



Power CAT ***AI WEBINARS***

Building an AI-ready organization



Meet your **hosts**



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Copilot Studio Licensing

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SCAN ME



Copilot Studio

Copilot Studio is your tool for **building agents** and **extending Microsoft 365 Copilot**.



Meet your users where they already are



Access everything in one place



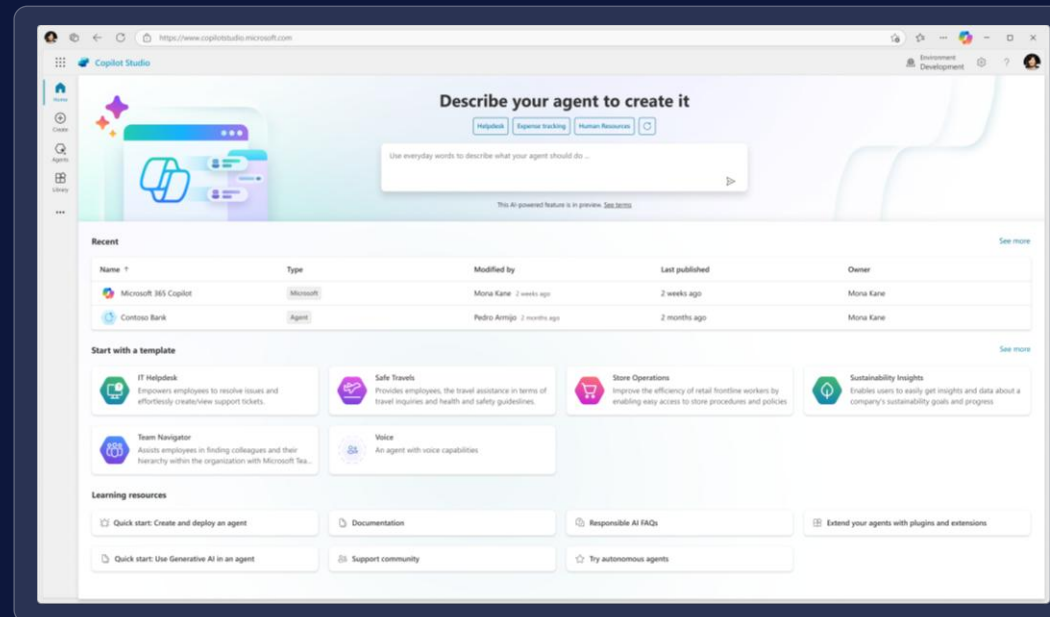
Automate your workflows



Integrate with your external apps



Connect to your data in Microsoft 365



Building enterprise agents to transform business processes



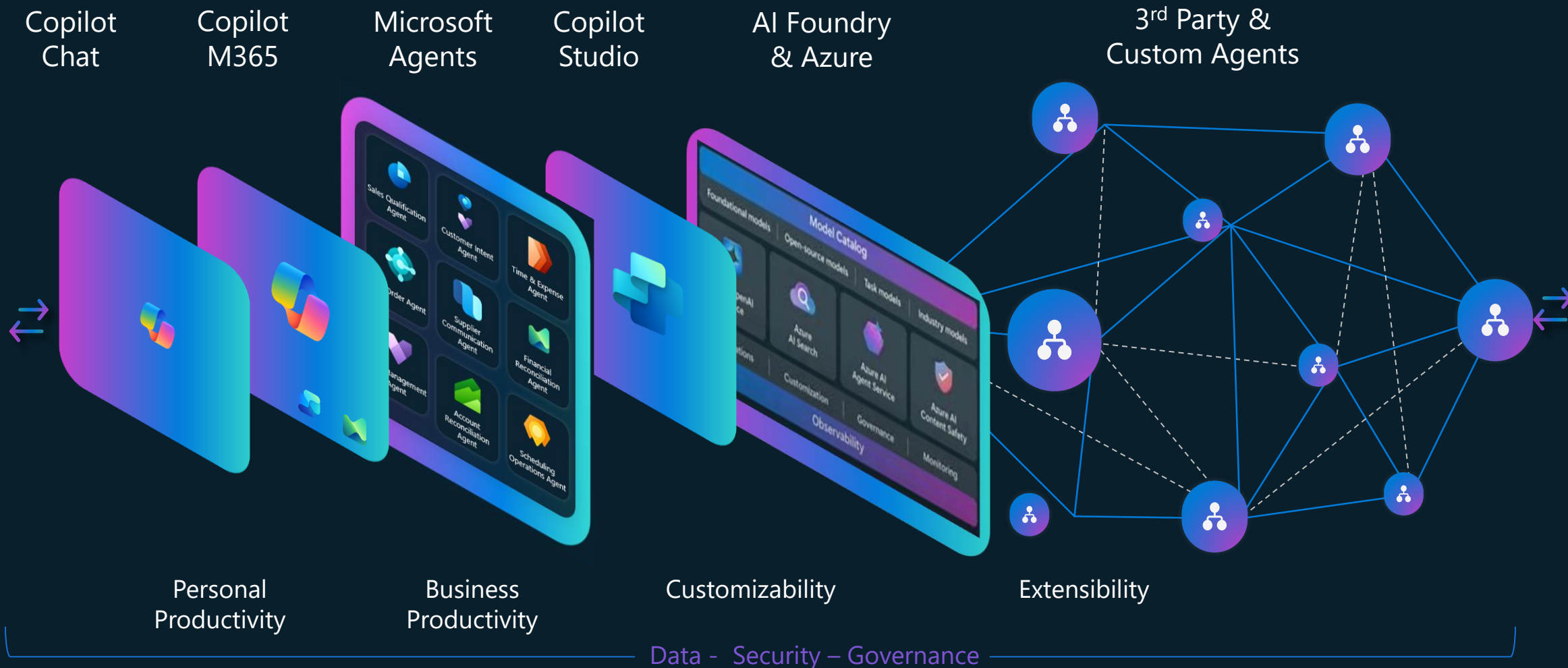
Enhancing MS Copilot to improve information workers productivity



Works with Azure Foundry to build custom AI solutions

Microsoft Agentic Ecosystem

Build and extend across your integrated Microsoft platform



Copilot Studio momentum

230K

organizations

Billed Messages Overview

Licensing Overview

Copilot Studio provides the ability to create and run agents. As users interact with Copilot Studio agents or agents perform tasks on behalf of users, they consume Copilot Studio messages. Copilot Studio messages are the common currency across Copilot Studio capabilities and are available via the Copilot Studio pay-as-you-go meter and Copilot Studio message pack subscription.

Additionally, limited Copilot Studio use rights are included with Microsoft 365 Copilot and Microsoft 365 Copilot Chat licenses. For a detailed breakdown of these entitlements, please refer to the summary of Summary of Copilot Studio table in this guide for details.

Billed Messages

Messages are a measure of the time and effort required for an agent to retrieve information and respond to prompts and any actions/custom skills the agent uses. The number of messages decremented for each response or action is dependent on the complexity of the task completed by the agent.

Agent Activity – Billing Rates

Copilot Studio Billing Rates (Agent Activity)	Orchestration Mode	M365 Copilot Users ¹	Copilot Chat Users	Non-Authenticated Users
		Agents published on Microsoft 365 apps and services		Agents published on non-Microsoft 365 apps and services
Web-grounded answers Dynamically-generated responses based on the web as a knowledge source.	Classic & Generative	Included ²	Included	2 messages
Classic answers Predefined responses manually authored by makers through topics (includes messages, connectors, flows etc.) that are static unless manually updated in Classic Orchestration mode. Used when a precise or controlled response is desired output. Each action (not each topic) counts as an answer. Not available in agent builder.	Classic only	Included	1 message	1 message
Generative answers ^{3,4} Dynamically-generated responses based on knowledge sources and context that provide flexible and natural interactions.	Classic & Generative	Included	2 messages	2 messages
Tenant graph grounding for messages ^{3,4} Grounding to enhance AI agents with up-to-date, context-aware knowledge from Microsoft 365 and external data, offering built-in security and inheriting data access governance policies.	Classic & Generative	Included	10 messages	10 messages
Agent actions ^{3,4} AI-led orchestration for triggers, topics, agent flows, text & generative AI tools, Power Platform premium connectors and custom connectors to automate complex business processes. Not available in agent builder.	Generative only	Included	5 messages	5 messages

- Interactive use of classic answers, generative answers, tenant graph grounding and agent actions by authenticated Microsoft 365 Copilot users, in Microsoft 365 apps and services, will be included at no additional cost. (Interactive use means user makes agent do something through an explicit interaction.)
- Use of Declarative Agents grounded in web data is free on Microsoft 365 Copilot Chat.
- Each interaction with an agent could utilize multiple utilization rates simultaneously i.e., an agent grounded in tenant graph could use 12 messages (10 for the graph grounding and 2 for Generative Answers) to respond to a single complex prompt from the user. Most agents built natively in SharePoint or Copilot Chat will have tenant graph grounding enabled by default.
- Generative answers, tenant graph grounding for messages, web-grounded answers and agent actions can be used by both declarative agents and custom engine agents.

AI Tools – Billing Rates

Copilot Studio Billing Rates (AI Tools)

	Orchestration Mode	M365 Copilot Users ¹	Copilot Chat Users	Non-Authenticated Users
		Agents published on Microsoft 365 apps and services		Agents published on non-Microsoft 365 apps and services
Text & generative AI tools Specialized tools that extend agents capabilities by teaching them to perform specific tasks, leveraging a combination of AI prompt engineering, model configuration, code execution, and knowledge retrieval.				
Basic (Message rate per 10 response ¹)	Classic & Generative	1message	1 message	1 message
Standard (Message rate per 10 response ¹)	Classic & Generative	15 messages	15 messages	15 messages
Premium (Message rate per 10 response ¹)	Classic & Generative	100 messages	100 messages	100 messages
Content processing tools (Message rate per page) Specialized tools to extract data from documents with prebuilt or custom models or perform object detection from images. These tools are only available in agent flows.	Classic only	8 messages	8 messages	8 messages
Agent flow actions (Message rate per 100 flow actions) Item used to charge for agent flows, which are predefined sequences of flow actions to execute repetitive tasks quickly, without requiring agent reasoning and orchestration at each step.	Classic & Generative	13 messages	13 messages	13 messages

1. Using a prompt in an agent generates a Text & generative AI Tools event. An agent can use prompts within a topic or an action. 1 response = 1,000 tokens for LLM models, 1 image for image processing, 1 page for content processing, 1,000 characters for text processing and 1 row when processing rows for prediction. Billing will be prorated to the exact number of responses. Refer to the Text & Generative AI Tools section of this guide for more information on AI Tools and feature mapping.

AI Tools – Billing Rates

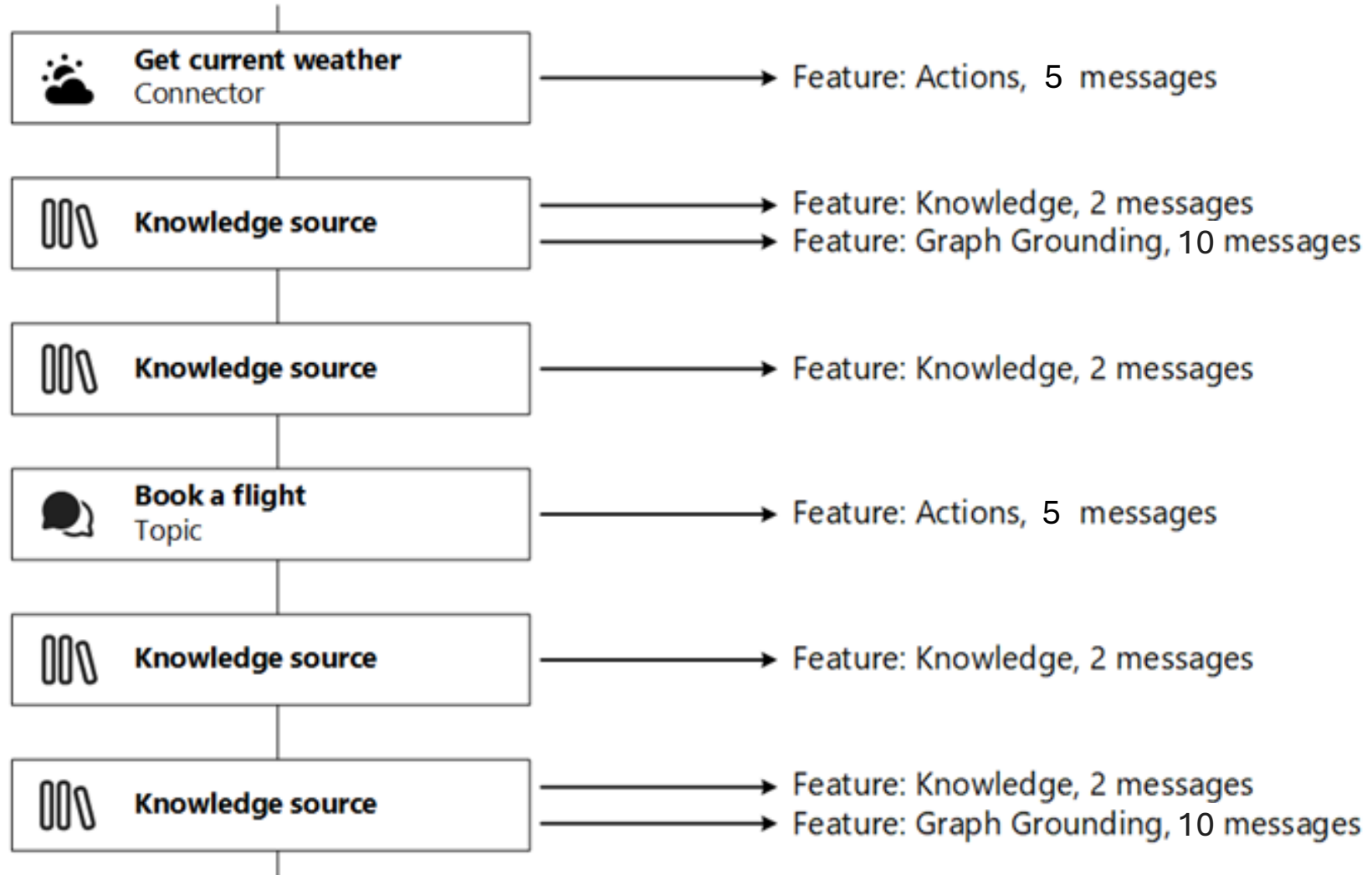
Text & Generative AI Tools

AI Builder capability	Copilot Studio/AI Tools features	Copilot Studio message rate
Prompt using GPT 4o mini model	Text and generative AI tools (basic)	0.1 messages/1K tokens ¹
Prompt using GPT 4o model	Text and generative AI tools (standard)	1.5 messages/1K tokens ¹
Prompt using o1 model	Text and generative AI tools (premium)	10 messages/response ¹
Custom document processing model	Content processing tools	8 messages/page
Invoice processing	Content processing tools	8 messages/page
Receipt processing	Content processing tools	8 messages/page
Identity document reader	Content processing tools	8 messages/page
Business card reader	Content processing tools	8 messages/page
Object detection	Content processing tools	8 messages/page
Text recognition	Text and generative AI tools (basic)	0.1 messages/response
Sentiment analysis	Text and generative AI tools (basic)	0.1 messages/response
Language detection	Text and generative AI tools (basic)	0.1 messages/response
Key phrase extraction	Text and generative AI tools (basic)	0.1 messages/response
Prediction (scheduled)	Text and generative AI tools (basic)	0.1 messages/response
Prediction (real time)	Text and generative AI tools (basic)	0.1 messages/response
Text translation	Text and generative AI tools (standard)	1.5 messages/response
Entity extraction (prebuilt)	Text and generative AI tools (standard)	1.5 messages/response
Entity extraction (custom)	Text and generative AI tools (standard)	1.5 messages/response
Category classification (custom)	Text and generative AI tools (standard)	1.5 messages/response

1. This encompasses input and output tokens. (Input tokens includes both customer and system prompts.)

Understanding Message Burn Rate

Billing event mapping



Dataverse for Copilot Studio

Dataverse default and accrued subscription capacity entitlements

Copilot Studio default subscription capacity leverages the same tenant and infrastructure and will accrue across one tenant. Every tenant with a Copilot Studio license receives default capacity.

Copilot Studio capacity per tenant	Default per tenant
Dataverse Database capacity	5 GB
Dataverse File capacity	20 GB
Dataverse Log capacity	2 GB

Copilot Studio Purchasing Options

Messages and Message Packs

- Message Packs
 - Prepaid – Packs of 25,000 Messages
 - Pay As You Go – Azure MAC
- Configurations
 - Prepaid Capacity Spare
 - Prepaid w/ Azure Burst Mode

Summary of Copilot Studio

	Microsoft Copilot Studio pay-as-you-go meter	Microsoft Copilot Studio message pack subscription	Copilot Studio use rights with Microsoft 365 Copilot
Plans	RECOMMENDED MOTION Copilot Studio \$0.01 per message	Copilot Studio \$200 per message pack/month*	Copilot Studio in Microsoft 365 Copilot \$30 per user/month*
Included Messages ¹	Pay-as-you-go ²	25,000 Messages ³	Unlimited ⁴
Generative AI	●	●	Limited ⁴
Create and publish your own agents and agent flows anywhere	●	●	
Create and Publish your own agents and plugins to extend Microsoft 365 Copilot			●
The output you create is...	Your own agent	Your own agent	Your own agent ⁵
Power Automate cloud flows as actions in agents		● ⁶	
<u>Standard</u> Power Platform connectors	●	●	●
<u>Premium</u> and <u>Custom</u> Power Platform connectors	●	●	●
On premises and cloud services data transfer for Power Platform Connectors	●	●	●
Dataverse for Copilot Studio	● ⁷	● ⁷	● ⁷
Managed Environments	● ⁸	● ⁸	● ^{8,9}
Available channels to publish your agents/plugins	External channels (e.g., External Web, FB, WhatsApp etc.) Internal Channels (e.g., Internal Web, Teams, etc.)	External channels (e.g., External Web, FB, WhatsApp etc.) Internal Channels (e.g., Internal Web, Teams, etc.)	Microsoft 365 experience

1. Customers will be charged according to the consumption of “messages,” the common currency across Copilot Studio capabilities. Messages are the measure of time and effort required to retrieve information and respond to prompts or actions taken by an agent.

2. The Copilot Studio pay-as-you-go meter enables you to post-pay based on the actual number of messages consumed in a month.

3. Messages are offered via prepaid message pack subscription licenses. 1 message pack = 25,000 messages.

4. Interactive use of classic answers, generative answers, tenant graph grounding and agent actions by authenticated Microsoft 365 Copilot users, in Microsoft 365 apps and services, will be included at no additional cost. Microsoft 365 apps and services include: Word, Excel, PowerPoint, Outlook, Exchange, SharePoint, OneNote, OneDrive, Microsoft Stream, Microsoft Bookings, Microsoft Access, Viva Engage, Viva Insights, Microsoft Lists, Microsoft Forms, Sway, Visio, Microsoft Planner, Microsoft To Do, Microsoft Loop, Clipchamp, M365 Copilot Chat, and Teams. Microsoft reserves the right to add limits in the future.

5. Agents built on Copilot Studio, for Teams, SharePoint and Microsoft 365 Copilot, are included with the Microsoft 365 Copilot user license at no additional charge.

6. Cloud flow usage of up to 250,000 Power Platform Requests per day at the tenant level is included as part of the Copilot Studio message pack subscription. Cloud flows do not consume Copilot Studio message capacity.

7. Dataverse for Copilot Studio default capacities: Dataverse Database 5 GB, Dataverse File 20 GB, Dataverse Log 2 GB. Additional Database, File and Log subscription capacity can be purchased in increments of 1 GB.

8. Please see [Managed Environments](#) for licensing details.

9. Managed Environments is enabled only for features related to Copilot Studio.

*Billed annually

Copilot Studio Message Costs (MSRP)

Copilot Studio pay-as-you-go meter

The Copilot Studio pay-as-you-go meter enables organizations to post-pay based on the actual number of messages consumed by agents in a billing month. No up-front license commitment is required, allowing organizations to scale usage and ensure business continuity for mission critical business processes with flexibility, scalability, seasonality and no interruptions due to overages.

- **Pricing:** \$0.01/message
- **Meter Definition:** The Copilot Studio pay-as-you-go meter counts the total number of messages consumed by agents.

Copilot Studio Pay-as-you-go Meter Offer Summary	
SKU Name	Copilot Studio pay-as-you-go
License type	Per environment via billing plan
Meter name	Copilot Studio pay-as-you-go messages

Copilot Studio message pack subscriptions

Copilot Studio messages are also offered through the Copilot Studio message pack subscription license. Message packs should be purchased for the anticipated number of messages that will be consumed by the tenant in a month.

- **Pricing:** \$200 per pack/month
 - **Capacity:** 1 message pack = 25,000 messages
- For additional capacity, it is recommended to sign up for the pay-as-you-go meter ensure business continuity. Message consumption won't be counted against the pay-as-you-go meter until customers have exhausted message pack entitlements.

Copilot Studio Message Pack Subscription Offer Summary	
SKU Name	Copilot Studio
License type	Per Tenant
1 Message Pack	25,000 messages per month

Copilot Studio Message Costs (MSRP)

Don't Forget the Author Licenses

Building and Managing agents: A Copilot Studio Author role is required for users to build and manage agents when Copilot Studio is licensed via pay-as-you-go. To grant access, navigate to Settings and update the Copilot Author setting in the [Power Platform Admin Center](#). There, you can assign a security group, and only members of that group have access to Copilot Studio.

- **Role required:** Copilot Studio Author role
- **Pricing:** \$0

Copilot Studio Resources

Blog posts

Microsoft 365

aka.ms/Build2025blog

Copilot Studio

aka.ms/Build2025/CopilotStudioBlog

Tech Community

aka.ms/Build25_M365Copilot_blog

Dataverse

aka.ms/Build2025/DataverseBlog

Resources

Microsoft 365 Developer

aka.ms/Build2025/M365Dev

Third-party agent demos

aka.ms/3PAgentDemos

Copilot and agent adoption

aka.ms/Copilot-Adoption

Book of News

[Microsoft Build 2025 Book of News](https://Microsoft.com/Build2025/BookofNews)

Licensing Guide (June 2025)

[Microsoft Licensing Guide June 2025](https://Microsoft.com/Licensing/Guide/June2025)

Get started today



aka.ms/trycopilotstudio
aka.ms/mcsLicensingDocs
aka.ms/mcsLicensingGuide



Learn **more**

aka.ms/copilotstudio/learnmore



Thank you!

