

Copilot Cowork CSP Activation Incentive

September 2026



Expanding the M365 Copilot opportunity with consumption

 Monetize the initial Copilot seat sale, then continue to earn as you enable new scenarios and grow adoption

Per User License

Microsoft 365 Copilot
core capabilities

Up to
\$16.72
per seat per month¹
Margin | 19.5% incentives



Activation Incentive (NEW)

Copilot Cowork

Up to
\$12,500
per customer tenant
\$50 incentive per qualified
Cowork MAU



Copilot Credit Consumption

Copilot Cowork
Copilot Studio Agents² | Work IQ API

Up to
26%
of consumed revenue³
PEC | 13% incentives

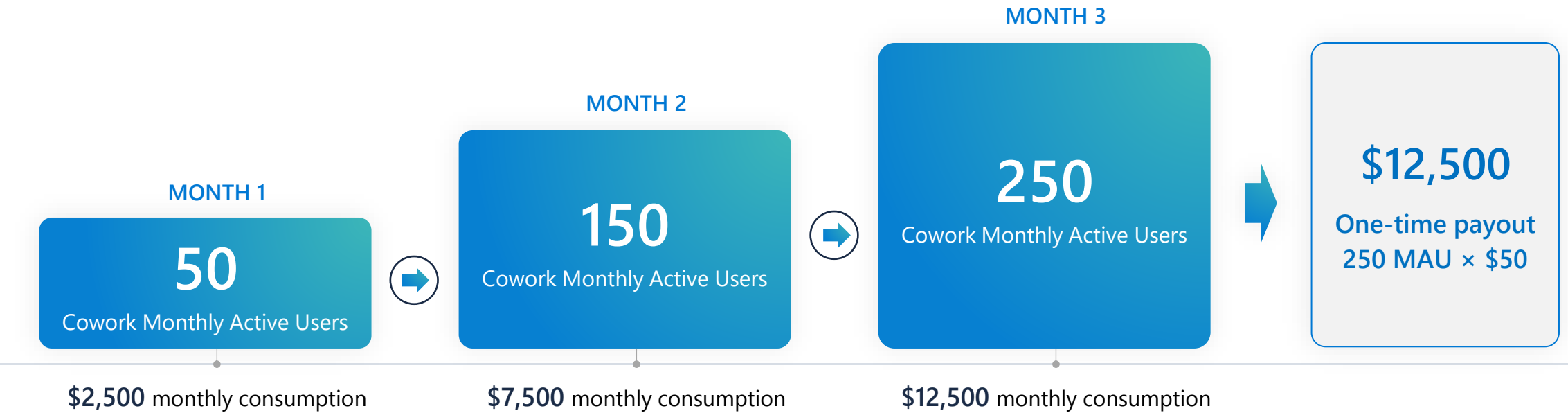
Frontier Accelerate for Copilot [Up to \$75K]

Envisioning & PoC engagements | Deployment Accelerators

(1) Based on M365 Copilot cost of \$30 pupm premium sku mix deal; (2) For agent scenarios not covered by M365 Copilot license (3) Based on PAYG billing model

New Cowork Activation Incentive – Available September 1

Help CSP customers activate Cowork and earn \$50 per user for driving adoption and sustained usage
Incentive pays when 50 – 250 users consume an average of \$50/user for 3 months
Grow usage during the 3 month activation period and earn more – up to \$12.5K for 250 users
Unlock future Cowork consumption earnings



Copilot Cowork CSP Activation Incentive



Purpose

CSP Activation Incentive, rewards Cloud Solution Provider partners who lead with Microsoft Copilot Cowork by driving monthly active users (MAU) and customer consumption



How to earn

To be eligible for participation, a partner must have an MAICPP membership and agreement. Partners must perform all registration requirements and qualifying activities, as stated in the Incentive guide before the incentive can be earned.

Partner Authorization	Microsoft Indirect Reseller Channel Authorization OR Microsoft Direct Bill Partner Channel Authorization
Eligible Licensing Program(s)	Cloud Solution Provider
Partner Center	Valid and complete identification, tax and banking information submitted and accepted by Microsoft
Program Term	September 1, 2026 – June 30, 2027
Partner Eligibility	\$1M TTM revenue (direct bill partners) / \$25K TTM revenue (indirect resellers) AND Solution Partner designation** in one of the five: Modern Work, Business Applications, Infrastructure, Data & AI, Digital & App Innovation. Partner must be TPOR for both (1) M365 Copilot licenses and (2) Azure subscription associated with Copilot Cowork Consumption.
Customer Eligibility	Less than 50 Microsoft Copilot Cowork MAU and less than \$2,500 monthly Cowork consumption revenue Note: Strategic 500 customers are ineligible for this incentive



Incentive rate

Incentive structure	Rate	Earning Split
One time payout when customer is qualified for the incentive	\$50 per qualified incremental MAU*	100% Fee

How it works:

- Customer becomes eligible by reaching the Activation Threshold of a **>=50 Microsoft Copilot Cowork MAU and >=\$2,500 monthly Cowork consumption revenue**
- Customer MAU and consumption levels continue to meet thresholds **three (3) months** after attaining Activation Threshold
- Partner receives payment based on incremental qualified MAU which is the lesser of:
 - Incremental MAU above Customer Baseline MAU (MAU as of 9/1)
 - Incremental consumption above baseline ÷ 50

*Each Qualified Incremental MAU must generate at least \$50 in incremental monthly Copilot Cowork consumption on average. Maximum earning opportunity of \$12,500 per customer tenant

**Indirect resellers may also qualify with a minimum of 25 Capability Points

Classified as Microsoft Confidential and program information is subject to change.
*This asset is intended only for reference purposes, as a high level overview of the program. Do not blog, tweet, post photos, or otherwise display information about this overview. Full details and program requirements are set forth and subject to the applicable program guide and partner agreement.

Detailed Qualification Flow

01 Customer Eligibility

- <50 Cowork MAU *and* <\$2,500 monthly Cowork consumption revenue
- New & existing customers are eligible (i.e customer who have not yet purchased M365 Copilot and/or have not started using Cowork)
- All customer's baseline is set with their August 2026 MAU and Copilot consumption revenue data

02 Customer hits the Activation thresholds

- Customer reaches at least 50 Cowork MAU AND at least \$2,500 monthly Cowork Consumption revenue
- Customer's activation window starts here on Month1 and runs by the end of Month3 (i.e Month1 is the month that customers hits the both thresholds)

03 Customer sustains / increases usage

- Customer's usage is monitored and customer is qualified for the incentive if the customer is still above threshold for both Cowork MAU and Monthly Cowork Consumption revenue by Month3
- If one of the metrics are below the threshold, customer's activation window is expired. A new activation window can start once both metrics hit the threshold
- Month 2 usage/consumption levels do not impact customer qualification

04 Partner Reward

- Payout is calculated by using "Qualified Incremental MAU" based on customer's Month3 MAU and Consumption levels minus August Baseline
- CSP Transacting Partner of Record (TPOR) association is used to determine to reward the partner. Both M365 Copilot CSP partner and Cowork Consumption CSP partner should be the same partner

Customer Scenario Examples

Scenario 1: Threshold held for three months

- Customer is eligible at baseline (Aug 2026) with Cowork MAU below 50 and Cowork Consumption below \$2,500.
- Customer exceeds both thresholds in Oct 2026, establishing the activation window start date.
- MAU and Cowork Consumption remain above threshold by the end of activation window (Oct-Dec 2026).
- One-time payout is based on Month 3 MAU growth versus baseline: 51 Dec MAU – 10 baseline MAU = 41 MAU*

Customer	Month	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27
Tenant 1	Cowork MAU	10	51	51	45	51	55	60
	Cowork Consumption total	\$500	\$1,000	\$2,600	\$2,000	\$3,000	\$3,500	\$4,000
	Is MAU above 50?	No	Yes	Yes	No	Yes	Yes	Yes
	Is Consumption above \$2,500?	No	No	Yes	No	Yes	Yes	Yes
	Activation Event	Baseline		Activation Window Start		Activation Window Complete		

↓
Metrics used for payment calculation

(*) For Eligible payment 41 MAU must provide at least \$50 of consumption on average. In this example, incremental consumption is \$2,500 so average incremental consumption per MAU is: $\$2,500 / 41 = \$61$. So 41 MAU is qualified for payment.
 Note: For more customer scenarios, see [Appendix](#) below.

Next steps to earn the Copilot Cowork CSP Activation incentive

- 01 Confirm partner eligibility** → Review partner eligibility requirements in the incentive guide at <https://aka.ms/incentivesguide>
- 02 Identify eligible customers** → Focus on your CSP customers below the activation threshold (<50 Cowork MAU and <\$2,500 consumption revenue) and have potential to get above the threshold
Note: Customers who currently don't have M365 Copilot licenses or have Copilot licenses but have not started their Cowork consumption are also eligible
- 03 Establish attribution** → Ensure you are associated as the Transacting Partner of Record (TPOR) for the M365 Copilot license and Cowork Consumption
- 04 Drive customer activation** → Help the customer reach to 50 MAU and \$2,500 monthly Cowork consumption revenue
- 05 Sustain and monitor** → Maintain or grow the MAU and monthly consumption revenue above/equal to threshold at the end of month three after passing the threshold

FAQ



FAQ – program basics

1 What is the Copilot Cowork CSP Activation Incentive?

A one-time incentive that rewards CSP partners who lead with Microsoft Copilot Cowork by driving monthly active users (MAU) and Cowork consumption revenue at a customer tenant. It pays \$50 per qualified incremental MAU.

2 When does the incentive run?

Program term is September 1, 2026 – June 30, 2027. This means that the June is the last month to start activation window. Program will allow activation windows to run through the end of August. The customer baseline is set using August 2026 month-end data.

3 What is the maximum my organization can earn?

Maximum earning opportunity is \$12,500 per customer tenant, and only one Activation Incentive payment can be earned per customer tenant over the life of the incentive.

4 Is this incentive stacked with existing CSP consumption incentives?

It is a separate activation incentive in addition to CSP incentive earnings.

FAQ – partner eligibility

1 Which partners are eligible to earn?

Partners must meet the applicable revenue requirement (\$1M TTM revenue for direct bill partners or \$25K TTM revenue for indirect resellers), hold a Solution Partner designation* in at least one of the following areas: Modern Work, Business Applications, Infrastructure, Data & AI, or Digital & App Innovation, and be the TPOR for both the customer's Microsoft 365 Copilot licenses and Copilot Cowork consumption.

**Indirect resellers may qualify with a minimum of 25 Capability Points*

2 What authorizations and agreements do I need?

An active MAICPP membership and agreement, plus either Microsoft Indirect Reseller Channel Authorization or Microsoft Direct Bill Partner Channel Authorization. Eligible licensing program is Cloud Solution Provider.

3 How is the earning partner determined?

Through transaction association (TPOR). Microsoft validates the customer's M365 Copilot license TPOR association and the customer's Cowork consumption TPOR association. The partner must match on both on month 1 and month 3 of the activation window.

4 What if I am the Copilot licence partner but a different partner drives Cowork consumption?

No payment is generated. Both the M365 Copilot CSP association and the Cowork consumption CSP association must resolve to the same partner.

FAQ – partner eligibility (cont.)

5 What if multiple partners are associated to the same customer?

Multiple partners can qualify for the incentive for the same customer tenant. However, each partner must independently meet the required association threshold with that customer tenant to be eligible for payment.

6 When is partner attribution checked?

Twice — at the start of the activation window (Month 1) and again in the final month (Month 3). The partner attributed in Month 1 must still be the attributed partner in Month 3.

7 What happens if the customer changes partner mid-activation window?

If partner attribution changes during the activation window, no CSP Activation Incentive payment is generated for that activation window. The customer may still qualify through a future activation window if all requirements are met again.

9 What attribution is used to identify a customer?

Attribution and qualification are assessed at the customer tenant level.

10 Is the Copilot Specialization required for Partner Eligibility?

No.

FAQ – customer eligibility

1 Which customers are eligible?

CSP customers who, at baseline, have fewer than 50 Copilot Cowork MAU AND less than \$2,500 monthly Cowork consumption revenue. Both conditions must be met. To be a CSP customer, at least 50% of M365 Copilot Licence and 50% Cowork consumption revenue should be on CSP. Excludes Strategic 500 customers.

2 What if the customer is below one threshold but above the other at baseline?

The customer is not eligible. To be eligible at baseline, both conditions must be true — below 50 MAU and below \$2,500 monthly consumption revenue.

3 Are customers who have not yet bought M365 Copilot eligible?

Yes. Both new and existing customers are eligible, including customers who have not yet purchased M365 Copilot and customers who have licences but have not started Cowork consumption.

4 How is the baseline established?

Baseline is set using August 2026 month-end data and captures Baseline MAU and Baseline Monthly Consumption Revenue. The baseline is established once and stays fixed for the duration of the customer's participation.

FAQ – customer eligibility (cont.)

5 **My customer was above 50 MAU or \$2,500 in August 2026 but has since dropped below. Are they eligible now?**

No. Eligibility is determined at the August 2026 baseline. A customer above a threshold at baseline remains ineligible for the remainder of the incentive term, even if usage or consumption later falls below the threshold.

6 **What if my customer did not exist or had no data in the baseline month?**

Customers that do not appear in MAU and/or consumption data during the baseline month may still be eligible — they are treated as below both thresholds with a zero baseline.

7 **If my new customer exceeds the thresholds in their first month, is the zero baseline still used?**

Yes. The August 2026 baseline (including a zero baseline for customers with no data) is used as the growth starting point for the payout calculation.

8 **Does the customer need to be in a particular segment?**

All customer segments are included except Strategic 500 accounts.

9 **What if the customer transacts across multiple channels?**

The customer is assigned to a motion based on the dominant channel — a channel is dominant when it represents 50% or more of the customer's licensing and consumption footprint (simple majority of Copilot seats by channel and simply majority of Cowork consumption revenue by channel). If the split is equal, CSP is treated as dominant.

Appendix



Activation Window and Customer Qualification Logic

Activation Window

The activation window begins in the first month that **both activation thresholds** are met and runs for three consecutive months (including the activation month). Eligibility is determined using results from **the final month** of the activation window. To qualify, the customer must meet or exceed both activation thresholds in the final month.

Example: Customer first meets the activation thresholds in October:

Month	Status
October	Month 1 (Activation Window Starts)
November	Month 2
December	Month 3 (Final Month)



The customer qualifies if both MAU and Consumption Revenue remain at or above the activation thresholds in December. If either metric falls below its threshold in December, the activation window expires and no incentive payment is earned.

Activation Window Expiry and Requalification

If a customer does not qualify at the end of an activation window, the customer remains eligible for future evaluation.

If the customer subsequently reaches both activation thresholds again, a new three-month activation window begins.

A customer may have multiple activation windows during the engagement term; however, only one CSP Activation Incentive payment may be earned per customer tenant during the life of the incentive. Once an CSP Activation Incentive payment has been issued, the customer is no longer eligible for additional CSP Activation Incentive payments.

Month	MAU	Consumption Revenue	Outcome
October	60	\$3,000	Activation Window #1 Starts
November	55	\$2,800	Monitoring
December	45	\$2,600	Window Expires
February	70	\$4,000	Activation Window #2 Starts
March	72	\$4,500	Monitoring
April	78	\$5,000	Customer Qualifies

Qualified MAU Calculation Logic and Examples

Incentive payments are based on “Qualified Incremental MAUs”. Each qualifying MAU must generate at least \$50 in incremental monthly consumption to be eligible for payout.

Qualified Incremental MAU = Lesser of
1) Total Incremental MAU* **or** 2) Incremental Consumption Revenue \$** ÷ \$50

Incremental MAU	Incremental consumption	Eligible MAU Calculation	Qualified Incremental MAU	Payment (qualified MAU * \$50)
25	\$1,250	Eligible qualified consumption: $\$1,250 \div 50 = 25$	25 Lesser of 25 incremental MAU vs 25 eligible MAU	\$1,250
50	\$1,250	Eligible qualified consumption: $\$1,250 \div 50 = 25$	25 Lesser of 50 incremental MAU vs 25 eligible MAU	\$1,250
50	\$2,500	Eligible qualified consumption: $\$2,500 \div 50 = 50$	50 Lesser of 50 incremental MAU vs 50 eligible MAU	\$2,500
100	\$3,000	Eligible qualified consumption: $\$3,000 \div 50 = 60$	60 Lesser of 100 incremental MAU vs 60 eligible MAU	\$3,000
100	\$6,000	Eligible qualified consumption: $\$6,000 \div 50 = 120$	100 Lesser of 100 incremental MAU vs 120 eligible MAU	\$5,000

*Total Incremental MAU = Month3 MAU – Baseline MAU (August MAU) ** Incremental Consumption = Month3 Monthly Consumption – Baseline Monthly Consumption (August Monthly Consumption)

Additional Customer Scenarios



Customer Scenario Examples

Scenario 2: Consumption Limits the Number of Paid MAU

- Customer is eligible at baseline (Aug 2026) with Cowork MAU below 50 and Cowork Consumption below \$2,500.
- Customer exceeds both thresholds in Oct 2026, establishing the activation window start date.
- MAU and Cowork Consumption remain above threshold by the end of activation window (Oct-Dec 2026).
- One-time payout is based on Month 3 MAU growth versus baseline: 70 Dec MAU – 20 baseline MAU = 50 MAU
- However, we only have $\$3,000 - \$1,000 = \$2,000$ incremental consumption against 50 MAU, which is \$40 average consumption less than the required \$50
- So, qualified MAU for payment is $\text{Incremental Consumption} / \$50 = 40 \text{ MAU}$

Customer	Month	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27
Tenant 1	Cowork MAU	20	51	51	45	70	75	80
	Cowork Consumption total	\$1,000	\$1,000	\$2,600	\$2,000	\$3,000	\$3,500	\$4,000
	Is MAU above 50?	No	Yes	Yes	No	Yes	Yes	Yes
	Is Consumption above \$2,500?	No	No	Yes	No	Yes	Yes	Yes
	Activation Event			Activation Window Start		Activation Window Complete		
		Baseline						

Metrics used for payment calculation

Customer Scenario Examples

Scenario 3: Activation window expires and starts again

- Customer is eligible at baseline (Aug 2026) with Cowork MAU below 50 and Cowork Consumption below \$2,500.
- Customer exceeds both thresholds in Sept 2026, establishing the activation window start date.
- MAU and Cowork Consumption remain above threshold for two consecutive months (Sept-Oct 2026) but drops below the thresholds the third month (Nov 2026). **Activation window expires.**
- Customer exceeds both thresholds in Dec 2026, re-establishing the activation window start date.
- MAU and Cowork Consumption remain above threshold for three consecutive months (Dec-Feb 2027).
- One-time payout is based on Month 3 MAU growth versus baseline: 60 Feb MAU – 10 baseline MAU = 50 MAU*

Customer	Month	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27
Tenant 1	Cowork MAU	10	51	51	40	51	55	60
	Cowork Consumption total	\$500	\$2,600	\$2,600	\$2,000	\$2,600	\$2,600	\$3,500
	Is MAU above 50?	No	Yes	Yes	No	Yes	Yes	Yes
	Is Consumption above \$2,500?	No	Yes	Yes	No	Yes	Yes	Yes
	Activation Event	Baseline	Activation Window Start		Activation Window Expires	Activation Window Start		Activation Window Complete

Metrics used for payment calculation

(*) For Eligible payment 50 MAU must provide at least \$50 of consumption on average. In this example, incremental consumption is \$3,000 so average incremental consumption per MAU is: $\$3,000 / 50 = \$60$. above than the required \$50. 50 MAU is qualified for payment.

Customer Scenario Examples

Scenario 4: New customer after August 2026 baseline check

- Customer does not exist during baseline check (Aug 2026) as they become active starting Sept 2026.
- Customer is eligible at baseline (Aug 2026) with Cowork MAU below 50 and Cowork Consumption below \$2,500.
- Customer exceeds both thresholds in Oct 2026, establishing the activation window start date.
- MAU and Cowork Consumption remain above threshold for three consecutive months (Oct-Dec 2026).
- One-time payout is based on Month 3 MAU growth versus baseline: 51 Dec MAU – 0 baseline MAU = 51 MAU*

Customer	Month	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27
Tenant 1	Cowork MAU	0	0	51	51	51	51	51
	Cowork Consumption total	0	0	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600
	Is MAU above 50?	No	No	Yes	Yes	Yes	Yes	Yes
	Is Consumption above \$2,500?	No	No	Yes	Yes	Yes	Yes	Yes
	Activation Event	Baseline		Activation Window Start		Activation Window Complete		

Metrics used for payment calculation

(*) For Eligible payment 50 MAU must provide at least \$50 of consumption on average. In this example, incremental consumption is \$2,600 so average incremental consumption per MAU is: $\$2,600 / 51 = \$51$, above than the required \$50. 51 MAU is qualified for payment.

Customer Scenario Examples

Scenario 5: MAU above threshold in August 2026 baseline check

- Customer is not eligible at baseline (Aug 2026) with Cowork MAU above 50 and Cowork Consumption below \$2,500.
- Customer remains ineligible for the remainder of the incentive term.

Customer	Month	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27
Tenant 1	Cowork MAU	51	51	51	51	51	51	51
	Cowork Consumption total	\$1,000	\$1,000	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600
	Is MAU above 50?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Is Consumption above \$2,500?	No	No	Yes	Yes	Yes	Yes	Yes
	Activation Event							

Resources



Incentive Guide

Copilot Cowork CSP Activation Incentive



Program purpose, motions, eligibility, workflow, calculations, and requirements.

Walking Deck

Copilot Cowork CSP Activation Incentive



Overview of Cowork earning opportunities.

Partner Reporting

ASPX reporting experience



Planned experience for partners to track Cowork MAU and consumption growth after PoE submission.