



Driving Copilot and Security Pipeline Across SMB Customers



About the win

Size of Opportunity:

- £37,000 pipeline created to date

Products and Services:

- Microsoft 365 Copilot (Copilot Chat and Copilot for Microsoft 365)
- Microsoft Defender for Business
- Microsoft Purview for Business

- BCN is a UK-based managed service provider and Microsoft Solutions Partner specialising in cloud, security and modern workplace technologies. The business recently achieved the Microsoft Copilot Specialisation, strengthening its position in AI-led transformation and Copilot adoption.
- This campaign focused on BCN's existing SMB customer base and was designed to drive adoption of Microsoft 365 Copilot, Defender for Business and Purview for Business through practical, secure AI conversations.

Challenges/Solutions

- Many SMB customers were already using Microsoft 365 but had not yet activated Copilot Chat or progressed into wider Copilot and security adoption. At the same time, the growing use of consumer AI tools created a need for a more secure, governed AI approach.
- To address this, BCN partnered with Microsoft and Arrow to deliver an SMB-focused Copilot & Security Roadshow, centred around a dedicated Call Out Day on 14 January 2026 and supported by the AI That Works webinar series.
- The campaign combined education, seller activation and direct customer engagement in one joined-up motion, with live Microsoft and Arrow support helping to build credibility and progress opportunities faster.

Outcomes

Effective engagement model:

- 140 webinar sign-ups from 90 unique customer accounts, with 50 live attendees.
- Direct outreach combined with live expert support accelerated deal progression.

Strategic impact:

- Increased adoption of Microsoft 365 Copilot and security solutions across BCN's SMB customer base.
- Established a clear pathway from Copilot Chat through to broader Security and Copilot for Microsoft 365 adoption.
- Validated a repeatable Microsoft-backed go-to-market motion for future co-sell activity.

Commercial impact

20

active opportunities

£37K

pipeline created

3

closed-won deals

£11K

revenue won

Webinar engagement

140 sign-ups

90 unique customer accounts

50 live attendees



"The roadshow with BCN was a great example of what happens when enablement, urgency and joint execution come together. We didn't just talk about Copilot - we activated sellers, engaged customers, and created tangible opportunities on the day. The energy from the Sales team was palpable."

Joy Usifo, Partner Solution Sales Manager at Microsoft



"The energy from the BCN sales team was clear, and customer interest was consistently strong across the roadshow. Discussions reinforced both the relevance of the propositions and the appetite in the market. With circa 17,000 seats of whitespace for Defender & Purview Suite for Business Premium, there is a significant opportunity ahead for BCN to capitalise on."

Joseph Boland-Scott, Security Partner Solution Sales Manager at Microsoft