



FY21 OCP partner investments and incentives

Partner Walking Deck
Current as of August 1, 2020



There are more ways than ever for partners to create new business opportunities. Microsoft Partner investment and incentive programs are designed to reward partners when they deliver strategic solutions to drive exceptional results for customers.

**Let's build,
innovate, and
grow together
to make more
possible.**



FY21 investment and incentives opportunities

We're focusing on customers' needs for cloud-based solutions



Enable new ways of working

We are prioritizing our programs to reward partners for increasing organizational productivity and transforming how teams work.

- Partners are rewarded for growing usage, increasing premium mix and driving new customers and seats of Microsoft 365.



Facilitate partner growth

We are adjusting our programs to help partners differentiate and enhance offerings to drive more value for customers. Greater incentive opportunities align with partners focused on:

- Value-add services and solutions that grow consumption and usage of cloud services.
- Growing managed services to differentiate and enhance offerings to drive more value with customers.
- Further validating capabilities through advanced specializations or the Azure Expert MSP program.



Accelerate customer digital transformation

We are rewarding partners for enabling and supporting customers' journey to the cloud.

- We recognize partners for staying connected with their customers and driving exceptional customer outcomes.
- Empower customers to succeed in digital transformation while driving usage, adding and retaining customers, and creating a foundation for sustainable growth.

FY21 investments and incentives focus

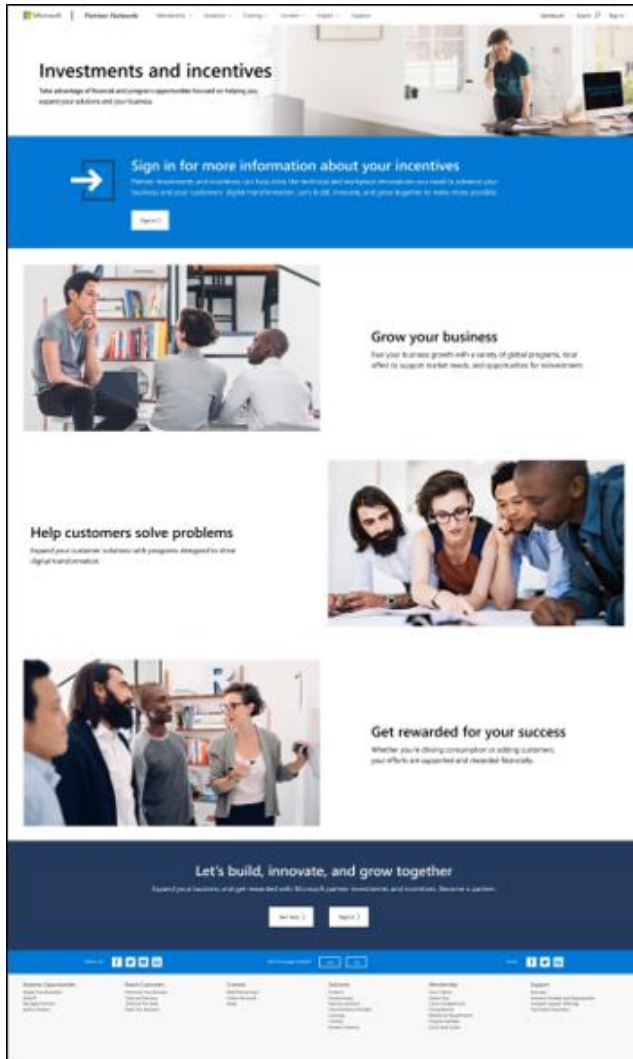
Across the portfolio, we are positioning the partner ecosystem for growth now and in the future by optimizing our programs to provide more flexibility and simplified earning opportunities



Summary of FY21 incentive program updates

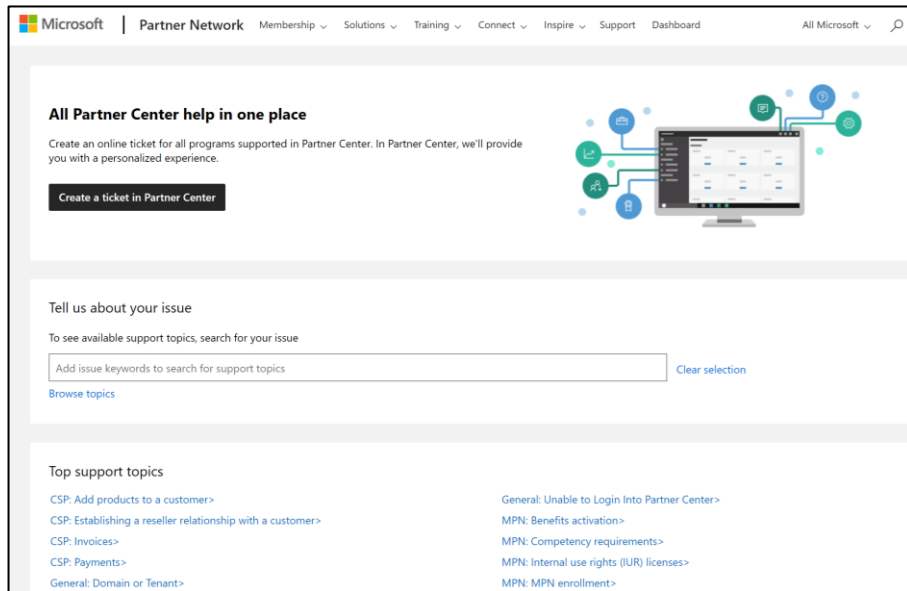
Cloud Solution Provider (CSP)	CSP Direct Bill Partners, CSP Indirect Providers, and Indirect Resellers: As part of our continued investment in the Cloud Solution Provider (CSP) program, we are extending most CSP incentive rates as well as expanding Accelerators to reward partners for driving revenue in strategic products and select markets.
Enterprise	As customers needs evolve, we are shifting our rewards towards advisory services and solutions that drive consumption and usage of cloud services and adjusting Enterprise incentive rates to move away from transaction-based activities and on-premises licenses.
Managed Reseller and Commercial Distributor	To provide continued partner stability and flexibility, Managed Reseller and Commercial Distributor incentives will remain the same, and FY21 earnings will be paid out as rebate.
Azure and Microsoft Commerce Incentive	On October 1, 2020, the Azure Incentive Program will merge with the Microsoft Commerce Incentive (MCI) Program, providing a streamlined and simplified earning opportunity for partners. Partners can earn more rewards when they develop and drive value with customers via Partner Admin Link (PAL).
OSU Business Applications	To provide continued stability and help partners continue growing usage and consumption on Microsoft Dynamics 365 and Power BI, the program will remain stable in FY21.
OSU M365	We are expanding the opportunities for recognizing and rewarding partners on the value they bring to customers. This year, OSU M365 incentives include an additional competency and access to more workloads for work on Meetings, Phone System and App development within Microsoft Teams.
Online Services Advisor (OSA)	With increased focus on Dynamics 365 customer adds, partners' earning opportunity will be higher on customer adds versus base rates.
Certified Software Advisor (CSA)	To continue supporting our on-premises partners' transition to the cloud, we will focus our CSA incentives on Software Assurance Renewals.
SPLAR/Hosting	As we continue to prioritize activities that support our customers on the cloud, incentive rates are slightly reduced. The SQL accelerator rate remains stable.
Surface	To provide stability for partners, there are minimal changes to the incentive structure including the addition of a Customer ADD Growth Accelerator.
Mixed Reality	To provide stability and continued growth in driving sales to end customers, incentive rates remain stable in FY21.

Resources



Microsoft partner website: <https://partner.microsoft.com>
Incentives page on the partner website: <aka.ms/partnerincentives>
Partner Center: <https://partner.microsoft.com/dashboard>

Support



Questions?

- For support, there are Incentives FAQs and links to relevant self-help articles available within the [Partner Center](#) support experience. If additional assistance is needed, you can create a support ticket within the Incentives Online Support Experience on [Partner Center](#).
 - For programs not on Partner Center, please visit [the Microsoft partner website](#).
- If you are experiencing difficulties signing into your Partner Center Account, additional assistance can be found [here](#).
- Step by step guidelines to access Incentives support are available [here](#).



Partners make more possible