PwC Luxembourg recognised as the winner of the 2025 Microsoft Country Partner of the Year Award in Luxembourg



PwC Luxembourg today announced it has won the 2025 Microsoft Country Partner of the Year Award in Luxembourg. The company was honoured among a global field of top Microsoft partners for demonstrating excellence in innovation and implementation of customer solutions based on Microsoft technology.

The Microsoft Country Partner of the Year Award is the highest global recognition a partner can receive. It honours one single organisation per country that has demonstrated exceptional innovation, customer impact, and leadership in advancing Microsoft's Cloud, GenAI and cutting-edge technologies.

PwC Luxembourg was distinguished as the 2025 Microsoft Country Partner of the Year in Luxembourg, a signal to its leading role in driving GenAI and Cloud transformation and delivering measurable impact for clients through Microsoft technologies in Luxembourg.

Paving the way in the GenAI age in Luxembourg

Over the past year, PwC Luxembourg has successfully supported clients across multiple industries including Banking, Asset & Wealth Management, Insurance, Alternatives, operational companies, and the European institution sector, in embracing Generative AI, modern workplace transformation, and cloud innovation. Through these engagements, the firm has helped organisations move from exploration to execution, turning AI, automation, cutting edge technologies into tangible business outcomes and laying the foundations for the agentic enterprise of the future.

At the heart of this success also lies the PwC Luxembourg GenAI Business Center, developed in close collaboration with Microsoft. This is a groundbreaking initiative aimed at helping organisations thrive in the generative AI revolution. It aims to drive transformative outcomes, accelerate transformation, and foster a culture of innovation that propels businesses forward. The center is designed to be an innovation hub, integrating PwC's industry, technology, change and regulatory expertise with Microsoft's advanced AI and technology solutions. Key Microsoft technologies such as Azure OpenAI Service, Microsoft 365 Copilot, Copilot Studio, Microsoft Purview and Power Platform are highlighted to support clients in adjusting or reinventing their organisation operating model.

"We are customer zero"

PwC's strategic initiatives in pivoting to GenAI and agentics, such as the integration of Copilot and setting up OpenAI on Microsoft Azure, aim to not only automate repetitive tasks, enrich access to information, and equip every team member with the means to generate more value but also transform the firm's operating model and processes bringing innovations and pivoting on agentic. This approach not only enhances efficiency but also improves employee and client experience.

Through this unique experience, deep industry expertise and business-centric approach, and technology expertise, PwC guides clients across regulatory compliance, technical architecture, cloud adoption, and change management. The collaboration with Microsoft actively contributes to market adoption by positioning cloud technologies within an ecosystem that needs to bring a new competitive edge.

PwC Luxembourg strives to be a model for successful AI adoption, demonstrating how generative AI can serve as a catalyst for efficiency, security, and innovation at all levels of the organisation.

Pierre-Adrien Grange, **Country Lead- Microsoft Luxembourg** said, "*Warm congratulations to Patrice and the entire PwC Luxembourg team on being named 2025 Microsoft Country Partner of the Year. This recognition highlights the strength of our alliance and the transformative impact we're making together in Luxembourg. PwC Luxembourg exemplifies what it means to be a frontier firm. By setting high standards and positioning themselves as customer zero in adopting agentic AI*

technologies, they demonstrate credibility and leadership as a trusted partner for organisations across the market. Their journey is a blueprint for how Luxembourg can become a beacon of digital excellence across EMEA."

On the award, François Mousel, **Managing Partner of PwC Luxembourg**, said: *"We are delighted to be recognised as the winner of the 2025 Microsoft Country Partner of the Year Award in Luxembourg. At PwC Luxembourg, we are committed to shaping the future of our country by working hand-in-hand with industries, ministries, and public institutions. Microsoft is a strategic partner in this journey and together, we work on accelerating the digital and AI transformation of Luxembourg's economy."*

Patrice Witz, **Microsoft Alliance Lead, Partner – Member of the Advisory Leadership Team, PwC Luxembourg**, said: *"Our alliance with Microsoft has reached a new level: one that unites innovation with responsibility. Together, we're helping organizations harness the power of GenAI and Cloud, balancing business opportunities, adoption, security and regulation. This holistic approach is what turns technology into trust, and innovation into lasting business impact."*

2025 Microsoft Partner of the Year Award in Luxembourg

"Congratulations to all the winners and finalists of the 2025 Microsoft Partner of the Year Awards," said Nicole Dezen, Chief Partner Officer and Corporate Vice President at Microsoft. *"This year, our partners harnessed the transformative power of Microsoft's Cloud and AI platforms to deliver transformative solutions that redefine the boundaries of innovation. The energy and ingenuity across our ecosystem continue to inspire us. The 2025 honourees exemplify what's possible when technology and vision unite to empower customers around the world."*

The 2025 Microsoft Partner of the Year Awards are announced ahead of Microsoft Ignite, which will be held in San Francisco from November 18-21.

Find out more at PwC Luxembourg Alliances