



Microsoft Cooperative Incentives

This guidebook will introduce and help Microsoft partners optimize co-op incentives

Updated: August 2023

What is cooperative (co-op)?

As part of the Microsoft Al Cloud Partner Program (MAICPP) you have access to various incentives programs that reward you for delivering services to customers.

- Co-op marketing funds are funds that you earn through Microsoft incentive programs.
- Co-op funds help you to conduct marketing activities that increase brand awareness and drive growth of your sales pipeline.
- Co-op funds can be used for Partner readiness which includes MAICPP annual membership fee, Microsoft certification training costs and eligible marketing activities that are focused on Microsoft Cloud.

Incentive programs that earn co-op:

- Microsoft Commerce Incentives (MCI) co-op earnings started November 1, 2022
- Cloud Solution Provider (CSP) Indirect Reseller ended December 31, 2022
 - Legacy CSP incentives ended December 31, 2022, for CSP offers that have a new commerce equivalent. Partners should move to NCE to continue to earn incentives under MCI.



Incentive programs that earn co-op

Under the Microsoft Commerce Incentive (MCI) program, co-op earnings will accrue across these engagements and levers as one MCI co-op amount per enrolled Partner ID. It will not be consolidated with any other incentive program earnings.

MCI Engagement	Lever Name	Earning Split			
M365 new commerce CSP	Core - Modern Work & Security billed revenue				
	Global Strategic Accelerator - Tier 1				
	Global PSTN Calling and Conf Accelerator	_			
M365 cust add new commerce CSP	M365 cust add new commerce CSP				
Azure CSP motion incentive	Azure consumption CSP motion				
	Azure Reservation and Savings Plan Incentive	- 60% rebate / - 40% co-op			
	Azure Workload Accelerator CSP	. 1070 оо ор			
	Core - Business Applications billed revenue	_			
D365 new commerce CSP	Global Strategic Accelerator - Tier 1	•			
	Global Strategic Accelerator - Tier 2				
D365 cust add new commerce CSP	D365 cust add new commerce CSP	_			

FY23 Microsoft Partner Commercial Incentives Guide
FY23 Microsoft commercial partner incentives program guide
2023-02-01



Download the incentives guide for full program details and eligibility requirements.

Check that you are fully enrolled in MCI and there are no action items flagged.



How co-op is calculated

Earning/Accrual Period	Usage/Activity Period	Claiming Period Deadline
FY23 H2 Jan – June 2023	July 1 – Dec 31, 2023	February 15, 2024
FY24 H1 July – Dec 2023	Jan 1 – June 30, 2024	August 15, 2024
FY24 H2 Jan – June 2024	July 1 – Dec 31, 2024	February 15, 2025

- Incentives are based on billed revenue and the earning lever.
- Microsoft calculates eligible incentive earnings using a percentage split (such as 60% rebate, 40% co-op). You receive the rebate portion monthly (at the existing payout cadence for your individual program), and Microsoft accrues the co-op portion of incentive earnings.
- Co-op has two six-month periods, which are the Microsoft fiscal half-year: H1 (July 1 to December 31) and H2 (January 1 to June 30).
- Co-op funds are earned and accrued in one six-month period and then used in the following six-month period on eligible activities. Once you are in the usage period, co-op funds are deposited into the co-op claiming tool for use.

Terms to remember

- H1 this is the first half of the Microsoft fiscal year, July 1 December 31
- H2 this is the second half of the Microsoft fiscal year, January 1 June 30
- Earning period this is the timeframe that your funds are accruing.
- Usage period this is the timeframe you are allowed to execute a marketing activity and access your funds in the claims tool.
- Claiming period this is the timeframe for submitting co-op claims to be reimbursed on the activities executed.
- POE proof of execution



Earning and accruing co-op

Threshold:

- The accrued funds must meet the \$10,000 USD minimum co-op earning threshold to be available for use in the co-op claims tool. Anything below this threshold will be converted and paid out to the partner as rebate. Funds are not lost they are strictly converted to rebate.
- At the close of each six (6) month earning period, for partners over the \$10,000 co-op threshold, Microsoft will deposit the funds into the Partner Center co-op claims tool for use in the upcoming semester.
- Partners under the \$10,000 the co-op threshold will receive the withheld co-op funds as part of their rebate payment in the following payment cycle.

Bank and Tax profile:

- Starting November 1, 2022, Partners will need to complete a new bank and tax profile for the MCI co-op earning type in Partner Center.
- Note, this is separate from MCI rebate earnings. Earnings will not be available for payment until the co-op bank and tax profile is complete and approved.



Example: Microsoft Commerce Incentive (MCI)

MCI earnings will continue as 60% rebate/40% co-op split, accruing for the FY23 H2 (January 2023 – June 2023) earning period, to be used in FY24 H1 (July 2023 – December 2023).

In this example, the partner will have accrued \$32,500 by June 30, 2023, to use FY24 H1.

MCI Engagement	Lever Name	Janua	ary 2023	Febru	ary 2023	Marc	:h 2023	Apri	il 2023	May	/ 2023	June	2023
		60% rebate	40% co-op	60% rebate	40% со-ор	60% rebate	40% co-op						
Azure CSP motion incentive	CSP motion Azure plan	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600
	Core - Business Applications billed revenue	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600
D365 new commerce CSP	Global Strategic Accelerator - Tier 1	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600
	Global Strategic Accelerator - Tier 2	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600
D365 cust add new commerce CSP	D365 cust add new commerce CSP	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600
	Core - Modern Work & Security billed revenue	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600
M365 new commerce CSP	Global Strategic Accelerator - Tier 1	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600
	Global PSTN Calling and Conf Accelerator	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600
M365 cust add new commerce CSP	M365 cust add new commerce CSP	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600	\$900	\$600
		\$8,100	\$5,400	\$8,100	\$5,400	\$8,100	\$5,400	\$8,100	\$5,400	\$8,100	\$5,400	\$8,100	\$5,400



Co-op planning guidance

Recommended:

- 1. Record the amount of your co-op earnings and create a plan for the upcoming usage/activity period.
 - If applicable, be sure you are capturing co-op earnings for each enrolled Partner ID under each participating incentive program.
- 2. Download the current Partner Incentives Co-op Guidebook.
 - Review the guidebook's eligible co-op activities under Partner Readiness, Market Development, and Demand Generation.
 - Confirm your plan is aligned to the eligible activities.
 - Note any proof of execution (POE) requirements and specific call outs per activity.
 - No pre-approvals are required for your activities these are your funds to use as your organization desires, but you must attire to the requirements in the co-op guidebook.
- 3. Don't leave money behind.
 - Monitor and adjust your activities unused funds will be forfeited.



Optional:

- Creative materials preapproval (applicable prior to execution only)
 - To request preapproval, email commpre@microsoft.com
 - Ensure pre-approved creative materials are not modified in any way after approval



Planning activities

Earning/Accrual Period	Usage/Activity Period	Claiming Period Deadline
FY23 H2 Jan – June 2023	July 1 – Dec 31, 2023	February 15, 2024
FY24 H1 July – Dec 2023	Jan 1 – June 30, 2024	August 15, 2024
FY24 H2 Jan – June 2024	July 1 – Dec 31, 2024	February 15, 2025

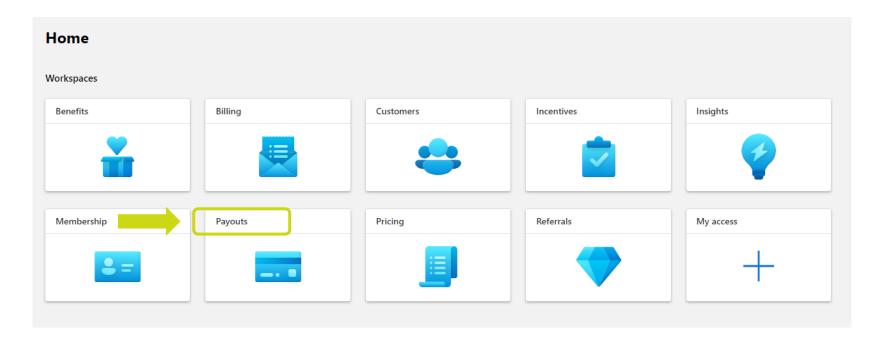
Your planning can start before or at the beginning of the "usage period". Below is a summary of the types of eligible co-op activities.

	Definition	Qualifying activities
Demand Generation	Traditional advertising with broad reach that furthers the marketing and promotion of Microsoft offerings. Results and audience size are measurable.	 Print advertising Migration Services Best Practice Development Solution Building with Third Parties Digital advertising Direct mail/email/mobile SMS Partner website and SEO Microsoft syndicated content Multi-touch digital campaign Social media marketing Microsoft syndicated content
Market Development	Marketing activities designed for a specific customer audience that support the sale of Microsoft software licenses.	 Telemarketing Customer seminars and bootcamps Tradeshows and expositions Customer offers Internal incentives and SPIFFs On-site champs Proof of concept
Partner Readiness	Expenses related to Microsoft training, technical certification, and program fees for internal partner personnel that promote the development of Microsoft technology expertise.	 Microsoft Cloud Partner Program Participation fee Microsoft exams and tuition Internal training and floor days On-demand Training Microsoft hosted conferences Product seeding and demo units



Check your co-op earnings in Partner Center

Navigate to Microsoft
Partner Center home
dashboard

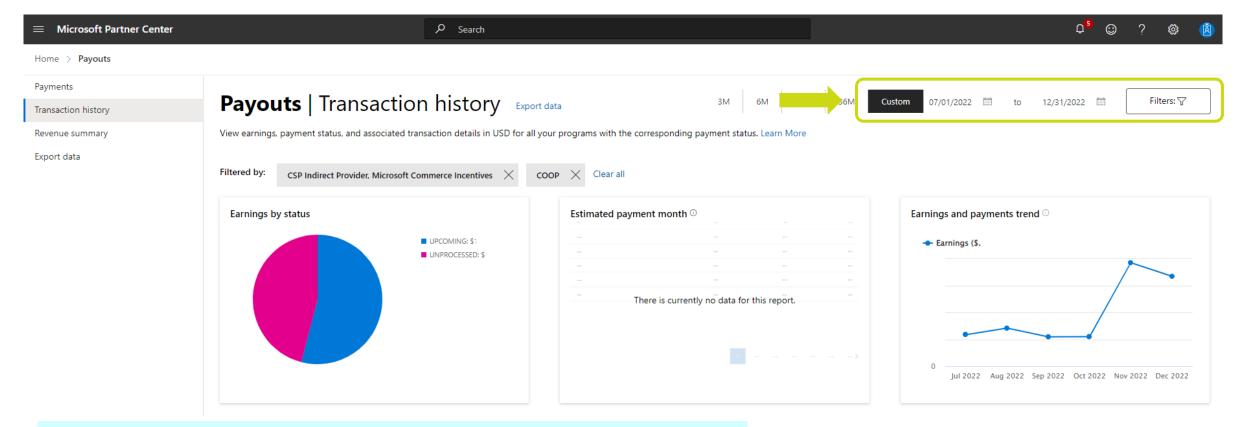


To see how much co-op, you are earning each month:

- 1. Select "payout" workspace
- 2. Click on the "transactions history" page
- 3. Use the custom date range to set your earning period (July 1 Dec 31 or Jan 1 June 30)
- 4. Use the filters to select
 - Earning type "co-op"
 - Program name "Microsoft Commerce Incentives"
- 5. The chart will show you how much co-op you are earning each month hover over each month to amount



<u>Overview</u> <u>Planning</u> <u>Execution</u> <u>Claiming</u> <u>Payment</u> <u>Tips</u> <u>Resources</u>

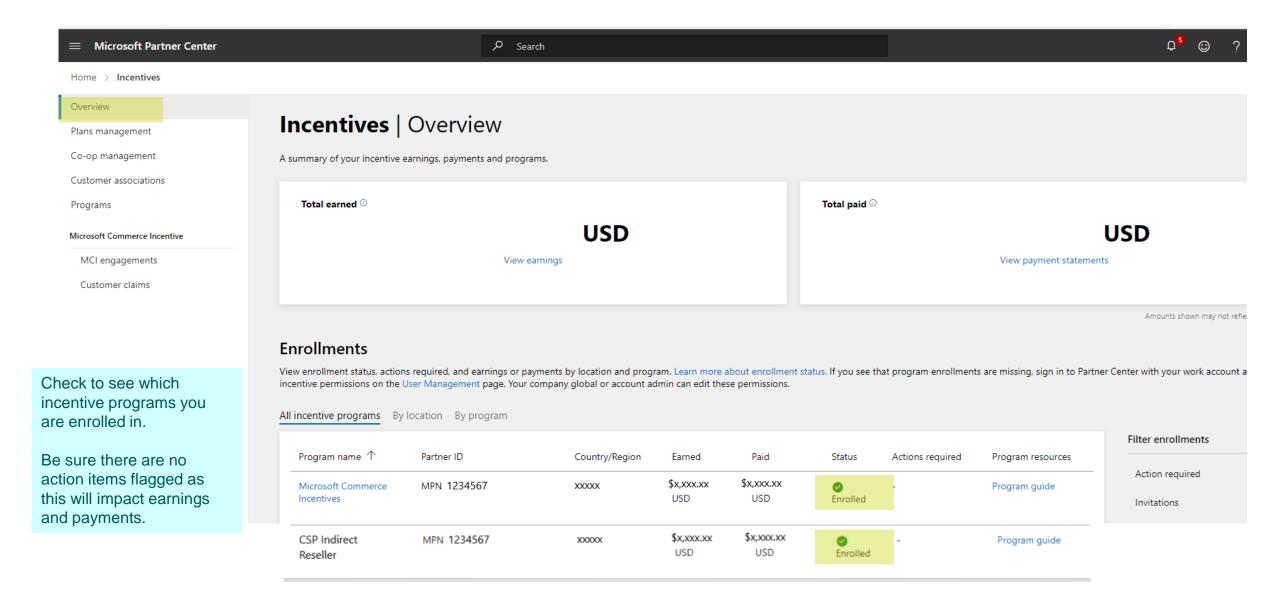


To see how much co-op, you are earning each month:

- 1. Select "Incentives" workspace
- 2. Click on "view earnings" in the total earned boxed
- 3. You should now be in the "transactions history" page
- 4. Use the custom date range to set your earning period (July 1 Dec 31 or Jan 1 June 30)
- 5. Use the filters to select
 - Earning type "co-op"
 - Program name "Microsoft Commerce Incentives" and/or "CSP Indirect Reseller"
- 6. The chart on the right will show you how much co-op you are earning each month

Earning status	Reason	Action required?
	The earning is eligible for payment. It stays in this state for a cooling period as defined in the program guide for the Incentives program.	No
Upcoming	Payment order generated pending internal reviews before payment is processed.	No



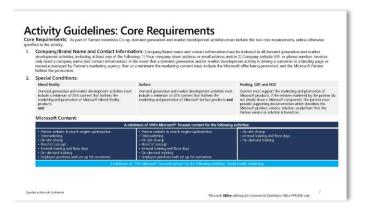


Co-op execution and best practice

During the co-op usage period, planned activities should be executed, and proof of execution (POE) materials requirements gathered.

To assist in the execution process, follow these best practices:

- Review the co-op guidebook and pay close attention to core requirements (page 7) and the detailed activity sheets to ensure execution meets requirements.
 - You must be promoting Microsoft cloud content.
 - You must include the correct Microsoft logo.
 - You must include your company details on content, landing pages, social, presentations etc.
 - Date must be visible on any screen shots, photos of events and take screenshots of a live activity.
 - URL must be visible on any web screen shots.







Execution timeline review

No pre-approvals are required, you can start your activity as soon as you are in the usage period.

- It's important to note, activity start, and end date must be in the usage period and not span into the following six-month period.
- Start collecting POE materials as early as possible in preparation for making a claim.

Earning/Accrual Period	3 , 1		Claiming Peri Deadlines		eimbursement claims by August 15, 2022 23:59:59 H1 and February 15, 2023 23:59:59 UTC for H2			
Usage Period	 View Co-op funds based on Earning Period sales Conduct eligible activities 		lles Proof of Exec Approval Dea		Obtain POE approval by September 30, 2022 23:59:59 UTC for H1 and March 31, 2023 23:59:59 UTC for H2			
	FY22H1 Jul Aug Sep Oct Nov Dec	FY22H2 Jan Feb Mar Apr May Jun	FY23H1 Jul Aug Sep Oct Nov Dec	FY23H2 Jan Feb Mar Apr May J	FY24H1 In Jul Aug Sep Oct Nov Dec	FY24H2 Dec Jan Feb Mar Apr May Jun		
Earning/Accrual Period Usage Period	- '							
Claiming Period		——						



Creating a co-op claim

Once eligible activities have been executed and proof of execution (POE) requirements gathered, co-op claims should be made within 45 days of activity completion and must be submitted by the period claim deadline.

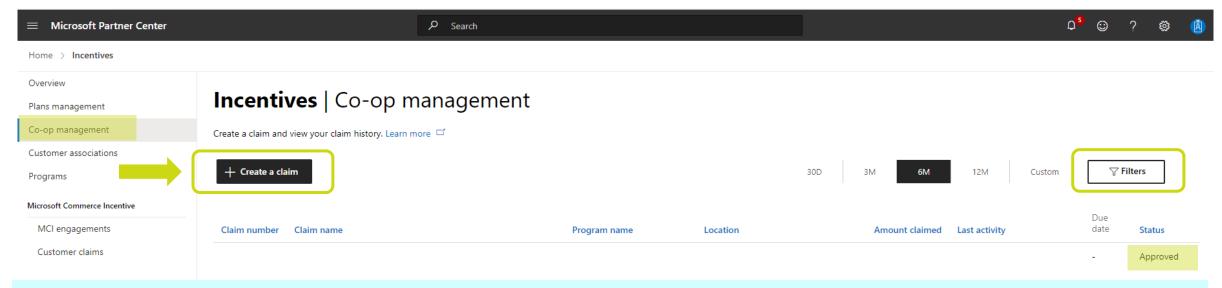
To assist in the claiming process:

- Download the current <u>Co-op Claiming Experience</u> deck which outlines the claiming process in detail.
- Starting June 1, 2022, Microsoft is simplifying POE requirements by reducing the requirements to submit POE for low dollar claims. This update aims to simplify POE requirements and processes.
 - In the US & Canada the low dollar threshold is \$5,000 USD.
 - During the claim submission in Partner Center, if your claim does not require POE for submission, you will be notified within the tool.
 - Microsoft reserves the right to request the original POE documentation so Partners must retain the original POE documentation for 24 months after the incentive earning period or end of claiming period, whichever is later.





To start a co-op claim



To submit a co-op claim in the claims tool

- 1. Select "Incentives" workspace.
- 2. Select "Co-op management".
- 3. Click on "Create a claim". You can create/start your co-op claim from here.
- 4. From the dropdowns select the appropriate options for the incentive program, partner location and usage period.
- 5. Click on "Continue". Once you create a co-op claim it will ask for activity details, amount for reimbursement and POE files to upload. When done "Submit claim".
- This co-op management page also provides a summary list of all claims, claim #, description, program fund, amount claimed and status of the claim.
- You can click on any open or closed claims to see details.
- You can use filters to only see activities that are approved, rejected or require action.
- · Follow up on any claims that have an action status.
- Microsoft will only have 1 claiming period open. This means you must wait until the claiming period has closed on the previous half before you can submit activities in the current half.

Claiming checklist



- Be sure to have all the required POE at hand.
 - Communication material: copy of event agenda, eblast, invite, screen shots etc.
 - Metrics: number of registrations, open/click rates, number of views/clicks etc.
- Name your claim well so you can easily reference back to them. If you have an internal invoice or campaign number #, use it in the claim description along with activity name and timeframe.
 (example: INV5645 M365 BP upsell web ad May).
- Is this a low dollar claim? (standard vs auto-approved)
 - A claim below the threshold amount will not require POE but you still need to keep POE for 24 months+
 incase of audit.
- After the claiming deadline, unsuccessful co-op claims or unused dollars are forfeited. There are no exceptions for this.

Earning/Accrual Period	Usage/Activity Period	Claiming Period Deadline	Claim Resolution Deadline
FY23 H1 July - December 2022	January 1 - June 30, 2023	August 15, 2023	September 30, 2023
FY23 H2 January – June 2023	July 1 – December 31, 2023	February 15, 2024	March 31, 2024
FY24 H1 July – December 2023	January 1 – June 30, 2024	August 15, 2024	September 30, 2024



Ensure claims are approved

Manage your co-op claims to resolution:

- Partners have 45 days after the co-op claiming deadline to close out any claims with a status of "Pending POE", "Request More Proof", or "Action required".
 - When a claim is flagged for action required it might be just the auditor requesting clarification or additional POE
 - Remember to resubmit the claim after updating if not resubmitted, it will not be sent back to the POE validation team
- If any such claims are not closed out, the claim will be moved to a status of "Non-compliant" and payment will not be processed.
- Unsuccessful co-op claims and unused funds will be forfeited at the end of the grace period (45-days after the end of the usage period).



Payment Process

Once co-op claims are approved, they will be paid as part of the participating program's regular payment cycle.

Payouts:

- Rebates and co-op payments are separate payment cycles.
 - Rebates are paid 45 days from last day of the earning month.
 - Example: October 2022 earnings are paid December 15, 2022.
- Co-op claims approved by the 15th of the month will be paid out the same month. If the co-op claim is approved after the 15th; it will be paid out the following month.
 - Claim approved by October 15; payment will be made October 20-25.
 - Claim approved by October 16; payment will be made November 20-25
- Payment details can be found in Partner Center in the "payouts" workspace.
 - Learn more: https://learn.microsoft.com/partner-center/payouts-overview



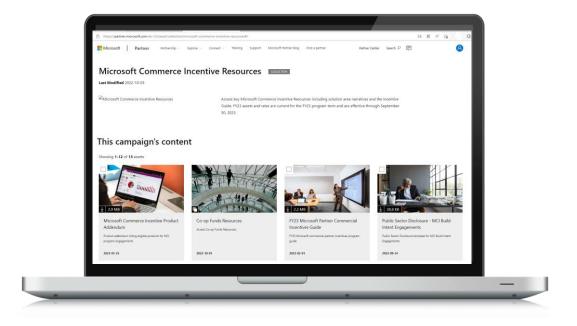
Tips

- What activities should you start claiming with co-op right away?
 - Your MAICPP annual membership fee
 - Microsoft Certification training and exam costs
 - In-person or virtual events to promote Microsoft solutions (can be internal readiness or customer facing events)
 - Digital marketing (eblasts, web ads, social ads)
- Need help with creating Microsoft Cloud content?
 - Use the available Microsoft marketing resources referenced in this guide. Microsoft makes content available for partners to use and co-brand with your company logo. Use any portion of the content and then to make it your own.
- Need a little help getting started?
 - Register for one of the TD SYNNEX MAICPP Clinics for live Q&A
 - Clinics are bi-weekly for partners looking for more guidance on incentives, benefits, partner center navigation, solution partner designations and their partner capability score
 - Register here: https://ecosystem.tdsynnex.com/practice-builder/mcpp-clinics/





Recap of key co-op resources



- 1. Co-op guidebook
- 2. <u>Incentive guidebook</u>
- 3. The claiming experience guide





Marketing ready resources

1. Partner Marketing Center

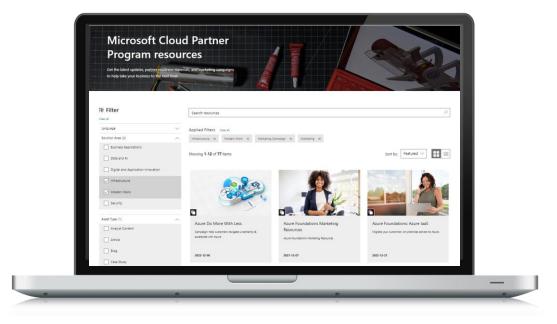
Find powerful solutions for a successful go-to-market plan when you explore our collection of customizable digital content and resources, including a comprehensive content library with sales presentations, infographics, web images, and more.

2. Partner Go-To-Market Toolbox

Partner Go-To-Market Toolbox is an online tool that allows you to grow your business through an actionable marketing plan, and a set of easy-to-build, high-quality, and solution-specific, co-branded materials in 10 different languages.

3. Digital Marketing Content OnDemand

Connect with customers online and generate demand with always-on digital marketing content delivered to you in weekly campaigns for use throughout your social media, company blogs, email, and more.





Support

- To contact support, select the "?" icon at the top right of the screen from any page in Partner Center.
- Click on "contact support" and select "incentives" as the workspace and pick the most appropriate option from the dropdown.

