

Copilot for M365 - Getting Started Promotion

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Summary

On August 27, 2024, Microsoft announced a special promotional offer focused on Microsoft 365 Copilot, available to CSP partners globally. This promotion has been extended through June 30, 2025.

Offer Overview

What is the promotion?

Microsoft is providing a 15% discount off the Partner Net Price for 10 to 2,400 seat purchases of Microsoft 365 Copilot, for customers that already have a qualifying subscription during the promotional period.

Who is eligible for this promotion?

This promotion is available to new-to-Microsoft 365 Copilot and existing Copilot customers who have a [qualifying subscription](#), globally.

What organizations should Partners target with this promotion?

The target audience for this offer is Microsoft 365 customers with a focus on customers with at least 10 seats of pre-requisite licenses (see list [here](#)). Messaging is aimed at AI BDMs, department leaders, and IT roles ready to start their AI journey. Also target upcoming M365 renewal customers through end of fiscal year.

What is the recommended approach for this offer?

For new-to-Copilot customers or existing Copilot customers with a few Copilot licenses

To help customers confidently get started with Copilot, we suggest creating a "Getting Started" Offering. This package will provide customers with the essentials to set up, evaluate, and succeed quickly and easily, without a significant upfront commitment. Using the promotional offer, partners can reduce costs and offer a cost-effective bundle that includes partner service hours to support the planning, set up and success measurements and an initial set of Microsoft 365 Copilot licenses. This kit now also includes Copilot Chat and agents for org-wide coverage of AI. Additionally, partners are encouraged to include additional value provided directly from Microsoft, such as [end user enablement materials](#) to support a successful rollout. For more details, please visit aka.ms/CopilotGettingStarted.

For existing Copilot customers who have successfully evaluated Copilot

To help customers scale and become AI-powered, we recommend creating an "Empower More, Save More" offering. This provides 15% license cost savings when enabling the next set of users with Microsoft 365 Copilot. It's a great opportunity to extend savings to customers ready to empower additional teams or departments.

When is the promotion available?

This promotion is valid for eligible customer transactions between September 1, 2024, through June 30, 2025, on annual subscriptions.

What channels/platforms are the promotions available through?

This promotion is available through the CSP new commerce platform only.

What geographies is the promotion available?

The promotional discount is globally available

How do I use this promotion?

Partners can see promotions available to their customers in the portal catalog in the Partner Center. Promotions will automatically apply when purchasing Microsoft 365 Copilot for an eligible customer.

Partners can also access all available promotions and their pricing information in the [Global Promo Readiness Guide](#) or by calling the [get Promotions API](#).

Product	Promotion	Promotional ID
Microsoft 365 Copilot	Microsoft 365 Copilot Getting Started Promotion	39NFJQT20KJ2

How do I verify a customer’s eligibility?

All customers with eligible Copilot for M365 prerequisite licenses are eligible to receive this promotion, provided they purchase a new subscription with a minimum of 10 licenses (maximum of 2,400 licenses).

To directly confirm whether a customer’s transaction has the promotion applied, partners can see the information on the review page in Partner Center before purchasing the product on behalf of the customer. Note that the customer will need to already have or purchase a [qualifying subscription](#).

Top Frequently Asked Questions

How long does this promotional discount last?

The promotional price of the license is valid for the duration of a new annual subscription to Microsoft 365 Copilot. The customer can take advantage of this promotion anytime between the September 1, 2024 – June 30, 2025 promotional sign-up window. The discount will apply through the full term of the annual subscription.

Does the promo apply to my Microsoft 365 Copilot renewals?

Promotions cannot be applied to existing subscriptions at renewal. Partners and customers can utilize this promotion only when purchasing a **new subscription** with a minimum of 10 seats.

If I'm an existing Microsoft 365 Copilot customer, can I add new licenses with the 15% discount?

Customers must purchase a new Microsoft 365 Copilot subscription with at least 10 seats to receive this promotion. Customers can expand their promotional subscription of Microsoft 365 Copilot throughout the term, at the discounted price point (up to 2,400 licenses).

What happens if an eligible customer needs more seats during the promotional period?

Partners/Customers can add more seats (up to the 2,400-seat max) to their subscription at any point during their annual term at the promotional price, if the initial subscription was purchased during the promotional period.

What happens after 1-year subscription concludes?

The promotional pricing will stop applying after the subscription's annual commitment term ends, and the subscription will renew at the standard price point.

Additional Offer Execution Details

Can eligible customers decrease their license count during the promotion period at the promotional price?

Partners can also reduce the number of licenses during the first 168 hours, for a prorated refund. Partners can view the licenses they can reduce and their respective deadlines in Partner Center. Prorated refunds apply to both the one-time and monthly billing option. Partners cannot reduce the number of licenses post the 168-hour window.

Customers cannot reduce the number of licenses of their promotional subscription below the 10-seat minimum.

Can the customer cancel their promotional offer subscription at any time?

Customers can cancel their annual offer subscription during the first 168 hours after renewal for a prorated refund. After the 168-hour cancellation period, customers cannot request a refund for their annual subscription. Partners can turn off auto-renewal on behalf of their customers at any point in customer subscriptions.

What should I do if I have additional questions about this promotion?

For additional questions Partners may have about this promotion, please review the [Global Readiness Promo Guide](#).

How do I reduce my customers commitment time for Microsoft 365 Copilot through this promotion?

Microsoft 365 Copilot is available through an annual commitment, with payment options of either yearly or monthly. For annual upfront payment subscriptions, the full amount is paid at the start of the subscription

term. For annual commitment with monthly payments, the subscription is paid monthly with a 5% price increase.

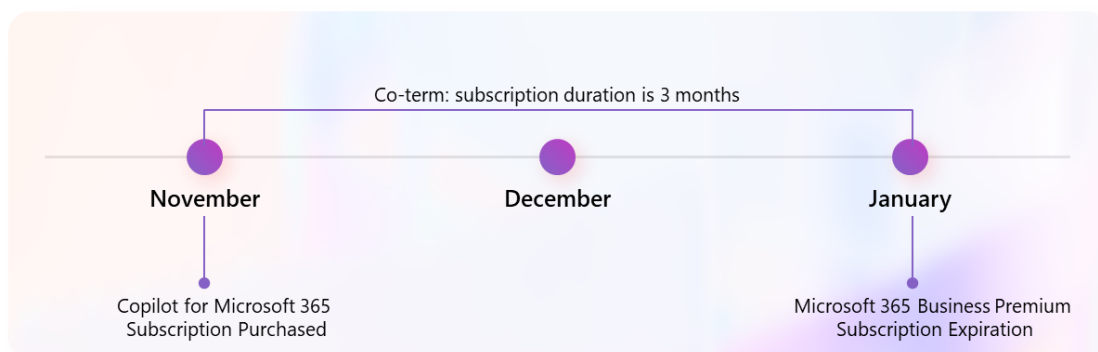
Additionally, partners can use Co-terming to align the end date of a Microsoft 365 Copilot subscription with an existing Microsoft 365 subscription. This means you pay a prorated licensing cost for the remaining time left on the customer's current Microsoft 365 subscription. For more details on aligning subscription end dates, please see [here](#).

Note: Co-terming is only available for customers who have purchased the underlying Microsoft 365 licenses from you.

Co-terming subscriptions sounds like a great way to introduce Copilot to a new customer. How does it work in practice?

It's a great way to reduce overall time commitment and a great opportunity for partners to include value-added services. Here's an example:

- **Customer's existing Microsoft 365 Business Premium subscription:** one year, ending January 31, 2025
- **Customer's new Microsoft 365 Copilot subscription:** one year, purchased November 1, 2024
- **Result:** The Copilot subscription is pro-rated to three months, ending January 31, 2025



Microsoft 365 Copilot annual term subscriptions with monthly billing

1. What is being introduced on December 1, 2024 related to Microsoft 365 Copilot?

On December 1, 2024, Microsoft is introducing a new monthly billing plan for annual term subscriptions of Microsoft 365 Copilot, Microsoft 365 Copilot for Sales, and Microsoft 365 Copilot for Service on the new commerce platform. This means customers will have the option to pay on a monthly basis instead of making an upfront annual payment. Customers will still have the option of an annual billing plan (upfront payment) for annual subscriptions at a 5% discount over the monthly billing plan.

2. What does monthly billing for an annual term subscription entail?

It means customers commit to an annual term subscription for a product, but instead of paying the entire amount upfront, billing will occur each month on the day after the coverage start date.

3. Which products will get the monthly billing option for annual subscriptions starting on December 1, 2024?

On December 1, 2024, Microsoft 365 Copilot, Microsoft 365 Copilot for Sales and Microsoft 365 Copilot for Service monthly billing for annual term subscriptions will launch across Buy Online, CSP, and MCA-E. The monthly billing option for annual term subscriptions of Copilot will be priced 5%* higher than the annual billing option. Please note that the annual billing price for annual subscriptions of [Microsoft 365 Copilot](#), [Copilot for Sales](#), and [Copilot for Service](#) remains unchanged.

4. With Copilot in monthly billing, can customers pay for Copilot monthly and cancel their subscription at any time?

The new monthly billing option gives customers flexibility to pay on a monthly basis. However, they still commit to an annual subscription, cancellations follow the [standard cancellation policy](#).

5. Is Microsoft 365 Copilot for EDU or US Government customers part of the monthly billing for annual term scope?

Yes, Academic and GCC customers will be able to leverage Microsoft 365 annual term subscriptions with monthly billing.

6. Is Microsoft 365 Copilot for eligible nonprofit customers part of the monthly billing for annual term scope?

Yes, non-profits are eligible for monthly billing for annual term, with a 5% price uplift.

7. Why is Microsoft Copilot Studio not part of the annual term subscriptions with monthly billing launch?

Copilot Studio already offers a monthly billing option for the annual term subscription. Customers can now leverage agents on a pay-as-you-go model. More details [here](#).

8. How does the Copilot promo apply for the new monthly billing option for annual subscriptions of Microsoft 365 Copilot?

Customers can take advantage of the 15% discount on Microsoft 365 Copilot with the new monthly billing plan for an annual subscription commitment. This promo expires on June 30, 2025. Note that there is a 5% price increase for the monthly billing option on top of the promo pricing. By committing to a 12-month subscription, customers can secure the promo pricing for the entire duration and have the flexibility to add up to 2,400 licenses. For more details, please refer to the promo FAQ: <https://aka.ms/CopilotCSPPromoFAQ>

9. Is there a discounted offer available on Microsoft 365 Copilot to eligible nonprofits customers?

Yes, beginning November 1, 2024, eligible nonprofit customers can receive a 15% discount through CSP channel using the new Microsoft 365 Copilot (Non-profit pricing) SKU. There is no minimum purchase

requirement, and no limit on the number of licenses you can buy. Partners can find more information about it [here](#).

10. Do you have any plans to apply price levels waterfall in EA for Copilot?

This topic is not part of our current news, and we don't have anything to share about it today.

11. Are there any plans to release Microsoft 365 Copilot on Month-to-Month?

This topic is not part of our current news, and we don't have anything to share about it today.

12. What can be shared with CSP partners to help customers understand this new monthly billing option for annual subscriptions of Microsoft 365 Copilot?

Inform customers of the new monthly billing option for annual subscriptions of M365 Copilot starting December 1, targeting customers who are blocked due to pricing, using the resources on [Copilot for CSP Partner Page](#). Partners can leverage the [15% promo](#), expiring June 30, 2025, with this new option, and position the [Getting Started Offer](#) for CSP partners to deliver value to customers sooner, while locking in 12 months of promotional pricing.

For more details on annual monthly billing see the FAQ here:

<https://aka.ms/AMBillingChangePartnerFAQ>