



Uncover New Sales Opportunities with Microsoft Partner Academy Series

9th May 2023





This Call is recorded

Partners will receive a Thank You email after the call

A PDF copy of the deck can be downloaded from the live call

For questions, please use the Q&A panel

Subtitles are available in Spanish, French, German, Portuguese, Italian & Hebrew (activated via settings)

Uncover New Sales
Opportunities with
Partner Academy



Partner Academy

Register for FY23 live and on-demand sessions!

<https://aka.ms/MicrosoftPartnerAcademy>

Live webinars in English



Manage your relationship with Microsoft
and customers through Partner Center

Thursday, May 11, 2023, 5:00 – 6:00 PM (GMT+02:00) EMEA
Time Zone

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On-Demand webinars in English



Recording of "Improve your monetization of Microsoft 365 with AI-driven Insights"

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Recording "Unlock opportunities and support your customers' journey to the cloud
with Microsoft Solution Assessments"

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Recording of "Fuel your business growth and access opportunities for reinvestment
with Co-op Marketing Funds"

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Recording of "Digital Marketing Content on Demand (DMC) is now partners' one-stop
shop for all customer market campaigns – start using today!"

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Partner Incentive Programs

Mike Haines



Agenda

- Provide an overview of the Microsoft Partner Incentives Strategy and Portfolio
- Provide Detailed Review of Partner Incentives for CSP Partners
- Discuss FY24 Direction
- Share Resources for both Partners and Internal Audiences



Microsoft partner mission

Build and sell Microsoft Cloud applications, services and devices with partners, empowering people and organizations to achieve more



Microsoft + partners deliver better customer outcomes



Unique value Microsoft delivers to partners

- The platform for transformation and growth (business, ethics, trust)
- Global GTM through marketplace, co-sell, worldwide field sales teams and local experts serving customers in every market

- Innovation across cloud and edge, delivering trusted, world class platform and product innovation
- Most comprehensive end-to-end tech stack, providing opportunity for partners to build solutions

- Diverse portfolio, durable business models, and differentiated technology stack across the cloud and edge
- Cross company engineering platform extensibility for partners

Unique value that partners deliver to Microsoft

- Deep customer engagement driving distribution at scale through co-develop, co-market and co-sell motions with us

- Industry relevant solutions and services that complement our portfolio
- Customer influence

- Technology and solution innovation built on our platform
- Deep engineering engagement improves our and partner solutions

Role of partner investments & incentives

Microsoft partner investment and incentive programs are designed to reward partners when they deliver strategic solutions to drive exceptional results for customers

14+

Global programs

Opportunity

to enable partner growth and support customer needs as we increase our overall investment portfolio



Local programs

Amplify

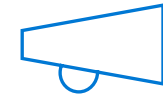
the global incentive programs for innovation or in emerging markets via local campaigns and local accelerators



Cooperative marketing funds

Co-op

for reinvestment focused on activities across demand generation, partner readiness, and market development



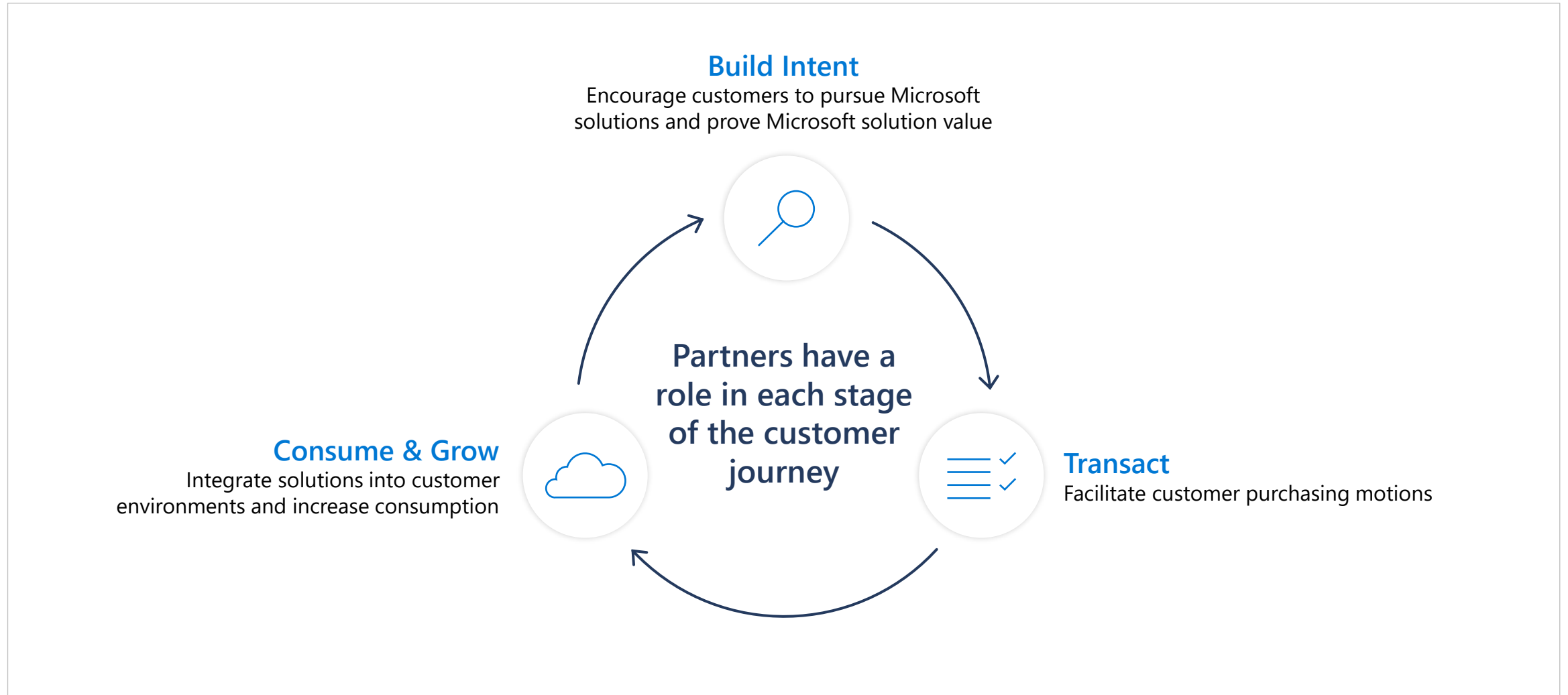
Campaigns & custom investments

Enable

partners and strategic growth opportunities with timebound, targeted investments

Partner investments & incentives

Partner opportunity across the purchasing lifecycle



Partner investments & incentives

Partner opportunity across the purchasing lifecycle

Activities:

- Azure Immersion Workshops
- Azure Migration and Modernization Program (AMMP) Partner-led
- Business Applications Partner Activities
- Build Intent Workshops
- Solution Assessments

Structured Incentives:

- Online Services Advisor
- Azure Workload Acquisition and Nurture
- ISV Investments

Build Intent

Encourage customers to pursue Microsoft solutions and prove Microsoft solution value

Partners leverage incentives across the customer journey

Transact

Facilitate customer purchasing motions

- ### Consume & Grow
- Integrate solutions into customer environments and increase consumption
- Microsoft Commerce Incentive
 - Online Services Usage – Business Applications
 - Online Services Usage – Microsoft 365
 - Business Applications Activities
 - SPLA Reseller and Hosting
 - ISV Investments

- Microsoft Commerce Incentives
- Enterprise – Core incentives
- Enterprise – Strategic product incentives
- Cloud Solution Provider (legacy) – Core incentives
- Cloud Solution Provider (legacy) – Strategic product incentives

Campaigns & Other Investments

Enable partners with strategic, targeted investments:




- Hardware campaigns
- ISV Investments



Partner investments & incentives

Purchasing Lifecycle stage

Solution Area

	Build Intent 	Transact 	Consume and Grow 
Azure Infrastructure, App Innovation, Data & AI	<ul style="list-style-type: none"> • Activities: Azure Immersion Workshops • Activities: Azure Migration and Modernization Program (AMMP) Partner-led • Activities: Solution Assessments • Azure Workload Acquisition and Nurture 	<ul style="list-style-type: none"> • Enterprise • Microsoft Commerce Incentives • ISV: Marketplace Transact 	<ul style="list-style-type: none"> • Microsoft Commerce Incentives • SPLA Reseller / Hosting • Azure Workload Acquisition and Nurture • ISV: GISV End-Customer Migration Accelerator • ISV: Azure Specialist for ISVs
Security, Compliance, and Identity	<ul style="list-style-type: none"> • Activities: Build Intent Workshops 	<ul style="list-style-type: none"> • Enterprise • Cloud Solution Provider (legacy) • Microsoft Commerce Incentives 	<ul style="list-style-type: none"> • Online Services Usage – Microsoft 365
Modern Work	<ul style="list-style-type: none"> • Activities: Build Intent Workshops 	<ul style="list-style-type: none"> • Enterprise • Cloud Solution Provider (legacy) • Microsoft Commerce Incentives 	<ul style="list-style-type: none"> • Online Services Usage – Microsoft 365
Business Applications	<ul style="list-style-type: none"> • Activities: Business Applications Partner Activities • Online Services Advisor 	<ul style="list-style-type: none"> • Enterprise • Cloud Solution Provider (legacy) • Microsoft Commerce Incentives 	<ul style="list-style-type: none"> • Online Services Usage – Business Applications • Business Applications Activities

*Visit the [Microsoft partner network](#) for detailed information on incentive and investment programs



CSP Direct Bill Partner and Indirect Reseller Incentives

Microsoft Commerce Incentives

Azure breadth motion incentive

Purpose

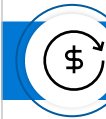


Rewards Cloud Solution Providers who make a direct impact in delivering value-added services and influence their customers' Azure environment.



How to earn

Eligibility	Active Microsoft Cloud Partner Program membership and agreement.*
	Solutions Partner Designation Infrastructure (Azure) OR Competency** Cloud Platform
	Valid and complete identification, tax and banking information submitted and accepted by Microsoft
Partner Agreement	Microsoft Partner Agreement (MPA) – Microsoft CSP Indirect Reseller Channel Authorization or Microsoft Partner Agreement (MPA) – Microsoft CSP Direct Bill Partner Channel Authorization
Partner Association	Transacting Partner of Record
Incentive Enrollment	Microsoft Commerce Incentives
Licensing Agreement	Microsoft Customer Agreement
Engagement Term	October 1, 2022 – September 30, 2023



Incentive rate

Partners earn incentives for consumption of Azure services for the new Azure offer (Azure plan) sold through the new commerce experience.

Below details the incentive structure and the partner's earning opportunity.

Incentive structure	CSP Direct Bill Partner	CSP Indirect Reseller
Core – Azure Consumption Incentive ¹	4.00%	4.00%
Workload Accelerator ² <i>Data & App Innovation and Analytics+AI</i>	2.00%	2.00%
Azure Reservations	10.00%	10.00%

¹ Core Incentive Max Cap – 75k USD per Engagement Term, per partner, per subscription

² Workload Accelerator Cap – 25k USD per Engagement Term, per partner, per subscription

Full details and program/engagement requirements are set forth and subject to the applicable program guide and partner agreement. For more information on this partner incentive earning opportunity, visit the incentives page on the [Microsoft partner website](#).

*Partners must perform all program registration requirements and qualifying activities, as stated in the Incentive guide and Terms & Conditions before the incentive can be earned.

**Partners attaining legacy competencies by September 30, 2022 or renewing legacy competency benefits in FY23 will continue to earn incentives in FY23 program terms as eligible.

Classified as Microsoft Confidential and program information is subject to change. This asset is intended only for reference purposes, as a high level overview of the program. Do not blog, tweet, post photos, or otherwise display information about this overview.

Microsoft Commerce Incentives

Microsoft 365 breadth motion incentive (direct bill and indirect reseller)

Purpose



Rewards Cloud Solution Provider partners who drive Modern Work & Security products and services through the new commerce experience.



How to earn

Eligibility	Active Microsoft Cloud Partner Program membership and agreement.*	
	Solutions Partner Designation One of the six Solutions partner designations	Competency** Gold or silver status for one of the nine: Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small and Midmarket Cloud Solutions, Windows and Devices
	\$25K TTM Revenue for CSP Indirect Resellers	
	Valid and complete identification, tax and banking information submitted and accepted by Microsoft	
Partner Agreement	One of the following Microsoft CSP Channel Authorizations: <ul style="list-style-type: none"> • Microsoft CSP Direct Bill Partner Channel Authorization • Microsoft CSP Indirect Reseller Channel Authorization 	
Partner Association	Transacting Partner of Record	
Licensing Agreement	Microsoft Cloud Agreement	
Incentive Enrollment	Microsoft Commerce Incentives	
Engagement Term	October 1, 2022 – September 30, 2023	



Incentive rate

Partners earn incentives for billed revenue on new Microsoft 365 offers sold through the new commerce experience.

Below details the incentive structure and the partner's earning opportunity.

Incentive structure	CSP Direct Bill Partner	CSP Indirect Reseller
Core Incentive	4.00%	4.00%
Global Strategic Product Accelerator – Tier 1	5.00%	5.00%
Global Calling and Conference PSTN Accelerator	20.00%	20.00%

*Partners must perform all program registration requirements and qualifying activities, as stated in the Incentive guide and Terms & Conditions before the incentive can be earned.

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Microsoft Commerce Incentives

Microsoft 365 customer add breadth motion incentive (direct bill and indirect reseller)

Purpose



Rewards Cloud Solution Provider (CSP) partners who drive CSP revenue by adding customers through legacy CSP experience and new commerce CSP experience.



How to earn

Eligibility	Active Microsoft Cloud Partner Program membership and agreement.*	
	Solutions Partner Designation One of the six Solutions partner designations	Competency** Gold or silver status for one of the nine: Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small and Midmarket Cloud Solutions, Windows and Devices
	\$25K TTM Revenue for CSP Indirect Resellers	
	Valid and complete identification, tax and banking information submitted and accepted by Microsoft	
Partner Agreement	One of the following Microsoft CSP Channel Authorizations: <ul style="list-style-type: none"> • Microsoft CSP Direct Bill Partner Channel Authorization • Microsoft CSP Indirect Reseller Channel Authorization 	
Partner Association	Transacting Partner of Record	
Licensing Agreement	Microsoft Cloud Agreement	
Incentive Enrollment	Microsoft Commerce Incentives	
Engagement Term	October 1, 2022 – September 30, 2023	



Incentive rate

A new customer is identified by the customer's unique tenant ID, with Modern Workplace product billed revenue through legacy CSP or new commerce CSP experience for the first time.

Earnings are available for 12-months from customer tenant create date, with no max cap.

Incentive structure	CSP Direct Bill Partner	CSP Indirect Reseller
Microsoft 365 customer add breadth motion incentive	15%	15%

*Partners must perform all program registration requirements and qualifying activities, as stated in the Incentive guide and Terms & Conditions before the incentive can be earned.

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Microsoft Commerce Incentives

Dynamics 365 breadth motion incentive (direct bill and indirect reseller)

Purpose



Rewards Cloud Solution Provider partners who drive Business Applications products and services through the new commerce experience.



How to earn

Eligibility	Active Microsoft Cloud Partner Program membership and agreement.*	
	Solutions Partner Designation One of the six Solutions partner designations	Competency** Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small and Midmarket Cloud Solutions, Windows and Devices
Partner Agreement	Valid and complete identification, tax and banking information submitted and accepted by Microsoft	
	One of the following Microsoft CSP Channel Authorizations: <ul style="list-style-type: none"> Microsoft CSP Direct Bill Partner Channel Authorization Microsoft CSP Indirect Reseller Channel Authorization 	
Partner Association	Transacting Partner of Record	
Licensing Agreement	Cloud Solution Provider (CSP)	
Incentive Enrollment	Microsoft Commerce Incentives	
Engagement Term	October 1, 2022 – September 30, 2023	



Incentive rate

Partners earn incentives for billed revenue on new Dynamics 365 offers sold through the new commerce experience.

Below details the incentive structure and the partner's earning opportunity.

Incentive structure	CSP Direct Bill Partner	CSP Indirect Reseller
Core Incentive	4.75%	4.75%
Global Strategic Product Accelerator – Tier 1	5.00%	5.00%
Global Strategic Product Accelerator – Tier 2	10.00%	10.00%

*Partners must perform all program registration requirements and qualifying activities, as stated in the Incentive guide and Terms & Conditions before the incentive can be earned.

**Partners attaining legacy competencies by September 30, 2022 or renewing legacy competency benefits in FY23 will continue to earn incentives in FY23 program terms as eligible.

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Microsoft Commerce Incentives

Dynamics 365 customer add breadth motion incentive (direct bill and indirect reseller)

Purpose



Rewards Cloud Solution Provider (CSP) partners who drive CSP revenue by adding customers through legacy CSP experience and new commerce CSP experience.



How to earn

Eligibility	Active Microsoft Cloud Partner Program membership and agreement.*	
	Solutions Partner Designation One of the six Solutions partner designations	OR Competency** Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small and Midmarket Cloud Solutions, Windows and Devices
Partner Agreement	Valid and complete identification, tax and banking information submitted and accepted by Microsoft	
	One of the following Microsoft CSP Channel Authorizations: <ul style="list-style-type: none"> • Microsoft CSP Direct Bill Partner Channel Authorization • Microsoft CSP Indirect Reseller Channel Authorization 	
Partner Association	Transacting Partner of Record	
Licensing Agreement	Microsoft Cloud Agreement	
Incentive Enrollment	Microsoft Commerce Incentives	
Engagement Term	October 1, 2022 – September 30, 2023	



Incentive rate

A new customer is identified by the customer's unique tenant ID, with Business Applications product billed revenue through legacy CSP or new commerce CSP experience for the first time.

Earnings are available for 12-months from first CSP Business Applications transaction date, with no max cap.

Incentive structure	CSP Direct Bill Partner	CSP Indirect Reseller
Dynamics 365 customer add breadth motion incentive	20%	20%

*Partners must perform all program registration requirements and qualifying activities, as stated in the Incentive guide and Terms & Conditions before the incentive can be earned.

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CSP Indirect Provider Incentives

Microsoft Commerce Incentives

Azure breadth motion incentive (Indirect Provider)

Purpose

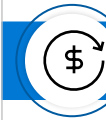


Rewards Cloud Solution Providers who make a direct impact in delivering value-added services and influence their customers' Azure environment.



How to earn

Eligibility	Active Microsoft Cloud Partner Program membership and agreement.*
	No competency required
	Valid and complete identification, tax and banking information submitted and accepted by Microsoft
Partner Agreement	Microsoft Partner Agreement (MPA) – Microsoft CSP Indirect Provider Channel Authorization
Partner Association	Transacting Partner of Record
Incentive Enrollment	Microsoft Commerce Incentives
Licensing Agreement	Microsoft Customer Agreement
Engagement Term	October 1, 2022 – September 30, 2023



Incentive rate

Partners earn incentives for consumption of Azure services for the new Azure offer (Azure plan) sold through the new commerce experience.

Below details the incentive structure and the partner's earning opportunity.

Incentive structure	CSP Indirect Provider
Core – Azure Consumption Incentive ¹	4.00%
Workload Accelerator ² <i>Data & App Innovation and Analytics + AI</i>	2.00%
Azure Reservations	5.00%

¹ Core Incentive Max Cap – 75k USD per Engagement Term, per partner, per subscription

² Workload Accelerator Cap – 25k USD per Engagement Term, per partner, per subscription

Full details and program/engagement requirements are set forth and subject to the applicable program guide and partner agreement. For more information on this partner incentive earning opportunity, visit the incentives page on the [Microsoft partner website](#).

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Microsoft Commerce Incentives

Microsoft 365 breadth motion incentive (indirect provider)

Purpose

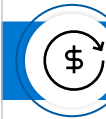


Rewards Cloud Solution Provider partners who drive Modern Work & Security products and services through the new commerce experience.



How to earn

Eligibility	Active Microsoft Cloud Partner Program membership and agreement.*
	Competency and Solutions partner designations are not required for CSP Indirect Providers.
	Valid and complete identification, tax and banking information submitted and accepted by Microsoft
Partner Agreement	One of the following Microsoft CSP Channel Authorizations: <ul style="list-style-type: none"> Microsoft CSP Indirect Provider Channel Authorization
Partner Association	Transacting Partner of Record
Licensing Agreement	Microsoft Cloud Agreement
Incentive Enrollment	Microsoft Commerce Incentives
Engagement Term	October 1, 2022 – September 30, 2023



Incentive rate

Partners earn incentives for billed revenue on new Microsoft 365 offers sold through the new commerce experience.

Below details the incentive structure and the partner's earning opportunity.

Incentive structure	CSP Indirect Provider
Core Incentive	5.00%
Global Strategic Product Accelerator – Tier 1	5.00%

*Partners must perform all program registration requirements and qualifying activities, as stated in the Incentive guide and Terms & Conditions before the incentive can be earned.

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Microsoft Commerce Incentives

Microsoft 365 customer add breadth motion incentive (indirect provider)

Purpose

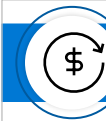


Rewards Cloud Solution Provider (CSP) partners who drive CSP revenue by adding customers through legacy CSP experience and new commerce CSP experience.



How to earn

Eligibility	Active Microsoft Cloud Partner Program membership and agreement.*
	Competency and Solutions partner designations are not required for CSP Indirect Providers.
	Valid and complete identification, tax and banking information submitted and accepted by Microsoft
Partner Agreement	Microsoft CSP Channel Authorizations: <ul style="list-style-type: none"> Microsoft CSP Indirect Provider Channel Authorization
Partner Association	Transacting Partner of Record
Licensing Agreement	Microsoft Cloud Agreement
Incentive Enrollment	Microsoft Commerce Incentives
Engagement Term	October 1, 2022 – September 30, 2023



Incentive rate

A new customer is identified by the customer's unique tenant ID, with Modern Workplace product billed revenue through legacy CSP or new commerce CSP experience for the first time.

Earnings are available for 12-months from customer tenant create date, with no max cap.

Incentive structure	CSP Indirect Provider
Microsoft 365 customer add breadth motion incentive	6%

*Partners must perform all program registration requirements and qualifying activities, as stated in the Incentive guide and Terms & Conditions before the incentive can be earned.

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Microsoft Commerce Incentives

Dynamics 365 breadth motion incentive (indirect provider)

Purpose



Rewards Cloud Solution Provider partners who drive Business Applications products and services through the new commerce experience.



How to earn

Eligibility	Active Microsoft Cloud Partner Program membership and agreement.*
	Competency and Solutions partner designations are not required for CSP Indirect Providers.
	Valid and complete identification, tax and banking information submitted and accepted by Microsoft
Partner Agreement	One of the following Microsoft CSP Channel Authorizations: <ul style="list-style-type: none"> Microsoft CSP Indirect Provider Channel Authorization
Partner Association	Transacting Partner of Record
Licensing Agreement	Cloud Solution Provider (CSP)
Incentive Enrollment	Microsoft Commerce Incentives
Engagement Term	October 1, 2022 – September 30, 2023



Incentive rate

Partners earn incentives for billed revenue on new Dynamics 365 offers sold through the new commerce experience.

Below details the incentive structure and the partner's earning opportunity.

Incentive structure	CSP Indirect Provider
Core Incentive	4.75%
Global Strategic Product Accelerator – Tier 1	5.00%
Global Strategic Product Accelerator – Tier 2	10.00%

*Partners must perform all program registration requirements and qualifying activities, as stated in the Incentive guide and Terms & Conditions before the incentive can be earned.

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Co-operative marketing fund (co-op) programs provide reimbursement of earned incentives to participating partners that help them differentiate their value, build channel preference for Microsoft products, and grow their sales pipeline.

Eligible Activities

Demand Generation

Activities include traditional and digital advertising with broad reach that furthers the marketing and promotion of Microsoft offerings. Results and audience size should be measurable.

Qualifying Activities

- Print advertising
- Digital advertising
- Social media marketing
- Direct mail, email, and SMS
- Partner website and search engine optimization
- Microsoft syndicated content
- Multi-touch digital campaign
- Migration Services
- Best Practice Development
- Solution Building with Third Parties

Market Development

Activities include customer recruitment and education, as well as market and business development activities that further the awareness, preference, and sales of Microsoft* offerings. Typically, these marketing activities are designed for a specific customer audience.

Qualifying Activities

- Telemarketing
- Customer seminars and bootcamps
- Customer Offer
(Does not apply for Surface PC/HUB ADR, or Mixed Reality ADR)
- Tradeshows and expositions
- Internal incentives and SPIFFs
- On-site champ
- Proof of concept
- Employee purchase web set up for customers
(only for eligible Surface ADR and Mixed Reality ADR)

Partner Readiness

Activities for the partner's internal sales and technical personnel and includes specific expenses related to training that helps develop the partner's sales and technical expertise on Microsoft*.

Qualifying Activities

- MPN participation
- Microsoft exams and tuition
- Internal training and floor days
- On-demand training
- Microsoft hosted conferences
- Product seeding / Demo units

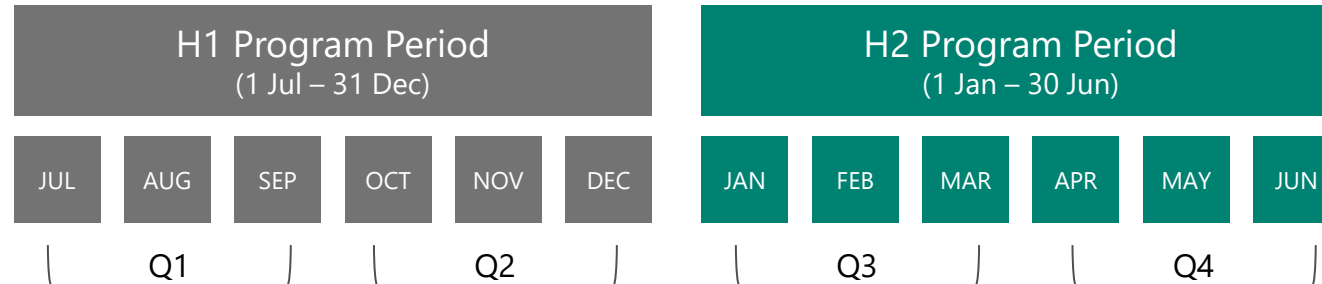
Co-op earning and usage periods

Co-op programs run on a 6-month program period. Accrued funds are calculated based on eligible revenue from previous fiscal half and are calculated per the rates and terms of the program agreement.

Earn

Per program calculation against eligible revenue

Rebate + Co-op



August 15

Funds Available = Rebate Payment and Co-op available for previous Fiscal Year's H2 earnings

February 15

Funds Available = Rebate Payment and Co-op available for previous Fiscal Half earnings

→ Extends to next fiscal year H1 program period

Partner is eligible to earn rebates and co-op funds through sales of eligible licenses and products during the **earning** period (6-month)

When partner meets all requirements, rebate and co-op funds are then **awarded** for payment and usage. Rebates are paid automatically, co-op funds are paid against eligible activities

Partner claims earned co-op funds after an eligible market development, demand generation, or readiness activity is performed during the 6-month **usage** period

Key Co-op planning recommendations

- Align activities across the 3 categories effectively (Demand Generation, Market Development, and Readiness)
- Align activities to Microsoft Solution Areas, segment priorities and local offers (optimize impact and leverage of Microsoft spending)
- Claim right after completing the activity (maximize cash flow)
- Utilize all your earned co-op (don't forfeit funds you have worked hard to earn)
- Align with local market motions

FY23: SMB Through Partner Marketing

Guidance for Partner Marketing

Solution Area	Key Activity	Partner	Hero Products	% Coop	KPI
SMB Workforce & Security	Digital Workforce campaign: Support a hybrid work customer. Partners to add offers around hero products, use CLAS for customer target list.	CSP Indirect/ direct & Telco	Teams Essentials M365 for Business	40%	MW Net paid seat adds
	Seamless Security campaign: Single comprehensive solution for customer to run their business securely from anywhere. Partner to add offers around hero products. Use CLAS for customer target list creation.	CSP Indirect CSP Direct	MS Defender for Business M365 for Business Prem.		Net Customer Adds
		CSP Indirect	M365 for Business, Teams Essentials, MDB		M365 CSP
		CSP Indirect CSP Direct	Business Central Power Apps Sales	20%	Net Customer Adds Dynamics 365 and Power Apps/ Power Automate CSP revenue
		Hosters, CSP Indirect and direct, ISVs CSP Indirect	WS/SQL on Azure Azure Network security, Azure back up Azure SQL IaaS, MI, mySQL Azure	40%	Net Customer Adds ACR CSP

FY23 Co-op Usage Recommendations for Modern Work

Co-op planning recommendations

Partners should work closely with Microsoft PDMs and PMMs in their region to align GTM plans, activities, and spend to drive maximum usage and impact.

All co-marketing in FY23 (July 2022 through June 2023) focused on Modern Work should be used to drive these core priorities:

- Acquire new customers in SMB, Dark-to-Cloud, and Frontline Worker
- Upsell to Microsoft 365 Business Premium (BP) and E5 and attach Teams Meetings & Phone
- Establish new lines of businesses with Teams Essentials, Viva, Windows 365, and MMD

Co-op Funding Plan (Recommendation only)

Following are suggested co-op activities to plan and execute using available funds that align to the FY23 priorities above.

Demand Generation	Market Development	Readiness
<ul style="list-style-type: none"> Best Practice Development for Teams Essentials, Viva, Windows 365 Social Media Marketing across Modern Work sales plays, especially Teams Essentials and Microsoft Defender for Business Multi-touch Digital Campaign for Modern Work offers, especially for new acquisition motions 	<ul style="list-style-type: none"> Customer offer focused on Teams Essentials or Business Premium Sales SPIFF focused on Customer add growth, M365 E5, or Business Premium On-site champ with sales of management focus on Teams Business Premium Proof of concept for Windows 365 (ME3, ME5) customers 	<ul style="list-style-type: none"> Microsoft Exams and Certifications for Teams (MS-700) and Security (MS-500) Internal Training on hero offers: Teams, Viva, Windows 365, and premium products

Best Practice Library Sections

The Library will contain Best-Practice sections for the following categories:

- Planning for co-op fund usage
- Co-op activity execution
- Claims management
- PoE management
- Reporting and Analysis of co-op spending
- Continual improvement for improved impact and ROI

Access the Library and all Partner Incentive materials at ... <https://aka.ms/partnerincentives>

ASK ... document and submit best-practices at [Best Practice Submission](#)



H2 CSP Co-op prioritization

Build solid plan with top 80% co-op earning partners and allocate 100% of funds

DMwL demand gen, workshops & offers
WS/SQL Server migration

	Modern Work	Security	Business Apps	Azure
	<ul style="list-style-type: none"> Acquire new customers in SMB, Dark-to-Cloud, and Frontline Worker Upsell to Microsoft 365 Business Premium (BP) and E5 and attach Teams Meetings & Phone Establish new lines of businesses with Teams Essentials, Viva, Windows 365, and MMD 	<ul style="list-style-type: none"> Build customer interest for Security, Compliance, and Identity workshops Acquire new customers with Microsoft Defender for Business in SMB Upsell to Business Premium and Microsoft 365 E5, and attach Microsoft Defender for Business to all SMB customers Expand existing revenue opportunity through advanced Security & cross sell Azure security 	<ul style="list-style-type: none"> Land first application – generate new customers for Business Applications offers Realize application value – drive application usage and add seats in customer engagements Expand into next applications – sell additional applications and cross-sell Microsoft solutions 	<ul style="list-style-type: none"> Migrate existing applications to Azure & Optimize – move key apps to Azure; then optimize the performance of these migrated applications and workloads Innovate with new apps & modernize existing apps – drive business innovation via new applications on Azure, and modernize existing applications to deliver incremental business impact Enable customers for successful cloud use – engage customers to realize the most value and secure transformational impact from apps and workloads running in Azure
<p>Demand Generation Depth partners: >\$20K = 30% Breadth partners: \$20K-\$5K = 20%; <\$5K = 20%</p>	<ul style="list-style-type: none"> Social Media Marketing across Modern Work sales plays, especially Teams Essentials and Microsoft Defender for Business (Do More with Less; E3 offer) Multi-touch Digital Campaign for Modern Work offers, especially for new acquisition motions (Do More with Less; E3 offer) Partner Website and SEO around Do More with Less; E3 offer Best Practice Development for Teams Essentials, Viva, Windows 365 	<ul style="list-style-type: none"> Social Media Marketing across Security sales plays and Do More with Less; E3 offer Multi-touch Digital Campaign across Security sales plays and Do More with Less; E3 offer Targeted marketing campaigns for MDB attach to Business Basic/Business Standard customers Best Practice Development across Security, Compliance & Identity 	<ul style="list-style-type: none"> Solution Building with Third Parties – market/promote a BizApps focused solution developed with strategic ISVs Multi-touch Digital Campaign – execute Do More with Less demand generation campaign comprised of Digital advertising, SEO, and Telemarketing Best Practice Development – fund promotion of BizApps focused best practice 	<ul style="list-style-type: none"> Multi-touch Digital Campaign – execute Do More with Less demand generation campaign comprised of Digital advertising, SEO, and Telemarketing Migration Services – set-up of a technology demo of the proposed solution migration to Azure Best Practice Development - to fund promotion of Azure focused best practice
<p>Market Development Depth partners: >\$20K = 60% Breadth partners: \$20K-\$5K = 50%; <\$5K = 30%</p>	<ul style="list-style-type: none"> Customer seminars and bootcamps to execute the SMB Workshops; E3 offer Customer offer focused on Teams Essentials or Business Premium Sales SPIFF focused on Customer add growth, M365 E5, or Business Premium; E3 offer On-site champ with sales or marketing campaign management focus on Teams, M365 E5 or Business Premium Proof of concept for Windows 365 in existing (BP, ME3, ME5) customers; E3 offer 	<ul style="list-style-type: none"> Customer seminars and bootcamps to execute the SMB Workshops; E3 offer Customer offer focused on Teams Essentials or Business Premium Sales SPIFF focused on Customer add growth, M365 E5, or Business Premium On-site champ with sales or marketing campaign management focus on Teams, M365 E5 or Business Premium Proof of concept for Windows 365 in existing (BP, ME3, ME5) customers 	<ul style="list-style-type: none"> Customer Seminars – conduct in-person/on-line seminar on specific BizApps offers, aligned to DMwL Internal Incentives & SPIFFs – defined sales SPIFFs to accelerate sales of Dynamics 365 and Power Platform Proof of Concept – for specific customer opportunities on Dynamics 365 and Power Platform On-site Champ – to manage specific BizApps focused sales & marketing projects 	<ul style="list-style-type: none"> Customer seminars and bootcamps - conduct in person/on-line seminar on specific Azure leveraging the Azure Immersion Workshops Proof of concept - use co-op to fund PoC's for specific Azure customer opportunities Internal incentives and SPIFFs - use co-op to fund defined sales SPIFFs to support campaigns On-site Champ - to manage and accelerate specific Azure focused sales and marketing projects that drive consumption
<p>Readiness Depth partners: >\$20K = 10% Breadth partners: \$20K-\$5K = 30%; <\$5K = 50%</p>	<ul style="list-style-type: none"> Microsoft Exams and Certifications for Microsoft 365, Teams (MS-700) and Security (MS-500) Internal Training & Floor Days on hero offers: Teams, Viva, Windows 365, and premium products On-demand Training on Microsoft 365 hero offers: Teams, Viva, Windows 365, and premium products and the SMB Masters series: Upsell & renewals, Sales & Technical 	<ul style="list-style-type: none"> Microsoft Exams and Certifications for employee's technical certification on Security, Compliance, and Identity 	<ul style="list-style-type: none"> Microsoft exams and tuition – for exams required to attain BizApps related MPN Competencies and Dynamics 365 and Power Platform and BizApp Certifications On-demand Training – customer training on BizApps opportunities and the 8-step on-demand learning paths Internal Training and Floor Days – partner facing/sales rep readiness on BizApps products and offers 	<ul style="list-style-type: none"> Microsoft exams and tuition – for exams required to attain Azure related MPN Competencies and Azure expertise On-demand Training – to help develop partner's sales and technical expertise on Azure and to Migrate SQL workloads to Azure Internal Training & Floor Days – partner facing/sales rep readiness on Azure



FY24 Direction

- Start to shift focus to Growth, and continue rewarding customer adds and strategic product sales
- Emphasize earning opportunities across the customer lifecycle
- Drive optimal impact from co-op funds



Next Steps

- Familiarize yourself with the partner incentives available to your company ... get eligible and sign-up
- Develop co-op plans to ensure alignment to and leverage of Microsoft strategy and priorities
- Drive full utilization and optimal impact from the partner incentives portfolio to increase your profitability and drive growth

Resources

Contact partner support or your assigned PDM for additional information on how you can maximize your earning opportunity

Discover partner incentives

Investments and incentives

Partner investments and incentives can help drive the technical and workplace innovations you need to advance your business and your customers' digital transformation. Let's build, innovate, and grow together to make more possible.

[Sign in](#)

Grow your business
Fuel your business growth with a variety of global programs, local offers to support market needs, and opportunities for reinvestment.

Help customers solve problems
Expand your customer solutions with programs designed to drive digital transformation.

Get rewarded for your success
Whether you're driving consumption or adding customers, your efforts are supported and rewarded financially.

[Microsoft Partner Incentives](#)

Enroll in eligible programs

Home

This page shows the programs that are available to you based on your profile. To get started, click on a program to learn more.

Partnership with Microsoft

[Get started](#)

Enrolled

- [CSP](#)
- [MPA](#)
- [Subscriptions](#)
- [Commercial Marketplace](#)
- [Proposals](#)

Recommended opportunities

Search for opportunities to expand your business.

[Partner Center](#)

Grow your business

Partners make more possible

[Become a partner](#) [Sign in](#)

Access limitless growth opportunities

We enable partners to support customers' digital acceleration, drive new growth, and create real-world impact, whether through simple applications or complex integrations.

Cloud innovation
Through the Microsoft Cloud, we provide the most comprehensive, end-to-end tech stack with lasting impact for partners in support of their customers' digital transformations.

Go-to-market scale
Partners can quickly scale with our unique go-to-market approach—with more than 20,000 global sellers—and our commercial marketplace that connects millions of customers around the globe.

Differentiation
Microsoft provides trusted partnerships, unique technical interoperability, a secure foundation, and the trusted business model for partners to build differentiated solutions to support customers.

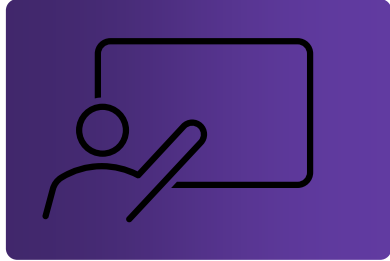
Be a force for global good
Our technology platform is just the beginning. That's why we're intentional about our work in developing sustainable solutions and our design these solutions to be inclusive of all people.

[Welcome to the Microsoft Cloud Partner Program](#)



Q&A

THANK YOU!



Register for FY23 Partner Academy sessions at <https://aka.ms/MicrosoftPartnerAcademy>

Online Event Live Date	Topic	Registration Link
On-Demand	Differentiate with Solutions Partner Designations and learn more about the Microsoft Cloud Partner Program	Register now
On-Demand	Are you Actively using CloudAscent & Digital Marketing Content (DMC) OnDemand?	Register now
On-Demand	Learn how to increase your technical abilities and grow faster in the cloud!	Register now
On-Demand	Improve your monetization of Microsoft 365 with new AI-driven Insights!	Register now
On-Demand	Marketing as easy as 1-2-3	Register now
On-Demand	Digital Marketing Content on Demand (DMC) is now partners' one-stop shop for all customer market campaigns – start using today!	Register now
On-Demand	Manage your relationship with Microsoft and customers through Partner Center	Register now