

THE PARTNERSHIP POST

JANUARY EDITION



TABLE OF CONTENTS

KEY HIGHLIGHTS

- New performance standard for Direct Bill Partners
- Microsoft Open License program retirement: Discover your customers' options for transitioning Open licenses to Cloud or perpetual licenses.
- Webinar: FY21 Microsoft incentives + co-op deep-dive
- Reminder: Technical Enforcement of MPA
- SPLA Partner Compliance Enforcement

EYE ON AZURE

- Azure WVD Promo (30% off)
- Azure Invoicing with Ingram Micro
- Azure Lighthouse for Azure NCE
- Success story feature: Fortics, ISV

MODERN WORK UPDATE

- Migrate Office 365 E3 customers with under 300 employees to Microsoft 365 Business Premium: earn an incremental 5% in back-end rebates
- New partner webinar series: Accelerating Growth with Microsoft 365 Business Premium.
- Multiple Microsoft 365 ready-to-go marketing campaigns are now available on the Go-to-Market Hub

DIVING INTO DYNAMICS 365

- Give 30, Get 30 - Lunch is on us!
- LIVE: Third Cloud Thursdays
- Blog: Dynamics 365 Talent to Dynamics 365 Human Resources - "What's the difference?"

UPCOMING EVENTS OR WEBINARS

- Join the Monthly CSP Spotlight Webinars

NEW PERFORMANCE STANDARD FOR DIRECT BILL PARTNERS

Impacted audience:

Direct bill partners in the Cloud Solution Provider program.

Implementation approach:

Microsoft has **introduced a performance standard as part of the direct bill partner requirements**. Now, partners who wish to enroll or remain as a direct bill partner in the Cloud Solution Provider program must meet the two requirements below:

NEW

Revenue performance requirement

- **Existing partners** must meet at least USD300K in the Cloud Solution Provider program revenue during the 12 months prior to their required support contract renewal date. This performance standard will go into effect in January 2021 for current direct bill partners, and you will need to meet the requirements by your partner support plan renewal date.
- **New partners** enrolling in the Cloud Solution Provider program will begin as indirect resellers effective **October 2020**. They must have at least USD300K in CSP revenue during the preceding 12 months.

Review your trailing twelve-month revenue on Partner Center by following [this guide](#).

Support contract requirement

Expand your support capabilities by purchasing one of two support contract options:

- **Microsoft Advanced Support for Partners (ASfP)**: One-on-one, prioritized cloud support starting at USD15K/year.
- **Microsoft Premier Support for Partners (PSfP)**: [Access the complete catalog of proactive services](#), 24/7 elevated break/fix support and technical account management across cloud, hybrid and on-premises.

Direct bill partner recommendations

For partners looking to transition from a direct bill partner to an indirect reseller, Ingram Micro Cloud can help you achieve **MORE**.

See why **55,000** small to medium businesses across **64+ countries** are already our partners—and are using the largest global network of cloud vendors, solutions and services to help their customers solve all their toughest business challenges.

Learn more about our programs and services for Microsoft cloud solutions.

[DISCOVER MORE](#)

	DIRECT WITH MICROSOFT	INDIRECT WITH INGRAM MICRO
PREMIER SUPPORT	You are responsible for paying Microsoft a minimum \$15k annual investment in support.	We provide the support. Take advantage of Ingram Micro Cloud's Advanced Support including pre-sales, assisted sales, and technical support.
LEADING TECHNOLOGY	Invest in a billing and provisioning system or pay for a white label third-party platform.	We supply the billing and provisioning platform. Leverage our Cloud Marketplace to manage your customers through your own white labeled portal or take advantage of our API integration tools.
MORE SCALABILITY	Build your own catalog and manage relationships, APIs, pricing, and go to market individually with vendors.	You choose where and how to scale. Tap into our whole ecosystem of cloud services and increase opportunity for additional profitability with our bundled solutions and diverse offerings.
AWARD WINNING ENABLEMENT	Invest in the resources, technical competency, and time in building enablement services.	Leverage our comprehensive programs. Access our customer demand and lead generation content, Microsoft Accelerate Programs, and exclusive promotions to fuel growth.
ENHANCED RELATIONSHIP	Are you still getting the white partner treatment you deserve?	Fun is better than one. Keep your existing relationship with Microsoft and build a dedicated account relationship with Ingram Micro's Sales and Partner Success Teams.

Supercharge Your Microsoft Cloud Business with Ingram Micro
[Learn How](#)

MICROSOFT OPEN LICENSE PROGRAM RETIREMENT: DISCOVER YOUR CUSTOMERS' OPTIONS FOR TRANSITIONING OPEN LICENSES TO CLOUD OR PERPETUAL LICENSES.

As of **January 1, 2022**, commercial partners can no longer purchase new or renew software licenses, or online services through the Microsoft Open License program. This change will go into effect for academic, commercial, government, and nonprofit organizations. With software licenses now available through CSP, partners can now transition to a simplified purchase experience with expanded service offerings to meet hybrid customer needs.

What are your options?

If you are buying perpetual software licenses only (without Software Assurance)

- Transition Open license customers from Open to Cloud CSP
- Buy perpetual software licenses through Ingram Micro Cloud Marketplace

If you have Software Assurance coverage through the Open License program

- Your Software Assurance term, including benefits, will continue until its expiration, even if the expiration is after **December 31, 2021**.
- The Microsoft **Open Value** program is recommended for future purchases that include Software Assurance.
- The Microsoft **Open Value Subscription** program doesn't offer perpetual software licenses but is a lower-cost subscription that give you rights to use the software during the agreement's term and also includes Software Insurance.

Ingram Micro Cloud, one of a group of qualified Indirect Providers, can sell both CSP and Perpetual software via Ingram Micro Cloud Marketplace today.

Partner can find the following products as Perpetual software in CSP through Cloud Marketplace:

DESKTOP TOOLS

- Office Standard and Professional Plus 2019
- Office for Mac Standard 2019
- Project and Visio 2019
- Windows 10 Enterprise LTSC 2019 Upgrade



INFRASTRUCTURE SERVERS

- Windows Server 2019
- SQL Server 2019
- Biztalk Server 2019
- Microsoft Identity Manager 2016



PRODUCTIVITY SERVERS

- SharePoint Server 2019
- Skype for Business Server 2019
- Project Server 2019



PURCHASE MICROSOFT PERPETUAL SOFTWARE TODAY

Next Steps / Resources

- **Learn more:** [Microsoft Open License program changes and details](#)
- **Understanding the differences:** [Comparison table between Microsoft Online CSP, Perpetual software in CSP, Open and Open Value](#)
- **How to purchase:** Review our [Partner Walkthrough of Purchasing Perpetual Software](#) through Cloud Marketplace
- **New to Cloud Marketplace and Cloud solutions?** Contact us to get started on your [Journey to the Cloud](#)



WEBINAR: FY21 MICROSOFT INCENTIVES + CO-OP DEEP-DIVE

Make the most of your earned co-op funds! In order to receive payment for co-op activities you must submit claims in Partner Center. Partners must submit claims by February 15, 2021, for any activities completed in H1 FY21. In this Office Hour session we will review the claiming process and answer any questions about claims, activities, and other co-op details. In addition, we will provide planning recommendations for effective use of co-op funds in H2.

What you will learn:

- FY21 Strategy Alignment and Incentive Program Details
- Co-op Planning & Usage
- Perpetual Software Migration
- Q&A and Open Discussion
- Ingram Micro Cloud programs across Modern Work, Azure and Dynamics to help you earn more!

January 19, 2021
09:00 AM PST – 10:00 AM PST

Speaker:

MIKE HAINES
Director, Partner Incentives Strategy.

WATCH ON DEMAND



DID YOU KNOW?

Unused co-op funds for the FY21 H1 usage period (July 1 to December 31, 2020) will be rolled over to the FY21 H2 usage period (January 1 to June 30, 2021).

You can check your co-op balance in your Partner Center [earnings dashboard](#). Refer to the [co-op asset collection](#) on the Microsoft partner website for additional information on eligible activities, claim submission, and more.

ADDITIONAL RESOURCES

Review these resources to assist you with FY21 CSP incentives.

- CSP Indirect Reseller incentives and Product List Addendum: [Partner Incentives](#)
- For support, there are Incentives FAQs and links to relevant self-help articles available within the [Partner Center](#) support experience.
- Claims must be submitted through the Partner Center [claims tool](#) within 45 days of activity completion and will be accepted until **August 15, 2021**.

REMINDER: TECHNICAL ENFORCEMENT OF MPA

From October through to December 2020, Microsoft had enforced limitations to indirect resellers who have not accepted their Microsoft Partner Agreement (MPA). Partners who had not accepted the MPA are now unable to create new customers or place new orders for existing customers in the Cloud Solutions Provider program.

To verify your Microsoft Partner Agreement acceptance status:



Verify your MPN account is [active](#)



Confirm you are enrolled as a [CSP indirect reseller](#)



Accept the Microsoft Partner Agreement on the [Partner Center dashboard](#) page using Global Admin credentials. You can confirm if the Microsoft Partner Agreement has already been signed from [Agreements](#) or the banner notification on the CSP Overview page.

IMPORTANT
IMPORTANT
IMPORTANT

If you have gone through step-by-step guidance above and are unable to successfully accept the MPA, please contact through Microsoft's [support topic](#) for help.



SERVICE PROVIDER LICENSING AGREEMENT (SPLA) RESELLERS TO DRIVE HOSTER COMPLIANCE REGARDING PRIMARY PLACE OF BUSINESS

Summary

Microsoft is calling on SPLA resellers worldwide to drive SPLA Hosters' reporting compliance with the Primary Place of Business requirement.

Impacted Audience

SPLA resellers worldwide with SPLA Hoster Customer base

Details

The Microsoft SPLA program gives flexibility for services providers (“Hosters”) to provide services to end users without regional restrictions. This enables and supports the nature of the hosting.

A. **SPLA Hosters are required to sign up for a [SPLA agreement](#) with a **SPLA reseller who is authorized for their location**. To ensure a fair and competitive partner ecosystem among partners in the SPLA program, the SPLA, in Section 1. a., provides that:**

- Hoster must identify its **primary place of business**
- An **individual** from inside the Hoster's organization **located at that address** must serve as a primary contact.

Further, the **Microsoft Partner Program Guide for SPLA resellers, in Section 2.1**, provides that:

- SPLA Resellers must take regard of **“a Service Providers primary place of business”** in their marketing and provisioning of Licensed Offerings in their participation in the SPLA program.

B. SPLA usage reporting data has indicated that certain Hosters may be incorrectly reporting their primary place of business (including by using **secondary SPLA contracts** activated in **regions other than their own**) for the purpose of accessing the price list of other regions. Misreporting SPLA usage under a false primary place of business is **noncomplaint behavior, representing a breach of obligations** under the SPLA and the Microsoft Partner Network Agreement.

**QUESTIONS?
QUESTIONS?
QUESTIONS?**

If you have questions, contact your Partner Direct Manager (PDM) and Subsidiary Partner Team. For any operational or reporting related questions contact your Regional Operations Center using the call logging tool (CLT) at [clt.partners.extranet.microsoft.com/CLT](http://clt.partners.extranet.microsoft.com/) or via explore.ms. Follow the standard CLT process closely so that we can resolve your query as quickly as possible.

AZURE WVD PROMO (30% OFF)

New customers can now save 30% off of WVD computing costs in D-series and B-series virtual machines for up to 90 days via the Azure Cost Management portal. This will begin in January and must be activated before March 31, 2021. See details here:

WINDOWS VIRTUAL DESKTOP AZURE PROMO

AZURE INVOICING WITH INGRAM MICRO

Have questions on your Azure invoice? Check out these new materials that help you understand your invoice for Azure NCE and other Microsoft subscriptions from Ingram Micro.

AZURE INVOICE GUIDE | AZURE

INVOICING WITH INGRAM MICRO (VIDEO)

AZURE LIGHTHOUSE FOR AZURE NCE

Azure Lighthouse gives partners a single control pane to view and manage Azure at scale across all end customers, providing a better managed Azure experience with higher automation and efficiency, resulting in greater visibility and security for customers. Check out this essential for Azure NCE partners: [Learn more >](#)

Also check out Ingram's Azure Solution Architect Chris Melendez covering Azure Lighthouse, which is Step 2 of his 10 Steps to Get Started with Azure. [Check it out >](#)



SUCCESS STORY FEATURE: FORTICS, ISV

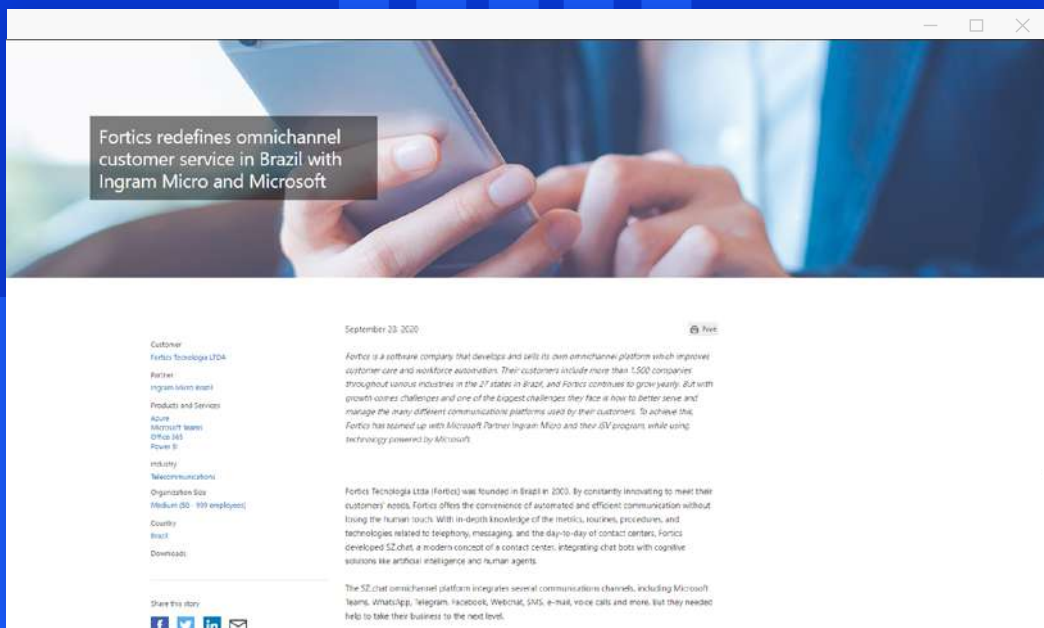
Check out this recent success story on Fortics, which was featured by Microsoft for the work we've been doing with them to redefine their omnichannel customer service with Microsoft.

“

For Fortics, to be a Microsoft ISV and Gold Partner is a source of great pride. We consider it quite an achievement! We worked hard on our side and Ingram Micro provided all the necessary support. So for Fortics, it was very simple to integrate with the Microsoft platform since all involved were committed to achieving the proposed objectives.

”

- FRANCISCO PINHEIRO NETO, CEO OF FORTICS



[READ MORE](#)

Have a success story with Ingram Micro Cloud? Let us know so we can feature you!

Email contact: Hailey.Henry@ingrammicro.com

MODERN WORK UPDATE

**GIVE VALUE.
EARN MORE.**

Switch to Microsoft 365
Business Premium.



MIGRATE OFFICE 365 E3 CUSTOMERS WITH UNDER 300 EMPLOYEES TO MICROSOFT 365 BUSINESS PREMIUM: EARN AN INCREMENTAL 5% IN BACK-END REBATES.

As of October 1, Microsoft FY21 incentives have changed. Through Microsoft's Global Strategic Product Accelerator, partners are awarded an incremental 5% by moving their customers to Microsoft 365 Business Premium, E3 or E5. Partners can easily [switch subscriptions through Ingram Micro Cloud Marketplace](#). Moving from Office 365 E3 to Microsoft 365 Business Premium requires [no local reinstallation, no updates to end-user devices](#) and is an easy customer discussion to have as Business Premium is the same or lower in price in select markets.

Here's why it's advantageous for partners to switch

ADDITIONAL 5% BACK-END INCENTIVES.

Through Microsoft's FY21 Global Strategic Product Accelerator. With one Silver or Gold Microsoft competency, partners can earn 5% more in back-end incentives for every Microsoft 365 Business Premium, E3 or E5 SKU sold

MORE OPPORTUNITIES FOR SERVICES REVENUE AROUND SECURITY.

With the advanced service capabilities available in M365 Business Premium, partners can earn anywhere from 35 – 65% margin or an additional \$20 – \$113 per seat through potential service revenue.

EASY SUBSCRIPTION SWITCH EXPERIENCE

Partners can easily switch subscriptions through Ingram Micro Cloud Marketplace. Moving from Office 365 E3 to Microsoft 365 Business Premium requires [no local reinstallation, no updates to end-user devices](#) and is an easy customer discussion to have as Business Premium is the same or lower in price in select markets

Here's why it's advantageous for Customers to switch

SAME PRICE OR LOWER PRICE IN SELECT MARKETS.

For the same price, SMBs can receive enterprise-grade security features with the Windows 10 operating system included for the same price as their Office 365 E3 license. In terms of value, it makes more sense to switch to Microsoft 365 Business Premium.

ENTERPRISE-GRADE SECURITY FEATURES.

Business Premium includes features like remote access solutions, single sign-on, endpoint antivirus protection, advanced email protection, and conditional access plus MFA and device management to ensure your customer's IT promotes secure but flexible remote work.

INCLUDED WINDOWS 10 OPERATING SYSTEM.

With Windows 10 included in Business Premium, your customers' devices will be actively protected from the moment they start Windows 10. Windows security continually scans for malware, viruses and security threats to provide real-time and always-updated antivirus protection.

For SMB customers, it makes more sense to move to Microsoft 365 Business Premium for the benefits of a Windows 10 OS and additional security features that surpass E3 features. **Help your customers make the switch.**

SWITCH TO MICROSOFT 365 TODAY

FIND GO-TO-MARKET MATERIAL ON GTM HUB*

**Must be logged onto Cloud Marketplace to navigate to link*

ACCELERATING GROWTH WITH MICROSOFT 365 BUSINESS PREMIUM: NEW PARTNER WEBINAR SERIES

Start the new year stronger with a new training series on driving growth and profitability with Microsoft 365 Business Premium. Starting January 28th, this new in-depth readiness webinar series will be led by industry experts, like [Paul Dippell \(CEO of Service Leadership Inc\)](#), along with Microsoft experts to offer IT partners:

- Guidance on developing managed service offers that appeal to today's customer needs
- Real world examples of successful managed services from your MSP peers
- Security Best practices and checklists from Microsoft that map to security frameworks like CIS and NIST
- Deep dive technical enablement for a work from anywhere world
- Go-to-market tools and sales training to help drive customer conversations

REGISTER NOW TO SAVE YOUR SEAT

MICROSOFT 365 READY-TO-GO MARKETING CAMPAIGNS ON INGRAM MICRO CLOUD GO-TO-MARKET HUB

Your cloud business can't thrive without these three elements: sales, knowledge and marketing. The key to cracking the code on all three? Go-to-market automation.

By automating your go-to-market efforts, you can more efficiently achieve your end goal of growing your portfolio and customer base, increasing revenue and scaling your business. Through Ingram Micro Cloud Marketplace's Go-to-Market Hub and ready-to-go marketing campaigns for Microsoft 365, Business Voice, Enterprise Mobility Suite and more, you can simplify your marketing efforts and power your pipeline with marketing automation.

Find the following marketing campaigns on Go-To-Market Hub through Ingram Micro Cloud Marketplace:

 Enterprise Mobility + Security	 Windows	 Microsoft
Microsoft Enterprise Mobility + Security The Microsoft Enterprise Mobility + Security starter is a set of...	Microsoft Windows 10 Enterprise The Microsoft Windows 10 Enterprise starter marketing campaign is a set of strategic...	Microsoft Teams Chat, meetings, calling, and collaboration with compromising privacy and security...
 Microsoft	 Office 365	 Microsoft
Microsoft 365 Business Premium Enable secure remote work with Microsoft 365 Business Premium	Microsoft Office 365 for Enterprise The Office 365 for Enterprise starter marketing campaigns is a set of strategic, integ...	Microsoft 365 for business Move your customers to the cloud-one simple step at a time...

FIND MICROSOFT CAMPAIGNS ON GTM HUB*

**Must be logged onto Cloud Marketplace to navigate to link*

ADDITIONAL RESOURCES

- Join our [on-demand webinar series](#) to learn how Ingram Micro Cloud Marketplace's Go-to-Market Hub will help you
- Read our [CloudKnowledgebase](#) and learn how to get started with Go to Market Hub

DIVING INTO DYNAMICS 365

GIVE 30, GET 30 - LUNCH IS ON US!

Learn how to build your own Dynamics 365 and Power Platform Practice with our P2P Program. All we need is 30 minutes of your time to share with you the opportunity and how our Biz Apps Made Easy approach can help you capitalize on this exciting market opportunity. Don't miss out—Business Applications help you sell more to your customers and reduce churn in other cloud services.

You will discover how our Dynamics Accelerate Program is YOUR Biz Apps Practice and your GTM/marketing strategy. There's no risk and no investment required.

Schedule a 30-minute appointment with one of our experts and get a free \$30 lunch on us. There are no strings attached—just lunch and a bit of learning.

[SCHEDULE AN APPOINTMENT](#)

LIVE: THIRD CLOUD THURSDAYS

Topic: *Project Management with Microsoft Biz Apps*

The difference between the right word and almost the right word is the difference between lightning and a lightning bug.

Microsoft has a solution to meet the technology needs of any modern business. The efficiency and resiliency that comes with effective project management can be the difference between success and failure for some companies. So, what should a Microsoft Partner recommend with so many options around jobs and planning?

In this session, we will look at the features in Microsoft Project and Planner as well as Business Central, Field Service and Project Operations so you can find the perfect tool for your customers.

[REGISTER TODAY](#)

DYNAMICS 365 WEBINARS



BLOG:
**DYNAMICS 365
TALENT TO
DINAMICS 365
HUMAN
RESOURCES -**

WHAT'S THE DIFFERENCE?

As you may have heard some changes are coming to Dynamics 365 Talent, you may have seen this is becoming Dynamics 365 Human Resources as of February 3rd, 2020, but what you may not know, and may not have seen, is this is so much more than just a name change.

[LEARN MORE](#)

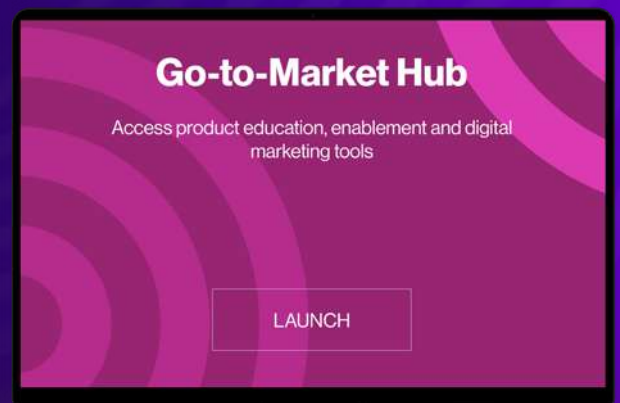


**DYNAMICS 365
RESOURCE HUB**

Information at your fingertips.

Welcome to the resource library for Dynamics 365, where you can **find everything you need** and gain deeper insights into **Dynamics 365**.

Browse through our library of **webinars, brochures, tutorials and so much more on-demand!** There is something for every partner.



Dynamics for Sales and Dynamics Business Central campaigns are now available for you to market on the GTM Hub. Simply login and start reaching out to your customers today!

UPCOMING EVENTS AND WEBINARS

JOIN THE MONTHLY CSP SPOTLIGHT WEBINARS

[Register and join](#) these live monthly webinars for the latest CSP and licensing updates available for all partners.

Who should attend?

These are specifically targeted to CSP partner sellers, including direct bill, indirect providers and resellers. Some content is also relevant for partner operations roles and Microsoft sellers.

Topics change monthly, and the webcasts are recorded:

CSP Spotlight (APAC)

January 13, 2021
4:00 AM GMT

[REGISTER NOW](#)

CSP Spotlight (EMEA)

January 13, 2021
8:00 AM GMT

[REGISTER NOW](#)

CSP Spotlight (Americas)

January 13, 2021
8:00 AM PDT

[REGISTER NOW](#)

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[↑](#) Back to top

IN RAM MICROSOFT CLOUD

 Microsoft

