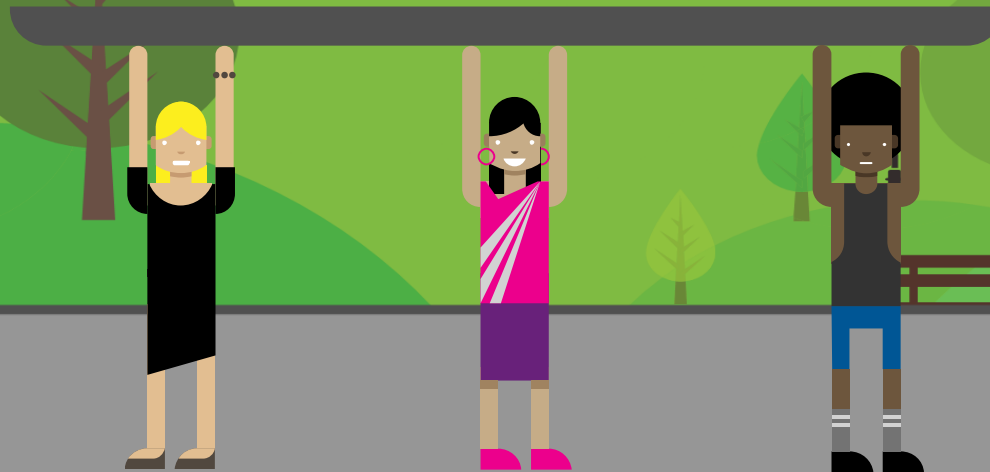
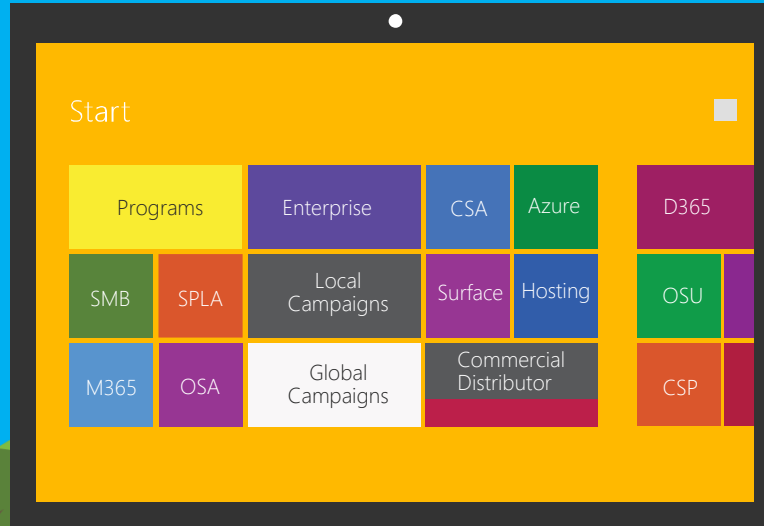


“Whether you are doing business in the cloud, on premises, or somewhere in between, Partner Incentives support profitability and growth in a cloud-first, mobile-first world”

# Online Programs FY20 Q4 Partner Incentives Update



Richard Wills  
Microsoft UK Partner Incentives  
Thursday 2<sup>nd</sup> April 2020

# Azure Incentives

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

## 1 Purpose

Reward partners for driving consumption of Microsoft Azure services that have been purchased via EA, CASA/EES and MOSA.

## 3 Need to know

- Earn rich rates for quarter-over-quarter growth (20%) and customer adds (\$4,000 incentive for \$5,000/month consumption) with no max cap on earning potential
- Incentive paid quarterly to the Digital Partner of Record (DPOR)
- **NEW:** No POE will be required for Partners with PAL and DPOR.

## 2 Eligibility

Eligibility type	Eligibility requirement	Program specific criteria
Microsoft Partner Network (MPN) Enrollment	Enrollment status	Active MPN membership
	Competency	Cloud Platform
	Membership level	Silver, Gold*
	Competency status	Any "Active" status

## 4 Incentive rates

Earning opportunity	Rate
All Azure consumption (Gold Partners only)*	2.5%
Quarter over quarter consumption (Partner level)	20%
New Azure customer adds (Customer level)	\$4,000 per customer

\* Eligible Gold partners can earn a maximum amount of USD 100,000 (or equivalent in local currency) per subscription per year for this 2.5% earning opportunity.

# Microsoft Commerce Incentives Azure Field/Customer-led

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

## 1 Purpose

Reward partners for helping customers migrate to the Microsoft Customer Agreement and driving consumption of Microsoft Azure services.

## 3 Need to know

- Previously known (FY19) as MCA
- Earn 3% on Migration Lever
- Earn 8% on Servicing Lever for Azure Consumed Revenue\*
- Incentive paid monthly to the Partner Admin Link (PAL) partner

## 2 Eligibility

Eligibility type	Eligibility requirement	Program specific criteria
<b>MPN enrollment</b>	Active MPN membership	Active MPN ID
<b>Partner status and performance</b>	<b>Migration Lever:</b> Active MPN ID	Partners with offerings helping Microsoft Azure customers develop new applications and workloads and migrate existing applications and workloads to Microsoft Azure are eligible
	<b>Consumption (Servicing) Lever:</b> Gold Cloud Platform Competency	

## 4 Incentive rates

Earning opportunity	Rate	Max. earning
Migration Incentive (LSP on expiring SCE) paid for 12 months**	3%	\$200k
Consumption Incentive via PAL*	8%*	\$100k/subscription

\* Incentive rate for ACR shared with other PAL partners is 3%

\*\*Field-led only

# Online Services Usage Incentive for Microsoft 365

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

## 1 Purpose

Reward partners for helping customers deploy & adopt Microsoft 365 services (excluding educational SKUs)

## 3 Need to know

- Partners will associate with customers:
  - at workload level (instead of subscription level)
  - via claims (instead of DPOR)
  - need to re-associate with existing customers
  - only one partner can be associated per workload
- Incentive earned when customer reaches usage milestones by workload (active entitlements over qualified entitlements) instead of monthly OSU payments
- Number of active usage milestones depends on the workload
- 15% milestone eligibility:** Workload must have <10% active usage at time of claim
- 40% milestone eligibility:** Workload must have <20% active usage at time of claim
- Accelerator for Teams: 1.5x all rates listed
- FastTrack Ready Partner incentive integrated into OSU-M365 in FY20. Partners meeting FastTrack Ready requirements (aka.ms/FastTrackPartnerTerms) earn 2x rates listed

## 2 Eligibility

- Active MPN membership
- Gold or Silver level competency in one of the below
- Fast Track requirements as applicable

Competency	Service
Cloud Productivity	All products
Enterprise Mobility Management (EMM)	Intune, AADP, AIP, and EMS

## 4 Incentive rates

**Rates Increased for Teams**

Eligible Milestone	Workloads
15% active usage on seats sold	Microsoft Teams*, Office 365 ProPlus, Microsoft Intune, AIP, Exchange Online, SharePoint Online, AADP, MCAS, AATP, Yammer
40% active usage on seats sold	Microsoft Teams*, Office 365 ProPlus, Microsoft Intune, AIP,

**Rates for all Workloads** (FastTrack Ready eligible Partners earn double the rates)  
For updated/current rates please see the separate OSU M365 Rate Card

% of active usage on seats sold	Size of workload entitlement				
	Extra Small 150-499	Small 500-2,499	Medium 2,500-4,999	Large 5,000-10,000	Extra Large 10k+
15%	\$0	\$1,250	\$2,500	\$3,750	\$5,000
40%	\$500	\$1,875	\$3,750	\$5,625	\$7,500

- Accelerator for Teams: We've increased incentive payments at the 15% milestone across all qualified workload entitlement levels for non-FastTrack partners, and added a new incentive payment at the Extra Small (150-499 seats) entitlement level for FastTrack Ready partners only. This change is effective April 1, 2020 until September 30, 2020 (Please see OSU M365 Rate Card).

## M365 Online Services Usage (OSU) Partner Incentives – Notification of Microsoft Teams workload rate increase

TEAMS	Size of workload entitlement for Non-FastTrack Ready Partners				
% of active usage on seats sold	Extra Small 150-499	Small 500-2,499	Medium 2,500-4,999	Large 5,000-10,000	Extra Large 10k+
15% (Previous Rates)	\$0	\$1,875	\$3,750	\$5,625	\$7,500
<b>15% (New Rates)</b>	<b><u>\$500</u></b>	<b><u>\$2,500</u></b>	<b><u>\$5,000</u></b>	<b><u>\$7,500</u></b>	<b><u>\$10,000</u></b>
40% (no changes)	\$750	\$2,813	\$5,625	\$8,438	\$11,250

TEAMS	Size of workload entitlement for FastTrack Ready Partners				
% of active usage on seats sold	Extra Small 150-499	Small 500-2,499	Medium 2,500-4,999	Large 5,000-10,000	Extra Large 10k+
15% (Previous Rates)	\$0	\$3,750	\$7,500	\$11,250	\$15,000
<b>15% (New Rate)</b>	<b><u>\$1,000</u></b>	\$3,750	\$7,500	\$11,250	\$15,000
40% (no changes)	\$1,500	\$5,625	\$11,250	\$16,875	\$22,500

- Changes effective 1<sup>st</sup> April 2020
- Changes all at 15% usage point
- No change to 40% usage incentive rates
- No change to process via CPOR
- Claims accessed through Partner Center

# Online Services Usage – Business Applications

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

## 1 Purpose

Reward partners for growing end customer active use of Microsoft Dynamics 365 and Power Platform Services (Power BI only) under EA and CASA/EES.

## 3 Need to know

- OSU rate increased from 10% to 15%
- Monthly payments per rate card
- Partners enrolled in OSU before October 1<sup>st</sup> will automatically be enrolled in OSU Business Applications incentive
- Existing subscription associations made via DPOR before October 1<sup>st</sup> will be honored until renewal
- New subscription associations beyond October 1<sup>st</sup>;
  - Power BI subscriptions will continue to use DPOR
  - Dynamics 365 subscriptions will be claimed by partners (CPOR)
- Partners access OSU reporting via Partner Center
- Incentive guide and other resources available on MPN at [aka.ms/partnerincentives](https://aka.ms/partnerincentives)

## 2 Eligibility

- Active MPN membership
- Gold or Silver level competency in one of the following:

Competency	Service
Cloud Business Application	Dynamics 365, CRMOL, AX7
Cloud Customer Relationship Management	Dynamics 365 Customer engagement, CRMOL
Enterprise Resource Planning	Dynamics ERP, AX7
Data Analytics	Power BI

## 4 Incentive rates

Products	Rate
Dynamics 365	15%
Power BI	15%

# Online Software Advisor (OSA Sell)

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

## 1 Purpose

Reward and recognize partners for selling new Business Applications Cloud seats (Dynamics) under EA, CASA/EES, and MOSA.

## 3 Need to know

- Partners access OSA claims and reporting via Partner Center
- Rates for seats sold via MOSA aligned with EA
- To earn OSA Sell incentives, partners must claim transactions within 90 days
- D365 New Customer Add accelerator applies to all orders for the first 12 months, once ACV has been met (paid quarterly)
- The product specific exams required are available on [aka.ms/partnerincentives](https://aka.ms/partnerincentives).
- OSA incentive guide available under Dynamics Pre-sales Advisory Incentive Guide on MPN at [aka.ms/partnerincentives](https://aka.ms/partnerincentives)

## 2 Eligibility

- Active MPN membership
- Active CSA agreement at all times
- Certifications: Min. number of employees taking product-specific exams
  - AX or CRM: 5 or more employees
- 12-month revenue performance:
  - Mature Market: \$100,000

## 4 Incentive rates

CRMOL, D365 Customer Engagement Plan, CRM Apps, Team Member, MR, Support Plans	
	EA/CASA/EES/MOSA
Sell-New	20%
Sell-Transition: CRMOL to Plan or CRM Apps	6%
Sell-Transition: CRMOL to Team member	0%
D365 Customer-add lever	20%

AX7, D365 & Unified Operations Plan, AX Apps	
	EA/CASA/EES
Sell-New	50%
Sell-Transition: AX7 to D365 Plan	6%
Sell-Transition: AX7 to Operations Plan / AX7 to Team member	0%
D365 Customer-add lever	20%

## Impacts of Association (as of 1<sup>st</sup> January 2020)

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