



Power Up for Resellers and Direct CSPs

FY17 Cloud Incentives

We are pleased to announce the CSP Power Up incentives for Resellers and Direct CSPs. Between February 1st and June 30th, 2017, you can earn incremental incentives for sales of Microsoft Office 365, Enterprise Mobility Suite, Dynamics 365, and Azure.

CSP Cloud Power Up offer is designed to help you increase your profitability, acquire new cloud customers, sell premium SKUs, and cross sell new cloud services. This offer is eligible for CSP only.

Offer Overview

- Partners Type: All Managed or Un-Managed Resellers and Direct CSPs only
- Customer segments: All customer segments
- License Types: Cloud Solution Provider (CSP) only
- Order Types: New tenants for O365, EMS, D365, and Azure
- Threshold & Criteria:
 - Reseller must exceed 3 new tenant adds in CSP of minimum 5 seats of eligible SKUs per cloud service (O365, D365, EMS). Then incentive will be calculated and paid only on the seats associated with the 4th and

subsequent qualifying tenant adds. Fixed rebate amount per eligible SKU sold.

- For Azure, Reseller must exceed 3 net new CSP tenant adds of minimum \$200 billed Azure revenue per tenant to qualify. Then incentive is paid on all eligible sales.
- Reseller must be registered on program portal.
- Minimum and maximum payouts are defined in Terms and Conditions
- One (1) payment per worldwide partner, including all affiliates
- All seats must be active and paid at time of incentive calculation in September 2017

Reference the [CSP Power Up for Resellers overview and payout examples](#).

Reference the [CSP Power Up for Resellers FAQs](#) for more information.

See the [CSP Power Up for Resellers Terms and Conditions](#) for full details.

Get Ready to Sell

Leverage the offer to maximize profitability.

Ensure you know how to pitch Office 365, Dynamics 365, EMS, and Azure to your customers:

[Learn how to sell all cloud services through Drumbeat](#)

- [Sales fundamentals and approaches for Office 365](#)
- [Sales fundamentals and approaches for Dynamics 365](#)
- [Sales fundamentals and approaches for EMS](#)
- [Sales fundamentals and approaches for Azure](#)

[Learn more about selling and transforming your cloud business through Cloud SureStep](#)

Drive Demand

Acquire more customers and upsell existing customers – leverage the partner marketing materials to drive demand with customers. Get support from Smart Partner Marketing.

[Go to Smart Partner Marketing](#)

Get Registered

Offer registration is required for all partners by June 1, 2017.

The Partner registration portal will be open from March 1 – June 1st.

[Register here \(available March 1st\)](#)

Track Performance

Track your sales performance and earnings for CSP Cloud Power Up.

[Track your performance here \(available March 1st\)](#)

Please reach out to your local Microsoft representative with any further questions and information.