



Empower your customers  
to reimagine their  
business with  
AI agents

# Welcome.

"We are entering a defining moment in technology—an Agentic AI era that is reshaping every industry, every business model, and every customer expectation. For our partners, the opportunity is massive and immediate; it is here NOW!"

Partners bring the industry expertise, delivery scale, and trusted customer relationships that are essential to turning AI's potential into real-world outcomes. At Microsoft, we are deeply committed to co-innovation—working with you to build intelligent agents rooted in your IP and domain leadership.

We're here to co-sell with you through our global commercial engine, and to help you scale through our marketplace, solution accelerators, and go-to-market investments. This is more than a technology shift—it's a business transformation, like we have never seen before.

Together, we're not just accelerating Agentic AI—we're defining how it's adopted, trusted, and scaled across industries. Let's lead this transformation—and unlock extraordinary growth—together."

## Stephen Boyle

Worldwide Leader  
Global System Integrators and Advisory Partners  
Microsoft

This playbook is your guide to building and scaling your AI transformation practice, enabling your clients to get the most value from AI and AI agents.

"We are dedicated to empowering individuals and organizations to achieve more by cultivating a trusted partner ecosystem—one that enables responsible AI innovation, fosters confident customer engagement, and delivers enduring societal value.

This playbook serves as a strategic guide for our partners, equipping them with the tools, insights, and best practices needed to navigate and lead in the era of AI transformation. By building on Microsoft's technology stack and leveraging our partner support infrastructure it empowers partners to accelerate their AI journey—whether by launching new practices, scaling Centers of Excellence, or delivering differentiated solutions that drive real-world impact"

## Dave Miller

Sr. Director  
Cloud & AI Platform Partner Strategy  
Microsoft

"By embracing this Agentic AI Playbook, we're enabling Global ISVs to codesign next generation, autonomous solutions with Microsoft—accelerating meaningful customer outcomes. Through a trusted, scalable ecosystem, partners can deploy intelligent agents responsibly, delivering innovation at speed while transforming business workflows and driving sustained value.

Aligning with Microsoft's ISV Success program, Global ISVs and software firms gain access to Microsoft's full stack of AI tools—from Azure OpenAI and Azure AI Foundry to Copilot Studio and Power Platform—alongside Azure credits, developer tools, sandbox environments, and certification vouchers to rapidly build responsibly intelligent, agent-based solutions.

With dedicated Go-to-market support—including commercial marketplace listing optimization, Marketplace Rewards, and Co-Sell assistance with Microsoft's global field teams—partners can accelerate sales, expand reach, and drive measurable customer impact much faster. The combined technical and marketing enablement empowers ISVs to transform innovation into enterprise value more confidently and at scale.

## Sandy Gupta

Vice President  
Ecosystem of Global Software Companies  
Microsoft

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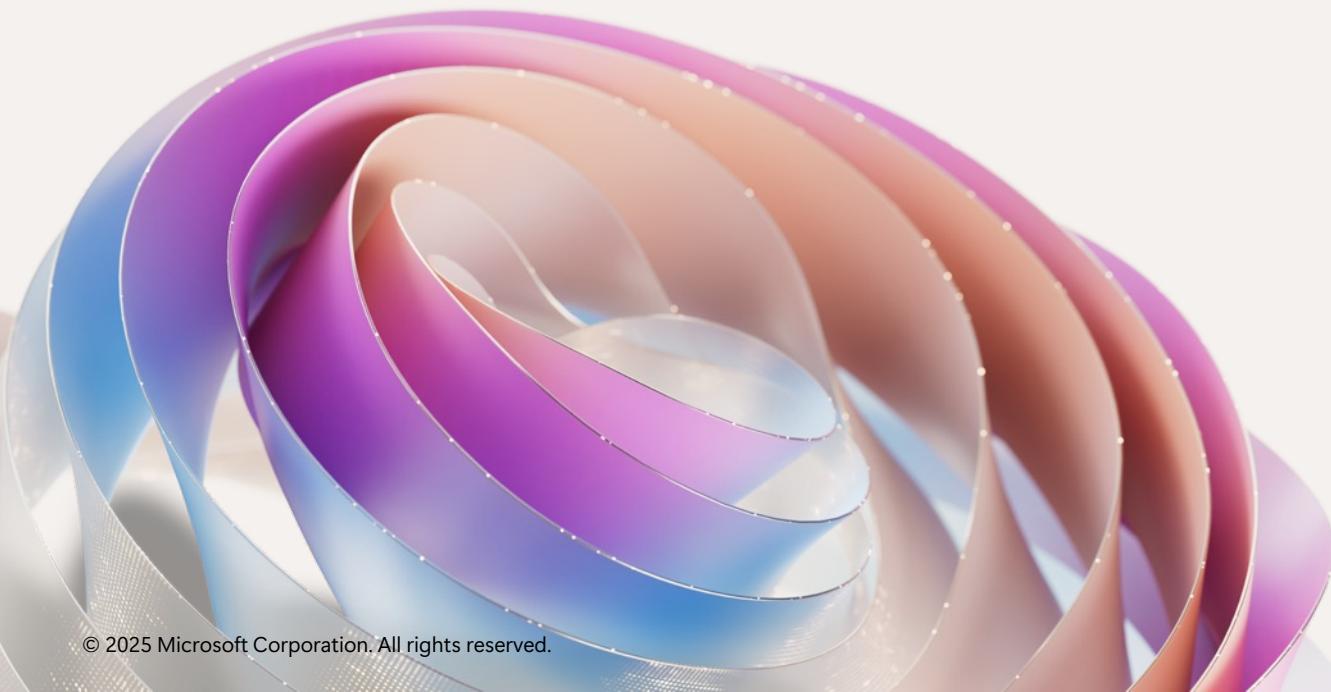
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## Introduction

In 2024, 78% of organizations used AI within their business, an increase from 55% in 2023.



The explosion of artificial intelligence (AI) in the business landscape is enabling Microsoft partners to deliver more value to their customers faster than ever. Across all industries, AI interest remains high, with adoption rising significantly year over year. In 2024, 78% of organizations used AI within their business, an increase from 55% in 2023.<sup>1</sup>

Advancements in AI technologies, from generative AI (GenAI) to, more recently, AI agents, are making AI accessible to larger numbers of people and enabling AI-based tools to be developed at an unprecedented rate.

Partners serve a pivotal role in enabling customers to harness the transformative potential of AI with products and services that accelerate business outcomes.

The AI opportunity is limitless.

1. Stanford University, "[The AI Index 2025 Annual Report](#)," April 2025.

# Unlocking value across the entire business

The rapid adoption of AI is an undeniable testament to its value and ability to impact every part of a business. In a short space of time, AI has gone from being an interesting experiment to an indispensable tool for empowering organizations and their people to create tangible value.

## AI transformation opportunities:



**Enrich employee experiences**, enabling people to be more productive and engaged, making work more fulfilling, and companies more attractive to new talent.



**Reinvent customer engagement**, building deeper understanding of customers for more tailored products, and delivering personalization at scale.



**Reshape business processes**, reimaging human-centric processes with an AI-first approach that enables AI agents to work alongside teams, amplifying their ability to get work done.

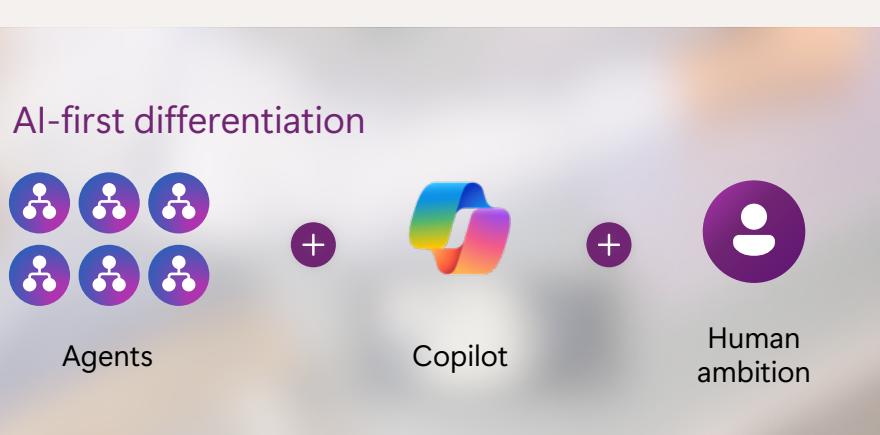


**Bend the curve on innovation**, accelerating transformation cycles, bringing products to market faster and increasing the business's competitive edge.

## AI innovations are reframing the concept of work

Our view is that AI will completely rewrite the rules of business.<sup>2</sup> New capabilities, like the emergence of AI agents, with the ability to automate and execute specific business processes, working alongside or on behalf of people and organizations, are ushering in a new era of work.

As AI becomes integrated into every part of the business, teams will increasingly be a hybrid mix of people + AI agents, providing organizations with greater agility, scale, and faster time to value.



## Value for AI partners

For every \$1 of Microsoft revenue



Services-led partners make  
\$8.45  
in economic value.

Software-led partners make  
**\$10.93**  
in economic value.

## A vast opportunity for partners

For Microsoft partners, the momentum and growth in AI adoption opens new opportunities for your customers, from building AI-powered applications to delivering AI services. According to IDC, for every \$1 of Microsoft revenue, services partners earn \$8.45, and software partners earn \$10.93.<sup>3</sup>

Partners that generate at least 25% of their Microsoft revenue from AI are growing overall revenue at double the rate of partners that derive less of their Microsoft revenue from AI.

Microsoft partners are advancing AI maturity, building proactive AI practices that provide standardized, strategic, or optimized capabilities.<sup>4</sup>

49%  
2024



63%  
2025

## Build AI value with a comprehensive platform

The Microsoft AI platform offers partners and their customers a comprehensive portfolio of AI technologies and capabilities to address AI opportunities and realize desired business outcomes.

### Copilot

Designed to empower human achievement with AI, bringing a personal assistant to every employee—the organizing layer for people to interact with agents: the UI for AI.

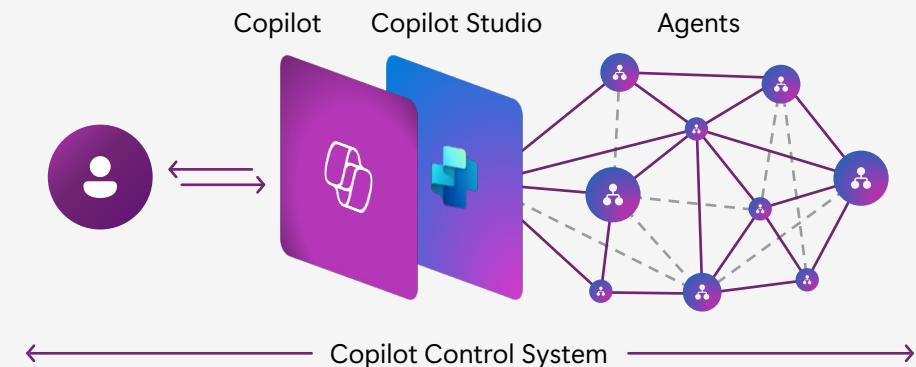
### Differentiated AI solutions

A suite of exceptional developer tools to build AI-native applications and AI agents for your customers, from Copilot Studio to GitHub and GitHub Copilot, Azure AI Foundry, and others.

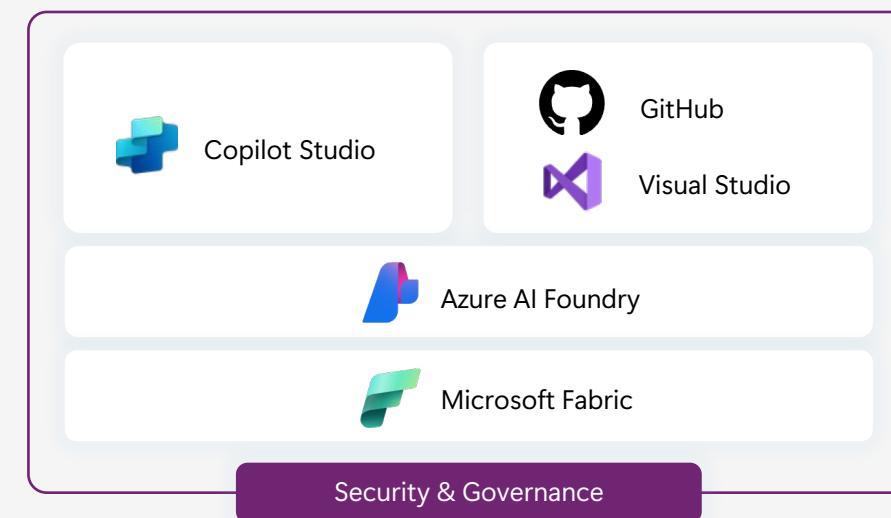
### Cybersecurity foundation

The framework to help you address your customers' security needs and keep data protected within their AI solutions.

### Copilot is the UI for AI



### Differentiated AI solutions



## Flexibility and choice

The Microsoft AI platform provides a range of technologies and capabilities, from low-code to pro-code tooling, depending on the needs of the project and your customers.

Within our agentic AI ecosystem, for example, partners can leverage pre-built Microsoft agents for their customers.

Alternatively, partners can build custom agents with Microsoft's AI development tools. Many partners have integrated their own AI agents into Microsoft's ecosystem, exposing their solutions to a wider set of customers.

## Transforming your organization with Copilot and AI agents

### Business process automation

Copilot Studio +  
pre-built agents

### AI-powered productivity

Microsoft 365 Copilot +  
Copilot Chat

Commercial AI applications



Business process automation

Copilot Studio



AI-powered productivity

Microsoft 365 Copilot +  
Copilot Chat

← Protect your organization with Microsoft Security →

# Customers need partner expertise

While some organizations will look to build agentic AI value in-house, many others want expert guidance and best-in-class products to drive innovation faster.

## Two paths to value

Organizations looking to accelerate their agentic AI transformation journey will typically look for partners that can help them:

Build

Buy

**Build** customized AI agents that address their organization's specific needs and provide expertise to minimize risk and accelerate time to value from a system integrator (SI).

**Buy** a ready-to-use agentic AI solution, such as specific AI agents, agentic AI platforms, or other AI-based solutions provided by industry-leading software development companies (SDC).



# Industry use cases

Organizations across all industries are accelerating value with agentic AI. In the following pages, Microsoft industry leaders share their perspectives on how partners are harnessing agentic AI opportunities and making a difference with their customers to drive transformation at scale with AI agents.

# Banking, financial services, and insurance

## Opportunities

Organizations in banking, financial services, and insurance have been pursuing business process automation for some time. Yet, many see tremendous opportunity with agentic AI to increase the scale and value of these automations.

For example, AI is not new in many contact centers. Companies might already be using bots to assist agents while fielding customer inquiries. With agentic AI, companies can move from simple bots to more autonomous agents capable of combining a variety of data sources to make recommendations and vastly accelerate and enhance agent interactions with customers.

## Use cases

- Enhance customer satisfaction by transforming banking contact centers.
- Reduce resolution time and improve customer satisfaction by using document intelligence to access financial insights faster.
- Protect your banking customers with financial crime detection.
- Improve banker productivity and enhance customer relationships by empowering relationship roles.



“AI agents can help BFSI companies get answers faster. When you can learn from every conversation with your customers, you can go beyond basic servicing in your contact center to open more sales opportunities or enable more self-service from your customers.”

Daragh Morrissey  
Director, AI, Worldwide Financial Services, Microsoft

# Telecommunications

## Opportunities

Operating in a highly regulated industry, telecommunications companies often take a conservative approach to technology adoption. However, AI agents have become very attractive for their potential to drive greater efficiencies and value. For example, telecommunications firms operate some of the largest contact centers worldwide. They're highly motivated to take advantage of AI to streamline and reduce operational costs at scale within their contact centers.



"The combination of generative AI and agentic AI is unlocking unprecedented levels of personalization, performance, and customer engagement for telecommunications firms."

Rick Lievano  
CTO, Telecommunications, Microsoft

## Use cases

- Reinvent customer engagement with AI-powered care.
- Boost product and service innovation.
- Accelerate employee productivity.
- Modernize and monetize the network.



# Gaming

## Opportunities

The gaming industry has long been a pioneer in technology, leveraging cutting-edge innovations to drive a competitive edge and better attract and retain customers. The industry has already been leveraging GenAI to accelerate game development, particularly repetitive tasks related to the generation of content, art, and music.

With agentic AI, game developers see an opportunity to streamline the complexity of relying on multiple types of GenAI models fine-tuned to specific tasks. Agent-driven orchestration and automation of tasks that today are largely manual have the potential not just to transform player experiences but also accelerate game development lifecycles for companies, including faster times to release localized versions of game titles.

## Use cases

- Orchestration agents to streamline content creation across audio, voice, copy, and visuals.
- Agents to streamline localization of game titles, from retrieval agents that fetch translations, to translator agents that will localize content, to agents that check for correct cultural contexts within translations, and more.



"GenAI and agentic AI are enabling game makers to reduce their time to market quite significantly. Not all game development and game production is purely creative. There are a lot of repetitive tasks that can be automated to allow developers, system, content, and art designers to focus more on the core value of the game."

Byunsu Kim  
Sr. Gaming Solution Architect, Microsoft

# Manufacturing

## Opportunities

Manufacturing has typically been a slow adopter of emerging technologies. Many companies within this industry rely on technologies that have been in place for decades, making digital transformation more challenging. Despite this, agentic AI and GenAI are on the radar for manufacturers, especially as they migrate to the cloud.

In particular, manufacturing software developers are providing a path for traditional manufacturing firms to drive AI-based transformation. In just the last 24 months, Microsoft has worked with technology manufacturing firms on large-scale agentic AI innovations aimed at helping companies accelerate their path to transformation.

## Use cases

- Agents to support connecting data across OT, IoT, and IT environments.
- Factory floor copilots that allow workers to use natural language to retrieve information about specific assets, error codes, and more.
- Custom copilots to generate code for specific manufacturing assets using natural language prompts.
- Technical support agents to assist customers with their new equipment.
- Orchestration agents that seamlessly communicate and orchestrate operations across multiple agents.



"We've been talking about manufacturing digital transformation for at least 15 years. Today, we can see it taking place with industrial AI and companies building solutions to support end customers in manufacturing."

Eleni Rachaniotou  
Industry Technology Specialist Leader, Global ISVs, Microsoft

# Retail

## Opportunities

We've seen retail companies increase their interest in AI over the last couple of years, particularly around GenAI and, more recently, agentic AI. Retailers see tremendous opportunities to deliver more personalized and relevant experiences for customers that make shopping easier and more satisfying. At the same time, agentic AI has the potential to simplify and accelerate retail operations.

The most successful companies are approaching AI-driven transformation with a human-centric lens, envisioning end-to-end workflows that ask, "How can we make this retail experience better for people?" That mindset has allowed retailers to think beyond isolated use cases to focus on more holistic transformation.

## Use cases

- Shopping agents can track pricing of favorites for customers and take actions to make purchases when prices drop to certain thresholds.
- Virtual stylists can provide personalized fashion recommendations based on users' preferences and previous purchase data.
- Seller assistants can automate data entry and other administrative tasks for sellers, allowing more time to manage customer and supplier relationships.



"Agentic AI exists to help humans achieve more. Retailers need to lead with humans first and then think end-to-end about their workflows. It's about automating the drudgery humans deal with and then uplifting that experience with agents."

Mike Edmonds  
Sr. Director, Strategy, Worldwide Retail & Consumer Goods, Microsoft



# Partner innovations



**"In a world of AI agents, EY enables people to lead, innovate, and confidently shape extraordinary outcomes that autonomous systems alone cannot achieve."**

Ed Bobrin  
Executive Director, Technology Consulting,  
AI & Data, EY LLC

## Accelerating customer transformation in a multi-agent world

The EY organization aims to build a better working world for its customers, people, and society. Its Technology practice plays a crucial role in the services offered to customers, with AI increasingly at the forefront.

EY's customers approach agentic AI with a blend of excitement, curiosity, and caution. While they're enthusiastic about the opportunities ahead, they remain aware of potential risks. Many are cautiously exploring this new landscape by evaluating tools, models, and frameworks through small pilot projects. Some are beginning with traditional AI capabilities, reimagining how agentic AI can further accelerate outcomes.

## Advancing innovations with Microsoft

In collaboration with Microsoft, EY engages in intentional partnerships to engineer and industrialize agentic AI solutions that drive joint growth. They achieve success by leveraging co-innovation capabilities to create industry-specific AI solutions rapidly and at scale, empowering customers to prototype, test, and deploy AI responsibly.

EY's [AI services](#) are designed to build confidence and maximize customer value from their investments in agentic AI. Drawing on its own transformation journey, deep business experience, and governance expertise in highly regulated markets, EY understands the critical questions to ask and the optimal paths to take in delivering agentic AI solutions that unlock new value across various lines of business.

By integrating autonomous systems with human expertise, EY optimizes efficiency through intelligent processes, allowing its workforce to unleash creativity and focus on strategic initiatives.

## Accelerating value for customers

Through its workforce transformation and change management services, EY helps customers to become equipped to drive AI fluency across the enterprise. From upskilling to governance, EY helps customers embed AI into their organizational DNA while safeguarding ethics and performance.

Listen to the “Generate Now!” podcast to learn more.

<https://aka.ms/generatenow>

This unique combination of capabilities and experiences enables EY to create tailored solutions at the forefront of AI. Here, technology has the agency to reinvent possibilities, guided by the humans who steer it. Together, EY and Microsoft push the frontier forward to shape extraordinary outcomes for their customers.

## Customer use cases

EY is working on both vertical and horizontal use cases for customers.

- **Vertical** – Agents accelerating routine R&D lab tasks through automation for customers, for example, in life sciences.
- **Horizontal** – Agents streamlining supply chains for multiple industries, such as manufacturing, consumer goods, and others. Also, agents transforming business functions, like finance, by automating and accelerating common tasks.

This publication contains information in summary form and is therefore intended for general guidance only. It is not intended to be a substitute for detailed research or the exercise of professional judgment. Member firms of the global EY organization cannot accept responsibility for loss to any person relying on this article.

Learn more about EY's approach

[EY Microsoft Tech Directions](#)

[Microsoft Copilot Implementation Services](#)

[CFO Insight Podcast](#) “How AI is changing the future of finance”



"Agentic AI is allowing customers to leverage large language models in a different way than just finding information or generating documents. It's allowing us to trigger tasks, and that's helping us expand the value our customers receive from AI."

Charlie Doubek  
Global VP, Agentic AI Leader, Cloud and Security,  
NTT DATA

## Shedding light on agentic AI value with rapid use case exploration

A global business and technology services company, NTT DATA helps its customers confidently move into the digital future. Its data and AI services form an important part of its overall technology portfolio.

NTT DATA customers are eager to explore the different ways that AI agents can drive transformation for their companies. Many of these conversations center around practical applications and are focused on completing specific tasks that can serve as quick wins to prove the value of agentic AI to executives. Customers want help from NTT DATA to make the value behind agentic automations both tangible and highly impactful.

## Scaling capabilities with a Center of Excellence

Because many customers struggle to envision what agentic AI can and can't do, NTT DATA's approach to its AI Center of Excellence (CoE) focuses on creating agentic AI factories in a box. These factories allow the company to accelerate intake of use cases from customers, create prototypes, and deploy into production environments.

The factory approach also provides a mechanism to update and cross-check the accuracy and efficiency of AI agents monthly, ensuring they continue to deliver and improve value to customers.

## Advancing innovations with Microsoft

Through its close partnership with Microsoft, NTT DATA can accelerate agentic AI-driven results for its customers.

Collaboration with Microsoft Engineering teams, for example, aided in the development of multi-agent workflow models, leveraging pro-code and low-code frameworks from the Microsoft AI platform. Its solutions also leverage the wider Microsoft ecosystem, from Microsoft Fabric to Power Platform, Azure security services, and more.

## Customer use cases

### Healthcare

Agents to classify, prioritize, and summarize insurance appeals.

### Automotive manufacturing

Streamline analysis of regulatory warning letters and citations and root-cause analysis of defects, while initiating corrective actions, recalls, or fixes.

### Finance

Support banks, partners, and consumers in continuously pursuing client and engagement validation requirements, including fraud detection and anticrime capabilities.

### Supply chain logistics

Help clients select and do business with AI startup partners. AI agent prototypes help businesses deploy and integrate pilots with purchasing workflows and processes, and more.

### Marketing

Autonomous analysis and categorization of user profiles, including building psychographic profiles for hyper-personalized ad recommendations.

Listen to the "Generate Now!" podcast to learn more.

<https://aka.ms/generatenow>

## Learn more about NTT DATA

**Case study** "NTT DATA's own AI journey leveraging Microsoft AI"

**Perspective** "NTT DATA and Microsoft simplify multiagent AI systems at scale."

**Fact sheet** "Agentic AI Services for Hyperscaler AI Technologies"

**Announcement** "NTT DATA Launches Agentic AI Services for Hyperscaler AI Technologies"

**Blog** "NTT DATA and Microsoft pair up to modernize customer communications with GenAI"

**Blog** "How Copilot for Microsoft 365 saved me 6.5 hours in 5 days"



"PwC is using agentic AI not just to automate tasks but to reimagine how core business processes are delivered, positioning agents as digital collaborators that help improve quality, consistency, and efficiency across their enterprises."

Diego Jarne  
Principal, PwC US

## Empowering customers to drive agentic AI-based transformation at scale

For decades, PwC's purpose has been to build trust in society and solve important problems. Its AI services help customers adopt AI, GenAI, and agentic AI across every facet of the business.

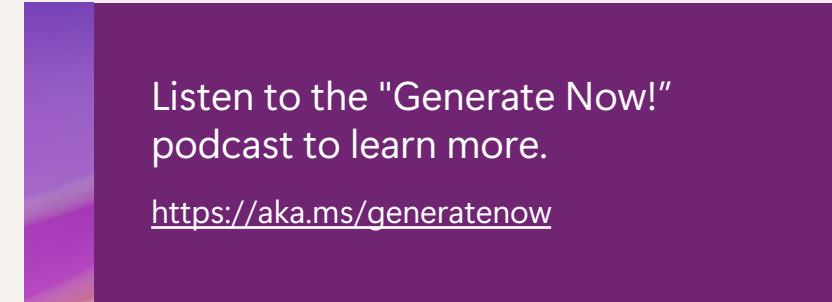
PwC customers see in agentic AI the potential for business transformation at scale. Many are already using AI agents in isolated pockets but are looking for help in orchestrating and driving secure, outcome-driven agentic workflows across their companies.

PwC helps customers anchor agentic AI ambitions to business strategies, aligning use cases to high-priority outcomes across their operations, customer experience, and compliance. The PwC [agent OS platform](#) provides a scalable framework for building, orchestrating, and integrating AI agents across a wide range of platforms, tools, and business functions.

## Scaling capabilities with a Center of Excellence

PwC's agentic AI center of excellence (CoE) is designed to go beyond the boundaries of its traditional AI CoE, which focuses on model development, data science talent development, MLOps, and governance. The agentic AI CoE focuses on multi-agent orchestration, workflow transformation, and extending governance across distributed systems and tools. It shifts the focus from a model-centric to a system-centric mindset.

The company's agentic AI CoE also looks at the development and deployment of intelligent, autonomous agents that plan, act, and collaborate across platforms and other internal enterprise systems. It brings together standardized, reusable agent blueprints, industry-leading practices for enforcing responsible AI, agent-level reviews, and frameworks for business and technical teams to co-design agentic AI workflows.



Listen to the "Generate Now!" podcast to learn more.

<https://aka.ms/generatenow>

## Customer use cases

### Functional role-focused agents

**Contract and compliance** agents to accelerate interpretation and responses to complex and evolving regulations.

**HR-focused** agentic workflows to streamline onboarding, IT provisioning, and communications.

### Industry-specific agents

#### Financial services

Claims adjudication, regulatory monitoring.

#### Healthcare

Agents to support clinical documentation for R&D workflows.

#### Retail

Customer service and marketing agents.

#### Energy and utilities

Predictive maintenance and compliance.

## Advancing innovations with Microsoft

Through its agent OS platform, PwC is making it easier for its customers to take advantage of agentic AI innovations from Microsoft. The platform enables them to orchestrate AI agents within their existing technology investments, enabling accelerated value.

Close collaboration with Microsoft has enabled PwC to streamline how it brings Microsoft AI platform insights and solutions into its agentic AI CoE, and, ultimately, to its customers.



Learn more about PwC

[\*\*Platform\*\*](#) PwC's agent OS

[\*\*Research\*\*](#) PwC's AI Agent Survey

[\*\*Blog\*\*](#) "The future of Microsoft Fabric and enterprise innovation"

[\*\*Insight\*\*](#) "Driving your AI strategy with Microsoft Fabric and Azure solutions"

[\*\*Insight\*\*](#) "Building trust in AI from the ground up"

[\*\*Insight\*\*](#) "Unlocking value with AI agents: A responsible approach"

[\*\*Insight\*\*](#) "AI agents can reimagine the future of work, your workforce, and workers"

[\*\*Insight\*\*](#) 2025 AI Business Predictions



"Agentic AI is not just a technological leap. It's the redefinition of how intelligence is embedded today in our daily lives as citizens and also within the corporate world."

Roshan Gya  
Chief Executive Officer, Capgemini Invent

## Transform now and envision tomorrow

Capgemini is a global business and technology transformation partner, helping clients achieve the future they want. With deep industry expertise and leading capabilities in strategy, design, and engineering, Capgemini works side by side with clients to manage the now, ignite the new, and reimagine what's next—driving innovation, reinvention, and impact at scale.

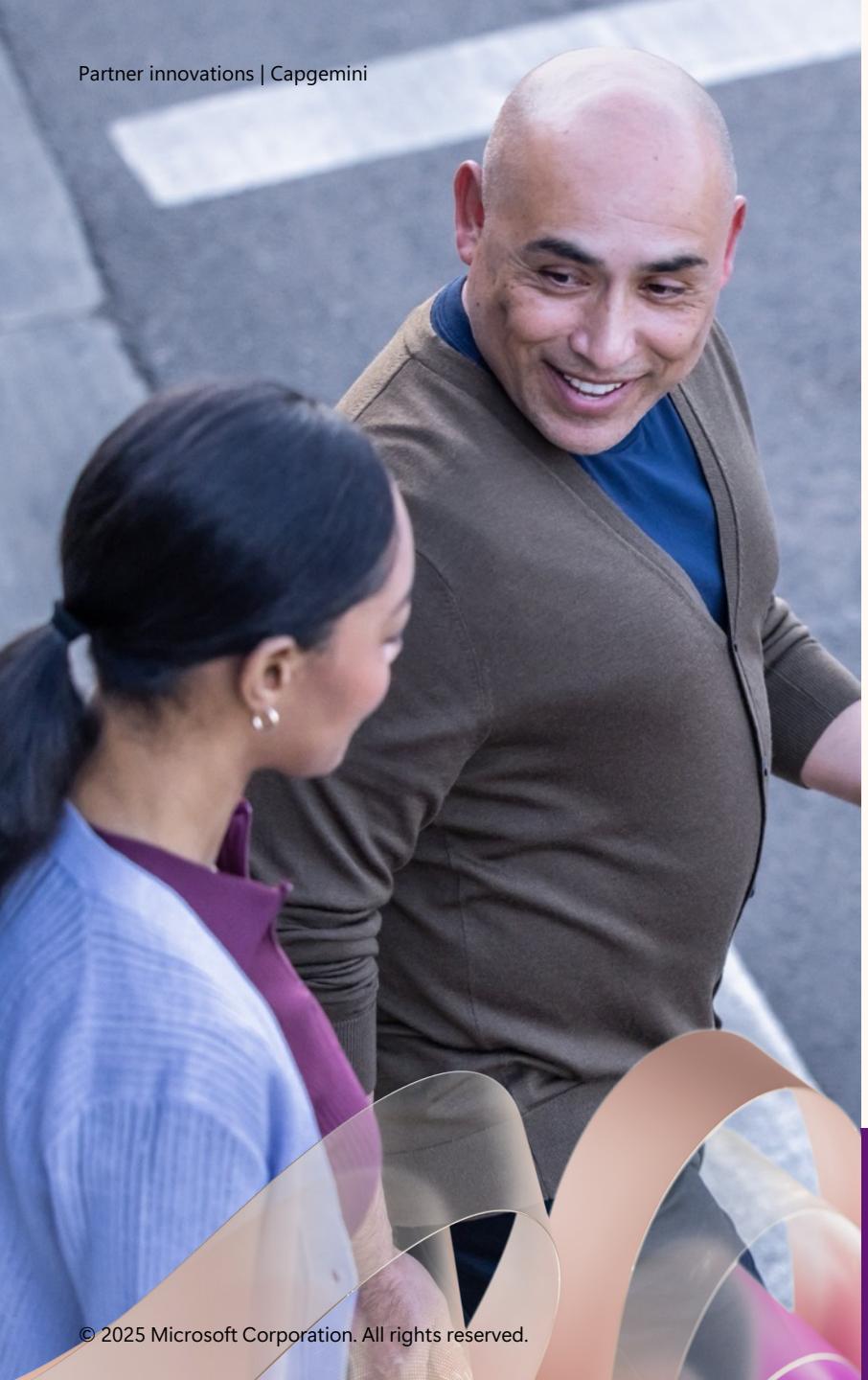
AI services are integral to its approach; the company sees agentic AI as a historic inflection point profoundly changing how business and society live, work, compete, and create value.

Many of Capgemini's customers are already exploring the value AI agents bring to process optimization, quality improvement, higher customer satisfaction, accelerated innovation, and R&D. The company aligns approach and outcomes to the customer's risk profile, whether they're looking to use agents to disrupt or drive incremental value.

To date, most agentic AI initiatives have been in an experimentation phase—exploring value through lower-risk agentic AI projects, such as expanding automation by converging agentic AI with existing technology. Organizations are now starting to scale agentic AI and realize its impact on core business functions. According to Capgemini's Research Institute, half of organizations will be partially or fully scaling up AI agents in 2025.

Listen to the "Generate Now!" podcast to learn more.

<https://aka.ms/generatenow>



## A value-driven approach to agentic AI

Capgemini is a natural leader in AI, bringing an end-to-end value-driven, focused approach.

The “Resonance AI Framework by Capgemini” is its strategic blueprint to help organizations realize measurable business impact from AI at scale. The framework empowers businesses to embed AI into the core of an organization. It’s supported by the full breadth of Capgemini’s data and AI capabilities, including a suite of AI transformation offers, innovation labs, and RAISE, a comprehensive generative AI and AI agents gallery.

Capgemini’s library of horizontal and industry-specific agents and demos enables customers to try out new possibilities and see tangible results for themselves. This approach helps decrease risks and accelerate time to value.

## Building an AI-native organization

Capgemini believes that becoming an AI-native organization starts with a solid foundation—building the data management, governance, security, and skills needed to scale agentic AI.

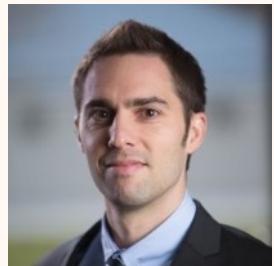
The company is committed to continuous learning, and AI is now an integral part of its global upskilling program to empower employees to work effectively with AI agents across all functions. Capgemini is equally committed to bringing this learning discipline to clients, laying the foundation for growth. Capgemini champions the idea that AI’s full power is realized when people and agents work in harmony. This fusion, that Capgemini calls “Human-AI Chemistry,” is redefining working relationships, where trust, transparency, and teamwork are engineered by design. Getting this right is the new alchemy of innovation that will unleash new waves of value like never before.

### Learn more about Capgemini

[Discover “The AI Resonance Framework by Capgemini”](#)

[Access “HBR Guide to Generative AI for Managers”](#)

[Explore “Top Tech Trends of 2025 by Capgemini Research Institute”](#)



"As agentic AI adoption grows, the future will bring millions of agents for organizations to choose from. Crayon will help our customers find the best performance at the best cost for their specific use cases."

Armin Haller  
Director, Data and AI CoE, Crayon

## Helping customers succeed in an agentic AI future

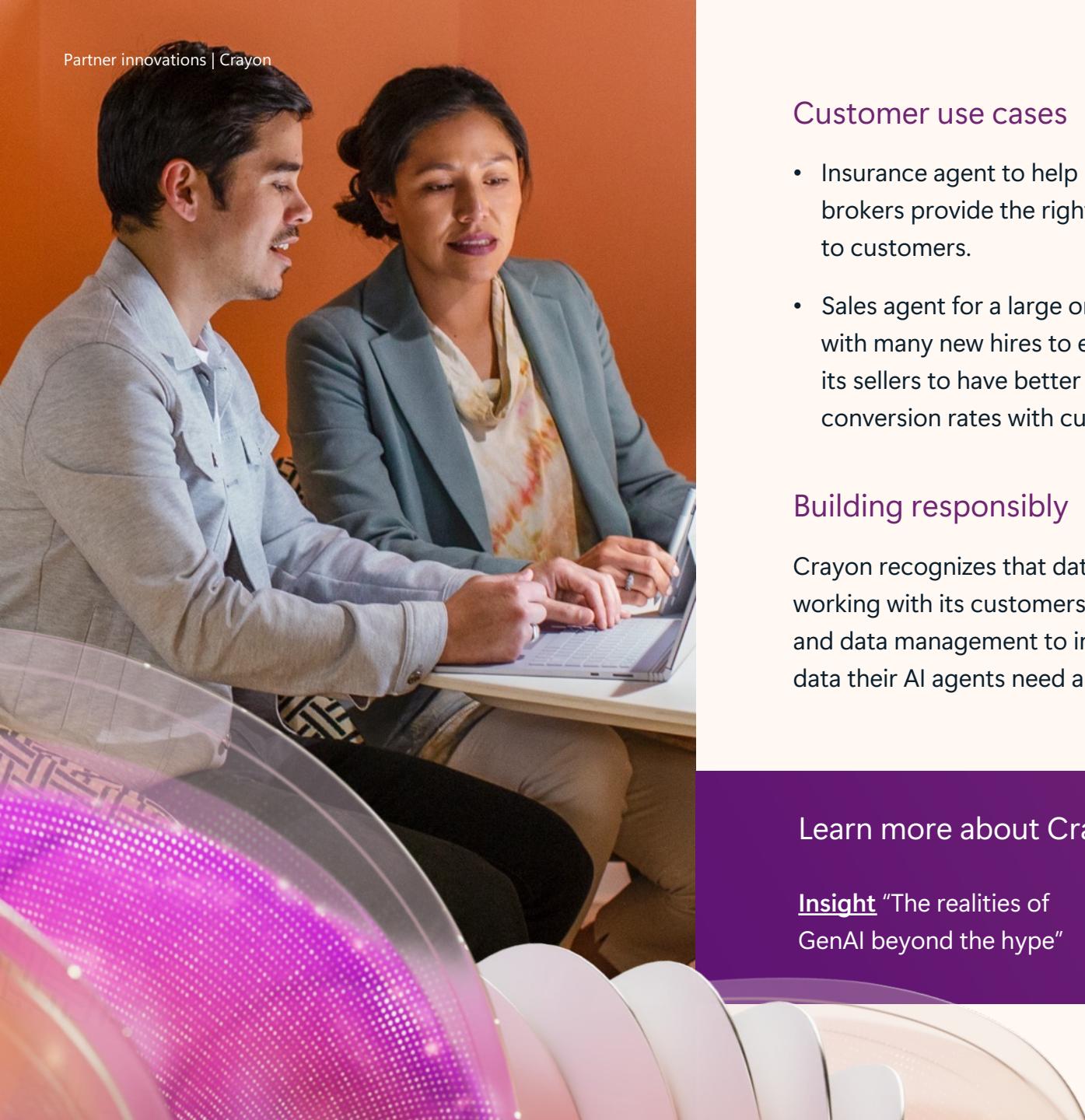
A full-service digital transformation consultant, Crayon believes AI agents will revolutionize how we think of software and the workplace. As its customers increasingly embrace agentic AI, Crayon wants to help them build their own AI platforms, including both custom-built agents and prebuilt apps.

Crayon's customers are bullish on the value of AI agents. The explosion of AI models and GenAI apps has meant that a lot of customers, even those with no AI expertise, can start to drive AI value and build agentic AI architectures. Where they need help is in making those visions a reality. This is where Crayon comes in, to help customers tie those innovations to tangible value and scale beyond individual agentic AI proofs of concept to drive transformation at scale.

## Scaling capabilities with a Center of Excellence

Crayon's approach to scaling agentic AI has been to expand its existing Data and AI Center of Excellence (CoE). Given the rate of AI innovation, the CoE has been continually evolving. In 2023, Crayon expanded it to include GenAI among its traditional AI capabilities. More recently, it has made room for agentic AI.

As part of the CoE, Crayon has developed an AI platform, using Microsoft Copilot as the UI, which has been expanded to include agentic AI as an additional layer. Part of the platform includes an orchestrator, to help manage multiple AI agents. It also takes advantage of numerous fine-tuned AI models, which have been tailored to address specific business processes for customers.



## Customer use cases

- Insurance agent to help insurance brokers provide the right policies to customers.
- Sales agent for a large organization with many new hires to empower its sellers to have better sales conversion rates with customers.
- Agent to assist with unlocking data in legacy technical drawings. In industries running on physical equipment that's decades or even more than 100 years old, making hand-drawn data accessible can accelerate processes like parts replacement.

## Building responsibly

Crayon recognizes that data security and the responsible use of AI are critical elements when working with its customers. Its approach is to take advantage of best practices for AI interaction and data management to increase data security. It works with customers to think through what data their AI agents need and limit exposure to only what's needed.

## Learn more about Crayon's perspectives

[\*\*Insight\*\* "The realities of GenAI beyond the hype"](#)

[\*\*Insight\*\* "How AI is transforming manufacturing"](#)

[\*\*Insight\*\* "The agentic future and what it means for business"](#)



**"Agentic AI provides the ability to reinvent a majority of processes with agents that work together to achieve results."**

Dmitry Tikhomirov  
VP, Head of Cloud Technology and Delivery,  
EMEA and APAC, EPAM Systems

## Bringing engineering expertise to accelerate agentic AI value

EPAM Systems, a global leader in digital engineering, cloud, and AI-driven transformation services, empowers organizations to reimagine their businesses from a digital-first perspective. With deep expertise across industries, EPAM enables enterprises to unlock new value through cutting-edge technologies—now with a growing emphasis on agentic AI.

EPAM's customers are increasingly curious and optimistic about the potential of agentic AI. Their engagement with the technology varies based on their stage in the AI adoption journey. Some are in the early stages, seeking to understand agentic AI and its capabilities better. Others are actively experimenting with foundational use cases, while more advanced organizations are exploring complex and transformative applications.

As it works with customers, EPAM helps them think holistically about the impact of agentic AI. Often, this means looking beyond a specific process or use case and envisioning broader transformation through interconnected processes and well-orchestrated agents.



## Scaling capabilities with a Center of Excellence

As it evolves its AI Center of Excellence (CoE) to include agentic AI expertise, EPAM is shifting how it focuses its resources. While a traditional AI CoE focuses on model accuracy, governance, and compliance, an Agentic AI CoE expands this focus to include networks of adaptive, self-learning agents. These agentic systems require sophisticated orchestration to collaborate effectively, enabling more dynamic and scalable outcomes across the enterprise.

For EPAM, this shift has opened the need for new software engineering skills, with an emphasis on building connected systems. It has also led to an examination of data, ML, and software engineering patterns that can be applied to reimagining technology and business processes that form the basis of new and innovative use cases.

EPAM has infused its AI expertise into the development of EPAM AI/Run™, a practical approach for modern software engineering that targets automation of software development processes, accelerates quality feedback loops, and helps organizations achieve faster time to market at reduced cost by leveraging AI agents that are integrated into the software development lifecycle.

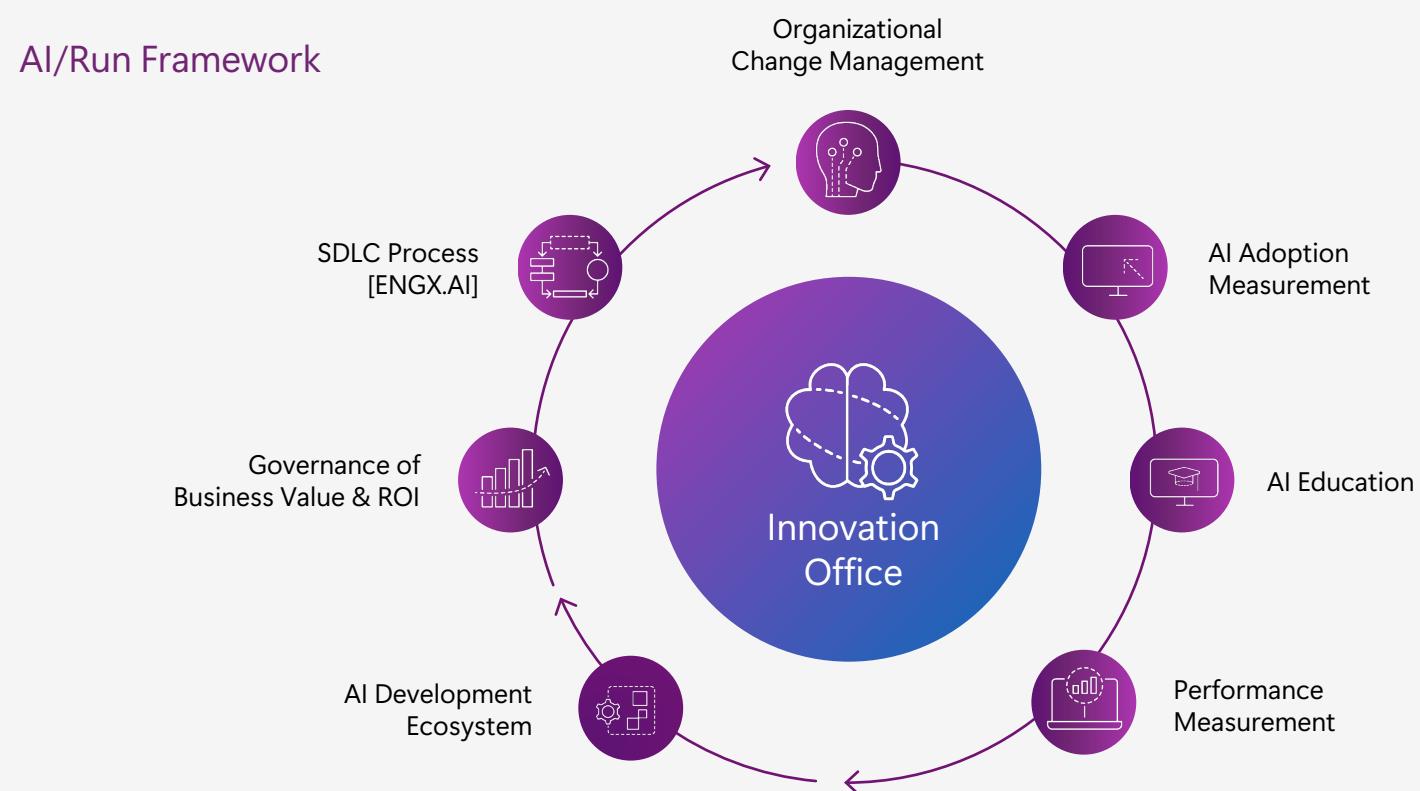
## Customer use cases

- App modernization acceleration to help a financial services customer leverage agentic AI to modernize legacy apps, including one with 17,000 lines of code and documentation written only in Spanish. EPAM's solution also streamlined migration of the app to Microsoft Azure in just two weeks. Before agentic AI, this could have taken several months.
- Streamline insurance claim submissions, using AI agents to accelerate claims verifications, documentation reviews, risk assessment, and other insurance-related processes.



Listen to the "Generate Now!" podcast to learn more.

<https://aka.ms/generatenow>



Learn more about EPAM

[EPAM AI Services](#)

[EPAM AI/Run](#)

[eBook "Evolving into Agentic AI: Turning Theory into Action"](#)



Mona Dash  
Head of Sales, EMEA, AI, and Automation (AINA),  
Infosys

GenAI was a very exciting moment through its generation of content, pictures, and more. What now makes agentic AI exciting is that we're moving to executing at an enterprise system level. It's about being able to transform processes across enterprises.

## Making it easier for customers to become AI-first companies

A global leader in digital services and consulting, Infosys helps companies navigate their digital transformation powered by cloud and AI. The company helps customers build AI-first cores to enable agility at scale across their organizations. Offerings like Infosys Topaz, a collection of AI-first services, solutions, and platforms, are helping customers take advantage of AI agents.

Infosys customers across every industry are moving quickly to benefit from agentic AI. They're optimistic about the possibilities, but have lots of questions: Do we build or buy agents? How do we build and deploy efficiently? How do we address data security and trust?.

Infosys helps customers answer these important questions and many more while accelerating growth, confidently building connected agentic ecosystems, and unlocking efficiencies at scale.



Listen to the "Generate Now!" podcast to learn more.

<https://aka.ms/generatenow>

## Scaling capabilities with a Center of Excellence

The Infosys Topaz Center of Excellence (CoE) is helping the organization move fast to support customers. This AI CoE uses centralized governance and distributed, agile pods that build and implement use cases and other IP.

For Infosys, much of the Agentic AI CoE framework is similar to its existing AI CoE. In addition, there are best practices for agentic-specific workstreams, from measurement of KPIs to multi-agent orchestration, and more.

This strategy has made possible the launch of Infosys Agentic Foundry, part of Infosys Topaz™, which includes a repository of more than 200 enterprise AI agents that address both horizontal and vertical use cases.

## Use cases

- The deployment of a multi-agent invoice automation solution for its finance team has streamlined processes by improving productivity by over 50% while delivering significant cost savings and operational efficiencies.
- Customer support agents featuring a deep research agentic system are used by employees to deliver better experiences for customers. Through this solution, Infosys has seen significant improvement in customer satisfaction scores.



**"We decided to create a Center of Excellence and have it be the conduit and force multiplier to get our business units driving their own AI transformation with the goal of being an AI-first company."**

**Stan Lequin**  
Chief AI Transformation Officer, Insight

## Seizing the agentic AI opportunity

A global solutions integrator, Insight's mission is to accelerate customer transformation by unlocking the power of people and technology. AI is a key element within its services, and over time, these services have grown to include agentic AI.

Insight's customers are excited about the transformative potential of AI agents. Although they might be at different points in their AI journey, they want to know how to get started, from picking the right use cases to ensuring data readiness and building security as part of their solutions. Insight's data and AI services help customers accelerate their AI transformation with AI agents.





## Scaling capabilities with a Center of Excellence

Like its customers, Insight sees tremendous opportunity in AI. Unlocking that opportunity began internally, with a vision to empower AI fluency for its 14,000 employees. Insight's Center of Excellence (CoE) has played an important role in making that vision a reality.

The CoE, which centralizes AI and agentic AI capabilities at the company, has served as a conduit for Insight business units to drive AI transformation. That transformation is recognized and celebrated company-wide—a strategy that helps in building an AI-first mindset for the organization.

## Customer success

For a major oil and gas company, Insight developed a discovery agent capable of scanning over 600 code repositories in fewer than eight hours. The agent provided AI-driven rationalization of a newly acquired environment, accelerating the client's cloud migration strategy. As a result, the company could decommission on-premises datacenters months—if not years—ahead of schedule, unlocking substantial ROI.

The CoE has also been important in scaling agentic AI innovations to meet customers' needs. Insight has used many of the lessons learned from implementing agentic AI internally to build capabilities for customers. It often shares its perspectives with customers to help them realize what's possible with agentic AI.

The CoE has been central to Insight's efficient identification and development of high-value agentic AI use cases. Many start out horizontal in nature but are flexible enough to be customized to address industry-specific business process transformation.

## Advancing innovations with Microsoft

Insight's strong focus and partnership with Microsoft have helped accelerate its goal to be an AI-first company. An early adopter, Insight has jumped into new capabilities, like GitHub Copilot, that are enabling its developers to deliver faster agentic AI value for customers. Through its strong co-sell and co-development initiatives with Microsoft, the company is able to bring new agentic AI innovations to its customers faster.

## Learn more about Insight

[Insight Generative AI Services](#)

[Insight Data & AI Services](#)

[Insight AI Platform](#)

[Case study](#) "Insight as Generative AI Client Zero: How it Boosts Productivity to Better Serve Clients"

[Case study](#) "When a call center needed to scale, Insight US answered with OpenAI"

[Whitepaper](#) "From Hype to How: Building an AI Roadmap That Works"



**"Our Agentic AI Center of Excellence builds on the foundation of a traditional AI Center of Excellence. It enables us to help enterprises shift from intelligent assistance to autonomous execution."**

Sheba Fernando  
Vice President, AI Solutions and Presales,  
LTIMindtree

## Accelerating customer outcomes with an Agentic Marketplace and AI platform

LTIMindtree believes in helping customers build a better future, faster. Its AI services and solutions enable organizations to experiment, scale, and reimagine how to solve for automating their most pressing business problems.

Agentic AI now offers customers a way to optimize their end-to-end business processes and dramatically reduce their time to value. Projects that might have taken eight or 12 months have shrunk considerably with agentic AI.

The company has built a no-code, low-code agentic AI platform and a marketplace of over 300 AI agents, providing productized service offerings across a wide range of horizontal and industry-specific business processes. Through its platform, LTIMindtree can deliver solutions that are 60–70% production-ready in just two to three weeks.

## Scaling through a Center of Excellence

LTIMindtree's Agentic AI Center of Excellence (CoE) builds on top of its traditional AI CoE. It has more specialized talent and components, that span across AI strategy to architecture, agentic AI frameworks, reasoning and planning engines, agentic AI tool integrations, and an execution layer optimized for building, scaling, and governing autonomous agents.

The company's Agentic AI CoE supports skilling talent within the organization, including AI strategists, agentic AI architects, prompt engineers, cognitive designers, AI ethicists, and risk managers, and AIOps and DevSecOps experts. The CoE also provides sandbox spaces through LTIMindtree's Agentic AI Studios, where the company can co-create with its customers and test new ideas in a matter of hours.

## Customer use cases

### Insurance

Agentic solutions to accelerate underwriting, claims processing, policy administration, and risk management.

### Banking

Financial audit assistance, wealth advisory, transaction reconciliation, document verification, risk scoring, and fraud detection.

### Customer success

An aerospace and building automation organization reduced call handling time at its contact center by 60% with agentic AI. LTIMindtree helped break down siloes of information, which had slowed customer rep inquiries, by creating an agentic AI advisor to automate the entire customer response process. Call center employees now oversee the automated process, no longer burdened by searching for information across multiple repositories.

### Retail

Product data enrichment, intelligent and image-based product searches, product recommendations, and dynamic pricing.

### Manufacturing

Order generation, demand forecasting, inventory optimization, and document extraction and processing.

Listen to the "Generate Now!" podcast to learn more.

<https://aka.ms/generatenow>





"What we see with agentic AI, both internally as well as what we provide on the ServiceNow AI Platform, is the acceleration of automation."

Amit Zavery  
President, Chief Product Officer, and  
Chief Operating Officer, ServiceNow

## Accelerating efficiencies with AI agents

ServiceNow's vision is to put AI to work for people. The ServiceNow AI Platform helps customers drive business transformation by connecting people, processes, data, and devices.

The company has a rich history of helping customers address connectivity, workflow, and automation transformation through its technology solutions. Its customers recognize that siloes hamper agility. They want to remove points of fragmentation and enable greater automation and flexibility within their organizations. They see in agentic AI an opportunity to do all of that, but at greater scale.

For ServiceNow, AI agents are the means to deliver new levels of value to customers. If GenAI revolutionized personal productivity, agentic AI raises the value to the enterprise level, enabling companies to drive greater efficiencies through automation at an accelerated pace and with more predictability. Today, ServiceNow has thousands of customers taking advantage of its agentic AI solutions.

## Scaling with a Center of Excellence

For ServiceNow, a Center of Excellence (CoE) is critical for companies integrating AI agents into their business, especially as agents grow in number. A CoE can provide guidance across the company, providing centralized insights and governance, while also empowering employees to build their own AI agents.

The company has employed that mindset to not only develop its internal agentic AI capabilities but also enable customers to embrace the advancement. ServiceNow estimates these investments, which have allowed the company to pursue work at a scale not previously possible, have generated over \$325 million in value for the company.

## Customer solutions

The company's approach has been to build its integrated AI platform to offer an agentic solution to customers. For example:

- **AI Control Tower** provides a central intelligence hub for managing and governing all AI agents, orchestrating multiple-agent workflows.
- AI Agents are integrated into the **ServiceNow AI Platform**, accelerating processes for multiple business functions, from IT to HR.
- **AI Agent Studio** provides customers with a development tool for building and customizing AI agents.
- **AI Agent Fabric** unifies AI agents and tools from any platform, enabling ServiceNow AI agents to work with other third-party AI agents and tools.

## Customer use cases

**Horizontal use cases** focus on accelerating common business processes within core functions, including Finance, Human Resources, Procurement, and Sales.

**Vertical use cases** focus on solving specific industry challenges, such as credit card dispute resolution for Financial Services or supply chain management for Retail.

## Building responsibly

ServiceNow empowers customers to be in control of how its AI agents behave and the data that agents access. Its products aim to make it easier for customers to govern their agentic AI strategies. For example, its AI Control Tower enables the tracking and registration of AI agents. The company takes a similar approach to monitoring and managing agents internally, using a centralized mechanism that provides holistic visibility.



## Learn more about ServiceNow

**Announcement** ServiceNow enhances its Workflow Data Fabric with new ecosystem to power AI agents and workflows with real-time intelligence.

**Announcement** ServiceNow unveils the new ServiceNow AI Platform to put any AI, any agent, any model to work across the enterprise.

**Blog** Redefining threat intelligence and security incident response with Microsoft



**"We see a future where it's much easier for creators and marketers to do their work, with AI amplifying human creativity. Agentic AI helps bring great work to life faster and with more impact. That's the future we're building at Adobe."**

Emily McReynolds  
Global AI Strategy, Digital Strategy Group, Adobe

## Amplifying creativity with agentic AI

Adobe products are changing the world through personalized digital experiences. For the past decade, AI has been an integral part of the company's mission as it seeks to put AI superpowers in the hands of creators everywhere.

As an innovation leader, Adobe is always looking ahead on the technology horizon. The company recently rolled out agentic AI capabilities across products like its Adobe Experience Platform. This is the culmination of a deliberate and carefully planned approach across multiple business groups to unlock agentic AI value that addresses customers' creative needs.

Agentic AI solutions offer customers opportunities to reduce workloads and simplify tasks, providing a new approach to amplify their creativity.

## Scaling capabilities with a Center of Excellence

Adobe's AI Center of Excellence helps guide how AI is developed, deployed, and scaled across the organization. It sets the foundation for trusted AI through clear standards for data access, security, testing, and governance.

As new capabilities like AI agents evolve, the CoE plays a critical role in shaping how they're built, evaluated, and integrated into real-world workflows. Going forward, Adobe is exploring how value can be expanded when multiple agents work in concert on behalf of customers, interacting with multiple systems and platforms. This ensures that every AI advancement delivers meaningful value to customers while meeting enterprise standards for performance and trust.



## Customer solutions

**Adobe Experience Platform** now offers purpose-built AI agents to support key marketing and customer experience workflows, from optimizing websites to scaling content, and more. These AI agents work across content, data, and journeys—driving real-time personalization and unlocking greater team capacity.

**Adobe Experience Platform Agent Orchestrator** is Adobe's agentic framework, enabling teams to build, manage, and orchestrate AI agents from Adobe and third parties.

## Customer use cases

### Planning

Monitor and track project health, speed up reviews, and reduce approval cycles.

### Performance analysis

Simplify the management and extraction of insights from large volumes of data.

### Building responsibly

Adobe has long prioritized ethical AI, launching its AI Ethics Principles in 2019. The company's Responsible Innovation team is driving safe AI practices, including privacy, security, transparency, and accountability. The Adobe Trust Center communicates Adobe's practices to customers, building transparency.

### Experience management

Optimize prospective buyer and customer experiences and deliver more relevant buyer and customer interactions.

### Audience management

Enable creation and optimization of audience segments for personalization campaigns.

### Content production

Scale content generation while maintaining brand standards.

### Journey orchestration

Orchestrate cross-channel experiences and enable responsible personalization experiences.



# Getting started

# Empowering the AI partner ecosystem

## Agentic AI Maturity Levels

Microsoft is committed to helping its partners realize agentic AI opportunities for their customers. We've invested in programs and resources to help accelerate partner value at every stage of the agentic AI journey.

Level 1

### Build AI apps specialization with Microsoft

Expand staff skills on AI ecosystem technologies, from Microsoft AI platform tools—such as Copilot Studio or Azure AI Foundry—to knowledge of AI models and frameworks, to industry and other domain expertise.

Level 2

### Build agentic AI use cases

Focus on addressing how AI agents can address specific business challenges and reimagine business processes within specific business functions or industries while delivering measurable outcomes. Often, organizations start with one initial use case before expanding to many others.

Level 3

### Establish an AI CoE

Bringing together expertise, specialized capabilities, and agentic AI specializations into a Center of Excellence helps to scale knowledge, drive consistency, and promote use and development of agentic AI solutions. By centralizing expertise, a CoE enables the reusability of assets, sets and promotes standard practices and frameworks, and fuels the next waves of innovation.

Level 4

### Accelerate customer success

Help customers operationalize their agentic AI journeys and develop best practices, frameworks, and guidance for scaling AI agents within their organizations.

# Partner skilling resources

Grow your expertise with extensive learning resources and partner-focused technical and sales skilling events to expand your AI and agentic AI capabilities.

- Build technical and sales skills to accelerate implementations at scale.
- Learn AI based on your role with curated collections of training resources.
- Access technology-specific learning resources.
- Earn Microsoft credentials for AI with Microsoft Certifications and Microsoft Applied Skills.

## Developer support

Empower your developer teams to deliver faster and more securely with AI-powered tools like GitHub Copilot.

An AI-coding assistant, GitHub Copilot enables 55% faster coding for developers, allowing them to spend more time problem-solving and collaborating. When using Copilot, 75% of developers report being more fulfilled at their jobs.

You can start a [free trial](#) to experience how it works.

### AI Learning Hub

Explore an extensive collection of AI learning resources to build AI and agentic AI skills.

### Microsoft Partner Skilling Hub

Find upcoming partner skill events focused on building your agentic AI capabilities.

### Microsoft Partner Specializations

Apply and earn Microsoft specializations to display your technical expertise.

# Agentic AI skilling

## Partner credentials

Completing  
Solution  
Partner  
Designation

- [AZ-204: Azure Developer](#)
- [AZ-400: DevOps Engineer](#)
- [AZ-305: Azure Solutions Architect](#)
- [GH-300: GitHub Copilot](#)
- [GH-100 GitHub Administration](#)
- [GH-500 GitHub Advanced Security](#)

Getting  
Specialization

- [AI-102: Azure AI Engineer](#)
- [AZ-204: Azure Developer](#)
- [AZ-305: Azure Solutions Architect](#)

Specialization  
Partners

- [AZ-400: DevOps Engineer](#)
- [PL-100: Power Platform App Maker](#)
- [PL-400: Power Platform Developer](#)

## Hands-on workshops

### Accelerate Agentic AI

Designed to rapidly equip professionals with the skills needed to effectively build, demonstrate, and deploy powerful AI-driven agents.

#### Day 1

Showcasing AI Potential with Agentic AI

#### Day 2

Architecting Success with Multi-Agent AI Systems

#### Day 3

Multi-Agent AI: Advanced Agent Dev in Azure AI Foundry

#### Day 4

Enterprise Grade: Optimization and Production at Scale

### Agentic AI Hackathon

A hands-on, immersive learning experience focused on building intelligent multi-agent AI applications.

#### Day 1

- Build and deploy Azure AI agents.
- Build an end-to-end multi-agent.

#### Day 2

- Enable multi-agent interactions using agentic framework capabilities.
- Build a multi-agent presentation builder.

# GitHub skilling

Whether you're building technical mastery or driving customer conversations, take advantage of tailored skilling journeys to help you grow your impact and credibility.

Demonstrate your GitHub proficiency by preparing for and earning one or more of five GitHub certifications:

- GitHub Administration
- GitHub Actions
- GitHub Copilot
- GitHub Advanced Security
- GitHub Foundations

Become fluent in GitHub's value proposition and skilled at engaging customers. This path equips you to:

- Initiate impactful sales conversations
- Address customer challenges with tailored GitHub solutions
- Confidently pitch GitHub's business value

Access a curated collection of pitch decks, battlecards, and sales accelerators—including the GitHub Sales Accelerator (GH-300) and Tech Deal Ready Accelerator (GH-100)—to help you win developer mindshare and drive pipeline.



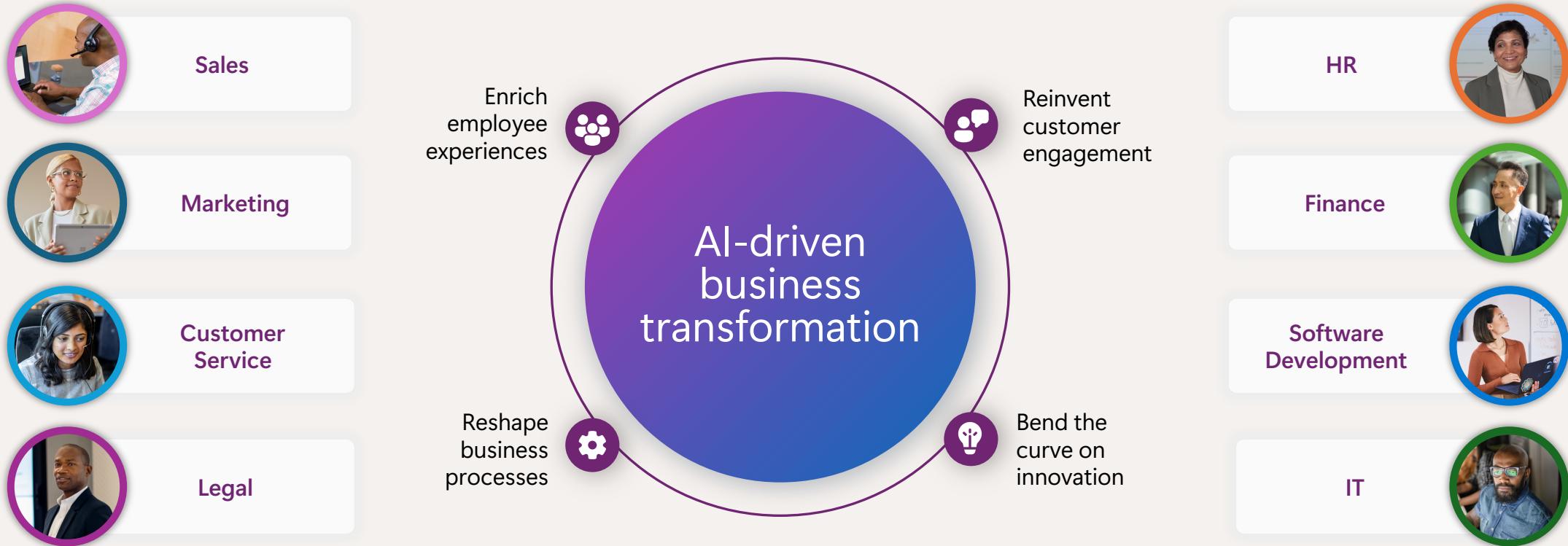
GitHub featured training



GitHub sales and presales partner skilling

# Build agentic AI use cases

Microsoft has developed use cases across major business functions and industries to help customers envision what's possible with AI and AI agents.



[Discover more](#) agentic AI use cases. See what's possible across industries.

# Key processes by function

Sales	Marketing	Customer Service	Legal	HR	Finance	IT
Customer self-service	Customer insights & strategy	Self-help	Regulatory & compliance management	Employee engagement	Quote to cash	Data management
Lead generation	Demand generation	Support assignment	Contracting	Recruiting	Record to report	Software management & acquisition
Customer engagement	Content creation	Issue diagnosis	Risk management	HR admin & payroll	Tax & treasury	Device refresh
Negotiations & closing	Campaign execution	Problem resolution	Litigation	Compensation & benefits	Planning & analysis	IT operations
Post-sale follow-up & upsell	Predictive analysis	Continuous improvement	Consultation	Learning & development	Risk management & compliance	Network operations
Sales analysis & forecasting	Personalization		Intellectual property	Talent management	Procure to pay	Information security
	Sales enablement & recommendation		Advisory services	HR strategy & planning		Change management & user adoption

# Key processes by KPI

Sales	Marketing	Customer Service	Legal	HR	Finance	IT
Opportunities pursued	Leads generated	First Call Resolution (FCR) rate	Outside counsel spend	Employee onboarding time	Finance outsourcing spend	IT operation costs
Deal size	Agency spend	Calls answered by agents	Cost per internal review	Calls answered by agents	Cost per analysis request	IT issue/ticket resolution time
Win rate/Close rate	Customer retention	Issue resolution time	Compliance rate	Issue resolution time	Deal review time	IT outsourcing costs
Customer retention	Employee retention	Customer retention	Contract error rate	Employee retention	Time to close	Product adoption & usage
Average discount size	Cost per lead	Case volume	Number of disputes	Hiring cost per employee	Compliance rate	Application downtime
Upsell/Cross-sell rate	Brand value	Time to first response	Dispute win rate	Admin cost per employee	Forecast accuracy	Network/infra reliability score
Cost per lead	Lead conversion rate	Average call time		First call resolution rate	Employee retention	Reduce shadow IT risk
Sales cycles length	Revenue per lead generated	Customer experience (CSAT)		Workforce demographics	Day sales outstanding	NSAT User Satisfaction
Response rate						

◆ = Prioritized KPIs

# Establish an AI Center of Excellence

An AI Center of Excellence (CoE) brings together expertise, innovation, and talent. It serves as a strategic enabler to the business, accelerating agentic AI capability development, both within the organization and for its customers, whether in products or services.

Whether your organization is just starting to explore AI agents or already has agentic AI innovations underway, a CoE helps to centralize insights, promote reusability and standardization of agentic AI assets, establish governance and best practices, and formalize strategies for innovation and business transformation through AI agents.

[Learn more](#) about implementing an AI CoE.

## An AI CoE can include:

**Business strategy** through the identification of business goals that AI agents can support, the development and prioritization of use cases, and establishment of cross-functional teams to advance projects, in addition to KPIs to measure and track outcomes.

**Technology strategy** by designing an agentic AI-ready platform and data architecture and creating a strategy for building or buying AI tools.

**Agentic AI development**, including the creation of customer-centric solutions alongside a process for building, testing, and deploying AI agents.

**Cultural integration** by building a formal operation model to guide agentic AI activities across the business, identifying executive sponsors to empower teams and drive commitment to CoE goals, and developing training opportunities to upskill employees.

**Governance** through control and accountability structures that monitor AI ethics, data privacy, and security to ensure responsible AI use.

# Accelerate customer success

## Customer outcome

Accelerate your innovation with differentiated AI—enriching employee experiences and reimagine customer engagement, powered by Microsoft Cloud and partners.

## Partner outcome

Drive revenue growth, profitability, and margins by enriching your services with differentiated AI solutions—supported by Microsoft's end-to-end engagement model.

## Services partners | Win formula

### Differentiated partner capabilities

- Lead with AI innovation and Responsible AI to engage with customers across their business and IT functions.
- Align customer goals to AI use cases and deploy repeatable solutions with security foundations.
- Accelerate adoption among end users and developers with emphasis on AI and Security capabilities.

### Win Formula Aligned to MCEM

#### 1 Listen & consult

##### Build pipeline

Leverage [Partner Core BOM](#) to land AI Envisioning and Value.

Target customers from [SPARK Propensity](#) and execute campaigns.

[Be Customer Zero to GitHub Copilot \(GHCP Trials\)](#)

[Microsoft CloudAscent](#)

[SPARK Propensity](#)

[Campaigns in a Box](#)

[AI Use Cases](#)

[Industry Sales Kits](#)

#### 2 Inspire & design

##### Design solution

AI apps & agents workshops and POC engagements

GitHub Copilot Hackathons

[Azure Accelerate \(7/1\)](#)

[Proof of Value](#)

[Co-Sell with Microsoft](#)

#### 3 Empower & achieve

##### Win deal

Structure the deal to deploy AI use cases on Azure, including AI Foundry and GitHub.

[Azure Accelerate \(7/1\)](#)

[Innovate with AI Apps & Agent \(AI Foundry, AI Apps, GitHub\)](#)

[Solution Accelerators](#)

#### 4 Realize value

##### Deploy & drive adoption

Deploy AI apps & agents following security guidelines .

Accelerate GitHub skilling.

#### 5 Manage & optimize

##### Drive expansion

Build business case for expansion. Extend business value with 3P SDC solutions.

[Azure Essentials](#)

[CSP Incentives](#)

[Landing Zone and Deployment Accelerators](#)

[Well-Architected AI Assessment](#)

# Accelerate customer success

SDC partners | Win formula

## Customer outcome

Solve customer business problems with innovative applications and agents build on Microsoft Cloud & AI Platform.

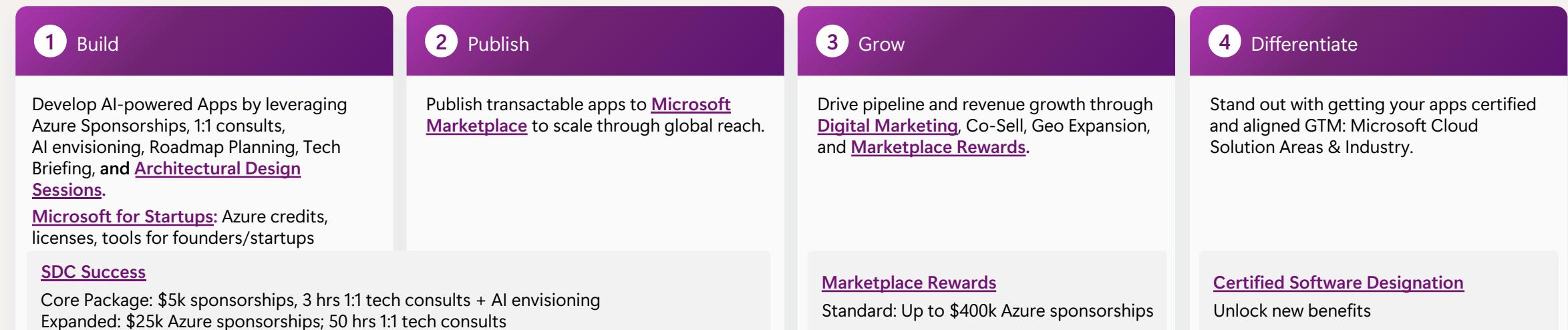
## Partner execution

Accelerate time to value with AI, apps, and agents—expand sales and reach through joint GTM with Microsoft.

## Strategic imperatives (How)

- Co-innovate with Microsoft to build differentiated, AI-powered solutions using trusted cloud, data, and developer tools.
- Co-market through Microsoft's marketplace and global channels to scale customer acquisition.
- Co-sell with Microsoft field and partner teams to convert pipeline, close deals faster, and differentiate

## SDC engagement journey (How)



Certified  
Software  
Designation

Advance package: Build & Publish offers with cash incentive – Up to \$100k

Marketplace Rewards: Up to \$1M Azure sponsorship  
Advance Package: \$175k incentive for end-customer migrations (SDC-led)

# Accelerate customer success

Services partners | Demand generation

→ Gain insights into high propensity customers for priority customer scenarios.

→ Drive top-of-funnel leads through ready-to-launch customizable campaigns.

← Identify high-propensity customers → ← Generate leads →

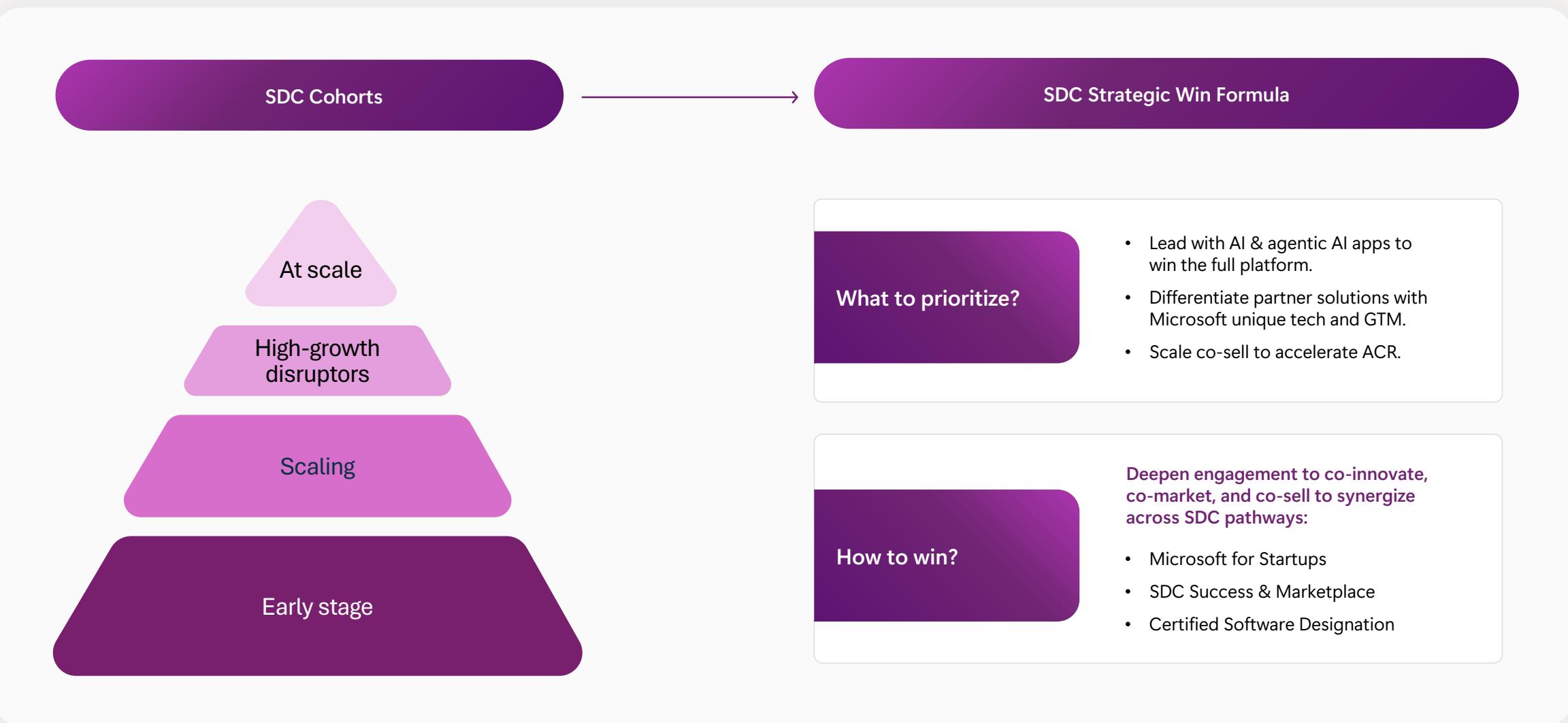
Customer scenario	Sales motion	Propensity tool	Campaign in a Box (Ciab)	Get started
Innovate with Azure AI Apps and Agents	Drive AI transformation conversation for customers.  1. Establish meaningful differentiated AI solutions that drive high-value customer outcomes. 2. Win the AI and agentic AI platform decisions with Azure AI Foundry.  Win developers with GitHub and drive them to Azure.	<a href="#">SPARK</a>  <a href="#">SPARK</a>  <a href="#">SPARK</a>	AI transformation  Innovate with Azure AI apps and agents  Win developers with GitHub	<a href="#">PMC</a>  <a href="#">PMC</a>  <a href="#">PMC</a>

Learn more about [SPARK](#) and [CloudAscent](#) Propensity tools.

Learn more about [Campaign in a Box](#).

# Accelerate customer success

SDC partners | Strategic imperatives to win



# Ready to do more with Microsoft?

Talk to us to jumpstart your next agentic AI opportunity.



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