

# Microsoft Partner Guidance for Microsoft 365 Business Voice and Audio Conferencing Promos

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## CSP Microsoft 365 Business Voice and Audio Conferencing Promos FAQ

### Using this guide

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This document provides updated Microsoft Partner guidance for the CSP partner-initiated Microsoft 365 Business Voice promo which will run from August 1<sup>st</sup>, 2020 to January 31<sup>st</sup>, 2021 and the CSP partner-initiated Microsoft 365 Audio Conferencing promo which will run from October 1<sup>st</sup>, 2020 to March 31<sup>st</sup> 2021.

### Overview

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Microsoft is launching two new CSP promos in FY'21 to enable partners to drive adoption of Teams as a meeting solution. Both promos reduce friction associated with adding Audio Conferencing to a Microsoft 365 license, thereby enabling customers to get the full value of Microsoft 365 and Teams as a meetings solution.

From October 1<sup>st</sup>, 2020 to March 31<sup>st</sup>, 2021, customers have the option of adding Audio Conferencing as an add-on SKU to a Microsoft 365 subscription for free for 12 months.

From August 1<sup>st</sup>, 2020 to January 31<sup>st</sup>, 2021, new and renewing subscriptions of Microsoft 365 Business Voice with Calling Plan and Microsoft 365 Business Voice without Calling Plan will be subject to discount pricing. Microsoft 365 Business Voice with Calling Plan will be subject to a 25% discount (ERP \$15 USD) for 12 months and Microsoft 365 Business Voice without Calling Plan will be subject to a 33% discount (ERP \$8 USD) for 12 months.

For partners considering options for customers, consider the following:

Audience	Recommended Offer
Net New Customers	CSP Microsoft 365 Audio Conferencing Promo (Free)
Existing Microsoft 365 for Business Customers	CSP Microsoft 365 Business Voice Promo (Discounted)

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## CSP Microsoft 365 Business Voice and Audio Conferencing Promos FAQ

### Frequently asked questions

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#### How should partners use these promos?

Partners can include these promos in current customer acquisition motions to enable new customers in need of a meeting solution to sign up with a partner. Throughout the promos, partners have opportunity to showcase the value of Microsoft 365 and Teams as a meeting solution to new customers to drive to a purchase decision. The Audio Conferencing promo presents partners with the opportunity grow Microsoft 365 sales by enabling the full Teams meeting capabilities, thereby increasing the value of the Microsoft 365 suites.

The Business Voice Promo provides partners with the opportunity to upsell existing Microsoft 365 Business customers to Business Voice, enabling customers on both callings and meetings scenarios through the addition of Phone System and Audio Conferencing (included in Business Voice.)

#### How long will these promos be available?

The Audio Conferencing promo which will run from October 1<sup>st</sup>, 2020 to March 31<sup>st</sup>, 2021, and Business Voice promo will run from August 1<sup>st</sup>, 2020 to January 31<sup>st</sup>, 2021. Review promotion details in Partner Center to confirm availability.

#### What does “New Customer Only” mean?

The Business Voice and Audio Conferencing promos only be available to the following types of customers:

- A net new customer tenant
- An existing customer tenant which does not have an active or recently cancelled (within the last 30 days) subscription on any of the following products across CSP, Web Direct, or any other Microsoft commercial channels.

<b>Product</b>	<b>Product/SKU GUID</b>
Microsoft 365 Audio Conferencing	0c266dff-15dd-4b49-8397-2bb16070ed52
Microsoft 365 Business Voice (Canada)	a7897717-53e8-4e7a-ac6d-86a7271ee10b
Microsoft 365 Business Voice (UK)	e5a17adf-8f0d-4b57-bc14-d331235f9307
Microsoft 365 Business Voice (US)	a6051f20-9cbc-47d2-930d-419183bf6cf1
Microsoft 365 Business Voice (without Calling Plan)	a6051f20-9cbc-47d2-930d-419183bf6cf1
Microsoft 365 Business Voice (without Calling Plan) for US	8330dae3-d349-44f7-9cad-1b23c64baabe

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## CSP Microsoft 365 Business Voice and Audio Conferencing Promos FAQ

### Does the promotion apply if my customer wants to cancel existing offer and repurchase?

Based on the new customer definition, the promotion will not be applied because the customer has an active or cancelled offer within 30 days.

### What if my customer does not align to one of the eligible customer types?

If your customer is not eligible for either promotion, it is because they already have either Audio Conferencing or Business Voice. Your customer should continue paying their current rate for their Audio Conferencing or Business Voice subscriptions.

### What happens if a customer wants to cancel or can no longer pay prior to completion of promo?

If an online service subscription is canceled before its fixed term expires, Microsoft will not invoice customers/partners for any future scheduled billings for that subscription and pro-rate the charges for the current month if applicable. At this time, online service subscriptions that are canceled will not incur an Early Termination Charge. At a future date, however, Early Terminations Charges may be incurred for new online service subscriptions that are canceled prior to their expiration. Learn more in the [Program Guide for Microsoft Cloud Solution Providers](#).

### Can I charge customers for their Free Audio Conferencing or up charge my customer for Business Voice during the promo period?

For Audio Conferencing, partners may choose to sell customers the free or paid license.

For Business Voice, Microsoft expects partners to pass along the full promo value to customers during the promo period. Microsoft may audit partners to ensure compliance.

### Why create Audio Conferencing and Business Voice promos?

We want to ensure that customers are able to capture the full value and capabilities of Teams as a meeting solution. Audio conferencing provides Teams users with dial-in for meetings, meeting dial out to phone numbers and toll free dial-in conferencing. Adding Audio Conferencing or Business Voice to a Microsoft 365 for Business subscription, creates a more complete and competitive meeting solution for partners to sell to customers. By providing Audio Conferencing for free, we are able to reduce friction associated with getting customers to harness the full Teams meeting capabilities and position partners for paid conversion of Audio Conferencing upon the renewal of their base Microsoft 365 for Business licenses.

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## CSP Microsoft 365 Business Voice and Audio Conferencing Promos FAQ

Business Voice, which includes Audio Conferencing and Phone System, takes the value of Microsoft 365 and Teams a step further, enabling Teams as both a meeting and calling solution. This discount can help partners convert customers to Business Voice by reducing switching costs associated with changing phone systems.

### Do partners need to wait until the end of the promo to convert customers to higher paid SKU?

For the Audio Conferencing promo, partners can convert or upsell customers to Paid SKU's via CSP at any time. When this happens, partners can cancel the subscription with the promotional rate and purchase the paid Audio Conferencing offer to void the promotion with the normal rate.

For the Business Voice promo, partners do not have the option to convert customers early. Microsoft has applied a discount to the Business Voice SKUs in CSP from August 1<sup>st</sup>, 2020 to January 31<sup>st</sup>, 2021 and there is not an option to switch partners to a fully priced version of product until after the promo period ends.

## Details of the CSP Microsoft 365 Audio Conferencing Promo

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### When will the promo go live?

The Audio Conferencing promo will become available on October 1<sup>st</sup>, 2020 and will last until March 31<sup>st</sup> 2021.

### Which customers are not eligible for the promo?

Organizations are not eligible for the trial if:

- They do not meet the "New Customer" definition as described above
- They are a Syndication Partner customer
- They are a GCC High or DoD customer

### How many licenses can be acquired through the promo?

There is no limit for the Audio Conferencing promo. Regardless of the number of licenses, customers commit to an annual duration.

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## CSP Microsoft 365 Business Voice and Audio Conferencing Promos FAQ

### Does this promo apply to both monthly and annual billing frequency?

No. This promo applies only to monthly billing frequency. Customers who choose to pay annually will not receive any promotional pricing.

### Can partners still sell the regularly priced offers without the promotion to qualifying customers?

Partners who do not wish to offer promotional pricing to otherwise qualifying customers can choose to sell the regularly priced offers.

### I see a "Promotion available" message on the order review page. Does this mean this purchase is eligible for the promotion?

No. Partners will need to evaluate if your customer is eligible for the promotion.

### Can I continue to purchase Microsoft 365 Audio Conferencing if my customer is not eligible for the promotion?

Yes, the existing Audio Conferencing paid offer will continue to exist.

### What do you recommend as best practices to enable this promotion?

We understand that partners are different with a host array of factors to consider. We would recommend the following high-level principles to help operationalize these promotions:

1. **Understand and communicate the promotion** rules – Review and communicate to customer and resellers on what the promotion is and its eligibility rules (refer to section on "[How can I know if the customer is eligible for this promotion?](#)").
2. **Operationalize the promotion** – We can recommend the following tips:
  - Net new customers – If you are certain that you are placing an order on a net new customer tenant, you can do business as usual and the promotion will be applied without any additional operation.
  - Existing customers – In general, it is most complicated to understand if an existing customer will qualify for the promotion. You can follow the recommendations in this FAQ to automate the eligibility check using Partner Center APIs/SDK (refer to the section on "[How can I know if the customer is eligible for this promotion?](#)")
  - Once you are certain that the customer purchase will be qualified for the promotion, you can confirm the rates for the purchase.

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## CSP Microsoft 365 Business Voice and Audio Conferencing Promos FAQ

- 3. Confirm the promotion** – You can now confirm if a particular promotion has been applied for the customer purchase in the Activity Log. You can use either Partner Center portal to confirm it or Partner Center APIs/SDK for automated confirmation (refer to the section on [“How can I know if the promotion has been applied?”](#))
- 4. Reconcile the billing** – You will receive your monthly invoices with recon files based on your billing date where you can see the promotion rates applied to the customer purchases where they met the eligibility rules (refer to the section on [“How should I expect the invoice reconciliation file on the purchase of the promoted offers?”](#))

### When does the 12-month promotion period end?

The promotion pricing expires 12 months from the subscription start date for the customer who purchased it, not 12 months from the CSP billing date.

### What happens when I increase seat count (remaining below maximum) on the promoted offers during the promotion period?

For subscriptions purchased with promotional pricing, new seats added to this subscription during the promotion period will receive the same promotion price for the same discount period. New seats added outside of the promotion period (after March 31, 2021) will receive the regular price.

For example, the Audio promotion is available between 10/1/2020 to 3/31/2021 for a 12-month discount period starting from the purchase date. You purchase **100** seats of Audio Conferencing for a qualifying customer on **11/10/2020** and add additional seats over the future months.

Purchase date	Operation	Quantity	Promotion price	Discount period
11/10/2020	New order	100	Yes	Through 11/09/2020
12/20/2020	Increase seat	100	Yes	Through 11/09/2020
4/2/2022	Increase seat	100	No	n/a



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## CSP Microsoft 365 Business Voice and Audio Conferencing Promos FAQ

### Details of the CSP Microsoft 365 Business Voice Promo

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#### What is Microsoft 365 Business Voice?

Microsoft 365 Business Voice is a cloud-based telephony solution that enables users to make and receive PSTN calls in Microsoft Teams. It includes a phone system, domestic calling plan, and audio conferencing. For more information on Business Voice

For more information, refer to the [Microsoft 365 Business Voice partner page](#) and [FAQ](#).

#### Which versions of Business Voice are eligible for the promo?

We are providing a time-bound promo of both Business Voice and Business Voice (without Calling Plan) in all geographies in which we have these offers available.

- Business Voice: 25% discount for 12 months
- Business Voice (without Calling Plan): 33% discount for 12 months

#### When will these offers be available?

Business Voice promos will be available starting August 1<sup>st</sup>, 2020 and run through January 31<sup>st</sup>, 2021.

#### How do partners transact these promo offers?

CSP partners can transact the promo offers through Partner Center on behalf of the customer starting August 1<sup>st</sup>, 2020. For more information, review the step-by-step guide at the end of this document or learn more about [CSP Promotions in Partner Center](#). Please note that you are transacting the same Business Voice offers previously available and the only difference is that the promotion will apply to eligible customers.

#### Can partners still sell the regularly priced offers without promotions to qualifying customers?

Partners who do not wish to offer promotional pricing to otherwise qualifying customers cannot choose to sell the regularly priced offers. Business Voice offers will revert to regular pricing on February 1<sup>st</sup>, 2021.

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## CSP Microsoft 365 Business Voice and Audio Conferencing Promos FAQ

### How will the promo effect the billing rates of my existing Business Voice customers?

If your customer is renewing their Business Voice license during the duration of the promo, they will review their subscription at the promotional rates. If they are not renewing their subscription during the promotional period, their billing rates will remain unaffected.

### I see a "Promotion available" message on the order review page. Does this mean this purchase is eligible for the promotion?

No. Partners will need to evaluate if your customer is eligible for the promotion.

### How can I know if my customer is eligible for this promotion?

Customers are only eligible if they meet the "New Customer Only" criteria:

- If the subscription is added to a net new customer tenant, meaning that you are creating a new customer tenant, the promotion will be applied.
- If the subscription is added to an existing customer tenant, the promotion will be applied if the customer does not have an active or recently canceled subscription (within 30 days) on a Microsoft 365 Business Voice SKU.

To enable an eligibility check for existing customer, we recommend using the following steps with Partner Center APIs/SDK:

1. For the customer that you are purchasing the offer with the promotion, use [Get a list of available licenses by license group](#) API to get a list of subscribed SKU collection cross-channel. If the call is successful, the response body will contain a collection of [SubscribedSku](#) resources.
2. For each of these SKUs, check if they are on the exclusion offer list for the promotion. If they are, check if its activeUnits or suspendedUnits is greater than 0. That means the customer has an active or cancelled subscription for the offers on the exclusion list for the promotion. In this case, the customer is not eligible for the promotion. Please also see the [exclusion offer list](#) for each promotion and the SKU IDs for the offers on the exclusion list.

### How can partners convert the promo subscription to a paid subscription during the promotion period?

The Business Voice promo has been executed as a percentage discount on the perpetual Business Voice offers. As a result, there is no action needed to convert licenses to the fully priced product after

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the promotion. Upon your customer's 12 month renewal date, their license will revert to regular pricing.

### What do you recommend as best practices to enable this promotion?

We understand that partners are different with a host array of factors to consider. We would recommend the following high-level principles to help operationalize these promotions:

5. **Understand and communicate the promotion** rules – Review and communicate to customer and resellers on what the promotion is and its eligibility rules (refer to section on [“How can I know if the customer is eligible for this promotion?”](#) ).
6. **Operationalize the promotion** – We can recommend the following tips:
  - Net new customers – If you are certain that you are placing an order on a net new customer tenant, you can do business as usual and the promotion will be applied without any additional operation.
  - Existing customers – In general, it is most complicated to understand if an existing customer will qualify for the promotion. You can follow the recommendations in this FAQ to automate the eligibility check using Partner Center APIs/SDK (refer to the section on [“How can I know if the customer is eligible for this promotion?”](#))
  - Once you are certain that the customer purchase will be qualified for the promotion, you can confirm the rates for the purchase.
7. **Confirm the promotion** – You can now confirm if a particular promotion has been applied for the customer purchase in the Activity Log. You can use either Partner Center portal to confirm it or Partner Center APIs/SDK for automated confirmation (refer to the section on [“How can I know if the promotion has been applied?”](#))
8. **Reconcile the billing** – You will receive your monthly invoices with recon files based on your billing date where you can see the promotion rates applied to the customer purchases where they met the eligibility rules (refer to the section on [“How should I expect the invoice reconciliation file on the purchase of the promoted offers?”](#))

### When does the 12-month promotion period end?

The promotion pricing expires 12 months from the subscription start date for the customer who purchased it, not 12 months from the CSP billing date.

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## CSP Microsoft 365 Business Voice and Audio Conferencing Promos FAQ

### What happens when I increase seat count (remaining below maximum) on the promoted offers during the promotion period?

For subscriptions purchased with promotional pricing, new seats added to this subscription during the promotion period will receive the same promotion price for the same discount period. New seats added outside of the promotion period (after March 31, 2021) will receive the regular price.

For example, the Audio promotion is available between 10/1/2020 to 3/31/2021 for a 12-month discount period starting from the purchase date. You purchase **100** seats of Audio Conferencing for a qualifying customer on **11/10/2020** and add additional seats over the future months.

Purchase date	Operation	Quantity	Promotion price	Discount period
11/10/2020	New order	100	Yes	Through 11/09/2020
12/20/2020	Increase seat	100	Yes	Through 11/09/2020
4/2/2022	Increase seat	100	No	n/a

## Purchase Walkthrough

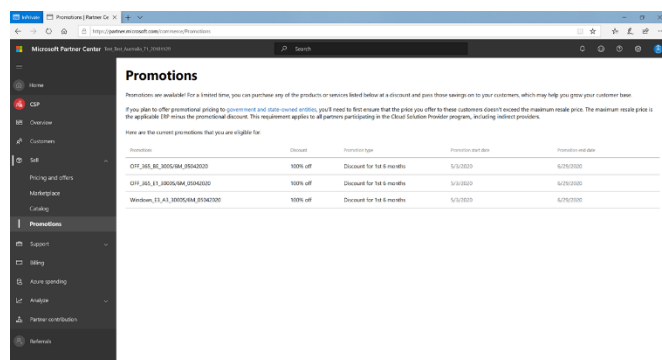
The below walk-through details the experience for CSP Partners who transact via Partner Center. If you are a reseller who transacts through a CSP Provider, please refer to their guidance on the trial for details on your experience. (Note: Screenshots reference example promos and not the Promos discussed in this document. Guide will be updated with live screenshots once launched.)

Step

- 1 Log into Partner Center and navigate to **Sell** blade.

Validate that the promo you intend to use is available.

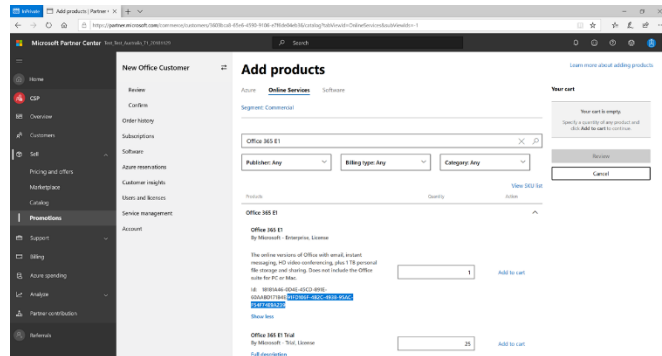
Illustration



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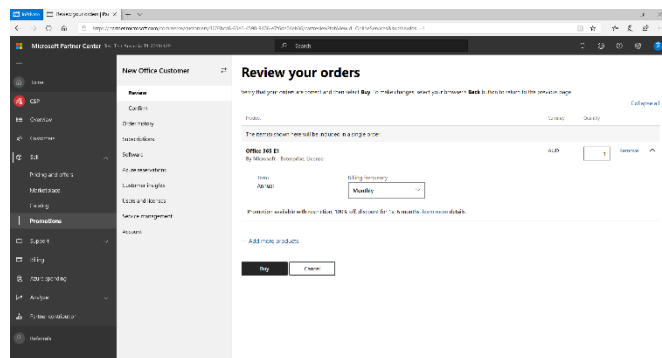
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2. Locate the preferred offer:  
**Display Name: Office 365 E1**  
Offer GUID: 91fd106f-4b2c-4938-95ac-f54f74e9a239  
**Display Name: Microsoft 365 Business Basic**  
Offer GUID: bd938f12-058f-4927-bba3-ae36b1d2501c



3. Click the **“Add to Cart”** link next to the offer, and complete the checkout process.

4. Review the terms, validate that the promo is available, use the **learn more** link to understand the restriction on the promotion.



Click **“Buy”** button to add the offer to the tenant

5. Verify if promotion has been applied on the **Activity log** page.

Search for the **Create Order** event associated with the new order. Find out the **Promotion name** in **Promotion applied** property for each order line-items for the customer.

