



# FY25 Spain SMB Prioridades y Programas H2\_Febrero

Juan Chinchilla  
Myriam Bau  
Marta Pons  
Borja del Rio



# Recursos

Grabación en Cloud Champion

[Estrategia y Programas de SMB para FY25 – España Cloud Champion](#)

# Agenda



El equipo de SMB España os contará las prioridades de cada workload, además de programas disponibles

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Prioridades del segmento y presentación de equipo

Juan Chinchilla

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MWP y Copilot: Prioridades y programas

Myriam Bau

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Business Applications: Prioridades y programas

Marta Pons

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Azure: Prioridades y programas

Borja del Rio

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Next steps & resources

Todos





# Comprometidos con la PYME en España

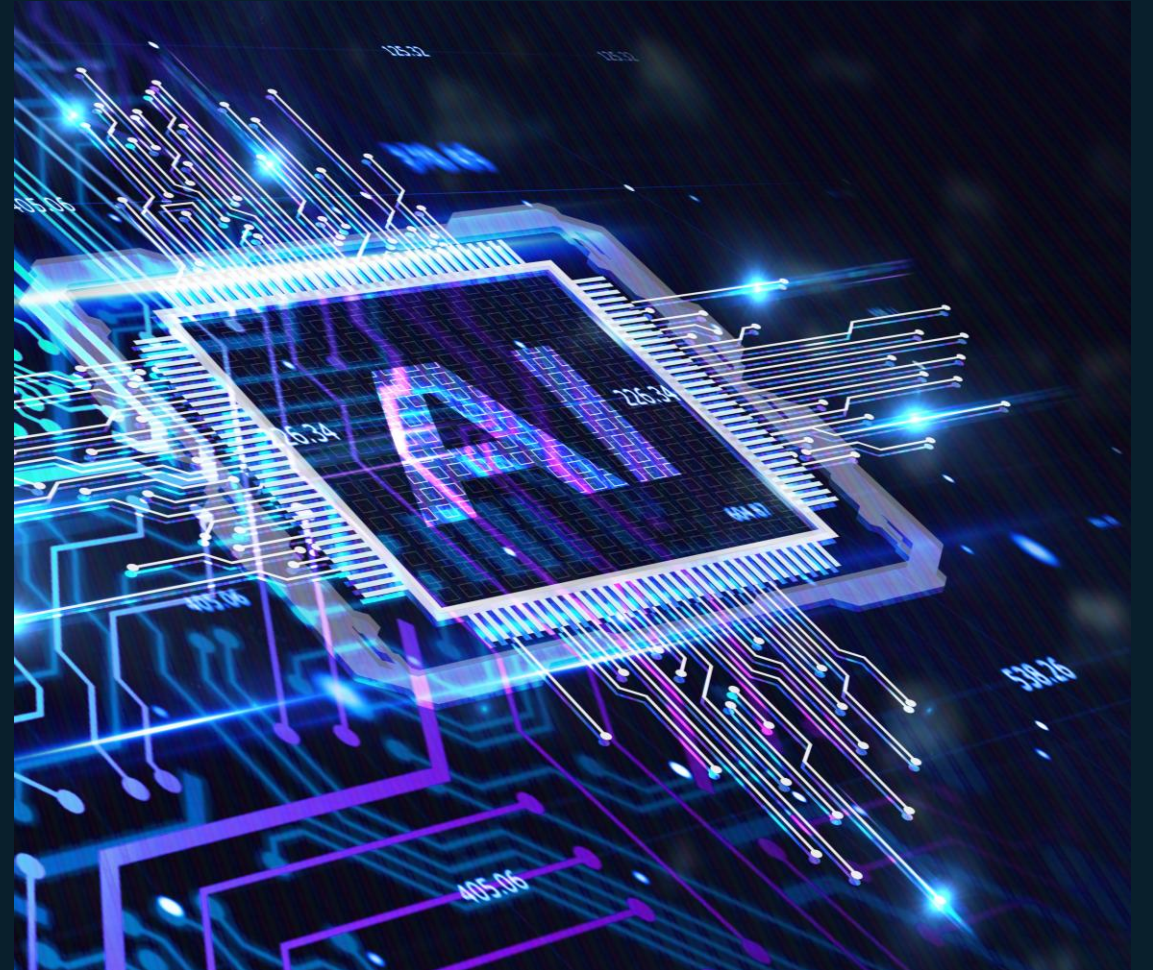
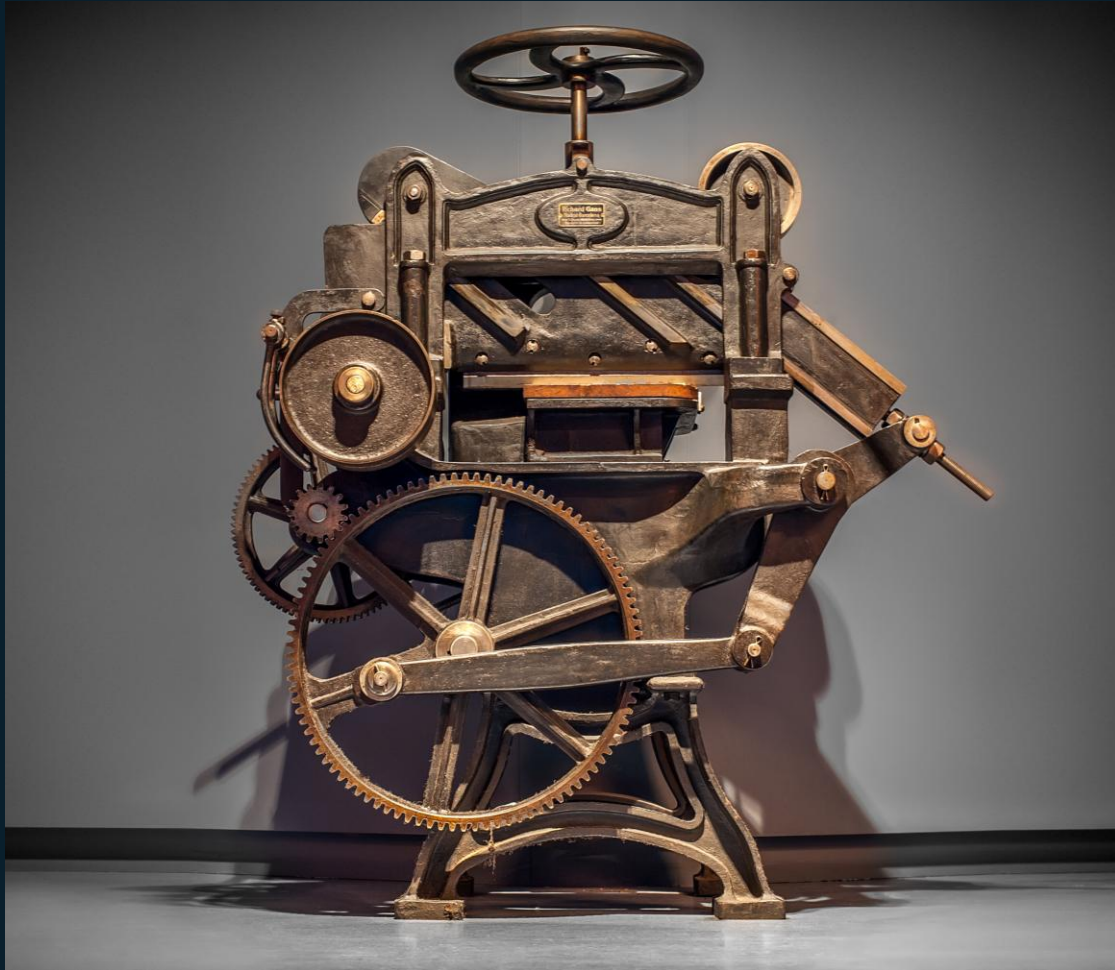
+3.5  
Mill





# Impulsando la Economía de la IA

Estrategia de IA gen desde Copilot Chat, a Copilot en Aplicaciones & Estrategia Cloud y AI






# Seguridad : Refuerzo de la importancia de la Seguridad vs AI


## EU Data Boundary y certificación ENS





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www.bdo.es

Genova, 27  
28004 Madrid  
España



CERTIFICADO DE CONFORMIDAD  
CON EL ESQUEMA NACIONAL DE SEGURIDAD

**CERTIFICADO DE CONFORMIDAD  
CON EL ESQUEMA NACIONAL DE SEGURIDAD**

BDO certifica que, de acuerdo con la declaración de aplicabilidad vigente, los sistemas de información reseñados, todos ellos de categoría ALTA y los servicios que se relacionan en el Anexo, de la organización:

**MICROSOFT CORPORATION**  
UBI: 600 413 485  
One Microsoft Way  
Redmond, WA 98052-6399  
United States

han sido auditados y encontrados conforme con las exigencias del Real Decreto 311/2022, del 3 de mayo, por el que se regula el Esquema Nacional de Seguridad según se indica en el correspondiente Informe de Auditoría de fecha 22 de abril de 2024 para:

- Los sistemas de Información que soportan el servicio de Azure de Microsoft enumerados en las páginas del Anexo I del presente Certificado y ubicados en Centros de Datos propios y externalizados en Alemania, Irlanda, Países Bajos, Francia, Noruega, Suecia, Reino Unido, Suiza, España, Italia, Polonia, Austria y Finlandia y detallados en las páginas del Anexo II


CATEGORÍA	C	I	T	A	D	Total de Medidas
	ALTA	ALTA	ALTA	ALTA	ALTA	
						71

Número de certificado: B0191  
Fecha de certificación de conformidad inicial: 26 de abril de 2024  
Fecha de renovación de la certificación de conformidad: 26 de abril 2026

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Enric Domènech  
Socio

Madrid, a 26 de abril 2024



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## Microsoft Cloud



Modern work



Business applications



Infrastructure



Digital and app innovation



Data & AI



Security



New Customer Acquisition



Upsell



Attach/Cross sell

# SMB Solution Sales

Legend: **New** Existing Deprioritized

SMB solution area deep dive and connection between our Microsoft offerings and customer needs

## SMB SOLUTION PLAYS

### MODERN WORK & SURFACE

Secure Productivity (Mainstream)

**Copilot for Microsoft 365** (Mainstream)

**Converged Communications**

Modernize with Surface (Mainstream)

### DYNAMICS 365

Scale Business Operations (Mainstream)

**AI Powered Business with Copilot** (Future Growth)

**Accelerate Revenue Generation**

**Innovate with AI in Low Code** (Future Growth)

### AZURE

Migrate and Secure Win Server and SQL Server and Linux Estate (Mainstream)

Unify your Intelligent Data and Analytics Platform (Mainstream)

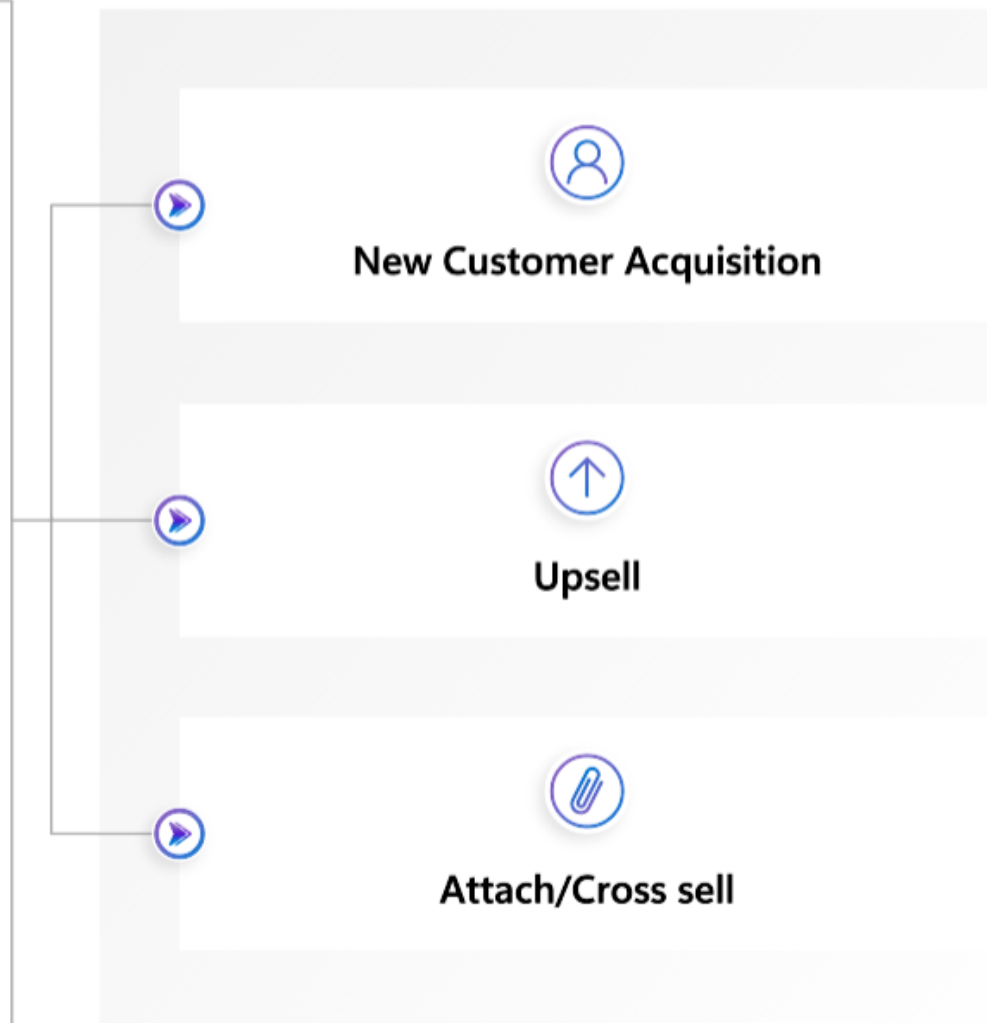
**Innovate with Azure AI Platform** (Targeted – Digital Native & ISV)

### SECURITY

**Threat Protection** (Growth)

Secure Productivity (Mainstream)

Migrate and Secure Win Server and SQL Server and Linux Estate (Mainstream)





# Nuestros programas de SMB para FY25 H2



**Mejorar la cobertura de Partners, capacidades y SureStep**  
**Foco en Seguridad, Migración, IA, BC y Copilot**



**Vendor Digital Sales**  
Especialista en soluciones para impulsar la adquisición de los nuevos clientes y expansión.



**CSA-SMB business lead**  
para ampliar capacidad Azure y soporte a clientes y partners



**Modernizar Cloud Ascent**  
para acelerar la adquisición y Mejorar la usabilidad.

# SMB Extended v-team



Juan Chinchilla  
SMB Lead



Santi Oller  
Partner Channels Sales Lead

## Partner Solution Sales Team



Ainara Arnaiz  
PSS Infra

Nuevo PPS Azure  
PSS Data&AI



Myriam Bau  
PSS MWP



Marta Pons  
PSS BizApps

## AMS Team EMEA



Borja del Rio  
AMS Partner Success

## PDMs Team



Elba Fernández  
PDM Distis



Ruth Alvarez  
PDM Scale / LSPs



Oscar Ruiz  
PDM SI



Toni Gratacos  
PDM SI



Nuria Gonzalez-Puelles  
PDM Telefonica



Patricia Ayanz (\*)  
WE PDM Telco

## Tech Sales Team



Karine Regniez + Team  
Partner Tech Manager

## WE GTM

Roberta Aspesi  
Azure GTM

Teresa Virginia  
MW&S GTM

Emilio López  
Bizapps GTM

## SMB EMEA

Liga Mendoca – Irina Sukic  
MW & Security WE SMB Sales

Donagh Walsh  
Azure WE SMB Sales

Astrid Wieland  
BA WE SMB Sales

## ISV

Manu Cortizo & Andrea iriondo & Josef Tilly  
ISV Team

## SPAIN GTM

Eliza Casapopol  
Infra Spain GTM

Antonio Cruz  
MW&S Spain GTM

David Maqueda  
Bizz Apps Spain GTM

## VDS & PCM

Juan Cuellar( team)  
VDS Team Manager

Fernando Valero  
Eduardo Mejia  
PCM - Partner

## DS&I

Eduardo Arandilla  
DSI Account Executive (Madrid)



# tours de IA para pymes España

Jueves, 27 marzo 2025

Microsoft AI Tour es el evento local e híbrido más grande del año fiscal, posicionando nuestra estrategia de IA con presentadores globales, líderes de la industria y expertos, así como con nuestros clientes.

Vamos a compartir las últimas noticias sobre Agentic AI, Copilot chat, Azure AI Foundry, IA responsable, entre otros, combinado con casos de éxito de clientes y partners



Qué: **Microsoft AI Tour, Madrid**

Cuándo: Jueves, **27 de marzo**

Dónde: **Kinépolis**, Ciudad de la Imagen,  
Pozuelo de Alarcón, Madrid

Hora: **9h00-18h00**

Presencial | Jueves, 27 de marzo | **Kinépolis**

Digital | Sesión Plenaria + Track especial

## WEBINARS CLOUD CHAMPION

Título	Fecha Próxima Sesión	Enlace de Registro	Solution Area
Copilot SMB Series	20 de febrero 16:00 – 17:00 CET	<a href="#">Registro</a>	Copilot
Business Central Series	5 de marzo 10:00 – 11:00 CET	<a href="#">Registro</a>	Business Applications
Microsoft for Startups Series	25 de febrero 10:00 – 11:00 CET	<a href="#">Registro</a>	Startups
Security Upsell Path – Ganar valor en un cliente existente gracias a la seguridad	27 de febrero 16:00 – 17:00 CET	<a href="#">Registro</a>	Seguridad
Actualizaciones de como montar un SOC gestionados por parte de un partner usando los servicios de seguridad de Microsoft	20 de febrero 10:00 – 11:30 CET	<a href="#">Registro</a>	Seguridad



# Modern Work



# FY25 H2 SMB Focus Areas| Modern Work

## FY25 H2 Key Focus areas

1

### H2 Renewal

maintain razor-sharp renewal focus while leveraging key GTM programs. Including Copilot renewals

2

### Upsell & Security

Security Execution Consistency. strengthen Microsoft security positioning & upsell to premium SKUs

3

### Copilot Acceleration

focus in **Partner Adoption**, accelerate sales thru-partner activities and leverage from **Copilot Chat** announcement. Focus **adoption** practice



# New Promos to help upsell conversations at renewal

## New Microsoft 365 E5 Accelerate 15% promotion for CSPs

*The Microsoft 365 E5 Accelerate 15% promotion is launching January 1, 2025.*

- **Date:** December 20, 2024
- **Workspace:** General
- **Impacted audience:** All Cloud Solution Provider (CSP) partners transacting Microsoft 365

To help partners accelerate their Microsoft 365 practice by providing customers with a secure, comprehensive, AI-powered cloud solution, Microsoft is excited to announce a new promotion discount for Microsoft 365 E5.

CSP partners will receive 15% off the net partner price of Microsoft 365 E5 when eligible new-to-offer customers purchase a Microsoft 365 E5 annual subscription.

### Promotion highlights:

- **Duration:** Available January 1 to June 30, 2025
- **Discount:** 15% off Microsoft 365 E5 and Microsoft 365 E5 (no Teams), annual term (monthly or annual billing)
- **Availability:** Worldwide
- **Customer eligibility:** New-to-offer customers (*FirstPurchase*)

## Discount on Microsoft E5 Compliance

*Microsoft is offering a 50% discount on Microsoft E5 Compliance for all customers with Microsoft 365 Copilot licenses.*

- **Date:** February 3, 2025
- **Workspace:** General
- **Impacted audience:** Cloud Solution Provider (CSP) partners for Modern Work and Security

Microsoft is offering a 50% discount on Microsoft E5 Compliance for all customers with Microsoft 365 Copilot licenses. This promotion will be available from February 1, 2025, to February 1, 2026, for both new and existing customers who have previously purchased Microsoft 365 Copilot without the Microsoft E5 Compliance SKU.

# Remember the FY25 SMB Cohorts can help you direct conversations

## Key Changes in FY25

### Cohort Simplification

In response to field feedback, we've reduced the number of Cohorts from 29 to 7 to streamline the experience and improve execution.

### Mutually Exclusive

Each Cohort is targeted uniquely based on the individual customers position in their Microsoft product journey.

### Tenant Detail

Selection of customer targeting was determined by looking at tenant details vs broad product details.

### Partnership with PMG

Strong collaboration with product marketing to synchronize the BOM with the sales process.

Solution Play	Targeting Scenario	Customer Targeting Lists (aka Cohorts)
Secure Productivity	NEW Acquire	NEW Migrate to Cloud
	Upsell	Upsell from Standalones to M365 Upsell from EXO to M365 Upsell to M365 MBP/ME3
NEW Copilot	Attach	NEW Attach Copilot to Eligible Customers
Modernize with Surface	Acquire	Surface Acquisition
	Attach	NEW Attach to MW Cloud



# Facturación mensual y Estandarización del precio de facturación mensual

Introducción de la facturación mensual para suscripciones anuales de Microsoft 365 Copilot y Estandarización del precio de facturación mensual para todas las suscripciones anuales

## Introducing monthly billing option for annual term subscriptions of Microsoft 365 Copilot

In response to customer and partner feedback for more flexible payment options, on December 1, 2024, we're going to introduce a new monthly billing plan for annual subscriptions of Microsoft 365 Copilot, Microsoft 365 Copilot for Sales, and Microsoft 365 Copilot for Service on the new commerce platform. This new monthly billing option for annual subscriptions will be priced 5% higher than the annual billing (upfront payment) option for annual subscription plans for Microsoft 365 Copilot, Microsoft 365 Copilot for Sales, and Microsoft 365 Copilot for Services.\*

## Standardizing the billing structure with a pricing update

For all other products with per user monthly billing plans for annual subscriptions, we're introducing the same pricing update to standardize the billing structure across Buy Online, CSP, and MCA-E.\*\* **Starting on April 1, 2025, all new and renewing monthly billing plans for annual subscriptions will be priced 5% higher than the annual billing option for annual subscription plans.\***

# The Microsoft 365 Copilot CSP Getting Started promo was extended

## Microsoft 365 Copilot CSP Getting Started 15%-off promo extension

*We're announcing that the Microsoft 365 Copilot CSP Getting Started 15%-off promo is extended until April 1, 2025.*

- **Date:** December 16, 2024
- **Workspace:** General
- **Impacted audience:** All Cloud Solution Provider (CSP) partners transacting Microsoft 365 and Dynamics 365

The Microsoft 365 Copilot CSP Getting Started 15%-off promotion is available until April 1, 2025. This extension gives you more time to take advantage of this opportunity and deliver exceptional value to your customers during the biggest Microsoft 365 renewal quarter of the year.

### Promotion highlights

- **Extended deadline:** The promotion is now available until the end of Microsoft Q3, expiring on April 1, 2025.
- **15% discount:** Benefit from a 15% discount off net partner price on new Microsoft 365 Copilot subscriptions for 10 to 300 licenses for 12 months.
- **Flexible additions:** Add up to 300 licenses at the discounted price anytime during the subscription term.
- **Flexible billing options:** Customers can enjoy better cashflow by opting for an annual commitment with monthly payments, available with a 5% price increase compared to the annual upfront payment option.



New ! Announced Jan 15



## Copilot Chat

Free, secure AI chat

### Chat

Web-grounded

### Agents

### IT controls



# Microsoft 365 Copilot

Your AI assistant for work

\$30

## Copilot Chat

Free, secure AI chat



## Chat

Work-grounded

## Copilot in M365 apps

Teams, Outlook, Word, Excel, PowerPoint

## Agents

## Copilot Control System

## Copilot Analytics

# Our strategy

Empower every employee with a Copilot and transform every business process with agents.

1. Microsoft 365 Copilot: our lead solution for every user, providing maximum AI value
2. Microsoft 365 Copilot Chat: secure web chat + pay-as-you-go agents



# Level Up: Copilot and agents Q3 bootcamp

## Sales Bootcamp

- » Learn how to position M365 Copilot and agents value
- » Learn how to demo
- » Get ready to use key programs and resources

**February 25**

EMEA/Americas: 8:00am – 12:00pm PST

APAC: 5:00pm-9:00pm PST

## Technical Bootcamp

- » Prepare for a secure M365 Copilot implementation
- » Prepare to build your first agent with Copilot Studio
- » Technical best practices

**February 26 & 27 (2-days)**

EMEA/Americas: 8:00am – 12:00pm PST

APAC: 5:00pm-9:00pm PST

**Registration: [aka.ms/LevelUpCSPBootcamp](https://aka.ms/LevelUpCSPBootcamp)**

Voice over language coverage: Japanese, Chinese, Korean, French, German, Spanish (EU), Spanish (LATAM), Italian and Hindi

# Level Up CSP Q3 technical lab series

Virtual hands-on labs series (max 70 attendees, held in English) – first come first served

## Security

- » Apply data protection policies to prepare for Copilot
- » Deploy and manage endpoints
- » Protect identities

**February 12**

8:00am-12:00pm PT

Register at [aka.ms/LevelUplabsecurityseries](https://aka.ms/LevelUplabsecurityseries)

## Copilot Studio agents

- » Build your first Copilot Studio agent
- » Build agents serving internal and external use cases
- » Technical best practices

**February 19**

8:00am-12:00pm PT

Register at [aka.ms/LevelUpLabagentseries](https://aka.ms/LevelUpLabagentseries)

**Please note:** This event has limited capacity. Registering does not guarantee a spot in the event, you will receive confirmation when your seat has been assigned by the organizer.

# On demand: Level Up CSP renew and upsell bootcamps

45% of CSP seat renewals coming up January – March: Get ready to drive a successful renewal cycle

## Sales Bootcamp

- » Sell M365 Premium SKUs inc. new security features
- » Attach M365 Copilot and agents
- » Leverage programs and promos to succeed

On demand:  
[aka.ms/SalesBootcampRenewandUpsell](https://aka.ms/SalesBootcampRenewandUpsell)

## Technical Bootcamp

- » Configure key security and compliance policies
- » Prepare for M365 Copilot implementation
- » Manage devices and a multitude of customers at scale

On demand:  
Day 1: [aka.ms/Day1TechRenewandUpsell](https://aka.ms/Day1TechRenewandUpsell)  
Day 2: [aka.ms/Day2TechRenewandUpsell](https://aka.ms/Day2TechRenewandUpsell)



# Cloud Champion Copilot SMB Series

## Copilot SMB Series: Cómo construir un offering de adopción

28.11.2024

En esta segunda edición cubre cómo construir un offering de adopción además de repasar por supuesto cualquier otra novedad que tengamos.

Noviembre, 2024

**28**

VER AHORA

## Copilot SMB Series: Extensibilidad con Copilot + menciones de Surface

12.12.2024

La edición de diciembre de Copilot SMB Series está dedicada a la extensibilidad.

Diciembre, 2024

**12**

REGÍSTRATE AHORA

## Copilot SMB Series: Casos de uso para PYMES y últimas novedades

16.01.2025 | 16.00 - 17.00 h

En la nueva edición de la serie Copilot SMB Spanish Series, hablaremos de ejemplos de como una PYME puede sacar el máximo partido a Copilot. casos de usos.

Enero, 2025

**16**

REGÍSTRATE AHORA

## Copilot SMB Series: Business Copilots: Sales, Finance & Service

20.02.2025 | 16.00 - 17.00 h

En este webinar hablaremos de los diferentes Copilot por función, ayudando a entender la capacidad de Copilot para adaptarse a los diferentes roles dentro de una organización

Febrero, 2025

**20**

REGÍSTRATE AHORA

## Copilot SMB Series: ¡Feliz Cumple Copilot!

13.03.2025 | 16.00 - 17.00 h

Parece mentira pero ya ha pasado un año desde que lanzamos Copilot en CSP. Para los primeros clientes se acerca el momento de la renovación. ¿Cómo ha evolucionado Copilot? ¿Cómo gestionar ahora las renovaciones?

Marzo, 2025

**13**

REGÍSTRATE AHORA

# Microsoft 365 Copilot Partners Technical & Adoption Community



## Microsoft 365 Copilot Partners Technical & Adoption Community

 Private Listed

[\(6\) Microsoft 365 Copilot Partners Technical & Adoption Community | Groups | LinkedIn](#)

# SMB Why Microsoft 365 Toolkit (Google Compete)

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Launch of SMB [Why Microsoft 365 Toolkit](#) with sharper compete messaging, a new “Top 5 reasons to choose Microsoft 365” customer-ready video, and updated objection handling vs. Google Workspace/Gemini.

## CTAs:

### Why Microsoft 365 Toolkit

- [aka.ms/WhyM365CompeteGuide](https://aka.ms/WhyM365CompeteGuide) (Partner-ready).

### Microsoft 365 Copilot Chat

- Use the new [Modern Work Compete](#) and [Microsoft 365 Copilot Chat](#) assets to position Microsoft 365 and Copilot Chat.
- Leverage offers to accelerate deals and compete wins:
  - For CSP customers: Partners can offer 15% off [M365 Copilot Getting Started promo](#).



# Solution Assessments & Briefings

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## Resources:

**Microsoft SMB Briefings** [Partner SMB Briefings](#) – new Get Copilot Ready Briefing. In Cloud Accelerator Platform for nominated partners only, or open program Open to all CSPs, Co-op eligible

**Solution Assessments:** - to identify security and AI needs in customers

<https://www.microsoft.com/en-us/solutionassessments/register>

**Self Service Assessment** for customers directly [Cybersecurity Self-Service Assessment \(selfserviceassessment.com\)](#)

# FY25 Partner Marketing Campaign in a Box (CiaB) Update

## Global Partner Marketing Campaigns-in-a-Box

Discover partner-ready marketing assets that align to mainstream solution plays

### Campaign-in-a-Box digital tools

	Digital Marketing Content OnDemand (DMC)	Partner Marketing Center (PMC)
What is it?	Deploy 6-week automated digital marketing campaigns. Deliver weekly content with nurture prospects or acquire new customers	Provide Microsoft branded and approved assets aligned to cloud solution areas with deeper customization
What's the difference?	Automated campaign delivery	Highly customizable assets
What level of customization does it offer?	You can insert your logo and co-brand with Microsoft	You can insert your logo, branding/colors, and value prop/solution
Is there a cost?	No, it's free	No, it's free

### Example: Digital Marketing Content OnDemand Campaign Secure Productivity (SMB)

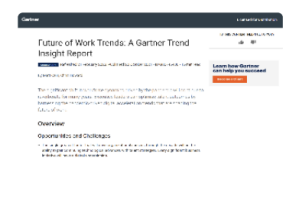
**Build awareness**

**Show customers how they can leverage social media to grab attention.**



**Acquire leads**

**Capture new leads using our ready-made materials.**



**Nurture opportunities**

**Use emails to pitch opportunities that align with your customers' journey.**



**Available assets:** Pitch decks, to-customer videos, infographics, gated social image, thought leadership, gated e-book or white paper, to-customer email, to-customer social, and blog texts. Partner video training, sales and execution guides, and educational resources

Microsoft Confidential

[Digital Marketing Content - Secure Productivity for SMBs \(microsoft.com\)](https://microsoft.com)

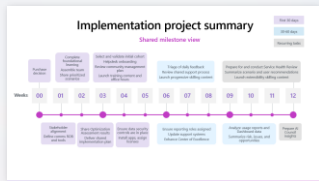
[Modern Work Solution Play Marketing Campaigns \(microsoft.com\)](https://microsoft.com)



# Tools to help guide your AI journey

## The Copilot Success Kit

### Implementation summary guide



Business Leaders

### User Enablement Guide



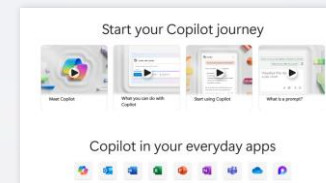
HR leaders, Change Management teams

### Copilot Scenario Library



User Experience and Adoption leaders

### Copilot Prompt Gallery



End users

### Copilot Dashboard: Comms, Skilling, Measurement



IT, L&D, Corp Comms, Analysts and End users

<https://aka.ms/CopilotAdoptionHub>

# Bizz Apps



<https://aka.ms/surestep>



# Business Applications | Foco para H2



## Acelerar migraciones y cierre de oportunidades:

Foco en oportunidades con **potencial cierre en FY25** (mayo en CSP). Pedir ayuda a PDM/Disti si se necesita.

Para migraciones, tener en cuenta **fecha de expiración del BREP**.



## Materializar inversiones de preventa

Revisar fondos de **Pre-venta pedidos** y hacer seguimiento de status de proyecto y siguientes pasos

Apalancarse en fondos de **Post-venta** de BC para acelerar proyectos



## Asegurar renovaciones anuales de CSP

Renovar anualidades de CSP, y si hay **riesgo** indicarlo a Microsoft.

Socializar con los clientes **subida de precio del 5%** a partir de 1 abril si la facturación es mensual.



# 60% of SMB customers prioritize ERP\*

Customers view digitizing financial  
management & business operations  
tools as a top priority

\*IDC WW Small and Medium Business Survey, Feb 2024



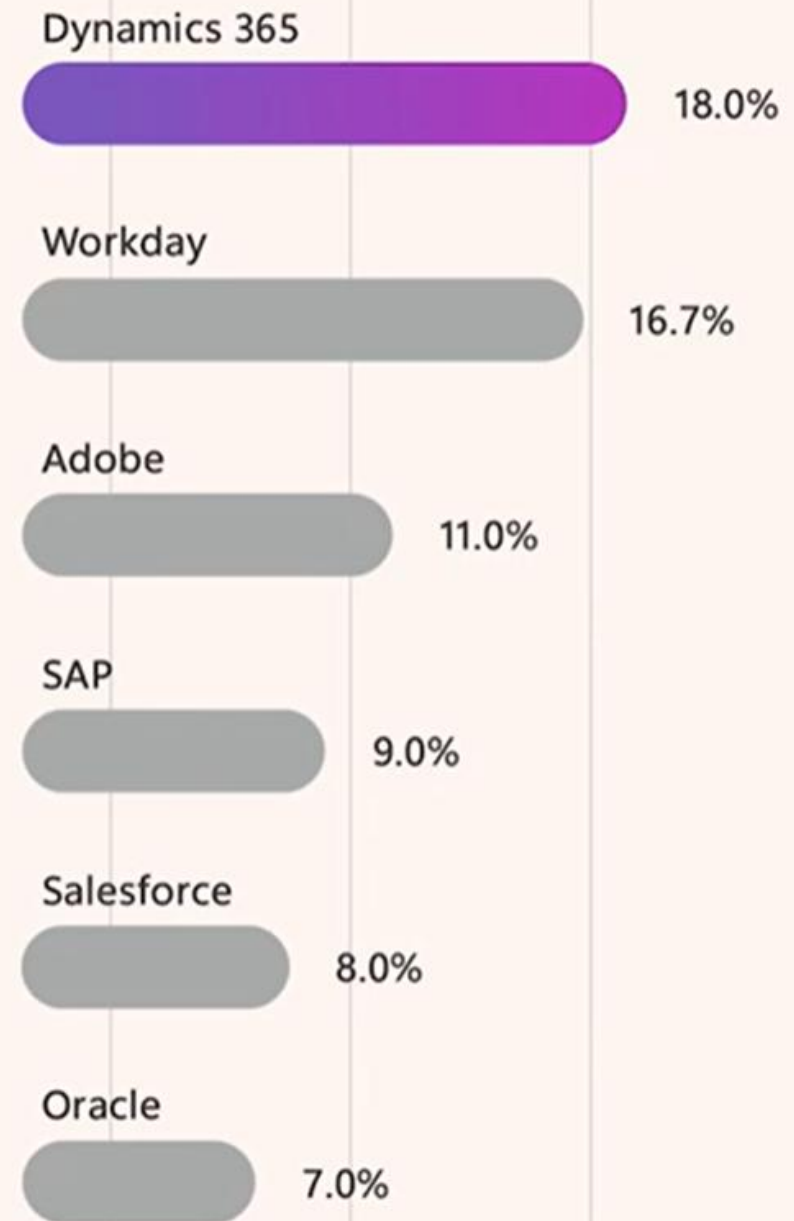
# Why has Microsoft prioritized Business Central for FY25?

In the IDC MarketScape Worldwide SaaS and Cloud-Enabled Small Business ERP Applications 2024 vendor assessment, Microsoft has been recognized as a leader!



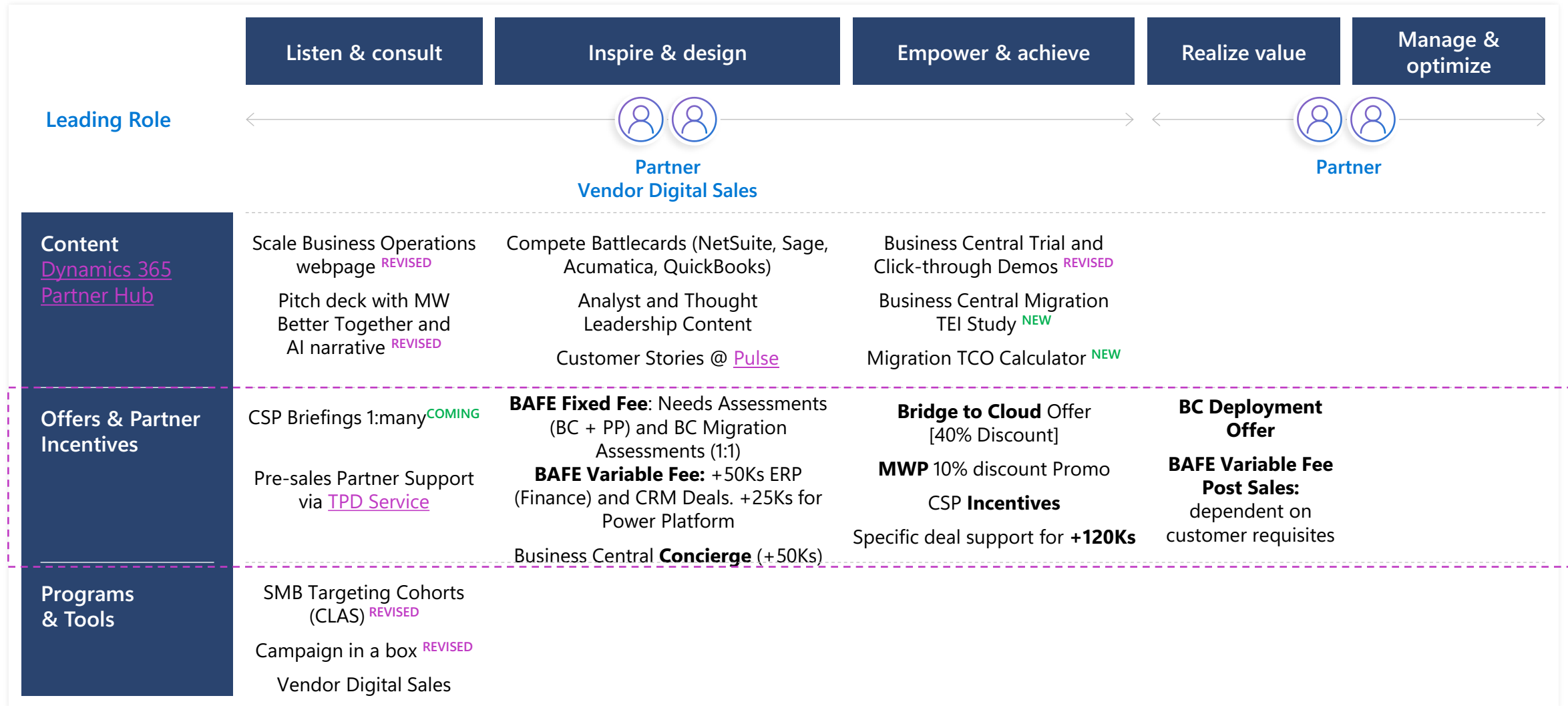
[idcdocserv.com/US50655023e](https://idcdocserv.com/US50655023e) Microsoft

**Dynamics 365 y/y revenue growth rate is higher than Salesforce, Workday and other SaaS**





# FY25 SMB Scale Business Operations | Business Applications



# Fondos BAFE durante H1

- Imprescindible tener la **designación**
- Hasta **\$23K de inversion por cliente** de BC:
  - Needs Assessments x \$1500
  - Deployment Accelerator x \$4500-\$18000Si además es un cliente OnPrem...
  - + Migration Assessment x \$3500
- Hasta **\$200K de inversion de pre-venta por partner** de BC

- País **#1 mundial** en uso de fondos, viramos hacia seguimiento de ROI
- **+500** workshops pedidos
- **+350** workshops completados
- **+ 50** partners
- **+\$1.5M** de fondos comprometidos
- **#1** BC Migration Assessment
- Regla **80/20**
- Clara correlación entre los partners que hacen uso y su crecimiento

# Programs and Incentives for Business Central partners



## Pre Sales Activity

**Need Assessment** designed to build intent and drive customer acquisition.

**Migration Assessment** to analyze impact

Up to \$5,000

**BC Concierge** for +50Ks deals

[Fixed fee link](#)



## Promos

[MW 10%, BTTC2 40%](#)



## CSP Incentive

35%



## Post Sales Activity

**Deployment accelerator** to help customers offset implementation costs of a new Dynamics 365 Business Central deployment

Up to \$18,000\*

[aka.ms/BCDeploymentOffer](https://aka.ms/BCDeploymentOffer)

Es necesario tener la Designacion Business Applications.

\* See full details in [Microsoft Commercial Incentives Guide](#)

# Business Central funded partner engagements



## Needs Assessment for Dynamics 365 Business Central

### FY25 changes

- Solution Partner Designation required (no legacy competency exceptions)
- 40 engagements per partner / country



## Business Central Migration Assessment (including NAV, GP, SL, BC on-prem)

### FY25 changes

- Solution Partner Designation required (no legacy competency exceptions)
- 40 engagements per partner / country, including Modernization Centers
- Available only for NAV, GP, SL and BC on prem customers

### What's in it for you:

- Demonstrate value to customers with partner-led 1:1 activity
- Reduce costs with predictable pay-outs
- Close deals faster by capitalizing on growing demand for Cloud and AI services

[Learn more on Partner Hub](#)

# Business Central Needs Assessment



Pre-sales



Stage 2



Fixed-fee

Demonstrate value, build customer intent, and maximize opportunities for Dynamics 365 Business Central across SMB and SMC organizations.

**The goal of this engagement** help SMB or SMC stakeholders see the value of Business Central and create a clear vision for how they would use it. In this 5-6 hour workshop, partners will work with customers to identify their business challenges, share relevant examples of how Business Central can help, and prioritize the use cases that drive the most value for the customer.

## The partner will conduct the following:

- 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
- Document top use cases and customer's next steps

## Quick summary

**\$1500**



### Target customer scenario(s)

- Customers running on-premises point solutions like Excel. (Also applicable for on-premises Business Central and Dynamics NAV, GP, or SL customers if used as the functional assessment leading into the BC Migration Assessment)
- Customers running and/or outgrowing competitive solutions ex. Sage, Netsuite, Quickbooks



### Partner qualifications\*

- Business Applications Solution Partner Designation



### Customer qualifications\*

- Customer ID
- MCEM Stage 2: Inspire and Design
- Select existing customers: SMB or SMC segment
- If domain/tenant ID is not eligible in MCI, you can submit a request to add the customer [here](#)



# Business Central Migration Assessment



Pre-sales



Stage 3



Fixed-fee

Showcase the value of modernizing and accelerate the journey to AI-guided productivity by moving on-premises financial and operational systems and processes to the cloud.

**The goal of this engagement** is to help customers understand the benefits of migrating to Dynamics 365 from on-premises deployments of Dynamics NAV, GP, SL and Business Central. Tie key business objectives to Business Central functionality and determine next steps based on assessment recommendations and solution complexity.

## The partner will conduct the following:

- **Functional Assessment**
  - Provide 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**
  - Provide solution customization analysis alongside preliminary code and existing integrations reviews
- **Customization Assessment**
  - Evaluate on-premises customizations and implemented ISV solutions

## Quick summary

**\$3500**



### Target customer scenario(s)

- Customers running on-premises deployments of Dynamics AX, NAV, GP, SL, or Business Central who want to migrate to the cloud



### Partner qualifications\*

- Business Applications Solution Partner Designation



### Customer qualifications\*

- Customer ID
- MCEM Stage 3: Empower and Achieve
- 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.

# Business Central Concierge Service (+50Ks)



Team of **cloud solution architects** specializing in partner and customer interactions within the Business Central product group.



Pre Sales  
Activity

**Free**  
for partners and customers

**2-12 months**  
Duration

## Partner requirements

- Enrolled in the [Cloud Solution Provider](#) (CSP) program
- Must include a specific customer project

## Customer requirements

The sales opportunity and/or the implementation includes a yearly license revenue per customer > \$50K (primarily Business Central)

Nominate a customer:  
[aka.ms/bcconcierge](https://aka.ms/bcconcierge)



# Dynamics 365 Business Central

Expand your reach and increase revenue by helping M365 customers to consider Business Central for their ERP needs

**10% off**  
Business Central

## Cross-sell with Premium value

### Unlocks

- Modern, AI-guided business management solution
- Improved financial performance, sales, and customer service
- Optimized supply chain management and project success

### Details

- Eligible for M365 Business Standard or M365 Business Premium customers (300 seat max)

### Recipe for success

- Engage high propensity to buy customers with pre-built campaign templates
- Work with your Distributor Partner or Dynamics Partner to build your starter offer using this promotional discount
- Team with a Dynamics expert\* to deliver services for your first set of deals

\*D365 expert can access additional funding to lower customer TCO

Available to All Markets from August 1<sup>st</sup>, 2024 – June 30<sup>th</sup>, 2025

For more details review the FAQ: <https://aka.ms/BC10 OfferKit>

New Global Promo Readiness Guide available September 3: <https://aka.ms/PromoReadinessGuide>



# Bridge to the Cloud 2 (BTTC2) license promotion

## 40% promotion on 3-year NCE term for Dynamics 365 online



40% discount for 3-year NCE term for eligible customers transitioning from a Dynamics on-prem solution with active enhancement plan (EP) to Dynamics 365 online.



Customers with lapsed EP on AX2009, AX2012, NAV2009, and GP2010 (products beyond extended support end date) may utilize the BTTC2 offer with EP backpay limited to 1 year.



Additional (temporary) on-premises users during the migration available at discounted price.

**Extended through Dec 31, 2025!**



Review terms at [aka.ms/bttc2t](https://aka.ms/bttc2t)

This summary does not reflect all applicable terms.



Promos

# Biz Apps CSP earning opportunity



## Rewarding

Cloud Solution Providers (CSP) providing billing and support for customers who purchase Business Applications workloads.

### Eligible Workloads

Strategic product accelerator rates by product



10%

for Business Central,

7.5%

for Finance & Supply Chain,

7%

for Copilot Sales/Service/Finance/Studio



CSP Incentive



# Business Central Deployment Accelerator

Provides partners a payout towards post-sale engagements that accelerate customers go-live in the cloud

## Key Changes in FY25

1

**Expanded customer scenario** to include migration from Dynamics on-prem *OR* Non-Microsoft solutions.

2

While payouts are lower than prior AIM Deployment offer, this one can **combine with BTTC2 discount** and deliver a lower TCO.

3

**Offer runs full year** to help partners identify opportunity and close larger transactions.

### Partner Eligibility



**Partner Agreement**  
Microsoft Cloud Partner Program Agreement



**Program Enrollment**  
Microsoft Commerce Incentives



**Partner requirements**  
Business Applications Solution Partner Designation

### Customer Eligibility

- ✓ New customers to Dynamics 365 Business Central online (requires TPID)
- ✓ The customer must purchase a 1-year or 3-year full price Business Central online subscription (or BTTC2 subscription)
- ✓ Dynamics365 Business Central transactions from July 1, 2024 – July 2025

### Payout Details

Project Size	Annual Contracted Revenue	Market A Incentive	Market B Incentive	Market C Incentive
Extra-small Engagement	\$5,000-10,000	\$4,500	\$2,500	\$1,700
Small Engagement	\$10,001 - 20,000	\$9,000	\$5,000	\$3,500
Medium Engagement	\$20,001 - 40,000*	\$18,000	\$10,000	\$7,000

\*There's no max ACV limit, but payout is capped at \$18,000. ACV is calculated post-margin of MSFT license value

Access the POE here: [aka.ms/BCDeploymentPlanPOE](https://aka.ms/BCDeploymentPlanPOE)

# Business Central Deployment Accelerator



Post-sales



Stage 4



Variable

Lower the barrier to adoption for Business Central customers by using this engagement to offset a portion of their total cost of deployment.

The goal of this engagement is to help customers structure and design a detailed implementation plan for Business Central that will accelerate their journey to an online, AI-guided business management solution. 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.

## The partner will conduct the following:

### Create an implementation plan

- A high-level description of the implementation project to Dynamics 365 Business Central in the cloud
- Deployment plan includes scope of implementation project, timeline, and expected results
- Suggested implementation phases: Planning, Design, Development, Testing, Deployment, and Support

## Quick summary

Max \$18000



### Target customer scenario(s)

- Customers ready to migrate to Business Central online (may already own licenses)
- Customers that need help migrating off competitive solutions ex. Sage, NetSuite, Quickbooks
- Customers running Business Central on-premises, Dynamics NAV/GP/SL or other on-premises solutions



### Partner qualifications\*

- Business Applications Solution Partner Designation



### Customer qualifications\*

- New customers to Dynamics 365 Business Central (requires TPID)
- 1-year or 3-year Business Central subscriptions (equal to or greater than \$5,000 USD)
- Business Central transactions between **July 01, 2024 – June 30, 2025**

# See you soon!

## Business Central Cloud Champion Series

March 5

Pendiente de Landing de  
Registro

### Sesión

BC con regulación europea: facturación electrónica y ley anti-fraude

Novedades

Copilot for Business Central y Agentes. Copilot for Finance

BC Sustainability Module para empresas auditadas

Integraciones de BC+ Sales, Service, Field Service

## Business Applications SMB Partner Hour

February 25

Register at  
[aka.ms/SMBPartnerHour](https://aka.ms/SMBPartnerHour)



## Business Central Day España

April 8

[More info on the event](#)



# Cloud Champion Copilot SMB Series

## Copilot SMB Series: Cómo construir un offering de adopción

28.11.2024

En esta segunda edición cubre cómo construir un offering de adopción además de repasar por supuesto cualquier otra novedad que tengamos.

Noviembre, 2024

**28**

[VER AHORA](#)

## Copilot SMB Series: Extensibilidad con Copilot + menciones de Surface

12.12.2024

La edición de diciembre de Copilot SMB Series está dedicada a la extensibilidad.

Diciembre, 2024

**12**

[REGÍSTRATE AHORA](#)

## Copilot SMB Series: Casos de uso para PYMES y últimas novedades

16.01.2025 | 16.00 - 17.00 h

En la nueva edición de la serie Copilot SMB Spanish Series, hablaremos de ejemplos de como una PYME puede sacar el máximo partido a Copilot. casos de usos.

Enero, 2025

**16**

[REGÍSTRATE AHORA](#)

## Copilot SMB Series: Business Copilots: Sales, Finance & Service

20.02.2025 | 16.00 - 17.00 h

En este webinar hablaremos de los diferentes Copilot por función, ayudando a entender la capacidad de Copilot para adaptarse a los diferentes roles dentro de una organización

Febrero, 2025

**20**

[REGÍSTRATE AHORA](#)

## Copilot SMB Series: ¡Feliz Cumple Copilot!

13.03.2025 | 16.00 - 17.00 h

Parece mentira pero ya ha pasado un año desde que lanzamos Copilot en CSP. Para los primeros clientes se acerca el momento de la renovación. ¿Cómo ha evolucionado Copilot? ¿Cómo gestionar ahora las renovaciones?

Marzo, 2025

**13**

[REGÍSTRATE AHORA](#)

# Business Applications | Foco para H2



## Acelerar migraciones y cierre de oportunidades:

Foco en oportunidades con **potencial cierre en FY25** (mayo en CSP). Pedir ayuda a PDM/Disti si se necesita.

Para migraciones, tener en cuenta **fecha de expiración del BREP**.



## Materializar inversiones de preventa

Revisar fondos de **Pre-venta pedidos** y hacer seguimiento de status de proyecto y siguientes pasos

Apalancarse en fondos de **Post-venta** de BC para acelerar proyectos



## Asegurar renovaciones anuales de CSP

Renovar anualidades de CSP, y si hay **riesgo** indicarlo a Microsoft.

Socializar con los clientes **subida de precio del 5%** a partir de 1 abril si la facturación es mensual.



## Resources



### Partner Hub

[Dynamics 365 Partner Hub \(microsoft.com\)](https://microsoft.com/partner)

[Power Platform Partner Hub](https://microsoft.com/partner/powerplatform)

### MCI

[MCI Program Guide & Resources \(Partner\)](#)

[MCI Claims Partner Training Guide \(Partner\)](#)

### Partner Playbook

<https://aka.ms/SolutionAreaPartnerPlaybooks>

### Stay up to date

[Dynamics 365 Partner LinkedIn channel](#)

[Power Platform Partner LinkedIn Channel](#)

[Viva Engage Business Applications Partner Community](#)

[Dynamics 365 Partner Pulse Newsletter](#)

# Azure: Infra, Data&AI



# MCAPS Priorities

Azure Core Execution

1



**Copilots on every device across every role**

2



**AI design wins with every customer**

3



**Securing the cyber foundation of every customer**

4



**M365 core execution**

5



**Migrations, migrations, migrations**

# FY25 Infrastructure | Solution Plays and Priorities for SMB

## FY25 Growth Drivers

Windows Server  
SQL Server  
Linux  
Microsoft Defender for Cloud (MDC)  
Azure VMWare Solution (AVS)  
Arc  
SAP RISE

## Solution Plays

SMB

**Migrate and Secure Windows Server, SQL Server and Linux Estate**  
(Owned by Infra, shared with Data & AI and Security)



# FY25 Data, Apps & AI | Solution Plays and Priorities for SMB

## FY25 Growth Drivers

Microsoft Fabric  
Azure Databricks  
Power BI  
Microsoft Purview Data Governance

Azure OpenAI Service  
Azure AI Services (including Azure AI Studio)  
Azure ML and Model Catalog

## Solution Plays

SMB

Unify your Intelligent Data and Analytics Platform



Innovate with Azure AI Platform



**Nuevo  
Designaciones de SMB  
Ya disponible!!!!**





# Introducing...

## SMB paths for Solutions Partner designations

Data & AI (Azure)

Digital & App Innovation (Azure)

Infrastructure (Azure)

**NOVEDAD!!!**

**SMB paths for Solution Partner designations for Azure available January 31, 2025**

[Azure SPD SMB Overview deck](#)

### Qualifications - Today's snapshot

This section shows your score snapshot as of today. For overall and historical qualification status and score, please refer to the summary section at the top of the page. To achieve a score of 70 and at least one point in all metrics. View [suggestions](#) to improve the score.

#### Data & AI status (based on today's score) ⓘ

✓ Qualified

#### Data & AI Points

100 / 100

#### Qualification Track (Enterprise/SMB)

Enterprise

**Criteria:** Microsoft classifies your organization as either Enterprise or Small and Medium Business (SMB) based on revenue. If your organization's total deduped ACR over the last 12 months is less than USD 1 million and more than 80% under the SMB segment, you are classified as SMB. Otherwise, you are classified as Enterprise. Performance and Skill based on this Track classification. [Learn more](#) ↗

# Partner path alignment

Partners qualify either on the SMB or Enterprise path and will see in Partner Center only one score aligned to their path.

## Enterprise Path

- ↑ Partners driving more than USD \$1,000,000 in revenue, or
- ↓ Partners with <USD \$1,000,000 revenue and >20% of customers in the enterprise segment.

Enterprise Path is for partners with significant revenue or a substantial portion of enterprise customers.

**NOVEDAD**

## SMB Path

- ↓ Partners driving <USD \$1,000,000 in revenue and ≥80% of customers in the SMB/SMC segment.

SMB Path is for partners with lower revenue or predominantly serving SMB/SMC customers.

## ACR Trailing 12 months

<  
\$1M

≥  
\$1M

≥ 80%

< 80%

# Customers in SMB/SMC

SMB Path

Enterprise

Enterprise

Qualifications - Today's snapshot

This section shows your score snapshot as of today. For overall and historical qualification status and score, please refer to the summary section at the top of the page with a score of 70 and at least one point in all metrics. View [suggestions](#) to improve the score.

Data & AI status (based on today's score)	Data & AI Points
<span style="border: 1px solid green; padding: 2px;">Qualified</span>	<span style="border: 1px solid red; padding: 2px;">100 / 100</span>
Qualification Track (Enterprise/SMB)	
Enterprise	

**Criteria:** Microsoft classifies your organization as either Enterprise or Small and Medium Business (SMB) based on revenue. If your organization's total deduped ACR over the last 12 months is less than USD 1 million and more than 80% under the SMB segment, you are classified as SMB. Otherwise, you are classified as Enterprise. Performance and Skill based on this Track classification. [Learn more](#)

# Requirements for Digital & App Innovation and Infrastructure

Three categories make up the framework for Solutions Partner for Digital & App Innovation (Azure) and Infrastructure (Azure): performance, skilling, and customer success. Points are earned through net customer adds, certifications and exams, growth in usage and the number of successful deployed customer solutions. Points are earned incrementally as partners make progress in each subcategory.

Partners will see only one score in Partner Center aligned to their chosen path, simplifying the qualification process.

	Eligible attributions	Maximum contribution (Enterprise path)	Maximum contribution (SMB path)	Max points
<b>Performance</b>				<b>30</b>
Net Customer Adds	PAL, DPOR, CSP	3 net customer adds >USD \$1000 ACR per month	3 net customer adds >USD <b>\$500 ACR per month</b>	30
<b>Skilling</b>				<b>40</b>
Intermediate Certifications	Certified professional associated to Partner Center account	5 unique individuals   2 prerequisite certifications*	4 unique individuals   <b>1 prerequisite certifications**</b>	40
Advanced Certifications	Certified professional associated to Partner Center account	5 unique individuals   2 prerequisite certifications*	4 unique individuals   <b>1 prerequisite certifications**</b>	20
<b>Customer Success</b>				<b>30</b>
Usage Growth	PAL, DPOR, CSP	20% ACR growth YoY	20% ACR growth YoY	20
Deployments	PAL, DPOR, CSP	5 new deployments in <b>TTM + Virtual Machines***</b>	5 new deployments in <b>TTM + Virtual Machines***</b>	10
<b>TOTAL</b>				<b>100</b>
<b>Minimum total points required for Solutions Partner designation</b>				<b>70</b>

\*On the Enterprise path, partners must have [prerequisite certifications](#) before points are earned for scoring certifications. No points are earned for prerequisite certifications.

\*\* On the SMB path, partners earn points for the two [prerequisite certifications](#). Prerequisites must still be met to earn points for scoring certifications.

\*\*\* Changes to deployments will not go live with launch of the Azure SMB paths. Deployment update date TBD.

All dates and requirements subject to change.

# Requirements for Data & AI

Three categories make up the framework for Solutions Partner for Data & AI (Azure): Performance, skilling, and customer success. Points are earned through performance, certifications and exams, growth in usage and the number of successful deployed customer solutions. Points are earned incrementally as partners make progress in each subcategory.

Partners will see only one score in Partner Center aligned to their chosen path, simplifying the qualification process.

	Eligible attributions	Maximum contribution (Enterprise path)	Maximum contribution (SMB path)	Max points
<b>Performance</b>				<b>30</b>
Net Customer Adds	PAL, DPOR, CSP	3 net customer adds >USD \$1000 ACR per month	3 net customer adds >USD \$500 ACR per month	30
<b>Skilling</b>				<b>40</b>
Intermediate Certifications	Certified professional associated to Partner Center account	10 unique individuals 4 prerequisite certifications*	8 unique individuals 2 prerequisite certifications**	40
<b>Customer Success</b>				<b>30</b>
Usage Growth	PAL, DPOR, CSP	20% ACR growth YoY	20% ACR growth YoY	20
Deployments	PAL, DPOR, CSP	5 new deployments in TTM + Virtual Machines***	5 new deployments in TTM + Virtual Machines***	10
<b>TOTAL</b>				<b>100</b>
<b>Minimum total points required for Solutions Partner designation</b>				<b>70</b>

\*On the Enterprise path, partners must have [prerequisite certifications](#) before points are earned for scoring certifications. No points are earned for prerequisite certifications.

\*\* On the SMB path, partners earn points for the two prerequisite certifications. Prerequisites must still be met to earn points for scoring certifications.

\*\*\* Changes to deployments will not go live with launch of the Azure SMB paths. Deployment update date TBD.

\*All dates and requirements subject to change. | For more information about measurements specific to Solutions Partner for Data & AI (Azure), [click here](#).

# FY25 Programs details





# Azure Programs & Investments One Pager

\*Designation is needed to access/qualify  
 \*\*Specialization is needed to access/qualify

Listen & Consult



Inspire & Design



Empower & Achieve



Realize Value



Manage & Optimize



Microsoft Outcome

Solution Play confirmed & customer needs identified.

Solution Play value prop, channel and customer offers aligned to address customer need.

Solution Play executed through sales channel (Partner or Vendor Tele) leveraging appropriate sales levers.

Solution delivered/deployed. Sales channel (Partner or Vendor Tele) supported with execution where needed.

Solution Play performance monitored & sales engine feedback provided.

Partner Outcome

Partner confirms Solution Play and/or partner solution is mapped against a customer need.

Partner has clarity on solution included in the deal.

Partner established in customer deal.

Customer satisfied with partner implementation.

Partner is able to grow their business.

## CloudAscent

Leverage [CLAS Data](#) to identify high propensity Azure customers

## Campaign in a Box (CiaB)

Run Partner ready marketing campaigns: [Digital Marketing Content \(DMC\)](#) and [Partner Marketing Center \(PMC\)](#)

## Go-To-Market Toolbox\*

[Access](#) co-branded asset templates, branded sales content, and asset engagement insights

## Reach for the Cloud Workshop

Deliver [Azure SMB workshops](#) to capture customer needs

## Azure Discovery Workshop

Deliver [virtual workshops](#) to provide customers the best practices to run workloads on Azure and practice in a click-through lab experience

## SMB Desk – Rapid Assessments

Leverage this desk-led Rapid Migration & Security [assessments service](#) to provide your SMB customers actionable recommendations on migrating current on-prem and cloud environments to Azure IaaS and PaaS solutions or on security improvements to drive Azure security consumption

## Azure Migrate and Modernize & Azure Innovate – Pre-Sales

Utilize Solution Assessment to build customer roadmap: [AMM Partner-Led](#) or Area Solution Assessment Desk for larger customer environments

[CSU Migration Factory](#). Technical support in pre-sales stages

## POC

Deliver POC via Co-op utilizing [Co-op Resources](#)

## Azure Migrate and Modernize & Azure Innovate – Post Sales

Help accelerate and simplify customer migration and modernization projects with [AMM Partner-Led](#)

## Azure Credit Offer (ACO)

Provides financial leverage to the customer by offsetting the Azure costs for some defined period and up to a capped amount

## End Customer Investment Funds (ECIF)

Provides investment that pay for partners' services that benefit end-customers supporting the deployment of new Azure projects

## FastTrack for ISVs

Utilize [FastTrack for ISVs](#) to accelerate and de-risk migration deployments in ISVs.

## CSP Incentives

Earn Azure CSP Consumption & Workload Accelerator [incentives](#), including new CSP Customers Add incentives

## Azure Workload Acquisition and Nurture

The [WAN incentive](#) rewards our specialized and Microsoft Azure Expert MSP partners for landing new workloads.

## CloudAscent

Utilize CLAS Next Workload recommendations in [Partner Center](#) to target customer next logical workloads

Co-op Funds  
Funds cumulated through sales, can be used for marketing & enablement activities

## Partner Enablement

Resources and tools to help partners on skilling, both from sales and technical perspective

## Technical Pre-sales & Deployment Services (TP&D) / Partner Technical Consultants (PTC)\*

Leverage technical services to plan for and build partner capability and differentiation and accelerate the closure of sales opportunities

## ISV Success Program

Benefits to help ISVs build well-architected apps on Microsoft Cloud platforms and publish into our commercial marketplace to grow sales



# Cloud Ascent Overview

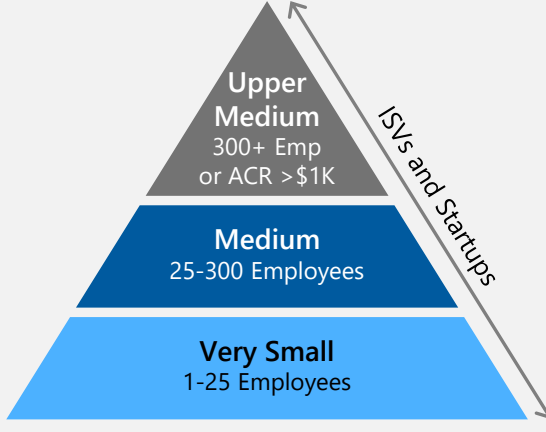
## Data Enhancement – 20M+ SMC Businesses

Key Attributes		
Website Identification and Validation	NAICS Identification	Opportunity Size
# of Employees	IT/Cloud Footprint	Product Ownership and Penetration
Industry/Vertical	Company Revenue	Presence of Technologies – Compete and Internal
Years In business & funding status		

### SMB Account Universe

- Existing Microsoft Customers
- Prospect Customers
- Duplicate Account Consolidation of Multiple Purchases from the Same Customer

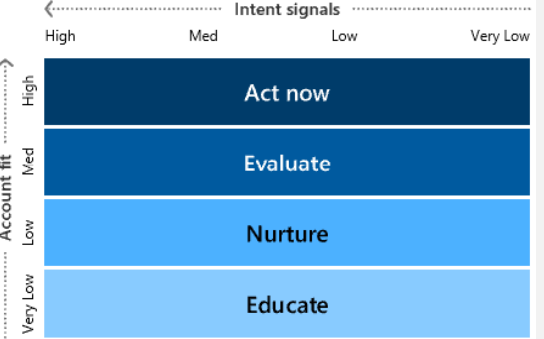
### Segments & Solution Play & Cohorts Targeting



### Customer Signal Collection

- Buying Signals, Internal and External Attributes: Product Ownership, Wins/Losses Firmographic, Technographic & Compete information

### Propensity Models Customer Targeting



AI & Machine Learning Customer Propensity Recommendations

# The Cloud Ascent propensity model

All Partners

Easily find buying intent signals for the different Azure topics from your SMB customers:

- 4 levels of propensity
- For each solution plays
- Scoring made by our AI with 100+ variables & signals

Access to Cloud Ascent data:

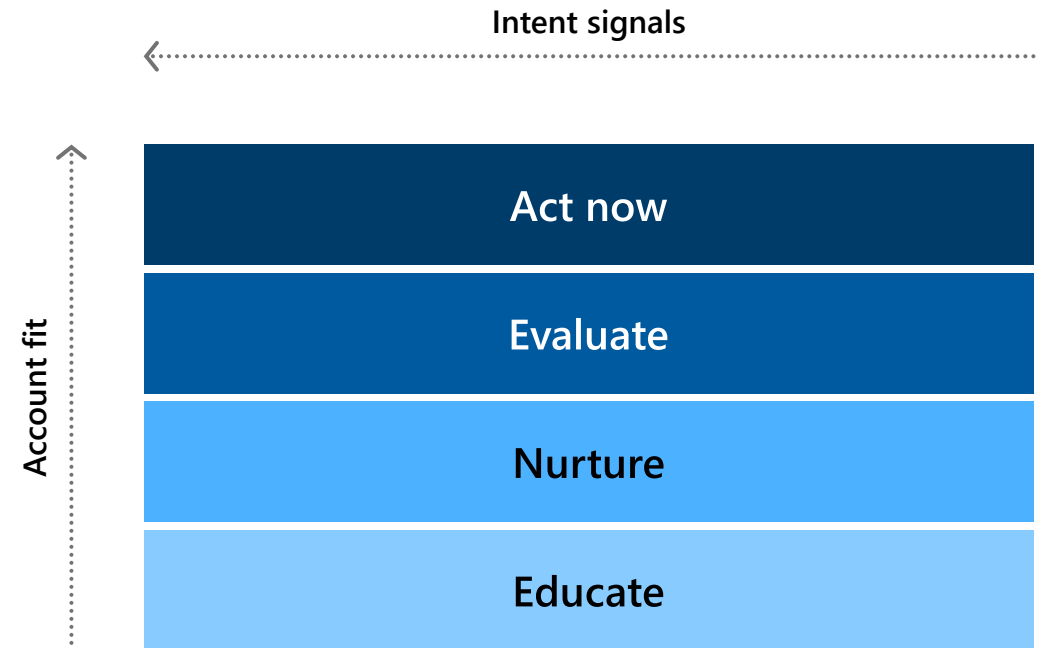
- Indirect Providers: PowerBI provided by your PDM/Partner Marketing
- Direct CSP: Partner Center > Insights > Customer Opportunities (or Download Hub to download the complete data file)

[CloudAscent FY25 Updates on demand webinar on Cloud Champion](#)

**Trainings for Microsoft Partners:** [CloudAscent Partner Trainings](#) // [CloudAscent Partner Center Learn Portal - Partner Center | Microsoft Learn](#)

0

Readiness/  
Mktg



# CSU Migration Factory (CMF)

All Partners

4

Realize  
Value

The Microsoft team delivers for free the lift & shift part of your Azure projects\*

## Eligibility:

- partners: All MAICPP partners
- customers: All segments, no minimum project size

## Value:

- Focus on high value parts of the project
- Deal with activity peaks
- Lower the total project cost
- Compatible with the AMM-PL program and ECIF (for complementary services)

## \*Eligible activities:

- WS (inc. Arc) + Linux, RDS to Native AVD; Data Migration: SQL (inc. Arc), MySQL, PostgreSQL and Cassandra; App Migration; SQL Analysis Server and Reporting Server to PBI  
*(please refer to conditions and details on eligible activities)*



**Nominate:**  
<https://aka.ms/cmf-partner>

# AMM | Incentives

Specialization



## Supported Scenarios

Infra/Database migration with Microsoft Defender for Cloud<sup>+</sup>

Infra/Database migration

Migrating to Azure VMware Solution

Virtual desktop infrastructure

SAP workload migration to Azure

**Customer Criteria:** Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems. Strategics are not eligible.

<sup>+</sup> Infra/ Database Migration with MDC engagements will have an **additional 15% funding compared to standard Azure Migrate & Modernize Partner-led payouts listed.** Example, Small Infra/DB with MDC engagement in Market A will have payout of **\$17,250** (additional \$ 2,250). Full details available in [Microsoft Partner Commercial Incentives Guide](#) See next slide for additional details.

## Incentive payouts

Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment*	Phase
Solution assessment for rapid migration, SAP migration	Suggested: >\$25K/year	\$5,000/\$4,000	Pre-sales
Migrate & Modernize XS	\$10K–\$25K/year	\$5,000/\$4,000	Post-sales
Migrate & Modernize Small	>\$25K–\$125K/year	\$15,000/\$12,000	Post-sales
Migrate & Modernize Medium	>\$125K–\$250K/year	\$35,000/\$28,000	Post-sales
Migrate & Modernize Large	>\$250K–\$500K/year	\$50,000/\$40,000	Post-sales
Migrate & Modernize XL (standard Infra/DB migration only)	>\$500K–\$750K/year	\$75,000/\$60,000	Post-sales
Migrate & Modernize XXL (standard Infra/DB migration only)	>\$750K–\$1 M/year	\$100,000/\$80,000	Post-sales

Customer Skilling, Migration Factory assistance & FastTrack for Azure is optional for all offers \*\*  
No Azure credits available for these engagements

**Important:** To request Customer Skilling OR FastTrack for Azure support please email [AzurePartnerOffering@microsoft.com](mailto:AzurePartnerOffering@microsoft.com) with the Claim ID of the engagement after customer consent has been secured. Partners can request Migration Factory once the project is approved by emailing [MFPartnerDesk@microsoft.com](mailto:MFPartnerDesk@microsoft.com).

\* See [Microsoft Partner Commercial Incentives Guide](#) for offer full details and requirements. Partner payment amounts may differ by country/Market A, B

\*\* Customer self-directed skilling available. Offer size Medium or larger qualifies for Enterprise Skills Initiative which includes an assigned Training Program Manager.

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

## 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

Solutions Partner designation:  
SMB track - Solutions partner for Infrastructure (Azure)

### Customer Eligibility

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

The project sizes are the planned Azure consumption in year 1, measured from 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)
<b>Extra Small (XS) engagement</b> Project size: <b>\$10K – \$25K/year</b> planned Azure consumption	\$4,000 USD	\$3,200 USD	120 days
<b>Small engagement</b> Project size: <b>&gt;\$25K – \$125K/year</b> planned Azure consumption	\$12,000 USD	\$9,600 USD	120 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

# Azure Innovate | Incentives

Specialization

2

Empower  
& Achieve

3

Empower  
& Achieve

4

Realize  
Value



## Supported Scenarios

**NEW!** Innovate with Azure AI Platform  
Azure Analytics  
Build and Modernize AI Apps  
**NEW!** AI Envisioning sessions  
Accelerate Developer Productivity

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

## Incentive payouts

Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment*	Phase
NEW! Innovate Proof of Value+	Suggested project size: >\$25K/year	\$10,000/\$8,000	Pre-sales
Innovate Extra Small	\$10K-\$25K/year	\$5,000/\$4,000	Post-sales
Innovate Small	>\$25K-\$125K/year	\$15,000/\$12,000	Post-sales
Innovate Medium	>\$125K-\$250K/year	\$35,000/\$28,000	Post-sales
Innovate Large	>\$250K-\$500K/year	\$50,000/\$40,000	Post-sales

FastTrack for Azure and Migration Factory assistance is optional for all offers \* \*  
No Azure credits available for these engagements

\*\*To request Customer Skilling OR FastTrack for Azure support please email [AzurePartnerOffering@microsoft.com](mailto:AzurePartnerOffering@microsoft.com) with the Claim ID of the engagement after customer consent has been secured.

\* See [Microsoft Partner Commercial Incentives Guide](#) for offer full details and requirements. Above project sizes are the planned Azure consumption in year 1, measured from project completion. Partner payment amounts may differ by country/Market A, B



# Azure Innovate Partner-led: Analytics Deployment (SMB) **NEW**

### 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**  
One of the following Solutions Partner designations:  
SMB track - Solutions partner for Data & AI (Azure)  
SMB track - Solutions partner for Digital & App Innovation (Azure)

#### Customer Eligibility

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

### Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer’s 1<sup>st</sup> 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)
<b>Extra Small (XS) engagement</b> Project size: <b>\$10K – \$25K/year</b> planned Azure consumption	\$4,000 USD	\$3,200 USD	120 days
<b>Small engagement</b> Project size: <b>&gt;\$25K – \$125K/year</b> 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](#).

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

**Earning Type**  
Fee

# Azure CSP earning opportunity

5

Manage & Optimize

CSP & Solutions Partners



Rewarding Cloud Solution Providers (CSP) providing billing and support for customers who purchase Azure services under a new Azure offer (offer plan)

Azure CSP incentives stack for an incentive up to 26% for applicable workloads

4% baseline

+

3% Workload Accelerator

or

7% AI Accelerator

+

15% CSP customer add

=

Up to 26% incentive earning potential on associated ACR

10% Azure Reserved Instance (RI) and Savings Plan (SP). Stacks with 15% Customer Add for up to 25% incentive earning potential on ACR

## Eligible Workloads by Accelerator

### Workload Accelerator

- Specialized Compute
- Azure App Service
- Azure Container Apps
- Azure Kubernetes (New in FY25)
- GitHub (New in FY25)
- Azure Cosmos DB
- Azure Database for MySQL
- Azure Database for PostgreSQL
- Microsoft Defender for Cloud
- Sentinel

### AI Accelerator

- Azure Applied AI Services
- Azure Cognitive Search (Incl. AI Search)
- Azure Databricks
- Cognitive Services (Incl. AOAI)
- Microsoft Fabric

## Maximum earning opportunity

\$80K USD

Azure CSP Core Motion and Azure RI & SP<sup>1</sup>

\$25K USD

Workload accelerator<sup>1</sup>

\$25K USD

AI Accelerator<sup>1</sup>

\$250K USD

Azure Customer Adds<sup>2</sup>

# Fabric is relevant to **all!**

Solution Area	Fabric
Azure – Infra	➤ Fabric first workload. Fabric growth workload for AVD or migration customer.
Modern Work	➤ Fabric attach via upsell to Power BI customer base
Dynamics 365	➤ Fabric as analytics solution for Business Central
Security	➤ Fabric as holistic platform, secure by design

[Microsoft Fabric and Dynamics 365](#)

[Microsoft Fabric and Power Platform](#)

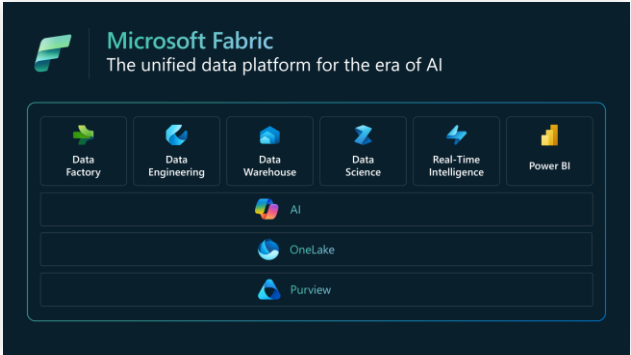
[Microsoft Fabric and Azure Purview](#)

[Microsoft Fabric and AI](#)

# Learn the Fabric Pitch!!

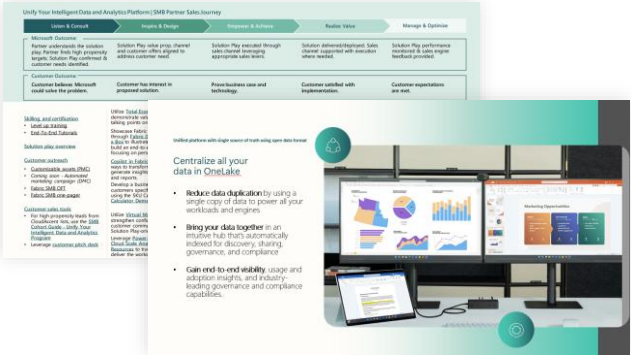
## Start to build your Fabric knowledgebase & pitch!

## Land with your Customers



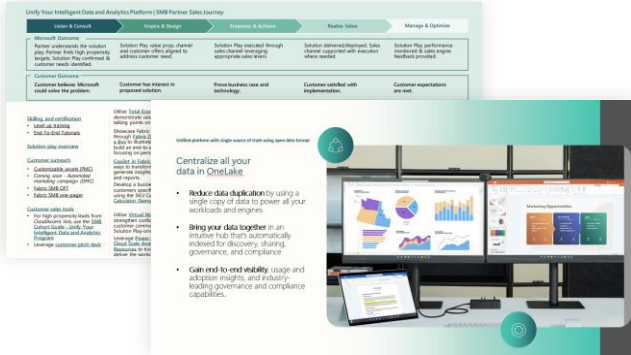
Analytics in the Era of AI Keynote by the Fabric Engineering team

[Microsoft Fabric: What's new and what's next](#) (recording + deck)



SMB Fabric Resources

<https://aka.ms/SMBazureDataAIGTM>



SMB Partner Playbook | SMB Cohort Guide | SMB Customer Pitch Deck | SMB One Pager | SMB Outreach Email

<https://aka.ms/SMBazureDataAIGTM>

# FY25 SMB Innovate with Azure AI Platform | Digital Natives (includes DS&I)

	Listen & consult	Inspire & design	Empower & achieve	Realize value	Manage & optimize
<b>Leading Role</b>					
<b>Supporting Role</b>	DS&I AE DS&I TS	DS&I AE DS&I TS	DS&I AE DS&I TS	D-CSA	D-CSA
<b>Content</b>	AI Transformations Halo conversation AI Ready Infrastructure conversation Conversation Guide AI Readiness Assessment AI Envisioning Workshop	L100 Platform Pitch, Scenarios deck, BDM demos, MTC Envisioning AI Ready Infra Marketing Materials Workshops, Solution Accelerators Scoping Unified Enhanced Solutions		VBDs Azure Landing Zone AOAI Landing Zone LLMops Landing zone	VBDs Review & Action Usage Insights Well-Architected Assessments
<b>Offers &amp; Partner Incentives</b>	Use case discovery workshops Partner Campaigns Azure Open AI Go Big	AI Design win Offer Azure AI Advantage MTC design sessions <a href="#">DE: Get Your Data Talking With Azure OpenAI offer with aligned CSU VBDs</a> Partner Incentives		<a href="#">DE: Get Your Data Talking With Azure Open AI offer with aligned CSU VBDs</a> <a href="#">DE: Migrate and Modernize Infra and Workloads</a> <a href="#">CMF for AI</a> <a href="#">CSU Migration</a> <a href="#">Factory Offerings</a>	Azure Optimization Incentives
<b>Program &amp; Tools</b>	LXP for customer targeting Use Case Finder				
	 <b>Azure Innovate</b> POC/pilot, ECIF				

# Resources | Microsoft Fabric

## Key Resources

- Join the Fabric Partner Community <https://aka.ms/JoinFabricPartnerCommunity> and attend weekly partner community calls, Fabric Engineering Connection Wednesdays 8AM PST
- Review the SureStep Ambassador Fabric Playbook at [SureStep University - Home \(sharepoint.com\)](https://sharepoint.com/SureStepUniversity) and stay tuned for Playbook walkthrough recording – coming soon
- Check out Fabric Partner Resources, available in 8 languages <https://aka.ms/FabricPartnerResources>
- Leverage the Analytics Campaign in a Box (CiaB) – SMB version coming soon (ETA Sept. 23) <https://aka.ms/AnalyticsCIABSMB>
- Stay tuned for announcements for Fabric in Level Up and Pitch Perfect Updates in the **SureStep Ambassador Community** and **Fabric Office Hours** week of October 18<sup>th</sup> 8AM PST <https://aka.ms/JoinSureStepAmbassadorCommunity>





Available Now

60-Day Free Trial

No Credit Card

No Azure Subscription

F64 SKU

\$17,000 value



[aka.ms/try-fabric](https://aka.ms/try-fabric)

Thank You  
Creating Success Together

