

Microsoft Al Cloud Partner Program Webinar



Agenda

Introduction to the Microsoft Al Cloud Partner Program and its evolution

Overview of the new Partner Launch Benefits package

Road to Solutions Partner Designation

Tips on obtaining and maintaining Solutions Partner Designations and how Crayon can assist

Information and tools for Microsoft-led migration for public sector customers starting September 1

Dynamics 365 price adjustment from October 1

GDAP anniversary and renewal

Latest campaigns and promos from Crayon to boost your CSP and Copilot



Introduction to the Microsoft Al Cloud Partner Program

Your foundation for growth and profitability



The Microsoft AI Cloud Partner Program is your foundation for growth and profitability

This Microsoft program is a portfolio of tools, resources, and offerings to help you meet evolving customer opportunities, innovate for any cloud scenario on an extensible platform, join a community of partners committed to serving customers, and deliver successful solutions to industries and markets worldwide.







Tap into the largest technology ecosystem

Innovate on the most comprehensive, end-to-end cloud platform

Do business with a partner you can trust

Focusing on customer needs and your growth

We're providing clear pathways for partners to grow their business, deliver customer success, and invest in their partnership with Microsoft.



Simplified partner programs

New Solutions Partner designations demonstrate your organization's breadth of capabilities on the Microsoft Cloud. The six solution area designations in market are aligned to where we see customer demand and where partners have the greatest opportunity to scale to meet customer needs.



Validating partner capabilities to deliver successful outcomes

New partner capability score holistically measures your organization's technical capabilities and experience across performance, skilling, and customer success.



Investing in partners' profitability

Program benefits continue to support you as you grow your business. We are making investments to help encourage business development, increase customer reach, and expand technical skilling and enablement.

Evolving in a challenging market

Insights from IDC Study 'Microsoft Ecosystem Value: Partner Paths to Profitability and Growth'

In its US research into the Microsoft ecosystem value, IDC has uncovered the growth benefits a Microsoft partnership can bring to partners.

Customers today are demanding more – it's a challenging market and they need consistent and deep expertise to continue their digital transformation. They're looking for effective partners that have the right skills and capabilities end to end.

Microsoft launched the Microsoft Cloud Partner Program to give partners the skills, resources and access to the latest tech to evolve their competencies and stand out in the most competitive marketplace to date.

The program centers on the core capabilities our customers have been most vocal on: performance, advance technical skills and success for their business.



Microsoft Partner Economic Value Expands with IP Focus

For every \$1 of Microsoft revenue:

Services-led partners make \$7.63 Software-led partners make \$10.11



Partners that derive at least 75% of their revenue from Microsoft-related activities have the highest profitability, with an average gross margin of 30%.



62% revenue growth expected in 2022 for US partners who invest more than 20% of their revenue in developing IP.

IDC eBook, Sponsored by Microsoft, Microsoft Ecosystem Value: Partners Paths to profitability and Growth, October 2022)



Solutions Partner designations

The Solutions Partner designation is the first opportunity for you to set yourself apart from the competition by demonstrating your organization's breadth of capabilities in solution areas with high customer demand and opportunities to scale.



Easily identifiable

Customers want to work with partners who have the right skills and capabilities to meet their needs.

A Solutions Partner designation identifies partners with specific capabilities and experiences in high customer demand solution areas.



Choose one or more

Partners can choose to earn one Solutions Partner designation, or more, if applicable to your organization.

Once you attain a Solutions Partner designation, subsequent designations can be attained, after requirements are met, with no additional fee.



Opportunity

There are significant opportunities for partners in this new world of work—whether you build and sell services, software, or devices.

We're continuing to invest in new designations to differentiate solutions based on partners' technical maturity and customer success.

Distinguish yourself with Solutions Partner designations



Designations aligned to the Microsoft solution areas recognize your broad technical capabilities and demonstrated success delivering technology solutions.

Benefits aligned to your Solutions Partner designation include product benefits, go-to-market services, co-sell eligibility, skilling and sales enablement resources, and customer-facing badges to help you market your expertise.

Specializations further validate deep technical expertise after you attain a Solutions Partner designation and set you apart from the competition.



Benefits for Solutions Partner designations

Benefits for Solutions Partners are effective, helpful, and relevant to your organization. We're investing more to help you with business development, increasing customer reach, and expanding technical skilling and enablement.







Encouraging business development

- Product benefits (formerly internal use licenses) have been designed to align to the Solutions Partner designations, including:
 - Azure bulk credits for your organization
 - Access to development environments
 - New cloud services subscriptions that are most relevant in market

Increasing customer reach

- Co-selling with Microsoft to expand your customer footprint
- Go-To-Market services, assets, and personalized consultation to help you along your marketing journey
- Microsoft solutions provider placement to increase exposure
- Customer-facing badges to showcase your capabilities

Expanding technical skilling and enablement

- Personalized assistance, comprehensive courses, and world-class Microsoft experts to build your knowledge
- Technical presales and deployment services to help you deliver solutions faster
- Product (on-prem and cloud), platform, and technical support to help you troubleshoot specific issues

For details about benefits specific to each Solutions Partner designation, review our benefits guide

Overview of the new Partner Launch Benefits package

Evolving benefits offerings for partners



Benefits offerings designed for you

Microsoft is evolving their benefits offerings with more than 20 benefits across several Microsoft Al Cloud Partner Program offerings starting January 22, 2025. These benefits include Microsoft Copilot products, Microsoft GitHub, and Microsoft Defender for Endpoint.

Microsoft will no longer sell Microsoft Action Pack, Microsoft Learning Action Pack, or legacy silver/gold benefits starting January 22, 2025. You can continue to access product, support, and advisory benefits through the updated offerings.

Explore how you can drive purpose-built growth with offerings like <u>partner benefits packages</u>. <u>Solutions Partner designations for solutions areas</u>. <u>Solutions Partner* with certified software** designations</u>, and <u>ISV Success</u>.

Partners with an eligible active legacy silver/gold purchase status as of January 21, 2025, will be eligible for the remainder of the FY25 CSP incentive term (January 22, 2025, to September 30, 2025).



Timetable of events

- August 6, 2024: Advance notice of transition plan for legacy benefits and details on the benefits additions to current benefits offerings***
 - Microsoft released a <u>blog post</u> and supporting <u>FAQ</u> that details the transition of the legacy benefits (Microsoft Action Pack, Learning Action Pack, and legacy silver/gold benefits) and the benefits being added to the partner benefits packages, Solutions Partner designations, and specializations.
- January 21, 2025: Last day to purchase/renew legacy benefits offerings
 - On January 22, 2025, partners with Microsoft Action Pack, Learning Action Pack, or legacy silver/gold benefits will no longer be able to purchase or renew these offerings.
 - Benefits renewed on or before January 21, 2025, will be active for 12 months after their renewal date. These benefits will no longer be available for purchase or renewal after this time.
- January 22, 2025: General availability of new benefits in select offerings***
 - On January 22, 2025, partners will gain access to the added benefits (including Microsoft Copilot for select offerings) to applicable
 partner benefits packages, Solutions Partner designations, and specializations.

For full details on the evolution of benefits—including the new benefits being added to offerings and the transition of legacy benefits—please go to the blog and FAQ

Benefit changes overview

Microsoft is making changes across many of the offerings available to partners. Below is a snapshot of the benefits changes that will take place this fiscal year.

	From (FY24)	To (FY25)	
Legacy silver and gold benefits	Previous benefits	End of ability to renew benefits in January 2025	
Microsoft Action Pack	Previous benefits	End of ability to renew or purchase offering in January 2025	
Learning Action Pack	Previous benefits	End of ability to renew or purchase offering in January 2025	
Partner Launch Benefits	Current benefits introduced in January 2024	New benefits added in January 2025	
Partner Success Core Benefits	Current benefits introduced in January 2024	New benefits added in January 2025	
Partner Success Expanded Benefits	Current benefits introduced in January 2024	New benefits including limited Copilot added in January 2025	
Solutions Partner designations ¹	Current benefits, incentives eligibility	New benefits including limited Copilot added in January 2025 ²	
Specializations	Current benefits, incentives eligibility	New benefits including limited Copilot added in January 2025	

^{1.} Includes updates to Solutions Partner designations for solution areas and Training Services. No changes planned for Solutions Partner with certified software.

^{2.} Some partners who attained Solutions Partner designations opted to keep legacy silver/gold benefits instead of accessing the designation benefits. These legacy benefit portfolios will not receive the updates and will no longer be sold after January 21, 2025.

Planned updates to partner benefits packages¹

Starting January 22, 2025, Microsoft is adding 20+ new benefits—including multiple Copilot products—across various benefit offerings.

Partner Launch Benefits	Partner Success Core Benefits	Partner Success Expanded Benefits	
 ✓ M365 Business Premium (no Teams) ✓ Teams Enterprise ✓ Entra ID P2 ✓ Microsoft Defender for Endpoint P2 ✓ Power Apps Premium ✓ Power Automate Premium 	 ✓ M365 Business Premium (no Teams) ✓ Teams Enterprise ✓ Entra ID P2 ✓ Microsoft Defender for Endpoint P2 ✓ Concierge ✓ Power Apps Premium ✓ Windows Server Standard - per core (2025) ✓ Windows Server CALs (2025) ✓ Windows Server Remote ✓ Desktop Services (RDS) CALs (2025) ✓ Windows Server Datacenter - per core (2025) 	 ✓ Copilot for M365 ✓ Copilot for Sales ✓ Copilot for Finance ✓ Copilot for Service ✓ M365 Business Premium (no Teams) ✓ Teams Enterprise ✓ Entra ID P2 ✓ Microsoft Defender for Endpoint P2 ✓ Teams Rooms Pro ✓ Teams Premium ✓ Microsoft Syntex/SharePoint Premium ✓ D365 Team Members ✓ Concierge ✓ D365 Finance Premium ✓ Power Apps Premium ✓ Power Automate Premium ✓ Power Automate Process ✓ Windows Server Standard - per core (2025) ✓ Windows Server Remote Desktop Services (RDS) CALs (2025) ✓ Windows Server Datacenter - per core (2025) 	

^{1.} For a comprehensive list of new benefits being added on January 22, 2025, go to the updated <u>Benefits Guide</u> document

Planned updates to partner Solution Designations benefits

Solutions Partner designations	Specialisations	
 Copilot for Sales Copilot for Finance Copilot for M365 Concierge Entra ID P2 Microsoft Defender for Endpoint P2 D365 Team Members D365 Finance Premium Power Apps Premium, Power Automate Premium Windows Server Standard – per core (2025) Windows Server CALs (2025) Windows Server Remote Desktop Services (RDS) CALs (2025) Windows Server Datacenter – per core (2025) Power Automate Process Teams Enterprise M365 E3 (no Teams) Teams Rooms Pro Teams Premium Microsoft Syntex/SharePoint Premium M365 Business Premium (no Teams) M365 E5 (no Teams) 	 Copilot for Sales Copilot for Finance Copilot for Service Copilot for M365 Copilot for Security(via Azure Credits) GitHub Copilot Enterprise (via Azure Credits) GitHub Enterprise Metered (via Azure Credits) Entra ID P2 Microsoft Defender for Endpoint P2 Partner Marketing as a Service Teams Enterprise M365 E3 (no Teams) D365 Team Members Increase Biz Apps Specialization Cap to 3 D365 Finance Premium Power Apps Premium Power Automate Premium Power Automate Process Teams Rooms Pro 	

Recommended actions for partners with legacy benefits offerings

WHICH PACKAGE TO CHOOSE?

If you have a Microsoft Action Pack or Learning Action Pack

The Partner Success Core Benefits and Partner Success Expanded Benefits packages are recommended, depending on your organization's size and needs. These benefits are designed to enhance your cloud and Al capabilities and help drive long-term profitability.



If you have legacy silver or gold benefits

The Partner Success Expanded Benefits package is recommended. This is a comprehensive package designed for organisations ready to expand even further and deepen their partnership with Microsoft.

We also recommend that qualified partners seek to attain a Solutions Partner designation to ensure you can take advantage of the new license inclusions, access tailored benefits, a customer-facing badge to display in your marketing assets, and resources to help promote your record of customer success.



Road to Solutions Partner Designation

Anchored on the Microsoft Cloud in six solution areas aligned to how Microsoft goes to market.



How to attain a Solutions Partner designation

The partner capability score provides flexibility to demonstrate knowledge, skills, and experience across subcategories of performance, skilling, and customer success.

A minimum of 70 points must be earned, with points in each category.

There are 100 points possible in total across categories.



Performance

This category is measured by net customer adds.



Skilling

This category verifies and demonstrates your dedication to skilling and training by intermediate and advanced certifications



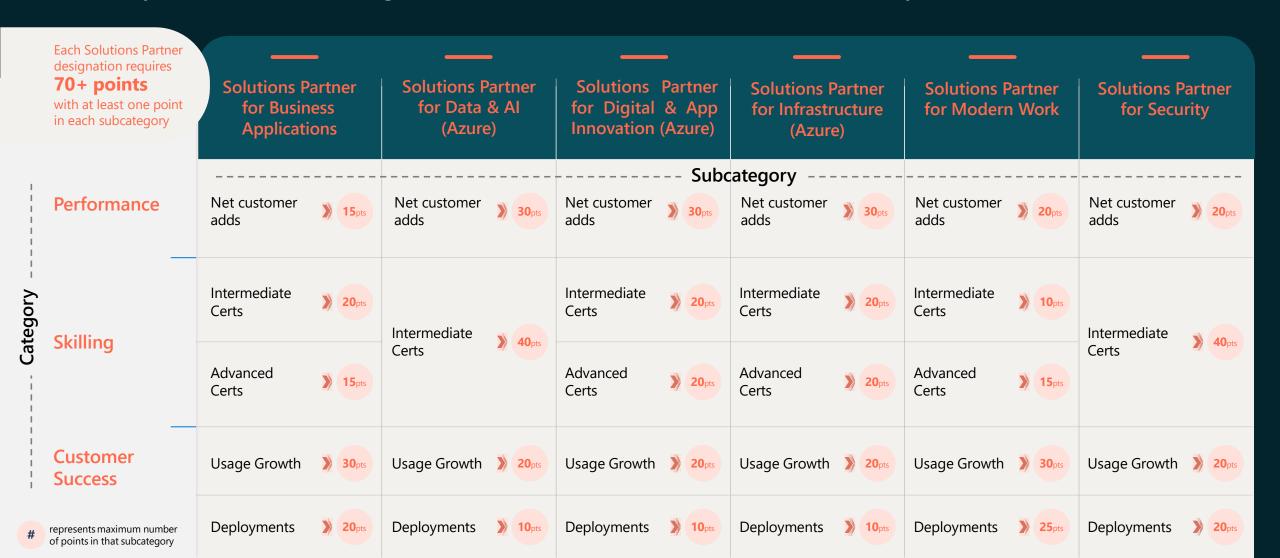
Customer success

This category is measured by usage growth and the number of solution deployments

Admins can sign-in to Partner Center to see how your organization is progressing towards a Solutions Partner designation.

Requirements for each Solutions Partner designation

Each designation has a specific number of possible points that can be earned per category. You have the flexibility to choose which categories to focus on within a solution area to match your business needs.



How to start claiming points

It's time to get familiar with points as they differ per solution area.

There are two paths to work on – partner associations and certified professional associations. It's important to figure out how you will work with your customers or certified professionals to ensure these are in place so you get credit for the work you're doing with your customers.

Path 1: **Partner associations**

Maximizing your partner capability score is key. To make sure your organization is receiving the points you've earned, you need to have the right partner associations in place.

Path 2: **Certified professional associations**

Within Partner Center you need to have your certified professionals go in and link their learning account to your organization account – they can do that by going into Partner Center, clicking settings, etc. – that's how you'll get points for your skilling metrics across all of your solution areas.

Actions:

- Understand how you gain points here: **Solutions partner program partner** capability score.
- Check out the Partner Associations Playbook to ensure you get credit for the work you do with customers.
- Go to Partner Center regularly to see how you're tracking towards attaining Designations.
- Should you encounter challenges with your points, please contact Partner **Center Support**



Consider P2P options if you are

missing on Performance or

Customer Success KPIs









Additional resources

Training asset gallery

Partner capability score dashboard

Microsoft partner blog



Solutions Partner for Business Applications

Solutions Partner for Business Applications overview page



Solutions Partner for Infrastructure (Azure)

Solutions Partner for Infrastructure overview page



Solutions Partner for Data & AI (Azure)

Solutions Partner for Data & Al overview page



Solutions Partner for Modern Work

Solutions Partner for Modern Work overview page



Solutions Partner for Digital & App Innovation (Azure)

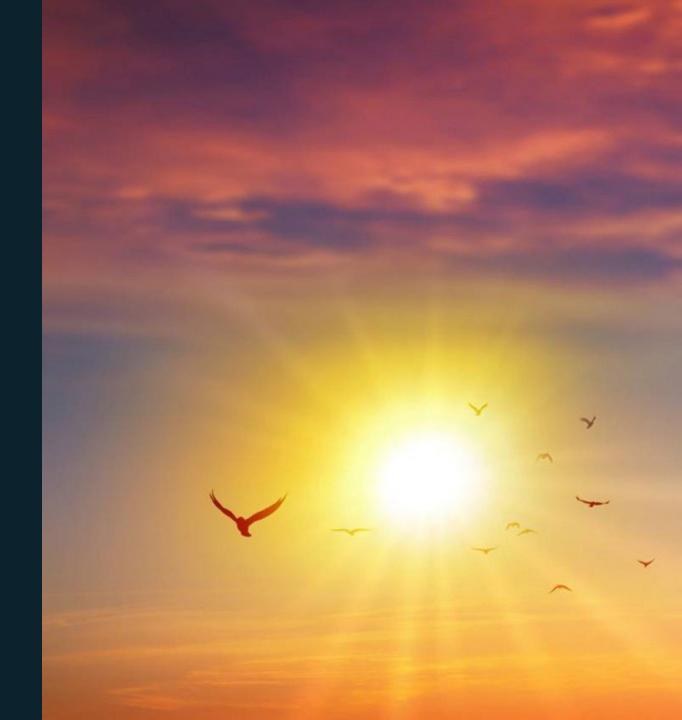
Solutions Partner for Digital & App Innovation overview page



Solutions Partner for Security

Solutions Partner for Security overview page

Tips on obtaining and maintaining Solutions Partner Designations



Best Practices to maintain your Solution Designation

Tip: Invest in Skilling and Training

• Ensure your team is up-to-date with the latest certifications and training.

Tip: Monitor Performance Metrics

- Leverage Insights within Partner Center for analytics reports and KPIs through the <u>Insights workspace</u>
- Get unified Partner Center insights Partner Center for more information on how to use the insights workspace.
- Regularly review your score to see how you're tracking toward renewing your designation.
- Have a strategy to give yourself enough time and have the required score in time for your renewal. Keep in mind that Microsoft refreshes the data before the 20th of every month.

• Tip: Stay Updated with Microsoft Requirements

Regularly check for updates and changes in the requirements for the Solutions Partner designation as Microsoft may update the
criteria.

Tip: Crayon can help

- Reach out to your Account Manager if you have questions about the Microsoft Partner Program or Solutions Designations or would like additional resources shared with you.
- Schedule a Partner Center review session to help you understand how to navigate the portal.

Resources

Azure Cloud week

 The Azure Cloud week is coming soon so you should go and jump on the free courses and vouchers for this: <u>Certification</u> <u>Week for Microsoft Al Cloud Partner Program – Azure</u>

Modern Work Cloud week

 Register for the upcoming <u>Certification Week for Microsoft Al</u> <u>Cloud Partner Program - Modern Work</u> to build your cloud and Al skills

Microsoft Training Resources

- View the latest sales and technical enablement training sessions and events published in the <u>Microsoft Partner Skilling Calendar</u>
- Access Microsoft Partner training resources page
- Free Cloud Training Events | Microsoft Australia

Microsoft Reactor events

 Take advantage of over 232 learning session, with in-person and streamed events available <u>Home | Microsoft Reactor</u>

Microsoft Depth Enablement portal

- Continue to develop your expertise with depth enablement for each category:
 - Azure
 - Sales & Pre-Sales Skilling
 - Modern Work
 - Security
 - Business Applications

Information and tools for Microsoft-led migration for public sector customers

Prepare for upcoming CSP legacy migration starting September 1



Moving from Microsoft's Legacy CSP to New Commerce Experience



For Academic and Not-for-profit subscriptions, starting September 1, 2024, Microsoft will migrate renewing legacy CSP academic and Not-for-profit subscriptions to NCE. Migration will occur on the renewal date of active legacy subscriptions and the migrated subscriptions will be set to the Annual term.



You can manually migrate subscriptions before the 2024 renewal date if you prefer a more planned approach. For example, selecting monthly commit. You can also align the subscription end date of your new subscriptions with your customers' existing NCE subscriptions.



For subscriptions that Microsoft auto-migrates at their 2024 renewal date, partners will have a 7-day window for adjustments or cancellations if necessary.



How Partners can prepare for these changes

1

Review customers' remaining Legacy CSP subscriptions, utilising the comprehensive reports available within your PRISM Portal Reports section.

2

Discuss the preference of Monthly vs Annual subscriptions required or ratio of the two.

3

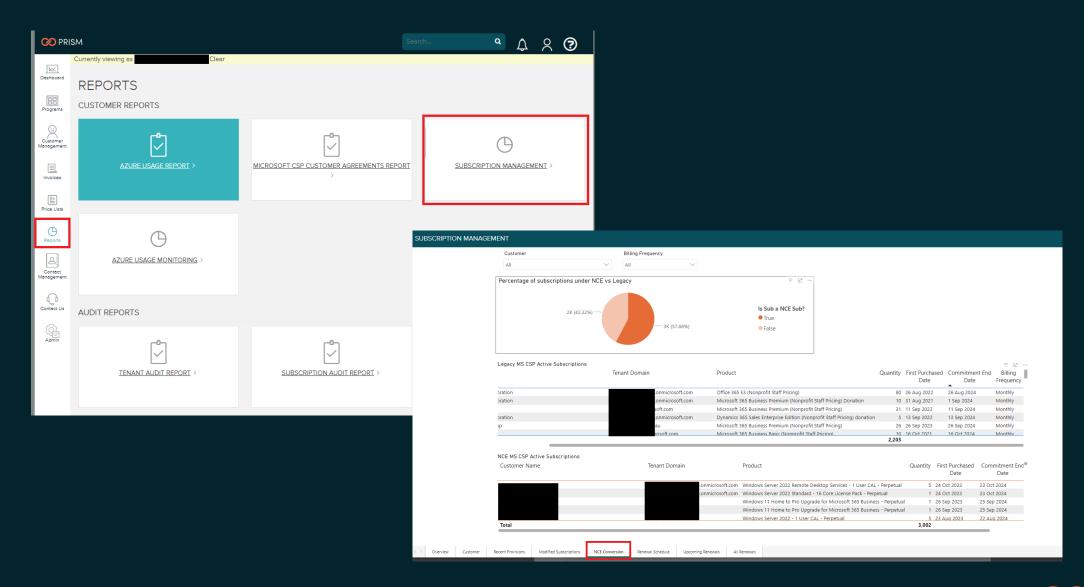
Review customer contracts to align with the preferred approach and terms

4

For guidance on migrating legacy subscriptions to NCE in the PRISM portal, refer our article here.



PRISM NCE report





Nonprofit NCE Promotion

Promotion Summary

20% Monthly Commit Price Premium Waived: NFP customers on the specified products will not need to pay the usual 20% monthly commit price premium until the end of the year.

Eligible Products:

Nonprofit Modern Work NCE

- 1. Microsoft 365 Business Standard
- 2. Microsoft 365 Business Premium
- 3. Microsoft 365 E3
- 4. Microsoft 365 E5

Nonprofit Business Applications NCE

- 1. Dynamics 365
- 2. Power Platform

Customer Eligibility:

This promotion is available to all nonprofit customers

- New nonprofit customers purchasing Microsoft 365, Dynamics 365 or Power Platform for the first time
- Existing nonprofit customers upgrading to a more premium product
- Legacy CSP customers renewing on the new commerce experience

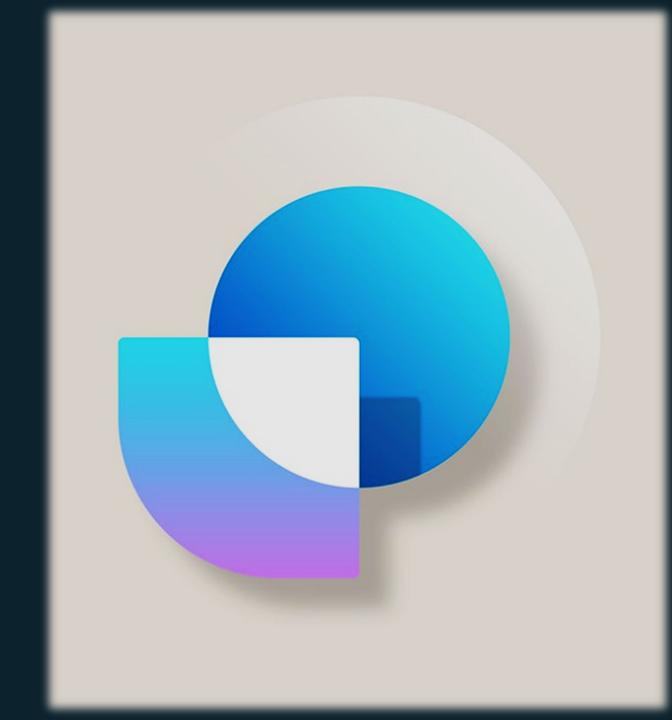
Duration:

The promotion runs from March 18, 2024, through December 31, 2024.





Dynamics 365 price adjustment



New pricing for Microsoft Dynamics 365 effective October 2024

Product	USD Price before October 1, 2024	USD Price as of October 1, 2024 ²
Microsoft Dynamics 365 Sales Enterprise	\$95	\$105
Microsoft Dynamics 365 Sales Device	\$145	\$160
Microsoft Dynamics 365 Sales Premium	\$135	\$150
Microsoft Microsoft Relationship Sales ³	\$162	\$177
Microsoft Dynamics 365 Customer Service Enterprise	\$95	\$105
Microsoft Dynamics 365 Customer Service Device	\$145	\$160
Microsoft Dynamics 365 Field Service	\$95	\$105
Microsoft Dynamics 365 Field Service Device	\$145	\$160
Microsoft Dynamics 365 Finance	\$180	\$210
Microsoft Dynamics 365 Supply Chain Management	\$180	\$210
Microsoft Dynamics 365 Commerce	\$180	\$210
Microsoft Dynamics 365 Human Resources	\$120	\$135
Microsoft Dynamics 365 Project Operations	\$120	\$135
Microsoft Dynamics 365 Operations – Device	\$75	\$85

Price in USD per user per month, annual commit

Pricing for cloud products not listed above, such as Microsoft Dynamics 365 Business Central, will remain unchanged.

Increases will apply globally to new and existing customers (upon renewal as of October 1, 2024), and the products will be priced comparably in other currencies.

Check subscription anniversaries in PRISM Portal subscription report



GDAP anniversary and renewal





Managing GDAP Renewals

As we approach 1 year since GDAP became mandatory, your customers may receive notifications about expiring GDAP relationships with Crayon.

Renewals can be processed through PRISM swiftly (steps). Your GDAP relationships with your customers can be extended in Partner Center,



View the details of GDAPs that expired over the past year in the Expiring Granular Relationships page and create new GDAP relationships with the customer if necessary.



Microsoft-led GDAPs don't activate the auto extend feature by default, so you need to turn on auto-extend for these GDAP relationships as required.

Latest campaigns and promos from Crayon

Did you know about how **ANZ exclusive** incentive and programs?

- ➤ Supercharge your CSP business and earn up to \$10K, click here
- ➤ Discover 3 Copilot offers to help you accelerate your revenue, click here
- ➤ Join our partner-to-partner program to bring sales opportunities, click here

Did you know about how regional exclusive incentive and programs?

- ➤ (MY only) Maximize rewards with M365 Copilot and earn up to \$200 MYR, click here
- ➤ (MY only) Earn \$3,000 MYR for every net new Microsoft CSP Annual Order over \$45,000 MYR, click here
- ➤ (KR only) Earn a per-seat rebate when you upgrade, addon or both, <u>click here</u>

**Please reach out to your account managers for more campaigns and promotions from Crayon





Scan to let share your <u>feedback</u> about this session or <u>book a meeting</u> with Crayon



Thank You!

How legacy competencies map to the new Designations

