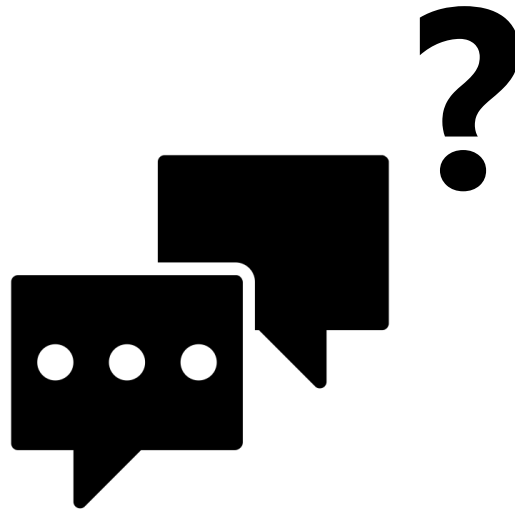Microsoft

Microsoft Switzerland Partner Townhall

24th of September 2020

Teams Live Event Logistics

Chat and Q&A

Agenda

Microsoft Switzerland Partner Townhall	
09:30 Opening	Thomas Winter
09:35 Incentives	Madlaina Bernegger
09:55 FastTrack	Dirk Grube
10:10 Advanced specialisation	Beat Weissenberger

IAMCP After-Townhall event (in German)	
10:30 Incentives Deep Dive	Marco Rast (IAMCP) Madlaina Bernegger (Microsoft)

IAMCP After-Townhall event

IAMCP

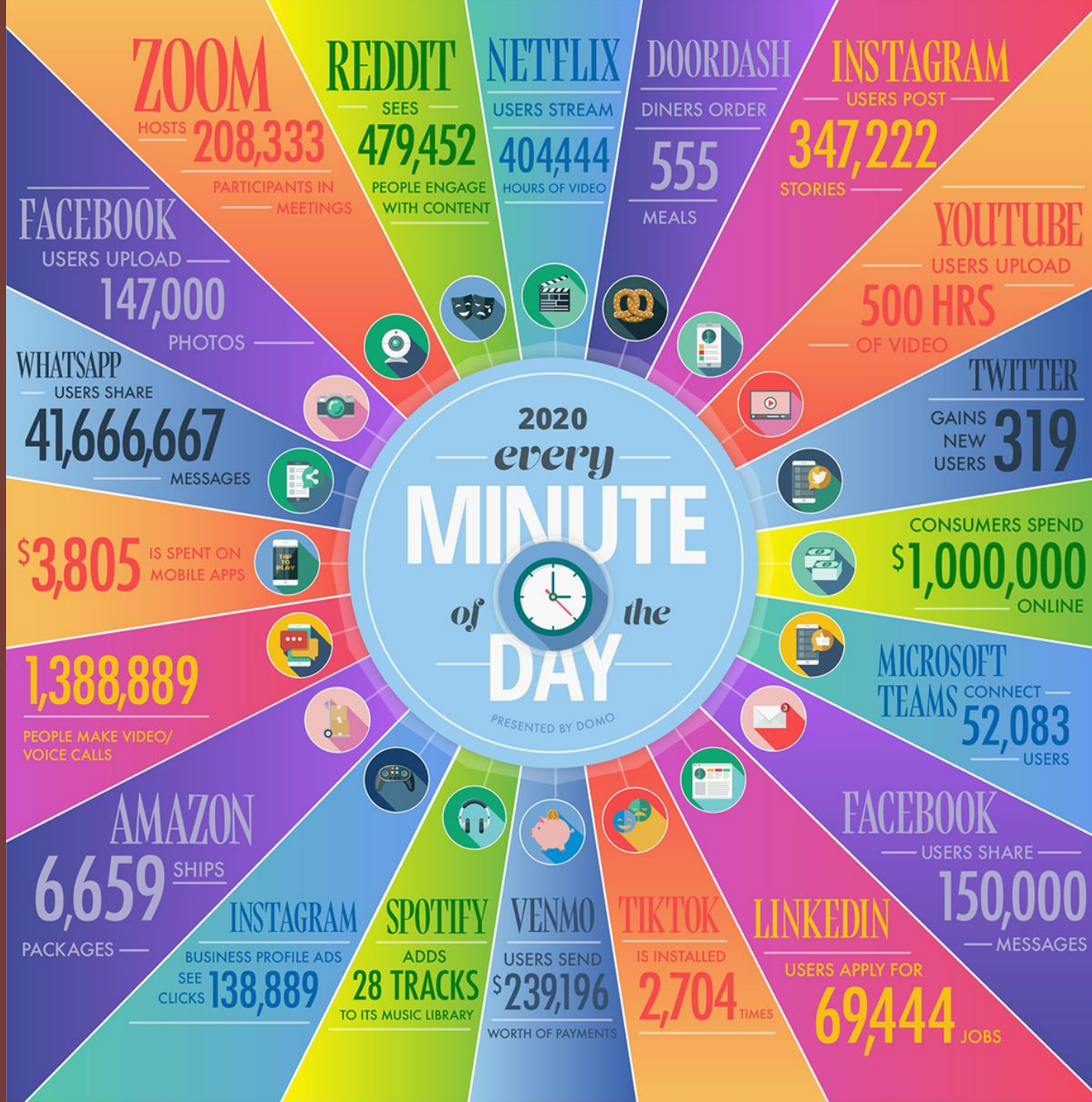| Topic	Speaker(s)
10:30 Incentives Deep Dive (in German)	Marco Rast (IAMCP) Madlaina Bernegger (Microsoft)

We invite you to deepen current aspects of **Partner Incentives** with Madlaina Bernegger from Microsoft.

- Interactive format, in German, to deepen the topic dealt with in the Microsoft Switzerland Partner Townhall

- Possibility to ask your questions directly to Microsoft and receive first-hand answers

- Exclusive for IAMCP members, but the **first two** After-Townhalls are open to **everyone**

Participation via Teams Link sent in the chat

Opening
OCP Lead Microsoft Switzerland, Thomas Winter

2020 every MINUTE of the DAY

PRESENTED BY DOMO

ZOOM HOSTS **208,333** PARTICIPANTS IN MEETINGS

REDDIT SEES **479,452** PEOPLE ENGAGE WITH CONTENT

NETFLIX USERS STREAM **404,444** HOURS OF VIDEO

DOORDASH DINERS ORDER **555** MEALS

INSTAGRAM USERS POST **347,222** STORIES

FACEBOOK USERS UPLOAD **147,000** PHOTOS

WHATSAPP USERS SHARE **41,666,667** MESSAGES

$3,805 IS SPENT ON MOBILE APPS

1,388,889 PEOPLE MAKE VIDEO/ VOICE CALLS

AMAZON SHIPS **6,659** PACKAGES

INSTAGRAM BUSINESS PROFILE ADS SEE CLICKS **138,889**

SPOTIFY ADDS **28 TRACKS** TO ITS MUSIC LIBRARY

VENMO USERS SEND **$239,196** WORTH OF PAYMENTS

TIKTOK IS INSTALLED **2,704** TIMES

LINKEDIN USERS APPLY FOR **69,444** JOBS

FACEBOOK USERS SHARE **150,000** MESSAGES

MICROSOFT TEAMS CONNECT **52,083** USERS

CONSUMERS SPEND **$1,000,000** ONLINE

TWITTER GAINS NEW USERS **319**

YOUTUBE USERS UPLOAD **500 HRS** OF VIDEO
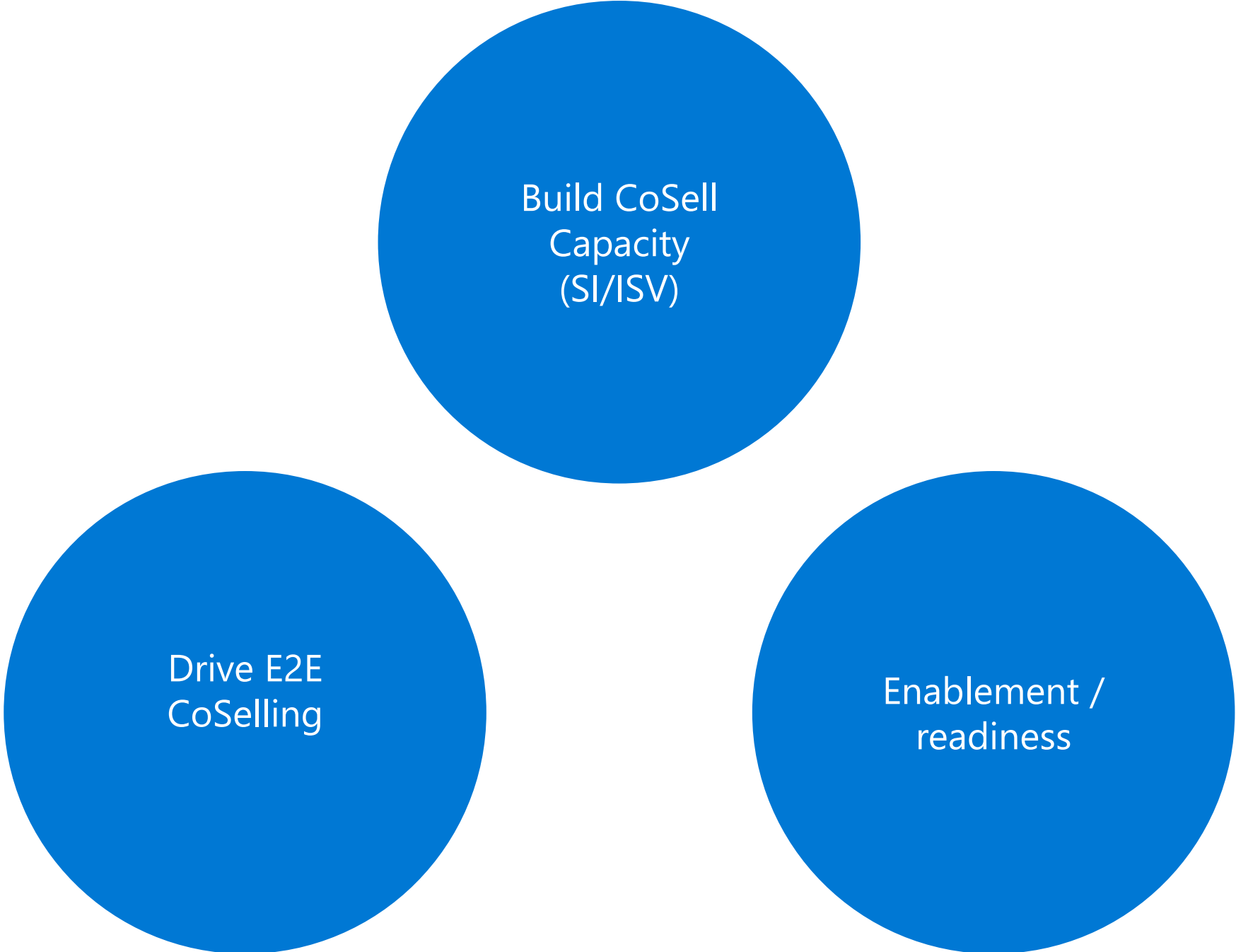
Swiss Partner of the Year Awards 2020

All info here: aka.ms/swissinspire
Questions: ch_poty@microsoft.com

On Monday the 14th of September we hosted the virtual award ceremony, if you missed it you can find the recording and additional information on the landing page: aka.ms/swissinspire

Our winners:

Apps & Infra: BitHawk AG
Data & AI: Trivadis AG
Dynamics 365: Ambit Group AG
Power Platform: IOZ AG
Teams: One Step Beyond Group Switzerland
Modern Work & Security: isolutions AG
Business Innovation: Sword Group
Technical Innovation: AiM Services SA
Swiss ISV: SwissSalary Ltd.
Swiss Startup: advaisor AG
Covid 19 Response: Nexplore AG

Build CoSell
Capacity
(SI/ISV)

Drive E2E
CoSelling

Enablement /
readiness

FY21 growth partner opportunities in Switzerland

Security

Teams as a Platform

Power Platform

Data driven Organization

Partner GDP multiplier

1

6.7

9.42

Build for scale in the cloud

Expertise by the hour

Managed Services

Transactable Marketplace Offers

Partner Townhalls
Next dates

October

29th of October

09h30-10h30

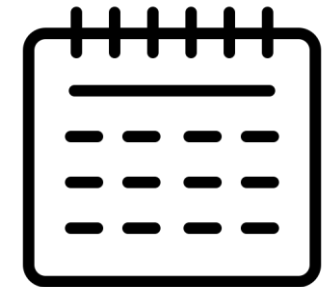Topic: Partner Model

November
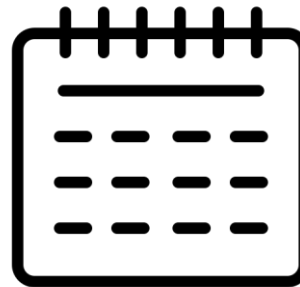
26th of November

09h30-10h30

Topic: Support

December

17th of December

09h30-10h30

Incentives
Senior Partner Development Manager Microsoft Switzerland, Madlaina Bernegger

FY21 investments and incentives focus

Across the portfolio, we are positioning the partner ecosystem for growth now and in the future by optimizing our programs to provide more flexibility and simplified earning opportunities

Cloud Solution Provider program (CSP) incentives	Shifting focus amongst certain investments to remain committed to the cloud opportunity, the overall investment in these incentive programs remains stable
Enterprise program incentives	Shifting rewards towards advisory services and solutions that drive consumption and usage of cloud services
Rewards for technical and solution area expertise	Additional earning opportunity for partners with advanced specializations or in the Azure Expert MSP program for differentiating and enhancing their offerings
Azure incentives	Streamlining and simplifying Azure incentives earning opportunities; expanding how partners are recognized for the engagement and impact they drive for customers

WE
Partner Training
Calendar

Month ▾

Solution Area ▾

Technology ▾

Audience ▾

Partner Type ▾

Incentive

Cloud ✕ ▾

Competencies ▾

Languages ▾

Formats ▾

Industry ▾

Providers ▾

16/09/2020

Audience: Business

Level: Intermediate

Microsoft

HPWC012 September FY21 Update on Partner Incentives for Partners driving Active Usage

You are kindly invited to the September FY21 Cloud Incentive Office Hours, driven by Western Europe Partner Incentives Team. This session is for partners driving Active Usage. In this session we will focus on the NEW FY21 incentive eligibility criteria, NEW incentive rates, CPOR claiming process and other important updates relevant to the Online Services Usage Program. Please remember that this session is for Western Europe Partners only.

More info & registration ❯

https://www.microsoft.com/en-IE/partner-training/

➔ If you want to subscribe to the Swiss Partner Training newsletter please send an email to Samira Suter, mentioning your preferred region (Romandie or Deutschschweiz) and you'll be added you to the respective distribution list.

WE Partner Training Calendar

Register for the on-demand to watch the recording

01/01/2020 ~ 31/12/2020

Audiences: Marketing | Sales | Business

Solution Areas: Apps & Infrastructure | Data & AI | Modern Workplace | Business Applications

Technologies: Business Intelligence | Microsoft 365 | Azure

Competencies: Cloud Platform | Cloud Business Applications | Cloud Productivity

Level: 200-300

Microsoft

Recordings of Partner Incentive Readiness Calls

Have you missed the last Incentive Readiness Call? Don't worry. You can now listen to the recording in your own time whenever it suits you.
Just select the most relevant session to you and register for the on-demand to watch the recording:

- CSP Direct Bill Partners and Indirect Reseller Incentives
- Cloud Incentives driving Azure Consumption
- Cloud Incentives driving Active Usage
- Dynamics Partner Incentives

More info & registration >

Cloud Incentives driving Active Usage

Cloud Incentives driving Azure Consumption

CSP Direct Bill Partners and Indirect Reseller Incentives

Dynamics Partner Incentives

Register for the on-demand

Cloud Solution Provider Incentive Program Changes

What's happening

What this means for our partners

Global Strategic Product Accelerator expansion

Applicable to: Direct Bill partners, Indirect Providers, Indirect Resellers

Tier 1 products earn 5% in addition to core incentive: M365 E3, M365 E5, Business Central

Tier 2 products earn 10% in addition to core incentive: Power Apps, SalesPro

---

Customer Add Accelerator refinement

Applicable to: Direct Bill partners, Indirect Resellers

Azure: Customer Add incentive suspended effective 10/1
Modern Work & Security: Customer Add incentive doubled to 10%
Business Applications: Customer Add and Growth incentives maintained

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Microsoft commercial marketplace offers grow to include IaaS in addition to SaaS

Applicable to: Direct Bill partners, Indirect Providers

CSP partners earn 10% when they transact eligible IaaS and SaaS offers through Partner Center or the Azure portal.
ISVs can choose to enable sales of apps via CSP partners when listing on Azure Marketplace and Microsoft AppSource.

Online Services Advisors (OSA Sell) Program Changes

What's happening

What this means for partners

Rewards partners engaged during the pre-sales phase, leading to new or existing customers acquiring additional Microsoft Dynamics Online seats.

The focus in FY21 aims at continuing to drive migrations of Dynamics on-prem customers to the cloud, and new customer-adds, as well as an expansion of existing customers. We will focus on strategic products, particularly in Customer Engagement and Finance. Additional potential opportunity for partners driving predefined presales activities in addition to the OSA incentive program.

Online Services Usage Business Applications Program Changes

What's happening

Programs remain the same to maintain consistency in the partner business model

What this means for our partners

We recognize the importance of maintaining a consistent business model for our partners during this challenging time. In FY21, Microsoft will continue with strong base rates for the program.

Online Services Usage M365 Incentive Program Changes

What's happening

What this means for partners

Rewards partners for helping customers successfully deploy and adopt Microsoft 365 workloads.

- As customer demands evolve, we are expanding workloads to drive growing usage of Teams, risk management and enabling secure remote work.
- We will continue to reward partners who drive deployment, usage, and adoption of Microsoft 365 workloads.

Rewards Competency and Fast Track eligible partners who drive growth of customer's usage on M365 workloads and all up Microsoft Teams usage

- We are also expanding our partners opportunity to get partners rewarded for the specific value they are driving with customers within Microsoft Teams advanced workloads, including work on Meetings, Calling and App development.
- Partners can develop an enduring business and develop a sustainable annuity model with the expanded Teams advanced workloads and E5 workloads.

Rewards Silver and Gold cloud competency partners for growing end customer active use for Enterprise Mobility Management (EMM) and Cloud Productivity partners

- The incentive offer is being expanded to included Security competency partners that help drive usage of secure remote work.

Online Services Usage – M365 Incentive*

Purpose 🎯 Rewards partners for helping customers successfully deploy and adopt Microsoft 365 workloads.

🛡 How to earn

To be eligible for participation, a partner must have an active MPN membership and agreement and perform all qualifying activities and registration requirements as stated in the Incentive guide before the incentive can be earned.

Competency	Active MPN Gold or Silver membership level in one of the eligible competencies: Cloud Productivity, Enterprise Mobility Management, ⭐ **New**: Security
Partner Center	Valid and complete identification, tax and banking information submitted and accepted by Microsoft.
Other	Eligibility and enrollment requirements below must be met by the last day of the month in which milestones are met.
	Partners must associate themselves through CPOR (Claiming Partner of Record) by workload before active usage reaches 10% or 20% to be eligible for the 15% and 40% milestones, respectively.
	To earn at the higher FastTrack rate level, partners must be invited to FastTrack Ready and meet separate eligibility requirements.
	Replacing Teams with 3 independent Teams workloads, however we will no longer compensate on Teams Chat & Collab activities.
Program Term	October 1, 2020 – September 30, 2021

💲 Incentive rate

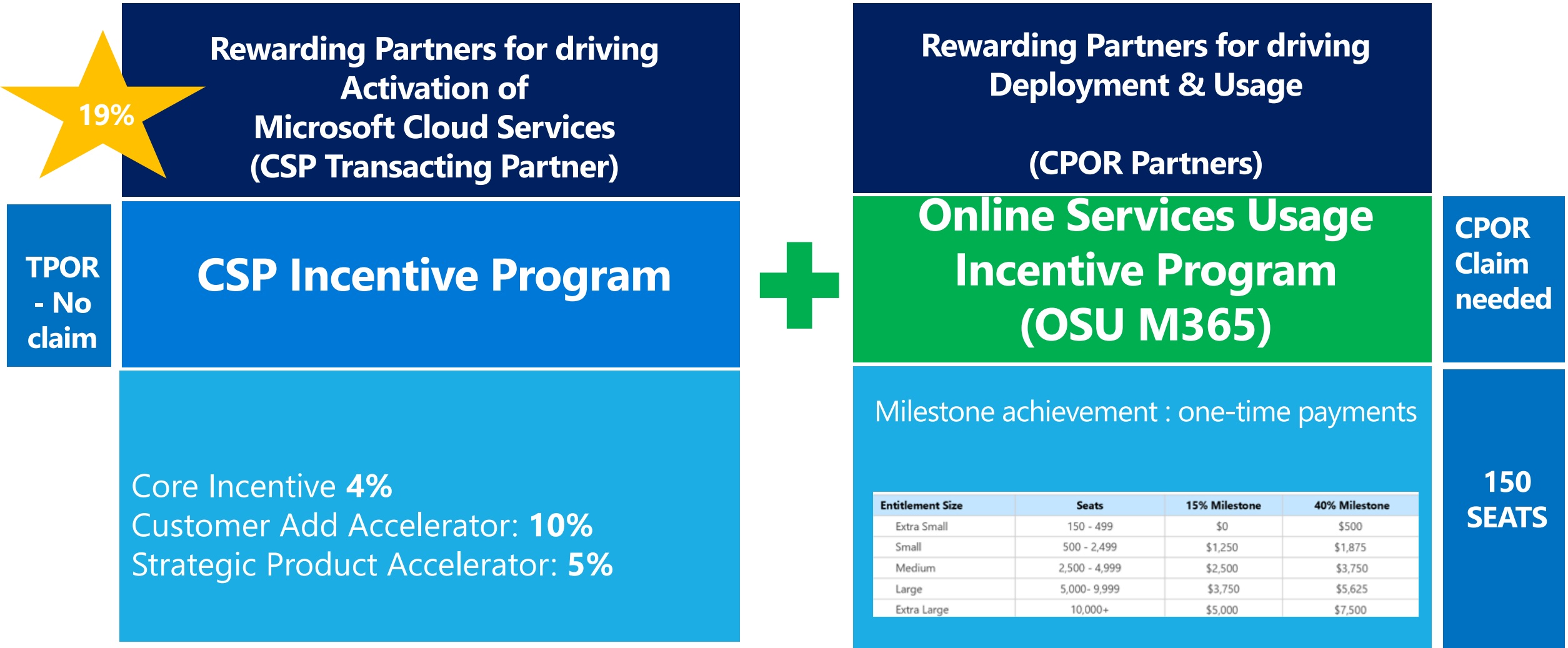Incentives paid per rate card when milestones are achieved. Rate accelerators apply as stated below:

Entitlement Size	Seats	15% Milestone	40% Milestone
Extra Small	150 - 499	$0	$500
Small	500 - 2,499	$1,250	$1,875
Medium	2,500 - 4,999	$2,500	$3,750
Large	5,000- 9,999	$3,750	$5,625
Extra Large	10,000+	$5,000	$7,500

Supported Workloads*	Rate accelerators 15% / 40%	Rate accelerators FastTrack at 15% /40%
New: Microsoft Defender Advanced Threat Protection ⭐	1.5x / -	2x / --
New: Teams – Meetings ⭐	2x / 2x	2x / 2x
New: Teams – Phone System ⭐	2x / 2x	2x / 2x
New: Teams – Apps & Platform ⭐	1x / 1x	1x / 1x
New: Microsoft Information Protection *(Previously AIP)* ⭐	1.5x / 1.5x	2x / 1.5x
Exchange Online I SharePoint Online I Microsoft 365 Apps *(Previously Office ProPlus)*	-- / --	1.5x / --
Azure Active Directory Premium	1x / --	2x / --
Microsoft Intune	1x / 1x	2x / 1x
Microsoft Cloud App Security I Azure ATP	1x / --	1x / --

*All workloads that meet the XS customer entitlement size will be compensated at the 40% milestone using the 15% accelerator rate. Example: For MDATP, the XS Customer entitlement would be 1.5x.

Modern Workplace   Maximizing profits

19%

Rewarding Partners for driving Activation of Microsoft Cloud Services (CSP Transacting Partner)

Rewarding Partners for driving Deployment & Usage

(CPOR Partners)

TPOR - No claim

CSP Incentive Program

Online Services Usage Incentive Program (OSU M365)

CPOR Claim needed

Core Incentive **4%**
Customer Add Accelerator: **10%**
Strategic Product Accelerator: **5%**

Milestone achievement : one-time payments

150 SEATS

Entitlement Size	Seats	15% Milestone	40% Milestone
Extra Small	150 - 499	$0	$500
Small	500 - 2,499	$1,250	$1,875
Medium	2,500 - 4,999	$2,500	$3,750
Large	5,000 - 9,999	$3,750	$5,625
Extra Large	10,000+	$5,000	$7,500

Azure Incentives Changes

What's happening

What this means for partners

Azure and MCI incentive programs merge

Effective October 1, 2020, the Azure Incentive Program will merge into the Microsoft Commerce Incentive Program enabling partners to earn incentives for their influence on Azure consumption in one incentive program.
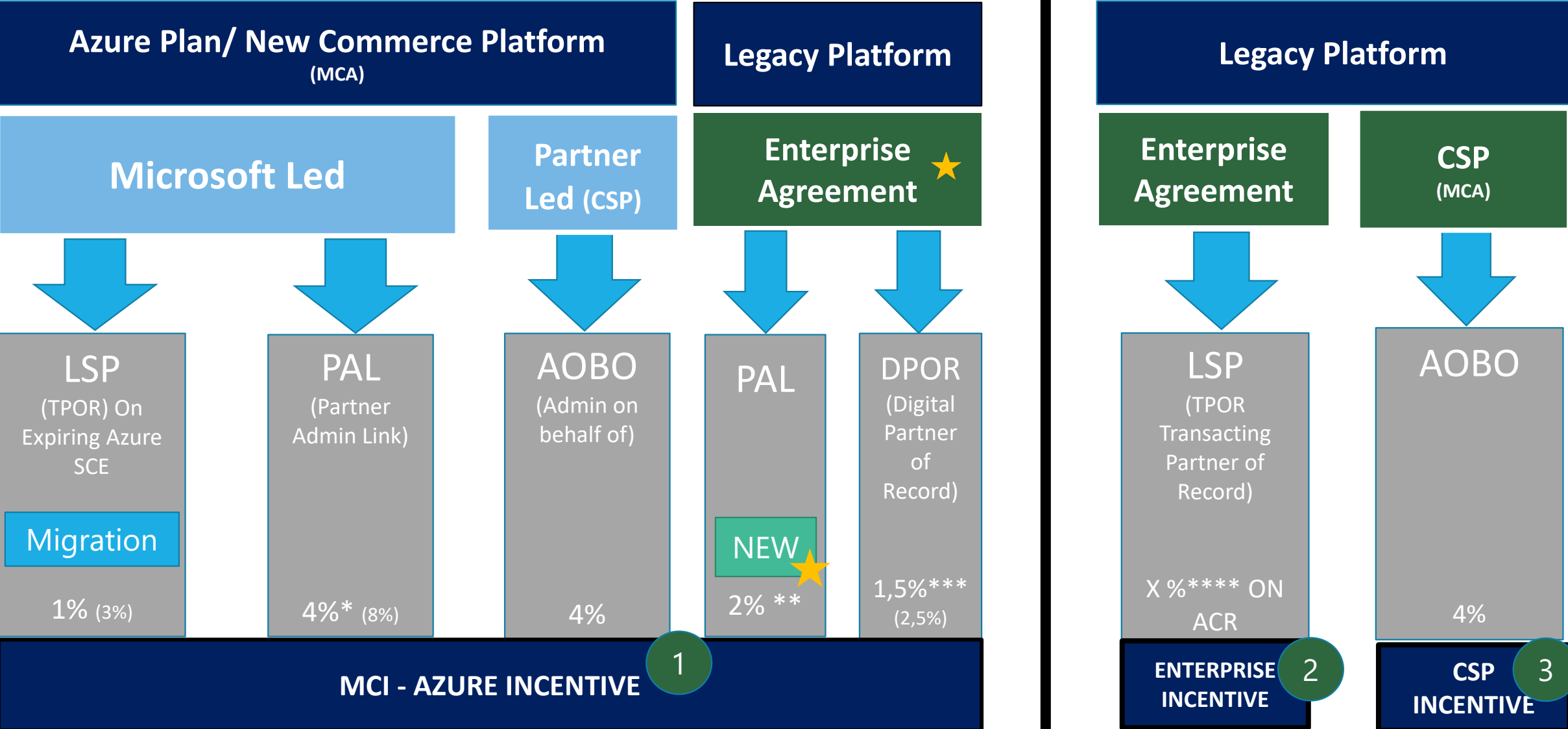
Expansion of partner earning opportunities

Partners can now earn PAL incentives on Azure consumption purchased through an Enterprise Agreement or via Web Direct. Since PAL allows Microsoft to recognize multiple partners for their influence within the same customer's Azure environment in FY21 the PAL association is the preferred method for earning incentives.

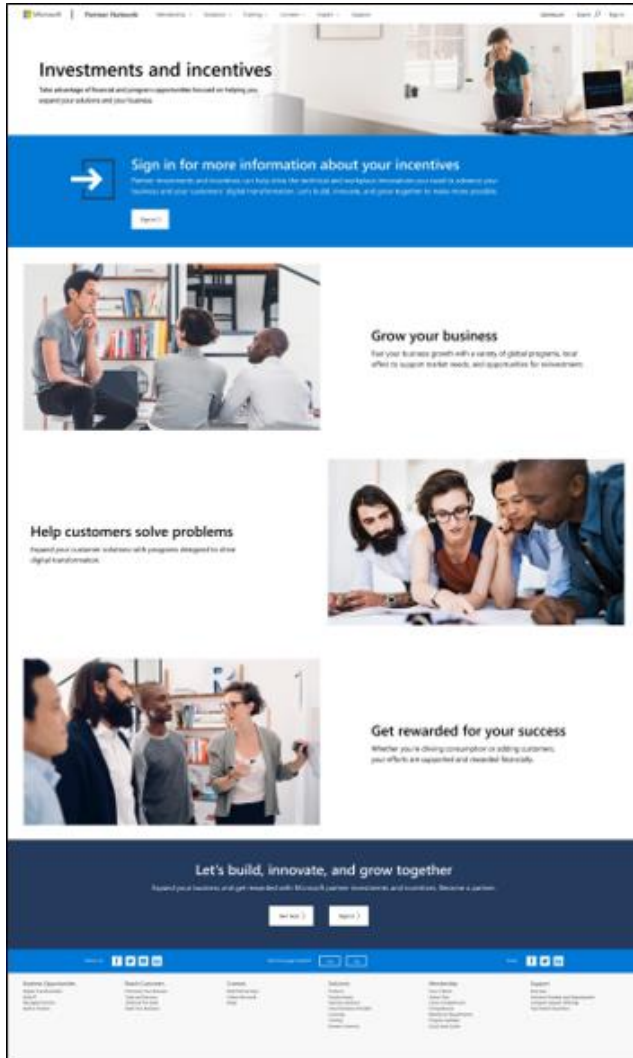**Changes to partner eligibility**

Achieving results for our customers depends on our partners technical and solution area-expertise. Incentives have been prioritized for partners demonstrating the influence of their value-added services that help customers develop, build, and manage their Azure environments.
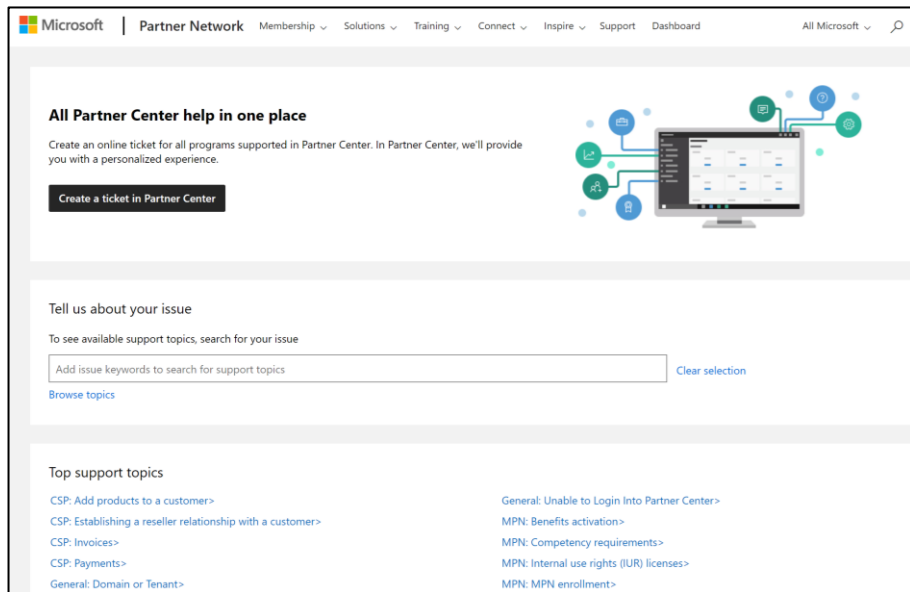
Purchasing Azure and Earning Incentives - Oct 1

Azure Plan/ New Commerce Platform (MCA)

Legacy Platform

Legacy Platform

Microsoft Led

Partner Led (CSP)

Enterprise Agreement ⭐

Enterprise Agreement

CSP (MCA)

LSP
(TPOR) On Expiring Azure SCE

Migration

1% (3%)

PAL
(Partner Admin Link)

4%* (8%)

AOBO
(Admin on behalf of)

4%

PAL

NEW ⭐

2% **

DPOR
(Digital Partner of Record)

1,5%***
(2,5%)

LSP
(TPOR Transacting Partner of Record)

X %**** ON ACR

AOBO

4%

MCI - AZURE INCENTIVE (1)

ENTERPRISE INCENTIVE (2)

CSP INCENTIVE (3)

*If multiple PAL partners, then 2% each; ** If multiple PAL partners then 1% each; *** If Multiple association types, then only PAL earns; ****LSP cannot be also a DPOR at the same time (only one of the two)

Resources

Microsoft partner website: https://partner.microsoft.com
Incentives page on the partner website: aka.ms/partnerincentives
Partner Center: https://partner.microsoft.com/dashboard

Support

Questions?

- For support, there are Incentives FAQs and links to relevant self-help articles available within the Partner Center support experience. If additional assistance is needed, you can create a support ticket within the Incentives Online Support Experience on Partner Center.
  - For programs not on Partner Center, please visit the Microsoft partner website.
- If you are experiencing difficulties signing into your Partner Center Account, additional assistance can be found here.
- Step by step guidelines to access Incentives support are available here.

FastTrack
Principal Program Manager Lead, Microsoft Azure Engineering, Dirk Grube

Microsoft Azure

Partner with FastTrack for Azure to drive a successful cloud journey for your customer

Program summary

Agenda

- **What is FastTrack for Azure?**

- **How do Customers and Partners benefit from FTA?**

- **Program eligibilty and Azure Services supported**

- **Look out for the Partner Webinar in October**

Your FastTrack for Azure Team

Dirk Grube

FastTrack for Azure

Program Manager Lead

Switzerland

Sergio D'Alberto

FastTrack for Azure

Senior Program Manager

Switzerland

What is FastTrack for Azure?

FastTrack for Azure is a customer success program that helps with rapid and effective design and deployment of cloud solutions.

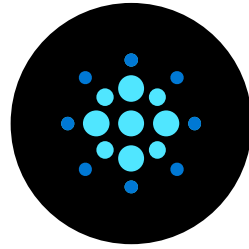It includes tailored guidance from Azure engineers to provide proven practices and architectural guidance.
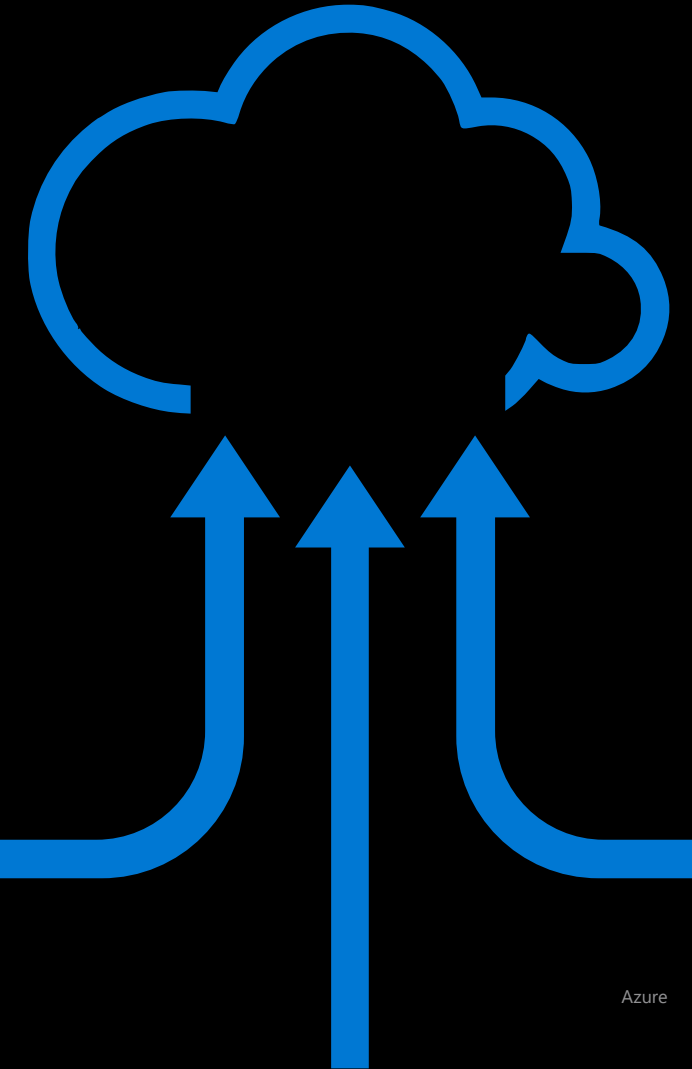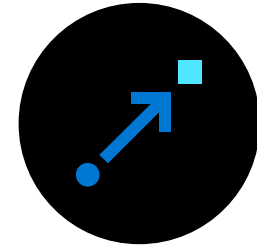
Azure

FastTrack for Azure summary
How you (Customer and Partner) benefit

Field experience, Best Practices

Lower Costs, Time to Production

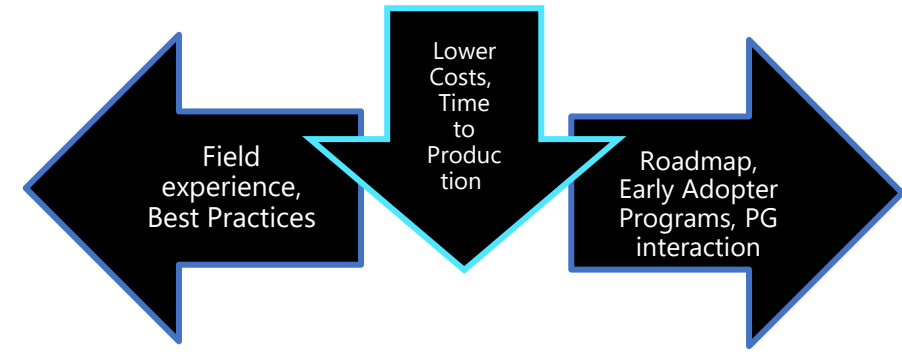Roadmap, Early Adopter Programs, PG interaction

Get direct assistance from Azure Engineers

Learn how to develop successful Azure deployments

Accelerate deployment of Azure solutions

What FastTrack for Azure provides

Discovery

Help defining your business vision and goals and assessing your architectural needs

Solution enablement

Proven practices, design principles, and tools for your business applications

Deployment

Collaboration with your in-house resources and partners to successfully deploy your Azure solutions to production

Who is eligible for the FastTrack for Azure program?

Customers must meet the below criteria to participate in the program
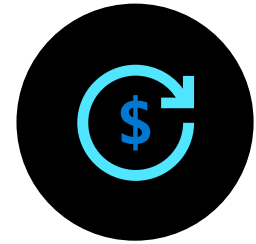
1

Have an Azure subscription

2

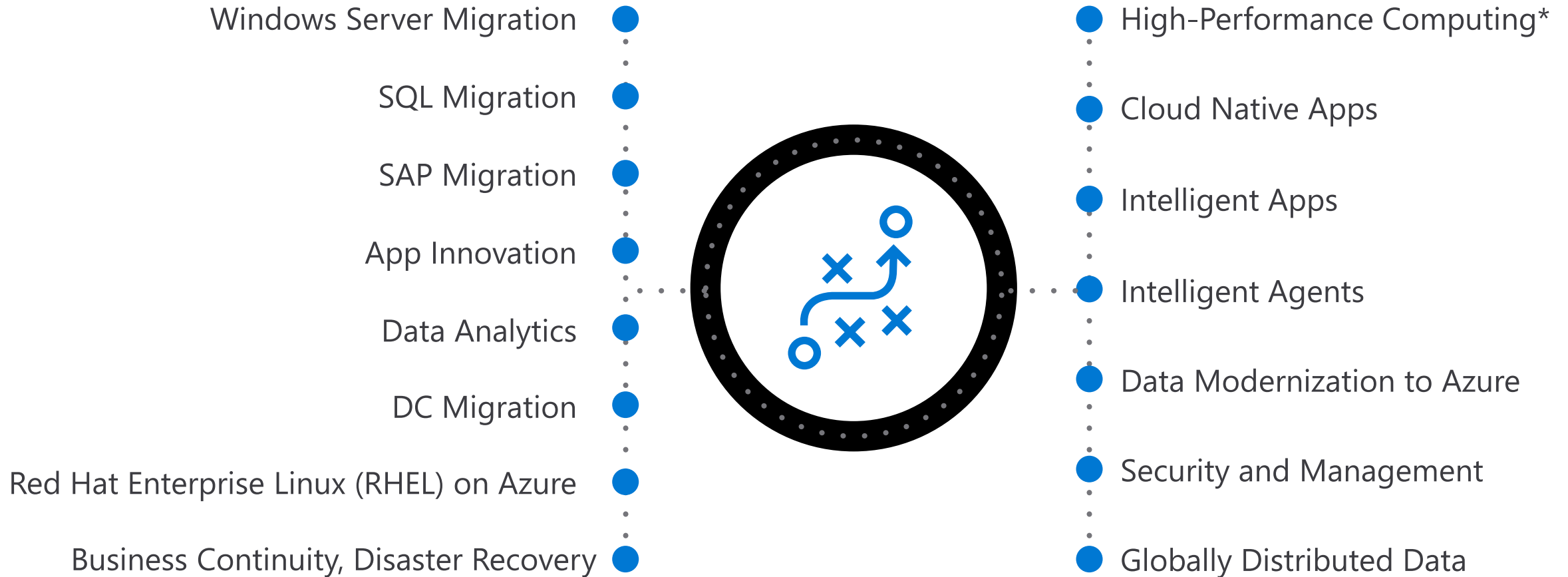Be in a supported region

3

An identified and qualified project with project plan and goal in place

4

The identified project will consume $5k/month within 12 months of deployment

Azure

What solutions does FastTrack for Azure support?

Windows Server Migration

SQL Migration

SAP Migration

App Innovation

Data Analytics

DC Migration

Red Hat Enterprise Linux (RHEL) on Azure

Business Continuity, Disaster Recovery

High-Performance Computing*

Cloud Native Apps

Intelligent Apps

Intelligent Agents

Data Modernization to Azure

Security and Management

Globally Distributed Data

Webinar – Introduce FastTrack for Azure (FTA) to Swiss Partners

October, 2020-10-20 – 17:00 (45min)

Agenda

Which solutions and scenarios can you benefit from as a Partner?

Examples of projects to nominate for FTA

Walkthrough of the nomination process and what to expect after nomination is submitted

First-hand insights from Vincenzo Boesch, CEO at ITPC - a partner who worked alongside FastTrack for Azure on multiple customer cases in 2020

Q/A

Get started today!

Visit https://azure.com/FTPartners for program information or to nominate your customer's project for a FastTrack for Azure engagement
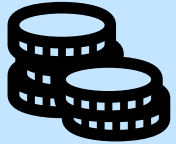
Azure

Advanced specialisation
Senior Partner Development Manager Microsoft Switzerland, Beat Weissenberger

Azure Advanced Specializations
Overview for partners

Today's reality

$266B

Worldwide public cloud services market revenue estimated to be $266B in 2020[1]

[1]*Gartner Press Release, Gartner Forecasts Worldwide Public Cloud Revenue to Grow 17% in 2020, November 2019,* https://www.gartner.com/en/newsroom/press-releases/2019-11-13-gartner-forecasts-worldwide-public-cloud-revenue-to-grow-17-percent-in-2020

Demand for innovative services is on the rise

Customers expect partners to be able to drive transformation for them end to end, putting greater emphasis on delivering business outcomes.

Deep expertise matters

Customers are looking for highly skilled and specialized partners to meet their complex demands.

Customers want validation

Third-party verification of technical capability is becoming a common requirement in customer RFPs.

Azure advanced specializations

Validate your capability to deliver **specialized services and support** according to Microsoft's highest technical standards with an independent audit.

Azure advanced specialization partners offer high-quality consulting and delivery services plus a depth of expertise addressing specific, complex solution areas with Azure, such as:

- **Windows Server and SQL Server Migration to Azure**
- **Linux and Open Source Databases Migration to Azure**
- **Data Warehouse Migration to Azure**
- **SAP on Azure**
- **Modernization of Web Applications in Azure**
- **Kubernetes on Azure**
- **Windows Virtual Desktop** *(coming soon)*
- **Analytics in Azure** *(coming soon)*
- **Windows Virtual Desktop** *(coming soon)*
- *More advanced specializations planned for FY21*

Previous deployments

Certified individuals

Third-party technical audit

https://aka.ms/AzureAdvancedSpecializations

What's in it for partners?

Prioritization with Microsoft customers and sales teams

Differentiated positioning on Microsoft digital properties, and priority placement with Microsoft sales teams

Competitive differentiation

Independent audit against Microsoft's highest technical standards helps you stand out against other providers and earn confidence with customers

Exclusive access to customer programs and incentives

Gain exclusive access to Microsoft flagship customer programs and financial incentives

Exclusive access to customer programs and incentives

Azure "In-a-Day" Workshops

Exposure to new customers

- To-customer workshops, delivered by partners, to help accelerate customers in early sales pipeline stages

- 4,000 events planned worldwide in FY21, targeting 60,000 customers

Azure Migration Program (AMP)

Accelerate downstream opportunities

- AMP offers customers prescriptive guidance to accelerate their path to the cloud

- Partners receive agile funds and accelerate modernization, innovation and managed services opportunities with customers

Azure Solution Assessments

Exposure to new customers

- 4-8 week engagement providing customer with a data-driven view on their deployed IT estate, current capabilities, business case and timing to migrate to the cloud

- 263 new Azure customers from this program in FY20

Financial incentives for Advanced Specialization and Azure Expert MSP partners

Drive business growth

- Customer adds in Majors

- Azure consumption & workload accelerator

Earn confidence with customers and Microsoft sellers, generate new leads, accelerate downstream opportunities and grow your business

Azure Expert MSP and <mark>Advanced Specialization Partner</mark> Customer Adds, Azure, and Azure Data Services Consumption Accelerator

Purpose 🎯 Rewards partners for driving Azure consumed revenue through customer adds and accelerating growth on Azure Data Services workloads.

Customer Adds in Majors

When a qualified major customer account achieves $15,000 in Azure consumed revenue (ACR) associated with the Azure Expert MSP or Advanced Specialization Partner in a fiscal quarter the partner receives an incentive award of $15,000

Incentive structure	Earning Opportunity
Qualified major customer account achieves $15,000 in quarterly ACR	$15,000 USD

- Qualified Major Account customers are those with ACR of less than $15,000 USD in a Microsoft fiscal quarter between April 1, 2019 through June 30, 2020
- Partner association:
    - PAL (Owner or Contributor) for EA, Direct, or MCA
    - CSP Direct Bill Partner, CSP Indirect Provider, CSP Indirect Reseller
- Eligible partners can earn a maximum amount of $15,000 USD per eligible customer account
- No maximum incentive earning threshold per partner
- See Terms and Conditions for complete program requirements

Azure Consumption & Workload Accelerator

Incentive structure	Earning Opportunity	Max Cap
Non-ADS ACR Accelerator	2.00%	The partner earning opportunity is $350,000 combined across all locations and associated partner entities.
Strategic Workload ADS Accelerator	4.00%	

Workloads	
SQL Database	Azure Analysis Services
Log Analytics	Azure Data Factory
Azure Cosmos DB	Stream Analytics
Azure Data Factory v2	Azure Database for MariaDB
Azure Database for MySQL	Data Lake Analytics
Advanced Data Security	Data Catalog
Azure Database for PostgreSQL	Azure Data Explorer
SQL Data Warehouse	Data Box
Insight and Analytics	SQL Server Stretch Database
Azure Kubernetes Service	

Effective July 1, 2020 – June 30, 2021

Requirements and application process

Partners must pass pre-requisites

+

Then pass a rigorous audit conducted by a 3rd party auditor

=

When they meet all requirements, partners are awarded the designation for one year

Windows Server & SQL Server Migration to Azure
Program Requirements

Gold Cloud Platform competency

- Must have an active Gold Cloud Platform competency

Azure consumed revenue (ACR) from Windows Server and SQL Server migration

- A total of $15,000 monthly Windows Server VM ACR aggregated from 5 or more customers from the last 3 months AND
- A total of $3,000 monthly ACR from any of these services aggregated from 5 or more customers from the last 3 months:
    - SQL Server VM (IaaS)
    - SQL Database
    - SQL Managed Instance

    With at least $1,000 ACR from SQL Managed Instance or SQL Database

Azure certifications

- Your organization must have 5 individuals that pass the following certifications (each certification must be held by a different individual):
    - Azure Administrator Associate
    - Azure Data Engineer Associate
    - Azure DevOps Engineer Expert
    - Azure Solutions Architect Expert
    - Azure Security Engineer Associate

Pre-requisites must be met before proceeding to audit

Independent audit

- Pass an independent audit of your Windows Server & SQL Server migration practices.
  View the most current program requirements and audit checklist here.

How to apply

1 Review the program requirements and audit checklists

2 Apply by [signing in to your Partner Center account](#) and navigating to your Partner Center dashboard*

Note that only administrators of an organization's Microsoft partner account can submit an application for advanced specializations on behalf of the organization. If you are still in PMC, work with your Partner Development Manager to migrate to Partner Center. Once you are fully migrated, you can apply through your Partner Center dashboard.