Microsoft Ignite 2024

Highlights and key announcements
for channel partners

Partner Brochure

ARROW ::: Microsoft

Navigating the Future of Cloud Business

As an official Vanguard sponsor of this year's Microsoft Ignite, our team was there to discover the latest partner opportunities, key takeaways, and industry trends you need to know about.

With over 80 new products and features announced, including new capabilities in Microsoft 365 Copilot, additions to the Copilot + AI stack, and significant investment in the Microsoft AI Cloud Partner Program (MAICPP), there was a lot to digest.

Here's a quick post-event roundup to help you make sense of what's new and what's next, and how you can take advantage of Microsoft's leading-edge technology and enhanced incentives to open up new opportunities and accelerate growth going forward.

Big AI opportunity for partners

One major talking point was that partners who are engaged with Microsoft AI are reporting higher revenue and increased profits. Combine this with growing customer demand and the opportunity for partners is huge!

ARROW

Navigating the Future of Cloud Business

Boost your revenue with Microsoft 365 Copilot agents

At the event, Microsoft shared its game-changing shift to a new era of agentic AI and autonomous agents. The agents act as supercharged AI assistants with expertise in a specific set of tasks that work in the background on the users' behalf automating and executing business processes, and can now be developed in Microsoft Copilot Studio.

This is an ideal opportunity for Managed Service Providers (MSPs) and independent software vendors (ISVs) to support customers in building their own custom Copilot agents to integrate into their workflow and create real value offering tailored and differentiated solutions.

Partner opportunities include:

- Microsoft 365 Copilot
- Microsoft 365 Copilot for Sales
- Microsoft 365 Copilot for Services

## New flexible licensing options for Copilot

In response to partner and customer demand, Microsoft is also introducing new flexible licensing options for Copilot. From December 1st 2024 there is a new monthly billing plan in CSP for annual subscriptions to Microsoft 365 Copilot, Microsoft 365 Copilot for Sales, and Microsoft 365 Copilot for Services.

Key Copilot announcements

- Copilot Actions - Private preview
- Agents in SharePoint - GA
- Interpreter - Preview early 2025
- Copilot Advanced Specialisation - Coming June 2025
- Microsoft 365 Agents - GA and preview

ARROW

Build Tailored AI Apps with Azure AI Foundry
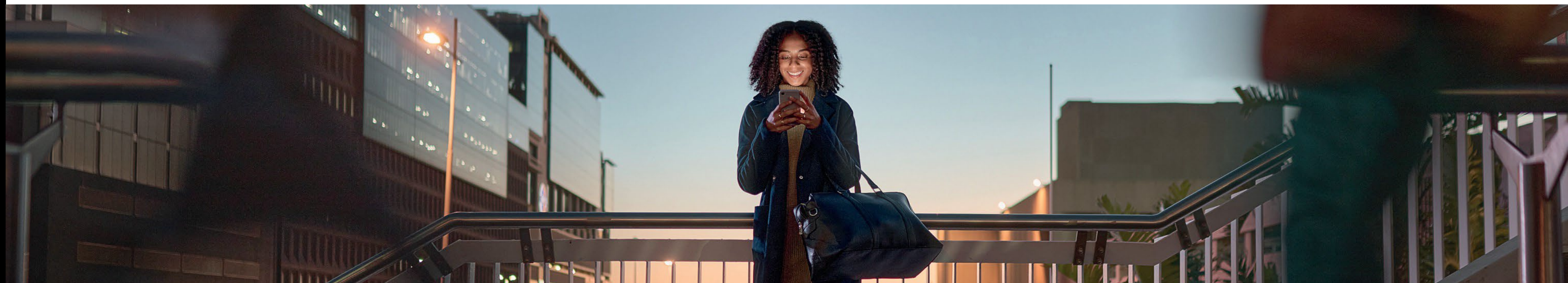
Another major announcement is Microsoft's new Azure AI Foundry, a groundbreaking all-in-one platform for designing, customising, and managing AI applications and agents.

The platform is designed to address the growing needs of organisations looking to reduce the time and cost of bringing AI solutions to market while continuing to monitor, measure, and evaluate performance and ROI.

By providing developers with comprehensive tools, an intuitive user interface, and a selection of prebuilt application templates, Azure AI Foundry empowers organisations to scale their AI solutions responsibly while maintaining enterprise- grade control and customisation.

Azure AI Agent Service

The new Azure AI Agent Service allows you to securely build, deploy, and scale AI agents with ease, offering:

- Rapid deployment and automation

- Extensive data integration via 1400+ Logic Apps connectors

- Support for multiple models

- Enterprise-grade security

Microsoft also shared an array of innovations, including the introduction of the first-in-category full SaaS databases in Microsoft Fabric, designed to help organisations get their data estate ready for AI.

ARROW

Build Tailored AI Apps with Azure AI Foundry

Azure Local

The Azure Stack HCI has been rebranded and consolidated under Azure Local. This strategic integration not only simplifies infrastructure complexities but also enhances operational efficiency by extending Azure to customer-owned infrastructure, even when offline.

Organisations can now leverage all the capabilities of Azure services and AI frameworks in a more localised context, bridging the gap between traditional IT environments and the transformative benefits of cloud technology.

Differentiate your apps with the Copilot + AI stack

As an MSP or ISV you can leverage Azure AI Foundry and the advanced AI capabilities of the newly enhanced Microsoft Fabric to nail down your end customers' unique and differentiated AI solutions by industry and deliver more value to them:

- Streamline the development and deployment of industry-specific solutions
- Meet specific needs across sectors, e.g. sustainability, healthcare, and retail
- Use the open and extensible infrastructure to integrate and expand its functionality by bringing your own workloads

Key Azure announcements

- Azure AI Foundry + Azure AI Agent
- Fabric Databases - private preview
- Azure Local - connected/disconnected
- Windows Server 2025
- SQL Server 2025 - preview
- Windows Server Management enabled by Azure Arc

ARROW

Secure your Customers' Future With a Strong Cyber Foundation

The core message running throughout Microsoft Ignite is that for customers, there can be no real AI transformation story, without a secure cyber foundation. Building a security practice and earning Microsoft certifications will be crucial for all partners going forward.

Why security for AI?

Microsoft is calling for a cultural change, which means that integrating security into custom AI applications is a must for partners looking to stay competitive and relevant in the market.

Meet customers' unique needs

By embedding security measures from the outset, you will position yourself as a leader in delivering AI applications that prioritise safety, security, and privacy while meeting customers' unique needs.

Secure your Customers' Future With a Strong Cyber Foundation

Gain customer trust

Taking a proactive approach not only enhances customer trust but also aligns with broader corporate objectives like data governance and maintaining a resilient IT infrastructure.

Safeguard critical data

In fostering an ecosystem where security is a foundational element, you can empower customers to operate with confidence, reducing risks and reinforcing their commitment to safeguarding critical data.

Microsoft Security Exposure Management

Another key announcement is the general availability of Microsoft Security Exposure Management. Built on the powerful Microsoft security graph, it integrates seamlessly with existing security frameworks and expands its functionality through third-party connectors.

Initially introduced as a technical preview, it is now available in the Microsoft Defender portal, included with its E5 licenses, and as an option for other Microsoft 365 licenses.

ARROW

New Microsoft 365 E5 promotion

STARTING 1ST OF JANUARY 2025, MICROSOFT WILL LAUNCH A NEW MICROSOFT 365 E5 PROMOTION

15% discount | Annual commitment | New-to-offer customers | < 2400 seats

Windows 10 transition opportunity

There was also a timely reminder that with the End of Support (EoS) for Windows 10 on the horizon in October 2025, partners have a unique opportunity to help customers transition to a new operating system and offer tailored solutions that integrate AI responsibly and securely.

Top 5 AI trends to watch

1. The majority of businesses are using AI to boost productivity.

2. Companies are moving to more tailored and advanced AI solutions.

3. Generative AI adoption and value is growing across industries.

4. AI leaders are seeing greater ROI and accelerated innovation.

5. Lack of specialised AI skills in-house is still a top challenge.

Source: IDC InfoBrief: sponsored by Microsoft, 2024 Business Opportunity of AI, IDC# US52699124, November 2024.

ARROW

Increased investment in Partners

Microsoft emphasised that partners are key to their ability to achieve its mission to empower every person and every organisation on the planet to achieve more, which is why they are investing in their partner ecosystem more than ever before.

Partners in the Microsoft AI Cloud Partner Program will benefit from a wide range of new enhancements, including:

More Partner support: Microsoft has announced an expanded range of resources to accelerate the growth of Partners, including technical consultations and AI envisioning workshops.

Access to specialised resources: Partners with earned designations and specialisations will now receive exclusive access to offerings, comprehensive support, expert guidance, and enhanced incentives for pre-sales assessments and deployments.

Azure Migrate and Modernise: An initiative offering robust support for MSPs to ease customers' migrations to the cloud, ensuring a seamless transition and modernisation with custom-built AI applications.

Azure Innovate initiatives: Focused on accelerating AI innovation, these initiatives help partners integrate AI capabilities into the applications and experiences offered to enterprise customers.

AI acceleration initiatives: Partners will now benefit from AI acceleration programs that streamline workflow and support the development of AI applications through platforms like GitHub Copilot and Azure AI Studio.

AI project verification: ISVs with AI-verified projects will receive additional advantages, including expanded benefits, expert engagement, and early marketplace rewards.

New Partner Programs

Leverage Arrow's new Advanced Specialisation #Now
- Infrastructure & Database migration to Azure
- Benefit from Arrow migration framework
- Unlock significant incentives

SMB Path for Solution Partner Designations #Spring2025
- SMB Path for Security Designations
- SMB Path for Azure Designations

New Advanced Specialisation #June2025
- Copilot Advanced Specialisation

ArrowSphere Assistant: Your AI-Powered Cloud Business Companion

With thousands of users already onboard, ArrowSphere Assistant is designed to revolutionize the way you manage your cloud business through ArrowSphere Cloud. This intelligent assistant streamlines workflows, enabling you to make informed decisions, act promptly, and ultimately deliver superior cloud services to your customers.

With ArrowSphere Assistant, you can effortlessly uncover new business opportunities, increase efficiencies, and discover untapped revenue potential. This AI companion helps generate detailed reports, recommendations, and communications based on real-time data and insights. By turning business insights into actionable opportunities, ArrowSphere Assistant empowers you to reclaim valuable time and focus on what truly matters.

Key features of ArrowSphere Assistant include:

Enhanced Decision-Making:
Provides you with the information you need to make informed decisions quickly.

Efficiency Boost:
Streamlines workflows, reducing the time spent on routine tasks and increasing overall productivity.

Revenue Growth:
Identifies new revenue streams and business opportunities, helping you grow their cloud business.

Comprehensive Reporting:
Generates detailed reports and recommendations, making it easier for you to understand and act on your data.

ARROW

Arrow AI Accelerator Program **Launch**

After ArrowSphere Assistant, Microsoft Ignite also saw our announcement of the next phase of Arrow's innovation with Arrow AI Accelerator Program.

Learn. Use. Create.

Arrow's AI accelerator program is a multilevel, customizable program designed for you. It's flexible and iterative — so wherever you are in your AI journey, there's a place for you to jump in and take action.

Learn in the AI academy: Get the skills you need to succeed in this new era. Through the AI academy, you can gauge your proficiency and carve a customized learning path based on the knowledge you wish to gain. Learn through tailored content, adapted hands-on sessions and discovery of hundreds of practical uses cases.

Use ArrowSphere AI: Harness the power of AI. Practice and hone your newfound skills with a framework of solutions and use cases available through ArrowSphere AI.

Create with the AI factory: With the foundational knowledge and experience you've acquired, it's time to see it all come to life! Create, deploy and successfully implement AI in your organization using the AI factory.

Arrow's AI accelerator program is designed to empower partners at every stage of their AI journey. Through a combination of learning, practical application, and creation, this program provides the tools and resources needed to effectively integrate AI into your business operations.

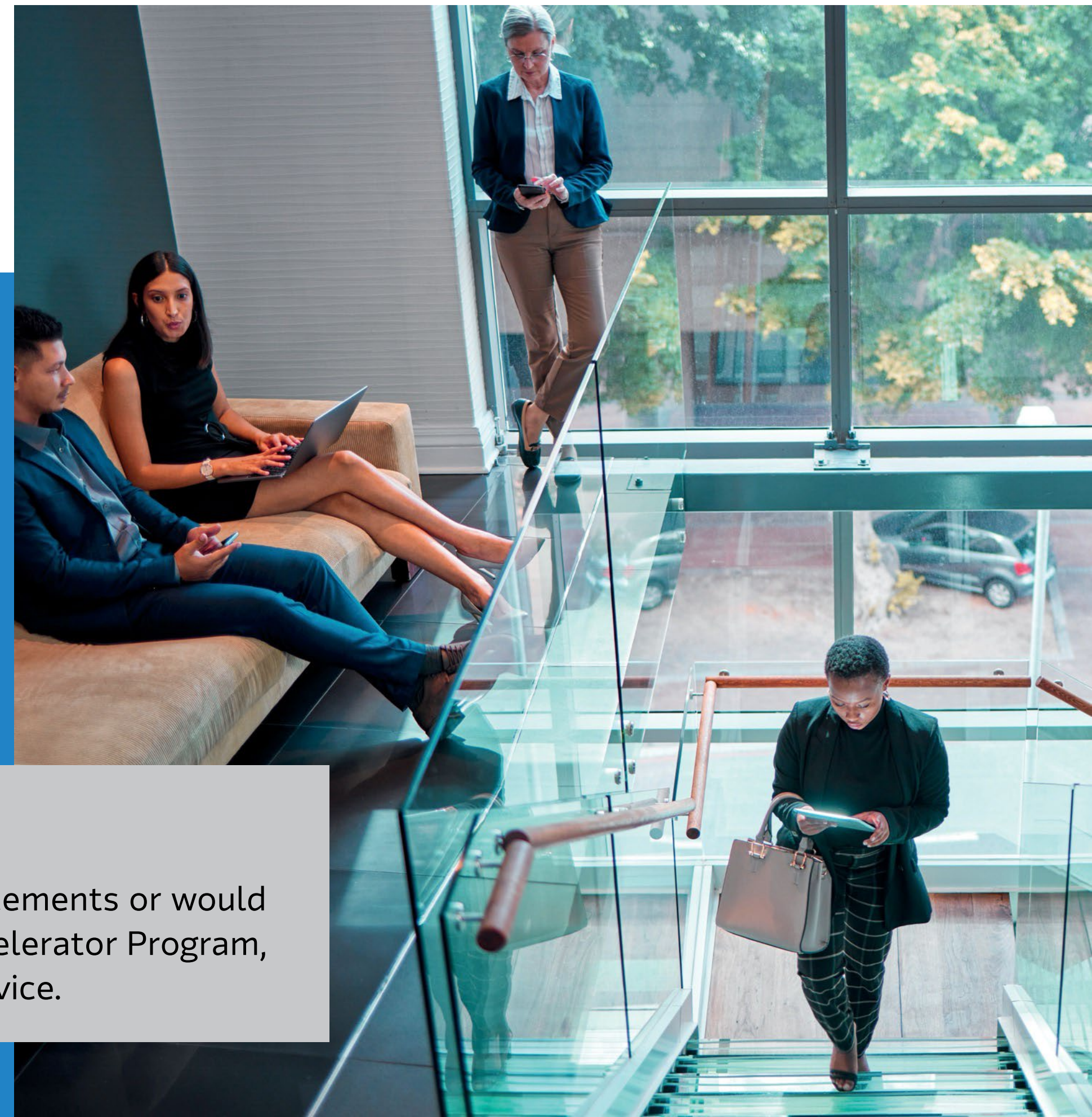**ARROW**

Arrow AI Accelerator Program **Launch**

Partner Benefits:

- Get answers to key questions about your cloud business

- Access tailored content and hands-on sessions in the AI academy

- Utilize ArrowSphere AI for practical solutions and real-world use cases

- Create and implement customer solutions with the AI factory

- Receive comprehensive support and expert guidance

- Quickly capture meaningful and actionable business insights

- Take immediate action to generate revenue faster

Join us to unlock the full potential of AI and drive innovation within your organization.

Get in touch

If you have any questions about the recent Microsoft announcements or would like more information about getting started with Arrow AI Accelerator Program, please reach out to your local Arrow team for guidance and advice.

ARROW

Arrow Electronics guides innovation forward for thousands of leading technology manufacturers and service providers. With 2023 sales of $33 billion, Arrow develops technology solutions that help improve business and daily life.

Learn more at **arrow.com**