



Microsoft Partner Incentives

FY15 Partner Incentives Portfolio

July 1, 2014 – September 30, 2015

FY15 Partner Incentives Portfolio

Microsoft's FY15 partner incentives portfolio focuses on three core priorities:

- Driving Cloud partner growth,
- Strengthening our existing commitments to partners, and
- Maintaining stability and consistency.

The incentive portfolio is designed to support Microsoft's broad array of partners, regardless of their business model, as the industry continues accelerating to the Cloud.

Whether you are doing business in the Cloud, on-premise, or somewhere in between, Partner Incentives support Partner profitability and growth.

FY15 Partner Incentives Programs

Microsoft's FY15 Partner Incentives encompass Enterprise, Small and Medium Business (SMB) for Managed Resellers and Commercial Distributors, Cloud Services, and Devices Resellers and Distributors.

Enterprise Incentives	SMB Incentives	Cloud Services Incentives	Devices Incentives
<p>Secure and maintain annuity relationships and the transformation to the Cloud with our shared Enterprise customers</p> <ul style="list-style-type: none">• Earn for selling and transacting volume licensing with Enterprise customers	<p>Expand partner and customer reach via Open licensing to drive Cloud-based offerings</p> <ul style="list-style-type: none">• Earn for selling Open, especially Annuity and Cloud, in the SMB market	<p>Accelerate customer transition to Microsoft Online Services and expand the Cloud partner ecosystem</p> <ul style="list-style-type: none">• Earn for selling, deploying and managing Online Services solutions for SMB and Enterprise customers	<p>Continue to engage Distributors and Resellers to grow our strategic devices business</p> <ul style="list-style-type: none">• Earn for selling Surface to commercial, government, and education accounts worldwide

For More Information

Please visit our home page on the Microsoft Partner Network (MPN) for further details:

<https://mspartner.microsoft.com/en/us/Pages/Membership/Premium/partner-incentives.aspx>



Microsoft Partner Incentives

Enterprise | Summary

October 1, 2014 – September 30, 2015

Overview

Microsoft's Enterprise Incentives are designed to secure and maintain annuity relationships with our shared Enterprise customers. Through an authorized, highly skilled set of channel partners, Microsoft and our LSPs align and go to market with a set of incentives that compensate our channel for the key activities in an Enterprise Agreement sale and relationship.

Partner Eligibility

- Eligible partner organizations must hold an active MPN membership and an active MPN ID
- Partners must hold an active Microsoft Channel Agreement
- Partners must hold a valid Microsoft Authorization as a License Service Provider (LSP) or Enterprise Direct Advisor (EDA)

Revenue Eligibility

To participate in the Incentives, Partners are expected to follow the T-36 renewal certification process, which can be found online at www.getlicensingready.com. Required activities include:

- Licensing sales support
- Contract administration
- Help desk
- Managing the customer lifecycle

These activities are crucial to ensure our shared customers receive the best volume licensing experience.

Resources

These resources are available on Explore.MS:

- Incentive Guide
- Implementation Guide
- FAQ

Earning Requirements

Incentive	Earnings Requirements
Joint Sell	<ul style="list-style-type: none">▪ Develop and drive new EA opportunities to close▪ Register new EA opportunities in Partner Sales Exchange (PSX)▪ Provide Proof of Execution (POE) if requested
On-Time Renewal	<ul style="list-style-type: none">▪ Work with customers leading up to expiration to ensure a smooth renewal process▪ Process accurate, on-time Renewals for expiring enrollments
On-Time True-Up	<ul style="list-style-type: none">▪ Work with customers leading up to EA anniversary dates to ensure license compliance▪ Process accurate, on-time or early True-Up orders
Additional Products (new in FY15)	<ul style="list-style-type: none">▪ Sell and transact orders for additional products added to an existing EA
Account Services	<ul style="list-style-type: none">▪ Transact accurate customer orders throughout all stages of the volume licensing lifecycle
CASA/EES Accelerator	<ul style="list-style-type: none">▪ Transact CASA/EES orders
MPSA Accelerators	<ul style="list-style-type: none">▪ Process orders of transactional MPSA products, both Cloud and on-prem

Legacy Contracts

Partners who participated in prior incentives offerings, including Corporate Accounts Incentives, Major Accounts Incentives, ESA (Enterprise Software Advisor) Incentives or LAR Rebates, may be eligible to earn Legacy incentives on specific eligible deals. For more information on Legacy incentives, please review the Resources listed in this document.



FY15 SMB Partner Incentives

SMB | Summary

July 1, 2014 – June 30, 2015

Overview

Commercial Distributors and Managed Resellers are strategically important partners that make significant contributions to Microsoft's success selling Open Licenses and Cloud-based offerings sold via Open Licenses, especially in the Small and Mid-sized business (SMB) marketplace. Microsoft offers a comprehensive collection of incentives to these key players that are responsible for driving the sales, transactions, and deployment activity on our behalf. The incentives reward these partners for the value they deliver and the work they perform in expanding the impact of Microsoft products and services in these critical customer markets.

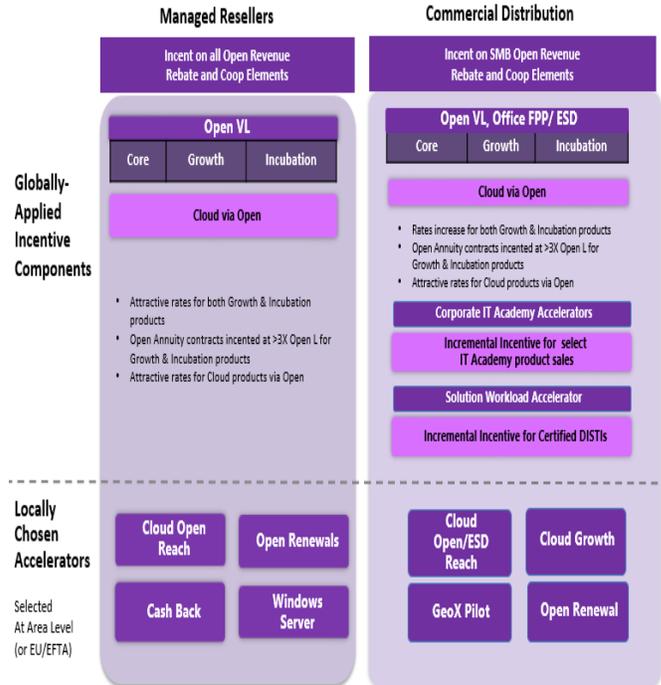
The key goals of SMB Incentives include: providing a catalyst for solid worldwide growth, driving revenue in both commercial and public sector markets, and offering rewards at the global and local levels that contribute to improved partner profitability.

Incentive Benefits

The incentives enable partners to earn funds that can be used for key investments for business transformation, develop new business pipeline to spur business growth, and contribute to an increase in profitability for the company.

Incentive Programs

- Commercial Distributors:** Incented to drive partner reach and the growth of standard Open Licenses and Cloud revenue via Open licenses to the SMB customer segment. The incentives include both corporate-defined components and locally-chosen accelerators. There is also an opportunity to earn an incentive accelerator for developing a channel and selling strategic solutions, including Virtualization, Unified Communications, Business Analytics, and Virtual Desktop.
- Managed Resellers:** Incented to drive customer reach and growth of standard Open Licenses and Cloud revenue via Open licenses through their sales and marketing engines. These incentives include both corporate-defined components and locally-chosen accelerators. Incentive rates increase for Growth and Incubation products, as well as for annuity contracts.



What Products are Eligible for Incentives?

Product revenue is based on three categories: Core, Growth and Incubation for all participating SMB Incentive partners.

core	growth	Incubation
<ul style="list-style-type: none"> Office Office for Mac Exchange Server & CAL Other MOD MOD CAL Suites – Core CAL STB CAL Suites – Core CAL Windows Client Windows Legalization Windows Server Other Windows Server Standard Windows Server CAL Windows Remote Desktop Services 	<ul style="list-style-type: none"> BizTalk Server Developer Tools Dynamics CRM Dynamics CRM Online MOD CAL Suites – ECAL MS Learning and IT Pro Subscripts (IT Academy) Project SharePoint Server and CAL SQL Server Standard and CAL SQL Server Premium STB CAL Suites – ECAL Visio Windows Server Datacenter 	<ul style="list-style-type: none"> Lync Server & CAL Lync Plus CAL System Center Client System Center Server Identity and Access Windows MDOP

The license type must be one of the ones listed below. School revenue is not eligible for the Managed Reseller incentive.

commercial/govt

- Open L or L&SA
- Open Upgrade
- Open SA Renewal
- Open Value - new, renewal
- OVS - new, renewal
- Office 365

academic

- Open Academic
- OVS-ES - new, renewal

How do the Incentives work?

- Commercial Distributors are rewarded against both corporate-defined objectives and locally-defined accelerators based on their purchases from Microsoft of eligible Open licenses, Office FPP/ESD and Cloud offerings sold via Open Licenses. These earnings are split between Cash Rebates and Coop funds.
- Managed Reseller incentives are based on the sales of Open licenses and Cloud offerings sold via Open Licenses and are split between rebates and coop funds. The incentive includes both corporate-defined objectives and locally-defined accelerators.

When is a partner paid?

Commercial Distributors and Managed Resellers earn rewards over a 6-month "Accrual" or "Earning" period by performing against defined program components and objectives. Once the earning period ends, Rebates are paid after the criteria requirements have been met and verified by Microsoft. For Coop, the "Usage," period is the six-month timeframe following the Accrual period where Partners may claim the awarded Coop funds. These funds are paid during the usage period once the activity has been approved for eligibility by Microsoft and conducted.

How do partners claim incentives?

- Partners will be paid through CHIP on eligible incentive opportunities, except for Managed Resellers in EMEA, who are paid using another tool.

- All opportunities that are approved and meet the eligibility requirements as defined in the program guide will be managed by CHIP or the EMEA tool and processed for payment.
- CHIP or the EMEA tool will accrue payments and pay partners 45 days after end of month in which the transaction occurred.

How does the Coop funding work?

Coop funds cover Demand Generation, Market Development, and Partner Readiness activities. These activities need to align with the Microsoft-approved criteria and be approved by the local subsidiary and/or program audit/support team. They should also align with the business group (BG) and segment priorities to the greatest extent possible to improve investment leverage and impact. The Distributor will need to provide certain information for each coop activity to track the necessary metrics for ROI calculation.

Eligible Coop Activities (Managed Reseller Example)

demand generation	market development	partner readiness
<ul style="list-style-type: none"> • Direct mail campaigns • E-mail campaigns • Mobile SMS • Web-based advertising • Online advertising 	<ul style="list-style-type: none"> • Telemarketing • On-Site Champs • Tradeshows • Internal incentives (SPIFFs) • E-Commerce • Proof of Concept Services • Customer Seminars • Floor Days • Social Media or Mobile Commerce • Web Syndication • Skyrocket – Search Engine Optimization • Multi-Vendor Exposition 	<ul style="list-style-type: none"> • Microsoft Training Tuition Fees • MPN Registration Fee • Microsoft Exam Fees • Microsoft Conference Registration Fees • Microsoft On-Site Sales Training • Microsoft Conference Travel & Hotel

How can I learn more about these Incentives?

More information on the SMB channel incentives can be found on the following sites:

- Microsoft Partner Network - <https://partner.microsoft.com>
- For specific questions, please contact your Regional Service Center



Managed Reseller Incentives

SMB | Summary

July 1, 2014 – June 30, 2015

Overview

Managed Resellers are strategic partners for Microsoft because they leverage their various strengths and strategic focus to help extend Microsoft’s reach into the market for Open Licenses and Cloud offerings, sold via Open licenses, including Office 365. For some, these strengths include nationwide or multi-country coverage, focus primarily on direct marketing activities such as selling online and through outbound telesales teams, sell in high volumes, and differentiate themselves through their licensing expertise. For others, these strengths include local and regional presence, established solutions practices, and experienced sales and marketing engines. In most markets, a relatively small number of Managed Resellers transact a significant portion of the Open revenue. This group of Managed Partners are also critical to Microsoft’s compete plans and will be a significant sales engine for Cloud offerings.

The Managed Reseller incentives provide rewards for those partners who help Microsoft increase its Open License customer reach through marketing and sales activities. Incentives include both coop funds and cash rebates to help expand the Open License and Cloud offering market opportunity and support marketing investments that benefit both Microsoft and its Managed Reseller partners.

Incentive Benefits

By leveraging the Managed Reseller incentives, partners can:

- Grow and extend the customer base and sales pipeline with enhanced rebates;
- Use coop investments to extend marketing reach and accelerate sales and profitability;
- Increase profitability and enhance value proposition by broadening product/solution offerings into high-growth market segments, including the Cloud.

Which partners can participate?

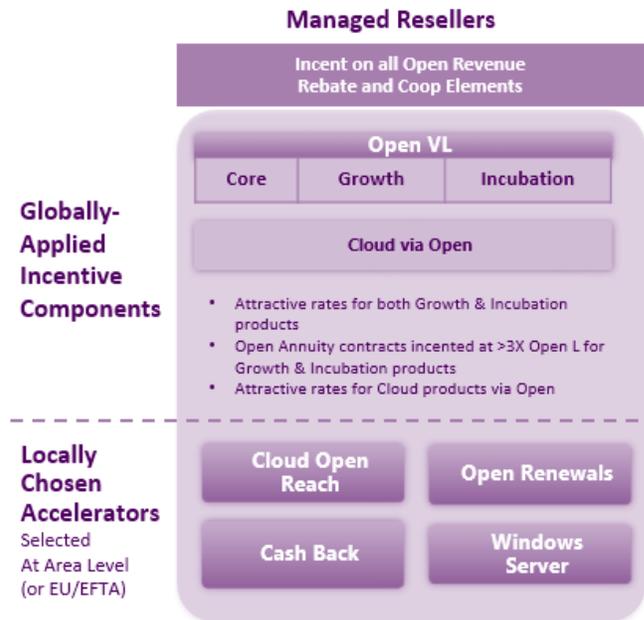
Managed Resellers are selected by Microsoft based on their Open license sales history, Microsoft Partner Network competency attainment, local management status, and market coverage on behalf of Microsoft. Eligibility requirements include:

- Be managed by a Partner Sales Executive (PSE), or Tele-PSE and have a MS Sales ID;

- Resell above \$75K US/year in Mature Markets or \$50K US/year in Emerging Markets of Open License revenue in the past 12 months (thru May 31, 2014). Market maturity models are defined by Microsoft;
- Earn MPN Competencies: Partners must attain Gold or Silver level in a MPN competency by June 1, 2014. Below is a list of the competencies a partner can attain to achieve FY15 eligibility:
 - Application Integration
 - Business Intelligence
 - Communications
 - Collaboration & Content
 - CRM
 - Data Platform
 - Devices and Deployment
 - Identity and Access
 - Management & Virtualization
 - Messaging
 - Midmarket Solution Provider
 - Server Platform
 - Small Business
 - Software Asset Management
 - Volume Licensing

How do the Incentive work?

Managed Resellers are eligible to earn globally-applied incentives, and accelerators that are selected by the local area from the list below. Global incentives are paid on new and renewal Open licenses.



Cloud offerings sold via Open license agreements will be incented at a defined rate.

Incentive earnings are calculated by multiplying eligible revenue by the rate for the associated revenue category, including global and local accelerators.

How are Incentives paid?

Partners are paid after the end of each semester by receiving a rebate payment as well as coop marketing funds that are available to spend against over the following six months.

What product revenue is eligible for Incentives?

Incentives are earned for the sale of Microsoft products sold via Open licensing agreements, as shown in the table below. The rates can be found in the letter for the incentives.

core	growth	Incubation
<ul style="list-style-type: none"> Office Office for Mac Exchange Server & CAL Other MOD MOD CAL Suites – Core CAL STB CAL Suites – Core CAL Windows Client Windows Legalization Windows Server Other Windows Server Standard Windows Server CAL Windows Remote Desktop Services 	<ul style="list-style-type: none"> BizTalk Server Developer Tools Dynamics CRM Dynamics CRM Online MOD CAL Suites – ECAL MS Learning and IT Pro Subscrip (IT Academy) Project SharePoint Server and CAL SQL Server Standard and CAL SQL Server Premium STB CAL Suites – ECAL Visio Windows Server Datacenter 	<ul style="list-style-type: none"> Lync Server & CAL Lync Plus CAL System Center Client System Center Server Identity and Access Windows MDOP

Cloud offerings, including Office 365, sold via Open Licenses are incented at a common rate.

The license type must be one of the ones listed below:

commercial/govt	academic
<ul style="list-style-type: none"> Open L or L&SA Open Upgrade Open SA Renewal Open Value - new, renewal OVS - new, renewal Office 365 	<ul style="list-style-type: none"> Open Academic OVS-ES - new, renewal

What are the eligible Coop activities?

The Cooperative Marketing Funds (Coop) reimburse participating partners for eligible coop marketing activities. These activities need to meet the defined criteria and must be approved by the audit /support team and must be used to drive incremental Microsoft Open revenue. Eligible coop activities can be found in the Coop Guide on the Managed Reseller Activation Kit (see link below).

What other Incentives might a Managed Reseller earn?

Managed Resellers may also be eligible for:

- **Online Advisor:** Partners can earn incentives for selling specific Microsoft Online solutions.
- **SAM Services Incentives:** Partners can earn incentives for performing SAM Services engagements with customers (pre-approval required).
- **LSP Incentives:** Partners that are designated as Licensing Solution Partners (LSP) earn incentives for selling specific Microsoft enterprise agreements.

How can I learn more about these Incentives?

- Managed Reseller Activation Kit – <http://www.managed-reseller-activation-kit.com/>
- Microsoft Partner Network - <https://partner.microsoft.com>

For specific questions, please contact your Regional Service Center.



Commercial Distribution Incentives

SMB | Summary

July 1, 2014 – June 30, 2015

Overview

Commercial Distributors are strategically important partners that make significant contributions to Microsoft's success, especially in the Small and Mid-sized business market segments. Microsoft offers a set of incentives to its qualified Commercial Distributors as a reward for the value these partners deliver and the work they perform in helping Microsoft achieve its business objectives.

The Microsoft FY15 Partner Incentives for Commercial Distributors include both cash rebates and Cooperative Marketing Funds (Coop). The Coop program provides funds to participating Distributors to help differentiate and build channel preference and awareness for Microsoft products through increased demand generation, market development, and readiness activities.

Incentive Benefits

By leveraging the Distribution incentives, Partners can:

- Grow and extend their partner ecosystem and revenue with enhanced rebates, especially for the growing Cloud market;
- Use Coop funds to increase sales pipelines, enable and accelerate channel readiness, marketing and support;
- Increase profitability by broadening product/solution offerings into high-growth market segments.

Which partners can participate?

To be eligible for Commercial Distribution incentives, a partner is required to have the following:

- A Distribution agreement with Microsoft and authorization specifying entitlement to sell finished goods products
- Authorization agreements detailing the licenses for products (Open Licenses, FPP, or ESD) it is allowed to sell.
- Microsoft Partner Network required certification for Commercial Distributors

Once a partner has been designated by Microsoft as a Commercial Distributor, they automatically become eligible to earn incentives (once the program letter is signed by the partner).

What revenue is eligible for Incentives?

Product revenue is based on three categories: Core, Growth and Incubation. Incentive rates increase inversely with product maturity. Open annuity contracts incent at higher rates than non-annuity contracts.

core	growth	Incubation
<ul style="list-style-type: none"> • Office • Office for Mac • Exchange Server & CAL • Other MOD • MOD CAL Suites – Core CAL • STB CAL Suites – Core CAL • Windows Client • Windows Legalization • Windows Server Other • Windows Server Standard • Windows Server CAL • Windows Remote Desktop Services 	<ul style="list-style-type: none"> • BizTalk Server • Developer Tools • Dynamics CRM • Dynamics CRM Online • MOD CAL Suites – ECAL • MS Learning and IT Pro Subscripts (IT Academy) • Project • SharePoint Server and CAL • SQL Server Standard and CAL • SQL Server Premium • STB CAL Suites – ECAL • Visio • Windows Server Datacenter 	<ul style="list-style-type: none"> • Lync Server & CAL • Lync Plus CAL • System Center Client • System Center Server • Identity and Access • Windows MDOP

Cloud products, such as Office 365, that are sold via Open license agreements are incented at a defined rate as a Cloud Open category.

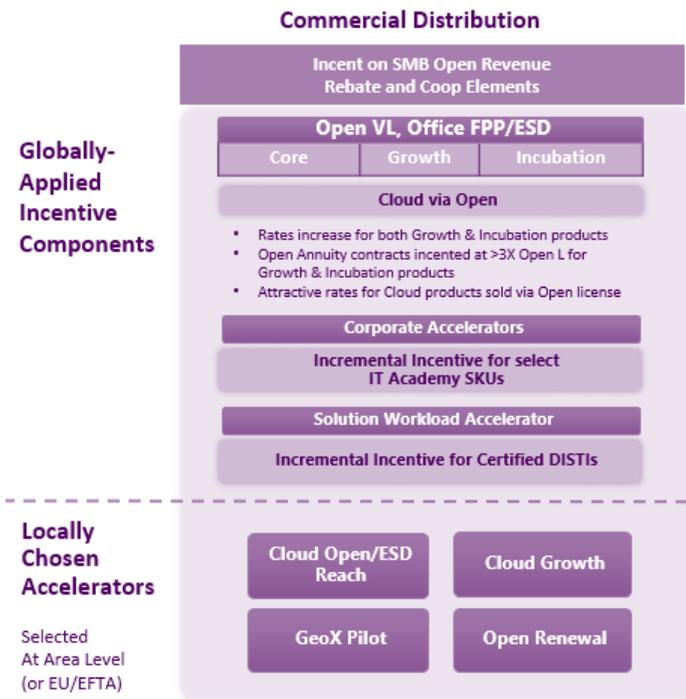
Commercial Distribution incentives are paid on the licenses and pricing types below.

commercial/govt	academic
<ul style="list-style-type: none"> • Open L or L&SA • Open Upgrade • Open SA Renewal • Open Value - new, renewal • OVS - new, renewal • Office 365 	<ul style="list-style-type: none"> • Open Academic • OVS-ES - new, renewal • School – new, renewal

How is a Partner measured and paid?

Commercial Distributors earn incentives on eligible revenue, based on both corporate-defined components and locally-chosen accelerators according to the revenue they produce in each category based on their purchases from Microsoft.

Earned incentives are paid to partners as Cash Rebates and Coop Marketing Funds. At the end of a six-month Earning Period, Partners are credited with rebates, and start to claim Coop Funds.



Commercial Distributors incentive is paid on New and Renewal Open license agreements sold to SMB customers by Tier 2-4 resellers.

In FY15, a corporately defined accelerator of 7% for selected IT Academy products will be offered globally.

Microsoft will offer all of its commercial distributor partners the opportunity to earn an accelerator for the revenue associated with the sales of defined workloads of strategic solutions sold to SMB customers via Open License in FY15. In order to qualify for the incentive accelerator for each workload, the distributor must attain a MPN Competency that is associated with each workload (Silver or Gold Level) in each Microsoft subsidiary that it wants to qualify.

These workload solutions are:

- Virtualization & Systems Management
- BYOD (Virtual Desktop)
- Business Analytics
- Unified Communications

How does Coop funding work?

Coop funds can be used to pay for eligible Demand Generation, Market Development, and Partner Readiness activities.

Most Market Development activities require pre-approval. The Distributor will need to provide required information for each marketing activity to allow the tracking of the necessary metrics to provide ROI calculation.

Eligible Coop Activities

demand generation	market development	partner readiness
<ul style="list-style-type: none"> ▪ Online Advertising ▪ Web Advertising ▪ Print Ads & Brochures ▪ Direct Mail/ Email/ Mobile SMS ▪ Catalogs 	<ul style="list-style-type: none"> ▪ Customer Offers & Incentives ▪ Promotional Retail Merchandising ▪ Sponsorships ▪ Telemarketing ▪ On-site Champs ▪ Tradeshows ▪ Internal incentive & SPIFFs ▪ E-Commerce ▪ Deployment Services ▪ Onsite CPLS Consultant or Offsite MS LC ▪ Proof of Concept Services ▪ Bootcamps ▪ Seminars ▪ Floor Days ▪ Multi-Vendor Expositions ▪ Social Media or Mobile Commerce ▪ Web Syndication ▪ Skyrocket – Search Engine Optimization 	<ul style="list-style-type: none"> ▪ Microsoft Training Tuition fees ▪ MPN Registration Fees ▪ Microsoft Exam Fees ▪ Microsoft conference registration fees ▪ Microsoft On-site Sales Training ▪ Microsoft Conference Travel & Hotel

How can I learn more about these Incentives?

- Commercial Distributor Activation Kit – <http://partner.distribution-coop-activation-kit.com/>
- Microsoft Partner Network- <https://partner.microsoft.com>

For specific questions, please contact your Regional Service Center.



Microsoft Partner Incentives

Online Services Advisor Web-Direct | Summary

October 1, 2014 – September 30, 2015

Overview

Microsoft Online Services Advisor Web-Direct Incentive rewards Partners for influencing the sales of Office 365, Windows Intune and Microsoft Dynamics CRM Online products and managing relationships with these customers.

Partner Eligibility

- Current Microsoft Partner Network Agreement AND signed Microsoft Online Services Partner Agreement (MOSPA) to sell O365 and Windows Intune products
- CRM Online Partners must also sign a CRM Online Services Agreement (CSA) and pass an assessment
- Accelerator Incentive eligibility:
 - *O365*: Silver or Gold MPN Competency in Small and Midmarket Cloud Solutions or Cloud Productivity
 - *Intune*: Gold MPN Competency in Devices & Deployment

Revenue Eligibility

- **Sell & Accelerator Incentive**: Eligible revenue is the first twelve months value of each seat sold through MOSA/Web-Direct subscription, calculated using the monthly list price in the sales location of the customer.
- **Manage Incentive**: Eligible revenue is the monthly value of the seat sold.

Earning Requirements

Incentive	Earning Requirements
Sell	<ul style="list-style-type: none"> ▪ Drive awareness and generate demand for Online Services. ▪ Identify, qualify and develop Online Services opportunities. ▪ Add new subscriptions.
Manage	<ul style="list-style-type: none"> ▪ Manage customer relationship on Microsoft Online Services. ▪ Provide advice on customer questions regarding Microsoft Online Services. ▪ Offer Professional Services.

Payout

Payment will be disbursed to the Partner along the following schedule:

Type	How Often	Expect payment within
Sell	One-time at sale	45 days after calculated
Manage	Monthly	
Accelerator	One-time at attainment	

Resources

- The following documents will be posted here: <https://mspartner.microsoft.com/en/us/Pages/Membership/Premium/partner-incentives.aspx>
 - FY15 Online Services Advisor Web-Direct Incentives Guide
 - FY15 Online Services Advisor Web-Direct Incentives Implementation Guide – *will be available October 1, 2014*
 - FY15 Online Services Advisor Web-Direct Incentives Eligible Revenue Product List Addendum
 - FY15 Online Services Advisor Web-Direct Incentives FAQ
- Specific requirements to attain Silver or Gold level MPN Competency: <https://mspartner.microsoft.com>

* Sell Incentive for Microsoft Dynamics CRM Online products is 26%, Manage Incentive is 4% and there is no Accelerator



Microsoft Partner Incentives

Online Services Advisor Deploy | Summary

October 1, 2014 – September 30, 2015

Overview

Microsoft Online Services Advisor Deploy Incentive rewards Partners for deploying Office 365, Windows Intune, Enterprise Mobility Suite (EMS) and Microsoft Dynamics CRM Online products and managing relationships with these customers.

Partner Eligibility

- Current Microsoft Partner Network Agreement AND signed Microsoft Online Services Partner Agreement (MOSPA)
- Accelerator Incentive eligibility – per below AND deployed 70% of seats within 6 months from partner association:
 - *O365 seats*: Silver or Gold MPN Competency in Cloud Productivity
 - *Intune seats*: Gold MPN Competency in Devices & Deployment
 - *Enterprise Mobility Suite (EMS) seats*: Gold MPN Competency in Devices & Deployment or Cloud Productivity

Revenue Eligibility

- **Deploy & Accelerator Incentive**: Eligible revenue is the first twelve months value of each seat deployed as determined by the Rate Card*
- **Manage Incentive**: Eligible revenue is the monthly value of the seat sold.

Earning Requirements

Incentive	Earning Requirements
Deploy	<ul style="list-style-type: none"> ▪ <i>O365</i>: Assign license to customer user. ▪ <i>Intune</i>: Deploy Windows Intune agent on PC; Assign license to User and have at least one mobile device associated with licensed User. ▪ <i>EMS</i>: Comprised of three products: <ul style="list-style-type: none"> ▪ <i>Windows Intune</i>: Please see deployment definition above. ▪ <i>Azure Active Directory Premium</i>: Assign license to customer user. ▪ <i>Azure RMS</i>: A customer will be considered to have deployed a license if it has been assigned to a customer user. ▪ <i>Microsoft Dynamics CRM Online</i>: Sell products ▪ Be designated as Partner of Record (POR).
Manage	<ul style="list-style-type: none"> ▪ Manage customer relationship on Microsoft Online Services. ▪ Provide advice on customer questions regarding Microsoft Online Services. ▪ Offer Professional Services.

Payout

Payment will be disbursed to the Partner along the following schedule:

Type	How Often	Expect payment within
Deploy	One-time at deployment	
Manage	Monthly	45 days after calculated
Accelerator	One-time at attainment	

Resources

- The following documents will be posted here: <https://mspartner.microsoft.com/en/us/Pages/Membership/Premium/partner-incentives.aspx>
 - FY15 Online Services Advisor Deploy Incentives Guide
 - FY15 Online Services Advisor Deploy Incentives Rate Card
 - FY15 Online Services Advisor Deploy Incentives Implementation Guide – *will be available October 1, 2014*
 - FY15 Online Services Advisor Deploy Incentives FAQ
- Specific requirements to attain Silver or Gold level MPN Competency: <https://mspartner.microsoft.com>

*Deploy Incentive for Microsoft Dynamics CRM Online products is determined by the Invoice price



Microsoft Partner Incentives

Channel Developer | Summary

October 1, 2014 – September 30, 2015

Overview

Channel Developer Incentive rewards Channel Developer Partners for recruiting and enabling Microsoft Online Services Advisor Partners to sell and build a sustainable cloud business on Microsoft Online Services.

Partner Eligibility

- Silver or Gold MPN Competency in Distributor

Revenue Eligibility

Channel Developer Partners can earn incentives on eligible revenue of Office 365 and Windows Intune subscriptions sold by the Advisor Partner associated to the Channel Developer Partner.

Earning Requirements

Earning Requirements	Details
Partner Association	Channel Developer and Advisor Partners' association must be in place before the subscription start date.
Partner of Record (POR)	The Advisor Partner must be a valid POR on the eligible subscription and also must be associated to the Channel Developer Partner in order for the Channel Developer Partner to earn incentives.

Payout

Payment will be disbursed to the Partner along the following schedule:

Earnings Period	Snapshot Date	Disbursement Date
October 1, 2014 – December 31, 2015	December 25, 2014	January 31, 2015
January 1, 2015 – March 31, 2015	March 25, 2015	April 30, 2015
April 1, 2015 – June 30, 2015	June 25, 2015	July 31, 2015
July 1, 2015 – September 30, 2015	September 25, 2015	October 31, 2015

Resources

- The following documents will be posted here:
<https://mspartner.microsoft.com/en/us/Pages/Membership/Premium/partner-incentives.aspx>
 - FY15 Online Services Advisor Web-Direct Incentives Eligible Revenue Product List
 - FY15 Channel Developer Incentives Guide
 - FY15 Channel Developer Incentives Implementation Guide– *will be available October 1, 2014*
 - FY15 Channel Developer Incentives FAQ
- Specific requirements to attain Silver or Gold level MPN Competency:
<https://mspartner.microsoft.com>



Microsoft Partner Incentives

Azure | Summary

October 1, 2014 – September 30, 2015

Overview

Microsoft Azure Incentive rewards Partners for driving consumption of Microsoft Azure Services on Microsoft Customer subscriptions on the Microsoft Online Services Agreement (MOSA) and Enterprise Agreements (EA) only.

Partner Eligibility

Partner must be an Azure Circle partner and must have at least one valid Azure incentive opportunity, entered through PSX, between July 1, 2012 and September 29, 2014.

Revenue Eligibility

Eligible Microsoft Azure Services are only billable services that result in Microsoft revenue. Microsoft Azure Services that are trial offers or free services are not eligible for Microsoft Azure Incentives. Microsoft Azure Services that are not metered, such as the Enterprise Mobility Suite (EMS), are not eligible.

Earning Requirements

Earning Requirements	Details
On-board to Partner Sales Exchange (PSX) tool	Partner enters an opportunity with the Customer Details and the Customer's Azure Subscription ID in PSX and once approved by Microsoft, the Partner is associated with the Customer's Microsoft Azure Subscription.
Partner must influence the consumption of Azure	Influencing consumption includes building/migrating an app or enabling Infrastructure as a Service

Payout

Payment will be disbursed to the Partner along the following schedule:

Eligible Consumption Incentive Period	Disbursement by Date
October 1, 2014 – December 31, 2014	January 31, 2015
January 1, 2015 – March 31, 2015	April 30, 2015
April 1, 2015 – June 30, 2015	July 31, 2015
July 1, 2015 – September 30, 2015	October 31, 2015

Resources

- The following documents will be posted here:
<https://mspartner.microsoft.com/en/us/Pages/Membership/Premium/partner-incentives.aspx>
 - FY15 Azure Incentive Guide
 - FY15 Azure Incentive Implementation Guide – *will be available October 1, 2014*
 - FY15 Azure Incentive FAQ



Microsoft Partner Incentives

Hosting | Summary

October 1, 2014 – September 30, 2015

Overview

The Microsoft Hosting Incentive serves to promote deeper market penetration and deployment of the Microsoft platform, and does so through a third-party hosting scenario.

Partner Eligibility

Silver or Gold MPN Competency in one of the following:

- Application Development
- Business Intelligence
- Collaboration and Content
- Communications
- Data Platform
- Hosting
- Management and Virtualization
- Messaging
- Server Platform

Earning Requirements

Incentive	Earning Requirements
Rebate	Drive SPLA revenue and growth. <ul style="list-style-type: none">▪ For Direct SPLA, Hosting partners must have consistent, on time monthly reporting to Microsoft▪ For Indirect SPLA, Microsoft must receive monthly usage reports from the Hosting partner's SPLA Reseller on time
Coop	Perform activities in compliance with the terms and conditions of the incentive contract.
Accelerator	Report end customer enrollment information as part of monthly usage reporting

Revenue Eligibility

Revenue from active SPLA Agreements and HVS (High Volume Services) reported during the incentive period.

Payout

Payment will be disbursed to the Partner along the following schedule:

Incentive	Frequency	Disbursement Schedule
Rebate and Accelerator	Up to two payments annually	45 days following the semester end
Coop	Monthly	2-5 business days after approval deadline

Resources

All of the resources below are available through the Readiness App. If you have any questions, please work with your Microsoft Hosting Channel Executive.

- FY15 Hosting Incentives Guide
- FY15 Hosting Incentives Implementation Guide – *will be available October 1, 2014*
- FY15 Hosting Incentives Coop Guidebook
- FY15 Hosting Incentives Operations Handbook



Microsoft Partner Incentives

SPLA Reseller | Summary

October 1, 2014 – September 30, 2015

Overview

The SPLA Reseller Incentive rewards partners for supporting Hosters and driving the business through Hoster recruitment, onboarding, activation and licensing compliance.

Partner Eligibility

- Maintain status as a LSP or Distributor currently authorized to sell Volume Licensing (VL), or hold a channel agreement with Microsoft and authorization specifying entitlement to sell SPLA SKUs
- Hold an active Microsoft Partner Network (MPN) membership and an active MPN ID for each Reseller location within a Microsoft Subsidiary

Revenue Eligibility

Revenue from active SPLA Agreements from the renewal/agreement start effective date of the agreements.

Earning Requirements

Incentive	Earning Requirements
Rebate	Have consistent on-time SPLA reporting to Microsoft.
Accelerator	Meet a target of New, Revenue Generating non-Named Hoster Partner Recruitment Growth of 5% Quarter on Quarter.

Payout

Payment will be disbursed to the Partner along the following schedule:

Incentive	Frequency
Rebate	Quarterly
Accelerator	Quarterly

Resources

On explore.ms, SPLA Resellers can access the FY15 SPLA Reseller Incentives Implementation Guide starting October 1, 2014. If you have any additional questions, please work with your Partner Sales Executive (PSE).



Microsoft Partner Incentives

Syndication | Summary

October 1, 2014 – September 30, 2015

Overview

The Microsoft Syndication Incentive is designed to serve two primary purposes. First, to offer Syndication Partners a performance-based reward for driving sales of Office 365 and Windows Intune to SMB customers. Second to help Syndication Partners build stronger Office 365 and Windows Intune sales engines.

Partner Eligibility

- MPN membership
- Active Microsoft Online Services Reseller Agreement (MOSRA)

Revenue Eligibility

Rebates and coop will be calculated by multiplying a Syndication Partner's qualifying revenue by the applicable percentage rate. Partners who do not earn the minimum threshold of \$50K in incentive, will be paid the entire amount as rebate. If the threshold is met, then the payment will split into 50:50 rebate:coop.

Earning Requirements

Incentive	Earning Requirements
Rebate	Resell products purchased within the Territory defined in their MOSRA
Coop	Resell products purchased within the Territory defined in their MOSRA

Payout

Payment will be disbursed to the Partner on a semester (six-month) interval.

Type	Incentives Earnings Period	Disbursement Date
Rebate	Semester (six-month)	30 days after the end of the semester interval
Coop	Monthly	By the end of the month for claims approved by 15th of that month, starting in April 2015

Resources

The following documents will be available on the Partner Readiness Application. Eligible partners will receive the link to download the Application after they have been onboarded.

- FY15 Syndication Incentives Guide
- FY15 Syndication Incentives Implementation Guide – *will be available October 1, 2014*
- FY15 Syndication Incentives Partner Coop Guidebook – *will be available October 1, 2014*
- FY15 Syndication Incentives FAQ