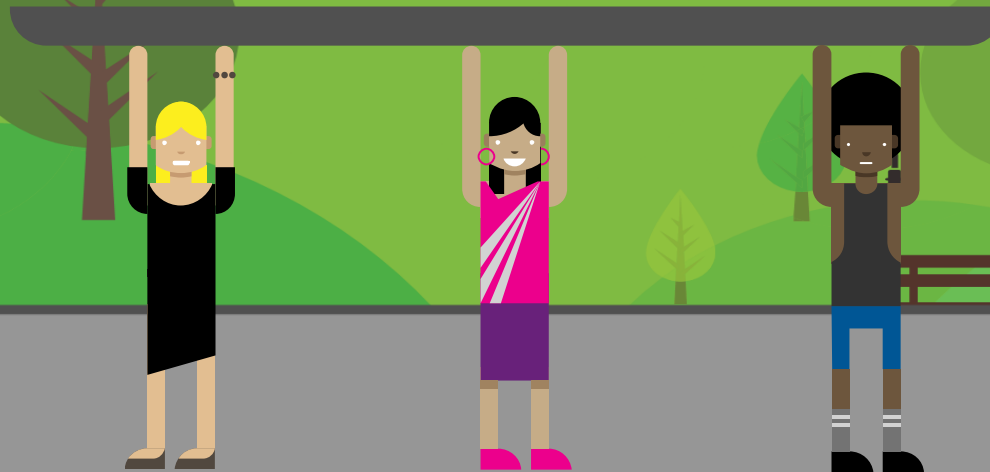
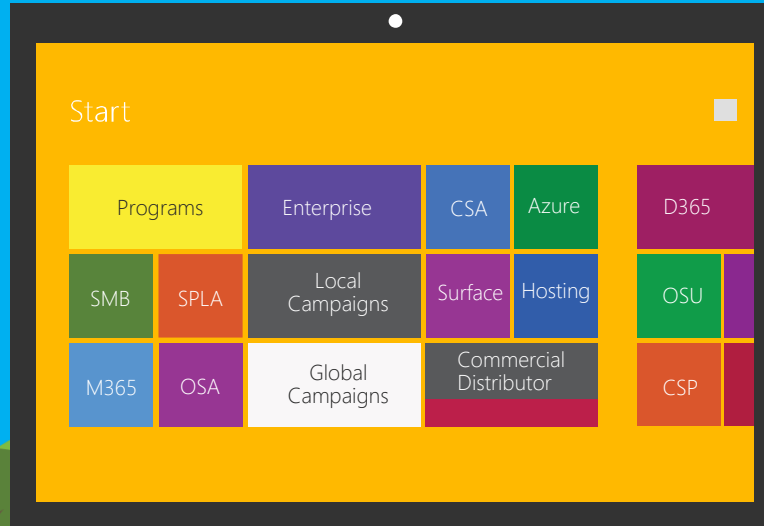


“Whether you are doing business in the cloud, on premises, or somewhere in between, Partner Incentives support profitability and growth in a cloud-first, mobile-first world”

# CSP Direct Bill Partner FY20 Q4 Partner Incentives Update



Richard Wills  
Microsoft UK Partner Incentives  
Friday 3<sup>rd</sup> April 2020

# CSP Direct Bill Partner Incentive

Effective  
July 1, 2019  
through  
June 30, 2020

## Purpose

Reward and support CSP Direct Bill Partners for driving the activation and enablement of customers with Microsoft-based Online Services.

## Need to know

- Co-op component will be introduced in H2
- Core program and strategic product accelerator rates will adjust in Q2
- Azure incentives for new Commerce Platform transactions begin in Q2
- New Customer Add accelerators begin in Q2
- Global incentive introduced for sales of eligible 3rd party offers on the marketplace

<sup>1</sup> Unique accelerators for the 3 Microsoft Clouds (Azure, Dynamics, Modern Workplace), each with defined earning opportunity, launch Oct. 1

<sup>2</sup> Global Strategic Product Accelerator includes M365 E3, M365 E5, M365 Business, O365 Biz Premium, the 2 E5 Mini Suites, D365 Business Central

<sup>3</sup> Core = Windows Server Std | Strategic = SQL Server

Incentive guide and other resources available on MPN at [aka.ms/partnerincentives](https://aka.ms/partnerincentives)

## Eligibility

- Active MPN membership
- Attain defined MPN competency at Gold or Silver level
- Onboard to incentives tool
- Valid Cloud Reseller Agreement

## Incentive rates

Q1 Incentive	Rate
Core Incentive (Rebate only) – O365	6%
Core Incentive (Rebate only) – M365, D365, Azure	8%
CSP Customer Add Accelerator (continued from FY19) <sup>1</sup>	2%
Global Strategic Product Accelerator <sup>2</sup>	2%
Global Incentive for Eligible 3rd Party Offers	10%
Global PSTN Calling and Conferencing Accelerator	20%
Software in CSP – Subscription <sup>3</sup>	Core – 1.25%, Strategic 6%
Q2 – Q4 Incentive	Rate
Core Incentive – Azure billed revenue on existing platform; O365, M365 (rebate/co-op)	4%
Core Incentive – D365 (rebate/co-op)	6%
CSP Customer Add Accelerators for 3 Clouds (rebate/co-op)	Varies
Global Strategic Product Accelerator <sup>2</sup> (rebate/co-op)	5%
Global Incentive for Eligible 3rd Party Offers (rebate only)	10%
Global PSTN Calling and Conferencing Accelerator (rebate/co-op)	20%
Software in CSP – Subscription <sup>3</sup> (rebate only)	Core – 1.25%, Strategic 6%
Azure Reserved Instance (RI) Incentive	Rate
Azure RI (Paid on consumed Azure RI revenue) (rebate only)	10%

# Customer Acquisition Accelerators for 3 Clouds

Unique new customer add accelerators to drive results for each Microsoft Cloud

## Intelligent Cloud\*

Reward for Azure new customer sales and growth in CSP

Establish two earning thresholds with defined payout amounts. Identify a new customer as one that purchases \$1,000 USD in a month in CSP and pay set amount (\$500 USD).

When they purchase \$5,000 USD in a fiscal month in CSP pay additional set amount (\$3,500 USD).

If the customer is recognized as new for the first time at the \$5,000 USD level, the incentive will be \$4,000 USD.

## Business Applications\*

Reward for D365 new customer sales and growth in CSP

New customer qualified as one with billed revenue of \$1,000 USD/mo. Pay 20% of the Annual Contract Value (ACV) of the first months billing.

In addition, pay the 20% ACV accelerator on the revenue of additional seat adds for those new customers during the first 12 months.\*\*

Cap accelerator at \$100,000 USD per customer.

## Modern Workplace\*

Reward for O365/M365 new customer sales and growth in CSP

Identify a new customer as one that reaches \$250 USD monthly revenue. Incent 5% of the monthly billed revenue for each month of the next 12 months that the revenue exceeds the threshold.

In addition, pay the accelerator on the revenue of additional seats added for those new customers (assuming original \$250 threshold maintained).

**NOTE** – Customer must be net new to Microsoft (measured at the TPID level) to qualify for these accelerators

\*Launched October 1, 2019

\*\*Launched January 1, 2020

# Microsoft Commerce Incentives - Azure Partner-led Direct Bill partner

Effective Nov. 1, 2019 through Sep. 30, 2020

## Purpose

Reward and support partners for driving the activation and enablement of customers with Microsoft Azure Services.

## Eligibility

- Active MPN membership
- Enroll through Partner Center
- Valid Cloud Reseller or Distributor Agreement (as applicable)
- Microsoft Authorization – authorized as a CSP Indirect Provider as applicable

## Need to know

- Local accelerators may be available
- Global incentive introduced for sales of eligible 3<sup>rd</sup> party offers on the marketplace
- Incentive guide and other resources available on MPN at [aka.ms/partnerincentives](https://aka.ms/partnerincentives)

## Incentive rates

Incentive	Direct Partner Rates
Core Incentive – Azure billed revenue derived from new commerce platform	4%
Early Adoption incentive*	2%
CSP Customer Add Accelerators for Azure	up to \$4,000

\* **Early Adoption incentive** to reward partners for migrating customers from CSP legacy platform to the new commerce platform

Azure Reserved Instance (RI) Incentive	Direct Partner Rates
Azure RI (paid on consumed Azure RI revenue)	10%

# COOP Introduction and Utilization in FY21

- CSP Direct Bill Partners began accruing COOP funding through incentives effective 1st January 2020 and will be able to start executing those plans and claiming \$ back from 1st July 2020 onwards
- Any partner with \$4K or more of accrued funding for the half will be able to execute on qualifying activities and claim back the cost incurred
- We need to continue our planning to ensure that if nothing changes we are in a position to support these partners and that they hit the ground running on July 1st
- Process is the same as for existing programs with COOP element
- Starting Point: You can access the Corp delivered office hours delivered in March <https://aka.ms/EVT311PAL-register> specific to the launch
- All COOP resources available to partners: [https://partner.microsoft.com/en-us/asset/collection/co-op-funds-resources#](https://partner.microsoft.com/en-us/asset/collection/co-op-funds-resources#/) including COOP guidebook
- Also accessible via landing page for all incentives related information <https://aka.ms/partnerincentives>

# LC000462 – Customer Insights Accelerator

## Campaign Objective

This program is designed to motivate partners to attract and drive customers to procure and use the 'Customer Insights' product for the first time.

## Partner Incentive Opportunity

Partners will be rewarded where they are able to attract new customers to 'Customer Insights'. Partners will receive an incentive equivalent to 20% of the billed revenue value recognised during the campaign period where the customer purchases through an Enterprise Agreement or through CSP (Direct or Indirect).

Duration: February 1<sup>st</sup>, 2020 to June 30<sup>th</sup>, 2020



Eligible Partners & Products	<ul style="list-style-type: none"><li>• CSP Direct Bill Partners, CSP Indirect Resellers and authorized LSP Partners</li><li>• Customer Insights (See Terms &amp; Conditions for further Product Breakdown)</li></ul>
Eligible Customers	<ul style="list-style-type: none"><li>• All Customer Segments</li></ul>
Deal Eligibility & Thresholds	<ul style="list-style-type: none"><li>• A partner must earn a minimum of \$1,000 to qualify for the incentive</li><li>• There is no maximum pay-out</li></ul>



# LC000529 – SMB M365 Business Voice Booster

## Campaign Objective

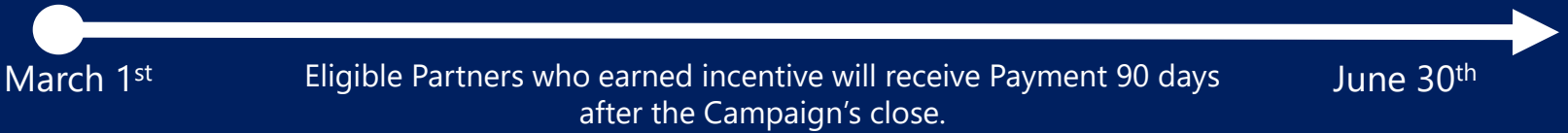
Reward partners for driving sales of M365 Business Voice.

## Partner Incentive Opportunity

Partners can earn incentives for driving incremental sales of M365 Business Voice with Calling Plan and M365 Business Voice Direct Routing. Awards are based on the net increase in assigned units during the campaign period.

A partner has to earn a minimum of \$500 under the campaign to be eligible for a payment.

Duration: March 1<sup>st</sup>, 2020 to June 30<sup>th</sup>, 2020



Eligible Partners & Products	<ul style="list-style-type: none"><li>CSP Direct Bill Partners and Indirect Resellers</li><li>Products: Microsoft 365 Business Voice with calling plan (\$8) &amp; Microsoft 365 Business Voice Direct Routing (without Calling Plan) (\$5)</li></ul>
Eligible Customers	<ul style="list-style-type: none"><li>SMB Customers Only</li></ul>
Deal Eligibility & Thresholds	<ul style="list-style-type: none"><li>We will only pay after the minimum amount of \$500 has been met or exceeded</li><li>A partner can earn a maximum of \$15,000</li></ul>



# Keeping in touch



## Email

News from the Microsoft Partner Network UK Team

Goes to all MPN members or sign up here: [Aka.ms/uksubscription](https://aka.ms/uksubscription)



## Community Calls

3 x Solution calls per month  
CSP  
Incentives

Sign up here: [aka.ms/Ukcommunitycalls](https://aka.ms/Ukcommunitycalls)



## Microsoft Partner Community Forum (MPC)

UK Zone and various UK Solution Chat Forums

Sign up here: [aka.ms/ukpartnerzone](https://aka.ms/ukpartnerzone)



## Social

Follow our partner Twitter account for useful resources

Twitter@mspartnersuk



## Events

Partner Executive Summit  
3-4 regional events  
Roundtables

Invite usually sent via email ensure you subscribe to our email comms to receive.



## Blog

UK Partner blog  
Guest blogger series

<https://aka.ms/ukpartnerblog>

# Support

## Partner Incentives – Support Path

### **All Programs Excluding CSA**

Support including self-help and support tickets can be accessed through the Microsoft Partner Network on <https://partner.microsoft.com> Logon Required. Under the "Support" tab, select "Contact Support." When the portal opens, select the "Partner Incentives" category. You may then choose your topic and related issue

### **SUBMIT AN ESCALATION (All Programs)**

Where a standard query ticket has already been raised (per the processes above) and the case is out of SLA or has been closed but solution is not satisfactory, please contact [eocciesc@microsoft.com](mailto:eocciesc@microsoft.com)