



Microsoft AI Partner Success

Unlocking and Accelerating Growth in an AI World



Paul Edwards
Director,
Software Channels Research, IDC



Brendan Rouse
Research Analyst,
Channels and Alliances, IDC

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In This InfoBrief

This InfoBrief provides a perspective on the value partners experience in their engagement with Microsoft and its AI technology, including the revenue multiplier partners can attain in their AI revenue from their breadth of activities. It further shows that **Microsoft partners engaged in AI across Microsoft solution areas have better outcomes**, and that partner AI maturity is advancing.



IDC conducted a survey of 157 Microsoft AI partners from around the globe to help understand how they are engaging with Microsoft AI and the economic value they experience in their businesses from selling, servicing, and building in an AI world.

Key Findings



Microsoft partners that more deeply adopt Microsoft AI across solution areas outperform other Microsoft partners. Microsoft AI champions* stand out with better business metrics and outcomes (e.g., revenue growth [23%] and gross margin [36%], with more selling their solutions via the Microsoft marketplace [71%]).

*Microsoft AI champions have AI revenue in 5+ Microsoft solution areas, compared with AI explorers that have AI revenue in one to four.



Microsoft partners leveraging Microsoft AI technology benefit from high revenue multipliers in their AI business across Microsoft solution areas. **When delivering AI solutions within specific Microsoft solution areas, partners can earn a high average of \$11.06 in revenue for every dollar of Microsoft revenue, with others exceeding this benchmark.** Partners earn multipliers from a breadth of activities.



Partners are bullish on AI as a driver of their Microsoft business, with a very high majority believing AI will increase the opportunity for them to drive higher revenue (96%) and profit (83%) in their Microsoft-related business.

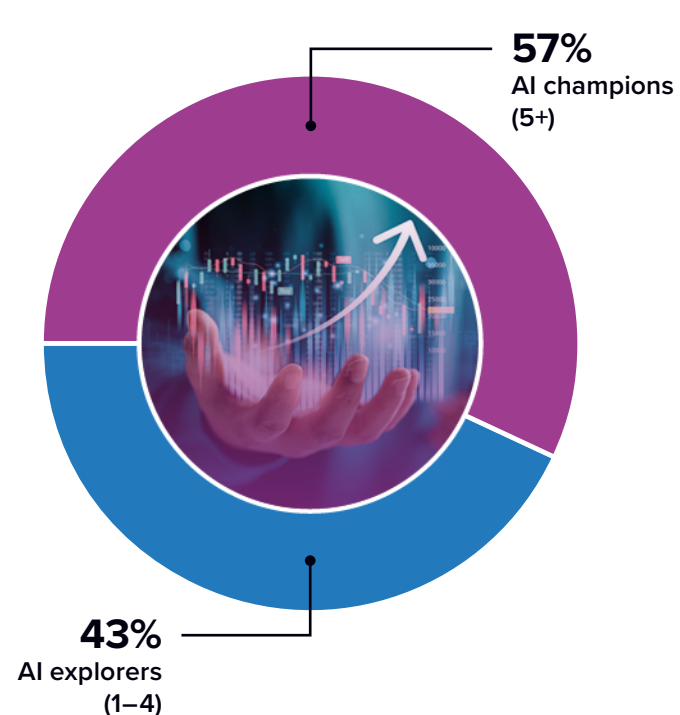


Microsoft AI partners are advancing their AI maturity, with 63% having proactive AI practices that provide standardized, strategic, or optimized capabilities (growing from 49% of Microsoft partners in 2024) and generate higher Microsoft gross margin (36% versus 30%).

Partners Betting on Microsoft AI Outperform

Microsoft partners that more deeply adopt Microsoft AI across solution areas outperform other Microsoft partners.

Microsoft AI Partners: Champions Versus Explorers



Microsoft AI champions have AI revenue in 5+ Microsoft solution areas, compared with **AI explorers** that have AI revenue in one to four.

“

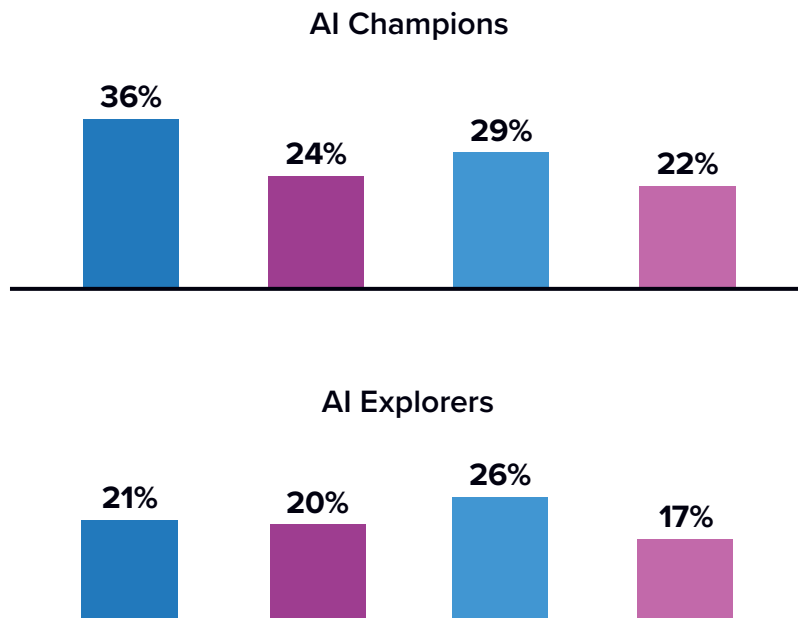
Microsoft’s AI platform is extremely expansive and provides a set of tooling designed to serve many different client value-driven use cases. We are seeing very strong growth in our Microsoft practice, and because of this growth, we continue to leverage the platform to drive value at scale for our clients.”

Colette Thibodeau, Senior Director,
Microsoft Americas Partnership, Capgemini

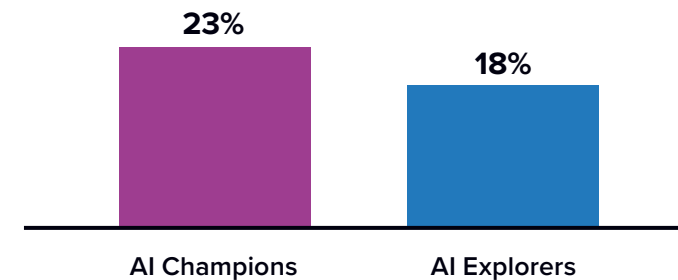
Partners Betting on Microsoft AI Outperform (continued)

Partner Gross Margin by AI Activity
Highest for AI Champions

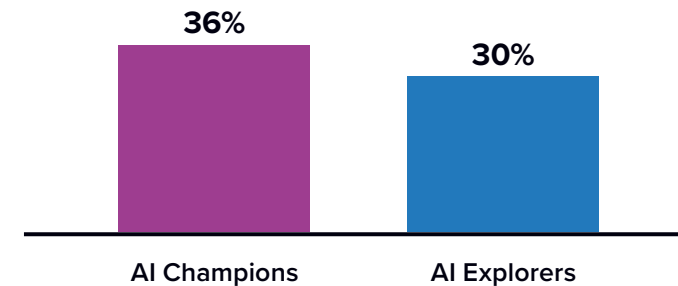
■ Resale ■ Partner software
■ Partner professional services ■ Partner managed and support services



AI Champions Had Higher
AI Revenue Growth in 2024



AI Champions Had a Higher Gross Margin
for Their Microsoft Business



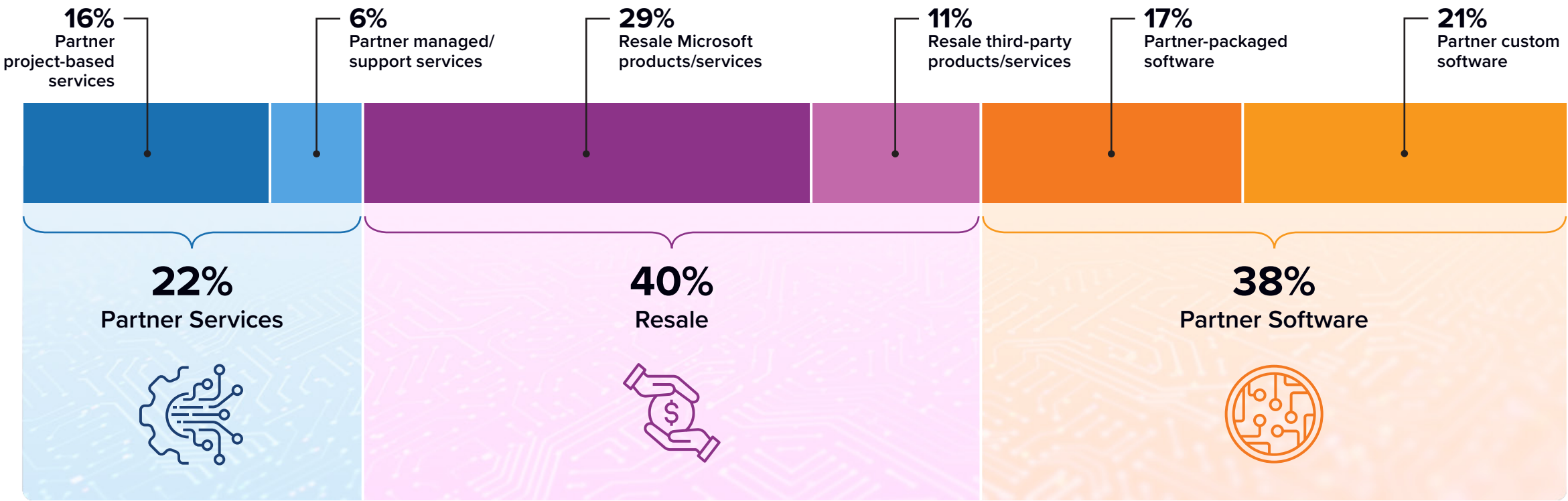
n = 157; Source: Microsoft and IDC's *AI Partner Economic Value Survey*, April 2025 | For an accessible version of the data on this page, see [Supplemental Data](#) in the Appendix.

AI Partners Benefit from a High Revenue Multiplier

When delivering AI solutions within specific Microsoft solution areas, partners can earn a high average \$11.06 in revenue for every dollar of Microsoft revenue, with others exceeding this benchmark.

Revenue Share of AI Activities

AI Partners Earn the Multiplier from a Breadth of Activities



n = 157; Source: MSFT/IDC's AI Partner Economic Value Survey, April 2025

AI Positively Impacts Partner Revenue and Profit

Microsoft AI partners are bullish on AI as a driver of their Microsoft business, with a very high majority believing AI will increase revenue and profit.

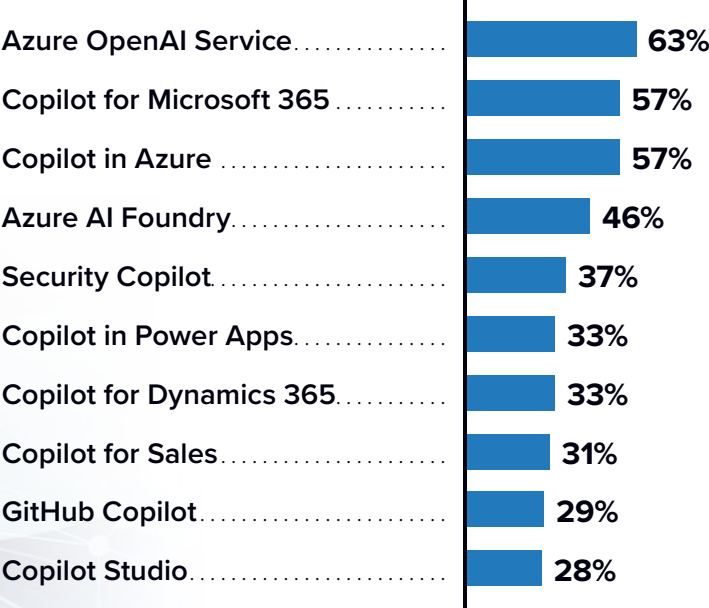
AI Increasing Microsoft-Related Business



n = 157; Source: MSFT/IDC's AI Partner Economic Value Survey, April 2025

Microsoft AI partners are driving revenue and profit through a focus on a breadth of Microsoft AI products.

Microsoft AI Products/Services Partners Engage In



“

AI has been transformational and will continue to be, and we’re seeing the hockey stick in terms of the pace with which it’s maturing and creating innovation. It’s not just in client conversations, but in very tangible examples where clients are getting real value out of how they’re using AI.”

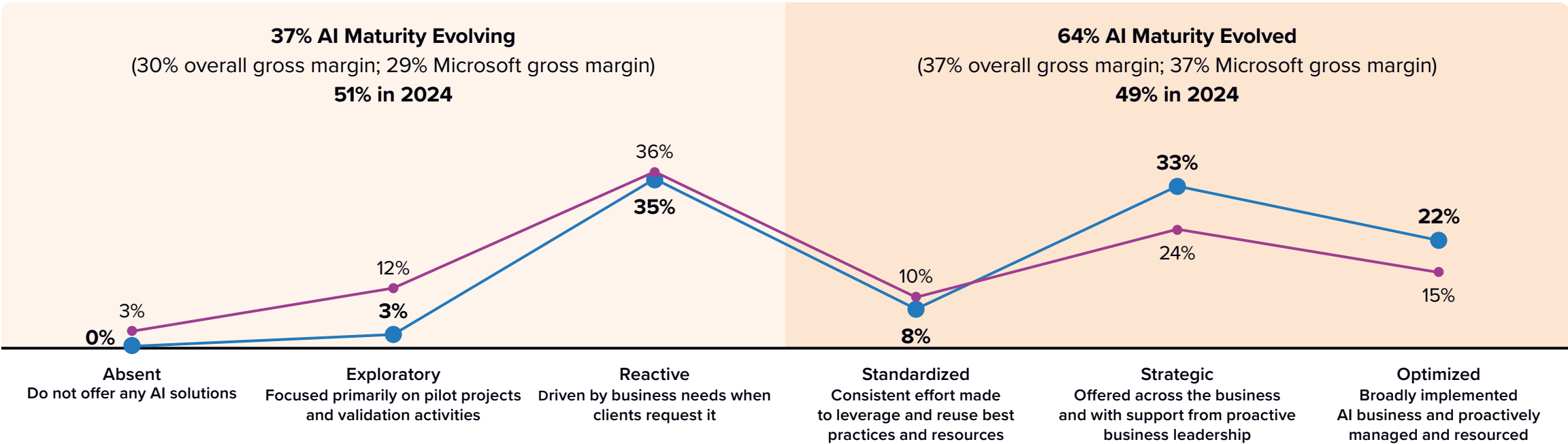
Betsy Pridmore, Vice President,
Azure Cloud COE, Capgemini Americas

Microsoft AI Partners Investing in their AI Practices and Advancing AI Maturity, Driving Higher Margin

63% of Microsoft AI partners have mature AI businesses, growing from 49% of Microsoft partners in 2024.

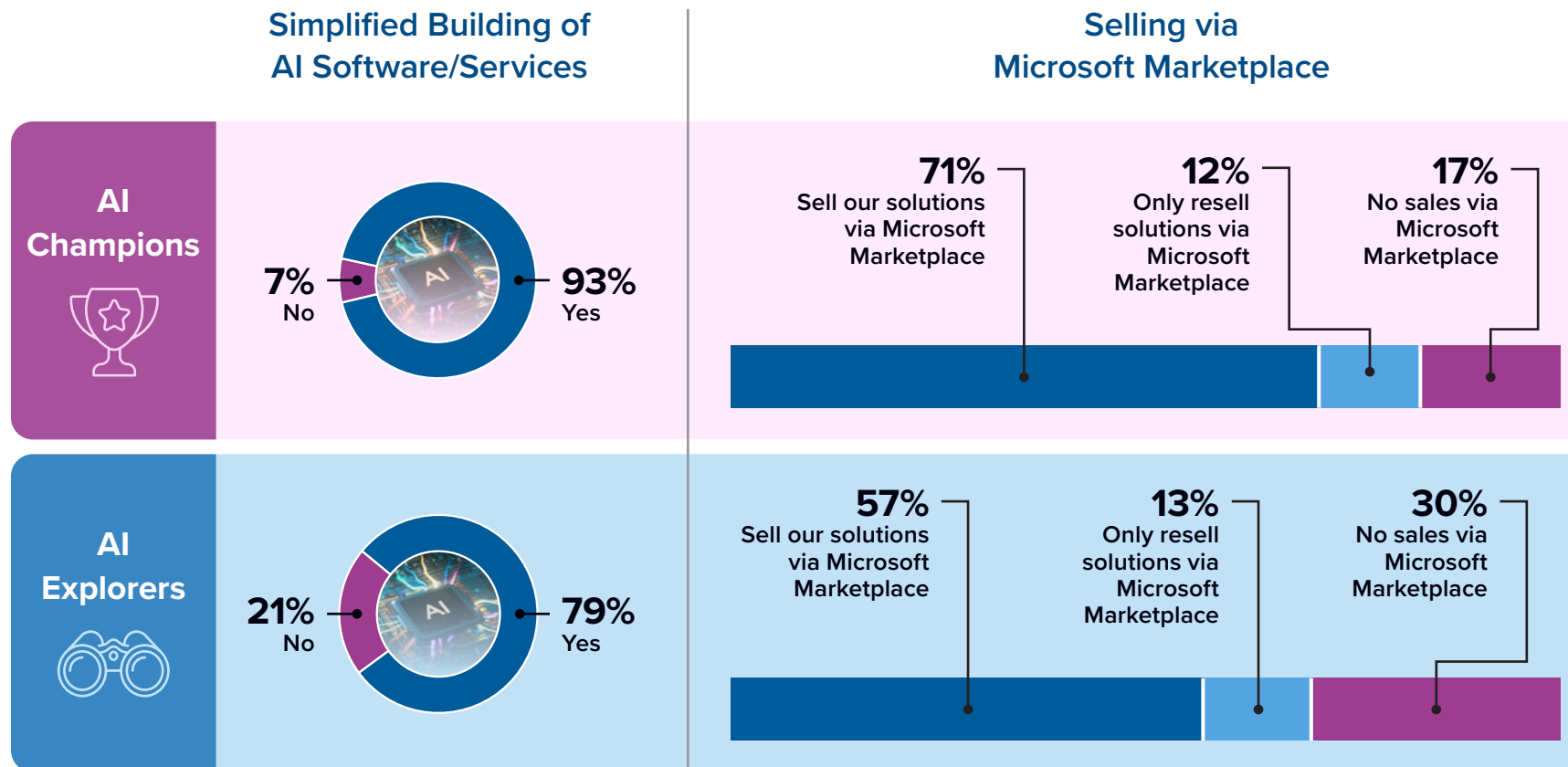
Partner AI Business Maturity

—●— Microsoft AI partners 2025 —●— Microsoft partners 2024



n = 157; Source: MSFT/IDC's AI Partner Economic Value Survey, April 2025 | For an accessible version of the data on this page, see [Supplemental Data](#) in the Appendix.

AI Champions are Well Equipped to Take Advantage of/Benefit from Azure Tools/Services



n = 157; Source: MSFT/IDC's AI Partner Economic Value Survey, April 2025

“

Microsoft Marketplace shortens the procurement cycles, unlocks budget, and is showing strong growth for our software. Many customers are looking to use their Microsoft benefits and a vetted partner from Microsoft is considered trusted and secure. That has been key in helping us scale.”

Brett Ferancy, Global Alliance Leader, Abnormal AI

Recommendations for Partners

✓ **Broaden AI strategy across Microsoft solution areas:**

Engage deeply with Microsoft AI in as many of Microsoft's solution areas as possible to maximize revenue and profit across your own services, your own software, and resale. Utilize the full range of Microsoft's solutions to create diverse revenue opportunities and market differentiation.

✓ **Evolve AI maturity:**

Recognize AI's potential to drive significant profit by developing a proactive, top-down AI strategy that encompasses all aspects of your business value for customers.

✓ **Develop comprehensive AI services:**

Focus on meeting the needs of customers across all stages of the customer journey related to AI, including assessments and readiness, implementation/integration, and support. Use AI to drive broader service engagements and delivery.

✓ **Enhance software with AI:**

Integrate Microsoft's AI capabilities into software offerings to enhance those solutions for customers and build out AI-specific use cases. Develop AI-based applications that meet specific customer requirements and market those use cases.

“

Our alignment with Microsoft is at the core of how we go to market and deliver value to our customers. As AI continues to shape and reshape the security landscape, we're proud to partner with Microsoft to scale and drive meaningful outcomes.”

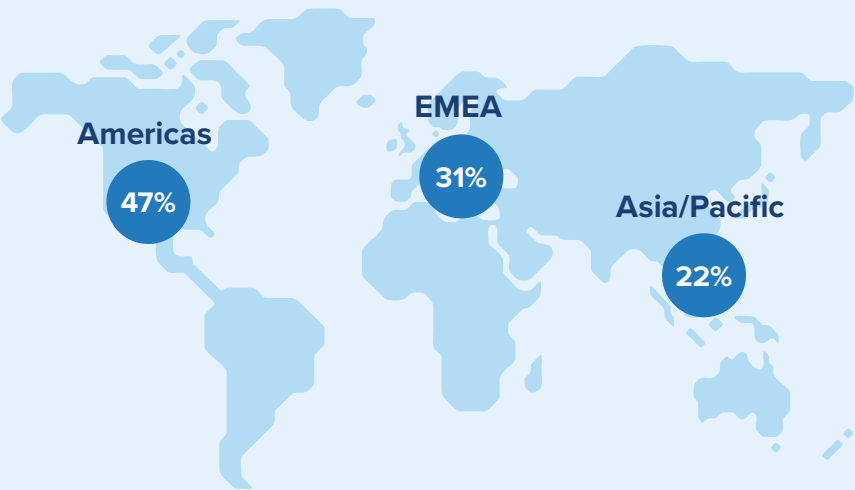
Brett Ferancy, Global Alliance Leader,
Abnormal AI

Partner Survey Demographics

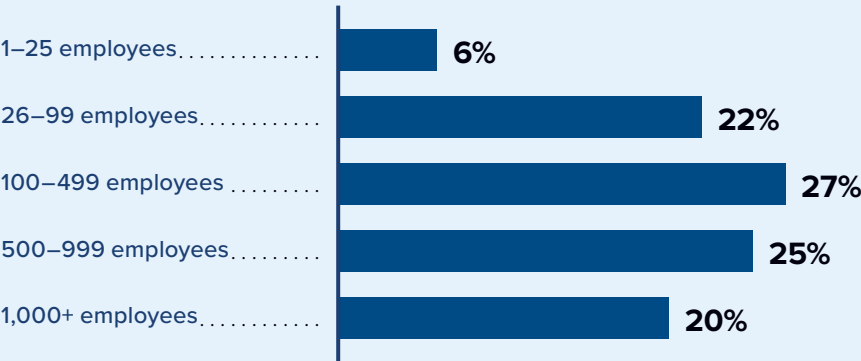
RESEARCH METHODOLOGY

- ▶ The research is based on IDC’s survey of 157 Microsoft AI partners around the world.
- ▶ It was necessary for respondents to have a thorough understanding of the overall business, including metrics such as revenue, revenue growth, and gross margin, and their business relative to Microsoft AI.
- ▶ Data collection took place in March and April 2025.
- ▶ Respondents spanned Asia/Pacific; Europe, the Middle East, and Africa (EMEA); and Latin America and North America (Americas).

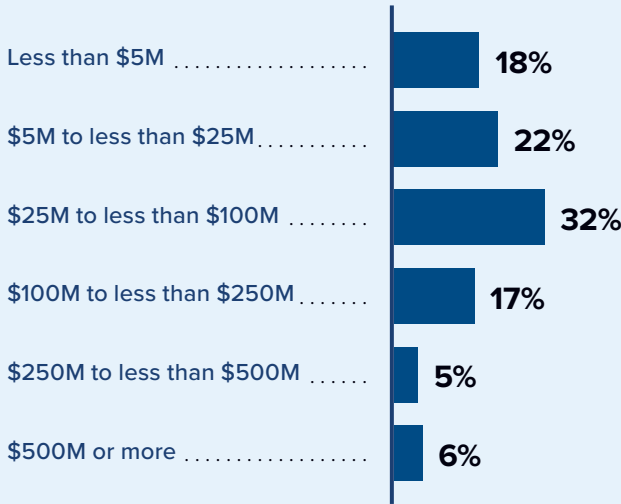
REGION



COMPANY SIZE



2024 REVENUE (USD)



Appendix: Supplemental Data

The table in this appendix provides an accessible version of the data for the complex figure in this document. Click “Return to original figure” below this table to get back to the original data figure.

SUPPLEMENTAL DATA FROM PAGE 6

Partner Gross Margin by AI Activity Highest for AI Champions

	Resale	Partner software	Partner professional services	Partner managed/support services
AI Champions	36%	24%	29%	22%
AI Explorers	21%	20%	26%	17%

n = 157; Source: MSFT/IDC's AI Partner Economic Value Survey, April 2025

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Appendix: Supplemental Data (continued)

SUPPLEMENTAL DATA FROM PAGE 9

Partner Gross Margin by AI Activity

	Microsoft AI partners 2025	Microsoft partners 2024
Absent: Do not offer any AI solutions	0%	3%
Exploratory: Focused primarily on pilot projects and validation activities	3%	12%
Reactive: Driven by business needs when clients request it	35%	36%
Standardized: Consistent effort made to leverage and reuse best practices and resources	8%	10%
Strategic: Offered across the business and with support from proactive business leadership	33%	24%
Optimized: Broadly implemented AI business and proactively managed and resourced	22%	15%

n = 157; Source: MSFT/IDC's AI Partner Economic Value Survey, April 2025

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About the IDC Analysts



Paul Edwards
Director,
Software Channels Research, IDC

Paul Edwards is director of software channels and ecosystems at IDC and is focused exclusively on providing research-backed guidance to leading software and cloud vendors on partner strategy. In his role, Edwards extensively studies vendor and partner dynamics as they relate to and impact go-to-market strategy with partners. This includes analysis of business models and practices in the development, implementation, and management of effective partner strategies across the ecosystem.

[More about Paul Edwards](#)



Brendan Rouse
Research Analyst,
Channels and Alliances, IDC

Brendan Rouse serves as a research analyst for the Worldwide Channels and Alliances research group. Rouse’s work supports both industry commentary and client-initiated research projects, all aimed at understanding and optimizing relationships within commercial IT delivery ecosystems. He provides analysis and insight into how global software vendors go to market with their channel partners, including VARs, SIs, and ISVs.

[More about Brendan Rouse](#)

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IDC Research, Inc.
140 Kendrick Street, Building B, Needham, MA 02494, USA
T +1 508 872 8200

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