



Unlocking Microsoft Incentives

22nd May 2025



Introducing the IAMCP.

Our mission is to maximize the business potential of members through peer-to-peer interaction, member advocacy, community outreach, growth, and education—while enhancing members' ties to Microsoft. Our goal is for members to achieve business development and higher bottom-line profit.

01

Connect

With 195 Members in the UK, and over 4000 across the globe, the IAMCP is an entrepreneurial community of individuals and partners with an appetite to connect and share with peers

02

Learn

Access events, webinars, resources, partner-to-partner networking, and exclusive Microsoft content to extend your knowledge and understanding of partnering with Microsoft

03

Grow

Identify new business opportunities, build profitable partnerships, and increase the scale and success of your Microsoft practice

Introductions.



Lindsay Climson
Strategic Partner Manager,
HTG
IAMCP UK Membership Lead



Sandra Neff
Microsoft Alliance Manager
SoftwareOne
IAMCP Board Member

Agenda.

01

Incentives Guide

Get a comprehensive look at the latest incentives guide to ensure you're taking full advantage of available opportunities.

02

Co-op Funding

Understand the ins and outs of cooperative marketing funds and how to leverage them for your business.

03

Partner Center Tips

Take a look at Partner Center, including tips on how to access and navigate the platform efficiently.

Incentives **guide.**

[Aka.ms/incentivesguide](https://aka.ms/incentivesguide)





Co-op funding.

[Partner Incentives Co-Op Guidebook](#)

Microsoft Partner Center

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Microsoft Partner Center

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Overview

Co-op management

Microsoft Commerce Incentive

MCI engagements

Customer claims

Use filter to view

Filtered by:

Claimed

Claimed co-op

Remaining co-op

Claims Programs

Name

Program guide



Microsoft Commerce Incentives | Program

Program view 1 month Filter

Use filter to view data in the chart and grid.

Filtered by: Location: Howell Technology Group, GB, Hebburn (4)

Fund Category: Hosting Coop

Usage Period: January 2023 - June 2023

Claimed co-op for Fund Category

Claimed co-op

Remaining co-op funds by Hosting Coop

Claims Program resources

- ☒ Hosting Coop
- ☐ Device Reseller HUB Coop
- ☐ Device Distributor PC Coop
- ☐ Device Reseller PC Coop
- ☐ Device Distributor HUB Coop
- ☐ Cloud Solution Provider

Apply

Cancel

Name

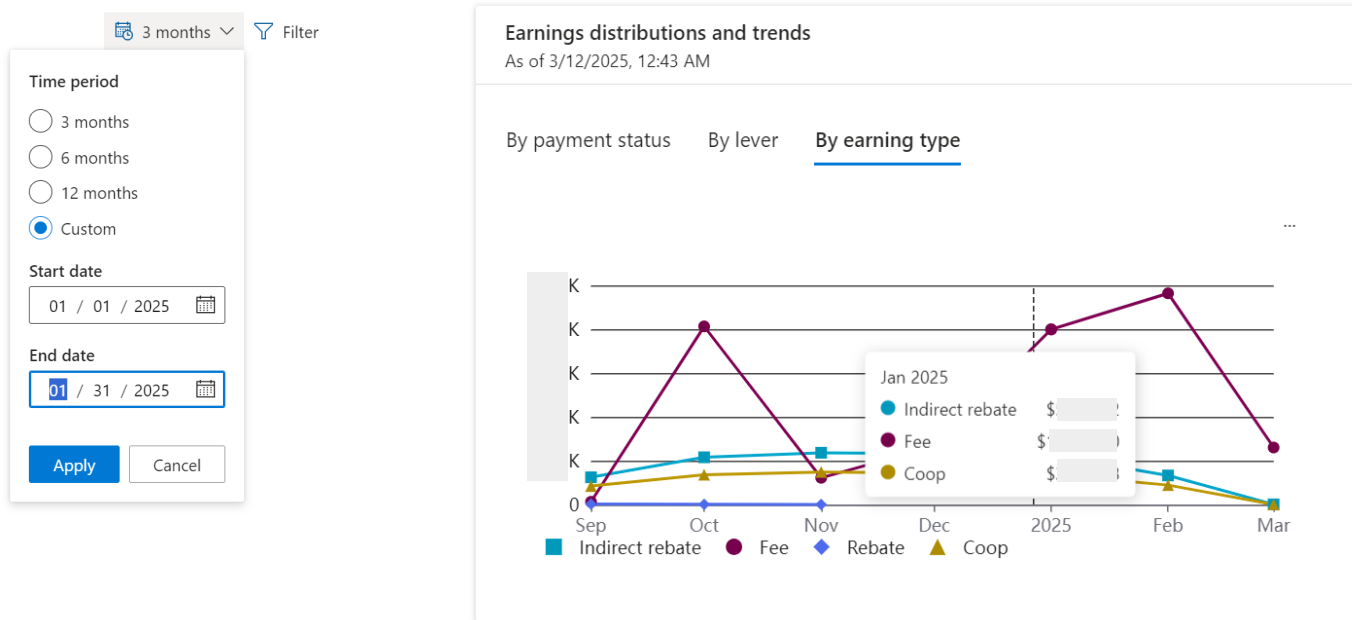
Date modified

Program guide

Not available

[View Program guide](#)

Earnings page – Guestimate earnings for following half



Earnings January - June 2025

These will be available as funds to spend/claim back from August 15th onwards

Month	Actual/Estimate	Amount
January	Actual	\$3,000.00
February	Actual	\$2,000.00
March	Estimate	\$2,500.00
April	Estimate	\$2,500.00
May	Estimate	\$2,500.00
June	Estimate	\$2,500.00
Total	Esimate	\$15,000.00

Partner Center Tips.



[Account settings](#)

[My preferences](#)

[Dark mode](#)

[English \(United States\)](#)

[About](#)

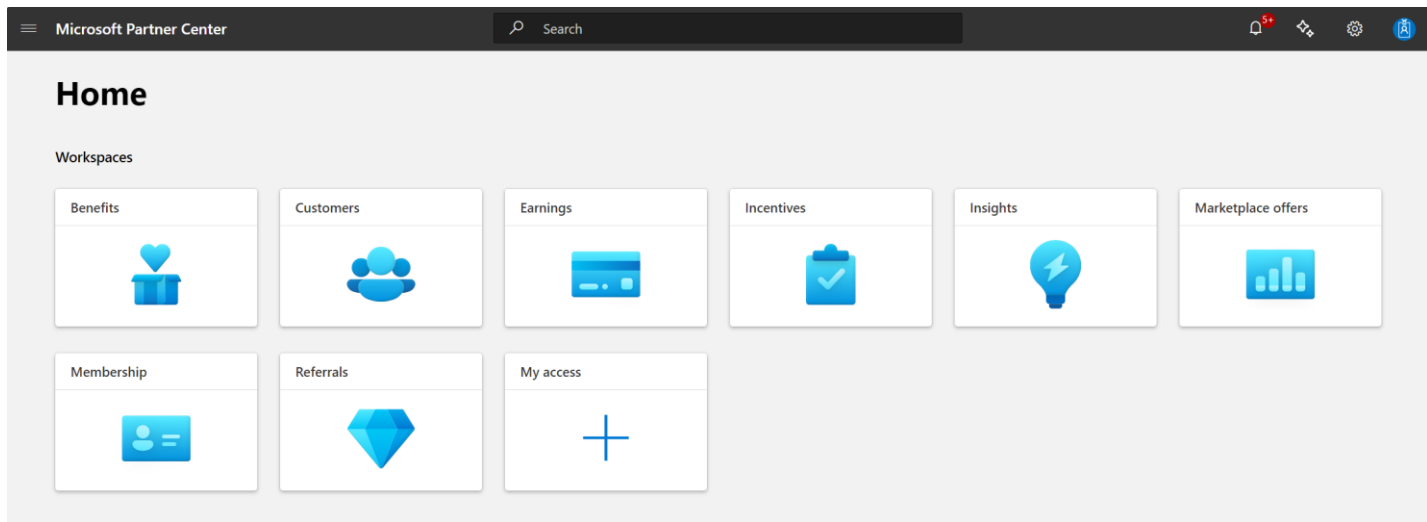
Account settings | Overview

My profile

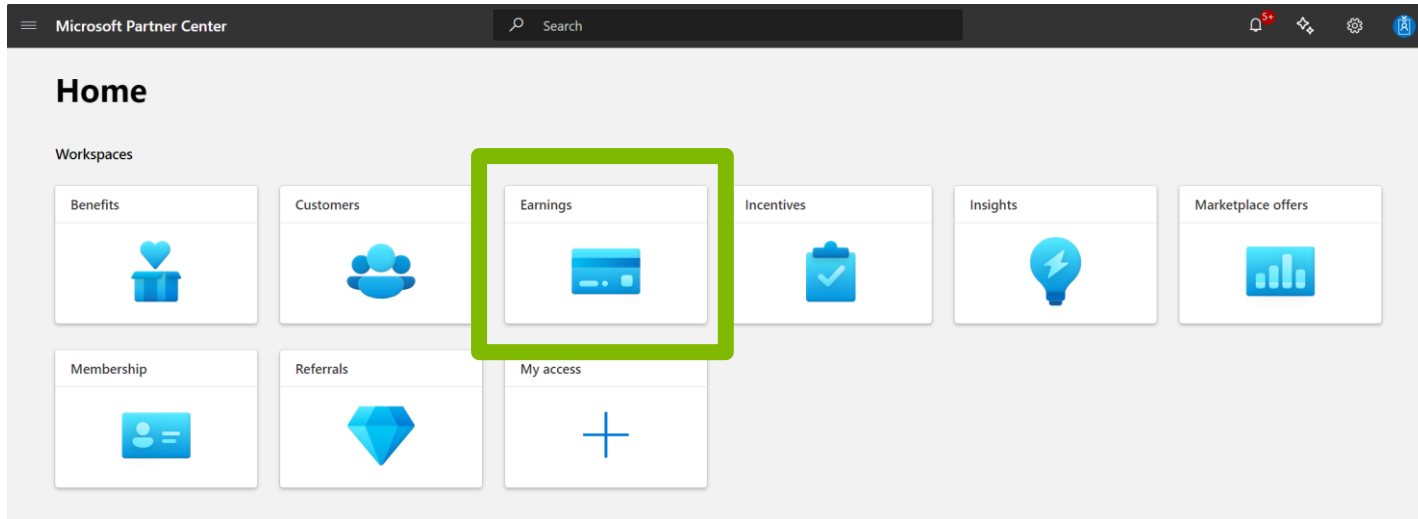
Name: Lindsay Climson

User name: Lindsay.Climson@htg.co.uk

Partner Center permissions: [View permissions](#) [Request access](#) [Learn more](#)



Partner Center Earnings Page



Partner Center Earnings Page

Earnings | Earnings [↓](#) Download report [↕](#)

View earnings insights and trace the corresponding payments. Download earnings, payments, and associated transactional details. [Learn how to use the page](#) [↗](#)

Earnings

As of 3/16/2025, 1:17 AM

Total for selected period and filters

\$

Current and past two months

Mar 2025

Feb 2025

Jan 2025

Payments

As of 3/20/2025, 6:46 AM

Total for selected period and filters

\$

Current and past two months

Mar 2025

Feb 2025

Jan 2025

Earnings summary

Payments summary

Shows top 50 earnings and payment (pre-tax). Choose to view by customers or by programs.

Group top 50 earnings

By program



AI Assistant



Download view (csv)



Customize columns

	Program	Engagement	Lever	Earnings ↓	Payments
<input type="radio"/>	Microsoft Commerce Incentives	Threat Protection	Threat Protection		
<input type="radio"/>	Microsoft Commerce Incentives	Data Security	Data Security		
<input type="radio"/>	Microsoft Commerce Incentives	Azure CSP motion incentives	Azure consumption CSP motion - Indirect Reseller		
<input type="radio"/>	Microsoft Commerce Incentives	M365 new commerce CSP - indirect reseller	Global Strategic Product Accelerator – Tier 1 - Modern Work & Security billed revenue - Indirect Reseller		
<input type="radio"/>	Microsoft Commerce Incentives	M365 new commerce CSP - indirect reseller	Core – Modern Work & Security billed revenue - Indirect Reseller		
<input type="radio"/>	Microsoft Commerce Incentives	M365 new commerce CSP - indirect reseller	Global Calling and Conference PSTN Accelerator		

Earnings summary Payments summary

Shows all payment orders, sorted by most recent. Only time, program, earning type, enrollment ID, location, payment status, and payment ID filters apply.


View payments

By paid

AI Assistant Download view (csv) Customize columns

	Payment date	Payment ID	Enrollment ID	Program	Earning type	Earnings (USD)	Earnings	Payments	Withholding tax	Other taxes
	2/17/2025	006875068519	4223817	Microsoft Commerce Incentives	FEE				£0.00	£0.00
	2/17/2025	006875068520	4223817	Microsoft Commerce Incentives	INDIRECTREBATE				£0.00	£0.00

Revenue and usage summary

 Search all customersRevenue-based earnings Usage-based earnings

View top 50 customers with highest eligible monthly active usage used to compute incentives. Includes Modern work and business applications usage only. Search for any customer name.

[Download view \(csv\)](#)

Customer name	Eligible usage ↓	Ineligible usage	Earning amount USD
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	0 MAU	\$285.00
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	0 MAU	\$69.00
--	-------	---------

	0 MAU	\$55.00
--	-------	---------

	0 MAU	\$64.00
--	-------	---------

	0 MAU	\$1.00
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Incentives eligible and ineligible

Eligible Ineligible

View details on eligible revenue and usage, sorted by highest revenue. Search for any customer name, customer ID, or subscription ID.

[↓ Download view \(csv\)](#) [✎ Customize columns](#)

Customer name	Subscription ID	Customer ID	Customer ID Type	Product	Quantity	Revenue (USD)	↓	Earnings (USD)
			TENANTID	Intune		\$55.00		\$55.00

Final Thoughts.

- Follow [IAMCP UK](#) & [IAMCP EMEA](#) on LinkedIn
- UK Membership offer - £1 for first 90 days for individual or £10 for first 90 days for corporate



Thank you.

