



FY23 Azure Workload Acquisition and Nurture Incentive Partner Campaign

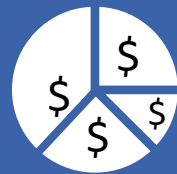
July 1, 2022 – March 31, 2024



Introduction

- The FY23 Azure Workload Acquisition and Nurture incentive (WANI) builds on the success of the FY22 campaign.
- The incentive is designed to incent our best partners, those with either one or more advanced specializations or Azure Expert MSP status to help Microsoft engage customers who are new to Azure.
- Key to the design is not only to reward for acquiring a new customer with one of the four workloads, but to stay engaged with the customer, and help them build their capabilities on Azure (nurture phase).

Advanced specialized &
Azure Expert MSP Partners



4 Workloads

Customers

Partner Eligibility

- Eligible partners hold one or more Microsoft Partner advanced specializations and or Azure Expert MSP status.
- Eligibility is set at the beginning of each quarter, 7/1/2022, 10/1/2022, 1/1/2023, 4/1/2023.

Four high level workloads mapped to advanced specializations and Azure Expert MSP programs

Workload	Aligned Advanced Specializations	AE MSP
Azure Core	Windows Server and SQL Server Migration to Microsoft Azure	Eligible
	Linux and Open Source Databases Migration to Microsoft Azure	
	SAP on Microsoft Azure	
	Microsoft Windows Virtual Desktop	
	Microsoft Azure VMware Solution	
	Hybrid Operations and Management with Microsoft Azure Arc	
	Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI	
	Networking Services in Microsoft Azure	
Data and Application Innovation	Modernization of Web Applications to Microsoft Azure	
	Kubernetes on Microsoft Azure	
	DevOps with GitHub on Microsoft Azure	
Analytics+AI	Analytics on Microsoft Azure	
	Data Warehouse Migration to Microsoft Azure	
	AI and Machine Learning in Microsoft Azure	
Security	Cloud Security	
	Threat Protection	

Eligible Customers

- Customers below \$3K average in March, April, May of FY22 in any of the four workloads. Eligibility will be refreshed again for H2 based on the same criteria in September, October, November of FY23.
 - Azure Core, Data & Application Innovation, Analytics+AI, Security
 - Categorized by Microsoft as **Enterprise** or **SMC-Corporate** accounts.
- Eligible partners will be able to check customer eligibility via a partner secured portal to launch early in July 2022.

Incentive Details

- Total partner payment per workload, per customer capped at \$75K
- Acquisition Bounty
 - **Payment of \$9K per workload per customer.**
 - Trigger: 3 consecutive months with average Partner Attributable (PA) Workload ACR \$3K/month within the campaign period.
 - Starts the 9 month nurture period
- Nurture period payment
 - **30% of the Partner Attributable (PA) ACR per workload above \$3K per month**
 - If multiple partners are attributed to the customer subscription the multi-PAL rate is used, 10% of the Partner Attributable (PA) ACR.
 - For 9 months.
- Partner attribution via PAL or CSP.
 - For CSP only the transactional partner (PAL does not apply). Only CSP direct bill or indirect reseller is eligible.

Incentive Example



In this example

- Partner engages with a customer for an Analytics+AI project.
- After the 4th month, the average for the trailing 3 months of Analytics+AI ACR is above \$3K per month. This triggers a bounty payment (single payment) of \$9K (Nov) to the partner AND starts the 9 month nurture period.
- During the nurture period, the partner earns 30% of the Partner Attributable ACR above the \$3K threshold. In December the partner earns an additional \$390.
- In this example, at the end of the nurture period, the partner has earned \$22,050 from this workload with this customer.

Frequently Asked Questions

1. What happens if two or more partners are PAL associated to the same customer subscription?
 - Partners will be paid at the Multi-PAL rate for the nurture phase of the incentive which is 10%.
2. What happens to partners who do not renew their advanced specialization before their anniversary date?
 - Partners have to be enrolled in one or more of the advanced specializations or Azure Expert MSP program, at the beginning of each quarter.
3. Can a partner be eligible for more than one workload?
 - Yes, as long as the partner is enrolled in one or more of the aligned advanced specialization/AE MSP programs.
4. Can a partner earn the acquisition bounty more than once within a single customer?
 - Yes, but only once per workload (so maximum of 4 bounty payments, one per workload)
5. If you drive a Azure Core workload with a customer, that becomes an Acquisition (3months > \$3K) in April, what happens to the nurture phase at the end of the Microsoft fiscal year (end of June)?
 - The nurture phase will continue into the next fiscal year. You will continue to be eligible for the nurture component of the incentive in the next fiscal year to complete the 9 month nurture period.
6. How can I check if a customer is eligible?
 - A secure partner portal will allow partners to check eligible per single customer or in bulk via an XLS upload/download.

FY23: Workload Mapping to Consumption Hierarchy

	Azure Core	Data and Application Innovation	Analytics+AI	Security
Service Levels included (SL2)	<ul style="list-style-type: none"> Azure NetApp Files AKS on Azure Stack HCI Application Gateway Azure Arc Azure Arc Enabled Databases Azure DNS Azure Monitor Azure Policy Azure Route Server Azure Site Recovery Azure SQL Edge Azure Stack Edge Azure Stack HCI Azure Stack Hub Backup Bandwidth Cloud Services Container Registry Content Delivery Network Digital Twins ExpressRoute Gov Consumption HPC Cache Insight and Analytics IoT Central IoT Hub Load Balancer Log Analytics NAT Gateway SAP Embrace Specialized Compute SQL Managed Instance SQL Server Stretch Database Storage StorSimple Time Series Insights Traffic Manager Virtual Machines Virtual Machines Licenses Virtual Network Virtual WAN VPN Gateway Windows 10 IoT Core Services 	<ul style="list-style-type: none"> API Management App Center App Configuration Application Insights Automation Azure App Service Azure Blockchain Azure Cosmos DB Azure Database for MariaDB Azure Database for MySQL Azure Database for PostgreSQL Azure DevOps Azure Kubernetes Service Azure Lab Services Azure Load Testing Azure Managed Instance for Apache Cassandra Azure Maps Azure Spring Cloud Chat Container Instances Event Grid Event Hubs Functions GitHub GitHub AE Logic Apps Media Services Network Traversal Notification Hubs Phone Numbers Redis Cache Service Bus SignalR SMS SQL Database Voice Web PubSub 	<ul style="list-style-type: none"> Azure Analysis Services Azure API for FHIR Azure Applied AI Services Azure Bot Service Azure Cognitive Search Azure Data Explorer Azure Data Factory Azure Data Factory v2 Azure Data Share Azure Databricks Azure Purview Azure Synapse Analytics Cognitive Services Data Box Data Catalog Data Lake Analytics Data Lake Store HDInsight Intelligent Recommendations Machine Learning Studio Microsoft Genomics Microsoft Graph data connect Power BI Power BI Embedded SQL Data Warehouse Stream Analytics 	<ul style="list-style-type: none"> Advanced Data Security Advanced Threat Protection Azure Active Directory B2C Azure Active Directory Domain Services Azure Active Directory for External Identities Azure Bastion Azure DDOS Protection Azure Defender Azure Firewall Azure Firewall Manager Azure Front Door Service Azure IoT Security Key Vault Multi-Factor Authentication Network Watcher Security Center Sentinel

Resources and Call to Action

- For the Terms and Conditions please see the incentives area in Partner Center
- Questions, please speak to your PDM/PTS or email azwkldinc@microsoft.com
- See the Microsoft Partner Investments and Incentives site.
 - <https://partner.microsoft.com/en-us/membership/partner-incentives>
- We hope you will engage with our Microsoft sales teams
- We encourage you to run your own GTM campaigns targeting the customers in the shared list for the eligible workloads.

Thank you.