

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 partners to drive Modern Work Security workshops or Solution Assessments 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 **22nd of March 2021, EOD**, and is to be sent to **Marta Saracino, v-marsar@microsoft.com**, SMB Marketing Manager at Microsoft Switzerland.

3 Initial Position and Targets

Initial Position & Objectives	The Top SMB Acceleration funds are designed to either run Modern Work Security workshops or Security Solution Assessments. The workshops/solution assessments can be held on a 1:1 base and the target group has to be Small and Medium-sized customers (200 to 500 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 are looking for 2 partners to collaborate with for this program. The amount that each of the selected partners will receive is USD 2'500 (approx. CHF 2'430) per workshop or solution

	<p>assessment. Partners participating should commit to run at least 3 to 4 workshops / solution assessments each.</p> <p>Execution deadline: The workshops / solution assessments must be completed by the 31st of May 2021.</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. 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>
<p>Partner Eligibility</p>	<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 /solution assessments in the Small and Medium-sized space (200-500 employees) - Partner employs at least one person holding the MS-500 certification: Microsoft 365 Security Administration - Partner provides commitment and availabilities to conduct the workshops/solution assessments before the 31st of May 2021 - Partner is an active Microsoft supplier and SSPA compliant (has already received POs in FY21)
<p>Program details</p>	<p>For this campaign, partners are expected to deliver the following:</p> <ul style="list-style-type: none"> - Partner commits to deliver at least 3 to 4 customer workshops or solution assessments by the 31st of May 2021 - The customers in scope for the workshops are SMBs with 200 to 500 employees - Partner receives USD 2'500 (CHF 2'430) per workshop or solution assessment

	<ul style="list-style-type: none"> - Partner is expected to conduct follow-ups after the workshops / solution assessments completion no later than May 2021 and drive M365 E5 sales with the customer. The goal is to bring the deal in FY21 (until end of June 2021). - Partner will be asked to regularly review the opportunities generated through the workshops / solution assessments with Microsoft's Modern Work Territory Channel Manager.
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 activities that have been executed (e.g. solution assessment report) - Please provide the invoices for the purchase of external services (third party invoices) 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 e-mail from Microsoft, stating the activities agreed upon as well as required POE for said activities.</p> <p>The marketing campaign can start only after Microsoft's PO has been fully approved.</p>
Campaign activities	<p>The funds are intended to be invested exclusively for security workshops or solution assessments.</p>
Sharing of Pipeline	<p>It is compulsory for the partner to provide a regular status update on opportunities / leads generated through the executed marketing campaign, using the provided and agreed on tools.</p>
Timeline	<p>These funds must be used in Microsoft's FY21 Q4: April 1, 2021 to May 31, 2021.</p> <p>Application deadline: 22.03.2021, 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
- The target customer group for the security workshops or solution assessments to be held by the partners are SMB customers (200-500 employees) in Switzerland

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:

Security Workshops (**minimum of 3 customer workshops required**), please provide customer nomination list

Solution Assessments (**minimum of 3 customer solution assessments required**), please provide customer nomination list

Company Name	
Date	
Name, Last Name	
Position	
E-mail Address	
Phone Number	
Customer nominations (min. 3 customers)	

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.
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>