

Incentive Offers

Renée Andres
Partner Channel Marketing Manager



Incentive Offer Übersicht

Zusätzlich zu bestehenden Incentives !

Managed und Unmanaged Partner



Office 365
Win New Customers!

Neukundenverträge



CRM Online
Attach CRMOL and Win!

Neu und Bestandskunden

MRI Partner



EMS
Attach EMS and Win!

Neu und Bestandskunden



SQL
Double the incentive and Win!

- Neu und Bestandskunden
- SMB Kundensegment

- Registrierung auf dem [Kampagnenportal](#) bis zum 01.06.2016
- Partner muss in den Microsoft Systemen als Partner of Record (POR) aufgeführt sein

Auszahlung per 30. Oktober in USD
100% Cashback

Keine Registrierung erforderlich

Auszahlung **50% als Coop** und **50% als Rebate**

Angebotslaufzeit vom **1. Februar bis 30 Juni 2016** – keine Weiterführung des Angebots – Starten Sie also noch heute!

Office 365 – Gewinnen Sie neue Kunden!

Earn up to **\$10k**

SKU	Incremental Earnings
E5	\$50 /seat
E4	
E3	
Office 365 BP	\$30 /seat
Office 365 ProPlus	
Office 365 Business	
E1/E2	\$15 /seat
Exchange Online	
Office 365 Business Essentials	
K1	

bereits rabattierte oder kostenlose Produkte sind von dem Incentive ausgeschlossen.

- [Terms & Conditions](#)
- [Frequently Asked questions](#)

Teilnahmebedingungen:

- Ausschliesslich Neukundenverträge auf **Office 365** (neuer tenant) incentiveberechtigt
- das Incentive beginnt **mit dem 4. abgeschlossenen Vertrag**.
- **Min. 5 seats** pro Kunde. **Max 50 seats** Auszahlung pro Kunde.
- **Min \$250** und **max \$10,000** Auszahlung pro Partner
- Endkunde muss das Produkt aktiviert haben und aktiv nutzen:
 - a) O365 aktiviert auf Gerät des Kunden
 - b) 50% der gekauften seats zeigen active usage auf min. einem O365 workload
- berechtigt sind **CSP und Open Lizenzen**
- **Ausschliesslich Resellers**. No distributors or other partner types.
- alle Kundenverträge müssen zum Zeitpunkt der Auszahlungsberechnung aktuell in den Microsoft Systemen sein

- bieten Sie in Neuverträgen immer erst Office 365 an
- planen Sie rechtzeitig einen Endkundenevent **und begeistern Sie Ihre Kunden mit einem attraktiven Angebot**

CRM Online – Attach and Win!

Earn up to **\$100k**

We help you grow your CRM Online business!

SKU	Incremental Earnings
CRM Online Professional	\$120 /seat
CRM Online Professional Add-On to O365	\$120 /seat

- **Basic und d Essential Produkte** exkludiert.
- **bereits rabattierte oder kostenlose Produkte** sind von dem Incentive ausgeschlossen.

- [Terms & Coditions](#)
- [Frequently Asked questions](#)

Teilnahmebedingungen:

- Incentiveberechtigt sind **Bestandes und Neukunden**.
- Auszahlung von **\$120 pro seat**.
- **Min 5 seats** pro Kunde. **Max 10 seats** pro Kunde.
- **Min of \$250** und **max \$100,000** Auszahlung pro Partner.
- Software muss innerhalb von 60 Tagen nach Kauf auf Geräte installiert sein
- berechtigt sind **CSP und Open Lizenzen**
- **Ausschliesslich Resellers**. No distributors or other partner types.
- alle Kundenverträge müssen zum Zeitpunkt der Auszahlungsberechnung aktuell in den Microsoft Systemen sein.

- **führen Sie aktive Upsell Gespräche mit Ihren bestehenden Office 365 Kunden**
- im Gegensatz zu Salesforce verfügt CRM Online über ein systemeigenes Outlook und Office. Es ist bis zu 40% günstiger, bietet einen kostengünstigen Speicher, darüber hinaus können die Mitarbeiter online und offline arbeiten. CRM Online bietet Social Analytics und Email Marketing Möglichkeiten.

Enterprise Mobility Suite – Attach and Win!

Earn up to **\$10k**

SKU	Incremental Earnings
Enterprise Mobility Suite (EMS)	\$15 /seat
EMS AddOnOpen	
EMS from SA	
EMS From SA G	
EMS Full	
EMS G	
EMS Open	
EMS USL G	

- **EMS-K SKU nicht incentiveberechtigt**
- **bereits rabattierte oder kostenlose Produkte sind von dem Incentive ausgeschlossen**

- [Terms & Conditions](#)
- [Frequently Asked questions](#)

Teilnahmebedingungen:

- Incentiveberechtigt sind **Bestandes und Neukunden**.
- Auszahlung von **\$15 pro seat**.
- **Min 5 seats** pro Kunde. **Max 50 seats** pro Kunde.
- **Min of \$250** und **max \$10,000** Auszahlung pro Partner.
- Software muss innerhalb von 60 Tagen nach Kauf auf einem Gerät installiert sein
- berechtigt sind nur **CSP und Open Lizenzen**
- Nur für **Managed partners** die im **Managed Resellers Incentive Program** teilnehmen. No distributors or other partner types.
- alle Kundenverträge müssen zum Zeitpunkt der Auszahlungsberechnung aktuell in den Microsoft Systemen sein.

Upsellmöglichkeiten bei Ihren O365 Kunden wenn:

- beschäftigen Ihre Kunden Mitarbeiter, die von einem Remotebüro oder in einer geografisch verteilten Arbeitsgruppe arbeiten?
- greifen diese Mitarbeiter auf mehrere Clouddienste zu?
- Benötigen Ihre Kunde eine gemeinsame Identitäts- und Zugriffskontrolle für jene geografisch verteilten Mitarbeiter?

SQL 2x CI – Double your incentives and Win!

Double your
Incentives

2X

Increase SQL Server sales and reduce SQL 2005 Installed base.

Annuity SKU	Current Earnings	Incremental Earnings	Total Earnings
SQL Premium	7%	2x	14%
SQL Standard	7%	2x	14%
SQL CAL	7%	2x	14%

Non-Annuity SKU	Current Earnings	Incremental Earnings	Total Earnings
SQL Premium	2%	2x	4%
SQL Standard	2%	2x	4%
SQL CAL	2%	2x	4%

- [Frequently Asked questions](#)

*Please see aka.ms/partnerincentives for details.

MRI Partner erhalten die doppelte Incentivierung auf SQL Umsätze:

- auf bestehende 7% bei Annuity Verträgen zusätzliche 7% = 14%
- auf bestehende 2% bei non-Annuity zusätzliche 2% = **4%**

Teilnahmebedingungen

- dieses Angebot gilt **ausschliesslich für SMB Kunden**
- die Ausschüttung erfolgt ab dem ersten Dollar Umsatz
- Es ist keine Registrierung erforderlich
- es gelten die Bestimmungen des Managed Reseller Incentive Programs

- überprüfen Sie Ihre Bestandskundenverträge > Der Support für SQL Server 2005 endet am 12. April 2016
- verfolgen Sie konsequent auslaufende Verträge
- beraten Sie Ihre Kunden in Richtung Annuity Verträge – sichern Sie sich wiederkehrende Umsätze. (Ihren Kunden können Sie somit bei der Senkung der Kapitalausgaben unterstützen)

SMB Sprint to the Finish Resources



- [Office 365 Terms and Conditions](#)
- [EMS Terms and Conditions](#)
- [CRM Online Terms and Conditions](#)
- [Cloud Services Dashboard – Active Usage Guidance](#)
- [Cloud Services Dashboard – Full User Guide](#)
- [All Partner Cloud Offers PPT](#)

- [MPN cloud offers landing page](#)
- [Registration portal for Office 365, CRM Online, and EMS](#)
- [Step-by-Step Guidance Digital Partner of Record](#)

MPN und Partner Trainings

Yannic Ganguillet
MPN Marketing & Partner Learning



Your Success is the Key to Entry

Unlock the benefits of partnership as your Cloud business grows

We offer competencies for Microsoft Office 365, Microsoft Azure and Microsoft Dynamics CRM that partners can qualify for through proven cloud performance.



Office 365	Cloud Productivity
	Small and Midmarket Cloud Solutions

Microsoft Azure	Cloud Platform
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Microsoft Dynamics CRM	Cloud Customer Relationship Management
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Enterprise Mobility Suite	Enterprise Mobility Management
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Grow your Cloud Business

Pass Technical Exams

Customer References & Satisfaction

- Unlimited cloud support
- Additional software licenses and Azure credits for development and test environments
- Partner incentives and access to special offers
- Guaranteed account management at the Gold level
- Priority placement in Pinpoint customer marketplace

Setting Partners Up for Success

Earn additional benefits and support by reaching these performance requirements:



Office 365	Cloud Productivity	2,000 active entitlements across any Office 365 workload (1,000 active entitlements in developing markets)	4,000 active entitlements across any Office 365 workload
	Small and Midmarket Cloud Solutions	40 seats sold with at least 4 new customers in last 12 months	250 seats sold with at least 25 new customers in last 12 months
Microsoft Azure	Cloud Platform	\$15K Azure Consumption within the previous 12 months (\$10K Emerging Markets)	\$100K Azure Consumption within the previous 12 months
Microsoft Dynamics CRM	Cloud Customer Relationship Management	150 assigned seats (75 seats in developing markets) in the last 12 months	450 assigned seats (225 seats in developing markets) in the last 12 months
Enterprise Mobility Suite	Enterprise Mobility Management	500 active users	2,000 active users

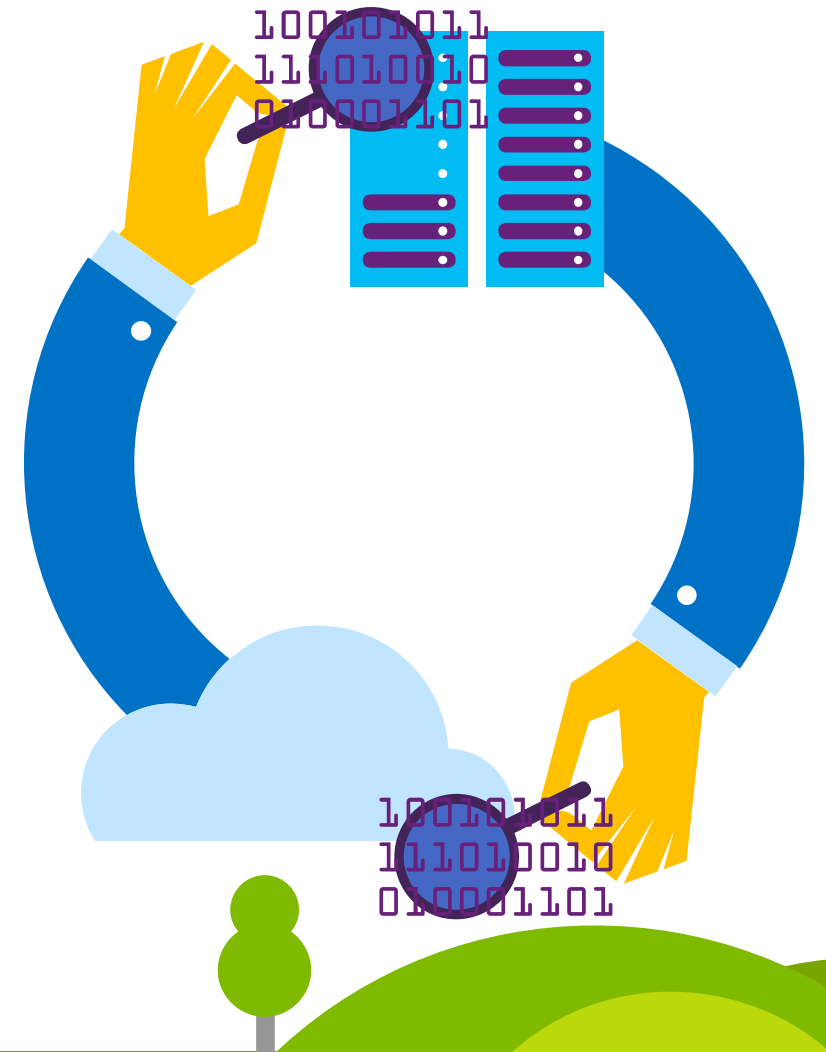
Get Credit for Your Cloud Sales

Hey, Deployment Partners!

Make sure you are the Digital Partner of Record for your customers cloud subscriptions.

This critical step ensures that your cloud deployment efforts qualify you for Incentives and MPN Cloud Competencies.

You can find all the information you need to get you and your customers started on the [Digital Partner of Record](#) landing page on MPN.



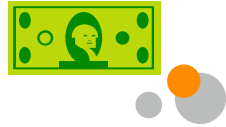
Not ready for Cloud Competency yet?

Consider joining
Microsoft Action Pack:
<http://aka.ms/MAPS>



Get the best
value for your
business

For \$475 USD a year*, you get Windows 10 Enterprise (Upgrade), Office 365, Enterprise Mobility Suite, Microsoft Azure , and other software to run your business.



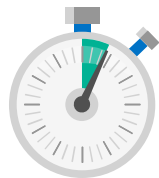
Increase your
profitability

Your sales and marketing teams can use Microsoft's latest technology to more effectively market and sell.



Enable you to
bring ideas
to life

The world-class developer tools in Action Pack, such as the Visual Studio Professional, enable you to create applications or solutions for your customers.



Go to market
faster

Go to market faster by using ready-to-go marketing campaigns, highlighting your solutions on pinpoint, and connecting to your Microsoft peers for practical advice.



Access
dedicated
support

Our technical support will ensure you can confidently serve your customers' needs.

*price varies by country

Partner Readiness at a Glance

Training Type	Start	Grow	Optimize
Business Development	Business School		
Sales	Meet Microsoft Online Webcasts Drumbeat Start	Drumbeat Grow	Drumbeat Optimize
Marketing	Modern Marketing (SmartMarketing) Modern Marketing Breakfasts (quarterly)		
Technical	Microsoft Learning Paths	ModernBiz Technical Series	Partner Practice Enablement Workshops Microsoft Official Curriculum

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Meet Microsoft Online Webcasts

Bi-weekly 45min Sales/Marketing (or Technical)
Webcast on different hot-topics with opportunity to
ask questions

- [24.3. Digital Marketing](#)
- [8.4. Cloud Solution Provider Program](#)
- More to come... Check the [Training calendar](#)

Drumbeat Sales Training Series



Start your business



Grow your business



Optimize your business

Drumbeat Start

On-demand Self-service level 100-200 **Sales** training on Office 365. The Drumbeat Start Webpage also host a CSP learning path, that covers a number of topics around to the CSP program.

Goal

Teach Sellers the basics on Office 365. At the end of Drumbeat Start training, you'll be able to answer these foundational questions: What is Office 365? What is the Office 365 partner opportunity? And how do I sell Office 365, and support my customers?

Drumbeat Grow

Is a 1 day **in-person sales** workshop that helps partner sellers build the core skills to transform thier converstaions with customers. The workshop includes a number of activities that enable your sellers to practice the techniques they learn throughout the day.

Goal

Help sellers evolve their customer conversations from talking about products to delivering a solution to meet a business need.

Drumbeat Optimize

COMING SOON!

Is a 1 day **in-person sales** workshop that helps partner sellers upsell solutions to scale their cloud business and showcases tools to help drive usage.

Goal

This workshops helps partners to deliver solutions based on a broader rang of Microsoft Products to most optimally meet a customers business needs.

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Modern Marketing Yammer Group

<https://www.yammer.com/mpnswitzerland/groups/digitalmarketingexchange>

The screenshot shows a Yammer group interface. At the top, the header reads 'Microsoft Partner Network' with a Swiss flag icon. Below this, the group name 'Digital Marketing Exchange' is displayed, along with a 'Joined' status and a settings icon. The main content area features a post by Alexandra Grozea, titled 'Advocacy: making your customer the hero in your marketing'. The post text discusses customer advocacy and lists six points for a good story: 1. Keep it short, 2. Keep it simple, 3. Make it memorable, 4. Keep it relevant, 5. Use facts, figures, and examples, and 6. Use customer testimonials. The post also includes a link to a document and mentions 'cc: Céline Kreyenbühl, Janaina Poeta, and Florentina Costache'. On the right side, there are sections for 'MEMBERS (109)', 'SEARCH', 'INFO', 'NETWORK RESOURCES', 'RELATED GROUPS', and 'ACCESS OPTIONS'. The left sidebar shows a navigation menu with various partner categories and their respective counts.

Microsoft Partner Network

Digital Marketing Exchange | Joined | Settings

UNREAD CONVERSATIONS 16 | ALL CONVERSATIONS | FILES | NOTES

Update | Poll | Praise | Announcement

Share something with this group...

Alexandra Grozea | Follow | 3 hours ago

Advocacy: making your customer the hero in your marketing

Customer advocacy is simply joining with your customers to promote your joint successes. The best way to achieve credibility is to show off your customer's experiences.

The structure of a good story

1. Keep it short
2. Keep it simple
3. Make it memorable
4. Keep it relevant
5. Use facts, figures, and examples
6. Use customer testimonials

Have a look at the document attached to learn more

cc: Céline Kreyenbühl, Janaina Poeta, and Florentina Costache

MEMBERS (109)

SEARCH

Search this group

INFO

Click here to edit this section.

NETWORK RESOURCES | Add

Add files or links that are important to this group.

RELATED GROUPS

Add a related group

ACCESS OPTIONS

Subscribe to this group by email

MICROSOFT PARTNER NETWORK - SWITZ...

- Reseller/System Integrator (Deut... 1
- Reseller/System Integrator (franç... 4
- Core Infrastructure Partner
- Swiss Direct CSP Partners
- Application Development Partner 9
- P-Seller 8
- WPC Swiss Delegation 4
- Business Productivity Partner 4
- Application Platform Partner 1
- Swiss Distribution 5
- Licensing Solution Partner (LSP) 4
- Dynamics Tech Community CRM 6
- Dynamics NAV Marketing Board
- Dynamics Partner 2
- All Network 2

Create a new group | Discover more groups

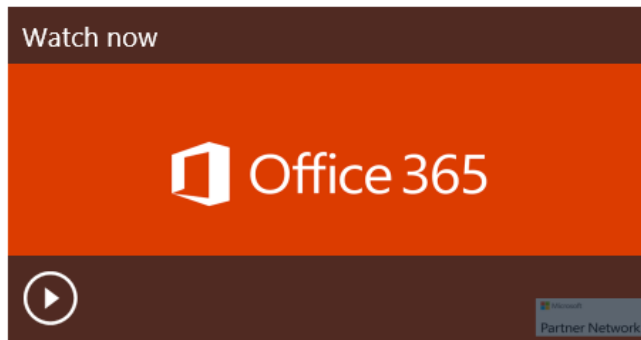
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Microsoft Learning Paths

[Available here](#)

MPN10689
IT Professional for Office 365 (MPN10689)



Overview	Syllabus	System requirements
Show all		Progress
Office Garage Series		100% complete
Office Garage Series		✓
Click the link		✓
Getting the Most out of Your Office 365 Trial		100% complete
Managing Office 365 Identities and Services		100% complete
Expanding Office 365 with Enterprise Mobility Suite		100% complete

Microsoft Training Platform that offers a range of free on-demand video training that is searchable according to:

- Competency
- Exam/Accreditation
- Product

The Platform hosts a number of trainings for various roles within your organization:

- Sales
- Marketing
- Technical
- Developer

Enables you to quickly find, consume and mark trainings relevant for you and the people in your organization.

ModernBiz Tech Series

A series of **in-person technical events** that include demos and Hands-on-labs and aim to teach IT pros the skills they need to build real-world solutions..

The content is built into tracks around the ModernBiz solutions:

- Business Anywhere (23.3.) cancelled
- Grow Efficiently (24.3.) cancelled
- [Safeguard your Business \(29.3.\)](#)
- [Connect with Customer \(6.4.\)](#)

Each track covers training on the products relevant for each solution provided to the customer including Office 365, Azure, CRM online and windows 10.



Partner Practice Enablement Workshops

Azure PPE

Duration: 2 days

Delivery Format: Instructor-led in person

Objective: Online or classroom technical training to drive level 200 to 300 technical enablement, to support the deployment of key Azure scenarios.

Audience: This training is for IT Professionals targeting Microsoft Azure for enterprise workloads and is relevant mainly for Infrastructure roles.

Dates:

- [23-24.3.](#)
- [30.5.-1.6.](#)

EMS PPE

Duration: 1-2 day

Delivery Format: In person

Objective: This training focuses on Microsoft's four Enterprise Mobility solutions included in the Enterprise Mobility Suite: Mobile Devices, Application & Data Management with Intune, Identity & Access Management with Azure Active Directory, Information Protection with Azure Rights Management Services.

Audience: Partners with existing competencies around devices and deployment, access and identity, management and virtualization, and Office 365 related competencies.

Dates: [29-30.3.](#)

Microsoft Official Curriculum

[Microsoft Learning](#)

MOC is in-depth, instructor-led **in-person** and **virtual** training.

It is **deep technical** training for IT pros, developers and students who are looking to master any of a broad range of Microsoft technology.

Each training is aligned to an **exam**, that students can take to test their skills and, once passed, display those skills to customers.

Exams can be bundled together to a wide range of **certification programs** designed to take your IT skills to the next level and **differentiate** them from the competition.

Find a Learning Partner in your region on [Microsoft Pinpoint](#)

Value of Certification



Have confidence
in your IT staff



Maximize your
investment
in technology



Keep your
team learning
and growing

Certification shows which candidates
have the necessary skills needed



Next steps

<https://www.microsoft.com/de-ch/partner-training>

<https://www.yamr>

<https://partner.microsoft>

The screenshot shows a Microsoft Partner Network page with a sidebar menu on the left and a main content area. The sidebar menu includes items like 'Startseite', 'Mitgliedschaft', 'PARTNER NETWORK - SWITZ...', 'Integrator (Deut...)', 'Integrator (franç...', 're Partner', 'Partners', 'Development Partner', 'Exchange', 'Boomende Mög...', 'Die Geschäftsstrategie', 'neue Technologien ein...', 'orm Partner', 'n Partner (LSP)', 'Community CRM', 'Marketing Board', 'oup', and 'group'. The main content area features a post by Patrick Seliner from the Dynamics Tech Community NAV, dated 3 hours ago, with the text 'Do you want to calculate Azure cost' and a link to a blog post. Below the post are options to 'LIKE', 'REPLY', and 'SHARE', and a 'Write a reply' button. Another post by Patrick Seliner from the Dynamics Sales Community is partially visible at the bottom.

The screenshot shows the Microsoft Partner Training Calendar for Switzerland. The page title is 'Partner Training Calendar' and the subtitle is 'Kalender für Partner-Trainings Microsoft Schweiz'. It includes a search bar and a description: 'Finden Sie Trainings und registrieren Sie sich. Unten finden Sie die nächsten Trainings in der Schweiz. Für das gesamte Trainingsangebot bitte gehen Sie auf die [Lernpfaden](#).' Below this is a filter section with dropdown menus for 'Period' (all time), 'Audience' (No filter applied), 'Technology' (No filter applied), 'Language' (No filter applied), 'Competency' (No filter applied), 'Partner type' (No filter applied), 'Provider' (No filter applied), and 'Format' (No filter applied). The 'Training overview' section shows a training event on 11/02/2016 titled 'Improving Operational Risk in Finance with Visio'. The event details include Audience: Sales, Technology: Office & Office 365, Location: Online, and Level: Unknown. The description states: 'Operational risk management (ORM) is a key issue for all financial institutions. It is one of the core pillars introduced with Basel 3 and Solvency 2. Operational Risk management requires a unique set of skills that involve the recognition, analysis, planning, control and management of risks that arise from day to day work in the financial services industry. Visio provides a cost effective tool to manage these steps. Visio provides a graphic data driven web enabled interface that can be developed into specific applications or simply configured to show specific scenarios. These help the risk manager to identify prospective or actual failure points (in real time) and deal with the issues faster.'

Mattias Seemann installed the iPad application.



Thank you!