Copilot in 30: Launch a Copilot trial today, gain a new customer

A guided, no-risk way to land, prove, and convert new Microsoft 365 Copilot customers in 30 days, with OpenText Cybersecurity handling the details.

Microsoft 365 Copilot

At a glance

Offer

M365 Copilot Business, standalone SKU

Seats

25 users

Duration

30 days

Cost

$0 during trial

Provisioning

Transacted via CSP; one trial per customer

Availability

Starts August 1, 2026, for a limited time

At trial end

Cancels automatically, no surprise billing*

* Unlike Microsoft's default trial behavior, OpenText Cybersecurity sets every Copilot in 30 trial to cancel at the end of the 30 days. Customers move to paid only when they, and you, decide to.

Copilot conversations move fastest when customers can try before they buy. Copilot in 30 gives them that chance: a fully guided, 25-seat, 30-day Microsoft 365 Copilot Business trial that shows real value in customers' everyday work, with you in control of exactly what happens when the trial ends.

Why it matters for your business

Lower barrier to entry
Removes the biggest objection to trying Copilot: cost and commitment risk

Faster time to value
Four guided weeks (Outlook, Teams, apps, agents) turn a trial into a habit, not a demo

Stronger conversion
Customers see outcomes before they buy, so conversations move from licensing to ROI

The 30-day motion: partner-led, customer-driven

Customers self-serve the evaluation; you focus on identifying the right accounts and converting outcomes into paid seats.

1. **Identify**
   Launch a campaign to reach new Copilot customers
2. **Plan**
   Build a 30-day plan customers can follow to work smarter
3. **Activate**
   Configure settings, ready users, assign licenses
4. **Experience**
   Guided scenarios show value in Outlook, Teams, apps, and agents
5. **Convert**
   Review outcomes and move confidently to a paid subscription

Who to target

- Existing Microsoft 365 Business Standard or Premium customers
- 50–300 Copilot-eligible users
- New to Copilot, with no paid Copilot licenses today
- Upcoming M365 renewal is a plus, but not required

The OpenText Cybersecurity difference

Microsoft's standard Copilot Business trial is set to auto-renew to a paid, 25-seat subscription by default. OpenText Cybersecurity manages this trial differently: our O365 Operations team sets every Copilot in 30 trial to cancel automatically at the end of the 30 days.

That means no customer is ever billed for a subscription they didn't explicitly choose. Partners stay in control of the conversion conversation, in line with how OpenText's partners approach every Microsoft 365 engagement: security-aligned, low-risk, and built on trust rather than fine print.

Getting started

Collect all the trial details (Secure Cloud #, customer name, customer domain, and partner setup contact) and visit our Copilot in 30 landing page to request a trial.

Reach out to your OpenText Account Manager if you need help.

Your turnkey customer kit

Everything you need to run the 30 days is ready to go. No need to build it yourself:

Customer trial guide
Editable, customer-ready trial story

Admin setup guide
Steps to enable Copilot before Day 1, with copy-paste channel posts

Weekly email series
Four weeks of daily-prompt emails, ready to send

Reporting
Monitor usage trends and prove value in the Admin Center

Get the full kit

Build your 30-day Copilot success plan

Copilot in 30 is available for a limited time. Talk to your OpenText Cybersecurity partner team about opening your first trial.

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