



# Modern Work Solution Area Partner Playbook



**AI reinvention**



## Copilot for Microsoft 365

Built on Microsoft's **comprehensive** approach



Security

+



Compliance

+



Privacy

+



Responsible AI

# The AI-Powered Organization



Individual  
productivity  
and creativity



Customize  
and extend  
across processes



Adopt  
and  
measure

# Modern Work

## GPS Solution Area Key Areas of Focus



Accelerate M365 Copilot  
Sales and Adoption – Copilot on  
Every Desk.



Scale in SMC to drive  
partner-led sales &  
deployment.



Expand partner sales  
of Phone through  
Telcos and SIs.



Capture the Virtualization  
opportunity for Microsoft with  
Windows 365 and AVD.

# FY25 Modern Work Solution Plays

	FY25 Growth Drivers	Solution Plays
Mainstream	Copilot	Drive Business Transformation with Copilot
	Microsoft 365 E3	Secure Productivity
	Microsoft 365 E5	Converged Communications
	Windows 365 and Azure Virtual Desktop	Cloud Endpoint
	Frontline Worker	Frontline Worker

# Drive Business Transformation with Copilot



Customer Outcome



Partner Execution

Enable customers deploy and use Copilot as their AI Assistant at work to enhance productivity, amplify human creativity, customize the way users work together with responsible and secure AI.

Leverage market momentum around AI & Copilot to win, deploy and drive adoption of Copilot.

Be the AI & Copilot Advisor to  
Business decision makers

Get customer ready for Copilot  
addressing data security and privacy

Deliver end user Copilot  
adoption & change management

Extend Copilot with integrations  
and customization

1

Listen and Consult

**Build Pipeline**

Target customers and  
execute campaigns

CLAS | M365 Lighthouse  
Campaign in a box  
(11 Languages)

2

Inspire and Design

**Design Solution**

Build customer intent with  
briefings Deliver successful  
pilots with guided evaluation

Value Discovery Briefings  
Evaluation Accelerators

CSP Briefings

3

Empower and Achieve

**Win Deal**

Influence or close the  
Copilot sale Upsell BP/M365 E5  
for security & privacy

**COPILOT ACCELERATE**

Transactional Incentives

4

Realize Value

**Deploy/Drive Usage**

Address data security and  
privacy while driving end  
user enablement

Adoption Accelerators

Deployment Offers

5

Manage and Optimize

**Drive Expansion**

Build business case for  
expansion Extend business  
value with 3P ISV extensions

# Secure Productivity



Customer Outcome



Partner Execution

Enable customers' to safely run their businesses from anywhere with a secure, comprehensive, AI-powered cloud solution in a hybrid work scenario.

Drive deployment and usage in Enterprise; Drive new customer acquisition and upsell BP/ME3 in SMC.

Execute campaigns to generate leads – New customer acquisition and Premium Suite upsell

Build customer intent; Message – Get Copilot ready, vendor consolidation, security concerns

Leverage CSP offers to win new customers/seats

Accelerate deals and drive migration and with Adoption Accelerator

1

Listen and Consult

**Build Pipeline**

Target customers and execute campaigns

CLAS | M365 Lighthouse Campaign in a box

2

Inspire and Design

**Deliver**

Secure Productivity build intent engagements

Customer Accelerators

CSP Briefings

3

Empower and Achieve

**Win Deal**

Influence or close E3 and Business Premium sale

M365 ACCELERATE

Operator CSP Transactional Incentives

4

Realize Value

**Deploy/Drive Adoption**

Address data security and privacy while driving end user enablement

Adoption Accelerators

Deployment Offers

5

Manage and Optimize

**Drive Usage and Seat Expansion**

Secure Productivity Workloads

Online Usage Incentives  
M365 Lighthouse

# Converged Communications



Customer Outcome



Partner Execution

Enable customers in their hybrid-work strategy with its fully integrated communication and collaboration capabilities.

Drive deployment and usage in Enterprise; Drive new customer acquisition and upsell BP/ME3 in SMC.

Land the Converged Comms platform & differentiated value proposition

Build P2P relationships to deliver full platform

Execute intentional Co-sell to win together

Sell-in managed services to optimize customer deployment and adoption

1

Listen and Consult

**Build Pipeline**

Campaign in a box  
(11 Languages)

2

Inspire and Design

**Deliver**

Converged Comms +  
Copilot envisioning and  
build intent sessions

3

Empower and Achieve

**Win Deal**

Phone Service Desk

4

Realize Value

**Deploy**

Drive deployment  
and adoption

5

Manage and Optimize

**Drive Usage**

Converged Comms  
workloads

PHONE ACCELERATE

# Cloud Endpoints



Customer Outcome



Partner Execution

Help customers bring Windows and virtualized applications to the cloud and provide secure AI-powered productivity and development on any device.

1. Deliver pilots to secure customer commitment, and post-sales deployment
2. Partner-led Windows 365 and Azure Virtual Desktop sales

Create virtualization opportunities across W365 & AVD

Drive pre-sales activities to win deals

Drive Virtualization migration and deployment

Drive Virtualization expansion to additional users

1

Listen and Consult

**Build Pipeline**

Target customers and execute campaigns

Campaign in a box  
(11 Languages)

2

Inspire and Design

**Deliver**

Cloud Endpoints Customer Engagements through Partner Accelerators

Windows in the Cloud Assessments AVD Assessments

3

Empower and Achieve

**Win Deal**

W365 CSP Strategic Workload Accelerator

4

Realize Value

**Deploy**

Windows 365 and Azure Virtual Desktop Workloads

ECIF (W365)/ Partner-Led AMM (AVD)

5

Manage and Optimize

**Drive**

Converged Comms workloads

AVD CSP Strategic Workload Accelerator

# Frontline Worker



Customer Outcome



Partner Execution

Empower frontline workers with a platform that enables easier communication and employee experiences, agile operations, and simplified, comprehensive security capabilities while consolidating your technology investment.

Deliver pilots to secure customer commitment, and post-sales deployment

Deliver pilots to secure  
customer commitment

Drive post-sales deployment

Drive FLW usage

1

Listen and Consult

**Build Pipeline**

Campaign in a box  
(11 Languages)

2

Inspire and Design

**Deliver**

3

Empower and Achieve

**Win Deal**

Execute FLW Pilot  
Conduct Partner-led Trial  
Influence M365  
F SKUs sale

Customer/ECIF

4

Realize Value

**Deploy**

Frontline worker workloads

Customer/ECIF

5

Manage and Optimize

**Drive**

# Drive Business Transformation with Copilot



Customer Outcome



Partner Execution

Empower organizations to improve workforce performance through productivity AND employee engagement, a winning combination enabled by Microsoft Viva to drive better business outcomes and customer success.

Advisory partners to help customers define EX strategy; SIs to deliver pilots to demonstrate value pre-sales and/or drive post sales deployment.

Drive pre-sales activities to win deals

Drive post-sales deployment

Drive Viva usage

1

Listen and Consult

Build Pipeline

Campaign in a box  
(11 Languages)

2

Inspire and Design

Design Solution

3

Empower and Achieve

Win Deal

Execute Viva Goals or Viva  
Insights Pilot Influence  
Viva Goals or Insights Sale

Customer/ECIF

4

Realize Value

Deploy

Microsoft Viva Goals or  
Viva Insights workloads

Customer/ECIF

5

Manage and Optimize

Drive