



GPS partner investments and incentives

Portfolio Overview



Investing in partners to accelerate growth



Partner Incentives

Fueling an opportunity for partners, across each solution area and customer segment



Focused on
targeted outcomes and
strategic priorities



Differentiated across
customer journeys and
partner roles



Balanced portfolio
execution across agility,
stability, and simplicity

MCAPS Priorities



Copilots on every device across every role

10x
YoY increased investment



AI design wins with every customer

\$150M
AI investment



Securing the cyber foundation of every customer

\$90M
incremental investment



M365 core execution

Double Digit
incremental investment in SMC



Migrations, migrations, migrations

50%
YoY increased investment in AMM

Empowering Partners to drive Copilot impact



Copilot on
every desk

10x Copilot Investment in FY25

Copilot Accelerate

Accelerating partner impact through streamlined investments



Vision
& Value



Proof
of Value



Deployment
& Adoption

Building new solutions and accelerating growth in AI



Artificial
Intelligence (AI)
design wins

\$150M+
Azure AI Investments

Proof
of Value

Innovate with
AI Platform

Deployment
Offer

AI Platform



App Platform



Data Platform

Up to
\$50,000
varying payout
by project size through
Azure Innovate

Scenarios

- Azure AI Platform (*NEW!*)
- Analytics
- Build and Modernize AI Apps
- SI only: Accelerate Developer Productivity

Security Opportunities



**Cybersecurity
solution for every
customer**

\$90M+
incremental investments in FY25



Threat Protection and Data Security



Defender for Cloud Attach



Sentinel Migrate and Modernize



Premium CSP rate differentiation for ME5



Strategic cybersecurity investments

Rich opportunities for SMC-focused partners



**SMC Core
Opportunity**

70%

total investment spend directed at SMC customers

Double digit incremental investment in SMC in FY25

Accelerating growth through CSP incentives

- Rich accelerators for driving new customer adoption
- Enhanced opportunities across strategic solutions: Microsoft 365 E3/E5, Business Premium, Copilot, Business Central, and Azure AI workloads

Bolstering investment in Azure Migrate and Modernize



Migrations

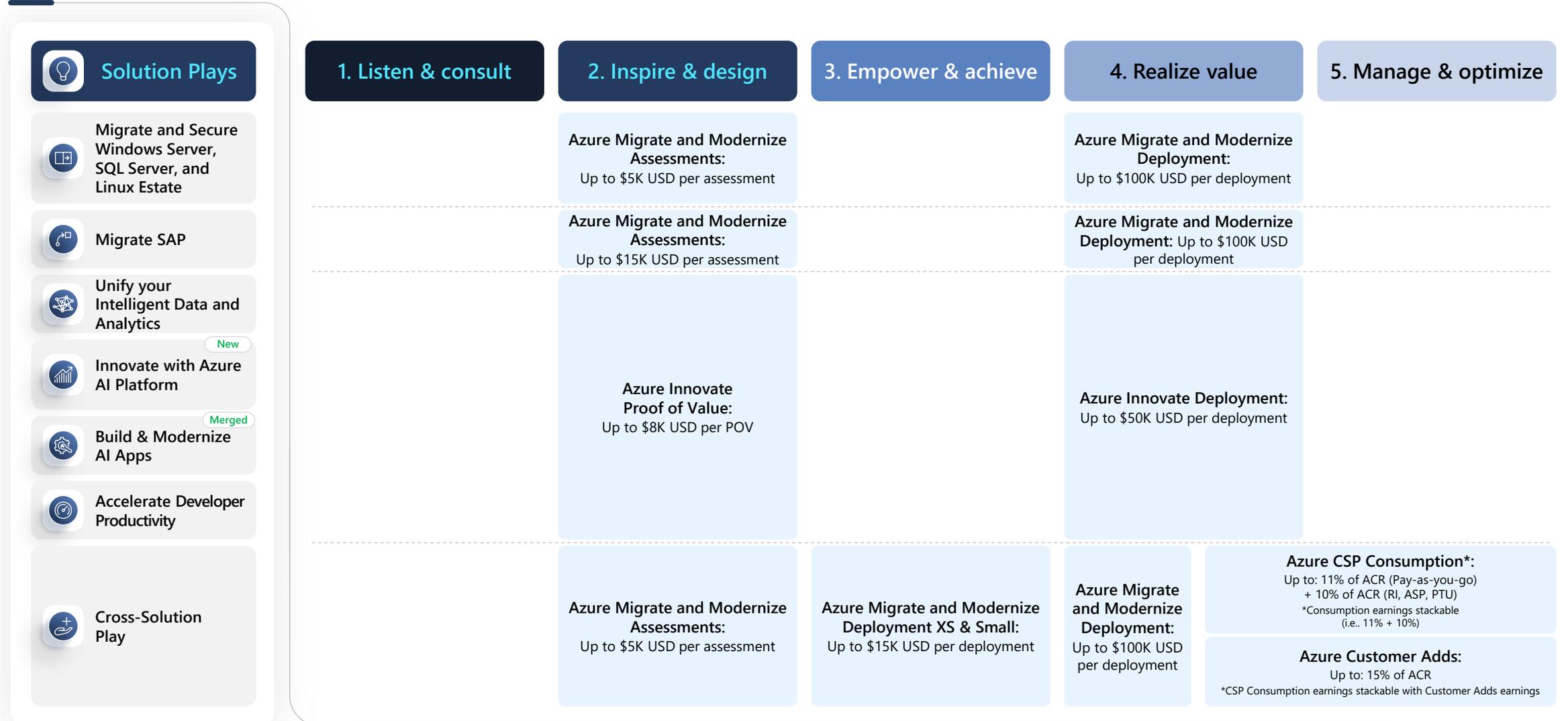
50%
YoY increased investment

Up to
\$100,000
varying payout
by project size

Scenarios

- Migrate Azure VMWare Solution
- Migrate Azure Virtual Desktop
- Infrastructure & Database Migrations
- SAP Migration (Azure Native & SAP RISE)
- ISV only: Customer Migration & Modernization (prev. SaaS & BYOL)

Azure Partner Incentives FY25 – General



Resources

[Partner Incentives Site](#)

[FY25 Azure Partner Playbook](#)

Azure Partner Incentives FY25 – ISV

	1. Listen & consult	2. Inspire & design	3. Empower & achieve	4. Realize value	5. Manage & optimize
Solution Plays					
Infrastructure/DB		Azure Sponsorship: With additional scenario "AI Hackathons" Up to \$100k USD per request	AMM ISV Customer Migration & Modernization: Up to \$50K per activity	Azure Innovate Deployment: Up to \$50K USD per deployment	
Data & AI	AI Envisioning for ISV (Adv Spec – SI-led)				
Digital & App Innovation	Azure Sponsorship: With additional scenario "AI Hackathons" Up to \$100k USD per request	Azure Innovate for ISVs Proof of Value: Up to \$100K USD per POV	Marketplace Transact & Grow: Up to \$50K USD per ISV	Azure Innovate Deployment: Up to \$50K USD per deployment	
Cross-Solution Play Offers					ISV ACR Growth Up to \$350K USD
Custom Deal Framework					Custom ISV Frameworks: Offers differ based on scenario

Resources

[Partner Incentives Site](#)

[FY25 Azure Partner Playbook](#)

Business Applications Partner Incentives FY25

Solution Plays

- Accelerate Innovation with Low Code
- Accelerate Revenue Generation
- Modernize Service
- Modernize ERP
- Scale Business Operations

1. Listen & consult	2. Inspire & design	3. Empower & achieve	4. Realize value	5. Manage & optimize
	<p>Low Code Vision & Value Up to \$12k USD</p> <p>Needs Assessment: Power Platform SMB Up to \$1.5k USD</p>		<p>Low Code Solution Deployment Up to \$5k USD</p>	
	<p>Customer Engagement Vision & Value Up to \$12k USD</p>	<p>Dynamics 365 new commerce CSP 4.75% base 7-10% product accelerator (variable by product)</p>	<p>Dynamics 365 Vision and Deployment Up to \$5k USD</p>	
	<p>Biz Apps Presales Advisor (net paid seat growth above HWM)</p>	<p>Tailored Demo: Customer Engagement Vision & Value Up to \$12k USD</p>	<p>Dynamics 365 customer add new commerce CSP 5% customer add (indirect provider) 20% customer add (direct and indirect reseller)</p>	<p>Dynamics 365 FastTrack Deployment Up to \$5k USD</p>
		<p>ERP Vision & Value Up to \$18k USD</p> <p>Tailored Demo: ERP Vision & Value Up to \$12k USD</p>		<p>Dynamics 365 Solution Deployment Up to \$5k USD</p>
<p>Needs Assessment: Dynamics 365 Business Central - Up to \$1.5k</p> <p>AIM Assessment - Up to \$3.5k</p>		<p>*Copilot accelerators can be found on Microsoft 365 new commerce CSP engagements</p>	<p>Dynamics 365 Business Central Deployment Plan Up to \$18k USD</p>	

Resources | [Partner Incentives Site](#) | [FY25 Business Applications Partner Playbook](#)

Modern Work Partner Incentives FY25

Solution Plays

 Copilot for M365

 Secure Productivity

 Cloud Endpoints

 Converged Comms

 Frontline Worker

 Employee Experience

FY25 Investments

Pre-Sales

Post-Sales

Copilot Accelerate: Copilot Value Discovery
Up to \$7.5K

Copilot Accelerate:
Copilot Evaluation Accelerator
Up to \$25K

Copilot Accelerate:
Copilot Adoption Accelerator
Up to \$75K

M365 new commerce CSP Incentive
Up to 25.75%

M365 new commerce CSP Incentive
Up to 25.75%

M365 Accelerate: CSP Adoption
Accelerator ME3/ME5
Up to \$8K

Windows in the Cloud Assessment
Up to \$20K

Microsoft Intune Suite Pilot
Up to \$20K

Teams Phone Pilot
Up to \$20K

Resources

[Partner Incentives Site](#)

[FY25 Modern Work Partner Playbook](#)

Security Partner Incentives FY25


Solution Plays


Threat Protection


Data Security


Modern Sec Ops


Secure Win/SQL Migration


Applicable Across Solution Plays

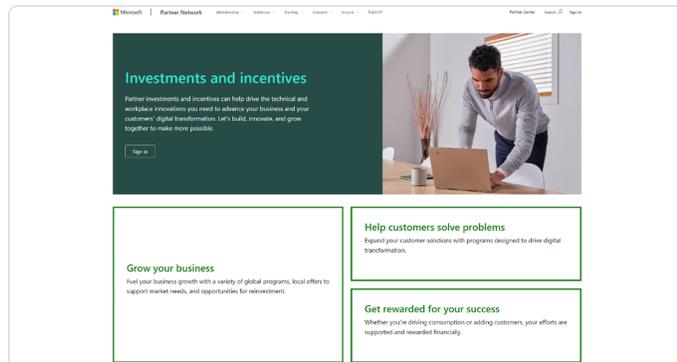
FY25 Investments		
Pre-Sales	Transact	Post-Sales
Threat Protection <i>Up to \$6,500</i>	M365 New Commerce CSP Incentive <i>Up to 25.75%</i>	Security Usage <i>Up to \$30K/WL</i>
Data Security <i>Up to \$6,500</i>	M365 New Commerce CSP Incentive <i>Up to 25.75%</i>	Security Usage <i>Up to \$30K/WL</i>
		Sentinel Migrate & Modernize <i>Up to \$50,000</i>
		Azure Migrate & Modernize w/ Defender for Cloud <i>Up to \$57.5K</i>
	M365 New Commerce CSP Incentive <i>Up to 25.75%</i>	

Resources | [Partner Incentives Site](#) | [FY25 Security Partner Playbook](#)

Next steps to explore more about incentives

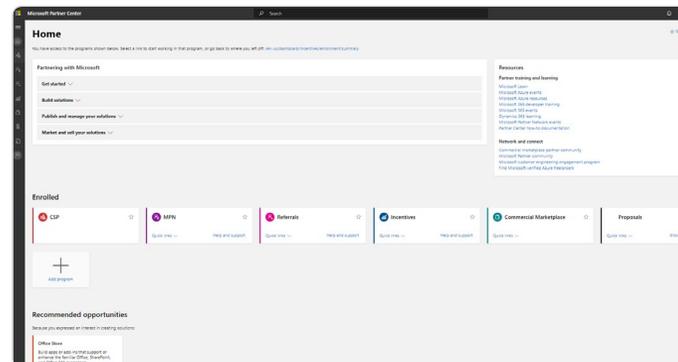
Contact partner support or your assigned PDM for additional information on how you can maximize your earning opportunity

Discover partner incentives



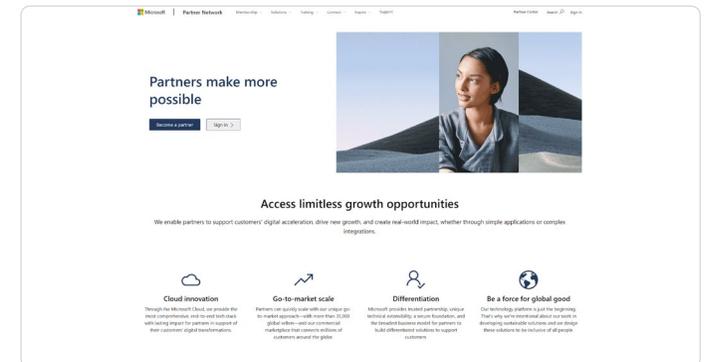
[Microsoft Partner Incentives](#)

Enroll in eligible programs



[Partner Center](#)

Grow your business



[Microsoft Partner Network](#)