

Modern Work & Security

Partner Programs & Incentives Update

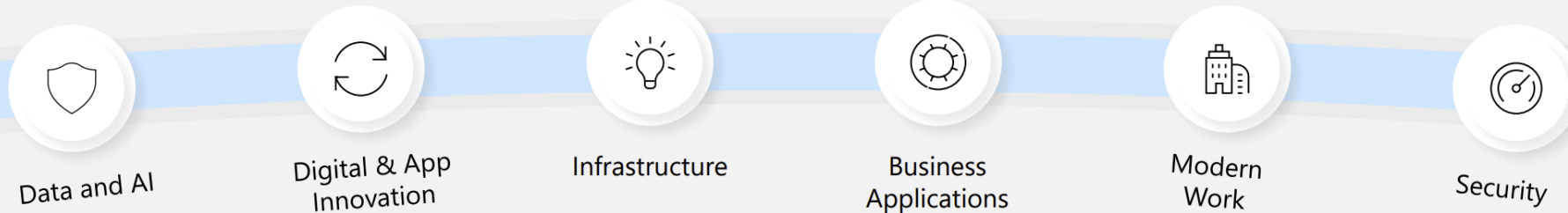
Elif Kaytaz	EMEA Partner GTM Lead – Modern Work Solutions
Nikoleta Gamanova	EMEA Partner GTM Lead – Security Solutions
Frank Pasques	EMEA Incentives Lead

Agenda

-
- Modern Work Programs & Investments
 - Security Programs & Investments
 - MW and SCI Programmatic Incentives

Partner Programs & Incentives

Driving customer value through cloud solution areas



Evolving partner investment to reward partner impact

Simplified incentives focused on targeted outcomes and growth

Differentiation by solution play, segment, MCEM stage and partner type

Reward results, strong ROI, and impact consumption



Listen & consult

Inspire & design

Empower & achieve

Realize value

Manage & optimize

Across each stage of the MCEM lifecycle

FY24 Principles

Reward Partners for Impact

- 1 Targeted outcome-based partner reward system
- 2 Pre-sales activities must be reflected as inbound leads
(campaign ID: **#partnerGTM [SCI]** or **#partnerGTM [MW]**)
- 3 Partners must be locally present and active

Modern Work

Elif Kaytaz

EMEA Partner GTM Lead – Modern Work Solutions

Modern Work Partner Programs & Incentives

Content and assets are provided to support partner execution across the entire Microsoft Customer Engagement Methodology (MCEM) customer lifecycle

- MCI Build Intent Workshops – Discontinuing
- Flagship Programs: ME3/E5 Customer Accelerator Program & New Usage Incentives
- Also available: CSP / EA Transactional Incentives

Solutions Play	Growth Area	Key Co-Selling focus and Investments	Listen & Consult Qualify the opportunity	Inspire & Design Align customer to solution and business case	Empower & Achieve Establish customer agreement	Realize Value Achieve outcomes and establish baseline metrics	Manage & Optimize Complete opportunity and identify next steps
Secure Productivity	ME3 + M365 Copilot	<ul style="list-style-type: none">• Drive deployment in Enterprise and Corp• Drive new customer acquisition and upsell To M365 E3 & E5	Campaign in a Box [C]	ME3/E5 New Customer Accelerator Program [P] M365 Copilot Workshop [P]		Deployment Offer [\$]	AADP, Intune Usage Incentive [\$]
Cloud Endpoints	W365	<ul style="list-style-type: none">• Deliver pilots to secure customer commitment, and post-sales deployment	Campaign in a Box [C]	W365 Workshop BoM [C]	W365 Pilot [\$]	W365 Usage Incentive [\$]	
Converged Comms	Phone + Teams Prem.	<ul style="list-style-type: none">• Drive Phone and Meeting Rooms sales and deploy• Drive Teams Premium upsell	Campaign in a Box [C]	Phone Workshop BoM [C]	Phone Pilot [\$]	Phone Usage Incentive [\$]	
	Operator Enterprise Program [P]						
	Meeting Room Partner Program [P]						
Frontline Worker	FLW	<ul style="list-style-type: none">• Deliver pilots to secure customer commitment, and post-sales deployment	Campaign in a Box [C]	FLW Workshop BoM [C]	FLW Pilot [\$]	FLW Usage Incentive [\$]	
Employee Experience*	Viva	<ul style="list-style-type: none">• Deliver pilots to secure customer commitment, and post-sales deployment	Campaign in a Box [C]	Viva Workshop BoMs [C]	Viva Pilots [\$]	Viva Adoption Guides [C]	

Key:

[C] Content

[\$] Funded engagement or incentive¹

[P] Partner Program – Includes funded engagements and/or incentives¹

¹ Participation in Usage incentives requires Modern Work Solution Partner designation. Other programs/investments require Modern Work Specialization at a minimum. Additional requirements may apply to individual programs.

New Microsoft 365 Customer Accelerator

Do more with Microsoft 365 E3 & E5

Why Do More With Microsoft 365? What's in it for you?

- Acquire new customers and get them AI-ready
- Accelerate every interaction into an upsell conversation with existing customer base
- Door opener to position value-add project and managed services for greater profitability
- Unlock incentives throughout customer journey

» Partner Eligibility

Do More with Microsoft 365 E3 & E5:

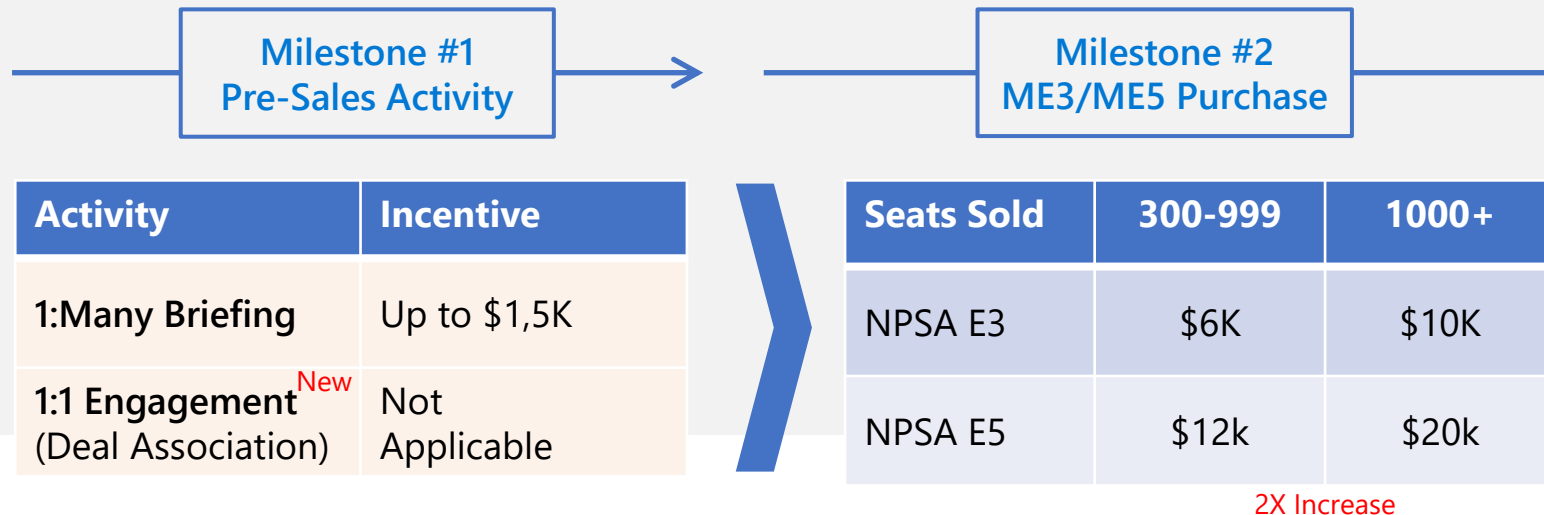
- LSP and Direct CSP partners with Modern Work solutions or services experience. Partners must transact in the same country where the customer is located.
- Partners must be approved by the appropriate Microsoft subsidiary.

Do More with ME3 Deal Association:

- Partners who participated in FY23 DMWL 1: many Enterprise program
- Teamwork Deployment or Modernize Endpoint specializations partners
- FastTrack Partners

Engagement Summary

- 1:Many Briefings: Eligible partners can earn up to \$1,500 in incentives for delivering 90-minute, 1:many briefings (virtual or in-person), followed by a Milestone 2 incentive of up to \$20k for influencing E3/E5 Net Paid Seat Add (NPSA) growth over the following 11 months post-event with their customers.
- Deal Association: Eligible partners can engage and influence customers 1:1, forgoing the Milestone 1 payment, but leverage the deal association process to be eligible to earn the Milestone 2 incentive of up to \$20K.



» Customer Eligibility

- Medium-sized businesses above 300 seats with intent to purchase upgrade seats of Microsoft 365 E3 or Microsoft 365 E5
- Education, non-profit, and public sector customers will not count toward the attendee minimums required to receive incentives
- Public Sector Customers may not participate in a Do More with ME3 Deal Association

[Microsoft 365 ME3 Customer Accelerators](#)

Accept MCAP Briefings Program Terms

When the site is accessed for the first time, you will see a link to view and complete the Program Guide.

[This step is required before registering a Briefing.](#)

The agreement can be reviewed at any time after it has been signed.

Transform | Microsoft Cloud Accelerator Program Events | Register | Program Dashboard | What's new | Help

Accelerator Events

Effective November 4, 2022, we are relaunching the Microsoft Cloud Accelerator Events Program to include workshops that enable partners to engage multiple customers in one event. Also known as 1-many or 1-few workshops, these partner-led engagements are designed by Microsoft to help partners accelerate opportunities for Microsoft technologies and solutions. Partner benefits include:

- Simplify workshop delivery with repeatable engagements and standardized pilots
- Drive engagement with experiences that highlight the benefits of Microsoft 365
- Create demand and accelerate customer acquisition at scale

Now available to partners, Microsoft 365 Do more with less is designed to help partners deliver cost-savings conversations to help small and medium business customers realise the technological and cost benefits of Microsoft 365.

Completed View submitted guide

Submit and Manage Events

Event Registration

Sign up to conduct an Accelerator event

Register an event >

Program Dashboard

View current status of all of your events

View dashboard >

Accelerator events requirements

Expand all

Modern Work

What's new


Limited time acceleration bonus

Wednesday February 23, 2022

We are excited to offer you a limited time additional bonus incentive to help you grow...

Read article >

View all >



Microsoft Confidential—Internal Only

8

Step 1: Registration (Partner information)

[Transform](#) | [Microsoft Cloud Accelerator Program Events](#) | **Register** | [Program Dashboard](#) | [What's new](#) | [Help](#) UAT Site [Amazing Rubik](#)

Register

1

Plan an Event


2

Customer Registration

Do More with MESA Deal Association Only

3

Submit Event

 **Step 1. Plan an Event**

1. Please provide the required information below to plan an event

Category*

Modern Work

Event*

Event Date (Used for managing the eligible quote)*
[Click to select a date](#)
Note: Event date is captured in UTC and is used for managing the quarterly workshop allocations.

Select an area you are nominating for*

Select a country that you are nominating for*

2. Which Partner ID should be paid for this event?

☒ Please select eligible Partner ID that should be paid for the event. Ensure you have authorization for the Partner ID/Country to register event against those countries. Unauthorized events may be cancelled.*

☐ Show only Partner IDs with an active payment profile.

Note: Partner ID can only have one Payment Profile associated.

3. Payment Profile Information

The below fields will automatically populate once a payment profile has been created and recorded in our system. Only one payment profile is allowed per Partner ID. You can [Request a Payment Profile](#) or you can provide [Payment Profile](#) information.

☒ Payee name

NA

☒ Payee contact email

NA

Note: if you have any queries related to payment profile, please contact support

4. Provide partner contact information

☒ Partner event contact*

e.g. thh@contoso.com

Note: Partner email address is not being retained for purpose other than qualification of this program.

5. Partner Center Deal ID

Next

Reset

Step 2: Plan a Briefing – M365 E3 and E5

Workshop Type
M365 and E5

Select Area and Country
you are nominating for

Select Specific MPN ID from
drop down

Request a Payment Profile or
View payment profile details
on record or provide details
via link

Provide contact
details
and select "Next

Transform | Microsoft Cloud Accelerator Program Events | Register | Program Dashboard | What's new | Help

Register

1 Plan an Event 2 Customer Registration Do More with M365 Deal Association Only 3 Submit Event

Step 1. Plan an Event

1. Please provide the required information below to plan an event

Category* Modern Work

Event* Do More with Microsoft 365 E3 and E5

Event Date (Used for managing the eligible quota)* 08/24/2023

Select an area you are nominating for* United States

Select a country that you are nominating for* United States

2. Which Partner ID should be paid for this event?

Please select eligible Partner ID that should be paid for the event. Ensure you have authorization for the Partner ID/Country to register event against those countries. Unauthorized events may be cancelled.*

☐ Show only Partner IDs with an active payment profile.

6117935 - TEST_TEST_REFERRALS_DEV01 - United States

Note: Partner ID can only have one Payment Profile associated.

3. Payment Profile Information

The below fields will automatically populate once a payment profile has been created and recorded in our system. Only one payment profile is allowed per Partner ID. You can [Request a Payment Profile](#) or you can provide [Payment Profile](#) information.

Payee name aboutxtreme

Payee contact email amimmk@aboutxtreme.com

Note: If you have any queries related to payment profile, please contact support

4. Provide partner contact information

Partner event contact*

mcap-user@testtestreferralsdev01.onmicrosoft.com

Note: Partner email address is not being retained for purpose other than qualification of this program.

5. Partner Center Deal ID

mcap-user@testtestreferralsdev01.onmicrosoft.com

Next Reset

Briefing Date must
be current or future
date.

Step 3: Customer Registration– ME3

Transform | Microsoft Cloud Accelerator Program Events | Register | Program Dashboard | What's new | Help

Register

1

2

3

Plan an Event

Customer Registration

Submit Event

Do More with ME3 Deal Association Only

Step 1. Plan an Event

1. Please provide the required information below to plan an event

Category*

Event*

Claim Date *

Modern Work

Do More with ME3 Deal Association

08/29/2023

Select an area you are nominating for*

Select a country that you are nominating for*

2. Which Partner ID should be paid for this event?

☒ Please select eligible Partner ID that should be paid for the event. Ensure you have authorization for the Partner ID/Country to register event against those countries. Unauthorized events may be cancelled.*

☐ Show only Partner IDs with an active payment profile.

Note: Partner ID can only have one Payment Profile associated.

3. Payment Profile Information

The below fields will automatically populate once a payment profile has been created and recorded in our system. Only one payment profile is allowed per Partner ID. You can [Request a Payment Profile](#) or you can provide [Payment Profile](#) information.

☒ Payee name

☒ Payee contact email

NA

NA

Note: if you have any queries related to payment profile, please contact support

4. Provide partner contact information

☒ Partner event contact*

Enter partner email address

e.g. sheli@contoso.com

Note: Partner email address is not being retained for purpose other than qualification of this program.

5. Partner Center Deal ID

Next

Reset

Workshop Type: ME3

Select Area and Country
you are nominating for

Select Specific MPN ID
from drop down

Request a Payment Profile
or View payment profile
details on record or
provide details via link

Provide contact details

*Required for ME3 only
Deal ID (found in
Partner Center)

Key Resources | Modern Work | ME3 ME5 Customer Accelerator

- More on ME3/E5 Customer Accelerators:
 - [MCAPs Platform](#) – for T&C and partner logging in/claims
 - [Do More with M365 E3/E5 Landing Page](#) – Includes resources like email templates, briefing decks, delivery tutorial video as well as step by step guide
 - [Step-by-step guide for MCAPs partners](#)

Pilots Overview

Demonstrate solutions in customer production environment to accelerate opportunities



Converged Communications

**Microsoft Teams
Phone Pilot**



Employee Experience

**Microsoft Viva
Goals Pilot**



Converged Communications

**Microsoft Teams
Rooms Pilot**



Employee Experience

**Microsoft Viva
Insights Pilot**



Enable Frontline Worker

**Frontline Worker
Pilot**



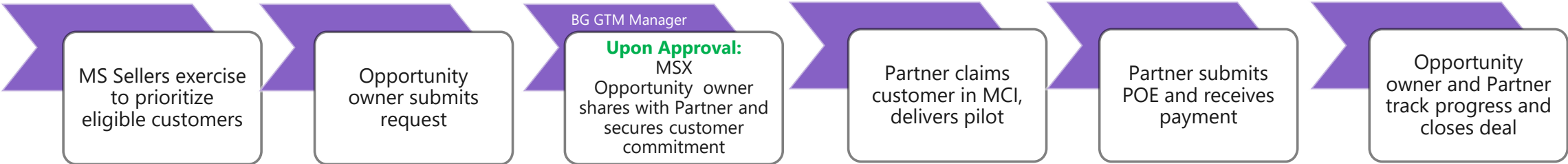
Cloud Endpoints

**Windows 365
Pilot**

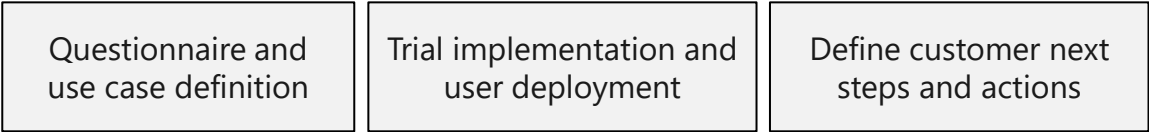
Funded up to
\$30,000
per pilot

Pilots | Orchestration Overview

How to engage in pilots?



What's in a pilot?



Eligible customer have:



Eligible partners have:






Modern Work – Frontline Worker Pilot - Medium

ENGAGEMENT SUMMARY

To unlock a new future for frontline workers, this year, partners have an opportunity to engage their customers in the Frontline Worker Pilot program where customers will implement high value scenarios to equip their frontline with the right tools, boost their engagement and operational efficiency. Partners will leverage Microsoft 365 F3 trial licenses, delivery guidance and get connected to our top customer opportunities to accelerate pipeline jointly for stronger customer wins.

ENGAGEMENT TERM

July 1, 2023 – June 30, 2024

<div><div><div>Partner Eligibility</div><div><div><div><div>Partner Agreement</div><div>Microsoft Cloud Partner Program Agreement</div></div></div><div><div><div><div>Program Enrollment</div><div>Microsoft Commerce Incentives</div></div></div><div><div><div><div>Partner Qualification</div><div>Managed Microsoft Partners with a Co-Sell Ready offer for Frontline Worker and 2 of the following Specializations:<ul style="list-style-type: none">Adoption and Change ManagementTeamwork DeploymentModernize EndpointsTeams Custom Solutions</div></div></div></div></div><div><div>Measure and Reward</div><div><div>Activity Payment:</div><div>Market A = \$20,000 and Market B = \$15,000, Market C = \$10,000 (Refer to slide titled 'FY24 Modern Work Details' for details)</div></div></div><div><div>Customer Qualification</div><div><div>Customers with active Frontline Worker sales opportunities that have been prioritized by Microsoft and for which a valid outbound Partner Center referral authorizing a pilot has been created.</div><div>Customer aligned partner will be notified with engagement details.</div></div></div><div><div>Activity Requirements</div><div><div>During this Pilot you will:</div><div><ul style="list-style-type: none">In collaboration with the customer identify at least two scenarios to pilotAssist with defining at least 100 users (frontline workers and managers) to enable them with Microsoft 365 F3 trial licenses and to pilot the identified two scenariosImplement scenarios, conduct pilot with the identified set of frontline workersDeliver an actionable plan to adopt proposed scenarios addressing potential blockers discovered during the pilot deliveryPropose next steps for broader implementation of the piloted scenarios and Microsoft 365 F3 license purchase</div></div></div></div></div></div>		
<div><div>Partner role in MCI</div><div>Build Intent – Partner Activities</div></div>	<div><div>Purchasing motion</div><div>Breadth, Enterprise and self-service purchasing motions</div></div>	<div><div>Earning Type</div><div>Fee</div></div>

FY24 Incentive Rate Card Details

Market A, B, and C Countries



Engagement claim amounts will be calculated in USD, based on the country associated with the Partner Location ID listed in the claim, or until program cap is reached.

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

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

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

Incentive Rate Card



Type	Engagement Name	Market A	Market B	Market C
FY24 Pilot	Frontline Worker Pilot (Large)	\$30,000	\$22,500	\$15,000
FY24 Pilot	Frontline Worker Pilot (Medium)	\$20,000	\$15,000	\$10,000
FY24 Pilot	Microsoft Teams Phone Pilot	\$20,000	\$15,000	\$10,000
FY24 Pilot	Microsoft Viva Goals Pilot	\$20,000	\$15,000	\$10,000
FY24 Pilot	Microsoft Viva Insights Pilot	\$20,000	\$15,000	\$10,000
FY24 Pilot	Windows 365 Pilot	\$20,000	\$15,000	\$10,000
FY24 Workshop	Microsoft 365 Copilot Workshop	\$5,000	\$3,500	\$2,500

<https://aka.ms/MCI/IncentivesGuide>

Modern Work – Microsoft 365 Copilot Workshop

ENGAGEMENT SUMMARY

Microsoft 365 Copilot combines the capabilities of large language models (LLMs) with business data and Microsoft 365 apps, igniting creativity, amplifying productivity, and elevating skills. This workshop comprises two integral components. First, a readiness assessment is conducted to ensure customers' fulfillment of technical prerequisites and to discern necessary measures for safeguarding information against inadvertent disclosure. Second, an envisioning session to demonstrate the capabilities of Microsoft 365 Copilot, identify high-value use cases, and build an implementation plan.

ENGAGEMENT TERM

Oct 1, 2023 – June 30, 2024

Partner Eligibility



Partner Agreement
Microsoft AI Cloud Partner Program Agreement



Program Enrollment
Microsoft Commerce Incentives



Partner Qualification
Participant in the following invite-only program:
Microsoft 365 Copilot Jumpstart Partner Program

Measure and Reward

Activity Payment: Market A = \$5000, Market B = \$3500, and Market C = \$2500 (Refer to below slide ['FY24 Modern Work Details'](#) for details)

Customer Qualification

- 500+ Microsoft 365 E3 or E5 Commercial Licenses, and
- 50% or greater Azure Active Directory Plan 1 Monthly Active Usage (MAU), and
- 50% or greater Exchange Online Monthly Active Usage (MAU), and
- 50% or greater SharePoint Online Monthly Active Usage (MAU), and
- 50% or greater Teams Monthly Active Usage (MAU), and
- 50% or greater Microsoft 365 Apps Monthly Active Devices (MAD)

Activity Requirements

Deliver Microsoft 365 Copilot workshop goals:

- Complete a readiness assessment to verify whether the customer meets the technical requirements and determine what steps are needed to protect their information from accidental exposure
- Conduct an envisioning session to demonstrate the capabilities of Microsoft 365 Copilot
- Identify the personas and high value use cases that can benefit from Microsoft 365 Copilot
- Build a plan to address gaps found in the readiness assessment and implement the high value use cases

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee

Key Resources | Modern Work | Pilots & M365 Copilot Workshop

- [Partner Incentives \(microsoft.com\)](#)
 - Direct Link to FY24 Partner Incentives Guide
- [Modern Work for Partners - Co-Sell with Microsoft Partner Accelerators](#)
 - Contains all available resources for our partners across all MW Solution Plays



FY24 Modern Work Demand Gen Resources

Campaigns available

Campaigns currently live in Digital Marketing Content OnDemand (DMC) and Partner Marketing Center (PMC)

Campaign Name	DMC	PMC	# Languages
Increase Frontline Operational Efficiency (DMC) and Empower and Connect your Frontline Workers (Cross Industry) (PMC)		✓	14
Acquire new customers with Teams Essentials	✓	✓	5
Reimagine the employee experience with Microsoft Viva	✓	✓	5
Cloud Management Campaign in a Box		✓	7
Do More with Less – Enterprise (Modern Work)	✓	✓	6
Do More With Less – SMB (Modern Work)	✓	✓	8
NextGen Windows Experiences	✓	✓	7
Go Big with Hybrid Work	✓	✓	1
Digital Workforce	✓		6

FY24 campaigns upcoming

Jumpstart partners will receive early previews of upcoming campaign-in-a-box (CiaB) content and exclusive guidance on how to activate these resources.

Campaign Name	DMC	PMC	# Languages
Secure Productivity	✓	✓	11
Cloud Endpoints	✓	✓	11
Employee Experience (refresh)	✓	✓	11
Frontline Workers (refresh)	✓	✓	11

Campaign-in-a-box | Customizable campaign assets

Customizable content BOMs available to all partners to help generate customer awareness and top-of-the-funnel leads. Each asset has placeholders for partner customization to incorporate value prop, call to action, and contact information.

Example: Digital Marketing Content OnDemand Campaign | Frontline Workers

Build awareness

Demand gen email sequence, social assets/ads, Infographic, Thought Leadership



Acquire leads

Gated e-book The Total Economic Impact™ of Microsoft 365 For Business



Nurture opportunities

To-customer pitch decks



Digital Marketing Content OnDemand

Digital Marketing Content OnDemand provides go-to-market content in fresh weekly campaigns at no cost to Microsoft partners. Unlock expertise that can drive customer engagement and elevate your business.

Get started >



For automated marketing campaigns: aka.ms/DMC

Microsoft Cloud Partner Program resources

Get the latest updates, partner readiness materials, and marketing campaigns to help take your business to the next level.

Filter

Clear all

Language

☐ English

Search resources

Applied Filters

Marketing Campaign X

For downloadable assets and customizable marketing campaigns:
aka.ms/PMC



FY24 Modern Work Campaign Roadmap

FY24 Q1		FY24 Q2		
Secure Productivity		Employee Exp.	Cloud Endpoints	Frontline Workers
<ul style="list-style-type: none"> 6-week Digital Marketing Content OnDemand (DMC) automated campaign Partner Marketing Center (PMC) campaign with highly customizable assets 		<ul style="list-style-type: none"> 12-week Digital Marketing Content OnDemand (DMC) Viva automated campaign Viva Partner Marketing Center (PMC) campaign with customizable assets 	<ul style="list-style-type: none"> 12-week Digital Marketing Content OnDemand (DMC) NextGen Windows Experience campaign Cloud Management with Intune and Intune Suite PMC campaigns 	<ul style="list-style-type: none"> 12-week Digital Marketing Content OnDemand (DMC) Frontline Workers campaign Frontline Workers Partner Marketing Center (PMC) campaigns with customizable assets
Customer Segment				
Enterprise/SMC		Enterprise/SMC	Enterprise/SMC	Enterprise/SMC
Customer Targeting				
Currently Dark (drive dark to cloud motion) O365 customers (M365 upsell and expansion with co-pilot motion).		Mature Microsoft 365 customers (E3 or E5) seeking to invest in employee engagement and company culture. (CHRO, CIO, COO)	Looking to revise endpoints with Windows and in the need of advanced cloud management solutions	Business decision makers (BDMs), line-of-business (LOB) leaders (HR, operations), and technical decision makers (TDMs) concerned about workforce productivity
Partner Targeting				
Services, CSP		GSI, SI, MSP	GSI, SI	GSI, SI



New Content



Refreshed Content

Security

Nikoleta Gamanova

EMEA Partner GTM Lead – Security Solutions

Security I Partner Priorities

Mainstream Solution Plays	Security	Azure	Modern Work
Threat Protection with XDR and SIEM <ul style="list-style-type: none"> • Simplify Digital STU Co-sell with standardized MSSP offers • Drive M365 Security deployment with usage incentive (Products: ME5, Mini Bundles, F5)	✓		
Data Security <ul style="list-style-type: none"> • Execute defined pre-sales activities to accelerate opportunities • Drive DLP migrations w/ FTR (Compliance) • Drive Purview deployment with usage incentive (Products: ME5, Mini Bundles, F5)	✓		
Modern Sec Ops <p>Assess, plan, migrate Sentinel Projects, operational through scale Sentinel Migration Investment</p> (Product: Microsoft Sentinel)	✓		
Migrate and Secure Windows and SQL server (Product: Defender for Cloud/Security ACR)		✓	
Secure Productivity (Product: ME3)			✓

FY24 GTM Investment Key Changes

+50% YoY investment increase in Security

Investment	Key Changes		Partner Comms ETA
GSI Security Investment	NEW	New GSI Security Investment Framework to drive incremental growth (limited, invite only)	Partner Comm: Q2 Effective: October
Cyber Security Investment (ex-MSSP)	Update	<ul style="list-style-type: none"> M365/Sentinel/MXDR Engagements: 10K – \$12K; Cyber Assess./Partner Proposal: 5K Increased referral payments for completed sales: \$30K – \$240K USD (M365/Sentinel) Tenant level nominations for pre-sales activities, min. 500 seats 	Partner Comm: July 1 Effective: Sept 1
Cybersecurity Assessment (MCI)	NEW	Cybersecurity Assessments released Oct 6 (partner-led)	Partner Comm: July 1 Effective: October 6
Sentinel Migration & Modernization Investment (MCI)	NEW	Standalone Sentinel Migration & Modernization investment Market A: Up to \$50K B: Up to \$40K C: Up to \$30K	Partner Comm: July 1 Effective: September
Microsoft 365 Online Usage Incentive	Update	<ul style="list-style-type: none"> Pay fixed rate for incremental seats (simplified payout model) Workload eligibility: MDI, IRM, MDO, MCAS, Intune/AADP2, MDE, MIP (3X) Customer eligibility 500 – 1000 seats 	Partner Comm: Sept 1 Effective: Oct 1
Azure Workload Acquisition and Nurture	Continue	Sentinel and Defender for Cloud	Partner Comm: July 1 Effective: July 1

Support across end-to-end customer lifecycle

	Pre-sales	At sales	Post-sales		
PROGRAM & BENEFIT	<p>[MAICPP] Marketing Kit: NIS2.0</p> <p>[MAICPP] DMC/PMC - Campaign in a Box</p> <p>[MAICPP] Customer Profiling: Sales Advisor & Cloud Ascent</p>	<p>Show & Tell</p> <ul style="list-style-type: none">• [CSI] Threat Protection, Sentinel, Data Security Engagements, POCaaS• [MAICPP] MCI Cybersecurity Assessment, Self-assess CSAT	<p>[CSI] Milestone 2 Advisory (M365)</p> <p>[MAICPP] MCI Transaction Incentive (EA & CSP)</p> <p>[Selected Partners] Product Discounts: BP/E3/E5 SKUs + Sentinel</p>	<p>Deployment Discounts</p> <ul style="list-style-type: none">• M365 Deployment Offer*• M365 Migration + Deployment Offer*• Sentinel Benefit for M365 Customers <p>Sentinel Migration & Modernization Investment</p>	<p>Customer Success</p> <p>[CSI] Milestone 2 Advisory (S-ACR)</p> <p>[MAICPP]</p> <ul style="list-style-type: none">• M365 Online Usage Incentive• WANI (Azure Security) <p>Partner Managed Services</p>
DETAILS	Partner-led, 'Show & Tell' options based on program eligibility criteria		Product discounts available through MSFT seller and valid for sales qualified leads accepted by them; Same applies to Deployment Offers		Partner-led, based on program eligibility criteria

Incentive and program payout options subject to change; each option dependent on customer and partner eligibility
**Partner must be FastTrack-Ready to be eligible for M365 Deployment Offers*

Support across end-to-end customer lifecycle

	Pre-sales	At sales	Post-sales		
PROGRAM & BENEFIT	<p>[MAICPP] Marketing Kit: NIS2.0</p> <p>[MAICPP] DMC/PMC - Campaign in a Box</p> <p>[MAICPP] Customer Profiling: Sales Advisor & Cloud Ascent</p>	<p>Show & Tell</p> <ul style="list-style-type: none">• [CSI] Threat Protection, Sentinel, Data Security Engagements, POCaaS• [MAICPP] MCI Cybersecurity Assessment, Self-assess CSAT	<p>[CSI] Milestone 2 Advisory (M365)</p> <p>[MAICPP] MCI Transaction Incentive (EA & CSP)</p> <p>[Selected Partners] Product Discounts: BP/E3/E5 SKUs + Sentinel</p>	<p>Deployment Discounts</p> <ul style="list-style-type: none">• M365 Deployment Offer*• M365 Migration + Deployment Offer*• Sentinel Benefit for M365 Customers <p>Sentinel Migration & Modernization Investment</p>	<p>Customer Success</p> <p>[CSI] Milestone 2 Advisory (S-ACR)</p> <p>[MAICPP]</p> <ul style="list-style-type: none">• M365 Online Usage Incentive• WANI (Azure Security) <p>Partner Managed Services</p>
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Incentive and program payout options subject to change; each option dependent on customer and partner eligibility
**Partner must be FastTrack-Ready to be eligible for M365 Deployment Offers*

Demand Generation I Marketing



Security: Through Partner Marketing Campaign Roadmap FY24 H1

Secure Productivity

- Secure Productivity 6-week automated Digital Marketing Content OnDemand (DMC) campaign
- Secure Productivity Partner Marketing Center (PMC) campaign with customizable assets for partners to download

- Secure Productivity 6-week automated Digital Marketing Content OnDemand (DMC) campaign
- Secure Productivity Partner Marketing Center (PMC) campaign with customizable assets for partners to download

Modernize Sec Ops

- Modernize Security Operations 6-week automated Digital Marketing Content OnDemand (DMC) campaign
- Modernize Security Operations Partner Marketing Center (PMC) campaign with customizable assets for partners to download

Threat Protection with XDR (+ SIEM)

- [Defend Against Cyber Security Threats 12-week](#) automated Digital Marketing Content OnDemand (DMC) campaign
- [Defend Against Cyber Security Threats Partner Marketing Center](#) (PMC) campaign with customizable assets for partners to download

Data Security

- [Data Security 6-week](#) automated Digital Marketing Content OnDemand (DMC) campaign
- [Data Security Partner Marketing Center](#) (PMC) campaign with customizable assets for partners to download

Customer Segment

Enterprise/SMC

SMB

Enterprise

Enterprise, Corporate SMC

Enterprise

Customer Targeting / Business Objective / Hero Product

Currently Dark (drive dark to cloud motion)
O365 customers (M365 upsell and expansion with co-pilot motion).

1-300 customers for MBP or get them ME3 ready for AI. Looking for security & vendor consolidation.

Drive Sentinel attach to every ME5 customer
Sentinel Migrations

Hero Product: Sentinel

Deploy & Manage E5 security, expand to Sentinel

Hero Product: M365 Defender, Sentinel, AADP2

Drive E5 compliance Revenue
Symantec DLP migrations

Hero Product: Microsoft Purview

Campaigns will be localized into 11 languages: German, Spanish (Spain), Italian, French, Russian, Japanese, Chinese (simplified), Chinese (traditional), Korean, Turkish, Portuguese (Portugal)

NIS2 Marketing Kit for Microsoft Partners

Download the NIS2 marketing kit [here](#)
[Watch NIS2 partner webinar here!](#)

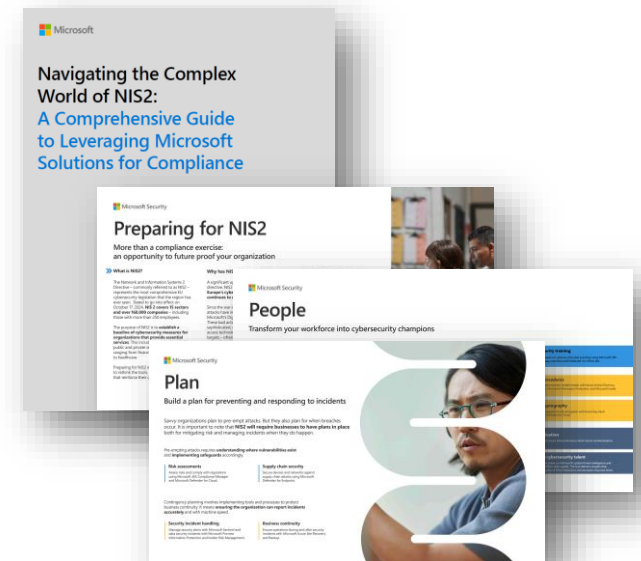
Customer Awareness Email



Customer Presentation Deck



Social Assets



- **If you are already investing in a Security campaign:** integrate NIS2 ('How to prepare for NIS2 in T-1')
- **If you are planning new investments within October:** combine NIS2 with our Cybersecurity Awareness Month campaign and amplify
- **Rule of thumb:** always link marketing activities with a solution assessment, workshop or POC

Support across end-to-end customer lifecycle

	Pre-sales		At sales		Post-sales	
PROGRAM & BENEFIT	<p>[MAICPP] Marketing Kit: NIS2.0</p> <p>[MAICPP] DMC/PMC - Campaign in a Box</p> <p>[MAICPP] Customer Profiling: Sales Advisor & Cloud Ascent</p>	<p>Show & Tell</p> <ul style="list-style-type: none">• [CSI] Threat Protection, Sentinel, Data Security Engagements, POCaaS• [MAICPP] MCI Cybersecurity Assessment, Self-assess CSAT	<p>[CSI] Milestone 2 Advisory (M365)</p> <p>[MAICPP] MCI Transaction Incentive (EA & CSP)</p> <p>[Selected Partners] Product Discounts: BP/E3/E5 SKUs + Sentinel</p>	<p>Deployment Discounts</p> <ul style="list-style-type: none">• M365 Deployment Offer*• M365 Migration + Deployment Offer*• Sentinel Benefit for M365 Customers <p>Sentinel Migration & Modernization Investment</p>	<p>Customer Success</p> <p>[CSI] Milestone 2 Advisory (S-ACR)</p> <p>[MAICPP]</p> <ul style="list-style-type: none">• M365 Online Usage Incentive• WANI (Azure Security) <p>Partner Managed Services</p>	
DETAILS	Partner-led, 'Show & Tell' options based on program eligibility criteria		Product discounts available through MSFT seller and valid for sales qualified leads accepted by them; Same applies to Deployment Offers		Partner-led, based on program eligibility criteria	

Incentive and program payout options subject to change; each option dependent on customer and partner eligibility
**Partner must be FastTrack-Ready to be eligible for M365 Deployment Offers*

Cybersecurity Assessment (MCI)

Cybersecurity Assessment (MCI)

aka.ms/CybersecurityAssessment

<https://aka.ms/CybersecurityAssessment/Resources>

Engagement Summary

Engagement Term

The Cybersecurity Assessment is designed to evaluate a customers cybersecurity posture and reduce their risk exposure by using advanced Microsoft Security products: Microsoft Defender Vulnerability Management, Secure Score, Microsoft Purview for Information Protection Content Explorer and Insider Risk. The engagement is expected to require about a 1.5-day partner effort. The Cybersecurity Assessment is delivered in the customer's production environment by evaluating their current cybersecurity maturity level, discovering and addressing vulnerabilities on clients and servers, and understanding risk related to data security and insider threats. The Cybersecurity Assessment will provide recommendations and guidance on the next steps to improve their cybersecurity posture and reduce risk exposure based on the assessment findings.

**Oct. 1, 2023, through
June 30, 2024**

>> Partner Eligibility



Partner Agreement
Microsoft Cloud AI Partner Program Agreement



Program Enrollment
Microsoft Commerce Incentives



Partner Qualification
Solutions Partner for Security Designation

>> Customer Qualification

- 500-5000 users with active Windows devices*, and
- 500 -5000 Paid Available Units (PAU) for Exchange Online, SharePoint Online or Teams and
- 50+ Monthly Active Users (MAU) for Exchange Online, SharePoint Online or Teams

* Eligible number of active Windows devices should be confirmed with customers pre-engagements to ensure all activity requirements can be met.

>> Measure and Reward

MCI Activity Payment: Market A = \$2.5K, Market B = \$1.5K, and Market C = \$750. Also available to run in CSI for \$5K.

>> Activity Requirements

For the Cybersecurity Assessment Engagement to be considered complete, a partner is required to deliver the following activities:

- Analyze the customers' production environment and their current cybersecurity maturity level based on v8 of the CIS Critical Security Controls.
- For the assessment tools to work properly and for POE approval, customer must have 500-5000 active windows devices.
- A vulnerability assessment using:
 - Microsoft Defender Vulnerability Management
 - Microsoft Secure Score
- A data security assessment using:
 - Microsoft Purview Information Protection Content Explorer
 - Microsoft Purview Insider Risk Management Analytics
- An optional Cloud Application discovery using Microsoft Defender for Cloud
- Provide recommendations and next steps:
 - Map the engagement findings to common threat scenarios, allowing the customer to see their cybersecurity maturity in relation to common cybersecurity threats.

Purchasing motion

Breadth, Enterprise and self-service purchasing motions

Earning Type

Fee

Program Comparison: MCI Cybersecurity Assessment vs CSAT



MCI Solution Assessment (1st party)

Evaluates customers cybersecurity posture and reduce their risk exposure by **using Microsoft Security products**: Microsoft Defender Vulnerability Management, Secure Score, Microsoft Purview for IP, Content Explorer and Insider Risk.
Runs via E5 Trial License.



Solution Assessment/CSAT (3rd party)

An independent assessment of customer's Security & Compliance posture based on facts. It offers prioritized risk mitigation recommendations with appropriate MSFT security solution (M365/ Azure). Recommendations aligned to CIS 8.0, Zero Trust Framework and NIS2.
Runs via 3rd party scan/license (self-destruct after scan)

When to Use

When you have a customer interested in a deeper understanding of Microsoft security products and how they solve an identified or foreseen security risk

When a customer's security position is unknown and looking for detailed analysis on their real time threats and vulnerabilities across their data estate

Program Comparison: MCI Cybersecurity Assessment vs CSAT



MCI Cybersecurity Assessment (1st party)

Human-operated Ransomware Assessment

Cybersecurity Assessment Questionnaire

Awareness Score: 4 / 72

Readiness Score: 100

Secure Score: 576 / 1100

Microsoft Defender Vulnerability Management Summary view

Exposure score: 32/100

Your score for devices: 45%

Key insights: <Add key insights here>

Action: <Add recommended actions here>

Next Steps Discussion

Priority (Near/Mid/Long Term)	Next Step, Action	Notes
Near Term	Keep or expand existing MDVM configuration	Yes / No
Near Term	Keep or expand Insider Risk Analytics configuration	Yes / No
Near Term	Endpoint OS Baseline Security Configuration	Engagement to reduce the risk of lateral movement using compromised local admin accounts. Improve endpoint OS security.
Mid Term	Microsoft Defender for Office 365 Deployment	Engagement to reduce the risk of phishing attacks and improve defenses against unknown malware received over email.
Long Term	Microsoft Purview Data Loss Protection Deployment	Engagement to reduce the risk of exposure of sensitive company information



Solution Assessment/CSAT (3rd party)

What does NIS 2 mean for me?

Cybersecurity Risk Management Measures

Incident Reporting Obligations

1. Risk management

2. Security Policies

3. Incident handling (prevention, detection & response to incidents)

4. Business continuity and crisis management

5. Supply chain security (vulnerabilities)

6. Vulnerability handling

7. Regular assessment effectiveness of cyber measures (e.g., reflection posture)

8. The use of cryptography

9. Basic cybersecurity hygiene

10. The use of MFA or CC

Management Summary | Top recommendations | Interview

Topic	Action	Associated Software Products	ZitA Zone	NIS2 Principle
4. Secure Configuration of Enterprise Assets and Software	Implement tooling to apply a default security baseline to all Windows assets in the organization. Start with deployment for a limited subset of targets and monitor whether the baseline is effective.	Microsoft Endpoint Manager Azure Defender for Cloud Windows 10 and 11 Pro/Enterprise	4.1.1	A1, B4, C2
8. Audit Log Management	Implement setup of Secure log support policies			
11. Data Recovery	Implement technical support policies			
13. Network Monitoring	Implement practice			

Interview results | CIS controls

Lowest ranked question answers

1. Inventory and Control of Enterprise Assets

Implement a manual process to collect and store asset information in a central Content Management Database (CMDB).

4. Secure Configuration of Enterprise Assets and Software

Implement tooling to apply a default security baseline to all Windows assets in the organization. Start with deployment for a limited subset of targets and monitor whether users can still work as they are used to.

8. Audit Log Management

Implement tooling to ensure a central time sync source is setup on the company assets.

Additional questions

Topic	Question	Answer	Advice	Advised Products	ZTA Zone	NIS2 Principle
19. AI.1. IT Governance	Are regulatory and legal compliance continuously checked and monitored?	Basic (1) Local legislative and regulatory requirements are implemented.	Implement a review process, based on industry best practices.	Microsoft Compliance Manager	0, 3	A1, A2
19. AI.1. IT Governance	Do you have a plan/roadmap in place to improve your cybersecurity?	Basic (1) No plan/roadmap in place or road map defined.	Establish an IT security plan or road map that covers	Annual CSAT assessment, Microsoft Compliance	0, 3	A1, A2

CIS v8

Current Assessment

Control	1	2	3	4
1. Inventory and Control of Enterprise Assets	1	2	3	4
2. Security and Control of Software Assets	1	2.5	3	4
3. Data Protection	1	1.4	3	4
4. Secure Configuration of Enterprise Assets and Software	1	1.2	2.5	3
5. Account Management	1	2	2.8	4
6. Access Control Management	1	1.5	2	3
7. Continuous Vulnerability Management	1	1.7	3	4
8. Audit Log Management	1	1.3	2	3
9. Email and Web Browser Protection	1	2	3	4
10. Malware Defenses	1	2.3	3	4

aka.ms/CybersecurityAssessment
<https://aka.ms/CybersecurityAssessment/Resources>

via Microsoft Solution Desk Program

Support across end-to-end customer lifecycle

	Pre-sales	At sales	Post-sales		
PROGRAM & BENEFIT	<p>[MAICPP] Marketing Kit: NIS2.0</p> <p>[MAICPP] DMC/PMC - Campaign in a Box</p> <p>[MAICPP] Customer Profiling: Sales Advisor & Cloud Ascent</p>	<p>Show & Tell</p> <ul style="list-style-type: none">• [CSI] Threat Protection, Sentinel, Data Security Engagements, POCaaS• [MAICPP] MCI Cybersecurity Assessment, Self-assess CSAT	<p>[CSI] Milestone 2 Advisory (M365)</p> <p>[MAICPP] MCI Transaction Incentive (EA & CSP)</p> <p>[Selected Partners] Product Discounts: BP/E3/E5 SKUs + Sentinel</p>	<p>Deployment Discounts</p> <ul style="list-style-type: none">• M365 Deployment Offer*• M365 Migration + Deployment Offer*• Sentinel Benefit for M365 Customers <p>Sentinel Migration & Modernization Investment</p>	<p>Customer Success</p> <p>[CSI] Milestone 2 Advisory (S-ACR)</p> <p>[MAICPP]</p> <ul style="list-style-type: none">• M365 Online Usage Incentive• WANI (Azure Security) <p>Partner Managed Services</p>
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Incentive and program payout options subject to change; each option dependent on customer and partner eligibility
**Partner must be FastTrack-Ready to be eligible for M365 Deployment Offers*

Sentinel Migration & Modernization Investment (MCI)

Microsoft Sentinel Migration and Modernization Investment

Engagement Summary

Microsoft Sentinel Migration and Modernization helps accelerate and simplify customer migration and modernization projects to Microsoft Sentinel workload. In this engagement, partners will provide expert guidance to execute a Microsoft Sentinel migration project. It can include migrating from any competitors or on-prem solutions to Microsoft Sentinel; or adding new customers to Microsoft Sentinel. Partner needs to deliver and deploy Microsoft Sentinel Migration and Modernization activities.

>> Partner Eligibility



Partner Agreement
Microsoft Cloud Partner Program Agreement



Program Enrollment
Microsoft Commerce Incentives



Partner requirements
Threat Protection Specialization

>> Customer Eligibility

Enterprise, SMC-Corporate select customers with a valid TPID detected by Microsoft internal systems

The project sizes are the planned Sentinel consumption in year 1, measured from project completion.

Microsoft reserves the right to reject future engagements or remove partners from the Microsoft Sentinel Migration and Modernization if the Microsoft Sentinel Azure consumption Run Rate (ARR) is found to be inaccurate when verified against the size of opportunities submitted

>> Measure and Reward

Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Microsoft Sentinel consumption plan from deployment date.

Refer to the [Sentinel Engagement Payout](#) page for country-specific information. **Please refer to [Microsoft Sentinel Calculator](#) to estimate consumption**

Deal Size	*Partner Payment Market A	*Partner Payment Market B	*Partner Payment Market C	Engagement Stage 3 Timeline – (Execution & POE Submission)
Small engagement Project size: \$25K – \$125K/year planned Sentinel consumption	\$15,000 USD	\$12,000 USD	\$9,000 USD	120 days
Medium engagement Project size: >\$125K – \$250K/year planned Sentinel consumption	\$35,000 USD	\$28,000 USD	\$21,000 USD	200 days
Large engagement Project size: >\$250K – \$500K/year planned Sentinel consumption	\$50,000 USD	\$40,000 USD	\$30,000 USD	260 days

MSMM Partner-led Overview

A new way for partners to drive migration and modernization of Microsoft Sentinel

- 1 Streamlined nomination, tracking and payments**
 - » Ability to nominate customers into MSMM on a self-service dashboard through Microsoft Commerce Incentives (MCI)
 - » Faster approval workflow and status trackability of your request
- 2 Supports Microsoft Sentinel migration and modernization scenarios from non-Microsoft SIEM as well as new deployments**
- 3 Engage with a diverse set of customers**
 - » MSMM Partner-led supports Strategic, Major and SMC customers with a valid TPID

For detailed eligibility, please review [MCI Partner Incentive Guide](#)

MSMM Partner-led POE Requirements

To receive payment, partners must submit **all five** required components of proof of execution (POE) according to the timeline for each engagement size.



Customer Survey (triggered by Partner, completed by Customer)



Partner Survey (completed by Partner)



Proof of execution Word template (uploaded by Partner)



Azure Pricing Calculator Estimate (uploaded by Partner)



Invoice (uploaded by Partner)

Programmatic Incentives (MW+S)

Frank Pasques

EMEA Incentives Lead

Modern Work Pilots

Cloud Solution Provider – Indirect Reseller

Cloud Solution Provider – Direct Bill

Usage – Microsoft 365

Microsoft 365 new commerce CSP – indirect reseller

New Commerce Incentive


ENGAGEMENT SUMMARY

The Microsoft 365 new commerce CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Modern Work & Security products and services through the new commerce experience.


ENGAGEMENT TERM

October 1, 2023 – September 30, 2024


Partner Eligibility




Partner Agreement
Microsoft AI Cloud Partner Program Agreement



Partner Authorization
Microsoft CSP Indirect Reseller Channel Authorization



Incentive Enrollment
Microsoft Commerce Incentives




Eligibility

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

OR

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



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

Measure and Reward

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

Incentive Structure	Rate	Maximum incentive earning opportunity
Core – Modern Work & Security billed revenue	3.75%	M365 E3/E5 \$55,000 M365 Other \$20,000
Global Strategic Product Accelerator – Tier 1 (Business Premium, M365 E3)	<i>Innovate and Balance countries*</i> : 5.00%	M365 E3 \$55,000* M365 E3 \$65,000**
	<i>Scale countries**</i> : 6.00%	
Global Strategic Product Accelerator – Tier 2 (M365 E5)	7.00%	M365 E5 \$115,000
Global Calling and Conference PSTN Accelerator	20.00%	N/A

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

Partner Association

Transacting Partner of Record

Earning Type

60% Rebate/40% Co-op

Maximum earning opportunity

per tenant ID, per product group, per lever, per partner

Product Eligibility

[See Product Addendum](#)

[Modern Work Pilots](#)

[Cloud Solution Provider – Indirect Reseller](#)

[Cloud Solution Provider – Direct Bill](#)

[Usage – Microsoft 365](#)

Microsoft 365 customer add new commerce CSP – indirect reseller

New Commerce Incentive


ENGAGEMENT SUMMARY

The Microsoft 365 customer add new commerce CSP incentive, rewards Cloud Solution Provider partners who drive the sale of Modern Work & Security products and services through the legacy CSP experience and the new commerce CSP experience.


ENGAGEMENT TERM

October 1, 2023 – September 30, 2024


Partner Eligibility




Partner Agreement
Microsoft AI Cloud Partner Program Agreement



Partner Authorization
Microsoft CSP Indirect Reseller Channel Authorization




Incentive Enrollment
Microsoft Commerce Incentives



Eligibility
One of six Solutions Partner designations

OR

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



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

Measure and Reward

Incentives are calculated based Modern Work billed revenue on eligible products both in Modern and Legacy (if applicable). Earnings are available for 12-months from customer tenant create date.

Strategic Accelerator

- Customer add – Modern Work & Security billed revenue, 15%

Partner Association Transacting Partner of Record	Earning Type 60% Rebate/40% Co-op	Maximum earning opportunity Not applicable	Product Eligibility See Product Addendum
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Modern Work & Security Usage Incentive (previously OSU-M365)

Modern Work & Security Usage Incentive (previously OSU-M365)

ENGAGEMENT SUMMARY

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

ENGAGEMENT TERM

October 1, 2023 – September 30, 2024

Use or consume

Eligibility

**Partner Agreement**
Microsoft AI Cloud Partner Program Agreement

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

Solutions Partner Designations
Modern Work or Security

OR

Attained one of the following legacy competencies and purchased benefits package for Cloud Productivity, Enterprise Mobility Management, Security

Additional Details

**Minimum High Water Mark (HWM)**
Tenant must have reached a minimum HWM of 300 active users for earnings to be released

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

Measure and Reward

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

Workload	Solution	Rate per compensable unit	Maximum incentive earning opportunity*
Teams Phone Enable Users	Modern Work	\$4	\$75K
Front Line Worker Teams	Moder Work	\$4	\$75K
Azure Active Directory premium 2 (AADP2)	Security	\$3	\$30K
Microsoft Defender Endpoint (MDE)	Security	\$3	\$30K
Microsoft Information Protection (MIP)	Security	\$3	\$30K
Intune	Security	\$1	\$10K
Insider Risk Manager (IRM)	Security	\$1	\$10K
Microsoft Defender for Identity (MDI)	Security	\$1	\$10K
Microsoft Defender for Office (MDO)	Security	\$1	\$10K
Microsoft Cloud App Security (MCAS)	Security	\$1	\$10K

Partner Association

Claiming Partner of Record (CPOR)

Earning Type

Pay-per-unit above High Water Mark

Maximum Earning Opportunity

*Per partner, tenant ID, and workload

Licensing Programs

All

Partners must perform all program registration requirements and qualifying activities, as stated in the Incentive guide before the incentive can be earned. Classified as Microsoft Confidential and program information is subject to change. This asset is intended only for reference purposes, as a high level overview of the program. Do not blog, tweet, post photos, or otherwise display information about this overview.

Incentive Calculation based on High Water Mark



High-Water Mark (HWM) Growth

The HWM tracks the highest value of measured monthly active users (MAU) by Tenant and Workload over time since the workload start date under a specific tenant.

The HWM in the first month of the engagement term is set to the highest recorded MAU by Tenant and Workload.

A minimum HWM of 300 MAU is required for earnings to be released.

The volume of compensable units cannot exceed total paid available units (PAU) by Tenant and Workload.

Example: HWM calculation for a tenant and workload with a rate of \$1:

Month	MAU	PAU	HWM	Compensable Units Above Prior HWM	Payout
October	300	500	300	-	
November	350	500	300	-	
★ December	400	500	350	50	50 x \$1
January	250	500	400	-	
February	200	500	400	-	
March	430	500	400	30	30 x \$1
April	550	500	430	70	70 x \$1
Total					\$150

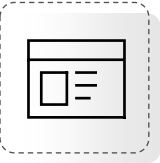


Month of partner association

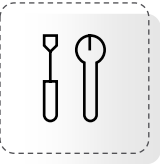
Useful Links



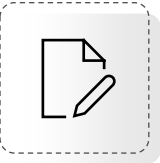
Microsoft partner website:
<https://mspartner.microsoft.com>



Partner Incentives portal:
aka.ms/partnerincentives



Partner Center tool:
<https://partner.microsoft.com/dashboard/mpn/overview>



Public Sector – Microsoft Licensing Terms and Documentation [website](#).



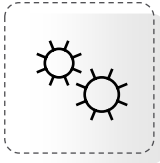
Partner Incentives Reporting:
<https://partnerincentives.microsoft.com>



CPOR Guide on [Partner Center](#) and [Microsoft partner website](#):

Program membership, products, licensing, training, and event information:

- FastTrack <http://aka.ms/fasttrackready>
- Microsoft 365 for Partner-
<https://www.microsoft.com/microsoft-365/partners/>




Partner Center Support:

- [Incentives-specific support](#)
- [Additional support](#)

RECORDED LANDING CALLS

MCILandingPage Listing Page (eventbuilder.com)

Microsoft Business Operations – Accelerate market opportunities for Modern Work and Security with Build Intent Workshops in MCI



Welcome to the MCI Partner Landing Page for Webinars & On-Demand Content

MCI Partner sessions are dedicated to assist Partners with questions related to new and/or existing incentive offers in MCI. In this page, you will find upcoming adoption call or webinar events that you can register to attend or listen back to past recordings.

Important! The events below will be recorded so you can watch again or share with anyone who was unable to attend live. Simply use this landing page to access the recording after the event ends. Also, materials for these events will be provided. Simply click on the event link from this page to access the attachments for the event.

We look forward to connecting with you.

Events

Search Text

Search Text

Date Range Start

Begin Date Range






Date Range End

End Date Range

Select / Unselect

All

☐

	Event Title	Date/Time	
<input type="checkbox"/>	 FY24 Modern Work Partner Incentives Overview 🔗	November 10, 2023 5:00 PM Europe/Brussels	Register for Multiple Selections
<input type="checkbox"/>	 FY24 Security Partner Incentives Overview 🔗	November 09, 2023 5:00 PM Europe/Brussels	Register Now
<input type="checkbox"/>	 FY24 Azure Partner Incentives Overview 🔗	November 08, 2023 5:00 PM Europe/Brussels	Register Now
<input type="checkbox"/>	 FY24 Business Applications Partner Incentives Overview 🔗	November 07, 2023 5:00 PM Europe/Brussels	Register Now
<input type="checkbox"/>	 FY24 MCI Business Applications Incentives Overview 🔗	October 12, 2023 5:00 PM Europe/Brussels	Register to watch the recording

Microsoft Partner Confidential

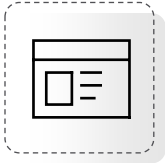
Useful Links (MCI)



Microsoft partner website:
<https://mspartner.microsoft.com>



Partner Incentives Reporting:
<https://partnerincentives.microsoft.com>



Partner Incentives portal:
<aka.ms/partnerincentives>



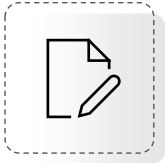
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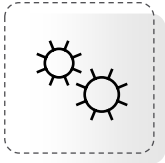
- FastTrack <http://aka.ms/fasttrackready>
- Microsoft 365 for Partner-
<https://www.microsoft.com/microsoft-365/partners/>



Partner Center tool:
<https://partner.microsoft.com/dashboard/mpn/overview>



Public Sector – Microsoft Licensing Terms and Documentation [website](#).



Partner Center Support:

- [Incentives-specific support](#)
- [Additional support](#)

• [Enrollment guide](#)

CO-SELL WITH MICROSOFT

12

Identify the type of help you'd like from Microsoft*

☐ No help required at this point of time ☐ Workload - specific value proposition ☐ Customer technical architecture ☐ Proof of concept / Demo ☐ Quotes / Licensing ☐ Post - sales customer success

☐ General or other

Would you like Microsoft sellers to view this deal?* [Learn more](#)

☐ Yes ☐ No

+ Invite Partner (Optional)

Workload - specific value proposition

Select the type of support you would like from Microsoft:

On the following slide, you'll find a diagram detailing the teams to which your opportunities are directed according to your selection.

If you select "No Help is required at this point of time" Microsoft will not see your opportunity.

12 **Select the type of support you require from Microsoft, and a Microsoft seller will be engaged.**

Select '**Proof of concept / Demo**' or '**Workload-specific value proposition**' options

If you don't invite Microsoft and create an engagement at this stage, **it will only be visible to your company.**

 More information : [Routing to sellers - Microsoft Sales Experience](#) | [Microsoft Learn](#)

Inbound to Microsoft Leads I Tip

Notes - What does good look like?

- **Indication of impact – consumption vs. license, service vs. product**
- **Customer decision maker, sponsor, budget owner, what part of the business are you talking to?**
- **Business challenge – if the solution does not make it obvious, also include solution area**
- Is there someone else at Microsoft you are already working with?
- Be precise about the “location” – i.e. the scope of your conversation especially with a large customer
- Source of opportunity – i.e. marketing campaign, existing relationship etc.
- Be open if you are building and early opportunity too

Key Resources | Modern Work

- [Modern Work for Partners - Co-Sell with Microsoft Partner Accelerators](#)
 - Contains CiaB, all available resources for our partners across all MW Solution Plays
- [Do More with M365 E3/E5 Landing Page](#) – Includes resources like email templates, briefing decks, delivery tutorial video as well as step by step guide
 - [Step-by-step guide for MCAPs partners](#)
- Direct Link to FY24 Partner Incentives Guide
 - [Partner Incentives \(microsoft.com\)](#)

Key Resources | Security

[Sentinel Migration and Modernization with Microsoft \(MSMM\)](#)

[MSMM Walking Deck](#) | [MSMM FAQ](#) | MSMM POE ([Small](#), [Medium](#), [Large](#))

Microsoft AI Cloud Partner Program

Public [blog post](#) about MAICPP. View the [Inspire session](#) with the announcement.

[Solutions Partner for Security](#) – Full Overview

[**Adjustment summary to the Solutions Partner for Security designation requirements](#)

[Microsoft Security Advanced Specializations](#)

Managed XDR Partner Investments

[Microsoft 365 & Security for Partners - Investing in Managed XDR Partner Success](#)

[MXDR Partner webcast](#) from July 2022 (still relevant 😊)

[Partner playbooks, newsletters, and guides \(microsoft.com\)](#)