

Western Europe LSP Office Hours | 5th December 2016

Brandon Richey and Trusha Vanmali
Connect
WW Partner Group (WPG)

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Partner Incentives Lead
Western Europe

Agenda

1. Refresh & Update current Global Incentives Campaigns and Local campaign in the market
2. New EA Joint Sell Process
3. Onboarding in Partner Sales Connect



Upcoming Partner Incentives Readiness Sessions and Office hours



- FY17 Azure Consumption Incentives_Onboarding Dec-05 12:00-13:00 (CET)
- FY17 LSP Office Hours_December session Dec-05 16:00-17:00 (CET)
- FY17 Azure Consumption Incentive Updates Dec-07 11:00-12:00 (CET)
- FY17 CSP Incentive Updates Dec-07 15:00-16:00 (CET)
- FY17 Managed Reseller Incentive_Onboarding Dec-13 13:00-14:00 (CET)
- FY17 LSP Office Hours_January session Jan -11 16:00-17:00 (CET)

Please ask your PSE to forward you the invites to these sessions or send mail to v-baonal@microsoft.com. Sessions will be recorded. Attending the sessions is a great opportunity to raise your questions and provide feedback.

A man with grey hair, wearing a white t-shirt, is leaning over a wooden desk in a workshop. He is using a red stylus to interact with a tablet computer. The desk is cluttered with various tools and materials, including a wooden tray with pens and pencils. In the background, there are shelves with wooden drawers and a bookshelf.

Refresh & Update LSP Incentives FY17

5th December 2016

Ines Arboli

Western Europe Partner Incentives Lead

LSP Incentives Components



FY17 Global Incentive Program

November 2016



FY17 Enterprise Incentives with EU_EFTA local accelerators for Q2,Q3

Global Core Incentives	A1: Up to 749	A2: Up to 2,399	B: Up to 5,999	C: Up to 14,999	D: 15,000+
Joint Sell	15%	12%	10%	1.5%	0.25%
On-Time Renewal	6%	3.75%	2.75%	0.5%	0.375%
On-Time True-Up	4.5%	3.25%	2.75%	2.5%	2.25%
Additional Products	4.5%	3.25%	2.75%	2.5%	2.25%
EAS Upsell	4.5%	3.25%	2.75%	2.5%	2.25%
Account Services	1.25%	1.125%	1%	0.625%	0.45%

Global Accelerators

CASA EES	5% on all CASA/EES deals sold via LARs/EDA				
MPSA Annuity Products	2.5% on all MPSA Annuity revenue				
MPSA OLS Accelerator	5.0% additional accelerator on OLS revenue				

SQL Renewal Accelerator	6%	3.75%	2.75%	0%	0%
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New
Nov 1, 2016 to
June 30, 2017

Local FY17-Q2-Q3 EU_EFTA

Accelerators	A1: 250 to 749	A2: 750 to 2,399	B: 2,400 to 5,999	C: 6,000 to 14,999	D: 15,000+	Earning
Azure	3%	3%	2%	0.5%	0.2%	EA/EAS and MPSA (excl. Recurring)
E5	3%	3%	2%	0.5%	0.20%	EA/EAS and MPSA (excl. Recurring)

IMPORTANT: Local accelerators are set for a period of 6 months – from 1st of October to 30th of March (Q2-Q3) and from 1st of April to 30th of September (Q4-Q1).

Local accelerators are communicated to partners, twice a year, thru the ROCs who send Exhibits to partners with the exact local accelerator definition of each accelerator.

* Eligible RSDs include Azure, Dynamics CRMO, Enterprise Mobility, Other MOD Online, Power Bi and Project Cloud. Final list of products will be found in Addendum C before Oct 1, 2016.

Please refer to the official Partner Incentives Guides on MPN (aka.ms/partnerincentives) for the terms and conditions and eligibility requirements for the incentive programs

SQL renewal global accelerator

Campaign Objective



Reward partners for ensuring the levels Enterprise Agreements renewals with SQL remain a key focus, as well as including net new SQL at time of renewal.

LSP Incentive Opportunity



Up to 6% on eligible SQL revenue per qualifying renewal order

Duration [01 November 2016 to 30 June 2017]



Eligible Customers, Licensing & Order Types	<ul style="list-style-type: none">• <u>Customer</u>: All Commercial & Public Sector• <u>License Types</u>: Enterprise Agreements (EA) and Enterprise Agreement Subscription (EAS)• <u>Order Types</u>: Renewal and Add-on (at time of renewal) order types are eligible for the accelerator only
Deal Eligibility & Thresholds	<ul style="list-style-type: none">• SQL revenue must be included at the time of renewal to qualify• Renewal does not need to be on-time to qualify for this accelerator• For EA/EAS eligible revenue will be based on billed SQL revenue• Eligible SQL renewal transactions must be recorded in Microsoft's sales system of record between November 1, 2016 through June 30, 2017
Incentive award details	<ul style="list-style-type: none">• 6% on SQL revenue on level A1 renewals• 3.75% on SQL revenue on level A2 renewals• 2.75% on SQL revenue on level B renewals

FY17 Global Incentive Campaigns for LSPs

November 2016



FY17 H1 Global Incentive Campaigns for LSPs In Market

	Licensing Motions	Segments In Scope	Incentive	Launch Date	End Date
WindowsE3/E5 Per User	EA/EAS – Direct and Indirect, MPSPA and CSP	All Commercial All Pub Sec	<ul style="list-style-type: none"> \$5/Windows 10 Enterprise E3 Per User Licenses (New, Renew, Add On, True-Up) \$10/Windows 10 Enterprise E5 Per User Licenses (New, Renew, Add On, True-Up) 	July 1, 2016	June 27, 2017
MPSPA 250+	MPSPA	All Commercial All Pub Sec	<ul style="list-style-type: none"> \$5K per order with 250+ enterprise products (12 month subscription) \$2.5k per order with 250+ enterprise products (6 months to less than 12 month subscription) 	July 1, 2016	Dec 27, 2016
E5 PSTN Sales Campaign	EA, MPSPA, CSP, Open	All Commercial All Pub Sec	<ul style="list-style-type: none"> Deal Size \$1000-2500 Award \$250 Deal Size \$2501-10000 Award \$750 Deal Size \$10001-25000 Award \$1500 Deal Size \$25001-50000 Award \$2500 Deal Size \$50001+ Award \$3500 	July 1, 2016	Dec 27, 2016
Azure Strategic Workload	Enterprise Agreement, MPSPA, CASA/EES, MOSPA.	All Commercial All Pub Sec except Hong Kong, Taiwan, India	<ul style="list-style-type: none"> \$10K for subscription with IoT consumption > = \$20K \$10K for subscription with Cortana Intelligence consumption > = \$25K 	July 1, 2016	Dec 31, 2016
Hybrid Cloud Infrastructure & Management	Enterprise Agreement, MPSPA	All Commercial All Pub Sec except US, Hong Kong, India	<ul style="list-style-type: none"> <u>Windows Server Datacenter</u>: 1.5% of the value of transaction (billed revenue) for deals with a value of \$35K USD or more. Max \$2k/deal <u>Azure Hybrid Use Benefit</u>: \$1.5K if the customer activates the Azure Hybrid Use Benefit of an eligible Windows Server Datacenter transaction (effective for customers with eligible Windows Server Datacenter deals for the same campaign) Operations Management Suite: \$1750 US for E1 or E2 OMS subscriptions with a value of \$20K or more. 	Noe 1, 2016	March 31, 2017

Red indicates an update to an existing campaign or a new campaign – **for Windows E3/E5 campaign updates are effective Dec 1, 2016**

FY17 Hybrid Cloud Infrastructure & Management

Campaign Objective

- Sell Microsoft's new hybrid cloud platform – Windows Server Datacenter or Operations Management Suite (OMS)
- Activate Azure Hybrid Use benefit on Datacenter Sales

Partner Opportunity

Earn up to \$5,250 selling Microsoft's hybrid cloud platform

Duration [01 Nov 2016 to 31 March 2017]



Eligible Licensing & Order Types	<ul style="list-style-type: none"> • <u>Customer</u>: All Commercial and Public Sector customers, all markets worldwide. <ul style="list-style-type: none"> - Azure Hybrid Use Benefit Activation incentive excluded for Public Sector in the following countries: United States (and its territories), India, Hong Kong. • <u>License agreements</u>: Enterprise Agreement • <u>Order Types</u>: <ul style="list-style-type: none"> - <u>Windows Server Datacenter</u> with Service Assurance purchases made on an EA or EAS via new or add-on order for Windows Server Datacenter (including step-up SKU's). - New subscriptions for the <u>Operations Management Suite (OMS)</u> purchased on an EA or EAS. 									
Deal Eligibility & Thresholds	<ul style="list-style-type: none"> • For EA and EAS all revenue will be based on annualized billings • There is no maximum or cap on partner earnings for the campaign, other than the per deal caps stated below 									
Incentive award details	<table border="1"> <thead> <tr> <th data-bbox="846 811 1503 844">Transaction</th> <th data-bbox="1503 811 1897 844">Incentive</th> </tr> </thead> <tbody> <tr> <td data-bbox="846 844 1503 918">Windows Server Datacenter purchase</td> <td data-bbox="1503 844 1897 918">1.5% of deal value > \$35K USD; incentive capped at \$2k per deal</td> </tr> <tr> <td data-bbox="846 918 1503 992">Partner activates Azure Hybrid Use Benefit for customer (same TPID as bounty reward for this campaign)</td> <td data-bbox="1503 918 1897 992">\$1,500 USD</td> </tr> <tr> <td data-bbox="846 992 1503 1054">OMS E1 or E2 Subscriptions of \$20K or more</td> <td data-bbox="1503 992 1897 1054">\$1,750 USD</td> </tr> </tbody> </table>	Transaction	Incentive	Windows Server Datacenter purchase	1.5% of deal value > \$35K USD; incentive capped at \$2k per deal	Partner activates Azure Hybrid Use Benefit for customer (same TPID as bounty reward for this campaign)	\$1,500 USD	OMS E1 or E2 Subscriptions of \$20K or more	\$1,750 USD	
	Transaction	Incentive								
	Windows Server Datacenter purchase	1.5% of deal value > \$35K USD; incentive capped at \$2k per deal								
Partner activates Azure Hybrid Use Benefit for customer (same TPID as bounty reward for this campaign)	\$1,500 USD									
OMS E1 or E2 Subscriptions of \$20K or more	\$1,750 USD									

FY17 Windows 10 Enterprise E3/E5 Per User (EA) – Dec 1 Changes

Campaign Objective

- Reinforce LSP led sales/influence on the FY17 Windows E3/E5 Per User sales motions
- Ensure Windows is attached to Office / Office 365

LSP Incentive Opportunity

\$5/Windows E3 Per User licenses
\$10/Windows E5 Per User licenses

 on qualifying **DIRECT & INDIRECT** orders

Duration [01 Dec 2016 to 27 June 2017]



Eligible Licensing & Order Types	<ul style="list-style-type: none"> • Customer: All Commercial & Public Sector customers • License agreements: Indirect & Direct EA & EAS • Order Types: <ul style="list-style-type: none"> - <u>New EA:</u> All new Windows 10 Enterprise E3/E5 per User Licenses - <u>Renewal:</u> Transition to Windows 10 Enterprise E3/E5 per User Licenses - <u>Add-On:</u> Keep Windows SA per Device and add the Windows 10 Enterprise E3/E5 per User Add-On Licenses - <u>True-Up:</u> Incremental Windows 10 Enterprise E3/E5 per User Licenses reported on True-Up orders
Deal Eligibility & Thresholds	<ul style="list-style-type: none"> • Incentives are awarded on all eligible deals up to 20,000 users/licenses per customer • There is no maximum or cap on partner earnings for the campaign, other than the per deal caps stated above. • <u>No rebate registration required</u> • <u>No minimum threshold required for rebate award</u> • If a combination of Windows 10 Enterprise E3 and E5 are purchased on one agreement/order, we will award the E5 seats (\$10) first and then the E3 (\$5) seats up to the 20K seat cap per customer.
Incentive award details	<p>The rebate calculation will be based on eligible Windows 10 Enterprise E3/E5 per User Licenses transacted in a month.</p> <ul style="list-style-type: none"> • \$5/Windows 10 Enterprise E3 Per User Licenses (New, Renew, Add On, True-Up) • \$10/Windows 10 Enterprise E5 Per User Licenses (New, Renew, Add On, True-Up) • Excludes Secure Productive Enterprise (SPE) and any offer that includes the following components: Office 365, Enterprise Mobility Plus Security (EMS), and Windows 10.

FY17 Windows 10 Enterprise E3/E5 Per User (CSP) – Dec 1st Launch

Campaign Objective

- Increase awareness of Windows now available in CSP channel.
- Drive Windows 10 sales through authorized CSP Indirect Resellers and CSP Direct Resellers.

CSP Incentive Opportunity

- \$5/Windows E3 Per User licenses
- \$10/Windows E5 Per User licenses

Duration [Dec 2016 through June 2017]



Eligible Customers, Licensing & Order Types	<ul style="list-style-type: none"> • <u>Customer</u>: All Commercial & Public Sector customers • <u>License Types</u>: Cloud Solution Provider (CSP) only • <u>Order Types</u>: New CSP Subscriptions with Windows 10 Enterprise E3/E5 per User licenses
Deal Eligibility & Thresholds	<ul style="list-style-type: none"> • Incentives are awarded on all eligible deals up to 20,000 users/licenses per customer • There is no maximum or cap on partner earnings for the campaign, other than the per deal caps stated above. • <u>No rebate registration required</u> • <u>No minimum threshold required for rebate award</u> • If a combination of Windows 10 Enterprise E3 and E5 are purchased on one agreement/order, we will award the E5 seats (\$10) first and then the E3 (\$5) seats up to the 20K seat cap per customer.
Incentive award details	<ul style="list-style-type: none"> • Windows 10 Enterprise E3 per User license: \$5 • Windows 10 Enterprise E5 per User license: \$10 • For this campaign, the maximum \$ paid for a Windows 10 Per User license = \$10 • Excludes Secure Productive Enterprise (SPE) and any offer that includes the following components: Office 365, Enterprise Mobility Plus Security (EMS), and Windows 10 <p>Calculation Details: CSP incentive award is based on license count per subscription.</p> <ul style="list-style-type: none"> • <u>Period 1 (December)</u>: Total per User licenses purchased in December 2016 according to Microsoft's sales system of record. • <u>Period 2 (Jan 2017-March 2017)</u>: Average per User licenses purchased across the 3 months in the quarter according to Microsoft's sales system of record. • <u>Period 3 (April 2017 – June 2017)</u>: Average per User licenses purchased across the 3 months in the quarter according to Microsoft's sales system of record.

FY17 MPSA 250+

Campaign Objective

Encourage LSPs to proactively transition their smaller new EA business to MPSA to align to the July 1st policy change on minimum commitment for new EAs.

LSP Incentive Opportunity

\$5000 USD
per qualifying 12 month +
subscription order

\$2500 USD per qualifying 6 to
less than 12 months
subscription order

Duration [01 July 2016 to 27 December 2016]



Eligible Customers, Licensing & Order Types	<ul style="list-style-type: none">• <u>Customer</u>: All Commercial & Public Sector EXCEPT Academic customer• <u>License Types</u>: MPSA• <u>Order Types</u>: All MPSA LSP Orders are eligible
Deal Eligibility & Thresholds	<ul style="list-style-type: none">• Minimum purchase quantity of 250 from one of the product groupings or in combination with ECS – (Eligible SKUs provided in terms and conditions).• License only quantities are not eligible• Online Services subscription term must be for at least 12mths• Starting September 1, subscription terms of at least 6 months but less than 12 months will qualify for a reduced rebate of \$2500
Incentive award details	<ul style="list-style-type: none">• Flat incentive award amount of \$5000 USD per qualifying order (subscription term of 12 months or more)• Starting September 1, flat incentive award amount of \$2500 USD per qualifying order (subscription term of at least 6 months but less than 12 months)

FY17 Office 365 E5 Plan with PSTN

Campaign Objective

Reward partners for selling Office 365 E5 Plans with PSTN across multiple sales models during FY17-H1 to assist with the adoption of E5 PSTN voice offering.

Partner Incentive Opportunity

Up to \$3500 USD per qualifying order

Duration [01 July 2016 to 27 December 2016]



Eligible Customers, Licensing & Order Types	<ul style="list-style-type: none">• <u>Customer</u>: All Commercial & Public Sector• <u>License Types</u>: EA, MPSA, CASA/EES, Open or CSP agreement.• <u>Order Types</u>: New, Renewal and Add-On order types are eligible for the incentive
Deal Eligibility & Thresholds	<ul style="list-style-type: none">• Minimum deal size: An eligible purchase must be greater than or equal to \$1000 USD (annualized value) of Office 365 E5 Plan with PSTN SKUs (full and Add-on)• For EA, MPSA and Open all revenue will be based on annualized billings• For CSP we will take the first full month billed revenue and apply a 12x multiplier for annualized billing amount
Incentive award details	<ul style="list-style-type: none">• \$250 for revenue from \$1,000 to \$2,500 in eligible sales• \$750 for revenue from \$2,501 to \$10,000 in eligible sales• \$1,500 for revenue from \$10,001 to \$25,000 in eligible sales• \$2,500 for revenue from \$25,001 to \$50,000 in eligible sales• \$3,500 for revenue from \$50,001 and above in eligible sales

FY17 Azure Advanced Workloads

Campaign Objective

- On-board/boot-strap partner IOT/AA practices
- Incentivise current partners: reward performing partners and encourage others to grow
- Grow customer consumption beyond the tipping point
- Encourage partners to evolve customer POC scenarios to a "production" tipping point

Partner Incentive Opportunity

Up to \$20K USD per Azure subscription with IoT & Cortana Intelligence consumption

Duration [01 July 2016 to 31 December 2016]



Eligible Customers, Licensing & Order Types	<ul style="list-style-type: none">• <u>Customer</u>: All Commercial & Public Sector customers EXCEPT consumption for Public Sector customers in Taiwan, India, Hong Kong. For the US and Puerto Rico, POE must be submitted through the current Azure POE process.• <u>License Types</u>: EA/SCE, MPSA, CASA/EES, MOSPA
Deal Eligibility & Thresholds	<ul style="list-style-type: none">• A partner as DPOR for an eligible IoT Azure subscription with total consumption \geq \$20K USD will earn a one-time payment of \$10,000 USD.• A partner as DPOR for an eligible Cortana Intelligence Azure subscription with total consumption \geq to \$25K USD will earn a one-time payment of \$10,000 USD.• Partners can therefore earn a maximum of \$20K per subscription.• Partners can earn a maximum of \$150,000 USD across eligible IoT and Cortana Intelligence subscriptions during the campaign period
Incentive award details	See details on the following slide.

Azure Advanced Workload Earning Thresholds & Requirements

IoT	
<ol style="list-style-type: none"> Total consumption to earn the \$10K USD incentive award must be greater than or equal to \$20K USD within the 6-month period Group 1 consumption greater than or equal to \$2.5K USD within 6 months All consumption across Group 1 & Group 2 then qualifies toward threshold 	
Group 1	Group 2
Azure IoT Hub	Azure App Services Machine Learning Stream Analytics DocumentDB

Cortana Intelligence		
<ol style="list-style-type: none"> Total consumption to earn the \$10K USD incentive award must be greater than or equal to \$25K USD over 6-month period Consumption must come from a minimum of 4 services out of the 10 listed below \$1.8K USD or more consumption from one service within Group 1 and \$1.8K USD or more consumption from one service within Group 2 is required. After the Group 1 and Group 2 consumption thresholds are met, consumption across Group 1, 2 and 3 qualifies. 		
Group 1	Group 2	Group 3
HDInsight Data Lake Store SQL DW	Machine Learning Stream Analytics	Cognitive Services Data Catalog Data Factory Data Lake Analytics Event Hubs

CSP Direct Partner: Modern Meetings Powered by Office 365 Campaign

FOR **CSP** MANAGED DIRECT PARTNER

DURATION

1ST NOV TO 30TH DEC 16

GEOGRAPHY

US, UK, EUROPE

ELIGIBLE OFFER

PSTN CONFERENCING ADD-ON

PRE-REQUISITES FOR ADD-ON OFFER

Business Premium, Business Essential, E1, E3, and Skype Plan 2

SEGMENT

COMMERCIAL

CAMPAIGN PAYOUT*:

- NO DEAL REGISTRATION REQUIRED
- PAYOUT: THROUGH A WIRE TRANSFER AT THE END OF THE CAMPAIGN

MODERN MEETINGS CAMPAIGN: \$5 PER PSTN CONFERENCING ADD-ON SEAT

FY17 Local Incentives Campaigns for LSPs

November 2016





Microsoft | Western Europe

Local Campaign Azure

Nov 15 2016 – Dec 31 2016

Karin Alfvag

Sr Product Mktg Manager, C&E, Western Europe

Rodolphe Chabanel

Partner Incentive Lead, Western Europe



Increase the number of SMSP
Corporate Account customers
paying upfront Monetary
Commitment for Azure for the
implementation of a first
workload

Western Europe Azure Corporate Account MAL Accelerator

Incentive Offer

USD 3,000

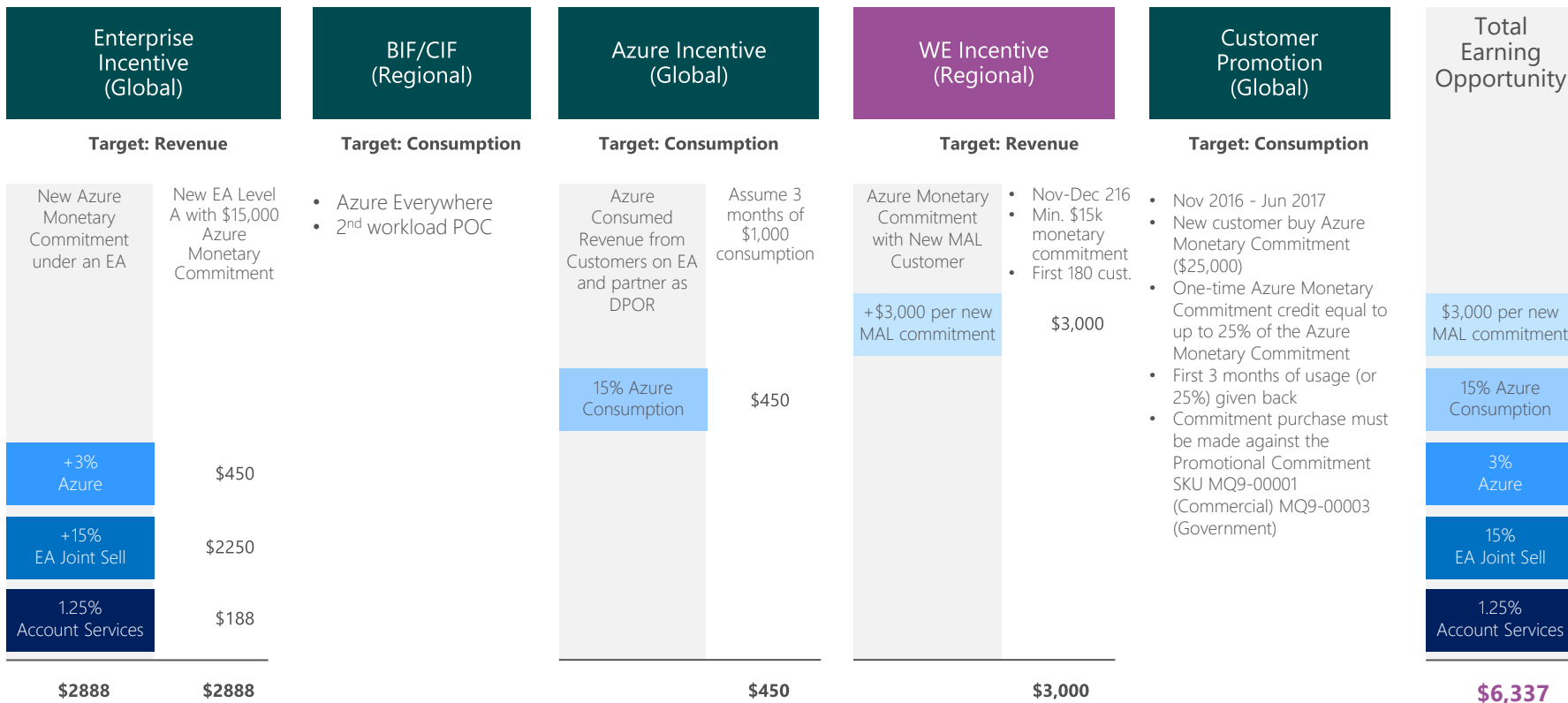
for Upfront Azure Monetary Commitment from CA Managed Customers that do not have Azure Monetary Commitment on EA

White Space Opportunity with SMSP CA Accounts

Austria	400+
Belgium	400+
Denmark	400+
Finland	300+
Ireland	200+
Italy	900+
Luxembourg	100+
Netherlands	1000+
Norway	300+
Portugal	200+
Spain	500+
Sweden	600+
Switzerland	600+
Grand Total	5900+

Dates	November 15th 2016 until December 31st 2016
License Types	Microsoft Enterprise Agreement (Direct/Indirect)
Eligibility Criteria	<ol style="list-style-type: none"> 1 SMSP Managed Corporate Account Customers (CAM-S, CTM) in Western Europe that do not have any Azure Monetary Commitment or Azure consumption at EA level in the past 3 years. Commercial and PS eligible. 2 Limited to the first 180 accounts with new monetary commitment 3 Azure Monetary Commitment must meet or exceed USD\$ 15,000 in billed revenue by the end of the promotion period. 4 Only for new upfront Monetary Commitment of USD 15,000 (or more) made through (1) a new Azure-only Server and Cloud Enrollment or (2) added to an existing SCE only if there are no prior consumption or monetary commitment for Azure or (3) a new Monetary Commitment under the Enterprise Enrollment. Pay As You Go is not eligible.
Payment	Payment by credit notes, 45 days after the end of the campaign period. Maximum payment of USD 90,000 per partner per country.
Partner Eligibility	Authorized Licensing Solution Providers (LSPs) in Western Europe

Monetizing the Azure MAL Opportunity



2X Earning Opportunity for LSPs

FY17 Enterprise Incentives - new EA JS process update

Ines Arboli

Western Europe Partner Incentives Lead



FY17 Enterprise Incentives

1 Purpose

Designed to reward LSPs for securing and maintaining annuity relationships with Enterprise customers, and supporting customer transitions to the Cloud.

3 Need to know

- Global rates and incentive levers will remain intact.
- Focus on key workloads in local accelerator options to include Azure, ECS, E5, and SQL (varies per area).
- MPSA is eligible for Active Usage and Consumption incentives.
- New EA500 policy drives lower deal sizes to MPSA.
- **Simplification to Joint Sell processes.**
- ~~Enterprise Advantage (EA) on MPSA will launch in H2 FY17.~~

2 Eligibility

- Active MPN membership and MPN ID
- LSP authorization
- MPSA authorization

4 Incentive rates

	A1: Up to 749	A2: Up to 2,399	B: Up to 5,999	C: Up to 14,999	D: 15,000+
Core Incentives					
Joint Sell	15%	12%	10%	1.5%	0.25%
On-Time Renewal	6%	3.75%	2.75%	0.5%	0.375%
On-Time True-Up	4.5%	3.25%	2.75%	2.5%	2.25%
Additional Products	4.5%	3.25%	2.75%	2.5%	2.25%
EAS Upsell	4.5%	3.25%	2.75%	2.5%	2.25%
Account Services	1.25%	1.125%	1%	0.625%	0.45%
Global Accelerators					
CASA EES	5% on all CASA/EES deals sold via LARs/EDA				
MPSA Annuity Products	2.5% on all MPSA Annuity revenue				
MPSA OLS Accelerator	5.0% additional accelerator on OLS revenue				
Legacy Contracts					
Corporate/Major (CA/MA)	Pays M&D, Transact, C&C on recurring revenue signed prior to Oct. 2013				
ESA	Pays on recurring revenue on deals signed prior to Sept. 2011				

Joint Sell refresh and standardization

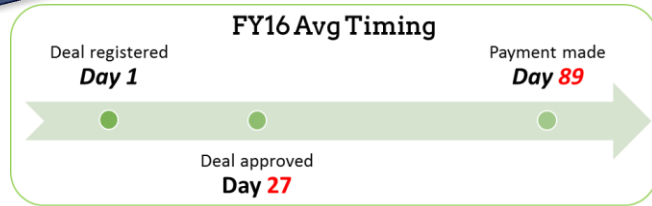
Launching
January 2017

- Since September/October through December 2016, Microsoft will be transitioning our partners to a new tool to replace Partner Sales Exchange (PSX). This new tool, **Partner Center Sales Connect** (aka **Connect**), will be the new platform for the Enterprise incentives Joint Sell opportunity registration. It's expected that all Partners will be transitioned from PSX to the new platform by December 31, 2016, except Global Partners who will transition beginning of January 2017.
- With the launch of Microsoft Partner Sales Connect, we have an ideal opportunity to streamline the current Joint Sell process, as of January 2017.
- Value of the new process: **Standardized and simplified Joint Sell registration process with faster approval times with minimal full POE requests.** The new process will:
 - Simplify and streamline current Joint Sell processes
 - Introduce a "lite" POE or **Partner Engagement Confirmation (PEC)** at time of opportunity registration
 - Faster approval times and faster incentive payments
 - Standardize global arbitration processes
- Timelines:
 - Sept-Dec/Jan: Connect tool Partner onboarding.
 - January: All Partners transitioned to Connect and New EA JS Process goes live.

What's changing in the registration of new EA incentive request?

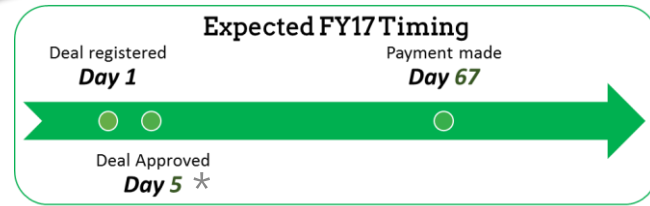
DRAFT

Today



Deal reg in PSX (moving to Connect in November)
Approvals – regionally managed thru subsidiary DRB
Full POE process – often required and varies by region

Jan 1st



NEW Deal reg in Connect with PEC attached
NEW Approvals – centrally managed with reduced approval times
IMPROVED Full POE process – rarely required

What's not changing? all other policies and validations remain unchanged.

Call to Action:

- Complete migration to Connect
- Implement the PEC as part of your standard sales rhythm

* This SLA excludes opportunities where customer name match needs to be done or opportunities that requires further investigation – such as duplicates.

Partner Engagement Confirmation (PEC) New for January 2017

DRAFT

Value: Simpler deal registration process with faster approval times and almost no POE requests



- Follow-on duplicate opportunities rejected
- No more sales stage reporting requirements
- No more long delays due to duplicate incentive requests
- Significantly reduced POEs
- Improved customer engagement times
- Faster incentive payments

What is a Partner Engagement Confirmation (PEC)?

DRAFT

New Policy – Jan 1, 2017

As part of the Joint Sell registration process, partners must provide documentation which includes the customer confirming the partner is actively working with them on solutions which will include Microsoft products or services. This process does not replace the Proof of Execution (POE) that has previously been requested, but will significantly reduce them. Additionally, this process should significantly improve the time to validation, enabling Partners to more quickly proceed with full engagement with the customer.

This Partner Engagement Confirmation (PEC) must include the following content thru a specific email thread or document:

1. Discussed in detail the customer's needs and that those needs will include Microsoft products or services sold via an Enterprise Agreement – customer need
2. Is working on a solution that will meet these needs – solution proposal
3. Confirmation that the partner has met with the customer – customer acknowledgement

We recommend that this be accomplished as part of a normal touchpoint in the sales cycle in the form of a follow-up email after the initial partner/customer meeting. Often referred to as a letter of intent.

Upon completing the deal registration (including PEC), Microsoft will review and approve or deny the request within 5 business days*. Complete requests will be approved based on first-in.

Deal registrations will only be considered duplicates if submitted within 5 business days from incentive request creation date of the first deal being submitted. Duplicates will be resolved through a full POE request and review. Any deals registered outside the 5 business day window will be rejected.

* This SLA excludes opportunities where customer name match needs to be done or opportunities that requires further investigation – such as duplicates.



Partner Engagement Confirmation (PEC) example

DRAFT

1

Adapt this example to your specific needs, key is to include the **mandatory content**

Mandatory Content

- customer name
- initial meeting date
- MS products discussed as part of an agreement and associated benefits
- next step(s)

2

Submit in tool the **initial customer response, not the outgoing communication.**



Dear **Customer Name**,

Thank you for taking the time to meet with me **today [or date]** to discuss your Microsoft Licensing requirements.
I just wanted to confirm some of the items we discussed .

You are looking to purchase **[MS Product name] licenses as part of an Enterprise Agreement with Software Assurance.**

While we don't have final numbers confirmed, you do have budget approved/assigned to this project.

Action Items/Next steps

- 1)
- 2)
- 3)

Our next meeting is scheduled for next Friday at [XX].

Please let me know if I have missed anything or **confirm that you are ok with the above.**

Kind regards,
[Your name here]

After adding the deal in Connect...

Deal registration

Complete form and add files



The screenshot shows the 'Deal Registration' form with the following elements:

- 1**: A red dashed box highlights the 'DEAL REGISTRATION' tab in the top navigation menu.
- 2**: A green circle highlights the 'DEAL REGISTRATION TYPE*' dropdown menu.
- 3**: A green circle highlights the 'PUBLIC SECTOR DISCLOSURE' section, which includes radio buttons for 'Yes' and 'No', and a checked checkbox for 'I confirm that I can provide Proof of Execution(POE) materials to Microsoft upon request...'. A red box with the text 'NOTE: See next slides for guidance on completing these fields and files to upload.' is overlaid on this section.
- 4**: A green circle highlights the 'Select Files' button in the 'ATTACHMENT' section.
- 5**: A red dashed box highlights the 'Save' button at the bottom of the form.

Form fields and content:

- DEAL DETAILS | PRODUCTS | **DEAL REGISTRATION**
- NEW DEAL REGISTRATION - CREATE REQUEST
Fields marked with *are mandatory
- DEAL NAME: Software Review
- CUSTOMER: Example Company N
- DEAL REGISTRATION TYPE*
- PARTNER REF: 20000
- PARTNER CO: [Redacted]
- ATTACHMENT: Select Files
- FILE NAME: Test file.docx
- UPLOADED BY: Team member name
- SIZE: 11.17 KB
- UPLOADED DATE: 10/4/16 12:30 PM
- Save
- TERMS | PRIVACY & COOKIES | SUPPORT

1. On tabbed menu select **DEAL REGISTRATION**
2. Select **DEAL REGISTRATION TYPE** and add **partner comments** if required. Next scroll down to disclosure.
3. Depending on deal registration type, a **Public Sector Disclosure** will appear. Select best option and tick to confirm.
4. Under **ATTACHMENT**, add any relevant files using the **Select Files** button.
(for example, Partner Engagement Confirmation)
5. Click **Save** to finalize registration.

What is the difference between POE and PEC?

PEC is a simple confirmation from a customer that the Partner met with the customer and discussed a MS solution that included an EA agreement. The POE is a more in-depth review of the partners engagement with the customer.

Can I submit my deal without the PEC?

The deal can be saved in Connect, but it will be rejected if submitted without the PEC attached.

Does my PEC need to be in the exact format as the example?

No...it only needs to contain the mandatory content to be considered as eligible PEC.

Does the confirmation I submit need to include a reply from the Customer?

Yes, it should be the first reply from the Customer to the follow-up email the Partner sends.

In which language do the PEC documents need to be submitted?

PEC documents can be submitted in any language.

What happens if another Partner submits for the same opportunity?

Deal registrations will only be considered duplicates if submitted within 5 business days from date of the first opportunity registered into Connect for that customer. Duplicates will be resolved through a full POE request and review. Any deals registered outside the 5 business day window will be rejected.

Connect User Guide – See resource.zip file in MPN

FY17 Enterprise Incentive Guide – See MPN and the Readiness App
(New FY17 Enterprise incentives guide will be available on 15th of Dec 16).

CHIP Guide – see the Readiness App at microsoftreadiness.com

Support aliases: EMEA – EOC - erebates@microsoft.com

aka.ms/partnerincentives

Partner Incentives portal on MPN
All incentives assets available here
Partners Must log in with MPN ID

What's changing in Western Europe?

Launching
January
2017

- Western Europe HQ PI team will no longer make any incentive request (IR) pre-validations on a daily basis as these will be done by WPG's central process. This means also that WE internal Field teams in the **subsidiaries will not receive any DRB files as of January 2017** and will not need to approve Incentives requests thru weekly DRB files. The new centralized approval process, including PEC review, will determine if Incentive requests are approved or rejected. Updates of status of Incentives requests will be made to MSX and partners should see them on Connect. The new PEC will be the proof that the partner is developing the new EA opportunity at the customer. This will improve current approval times and process will be unified ww.
- Partners will receive a **reduced number of POE** requests mails for EA JS from piontwe@microsoft.com – only in cases that require further investigation you will receive a specific mail requesting for additional information.
- Partners weekly emails sent on Fridays from piontwe@microsoft.com on status of Incentive Requests will **no longer be sent** as of January 2017. These emails include: status of opportunities approaching or exceeding 180 days; opportunities rejected in the last 7 days, all non transacted EA JS opportunities.

Microsoft EA Joint Sell Incentives - Partner XY - Country: DK

Dear AB and CD,

Thank you for your participation in the Enterprise Joint Sell Incentives Program.

This report is to inform you of the status of all your opportunities that have not yet transacted. Please review each section to determine if any of the opportunities require your action. No sections will be shown if there is nothing to report.

This email may contain up to four sections. The first two outline all your opportunities with EA incentive requests that need review and a possible action from you. The following sections show those opportunities that have been validated or declined in the last 7 days. Only those sections that have anything to report are shown.

The file attached will show all your validated and pending opportunities that have not yet closed.

Review required: Previously eligible opportunities no longer eligible

PSX Opportunity ID	Customer Name	Incentive Program	Incentive Sub Type	Sales Stage	Incentive Req Date	Registration Status	Invalidity Status
8-XXXXXXXXXX	ABC	EA	New EA	Discovery/PEC	20 November 2014	Validated	Days Stage: 180 days

Please review these opportunities to ensure that the changes showing in PSX, that now make the opportunity no longer eligible, are correct or missed to close or Overage/Off. If these changes are identified as being incorrect please update PSX. All updates to the opportunities must be made in PSX. Please do not respond to this email requesting updates to the opportunity. If changes are not made within 5 working days since this email being sent, we will assume the changes are correct and will reject the incentive. Please see the 'Invalidity Status' column for ineligible reason.

Opportunities approaching, or exceeding, 180/360 days incentive closure rule

As a policy, Partners have a maximum of 180 days (P112) or 360 days (P114) from incentive request date for the transaction to occur or the validated incentive request would expire.

PSX Opportunity ID	Customer Name	Incentive Program	Incentive Sub Type	Sales Stage	Incentive Req Date	Registration Status	Expiration Date
8-XXXXXXXXXX	CDZ	EA Subscriptions	New EA Subscriptions	Discovery/PEC	20 June 2014	Validated	9 June 2015



Partner Sales Connect and updates to Joint Sell

Overview for Enterprise Incentive Program



Introduction

Partner Center Sales Connect (Connect) is an online application that allows you to collaborate with Microsoft Sales, manage your pipeline, and close deals. Connect is designed to support co-selling by defining and testing standards, processes, and technologies intended to increase partner pipeline clarity and partner seller productivity.

Connect will replace Partner Sales Exchange (PSX) and become the main vehicle for Microsoft-Partner collaboration.

Connect for Co-Sell has already launched. We are now Onboard Licensing Solution Providers who are eligible for Enterprise and SAM Incentives programs. The completion date is December 2016 for non global partners and mid January for global partners.

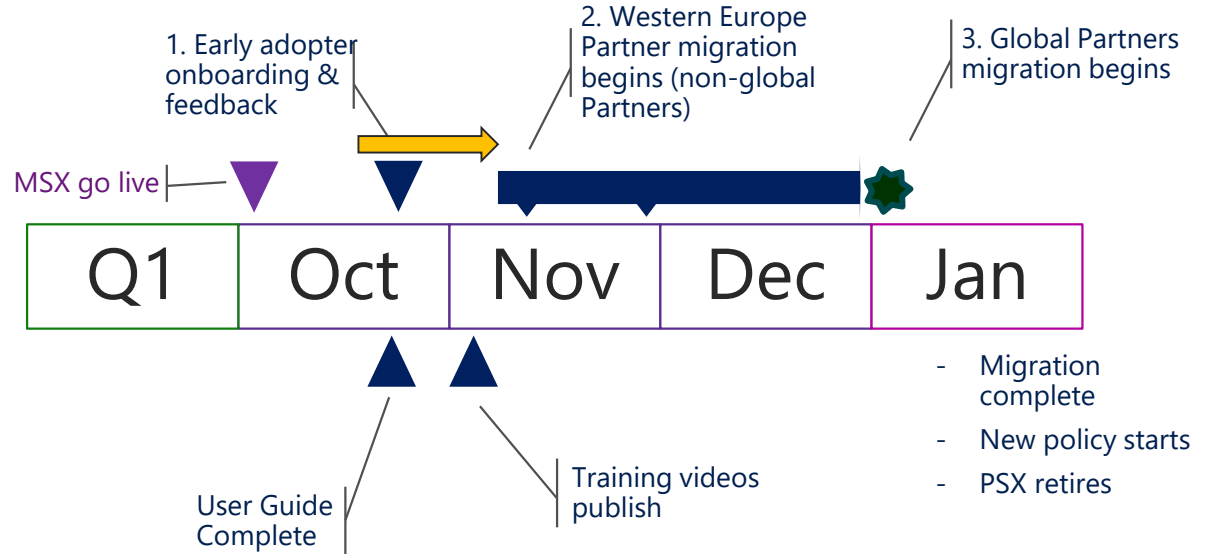
As soon as "Deal Registration" incentives functionality is added to Connect and all participating partners have been on-boarded, PSX will be retired.

Partner Center Sales Connect – Migration: 21st of November

1. Early Adopters – includes 3 partners. Identified issues with bulk export tool. MSIT is resolving.

2. Western Europe Deployment
– on 21st of November all non global partners will be able to onboard in Connect.

3. Global Partners Deployment
– 14 global partners will onboard in January



In the last days you must have received....

- A Migration Kickoff email from your PSE.
 - Includes instructions on how to kickoff the deployment in your region
- Contact your PSE or erebates@microsoft.com if you have any questions or issues.

Partner Center Sales Connect (PCSC) - Global Partners Migration

- Global Partners will be migrated to Partner Center Sales Connect on the first week of January when the *multi-partner access functionality* is available on the tool. This will be centrally managed by the Global Partners v-team.
- The multi-partner access functionality allows a user to access multiple locations within their Partner organization utilizing just 1 login.
- As a prep work, Partners can start creating their AAD logins so when the time comes, we are ready to set them up on PCSC.
- Until then, global partner should carry on using PSX.
- List of 14 Global partners: **Atea, Avanade, Campana & Schott, Comparex, Comsoft Direct/Bechtel, Crayon, CDW, Dell, Dimension Data, HP, Infracore, Insight, Softline, SoftwareOne.**

Email 1 – Already Received from your PSE on Partner Center Sales Connect migration



Western Europe
21 Nov

Setup your
Azure Active
Directory

Familiarize
yourself with
User Guide

Start using
Connect email
– Nov 21st



Dear Microsoft Partner,

Migration from Partner Sales Exchange (PSX) to Partner Center Sales Connect (aka Connect) for SAM and Enterprise Incentive Partners is ready to begin. This email will outline the details you'll need to know to make a successful transition to Connect. All key incentive features in Connect will be enabled during November. The migration to Connect will be done region by region though the month of November.

In Western Europe, LSP Partners will migrate to Connect the week(s) of the 21st of November 2017, starting Monday the 21st of November.

Next Steps:

Getting Started Guide:

- Review the Getting Started Guide and ensure your company's Azure Active Directory (AAD) account is setup – <https://support.microsoft.com/en-us/kb/3185942>
- The email address that is receiving this communication will be your login email in Connect, please ensure it is added to your AAD account.

User Guide: Familiarize yourself with the attached Step-by-Step User Guide. You'll find details on how to use the new tool as well as links to support. Future updates to the Guide will be posted to the *resource.zip* file on the MPN Enterprise and SAM pages

Attend Western Europe readiness session on Thursday the 17th of November from 17:00-18:30 CET where we will cover new EA JS process and Connect onboarding. Please register at least 1 hour before the session starts here <https://www.microsoftevents.com/profile/form/index.cfm?PKformID=0x9070046b22>.

Connect Enabled Email: Watch for an email from Microsoft during the week of the 21st of November for migration which will indicate that your company has been enabled in Connect. This will be your confirmation that you should use Connect going forward.

If you have any questions on the Connect onboarding, please send them to your regular support team at erebates@microsoft.com.

This is a significant step toward our goal to improve and simplify our tools and processes, and I wanted to thank you for joining us on this exciting journey. I look forward to hearing your feedback.

Sincerely,

Email 2 – Will be sent in coming days to confirm “Your Connect ready”

AAD – if you’ve not already completed it

Have the User Guide handy

Start using Connect

Need Help?

1. Search User Guide
2. Submit a ticket

Microsoft Sales Experience

Partner Center Sales Connect

Incentive features in Connect are available today!

Following my recent communication, I am delighted to confirm that you are now set up in Partner Center Sales Connect (Connect). Your PSX data has been migrated and we will now use Connect all Incentive functions you previously did in PSX.

Action required - what you need to do now!

1. Review Getting Started Guide

<https://support.microsoft.com/en-us/kb/3185942>

2. Review the Step-by-Step User Guide

The current version is attached. Please refer to resources.zip file on the MPN Enterprise and SAM pages for future updates to the guide.

3. Get started today!

[Click to access and start using Connect](#)

As appropriate, add additional users to Connect (see User Management section of User Guide)

4. Attend Office Hours

Include AREA Office hour arrangements

If you have any technical issues, please email the **add regional support alias** for assistance.

This is a significant step toward our goal to improve and simplify the incentive program, and I wanted to thank you for joining us on this exciting journey. I look forward to hearing your feedback.

Name
Microsoft

In this module

- ➔ Overview – *slide 5*
- ➔ Getting started – *slide 10*
- ➔ User management and general settings – *slide 20*
- ➔ Create individual deals – *slide 30*
- ➔ Register individual deals – *slide 41*
- ➔ Edit or close individual deals – *slide 46*
- ➔ Accept or decline a deal – *slide 50*
- ➔ Upload multiple deals using Bulk Import – *slide 54*
- ➔ Support and resources – *slide 67*



What you'll find
in the User Guide

Onboard to Connect

Start Connect and Log in



<https://partnersales.microsoft.com>

partnersales.microsoft.com
Work or school, or personal Microsoft account

Email or phone

Password

Sign in Back

partnersales.microsoft.com
App publisher website: partnercosellnode1.azurewebsites.net

partnersales.microsoft.com needs permission to:

- Sign you in and read your profile

You're signed in as:

Show details

Accept Cancel

1

2

3

1. Start your browser of choice and go to Connect (link opposite).

2. Depending on your browser configuration, Connect will automatically use your current credentials (email address and password). Otherwise, you will be prompted to enter the email address and password you use at your company (not your personal Microsoft account).

3. If sign in is successful, Connect will request your permissions to read your profile. Click **Accept**. You are taken to Connect dashboard.

NOTES:

If sign in and accept is successful, skip to slide 17.

If point 2 or 3 above is not successful, see next slide for troubleshooting messages.

Support

If support is needed please contact your regional alias:

EOC- erebates@microsoft.com

North America - ciquest@microsoft.com

Latin America - msreb@microsoft.com

Asia Pacific including Japan and Greater China -
apocchi@microsoft.com



Questions ?



Thank you



EU_EFTA Enterprise Incentives “estimation” tool

Disclaimer: This tool is intended for illustrative purposes only and should not be considered or relied upon as a reflection of actual or potential incentives realized, in whole or in part, as the result of deployment of Microsoft products and technologies.

Input form

Input Form

Is SCE? **Is Public** **Country**

New/Renew New Renew

Desktop Count

Committed Revenue

Partner Fiscal Year Start Month **Agreement start month**

EA Revenue

	Year1	Year2	Year3
Initial	<input type="text"/>	<input type="text"/>	<input type="text"/>
True-up	<input type="text"/> Oct-16	<input type="text"/> Oct-17	<input type="text"/> Oct-18
True-up on-time	<input type="button" value="Yes"/>	<input type="button" value="Yes"/>	<input type="button" value="Yes"/>
Additional Product	<input type="text"/> Oct-16	<input type="text"/> Oct-17	<input type="text"/> Oct-18
EAS Upsell	<input type="text"/>	<input type="text"/> Oct-17	<input type="text"/> Oct-18
Recurring	<input type="text"/>	<input type="text"/>	<input type="text"/>

Global Accelerators-Eligible Revenue

CASA EES	\$ <input type="text"/>	MPSA OLS	\$ <input type="text"/>
MPSA Annuity Products	\$ <input type="text"/>		

Local Accelerators Eligible Revenue

Azure (EA & MPSA)	\$ <input type="text"/>
O365 E5 (EA & MPSA)	\$ <input type="text"/>

**Updated version
for FY17Q2-Q3**

Partners can find this estimation tool at aka.ms/partnerincentives or [here](#).

Internal teams can find it in the WPG Field portal->Partner Incentives -> Enterprise.

EU_EFTA Enterprise Incentives "estimation" tool

Scenario of: New level A2 EA signed for 250,000\$ and 75,000\$ of E5.

Updated version
for FY17Q2-Q3

This tool provides you with an illustration of potential earnings during the 3 years of the duration of the EA and also with a monthly view of payments.

Input Form

Is SCE? Is Public Country

New/Renew New Renew

Desktop Count Program Offering Level-A1

Committed Revenue

Did you call?

of deployment of Microsoft products and technologies. This tool is for internal use only.

Enterprise Incentive by Partner Fiscal Year	Rate	Year 1		Year 2		Year 3		Year 4		Total	
		Incentive	Incentive %	Incentive	Incentive %	Incentive	Incentive %	Incentive	Incentive %	Incentive	Incentive %
Incentive		15,792		1,042		1,042		1,042		17,875	
Sell	15,000%	12,500	79.16%	-	0,00%	-	0,00%	-	0,00%	12,500	69,91%
Account Services	1,250%	1,042	6,60%	1,042	100,00%	1,042	100,00%	-	0,00%	3,125	17,48%
On-Time Renewal	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%	-	0,00%
On-Time True-Up	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%	-	0,00%
Additional Products	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%	-	0,00%
Accelerators (Global)											
CASA EES	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%	-	0,00%
MPSA Annuity Products	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%	-	0,00%
MPSA OLS	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%	-	0,00%
EAS Upset	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%	-	0,00%
Accelerators (Local)											
Azure (EA & MPSA)	3,000%	2,250	14,25%	-	0,00%	-	0,00%	-	0,00%	2,250	12,59%
0365 E5 (EA & MPSA)	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%	-	0,00%
-	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%	-	0,00%
-	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%	-	0,00%
-	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%	-	0,00%
-	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%	-	0,00%

Disclaimer: This tool is intended for illustrative purposes only and should not be considered or relied upon as a reflection of actual or potential incentives realized, in whole or in part, as the result of deployment of Microsoft products and technologies.

of deployment of Microsoft products and technologies.

Enterprise Incentive by Agreement Year	Rate	Year 1		Year 2		Year 3		Total	
Incentive	% of EA Revenue	Incentive	Incentive %	Incentive	Incentive %	Incentive	Incentive %	Incentive	Incentive %
Incentive		15,792	18,95%	1,042	1,25%	1,042	1,25%	17,875	7,15%
Sell	15,000%	12,500	79.16%	-	0,00%	-	0,00%	12,500	69,91%
Account Services	1,250%	1,042	6,60%	1,042	100,00%	1,042	100,00%	3,125	17,48%
On-Time Renewal	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%
On-Time True-Up	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%
Additional Products	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%
Accelerators (Global)									
CASA EES	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%
MPSA Annuity Products	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%
MPSA OLS	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%
EAS Upset	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%
Accelerators (Local)									
Azure (EA & MPSA)	3,000%	2,250	14,25%	-	0,00%	-	0,00%	2,250	12,59%
0365 E5 (EA & MPSA)	-	-	0,00%	-	0,00%	-	0,00%	-	0,00%

Instructions Output

Azure Customer Promotion

Azure Consumption Credit New Customers

New customer offer to earn up to a 25% monetary commitment credit, equal to first 3 months consumption up to 25% of their. Available Nov 1st, 2016 through June 30th 2017

Promo Details:

- Minimum commitment of \$25k (21 CPS Units)
- Credit granted within 1 month after the first 3 months of their MC term; expires at anniversary
- **New customer** defined as customer with no previous EA level commitment or consumption
- Commitment purchase must be made against the Promotional Commitment SKU MQ9-00001 (Commercial) MQ9-00003 (Government)

Example:

- Customer commits \$25k through MC, now eligible for credit up to \$6,250 (25% of commitment)
- Customer consumes \$7k of Azure in first 3 months
- Customer receives \$6,250k credit

New Azure customers receive first 3 months of usage free through the Azure Consumption Credit Offer

Azure New Customer Consumption Promotion

Owner	Category	Type	Start	End
Reid Scrivener	Global Price Promotion	Off-pricelist lead status promo SKU	November 1, 2016	June 30, 2017
Promotion Summary	Effective November 1 st 2016 to June 30 th 2017, a new customer who purchases at least twenty one (21) Azure Monetary Commitment units will be eligible to receive a one-time Azure Monetary Commitment credit equal to up to 25% of the Azure Monetary Commitment. First 3 months of usage given back in the form of credit to use that year on Azure.			

Design	Customers & Segments	<ul style="list-style-type: none"> Commercial Government Academic
	Products	<ul style="list-style-type: none"> Azure
	Licensing Programs	<ul style="list-style-type: none"> Enterprise 6-Corporate Enterprise 6-Government Enterprise 6-Local Government Enterprise Subscription-Corporate Enterprise Subscription-Government Enterprise Subscription-Local Government Server and Cloud Enrollment-Corporate Server and Cloud Enrollment-Government Server and Cloud Enrollment-Local Government Academic - Campus
	Customer Eligibility	<ul style="list-style-type: none"> No previous commitment/consumption of Azure at EA level
	Purchase Type	<ul style="list-style-type: none"> New agreement, Renewal agreement add-on
	Discount	<ul style="list-style-type: none"> Customer qualifies for first 3 months free up to 25% of initial monetary commitment depending on usage during those first 3 months.

Execution Details	End Customer Value Prop	<ul style="list-style-type: none"> First 3 months of usage given back in the form of credit to use that year on Azure
	Partner Value Prop	<ul style="list-style-type: none"> Drive new customer commitments at minimum entry threshold to drive more revenue
	BOMs	<ul style="list-style-type: none"> Link
	External Ready	<ul style="list-style-type: none"> N/A
	Promo SKUs	<ul style="list-style-type: none"> MQ9-00001 AzureEAPromo ShrdSvr ALNG SubsVL MVL Commit MC Commit MQ9-00003 AzureEAPromo ShrdSvr ALNG SubsVL MVL Commit MC CommitG
	How it works?	<ul style="list-style-type: none"> This is a Lead Status promotion: It will not be available publicly for partners to transact

FY17H1 Key resources - Program guide



New Guide available on 15th Dec 2016

Microsoft Partner Incentives

Enterprise Incentive Guide
October 1, 2016 - September 30, 2017

Microsoft
Partner Network

Enterprise Incentive Guide

Overview of FY17 Enterprise Incentives Guide – Defines eligibility requirements, rates, eligible revenue, payment policies.

It will be **valid through December 31, 2016**, at which point an updated version of the guide with updated content on Enterprise Advantage (EA) on MPSA, revised Joint Sell process including the new Customer Acknowledgment policy and Partner Sales Center Connect tool, will be published



Microsoft Partner Incentives

Enterprise | Incentive Guide
Addendum A
October 1, 2016 - September 30, 2017

Microsoft
Partner Network

Enterprise Incentives Addendums

Addendum A- Public Sector country eligibility
Addendum B- MPSA OLS P-FAMs
Addendum C- Cloud and Strategic Local Accelerators PFAMs

Key locations:

aka.ms/partnerincentives: Info and guides for all Partner Incentives programs and
microsoftreadiness.com (or Readiness App) for an in-depth training for many incentives programs.

The image is a screenshot of a web-based 'Input Form' for the Enterprise Incentives Calculator. The form is titled 'Input Form' and has a close button (X) in the top right corner. It contains several sections of input fields:

- Is SCE?** (No), **Is Public** (No), **Country** (EU/EFTA)
- New/Renew** (New, Renew)
- Desktop Count** (input field)
- Committed Revenue** (input field)
- Partner Fiscal Year Start Month** (Jan), **Agreement start month** (Oct-16)
- EA Revenue** table with columns for Year1, Year2, and Year3. Rows include: Initial, True-up (Oct-16, Oct-17, Oct-18), True-up on-time (Yes), Additional Product (Oct-16, Oct-17, Oct-18), EAS Upsell (Oct-17, Oct-18), and Recurring.
- Global Accelerators-Eligible Revenue** table with rows for CASA EES, MPSA Annuity Products, and MPSA OLS.
- Local Accelerators Eligible Revenue** table with rows for Azure (EA & MPSA) and O365 ES (EA & MPSA).

Enterprise Incentives Calculator

This tool is intended for illustrative purposes only and should not be considered or relied upon as a reflection of actual or potential incentives realized, in whole or in part, as the result of deployment of Microsoft products and technologies.

Microsoft Bank and Tax data submission

Partners must provide bank and tax profile information to Microsoft due to new requirements that Microsoft issue all incentive payments directly. Failure to submit will cause Microsoft to be unable to continue to issue incentive payments. Programs affected and their deadlines are as follows:

Program Name*	Deadline (2016)
Online Service Advisor	March 31
Azure	August 31

Online Service Advisor (Usage/Sell) Training and Support resources

On-demand readiness materials are available to support you in submitting banking and tax information, on the MPN Online Service incentives webpage. To access the partner training follow these steps:

1. Go to the Online Service incentives programs (mspartner.microsoft.com/en/us/Pages/Membership/Premium/cloud-incentives.aspx#welcome)** page in MPN.
2. Select "Know, plan, and execute" on the left of the page.
3. Click on "Setting up payment".
4. Open the "Entering/Changing Banking and Tax information" module.

After completing the training, go to MPN (mspartner.microsoft.com/)** and follow the steps listed above to submit your bank and tax details.

***Please copy and paste the text within brackets into your browser to be taken to the webpage*

To get started in:

MPN

- Go to MPN (mspartner.microsoft.com/) and ensure you are logged in.
- Click on the "Partner Network" drop-down button on the top left of the page.
- Select "Membership" from the drop-down menu.
- Click "Manage my membership".
- Under the "Manage my account" section, click the "Partner Membership Center" link.
- Locate the "Additional Programs" section and click the "Microsoft Online Services Partner Agreement" link.
- Find "Step 3- Provide Tax and Banking Information" and click the link.

CHIP (Azur e only)

- Visit the CHIP Landing Page (channelincentives.microsoft.com/CHIPUI/LandingPage.mvc/Home)
- Select the appropriate program
- Select "Manage Company Profile" in the menu on the right side of the page
- Select the "New Payment Profile" tab, if visible. If you do not see a "New Payment Profile" tab please select the "Payment Profile" tab. Once the appropriate tab is selected, click "Manage Bank Profile" to be redirected to the Banking and Tax Management

MPN Contact Support Portal



Partner Network

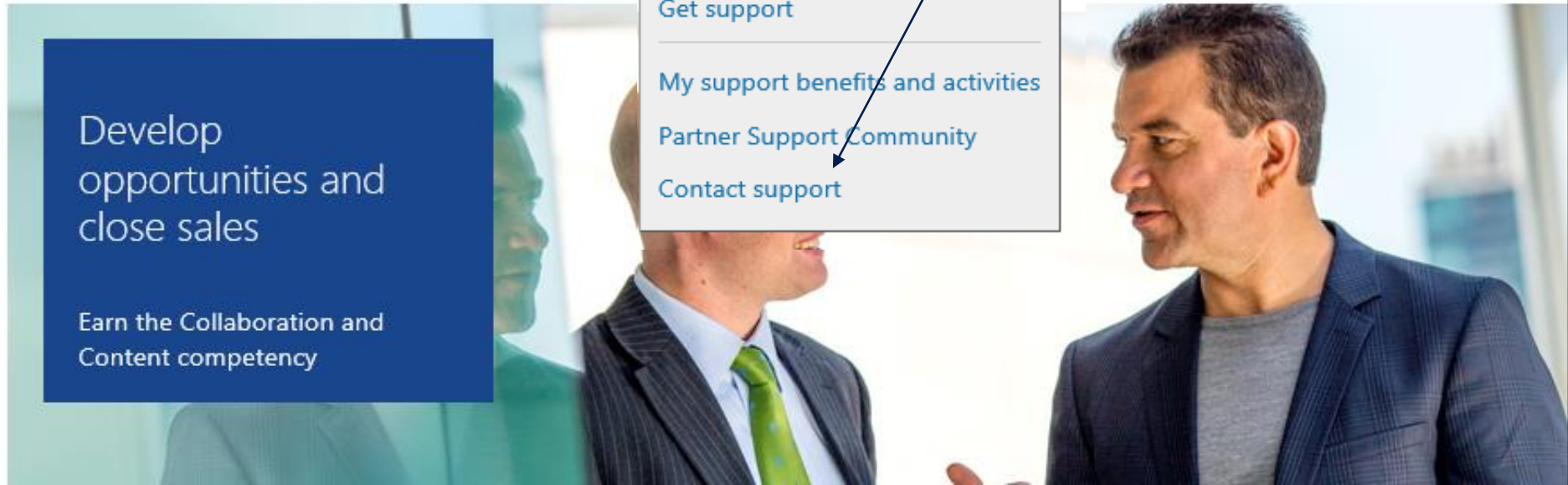
Membership Downloads Solutions Licensing **Support** Training Sales and Marketing Community

Select the 'Support' option at the top of the page
From the drop down menu, select 'Contact Support'

- Get support
- My support benefits and activities
- Partner Support Community
- Contact support

Develop opportunities and close sales

Earn the Collaboration and Content competency



Readiness App User Management – Getting Started

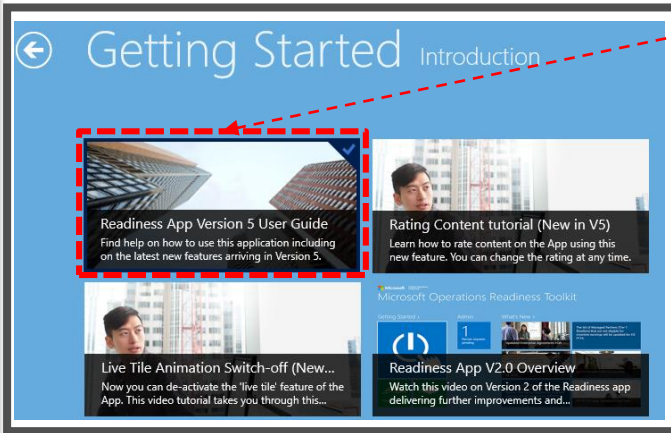
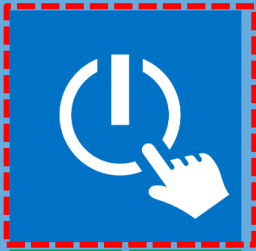


Microsoft
Readiness App

Find help on how to use this application including on the latest new features arriving in Version 5.

Microsoft
Readiness App

Getting Started >



[Readiness App Version 5 User Guide](#)

Also look at the Getting Started area for video tutorials, downloads user guides and additional information for both users and administrators

If you don't have the app you can download it:

Windows 8.1 [here](#)

Windows XP/Vista/7/8 [here](#)