



Business Applications FY22 Partner Offers Program

Overview for Central & Eastern
Europe Partners

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Peter Kuna
(pekuna@microsoft.com)



Business Applications FY22 Partner Offers

One page overview

Microsoft provides

Funding for specific Catalyst Accelerators, or Proof of value activities to be delivered at customers

Deals US\$20k – \$250k
\$2k – \$18.8k
[10 – 13.3x ROI]

Deals above US\$250k
\$18.8k – \$75k
[13.3x ROI]

**Minimum deal size \$20k license value*

Centralized Investment Desk who manages operational aspects of funding

The team manages all operational aspects (excluding ECIF onboarding) and is available on D365ECIF@microsoft.com

Partner delivers

Catalyst Accelerators ("Type 1")

1-1 Workshop to identify key area of improvement in customer's business and establish KPI improvement goals, in line with the Catalyst milestones of Envisioning and BVA.

Proof of Value ("Type 2")

1-1 workshop or Pilot to help customer adopt or extend Dynamics 365 or Power Platform business application/s.

Customer receives

Definitive analysis of required business transformation and KPI improvements.

Specific insights on a sample of the value of a business application.

Custom pilot/trial of the direct business impact to support transformation goals.

Activities in scope for the FY22 Partner Offer

	Activity to deliver	Situation	Desired outcome	Execution deliverables to customer
Type 1	Envisioning Workshop	Engage the customer to discover specific opportunities for digital transformation	Customer identifies specific areas of improvement	<ul style="list-style-type: none"> • Output document with list of prioritized scenarios
	Business Value Assessment	Establish the business case by capturing, and connecting desired business outcomes with proposed capabilities	Customer discloses desired KPI improvements	<ul style="list-style-type: none"> • ROI report • Scenario-specific value map
Type 2	1:1 "X" In A Day	Showcase value of the solution in customer's own environment	Customer intends to purchase	<ul style="list-style-type: none"> • Sample solution (app/dashboard etc.) built to operate with customer's own data -OR- • Full-function limited time trial that extends to production seamlessly
	Pilot	Provide a curated path to production via a trial/pilot for a subset of users	Customer intends to extend to production	<ul style="list-style-type: none"> • Full-function limited time trial that extends to production • Integration with related customer IT and data systems

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FY22 Detailed List of Activities by Sales Play

1 Activate Digital Selling	2 Connected Commerce	3 Enable Always-On Service	4 Build a Resilient Supply Chain	5 Optimize Financial & Operating Models	6 Personalize Customer Experiences	7 Rapidly Build Apps	8 Automate Business Processes	9 Discover Business Insights
Sales , Sales Insight, LinkedIn, Customer Voice, Customer Insights, Marketing, Power Apps, Power Automate, Power BI.	Commerce , Customer Insights, Marketing, Connected Store, Fraud Protection, Power Apps, Power Automate, Power BI.	Customer Service, Field Service , Customer Insight, Customer Voice, Power Apps, Power Automate, Power BI.	Supply Chain Management , Power Apps, Power Automate, Guides, Remote Assist, Intelligent Order Management, Power BI.	Finance , Project Operations, Business Central, Human Resources, Power Apps, Power Automate, Power BI.	Marketing, Customer Insights , Customer Voice, Power BI.	Power Apps , Power Virtual Agents.	Power Automate , Power Apps, Power Virtual Agents.	Power BI , Power Apps, Power Automate, Power Virtual Agents.
Type 1 Envisioning Workshop Business Value Assessment								
Type 2 <ul style="list-style-type: none"> 1:1 Customer Insights In-A-Day. 1:1 Marketing In-A-day. Activate Digital Selling Pilot. 	Type 2 <ul style="list-style-type: none"> 1:1 Ecommerce In-A-Day. Connected Commerce Pilot. 	Type 2 <ul style="list-style-type: none"> Field Service In-A-Day. 1:1 Customer Insights In-A-Day. Enable Always-on Service Pilot. 	Type 2 <ul style="list-style-type: none"> Asset Productivity Pilot. Agile Supply Chain Pilot. 	Type 2 <ul style="list-style-type: none"> Finance Pilot. Project Operations Pilot. 	Type 2 <ul style="list-style-type: none"> 1:1 Marketing In-A-Day. 1:1 Customer Insights In-A-Day. 1:1 Customer Voice In-A-Day. Personalize Customer Experiences Pilot. 	Type 2 <ul style="list-style-type: none"> 1:1 Rapidly Build Apps In-A-Day. 1:1 Power Portals In-A-Day. 1:1 Dataverse Apps In-A-Day. Project for the Web Engagement Pilot. Rapidly Build Apps Pilot. 	Type 2 <ul style="list-style-type: none"> 1:1 Automate Business Process In-A-Day. Automate Business Processes Pilot. Power Automate Desktop Migration Pilot. 	Type 2 <ul style="list-style-type: none"> 1:1 Dashboard In-A-Day. Discover Business Insights Pilot.

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Customer Eligibility

Customer Eligibility

- ✓ **License Agnostic**
EA and CSP in scope. *(CSP for PS is out of scope)*
- ✓ **Covers the entire fiscal year**
First come first served until budget lasts.
- ✓ **Payment scales with scope and opportunity size**
Two payment tiers provide US\$2k – US\$75k depending on deal size. (1:10, 1:13.3 ROI)
- ✓ **Both Managed/Unmanaged customers in scope**
Requirement is an existing MSX Opportunity ID – work with an MS sales representative
- ✓ **Covers all Business Applications opportunities**
Dynamics 365, Power Apps, Automate, and Power BI related sales plays are involved
- ✓ **CEE level approval in place for program exception from ECIF Policy**
This program is fully available in CEE, as written in the documentation.

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Partner Eligibility

Partner Eligibility

Proven Expertise *(Both Type 1 - Type 2)*

Reach **ONE** of the below:

- ✓ Silver or Gold Small & Midsize Business (Cloud Business Apps Option) Competency
- ✓ Silver or Gold Cloud Business Applications Competency
- ✓ Progress in Low Code Advanced Specialization (2 criteria reached from this [list](#)) **Obligatory for Power Apps & Automate, "Type 2"**
- 25k ISV Revenue share, and a Co-sell ready IP offer in CEE
- *(Silver or Gold Data Analytics Competency for Power BI, "Type 2" Activities)*

ECIF Eligible *(Both Type 1 - Type 2)*

- ✓ You need to be listed in Payment Central before submitting a request. If the partner is not "ECIF green" supplier at the time of submission, the corp ECIF team will initiate ECIF submission, but you will need to work with local Microsoft team to complete the related processes (RFP, SSPA, OneVet)

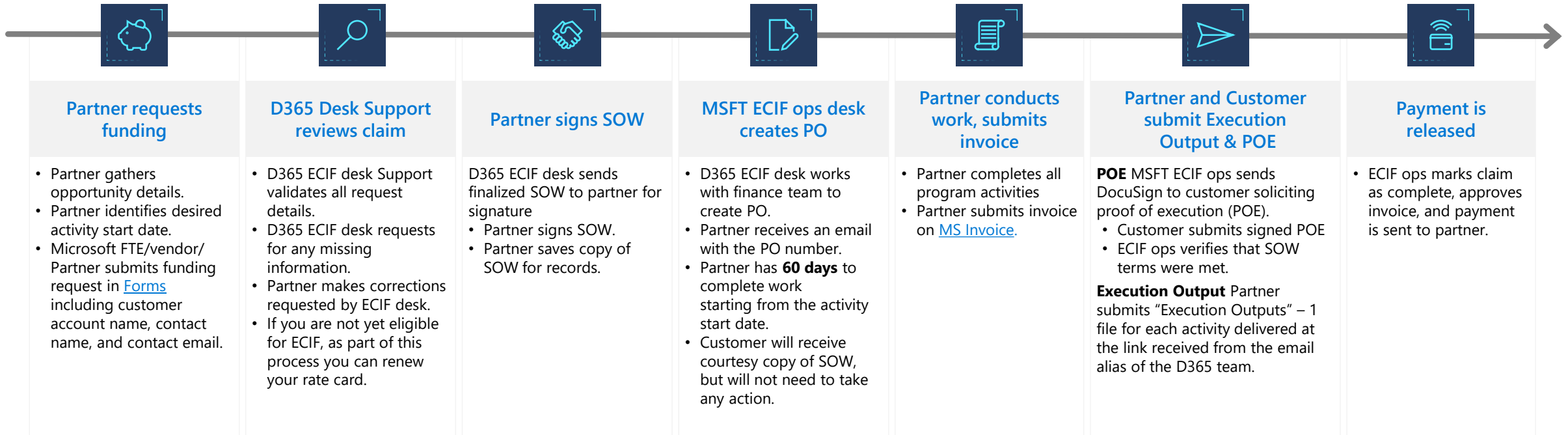
Trained in Catalyst *(Type 1 only)*

- ✓ At least 3 people must have passed the Catalyst training inside CEE. Next training iterations are available for competency and co-sell prio partners late September.

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FY22 Submission and Execution Process

The Partner Offers process



Important execution rules

- 1 Activity start date must lie within 51-days of the date of nomination submission.**
- 2 Partners should plan to begin work about 14-21 days after submitting a funding request:** Partners must select an activity start date about 14-21 days in the future when creating a claim.
- 3 Partners cannot begin program activities until the following condition is met:** There is an approved PO for the customer engagement.
- 4 Partners must complete work within 60 days of the activity start date noted on the PO.**
- 5 Partners must submit invoice to MS Invoice within 5 days of finishing work.**

Resources & further information

Partner & Microsoft

Nomination form

- [FY22 Business Applications Partner Offers - Pre-Sales \(office.com\)](#)

Partner Ready Program Site

- [Dynamics 365 Partner Portal \(microsoft.com\)](#) (Scroll down to find downloadable PPTs with detailed descriptions, program summaries and process guidelines)

Program Team Alias

- D365ECIF@microsoft.com

Dynamics Migration Program

FY22 Partner-led Migration Assessments Offer – Program Overview

Program Overview

The FY22 Partner-led Migration Assessments Offer is available to partners to provide a standard/advanced technical and functional migration assessment (SMA/AMA) to help their on-premises AX and CRM customers understand the benefits of moving to cloud.

Eligible Customers

Only customers with:

- US\$50k ACV or more for Dynamics 365 AX or CRM

Eligible Partners

1. Gold or Silver Competency in one of the following:
 - a) Cloud Business Applications
2. ECIF supplier certification in country of delivery

Payout *

Partner will receive a **max payout** of **US \$20K** in funding for eligible customers:

Activity	Min Deal Size (ACV)	ROI	Payout
AX SMA	\$50k	10x ROI	Up to \$5k
AX AMA	\$50k	10x ROI	Up to \$20k
CRM SMA	\$50k	10x ROI	Up to \$5k
CRM AMA	\$50k	10x ROI	Up to \$20k

Eligible Products

- **AX** – Dyn365E for Finance, Dyn365E for Supply Chain Management, Dyn365E for Commerce, Dyn365E Project Ops
- **CRM** – Dyn365E for Sales, Dyn365E for Customer Service, Dyn365E for Marketing, Dyn365E for Field Service, Dyn365E for Customer Insights

**EA/CSP customer eligible for funding*

**Govt and Public Sector customers with CSP are NOT eligible for funding*

Call to Action
Partners
Field Sellers

Find more offer information at:
Microsoft Partner Network for FY22 DMP [here](#)
Biz Apps Hub for FY22 Partner Offers [here](#)

Request
funding [here](#)

Resources & further information for DMP

Stay Connected - Dynamics AX partner resources

Dynamics 365 Migration Program partner offer

- [MPN page](#) (web)
- Standard Migration Assessment (SMA)
 - [Handout](#) (PDF)
- Advanced Migration Assessment (AMA)
 - [Handout](#) (PDF)

Customer evidence

- [Evidence Disc. Manuf. – Wahl Clipper Corporation](#) (video)
- [Evidence Distrib. - Copper Bolt & Nut](#) (video)
- [Evidence Disc. Manuf. - Winner Imports](#) (study)
- [Evidence Retail - Sonee Sports](#) (video + study)
- [Evidence Energy – Gasum](#) (study)
- [Dynamics 365 customer momentum 2019](#) (video)

Guidance

- [Dynamics 365 Migration Program docs page](#) (web)
- [Partner incentives](#) (web)
- [Finance GTM](#) and [Operations GTM](#) resources on MPN

Cloud migration benefits

- [Business value of migrating from Dynamics AX to the cloud](#) (video)
- Forrester TEI – Migrating from Dynamics AX to the cloud
 - [Full study](#) (PDF) and [infographic](#) (PDF)
- [MSFT – Top 5 benefits of moving to the cloud](#) (PDF)
- [MSFT – On-premise to cloud migration](#) (Web)
- [IDC – Journey to enterprise cloud ERP](#) (PDF)
- [EAC – Microsoft ERP differentiators](#) (PDF)
- [Dynamics 365 Finance](#) (video)
- [Dynamics 365 Supply Chain Management](#) (video)
- [Dynamics 365 Modern Adaptable Platform](#) (video)
- [Dynamics 365 Evergreen SaaS ERP for CIO](#) (video)
- [Dynamics 365 Finance To Drive Growth for CFO](#) (video)
- [Dynamics 365 SCM To Optimize Ops for COO](#) (video)

Stay Connected - Dynamics CRM partner resources

Dynamics 365 Migration Program partner offer

- [MPN page](#) (web)
- Standard Migration Assessment (SMA)
 - [Handout](#) (PDF)
- Advanced Migration Assessment (AMA)
 - [Handout](#) (PDF)

Customer evidence

- [Evidence Travel & Transportation – Apollo](#) (study)
- [Evidence Travel – Travel Counsellors](#) (video)
- [Dynamics 365 customer momentum 2019](#) (video)

Guidance

- [Dynamics 365 Migration Program docs page](#) (web)
- [Partner incentives](#) (web)
- [Customer insights](#)

Cloud migration benefits

- [Business value of migrating from Dynamics CRM to the cloud](#) (video)
- [Forrester TEI – Migrating from Dynamics CRM to the cloud](#) (PDF)
- [MSFT – Top 5 benefits of moving to the cloud](#) (PDF)
- [MSFT – On-premise to cloud migration](#) (Web)