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

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

How to use the Microsoft Commerce Incentives policy guide

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

Navigates back one page

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

Navigates forward one page

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

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

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

Introduction
Redirects to guide introduction

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

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

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

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

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

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

Support & Resources
Redirects to additional information and support guidance

Looking for incentives exclusive to CSP authorized partners?
⌄

Click here!

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

Incentives Included

Activity and advisory based incentives:
- Azure Migrate & Modernize and Azure Innovate
- Copilot Accelerate
- Security engagements
- Business Applications Partner Activities
- Biz Apps Presales Advisor

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

Usage-based incentives:
- Security usage

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

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

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

Summary of policy guide changes – effective 3/1/2025

Change Type	Change Description	Section	Page Number
Updated engagements	• Updated the partner eligibility requirements for Azure Migrate & Modernize engagements for SMB track partners	Azure Migrate and Modernize	66, 68
Updated engagements	• Updated the partner eligibility requirements for Azure Innovate engagements for SMB track partners	Azure Innovate	81, 84
Claim limit reached	• Noted that the D365 Vision & Value Optimization engagement has reached the claim limit for FY25	Business Applications	158
Claim limit reached	• Noted that the Copilot Vision & Value engagement has reached the claim limit for FY25	Copilot Accelerate	18
Updated engagements	• Updated the activity requirements for Copilot Accelerate engagements	Copilot Accelerate	20, 21, 23, 24
Added links to more information	• Added links to the CPOR guide in the Biz Apps Presales Advisor engagement	Biz Apps Presales Advisor	128, 132

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

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

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, 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 Information 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 March 1, 2025, replaces and supersedes all prior incentive guides and any related communications.

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

For full terms and conditions applicable to incentives contained in this guide, view the Terms and Conditions section at the end of this document

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

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

Microsoft incentives and investments

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

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

Stage 1 — Listen and Consult

Stage 2 — Inspire and Design

Stage 3 — Empower and Achieve

Stage 4 — Realize Value

Stage 5 — Manage and Optimize

Our incentives and investments journey

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

2019-2020	2021-Feb 2022	2022	February 2023	October 2023	Future
Launch of Microsoft Commerce Incentives (MCI) to provide a single destination for partners providing Azure managed and value-add services to our customers for both New Commerce CSP, Microsoft Customer Agreement-Enterprise purchasing motions	Released new incentive and investment offers within Microsoft Commerce Incentives supported with an enhanced Partner Center experience providing partners with a single destination to manage their engagement opportunities and incentives	Continued release of new and refreshed earning opportunities in MCI: • Activity-based incentives • Global incentives renewal (Oct 2022)	Launch of new CPOR claiming experience in MCI for Business Applications and Modern Work & Security Usage earning opportunities	Migration of Modern Work & Security Usage, Biz Apps Presales Advisor Engagements, and Partner activities into MCI	Additional enhancement, expansion, and migration of new and existing incentive opportunities into MCI

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

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

Three purchasing motions through a connected platform

New Commerce CSP

Small corporate and SMB customers

Typical customer traits:

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

How they usually buy:

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

Microsoft Customer Agreement-Enterprise

Enterprise and large corporate customers

Typical customer traits:

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

How they usually buy:

From a Microsoft account team

Buy online

Individual and ad-hoc departmental customers

Typical customer traits:

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

How they usually buy:

Online

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

For more information: Visit our customer purchasing motions overview blog post

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

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

Enrollment in Microsoft Commerce Incentives

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

For more information on enrolling, visit the [Microsoft partner website](#)

Visit our helpful [Getting Started](#) webpage for more information on available incentives resources

Microsoft Commerce Incentives

Engagement
Azure CSP motion incentive

> **Lever**
> Azure core incentives

> **Lever**
> Azure reservation incentives

Engagement
M365 new commerce CSP – Indirect reseller

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

Engagement
Modern Work – Teams Phone Pilot

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

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

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

Levers are the specific earning mechanisms inside the engagement

Some engagements only have a single lever/payout mechanism

Incentive Opportunities by Solution Area

| Modern Work Activities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – 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.

Engagements	New Commerce CSP* Small corporate and SMB customers					Microsoft Customer Agreement-Enterprise Enterprise and large corporate customers					Buy Online Individual and ad-hoc departmental customers				
	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			◆												
Copilot Vision & Value		◆					◆					◆			
Copilot Studio Vision & Value		◆					◆					◆			
Copilot Proof of Value – Medium			◆					◆						◆	
Copilot Proof of Value (Small)			◆					◆						◆	
Copilot Role-Based Deployment & Adoption Accelerator			◆					◆						◆	
Copilot Deployment & Adoption Accelerator (XL)				◆					◆					◆	
Copilot Deployment & Adoption Accelerator (L)				◆					◆					◆	
CSP Deployment & Adoption Accelerator for ME3/5				◆					◆					◆	
Secure Productivity Proof of Value	◆					◆								◆	
Teams Phone Proof of Value			◆	◆				◆	◆					◆	◆

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

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

Activity-Based Opportunities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | 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.

Engagements	New Commerce CSP* — Small corporate and SMB customers					Microsoft Customer Agreement-Enterprise — Enterprise and large corporate customers					Buy Online — Individual and ad-hoc departmental customers				
	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			◆												
Data Security		◆					◆					◆			
Threat Protection		◆					◆					◆			
Microsoft Sentinel Migrate and Modernize				◆					◆					◆	
Security Usage incentive					◆					◆					◆

*Legacy CSP engagements do not apply to offers included in new commerce CSP, therefore legacy CSP offers without a new commerce equivalent and/or migration path will remain eligible for legacy CSP incentives until the offer is retired or available in new commerce.
**Claiming - July 1, 2022 – June 30, 2023. POE submission may continue to be completed based on established MCI timelines through October 15, 2023. Reclaiming or reopening claims after June 30, 2023 is not possible.
For additional information on partner earning opportunities across Microsoft's partner incentives portfolio, view the Modern Work solution area narrative on the Microsoft partner website

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting 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.

Engagements	New Commerce CSP* — Small corporate and SMB customers					Microsoft Customer Agreement-Enterprise — Enterprise and large corporate customers					Buy Online — Individual and ad-hoc departmental customers				
	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize
Azure CSP motion incentive				◆											
Hosting incentive		◆						◆							
AMM Partner-led: Solution Assessment for Rapid Migration		◆					◆					◆			
AMM Partner-led: SAP Migration Assessment		◆					◆					◆			
AMM Partner-led: SAP Migration Assessment L		◆					◆					◆			
AMM Partner-led: Infrastructure and Database Migration				◆					◆					◆	
AMM Partner-led: Infrastructure and Database Migration (SMB)				◆					◆					◆	
AMM Partner-led: Infrastructure and Database Migration with Microsoft Defender for Cloud				◆					◆					◆	
AMM Partner-led: Infrastructure and Database Migration with Microsoft Defender for Cloud (SMB)				◆					◆					◆	
AMM Partner-led: Migrating to Azure VMware Solution				◆					◆					◆	
AMM Partner-led: Virtual Desktop Infrastructure				◆					◆					◆	
AMM Partner-led: SAP Migration				◆					◆					◆	
AMM Partner-led: Migration to SAP RISE in Azure				◆					◆					◆	
Azure Innovate Partner-led: Analytics Proof of Value		◆					◆							◆	
Azure Innovate Partner-led: Analytics Deployment				◆					◆					◆	
Azure Innovate Partner-led: Analytics Deployment (SMB)				◆					◆					◆	
Azure Innovate Partner-led: Build & Modernize AI Apps Proof of Value		◆					◆							◆	
Azure Innovate Partner-led: Build & Modernize AI Apps Deployment				◆					◆					◆	
Azure Innovate Partner-led: Build & Modernize AI Apps Deployment (SMB)				◆					◆					◆	
Azure Innovate Partner-led: Accelerate Developer Productivity Proof of Value		◆					◆							◆	
Azure Innovate Partner-led: Accelerate Developer Productivity Deployment				◆					◆					◆	
Azure Innovate Partner-Led: Build & Modernize AI Apps Proof of Value with AI Envisioning Support for ISVs		◆					◆							◆	
Azure Innovate Partner-led: Azure AI Platform Proof of Value		◆					◆							◆	
Azure Innovate Partner-Led: Azure AI Platform Deployment				◆					◆					◆	
ISV Success Advanced: Customer Migration & Modernization				◆					◆					◆	
ISV Success Advanced: Build & Modernize AI Apps Proof of Value		◆		◆			◆		◆					◆	
ISV Success Advanced: Build & Modernize AI Apps Proof of Value L		◆					◆							◆	
ISV Success Advanced: Build & Modernize AI Apps Proof of Value XL		◆		◆			◆		◆					◆	
ISV Success Advanced: Build & Modernize AI Apps Publish				◆					◆					◆	
ISV Success Advanced: Azure AI Platform Proof of Value		◆					◆							◆	
ISV Success Advanced: Azure AI Platform Proof of Value L		◆					◆							◆	
ISV Success Advanced: Azure AI Platform Proof of Value XL		◆					◆							◆	
ISV Success Advanced: Azure AI Platform Model Publish		◆							◆					◆	
ISV Success Advanced: Analytics Proof of Value		◆					◆							◆	
ISV Success Advanced: Analytics Proof of Value L		◆					◆							◆	
ISV Success Advanced: Analytics Proof of Value XL		◆		◆			◆		◆					◆	◆
ISV Success Advanced: Analytics Publish				◆					◆					◆	

| Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales |

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* — Small corporate and SMB customers					Microsoft Customer Agreement-Enterprise — Enterprise and large corporate customers					Buy Online — Individual and ad-hoc departmental customers				
Engagements	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize
Biz Apps Presales Advisor incentives (prev. OSA)						◆	◆	◆							
Dynamics 365 new commerce CSP incentive – CSP Indirect Reseller			◆												
Dynamics 365 legacy CSP incentive – CSP Indirect Reseller*			◆												
Dynamics 365 customer add new commerce CSP incentive – CSP Indirect Reseller			◆												
Dynamics 365 new commerce CSP incentive – CSP Direct Bill			◆												
Dynamics 365 legacy CSP incentive – CSP Direct Bill*			◆												
Dynamics 365 customer add new commerce CSP incentive – CSP Direct Bill			◆												
Funded Engagements Pre-sales Variable Payout — ERP Vision & Value		◆					◆								
CRM Vision & Value		◆					◆								
Low Code Vision & Value		◆	◆				◆	◆							
Low Code Governance Strategy		◆	◆				◆	◆							
ERP Tailored Demo		◆	◆				◆								
CRM Tailored Demo		◆	◆				◆								
Funded Engagements Pre-sales Fixed Fee — Business Central Migration Assessment		◆	◆				◆	◆							
Business Central Needs Assessment		◆	◆				◆	◆							
Low Code Needs Assessment		◆	◆				◆	◆							
Funded Engagements Post-sales — Low Code Deployment Accelerator				◆					◆						
Business Central Deployment Accelerator				◆					◆						
D365 Performance Optimization				◆					◆						
D365 Solution Optimization					◆					◆					
D365 Vision & Value Optimization				◆					◆						

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

| Modern Work | Security | Azure | Business Applications | 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.

Engagements	New Commerce CSP*				
	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 | Terms and Conditions | Support and Resources | >

| Modern Work | Security | Azure | Business Applications | 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.

Summary of MCI Engagements[1]

Activity-based

- Copilot Vision & Value
- Copilot Studio Vision & Value
- Copilot Proof of Value – Medium
- Copilot Proof of Value (Small)
- Copilot Role-Based Deployment & Adoption Accelerator
- Copilot Deployment & Adoption Accelerator (XL)
- Copilot Deployment & Adoption Accelerator (L)
- CSP Deployment & Adoption Accelerator for ME3/5
- Secure Productivity Proof of Value
- Teams Phone Proof of Value

- Data Security
- Threat Protection Engagement
- Microsoft Sentinel Migration and Modernization
- Business Applications Partner Activities: Pre-Sales Variable Payout
- Business Applications Partner Activities: Pre-Sales Fixed Fee
- Business Applications Partner Activities: Post-Sales
- Azure Migrate and Modernize:
  - AMM Solution Assessment for Rapid Migration
  - AMM SAP Migration Assessment
  - AMM Infrastructure and Database Migration
  - AMM Infrastructure and Database Migration (SMB)
  - AMM Infrastructure and Database Migration with Microsoft Defender for Cloud
  - AMM Infrastructure and Database Migration with Microsoft Defender for Cloud (SMB)
  - AMM Migrating to Azure VMware Solution
  - AMM Virtual Desktop Infrastructure
  - AMM SAP Migration
  - AMM Migration to SAP RISE in Azure

- Azure Innovate Partner-led:
  - Analytics Proof of Value
  - Analytics Deployment
  - Analytics Deployment (SMB)
  - Build & Modernize AI Apps Proof of Value
  - Build & Modernize AI Apps Deployment
  - Build & Modernize AI Apps Deployment (SMB)
  - Accelerate Developer Productivity Proof of Value
  - Accelerate Developer Productivity Deployment
  - Build & Modernize AI Apps Proof of Value with AI Envisioning Support for ISVs
  - Azure AI Platform Proof of Value

- ISV Success Advanced:
  - Customer Migration & Modernization
  - Build & Modernize AI Apps Proof of Value
  - Build & Modernize AI Apps Proof of Value L
  - Build & Modernize AI Apps Proof of Value XL
  - Build & Modernize AI Apps Publish
  - Azure AI Platform Proof of Value
  - Azure AI Platform Proof of Value L
  - Azure AI Platform Proof of Value XL
  - Azure AI Platform Model Publish
  - Analytics Proof of Value
  - Analytics Proof of Value L
  - Analytics Proof of Value XL
  - Analytics Publish

Transaction-based

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

Usage-based

- Security Usage incentive

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

| Modern Work Activities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill |

MCI Partner Activities – Partner-Initiated Claims process

Stages >	Stage 01	**Claim Customer** >	Stage 02	**Customer Consent** >	Stage 03	**Execution & POE Submission** >	Stage 04	**POE Validation** >	Stage 05	**Payment** >

Activity	**Customer eligibility is predetermined by MCI, Partners can search for a range of eligible customers for specified engagements.** **Partner** creates MCI claim for eligible customers. Partner selects/adds new customer and eligible engagement, clicks "**Add Customer**"*	**Partner** requests customer consent for engagement. **Customer** consents to engagement. Claims without customer consent automatically expire.	**Partner** completes engagement per specified requirements, submits POE for approval. Claims without POE approval automatically expire.	**Microsoft** approves or declines submitted POE. **Partner** may append or update POE based on MCI Operations Team guidance. Claims without approved POE automatically expire.	**Microsoft** processes payment for claims with approved POE.

		Timeline			
		30 days max from MCI claim date	90 days max from customer consent date	30 days max from claim submission date	45 days max from claim approval month end

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

| Modern Work Activities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill |

MCI Partner Activities Incentive – Microsoft-Initiated Claims process

Stages	Stage 00	Microsoft Customer Identification >	Stage 01	Claim Customer >	Stage 02	Customer Consent >	Stage 03	Execution & POE Submission >	Stage 04	POE Validation >	Stage 05	Payment >

Activity	**Customer eligibility is determined by Microsoft. Partners may only claim customers specified upon notification email from Microsoft.** **Microsoft** initiates customer opportunity*, secures customer intent and submits partner contact details as part of request. **Partner** receives email from Microsoft with customer details, partner takes next steps to create MCI claim.	**Microsoft** updates MCI eligibility to reflect customer eligibility for specified engagement. **Partner** creates MCI claim for specified customer using partner and customer details in the provided email.	**Partner** requests customer consent for engagement. **Customer** consents to engagement. Claims without customer consent automatically expire.	**Partner** completes engagement per specified requirements, submits POE for approval. Claims without POE approval automatically expire.	**Microsoft** approves or declines submitted POE. **Partner** may append or update POE based on MCI Operations Team guidance. Claims without approved POE automatically expire.	**Microsoft** processes payment for claims with approved POE.

		Timeline				
		30 days max from MCI claim date	90 days max from customer consent date	30 days max from claim submission date	45 days max from claim approval month end

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

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

Modern Work Activities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill

MCI Partner Activities: Proof of Execution of Requirements

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

Customer Survey (triggered by Partner, completed by Customer)

Partner Survey (completed by Partner)

Proof of execution (uploaded by Partner)

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

Modern Work Activities	Cloud Solution Provider – Indirect Reseller	Cloud Solution Provider – Direct Bill

Modern Work – Copilot Vision & Value

This engagement has reached FY25 claim limits and is no longer accepting new claims.

ENGAGEMENT SUMMARY

This Copilot Vision & Value engagement will facilitate business value conversations by function, providing a blueprint and a way to determine the positive impact to the business in terms of increased revenue, reduced costs and improved employee wellbeing. Through this customer engagement you will frame the value of AI, identify high value AI-transformation scenarios, build a business case, and develop a roadmap outlining the steps your customer needs to take to implement these scenarios with Microsoft Copilot. This engagement is designed for customers that have 300 + Microsoft 365 users and covers Microsoft 365 Copilot, Copilot for Sales/Service/Finance, Copilot Studio, and Microsoft Viva.

ENGAGEMENT TERM

July 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Partners with a Modern Work or Business Applications specialization; and validated Copilot practice and offer

Measure and Reward

Activity Payment: Market A = $7,500, Market B = $5,000, and Market C = $3,500 *(Refer to below slide '[FY25 Modern Work Details](#)' for details)*

Customer Qualification

- 300 + purchased Office 365 E3/E5/A3/A5 and/or Microsoft 365 E3/E5/A3/A5 users, AND
- 50% or greater Azure Active Directory Plan 1 Monthly Active Usage (MAU), AND
- 50% or greater Exchange Online Monthly Active Usage (MAU), AND
- 50% or greater SharePoint Online Monthly Active Usage (MAU), AND
- 50% or greater Teams Monthly Active Usage (MAU), AND
- 50% or greater Microsoft 365 Apps Monthly Active Devices (MAD)

Customers who have received the "Copilot for Microsoft 365 Workshop" are not eligible for this engagement

Activity Requirements

- Complete an assessment to measure technical readiness and determine steps needed to prepare your customer for their AI transformation with Microsoft Copilot.
- Deliver Art of the Possible sessions for customers to envision how they can build an AI-Powered Organization, powered by Microsoft Copilot, focusing on industry and functional business value.
- Deliver immersive experience demos showcasing how Microsoft 365 Copilot helps address top functional scenarios
- Prioritize your customer's high-value scenarios and use cases for adoption
- Build the business case for implementing Microsoft Copilot in terms of increased revenue, reduced costs, and improved employee wellbeing.
- Develop a roadmap to address gaps found in the optimization assessment and implement the high value use cases.
- Outline next steps and actions to help your customer become ready for and to implement their high-value scenarios with Microsoft Copilot.

Partner role in MCI
Partner Activities

Earning Type
Fee

Modern Work Activities	Cloud Solution Provider – Indirect Reseller	Cloud Solution Provider – Direct Bill

Modern Work – Copilot Studio Vision & Value

ENGAGEMENT SUMMARY

Microsoft Copilot Studio unlocks value for organizations to customize Microsoft 365 Copilot or build their own agent experiences. The Copilot Studio Vision & Value is a partner-led engagement run as one-day activity designed to develop priority scenarios, define the associated value opportunity enabled through agents, and build agents with the customer to showcase value and use cases. Facilitators will introduce Copilot extensibility and Copilot Studio, showcase scenarios related to customer's business needs and define the potential KPIs and success metrics of the solution. The activity's objective is establishing priority scenarios, building agents and developing the plan to deploy the solution.

ENGAGEMENT TERM

July 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Partner must meet the following requirements:
- Partners with the Low Code Application Development Specialization OR
- Partners with the Intelligent Automation Specialization OR
- Modern Work or Business Applications specialization; and validated Copilot practice and offer

Measure and Reward

Activity Payment: Market A = $5,000, Market B = $3,500, and Market C = $2,500 *(Refer to below slide 'FY25 Modern Work Details' for details)*

Customer Qualification

- 1K+ purchased Office 365 E3/E5/A3/A5 and/or Microsoft 365 E3/E5/A3/A5 365 users OR
- 2K+ Frontline Worker F1/F3/F5 users

AND

- Microsoft Opportunity Requirements:
  - $20K+ Copilot Studio Oppty OR
  - $250K+ USD Copilot for M365 Oppty OR
  - $250K+ USD FLW Oppty

Activity Requirements

- Complete an assessment to verify the customer's current Copilot, AI and Low Code readiness
- Conduct an envisioning session to introduce agents, explore scenarios and use cases aligned to customer's business and showcase and demonstrate capabilities including building agents for the customer
- Identify the personas and high value use cases that can benefit from agents
- Build a plan to address gaps found in the readiness assessment and implement the high value use cases

Partner role in MCI
Partner Activities

Earning Type
Fee

Modern Work Activities	Cloud Solution Provider – Indirect Reseller	Cloud Solution Provider – Direct Bill

Modern Work – Copilot Proof of Value – Medium

ENGAGEMENT SUMMARY

The Copilot Proof of Value - Medium engagement is designed to assist customers with evaluation of the benefits of Microsoft 365 Copilot. In this engagement, partners will conduct an Executive Immersion Experience, build Copilot agents to enhance business processes, and implement Copilot Analytics to measure Copilot's impact. The engagement focuses on proven scenarios to enable customers to see and understand the value quickly, so they have the confidence to invest in buying and adopting Microsoft Copilot. This engagement is designed for customers that have 1,000 or more Microsoft 365 users. Partners should position this investment to eligible customers during the sales process to help accelerate the purchase decision and license expansion.

ENGAGEMENT TERM

December 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Partners with a Modern Work or Business Applications specialization; and validated Copilot practice and offer

Measure and Reward

Activity Payment: Market A = $20,000, Market B = $15,000, and Market C = $10,000 *(Refer to below slide ''FY25 Modern Work Details' for details)*

Customer Qualification

- 100 - 1,000 purchased Microsoft Copilot licenses; AND
- 1,000+ purchased Office 365 E3/E5/A3/A5 and/or Microsoft 365 E3/E5/A3/A5 users

Activity Requirements

Partners must deliver eligible services equal to or greater than the value of the funding for the engagement and must include completion of the following mandatory activities:

- Identify priority business functions, adoption champions, and user cohorts
- Determine at least two high-value scenarios (the first scenario must be one out of the 5 provided scenarios - HR, IT, Customer Service, Sales and Marketing)
- Deliver Executive Immersion Experience
- Build agents and configure high-value scenarios
- Enable champions and users with two high-value scenarios and agents
- Implement Copilot Analytics: configure Copilot Dashboard, discuss and setup Copilot Business Impact, Adoption and Impact reports
- Analyze adoption trends and measure Copilot business impact
- Deliver IT and executive completion readouts

Partner role in MCI
Partner Activities

Earning Type
Fee

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

Modern Work Activities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill

Modern Work – Copilot Proof of Value (Small)

ENGAGEMENT SUMMARY

The Copilot Proof of Value (Small) engagement is designed to assist customers with evaluation of the benefits of Microsoft 365 Copilot. In this engagement, partners will conduct an Executive Immersion Experience, demonstrate agents, and implement Copilot Dashboard. The engagement focuses on proven scenarios to enable customers to see and understand the value quickly, so they have the confidence to invest in buying and adopting Microsoft Copilot. This engagement is designed for customers that have 300 or more Microsoft 365 users. Partners should position this investment to eligible customers during the sales process to help accelerate the purchase decision and license expansion.

ENGAGEMENT TERM

July 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Partners with a Modern Work or Business Applications specialization; and validated Copilot practice and offer

Measure and Reward

Activity Payment: Market A = $15,000, Market B = $11,500, and Market C = $7,500 *(Refer to below slide ''FY25 Modern Work Details' for details)*

Customer Qualification

- 100 - 1,000 purchased Microsoft Copilot licenses; AND
- 300 - 999 purchased Office 365 E3/E5/A3/A5 and/or Microsoft 365 E3/E5/A3/A5 users

Activity Requirements

Partners must deliver eligible services equal to or greater than the value of the funding for the engagement and must include completion of the following mandatory activities:
- Identify priority business functions, adoption champions, and user cohorts
- Determine at least one high-value scenario out of the 5 provided scenarios (HR, IT, Customer Service, Sales and Marketing)
- Deliver Executive Immersion Experience
- Build agents and configure a high-value scenario
- Enable champions and users with one high-value scenario and agents
- Implement Copilot Analytics: configure Copilot Dashboard, discuss and setup Copilot Business Impact, Adoption and Impact reports
- Analyze adoption trends and measure Copilot business impact
- Deliver IT and executive completion readouts

Partner role in MCI	Earning Type
Partner Activities	Fee

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

| Modern Work Activities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill |

Modern Work – Copilot Role-Based Deployment & Adoption Accelerator

ENGAGEMENT SUMMARY

This engagement is designed to assist customers with deploying and driving adoption of Microsoft Role-based Extension. You can deliver services related to the eligible deployment and adoption activities to meet your customer's needs and be paid up to the approved value of the engagements. The funding provided by Microsoft is intended to be a co-investment to help customers to achieve success with Microsoft Role-based Copilot, and it is not expected to cover the cost of all deployment and adoption work required. This engagement is designed for customers that have 1,000 or more Microsoft 365 users, have 100+ purchased licenses of Copilot for Sales, Service, or Finance and are looking to accelerate adoption of Copilot for Sales, Service, and/or Finance.

ENGAGEMENT TERM

July 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Partners with a Modern Work or Business Applications specialization; and validated Copilot practice and offer

Measure and Reward

Activity Payment: Market A = $25,000, Market B = $20,000, and Market C = $15,000 *(Refer to below slide ''FY25 Modern Work Details' for details)*

Customer Qualification

- 100+ purchased licenses of Copilot for Sales/Service/Finance; AND
- 1,000+ purchased Office 365 E3/E5/A3/A5 and/or Microsoft 365 E3/E5/A3/A5 users

Activity Requirements

Partners must deliver eligible services equal to or greater than the value of the funding for the engagement and must include completion of the following activities:

- Identify business stakeholders, adoption champions, and user cohorts
- Validate scenarios to be evaluated
- Establish success measures
- Deploy training, champion programs, and engagement community on the prioritized role-based scenarios
- Conduct IT enablement sessions as needed to support Copilot for Sales, for Dynamics or Salesforce or Copilot for Services for Dynamics or Salesforce
- Deploy Copilot for Services and/or Copilot for Sales licenses to the prioritized end users
- Implement Copilot Analytics, configure Copilot for Sales Dashboard or Copilot for Services Dashboard and Business Impact Reports
- Analyze adoption trends and measure Copilot impact
- Validate the business case for role-based Copilot based on feedback provided by champions and users
- Deliver IT and executive completion reports

Partner role in MCI	Earning Type
Partner Activities	Fee

| **Modern Work Activities** | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill |

Modern Work – Copilot Deployment & Adoption Accelerator (XL)

ENGAGEMENT SUMMARY

The Copilot Deployment & Adoption Accelerator (XL) engagement is designed to assist customers with deploying and driving adoption of Microsoft Copilot. The engagement is modular. You can deliver services related to the eligible deployment and adoption activities to meet your 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 achieve success with Microsoft Copilot and is not expected to cover the cost of all deployment and adoption work required. This engagement is designed for customers that have purchased 3,000 or more Microsoft Copilot licenses and have 6,000 or more Microsoft 365 users. It supports implementations of Copilot for Microsoft 365, Copilot for Sales/Service/Finance, and Copilot Studio.

ENGAGEMENT TERM

July 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Partners with a Modern Work or Business Applications specialization; and validated Copilot practice and offer

Measure and Reward

Activity Payment: Market A = $75,000, Market B = $55,000, and Market C = $37,500 *(Refer to below slide ''FY25 Modern Work Details'' for details)*

Customer Qualification

- 3,000+ purchased Microsoft Copilot licenses; AND
- 6,000+ purchased Office 365 E3/E5/A3/A5 and/or Microsoft 365 E3/E5/A3/A5 users; AND
- Customer has not previously received a Copilot Adoption Accelerator engagement
- Customer has not previously received a Deployment voucher for Copilot for Microsoft 365
- Customers are eligible for only one Adoption Accelerator engagement.

Activity Requirements

Partners must deliver eligible services equal to or greater than the value of the funding for the engagement and must include completion of the following mandatory activities:

User enablement:
- Identify business stakeholders, adoption champions, and user cohorts
- Validate scenarios to be prioritized for initial deployment
- Establish success measures
- Deliver Executive Immersion Experience
- Deploy training, champion programs, and engagement community
- Enable high-value scenarios for champions and users
- Build or validate the business case based on feedback provided by champions and users
- Analyze adoption trends and measure Copilot impact
- Deliver IT and executive completion reports

Technical enablement:
- Prepare Microsoft 365 environment for deployment based on steps defined in the Setup Guide
- Ensure appropriate data security controls are in place based on outcomes of Optimization Assessment
- Assign all Microsoft Copilot licenses to users

Partner role in MCI
Partner Activities

Earning Type
Fee

Modern Work Activities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill

Modern Work – Copilot Deployment & Adoption Accelerator (L)

ENGAGEMENT SUMMARY

The Copilot Deployment & Adoption Accelerator (L) engagement is designed to assist customers with deploying and driving adoption of Microsoft Copilot. The engagement is modular. You can deliver services related to the eligible deployment and adoption activities to meet your 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 achieve success with Microsoft Copilot and is not expected to cover the cost of all deployment and adoption work required. This engagement is designed for customers that have purchased 1,000 or more Microsoft Copilot licenses and have1,000 or more Microsoft 365 users. It supports implementations of Copilot for Microsoft 365, Copilot for Sales/Service/Finance, and Copilot Studio.

ENGAGEMENT TERM

July 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Partners with a Modern Work or Business Applications specialization; and validated Copilot practice and offer

Measure and Reward

Activity Payment: Market A = $50,000, Market B = $37,500, and Market C = $25,000 *(Refer to below slide ''FY25 Modern Work Details' for details)*

Customer Qualification

- 1,000+ purchased Microsoft Copilot licenses; AND
- 1,000+ purchased Office 365 E3/E5/A3/A5 and/or Microsoft 365 E3/E5/A3/A5 users; AND
- Customer has not previously received a Copilot Adoption Accelerator engagement
- Customer has not previously received a Deployment voucher for Copilot for Microsoft 365
- Customers are eligible for only one Adoption Accelerator engagement.

Activity Requirements

Partners must deliver eligible services equal to or greater than the value of the funding for the engagement and must include completion of the following mandatory activities:

User enablement:
- Identify business stakeholders, adoption champions, and user cohorts
- Validate scenarios to be prioritized for initial deployment
- Establish success measures
- Deliver Executive Immersion Experience
- Deploy training, champion programs, and engagement community
- Enable high-value scenarios for champions and users
- Configure Copilot Dashboard
- Build or validate the business case based on feedback provided by champions and users
- Analyze adoption trends and measure Copilot impact
- Deliver IT and executive completion reports

Technical enablement:
- Prepare Microsoft 365 environment for deployment based on steps defined in the Setup Guide
- Deploy Advanced SharePoint management or Purview as needed
- Assign all Microsoft Copilot licenses to users

Partner role in MCI
Partner Activities

Earning Type
Fee

| Modern Work Activities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill |

Modern Work – CSP Deployment & Adoption Accelerator for ME3/5

ENGAGEMENT SUMMARY

The CSP Deployment & Adoption Accelerator for Microsoft 365 E3/5 is a pre-purchase packaged engagement that has been designed to partially offset costs partners incur when delivering services to deploy and drive adoption of at least 300 new Microsoft 365 E3 licenses purchased through CSP on an annual term subscription. The engagement is modular, and partners can deliver services related to 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 achieve success with Microsoft 365 and is not expected to cover the cost of all deployment and adoption work required. Partners should leverage this co-investment early on with eligible customers to help accelerate the sales process.

ENGAGEMENT TERM
July 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Partner needs to be the transacting CSP Partner (Direct or Indirect)
AND
At least one active Microsoft 365 Specialization in FY25
OR
Microsoft FastTrack Ready Partner

Measure and Reward

Activity Payment: Market A = $8,000 , Market B = $6,500, Market C = $5,500 *(Refer to below slide '*FY25 Modern Work Details*' for details)*

Customer Qualification

Customer purchase between July 1, 2024, through June 30, 2025, meeting the following criteria:

- Eligible offer: M365 E3 FUSL, M365 E3 FUSL No Teams (Microsoft 365 E3), M365 E5 FUSL, M365 E5 FUSL No Teams (Microsoft 365 E5)
- Customer purchased minimum of 300 incremental seats in total across the eligible SKUs (M365 E3 and/or M365 E5) on annual term CSP subscriptions (annual/annual or annual/monthly) in the same month.
- Only one CSP Deployment and Adoption Accelerator for Microsoft 365 ME3/5 claim allowed per customer tenant.
- Only the transacting CSP partner can claim the Accelerator

Activity Requirements

Partners must deliver services to complete the following activities, unless the activity is already complete. Required activities include:

- Scope of work definition, including business requirement mapping, customer data migration assessment
- Add at least 300 users to Entra ID, assign M365 E3 license and implement Identity and Access Management to secure user identities and address overprivileged users and associated risks
- Configure email & app security and deploy Exchange Online, including migration of email and calendar data from on-premises email and/or email hosted with 3rd parties
- Enroll end user computing devices to Intune, implement Intune device management and Defender for Endpoint for at least 300 users
- Build and execute an adoption plan and deliver end user training to customer

Purchasing motion
Breadth/CSP purchase motion

Earning Type
Fee

Modern Work – Secure Productivity Proof of Value

ENGAGEMENT SUMMARY

The Secure Productivity Proof of Value empowers partners to guide customer discussions on modernizing their endpoint management, security, and identities with Microsoft 365 E3. In this one-on-one engagement, partners will inform both business and technical stakeholders about the benefits of Microsoft 365 E3, assess the customer's current infrastructure and endpoint environment, and provide clear next steps and recommendations for managing and securing their users, devices and data. Partners will highlight the advantages of specific Microsoft 365 E3 solutions, such as Entra ID P1, Intune P1, and Defender for Endpoint P1, and prepare customers for AI and Microsoft 365 Copilot by demonstrating the value of Microsoft 365 E3.

ENGAGEMENT TERM

October 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Partners with both the Identity & Access Management Specialization and Modernize Endpoint Specialization

Measure and Reward

Activity Payment: Market A = $5,000, Market B = $3,750, Market C = $2,500 *(Refer to below slide '*FY25 Modern Work Details*' for details)*

Customer Qualification

Customers meeting the following criteria:

- \>= 500 Office 365 E3 licenses

AND

- <= 25% ratio of EM+S E3/E5 licenses and/or Microsoft 365 E3/E5 licenses relative to Office 365 E3 licenses

Activity Requirements

- In this activity, the expectation is that you have covered the following topics:
  - Identity Fundamentals (Self-Service Password Reset, MFA, Conditional Access)
  - Microsoft Intune Fundamentals (Enroll, Configure, Protect)
  - User device support (Support & Retire)
  - Windows 11 security
  - Device protection with Microsoft Defender for Endpoint

- The following activities must be completed:
  - Device Enrollment
  - Policy Deployment
  - Cost-Benefit analysis
  - Plan for value and define next steps

- To successfully complete this engagement, you will need to activate the Endpoint Management trial license within the customer tenant. Detailed information on how to activate the trial license can be found in the delivery guide of the engagement.

Purchasing motion
Breadth/CSP, Enterprise and self-service purchasing motions

Earning Type
Fee

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

| Modern Work Activities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill |

Modern Work – Teams Phone Proof of Value

ENGAGEMENT SUMMARY

Teams Phone is a cloud-based phone system with advanced features including call transfer, multi-level auto attendants and call queues. The Microsoft Teams Phone Proof of Value is an engagement that enables customers to pilot their top calling use cases and scenarios for Teams Phone with PSTN connectivity. The expected outcome is a curated plan to purchase and adopt Microsoft Teams Phone.

ENGAGEMENT TERM

July 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Active participant of the invite-only Microsoft Phone Accelerate Partner Initiative.

Measure and Reward

Activity Payment: Market A = $20,000 , Market B = $15,000, Market C = $10,000 *(Refer to slide titled '*FY25 Modern Work Details*' for details)*

Customer Qualification

Customers with qualified Microsoft Phone opportunities prioritized by local Microsoft sales teams meeting the following criteria:

- Customer must have > 2,000 Teams PAU
- EDU and non-profit are ineligible.

Activity Requirements

- Define use cases and scenario to pilot with Teams Phone.
- Complete preparation checklist and remediation tasks
- Teams Phone configuration including validation in customer production tenant
- Configure at least one PSTN connectivity option for Teams Phone (Microsoft Calling Plans, Operator Connect, Teams Phone Mobile and/or Direct Routing)
- Enable at least 25 users for Teams Phone with phone number assigned
- Configure at least two Auto Attendant and Call Queue with phone number assigned.
- Provide user adoption & administrator readiness
- Offer support based on customer feedback
- Validation of proof of value engagement with next steps and findings

Partner role in MCI
Partner Activities

Earning Type
Fee

FY25 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	Copilot Deployment & Adoption Accelerator (XL)	$75,000	$55,000	$37,500
Partner-initiated	Copilot Deployment & Adoption Accelerator (L)	$50,000	$37,500	$25,000
Partner-initiated	Copilot Proof of Value - Medium	$20,000	$15,000	$10,000
Partner-initiated	Copilot Proof of Value (Small)	$15,000	$11,500	$7,500
Partner-initiated	Copilot Role-Based Deployment & Adoption Accelerator	$25,000	$20,000	$15,000
Partner-initiated	Copilot Vision & Value	$7,500	$5,000	$3,500
Partner-initiated	Copilot Studio Vision & Value	$5,000	$3,500	$2,500
Partner-initiated	CSP Deployment & Adoption Accelerator for ME3/5	$8,000	$6,500	$5,500
Partner-initiated	Teams Phone Proof of Value	$20,000	$15,000	$10,000
Partner-initiated	Secure Productivity Proof of Value	$5,000	$3,750	$2,500

* **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	Cloud Solution Provider – Indirect Reseller	Cloud Solution Provider – Direct Bill

MCI Partner Activities – Closed or Relaunched Engagements

Modern Work

Claim nomination for the following engagements has ended. POE submission may continue to be completed based on established MCI Partner Activities timelines through May 15, 2025. Reclaiming or reopening claims after November 30, 2024 is not possible.

- Copilot Role-Based Vision & Value
- Copilot Proof of Value (Medium)*
- Microsoft Intune Suite Proof of Value
- Windows in the Cloud Assessment – Large
- Windows in the Cloud Assessment – Small

* Copilot Proof of Value (Medium) has been relaunched with a new payout amount.

| Modern Work Activities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill |

Modern Work Engagements Controls

Maximum active engagements per customer

Partner IDs will be limited to a maximum of 9 active engagements across Modern Work and Security per customer at one time*. Active workshops are those where a customer has been claimed until the claim POE has been approved. If a customer has reached this threshold, one or more of the active claims will need to be canceled, approved, rejected, or expired to allow partner to create additional claims for that customer. *Additional geographical restrictions may apply to certain engagements. See engagement details.

Subcontracting

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

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

Bona fide customer validation

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

Modern Work Engagements Controls cont.

Customer-Partner Area Geographic Limit

Partners may only claim customers where the claiming Partners Location equates to the same Market Rate as the claimed customers headquarters area*. Partners may find the Market Rate mapping in Modern Work Incentive Details slide. Partners claiming customers from higher rate Market Rate locations may be paused or removed from Microsoft Commercial Incentives.

Examples of a compliant claims:

- Claiming Partner Location ID is Market A and Customers headquarters area* is in Market A
- Claiming Partner Location ID is Market B and Customers headquarters area* is in Market B
- Claiming Partner Location ID is Market C and Customers headquarters area* is in Market C

Example of a non-compliant claim:

- Claiming Partner Location ID is Market A and Customers headquarters area* is in Market B or C

Customer subsidiary claims

Partners may only claim customers where the claiming Partners country is within a customer's headquarters area*. Partners claiming customers outside of their headquarters area* may be paused or removed from Microsoft Commercial Incentives.

Copilot Accelerate Concurrent Engagement Volume Cap

For claims related to Copilot Accelerate; Global services partners who operate globally in most of the Microsoft geographic areas are limited to a maximum of 150 active claims at any one time. All other services partner organizations are limited to having a maximum of 50 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.

*Country to Area mapping is defined on the following slide

Modern Work Activities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill

Microsoft Area Mapping
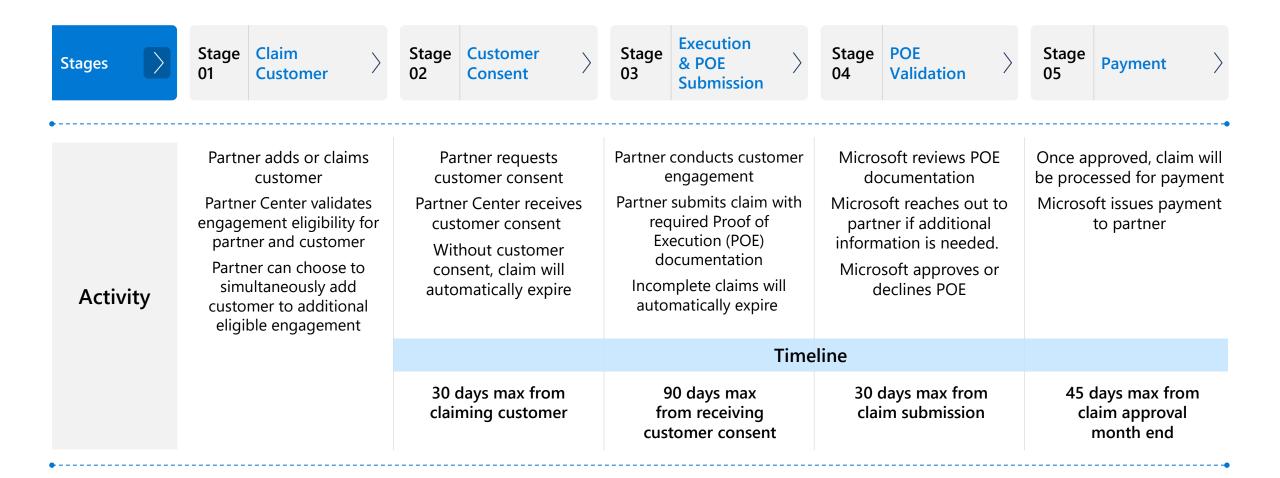
Microsoft Areas
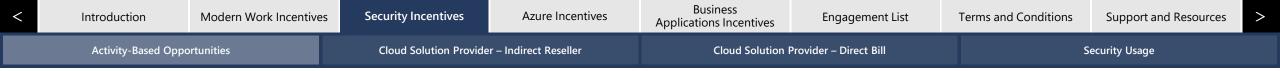
Modern Work defines major geographical areas as represented below:

- Australia / New Zealand
- ASEAN & Oceania (except AUS &NZ)
- Central, Eastern Europe, Middle East & Africa
- Greater China
- India
- Japan
- Korea
- Latam
- Northern and Western Europe
- United States & Canada

MCI Build Intent Incentive – Security Engagement Stages

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

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

| Activity-Based Opportunities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Security Usage |

Build Intent Engagements: Proof of Execution of Requirements

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

Customer Survey (triggered by Partner, completed by Customer)

Partner Survey (completed by Partner)

Proof of execution (uploaded by Partner)
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

Data Security

ENGAGEMENT SUMMARY

The Data Security Engagement is designed to create customer intent for deploying and adopting 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 engagement helps partners create compelling ways for customers to remediate and prevent data security risks using Microsoft Purview (E5 Compliance) technologies.

ENGAGEMENT TERM

September 1, 2024 – June 30, 2025

Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

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

Solutions Partner Designation
Security

Customer Qualifications

- 300 - 5000 Paid Available Units (PAU) for Microsoft Entra ID P1 and
- 250+ Monthly Active Users (MAU) for Exchange Online, SharePoint Online or Teams

Measure and Reward

Activity Payment: Market A = $6500, Market B = $4000, and Market C = $1500

Activity Requirements

During the Data Security Engagement, 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
- Provide the customer 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
- Microsoft Purview Portfolio Overview
- Recommendations and Next Steps Presentation
- Proof of Execution

Purchasing Motion
Breadth, Enterprise and self-service purchasing motions

Earning Type
Fee

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

Activity-Based Opportunities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Security Usage

Security – Threat Protection

ENGAGEMENT SUMMARY
The Threat Protection engagement is designed to create customer intent for purchasing and/or deploying 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 engagement is delivered in a customer's production environment by discovering real security threats and vulnerabilities.

ENGAGEMENT TERM
July1, 2024 – June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Solutions Partner for Security Designation

Measure and Reward
Activity Payment: Market A = $6500, Market B = $4000, and Market C = $1500 *(Refer to below slide '*FY25 Security Incentives Details*' for details)*

Customer Qualification
- 300-5000 Paid Available Units (PAU) for Entra ID P1, and
- 250+ Monthly Active Users (MAU) for Exchange Online, SharePoint Online or Teams
- Customer may not have previously attended a Threat Protection Engagement between July 1, 2023 and June 1, 2024

Activity Requirements

For the Threat Protection Engagement to be considered complete, a partner is required to deliver the following activities:
- Identify customer's key security objectives & priorities.
- Conduct discovery of threats and vulnerabilities in customer's production environment.
- 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 Engagement includes following mandatory modules:
  - Microsoft Defender Portal - (Microsoft Defender XDR)
  - Cloud Identity Protection - (Entra ID Protection, Entra Conditional Access)
- The Threat Protection Engagement 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)
  - Microsoft Copilot for Security Demonstration
- Provide recommendations and next steps.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Microsoft Sentinel Migrate and Modernize
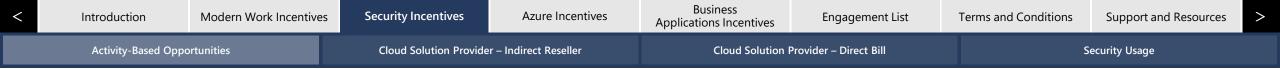
ENGAGEMENT SUMMARY

Microsoft Sentinel Migrate and Modernize helps accelerate and simplify customer migration and modernization projects to Microsoft Sentinel. In this engagement, partners will provide expert guidance to execute a Microsoft Sentinel migration project. Projects can include migrating from competitors' or on-premise solutions to Microsoft Sentinel; The goal of the engagement is to generate Azure Consumption Rate (ACR) through existing or new customers. The engagement may also include the modernization of an existing Microsoft Sentinel deployment, in which case the goal is to increase customer consumption related to Microsoft Sentinel.

ENGAGEMENT TERM

July 1, 2024 - June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Threat Protection Specialization

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 Microsoft Sentinel consumption plan from deployment date. Please refer to Microsoft Sentinel Calculator to estimate consumption. Refer to slide 'FY24 Security Incentives Details' for details on market A, B and C countries.

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

Customer Eligibility

Enterprise customers 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 engagement if the Microsoft Sentinel Azure consumption Run Rate (ARR) is found to be inaccurate when verified against the size of opportunities submitted.

**Markets B and C will have limit of 40 max Active or completed engagements per Partner Global ID (Vorg)

Partner role in MCI
Partner Activities

Earning Type
Fee

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

Activity-Based Opportunities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Security Usage

FY25 Security Incentive Details

Market A, B, and C Countries

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

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

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

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

Incentive Rate Card

Type	Engagement Name	Market A	Market B	Market C
FY25 Engagement	Data Security	$6,500	$4,000	$1,500
FY25 Engagement	Threat Protection	$6,500	$4,000	$1,500
FY25 Migration	Microsoft Sentinel Migrate and Modernize (Medium)	$35,000	$28,000	$21,000
FY25 Migration	Microsoft Sentinel Migrate and Modernize (Large)	$50,000	$40,000	$30,000

* Market rates change effective on claims approved after July 1, 2024, 00:01 UTC

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

Activity-Based Opportunities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Security Usage

Security Engagements Controls

Maximum active engagements per customer

Partner IDs will be limited to a maximum of 9 active engagements across Modern Work and Security per customer at one 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, one or more of the active claims will need to be canceled, approved, rejected, or expired to allow partner to create additional claims for that customer. *Additional geographical restrictions may apply to certain engagements. See engagement details.

Subcontracting

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

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

Bona fide Customer Validation

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

Modern Work Activities	Cloud Solution Provider – Indirect Reseller	Cloud Solution Provider – 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

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

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

Incentive Enrollment
Microsoft Commerce Incentives

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

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

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

Measure and Reward

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

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

Partner Association
Transacting Partner of Record

Earning Type
60% Rebate/40% Co-op

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

Product Eligibility
See Product Addendum

Modern Work Activities	Cloud Solution Provider – Indirect Reseller	Cloud Solution Provider – Direct Bill

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 – March 31, 2025[1]

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

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

Program Enrollment
Microsoft Commerce Incentives

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

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

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

Measure and Reward

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

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

1. Legacy CSP offers without a new commerce equivalent and/or migration path will remain eligible for legacy CSP incentives until the offer is retired or available in new commerce.

Partner Association	Earning Type	Maximum earning opportunity	Product Eligibility
Transacting Partner of Record	60% Rebate/40% Co-op	Not applicable	See Product Addendum

Modern Work Activities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill

Microsoft 365 new commerce and legacy CSP

Incentive Structure – Core and Strategic Accelerator Earning Opportunities

Global Incentives

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

Core – Modern Work & Security

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

Global Strategic Product Accelerator

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

Global PSTN Calling & Conferencing Accelerator

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

Customer Add

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

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 Incentives | Azure Incentives | Business Applications Incentives | Engagement List | Terms and Conditions | Support and Resources | >

Modern Work Activities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – 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.

New CSP customer

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

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

CSP customer transition to new commerce

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

Eligible Billing Type

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

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

Microsoft 365 customer add new commerce CSP

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

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

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

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

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

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

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

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

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

* Scenarios are based on monthly billings.

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

Modern Work Activities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill

Microsoft 365 customer add new commerce CSP

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

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

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

5 **Scenario 5: Change of Partner**

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

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

* Scenarios are based on monthly billings.

Security Usage Incentive

Security Usage Incentive

ENGAGEMENT SUMMARY

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

ENGAGEMENT TERM

October 1, 2024 – September 30, 2025

Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

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

Solutions Partner Designations
Security

Additional Details

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

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

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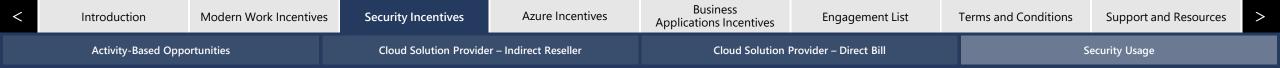
Incentives are based on compensable units calculated on paid usage growth above the High Water Mark (HWM), not exceeding the volume of PAU. The HWM tracks the highest value of measured units by tenant and workload over time.

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

Partner Association	Earning Type	Maximum Earning Opportunity	Licensing Programs
Claiming Partner of Record (CPOR)	Pay-per-unit above High Water Mark	*Per partner, tenant ID, and workload	All

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

| Activity-Based Opportunities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Security Usage |

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 | Terms and Conditions | Support and Resources | > |

Activity-Based Opportunities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Security Usage

Incentive Calculation

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

Active Users (MAU/MPU)

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

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

Minimum HWM Rule

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

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

Activity-Based Opportunities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Security Usage

Incentive Calculation

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

Paid Available Units (PAU)

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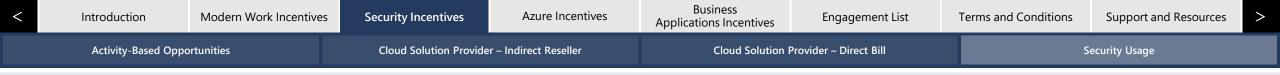
PAU figure excludes the following scenarios:

- Add-on subscriptions for M365 productivity workloads: Exchange, SharePoint, Teams Meetings, Teams Apps & Platform, Teams Phone System and M365 Apps*

- Free or Trial subscriptions

- In Grace Period and Inactive status with paid licenses

- Subscription status of Disabled or Deprovisioned

- MDE Plan 1 excluded from MDE PAU

- * Add-on subscriptions are included for other non-productivity workloads

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

Workload Usage Definitions

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

The following section includes usage metrics definitions by workload.

Note that this engagement is licensing agnostic.

Workload Usage Metric Definitions

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

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

| Activity-Based Opportunities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | 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 | Terms and Conditions | Support and Resources | > |

| Activity-Based Opportunities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | 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 | Terms and Conditions | Support and Resources | >

| Activity-Based Opportunities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | 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.)
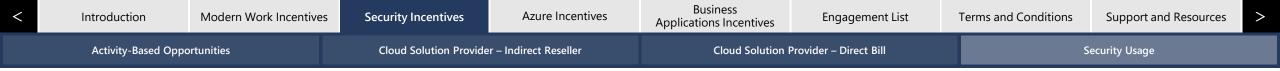
✓ Adoption and Change Management (e.g. substantial admin/user training, solution integration, etc.)

Non-applicable Usage Activities

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

○ 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.)

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

Activity-Based Opportunities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Security Usage

Proof of Execution (POE)

Elements of Approvable POE

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

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

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

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

| Activity-Based Opportunities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Security Usage |

FAQ

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

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

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

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

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

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

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

☑ **When should our organization claim incentives for usage?**

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

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

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

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

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

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

Your organization should follow the same CPOR process in MCI to claim for usage recognition for Modern Work, Security, and Business Applications for Refer to the Claiming Partner of Record Guide for more information on workloads for usage recognition claims.
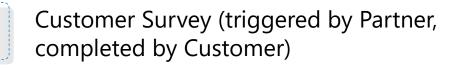
< Introduction | Modern Work Incentives | Security Incentives | Azure Incentives | Business Applications Incentives | Engagement List | Terms and Conditions | Support and Resources | >

Activity-Based Opportunities | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | 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.

MCI Build Intent Incentive – Azure Migrate & Modernize Partner-led Engagement Stages

| Engagement Stage | Stage 01 | Nominate Customer | > | Stage 02 | Customer Consent | > | Stage 03 | Execution & POE Submission | > | Stage 04 | POE Validation | > | Stage 05 | Payment | > |

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

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

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

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

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Migrate & Modernize Partner-led Engagements: Proof of Execution of Requirements

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

Customer Survey (triggered by Partner, completed by Customer)

Partner Survey (completed by Partner)

Proof of Execution (POE) Requirements (uploaded by Partner)

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

Project ACR Estimate (uploaded by Partner)
Not required for Assessments & SAP RISE engagements

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

Azure Migrate and Modernize	Azure Innovate	ISV Success Advanced	Cloud Solution Provider	Hosting Incentive

Azure Migrate & Modernize Partner-led: Solution Assessment for Rapid Migration

ENGAGEMENT SUMMARY

Azure Migrate and Modernize (AMM) helps simplify and accelerate customer migration and modernization projects. 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, partners will use Azure Migrate to create a report for the migrating workloads including Windows/Linux and SQL on physical instances, and Hyper-V on premises to Azure IaaS. Analysis includes coverage of SQL Server Services, Backup & Disaster Recovery services. Azure Migrate enables accelerated decision-making with a business case that factors Azure Windows Hybrid Benefits, Reserved Instances, Azure Savings Plan, etc. The report also includes financial analysis comparing TCO for on-premises costs vs moving to Azure, payback period, etc. Partners should use the following Microsoft guidance/tools in delivering the services: Cloud Adoption Framework (CAF) Well-Architected Framework (WAF) Azure Migrate

ENGAGEMENT TERM

July 1, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

AMM partner requirements
Azure Expert MSP **OR** Infrastructure & Database Migration to Microsoft Azure Specialization

Customer Eligibility

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

Measure and Reward

Partners are paid a fixed amount.
Refer to the **AMM Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Assessment engagement Estimated Project size: **> $25K** Annual Azure consumption The **Azure Pricing Calculator** can be used to estimate Azure consumption.	**$5,000 USD**	**$4,000 USD**	**60 days**

The below mentioned activities must be completed for your customer engagement to be considered fully delivered:

- Assessment Report using Azure Migrate

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 Migrate & Modernize Governance information.

Partner role in MCI	Earning Type
Build Intent – Partner Activities	Fee

Azure Migrate & Modernize Partner-led: SAP Migration Assessment

ENGAGEMENT SUMMARY

Azure Migrate and Modernize (AMM) helps accelerate and simplify customer migration and modernization projects. 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, partners will create an Assessment Report to help the customer migrate their on prem SAP workloads to Azure (SAP Native or RISE). Partners are recommended to use the following Microsoft guidance/tools in the assessment: Cloud Adoption Framework (CAF) Well-Architected Framework (WAF)

ENGAGEMENT TERM

July 1, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

AMM partner requirements
Specialization in SAP on Microsoft Azure

Customer Eligibility

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

Measure and Reward

Partners are paid a fixed amount.
Refer to the **AMM Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Assessment engagement Estimated Project size: **> $25K** Annual Azure consumption The **Azure Pricing Calculator** can be used to estimate Azure consumption (optional)	**$5,000 USD**	**$4,000 USD**	**60 days**

The below mentioned activities must be completed for your customer engagement to be considered fully delivered:

• Assessment Report

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 Migrate & Modernize Governance information.

Partner role in MCI	Earning Type
Build Intent – Partner Activities	Fee

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

Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive

Azure Migrate & Modernize Partner-led: SAP RISE Migration Assessment L

ENGAGEMENT SUMMARY

Azure Migrate and Modernize (AMM) helps accelerate and simplify customer migration and modernization projects. 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, partners will create an Assessment Report to help the customer migrate their on-prem SAP workloads to Azure via SAP RISE.
Partners are recommended to use the following Microsoft guidance/tools in the assessment: Cloud Adoption Framework (CAF) Well-Architected Framework (WAF)

ENGAGEMENT TERM
Oct 1, 2024, through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

AMM partner requirements
Specialization in SAP on Microsoft Azure

Measure and Reward

Partners are paid a fixed amount.
Refer to the **AMM Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
SAP RISE Assessment Large Estimated Project size: **> $125K** Annual Azure consumption (> $375K SAP RISE ACV)	**$15,000 USD**	**$12,000 USD**	**60 days**

The **Azure Pricing Calculator** can be used to estimate Azure consumption (optional)

The below mentioned activities must be completed for your customer engagement to be considered fully delivered:

• Assessment Report

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 Migrate & Modernize Governance information.

Customer Eligibility

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

Partner role in MCI	Earning Type
Build Intent – Partner Activities	Fee

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

Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive

Azure Migrate & Modernize Partner-led: Infrastructure and Database Migration

ENGAGEMENT SUMMARY

Azure Migrate and Modernize (AMM) helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute an infrastructure and database migration project. It can include migrating any of the following workloads to Azure: Windows Server, Linux, SQL Server and open-source databases. Hybrid deployments with Azure Arc are also supported.

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 AMM 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 (including Arc-enablement as required).

ENGAGEMENT TERM

July 1, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

AMM partner requirements
Azure Expert MSP
OR Azure Specialization of Infrastructure & Database Migration

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 AMM project completion.

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 **AMM 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 Small (XS) engagement Project size: **$10K – $25K/year** planned Azure consumption	$5,000 USD	$4,000 USD	120 days
Small engagement Project size: >**$25K – $125K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$125K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: **$250K – $500K/year** planned Azure consumption	$50,000 USD	$40,000 USD	260 days
Extra Large (XL) engagement Project size: >**$500K – $750K/year** planned Azure consumption	$75,000 USD	$60,000 USD	260 days
Extra Extra Large (XXL) engagement Project size: >**$750K – $1M/year** planned Azure consumption	$100,000 USD	$80,000 USD	260 days

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Migrate & Modernize 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 | Terms and Conditions | Support and Resources | >

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Migrate & Modernize Partner-led: Infrastructure and Database Migration (SMB)

ENGAGEMENT SUMMARY

Azure Migrate and Modernize (AMM) helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute an infrastructure and database migration project. It can include migrating any of the following workloads to Azure: Windows Server, Linux, SQL Server and open-source databases. Hybrid deployments with Azure Arc are also supported.

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 AMM 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 (including Arc-enablement as required).

ENGAGEMENT TERM

March 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Eligibility
Must have the following Solutions Partner designations for Azure:
1. SMB track - Solutions partner for Infrastructure

Customer Eligibility

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

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **AMM 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 Small (XS) engagement Project size: **$10K – $25K/year** planned Azure consumption	$4,000 USD	$3,200 USD	120 days
Small engagement Project size: >**$25K – $125K/year** planned Azure consumption	$12,000 USD	$9,600 USD	120 days

Above project sizes are the planned Azure consumption in year 1, measured from Azure Innovate 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 Innovate Governance information.

Important - for these engagements, the following limits are in effect:
1. The maximum approved claims per customer are capped at four (4) claims.
2. The maximum concurrent claims per customer are capped at two (2) claims.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

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

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Migrate & Modernize Partner-led: Infrastructure and Database Migration with Microsoft Defender for Cloud

ENGAGEMENT SUMMARY

Azure Migrate and Modernize (AMM) helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute an infrastructure and database migration project. It can include Migrating any of the following workloads to Azure: Windows Server, Linux, SQL Server and open-source databases. Hybrid deployments with Azure Arc are also supported. It must include Defender for Cloud consumption as part of a secure migration project.

The additional incentive (15% extra funding when compared to standard Infra/DB engagements) is specifically for Infrastructure & Database Migration engagement that includes Defender for Cloud Consumption.

Infrastructure & Database Migration engagements that do NOT include Defender for Cloud must be nominated through the standard Infra/DB only engagements.

The partners are required to perform specific milestones in the AMM 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 (including Arc-enablement as required) 4. Defender for Cloud deployment.

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

ENGAGEMENT TERM

July 1, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

AMM partner requirements
Azure Expert MSP
OR Azure Specialization of Infrastructure & Database Migration

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 AMM 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 Migrate & Modernize Governance information.

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 **AMM 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 Small (XS) engagement Project size: **$10K – $25K/year** planned Azure consumption, with minimum **$400/year** Defender for Cloud consumption	$5,750 USD	$4,600 USD	120 days
Small engagement Project size: >**$25K – $125K/year** planned Azure consumption, with minimum **$1K/year** Defender for Cloud consumption	$17,250 USD	$13,800 USD	120 days
Medium engagement Project size: >**$125K – $250K/year** planned Azure consumption, minimum **$5K/year** Defender for Cloud consumption	$40,250 USD	$32,200 USD	200 days
Large engagement Project size: >**$250K – $500K/year** planned Azure consumption, minimum **$10K/year** Defender for Cloud consumption required	$57,500 USD	$46,000 USD	260 days

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

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

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Migrate & Modernize Partner-led: Infrastructure and Database Migration with Microsoft Defender for Cloud (SMB)

ENGAGEMENT SUMMARY

Azure Migrate and Modernize (AMM) helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute an infrastructure and database migration project. It can include Migrating any of the following workloads to Azure: Windows Server, Linux, SQL Server and open-source databases. Hybrid deployments with Azure Arc are also supported. It must include Defender for Cloud consumption as part of a secure migration project.

The additional incentive (15% extra funding when compared to standard Infra/DB engagements) is specifically for Infrastructure & Database Migration engagement that includes Defender for Cloud Consumption.

Infrastructure & Database Migration engagements that do NOT include Defender for Cloud must be nominated through the standard Infra/DB only engagements.

The partners are required to perform specific milestones in the AMM 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 (including Arc-enablement as required) 4. Defender for Cloud deployment.

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

March 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Eligibility
Must have the following Solutions Partner designations for Azure:
1. SMB track - Solutions partner for Infrastructure

Customer Eligibility

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

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **AMM 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 Small (XS) engagement Project size: **$10K – $25K/year** planned Azure consumption, with minimum **$400/year** Defender for Cloud consumption	$4,600 USD	$3,680 USD	120 days
Small engagement Project size: >**$25K – $125K/year** planned Azure consumption, with minimum **$1K/year** Defender for Cloud consumption	$13,800 USD	$11,040 USD	120 days

Above project sizes are the planned Azure consumption in year 1, measured from Azure Innovate 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 Innovate Governance information.

Important - for these engagements, the following limits are in effect:
1. The maximum approved claims per customer are capped at four (4) claims.
2. The maximum concurrent claims per customer are capped at two (2) claims.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

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

Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive

Azure Migrate & Modernize Partner-led: Migrating to Azure VMware Solution

ENGAGEMENT SUMMARY

Azure Migrate and Modernize (AMM) helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance tfo 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 AMM 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
Oct 1, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

AMM partner requirements
Azure Expert MSP **OR** Azure Specialization in Azure VMware Solution*

Customer Eligibility

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

* - Timeline for attainment may vary based on Market position

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 **AMM 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 Small (XS) engagement Project size: **$10K – $25K/year** planned Azure consumption	$5,000 USD	$4,000 USD	120 days
Small engagement Project size: **$25K – $125K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$125K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K/year** planned Azure consumption	$50,000 USD	$40,000 USD	260 days

Above project sizes are the planned Azure consumption in year 1, measured from AMM 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 Migrate & Modernize Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Azure Migrate & Modernize Partner-led: Virtual Desktop Infrastructure

ENGAGEMENT SUMMARY

Azure Migrate and Modernize (AMM) helps 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, Citrix Cloud on Azure or VMware Horizon Cloud Service for Azure.

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 AMM 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, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

AMM partner requirements
Azure Specialization in Azure Virtual Desktop

Customer Eligibility

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

Measure and Reward

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 **AMM 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 Small (XS) engagement Project size: **$10K – $25K/year** planned Azure consumption	$5,000 USD	$4,000 USD	120 days
Small engagement Project size: **$25K – $125K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$125K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K/year** planned Azure consumption	$50,000 USD	$40,000 USD	260 days

Above project sizes are the planned Azure consumption in year 1, measured from AMM 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 Migrate & Modernize 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 | Terms and Conditions | Support and Resources | >

Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive

Azure Migrate & Modernize Partner-led: SAP Migration

ENGAGEMENT SUMMARY

Azure Migrate and Modernize (AMM) helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance for a customer's SAP on Azure project. It can include any of the following patterns: (i) greenfield/new SAP native builds, (ii) migrating existing SAP environments to Azure or (iii) SAP HANA migration.

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.

Note: This engagement is for customers running SAP on the customer's Azure subscription; SAP RISE engagements should use the offer specific to SAP RISE.

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

ENGAGEMENT TERM

July 1, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

AMM partner requirements
Specialization in SAP on Microsoft Azure

Customer Eligibility

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

Measure and Reward

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 **AMM 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 Small (XS) engagement Project size: **$10K – $25K/year** planned Azure consumption	$5,000 USD	$4,000 USD	120 days
Small engagement Project size: **$25K – $125K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$125K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K/year** planned Azure consumption	$50,000 USD	$40,000 USD	260 days

Above project sizes are the planned Azure consumption in year 1, measured from AMM 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 Migrate & Modernize 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 | Terms and Conditions | Support and Resources | > |

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Migrate & Modernize Partner-led: Migration to SAP RISE in Azure

ENGAGEMENT SUMMARY

Azure Migrate and Modernize (AMM) helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance for a customer's SAP on Azure project. This engagement AMM is for customers migrating to SAP RISE (a tenant in Azure managed by SAP).

The partners are required to perform specific milestones in the AMM project which should include the following activities: Migration or greenfield implementation of SAP RISE production environments (including ECC to RISE migration & Data migration), Code remediation & Integration/ Simplification of functions (where relevant), validation & testing and final production go-live.

ENGAGEMENT TERM

Oct 1, 2024, through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

AMM partner requirements
Specialization in SAP on Microsoft Azure

Customer Eligibility

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

Project sizes are the planned Azure consumption in year 1, measured from AMM project completion.

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 **AMM Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra Small (XS) engagement Project size: **$10K – $25K/year** planned Azure consumption ($30K -$75K SAP RISE Annual Contractual Value (ACV))	$7,000 USD	$6,000 USD	120 days
Small engagement Project size: >**$25K – $125K/year** planned Azure consumption ($75K -$375K SAP RISE ACV)	$25,000 USD	$20,000 USD	120 days
Medium engagement Project size: >**$125K – $250K/year** planned Azure consumption ($375K -$750K SAP RISE ACV)	$75,000 USD	$70,000 USD	200 days
Large engagement Project size: >**$250K – $500K/year** planned Azure consumption ($750K -$1.5M SAP RISE ACV)	$85,000 USD	$80,000 USD	260 days
Extra Large (XL) engagement Project size: >**$500K – $750K/year** planned Azure consumption ($1.5M -$2.25M SAP RISE ACV)	$90,000 USD	$85,000 USD	260 days
Extra Extra Large (XXL) engagement Project size: >**$750K – $1M/year** planned Azure consumption ($2.25M -$3M SAP RISE ACV)	$100,000 USD	$95,000 USD	260 days

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Migrate & Modernize 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 | Terms and Conditions | Support and Resources | > |

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Migrate & Modernize Partner-led Engagement Payout Details

Market A and Market B Countries

Azure Migrate & Modernize (AMM) engagement claim 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.

FY25 Rate Card

Solution Area	Workshop	Market A Incentive	Market B Incentive
Azure	Assessments	$5,000	$4,000
Azure	AMM Engagement Extra Small [1]	$5,000	$4,000
Azure	AMM Engagement Small [1]	$15,000	$12,000
Azure	AMM Engagement Medium [1]	$35,000	$28,000
Azure	AMM Engagement Large [1]	$50,000	$40,000
Azure	AMM Engagement Extra Large*	$75,000	$60,000
Azure	AMM Engagement Extra Extra Large*	$100,000	$80,000

* Only available for Infra/DB Migration engagements
1 Infra/DB with Defender for Cloud has a 15% extra incentive on top of regular AMM t-shirt size payouts, see this slide for more details

Important: Partners are prohibited from using funding for the same engagement multiple times in AMM through either (i) multiple submissions in AMM Partner-Led (MCI) or (ii) submitting in both AMM Partner-led (MCI) and Traditional AMM (ECIF). Any partners found to be in violation of this policy will immediately be removed from the program and may forfeit any incentives earned as a result.

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

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Migrate & Modernize Partner-led Engagement Controls

Net New Engagements Only

Partners should **NOT** nominate existing engagements that are already underway through Azure Migrate & Modernize (AMM) Partner-led.

AMM Partner-led 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

AMM Partner-led views each engagement submitted as unique and having its own scope of Azure consumption.

If a project has multiple scenarios (e.g., migration and VDI), nominate them **separately**.

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

An example: A single Infra/DB migration 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.

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.

Note: Partners may be asked for project status updates from the program operations team. Please respond to these enquiries within 10 business days. Engagements not responded to may be cancelled.

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

| **Azure Migrate and Modernize** | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Migrate & Modernize Partner-led Engagement Controls

Max earnings per Partner ID

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

Maximum active engagements per customer

Starting May 1, 2022, 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 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.

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

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Migrate & Modernize Partner-led Engagement Controls

Successful Engagements – Migrate/Modernize

Successful engagements are defined as:

- Partner selects correct t-shirt size engagement based on thorough understanding of the customer project

- Incremental Azure consumption driven by the engagement meets/exceeds the Minimum ACR for the selected t-shirt size.

- The customer satisfaction with the engagement is 4 or above.

  Microsoft reserves the right to "pause" partners from the program if more than **60%** of engagements do not meet this success criteria.

- More information on how this is calculated available here

Balance of Assessments to Migrate/Modernize Engagements

- Partners must ensure that the number of in-progress and delivered assessments is not more than **3 times (3x)** the number of Migration/Modernize engagements in progress and delivered.

- As part of the regular monthly governance for AMM, Microsoft will monitor this ratio and may pause partners from claiming further customers for assessments until this ratio balance requirements is restored.

- See this document for more information

Note: Partners may be asked for project status updates from the program operations team. Please respond to these enquiries within 10 business days. Engagements not responded to may be cancelled.

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

Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive

MCI Build Intent Incentive – Azure Innovate Partner-led Engagement Stages

Engagement Stage	Stage 01 **Nominate Customer** >	Stage 02 **Customer Consent** >	Stage 03 **Execution & POE Submission** >	Stage 04 **POE Validation** >	Stage 05 **Payment** >
Activity	Partner nominates customer[+] after there is confirmed intent and alignment from the customer to carry out the engagement. Partner Center validates customer eligibility for partner and customer	Partner requests customer consent. Partner Center receives customer consent. Without customer consent, claim will automatically expire	Partner delivers the customer engagement. Partner submits claim with required Proof of Execution (POE) documentation. Incomplete claims will automatically expire	Microsoft reviews POE documentation. Microsoft reaches out to partner if additional information is needed. Microsoft approves or declines POE	Once approved, claim will be processed for payment. Microsoft issues payment to partner
		Timeline			
		30 days max from nominating the customer	90-260 days* from receiving customer consent	30 days max from claim submission	45 days max from claim approval month end

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

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

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

Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive

Azure Innovate Partner-led Engagements: Proof of Execution of Requirements

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

Customer Survey (triggered by Partner, completed by Customer)

Partner Survey (completed by Partner)

Proof of execution document (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)
Not required for Proof of value engagements

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

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Innovate Partner-led: Analytics Proof of Value

ENGAGEMENT SUMMARY

Azure Innovate for Analytics provides guidance, resources, and funding to drive consistent execution and customer experience, accelerating the demand, pipeline, and consumption of Azure Analytics Services. In this engagement, partners will provide a Pilot/Proof of concept (POC) for a customer's Analytics project, demonstrating that Azure offers the right tools to integrate Azure Analytics. As part of this Pilot/POC engagement, partners will use Microsoft Fabric (incl. Power BI), Azure Databricks, Purview and/or ADX to build and deploy the customer Pilot/POC project and create a development plan to help the customer deploy their full solution to Azure. Partners should use the following Microsoft guidance/tools in delivering the services Cloud Adoption Framework (CAF), and Well-Architected Framework (WAF). Pilot/POCs focused on Power BI Premium must pull through Azure Analytics revenue.

ENGAGEMENT TERM

July 1, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Azure Innovate for Analytics partner requirements
Azure Specialization in any of the following:
- Analytics on Microsoft Azure
- Data Warehouse Migration to Microsoft Azure

Customer Eligibility

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

Measure and Reward

Partners are paid a fixed amount.
Refer to the **Azure Innovate Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Proof of Value engagement Estimated Project size: **> $25K** Annual Azure consumption The **Azure Pricing Calculator** can be used to estimate Azure consumption.	$10,000 USD	$8,000 USD	90 days

All the below mentioned activities must be completed for your customer engagement to be considered fully delivered:

- Delivery of Pilot/POC for Analytics scenario leveraging Microsoft Fabric (incl. Power BI), Azure Databricks, Purview and/or ADX services on Azure
- Development of detailed solution architecture showing how Microsoft Fabric (incl. Power BI), Azure Databricks, Purview and/or ADX services used within a solution
- Review of a comprehensive deployment plan with a customer showing solution rollout timeline

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 Innovate 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 | Terms and Conditions | Support and Resources | >

Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive

Azure Innovate Partner-led: Analytics Deployment

ENGAGEMENT SUMMARY

Azure Innovate for Analytics provides guidance, resources, and funding to drive consistent execution and customer experience, accelerating the demand, pipeline, and consumption of Azure Analytics Services. 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, Purview and/or ADX. Power BI Premium deployments will be considered only if there is pull-through of Analytics and AI consumption.

ENGAGEMENT TERM

July 1, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Azure Innovate for Analytics partner requirements
Azure Specialization in any of the following:
- Analytics on Microsoft Azure
- Data Warehouse Migration to Microsoft Azure

Customer Eligibility

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

* For a limited period of Apr 1 – June 30, 2024, partners who have any Azure Specialization currently supported in Azure Migrate and Modernize & Azure Innovate can leverage these offerings

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 **Azure Innovate 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 Small (XS) engagement Project size: **$10K – $25K/year** planned Azure consumption	$5,000 USD	$4,000 USD	120 days
Small engagement Project size: >**$25K – $125K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$125K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K/year** planned Azure consumption	$50,000 USD	$40,000 USD	260 days

Above project sizes are the planned Azure consumption in year 1, measured from Azure Innovate 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 Innovate 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 | Terms and Conditions | Support and Resources | > |

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Innovate Partner-led: Analytics Deployment (SMB)

ENGAGEMENT SUMMARY

Azure Innovate for Analytics provides guidance, resources, and funding to drive consistent execution and customer experience, accelerating the demand, pipeline, and consumption of Azure Analytics Services. 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, Purview and/or ADX. Power BI Premium deployments will be considered only if there is pull-through of Analytics and AI consumption.

ENGAGEMENT TERM

March 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Eligibility
Partner must have **either** Solutions Partner designations for Azure:
1.   SMB track - Solutions partner for Data & AI **or**
2.   SMB track - Solutions partner for Digital & App Innovation

Customer Eligibility

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

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date.
Refer to the **Azure Innovate 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 Small (XS) engagement Project size: **$10K – $25K/year** planned Azure consumption	$4,000 USD	$3,200 USD	120 days
Small engagement Project size: >**$25K – $125K/year** planned Azure consumption	$12,000 USD	$9,600 USD	120 days

Above project sizes are the planned Azure consumption in year 1, measured from Azure Innovate 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 Innovate Governance information.

Important - for these engagements, the following limits are in effect:
1. The maximum approved claims per customer are capped at four (4) claims.
2. The maximum concurrent claims per customer are capped at two (2) claims.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

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

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Innovate Partner-led: Build & Modernize AI Apps Proof of Value

ENGAGEMENT SUMMARY

Azure Innovate helps accelerate customer digital transformation and supports partners in delivering innovation projects. In this engagement, partners will deliver a Pilot/Proof of Concept (POC) 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 and AI services 2. Perform PoC/pilot deployment of application(s) on Azure. 3. Based on the outcome of PoC/pilot develop a comprehensive deployment plan.

ENGAGEMENT TERM

July 1, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
Azure Specialization in any of the following:
- Build & Modernize AI Apps
- Modernizing Applications on Azure

Customer Eligibility

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

Measure and Reward

Partners are paid a fixed amount.
Refer to the **Azure Innovate Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Proof of Value engagement Estimated Project size: **> $25K** Annual Azure consumption The **Azure Pricing Calculator** can be used to estimate Azure consumption.	**$10,000 USD**	**$8,000 USD**	**90 days**

Below mentioned activities must be completed for your customer engagement to be considered fully delivered:

- Delivery of Pilot/POC leveraging Azure Application Platform, Managed Database and/or Azure AI services
- Development of detailed solution architecture showing how Azure Application Platform, Managed Database and/or Azure AI services used within a solution
- Review of a comprehensive deployment plan with a customer showing solution rollout timeline

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 Innovate 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 | Terms and Conditions | Support and Resources | >

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Innovate Partner-led: Build & Modernize AI Apps Deployment

ENGAGEMENT SUMMARY

Azure Innovate helps accelerate customer digital transformation and supports partners in delivering innovation projects. In this engagement, partners will build new or modernize existing customer's apps using Azure application, database and AI services. The following patterns or their combinations are supported: (i) containerization of applications, (ii) re-platform apps on Azure PaaS, (iii) infusing apps with AI capabilities, (iv) modernization of underlying application data using SQL and NoSQL cloud databases. Setup of Azure security services to support the workloads may be included in the scope.
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 or modernization of existing applications to Azure

ENGAGEMENT TERM

July 1, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Azure Innovate partner requirements
Azure Specialization in any of the following:
- Build and Modernize AI Apps
- Modernizing Applications on Azure

Customer Eligibility

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

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 **Azure Innovate 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 Small (XS) engagement Project size: **$10K – $25K/year** planned Azure consumption	$5,000 USD	$4,000 USD	120 days
Small engagement Project size: >**$25K – $125K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$125K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K/year** planned Azure consumption	$50,000 USD	$40,000 USD	260 days

Above project sizes are the planned Azure consumption in year 1, measured from Azure Innovate 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 Innovate Governance information.

Partner role in MCI		Earning Type
Build Intent – Partner Activities		Fee

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

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Innovate Partner-led: Build & Modernize AI Apps Deployment (SMB)

ENGAGEMENT SUMMARY

Azure Innovate helps accelerate customer digital transformation and supports partners in delivering innovation projects. In this engagement, partners will build new or modernize existing customer's apps using Azure application, database and AI services. The following patterns or their combinations are supported: (i) containerization of applications, (ii) re-platform apps on Azure PaaS, (iii) infusing apps with AI capabilities, (iv) modernization of underlying application data using SQL and NoSQL cloud databases. Setup of Azure security services to support the workloads may be included in the scope.
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 or modernization of existing applications to Azure

ENGAGEMENT TERM

March 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Eligibility
Partner must have **either** Solutions Partner designations for Azure:
1. SMB track - Solutions partner for Data & AI **or**
2. SMB track - Solutions partner for Digital & App Innovation

Customer Eligibility

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

Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the **Azure Innovate 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 Small (XS) engagement Project size: **$10K – $25K/year** planned Azure consumption	$4,000 USD	$3,200 USD	120 days
Small engagement Project size: >**$25K – $125K/year** planned Azure consumption	$12,000 USD	$9,600 USD	120 days

Above project sizes are the planned Azure consumption in year 1, measured from Azure Innovate 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 Innovate Governance information.

Important - for these engagements, the following limits are in effect:
1. The maximum approved claims per customer are capped at four (4) claims.
2. The maximum concurrent claims per customer are capped at two (2) claims.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

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

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Innovate Partner-led: Accelerate Developer Productivity Proof of Value

ENGAGEMENT SUMMARY

Azure Innovate for Accelerate Developer Productivity helps customers reimagine the developer experience by combining the power of AI with the most comprehensive development platform that empowers development teams to build easier, collaborate better, and deploy code faster. In this engagement, partners will deliver a Pilot/Proof of Concept (POC) inclusive of at least one of the following: Azure DevOps product suite (including but not limited to Azure DevOps, Azure Pipelines etc...), GitHub Enterprise product suite (including but not limited to GitHub Enterprise, GitHub Advanced Security, GitHub Copilot, GitHub Actions, GitHub Codespaces, etc...), Microsoft Dev Box, Visual Studio, and/or Azure Load Testing. The partner is required to perform specific milestones in the project through the following activities: 1. Identify one or more Accelerate Developer Productivity solution play component(s) and define business need for modernization of existing engineering practice; 2. Perform Pilot/POC deployment of Accelerate Developer Productivity solution play component(s); 3. Develop a comprehensive deployment plan for the Accelerate Developer Productivity solution play component(s). Partners should use the following Microsoft guidance/tools in delivering the services Responsible and trusted AI, Cloud Adoption Framework, and Well-Architected Framework. Partners are required to provide proof of execution for the project.

ENGAGEMENT TERM

July 1, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
Azure Specialization:
• Accelerate Developer Productivity with Microsoft Azure

Customer Eligibility

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

*The project size is the planned Azure consumption for one year measured from Azure Innovate project completion and/or new Billed Revenue recorded in MS Sales in the proceeding 90 days from customer consent through to POE submission.

Measure and Reward

Partners are paid a fixed amount.
Refer to the **Azure Innovate Engagement Payout** page for country-specific information.

Project Size*	*Partner Payment Market A	*Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Proof of value engagement Estimated Project size: **> $25K** planned Azure consumption and/or new Billed Revenue The **Azure Pricing Calculator** can be used to estimate Azure consumption.	$10,000 USD	$8,000 USD	90 days

Below mentioned activities must be completed for your customer engagement to be considered fully delivered:

• Delivery of Pilot/POC leveraging GitHub and Microsoft Developer Productivity products
• Development of detailed solution architecture showing how these products are used within a solution
• Review of a comprehensive deployment plan with a customer showing solution rollout timeline

Microsoft reserves the right to reject future engagements or remove partners from Azure Innovate if the reported Billed Revenue and/or Azure Run Rate (ARR) is found to be inaccurate when verified against the size of opportunities submitted. For more information see: Azure Innovate 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 | Terms and Conditions | Support and Resources | ▷

Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive

Azure Innovate Partner-led: Accelerate Developer Productivity Deployment

ENGAGEMENT SUMMARY

Azure Innovate for Accelerate Developer Productivity helps accelerate customer digital transformation and supports partners in delivering innovation projects to drive pipeline, billed revenue, and consumption of GitHub, Visual Studio, and Azure DevOps. In this engagement, the partner must deploy at least one of the following: Azure DevOps product suite (including but not limited to Azure DevOps, Azure Pipelines etc...), GitHub Enterprise product suite (including but not limited to GitHub Enterprise, GitHub Advanced Security, GitHub Copilot, GitHub Actions, GitHub Codespaces, etc...), Microsoft Dev Box, Visual Studio, and/or Azure Load Testing. Setup of Azure security services to support the workloads may be included in the scope. Partners should use the following Microsoft guidance/tools in delivering the services **Responsible and trusted AI**, **Cloud Adoption Framework**, and **Well-Architected Framework**. Partners are required to provide proof of execution for the project.

ENGAGEMENT TERM

July 1, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
Azure Specialization:
- Accelerate Developer Productivity with Microsoft Azure

Customer Eligibility

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

Measure and Reward

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 and/or new Billed Revenue.
Refer to the **Azure Innovate 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 Small engagement Project size: **$10K – $25K/year** planned Azure consumption and/or new Billed Revenue	$5,000 USD	$4,000 USD	120 days
Small engagement Project size: **$25K – $125K/year** planned Azure consumption and/or new Billed Revenue	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$125K – $250K/year** planned Azure consumption and/or new Billed Revenue	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K/year** planned Azure consumption and/or new Billed Revenue	$50,000 USD	$40,000 USD	260 days

*The project sizes are the planned Azure consumption for one year measured from Azure Innovate project completion and/or new Billed Revenue recorded in MS Sales in the proceeding 90 days from customer consent through to POE submission.

Microsoft reserves the right to reject future engagements or remove partners from Azure Innovate if the reported Billed Revenue and/or Azure Run Rate (ARR) is found to be inaccurate when verified against the size of opportunities submitted. For more information see: **Azure Innovate 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	Terms and Conditions	Support and Resources	>

Azure Migrate and Modernize	Azure Innovate	ISV Success Advanced	Cloud Solution Provider	Hosting Incentive

Azure Innovate Partner-led: Build & Modernize AI Apps Proof of Value with AI Envisioning Support for ISVs

ENGAGEMENT SUMMARY

Azure Innovate helps accelerate customer digital transformation and supports partners in delivering innovation projects. In this engagement, partners will deliver an AI envisioning support and Pilot/Proof of Concept (POC) 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 use cases, technical fit, and roadmap for innovation for that app using Azure app, data and AI services 2. Perform PoC/pilot deployment of application(s) on Azure. 3. Based on the outcome of AI envisioning and PoC/pilot develop a comprehensive deployment plan.

ENGAGEMENT TERM

July 1, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
Azure Specialization in any of the following:
- Build & Modernize AI Apps
- Modernizing Applications on Azure

And, Partner must demonstrate that they have a dedicated ISV-focused practice and receive AI envisioning training provided by MSFT

Customer Eligibility

ISV partners determined and selected by Microsoft with a valid TPID detected by Microsoft internal systems

Measure and Reward

Partners are paid a fixed amount.
Refer to the **Azure Innovate Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Proof of Value with AI envisioning support for ISVs Estimated Project size: **> $25K** Annual Azure consumption The **Azure Pricing Calculator** can be used to estimate Azure consumption.	**$15,000 USD**	**$12,000 USD**	**90 days**

Below mentioned activities must be completed for your customer engagement to be considered fully delivered:

- Delivery of AI envisioning for ISV applications leveraging the framework and content provided by MSFT to define AI use cases, technical fit, and roadmap
- Delivery of Pilot/POC leveraging Azure Application Platform, Managed Database and/or Azure AI services
- Development of detailed solution architecture showing how Azure Application Platform, Managed Database and/or Azure AI services used within a solution
- Review of a comprehensive deployment plan with a customer showing solution rollout timeline

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 Innovate 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 | Terms and Conditions | Support and Resources | >

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Innovate Partner-led: Azure AI Platform Proof of Value

ENGAGEMENT SUMMARY

Azure Innovate helps accelerate customer digital transformation and supports partners in the design and testing of AI innovation projects. In this engagement, partners will support a customer by designing and piloting (testing) an Azure AI solution based on one of the following scenarios: Net new AI Model; Customized AI Model with new functionality; Software/IP solution designed to help customers/developers create, test, tune, or customize AI Models; or new AI solution built on the Azure AI Platform. The partners are required to perform specific milestones in the project through the following activities: 1. Identify one or few customer projects that illustrate the business need for a new or customized AI model 2. Perform PoC/pilot deployment to test the intended performance of that AI model or AI Platform-built solution 3. Based on the outcome of PoC/pilot, develop a comprehensive deployment plan for integrating the model into the customer's AI environment or application. Qualifying partner solutions are required to use any combination of the following Azure AI services: Azure OpenAI, Azure AI Services (e.g., Speech, Vision, ML, etc.), and/or AI Studio. Partners must be able to provide information about other components of the Microsoft platform used to develop and/or deliver the solution (e.g., database/data platform layer services, AI infrastructure services, etc.).

ENGAGEMENT TERM

July 1, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
Azure Specialization in AI Platform

Customer Eligibility

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

Measure and Reward

Partners are paid a fixed amount.
Refer to the **Azure Innovate Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Proof of Value engagement Estimated Project size: **> $25K** Annual Azure consumption The **Azure Pricing Calculator** can be used to estimate Azure consumption.	$10,000 USD	$8,000 USD	90 days

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: Azure Innovate 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** | **Terms and Conditions** | **Support and Resources** | >

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Innovate Partner-led: Azure AI Platform Deployment

ENGAGEMENT SUMMARY

Azure Innovate helps accelerate customer digital transformation and supports partners in delivering innovation projects. In this engagement, partners will deploy into production a new or tuned/customized AI Model or AI platform-built solution using any combination of the following Microsoft Azure AI services: Azure OpenAI, Azure AI Services (e.g., Speech, Vision, ML, etc.) and/or Azure AI Studio. The following patterns, scenarios or their combinations are supported: (i) net new AI Model, (ii) tuning and/or customizing of an existing AI Model, (iii) Project services or IP solution designed to help customers/developers test, tune, customize and/or govern AI Models; or (iv) creating a new AI solution built on the Azure AI Platform. Partners must be able to provide information about other components of the Microsoft platform used to develop and/or deliver the solution (e.g., database/data platform layer services, AI infrastructure services, etc.). Partners are also required to perform specific milestones in the project through the following activities: 1. Landing zone setup or review 2. Deployment of new or tuned/customized AI Model, a new service/software designed to create, tune, or customize AI Models, or a new AI solution built on the Azure AI Platform.

ENGAGEMENT TERM

July 1, 2024 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner requirements
Azure Specialization in AI Platform

Customer Eligibility

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

Measure and Reward

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 **Azure Innovate 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 Small (XS) engagement Project size: **$10K – $25K/year** planned Azure consumption	$5,000 USD	$4,000 USD	120 days
Small engagement Project size: >**$25K – $125K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$125K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K/year** planned Azure consumption	$50,000 USD	$40,000 USD	260 days

Above project sizes are the planned Azure consumption in year 1, measured from Azure Innovate 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 Innovate 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 | Terms and Conditions | Support and Resources | > |

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Innovate Partner-led Engagement Payout Details

Market A and Market B Countries

Azure Innovate engagement claim 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.

FY25 Rate Card

Solution Area	Workshop	Market A Incentive	Market B Incentive
Azure	Azure Innovate Proof of Value	$10,000	$8,000
Azure	Azure Innovate Engagement Extra Small	$5,000	$4,000
Azure	Azure Innovate Engagement Small	$15,000	$12,000
Azure	Azure Innovate Engagement Medium	$35,000	$28,000
Azure	Azure Innovate Engagement Large	$50,000	$40,000

Important: Partners are prohibited from using funding for the same engagement multiple times in Azure Innovate through either (i) multiple submissions in Azure Innovate Partner-Led (MCI) or (ii) submitting in both Azure Innovate Partner-led(MCI) and Traditional AAAP (ECIF). Any partners found to be in violation of this policy will immediately be removed from the program and may forfeit any incentives earned as a result.

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

Azure Migrate and Modernize	Azure Innovate	ISV Success Advanced	Cloud Solution Provider	Hosting Incentive

Azure Innovate Partner-led Engagement Controls

Net New Engagements Only

Partners should **NOT** nominate existing engagements that are already underway through Azure Innovate Partner-led.

Azure Innovate Partner-led 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

Azure Innovate Partner-led views 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 Analytics migration 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.

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.

Note: Partners may be asked for project status updates from the program operations team. Please respond to these enquiries within 10 business days. Engagements not responded to may be cancelled.

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

Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive

Azure Innovate Partner-led Engagement Controls

Max earnings per Partner ID

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

Maximum active engagements per customer

Starting May 1, 2022, 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.

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

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

Azure Innovate Partner-led Engagement Controls

Successful Engagements

Successful engagements are defined as:

- Partner selects correct t-shirt size engagement based on thorough understanding of the customer project

- Incremental Azure consumption driven by the engagement meets/exceeds the Minimum ACR for the selected t-shirt size.

- The customer satisfaction with the engagement is 4 or above.

  Microsoft reserves the right to "pause" partners from the program if more than 60% of engagements do not meet this success criteria.

- See this document for more information Azure Innovate Governance

Balance of Proof of Value engagements to Deployment engagements

- Partners must ensure that the number of in-progress and delivered Proof of Value engagements is not more than **3 times (3x)** the number of Deployment engagements in progress and delivered.

- As part of the regular monthly governance for AMM, Microsoft will monitor this ratio and may pause partners from claiming further customers for Proof of Value engagements until this ratio balance requirements is restored.

- See this document for more information Azure Innovate Governance

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

| Azure Migrate and Modernize | Azure Innovate | **ISV Success Advanced** | Cloud Solution Provider | Hosting Incentive |

MCI Build Intent Incentive – ISV Success Advanced Engagement Stages

| **Engagement Stage** | Stage 01 | **Nominate Customer** | Stage 02 | **Customer Consent** | Stage 03 | **Execution & POE Submission** | Stage 04 | **POE Validation** | Stage 05 | **Payment** |

| **Activity** | Partner nominates customer+ after there is confirmed intent and alignment from the customer++ to carry out the engagement.

Partner Center validates customer eligibility for partner and customer | Partner requests customer consent

Partner Center receives customer consent

Without customer consent, claim will automatically expire | Partner delivers the customer engagement

Partner submits claim with required Proof of Execution (POE) documentation

Incomplete claims will automatically expire | Microsoft reviews POE documentation

Microsoft reaches out to partner if additional information is needed.

Microsoft approves or declines POE | Once approved, claim will be processed for payment

Microsoft issues payment to partner |

Timeline

| | 30 days max from nominating the customer | 90-260 days* from receiving customer consent | 30 days max from claim submission | 45 days max from claim approval month end |

+ Nominate by clicking "Add Customer" in Partner Center > Incentives > MCI Engagements. See https://aka.ms/MCIPartnerActivitiesClaimsGuide for details.
++ For POV and Publish engagements, the partner applying for the benefit is the end customer

*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

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

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

ISV Success Advanced Engagements: Proof of Execution of Requirements

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

Customer Survey (triggered by Partner, completed by Customer)
Only required for end Customer migrations

Partner Survey (completed by Partner)

Proof of execution document (uploaded by Partner)

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

Solution Architecture Report (uploaded by Partner)
Only required for POV and Publish engagements

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

| Azure Migrate and Modernize | Azure Innovate | **ISV Success Advanced** | Cloud Solution Provider | Hosting Incentive |

ISV Success Advanced: Customer Migration & Modernization

ENGAGEMENT SUMMARY

ISV Success Advanced package helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute a customer's migration & modernization project to solutions built on Azure. It can include providing implementation services of solutions integrated with or running on Azure to end-customers.
The partners are required to perform specific milestones in the project the following activities: 1. Application Compatibility Assessment/Review 2. Migration/Modernization activities

ENGAGEMENT TERM

Jan 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Incentive Enrollment
Microsoft Commerce Incentives

Partner Requirements
Partner requirements
- Partners who earn a Microsoft Certified Software Designation (Azure, Security or Industry) *

Customer Eligibility

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

* ISV Partners with existing access to these incentives will retain access through FY25 without any disruption.

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 **ISV Success Advanced 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 Small (XS) engagement Project size: **$10K – $25K/year** planned Azure consumption	$5,000 USD	$4,000 USD	120 days
Small engagement Project size: **$25K – $125K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$125K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K/year** planned Azure consumption	$50,000 USD	$40,000 USD	260 days

Above 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: Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

ISV Success Advanced: Build & Modernize AI Apps Proof of Value

ENGAGEMENT SUMMARY

ISV Success Advanced package helps accelerate digital transformation and supports ISV partners in deploying innovative solutions. In this engagement, ISV partners will deliver a Pilot/Proof of Concept (POC) to enhance their applications with Azure AI and/or modernize 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 source applications and define business needs for innovation for that app using Azure app, data and AI services 2. Perform PoC/pilot deployment of application(s) on Azure. 3. Based on the outcome of PoC/pilot develop a comprehensive deployment plan.

ENGAGEMENT TERM

Jan 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
• Partners who earn a Microsoft Certified Software Designation (Azure, Security or Industry)*

Measure and Reward

Partners are paid a fixed amount.
Refer to the **ISV Success Advanced Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Proof of Value engagement Estimated Project size: **> $25K** Annual Azure consumption The **Azure Pricing Calculator** can be used to estimate Azure consumption.	**$10,000 USD**	**$8,000 USD**	**90 days**

Customer Eligibility

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

* ISV Partners with existing accesss to these incentives will retain access through FY25 without any disruption.

Below mentioned activities must be completed for your customer engagement to be considered fully delivered:

• Delivery of Pilot/POC leveraging Azure Application Platform, Managed Database and/or Azure AI services
• Development of detailed solution architecture showing how Azure Application Platform, Managed Database and/or Azure AI services used within a solution
• Development of a comprehensive solution rollout plan in production environment

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: 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 | Terms and Conditions | Support and Resources | >

| Azure Migrate and Modernize | Azure Innovate | **ISV Success Advanced** | Cloud Solution Provider | Hosting Incentive |

ISV Success Advanced: Build & Modernize AI Apps Proof of Value L

ENGAGEMENT SUMMARY

ISV Success Advanced package helps accelerate digital transformation and supports ISV partners in designing & piloting innovative applications. In this engagement, the ISV partner will develop a new application, or modernize an existing application, using Azure AI Services (Azure OpenAI Service, Azure Cognitive Search, Vision, Speech, Documents etc.), **AND** either/both Azure App Platform services (App Service, AKS, ACA, ARO, ASA) **OR** Azure Database services (Cosmos DB preferred). The partner is required to achieve the following specific milestones during the project: 1. Identify at least one repeatable AI-enabled IP software solution (new or modernized) that can be sold to other enterprises/consumers at scale; (2) Define the business need(s) for creating or modernizing that app using Azure AI Services, Azure App Platform Services, and/or Azure Database Services; 3. Perform Pilot/POC deployment of that application on Azure; 4. Commit to deploying the application to Microsoft Commercial Marketplace.

ENGAGEMENT TERM

Jan 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
- Partners who earn a Microsoft Certified Software Designation (Azure, Security or Industry)*

Customer Eligibility

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

* ISV Partners with existing accesss to these incentives will retain access through FY25 without any disruption.

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: Governance information.

Measure and Reward

Partners are paid a fixed amount.
Refer to the **ISV Success Advanced Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
ISV Proof of Value L Estimated Project size: **> $500K** Annual Azure consumption The **Azure Pricing Calculator** can be used to estimate Azure consumption.	$50,000 USD	$40,000 USD	260 days

The activities below must be completed (with proof of execution provided) for your engagement to be considered fully delivered:

- Solution must pass AI Fairness Checklist
- Document User Identity and RBAC policies
- Provide detailed illustration of full solution deployment architecture, including how the following Azure services are incorporated:
  - Azure AI Services (Azure OpenAI Service, Azure Cognitive Search, Vision, Speech, Documents etc.), **AND** Azure App Platform services (App Service, AKS, ACA, ARO, ASA) **OR** Azure managed database services (Cosmos DB preferred, Azure SQL, Azure Database for PostgreSQL, Azure Database for MySQL etc.).
- Partner to provide a list of at least three (3) end customers (prospects) they will target with this new app/solution
- Solution must be intended for integration into repeatable & transactable IP offering
- Documented partner intent to publish AI Model to Azure Marketplace within 260 days of customer consent (or provide proof of why solution cannot be published to Marketplace)

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

ISV Success Advanced: Build & Modernize AI Apps Proof of Value XL

ENGAGEMENT SUMMARY

ISV Success Advanced package helps accelerate digital transformation and supports ISV partners in designing & piloting innovative applications. In this engagement, the ISV partner will develop a new application, or modernize an existing application, using Azure AI Services (Azure OpenAI Service, Azure Cognitive Search, Vision, Speech, Documents etc.), **AND** either/both Azure App Platform services (App Service, AKS, ACA, ARO, ASA) **OR** Azure Database services (Cosmos DB preferred). The partner is required to achieve the following specific milestones during the project: 1. Identify at least one repeatable AI-enabled IP software solution (new or modernized) that can be sold to other enterprises/consumers at scale; (2) Define the business need(s) for creating or modernizing that app using Azure AI Services, Azure App Platform Services, and/or Azure Database Services; 3. Perform Pilot/POC deployment of that application on Azure; 4. Commit to deploying the application to Microsoft Commercial Marketplace.

ENGAGEMENT TERM

Jan 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
- Partners who earn a Microsoft Certified Software Designation (Azure, Security or Industry)*

Customer Eligibility

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

* ISV Partners with existing accesss to these incentives will retain access through FY25 without any disruption.

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: Governance information.

Measure and Reward

Partners are paid a fixed amount.
Refer to the **ISV Success Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
ISV Proof of Value XL Estimated Project size: **> $1M** Annual Azure consumption The **Azure Pricing Calculator** can be used to estimate Azure consumption.	$100,000 USD	$80,000 USD	260 days

The activities below must be completed (with proof of execution provided) for your engagement to be considered fully delivered:

- Solution must pass AI Fairness Checklist
- Document User Identity and RBAC policies
- Provide detailed illustration of full solution deployment architecture, including how the following Azure services are incorporated:
  - Azure AI Services (Azure OpenAI Service, Azure Cognitive Search, Vision, Speech, Documents etc.), **AND** Azure App Platform services (App Service, AKS, ACA, ARO, ASA) **OR** Azure managed database services (Cosmos DB preferred, Azure SQL, Azure Database for PostgreSQL, Azure Database for MySQL etc.).
- Partner to provide a list of at least three (3) end customers (prospects) they will target with this new app/solution
- Solution must be intended for integration into repeatable & transactable IP offering
- Documented partner commitment to publish application/solution to Azure Marketplace (or equivalent based on area*) within 260 days of Pilot/POC stage
  - * In areas where Azure Marketplace is unavailable, equivalent proof of execution is deployment of solution at 5 or more end customers within 260 days of pilot/POC stage (method of POE = copies of 5+ customer SOWs)

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

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

| Azure Migrate and Modernize | Azure Innovate | **ISV Success Advanced** | Cloud Solution Provider | Hosting Incentive |

ISV Success Advanced: Build & Modernize AI Apps Publish

ENGAGEMENT SUMMARY

ISV Success Advanced package helps accelerate customer digital transformation and supports partners in delivering innovation projects. In this engagement, partners will build new or modernize their existing apps using Azure application, database, and/or AI services, and publish Marketplace offers. The following patterns or their combinations are supported: (i) containerization of applications, (ii) re-platform apps on Azure PaaS, (iii) infusing apps with AI capabilities, (iv) modernization of underlying application data using SQL and NoSQL cloud databases. Setup of Azure security services to support the workloads may be included in the scope.

The partners are required to perform specific milestones in the project through the following activities: 1. Landing zone setup or review 2. Development of new application or modernization of their existing applications to Azure 3. Publish Marketplace offers

ENGAGEMENT TERM

Jan 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
• Partners who earn a Microsoft Certified Software Designation (Azure, Security or Industry)*

Customer Eligibility

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

* ISV Partners with existing accesss to these incentives will retain access through FY25 without any disruption.

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 publish date.
Refer to the **ISV Success 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 Small (XS) engagement Project size: >**$10K – $25K/year** planned Azure consumption	$5,000 USD	$4,000 USD	120 days
Small engagement Project size: >**$25K – $125K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$125K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K/year** planned Azure consumption	$50,000 USD	$40,000 USD	260 days

Above project sizes are the planned Azure consumption in year 1, measured from ISV Success 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: 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 | Terms and Conditions | Support and Resources | > |

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

ISV Success Advanced: Azure AI Platform Proof of Value

ENGAGEMENT SUMMARY

ISV Success Advanced package helps accelerate ISV partners' digital transformation and supports the Build & Publish stages of AI innovation projects. In this engagement, partners will design and pilot (test) a new Azure AI solution based on one of the following offer types: Net new AI Model; Customized AI Model with new functionality; Software/IP solution designed to help customers/developers create, test, tune, or customize AI Models; or new AI solution built on the Azure AI Platform. These solutions must be designed as transactable, repeatable offerings to external customers. Qualifying partner solutions are required to use any combination of the following Azure AI services: Azure OpenAI, Azure AI Services (e.g., Speech, Vision, ML, etc.), and/or AI Studio. Partners will also be asked to provide information about other components of the Microsoft platform used to develop and/or deliver the solution (e.g., database/data platform layer services, AI Ready infrastructure services, etc.).

ENGAGEMENT TERM

Jan 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
- Partners who earn a Microsoft Certified Software Designation (Azure, Security or Industry)*

Customer Eligibility

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

* ISV Partners with existing accesss to these incentives will retain access through FY25 without any disruption.

Measure and Reward

Partners are paid a fixed amount.
Refer to the **ISV Success Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Proof of value engagement Estimated Project size: **> $25K** Annual Azure consumption The **Azure Pricing Calculator** can be used to estimate Azure consumption.	**$10,000 USD**	**$8,000 USD**	**90 days**

The activities below must be completed (with proof of execution provided) for your engagement to be considered fully delivered:
- Partner must attest that the implemented solution passes the AI Fairness Checklist
- Provide detailed illustration of full solution deployment architecture, including how the following products & Azure services are incorporated: Azure OpenAI, Azure Services (Speech, Vision, ML, etc.), and/or AI Studio (with Azure AI Infrastructure)
- Solution must be intended as a repeatable & transactable IP offering to customers
- Documented partner intent to publish AI Model to Azure Marketplace within 260 days of customer consent (or provide proof of why solution cannot be published to Marketplace)

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: Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

ISV Success Advanced: Azure AI Platform Proof of Value L

ENGAGEMENT SUMMARY

ISV Success Advanced package helps accelerate ISV partners' digital transformation and supports the Build & Publish stages of AI innovation projects. In this engagement, partners will design and pilot (test) a new Azure AI solution based on one of the following offer types: Net new AI Model; Customized AI Model with new functionality; Software/IP solution designed to help customers/developers create, test, tune, or customize AI Models; or new AI solution built on the Azure AI Platform. These solutions must be designed as transactable, repeatable offerings to external customers. Qualifying partner solutions are required to use any combination of the following Azure AI services: Azure OpenAI, Azure AI Services (e.g., Speech, Vision, ML, etc.), and/or AI Studio. Partners will also be asked to provide information about other components of the Microsoft platform used to develop and/or deliver the solution (e.g., database/data platform layer services, AI Ready infrastructure services, etc.).

ENGAGEMENT TERM

Jan 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
- Partners who earn a Microsoft Certified Software Designation (Azure, Security or Industry)*

Customer Eligibility

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

* ISV Partners with existing accesss to these incentives will retain access through FY25 without any disruption.

Measure and Reward

Partners are paid a fixed amount.
Refer to the **ISV Success Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
ISV Proof of value L engagement Estimated Project size: **> $500K** Annual Azure consumption The **Azure Pricing Calculator** can be used to estimate Azure consumption.	**$50,000 USD**	**$40,000 USD**	**260 days**

The activities below must be completed (with proof of execution provided) for your engagement to be considered fully delivered:
- Partner must attest that the implemented solution passes the AI Fairness Checklist
- Document User Identity and RBAC policies (if applicable) to ensure AI model/apps are secure
- Provide detailed illustration of full solution deployment architecture, including how the following products & Azure services are incorporated: Azure OpenAI, Azure Services (Speech, Vision, ML, etc.), and/or AI Studio (with Azure AI Infrastructure)
- Solution must be intended as a repeatable & transactable IP offering to customers
- Documented partner intent to publish AI Model to Azure Marketplace within 260 days of customer consent (or provide proof of why solution cannot be published to Marketplace)

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: Governance information.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

ISV Success Advanced: Azure AI Platform Proof of Value XL

ENGAGEMENT SUMMARY

ISV Success Advanced package helps accelerate ISV partners' digital transformation and supports the Build & Publish stages of AI innovation projects. In this engagement, partners will design and pilot (test) a new Azure AI solution based on one of the following offer types: Net new AI Model; Customized AI Model with new functionality; Software/IP solution designed to help customers/developers test, tune, govern, or customize AI Models; or creating a new AI solution built on the Azure AI Platform. These solutions must be designed as transactable, repeatable offerings to external customers. Qualifying partner solutions are required to use any combination of the following Azure AI services: Azure OpenAI, Azure AI Services (e.g., Speech, Vision, ML, etc.), and/or AI Studio. Partners will also be asked to provide information about other components of the Microsoft platform used to develop and/or deliver the solution (e.g., database/data platform layer services, AI Ready infrastructure services, etc.).

ENGAGEMENT TERM

Jan 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
- Partners who earn a Microsoft Certified Software Designation (Azure, Security or Industry)*

Customer Eligibility

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

* ISV Partners with existing accesss to these incentives will retain access through FY25 without any disruption.

Measure and Reward

Partners are paid a fixed amount.
Refer to the **ISV Success Advanced Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Proof of value engagement Estimated Project size: **> $1M** Annual Azure consumption The **Azure Pricing Calculator** can be used to estimate Azure consumption.	**$100,000 USD**	**$80,000 USD**	**260 days**

The activities below must be completed (with proof of execution provided) for your engagement to be considered fully delivered:
- Partner must attest that the implemented solution passes the AI Fairness Checklist
- Confirm User Identity and RBAC policies (if applicable) are in place to ensure AI model/apps are secure
- Provide detailed illustration of full solution deployment architecture, including how the following products & Azure services are incorporated:
- Azure OpenAI, Azure Services (Speech, Vision, ML, etc.), and/or AI Studio (with Azure AI Infrastructure)
- Partner to provide a list of at least three (3) end customers (prospects) they will target with this new model/solution
- Solution must be intended as a repeatable & transactable IP offering to customers
- Documented partner intent to publish AI Model to Azure Marketplace within 260 days of customer consent (or provide proof of why solution cannot be published to Marketplace)

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: 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 | Terms and Conditions | Support and Resources | > |

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

ISV Success Advanced: Azure AI Platform Model Publish

ENGAGEMENT SUMMARY

ISV Success Advanced package helps accelerate ISV partners' digital transformation and supports the Build & Publish stages of AI innovation projects. In this engagement, partners will publish a new Azure AI solution to Marketplace (AI + Machine Learning category) based on one of the following transactable offer types: Net new AI Model; Customized AI Model with new functionality; Software/IP solution designed to help customers/developers create, test, tune, or customize AI Models; or creating a new AI solution built on the Azure AI Platform. These solutions must be designed as transactable, repeatable offerings to external customers. Qualifying partner solutions are required to use any combination of the following Azure AI services: Azure OpenAI, Azure AI Services (e.g., Speech, Vision, ML, etc.), and/or AI Studio. Partners will also be asked to provide information about other components of the Microsoft platform used to develop and/or deliver the solution (e.g., database/data platform layer services, AI Ready infrastructure services, etc.).

ENGAGEMENT TERM

Jan 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
- Partners who earn a Microsoft Certified Software Designation (Azure, Security or Industry)*

Customer Eligibility

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

* ISV Partners with existing accesss to these incentives will retain access through FY25 without any disruption.

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 publish date. Refer to the **ISV Success Advanced 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 Small (XS) engagement Project size: >**$10K – $25K/year** planned Azure consumption	$5,000 USD	$4,000 USD	120 days
Small engagement Project size: >**$25K – $125K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$125K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K/year** planned Azure consumption	$50,000 USD	$40,000 USD	260 days

Above project sizes are the planned Azure consumption in year 1, measured from ISV Success Advanced 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: 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 | Terms and Conditions | Support and Resources | >

Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive

ISV Success Advanced: Analytics Proof of Value

ENGAGEMENT SUMMARY

ISV Success Advanced package for Analytics provides guidance, resources, and funding to drive consistent execution and customer experience, accelerating the demand, pipeline, and consumption of Azure Analytics Services. In this engagement, partners will provide a Pilot/Proof of concept (POC) for their Analytics project, demonstrating that Azure offers the right tools to integrate Azure Analytics into their applications. As part of this Pilot/POC engagement, partners will use Microsoft Fabric (incl. Power BI), Azure Databricks, Purview and/or ADX to build their Pilot/POC project **and** create a development plan to build or modernize their applications on Azure Analytics and publish Marketplace offers. Partners should use the following Microsoft guidance/tools in delivering the services Cloud Adoption Framework (CAF), and Well-Architected Framework (WAF). Pilot/POCs including Power BI Premium must pull through Azure analytics revenue.

ENGAGEMENT TERM

Jan 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
- Partners who earn a Microsoft Certified Software Designation (Azure, Security or Industry)*

Customer Eligibility

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

* ISV Partners with existing accesss to these incentives will retain access through FY25 without any disruption.

Measure and Reward

Partners are paid a fixed amount.
Refer to the **ISV Success Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Proof of Value engagement Estimated Project size: **> $25K** Annual Azure consumption The **Azure Pricing Calculator** can be used to estimate Azure consumption.	**$10,000 USD**	**$8,000 USD**	**90 days**

All the below mentioned activities must be completed for your customer engagement to be considered fully delivered:

- Delivery of Pilot/POC for Analytics scenario leveraging Microsoft Fabric (incl. Power BI), Azure Databricks, Purview and/or ADX services on Azure
- Development of detailed solution architecture showing how Microsoft Fabric (incl. Power BI), Azure Databricks, Purview and/or ADX services used within a solution
- Development of a comprehensive solution rollout plan in production environment

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: 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 | Terms and Conditions | Support and Resources | >

Azure Migrate and Modernize | Azure Innovate | **ISV Success Advanced** | Cloud Solution Provider | Hosting Incentive

ISV Success Advanced: Analytics Proof of Value L

ENGAGEMENT SUMMARY

ISV Success Advanced package for Analytics provides guidance, resources, and funding to drive consistent execution and customer experience, accelerating the demand, pipeline, and consumption of Azure Analytics Services. In this engagement, the ISV partner will develop a new (or modernize an existing) application to support a customer's Analytics project, demonstrating via a Pilot/POC that Azure offers the right tools to support customers' Analytics requirements. As part of this development effort, partners will use Microsoft Fabric (incl. Power BI), Azure Databricks, Purview and/or ADX to build and deploy the customer's Analytics project and create a development plan to help the customer deploy their full solution to Azure. Partners should use the following Microsoft guidance/tools in delivering the services: Cloud Adoption Framework (CAF), and Well-Architected Framework (WAF). Partners are required to provide proof of execution for the Analytics project. Applications/solutions including Power BI Premium must pull through Azure Analytics revenue.

ENGAGEMENT TERM
Jan 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
• Partners who earn a Microsoft Certified Software Designation (Azure, Security or Industry)*

Customer Eligibility

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

* ISV Partners with existing accesss to these incentives will retain access through FY25 without any disruption.

Measure and Reward

Partners are paid a fixed amount.
Refer to the **ISV Success Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
ISV Proof of Value L Estimated Project size: **> $500 K** Annual Azure consumption The **Azure Pricing Calculator** can be used to estimate Azure consumption.	**$50,000 USD**	**$40,000 USD**	**260 days**

The activities below must be completed (with proof of execution provided) for your engagement to be considered fully delivered:

• Document User Identity and RBAC policies
• Provide detailed illustration of full solution deployment architecture, including how the following products & Azure services are incorporated:
• Microsoft Fabric (incl. Power BI), Azure Databricks, Purview and/or ADX
• Partner to provide a list of at least three (3) end customers (prospects) they will target with this new app/solution
• Solution must be intended for integration into a repeatable & transactable IP offering
• Documented partner intent to publish AI Model to Azure Marketplace within 260 days of customer consent (or provide proof of why solution cannot be published to Marketplace)

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: 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 | Terms and Conditions | Support and Resources | >

| Azure Migrate and Modernize | Azure Innovate | **ISV Success Advanced** | Cloud Solution Provider | Hosting Incentive |

ISV Success Advanced: Analytics Proof of Value XL

ENGAGEMENT SUMMARY

ISV Success Advanced package for Analytics provides guidance, resources, and funding to drive consistent execution and customer experience, accelerating the demand, pipeline, and consumption of Azure Analytics Services. In this engagement, the ISV partner will develop a new (or modernize an existing) application to support a customer's Analytics project, demonstrating via a Pilot/POC that Azure offers the right tools to support customers' Analytics requirements. As part of this development effort, partners will use Microsoft Fabric (incl. Power BI), Azure Databricks, Purview and/or ADX to build and deploy the customer's Analytics project and create a development plan to help the customer deploy their full solution to Azure. Partners should use the following Microsoft guidance/tools in delivering the services: Cloud Adoption Framework (CAF), and Well-Architected Framework (WAF). Partners are required to provide proof of execution for the Analytics project. Applications/solutions including Power BI Premium must pull through Azure Analytics revenue.

ENGAGEMENT TERM

Jan 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
- Partners who earn a Microsoft Certified Software Designation (Azure, Security or Industry)*

Customer Eligibility

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

* ISV Partners with existing accesss to these incentives will retain access through FY25 without any disruption.

Measure and Reward

Partners are paid a fixed amount.
Refer to the **ISV Success Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
ISV Proof of Value XL Estimated Project size: **> $1M** Annual Azure consumption The **Azure Pricing Calculator** can be used to estimate Azure consumption.	**$100,000 USD**	**$80,000 USD**	**260 days**

The activities below must be completed (with proof of execution provided) for your engagement to be considered fully delivered:

- Document User Identity and RBAC policies
- Provide detailed illustration of full solution deployment architecture, including how the following products & Azure services are incorporated:
- Microsoft Fabric (incl. Power BI), Azure Databricks, Purview and/or ADX
- Partner to provide a list of at least three (3) end customers (prospects) they will target with this new app/solution
- Solution must be intended for integration into a repeatable & transactable IP offering
- Documented partner commitment to publish application/solution to Azure Marketplace (or equivalent based on area*) within 260 days of customer consent
  - * In areas where Azure Marketplace is unavailable, equivalent proof of execution is deployment of solution at 5 or more end customers within 260 days of customer consent (method of POE = copies of 5+ customer SOWs)

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: 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 | Terms and Conditions | Support and Resources | > |

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

ISV Success Advanced: Analytics Publish

ENGAGEMENT SUMMARY

ISV Success Advanced package for Analytics provides guidance, resources, and funding to drive consistent execution and customer experience, accelerating the demand, pipeline, and consumption of Azure Analytics Services.

In this engagement, ISVs will drive migrations and modernization of the data estate for their applications and publish marketplace offers.

The following publish patterns are supported: (i) migration or modernization services of on-premises or cloud data warehouse platforms (ii) new analytics use cases. Project should be integrating key analytics services—inclusive of Microsoft Fabric (incl. Power BI), Azure Databricks, Purview and/or ADX —into their applications. Power BI Premium integrations will be considered only if there is pull-through of Analytics and AI consumption.

Partners should use the following Microsoft guidance/tools in delivering the services: Cloud Adoption Framework (CAF), and Well-Architected Framework (WAF). Applications/solutions including Power BI Premium must pull through Azure Analytics revenue.

ENGAGEMENT TERM

Jan 1, 2025 through June 30, 2025

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner requirements
- Partners who earn a Microsoft Certified Software Designation (Azure, Security or Industry)*

Customer Eligibility

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

* ISV Partners with existing accesss to these incentives will retain access through FY25 without any disruption.

Measure and Reward

Partners are paid a fixed amount.
Refer to the **ISV Success Engagement Payout** page for country-specific information.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra Small (XS) engagement Project size: >**$10K – $25K/year** planned Azure consumption	$5,000 USD	$4,000 USD	120 days
Small engagement Project size: >**$25K – $125K/year** planned Azure consumption	$15,000 USD	$12,000 USD	120 days
Medium engagement Project size: >**$125K – $250K/year** planned Azure consumption	$35,000 USD	$28,000 USD	200 days
Large engagement Project size: >**$250K – $500K/year** planned Azure consumption	$50,000 USD	$40,000 USD	260 days

Above project sizes are the planned Azure consumption in year 1, measured from ISV Success 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: 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 | Terms and Conditions | Support and Resources | > |

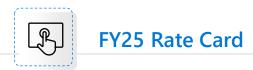| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

ISV Success Advanced - Engagement Payout Details

Market A and Market B Countries

ISV Success Advanced engagement claim 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.

FY25 Rate Card

Solution Area	Engagement	Market A Incentive	Market B Incentive
Azure	ISV Success Advanced Proof of Value	$10,000	$8,000
Azure	ISV Success Advanced ISV Proof of Value L	$50,000	$40,000
Azure	ISV Success Advanced ISV Proof of Value XL	$100,000	$80,000
Azure	ISV Success Advanced Engagement Extra Small	$5,000	$4,000
Azure	ISV Success Advanced Engagement Small	$15,000	$12,000
Azure	ISV Success Advanced Engagement Medium	$35,000	$28,000
Azure	ISV Success Advanced Engagement Large	$50,000	$40,000

Important: Partners are prohibited from using funding for the same engagement multiple times through either (i) multiple submissions in ISV Success Advanced package (MCI) or (ii) submitting in both ISV Success Advanced package and Traditional ECIF. Any partners found to be in violation of this policy will immediately be removed from the program and may forfeit any incentives earned as a result.

Introduction	Modern Work Incentives	Security Incentives	**Azure Incentives**	Business Applications Incentives	Engagement List	Terms and Conditions	Support and Resources

Azure Migrate and Modernize	Azure Innovate	ISV Success Advanced	Cloud Solution Provider	Hosting Incentive

ISV Success Advanced - Engagement Controls

Net New Engagements Only

Partners should **NOT** nominate existing engagements that are already underway through ISV Success Advanced.

ISV Success Advanced should be **only for net new** engagements that have **NOT** started (and will only start after approval is received in MCI platform)

Each Engagement is a unique project

ISV Success Advanced views 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 Analytics migration 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.

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.

Note: Partners may be asked for project status updates from the program operations team. Please respond to these enquiries within 10 business days. Engagements not responded to may be cancelled.

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

| Azure Migrate and Modernize | Azure Innovate | **ISV Success Advanced** | Cloud Solution Provider | Hosting Incentive |

ISV Success Advanced Engagement Controls

Max earnings per Partner ID

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

Maximum active engagements per customer

Starting May 1, 2022, 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.

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

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive |

ISV Success Advanced Engagement Controls

Successful Engagements – Migrate/Modernize

Successful engagements are defined as:

- Partner selects correct t-shirt size engagement based on thorough understanding of the customer project

- Incremental Azure consumption driven by the engagement meets/exceeds the Minimum ACR for the selected t-shirt size.

- The customer satisfaction with the engagement is 4 or above.

  Microsoft reserves the right to "pause" partners from the program if more than 60% of engagements do not meet this success criteria.

- More information on how this is calculated available here

Balance of Proof of Value engagements to Deployment engagements

- Partners must ensure that the number of in-progress and delivered Proof of Value engagements is not more than **3 times (3x)** the number of Deployment engagements in progress and delivered.

- As part of the regular monthly governance for ISV Success Advanced, Microsoft will monitor this ratio and may pause partners from claiming further customers for Proof of Value engagements until this ratio balance requirements is restored.

- See this document for more information Governance

ISV Engagement Performance Tracking

Partners should ensure they provide accurate Azure Subscription IDs in the Proof of engagement. For customer migrations to SaaS offerings on Azure, partners are required to report PRACR for the engagements delivered.
Microsoft reserves the right to track consumption for completed engagements and restrict and/or remove partners from the program if more than 60% of engagements do not meet the minimum ACR requirement of an engagement's ACR range.

Note: Partners may be asked for project status updates from the program operations team. Please respond to these enquiries within 10 business days. Engagements not responded to may be cancelled.

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

Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | **Cloud Solution Provider** | Hosting 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 AI Cloud Partner Program Agreement

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

Incentive Enrollment
Microsoft Commerce Incentives

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

OR

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

Measure and Reward

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

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

1. Maximum Earning Opportunities at per engagement term, per partner, per subscription level

2. **New!** Eligible products within each workload can be found on Azure AI accelerator CSP – Eligible products

3. Eligible products within each workload can be found on Azure workload accelerator CSP – Eligible products

4. Click links for more information: Pay-as-you-go vs Provisioned Throughput Units (PTU)

Licensing Agreement
Microsoft Customer Agreement

Partner Association
Transacting Partner of Record

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

Product Eligibility
Azure offer (Azure plan)

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

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting 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

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

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

Incentive Enrollment
Microsoft Commerce Incentives

Eligibility
One of the following Solutions Partner designations:
  Solutions partner for Infrastructure (Azure)
  Solutions partner for Data & AI (Azure)
  Solutions partner for Digital & App Innovation (Azure)
(OR)
Attained one of the following legacy competencies and purchased benefits package for one of the eligible competencies: Cloud Platform

Measure and Reward

Incentives for the new Azure offer (Azure plan) are calculated as a percentage of all Azure consumption revenue including Pay-as-you-go, Provisioned Throughput Units (PTU), ACR from Reserved Instance, and Azure Savings Plan consumption. All payments made on a monthly cadence.

Incentive structure	CSP Direct Bill Partner	CSP Indirect Reseller	Maximum earning opportunity
Azure CSP customer adds[1]	15.00%	15.00%	$250k USD[2]

1. Azure CSP customer adds calculated in addition to related MCI Azure CSP incentives and paid with 100% rebate earning type
2. Azure CSP customer adds Maximum earning opportunity at per partner and per tenant for up to 12-month period

Licensing Agreement	Partner Association	Earning Type	Product Eligibility
Microsoft Customer Agreement	Transacting Partner of Record	100% Rebate or Indirect Rebate	Azure offer (Azure plan)

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

Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting Incentive

Azure Workload Accelerator CSP – Eligible products

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

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

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

Azure AI Accelerator CSP – Eligible products

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

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

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

Azure CSP customer add incentive

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

New and Existing CSP Customer Eligibility

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

Guidelines

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

Azure Migrate and Modernize	Azure Innovate	ISV Success Advanced	Cloud Solution Provider	Hosting Incentive

Azure CSP customer add incentive

1 **Scenario 1: Customer purchases first Azure workload**

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

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

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

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

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

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

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

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

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

| Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | Hosting 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

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

Licensing
Microsoft Services Provider Licensing Agreement (SPLA)

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

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

OR

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

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

Measure and Reward

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

*Excludes Hyperscale Service Providers. Any entity that has signed the Microsoft HyperScale Service Provider License Agreement, collectively with its affiliates, will be known as a HyperScale Named Hoster. HyperScale Named Hosters are not eligible to participate in Hosting incentive.

**Excludes revenue from Remote Desktop Services (RDS), Microsoft Hosted Exchange, Microsoft Office (plus Microsoft Office Standalone products), and High Volume Services (HVS). Refer to the Hosting Incentive Addendum for a list of excluded products.

***SQL Product Families (PFAM) include SQL Server Standard, SQL Server Web, SQL Server Enterprise Core, SQL Server Standard Core

Earning Type
Indirect Rebate/Coop

Payment Cadence
Monthly

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

Azure Migrate and Modernize | Azure Innovate | ISV Success Advanced | Cloud Solution Provider | **Hosting 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 https://partner.microsoft.com/en-US/support/contact-support.

Ineligible revenue

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

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

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

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

Biz Apps Presales Advisor incentives (prev. OSA)

ENGAGEMENT SUMMARY

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

ENGAGEMENT TERM

October 1, 2024 – September 30, 2025

Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

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

Solutions Partner Designation
Business Applications

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

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

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

Measure and Reward

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

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

*Customer segments as defined by Microsoft
**Small Medium & Corporate (SMC)

Partner Association
Claiming Partner of Record (CPOR) in MCI

Earning Type
100% Fee

Maximum earning opportunity
None

Product Eligibility
See eligible product list

Incentive Calculation

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

Biz Apps Presales Advisor Monthly Calculation

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

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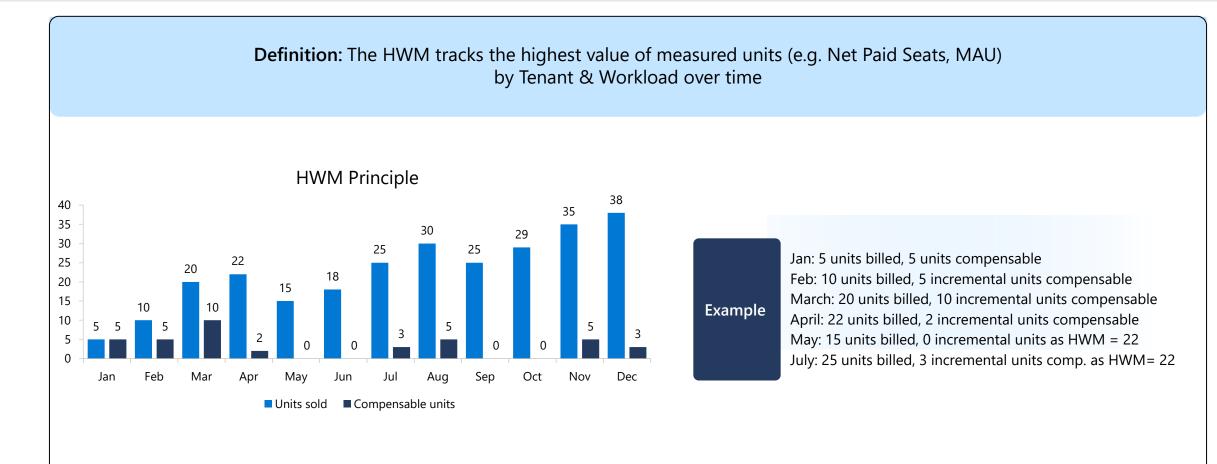
When multiple subscriptions overlap and contribute to Net Paid Seats Added (NPSAs) under the same workload and tenant within a month, Microsoft will assess the overall contribution by combining the NPSAs from all subscriptions. This includes accounting for both increases and decreases at the individual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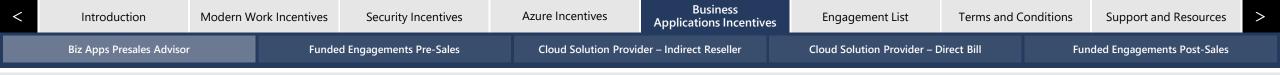
Returns rule

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

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

Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales
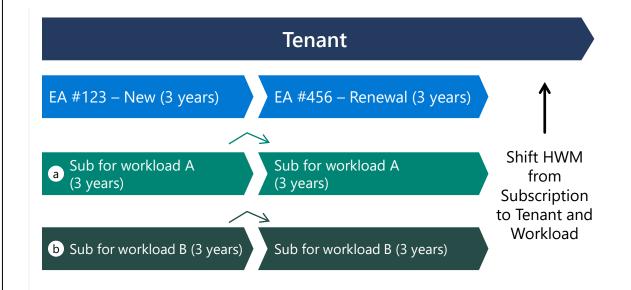
The High-Water Mark (HWM) = Pay for Growth

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

HWM Principle

Legend: Units sold, Compensable units

Example

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

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

| Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales |

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.

Tenant

EA #123 – New (3 years) → EA #456 – Renewal (3 years)

(a) Sub for workload A (3 years) → Sub for workload A (3 years)

(b) Sub for workload B (3 years) → Sub for workload B (3 years)

Shift HWM from Subscription to Tenant and Workload

- 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.

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

| Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales |

Fixed $-based Rate Card

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

Rates represent averages of agreement price levels, license types (base/attach), per seat and capacity, and discounts
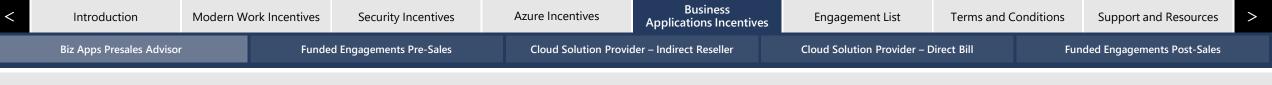
Low Code, Copilots, Team Member & Storage are excluded

Formula comparison

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

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

Incentive Calculation- Customer Segments

Customer segment as defined by Microsoft:

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

Enterprise: Includes Strategic & Major customers.

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

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

Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales

Incentive Association

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

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

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

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

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

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

Association rules

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

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

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

Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales

Association Terms

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

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

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

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

I represent a Business Influencer that seeks revenue only recognition

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

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

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

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

FAQ

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

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

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

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

✓ When should I claim Biz Apps Presales Advisor incentives?

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

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

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

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

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

✓ What eligible licensing models apply to this engagement?

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

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

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

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

Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales

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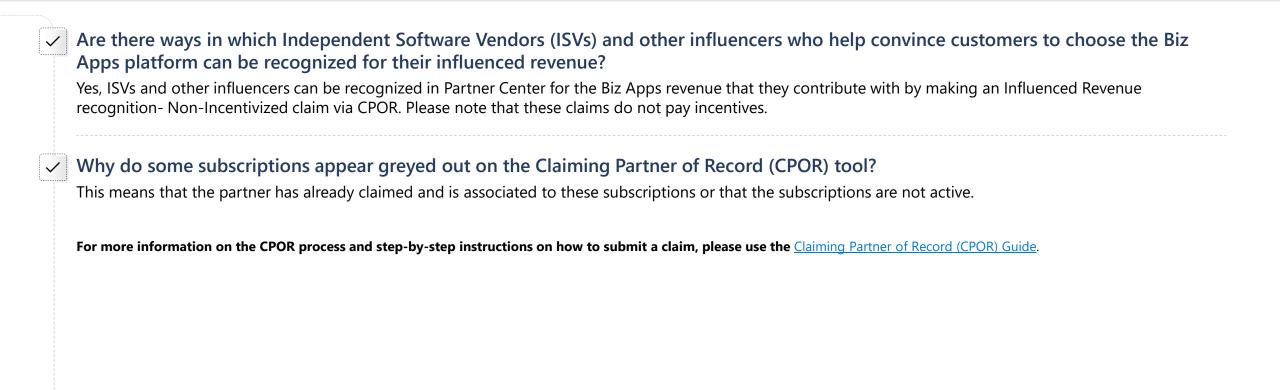
Our systems recognize the claim submission date as the starting point for the applicable period, and compensable rate.

☑ **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 | Terms and Conditions | Support and Resources |

Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales

FAQ

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

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

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

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

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

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

Workshop Stage >	Stage 01	Claim Customer >	Stage 02	Customer Consent >	Stage 03	Execution & POE Submission >	Stage 04	POE Validation >	Stage 05	Payment >

| Activity | Partner adds or claims customer

Partner Center validates engagement eligibility for partner and customer

Partner can choose to simultaneously add customer to additional eligible engagements | Partner requests customer consent

Partner Center receives customer consent

Without customer consent, claim will automatically expire | Partner conducts customer engagement

Partner submits claim with required Proof of Execution (POE) documentation

Incomplete claims will automatically expire | Microsoft reviews POE documentation

Microsoft reaches out to partner if additional information is needed.

Microsoft approves or declines POE | Once approved, claim will be processed for payment

Microsoft issues payment to partner |

Timeline

| | | 30 days max from claiming customer | 90 days max from receiving customer consent | 30 days max from claim submission | 45 days max from claim approval month end |

Business Applications – ERP Vision & Value

ENGAGEMENT SUMMARY

The ERP Vision & Value engagement is designed to assist customers with modernizing their on-premises ERP systems to Dynamics 365 Finance and Dynamics 365 Supply Chain Management. The goal of this engagement is to drive customer intent for modernizing their 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 engagement. 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 engagement is designed for customers that have an existing on premises ERP solution.

ENGAGEMENT TERM

July 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Business Applications Solution Partner Designation

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 at least one or a combination of the following Workloads:
  - Dynamics 365 Finance; Dynamics 365 Supply Chain Management;
  - Dynamics 365 Commerce; Dynamics 365 Human Resources;
  - Dynamics 365 Project Operations
- TPID listed in MSX Opportunity ID

Activity Requirements

Description of services
The Partner facilitators will conduct the following:

Module 1: Assess
- Goal: Creation of a prescriptive solution business needs assessment for on-premises ERP migration
- Output: Gap analysis, desired business outcomes and measures of success, solution priorities

Module 2: Art of the possible
- Goal: Building customer confidence by driving vision for business process transformation and articulation of value for migrating from on-premises ERPs to Dynamics 365
- Output: Understanding of prioritized scenarios and targeted business personas

Module 3: Build the Plan
- Goal: Creation of a standard business value analysis and proposal
- Output: Project plan and SOW, boardroom-ready business case

Partner Proof of Execution
The Partner submitted Partner Proof of Execution should contain the following:
1. List of attendees and role in the organization
2. Business process mapping and fit-gap analysis
3. High-level project plan
4. Project timeline and SOW
5. Business case for change

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

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

Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales

Business Applications – CRM Vision & Value

ENGAGEMENT SUMMARY
The CRM Vision & Value engagement is designed to assist customers moving to Dynamics 365. The goal of this engagement is to build customer confidence and intent for migrating their CRM to Dynamics 365 through the creation of a well-crafted vision and strategy for AI-powered sales transformation. This engagement will enable partners to deliver on competitive CRM migrations. You can deliver this activity 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 migrate their CRM and is not expected to cover the cost of all the work required. This engagement is designed for customers that have a competitive CRM solution to Dynamics 365 Sales.

ENGAGEMENT TERM
July 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Business Applications Solution Partner Designation

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
  • Dynamics 365 Customer Service
  • Dynamics 365 Customer Insights
• TPID listed in MSX Opportunity ID

Activity Requirements

Description of services
The Partner facilitators will conduct the following:
Module 1: Assess
• Goal: Create a prescriptive needs assessment for CRM migration to Dynamics 365
• Output: Gap analysis, desired business outcomes and measures of success, solution priorities
Module 2: Art of the possible
• Goal: Build customer confidence by creating vision for AI-powered sales transformation and articulation of value for migrating to Dynamics 365
• Output: Understanding of core scenarios and targeted business personas
Module 3: Build the Plan
• Goal: Create a standard business value analysis and proposal for CRM migration
• Output: Project plan and SOW, boardroom-ready business case

Partner Proof of Execution
The Partner submitted Partner Proof of Execution should contain the following:
1. List of attendees and role in the organization
2. Prioritized summary of customer's top scenarios
3. High-level project plan with recommendations, next steps, and timeline
4. Business case for change

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

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

| Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales |

Business Applications – Low Code Vision & Value

ENGAGEMENT SUMMARY

The Low Code Vision & Value engagement is designed to provide customers with a vision for business process transformation through defined, priority scenarios and associated value enabled through Microsoft's Power Platform. Facilitators will design the customer's Low Code vision and business value plan to activate their strategic business priorities and unleash their organization's potential. You can deliver this activity and be paid up to the approved value of the engagement. The funding provided by Microsoft is intended to be a co-investment and is not expected to cover the cost of all the work required.

ENGAGEMENT TERM

July 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
• Low Code Application Development specialization
OR
• Intelligent Automation specialization

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 $25k USD and at least one or a combination of the following Workloads
  • Power Apps
  • Power Automate
  • Copilot Studio
  • Power Pages
• TPID listed in MSX Opportunity ID

Activity Requirements

Description of services
The Partner facilitators will:
1. Assess the customer's current state and prepare for the engagement
2. Build the Vision
   • Introduce the Low Code Patterns of Value and opportunities for business process transformation. Explore new opportunities with AI & Copilot and review governance and security principles.
   • Define the customers current challenge and opportunities and identify customer's vision for business transformation with Low Code.
3. Build the Value Plan
   • Identify at least 3 prioritized scenarios
   • Define the business value plan
   • Develop the plan for next steps with clear timelines and sponsors

Partner Proof of Execution
The Partner submitted Partner Proof of Execution should contain the following:
• Challenges and opportunities
• Low Code Vision, Key objectives, & Top 3 initiatives
• Define value framework for top 3 initiatives
• Next steps w/ timeline

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

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

| Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales |

Business Applications – Low Code Governance Strategy

ENGAGEMENT SUMMARY

The Low Code Governance Strategy is a partner-led engagement run as a one to multi-day activity designed to prepare customers for effective governance, security and operations of their Low Code platform. Facilitators will assess the customer's current state and define their operations and governance model for the Power Platform. The activity objective is establishing a defined governance, operations and community strategy for a successful platform adoption at scale. You can deliver this activity 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 modernize and is not expected to cover the cost of all work required.

ENGAGEMENT TERM

October 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Low Code Application Development specialization **OR** Intelligent Automation specialization

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 OR Empower & Achieve
- Minimum Opportunity estimated Annual Contract Value (ACV) size of **$100k USD** at least one or a combination of the following Workloads: Power Apps, Power Automate, Power Pages, Copilot Studio
- TPID listed in MSX Opportunity ID

Activity Requirements

Description of services
The activity session will:
1) Assess the customer's current state and key areas of focus needed
2) Define & Design
   - Introduce secure and compliant governance in Power Platform
   - Review best practice approaches
   - Explore strategies for scale and resilience
3) Build the Plan
   - Define the governance strategy
   - Develop the deployment plan
   - Explore the Community Success plan, COE maturity model and define strategy for adoption and usage.

Partner Proof of Execution
The Partner submitted Partner Proof of Execution should contain the following:
- Governance Strategy
- Deployment Plan – including community success and COE strategy
- Next steps w/ timeline
- Customer & Partner Satisfaction Survey

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

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

| Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales |

Business Applications – ERP Tailored Demo

ENGAGEMENT SUMMARY
The ERP Tailored Demo engagement is designed to showcase how your customer can transform their business by using immersive experiences. The goal of this engagement is to drive customer decision making (board, business, and IT) through a well-crafted, relevant demo experience - using the customer's own data. You can deliver this activity 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 modernize and is not expected to cover the cost of all the work required. This engagement is designed for customers that have an existing on premises ERP solution.

ENGAGEMENT TERM
July 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
• Business Applications Solution Partner Designation

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 OR Empower & Achieve
• Minimum Opportunity estimated Annual Contract Value (ACV) size of $50k USD at least one or a combination of the following Workloads:
  • Dynamics 365 Finance; Dynamics 365 Supply Chain Management;
  • Dynamics 365 Commerce; Dynamics 365 Human Resources;
  • Dynamics 365 Project Operations
• TPID listed in MSX Opportunity ID

Activity Requirements

Description of services
Partner facilitators will:
• Provide a demo experience to showcase the key business outcomes that the customer can achieve with this solution
• Allow customers to understand Business Applications capabilities in a relevant, real-life scenario. Where possible, the attendees should get first-hand experience.
• This is a 1:1 partner-to-customer engagement and must not be combined with multiple customers.

Partner Proof of Execution
The Partner submitted Partner Proof of Execution should contain the following:
• An explanation of the business challenges addressed, and the approach used in the demo
• A description of the prioritized business outcomes defined and demoed
• Two to three pictures or screenshots of the demo experience
• The follow-up action plan and timelines

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Business Applications – CRM Tailored Demo

ENGAGEMENT SUMMARY

The CRM Tailored Demo engagement is designed to showcase how your customer can transform their CRM with the power of AI in Dynamics 365, by using immersive experiences. The goal of this engagement is to drive customer decision making through a well-crafted, relevant demo experience - using the customer's own data. You can deliver this activity 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 modernize and is not expected to cover the cost of all the work required. This engagement is designed for customers that have an existing CRM solution.

ENGAGEMENT ERM

July 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
• Business Applications Solution Partner Designation

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 OR Empower & Achieve
• 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
    • Dynamics 365 Customer Service
    • Dynamics 365 Customer Insights
• TPID listed in MSX Opportunity ID

Activity Requirements

Description of services
The Partner facilitators will:
1. Provide a demo experience to showcase the key Sales, Service and marketing outcomes that the customer can achieve with Dynamics 365 and Copilot.
2. Allow customers to understand Dynamics 365 and copilot capabilities in a relevant, real-life CRM scenario. Where possible, the attendees should get first-hand experience

Partner Proof of Execution
The Partner submitted Partner Proof of Execution should contain the following:
1. An explanation of the business scenarios/challenges addressed, and the approach used in the demo
2. A description of the prioritized business outcomes defined and demoed
3. Two to three pictures or screenshots of the demo experience
4. The follow-up action plan and timeline

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Business Applications – Pre-Sales Variable Payout Details

Payout Details

Payout Cap:

$18,000 – ERP Vision & Value, Low Code Governance Strategy

$12,000 – CRM Vision & Value, Low Code Vision & Value, CRM Tailored Demo, ERP Tailored Demo

Payout = Lower of 2 calculations:

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

Definitions

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

Partner Market Rate

Engagement Name	Market A	Market B	Market C
CRM Vision & Value, ERP Vision & Value, Low Code Vision & Value, CRM Tailored Demo, ERP Tailored Demo, Low Code Governance Strategy	$163/hr	$104/hr	$66/hr

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.

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

MCI Business Applications Pre-sales Partner Activities Fixed Engagement Stages

Workshop Stage →	Stage 01 — **Claim Customer** →	Stage 02 — **Customer Consent** →	Stage 03 — **Execution & POE Submission** →	Stage 04 — **POE Validation** →	Stage 05 — **Payment** →
Activity	Partner adds or claims customer Partner Center validates engagement eligibility for partner and customer Partner can choose to simultaneously add customer to additional eligible engagements	Partner requests customer consent Partner Center receives customer consent Without customer consent, claim will automatically expire	Partner conducts customer engagement Partner submits claim with required Proof of Execution (POE) documentation Incomplete claims will automatically expire	Microsoft reviews POE documentation Microsoft reaches out to partner if additional information is needed. Microsoft approves or declines POE	Once approved, claim will be processed for payment Microsoft issues payment to partner

Timeline				
	30 days max from claiming customer	90 days max from receiving customer consent	30 days max from claim submission	45 days max from claim approval month end

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

Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales

Business Applications – Business Central Migration Assessment

SUMMARY

With a Business Central Migration Assessment, you can scope and showcase the value of migrating from Dynamics on premises to Dynamics 365. You will help customers understand the benefits of moving from on-premises (for Dynamics NAV, GP, SL and Business Central on-prem) to the cloud to accelerate the journey to AI-guided productivity, identify business objectives and tie them to Dynamics 365 Business Central functionality, and identify next steps based on assessment recommendations and solution complexity. You can deliver this activity 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 modernize and is not expected to cover the cost of all the work required.

TERM

July 1, 2024 – June 30, 2025, or until program cap is reached.

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Business Applications Solution Partner Designation

Measure and Reward

Payment: Market A = $3500, Market B = $2500, and Market C = $1500 (*Refer to* [*Pre-Sales Fixed Fee Payout*](#) *slide for details*)

Customer Qualification

1. Select high priority Dynamics On Premises customers (including products such as Dynamics NAV, GP, SL and Business Central on-prem) who do not have an active opportunity in MSX CRM.

Requirements

Description of Services

Designed to help on-premises customers with their cloud migration, this partner-led assessment drives:

- **Functional Assessment.** Provides a high-level functional review of current Dynamics on-premises solution to Dynamics 365 in the cloud. Understand new AI and Copilot capabilities, transition options, and initial results.
- **Technical Assessment.** Provides solution customization analysis alongside preliminary code and existing integrations reviews.
- **Customization Assessment**. Evaluates on-premises customizations and implemented ISV solutions.

Partner delivers final assessment report.

Partner Proof of Execution

The Partner submitted Partner Proof of Execution should include:

- Preliminary scope with Dynamics 365 functionality mapping, rough estimate of effort delivered, risks, and proposed next steps
- Code analysis and customizations summary
- Task list report with rough estimate of development effort and suggested ISV solutions

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

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

Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales

Business Applications – Business Central Needs Assessment

ENGAGEMENT SUMMARY

Needs Assessments enable partners to demonstrate value, build customer intent, and maximize opportunities for Business Applications solutions across small and medium sized organizations. Partners will set the stage with value of the Microsoft cloud, then dive into customer's business challenges with the goal of demonstrating how Business Central can meet their needs. In this **5-to-6-hour assessment**, partners should approach the assessment with a mix of in-context demos, customer success stories and the "Art of the Possible". The key is to showcase the strengths of the Business Central solution and integration with the One Microsoft Cloud, uniquely positioned to help them solve their challenges. You can deliver this activity 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 modernize and is not expected to cover the cost of all the work required.

ENGAGEMENT TERM

July 1, 2024 – June 30, 2025, or until program cap is reached.

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Business Applications Solution Partner Designation

Measure and Reward

Engagement Payment: Market A = $1500 Market B = $1200, Market C = $800 *(Refer to Pre-Sales Fixed Fee Payout slide for details)*

Customer Qualification

1. Unmanaged SMB or SMC customers

If Partner claims multiple types of Needs Assessment (D365 Business Central, Power Platform) for the same customer, each assessment must be a separate working session - discussing a unique solution and product.

Activity Requirements

Enable assessment goals:
- Validate discovery process and uncover a prospect's pain points when they don't know what they are - Interview decision makers to understand current state of the business, identify challenges and opportunities.
- Create and showcase high-priority transformation scenarios through demos that bring to light the product strengths and proof points around the specific customer challenges

Partner Proof of Execution
The Partner submitted Partner Proof of Execution should contain the following:
- Attendees
- Challenge(s)/Opportunity(ies)
- Top initiatives Identified

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

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

Biz Apps Presales Advisor	Funded Engagements Pre-Sales	Cloud Solution Provider – Indirect Reseller	Cloud Solution Provider – Direct Bill	Funded Engagements Post-Sales

Business Applications – Low Code Needs Assessment

ENGAGEMENT SUMMARY

This Needs Assessment enables partners to demonstrate the benefits of low-code solutions to SMB customers. Tis engagement can be delivered as part of a solution- or platform-led pitch depending on where the customer is in the low-code adoption journey. In this **4-to-6-hour assessment**, partners should focus on replacing ad hoc, manual processes and paper, or Excel-based systems, with automated workflows, applications, bots, dashboards, reports, and/or webpages in SMB accounts that use either Dynamics 365 or Microsoft 365 and Teams. You can deliver this activity 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 modernize and is not expected to cover the cost of all the work required.

TERM

July 1, 2024 – June 30, 2025, or until program cap is reached.

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Business Applications Solution Partner Designation

Measure and Reward

Payment: Market A = $1500 Market B = $1200, Market C = $800 *(Refer to Pre-Sales Fixed Fee Payout slide for details)*

Customer Qualification

1. Unmanaged SMB or SMC customers

If Partner claims multiple types of Needs Assessment (D365 Business Central, Power Platform) for the same customer, each assessment must be a separate working session - discussing a unique solution and product.

Requirements

Enable assessment goals:
- Validate discovery process and uncover a prospect's pain points when they don't know what they are - Interview decision makers to understand current state of the business, identify challenges and opportunities.
- Create and showcase high-priority transformation scenarios through demos that bring to light the product strengths and proof points around the specific customer challenges

Partner Proof of Execution
The Partner submitted Partner Proof of Execution should contain the following:
- Attendees
- Challenge(s)/Opportunity(ies)
- Top initiatives Identified

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Business Applications – Pre-Sales Fixed Fee Payout Details

Market A, Market B and Market C Countries

Engagement 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.

FY25 Rate Card

Engagement Name	Market A Incentive	Market B Incentive	Market C Incentive
Low Code Needs Assessment	$1,500	$1,200	$800
Business Central Needs Assessment	$1,500	$1,200	$800
Business Central Migration Assessment	$3,500	$2,500	$1,500

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

Biz Apps Presales Advisor	Funded Engagements Pre-Sales	Cloud Solution Provider – Indirect Reseller	Cloud Solution Provider – Direct Bill	Funded Engagements Post-Sales

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

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

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

Program Enrollment
Microsoft Commerce Incentives

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

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

Measure and Reward

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

D365 new commerce CSP engagement	Rate	Maximum incentive earning opportunity
Core – Business Applications billed revenue	4.75%	
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

*All Copilot offers are included in the Microsoft 365 new commerce CSP incentives. Click <here> for details.

Partner Association
Transacting Partner of Record

Earning Type
60% Rebate/40% Co-op

Maximum earning opportunity
Not applicable

Product Eligibility
See Product Addendum

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

| Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales |

Dynamics 365 legacy CSP – direct bill partner and indirect reseller

ENGAGEMENT SUMMARY

The Dynamics 365 legacy CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Business Applications products and services through legacy CSP. This incentive is available for select legacy CSP offers without a new commerce equivalent and/or migration path.

ENGAGEMENT TERM

October 1, 2024 – March 31, 2025[1]

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

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

Program Enrollment
Microsoft Commerce Incentives

Eligibility
One of six Solutions Partner designations

(OR)

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

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

Measure and Reward

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

D365 new commerce CSP engagement	Rate	Maximum incentive earning opportunity
Core – Business Applications billed revenue	4.75%	
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

1. 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.

Partner Association	Earning Type	Maximum earning opportunity	Product Eligibility
Transacting Partner of Record	60% Rebate/40% Co-op	Not applicable	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.

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 Incentives | Azure Incentives | **Business Applications Incentives** | Engagement List | Terms and Conditions | Support and Resources | > |

| Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales |

Dynamics 365 customer add new commerce CSP

The **customer add accelerator** rewards partners when their customer, identified by the customer's unique tenant ID, has CSP Business Application product billed revenue through legacy CSP or new commerce for the first time. The original transacting partner can earn up to 12 monthly payments worth 20% of the customer's monthly billed revenue from the first transaction date of CSP Business Applications, with no max cap.

The first transaction is identified as CSP Business Applications billed revenue through either legacy CSP or new commerce for the first time on the customer's tenant ID.

New CSP customer

A customer tenant ID with no Business Applications billed revenue in legacy CSP or new commerce CSP, would be eligible for customer add accelerator consideration from first CSP Business Applications transaction date.

- Only Business Applications billed revenue is considered and will not be impacted by prior billed revenue on other product groups.
- Only CSP licenses are considered and will not be impacted by prior non-CSP licenses (i.e., EA or Open).
- No minimum threshold is applied to the CSP billed revenue to start earning the customer add.

CSP customer transition to new commerce

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

Eligible Billing Type:

Incentives are calculated and paid on CSP billed revenue from the first CSP Business Applications transaction, up to 11 months after first transaction date.

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

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

Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales

Dynamics 365 customer add new commerce CSP

1

Scenario 1: Customer purchases first Business Applications

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

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

2

Scenario 2: Customer purchases first Business Applications after tenant is created

First Business Applications (BA) CSP transaction takes place in December 2024, after tenant is created. The eligible partner earns customer add accelerator for the transaction month (December 2024) and following 11 months (January 2025 – November 2025).

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

3

Scenario 3: Customer renews Business Applications

First Business Applications (BA) CSP transaction July 2020 on legacy CSP and ends June 2023. Customer begins purchasing Business Applications product again in October 2024. Since this is not the first Business Applications CSP billed revenue, the customer add accelerator is ineligible for transactions starting October 2024.

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

4

Scenario 4: Customer purchases net new seats

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

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

* Scenarios 1-6 are based on monthly billings.

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

| Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales |

Dynamics 365 customer add new commerce CSP

5

Scenario 5: Customer transitions to new commerce

First Business Applications (BA) CSP transaction and start of tenant takes place in October 2024. The eligible partner starts earning the customer add accelerator from the transaction month (October 2024) through March 2025. In April 2025, the customer ends the legacy CSP subscription and transitions to new commerce. The customer add accelerator continues to be earned for the remainder of the 12-month window (April 2025 – September 2025).

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

Previous offer billed revenue → ← New commerce billed revenue →

6

Scenario 6: Change of Partner

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

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

7
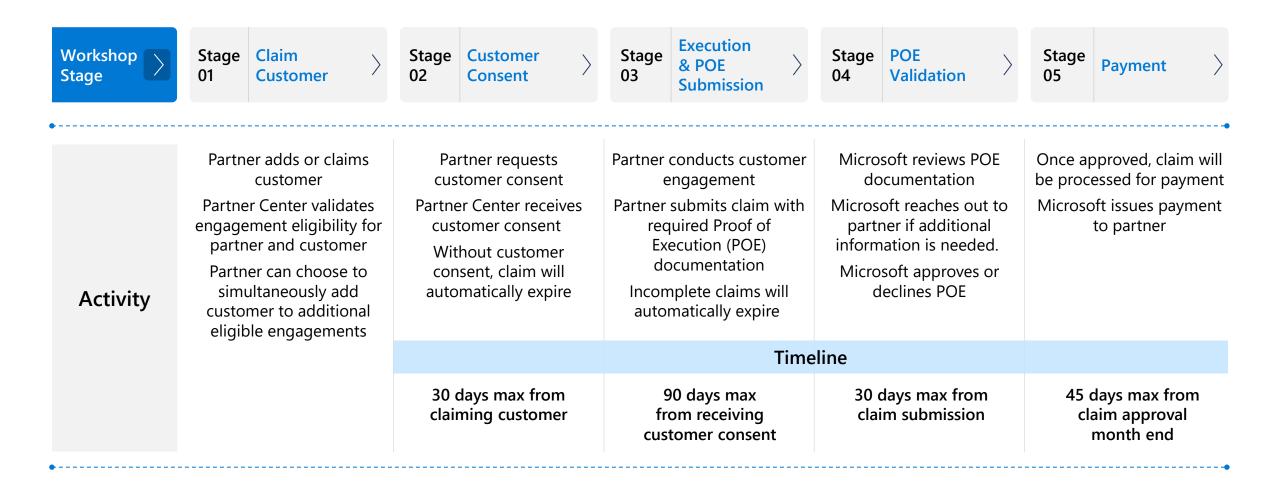
Scenario 7: Annual pre-paid billing type

First Business Applications (BA) CSP transaction and start of tenant takes place in October 2024, pre-paid upfront for one year. The eligible partner earns the customer add accelerator from the transaction month (October 2024) for the total billed revenue. If net new seats are added from the transaction month (October 2024) through the next 11 months (November 2024 – September 2025), resulting in additional billed revenue, that billed revenue will be eligible for customer add accelerator earnings.

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

* Scenarios 1-6 are based on monthly billings.

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

| Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales |

MCI Business Applications Post-sales Partner Activities Engagement Stages

Workshop Stage >	**Stage 01**	**Claim Customer** >	**Stage 02**	**Customer Consent** >	**Stage 03**	**Execution & POE Submission** >	**Stage 04**	**POE Validation** >	**Stage 05**	**Payment** >

Activity	Partner adds or claims customer Partner Center validates engagement eligibility for partner and customer Partner can choose to simultaneously add customer to additional eligible engagements	Partner requests customer consent Partner Center receives customer consent Without customer consent, claim will automatically expire	Partner conducts customer engagement Partner submits claim with required Proof of Execution (POE) documentation Incomplete claims will automatically expire	Microsoft reviews POE documentation Microsoft reaches out to partner if additional information is needed. Microsoft approves or declines POE	Once approved, claim will be processed for payment Microsoft issues payment to partner

		Timeline			
		30 days max from claiming customer	90 days max from receiving customer consent	30 days max from claim submission	45 days max from claim approval month end

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

Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales

Business Applications – Low Code Deployment Accelerator

ENGAGEMENT SUMMARY

The Low Code Deployment Accelerator engagement is a partner-led, multi-day consumption incentive designed to develop priority scenarios and the associated value opportunity enabled through Low Code, to serve as the blueprint for business process transformation. Facilitators will design the customer's Power Platform vision and business plan to activate their strategic business priorities and develop an initial solution to showcase the time to value of Power Platform. The objective is establishing intent to leverage Power Platform licenses and define priority scenarios, associated value, and start development of one or more solution. You can deliver this activity 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 modernize and is not expected to cover the cost of all the work required.

ENGAGEMENT TERM

July 1, 2024 – June 30, 2025, or until program cap is reached

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
• Low Code Application Development specialization
OR
• Intelligent Automation specialization

Measure and Reward

Engagement Payment: Market A = $5,000, Market B = $3,500, Market C = $2,000 *(Refer to Post-Sales Incentive Details slide for more information)*

Customer Qualification

1. $100k+ Power Platform ACV
   • Power Apps and/or Power Automate
2. <80% Monthly Active Usage
3. Subscription renewal between January 1, 2025 – June 30, 2026
4. Eligible Workloads:
   1. Power Apps
   2. Power Automate

Activity Requirements

Description of Services:
Partner facilitators will:
1. Assess the customer's current state and prepare for the assessment
2. Build the Vision & Value
   • Introduce the Low Code Patterns of Value and opportunities for business process transformation
   • Define the customers current challenges and opportunities. Identify customer's vision for business transformation with Low Code and define areas for value realization.
3. Build the Solution
   • Identify priority scenario solution to develop, define the requirements
   ▪ Develop and deploy one or more solution

Partner Proof of Execution
The Partner submitted Partner Proof of Execution should contain the following:
▪ Low Code Vision, Key objectives & Top 3 initiatives
▪ Defined value framework for top 3 initiatives
▪ Overview of Solution Requirements
▪ Screenshot of Solution deployed in customer's environment
▪ Next steps w/ timeline, with expected usage

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

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

Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales

Business Applications – Business Central Deployment Accelerator

ENGAGEMENT SUMMARY

With the Business Central Deployment Accelerator, you can scope and structure the deployment of Dynamics 365 Business Central and help offset customer implementation costs. You will help new customers moving from non-Microsoft ERP / finance / accounting solutions, or on premises Dynamics AX, NAV, GP or SL products, to design an implementation plan that will transition them to Dynamics 365 Business Central and accelerate their journey to an AI-guided business management solution. You can deliver this activity 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 modernize and is not expected to cover the cost of all the work required.

ENGAGEMENT TERM

July 1, 2024 – June 30, 2025, or until program cap is reached.

Partner Eligibility

Partner Agreement
Microsoft Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Business Applications Solution Partner Designation

Customer Eligibility

1. New customers to Dynamics 365 Business Central (requires TPID)
2. The customer must purchase a 1-year or 3-year Business Central subscription (or **Bridge to the Cloud 2** subscription)
3. Dynamics 365 Business Central transactions **between July 01, 2024 – June 30, 2025**

Measure and Reward

Engagement Payment: Partners are paid a fixed amount based on the size of the customer project, determined by the 1st year of license revenue when the customer acquires the 1Y or 3Y SKU of D365 Business Central, and when partner submits approvable POE within 90 days after receiving customer consent

Project Size	Annual Contracted Revenue	Market A Incentive	Market B Incentive	Market C Incentive
Extra-small deployment	$5,000-10,000	$4,500	$2,500	$1,700
Small deployment	$10,001-20,000	$9,000	$5,000	$3,500
Medium deployment	$20,001-40,000	$18,000	$10,000	$7,000

Activity Requirements

Designed to help customers implement Business Central. This partner-led deployment entails creating:

An Implementation Plan.
- Provides a high-level description of the implementation project to Dynamics 365 Business Central in the cloud. Includes scope of implementation project, timeline and expected results.
- Suggested implementation phases: Planning, Design, Development, Testing, Deployment, and Support.

Partner Proof of Execution

The Partner submitted Partner Proof of Execution must include:

- Partner and customer signed Implementation Plan that includes an estimate of effort and milestones for design, development, customization, testing, and support.

Partner role in MCI	Purchasing motion	Earning Type
Build Intent – Partner Activities	CSP	Fee

Business Applications – D365 Performance Optimization

ENGAGEMENT SUMMARY

With the D365 Performance Optimization engagement, you can validate that Solution Performance testing is accurately scoped and meets the recommended criteria from the Success By Design framework. Ensure the customer deployment is prepared to pass the Go-Live Readiness Assessment by documenting technical scenarios encountered or anticipated in implementation that may impact solution performance and providing the mitigation steps for each of the potential scenarios. Submit the Performance Plan to the Dynamics 365 Implementation Portal for review and approval by Microsoft FastTrack. You can deliver this activity 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 modernize and is not expected to cover the cost of all the work required.

ENGAGEMENT TERM

July 1, 2024 – June 30, 2025, or until program cap is reached.

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Business Applications Solution Partner Designation

Measure and Reward

Engagement Payment: Market A = $5,000, Market B = $3,500, Market C = $2,000 *(Refer to Post-Sales Incentive Details slide for more information)*

Customer Qualification

1. $100k ACV of Dynamics 365 (Sales, Service, Finance, Supply Chain)
2. FastTrack Approved

Activity Requirements

The customer must be FastTrack nominated, approved, and managed in the Dynamics 365 Implementation Portal with all required fields including project profiling completed.

Request
1. Complete project Solution Blueprint review in Dynamics 365 Implementation Portal
2. Once approval for Performance Plan engagement is received in email submit incentive request in MCI

Submit Plan
- Complete Performance Plan Template following Success By Design guidance
- Review plan with customer stakeholders
- Update project details in Implementation Portal with completed Performance Plan

Update Plan
- Respond to all remediation requests with updated plan
- Receive plan sign off from Microsoft FastTrack
- Review updated plan with customer
- Submit Partner Proof of Execution Document

Partner role in MCI	**Earning Type**
Build Intent – Partner Activities	Fee

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

Biz Apps Presales Advisor | Funded Engagements Pre-Sales | Cloud Solution Provider – Indirect Reseller | Cloud Solution Provider – Direct Bill | Funded Engagements Post-Sales

Business Applications – D365 Solution Optimization

ENGAGEMENT SUMMARY

Evaluate where the solution currently is in terms of suitability, performance, and degree of fit for end-user needs, as well as determining how to achieve a more successful implementation of the solution and increase end user adoption. Identify capability gaps and risks, eliminate process inefficiencies, and streamline business process automations. Evaluate issues that are blocking full solution adoption due to obstacles involving people or process. Capture and prioritize recommendations for optimizing the existing solution to better meet the customer's business objectives. This engagement can also be used to activate Copilot features in already deployed solutions. You can deliver this activity 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 modernize and is not expected to cover the cost of all the work required.

ENGAGEMENT TERM

July 1, 2024 – June 30, 2025, or until program cap is reached.

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Business Applications Solution Partner Designation

Measure and Reward

Engagement Payment: Market A = $5,000, Market B = $3,500, Market C = $2,000 *(Refer to Post-Sales Incentive Details slide for more information)*

Customer Qualification

1. >$100k Dynamics 365 ACV (D365 Sales, Service, Finance or Supply Chain Premium licenses)
2. <80% Monthly Active Usage
3. Subscription renewal between January 1, 2025 – June 30, 2026

Activity Requirements

Phase 1: Understand current state
- Gather insights through interviews, ride-along and/or health assessment
- Assess existing design and technical challenges

Phase 2: Validate findings
- Run an engagement with stakeholders to validate insights
- Identify and prioritize areas for improvement

Phase 3: Deliver Plan
- Capture findings from Phase 1 and 2
- Deliver recommendations on how to overcome obstacles
- Submit Partner Proof of Execution Document

OR activate Copilot capabilities

Phase 1: Get ready
- Review your security and data settings
- Create an AI council
- Help people build new work habits

Phase 2: Onboard and engage
- Create a Copilot user community
- Identify champions to lead the way
- Make ongoing training the standard

Phase 3: Deliver Impact
- Quantify impact with the Microsoft Copilot Dashboard
- Meet with your AI council regularly
- Publicly celebrate success
- Submit Partner Proof of Execution Document

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Business Applications – D365 Vision & Value Optimization

This engagement has reached FY25 claim limits and is no longer accepting new claims. Please consider other Business Applications Funded Engagements.

ENGAGEMENT SUMMARY

Create scenarios to clarify the digital transformation vision that will serve as the blueprint for the next steps in the customer's journey. Facilitators will use design-thinking concepts to help business decision makers establish their primary business goals and encourage them to think beyond simply making existing processes more efficient. Optional: Create an initial minimum viable product based on prioritized business scenarios to solidify envisioned solution experience. You can deliver this activity 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 modernize and is not expected to cover the cost of all the work required.

ENGAGEMENT TERM

July 1, 2024 – June 30, 2025, or until program cap is reached.

Partner Eligibility

Partner Agreement
Microsoft AI Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Business Applications Solution Partner Designation

Measure and Reward

Engagement Payment: Market A = $5,000, Market B = $3,500, Market C = $2,000 *(Refer to Post-Sales Incentive Details slide for more information)*

Customer Qualification

1. >$100k Dynamics 365 ACV (D365 Sales, Service, Finance or Supply Chain Premium licenses)
2. <80% Monthly Active Usage

Activity Requirements

Description of Services:
Partner facilitators will:
1. Conduct interviews, virtual and/or onsite discovery to gain a better understanding of the customer situation and document journey map, day-in-a-life, or personas
2. Formulate problem statement and align with BDM sponsor
3. Create high-priority transformation scenarios to achieve ongoing innovation within the customer's environment
4. Optional: Build a minimal viable product (MVP) that addresses one of the envisioned scenarios (in a pre-production environment)

Partner Proof of Execution
The Partner submitted Partner Proof of Execution should contain the following:
- Phased horizon planning
- Capture findings and recommendations

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Business Applications Post-Sales 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

Engagement Name	Market A Incentive	Market B Incentive	Market C Incentive
D365 Vision & Value Optimization**	$5,000	$3,500	$2,000
D365 Solution Optimization	$5,000	$3,500	$2,000
D365 Performance Optimization	$5,000	$3,500	$2,000
Low Code Deployment Accelerator	$5,000	$3,500	$2,000
Business Central Deployment Accelerator	$4,500 - $18,000	$2,500 - $10,000	$1,700 - $7,000

**This engagement has reached FY25 claim limits and is no longer accepting new claims.

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

Biz Apps Presales Advisor	Funded Engagements Pre-Sales	Cloud Solution Provider – Indirect Reseller	Cloud Solution Provider – Direct Bill	Funded Engagements Post-Sales

Business Applications Engagements Program Controls

Maximum active engagements per customer

Partner IDs will be limited to a maximum of 4 active MCI Business Applications Partner Activities engagements per customer at one 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, one or more of the active claims will need to be canceled, approved, rejected, or expired to allow partner to create additional claims for that customer.

Geographical restrictions: The activity of a partner Global Account (VOrg) in any given country is subject to a maximum limitation of total active or completed claims for any given Business Applications Build Intent engagement. This total is aggregated across all claims made for a given engagement by any of the partner's locations (MPN IDs) within that country. This maximum limit is determined by the country's market definition:

Engagement	Market A	Market B	Market C
Pre-Sales: CRM Vision & Value, ERP Vision & Value, Low Code Vision & Value, CRM Tailored Demo, ERP Tailored Demo **Post-Sales:** Business Central Deployment Accelerator, D365 Vision & Value Optimization, D365 Performance Optimization, D365 Solution Optimization, Low Code Deployment Accelerator	20	10	10
Pre-Sales: Business Central Migration Assessment, Business Central Needs Assessment	40	20	10
Pre-Sales: Low Code Needs Assessment	20	20	20

Subcontracting

Partners may not subcontract any engagement(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 engagement(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 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 program intent.

Repeat Engagements

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

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.

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

Table of Contents	Enrollment	Partner Eligibility	Terms	Proof of Execution	Public Sector Disclosure and Geographic Provisions	Disputes and Resolutions

Terms and Conditions – Table of contents

Table of contents

Enrollment
Partner Center enrollment

Bank and tax

Profile validation

Profile incentive eligibility

Profile management

Partner locations

Loss of eligibility

Partner Eligibility
Microsoft AI Cloud Partner Program

CSP Program

CSP Authorization

Solutions Partner designations

Legacy Benefits (competency)

Specializations

Azure Expert MSP

Partner revenue performance

Core Terms
Notice of changes

Order of precedence

Engagement Terms

General Terms
Ordering

Product availability

Free product

Support and shared services

Credited or refunded services

Reversed or credited transactions

Negative Incentive Balance

Azure consumption revenue

Channel Partner Error

Non-Channel Partner Error

Change of Channel Partner

Indirect Channel Requirements

Cooperative marketing funds

Payment Terms
Partner Requirements

Partner payment profile

Partner payment obligation

Tax invoice proof of execution requirements

Payment Type (Rebate, Indirect Rebate, Fee)

Payment method

Payment cadence

Payment held for compliance

Overpayment

Minimum payment threshold

Foreign exchange rate

Other Terms
Proof of execution

Public Sector Disclosure

Country specific provisions

Disputes and Resolutions

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

| Table of Contents | Enrollment | Partner Eligibility | Terms | Proof of Execution | Public Sector Disclosure and Geographic Provisions | Disputes and Resolutions |

Enrollment

Partner Center Enrollment

Partners must complete Enrollment activities for each specific company location in Partner Center before a company location can participate in available engagements. Enrollment activities are made available to partners based upon the incentive enrollment structure.

Incentives with **open enrollment** allow for partners to enroll at any time with the Partner's eligibility to earn incentives evaluated after enrollment is complete. Incentives with **closed enrollment** require a partner meet eligibility before receiving an invitation to participate in the available incentive opportunity. Invitations to participate are made available for each eligible Partner Location ID through the Incentives Overview section on Partner Center. Partner Location IDs that fail to meet business eligibility requirements will not receive an invitation to participate in the incentive. Partners can expect Microsoft to provide an invitation to complete enrollment activities within thirty (30) days of the partner meeting qualifying eligibility requirements.

Partner Center bank and tax

Enrollment activities include providing bank and tax information for all Partner Location IDs and available earning types.

Where there are multiple Microsoft business entities listed within the Partner Profile, partners must complete bank and tax information profile for each Microsoft business entity.

Partner profile validation

Enrollment is complete for each Partner Location ID when Microsoft completes validation of the payment and tax profile information provided by the Partner. Once enrollment requirements are complete and validated, Partner Center will show a status that enrollment is complete.

Partner profile incentive eligibility

Partners are eligible to earn incentives in the month they meet all Partner Center enrollment and engagement eligibility requirements.

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 enrollment activities.

Partner profile management

Partners are responsible for monitoring their incentive enrollment status and providing updated bank or tax information when required. Partners may need to update their Partner Profile if the requirements of the incentive change, or aspects of the Partners Profile expire or become outdated.
If this happens, Partner Center will show a status indicating that action is required.

Partner Locations

If a partner is operating in more than one location or under multiple Partner Location IDs, partners will use the Partner Location ID(s) of each specific location to complete enrollment in incentives. Failure to complete enrollment requirements for each Partner Location ID will
result in the partner forfeiting incentives associated with the specific location.

Loss of eligibility
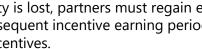
Partners that no longer meet any or all eligibility requirements during the incentive year are not entitled to earn or retain incentives earnings for any earning periods for which they failed to meet or maintain all eligibility requirements.

If incentive eligibility is lost, Microsoft will complete payments for all eligible incentives earned through the last earning period (i.e. monthly, quarterly, semesterly) that the partner had eligible earnings; and such payments will only be made to the extent partner's bank and tax information are current and accurate at the time of the attempted payment. Partners previously eligible for the incentive are not guaranteed participation in future incentive periods if the partner does not meet the then current eligibility criteria for the incentive. If incentive
eligibility is lost, partners must regain eligibility for subsequent incentive earning periods to earn incentives.

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.

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.

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

Table of Contents	Enrollment	Partner Eligibility	Terms	Proof of Execution	Public Sector Disclosure and Geographic Provisions	Disputes and Resolutions

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.

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.

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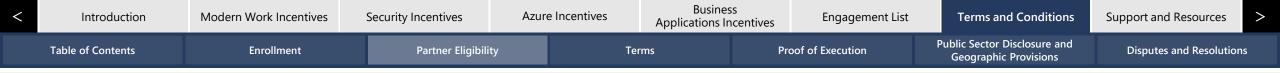
Learn more about the advantages of being an Azure Expert MSP and the steps to qualify, on the partner [website](#).

Partner Revenue Performance
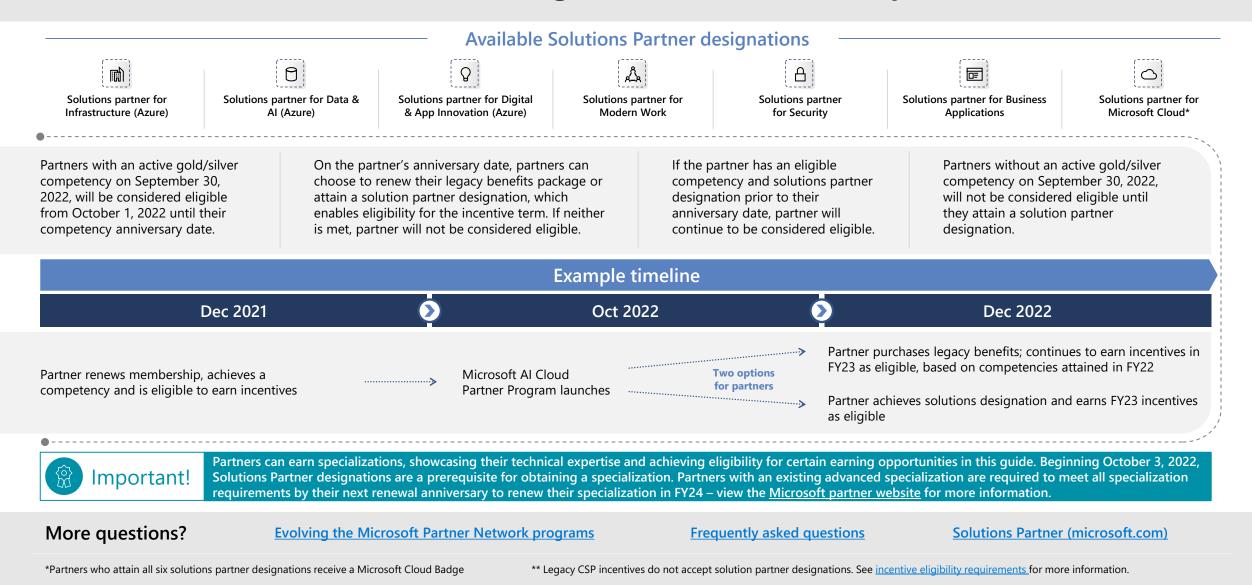
Partners may be required to meet specific revenue performance thresholds to be eligible for an available Engagement opportunity. Revenue performance thresholds are set based upon Microsoft's classification of the country associated with the Partner Location ID associated with the qualifying transaction 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.

Microsoft AI Cloud Partner Program – incentives impact and timeline

Available Solutions Partner designations

Solutions partner for Infrastructure (Azure)	Solutions partner for Data & AI (Azure)	Solutions partner for Digital & App Innovation (Azure)	Solutions partner for Modern Work	Solutions partner for Security	Solutions partner for Business Applications	Solutions partner for Microsoft Cloud*

Partners with an active gold/silver competency on September 30, 2022, will be considered eligible from October 1, 2022 until their competency anniversary date.

On the partner's anniversary date, partners can choose to renew their legacy benefits package or attain a solution partner designation, which enables eligibility for the incentive term. If neither is met, partner will not be considered eligible.

If the partner has an eligible competency and solutions partner designation prior to their anniversary date, partner will continue to be considered eligible.

Partners without an active gold/silver competency on September 30, 2022, will not be considered eligible until they attain a solution partner designation.

Example timeline

Dec 2021	Oct 2022	Dec 2022

Partner renews membership, achieves a competency and is eligible to earn incentives

Microsoft AI Cloud Partner Program launches

Two options for partners

Partner purchases legacy benefits; continues to earn incentives in FY23 as eligible, based on competencies attained in FY22

Partner achieves solutions designation and earns FY23 incentives as eligible

Important! Partners can earn specializations, showcasing their technical expertise and achieving eligibility for certain earning opportunities in this guide. Beginning October 3, 2022, Solutions Partner designations are a prerequisite for obtaining a specialization. Partners with an existing advanced specialization are required to meet all specialization requirements by their next renewal anniversary to renew their specialization in FY24 – view the Microsoft partner website for more information.

More questions?

Evolving the Microsoft Partner Network programs   Frequently asked questions   Solutions Partner (microsoft.com)

*Partners who attain all six solutions partner designations receive a Microsoft Cloud Badge   ** Legacy CSP incentives do not accept solution partner designations. See incentive eligibility requirements for more information.

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

Table of Contents	Enrollment	Partner Eligibility	Terms	Proof of Execution	Public Sector Disclosure and Geographic Provisions	Disputes and Resolutions

Core Terms

Notice of changes

Microsoft reserves the right to modify, update, cancel or terminate program terms and Engagement Terms at any time, in its sole discretion. We will endeavor to provide partners with 30 days' advance notice of any changes before they may become effective. If a partner does not agree to any such changes, the partners must discontinue or terminate participation in the program or applicable engagement. Continued participation in the engagement will be deemed acceptance of the changes.

Each partner will ensure that its relevant Representatives become familiar with the Partner Center and consult it on a regular basis to receive communications and business notices from Microsoft. Partners are solely responsible for managing which of its Representatives are authorized to access and act within the Partner Center on the partners' behalf.

Microsoft may communicate program or engagement changes and updates via the email address on record for the Partner Center Global Administrator, Account Administrator, and Incentive Administrator.

Order of precedence

In the event of a conflict between this incentive guide, the Engagement Terms, and the terms of the partner's Microsoft AI Cloud Partner Program Agreement, that is not expressly resolved therein, the terms will control in the following order: (1) the terms of that partner's Microsoft AI Cloud Partner Program Agreement, (2) terms of this incentive guide, and (3) the Engagement Terms. Terms of an amendment control over the amended document and any prior amendments concerning the same subject matter.

Engagement Terms

The Engagement Terms will describe or identify the eligibility, criteria, term length, and other terms and conditions applicable to the applicable engagement. The engagement and related documents may be published on the Partner Center or delivered directly to the partner.

For each engagement, partners must: (i) meet all qualifying engagement eligibility criteria; (ii) perform, and comply with the applicable Engagement Terms, and (iii) comply with any separate agreements, Guides, or other documentation that may be a requirement for that engagement. Partner participation in available engagements is voluntary.

Partners may not disclose the monetary value of the incentives earned to their Customers.

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

| Table of Contents | Enrollment | Partner Eligibility | Terms | Proof of Execution | Public Sector Disclosure and Geographic Provisions | Disputes and Resolutions |

General Terms

Ordering

Partners agree to submit orders only in quantities that the partner can distribute in the normal course of its business. Orders must be submitted and processed as made available to the partner under the related partner Channel Authorization. Any orders entered in error will be addressed as identified in this guide under "Reversed or Credited Transactions."

Free product

Microsoft will not pay incentives for Products provided to Customers through non-revenue generating activities such as free trial offers or free services.

Support and shared services

Microsoft will not pay incentives for shared, or support service offers.

General Terms

Eligible Product Offers

Microsoft product availability may vary by region. The list of eligible products is subject to change at the discretion of Microsoft.

Products for which a partner may be eligible to earn for the incentive are included in the CSP Product Addendum made available in the incentive asset collection page on the Microsoft partner website. Partners will not be eligible to earn incentives related to products that are not intended to be included and/or not expressly set forth in the applicable product addendum. Microsoft reserves the right to update any product addendum at any time for any incentive.

Partners are only eligible to receive incentives for products sold or made available in the regions in which the partner is authorized.

Ineligible Revenue

Microsoft will not pay incentives for activity on the following:

- Revenue from Exchange Lite subscriptions and other adjustments such as Internal Use Rights or trial seats are excluded.

- Not all Microsoft online services are available in all markets. New services and offers may be rolled out in new markets and current services and offers may be discontinued. As these service changes occur, customer consumption of Microsoft online services will also change, resulting in different incentive earnings for partners.

- CSP incentives are not offered to Partners based in or revenue originating from customers located in the People's Republic of China.

Product availability

Product availability may vary by region with not all Microsoft Products available in all Markets. New services and offers may be rolled out in new Markets and current services and offers may be discontinued. As service changes occur, available Product incentives may also change, resulting in different incentive earnings for partners.

Products for which a partner may be eligible to earn are included in the applicable product addendum made available in either the Engagement Terms or the incentive asset page on the Microsoft partner website. Partners will not be eligible to earn incentives related to products that are not intended to be included and/or not expressly set forth in the Engagement Terms or applicable product addendum. Microsoft reserves the right to update any product addendum at any time for any incentive.

Partners are only eligible to receive incentives for Products sold or made available in the regions in which the partner is authorized.

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

| Table of Contents | Enrollment | Partner Eligibility | Terms | Proof of Execution | Public Sector Disclosure and Geographic Provisions | Disputes and Resolutions |

General Terms (continued)

Credited or refunded services

Credited or refunded services not resulting in a rebill event are not eligible to receive incentives. Microsoft may provide credit offers to Customers that result in the reversal of incentives previously earned by the partner.

Reversed or Credited Transactions

Data used as the basis for incentives payments can change over time due to returns, credits, etc. When this data is re-run for incentives payments, it can cause slight variations to incentives earnings which will then be restated within Partner Center

Incentives earned for a transaction that has been reversed or credited will be reversed in line with the credit and will be reversed based on the Engagement Term rates at the time of the original transaction. This will be reflected in the earning statement for the period in which the reversal occurs.

Reversals are executed based on how the incentive was originally paid (for example, in-full versus deferred over time, or monthly versus annually).

If the reversed or credited transaction is rebilled, the incentive rate applied will depend on whether the reversal was due to a Channel Partner error or a Non-Channel Partner error.

Negative Incentive Balance due to Reversed or Credited Transactions

In cases where a reversed or credited transaction results in a negative incentive balance, no new fees will be paid until the overall balance is positive again.

However, monthly negative rebate balances (for indirect agreements) will be processed as a debit memo (invoice).

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.

Non-Channel Partner Error

If the reversed or credited transaction is a result of a Non-Channel Partner error, the impact to the partner's incentive earnings will be calculated based on the Engagement Term rates in effect at the time of the original transaction.

Channel Partner Error

If the reversed or credited transaction is a result of a Channel Partner error, the impact to the partner's incentive earnings will be calculated based on the Engagement Term rates in effect at the time of the reversal or credit.

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

| Table of Contents | Enrollment | Partner Eligibility | Terms | Proof of Execution | Public Sector Disclosure and Geographic Provisions | Disputes and Resolutions |

General Terms (continued)

Change of Channel Partner

Microsoft approved changes to Partner structures will be assigned an "effective date," which indicates the date the partner begins earning (or in cases of removals, ceases to earn), within the incentive.

Effective date timelines are driven by the date of communication by the partner to Microsoft, the circumstance creating the structure change, and Microsoft's ability to fully validate (which includes any required reviews and/or approvals) the proposed change before implementation.

If a Change of Channel Partner arises during the term of the Agreement, the future earnings and responsibility for the monthly customer maintenance and support activities will transition to the new Partner if the Partner has met the eligibility and enrollment requirements set forth above. The Partner of Record at the time of the transaction will be eligible for the related incentive.

After a Change of Channel Partner, the new Partner of Record is responsible for completing all future monthly activities to service the customer, as described in this guide.

The new Partner of Record will be responsible for credits or adjustments after they become the Partner of Record.

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.

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

Table of Contents	Enrollment	Partner Eligibility	Terms	Proof of Execution	Public Sector Disclosure and Geographic Provisions	Disputes and Resolutions

General Terms (continued)

> **Co-op** — Partners may earn a portion of this incentive as cooperative marketing funds (co-op). These funds allow partners to perform specific marketing, demand generation, and readiness activities in accordance with the Partner Incentives Co-op Guidebook.

Cooperative marketing fund earning period

The cooperative marketing fund earning period is the six-month timeframe during which partners can earn rebates and co-op. Microsoft calculates a percentage of incentive earnings to be paid as co-op funds which are placed into a fund to use for approved activities executed in the upcoming usage period.

Cooperative marketing fund usage period

The co-op fund usage period refers to the six-months that immediately follows the six-month earning period, when partners perform eligible activities and submit claims.

If a partner's co-op earnings are below the $10,000 USD threshold in an earning period, the accrued incentive earnings will be converted to rebate at the end of the earning period.

Cooperative marketing claiming period

There is a forty-five (45)-day grace period after the end of the usage period for partners to complete their claim submissions. Co-op claims requiring further partner action at the end of the grace period will be moved to a non-compliant status and a payment will not be processed.

Unsuccessful co-op claims and co-op funds not claimed by the conclusion of the grace period will be forfeited with no possibility of reinstatement.

Additional information on cooperative marketing funds can be found in the Co-op Funds Resources page on the Microsoft partner website

Payment Terms – Partner Requirements

Payment profile

Incentive earning payments are made only to partners that have completed all incentive payment requirements. Payment requirements include partners maintaining complete tax forms and bank account information in their Partner Center incentive payment profile for each enrolled Partner Location ID. Payment requirements apply to all available incentive payment profiles.

Should a partner fail to maintain accurate and complete payment profile information or fail to complete tax invoice documentation submission requirements, Microsoft will update the partner's payment profile status in Partner Center indicating an action is required of the partner and hold the incentive payment for 180 days.

After 180 days, partners will forfeit their incentive earnings if the required bank or tax documentation has still not been provided.

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.

Tax Invoice Proof of Execution Requirements

For countries with invoice submission requirements, partners will be notified that tax invoice submission is required to claim their incentive earnings. Information required on the invoice and instructions will be communicated at each payment cycle.

Microsoft will hold incentive payments until a partner submits a partner invoice to Microsoft, which acts as an incentive claim. Once the partner invoice is received, Microsoft will validate the information provided prior to processing a partner's incentive earning payment.

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

| Table of Contents | Enrollment | Partner Eligibility | Terms | Proof of Execution | Public Sector Disclosure and Geographic Provisions | Disputes and Resolutions |

Payment Terms – Microsoft

Payment method

Payment cadence

Payment Held for Compliance

Overpayment

Minimum Payment Threshold

Payment Type

Microsoft's default payment method for the incentive is wire transfer to the bank account identified by the partner in their Partner Center profile.

In geographies and incentive types requiring the partner to receive payment via credit note, Microsoft will issue a single credit note for the combined total of the incentive earnings per currency and SAP ID billed revenue account.

If an alternative payment method is required, Microsoft will choose the method at its own discretion.

Payments for approved incentive earnings are issued monthly or quarterly (depending on engagement), within 45 days of the end of the applicable earning period.

The first month's payment for approved incentive earnings in the new engagement year will be issued within 75 days of the end of the earning period.

Payments for co-op claims submitted and approved in Partner Center by the 15th calendar day of each month will be paid in the following payment cycle.

In addition to the rights granted in Section 3(b)(3) (Payments from Microsoft) of the Microsoft AI Cloud Partner Program Agreement, Microsoft reserves the right to suspend incentive payments to partner while conducting Program compliance reviews. Microsoft may reduce, cancel, or withhold incentive payments related to any non-compliance with this Policy Guide (including, but not limited to, discount pass-through requirements and Supplier Security and Privacy Assurance). Microsoft will provide you with written notice of any decision to suspend, reduce, cancel, or withhold incentive payments under this Program.

In the event of an overpayment of incentive earnings, Microsoft will notify the partner to discuss repayment options, which may include an adjustment to the partner's incentive payments for future incentive earning periods, or direct return of the overpayment. In the event Microsoft overpays the incentive in the final payment, or the overpayment is discovered after the Engagement Term has ended, Microsoft may, at its option, either: (i) require that partner repay to Microsoft the incentive amount that was overpaid; or (ii) withhold such overpayment amount from other amounts owed by Microsoft to partner under any other incentive. These remedies are in addition to any other remedy available to Microsoft and survive expiration or termination of the program.

If a partner earns less than the minimum threshold of $200 USD in an enrolled Partner Account ID during an incentive earning period, the partner will not receive payment, and the incentive earnings will carry over to the following month.

The minimum payment threshold of $200 USD is applicable to each available earning type.

At the end of the Engagement Term, if unpaid incentive earnings remain below the minimum payment threshold across each of the earning types; the earnings will be considered unearned and forfeited.

Partners participating in available Engagements earn incentives as either rebate, indirect rebate, or fee. The applicable earning type is specified within the Engagement Terms of each incentive earning opportunity. Partners transacting directly with Microsoft earn incentives as rebate.

Partners transacting through an indirect provider earn incentives as indirect rebate.

Partners accelerating the customer journey through presell, consumption and usage engagements earn incentives as fee.

Partners earning cooperative marketing funds earn incentives as co-op.

Partners will need an active bank and tax profile for each payment type.

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

Table of Contents	Enrollment	Partner Eligibility	Terms	Proof of Execution	Public Sector Disclosure and Geographic Provisions	Disputes and Resolutions

Payment Terms – Microsoft (continued)

Payment Returns

If a partner refuses or returns incentive payments, these earnings will be held by Microsoft for 180 days starting from the original date of payment or attempted payment by Microsoft, whichever is earlier. If after 180 days there are no open disputes related to the return, all held earnings will be considered unearned and forfeited. For avoidance of doubt, all disputes must be filed within 90 days of payment or attempted payment.

Foreign Exchange Conversion Rate

Microsoft's monthly foreign exchange rate is the mid-rate published by Thomson Reuters (typically) two days prior to the preceding month-end at 4:00 pm GMT. For example, Microsoft's January exchange rate would be the Thomson Reuters mid-rate published on or around December 31st of the prior year.

Incentives which are calculated based on invoiced revenue and paid via rebate or fee utilizing the foreign exchange rate of the applicable month that the partner or end customer is invoiced. For example, if an incentive is calculated based on revenue that is invoiced in February, it will be calculated using the exchange rate for February invoices, which is the reported rate at the end of January (per above definition).

Incentives which are calculated based on a qualifying activity or consumption, and not invoiced revenue, utilize the exchange rate of the month in which the qualifying activity or consumption occurs. For example, if an incentive is calculated based on activity or consumption that occurs in January, it will be calculated using the exchange rate reported in December and the incentive will also be calculated using that same exchange rate.

For incentives earned as co-op, partners must select a Partner Center account currency for each usage period for incentives deposited into a co-op fund. Once a Partner Center account currency is selected, the co-op funds for the applicable six-month incentive earning period are restated to reflect the chosen currency utilizing the foreign exchange rate of each applicable month the partner or end customer is invoiced, as set forth above.

Partners receive their incentives earning payments in the currency the partner selected in their Partner Center bank profile, even if different than the partner's transaction currency or currency selected at the time of original incentive earning calculation. Each incentive earning payment is calculated using the exchange rate for the currency in which that incentive is paid that is applicable to that currency during the earning period for that incentive, as set forth above.

Proof of Execution

Microsoft uses proof of execution to validate partner involvement if the Customer qualifies as an Eligible Activity as specified within the applicable Engagement Terms.

Microsoft requires partners to submit proof of execution at time of claiming for the following incentive earning opportunities:

- The incentive earning opportunity requires that the partner claim their association with the Customer to be acknowledged as the claiming partner of record.
- The partner is claiming available cooperative marketing funds.

Microsoft may request, at its sole discretion, that the partner provide proof of execution for the following incentive earning opportunities:

- The incentive earning opportunity is based upon activities performed, eligible role-based access control to a Customer's environment, associated to a Public Sector Customer or any other non-transacting event.

Where partners are required to provide proof of execution, Microsoft uses the submitted proof of execution documentation to review and validate that the engagement and activities provided by the partner to their Customers is a Qualifying Activity driving a required outcome under the applicable Engagement Terms.

Microsoft may request a partner provide proof of execution to validate their continued involvement if the Customer continues to qualify as a Qualifying Activity in connection with the incentive at any time.

Microsoft reserves the right to suspend incentive payments while conducting compliance reviews. In addition, Microsoft may reduce, cancel, or withhold incentive payments related to any non-compliance with this incentives Guide, including non-compliance with acceptable forms of POE.

Acceptable forms of proof of execution

Proof of execution must be substantive, relevant, and of sufficient quality so that it aligns with the activities documented in the Purchase Order, statement of work, invoice, contract, or detailed activity statement, and complies with the Microsoft Privacy Policy.

Microsoft is committed to following privacy Laws in every country in which it does business and has adopted six privacy principles for the use and collection of personal data. These principles form the foundation of Microsoft's Privacy Policy and can be found here.

Examples of acceptable forms of proof of execution documentation and submission templates for MCI Modern Work & Security Usage & MCI Biz Apps Presales Advisor Engagements can be found here.

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

Proof of execution record retention

Microsoft reserves the right to request the original proof of execution documentation. Partners should retain the original proof of execution documentation for 24 months after the incentive earning period or end of claiming period, whichever is later.

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

Table of Contents | Enrollment | Partner Eligibility | Terms | Proof of Execution | Public Sector Disclosure and Geographic Provisions | Disputes and Resolutions

Public Sector Disclosure

Definition of Public Sector

Public Sector is defined as government, healthcare, and education customers as set forth by the Government Eligibility documentation provided on the [Microsoft Licensing Terms and Documentation](#) website.

Public Sector disclosure requirements

For partners earning incentives based upon activities performed (e.g., MCI Modern Work & Security Usage & MCI Biz Apps Presales Advisor Engagements), eligible role-based access control to a Customer's environment (e.g., such as PAL based incentives), or any other non-transacting event, the partner must disclose to the Customer the potential fees, commission, or compensation that partner will receive from Microsoft, if any, in connection with the Products or services being procured. Where the Customer is a Public Sector entity, such disclosure will be in writing, and acknowledged by the Customer in writing. All such disclosure and Customer acknowledgment will be reviewed by Microsoft. A failure to comply with these disclosure requirements may prohibit Microsoft from paying such amounts to the partner or require that partner return those payments back to Microsoft.

Public Sector Incentives Eligibility by Country

Engagements	Hong Kong	India	The United States and Puerto Rico
MCI Partner Activities Engagements **with required Public Sector Disclosure**	Eligible	Eligible	Eligible
MCI Security Usage & MCI Biz Apps Presales Advisor Engagements **with required Public Sector Disclosure**	Not Eligible	Not Eligible	Eligible

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

| Table of Contents | Enrollment | Partner Eligibility | Terms | Proof of Execution | Public Sector Disclosure and Geographic Provisions | Disputes and Resolutions |

Country Specific Provisions: People's Republic of China

Contracting entity for Microsoft Azure services within the People's Republic of China

For the Microsoft Azure Services offered within the People's Republic of China, Customers subscribe to Microsoft Azure Services from an entity (the "Operating Entity in China") that operates the services in the People's Republic of China based on the technology licensed from Microsoft. Notwithstanding any contrary provision in the Microsoft AI Cloud Partner Program Agreement.

If the Customer subscribes to Microsoft Azure Services from the Operating Entity and the Company is located in the People's Republic of China, the Microsoft contracting entity for the Microsoft AI Cloud Partner Program Agreement is: Microsoft (China) Co., Ltd. No. 5 Danling Street, Haidian District, Beijing 100080, China.

If Company is located outside of the People's Republic of China, the Microsoft contracting entity for the Microsoft AI Cloud Partner Program Agreement is determined by the country or region where Company's primary office is located in accordance with the section titled Miscellaneous: Microsoft Contracting Entity of the Microsoft AI Cloud Partner Program Agreement.

People's Republic of China exclusions for MCI Modern Work & Security Usage, MCI Biz Apps Presales Advisor and MCI Power Apps & Power Automate PAL engagements

These incentives are currently not available for customers in the People's Republic of China. This means customers operated by 21Vianet (China) are excluded from the engagements. However, incentives are available to partners in China supporting customers outside of China.

People's Republic of China exclusions for MCI New Commerce CSP and MCI Legacy CSP engagements

Incentives are not offered to Partners based in or revenue originating from Customers located in the People's Republic of China.

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

| Table of Contents | Enrollment | Partner Eligibility | Terms | Proof of Execution | Public Sector Disclosure and Geographic Provisions | Disputes and Resolutions |

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 Migrate and Modernize)	Yes: Major – Federal and Strategic – Federal segmented customers. (Public Sector disclosure requirements can apply)
Biz Apps Pre-Sales Advisor (prev. OSA)	Yes (Public Sector disclosure requirements can apply)
Biz Aps Pre-Sales & Post Sales Partner Activities	Yes (Public Sector disclosure requirements can apply)
Security Usage	Yes (Public Sector disclosure requirements can apply)

Earning Opportunity	US Federal Customers on Microsoft Cloud for US Government
Cloud Solution Provider (CSP) Incentives (Microsoft 365, Azure, Dynamics 365)	Not applicable
Hosting Incentive	Not applicable
Azure 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

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

Table of Contents | Enrollment | Partner Eligibility | Terms | Proof of Execution | Public Sector Disclosure and Geographic Provisions | Disputes and Resolutions

Disputes and Resolution

Disputes and resolution

Partners have 90-days to dispute reported incentive earnings and any Microsoft decision to reduce, cancel or withhold incentives.

All payment disputes must be submitted by creating a support ticket within the Incentives Online Support Experience on Partner Center within 90 days after partner's receipt of the applicable incentive payment.

Resources and FAQs

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

Glossary | Azure Resources for Common Support Scenarios | Useful Links

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 | Terms and Conditions | Support and Resources | › |

| Glossary | Azure Resources for Common Support Scenarios | Useful Links |

Automated Referral Management | Process Flow and Engagement Thresholds

Three Touches to Tighter Collaboration

1. Partner creates claim in MCI
2. MCI creates Partner Center referral when conditions are met
3. Microsoft / Partner engage in joint opportunity

Automated Referral Management Process Flow

- Select engagements enabled for automated referral management
- Customer consent request triggers referral creation process where deal size, and customer segment requirements are met
- Referral upgraded co-sell when customer consents to engagement
- Referral status automatically updates to "Won" or "Lost" based on POE completion status.

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

Automated Referral Engagement Thresholds

Solution Area	Engagement Name	Deal Size	Customer Segment
Azure	Azure Innovate Partner-Led: Azure AI Platform Deployment - XS,S,M,L	>$10,000	Majors & SMC Corporate Customer
	Azure Migrate & Modernize Partner-led: Infrastructure and Database Migration - XS,S,M,L,XL,XXL		
	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		
	Azure Migrate & Modernize Partner-led: Virtual Desktop Infrastructure - XS,S,M,L		
	Azure Migrate & Modernize Partner-led: SAP Migration - XS,S,M,L		
	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		
	Azure Innovate Partner-led: Analytics Deployment - XS,S,M,L		
	Azure Innovate Partner-led: Accelerate Developer Productivity Deployment - XS,S,M,L		
Modern Work & Security	Copilot - S, M, L, XL, XXL	All	Medium to Large Commercial Customers
	Intune Suite Proof of Value		
	Windows in the Cloud Assessment		
	Teams Phone Proof of Value		
	Microsoft Sentinel Migrate and Modernize		
	Security – Threat Protection		
	Data Security		

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

| Glossary | Azure Resources for Common Support Scenarios | Useful Links |

Automated Referral Management | Referral Creation Process Detailed

Engagement Stages	Activity	MCI Partner Activities	Microsoft CRM
Stage 01 **Claim Customer**	Partner identifies customer opportunity, creates **MCI** claim for partner activity.		
Stage 02 **Customer Consent**	Partner requests customer consent through MCI Partner Activities portal Customer provides consent to proceed. Adds Deal Size when requesting customer consent	**Microsoft creates referral where conditions meet engagement configuration. Microsoft updates referral as Co-Sell after customer consent has been received.**	**Microsoft Account team actions "Co-Sell Referrals" in Microsoft CRM, by Accepting and/or Appending Referral to a MSX Opportunity**
Stage 03 **Execute & Submit POE**	**Partner completes engagement per requirements** **Partner submits POE**		
Stage 04 **POE Validation**	**Microsoft approves or declines POE** **Partner disputes or fixes POE errors**	**Upon POE approval MCI updates PC referral status to "won" and upon claim expiration without POE approval status is updated to "Lost".**	
Stage 05 **Payment**	**Microsoft processes payment for approved claims** **Partner receives payment for processed approved claim.**		

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

Glossary | Azure Resources for Common Support Scenarios | Useful Links

MCI Partner Activities | Deal Size Guidance

Overview
- Upon requesting customer consent, MCI starts the ARC process for select engagements.
- Partners provide estimated deal size in ($USD equivalent).
- Partners may update the value in MCI until the customer completes the consent process.
- This input will not impact the claim eligibility or payout.

Estimating Deal Size by Revenue Type

License and Seat Revenue
- Specify the license and seat customer purchase estimate over a 12-month period
- Estimated amount should reflect the deal size value to Microsoft revenue in USD

Consumption Revenue
- Estimated amount of revenue generated over the first 12-months after the project is complete in USD
- Partners should leverage the Azure Consumption Estimator and carefully consider the ramp up of the project after deployment.

How is Deal Size Value Used within Microsoft
- Share the created referral with customer account team to support co-sell process
- Notify account teams when activity is completed to drive customer next steps
- Future capabilities to enhance the partner experience
- Microsoft is working to enhance MCI to support relationships with partners and help guide Microsoft ability to Co-Sell's with partners. This change will not impact any claims that have already received customer consent.

Support & Resources
- Contact your company's Referral Admin for estimation guidance
- Your PDM may be able to provide additional estimation guidance

Glossary

CSP Association

Refers to the partner on a Cloud Solution Provider agreement at the time of the transaction. Designation is automatically applied to the CSP transacting partner whenever a subscription or product is sold in CSP.

Partner Admin Link (PAL)

A tool that Azure partners can use to track their influence automatically and precisely on Azure services consumed by customers.

Price List

Refers to the then current list of Products from which Company may order Products for a Product Fee under a Channel Authorization.

Azure Lighthouse

Azure Lighthouse enables multi-tenant management with scalability, higher automation, and enhanced governance across resources. With Azure Lighthouse, service providers can deliver managed services using tooling built into the Azure platform. Customers maintain control over who has access to their tenant, which resources they can access, and what actions can be taken.

Role Based Access Control

A role definition is a collection of permissions that can be performed, such as read, write, and delete. It's typically just called a role. Azure role-based access control (Azure RBAC) has over 120 built-in roles or you can create your own custom roles. Understand how built-in roles are defined and how a custom role can be used to meet the specific needs of your organization.

Azure Link to Partner ID

Refers to partners having access to the customer's resources: use the Azure portal, PowerShell, or the Azure CLI to link your Partner Location ID (Partner ID) to your user ID or service principal. Partner ID should be linked in each customer tenant.

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

| Glossary | Azure Resources for Common Support Scenarios | Useful Links |

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.

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

Glossary	Azure Resources for Common Support Scenarios	Useful Links

FAQ – Partner Activities

When will I be able to view and start claiming MCI Engagements?
Once you have enrolled a Partner Location ID in MCI, you can navigate to your MCI Engagements page to view all Partner Activity and Transact and Consume Engagements for which that Partner location is currently eligible.

How do I find out if my customer meets the qualifications for an engagement?
Each Engagement's Customers page will show which of your current customers are eligible and ineligible for that activity. When you add a new customer, you will be presented with a selection list of all engagements for which both you and your customer are currently eligible.

What information is required to claim a customer for an engagement?
You can claim a customer by providing the customer's email address. If Partner Center is not able to identify the customer tenant via the domain of the email address provided, you may be asked to provide the customer's Tenant ID and a reason why the domain and Tenant ID do not match.

How do I send the customer consent request?
Navigate to the Engagement's Customers page and locate the customer in your eligible customers list. In the Action column, click "Send Consent Request" and confirm the contact email is correct. Your customer will receive an email from Microsoft inviting them to consent.

How much time do I have to gather customer consent?
You have a total of 30 days to obtain consent after adding or claiming the customer. If you need to change the point of contact for the customer, you can do so before re-sending. You can re-send a consent request a maximum of once every 24 hours.

Do I need to add a customer to each separate engagement, or can I add a customer to multiple?
You have the option to add a customer to multiple engagements, but you must obtain customer consent individually for each engagement.

How do I submit a claim?
Once you have completed the engagement, navigate to the Engagement's Customers page. Under Action column, click "View engagement claim." In the claim, complete all required POE elements and click "Submit".

How much time do I have to submit a claim?
You have a total of 90 days, from the date of customer consent, to complete the workshop and submit the workshop claim. You can see the claim status on the workshop claim page.

How do I setup a payment profile?
See Enrollment and user management page for details.

Where can I get more detailed information about the activity I'm delivering?
To download the delivery kit and for more information on the activities themselves, go to Microsoft Commercial Incentives.

How do I request support for an MCI Engagement or an Engagement claim?
Go to Partner Center Support and create a ticket with the following details:
Problem summary: Summarize your issue
Workspace: Select Incentives
Problem Type: Type "Engagements" to filter for all Engagements support subtopics and select the most relevant subtopic.

FAQ – Azure incentives

✓ **Is Azure consumed revenue (ACR) related to an Azure credit offer (ACO) eligible to receive incentives?**

No, Azure credit offer-influenced ACR is not eligible to receive incentives

✓ **For the Azure CSP motion incentive, can I earn if I'm attached via Partner Admin Link?**

To earn on the Azure CSP motion incentive, the partner must be associated to the customer's Azure environment as Transacting Partner of Record. The partner can have additional associations, but they will have no effect on eligibility.

✓ **Will a Partner Admin Link-based association with my partner be recognized for incentives?**

Starting January 1, 2024, Azure consumption revenue-based incentives via MCI-Azure Enterprise and online purchase (PAL-based) or the Enterprise Incentives (Direct agreement only; TPOR-based) will no longer be offered.

✓ **What is the payment schedule for Azure incentives?**

All Azure incentives are paid on a monthly basis, 45 days after the end of the earning period

✓ **What qualifies as "specialized compute" under Azure CSP incentives?**

Specialized compute includes products like Azure VMware Solution (AVS), Bare Metal Infrastructure, and Microsoft Azure Large Instance for Epic

✓ **How often are the Workload and AI accelerators updated for new products?**

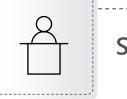Typically, the product list is updated at the start of the eligibility period (October 1st). In rare instances, Microsoft can update the product list throughout the year but typically changes are only made once per year to these incentives

✓ **When is a customer add for Azure recognized?**

When a customer purchases their first Azure workload, the transacting Partner of Record earns a customer add accelerator for the transaction month and the following 11 months. If the TPOR is transferred to a new partner, the original TPOR's incentive eligibility ends, and the new partner is not eligible for the customer add incentive

<

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

>

| Glossary | Azure Resources for Common Support Scenarios | Useful Links |

Azure resources for common support scenarios

Scenario

Support Solutions & Assistance

Issues with partner earned credit for services managed

❯

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

Issues with partner admin link

❯

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

Useful Links

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

Partner Incentives portal:
aka.ms/partnerincentives

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

Public Sector – Microsoft Licensing Terms and Documentation website.

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

CPOR Guide on Partner Center and Microsoft partner website:

Program membership, products, licensing, training, and event information:

- FastTrack http://aka.ms/fasttrackready
- Microsoft 365 for Partner- https://www.microsoft.com/microsoft-365/partners/

Partner Center Support:

- Incentives-specific support
- Additional support
- Enrollment guide