



# FY23 Azure Incentives overview

## January 2023

*\*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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A glowing blue wireframe lightbulb is centered in the right half of the image. The background is a dark blue grid with various digital elements like lines, dots, and arrows, suggesting a high-tech or AI theme.

**Agnes Erligmann**  
**CEE Partner Investment lead**

# Agenda : FY23 incentives overview and changes

- *FY23 Incentives Overview*
- *Azure*
  - Microsoft Commerce Incentive – Azure Engagements
  - Workload Accelerator – Eligible Products
  - Specialization Partners
- Global and CEE Azure campaigns
- *Changes in Partner Eligibility*
- *Q&A*

# What is 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.

20+

Global  
programs

## Opportunity

to enable partner growth and support customer needs through new earning opportunities, as we continue to increase our overall investment portfolio in FY2023



Local  
programs

## Amplify

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



Cooperative  
marketing  
funds

## Co-op

for reinvestment with a focus on specific Go to Market activities across demand gen, partner readiness, and market development



Custom  
investments

## Enable

Top priority partners with targeted investments



Build Intent  
Workshops

## Engagement

to help partners demonstrate value, build customer intent, and accelerate opportunities

# Partner investments & incentives

*Partner opportunity across the purchasing lifecycle*

## Structured Incentives:

- Services Advisor incentives
- Security Solutions incentives
- Azure Sponsorship Incentives
- Azure specialist for ISV
- Surestep Investments
- Solution to reward pipeline creation

## Activities (Solution-focused workshops)

- Azure Workshops
- Business Applications Workshops
- Microsoft 365 Cloud Accelerator
- Solution Assessments

## Build Intent

Incent partners for creating awareness and demand, and then building buying intent for Microsoft offers.

Partners leverage incentives across the customer journey

## Transact

Incent partners for administering and managing the customer transaction and engagement.

- Enterprise – core and strategic incentives
- Cloud Solution Provider – core and strategic incentives
- Microsoft Commerce Incentive (MCI)
- ISV Market place Transact

## Consume and Grow

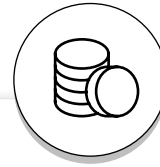
Incent partners for driving the usage, consumption, and growth

- Microsoft Commerce Incentive
- Usage Incentive programs
- Azure consumption incentives
- SPLA/Hosting Incentives
- Business Applications Usage Workshops
- ISV Investments
- Data Center Migration Incentives

Campaigns & Other Investments  
Enable partners with strategic, targeted investments.

# End to end view of earning opportunities in Azure for Services

Incentives and Investments for GSI, GCS, and Services Managed partners



## Partner Incentives and Investments Across Customer Lifecycle Motions

### Customer Lifecycle

#### Build Intent

Envision use cases and prove solution value

##### [Azure Immersion Workshops](#)

Help customers expand their Microsoft Azure expertise with hands-on experience

##### [Solution Assessments](#)

Unlock opportunities and support your customers' journey to the cloud

##### [Workload Acquisition and Nurture Campaign](#)

Encourage the **adoption** and increased consumption of strategic Azure workloads

##### [Azure Analytics & AI Accelerate Program \(AAP\)](#)

Provides the resources, credits, and incentives you need to accelerate demand, revenue, and customer success

##### [Azure Growth Incentives \(AGI\)](#)

Incent strategic partners/deals to drive growth at scale

#### Transact

Close opportunity

##### [Breadth CSP incentives](#)

Cloud Solution Providers providing billing and support as part of a partner-managed Azure experience for customers

##### [SPLA-R incentives](#)

Recruitment, onboarding, activation, on-time reporting and licensing compliance

#### Consume

Unblock usage and realize value

##### [Azure Enterprise and online purchase \(MCI-Azure\)](#)

PAL-based incentives for partners delivering value-add services to customers

##### [Hosting incentive program](#)

Promote deeper market penetration and deployment of the Microsoft platform through a third-party hosting scenario

##### [Workload Acquisition and Nurture Campaign](#)

Encourage the adoption and **increased consumption** of strategic Azure workloads

##### [Outsourcer Channel Agreement \(OCA\)](#)

Enable the Outsourcer to transact through "Indirect EA" model for Azure with pre-approved customers only

##### [Enterprise incentive program \(EA\)](#)

Rewards partners driving EA revenue via adoption of strategic products while supporting cloud transitioning customers

##### [Datacenter Optimization \(DCO\)](#)

Migrate customers from partner hosted/managed datacenters to Azure, transition SPLA business to Azure

# Microsoft Commerce Incentives (MCI) \_ Azure Engagements

## From 1, October 2022



# Microsoft Commerce Incentives

New Commerce Incentive

## Engagement : Azure CSP motion incentive

### Purpose



Rewards Cloud Solution Providers who make a direct impact in delivering value-added services and influence their customers' Azure environment (New Azure Offer – Azure plan).



### How to earn

Eligibility	Active <b>Microsoft Cloud Partner Program</b> membership and agreement.*
	<b>Solutions Partner Designation</b>  <b>Competency**</b> Infrastructure (Azure) 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 – MCA
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 <sup>1</sup>	4.00%	4.00%
Workload Accelerator <sup>2</sup> <i>Data &amp; App Innovation and Analytics+AI</i>	2.00%	2.00%
Azure Reservations	10.00%	10.00%

<sup>1</sup> Core Incentive Max Cap – 75k USD per Engagement Term, per partner, per subscription

<sup>2</sup> Workload Accelerator Cap – 25k USD per Engagement Term, per partner, per subscription

**Earning type : 60% Rebate/40% Co-op starting November 1, 2022**

Eligible products within each workload can be found on [Engagement: Azure Workload Accelerator – Eligible products](#)

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.

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# Microsoft Commerce Incentives

New Commerce Incentive

## Engagement : Azure enterprise and Online purchase incentive


### Purpose



Rewards partners who make a direct impact in delivering value-added services, influence, and growth in their customers' Azure environment (New Azure Offer – Azure plan).



### How to earn

Eligibility	Active <b>Microsoft Cloud Partner Program</b> membership and agreement.*
	<b><u>Solutions Partner Designation</u></b> Infrastructure (Azure)  <b><u>Competency**</u></b> Cloud Platform - Gold
	Valid and complete identification, tax and banking information submitted and accepted by Microsoft
Partner Association	<a href="#">Partner Admin Link (PAL)</a> Owner/Contributor (RBAC) or Azure Lighthouse
Incentive Enrollment	Microsoft Commerce Incentives
Licensing Programs	Microsoft Customer Agreement (MCuA), Enterprise Agreement (EA), Enterprise Subscription Agreement (EAS), Campus and School Agreement (CASA), Enrollment for Education Solutions (EES), Microsoft Online Subscription Agreement (MOSA), Online Services Standard Agreement (OSSA), Online Services Premium Agreement (OSPA)
Engagement Term	October 1, 2022 – September 30, 2023



### Incentive rate

Below details the incentive structure and the earning opportunity for partners that have associated their Partner Location ID<sup>1</sup> with the credentials used for managing, configuring, and supporting Azure services within a customer's Azure environment.

Incentive structure	Single partner	Multiple partners
Core - Azure Growth Consumption Incentive <sup>2</sup>	5.00%	1.00%
Workload Accelerator <sup>3 4</sup> <i>Data &amp; App Innovation and Analytics+AI</i>	1.00%	0.25%

<sup>1</sup> Only partners with an eligible (Owner or Contributor) access-based association via Partner Admin Link (PAL) or Azure Lighthouse using a Partner Location ID.

<sup>2</sup> Consumption will be calculated based on quarterly growth of customer ACR

<sup>3</sup> Consumption will be based on customer ACR

<sup>4</sup> Workload Accelerator Max earning opportunity – **10k USD per Engagement Term**, per partner, per subscription

- Payment : fees
- Eligible products within each workload can be found on [Engagement: Azure Workload Accelerator – Eligible products](#)

\*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

New Commerce Incentive

## Azure enterprise and online purchase incentive – Specialization Partner

### Purpose



Rewards partners who make a direct impact in delivering value-added services, influence, and growth in their customers' Azure environment.



### How to earn

Eligibility	Active <b>Microsoft Cloud Partner Program</b> membership and agreement.*
	<b>Solutions Partner Designation</b> OR <b>Competency**</b> Infrastructure (Azure) Cloud Platform - Gold
	Valid and complete identification, tax and banking information submitted and accepted by Microsoft
Specialization	Azure specialization or Azure Expert MSP
Partner Association	<a href="#">Partner Admin Link (PAL)</a> Owner/Contributor (RBAC) or Azure Lighthouse
Incentive Enrollment	Microsoft Commerce Incentives
Licensing Programs	Microsoft Customer Agreement (MCuA), Enterprise Agreement (EA), Enterprise Subscription Agreement (EAS), Campus and School Agreement (CASA), Enrollment for Education Solutions (EES), Microsoft Online Subscription Agreement (MOSA), Online Services Standard Agreement (OSSA), Online Services Premium Agreement (OSPA)
Engagement Term	October 1, 2022 – September 30, 2023



### Incentive rate

Below details the incentive structure and the earning opportunity for partners that have associated their Partner Location ID<sup>1</sup> with the credentials used for managing, configuring, and supporting Azure services within a customer's Azure environment.

Incentive structure	Single partner	Multiple partners
Core - Azure Growth Consumption Incentive – Specialization <sup>2</sup>	5.00%	2.00%
Workload Accelerator – Specialization <sup>3 4</sup> <i>Data &amp; App Innovation and Analytics+AI</i>	1.00%	0.25%

<sup>1</sup> Only partners with an eligible (Owner or Contributor) access-based association via Partner Admin Link (PAL) or Azure Lighthouse using a Partner Location ID.

<sup>2</sup> Consumption will be calculated based on quarterly growth of customer ACR

<sup>3</sup> Consumption will be based on customer ACR

<sup>4</sup> Workload Accelerator **Cap – 15k USD** per Engagement Term, per partner, per subscription

- payment : fees

\*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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# Engagement: Azure Workload Accelerator – Eligible products

**Product/Service Level 2** column outlines the eligible products related to Azure Workload Accelerator incentives. For additional information related to these products, Category and Service Level 1 has been included for reference



The following Azure products are eligible to receive the Azure Workload Accelerator

For more information on the Azure services visit:  
[Directory of Azure products | Microsoft Azure](#)

Category	Service Level 1	Product/Service Level 2	Product Information
Analytics	Analytics	<a href="#">Azure Purview</a>	<a href="#">Unified Data Governance with Microsoft Purview</a>
Analytics	Analytics	<a href="#">Azure Synapse Analytics</a>	<a href="#">Azure Synapse Analytics</a>
Hybrid +multicloud	Azure Arc	<a href="#">Azure Arc</a>	<a href="#">Azure Arc – Hybrid and Multicloud Management</a>
Compute	Compute	<a href="#">Specialized Compute</a>	-
Compute	Compute	<a href="#">Azure App Service</a>	<a href="#">App Service — Build &amp; Host Web Apps</a>
Databases	Databases	<a href="#">Azure Cosmos DB</a>	<a href="#">Azure Cosmos DB – NoSQL Database</a>
Databases	Databases	<a href="#">SQL Managed Instance</a>	<a href="#">SQL Managed Instance</a>
App Innovation	Databases	<a href="#">SQL Database</a>	<a href="#">Azure SQL Database – Managed Cloud Database Service</a>
Compute	Other	<a href="#">Azure Spring Cloud</a>	<a href="#">Azure Spring Apps</a>

# Engagement: Azure enterprise and online purchase – Specialization partner



**Azure Expert MSPs or Partners with the following Azure specializations can earn on this accelerator**

For more information on the Azure specializations visit:

[Specialization  
\(microsoft.com\)](https://microsoft.com/specialization)

- Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI
- Hybrid Operations and Management with Microsoft Azure Arc
- Linux and Open-Source Databases Migration to Microsoft Azure
- Microsoft Azure VMware Solution
- Microsoft Windows Virtual Desktop
- Networking Services in Microsoft
- SAP on Microsoft Azure
- Windows Server and SQL Server Migration to Microsoft
- AI and Machine Learning in Microsoft Azure
- Analytics on Microsoft Azure
- Data Warehouse Migration to Microsoft Azure
- Kubernetes on Microsoft Azure
- Modernization of Web Applications to Microsoft Azure
- DevOps with GitHub on Microsoft
- Microsoft Low Code Application Development
- Cloud Security
- Identity and Access Management
- Information Protection and Governance
- Threat Protection



**Important**

Partners can earn specializations, showcasing their technical expertise and achieving eligibility for certain earning opportunities in this guide. Beginning October 3, 2022, Solutions Partner designations are a prerequisite for obtaining a specialization. Partners with an existing advanced specialization are required to meet all specialization requirements by their next renewal anniversary to renew their specialization in FY23 – view the [Microsoft partner website](https://microsoft.com/partner) for more information.

# FY23 Incentive Campaigns

# CEE FY23 Q2 – Q4 Incentive Campaigns

Receive an incentive for selling Microsoft Cloud products and bringing new Azure Customer Adds

Help to facilitate customers' digital transformation and growth

Drive joint execution & be able to position Participants' own solutions

Starting October 1<sup>st</sup>, 2022

## ACA in SMC-C & ENT

## ACA in SMB&SMC-Scale

## Azure Premium Mix (All Segments)

## M365 NPSA in SMB

## Security Growth in SMC-C and ENT

## D365 CustAdds in SMC-C & ENT

## Surface Campaign

### INCENTIVE AWARD:

- ✓ **5,000.00 USD** for net new Azure Customer Add in SMC-C
- ✓ **10,000.00 USD** for net new Azure Customer Add in ENT

### INCENTIVE AWARD:

- ✓ **1,000.00 USD** for net new Azure Customer Add in SMC-Scale
- ✓ **1,000.00 USD** for net new Azure Customer Add in SMB

### INCENTIVE AWARD:

- ✓ **7%** on incremental ACR (ACR above baseline) as defined in Sales Criteria (assuming min overall Oct 1st, 2022 – June 30th, 2023 consumption is **above 10,000 USD**)

### INCENTIVE AWARD:

- ✓ **4 USD** for every incremental M365 Net Paid Seat Add for SMB and SMC-Scale customers after reaching out the minimum threshold of **300** SMB and/or SMC-Scale M365 Net Paid Seat Adds per each Participant MPN Location ID.

### INCENTIVE AWARD:

- ✓ **5%** on YoY incremental revenue (assuming min overall Oct 1st, 2022 – June 30th, 2023 consumption is above **500 USD**)

### INCENTIVE AWARD:

- ✓ **2,500 USD** for net new D365 Customer Add with Enterprise or Public Sector customer
- ✓ **2,500 USD** for net new D365 Customer Add with SMC-C customer
- ✓ **2,500 USD** for net new Viva Sales Customer Add with Enterprise, Public Sector or SMC-C customer

### INCENTIVE AWARD:

- ✓ **1% - 1.5%** based on total revenue achievement for the eligible products

**"Azure Customer Adds"** means the net customer adds calculated according to the following formula and meeting the following conditions:  

$$\text{Net customer adds} = \text{End of Milestone consuming customers above threshold} - \text{End of Prior Milestone consuming customers below threshold for 2 consecutive months.}$$

**Azure**

**MW**

**BizApps**

**Surface**

**Territory:** Central and Eastern Europe (CEE), excluding Russia and Belarus

**Effective date:** Oct 1st, 2022 – Jun 30th, 2023

**Payment cycle:** Within **60 days** after the campaign end date.

Eligible Partners managed in CEE will be enrolled in this program automatically, however Eligible Partners managed in EU/EFTA but not in CEE, need to register for this campaign by contacting **Support via Partner Center**.

# FY23Q2-Q4 CEE ACA in SMC-C&ENT Campaign



[LC002767] - FY23Q2-Q4  
CEE ACA in SMC-C&ENT  
Campaign



**Territory:** Central and Eastern Europe (CEE), excluding Russia and Belarus



**Participants:** Microsoft CSP Direct Partners / CSP Indirect Resellers and Licensing Solution Providers (LSPs), eligible to the global Incentive Programs by start date of the campaign. Partners, who are eligible for FY23 CEE EMPM Program, are **not** eligible for this CEE Campaign.



**Effective date:** Oct 1st, 2022 – Jun 30th, 2023



**Eligible workloads:** Microsoft Azure,



Within **60 days** after the campaign end date.



help to facilitate customers' digital transformation and growth



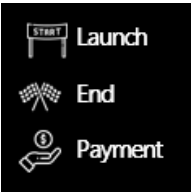
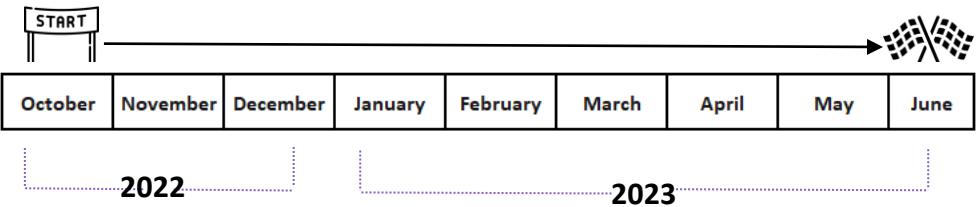
receive an incentive for selling Microsoft Cloud products and bringing new Azure Customer Adds



drive joint execution & be able to position Participants' own solutions

## WHY?

The campaign objective is to support partners in business transformation, enrich partners managed services with Microsoft products and solutions and drive revenue through customer adds in CEE Area in qualified accounts.



## SALES CRITERIA / DEFINITIONS:

Participant gets **\$5,000** incentive in SMC-C and **\$10,000** incentive in ENT for driving Azure consumed revenue through customer adds and accelerating growth on Azure workloads in CEE Area. We measure the Azure Consumed Revenue (ACR) at the Customer level.

**"Azure Customer Adds"** means the net customer adds calculated according to the following formula and meeting the following conditions:  
*Net customer adds* = End of Milestone consuming customers above threshold – End of Prior Milestone consuming customers below threshold for 2 consecutive months.

- **Enterprise segment threshold** = \$10,000 ACR
- **Corporate segment threshold** = \$5,000 ACR

**Customer Segments:** SMC – Corporate & ENT

## INCENTIVE AWARD:

- **5,000.00 USD** for net new Azure Customer Add in **SMC-C**
- **10,000.00 USD** for net new Azure Customer Add in **ENT**

## THRESHOLDS:

Minimum pay-out to Participant is set at: **5000.00 USD**  
Maximum pay-out to Participant is capped at: **50,000.00 USD**

\* Eligible Partners managed in CEE will be enrolled in this program automatically, however Eligible Partners managed in EU/EFTA but not in CEE, need to register for this campaign by contacting **Support via Partner Center**



# FY23Q2-Q4 CEE ACA in SMB&SMC-Scale Campaign



[LC002768] - FY23Q2-Q4  
CEE ACA in SMB&SMC-Scale Campaign



**Territory:** Central and Eastern Europe (CEE), excluding Russia and Belarus



**Participants:** Microsoft CSP Direct Partners and CSP Indirect Resellers, eligible to the global Incentive Programs by start date of the campaign. Partners, who are eligible for FY23 CEE EMPM Program, are **not** eligible for this CEE Campaign.



**Effective date:** Oct 1st, 2022 – Jun 30th, 2023



**Eligible workloads:** Microsoft Azure



Within **60 days** after the campaign end date.



help to facilitate customers' digital transformation and growth



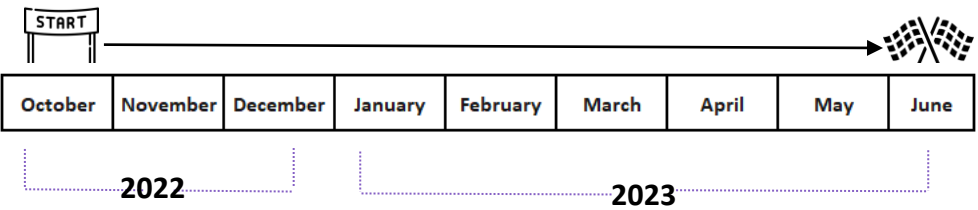
receive an incentive for selling Microsoft Cloud products and bringing new Azure Customer Adds



drive joint execution & be able to position Participants' own solutions

## WHY?

The campaign objective is to support partners in business transformation, enrich partners managed services with Microsoft products and solutions and drive revenue through customer adds in CEE Area in qualified accounts.



## SALES CRITERIA / DEFINITIONS:S

Participant gets **\$1,000** incentive in SMC-Scale and SMB for driving Azure consumed revenue through customer adds and accelerating growth on Azure workloads in CEE Area. We measure the Azure Consumed Revenue (ACR) at the Customer level.

**"Azure Customer Adds"** means the net customer adds calculated according to the following formula and meeting the following conditions:  
*Net customer adds* = End of Milestone consuming customers above threshold – End of Prior Milestone consuming customers below threshold for 2 consecutive months.

- **SMC-Scale segment threshold** = \$1,000 ACR
- **SMB segment threshold** = \$1,000 ACR

**Customer Segments:** SMB & SMC - Scale

## INCENTIVE AWARD:

- **1,000.00 USD** for net new Azure Customer Add in **SMC-Scale**
- **1,000.00 USD** for net new Azure Customer Add in **SMB**

## THRESHOLDS:

Minimum pay-out to Participant is set at: **1,000.00 USD**  
Maximum pay-out to Participant is capped at: **50,000.00 USD**

\* Eligible Partners managed in CEE will be enrolled in this program automatically, however Eligible Partners managed in EU/EFTA but not in CEE, need to register for this campaign by contacting **Support via Partner Center**

# FY23Q2-Q4 CEE Azure Premium Mix Campaign



[LC002770] - FY23Q2-Q4  
CEE Azure Premium Mix  
Campaign



**Territory:** Central and Eastern Europe (CEE), excluding Russia and Belarus



**Participants:** Microsoft CSP Direct Partners, CSP Indirect Reseller, CSP Indirect Provider, GSIs (Global System Integrators) and Licensing Solution Providers (LSPs), eligible to the global Incentive Programs by start date of the campaign. Partners, who are eligible for FY23 CEE EMPM Program, are **not** eligible for this CEE Campaign.



**Effective date:** Oct 1st, 2022 – Jun 30th, 2023



**Eligible workloads:** Microsoft Azure (see the eligible Product List in T&C document)



Within **60 days** after the campaign end date.



help to facilitate customers' digital transformation and growth



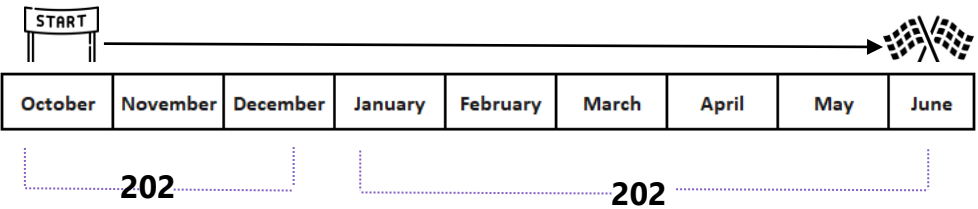
receive an incentive for incremental revenue from selling Premium products across multiple solution areas



drive long-term commitment and loyalty to Microsoft

## WHY?

The campaign objective is to support partners in business transformation and incentivize them for incremental revenue from selling Premium products across multiple solution areas.



## SALES CRITERIA / DEFINITIONS:

Incentive can be received for ACR above baseline for the period of October 1st, 2022 – June 30th, 2023. **Baseline is defined as the sum of all ACR for the entire month of September 2022 for eligible services, multiplied by 9 months.** Please, check Calculations Examples in T&C document.

**Eligible Products Pillars:** AI, App Platform Services, Container Services, Cosmos DB, Databricks, Developer Services, OSS DBs, Purview, Synapse

**Customer Segments:** ALL

## INCENTIVE AWARD:

**7%** on incremental ACR (ACR above baseline) as defined in Sales Criteria (assuming min overall Oct 1st, 2022 – June 30th, 2023 consumption is **above 10,000 USD**)

## THRESHOLDS:

Minimum pay-out to Participant is set at: **200.00 USD**  
Maximum pay-out to Participant is capped at: **50,000.00 USD**

\* Eligible Partners managed in CEE will be enrolled in this program automatically, however Eligible Partners managed in EU/EFTA but not in CEE, need to register for this campaign by contacting **Support via Partner Center**

# FY23 Azure Workload Acquisition and Nurture Campaign (WANI)

## Purpose



Rewards partners for the adoption and increased consumption of strategic Azure workloads: Infrastructure, Digital and Application Innovation, Data+AI, Security



## How to earn

To be eligible for participation, a partner must have an active MPN membership and agreement and perform all qualifying activities and registration requirements as stated in the Campaign Terms&Conditions document before the incentive can be earned.

### Competency & Eligibility

- Active Partners who have one of the following **Azure Advanced Specializations or Azure Expert MSP** statuses **before each eligibility milestone (7/1, 10/1, 1/1, 4/1)**:
- **Infrastructure** (Windows Server and SQL Server, Migration to Microsoft Azure, Linux and Open Source Databases Migration to Microsoft Azure, SAP on Microsoft Azure, Microsoft Windows Virtual Desktop, Microsoft Azure VMware Solution, Hybrid Operations and Management with Microsoft Azure Arc, Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI, Networking Services in Microsoft Azure);
  - **Digital and Application Innovation** (Modernization of Web Applications to Microsoft Azure, Kubernetes on Microsoft Azure, DevOps with GitHub on Microsoft Azure);
  - **Data+AI** (Analytics on Microsoft Azure, Data Warehouse Migration to Microsoft Azure, AI and Machine Learning in Microsoft Azure)
  - **Security** (Cloud Security, Threat Protection)

### Partner Center

Valid and complete identification, tax and banking information submitted and accepted by Microsoft

### Other

- Participant's customers must be in one of the following customer segments:
- Enterprise Commercial
  - Enterprise Public Sector
  - Small, Medium & Corporate Commercial
  - Small, Medium & Corporate Public Sector

### Program Term

July 1, 2022 - March 31, 2024



## Incentive rate

### Sales Criteria

Microsoft products purchased by eligible customers through the following **licensing programs** are incentivized in this Campaign Program:

Azure consumption under the new Azure offer (Azure plan):

- Microsoft Customer Agreement (MCuA)

Azure consumption:

- Enterprise Agreement (EA)
- Enterprise Subscription Agreement (EAS)
- Server and Cloud Enrollment (SCE)
- Microsoft Online Services Agreement (MOSA)
- Campus and School Agreements (CASA)
- Microsoft Enrollment for Education Solutions (EES)

### Partner Attribution – PAL, CSP (New Commerce Experience only)

Incentive Option	Rate
Acquisition (July 1, 2022 – June 30, 2023)	\$9,000 per customer per workload if consumption threshold is met
Nurture (October 1, 2022 – March 31, 2024) (once the Acquisition Incentive Payment is reached)	30% of incremental Azure consumption above \$3,000 per month in single-partner scenario <u>and</u> 10% of incremental Azure consumption above \$3,000 per month in multi-partner scenario

# Changes in Partner Eligibility – FY23

# Partner eligibility and partner solutions designations

As the Microsoft Cloud Partner Program launches in October 2022, partners will continue to earn incentives in eligible FY23 incentives programs until their anniversary date, at which point they have two options:

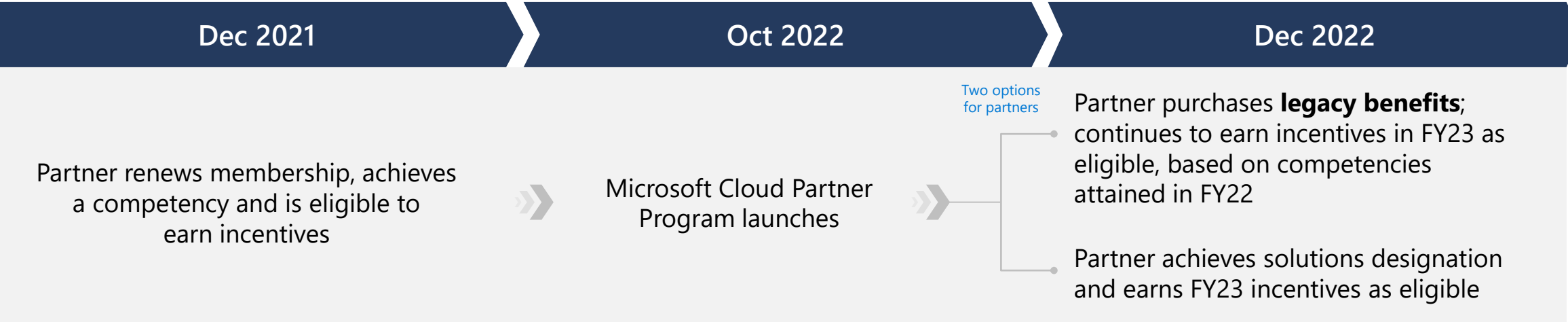


Achieve partner solutions designation and earn FY23 incentives as eligible



Purchase legacy benefits and continue to earn incentives in FY23 as eligible

## Example timeline



**Note:** Eligible CSP partners participating in the CSP legacy incentive programs by September 30, 2022 will continue to earn through program retirement. Solutions partner designations will not be considered for CSP legacy eligibility

# Partner eligibility and Specializations

## **For those incentives where Specialization is a partner eligibility criteria:**

As the Microsoft Cloud Partner Program launches in October 2022, partners with specializations (formerly known as Advanced Specializations) will continue to earn incentives in eligible FY23 incentives programs until the specialization anniversary date, at which point they will have to renew their specialization, meeting the appropriate requirements. Specialization renewal will require the partner to achieve partner solution designation as a pre-requisite.



# Next Steps

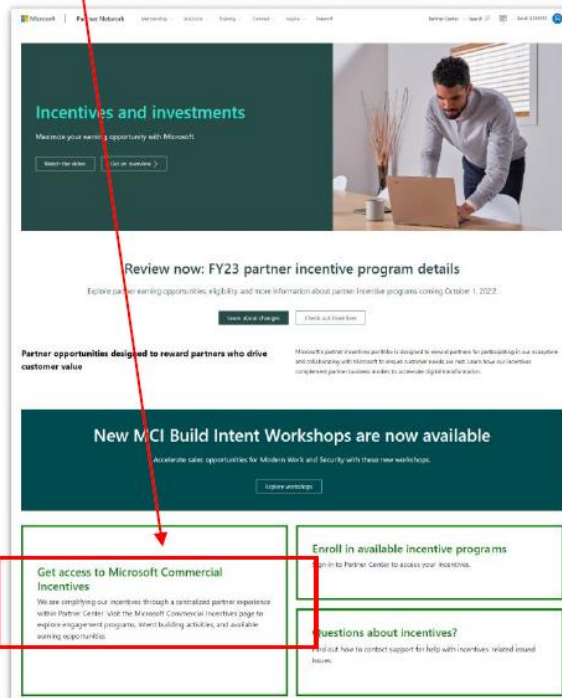
- Download solution area decks and incentives guide on <http://aka.ms/partnerincentives>
- Ensure you are enrolled in MCI and other relevant Incentive Programs, completing Bank & Tax in Partner Center

# Incentive resources

FY23 Incentive resources are available on the Microsoft Partner Network :  
[aka.ms/partnerincentives](https://aka.ms/partnerincentives)

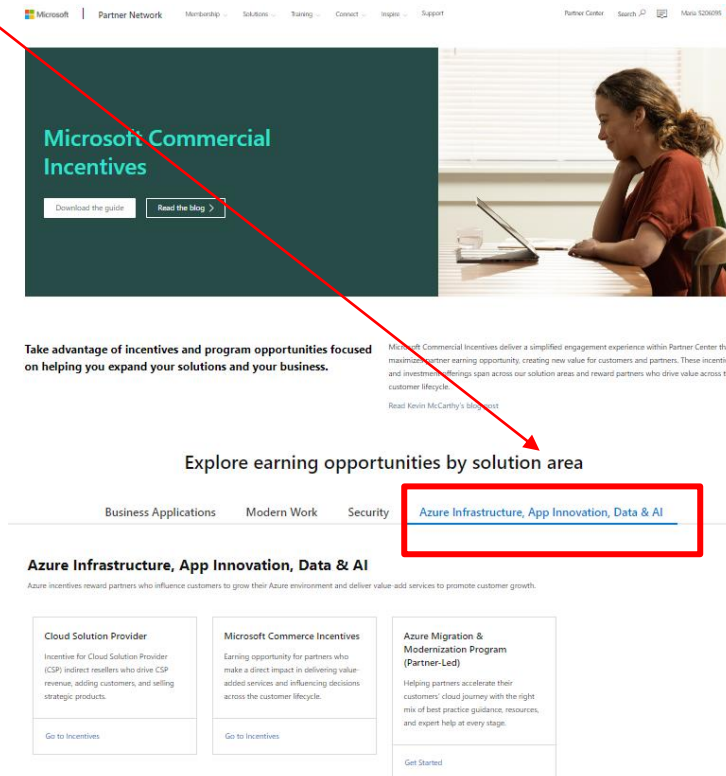
1

Sign in under "Investments and incentives" and click on "Get access to Microsoft Commercial Incentives" tile.



2

Click on Azure tab from the list of incentive programs associated to this solution area



# Q&A

# Appendix