



FY26 Microsoft Security Commercial Partner Playbook

Partner Ready

November 2025



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FY26 Business Overview

Five MCAPS Priorities



Copilots on every device across every role



Differentiated AI design solutions with every customer



Securing the cyber foundation of every customer



Microsoft 365 core execution



Migrations, migrations, migrations

Growth

Revenue

Solution Areas Aligned to Priorities

AI Business Solutions



Copilots on every device
across every role



Microsoft 365 and Microsoft
Dynamics 365
core execution

Cloud & AI Platforms



Frontier AI solutions



Migrations and modernization

Security



Securing the cyber foundation

Microsoft Security Opportunity

Security is the #1 priority at Microsoft

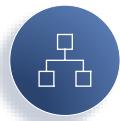
Secure Future Initiative

Secure by design · Secure by default · Secure operations

Security culture and governance



Protect identities and secrets



Protect tenants and isolate production systems



Protect networks



Protect engineering systems



Monitor and detect threats



Accelerate response and remediation

Paved path

Continuous improvement

Standards

We continue to make progress

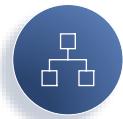
Security culture and governance



Identities

95%

of employees now have video-based user verification enabled



Tenants

5.75M

unused tenants eliminated



Networks

99.3%

of network assets inventoried



Engineering systems

85%

of production build pipelines use centrally governed pipeline templates



Detection

99%

of network device audit logs centrally stored and analyzed



Response

90%

of high severity cloud vulnerabilities addressed within our reduced time to mitigate



Building an AI-first end-to-end security platform



1.5M

Endpoints Protected

720K

SharePoint Sites Protected

225TB

Ingested Weekly



Security for your entire estate



Solving the biggest challenges you are facing



Secure and govern
your data and AI



Defending against
threats



Reducing operational
complexity

New AI threats and
attack surfaces

Unprecedented
threat landscape

Growing complexity
and cost

Enabling automation of your security operations



Microsoft Security
Copilot agents



Microsoft Security Copilot agents enable autonomous and adaptive automation

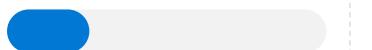


Saving you time and money

Time Savings

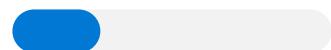
with  Microsoft Security Copilot

23%



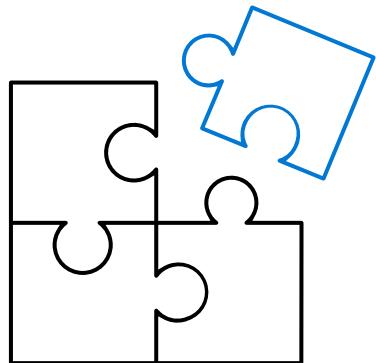
Experienced
Security Pros

26%



Security
Novices

Consolidating 50+ categories



Cost savings

Up to

60%

savings with
Microsoft Defender Suite and
Microsoft Purview Suite¹

¹Savings based on publicly available estimated pricing for other vendor solutions and Web Direct/Base Price shown for Microsoft offerings



Copilot makes IT and security faster and better



IT team

in common IT scenarios, on average

Faster

29%

More accurate

34%



Security team

Faster mean time to resolve

30%

Average reduction of breaches

17%

Source: *Randomized Controlled Trials for Security Copilot for IT Administrators*, Microsoft
Study consisted of 182 subjects split into control and treatment groups. Subjects recruited via Upwork, a marketplace for freelancers. Subjects offered performance incentives for speed and accuracy.
Average statistics are statistically significant $0 < p \leq 0.01$.

Source: *Generative AI and Security Operations Center Productivity: Evidence from Live Operations*, Microsoft

Source: *New Technology: The Projected Total Economic Impact™ Of Microsoft Security Copilot*, Forrester

Security Solution Plays and Partner GTM Strategy

FY26 Security Solution Play Overview

Solution Plays

Business Objectives

Hero Products

Mainstream

Modern SecOps with Unified Platform



Comprehensive AI-powered security solutions to modernize security operations, reduce risk, and protect the entire attack surface.

Microsoft 365 E5, Microsoft Defender Suite, Microsoft Sentinel, Microsoft Entra

Data Security

Protect and govern data with measures like insider risk management, data loss protection, and information protection, forming a security foundation to safeguard AI and third-party applications.

Microsoft 365 E5, Microsoft Purview Suite, Microsoft Purview

Protect Cloud, AI platform and Apps



Protect cloud and AI infrastructure with robust security measures, including Microsoft Defender for Cloud and Microsoft Purview AI, focusing on new applications, identity, data, and application protection to address emerging threat vectors.

Microsoft Defender for Cloud, Microsoft Purview

Partner Opportunity Analysis



Automation &
AI-driven
efficiency



White labeling and
partner-to-partner
collaboration



IT security
skill shortages



Vendor
consolidation



Transactable
marketplace
offerings



Reduce IT costs



aka.ms/Forrester
MSSecurity_TEI2
025

Year-over-year growth

Large Enterprise

+1001 Seats

Small & Medium Enterprise

<1000 Seats

20%

Increase
year-on-year

24%

YoY growth for Managed Services

23%

Increase
year-on-year

42%

YoY growth for Managed Services

Microsoft Security

Partner revenue opportunity



\$54.35 per user
per month

Large Enterprise
customer expected revenue opportunity
(with attach rates applied)



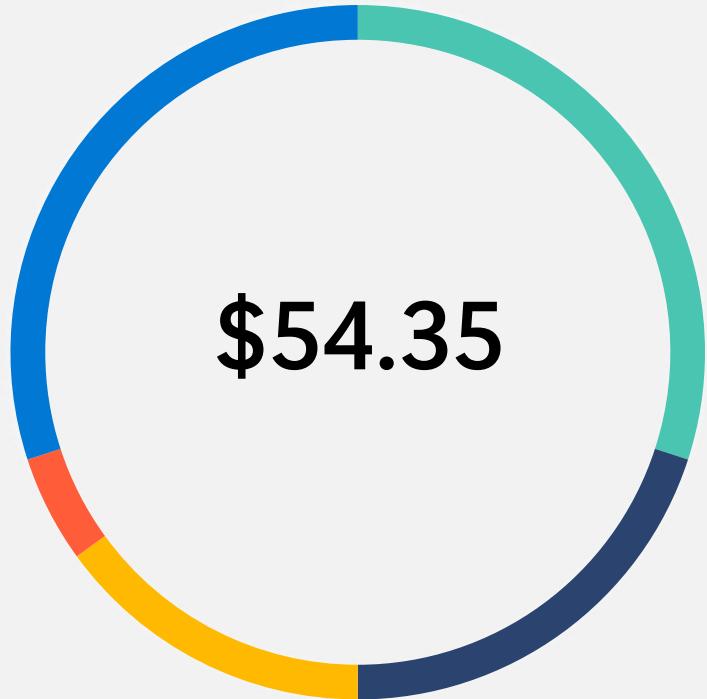
\$30.40 per user
per month

Small & Medium Enterprises
customer expected revenue opportunity
(with attach rates applied)

Microsoft Security

Partner revenue opportunity mix for Enterprise

Solution
Area



20%

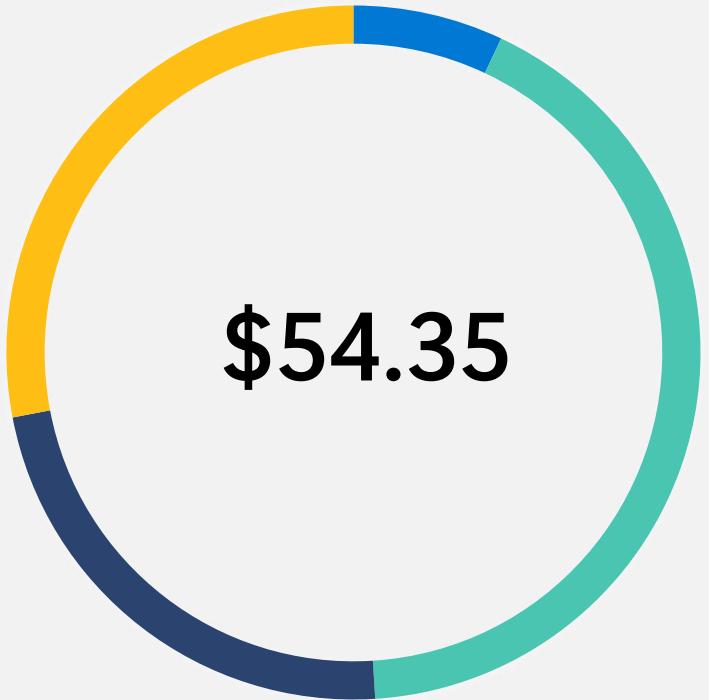
YOY Growth

- 30% Microsoft 365 Security
- 30% Identity
- 20% Multi-cloud security
- 15% Data Security & Compliance
- 5% XDR

Microsoft Security

Partner revenue opportunity mix for Enterprise

Partner
Services



20%

YOY Growth

- 42% Managed Services
- 28% Solutions Deployment
- 23% Deployment
- 7% Advisories

Security Customer Win Formula

Customer Outcome

Comprehensive end to end state of the art security, data security & governance and cloud posture enhancement

Partner Outcome

Drive scalable growth with differentiated solutions and trusted outcomes—helping customers protect more with less.

Differentiated Partner Capabilities

Secure customers' cyber foundation and become Secure AI Advisor to business decision makers

Improve customer security operations, reduce time to respond to incidents and overall security posture

Drive generative AI readiness addressing data security and privacy challenges through Purview adoption & change mgmt.

Enhance cloud security posture, workload protection and code to runtime security

Win Formula aligning to MCEM

1 Listen & consult

Build Pipeline

Target customers and execute campaigns

2 Inspire & design

Design Solution

Build customer intent with pre-sales engagements
Deliver successful pilots with guided evaluation

3 Empower & achieve

Win Deal

Influence or close the Microsoft 365 E5/E5 sale
Upsell Microsoft 365 E3 and Business Premium customers to premium security workloads

4 Realize value

Deploy/Drive Usage

Drive Microsoft Defender XDR workload usage
Address data security and privacy while driving end user enablement

5 Manage & optimize

Drive Expansion

Build business case for expansion and/or upsell

Partner Services

- Integration Expertise
- SOC Efficiency Enhancement
- Incident Response Automation
- Regulatory Compliance Automation

Microsoft 365 Lighthouse Campaign-in-a-Box

[Propensity Tools](#)
[Campaign-in-a-Box](#)

[Pre-Sales Engagements](#)

Drive Microsoft Sentinel and Microsoft Defender for cloud adoption and consumption

[Structural Incentives](#)

[Deployment Offers](#)

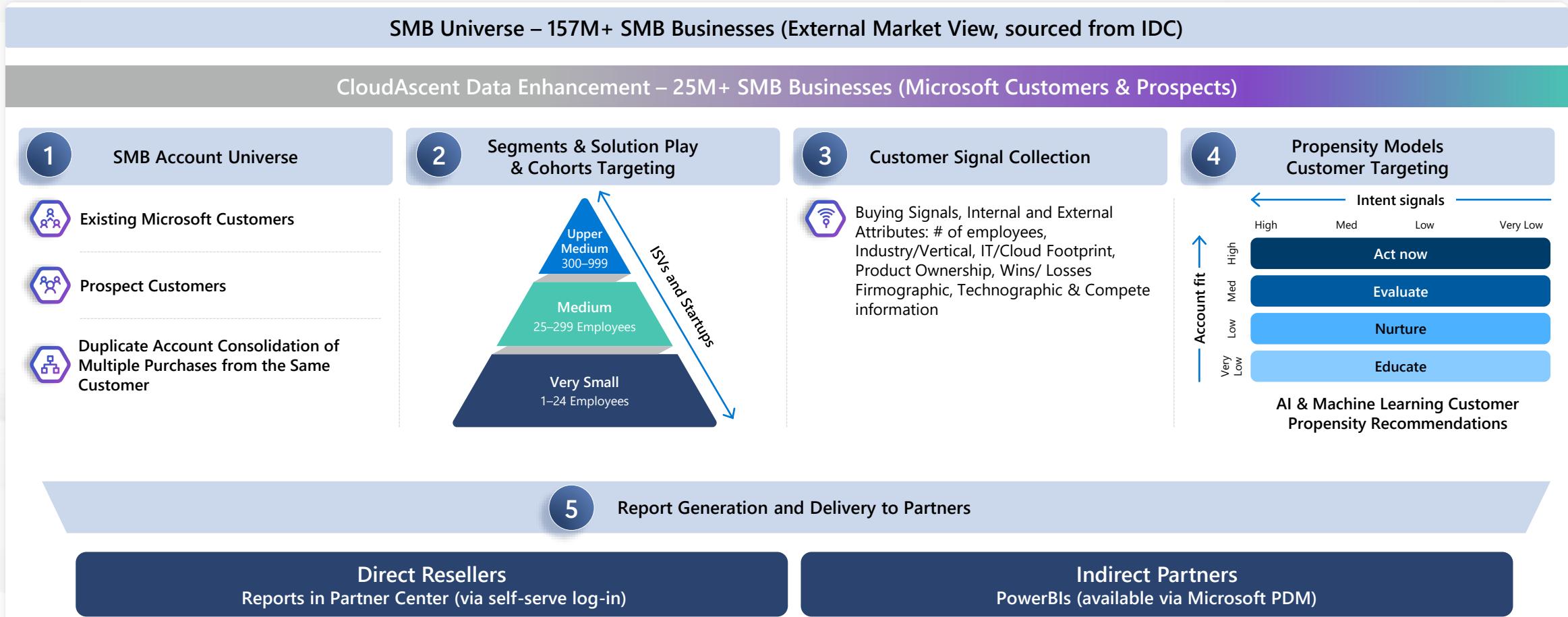
Customer Propensity and Targeting Tools

Gain insights into which customers are ready to purchase Microsoft products – and focus on delivering the solutions they need.

	What is it?	Customer Segment	Security Propensity	Info
CloudAscent	CloudAscent is an engine powered by AI, machine learning, and customer intelligence that takes internal and external Microsoft data to deliver customer targeting and insights.	SMB	Microsoft 365, Microsoft Azure and Security Opportunities	Learn More
SPARK	Solution Play Propensity Accelerate Revenue and KPIs (SPARK) identifies high-propensity customers for Microsoft's unique Solution Plays.	Enterprise, Corporate	Identify Microsoft Purview Suite, Microsoft 365 E5, Microsoft 365 Copilot, Microsoft Sentinel and Microsoft Defender for Cloud Opportunities	Learn More
Microsoft 365 Lighthouse Opportunities	Microsoft 365 Lighthouse uses machine learning (ML) models to recommend growth, retention, and acquisition opportunities to help drive ongoing conversations with your customers throughout the entire customer lifecycle.	All Segments	Identify customer acquisition, retention and growth opportunities across Microsoft 365 Enterprise SKUs	Learn More

Propensity Tool | CloudAscent

CloudAscent (CLAS) is the engine powered by AI, Machine Learning, and customer intelligence that takes internal and external data to deliver high propensity SMB customer targets to partners for AI Business Solutions, Cloud and AI, and Security.



Propensity Tool | CloudAscent



Benefits for partners

- **Increased sales & marketing efficiency** with data driven insights to allow more precise customer targeting.
- **Reduced cost of sales** by reducing the sales cycle times.
- **Improved customer retention** by providing insights into customer needs and behaviors.
- **Act Now propensity recommendations** conversion rate is 3X other propensity levels for new customer acquisition.
- **Act Now Microsoft 365 Upsell propensity recommendations** YoY growth rate is 10X the other Microsoft 365 Upsell propensity levels.



Getting started

Visit <https://aka.ms/CloudAscent> to gain familiarity with CloudAscent:

- How CloudAscent works
- How to access CloudAscent SMB propensity lists
- Reseller and Indirect Provider training for specific targeting scenarios



Partner Call to Action

- 01 **Learn about CloudAscent** by visiting <https://aka.ms/CloudAscent>
- 02 **Download CloudAscent customer propensity lists** from Partner Center for resellers OR receive Power BI from PDM for Indirect Providers. Discover more <http://aka.ms/CLASdefinitions>
- 03 **Develop Campaign** by familiarizing yourself with the cohorts and readiness material on <http://aka.ms/smbgtm>
- 04 **Engage Sales & Marketing** by sharing insights from CloudAscent to align their strategies and efforts
- 05 **Execute and Monitor** your marketing campaigns and sales strategies adjusting as needed based on results

Propensity Tool | SPARK

FY26 Coverage

All

Solution Areas

Mainstream

Solution Plays

Enterprise & Corporate*

Customer Segments

Eligible Partners^

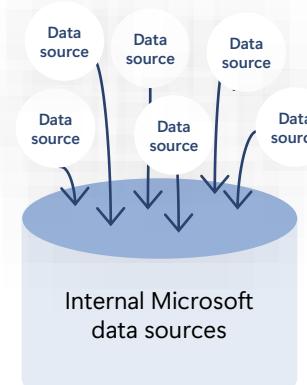
Partners



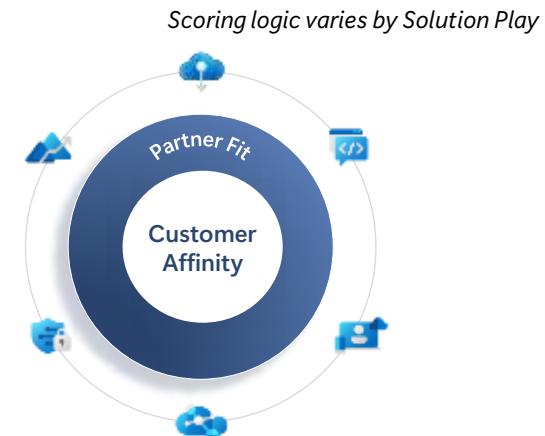
SPARK: Intelligent data models which leverage telemetry data to predict a customer's likelihood of purchasing a Microsoft solution
Solution play Propensity: Accelerate Revenue & KPIs

How it works

1 Aggregate inputs across Microsoft data sources

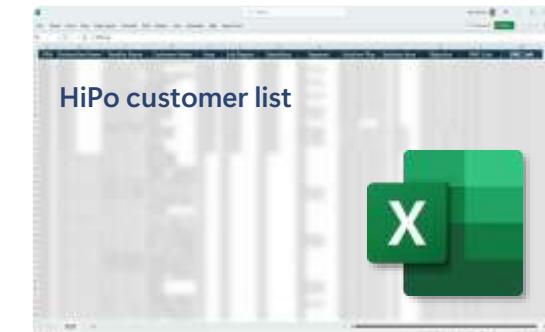


2 Assign propensity score based on affinity & best fit



3 Identify high-potential customers to drive growth

Compliant, partner-ready propensity lists, now available via the Partner Center Insights Workspace



Propensity Tool | SPARK



Benefits for Partners

Increase sales velocity by targeting customers most likely to drive growth

Stronger collaboration due to shared visibility between partner & MSFT roles

HiPo customer opportunities are directly aligned to MSFT strategic goals

Aggregated marketing resources to help easily find & leverage assets

Dynamic propensity models are continually trained & improved



Partner Call to Action

1. Download SPARK Propensity data from Partner Center
2. Review HiPo customer list with PDM & work together to prioritize execution
3. Leverage ready-made marketing assets with targeted HiPo customers (i.e. CiaB)
4. Work with PDM to monitor solution delivery performance & customer engagement
5. Get Started:
 - Visit [SPARK Propensity in Partner Center Insights](#) on MS Learn:
 - How SPARK models work
 - How to download SPARK Propensity lists
 - Customer targeting scenario CTAs

Campaign-in-a-Box (CiaB)

What is CiaB?

- **Ready to launch** customizable campaigns
- **Approved** Microsoft **value propositions, messaging and branding**
- **Aligned to Microsoft priority solution areas and industries**

- Available **free** to **all Microsoft AI Cloud Partners**
- Microsoft invests **significant \$\$ and resources** so that partners can **go to market faster**
- Drive **top of the funnel leads** for partners

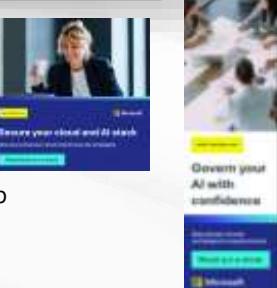
Where to access CiaB?

All CiaB campaigns can be accessed in [Partner Marketing Center](#)

Partner Marketing Assets by Customer Journey

Build awareness

- Outreach email
- Blogs
- Social assets
- Banner ads
- Thought leadership
- Short videos



Acquire leads

- Hero Asset
- Landing page



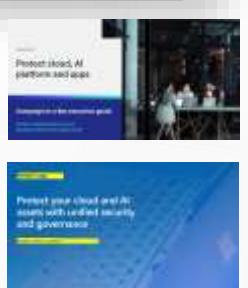
Nurture leads

- Nurture emails
- Infographics
- Customer stories



Sales Follow-up

- Pitch decks
- Sales datasheet
- Assessments
- Demos



Campaigns will be localized into 11 languages: German, Spanish (Spain), Italian, French, Russian, Japanese, Chinese (simplified), Chinese (traditional), Korean, Turkish, Portuguese (Portugal)

Deployment and Adoption



Value Realization

High product usage ensures customers quickly realize benefits, boosting satisfaction and loyalty



Prevent Churn

Solutions become indispensable by embedding it in daily operations, ensuring “sticky” usage that locks in renewals and deters switching



Drive Upsell

Customers with high usage are more inclined to invest in other offerings, allowing partners to unlock future growth while delivering more value

Call to Action

Use Microsoft’s tools to monitor product usage and optimize customer engagement.

Create plans based on usage data to enhance satisfaction and identify upsell opportunities.

Security Customer Win Formula for SME&C

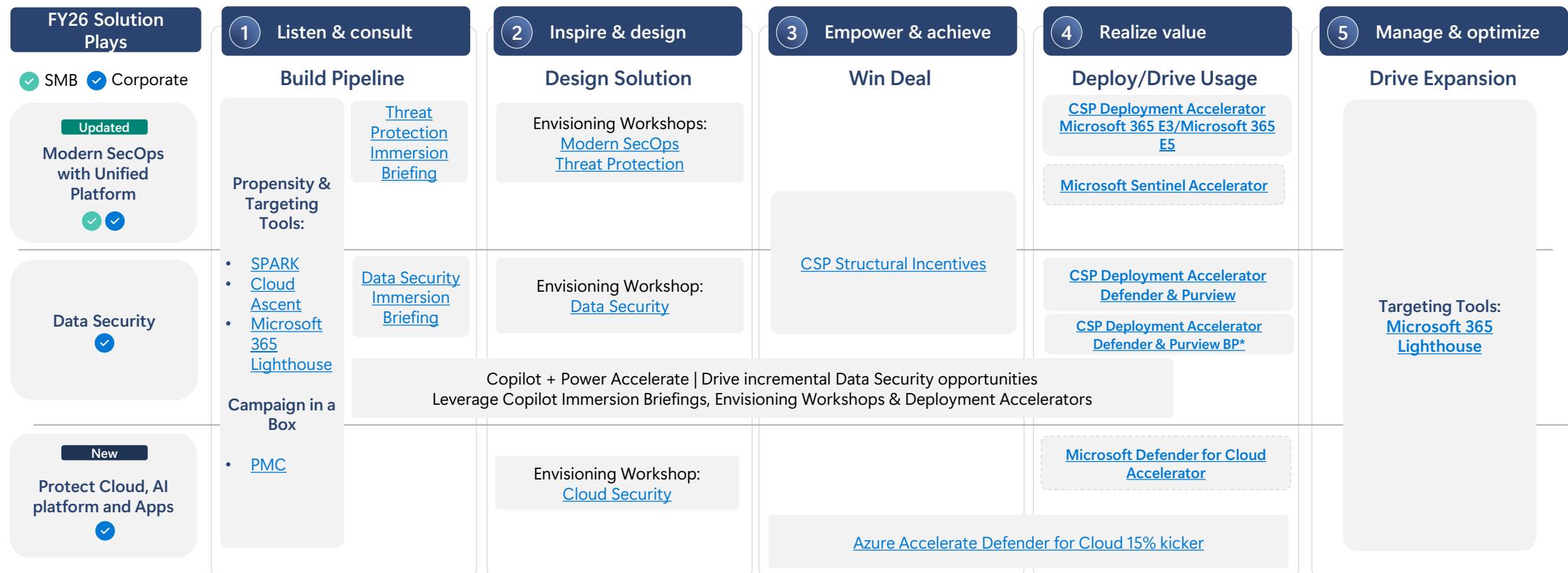
Customer Outcome

Comprehensive end to end state of the art security, data security & governance and cloud posture enhancement

Partner Outcome

Drive scalable growth with differentiated solutions and trusted outcomes—helping customers protect more with less.

SME&C Win Formula aligning to MCEM



Modern Security Operations with Unified Platform

Modern SecOps with Unified Platform | Win Formula

Customer Outcome

Improve security operations, reduce time to respond to incidents, and achieve an enhanced and comprehensive security posture with Microsoft Unified SecOps Platform and XDR.

Partner Outcome

Advise, win, deploy and drive adoption of Microsoft Defender XDR, Microsoft Sentinel and Microsoft Entra.

Differentiated Partner Capabilities

MXDR

Secure customers' cyber foundation through Microsoft Security Platform + AI providing comprehensive threat detection, investigation, response, and remediation

Unified SecOps

Drive SOC efficiency with a simpler, AI infused experience by driving new and existing customers to the unified platform within the Microsoft Defender portal

ITDR

Help shape identity strategy, assess current environments; detect investigate and mitigate identity-based attacks with Microsoft Entra

Security Posture

Business resiliency through continuous security posture assessment, identifying vulnerabilities and adapting to evolving threats

Win Formula aligning to MCEM

1 Listen & consult

Build Pipeline

Target customers and execute campaigns
Target customer through SPARK
Leverage Modern SecOps Campaign in a Box
1:Many Security Immersion Briefing

2 Inspire & design

Design Solution

Build customer intent with Modern Security Operations Envisioning Workshop And Threat Protection Envisioning Workshop

3 Empower & achieve

Win Deal

Influence or close the Microsoft 365 E5 or Microsoft Defender Suite sale
Upsell Microsoft 365 E3 and Business Premium customers to premium security workloads

4 Realize value

Deploy/Use/Consume

Drive Microsoft Defender XDR workload usage
Accelerate SIEM migrations and consumption

5 Manage & optimize

Drive Expansion

Build business case for expansion and/or upsell

Partner Services

Partner Services

- Integration Expertise
- SOC Efficiency Enhancement
- Incident Response Automation
- MXDR and Managed SOC

SPARK
Campaign in a Box

Pre-Sales Engagements

Structural Incentives

CSP Deployment Accelerators
Microsoft Sentinel Accelerator

M365 Lighthouse
Campaign in a Box

Modern SecOps with Unified Platform | Customer Targeting

Target Audience

Primary: CISO, CTO, Security Operations Leaders, Security Architect

End to End Security Audience with expanded reach to small and medium-sized businesses.

Microsoft has combined XDR, SIEM, and Microsoft Entra into a single motion, spanning all customers segments. This enables Microsoft to position a "better together" story of Identity, SIEM/SOAR, and XDR capabilities to provide customers with a comprehensive and unified Security posture with Microsoft.

Buying Role	Function/Department	Seniority Level
Champion	Security, IT	CISO, Vice President, CXO
Influencer	Security, IT	Director, Manager, CXO
Decision Maker	Security, Finance, IT	CISO, Vice President, Director, CxO
Legal & Procurement	Security Team, Legal, Purchasing, IT	Director, Manager
User	Security, IT, ITDM	Director, Manager, Entry, IC, Manager

Key Customer Scenarios

1 Secure the cyber foundation

Customer Need: Build business resiliency and protect my digital estate through comprehensive threat detection, investigation, response, and remediation.

2 Modern Security Operations with Unified Platform Expansion

Customer Need: Reduce cost and complexity with an efficient, simpler and AI infused unified and comprehensive SOC (XDR + SIEM) platform.

3 Modern SecOps migration and adoption with Microsoft Sentinel

Customer Need: Improve security operations, reduce time to respond to incidents, and achieve an enhanced and comprehensive security posture identifying vulnerabilities and adapting to evolving threats.

Hero Workloads

1

- Microsoft 365 E5
- Microsoft Defender XDR
- Microsoft Defender Suite,
- Microsoft Entra

2

- Microsoft 365 E5
- Microsoft Defender XDR
- Microsoft Defender Suite
- Microsoft Defender XDR
- Microsoft Sentinel

3

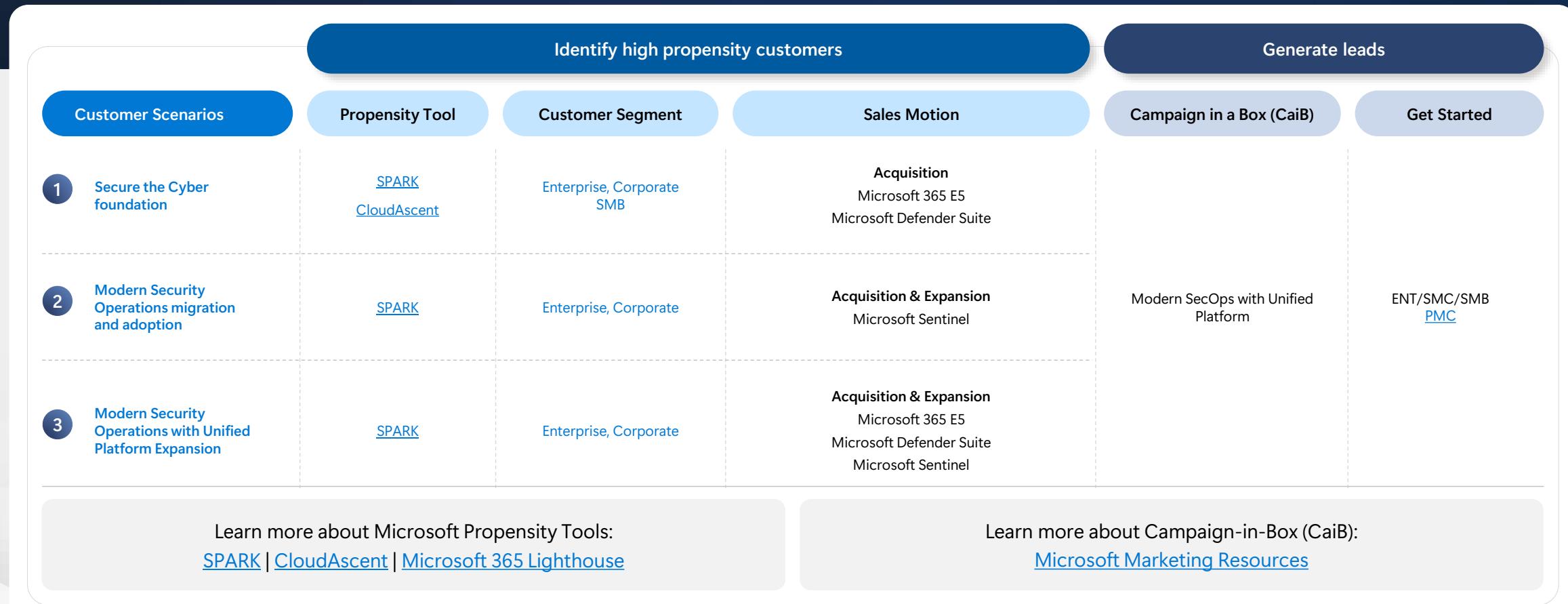
- Microsoft Sentinel

Modern SecOps with Unified Platform | Demand Generation



Gain insights into high propensity customers for priority customer scenarios

Drive top of funnel leads through ready to launch customizable campaigns



Modern SecOps with Unified Platform | Build Intent with Customer Engagements

1 Listen & consult

2 Inspire & design

3 Empower & achieve

4 Realize value

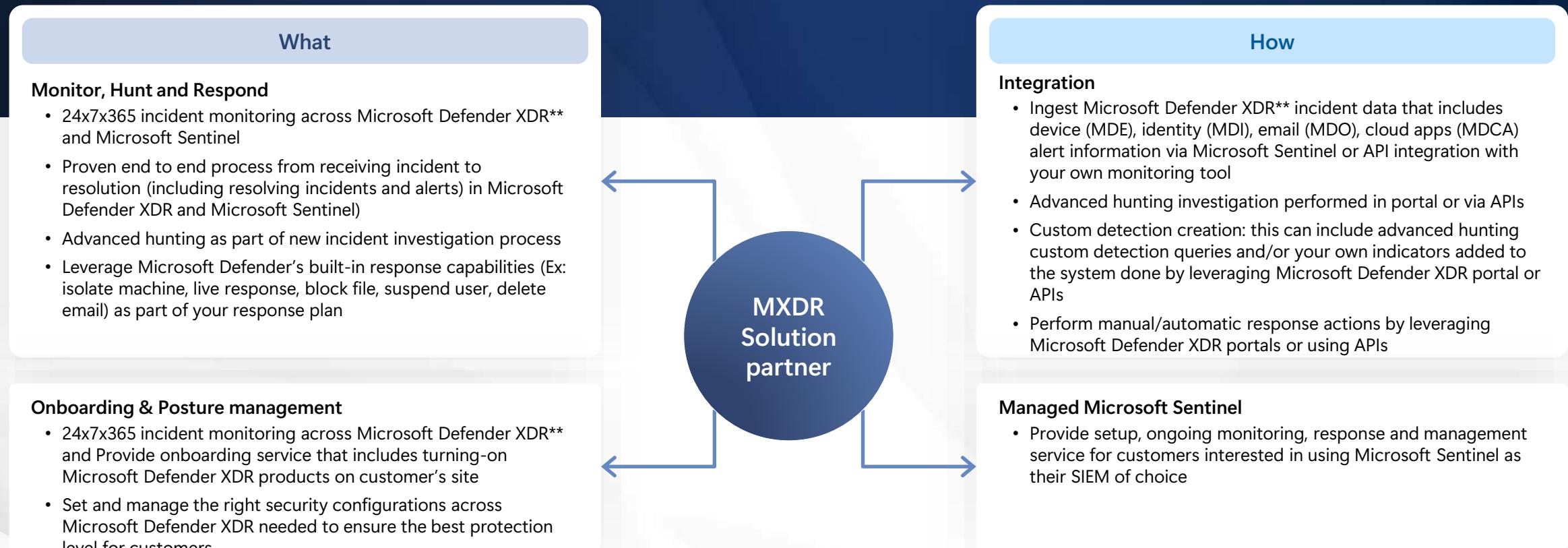
5 Manage & optimize

	Customer Segment	MCEM Stage	Partner Eligibility	Partner Payout	Learn More
Threat Protection Immersion Briefing	SME&C	1 2	Security Solutions Partner Designation		Info
Threat Protection Envisioning WS	Enterprise + Corporate	2 3	Security Solutions Partner Designation		Info
Modern SecOps Envisioning WS	Enterprise + Corporate	2 3	Security Solutions Partner Designation	Refer to FY26 Incentives Guide for payout details https://aka.ms/incentivesguide	Info
Microsoft Sentinel Accelerator	Enterprise	3 4	Threat Protection Specialization		Info
CSP Deployment Accelerators	All Segments	4	Security Specialization		Info

Modern SecOps with Unified Platform

Modern SecOps with Unified Platform | MXDR Verification

The [Microsoft Verified MXDR Solution](#) verification is a powerful differentiator for MISA partners¹, validating their ability to deliver elite, end-to-end managed security services across Microsoft's unified XDR and Microsoft Sentinel portfolio. It signals to customers that the partner's offering meets Microsoft's highest engineering standards for 24/7/365 SOC operations, proactive threat hunting, and integrated response across identity, endpoints, cloud apps, and SIEM. The verification unlocks specific benefits while reinforcing credibility in a rapidly growing market for managed detection and response.



¹Partners must be MISA members to apply for solution verification

²For full requirements please reach out to the MISA team

Modern Security Operations with Unified Platform | Partner Skilling

		Pre-MCEM to achieve Designation and Specialization				
		1 Listen & consult	2 Inspire & design	3 Empower & achieve	4 Realize value	5 Manage & optimize
Modern SecOps with Unified Platform		Credentials	Sales ready	Tech Deal Ready	Project Ready	
Completing Solution Partner Designation		Microsoft Certified: Security, Compliance, and Identity Fundamentals	Security Essentials for Business Leaders	Tech Deal Ready Training : Specialize Advance Identity with Microsoft Entra	Implement Identity and access management with Microsoft Entra	
			Sales Training: Advance Identity with Microsoft Entra		Implement Microsoft Defender for Endpoint	
Getting Specialization		Microsoft Applied Skills: Defend against cyberthreats with Microsoft Defender XDR	Sales Training: Position Microsoft Threat Protection capabilities with Microsoft 365 E5	Tech Deal Ready Training: Specialize Threat Protection consultation with Microsoft 365 E5 suites	Implement Threat Protection with Microsoft Defender XDR solutions	
					Deploy and optimize Microsoft Sentinel	
Specialized Partners		Microsoft Certified: Security Operations Analyst Associate	Sales Training: Modernize your SOC with Microsoft Unified Platform	Tech Deal Ready Training: Modernize your SOC with Microsoft Unified Platform	Migrate your SIEM Solution to Microsoft Sentinel	
					Threat Protection and Incident response with Microsoft Sentinel & Unified Platform	

- Register for an upcoming live session at [Partner skilling hub](#)
- Check out [Microsoft LevelUp](#) for Self-serve partner skilling LMS

- Opt-in at [aka.ms/PartnerSkillingNews](#) for the latest partner skilling updates
- Browse [Certifications, Applied Skills, and Learning Paths](#) for Microsoft Certifications

[Download the most updated Security partner skilling playbook](#)

Data Security

Data Security | Win Formula

Customer Outcome

Protect data with information protection, data loss prevention and insider risk management to safeguard Copilot and third-party AI.

Partner Outcome

Become a trusted Data Security customer advisor to protect and govern sensitive data fueling secure AI-driven insights.

Differentiated Partner Capabilities

Define adaptive, AI-driven insider risk strategies based on user behavior and insights.

Align data protection controls with local regulations to ensure continuous compliance readiness.

Deploy unified data loss prevention policies across cloud and endpoint to accelerate AI readiness.

Automate classification and protection to secure sensitive data without impacting user productivity.

Win Formula aligning to MCEM

1 Listen & consult

Build Pipeline

Identify and connect with customers to secure sensitive data across the data estate and enable secure adoption of M365 Copilot.

Propensity Tools, Campaign in a Box, Immersion Briefings

2 Inspire & design

Design Solution

Build customer intent to secure sensitive data with pre-sales Data Security engagements.

Envisioning Workshops

3 Empower & achieve

Win Deal

Influence or close the ME5 or E5 Compliance sale. Upsell customers to advanced data security solutions or expand existing.

Structural Incentives

4 Realize value

Deploy/Drive Usage

Empower secure AI innovation by deploying Microsoft Purview solutions and developing adoption strategies.

CSP Deployment Accelerators

5 Manage & optimize

Drive Expansion

Build business case for expansion and/or upsell.

Drive managed services to optimize data protection and risk remediation.

Propensity Tools Campaign in a Box

Copilot + Power Accelerate | Drive incremental Data Security opportunities

Leverage Copilot Immersion Briefings, Envisioning Workshops & Deployment Accelerators

Data Security | Customer Targeting

Target Audience

Primary: CISO

Role is evolving as CISO's focus on end-to-end data security across the data estate and respond to the growing need to secure data in the age of AI.

Secondary: Departmental Heads as IT decision makers

Increasing need to secure Copilot, Copilot Chat, Copilot Studio + Agents and third-party AI apps expands the target audience to include non-IT department heads like VP of Sales, VP of Customer Service and Head of Finance.

Buying Role	Function/Department	Seniority Level
Champion	Security, Data Team	CISO, Vice President, CXO
Influencer	Security, Compliance, IT, Data Team	Director, Manager, CXO
Decision Maker	Security, Finance, Data Team, IT	CISO, Vice President, Director, CxO
Legal & Procurement	Legal, Purchasing, IT, Data Team	Director, Manager
User	Security, IT, Data Team, ITDM	Director, Manager, Entry VP Sales, VP Customer Service, Head of Finance

Key Customer Scenarios

- **Data security across the estate (unstructured + structured data)**

Customer Need: I want to protect all my data no matter where it lives in a unified way.

- **Securing data for Microsoft 365 Copilot & Copilot Chat**

Customer Need: I want to securely and confidently adopt Microsoft 365 Copilot and prevent oversharing, data leakage, and risky AI use.

- **Securing data for agents built in Microsoft 365 Copilot & Copilot Studio**

Customer Need: I want build a business process for my company and ensure data is secure while developing and in the process workflow.

Hero Microsoft Purview Workloads

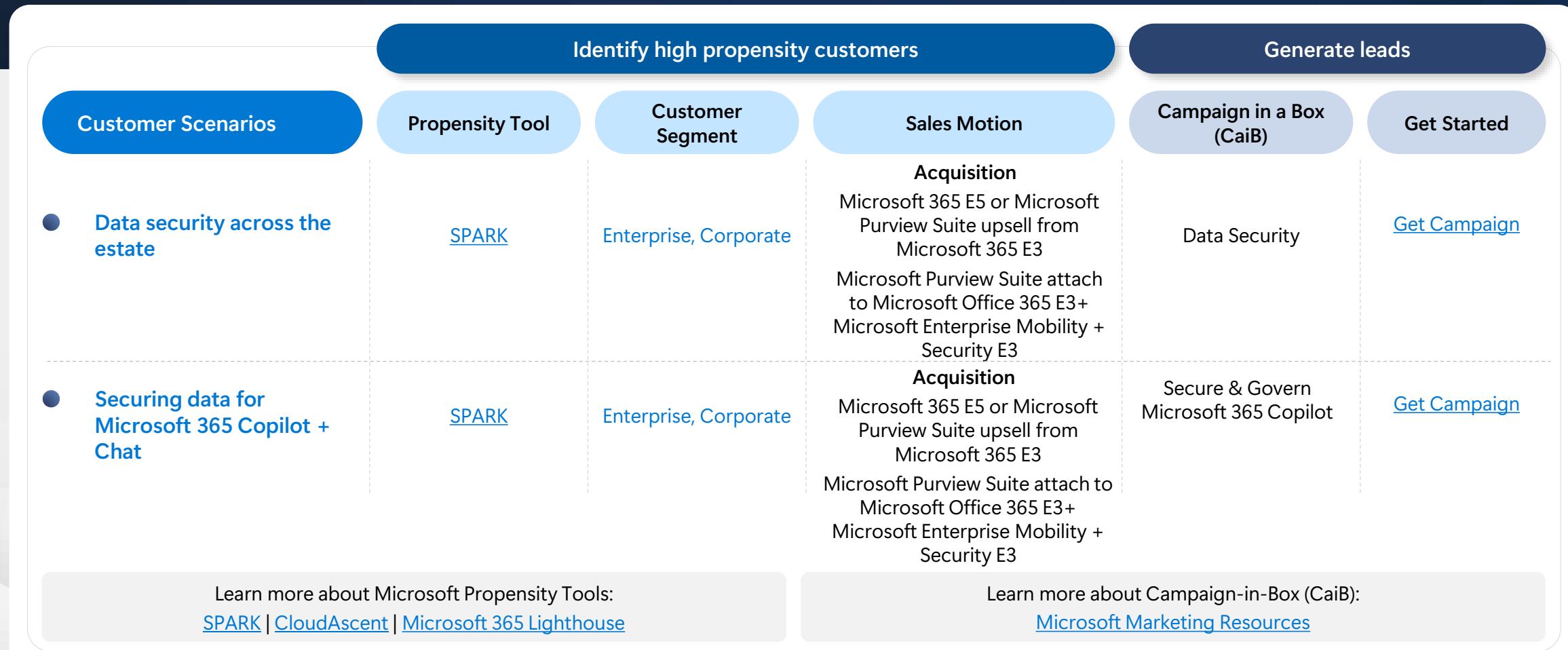


Data Security | Demand Generation



Gain insights into high propensity customers for priority customer scenarios

Drive top of funnel leads through ready to launch customizable campaigns



Data Security | Build Intent with Customer Engagements

1 Listen & consult

2 Inspire & design

3 Empower & achieve

4 Realize value

5 Manage & optimize

	Customer Segment	MCEM Stage	Partner Eligibility	Partner Payout	Learn More
Data Security	SME&C	2	Security Solutions Partner Designation		Info
	Corporate, Enterprise	2	Security Solutions Partner Designation		Info
	All	4	Security Specialization		Info
Copilot + Power				Refer to FY26 Incentives Guide for payout details	
	Corporate, Enterprise	2			https://aka.ms/incentivesguide
	Corporate, Enterprise	2 3	Security, Modern Work or Business Applications Specialization		Info
	Corporate, Enterprise	4			

Drive Data Security opportunities with Microsoft 365 Copilot

Organizations need to address numerous security concerns when adopting Copilot

Data security and privacy

80%

of leaders cited leakage of sensitive data as their main concern¹

Identification of risky AI use

41%

of security leaders cited that the identification of risky users based on queries into AI was one of the top AI controls they want to implement²

AI governance and risk visibility

84%

Want to feel more confident about managing and discovering data input into AI apps and tools²



Microsoft 365 Copilot



Microsoft Purview

A valuable solution to secure and govern Copilot

Partners can leverage enablement and go-to-market resources for Data Security and Microsoft 365 Copilot to recognize the expanding security for AI market opportunity.

1 Build your Microsoft 365 Copilot Capabilities

- [The Future of Work: Copilot + Agents practice development](#)
- [Microsoft Applied Skills: Prepare security and compliance to support Microsoft 365 Copilot](#)

2 Practice the Secure & Govern Microsoft 365 Copilot pitch

- [Secure and govern Microsoft 365 Copilot customer overview](#)
- [Secure and govern Microsoft 365 Copilot customer pitch deck](#)

3 Identify and accelerate opportunities with GTM levers

- [Data Security Immersion Briefing](#)
- [Data Security Envisioning Workshop](#)
- [Microsoft 365 Copilot Partner GTM](#)

Data Security | Partner Skilling

Pre-MCEM to achieve
Designation and Specialization

- 1 Listen & consult
- 2 Inspire & design
- 3 Empower & achieve
- 4 Realize value
- 5 Manage & optimize

Data Security	Credentials	Sales ready	Tech Deal Ready	Project Ready
Completing Solution Partner Designation	Microsoft Certified: Security, Compliance, and Identity Fundamentals Microsoft Applied Skills: Implement information protection and data loss prevention by using Microsoft Purview Microsoft Applied Skills: Implement retention, eDiscovery, and Communication Compliance in Microsoft Purview Microsoft Applied Skills: Prepare security and compliance to support Microsoft 365 Copilot	Security Essentials for Business Leaders	Tech Deal Ready Training: Secure and govern Microsoft 365 Copilot	Secure and Govern Microsoft 365 Copilot with Microsoft Purview
Getting Specialization		Sales Training: Position Microsoft Purview to Secure customer data in the age of AI	Tech Deal Ready Training: Specialize Data Security Consultation with Microsoft Purview in the era of AI	Implement, Govern and Scale Data Security with Microsoft Purview in the era of AI
Specialized Partners	Microsoft Certified: Information Security Administrator Associate	Sales Training: Position Microsoft Purview to Secure customer data in the age of AI	Tech Deal Ready Training: Specialize Data Security Consultation with Microsoft Purview in the era of AI	Implement, Govern and Scale Data Security with Microsoft Purview in the era of AI
				Secure and govern data in the age of AI with Microsoft Purview

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[Download the most updated Security partner skilling playbook](#)

Protect Cloud, AI Platform and Apps

Protect Cloud, AI Platform and Apps | Customer Win Formula

Customer Outcome

Protect cloud and AI infrastructure, applications, and agents with robust security measures to address emerging threat vectors with Microsoft Defender for Cloud and Purview ACR.

Partner Outcome

Migrate and modernize customers' digital estate across applications, databases, and infrastructure while ensuring robust end-to-end security across every workload with MDC. Advise, win, deploy and drive adoption of Microsoft Defender for Cloud and Purview ACR.

Differentiated Partner Capabilities

Provide customers comprehensive visibility into the vulnerabilities on distributed cloud environments

Support customers improving their cloud security posture across infra, apps and data

Accelerate AI adoption securely through MDC deployment and specialized services

Secure migration and modernization of every workload with MDC adoption

Win Formula aligning to MCEM

1 Listen & consult

Build Pipeline

Target customers and execute campaigns

Target customer through SPARK

Leverage Protect Cloud, AI Platform and Apps Campaign in a Box

2 Inspire & design

Design Solution

Build customer intent with **Cloud Security Envisioning Workshop**

Deliver successful **Azure Accelerate** Assessment + PoV engagement

3 Empower & achieve

Win Deal

Influence /secure customer decision on Defender for Cloud adoption

4 Realize value

Deploy/Drive Usage

Drive Defender for Cloud workload usage

Accelerate Defender for Cloud migrations and consumption

5 Manage & optimize

Drive Expansion

Build business case for workload expansion

Land advisory, professional and managed services to secure additional Defender for Cloud workloads and value

Azure Accelerate Defender for Cloud 15% kicker

Propensity Tools
Campaign in a Box

Pre-Sales Engagements

Structural Incentives

Deployment Accelerators

Propensity Tools
Campaign in a Box

Protect Cloud, AI Platform and Apps | Customer Targeting

Target Audience

Primary: CISO, CIO, Compliance Manager, AI project lead

- AI Project leads and the Product Development audience to position with every Microsoft Azure Open AI project
- Security CxOs for AI infrastructure

Bring secure AI to market confidently with data privacy, built-in content safety, copyright protections, and secure AI-ready infrastructure. Protect the three foundational layers for AI projects: AI Layer, Data Layer, and Apps. Protect customers using Microsoft Azure Infrastructure, including Microsoft Azure Open AI and Microsoft Azure Foundry, with Defender for Cloud and Microsoft Purview workloads.

Buying Role	Function/Department	Seniority Level
Champion	IT, Data Pro, Compliance, Product Development	CISO, Vice President, CXO
Influencer	Compliance, Security	CXO
Decision Maker	Product Development, IT, Security, DevDM	CISO, CxO
Legal & Procurement	Purchasing, Legal	Director, Manager
User	SecOps, Compliance Manager, Security, IT, Data Team	Director, Manager, Entry, IC, Manager

Key Customer Scenarios

1 Protect cloud and securely migrate and modernize

Customer Need: Securely migrate my workloads (Windows Server, SQL Server, Linux, PGSQL, and App) to Microsoft Azure.

2 Protect Cloud and AI Apps

Customer Need: Protect cloud apps, AI apps and securely modernize data bases.

3 Protect AI Platform

Customer Need: Confidently and securely adopt Microsoft Azure Open AI, AI Apps and agents

Hero Workloads

1

- Microsoft Defender for Cloud CSPM
- Microsoft Defender for Servers, Data Bases, Storage
- Microsoft Defender for Containers, Kubernetes

2

- Microsoft Defender for Cloud CSPM
- Microsoft Defender for AI
- Microsoft Defender for Containers, App Service, API
- Microsoft Purview

3

- Microsoft Defender for Cloud CSPM
- Microsoft Defender for AI Services

Protect Cloud, AI and Apps| 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 Scenarios	Propensity Tool	Customer Segment	Sales Motion	Campaign in a Box (CaiB)	Get Started	
1 Migrate and Modernize with Microsoft Defender for Cloud (Protect Cloud)	SPARK	Enterprise, Corporate	Acquisition & Expansion Defender for Cloud attach on active migration of Infrastructure workloads Microsoft Defender for Cloud attach on application and data modernization projects Microsoft Defender for Cloud adoption on Microsoft Azure customers with no Microsoft Defender for Cloud consumption	Protect Cloud, AI Platform and Apps		
2 Protect App and DB Modernization for existing customers with Microsoft Azure App and DB (Protect Apps)	SPARK	Enterprise, Corporate	Acquisition & Expansion Microsoft Defender for cloud protection on Microsoft Azure Apps and Microsoft Azure DBs with little or no Microsoft Defender for Cloud coverage	Protect Cloud, AI Platform and Apps		Launched October 30 https://aka.ms/protect_cloud_aiplatform_apps
3 Protect Microsoft Azure Open AI customers (Protect AI)	SPARK	Enterprise, Corporate	Acquisition & Expansion Microsoft Defender for cloud adoption for Microsoft Azure Open AI and Apps with little to no Microsoft Defender for Cloud coverage	Protect Cloud, AI Platform and Apps		
Learn more about Microsoft Propensity Tools: SPARK CloudAscent Microsoft 365 Lighthouse			Learn more about Campaign-in-Box (CaiB): Microsoft Marketing Resources			

Protect Cloud, AI and Apps | Build Intent with Customer Engagements

1 Listen & consult

2 Inspire & design

3 Empower & achieve

4 Realize value

5 Manage & optimize

	Customer Segment	MCEM Stage	Partner Qualification	Partner Payout	Learn More
Cloud Security Envisioning Workshop 1:1	Enterprise, Corporate	2	Security Solution Partner Designation		Cloud Security Envisioning Workshop
Microsoft Defender for Cloud Accelerator	Enterprise, Corporate	4	Cloud Security Specialization	Refer to FY26 Incentives Guide for payout details https://aka.ms/incentivesguide	Microsoft Defender for Cloud Accelerator
Assessment + PoV	All Segments	3 4	Microsoft Azure Specialization		Microsoft Azure Accelerate
Microsoft Defender for Cloud Attach Kicker	All Segments		Microsoft Azure Specialization		Microsoft Azure Accelerate

Protect Cloud, AI and Apps | Partner Skilling

Pre-MCEM to achieve Designation and Specialization		1 Listen & consult	2 Inspire & design	3 Empower & achieve	4 Realize value	5 Manage & optimize
Protect Cloud, AI Platform and Apps	Credentials	Sales ready	Tech Deal Ready	Project Ready		
Completing Solution Partner Designation	Microsoft Certified: Security, Compliance, and Identity Fundamentals	Security Essentials for Business Leaders	Tech Deal Ready: Specialize Microsoft Defender for Cloud to accelerate Cloud, AI platform & Apps Protection deals	Secure Migration with Microsoft Defender for Cloud		
Getting Specialization	Microsoft Applied Skills: Secure Microsoft Azure services and workloads with Microsoft Defender for Cloud regulatory compliance controls	Sales Training: Position Cloud, AI Platform and Apps protection with Microsoft Defender for Cloud	Tech Deal Ready Training: Specialize Microsoft Defender for Cloud to accelerate Cloud, AI platform & Apps Protection deals	Protect cloud, AI Platform and Apps by implementing Microsoft Defender for Cloud		
Specialized Partners	Microsoft Certified: Microsoft Azure Security Engineer Associate	Sales Training: Position Cloud, AI Platform and Apps protection with Microsoft Defender for Cloud	Tech Deal Ready Training: Specialize Microsoft Defender for Cloud to accelerate Cloud, AI platform & Apps Protection deals	Protect cloud, AI Platform and Apps by implementing Microsoft Defender for Cloud	Implement Security for AI Apps, Copilot & Agents	

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Build your practice, accelerate your business

Security Solution Plays, Products and Specializations



Solution Plays

Modern SecOps with Unified Platform

Data Security

Protect Cloud, AI Platform and Apps



Hero Products

Primary	Microsoft Defender Products, Microsoft Sentinel, Microsoft Entra
Secondary	Microsoft Security Copilot
Primary	Microsoft Purview Suite, Microsoft 365 E5
Secondary	Microsoft Purview ACR
Primary	Microsoft Defender for Cloud
Secondary	Microsoft Purview ACR



Specialization

[Threat Protection](#)

[Identity and Access Management](#)

[Data Security](#)

[Cloud Security](#)

Differentiated Partner Capabilities

Solution Plays	Professional Service Providers	Managed Service Providers	Software Development Company (SDC)	Cloud Solution Providers (CSP)
Modern SecOps with Unified platform	<ul style="list-style-type: none"> SOC Optimization Incident Response Automation Regulatory Compliance Training and Value Consulting Integration Expertise Tailored Deployment 	<ul style="list-style-type: none"> Comprehensive Managed Security Services Specialty Managed Services Enhanced Threat Intelligence Incident Response and Recovery Advanced Onboarding Services SOC SLA Enhancement Augmentation of Team Expertise Explore Professional Service Opportunities 	<ul style="list-style-type: none"> AI Agent Development Training Platform Innovative Solution Offerings Ecosystem Expansion 	<ul style="list-style-type: none"> Telemetry and Usage Insights for Enhanced Security Management AI Platform Hardening Services Licensing and Cost Optimization for Secure AI Deployments Expand your purpose-built solutions Training and Value Consulting Integration Expertise
Data Security	<ul style="list-style-type: none"> Regulatory Compliance and Framework Consulting Integration Expertise (Deployment and Configuration) Incident Response planning (data breach) Data use and security policy design Compliance and Risk Investigations Training and Value Consulting 	<ul style="list-style-type: none"> Data Security monitoring and alert triage Data Risk analysis and reporting Data Security Managed Services Proactive policy tuning and optimization Insider Risk Detection and Response Augmentation of Team Expertise Explore Professional Service Opportunities 	<ul style="list-style-type: none"> Extension to non-Microsoft data sources and solutions AI Agent Development Enhance data discovery, classifications, visualizations Region and Industry-specific compliance 	<ul style="list-style-type: none"> Bundled and pre-packaged solutions Onboarding and provisioning Licensing optimization Training and enablement Telemetry and usage insights
Protect Cloud, AI Platform and Apps	<ul style="list-style-type: none"> Cloud Security Architecture and Design Application Security Architecture Design Secure DevOps Implementation Secure AI Implementation Consulting AppSec Deployment and Configuration Expertise AI Risk and Compliance Management Incident Response Planning for Cloud and AI Regulatory Compliance Training and Value Consulting 	<ul style="list-style-type: none"> Cloud Security Monitoring and Threat Detection AI Security and Ethics Monitoring Real-time App Protection and Incident Response Proactive Cloud Configuration Risk Management Continuous Security Posture Improvement Managed Cloud Security Policy Enforcement Compliance Reporting for AI and Cloud Environments 	<ul style="list-style-type: none"> Secure Development Lifecycle (SDL) integration AI and Cloud App Security Testing Tools Secure AI Application Development AI Model Lifecycle Management Solutions Compliance Management for AI-based Solutions 	<ul style="list-style-type: none"> Pre-packaged Cloud and AI Security Solutions Cloud and AI Security Optimization Services Easy Onboarding and Provisioning of Secure AI and Apps Licensing and Cost Optimization for Secure AI Deployments Cloud Security Training and Enablement

Microsoft AI Cloud Partner Program

**Action**

Accelerate your practice to Security Specializations to unlock investments

Solutions Partner designations

Demonstrate your breadth capabilities
in the Security solution area

Stand out to customers

Differentiate with badging

Access to exclusive tools,
resources and benefits

Unlock opportunities to sell
with Microsoft

Flexibility in attainment paths

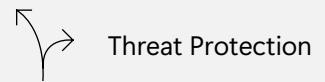
Qualify on either the SMB or
Enterprise path

Separate Enterprise &
SMB scores

Earn points just by upskilling
your teams

Specializations

Differentiate your Security practice with Specializations



Threat Protection



Identity & Access Management



Cloud Security



Data Security

Get access to practice
accelerating benefits
and incentives

Enablement Resources

Security and other licenses

Access to top investment
motions and Co-sell
through Specializations

Additional Security and
other licenses

GTM Resources

Threat Protection Engagements

Accelerate your Practice with MAICPP product benefits

	Explore →	Build →	Strengthen →	Differentiate →	Depth Differentiation
Highlighted Products	Partner Launch Benefits	Partner Success Core Benefits	Partner Success Expanded Benefits	Security Solution Partner Designation	Security Specialization(s)
Microsoft Azure Credits	\$700 USD	\$2,400 USD	\$4,000 USD	\$6k USD	← +\$9K–\$27K USD
Security Copilot via Microsoft Azure Credits					← \$5K–\$15K USD
Microsoft 365	5 seats Business Premium	15 seats Business Premium	35 seats Business Premium	100 seats E5	← +30–150 seats E5
Microsoft Defender for Endpoint P2 & Microsoft Entra ID P2	5 seats of each	15 seats of each	35 seats of each	Included with Microsoft 365 E5	Included with Microsoft 365 E5
Visio Plan 2	1 seat	5 seats	5 seats	5 seats	
Project Online Plan 5	1 seat	5 seats	5 seats	20 seats	
Visual Studio	1 seat VS Pro	8 seats VS Pro	15 seats VS Pro	25 seats VS Enterprise	← +10–30 seats VS Enterprise
Power Apps & Automate Premium	1 seat of each	8 seats of each	15 seats of each	25 seats of each	
Annual Benefit Package Cost	\$345 USD	\$895 USD	\$3,995 USD	\$4,730 USD	← + no additional fee

For more details

[Benefits Guide](#) [Benefits Excel](#)

*Seats and credits within the offers listed on this page are additive

Security Partner Communities



Microsoft Intelligent Security Association

The Microsoft Intelligent Security Association (MISA) is an ecosystem of leading security vendors comprised of software development companies (SDC) and services partners that have integrated their solutions with Microsoft's security technology.

Our mission is to provide intelligent, industry-leading security solutions that work together to help protect organizations at the speed and scale of AI in an ever-increasing threat landscape. Together, strengthening defenses and shaping the future of security.

Learn more at: <https://aka.ms/MISA>



Microsoft Security Customer Connection Program

The Microsoft Security Customer Connection Program (CCP) enables customers, partners, and Microsoft's Most Valuable Professionals (MVPs) to directly connect with Microsoft security engineers to share their product experiences, needs, and recommendations. Microsoft uses the program to put the customer at the center of product development and ultimately create better security solutions.

Sign up at: <https://aka.ms/JoinCPP>

Join the Microsoft Security Public Community:
<https://aka.ms/SecurityCommunity>

Skilling through Microsoft AI Cloud Partner Program

Pre-
MCEM

1 Listen &
consult

2 Inspire &
design

3 Empower &
achieve

4 Realize
value

5 Manage &
optimize

Adoption

Fundamentals and Advanced Cert. Training

Enable all Partner roles on foundational Solution Area knowledge and drive Designation & Specialization growth with technical roles.

Project Ready Training

Intermediate to advanced (L300/400) technical trainings that equip our partners with the practical skills to migrate, implement, and integrate a solution anchored on Microsoft Solution Play that cover real-world scenarios and including labs when possible.

Sales Ready Training

Enable Partner sellers to sell more effectively, landing how we go to market with Solution Plays.

Deal Ready Tech-Sales Training

Enable technical pre-sales roles to prepare and position solution proposal for success, demonstrating value, addressing potential concerns, and driving next best workload for upskill.

FY26 Security Partner Investments

FY26 Partner Investment Direction

Driving success in high-value customer scenarios



Customer Segment
Optimize investments for each segment



MCEM Stage
Drive **consistency and simplification** focused on Inspire and Design and Realize Value



Establishing CSP as the hero motion
Activate SME&C Growth
Design to **reward growth** across new and existing customers, workloads, and seat counts

Increase Hero Investments Across CSAs



AI Business Solutions
Accelerate customers' AI journey through **standardized** end-to-end investments



Cloud & AI Platforms
One unified azure migration journey and offering
Ensure **competitiveness** of partner-led offerings against strategic workload scenarios



Security
Evolve security investments
Simplify offers with focus on delivering pre-sales, deployment, and adoption acceleration

Security Partner Investments FY26



FY26 Security Partner Activities

Funded engagements to drive customer intent to purchase/deploy advanced Microsoft Security solutions

FY26 Earning Opportunities

Inspire & Design Engagements

	Threat Protection Immersion Briefing	Data Security Immersion Briefing	
1:Many	Up to \$2K	Up to \$2K	1:Many
1:1	Threat Protection Envisioning Workshop	Modern SecOps Envisioning Workshop	1:1
Up to \$8K	Up to \$8K	Up to \$8K	Up to \$8K
1:1	Data Security Envisioning Workshop	Cloud Security Envisioning Workshop	1:1
Up to \$8K	Up to \$8K	Up to \$8K	Up to \$8K

Eligibility & Payment

Immersion Briefings – 1:Many

Eligibility

- Security Solution Partner Designation

Customer Qualifications

- 100+ Paid Available Units (PAU) For Microsoft Entra ID P1 or Business Premium

Payout Details

- One time fee paid upon completion of activity and Microsoft approval

Offer Description

- 1:Many engagement to introduce multiple customers to Microsoft's threat protection and data security capabilities via interactive demos, scenario-based discussions, and actionable guidance tailored to common security challenges.

Envisioning Workshops – 1:1

Eligibility

- Security Solution Partner Designation through December '25*

Customer Qualifications

- 300–5000 Paid Available Units (PAU) for Microsoft Entra ID P1 *and*
- 250+ Monthly Active Users (MAU) for Exchange Online, SharePoint Online or Teams

Payout Details

- One time fee paid upon completion of activity and Microsoft approval
- Max payout varies by market: Market A = \$8000, Market B = \$6500, and Market C = \$5500

Offer Description

- 1:1 engagement to identify customer security goals, use Microsoft tools to assess threats including product specific modules, and provide solution recommendations.

FY26 Security CSP Deployment Accelerators

Rewards CSP partners for driving adoption and usage of Microsoft 365 E3 and Microsoft 365 E5 core features, and to get customers AI-ready.

Microsoft 365 E3/Microsoft 365 E5

Eligibility:

One or more Security Specialization

Up to
\$38K

Customer Qualifications:

- Small: 300–499 seats of Microsoft 365 E3/Microsoft 365 E5
- Medium: 500–999 seats Microsoft 365 E3/Microsoft 365 E5
- Large: 1,000–1,499 seats Microsoft 365 E3/Microsoft 365 E5
- XL: 1,500+ seats Microsoft 365 E3/Microsoft 365 E5

Payout Details:

One-time fee paid upon completion of activity and Microsoft approval

Offer Description:

Partner-led CSP Security post-sales solution implementation to achieve defined deployment milestones.

Microsoft Defender & Microsoft Purview Suites

Eligibility:

One or more Security Specialization

Up to
\$10K

Customer Qualifications:

- Small: 300–499 seats of Microsoft Defender or Microsoft Purview Suites
- Medium: 500–999 seats Microsoft Defender or Microsoft Purview Suites
- Large: 1,000–1,499 seats Microsoft Defender or Microsoft Purview Suites
- XL: 1,500+ seats Microsoft Defender or Microsoft Purview Suites

Payout Details:

One-time fee paid upon completion of activity and Microsoft approval

Offer Description:

Partner-led CSP Security post-sales solution implementation to achieve defined deployment milestones.

Microsoft Defender & Microsoft Purview Suites Business Premium

Eligibility:

Security Partner Designation

Up to
\$1.75K

Customer Qualifications:

- XS: 100–300 seats of Microsoft Defender BP or Microsoft Purview Business Premium Suites

Payout Details:

One-time fee paid upon completion of activity and Microsoft approval

Offer Description:

Partner-led CSP Security post-sales solution implementation to achieve defined deployment milestones.

FY26 Consumption Accelerators

Rewards partners for driving activation and stabilization of Microsoft Sentinel and Microsoft Defender for Cloud consumption.

Microsoft Sentinel Accelerator

Eligibility:

Active Threat Protection Specialization

Customer Qualifications:

- Existing Microsoft Sentinel accounts currently ingesting <50gb/day of Microsoft Sentinel ACR average trailing 3 months

Payout Details:

Opportunity to earn two payments, one for activation and one for stabilization

Offer Description:

A post-sales consumption engagement designed to help partners drive significant value for existing customers by deepening Microsoft Sentinel adoption. Success is defined by customers surpassing 50 GB/day ingestion and maintaining stability, with payments rewarding both activation and sustained usage to maximize Microsoft Sentinel's impact

Up to
\$38K

Microsoft Defender for Cloud Accelerator

Eligibility:

Active Cloud Security Specialization

Customer Qualifications:

- Existing Microsoft Defender for Cloud accounts with a minimum of \$1,000 average trailing 3 months of Microsoft Defender for Cloud consumption at nomination

Payout Details:

One-time fee paid upon completion of activity and Microsoft approval

Offer Description:

The Microsoft Defender for Cloud Accelerator is a post-sales incentive engagement that rewards partners for driving increased usage of Microsoft Defender for Cloud among existing customers

Up to
\$10K



Investment and Incentive Resources



Incentive resources available
aka.ms/partnerincentives



FY26 Microsoft Commerce Incentives (MCI) Guide
at <https://aka.ms/incentivesguide>



Partners can register for **MCI Office Hours** at
[MCILandingPage Listing Page \(eventbuilder.com\)](https://MCILandingPage.eventbuilder.com)

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ĎAKUJEM

TACK ευχαριστώ SALMAT PO

DANK U WEL

GRACIAS TAK TERIMA KASIH

谢谢

KIITOS

TEŞEKKÜRLER

БЛАГОДАРЯ

GRAZIE

DZIĘKUJĘ

СПАСИБО

HVALA

Thank you

OBRIGADO

شكراً

DĚKUJI

多謝晒

DANKE

ДЯКУЮ

நன்றி

ありがとうございます

MULȚUMESC

ধন্যবাদ

감사합니다

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متشکرم