

# Your Advanced Security Growth Engine

March 25, 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 and posted in partner channels within a few days after the event has concluded.
- **Questions:** Please post your questions in the meeting chat throughout the presentation and feel free to come off mute during Q&A.

# Agenda [Americas/EMEA]

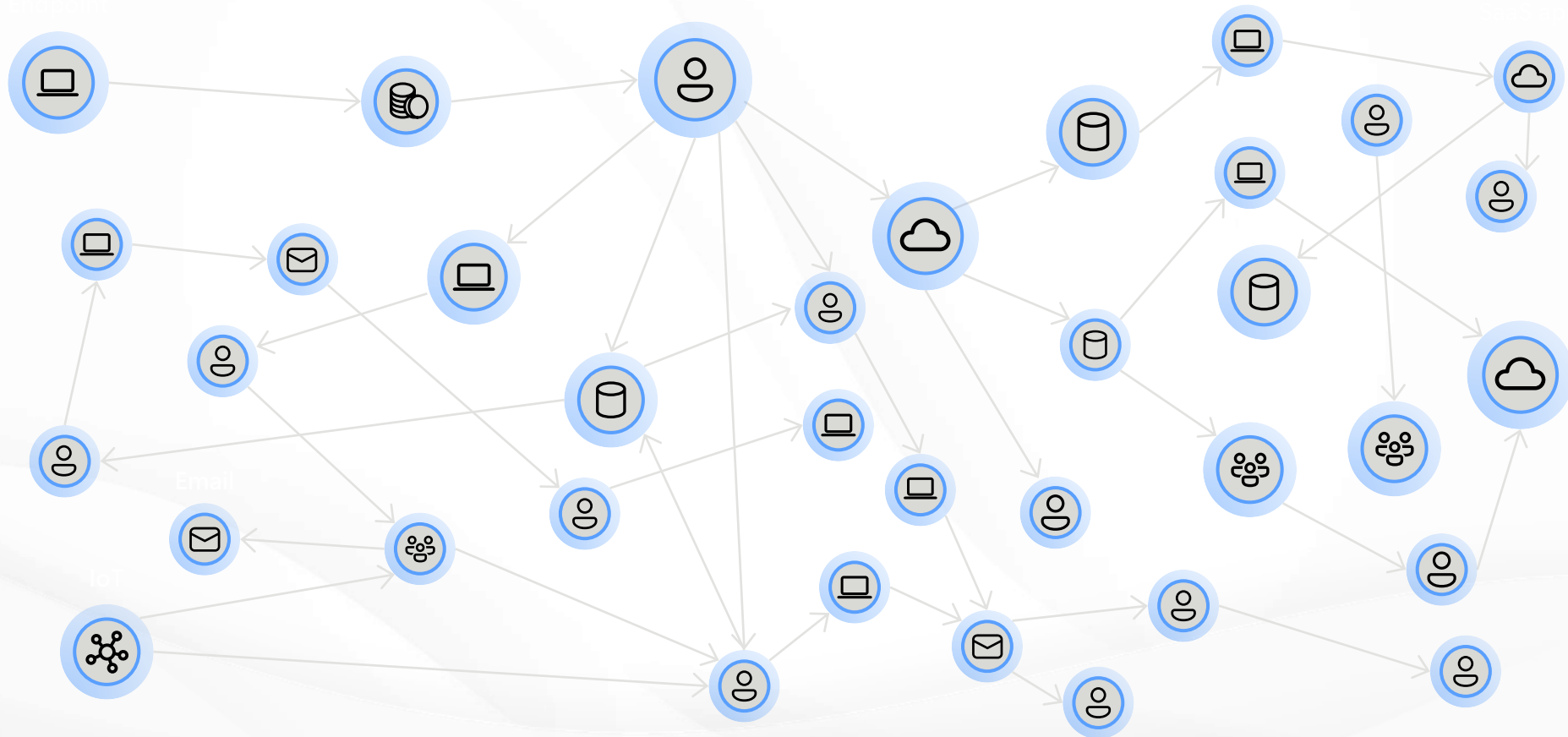
Topic	Presenter	Time (minutes)
Welcome	Amy Jarosky	2
Microsoft Security: Market momentum and opportunity	Michael Di Verdi	10 minutes
Driving Security with AI Business Solutions and Security Upsell Framework	Nikoleta Gamanova	25 minutes
AI Business Solutions & Security Insights Demo	Deepika Malhotra	10 minutes
Q&A	All	13 minutes

# Microsoft Security: Market momentum and opportunity

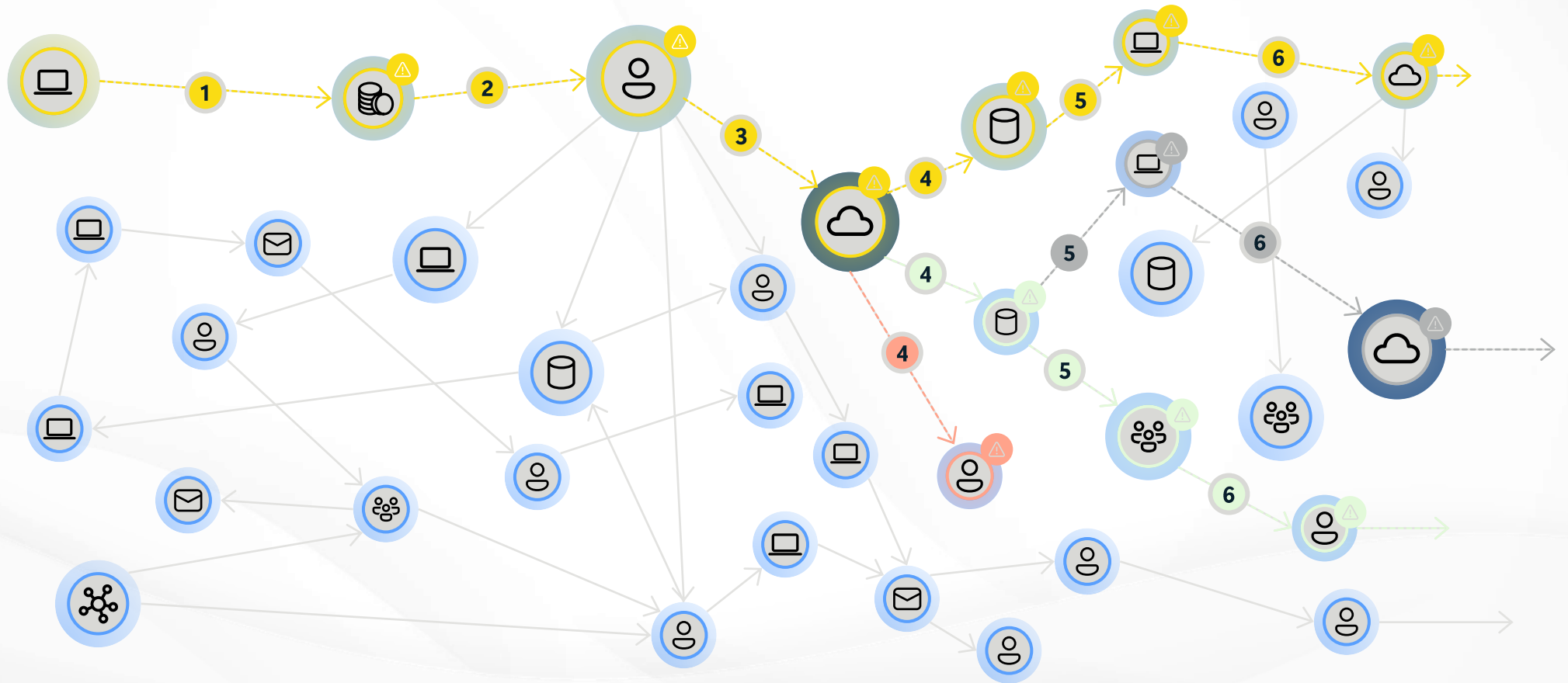
Michael Di Verdi

Global Security Leader, SME&C

# Digital estates are complex



# Attackers can exploit many different paths



# Organizations are overwhelmed

A disconnected collection  
of fragmented tools

**41 to 60**  
tools



used by ~26%  
of organizations  
surveyed by IDC

IDC, March 2024 - [How Many Security Tools Do Organizations Have, and What Are Their Consolidation Plans?](#)

Widening workforce  
gap

**4.8M**



cybersecurity  
professionals needed  
to effectively secure  
organizations

Source: [ICS2 Cybersecurity Workforce Studies 2024](#)

Widespread  
data breaches

**2.75X**



Observed increase YoY in  
human-operated ransomware.

Source:  
Microsoft Digital Defense Report 2024

# Solving the biggest challenges our customers are facing



Reducing operational  
complexity

Growing complexity  
and cost



Defending against  
threats

Unprecedented  
threat landscape



Secure and govern  
your data and AI

New AI threats and  
attack surfaces

# Our unique advantage



## Comprehensive end-to-end security platform

**50** → **1**  
categories platform

Best-of-breed applications,  
hundreds of connectors

[Why Microsoft Security | Microsoft Security](#)



## Extensive threat intelligence

**100 trillion**  
signals daily

Among the largest volume and  
diversity of threat data

1 Based on Microsoft internal data. Accurate as of November 2025  
2 Based on publicly available information as of November 2025

[Announcing a new strategic collaboration to bring clarity to threat actor naming | Microsoft Security Blog](#)



## One of the top investors in AI

**\$80B**  
AI investment

Microsoft on track to invest  
approximately \$80 billion in fiscal year  
2025.

[The Golden Opportunity for American AI - Microsoft On the Issues](#)

# Microsoft Security



## Identities



**Microsoft Entra**  
**Microsoft Defender for Identity**

## Other Solutions

Okta Workforce Identity Cloud  
Ping Identity Cloud  
CyberArk Identity  
SailPoint Identity Cloud  
JumpCloud

## Endpoints



**Intune**  
**Microsoft Defender for Endpoint**

CrowdStrike Falcon Insight  
Trend Micro Endpoint Sensor  
Sentinel One Singularity Endpoint  
Palo Alto Cortex  
Sophos Intercept X  
Citrix Endpoint Management  
VMWare Workspace ONE

## Apps



**Microsoft Defender for Office**

ProofPoint Email Protection  
Cloudflare Email Protection  
Trend Micro Smart Protection  
Check Point Harmony  
Mimecast O365 Email Security

## Infrastructure



**Defender for Cloud**

CrowdStrike Falcon Cloud Security  
OpenText Voltage Data Privacy and Protection  
Wiz Cloud Security Platform  
Trend Micro Cloud One  
Check Point CloudGuard

## Data



**Microsoft Purview**

MicroFocus Voltage  
Focpoint ONE Data Security  
Varonis Data Security  
IBM Guardian

## Threat Protection



**Microsoft Defender XDR**



## Other Solutions

CrowdStrike Falcon Insight XDR  
Palo Alto Cortex XDR  
Trend Micro VisonOne  
Sentinel One Singularity XDR

## SIEM



**Microsoft Sentinel**

Splunk Enterprise Security  
QRadar SIEM  
Google Chronicle  
Elastic Security  
Rapid7 InsightIDR  
LogRhythm SIEM

## Security Operations (SOAR)



**Microsoft Sentinel**

Splunk Phantom  
IBM Resilience  
Google Chronicle  
Palo Alto Coretex XSOAR  
Elastic Security  
ServiceNow Security Operations



# Security for the entire estate



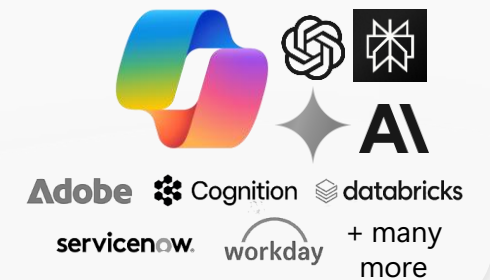
## Multi-cloud



## Multi-platform



## Multi-agents



# Microsoft - a leader in security, identity, & management



A Leader in four  
Gartner® Magic  
Quadrant™ reports



A Leader in six  
Forrester Wave™ categories



A Leader in nine  
IDC MarketScape reports

Gartner and Magic Quadrant are registered trademarks and service marks of Gartner, Inc. and/or its affiliates in the U.S. and internationally and are used herein with permission. All rights reserved

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Forrester does not endorse any company, product, brand, or service included in its research publications and does not advise any person to select the products or services of any company or brand based on the ratings included in such publications. Information is based on the best available resources. Opinions reflect judgment at the time and are subject to change. For more information, read about Forrester's objectivity [here](#).

[Gartner Magic Quadrant for Access Management](#), Brian Guthrie | Nathan Harris | Abhyuday Data | Josh Murphy, 2 December 2024.

[Gartner Magic Quadrant for Endpoint Protection Platforms](#), Evgeny Mirolyubov | Deepak Mishra | Franz Hinner, 14 July 2025.

[Gartner Magic Quadrant for Security Information and Event Management](#), Andrew Davies | Mitchell Schneider | Rustam Malik | Eric Ahlm, 8 May 2024.

[Gartner Magic Quadrant for Cyber Physical Systems Protection Platforms](#), Katell Thielemann | Wam Voster | Ruggero Contu, 12 February 2025.

[The Forrester Wave™: Extended Detection and Response Platforms](#), Q2 2024, Allie Mellen, June 2024.

[The Forrester Wave™: Security Analytics Platforms](#), Q2 2025, Allie Mellen, June 2025.

[The Forrester Wave™: Zero Trust Platform Providers](#), Q3 2025, Carlos Rivera, July 2025.

[The Forrester Wave™: Endpoint Security](#), Q4 2023 Paddy Harrington, October 2023.

[The Forrester Wave™: Unified Endpoint Management](#), Q4 2023 Andrew Hewitt, November 2023.

[The Forrester Wave™: Workforce Identity Platforms](#), Q1 2024, Geoff Cairns, March 2024.

[IDC MarketScape: Worldwide Modern Endpoint Security for Enterprises 2024 Vendor Assessment, Doc #US50521223, January 2024](#)

[IDC MarketScape: Worldwide Modern Endpoint Security for Midsize Businesses 2024 Vendor Assessment, Doc #US50521323, February 2024](#)

[IDC MarketScape: Worldwide Modern Endpoint Security for Small Business 2024 Vendor Assessment, Doc #US50521424, March 2024](#)

[IDC MarketScape: Worldwide SIEM for Enterprise 2024 Vendor Assessment, Doc # US51541324, September 2024](#)

[IDC MarketScape: Worldwide Cloud-Native Application Protection Platform 2025 Vendor Assessment, July 2025](#)

[IDC MarketScape: Worldwide Unified Endpoint Management Software 2024 Vendor Assessment, Doc #US51234224, April 2024](#)

[IDC MarketScape: Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses 2024 Vendor Assessment, Doc #US51779424, April 2024](#)

[IDC MarketScape: Worldwide Unified Endpoint Management Software for Frontline/ IoT Devices 2024 Vendor Assessment, Doc #US51779324, April 2024](#)

[IDC MarketScape: Worldwide Client Endpoint Management Software for Windows Devices 2024 Vendor Assessment, Doc #US51234324, April 2024](#)

# Enabling autonomous and adaptive automation



# Partner Opportunity Analysis



Rising demand  
for GenAI



Custom solutions  
offerings



IT security  
skill shortages



Vendor  
consolidation



Reduce  
costs



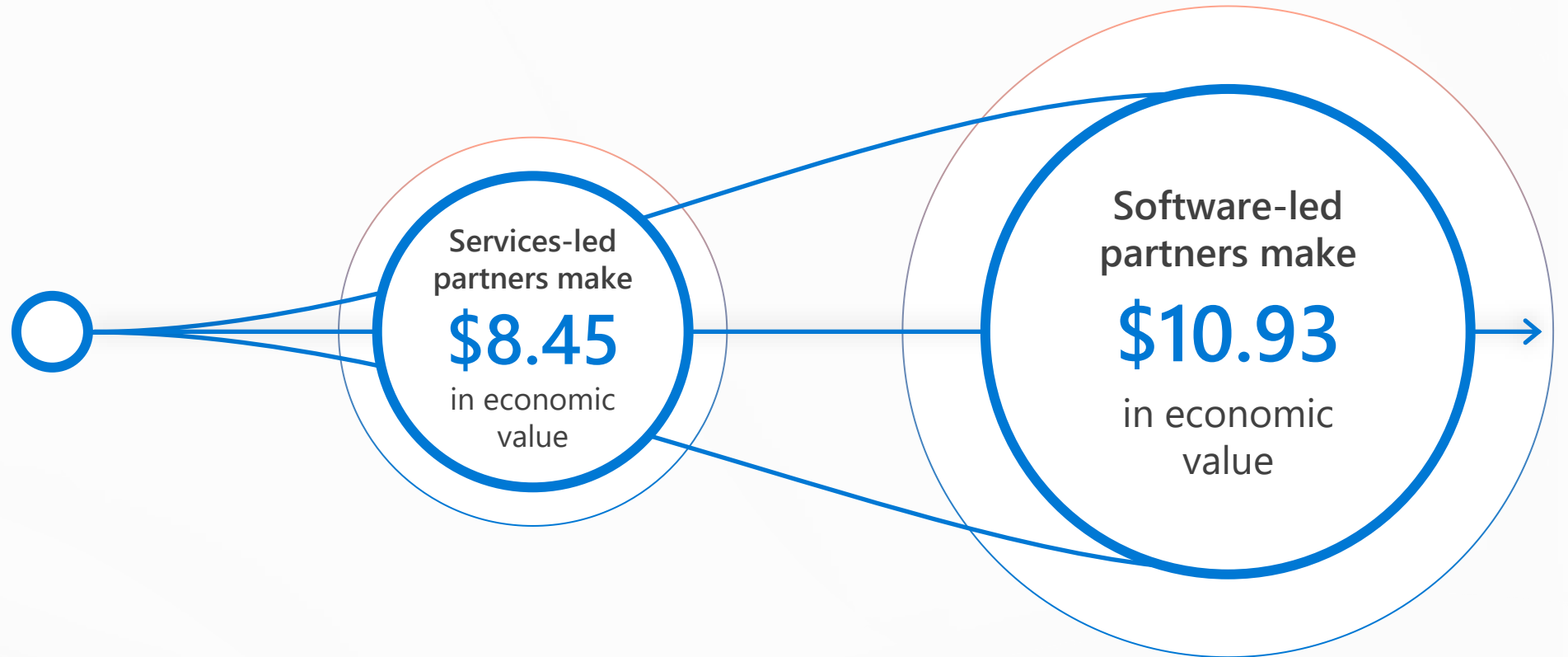
Microsoft's  
commitment to  
continued investment



[aka.ms/Forrester](https://aka.ms/Forrester)  
MSSecurity  
TEI2024

# Partner Economic Value

For  
Every \$1  
of Microsoft  
revenue



# Driving Advanced Security Upsell with ASPX - A Repeatable Framework

Nikoleta Gamanova

EMEA SMB Go-To-Market Lead – Security Solutions

# AI Business Solutions & Security Partner eXperience (ASPX)

## What is it?

*ASPX is our hero customer targeting framework, now open for our partners.*

*It aims to unlock partner success through a data-led, scalable, upsell framework using propensity and customer insights directly in Partner Center.*



### A single pane of glass for customer insights

Licensing profiles, renewal dates, usage telemetry, propensity insights on customer tenant level in one portal



### Scalable Upsell Framework

Identify whitespace, target expansion and forecast renewals mapped to funded programs

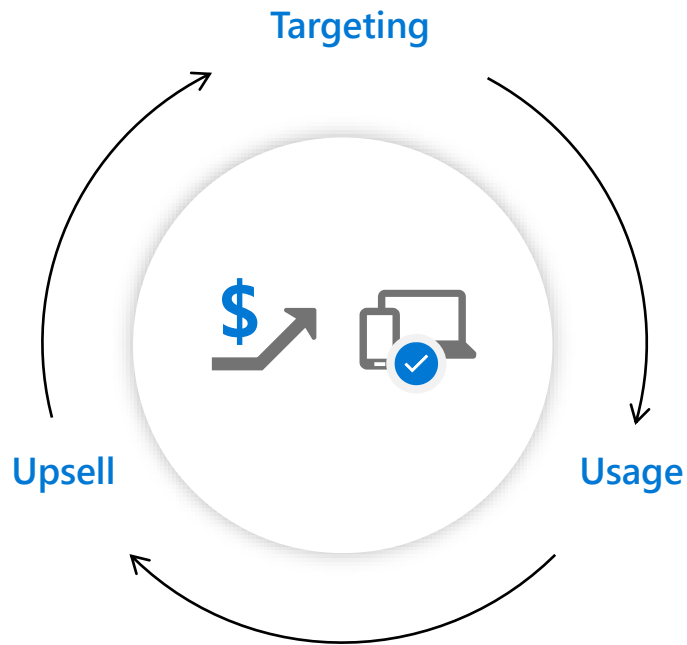


### Customer Growth

Through connected execution across licensing, funded benefits and services (usage)

Data insights are available for any tenant with more than 150 estimated licenses in Enterprise or more than 25 licenses in SME&C, as long as the partner has a CSP transaction with that customer, or holds a CPOR association

# Land and Expand Framework for Partners fueling ASPX

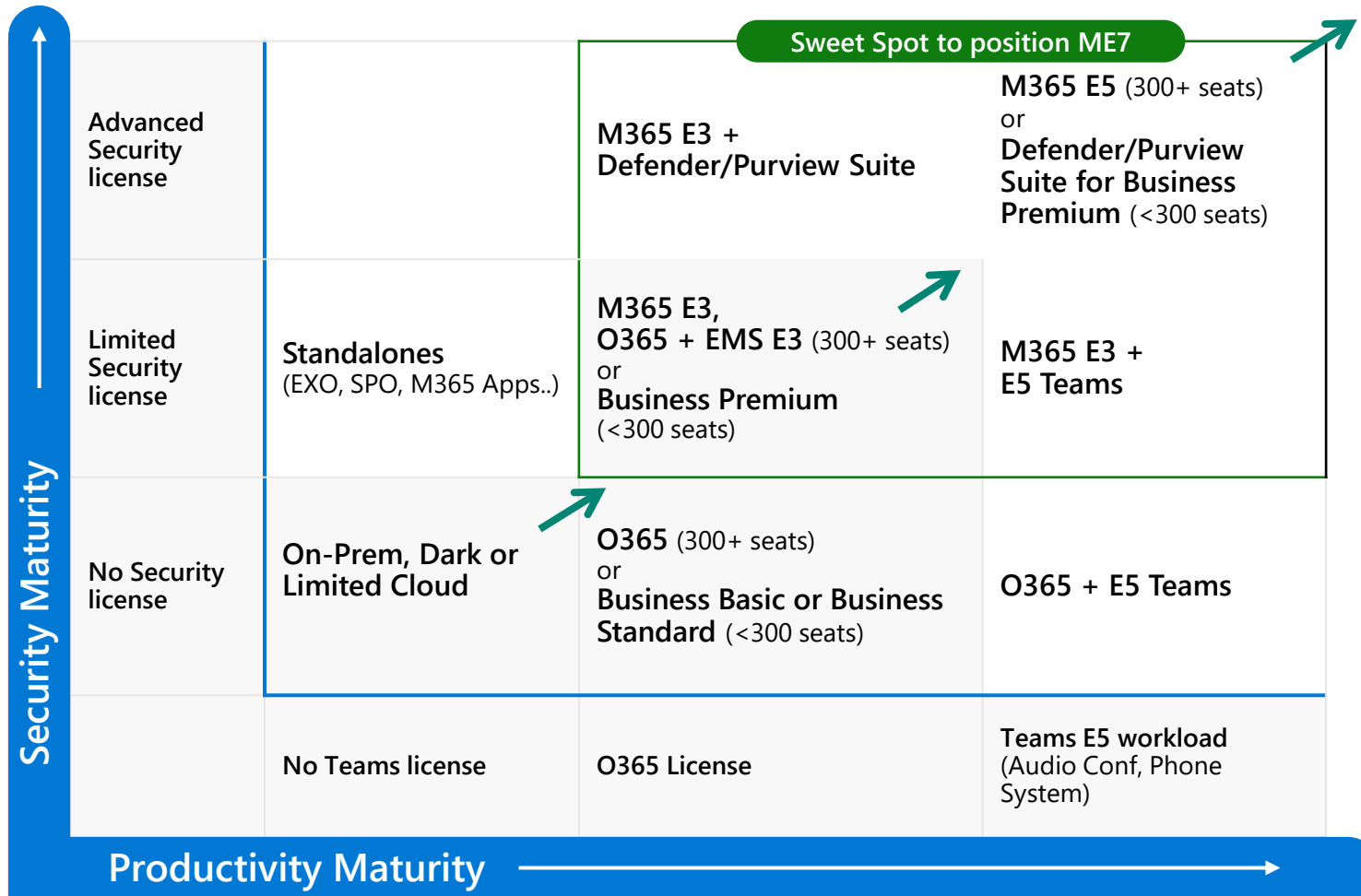


Security Maturity ↑	Advanced Security license		M365 E3 + Defender/Purview Suite	M365 E5 (300+ seats) or Defender/Purview Suite for Business Premium (<300 seats)
	Limited Security license	Standalones (EXO, SPO, M365 Apps..)	M365 E3, O365 + EMS E3 (300+ seats) or Business Premium (<300 seats)	M365 E3 + 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 →			

ME5/ME7 upsell unlocks top tier security services attach to reach the highest margin and long-term recurring revenue stream

**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)

# How to target customers to drive both sales & usage



## Example

M365 E3 or Business Premium customer  
Renewal in 6 months



### Unhealthy usage

Lower likelihood to see value in new products (usage is below the threshold where upsell conversation makes sense)



### Partner Action

- Offer CSP Deployment Accelerator to move customer to next box
- Offer your own deployment & adoption services



### Healthy usage

Value realized. Higher likelihood to successfully have next sales conversation (usage is has driven realized value)



### Partner Action

- Invite customer to Security Immersion Briefing
- Follow up with a pre-sales funded workshop to drive upsell
- Leverage CSP Customer Promos for E5

↑ Shows the next logical licensing step for the customer



**Tip for Security Partners:** ME5/ME7 upsell unlocks top tier security services attach to reach the highest margin and long-term recurring revenue stream

# Optimizing for AI

## M365 Copilot + Purview as Better Together in ASPX

### Ready for M365 Copilot

#### Minimum Required to Enable Copilot

- Entra P1
- Exchange Online
- Microsoft OneDrive
- Microsoft Teams (meetings & chat)
- Microsoft Sharepoint Online
- Microsoft Defender for Cloud Apps

Full requirements available at: [Get started with Microsoft 365 Copilot - Microsoft 365 admin | Microsoft Learn](#)

### Optimized for M365 Copilot

#### Reduce oversharing risk and strengthen internal data protection in the GenAI era

#### BP/M365 O/E3

- **Manual** Sensitivity Labelling
- **Basic data controls** for OneDrive and SharePoint

#### M365 E5 or Purview & Defender for BP

- Microsoft Information Protection
  - **Automated** Labelling Policies
  - **Automated** Retention/Deletion Policies
- Access Reviews (via Entra ID P2)

### The Frontier Suite

#### Unlock the full power of Intelligence, Agents at Work and Trust

#### M365 E7

Microsoft 365 E5  
+  
Entra Suite

+  
Microsoft 365  
Copilot

+  
Microsoft  
Agent 365

General Availability May 1, 2026

# Usage Tipping Points to drive Advanced Security Upsell & Expansion

Workloads in grey fill are foundational for successful AI Adoption

## Upsell to M365 E3 or Business Premium and Attach Defender & Purview Suites

	O365					Entra	Purview			Thresholds
Key Workload Usage	Teams	EXO	SPO	M365 Apps	Teams Meeting	Entra ID	DLM	MIP	DNR	
<b>Customer</b>	>= 60%	>= 60%	>= 60%	>= 60%	>= 35%	>= 10%	Any usage	>= 10%	>= 80%	>= 4 TPs met

## Upsell to M365 E5, E7 or Attach Purview & Defender Suite for Business Premium to BP customers

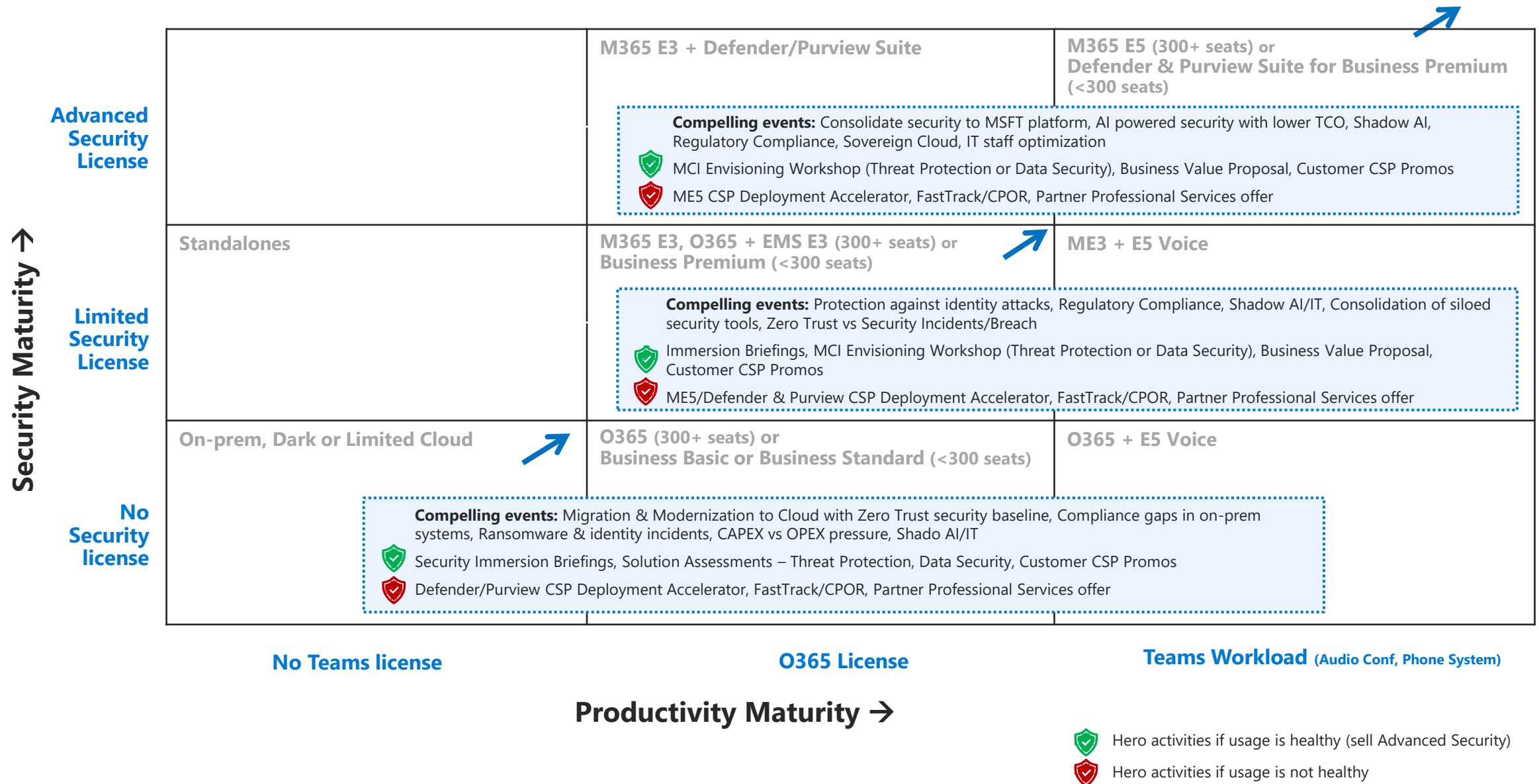
	O365	Entra & Intune		Purview					Thresholds
Key Workload Usage	Teams Meeting	Entra ID	Intune	DNR		MIP		DLM	
				MPU	DPU	MPU	DPU	MPU	
<b>Customer</b>	>= 60%	>= 80%	>= 60%	>= 90%	>= 10%	>= 30%	Any usage	>= 50%	>= 4 TPs met

## Expand M365 E5 or Attach Purview & Defender Suite for Business Premium to BP customers

		Entra	Defenders				Purview							Thresholds
Key Workloads Usage	Teams Phone	Entra ID P2	MDE	MDO	MDI	MDA	DNR P2		MIP P2		DLM P2	IRM		
			MPU	MPU	MPU	MPU	MPU	DPU	MPU	DPU	MPU	MPU	DPU	
<b>Customer</b>	>=20%	>=10%	>=40%	>=20%	Any usage	Any usage	>=90%	>=10%	>=40%	>=10%	Any usage	>=90%	Any usage	>= 5* TPs met

Thresholds consider all workloads (O365, Entra, Defenders, or Purview) across each motion. DPU is excluded from Threshold calculation

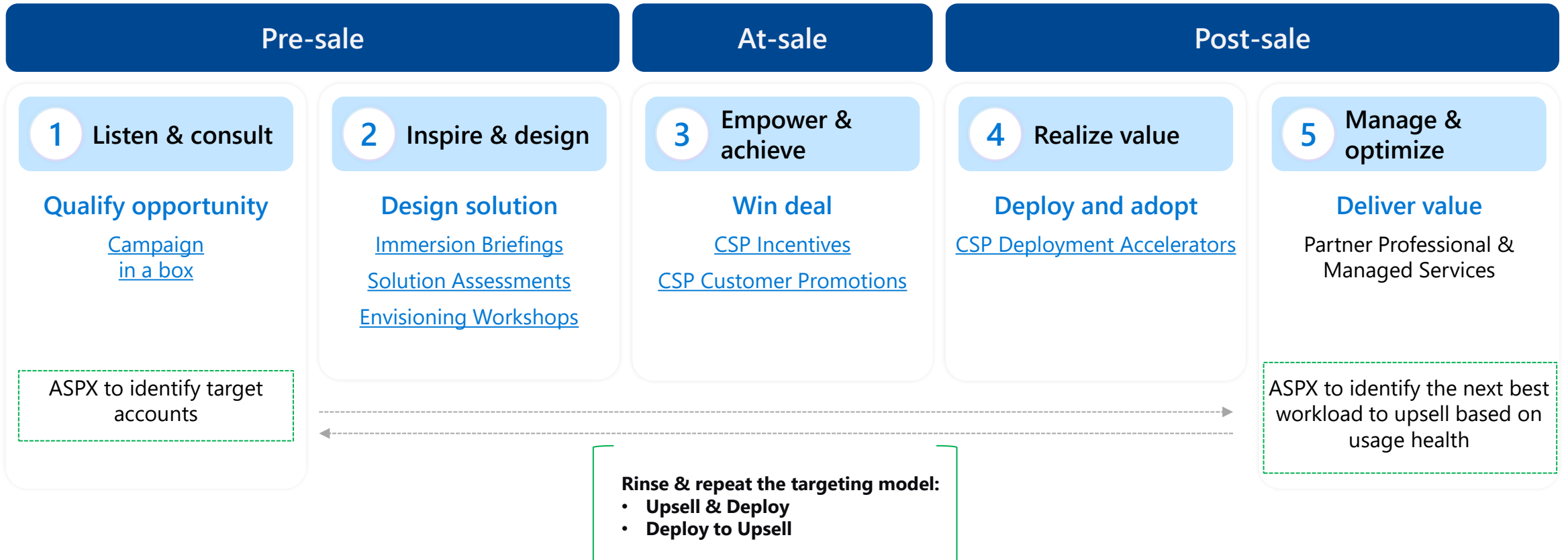
# Security upsell path mapped to compelling events & funded partner programs



# Microsoft Funded Programs at a Glance: Available in ASPX



Drive upsell to E5 through funded pre - & post-sales programs, all available per sales play



# ASPX Benefits by Partner Role



## Alliance Manager

Rally internal teams, coordinate GTM investment and strategy, based customer cohorts and intentional targeting



## Partner Sellers

Single dashboard of accounts with licensing and usage data mapped to eligibility of programs to identify whitespace opportunities to target



## Sales Managers

Easier generation of account list and checklists to inform coaching  
  
Align teams to top opportunity accounts



## Customer Success Teams

Target accounts to drive deployment, onboarding, or expand usage through services



## Marketing

Incorporate target account lists eligible for selected funded programs into relevant marketing campaigns and GTM activities

# AI Business Solutions & Security Insights demo

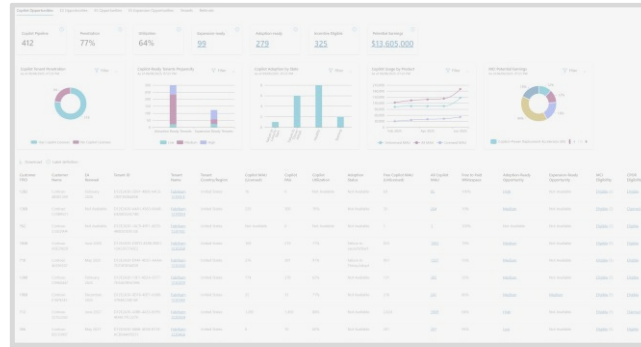
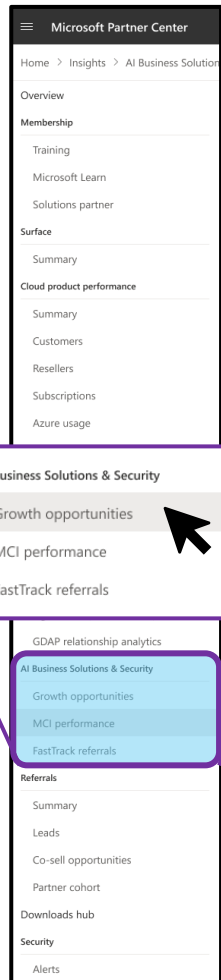
Deepika Malhotra

M365 Partner Growth Lead



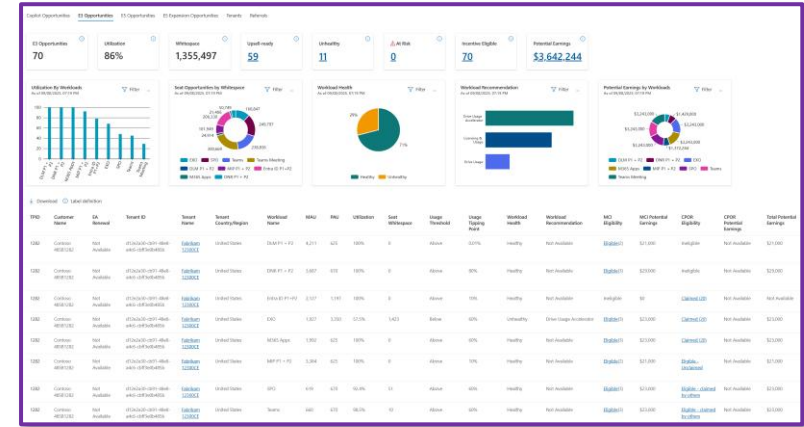
# ASPX – Partner Center View & Navigation

*Upsell opportunity identification based on LXP Framework*



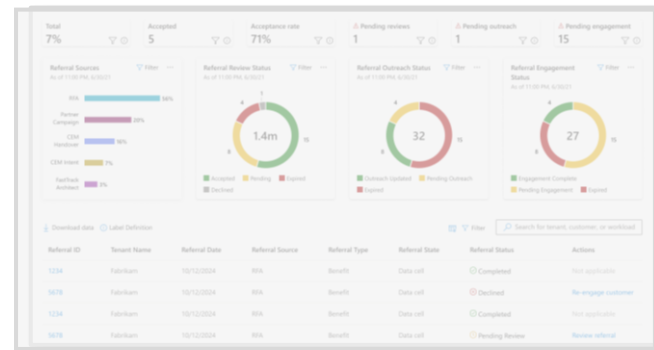
## 1a Copilot Growth Opportunities

Opportunities dedicated to acquiring, monetizing, and growing customers via free Copilot Chat, M365 Copilot, and Agents.



## 1b Growth Opportunities based on licensing profile

E5 Upsell and Expansion opportunities across 20 core M365 workloads, incl. Defender & Purview Suites for Business Premium



## 2 FastTrack Referrals

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

Direct Partner **DEMO**

ME3 + Purview and Defender Suite Upsell

ME5 Upsell

- 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

# 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.

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

## Tenant level health categorization

Tenants

**150**

Paid Utilization

**87%**

Usage Whitespace

**2,222,130**

Upsell-ready

**8**

Unhealthy

**2**

At Risk

**0**

Incentive Eligible

**131**

Potential Earnings

**\$21,649,392**

## Workload level interactive charts

**Utilization By Workload**  
As of 01/25/2026, 02:49 PM

**Opportunities by Usage Whitespace**  
As of 01/25/2026, 02:49 PM

**Workload Health**  
As of 01/25/2026, 02:49 PM

**Workload Recommendation**  
As of 01/25/2026, 02:49 PM

**Potential Earnings by Workloads**  
As of 01/25/2026, 02:49 PM

## 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	<a href="#">Fabrikam-123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	April 2027	ME3	26,723	Healthy	Drive Upsell to ME5	DLM P1 + P2	13,700	10,230	100%	0	Above	70%	Healthy	Not Available	Eligible (1)	Ineligible	\$38,000	Not Available	Not Available
Summary	<a href="#">Fabrikam-123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	DNR P1 + P2	11,313	10,230	100%	0	Above	90%	Healthy	Not Available	Eligible (1)	Ineligible	\$38,000	Not Available	Not Available
Leads	<a href="#">Fabrikam-123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	Entra ID P1 + P2	10,361	10,970	94.45%	609	Above	80%	Healthy	Not Available	Ineligible	Eligible	Not Available	Not Available	Not Available
Co-sell opportunities	<a href="#">Fabrikam-123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	Intune	8,246	10,415	79.17%	2,169	Above	60%	Healthy	Not Available	Eligible (1)	Eligible	\$39,960	Not Available	Not Available
Partner cohort	<a href="#">Fabrikam-123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	MIP P1 + P2	10,299	20,460	50.34%	10,161	Above	30%	Healthy	Not Available	Eligible (1)	Eligible	\$68,000	Not Available	Not Available
Downloads hub	<a href="#">Fabrikam-123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	Teams Meeting	6,731	10,395	64.75%	3,664	Above	60%	Healthy	Not Available	Eligible (6)	Eligible (Claimed by Others)	\$93,000	Not Available	Not Available
	<a href="#">Fabrikam-123034B</a>	d12e2a30-0d18-40e7-a588-3784ac50e16f	United States	Enterprise	1968	Contoso E16F1968	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	DLM P1 + P2	10,959	7,500	100%	0	Above	70%	Healthy	Not Available	Eligible (1)	Ineligible	\$38,000	Not	Not

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

## 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
<a href="#">Fabrikam 123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	April 2027	ME3	26,723	Healthy	Drive Upsell to ME5	DLM P1 + P2	13,700	10,230	100%	0	Above	70%	Healthy	Not Available	Eligible (1)	Ineligible	\$38,000	Not Available	Not Available
<a href="#">Fabrikam 123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	DNR P1 + P2	11,313	10,230	100%	0	Above	90%	Healthy	Not Available	Eligible (1)	Ineligible	\$38,000	CSP Tier 1(Distributor)	Not Available
<a href="#">Fabrikam 123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	Entra ID P1+P2	10,361	10,970	94.45%	609	Above	80%	Healthy	Not Available	Ineligible	Eligible	Not Avail	CSP Tier 1(Distributor)	Not Available
<a href="#">Fabrikam 123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	Intune	8,246	10,415	79.17%	2,169	Above	60%	Healthy	Not Available	Eligible (1)	Eligible	\$39,960	CSP Tier 1(Distributor)	Not Available
<a href="#">Fabrikam 123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	MIP P1 + P2	10,299	20,460	50.34%	10,161	Above	30%	Healthy	Not Available	Eligible (1)	Eligible	\$68,000	CSP Tier 1(Distributor)	Not Available
<a href="#">Fabrikam 123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	Teams Meeting	6,731	10,395	64.75%	3,664	Above	60%	Healthy	Not Available	Eligible (6)	Eligible (Claimed by Others)	\$93,000	CSP Tier 1(Distributor)	Not Available
<a href="#">Fabrikam 123034E</a>	d12e2a30-0d18-40e7-a588-3784ac50e16f	United States	Enterprise	1968	Contoso E16F1968	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	DLM P1 + P2	10,959	7,500	100%	0	Above	70%	Healthy	Not Available	Eligible (1)	Ineligible	\$38,000	Not Available	Not Available

### Fabrikam 123-BE8-8F2

Tenant ID: D12E2A30-AC07-442C-9A46-EBEEEB5BD4D7

TPID: -1271114

Claims:

Claimed workloads:

Subscriptions

[Download](#) Filter

SKU Name	Status	Current State End Date	Included Quantity	Subscription Id	Start Date	End Date
MICROSOFT TEAMS AUDIO CONFERRING WITH DIAL-OUT TO USA/CAN	Active	10/31/2027	109449	B12B2D3C-E13D-4204-9322-AE461CA31C60	11/11/2024	10/31/2027
MICROSOFT 365 E3	Active	10/31/2027	109448	B12B2D3C-921F-42B3-834D-27C3974FC377	11/11/2024	10/31/2027
MICROSOFT TEAMS PHONE STANDARD	Active	10/31/2027	13584	B12B2D3C-D644-46FF-9DAE-FD12DC452EFA	11/11/2024	10/31/2027
WINDOWS 10/11 ENTERPRISE E3	Active	10/31/2027	4994	B12B2D3C-CD15-415D-A162-C7007E2BE602	11/11/2024	10/31/2027
MICROSOFT 365 E3	Active	10/31/2027	4994	B12B2D3C-CA4A-4705-8FC7-8EDB49328B07	11/11/2024	10/31/2027

### 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
<a href="#">Data Security Envisioning Workshop</a>	Security	Not Claimed	<a href="#">Claim Customer</a>	2025-12-14	2026-06-30	\$8,000	SME&C SMB	Netherlands	Netherlands

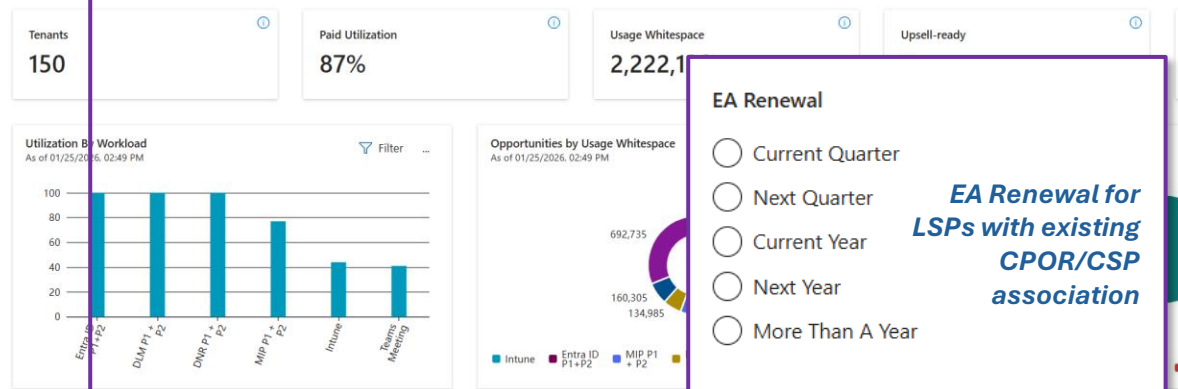
- Overview
- Membership
- Training
- Microsoft Learn
- Solutions partner
- Surface
- Summary
- Cloud product performance
- Summary
- Customers
- Resellers
- Subscriptions
- Azure usage
- Teams usage
- Office 365 usage
- Dynamics usage
- EMS usage
- PowerBI usage
- Customer opportunities
- Lighthouse (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

## 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.

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



Tenant Name	Tenant ID	Tenant Country/Region	Tenant Segment	TPID	Customer Name	EA Renewal	Largest Seat CSP Renewal
<a href="#">Fabrikam 123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	April 20...
<a href="#">Fabrikam 123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Avail...
<a href="#">Fabrikam 123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Avail...
<a href="#">Fabrikam 123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Avail...
<a href="#">Fabrikam 123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Avail...
<a href="#">Fabrikam 123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Avail...
<a href="#">Fabrikam 1230348</a>	d12e2a30-0d18-40e7-a588-3784ac50e16f	United States	Enterprise	1968	Contoso E16F1968	Not Available	Not Avail...

# Example Scenario – Drive E5/E3 + Purview & Defender Upsell

**EA Renewal**

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

*EA Renewal for LSPs with existing CPOR/CSP association*

**Largest Seat CSP Renewal**

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

*Renewal for largest subscription*

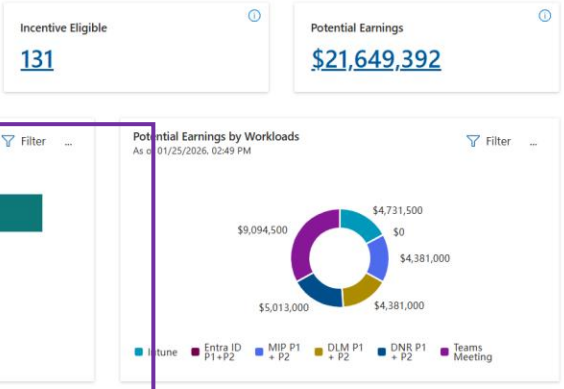
**Earliest CSP Renewal**

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

*Renewal for most expiring subscription*

**Tenant Recommendation**

- Drive Upsell to ME3 if there are no Google signals, else OE1+EMS/ OE1 Plus
- Drive Upsell to ME3+Mini bundles (E5 Sec/E5 Comp)
- Drive Upsell to ME5
- Drive Usage



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
13,700	10,230	100%	0	Above	70%	Healthy	Not Available	Eligible (1)	Ineligible	\$38,000	Not Available	Not Available
11,313	10,230	100%	0	Above	90%	Healthy	Not Available	Eligible (1)	Ineligible	\$38,000	Not Available	Not Available
10,361	10,970	94.45%	609	Above	80%	Healthy						
8,246	10,415	79.17%	2,169	Above	60%	Healthy						
10,299	20,460	50.34%	10,161	Above	30%	Healthy						
6,731	10,395	64.75%	3,664	Above	60%	Healthy	Not Available	Eligible (6)	Eligible (Claimed by Others)	\$93,000	Not Available	Not Available
10,959	7,500	100%	0	Above	70%	Healthy	Not Available	Eligible (1)	Ineligible	\$38,000	Not Available	Not Available

**MCI Eligibility**

- Eligible
- Ineligible

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

Indirect Partner **DEMO**  
Business Premium + Purview & Defender Suite  
for BP Upsell

- 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

# 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.

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

## Tenant level health categorization

Tenants

**150**

Paid Utilization

**87%**

Usage Whitespace

**2,222,130**

Upsell-ready

**8**

Unhealthy

**2**

At Risk

**0**

Incentive Eligible

**131**

Potential Earnings

**\$21,649,392**

## Workload level interactive charts

**Utilization By Workload**  
As of 01/25/2026, 02:49 PM

**Opportunities by Usage Whitespace**  
As of 01/25/2026, 02:49 PM

**Workload Health**  
As of 01/25/2026, 02:49 PM

**Workload Recommendation**  
As of 01/25/2026, 02:49 PM

**Potential Earnings by Workloads**  
As of 01/25/2026, 02:49 PM

## 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	<a href="#">Fabrikam-123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	April 2027	ME3	26,723	Healthy	Drive Upsell to ME5	DLM P1 + P2	13,700	10,230	100%	0	Above	70%	Healthy	Not Available	Eligible (1)	Ineligible	\$38,000	Not Available	Not Available
Summary	<a href="#">Fabrikam-123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	DNR P1 + P2	11,313	10,230	100%	0	Above	90%	Healthy	Not Available	Eligible (1)	Ineligible	\$38,000	Not Available	Not Available
Leads	<a href="#">Fabrikam-123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	Entra ID P1+P2	10,361	10,970	94.45%	609	Above	80%	Healthy	Not Available	Ineligible	Eligible	Not Available	Not Available	Not Available
Co-sell opportunities	<a href="#">Fabrikam-123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	Intune	8,246	10,415	79.17%	2,169	Above	60%	Healthy	Not Available	Eligible (1)	Eligible	\$39,960	Not Available	Not Available
Partner cohort	<a href="#">Fabrikam-123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	MIP P1 + P2	10,299	20,460	50.34%	10,161	Above	30%	Healthy	Not Available	Eligible (1)	Eligible	\$68,000	Not Available	Not Available
Downloads hub	<a href="#">Fabrikam-123026B</a>	d12e2a30-ddfd-459b-89d1-12a53f27a5e2	United States	Enterprise	1838	Contoso ASE21838	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	Teams Meeting	6,731	10,395	64.75%	3,664	Above	60%	Healthy	Not Available	Eligible (6)	Eligible (Claimed by Others)	\$93,000	Not Available	Not Available
	<a href="#">Fabrikam-123034B</a>	d12e2a30-0d18-40e7-a588-3784ac50e16f	United States	Enterprise	1968	Contoso E16F1968	Not Available	Not Available	ME3	26,723	Healthy	Drive Upsell to ME5	DLM P1 + P2	10,959	7,500	100%	0	Above	70%	Healthy	Not Available	Eligible (1)	Ineligible	\$38,000	Not	Not

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

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
<a href="#">Fabrikam 12300CE</a>	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	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 C7481368
<a href="#">Fabrikam 12300CE</a>	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	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 C7481368
<a href="#">Fabrikam 12300CE</a>	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	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 C7481368
<a href="#">Fabrikam 12300CE</a>	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	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 C7481368
<a href="#">Fabrikam 12300CE</a>	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	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 C7481368
<a href="#">Fabrikam 12300CE</a>	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	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 C7481368

**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-A68F847DCADE	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
<a href="#">Data Security Envisioning Workshop</a>	Security	Not Claimed	<a href="#">Claim Customer</a>	2025-12-14	2026-06-30	\$8,000	SME&C SMB	Netherlands	Netherlands

**Reseller Name**

# Example Scenario – Drive Defender & Purview for Business Premium

## 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.

Surface Copilot Opportunities E3 Opportunities **E5 Opportunities** E5 Expansion Opportunities Tenants

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

**E5 Opportunities**  
14,656

**Utilization**  
88%

**Whitespace**  
3,503,9

**Unhealthy**  
6,674

**EA Renewal**

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

*EA Renewal for LSPs with existing CPOR/CSP association*

**Dominant SKU Group**

- BB, BS
- BP
- ME3
- ME3+Mini-bundles
- OE1
- Standalones

**Tenant Health**

- At Risk
- Healthy
- UnHealthy

**Incentive Eligible**  
383

**Potential Earnings**  
\$6,047,000

**Utilization By Workloads**  
As of 01/27/2026, 09:11 AM

**Opportunities by Usage Whitespace**  
As of 01/27/2026, 09:11 AM

**Potential Earnings by Workloads**  
As of 01/27/2026, 09:11 AM

AI Business Solutions & Security Growth opportunities MCI performance FastTrack referrals Referrals Summary Leads Co-sell opportunities Partner cohort Downloads hub

Tenant Name	Tenant ID	Tenant Country/Region	Tenant Segment	TPID	Customer Name	EA Renewal	Largest Seat CSP Renewal	MAU	Whitespace	Threshold	Tipping Point	Workload Health	Workload Recommendation	MCI Eligibility	CPOR Eligibility	Total Potential Earnings	CSP Tier	Reseller Name			
<a href="#">Fabrikam</a> 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	Not Available	April 20	P2	4,211	625	100%	0	Above	0.01%	Healthy	Not Available	Eligible (2)	Ineligible	\$21,000	Not Available	Contoso C7481368
<a href="#">Fabrikam</a> 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	Not Available	April 20	P2	3,687	670	100%	0	Above	80%	Healthy	Not Available	Eligible (3)	Ineligible	\$29,000	Not Available	Contoso C7481368
<a href="#">Fabrikam</a> 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	Not Available	April 20	P2	2,127	1,197	100%	0	Above	10%	Healthy	Not Available	Eligible (3)	Ineligible	\$23,000	Not Available	Contoso C7481368
<a href="#">Fabrikam</a> 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	Not Available	April 20	P2	1,992	625	100%	0	Above	60%	Healthy	Not Available	Eligible (3)	Ineligible	\$23,000	Not Available	Contoso C7481368
<a href="#">Fabrikam</a> 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	Not Available	April 20	P2	3,384	625	100%	0	Above	10%	Healthy	Not Available	Eligible (3)	Ineligible	\$23,000	Not Available	Contoso C7481368
<a href="#">Fabrikam</a> 12300CE	d12e2a30-cb91-48e8-a4c6-cbff3e0b485b	United States	Enterprise	1282	Contoso 48581282	Not Available	April 20	P2	1,927	3,350	57.52%	1,423	Below	60%	Unhealthy	Drive Usage Accelerator	Eligible (3)	Claimed by Others	\$23,000	Not Available	Contoso C7481368

**EA Renewal**

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

*EA Renewal for LSPs with existing CPOR/CSP association*

**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*

**MCI Eligibility**

- Eligible
- Ineligible

# Call to Action & Resources

# Call to Action & Resources



**Learn More** – Review the ASPX Learn Page and share with your team

<https://aka.ms/ASPXDocs>



**Leverage ASPX data in your Partner GTM Motions** – Ensure your sales & marketing teams can access the data and insights

<https://aka.ms/ASPX>



**Consider API Integration** – Bringing the data to your sellers via an API integration to reduce manual toil. Learn how you can do this here:

<https://aka.ms/ASPXAPI>



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

[PXPartnerSupport@microsoft.com](mailto:PXPartnerSupport@microsoft.com)

# 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 [\[1\]](#)
- **30-Minute Session:** Focused discussion tailored to partner needs and opportunities identified through ASPX signals [\[1\]](#)
- **Personalized Guidance:** Learn to read ASPX data, identify Copilot opportunities, and structure usage and sales motions [\[1\]](#)
- **Best Practices:** Proven strategies for ASPX API consultation, campaign workshops, and sandbox signal interpretation [\[1\]](#)

## Call to Action

### SUBMIT YOUR REQUEST

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



<https://aka.ms/ASPXConsult>

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 [\[1\]](#)
- **Partner Center Access:** Active access to Partner Center Insights and ASPX data required for consultative sessions [\[1\]](#)
- **Readiness Prerequisites:** Confirm partner Copilot strategy and identify stakeholders like Copilot Frontier Champs before requesting [\[1\]](#)

**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 here](#)





Thank you