

COPILOT PROMOTIONS READINESS GUIDE

Your Partner guide to current Copilot offers, who they fit and how to position them with confidence.





CONTENTS

Introduction	3
Scale up with Microsoft 365 Copilot	4
Getting started with Microsoft 365 Copilot	5
M365 Purview Suite promo for M365 Copilot	6
Scale up with M365 E3	7
Microsoft 365 Copilot Business	8
Microsoft 365 Business Standard + Copilot Business	9
Microsoft365 Business Premium + Copilot Business	10
Microsoft 365 Copilot for all targeted	11
Microsoft 365 Copilot for all	12
Microsoft 365 Copilot Chat	13
Next steps	14

INTRODUCTION

Microsoft is making a big push to accelerate Copilot adoption – and that’s presenting a real opportunity for you to lead smarter, more valuable conversations with customers. This guide is here to make that easier.

Inside, you’ll find a simple breakdown of each current Copilot promotion, including what it is, who it is for and how to position it in a way that feels relevant. This’ll help you quickly spot where each offer fits, open the right conversation and move customers towards secure, confident adoption.



20% OFFER

SCALE UP WITH MICROSOFT 365 COPILOT



What is this offer?

A limited-time offer giving customers 20% off Microsoft 365 Copilot when purchasing 100 to 9,999 seats on an annual subscription. Available from 1 October 2025 to 30 June 2026.



What's the benefit to the customer?

It makes organisation-wide Copilot adoption more affordable, helping customers scale productivity gains at a more attractive entry point. They can also retain the discounted rate for the subscription term and add seats during that term.



Who is this offer for?

- All CSP customer tenants
- Best for customers ready to move beyond pilot and scale Copilot more widely
- Strong fit for larger organisations looking at broader rollout across teams

Key details



20% off annual
Microsoft 365 Copilot



100–9,999 seats



Worldwide



CSP, partner-led

If a customer also qualifies for Getting Started, this offer takes priority



How can you position it?

As you're already experiencing the value of Copilot, this will help you scale it across the business."

15% OFFER

GETTING STARTED WITH MICROSOFT 365 COPILOT



What is this offer?

A limited-time offer giving 15% off Microsoft 365 Copilot for new-to-offer customers buying 10 or more seats. Runs from 1 October 2025 to 30 June 2026.



What's the benefit to the customer?

It lowers the barrier to entry and gives customers a more accessible way to get started with Copilot.



Who is this offer for?

- Customers with no previous Copilot purchase history
- Ideal for first deployments, team pilots and customers starting their AI journey
- Copilot Chat and Copilot Studio do not remove eligibility

Key details



15% off annual Microsoft 365 Copilot



10–9,999 seats



New-to-offer customers only



Worldwide



CSP, partner-led



How can you position it?

This offer is a practical way to get started with Copilot, helping you test value, build confidence and begin with a focused rollout.”

50% OFFER

M365 PURVIEW SUITE PROMO FOR M365 COPILOT



What is this offer?

A **50% discount on Microsoft 365 Purview Suite** for customers who have bought, or will buy, Microsoft Copilot. The offer applies to net-new seat adds and can also be applied retroactively to Copilot purchases. Available until 1 July 2026.



What's the benefit to the customer?

It helps customers strengthen the data security side of Copilot adoption, while accessing Purview Suite at a much lower cost.



Who is this offer for?

- **All Commercial customers**
- Customers with **at least one M365 Copilot licence**
- **Strong fit where data protection, compliance and secure AI rollout** are part of the conversation

Key details



**50% off
Purview Suite**



**Requires at least one
M365 Copilot licence**



**Applies to
net-new seats**



**Available across CSP,
VL and EA routes**



How can you position it?

If you are considering Copilot but want stronger data protection and compliance support around adoption, this offer gives you a more accessible way to put those foundations in place."

20% OFFER

SCALE UP WITH M365 E3



What is this offer?

A **20% discount on Microsoft 365 E3** for eligible customers buying 250 to 9,999 seats. Runs until 30 June 2026.



What's the benefit to the customer?

It helps customers modernise their Microsoft estate, simplify licensing and strengthen the base for future Copilot and AI-led productivity conversations.

Key details



**20% off annual
M365 E3**



250–9,999 seats



**Select
accounts only**



**New subscription
required**



Who is this offer for?

- **Select eligible customer accounts only**
- **Available to new-to-offer end-customers**
- **Customers currently on Office 365 suites** who are ready to upgrade
- **Best for customers needing a stronger Microsoft 365 foundation** before broader AI adoption



How can you position it?

If you are looking to strengthen your Microsoft 365 foundation before moving further with AI, this offer gives you a more cost-effective way to take that step.”

UP TO 15% OFF

MICROSOFT 365 COPILOT BUSINESS



What is this offer?

A limited-time offer giving up to 15% off **Microsoft 365 Copilot Business** for customers with Microsoft 365 Business SKUs, for up to 300 seats. Runs from 1 December 2025 to 30 June 2026.



What's the benefit to the customer?

It makes Copilot Business easier to access for smaller organisations that want to improve productivity without overcomplicating the conversation.



Who is this offer for?

- **Commercial customers** on Microsoft 365 Business SKUs
- **Customers with up to 300 seats**
- **Ideal for SMB organisations** looking to introduce Copilot Business

Key details



Up to 15% off
annual subscription



Up to 300 seats



Worldwide



CSP, partner-led



How can you position it?

If you want to bring Copilot into your business in a simple, accessible way, this offer gives you an easier route to get started."

UP TO 35% OFF

MICROSOFT 365 BUSINESS STANDARD + COPILOT BUSINESS



What is this offer?

A bundle offer giving up to 35% off Microsoft 365 Business Standard and Microsoft 365 Copilot Business together. Available from 1 December 2025 to 30 June 2026 for 10–300 seats.



What's the benefit to the customer?

It combines a familiar productivity platform with Copilot Business at a strong bundled price, making the step into AI feel more commercial and more manageable.

Key details



Up to 35% off
annual bundle



10–300 seats



Microsoft 365
Business Standard +
Copilot Business



CSP, partner-led



Who is this offer for?

- All Commercial customers
- SMB customers with up to 300 seats
- Customers new to the bundle or looking to expand



How can you position it?

If you want a practical way to bring AI into your business, this offer gives you both the productivity tools and Copilot capabilities in one package.”

UP TO 25% OFF

MICROSOFT 365 BUSINESS PREMIUM + COPILOT BUSINESS



What is this offer?

A bundle offer giving up to 25% off Microsoft 365 Business Premium and Microsoft 365 Copilot Business together. Available from 1 December 2025 to 30 June 2026 for 10–300 seats.



What's the benefit to the customer?

It gives customers a more secure, business-ready bundle that supports both productivity and a stronger IT/security posture.



Who is this offer for?

- All Commercial customers
- SMB customers with up to 300 seats
- Best for customers wanting stronger security and management features alongside Copilot Business

Key details



Up to 25% off annual bundle



10–300 seats



Microsoft 365 Business Premium + Copilot Business



CSP, partner-led



How can you position it?

If you want to bring Copilot into your business with stronger security and management features in place, this bundle gives you a more complete foundation to start from.”

40% OFFER

MICROSOFT 365 COPILOT FOR ALL



What is this offer?

A **40% discount on Microsoft 365 Copilot** for a predefined set of eligible customers buying 1,000 to 9,999 seats. Runs from 21 January 2026 to 30 June 2026.



What's the benefit to the customer?

It offers one of the strongest commercial incentives for large-scale deployment, helping customers move faster on enterprise-wide adoption.

Key details



**40% off annual
Microsoft 365 Copilot**



1,000–9,999 seats



**Remaining 20% on
Copilot Chat**



**Targeted
offer only**



Who is this offer for?

- **Large-scale customers** committing to broad Copilot deployment
- Best for organisations ready for serious, **business-wide AI rollout**



How can you position it?

If you are ready to scale Copilot across your organisation, this offer gives you a strong commercial route to move forward at pace.”

30% OFFER

MICROSOFT 365 COPILOT FOR ALL



What is this offer?

A **30% discount on Microsoft 365 Copilot for CSP customers** buying 300 to 9,999. Runs from 19 February 2026 to 30 June 2026.



What's the benefit to the customer?

It gives customers a compelling commercial reason to move from limited usage to broader adoption across their information worker base.



Who is this offer for?

- **All CSP customer tenants** that meet the threshold
- **Mid-sized to larger customers** ready to scale quickly
- Strong fit for **customers moving from pilot to wider deployment**

Key details



**30% off annual
Microsoft 365 Copilot**



300–9,999 seats



**Remaining 20% on
Copilot Chat**



CSP, partner-led



How can you position it?

If you are ready to move from pilot to broader adoption, this offer gives you a more affordable way to scale Copilot across your organisation."

MICROSOFT 365 COPILOT CHAT



What is it?

Not an offer, but a way for your customers to start their AI journey. **Microsoft 365 Copilot Chat gives customers a simple way to start using AI at work.** Available at no additional cost with eligible Microsoft 365 subscriptions, it offers secure AI chat in a business environment.



What's the benefit to the customer?

It helps customers try AI in a secure, low-pressure way, so they can build familiarity and confidence before moving into wider Copilot adoption.

Key details



Available at no additional cost with eligible Microsoft 365 plans



Secure AI chat for work



Includes enterprise data protection and admin controls



Agents are available on a metered basis



Who is this for?

- Customers who want an **easy first step into AI**
- **Organisations not yet ready** for full Copilot licensing
- **Teams looking to explore** use cases and build confidence
- **Users need a work account** and an eligible Microsoft 365 subscription



How can you position it?

If you want a simple, lower-pressure way to explore AI at work, Copilot Chat gives you a secure place to start."



READY TO TURN OFFERS INTO CUSTOMER CONVERSATIONS?

Westcoast Cloud is here to help you make sense of the offers, spot the right fit and position Copilot in a way that feels relevant, commercial and achievable.

For support with promotions, customer conversations, readiness workshops or next-step planning, get in touch with the Westcoast Cloud team.

[SPEAK TO THE TEAM](#)

