



Copilot

Hoe licenseer je de verschillende Copilots en maak je de juiste keuze?

Webinar will start at 11:02

Sprekers

Joey Willemse

Business Development Manager

joey.willemse@tdsynnex.com

+31 (0)6 10359867

[LinkedIn](#)



Martijn Elfers

Pre-sales Consultant

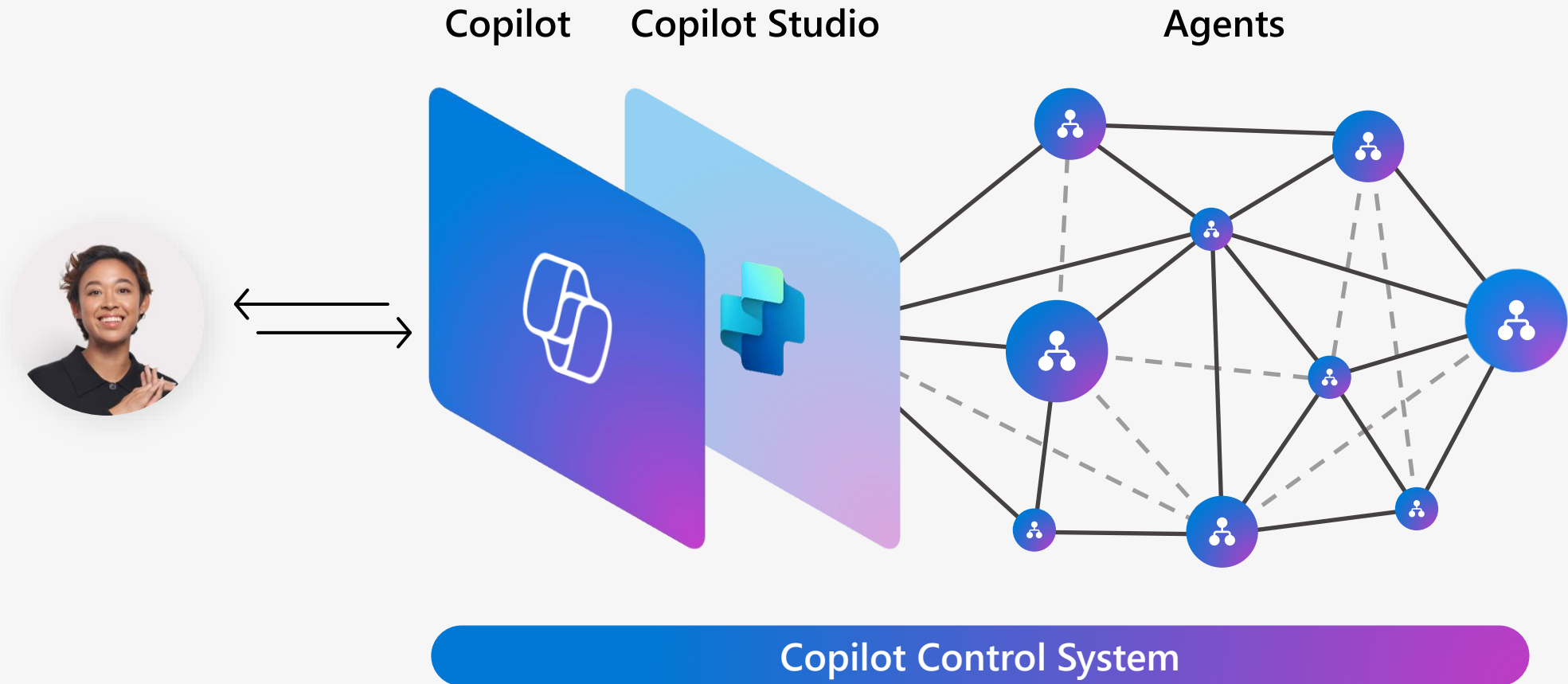
martijn.elfers@tdsynnex.com

+31 (0)6 20597609

[LinkedIn](#)



Copilot + Agents



Expanding the AI Opportunity

Personal productivity

Individual efficiency

Time savings

Increase creativity



Business value

Revenue growth

Cost optimization

Employee wellbeing

Provide value

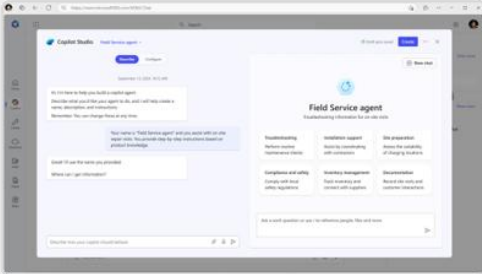


← **Adoption and measurement** →
Copilot Control System

Agent tooling

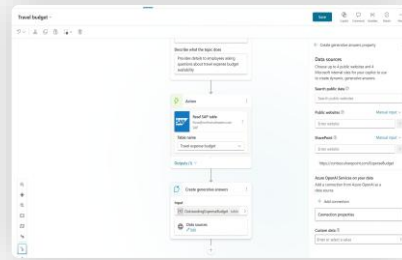


For End Users



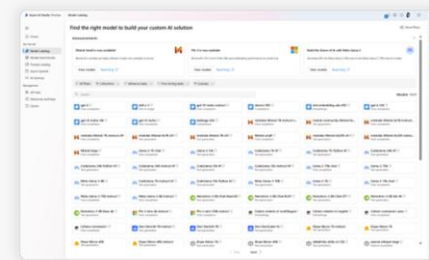
Agent builder

For Makers



Copilot Studio

For Developers



Copilot Studio + Azure AI

Simple Gen-AI decision guide

I want a generative AI solution

I want to build a solution with custom data and UI and deploy internally or externally

I want out-of-the-box solutions that work with my existing data estate for my employees

I want full control over PaaS services and customize with code

I want a SaaS tool to build with natural language and GUI

I want insights and actions on Microsoft 365 data and products

I want role-specific insights and actions for sales, service, and financial professionals that integrate with external CRM and ERP systems that also connect data to Microsoft 365 productivity apps



Azure AI Studio



Copilot Studio



Microsoft 365 Copilot

Enhanced Together



Copilot for Sales



Copilot for Service



Finance agents

Add-ons to Copilot for Microsoft 365



Azure Service Meter



Tenant Capacity Pack



Per User



Per User



Per User



Per User

Licensing the Copilots

Microsoft 365 **Copilot**

Standalone license, requires M365 license

Copilot Studio

Standalone license (i.e. for autonomous agents)

Copilot for Power Bi

Included in Power Bi Premium → Fabric F64

Security **Copilot**

Pre-paid and overage costs

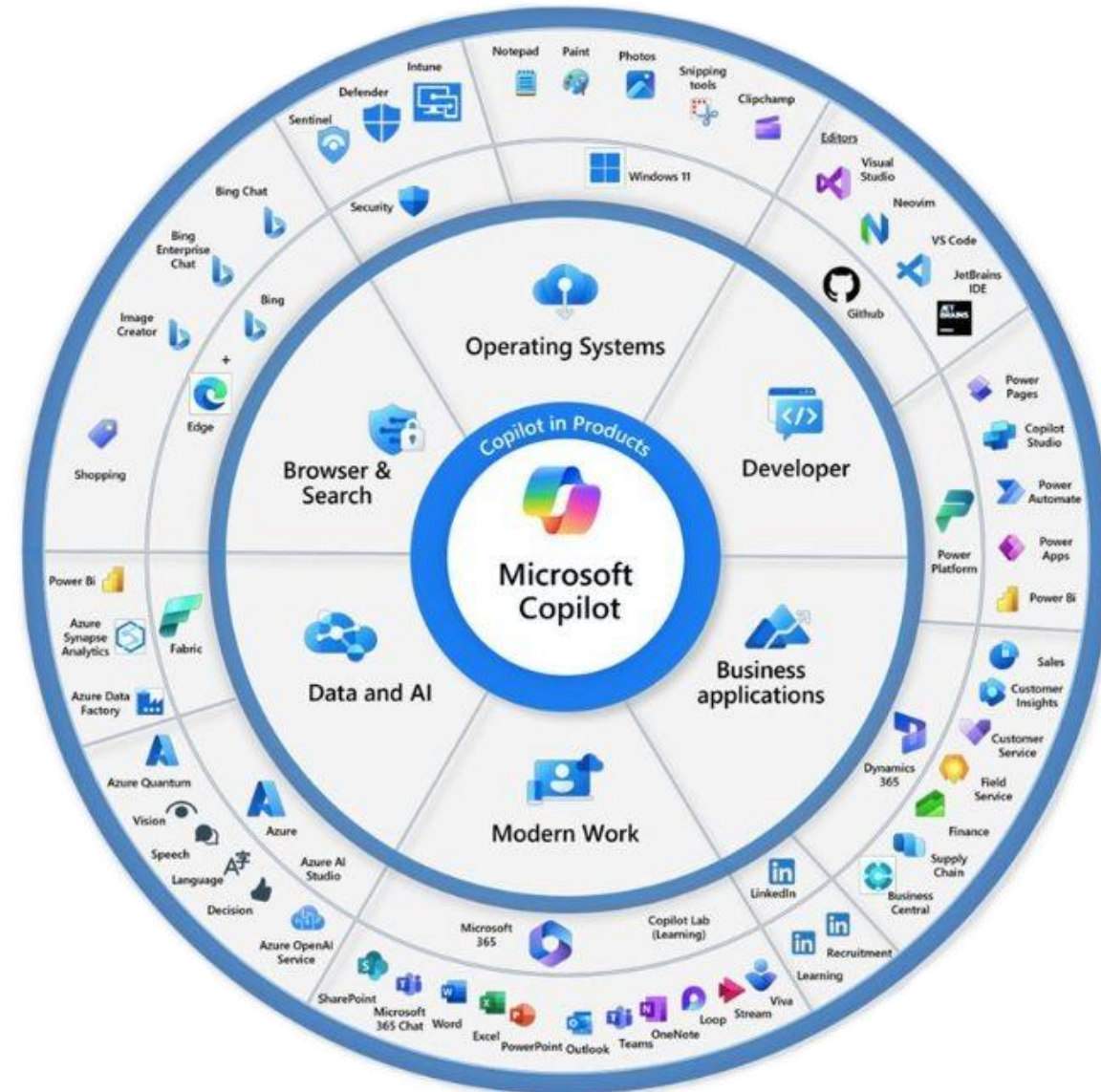
Copilot in Business Central

Included within both BC Essentials and Premium

Copilot for Sales / Service

Standalone license, requires M365 license

Included with Enterprise, not with Professional



		● Included ▲ Included — Metered		Microsoft 365 Copilot Chat Free + Consumption	Microsoft 365 Copilot \$30 pupm
Chat	Copilot Chat – Web grounded (powered by GPT-4o)		●	●	
	Copilot Chat – Work grounded (work data in your tenant’s Microsoft Graph and 3rd party data via Graph connectors)				●
	Copilot Pages		●		●
	File upload ¹		●		●
	Code Interpreter ¹		●		●
	Image generation ¹		●		●
Agents	Create agents using Copilot Studio ² , agent builder, and SharePoint		●		●
	Use agents grounded in Web data ³		●		●
	Use agents grounded in work data and SharePoint agents (work data in your tenant’s Microsoft Graph and 3rd party data via Graph connectors) ⁴		▲		●
	Use agents that act independently		▲		▲
	Use any agent that is externally facing (e.g. public websites)		▲		▲
Personal assistant	Copilot reasons over personal work data (e.g. Outlook, OneDrive, Teams meeting transcripts and chats)				●
	Copilot in Teams (Copilot in Meetings and Meeting Recap, insights from screen-shared content coming soon)				●
	Copilot in Outlook (Prioritize my inbox, schedule focus time and 1:1 meetings, draft agendas, summarize message threads)				●
	Copilot in Word (Suggestions for structure, flow, and tone, draft and summarize documents)				●
	Copilot in Excel (Python, getting started experience, create formulas and visualizations using natural language)				●
	Copilot in PowerPoint (Narrative builder, presentation translation, generate slides or images aligned to company branding)				●
	Copilot Actions				In preview
	Pre-built M365 agents (Interpreter, Facilitator, Project Manager, Employee Self-Service Agent) ⁵				In preview
Copilot Control System	Enterprise Data Protection (EDP)		●		●
	IT management controls		●		●
	Agent management		●		●
	SharePoint Advanced Management				●
	Copilot Analytics to measure usage and adoption ⁶				●
	Pre-built reports and advanced analytics to measure ROI				●

1. Limits apply 2. Learn about the full capabilities of Copilot Studio: aka.ms/CopilotStudioCapabilities 3. For Copilot Chat, applies only to web-grounded agents created with agent builder. 4. SharePoint promo offer: 10K SharePoint agent queries per month for organizations with 50 or more M365 Copilot licenses through June 30, 2025, paid for on a consumption basis thereafter 5. Employee Self-Service agent also available in preview for Copilot Chat customers on a consumption basis 6. Basic reporting in Microsoft Admin Center available for Copilot Chat

Agent Builder pricing

	M365 Copilot User ¹	M365 Copilot Chat User	Non-Authenticated Users
Classic answers² Predefined responses manually authored by agent makers through topics (includes messages, connectors, flows etc.) that are static unless manually updated in Classic Orchestration mode. Used when a precise or controlled response is desired output. Each response (not each topic) counts as an answer.	Included	1 message	1 message
Generative answers Dynamically-generated responses based on knowledge sources and context that provide flexible and natural interactions.	Included	2 messages	2 messages
Web-grounded answers Dynamically-generated responses based on the web as a knowledge source.		Included ³	
Agent Actions AI-led orchestration for triggers, topics, Power Platform premium and custom connectors, cloud flows and GPT 4o prompts to automate complex business processes.	Included	5 messages	5 messages
Tenant Graph grounding for messages Grounding to enhance AI agents with up-to-date, context-aware knowledge from Microsoft 365 and external data, offering built-in security and inheriting data access governance policies	Included	10 messages	10 messages

1. Interactive use of classic answers, generative answers, tenant graph grounding and agent actions by authenticated Microsoft 365 Copilot users, in Microsoft 365 apps and services, will be included at no additional cost.

2. Classic answer is only available in classic orchestration mode. When generative orchestration is enabled, topics are treated as autonomous action and charged at 5 messages per topic invoked

3. Usage of web-grounded agents creating using Agent Builder is free on Microsoft 365 Copilot Chat

Agent Builder metered

Example 1

Customer Support Agent

Customer Support agent on your website that answers customer questions based on customer return policies as well as select product manuals provided to agent as knowledge source

Average run:

- 4 classic answers for return related questions
- 2 generative answers for troubleshooting questions

Average users per day:

900 customers per day

Estimated Cost per day:

$[(4*1) + (2*2)] * 900 \text{ customers} = 7,200 \text{ messages}$

Example 2

Sales Performance Agent

Tenant graph grounded agent in Copilot Chat that answers employee questions based on sales data connected to Microsoft Graph via graph data connectors.

Average run:

- 4 generative answers
- 4 tenant Graph grounding for messages

Average users per day:

- 50 M365 Copilot licensed users
- 100 users without M365 Copilot

Estimated Cost per day:

$[(4*2) + (4*30)] * 100 \text{ users} = 12,800 \text{ messages}$

Copilot Studio metered

Copilot Studio usage burns “messages”

Full feature parity across message pack and metered offering

Burn rate parity across message pack and metered offering

Leverage your existing Azure commitments (MACC)

Message packs

- ✓ Tenant-wide message packs
- ✓ 25,000 messages/month
- ✓ \$200 per pack/month

Pay-as-you-go

- ✓ New PAYG meter
- ✓ \$0.01/message
- ✓ Can decrement MACC

Capability	Operation	Type	Service Credit Consumption Rate	\$ Equivalent Price per Operation* ¹
AI prompts, Create text with GPT 4o Mini	Real-time Prediction	Prebuilt	1 credit / 1k input tokens ² 3 credits / 1k output tokens ²	\$0.0005 / 1k input tokens \$0.0015 / 1k output tokens
AI prompts, Create text with GPT 4o	Real-time Prediction	Prebuilt	20 credits / 1k input tokens ² 60 credits / 1k output tokens ²	\$0.01 / 1k input tokens \$0.03 / 1k output tokens
AI prompts, Create text with GPT o1	Real-time Prediction	Prebuilt	160 credits / 1k input tokens ² 640 credits / 1k output tokens ²	\$0.08 / 1k input tokens \$0.32 / 1k output tokens
Document processing	Training	Custom	Free	
	Real-time Prediction	Custom	100 credits / Page	\$0.05 / Page
Receipt, Invoice, Identity document or Business card analysis	Real-time Prediction	Prebuilt	32 credits / Page	\$0.016 / Page
Text translation	Real-time Prediction	Prebuilt	22 credits / 1k chars	\$0.011 / 1k chars
Text analysis Sentiment analysis, Language detection, Key phrase extraction	Real-time Prediction	Prebuilt	2 credits / 1k chars	\$0.001 / 1k chars
Text analysis Category classification, Entity extraction	Training	Custom	Free	
	Real-time Prediction	Custom	20 credits / 1k chars	\$0.01 / 1k chars
	Real-time Prediction	Prebuilt	20 credits / 1k chars	\$0.01 / 1k chars
Text recognition (OCR)	Real-time Prediction	Prebuilt	3 credits / Image	\$0.0015 / Image
Image classification	Training	Custom	Free (performed on-premises)	
	Real-time Prediction	Custom	4 credits / Image	\$0.002 / Image
Object detection	Training	Custom	Standard: 10 credits / Image Domains: 160 credits / Image for first 500 images, then 10 credits / Image	Standard: \$0.005 / Image Domains: \$0.08 / Image for first 500 images, then \$0.005 / Image
	Real-time Prediction	Custom	8 credits / Image (standard and domains)	\$0.004 / Image
Prediction	Training	Custom	Free	
	Scheduled Prediction	Custom	1 credit / 5 rows	\$0.0005 / 5 rows
	Real-time Prediction	Custom	10 credits / 1 row	\$0.005 / 1 row

¹ Disclaimer: Pricing based on Tier 1 pricing. \$ Equivalent price per operation shown only for guidance based on List Price.

² For common English text, 1000 tokens = ~700 words. Input tokens include both customer and system prompts.

*Billed annually

Azure (open)AI Services metered

Azure AI Service costs per metered usage

Build own AI capabilities using Azure (open)AI Services

Usage across Commitment Tiers and metered services

Azure openAI fully charged based on PTUs

Consider reservations for large commitment

Commitment Tiers

- ✓ Pre-paid packages for AI Service
- ✓ Fixed \$ per actions/month
- ✓ Not always available

Pay-as-you-go

- ✓ Pay per usage
- ✓ Highest \$ price per unit
- ✓ Most flexible

<http://aka.ms/azurecalculator>
<https://oai.azure.com/portal/calculator>

Expanding the AI Opportunity

Personal productivity

Individual efficiency

Time savings

Increase creativity



Business value

Revenue growth

Cost optimization

Employee wellbeing

Questions?

Contact your TD SYNnex Microsoft team via:

- microsoft.nl@tdsynnex.com
- +31 (0)88 1334240