or FPMS in the past until 1st of July, we were FPMs looking at FPMs. which sort of strategically or mainly focus on helping you Operationally.
Readiness and execution helping you with your transactional needs and supporting

program administration.
It does a much more siloed approach with a lot less emphasis on strategic initiatives and proactively helping you look after opportunities within your organization within your customer portfolio.
Some FPMs. that play in that space a little bit, but to large degree it was all operational program administration, that sort of thing with PSMS or FPMS without PSMS you notice as well when it comes to that, that type of stuff with operational program administration type of.
Things you'll see more and more.
That.
Things being lifted away from PSMs so that they can work with you on that strategic side of things so that they can help you support both foster initiatives or see our FastTrack initiatives, plugs into your organization.
And we've got lots of growth incubation projects coming from from, from our team and PSM, instrumental and highly important for us to make that work or get you involved and see how it works with you. So the whole focus for PSM emphasizes.
A proactive engagement with our partners this year, we're looking to find those opportunities, find the spaces where we can help you grow and and then see how can we plan to to actually.
Go and and make something happen in a space where you maybe have space to go in or there's opportunity within your customer portfolio.
Really work with your pcms there the role, the PSM role is really looking to drive active change within your organization.
It's looking to support you as a partner and for that they are looking to build relationships within your whole organization.
Previously our PSM has always been really connected just with one person, maybe two persons in organizations.
They really be looking towards you, working with GPS and the PDM. If you manage partner to to build out into your whole organization, see how you can use the things like Patric talked about before.
There's the vouchers how to better use that? How to better connect back to us Microsoft feel?
But also how to use the data that we give you through LXP data. So to find your opportunities and then build your.
Offerings and your sort of plans around that to drive success, so with that?

I'll go to the next slide.
Please, Amy, just a little bit of what we look at PSMS from a responsibilities point of view.
So I'm not going to read through all of them.
I'm just going to highlight a few of the key responsibilities that we see our PSM drive with you this year.
And the top one really is that driving partner success.
Of talking in next slide about partner success plans at PSM will be coming to talk to you about, but it is really sit together with your PSM.
Look at your portfolio to how do you deliver success across all of that PSMs will we've got internal architect KPIs and and expectations for PSMs to go and drive that review to have those strategic discussions with you understand how your business look understand.
What you'd like to see what you call success when you participate in this program?
So work with your peers and they define what you'd like to see defined where you'd like to go in this program.
And then actively work towards that one.
So there's much more strategic engagement.
Your PSMs can also help you coach and train or get the people in from Foster.
To help you coach and train your internal resources, your internal.
Departments and so on.
How to use the FastTrack method?
How? How to plug in the the whole process around for FPC with referral CPOR claims there's the LXP data, there's vouchers.
The whole host of things that you can leverage to be successful in this program use the PSM to help you figure out how it plugs into your business and and they can help you build that whole capability and strengthen that capability.
I'm not going to go into identifying opportunities.
That's something that we've always tried to do.
PSM will focus even more on that this year.
But there's other teams that will work with us and with PSMS to do even more around that, providing SME access.
That's still one of the big.
Sort of advantages of being in this program to leverage that if you haven't leveraged it before, talk to your PSMs.

See how you can leverage it to to help you accelerate and do more for your customers and support your teams when they are talking to customers. Part of the SME access.
We don't talk about it here, but you'll see more of it as we go through as well.
There's our FastTrack architect.
They'll be connecting more proactively with you as well, and there's a lot of work and a lot of focus.
Making that collaboration and that work, together with FD as and partners, were better and having a much more seamless integration of the 222 resources for our customers there.
I think from there I'm not going to go too much into the race days, the collaboration and communication that's going on, manage field escalations. If you do have those ones, talk to your PSM.
They'll help you manage that escalation.
Make sure you get the right people involved to to look after the escalation.
Get it resolved smoothly for your customer or for yourself. And with that, Amy, I'm going to go to the last one. I think I've got a few minutes left, so I'm going to finish with partner success plans because everything that Patric has been talking about on a RIS.
Tide lifts all boats or makes all boats float like it does mine.
But the partner success plan is fundamental to all of that.
It sort of underpins all of that work is if you've got a plan in place and you're actively working on that plan.
You've got the right stakeholders engaged. Then you can actually get to a point where you show the success, but you can also show that that success wasn't.
Wasn't by accident that you you've consciously worked and you're the conscious plan to get there.
So when when we talk about that your space and will come to you, they'll talk about it with you.
There are three main things that or three top things that we will include in all success plans and we'd like that feedback from partners so that.
We can understand what success looks like for you, and we can start measuring ourselves as well and see are we delivering success for you and not just against our own PPI.
So that's, that's the joint scorecard that you'll hear us more and more referred to.

It's we want success on both scorecards, not just partner, not just Microsoft, but also in your scorecard. And to that degree, I'm going to just read the three top one say there's the revenue growth target.
Referrals received.
Patric talked about both of those.
And then there's the referrals conversion ratio.
So let's go target either is what it says on the 10 day, how much revenue do you want to grow that was influenced by the foster partner program?
So put a number on it and we don't need you to give us down to the last cent or penny.
How much you've grown? If you've put a number on it, all you need to give it up your PSM is a percentage back to say we've we've achieved 10% of that or we've 50%.
That's all we need.
We don't need to know to the last number, but we'd like to see that.
We are helping you and that we we are getting you towards the goals and and being successful on your side as well.
The same goes for the referrals received.
Look at your organization.
Talk to your organization.
Say yes, we'd like to for us to be successful.
We'd like to see or to see this program as successful.
We'd like to see where we got, say, 12 referrals one a month last year, we'd like to see that double to 24 referrals this year.
So put a number on it and we can measure ourselves.
Against that, so we can see how we delivering for you and how many opportunities we give back to you that you can then go and deliver to the customer and building that stronger relationships with the customer which leads to the last one that referral conversion ratio target if.
We send you 24 new referrals.
How many of those do you want to convert to value added services instead of just being a partner?
Just being a foster delivery.
So talk to your peers about those ones.
Really important, connect with your peers and discuss those points.

With him, him or her on on your planning sessions, put it into your plan. Put in your tasks and your actions that you're going to do to drive it and discuss it on a regular basis to see how you're going.
Are you going so we can capture it and we can keep ourselves honest on that scorecard, too. With you as well. So in to finish. And I think I'm a few seconds over. Sorry, Amy, in FY25 we want you to be even closer to your PSM, but in a proactive strategic fashion, not in.
Operational fashion of I don't have access to this or my MAU claim is not working and things like that we sadly will try and help you as far as possible with these things, but most will will lean on the teams that are actually looking after those things as.
Far as possible to help you, and then we will help focus with you on strategic work to to make this program a success both for your organization and for ourselves.
And with that, I will hand over to the next one. Thanks Amy.

Jeroen Gardien 39:51
OK.
Thank you, Marius.
Thanks for the hand over. It was great to see in the poll the earlier poll in this meeting that so many people voted for referrals, had referrals in Marius, and your slide referrals coming up again.
So my name is Jerry, Jerry Gardian and I've been taking up the challenge of referrals. I think I started looking into it about 2-3 months ago, building on the great work that was done by the program team last year.
And it's been, you know, I kind of went in like, hey, referral.
Girls, I know what it is.
What it's all about, but I'm absolutely amazed about the passion with along partners, NPS, Miss and other teams about referrals. So hopefully this session will be valuable if there are follow up questions, please do put them in the chat. I won't have time to reply to them. Prob.
On this presentation or grab my e-mail address.
Always happy to jump on a call and chat.
To talk about referrals.
On referrals.
I.
I absolutely didn't change from FY24, it is still the same.

It's what we're trying to do.
What our what?
Our goal is is finding those customers with a need not that, and in some cases they really express that need and find the right partner with the right skills. And the partner has time and the customer's time to definitely get that timing match match also there.
Now in this presentation, I will present one slide.
Just a quick overview and then I'll look back what has changed over the last three months.
Six months and then then I will look 12 months in advance.
So let's go to the next slide.
Hey, and the passion from the partners really shows that you do see the value of referrals or definitely the potential that this program can can have.
The sell and deploy value added services beyond the benefit to customers.
That is still what we're trying to do now. Most of the referrals coming in is are still benefit referrals, so they are FastTrack benefit delivery.
Our goal has always been to for you to have that opportunity to upsell with value added services.
But we're also trying to do is reduce the percentage based of benefit referrals and increase the standard referrals.
So the standard referrals we see is non benefit where the discussion will be right from the Gaz like hey, the FastTrack benefit has been completed.
Now we're moving into another section of hey where
There's a chargeable event of a chargeable service.
But hopefully still you you accept those benefit referrals and see this as an as an opportunity for that customer.
For connection and on top to lead from that benefit to value added services not get connected with customers we do know and this doesn't mean like the customer you have, you should definitely continue work with, but hopefully you're always looking for new customers for new opportunities and we.
Saw some great success stories in FY24 where you know a referral was made.
It was a benefit referral and it let to a larger.
Larger projects.
Maybe I believe even with managed services afterwards and we we're we're going to work hard to get more of those success stories this year, lower the cost of customer

acquisition.
Yes, definitely gall.
But internally, we absolutely know that unique quality referrals to lower that cost of the acquisition, if we provide you with referrals, lots of referrals 'cause we do want to increase the volume, but if we increase the volume but the quality's low.
Your cost of acquisition is still quite high.
So we are gonna introduce also a quality measure, at least internally. We're gonna work on a quality measure to make sure that goes up and hopefully throughout we can show that number externally also not. And of course I I think you've seen that throughout the presentation today it.
All about the data. If you get referrals, we'll definitely make sure you're also get the data related to it.
So let's move to my third slide.
So this is kind of what happened over the last six to three months looking back or backwards, if you've read the communication, you might have already be aware of this.
You might even already received a couple of referrals.
Historically.
We had a customer or maybe somebody from Microsoft Field submitting a referral that was for benefit only. That's how we started it.
And they went to Fastrack. Ready, partner.
We've also induced what we call the standard referral or non benefit, not that.
So we've looked at telemetry and said, hey, if we believe the benefit has already been presented or our supplied to customers past that point.
Will create standard referrals.
Those standard referrals are open to Fastrack Ready Partners, but also to our community partners so that there is no need to deliver the FastTrack benefit anymore. 'cause that there's a good way to like it's good habit to check that it's really happened 'cause we're looking at Tele.
But the the standard referrals, we're definitely trying to get that increased.
The other thing that has happened, and we've seen two, we call them campaigns now is that we stop relying on maybe the field or the customer.
Creating referrals, what we're going into webinars or customer events and we ask them the question, would you benefit by getting connected with a partner with a FastTrack partner and if they reply yes, please connect me to a partner.

So through this webinar they can sign up like a sign up list and we process those referrals. We call them internally bulk referrals 'cause we it's normally a list of customers.
Not that and those will go through the same logic for benefit, referral or standard referral.
So some of these bulk or campaign referrals might end up at being benefit referrals or standard referrals.
Uh, we did one campaign around SMC low usage and we're just processing of copilot, webinar or records that we got from a call pilot webinar. We're looking into some Viva work, but definitely there will be a pipeline for FY25 to get more of these Campa.
And it's one of our ways that we are definitely going to try to increase.
The number of referrals.
Uh, sending to you? So, Amy, if you have the last slide for me.
Not so.
Just looking forward, what's top of mind or or or what I'm gonna work on for the next 12 months or 6 to 12 months probably is fully operations, the campaign referrals plus standard referrals we're learning here.
We're figuring things out.
It's definitely not perfect.
So definitely if you're if you're close to it. If you're passionate about referrals, please ping me 'cause. I really, really like to learn.
Definitely more about those campaign referrals.
That we just did the first two campaigns, I will also reach out to some of the psns that they might come to use like, hey, we noticed that you.
Receive 456 campaign referrals. We like to learn how was that experience so, but if you if you've got feedback already please please please let me know.
But we really need to, you know, we got the engine running, but it's not running 100% smooth yet. That's what I mean.
We fully operationalize.
We're really gonna focus on that lower the number of partner declines or auto declines. As you know, if you're getting a referral and you don't respond on time.
It's gonna be automatically decline, and we're gonna assign it to a different partner.
That number is too high.
That could mean two things.

Maybe 3?
Maybe the partner is not or or you're not on top of things as much as we would like to be.
Maybe it's the wrong alias?
Maybe you're you're too busy. It also means sometimes mean that the partner might not see value in the referral or into the whole referral process.
Now again I want to learn about that because I want to increase that value, make sure every single partner in this program sees value.
Referrals, not.
Third thing, we did receive feedback from a number of you that you have a specialization in a certain area. That mean you're automatically endorsed for certain workload, but your company took a different strategy, is not working or or that active on that workload anymore.
How do I untick that?
I don't want to work on those referrals anymore, 'cause. We moved into a different direction.
So that's not or that's currently not possible.
We're working or we're looking into how we can we make the system more flexible, more agile, so you can sign up for specific workloads or prioritize certain workloads into your referral program.
Now I've got to say, this is stinking.
This is early on.
Don't expect things to happen next month, but it's definitely something that is on the road map to to investigate.
Not last thing.
Currently, if we don't, if I got a referral from a customer.
And we don't have any partner specialized in that region. We're giving that referral back to our FastTrack team and they manage that. Now. I would love to give more referrals to partners. So I will proactively look at our map or partner coverage map per core product and.
See where don't we have coverage with Geo or which industry or which language?
And if we have those gaps, I will again work with your PSMs to.
Close that gap.
Maybe ask you to get a specialization.
Or maybe maybe you already have plans around that product.

Or maybe you were not even aware that there's that, you know, skill wasn't offered in your region.
So those are the four things that I will work on hard over the next 6 to 12 months and that's the end of the information at the end of my 10 minutes already.
And the end of the presentation, but happy to take offline or have one to one calls with with any partner on the call.
On that, I think I'm handing over to Manfred.

Manfred Cheng 50:21
Thank you, Jerry.
Hello, partners. My name is Manfred Cheng.
I lead our SMC effort in the program and thank you to all your support. We actually had an amazing year in FY24.
It is becoming more and more evident that SMC is a major growth area for Microsoft.
While heading into FY25, we expanded our team with regional leads across the three time zones. So Dan will be responsible for the Americas region and we have Kevin Respons.
The Asia region as well as Wendy, who will be responsible to work very closely with our PSMs as well as our partners and to drive mutual success in the EMEA region.
Well, our mission is very much to evaluate our partners, service capabilities and customer reach to Microsoft internal teams. Most importantly SMC sellers, so they can leverage all of you to scale our success while in the new fiscal year, our team is also tasked to even move beyond S.
And.
Find more proactive funnels that can allow us to drive more customer opportunities to you guys.
Our partners, so next slide please.
You might be wondering what do you mean by poetic funnels?
The funnel are actually Microsoft internal teams and stakeholders from, for example SMC SMB go to market or the different product groups. The idea is we will approach and collaborate with these funnel stakeholders and proactively work with them on targeted campaigns.
Going after specific customers to drive business outcome, leverage our partners capabilities.
We develop this campaign framework based on learnings in FY24. For example, our

Intune campaign at the beginning of last fiscal year as well as our copilot campaign, which a good number of you guys participated.
So the high level approach is Microsoft will host customer webinars or events to target customers.
And influence their intent to either deploy, use or purchase.
And we will leverage our partner referral engine very much what are described by Jerry in the preview session to match the right partner with the right customer at the right time. We will send these leads to you based on your specialization and endorsement as well as track record.
Based on, for example, CPOR association.
And while support you with go to market best practice and available resources, for example, workshops, pilots.
Uh, as well as department offers, with the eventual goal of driving success and impact together.
Some of our current campaigns are also listed on the slide.
We will you you can see.
We will actually continue our usage and copilot effort, which is kind of a continuation from the last fiscal year and at the same time, we are also investing into new campaigns, namely the land and expand E3 and E5 upsell campaign.
Based on the land expand data inside said, we are providing to you through partner center recently. If you are not familiar or aware of this yet, question will share details right after the break.
And taking advantage of recent market opportunities, we are also starting.
Matter and VMware takeout campaign.
So our next slide please.
You might heard about Airwatch was applied by VM Ware and VM Ware was applied by both com and due to the potential uncertainty moving forward. Actually a good number of VM Ware and Airwatch customers reach out to us exploring Microsoft as potential alternatives while back in May matter.
Also announced the retirement of their workplace platform and customers, again reaching out to us.
Trying to explore Viva Viva engage.
As well as the ME3 as viable alternative.
We stand up.
These two take our campaigns and work very closely with our go to market and

product groups to provide support to partners who are interested in these opportunities to accelerate the new conversation and more importantly, provide migration Peace of Mind because that's migration Department is actually the.
Better of the program and aware.
A lot of our partners are very good at. You can see in the slide examples of the go to market resources and supports that we are providing to committed partners for for the VMware campaign. If any of you will be keen to go after your own customer base.
Feel free to come to us with your plan and we will be happy to explore and support.
Actually, some of our proactive and aggressive partners even come to us already and brainstorming potential.
Efforts together, even before I got a chance to stand up like a DocuSign.
So you know, if you have any great ideas on class, try and try to move customers from class. Try to Microsoft.
You're also welcome to reach out.
While the last slide, you know very much.
Share your go to market plan and pipeline for us to help you on any takeout campaigns or opportunities. You said you have in mind.
And we are more than happy to drive success together.
While register continue to register CPO and gain data inside.
So you can programmatically Dr. usage and revenue through the land expand motion. Our PSMs are working with you and of course some of these electric partners we are also working.
Very closely with them are trying to integrate land and expand best practices into their go to market.
Last but not the least, let us know your capabilities.
Share us your customer case studies successors success stories so we can advocate for you.
In front of our Microsoft internal stakeholders, our internal teams.
Thank you. Partners over to our DJ Amy, right?

Amy Jarosky (AG Consulting Partners Inc) 58:10
Only friends that I'm crazy like I'm the only one.
I.
Yeah.

Yeah.
I.
Loved you when you sleep and you check for me.
Now it's time to leave and make it alone.
I know that I can't take no more hitting, no lies.
Did you have to do this?
I was thinking that you could be trusted.
Did you have to ruin what was shining now with all rust? It did. You have to hit me.
Where I'm weak, baby.
I couldn't breathe.
And so deep salt in the wound, like you left and right at me.
Oh, it's so sad.
To think about the good times you and I.
You think we'd be fine?
Still got scars on my back from your knife.
So don't think it's in the past. These kind of wounds they left and they last now.
Did you think it all through all these things?
We'll catch you in time again.
Don't fix bullet holes, you say?
Sorry, just for show if you live like that. You live with ghost.
Hey.
Good, baby.
12123.
Yeah.

Christian Maier 1:08:34
Right. I'm sorry to do that, but I have to stop the beautiful music.
And stop the party. Sorry, DJ Amy.
Good morning.
Good afternoon or evening everyone.
It's fantastic to see many of you joining us from all around the world.
I'm Christian Maier.
I'm a product manager with the M365 incubation engineering team and I'll be your guide through the FastTrack product roadmap today. But before we dive in, I want to quickly revisit our teams mission and explore on how we can, how we can contribute

to.
Your success.
So our mission from a product and engineering perspective is to support you, our value, FastTrack partners in two key ways helping you expand your business with your M35 customers and bootstrapping your overall success in the FastTrack program.
And this is through our commitment to provide a streamline, effective and secure digital experience along with crucial insights that enable you to make data-driven, informed and impactful decisions.
Now our goal in the next slide is.
To tackle four key challenges that you might face.
Firstly, the struggle within insufficient M3C5 data and insights about your customers, which affects your ability to engage effectively in leveraging incentives.
Second, the difficulty in creating accurate customer propensity list with clear next steps. Advise also by Microsoft.
Thirdly, the daily hurdles with your product.
Or program issues.
Or the manual effort required to access the data necessary for teams activation.
Where do I go to get the right data?
How do I access it?
And lastly, the obstacles in obtaining adequate support for Microsoft and fully utilizing incentives to a faultless, effortless, effortless deploy. The right resources for your success.
Now, how do we plan to achieve this?
In the next slide, we have Amy, if you don't mind moving.
Yeah. Thank you.
We want to provide a unified and streamline experience for all your FastTrack partner needs that surfaces the right data insights for you to easily build high propensity customer lists that drive the customer success you seek with all the support Microsoft has to offer, which could be helpful.
More FastTrack architect incentives for work, shops and more.
Power and activate help you activate your sales customer success delivery teams.
Additionally, with our API you can integrate our data insights and growth propensity data in your CRM and ERP system to enhance scalability with your teams so you don't have to rely on manually pulling the data and.

Sharing it in excel's and processing it.
Now in the next slide, what we have done here, we have built a dedicated workspace within partner center that serves for for you as the hub for all your data and insights needs with access to customer referrals and more. Secondly.
We are working closely with our data scientists to bring you more and more effective and accurate data inside specifically to help you with your customer engagement.
The right propensity data.
The right opportunity data and the right insights data and to help you with all of your.
Internal teams to be successful and lastly the API that I mentioned before to help you programmatically pull this data into your system.
So what we we called, we referenced this experience is as the ftx Microsoft acronyms.
So we call them faster path experience and this is all the hub for you.
Now moving to the next slide.
Our dedicated experience is only available to you if you're part of the faster part of the community.
You haven't joined it yet in the previous slides we reference how to join it, so please join if you haven't so you can access this experience.
We are early on this journey. This experience is short of one year old and we we are continuously investing in the development of these experiences to enhance the data you need and the value you need to help you be successful with your customers.
Right, run quickly through the slide.
Now let's go to the meat of this presentation.
Is the road map, so in the last fiscal year we introduced a wealth of new data and insights and enhanced functionality of our experiences like tenant usage, data for customers, enhance with the land and expand based growth and propensity data for SMC. And at the product customer we.
Had a potential earnings around incentives and deferrals.
To help you with new customer needs.
And lastly, we delivered an API for to pull programmatically data into ERP and CRPM and ERP system because ultimately the data that you need, you want to surface it to your sellers and to your customer success manager and they work in in systems like a customer relationship manage.
ERP system.
So you could do that programmatically now.

As we look ahead to the remaining months of this calendar year, there's a buzz of exciting new work on the horizon.
We're currently revamping our data models and propensity data to match the FY25. Goals and and and new data and insights that we we seen out there in production with the customers as well as aiming to integrate copilot usage insights and upsell opportunities for your customers.
Additionally, we're updating the incentive rate card and workloads to match the new fiscal year.
Data incentives incorporating crucial customer data as EA renewal and subscription update, and including the much anticipated details on eligible workshop. So it makes easy for you to find hey, which workshop am I eligible?
And my customer is eligible.
All in one view and obviously easy to access in play.
Pretty cool stuff, but we don't stop here.
We are also looking into improving and streamlining the reference experience develop also and we're working on developing a copilot for partner center set to launch in previous soon that will allow you to ask specific questions about your customers to quickly identify the best opportunities for engagement.
Get assistance and much more.
Next year, we're looking at extending the data insights beyond just customers where you have a super association. The customer for example, where you work through our qtm or voucher program to customers that you receive through our referrals, what customers.
Where you you have you been working on a year with us together or are associated scsp to truly provide the right data and insight the right time to engage with your customers and drive success.
No matter what engagement stage they are.
Additionally, we're exploring ways for you to easily request and connect with our space and FastTrack architects directly through our partners and experience for better collaboration and more is in plan. As you see, we have big plans for this fiscal year to deliver tons of value for you.
Throughout partner center experience dedicated to only you.
Or faster part of the community.
I'm quickly looking through chats to see if there are any questions.
There's one around planning to add public sector client data into insights,

dashboard, Edu and GCC.
So for the opportunity data that we're having right now, the land and expand base, we're targeting mainly enterprise and SMC. Obviously this is the main customer base, the largest revenue opportunity on the.
Tenant insights.
Yes, tenant insights, absolutely Edu is there. Currently GCC. We need to look into. We need to explore it.
Currently it's not on the road map, it's in the backlog, but happy to look into it.
If you have any of these questions or feedback, if you move to the next slide.
Please let us know.
Please go to the FPC portal and submit this request or questions or ideas. Please let us know if you have any issues or any bugs that you encounter. We're here to help you.
We here to listen.
OK, just quickly browsing.
The questions would be fantastic for for us partners to know straight away about varch availability.
Absolutely. This is in on the road map. We want to surface in this partnership experience everything that you need to know.
Starting from the incentives, vouchers any any new data insights that suggest certain actions?
What we see, for example, customers being at risk of losing at the next renewals starting to surface to you all this data and insights in in one hub which is our fpx, the FastTrack partner center experiences.
So another question is that I see here.
There will be a specialization to work towards.
So what is the question, Wesley, if you don't mind rephrrrising that?
You know specialization to work towards.
So you're looking.
So what's the best way for a customer to request a voucher?
This something that I let the larger.
Team here answer.
OK.
Keep browsing one more time through the questions before I put to the next speaker.

Like there are no new questions.
Thank you, everybody. And please let us know if you have feedback. Thanks.

Patric Grimwood 1:19:16
OK.
Maybe you can hear me now.
Thank you, Christian. Amy, if you'd go back one second.
I'm gonna actually speak to the question that somebody asked about.
What's the best way for a customer to request a voucher?
Cuz I think I can fit it into my 10 minutes.
Customers cannot request vouchers.
Vouchers are modern work, deployment, offer and security deployment offer.
Vouchers are based on customer purchase and they are a percentage of the of the New Deal as returned in the form of a voucher that can be redeemed with a partner such as yourself.
To for work to to enable that, enable and deploy that service or those services.
Those vouchers are requested or nominated by the seller, who is leading that deal that leads to the software and services purchase that leads to the voucher being issued so customers can't request them directly other than saying, hey, I understand there's a voucher out there you could equip your.
Customers with this information.
Do I qualify? And did you nominate?
All righty.
Hopefully that made sense and I see some other responses in the chat as well.
Amy, if you would give me the FTA slide, please.
So FastTrack architects in FY25, FastTrack is making some pretty significant changes in FY25 about how they think about the world.
How they approach customers, how they approach engagements for those of you that have been around a while, you'll know that we've had the FastTrack architect role for a number of years now.
That role goes and works with our top customers in FY25.
It's a list of about 4000 customers. Last year it was a list of about 2000 customers, and with that increase in customer scope, they've realized they need to make some changes in how they operate.
And how we think about working with our partners more efficiently and effectively.

So as you've seen in chat I've mentioned a couple of responses.
FastTrack is working on a defining what done means for the FastTrack benefit, which will really set us up for the right conversations with customers. With the field for you to have the right conversations because there will be a very definitive written and published explanation of what.
Done means in which case it will be much easier to draw the line for where.
Paid services need to pick up.
Or other Microsoft subsidies.
So what are the FastTrack architects doing and how are we thinking about it in order to expand to working with about 4000 customers or doubling the customer base without adding a bunch of new people to the team which they have not done?
The Ftas are being directed and some this is all a work in progress.
We haven't finished writing the playbook.
We haven't gotten all of the feedback we need from partners, so understand that this is an evolution that we're going through that's going to take us more than a minute.
This will be a thing that we continue learning throughout the rest of this fiscal year.
Fasttrack Architects are going to proactively connect with partners on joint customer engagement.
So if you a partner are working with one of the 4000 customers in that prioritized list, you're the FTA that's working with that customer will reach out to, you will ask to work with you, to collaborate, to understand what you're doing, to understand how you're engaging with.
That customer and to go together.
To that customer with.
To with the engagement of here's how we develop intent.
Here's what FastTrack benefit means.
Here's how we execute that benefit, and then the natural outcome of that going arm in arm with the FTA should be the customer is well prepared and has an expectation set that you, the partner are gonna pick up from there and sort of carry that opportunity forward the.
FTA is gonna step out of the picture on a daily or weekly basis.
And just sort of dip in on an occasional basis.
And set you up for the for great conversation about selling your services and solutions and solutions.
That customer to drive the outcome that they really need.

So the objective here is increasing collaboration with partners and successfully delivering customer outcomes.
While enabling customer exposure to post FastTrack engagement opportunities meaning.
Meaning, how do we make sure partners understand customers?
Understand that you, our partners, have great solutions for them and that they really need to invest in their own success.
I don't wanna over sell this.
And I said this is an evolution and I mean that it's gonna take us probably the next year to figure out how to do this really well across hundreds of Ftas and hundreds of partners and thousands of customers, so.
I'll ask for some grace, but we are going to expect that those FT as, as I said, proactively reach out to you and I'm going to expect we're going to expect that you.
Work with those Fta's when they reach out that your delivery folks that are on the front line that are working with that customer engage with that FTA. This might feel a bit like a tax, right?
What do you mean? I have to go talk to somebody else from Microsoft just to talk to this customer. That is should not be the way we think about this, this model and this engagement. This is really an opportunity to get closer to the customer when Microsoft is.
Talking to them directly, just like you work with the field just like.
Work with a seller just like you.
Work with a GBB or somebody else.
So there's FastTrack. Architects are aligned to customers in two ways.
The pinned list, meaning a defined set of about 1000 customers with that long term FastTrack architect engagement.
Meaning that that FTA checks in with that customer weekly, biweekly, at the most, they've got a running set of notes in ftop about what they're doing.
They're quarterbacking with the sellers and with the specialists and with the CSU, the customer success unit and with unified and with you, our partners right there, they're playing that quarterback or pivot role to make sure that the customer is getting the right.
The right resources, the right engagement, the right.
Tools.
In order to be successful with their investment in Microsoft.

That's gonna continue for that thousand or so customers, they're gonna have that regular sort of daily weekly experience.
The dynamic customers a set of I think we have a typo here about 3000 customers that'll have variable FTA engagement and we're gonna really look to leverage you, our partners to scale that customer success. What we mean by variable engagement is the FTA will show up they.
Do what they do really well, which is develop intent.
Ensure that the customer.
Understands what they own.
Ensure that the customer understands why it's important to do these three or four things together instead of just doing them independently, and that the seller that the technical specialist that the CSU are all engaging properly as well as you yourself, the partner, are engaging with that customer.
To set up the right.
Engagement and the right plan and program with that customer to to lead to that success. Then they're gonna step away.
They're gonna, and we Don don't. Whether that's gonna be.
They step away for two weeks or three weeks or six weeks or 10 weeks.
It will really depend on the relationship that you have with that FTA and with that customer and what the customer's needs are. But they're gonna step out so that they can effectively do that with many more customers and and leverage you are partners to.
Carry that customer engagement forward.
And so we're actively working to define and implement what that outreach process looks like, what the approach is, what the expectations are, how we're going to measure success. But at the end of the day.
We know, as I said at the very opening of this of this meeting, we cannot be successful if we don't work together.
We are more successful when we work together and we know that we will not be successful achieving Microsoft's goals without you.
Our partners being successful, helping our customers achieve their goals.
And at the same time growing your business.
So this is just one more way that we're approaching that larger problem space and think about how we can most effectively leverage the best partners on the planet for M365 usage and adoption and get get the most out of that engagement opportunity

and at the.
Same time set you up for even more opportunities to sell your services and build customers for life.
So and then the last thing I'll mention.
We're gonna look for if there is not a partner engaged with a customer, we're gonna look for the FTA to make sure that a partner is pulled into that engagement.
Now the customer can always say no.
We may very well put you forward as the partner of preference or as our suggestion for the partner to work with that customer and that customer may very well say no, I don't wanna work with this partner. I wanna work with somebody else.
It is always the customer's prerogative to choose who they work with, of course.
But we are going to look to the FT as to ensure that we have partner engagement across the board for every one of those 4000 customers.
And so I really envision this as a great opportunity for many of our partners to not only get deeper with the Microsoft engineering by way of the FTA, but deeper with customers and expand your customer opportunity because those once you've got those relationships built, it's easier to to.
Be pulled into the next set of of.
Customers and opportunities.
Last thing I'll reiterate with 10 seconds to go, this is an evolutionary step.
It's gonna take us a while to figure this out, and I appreciate your patience and your grace while we go through this, but in the end, I think we're gonna really set ourselves up and you up for even bigger things moving forward. So with that, thank you very.
Much Amy.
I will turn it over to our next presenter.

Patricia O'Rourke 1:29:47
Good morning.
Good afternoon, everyone.
I want introduce myself as the new quick to market global lead for some of you that I've worked with closely. I welcome the feedback.
Thank you so much, Patric.
For answering some of the questions, we're going to give you a thorough walkthrough through the registration process today and update you on the recent

programs that we that we currently have and we promise more to come throughout the year.
So the quick to market deployment program has driven a lot of success in the hands of Catherine Boone throughout the years with 12 million MALGROW 2000 plus customers impacted in over 4000 vouchers transactions.
So thank you for partners for driving all this work with your customers today.
We currently support the modern work and security deployment offer.
And as you all know, we are focused on the M365 copilot deployment offer. We are expecting to see more from you this year.
In that bracket as well, we offer the M365 deployment offer as you are well aware and the M365 migration and deployment offer.
Additionally, we're offering a special program with UK partners FRP and that is with the National Health Services where we are, which is a program created to support and drive M365 adoption.
This program runs through FY24 through FY20.
And it's by invitation only. We will be doing as upset of events in the upcoming quarter. I one of them will be the copilot deployment offer relaunch and and have a close conversation with with the job Start partners as well.
So stay tuned for that.
I will also be reaching out to some of your partners to have a discussion about what can be improved.
Feel free to contact me at any moment to provide feedback and I will reply back in the chat.
So let's talk about our next slide please.

So, Amy, if you don't mind advancing the next slide. So again, let's let's circle back to this.
Who are the eligible partners for the copilot deployment offer we have?
You have to be a copilot, jump start partner in a FastTrack ready partner. The eligible customers are commercial, small, medium and corporate SMC customers. Public sector excluding U.S. Federal and education customers purchasing a minimum of 1000 eligible license for M365, copilot and.
As you know.
Non eligible customers are nonprofit U.S. Federal GBP and CSB customers.
The offer terms are similar to the other voucher, so copilot program runs from 2024

July 2024 through June 30th, 2025.
They have a six month minimum, a six month expiration indicated in the voucher.
The eligible workloads.
It's deploying copilot for M365 and supported readiness for eligible customers with 1000 or more licenses.
There's a matter ofxibam.
And and you're aware of that as well. And then you as an FRP, can combine the copilot voucher with either the M365 deployment offer or the M365 deployment and migration offer that I think that's critical to mention.
And then obviously the proof of exemption execution must be submitted and approved prior to June 30th 25.
Again, I welcome the opportunity to receive feedback directly from you.
Please if feel free to reach out to me and with that.
I leave you with Adam Rosenblatt.
Who's gonna walk you through the best practices for voucher redemption and process? Thank you.

Adam Rosenblatt (AG Consulting Partners, Inc.) 1:37:17
Thank you, Patricia.
Good day, FastTrack partner community.
My name is Adam Rosenblatt.
I am the registration lead for the QTM programs. My team is responsible for issuing vouchers to customers and helping you redeem them.
By processing your initial and final redemption request, reviewing your statements of work and proof of execution documents, and answering the copious questions we get in the in our e-mail.
A lot of familiar names on this call.
I've been in this program for a number of years.
I've reviewed your sows and answered your emails, and today I'm going to spend a few minutes to just review the voucher redemption process.
Talk about how to properly complete an sow to reduce some of the friction that that you may experience during that and then provide some tips and tricks to ease the sow process.
So this is going to be pretty familiar for many of you. If you're new in the community. This will help you understand your first or second voucher redemption and hopefully.

Your interactions with us will be smoother in the future.
I also just want to take this opportunity to thank you all for the courtesies you've shown to my team and the patience in terms of the interactions we have.
We know that this is a frustrating experience and sometimes under duress due to deadlines.
Hopefully all of this will make the process smoother for all of us.
So let's talk about how voucher redemption process works. As Patric mentioned, we do not.
Deal with the nomination or approval of vouchers from customers. That also happens up at the program sponsor level, so they have a process for nominating and approving vouch for customers.
Once they're approved, they are sent to us to issue.
We issue them to the customer and the customer selects one of you to redeem their voucher.
Hopefully they select you early on in the process and not wait until the 4th or 5th.
For six months, if you're aware that your customer has a voucher, you shouldn't engage with them early on the the earlier you engage, the more time you have to land and complete your project.
You, the FRP and the customer will develop a statement of work together and then you will submit it to us via the FastTrack community portal.
Including the duly signed sow, we my team will review that and approve it or send feedback on it.
Many of you are familiar with that.
Once that is approved, you will begin the deployment process at the same time.
Once it's approved, we will initiate the process to pay the 1st 50% on the voucher.
Except that the customer's public sector, in which case we will pay 100% on the approval of the the POE.
To go through the engagement, complete the engagement.
Submit a final redemption and Poe document. We review and approve. Initiate the second-half of the payment.
Payment arrives.
Everything's everyone's happy.
Next slide please, Amy.
So.
Many of you have seen this in case you haven't, this is what a voucher looks like.

Our new upgraded format this calendar year.
This fiscal year contains the basic information you'll need to complete an sow, including the voucher ID, the program year, the value of the voucher, the customer to whom the voucher is issued, the issuing date, very importantly, the expiration date.
The flavor of the voucher and the eligible workloads a A a brief description of eligible workloads. Then within the voucher there's a link to the eligible partners to redeem the voucher, and at the very bottom there's some links to the TS and CS for you in case you're.
This is the first time you've received a voucher.
Next slide please.
All right.
Just as a matter of our communications cadence, once a voucher is issued, we will send a monthly reminder to the customer that their voucher will expire on X date.
We will also copy their account team and this is our attempt to get the customer to select an FRP as soon as possible and start to engage on that.
So we will send that reminder every month and then?
As soon as there's an initial redemption, that reminder will start.
Will switch over to the partner, to the submitter of that approved redemption.
And we will CC the the PSMs on that so that you're aware that the vouchers have an expiration date.
Next slide please.
All right.
Something new for FY25 is the statement of work instructional cover page.
We did.
This is an effort to remove some of the friction and provide more examples on how to complete the the sow based on feedback from many of you. Just a quick walk through this document at the very top it reminds you to detach this template to detach this inst.
Cover page from the template.
It also reminds you at the very bottom, and it reminds you somewhere in the middle.
And this is our Canary in the coal mine to determine whether or not you've read the instructions on how to complete the sow.
So if we receive an sow from you and it contains the instructional cover page that says remove the instructional cover page, we're going to spend a little extra time on

your sow.
Now, in all fairness, this is just to provide guidance to you to ease this process.
So with that in mind, there are some document preparation guidelines.
Which are some pretty basics.
Submit your sow before your Poe.
Make sure that you have the voucher and all the information.
You know.
Be mindful of the expiration date.
Things like that.
Then there's some guidance on contact and signature completion.
This is where there are some challenges we have tightened up our process over the years as to what we'll accept for signatures.
Really what we want is actual physical signatures.
Or a digital signature with a trail.
A digital signature is not a signature.
That's typed in a fancy font, unless there's an audit trail behind it, so please be mindful of that and.
The key thing here is copy paste signatures are not acceptable.
We, you know, we they need to be very.
They need to be different between the sow and the Poe.
Some other information on here is an example of a scope of work.
The purpose of the sow.
Is.
For consistency and compliance.
So consistency.
So my team can review these thousands of documents every year in a consistent manner and compliance, because these are, you know, these are legal documents between you and your customer and money is being handed off and we are under obligation to make sure that these documents are complete.
And so we may ask you again and again to to do things to re sign the document.
But know that it's in pursuit of compliance.
And there's a reason for it.
We're not just, you know, being picky.
And then finally, so with that in mind, this example shows you basically what we're looking for an item from Section 2A workload and a brief description in bullet points

of what you're going to do towards that workload.
We really don't want to see your 20 page sow really.
Just keep it brief.
Make it easy for us and everyone will be happy.
And then finally, at the bottom, there's some related resources for the respective program. Usually the sow Poe Knowledge base article and the terms and conditions.
If you participate in any other flavour of the voucher program outside of modern work, you'll see the same type of cover.
Page with examples relative to that program and the whole process that I'm talking about, including the redemption process and the sow and the Poe is pretty standard across any.
Per voucher program that we are operating.
So if you're familiar with one you're familiar with, 98% of the other program operationally.
Next slide please, Amy.
All right, so a little more on the sow template. The header identifies whether it's an sow or a Poe.
These documents look very similar, so please be sure that you're using the correct document.
You'll be surprised how many people submit the Poe or the sow using the Poe document, or vice versa, and it just creates unnecessary back and forth that can be avoided.
The top part of the voucher includes the information or the the SOW includes information from the voucher.
That you'll need.
This is the proof that the part that the customer has handed you the voucher.
There's a chain of custody. In the past, we've had instances where more than one more than one partner has tried to redeem a voucher.
And but but some of them didn't have the proper information.
They knew of a voucher, but they didn't actually have the voucher.
So include the voucher ID, the voucher value, the program year, the expiration date, and the flavour of the voucher. The voucher type then in section two select from the eligible workloads. These are measurable workloads.
The key rule here is if you're going to touch it.
You know, aside from, you know, the key rules, if you're going to touch it or do

something to integrate it, indicate it. If you have a migration and deployment voucher, we've simplified the process.
There's really only two scenarios A on Prem to cloud migration from OE3 to ME3 or any five or a competitive migration.
So please indicate the source and target if you have that.
Type of voucher and then move on to the next part of the the template.
Next slide please.

Amy Jarosky (AG Consulting Partners Inc) 1:47:21
We're quite short on time, actually.
Adam, is it OK if we jump ahead a bit?

Adam Rosenblatt (AG Consulting Partners, Inc.) 1:47:27
Yeah, I will.
I will address these very quickly details signatures.
Just make sure everything of this is complete.
This should be a no brainer.
But the the information about the person who's signing the document should be the person who signed the document.
So it shouldn't be the, you know, John Smith is the customer and then the information about the customers about someone else.
We want to know who signed the document and how.
Contact them and then finally, if the customer is public sector.
Customer make sure they initial the section 4.2 going on. You're all familiar with how to. You should be familiar with how to access the portal.
Go to the voucher redemption section.
Select vouchers and select create to begin the process of redeeming a voucher. Next slide, please.
The Poe template mirrors the the the sow except for the proof of except for the the banner. Basically the rule is your Poe should match your sow so there shouldn't be a lot of back and forth on that.
There shouldn't be any differences.
There shouldn't be less than was on the sow.
There shouldn't be more than was on the sow we will send.

Adam Rosenblatt (AG Consulting Partners, Inc.) 1:48:35

We will reject those or send those back and have a conversation about that, so please be mindful.

This is the easiest part of the process.

Because we've already approved it.

Next slide please.

Everybody knows that you get paid 5050 on a voucher unless it's public sector in which then it's 0100 and you know the 45 day FastTrack payment cycle.

Next slide please.

So quickly.

Best practices get that out your e-mail from the customer.

Follow the instructions.

Use the proper templates.

Refer to this new KB article that we've authored on how to prepare this sow lists eligible and ineligible workloads for this voucher.

Provides more guidance than we have in the past on this.

Please complete the document in English if you need to use machine translation, include that as well.

But you know we're not.

We're not as multilingual as some of you.

And it just makes the process easier when the document arrives in English that's specifically around Section 3, the voucher deadline, the expiration date is the deadline for project completion and Poe approval, not the deadline for sows.

Do not submit the Poe until the sow has been approved.

You'd be surprised how this happens. Also, if you wait until the end of the project and you submit an sow and then a Poe on subsequent days you you run the risk of having performed work that we might not pay for.

So that's important for you to get your sow approved early on in the process.

P OE must match us.

So W everything else is there.

Lastly, we offer a service to review your sow before signatures.

I know that going back to your customer multiple times for signatures is very painful and potentially embarrassing.

So we want to help ease that by help letting you go back and forth with us to get that document correct and then only going for it once. But in order for that process to work, you have to follow the instructions.
So please do all of that. See us in our e-mail box before submitting your voucher redemptions and continue to be courteous and helpful with my team. And we will do as well.
Thank you for your time.

Patricia O'Rourke 1:50:58
Thank you so much, Adam.
And with that, we're closing out and we will have a subsequent office hours for everyone and I'll be checking the chat for answering your questions. Thank you so much.

Julie Martin (AG Consulting Partners Inc) 1:51:12
Hello everyone.
Thank you.
I am here with my colleague Aimee Fullwell.
We are looking after.
Your feedback around our program and operations and so happy to share some information with you about what we're planning this year.
But first wanted to just take a moment to say thank you for all of the feedback you provided to us in our last fiscal year. FY24, you know we send out surveys you we had a great response rate from you there.
We saw some increase in satisfaction over the year, which is definitely the direction we want to go in. So we're excited about that.
You submitted a lot of ideas to our ideas form, and we're going to be talking about that. A number of those have been implemented as well. On the product side, you shared a lot of product feedback to us through your PSM. So thank you for all of that.
And please continue that.
I have some examples there about things that you've told us that we were able to implement.
Things like somebody wanted to be able to share partner support cases with other colleagues at their organization. We enabled capability to do that.

There was a challenge in how some of the notes were coming through on your referrals and how they were formatted and.
Really hearing from you and seeing votes on that idea is the exact type of information we need to to push through some change and making that easier to read and more functional for you.
So we can go on to the next slide.
Our goal is to drive your satisfaction, engagement and growth by capturing this feedback and implementing it. And so our our focus is of course on voice of partner hearing your voice as well as voice of customer and we see this all part of our effort here I put.
A star on voice of customer because that's a a real special focus for us this year we have.
Sort of.
For a variety of reasons, not had a very robust voice of customer effort in this last year and we really want to pick that up again and.
Primarily this has been around our survey effort to our mutual customers and then being able to share that data back to you.
So we'll we'll talk more about that, but we're going to be investing and hearing from our customers.
Just some of our core principles, we're reaching out to you about feedback.
We're also implementing a lot of on demand options for you to provide feedback within the tool you're in, etcetera.
So we want to make it super easy for you.
We're also doing some intelligent listening and leveraging our AI capabilities to identify themes or understand your needs beyond that.
So next slide.
Sorry, I just got my 5 minute warning so I will go faster.
We actually have a poll wanted to show you some of our channels, the first being the Ideas forum and so wanted to ask for those of you who've been around for a while.
Have you used our ideas forum?
Would love to see them seeing some yeses come through. This is great.
We're definitely gonna be.
Leveraging this quite a bit more so we can actually go to the next slide, I can show you a we'll leave that pull up.
Thank you for participating.

Here's a screenshot of our ideas forum.
You can see it's within the community section of our portal.
We've tried to make it real streamlined, have a couple of categories of the type of feedback we're looking for, primarily our program tools readiness.
We also continue to retain our product feedback section.
These are the areas we wanna hear from you on.
We recently implemented a filter where you can quickly see ideas that you have submitted and see the status.
See comments. See votes. So encourage you to use that.
The Aka link is there and will provide you these links at the end.
O When Amy just put it in there.
Thank you, Amy.
We can go to the next slide.
Polls. So this is a way to of course get really quick feedback.
Obviously we've used it in our calls.
We're going to be implementing this in our portal, so awareness for you that you may see a poll pop up now and again on our portal.
Quick one question, optional, but we love hearing your feedback and so keep an eye out for that coming soon.
We can go to the next slide.
We will continue to do our survey and this is sort of a long form.
Opportunity for feedback, but your verbatims there the the kind of responses you're writing to us and the answers in those surveys have been incredibly valuable.
We're we're planning two surveys beginning and end of the year, so that'll be coming soon.
Keep an eye out for it in November.
We are exploring some additional opportunities for qualitative feedback, so more conversations, focus groups, partner Advisory Board, so.
More ways that we are listening to you. We can go to the next slide.
As I mentioned, voice of customer, the survey really excited about that partnering with our FTA community. On hearing from our customers and also pursuing some live interviews with customers. So more to come on all of this, but just sharing with you our priority here.
We can go to the next slide.
And I have another poll for you about actually, that customer survey.

So if we share this anonymous survey.
To for you to share with your customers and give you those results back.
How does that sound to you?
Are you ready to share that with your customers?
Would love to just get a quick bit of feedback. Yeah, great.
Thank you for all these responses.
This is awesome.
I know we're at the end of a long call here and yeah, this is I think my second to last slide reminder on partner support.
I know this link was shared a few times in the chat.
This is your one stop shop to get help with things that are not working.
So this is kind of moving out of our feedback section and into support.
So please leverage this when you need help and I think next slide is just quick recap.
Share your feedback, respond.
And and leverage support.
So thank you very much.

Patric Grimwood 1:57:39
Julie, thank you for such an efficient.
Segment.
Sorry that the technical hang up a few minutes ago caused us to lose that time.
I just want to say thank you to all of you.
All of our attendees thank you for the great questions.
Thank you for your partnership.
Thank you for your ongoing support of our mutual customers.
I'm excited about FY25. You hear that every year, but I truly am excited about FY25.
We got some really great things on the horizon, the evolution.
Of our program, I truly believe is gonna make our partner experience better and ultimately our customer success.
Increase, which you know, as I said, the rising tide raises all boats.
And if you're successful, we are successful and that's really what we're about this year. Thank you.
Thank you. Thank you.
And we will see you again soon.
Have a great day everyone.

Amy Jarosky (AG Consulting Partners Inc) stopped transcription