

Marketing Development Funds across Solution Areas – Swiss Tender

1 Partner Instructions

This document describes the terms and conditions for the funding of Microsoft’s Through Partner Marketing execution (Marketing Development Funds) across the Microsoft Solution Areas that will need to be met to ensure a smooth execution, on-time payment of invoices and provision of future funding.

Please read these terms and conditions carefully as they are binding and cannot be negotiated.

To apply for the Marketing Development Funds, the partner must fill out the Forms provided by Microsoft under [this link](#).

2 Submission Deadline

The application deadline for the Marketing Development Funds is on the **13th September 2021, at noon**. By this time, the partner must have filled out the Online Forms and sent an electronically signed copy of the document at hand to Maruscha Heyner (Maruscha.heyner@microsoft.com) and Ralph Wirth (rawir@microsoft.com), Partner Marketing Advisors at Microsoft Switzerland.

3 Initial Position and Targets

Initial Position & Objectives	<p>The Marketing Development Funds are designed to drive demand generation of customers in the Enterprise and Corporate segment through strategic partners (Services & ISVs Partners). In order to apply for the mentioned funds, the partner must fill out the online Forms before the deadline mentioned above.</p> <p>Marketing campaigns should focus on one or more Microsoft Solution Areas, with a clear alignment on priorities and sales plays.</p> <p>Regarding the Microsoft FY22 key industries, business objectives & sales plays, please refer to the separate presentation here.</p> <p>Target group segment are enterprise/corporate customers (with roughly more than 500 employees) that are on the Managed Account List (MAL). Targeted customers of the campaign will be agreed upon together with Microsoft.</p>
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<p>Funding</p>	<p>Microsoft has defined different slots to co-fund specific partner marketing campaigns. The minimum investment from Microsoft per partner is approximately CHF 10'000.-.</p> <p>Partners need to define the anticipated co-funding amount for the campaign.</p> <p>Partners need to match the funds equally, which means that they are willing to co-invest a matching 1 \$ for each \$ that Microsoft allocates to them.</p> <p>The funds need to be spent accordingly per quarter:</p> <ul style="list-style-type: none"> - Q2 (1 October – 31 December 2021) - Q3 (1 January – 31 March 2022) - Q4 (1 April – 30 June 2022) <p>If a partner is acting against the underlying terms and conditions, the quarterly funds may be lost.</p> <p>Microsoft is very strict about the timely spending of funds and any Purchase Offer (PO) raised in a given quarter must be spent in full by the close of that quarter. Carrying funds over (and not spending them) in the designated quarter will lead to POs being closed and Partners only being able to invoice for the proportion of work completed by the final day of the quarter.</p>
<p>Partner Eligibility</p>	<p>The following partner types may apply:</p> <ul style="list-style-type: none"> - Gold Competency Partner Status in MPN / ISV IP co-sell ready - Possesses a cloud based Co-Sell Ready (ISV IP co-sell) solution in the OCP catalog that aligns to the campaign focus - Partner to provide monthly status update on opportunities/ leads in Partner Center (or Partner Sales Connect (PSC)) - Possesses strong sales & marketing capabilities - Proven commercial and technical capability to drive defined sales plays for the respective Solution Area - Commits to match funding <p>All Microsoft Partner Network members are eligible for tiered GTM Services. Please check out our tiered offerings.</p> <p>https://aka.ms/gtm</p>
<p>Invoice Submission & Proof of Execution (POE)</p>	<p>Proof of Execution (POE):</p> <p>To ensure partner matching, POE submitted by partners must reflect the expenses in the amount committed by Microsoft to co-funded activities.</p>

	<p>Proof of execution is a mandatory requirement for the approval of all invoices.</p> <ul style="list-style-type: none"> - POE deliveries will be defined by Microsoft in accordance to defined marketing activities. Partner has to submit all POE as agreed upon - Please submit POE in a PowerPoint/Word/Excel file with screenshots of activities that have taken place (landing pages, electronic direct mails, tele scripts, videos, animatics etc) - Please provide invoices for the purchase of external services (LinkedIn, video production etc.) to support the POE provided - Please do not provide any POE with PII to Microsoft <p>Invoice submission:</p> <ul style="list-style-type: none"> - Please submit invoices via Microsoft's invoice portal after POE have been approved - Please note the related PO number on the invoice 										
<p>Marketing Activities</p>	<p>Delivery or integrating Microsoft Workshop and/or Assessments will be an advantage.</p> <p>NOT Allowed Marketing Activities</p> <ul style="list-style-type: none"> Headcount Vendor Support Proof of Concept (ECIF) T&E related expenses Sales incentives Sales Spiff Advertising (Non-Digital) 										
<p>Sharing of Pipeline</p>	<p>The partner is obligated to provide a monthly status update on opportunities / leads generated through the executed marketing campaign, using the provided and agreed on tools. Generated leads with a quantified opportunity are to be uploaded in Partner Center (Partner Sales Connect) with the provided naming and Marketing Activity ID (Microsoft tracking ID).</p>										
<p>Timeline</p>	<table border="0"> <tr> <td>Application deadline:</td> <td>13.09.2021, noon</td> </tr> <tr> <td>Check In Calls with PMAs:</td> <td>week of 20.09.2021</td> </tr> <tr> <td>Partner selection (MS):</td> <td>until 11.10.2021</td> </tr> <tr> <td>Providing detailed Marketing Plan & Opening PO:</td> <td>11.10.2021</td> </tr> <tr> <td>Marketing Execution:</td> <td>from 12.10.2021 on (until max. 30.06.2022)</td> </tr> </table>	Application deadline:	13.09.2021, noon	Check In Calls with PMAs:	week of 20.09.2021	Partner selection (MS):	until 11.10.2021	Providing detailed Marketing Plan & Opening PO:	11.10.2021	Marketing Execution:	from 12.10.2021 on (until max. 30.06.2022)
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4 Evaluation of Tender

The tender is evaluated by a jury consisting of different roles within Microsoft Switzerland, based on the following criteria:

- Eligibility: Partner fulfills the participation requirements
- Timing: the application is sent on time
- The intentions on how to use the funds are coherent and complete, roughly mentioning different marketing tactics, a timeline and KPIs
- The target group is enterprise and corporate customers
- Funding request included

5 Partner Details

- I agree to these terms and conditions, I confirm to have read and understood it.
- Yes, I will apply for the Marketing Development Funds for FY22

Company Name	
Date	
Name	
Position	
E-mail Address	
Phone Number	

6 Legal Conditions

1. Participation in this invitation to tender is free of charge and is not related to the purchase of a product or the provision of a service
2. By completing the above form, the partner acknowledges completely and unconditionally the above terms and conditions for receiving Swiss Marketing Development Funds.
3. Should a partner miss to comply to the terms highlighted in this document, Microsoft has the right to exclude this partner from the program at its own discretion. Costs and obligations raised will be covered by the partner. Furthermore, any legal claims whatsoever shall be excluded to the extent permitted by law.

4. The conditions of participation are exclusively governed by Swiss law. Place of jurisdiction is in Zurich, Switzerland.
5. The legal recourse is excluded to the extent permitted by law.
6. Microsoft is committed to data protection.
The personal information you provide when you sign up for this tender will be provided by Microsoft, the companies affiliated with Microsoft, and agents in Switzerland and abroad for the purpose and handling of this tender. In addition, the guidelines for data collection and use practices are applicable, under:
<http://www.microsoft.com/privacystatement/de-CH/core/default.aspx>