

Top SMB Acceleration Funds for Modern Work & Security (Swiss Tender)

1 Partner Instructions

This document describes the terms and conditions of the Top SMB Acceleration Program for Modern Work & Security funds, that will need to be met to ensure a smooth execution, on-time payment of invoices and provision of future funding. The funding will have to be invested by CSP partners to drive Modern Work Security workshops with the goal of generating Microsoft 365 E5 upsell and new customer acquisition.

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

To apply for the Top SMB Acceleration Program funds, the requirements and criteria listed in this document have to be fulfilled.

2 Deadline

The application deadline for the Top SMB Acceleration Program funds is the **14th of June 2021, EOD**, and is to be sent to **Alexandra Stritt, Alexandra.Stritt@microsoft.com**, Modern Work Territory Channel Manager at Microsoft Switzerland.

3 Program description

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| Overview | The Top SMB Acceleration funds are designed to fund the execution of Modern Work Security workshops. The workshops should be held on a 1:1 base and the target group has to be Small and Medium-sized customers with at least 100 employees). By positioning the value of Microsoft's Modern Work Security solutions, we want to support partners in accelerating demand generation for Microsoft 365 E5 and ultimately the closing of large deals with top SMB customers. In order to apply for the funds, partners must fulfill the requirements listed in this document and apply by the deadline established above. |
| Funding | We have 3 partner slots available and can fund max. 5 customer workshops during Q1. The amount that each of the selected partners will receive per customer workshop is USD 1'500. |

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| | Partners participating should commit to run at least 1 workshop . |
| Deadline | <p>The customer workshops have to be executed between July 1st and September 15th 2021. This deadline has to be respected in order to guarantee the funding.</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 end of that quarter (last day of indicated month above). 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>The funds will be received by the partner only after the activities have been completed and enough Proof-of-Execution (POE) is provided (guidance on POEs will be provided).</p> <p>If a partner is acting against the underlying terms and conditions, the quarterly funds may be lost.</p> |
| Partner Eligibility | <p>To apply for the funds, partners must fulfill following eligibility criteria:</p> <ul style="list-style-type: none"> - Partner has residency in Switzerland - Partner is a Microsoft CSP Partner - Partner has Gold or Silver Cloud Competency Status in MPN to demonstrate best-in-class capability and commitment - Partner has a published security offering in place based on Microsoft 365 - Partner has experience in running Security Workshops in the Small and Medium-sized space - Partner employs at least one person holding the MS-500 certification: Microsoft 365 Security Administration - Partner provides commitment and availabilities to conduct the workshops between July 1st and September 15th 2021 - Partner is an active Microsoft supplier (has already received POs in FY21) |
| Partners Give | <p>For this campaign, partners are expected to deliver the following:</p> <ul style="list-style-type: none"> - Partner commits to deliver at least 1 customer workshop from July 1st to 15th of September 2021. The customers in scope for the workshops are SMBs with 100 to 500 employees → please submit the customer name in scope together with your application. - Partner is expected to conduct follow-ups after the workshops completion and drive M365 E5 sales with the customer. The goal is to bring the deal in FY22 H1 (until end of December 2021) |

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| | <ul style="list-style-type: none"> - Partner will be asked to regularly review the opportunities generated through the workshops with Microsoft's Modern Work Territory Channel Manager. |
| Partners Get | <p>For this campaign, Microsoft will provide partners with the following:</p> <ul style="list-style-type: none"> - Partner receives USD 1'500 per workshop |
| Invoice Submission & Proof of Execution (POE) | <p>Invoice submission: Please submit all invoices through the Microsoft MS Invoice portal only after approval of the delivered POE's (see below) by Microsoft.</p> <p>Proof of Execution (POE): Proof of execution is a mandatory requirement for the approval of all invoices.</p> <ul style="list-style-type: none"> - Please submit POE as defined by Microsoft for the marketing activities that have been executed - Please provide the invoices for the purchase of external services to support the POE provided - POE should clearly show how Microsoft's funds have been spent - Please do not provide any POE with Personally Identifiable Information (PII Data) <p>After the PO is created, you will receive an email from Microsoft, stating the activities agreed upon as well as required POE for said activities. The marketing campaign can start only after Microsoft's PO has been fully approved.</p> |
| Campaign activities | The funds are intended to be invested exclusively for security workshops to drive demand generation with SMB customers. |
| Sharing of Pipeline | It is expected that participating partners share the status of the generated opportunities with the Microsoft Territory Channel Manager |
| Timeline | <p>These funds must be used in Microsoft's FY22 Q1: July to September 2021.</p> <p>Application deadline: 14.06.2021, EOD</p> |

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
- The application is received by Microsoft within the deadlines established and is completed in full

- Partner is able to complete the campaign activities within the deadlines established
- The intentions on how to use the funds are aligned to the campaign activities and to the goals of the program described in this document

5 Partner Details

I agree to the terms and conditions stated in this document and I confirm to have read and understood them in full.

Yes, I wish to apply for the Top SMB Acceleration Funds for Modern Work & Security

I will use the funds for:

1 Security Workshop: please nominate customer: _____

2 Security Workshops: please nominate customers: _____

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| 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 the Top SMB Acceleration Funds for Modern Work & Security Workshops
3. Should a partner miss to comply to the terms stated 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 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>