



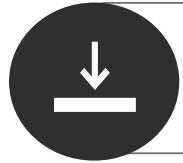
Sky's the Limit: Triple Play

New partner incentive

Nov 1 - Mar 31

US Only

Contents



Program Overview



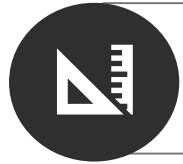
Office 365 / Microsoft 365 Lift-off



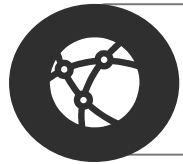
Dynamics 365 Lift-off



Azure Lift-off



Registration Tips & Tricks



Next Steps

Sky's the Limit: Triple Play

The One Microsoft Value



Our products are built to work together. Microsoft offers the widest range of products in the industry and integrates them into one, complete solution for your customers.



Modern Workplace

Modern Workplace helps your customers embrace cloud-based solutions so you can grow your practice, boost profitability, and set up your clients for success.



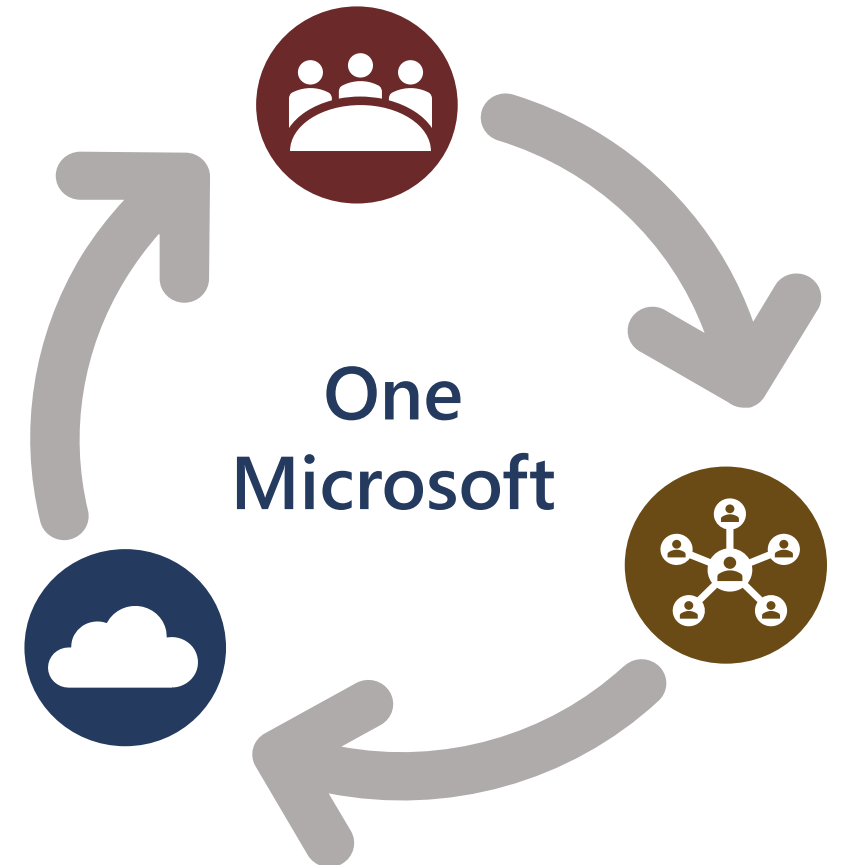
Business Applications

Business Applications unlocks new opportunities to drive digital transformation for your customers. Sales allows clients to predict customer needs and personalize engagements while Business Central gives them an all-in-one business management solution.



Azure

With Microsoft Azure, you can offer flexible cloud solutions to your small and medium sized customers to address their unique migration needs.



Sky's the Limit: Triple Play

The first ever limited-time partner incentive to span all three cloud solutions. Giving you the opportunity to accelerate in Modern Workplace, Business Applications and Azure by rewarding new customer adds and increased consumption.

Earn until March 31, 2020.

**Two programs. Three clouds.
Four ways to earn.**

-  Office 365 / Microsoft 365 Customer Adds
-  Dynamics 365 Business Central Customer Adds
-  Dynamics 365 Sales Customer Adds
-  Azure Customer Consumption

**Earn up to
\$150K***

by maximizing your earnings on
all four incentives

* You may be eligible for up to \$150,000 in funding, subject to applicable terms and conditions.

Sky's the Limit: Triple Play



Earn up to \$150,000!*

First ever Partner incentive program spanning all three clouds!

Limited time incentive through March 31, 2020

Office 365 / Microsoft 365 Lift-off	Dynamics 365 Lift-off	Azure Lift-off
Earn up to \$30K by exceeding your Office 365 / Microsoft 365 new customer target.	Earn up to \$70K by exceeding your Dynamics 365 Sales (\$35K) and Business Central (\$35K) new customer targets.	Earn up to \$50K by increasing Azure customers consuming <\$500/month to >\$500/month in CSP Azure.
Eligibility		
US MPN only CSP SKUs / consumption only CSP Resellers (Direct and Indirect)		
Partner Registration closes January 31, 2020		

Learn more: <https://aka.ms/STLTriplePlay>

* You may be eligible for up to \$150,000 in funding, subject to applicable terms and conditions.

Sky's the Limit: Triple Play

How it works



- 1. Review the T&Cs**

There are two terms and conditions to review:

 - '365 Lift-off T&Cs': For Office 365 / Microsoft 365 & Dynamics 365 Lift-off incentives
 - 'Azure Lift-off T&Cs': For Azure Lift-off incentive

* You will be required to review both sets of T&Cs.
- 2. Register**

Register for all incentives simultaneously.

 - Only your organization's MPN Partner Admin (PC) or Global Admin (PMC) may sign you up for these incentives.

* You will be required to register for all incentives at once. This does not mean you have to engage in all four.
- 3. Receive targets**

Immediately receive targets after registering.

You will receive 4 targets:

 - Office 365 / Microsoft 365 customer add target
 - Dynamics 365 Business Central customer add target
 - Dynamics 365 Sales customer add target
 - Azure customer consumption target




4. Earn additional incentive \$\$!



Now through March 31, 2020 accelerate one, two or three cloud practices by adding new customers and / or increasing customer consumption.



A formation of four F-35 fighter jets flying in a V-formation against a bright, hazy sky. The jets are white with dark markings and are carrying various ordnance.

Office 365 / Microsoft 365 Lift-off Incentive Details

New partner incentive

Nov 1 - Mar 31

US Only

Office 365 / Microsoft 365 Lift-off



Effective Nov. 1, 2019
through Mar. 31, 2020

1 Purpose

Reward CSP incentive eligible partners for driving new Office 365 and Microsoft 365 customer adds purchased via CSP.

3 Need to know

- Earn up to \$3.5K per new Office 365 or Microsoft 365 customer if you meet or exceed your Office 365 / Microsoft 365 target
 - You will receive one target for Office 365 / Microsoft 365 skus
 - New customer must not have >\$250/month in revenue in prior Trailing 12 Months (TTM)
- Registration is required in order to participate
 - Partner must be enrolled in Partner Center by end of earnings period
- Payout per partner capped at \$30,000

2 Eligibility

- Direct providers and indirect resellers
- Net new commercial customers, all segments, sold through CSP
- Customer and seats must remain active through May 2020 for the partner to qualify for the incentive / their earnings

4 Incentive rates

Office 365 / Microsoft 365

SKUs	Rate / seat	SKUs	Rate / seat	SKUs	Rate / seat
Microsoft 365 Business	\$50	Office 365 Business Premium	\$35	Office 365 Business Essentials	\$10
Microsoft 365 E3	\$50	Office 365 E3	\$35	Office 365 Enterprise E1	\$10
Microsoft 365 E5	\$50			Microsoft 365 F1	\$10
Microsoft 365 E5 (w/out audio conferencing)	\$50			Exchange Online (Plan 1)	\$10
Office 365 Enterprise E5	\$50			Exchange Online (Plan 2)	\$10
Office 365 Enterprise E5 (w/out audio conferencing)	\$50			Office 365 Business	\$10
				Office 365 ProPlus	\$10

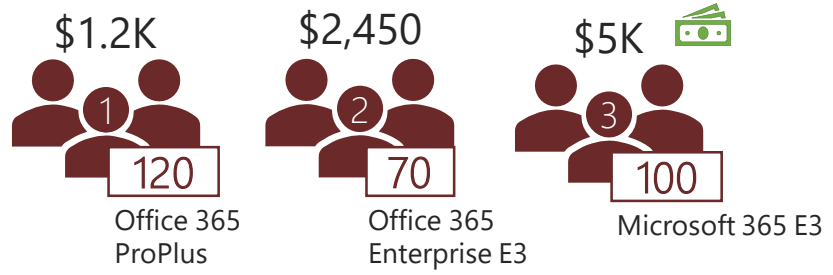
Office 365 / Microsoft 365 Lift-off

Examples of ways to earn



1 Meets target and earns

Customer Add Target: 3



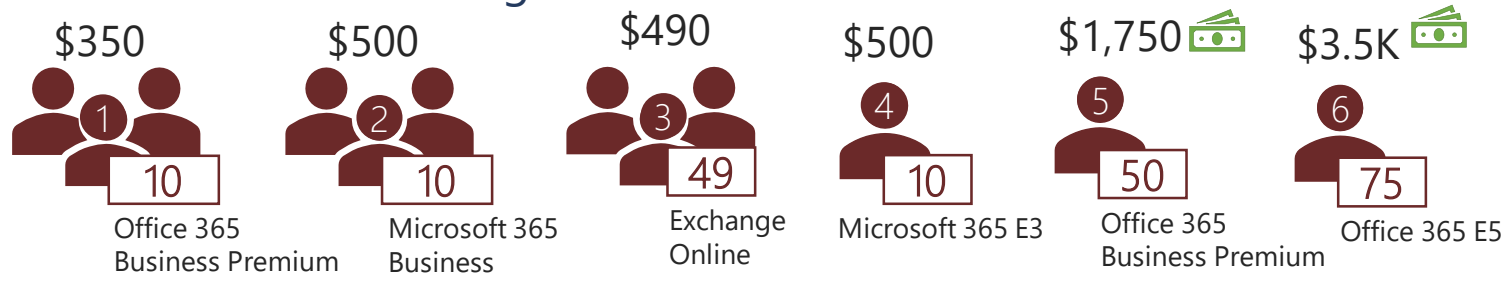
Customer Add Actuals: 1 ✓

Earned: 1
\$3.5K = **\$3.5K**

Partner met their target, they receive payout on the largest deal

2 Exceeds the customer adds target

Customer Add Target: 5



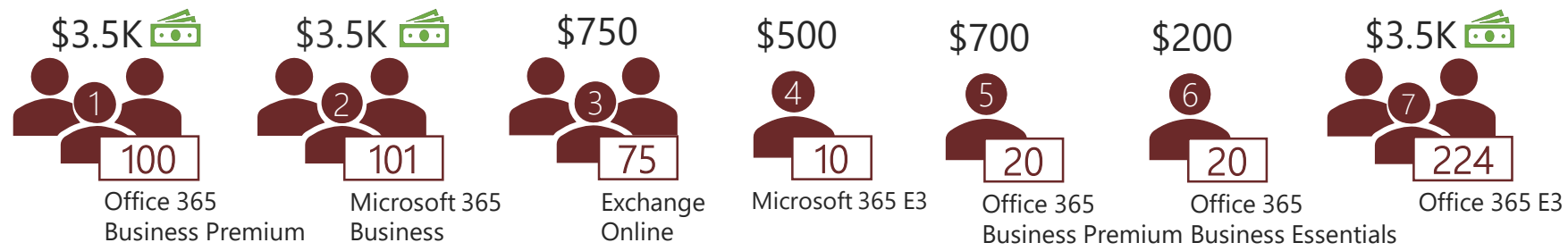
Customer Add Actuals: 6 ✓

Earned: 2
\$1.75K + \$3.5K = **\$5.25K**

Partner paid on the largest of the potential payouts

3 Exceeds their Modern Workplace target - gets paid on the largest deal sizes

Customer Add Target: 5



Customer Add Actuals: 7 ✓

Earned: 3
\$3.5K + \$3.5K + \$3.5K = **\$10.5K**

Partner paid on the largest of the potential payouts



Dynamics 365 Lift-off Incentive Details

New partner incentive

Nov 1 - Mar 31

US Only

Dynamics 365 Lift-off



Effective Nov. 1, 2019
through Mar. 31, 2020

1 Purpose

Reward CSP incentive eligible partners for driving new Dynamics 365 Sales and Dynamics 365 Business Central customer adds purchased via CSP.

3 Need to know

- Earn up to \$5.5K per new customer if you meet or exceed your Business Central or Sales targets
 - You will receive two targets, one for Sales and one for Business Central
 - New customer must not have >\$1K/month in revenue in prior Trailing 12 Months (TTM)
- Registration is required in order to participate
 - Partner must be enrolled in Partner Center by end of earnings period
- Payout per partner capped at \$35,000 per incentive

2 Eligibility

- Direct providers and indirect resellers
- Net new commercial customers, all segments, sold through CSP
- Customer and seats must remain active through May 2020 for the partner to qualify for the incentive / their earnings

4 Incentive rates

Business Central		Sales	
Business Central SKUs	Rate / seat	Sales SKUs	Rate / seat
Dynamics 365 Business Central Premium	\$300	Dynamics 365 Sales Enterprise	\$225
Dynamics 365 Business Central Premium (36 months)	\$300	Dynamics 365 Sales Enterprise (36 months)	\$225
Dynamics 365 Business Central Premium from DPL or Bus Ed (Qualified Offer)	\$200	Dynamics 365 for Sales Enterprise from SA from VL/DPL	\$150
Dynamics 365 Business Central Essential	\$200	Dynamics 365 Sales Professional	\$150
Dynamics 365 Business Central Essential (36 months)	\$200	Dynamics 365 Sales Professional (36 months)	\$150
Dynamics 365 Business Central Essential from DPL or Bus Ed (Qualified Offer)	\$125	Dynamics 365 Sales Professional (SMB Offer)	\$125
		Dynamics 365 for Sales Professional from SA from VL/DPL	\$100

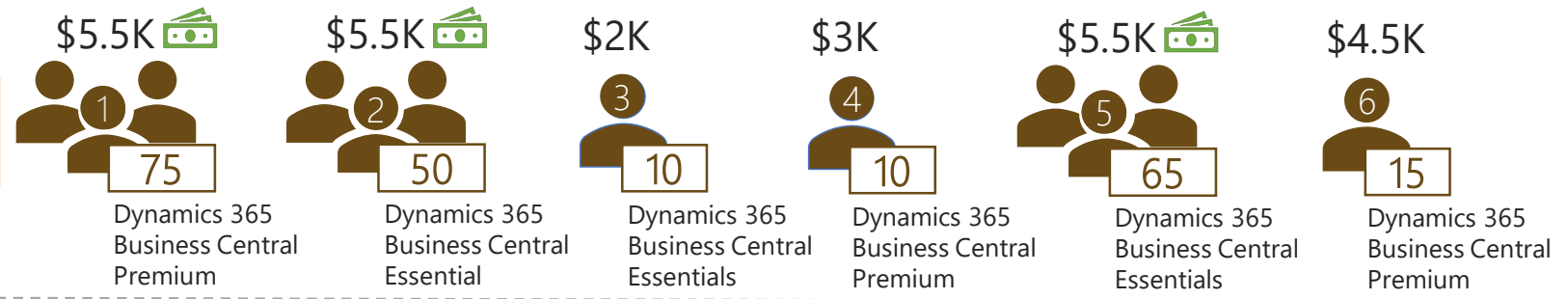
Dynamics 365 Lift-off

Examples of ways to earn



1 Exceeds their Dynamics 365 Business Central target - gets paid on the largest deal sizes

Customer Add Target: 4

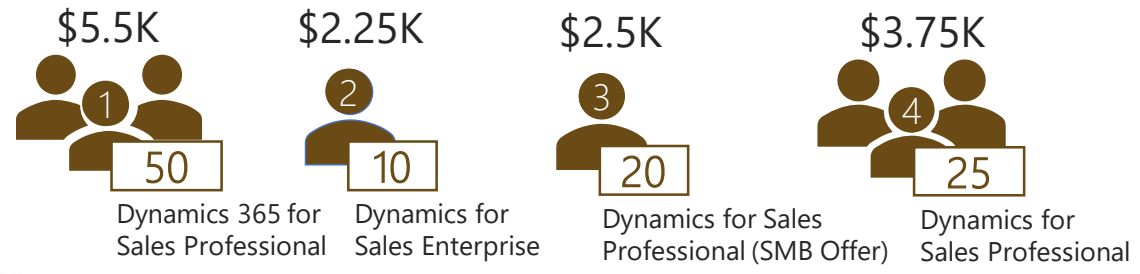


Customer Add Actuals: 6

Earned: 3
 $\$5.5K + \$5.5K + \$5.5K =$
\$16.5K
 Partner paid on the largest of the potential payouts

2 Does not meet their Dynamics 365 Sales target – no payout

Customer Add Target: 5

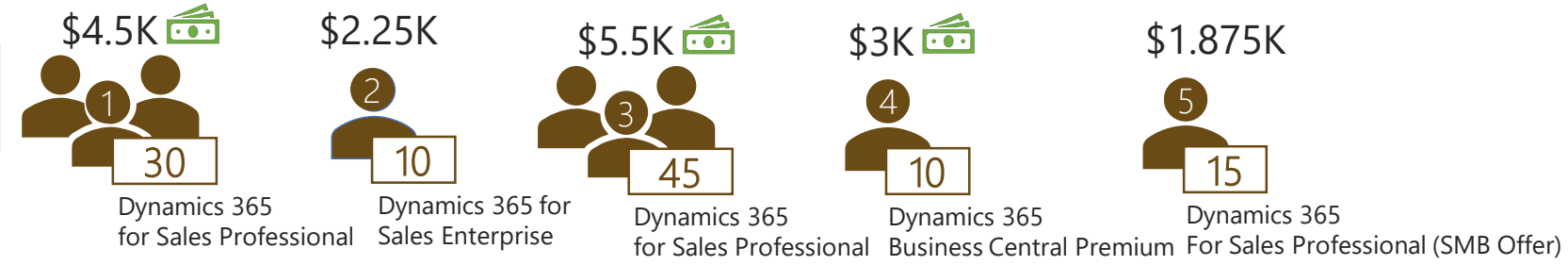


Customer Add Actuals: 0

Earned: 0
 $\$0 =$
\$0K
 Partner did not exceed their Sales target so no payout

3 Exceeds their Dynamics 365 Sales target - gets paid on the largest deal sizes

Customer Add Target: 3



Customer Add Actuals: 5

Earned: 3
 $\$4.5K + \$5.5K + \$3K =$
\$13K
 Partner paid on the largest of the potential payouts



Azure Lift-off Incentive Details

New partner incentive

Oct 1 - Mar 31

US Only

Azure Lift-off



Effective Oct. 1, 2019
through Mar. 31, 2020

1 Purpose

Reward CSP incentive eligible partners for driving new consumption of Microsoft Azure services that have been purchased via CSP

3 Need to know

- Earn a one-time \$500 payment for each customer that exceeds \$500 in monthly Azure consumption for the first time in the previous 12 months prior to Oct 1, 2019.
- Registration is required in order to participate
- Effectively adds a third tier to the Azure New Customer Incentive, increasing max payout to \$4,500 per customer
- Payout per partner capped at \$50,000

2 Eligibility

- Direct providers and indirect resellers
- New + existing commercial customers, all segments, sold through CSP
- Customer must drive \$500 consumption in single month; customer cannot have exceeded that threshold in previous 12 months

4 Incentive rates

Program

Rate

Azure Lift-off

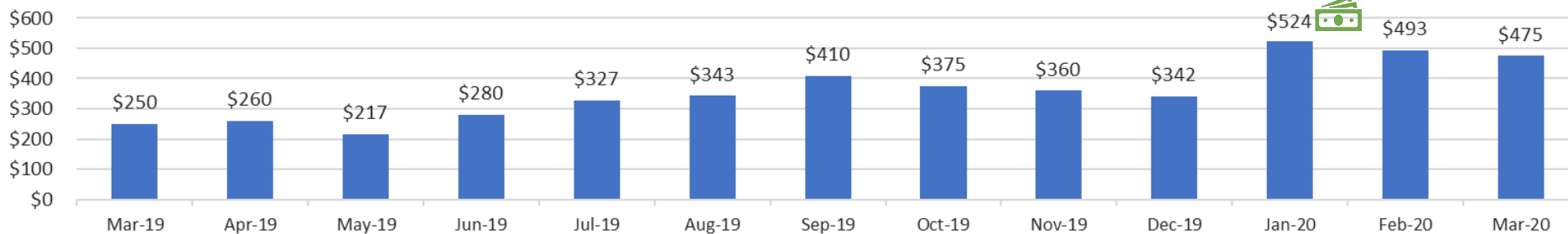
\$500.00 per customer

Azure Lift-off

Examples of ways to earn



1 'Customer A': Existing Azure customer who consumes >\$500 in Azure revenue

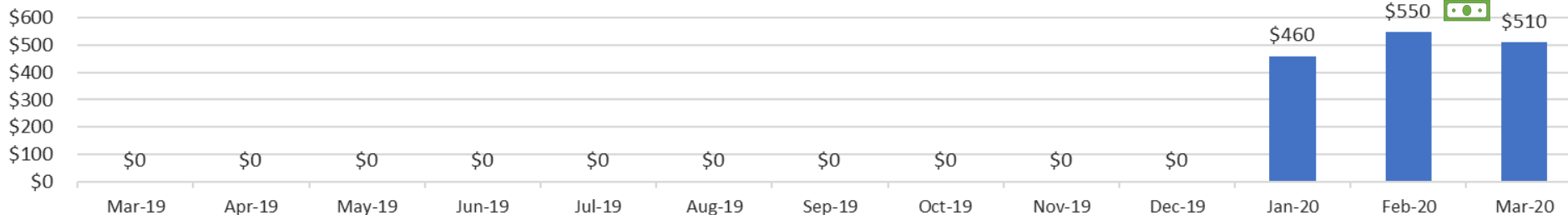


Consumption >\$500/month: Jan-20 ✓

\$500

Partner earns for driving >\$500 consumption in January

2 'Customer B': New Azure customer who consumes >\$500 in Azure revenue

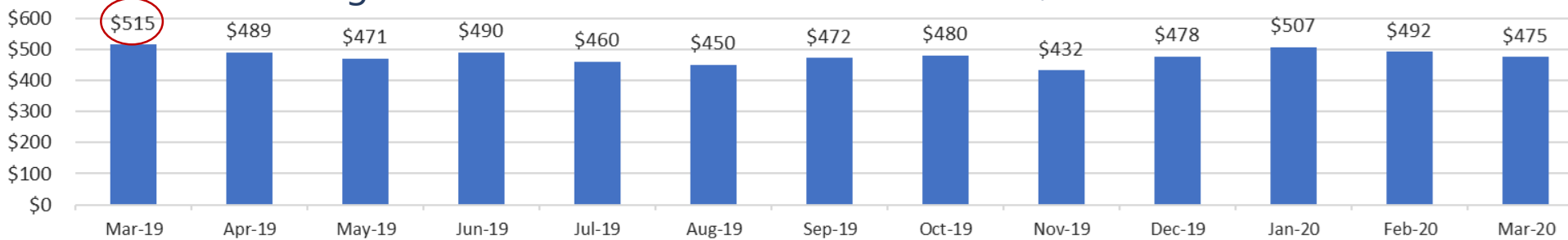


Consumption >\$500/month: Feb-20 ✓

\$500

Partner earns for driving >\$500 w/new customer consumption in February

3 'Customer C' Existing Azure customer who has consumed >\$500 in Azure revenue in TTM



Consumption >\$500/month: Mar-19 ✗

\$0

Customer had consumed \$ >500 in TTM prior to the incentive launch date



Sky's the Limit: Triple Play Registration Guide

Partners must register by
January 31, 2020!

Sky's the Limit: Triple Play Registration



Registration ends January 31, 2020!

If you click on the [registration link](#) and the T&Cs are displayed, congrats! You can now **accept the T&Cs and register for the offer.**



The screenshot shows a navigation menu with tabs: Profile, Membership & Training; Cloud Product Performance; Learning KPI; Customer Opportunities; Sky's the LIMIT; and Sky's the Limit: Triple Play (selected). The main content area displays the following text:

Office 365, Microsoft 365 and Dynamics 365 Lift Off
CAMPAIGN AGREEMENT ("Campaign Agreement")
FOR
[LC000006] - Office 365, Microsoft 365 and Dynamics 365 Lift Off ("Program")

OFFERED BY **AOC ROC ("Microsoft")** and/or
OFFERED BY **United States ("Microsoft")**

1. PROGRAM OVERVIEW

Microsoft extends to eligible partners the opportunity to participate in the Program referenced above subject to these Program Terms & Conditions ("Program Terms"). Each entity participating in the Program is hereinafter referred to as a "Participant." Participation in the Program is voluntary. The Program is governed by the Program Terms, which incorporate by reference the Microsoft Partner Network Agreement (as in effect between Microsoft and Participant, the "MPN Agreement"). Capitalized terms used but not defined in these Program Terms have the meanings assigned to them in the MPN Agreement. These Program Terms including payment processes are subject to local requirements and may vary by jurisdiction, and Participant retains sole discretion to set pricing for sales of applicable products. The Country-Specific Provisions, which set forth the applicable law,

Document 1 of 2
[Next](#)

Information on this site is confidential and subject to NDA and/or the confidentiality provisions in the Microsoft Partner Network Agreement. This information is made available on an as-is and as-available basis and is only intended for reporting only. It should not be used for calculating incentive. This information is to be accessed or viewed by authorized representatives of the Microsoft partner identified by 5292500 shown above. YOU MAY NOT DISCLOSE THIS INFORMATION TO ANY UNAUTHORIZED PARTY OR USE IT FOR ANY PURPOSE OTHER THAN IN FURTHERANCE OF YOUR MICROSOFT-RELATED BUSINESS WITH THE CUSTOMER IDENTIFIED ON ANY USAGE RELATED REPORTS.
Please report any concerns regarding the data appearing in this report to [MPN Help](#)

If you click on the registration link and the T&Cs are not displayed, you will see this black screen:



The screenshot shows a black error screen with the following text:

Membership How It Works Incentives Your Accounts and Reports Enroll Renew Dashboard

Revenue and Performance reporting requires permission from your Primary contact.

[Find your Primary contact >](#)

Follow Us [f](#) [t](#) [v](#) [in](#) [y](#) [g](#) Was this page helpful? Yes No Share [f](#) [t](#) [in](#)

This means you do not have the proper permissions to register for the offer. The permissions required to register for the offer are MPN Partner Admin if your organization is on Partner Center (PC) OR Global Admin if on Partner Membership Center (PMC).

To identify the MPN Partner Admin or Global Admin, follow these next steps



Sky's the Limit: Triple Play Registration



The permissions required to register for the offer are **MPN Partner Admin** if your organization is on **Partner Center (PC)** OR **Global Admin** if on **Partner Membership Center (PMC)**.

Your Primary Contact can identify the organization's MPN Partner Admin/Global Admin in one of two ways:

1 If you are on **Partner Center (PC)**, you are looking for your **MPN Partner Admin**.

1. Go to your Partner Dashboard.
2. Sign in with your Office 365 or Azure Active Directory account.
3. Click on the gear icon in top right-hand corner.
4. Click on the drop-down menu and select User Management.
5. Click on the All Users drop-down menu.
6. Select MPN Partner Admin to identify your organization's MPN Partner Admin.

OR

2 If you are on **Partner Membership Center (PMC)**, you are looking for your **Global Admin**.

1. Sign in with your Microsoft or personal account.
2. Click on Requirements & Assets.
3. Click on the Associated People
4. Find the Global Admin role.

* Note: There isn't an MPN Partner Admin role in PMC, so your Global Admin will be the one to accept the T&Cs and register for the offer.

If you still cannot identify your MPN Partner Admin (PC) or your Global Admin, your Primary contact will need to call the **Regional Service Center (RSC) at 1-800-676-7658**

1. Select Option 2 for program and benefits.
2. Provide your organization's shipping address, company phone number and MPN ID for verification.
3. RSC will provide the first name and the domain of the Global Admin (PMC) or the MPN Partner Admin (PC).
(For privacy reasons, they will not share the last name.)

Sky's the Limit: Triple Play Registration Troubleshooting



If you have confirmed you have the correct permissions (either [MPN Partner Admin \(PC\)](#) or [Global Admin \(PMC\)](#)) and are still seeing the black screen, try the following to ensure your login information is refreshed in the browser to avoid incorrect cached browser information.

If your MPN account is managed through
Partner Center (PC)

OR

If your MPN account is managed through
Partner Membership Center (PMC)

1. Be sure to use a recommended browser - Edge or Chrome.
2. Clear your browser cache and cookies and/or use InPrivate or another browser to resolve autologins.
3. Login to Partner Center with your MPN Partner Admin account to verify it is 1) the correct login and 2) it is an MPN Partner Admin account.
4. Choose "Work or School Account" instead of "Personal Account" when asked.
5. If your browser auto populates the login, clear all stored browser info including visited sites and passwords.
6. Try the Sky's the Limit - Triple Play registration by opening another tab within the same browser and continue with the registration.

1. Be sure to use a recommended browser - Edge or Chrome.
2. Clear your browser cache and cookies and/or use InPrivate or another browser to resolve auto-logins.
3. Login to Partner Membership Center with your Global Admin account to verify it is 1) the correct login and 2) it is a Global Admin account.
4. Choose "Personal Account" instead of "Work or School Account" when asked.
5. If your browser auto populates the login, clear all stored browser info including visited sites and passwords.
6. Try the Sky's the Limit - Triple Play registration by opening another tab within the same browser and continue with the registration.

Sky's the Limit: Triple Play Registration FAQ



Q: What is the responsibility of the Global Admin (PMC) or the MPN Partner Admin (PC) for my organization?

A: Responsibilities include 1) registration by accepting the T&Cs, 2) program education, 3) performance updates, and 4) banking information submission.

Q: How do I find my organization's Primary Contact?

A: When you attempt to register and receive the black screen, click on "Find your Primary Contact". The Partner profile page will open with the Primary Contact information.

Q: What if the Primary Contact is no longer with our organization, how can we assign a Primary Contact?

A: Call the Regional Service Center (RSC) at 1-800-676-7658 and select option 2 for program and benefits. Provide your organization's shipping address, company phone number and MPN ID for verification.

Q: Can the Primary Contact accept the T&Cs?

A: Only if the Primary Contact is also a Global Admin (PMC) or MPN Partner Admin (PC).

Q: Who has the ability to assign MPN Partner Admin (PC) permissions?

A: Only your organization's Global or Company Admins have permissions to assign the MPN Partner Admin permissions to a user.

Q: I accepted the program Terms and Conditions (T&Cs) and clicked submit, however did not receive a confirmation email, why?

A: The confirmation email is sent immediately after submitting the T&Cs acceptance. There may be slight delays (1-5 min) depending on email servers. If you have not received the confirmation email, be sure to check your junk email folder.

Q: When typing my name to accept the T&Cs, I receive the message, "Please enter your correct full name as displayed", how do I resolve this message?

A: The system will default the individual name and you must type the name as seen in the text box and then click submit.

Q: Can we change our organization's registered contact for this program?

A: No.

Q: Can any from my organization call the Regional Service Center (RSC) to verify the Global Admin (PMC) or MPN Partner Admin (PC), as long as they can verify our organization's shipping address, company phone number and MPN ID?

A: Yes, ideally it should be the Primary Contact or the Company Admin who calls. If not, the Primary Contact or Company Admin, the RSC will only provide limited information like role first name.

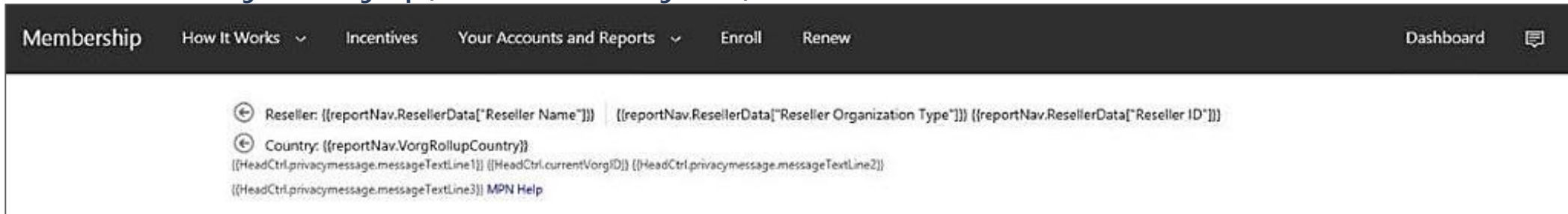
Sky's the Limit: Triple Play Registration FAQ



Q: As Company Admin, can I assign Global Admin (PMC) or MPN Partner Admin (PC) permissions to myself?

A: Yes, update your user permissions in the MPN portal where your account is managed – Partner Membership Center (PMC) or Partner Center (PC). If you need assistance, call the Regional Service Center (RSC) at 1-800-676-7658 and select option 2 for program and benefits. Provide your organization's shipping address, company phone number and MPN ID for verification.

Q: When I click on the "Sign in and sign up", I receive the following screen, how do I resolve this?



A: The recommended browsers are Edge or Chrome. If you are using Edge or Chrome already, try the following:


If your MPN account is managed through
Partner Center (PC)

OR

If your MPN account is managed through
Partner Membership Center (PMC)

1. Clear your browser cache and cookies and/or use InPrivate or another browser to resolve autologins.
2. Login to Partner Center with your MPN Partner Admin account to verify it is 1) the correct login and 2) it is a MPN Partner Admin account.
3. Choose "Work or School Account" instead of "Personal Account" when asked.
4. If your browser auto populates the login, clear all stored browser info including visited sites and passwords.
5. Try the Sky's the Limit - Triple Play registration by opening another tab within the same browser and continue with the registration.

1. Clear your browser cache and cookies and/or use InPrivate or another browser to resolve auto-logins.
2. Login to Partner Membership Center with your Global Admin account to verify it is 1) the correct login and 2) it is a Global Admin account.
3. Choose "Personal Account" instead of "Work or School Account" when asked.
4. If your browser auto populates the login, clear all stored browser info including visited sites and passwords.
5. Try the Sky's the Limit - Triple Play registration by opening another tab within the same browser and continue with the registration.



Sky's the Limit: Triple Play

Next Steps

Sky's the Limit: Triple Play

Next Steps



- ✈️ Understand the incentives: aka.ms/STLTriplePlay
- ✈️ Review the T&Cs and [Register today!](#)
 - *Registration closes 31st January 2020*
 - Only MPN Partner Admin (PC) or Global Admin (PMC) can accept T&Cs and view [targets](#)
- ✈️ Freshen up your skills and get marketing assets to help you win new customers.
 - ✈️ Modern Workplace: [SMB Modern Workplace Plays](#)
 - ✈️ Dynamics 365: [Business Central go-to-market resources](#) and [Sales go-to-market resources](#)
 - ✈️ Azure: [Azure within Reach page](#) and [Azure within Reach Learning Path](#)
- ✈️ Reach out to STLPromo@Microsoft.com for any help



Sky's the Limit: Triple Play
Thank you!

