



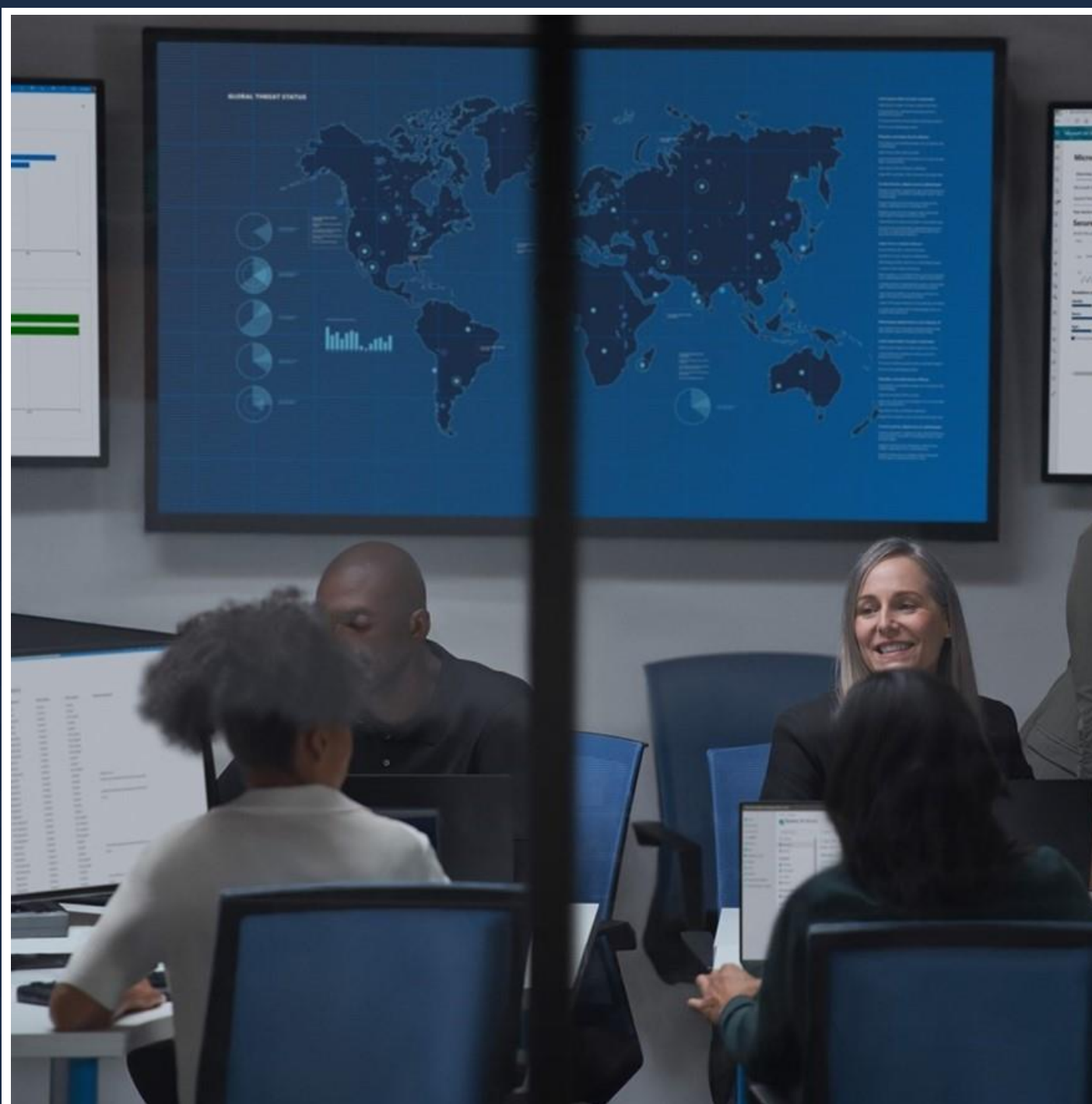
Global Partner Solutions

Build customer intent with Microsoft partner programs

Build customer intent and accelerate
opportunities.

Kaja Sinead Selvik

Channel Sales Enterprise Manager – Security



MCI Build Intent Workshops

Login to aka.ms/BIW

MCI Build Intent Workshops are partner-led engagements designed by Microsoft to help partners demonstrate value, build customer intent, and accelerate opportunities for Modern Work & Security



Deliver more value

Ready-to-play, simplified experiences and customer-focused engagements



Build Customer Intent

Content designed to assess customer needs & demonstrate "Art of the Possible"



Accelerate Opportunities

Help your customer build an actionable plan to implement recommended solutions

Eligibility criteria for partners and customers

MCI guide: aka.ms/MCI/IncentivesGuide

Customer eligibility

- Managed customers (Enterprise or SMC)
- Specific requirements per workshop related to PAU, MAU or available seats

Partner eligibility

- **Partner Agreement:** MPN Agreement
- **Program Enrollment:** Microsoft Commerce Incentives
- **Partner Qualification:** Solutions Partner for MW/SCI or specific requirements.

Specific eligibility requirements varies from workshop to workshop, see Partner Center or [MCI guide](#) for specifics.

Workshop eligibility and payout amounts are subject to change.

Security – Threat Protection Workshop

ENGAGEMENT SUMMARY
The Threat Protection Workshop is designed to create customer intent for purchasing and/or deploying advanced Microsoft Security products. Topics include: understanding customers' security goals & objectives, identifying security threats using a Microsoft 365 E5 trial, providing an overview of the Microsoft Security end-to-end story, showcasing product capabilities through newly designed rich demos and developing joint plans & recommending next steps.

ENGAGEMENT TERM
November 1, 2021 – June 30, 2022

Partner Eligibility

- **Partner Agreement**
Microsoft Partner Network Agreement
- **Program Enrollment**
Microsoft Commerce Incentives
- **Partner Qualification**
Co-sell Ready

Measure and Reward: Activity Payment: Market A = \$5000 and Market B = \$3500 (Refer to slide titled "Workshops Payout Details" for additional information)

Customer Qualification

- 800+ Paid Available Units (PAU) for Azure Active Directory Premium (AADP) PAU, and
- 250+ Monthly Active Users (MAU) for Exchange Online, SharePoint Online or Teams
- Select customers above 300 seats may also be eligible for this workshop

Activity Requirements

For the Threat Protection Workshop to be considered complete, a partner is required to deliver the following activities:

- Identify customer's key security objectives & priorities
- Conduct Threat Check analysis in customer's production environment
- Use customer's existing licenses or product trials of Microsoft 365 Defender, Microsoft Cloud App Security, Microsoft Defender for Office 365 and Azure AD Identity Protection, to perform Threat Check
- Deliver Microsoft Security value, using product demos and by showcasing product features
- Provide recommendations and next steps

If the Endpoint Protection optional module of the Threat Protection Workshop is included, the expectation is that you also complete the following activities:

- Analyze active threats and weaknesses related to Windows 10 endpoints utilizing a product trial for Microsoft Defender for Endpoint

If the Hybrid Identity Protection optional module of the Threat Protection Workshop is included, the expectation is that you also complete the following activities:

- Analyze active threats and weaknesses related to Active Directory by utilizing a product trial for Microsoft Defender for Identity

Purchasing motion
Breadth, Enterprise and self-service purchasing motions

Earning Type
Fee

Modern Work – Hybrid Meetings and Rooms Workshop

ENGAGEMENT SUMMARY
The Hybrid Meetings & Rooms Workshop includes a new modular design that enables you to have targeted conversations tailored to your customers' specific business needs in the world of Hybrid Work. With the refreshed delivery framework, new product content, and immersive experiences, you can deliver a concise engagement in person or virtually.

ENGAGEMENT TERM
July 1, 2022 – June 30, 2023

Partner Eligibility

- **Partner Agreement**
Microsoft Partner Network Agreement
- **Program Enrollment**
Microsoft Commerce Incentives
- **Partner Qualification**
1. Gold/Silver Communications Competency, or
2. Advanced Specialization for Teams Meetings and Meeting Rooms, or
3. Co-sell Ready

Measure and Reward: Activity Payment: Market A = \$5000 and Market B = \$3500 (Refer to slide titled "Workshops Payout Details" for additional information)

Customer Qualification

- 1,000+ Teams paid active users (PAU), and
- Select customers above 300 seats may also be eligible for this workshop

Activity Requirements

In this workshop, you must complete the Assess phase, Art of the Possible phase (w/ optional modules that fit your customer's needs), and the Build the Plan Phase:

Assess

- Pre-engagement Kick Off
- Hybrid Meetings & Rooms Overview

Art of the Possible

- Art of the Possible Kick Off
- What's new in Hybrid Meetings & Rooms
- Hybrid Work
- Better Meetings with Teams
- Hosting Virtual Events with Teams

Build the Plan

- Build the Plan Kick Off
- Rooms and Device Strategy
- Network Readiness
- Adoption and Change Management
- Environment and Site Analysis
- Use Case and Scenario Discovery
- Reports and Recommendations

**Optional modules from these topic categories: Meetings, Virtual Events, Devices, Foundations

Purchasing motion
Breadth, Enterprise and self-service purchasing motions

Earning Type
Fee

A New Digital Experience

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Microsoft Commerce Incentives

Review programs by solution

Build Intent Workshops

Overview + solution areas

Workshop Landing Page

Individual workshop pages

Microsoft Commercial Incentives

[Download the guide](#) [Read the blog](#)

Take advantage of financial and program opportunities focused on helping you expand your solutions and your business.

Microsoft Commercial Incentives deliver a simplified engagement experience within Partner Center that maximizes partner earning opportunity, creating new value for customers and partners. These incentive and investment offerings open across our solution areas and reward partners who drive value across the customer lifecycle.

[Read Kevin McCarthy's blog post](#)

Explore earning opportunities by solution area

Business Applications **Modern Work** Security Azure Infrastructure, App Development, Data & AI

Modern Work

Modern Work incentives reward partners who deliver solutions to improve employee productivity, communication, and collaboration within customer environments.

Build Intent Workshops

Partner-led engagements designed by Microsoft that enable partners to demonstrate value, build customer intent, and maximize opportunities for Modern Work and Security.

[View Workshops](#)

Microsoft Commerce Incentives

Earning opportunity for partners who make a direct impact in delivering value-added services and influencing decisions across the customer lifecycle.

[Go to Incentives](#)

Cloud Solution Provider

Incentive for Cloud Solution Provider (CSP) indirect resellers who drive CSP revenue, adding customers, and selling strategic products.

[Go to Incentives](#)

Online Services Usage – Microsoft 365

Partner reward for influencing and driving customers' usage of Microsoft Office 365 and Microsoft Enterprise Mobility Suite.

[Go to Incentives](#)

Modern Work and Security Build Intent Workshops

Build customer intent and accelerate opportunities.

Build Intent Workshops are partner-led engagements that enable partners to demonstrate value, build customer intent, and maximize opportunities for Modern Work and Security.

Microsoft Cloud Accelerator Program (MCAP) Workshops are now part of MC and the connected partner experience. Developed by Microsoft to build customer intent and accelerate opportunities for Modern Work and Security, Build Intent Workshops are partner-led engagements designed to:

- **Simplify the partner experience.** Streamline the partner experience, with single enrollment and standardized payout
- **Build customer intent.** Drive proactive customer-focused engagements that build intent
- **Maximize opportunities.** Unlock and maximize partner sales and services opportunities

Explore workshop opportunities by topic

Employee Experience **Modern Work** Security

Modern Work

If there's one thing we know, it's that hybrid work is here to stay. From Modernized Communications to Next-Gen Endpoints and beyond, our partner-led workshops are designed to help you build intent and showcase how your customers can use Modern Work solutions to adapt, evolve, and thrive in a new era of flexible work while maintaining the security and integrity of systems and data.

Enable Frontline

Build intent for solutions that transform the frontline experience, improve engagement, efficiency, and security.

[Go to workshop](#)

Endpoint Management

Demonstrate the value of Microsoft 365 and the best ways to leverage Microsoft Endpoint Manager as part of an identity and access management strategy.

[Go to workshop](#)

Next-Gen Endpoints

Demonstrate how Microsoft 365 and Surface devices help customers manage and enable secure access to corporate resources across mobile, desktop, and virtual endpoints.

[Go to workshop](#)

Hybrid Meetings

Showcase hybrid meeting and meeting room experiences that empower people to work from anywhere, at any time.

[Go to workshop](#)

Hybrid Meetings

[Back to Workshops](#) [Claim a customer](#)

Showcase the power of Microsoft Teams hybrid meeting and meeting room experiences that empower people to work from anywhere, at any time

The Hybrid Meetings Workshop includes a new modular design that enables you to have targeted conversations tailored to your customers' specific business needs. With the refreshed delivery framework, new product content, and immersive experiences, you can deliver a concise engagement in person or virtually. Deliverables include:

- Evaluating current meetings and meeting rooms capabilities
- The "Art of the Possible" for Hybrid Meetings, a combination of presentations and immersive experiences demonstrating Microsoft Teams Meetings capabilities
- Directions for transforming meetings and meeting rooms across your customer's entire organization
- A customized report with actionable recommendations to ensure your customer's organization can stay connected, collaborate seamlessly, and share information securely in a hybrid meetings environment

Assets

[Expand All](#)

Partner Readiness

Sales and Marketing

Assess the Customer

Art of the Possible

Build the Plan

aka.ms/BIW

MICROSOFT PARTNER CONFIDENTIAL

Navigating the content jungle

Login to aka.ms/BIW

Assets		Expand All
Partner Readiness		▼
Sales and Marketing		▼
Assess the Customer		▼
Art of the Possible		▼
Build the Plan		▼
Resources		▼

[illegible]

- ✓ POE template
- ✓ Delivery guide
- ✓ Engagement overview

Assess the Customer

Art of the Possible

Build the Plan

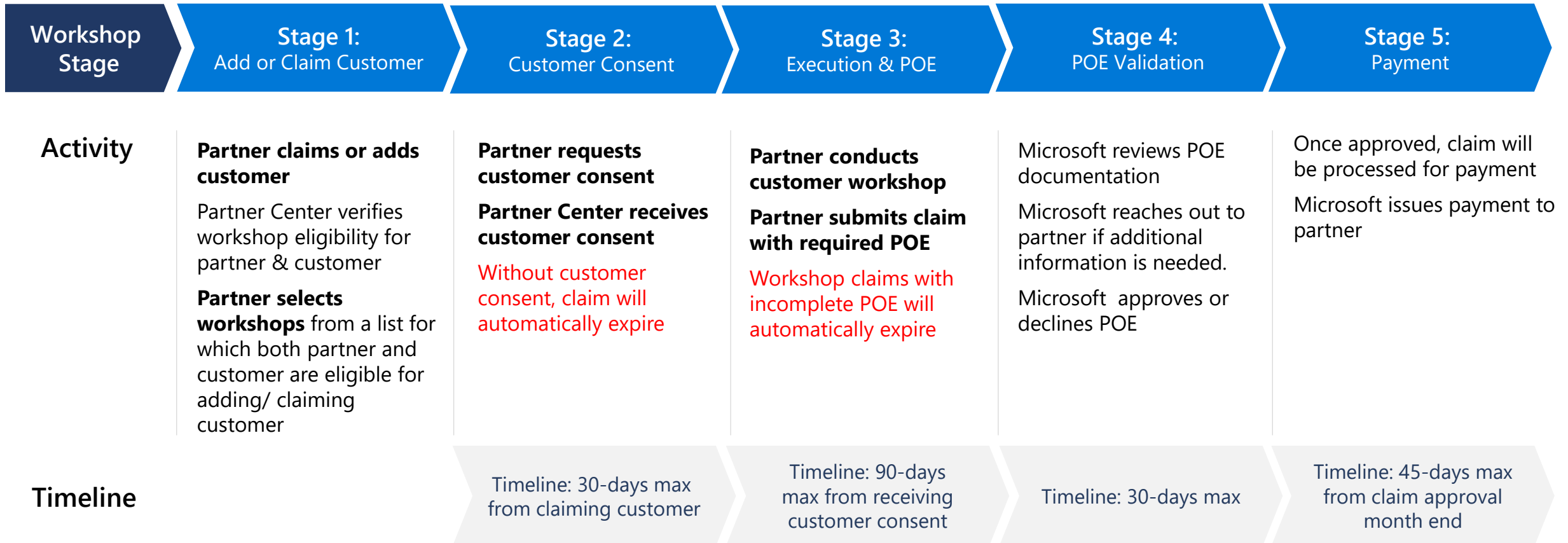
Discover needs and wants

Microsoft Value Showcase

Next Steps Discussion

Build Intent Workshop Stages

Login to aka.ms/BIW



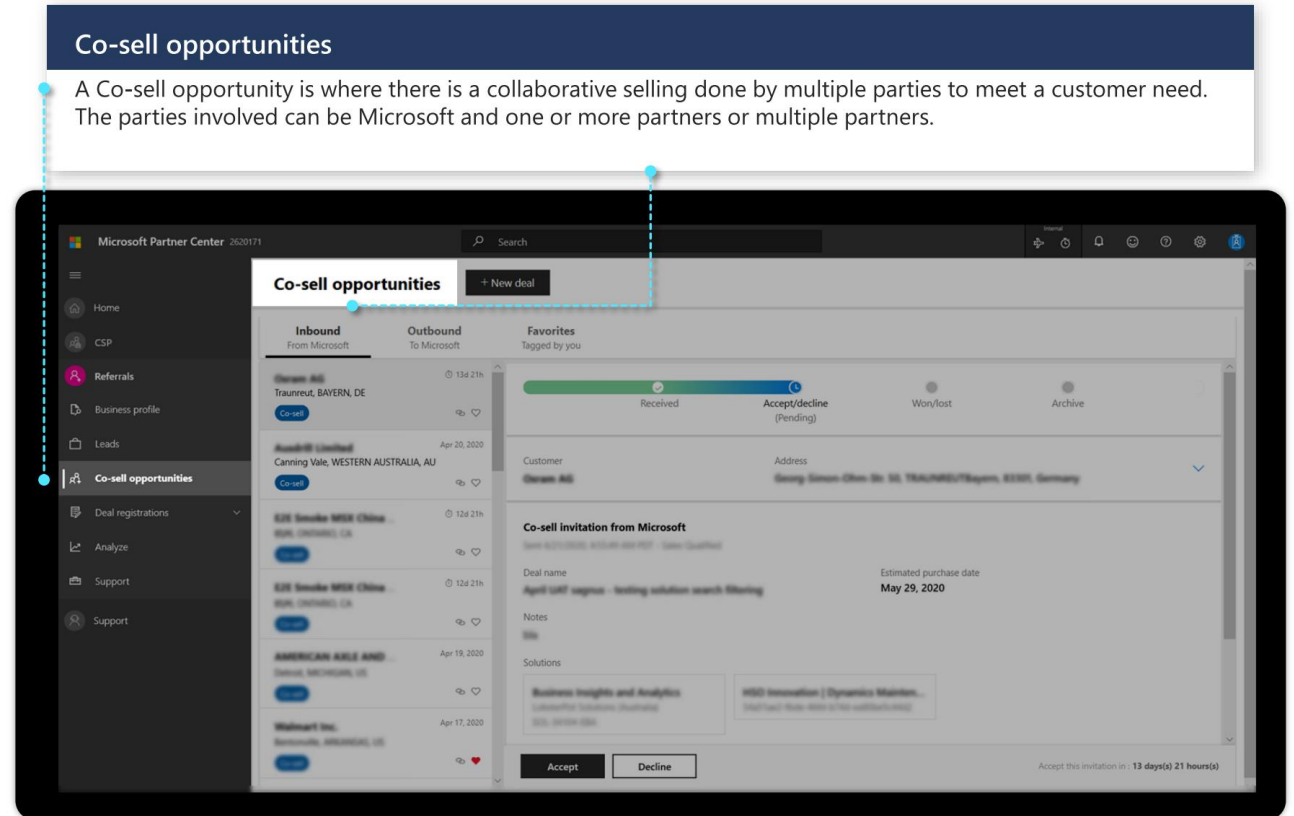
Co-sell with Microsoft

Share a Co-sell opportunity with us in Partner Center to:

- Ensure our customer teams know you are engaging with the customer and can work with you
- Show your impact and ensure visibility internally in Microsoft

Co-sell opportunities

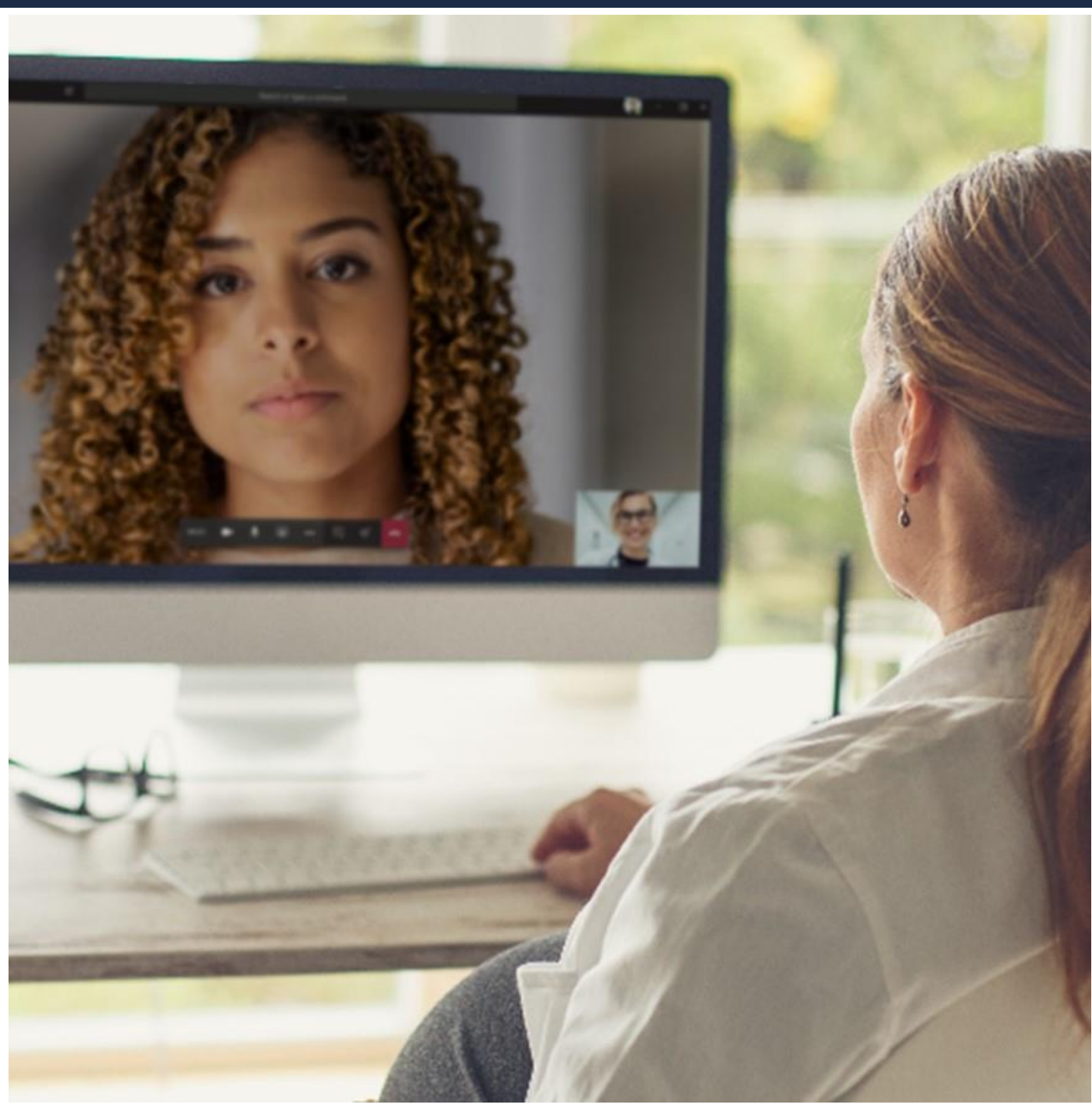
A Co-sell opportunity is where there is a collaborative selling done by multiple parties to meet a customer need. The parties involved can be Microsoft and one or more partners or multiple partners.



The screenshot displays the Microsoft Partner Center interface for managing co-sell opportunities. The left sidebar contains navigation links: Home, CSP, Referrals, Business profile, Leads, Co-sell opportunities (highlighted), Deal registrations, Analyze, Support, and another Support link. The main content area is titled 'Co-sell opportunities' and includes a '+ New deal' button. It features three tabs: 'Inbound From Microsoft', 'Outbound To Microsoft', and 'Favorites Tagged by you'. The 'Inbound' tab is active, showing a list of opportunities with columns for deal name, location, date, and status. The 'Favorites' tab shows a progress bar with stages: Received, Accept/decline (Pending), Won/lost, and Archive. Below the progress bar, a 'Co-sell invitation from Microsoft' is displayed, including details like 'Deal name: April 2020 - testing solution search filtering', 'Estimated purchase date: May 29, 2020', and 'Solutions: Business Insights and Analytics, MSD Innovation | Dynamics Master...'. At the bottom, there are 'Accept' and 'Decline' buttons and a timer indicating 'Accept this invitation in: 13 days(s) 21 hours(s)'.



After the workshop



Product trials can be one of the most effective ways to move sales opportunities forward.

Security (MCI) Build Intent Workshop Customer Trials

Partners who are engaged in Security MCI Build Intent Workshops with customers can request customer trials of Microsoft 365 SKUs through a Partner Center Help request.

- Note: Detailed instructions about how to request the required trial licenses are located within the workshop delivery guide content.

Pre-requisites

- The delivery resource leading the workshop will need to acquire two signup URLs for activation of the Microsoft 365 for Threat Check trial licenses that are required for the Microsoft 365 security tools and services used during the engagement.

Once your workshop claim has been approved for funding, go to [Partner Center Support](#) and create a service request as follows:

- **Summary:** Get Promo SKU
- **Workspace:** Incentives
- **Problem Type:** Engagements > Submit Claim

In your request, please specify the Claim ID number of the Workshop Claim.

Important

Obtain signup URLs prior to starting the delivery of the Defend Against Threats with SIEM Plus XDR Workshop.

Modern Work (MCI) Build Intent Workshop Customer Trials

Partners can request and activate customer trials of Microsoft 365 SKUs for completed and/or approved Build Intent Workshops.

- Visit the [partner-led customer trials website](#) to learn more about eligible workshops, available trials, and criteria.
- [Partner-Led Customer Trial Guide](#)

MCI WORKSHOP	AVAILABLE TRIAL(S)	TERMS
M365 Digital Workforce	M365 E3	Seats: 50 / Length: 60 days
Microsoft Viva Insights	Viva Insights	Seats: 50 / Length: 60 days
Microsoft Viva	Viva Learning	Seats: 50 / Length: 60 days
Enable Frontline	M365 F3	Seats: 500 / Length: 90 days
NextGen Windows	W365 Enterprise / 2 vCPU, 8 GB RAM, 128 GB Storage	Seats: 5 / Length: 60 days
Modernize Communications	Teams Phone Standard	Seats: 50 / Length: 90 days
Hybrid Meetings & Rooms	Teams Meeting Pro Trial	Seats: 25 / Length: 60 days

Following the completion of an MCI Build Intent Workshop, Standardized Pilots enable partners to build on outcomes, demonstrate business and technical value, and accelerate sales opportunities.

- **Drive customer intent** with intent-building activities and pilots that move sales forward across the discover/try/buy journey
- **Showcase the business and technical value** of Modern Work experiences for key scenarios and solutions through product trials
- **Accelerate sales opportunities** with real product experiences, actionable outcomes, and deployment guidance

Eligible standardized pilots:

- [Collaborative Apps](#)
- [Frontline Workers](#)
- [Microsoft Viva](#)
- [Teams Phone](#)
- [Windows 365](#)

End Customer Investment Fund

Microsoft funded activities delivered by eligible partners, aimed at unblocking customer opportunities for managed customers

- ECIF requests are applied for by Microsoft Field
- Based on partner SOW as agreed with customer and Microsoft
- ROI requirements and in-scope activities vary depending on solution area and workload

Share your customer engagement as a Co-sell opportunity to start the dialogue with relevant Microsoft Field contacts





Breakout Sessions

Security

Sentinel and Defender

Hilde Magnø

Floor: 2
Room: Ask

Modern Management

W365, Endpoint management, Secure identities and access

Håvard Pettersen

Floor: 2
Room: Prekestolen

Converge Communications

Teams telephony, hybrid meetings, and rooms

Ståle Hansen and Lars Erik Norum

Floor: 2
Room: Embla

Employee Experiences

Viva

Arne Hartmann and Merethe Stave

Floor: 1
Room: Bleikøya

Compliance

Microsoft Purview, Detecting outside threats and inside risks

Ted Tøraasen and Eirik Christiansen

Floor: 1
Room: Lindøya

Enable Frontline

Frontline Workers and Mobile Devices

Jarle Engseth

Floor: 1
Room: Gressholmen

Program benefits and enrollment

To learn more about program benefits, complete your enrollment, and amplify your GTM strategy with Build Intent Workshops, we encourage you to:

- ✓ Complete your enrollment in MCI. See [Incentive Enrollment Guide](#) to participate and earn rewards
- ✓ Learn about MCI Engagements. Use the [MCI Training Guide](#) to quickly get started
- ✓ Get started today! Visit [MCI Build Intent Workshops](#) to explore workshops, access content, and claim new customer

RESOURCES:

Engagements Overview - <https://aka.ms/MCI/EngagementOverview>

Incentives Guide - <https://aka.ms/MCI/IncentivesGuide>

Enrollment Guide - <https://aka.ms/MCI/EnrollmentGuide>

Training Guide - <https://aka.ms/MCI/TrainingGuide>

Incentives Support - <https://aka.ms/MCI/Support>