



SMARTER WORK. SECURE BY DESIGN.

AI that works for Africa. Security that protects its future.

AI is transforming how Africa works and for partners, it represents a new growth opportunity. Microsoft Copilot is redefining productivity, development and insight across the continent, while security, governance and trust have become central to every AI conversation.

Through First for Cloud, partners are enabled to take Copilot to market securely and responsibly. Microsoft security is embedded across identity, data, endpoints and cloud infrastructure — allowing partners to deploy Copilot with confidence across SMB and enterprise customers alike.

Across Africa's diverse regulatory environments and security maturity levels, First for Cloud provides the frameworks, architectures and specialist enablement needed to adopt Copilot at scale — protecting customers while accelerating AI adoption.

WHY THIS MATTERS TO PARTNERS:

- Sell AI with confidence — security first architectures reduce risk and remove barriers to adoption
- Drive higher value engagements — move beyond licensing into secure AI readiness, deployment and optimisation.
- Expand services and annuity revenue — unlock ongoing opportunities around governance, security and Copilot optimisation.
- Strengthen customer trust and retention — AI delivered responsibly builds long term relationships.

Contact us today for more information: microsoft.leads@firstdistribution.com