

Insights to Activation: Accelerating Copilot with Data

A practical, data-first session for partners to identify the right customers, choose the right Copilot motions, and convert insights into activation, adoption, and measurable outcomes.

February 17, 2026

February 26, 2026

Event logistics

- **Captions:** Go to **More** in Teams for live captions and select **Language and speech and then Turn on live captions**. In the bottom right of Teams, select **Settings, Caption language**, then choose preferred language.
- **Materials:** Event content and recording will be made available on the FPC Portal within 48 hours after the event has concluded.
- **Questions:** Please post your questions in the meeting chat throughout the presentation and feel free to come off mute during Q&A.

Agenda: Americas/EMEA

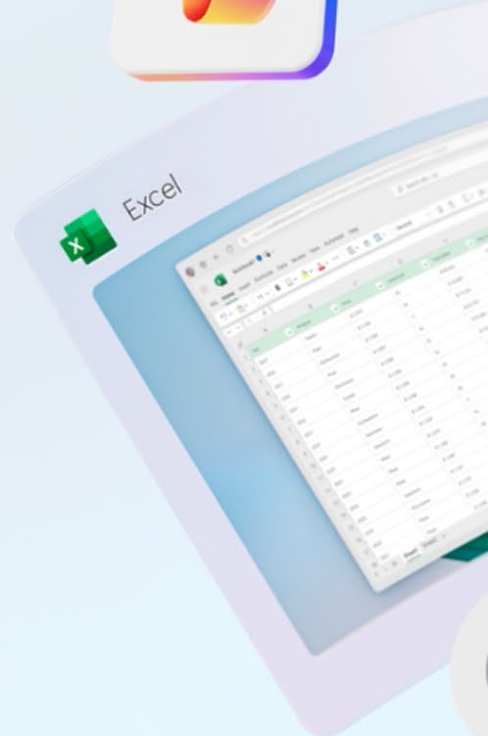
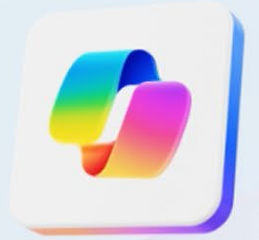
Topic	Presenter	Time (minutes)
Welcome	Amy Jarosky	2
The Partner Opportunity	Hilary Zaborski	10 minutes
AI Business Solutions & Security Insights update	Adi Balaji	10 minutes
Scenario 1 w/ demo: Activating Copilot Chat	Greta Robbins	15 minutes
Scenario 2 w/ demo: Data Security with Copilot	Mihai Dincu	15 minutes
Q&A	All	8 minutes

Agenda: Asia

Topic	Presenter	Time (minutes)
Welcome	Amy Jarosky	2
The Partner Opportunity	Lily Zheng	10 minutes
AI Business Solutions & Security Insights update	Adi Balaji	10 minutes
Scenario 1 w/ demo: Activating Copilot Chat	Alfira Fitrananda	15 minutes
Scenario 2 w/ demo: Data Security with Copilot	Zhonghua Zhu	15 minutes
Q&A	All	8 minutes

The Partner Opportunity

Hilary Zaborski
General Manager, AI Business Solutions
Microsoft Americas



Our ambition

**Empower all users with a Copilot.
Transform all business processes with one
agent.**

Your opportunity

\$490B – Copilot & Agents TAM by 2029

AI will reshape the SMB market

45%

of SMB leaders say expanding team capacity with digital labor is a top priority in the next 12–18 months.

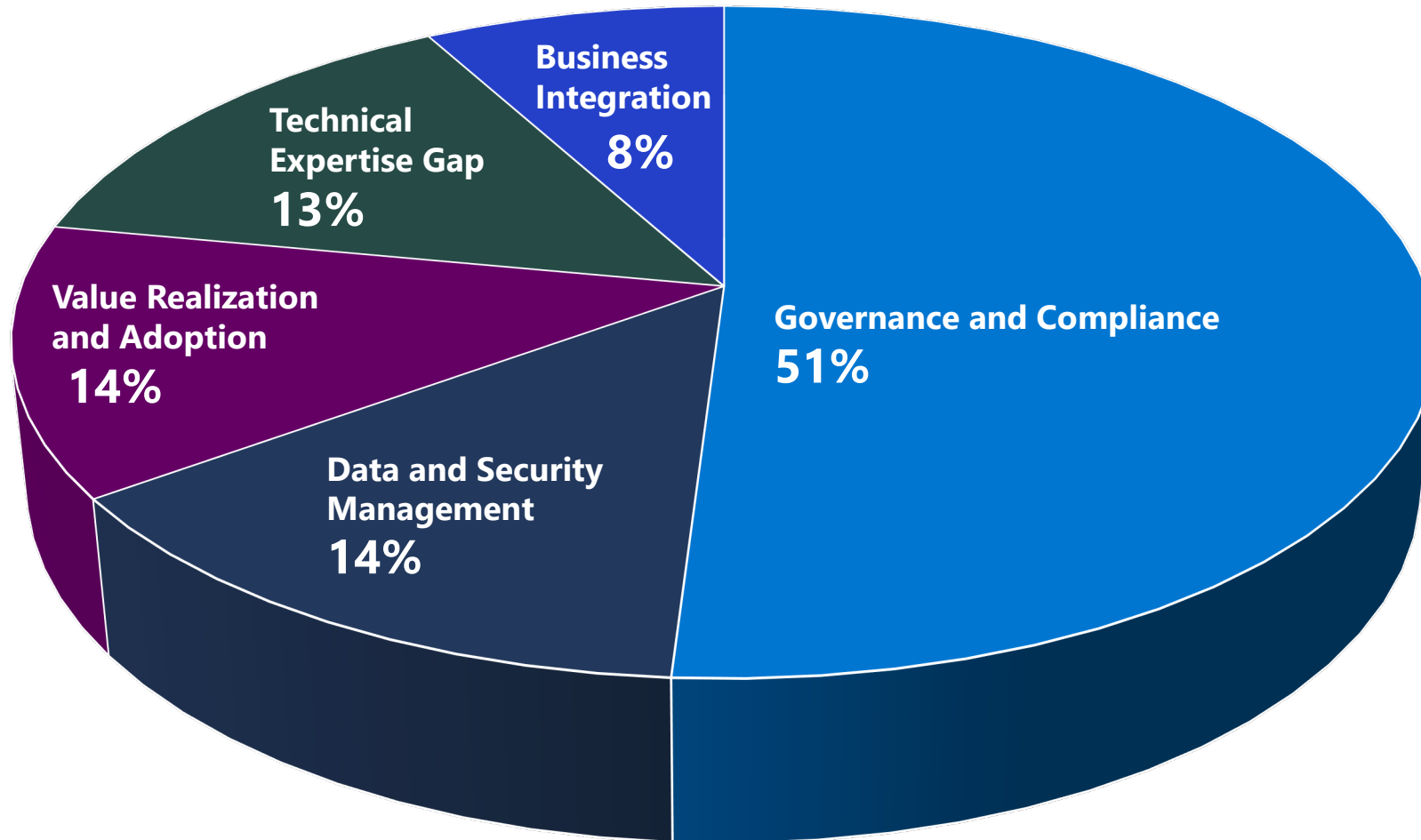
79%

of SMBs plan to implement agents in the next 12–18 months, with 24% of SMBs already using them.

24%

of SMBs are considering hiring AI Workforce Managers to lead hybrid teams of people and agents.

Compliance, governance top agentic AI customer concerns



What is the biggest challenge facing your clients in implementing agentic AI solutions?

We hear you

1

BYOAI is growing rapidly among SMEs

2

SMBs **prioritize cost and added value** and seek solutions that meet their needs

3

Combine **Secure Productivity of AI and Copilot** in a single sales movement

Why Microsoft 365 Copilot?

AI built for work



Get more value with
one simplified
solution



Run your business
with confidence



Built-in security you
can trust



Microsoft 365 Copilot

Copilot Chat

- Web-grounded AI chat & agents
- Reason over open files in Microsoft 365 apps²
- Standard access to GPT-5.2
- Standard access to visual content creation in Create
- Agent Mode in Word, Excel, and PowerPoint and Word, Excel, PowerPoint agents³

- Content aware in Outlook across entire inbox and calendar³
- Pay-as-you-go custom agents grounded in your data



Microsoft 365 Copilot License

All-in-one productivity app

- AI chat grounded in the web and Work IQ
- AI-powered Search
- AI-powered Notebooks
- AI-powered Create (priority access¹)
- GPT-5.2 Priority access¹

Agent platform

- Pre-built Microsoft agents
- Analyst & Researcher advanced reasoning agents
- Custom agents grounded in your data⁴

Advanced Mgmt. & Analytics

Copilot in Microsoft 365 apps

- Advanced skills and in-app editing

Powered by Work IQ

Get proactive
overviews of your day



Copilot
Chat

Bridge your
knowledge sources



Copilot
connectors

Prepare for
a customer meeting



Researcher

Start your workday
hands-free



Voice in
Copilot mobile

Interpret multilingual
conversations in real time



Interpreter



Where Copilot wows

Never take meeting
notes again



Facilitator

Automate reminders
and tasks



Workflows

Quickly
find content



Copilot Search

Jumpstart
document drafting



Agent Mode
in Word

Quickly onboard onto
new roles or projects



Notebooks

NEW products and promos to unlock the SMB opportunity

New SKUs for SMBs



Microsoft 365
Copilot Business



Microsoft Purview Suite
for Business Premium



Microsoft Defender Suite
for Business Premium



Defender and
Purview Suite for
Business Premium

New Bundles



Microsoft 365 Business Basic
+Copilot Business

Microsoft 365 Business Standard
+Copilot Business

Microsoft 365 Business Premium
+Copilot Business

Compelling Promos

	List Price	Promo Price
Copilot Business	\$21	\$18
Business Basic + Copilot Business	\$27	\$27
Business Standard + Copilot Business	\$33.5	\$22
Business Premium + Copilot Business	\$43	\$32
Purview Suite for Business Premium (as a Copilot add-on)	\$10	\$5

Turning H2 CSP Renewals into a Copilot Acceleration Engine

Goal

Use **Microsoft 365 Copilot Business** to reset the productivity baseline, making AI-powered work the new standard for SMBs.



Anchor on renewals

Turn every renewal into an AI upgrade with **Copilot bundles + Copilot Chat** as the simplest, most cost-effective path



Drive coverage

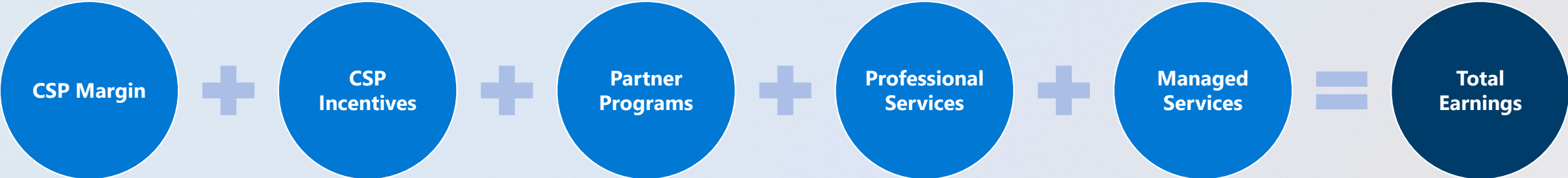
Shift from limited attach to full-seat upsell by positioning Copilot as a core productivity capability



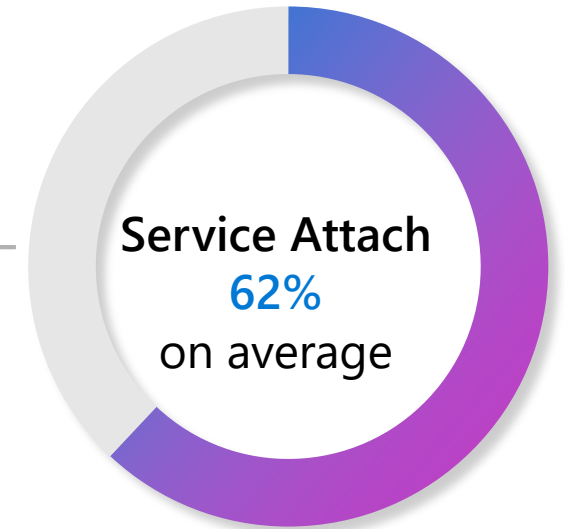
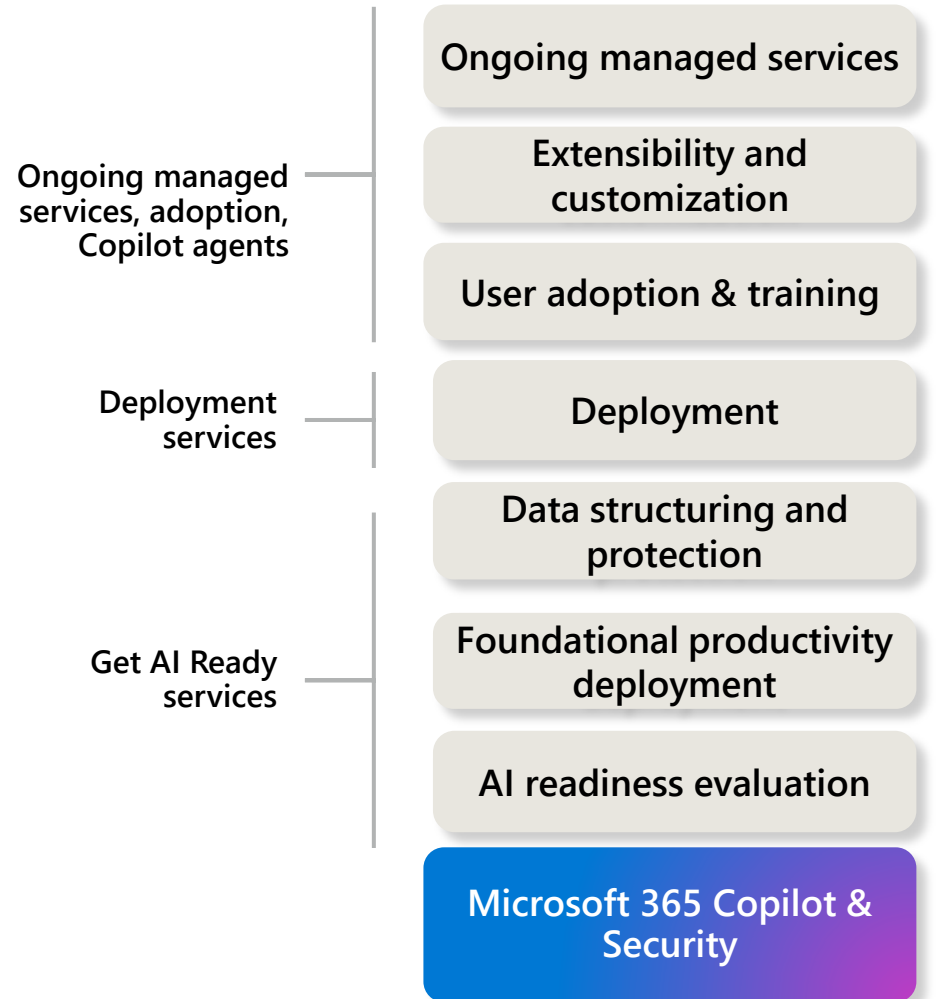
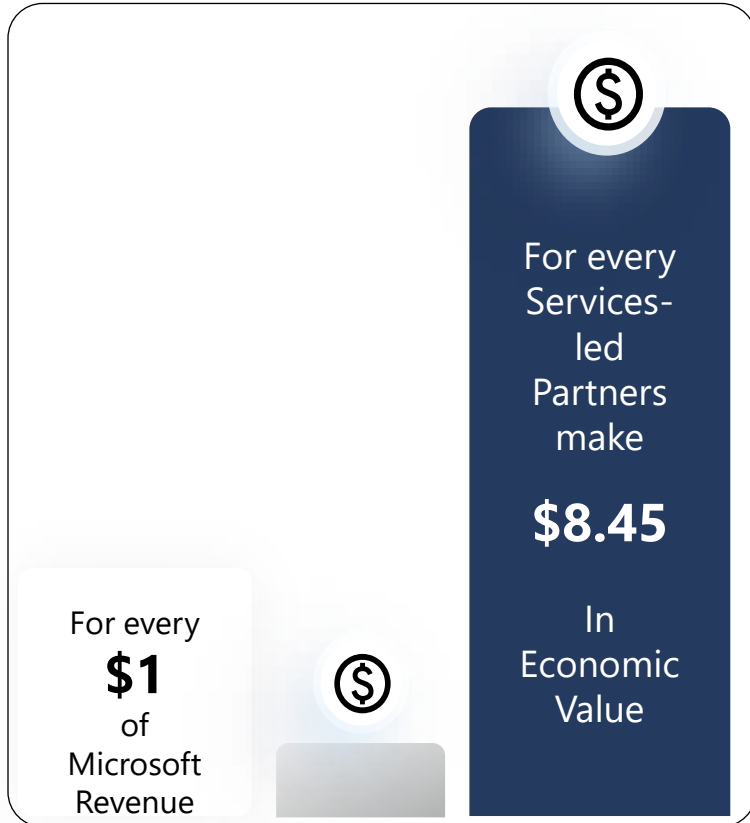
Drive urgency

Lead with a simple, limited-time promo offer to accelerate renewal upsell and mid-term expansion

Partner Earning Opportunity (CSP)



Partner Economic Opportunity for Cloud Solution Providers



Source: IDC White Paper, sponsored by Microsoft, Microsoft Partners: Driving Economic Value and AI Maturity, doc #US52483124, September 2024

Potential services revenue for Enterprise customers. Source: 2024 Modern Work Partner Total Economic Impact™ study, a commissioned study conducted by Forrester Consulting on behalf of Microsoft

Chat to Agents: The Monetization Opportunity

New Opportunity / New Skills Required

- End user training
- Copilot Chat Enablement
- Pilot/PoC
- Productivity deployment
- AI Transformation Strategy

Services Revenue



- Upgrade to M365 BP/E3

Licensing Revenue

Copilot Chat

- Copilot Deployment
- Measurement & Reporting
- Change Management
- Data structuring
- Data protection and labeling
- Compliance Controls
- Identity Management

Services Revenue



- Upgrade to M365 BP/E3
- Upgrade to M365 Copilot

Licensing Revenue

Copilot Business

- Repeatable Agent IP
- Build Agent Factory
- Build Custom Agents
- Deploy Pre-built Agents
- Agent Governance & Billing
- Business Process Transformation

Services Revenue



- Agent Consumption
- Upgrade to M365 BP/E3
- Upgrade to M365 Copilot

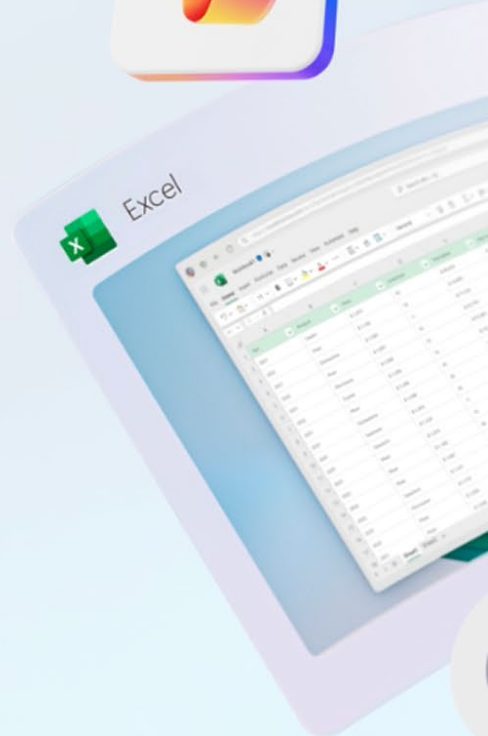
Licensing Revenue

Agents



The Partner Opportunity

Lily Zheng
Asia Partner GTM Lead



\$490B – Copilot & Agents TAM by 2029

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Why Microsoft 365 Copilot?

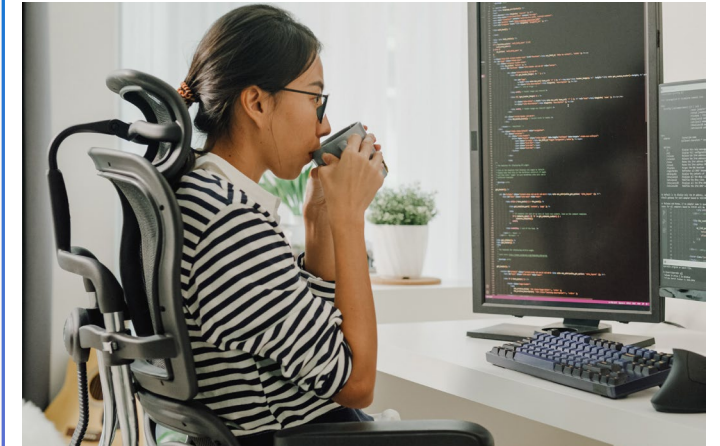
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Defender and
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CSP Promotional Offering Lineup

- For customers with 300 seats+, lead with “Copilot for All” messaging & W2W Copilot offers (30% off for 300+ seats; 40% off for 1,500+ seats).
- For customers with <300 seats, lead with M365 Business Premium and Copilot Bundle, using Copilot Business as a fallback option.

	Microsoft 365 Copilot				Microsoft 365 Copilot Business	Business Basic & Copilot Business	Business Standard & Copilot Business	Business Premium & Copilot Business
ERP	\$30	\$30	\$30	\$30	\$21	\$27	\$33.50	\$43
Promo Price	\$25.50 (15% off NTO)	\$24 (20% off)	\$21 (30% off)	\$18 (140% off)	\$18 (~15% off)	N/A	\$22 (~35% off)	\$32 (~25% off)
Promo Seats Minimum	10+	100+	300+	1500+	Up to 300	N/A	10 to 300	10 to 300
Promo Term	Oct 1, 2025 – Jun 30, 2026		Feb 19, 2026 – Jun 30, 2026	Jan 21, 2026 – Jun 30, 2026	Dec 1, 2025 – June 30, 2026			

All pricing is per use per month on annual/annual pricing

140% promotion is a targeted offer for customers who meet eligibility requirements

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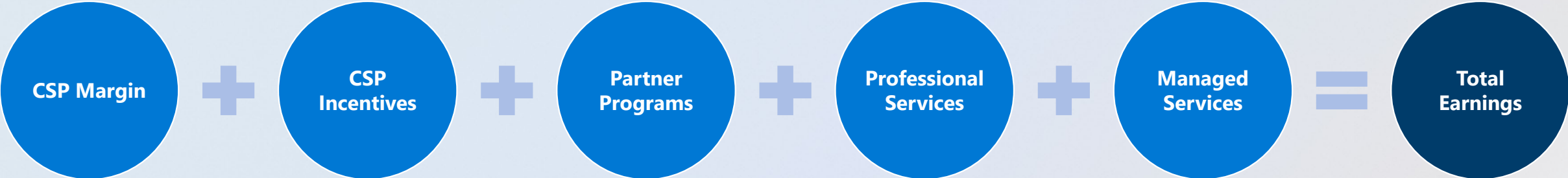
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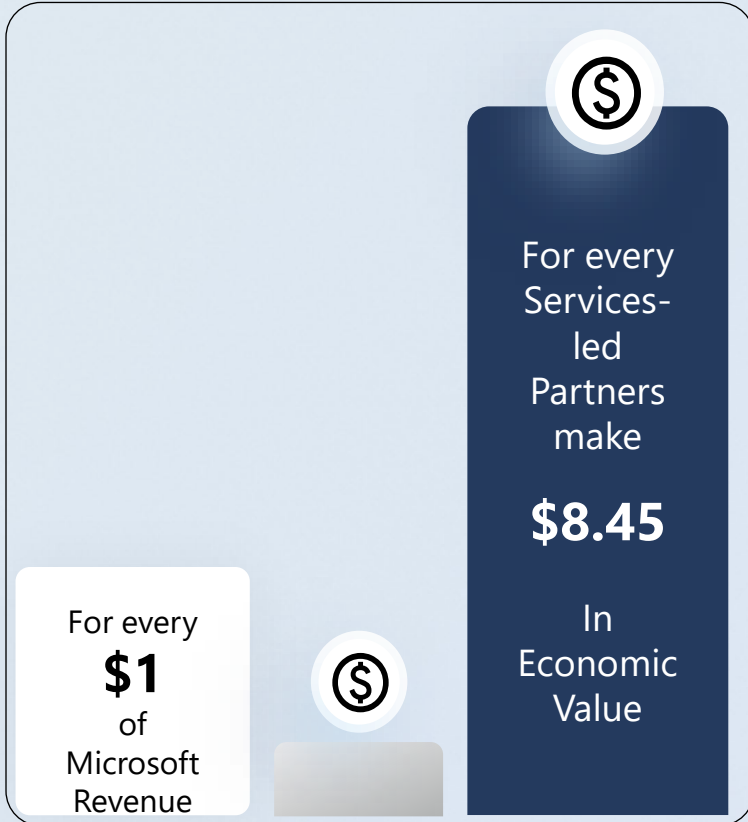
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Partner Earning Opportunity (CSP)



Partner Economic Opportunity for Cloud Solution Providers



Ongoing managed services, adoption, Copilot agents

Deployment services

Get AI Ready services

Ongoing managed services

Extensibility and customization

User adoption & training

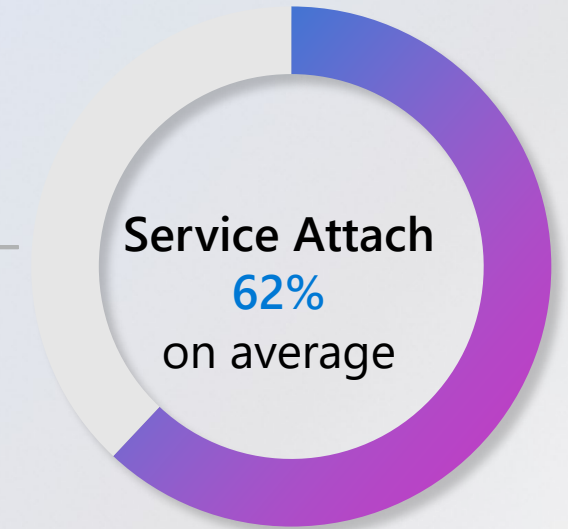
Deployment

Data structuring and protection

Foundational productivity deployment

AI readiness evaluation

Microsoft 365 Copilot & Security



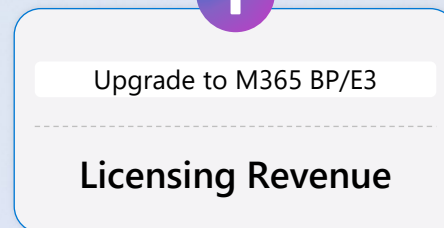
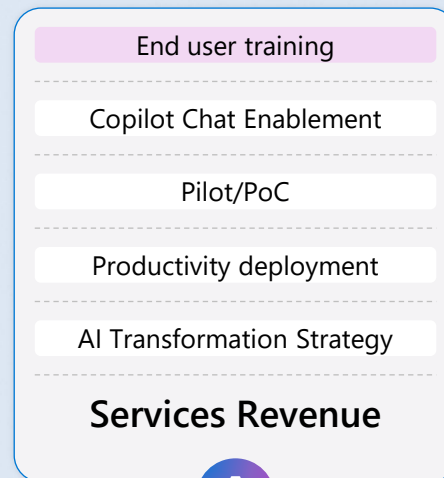
Potential services revenue for Enterprise customers.

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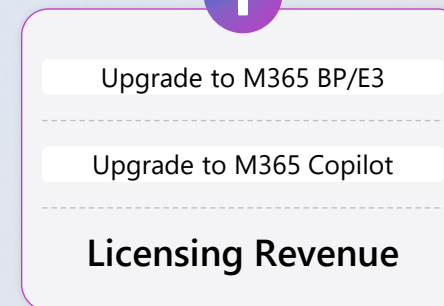
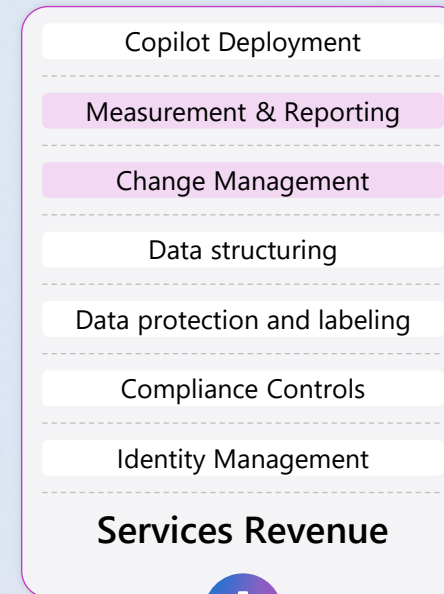
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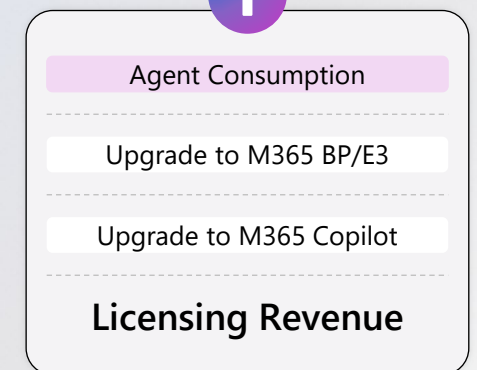
New Opportunity / New Skills Required



Copilot Chat



Copilot Business



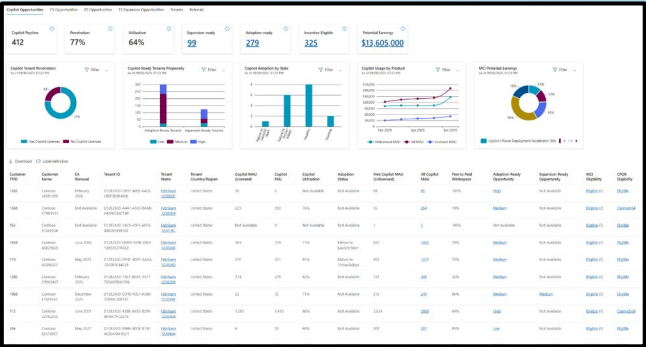
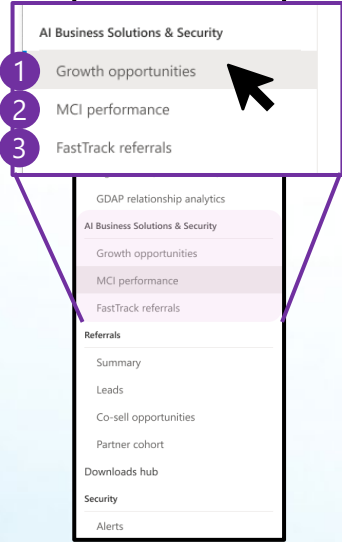
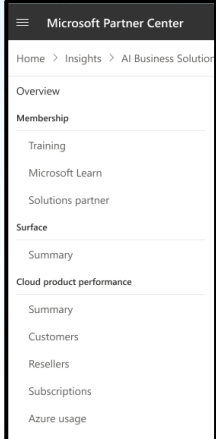
Agents

AI Business Solutions & Security Insights update

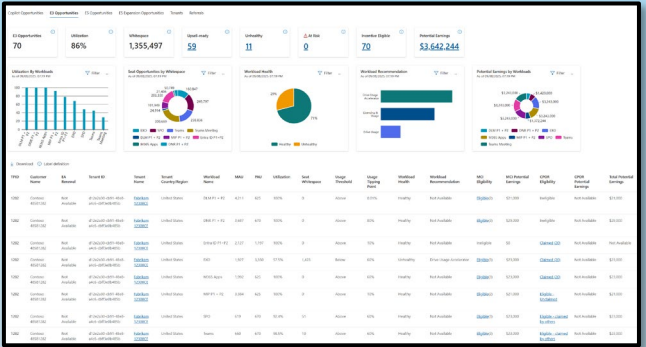
Adi Balaji
Product Manager

AI Business Solutions & Security – Partner Center Insights

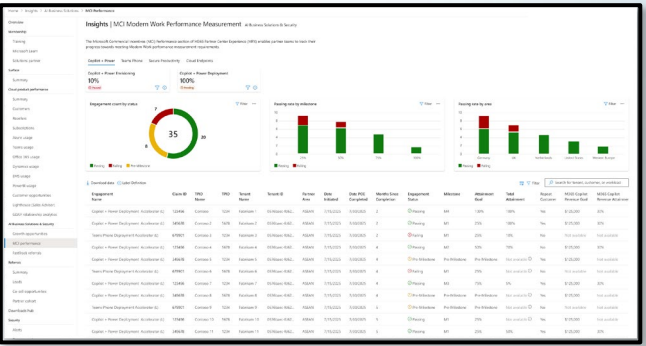
Support decision-making, democratizing data, bringing data closer to partner sales and customer success teams



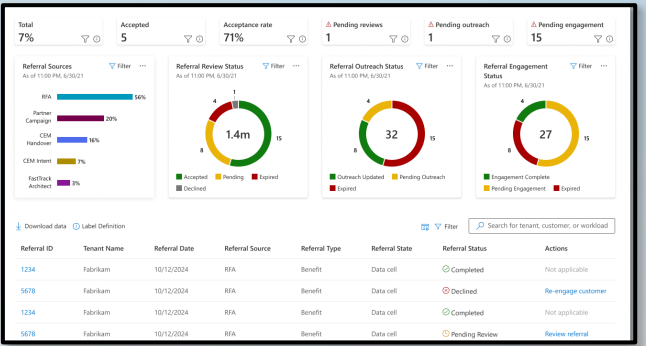
1a Copilot Growth Opportunities
Opportunities dedicated to acquiring, monetizing, and growing customers via free Copilot hat, M365 Copilot, and Agents.



1b Secure Productivity Growth Opportunities
E3, E5, and E5 Upsell and Expansion opportunities across 20 core M365 workloads.



2 MCI MW Performance Measurement
Modern Work MCI Incentives attainment and performance metrics; program eligibility after workshop POE completion



3 FastTrack Referrals
FastTrack customer referrals and leads with detailed customer insights, propensity and incentive eligibility.

<https://aka.ms/ASPX>

AI Business Solutions & Security Partner Center eXperience (ASPX)

Integrated in Partner Center, code base & data developed by MG+I & FT team

Microsoft Partner Center

Home > Insights > AI Business Solutions

Overview

Membership

- Training
- Microsoft Learn
- Solutions partner

Surface

- Summary

Cloud product performance

- Summary
- Customers
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- Azure usage
- Teams usage
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- Customer opportunities
- Lighthouse (Sales Advisor)
- GDAP relationship analytics

AI Business Solutions & Security

- Growth opportunities
- MCI performance
- FastTrack referrals

1

Insights | Growth Opportunities

AI Business Solutions & Security

Copilot Opportunities E3 Opportunities E5 Opportunities E5 Expansion Opportunities

Tenants	Seat Penetration	Paid Utilization	Acquire
43,186	1%	116%	8,308

Copilot Tenant Penetration As of 08/21/2025, 04:47 PM

Filter

Access Directly: <https://aka.ms/ASPX>

2

Insights | MCI MW Performance Measurement

AI Business Solutions & Security

Copilot + Power Teams Phone Secure Productivity Cloud Endpoints

Copilot + Power Envisioning	Copilot + Power Deployment
10% Paused	100% Pending

Engagement count by status

Access Directly: <https://aka.ms/ASPXMCI>

3

Insights | FastTrack Referrals

AI Business Solutions & Security

Total	Accepted	Acceptance Rate	Pending Review	Pending Outreach	Pending Engagement
7	5	71%	1	1	1

Referral Sources As of 11:00 PM, 6/30/21

Referral Review Status As of 11:00 PM, 6/30/21

Referral Outreach Status As of 11:00 PM, 6/30/21

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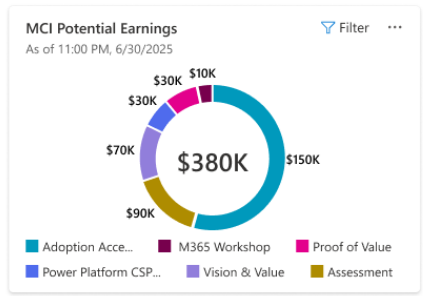
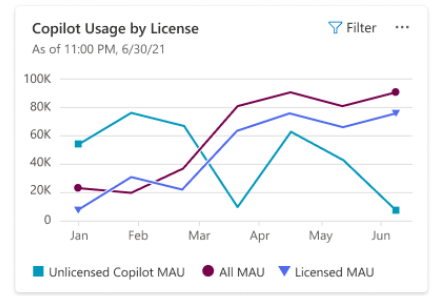
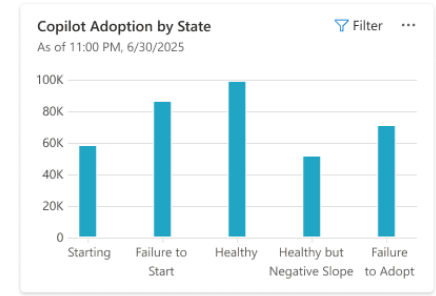
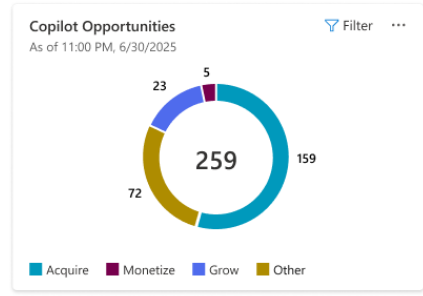
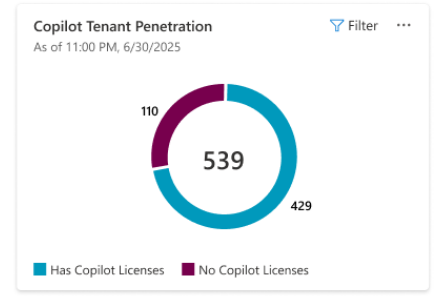
Insights | Growth opportunities AI Business Solutions & Security

This report shows the insights, opportunities, and usage data for the tenants which your organization is helping to deploy as part of the FastTrack program.

Copilot Opportunities E3 Opportunities E5 Opportunities E5 Expansion

Opportunity Dashboards for Copilot, E3/E5 Upsell and Expansion; tabular view by opportunity type

Tenants: 253 | Seat Penetration: 79% | Paid Utilization: 75% | Acquire: 228 | Monetize: 186 | Grow: 125 | Incentive Eligible: 193 | Potential Earnings: \$380,000



Download data Label Definition

Filter Search for tenant, customer, or workload

Tenant Name	Tenant ID	Tenant Domain	Tenant Country/Region	Tenant Segment	Customer TPID	Customer Name	EA Renewal	Copilot Eligible M365 Seats	Copilot Seats Whitespace	Copilot MAU (Licensed)	Copilot PAU	Copilot Utilization	Adoption Status	Free Copilot MAU (Unlicensed)	All C MAU
Contoso Dynamics Group	0576baec-fd62...	contosodynamics.com	United States	Enterprise	1234567	Contoso Dynamics Group	August 2027	10,000	7,000	2,550	3,000	85%	Healthy	6,496	9,04
Fabrikam Digital Forge	0576baec-fd62...	fabrikamforge.com	United States	SME&C Corp	2345678	Fabrikam Digital Forge	Not available	8,721	6,105	340	2,616	13%	Failure to Launch/Start	2,164	2,504
Contoso Ventures Inc.	0576baec-fd62...	contosoventures.com	United States	Enterprise	3456789	Contoso Ventures Inc.	January 2027	8,137	5,696	2,075	2,441	85%	Healthy	4,410	6,485
Fabrikam Logistics Co.	0576baec-fd62...	fabrikamlogix.com	Brazil	Enterprise	4567890	Fabrikam Logistics Co.	August 2027	8,097	5,668	316	2,429	13%	Failure to Launch/Start	8,027	8,343
Contoso CloudWorks	0576baec-fd62...	contosocloud.com	Spain	Enterprise	5678901	Contoso CloudWorks	Not available	7,827	5,479	1,996	2,348	85%	Healthy	6,160	8,156
Fabrikam AI Studio	0576baec-fd62...	fabrikamai.com	United States	Enterprise	6789012	Fabrikam AI Studio	March 2028	7,419	5,193	1,068	2,226	48%	Healthy	5,222	6,290
Contoso Retail Solutions	0576baec-fd62...	contosoretail.com	United States	Enterprise	7890123	Contoso Retail Solutions	December 2026	7,223	5,056	1,582	2,167	73%	Healthy	2,744	4,326
Fabrikam Energy Grid	0576baec-fd62...	fabrikamgrid.com	United States	Enterprise	8901234	Fabrikam Energy Grid	Not available	6,847	4,793	1,479	2,054	72%	Healthy	2,306	3,785
Contoso Edge Technologies	0576baec-fd62...	contosoedge.com	Brazil	Enterprise	9012345	Contoso Edge Technologies	February 2028	6,346	4,442	1,390	1,904	73%	Healthy	673	2,063
Fabrikam Nexus Group	0576baec-fd62...	fabrikamnexus.com	Spain	Enterprise	0123456	Fabrikam Nexus Group	Not available	5,910	4,137	1,330	1,773	75%	Starting	1,791	3,121
Contoso Global Markets	0576baec-fd62...	contosoglobal.com	United States	Enterprise	1234567	Contoso Global Markets	July 2027	5,906	4,134	726					

Access Now: <https://aka.ms/ASPX>
Learn More: <https://aka.ms/ASPXDocs>

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More Tenants!

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KPI Tiles surfacing over all tenants, by targeting scenario, incentives & earnings

Tenants **253**

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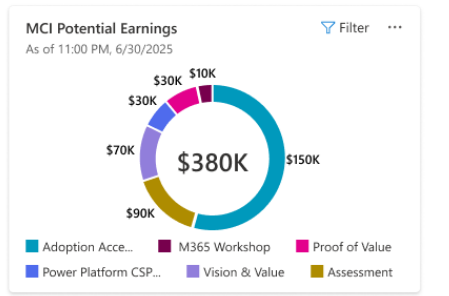
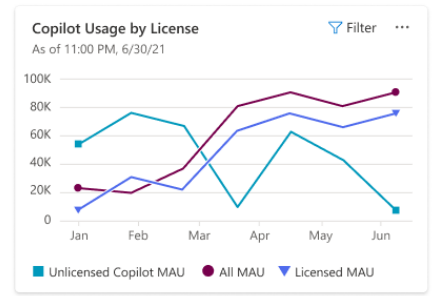
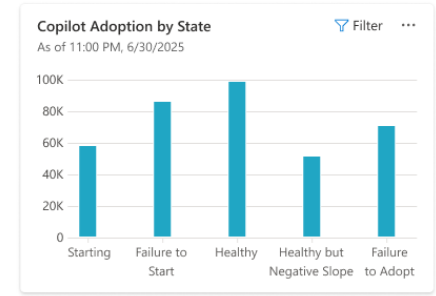
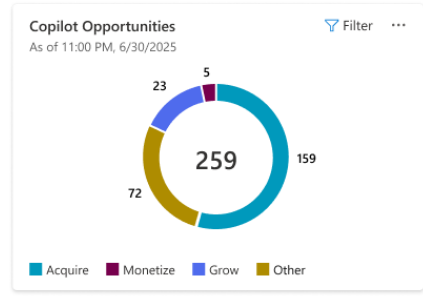
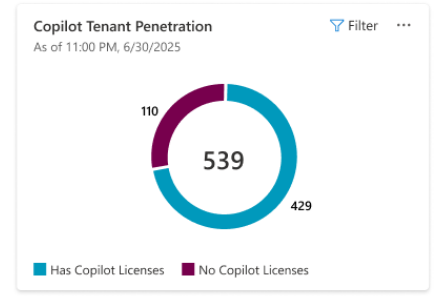
Acquire **228**

Monetize **186**

Grow **125**

Incentive Eligible **193**

Potential Earnings **\$380,000**



Download data Label Definition

Filter Search for tenant, customer, or workload

Tenant Name	Tenant ID	Tenant Domain	Tenant Country/Region	Tenant Segment	Customer TPID	Customer Name	EA Renewal	Copilot Eligible M365 Seats	Copilot Seats Whitespace	Copilot MAU (Licensed)	Copilot PAU	Copilot Utilization	Adoption Status	Free Copilot MAU (Unlicensed)	All C MAU
Contoso Dynamics Group	0576baec-fd62...	contosodynamics.com	United States	Enterprise	1234567	Contoso Dynamics Group	August 2027	10,000	7,000	2,550	3,000	85%	Healthy	6,496	9,04
Fabrikam Digital Forge	0576baec-fd62...	fabrikamforge.com	United States	SME&C Corp	2345678	Fabrikam Digital Forge	Not available	8,721	6,105	340	2,616	13%	Failure to Launch/Start	2,164	2,504
Contoso Ventures Inc.	0576baec-fd62...	contosoventures.com	United States	Enterprise	3456789	Contoso Ventures Inc.	January 2027	8,137	5,696	2,075	2,441	85%	Healthy	4,410	6,485
Fabrikam Logistics Co.	0576baec-fd62...	fabrikamlogix.com	Brazil	Enterprise	4567890	Fabrikam Logistics Co.	August 2027	8,097	5,668	316	2,429	13%	Failure to Launch/Start	8,027	8,343
Contoso CloudWorks	0576baec-fd62...	contosocloud.com	Spain	Enterprise	5678901	Contoso CloudWorks	Not available	7,827	5,479	1,996	2,348	85%	Healthy	6,160	8,156
Fabrikam AI Studio	0576baec-fd62...	fabrikamai.com	United States	Enterprise	6789012	Fabrikam AI Studio	March 2028	7,419	5,193	1,068	2,226	48%	Healthy	5,222	6,290
Contoso Retail Solutions	0576baec-fd62...	contosoretail.com	United States	Enterprise	7890123	Contoso Retail Solutions	December 2026	7,223	5,056	1,582	2,167	73%	Healthy	2,744	4,326
Fabrikam Energy Grid	0576baec-fd62...	fabrikamgrid.com	United States	Enterprise	8901234	Fabrikam Energy Grid	Not available	6,847	4,793	1,479	2,054	72%	Healthy	2,306	3,785
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Contoso Global Markets	0576baec-fd62...	contosoglobal.com	United States	Enterprise	1234567	Contoso Global Markets	July 2027	5,906	4,134	726					

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Copilot targeting scenarios based on the LXP logic

Now available in Partner Center AI Business Solutions & Security Insights

Copilot maturity

Acquire



New Customers

Targeting Criteria

- High + Medium propensity
- Not penetrated with Copilot paid licenses or Copilot Chat MAU (<5% for both)

Hero Motion

Land Chat with unpenetrated customers

Monetize



Unpaid Users

- High + Medium propensity
- Penetrated with Copilot Chat MAU (>5%) but not Copilot paid licenses (<5%)

Upsell free Chat to paid (Agents and/or M365 Copilot)

Grow



Existing Customers

- High + Medium propensity
- Penetrated with Copilot paid licenses (>5%)

Expand paid (M365 Copilot seats and/or Agents)

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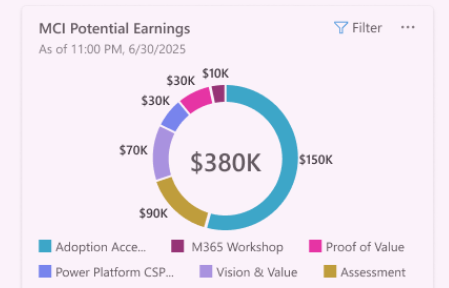
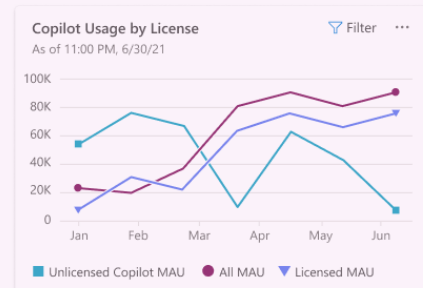
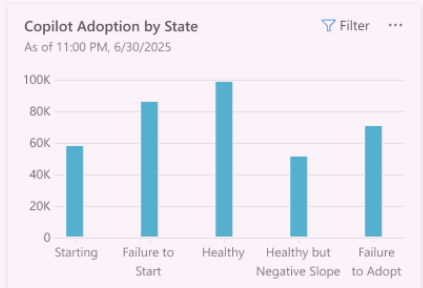
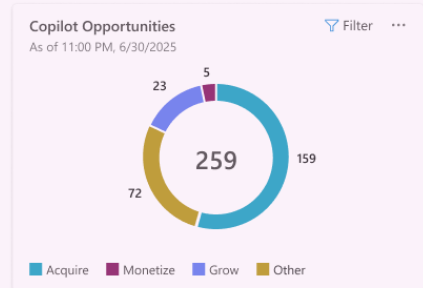
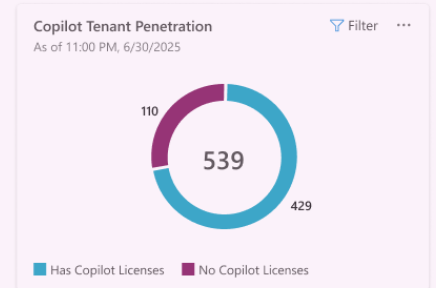
Insights | Growth opportunities AI Business Solutions & Security

This report shows the insights, opportunities, and usage data for the tenants which your organization is helping to deploy as part of the FastTrack program.

Copilot Opportunities E3 Opportunities E5 Opportunities E5 Expansion

Tenants: 253
Seat Penetration: 79%
Paid Utilization: 75%
Acquire: 228
Monetize: 186
Grow: 125
Incentive Eligible: 193
Potential Earnings: \$380,000

Charts visualizing data across various dimension; filtering tables



Download data Label Definition

Filter Search for tenant, customer, or workload

Tenant Name	Tenant ID	Tenant Domain	Tenant Country/Region	Tenant Segment	Customer TPID	Customer Name	EA Renewal	Copilot Eligible M365 Seats	Copilot Seats Whitespace	Copilot MAU (Licensed)	Copilot PAU	Copilot Utilization	Adoption Status	Free Copilot MAU (Unlicensed)	All C MAU
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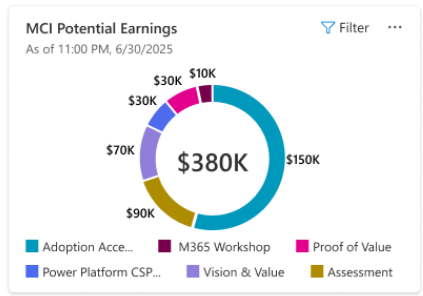
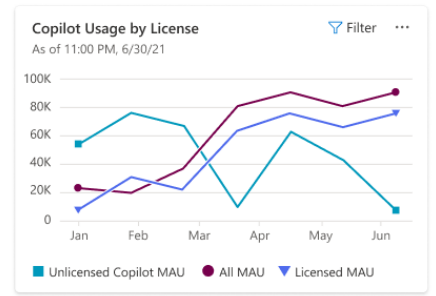
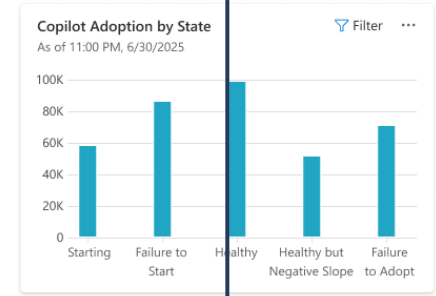
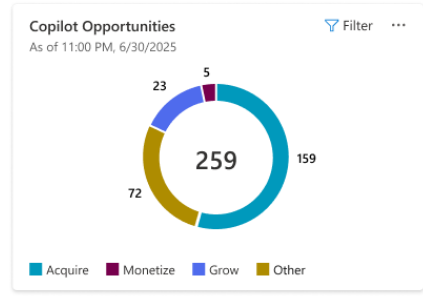
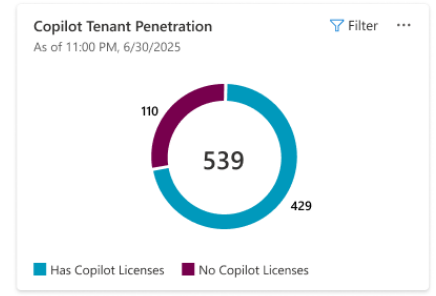


Table operations, like filters, column customizations, search and download/export

[Download data](#)
[Label Definition](#)

[Filter](#)

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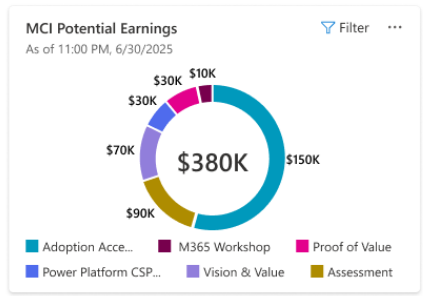
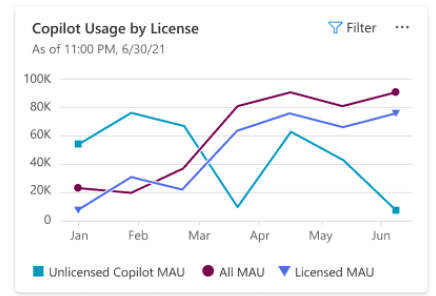
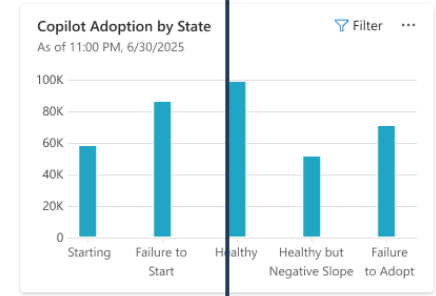
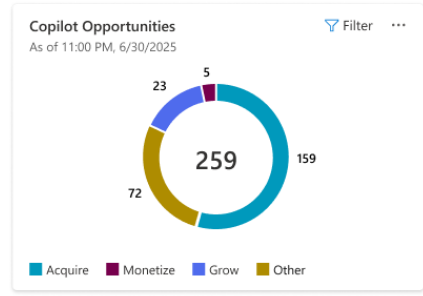
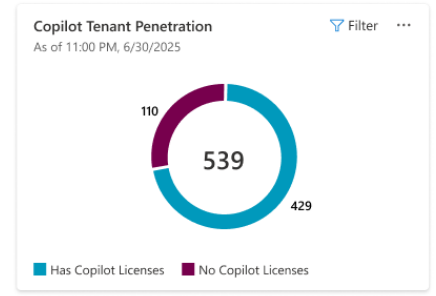
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Data table with click throughs, support for sorting (asc/desc)

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Customer Insights

Copilot Usage & Licensing Insights

Targeting Incentives

Associations

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Cotoso Dynamics Group	0576baec-fd62...	cotosodynamics.com	United States	Enterprise	1234567	Cotoso Dynamics Group	August 2027	August 2027	10,000	7,000	2,550	3,000	85%	Healthy	6,496	9,046	3,496	1,500	Grow	Eligible (5)	Eligible	\$55,000	No	Yes	Cotoso
Fabrikam Digital Forge	0576baec-fd62...	fabrikamforge.com	United States	SME&C Corp	2345678	Fabrikam Digital Forge	Not available	Not available	8,721	6,105	340	2,616	13%	Failure to Launch/Start	2,164	2,504	Unavailable	126	Grow	Eligible (5)	Eligible	\$55,000	No	Yes	Fabrikam
Cotoso Ventures Inc.	0576baec-fd62...	cotosoventures.com	United States	Enterprise	3456789	Cotoso Ventures Inc.	January 2027	January 2027	8,137	5,696	2,075	2,441	85%	Healthy	4,410	6,485	1,969	272	Grow	Ineligible	Eligible	\$0	No	Yes	Cotoso
Fabrikam Logistics Co.	0576baec-fd62...	fabrikamlogix.com	Brazil	Enterprise	4567890	Fabrikam Logistics Co.	August 2027	August 2027	8,097	5,668	316	2,429	13%	Failure to Launch/Start	8,027	8,343	5,598	118	Grow	Ineligible	Eligible	\$0	Yes	Yes	Fabrikam
Cotoso CloudWorks	0576baec-fd62...	cotosocloud.com	Spain	Enterprise	5678901	Cotoso CloudWorks	Not available	Not available	7,827	5,479	1,996	2,348	85%	Healthy	6,160	8,156	3,812	344	Grow	Ineligible	Eligible	\$0	Yes	Yes	Cotoso
Fabrikam AI Studio	0576baec-fd62...	fabrikamai.com	United States	Enterprise	6789012	Fabrikam AI Studio	March 2028	March 2028	7,419	5,193	1,068	2,226	48%	Healthy	5,222	6,290	2,996	351	Monetize	Eligible (4)	Eligible	\$0	Yes	Yes	Fabrikam
Cotoso Retail Solutions	0576baec-fd62...	cotosoretail.com	United States	Enterprise	7890123	Cotoso Retail Solutions	December 2026	December 2026	7,223	5,056	1,582	2,167	73%	Healthy	2,744	4,326	577	284	Monetize	Ineligible	Eligible	\$30,000	No	Yes	Cotoso
Fabrikam Energy Grid	0576baec-fd62...	fabrikamgrid.com	United States	Enterprise	8901234	Fabrikam Energy Grid	Not available	Not available	6,847	4,793	1,479	2,054	72%	Healthy	2,306	3,785	252	118	Monetize	Eligible (5)	Eligible	\$0	No	Yes	Fabrikam
Cotoso Edge Technologies	0576baec-fd62...	cotosoedge.com	Brazil	Enterprise	9012345	Cotoso Edge Technologies	February 2028	February 2028	6,346	4,442	1,390	1,904	73%	Healthy	673	2,063	Unavailable	424	Monetize	Eligible (5)	Eligible	\$55,000	No	Yes	Cotoso
Fabrikam Nexus Group	0576baec-fd62...	fabrikamnexus.com	Spain	Enterprise	0123456	Fabrikam Nexus Group	Not available	Not available	5,910	4,137	1,330	1,773	75%	Starting	1,791	3,121	18	242	Monetize	Eligible (5)	Eligible	\$55,000	Yes	Yes	Fabrikam
Cotoso Global Markets	0576baec-fd62...	cotosoglobal.com	United States	Enterprise	1234567	Cotoso Global Markets	July 2027	July 2027	5,906	4,134	726	1,772	41%	Healthy	915	1,641	Unavailable	235	Monetize	Eligible (5)	Eligible	\$55,000	Yes	Yes	Cotoso
Fabrikam BioTech Labs	0576baec-fd62...	fabrikambiotech.com	United States	Enterprise	2345678	Fabrikam BioTech Labs	November 2027	November 2027	5,373	3,761	129	1,612	8%	Failure to Thrive/Adopt	3,737	3,866	2,125	12	Monetize	Ineligible	Eligible	\$55,000	Yes	Yes	Fabrikam
Cotoso Synergy Labs	0576baec-fd62...	cotososynergy.com	United States	Enterprise	3456789	Cotoso Synergy Labs	April 2028	April 2028	3,856	2,699	474	1,157	41%	Starting	2,264	2,738	1,107	162	Monetize	Ineligible	Eligible	\$0	No	Yes	Cotoso
Fabrikam Insight Partners	0576baec-fd62...	fabrikaminsight.com	Brazil	SME&C Corp	4567890	Fabrikam Insight Partners	Not available	Not available	3,514	2,460	432	1,054	41%	Starting	796	1,228	Unavailable	50	Acquire	Ineligible	Eligible	\$0	No	Yes	Fabrikam
Cotoso Urban Analytics	0576baec-fd62...	cotosourban.com	Spain	Enterprise	5678901	Cotoso Urban Analytics	Not available	Not available	3,309	2,316	745	993	75%	Healthy	2,303	3,048	1,310	47	Acquire	Eligible (4)	Eligible	\$0	No	Yes	Cotoso
Fabrikam Velocity Systems	0576baec-fd62...	fabrikamvelocity.com	United States	Enterprise	6789012	Fabrikam Velocity Systems	May 2027	May 2027	2,992	2,094	72	898	8%	Starting	1,145	1,217	247	12	Acquire	Ineligible	Eligible	\$0	Yes	Yes	Fabrikam
Cotoso Quantum Systems	0576baec-fd62...	cotosoquantum.com	United States	SME&C Corp	7890123	Cotoso Quantum Systems	Not available	Not available	2,598	1,819	62	779	8%	Failure to Thrive/Adopt	1,391	1,453	612	5	Acquire	Eligible (5)	Eligible	\$30,000	Yes	Yes	Cotoso
Fabrikam Urban Mobility	0576baec-fd62...	fabrikammobility.com	United States	Enterprise	8901234	Fabrikam Urban Mobility	Not available	Not available	1,221	855	275	366	75%	Failure to Thrive/Adopt	176	451	Unavailable	58	Acquire	Eligible (5)	Eligible	\$0	Yes	Yes	Fabrikam
Cotoso Horizon Partners	0576baec-fd62...	cotosohorizon.com	Brazil	Enterprise	9012345	Cotoso Horizon Partners	August 2027	August 2027	417	292	90	125	72%	Healthy	241	331	116	13	Acquire	Eligible (5)	Eligible	\$55,000	No	Yes	Cotoso
Fabrikam DataCore	0576baec-fd62...	fabrikamcore.com	Spain	SME&C Corp	0123456	Fabrikam DataCore	Not available	Not available	283	198	64	85	75%	Healthy	263	327	178	Unavailable	Acquire	Ineligible	Eligible	\$55,000	No	Yes	Fabrikam
Cotoso Elevate Media	0576baec-fd62...	cotosoelevate.com	United States	Enterprise	7890123	Cotoso Elevate Media	October 2027	October 2027	119	83	15	36	41%	Starting	103	118	67	4	Acquire	Ineligible	Eligible	\$55,000	No	Yes	Cotoso
Fabrikam Creative Works	0576baec-fd62...	fabrikamcreative.com	United States	Enterprise	8901234	Fabrikam Creative Works	January 2027	January 2027	59	41	1	18	8%	Failure to Thrive/Adopt	48	49	30	Unavailable	Acquire	Ineligible	Eligible	\$0	Yes	Yes	Fabrikam
Cotoso SecureNet	0576baec-fd62...	cotososecure.com	United States	SME&C Corp	9012345	Cotoso SecureNet	Not available	Not available	50	37	1	15	8%	Healthy	76	200	23	34	Acquire	Eligible (4)	Eligible	\$0	Yes	Yes	Cotoso
Fabrikam Zenith Solutions	0576baec-fd62...	fabrikamzenith.com	United States	Enterprise	0123456	Fabrikam Zenith Solutions	Not available	Not available	43	33	1	12	8%	Healthy	314	150	15	21	Acquire	Ineligible	Eligible	\$0	Yes	Yes	Fabrikam
Cotoso FusionWorks	0576baec-fd62...	cotosofusion.com	United States	SME&C Corp	6789012	Cotoso FusionWorks	Not available	Not available	40	30	1	11	8%	Starting	311	75	11	9	Acquire	Eligible (5)	Eligible	\$0	No	Yes	Cotoso

Customer Insights

Copilot Usage & Licensing Insights

Targeting

Tenant Name	Tenant ID	Tenant Domain	Tenant Country/Region	Tenant Segment	Customer TPID	Customer Name	EA Renewal	New Largest Seat CSP Renewal	Copilot Eligible M365 Seats	Copilot Seats Whitespace	Copilot MAU (Licensed)	Copilot PAU	Copilot Utilization	Adoption Status	Free Copilot MAU (Unlicensed)	All Copilot MAU	Free to Paid Whitespace	All Agents MAU	Copilot Opportunity
Contoso Dynamics Group	0576baec-fd62...	contosodynamics.com	United States	Enterprise	1234567	Contoso Dynamics Group	August 2027	August 2027	10,000	7,000	2,550	3,000	85%	Healthy	6,496	9,046	3,496	1,500	Grow
Fabrikam Digital Forge	0576baec-fd62...	fabrikamforge.com	United States	SME&C Corp	2345678	Fabrikam Digital Forge	Not available	Not available	8,721	6,105	340	2,616	13%	Failure to Launch/Start	2,164	2,504	Unavailable	126	Grow
Contoso Ventures Inc.	0576baec-fd62...	contosoventures.com	United States	Enterprise	3456789	Contoso Ventures Inc.	January 2027	January 2027	8,137	5,696	2,075	2,441	85%	Healthy	4,410	6,485	1,969	272	Grow
Fabrikam Logistics Co.	0576baec-fd62...	fabrikamlogix.com	Brazil	Enterprise	4567890	Fabrikam Logistics Co.	August 2027	August 2027	8,097	5,668	316	2,429	13%	Failure to Launch/Start	8,027	8,343	5,598	118	Grow
Contoso CloudWorks	0576baec-fd62...	contosocloud.com	Spain	Enterprise	5678901	Contoso CloudWorks	Not available	Not available	7,827	5,479	1,996	2,348	85%	Healthy	6,160	8,156	3,812	344	Grow
Fabrikam AI Studio	0576baec-fd62...	fabrikamai.com	United States	Enterprise	6789012	Fabrikam AI Studio	March 2028	March 2028	7,419	5,193	1,068	2,226	48%	Healthy	5,222	6,290	2,996	351	Monetize
Contoso Retail Solutions	0576baec-fd62...	contosoretail.com	United States	Enterprise	7890123	Contoso Retail Solutions	December 2026	December 2026	7,223	5,056	1,582	2,167	73%	Healthy	2,744	4,326	577	284	Monetize

Subscription Profile

Contoso Television Networks

Tenant ID: 0576baec-fd62-47FD-81A3-3C992FD09847
 TPID: 77283127
 Claims: 3101771, 3099372
 Associations: CPOR, CSP

Subscriptions

Download data

SKU Name	Status	Current State End Date	Included Quantity	Subscription ID	Start Date	End Date
Planner Plan 1	Active	09/06/2025	4	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Planner and Project Plan 5	Active	09/06/2025	5	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Office 365 E1	Active	09/06/2025	360	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Office 365 E1	Active	09/06/2025	150	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft Teams Essentials	Active	09/06/2025	1	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft Defender for Office 365 (Plan 2)	Active	09/06/2025	3	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft Defender for Office 365 (Plan 2)	Active	09/06/2025	850	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft 365 F3	Active	09/06/2025	636	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft 365 F3	Active	09/06/2025	700	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft 365 E5 Security	In Grace Period	09/06/2025	25	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft 365 E3 EEA	Active	09/06/2025	250	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft 365 E3	Active	09/06/2025	850	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft 365 E3	Active	09/06/2025	125	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft 365 Copilot	Active	09/06/2025	30	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft 365 Business Standard	Active	09/06/2025	10	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft 365 Business Standard	Active	09/06/2025	6	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft 365 Business Standard	Active	09/06/2025	1	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft 365 Business Standard	Active	09/06/2025	9	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft 365 Business Standard	Active	09/06/2025	10	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025
Microsoft 365 Business Premium	Active	09/06/2025	1	A182C3D4-7BDC-4415-CB90-380181F137D5	09/06/2025	09/06/2025

Copilot Chat MAU

All Copilot MAU

The total Copilot MAU encompassing licensed and unlicensed users. Additionally, included below is a breakdown of Copilot usage. Unless specified in metric, MAU can include licensed and unlicensed users. [Learn more](#)

Metric Name	MAU
All Copilot MAU	129
Free Copilot MAU (Unlicensed)	125
Copilot MAU (Licensed)	4
Copilot in Teams	21
Copilot in Outlook	37
Copilot in Word	4
Copilot in Excel	3
Copilot in Powerpoint	1
Copilot in Engage	Not Available
Copilot in OneNote	Not Available
Sales Copilot (CRM)	Not Available

Copilot Agent MAU

All Agents MAU

The total Copilot MAU encompassing licensed and unlicensed users. Additionally, included below is a breakdown of Copilot usage. Unless specified in metric, MAU can include licensed and unlicensed users. [Learn more](#)

Agent Extension Type	Licensed Agent MAU	Unlicensed Agent MAU	Total
All Up	1,000	500	1,500
Agents in Copilot Chat	750	500	1,250
Connectors	100	0	100
Plugins (Actions)	20	0	20
Custom Engine Copilot	20	0	20

Data Definitions

Agents in Copilot Chat: Agents that appear within the Copilot Chat experience. These can be pre-built Microsoft agents (analyst, researcher, etc.) as well as custom built and/or connectors.

Connectors: Graph connectors enable users to extend Microsoft Copilot by integrating external data sources into Microsoft Graph, enhancing Copilot's ability to reason over your enterprise content and provide more comprehensive responses. This integration allows Copilot to access and utilize a broader range of organizational knowledge. Connectors can be 3rd party as well (e.g., ServiceNow).

Plugin (Actions): Actions for an agent to interact with other systems to read or write information in near real-time (e.g., create a ticket).

Custom Engine Copilot: These are fully custom Copilots built using Copilot Studio or other frameworks.

AI-Driven Targeting, Reasoning, Recommendations

Opportunity Details

The total Copilot MAU encompassing licensed and unlicensed users. Additionally, included below is a breakdown of Copilot usage. Unless specified in metric, MAU can include licensed and unlicensed users. [Learn more](#)

Opportunity:	Grow
M365 Copilot Penetration:	30%
Copilot Chat Penetration:	65%
Copilot Eligible Seats:	10,000
M365 Copilot Whitespace:	7,000
Copilot Chat Whitespace:	3,500
Opportunity Reasoning:	Penetrated with Copilot paid licenses

Recommendation

Expand paid (M365 Copilot seats and/or agents)

AI-Insights Hub [Preview](#)

Expansion Ready Propensity: High

Expansion Ready Reasoning
 Account's recent SEC 10-K filing shows plans to invest in AI and automation, indicating an opportunity for M365 Copilot to help streamline workflows and reduce manual effort. Account has 15,093 Teams Copilot monthly users, over 198,000 Power BI seats, and 1,530 Copilot Extensibility monthly users.

Adoption Ready Propensity: High

Adoption Ready Reasoning
 The tenant has a number of files viewed of 7,500 and a number WXP0 files edited of 4,650. 80% of users with the tenant have a high likelihood to become engaged

Incentives

Associations New

Copilot Eligible M365 Seats	Copilot Seats Whitespace	Copilot MAU (Licensed)	Copilot PAU	Copilot Utilization	Adoption Status	Free Copilot Chat MAU (Unlicensed)	All Copilot MAU	Free to Paid Whitespace	All Agents MAU	Copilot Opportunity	MCI Eligibility	CPOR Eligibility	Potential Earnings	Partner Name	Partner Center ID (MPN)	Procurement Channel	CSP Partner Name	CPOR Association	CSP Association	CSP Tier	T2 Reseller Name
131,185	130,895	245	290	84%	Failure to Thrive/Adopt	12,650	12,895	12360	414	Monetize	Ineligible	Eligible	Not Available	OMEX OSU Test, US, Redmond (US) - FRP	6086834	Not Available	Not Available	Yes	No	Not Available	Not Available
122,221	121,971	235	250	94%	Failure to Thrive/Adopt	3,233	3,468	2983	Not Available	Acquire	Ineligible	Eligible	Not Available	OMEX OSU Test, US, Redmond (US) - FRP	6086834	Not Available	Not Available	Yes	No	Not Available	Not Available
106,580	103,380	3,150	3,200	98%	Healthy	9,747	12,897	6547	105	Monetize	Eligible (5)	Eligible	\$55,000	OMEX OSU Test, US, Redmond (US) - FRP	6086834	Not Available	Not Available	Yes	No	Not Available	Not Available
98,971	96,638	2,189	2,333	93%	Healthy	6,923	9,112	4590	25	Monetize	Ineligible	Eligible	Not Available	OMEX OSU Test, US, Redmond (US) - FRP	6086834	Not Available	Not Available	Yes	No	Not Available	Not Available
89,724	87,622	1,980	1,902	100%	Healthy	8,380	10,360	6478	152	Monetize	Ineligible	Eligible	Not Available	OMEX OSU Test, US, Redmond (US) - FRP	6086834	Not Available	Not Available	Yes	No	Not Available	Not Available
85,077	85,052	16	25	64%	Healthy	5,006	5,822	5781	1	Monetize	Ineligible	Eligible	Not Available	OMEX OSU Test, US, Redmond (US) - FRP	6086834	Not Available	Not Available	Yes	No	Not Available	Not Available
71,979	71,979	20	0	Not Available	Starting	7,350	7,370	7350	10	Monetize	Ineligible	Eligible	Not Available	OMEX OSU Test, US, Redmond (US) - FRP	6086834	Not Available	Not Available	Yes	No	Not Available	Not Available

MCI Eligibility & Potential Earnings

MCI Eligibility

List of Microsoft Commerce incentivized Modern Work and Security engagements for which both partner and customer are eligible [Learn more](#)

Download data

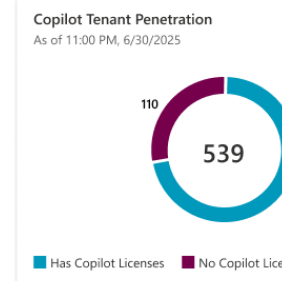
Engagement Name	Incentive	Status	Claim	Eligible Start Date	Eligible End Date	Potential MCI Earnings	Segment	Area	Subsidiary
Copilot+Power Deployment Accelerator (S)	Security	Not Claimed	Claim Customer	07/01/2025	07/01/2026	\$5,500	SMC	CEMA	Romania
Copilot+Power Deployment Accelerator (XS)	Security	Not Claimed	Claim Customer	07/01/2025	07/01/2026	\$5,000	SMC	CEMA	Romania
Copilot+Power Envisioning & PoC (S)	Security	Not Claimed	Claim Customer	07/01/2025	07/01/2026	\$5,500	SMC	CEMA	Romania

- Overview
- Membership
 - Training
 - Microsoft Learn
 - Solutions partner
- Surface
 - Summary
- Cloud product performance
 - Summary
 - Customers
 - Resellers
 - Subscriptions
 - Azure usage
 - Teams usage
 - Office 365 usage
 - Dynamics usage
 - EMS usage
 - PowerBI usage
 - Customer opportunities
 - Lighthouse (Sales Advisor)
 - GDAP relationship analytics
- AI Business Solutions & Security
 - Growth opportunities**
 - MCI performance
 - FastTrack referrals
- Referrals
 - Summary
 - Leads
 - Co-sell opportunities
 - Partner cohort
- Downloads hub
- Security
 - Alerts

Insights | Growth opportunities

This report shows the insights, opportunities, and trends for your organization is helping to deploy as part of the FastTrack program.

Copilot Opportunities
 Tenants: **253**



Download data | Label Definition

Tenant Name	Tenant ID	Country/Region	Segment	TPID	Customer Name	Renewal Date	Seats	MAU	Utilization	Status	Free MAU	Total MAU
Contoso Dynamics Group	0576...	United States	Enterprise	1234567	Contoso Dynamics Group	July 2027	7,000	2,550	85%	Healthy	6,496	9,042
Fabrikam Digital Forge	0576...	United States	SME&C Corp	2345678	Fabrikam Digital Forge	February 2028	6,105	340	13%	Failure to Launch/Start	2,164	2,504
Contoso Ventures Inc.	0576...	United States	Enterprise	3456789	Contoso Ventures Inc.	Not available	5,696	2,075	2,441	85%	4,410	6,485
Fabrikam Logistics Co.	0576...	Brazil	Enterprise	4567890	Fabrikam Logistics Co.	Not available	5,668	316	2,429	13%	8,027	8,343
Contoso CloudWorks	0576...	Spain	Enterprise	5678901	Contoso CloudWorks	Not available	5,479	1,996	2,348	85%	6,160	8,156
Fabrikam AI Studio	0576...	United States	Enterprise	6789012	Fabrikam AI Studio	Not available	5,193	1,068	2,226	48%	5,222	6,290
Contoso Retail Solutions	0576...	United States	Enterprise	7890123	Contoso Retail Solutions	Not available	5,056	1,582	2,167	73%	2,744	4,326
Fabrikam Energy Grid	0576...	United States	Enterprise	8901234	Fabrikam Energy Grid	Not available	4,793	1,479	2,054	72%	2,306	3,785
Contoso Edge Technologies	0576...	Brazil	Enterprise	9012345	Contoso Edge Technologies	February 2028	4,442	1,390	1,904	73%	673	2,063
Fabrikam Nexus Group	0576...	Spain	Enterprise	0123456	Fabrikam Nexus Group	Not available	4,137	1,330	1,773	75%	1,791	3,128
Contoso Global Markets	0576...	United States	Enterprise	1234567	Contoso Global Markets	July 2027	4,134	726	1,206	72%	1,326	2,460

Change Columns

Search for a column

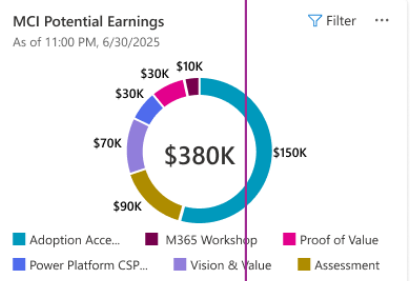
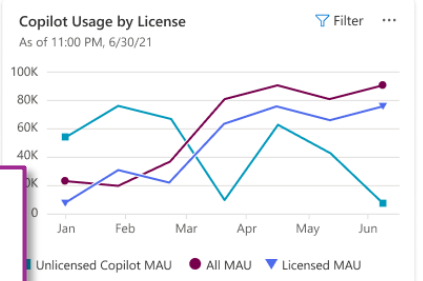
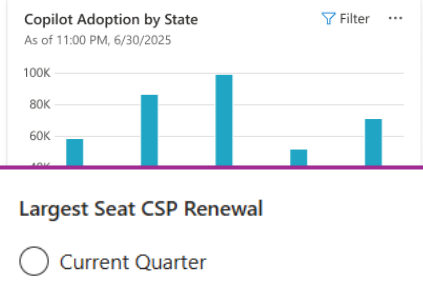
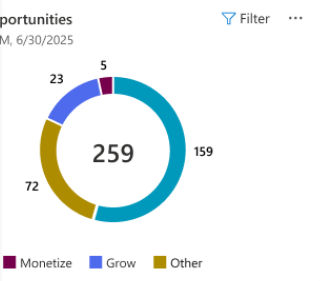
- Adoption Status
- All Agents MAU
- All Copilot MAU
- Copilot Eligible M365 Seats
- Copilot MAU (Licensed)
- Copilot Opportunity
- Copilot PAU
- Copilot Seats Whitespace
- Copilot Utilization
- CPOR Association
- CPOR Eligibility
- CSP Association
- CSP Tier
- Customer Name
- Customer TPID
- EA Renewal
- Earliest CSP Renewal
- Free Copilot Chat MAU (Unlicensed)
- Free to Paid Whitespace
- Largest Seat CSP Renewal
- MCI Eligibility
- MCI Potential Earnings
- Potential Earnings
- Reseller Name
- Tenant Country/Region
- Tenant Domain
- Tenant ID
- Tenant Name
- Tenant Segment

Download only

- Connector Agents MAU
- Copilot Chat Agents MAU
- Copilot in Engage MAU
- Copilot in Excel MAU
- Copilot in OneNote MAU
- Copilot in Outlook MAU
- Copilot in Powerpoint MAU
- Copilot in Teams MAU
- Copilot in Word MAU
- Custom Engine Agents MAU
- Max Comp Units
- MCI Engagement Name
- Opportunity Units
- Plugins Agents MAU
- Prior HWM
- Rate Per Unit
- Sales Copilot (CRM) MAU

Apply Cancel

Paid Utilization 75% **Acquire 228** **Monetize 186** **Grow 125** **Incentive Eligible 193** **Potential Earnings \$380,000**



Largest Seat CSP Renewal

Current Quarter
 Next Quarter
 Current Year
 Next Year
 More Than A Year

Renewal for largest subscription

Earliest CSP Renewal

Current Quarter
 Next Quarter
 Current Year
 Next Year
 More Than A Year

Renewal for most expiring subscription

Search by Reseller Name

Search for tenant, customer, or workload

AI Business Solutions & Security Partner Center eXperience (ASPX)

Integrated in Partner Center, code base & data developed by MG+I & FT team

Microsoft Partner Center

- Home > Insights > AI Business Solutions
- Overview
- Membership
 - Training
 - Microsoft Learn
 - Solutions partner
- Surface
 - Summary
- Cloud product performance
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 - Azure usage
 - Teams usage
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 - Dynamics usage
 - EMS usage
 - PowerBI usage
 - Customer opportunities
 - Lighthouse (Sales Advisor)
 - GDAP relationship analytics
- AI Business Solutions & Security**
 - Growth opportunities**
 - MCI performance
 - FastTrack referrals

Insights | Growth Opportunities AI Business Solutions & Security

Copilot Opportunities E3 Opportunities **E5 Opportunities** E5 Expansion Opportunities

Tenants	Seat Penetration	Paid Utilization	Acquire	Mon
43,186	1%	116%	8,308	10

Copilot Tenant Penetration As of 08/21/2025, 04:47 PM Filter

Access Directly: <https://aka.ms/ASPX>

Insights | MCI MW Performance Measurement AI Business Solutions & Security

Copilot + Power Teams Phone Secure Productivity Cloud Endpoints

Copilot + Power Envisioning	Copilot + Power Deployment
10% ⊘ Paused	100% ⊘ Pending

Engagement count by status

7

Access Directly: <https://aka.ms/ASPXMCI>

Insights | FastTrack Referrals AI Business Solutions & Security

Total	Accepted	Acceptance Rate	Pending Review	Pending Outreach	Pending Engagement
7	5	71%	1	1	1

Referral Sources As of 11:00 PM, 6/30/21

Referral Review Status As of 11:00 PM, 6/30/21

Referral Outreach Status As of 11:00 PM, 6/30/21

Overview **Insights | Growth Opportunities** AI Business Solutions & Security

The AI Business Solutions & Security Insights equips marketing, sales, and customer success partner teams with actionable leads, data insights, and incentive information to drive upsell and cross-sell opportunities across your entire Microsoft customer lifecycle. [Learn more](#)

The Opportunity Units and Potential Earnings features provide estimations only and are provided as is. Microsoft makes no representations regarding estimations accuracy or otherwise. Data used to calculate estimations is subject to change. These estimations should not be used for financial forecasting.

Summary Copilot Opportunities **E3 Opportunities** E5 Opportunities E5 Expansion Tenants

More Tenants!

Tenant level health categorization

E3 Opportunities
20,748

Utilization
84%

Whitespace
7,357,871

Upsell-ready
14,150

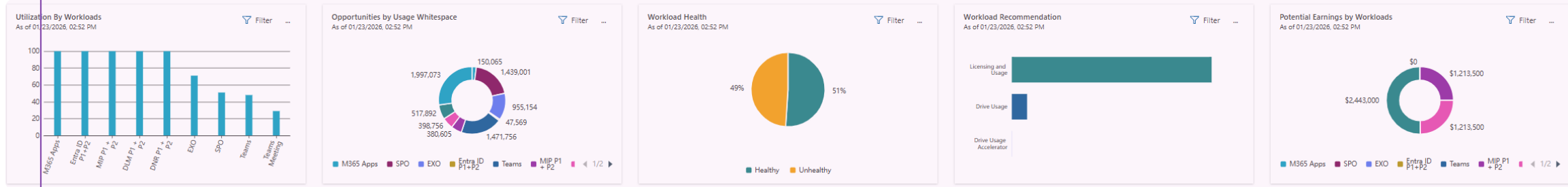
Unhealthy
6,598

At Risk
0

Incentive Eligible
155

Potential Earnings
\$2,443,000

Workload level interactive charts

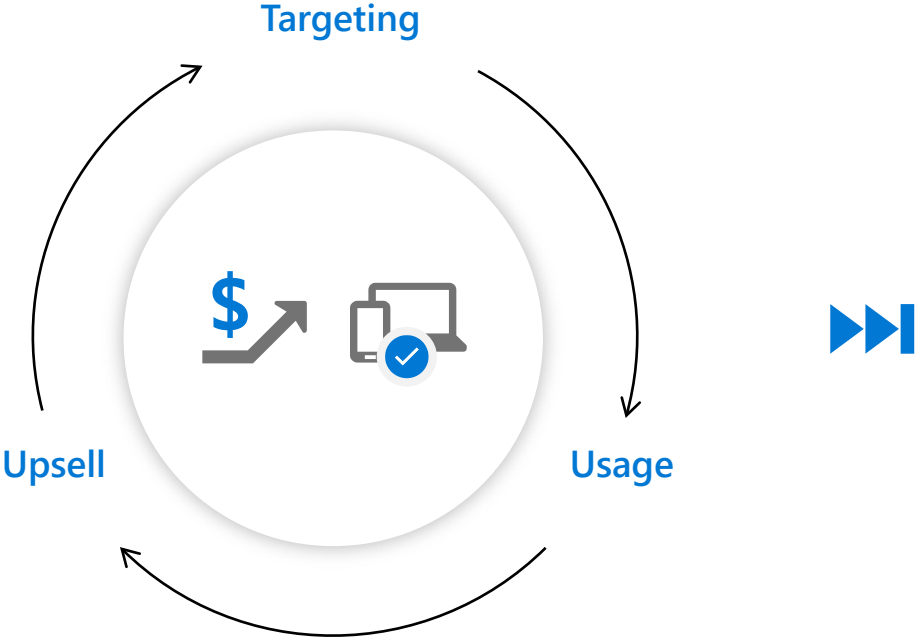


Downloadable detail-table at customer and workload level

	Tenant Name	Tenant ID	Tenant Country/Region	Tenant Segment	TPID	Customer Name	EA Renewal	Largest Seat CSP Renewal	Dominant SKU Group	Total M365 Seat Count	Tenant Health	Tenant Recommendation	Workload Name	MAU	PAU	Utilization	Usage Whitespace	Usage Threshold	Usage Tipping Point	Workload Health	Workload Recommendation	MCI Eligibility	CPOR Eligibility	Total Potential Earnings	CSP Tier	Reseller Name
Referrals	Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 485B1282	Not Available	April 2027	OE1	12,160	UnHealthy	Drive Usage	DLM P1 + P2	4,211	625	100%	0	Above	0.01%	Healthy	Not Available	Eligible (2)	Ineligible	\$21,000	Not Available	Contoso C7481368
Summary	Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 485B1282	Not Available	April 2027	OE1	12,160	UnHealthy	Drive Usage	DNR P1 + P2	3,687	670	100%	0	Above	80%	Healthy	Not Available	Eligible (3)	Ineligible	\$29,000	Not Available	Contoso C7481368
Leads	Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 485B1282	Not Available	April 2027	OE1	12,160	UnHealthy	Drive Usage	Entra ID P1+P2	2,127	1,197	100%	0	Above	10%	Healthy	Not Available	Ineligible	Eligible (Claimed by Others)	Not Available	Not Available	Contoso C7481368
Co-sell opportunities	Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 485B1282	Not Available	April 2027	OE1	12,160	UnHealthy	Drive Usage	M365 Apps	1,992	625	100%	0	Above	60%	Healthy	Not Available	Eligible (3)	Eligible (Claimed by Others)	\$23,000	Not Available	Contoso C7481368
Partner cohort	Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 485B1282	Not Available	April 2027	OE1	12,160	UnHealthy	Drive Usage	MIP P1 + P2	3,384	625	100%	0	Above	10%	Healthy	Not Available	Eligible (2)	Eligible	\$21,000	Not Available	Contoso C7481368
Downloads hub	Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 485B1282	Not Available	April 2027	OE1	12,160	UnHealthy	Drive Usage	EXO	1,927	3,350	57.52%	1,423	Below	60%	Unhealthy	Drive Usage Accelerator	Eligible (3)	Eligible (Claimed by Others)	\$23,000	Not Available	Contoso C7481368

Access Now: <https://aka.ms/ASPX>
Learn More: <https://aka.ms/ASPXDocs>

Land and Expand Framework for Partners fueling ASPX



Security Maturity ↑	Advanced Security license		M365 E3 + Defender/Purview Suite	M365 E5 (300+ seats) or Defender/Purview Suite for Business Premium (<300 seats)
	Limited Security license	Standalones (EXO, SPO, M365 Apps..)	M365 E3, O365 + EMS E3 (300+ seats) or Business Premium (<300 seats)	M365 E3 + E5 Teams
	No Security license	On-Prem, Dark or Limited Cloud	O365 (300+ seats) Or Business Basic or Business Standard (<300 seats)	O365 + E5 Teams
		No Teams license	O365 License	Teams E5 workload (Audio Conf, Phone System)
Productivity Maturity →				

Land and Expand is Microsoft's upsell framework identifying the next best step for a customer based on where they are today, connected to their usage health profile and funded programs to encourage their next step (customer life cycle monetization)

Customer Insights and Renewals

M365 Licensing & Targeting (LXP)

Workload Usage & Tipping Points

Incentives

Associations

Tenant Name	Tenant ID	Tenant Country/Region	Tenant Segment	TPID	Customer Name	EA Renewal	Largest Seat CSP Renewal	Dominant SKU Group	Total M365 Seat Count	Tenant Health	Tenant Recommendation	Workload Name	MAU	PAU	Utilization	Usage Whitespace	Usage Threshold	Usage Tipping Point	Workload Health	Workload Recommendation	MCI Eligibility	CPOR Eligibility	Total Potential Earnings	CSP Tier	Reseller Name
Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 485B1282	Not Available	April 2027	OE1	12,160	UnHealthy	Drive Usage	DLM P1 + P2	4,211	625	100%	0	Above	0.01%	Healthy	Not Available	Eligible (2)	Ineligible	\$21,000	CSP Tier 1(Distributor)	Contoso C74B1368
Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 485B1282	Not Available	April 2027	OE1	12,160	UnHealthy	Drive Usage	DNR P1 + P2	3,687	670	100%	0	Above	80%	Healthy	Not Available	Eligible (3)	Ineligible	\$29,000	CSP Tier 1(Distributor)	Contoso C74B1368
Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 485B1282	Not Available	April 2027	OE1	12,160	UnHealthy	Drive Usage	Entra ID P1+P2	2,127	1,197	100%	0	Above	10%	Healthy	Not Available	Ineligible	Eligible (Claimed by Others)	Not Available	CSP Tier 1(Distributor)	Contoso C74B1368
Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 485B1282	Not Available	April 2027	OE1	12,160	UnHealthy	Drive Usage	M365 Apps	1,992	625	100%	0	Above	60%	Healthy	Not Available	Eligible (3)	Eligible (Claimed by Others)	\$23,000	CSP Tier 1(Distributor)	Contoso C74B1368
Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 485B1282	Not Available	April 2027	OE1	12,160	UnHealthy	Drive Usage	MIP P1 + P2	3,384	625	100%	0	Above	10%	Healthy	Not Available	Eligible (2)	Eligible	\$21,000	CSP Tier 1(Distributor)	Contoso C74B1368
Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 485B1282	Not Available	April 2027	OE1	12,160	UnHealthy	Drive Usage	EXO	1,927	3,350	57.52%	1,423	Below	60%	Unhealthy	Drive Usage Accelerator	Eligible (3)	Eligible (Claimed by Others)	\$23,000	CSP Tier 1(Distributor)	Contoso C74B1368

New

Fabrikam 123-5c6-b88 ✕

Tenant ID: D12E2A30-0b01-43a1-a9bb-17cc8436ef04

TPID: -5689364

Claims:

Claimed workloads:

Subscriptions

[Download](#) Filter

Sku Name	Status	Current State End Date	Included Quantity	Subscription Id	Start Date	End Date
Microsoft 365 Business Basic	Active	05/04/2026	50	B12B2D3C-7517-4F47-CF57-A68F84DCADE	05/05/2025	05/04/2026

DLM P1 + P2 - Eligible MCI Engagements ✕

List of Microsoft Commerce incentivized Modern Work and Security engagements for which both partner and customer are eligible. [Learn more](#)

[Download](#)

Engagement Name	Incentive	Status	Claim	Customer Eligibility Start Date	Customer Eligibility End Date	Potential MCI Earnings	Segment	Area	Subsidiary
Data Security Envisioning Workshop	Security	Not Claimed	Claim Customer	2025-12-14	2026-06-30	\$8,000	SME&C SMB	Netherlands	Netherlands

Reseller Name

AI Business Solutions & Security – Call to Action

Work with your organization to **leverage ASPX data in GTM motions**, accessing the experience in Partner Center, or bringing the data via our API to your sellers and CXP teams



Learn More – Review the ASPX Learn Page and share with your organization to raise awareness

<https://aka.ms/ASPXDocs>



Leverage ASPX data in your Partner GTM Motions – Ensure you access the experience and insights are shared with your sales and customer success teams to drive GTM success.

<https://aka.ms/ASPX>



Ask about API Integration – Ask your organization if they are interested in bringing the data to your field sellers and CXP team via an API integration to reduce manual toil. Your technical / development teams can learn more at:

<https://aka.ms/ASPXAPI>



Provide Feedback – We are interested in feedback on how we can improve the experience and future roadmap items from you! Reach out to the following alias with feedback items

PXPartnerSupport@microsoft.com

Scenario 1 with demo: Activating Copilot Chat

Greta Robbins

M365 Partner Success Manager

Alfira Fitrananda

M365 Partner Success Manager

- Overview
- Membership
 - Training
 - Microsoft Learn
 - Solutions partner
- Surface
 - Summary
- Cloud product performance
 - Summary
 - Customers
 - Resellers
 - Subscriptions
 - Azure usage
 - Teams usage
 - Office 365 usage
 - Dynamics usage
 - EMS usage
 - PowerBI usage
 - Customer opportunities
 - Lighthouse (Sales Advisor)
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 - MCI performance
 - FastTrack referrals
- Referrals
 - Summary
 - Leads
 - Co-sell opportunities
 - Partner cohort
- Downloads hub
- Security
 - Alerts

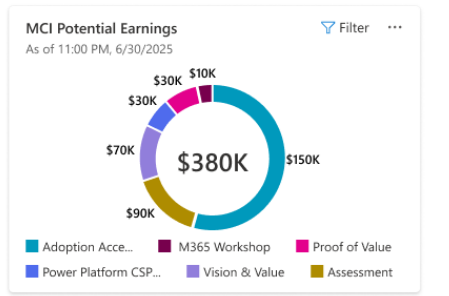
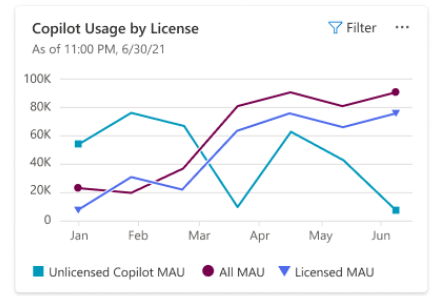
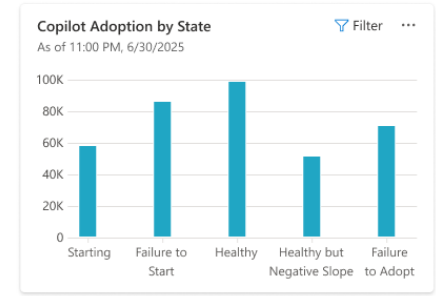
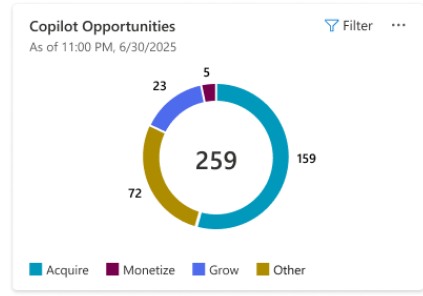
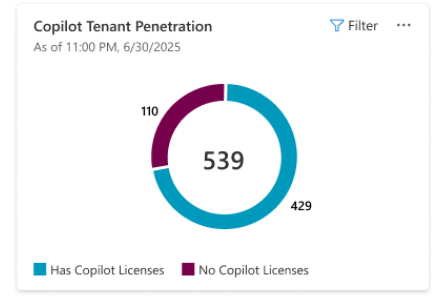
Insights | Growth opportunities AI Business Solutions & Security

This report shows the insights, opportunities, and usage data for the tenants which your organization is helping to deploy as part of the FastTrack program.

Copilot Opportunities E3 Opportunities E5 Opportunities E5 Expansion

Tenants: 253
Seat Penetration: 79%
Paid Utilization: 75%
Acquire: 228
Monetize: 186
Grow: 125
Incentive Eligible: 193
Potential Earnings: \$380,000

KPI Tiles surfacing over all tenants, by targeting scenario, incentives & earnings



Download data Label Definition

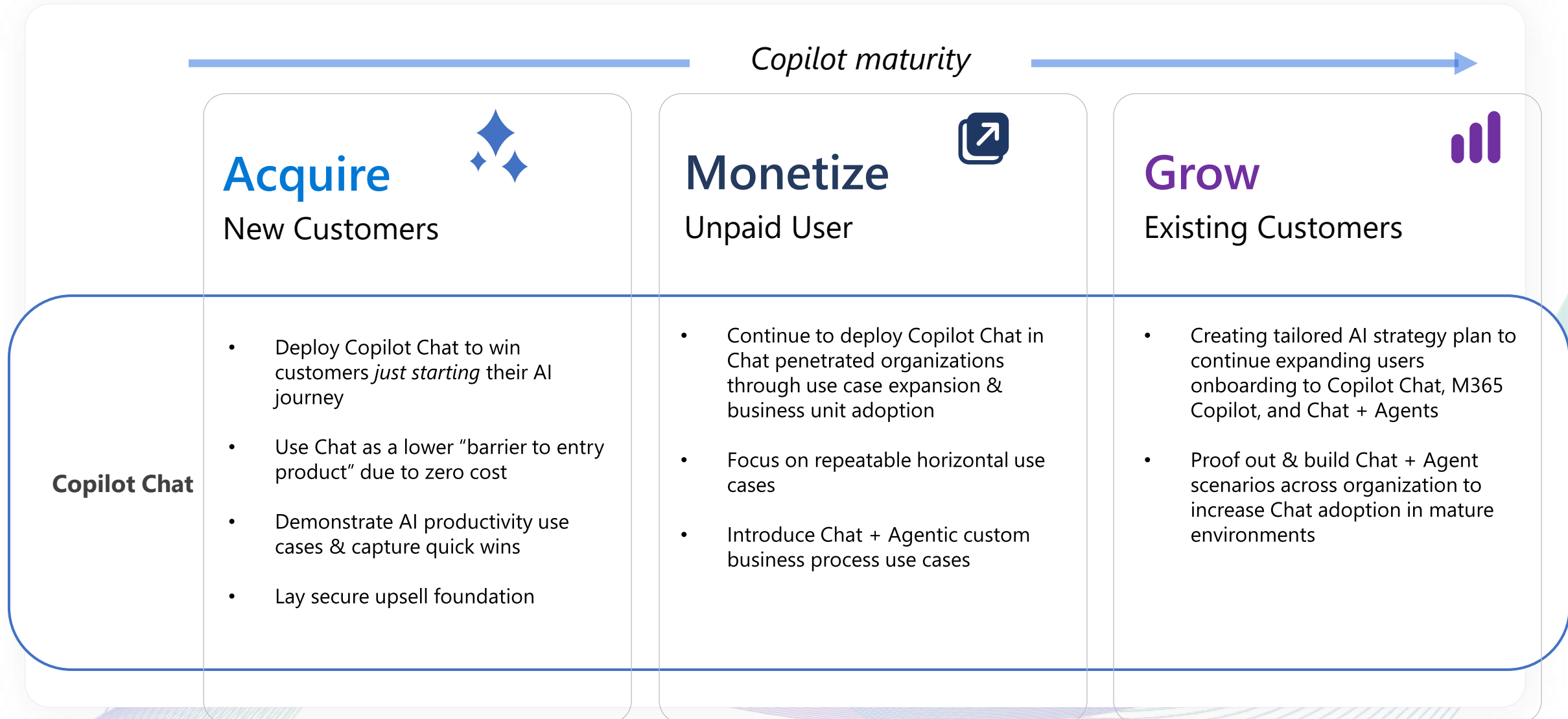
Filter Search for tenant, customer, or workload

Tenant Name	Tenant ID	Tenant Domain	Tenant Country/Region	Tenant Segment	Customer TPID	Customer Name	EA Renewal	Copilot Eligible M365 Seats	Copilot Seats Whitespace	Copilot MAU (Licensed)	Copilot PAU	Copilot Utilization	Adoption Status	Free Copilot MAU (Unlicensed)	All C MAU
Contoso Dynamics Group	0576baec-fd62...	contosodynamics.com	United States	Enterprise	1234567	Contoso Dynamics Group	August 2027	10,000	7,000	2,550	3,000	85%	Healthy	6,496	9,04
Fabrikam Digital Forge	0576baec-fd62...	fabrikamforge.com	United States	SME&C Corp	2345678	Fabrikam Digital Forge	Not available	8,721	6,105	340	2,616	13%	Failure to Launch/Start	2,164	2,504
Contoso Ventures Inc.	0576baec-fd62...	contosoventures.com	United States	Enterprise	3456789	Contoso Ventures Inc.	January 2027	8,137	5,696	2,075	2,441	85%	Healthy	4,410	6,485
Fabrikam Logistics Co.	0576baec-fd62...	fabrikamlogix.com	Brazil	Enterprise	4567890	Fabrikam Logistics Co.	August 2027	8,097	5,668	316	2,429	13%	Failure to Launch/Start	8,027	8,343
Contoso CloudWorks	0576baec-fd62...	contosocloud.com	Spain	Enterprise	5678901	Contoso CloudWorks	Not available	7,827	5,479	1,996	2,348	85%	Healthy	6,160	8,156
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Contoso Retail Solutions	0576baec-fd62...	contosoretail.com	United States	Enterprise	7890123	Contoso Retail Solutions	December 2026	7,223	5,056	1,582	2,167	73%	Healthy	2,744	4,326
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Contoso Global Markets	0576baec-fd62...	contosoglobal.com	United States	Enterprise	1234567	Contoso Global Markets	July 2027	5,906	4,134	726					

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Copilot Chat targeting scenarios based on the LXP logic

Now available in Partner Center AI Business Solutions & Security Insights



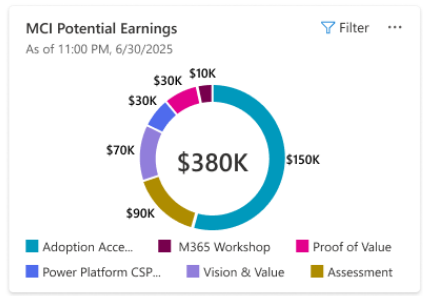
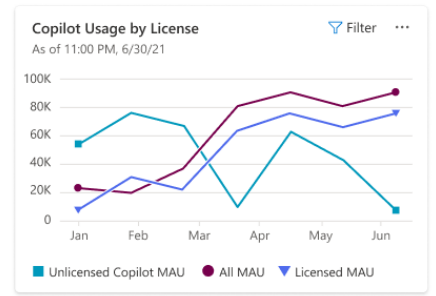
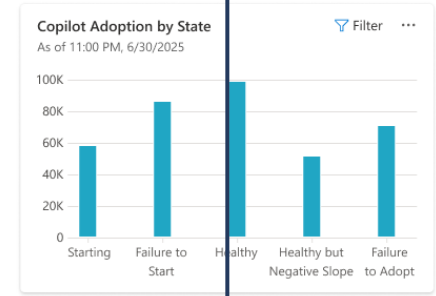
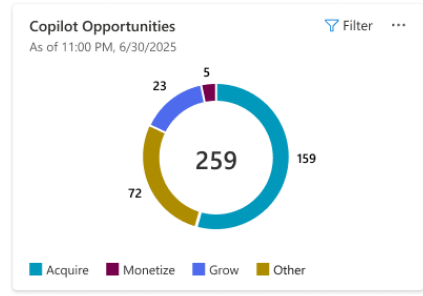
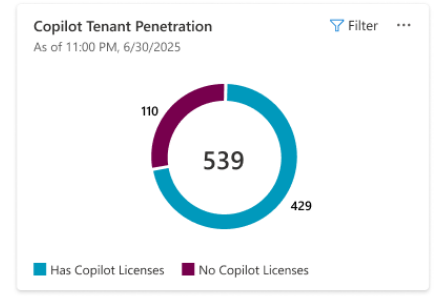
- Overview
- Membership
 - Training
 - Microsoft Learn
 - Solutions partner
- Surface
 - Summary
- Cloud product performance
 - Summary
 - Customers
 - Resellers
 - Subscriptions
 - Azure usage
 - Teams usage
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- AI Business Solutions & Security
 - Growth opportunities
 - MCI performance
 - FastTrack referrals
- Referrals
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 - Alerts

Insights | Growth opportunities

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Copilot Opportunities E3 Opportunities E5 Opportunities E5 Expansion

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Data table with click throughs, support for sorting (asc/desc)

Download data | Label Definition

Filter | Search for tenant, customer, or workload

Tenant Name	Tenant ID	Tenant Domain	Tenant Country/Region	Tenant Segment	Customer TPID	Customer Name	EA Renewal	Copilot Eligible M365 Seats	Copilot Seats Whitespace	Copilot MAU (Licensed)	Copilot PAU	Copilot Utilization	Adoption Status	Free Copilot MAU (Unlicensed)	All C MAU
Contoso Dynamics Group	0576baec-fd62...	contosodynamics.com	United States	Enterprise	1234567	Contoso Dynamics Group	August 2027	10,000	7,000	2,550	3,000	85%	Healthy	6,496	9,04
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Contoso Global Markets	0576baec-fd62...	contosoglobal.com	United States	Enterprise	1234567	Contoso Global Markets	July 2027	5,906	4,134	726					

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Learn More: <https://aka.ms/ASPXDocs>

Insights | Growth opportunities AI Business Solutions & Security

Example Scenario – Land Copilot Chat with unpenetrated customers

This report shows the insights, opportunities, and usage data for the tenants which your organization is helping to deploy as part of the FastTrack program.

1 Copilot Opportunities

E3 Opportunities E5 Opportunities E5 Expansion

Tenants: 253 Seat Penetration: 79% Paid Utilization: 75% Acquire: 228 Monetize: 186

5 Review All Copilot MAU Whitespace

Grow: 125 Incentive Eligible: 193 Potential Earnings: \$380,000

Download data Label Definition

Tenant Name	Tenant ID	Tenant Domain	Tenant Country/Region	Tenant Segment	Customer TPID	Customer Name	EA Renewal	Copilot Eligible M365 Seats	Copilot Seats Whitespace	Copilot MAU (Licensed)	Copilot PAU	Copilot Utilization	Adoption Status	Free Copilot MAU (Unlicensed)	All C MAU
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Contoso Global Markets	0576baec-fd62...	contosoglobal.com	United States	Enterprise	1234567	Contoso Global Markets	July 2027	5,906	4,134	726					

3 Copilot Opportunity

- Acquire
- Monetize
- Grow
- Other

4 MCI Eligibility

- Eligible
- Ineligible

Example Scenario – Upsell free Copilot Chat to paid and/or position Copilot Agents

Copilot Opportunities E3 Opportunities E5 Opportunities E5 Expansion Tenants

Tenants

6,625

Seat Penetration

3%

Paid Utilization

83%

Acquire

1,781

Monetize

1,710

Grow

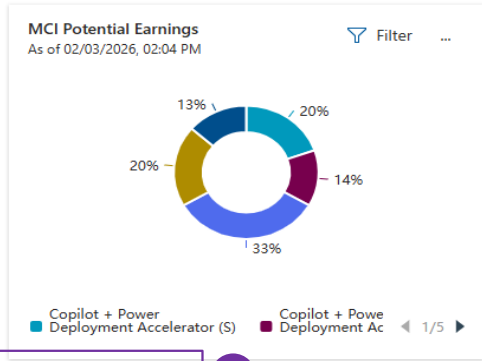
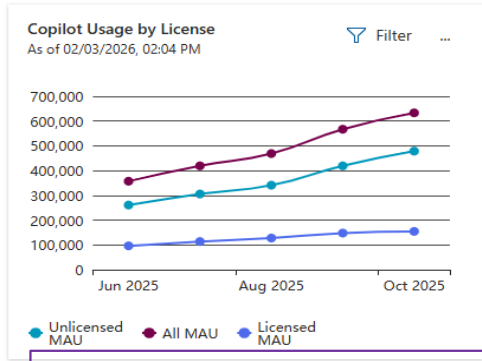
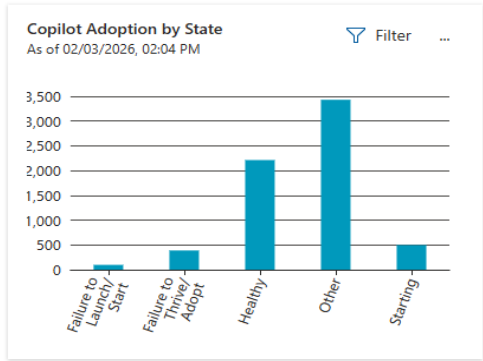
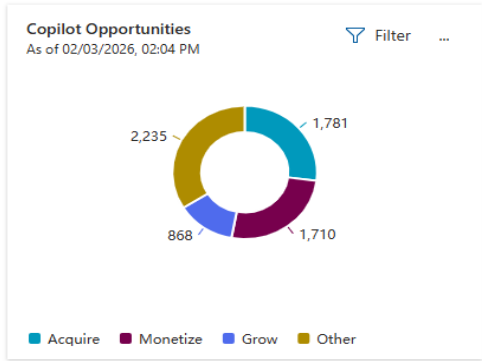
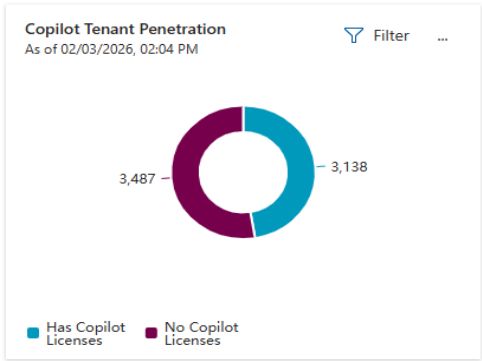
868

Incentive Eligible

39

Potential Earnings

\$2,240,000



Download Label definition

Filter by: Copilot Opportunity Monetize, Copilot Opportunity Grow, MCI Eligibility: Eligible

Tenant Name	Tenant ID	Tenant Country/Region	Tenant Segment	Partner Name	EA Renewal	Largest Seat CSP Renewal	Copilot Seats Whitespace	Copilot MAU (Licensed)	Copilot PAU	Copilot Utilization	Copilot Opportunity	Copilot MAU (Unlicensed)	All Copilot MAU	Free to Paid Whitespace	All Agents MAU	Copilot Opportunity	MCI Eligibility	CPOR Eligibility	Potential Earnings
Fabrikam 123-CF7-65A	D12E2A30-CED6-400C-9856-FCAC58FF39E8	United States	Enterprise	Not Available	Not Available	Not Available	103,380	3,150	3,200	98%	Acquire	2,109	12,897	6547	105	Monetize	Eligible (5)	Eligible	\$1,710
Fabrikam 123-024-8DD	D12E2A30-DF4F-4D57-AAAA-7D70F0F44039	United States	Enterprise	Not Available	Not Available	Not Available	12,830	456	700	65%	Healthy	2,109	2,565	1409	0	Grow	Eligible (5)	Eligible	\$1,710
Fabrikam 123-A19-D53	D12E2A30-91D3-403C-9B6C-2033F5AB3B9E	United States	Enterprise	Not Available	Not Available	Not Available	9,752	505	504	100%	Starting	1,240	1,745	736	38	Monetize	Eligible (5)	Eligible	\$1,710
Fabrikam 123-c1e-e97	D12E2A30-eeff-48b2-b720-0c8480a08061	United States	SME&C Corporate	Not Available	Not Available	Not Available	3,641	1	0	Not Available	Not Available	725	726	725	Not Available	Monetize	Eligible (5)	Eligible	\$1,710
Fabrikam 123-817-7A4	D12E2A30-5705-4DF1-A2DF-FF993531C192	United States	SME&C Corporate	Not Available	Not Available	Not Available	5,743	24	25	96%	Healthy	468	492	443	5	Monetize	Eligible (5)	Claimed (66)	\$1,710
Fabrikam 123-661-5FB	D12E2A30-4410-47CC-B117-441047CCB117	United States	SME&C Corporate	Not Available	Not Available	Not Available	1,512	20	20	100%	Healthy	407	427	31	5	Monetize	Eligible (5)	Claimed (66)	\$1,710

Copilot Opportunity

- Acquire
- Monetize
- Grow
- Other

MCI Eligibility

- Eligible
- Ineligible

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Microsoft Resources for Copilot Chat Adoption

<https://aka.ms/CopilotAdoptionHub>

<https://aka.ms/CopilotChat/SuccessKit>

Implementation summary guide



Implementation project summary

Business Leaders

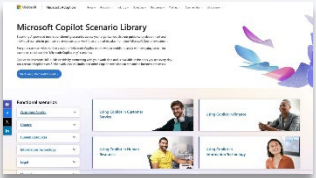
User Enablement Guide



Role based scenario guidance

HR leaders, Change Management teams

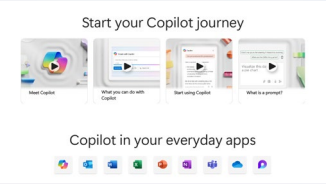
Copilot Scenario Library



Microsoft Copilot Scenario Library

User Experience and Adoption leaders


Copilot Prompt Gallery



Start your Copilot journey

End users

Copilot Analytics



Enable your Copilot adoption and measurement with Microsoft Viva

IT, L&D, Corp Comms, Analysts and End users

Scenario 2 with demo: Data Security with Copilot

Mihai Dincu

M365 Partner Success Manager

Zhonghua Zhu

M365 Partner Success Manager

Example Scenario – Drive E3 & E5 Data Security adoption to safeguard M365 Copilot + Chats

Microsoft Partner Center

Home > Insights > Growth Opportunities

Insights | Growth Opportunities

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The Opportunity Units and Potential Earnings features provide estimations only and are provided as is. Microsoft makes no representations regarding estimations accuracy or otherwise. Data used to calculate estimations is subject to change. These estimations should not be used for financial forecasting.

Copilot Opportunities: E3 Opportunities, E5 Opportunities, E5 Expansion Opportunities

Summary: E5 Expansion Opps: 1,279; Utilization: 100%; Whitespace: 8,885,721; Upsell-ready: 917; Unhealthy: 329; At Risk: 33; Incentive Eligible: 668; Potential Earnings: \$69,882,250

Utilization By Workloads: Bar chart showing utilization for various workloads.

Opportunities by Usage Whitespace:

- E3 Opportunities**
 - Dominant SKU Group: BB, BS; OE1; OE1+EMS / OE1 Plus; OE3; OE3+EMS; Standalones
 - Workload Name: DLM P1 + P2; DNR P1 + P2; Entra ID P1+P2; EXO; M365 Apps; MIP P1 + P2; SPO; TEAMS; Teams Meeting
- E5 Opport.**
 - Workload Name: DLM P1 + P2; DNR P1 + P2; Entra ID P1+P2; Intune; MIP P1 + P2; Teams Meeting
- E5 Exp.Opport.**
 - Workload Name: DLM P2; DNR P2; Entra ID P2; IRM; MDA P1+P2; MDE P1+P2; MDI; MDO P1 + P2; MIP P2; Teams Phone

Workload Recommendation: Bar chart showing recommendations for Licensing and Usage, Drive Usage Accelerator, and Drive Usage.

Potential Earnings by Workloads: Donut chart showing earnings distribution.

Workload Health:

- At Risk
- Healthy
- Unhealthy

MCI Eligibility:

- Eligible
- Ineligible

Optional:

- Eligible (Claimed by Others)
- Ineligible

Tenant Name	Tenant ID	Tenant Country/Region	Tenant Segment	TPID	Customer Name	Dominant SKU Group	Total M365 Seat Count	Tenant Health	Tenant Recommendation	PAU	Utilization	Usage Tipping Point	Workload Health	Workload Recommendation	MCI Eligibility	CPOR Eligibility	Total Potential Earnings	CSP Tier	Reseller Name	
Fabrikam	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Cortoso	OE1	12,160	UnHealthy	Drive Usage	625	100%	0.01%	Healthy	Not Available	Eligible (2)	Ineligible	\$21,000	Not Available	Cortoso C7481368	
Fabrikam	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Cortoso	OE1	12,160	UnHealthy	Drive Usage	670	100%	80%	Healthy	Not Available	Eligible (3)	Ineligible	\$29,000	Not Available	Cortoso C7481368	
Fabrikam	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Cortoso	OE1	12,160	UnHealthy	Drive Usage	2,127	1,197	100%	0	...	Ineligible	Eligible (Claimed by Others)	Not Available	Not Available	Cortoso C7481368	
Fabrikam	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Cortoso	OE1	12,160	UnHealthy	Drive Usage	M365 Apps	1,992	625	100%	Cortoso C7481368	
Fabrikam	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Cortoso	OE1	12,160	UnHealthy	Drive Usage	MIP P1 + P2	3,384	625	100%	Eligible (2)	Eligible	\$21,000	Not Available	Cortoso C7481368
Fabrikam	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Cortoso	OE1	12,160	UnHealthy	Drive Usage	EXO	1,927	3,350	57.52%	Eligible (3)	Eligible (Claimed by Others)	\$23,000	Not Available	Cortoso C7481368

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Example Scenario – Drive Business Premium to ME3+Purview Suite or CPB + Purview Suite for BP

Microsoft Partner Center

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Insights | Growth Opportunities

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Summary: Copilot Opportunities, E3 Opportunities, **E5 Opportunities**, E5 Expansion Opportunities, Tenants

E5 Opportunities
14,656

Utilization
88%

Whitespace
3,503,965

Upsell-ready
7,387

Unhealthy
6,674

At Risk
595

Incentive Eligible
383

Potential Earnings
\$6,047,000

Utilization By Workloads

Opportunities by Usage Whitespace

Workload Health

Potential Earnings by Workloads

Dominant SKU Group

- BP
- ME3
- ME3+Mini-bundles

Tenant Health

- At Risk
- Healthy
- UnHealthy

MCI Eligibility

- Eligible
- Ineligible

Largest Seat CSP Renewal

- Current Quarter
- Next Quarter
- Current Year
- Next Year
- More Than A Year

Earliest CSP Renewal

- Current Quarter
- Next Quarter
- Current Year
- Next Year
- More Than A Year

Tenant Name	Tenant ID	Tenant Country/Region	Tenant Segment	TPID	Customer Name	EA Renewal	Largest Seat CSP Renewal
Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	Not Available	April 2027
Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	Not Available	April 2027
Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	Not Available	April 2027
Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	Not Available	April 2027
Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	Not Available	April 2027
Fabrikam 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	Not Available	April 2027

Access Now: <https://aka.ms/ASPX>
Learn More: <https://aka.ms/ASPXDocs>

Example Scenario – Drive ME3 to ME3+Purview Suite or full ME5 upsell

Microsoft Partner Center

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Insights | Growth Opportunities

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Summary: Copilot Opportunities, E3 Opportunities, **E5 Opportunities**, E5 Expansion Opportunities, Tenants

E5 Opportunities
14,656

Utilization
88%

Whitespace
3,503,965

Upsell-ready
7,387

Unhealthy
6,674

At Risk
595

Incentive Eligible
383

Potential Earnings
\$6,047,000

Utilization By Workloads

Opportunities by Usage Whitespace

Workload Health

Workload Recommendation

Dominant SKU Group

BP

ME3

ME3+Mini-bundles

Potential Earnings by Workloads

Largest Seat CSP Renewal

5

Current Quarter
 Next Quarter
 Current Year
 Next Year
 More Than A Year

Renewal for largest subscription

Earliest CSP Renewal

Current Quarter
 Next Quarter
 Current Year
 Next Year
 More Than A Year

Renewal for earliest expiring subscription

Tenant Health

4

At Risk
 Healthy
 UnHealthy

Optional

MCI Eligibility

6

Eligible
 Ineligible

Table

Tenant Name	Tenant ID	Tenant Country/Region	Tenant Segment	TPID	Customer Name	EA Renewal	Largest Seat CSP Renewal	MAU	PAU	Utilization	Usage Tipping Point	Workload Health	Workload Recommendation	MCI Eligibility	CPOR Eligibility	Total Potential Earnings	CSP Tier	Reseller Name
Fabrikam	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso	Not Available	April 2027	1,211	625	100%	0.01%	Healthy	Not Available	Eligible (2)	Ineligible	\$21,000	Not Available	Contoso C7481368
Fabrikam	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso	Not Available	April 2027	1,687	670	100%	0	Above	80%	Healthy	Not Available	\$29,000	Not Available	Contoso C7481368
Fabrikam	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso	Not Available	April 2027	1,127	1,197	100%	0	Not Available	Not Available	Ineligible	Eligible (Claimed by Others)	Not Available	Not Available	Contoso C7481368
Fabrikam	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso	Not Available	April 2027	1,992	625	100%	0	Not Available	Not Available	Eligible (3)	Eligible (Claimed by Others)	\$23,000	Not Available	Contoso C7481368
Fabrikam	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso	Not Available	April 2027	1,384	625	100%	0	Not Available	Not Available	Eligible (2)	Eligible	\$21,000	Not Available	Contoso C7481368
Fabrikam	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso	Not Available	April 2027	1,927	3,350	57.52%	0	Not Available	Not Available	Eligible (3)	Eligible (Claimed by Others)	\$23,000	Not Available	Contoso C7481368

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ASPX Growth Opportunities Tab	ASPX Dominant SKU Group	ASPX Relevant Purview Workloads for Copilot Deployment	Relevant Purview Features for Copilot Deployment + MAU Drivers
E3 Opportunities	OE3	<ul style="list-style-type: none"> MIP P1+P2 DLM P1+P2 	<p>MIP/Purview IP P1:</p> <ul style="list-style-type: none"> Manual sensitivity labeling in Office apps DLP policies for Exchange / SharePoint / OneDrive OME / Purview Message Encryption <p>Purview DLM P1:</p> <ul style="list-style-type: none"> Retention policies & labels covering Exchange/OneDrive/SharePoint
	OE3 + EMS	<ul style="list-style-type: none"> MIP P1+P2 DLM P1+P2 	
E5 Opportunities	BP	<ul style="list-style-type: none"> MIP P1+P2 DLM P1+P2 	<p>MIP/Purview IP P1:</p> <ul style="list-style-type: none"> Manual sensitivity labeling in Office apps DLP policies for Exchange / SharePoint / OneDrive OME / Purview Message Encryption <p>Purview DLM P1:</p> <ul style="list-style-type: none"> Retention policies & labels covering Exchange/OneDrive/SharePoint
	ME3	<ul style="list-style-type: none"> MIP P1+P2 DLM P1+P2 	
	ME3 + Mini Bundles	<ul style="list-style-type: none"> MIP P1+P2 DLM P1+P2 	<p>Same as above +</p> <p>MIP/Purview IP P2*:</p> <ul style="list-style-type: none"> Automatic Labelling in Office apps Teams & Endpoint DLP Advanced Message Encryption Trainable Classifiers <p>Purview DLM P2*:</p> <ul style="list-style-type: none"> Adaptive & Auto retention policies Record & Event Retention labels <p>*If tenant owns Purview Suite/E5 Compliance suite</p>
E5 Expansion Opportunities	ME5	<ul style="list-style-type: none"> MIP P2 DLM P2 IRM 	<p>Same as above +</p> <p>IRM:</p> <ul style="list-style-type: none"> IRM policies (Intellectual Property Theft, Leak Of Information, Workplace Threat) Communication Compliance policies (Offensive Language, Sensitive information, Regulatory Compliance) Adaptive Protection

Request an ASPX Copilot Training or Consultative Session

Get expert guidance to unlock ASPX insights and drive Copilot growth with personalized training and consultative support for Microsoft Managed Partners.

What's Included

- **Expert Consultation:** One-on-one guidance from Partner Success Managers specialized in ASPX and Copilot enablement
- **30-Minute Session:** Focused discussion tailored to partner needs and opportunities identified through ASPX signals
- **Personalized Guidance:** Learn to read ASPX data, identify Copilot opportunities, and structure usage and sales motions
- **Best Practices:** Proven strategies for ASPX API consultation, campaign workshops, and sandbox signal interpretation

Call to Action

SUBMIT YOUR REQUEST

Complete the form to schedule your personalized ASPX Copilot session [\[2\]](#)



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Scan or click to access the request form and connect with our PSM team for scalable, high-value ASPX enablement

Eligibility Requirements

- **Microsoft Managed Partners:** Service available to partners managed by Microsoft Partner Success Managers or Solution Sales teams
- **Partner Center Access:** Active access to Partner Center Insights and ASPX data required for consultative sessions
- **Readiness Prerequisites:** Confirm partner Copilot strategy and identify stakeholders like Copilot Frontier Champs before requesting

Response Time: We'll get back to you within 48 hours to schedule your ASPX Copilot training or consultative session

Questions? Contact your assigned Partner Development Manager or Partner Success Manager for assistance

Q&A

Event feedback

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





Thank you