

SMC ACA CSP Campaign (LC001433)

Unmanaged Customers Only

Summary



The campaign is designed to motivate and reward Microsoft partners to focus on and grow Azure Consumed Revenue (ACR) with our shared SMB customers. The campaign will commence on **1st March 2021** and will end on **30th June 2021**.



Eligibility

To be eligible for this campaign Participants must:

- Have an **active MPN membership**
- Eligible partners will be invited to enrol in this campaign via Partner Center and will be required to enter complete banking and tax details to be considered eligible to earn.
- Participant location is United Kingdom.
- The participant is already a member of the applicable global incentive program for CSP – named the CSP Direct Partner Incentive Program or the CSP Indirect Reseller Incentive Program.
- Participants must be included within the Eligible Partner List (EPL) by the end of the campaign period. Partners can verify their inclusion on this list by contacting Microsoft Support through Partner Center. Partners may be added to the EPL once the campaign has commenced, provided they meet the eligibility criteria (above). In order to be added to the EPL a partner must request to be added via support **by May 15th 2021**.



How To Earn

- Any customer with Azure Consumed Revenue of less than \$1,000 per month is considered to be an 'eligible customer'. The period being considered for this criteria is from July 2020 to February 2021.
- When assessing the ACR for a customer during this period, all Azure based subscriptions are consolidated, including those held with different partners (where applicable).
- If, during the campaign period, a customer's ACR (via CSP) for a single month exceeds \$1,500 with a single participant, that customer is considered to be a 'win'.



Incentive Opportunity

- For each '**win**', the associated partner will earn a one-off incentive of **\$1,000**.
- In the event that the customer exceeds the \$1,500 threshold with more than one eligible participant during the campaign period, the incentive reward will be paid to the participant with whom the revenue exceed \$1,500 first (month).
- If the customer's revenue exceeds \$1,500 with two or more eligible partners during the same month, all partners will receive the incentive reward.
- Participants will be paid **at the end of the campaign**.

Minimum Threshold	\$1,000
Maximum Threshold	N/A