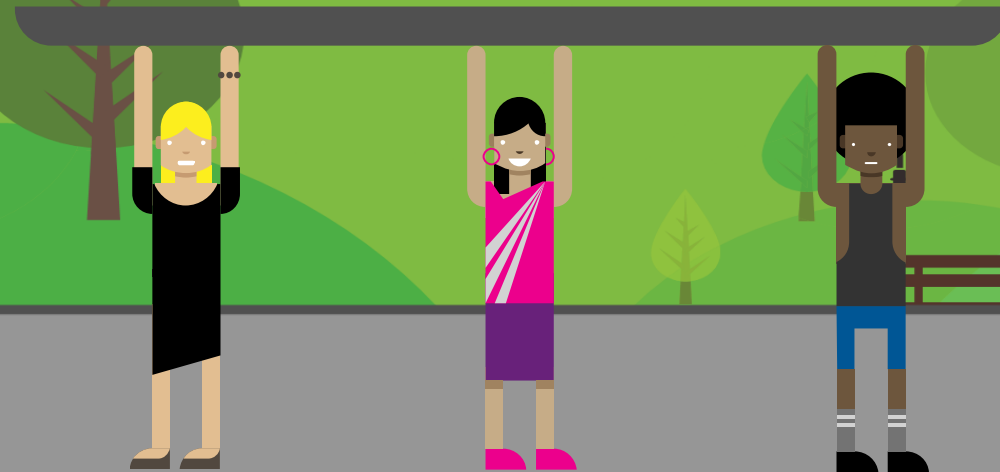
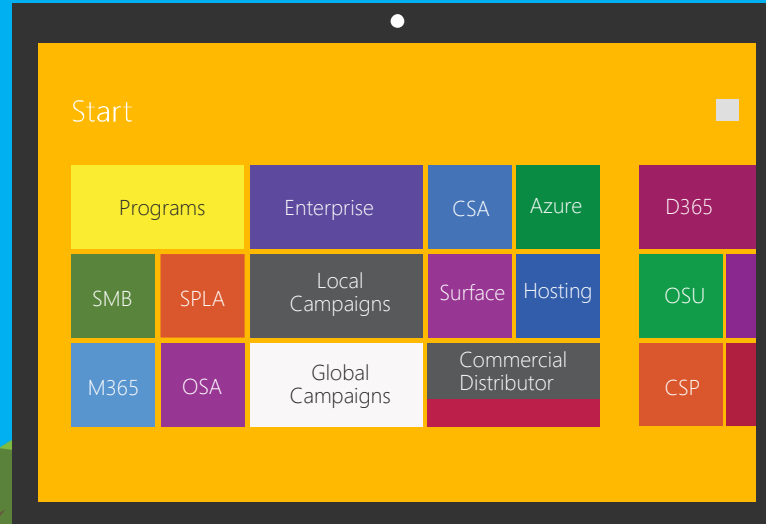


“Whether you are doing business in the cloud, on premises, or somewhere in between, Partner Incentives support profitability and growth in a cloud-first, mobile-first world”

Enterprise (LSP) FY20 Q4 Partner Incentives Update



Richard Wills
Microsoft UK Partner Incentives
Thursday 2nd April 2020

Enterprise Incentives

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

1 Purpose

Reward LSPs for driving Enterprise Agreement revenue through New, Renew, and Mid-term orders while supporting customers in their transition to the Cloud.

3 Need to know

- **Higher opportunity** for **M365 E5** across all levels with strategic focus maintained on other Modern Workplace Cloud offerings
- Azure will continue to be rewarded on a consumption basis
- Effective October 1, 2019 there will no longer be any incentive paid on new/renew/add-on/TU sales of **Modern Workplace on-prem** products
- Effective October 1, 2019 there will no longer be any **“on-time” requirement** to earn against TU or Renewal revenue.

2 Eligibility

Partner agrees to all rules, terms, and policies contained within:

- Licensing Solution Provider Authorization and/or Enterprise Direct Advisor Authorization
- Microsoft Partner Network (MPN) Agreement and Enterprise Incentive Program Guide

4 Incentive rates

	A: Up to 2,399	B: Up to 5,999	C: Up to 14,999	D: 15,000+
New/Renew³/Add Products/True Up¹				
Modern Workplace Cloud - Premium	12.00%	6.00%	1.50%	0.75%
Modern Workplace Cloud - Standard	7.00%	3.00%	0.80%	0.50%
Strategic Server	4.00%	2.00%	0.80%	0.50%
Core (all other ²)	1.25%	1.00%	0.65%	0.45%
EAS Upsell				
	5.00%	3.00%	0.80%	0.50%
Account Services¹ (Recurring revenue at anniversary)				
	1.25%	1.00%	0.65%	0.45%
CASA/EES¹				
Edu non cloud	3.50% on all non-Cloud under CASA/EES			
Edu Cloud	7.25% on all Cloud under CASA/EES			
Azure Consumption¹				
	2.5% ¹ on all non DPOR Azure Consumed Revenue (ACR), \$200K max cap per enrollment.			

¹Excludes Azure Billed Revenue

²Excludes Azure billed and Modern Workplace on-prem

³Renewals under 24 months or where the partner is not the POR on the prior enrollment (Public Sector excluded) will receive reduced rates in line with the Account Services rates.

Enterprise Incentives Products

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

1 Modern Workplace Cloud Premium¹

- M365 E5 (bundle only)

2 Modern Workplace Cloud Standard¹

- All Office 365 standalone
- M365 E3 bundle
- EMS
- Windows per user
- O365 E5 Security/Analytics
- Project Cloud
- Power BI standalone
- M365 F1 bundle

3 Modern Workplace On-Prem²

- Office
- Windows Client/per device
- Enterprise Client
- Productivity Workload

4 Strategic Server¹

- SQL Premium
- Windows Server Datacenter
- CIS Suite DC

5 Azure

- All Azure Consumed Revenue (ACR) from EA and CASA/EES Purchases

6 Core¹

All other products (excludes all Modern Workplace Cloud and on-prem, Azure billed revenue, Strategic Server, and ineligible products)

7 CASA/EES

EDU Cloud

- Business Application Platform
- Dynamics 365
- Mobility – M365/Non M365
- O365 – M365/non M365
- O365 E5 Security/Analytics
- Windows E5 – M365/non M365
- Project Cloud

EDU non-Cloud

- All other products (excluding Azure)

1: New, Renew, Add-on, & True-up revenue only

2: Effective Oct 1, 2019 there will be no incentives paid on this revenue for new/renew/add-on & True Up

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">• Includes 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

LC000527 – Out of Cycle Selling E5 LSP Sales

Campaign Objective

To drive M365 E5 focus within Partners and highlight the opportunity for the premium product sets.

Partner Incentive Opportunity

The customer must have driven over 500 seats of the eligible products and the partner will be rewarded \$5,000 for driving seat adds between 500 and 2,000, or \$10,000 for any 2,000 plus seat customers.

Partners may earn a single payment of \$5,000 or \$10,000 per customer but can earn multiple awards for multiple customers.

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



Eligible Partners & Products	<ul style="list-style-type: none">• LSP Partners Only via an EA or CSP Agreement• M365 E5
Eligible Customers	<ul style="list-style-type: none">• All Customer Segments Eligible
Deal Eligibility & Thresholds	<ul style="list-style-type: none">• A partner must earn a minimum of \$5,000 to qualify• There is an overall maximum amount that each partner can earn at \$100,000

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

Impacts of Association (as of 1st January 2020)

<u>Association Method</u>	<u>Does it help towards competency?</u>	<u>Does it add Incentives?</u>	<u>And if so what programs/licenses do they come under?</u>	<u>Licensing Agreement</u>	<u>Solution Area/s</u>
<u>PAL (Manual)</u> How to attach PAL	Yes	Yes	MCI	Field led MCA	Intelligent Cloud
<u>DPOR (Manual)</u> How to attach DPOR	Yes	Yes	Azure	EA (SCE) and MOSA	Intelligent Cloud
<u>CPOR (Manual)</u> How to claim Via CPOR	Yes	Yes	OSA, OSU-Dyn OSU MW	OSA & OSU-Dyn EA Only OSU MW EA & CSP	Modern Workplace & Business Applications
<u>CSP (Automatic)</u>	Yes	Yes	CSP Direct / Indirect Reseller / MCI	CSP	Intelligent Cloud, Modern Workplace & Business Applications

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>