

Q3 FY19 CEE Partner Incentives Portfolio

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CSP Indirect Reseller Incentive

Effective
July 1, 2018
through
June 30, 2019

1 Purpose

Reward and support CSP Indirect Resellers for driving the activation and enablement of customers with Microsoft based Online Services.

3 Need to know

- Local accelerators potentially available (per country choice)
- Global accelerators available
- Rebate payment cadence updated to monthly frequency
- Core rate adjusts for H2
- Subscription software licenses now available for CSP on Partner Center

Incentive guide and other resources available on MPN at aka.ms/partnerincentives

See incentive guide and product addendum for definitions and eligibility requirements

2 Eligibility

- Active MPN membership
- Attain a defined MPN competency at Gold or Silver level
- Onboard to the CSP incentive tool

4 Incentive rates

Global Rates	Pays on	FY19 H1	FY19 H2
Core – O365	billed revenue	8%	6%
Core – All other CSP products*	billed revenue	8%	8%
Azure Reserved VM Instances (RIs)	consumption	10%	10%
Software in CSP – Subscription**	billed revenue	Core – 1.25% Strategic – 6%	Core – 1.25% Strategic – 6%

* Such as EMS, Windows Intune, CRM Online, Dynamics Cloud offerings, and Azure

** Core = Windows Server | Strategic = SQL Server

Global Accelerators (incremental earning opportunity)	Pays on	FY19
CSP Customer Adds (new for FY19)	billed revenue	2%
Global PSTN Calling and Conferencing	billed revenue	20%
Global Strategic Product Accelerator	billed revenue	2%

Local NON-EU EFTA Accelerator (incremental earning opportunity)	Pays on	FY19 H2
Azure	billed revenue	5%

Incentive eligibility – MPN competencies

To participate in the indirect reseller partner incentive, a partner must attain one of the named MPN competencies below at the v-org level and must meet the following criteria:

- Silver or Gold level competency attainment
- Competency status must be Active Earned, Active Pre-Approved, Active Non-Compliant or Active Inherited

Competency	Level
Cloud Business Applications*	Silver or Gold
Cloud Customer Relationship Management	Silver or Gold
Cloud Platform	Silver or Gold
Cloud Productivity	Silver or Gold
Data Analytics	Silver or Gold
Data Platform	Silver or Gold
Enterprise Mobility Management	Silver or Gold
Enterprise Resource Planning (new starting October 1 st , 2018)	Silver or Gold
ISV*	Silver or Gold
Small and Midmarket Cloud Solutions	Silver or Gold
Windows and Devices	Silver or Gold

* new for FY19

COM1715 CEE FY19H2 Office 365 Adoption Campaign - CSP Indirect Resellers and CSP Direct Partners

Terms &
Conditions

Earn up to \$56

per Office 365 or EMS sold and
assigned seat

O365 Business - \$13

O365 Business Premium - \$20

O365 E3 - \$32

O365 E5 - \$56

EMS E3 - \$15

EMS E5 - \$22

**Grow your business by
selling and assigning
Office 365 or EMS to New
Customers via CSP!**

Duration: 01 February 2019 – 30 June 2019



L Launch

E End

P Payment

Geography: Central Eastern Europe (without Russia).

Customer segment: All Customer segments.

Eligible Partners: CSP Direct Partners and CSP Indirect Resellers already onboarded into global CSP Direct Partners and CSP Indirect Resellers incentive programs.

Sales Criteria: Partners will receive rebates for sales to net new CSP Customers provided the sold products are assigned within the campaign period.

Net new CSP Customers are net new "tenants" who have not transacted CSP licenses prior to February 1, 2019. A "tenant" is a dedicated instance of a cloud service that an organization receives and owns when it signs up for a Microsoft cloud service such as Office 365. Each tenant is distinct and separate from other tenants.

Assigned units: the ordered quantity that has been assigned to a tenant. Assignment takes place when a license is assigned to a unique user. Assigned does not mean that the end user has started to use the subscription, only that the unit is allocated to a machine/end-user.

Thresholds: Minimum payout \$200 and maximum payout \$20 000 per Partner.

COM1717 CEE FY19H2 Azure Revenue Growth Campaign - CSP Indirect Resellers and CSP Direct Partners

Terms &
Conditions

Get up to 30% back
for selling Microsoft Azure

Provided sales criteria are met, Partners receive 30% rebate of eligible MoM incremental revenue billed to Company by Microsoft from Azure services.

On revenue generated from Azure Reserved Instances prepurchased, Partners will receive 10% rebate from the MoM growth billed revenue.

**Grow your business by
selling Microsoft Azure via
CSP!**

Duration: 01 February 2019 – 30 June 2019



L Launch
E End
P Payment

Geography: Central Eastern Europe (without Russia).

Customer segment: All Customer segments.

Eligible Partners: CSP Indirect Providers already onboarded into global CSP Indirect Provider incentive program.

Sales Criteria: Month over Month (MoM) revenue growth is the difference between Company's revenue invoiced in a current month and Company's revenue invoiced on the billing date in the previous month. If the difference is zero or negative, the rebate will be 0 (zero) for that month.

Minimum MoM revenue growth must be 10% during the campaign period and it will be counted separately for Azure services and Azure Reserved Instances.

Thresholds: Minimum payout \$200 and maximum payout \$20 000 per Partner.

In case of any questions regarding CSP incentives, please contact: ociemea@microsoft.com

COM1718 CEE FY19H2 Azure Customer Adds Campaign – CSP Indirect Resellers and CSP Direct Partners

Terms & Conditions

Earn \$1500
per eligible Azure Customer Add

Grow your business by adding new Microsoft Azure Customers via CSP!



Duration: 01 February 2019 – 30 June 2019

L ————— E ————— P →

Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
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L Launch
E End
P Payment

Geography: Central Eastern Europe (without Russia).

Customer segment: All Customer segments.

Eligible Partners: CSP Direct Partners and CSP Indirect Resellers already onboarded into global CSP Direct Partners and CSP Indirect Resellers incentive programs.

Sales Criteria: Azure Customer Add is one who reaches more than \$1000 Azure consumed revenue in average trailing three months within the period between February 1, 2019 to June 30, 2019 and must not have revenue above \$300 in CSP in any of the months in the past 6 months period before the campaign start date (August 1, 2018 – January 31, 2019).

Incentive award: Partner earns \$1500 per eligible Azure Customer Add.

Thresholds: Minimum payout \$1 500 and maximum payout \$15 000 per Partner.

COM1716 CEE FY19H2 Dynamics 365 Campaign - CSP Indirect Resellers and CSP Direct Partners

Terms &
Conditions

Get even 50% back for selling Dynamics 365

Eligible products: D365 Customer Engagement Plan, D365 Unified Operations Plan, D365 for Team Members, D365 Plan, D365 Business Central, all D365 Cloud applications such as: for Sales, Customer Service, Field Service, Project Service Automation, Operations, Retail, Talent, Sales Professional, Customer Service Professional, Talent.

Get 25% or 50% per Tier described.

Tier 1: \$6 000- \$100 000 billed revenue in the campaign period → 25% rebate.

Tier 2: \$100 000 plus billed revenue in the campaign period → 50% rebate.

Grow your business by selling Dynamics 365 via CSP!

Duration: 01 February 2019 – 30 June 2019



- L Launch
- E End
- P Payment

Geography: Central Eastern Europe (without Russia).

Customer segment: All Customer segments.

Eligible Partners: CSP Direct Partners and CSP Indirect Resellers already onboarded into global CSP Direct Partners and CSP Indirect Resellers incentive programs.

Sales Criteria: Any net new Customers who have not previously purchased Dynamics 365 (D365) via CSP prior to the start of the campaign and/or existing Customers adding new Dynamic 365 applications not previously ordered via CSP before February 1, 2019.

Threshold for net new Customers: minimum \$6000 Dynamics 365 revenue per eligible tenant billed during the campaign period.

Threshold for existing Customers: minimum \$6000 Dynamics 365 revenue per newly ordered eligible Dynamics 365 applications per tenant billed during the campaign period.

Tresholds: Minimum payout \$1 500 and maximum payout \$100 000 per Partner.

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Благодарю за внимание!

<https://elcorecloud.com/>

