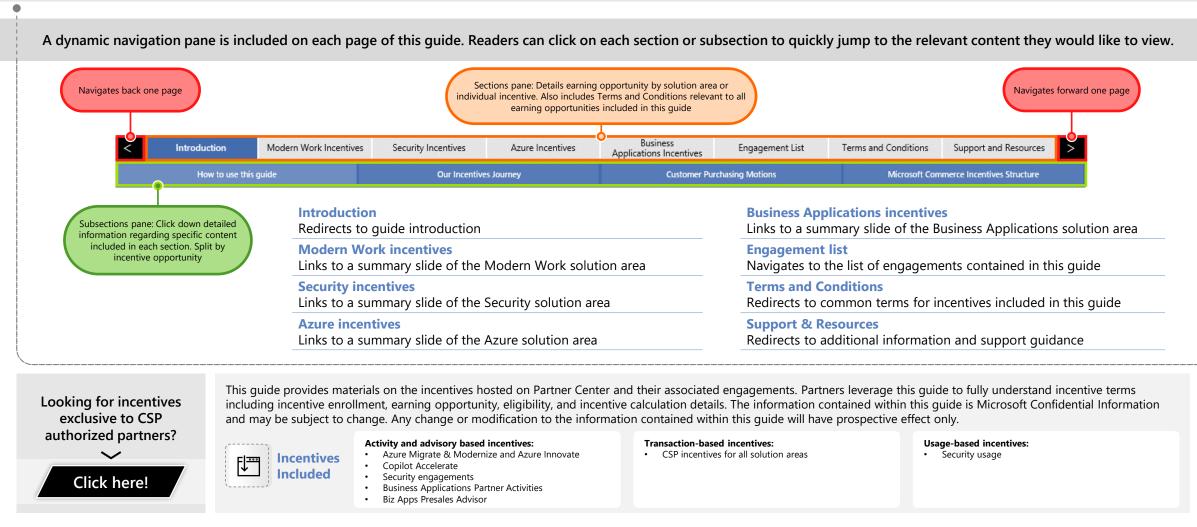


# How to use the Microsoft Commerce Incentives policy guide



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

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources				
How to use this guide		Our Incentive	s Journey	Customer Pu	rchasing Motions	Microsoft Commerce Incentives Structure					

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

Change Type	Change Description	Section	Page Number
Consolidated and updated terms and conditions	<ul> <li>Consolidated the general terms and conditions that govern all investments in this guide into a central document: <u>https://aka.ms/PartnerInvestmentsTerms</u></li> </ul>	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	<ul> <li>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: <u>https://aka.ms/PartnerInvestmentsTerms</u></li> </ul>	Additional Terms and Glossary	143-153

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>	
How to use this guide		Our Incentive	es Journey	Customer Pu	rchasing Motions	Microsoft Commerce Incentives Structure			

# 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 <u>General Partner Investment Terms and Conditions</u> 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 Al Cloud Partner Program Agreement, that partner's Microsoft Al Cloud Partner Program Agreement will govern. Except as otherwise set forth in this guide, terms defined in the Microsoft Al Cloud Partner Program Agreement will have the same meanings when used in this guide.

Introduction	ı	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources				
How to use this guide		Our Incentive	es Journey	Customer Pu	rchasing Motions	Microsoft Commerce Incentives Structure						

# 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.

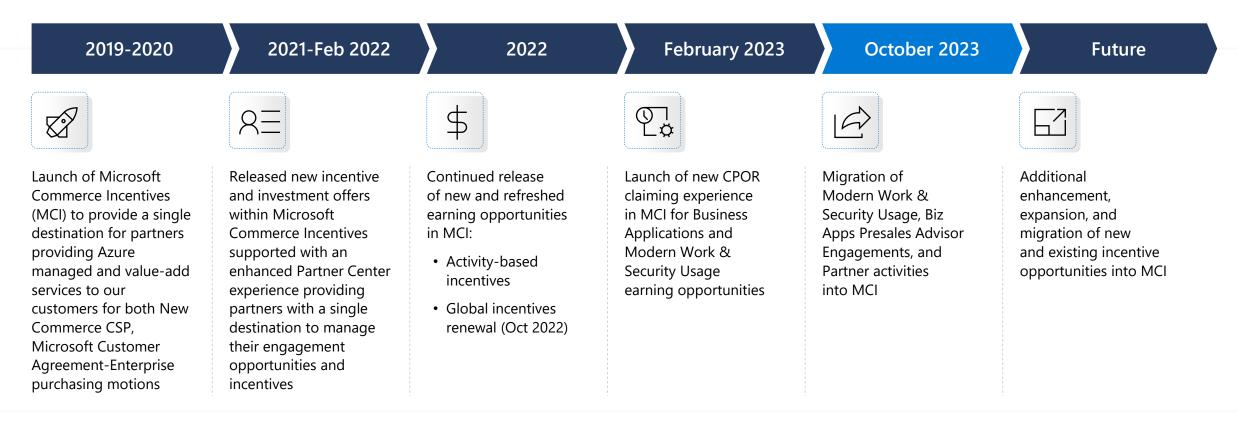
Microsoft's partner incentives are designed to reward partners for participating in our ecosystem and meet customer needs through value-added services. Customer needs often extend beyond the transaction, so we offer partner incentives and investments across each stage of the customer journey.

Stage 1	9	Listen and Consult	
Stage 2	0	Inspire and Design	전 Manage Inspire
Stage 3	0	Empower and Achieve	Manage and optimize Customer engagement
Stage 4	0	Realize Value	Realize Empower value and achieve
Stage 5	0	Manage and Optimize	Microsoft and Partners

	Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources				
How to use this guide Our Incentives Journey Customer Purchasing Motions Microsoft Commerce Incentives Structure	How to use this guide		Our Incentive	s Journey	Customer Pu	rchasing Motions	Microsoft Commerce Incentives Structure					

# 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.





# 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 multinational, 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





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

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>	
How to use this guide		Our Incentive	es Journey	Customer Pu	rchasing Motions	Microsoft Commerce Incentives Structure			

# **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 <u>Microsoft partner website</u>

Visit our helpful <u>Getting Started</u> webpage for more information on available incentives resources

	Microsoft Commerce Incentives	Partner and r
-	Engagement Azure CSP motion incentive	oppor
	Lever Azure core incentives	Engag opportu area wi requi
	•	
-	Engagement M365 new commerce CSP – Indirect reseller	Leve
	Lever Core – Modern Work & Security billed revenue – Indirect reseller	mechan
-	Engagement Modern Work – Teams Phone Pilot	Some
	Lever	single
	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



# **Incentive Opportunities by Solution Area**

Introduction	Modern Work Incentives	Work Incentives Security Incen		Azure Incentives	Business Applications Incentives Engag		ement List	Additional Terms & Glossary	Support and Resources	>
Moder	n Work Activities			Cloud Solution Provid	der – Indirect Reseller			Cloud Solution Provide	er – Direct Bill	

# **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		•					•					•				

Introduction		Modern Work Incentives	entives Security Incentives Azure Incentives		Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources			
	Activity-Based Oppc	ortunities	Cloud Solution Provide	er – Indirect Reseller	Cloud Solution	Provider – Direct Bill	ę	Security Usage			

# 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	v Commerce	CSP*		Microsoft Customer Agreement-Enterprise					Buy Online				
		Small corpo	orate and SM	IB 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				•					•					•	
Security Usage incentive					•					•					•

Intro	oduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
	Azure Accelerate		ISV Engage	ments	Cloud Sol	ution Provider	Но	osting Incentive

## **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*		Mi	crosoft Cust	omer Agreer	ment-Enterpr	ise			Buy Online			
		Small corpo	orate and SM	B customers		Er	nterprise and	l large corpo	rate custome	ers	Indiv	vidual and ac	l-hoc depart	mental custo	mers	
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		1		•												
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: Al Apps, Agents and Developer Pre-Sales (Assessment and POV)		•					•					•				
Azure Accelerate Partner Nominated: Al 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				•					•					•		
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: 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			•					•					•			

lnt	troduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
	Biz Apps Presales Advisor		Funded Engagem	ents Pre-Sales	Cloud Solution Pro	vider – Indirect Reseller	Cloud Solution Provider – Direct Bill		

# **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*			Micros	soft Custor	ner Agree	ement-Ente	erprise	Buy Online					
		Sm	Small corporate and SMB customers			Enter	prise and I	arge corp	orate custo	omers	Individu	Individual and ad-hoc departmental customers			istomers	
	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	Biz Apps Presales Advisor incentives (prev. OSA)						•	•	•							
Dynamics 365 new comme	erce 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 com	nmerce CSP incentive – CSP Direct Bill			•												
Dynamics 365 lega	cy CSP incentive – CSP Direct Bill*			•												
Dynamics 365 customer add n	Dynamics 365 customer add new commerce CSP incentive – CSP Direct Bill			•												
	ERP Envisioning Workshop		•					•								
Pre-sales Funded Engagements	CRM Envisioning Workshop		•					•								
	Business Central Immersion Briefing		•					•								

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional & Gloss		Support and Resources
Modern Work		Security	Az	zure	Business Application	s	c	Cloud Solution Provider

# 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.

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Term & Glossary	ns Support and Resources	>
Modern Work		Security	Az	ure	Business Application	ns	Cloud Solution Provider	

# **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.

Cloud Endpoints Envisioning & PoC	Azure Accelerate:	Azure Accelerate (cont.):     Azure Accelerate Partner Nominated:	Azure CSP motion incentives	•	<u>Security Usage incentive</u>
<u>Copilot+Power Deployment Accelerator</u> <u>Copilot+Power Envisioning &amp; PoC</u>	<ul> <li>Azure Accelerate Partner Nominated: Core Migrate &amp; Modernize Pre-Sales</li> </ul>	Azure Accelerate Partner Nominated: Migrate and Modernize VMware (SMB)     Azure Accelerate Partner Nominated: Virtual	Hosting incentive     Microsoft 365 new commerce CSP incentive – CSP		
<ul> <li><u>CSP Deployment Accelerator for</u> ME3/ME5</li> </ul>	(Assessment and POV) • Azure Accelerate Partner Nominated:	Desktop Infrastructure Migration (SMB)	<ul> <li>Indirect Reseller</li> <li>Microsoft 365 legacy CSP incentive – CSP Indirect</li> </ul>		
Secure Productivity Envisioning & PoC	<u>Core Migrate &amp; Modernize</u>	<ul> <li>Azure Accelerate Partner Nominated: Data Platform (SMB)</li> </ul>	Reseller		
	<ul> <li>Azure Accelerate Partner Nominated: Core Migrate &amp; Modernize with MDC</li> </ul>	<ul> <li>Azure Accelerate Partner Nominated: Al Apps, Agents and Developer (SMB)</li> </ul>	Microsoft 365 customer add new commerce CSP incentive – CSP Indirect Reseller		
Threat Protection Immersion Briefings	<ul> <li>Azure Accelerate Partner Nominated:</li> </ul>	<ul> <li>Azure Accelerate Partner Nominated: Cloud</li> </ul>	Microsoft 365 new commerce CSP incentive – CSP		
Data Security Immersion Briefings Threat Protection Envisioning Workshop	Migrate and Modernize VMware	<ul> <li>Accelerate Factory Infrastructure Migration</li> <li>Azure Accelerate Partner Nominated: Cloud</li> </ul>	Direct Bill		
Modern SecOps Envisioning Workshop	<ul> <li>Azure Accelerate Partner Nominated: Virtual Desktop Infrastructure Migration</li> </ul>	Accelerate Factory Azure VMware Solution (AVS) Migration	• <u>Microsoft 365 legacy CSP incentive – CSP Direct</u> Bill		
Data Security Envisioning Workshop	• Azure Accelerate Partner Nominated: SAP	<ul> <li>Azure Accelerate Partner Nominated: Cloud Accelerate Factory Virtual Desktop Migration</li> </ul>	Microsoft 365 customer add new commerce CSP	Q	
CSP Deployment Accelerator for Mini Suites	Migration Pre-Sales (Assessment and POV)	to Azure	<ul> <li>Microsoft 365 customer add new commerce CSP incentive – CSP Direct Bill</li> <li>Dynamics 365 new commerce CSP incentive – CSP</li> </ul>	ase	
Microsoft Sentinel Migrate and	Azure Accelerate Partner Nominated: SAP	Azure Accelerate Partner Nominated: Cloud     Accelerate Factory App & Database	C Indirect Receller	-based	
Modernize	Migration o Azure Accelerate Partner Nominated:	Migration o Azure Accelerate Partner Nominated: Cloud	Dynamics 365 legacy CSP incentive – CSP Indirect <u>Reseller</u> Dynamics 365 customer add new commerce CSP incentive – Indirect Reseller	je-	
	Data Platform Pre-Sales (Assessment and	Accelerate Factory Analytics	Dynamics 365 customer add new commerce CSP	Usage-	
	<ul> <li><u>POV</u>)</li> <li>Azure Accelerate Partner Nominated:</li> </ul>	<ul> <li>Azure Accelerate Partner Nominated: Cloud Accelerate Factory Secure Azure Cloud</li> </ul>	<ul> <li>incentive – Indirect Reseller</li> <li>Dynamics 365 new commerce CSP incentive – CSP</li> </ul>	Š	
	Data Platform	Azure Accelerate Partner Nominated: Core Migrate & Modernize	Direct Bill	1.1	
	<ul> <li>Azure Accelerate Partner Nominated: Al Apps, Agents and Developer Pre-Sales</li> </ul>	ISV Success Advanced:	Dynamics 365 legacy CSP incentive – CSP Direct     Bill		
	(Assessment and POV)	<ul> <li>ISV Success Advanced: Build &amp; Publish</li> <li>ISV Marketplace Rewards Advanced;</li> </ul>	Dynamics 365 customer add new commerce CSP		
	<ul> <li>Azure Accelerate Partner Nominated: Al Apps, Agents and Developer</li> </ul>	Migration Assessment and POV o ISV Marketplace Rewards Advanced:	<u>incentive – Direct Bill</u>		
	<ul> <li>Agents and Developer</li> <li>Azure Accelerate Partner Nominated:</li> </ul>	Customer Migrate & Modernize			
	Core Migrate and Modernize (SMB)	<ul> <li>Azure Accelerate Partner Nominated: ISV Customer Migrate &amp; Modernize Assessment</li> </ul>			
	<ul> <li>Azure Accelerate Partner Nominated: Core Migrate and Modernize with MDC</li> </ul>	o Azure Accelerate Partner Nominated: ISV			

(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	Measure and Reward Partners are paid a fixed amount based on engagement size.								
Wicrosoft Al Cloud Partner Program Agreement	Engagement Size	Customer Eligibility	Minimum Hours	Partner Payment: Markets A, B, C	Partner Performance Measure*				
Program Enrollment Microsoft Commerce Incentives	Small (S)	≥1000 seats of Windows 11 Enterprise and Intune, AND	45	Market A: \$10,000 Market B: \$7,500					
Partner Qualifications		≥40% Intune usage		Market C: \$5,000	Revenue: Windows 365 and				
Partners with the Modernize Endpoints Specialization	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	Intune Suite				
<ol> <li>The following limits are in effect across all engagement sizes:</li> <li>The maximum approved claims per customer tenant are capped at one (1).</li> <li>The maximum concurrent claims per customer tenant are capped at one (1).</li> </ol>	creating claims for new en	surement will apply to this engagement effective July 1, 202 gagements if the existing engagements do not meet the crit esholds and their application: <u>Modern Work Partner Perform</u>	eria for partner perfo	le discretion, reserves the right to prmance measurement. Please refe					

3. Nonprofit customers are not eligible.

# 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	Measure and Reward Partners are paid a fixed amount based on engagement size.								
Wicrosoft Al Cloud Partner Program Agreement	Engagement Size	Customer Eligibility	Minimum Hours	Partner Payment: Markets A, B, C	Partner Performance Measures*				
Program Enrollment Microsoft Commerce Incentives	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	<b>D</b>					
Partner Qualifications Partners with a Modern Work, Business Application or Data Security specialization; enrolled in Copilot JumpStart and has achieved Ready tier or higher	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	Revenue: Microsoft 365 Copilot, Copilot Studio, Power Platform				
The following limits are in effect across all engagement sizes:	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	Usage: Copilot Chat				
<ol> <li>The maximum approved claims per customer tenant are capped at four (4).</li> <li>The maximum concurrent claims per customer tenant are capped at one (1).</li> </ol>	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	Monthly Active Usage				

\*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.

# 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	Measure and Reward Partners are paid a fixed amount based on engagement size.								
Solution Partner Agreement Microsoft Al Cloud Partner Program Agreement	Engagement Size	Customer Eligibility	Minimum Hours	Partner Payment: Markets A, B, C	Partner Performance Measure*				
Program Enrollment Microsoft Commerce Incentives	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	Revenue:				
Partner Qualifications		seats. Includes L3/L3/A3/A3/A3/A3/A3		Market C: \$2,500	Microsoft 365 Copilot				
Partners with a Modern Work, Business Application or Data Security specialization; enrolled in Copilot JumpStart and has achieved Ready tier or higher	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	Copilot Studio, Power Platform Usage:				
<ul><li>The following limits are in effect:</li><li>1. The maximum approved claims per customer tenant are capped at four (4).</li></ul>	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	Copilot Chat Monthly Active Usage				
2. The maximum concurrent claims per customer tenant are capped at one (1).	*Partner performance mea	surement will apply to this engagement effective July 1, 2029	5 Microsoft in its s	ole discretion reserves the right to r	ause partners from creating				

\*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.

# 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	Measure and Reward Partners are paid a fixed amour	Measure and Reward Partners are paid a fixed amount based on engagement size.								
Microsoft Al Cloud Partner Program Agreement	Engagement Size	Customer Eligibility	Minimum Hours	Partner Payment by Market type:						
	3.3.	(new seats of M365 E3 and/or E5)		Α	В	С				
Program Enrollment Microsoft Commerce Incentives	Small (S)	300 - 499	36	\$8,000	\$6,000	\$4,000				
	Medium (M)	500 - 999	58	\$13,000	\$10,000	\$6,000				
Partner Qualifications The partner must have an active Modern Work	Large (L)	1,000 - 1,499	105	\$25,000	\$20,000	\$12,000				
Specialization OR Microsoft Security Specialization.	Extra Large (XL)	1,500+	158	\$38,000	\$30,000	\$18,000				

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 without 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

# 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	Measure and Rewar Partners are paid a fixed a	<b>d</b> mount based on engagement size.			
Service Agreement Microsoft AI Cloud Partner Program Agreement	Engagement Size	Customer Eligibility	Minimu m Hours	Partner Payment: Markets A, B, C	Partner Performance Measure*
Program Enrollment Microsoft Commerce Incentives	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)] $\leq$ 50%	35	Market A: \$7,500 Market B: \$5,625 Market C: \$3,750	Revenue: Microsoft 365, Office 365,
Partner Qualifications Partners with an Identity and Access Management or Modernize Endpoints specialization	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)] $\leq$ 50%	65	Market A: \$15,000 Market B: \$11,250 Market C: \$7,500	Frontline Worker, Microsoft Teams, Windows 11, Enterprise Mobility +
<ol> <li>The following limits are in effect across all engagement sizes:</li> <li>The maximum approved claims per customer tenant are capped at one (1).</li> <li>The maximum concurrent claims per customer tenant are</li> </ol>	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	Security bundles and add- ons
capped at one (1).					_

3. Nonprofit customers are not eligible.

\*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.

# 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**



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.



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 Geographic Area 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.

Introduction	Modern Work Incentives	Security Ince	ntives	Azure Incentives	Business Applications Incentives	Engag	jement List	Additional Terms & Glossary	Support and Resources	>
Moder	n Work Activities			Cloud Solution Provid	der – Indirect Reseller			Cloud Solution Provide	r – Direct Bill	

# MCI Partner Activities – Partner-Initiated Claims process

Stages	Stage 01	Claim Customer	$\rangle$	Stage 02	Customer Consent	$\rangle$	Stage 03	Execution & POE Submission	$\rangle$	Stage 04	POE Validation	$\rangle$	Stage 05	Payment	$\rangle$
Activity	predeter Partners range of for speci Partner for eligib Partner	er eligibility is rmined by MCI, can search for a feligible custome fied engagement creates <u>MCI</u> clai ble customers. selects/adds new er and eligible	irs is.	consent <b>Custom</b> engagem Claims v	requests custo for engagemer e <b>r</b> consents to nent. without custom automatically	nt.	engagerr requirerr for appro Claims v	completes nent per specifi nents, submits oval. vithout POE automatically	POE	declines Partner i update P Operatio Claims w	ft approves or submitted PC may append o OE based on I ns Team guida vithout approv omatically exp	PE. r MCI ance. ed	payment	<b>Microsoft</b> processes payment for claims with approved POE.	h
	engagen Custom	nent, clicks " <b>Ad</b> o 1 <b>er"*</b>	b						Time	line					
				-	ys max from M claim date	1CI		00 days max customer cons date	ent		days max fror im submission date		cla	days max fron aim approval month end	n

\* 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.

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

## Modern Work



# 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.

**Measure and Reward** 

#### **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** Q 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

Engagement Customer Eligibility	Minimum Minutes	Partner Payment, Markets A, B, & C	Partner Success Metrics
<ul> <li>One size</li> <li>Attendance by a minimum of 5 unique customer organizations.</li> <li>Additional attendees permitted to participate.</li> <li>EDU and non-profit are eligible to attend, but do not count toward the minimum customer requirement.</li> </ul>		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

# **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	Measure and	Reward			
Partner Agreement     Microsoft AI Cloud Partner Program Agreement	Engagement	Customer Eligibility	Minimum Minutes	Partner Payment, Markets A, B, & C	Partner Success Metrics
Incentive Enrollment     Microsoft Commerce Incentives	One size	Attendance by a minimum of 5	90 minutes	Minimum 5 unique customers - maximum 25 customers per	Execution of Immersion Briefing focused on either ME5 or ME5
Solutions Partner Designation Active Microsoft Security Partner Designation		unique customer organizations. • Additional attendees permitted to participate.		event, earned at the following rates: Market A: \$2,000 Market B: \$1,500	Compliance to an audience of 5 or more unique customers <mark>.</mark>
<ul> <li>Customer Qualifications</li> <li>Minimum of 100+ seats per customer of Microsoft 365 Business Premium, Microsoft 365 E3, and/or Office 365 E3+EMS E3.</li> <li>Minimum 5 unique customers per event, maximum of 25</li> </ul>		<ul> <li>EDU and non-profit are eligible to attend, but do not count toward the minimum customer requirement.</li> </ul>		Market C: \$1,500	

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

# **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 È

#### **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.

# 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 threeto-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**

È 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

# 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 Al 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* '<u>FY26</u> <u>Security Incentives Details</u>' 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 3<sup>rd</sup> 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 Al
- Microsoft Purview Portfolio Overview
- Recommendations and Next Steps Presentation

# **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 Al 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	Customor Elizibility	Partner Pa	yment by Ma	arket type:
Engagement Size	Customer Eligibility	Α	В	С
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
*Dortmor con submit for only one deal of				

\*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

# **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** È 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.

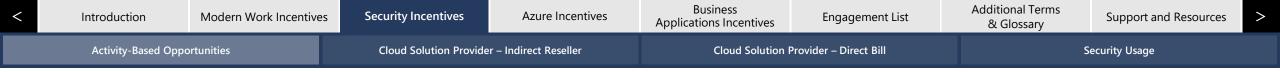
Microsoft reserves the right to reject future engagements or remove partners from the Microsoft Sentinel Migration and Modernization if the Microsoft Sentinel Azure consumption Run Rate (ARR) is found to be inaccurate when verified against the size of opportunities submitted.

#### **Measure and Reward**

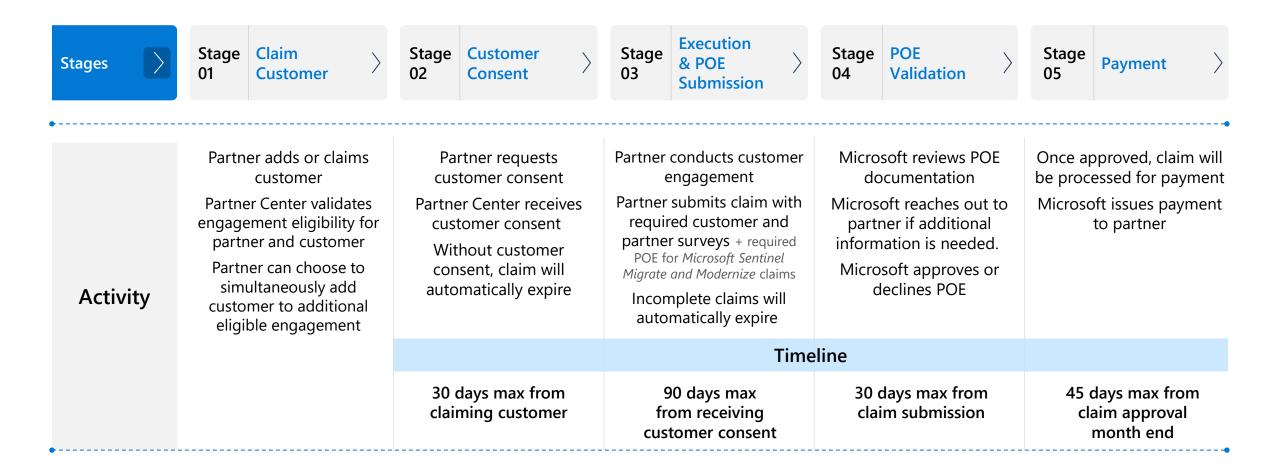
Activity Payment: Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Microsoft Sentinel consumption plan from deployment date.

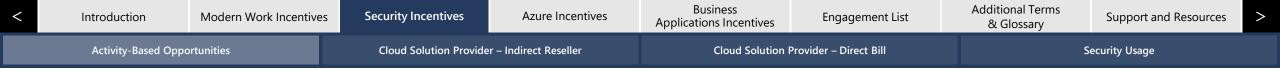
Project Size	*Partner Payment Market A	*Partner Payment Market B	*Partner Payment Market C	Engagement Stage 3 Timeline – (Execution & POE Submission)
Medium engagement Project size: > <b>\$125K – \$250K/year</b> planned incremental Sentinel consumption	\$35,000 USD	\$28,000 USD	\$21,000 USD	200 days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



# MCI Build Intent Incentive – Security Engagement Stages





## 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)

# Ά<sup>ν</sup>

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**



Туре	Engagement Name	Market A	Market B	Market C
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 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 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

## **Security Activities Investment Terms**



# 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

### 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.



incentive intent.

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## **Customer-Partner Geographic Claiming Policy**

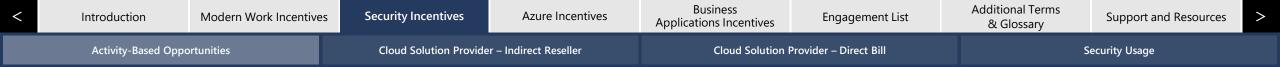
Partners may only claim customers if the claiming Partner's location matches the same Market Rate as the customer's headquarters area. Partners can find the Market Rate mapping in the Modern Work Incentive Details slide. Claims from higher rate Market Rate locations or outside of the customer's headquarters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



## **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

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engag	jement List	Additional Terms & Glossary	Support and Resources	>
Mode	rn Work Activities		Cloud Solution Prov	rider – Indirect Reseller			Cloud Solution Provide	er – Direct Bill	

## 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 – September 30, 2025

Partner Eligibility	Measure and Reward		
Sector Partner Agreement Microsoft AI Cloud Partner Program Agreement	Incentives are based on billed revenue and calculated in accordance	to billing cadence.	Maximum incentive
<b>Partner Authorization</b> Microsoft CSP Direct Bill Partner Channel Authorization or Microsoft CSP	M365 new commerce CSP engagement	Rate	earning opportunity
A ≥         Microsoft CSP Direct Bill Partner Channel Authorization or Microsoft CSP           Indirect Reseller Channel Authorization	Core – Modern Work & Security billed revenue	3.75%	M365 E3/E5/Other \$93,750
Incentive Enrollment Microsoft Commerce Incentives	Global Strategic Product Accelerator – Tier 1 (Business Premium, M365	Innovate and Balance countries*: 5.00%	M365 E3 \$125,000*
Che of six Solutions Partner designations	E3)	Scale countries**: 6.00%	M365 E3 \$150,000**
Attained one of the following legacy competencies and purchased benefits package	Global Strategic Product Accelerator – Tier 2 (M365 E5, Copilot)	7.00%	M365 E5 \$175,000
for: Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small	Global Calling and Conference PSTN Accelerator	20.00%	Not applicable
and Midmarket Cloud Solutions, Windows and Devices Revenue Requirements	M365 customer add new commerce CSP engagement	Rate	Maximum incentive earning opportunity
<ul> <li>\$25K USD 12-month revenue threshold for CSP Indirect Resellers</li> <li>*Innovate &amp; Balance Markets: ANZ, Canada, France, Germany, UK, US, WE, CEMA (CEE + MEA)</li> </ul>	Customer add – Modern Work & Security billed revenue	15.00%	Not applicable
**Scale Markets: APAC, Greater China, India, Japan, Korea, LATAM			
Partner AssociationEarning TypeTransacting Partner of Record60% Rebate/40% Co-op	Maximum earning opportunity per customer tenant ID, per product group, per lever, per partner	Product E See Product	<mark>ligibility</mark> <u>ct Addendum</u>

## 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, 20251

Partner Eligibility		Measure and Reward Incentives are based on billed revenue and calculated in accordance	to billing cadence.	
Microsoft Al Cloud Partner Pro	gram Agreement	M365 new commerce CSP engagement	Rate	Maximum incentive earning opportunity
Microsoft CSP Direct Bill Partner Indirect Reseller Channel Author	er Channel Authorization or Microsoft CSP prization	Core – Modern Work & Security billed revenue	3.75%	Not applicable
Program Enrollment Microsoft Commerce Incentive	s	Global Strategic Product Accelerator – Tier 1 (Business Premium, M365	Innovate and Balance countries*: 5.00%	Not applicable
Cone of six Solutions Partner desig	nations	E3)	Scale countries**: 6.00%	Not applicable
	cy competencies and purchased benefits package	Global Strategic Product Accelerator – Tier 2 (M365 E5, Copilot)	7.00%	Not applicable
	oud Platform, Cloud Productivity, Data Analytics, Management, Enterprise Resource Planning, Small indows and Davisos	Global Calling and Conference PSTN Accelerator	20.00%	Not applicable
Revenue Requirements		M365 customer add new commerce CSP engagement	Rate	Maximum incentive earning opportunity
	nreshold for CSP Indirect Resellers nce, Germany, UK, US, WE, CEMA (CEE + MEA) pan. Korea. LATAM	Customer add – Modern Work & Security billed revenue	15.00%	Not applicable
artner Association	Earning Type	1. Legacy CSP offers without a new commerce equivalent and/or migration path will remain elig Maximum earning opportunity	Product El	

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 <u>Microsoft 365</u> <u>customer add new commerce CSP incentive</u>.



### **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.

Introduction	Modern Work Incentives	Security Incentiv	Azure Incentives	Business Applications Incentives	Engag	jement List	Additional Terms & Glossary	Support and Resources	>
Moder	n Work Activities		Cloud Solution Prov	ider – Indirect Reseller			Cloud Solution Provide	er – Direct Bill	

## 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.

## R 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
Annual	Paid as one-time lump sum on first annual billing (pays on 12 months)	12-month window (tenant create date month + 11 months), will be eligible for
3-year pre-paid	Paid as one-time lump sum on up front billing (pays on 36 months)	customer add.

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
Moder	rn Work Activities		Cloud Solution Prov	ider – Indirect Reseller		Cloud Solution Provide	er – Direct Bill	

## Microsoft 365 customer add new commerce CSP

### 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	Мау	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
MW Transaction Month	M1	M2	М3	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	Мау	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					

#### 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 N	lov Dec	Jan	Feb	Mar	Apr	Мау	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
MW Transaction Month															

Introduction	Modern Work Incentives	Security Incen	tives	Azure Incentives	Business Applications Incentives	Engag	ement List	Additional Terms & Glossary	Support and Resources	>
Modern Work Activities				Cloud Solution Provid	der – Indirect Reseller			Cloud Solution Provide	er – Direct Bill	

## Microsoft 365 customer add new commerce CSP

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

#### Scenario 5: Change of Partner

ć 5

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	Мау	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					



# **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

#### Pa Balant

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 minim

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.

Partner Association								
Claiming Partner of Record (CPOR)								

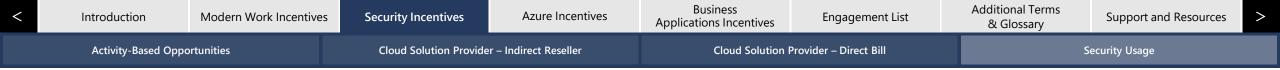
### **Earning Type** Pay-per-unit above High Water Mark

### 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

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



## 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

<	Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>	
	Activity-Based Opportunities		Cloud Solution Pro	vider – Indirect Reseller	Cloud Solution P	Provider – Direct Bill	2	Security Usage		
	Incentiv	e Calculat	ion							
	Pa	ayout	=	MAU growt HWM, <i>not exce</i>	h above the eding total PAU	×	Rate	Card		

# R

## 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 '<u>Supported Workloads</u>' for more information.
- Monthly Protected Users (MPU) Number of distinct users, by Security workload, that were protected in the past 28 days.
   See '<u>Supported Workloads</u>' for more information.

### Minimum HWM Rule

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

	Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
Activity-Based Opportunities		ortunities	Cloud Solution Provider – Indirect Reseller		Cloud Solution I	Provider – Direct Bill	Security Usage		
I	ncentive	e Calculat	tion						

Payout

MAU growth above the HWM, *not exceeding total PAU* 



**Rate Card** 

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## Paid Available Units (PAU)

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

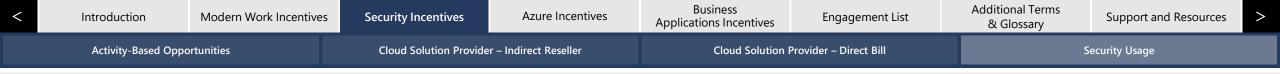
PAU figure excludes the following scenarios:

 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.

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
Activity-Based Opportunities		Cloud Solution Provide	er – Indirect Reseller	Cloud Solution F	Provider – Direct Bill	2	Security Usage	

## Workload Usage Metric Definitions

Workload	Metric	Definition
Microsoft Entra ID P2 (formerly AADP P2)	Monthly Active Users (MAU) <i>New for FY24</i>	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)	<ul> <li>AATP for 1<sup>st</sup> party app.</li> <li>AATP for 3<sup>rd</sup> party app.</li> <li>For a detailed list of monitored activities, <u>click here</u>.</li> </ul>

	Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
Activity-Based Opportunities		ortunities	Cloud Solution Provide	er – Indirect Reseller	Cloud Solution I	Provider – Direct Bill	S	Security Usage	

## 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.					

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Activity-Based Opportunities		Cloud Solution Provide	r – Indirect Reseller	Cloud Solution F	Provider – Direct Bill	S	Security Usage

## **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)

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
Activity-Based Opportunities		Cloud Solution Provide	er – Indirect Reseller	Cloud Solution F	Provider – Direct Bill	s	Security Usage	

## **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.)

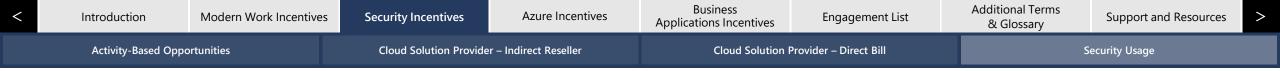
✓ Adoption and Change Management (e.g. substantial admin/user training, solution integration, etc.)



## Non-applicable Usage Activities

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

- o 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 <u>Claiming Partner of Record Guide</u> for more specific information on POE requirements, processes, and tools.

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Activity-Based Op	portunities	Cloud Solution Provide	er – Indirect Reseller	Cloud Solution I	Provider – Direct Bill	S	ecurity Usage

 $\checkmark$ 

## 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 <u>Claiming Partner of Record Guide</u>.

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

Refer to the <u>Claiming Partner of Record Guide</u> 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 <u>Claiming Partner of Record Guide</u> for more information on workloads for usage recognition claims.

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Activity-Based Oppo	ortunities	Cloud Solution Provide	r – Indirect Reseller	Cloud Solution I	Provider – Direct Bill	S	Security Usage

## 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 Al Cloud Partner Program Agreement		d on the size of the customer project, as defined by le for country-specific information. The <mark>Azure Pricir</mark>				date.
Incentive Enrollment Microsoft Commerce Incentives	Project Size	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner Payment Market A	Partner Payment Market B	Duration	Phase
Partner Requirements     Must have at least one of the below:     Arura Export MSP or	Core Migrate &	Standard: \$15K - \$250K	\$15,000	\$12,000 USD	120 Davis	Pre-sales
<ul> <li>Azure Expert MSP or</li> <li>Infrastructure &amp; Database Migration Specialization or</li> <li>Kubernetes on Microsoft Azure or</li> <li>Migrate Enterprise Applications on Azure</li> </ul>	Modernize Pre-Sales (Assessment and POV)	Large: >\$250K+	\$25,000	\$20,000 USD	120 Days	Pre-sales

#### **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 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.

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelerate		ISV Engage	ments	Cloud Solu	ution Provider	н	osting Incentive

## 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

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: <b>\$5K – \$15K/year</b> planned Azure consumption	\$2,000 USD	\$2,000 USD	120 days		
Extra Small (XS) engagement Project size: > <b>\$15K – \$50K/year</b> planned Azure consumption	\$6,500 USD	\$5,200 USD	120 days		
Small engagement Project size: > <b>\$50K – \$100K/year</b> planned Azure consumption	\$15,000 USD	\$12,000 USD	120 days		
Medium engagement Project size: > <b>\$100K – \$250K/year</b> planned Azure consumption	\$35,000 USD	\$28,000 USD	200 days		
Large engagement Project size: > <b>\$250K – \$500K+ /year</b> planned Azure consumption	\$75,000 USD	\$60,000 USD	260 days		
	Partners are paid a fixed amount based on the size of the cus Refer to the Engagement Payout page for country-specific in Project Size Extra-Extra Small (XXS) engagement Project size: \$5K – \$15K/year planned Azure consumption Extra Small (XS) engagement Project size: >\$15K – \$50K/year planned Azure consumption Small engagement Project size: >\$50K – \$100K/year planned Azure consumption Medium engagement Project size: >\$100K – \$250K/year planned Azure consumption Large engagement Project size: >\$250K – \$500K+ /year planned Azure consumption Microsoft, in its sole discretion, reserves the right to pa	Partners are paid a fixed amount based on the size of the customer project, as defined by the curre Refer to the Engagement Payout page for country-specific information. The Azure Pricing CallProject SizePartner Payment Market AExtra-Extra Small (XXS) engagement Project size: \$5K – \$15K/year planned Azure consumption\$2,000 USDExtra Small (XS) engagement Project size: \$15K – \$15K/year planned Azure consumption\$6,500 USDSmall engagement Project size: >\$15K – \$100K/year planned Azure consumption\$15,000 USDMedium engagement Project size: >\$100K – \$250K/year planned Azure consumption\$35,000 USDLarge engagement Project size: >\$250K – \$500K + /year planned Azure consumption\$75,000 USDMicrosoft, in its sole discretion, reserves the right to pause partners from creating clain	Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure conserved to the Engagement Payout page for country-specific information. The Azure Pricing Calculator can be used to esting the end of the Engagement Payout page for country-specific information. The Azure Pricing Calculator can be used to esting the end of		

### **Partner role in MCI** Build Intent – Partner Activities

Earning Type Fee

		& Glossary	
Azure Accelerate ISV Engagements Cloud Solution Pro	ition Provider	Н	osting Incentive

## 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	Measure and Reward Partners are paid a fixed amount based on the size of the cus Refer to the <u>Engagement Payout</u> page for country-specific in			
	Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Microsoft Commerce Incentives  Partner Requirements  Must have at least one of the below:	Extra-Extra Small (XXS) engagement Project size: <b>\$5K – \$15K/year</b> planned Azure consumption with at least <b>\$200</b> coming from MDC	\$2,300 USD	\$2,300 USD	120 days
<ul> <li>Must have at least one of the below:</li> <li>Azure Expert MSP or</li> <li>Infrastructure &amp; Database Migration Specialization or</li> <li>Kubernetes on Microsoft Azure or</li> <li>Migrate Enterprise Applications on Azure</li> </ul>	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: > <b>\$50K – \$100K/year</b> planned Azure consumption with at least <b>\$2,000</b> coming from MDC	\$17,250 USD	\$13,800 USD	120 days
Customer Eligibility	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
<i>Aajors, SMC-Corporate and select SMB customers with a valid TPID detected by</i> <i>Aicrosoft internal systems (Strategic accounts are not eligible)</i>	Large engagement Project size: > <b>\$250K – \$500K+ /year</b> planned Azure consumption with at least <b>\$10,000</b> coming from MDC	\$86,250 USD	\$69,000 USD	260 days
project sizes are the planned Azure consumption in year 1 measured from project npletion.	Microsoft, in its sole discretion, reserves the right to pause partners fro information see: <u>Azure Accelerate Partner Nominated Governance info</u>		if the existing engagements d	o not meet the criteria for success. For more
			<b>F</b>	

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Acceler	ate	ISV Engage	ements	Cloud Solu	tion Provider	н	osting Incentive

## **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	Measure and Reward Partners are paid a fixed amount based on the size of the customer pro Refer to the <u>Engagement Payout</u> page for country-specific information			
Incentive Enrollment	Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Microsoft Commerce Incentives  Partner Requirements  Must have at least one of the below:	Extra-Extra Small (XXS) engagement Project size: <b>\$5K – \$15K/year</b> planned Azure consumption with at least \$3.5K ACR from AVS	\$3,000 USD	\$3,000 USD	120 days
<ul> <li>Must have at least one of the below:</li> <li>Azure Expert MSP or</li> <li>Azure VMware Solution Specialization</li> </ul>	Extra Small (XS) engagement Project size: > <b>\$15K – \$50K/year</b> planned Azure consumption with at least \$10.5K of ACR from AVS	\$10,000 USD	\$8,000 USD	120 days
	Small engagement Project size: > <b>\$50K – \$100K/year</b> planned Azure consumption with at least \$35K of ACR from AVS	\$45,000 USD	\$36,000 USD	120 days
Customer Eligibility	Medium engagement Project size: > <b>\$100K – \$250K/year</b> planned Azure consumption with at least \$70K of ACR from AVS	\$100,000 USD	\$80,000 USD	200 days
Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)	Large engagement Project size: > <b>\$250K – \$500K+/year</b> planned Azure consumption with at least \$175K of ACR from AVS	\$175,000 USD	\$140,000 USD	260 days
he project sizes are the planned Azure consumption in year 1 measured from project ompletion.	Microsoft, in its sole discretion, reserves the right to pause partners from creating information see: <u>Azure Accelerate Partner Nominated Governance information</u> .	claims for new engagements	s if the existing engagements d	o not meet the criteria for success. For more
Partner role in MCI			Earning Ty	pe

Fee

## Build Intent – Partner Activities

Azure Accelerate ISV Engagements Cloud Solution Provider Hosting Incentive	<	Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
		Azure Accelera	ate	ISV Engage	ements	Cloud Sol	ution Provider	Hc	osting Incentive	

## 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 Frewall 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 Al Cloud Partner Program Agreement	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.						
Incentive Enrollment	Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)			
<ul> <li>Microsoft Commerce Incentives</li> <li>Partner Requirements Must have:         <ul> <li>Azure Virtual Desktop Specialization</li> </ul> </li> </ul>	Extra-Extra Small (XXS) engagement       \$2,000 USD         Project size: \$5K - \$15K/year planned Azure consumption       \$2,000 USD		\$2,000 USD	120 days			
	Extra Small (XS) engagement Project size: > <b>\$15K – \$50K/year</b> planned Azure consumption	\$5,000 USD	\$4,000 USD	120 days			
	Small engagement Project size: > <b>\$50K – \$100K/year</b> planned Azure consumption	\$15,000 USD	\$12,000 USD	120 days			
	Medium engagement Project size: > <b>\$100K – \$250K/year</b> planned Azure consumption	\$35,000 USD	\$28,000 USD	200 days			
Customer Eligibility Aajors, SMC-Corporate and select SMB customers with a valid TPID detected by Aicrosoft internal systems (Strategic accounts are not eligible)	Large engagement Project size: > <b>\$250K – \$500K+/year</b> planned Azure consumption	\$50,000 USD	\$40,000 USD	260 days			
e project sizes are the planned Azure consumption in year 1 measured from project	Microsoft, in its sole discretion, reserves the right to p meet the criteria for success. For more information se						

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

### Partner role in MCI Build Intent – Partner Activities

Earning Type Fee

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelera	ate	ISV Engage	ements	Cloud Sol	ution Provider	Н	osting Incentive

## 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: <u>Cloud Adoption Framework (CAF)</u> and <u>Well-Architected Framework (WAF)</u>.

#### **ENGAGEMENT TERM**

July 1, 2025 through June 30, 2026

Partner Eligibility Partner Agreement Microsoft Al Cloud Partner Program Agreement	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.							
Differentiation Incentives	Project Size	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner Payment Market A	Partner Payment Market B	Duration	Phase		
Requirements Must have one of the following: SAP on Microsoft Azure Specialization	SAP Pre-sales	Standard: \$15K - \$250K ACR or \$45K - \$750K SAP RISE Annual Contractual Value (ACV)	\$15,000 USD	\$12,000 USD	120 Dave	Pre-sales		
Customer Eligibility Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)	(Assessment and POV)	Large: >\$250K+ or >\$750K+ SAP RISE Annual Contractual Value (ACV)	\$25,000 USD	\$20,000 USD	120 Days	Pre-sales		
vicrosoft internal systems (strategic accounts are not eligible)								

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: <u>Azure Accelerate Partner Nominated Governance information</u>.

Introduction Modern V	Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
Azure Accelerate		ISV Engage	ments	Cloud Solu	ition Provider	Но	osting Incentive	

## **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 AL Cloud Partner Program Agreement	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)			
Incentive Enrollment Microsoft Commerce Incentives	Extra-Extra Small (XXS) engagement Project size: <b>\$5K – \$15K/year</b> planned Azure consumption or <b>\$15K –</b> <b>\$45K/year</b> SAP RISE Annual Contractual Value (ACV)	\$3,000 USD	\$3,000 USD	120 days			
<ul> <li>Partner Requirements Must have:</li> <li>SAP on Microsoft Azure Specialization</li> </ul>	Extra Small (XS) engagement Project size: > <b>\$15K – \$50K/year</b> planned Azure consumption or <b>\$45K -</b> <b>\$150K</b> SAP RISE Annual Contractual Value (ACV)	\$7,000 USD	\$6,000 USD	120 days			
	Small engagement Project size: > <b>\$50K – \$100K/year</b> planned Azure consumption or <b>\$150K -</b> <b>\$300K</b> SAP RISE Annual Contractual Value (ACV)	\$25,000 USD	\$20,000 USD	120 days			
Customer Eligibility	Medium engagement Project size: > <b>\$100K – \$250K/year</b> planned Azure consumption or <b>\$300K -</b> <b>\$750K</b> SAP RISE Annual Contractual Value (ACV)	\$75,000 USD	\$70,000 USD	200 days			
Najors, SMC-Corporate and select SMB customers with a valid TPID detected by Aicrosoft internal systems (Strategic accounts are not eligible)	Large engagement Project size: > <b>\$250K – \$500K+/year</b> planned Azure consumption or <b>\$750K</b> - <b>\$1.5M+</b> SAP RISE Annual Contractual Value (ACV)	\$85,000 USD	\$80,000 USD	260 days			
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 creat information see: <u>Azure Accelerate Partner Nominated Governance information</u>		s if the existing engagements d	o not meet the criteria for success. For more			
Partner role in MCI			Earning Ty	pe			

Fee

#### Partner role in MCI Build Intent – Partner Activities

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelerate		ISV Engag	ements	Cloud Solu	ution Provider	н	osting Incentive

## 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 <u>Azure Migrate</u> or <u>Dr. Migrate</u> to create an assessment report. Partners should use the following Microsoft guidance/tools in delivering the services: <u>Cloud Adoption Framework (CAF)</u>, <u>Well-Architected Framework</u> (WAF) and <u>Azure Migrate</u>.

#### **ENGAGEMENT TERM**

July 1, 2025 through June 30, 2026

Partner Eligibility Partner Agreement Microsoft Al Cloud Partner Program Agreement		I on the size of the customer project, as defined e for country-specific information. The <u>Azure Pr</u>				vment date.
Incentive Enrollment Microsoft Commerce Incentives	Project Size	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner Payment Market A	Partner Payment Market B	Duration	Phase
<ul> <li>Partner Requirements Must have at least one of the below: <ul> <li>Analytics on Microsoft Azure Specialization or</li> <li>Data Warehouse Migration to Microsoft Azure Specialization</li> </ul> </li> </ul>	Data Platform Pre-sales Offer	Standard: \$15K - \$250K	\$15,000 USD	\$12,000 USD	120 Days	Pre-sales
Customer Eligibility Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)	(Assessment plus POV)	Large: >\$250K	\$25,000 USD	\$20,000 USD	120 Days	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: <u>Azure Accelerate Partner Nominated Governance information</u>.

		Introduction	Modern Work Incentive	s Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
Azure Accelerate ISV Engagements Cloud Solution Provider Hosting Incentive	Azure Accelerate		ISV Engage	ements	Cloud Sol	ution Provider	н	osting Incentive		

## **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 Al Cloud Partner Program Agreement	Measure and Reward Partners are paid a fixed amount based on the size of the con- Refer to the Engagement Payout page for country-specific		5	
Incentive Enrollment	Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
<ul> <li>Microsoft Commerce Incentives</li> <li>Partner Requirements Must have at least one of the below:         <ul> <li>Analytics on Microsoft Azure Specialization or</li> <li>Data Warehouse Migration to Microsoft Azure Specialization</li> </ul> </li> </ul>	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: > <b>\$15K – \$50K/year</b> planned Azure consumption	\$6,500 USD	\$5,200 USD	120 days
	Small engagement Project size: > <b>\$50K – \$100K/year</b> planned Azure consumption	\$15,000 USD	\$12,000 USD	120 days
	Medium engagement Project size: > <b>\$100K – \$250K/year</b> planned Azure consumption	\$35,000 USD	\$28,000 USD	200 days
Customer Eligibility Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)	Large engagement Project size: > <b>\$250K – \$500K+ /year</b> planned Azure consumption	\$75,000 USD	\$60,000 USD	260 days
he project sizes are the planned Azure consumption in year 1 measured from project	Microsoft, in its sole discretion, reserves the right to p meet the criteria for success. For more information se			

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

### **Partner role in MCI** Build Intent – Partner Activities

Earning Type Fee

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelerate		ISV Engage	ements	Cloud Sol	ution Provider	н	osting Incentive

# 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 <u>Azure Migrate</u> or <u>Dr. Migrate</u> to create an assessment report. Partners should use the following Microsoft guidance/tools in delivering the services: <u>Cloud Adoption Framework (CAF), Well-Architected Framework (WAF)</u> and <u>Azure Migrate</u>.

### **ENGAGEMENT TERM**

July 1, 2025 through June 30, 2026

Partner Eligibility Partner Agreement Microsoft Al Cloud Partner Program Agreement		l on the size of the customer project, as defined e for country-specific information. The <u>Azure Pr</u>				ment date.
Incentive Enrollment Microsoft Commerce Incentives	Project Size	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner Payment Market A	Partner Payment Market B	Duration	Phase
<ul> <li>Partner Requirements         Must have at least one of the below:         <ul> <li>Build AI Apps on Microsoft Azure Specialization or</li> <li>AI Platform Specialization or</li> <li>Accelerate Developer Productivity with Microsoft Azure Specialization</li> </ul> </li> </ul>	Al Apps, Agents & Developer Pre-sales	Standard: \$15K - \$250K	\$15,000	\$12,000	120 Davis	Pre-sales
Customer Eligibility Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)	(Assessment and POV)	Large: >\$250K+	\$25,000	\$20,000	120 Days	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: <u>Azure Accelerate Partner Nominated Governance information</u>.

### **Partner role in MCI** Build Intent – Partner Activities

Earning Type Fee

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelerate		ISV Engage	ements	Cloud Solu	ution Provider	н	osting Incentive

## 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 Al Cloud Partner Program Agreement	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 <u>Engagement Payout</u> page for country-specific information. The <u>Azure Pricing Calculator</u> can be used to estimate Azure consumption.						
Incentive Enrollment	Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)			
Microsoft Commerce Incentives  Partner Requirements Must have at least one of the below:  Build Al Apps on Microsoft Azure Specialization or	Extra-Extra Small (XXS) engagement Project size: <b>\$5K – \$15K/year</b> planned Azure consumption	\$2,000 USD	\$2,000 USD	120 days			
	Extra Small (XS) engagement Project size: > <b>\$15K – \$50K/year</b> planned Azure consumption	\$6,500 USD	\$5,200 USD	120 days			
<ul> <li>AI Platform Specialization or</li> <li>Accelerate Developer Productivity with Microsoft Azure Specialization</li> </ul>	Small engagement Project size: > <b>\$50K – \$100K/year</b> planned Azure consumption	\$15,000 USD	\$12,000 USD	120 days			
<b>Customer Eligibility</b> Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)	Medium engagement Project size: > <b>\$100K – \$250K/year</b> planned Azure consumption	\$35,000 USD	\$28,000 USD	200 days			
	Large engagement Project size: > <b>\$250K – \$500K+ /year</b> 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						

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

### Partner role in MCI Build Intent – Partner Activities

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: <u>Azure Accelerate Partner Nominated Governance information</u>.

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelerat	te	ISV Engage	ments	Cloud Solu	ution Provider	Нс	osting Incentive

## 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**

Partner Eligibility           Partner Agreement           Microsoft Al Cloud Partner Program Agreement	Measure and Reward Partners are paid a fixed amount based on the size of the co Refer to the Engagement Payout page for country-specific			
Incentive Enrollment Microsoft Commerce Incentives	Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
	Extra-Extra Small (XXS) engagement Project size: <b>\$5K – \$15K/year</b> planned Azure consumption	\$2,000 USD	\$2,000 USD	120 days
Must have: SMB Track – Solution partner for Infrastructure	Extra Small (XS) engagement Project size: > <b>\$15K – \$50K/year</b> planned Azure consumption	\$4,000 USD	\$3,200 USD	120 days
	Small engagement Project size: > <b>\$50K – \$100K/year</b> planned Azure consumption	\$12,000 USD	\$9,600 USD	120 days
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 project completion.	Microsoft, in its sole discretion, reserves the right to p meet the criteria for success. For more information se			
Partner role in MCI Build Intent – Partner Activities			<b>Earning Ty</b> Fee	ре

Introduction Mod	odern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelerate		ISV Engager	ments	Cloud Solu	ution Provider	Но	osting Incentive

# 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**

Partner Eligibility Partner Agreement Microsoft Al Cloud Partner Program Agreement	Measure and Reward Partners are paid a fixed amount based on the size of the cus Refer to the Engagement Payout page for country-specific in			
Incentive Enrollment	Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Microsoft Commerce Incentives  Partner Requirements	Extra-Extra Small (XXS) engagement Project size: <b>\$5K – \$15K/year</b> planned Azure consumption with at least <b>\$200</b> coming from MDC	\$2,300 USD	\$2,300 USD	120 days
Must have: SMB Track – Solution partner for Infrastructure	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
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 project	Microsoft, in its sole discretion, reserves the right to pa meet the criteria for success. For more information see			
Partner role in MCI			Earning Ty	ре
Build Intent – Partner Activities			Fee	

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accele	rate	ISV Engage	ements	Cloud Solu	ution Provider	н	losting Incentive

## 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**

Partner Eligibility Partner Agreement Microsoft AI Cloud Partner Program Agreement	Measure and Reward Partners are paid a fixed amount based on the size of the co Refer to the Engagement Payout page for country-specific			
Incentive Enrollment Microsoft Commerce Incentives	Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
	Extra-Extra Small (XXS) engagement Project size: <b>\$5K – \$15K/year</b> planned Azure consumption	\$2,000 USD	\$2,000 USD	120 days
Must have: SMB Track – Solution partner for Infrastructure	Extra Small (XS) engagement Project size: > <b>\$15K – \$50K/year</b> planned Azure consumption	\$4,000 USD	\$3,200 USD	120 days
	Small engagement Project size: > <b>\$50K – \$100K/year</b> planned Azure consumption	\$12,000 USD	\$9,600 USD	120 days
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 project completion.	Microsoft, in its sole discretion, reserves the right to p meet the criteria for success. For more information se			
<b>Partner role in MCI</b> Build Intent – Partner Activities			<b>Earning Ty</b> Fee	pe

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelera	ate	ISV Engage	ements	Cloud Soli	ution Provider	н	osting Incentive

# 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**

Partner Eligibility Partner Agreement Microsoft AI Cloud Partner Program Agreement	Measure and Reward Partners are paid a fixed amount based on the size of the c Refer to the <u>Engagement Payout</u> page for country-specific			
	Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Microsoft Commerce Incentives	Extra-Extra Small (XXS) engagement Project size: <b>\$5K – \$15K/year</b> planned Azure consumption	\$2,000 USD	\$2,000 USD	120 days
Partner Requirements     Must have:     SMB Track – Solution partner for Infrastructure	Extra Small (XS) engagement Project size: >\$15K – \$50K/year planned Azure consumption	\$4,000 USD	\$3,200 USD	120 days
	Small engagement Project size: > <b>\$50K – \$100K/year</b> planned Azure consumption	\$12,000 USD	\$9,600 USD	120 days
Customer Eligibility Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible) e project sizes are the planned Azure consumption in year 1 measured from project mpletion.	Microsoft, in its sole discretion, reserves the right to p meet the criteria for success. For more information se			
artner role in MCI uild Intent – Partner Activities			<b>Earning Ty</b> Fee	pe

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelerate		ISV Engage	ments	Cloud Solu	tion Provider	Но	osting Incentive

# **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

Incentive Enrollment         Project Size         Partner Payment Market A           Microsoft Commerce Incentives         Extra-Extra Small (XXS) engagement         Extra-Extra Small (XXS) engagement	artner Payment	Engagement Stage 3 Timeline –
Extra-Extra Small (XXS) engagement       \$2,000 USD         Project size: \$5K - \$15K/year planned Azure consumption       \$2,000 USD	Market B	(Execution & POE Submission)
a rurtier requiremento	\$2,000 USD	120 days
SMB Track – Solutions partner for Data & Al or     Project size: >\$15K – \$50K/year planned Azure consumption     \$4,000 USD	\$3,200 USD	120 days
SMB Track – Solutions partner for Digital & App Innovation     Small engagement     Project size: >\$50K – \$100K/year planned Azure consumption     \$12,000 USD	\$9,600 USD	120 days
Customer Eligibility Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible) A project sizes are the planned Azure consumption in year 1 measured from project		

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

Partner role in MCI Build Intent – Partner Activities

Earning Type Fee

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelerate	e	ISV Engage	ments	Cloud Soli	ution Provider	Но	osting Incentive

# 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**

Partner Eligibility Partner Agreement Microsoft AL Cloud Partner Program Agreement	Measure and Reward Partners are paid a fixed amount based on the size of the cu Refer to the Engagement Payout page for country-specific			
Incentive Enrollment	Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
	Extra-Extra Small (XXS) engagement Project size: <b>\$5K – \$15K/year</b> planned Azure consumption	\$2,000 USD	\$2,000 USD	120 days
<ul> <li>Must have at least one of the below:</li> <li>SMB Track – Solutions partner for Data &amp; Al or</li> </ul>	Extra Small (XS) engagement Project size: > <b>\$15K – \$50K/year</b> planned Azure consumption	\$4,000 USD	\$3,200 USD	120 days
<ul> <li>SMB Track – Solutions partner for Digital &amp; App Innovation</li> </ul>	Small engagement Project size: > <b>\$50K – \$100K/year</b> planned Azure consumption	\$12,000 USD	\$9,600 USD	120 days
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 project	Microsoft, in its sole discretion, reserves the right to p meet the criteria for success. For more information se			
completion. Partner role in MCI Build Intent – Partner Activities			<b>Earning Ty</b> Fee	ре

Azure Accelerate ISV Engagements Cloud Solution Provider Hosting Incentive	Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
	Azure Accelerate		ISV Engag	ements	Cloud Sol	ution Provider	н	osting Incentive

# 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: <a href="https://aka.ms/CloudFactoryOverview">https://aka.ms/CloudFactoryOverview</a> 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**

Partner Eligibility	Measure and Reward							
Sector Agreement Microsoft AI Cloud Partner Program Agreement	Project Size	Delivery Services	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)			
Incentive Enrollment Microsoft Commerce Incentives	Partner + Cloud Accelerate Factory Engagement No minimum or maximum thresholds needed to meet the customer requirements	$\checkmark$	\$0 USD	\$0 USD	200 days			
<ul> <li>Partner Requirements</li> <li>Partner must have at least one of the Azure solution designations below: <ul> <li>Solutions partner for Infrastructure (Azure)</li> <li>Solutions partner for Data &amp; AI (Azure)</li> <li>Solutions partner for Digital &amp; App Innovation (Azure)</li> </ul> </li> </ul>								
Customer Eligibility Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)	<b>Note</b> – Through the engagement, partners are responsible for: or migration services. The partner & Cloud Accelerate Factory are ju				customization and post			
	Microsoft, in its sole discretion, reserves the right to paus meet the criteria for success. For more information see: A				sting engagements do not			
<b>Partner role in MCI</b> Build Intent – Partner Activities				<b>g Type</b> / Services				

Introduction	Modern Work Incentives	s Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelerate		ISV Engage	ements	Cloud Sol	lution Provider	н	osting Incentive

# 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 laaS on Azure VMware Solution.

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

Partner Eligibility	Measure and Reward						
Partner Agreement     Microsoft AI Cloud Partner Program Agreement	Project Size	Delivery Services	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)		
Incentive Enrollment     Microsoft Commerce Incentives	Partner + Cloud Accelerate Factory Engagement No minimum or maximum thresholds needed to meet the customer requirements	$\checkmark$	\$0 USD	\$0 USD	200 days		
<ul> <li>Partner Requirements         Partner must have at least one of the Azure solution designations below:         <ul> <li>Solutions partner for Infrastructure (Azure)</li> <li>Solutions partner for Data &amp; AI (Azure)</li> <li>Solutions partner for Digital &amp; App Innovation (Azure)</li> </ul> </li> <li>Customer Eligibility         Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)         Output         Description:         <ul> <li>Solutions of the Azure of th</li></ul></li></ul>	ure solution zure) e) novation (Azure) Note – Through the engagement, partners are responsible for: overall project governance, cloud enablement and consultant services, customization and p migration services. The partner & Cloud Accelerate Factory are jointly responsible for delivering quality customer outcomes.						
<b>Partner role in MCI</b> Build Intent – Partner Activities			<b>Earnin</b> Delivery	<b>g Type</b> Services			

Introduction Mod	dern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelerate		ISV Engage	ments	Cloud Solu	ution Provider	Н	osting Incentive

# 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	Measure and Reward				
Partner Agreement     Microsoft AI Cloud Partner Program Agreement	Project Size	Delivery Services	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Microsoft Commerce Incentives	Partner + Cloud Accelerate Factory Engagement No minimum or maximum thresholds needed to meet the customer requirements	$\checkmark$	\$0 USD	\$0 USD	200 days
<ul> <li>Partner Requirements         Partner must have at least one of the Azure solution designations below:         <ul> <li>Solutions partner for Infrastructure (Azure)</li> <li>Solutions partner for Data &amp; AI (Azure)</li> <li>Solutions partner for Digital &amp; App Innovation (Azure)</li> </ul> </li> </ul>					

## **Customer Eligibility**

Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible) **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: <u>Azure Accelerate Partner Nominated Governance information</u>.

**Partner role in MCI** Build Intent – Partner Activities

## Earning Type Delivery Services

Azure Accelerate ISV Engagements Cloud Solution Provider Hosting Incentive	Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
	Azure Accelerate		ISV Engage	ements	Cloud Sol	ution Provider	На	osting Incentive

# 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**

Partner Eligibility	Measure and Reward						
Partner Agreement     Microsoft AI Cloud Partner Program Agreement	Project Size	Delivery Services	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)		
Incentive Enrollment Microsoft Commerce Incentives	Partner + Cloud Accelerate Factory Engagement No minimum or maximum thresholds needed to meet the customer requirements	$\checkmark$	\$0 USD	\$0 USD	200 days		
<ul> <li>Partner Requirements</li> <li>Partner must have at least one of the Azure solution designations below:         <ul> <li>Solutions partner for Infrastructure (Azure)</li> <li>Solutions partner for Data &amp; Al (Azure)</li> <li>Solutions partner for Digital &amp; App Innovation (Azure)</li> </ul> </li> </ul>							
Customer Eligibility Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)	<b>Note –</b> 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: <u>Azure Accelerate Partner Nominated Governance information</u> .						
<b>Partner role in MCI</b> Build Intent – Partner Activities				<b>g Type</b> / Services			

Introduction Modern Work Incenti		Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelerate		ISV Engage	ments	Cloud Solu	ution Provider	н	osting Incentive

# **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**

Partner Eligibility	Measure and Reward						
Partner Agreement     Microsoft AI Cloud Partner Program Agreement	Project Size	Delivery Services	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)		
Incentive Enrollment     Microsoft Commerce Incentives	Partner + Cloud Accelerate Factory Engagement No minimum or maximum thresholds needed to meet the customer requirements	$\checkmark$	\$0 USD	\$0 USD	200 days		
<ul> <li>Partner Requirements         Partner must have at least one of the Azure solution designations below:         <ul> <li>Solutions partner for Infrastructure (Azure)</li> <li>Solutions partner for Data &amp; AI (Azure)</li> <li>Solutions partner for Digital &amp; App Innovation (Azure)</li> </ul> </li> <li>Customer Eligibility         Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)         </li> </ul>							
<b>Partner role in MCI</b> Build Intent – Partner Activities				<b>g Type</b> / Services			

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelerate		ISV Engage	ements	Cloud Solu	ution Provider	н	osting Incentive

# 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**

Partner Eligibility	Measure and Reward							
Partner Agreement     Microsoft AI Cloud Partner Program Agreement	Project Size	Delivery Services	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)			
Microsoft Commerce Incentives	Partner + Cloud Accelerate Factory Engagement No minimum or maximum thresholds needed to meet the customer requirements	$\checkmark$	\$0 USD	\$0 USD	200 days			
<ul> <li>Partner Requirements         Partner must have at least one of the Azure solution designations below:         <ul> <li>Solutions partner for Infrastructure (Azure)</li> <li>Solutions partner for Data &amp; AI (Azure)</li> <li>Solutions partner for Digital &amp; App Innovation (Azure)</li> </ul> </li> </ul>		п		·				
<b>Customer Eligibility</b> Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)	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.							
<b>Partner role in MCI</b> Build Intent – Partner Activities				<b>g Type</b> / Services				

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	
Azure Accelerate		ISV Engagements		Cloud Solution Provider		Hosting Incentive		

# Azure Accelerate Partner Nominated: 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: <u>https://aka.ms/CloudFactoryOverview</u>

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	Measure and Reward				
Sector Partner Agreement Microsoft AI Cloud Partner Program Agreement	Project Size	Delivery Services	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
D Incentive Enrollment Microsoft Commerce Incentives	Partner + Cloud Accelerate Factory Engagement No minimum or maximum thresholds needed to meet the customer requirements	$\checkmark$	\$0 USD	\$0 USD	200 days
<ul> <li>Partner Requirements</li> <li>Partner must have at least one of the Azure solution designations below:         <ul> <li>Solutions partner for Infrastructure (Azure)</li> <li>Solutions partner for Data &amp; AI (Azure)</li> <li>Solutions partner for Digital &amp; App Innovation (Azure)</li> </ul> </li> </ul>					
Customer Eligibility Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)	<b>Note</b> – Through the engagement, partners are responsible for: c migration services. The partner & Cloud Accelerate Factory are ju				customization and post

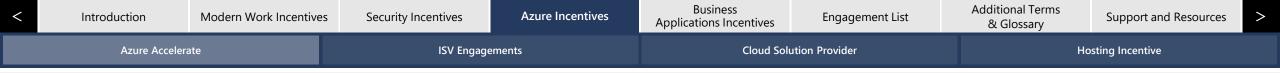
Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: <u>Azure Accelerate Partner Nominated Governance information</u>.

Earning Type

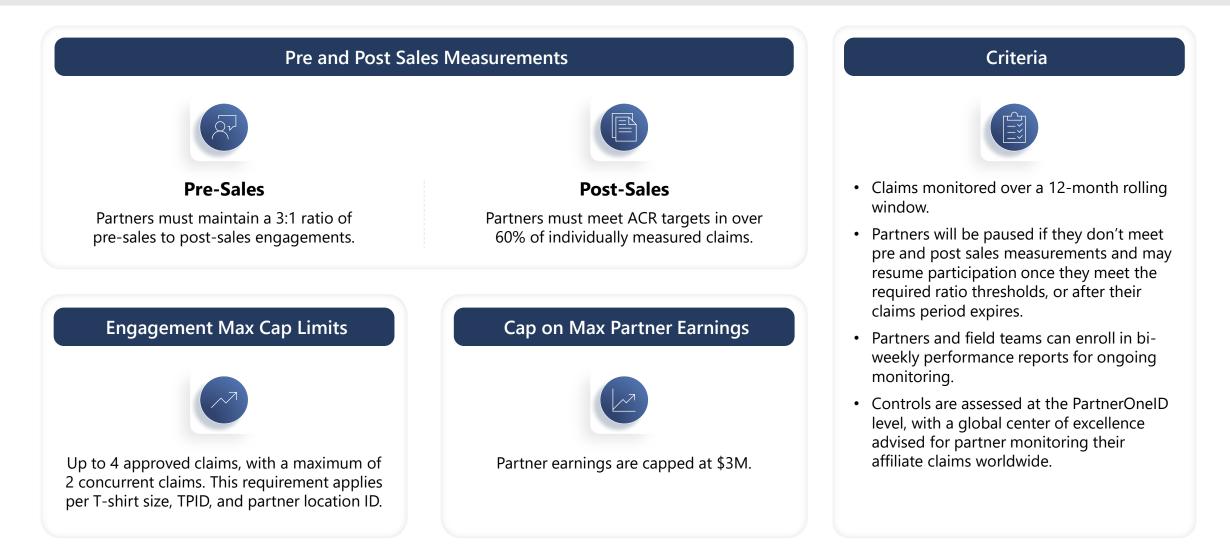
**Delivery Services** 

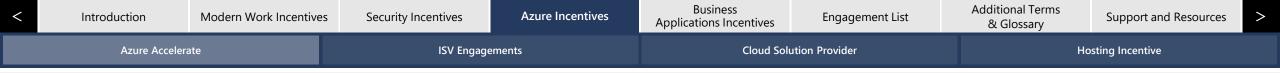
**Partner role in MCI** Build Intent – Partner Activities

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# FY26 Azure Accelerate Partner Performance Measurements





# **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.

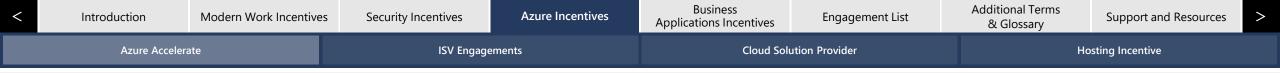


## Subcontracting

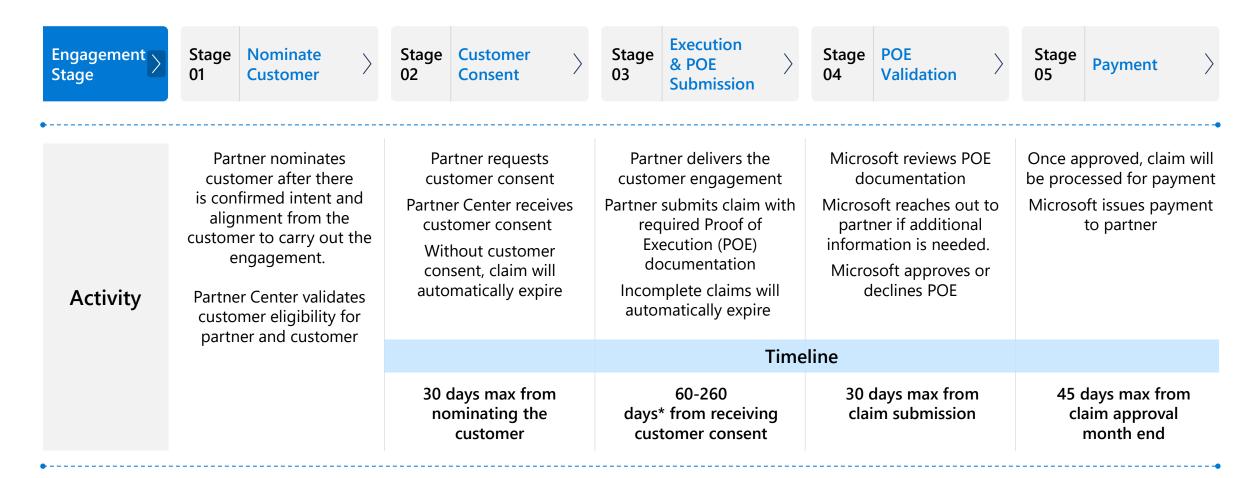
Bona fide Customer Validation - Eligible customers must have a customer email address that is distinct from the partner's domain or tenant and is aligned to the Customer domain or tenant.

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.

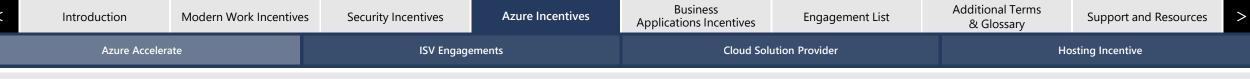


# **Azure Accelerate Partner Nominated - Engagement Stages**



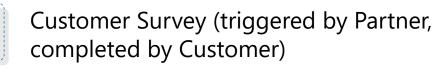
\* Nominate by clicking "Add Customer" in Partner Center > Incentives > MCI Engagements. See <u>https://aka.ms/MCIPartnerActivitiesClaimsGuide</u> for details.

\*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.





Partner Survey (completed by Partner)

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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



Project ACR Estimate (uploaded by Partner)



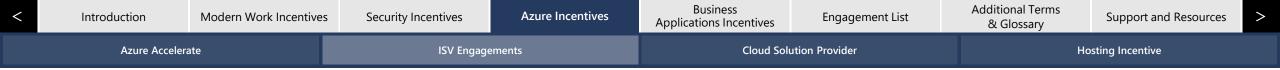
# **Azure Accelerate Partner Nominated - Market A and B Countries**



## 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.

# ISV Success Advanced, ISV Marketplace Rewards, Azure Accelerate ISV

# ISV Success Advanced: Build & Publish

## **ENGAGEMENT SUMMARY**

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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:

Al 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), Al layer (Azure Cognitive Services (including Azure OpenAl Service), Azure Applied Al Services, Azure Machine Learning).

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

**ENGAGEMENT TERM** 

July 1, 2025 through June 30, 2026

<ul> <li>Partner Eligibility</li> <li>Partner Agreement Microsoft AI Cloud Partner Program Agreement</li> <li>Incentive Enrollment Microsoft Commerce Incentives</li> <li>Partner Requirements Must have one of the following Certified Software Designations:         <ol> <li>Azure</li> <li>Security</li> <li>Industry AI Also extended to IP Co-sell Top Tier partners until December 31, 2025</li> </ol> </li> </ul>	Measure and Reward Partners are paid a fixed amount. The <u>Azure Pricing Calculator</u> can be used to estimate Azure consumption. Refer to the <u>Engagement Payout</u> 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,	\$5,000		Build & Publish	
	Extra Small (XS) engagement	>\$15K – \$50K ACR	\$20,000	\$16,000	120 Days	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	
Customer Eligibility The partner applying for the benefit is the end customer, so the TPID for the claim must be that of the partner	Large (L+) engagement >\$250K ACR \$100,000 \$80,000 260 Day				260 Days	Build & Publish	
	Microsoft, in its sole discretion, re	eserves the right to pause partners from crea	ting claims for new e	engagements if the ex	isting engageme	ents do not	

meet the criteria for success. For more information see: Azure Accelerate Partner Nominated Governance information.

Earning Type Fee

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Acceler	ate	ISV Engage	ements	Cloud Solu	ution Provider	н	osting Incentive

# 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		on the size of the customer project, as defined b ustomer's Annual Contract Value (ACV). The <mark>Azur</mark> e for country-specific information.				
Incentive Enrollment Microsoft Commerce Incentives         Image: Security and the following Certified Software Designations:         1.       Azure         2.       Security         3.       Industry Al Also extended to IP Co-sell Top Tier partners until December 31, 2025	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	Standard: \$15K - \$125K ACR (\$75K - \$1.25M ACV)	\$15,000	\$12,000	120 Davie	Pre-sales
	(Assessment and POV)	Large: >\$250K+ (>\$1.25M+ ACV)	\$25,000	\$20,000		Pre-sales
	Microsoft, in its sole discretion, res	erves the right to pause partners from crea	ting claims for new er	ngagements if the ex	kisting engagem	lents do not

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do no meet the criteria for success. For more information see: <u>Azure Accelerate Partner Nominated Governance information</u>.

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelerate		ISV Engage	ements	Cloud Solu	ution Provider	н	osting Incentive

# 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 Al Cloud Partner Program Agreement	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 <u>Azure Pricing Calculator</u> can be used to estimate Azure consumption. Refer to the <u>Engagement Payout</u> page for country-specific information.						
Incentive Enrollment     Microsoft Commerce Incentives	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	
<ul> <li>Partner Requirements</li> <li>Must have one of the following Certified Software Designations:</li> <li>1. Azure</li> <li>2. Security</li> <li>3. Industry Al</li> <li>Also extended to IP Co-sell Top Tier partners until December 31,</li> </ul>	Extra-Extra Small (XXS) engagement	\$5K – \$15K ACR (\$25K – \$75K ACV)	\$5,000			Post-sales	
	Extra Small (XS) engagement	>\$15K – \$50K ACR (>\$75K – \$250K ACV)	\$15,000	\$12,000 120 Days		Post-sales	
2025	Small (S) engagement	>\$50K – \$100K ACR (>\$250K – \$500K ACV)	\$40,000	\$32,000		Post-sales	
Customer Eligibility	Medium (M) engagement	>\$100K – \$250K ACR (>\$500K – \$1.25M ACV)	\$80,000	\$64,000	200 Days	Post-sales	
Strategics, Majors, SMC-Corporate and SMB customers with a valid TPID detected by Microsoft internal systems	Large (L+) engagement	>\$250K+ ACR (>\$1.25M+ ACV)	\$175,000	\$140,000	260 Days	Post-sales	
		es the right to pause partners from creating claim are Accelerate Partner Nominated Governance inf		if the existing engager	nents do not mee	t the criteria for	

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 <u>azurepartneroffering@microsoft.com</u> 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 Al Cloud Partner Program Agreement		l on the size of the customer project, as defined b ustomer's Annual Contract Value (ACV). The <u>Azur</u> e for country-specific information.				
D Incentive Enrollment Microsoft Commerce Incentives	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
<ul> <li>Partner Requirements Must have at least one of the below: <ul> <li>Azure Expert MSP or</li> <li>Infrastructure &amp; Database Migration Specialization or</li> <li>Kubernetes on Microsoft Azure or</li> <li>Migrate Enterprise Applications on Azure</li> </ul> </li> </ul>	Migration & Modernization	Standard: \$15K - \$250K ACR (\$75K - \$1.25M ACV)	\$15,000	\$12,000	120 Deur	Pre-sales
Customer Eligibility	Assessment Offer (Assessment plus POV)	Large: >\$250K+ (>\$1.25M+ ACV)	\$25,000	\$20,000	120 Days	Pre-sales
ust be net new or existing end customer of Certified Software Designation ISVs Iso extended to IP Cosell Top Tier partners until December 31, 2025), including rategics, Majors, SMC-Corporate, and SMB customers, with a valid TPID	Microsoft in its sole discretion, res	erves the right to pause partners from crea	ting claims for new e	ngagements if the ex	isting engagem	ents do not

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: <u>Azure Accelerate Partner Nominated Governance information</u>.

recognized by Microsoft's internal systems.

Earning Type Fee >

			Applications Incentives	Engagement List	& Glossary	Support and Resources
Azure Accelerate	ISV Engage	ments	Cloud Solu	ition Provider	Нс	osting Incentive

# 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**

systems.

**Partner Agreement** Microsoft AI Cloud Partner Program Agreement

SMB customers, with a valid TPID recognized by Microsoft's internal

#### 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.

Incentive Enrollment     Microsoft Commerce Incentives	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
<ul> <li>Partner Requirements Must have at least one of the below: <ul> <li>Azure Expert MSP or</li> <li>Infrastructure &amp; Database Migration Specialization or</li> <li>Kubernetes on Microsoft Azure or</li> <li>Migrate Enterprise Applications on Azure</li> </ul> </li> </ul>	Extra-Extra Small (XXS) engagement	\$5K – \$15K ACR (\$25K – \$75K ACV)	\$5,000			Post-sales
	Extra Small (XS) engagement	ent >\$15K - \$50K ACR (>\$75K - \$250K ACV) \$15,000 \$12,000		\$12,000	120 Days	Post-sales
	Small (S) engagement	>\$50K – \$100K ACR (>\$250K – \$500K ACV)	\$40,000	\$32,000		Post-sales
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	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
December 51, 2025), merdaning strategics, Majors, Silic-Corporate, and						

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

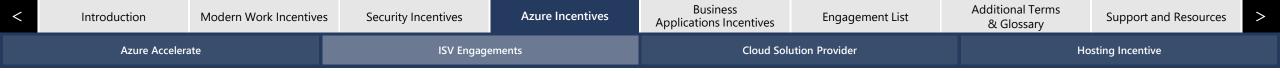
Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
Azure Accelerate		ISV Engag	ements	Cloud Sol	ution Provider	н	osting Incentive	

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

Engagement Stage	Stage 00	Pre-nominate Customer	Stage 01	Nominate Customer	> Stag 02	· .	Customer Consent	>	Stage 03	Execution & POE Submission	Stage 04	POE Validation	Stage 05	Payment	>
Activity	<ul> <li>Partner submits customer engagement nomination at Azure Offerings Partner Support (AzurePartnerOffering@ microsoft.com) Microsoft validates customer and ISV and activates customer in Partner Center</li> </ul>		ementcustomer once the customer hasAzurecustomer once the customer hasnerdemonstrated confirmed intent and alignment to proceed with the engagementering@proceed with the engagementatesVV and- Microsoft validates customer eligibility for			<ul> <li>Partner requests customer consent</li> <li>Partner Center receives customer consent</li> <li>If the customer does not provide consent, the claim will automatically expire.</li> </ul>			custo - Partne rec Ex d - Inco	rtner delivers the omer engagement er submits claim with quired Proof of xecution (POE) ocumentation omplete claims will omatically expire	<ul> <li>Microsoft reviews POE documentation</li> <li>Microsoft reaches out to partner if additional information is needed.</li> <li>Microsoft approves or declines POE</li> </ul>		will b - Mi	approved, c e processed payment crosoft issue nent to partn	for es
							-	Timel	ine						
		siness days max nominating the customer				30 days max from nominating the customer		60-260 days* from receiving customer consent		30 days max from claim submission		clai	ays max from m approval oonth end	ı	

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



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

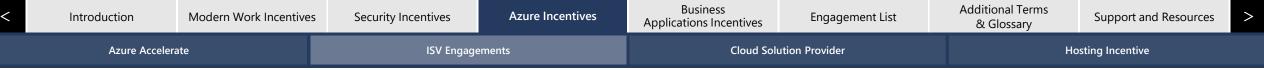
Partners will be limited to a maximum of 10 active engagements per customer TPID in the same location at the same time. Active engagements are those where a customer has been claimed until the claim POE has been approved. If a customer has reached this threshold, partner will need to complete the claims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



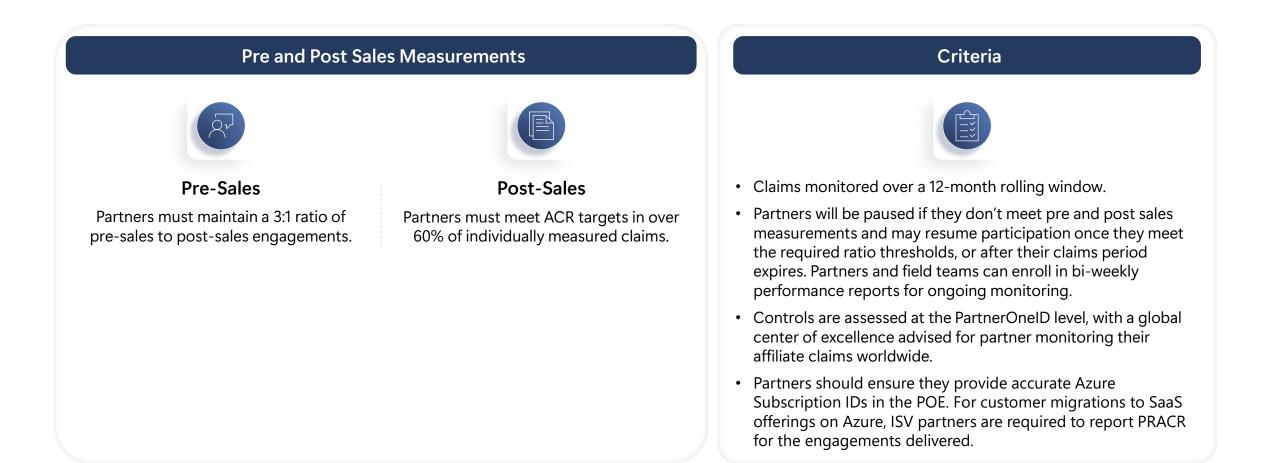
## Subcontracting

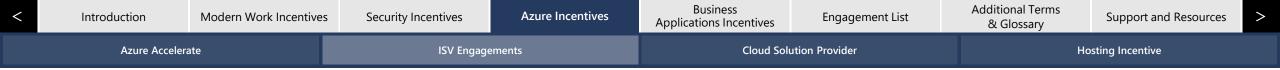
Partners may not subcontract any engagement activity(ies) to any third party(ies). Microsoft will not pay incentives to any partners [and/or partner affiliates] for activities completed by third party(ies) (such third party(ies) including but not limited to subcontractors or vendors). All claimed activity(ies) 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





# **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

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelera	ate	ISV Engage	ements	Cloud Sol	ution Provider	На	osting Incentive

# **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 – September 30, 2025

Partner Eligibility  Partner Agreement  Microsoft Al Cloud Partner Program Agreement		Measure and Rewar Incentives for the new made on a monthly ca	Azure offer (Azure plan) are calcula	ted as a percentage o	f Azure consumptio	n revenue. All paym		
Microsoft AI Cloud Partner Program Agreement				CSP Direct Bill	CSP Indirect	Maximum		
Microsoft CSP Indirect Reseller Channel Authori <u>OR</u> Microsoft CSP Direct Bill Partner Channel Au	zation Ithorization	Incentive structure	9	Partner	Reseller	earning opportunity		
Incentive Enrollment     Microsoft Commerce Incentives		Azure consumption	CSP motion (Pay-as-you-go <sup>4</sup> )	4.00%	4.00%			
Bigibility         One of the following Solutions Partner designati         Solutions partner for Infrastructure (Azure)         Solutions contract for Data % AL (Azure)		and Savings Plan Incentive n Reserved Instance, and Azure Savings	10.00%	10.00%	\$80k USD <sup>1</sup>			
Solutions partner for Data & Al (Azure) Solutions partner for Digital & App Innovation	on (Azure)	Azure Al accelerato	er CSP <sup>2</sup> (Pay-as-you-go <sup>4</sup> )	7.00%	7.00%	\$25k USD <sup>1</sup>		
Attained one of the following legacy competence package for one of the eligible competencies: C		Azure workload ac	celerator CSP <sup>3</sup> (Pay-as-you-go <sup>4</sup> )	3.00%	\$25k USD <sup>1</sup>			
		1. Maximum Earning Oppo	rtunities at per engagement term, per partr	ner, per subscription level				
		2. New! Eligible products v	vithin each workload can be found on <u>Azur</u>	e Al accelerator CSP – Eligi	<u>ble products</u> )			
		•	each workload can be found on <u>Azure work</u>		<u>gible products</u> )			
		4. CIICK IINKS for more infor	mation: <u>Pay-as-you-go</u> vs <u>Provisioned Thrc</u>	<u>oughput Units (PTU)</u>				
icensing Agreement Iicrosoft Customer Agreement	ı f Record	Earning Type Rebate or Indired (60% Rebate/409	•		<b>Eligibility</b> er (Azure plan)			

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelera	te	ISV Engage	ements	Cloud Sol	ution Provider	Нс	osting Incentive

# Engagement: Azure CSP Customer Adds

## **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 – September 30, 2025

	are calculated as a percentage of a [U], ACR from Reserved Instance, a			
	CSP Direct Bill	CSP Indirect	Maximum	
Incentive structure	Partner	Reseller	earning opportunity	
Azure CSP customer adds <sup>1</sup>	15.00%	15.00%	\$250k USD <sup>2</sup>	
			ing type	
	payments made on a monthly cadence.         Incentive structure         Azure CSP customer adds <sup>1</sup> 1. Azure CSP customer adds calculated in addition to	payments made on a monthly cadence.         Incentive structure       CSP Direct Bill Partner         Azure CSP customer adds1       15.00%         1. Azure CSP customer adds calculated in addition to related MCI Azure CSP incentives and pain	Incentive structure CSP Direct Bill CSP Indirect Reseller	

Introduction	Modern Work Incentive	ives Security Incentives Azure Incentives		Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure	Accelerate	ISV Engage	ements	Cloud Sol	ution Provider	на	osting Incentive

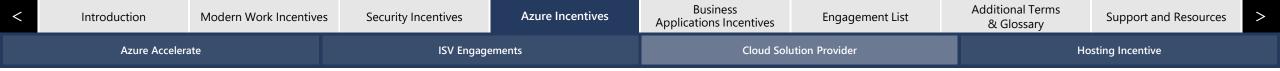
# Azure Workload Accelerator CSP – Eligible products

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

For more information on the Azure services visit: <u>Directory of Azure products</u> <u>Microsoft Azure</u>

Digital & App Innovation	Data & Al	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

2

For more information on the Azure services visit: <u>Directory of Azure products</u> <u>Microsoft Azure</u>

## Data & Al

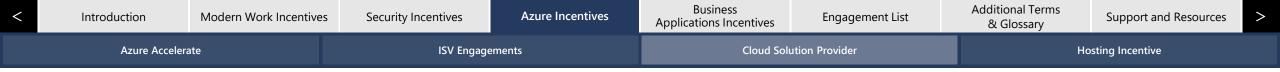
Azure Applied AI Services

Azure Cognitive Search

Azure Databricks

Cognitive Services

Microsoft Fabric



# **Azure CSP customer add incentive**

R



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

Торіс	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.

	Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
Azure Accelerate			ISV Engage	ements	Cloud Sol	ution Provider	н	osting Incentive	

# **Azure CSP customer add incentive**

## 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	Мау	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Мау
Azure Transaction Month	M1	M2	М3	M4	M5	M6	М7	M8	M9	M10	M11					

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

## angle 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	Мау	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					



	Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelerate		ISV Engage	ements	Cloud Sol	ution Provider	Но	osting Incentive	

# **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	Measure and Reward				
Partner Agreement Active Microsoft Cloud Al Partner Program membership and agreement	Incentive structure*	Rate	Earning split		
Active <b>Microsoft Cloud Al Partner Program</b> membership and agreement. Valid and complete identification, tax and banking information submitted and accepted by Microsoft	Hosting: Core**	4%	50% Indirect Rebate 50% Co-op		
Licensing	Hosting: SQL Product Accelerator***	4%	100% Indirect Rebate		
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	<ul> <li>*Excludes Hyperscale Service Providers. Any entity that collectively with its affiliates, will be known as a Hyper participate in Hosting incentive.</li> </ul>				
Diagram       Eligibility         One of four Solutions Partner designations: Digital & App Innovation (Azure),         Infrastructure (Azure), Modern Work, Data & Al (Azure)	**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				
<b>OR</b> 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		¦ Earning Type	¦ Payment Cadence		

Indirect Rebate/Coop

Monthly

	Introduction Modern Work Incentive		Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
Azure Accelerate		ate	ISV Engage	ments	Cloud Sol	ution Provider	Нс	osting Incentive	

# **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 <a href="https://partner.microsoft.com/en-US/support/contact-support\_conta

#### 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

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Azure Accelerate		ISV Engagements		Cloud Solution Provider		Hosting Incentive	

# **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	Description	SKU	PFAM
Access ALng LSA SAL	077-04597	Access	SfB Server Enterprise SAL ALng LSA SAL SA	6RH-00004	SfB Server Enterprise SAL
Excel ALng LSA SAL	065-05720	Excel	SfB Server Enterprise Plus SAL ALng LSA SAL	6TH-00002	SfB Server Enterprise Plus SAL
Exchange Basic SAL ALng LSA SAL	9MD-00001	Exchange Basic SAL	SfB Server Plus SAL ALng LSA SAL	6SH-00002	SfB Server Plus SAL
Exchange Enterprise Plus SAL ALng LSA SAL	4MH-00001	Exchange Enterprise Plus SAL	SfB Server Plus SAL ALng LSA SAL SA	6SH-00004	SfB Server Plus SAL
Exchange Enterprise SAL ALng LSA SAL	9MC-00001	Exchange Enterprise SAL	SfB Server Standard SAL ALng LSA SAL	6QH-00002	SfB Server Standard SAL
Exchange Enterprise SAL ALng LSA SAL SA	9MC-00004	Exchange Enterprise SAL	SfB Server Standard SAL ALng LSA SAL SA	6QH-00004	SfB Server Standard SAL
Exchange Standard Plus SAL ALng LSA	F09-00018	Exchange Standard Plus SAL	SharePoint Hosting ALng LSA	V6V-00001	SharePoint Hosting
Exchange Standard SAL ALng LSA SAL	F08-00025	Exchange Standard SAL			
Exchange Standard SAL ALng LSA SAL SA	F08-00027	Exchange Standard SAL	SharePoint Standard CAL ALng LSA SAL SA	76M-01134	SharePoint Standard CAL
Office Multi Language Pack ALng LSA SAL	79H-00128	Office Multi Language Pack	SharePoint Server ALng LSA Ent SAL	76P-00840	SharePoint Server
Office Professional Plus ALng LSA SAL	79P-01747	Office Professional Plus	SharePoint Server ALng LSA Ent SAL SA	76P-01361	SharePoint Server
Office Professional Plus ALng LSA SAL Compliance Only	79P-05211	Office Professional Plus	SharePoint Server ALng LSA Std SAL	76P-00742	SharePoint Server
Office Standard ALng LSA SAL	021-08183	Office Standard	Visio Professional ALng LSA SAL	D87-03215	Visio Professional
Outlook ALng LSA SAL	543-03899	Outlook	Visio Standard ALng LSA SAL	D86-03116	Visio Standard
Publisher ALng LSA SAL	164-04839	Publisher	Word ALng LSA SAL	059-06305	Word
Project Standard ALng LSA SAL	076-04015	Project Standard	Exchange Commercial Basic LSA Administrative	E02 00020	
Project Professional ALng LSA SAL w/ 1 Project Server SAL	H30-03425	Project Professional	Fee Multi-Tenant Hoster	F93-00038	Exchange Commercial Basic
Project Server ALng LSA SAL	H22-01677	Project Server	VisioPrem ALNG LicSAPk MVL SAL	TSD-00935	Visio Premium
Productivity Suite SAL ALng LSA SAL	T9A-00002	Productivity Suite SAL	Access All Languages Host MVL	077-01981	Access
Productivity Suite SAL ALng LSA CCAL	T9A-00003	Productivity Suite SAL	Exchg Std SAL Czech Lic/SA Pack MVL	F08-00018	Exchange Standard SAL
Productivity Suite SAL ALng LSA SAL ECAL SA	T9A-00001	Productivity Suite SAL	PrjctPro ALNG LicSAPk MVL SAL w1PrjctSvrCAL	H30-02394	Project Professional
PowerPoint ALng LSA SAL	079-03951	PowerPoint	SharePointIntrntSitesEnt ALNG LicSAPk MVL	CKF-00298	SharePoint IntrntSites Ent
SfB Server Enterprise SAL ALng LSA SAL	6RH-00002	SfB Server Enterprise SAL	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 Al Cloud Partner Program Agreement	Measure and Reward Rewards partners on net paid seat growth above the High-Water Mark (HWM) at the tenant and workload level.						
Incentive Enrollment           Microsoft Commerce Incentives eligibility and enrollment requirements are checked on the las	Workloads	Workloads Segments*					
of each month.		Enterprise	SMC <sup>3</sup>				
Solutions Partner Designation           Business Applications	D365 Finance & Supply Chain (including D365 Business Central)***	\$250	\$250				
	D365 Customer Engagement	\$20	\$80				
	Activity & Device	\$75	\$17				
Licensing Agreement Enterprise Agreement, Microsoft Customer Agreement for Enterprise (MCA-E).	Basic Commerce Scale Units (CSU)- 65 Bundle	\$4,875	\$11,3				
	Standard Commerce Scale Units (CSU)- 225 Bundle	\$16,875	\$39,3				
CPOR (Claiming Partner of Record). Partners must associate in Partner Center with the custome		\$37,500	\$87,5				
and the applicable subscriptions within 120 days of the transactional date. Claims after Octobe 2024, are subject to FY25 engagement rates and rules.	*Customer segments as defined by Microsoft	*Customer segments as defined by Microsoft **Small Medium & Corporate (SMC) ***See eligible product list for all SKUs					
<b>Valid and complete identification</b> , tax and banking information submitted and accepted Microsoft.							

#### **Partner Association** Claiming Partner of Record (CPOR) in MCI

#### Earning Type 100% Fee

#### Maximum earning opportunity None

#### Product Eligibility See eligible product list

Introduction Modern Work Incentive		Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
Biz Apps Presales Advisor		Funded Engagements Pre-Sales		Cloud Solution Prov	vider – Indirect Reseller	Cloud Solution Provider – Direct Bill		

# **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 E Net paid seat growth above the High-Water Mark (HWM) for claimed seats Rate Card

### **Proration rule**

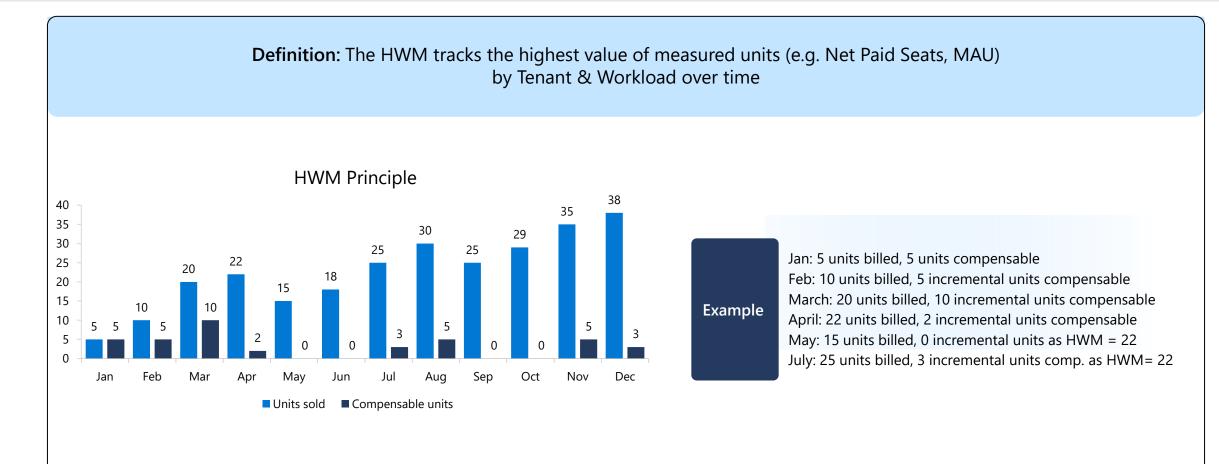
When multiple subscriptions overlap and contribute to Net Paid Seats Added (NPSAs) under the same workload and tenant within a month, Microsoft will assess the overall contribution by combining the NPSAs from all subscriptions. This includes accounting for both increases and decreases at the individual 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.

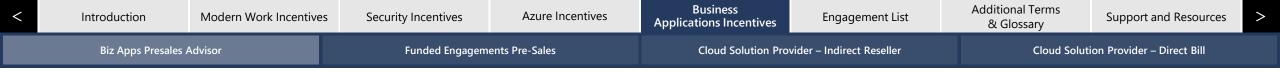
### **Returns rule**

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.

Introduction Modern Work Incentive		Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	
Biz Apps Presales Advisor		Funded Engagements Pre-Sales		Cloud Solution Provider – Indirect Reseller		Cloud Solution Provider – Direct Bill		

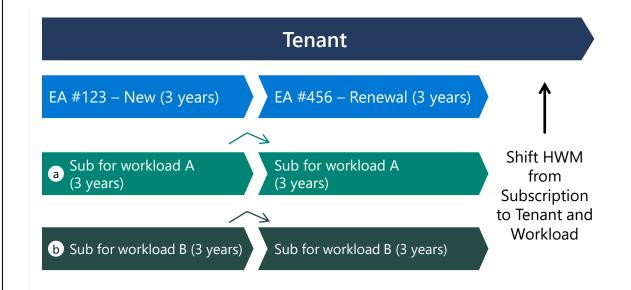
# The High-Water Mark (HWM) = Pay for Growth



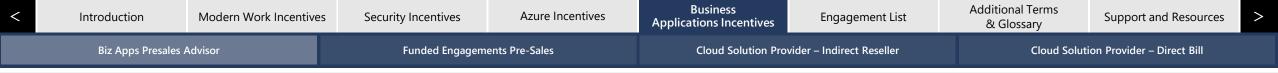


# The High-Water Mark (HWM) = Workload & Tenant level

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	(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.

Introduction Modern Work Incentive		Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
Biz Apps Presales Advisor		Funded Engagements Pre-Sales		Cloud Solution Provider – Indirect Reseller		Cloud Solution Provider – Direct Bill		

# **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.



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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.

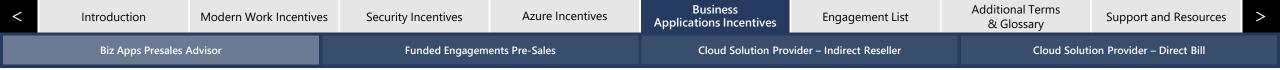
Partner is the current CPOR on customer's subscriptions and there can only be one partner of record at the same time for the same tenant and workload.

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.

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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.

Introduction Modern Work	entives Security Incen	ives Azure Incer	Applications Incentive	s Engagement List	Additional Terms & Glossary	Support and Resources		
Biz Apps Presales Advisor	Funded	Funded Engagements Pre-Sales		Cloud Solution Provider – Indirect Reseller		Cloud Solution Provider – Direct Bill		

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# 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.

Biz Apps Presales Advisor Funded Engagements Pre-Sales Cloud Solution Provider – Indirect Reseller Cloud Solution Provider – Direct Bill	<	Introduction Modern Work Incentive		Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
		Biz Apps Presales Advisor		Funded Engagements Pre-Sales		Cloud Solution Provider – Indirect Reseller		Cloud Solution Provider – Direct Bill		

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# 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?

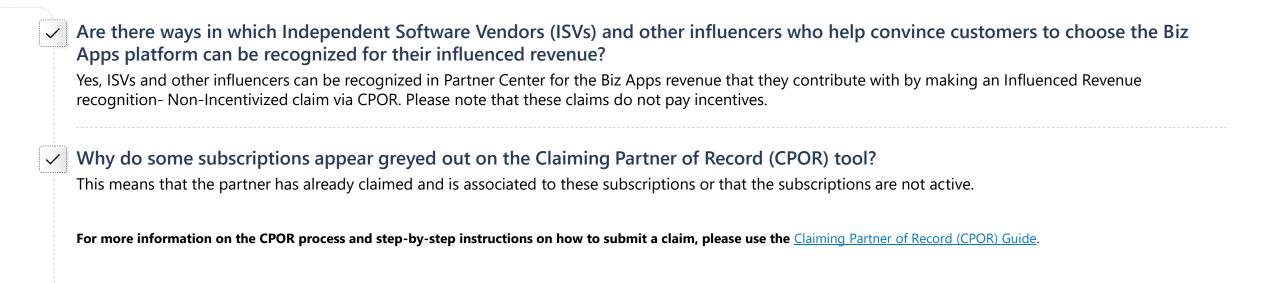
Our systems recognize the claim submission date as the starting point for the applicable period, and compensable rate.

### 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.

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Biz Apps Presales Advisor		Funded Engagem	ients Pre-Sales	Cloud Solution Prov	vider – Indirect Reseller	Cloud Solut	tion Provider – Direct Bill

# FAQ



# **Business Applications Activities – Pre-Sales**



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

Workshop Stage	5	Claim Customer	$\rangle$	Stage 02	Customer Consent	$\rangle$	Stage 03	Execution & POE Submission	$\rangle$	Stage 04	POE Validation	$\rangle$	Stage 05	Payment	$\rangle$
Activity	Partner worksh partne Partne simul custom	r adds or clain customer Center valida op eligibility f r and custom r can choose taneously add er to addition ole workshops	tes or er to d	cus Partne cust Wit con	rtner requests tomer consen er Center rece tomer consen hout custome sent, claim wi matically expi	nt ives t er ill	Partner req Exc dc Incom	conducts cust workshop submits claim juired Proof o ecution (POE) ocumentation nplete claims matically expi	n with f will	do Microso partr inform Micro	soft reviews cumentation oft reaches c ner if additio ation is need soft approve eclines POE	out to nal ded.	be proc Microsc	oproved, clair essed for pay oft issues pay to partner	ment
									Time	line					
					days max fror ming custome		fre	00 days max om receiving tomer conser			days max fro m submissio		cla	days max fro aim approval month end	

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# **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 Al Cloud Partner Program Agreement	Measure and Reward Engagement Payment: Lower of 7.5% AC	CV; Market Rate by Partner Location * Hours <i>(Refer to <u>Pre-Sc</u></i>	ales Variable Payout slide for details)
Microsoft Al Cloud Partner Program Agreement	Customer Qualification	Activity Requirem	ents
Program Enrollment Microsoft Commerce Incentives         Partner Qualification At least one Business Applications Specialization: <ul> <li>Business Intelligence</li> <li>Finance</li> <li>Intelligent Automation</li> <li>Microsoft Low Code Application Development</li> <li>Sales</li> <li>Service</li> <li>Small and Midsize Business Management</li> <li>Supply Chain</li> </ul>	<ul> <li>Valid, Open, MSX Opportunity ID <ul> <li>Status = Open</li> <li>MCEM Stage = 2: Inspire &amp; Design</li> </ul> </li> <li>Minimum Opportunity estimated Annual Contract Value (ACV) size of \$50k USD at least one or a combination of the following Workloads: <ul> <li>Dynamics 365 Finance; Dynamics 365 Supply Chain Management;</li> <li>Dynamics 365 Commerce; Dynamics 365 Human Resources;</li> <li>Dynamics 365 Human Resources;</li> <li>Dynamics 365 Business Central</li> </ul> </li> <li>TPID listed in MSX Opportunity ID</li> </ul>	<ul> <li>Description of services</li> <li>The Partner facilitators can conduct the following:</li> <li>Module 1: Assess</li> <li>Goal: Creation of a prescriptive solution business needs assessment for on-premises ERP migration</li> <li><u>Output</u>: Gap analysis, desired business outcomes and measures of success, solution priorities</li> <li>Module 2: Art of the possible</li> <li>Goal: Building customer confidence by driving vision for business process transformation and articulation of value for migrating from on-premises ERPs to Dynamics 365</li> <li><u>Output</u>: Understanding of prioritized scenarios and targeted business personas</li> <li>Module 3: Build the Plan</li> <li>Goal: Creation of a standard business value analysis and proposal</li> <li><u>Output</u>: Project plan and SOW, boardroom-ready business case</li> </ul>	<ul> <li>Partner Proof of Execution</li> <li>Customer Survey (triggered by Partner, completed by Customer)</li> <li>Partner Survey (completed by Partner)</li> <li>Invoice (uploaded by Partner) This refers to the partner invoice to Microsoft for completion of activity</li> </ul>

### 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 Al-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 Al Cloud Partner Program Agreement

### Program Enrollment

### Microsoft Commerce Incentives

### At least one Business A

- 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

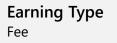
- <u>Goal</u>: Create a prescriptive needs assessment for CRM migration to Dynamics 365
- <u>Output</u>: Gap analysis, desired outcomes, scenario analysis, success metrics, solution priorities

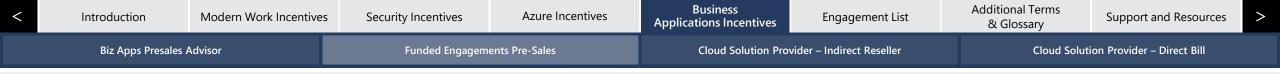
#### Module 2: Art of the possible

- <u>Goal:</u> Boost customer confidence by highlighting Al-driven sales transformation with Dynamics 365 and leveraging prebuilt Al 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





# **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 12month billing expected.

Partner Market Rate			Ŗ
Workshop Name	Market A	Market B	Market C

\$163

\$116

\$70

# Market A, B, and C Countries

ERP Envisioning Workshop, CRM Envisioning Workshop

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.

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Biz Apps Presales Advisor		Funded Engagem	ents Pre-Sales	Cloud Solution Provi	ider – Indirect Reseller	Cloud Solut	ion Provider – Direct Bill

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# Business Applications Business Central Immersion Briefings Engagement Stages

Stages	Stage 00	Identify TPID	Stage 01	Create Claim	$\rangle$	Stage 02	Complete Consent	Stage 03	Execution & POE	$\rangle$	Stage 04	POE Validation	$\rangle$	Stage 05	Payment >
					MC			Att	endee Portal				MC	l	
Activity	for BC Ir Briefing register	o receive payment nmersion s, customers must using their s email address.	partner enrollec TPIDs to MCI cla <b>Partner</b> (MCI) pr appropri	derstands wi location IDs l in MCI, and o be used in ming proces creates a Br op within the Center Incer ortal using the iate Partner n ID and TPII	are the ss. iefing ntives	custome custome sends cu and appr <b>Importa</b> only MCI partners complete process. complete	acting as r in MCI, verifies r consent details, stomer consent roves consent. <b>nt:</b> This is the workshop where are authorized to the consent Partners falsely ng consent on CI workshops baused.	/ link du capture surveys for POE Claims v approva	leverages QF ring briefing required # of and submits review. without POE al automatical	to claim	decline	oft approves o s submitted PC r may append o POE	DE.		ft processes for claims with d POE.
			Timeline												
•							ys max from claim date		ays max from omer consent date			ays max from n submission date		clain	/s max from n approval onth end

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Biz Apps Presales	Advisor	Funded Engagem	ents Pre-Sales	Cloud Solution Pro	vider – Indirect Reseller	Cloud Soluti	ion Provider – Direct Bill

# **Business Applications – Business Central Immersion Briefing**

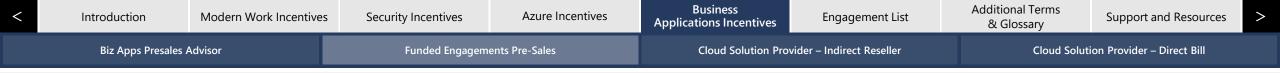
#### **ENGAGEMENT SUMMARY**

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	<b>Measure and Reward Payment:</b> Market A = \$2,000, Market B and Market C = \$1,500 ( <i>Refer to <u>Pre-Sales Fixed Fee Payout</u> slide for details</i> )							
<ul> <li>Microsoft Al Cloud Partner Program Agreement</li> <li>Program Enrollment Microsoft Commerce Incentives</li> <li>Partner Qualification         <ul> <li>Business Applications Small and Midsize Business Management Specialization</li> <li>OR             <ul></ul></li></ul></li></ul>	<ul> <li>Customer Qualification</li> <li>Minimum of 10 attendees per event; minimum of 1 attendee per customer tenant</li> <li>Customers with no Business Central licenses</li> </ul>	<ul> <li>Description of Services</li> <li>Deliver Business Central pitch and demos to customers highlighting the product's latest capabilities, integration with Modern Work solutions and unique Al value proposition.</li> <li>Define next steps with customer – trial, 1:1 assessment, POC</li> <li>Partner Survey (completed by Partner) This refers to the partner invoice to Microsoft for completion of activity</li> </ul>						
Partner role in MCI		Farning Type						



# **Business Applications – Pre-Sales Fixed Fee Payout Details**



# Market A, Market B and Market C Countries

لگا FY26 Rate Card

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.

	Market A Incentive		
Business Central Immersion Briefings	\$2,000	\$1,500	\$1,500



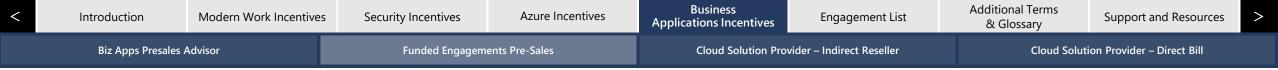
# **Proof of Execution (POE) Simplification**



**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 Geographic Area 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.



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.



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### **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

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Biz Apps Presales Advisor		Funded Engagem	ents Pre-Sales	Cloud Solution Prov	vider – Indirect Reseller	Cloud Solut	ion Provider – Direct Bill

# 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 – September 30, 2025

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%					
Global Strategic Product Accelerator – Tier 1 (Finance & Supply Chain)	7.50%	Not applicable				
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				
	D365 new commerce CSP engagementCore – Business Applications billed revenueGlobal Strategic Product Accelerator – Tier 1 (Finance & Supply Chain)Global Strategic Product Accelerator – Tier 2 (Business Central)D365 customer add new commerce CSP engagementCustomer add – Business Applications billed revenue	D365 new commerce CSP engagement       Rate         Core – Business Applications billed revenue       4.75%         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				

**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**

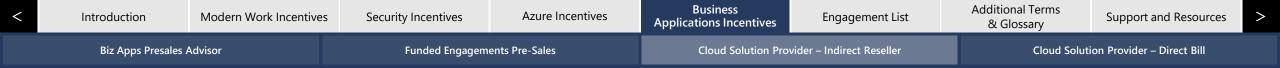
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October 1, 2024 – September 30, 20251

Partner Eligibility           Partner Agreement           Microsoft Al Cloud Partner Program Agreement	Measure and Reward Incentives are based on billed revenue and calculated in accordance to billing cadence.						
• Partner Authorization	D365 new commerce CSP engagement	Rate	Maximum incentive earning opportunity				
Indirect Reseller Channel Authorization	Core – Business Applications billed revenue	4.75%					
Microsoft Commerce Incentives	Global Strategic Product Accelerator – Tier 1 (Finance & Supply Chain)	7.50%	Not applicable				
Eligibility One of six Solutions Partner designations	Global Strategic Product Accelerator – Tier 2 (Business Central)	10.00%					
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	D365 customer add new commerce CSP engagement	Rate	Maximum incentive earning opportunity				
Revenue Requirements \$25K USD 12-month revenue threshold for CSP Indirect Resellers	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 eligi	ble for legacy CSP incentives until	September 30, 2025.				

### 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.



### **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.

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources
Biz Apps Presales	Advisor	Funded Engagem	ents Pre-Sales	Cloud Solution Prov	vider – Indirect Reseller	Cloud Solut	ion Provider – Direct Bill

# 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.

# R 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
Annual	Paid as one-time lump sum on first annual billing (pays on 12 months)	the 12-month window (first CSP Business Applications transaction month
3-year pre-paid	Paid as one-time lump sum on up front billing (pays on 36 months)	+ 11 months), will be eligible for customer add.

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
Biz Apps Presales	Advisor	Funded Engagem	ents Pre-Sales	Cloud Solution Prov	vider – Indirect Reseller	Cloud Solut	tion Provider – Direct Bill	

# Dynamics 365 customer add new commerce CSP

### 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	Мау	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
BA Transaction Month	M1	M2	М3	M4	M5	M6	M7	M8	M9	M10	M11					

#### 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	Мау	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			

#### 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																
wonth																

#### 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	Мау	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
BA Transaction	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11					
Transaction Month	30 seats	30 seats	30 seats	40 seats												

\* Scenarios 1-6 are based on monthly billings.

Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
Biz Apps Presales Advisor		Funded Engagem	ents Pre-Sales	Cloud Solution Prov	rider – Indirect Reseller	Cloud Solut	tion Provider – Direct Bill	

# Dynamics 365 customer add new commerce CSP

#### 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	Мау	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
BA	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11					
Transaction Month	←	Previou	ıs offer billed r	evenue ——	$\longrightarrow$	←	I	New commerce	e billed revenue	9	$\longrightarrow$					

### Scenario 6: Change of Partner

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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	Мау	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			

#### 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	Мау	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
BA Transaction Month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11					

# **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.



# Glossary – Cooperative Marketing Funds

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 <u>Partner</u> <u>Incentives Co-op Guidebook</u>.

### Cooperative marketing fund earning period

lo-op

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 <u>Co-op Funds Resources</u> 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.



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 <u>here</u>.

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 <u>here.</u>

Proof of execution documentation requirements for cooperative marketing funds (co-op) can be found <u>here</u>.



# **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**

R 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.



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.



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.



### 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. <u>Azure role-based</u> <u>access control (Azure RBAC)</u> has over 120 <u>built-in</u> <u>roles</u> or you can create your own custom roles. Understand how built-in roles are <u>defined</u> and how a <u>custom role</u> 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 Migrate & Modernize Partner-Led engagements	Yes
Azure Innovate Partner-Led engagements	Yes
Modern Work Partner Activities	No
Security Partner Activities (Data Security, Threat Protection, Microsoft Sentinel	Yes: Major – Federal and Strategic – Federal segmented customers. (Public Sector
Migrate and Modernize)	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 Migrate & Modernize Partner-Led engagements	No
Azure Innovate 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

< Introduction	Modern Work Incentives	Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
	Automated Referral	Management				FAQs		

### Automated Referral Management | Process Flow and Engagement Thresholds

### Three Touches to Tighter Collaboration

1 Partner creates claim in MCI	Solution Area	Engagement Name	Deal Size	Customer Segment
		Azure Innovate Partner-Led: Azure AI Platform Deployment - XS,S,M,L		
2 MCI creates Partner Center referral when conditions are met		Azure Migrate & Modernize Partner-led: Infrastructure and Database Migration - XS,S,M,L,XL,XXL		
3 Microsoft / Partner engage in joint opportunity		Azure Migrate & Modernize Partner-led: Infrastructure and Database Migration with Microsoft Defender for Cloud - XS,S,M,L		
		Azure Migrate & Modernize Partner-led: Migrating to Azure VMware Solution - XS,S,M,L		
Automated Referral Management Process Flow	Azure	Azure Migrate & Modernize Partner-led: Virtual Desktop Infrastructure - XS,S,M,L	>\$10,000	Majors & SMC
Automated Referral Management Process Flow	7.2010	Azure Migrate & Modernize Partner-led: SAP Migration - XS,S,M,L	¢ 10,000	Corporate Customer
Select engagements enabled for automated referral management		Azure Migrate & Modernize Partner-led: Migration to SAP RISE in Azure - XS,S,M,L		
		Azure Innovate Partner-Led: Build & Modernize AI Apps Deployment - XS,S,M,L		
Customer consent request triggers referral creation process where deal size, and customer segment requirements are met		Azure Innovate Partner-led: Analytics Deployment - XS,S,M,L		
		Azure Innovate Partner-led: Accelerate Developer Productivity Deployment - XS,S,M,L		
Referral upgraded co-sell when customer consents to engagement		Cloud Endpoints Envisioning & PoC – S, M		
		Copilot+Power Envisioning & PoC – XS, S, M	A 11	Medium to Large
Referral status automatically updates to "Won" or "Lost" based on POE completion status.	Modern Work	Copilot+Power Deployment Accelerator - XS, S, M, L	All	Commercial Customers
* Partners may manually update or manage referral details throughout the typical referral lifecycle.		Secure Productivity Envisioning & PoC – S, M, L		

### Automated Referral Engagement Thresholds

Introduction Modern Work Inc	entives Security Incentives	Azure Incentives	Business Applications Incentives	Engagement List	Additional Terms & Glossary	Support and Resources	>
Automate	Referral Management				FAQs		

### Automated Referral Management | Process Flow and Engagement Thresholds (cont.)

### Three Touches to Tighter Collaboration



2) MCI creates Partner Center referral when conditions are met

Microsoft / Partner engage in joint opportunity

### Automated Referral Management Process Flow



3

Select engagements enabled for automated referral management



Customer consent request triggers referral creation process where deal size, and customer segment requirements are met



0

Referral upgraded co-sell when customer consents to engagement

Referral status automatically updates to "Won" or "Lost" based on POE completion status.

### Automated Referral Engagement Thresholds

Solution Area	Engagement Name	Deal Size	Customer Segment
	SAFE Theat Protection Envisioning Workshop		
	SAFE M365 Advanced Security billed Revenue		
	SAFE MXDR Envisioning Workshop		
	SAFE Data Security Envisioning Workshop		
	SAFE SI Modern SecOps Envisioning Workshop		
	SAFE Security ACR		Medium to
Security	SAFE Partner Proposal Envisioning Workshop	All	Large Commercial
	Theat Protection Envisioning Workshop		Customers
	Threat Protection Immersion Briefings		
	Data Security Immersion Briefings		
	Data Security Envisioning Workshop		
	Modern SecOps Envisioning Workshop		
	Sentinel Migrate and Modernize (Medium)		

\* Partners may manually update or manage referral details throughout the typical referral lifecycle.

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## Automated Referral Management | Referral Creation Process Detailed

Engage	ment Stages	Activity	MCI Partner Activities	Microsoft CRM
Stage 01	Claim Customer	Partner identifies customer opportunity, creates <u>MCI</u> 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 re expiration without POE approval statu	
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 12month 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's changed this year for Microsoft Commerce Incentives?

As part of our path to consolidate and simplify incentives, the Microsoft Commerce Incentives (or MCI for short) is adding new earning opportunities. In addition to updates to existing incentives for FY25 engagement terms, we are adding Azure Innovate, Modern Work & Security usage incentive, and Biz Apps Presales Advisor incentives engagements to enable partners to accelerate and drive customer value.

### 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.

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### **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 <u>Microsoft Commercial Incentives</u>.

How do I request support for an MCI Engagement or an Engagement claim? Go to <u>Partner Center Support</u> 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 subtoping

**Problem Type:** Type "Engagements" to filter for all Engagements support subtopics and select the most relevant subtopic.

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# **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 1<sup>st</sup>). 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

Issues with partner admin link



Site > Partner Center Category > CSP Topic > Billing and Invoicing Subtopic > Partner earned credit for services managed (Azure Plan)

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Site > Azure Management Portal Support > New support request Issue type > Subscription management

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# **Useful Links**



Microsoft partner website:
https://mspartner.microsoft.com

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Partner Incentives Reporting: https://partnerincentives.microsoft.com

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Partner Center tool: https://partner.microsoft.com/dashboard/ mpn/overview



Public Sector – Microsoft Licensing Terms and Documentation website.



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 Partnerhttps://www.microsoft.com/microsoft-365/partners/



### Partner Center Support:

- Incentives-specific support
- Additional support
- Enrollment quide •