

Type	Content	Response
Announcement	My company add 5000 licenses since last year and our back margin decrease of 30% !!! . Could explain why ?	
Response	Antoine, it's a very broadly framed question, which may be hard to answer in general terms. I can provide some guidance though. First of all, our incentive portfolio has not decreased, it's increasing YoY at the macro level. Wrt "margin", that may imply transactions your company is involved in , where the margin depends on the difference between your purchase price, and the price you sell at, all outside of MSFT's control.(Antoine (Unverified) asked "My company add 5000 licenses since last year and our back margin decrease of 30% !!! . Could explain why ?")	Any change in CSP incentives can be based on several factors. One would be the mix of products. If your company is selling less strategic products and new customers, which are incented higher, that could impact earnings. Also, we stopped paying incentives for transactions in CSP Legacy on Decemeber 31, so if your company is still selling on legacy CSP, that could negatively impact earnings also.
Question	Is possible ton have 100% rebate and no co op in MCI programm ?	No, we are firm in our intent to have a co-op component to CSP incentives.
Response		Thanks for the feedback and we will share with the team. At this time, MCI remains as 60% rebate/40% co-op split for the CSP engagement earning opportunities.(Antoine (Unverified) asked "Is possible ton have 100% rebate and no co op in MCI programm ?")
Question	Can you please share that link where we have this info for doing the workshop and get the incentive	<a href="https://aka.ms/partnerincentives">aka.ms/partnerincentives</a>
Question	Is it incentive for MS Products or partner products on Azure?	Microsoft Products
Question	Why have our EA Azure incentives decreased so dramatically especially when we have an Azure specialization?	Likely due to program and rate adjustments that happen each year.
Question	Are there any incentives tied to the Azure Savings Plan?	CSP partners can earn the base rate and the Azure Workload accelerator for Azure Savings Plan consumption.
Question	Silver resellers are having a hard time earning a solutions partner designation. Will FY24	CSP incentive eligibility intends to continue to accept renewal of benefits plans related to

	incentives still include legacy competency as eligibility?	competencies as a condition for program eligibility.
Question	So the incentives % we get back have to be used only on the Eligible Activities?	The portion earned as co-op funds must be used on eligible activities documented in the co-op guide.
Question	For the last 2-3 years we have accrued \$10k every 6 months in Co-op funds. This year we have \$0 in Co-op funds. What has changed to cause this? Are there now minimums that have to be met before incentive funds flow into the Co-op bucket? Our focus / MSFT product mix has not changed.	If your company is transacting in CSP Legacy, those incentives stopped being paid at the end of December. If that is not the issue, please submit a support ticket in Partner Center to resolve any tool issues.
Question	I have a hard time figuring out how ISV is included in the program. We built a software for enterprise on Microsoft technologies, we have influence a lot of enterprise to go to Microsoft ERPs ... but I don't see anything for ISV ... and don't even understand if we can still be part of the partner program in the future. Where should I look to understand our options as an ISV ?	There are several incentive programs available for ISVs. These can be found at <a href="https://aka.ms/partnerincentives">aka.ms/partnerincentives</a> . In addition, a huge opportunity for ISVs is to sell their offers via the Microsoft Marketplace.
Question	could you plz share the link to the co-op estimator tool	<a href="https://aka.ms/partnerincentives">aka.ms/partnerincentives</a>
Question	What benefits and resources does Microsoft provide to its partners, and how can we access them?	The Microsoft Cloud Partner Program offers many benefits to partners. Please access information here ... <a href="https://partner.microsoft.com/">https://partner.microsoft.com/</a>
Question	How does Microsoft support its partners with training and enablement, and what resources are available to help us improve our skills?	The Microsoft Cloud Partner Program offers many benefits and training offers to partners. Please access information here ... <a href="https://partner.microsoft.com/">https://partner.microsoft.com/</a>
Question	How does Microsoft handle issues and disputes that may arise between partners and the company?	Begin by initiating a support request in Partner Center. If there is a need to escalate for additional review and approval, the support team will initiate that.
Question	Is CO-OP te only way to get marketing budget for an customer event that we organize where we promote Microsoft?  We don't have much CO-OP available although	There could possibly be some marketing funds available with the local Microsoft team. I encourage you to reach out to your local Microsoft team to discuss your opportunity and explore possible options.

	we do much business. For us it not usable for an event	
Question	Who can we reach out to at Microsoft for a one on one about EA Azure Incentives besides Partner Support?	If you are a managed partner, I would suggest connecting with your PDM. If not, I would recommend connecting with your local Microsoft team.