How to use the Microsoft Commerce Incentives policy guide

A dynamic navigation pane is included on each page of this guide. Readers can click on each section or subsection to quickly jump to the relevant content they would like to view.

Navigates back one page

Sections pane: Details earning opportunity by solution area or individual incentive. Also includes Terms and Conditions relevant to all earning opportunities included in this guide

Navigates forward one page

< | Introduction | Modern Work Incentives | Security Incentives | Azure Incentives | Business Applications Incentives | Engagement List | Terms and Conditions | Support and Resources | >

How to use this guide | Our Incentives Journey | Customer Purchasing Motions | Microsoft Commerce Incentives Structure

Subsections pane: Click down detailed information regarding specific content included in each section. Split by incentive opportunity

Introduction
Redirects to guide introduction

Modern Work incentives
Links to a summary slide of the Modern Work solution area

Security incentives
Links to a summary slide of the Security solution area

Azure incentives
Links to a summary slide of the Azure solution area

Business Applications incentives
Links to a summary slide of the Business Applications solution area

Engagement list
Navigates to the list of engagements contained in this guide

Terms and Conditions
Redirects to common terms for incentives included in this guide

Support & Resources
Redirects to additional information and support guidance

Looking for incentives exclusive to CSP authorized partners?

Click here!

This guide provides materials on the incentives hosted on Partner Center and their associated engagements. Partners leverage this guide to fully understand incentive terms including incentive enrollment, earning opportunity, eligibility, and incentive calculation details. The information contained within this guide is Microsoft Confidential Information and may be subject to change. Any change or modification to the information contained within this guide will have prospective effect only.

Incentives Included

Activity and advisory based incentives:
- Azure Accelerate
- Copilot + Power Accelerate
- Security engagements
- Business Applications Partner Activities
- Biz Apps Presales Advisor

Transaction-based incentives:
- CSP incentives for all solution areas

Usage-based incentives:
- Security usage

For more information on incentive opportunities not included in this guide, visit the incentives page on the Microsoft partner website

Summary of policy guide changes – effective 7/1/2025

Change Type	Change Description	Section	Page Number
Consolidated and updated terms and conditions	• Consolidated the general terms and conditions that govern all investments in this guide into a central document: https://aka.ms/PartnerInvestmentsTerms	Terms and Conditions	3
FY26 Refresh	• Refreshed all activity-based engagements for the FY26 investment term	All Activities	15-40, 61-101, 126-135
Removed Redundancies	• Converted the terms and conditions section of this document to "Additional Terms and Glossary" to reduce redundancies covered by the Partner Investments General Terms and Conditions document: https://aka.ms/PartnerInvestmentsTerms	Additional Terms and Glossary	143-153
(Updated 7/24) Revised engagements	• Updated CSP incentives engagements to reflect FY26 construct, effective July 1, 2025	Modern Work and Security CSP, Azure CSP, D365 CSP	41-51, 106-115, 143-153, 158-159
(Updated 7/24) Corrected typos	• Corrected typos using old FY25 incentive names such as Azure Migrate and Modernize and Azure Innovate	Azure Accelerate and Glossary	1, 169, 170, 173
(Updated 7/24) Corrected typos	• Corrected typo for MCEM lifecycle stage for Cloud Accelerate Factory offers	Azure Accelerate	11
(Updated 7/24) Corrected typos	• Corrected typo in project size definition statement footnote: The project sizes are the planned Azure consumption in year 1 measured from project completion	Azure Accelerate	65-82
(Updated 7/24) Corrected typos	• Corrected typo in customer eligibility: majors are not eligible for these engagements	Azure Accelerate	77-82
(Updated 7/24) Corrected typos	• Corrected typo in engagement name	Azure Accelerate	89
(Updated 7/24) Added link	• Added link to more information regarding required POE for Azure Accelerate	Azure Accelerate	95
(Updated 7/24) Added link	• Added link to more information regarding Security Partner Performance Measurements	Security	39
(Updated 7/24) Corrected typos	• Corrected typo that Modern Work activities and Business Applications workshops earnings caps are applied at the PartnerOne level	Modern Work Activities, Business Applications Activities	23, 142

Incentive participation disclaimer

By participating in Microsoft commercial incentives made available through the Partner Center, the partner agrees to all rules, terms, and policies contained within the Microsoft AI Cloud Partner Program Agreement, incorporated here by reference, the General Partner Investment Terms and Conditions that govern all partner investments and incentives, any amendments or any subsequent applicable mutually executed partner agreement, this incentive policy guide and applicable Engagement Terms.

The information contained within this guide is Microsoft Confidential – MAICPP Partner Use Only, not for public redistribution, and may be subject to change. Any change or modification to the information contained within this guide will have prospective effect only.

This guide, effective as of July 1, 2025, replaces and supersedes all prior incentive guides and any related communications.

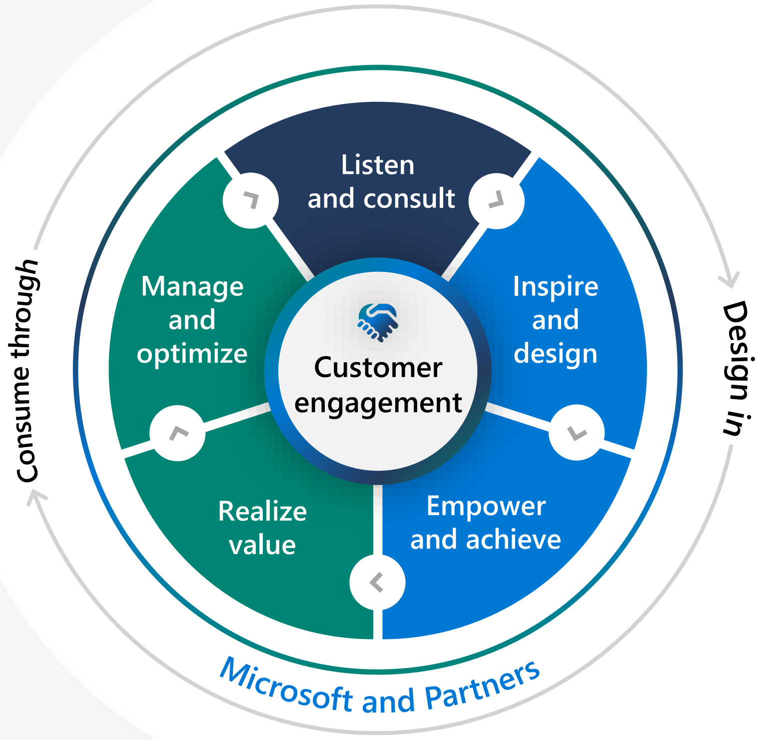
In the event of a conflict between this guide and the terms of the partner's Microsoft AI Cloud Partner Program Agreement, that partner's Microsoft AI Cloud Partner Program Agreement will govern. Except as otherwise set forth in this guide, terms defined in the Microsoft AI Cloud Partner Program Agreement will have the same meanings when used in this guide.

Microsoft incentives and investments

Microsoft's mission is to empower every person and every organization on the planet to achieve more. We believe partners are essential in realizing this mission and collaborate with our partner ecosystem to accelerate global digital transformation.

Microsoft's partner incentives are designed to reward partners for participating in our ecosystem and meet customer needs through value-added services. Customer needs often extend beyond the transaction, so we offer partner incentives and investments across each stage of the customer journey.

Stage 1	Listen and Consult
Stage 2	Inspire and Design
Stage 3	Empower and Achieve
Stage 4	Realize Value
Stage 5	Manage and Optimize



Our incentives and investments journey

We are committed to transforming the go-to-market experience to better serve partners and our joint customers, while also making it easier for partners to collaborate with Microsoft and leverage the incentives that are right for them. This multi-stage, multi-year journey towards simplification helps partners maximize their earning opportunities and create new value for customers.

2019-2020

Launch of Microsoft Commerce Incentives (MCI) to provide a single destination for partners providing Azure managed and value-add services to our customers for both New Commerce CSP, Microsoft Customer Agreement-Enterprise purchasing motions

2021-Feb 2022

Released new incentive and investment offers within Microsoft Commerce Incentives supported with an enhanced Partner Center experience providing partners with a single destination to manage their engagement opportunities and incentives

2022

Continued release of new and refreshed earning opportunities in MCI:

- Activity-based incentives
- Global incentives renewal (Oct 2022)

February 2023

Launch of new CPOR claiming experience in MCI for Business Applications and Modern Work & Security Usage earning opportunities

October 2023

Migration of Modern Work & Security Usage, Biz Apps Presales Advisor Engagements, and Partner activities into MCI

Future

Additional enhancement, expansion, and migration of new and existing incentive opportunities into MCI

Three purchasing motions through a connected platform

New Commerce CSP

Small corporate and SMB customers

Typical customer traits:

- Small corporate and small and medium business (SMB).
- Fewer roles making purchasing decisions.
- Low or no IT; greater need for partner expertise and services.
- No unique licensing needs beyond price negotiation.

How they usually buy:

From a partner in the Cloud Solution Provider (CSP) program

Microsoft Customer Agreement-Enterprise

Enterprise and large corporate customers

Typical customer traits:

- Complex organizations – usually multi-national, multi-affiliate, and multi-tenant.
- Executives, IT Decision Makers (ITDMs), Business Decision Makers (BDMs) make purchasing decisions.
- Strong central IT & procurement practices.
- Complex licensing needs that require a high level of Microsoft engagement.

How they usually buy:

From a Microsoft account team

Buy online

Individual and ad-hoc departmental customers

Typical customer traits:

- Individual or departmental purchases by customers in any segment.
- Individual or BDM knows what they need to buy and can self-serve online.
- IT managed centrally or by partner.
- No unique licensing needs.

How they usually buy:

Online

Purchasing motions are aligned to support different customer needs and expectations. **Customers will always retain the choice** on how they buy

For more information: Visit our [customer purchasing motions overview blog post]()

Enrollment in Microsoft Commerce Incentives

Partners must enroll in Microsoft Commerce Incentives to begin earning incentives when driving customer outcomes.

For more information on enrolling, visit the Microsoft partner website

Visit our helpful Getting Started webpage for more information on available incentives resources

Microsoft Commerce Incentives

Engagement
Azure CSP motion incentive

- **Lever**
  Azure core incentives
- **Lever**
  Azure reservation incentives

Engagement
M365 new commerce CSP – Indirect reseller

- **Lever**
  Core – Modern Work & Security billed revenue – Indirect reseller

Engagement
Modern Work – Teams Phone Pilot

- **Lever**
  Modern Work – Teams Phone Pilot

Partner enrolls in a single incentive and receives access to earning opportunities based on eligibility

Engagements are unique earning opportunities organized by solution area with specific partner eligibility requirements and/or customer requirements

Levers are the specific earning mechanisms inside the engagement

Some engagements only have a single lever/payout mechanism

Microsoft

Incentive Opportunities by Solution Area

Modern Work incentives

Modern Work incentives are designed to enable partners to earn incentives when engaging with customers to transform their productivity and workplace. These engagements span across the customer lifecycle: from presales activities to transaction-based incentives, to customer consumption.

	New Commerce CSP*					Microsoft Customer Agreement-Enterprise					Buy Online				
	Small corporate and SMB customers					Enterprise and large corporate customers					Individual and ad-hoc departmental customers				
Engagements	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize
Microsoft 365 new commerce CSP incentive – CSP Indirect Reseller			◆												
Microsoft 365 legacy CSP incentive – CSP Indirect Reseller*			◆												
Microsoft 365 customer add new commerce CSP incentive – CSP Indirect Reseller			◆												
Microsoft 365 new commerce CSP incentive – CSP Direct Bill			◆												
Microsoft 365 legacy CSP incentive – CSP Direct Bill*			◆												
Microsoft 365 customer add new commerce CSP incentive – CSP Direct Bill			◆												
Cloud Endpoints Envisioning & PoC		◆					◆					◆			
Copilot+Power Deployment Accelerator				◆					◆					◆	
Copilot+Power Envisioning & PoC		◆					◆					◆			
CSP Deployment Accelerator for ME3/ME5				◆					◆					◆	
Secure Productivity Envisioning & PoC		◆					◆					◆			

*Legacy CSP engagements do not apply to offers included in new commerce CSP, therefore legacy CSP offers without a new commerce equivalent and/or migration path will remain eligible for legacy CSP incentives until the offer is retired or available in new commerce.
For additional information on partner earning opportunities across Microsoft's partner incentives portfolio, view the Modern Work solution area narrative on the Microsoft partner website

Security incentives

Security incentives provide partners with earning opportunities as they encourage customer adoption of security workloads and products. These incentives benefit partners who drive seat acquisition, transact customer purchases, and provide value-added services across the customer lifecycle.

	New Commerce CSP*					Microsoft Customer Agreement-Enterprise					Buy Online				
	Small corporate and SMB customers					Enterprise and large corporate customers					Individual and ad-hoc departmental customers				
Engagements	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize
Microsoft 365 new commerce CSP incentive – CSP Indirect Reseller			◆												
Microsoft 365 legacy CSP incentive – CSP Indirect Reseller*			◆												
Microsoft 365 customer add new commerce CSP incentive – CSP Indirect Reseller			◆												
Microsoft 365 new commerce CSP incentive – CSP Direct Bill			◆												
Microsoft 365 legacy CSP incentive – CSP Direct Bill*			◆												
Microsoft 365 customer add new commerce CSP incentive – CSP Direct Bill			◆												
Threat Protection Immersion Briefings		◆					◆					◆			
Data Security Immersion Briefings		◆					◆					◆			
Threat Protection Envisioning Workshop		◆					◆					◆			
Modern SecOps Envisioning Workshop		◆					◆					◆			
Data Security Envisioning Workshop		◆					◆					◆			
CSP Deployment Accelerator for Mini Suites				◆					◆					◆	
Microsoft Sentinel Migrate and Modernize				◆					◆					◆	
CSP Deployment Accelerator for ME3/ME5				◆					◆					◆	
Security Usage incentive					◆					◆					◆

*Legacy CSP engagements do not apply to offers included in new commerce CSP, therefore legacy CSP offers without a new commerce equivalent and/or migration path will remain eligible for legacy CSP incentives until the offer is retired or available in new commerce.
For additional information on partner earning opportunities across Microsoft's partner incentives portfolio, view the Modern Work solution area narrative on the Microsoft partner website

Azure Incentives

Azure incentives includes multiple ways for partners to earn incentives on customer Azure consumption for the influence and value-add services they provide in the customer's Azure environment. These incentive opportunities vary according to how a partner is associated to the customer's Azure environment and the channel the customer decides to transact through with Microsoft.

	New Commerce CSP* Small corporate and SMB customers					Microsoft Customer Agreement-Enterprise Enterprise and large corporate customers					Buy Online Individual and ad-hoc departmental customers				
Engagements	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize
Azure CSP motion incentive				◆											
Hosting incentive			◆					◆							
Azure Accelerate Partner Nominated: Core Migrate & Modernize Pre-Sales (Assessment and POV)		◆					◆					◆			
Azure Accelerate Partner Nominated: Core Migrate & Modernize				◆					◆					◆	
Azure Accelerate Partner Nominated: Core Migrate & Modernize with MDC				◆					◆					◆	
Azure Accelerate Partner Nominated: Migrate and Modernize VMware				◆					◆					◆	
Azure Accelerate Partner Nominated: Virtual Desktop Infrastructure Migration				◆					◆					◆	
Azure Accelerate Partner Nominated: SAP Migration Pre-Sales (Assessment and POV)		◆					◆					◆			
Azure Accelerate Partner Nominated: SAP Migration				◆					◆					◆	
Azure Accelerate Partner Nominated: Data Platform Pre-Sales (Assessment and POV)		◆					◆					◆			
Azure Accelerate Partner Nominated: Data Platform				◆					◆					◆	
Azure Accelerate Partner Nominated: AI Apps, Agents and Developer Pre-Sales (Assessment and POV)		◆					◆					◆			
Azure Accelerate Partner Nominated: AI Apps, Agents and Developer				◆					◆					◆	
Azure Accelerate Partner Nominated: Core Migrate and Modernize (SMB)				◆					◆					◆	
Azure Accelerate Partner Nominated: Core Migrate and Modernize with MDC (SMB)				◆					◆					◆	
Azure Accelerate Partner Nominated: Migrate and Modernize VMware (SMB)				◆					◆					◆	
Azure Accelerate Partner Nominated: Virtual Desktop Infrastructure Migration (SMB)				◆					◆					◆	
Azure Accelerate Partner Nominated: Data Platform (SMB)				◆					◆					◆	
Azure Accelerate Partner Nominated: AI Apps, Agents and Developer (SMB)				◆					◆					◆	
Azure Accelerate Partner Nominated: Cloud Accelerate Factory Infrastructure Migration			◆					◆					◆		
Azure Accelerate Partner Nominated: Cloud Accelerate Factory Azure VMware Solution (AVS) Migration			◆					◆					◆		
Azure Accelerate Partner Nominated: Cloud Accelerate Factory Virtual Desktop Migration to Azure			◆					◆					◆		
Azure Accelerate Partner Nominated: Cloud Accelerate Factory App & Database Migration			◆					◆					◆		
Azure Accelerate Partner Nominated: Cloud Accelerate Factory Analytics			◆					◆					◆		
Azure Accelerate Partner Nominated: Cloud Accelerate Factory Secure Azure Cloud			◆					◆					◆		
Azure Accelerate Partner Nominated: Cloud Accelerate Factory Core Migrate & Modernize				◆					◆					◆	
ISV Success Advanced: Build & Publish			◆					◆					◆		
ISV Marketplace Rewards Advanced: Migration Assessment and POV			◆					◆					◆		
ISV Marketplace Rewards Advanced: Customer Migrate & Modernize			◆					◆					◆		
Azure Accelerate Partner Nominated: ISV Customer Migrate & Modernize Assessment and POV			◆					◆					◆		
Azure Accelerate Partner Nominated: ISV Customer Migrate & Modernize			◆					◆					◆		

Business Applications incentives

Business Applications incentives provide partners with earning opportunities as they influence customer decisions and drive customer usage of Microsoft Dynamics 365 and Power Platform. These incentives benefit partners who drive seat acquisition, transact customer purchases, and provide value-added services to encourage consumption.

		New Commerce CSP*					Microsoft Customer Agreement-Enterprise					Buy Online				
		Small corporate and SMB customers					Enterprise and large corporate customers					Individual and ad-hoc departmental customers				
Engagements		Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize
Biz Apps Presales Advisor incentives (prev. OSA)							◆	◆	◆							
Dynamics 365 new commerce CSP incentive – CSP Indirect Reseller				◆												
Dynamics 365 legacy CSP incentive – CSP Indirect Reseller*				◆												
Dynamics 365 customer add new commerce CSP incentive – CSP Indirect Reseller				◆												
Dynamics 365 new commerce CSP incentive – CSP Direct Bill				◆												
Dynamics 365 legacy CSP incentive – CSP Direct Bill*				◆												
Dynamics 365 customer add new commerce CSP incentive – CSP Direct Bill				◆												
Pre-sales Funded Engagements	ERP Envisioning Workshop		◆					◆								
	CRM Envisioning Workshop		◆					◆								
	Business Central Immersion Briefing		◆					◆								

*Legacy CSP engagements do not apply to offers included in new commerce CSP, therefore legacy CSP offers without a new commerce equivalent and/or migration path will remain eligible for legacy CSP incentives until the offer is retired or available in new commerce.
For additional information on partner earning opportunities across Microsoft's partner incentives portfolio, view the Business Applications solution area narrative on the Microsoft partner website

Incentives for partners with Cloud Solution Provider authorization

Partners with a Cloud Solution Provider authorization deeply engage with customers to drive industry-leading solutions and value-added services. In FY25, these partners have a variety of incentive earning opportunities specifically available to them as indicated below.

	New Commerce CSP*				
Engagements	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize
Microsoft 365 new commerce CSP incentive – CSP Indirect Reseller			◆		
Microsoft 365 legacy CSP incentive – CSP Indirect Reseller*			◆		
Microsoft 365 customer add new commerce CSP incentive – CSP Indirect Reseller			◆		
Microsoft 365 new commerce CSP incentive – CSP Direct Bill			◆		
Microsoft 365 legacy CSP incentive – CSP Direct Bill*			◆		
Microsoft 365 customer add new commerce CSP incentive – CSP Direct Bill			◆		
Azure CSP motion incentive			◆		
Dynamics 365 new commerce CSP incentive – CSP Indirect Reseller			◆		
Dynamics 365 legacy CSP incentive – CSP Indirect Reseller*			◆		
Dynamics 365 customer add new commerce CSP incentive – CSP Indirect Reseller			◆		
Dynamics 365 new commerce CSP incentive – CSP Direct Bill			◆		
Dynamics 365 legacy CSP incentive – CSP Direct Bill*			◆		
Dynamics 365 customer add new commerce CSP incentive – CSP Direct Bill			◆		

Partners with a CSP authorization may earn additional incentives on engagements included throughout this guide, as eligible

*Legacy CSP engagements do not apply to offers included in new commerce CSP, therefore legacy CSP offers without a new commerce equivalent and/or migration path will remain eligible for legacy CSP incentives until the offer is retired or available in new commerce.

Microsoft Commerce Incentives

Investing in a single view listing engagements and activities – Microsoft Commerce Incentives – To create a simplified and consolidated incentive for partners to earn across purchasing motions and stages of the customer life cycle.

Summary of MCI Engagements[1]

Activity-based

- Cloud Endpoints Envisioning & PoC
- Copilot+Power Deployment Accelerator
- Copilot+Power Envisioning & PoC
- CSP Deployment Accelerator for ME3/ME5
- Secure Productivity Envisioning & PoC

- Threat Protection Immersion Briefings
- Data Security Immersion Briefings
- Threat Protection Envisioning Workshop
- Modern SecOps Envisioning Workshop
- Data Security Envisioning Workshop
- CSP Deployment Accelerator for Mini Suites
- Microsoft Sentinel Migrate and Modernize

Azure Accelerate:
- Azure Accelerate Partner Nominated: Core Migrate & Modernize Pre-Sales (Assessment and POV)
- Azure Accelerate Partner Nominated: Core Migrate & Modernize
- Azure Accelerate Partner Nominated: Core Migrate & Modernize with MDC
- Azure Accelerate Partner Nominated: Migrate and Modernize VMware
- Azure Accelerate Partner Nominated: Virtual Desktop Infrastructure Migration
- Azure Accelerate Partner Nominated: SAP Migration Pre-Sales (Assessment and POV)
- Azure Accelerate Partner Nominated: SAP Migration
- Azure Accelerate Partner Nominated: Data Platform Pre-Sales (Assessment and POV)
- Azure Accelerate Partner Nominated: Data Platform
- Azure Accelerate Partner Nominated: AI Apps, Agents and Developer Pre-Sales (Assessment and POV)
- Azure Accelerate Partner Nominated: AI Apps, Agents and Developer
- Azure Accelerate Partner Nominated: Core Migrate and Modernize (SMB)
- Azure Accelerate Partner Nominated: Core Migrate and Modernize with MDC (SMB)

- Azure Accelerate (cont.):
  - Azure Accelerate Partner Nominated: Migrate and Modernize VMware (SMB)
  - Azure Accelerate Partner Nominated: Virtual Desktop Infrastructure Migration (SMB)
  - Azure Accelerate Partner Nominated: Data Platform (SMB)
  - Azure Accelerate Partner Nominated: AI Apps, Agents and Developer (SMB)
  - Azure Accelerate Partner Nominated: Cloud Accelerate Factory Infrastructure Migration
  - Azure Accelerate Partner Nominated: Cloud Accelerate Factory Azure VMware Solution (AVS) Migration
  - Azure Accelerate Partner Nominated: Cloud Accelerate Factory Virtual Desktop Migration to Azure
  - Azure Accelerate Partner Nominated: Cloud Accelerate Factory App & Database Migration
  - Azure Accelerate Partner Nominated: Cloud Accelerate Factory Analytics
  - Azure Accelerate Partner Nominated: Cloud Accelerate Factory Secure Azure Cloud
  - Azure Accelerate Partner Nominated: Core Migrate & Modernize
- ISV Success Advanced:
  - ISV Success Advanced: Build & Publish
  - ISV Marketplace Rewards Advanced: Migration Assessment and POV
  - ISV Marketplace Rewards Advanced: Customer Migrate & Modernize
  - Azure Accelerate Partner Nominated: ISV Customer Migrate & Modernize Assessment and POV
  - Azure Accelerate Partner Nominated: ISV Customer Migrate & Modernize

Transaction-based

- Azure CSP motion incentives
- Hosting incentive
- Microsoft 365 new commerce CSP incentive – CSP Indirect Reseller
- Microsoft 365 legacy CSP incentive – CSP Indirect Reseller
- Microsoft 365 customer add new commerce CSP incentive – CSP Indirect Reseller
- Microsoft 365 new commerce CSP incentive – CSP Direct Bill
- Microsoft 365 legacy CSP incentive – CSP Direct Bill
- Microsoft 365 customer add new commerce CSP incentive – CSP Direct Bill
- Dynamics 365 new commerce CSP incentive – CSP Indirect Reseller
- Dynamics 365 legacy CSP incentive – CSP Indirect Reseller
- Dynamics 365 customer add new commerce CSP incentive – Indirect Reseller
- Dynamics 365 new commerce CSP incentive – CSP Direct Bill
- Dynamics 365 legacy CSP incentive – CSP Direct Bill
- Dynamics 365 customer add new commerce CSP incentive – Direct Bill

Usage-based

- Security Usage incentive

(1) An Engagement is defined as a unique earning opportunity with specific Partner eligibility requirements and in some cases Customer eligibility requirements, aligned to one Solution Area.

Modern Work Activities

Modern Work: Cloud Endpoints Envisioning & PoC

ENGAGEMENT SUMMARY

The Cloud Endpoints Envisioning & PoC is designed for partners to demonstrate value, build customer intent, and accelerate opportunities with customers interested in migrating endpoints to the cloud with Windows 365 and Intune Suite. Approved activities include assessments to identify user personas and guide solution design decision making, solution overview presentations, consultative services, Windows 365 proofs of concept and pilots including environmental preparation, Microsoft Intune Suite proofs of concept and pilots including environmental preparation, business case creation for Windows 365 and Intune Suite, and solution adoption training for IT admins and end-users ahead of purchases. Partners can deliver any variation of approved activities that meet minimum hour thresholds per engagement size.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026, or until program cap is reached.

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualifications
Partners with the Modernize Endpoints Specialization

The following limits are in effect across all engagement sizes:

1. The maximum approved claims per customer tenant are capped at one (1).
2. The maximum concurrent claims per customer tenant are capped at one (1).
3. Nonprofit customers are not eligible.

Measure and Reward

Partners are paid a fixed amount based on engagement size.

Engagement Size	Customer Eligibility	Minimum Hours	Partner Payment: Markets A, B, C	Partner Performance Measure*
Small (S)	≥1000 seats of Windows 11 Enterprise and Intune, AND ≥40% Intune usage	45	Market A: $10,000 Market B: $7,500 Market C: $5,000	Revenue: Windows 365 and Intune Suite
Medium (M)	≥3000 seats of Windows 11 Enterprise and Intune, AND ≥40% Intune usage	85	Market A: $20,000 Market B: $15,000 Market C: $10,000	

*Partner performance measurement will apply to this engagement effective July 1, 2025. Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for partner performance measurement. Please refer to this document for details on Performance thresholds and their application: Modern Work Partner Performance Measurement.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Modern Work: Copilot+Power Deployment Accelerator

ENGAGEMENT SUMMARY

The Copilot+Power Deployment Accelerator is designed for partners to deliver post-sales activities that progress deployment and adoption of Microsoft 365 Copilot, Copilot Chat, Agents, and/or Power Platform solutions. Examples include: technical deployment, implementing security and governance policies and controls, developing agent and/or Power Platform solutions, training users, and driving adoption and change management initiatives. This engagement can be used by partners to achieve multiple outcomes: (1) purchase of new Microsoft 365 Copilot Seats, (2) increased usage of Copilot Chat (free & paid), (3) agent consumption, (4) purchase of new Power Platform licenses.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026, or until program cap is reached.

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualifications
Partners with a Modern Work, Business Application or Data Security specialization; enrolled in Copilot JumpStart and has achieved Ready tier or higher

The following limits are in effect across all engagement sizes:

1. The maximum approved claims per customer tenant are capped at four (4).
2. The maximum concurrent claims per customer tenant are capped at one (1).

Measure and Reward

Partners are paid a fixed amount based on engagement size.

Engagement Size	Customer Eligibility	Minimum Hours	Partner Payment: Markets A, B, C	Partner Performance Measures*
Extra Small (XS)	≥500 purchased Office 365 and Microsoft 365 seats. Includes E3/E5/A3/A5/G3/G5 SKUs.	20	Market A: $5,000 Market B: $3,750 Market C: $2,500	Revenue: Microsoft 365 Copilot, Copilot Studio, Power Platform Usage: Copilot Chat Monthly Active Usage
Small (S)	≥1K purchased Office 365 and Microsoft 365 seats. Includes E3/E5/A3/A5/G3/G5 SKUs.	40	Market A: $10,000 Market B: $7,500 Market C: $5,000	
Medium (M)	≥1.5K purchased Office 365 and Microsoft 365 seats. Includes E3/E5/A3/A5/G3/G5 SKUs.	100	Market A: $25,000 Market B: $18,750 Market C: $12,500	
Large (L)	≥3K purchased Office 365 and Microsoft 365 seats. Includes E3/E5/A3/A5/G3/G5 SKUs.	200	Market A: $50,000 Market B: $37,500 Market C: $25,000	

*Partner performance measurement will apply to this engagement effective July 1, 2025. Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for partner performance measurement. Please refer to this document for details on Performance thresholds and their application: Modern Work Partner Performance Measurement.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Modern Work: Copilot+Power Envisioning & PoC

ENGAGEMENT SUMMARY

The Copilot+Power Envisioning & PoC engagement is designed for partners to deliver pre-sales activities that will progress Microsoft 365 Copilot, Copilot Chat, Agent, and/or Power Platform opportunities. Examples include: conducting a needs analysis, assessing the customer's environment, developing a strategic roadmap for AI transformation, designing a solution blueprint, building a business case, and delivering a Proof of Concept. This engagement can be used by partners to achieve multiple outcomes: (1) purchase of new Microsoft 365 Copilot Seats, (2) increased usage of Copilot Chat (free & paid), (3) agent consumption, (4) purchase of new Power Platform licenses.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026, or until program cap is reached.

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualifications
Partners with a Modern Work, Business Application or Data Security specialization; enrolled in Copilot JumpStart and has achieved Ready tier or higher

The following limits are in effect:
1. The maximum approved claims per customer tenant are capped at four (4).
2. The maximum concurrent claims per customer tenant are capped at one (1).

Measure and Reward

Partners are paid a fixed amount based on engagement size.

Engagement Size	Customer Eligibility	Minimum Hours	Partner Payment: Markets A, B, C	Partner Performance Measure*
Extra Small (XS)	≥500 purchased Office 365and Microsoft 365 seats. Includes E3/E5/A3/A5/G3/G5 SKUs.	20	Market A: $5,000 Market B: $3,750 Market C: $2,500	Revenue: Microsoft 365 Copilot, Copilot Studio, Power Platform Usage: Copilot Chat Monthly Active Usage
Small (S)	≥1,000 purchased Office 365and Microsoft 365 seats. Includes E3/E5/A3/A5/G3/G5 SKUs.	40	Market A: $10,000 Market B: $7,500 Market C: $5,000	
Medium (M)	≥1,500 purchased Office 365and Microsoft 365 seats. Includes E3/E5/A3/A5/G3/G5 SKUs.	100	Market A: $25,000 Market B: $18,750 Market C: $12,500	

*Partner performance measurement will apply to this engagement effective July 1, 2025. Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for partner performance measurement. Please refer to this document for details on Performance thresholds and their application: Modern Work Partner Performance Measurement.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Modern Work: CSP Deployment Accelerator for ME3/ME5

ENGAGEMENT SUMMARY

The CSP Deployment Accelerator for Microsoft 365 ME3/ME5 is a post-sale engagement that has been designed to partners partially offset costs they incur delivering services to deploy and drive adoption of new Microsoft 365 E3 and/or E5 seats purchased on CSP on annual term subscriptions. The engagement is modular, and partners can deliver services related to any of the eligible deployment and adoption activities based on the customer's needs and be paid up to the approved value of the engagement.

The funding provided by Microsoft is intended to be a co-investment to help customers to create a secure productivity foundation, so they are AI ready. This engagement is not expected to cover the cost of all deployment and adoption work required. Partners can also leverage this co-investment early on with eligible customers to help accelerate the sales process.

ENGAGEMENT TERM

July 1, 2025, through June 30, 2026, or until program cap is reached .

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualifications
The partner must have an active Modern Work Specialization OR Microsoft Security Specialization.

Measure and Reward

Partners are paid a fixed amount based on engagement size.

Engagement Size	Customer Eligibility (new seats of M365 E3 and/or E5)	Minimum Hours	Partner Payment by Market type:		
			A	B	C
Small (S)	300 - 499	36	$8,000	$6,000	$4,000
Medium (M)	500 - 999	58	$13,000	$10,000	$6,000
Large (L)	1,000 - 1,499	105	$25,000	$20,000	$12,000
Extra Large (XL)	1,500+	158	$38,000	$30,000	$18,000

Customer Eligibility

For this MCI, "customer" refers to a unique tenant ID. Partners can only initiate a claim for a customer tenant ID with 300 or more AADP (Azure Entra) seats. For the purpose of payment, Customer is eligible if:

- Purchase 300 or more new seats of Microsoft 365 E3 and/or Microsoft 365 E5 to the customer tenant in the same month through CSP.
- "New seats" is defined as net paid seat adds (new seats purchased by the customer) of eligible offers, by either adding new seats on an existing annual or 3-year term CSP subscription (that does not expire within 6 months) or creating a new annual or 3-year term subscription with at least 300 new seats of eligible products(or as required by the respective engagement size – table above).
- The eligible subscription durations (end date – start date) must be of at least 6 months (180 days). Shorter durations will be considered ineligible.
- Eligible orders (as verified by Microsoft) are placed between July 1, 2025, and June 30, 2026.
- The following commercial products are eligible for this MCI incentive: Microsoft 365 E3 without Teams, Microsoft 365 E3 with Teams, Microsoft 365 E5 without Teams, Microsoft 365 E5 with Teams (1-year, 3-year)
- MCI valid only for commercial SKUs purchases. Seats purchased by customers renewing like-for-like from EA into CSP are not considered new.
- A customer tenant ID can only be claimed once for this MCI engagement.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Modern Work: Secure Productivity Envisioning & PoC

ENGAGEMENT SUMMARY

The Secure Productivity Envisioning & PoC is designed for partners to demonstrate value, build customer intent, and accelerate opportunities with customers interested upgrading their current Office 365 users. Approved activities include security and compliance assessments, solution overview presentations, consultative services, proofs of concept and pilots focused on Microsoft 365 solutions including Entra ID, Intune, Defender for Endpoint, Windows 11 Enterprise, Purview etc. including environmental preparation, business case creation, and solution adoption training for IT admins and end-users ahead of purchases. Partners can deliver any variation of approved activities that meet minimum hour thresholds per engagement size.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026, or until program cap is reached.

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualifications
Partners with an Identity and Access Management or Modernize Endpoints specialization

The following limits are in effect across all engagement sizes:

1. The maximum approved claims per customer tenant are capped at one (1).
2. The maximum concurrent claims per customer tenant are capped at one (1).
3. Nonprofit customers are not eligible.

Measure and Reward

Partners are paid a fixed amount based on engagement size.

Engagement Size	Customer Eligibility	Minimum Hours	Partner Payment: Markets A, B, C	Partner Performance Measure*
Small (S)	≥500 seats of Office 365 E1+E3 or ≥500 seats of Microsoft 365 Apps Standalone, AND [Intune seats / (Office 365 + Microsoft 365 seats)] ≤ 50%	35	Market A: $7,500 Market B: $5,625 Market C: $3,750	Revenue: Microsoft 365, Office 365, Frontline Worker, Microsoft Teams, Windows 11, Enterprise Mobility + Security bundles and add-ons
Medium (M)	≥1500 seats of Office 365 E1+E3 or ≥1500 seats of Microsoft 365 Apps Standalone, AND [Intune seats / (Office 365 + Microsoft 365 seats)] ≤ 50%	65	Market A: $15,000 Market B: $11,250 Market C: $7,500	
Large (L) **Field-Initiated****	≥3000 seats of Office 365 E1+E3 or ≥3000 seats of Microsoft 365 Apps Standalone, AND [Intune seats / (Office 365 + Microsoft 365 seats)] ≤ 50% **Minimum Opportunity** of $500k+	90	Market A: $30,000 Market B: $22,500 Market C: $15,000	

*Partner performance measurement will apply to this engagement effective July 1, 2025. Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for partner performance measurement. Please refer to this document for details on Performance thresholds and their application: Modern Work Partner Performance Measurement.

***A Field-Initiated Engagement requires nomination and approval by local Microsoft Field team, before they can be claimed by a partner.*

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

FY26 Modern Work – Incentive Details

Market A, B, and C Countries

Engagement claim amounts will be calculated in USD, based on the country associated with the Partner Location ID listed in the claim, or until program cap is reached.

Market A countries are Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Japan, Luxembourg, Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom, and United States

Market B countries are Bahrain, Barbados, Brazil, Cayman Islands, Chile, China, Colombia, Cyprus, Czechia, Estonia, Greece, Hong Kong, Indonesia, Israel, Jamaica, Korea, Kuwait, Latvia, Lithuania, Malaysia, Malta, Mexico, N. Macedonia, Oman, Philippines, Poland, Puerto Rico, Qatar, Saudi Arabia, Senegal, Singapore, Slovakia, Slovenia, South Africa, Taiwan, Thailand, U.A.E. and Uruguay.

Market C will include all other countries/regions eligible for Microsoft Commerce Incentives.

Incentive Rate Card

Claim Type	Engagement Name	Market A	Market B	Market C
Partner-initiated	Cloud Endpoints Envisioning & PoC (S)	$10,000	$7,500	$5,000
Partner-initiated	Cloud Endpoints Envisioning & PoC (M)	$20,000	$15,000	$10,000
Partner-initiated	Copilot+Power Deployment Accelerator (XS)	$5,000	$3,750	$2,500
Partner-initiated	Copilot+Power Deployment Accelerator (S)	$10,000	$7,500	$5,000
Partner-initiated	Copilot+Power Deployment Accelerator (M)	$25,000	$18,750	$12,500
Partner-initiated	Copilot+Power Deployment Accelerator (L)	$50,000	$37,500	$25,000
Partner-initiated	Copilot+Power Envisioning & PoC (XS)	$5,000	$3,750	$2,500
Partner-initiated	Copilot+Power Envisioning & PoC (S)	$10,000	$7,500	$5,000
Partner-initiated	Copilot+Power Envisioning & PoC (M)	$25,000	$18,750	$12,500
Partner-initiated	CSP Deployment Accelerator for ME3/ME5 (S)	$8,000	$6,000	$4,000
Partner-initiated	CSP Deployment Accelerator for ME3/ME5 (M)	$13,000	$10,000	$6,000
Partner-initiated	CSP Deployment Accelerator for ME3/ME5 (L)	$25,000	$20,000	$12,000
Partner-initiated	CSP Deployment Accelerator for ME3/ME5 (XL)	$38,000	$30,000	$18,000
Partner-initiated	Secure Productivity Envisioning & PoC (S)	$7,500	$5,625	$3,750
Partner-initiated	Secure Productivity Envisioning & PoC (M)	$15,000	$11,250	$7,500
Microsoft-initiated	Secure Productivity Envisioning & PoC (L)	$30,000	$22,500	$15,000

** **Tax & Withholding:** Incentive payments for MCI Partner Activities include payment amount as specified in the claim details and do not include additional VAT or GST except in China, Korea and India*

Modern Work Activities Investment Terms

Subcontracting

Partners may not subcontract any engagement activity(ies) to any third party(ies). Microsoft will not pay incentives to any partners [and/or partner affiliates] for activities completed by third party(ies) (such third party(ies) including but not limited to subcontractors or vendors). All claimed activity(ies) must be executed directly by the claiming eligible partner in order to qualify for approval and payment.

Microsoft will conduct regular audits to monitor the number of active engagements per Partner ID. Microsoft may, in its sole discretion, terminate partners for falsely creating engagements to claim earnings, or for engaging in activities that do not align with the incentive intent.

Bona fide customer validation

Bona fide Customer Validation - Eligible customers must have a customer email address that is distinct from the partner's domain or tenant and is aligned to the Customer domain or tenant.

Customer-Partner Geographic Claiming Policy

Partners may only claim customers if the claiming Partner's location matches the same Microsoft Geographic Area as the customer's headquarters area. Claims out of compliance with this policy may result in being cancelled from Microsoft Commercial Incentives.

Partners an find the Microsoft Geographic Area mapping and examples compliant and non-compliant claims in this document [Modern Work Partner Performance]

Modern Work Activities Investment Terms cont.

Partner Performance Measurement

Partners are required to meet performance accountability standards to remain in good standing and be able to participate in Modern Work incentives. Partners will need to sustain a minimum portfolio performance measurement rate for 1:1 engagements to maintain access to investments. Performance measures are defined by revenue or usage growth on a customer tenant that received a Modern Work engagement. Performance measures are specific to each engagement type and engagement size.

Engagements have 12 months to achieve the performance success goal. Monitoring begins the month after proof of execution documents are submitted. Growth is tracked from the start of the engagement when customer consent is received. Checkpoint milestones will occur to ensure progress is being made beginning at 3 months after engagement completes.

Refer to the Modern Work Partner Performance Measurement for more information about engagements included in this control and for performance measurement criteria by engagement.

Copilot+Power Accelerate Concurrent Engagement Volume Cap

For claims related to Copilot+Power Accelerate; Global services partners who operate globally in most of the Microsoft geographic areas are limited to a maximum of 200 active claims at any one time. All other services partner organizations are limited to having a maximum of 65 active claims at any one-time. Partners exceeding this limit may be paused from Microsoft Commercial Incentives. Active claims are defined as MCI Partner Activities claims in any of the following statuses: Customer claimed, Pending customer consent, Customer consent received, Submitted, Under review, Action required.

Cap on maximum partner earnings

Effective July 1, 2025, each Modern Work incentive initiative will have a maximum earning cap for all participating partners. This cap will be applied to each participating partner at the Microsoft PartnerOne Level. Partner earnings are defined as the amount of approved funding for completed and active engagements where Microsoft has received the customer's approval. Microsoft will evaluate extending the maximum earning cap to partners based on partner impact accountability compliance and budget availability.

Refer to the Modern Work Partner Performance Measurement for more information and for maximum earning cap by incentive initiative.

MCI Partner Activities – Partner-Initiated Claims process

Stages	Stage 01 Claim Customer	Stage 02 Customer Consent	Stage 03 Execution & POE Submission	Stage 04 POE Validation	Stage 05 Payment
Activity	**Customer eligibility is predetermined by MCI, Partners can search for a range of eligible customers for specified engagements.** **Partner** creates MCI claim for eligible customers. Partner selects/adds new customer and eligible engagement, clicks "**Add Customer**"*	**Partner** requests customer consent for engagement. **Customer** consents to engagement. Claims without customer consent automatically expire.	**Partner** completes engagement per specified requirements, submits POE for approval. Claims without POE approval automatically expire.	**Microsoft** approves or declines submitted POE. **Partner** may append or update POE based on MCI Operations Team guidance. Claims without approved POE automatically expire.	**Microsoft** processes payment for claims with approved POE.
Timeline		30 days max from MCI claim date	90 days max from customer consent date	30 days max from claim submission date	45 days max from claim approval month end

** Customers can no longer be claimed at the TPID level for Modern Work Engagements. Partners must choose either the Tenant or Domain customer ID type. Please contact the Microsoft Account team if you need to add a specific Tenant ID for a qualified Customer that is not eligible in MCI.*

MCI Partner Activities: Proof of Execution of Requirements

To receive payment, please submit all three required components of proof of execution.

- Customer Survey (triggered by Partner, completed by Customer)
- Partner Survey (completed by Partner)
- Invoice (uploaded by Partner)
  This refers to the partner invoice to Microsoft for completion of activity

MCI Partner Activities – Closed Engagements

Claim nomination for the following engagements have ended. POE submission may continue to be completed based on established MCI claims process defined herein.

Modern Work

CLOSED ENGAGEMENT NAME	Close Date
Copilot Deployment & Adoption Accelerator (L)	June 30, 2025
Copilot Deployment & Adoption Accelerator (XL)	June 30, 2025
Copilot Deployment & Adoption Accelerator (XXL)	June 30, 2025
Copilot Proof of Value - Medium	June 30, 2025
Copilot Proof of Value (Small)	June 30, 2025
Copilot Role-Based Deployment & Adoption Accelerator	June 30, 2025
Copilot Studio & Power Platform CSP Briefings	June 30, 2025
Copilot Studio Vision & Value	June 30, 2025
Copilot Vision & Value	June 30, 2025
Copilot Vision & Value (L)	June 30, 2025
Copilot Vision & Value (XL)	June 30, 2025
Copilot Vision & Value (XXL)	June 30, 2025
CSP Briefings	June 30, 2025
CSP Deployment & Adoption Accelerator for ME3/5	June 30, 2025
Secure Productivity Proof of Value	June 30, 2025
Teams Phone Proof of Value	June 30, 2025
Teams Rooms Deployment & Adoption Accelerator	June 30, 2025

Partner Eligibility

To be eligible for participation and before an incentive can be earned, in addition to the enrollment requirements stated in this guide, a partner must meet eligibility qualification requirements as stated in the applicable Engagement Terms. Partner eligibility may include, but is not limited to, a partner's competency status, participation in an expert program, achieving a specialization, or the partners revenue performance.

Specializations

Specializations are available for partners to distinguish their organization and expand their customer reach. Additional Engagement opportunities may be made available to partners who demonstrate deep knowledge in a specific area.

Learn more about the benefits of specializations and their specific requirements, on the partner website.

Azure Expert MSP

Azure Expert MSPs are Microsoft's most trusted managed services partners. They meet the highest set of requirements, including verified proof of excellence in customer delivery and technical expertise, and the successful completion of an independent audit of their managed services, people, processes, and technologies.

Learn more about the advantages of being an Azure Expert MSP and the steps to qualify, on the partner website.

CSP Indirect Resellers - $25K USD TTM Revenue Threshold

The $25K USD Trailing Twelve-Month (TTM) revenue threshold must be met by CSP indirect resellers as part of the eligibility requirements to earn the M365 and D365 new commerce and legacy CSP incentive engagements. The $25K USD TTM revenue threshold looks back 365 days (12 months) and will be assessed monthly. It includes transactions processed under the Microsoft Commerce Incentives (MCI) enrolled Partner Location ID and all other Partner IDs under the enrolled Partner ID within the same country.

Security Activities

Threat Protection Immersion Briefings

ENGAGEMENT SUMMARY

The Threat Protection Immersion Briefing is designed for partners to demonstrate value, build customer intent, and accelerate opportunities. This immersion briefing allows partners to deliver a 1:Many event using an immersive experience to demonstrate the business value that customers can achieve by using Microsoft E5 Security. At the end of this 90-minute briefing, customers will foundationally understand how these unified products works seamlessly to detect, prevent, and respond to threats in real time.

ENGAGEMENT TERM

July 1, 2025, through June 30, 2026

Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Solutions Partner Designation
Active Microsoft Security Partner Designation

Customer Qualifications

- Minimum of 100+ seats per customer of Microsoft 365 Business Premium, Microsoft 365 E3, and/or Office 365 E3+EMS E3.
- Minimum 5 unique customers per event, maximum of 25

Measure and Reward

Engagement	Customer Eligibility	Minimum Minutes	Partner Payment, Markets A, B, & C	Partner Success Metrics
One size	• Attendance by a minimum of 5 unique customer organizations. • Additional attendees permitted to participate. • EDU and non-profit are eligible to attend, but do not count toward the minimum customer requirement.	90 minutes	Minimum 5 unique customers - maximum 25 customers per event, earned at the following rates: Market A: $2,000 Market B: $1,500 Market C: $1,500	Execution of Immersion Briefing focused on either ME5 or ME5 Security to an audience of 5 or more unique customers

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success.
Max of 3 executions per year per partner

Purchasing Motion
Breadth, Enterprise and self-service purchasing motions

Earning Type
Fee

Data Security Immersion Briefings

ENGAGEMENT SUMMARY

The Data Security Immersion Briefing is designed for partners to demonstrate value, build customer intent, and accelerate opportunities. This immersion briefing allows partners to deliver a 1:Many event using an immersive experience to demonstrate the business value that customers can achieve by using Microsoft E5 Compliance. At the end of this 90-minute briefing, customers will foundationally understand how these unified products works seamlessly to secure AI, reduce compliance risk, streamline investigations, and safeguard sensitive information across the entire organization.

ENGAGEMENT TERM

July 1, 2025, through June 30, 2026

Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Solutions Partner Designation
Active Microsoft Security Partner Designation

Customer Qualifications

- Minimum of 100+ seats per customer of Microsoft 365 Business Premium, Microsoft 365 E3, and/or Office 365 E3+EMS E3.
- Minimum 5 unique customers per event, maximum of 25

Measure and Reward

Engagement	Customer Eligibility	Minimum Minutes	Partner Payment, Markets A, B, & C	Partner Success Metrics
One size	• Attendance by a minimum of 5 unique customer organizations. • Additional attendees permitted to participate. • EDU and non-profit are eligible to attend, but do not count toward the minimum customer requirement.	90 minutes	Minimum 5 unique customers - maximum 25 customers per event, earned at the following rates: Market A: $2,000 Market B: $1,500 Market C: $1,500	Execution of Immersion Briefing focused on either ME5 or ME5 Compliance to an audience of 5 or more unique customers.

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success.
Max of 3 executions per year per partner

Purchasing Motion
Breadth, Enterprise and self-service purchasing motions

Earning Type
Fee

Threat Protection Envisioning Workshop

ENGAGEMENT SUMMARY

The Threat Protection Envisioning Workshop is designed to build customer intent for purchasing advanced Microsoft Security products, including but not limited to Microsoft Defender XDR and Microsoft Sentinel. The engagement is expected to require about a three-day partner effort.

The Threat Protection Envisioning Workshop is delivered in a customer's production environment by discovering real security threats and vulnerabilities.

ENGAGEMENT TERM

July 1, 2025, through June 30, 2026

Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Solutions Partner Designation
Active Microsoft Security Partner Designation

Customer Qualifications

- 300 - 5,000 Paid Available Units (PAU) for Microsoft Entra ID Plan 1 and
- 250+ Monthly Active Users (MAU) for Exchange Online, SharePoint Online or Teams Meeting
- Customer may not have previously attended a Threat Protection Envisioning Workshop between July 1, 2024 and June 1, 2025

Measure and Reward

Activity Payment: Market A = $8,000, Market B = $6,500, and Market C = $5,500 *(Refer to below slide '[FY26 Security Incentives Details](#)' for details)*

Activity Requirements

For the Threat Protection Envisioning Workshop to be considered complete a partner is required to deliver the following activities:

- Identify customer's key security objectives & priorities.
- Use customer's existing licenses or product trials of the engagement products to perform discovery and exploration of threats and vulnerabilities in customer's production environment.
- The Threat Protection Envisioning Workshop includes following mandatory modules:
    - Microsoft Defender Portal - (Microsoft Defender XDR)
    - Cloud Identity Protection - (Entra ID Protection, Entra Conditional Access)
- The Threat Protection Envisioning Workshop includes following selectable modules where at least **three (3)** must be completed:
    - Unified SecOps Platform - (Microsoft Sentinel)
    - Email Protection - (Microsoft Defender for Office 365)
    - Endpoint and Cloud Apps Protection - (Microsoft Defender for Endpoint, Microsoft Defender Vulnerability Management, Microsoft Defender for Cloud Apps)
    - Server Protection – (Microsoft Defender for Cloud)
    - Identity Protection – (Microsoft Defender for Identity)
    - Microsoft Security Copilot Demonstration
- Provide recommendations and next steps.

Purchasing Motion
Breadth, Enterprise and self-service purchasing motions

Earning Type
Fee

Modern SecOps Envisioning Workshop

ENGAGEMENT SUMMARY

The Modern Security Operations Engagement is designed to build customer intent to purchase the Microsoft Sentinel and Unified SecOps Platform. The engagement is expected to require about a three-to-four-day partner effort. To complete the Modern Security Operations Engagement, partners must identify key security objectives, translate them into scoped modules, demonstrate the capabilities of Microsoft's cloud-native security platform using Microsoft Sentinel, Microsoft Defender XDR, and Microsoft Entra ID, showcase integration and features, and provide recommendations for next steps.

ENGAGEMENT TERM

July 1, 2025, through June 30, 2026

Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Solutions Partner Designation
Active Microsoft Security Partner Designation

Customer Qualifications

- 300 – 5,000 Paid Available Units (PAU) for Microsoft Entra ID Plan 1
- 250+ Monthly Active Users (MAU) for Exchange Online, SharePoint Online or Teams Meeting
- Customer may not have previously attended a Modern SecOps Engagement between July 1, 2024 and June 1, 2025

Measure and Reward

Activity Payment: Market A = $8,000, Market B = $6,500, and Market C = $5,500 *(Refer to below slide 'FY26 Security Incentives Details' for details)*

Activity Requirements

During the Modern SecOps Envisioning Workshop the partner is required to cover the following topics:

- Identify customer's key security objectives & priorities.
- Translate customer objectives for engagement into scoping "Mandatory and Selectable Modules" for driving value and successful outcome.
- This proof of value engagement guides partners and customers to see the power of the cloud native security platform that delivers great SOC analyst efficiency via native correlation and third-party integrations.
- Use customer's existing licenses or product trials of Microsoft Sentinel, Microsoft Defender XDR and Microsoft Entra ID to perform exploration of threats across identity, endpoints, communication/collaboration tools, and cloud and on-premise assets showing end to end security.
- Show case the integration of Microsoft Sentinel into Microsoft Defender XDR with "Unified SecOps Platform"
- Demonstrate value of Microsoft Sentinel by showcasing product features such as threat detection, log visibility, and SOC automation.
- Provide recommendations and next steps.

For the Modern Security Operations Envisioning Workshop to be considered complete, a partner is required to deliver the following activities:

- All Modern SecOps mandatory modules:
  - Microsoft Defender XDR / Unified SecOps
  - Identity Threat Detection
  - Communications and Collaboration Threat Detection
  - Azure Threat Detection
  - Threat Intelligence

  At least **one (1)** Modern SecOps optional modules
  - Server Threat Detection
  - Third-Party Alert/Logging
  - SOC Automation
  - Microsoft Sentinel Cost Estimation
  - Data Ingestion and Retention
- Recommendations and Next Steps Presentation

Purchasing Motion
Breadth, Enterprise and self-service purchasing motions

Earning Type
Fee

Data Security Envisioning Workshop

ENGAGEMENT SUMMARY

The Data Security Envisioning Workshop is designed to build customer intent to purchase Microsoft Purview solutions. By providing real data driven examples of data security and regulatory risks in their own environments combined with collaborative workshop sessions, the workshop helps partners create compelling ways for customers to remediate and prevent data security risks using Microsoft Purview (E5 Compliance) technologies.

ENGAGEMENT TERM

July 1, 2025, through June 30, 2026

Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Solutions Partner Designation
Active Microsoft Security Partner Designation

Customer Qualifications

- 300 – 5,000 Paid Available Units (PAU) for Microsoft Entra ID Plan 1 and
- 250+ Monthly Active Users (MAU) for Exchange Online, SharePoint Online or Teams Meeting
- Customer may not have previously attended a Data Security Engagement between July 1, 2024 and June 1, 2025

Measure and Reward

Activity Payment: Market A = $8,000, Market B = $6,500, and Market C = $5,500 *(Refer to below slide 'FY26 Security Incentives Details' for details)*

Activity Requirements

During the Data Security Envisioning Workshop, a partner is required to cover the following topics:

- Identify customer's key data security objectives & priorities.
- Conduct discovery of data security and compliance risks in customer's production environment, including but not limited to:
  - Stale and sensitive data
  - Data loss, data theft and data leakage
  - Insider risk and risky user behavior
  - Interactions with Microsoft and 3rd party AI applications
- Provide the customer with an introduction and overview of the Microsoft Purview Products and solutions that:
  - Is tailored to the risks identified during the discovery activity
  - Discusses how Purview can help the customer mitigate and eliminate the identified risks
  - Is focused on Purview Data Loss Prevention, Information Protection, Insider Risk Management and is complemented with other products from the Purview suite if needed
- Provide recommendations and define next steps

For the Data Security Engagement to be considered complete, a partner is required to deliver the following activities:

- All Data Security Check mandatory modules:
  - Exchange Online
  - SharePoint Online
  - Microsoft Teams
  - Insider Risk Management
- At least **one (1)** Data Security Check optional module
  - Compliance Manager Tenant Assessment
  - On-Premises Data Discovery
  - Windows 10/11 Endpoints
  - Communication Compliance
  - Data Security for AI
- Microsoft Purview Portfolio Overview
- Recommendations and Next Steps Presentation

Purchasing Motion
Breadth, Enterprise and self-service purchasing motions

Earning Type
Fee

CSP Deployment Accelerator for Mini Suites

ENGAGEMENT SUMMARY

The CSP Deployment Accelerator for Microsoft ME5 Security and Compliance mini-suites is a post-sale program designed to support partners in deploying and driving adoption of these new mini-suite seats, which customers purchase on annual term subscriptions via CSP. This enables partners to select and deliver the specific deployment and adoption services that best meet their customer's needs, with reimbursement available up to an approved value.

Microsoft's contribution acts as a co-investment, helping customers build a secure productivity foundation. While this funding is designed to offset a portion of the deployment and adoption efforts, it is not intended to cover the entire scope of work. Partners can also leverage this early-stage investment to accelerate the sales process with eligible customers.

ENGAGEMENT TERM

July 1, 2025, through June 30, 2026

Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
The partner must have one or more active Microsoft Security Specialization: *Cloud Security, Identity and Access Management, Information Protection and Governance, Threat Protection*

Measure and Reward

Activity Payment: Partners are paid a fixed amount based on the size of the customer project

Engagement Size	Customer Eligibility	Partner Payment by Market type:		
		A	B	C
Small (S) engagement	Deals between 300 - 499 new seats	$1,750	$1,500	$1,250
Medium (M) engagement	Deals between 500 - 999 new seats	$3,000	$2,750	$2,500
Large (L) engagement	Deals between 1,000-1,499 new seats	$6,500	$6,000	$5,500
Extra Large (XL) engagement	Deals with 1,500 or more new seats	$10,000	$8,000	$7,000

*Partner can submit for only one deal size.

Customer Qualifications

For this engagement, "customer" refers to a unique tenant ID. Customer is deemed eligible if:

- The customer adds at least 300 or more new seats of for Microsoft ME5 Security and/or Compliance mini-suite to their tenant in a single transaction in the same month.
- New seats mean net paid seat adds (new seats purchased by the customer) of eligible offers. This can be achieved by either increasing the number of seats for an existing annual-term CSP subscription (that does not expire within 6 months) or by creating a new annual term subscription with at least 300 new seats for eligible products.
- The eligible subscription duration (end date – start date) must be of at least 6 months (180 days). Shorter durations will be considered ineligible.
- Eligible orders (as verified by Microsoft) are those placed from July 1, 2025 to June 30, 2026; this will account for billings August 1, 2025 – July 31, 2026
- The following commercial products are eligible for this engagement: Microsoft ME5 Security mini-suite and Compliance mini-suite. Non-for-profit, EDU or Government purchases are not eligible
- A customer tenant ID can only be claimed once for this engagement.

Purchasing Motion
Breadth, Enterprise and self-service purchasing motions

Earning Type
Fee

Microsoft Sentinel Migrate and Modernize

ENGAGEMENT SUMMARY

Microsoft Sentinel Migration and Modernization helps accelerate and simplify customer migration and modernization projects to Microsoft Sentinel workload. In this engagement, partners will provide expert guidance to execute a Microsoft Sentinel migration project. It can include migrating from any competitors or on-prem solutions to Microsoft Sentinel or driving incremental Microsoft Sentinel consumption through existing or net new customers. The goal of the engagement is to generate Azure Consumption Revenue (ACR) related to Microsoft Sentinel. The engagement may also include the modernization of an existing Microsoft Sentinel deployment, in which case the goal is to increase existing ACR related to Microsoft Sentinel. Partner needs to deliver and deploy Microsoft Sentinel Migration and Modernization activities.

ENGAGEMENT TERM

July 1, 2025, through September 30, 2025

Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Solutions Partner Designation
Active Threat Protection Specialization

Customer Qualifications

Enterprise with a valid TPID detected by Microsoft internal systems.

The project sizes are the planned Sentinel consumption in year 1, measured from project completion.

Microsoft reserves the right to reject future engagements or remove partners from the Microsoft Sentinel Migration and Modernization if the Microsoft Sentinel Azure consumption Run Rate (ARR) is found to be inaccurate when verified against the size of opportunities submitted.

Measure and Reward

Activity Payment: Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Microsoft Sentinel consumption plan from deployment date.

Project Size	*Partner Payment Market A	*Partner Payment Market B	*Partner Payment Market C	Engagement Stage 3 Timeline – (Execution & POE Submission)
Medium engagement Project size: **>$125K – $250K/year** *planned incremental Sentinel consumption*	**$35,000 USD**	**$28,000 USD**	**$21,000 USD**	**200 days**
Large engagement Project size: **>$250K+ /year** *planned incremental Sentinel consumption*	**$50,000 USD**	**$40,000 USD**	**$30,000 USD**	**260 days**

*Partners can submit for only one project size per customer.

Earning Type
Fee

MCI Build Intent Incentive – Security Engagement Stages

Stages	Stage 01 Claim Customer	Stage 02 Customer Consent	Stage 03 Execution & POE Submission	Stage 04 POE Validation	Stage 05 Payment
Activity	Partner adds or claims customer Partner Center validates engagement eligibility for partner and customer Partner can choose to simultaneously add customer to additional eligible engagement	Partner requests customer consent Partner Center receives customer consent Without customer consent, claim will automatically expire	Partner conducts customer engagement Partner submits claim with required customer and partner surveys + required POE for *Microsoft Sentinel Migrate and Modernize* claims Incomplete claims will automatically expire	Microsoft reviews POE documentation Microsoft reaches out to partner if additional information is needed. Microsoft approves or declines POE	Once approved, claim will be processed for payment Microsoft issues payment to partner
Timeline		**30 days max from claiming customer**	**90 days max from receiving customer consent**	**30 days max from claim submission**	**45 days max from claim approval month end**

Build Intent Engagements: Proof of Execution of Requirements

To receive payment, please submit all four required components of proof of execution.

Customer Survey (triggered by Partner, completed by Customer)

Partner Survey (completed by Partner)

Proof of execution (uploaded by Partner)
Required for *Microsoft Sentinel Migrate and Modernize* incentives only. Note: Partners are given a one-month grace period to submit any existing claims following the launch of a new POE template version

Invoice (uploaded by Partner)
This refers to the partner invoice to Microsoft for completion of activity

FY26 Security Incentive Details

Market A, B, and C Countries

Engagement claim amounts will be calculated in USD, based on the country associated with the Partner Location ID listed in the claim.

Market A countries are Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Japan, Luxembourg, Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom, and United States.

Market B countries are Bahrain, Barbados, Brazil, Cayman Islands, Chile, China, Colombia, Cyprus, Czechia, Estonia, Greece, Hong Kong, Indonesia, Israel, Jamaica, Korea, Kuwait, Latvia, Lithuania, Malaysia, Malta, Mexico, N. Macedonia, Oman, Philippines, Poland, Puerto Rico, Qatar, Saudi Arabia, Senegal, Singapore, Slovakia, Slovenia, South Africa, Taiwan, Thailand, U.A.E. and Uruguay.

Market C will include all other countries/regions eligible for Microsoft Commerce Incentives.

Incentive Rate Card

Type	Engagement Name	Market A	Market B	Market C
FY26 Engagement	Data Security Envisioning Workshop	$8,000	$6,500	$5,500
FY26 Engagement	Modern SecOps Envisioning Workshop	$8,000	$6,500	$5,500
FY26 Engagement	Threat Protection Envisioning Workshop	$8,000	$6,500	$5,500
FY26 Engagement	Data Security Immersion Briefings	$2,000	$1,500	$1,500
FY26 Engagement	Threat Protection Immersion Briefings	$2,000	$1,500	$1,500
FY26 Migration	Sentinel Migrate and Modernize (Medium)	$35,000	$28,000	$21,000
FY26 Migration	Sentinel Migrate and Modernize (Large)	$50,000	$40,000	$30,000
FY26 Engagement	CSP Deployment Accelerator for Mini Suites S	$1,750	$1,500	$1,250
FY26 Engagement	CSP Deployment Accelerator for Mini Suites M	$3,000	$2,750	$2,500
FY26 Engagement	CSP Deployment Accelerator for Mini Suites L	$6,500	$6,000	$5,500
FY26 Engagement	CSP Deployment Accelerator for Mini Suites XL	$10,000	$8,000	$7,000

* Market rates change effective on claims approved on or after July 1, 2025, 00:01 UTC

Security Activities Investment Terms

Subcontracting

Partners may not subcontract any engagement activity(ies) to any third party(ies). Microsoft will not pay incentives to any partners [and/or partner affiliates] for activities completed by third party(ies) (such third party(ies) including but not limited to subcontractors or vendors). All claimed activity(ies) must be executed directly by the claiming eligible partner in order to qualify for approval and payment. Microsoft will conduct regular audits to monitor the number of active engagements per Partner ID. Microsoft may, in its sole discretion, terminate partners for falsely creating engagements to claim earnings, or for engaging in activities that do not align with the incentive intent.

Bona fide Customer Validation

Bona fide Customer Validation - Eligible customers must have a customer email address that is distinct from the partner's domain or tenant and is aligned to the Customer domain or tenant.

Customer-Partner Geographic Claiming Policy

Partners may only claim customers if the claiming Partner's location matches the same Market Rate as the customer's headquarters area. Partners can find the Market Rate mapping in the Modern Work Incentive Details slide. Claims from higher rate Market Rate locations or outside of the customer's headquarters area may result in being paused from Microsoft Commercial Incentives.

Examples of Compliant Claims:

- Claiming Partner Location ID is Market A, and the customer's headquarters area* is in Market A
- Claiming Partner Location ID is Market B, and the customer's headquarters area* is in Market B
- Claiming Partner Location ID is Market C, and the customer's headquarters area* is in Market C
- Claiming Partner's country is within the customer's headquarters area*

Examples of Non-Compliant Claims:

- Claiming Partner Location ID is Market A, and the customer's headquarters area* is in Market B or C
    - *For example, a Partner located in Australia cannot claim a customer located in Vietnam*
- Claiming Partner's country is outside the customer's headquarters area*
- Partners claiming customers outside of their headquarters area* may be paused or removed from Microsoft Commercial Incentives
- Refer to the Security Partner Performance Measurement for more information. .

Proof of Execution (POE) Simplification

Pre-Sales

FY26: Simplified Requirements for Partners: in alignment with partner delivery flexibility, Security engagements are moving to a survey-based approach.

Every engagement only requires three components: 1) customer survey, 2) partner survey, and 3) invoice.

- Customer Survey (sent by Partner, completed by Customer)
- Partner Survey (completed by Partner)
  - Respond to all mandatory questions
  - POE verification: your hours investment for the engagement reached the minimum hours required
- Invoice (uploaded by Partner)
  - This refers to the partner invoice to Microsoft for completion of activity

CSP – Modern Work and Security

Microsoft 365 CSP incentives

FY26 CSP incentives have been updated with three important timelines.

October 1, 2024 – June 30, 2025

FY25 partner eligibility, levers, and rates

July 1, 2025 – September 30, 2025*

FY25 partner eligibility, levers, and rates

*To be recalculated in February 2025 under FY25 partner eligibility with FY26 levers and rates

October 1, 2025 – June 30, 2026

FY26 partner eligibility, levers, and rates

For additional terms and conditions related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Microsoft 365 new commerce CSP - direct bill partner and indirect reseller

ENGAGEMENT SUMMARY

The Microsoft 365 new commerce CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Modern Work & Security products and services through the new commerce experience.

ENGAGEMENT TERM

October 1, 2024 – June 30, 2025 | For additional details related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Partner Authorization
Microsoft CSP Direct Bill Partner Channel Authorization or Microsoft CSP Indirect Reseller Channel Authorization

Incentive Enrollment
Microsoft Commerce Incentives

Eligibility
One of six Solutions Partner designations

OR

Attained one of the following legacy competencies and purchased benefits package for: *Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small and Midmarket Cloud Solutions, Windows and Devices*

Revenue Requirements
$25K USD 12-month revenue threshold for CSP Indirect Resellers

*Innovate & Balance Markets: ANZ, Canada, France, Germany, UK, US, WE, CEMA (CEE + MEA)
**Scale Markets: APAC, Greater China, India, Japan, Korea, LATAM

Measure and Reward

Incentives are based on billed revenue and calculated in accordance to billing cadence.

M365 new commerce CSP engagement	Rate	Maximum incentive earning opportunity
Core – Modern Work & Security billed revenue	3.75%	M365 E3/E5/Other $93,750
Global Strategic Product Accelerator – Tier 1 (Business Premium, M365 E3)	*Innovate and Balance countries**: 5.00%	M365 E3 $125,000*
	*Scale countries***: 6.00%	M365 E3 $150,000**
Global Strategic Product Accelerator – Tier 2 (M365 E5, Copilot)	7.00%	M365 E5 $175,000
Global Calling and Conference PSTN Accelerator	20.00%	Not applicable
M365 customer add new commerce CSP engagement	**Rate**	**Maximum incentive earning opportunity**
Customer add – Modern Work & Security billed revenue	15.00%	Not applicable

Partner Association
Transacting Partner of Record

Earning Type
60% Rebate/40% Co-op

Maximum earning opportunity
per customer tenant ID, per product group, per lever, per partner

Product Eligibility
See Product Addendum

Microsoft 365 new commerce CSP - direct bill partner and indirect reseller

ENGAGEMENT SUMMARY

The Microsoft 365 new commerce CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Modern Work & Security products and services through the new commerce experience.

ENGAGEMENT TERM

July 1, 2025 – September 30, 2025 | For additional details related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Partner Authorization
Microsoft CSP Direct Bill Partner Channel Authorization or Microsoft CSP Indirect Reseller Channel Authorization

Incentive Enrollment
Microsoft Commerce Incentives

Eligibility
One of six Solutions Partner designations

OR

Attained one of the following legacy competencies and purchased benefits package for: *Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small and Midmarket Cloud Solutions, Windows and Devices*

Revenue Requirements
$25K USD 12-month revenue threshold for CSP Indirect Resellers

*Innovate & Balance Markets: ANZ, Canada, France, Germany, UK, US, WE, CEMA (CEE + MEA)
**Scale Markets: APAC, Greater China, India, Japan, Korea, LATAM

Measure and Reward

Incentives are based on billed revenue and calculated in accordance to billing cadence.

M365 CSP levers	Rate	Maximum incentive earning opportunity
M365 CSP Core	3.75%	$93,750
M365 CSP Global Strategic Product Accelerator – Tier 1 (Business Premium, M365 E3)	*Innovate and Balance countries**: 3.00%	$75,000*
	*Scale countries***: 4.00%	$100,000**
M365 CSP Global Strategic Product Accelerator – Tier 2 (M365 E5, Copilot)	7.00%	$175,000
M365 CSP Global Calling and Conference PSTN Accelerator	20.00%	Not applicable
M365 CSP Growth Accelerator*	7.50%	$187,500

IMPORTANT: July 1, 2025 to September 30, 2025 incentives will be calculated and paid under FY25 partner eligibility, levers, and rates here. In February 2026, earnings will be recalculated for July 2025 to September 2025 under FY25 partner eligibility and FY26 levers and rates (per table above).

Partner Association
Transacting Partner of Record

Earning Type
60% Rebate/40% Co-op

Maximum earning opportunity
per customer tenant ID, per lever, per partner

Product Eligibility
See Product Addendum

Microsoft 365 CSP incentive - direct bill partner

ENGAGEMENT SUMMARY

The Microsoft 365 new commerce CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Modern Work & Security products and services through the new commerce experience.

ENGAGEMENT TERM

October 1, 2025 – June 30, 2026 | For additional details related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Partner Authorization
Microsoft CSP Direct Bill Partner Channel Authorization

Incentive Enrollment
Microsoft Commerce Incentives

Eligibility
One of the following Solutions Partner designations
Solution Partner for Modern Work
Solution Partner for Security

Revenue Requirements
$1M USD 12-month revenue threshold

*Innovate & Balance Markets: ANZ, Canada, France, Germany, UK, US, WE, CEMA (CEE + MEA)
**Scale Markets: APAC, Greater China, India, Japan, Korea, LATAM

Measure and Reward

Incentives are based on billed revenue and calculated in accordance to billing cadence.

M365 CSP levers	Rate	Maximum incentive earning opportunity
M365 CSP Core	3.75%	$93,750
M365 CSP Global Strategic Product Accelerator – Tier 1 (Business Premium, M365 E3)	*Innovate and Balance countries**: 3.00%	$75,000*
	*Scale countries***: 4.00%	$100,000**
M365 CSP Global Strategic Product Accelerator – Tier 2 (M365 E5, Copilot)	7.00%	$175,000
M365 CSP Global Calling and Conference PSTN Accelerator	20.00%	Not applicable
M365 CSP Growth Accelerator*	7.50%	$187,500

IMPORTANT: October 1, 2025 to November 30, 2025 will be calculated and paid under FY26 partner eligibility, levers, and rates. Earnings will be paid by January 15, 2026 per incentive launch payment SLA here.

Partner Association
Transacting Partner of Record

Earning Type
60% Rebate/40% Co-op

Maximum earning opportunity
per customer tenant ID, per lever, per partner

Product Eligibility
See Product Addendum

Microsoft 365 CSP incentive - indirect reseller

ENGAGEMENT SUMMARY

The Microsoft 365 new commerce CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Modern Work & Security products and services through the new commerce experience.

ENGAGEMENT TERM

October 1, 2025 – June 30, 2026 | For additional details related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Partner Authorization
Microsoft CSP Indirect Reseller Channel Authorization

Incentive Enrollment
Microsoft Commerce Incentives

Eligibility
One of the following Solutions Partner designations
- Solution Partner for Modern Work
- Solution Partner for Security

OR

25-point minimum capability score for Modern Work or Security Solution Partner designations

Revenue Requirements
$25K USD 12-month revenue threshold

*Innovate & Balance Markets: ANZ, Canada, France, Germany, UK, US, WE, CEMA (CEE + MEA)
**Scale Markets: APAC, Greater China, India, Japan, Korea, LATAM

Measure and Reward

Incentives are based on billed revenue and calculated in accordance to billing cadence.

M365 CSP levers	Rate	Maximum incentive earning opportunity
M365 CSP Core	3.75%	$93,750
M365 CSP Global Strategic Product Accelerator – Tier 1 (Business Premium, M365 E3)	*Innovate and Balance countries**: 3.00%	$75,000*
	*Scale countries***: 4.00%	$100,000**
M365 CSP Global Strategic Product Accelerator – Tier 2 (M365 E5, Copilot)	7.00%	$175,000
M365 CSP Global Calling and Conference PSTN Accelerator	20.00%	Not applicable
M365 CSP Growth Accelerator*	7.50%	$187,500

IMPORTANT: October 1, 2025 to November 30, 2025 will be calculated and paid under FY26 partner eligibility, levers, and rates. Earnings will be paid by January 15, 2026 per incentive launch payment SLA here.

Partner Association
Transacting Partner of Record

Earning Type
60% Rebate/40% Co-op

Maximum earning opportunity
per customer tenant ID, per lever, per partner

Product Eligibility
See Product Addendum

Microsoft 365 legacy CSP – direct bill partner and indirect reseller

ENGAGEMENT SUMMARY

The Microsoft 365 legacy CSP incentive rewards Cloud Solution Provider partners who drive customer adoption of Modern Work & Security products and services through legacy CSP. This incentive is available for select legacy CSP offers without a new commerce equivalent and/or migration path.

ENGAGEMENT TERM

October 1, 2024 – September 30, 2025 | For additional details related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Partner Authorization
Microsoft CSP Direct Bill Partner Channel Authorization or Microsoft CSP Indirect Reseller Channel Authorization

Program Enrollment
Microsoft Commerce Incentives

Eligibility
One of six Solutions Partner designations

OR

Attained one of the following legacy competencies and purchased benefits package for: *Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small and Midmarket Cloud Solutions, Windows and Devices*

Revenue Requirements
$25K USD 12-month revenue threshold for CSP Indirect Resellers

*Innovate & Balance Markets: ANZ, Canada, France, Germany, UK, US, WE, CEMA (CEE + MEA)
**Scale Markets: APAC, Greater China, India, Japan, Korea, LATAM

Measure and Reward

Incentives are based on billed revenue and calculated in accordance to billing cadence.

M365 new commerce CSP engagement[1]	Rate	Maximum incentive earning opportunity
Core – Modern Work & Security billed revenue	3.75%	Not applicable
Global Strategic Product Accelerator – Tier 1 (Business Premium, M365 E3)	*Innovate and Balance countries**: 5.00%	Not applicable
	*Scale countries***: 6.00%	Not applicable
Global Strategic Product Accelerator – Tier 2 (M365 E5, Copilot)	7.00%	Not applicable
Global Calling and Conference PSTN Accelerator	20.00%	Not applicable
M365 customer add new commerce CSP engagement[2]	**Rate**	**Maximum incentive earning opportunity**
Customer add – Modern Work & Security billed revenue	15.00%	Not applicable

1. Legacy CSP offers without a new commerce equivalent and/or migration path will remain eligible for legacy CSP incentives until September 30, 2025.
2. In February 2026, earnings will be recalculated for July 2025 to September 2025 under FY25 partner eligibility and FY26 levers and rates per transition plan here.

Partner Association
Transacting Partner of Record

Earning Type
60% Rebate/40% Co-op

Maximum earning opportunity
Not applicable

Product Eligibility
See Product Addendum

Microsoft 365 new commerce and legacy CSP

Incentive Structure – Core and Strategic Accelerator Earning Opportunities

Global Incentives

Global incentives are applied as a percentage of revenue transacted for specified products and earned as 60% rebate/40% co-op. For a full list of products eligible for global incentives, reference the MCI Product Addendum.

Core – Modern Work & Security

This base incentive rewards on all billed revenue from the sale of specified products as set forth in the Product Addendum. (Billed revenue x rate).

Global Strategic Product Accelerator

This accelerator rewards partners for selling products Microsoft has deemed as strategic to the business and is in addition to the core incentive. (Billed revenue x rate).

Global PSTN Calling & Conferencing Accelerator

This accelerator rewards partners for selling products Microsoft has deemed as strategic to the business and is in addition to the core incentive. (Billed revenue x rate).

Customer Add

This accelerator rewards partners who drive Modern Work & Security new customer acquisition. More information can be found in the Microsoft 365 customer add new commerce CSP incentive.

Growth Accelerator

This accelerator rewards partners who drive Year-Over-Year (YoY) incremental billed revenue on customer tenant through strategic Modern Work & Security CSP offers. More information can be found in the CSP Terms and Conditions included in this document.

Local Accelerators

In addition to global CSP incentives in MCI, Microsoft subsidiaries have the option to offer additional local accelerators.

A partner's eligibility to earn local accelerators is based on the partner's enrolled Partner Location ID and is subject to the terms and conditions set forth by each local subsidiary. Eligible partners will receive local accelerator terms communicating the available accelerators in each subsidiary.

Note: Any incentives earned under the incentive are for the benefit of the partner. Partners may not disclose the monetary value of the incentives earned to their customers.

Microsoft 365 customer add new commerce CSP

The **customer add accelerator** rewards partners when their customer, identified by the customer's unique tenant ID, has CSP Modern Work product billed revenue through legacy CSP or new commerce CSP experience for the first time. The original transacting partner can earn up to 12 monthly payments worth 15% of the customer's monthly billed revenue from the tenant creation date, with no max cap.

New CSP customer

A customer tenant ID with no Modern Work billed revenue in legacy CSP or new commerce CSP, would be eligible for customer add accelerator consideration from tenant create date.

- Only Modern Work billed revenue is considered and will not be impacted by prior billed revenue on other product groups.
- Only CSP licenses are considered and will not be impacted by prior non-CSP licenses (i.e., EA or Open).
- No minimum threshold is applied to the CSP billed revenue to start earning the customer add.
- Customer tenants older than 12 months are not eligible for the CSP customer add accelerator

CSP customer transition to new commerce

- When an eligible customer tenant ID transitions to new commerce, the new commerce CSP billed revenue would continue earning the customer add accelerator for the remainder of the 12-month period from tenant create date.

Eligible Billing Type

Incentives are calculated and paid on CSP billed revenue from the first CSP Modern Work transaction, up to 11 months after tenant create date.

Billing Type	Incentive Payout	Additional Seats
Monthly	Paid monthly on billed revenue (pays up to 12 months)	Additional billed revenue throughout the 12-month window (tenant create date month + 11 months), will be eligible for customer add.
Annual	Paid as one-time lump sum on first annual billing (pays on 12 months)	
3-year pre-paid	Paid as one-time lump sum on up front billing (pays on 36 months)	

Microsoft 365 customer add new commerce CSP

1 **Scenario 1: Customer purchases first Modern Work**

First Modern Work (MW) CSP transaction and start of tenant takes place in October 2024. The eligible partner earns customer add accelerator for the transaction month (October 2024) and following 11 months (November 2024 – September 2025).

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
MW Transaction Month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11					

2 **Scenario 2: Customer purchases first Modern Work after tenant create date**

First Modern Work (MW) CSP transaction takes place in December 2024, after tenant create date. The eligible partner earns customer add accelerator for the transaction month (December 2024) and following 9 months (January 2025 – September 2025) as 12-month window starts at tenant create date.

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
CSP Tenant Start	M1	MW Transaction Month	M3	M4	M5	M6	M7	M8	M9	M10	M11					

3 **Scenario 3: Customer renews Modern Work**

First Modern Work (MW) CSP transaction takes place in July 2020 on legacy CSP and ends June 2023. Customer begins purchasing Modern Work product again in October 2024. Since the tenant create date was July 2020, the customer add accelerator is ineligible for transactions starting October 2024 as it's not the first CSP MW transaction.

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
MW Transaction Month																

* Scenarios are based on monthly billings.

Microsoft 365 customer add new commerce CSP

4 **Scenario 4: Customer purchases net new seats**

First Modern Work (MW) CSP transaction for 30 seats and start of tenant takes place in October 2024. The eligible partner starts earning customer add accelerator from the transaction month (October 2024). In February 2025, the customer adds 10 seats, resulting in the customer add accelerator billed revenue to increase for the remaining months (February 2025 – September 2025).

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
MW Transaction Month	M1 30 seats	M2 30 seats	M3 30 seats	M4 40 seats	M5 40 seats	M6 40 seats	M7 40 seats	M8 40 seats	M9 40 seats	M10 40 seats	M11 40 seats					

5 **Scenario 5: Change of Partner**

First Modern Work (MW) CSP transaction takes place in December 2024. The eligible partner starts earning the customer add accelerator from the transaction month (December 2024) through May 2025. In June 2025, the customer replaces the original transacting partner with a new partner. The original partner stops earning the customer add accelerator and the new partner will not earn the customer add accelerator for the remainder of the 12-month window (June 2025 – September 2025). Only the original transacting partner is eligible for customer add earnings.

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
CSP Tenant Start	M1	MW Transaction Month	M3	M4	M5	M6	M7	M8	M9	M10	M11					

* Scenarios are based on monthly billings.

Microsoft

Security Usage Incentive

Security Usage Incentive

ENGAGEMENT SUMMARY

Rewards partners for helping customers successfully deploy and adopt Microsoft 365 and Security workloads.

ENGAGEMENT TERM

October 1, 2024 – September 30, 2025

Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives. Eligibility and enrollment requirements below must be met by the last day of the month.

Solutions Partner Designations
*Security**

Additional Details

Minimum High Water Mark
Customer must have reached a minimum HWM of 300 active users required for earnings to be released

Paid Available Units Cap
The volume of compensable units cannot exceed total paid available users (PAU) by tenant-workload

**Security Solutions Partner Designation must be attained via the Enterprise path. Partners are not eligible if the designation is attained via the SMB path.*

Measure and Reward

Incentives are based on compensable units calculated on paid usage growth above the High Water Mark (HWM), not exceeding the volume of PAU. The HWM tracks the highest value of measured units by tenant and workload over time.

Workload	Rate per compensable unit	Maximum incentive earning opportunity*
Microsoft Entra ID P2 (formerly AADP P2)	$3	$30,000
Microsoft Defender for Endpoint (MDE)	$3	$30,000
Microsoft Purview Information Protection (MIP)	$3	$30,000
Intune	$1	$10,000
Microsoft Purview Insider Risk Management (IRM)	$1	$10,000
Microsoft Defender for Identity	$1	$10,000
Microsoft Defender for Office 365	$1	$10,000
Microsoft Defender for Cloud Apps (formerly Microsoft Cloud App Security)	$1	$10,000

Partner Association
Claiming Partner of Record (CPOR)

Earning Type
Pay-per-unit above High Water Mark

Maximum Earning Opportunity
*Per partner, tenant ID, and workload

Licensing Programs
All

Incentive Calculation based on High Water Mark

High-Water Mark Growth

The HWM tracks the highest value of measured monthly active users (MAU) by Tenant and Workload over time since the workload start date.

The HWM in the first month of the engagement term is set to the highest recorded MAU by Tenant and Workload.

A minimum HWM of 300 MAU is required for earnings to be released.

The volume of compensable units cannot exceed total paid available units (PAU) by Tenant and Workload.

Example: HWM calculation for a tenant and workload with a rate of $1:

Month	MAU	PAU	HWM	Compensable Units Above Prior HWM	Payout
October	300	500	300	-	
November	350	500	300	-	
★ December	400	500	350	50	50 x $1
January	250	500	400	-	
February	200	500	400	-	
March	430	500	400	30	30 x $1
April	550	500	430	70	70 x $1
Total					**$150**

★ Month of partner association

Incentive Calculation

Payout = **MAU growth above the HWM, *not exceeding total PAU*** × **Rate Card**

Active Users (MAU/MPU)

- *Monthly Active Users (MAU)* – Number of unique users, by workload, that have taken an intentional action in the past 28 days. Monthly active usage is specific to each workload. See '[Supported Workloads]' for more information.
- *Monthly Protected Users (MPU)* – Number of distinct users, by Security workload, that were protected in the past 28 days. See '[Supported Workloads]' for more information.

Minimum HWM Rule

A minimum HWM of 300 active users by Tenant and Workload is required for earnings to be released.

Incentive Calculation

Payout = **MAU growth above the HWM, *not exceeding total PAU*** × **Rate Card**

Paid Available Units (PAU)

Paid Available Units (PAU) – Measure of "paid" licenses on a tenant, i.e., Microsoft has recognized revenue for those licenses.

PAU figure excludes the following scenarios:

- Add-on subscriptions for M365 productivity workloads: Exchange, SharePoint, Teams Meetings, Teams Apps & Platform, Teams Phone System and M365 Apps*
- Free or Trial subscriptions
- In Grace Period and Inactive status with paid licenses
- Subscription status of Disabled or Deprovisioned
- MDE Plan 1 excluded from MDE PAU
- * Add-on subscriptions are included for other non-productivity workloads

Compensable Units Limited to PAU

The volume of compensable units cannot exceed total Paid Available Units (PAU) by Tenant and Workload.

Workload Usage Definitions

This incentive rewards partners for driving active usage growth of eligible paid commercial seats for select Security workloads.

The following section includes usage metrics definitions by workload.

Note that this engagement is licensing agnostic.

Workload Usage Metric Definitions

Workload	Metric	Definition
Microsoft Entra ID P2 (formerly AADP P2)	Monthly Active Users (MAU) *New for FY24*	Monthly active users in the last 28 days with Risk Based Conditional Access policy evaluated.
Microsoft Defender for Endpoint (MDE)	Monthly Protected Users (MPU)	*Number of distinct users who were protected by MDE in the last 28 days.
Microsoft Purview Information Protection (MIP)	Monthly Active Users (MAU)	User who is active and in scope of an MIP policy control DLP for Teams.
Microsoft Intune (Intune)	Monthly Protected Users (MPU)	*Number of unique users targeted by MAM or having at least 1 managed device + managed devices without a user assigned. (Managed devices include PC + MDM that checked-in during the last 28 days).
Microsoft Purview Insider Risk Management (IRM)	Monthly Protected Users (MPU)	Number of deduped users covered by one of the following policies: data theft by departing users, data leaks, data leaks by priority users (preview), data leaks by risky users (preview), security policy violations (preview), security policy violations by departing users (preview), security policy violations by risky users (preview), security policy violations by priority users (preview), patient data misuse (preview), risky browser usage (preview), or a Custom Policy. Number deduped users with analytics enabled.
Microsoft Defender for Identity (MDI)	Monthly Active Users (MAU)	• AATP for 1st party app. • AATP for 3rd party app. For a detailed list of monitored activities, click here.

Workload Usage Metric Definitions

Supported Workloads	Monthly Usage	Definition
Microsoft Defender for Office 365 (MDO)	Monthly Protected Users (MPU)	Number of distinct users who were protected by MDO in the last 28 days.
Microsoft Defender for Cloud Apps (formerly Microsoft Cloud App Security)	Monthly Active Users (MAU)	Users who are active on or covered by: ActivityPolicy, AnomalyDetectionPolicy, DiscoveryNewAppPolicy, SessionPolicy, FilePolicy in the rolling last 28 days.

Exclusions

The following customers are excluded and *not eligible* for this incentive

Excluded Customers

U.S. Government Community Cloud High (GCC High) and Department of Defense (DOD) Customers

Charity and Test Tenants

Free and Trial subscriptions

Quick Start Tenants

Office 365 Customers operated by 21Vianet (China)

Usage Activities

Applicable Usage Activities

The following activities are deemed as driving impactful customer usage and approvable when described in detail in Proof of Execution (POE):

- ✓ Deployment and Implementation (e.g. hands on provisioning, configuration, policy customization, etc.)
- ✓ Adoption and Change Management (e.g. substantial admin/user training, solution integration, etc.)

Non-applicable Usage Activities

The following activities are not applicable and rejectable when described in POE:

- General guidance (e.g., generic phone/email guidance, lightweight support of customer's own deployment)
- Customer support (e.g., end user technical support, managed services, etc.)

Proof of Execution (POE)

Elements of Approvable POE

These are the type of details that we look for in your proof of execution documentation to assess the impact you are driving with your customers:

- Active customer engagement (acknowledged by the customer within the 12 months preceding the claim)
- *Detailed* description of scope of applicable usage activities
- Customer specific solution descriptions
- Description of customer need and benefit
- Engagement timelines
- User counts

Refer to the Claiming Partner of Record Guide for more specific information on POE requirements, processes, and tools.

FAQ

Does our organization need to enroll in MCI to claim incentives for usage?

Yes, your organization must be enrolled in MCI to claim customers for usage in CPOR and earn incentives.

Can our organization claim CPOR on CSP licenses or other licenses?

This incentive is licensing agnostic, so your organization will be able to claim tenants irrespective of the customer licensing agreement.

However, to earn incentives your organization must submit a claim, meet incentive eligibility criteria, and provide valid POE as per the guidelines outlined within this document and the Claiming Partner of Record Guide.

Which non-incentivized workloads are available for usage recognition only claims in CPOR this year?

Refer to the Claiming Partner of Record Guide for more information on workloads for usage recognition claims for Modern Work, Security, and Business Applications.

When should our organization claim incentives for usage?

Your organization should submit a CPOR claim for the applicable tenant and workload(s) as soon as your organization begins work with the customer to begin the association process.

At what point is the starting High-Water Mark (HWM) determined?

The starting HWM is set to the highest all-time MAU by Tenant and Workload, irrespective of partner association date.

This ensures that Microsoft is rewarding partners for driving incremental usage growth.

Does this engagement have incentives for Modern Work usage? How can my organization claim for usage recognition for other Solution Areas this year?

MCI Modern Work usage incentives have retired in FY25. However, it is still important for your organization to continue to claim for non-compensable Modern Work usage recognition for Solutions Designation, Specializations, etc.

Your organization should follow the same CPOR process in MCI to claim for usage recognition for Modern Work, Security, and Business Applications for Refer to the Claiming Partner of Record Guide for more information on workloads for usage recognition claims.

FAQ

When selecting workloads for my CPOR claim, I see that some workload names have changed. Does my organization need to submit new claims for those workloads? How will this affect the High Water Mark (HWM)?

No action is required by your organization to reclaim for workloads with updated names, unless otherwise specified. This year, workload names have been refreshed in MCI to reflect branding changes. The legacy workload name is referred to in parenthesis to make it easier for your organization to follow.

This means that the HWM from previously approved claims is unaffected and will carry over without any action from your organizations.

Our organization was disassociated from a claim, why? How do we address this? How does our organization escalate?

If your organization was disassociated from a claim, it is potentially due to the customer having rejected the association or another partner claiming for the same tenant and workload(s). If your organization seeks to reestablish the association, it is suggested that your organization re-claim via CPOR and provide updated POE that demonstrates that your organization continues to perform impactful activities driving increased customer usage.

Our organization has submitted claims with POE for usage activities that were approved in prior years. Will the same activities and POE be approved this year?

Claims are reviewed on an individual, claim-by-claim basis to determine if all requirements have been met for approval. Previously approved claims may have no bearing on the review process for new claims. This year, the scope of applicable usage activities is honed to focus on work that drives/has driven significant customer impact within the past 12 months. Refer to the 'Usage Activities' section of this guide for more information on which usage activities are applicable for this incentive.

Our organization is being asked for more POE, why?

Microsoft may ask your organization to upload additional POE documentation to a claim. This is to ensure high quality engagements with customers that lead to increased usage. Occasionally, another organization may submit a claim for the same tenant and workload. Microsoft assesses partner of record adjudications based on the quality of POE. We recommend that your organization follow the POE practices outlined in this guide to provide strong POE documentation when submitting a claim or when responding to a request from Microsoft for more information on a claim.

Azure Accelerate

Azure Accelerate Partner Nominated: Core Migrate & Modernize Pre-Sales (Assessment and POV)

ENGAGEMENT SUMMARY

Enables our customers to migrate and modernize existing applications, infrastructure and data workloads to Azure to drive scale, velocity and AI readiness. In this engagement, partners will provide an end-to-end analysis and mapping of Customer's IT infrastructure (both physical and virtual), taking into consideration customer plans, current deployment, usage, processes, and data. As part of this Assessment and POV, partners will use Azure Migrate or Dr. Migrate to create an assessment report. Partners should use the following Microsoft guidance/tools in delivering the services: Cloud Adoption Framework (CAF), Well-Architected Framework (WAF) and Azure Migrate.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have at least **one** of the below:

- Azure Expert MSP **or**
- Infrastructure & Database Migration Specialization **or**
- Kubernetes on Microsoft Azure **or**
- Migrate Enterprise Applications on Azure

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategics are not eligible)

The project sizes are the planned Azure consumption in year 1 measured from claim submission date.

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner Payment Market A	Partner Payment Market B	Duration	Phase
Core Migrate & Modernize Pre-Sales (Assessment and POV)	Standard: $15K - $250K	$15,000	$12,000 USD	120 Days	Pre-sales
	Large: >$250K+	$25,000	$20,000 USD		Pre-sales

The project sizes are the planned Azure consumption in year 1 measured from project completion.

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: Core Migrate & Modernize

ENGAGEMENT SUMMARY

Azure offerings helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute a Core Migrate and/or Modernization project.
It can include migrating any of the following workloads to Azure: Windows Server, Linux, SQL Server and open-source databases (Azure SQL, Azure PostgreSQL, Azure Cosmos DB, Azure MySQL and/or modernization of existing applications to Azure.
The partners are required to perform specific milestones in the project which should include the following activities: 1. Infrastructure/ Application Compatibility Assessment/Review 2. Landing Zone Setup or Review 3. Deployment of Migration/ Modernization activities including securing the Azure workloads.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have at least **one** of the below:
- Azure Expert MSP **or**
- Infrastructure & Database Migration Specialization **or**
- Kubernetes on Microsoft Azure **or**
- Migrate Enterprise Applications on Azure

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

The project sizes are the planned Azure consumption in year 1 measured from claim submission date.

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date.
Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra-Extra Small (XXS) engagement Project size: **$5K – $15K/year** planned Azure consumption	$2,000 USD	$2,000 USD	120 days
Extra Small (XS) engagement Project size: >**$15K – $50K/year** planned Azure consumption	$6,500 USD	$5,200 USD	120 days
Small engagement Project size: >**$50K – $100K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$100K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K+ /year** planned Azure consumption	$75,000 USD	$60,000 USD	260 days

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: Core Migrate & Modernize with MDC

ENGAGEMENT SUMMARY

Azure offerings helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute a Core Migrate and/or Modernization project. It can include migrating any of the following workloads to Azure: Windows Server, Linux, SQL Server and open-source databases (Azure SQL, Azure PostgreSQL, Azure Cosmos DB, Azure MySQL modernization of existing applications to Azure. **It must include Defender for Cloud consumption as part of a secure migration/ modernization project.**

The additional incentive (15% extra funding when compared to standard Infra/DB engagements) is specifically for Core Migrate and Modernize engagement that includes Defender for Cloud Consumption.

Engagements that do NOT include Defender for Cloud must be nominated through the standard Core Migrate and Modernize engagements. Partners are required to perform specific milestones in the project which should include the following activities: 1. Infrastructure/ Application Compatibility Assessment/Review 2. Landing Zone Setup or Review 3. Deployment of Migration/ Modernization activities including securing the Azure workloads 4. Deployment of Microsoft Defender for Cloud.

Important: To maintain post-sales governance, partners must meet the t-shirt size target and ensure that at least 4% of the project's planned ACR is specific to Defender for Cloud.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have at least **one** of the below:
- Azure Expert MSP **or**
- Infrastructure & Database Migration Specialization **or**
- Kubernetes on Microsoft Azure **or**
- Migrate Enterprise Applications on Azure

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

The project sizes are the planned Azure consumption in year 1 measured from claim submission date.

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra-Extra Small (XXS) engagement Project size: **$5K – $15K/year** planned Azure consumption with at least **$200** coming from MDC	$2,300 USD	$2,300 USD	120 days
Extra Small (XS) engagement Project size: >**$15K – $50K/year** planned Azure consumption with at least **$600** coming from MDC	$7,475 USD	$5,980 USD	120 days
Small engagement Project size: >**$50K – $100K/year** planned Azure consumption with at least **$2,000** coming from MDC	$17,250 USD	$13,800 USD	120 days
Medium engagement Project size: >**$100K – $250K/year** planned Azure consumption with at least **$4,000** coming from MDC	$40,250 USD	$32,200 USD	200 days
Large engagement Project size: >**$250K – $500K+ /year** planned Azure consumption with at least **$10,000** coming from MDC	$86,250 USD	$69,000 USD	260 days

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: Migrate and Modernize VMware

ENGAGEMENT SUMMARY

Azure offerings help accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute a migration of a customer's VMware environment to Azure VMware Solution. Microsoft strongly recommends that the new Azure workloads should be setup in a secure manner. Secure Migrations can include any/all the following: Microsoft Defender for Cloud (or equivalent 3rd party security product), Azure networking security (including network security groups, secure VNet configurations, Azure Front Door with WAF policies, Azure Bastion and DDoS protection) & Azure Firewall Premium and configure firewall manager policies & alerts. The partners are required to perform specific milestones in the project which should include the following activities: 1. Application Compatibility Assessment/Review 2. Landing Zone Setup or Review 3. Deployment/Migration activities including securing the Azure workloads.

Important: To maintain post-sales governance, partners must meet the t-shirt size target and ensure that at least 70% of the project's planned ACR is specific to the AVS workload. For example, for an XXS engagement, $3.5K of ACR must come from AVS. Refer to the table below for required minimums.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have at least **one** of the below:

- Azure Expert MSP **or**
- Azure VMware Solution Specialization

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

The project sizes are the planned Azure consumption in year 1 measured from claim submission date.

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra-Extra Small (XXS) engagement Project size: **$5K – $15K/year** planned Azure consumption with at least $3.5K ACR from AVS	$3,000 USD	$3,000 USD	120 days
Extra Small (XS) engagement Project size: >**$15K – $50K/year** planned Azure consumption with at least $10.5K of ACR from AVS	$10,000 USD	$8,000 USD	120 days
Small engagement Project size: >**$50K – $100K/year** planned Azure consumption with at least $35K of ACR from AVS	$45,000 USD	$36,000 USD	120 days
Medium engagement Project size: >**$100K – $250K/year** planned Azure consumption with at least $70K of ACR from AVS	$100,000 USD	$80,000 USD	200 days
Large engagement Project size: >**$250K – $500K+/year** planned Azure consumption with at least $175K of ACR from AVS	$175,000 USD	$140,000 USD	260 days

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: Virtual Desktop Infrastructure Migration

ENGAGEMENT SUMMARY

Azure offerings help accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to migrate a customer's Windows desktops and apps to Azure Virtual Desktop.

Microsoft strongly recommends that the new Azure workloads should be setup in a secure manner. Secure Migrations can include any/all the following: Microsoft Defender for Cloud (or equivalent 3rd party security product), Azure networking security (including network security groups, secure VNet configurations, Azure Front Door with WAF policies, Azure Bastion and DDoS protection) & Azure Firewall Premium and configure firewall manager policies & alerts. The partners are required to perform specific milestones in the project which should include the following activities: 1. Application Compatibility Assessment/Review 2. Landing Zone Setup or Review 3. Deployment activities including securing the Azure workloads.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have:
- Azure Virtual Desktop Specialization

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

The project sizes are the planned Azure consumption in year 1 measured from claim submission date.

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra-Extra Small (XXS) engagement Project size: **$5K – $15K/year** planned Azure consumption	$2,000 USD	$2,000 USD	120 days
Extra Small (XS) engagement Project size: >**$15K – $50K/year** planned Azure consumption	$5,000 USD	$4,000 USD	120 days
Small engagement Project size: >**$50K – $100K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$100K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K+/year** planned Azure consumption	$50,000 USD	$40,000 USD	260 days

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: SAP Migration Pre-Sales (Assessment and POV)

ENGAGEMENT SUMMARY

In this engagement, partners will provide an end-to-end analysis and mapping of customer's IT infrastructure (both physical and virtual), taking into consideration customer plans, current deployment, usage, processes, and data. As part of this pre-sales offer, partners will generate an Assessment Report, architectural design for the opportunity and deployment plan to help the customer migrate and modernize their estate on prem SAP workloads to either SAP private cloud (RISE) SAP public cloud (GROW) and/or SAP on Azure (Native). Partners should use the following Microsoft guidance/tools in the assessment report: Cloud Adoption Framework (CAF) and Well-Architected Framework (WAF).

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have one of the following:
SAP on Microsoft Azure Specialization

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

The project sizes are the planned Azure consumption in year 1 measured from claim submission date.

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner Payment Market A	Partner Payment Market B	Duration	Phase
SAP Pre-sales (Assessment and POV)	**Standard: $15K - $250K ACR or $45K - $750K SAP RISE Annual Contractual Value (ACV)**	$15,000 USD	$12,000 USD	120 Days	Pre-sales
	Large: >$250K+ or >$750K+ SAP RISE Annual Contractual Value (ACV)	$25,000 USD	$20,000 USD		Pre-sales

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: SAP Migration

ENGAGEMENT SUMMARY

Azure offerings help accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance for Migrating a customer's estate to any of the following: 1. SAP on Azure (Native), 2. SAP RISE or 3. SAP Grow. Partners are required to perform specific milestones in the project which may include any of the following activities: 1. Assessment/ Compatibility review 2. Migration or greenfield implementation of SAP RISE production environments (including ECC to RISE migration & Data migration) 3. Migration/ Code remediation & Integration/ Simplification of functions (where relevant) 4. Validation & testing and final production go-live.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have:

- SAP on Microsoft Azure Specialization

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

The project sizes are the planned Azure consumption in year 1 measured from claim submission date.

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra-Extra Small (XXS) engagement Project size: **$5K – $15K/year** planned Azure consumption or **$15K – $45K/year** SAP RISE Annual Contractual Value (ACV)	$3,000 USD	$3,000 USD	120 days
Extra Small (XS) engagement Project size: >**$15K – $50K/year** planned Azure consumption or **$45K - $150K** SAP RISE Annual Contractual Value (ACV)	$7,000 USD	$6,000 USD	120 days
Small engagement Project size: >**$50K – $100K/year** planned Azure consumption or **$150K - $300K** SAP RISE Annual Contractual Value (ACV)	$25,000 USD	$20,000 USD	120 days
Medium engagement Project size: >**$100K – $250K/year** planned Azure consumption or **$300K - $750K** SAP RISE Annual Contractual Value (ACV)	$75,000 USD	$70,000 USD	200 days
Large engagement Project size: >**$250K – $500K+/year** planned Azure consumption or **$750K - $1.5M+** SAP RISE Annual Contractual Value (ACV)	$85,000 USD	$80,000 USD	260 days

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: Data Platform Pre-Sales (Assessment and POV)

ENGAGEMENT SUMMARY

Azure provides guidance, resources, and funding to drive consistent execution and customer experience, accelerating the demand, pipeline, and consumption of Azure Data Platform. In this engagement, partners will conduct an assessment & provide a proof of value (POV) for a customer's Analytics project, demonstrating that Azure offers the right tools to integrate Azure Analytics. As part of this Assessment and POV engagement, partners will use Microsoft Fabric (incl. Power BI) and/or Azure Databricks to build and deploy the customer POV project. Partners will use Azure Migrate or Dr. Migrate to create an assessment report. Partners should use the following Microsoft guidance/tools in delivering the services: Cloud Adoption Framework (CAF), Well-Architected Framework (WAF) and Azure Migrate.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have at least **one** of the below:

- Analytics on Microsoft Azure Specialization **or**
- Data Warehouse Migration to Microsoft Azure Specialization

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

The project sizes are the planned Azure consumption in year 1 measured from claim submission date.

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner Payment Market A	Partner Payment Market B	Duration	Phase
Data Platform Pre-sales Offer (Assessment plus POV)	Standard: $15K - $250K	$15,000 USD	$12,000 USD	120 Days	Pre-sales
	Large: >$250K	$25,000 USD	$20,000 USD		Pre-sales

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: Data Platform

ENGAGEMENT SUMMARY

Azure offerings provides guidance, resources, and funding to drive consistent execution and customer experience, accelerating the demand, pipeline, and consumption of Azure Data Platform. In this engagement, partners will provide expert guidance to help with migrations and modernization of a customer's data estate. The following post-sales patterns are supported: (i) migration and deployment services of on-premise or cloud data warehouse platforms (ii) new analytics use cases. Project should be deploying key analytics services inclusive of Microsoft Fabric (incl. Power BI) & Azure Databricks. The partners are required to perform specific milestones in the project through the following activities: 1. Landing zone setup or review 2. Deployment of Microsoft Fabric and/or Azure Databricks services.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have at least **one** of the below:
- Analytics on Microsoft Azure Specialization **or**
- Data Warehouse Migration to Microsoft Azure Specialization

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

The project sizes are the planned Azure consumption in year 1 measured from claim submission date.

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra-Extra Small (XXS) engagement Project size: **$5K – $15K/year** planned Azure consumption	$2,000 USD	$2,000 USD	120 days
Extra Small (XS) engagement Project size: >**$15K – $50K/year** planned Azure consumption	$6,500 USD	$5,200 USD	120 days
Small engagement Project size: >**$50K – $100K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$100K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K+ /year** planned Azure consumption	$75,000 USD	$60,000 USD	260 days

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: AI Apps, Agents and Developer Pre-Sales (Assessment and POV)

ENGAGEMENT SUMMARY

In this engagement, partners will deliver an Assessment and Proof of Value to build new AI-powered apps or modernize customer's existing apps using Azure Application Platform, Managed Database and/or Azure AI services. Partners are required to perform specific milestones in the project through the following activities: 1. Identify one or few customer applications and define business needs for innovation for that app using Azure app, data, agents and AI services 2. Perform POV and assessment deployment of application(s) on Azure. 3. Based on the outcome of POV develop a comprehensive deployment plan and assessment. Partners will use Azure Migrate or Dr. Migrate to create an assessment report. Partners should use the following Microsoft guidance/tools in delivering the services: Cloud Adoption Framework (CAF), Well-Architected Framework (WAF) and Azure Migrate.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have at least **one** of the below:

- Build AI Apps on Microsoft Azure Specialization **or**
- AI Platform Specialization **or**
- Accelerate Developer Productivity with Microsoft Azure Specialization

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

The project sizes are the planned Azure consumption in year 1 measured from claim submission date.

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner Payment Market A	Partner Payment Market B	Duration	Phase
AI Apps, Agents & Developer Pre-sales (Assessment and POV)	Standard: $15K - $250K	$15,000	$12,000	120 Days	Pre-sales
	Large: >$250K+	$25,000	$20,000		Pre-sales

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: AI Apps, Agents and Developer

ENGAGEMENT SUMMARY

Azure offerings provides guidance, resources, and funding to drive consistent execution and customer experience, accelerating the demand, pipeline, and consumption of Azure AI and Developer services.
The following workloads or their combinations are supported: Azure AI Foundry & Platform (Agents & Models), Azure Kubernetes Service (AKS), Azure App Service, Azure Open AI, Azure AI Services, Developer (GitHub Enterprise, GitHub Advanced Security, GitHub Copilot, GitHub Actions, GitHub Codespaces etc. The partners are required to perform specific milestones in the project through the following activities: 1. Landing zone setup or review 2. Deployment of new workloads listed above.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have at least **one** of the below:
- Build AI Apps on Microsoft Azure Specialization **or**
- AI Platform Specialization **or**
- Accelerate Developer Productivity with Microsoft Azure Specialization

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

The project sizes are the planned Azure consumption in year 1 measured from claim submission date.

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date.
Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra-Extra Small (XXS) engagement Project size: **$5K – $15K/year** planned Azure consumption	$2,000 USD	$2,000 USD	120 days
Extra Small (XS) engagement Project size: >**$15K – $50K/year** planned Azure consumption	$6,500 USD	$5,200 USD	120 days
Small engagement Project size: >**$50K – $100K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$100K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K+ /year** planned Azure consumption	$75,000 USD	$60,000 USD	260 days

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: Core Migrate and Modernize (SMB)

ENGAGEMENT SUMMARY

Azure offerings helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute a Core Migrate and/or Modernization project. It can include migrating any of the following workloads to Azure: Windows Server, Linux, SQL Server and open-source databases (Azure SQL, Azure PostgreSQL, Azure Cosmos DB, Azure MySQL) modernization of existing applications to Azure. Partners are required to perform specific milestones in the project which should include the following activities: 1. Infrastructure/ Application Compatibility Assessment/Review 2. Landing Zone Setup or Review 3. Deployment of Migration/ Modernization activities including securing the Azure workloads.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have:
SMB Track – Solution partner for Infrastructure

Customer Eligibility

SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra-Extra Small (XXS) engagement Project size: **$5K – $15K/year** planned Azure consumption	$2,000 USD	$2,000 USD	120 days
Extra Small (XS) engagement Project size: >**$15K – $50K/year** planned Azure consumption	$4,000 USD	$3,200 USD	120 days
Small engagement Project size: >**$50K – $100K/year** planned Azure consumption	$12,000 USD	$9,600 USD	120 days

The project sizes are the planned Azure consumption in year 1 measured from claim submission date

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: Core Migrate and Modernize with MDC (SMB)

ENGAGEMENT SUMMARY

Azure offerings helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute a Core Migrate and/or Modernization project. It can include migrating any of the following workloads to Azure: Windows Server, Linux, SQL Server and open-source databases (Azure SQL, Azure PostgreSQL, Azure Cosmos DB, Azure MySQL. modernization of existing applications to Azure. **It must include Defender for Cloud consumption as part of a secure migration/ modernization project.** The additional incentive (15% extra funding when compared to standard Infra/DB engagements) is specifically for Core Migrate and Modernize engagement that includes Defender for Cloud Consumption. Engagements that do NOT include Defender for Cloud must be nominated through the standard Core Migrate and Modernize engagements.

The partners are required to perform specific milestones in the project which should include the following activities: 1. Infrastructure/ Application Compatibility Assessment/Review 2. Landing Zone Setup or Review 3. Deployment of Migration/ Modernization activities including securing the Azure workloads 4. Deployment of Microsoft Defender for Cloud.

Important: For this project to be successfully delivered, at least 4% of the minimum project planned Azure consumption for the nominated project size must be from Defender for Cloud (refer to below table for minimums).

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have:
SMB Track – Solution partner for Infrastructure

Customer Eligibility

SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra-Extra Small (XXS) engagement Project size: **$5K – $15K/year** planned Azure consumption with at least **$200** coming from MDC	$2,300 USD	$2,300 USD	120 days
Extra Small (XS) engagement Project size: >**$15K – $50K/year** planned Azure consumption with at least **$600** coming from MDC	$4,600 USD	$3,680 USD	120 days
Small engagement Project size: >**$50K – $100K/year** planned Azure consumption with at least **$2,000** coming from MDC	$13,800 USD	$11,040 USD	120 days

The project sizes are the planned Azure consumption in year 1 measured from claim submission date

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: Migrate and Modernize VMware (SMB)

ENGAGEMENT SUMMARY

Azure offerings help accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute a migration of a customer's VMware environment to Azure VMware Solution.

Microsoft strongly recommends that the new Azure workloads should be setup in a secure manner. Secure Migrations can include any/all the following: Microsoft Defender for Cloud (or equivalent 3rd party security product), Azure networking security (including network security groups, secure VNet configurations, Azure Front Door with WAF policies, Azure Bastion and DDoS protection) & Azure Firewall Premium and configure firewall manager policies & alerts.

The partners are required to perform specific milestones in the project which should include the following activities: 1. Application Compatibility Assessment/Review 2. Landing Zone Setup or Review 3. Deployment/Migration activities including securing the Azure workloads.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have:
SMB Track – Solution partner for Infrastructure

Customer Eligibility

SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra-Extra Small (XXS) engagement Project size: **$5K – $15K/year** planned Azure consumption	$2,000 USD	$2,000 USD	120 days
Extra Small (XS) engagement Project size: >**$15K – $50K/year** planned Azure consumption	$4,000 USD	$3,200 USD	120 days
Small engagement Project size: >**$50K – $100K/year** planned Azure consumption	$12,000 USD	$9,600 USD	120 days

The project sizes are the planned Azure consumption in year 1 measured from claim submission date

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: Virtual Desktop Infrastructure Migration (SMB)

ENGAGEMENT SUMMARY

Azure offerings help accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to migrate a customer's Windows desktops and apps to Azure Virtual Desktop.

Microsoft strongly recommends that the new Azure workloads should be setup in a secure manner. Secure Migrations can include any/all the following: Microsoft Defender for Cloud (or equivalent 3rd party security product), Azure networking security (including network security groups, secure VNet configurations, Azure Front Door with WAF policies, Azure Bastion and DDoS protection) & Azure Firewall Premium and configure firewall manager policies & alerts. The partners are required to perform specific milestones in the project which should include the following activities: 1. Application Compatibility Assessment/Review 2. Landing Zone Setup or Review 3. Deployment activities including securing the Azure workloads.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have:
SMB Track – Solution partner for Infrastructure

Customer Eligibility

SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra-Extra Small (XXS) engagement Project size: **$5K – $15K/year** planned Azure consumption	$2,000 USD	$2,000 USD	120 days
Extra Small (XS) engagement Project size: >**$15K – $50K/year** planned Azure consumption	$4,000 USD	$3,200 USD	120 days
Small engagement Project size: >**$50K – $100K/year** planned Azure consumption	$12,000 USD	$9,600 USD	120 days

The project sizes are the planned Azure consumption in year 1 measured from claim submission date

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI

Build Intent – Partner Activities

Earning Type

Fee

Azure Accelerate Partner Nominated: Data Platform (SMB)

ENGAGEMENT SUMMARY

Azure offerings provides guidance, resources, and funding to drive consistent execution and customer experience, accelerating the demand, pipeline, and consumption of Azure Data Platform. In this engagement, partners will provide expert guidance to help with migrations and modernization of a customer's data estate. The following post-sales patterns are supported: (i) migration and deployment services of on-premise or cloud data warehouse platforms (ii) new analytics use cases. Project should be deploying key analytics services inclusive of Microsoft Fabric (incl. Power BI) & Azure Databricks.

The partners are required to perform specific milestones in the project through the following activities: 1. Landing zone setup or review 2. Deployment of Microsoft Fabric and/or Azure Databricks services.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have at least **one** of the below:

- **SMB Track** – Solutions partner for Data & AI **or**
- **SMB Track** – Solutions partner for Digital & App Innovation

Customer Eligibility

SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra-Extra Small (XXS) engagement Project size: **$5K – $15K/year** planned Azure consumption	$2,000 USD	$2,000 USD	120 days
Extra Small (XS) engagement Project size: >**$15K – $50K/year** planned Azure consumption	$4,000 USD	$3,200 USD	120 days
Small engagement Project size: >**$50K – $100K/year** planned Azure consumption	$12,000 USD	$9,600 USD	120 days

The project sizes are the planned Azure consumption in year 1 measured from claim submission date

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: AI Apps, Agents and Developer (SMB)

ENGAGEMENT SUMMARY

Azure offerings provides guidance, resources, and funding to drive consistent execution and customer experience, accelerating the demand, pipeline, and consumption of Azure AI and Developer services.

The following workloads or their combinations are supported: Azure AI Foundry & Platform (Agents & Models), Azure Kubernetes Service (AKS), Azure App Service, Azure Open AI, Azure AI Services, Developer (GitHub Enterprise, GitHub Advanced Security, GitHub Copilot, GitHub Actions, GitHub Codespaces, etc. The partners are required to perform specific milestones in the project through the following activities: 1. Landing zone setup or review 2. Deployment of new workloads listed above.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have at least **one** of the below:

- **SMB Track** – Solutions partner for Data & AI **or**
- **SMB Track** – Solutions partner for Digital & App Innovation

Customer Eligibility

SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Engagement Payout** page for country-specific information. The **Azure Pricing Calculator** can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra-Extra Small (XXS) engagement Project size: **$5K – $15K/year** planned Azure consumption	$2,000 USD	$2,000 USD	120 days
Extra Small (XS) engagement Project size: >**$15K – $50K/year** planned Azure consumption	$4,000 USD	$3,200 USD	120 days
Small engagement Project size: >**$50K – $100K/year** planned Azure consumption	$12,000 USD	$9,600 USD	120 days

The project sizes are the planned Azure consumption in year 1 measured from claim submission date

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: Cloud Accelerate Factory Infrastructure Migration

ENGAGEMENT SUMMARY

Cloud Accelerate Factory provides Microsoft expert assistance and delivery services to rapidly and reliably move your customer workloads to Azure. When you partner with Cloud Accelerate Factory as part of the Azure partner nominated offering, you can augment your capabilities at no additional cost. In this engagement, partners will collaborate with Cloud Accelerate Factory to execute an infrastructure and database migration. Cloud Accelerate Factory can support any of the following scenarios: (i) Rehost VMs to IaaS on Azure Native, and/or (ii) Azure Arc enablement for Windows or Linux machines.

More details on supported scenarios and roles and responsibilities between the partner and Cloud Accelerate Factory experts are available here: https://aka.ms/CloudFactoryOverview

Cloud Accelerate Factory performs specific functions in the project which may include any number of the following activities: 1. Compatibility Assessment/Review 2. Landing Zone Configuration 3. Deployment/Migration activities (including Arc-enablement as required).

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Partner must have **at least one** of the Azure solution designations below:

- Solutions partner for Infrastructure (Azure)
- Solutions partner for Data & AI (Azure)
- Solutions partner for Digital & App Innovation (Azure)

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

Measure and Reward

Project Size	Delivery Services	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Partner + Cloud Accelerate Factory Engagement No minimum or maximum thresholds needed to meet the customer requirements	✓	$0 USD	$0 USD	200 days

Note – Through the engagement, partners are responsible for: overall project governance, cloud enablement and consultant services, customization and post migration services. The partner & Cloud Accelerate Factory are jointly responsible for delivering quality customer outcomes.

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Delivery Services

Azure Accelerate Partner Nominated: Cloud Accelerate Factory Azure VMware Solution (AVS) Migration

ENGAGEMENT SUMMARY

Cloud Accelerate Factory provides Microsoft expert assistance and delivery services to rapidly and reliably move your customer workloads to Azure. When you partner with Cloud Accelerate Factory as part of the Azure partner nominated offering, you can augment your capabilities at no additional cost. In this engagement, partners will collaborate with Cloud Accelerate Factory to execute an infrastructure and database migration. Cloud Accelerate Factory can support the following scenarios: (i) Rehost VMs to IaaS on Azure VMware Solution.

More details on supported scenarios and roles and responsibilities between the partner and Cloud Accelerate Factory experts are available here: https://aka.ms/CloudFactoryOverview
Cloud Accelerate Factory performs specific functions in the project which may include any number of the following activities: 1. Compatibility Assessment/Review 2. Landing Zone Configuration 3. Deployment/Migration activities.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Partner must have **at least one** of the Azure solution designations below:

- Solutions partner for Infrastructure (Azure)
- Solutions partner for Data & AI (Azure)
- Solutions partner for Digital & App Innovation (Azure)

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

Measure and Reward

Project Size	Delivery Services	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Partner + Cloud Accelerate Factory Engagement No minimum or maximum thresholds needed to meet the customer requirements	✓	$0 USD	$0 USD	200 days

Note – Through the engagement, partners are responsible for: overall project governance, cloud enablement and consultant services, customization and post migration services. The partner & Cloud Accelerate Factory are jointly responsible for delivering quality customer outcomes.

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Delivery Services

Azure Accelerate Partner Nominated: Cloud Accelerate Factory Virtual Desktop Migration to Azure

ENGAGEMENT SUMMARY

Cloud Accelerate Factory provides Microsoft expert assistance and delivery services to rapidly and reliably move your customer workloads to Azure. When you partner with Cloud Accelerate Factory as part of the Azure partner nominated offering, you can augment your capabilities at no additional cost. In this engagement, partners will collaborate with Cloud Accelerate Factory to migrate a customer's Windows desktops and apps to Azure Virtual Desktop or Citrix Cloud on Azure. Cloud Accelerate Factory can support any of the following scenarios: (i) Publishing Remote Desktop Services (RDS) to Azure Virtual Desktop, (ii) Citrix Cloud to Azure Virtual Desktop Migration, (iii) New standard Azure Virtual Desktop Deployment.

More details on supported scenarios and roles and responsibilities between the partner and Cloud Accelerate Factory experts are available here https://aka.ms/CloudFactoryOverview

Cloud Accelerate Factory performs specific functions in the project which may include any number of the following activities: 1. Publish applications/desktops with Azure Virtual Desktops 2. Create new Image 3. User profile provisioning and management

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Partner must have **at least one** of the Azure solution designations below:

- Solutions partner for Infrastructure (Azure)
- Solutions partner for Data & AI (Azure)
- Solutions partner for Digital & App Innovation (Azure)

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

Measure and Reward

Project Size	Delivery Services	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Partner + Cloud Accelerate Factory Engagement No minimum or maximum thresholds needed to meet the customer requirements	✓	$0 USD	$0 USD	200 days

Note – Through the engagement, partners are responsible for: overall project governance, cloud enablement and consultant services, customization and post migration services. The partner & Cloud Accelerate Factory are jointly responsible for delivering quality customer outcomes.

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Delivery Services

Azure Accelerate Partner Nominated: Cloud Accelerate Factory App & Database Migration

ENGAGEMENT SUMMARY

Azure offerings helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute a Core Migrate and/or Modernization project.
It can include migrating any of the following workloads to Azure: Windows Server, Linux, SQL Server and open-source databases (Azure SQL, Azure PostgreSQL, Azure Cosmos DB, Azure MySQL and/or modernization of existing applications to Azure.
The partners are required to perform specific milestones in the project which should include the following activities: 1. Infrastructure/ Application Compatibility Assessment/Review 2. Landing Zone Setup or Review 3. Deployment of Migration/ Modernization activities including securing the Azure workloads.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Partner must have **at least one** of the Azure solution designations below:

- Solutions partner for Infrastructure (Azure)
- Solutions partner for Data & AI (Azure)
- Solutions partner for Digital & App Innovation (Azure)

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

Measure and Reward

Project Size	Delivery Services	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Partner + Cloud Accelerate Factory Engagement No minimum or maximum thresholds needed to meet the customer requirements	✓	$0 USD	$0 USD	200 days

Note – Through the engagement, partners are responsible for: overall project governance, cloud enablement and consultant services, customization and post migration services. The partner & Cloud Accelerate Factory are jointly responsible for delivering quality customer outcomes.

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI

Build Intent – Partner Activities

Earning Type

Delivery Services

Azure Accelerate Partner Nominated: Cloud Accelerate Factory Analytics

ENGAGEMENT SUMMARY

Cloud Accelerate Factory provides Microsoft expert assistance and delivery services to rapidly and reliably move your customer workloads to Azure. When you partner with Cloud Accelerate Factory as part of the Azure partner nominated offering, you can augment your capabilities at no additional cost. In this engagement, partners will collaborate with Cloud Accelerate Factory to deploy business intelligence solutions for a customer. Cloud Accelerate Factory can support any of the following scenarios: (i) PowerBI Migrations including SQL Server Reporting Services, SQL Server Analysis Services to Power BI, Premium SKU to Microsoft Fabric SKU & (ii) Limited Lakehouse Migration (Microsoft Fabric or Azure Databricks).

More details on supported scenarios and roles and responsibilities between the partner and Cloud Accelerate Factory experts are available here: https://aka.ms/CloudFactoryOverview

Cloud Accelerate Factory performs specific functions in the project which may include any number of the following activities: 1. Landing zone Configuration 2. Deployment of Business intelligence solutions

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Partner must have **at least one** of the Azure solution designations below:

- Solutions partner for Infrastructure (Azure)
- Solutions partner for Data & AI (Azure)
- Solutions partner for Digital & App Innovation (Azure)

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

Measure and Reward

Project Size	Delivery Services	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Partner + Cloud Accelerate Factory Engagement No minimum or maximum thresholds needed to meet the customer requirements	✔	$0 USD	$0 USD	200 days

Note – Through the engagement, partners are responsible for: overall project governance, cloud enablement and consultant services, customization and post migration services. The partner & Cloud Accelerate Factory are jointly responsible for delivering quality customer outcomes.

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Delivery Services

Azure Accelerate Partner Nominated: Cloud Accelerate Factory Secure Azure Cloud

ENGAGEMENT SUMMARY

Cloud Accelerate Factory provides Microsoft expert assistance and delivery services to rapidly and reliably move your customer workloads to Azure. When you partner with Cloud Accelerate Factory as part of the Azure partner nominated offering, you can augment your capabilities at no additional cost. In this engagement, partners will collaborate with Cloud Accelerate Factory to secure their existing workloads. Cloud Accelerate Factory can support any of the following scenarios: (i) Deployment of Microsoft Defender for Cloud, through Cloud Security Posture Management (CSPM) and Cloud Workload Protection (CWP) and/ or (ii) Azure Sentinel Deployment and migrations from Splunk to Sentinel.

More details on supported scenarios and roles and responsibilities between the partner and Cloud Accelerate Factory experts are available here: https://aka.ms/CloudFactoryOverview

Cloud Accelerate Factory performs specific functions in the project which may include any number of the following activities: 1. Compatibility Assessment/Review 2. Evaluating existing use cases 3. Deploying Microsoft built-in use cases.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Partner must have **at least one** of the Azure solution designations below:

- Solutions partner for Infrastructure (Azure)
- Solutions partner for Data & AI (Azure)
- Solutions partner for Digital & App Innovation (Azure)

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

Measure and Reward

Project Size	Delivery Services	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Partner + Cloud Accelerate Factory Engagement No minimum or maximum thresholds needed to meet the customer requirements	✓	$0 USD	$0 USD	200 days

Note – Through the engagement, partners are responsible for: overall project governance, cloud enablement and consultant services, customization and post migration services. The partner & Cloud Accelerate Factory are jointly responsible for delivering quality customer outcomes.

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Delivery Services

Azure Accelerate Partner Nominated: Cloud Accelerate Factory Core Migrate & Modernize

ENGAGEMENT SUMMARY

Cloud Accelerate Factory provides Microsoft expert assistance and delivery services to rapidly and reliably move your customer workloads to Azure. When you partner with Cloud Accelerate Factory as part of the Azure partner nominated offering, you can augment your capabilities at no additional cost. In this engagement, partners will collaborate with Cloud Accelerate Factory to execute a Gen AI Assistant deployment.
Cloud Accelerate Factory can support any of the following scenario: (i) GenAI Assistant Solution Accelerator
More details on supported scenarios and roles and responsibilities between the partner and Cloud Accelerate Factory experts are available here: https://aka.ms/CloudFactoryOverview
Cloud Accelerate Factory performs specific functions in the project which may include any number of the following activities: 1. Proof of Concept to deliver a working prototype 2. Landing Zone to set up for AOAI services 3. Production deployment of use cases 4. Solution Optimization for customer deployments.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Partner must have **at least one** of the Azure solution designations below:

- Solutions partner for Infrastructure (Azure)
- Solutions partner for Data & AI (Azure)
- Solutions partner for Digital & App Innovation (Azure)

Customer Eligibility

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

Measure and Reward

Project Size	Delivery Services	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Partner + Cloud Accelerate Factory Engagement No minimum or maximum thresholds needed to meet the customer requirements	✓	$0 USD	$0 USD	200 days

Note – Through the engagement, partners are responsible for: overall project governance, cloud enablement and consultant services, customization and post migration services. The partner & Cloud Accelerate Factory are jointly responsible for delivering quality customer outcomes.

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Delivery Services

FY26 Azure Accelerate Partner Performance Measurements

Pre and Post Sales Measurements

Pre-Sales

Partners must maintain a 3:1 ratio of pre-sales to post-sales engagements.

Post-Sales

Partners must meet ACR targets in over 60% of individually measured claims.

Engagement Max Cap Limits

Up to 4 approved claims, with a maximum of 2 concurrent claims. This requirement applies per T-shirt size, TPID, and partner location ID.

Cap on Max Partner Earnings

Partner earnings are capped at $3M.

Criteria

- Claims monitored over a 12-month rolling window.
- Partners will be paused if they don't meet pre and post sales measurements and may resume participation once they meet the required ratio thresholds, or after their claims period expires.
- Partners and field teams can enroll in bi-weekly performance reports for ongoing monitoring.
- Controls are assessed at the PartnerOneID level, with a global center of excellence advised for partner monitoring their affiliate claims worldwide.

Azure Accelerate Partner Nominated – Investment Terms

Net New Engagements Only

Partners should **NOT** nominate existing engagements that are already underway through Azure partner nominations.

These should be **only for net new** engagements that have **NOT** started (and will only start after approval is received from customer)

Each Engagement is a unique project

Each engagement submitted as unique and having its own scope of Azure consumption.

If a project has multiple scenarios (e.g., analytics and machine learning), nominate them **separately**.

A partner should **NOT** nominate multiple engagement types together for the same opportunity.

An example: A single engagement should be nominated **only once** under the appropriate engagement size based on estimated Azure consumption. For example, two engagements (e.g., both M & L sizes) should not be nominated for the same project.

Subcontracting

Bona fide Customer Validation - Eligible customers must have a customer email address that is distinct from the partner's domain or tenant and is aligned to the Customer domain or tenant.

Partners may not subcontract any engagement activity(ies) to any third party(ies). Microsoft will not pay incentives to any partners [and/or partner affiliates] for activities completed by third party(ies) (such third party(ies) including but not limited to subcontractors or vendors). All claimed activity(ies) must be executed directly by the claiming eligible partner in order to qualify for approval and payment.

Microsoft will conduct regular audits to monitor the number of active engagements per partner Partner ID. Microsoft may, in its sole discretion, terminate partners for falsely creating engagements to claim earnings, or for engaging in activities that do not align with the incentive intent.

Important: Partners are prohibited from using funding for the same customer and project in both Azure Accelerate Partner Nominated and Field Nominated (ECIF). Any partners found to be in violation of this policy may be subject to suspension.

Azure Accelerate Partner Nominated - Engagement Stages

Engagement Stage	Stage 01 Nominate Customer	Stage 02 Customer Consent	Stage 03 Execution & POE Submission	Stage 04 POE Validation	Stage 05 Payment
Activity	Partner nominates customer after there is confirmed intent and alignment from the customer to carry out the engagement. Partner Center validates customer eligibility for partner and customer	Partner requests customer consent Partner Center receives customer consent Without customer consent, claim will automatically expire	Partner delivers the customer engagement Partner submits claim with required Proof of Execution (POE) documentation Incomplete claims will automatically expire	Microsoft reviews POE documentation Microsoft reaches out to partner if additional information is needed. Microsoft approves or declines POE	Once approved, claim will be processed for payment Microsoft issues payment to partner
Timeline		**30 days max from nominating the customer**	**60-260 days* from receiving customer consent**	**30 days max from claim submission**	**45 days max from claim approval month end**

* Nominate by clicking "Add Customer" in Partner Center > Incentives > MCI Engagements. See https://aka.ms/MCIPartnerActivitiesClaimsGuide for details.

*The exact timeline for this stage will depend on the size of the engagement.
Please refer to the individual one-pagers of the respective engagement type for more details

Azure Accelerate Partner Nominated - Engagement Stages: Proof of Execution Requirements

To receive payment, please submit all required components of proof of execution according to the timeline for each engagement size.

- Customer Survey (triggered by Partner, completed by Customer)
- Partner Survey (completed by Partner)
- Proof of Execution (POE) Requirements (uploaded by Partner)
- Invoice in USD (uploaded by Partner)
  This refers to the partner invoice to Microsoft for completion of activity
- ACR — Project ACR Estimate (uploaded by Partner)

Azure Accelerate Partner Nominated - Market A and B Countries

Market A and Market B Countries

Earning amounts will be calculated in USD, based on the country associated with the nominating partner's Partner ID:

- Market A countries are Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Japan, Luxembourg, Netherlands, New Zealand, Norway, Spain, Sweden, Switzerland, United Kingdom, United States.

- Market B will include all other countries/regions eligible for Microsoft Commerce Incentives.

Proof of Execution (POE) Simplification

Pre-Sales

FY26: Simplified Requirements for Partners: Every engagement only requires an: 1) assessment and 2) proof of value, packaged as one seamless, high-impact experience.

Accelerated Sales Velocity: To enable faster assessments, Dr. Migrate will be available starting August 1, 2025.

Post-Sales

FY26: Partners only need to provide : 1) Azure Pricing Calculator output + 2) Azure Subscription IDs in the POE template for post-deployment monitoring of ACR to targets.

For more information on required POE visit the Microsoft partner website

ISV Success Advanced, ISV Marketplace Rewards, Azure Accelerate ISV

ISV Success Advanced: Build & Publish

ENGAGEMENT SUMMARY

ISV Success Advanced: Build & Publish offer helps accelerate digital transformation and supports ISV partners in designing, piloting, and publishing innovative applications. In this engagement, the ISV partner will develop a new or modernized Azure AI-enabled solution, run a proof of value (POV), and publish it to Marketplace. The solution must also be intended as a transactable, repeatable offering available to external customers.

Qualifying Services: Published solution must leverage at least one Azure service from each category in the *AI Apps, Agents, & Developers* list, AND at least one service from the *Data Platform* list:

AI Apps, Agents, & Developers: **App layer** (Azure Kubernetes Service, Azure Container Apps, Azure App Service, Azure Red Hat OpenShift, Azure Spring Apps), **Data layer** (Cosmos DB, Azure Database for PostgreSQL, Azure Database for MySQL/MariaDB or Azure SQL Database), **AI layer** (Azure Cognitive Services (including Azure OpenAI Service), Azure Applied AI Services, Azure Machine Learning).

Data Platform: Azure OpenAI, Azure AI Services (e.g., Speech, Vision, ML, etc.), Azure AI Foundry, Azure Synapse, Azure Databricks, Azure Data Explorer (ADX), Microsoft Purview, Microsoft Fabric, Power BI Premium (deployments for PowerBI will be considered only if there is pull-through of Analytics and AI consumption).

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have one of the following Certified Software Designations:
1. Azure
2. Security
3. Industry AI

Also extended to IP Co-sell Top Tier partners until December 31, 2025

Customer Eligibility

The partner applying for the benefit is the end customer, so the TPID for the claim must be that of the partner

Measure and Reward

Partners are paid a fixed amount. The **Azure Pricing Calculator** can be used to estimate Azure consumption.
Refer to the **Engagement Payout** page for country-specific information.

Project Size	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner Payment Market A	Partner Payment Market B	Duration	Phase
Extra-Extra Small (XXS) engagement	$5K – $15K ACR	$5,000		120 Days	Build & Publish
Extra Small (XS) engagement	>$15K – $50K ACR	$20,000	$16,000		Build & Publish
Small (S) engagement	>$50K – $100K ACR	$30,000	$24,000		Build & Publish
Medium (M) engagement	>$100K – $250K ACR	$60,000	$48,000	200 Days	Build & Publish
Large (L+) engagement	>$250K ACR	$100,000	$80,000	260 Days	Build & Publish

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

ISV Marketplace Rewards Advanced: Migration Assessment and POV

ENGAGEMENT SUMMARY

This engagement enables ISVs to securely and efficiently transition existing end-customers to modern SaaS applications and data platforms. This assessment phase forms the foundation for the migration and modernization strategy by delivering a cloud migration plan for the end customer. ***Qualifying scenarios include:*** *On-Prem to Azure Cloud Migration, Migration from Competitive Platforms, Expanding Azure Solution Footprint Within Existing Customer Environments, and Net New Customer Acquisition*

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have one of the following Certified Software Designations:

1. Azure
2. Security
3. Industry AI

Also extended to IP Co-sell Top Tier partners until December 31, 2025

Customer Eligibility

Strategics, Majors, SMC-Corporate and SMB customers with a valid TPID detected by Microsoft internal systems

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the planned Azure consumption in Year 1 measured from project completion according to the Azure Pricing Calculator or the customer's Annual Contract Value (ACV). The **Azure Pricing Calculator** can be used to estimate Azure consumption.
Refer to the **Engagement Payout** page for country-specific information.

Project Size	Customer Project Size per Year (Planned Azure Consumption in year 1 or ACV)	Partner Payment Market A	Partner Payment Market B	Duration	Phase
Migration Assessment Offer (Assessment and POV)	Standard: $15K - $125K ACR ($75K - $1.25M ACV)	$15,000	$12,000	120 Days	Pre-sales
	Large: >$250K+ (>$1.25M+ ACV)	$25,000	$20,000		Pre-sales

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

ISV Marketplace Rewards Advanced: Customer Migrate & Modernize

ENGAGEMENT SUMMARY

This engagement empowers ISVs to securely and efficiently migrate and modernize their existing end customers to modern SaaS applications and data platforms. Through this program, partners provide expert guidance to execute customer migration and modernization projects using Azure-based solutions. This may include delivering implementation services for solutions that are integrated with or hosted on Azure. Partners are expected to complete key project milestones, including: 1) Application Compatibility Assessment/Review, and 2) Migration and Modernization activities. ***Qualifying scenarios include:*** *On-Prem to Azure Cloud Migration, Migration from Competitive Platforms, Expanding Azure Solution Footprint Within Existing Customer Environments, and Net New Customer Acquisition*

Important: For customer migrations to SaaS offerings on Azure, ISV partners are required to report PRACR for 1 year after the engagement is delivered.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have one of the following Certified Software Designations:
1. Azure
2. Security
3. Industry AI

Also extended to IP Co-sell Top Tier partners until December 31, 2025

Customer Eligibility

Strategics, Majors, SMC-Corporate and SMB customers with a valid TPID detected by Microsoft internal systems

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the planned Azure consumption in Year 1 measured from project completion according to the Azure Pricing Calculator or the customer's Annual Contract Value (ACV). The **Azure Pricing Calculator** can be used to estimate Azure consumption.
Refer to the **Engagement Payout** page for country-specific information.

Project Size	Customer Project Size per Year (Planned Azure Consumption in year 1 or ACV)	Partner Payment Market A	Partner Payment Market B	Duration	Phase
Extra-Extra Small (XXS) engagement	\$5K – \$15K ACR (\$25K – \$75K ACV)	\$5,000		120 Days	Post-sales
Extra Small (XS) engagement	>\$15K – \$50K ACR (>\$75K – \$250K ACV)	\$15,000	\$12,000		Post-sales
Small (S) engagement	>\$50K – \$100K ACR (>\$250K – \$500K ACV)	\$40,000	\$32,000		Post-sales
Medium (M) engagement	>\$100K – \$250K ACR (>\$500K – \$1.25M ACV)	\$80,000	\$64,000	200 Days	Post-sales
Large (L+) engagement	>\$250K+ ACR (>\$1.25M+ ACV)	\$175,000	\$140,000	260 Days	Post-sales

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated: ISV Customer Migrate & Modernize Assessment and POV

ENGAGEMENT SUMMARY

This engagement supports Certified Software Designation ISVs (also extended to IP Cosell Top Tier partners until December 31, 2025) in accelerating their customers' migration and modernization journeys by empowering advanced GSI/SI partners to securely and efficiently transition existing end customers to modern SaaS applications and data platforms. This assessment phase forms the foundation for the migration and modernization strategy by delivering a migration plan to the customer.

This engagement has a Stage 0 process to qualify the engagement and enable the ability to make the claim in MCI. The GSI/SI must email azurepartneroffering@microsoft.com to nominate an engagement with Customer Name (TPID if you have it), Partner Location ID, ISV Name, Solution Name, Partner Contact Name and email, and Start Date. Please allow 3 business days for the alias to reply to nomination. . ***Qualifying scenarios include:*** *On-Prem to Azure Cloud Migration, Migration from Competitive Platforms, Expanding Azure Solution Footprint Within Existing Customer Environments, and Net New Customer Acquisition*

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have at least **one** of the below:

- Azure Expert MSP **or**
- Infrastructure & Database Migration Specialization **or**
- Kubernetes on Microsoft Azure **or**
- Migrate Enterprise Applications on Azure

Customer Eligibility

Must be net new or existing end customer of Certified Software Designation ISVs (also extended to IP Cosell Top Tier partners until December 31, 2025), including Strategics, Majors, SMC-Corporate, and SMB customers, with a valid TPID recognized by Microsoft's internal systems.

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the planned Azure consumption in Year 1 measured from project completion according to the Azure Pricing Calculator or the customer's Annual Contract Value (ACV). The **Azure Pricing Calculator** can be used to estimate Azure consumption.
Refer to the **Engagement Payout** page for country-specific information.

Project Size	Customer Project Size per Year (Planned Azure Consumption in year 1 or ACV)	Partner Payment Market A	Partner Payment Market B	Duration	Phase
Migration & Modernization Assessment Offer (Assessment plus POV)	Standard: $15K - $250K ACR ($75K - $1.25M ACV)	$15,000	$12,000	120 Days	Pre-sales
	Large: >$250K+ (>$1.25M+ ACV)	$25,000	$20,000		Pre-sales

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI

Build Intent – Partner Activities

Earning Type

Fee

Azure Accelerate Partner Nominated: ISV Customer Migrate & Modernize

ENGAGEMENT SUMMARY

This engagement supports Certified Software Designation ISVs (also extended to IP Cosell Top Tier partners until December 31, 2025) in accelerating customer migrations and modernization by enabling Advance specialized GSI/SI partners to securely and efficiently move existing end-customers to modern SaaS applications and data platforms. Through this program, partners provide expert guidance to execute customer migration and modernization projects using Azure-based solutions. This may include delivering implementation services for solutions that are integrated with or hosted on Azure. Partners are expected to complete key project milestones including: 1) Application Compatibility Assessment/Review, and 2) Migration and Modernization activities. This engagement has a Stage 0 process to qualify the engagement and enable the ability to make the claim in MCI. The GSI/SI must email azurepartneroffering@microsoft.com to nominate an engagement with Customer Name (TPID if you have it), Partner Location ID, ISV Name, Solution Name, Partner Contact Name and email, and Start Date. Please allow 3 business days for the alias to reply to nomination. ***Qualifying scenarios include:*** *On-Prem to Azure Cloud Migration, Migration from Competitive Platforms, Expanding Azure Solution Footprint Within Existing Customer Environments, and Net New Customer Acquisition*

Important: For customer migrations to SaaS offerings on Azure, ISV partners are required to report PRACR for 1 year after the engagement is delivered.

ENGAGEMENT TERM

July 1, 2025 through June 30, 2026

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Must have at least **one** of the below:

- Azure Expert MSP **or**
- Infrastructure & Database Migration Specialization **or**
- Kubernetes on Microsoft Azure **or**
- Migrate Enterprise Applications on Azure

Customer Eligibility

Must be net new or existing end customer of Certified Software Designation ISVs (also extended to IP Cosell Top Tier partners until December 31, 2025), including Strategics, Majors, SMC-Corporate, and SMB customers, with a valid TPID recognized by Microsoft's internal systems.

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the planned Azure consumption in Year 1 measured from project completion according to the Azure Pricing Calculator or the customer's Annual Contract Value (ACV). The **Azure Pricing Calculator** can be used to estimate Azure consumption.
Refer to the **Engagement Payout** page for country-specific information.

Project Size	Customer Project Size per Year (Planned Azure Consumption in year 1 or ACV)	Partner Payment Market A	Partner Payment Market B	Duration	Phase
Extra-Extra Small (XXS) engagement	$5K – $15K ACR ($25K – $75K ACV)	$5,000		120 Days	Post-sales
Extra Small (XS) engagement	>$15K – $50K ACR (>$75K – $250K ACV)	$15,000	$12,000		Post-sales
Small (S) engagement	>$50K – $100K ACR (>$250K – $500K ACV)	$40,000	$32,000		Post-sales
Medium (M) engagement	>$100K – $250K ACR (>$500K – $1.25M ACV)	$80,000	$64,000	200 Days	Post-sales
Large (L+) engagement	>$250K+ ACR (>$1.25M+ ACV)	$175,000	$140,000	260 Days	Post-sales

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Accelerate Partner Nominated ISV Customer Migrate and Modernize - Engagement Stages

Engagement Stage	Stage 00 Pre-nominate Customer	Stage 01 Nominate Customer	Stage 02 Customer Consent	Stage 03 Execution & POE Submission	Stage 04 POE Validation	Stage 05 Payment
Activity	- Partner submits customer engagement nomination at Azure Offerings Partner Support (AzurePartnerOffering@microsoft.com) Microsoft validates customer and ISV and activates customer in Partner Center	- Partner nominates the customer once the customer has demonstrated confirmed intent and alignment to proceed with the engagement - Microsoft validates customer eligibility for partner and customer in Partner Center	- Partner requests customer consent - Partner Center receives customer consent - If the customer does not provide consent, the claim will automatically expire.	- Partner delivers the customer engagement - Partner submits claim with required Proof of Execution (POE) documentation - Incomplete claims will automatically expire	- Microsoft reviews POE documentation - Microsoft reaches out to partner if additional information is needed. - Microsoft approves or declines POE	- Once approved, claim will be processed for payment - Microsoft issues payment to partner
Timeline	**7 business days max from nominating the customer**		**30 days max from nominating the customer**	**60-260 days* from receiving customer consent**	**30 days max from claim submission**	**45 days max from claim approval month end**

* Nominate by clicking "Add Customer" in Partner Center > Incentives > MCI Engagements. See https://aka.ms/MCIPartnerActivitiesClaimsGuide for details.

*The exact timeline for this stage will depend on the size of the engagement. Please refer to the individual one-pagers of the respective engagement type for more details

ISV Success and Marketplace Rewards Advanced - Engagement Controls

Max earnings per Partner ID

Partners will be expected to monitor their earnings through Partner Center. Microsoft reserves the right to modify the max annual earning cap on a quarterly basis.

Maximum active engagements per customer

Partners will be limited to a maximum of 10 active engagements per customer TPID in the same location at the same time. Active engagements are those where a customer has been claimed until the claim POE has been approved. If a customer has reached this threshold, partner will need to complete the claims POE approval process for one or more customer before claiming more customers.

Subcontracting

Partners may not subcontract any engagement activity(ies) to any third party(ies). Microsoft will not pay incentives to any partners [and/or partner affiliates] for activities completed by third party(ies) (such third party(ies) including but not limited to subcontractors or vendors). All claimed activity(ies) must be executed directly by the claiming eligible partner in order to qualify for approval and payment.

Microsoft will conduct regular audits to monitor the number of active engagements per partner Partner ID. Microsoft may, in its sole discretion, terminate partners for falsely creating engagements to claim earnings, or for engaging in activities that do not align with the incentive intent.

FY26 ISV Success and Marketplace Rewards Advanced -Partner Performance Measurements

Pre and Post Sales Measurements

Pre-Sales

Partners must maintain a 3:1 ratio of pre-sales to post-sales engagements.

Post-Sales

Partners must meet ACR targets in over 60% of individually measured claims.

Criteria

- Claims monitored over a 12-month rolling window.
- Partners will be paused if they don't meet pre and post sales measurements and may resume participation once they meet the required ratio thresholds, or after their claims period expires. Partners and field teams can enroll in bi-weekly performance reports for ongoing monitoring.
- Controls are assessed at the PartnerOneID level, with a global center of excellence advised for partner monitoring their affiliate claims worldwide.
- Partners should ensure they provide accurate Azure Subscription IDs in the POE. For customer migrations to SaaS offerings on Azure, ISV partners are required to report PRACR for the engagements delivered.

Proof of Execution (POE) Simplification

Pre-Sales

FY26: Simplified Requirements for Partners: Every engagement only requires an: 1) assessment and 2) proof of value, packaged as one seamless, high-impact experience.

Accelerated Sales Velocity: To enable faster assessments, Dr. Migrate will be available starting August 1, 2025.

Post-Sales

FY26: Partners only need to provide : 1) Azure Pricing Calculator output + 2) Azure Subscription IDs in the POE template for post-deployment monitoring of ACR to targets.

CSP – Azure

Azure CSP incentives

FY26 CSP incentives have been updated with three important timelines.

October 1, 2024 – June 30, 2025

FY25 partner eligibility, levers, and rates

July 1, 2025 – September 30, 2025*

FY25 partner eligibility, levers, and rates

*To be recalculated in February 2025 under FY25 partner eligibility with FY26 levers and rates

October 1, 2025 – June 30, 2026

FY26 partner eligibility, levers, and rates

For additional terms and conditions related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Engagement: Azure CSP motion incentives

ENGAGEMENT SUMMARY

Cloud Solution Providers providing billing and support as part of a partner-managed Azure experience for customers who purchase Azure services under a new Azure offer (offer plan) are recognized for incentives when transacting through a Partner Location ID meet all eligibility requirements for available engagement opportunities and applicable incentive enrollment requirements.

ENGAGEMENT TERM

October 1, 2024 – June 30, 2025 | For additional details related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Partner Authorization
Microsoft CSP Indirect Reseller Channel Authorization
OR Microsoft CSP Direct Bill Partner Channel Authorization

Incentive Enrollment
Microsoft Commerce Incentives

Eligibility
One of the following Solutions Partner designations:
- Solutions partner for Infrastructure (Azure)
- Solutions partner for Data & AI (Azure)
- Solutions partner for Digital & App Innovation (Azure)

OR

Attained one of the following legacy competencies and purchased benefits package for one of the eligible competencies: Cloud Platform

Measure and Reward

Incentives for the new Azure offer (Azure plan) are calculated as a percentage of Azure consumption revenue. All payments made on a monthly cadence.

Incentive structure	CSP Direct Bill Partner	CSP Indirect Reseller	Maximum earning opportunity
Azure consumption CSP motion (Pay-as-you-go[4])	4.00%	4.00%	$80k USD[1]
Azure Reservation and Savings Plan Incentive (Includes PTUs[4], ACR from Reserved Instance, and Azure Savings Plan consumption)	10.00%	10.00%	
Azure AI accelerator CSP [2] (Pay-as-you-go[4])	7.00%	7.00%	$25k USD[1]
Azure workload accelerator CSP [3] (Pay-as-you-go[4])	3.00%	3.00%	$25k USD[1]
Azure CSP customer adds [5]	15.00%	15.00%	$250k USD[5]

1. Maximum Earning Opportunities at per engagement term, per partner, per subscription level
2. Eligible products within each workload can be found on Azure AI accelerator CSP – Eligible products)
3. Eligible products within each workload can be found on Azure workload accelerator CSP – Eligible products)
4. Click links for more information: Pay-as-you-go vs Provisioned Throughput Units (PTU)
5. Azure CSP customer adds calculated in addition to related MCI Azure CSP incentives and paid with 100% rebate earning type. Also, the Maximum earning opportunity is at per partner and per tenant for up to 12-month period

Licensing Agreement
Microsoft Customer Agreement

Partner Association
Transacting Partner of Record

Earning Type
Rebate or Indirect Rebate (60% Rebate/40% Co-op)

Product Eligibility
Azure offer (Azure plan)

Engagement: Azure CSP motion Incentive

ENGAGEMENT SUMMARY

Cloud Solution Providers providing billing and support as part of a partner-managed Azure experience for customers who purchase Azure services under a new Azure offer (offer plan) are recognized for incentives when transacting through a Partner Location ID meet all eligibility requirements for available engagement opportunities and applicable incentive enrollment requirements.

ENGAGEMENT TERM

July 1, 2025 – September 30, 2025 | For additional details related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Partner Authorization
Microsoft CSP Indirect Reseller Channel Authorization
OR Microsoft CSP Direct Bill Partner Channel Authorization

Incentive Enrollment
Microsoft Commerce Incentives

Eligibility
One of the following Solutions Partner designations:
- Solutions partner for Infrastructure (Azure)
- Solutions partner for Data & AI (Azure)
- Solutions partner for Digital & App Innovation (Azure)

OR

Attained one of the following legacy competencies and purchased benefits package for one of the eligible competencies: Cloud Platform

Measure and Reward

Incentives for the new Azure offer (Azure plan) are calculated as a percentage of Azure consumption revenue. All payments made on a monthly cadence.

Azure CSP levers	CSP Direct Bill Partner	CSP Indirect Reseller	Maximum earning opportunity[1]
Azure CSP Consumption (Pay-as-you-go[2])	3.00%	3.00%	$150k USD[1]
Azure CSP Reservation and Savings Plan (Includes PTUs[2] , ACR from Reserved Instance, and Azure Savings Plan consumption)	3.00%	3.00%	
Azure CSP Growth Accelerator (Incl. Pay-as-you-go[2], RI/SP[2])	7.50%	7.50%	$250k USD[1]

IMPORTANT: July 1, 2025, to September 30, 2025, incentives will be calculated and paid under FY25 partner eligibility, levers, and rates here. In February 2026, earnings will be recalculated for July 2025 to September 2025 under FY25 partner eligibility and FY26 levers and rates (per table above).

1. Maximum Earning Opportunities at per engagement term, per partner, per tenant level
2. Click links for more information: Pay-as-you-go vs Provisioned Throughput Units (PTU)

Licensing Agreement
Microsoft Customer Agreement

Partner Association
Transacting Partner of Record

Earning Type
Rebate or Indirect Rebate
(60% Rebate/40% Co-op)

Product Eligibility
Azure offer (Azure plan)

Azure CSP incentive – direct bill partner

ENGAGEMENT SUMMARY

Cloud Solution Providers providing billing and support as part of a partner-managed Azure experience for customers who purchase Azure services under a new Azure offer (offer plan) are recognized for incentives when transacting through a Partner Location ID meet all eligibility requirements for available engagement opportunities and applicable incentive enrollment requirements.

ENGAGEMENT TERM

October 1, 2025 – June 30, 2026 | For additional details related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Partner Authorization
Microsoft CSP Direct Bill Partner Channel Authorization

Incentive Enrollment
Microsoft Commerce Incentives

Eligibility
One of the following Solutions Partner designations:
- Solutions partner for Infrastructure (Azure)
- Solutions partner for Data & AI (Azure)
- Solutions partner for Digital & App Innovation (Azure)

Revenue Requirements
$1M USD 12-month revenue threshold

Measure and Reward

Incentives for the new Azure offer (Azure plan) are calculated as a percentage of Azure consumption revenue. All payments made on a monthly cadence.

Azure CSP levers	Rate	Maximum earning opportunity[1]
Azure CSP Consumption (Pay-as-you-go[2])	3.00%	$150k USD[1]
Azure CSP Reservation and Savings Plan (Includes PTUs[2] , ACR from Reserved Instance, and Azure Savings Plan consumption)	3.00%	
Azure CSP Growth Accelerator (Incl. Pay-as-you-go[2], RI/SP[2])	7.50%	$250k USD[1]

IMPORTANT: October 1, 2025 to November 30, 2025 will be calculated and paid under FY26 partner eligibility, levers, and rates. Earnings will be paid by January 15, 2026 per incentive launch payment SLA here.

1. Maximum Earning Opportunities at per engagement term, per partner, per tenant level
2. Click links for more information: Pay-as-you-go vs Provisioned Throughput Units (PTU)

Licensing Agreement
Microsoft Customer Agreement

Partner Association
Transacting Partner of Record

Earning Type
Rebate or Indirect Rebate
(60% Rebate/40% Co-op)

Product Eligibility
Azure offer (Azure plan)

Azure CSP incentive – indirect reseller

ENGAGEMENT SUMMARY

Cloud Solution Providers providing billing and support as part of a partner-managed Azure experience for customers who purchase Azure services under a new Azure offer (offer plan) are recognized for incentives when transacting through a Partner Location ID meet all eligibility requirements for available engagement opportunities and applicable incentive enrollment requirements.

ENGAGEMENT TERM

October 1, 2025 – June 30, 2026 | For additional details related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Partner Authorization
Microsoft CSP Indirect Reseller Channel Authorization

Incentive Enrollment
Microsoft Commerce Incentives

Eligibility
One of the following Solutions Partner designations:
- Solutions partner for Infrastructure (Azure)
- Solutions partner for Data & AI (Azure)
- Solutions partner for Digital & App Innovation (Azure)

OR

25-point minimum capability score for Infrastructure, Data & AI, or Digital & App Innovation Solution Partner designations

Revenue Requirements
$25K USD 12-month revenue threshold

Measure and Reward

Incentives for the new Azure offer (Azure plan) are calculated as a percentage of Azure consumption revenue. All payments made on a monthly cadence.

Azure CSP levers	Rate	Maximum earning opportunity[1]
Azure CSP Consumption (Pay-as-you-go[2])	3.00%	$150k USD[1]
Azure CSP Reservation and Savings Plan (Includes PTUs[2], ACR from Reserved Instance, and Azure Savings Plan consumption)	3.00%	
Azure CSP Growth Accelerator (Incl. Pay-as-you-go[2], RI/SP[2])	7.50%	$250k USD[1]

IMPORTANT: October 1, 2025 to November 30, 2025 will be calculated and paid under FY26 partner eligibility, levers, and rates. Earnings will be paid by January 15, 2026 per incentive launch payment SLA here.

1. Maximum Earning Opportunities at per engagement term, per partner, per tenant level
2. Click links for more information: Pay-as-you-go vs Provisioned Throughput Units (PTU)

Licensing Agreement	Partner Association	Earning Type	Product Eligibility
Microsoft Customer Agreement	Transacting Partner of Record	Rebate or Indirect Rebate (60% Rebate/40% Co-op)	Azure offer (Azure plan)

Azure Workload Accelerator CSP – Eligible products

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]

Digital & App Innovation	Data & AI	Security	Infrastructure
Azure App Service	Azure Cosmos DB	Microsoft Defender for Cloud	Specialized Compute
Azure Container Apps	Azure Database for MySQL	Sentinel	
Azure Kubernetes Service	Azure Database for PostgreSQL		
GitHub			

Azure AI Accelerator CSP – Eligible products

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

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

Data & AI
Azure Applied AI Services
Azure Cognitive Search
Azure Databricks
Cognitive Services
Microsoft Fabric

Azure CSP customer add incentive

Azure CSP customer add incentive rewards partners when their customer, identified by the customer's unique tenant ID, has an Azure workload generate Azure consumed revenue (ACR) for the first time.

New and Existing CSP Customer Eligibility

A new customer tenant ID with an Azure workload. Customer would be eligible for customer add consideration from **first Azure transaction date within the program term**. Once Azure consumed revenue (ACR) is generated, the partner is eligible for this Azure CSP customer add incentive rate. Partner must be Transacting Partner of Record (TPOR) at the time the ACR is generated to be eligible for this incentive.

Guidelines

Topic	Guidelines
Revenue	Only Azure consumed revenue is considered eligible for this incentive. Revenue from other product groups will not be eligible.
Transaction	The first transaction is identified as Azure consumed revenue (ACR) generated for the first time on the customer's tenant ID. Partner must be Transacting Partner of Record (TPOR) at the time the associated ACR is generated on the customer tenant ID.
Transaction	For an Azure workload to be eligible, ACR associated to the customer's unique tenant ID cannot have generated revenue in a single month prior to the engagement term.
Payment	The transacting partner can earn up to 12 monthly payments based on the customer ACR associated with their Azure workload multiplied by the Azure CSP customer add incentive rate. If associated ACR during a single month is not generated, partner will not be eligible to earn for that month and month still counts towards the 12-month payment period.
Payment	Payments calculated and issued on a monthly basis and paid with a 100% rebate.

Azure CSP customer add incentive

1

Scenario 1: Customer purchases first Azure workload

First Azure CSP transaction and start of tenant takes place in January 2025 and generates Azure consumed revenue (ACR) the same month. The eligible Transacting Partner of Record (TPOR) earns customer add accelerator for the transaction month (January 2025) and following 11 months (February 2025 – December 2025).

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Azure Transaction Month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11					

2

Scenario 2: Customer purchases first Azure workload after tenant is created

First Azure CSP transaction takes place in March 2025, after tenant is created. ACR is also generated during the first transaction month. The eligible transacting partner earns the customer add incentive for the transaction month (March 2025) and following 11 months (April 2025 – February 2026).

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
CSP Tenant Start		Azure Transaction Month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11			

3

Scenario 3: Change of partner (Customer associated Transacting Partner of Record (TPOR) transfers to a new partner)

First Azure CSP transaction and start of tenant takes place in January 2025 and ACR is generated in the same month. The eligible Transacting Partner of Record (TPOR) earns customer add accelerator for the transaction month (January 2025) and following 7 months (February 2025 – August 2025). Original TPOR incentive eligibility ends once TPOR is transferred to new partner. New partner is not eligible for Azure customer add incentive

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Azure Transaction Month	M1	M2	M3	M4	M5	M6	M7	M8 TPOR transferred	M9	M10	M11					

Hosting

Engagement: Hosting Incentive

INCENTIVE SUMMARY

The Microsoft Hosting Incentive serves to promote deeper market penetration and deployment of the Microsoft platform with our Hosting partners and do so through a third-party hosting scenario where sales are driven through the Services Provider License Agreement (SPLA) offering.

INCENTIVE TERM

October 1, 2024 – September 30, 2025

Partner Eligibility

Partner Agreement
Active **Microsoft Cloud AI Partner Program** membership and agreement. Valid and complete identification, tax and banking information submitted and accepted by Microsoft

Licensing
Microsoft Services Provider Licensing Agreement (SPLA)

Performance Threshold
Threshold for SPLA revenue measured from January 1, 2023 – December 31, 2023: USD 2.0 million for mature markets; USD 1.0 million for emerging markets

Eligibility
One of four Solutions Partner designations: Digital & App Innovation (Azure), Infrastructure (Azure), Modern Work, Data & AI (Azure)

OR

Attained one of the following legacy competencies and purchased benefits package for: *Application development, Cloud platform, Cloud productivity, Collaboration and content, Communications, Data platform, Messaging*

Other
Must have a Partner Location ID in the same location as the PCN on or before August 31, 2024

Measure and Reward

Incentive structure*	Rate	Earning split
Hosting: Core**	4%	50% Indirect Rebate 50% Co-op
Hosting: SQL Product Accelerator***	4%	100% Indirect Rebate

*Excludes Hyperscale Service Providers. Any entity that has signed the Microsoft HyperScale Service Provider License Agreement, collectively with its affiliates, will be known as a HyperScale Named Hoster. HyperScale Named Hosters are not eligible to participate in Hosting incentive.
**Excludes revenue from Remote Desktop Services (RDS), Microsoft Hosted Exchange, Microsoft Office (plus Microsoft Office Standalone products), and High Volume Services (HVS). Refer to the Hosting Incentive Addendum for a list of excluded products.
***SQL Product Families (PFAM) include SQL Server Standard, SQL Server Web, SQL Server Enterprise Core, SQL Server Standard Core

Earning Type
Indirect Rebate/Coop

Payment Cadence
Monthly

Engagement: Hosting Incentive

Eligibility timeline

Partners may be eligible to earn incentives for FY25 Hosting Incentive engagement if all engagement eligibility requirements are met as of August 31, 2024. Partners will not earn incentives, fees, or rebate payments, as applicable, prior to the month in which they meet all engagement eligibility requirements and complete all incentive program enrollment activities. For example, if a partner has met all engagement eligibility requirements as of August 31, 2024, and does not complete enrollment until January 15, 2025, the partner will not earn any incentives, fees, or rebate payments, as applicable, until January 2025.

Public Customer Number (PCN) Requirements

Incentive programs under which a partner can earn incentives at a PCN level, require that the location of the partner's PCN match the location the partner's Partner Location ID enrolled in the program on or before August 31, 2024, in order for partner to be eligible to earn incentives under a program.

Changes to Public Customer Numbers (PCNs)

When a partner gains new PCNs, due to a merger, acquisition, or change to their contractual agreement structure they must submit an incentive support ticket in Partner Center to notify Microsoft within 30 days from PCN creation date. If the new PCN is approved by Microsoft to be included in the Hosting Incentive Program and is attached to a new Partner Location ID not yet enrolled in the Hosting Incentive Program, a program enrollment invitation will be sent out. Partners will start earning on the new PCN in the month that they finish enrollment.

Partners with Multiple Transaction Locations

Partners with multiple geographic locations, will onboard in the location(s) where the transactions (sales) occur and not necessarily the managed location. Each location onboarded must have a Partner Location ID for that specific location. Support for updating your locations is available at https://partner.microsoft.com/en-US/support/contact-support.

Ineligible revenue

Microsoft will not pay incentives for activity on the following: (1) Self-hosted Independent Software Vendors (ISV); (2) Enterprise Agreement (EA); (3) End Customer Agreements; (4) Or other license types

Engagement: Hosting Incentive

List of Mature and Emerging Markets

Mature markets: Australia, Austria, Bahrain, Belgium, Brunei, Canada, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, Iceland, Ireland, Israel, Italy, Japan, Korea, Kuwait, Luxembourg, Malta, Netherlands, New Zealand, Norway, Oman, Poland, Portugal, Puerto Rico, Qatar, Saudi Arabia, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Taiwan, Trinidad & Tobago, United Arab Emirates, United Kingdom, United States

Emerging markets: Albania, Algeria, Angola, Argentina, Armenia, Azerbaijan, Bangladesh, Belarus, Bolivia, Bosnia and Herzegovina, Botswana, Brazil, Bulgaria, Cambodia, Caribbean New Markets, Central Asia, Chile, China, Colombia, Costa Rica, Côte d'Ivoire, Dominican Republic, Ecuador, Egypt, El Salvador, Georgia, Ghana, Guatemala, Honduras, India SC, Indonesia, Iraq, Jamaica, Jordan, Kazakhstan, Kenya, Kosovo, Latvia, Lebanon, Libya, Lithuania, Malaysia, Mauritius, MEA EMCC Scale, Mexico, Montenegro, Morocco, Myanmar, Nigeria, North Macedonia, Pakistan, Panama, Paraguay, Peru, Philippines, Romania, Russia, Senegal, Serbia, South Africa, South East Asia Multi Country, Sri Lanka, Thailand, Tunisia, Turkey, Uganda, Ukraine, Uruguay, Venezuela, Vietnam, Zambia

Engagement: Hosting Incentive - Addendum

Product Exclusion List

The following products are excluded from earning incentive in the Hosting Incentive.

Description	SKU	PFAM
Access ALng LSA SAL	077-04597	Access
Excel ALng LSA SAL	065-05720	Excel
Exchange Basic SAL ALng LSA SAL	9MD-00001	Exchange Basic SAL
Exchange Enterprise Plus SAL ALng LSA SAL	4MH-00001	Exchange Enterprise Plus SAL
Exchange Enterprise SAL ALng LSA SAL	9MC-00001	Exchange Enterprise SAL
Exchange Enterprise SAL ALng LSA SAL SA	9MC-00004	Exchange Enterprise SAL
Exchange Standard Plus SAL ALng LSA	F09-00018	Exchange Standard Plus SAL
Exchange Standard SAL ALng LSA SAL	F08-00025	Exchange Standard SAL
Exchange Standard SAL ALng LSA SAL SA	F08-00027	Exchange Standard SAL
Office Multi Language Pack ALng LSA SAL	79H-00128	Office Multi Language Pack
Office Professional Plus ALng LSA SAL	79P-01747	Office Professional Plus
Office Professional Plus ALng LSA SAL Compliance Only	79P-05211	Office Professional Plus
Office Standard ALng LSA SAL	021-08183	Office Standard
Outlook ALng LSA SAL	543-03899	Outlook
Publisher ALng LSA SAL	164-04839	Publisher
Project Standard ALng LSA SAL	076-04015	Project Standard
Project Professional ALng LSA SAL w/ 1 Project Server SAL	H30-03425	Project Professional
Project Server ALng LSA SAL	H22-01677	Project Server
Productivity Suite SAL ALng LSA SAL	T9A-00002	Productivity Suite SAL
Productivity Suite SAL ALng LSA CCAL	T9A-00003	Productivity Suite SAL
Productivity Suite SAL ALng LSA SAL ECAL SA	T9A-00001	Productivity Suite SAL
PowerPoint ALng LSA SAL	079-03951	PowerPoint
SfB Server Enterprise SAL ALng LSA SAL	6RH-00002	SfB Server Enterprise SAL

Description	SKU	PFAM
SfB Server Enterprise SAL ALng LSA SAL SA	6RH-00004	SfB Server Enterprise SAL
SfB Server Enterprise Plus SAL ALng LSA SAL	6TH-00002	SfB Server Enterprise Plus SAL
SfB Server Plus SAL ALng LSA SAL	6SH-00002	SfB Server Plus SAL
SfB Server Plus SAL ALng LSA SAL SA	6SH-00004	SfB Server Plus SAL
SfB Server Standard SAL ALng LSA SAL	6QH-00002	SfB Server Standard SAL
SfB Server Standard SAL ALng LSA SAL SA	6QH-00004	SfB Server Standard SAL
SharePoint Hosting ALng LSA	V6V-00001	SharePoint Hosting
SharePoint Standard CAL ALng LSA SAL SA	76M-01134	SharePoint Standard CAL
SharePoint Server ALng LSA Ent SAL	76P-00840	SharePoint Server
SharePoint Server ALng LSA Ent SAL SA	76P-01361	SharePoint Server
SharePoint Server ALng LSA Std SAL	76P-00742	SharePoint Server
Visio Professional ALng LSA SAL	D87-03215	Visio Professional
Visio Standard ALng LSA SAL	D86-03116	Visio Standard
Word ALng LSA SAL	059-06305	Word
Exchange Commercial Basic LSA Administrative Fee Multi-Tenant Hoster	F93-00038	Exchange Commercial Basic
VisioPrem ALNG LicSAPk MVL SAL	TSD-00935	Visio Premium
Access All Languages Host MVL	077-01981	Access
Exchg Std SAL Czech Lic/SA Pack MVL	F08-00018	Exchange Standard SAL
PrjctPro ALNG LicSAPk MVL SAL w1PrjctSvrCAL	H30-02394	Project Professional
SharePointIntrntSitesEnt ALNG LicSAPk MVL	CKF-00298	SharePoint IntrntSites Ent
Excel All Languages Host MVL	065-02733	Excel

Biz Apps Presales Advisor incentives

Biz Apps Presales Advisor incentives (prev. OSA)

ENGAGEMENT SUMMARY

Rewards and recognizes partners for pre-sales activities that drive the platform sale of Dynamics 365.

ENGAGEMENT TERM

October 1, 2024 – September 30, 2025

Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives eligibility and enrollment requirements are checked on the last day of each month.

Solutions Partner Designation
Business Applications

Licensing Agreement
Enterprise Agreement, Microsoft Customer Agreement for Enterprise (MCA-E).

Partner Association
CPOR (Claiming Partner of Record). Partners must associate in Partner Center with the customers and the applicable subscriptions within 120 days of the transactional date. Claims after October 1, 2024, are subject to FY25 engagement rates and rules.

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

Measure and Reward

Rewards partners on net paid seat growth above the High-Water Mark (HWM) at the tenant and workload level.

Workloads	Segments*	
	Enterprise	SMC**
D365 Finance & Supply Chain (including D365 Business Central)***	$250	$250
D365 Customer Engagement	$20	$80
Activity & Device	$75	$175
Basic Commerce Scale Units (CSU)- 65 Bundle	$4,875	$11,375
Standard Commerce Scale Units (CSU)- 225 Bundle	$16,875	$39,375
Premium Commerce Scale Units (CSU)- 500 Bundle	$37,500	$87,500

*Customer segments as defined by Microsoft
**Small Medium & Corporate (SMC)
***See eligible product list for all SKUs

Partner Association
Claiming Partner of Record (CPOR) in MCI

Earning Type
100% Fee

Maximum earning opportunity
None

Product Eligibility
See eligible product list

Incentive Calculation

Incentives are calculated monthly based on the data snapshot taken on the last day of the month. All eligible transactions for partners associated with subscriptions as of the snapshot date will be considered for that month's incentive calculation. This incentive is calculated on the volume of net new paid seats above the HWM for the associated workload and tenant. Incremental net new paid seats will be determined by comparing the current seat count to the maximum seat count ever established for the workload and tenant in question (i.e., the HWM).

Biz Apps Presales Advisor Monthly Calculation

Payment = Net paid seat growth above the High-Water Mark (HWM) for claimed seats × Rate Card

Proration rule

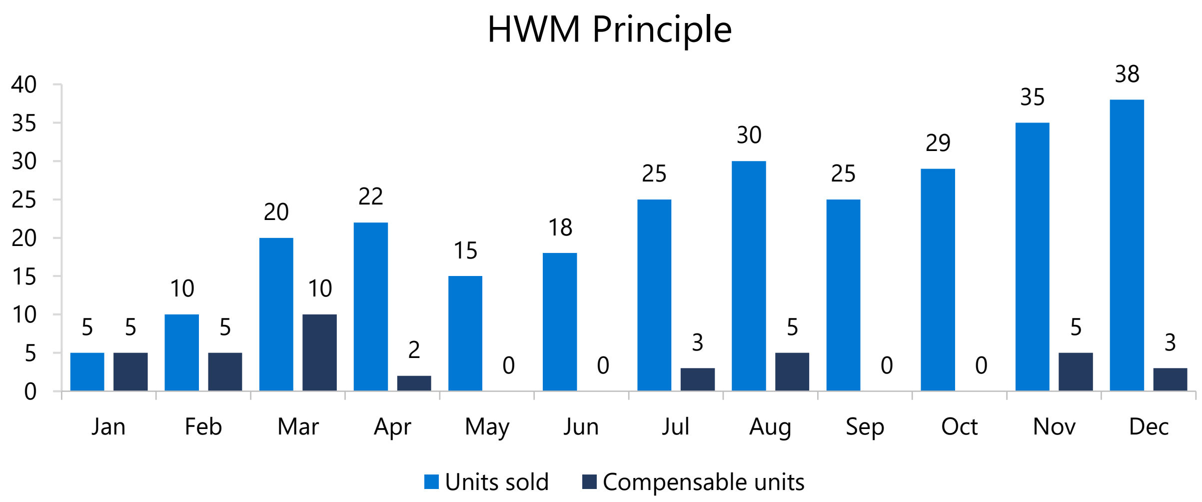
When multiple subscriptions overlap and contribute to Net Paid Seats Added (NPSAs) under the same workload and tenant within a month, Microsoft will assess the overall contribution by combining the NPSAs from all subscriptions. This includes accounting for both increases and decreases at the individual subscription level. If the combined result leads to a net positive impact on the High Water Mark (HWM) at the tenant level, then the contribution will be prorated based on the net increase in HWM.

Returns rule

If a transaction is reversed within the first year of the subscription's start date, Microsoft will adjust the incentives previously awarded accordingly. However, if a return occurs after the first year, incentive earnings will not be impacted.

The High-Water Mark (HWM) = Pay for Growth

Definition: The HWM tracks the highest value of measured units (e.g. Net Paid Seats, MAU) by Tenant & Workload over time

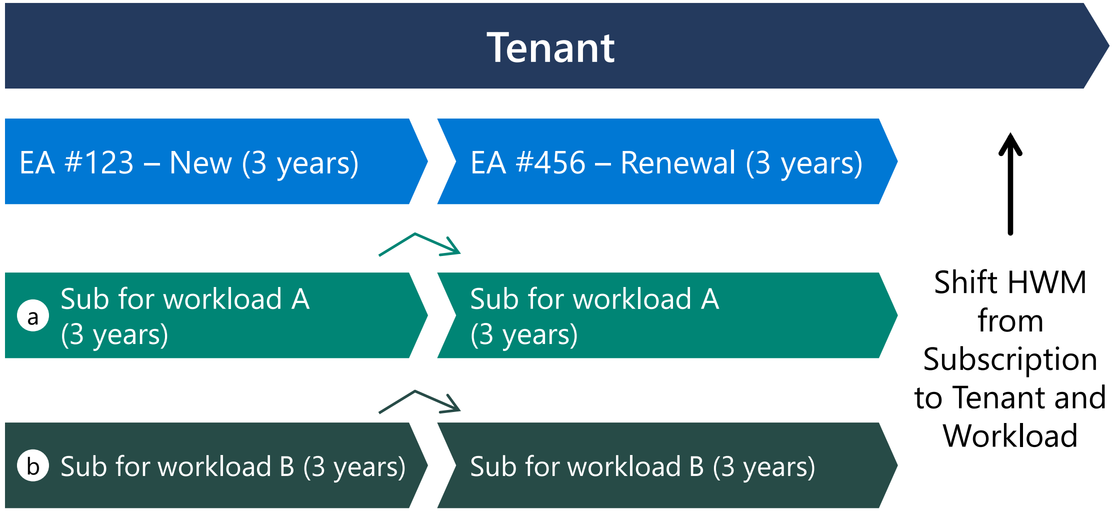


Example

Jan: 5 units billed, 5 units compensable
Feb: 10 units billed, 5 incremental units compensable
March: 20 units billed, 10 incremental units compensable
April: 22 units billed, 2 incremental units compensable
May: 15 units billed, 0 incremental units as HWM = 22
July: 25 units billed, 3 incremental units comp. as HWM= 22

The High-Water Mark (HWM)= Workload & Tenant level

Measuring the HWM at the Tenant & Workload level enables tracking over time, eliminating risk of paying for existing seats upon renewal, or for recapture growth below the HWM.



- In FY23, the HWM was determined at the subscription level. This approach was challenging in tracking the HWM in instances of customer renewals or recurring revenue as these situations led to the creation of net new subscriptions.
- Starting in FY24, the HWM is established at the tenant and workload level which is a less detailed level in comparison to subscription level. This approach prevents from overpayment in renewal or recurring revenue scenarios as the HWM is easier tracked at this higher grain.
- Please note partners will still need to re-associate via CPOR and Partner Center when agreements and subscriptions renew.

Fixed $-based Rate Card

Earning transparency & predictability. For a comprehensive list of eligible workloads under each rate card group, please visit aka.ms/partnerincentives under the Biz Apps Presales Advisor incentive section.

Rates represent averages of agreement price levels, license types (base/attach), per seat and capacity, and discounts

Low Code, Copilots, Team Member & Storage are excluded

Formula comparison

- FY23: P x Q x Rate
  - P = Billed revenue => Annual Contractual Value
  - Q = Seats by Tenant, Offer and Subscription above HWM
- FY24: P x Q
  - P = Rate card $
  - Q = Seats by tenant & offer above HWM (shown in PC)

Rate Card Group	Rate card opportunity (per incremental seat)	
	Customer segment = ENT	Customer segment = SMC
Sales & Service	$20	$80
Finance & Supply Chain	$250	$250
INSERT 3X CSU		
Activity & Devices	$75	$175

Incentive Calculation- Customer Segments

Customer segment as defined by Microsoft:

Small Medium & Corporate (SMC): Includes Corporate and Small & Medium Business (SMB) customers

Enterprise: Includes Strategic & Major customers.

Please note if your tenant is included in both SMC and Enterprise segments, the Enterprise rates will apply for that tenant.

Incentive Association

Partners must associate themselves by making a claim through CPOR (Claiming Partner of Record) in Partner Center with the customers and the applicable subscriptions within 120 days of the transaction date. If a claim is made more than 120 days after the transaction date, partner will not earn a Sell Incentive on that transaction. The date of the claim submission determines the applicable Sell rate (not the date of the transaction). In cases where a customer already has a partner associated to a subscription, a new partner may make a claim, and will be eligible to earn this incentive (where applicable) on net new seats looking back 120 days from the claims date. Partners will no longer earn incentives if they are not associated to the subscription, or the subscription is no longer active.

Partners must associate to a new subscription in CPOR when an agreement is renewed.

The partner of record (CPOR) starts earning Sell incentives from the date of association, but payment will be contingent on the subscription remaining current for at least 120 days. Microsoft reserves the right to deduct incentives accumulated or paid on seats that are subsequently returned by the tenant during this 120-day period.

If a customer begins a subscription that results in the Partner earning the Sell Incentive, and within 12 months, the same customer changes to different licensing method for the same users covered by the initial subscription, Microsoft reserves the right to recover any Sell incentives payment. Partners should not advise customers who have purchased a subscription through one method to transition to another method before the end of the subscription term.

Partner is the current CPOR on customer's subscriptions and there can only be one partner of record at the same time for the same tenant and workload..

For more information on the CPOR process and step-by-step instructions on how to submit a claim, please use the Claiming Partner of Record (CPOR) Guide.

Association rules

Only 1 partner of record is allowed per subscription at the same point in time

Conflicting claims: In the case of a conflicting claim, Microsoft will look at the proof of execution for each partner to decide which partner was most influential in driving pre-sales leading to the platform sale or seats sold. If the evidence is not sufficient, Microsoft may reach out to the account manager involved in the deal or the customer to make the final decision.

Association Terms

Partners who claim Biz Apps Presales Advisor incentives, or Business Influencers who register for Revenue Association, agree to the applicable statement below.

I represent a Software Advisor and wish to claim Software Advisor fees on a customer who has ordered eligible software

For Microsoft to accurately register your role as a partner advising the customer to purchase a Microsoft Biz Apps solution, you agree to the statements below when submitting a claim:

- I confirm that our organization was actively involved in the pre-sales assessment and recommendation of the eligible Microsoft software for this customer.
- I certify my understanding of the Incentive policies regarding incentive payments for Public Sector customers as described in this guide. If I am eligible for incentive payments for a Public Sector customer, I agree to communicate to the Public Sector customer that I may receive incentive payments and will provide documentation to support to the extent required by applicable law.
- If our organization has been paid by the customer for performing a pre-sales assessment of the need for the product for this customer, I confirm that (1) we have not acted and will not act in a manner that puts our interests in the advisor fee ahead of the customer's interests in an unfair manner, and (2) in the event of a conflict of interest or reasonable appearance thereof, we will disclose to the customer in writing that we might receive a fee from Microsoft for acting as a software advisor.
- I certify for purposes of incentive payment, that I have claimed with the appropriate Partner ID with the proper banking and tax information that corresponds to the location of the claimed subscription.

I represent a Business Influencer that seeks revenue only recognition

For Microsoft to accurately register your role as a partner influencing the customer to purchase a Microsoft Biz Apps solution, and I agree to the statement below when submitting a claim:

- I confirm that our organization was actively involved as a Business Influencer during the pre-sales assessment and recommendation of the eligible Microsoft software for this customer, and we seek to be recognized for the revenue (but no incentive payment) for this subscription.

By not acting in a manner that puts your interest in the advisor fee ahead of the customer's interest in an unfair manner, we mean that to the best of your knowledge and belief, in your actions and communications with the customer leading to the order, you have not done or said anything unfair to the customer or contrary to the customer's interests. In addition, before the customer submitted the order, you disclosed all facts that you believe would affect the customer's judgment about making the purchase that is the subject of the order.

When you recommend licensed software for which you perform pre-license support services to receive an advisor fee from Microsoft, you have a potential conflict of interest if, at the time, you and the customer already have a contract or other business arrangement under which you receive any compensation (money or otherwise) to perform pre-license support services.

FAQ

What activity do we reward in the Biz Apps Presales Incentive?

This incentive rewards the partner that drove the pre-sale effort to influence the customer's decision in choosing the Biz Apps platform. We don't reward implementation work (post-sales).

What type of Proof of Execution should partners submit for the Biz Apps Presales Incentive?

Please submit proof of engagement with the customer prior to the transaction date that demonstrates your influence in the customer choosing the Business Applications platform. Implementation POEs are valid as long as they are accompanied with additional proof of the engagement prior to the sale. (Example: Customer acknowledgement e-mails, pilots, and assessment decks).

When should I claim Biz Apps Presales Advisor incentives?

Submit your claim and signed proof of execution within 120 days of the transaction. Even if you don't have a signed POE yet, you can still claim within the claims window and update your submission within 14 days.

Do we reward Copilot, Power Apps, and Power Automate under Biz Apps Presales Advisor incentives?

No, however Power Apps and Power Automate are rewarded under the Business Applications activities. While Copilot is rewarded through Modern Work activities.

Will Partner Center show HWM for the tenants and Workloads I am associated with?

Yes, please download transactional details in the Microsoft Earning Managements section of the Biz Apps Presales engagement page to view HWM NPSAs at tenant and workload level for a partner's associated claims.

What eligible licensing models apply to this engagement?

Only net new seats from these licensing programs are eligible (e.g., CSP is ineligible):

- Enterprise Agreement (EA and EAS)
- Microsoft Customer Agreement for Enterprise (MCA-E)
- Please note that as of October 1, 2023, Campus and School Agreements (CASA) and Enrollment for Education Solutions (EES) are no longer incentivized under the Biz Apps Presales Incentive.

What happens if there is an existing partner of record for a customer my organization have claimed?

Partners should claim and provide detailed proof of execution documentation as called out in the MCI Policy guide under the Biz Aps Pre-Sales Advisor engagement. Microsoft will then determine which partner drove the greatest influence in the customer's choice of eligible workloads. Microsoft may also reach out to the customer account manager involved in the deal or the customer to get insights on the deal.

FAQ

Have any major changes been made to eligible workloads? What are the exclusions for MCI Biz Apps Pre-sales?

We add new Workloads each quarter, please check the eligible workload list available on aka.ms/partnerincentives for our latest incentivized list. Excluded workloads are: Team Members, Storage, Low Code, Copilot, and Trial Workloads.

I have a claim approved, why did I not receive a payment?

Claim approval does not mean that you met engagement eligibility to earn incentives. To earn incentives, please make sure you've met the competency requirements as outlined in the Incentive Policy Guide prior to submitting your claim.

Why can't I earn incentives for CSP D365 workloads under the Sell incentive?

The MCI CSP incentives provide compensation for CSP.

Why am I sometimes required to submit subscription IDs when making a claim?

Subscription ID is required if the customer has multiple subscriptions for a specific workload or the workload selected doesn't exist on the Tenant ID (Customer ID) provided. Contact the customer associated with the claim for subscription information by following the steps in the CPOR claims guide available on [the Microsoft partner website.]()

Where can I find a tenant's subscription ID (GUID)?

Contact the customer associated with this claim for this information. Customers can find this information by:

- Logging into the O365 portal at: portal.office.com/.
- Selecting Billing > Your Products.
- The subscription ID will be visible at the end of the URL (https://xyz).

Do partners need to make a new claim for existing customers when an agreement expires?

Yes, when a customer agreement ends, partners need to re-claim to remain associated as new subscriptions are generated with agreement renewals, assuming there is an active engagement with the customer.

What determines the applicable period for earning, is it the submission of the claim or the approved date of the claim?

Our systems recognize the claim submission date as the starting point for the applicable period, and compensable rate.

How many Partners of Record are allowed per workload?

There can be only one partner of record per subscription at a particular point in time.

FAQ

Are there ways in which Independent Software Vendors (ISVs) and other influencers who help convince customers to choose the Biz Apps platform can be recognized for their influenced revenue?

Yes, ISVs and other influencers can be recognized in Partner Center for the Biz Apps revenue that they contribute with by making an Influenced Revenue recognition- Non-Incentivized claim via CPOR. Please note that these claims do not pay incentives.

Why do some subscriptions appear greyed out on the Claiming Partner of Record (CPOR) tool?

This means that the partner has already claimed and is associated to these subscriptions or that the subscriptions are not active.

For more information on the CPOR process and step-by-step instructions on how to submit a claim, please use the Claiming Partner of Record (CPOR) Guide.

Business Applications Activities – Pre-Sales

MCI Business Applications Pre-sales Partner Activities Variable Payout Workshop Stages

Workshop Stage	Stage 01 Claim Customer	Stage 02 Customer Consent	Stage 03 Execution & POE Submission	Stage 04 POE Validation	Stage 05 Payment
Activity	Partner adds or claims customer Partner Center validates workshop eligibility for partner and customer Partner can choose to simultaneously add customer to additional eligible workshops	Partner requests customer consent Partner Center receives customer consent Without customer consent, claim will automatically expire	Partner conducts customer workshop Partner submits claim with required Proof of Execution (POE) documentation Incomplete claims will automatically expire	Microsoft reviews POE documentation Microsoft reaches out to partner if additional information is needed. Microsoft approves or declines POE	Once approved, claim will be processed for payment Microsoft issues payment to partner
Timeline		**30 days max from claiming customer**	**90 days max from receiving customer consent**	**30 days max from claim submission**	**45 days max from claim approval month end**

Business Applications – ERP Envisioning Workshop

ENGAGEMENT SUMMARY

The ERP Envisioning Workshop is designed to assist customers with modernizing their on-premises ERP systems to Dynamics 365 Finance, Dynamics 365 Supply Chain Management or Dynamics365 Business Central. The goal of this workshop is to drive customer intent for modernizing to AI-powered ERP through an assessment phase and well-crafted vision of the customer's future state with clear business outcomes and success metrics. You can deliver this workshop and be paid up to the approved value of the workshop. The funding provided by Microsoft is intended to be a co-investment to help customers modernize and is not expected to cover the cost of all work required. This workshop is designed for customers that have an existing on premises ERP solution.

ENGAGEMENT TERM

July 1, 2025 – June 30, 2026, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
At least one Business Applications Specialization:

- Business Intelligence
- Finance
- Intelligent Automation
- Microsoft Low Code Application Development
- Sales
- Service
- Small and Midsize Business Management
- Supply Chain

Measure and Reward

Engagement Payment: Lower of 7.5% ACV; Market Rate by Partner Location * Hours *(Refer to Pre-Sales Variable Payout slide for details)*

Customer Qualification

Valid, Open, MSX Opportunity ID

- Status = Open
- MCEM Stage = 2: Inspire & Design
- Minimum Opportunity estimated Annual Contract Value (ACV) size of $50k USD at least one or a combination of the following Workloads:
    - Dynamics 365 Finance; Dynamics 365 Supply Chain Management;
    - Dynamics 365 Commerce; Dynamics 365 Human Resources;
    - Dynamics 365 Project Operations
    - Dynamics 365 Business Central
- TPID listed in MSX Opportunity ID

Activity Requirements

Description of services

The Partner facilitators can conduct the following:

Module 1: Assess

- Goal: Creation of a prescriptive solution business needs assessment for on-premises ERP migration
- Output: Gap analysis, desired business outcomes and measures of success, solution priorities

Module 2: Art of the possible

- Goal: Building customer confidence by driving vision for business process transformation and articulation of value for migrating from on-premises ERPs to Dynamics 365
- Output: Understanding of prioritized scenarios and targeted business personas

Module 3: Build the Plan

- Goal: Creation of a standard business value analysis and proposal
- Output: Project plan and SOW, boardroom-ready business case

Partner Proof of Execution

- Customer Survey (triggered by Partner, completed by Customer)
- Partner Survey (completed by Partner)
- Invoice (uploaded by Partner) This refers to the partner invoice to Microsoft for completion of activity

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Business Applications – CRM Envisioning Workshop

ENGAGEMENT SUMMARY

The CRM Envisioning Workshop helps customers transition to Dynamics 365, driving innovation, scalability, and growth beyond automation. The goal of this workshop is to build customer confidence and intent for migrating to Dynamics 365 through the creation of a well-crafted vision and strategy for AI-powered sales transformation. This workshop will enable partners to deliver on competitive CRM migrations. You can deliver this activity and be paid up to the approved value of the workshop. The funding provided by Microsoft is intended to be a co-investment to help customers migrate their CRM and is not expected to cover the cost of all the work required. This workshop is designed for customers that have a competitive CRM solution to Dynamics 365 Sales, Customer Service, Field Service, Contact Center and/or Marketing.

ENGAGEMENT TERM

July 1, 2025 – June 30, 2026, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
At least one Business Applications Specialization:

- Business Intelligence
- Finance
- Intelligent Automation
- Microsoft Low Code Application Development
- Sales
- Service
- Small and Midsize Business Management
- Supply Chain

Measure and Reward

Engagement Payment: Lower of 7.5% ACV; Market Rate by Partner Location * Hours *(Refer to Pre-Sales Variable Payout slide for details)*

Customer Qualification

Valid, Open, MSX Opportunity ID

- Status = Open
- MCEM Stage: Inspire & Design
- Minimum Opportunity estimated Annual Contract Value (ACV) size of $50k USD and at least one or a combination of the following Workloads:
  - Dynamics 365 Sales Premium
  - Dynamics 365 Sales Enterprise
  - Dynamics 365 Customer Insights
  - Dynamics 365 Customer Service Enterprise
  - Dynamics 365 Customer Service Premium
  - Dynamics 365 Field Service
  - Dynamics 365 Contact Center
  - Dynamics 365 Customer Service Premium
- TPID listed in MSX Opportunity ID

Activity Requirements

Description of services

The Partner facilitators can conduct the following:

Module 1: Assess

- Goal: Create a prescriptive needs assessment for CRM migration to Dynamics 365
- Output: Gap analysis, desired outcomes, scenario analysis, success metrics, solution priorities

Module 2: Art of the possible

- Goal: Boost customer confidence by highlighting AI-driven sales transformation with Dynamics 365 and leveraging pre-built AI agents for rapid value realization.
- Output: Understanding of core scenarios and targeted business personas as well as alignment on target architecture

Module 3: Build the Plan

- Goal: Create a standard business value analysis and proposal for CRM migration
- Output: Boardroom-ready business case, Project/Implementation plan and SOW

Partner Proof of Execution

- Customer Survey (triggered by Partner, completed by Customer)
- Partner Survey (completed by Partner)
- Invoice (uploaded by Partner) This refers to the partner invoice to Microsoft for completion of activity

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Business Applications – Pre-Sales Variable Payout Details

Payout Details

Payout Cap:

$6,000 – ERP Envisioning Workshop, CRM Envisioning Workshop

Payout = Lower of 2 calculations:

- # of delivery hours * Market Rate by Partner Location
- 7.5% of MSX Opportunity Size

Definitions

- MSX Opportunity Size - Annual revenue opportunity across eligible Dynamics 365 and Power Platform Workloads. Based on actual 12-month billing expected.

Partner Market Rate

Workshop Name	Market A	Market B	Market C
ERP Envisioning Workshop, CRM Envisioning Workshop	$163	$116	$70

Market A, B, and C Countries

Workshop claim amounts will be calculated in USD, based on the country associated with the Partner Location ID listed in the claim.

Market A countries are Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Japan, Luxembourg, Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom, and United States.

Market B countries are Bahrain, Barbados, Brazil, Cayman Islands, Chile, China, Colombia, Cyprus, Czechia, Estonia, Greece, Hong Kong, Indonesia, Israel, Jamaica, Korea, Kuwait, Latvia, Lithuania, Malaysia, Malta, Mexico, N. Macedonia, Oman, Philippines, Poland, Puerto Rico, Qatar, Saudi Arabia, Senegal, Singapore, Slovakia, Slovenia, South Africa, Taiwan, Thailand, U.A.E., and Uruguay.

Market C will include all other countries/regions eligible for Microsoft Commerce Incentives.

Business Applications Business Central Immersion Briefings Engagement Stages

Stages	Stage 00 Identify TPID	Stage 01 Create Claim	Stage 02 Complete Consent	Stage 03 Execution & POE	Stage 04 POE Validation	Stage 05 Payment
		MCI	MCI	Attendee Portal	MCI	MCI
Activity	**Note: To receive payment for BC Immersion Briefings, customers must register using their business email address.**	**MCI** understands which partner location IDs are enrolled in MCI, and TPIDs to be used in the MCI claiming process. **Partner** creates a Briefing workshop within the Partner Center Incentives (MCI) portal using the appropriate Partner Location ID and TPID.	**Partner,** acting as customer in MCI, verifies customer consent details, sends customer consent and approves consent. **Important:** This is the only MCI workshop where partners are authorized to complete the consent process. Partners falsely completing consent on other MCI workshops may be paused.	**Partner** leverages QR code / link during briefing to capture required # of surveys and submits claim for POE review. Claims without POE approval automatically expire.	**Microsoft** approves or declines submitted POE. **Partner** may append or update POE	**Microsoft** processes payment for claims with approved POE.
Timeline			30 days max from MCI claim date	60 days max from customer consent date	30 days max from claim submission date	45 days max from claim approval month end

Business Applications – Business Central Immersion Briefing

ENGAGEMENT SUMMARY

The ***Business Central Immersion Briefing*** is a 90-minute demand-generation customer event, led by the partner, and subsidized by Microsoft Incentives. The event is designed to drive customer interest and acquisition in Business Central and can be virtual or in-person. In this briefing, partners will introduce Business Central and showcase its unique value proposition to new prospective customers, making the product come to life with sizzle videos and click-through demos. Additionally, in the 90-minute session, the partner will take customers through an online, high-level business requirements questionnaire which provides customers with a quick product fit assessment and cost transparency – accelerating the qualification process for both customer and the partner

ENGAGEMENT TERM

July 1, 2025 – June 30, 2026, or until program cap is reached.

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
- Business Applications Small and Midsize Business Management Specialization

OR
- Strategic Business Central and M365 Partners, by invitation only

Measure and Reward

Payment: Market A = $2,000, Market B and Market C = $1,500 (*Refer to Pre-Sales Fixed Fee Payout slide for details)*

Customer Qualification

- **Minimum of 10 attendees** per event; minimum of 1 attendee per customer tenant
- Customers with no Business Central licenses

Activity Requirements

Description of Services

- Deliver Business Central pitch and demos to customers highlighting the product's latest capabilities, integration with Modern Work solutions and unique AI value proposition.
- Define next steps with customer – trial, 1:1 assessment, POC

Partner Proof of Execution

- 10 Customer Surveys (triggered by Partner, completed by Customer)
- Partner Survey (completed by Partner)
- Invoice (uploaded by Partner)
  This refers to the partner invoice to Microsoft for completion of activity

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Business Applications – Pre-Sales Fixed Fee Payout Details

Market A, Market B and Market C Countries

Workshop claim amounts are calculated in USD, based on the country associated with the nominating partner's Partner ID.

- **Market A** countries are Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Japan, Luxembourg, Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom, and United States.
- **Market B** countries are Bahrain, Barbados, Brazil, Cayman Islands, Chile, China, Colombia, Cyprus, Czechia, Estonia, Greece, Hong Kong, Indonesia, Israel, Jamaica, Korea, Kuwait, Latvia, Lithuania, Malaysia, Malta, Mexico, N. Macedonia, Oman, Philippines, Poland, Puerto Rico, Qatar, Saudi Arabia, Senegal, Singapore, Slovakia, Slovenia, South Africa, Taiwan, Thailand, U.A.E., and Uruguay.
- **Market C** countries will include all other countries/regions eligible for Microsoft Commerce Incentives.

FY26 Rate Card

Workshop Name	Market A Incentive	Market B Incentive	Market C Incentive
Business Central Immersion Briefings	$2,000	$1,500	$1,500

Proof of Execution (POE) Simplification

Pre-Sales

FY26: Simplified Requirements for Partners: in alignment with partner delivery flexibility, Security engagements are moving to a survey-based approach.

Every engagement only requires three components: 1) **customer survey,** 2) **partner survey,** and **3) invoice.**

- **Customer Survey** (sent by Partner, completed by Customer)
- **Partner Survey** (completed by Partner)
  - Respond to all mandatory questions
  - POE verification: your hours investment for the engagement reached the minimum hours required
- **Invoice** (uploaded by Partner)
  - This refers to the partner invoice to Microsoft for completion of activity

Business Applications Workshops Investment Terms

Cap on maximum partner earnings

Effective July 1, 2025, each Business Applications incentive initiative will have a maximum earning cap for all participating partners. This cap will be applied to each participating partner at the Microsoft PartnerOne Level. Partner earnings are defined as the amount of approved funding for completed and active workshops where Microsoft has received the customer's approval. Microsoft will evaluate extending the maximum earning cap to partners based on partner impact accountability compliance and budget availability.

Refer to the Business Applications Partner Success Governance Guide for more information and for maximum earning cap by incentive initiative.

Subcontracting

Partners may not subcontract any workshop(s) to any third party(ies). Microsoft will not pay incentives to any partners [and/or partner affiliates] for activities completed by third party(ies) (such third party(ies) including but not limited to subcontractors or vendors). All claimed workshop(s) must be executed directly by the claiming eligible partner in order to qualify for approval and payment.

Microsoft will conduct regular audits to monitor the number of active workshops per Partner ID. Microsoft may, in its sole discretion, terminate partners for falsely creating workshops to claim earnings, or for engaging in activities that do not align with the program intent.

Repeat workshops

Partners may not receive the same Variable payout workshop more than 1x per valid MSX Opportunity ID. Partners may not receive the same Fixed Fee workshop more than 1x per valid TPID or Tenant ID.

Bona fide Customer Validation

Bona fide Customer Validation – Variable Rate workshops - Eligible customers must have a customer email address that is distinct from the partner's domain or tenant and is aligned to the Customer domain or tenant.

CSP – Business Applications

Dynamics 365 CSP incentives

FY26 CSP incentives have been updated with three important timelines.

October 1, 2024 – June 30, 2025

FY25 partner eligibility, levers, and rates

July 1, 2025 – September 30, 2025*

FY25 partner eligibility, levers, and rates

*To be recalculated in February 2025 under FY25 partner eligibility with FY26 levers and rates

October 1, 2025 – June 30, 2026

FY26 partner eligibility, levers, and rates

For additional terms and conditions related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Dynamics 365 new commerce CSP - direct bill partner and indirect reseller

ENGAGEMENT SUMMARY

The Dynamics 365 new commerce CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Business Applications products and services through the new commerce experience.

ENGAGEMENT TERM

October 1, 2024 – June 30, 2025 | For additional details related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Partner Authorization
Microsoft CSP Direct Bill Partner Channel Authorization or Microsoft CSP Indirect Reseller Channel Authorization

Program Enrollment
Microsoft Commerce Incentives

Eligibility
One of six Solutions Partner designations

OR

Attained one of the following legacy competencies and purchased benefits package for: *Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small and Midmarket Cloud Solutions, Windows and Devices*

Revenue Requirements
$25K USD 12-month revenue threshold for CSP Indirect Resellers

Measure and Reward

Incentives are based on billed revenue and calculated in accordance to billing cadence.

D365 new commerce CSP engagement	Rate	Maximum incentive earning opportunity
Core – Business Applications billed revenue	4.75%	Not applicable
Global Strategic Product Accelerator – Tier 1 (Finance & Supply Chain)	7.50%	
Global Strategic Product Accelerator – Tier 2 (Business Central)	10.00%	
D365 customer add new commerce CSP engagement	**Rate**	**Maximum incentive earning opportunity**
Customer add – Business Applications billed revenue	20.00%	Not applicable

*All Copilot offers are included in the Microsoft 365 new commerce CSP incentives. Click here for details.

Partner Association
Transacting Partner of Record

Earning Type
60% Rebate/40% Co-op

Maximum earning opportunity
Not applicable

Product Eligibility
See Product Addendum

Dynamics 365 new commerce CSP - direct bill partner and indirect reseller

ENGAGEMENT SUMMARY

The Dynamics 365 new commerce CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Business Applications products and services through the new commerce experience.

ENGAGEMENT TERM

July 1, 2025 – September 30, 2025 | For additional details related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Partner Authorization
Microsoft CSP Direct Bill Partner Channel Authorization or Microsoft CSP Indirect Reseller Channel Authorization

Program Enrollment
Microsoft Commerce Incentives

Eligibility
One of six Solutions Partner designations

OR

Attained one of the following legacy competencies and purchased benefits package for: *Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small and Midmarket Cloud Solutions, Windows and Devices*

Revenue Requirements
$25K USD 12-month revenue threshold for CSP Indirect Resellers

Measure and Reward

Incentives are based on billed revenue and calculated in accordance to billing cadence.

D365 CSP levers*	Rate	Maximum incentive earning opportunity
D365 CSP Core	4.00%	Not applicable
D365 CSP Global Strategic Product Accelerator – Tier 1 (Finance & Supply Chain)	7.00%	
D365 CSP Global Strategic Product Accelerator – Tier 2 (Business Central)	8.00%	
D365 CSP Growth Accelerator	7.50%	Not applicable

IMPORTANT: July 1, 2025 to September 30, 2025 incentives will be calculated and paid under FY25 partner eligibility, levers, and rates here. In February 2026, earnings will be recalculated for July 2025 to September 2025 under FY25 partner eligibility and FY26 levers and rates (per table above).

*All Copilot offers are included in the Microsoft 365 new commerce CSP incentives. Click here for details.

Partner Association
Transacting Partner of Record

Earning Type
60% Rebate/40% Co-op

Maximum earning opportunity
Not applicable

Product Eligibility
See Product Addendum

Dynamics 365 CSP incentive - direct bill partner

ENGAGEMENT SUMMARY

The Dynamics 365 new commerce CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Business Applications products and services through the new commerce experience.

ENGAGEMENT TERM

October 1, 2025 – June 30, 2026 | For additional details related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Partner Authorization
Microsoft CSP Direct Bill Partner Channel

Program Enrollment
Microsoft Commerce Incentives

Eligibility
Solution Partner for Business Applications

Revenue Requirements
$1M USD 12-month revenue threshold

Measure and Reward

Incentives are based on billed revenue and calculated in accordance to billing cadence.

D365 CSP levers*	Rate	Maximum incentive earning opportunity
D365 CSP Core	4.00%	Not applicable
D365 CSP Global Strategic Product Accelerator – Tier 1 (Finance & Supply Chain)	7.00%	
D365 CSP Global Strategic Product Accelerator – Tier 2 (Business Central)	8.00%	
D365 CSP Growth Accelerator	7.50%	Not applicable

IMPORTANT: October 1, 2025 to November 30, 2025 will be calculated and paid under FY26 partner eligibility, levers, and rates. Earnings will be paid by January 15, 2026 per incentive launch payment SLA here.

*All Copilot offers are included in the Microsoft 365 new commerce CSP incentives. Click here for details.

Partner Association
Transacting Partner of Record

Earning Type
60% Rebate/40% Co-op

Maximum earning opportunity
Not applicable

Product Eligibility
See Product Addendum

Dynamics 365 CSP incentive - indirect reseller

ENGAGEMENT SUMMARY

The Dynamics 365 new commerce CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Business Applications products and services through the new commerce experience.

ENGAGEMENT TERM

October 1, 2025 – June 30, 2026 | For additional details related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Partner Authorization
Microsoft CSP Indirect Reseller Channel Authorization

Program Enrollment
Microsoft Commerce Incentives

Eligibility
Solution Partner for Business Applications

Revenue Requirements
$25K USD 12-month revenue threshold

Measure and Reward

Incentives are based on billed revenue and calculated in accordance to billing cadence.

D365 CSP levers*	Rate	Maximum incentive earning opportunity
D365 CSP Core	4.00%	Not applicable
D365 CSP Global Strategic Product Accelerator – Tier 1 (Finance & Supply Chain)	7.00%	
D365 CSP Global Strategic Product Accelerator – Tier 2 (Business Central)	8.00%	
D365 CSP Growth Accelerator	7.50%	Not applicable

IMPORTANT: October 1, 2025 to November 30, 2025 will be calculated and paid under FY26 partner eligibility, levers, and rates. Earnings will be paid by January 15, 2026 per incentive launch payment SLA <here>.

*All Copilot offers are included in the Microsoft 365 new commerce CSP incentives. Click here for details.

Partner Association
Transacting Partner of Record

Earning Type
60% Rebate/40% Co-op

Maximum earning opportunity
Not applicable

Product Eligibility
See Product Addendum

Dynamics 365 legacy CSP – direct bill partner and indirect reseller

ENGAGEMENT SUMMARY

The Dynamics 365 legacy CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Business Applications products and services through legacy CSP. This incentive is available for select legacy CSP offers without a new commerce equivalent and/or migration path.

ENGAGEMENT TERM

October 1, 2024 – September 30, 2025 | For additional details related to FY26 CSP incentives, visit the CSP Terms and Conditions included in this document

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Partner Authorization
Microsoft CSP Direct Bill Partner Channel Authorization or Microsoft CSP Indirect Reseller Channel Authorization

Program Enrollment
Microsoft Commerce Incentives

Eligibility
One of six Solutions Partner designations

OR

Attained one of the following legacy competencies and purchased benefits package for: *Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small and Midmarket Cloud Solutions, Windows and Devices*

Revenue Requirements
$25K USD 12-month revenue threshold for CSP Indirect Resellers

Measure and Reward

Incentives are based on billed revenue and calculated in accordance to billing cadence.

D365 new commerce CSP engagement[1]	Rate	Maximum incentive earning opportunity
Core – Business Applications billed revenue	4.75%	Not applicable
Global Strategic Product Accelerator – Tier 1 (Finance & Supply Chain)	7.50%	
Global Strategic Product Accelerator – Tier 2 (Business Central)	10.00%	
D365 customer add new commerce CSP engagement[2]	**Rate**	**Maximum incentive earning opportunity**
Customer add – Business Applications billed revenue	20.00%	Not applicable

1. Legacy CSP offers without a new commerce equivalent and/or migration path will remain eligible for legacy CSP incentives until September 30, 2025.
2. In February 2026, earnings will be recalculated for July 2025 to September 2025 under FY25 partner eligibility and FY26 levers and rates per transition plan here.

Partner Association
Transacting Partner of Record

Earning Type
60% Rebate/40% Co-op

Maximum earning opportunity
Not applicable

Product Eligibility
See Product Addendum

Dynamics 365 new commerce and legacy CSP

Incentive Structure – Core and Strategic Accelerator Earning Opportunities

Global Incentives

Global incentives are applied as a percentage of revenue transacted for specified products and earned as 60% rebate/40% co-op. For a full list of products eligible for global incentives, reference the MCI Product Addendum.

Core – Business Applications
This base incentive rewards on all billed revenue from the sale of specified products as set forth in the Product Addendum. (Billed revenue x rate).

Global Strategic Product Accelerator
This accelerator rewards partners for selling products Microsoft has deemed as strategic to the business and is in addition to the core incentive. (Billed revenue x rate).

Customer Add
This accelerator rewards partners who drive Business Applications new customer acquisition. More information can be found in the Dynamics 365 customer add new commerce CSP incentive.

Growth Accelerator
This accelerator rewards partners who drive Year-Over-Year (YoY) incremental billed revenue on customer tenant through Business Applications CSP offers. More information can be found in the CSP Terms and Conditions included in this document.

Local Accelerators

In addition to global CSP incentives in MCI, Microsoft subsidiaries have the option to offer additional local accelerators.

A partner’s eligibility to earn local accelerators is based on the partner’s enrolled Partner Location ID and is subject to the terms and conditions set forth by each local subsidiary. Eligible partners will receive local accelerator terms communicating the available accelerators in each subsidiary.

Note: Any incentives earned under the incentive are for the benefit of the partner. Partners may not disclose the monetary value of the incentives earned to their customers.

Dynamics 365 customer add new commerce CSP

The **customer add accelerator** rewards partners when their customer, identified by the customer's unique tenant ID, has CSP Business Application product billed revenue through legacy CSP or new commerce for the first time. The original transacting partner can earn up to 12 monthly payments worth 20% of the customer's monthly billed revenue from the first transaction date of CSP Business Applications, with no max cap.

The first transaction is identified as CSP Business Applications billed revenue through either legacy CSP or new commerce for the first time on the customer's tenant ID.

New CSP customer

A customer tenant ID with no Business Applications billed revenue in legacy CSP or new commerce CSP, would be eligible for customer add accelerator consideration from first CSP Business Applications transaction date.

- Only Business Applications billed revenue is considered and will not be impacted by prior billed revenue on other product groups.
- Only CSP licenses are considered and will not be impacted by prior non-CSP licenses (i.e., EA or Open).
- No minimum threshold is applied to the CSP billed revenue to start earning the customer add.

CSP customer transition to new commerce

- When an eligible customer tenant ID transitions to new commerce, the new commerce CSP billed revenue would continue earning the customer add accelerator for the remainder of the 12-month period from first legacy CSP Business Applications transaction date.

Eligible Billing Type:

Incentives are calculated and paid on CSP billed revenue from the first CSP Business Applications transaction, up to 11 months after first transaction date.

Billing Type	Incentive Payout	Additional Seats
Monthly	Paid monthly on billed revenue (pays up to 12 months)	Additional billed revenue throughout the 12-month window (first CSP Business Applications transaction month + 11 months), will be eligible for customer add.
Annual	Paid as one-time lump sum on first annual billing (pays on 12 months)	
3-year pre-paid	Paid as one-time lump sum on up front billing (pays on 36 months)	

Dynamics 365 customer add new commerce CSP

1 **Scenario 1: Customer purchases first Business Applications**

First Business Applications (BA) CSP transaction and start of tenant takes place in October 2024. The eligible partner earns customer add accelerator for the transaction month (October 2024) and following 11 months (November 2024 – September 2025).

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
BA Transaction Month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11					

2 **Scenario 2: Customer purchases first Business Applications after tenant is created**

First Business Applications (BA) CSP transaction takes place in December 2024, after tenant is created. The eligible partner earns customer add accelerator for the transaction month (December 2024) and following 11 months (January 2025 – November 2025).

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
CSP Tenant Start		BA Transaction Month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11			

3 **Scenario 3: Customer renews Business Applications**

First Business Applications (BA) CSP transaction July 2020 on legacy CSP and ends June 2023. Customer begins purchasing Business Applications product again in October 2024. Since this is not the first Business Applications CSP billed revenue, the customer add accelerator is ineligible for transactions starting October 2024.

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
BA Transaction Month																

4 **Scenario 4: Customer purchases net new seats**

First Business Applications (BA) CSP transaction for 30 seats takes place in October 2024. The eligible partner starts earning customer add accelerator from the transaction month (October 2024). In February 2025, the customer adds 10 seats, resulting in the customer add accelerator billed revenue to increase for the remaining months (February 2025 – September 2025).

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
BA Transaction Month	M1 30 seats	M2 30 seats	M3 30 seats	M4 40 seats	M5 40 seats	M6 40 seats	M7 40 seats	M8 40 seats	M9 40 seats	M10 40 seats	M11 40 seats					

* Scenarios 1-6 are based on monthly billings.

Dynamics 365 customer add new commerce CSP

5 **Scenario 5: Customer transitions to new commerce**

First Business Applications (BA) CSP transaction and start of tenant takes place in October 2024. The eligible partner starts earning the customer add accelerator from the transaction month (October 2024) through March 2025. In April 2025, the customer ends the legacy CSP subscription and transitions to new commerce. The customer add accelerator continues to be earned for the remainder of the 12-month window (April 2025 – September 2025).

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
BA Transaction Month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11					

← Previous offer billed revenue → ← New commerce billed revenue →

6 **Scenario 6: Change of Partner**

First Business Applications (BA) CSP transaction takes place in December 2024. The eligible partner starts earning the customer add accelerator from the transaction month (December 2024) through May 2025. In June 2025, the customer replaces the original transacting partner with a new partner. The original partner stops earning the customer add accelerator and the new partner will not earn the customer add accelerator for the remainder of the 12-month window (June 2025 – November 2025). Only the original transacting partner is eligible for customer add earnings.

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
CSP Tenant Start		BA Transaction Month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11			

7 **Scenario 7: Annual pre-paid billing type**

First Business Applications (BA) CSP transaction and start of tenant takes place in October 2024, pre-paid upfront for one year. The eligible partner earns the customer add accelerator from the transaction month (October 2024) for the total billed revenue. If net new seats are added from the transaction month (October 2024) through the next 11 months (November 2024 – September 2025), resulting in additional billed revenue, that billed revenue will be eligible for customer add accelerator earnings.

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
BA Transaction Month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11					

* Scenarios 1-6 are based on monthly billings.

Additional Terms and Definitions

Additional Terms – Partner Payment Obligation

Partner Payment Obligation

Partners transacting with Microsoft must satisfy their obligation to pay Microsoft by the end of each month any payment is due to be eligible to receive incentive earnings. Short payments are not allowed for any reason (i.e., offsetting future incentives against their obligation to pay Microsoft).

If a partner fails to satisfy 95% of their payment obligations by the end of each month due or fails to raise a dispute within the timeframe outlined within the Microsoft AI Cloud Partner Program Agreement, any amendments or any subsequent applicable mutually executed partner agreement, the partner will be deemed non-compliant.

Non-compliant partners are ineligible to receive incentives payments for incentives earned in the month of non-compliance, these earnings will be held by Microsoft for 90 days starting from the original earning date. If after 90 days the partner is still deemed non-compliant and there are no open disputes related to the payment obligation, all held earnings will be considered unearned and forfeited.

Glossary – Partner Eligibility Terms

To be eligible for participation and before an incentive can be earned, in addition to the enrollment requirements stated in this guide, a partner must meet eligibility qualification requirements as stated in the applicable Engagement Terms. Partner eligibility may include, but is not limited to, a partner's competency status, participation in an expert program, achieving a specialization, or the partners revenue performance.

Microsoft AI Cloud Partner Program

The Microsoft AI Cloud Partner Program is a global community of partners, offerings, and resources designed to connect partner organizations with everything needed to build and deploy successful business solutions.

View details and enroll here.

Microsoft Cloud Solution Provider Authorization

To be eligible to participate in the FY25 CSP Indirect Reseller, Direct Bill Partner or CSP Indirect Provider incentives, a partner must complete all onboarding and eligibility requirements under the Microsoft Cloud Solution Provider Authorization. If any eligibility requirement is incomplete, the partner may not earn a payout under the incentive.

Learn more at Cloud Solution Provider program overview - Partner Center | Microsoft Learn

Microsoft Partner Agreement (MPA)

The Microsoft Partner Agreement provides Microsoft partners with a unified, digitally accepted partner agreement. The Microsoft Partner Agreement contains a core set of perpetual terms that help Microsoft, partners, and customers support data privacy and security, promote compliance, and encourage sound business practices.

All Cloud Solution Provider Authorization partners (including indirect providers, indirect resellers, and direct bill partners) must accept the MPA online in Partner Center.

Learn more here and verify Microsoft Partner Agreement acceptance status in Partner Center.

Glossary – Partner Eligibility Terms (continued)

To be eligible for participation and before an incentive can be earned, in addition to the enrollment requirements stated in this guide, a partner must meet eligibility qualification requirements as stated in the applicable Engagement Terms. Partner eligibility may include, but is not limited to, a partner's competency status, participation in an expert program, achieving a specialization, or the partners revenue performance.

Solutions Partner Designations

Starting October 2022, Solutions Partner designations identify a partner's technical capabilities and experience in Microsoft Cloud solution areas. They showcase a partner's demonstrated ability to deliver successful customer outcomes. Incentives are available to partners that have achieved Solutions Partner designations by earning at least 70 points in the Partner Capability score.

View the full list of available Solutions Partner designations here.

Legacy Benefits (Competency)

Aligned to the needs of customers, Microsoft competencies allow partners to demonstrate their areas of technical capability. Incentives are made available to partners that have purchased legacy benefits and achieved a competency prior to October 2022, by passing required exams and skill validation, meeting performance requirements and paying the annual fee at either the silver or gold competency level.

Starting January 22, 2025, Microsoft will no longer offer legacy silver/gold benefits. The last day to purchase/renew these offerings is January 21, 2025. Once purchased, the benefits will be available for one year since your purchase without any impact. Partners with an active legacy silver/gold status as of January 21, 2025, will be eligible for applicable MCI incentives for the rest of the FY25 Cloud Solution Provider (CSP) incentive term, running until September 30, 2025 without any interruption.

View the full list of available Microsoft competencies here and announced changes here.

Glossary – Partner Eligibility Terms (continued)

To be eligible for participation and before an incentive can be earned, in addition to the enrollment requirements stated in this guide, a partner must meet eligibility qualification requirements as stated in the applicable Engagement Terms. Partner eligibility may include, but is not limited to, a partner's competency status, participation in an expert program, achieving a specialization, or the partners revenue performance.

Specializations

Specializations are available for partners to distinguish their organization and expand their customer reach. Additional Engagement opportunities may be made available to partners who demonstrate deep knowledge in a specific area.

Learn more about the benefits of specializations and their specific requirements, on the partner website.

Azure Expert MSP

Azure Expert MSPs are Microsoft's most trusted managed services partners. They meet the highest set of requirements, including verified proof of excellence in customer delivery and technical expertise, and the successful completion of an independent audit of their managed services, people, processes, and technologies.

Learn more about the advantages of being an Azure Expert MSP and the steps to qualify, on the partner website.

Partner Revenue Performance

Partners may be required to meet specific revenue performance thresholds to be eligible for an available Engagement opportunity. Revenue performance thresholds are set based upon Microsoft's classification of the country associated with the Partner Location ID associated with the qualifying transaction or consumption revenue.

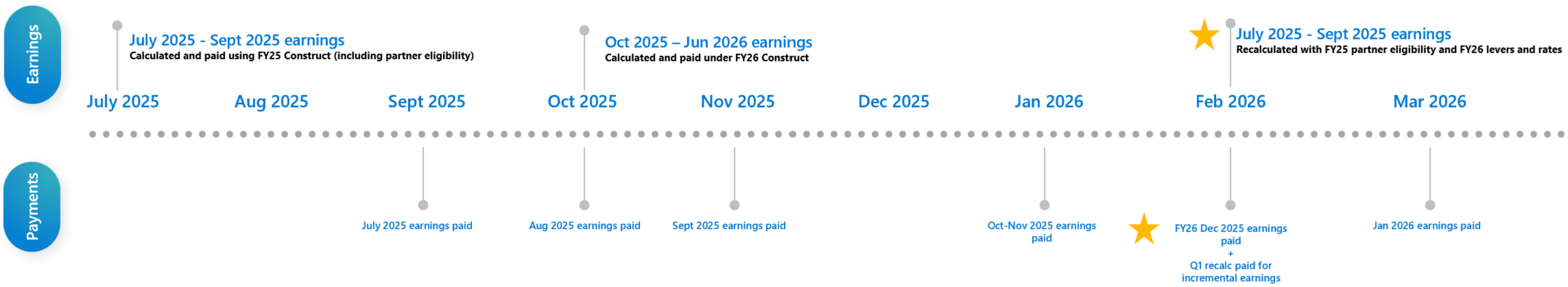
CSP Indirect Resellers - $25K USD TTM Revenue Threshold

The $25K USD Trailing Twelve-Month (TTM) revenue threshold must be met by CSP indirect resellers as part of the eligibility requirements to earn the M365 and D365 new commerce and legacy CSP incentive engagements. The $25K USD TTM revenue threshold looks back 365 days (12 months) and will be assessed monthly. It includes transactions processed under the Microsoft Commerce Incentives (MCI) enrolled Partner Location ID and all other Partner IDs under the enrolled Partner ID within the same country.

CSP transition plan

FY25 to FY26 CSP incentive transition plan

- July 1, 2025 to September 30, 2025 incentives will be calculated and paid under FY25 rules and timelines.
- October 1, 2025 to November 30, 2025 incentives will be calculated under FY26 partner eligibility, levers, and rates. Earnings will be paid by January 15, 2026 as per "payment cadence iii" for any new incentive launch.
- In February 2026, earnings will be recalculated for July 2025 to September 2025 under FY25 partner eligibility and FY26 levers and rates. Earning position changes will be reflected in February 2026 reporting along with December earnings, payable by February 15.
- Partner reporting for reconciliation of earnings will be available in Partner Center covering all details of recalculation by February 15, 2026.
- January 2026 earnings onward, payments will be made monthly as per standard 45-day SLA starting March 2026 onward.



CSP growth definition

CSP growth

CSP growth is defined as any year-over-year (YoY) increase in monthly billing at the individual customer tenant, calculated independently within each Solution Area or SA (i.e. separately for Modern Work & Security, Business Applications and Azure). Only strategic products within the M365 CSP incentives are eligible for the growth accelerator. All products and workloads under D365 and Azure CSP core incentives are eligible for the growth accelerator. Azure, for example, the baseline for March 2025 would be the customer tenant ACR in March 2024.

All customer tenant revenue will be considered for prior year's baseline regardless of partner associated. The incremental growth earnings will be allocated based on partner association to subscriptions and total revenue growth. If revenue for subscriptions associated to another partner decreases, that will impact the YoY incremental revenue and hence growth accelerator earnings.

CSP growth may be impacted if the tenant transitions from an Enterprise Agreement (EA) to CSP, and as a result there is a decline in EA monthly billing at the same time as an increase in CSP monthly billing YoY.

For per-seat licensing, each billing transaction is converted into an equivalent monthly billing amount if billing is pre-paid. For example, a $120 pre-paid 1-year subscription, billed up front in February, will be considered as $10 of monthly billing (or MRR) for 12 months, starting from February. This ensures that YoY growth is accurately measured and accounts for customer changes in billing frequency or multiple billing frequencies within the customer tenant. For partial monthly billing, MRR is calculated on a basis of 30.42 days per month. Similarly, incremental prorated seat purchases will increase the MRR for the duration of the subscription terms.

For examples related to FY26 CSP incentives, visit the CSP Incentive Walking Deck on the Microsoft Partner website

Glossary – Cooperative Marketing Funds

Co-op

Partners may earn a portion of this incentive as cooperative marketing funds (co-op). These funds allow partners to perform specific marketing, demand generation, and readiness activities in accordance with the Partner Incentives Co-op Guidebook.

Cooperative marketing fund earning period

The cooperative marketing fund earning period is the six-month timeframe during which partners can earn rebates and co-op. Microsoft calculates a percentage of incentive earnings to be paid as co-op funds which are placed into a fund to use for approved activities executed in the upcoming usage period.

Cooperative marketing fund usage period

The co-op fund usage period refers to the six-months that immediately follows the six-month earning period, when partners perform eligible activities and submit claims.

If a partner’s co-op earnings are below the $10,000 USD threshold in an earning period, the accrued incentive earnings will be converted to rebate at the end of the earning period.

Cooperative marketing claiming period

There is a forty-five (45)-day grace period after the end of the usage period for partners to complete their claim submissions. Co-op claims requiring further partner action at the end of the grace period will be moved to a non-compliant status and a payment will not be processed.

Unsuccessful co-op claims and co-op funds not claimed by the conclusion of the grace period will be forfeited with no possibility of reinstatement.

Additional information on cooperative marketing funds can be found in the Co-op Funds Resources page on the Microsoft partner website

Glossary – Indirect Channel Requirements

Indirect Channel Requirements

When provisioning a two-tier subscription in Partner Center, CSP Indirect Providers must provide a valid Partner Location ID of the applicable CSP Indirect Reseller to whom they have sold Microsoft online services.

When provisioning a two-tier subscription using the Microsoft API, CSP Indirect Providers must include the Partner Location ID of the applicable downstream CSP Indirect Reseller in the “partnerIDOnRecord” field.

In no case can the Indirect Reseller be controlled by, be a part of, or otherwise be an affiliate of the CSP Indirect Provider. If the CSP Indirect Provider does not include an accurate CSP Indirect Reseller Partner Location ID identifying such CSP Indirect Reseller as the CSP Partner of Record, Microsoft will not calculate or pay incentives to the CSP Indirect Provider or the CSP Indirect Reseller.

Glossary – Proof of Execution

Microsoft uses proof of execution to validate partner involvement if the Customer qualifies as an Eligible Activity as specified within the applicable Engagement Terms.

Microsoft requires partners to submit proof of execution at time of claiming for the following incentive earning opportunities:

- The incentive earning opportunity requires that the partner claim their association with the Customer to be acknowledged as the claiming partner of record.
- The partner is claiming available cooperative marketing funds.

Microsoft may request, at its sole discretion, that the partner provide proof of execution for the following incentive earning opportunities:

- The incentive earning opportunity is based upon activities performed, eligible role-based access control to a Customer's environment, associated to a Public Sector Customer or any other non-transacting event.

Where partners are required to provide proof of execution, Microsoft uses the submitted proof of execution documentation to review and validate that the engagement and activities provided by the partner to their Customers is a Qualifying Activity driving a required outcome under the applicable Engagement Terms.

Microsoft may request a partner provide proof of execution to validate their continued involvement if the Customer continues to qualify as a Qualifying Activity in connection with the incentive at any time.

Microsoft reserves the right to suspend incentive payments while conducting compliance reviews. In addition, Microsoft may reduce, cancel, or withhold incentive payments related to any non-compliance with this incentives Guide, including non-compliance with acceptable forms of POE.

Acceptable forms of proof of execution

Proof of execution must be substantive, relevant, and of sufficient quality so that it aligns with the activities documented in the Purchase Order, statement of work, invoice, contract, or detailed activity statement, and complies with the Microsoft Privacy Policy.

Microsoft is committed to following privacy Laws in every country in which it does business and has adopted six privacy principles for the use and collection of personal data. These principles form the foundation of Microsoft's Privacy Policy and can be found here.

Examples of acceptable forms of proof of execution documentation and submission templates for MCI Modern Work & Security Usage & MCI Biz Apps Presales Advisor Engagements can be found here.

Proof of execution documentation requirements for cooperative marketing funds (co-op) can be found here.

Glossary – Azure consumption

Azure Consumption

Incentives are eligible for metered services that result in Microsoft revenue where the partner is associated at the subscription, resource group, or resource level.

Azure consumed revenue (ACR) is the monetary value of Azure services consumed by customers. Consumption is determined by the quantity of a metered resource consumed multiplied by the price per unit paid by the customer.

Incentives are calculated based on the prices for Microsoft Azure Services effective during the earning period Microsoft Azure Services are consumed.

Glossary – Common Technical Terms and Associations

CSP Association

Refers to the partner on a Cloud Solution Provider agreement at the time of the transaction. Designation is automatically applied to the CSP transacting partner whenever a subscription or product is sold in CSP.

Partner Admin Link (PAL)

A tool that Azure partners can use to track their influence automatically and precisely on Azure services consumed by customers.

Price List

Refers to the then current list of Products from which Company may order Products for a Product Fee under a Channel Authorization.

Azure Lighthouse

Azure Lighthouse enables multi-tenant management with scalability, higher automation, and enhanced governance across resources. With Azure Lighthouse, service providers can deliver managed services using tooling built into the Azure platform. Customers maintain control over who has access to their tenant, which resources they can access, and what actions can be taken.

Role Based Access Control

A role definition is a collection of permissions that can be performed, such as read, write, and delete. It's typically just called a role. Azure role-based access control (Azure RBAC) has over 120 built-in roles or you can create your own custom roles. Understand how built-in roles are defined and how a custom role can be used to meet the specific needs of your organization.

Azure Link to Partner ID

Refers to partners having access to the customer's resources: use the Azure portal, PowerShell, or the Azure CLI to link your Partner Location ID (Partner ID) to your user ID or service principal. Partner ID should be linked in each customer tenant.

Glossary – United States Federal Customer Eligibility

Federal customers qualify for certain engagements listed within this guide. Factors to consider when determining if a federal customer qualifies:

- The specific cloud platform the customer is utilizing
- The availability and accessibility of customer data
- Any regulatory compliance requirements that may impact eligibility.

The tables below detail Federal customer engagement eligibility and additional potential requirements to earn:

Earning Opportunity	US Federal Customers on Commercial Cloud
Cloud Solution Provider (CSP) Incentives (Microsoft 365, Azure, Dynamics 365)	Yes
Hosting Incentive	Not applicable
Azure Accelerate	Yes
Modern Work Partner Activities	No
Security Partner Activities (Data Security, Threat Protection, Microsoft Sentinel Migrate and Modernize)	Yes: Major – Federal and Strategic – Federal segmented customers. (Public Sector disclosure requirements can apply)
Biz Apps Pre-Sales Advisor (prev. OSA)	Yes (Public Sector disclosure requirements can apply)
Biz Aps Pre-Sales & Post Sales Partner Activities	Yes (Public Sector disclosure requirements can apply)
Security Usage	Yes (Public Sector disclosure requirements can apply)

Earning Opportunity	US Federal Customers on Microsoft Cloud for US Government
Cloud Solution Provider (CSP) Incentives (Microsoft 365, Azure, Dynamics 365)	Not applicable
Hosting Incentive	Not applicable
Azure Accelerate Partner-Led engagements	No
Modern Work Partner Activities	No
Security Partner Activities (Data Security, Threat Protection, Microsoft Sentinel Migrate and Modernize)	No
Biz Apps Pre-Sales Advisor (prev. OSA)	No
Biz Aps Pre-Sales & Post Sales Partner Activities	No
Security Usage	No

Resources and FAQs

Automated Referral Management | Overview

Select MCI claims now automatically generate inbound Partner Center Referrals. This feature notifies Microsoft account teams of new qualified deals with integrated insights for simplified co-selling and improved Partner experience

MCI Claims
Microsoft automatically creates a standard Partner Center referral when specified conditions are met

Benefits:
- ✓ Ensure notification process alerts Microsoft account teams partner engagements
- ✓ Enable MCI Engagement configuration to support co-sell configurations defaults
- ✓ Validate Partner Center Deal IDs provided by partners

Partner Center
Manages referral status and supports co-sell notifications across organizations

Benefits:
- ✓ Microsoft and partners are better connected regarding account opportunities
- ✓ Update referral to co-sell after customer consent,
- ✓ Update referral to won or lost based on POE completion status to indicate when activity is completed.

Microsoft CRM
Account team notified of partner led activities and can support customer outcomes / opportunities.

Benefits:
- ✓ Align Microsoft sales teams with customer outcomes / opportunities
- ✓ Automate ability for Microsoft sellers to jointly engage and align with partners
- ✓ Associate MCI engagement impact and track to sales pipeline progression

Automated Referral Management | Process Flow and Engagement Thresholds

Three Touches to Tighter Collaboration

1. Partner creates claim in MCI
2. MCI creates Partner Center referral when conditions are met
3. Microsoft / Partner engage in joint opportunity

Automated Referral Management Process Flow

- Select engagements enabled for automated referral management
- Customer consent request triggers referral creation process where deal size, and customer segment requirements are met
- Referral upgraded co-sell when customer consents to engagement
- Referral status automatically updates to “Won” or “Lost” based on POE completion status.

** Partners may manually update or manage referral details throughout the typical referral lifecycle.*

Automated Referral Engagement Thresholds

Solution Area	Engagement Name	Deal Size	Customer Segment
Azure	Azure Accelerate Partner-Nominated	>$10,000	Majors & SMC Corporate Customer
Modern Work	Cloud Endpoints Envisioning & PoC – S, M	All	Medium to Large Commercial Customers
	Copilot+Power Envisioning & PoC – XS, S, M		
	Copilot+Power Deployment Accelerator - XS, S, M, L		
	Secure Productivity Envisioning & PoC – S, M, L		

Automated Referral Management | Process Flow and Engagement Thresholds (cont.)

Three Touches to Tighter Collaboration

1. Partner creates claim in MCI
2. MCI creates Partner Center referral when conditions are met
3. Microsoft / Partner engage in joint opportunity

Automated Referral Management Process Flow

- Select engagements enabled for automated referral management
- Customer consent request triggers referral creation process where deal size, and customer segment requirements are met
- Referral upgraded co-sell when customer consents to engagement
- Referral status automatically updates to “Won” or “Lost” based on POE completion status.

** Partners may manually update or manage referral details throughout the typical referral lifecycle.*

Automated Referral Engagement Thresholds

Solution Area	Engagement Name	Deal Size	Customer Segment
Security	Theat Protection Envisioning Workshop	All	Medium to Large Commercial Customers
	Threat Protection Immersion Briefings		
	Data Security Immersion Briefings		
	Data Security Envisioning Workshop		
	Modern SecOps Envisioning Workshop		
	Sentinel Migrate and Modernize (Medium)		

Automated Referral Management | Referral Creation Process Detailed

Engagement Stages	Activity	MCI Partner Activities	Microsoft CRM
Stage 01 – Claim Customer	**Partner identifies customer opportunity, creates MCI claim for partner activity.**		
Stage 02 – Customer Consent	**Partner requests customer consent through MCI Partner Activities portal** **Customer provides consent to proceed.** **Adds Deal Size when requesting customer consent**	**Microsoft creates referral where conditions meet engagement configuration. Microsoft updates referral as Co-Sell after customer consent has been received.**	**Microsoft Account team actions "Co-Sell Referrals" in Microsoft CRM, by Accepting and/or Appending Referral to a MSX Opportunity**
Stage 03 – Execute & Submit POE	**Partner completes engagement per requirements** **Partner submits POE**		
Stage 04 – POE Validation	**Microsoft approves or declines POE** **Partner disputes or fixes POE errors**	**Upon POE approval MCI updates PC referral status to "won" and upon claim expiration without POE approval status is updated to "Lost".**	
Stage 05 – Payment	**Microsoft processes payment for approved claims** **Partner receives payment for processed approved claim.**		

MCI Partner Activities | Deal Size Guidance

Overview

- Upon requesting customer consent, MCI starts the ARC process for select engagements.
- Partners provide estimated deal size in ($USD equivalent).
- Partners may update the value in MCI until the customer completes the consent process.
- This input will not impact the claim eligibility or payout.

Estimating Deal Size by Revenue Type

License and Seat Revenue

- Specify the license and seat customer purchase estimate over a 12-month period
- Estimated amount should reflect the deal size value to Microsoft revenue in USD

Consumption Revenue

- Estimated amount of revenue generated over the first 12-months after the project is complete in USD
- Partners should leverage the Azure Consumption Estimator and carefully consider the ramp up of the project after deployment.

How is Deal Size Value Used within Microsoft

- Share the created referral with customer account team to support co-sell process
- Notify account teams when activity is completed to drive customer next steps
- Future capabilities to enhance the partner experience
- Microsoft is working to enhance MCI to support relationships with partners and help guide Microsoft ability to Co-Sell's with partners. This change will not impact any claims that have already received customer consent.

Support & Resources

- Contact your company’s Referral Admin for estimation guidance
- Your PDM may be able to provide additional estimation guidance

FAQ – Microsoft Commerce Incentives

What are “engagements”

An Engagement within MCI is defined as a unique earning opportunity with specific Partner eligibility requirements and in some cases Customer eligibility requirements. Some engagements contain different levers on which a partner can earn incentives.

How do I know which engagement I qualify for?

Upon enrolling in MCI in Partner Center, you will be able to see clearly what engagements you are eligible for. Some engagements, like Modern Work Pilots, may have additional customer eligibility requirements.

What are the requirements to participate in Microsoft Commerce Incentives?

Microsoft Commerce Incentives allows open enrollment enabling partners to enroll at any time. Partner eligibility to earn incentives is evaluated for each available engagement after enrollment is complete. More information on how to enroll here:

https://docs.microsoft.com/en-us/partner-center/incentives-enroll

Where do I go if I need more help?

Please submit a Partner Center service request, see the Support and Resources section of this guide for more details.

FAQ – Partner Activities

When will I be able to view and start claiming MCI Engagements?
Once you have enrolled a Partner Location ID in MCI, you can navigate to your MCI Engagements page to view all Partner Activity and Transact and Consume Engagements for which that Partner location is currently eligible.

How do I find out if my customer meets the qualifications for an engagement?
Each Engagement's Customers page will show which of your current customers are eligible and ineligible for that activity. When you add a new customer, you will be presented with a selection list of all engagements for which both you and your customer are currently eligible.

What information is required to claim a customer for an engagement?
You can claim a customer by providing the customer's email address. If Partner Center is not able to identify the customer tenant via the domain of the email address provided, you may be asked to provide the customer's Tenant ID and a reason why the domain and Tenant ID do not match.

How do I send the customer consent request?
Navigate to the Engagement's Customers page and locate the customer in your eligible customers list. In the Action column, click "Send Consent Request" and confirm the contact email is correct. Your customer will receive an email from Microsoft inviting them to consent.

How much time do I have to gather customer consent?
You have a total of 30 days to obtain consent after adding or claiming the customer. If you need to change the point of contact for the customer, you can do so before re-sending. You can re-send a consent request a maximum of once every 24 hours.

Do I need to add a customer to each separate engagement, or can I add a customer to multiple?
You have the option to add a customer to multiple engagements, but you must obtain customer consent individually for each engagement.

How do I submit a claim?
Once you have completed the engagement, navigate to the Engagement's Customers page. Under Action column, click "View engagement claim." In the claim, complete all required POE elements and click "Submit".

How much time do I have to submit a claim?
You have a total of 90 days, from the date of customer consent, to complete the workshop and submit the workshop claim. You can see the claim status on the workshop claim page.

How do I setup a payment profile?
See Enrollment and user management page for details.

Where can I get more detailed information about the activity I'm delivering?
To download the delivery kit and for more information on the activities themselves, go to Microsoft Commercial Incentives.

How do I request support for an MCI Engagement or an Engagement claim?
Go to Partner Center Support and create a ticket with the following details:
Problem summary: Summarize your issue
Workspace: Select Incentives
Problem Type: Type "Engagements" to filter for all Engagements support subtopics and select the most relevant subtopic.

FAQ – Azure incentives

Is Azure consumed revenue (ACR) related to an Azure credit offer (ACO) eligible to receive incentives?

No, Azure credit offer-influenced ACR is not eligible to receive incentives

For the Azure CSP motion incentive, can I earn if I'm attached via Partner Admin Link?

To earn on the Azure CSP motion incentive, the partner must be associated to the customer's Azure environment as Transacting Partner of Record. The partner can have additional associations, but they will have no effect on eligibility.

Will a Partner Admin Link-based association with my partner be recognized for incentives?

Starting January 1, 2024, Azure consumption revenue-based incentives via MCI-Azure Enterprise and online purchase (PAL-based) or the Enterprise Incentives (Direct agreement only; TPOR-based) will no longer be offered.

What is the payment schedule for Azure incentives?

All Azure incentives are paid on a monthly basis, 45 days after the end of the earning period

What qualifies as "specialized compute" under Azure CSP incentives?

Specialized compute includes products like Azure VMware Solution (AVS), Bare Metal Infrastructure, and Microsoft Azure Large Instance for Epic

How often are the Workload and AI accelerators updated for new products?

Typically, the product list is updated at the start of the eligibility period (October 1st). In rare instances, Microsoft can update the product list throughout the year but typically changes are only made once per year to these incentives

When is a customer add for Azure recognized?

When a customer purchases their first Azure workload, the transacting Partner of Record earns a customer add accelerator for the transaction month and the following 11 months. If the TPOR is transferred to a new partner, the original TPOR's incentive eligibility ends, and the new partner is not eligible for the customer add incentive

Azure resources for common support scenarios

Scenario	Support Solutions & Assistance
Issues with partner earned credit for services managed	Site > Partner Center Category > CSP Topic > Billing and Invoicing Subtopic > Partner earned credit for services managed (Azure Plan)
Issues with partner admin link	Site > Azure Management Portal Support > New support request Issue type > Subscription management

Useful Links

Microsoft partner website:
https://mspartner.microsoft.com

Partner Incentives portal:
aka.ms/partnerincentives

Partner Center tool:
https://partner.microsoft.com/dashboard/mpn/overview

Public Sector – Microsoft Licensing Terms and Documentation website.

Partner Incentives Reporting:
https://partnerincentives.microsoft.com

CPOR Guide on Partner Center and Microsoft partner website:

Program membership, products, licensing, training, and event information:

- FastTrack http://aka.ms/fasttrackready
- Microsoft 365 for Partner- https://www.microsoft.com/microsoft-365/partners/

Partner Center Support:

- Incentives-specific support
- Additional support
- Enrollment guide