



Agent Adoption with Microsoft 365 Copilot Agent Store

Find, deploy, and distribute agents for everyone

A practical guide for IT and business leaders to scale agent adoption

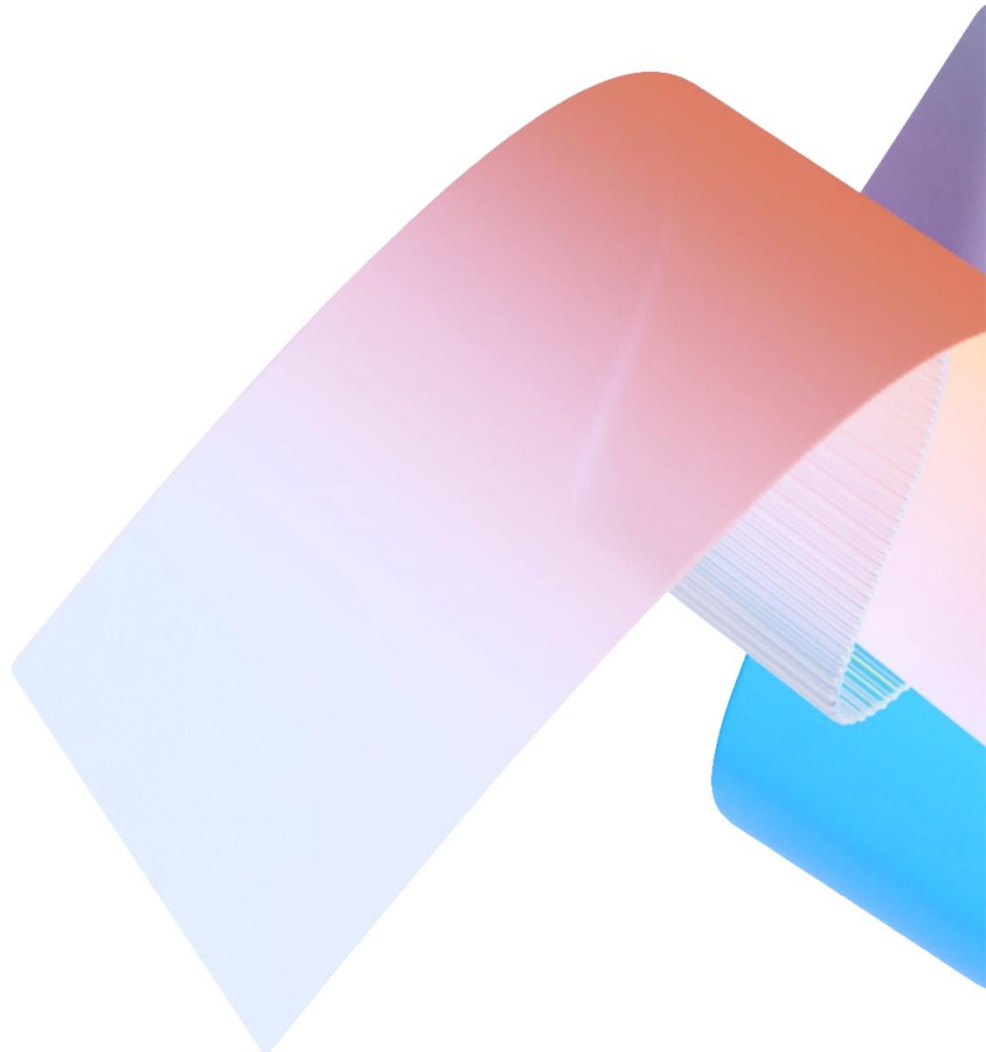


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1 Introduction

1.1 Purpose

This document provides IT and business leaders with a comprehensive overview of the **Microsoft 365 Copilot Agent Store ("Agent Store")**—what it is, why it matters, the primary pathways to build your agent ecosystem and set up a curated Agent Store for your organization.

As agent usage expands, organizations face practical questions: which agent employees should be able to discover and use, how to ensure availability aligns with organizational policies, and how to balance speed with oversight. By outlining the Agent Store user experience and key deployment pathways that support secure, compliant rollout, this whitepaper is intended to serve as a go-to resource for IT decision-makers, IT practitioners and business leaders to gain the clarity they need to curate a trusted agent catalog and accelerate agent adoption across the organization.

1.2 Scope

In this whitepaper, you will find:

- The business case for a curated, governed Agent Store
- Agent Store experience in Microsoft 365 Copilot
- Key pathways to a curated Agent Store, including step-by-step guidance for IT deployment
- The connected experience between Agent Store and Microsoft Marketplace

This whitepaper is **NOT** intended to provide:

- Detailed technical build instructions for agent development
- Licensing, pricing, or procurement guidance
- Guidance for Microsoft partners to build and publish agents. You can find the Agent Store Partner Guide here- https://aka.ms/PublishingAgents_PartnerGuide
- Guidance for IT to securely govern agents across the agent lifecycle. You can find the Agent Governance Whitepaper here- <https://aka.ms/AgentGovernanceAndSecurity>

1.3 Target Audience

This whitepaper is intended **for IT decision-makers, IT practitioners, and business leaders** who are responsible for setting agent adoption strategy, establishing governance, and scaling deployment across the organization.

2 Common Challenges

Agents are reshaping how businesses innovate and compete. According to [the 2025 Work Trend Index Annual Report](#), “81% of business leaders expect agents to be integrated into their company’s AI strategy in the next 12–18 months — yet only 24% say they’ve already deployed AI organization-wide.”

This gap highlights three common challenges organizations are facing:

Challenge 1: Knowing where to start. The catalog of AI solutions is expanding faster than most organizations can evaluate it. With a vast number of tools, platforms, and vendors offering agent capabilities, identifying which agents deliver meaningful business value is overwhelming. Teams spend cycles assessing options rather than deploying solutions.

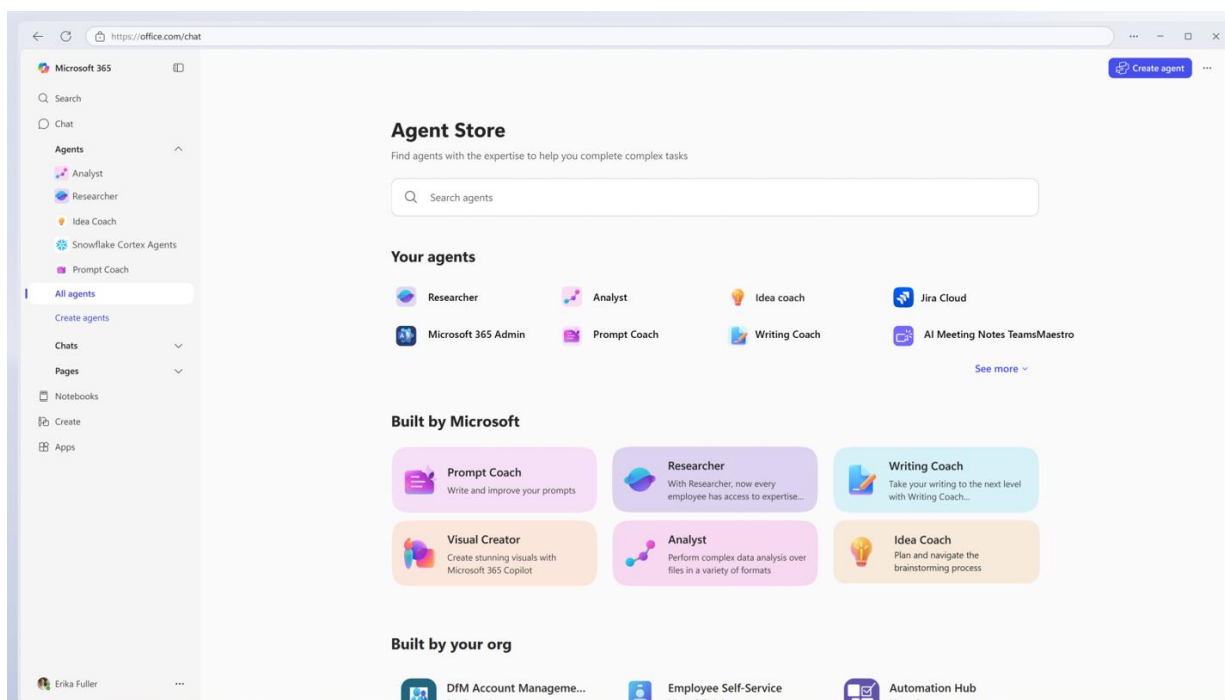
Challenge 2: Knowing what to trust. Enterprise-grade deployment requires agents that meet rigorous standards for security, compliance, and data governance. Without a curated, vetted channel, every new agent introduces risk that IT and security teams must assess independently, creating bottlenecks that slow adoption across the organization.

Challenge 3: Driving employee adoption. Even the most capable agent delivers zero value if employees don't discover it or weave it into their daily work. Adoption becomes natural when the agent is embedded in the workflows and surfaces where work already happens.

The Agent Store was built to help organization drive agent adoption and usage consistently and at scale. It gives employees one consistent, familiar place inside Copilot and across Microsoft 365 to discover and install the right agents, while giving IT a governed control surface to manage deployment at scale.

3 Agent Store Overview

The Agent Store is a centralized, curated hub in Microsoft 365 Copilot that enables users to discover, install, and engage with agents directly in the flow of work. Launched in May 2025, the Agent Store serves as a single in-product discovery and access point by bringing together agents built by Microsoft, trusted partners, and customer's own teams. It is integrated and accessible across Microsoft 365 surfaces including Microsoft Teams, Outlook, Word, Excel, PowerPoint, and m365copilot.com.



Key benefits include:

- **Provide one entry point for employees to find agents built by Microsoft, trusted partners, and your own teams.** This eliminates fragmented discovery and gives every employee access to the full breadth of available agents. Organizations can also build their own agents with [Microsoft Copilot Studio](#) and use the Agent Store as the distribution channel to deploy those agents to make them available across the organization or to specific groups just for their organization.

- **Find the right agents fast for your roles and business processes within familiar Microsoft 365 workflows.** Because the Agent Store is native to Copilot and integrated across Microsoft 365, the experience is consistent and familiar — right where work already happens. Personalized discovery surfaces the most relevant agents based on each user's work context, helping employees get started with ready-to-use agents tailored to their needs and boosting productivity from day one.
- **All third-party agents are validated for security, compliance, and performance.** Every partner-built agent in the Agent Store undergoes a rigorous validation process to meet enterprise-grade security, compliance, and performance standards. This ensures that organizations can adopt agents from the broader Microsoft partner ecosystem with confidence, knowing each solution has been vetted before it reaches employees.
- **IT maintains full control and oversight.** IT teams maintain full governance and control of the agents employees can install from the Agent Store through the Microsoft 365 admin center. From there, they can curate a comprehensive catalog of agents, apply granular access controls for users or groups, and manage the entire agent lifecycle — including blocking, deleting, or handling ownerless agents. Built-in reporting provides clear visibility into adoption and usage trends, enabling IT leaders to drive measurable outcomes and maximize impact.

4 User Experience

The Agent Store is designed to make discovering, using, and sharing agents intuitive for everyone in the organization. Its catalog is organized into curated collections, so employees and IT teams can quickly surface agents relevant to their needs.

- **Browse curated collections.** The store homepage presents purpose-built groupings to help users navigate the catalog with ease. The collections include “Built by Microsoft”, “Built by your organization”, “Shared with me” as a dedicated place for agents colleagues have shared, “Agents for the team” for Agent 365-enabled agents, as well as editorial collections such as “Featured” and “Popular in my organization” that spotlight high-value or widely adopted agents. Users can click on “More agents” to browse the full catalog.

- **Pin agents for quick access.** When users find an agent they rely on regularly, they can pin it to the left navigation rail, making it easy to access it in future.
- **Share agents with colleagues.** Users can share an agent directly with a coworker, enabling teams to organically spread useful agents without requiring everyone to discover the same solution on their own.
- **Search for a specific agent.** For users who already know what they need, the search bar at the top of the store provides a direct path to a particular agent.
- **Request access for Microsoft agents.** Users can request access to a Microsoft agent that isn't currently available to them, and that request is routed to IT admins via notification—creating a simple, governed escalation path.

5 Four Pathways to set up a curated store catalog

Organizations have four pathways to populate the Agent Store with agents that serve their workforce. Each pathway addresses a different starting point—from ready-made solutions to fully custom builds—allowing organizations to adopt a phased approach or pursue multiple pathways simultaneously.

5.1 Pathway 1. Deploy pre-built agents from Microsoft and trusted partners

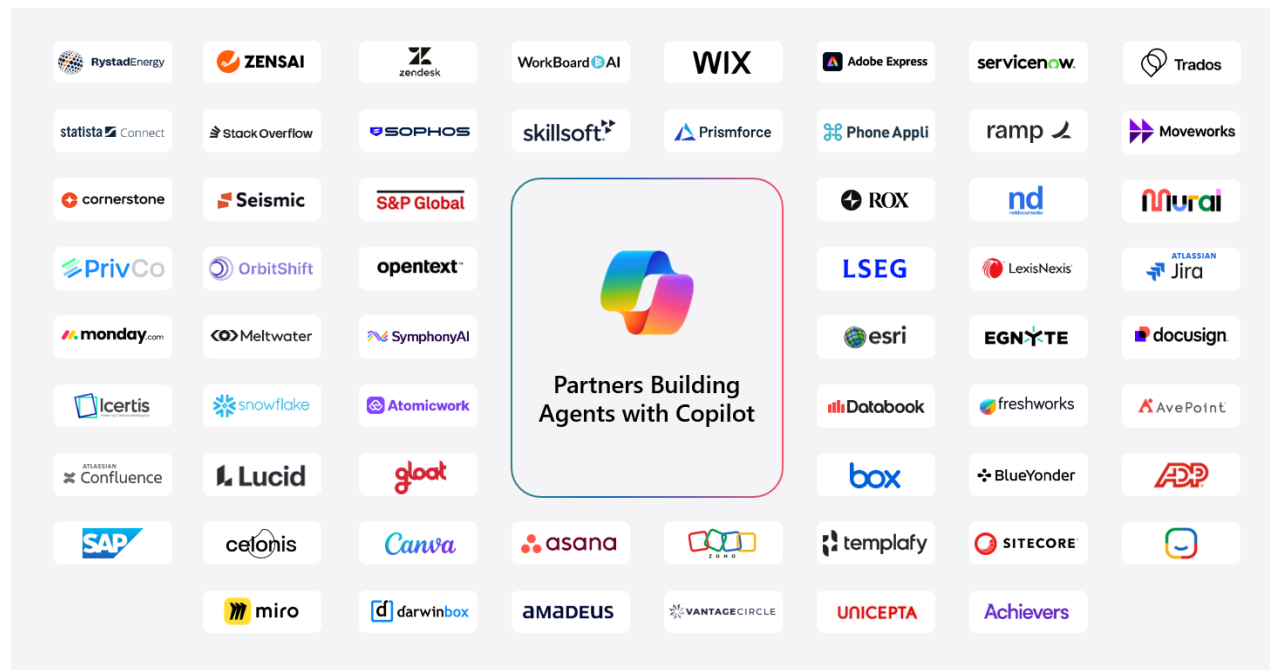
This is the fastest route to value. Microsoft and verified third-party partners offer a catalog of pre-built agents that are ready to deploy with no development effort. IT administrator simply browses the agent catalog in the Microsoft 365 admin center, reviews an agent's capabilities and data access, and makes it available to the appropriate users or groups. This pathway is ideal for organizations looking to quickly extend Copilot's capabilities with proven, off-the-shelf solutions.

5.1.1 Microsoft Agent

Microsoft offers a growing portfolio of first-party agents designed to extend the capabilities of Microsoft 365 Copilot across core business functions. These agents are built by Microsoft product teams and are deeply integrated with Microsoft products, enabling employees to accomplish specialized tasks directly within the tools they already use. Because they are developed and maintained by Microsoft, these agents meet the same enterprise-grade security, compliance, and data governance standards that organizations expect from the broader Microsoft 365 platform.

5.1.2 Third-party Agents

Hundreds of partners across industries — from productivity and collaboration to security, HR, and customer service — are building agents that extend the value of Microsoft 365 Copilot into specialized workflows. The Agent Store features a robust catalog of agents from Microsoft's vibrant and growing partner ecosystem. This means organizations can tap into an expanding library of ready-made solutions tailored to real business needs, without building from scratch. All third-party agents undergo a rigorous validation process to meet enterprise-grade security, compliance, and performance standards, including Publisher Attestation and Microsoft 365 Certification.



5.1.3 Deploy and Manage Pre-built Agents (For IT teams)

IT admins deploy and govern pre-built agents from Microsoft and verified partners in the Microsoft 365 admin center. Here are the steps to evaluate an agent, deploy it to the right users, and manage access and usage over time.

1. In the Microsoft 365 admin center, go to Agents > All agents.
2. Select an agent and review key details.
 - Overview — Confirm the publisher, channel, and last updated date.
 - Data & tools — Review capabilities, knowledge sources, and actions.
 - Security & compliance — Understand the agent's risks and protections.
 - Certification — Check publisher attestation or certification status.
3. Deploy the agent by assigning who can access it.
 - Just me — Use this for admin-only testing.
 - Entire organization — Use this for broad rollout.
 - Specific users/groups — Use this for targeted deployment.

Once deployed, the agent appears in Agent Store for assigned users to find and install.

4. Manage the agent over time.
 - Monitor usage — Use the Activity tab to review usage.
 - Block or Remove the agent if it is no longer appropriate.
 - Adjust assignments by updating who the agent is deployed to.

5.2 Pathway 2. Build your agents and distribute through the Agent Store

For organizations seeking to build their own agents, there are two primary routes to build and leverage the Agent Store as a distribution channel for your team.

5.2.1 Microsoft Copilot Studio

Microsoft Copilot Studio provides a natural-language authoring environment where business users and makers can build tailored agents without writing code. Makers define instructions, connect knowledge sources, and configure actions — then submit the agent for admin review and approval before it is made available to end users. This route empowers teams closest to a business problem to create agents with speed while maintaining centralized governance.

5.2.2 Microsoft 365 Agents Toolkit and Agents SDK

The Microsoft 365 Agents Toolkit and Agents SDK offer a pro-code alternative for developers who need deeper control over agent logic, integrations, or hosting. Developers use the toolkit and SDK to build agents in their preferred development environment, package them according to Microsoft 365 requirements, and submit them to the organizational catalog for admin review. This route is well suited for scenarios that require custom code, advanced integrations, or agents hosted on Azure or other cloud infrastructure.

5.2.3 Publish and manage agents from Copilot Studio (For Makers and IT teams)

Use Copilot Studio to submit maker-built agents for IT admin approval. After approval, the agent is published to Agent Store under "Built by your org".

Maker submission:

1. In Copilot Studio, open the Channels tab and select Microsoft 365 Copilot and Microsoft Teams.
2. Confirm Make agent available in Microsoft 365 Copilot is selected.
3. Select Edit details, then Save to submit the agent for admin review.

IT Admin review and publish:

1. In the Microsoft 365 admin center, go to Agents > All agents > Requests.
2. Select the pending agent and review its details (capabilities, data access, and maker information).
3. Choose an outcome.
 - Publish — Makes the agent available in Agent Store under Built by your org.
 - Reject — Declines the request so the maker can revise and resubmit.

5.2.4 Publish and manage agents from the Microsoft 365 Agents Toolkit (For Developers and IT teams)

Use the Microsoft 365 Agents Toolkit to submit developer-built (pro-code) agents for IT admin approval. This path typically requires an Azure subscription and developer access.

Developer submission:

1. Install the Microsoft 365 Agents Toolkit and Microsoft 365 Agents SDK.
2. Create and configure a bot service resource in Azure.
3. Configure agent event listeners to handle Microsoft 365 Copilot interactions.
4. Prepare the agent manifest package according to toolkit requirements.
5. Submit the packaged agent to your organization's agent catalog from the toolkit.
6. Verify the agent appears as a pending request in the Microsoft 365 admin center.

IT Admin review and publish:

1. In the Microsoft 365 admin center, go to Agents > All agents > Requests.
2. Select the pending agent and review its details.
3. Choose an outcome.
 - Approve — Publishes the agent to Agent Store and makes it available to users.
 - Reject — Declines the request so the developer can update and resubmit.
4. After publishing, IT admins manage the agent like any other in the catalog—configuring user assignments (Just me / Entire organization / Specific users/groups), blocking or removing access, and monitoring usage through the Activity tab.

5.3 Pathway 3. Bring your own agents to Copilot and Agent Store

If your organization has already built agents on **Microsoft Foundry**, third-party AI platforms, or with custom code, you can still make them discoverable in the Agent Store by onboarding them through the Microsoft 365 Agents Toolkit and SDK. This pathway lets you standardize discovery and governance across your agent portfolio—even when the underlying agent was built outside Copilot Studio.

- Agents built in Azure AI Foundry that you want employees to access from Copilot
- Agents created on third-party AI platforms where you want a single, governed distribution channel
- Custom-coded agents (pro-code) that require advanced integrations or hosting choices

Publishing and governance for “bring your own” agents follow the same workflow as **5.2.2** (Agents Toolkit). Refer to **5.2.2** for the end-to-end process for developer submission and IT review and approval.

5.4 Pathway 4. Integrate your agent with Agent 365 SDK

For organizations that have already built agents on other SDKs or platforms—including Copilot Studio, Azure AI Foundry, OpenAI Agents SDK, or custom code—the Microsoft Agent 365 SDK can add enterprise capabilities without a full rebuild.

The Agent 365 SDK equips agents with Entra-backed identity, governed access to Microsoft 365 data through managed MCP servers, full observability, and the ability to receive and respond to notifications across Teams, Outlook, and Word — just like a human participant. Agents operate within an IT-approved blueprint system, meaning each agent instance inherits the compliance, governance, and security policies defined by the organization.

Once completed, these Agent 365-enabled agents appear in the “Agents for your team” collection in the Agent Store. This pathway is ideal for organizations that want to bring agents into Copilot and Agent Store while ensuring they meet the same enterprise standards as any other agent in the catalog.

Additionally, when makers build agents using **Agent Builder** within Microsoft 365 Copilot, they can share those agents directly with specific colleagues or security groups. Shared agents automatically appear in the recipient's Shared with me collection in the Agent Store, making them easy to find and return to, without IT approval needed.

6 Connection with Microsoft Marketplace

To help customers accelerate and simplify agent adoption, Microsoft offers two complementary surfaces — the Agent Store and the Microsoft Marketplace.

Microsoft Marketplace is the public web destination for customers to find, try, and buy the full catalog of cloud solutions, AI apps, and agents — including the same set of Copilot agents available in the Agent Store. It gives IT buyers and procurement teams familiar research and transact experience.

Agent Store is the in-product entry point for users to find, install and use agents inside Copilot and across Microsoft 365 apps where work already happens. Employees can get started with ready-to-use agents designed to work with Copilot from day one while IT has full control over the curated store catalog.

Both experiences share a unified catalog, powered by the same publishing process and infrastructure, ensuring consistent listings, pricing, and management. Customers can research and transact on the Microsoft Marketplace, then deploy and manage agents through the Agent Store.

	Agent Store	Microsoft Marketplace
Where	Inside Microsoft 365 Copilot (in-product)	microsoft.com/marketplace (web destination)
Who uses it	Employees and IT admins	IT buyers, procurement, developers
Primary action	Discover, install and use	Research, Evaluate, and Transact
Agent management	Full lifecycle management through Microsoft 365 Admin Center	Links to Agent Store for installation

7 Get Started

Getting started with the Agent Store doesn't require a single, pre-defined path. Organizations can move at their own pace—whether that means exploring agents available today, deploying agents to targeted teams, or building custom agents to meet specific business needs. The key is to start where value can be realized quickly, while establishing a secure and scalable foundation for broader adoption over time.

For IT decision-makers and IT Practitioners, the starting point is the Microsoft 365 admin center, where agents under Agent Registry can be evaluated, deployed, and governed at scale. From this centralized control surface, IT teams determine which agents are available to which users, monitor usage and adoption trends. Learn more at [Agent Store in Microsoft 365 Copilot | Microsoft Learn](#)

Organizations looking to go beyond pre-built solutions can begin building custom agents with Microsoft Copilot Studio and distribute through the Agent Store. For scenarios that require deeper customization or pro-code development, teams can use the Microsoft 365 Agents SDK and Agents Toolkit. Agents built on Microsoft Foundry or even outside of Microsoft ecosystem can be onboarded to the Agent Store, ensuring consistent experience for both IT and end users. Learn more at [Create and Deploy a Custom Engine Agent with Microsoft 365 Agents SDK](#)

Finally, for organizations evaluating the broader ecosystem, the [Microsoft Marketplace](#) serves as the web destination to research, evaluate, and procure AI apps and agents—including the same Copilot agents available in the Agent Store.

Together, these entry points support organizations move from AI exploration to impact—starting small, scaling intentionally, and using the Agent Store as the foundation for trusted, enterprise-wide agent adoption.