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Dimension Data

**Microsoft**  
Partner Network

# Microsoft Online Services Advisor Incentives

FY13 PARTNER INCENTIVES | JULY 2012

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# Overview

Customers are increasingly transitioning to Cloud solutions for their productivity, desktop management and CRM applications. Microsoft Online Services, Office 365, Windows Intune and CRM Online, provide an easy way for customers to use these familiar applications in the Cloud. As customers make the journey into the Cloud, partners play a critical role in advising, consulting, selling and deploying Microsoft Online Services in addition to offering their own services to customers.

The Online Services Advisor Incentives reward eligible partners for selling and deploying Online Services and managing the end-customer relationship for Office 365, Windows Intune and CRM Online. Partners earn incentives for selling subscriptions purchased by customers through Microsoft Online Services Agreement (MOSA), and deployment of customer purchases through the Enterprise Agreements (EA). These offerings reward partners with one-time and recurring incentives, and develop a sustainable annuity business with Microsoft Online Services.

Incentives offered by Microsoft are only a small portion of the huge services opportunity that Cloud represents. Over the next four years, IT spending is expected to increase only slightly. However, Cloud spending is expected to double in the same time period. This industry-wide transition to the Cloud is creating huge business opportunities for partners to not only sell Microsoft Online Services, but also to build a sustainable and profitable Cloud business through value-added professional services.

As partners build and grow their Cloud business, the Microsoft Online Advisor Incentives reward them for acquiring new customers, deploying services and managing relationships with Microsoft Online services customers.

Incentives for Online Services Advisor reward partners for specific activities associated with selling, deploying and managing customer relationships:

- **Sell incentives** are earned by the sales of new Online Services subscriptions. Available only on sales made through MOSA/Web-Direct
- **Deploy incentives** are earned by the deployment of Office 365 (by having it assigned to a customer user), Windows Intune (as the Windows Intune agent gets downloaded), and/or CRM Online (the signing of the new seat) seats. Available only on deployment of Enterprise Agreement seats
- **Manage incentives** are earned for both MOSA/Web-Direct and Enterprise Agreement deals by assisting customers with questions on Microsoft Online Services and driving high customer satisfaction, leading to customer retention

Advisor partners will benefit from the FY13 Online Advisor rates and improvements starting October 10, 2012:

- New **Accelerators** reward Cloud Accelerate Partners with more incentives as they broaden their impact on Microsoft Online Services customers
- Addition of **Manage** incentives to the Deploy incentives to drive long-term customer engagement by partners
- Simplifying the partner incentives management experience by consolidating Sell and Deploy incentives

This guide provides details on eligibility, incentive structure, rates and payment terms of Online Services Advisor Incentives.

The terms for these incentives are from October 10, 2012 through June 30, 2013.

## Microsoft Online Services



Microsoft **Office 365** delivers the power of Cloud productivity to businesses of all sizes, helping to save time and money and free up valuable resources. Office 365 combines the familiar Office desktop suite with Cloud-based versions of next-generation communications and collaboration services from Microsoft: Exchange Online, SharePoint Online and Lync Online. Office 365 is simple to use and easy to administer – all backed by the robust security and guaranteed reliability customers expect from a world-class service provider.



**Windows Intune** is an all-in-one PC management solution that simplifies and helps businesses manage and secure PCs using Windows® Cloud Services and Windows 7. The Windows Intune Cloud services is an integrated Microsoft solution delivering Cloud-based management and security capabilities through a single Web-based console – so customer computers and users can operate at peak performance from anywhere. IT staff can remotely perform a number of essential management tasks, including Microsoft updates, malware protection, and inventory management, allowing IT and end-users to remain productive from virtually anywhere.



Microsoft **Dynamics CRM Online** delivers a fast, flexible and familiar customer relationship management solution for businesses looking to combine the power of online services with the richness of their everyday productivity applications. Microsoft CRM Online lets customers get to the application and data anywhere with the access to the web at a lower “getting started” cost to businesses.

## Microsoft Cloud Partner Programs

### Getting Started With Cloud Essentials

Cloud Essentials is the starting point for partners who would like to access the basics needed to get started in the Cloud, including training, online support marketing tools and Internal Use Rights (IURs).

Joining Cloud Essentials is simple: after signing the Microsoft Online Services Partner Agreement (MOSPA), just enroll in Cloud Essentials to start receiving benefits.



### Earning Additional Incentives through Cloud Accelerate

A partner increasing their engagement around Microsoft Cloud offerings will become eligible for, and enroll in, **Cloud Accelerate**. In addition to the recognition from Microsoft as a high-performance partner, Cloud Accelerate partners gain additional access to Office 365, Windows Intune and CRM Online services for internal use, targeted training, use of the Cloud Accelerate logo, associated marketing kits, a limited number of free advisory hours, access to tools for customer account administration and additional incentives.

Cloud Accelerate partners can also earn **Accelerators** over the Core Sell and Deploy incentives. Please refer to section Incentives Structure and Rates for more information.

# Partner Eligibility

## General Requirements

Partners that want to participate in Online Services Advisor incentives must have (i) a current Microsoft Partner Network Agreement and (ii) sign the Microsoft Online Services Partner Agreement (MOSPA). Once the Agreement is signed, a partner may earn Sell and Manage incentives with MOSA/Web-Direct sales, or Deploy and Manage incentives with Enterprise Agreement deployments. A partner may not earn both sales and deployment incentives on the same deal.

Any partner that signs the Microsoft Online Services Partner Agreement can begin earning these incentives any time starting October 10, 2012. Prior to this date, the current FY12 incentives apply (see Appendix for FY12 rates).

## Accelerator Requirements

	MOSA	EA
<p>Through any combination of sell or deploy:</p> <ul style="list-style-type: none"> <li>Across 3 services</li> <li>Microsoft Office 365</li> <li>Windows Intune</li> <li>Microsoft Dynamics CRM Online</li> <li>3+ deals; and</li> <li>150+ seats cumulative</li> </ul> <p>Advisor (MOSA) Sold seats</p> <p>Advisor (EA) Deployed seats</p> <p>Academic Deployed seats</p>	<p><b>Tier B 2500+</b></p> <p>2500+ cumulative seats sold</p>	<p>2500+ seats under EA; and 70% deployment per deal</p>
	<p><b>Tier A 500-2499</b></p> <p>500-2499 cumulative seats sold</p>	<p>500-2499 seats under EA; and 70% deployment per deal</p>
<p>Cloud Accelerate</p>	<p>All Advisor seats sold by CA partners in FY13</p>	<p>70% deployment attainment per deal within 6 mos. of partner association</p>

Partners must be enrolled in Cloud Accelerate to qualify for Online Services Advisor Accelerators. In addition to the Cloud Accelerate requirements, partners must sell 3 deals and 150+ seats to start earning Accelerators. The seat requirements can be achieved through:

- Advisor seats sold
- Advisor seats deployed
- Academic seats deployed

Cloud Accelerate partners must meet additional requirements to earn incentives, outlined in the graphic on the left. Additional information is available in the Incentive Structure & Rates section.

# Eligible Revenue

Incentives are paid as a percentage of eligible revenue. Eligible revenue includes first year revenue for the Sell or Deploy incentives, as charged by Microsoft to the customer. Eligible products are summarized in the Appendix.

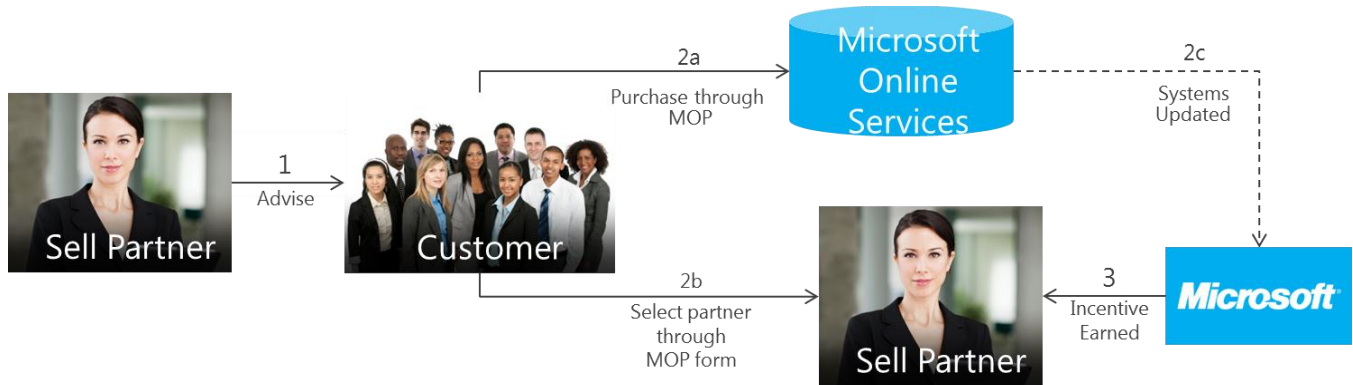
### Revenue Not Included

- Deals involving Government customers within Public Sector in some geography do not qualify for Online Services Advisor incentives due to government regulations.
- Trial subscriptions and beta subscription product types

# Earning Incentives

## MOSA/Web-Direct

Partners assist customers purchasing Microsoft Online Services through the Microsoft Online Portal (MOP). They ensure customers are informed and supported throughout the sales process.



For the Advisor partner to earn incentives, the customer makes a purchase and simultaneously designates the advising partner as the Partner of Record (POR) for each Online Service. A customer can select one partner for Office 365, another for Windows Intune and a third one for CRM Online, or choose the same partner for all three. Once associated to the sale, a partner begins earning incentives. If the partner is a **Cloud Accelerate** partner, the partner may earn Accelerators on Office 365 and Windows Intune, as described in a subsequent section. No Accelerators are available for CRM Online through the FY13 Online Advisor Incentives.

## Enterprise Agreement

Customers can also purchase Online Services through their Microsoft Enterprise Agreement. In this case, Advisor partners can earn incentives by helping customers deploy Microsoft Online Services.



To earn the Deploy incentive, the partner and customer sign and submit a form. For details, refer to the **Online Services Advisor Execution Guide**.



A customer can select one partner for Office 365 Deploy and another for Windows Intune EA or CRM Online Deployment, or choose one partner for all. Once associated as the deployment partner, and once the deployments occur, a partner begins earning incentives. If the partners are Cloud Accelerate partner, that partner may also earn additional incentives on Office 365 and Windows Intune as described in a subsequent section.

A LAR that sold an EA can qualify to become the Partner of Record for Deploy provided it has the services capability and that the customer approves the request.

## Incentives Structure and Rates

The Online Services Advisor Incentives are earned upon selling or deploying Microsoft Online Services seats. These incentives are earned on the full-year value for each sold or deployed seat.

In addition, partners earn Manage incentives which are earned monthly on the customer installed base, as a percentage of the monthly value for that Microsoft Online Services seat.

### MOSA/Web-Direct

	Sell	Sell Accelerators	Manage (recurring)
	Earn a percentage of first year revenue for each seat sold	Earn additional accelerators for selling more	Earn recurring fee for managing customer relationship
O365 & Intune	Sell Core	12%	4%
	CA 150-499 seats	Tier A 500-2499 seats	Tier B >2500 seats
	+4%   +2%   +1%		Manage (Recurring)
CRMOL	Sell** Core	26%	4% Manage (Recurring)

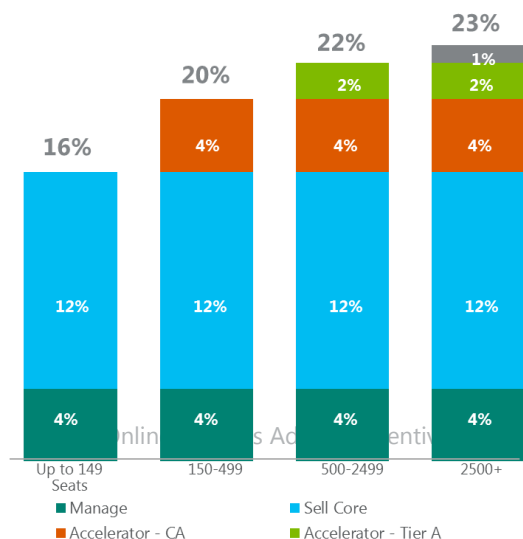
\*\* Effective July 1, 2012-December 31, 2012 Sell/Deploy 24%, Manage 6%. Effective January 30, 2013-June 30, 2012 Sell/Deploy 26%, Manage 4%.

### Enterprise Agreement Rates (EA)

	Deploy	Deploy Accelerators	Manage* (recurring)
	Earn a percentage of revenue for each seat deployed	Earn additional accelerators for high deployment	Earn incentives for managing a long-term relationship
O365 & Intune	Deploy Core	12%	4%
	CA 150-499 seats	Tier A 500-2499 seats	Tier B >2500 seats
	+4%   +2%   +1%		Manage* (Recurring)
CRMOL	Deploy Core	26%	4% Manage (Recurring)

\* Manage incentives are available for a maximum of 3 years

### MOSA/Web-Direct Details



#### Core Sell Incentive

An eligible partner associated with a Microsoft Online Portal (MOP) sale can earn Sell incentives for each seat of Office 365, Windows Intune or CRM Online sold through the Microsoft Online Portal.

A maximum payout limit of \$100K per customer per partner will apply across combined Sell and Accelerator incentives. The payout limit will apply within the Microsoft fiscal year. The

new Microsoft fiscal year (FY13) starts July 1, 2012 and ends Jun 30, 2013.

### Office 365 and Windows Intune Sell Accelerators

In addition to the Core Sell Incentive, **Cloud Accelerate Partners** are eligible to earn 4% to 7% as **Accelerators** after selling to 3 different customers and more than 150 cumulative seats. On the launch date of October 10, 2012, each partner Accelerator level will be determined as follows:

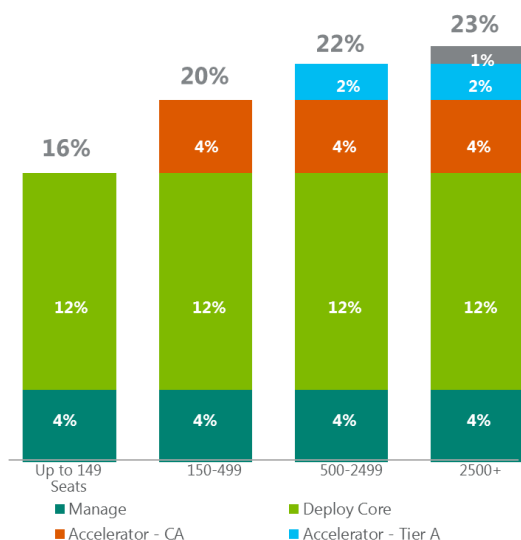
- Cloud Accelerate partners automatically earn a **4% Accelerator** on new seats sold after July 1, 2012, **up to 499 cumulative seats**.
- Cloud Accelerate partners that have sold **500 cumulative seats or more** after July 1, 2012 automatically earn **2% more** on the initial 499 seats sold, and a **total of 6% on every new seat 500 to 2,499**.
- Cloud Accelerate partners that have sold **2,500 cumulative seats** after July 1, 2012 automatically earn 1% more on the initial 2,499 seats sold, and a **total of 7% on every new seat beyond 2,500**

### Manage Incentives

The **Manage** incentive is earned based on the number of existing seats purchased by a customer through MOSA/Web-Direct starting October 10, 2012. Manage incentives are recurring, and the partner continues to earn as long as the customer subscription remains current.

MOSA/Web-Direct Manage incentives are calculated on a monthly basis, at the end of the month, at the rate of 1/12 the estimated yearly rate.

## Enterprise Agreement Details



Eligible partners can earn incentives for each Office 365, Windows Intune or CRM Online Service seat deployed on an EA when they are associated with the EA as the deployment partner by using the Online Services Advisor form available in the Online Services Advisor Execution Guide, or on the Microsoft Partner Network - <https://mspartner.microsoft.com/en/us/Pages/Membership/Downloads/online-services-advisor-attach-form.aspx>

The one-time Deploy incentive is based on the full first-year value of a deployed Online Services seat, and is earned as the deployment of a seat as detected in Microsoft Online Services operational systems.

### Core Deploy Incentive

Once an eligible partner is associated with an EA, the partner earns the core 12% Deploy incentive for each EA seat of Office 365, Windows Intune or CRM Online deployed.

A maximum payout limit of \$100K per customer per partner will apply across combined Deploy and Accelerator incentives. The payout limit will apply within the Microsoft fiscal year. The new Microsoft fiscal year (FY13) starts July 1, 2012 and ends Jun 30, 2013.

### Office 365 and Windows Intune Deploy Accelerators

Cloud Accelerate Partners can also earn in addition to the Core Deploy incentives, for deploying seats of Office 365 and Windows Intune for a customer. It is important to note here that Deploy incentives are paid on per customer basis and not cumulative deployed seats as in the case of the Sell Accelerators for MOSA/Web Direct.

On October 10, 2012, each partner will be evaluated to determine their Accelerator level:



- Once 70% of seats are deployed on a **150-499 online seat EA within the 6 months of partner association**, the Cloud Accelerate partner earns a **4% Accelerator** on all seats deployed on this EA after July 1, 2012. *This partner earns a total of 16% incentives (Deploy + Accelerator) on the deployed seats of this EA.*
- Once 70% of seats are deployed on a **500-2499 Online seats EA within the 6 months of partner association**, the Cloud Accelerate partner earns a **6% Accelerator** on all seats deployed on this EA after July 1, 2012. *This partner earns a total of 18% incentives (Deploy + Accelerator) on the deployed seats of this EA.*
- Once 70% of seats are deployed on a **2,500 or more Online seats EA** within 6 months of partner association, the Cloud Accelerate partner earns a 7% accelerator on all seats deployed on this EA and earns the same accelerator on every seat beyond 2,500, on the all seats deployed on this EA after July 1, 2012. *This partner earns a total of 19% incentives (Deploy + Accelerator) on all deployed seats.*

### Manage Incentives

Starting October 10, 2012 partners can earn incentives for managing the EA customer subscriptions with which they are associated for up to a maximum of three years, as long as the EA remains current. The three-year period starts with the date of the partner association with the EA. For Agreements started before October 10th, 2012, the three-year period starts on October 10, 2012.

The **Manage** incentive is based on the estimated monthly billing of all deployed seats for a customer EA-based subscription. Manage incentives are calculated on a monthly basis, at the end of the month, at the rate of 1/12 the estimated yearly rate.

## Payment & Reporting

### Calculation Schedule

Type	Based on	How Often	When
<b>MOSA/Web-Direct</b>			
<b>Sell</b>	Percentage of full-year revenue* for each seat sold	One-time at sale	25 <sup>th</sup> of each month
<b>Accelerator</b>	Percentage of full-year revenue for each seat sold	One-time at accelerator attainment	25 <sup>th</sup> of each month
<b>Manage</b>	Percentage of monthly revenue for each seat sold	Monthly	25 <sup>th</sup> of each month
<b>Enterprise Agreement</b>			
<b>Deploy</b>	Percentage of full-year revenue for each seat deployed	One-time at sale	28 <sup>th</sup> of each month
<b>Accelerator</b>	Percentage of full-year revenue for each seat deployed	One-time at accelerator attainment	28 <sup>th</sup> of each month
<b>Manage</b>	Percentage of monthly revenue for each seat deployed	Monthly	28 <sup>th</sup> of each month

\* Revenue = Seats \* List Price

## Payment Schedule

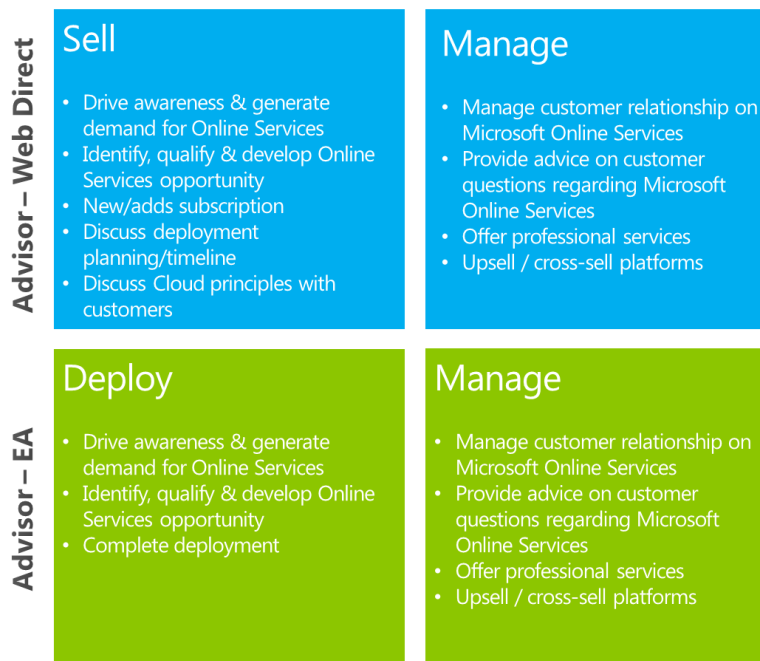
Type	How Often	Expect payment within
<b>Core Sell</b>	One-time at sale	45 days after calculated
<b>Sell Accelerator</b>	One-time at attainment	
<b>Sell - Manage</b>	Monthly	45 days after calculated
<b>Core Deploy</b>	One-time at sale	
<b>Deploy Accelerator</b>	One-time at attainment	
<b>Deploy- Manage</b>	Monthly	

All incentives are paid in local currency and disbursed monthly, paid 45 days after the end of the month in which incentives are calculated. Partners may receive payments through bank details or wire transfers. **Payments are made more quickly if they are made via wire transfer.** Partners share their bank details with the Regional Operations Center to get paid.

## Reporting

Each month, Online Services Advisor partners will receive a statement of deals the partner has closed or has pending. The partner can also view the statements online, through the Partner Dashboard.

## Incented Partner Activities



## Business Rules & Compliance

### Keeping MOSPA Current

Having a current MOSPA in place is a requirement for receiving incentive payments. After a MOSPA expires, a partner can receive payments during a 30-day grace period, after which incentives accrue, but are not paid. Once 90 days have passed after a MOSPA expires, the unpaid incentives are irrevocably forfeited.

## Changing MOSA/Web-Direct or Selling Partner

Partner who serves as an Online Services Advisor provide customers with the sales, support, and technical expertise to help them set up and maintain their subscription. A customer can add a partner at the time of purchase or at a later date. More information regarding changing partners can be found in the Execution Guide.

## Partner or Partner Affiliates as Customer

A partner or any partner affiliate entity is not eligible for Online Services Advisor incentives if they themselves are the customer for the Microsoft Online Services deal.

## Effect of Termination or Cancellation

In the event of termination of a subscription for MOSA/Web-Direct, on which Company is named as the Partner of Record, the incentives will only be paid for the last full calendar month in which the subscription or EA, as applicable, was active. If a Customer designates a new Partner of Record for a Subscription or EA, the new Partner of Record will receive the Manage incentive as of the effective date of the change in Partner of Record.

## 30-Day Requirement

No incentives will be paid if a customer opts-out within the first 30 days of the MOSA/Web-Direct or EA subscription.

## Date within Incentive Guide Terms

Only subscriptions recorded during the term detailed in this Online Services Advisor Incentive guide are eligible for incentives.

## Customer Non-Payment

Participating partners will be paid fees for the services rendered even in the case of customer non-payment or default.

## 70% Deployment Rate

Once in the Cloud Accelerate program, a partner can earn Accelerators for Deploy on an EA as long as 70% of the Office 365 or Windows Intune seats with which they are associated, are deployed within 6 months of the date of partner association. In cases of EAs where partner association happened prior to Oct 10, 2012, the 6-month period starts from Oct 10, 2012.

## Deploy Activity within 90 Days

If the deployment rate on an EA is less than 10% within 90 days of Deploy partner association, Microsoft reserves the right to remove the deployment partner without notice and inform the customer. At that time, the customer can choose a different partner to complete deployment or Microsoft may recommend a different partner to the customer.

# Performance Criteria

## MOSA/Web-Direct

Online Services Advisor partners are expected to perform activities that result in new sales of Microsoft Online Services. As part of the relationship management, partners must maintain regular contact with the customer and offer advice and help on Microsoft Online Services deployment and new seat adds on the existing subscriptions.

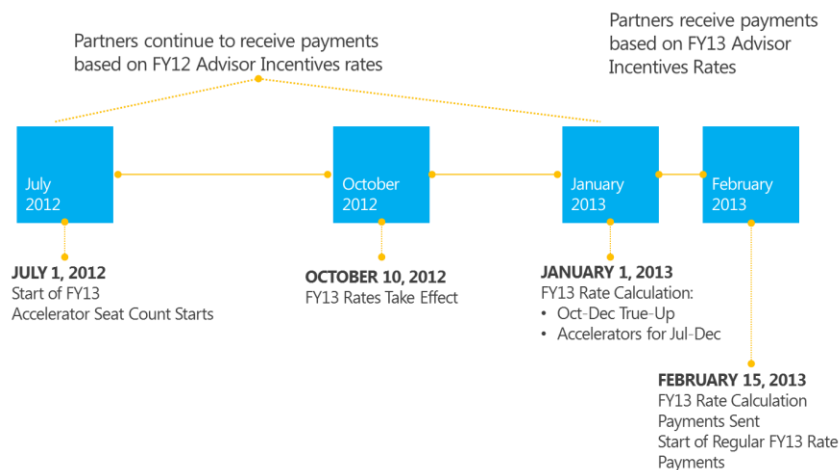
Partners are expected to drive a positive CPE with customers that result in low seat or subscription churn year over year.

## Enterprise Agreement

Online Services Advisor partners will work with EA customer to start deployment of Microsoft Online Services and encourage customers to start deployment as soon as feasible. As defined in the business rules section, if the deployment rate remains less than 10% within the first 90 days post the partner association, Microsoft may remove that partner and recommend a different deployment partner to the customer.

## Key Dates

- July-December 2012 – Partners will continue to earn and receive Advisor incentives based on the FY12 rates.
  - Accelerators will accrue between July 1, 2012 and January 2013 when the first payment based on FY13 rates will be made
  - EA Deploy Manage incentives will accrue between October 10, 2012 and January 2013, when the first payment based on FY13 rates will be made
- October 10, 2012 – FY13 Online Services Advisor Incentive rates begin to apply
- January 2013 – First payment based on the FY13 rates is calculated. Partners will receive a lump sum payment of all earned Accelerators from July through December in this payment.
- February 2013 – First FY13 statements and true-up payments released (note: no true-down will occur for FY13 Online Advisor Incentives)



## Incentives Calculation Examples

### Scenario: Cloud Essential Partner sells 100 seats of Office 365 through MOSA/Web-Direct

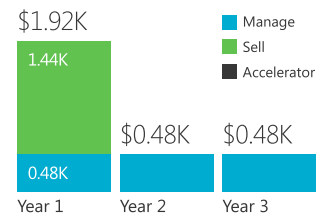


New seats sold: 100  
Total seats: 100  
Accelerator level: N/A  
Sell: \$1,440  
Accelerator: N/A  
Manage: \$40/month  
**Total Oct: \$1,480**

**Total year 1**  
Sell: \$1,440  
Accelerator: N/A  
Manage: \$480  
**Total year 1: \$1,920**

#### Incentive formulas

Sell Incentive = \$10/seat \* 12 months \* 100 seats \* 12%  
Manage Incentive = \$10/seat \* 100 seats \* 4%  
Accelerator Incentive = n/a  
12 months period starts in Oct



### Scenario: Cloud Accelerate Partner sells 600 seats of Office 365 through MOSA/Web-Direct in year 1



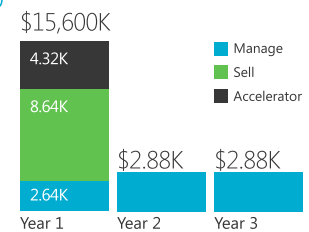
New seats sold: 400  
Total seats: 400  
Accelerator level: CA  
Sell: \$5,760  
Accelerator: \$1,920  
Manage: \$160/month  
**Total Oct: \$7,840**

New seats sold: 200  
Total seats: 600  
Accelerator level: Tier A  
Sell: \$2,880  
Accelerator: \$1,440  
Accel true-up for prior sold seats: \$960  
Manage: \$240/month  
**Total Jan: \$5,560**

**Total year 1**  
Sell: \$8,640  
Accelerator: \$4,320  
Manage: \$2,640  
**Total year 1: \$15,600**

#### Incentive formulas

Sell Incentive = \$10/seat \* 12 months \* 600 seats \* 12%  
Manage Incentive = \$10/seat \* 200 seats \* 4% (Oct-Dec), \$10/seat \* 600 seats \* 4% (Jan-Sep)  
Accelerator Incentive = \$10/seat \* 12 months \* 600 seats \* 6%  
Accelerator True up = \$10/seat \* 12 months \* 400 seats \* 2%  
12 months period starts in Oct



**Scenario: Cloud Accelerate Partner deploys 100 seats of Office 365 on 500 Online seat EA**

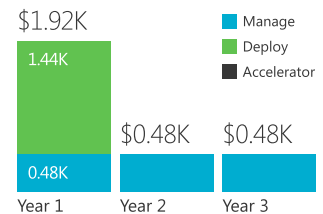


New seats deployed: 100  
Total seats deployed: 100  
Accelerator level: N/A  
Deploy: \$1,440  
Accelerator: N/A  
Manage: \$40/month  
**Total Oct: \$1,480**

**Total year 1**  
Deploy: \$1,440  
Accelerator: N/A  
Manage: \$480  
**Total year 1: \$1,920**

**Incentive formulas**

Deploy Incentive = \$10/seat \* 12 months \* 400 seats \* 12%  
Manage Incentive = \$10/seat \* 400 seats \* 4%  
Accelerator Incentive = \$10/seat \* 12 months \* 600 seats \* 4%  
12 months period starts in Oct



## Support and Resources

Partner Incentives Page on MPN:

<https://mspartner.microsoft.com/en/us/Pages/Membership/partner-incentives-program.aspx>

## Glossary

**CRMOL** – CRM Online

**EA** – Enterprise Agreement

**MOP** – Microsoft Online Portal

**MOSA** – Microsoft Online Services Agreement

**MOSPA** - Microsoft Online Services Partner Agreement

**OSA** – Online Services Attach

**POR** – Partner of Record



# Appendix

## Eligible Revenue SKU List

### MOSA/Web-Direct

Online Services	Sell Incentives	Manage Incentives	Accelerators
<b>Office 365</b>			
Exchange Online Archiving	12%	4%	4-7%
Office SharePoint Online Extra Storage	12%	4%	4-7%
Office 365 Plan E1	12%	4%	4-7%
Office 365 Plan E2	12%	4%	4-7%
Office 365 Plan E3	12%	4%	4-7%
Office 365 Plan E4	12%	4%	4-7%
Office 365 Plan K1	12%	4%	4-7%
Office 365 Plan K2	12%	4%	4-7%
Office 365 (Plan A3) for Students	12%	4%	4-7%
Office 365 (Plan A3) for Faculty	12%	4%	4-7%
Office 365 (Plan A4) for Students	12%	4%	4-7%
Office 365 (Plan A4) for Faculty	12%	4%	4-7%
Office 365 Plan P1	12%	4%	4-7%
Office Professional Plus	12%	4%	4-7%
Office Professional Plus for Faculty	12%	4%	4-7%
Office Professional Plus for Student	12%	4%	4-7%
Office Web Apps (with SharePoint Online Plan 1)			
Office Web Apps Plan 1 for Students	12%	4%	4-7%
Office Web Apps Plan 1 for Faculty	12%	4%	4-7%
Office Web Apps (with SharePoint Online Plan 2)			
Office Web Apps Plan 2 for Students	12%	4%	4-7%
Office Web Apps Plan 2 for Faculty	12%	4%	4-7%
Exchange Online Plan 1	12%	4%	4-7%
Exchange Online Plan 2	12%	4%	4-7%
Exchange Online (Plan 2) for Students	12%	4%	4-7%
Exchange Online (Plan 2) for Faculty	12%	4%	4-7%
Exchange Online Kiosk	12%	4%	4-7%
SharePoint Online Plan 1	12%	4%	4-7%
SharePoint Online Plan 2	12%	4%	4-7%
SharePoint Online (Plan 2) for Students	12%	4%	4-7%
SharePoint Online (Plan 2) for Faculty	12%	4%	4-7%
SharePoint Online Storage	12%	4%	4-7%
Lync Online Plan 1	12%	4%	4-7%
Lync Online Plan 2	12%	4%	4-7%
Lync Online (Plan 3)	12%	4%	4-7%
<b>CRMOL</b>			
Microsoft Dynamics CRM Online Professional	26%	4%	N/A
Microsoft Dynamics CRM Online Professional for	26%	4%	N/A
Microsoft Office 365			
Microsoft Dynamics CRM Mobile	26%	4%	N/A
<b>Windows Intune</b>			
Windows Intune	12%	4%	4-7%

### EA Deploy

Online Services	Sell Incentives	Manage Incentives	Accelerators
<b>Office 365</b>			
Exchange Online Archiving	12%	4%	4-7%

Office SharePoint Online Extra Storage	12%	4%	4-7%
Office 365 Plan E1	12%	4%	4-7%
Office 365 Plan E2	12%	4%	4-7%
Office 365 Plan E3	12%	4%	4-7%
Office 365 Plan E4	12%	4%	4-7%
Office 365 Plan K1	12%	4%	4-7%
Office 365 Plan K2	12%	4%	4-7%
Office 365 (Plan A3) for Students	12%	4%	4-7%
Office 365 (Plan A3) for Faculty	12%	4%	4-7%
Office 365 (Plan A4) for Students	12%	4%	4-7%
Office 365 (Plan A4) for Faculty	12%	4%	4-7%
Office 365 Plan P1	12%	4%	4-7%
Office Professional Plus	12%	4%	4-7%
Office Professional Plus for Faculty	12%	4%	4-7%
Office Professional Plus for Student	12%	4%	4-7%
Office Web Apps (with SharePoint Online Plan 1)			
Office Web Apps Plan 1 for Students	12%	4%	4-7%
Office Web Apps Plan 1 for Faculty	12%	4%	4-7%
Office Web Apps (with SharePoint Online Plan 2)			
Office Web Apps Plan 2 for Students	12%	4%	4-7%
Office Web Apps Plan 2 for Faculty	12%	4%	4-7%
Exchange Online Plan 1	12%	4%	4-7%
Exchange Online Plan 2	12%	4%	4-7%
Exchange Online (Plan 2) for Students	12%	4%	4-7%
Exchange Online (Plan 2) for Faculty	12%	4%	4-7%
Exchange Online Kiosk	12%	4%	4-7%
SharePoint Online Plan 1	12%	4%	4-7%
SharePoint Online Plan 2	12%	4%	4-7%
SharePoint Online (Plan 2) for Students	12%	4%	4-7%
SharePoint Online (Plan 2) for Faculty	12%	4%	4-7%
SharePoint Online Storage	12%	4%	4-7%
Lync Online Plan 1	12%	4%	4-7%
Lync Online Plan 2	12%	4%	4-7%
Lync Online (Plan 3)	12%	4%	4-7%
<b>CRMOL</b>			
Microsoft Dynamics CRM Online Professional	26%	4%	N/A
Microsoft Dynamics CRM Online Professional for Microsoft Office 365	26%	4%	N/A
Microsoft Dynamics CRM Mobile	26%	4%	N/A
<b>Windows Intune</b>			
Windows Intune	12%	4%	4-7%
Windows Intune Add-On	50%	4%	4-7%

\* Incentive rate is 50% for Windows Intune Add-On Subscriptions when Customer signs a new Enterprise Agreement that also includes new Windows 7 Enterprise Upgrade license.

## FY12 Online Services Advisor Rates

		Sell	EA Deploy	Manage
MOSA /Web	Office 365 & Intune	12%	--	6% (recurring)
	CRMOL	34%	--	6% (recurring)
EA	Office 365 & Intune	--	12%	--
	CRMOL	--	--	--