

A group of business professionals in a meeting. One person is holding a tablet displaying a document with charts and text. Another person is holding a smartphone. There are coffee cups on the table. The background is a bright office setting with windows.

## Next Steps for Partners to Participate in AAAP

Any partner on either the Co-Sell Prioritized Partner or ECIF Eligible Partners need to work with Microsoft sellers as the sellers will nominate the customer and their respective partners for any of the AAAP offers. Partners should work with their Microsoft Account team for selling opportunities. There is nothing else they need to do to become eligible

# AAAP Next Steps for Partners

## Do

### Work closely with your Microsoft Data & AI specialist when submitting a request

Align with your Data & AI specialist at the start of the project and let them know ahead of time when you have a project you plan on submitting for funding or support. Stay connected with them through the application/approval process.

### Apply at least 3 weeks before the project work starts

The AAAP approval process is typically 1 to 2 weeks, but if there are any questions or additional information needed the process can take longer. Apply at least 3 weeks before the planned work to protect the project's critical path.

### Apply with at least a 1:10 ROI projection

Minimum ROI for inclusion in the AAAP and access to related benefits is 1:10. Requests with a lower ROI cannot be accepted.

### Set realistic expectations with customers

Let the customer know realistic dates for starting the project work, considering a minimum of 3 weeks from initial application to project work start.

## Don't

### Don't wait to engage with your Microsoft Data & AI specialist

Waiting until the last minute to let your Microsoft Data & AI specialist know about a project will delay your project's start. Give your Data & AI specialist time to collect information and prepare the application.

### Wait to apply to AAAP only when ready to start a project

If you apply just before the project work will begin, the project will be delayed until the funding and other benefits are approved, which can take up to 3 weeks.

### Double dip for funding

ECIF and ACO requests must show separate ROIs of 1:10 each to be approved. A request including a single SOW with a 1:10 ROI cannot be approved for both ECIF and ACO.

### Apply to AAAP for non-AI/Analytics projects

At least 50% of the projected revenue must be AI or Analytics, to be eligible for AAAP.