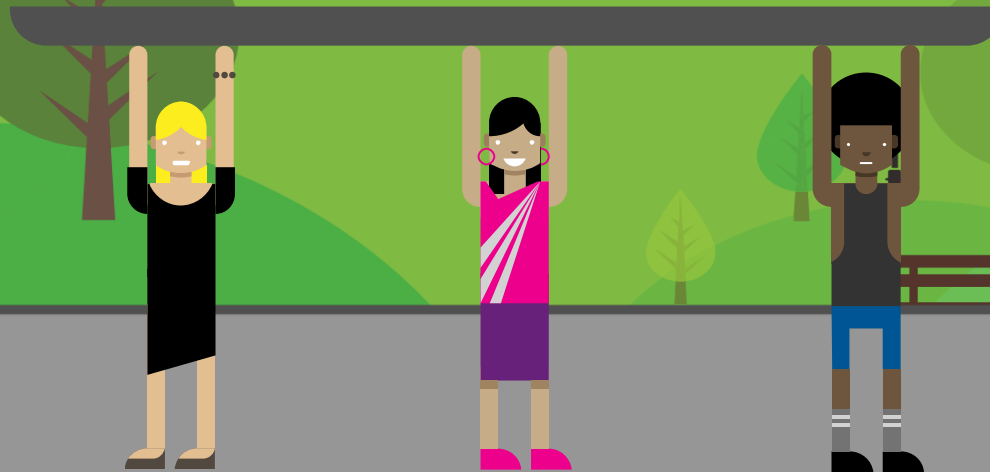
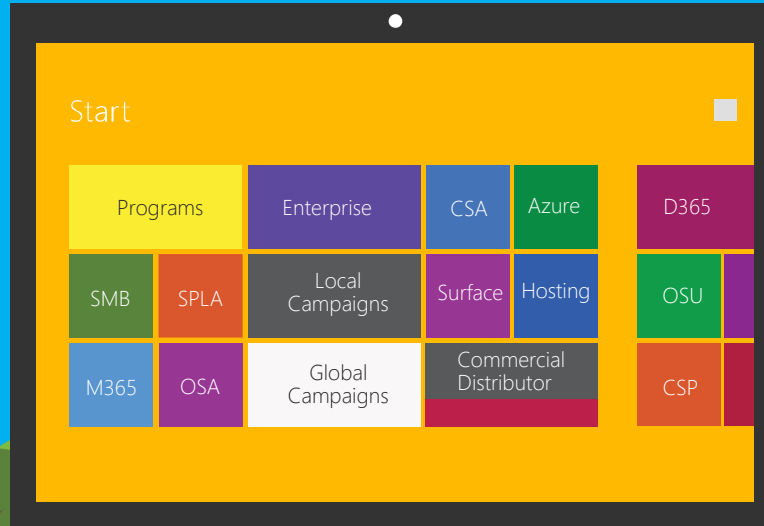


“Whether you are doing business in the cloud, on premises, or somewhere in between, Partner Incentives support profitability and growth in a cloud-first, mobile-first world”

OSP Indirect Provider Partner FY20 Q4 Partner Incentives Update



Richard Wills
Microsoft UK Partner Incentives
Friday 3rd April 2020

CSP Indirect Provider Incentive

Effective
July 1, 2019
through
June 30, 2020

1 Purpose

Reward CSP Indirect Providers for supporting CSP Indirect Resellers and developing strong practices around strategic solutions.

3 Need to know

- Strategic products accelerator offered
- Core program and strategic product accelerator rates will adjust in Q2
- Azure incentives for new Commerce Platform transactions begin in Q2
- Global incentive introduced for sales of eligible 3rd party offers on the marketplace

¹ Global Strategic Product Accelerator includes M365 E3, M365 E5, M365 Business, O365 Biz Premium, the 2 E5 Mini Suites, D365 Business Central

² Core = Windows Server | Strategic = SQL Server

- All global incentives are split 60/40 into rebate and co-op with the exception of 3rd Party Offers incentive
- Rebate and co-op are both paid monthly
- Incentive guide and other resources available on MPN at aka.ms/partnerincentives

2 Eligibility

- Active MPN membership
- Valid Cloud Distributor Agreement
- Microsoft Authorization – authorized as a CSP Indirect Provider

4 Incentive rates

Q2 – Q4 Incentive Rates	Rate
Core (Rebate/Co-op) – Azure billed revenue on existing platform*	4%
Core (Rebate/Co-op) – O365/M365	5%
Core (Rebate/Co-op) – D365	6%
Strategic Product Accelerator (Rebate/Co-op) ¹	5%
Global Incentive for Eligible 3rd Party Offers	10%
Software in CSP (Subscription) ²	Core – 2.5% / Strategic – 6%

*NOTE: Azure through existing platform will receive an incremental 2% from November 2019 – February 2020

Azure Reserved Instance (RI) Incentive	Rate
Azure RI (Paid on consumed Azure RI revenue)	5%

Microsoft Commerce Incentives - Azure Partner-led Indirect Provider

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

- Global incentive introduced for sales of eligible 3rd party offers on the marketplace
- Incentive guide and other resources available on MPN at aka.ms/partnerincentives

Incentive rates

Incentive	Indirect Provider Rates
Core Incentive – Azure billed revenue derived from new commerce platform	4%
Early Adoption incentive*	2%

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

Azure Reserved Instance (RI) Incentive	Indirect Provider Rates
Azure RI (paid on consumed Azure RI revenue)	5%

COOP Utilization in FY20 H2

- There is clear recognition that exceptional global factors are impacting on the ability of partners to execute on FY20 H2 COOP plans and therefore claim and utilize the funding available
- Awaiting official Corp comms to instruct on a path forward – multiple options being considered – an obvious path would be to carry forward unutilized FY20 H2 funds in to FY21 H1
- Any cost incurred for activities or events that have subsequently been cancelled should still be claimed – we will support locally wherever possible if there are challenges in getting genuine claims of this nature signed off by the operational team
- Anticipating formal communications w/c 13th April – there will be direct partner comms supported by local paths and contacts

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



Microsoft Partner Community Forum (MPC)

UK Zone and various UK Solution Chat Forums

Sign up here: 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

CSP Indirect Reseller Incentive

Effective
July 1, 2019
through
June 30, 2020

1 Purpose

Reward and support CSP Indirect Resellers for driving the activation and enablement of customers with Microsoft based Online Services.

3 Need to know

- Co-op component will introduced in H2
- Core program and strategic product accelerator rates will adjust in Q2
- New Customer Add accelerators begin in Q2
- Azure incentives for new Commerce Platform transactions began in Q2

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

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

³ Core = Windows Server Std | Strategic = SQL Server

2 Eligibility

- Active MPN membership
- Attain defined MPN competency at Gold or Silver level
- Onboard to the CSP incentive tool

4 Incentive rates

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 ² (rebate/co-op)	5%
Global PSTN Calling and Conferencing Accelerator (rebate/co-op)	20%
Software in CSP – Subscription ³ (rebate only)	Core – 1.25%, Strategic 6%

Azure Reserved Instance (RI) Incentive

	Rate
Azure RI (Paid on consumed Azure RI revenue) (rebate/co-op)	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 Indirect Reseller

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

Need to know

- Global incentive introduced for sales of eligible 3rd party offers on the marketplace
- Incentive guide and other resources available on MPN at aka.ms/partnerincentives

Incentive rates

Incentive	Indirect Reseller Rates
Core Incentive – Azure billed revenue derived from new commerce platform	4%
CSP Customer Add Accelerators for Azure	up to \$4,000

Azure Reserved Instance (RI) Incentive	Indirect Reseller Rates
Azure RI (Paid on consumed Azure RI revenue)	10%

COOP Introduction and Utilization in FY21

- CSP Indirect Reseller 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 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# including COOP guidebook
- Also accessible via landing page for all incentives related information <https://aka.ms/partnerincentives>

LC000462 – Customer Insights Accelerator

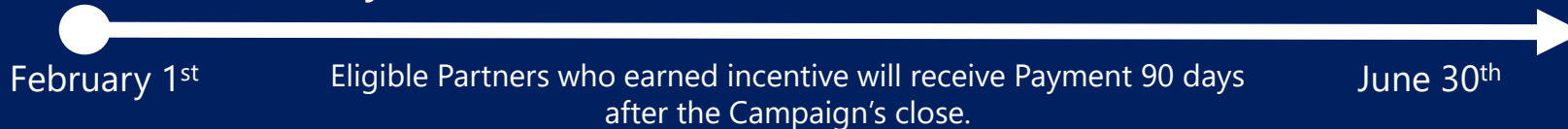
Campaign Objective

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 1st, 2020 to June 30th, 2020



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

LC000528 – SMB: Accelerating M365 New Seats

Campaign Objective

Reward partners for driving sales of the following products: M365 Business, M365 E3, M365 E5 within SMB Customers.

Partner Incentive Opportunity

Partners will receive an incentive award based on the growth during the campaign period of the following units: M365 Business (\$5) /M365 E3 (\$10) /M365 E5 (\$15).

Calculation of seats for customers transacting under CSP will be calculated using the Assigned Units field in MS Sales.

Duration: March 1st, 2020 to June 30th, 2020



Eligible Partners & Products	<ul style="list-style-type: none">• CSP Direct Bill Partners and Indirect Reseller• Products eligible are M365 Business (<i>\$5 Per Seat</i>), M365 E3 (<i>\$10 Per Seat</i>) or M365 E5 (<i>\$15 Per seat</i>)
Eligible Customers	<ul style="list-style-type: none">• SMB Customers Only
Deal Eligibility & Thresholds	<ul style="list-style-type: none">• A partner must earn a minimum of \$1,000 to qualify• There is a maximum threshold of \$15,000 per partner

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 1st, 2020 to June 30th, 2020



March 1st

Eligible Partners who earned incentive will receive Payment 90 days after the Campaign's close.

June 30th

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