



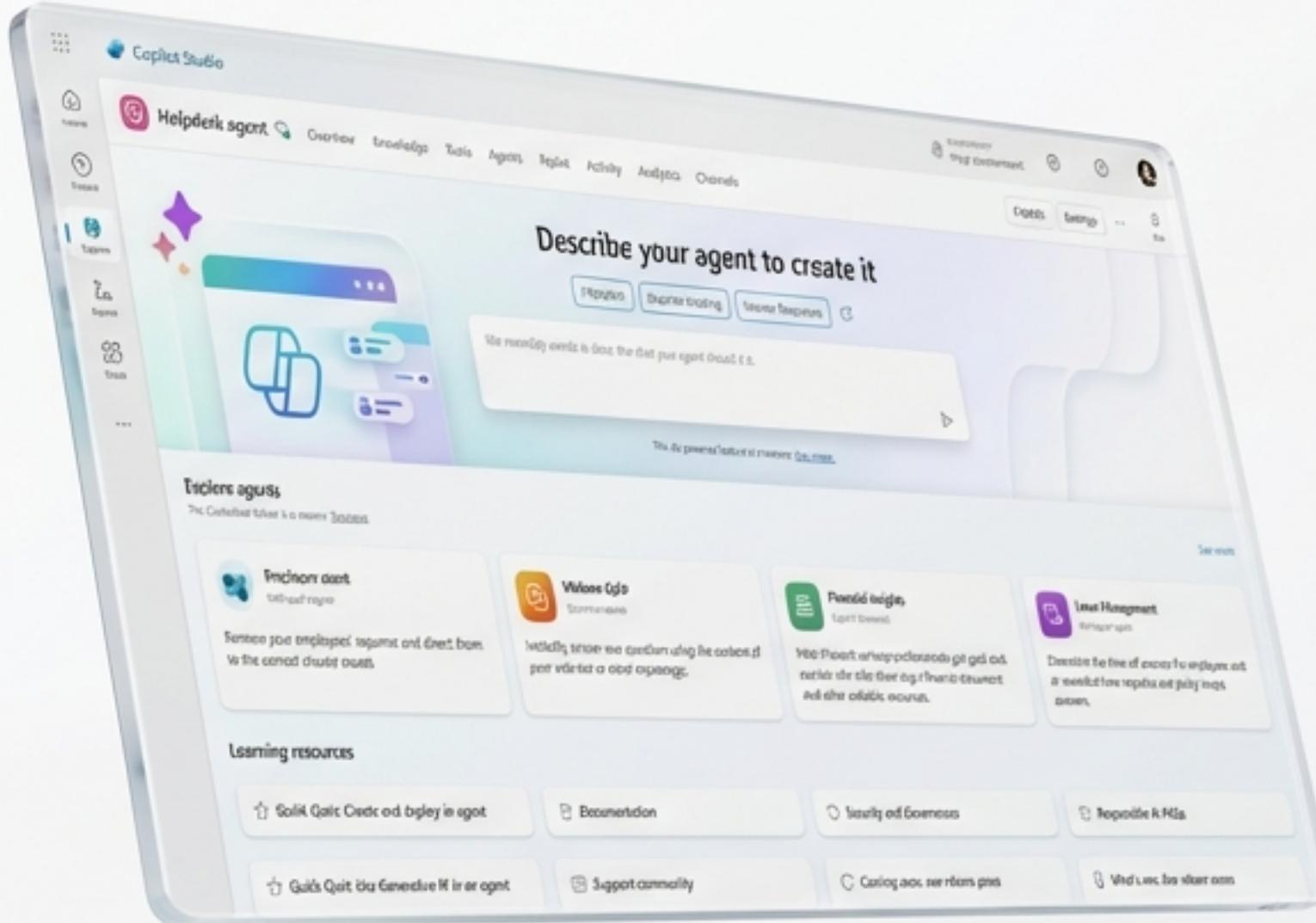
Microsoft Copilot Studio: Stakeholder Licensing Guide

Fueling Innovation: A guide to value,
currency, and consumption models.

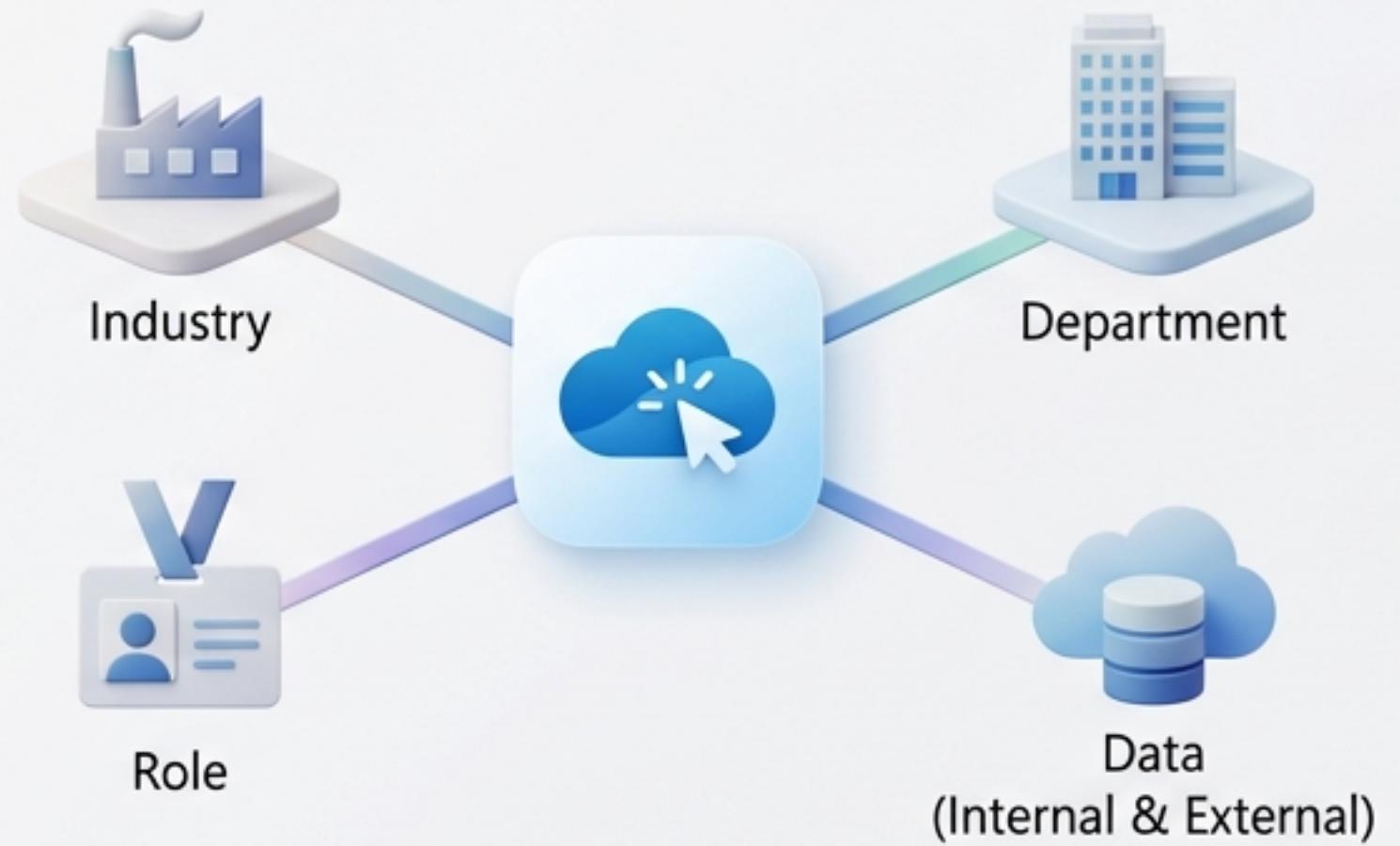


Updated February 2026 | Based on official Microsoft Licensing Data.

The Engine: What is Copilot Studio?



The Innovation Hub



- **Build:** Create agents using natural language or graphical interfaces.
- **Customize:** Tailor agents for HR, Finance, or Customer Service.
- **Deploy:** Publish to Teams, Web, or external platforms.
- **Connect:** Invoke plugins and workflows to perform real tasks.

The Universal Currency: Copilot Credits



Definition

A credit measures the time and effort for an agent to retrieve info, respond, or execute a workflow.

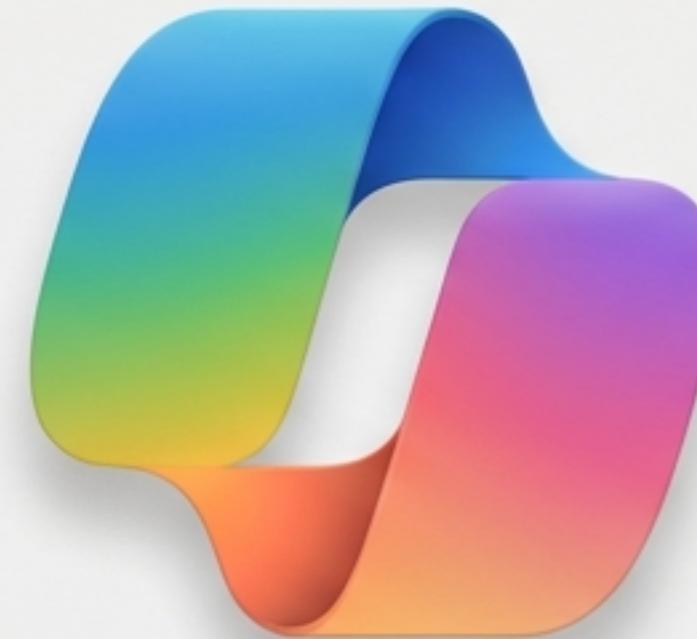
The Rule

Complexity drives cost. Simple text replies consume less fuel than complex GenAI tasks.

Universal

Credits are the common currency across all Copilot Studio capabilities.

The Baseline: What is included in Microsoft 365 Copilot?



Standard Entitlement

- ✓ **Included:** Limited rights to create and publish agents within M365 (Teams, SharePoint).
- ✓ **Connectors:** Includes Standard Power Platform connectors.
- ✓ **The Limit:** Subject to Fair Usage policies.

Upgrade Trigger

Need more power? Premium connectors, external-facing agents, or high-volume automation require standalone Copilot Credits.

Four Ways to Fuel Your Innovation



The Flexible Meter
Post-paid flexibility



The Capacity Pack
Predictable subscription



The Bulk Reserve
Upfront annual commitment



The Unified Engine
Studio + Foundry combined

Option 1: Pay-as-you-go Meter

- ✓ **Cost:** \$0.01 per Copilot Credit
- ✓ **Billing:** Post-paid arrears at end of month
- ✓ **Best For:** Scalability, seasonality, and testing new agents.
- ✓ **Setup:** Configured via Azure subscription.



Key Benefit: No commitment required. Ideal for preventing service interruptions due to overages.

Option 2: Monthly License (Capacity Pack)

- **Unit:** 1 Capacity Pack = 25,000 Copilot Credits
- **Cost:** \$200 per pack / month
- **Model:** Recurring monthly subscription
- **Constraint:** Use it or lose it—unused credits do not roll over.

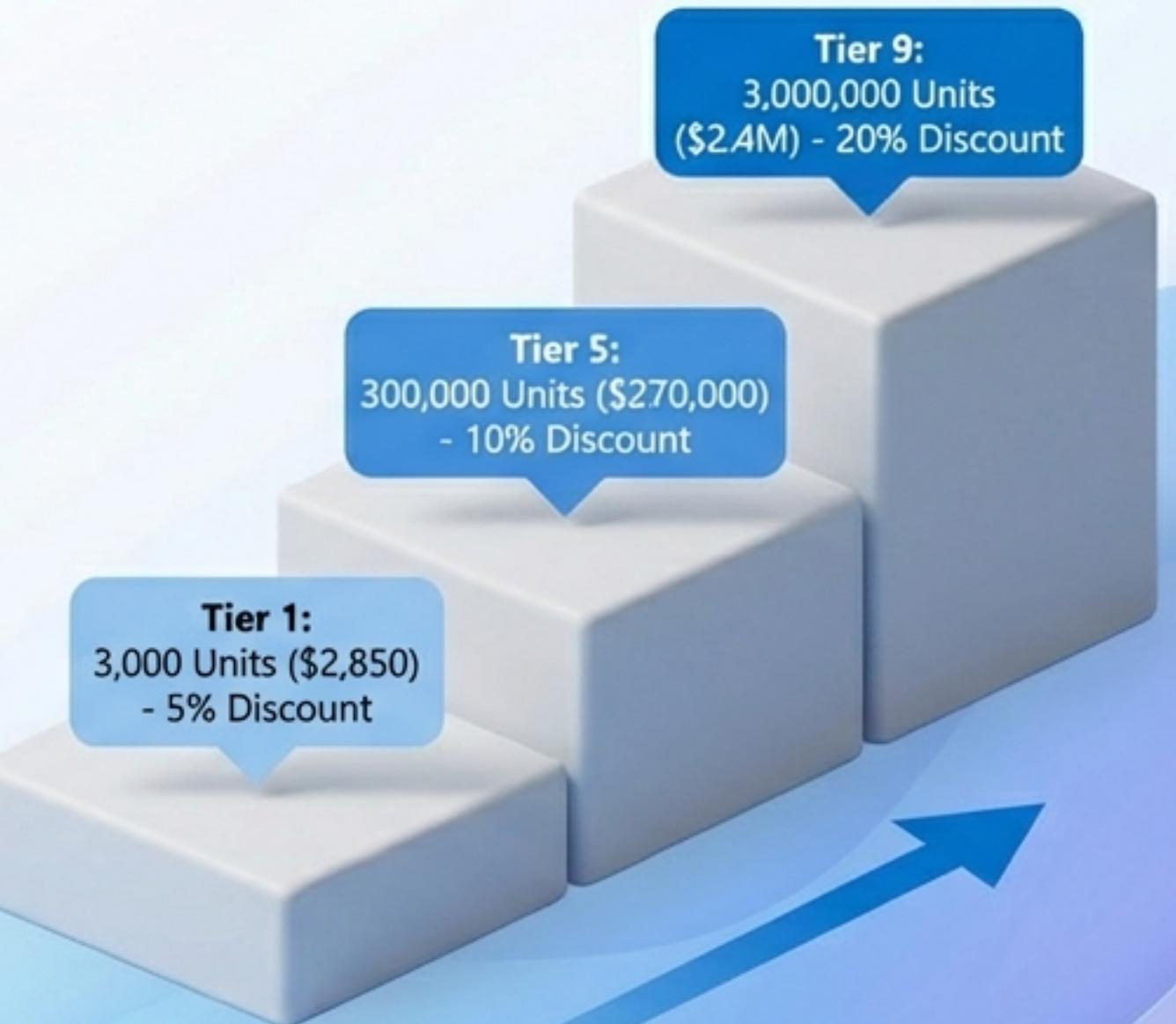
Recommendation: Combine with Pay-as-you-go meter to handle unexpected spikes.



Option 3: Copilot Credit Pre-Purchase Plan (P3)

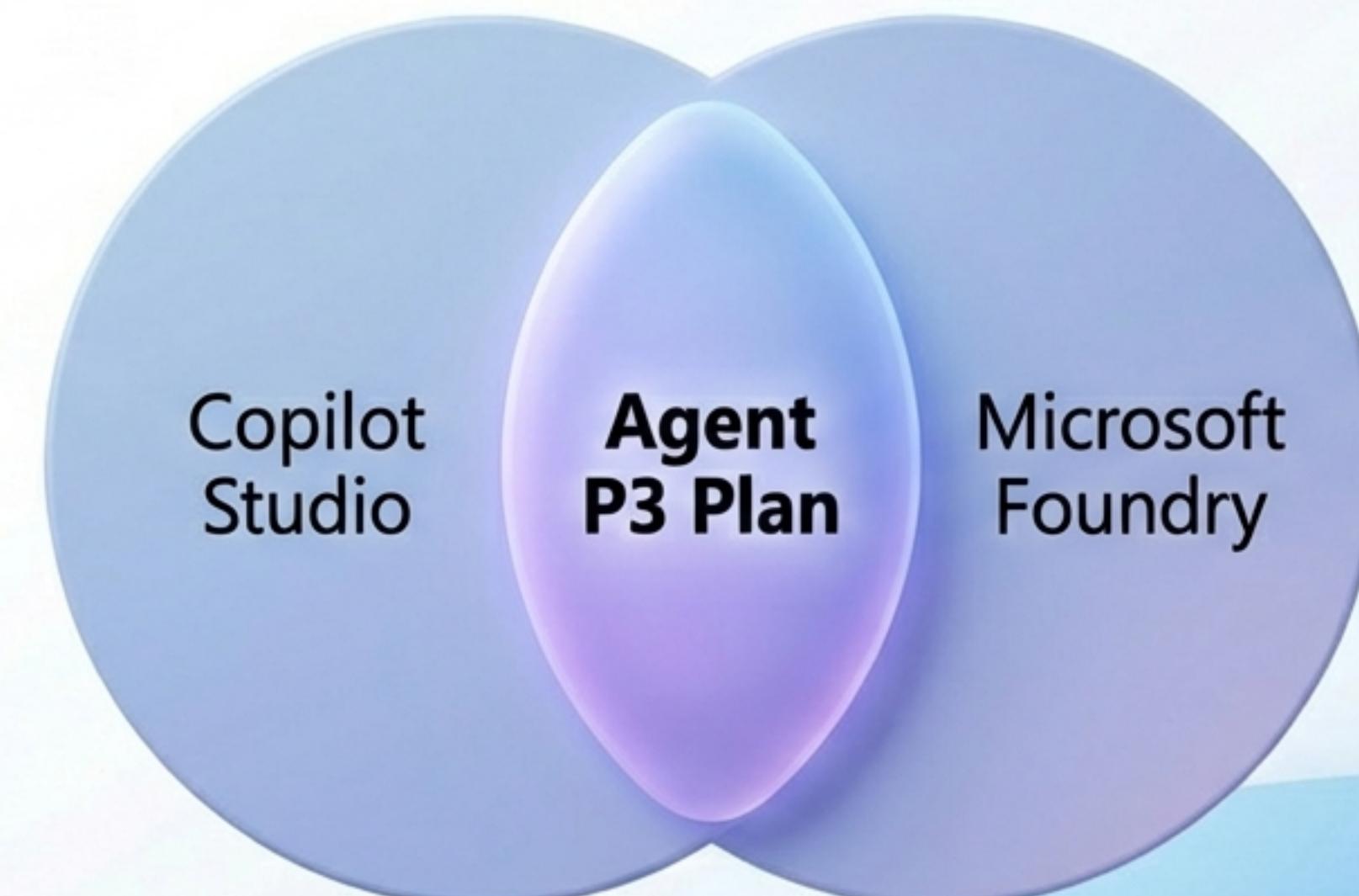
- ✓ **Commitment:** 1-Year upfront payment.
- ✓ **Currency:** Copilot Credit Commit Units (CCCU). 1 CCCU = 100 Credits (\$1 value).
- ✓ **Flexibility:** Draw down credits anytime during the year.

Volume Savings Tiers



Option 4: Microsoft Agent Pre-Purchase Plan (P3)

- ✓ **Scope:** Covers agentic services across both Studio and Foundry.
- ✓ **Currency:** Agent Commit Units (ACUs). 1 ACU = 100 Credits.
- ✓ **Commitment:** 1-Year upfront.



- Volume Savings Tiers
- ✓ Tier 1 (20k ACUs): 5% Discount
 - ✓ Tier 2 (100k ACUs): 10% Discount
 - ✓ Tier 3 (500k ACUs): 15% Discount

Which model fits your business rhythm?



No Surprises: Tracking & Estimation



- **Copilot Studio Agent Usage Estimator:** Forecast consumption before deploying.
- **Activity Map:** Visualize agent actions (triggers, topics, connectors) to see where credits are burned.
- **Power Platform Admin Center (PPAC):** Track organization-wide usage and billing details.



The screenshot shows the Power Platform Admin Center interface. On the left, there's a navigation sidebar with options like Home, Environments, Environment groups, Advisor, Security, Analytics, Billing, Settings, and Copilot. The Copilot option is currently selected. The main area is titled "Tenant settings" with the sub-instruction "These settings are applicable across your environments". It lists several items under "Name": Copilot in Power Apps (preview), Copilot feedback, Copilot data collection, Environment routing, Weekly digest, and Canvas app insights. A modal window titled "Publish bots with AI features" is open on the right, containing a description, a "Learn more" link, a note about supplemental terms, and an "Enabled" toggle switch which is turned on.

Infrastructure: Dataverse Capacity



Database

15 GB (Definitions & Data)



File

20 GB (Attachments/Images)



Log

2 GB (Audit/Compliance)

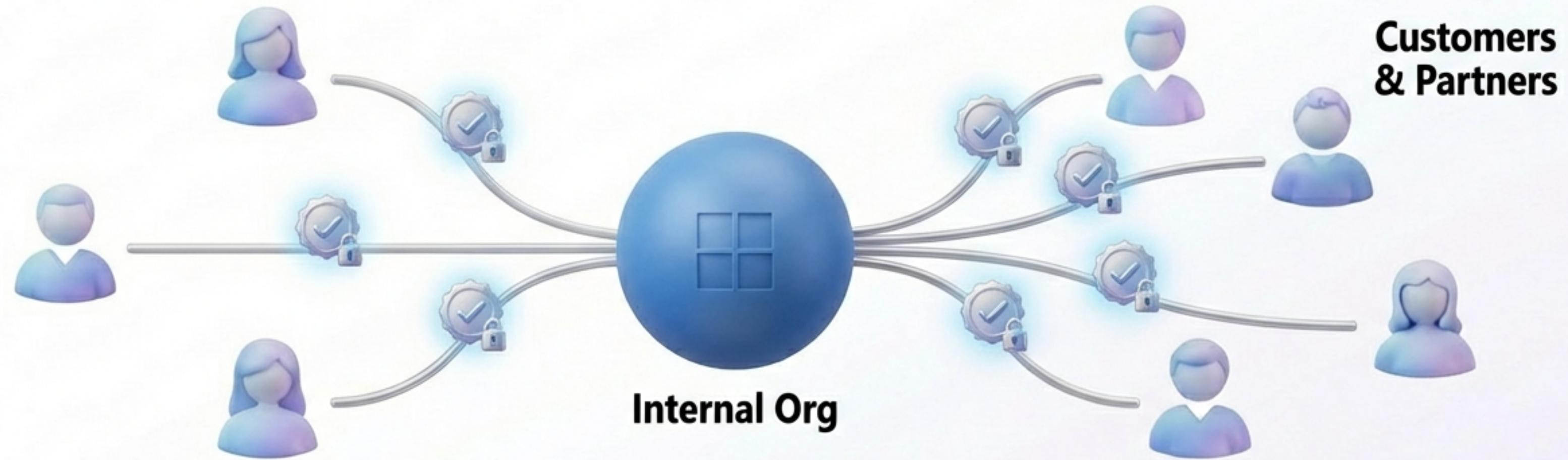
- **Important:** This is a one-time per tenant entitlement, not per user.
- **Expansion:** Extra capacity available as add-ons (e.g., \$40/mo per GB Database).

Security & Governance



- **Managed Environments:** Included in licenses. Admins control sharing limits.
- **DLP Policies:** Data Loss Prevention rules apply to connectors and agent data.
- **Geo-Residency:** Data stays in your region.
- **Disable Switch:** Admins can turn off Generative AI publishing capabilities at the tenant level.

Licensing for External Audiences



- **The Rule:** External users must be appropriately licensed to access Power Platform data/services.
- **Multiplexing:** Pooling connections or using automated hardware does not reduce license requirements.
- **Guest Access:** May require Power Platform User SLs or Power Pages capacity.

Summary & Next Steps



The Fuel

Copilot Credits drive all agent actions.



The Buy

Choose Meter (Flex), Pack (Steady), or P3 (Bulk).



The Manage

Track via PPAC and control via Managed Environments.

Resources

- Copilot Studio Pricing Page
- Sign up for a Free Trial
- Microsoft Central Licensing Hub

Disclaimer: Pricing is USD ERP and subject to change. Data based on Feb 2026 Guide.