

# FY21 Surface Pricing Programs (for ADR, DMP and VADOR)

August 12<sup>th</sup>, 2020



# Introduction to Microsoft Surface Devices Pricing Programs

Microsoft is committed to supporting and rewarding eligible partners for their proactive device selling motions through channel programs and incentives. Customer Pricing Programs are designed to provide better discounts for end customers based on opportunities and customers' profiles. The purpose of this document is to provide clarity for program designs and conditions of Surface Pricing Programs to better support partners and sellers to be successful.

## *Channel Program*

### **Deal Registration**

Deal Registration rewards Resellers for the presales investments they have made for Microsoft Device opportunities.

## *Customer Pricing Program*

### **Accelerate Pricing Program**

Designed to incentivize partners to acquire new Surface customers and drive growth in existing accounts. This program is also targeted at rewarding customer loyalty and purchases, with no need for a volume commitment.

## *Customer Pricing Program*

### **Special Pricing**

Designed to evaluate large volume opportunities and award incremental discount for high volume and strategic deals

## *Customer Pricing Program*

### **Multi-National Program**

Designed to support Multi-National enterprise customers that have locations across multiple countries. Eligible Multi-National ADR can leverage this program.

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Surface Pricing Programs are predicated on the Microsoft Fair Competition Policy

# Update History

Slide # w/ changes	Update Summary	Version
n/a	For ADR version, changed contents audience from “ADR version” to generic “reseller version”	August 12 <sup>th</sup> , 2020
4, 5, 6, 11, 12, 14, 15, 20, 23, 24, 28, 42	2 <sup>nd</sup> version published on August 12 <sup>th</sup> to accommodate Surface Duo launch (available in US Only) with following changes. <ul style="list-style-type: none"> <li>- Added Update History slide for revision management</li> <li>- Added one pager summary for Surface Duo eligibility per Pricing Program (appendix)</li> <li>- Modified product eligibility and discounts tables to add Surface Duo</li> <li>- Updated Differences among versions by adding Surface Duo topic</li> </ul>	August 12 <sup>th</sup> , 2020
Footers in all slides	Revised from ADR only to ADR, DMP and VADOR	August 12 <sup>th</sup> , 2020
n/a	1 <sup>st</sup> version published on August 1 <sup>st</sup> , 2020.	August 2020



# Pricing Program Policies

Customer Pricing Programs			
	Bid Grid	Special Pricing	Accelerate
Offer	Set discount based on Device and # of units.	Varies (% off net MSRP) based on Volume / Business Value	Set discount based on purchase history of past 52 weeks. % varies from 2% to 7%.
Concept	pre-approved discount program for ADD that sets maximum allowable discounts for deals meeting threshold quantity requirements	Deal-by-deal strategic discounts for larger deals depending on volume, SKUs, attach, competitions and other factors	Discounts that factors in customer's past purchase history. While other programs are commitment-based, this program is consumption-based.
Min Order Qty/Commitment	Tablet/Laptop/Duo: ≥5 units Hub: starts from ≥1 unit	Tablet/Laptop/Duo: ≥1000 units Hub: ≥50 units Threshold may vary by region	No MOQ nor commitment. Available from unit 1.
Transaction	One single invoice/transaction	Multiple transactions allowed during approved time period	Multiple transactions allowed during approved time period
Time Period	Per transaction (shipment)	9 months (extension up to 90 days)	12 months
Eligible Devices*	All	All excl. Studio	All excl. Studio (EDU customers are not eligible)
Pricing Program Stacking	Deals can be stacked with DR and Promo (may vary by promos).	Deals can be stacked with DR.	Deals can be stacked with DR.
Channel considerations	Disti managed program	Equal Special Pricing discounts available to all ADRs and DMPs with an active CAS ID	Purchase history counts per reseller per customer. Even with a same customer, % may vary by resellers.

\* All includes the latest generation of each product family only. (e.g. 1<sup>st</sup> generation of Surface Laptop is not included. Conditions for old generation products may vary)

# Pricing Program Policies

	Customer Pricing Programs		Channel Program
	Education and Non-Profit	Multi-National	Deal Registration*
Offer	Varies (% off net MSRP) based on SKUs and countries	Varies (% off net MSRP) based on Deal Size and Configuration	<ul style="list-style-type: none"> <li>- 3% for Go/Studio</li> <li>- 7% for Hub</li> <li>- 5% for other products</li> </ul> EDU and Non-Profit customers may have different %
Concept	Pre-approved discounts for Education customers and Non-Profit Organizations.	Discounts for large enterprise that wants to work with a multi-national ADR to manage multi-geo deployment	Partner reward for pre-sales investment to win with Surface
Min Order Qty/Commitment	No MOQ nor commitment. Available from unit 1.	1000 units over a 12-month period in 3 or more geographies	Tablet/Laptop/Duo: ≥50 units Studio: ≥25 units Hub: ≥3 units Threshold may vary by region
Transaction	Multiple transactions allowed during approved time period	Multiple transactions allowed during approved time period	Multiple transactions allowed during approved time period
Time Period	Evergreen Offer (not time-bound)	12 months	9 months (extension up to 90 days)
Eligible Devices**	All excl. Go EDU, Studio, Duo and Hub	All	All
Pricing Program Stacking	Deals can be stacked with DR.	Cannot be stacked with any other programs	Deals can be stacked with BG, SP, LE, APP and Promo (may vary by promos)
Channel considerations		Only Multi-National ADR can submit Multi-National cases. Proxy partner can transact in case Multi-National ADR does not have a physical presence.	First Come, First Serve policy. (exceptions for RFP/RFQ/Public tender exist with certain conditions)

\* Country by Country Registrations: Completed in the country where the deal is transacted unless both Reseller and Customer are located in the EU/EFTA region

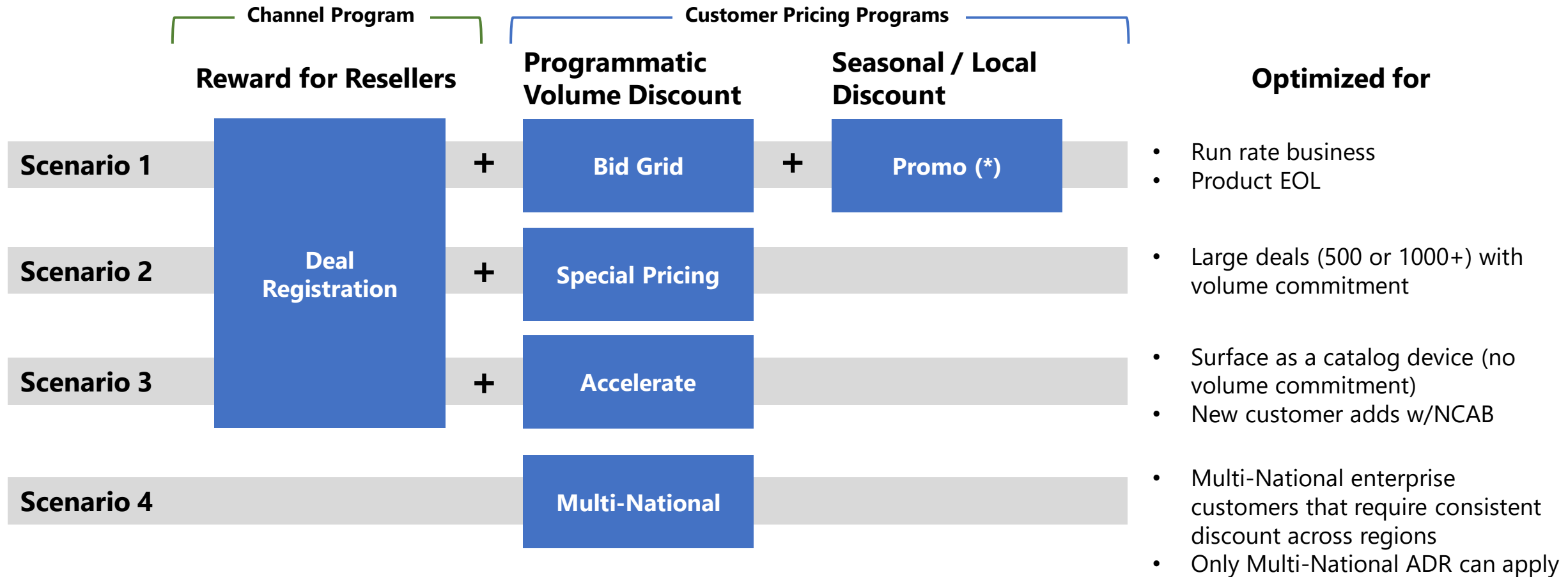
\*\* All includes the latest generation of each product family only. (e.g. 1<sup>st</sup> generation of Surface Laptop is not included. Conditions for old generation products may vary)

# Pricing Program Stacking Table

	Bid Grid	Deal Registration	Special Pricing	Accelerate	Multi-National	EDU and Non-Profit	Promo (*)
Bid Grid		Yes	No	No	No	No	Yes
Deal Registration	Yes		Yes	Yes	No	Yes	Yes
Special Pricing	No	Yes		No	No	No	No
Accelerate	No	Yes	No		No	No	No
Multi-National	No	No	No	No		No	No
EDU and Non-Profit	No	Yes	No	No	No		No
Promo (*)	Yes	Yes	No	No	No	No	

\*Stacking rule for Promo may vary by promos.

# Pricing Program Stacking – major stacking scenarios



\*Stacking rule for Promo may vary by promos.



# Customer Pricing Program Details



# Basics for Surface Pricing Programs

## **Deal Information**

Reseller should provide accurate end customer details when applying for any pricing program. Providing more details always helps to make right judgement and support.

## **End Customer**

Surface Pricing Programs are granted per “End Customer”. The end customer should be the end user of the devices. Scenarios where the customer resells the Surface devices out to the actual end users do not qualify for volume licensing programs (B2B2B scenario). The end user has to be a single entity (company or organization) and reseller should not assume an approval to a parent company can be applied to its child or group companies.

## **Internal Purchases**

Deals that involve a reseller purchasing Microsoft products for their own use or purposes do not qualify for pricing programs except Partner Business Use Program (Only applicable for US) and Demo Device Program.

# Bid Grid

Bid Grid is a pre-approved discount program for ADD that sets maximum allowable discounts for deals meeting threshold quantity requirements. Bid Grid discount table is shared with ADD per product.

Offer	Set discount based on Device and # of units.
Concept	pre-approved discount program for ADD that sets maximum allowable discounts for deals meeting threshold quantity requirements
Min Order Qty/Commitment	Tablet/Laptop/Duo: $\geq 5$ units Hub: $\geq 1$ unit
Time Period	Per transaction (shipment)
Eligible Devices**	All
Pricing Program Stacking	Deals can be stacked with DR and Promo (may vary by promos).
Channel considerations	Disti managed program

# Special Pricing

Special Pricing provides deal-by-deal strategic discounts for larger deals depending on volume, SKUs, attach, competition and other factors. Each submission is reviewed by Microsoft Devices Business Desk individually. Special Pricing is the most flexible program among Surface Pricing Programs to win large strategic deals.

Offer	Varies (% off net MSRP) based on Volume / Business Value
Concept	Deal-by-deal strategic discounts for larger deals depending on volume, SKUs, attach, competition and other factors
Min Order Qty/Commitment	Tablet/Laptop/Duo: $\geq 1000$ units Hub: $\geq 50$ units Threshold may vary by region
Time Period	9 months (extension up to 90 days)
Eligible Devices**	All excl. Studio
Pricing Program Stacking	Deals can be stacked with DR.
Channel considerations	Equal Special Pricing discounts available to all ADRs and DMPs with an active CAS ID

# Accelerate Pricing Program

The Accelerate Pricing Program is the first Microsoft consumption-based pricing model for hardware. It has been designed to incentivize partners to acquire new Surface customers and drive growth in existing accounts. This program is also targeted at rewarding customer loyalty and purchases, with no need for a volume commitment.

Offer	Set discount based on purchase history of past 52 weeks. % varies from 2% to 7%.
Concept	Discounts that factors in customer's past purchase history. While other programs are commitment-based, this program is consumption-based.
Min Order Qty/Commitment	No MOQ nor commitment. Available from unit 1.
Time Period	12 months
Eligible Devices**	All excl. Studio (EDU Customers and EDU SKUs are not eligible)
Pricing Program Stacking	Deals can be stacked with DR.
Channel considerations	Purchase history counts per reseller per customer. Even with a same customer, % may vary by resellers.

# Accelerate Pricing Program Policies

## **DEAL REGISTRATION for ACCELERATE**

- Deal Registration is available for 12 months from unit 1 to align with Accelerate Pricing offering as long as both DR and Accelerate are under the same CAS-ID.

## **UPLEVELING**

- Discounts will be adjusted UP based on accumulated program purchases. When a new Tier is reached, channel is notified of new approved discount. Upleveling does not require any action on the part of the Reseller or Disti to initiate.

## **ANNUAL RENEWAL**

- At the completion of the 12-month approval term, the deal will need to be reviewed and renewed. Partner can resubmit the Deal review and approval. The starting tier of the renewal will depend on the sales volume between the partner and a customer in the past 52 weeks.

## **GRANDFATHER OFFER**

- Partner can request a higher initial discount level for an existing Surface customer new to Accelerate Pricing Program. Discount is approved based on customers previous 52 week's of Surface sales.

## **NEW CUSTOMER ACQUISITION BOOSTER (NCAB) a.k.a NEW CUSTOMER ACQUISITION DISCOUNT (NCAD)**

- NCAB is an additional discount program to compensate partners for heavy lifting required to acquire new Surface customers.
  - Will be granted automatically in conjunction with Accelerate Program Pricing, if eligible
  - Customers with <25 units in last 52 weeks are eligible
  - 6 months duration from Case Approval, applicable for all units purchased within time frame from unit 1
  - Stackable with core Accelerate Pricing Program and Deal Registration
  - NCAB is not available for renewal cases and for Surface Duo



# Accelerate Pricing Program Discounts

**Accelerate Discount Table** (The discount is a percentage off Net MSRP at the time of approval)

Accelerate Pricing Tiers	Unit Thresholds	Category A	Category B	Category C
Tier 1	1-249 units	2%	2%	3%
Tier 2	250-499 units	3%	3%	4%
Tier 3	500-999 units	4%	4%	6%
Tier 4	1000+ units	5%	5%	7%

+

**NCAB Discount Table** (only if End Customer is eligible for NCAB, initial 6 months only)

All Tiers	1%	2%	3%
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**Product Category A**

All of [Surface Go 2 Commercial and LTE Advanced] SKUs \*

**Product Category B**

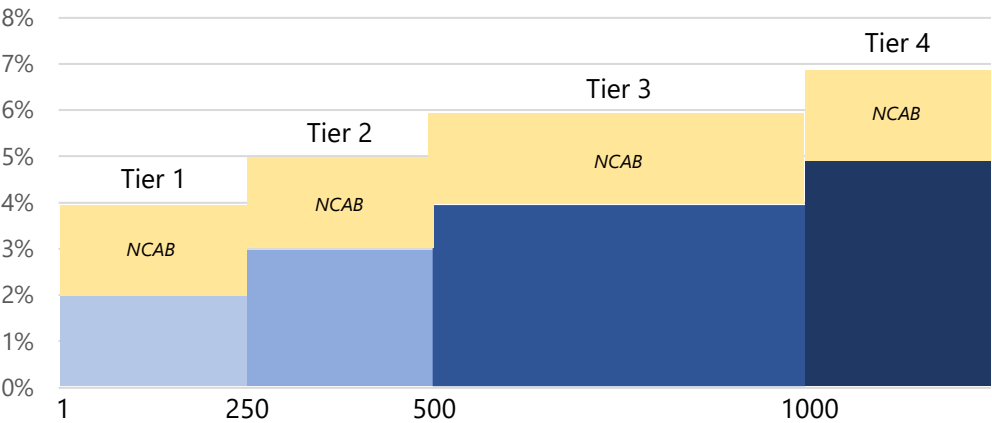
128GB SKUs of [Surface Pro 7, Surface Laptop 3, Surface Pro X, Surface Book 3, Surface Duo\*\*]\*\*\*

**Product Category C**

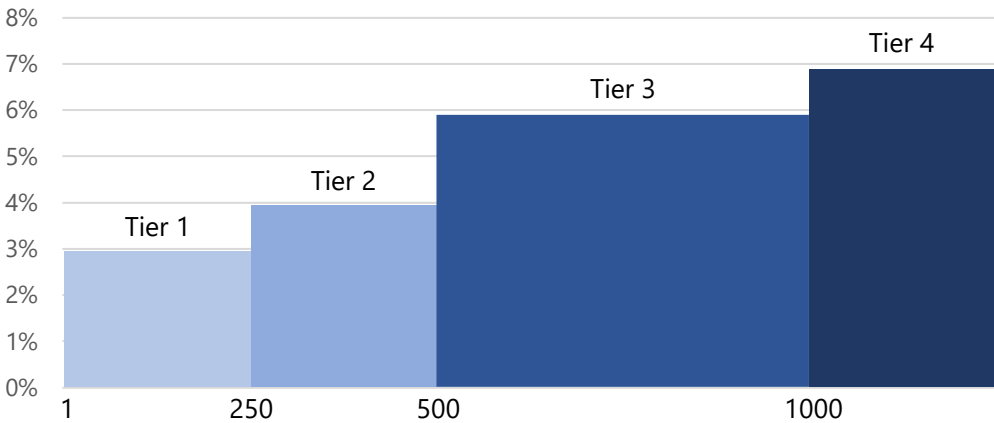
256GB+ SKUs of [Surface Pro 7, Surface Laptop 3, Surface Pro X, Surface Book 3, Surface Duo\*\*]

\* Surface Go 2 EDU SKUs are not eligible  
\*\* Surface Duo is not eligible for NCAB  
\*\*\* 128GB SKUs are not eligible in China.

**Discount waterfall example**  
- Category B with with NCAB



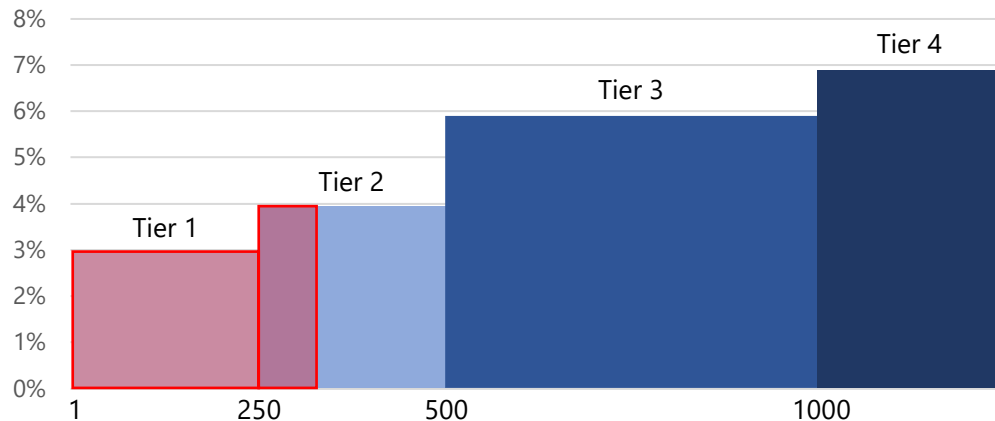
**Discount waterfall example**  
- Category C with no NCAB



# Accelerate Pricing Program Discount Calculations

Accelerate calculates the program tier discount % down to the very unit as shown below.

## Discount waterfall example - Category C with *no* NCAB



### Scenario 1 - 300 units with MSRP \$2000 Category C product

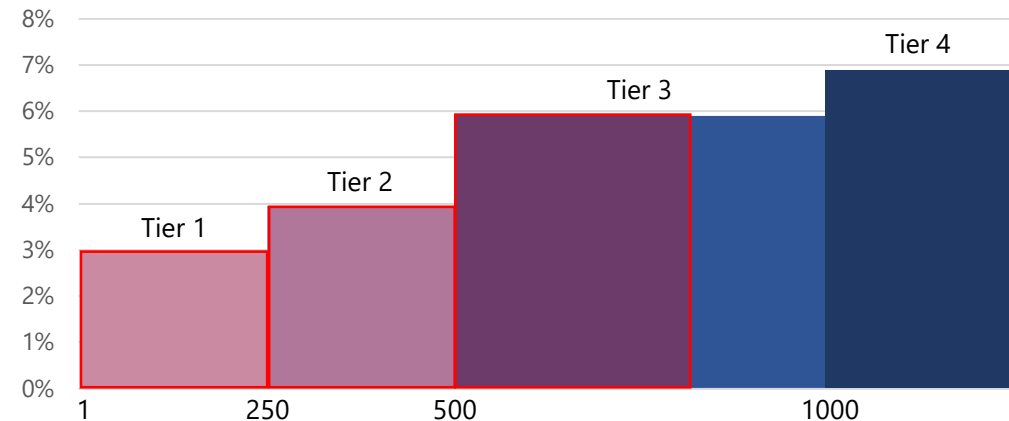
#### Discount Value Calculation

Tier 1 :  $249 \times 3\% \times \$2000 = \$14,940$

Tier 2 :  $51 \times 4\% \times \$2000 = \$4,080$

Total Discount Value =  $\$14,940 + \$4,080 = \$19,020$

Weighted Average Discount =  $\$19,020 / (\$2000 \times 300) = 3.17\%$



### Scenario 2 - 800 units with MSRP \$2000 Category C product

#### Discount Value Calculation

Tier 1 :  $249 \times 3\% \times \$2000 = \$14,940$

Tier 2 :  $250 \times 4\% \times \$2000 = \$20,000$

Tier 3 :  $301 \times 6\% \times \$2000 = \$36,120$

Total Discount Value =  $\$14,940 + \$20,000 + \$36,120 = \$71,060$

Weighted Average Discount =  $\$71,060 / (\$2000 \times 800) = 4.44\%$

# Multi-National Program (a.k.a Multi-National ADR Program)

Microsoft is offering a Surface Global Authorized Reseller Program that will allow qualifying Multi-National Authorized Device Resellers (“Multi-National ADRs”) to purchase Surface devices at a standard waterfall discount off MSRP for qualifying Multi-National customers. The purpose of the Program is to support Multi-National enterprise customer procurement

Offer	Varies (% off net MSRP) based on Deal Size and Configuration
Concept	Discounts for large enterprise that wants to work with a multi-national ADR to manage multi-geo deployment
Min Order Qty/Commitment	1000 units over a 12-month period in 3 or more geographies
Time Period	12 months
Eligible Devices**	All
Pricing Program Stacking	Cannot be stacked with any other programs
Channel considerations	Only Multi-National ADR can submit Multi-National cases. Proxy partner can transact in case Multi-National ADR does not have a physical presence.

# Multi-National Program Policies

## **Eligible Partners**

- Only approved Multi-National ADRs can register submissions for Multi-National Program.

## **Proxy Partner**

- In countries or regions where Multi-National ADR does not have a Physical Presence, Multi-National ADR will not directly resell any Devices to the applicable Customer but is permitted to partner with a local ADR ("Proxy Partner"), already authorized in that country or region, to resell Devices to the Customer under the Authorization.

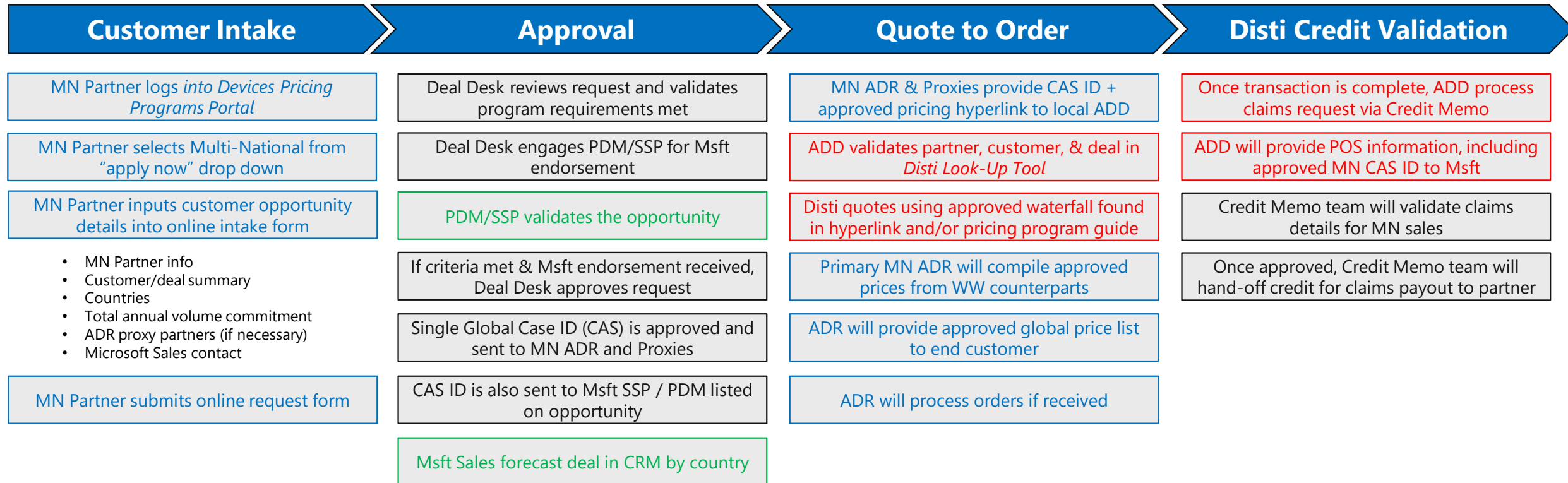
## **Eligible Customers**

- Eligible customer opportunities for this program must meet minimum requirements of 1000 units over a 12-month period and be sold in 3 or more geographies.

## **Eligible Product and Discounts**

- Eligible products and Discounts are defined in Multi-National Program Rate Card shared with ADD.

# Multi-National Program – Customer Approval and Quoting Process



- MN Partner responsibility
- Microsoft responsibility – SSP/PDM
- Microsoft responsibility – Deal Desk / Operations
- Distributor responsibility

# Education and Non-Profit Pricing

Due to strategic importance of Education industry and Non-Profit organization, Microsoft offers an Evergreen Promo and EDU SKUs.

## **EDU SKU**

For Surface Go 2, **Education SKUs are available** at lower price from the beginning.

e.g. Surface Go 2 Pentium Gold 4GB/64GB EDU SKU at MSRP \$399.99 vs Commercial SKU at \$449.99 in US

## **EDU and Non-Profit Evergreen Promo**

For non-EDU SKUs such as all SKUs of [Surface Pro 7, Surface Laptop 3, Surface Book 3 and Surface Pro X] and Commercial and LTE SKUs of Surface Go 2, **EDU and Non-Profit Evergreen Promo is available from unit 1**. Discount % varies by countries and SKUs. Evergreen Promo enables EDU and Non-Profit customers to access lower price than commercial customers. **Evergreen Promo is only stackable with Deal Registration** and not with other pricing programs. (Surface Duo is not eligible for Evergreen Promo)

## **Accelerate Pricing Program**

Regardless of SKUs, **Accelerate Pricing Program is not available for EDU customers.**

## **Non-Profit Vetting Process**

For Non-Profit, the customer has to be registered with [Microsoft Philanthropies](#) to be eligible for the offer.



# Education and Non-Profit Pricing – FY21 Rate Card

## **Discounts** (off Net MSRP)

	Surface Pro / Surface Laptop / Surface Book / Surface Pro X			Surface Go (LTE SKUs)			Surface Go (Core-M Wi-Fi SKUs)		
	Deal Registration	Evergreen Promo	Total	Deal Registration	Evergreen Promo	Total	Deal Registration	Evergreen Promo	Total
WE / CEE / JP / FR / DE / UK / AU	2%	8%	10%	3%	7%	10%	3%	4%	7%
GCR / IN / MEA / APAC / LATAM	5%	5%							
US / CA				3%	5%	8%	3%	0%	3%

# Channel Programs



# Deal Registration

Intended to reward one reseller for investment of resources and time spent to develop and support Surface wins for eligible products and customer base. In other words, this allows the reseller to lock in an opportunity at the early stage and own it during the entire sales cycle. This program also creates pipeline visibilities in the channel.

Offer	<ul style="list-style-type: none"><li>- 3% for Go/Studio</li><li>- 7% for Hub</li><li>- 5% for products not mentioned above</li></ul> EDU and Non-Profit customers may have different % (vary by market)
Concept	Partner reward for pre-sales investment to win with Surface
Min Order Qty/Commitment	Tablet/Laptop/Duo: $\geq 50$ units Studio: $\geq 25$ units Hub: $\geq 3$ units Threshold may vary by region
Time Period	9 months (extension up to 90 days)
Eligible Devices**	All
Pricing Program Stacking	Deals can be stacked with BG, SP, LE, APP and Promo (may vary by promos)
Channel considerations	First Come, First Serve policy. (exceptions for RFP/RFQ/Public tender exist with certain conditions)

# Deal Registration Discount per region per product

**Discount** (off Net MSRP)

Product Family	Surface Hub	Surface Go / Surface Studio	Surface Pro / Surface Laptop / Surface Book / Surface Pro X / Surface Duo	
End Customer Segment	ALL	ALL	Commercial	Education & Non-Profit
WE / CEE / JP / FR / DE / UK / AU	7%	3%	5%	2%*
GCR / IN / MEA / US / CA / APAC / LATAM				5%*

\*Countries with DR 2% have EDU Evergreen Promo 8% while countries with DR 5% have EDU Evergreen Promo 5%. Total 10% is consistent across the world except Surface Duo.

# “Pre-Sales” definition in Deal Registration

Deal Registration is a program to reward to partners' pre-sales effort to win with Surface.

For Microsoft to validate DR submissions fairly, Microsoft requests partners to submit detailed information about Deal Investment such as "What" "When" and "Who".

Submissions which do not include enough information for these 3 factors will be denied with Insufficient Information.

**"What"** - what kind of activities took place with the customer. Examples may be "On-site demo", "POC", "drafting RFP for the customer", "Meeting with the customer to answer Q&A related to Surface products" and so on.

**"When"** - date of activities took place

**"Who"** - participating audience from end customer organization

Copies of e-mails or proposals showing pre-sales activity can be attached to submission cases.

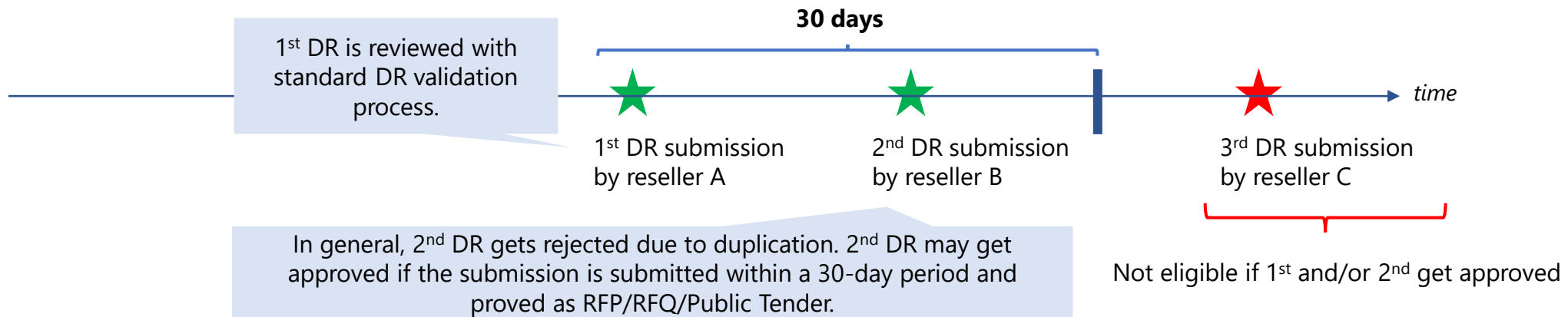
Activities that are not considered as pre-sales:

- Tradeshow
- 1 : many seminars
- Online/offline Survey

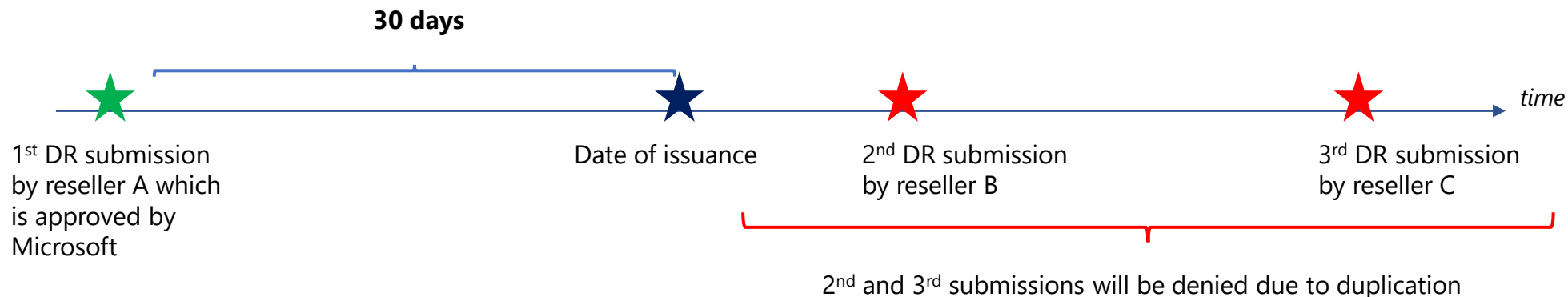
This definition is included in Microsoft Surface Devices Pricing Programs Partner Guide (published on July 1<sup>st</sup>, 2020)

# Deal Registration Exceptions for RFPs/RFQs/Public Tenders

Microsoft considers an RFP/RFQ/Public Tender to be when an End Customer requests pricing on a deal to multiple Resellers at a similar time. Deal Registration will be available for multiple Resellers within a 30-day period from date of the first Deal approved. In order to receive approval, proof of the RFP/RFQ/Public Tender is required.



If Deal Registration has been granted to one or more Reseller(s) more than 30 days prior to issuance of an RFP/RFQ/Public Tender, Deal Registration will be denied for requesting Reseller(s).





# Partner Business Use Program (PBUP)

Partner Business Use Program (PBUP) introduces a scalable, compliant way for partners (ADDs, ADRs and DMPs) to purchase devices for their internal employee base by creating unique SKUs for PBUP, priced accordingly on the Disti price list. This program is only available in US and Canada as of July 2020.

Offer	<ul style="list-style-type: none"><li>- 20% off for Surface Laptop 3 (i5/16GB/256GB and i7/16GB/256GB)</li><li>- 20% off for Surface Pro 7 (i5/16GB/256GB and i7/16GB/256GB)</li><li>- 15% off for Surface Hub 2S 50"</li><li>- 30% off for Surface Pro Type Cover (Black)</li></ul>
Concept	Enable scalable and compliant ways for partners to purchase devices for internal employees
Min Order Qty/Commitment	No MOQ nor commitment
Time Period	New "PBUP SKUs" are created in pricelist at an already-discounted rate. No time limitation as long as SKUs are orderable
Eligible Devices**	Configurations included in the Offer column. (Eligible for attaching MS Extended Warranty Plans at full price)
Pricing Program Stacking	No stacking with other pricing programs
Channel considerations	Only available in US and Canada as of July 1 <sup>st</sup> , 2020. New SKUs are created for PBUP. Products are BTO with 3~5 week lead time once ADD places order to Microsoft. Program Letter outlines the partner terms but no change to channel agreement.

# Demo Device Program

Demo Device Program allows partners to purchase a limited number of Surface devices at discounted price to use for business development purposes. Business development includes internal training, readiness, sales and marketing use. Also this program is available for customers that are approved for Deal Registration to access initial evaluation units at discounted price.

Offer	<ul style="list-style-type: none"><li>- 50% off Net MSRP for Surface PC devices and accessories</li><li>- 40% off Net MSRP for Surface Hub 2S</li></ul>
Concept	Provide access to Surface devices at discounted price to drive business development and deals.
Min Order Qty/Commitment	No MOQ nor commitment
Time Period	"Demo SKUs" are created in pricelist at an already-discounted rate. Orderable allocation exists per customer and per partner.
Eligible Devices	All Surface devices (PC+Hub) exclude Duo and selected PC accessories (not all colors and adaptors are assorted) (Devices are <u>not</u> eligible for attaching MS Extended Warranty Plans)
Pricing Program Stacking	No stacking with other pricing programs
Channel considerations	Orderable allocation exists. (see next slide)

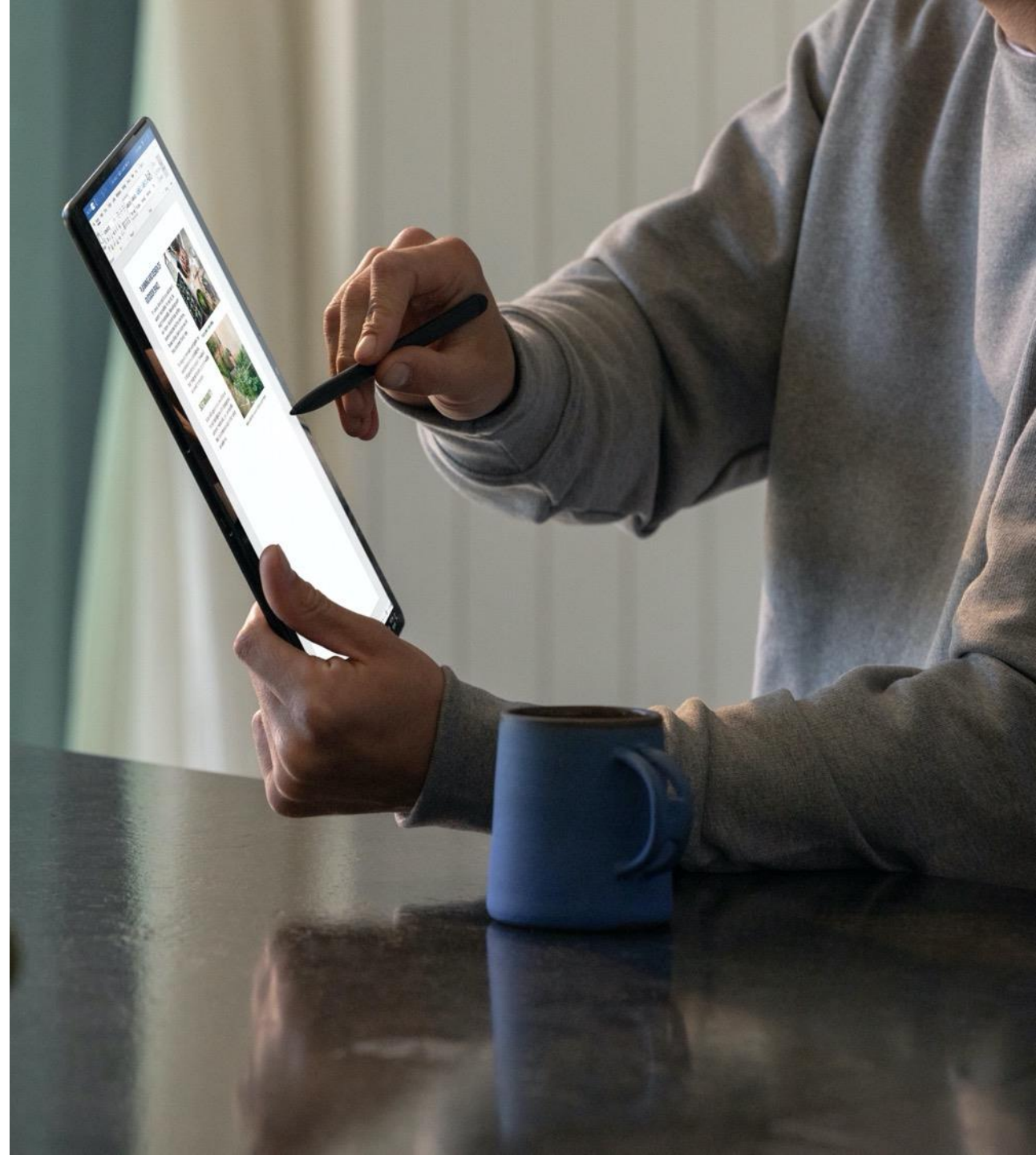
# Demo Device Program – Surface PC Devices and Accessories

	For Deal Registration	For Reseller Business Development																														
Benefit for	End Customers	ADRs and DMPs																														
Allocation	Demo Device is available for End Customer that is approved for Deal Registration. # of units resellers can resell to the end user vary by the size of deal.	# of units ADRs and DMPS can purchase from ADD vary by previous half's purchase amounts. Resellers can purchase any Demo SKUs from ADD up to # of Units outlined below.																														
	<table><tr><th>Deal Size</th><th># of Units</th></tr><tr><td>50-99</td><td>1</td></tr><tr><td>100-249</td><td>2</td></tr><tr><td>250-499</td><td>3</td></tr><tr><td>500-999</td><td>4</td></tr><tr><td>1000-2499</td><td>6</td></tr><tr><td>2500-4999</td><td>8</td></tr><tr><td>5000+</td><td>10</td></tr></table>	Deal Size	# of Units	50-99	1	100-249	2	250-499	3	500-999	4	1000-2499	6	2500-4999	8	5000+	10	<table><tr><th>Reseller's previous half's purchases from ADD</th><th># of Units</th></tr><tr><td>&lt;\$10,000</td><td>1</td></tr><tr><td>\$10,000 to \$50,000</td><td>2</td></tr><tr><td>\$50,000 to \$100,000</td><td>5</td></tr><tr><td>\$100,000 to \$500,000</td><td>10</td></tr><tr><td>\$500,000 to \$1,000,000</td><td>20</td></tr><tr><td>&gt;\$1,000,000</td><td>40</td></tr></table>	Reseller's previous half's purchases from ADD	# of Units	<\$10,000	1	\$10,000 to \$50,000	2	\$50,000 to \$100,000	5	\$100,000 to \$500,000	10	\$500,000 to \$1,000,000	20	>\$1,000,000	40
	Deal Size	# of Units																														
50-99	1																															
100-249	2																															
250-499	3																															
500-999	4																															
1000-2499	6																															
2500-4999	8																															
5000+	10																															
Reseller's previous half's purchases from ADD	# of Units																															
<\$10,000	1																															
\$10,000 to \$50,000	2																															
\$50,000 to \$100,000	5																															
\$100,000 to \$500,000	10																															
\$500,000 to \$1,000,000	20																															
>\$1,000,000	40																															
Approved Use	<ul style="list-style-type: none"><li>Configurations for Demo SKUs must match the device included in approved DR case</li><li>Purchase of Demo SKU should be within 90 days of the date of the DR approval</li><li>Resellers should provide valid DR Case ID to ADDs to transact orders</li></ul>	Examples of Business Development use are: <ul style="list-style-type: none"><li>Internal training and readiness</li><li>Test and lab environments</li><li>Solution demonstrations</li><li>Customer facing sales and marketing activities</li><li>Temporary loans to prospective customers</li></ul>																														

# Demo Device Program – Surface Hub 2S

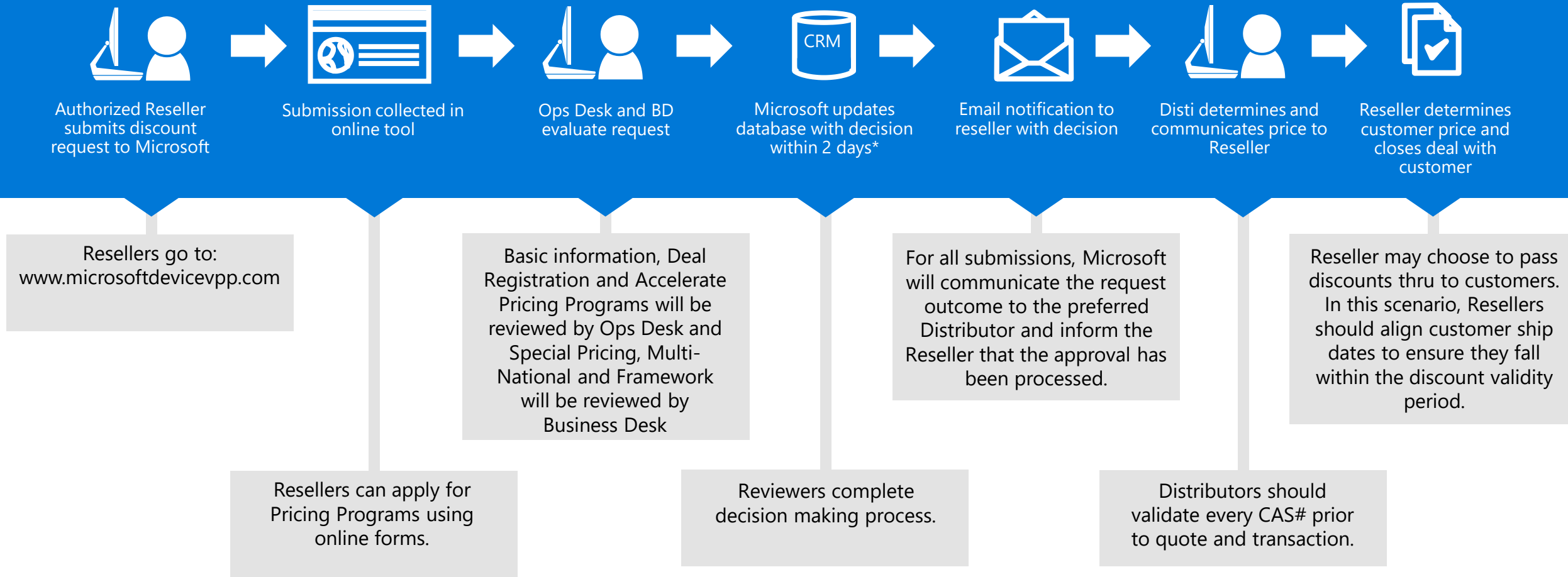
	For Deal Registration	For Standard Demo Use				
Benefit for	End Customers	ADDs and ADRs				
Allocation	<div>Demo Device is available for End Customer that is approved for Deal Registration.</div> <table><tr><th>Deal Size</th><th># of Units</th></tr><tr><td>10+</td><td>1</td></tr></table>	Deal Size	# of Units	10+	1	No limit allocation for Surface Hb 2S.
Deal Size	# of Units					
10+	1					
Approved Use	<ul style="list-style-type: none"><li>• Configurations for Demo SKUs must match the device included in approved DR case</li><li>• Purchase of Demo SKU should be within 90 days of the date of the DR approval</li><li>• Resellers should provide valid DR Case ID to ADDs to transact orders</li></ul>	<div>Examples of Business Development use are:</div> <ul style="list-style-type: none"><li>• Internal training and readiness</li><li>• Test and lab environments</li><li>• Solution demonstrations</li><li>• Customer facing sales and marketing activities</li></ul>				

# Process & Operations



# High Level Process for Surface Pricing Programs

ADRs are required to submit cases on their own. For DMPs, in general, ADDs submit cases on behalf of DMPs.

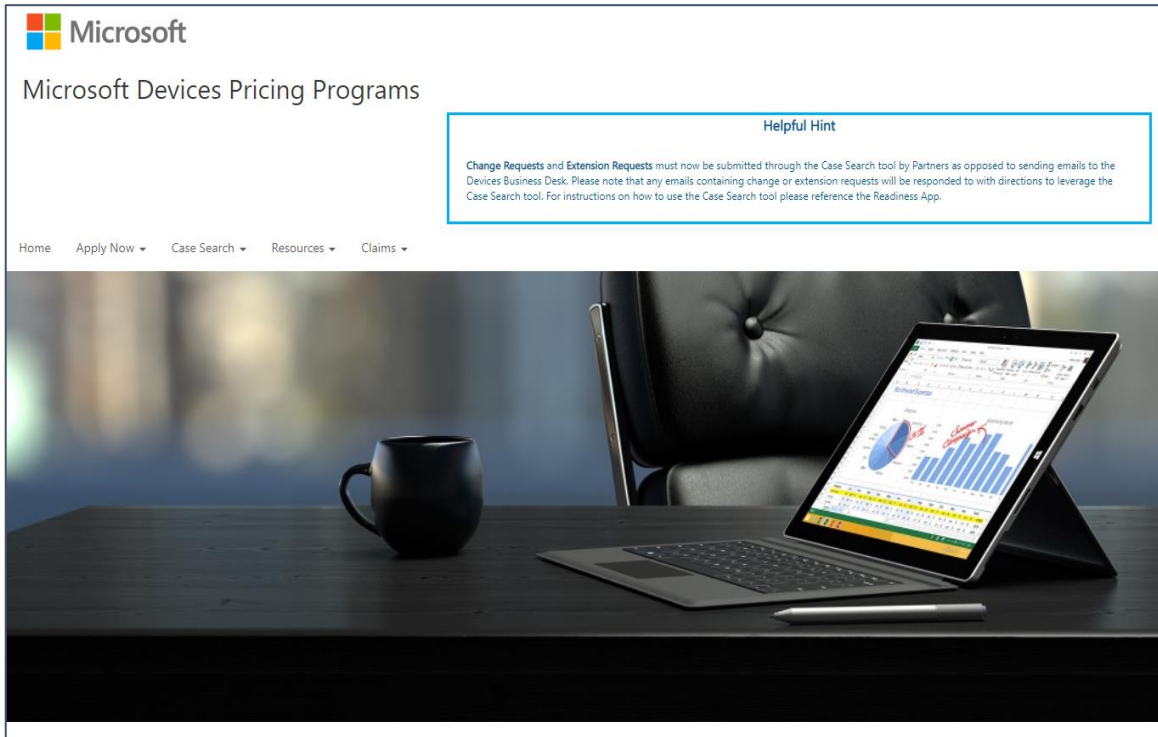


\*3 days for Accelerate and  
5 days for Multi-National Program

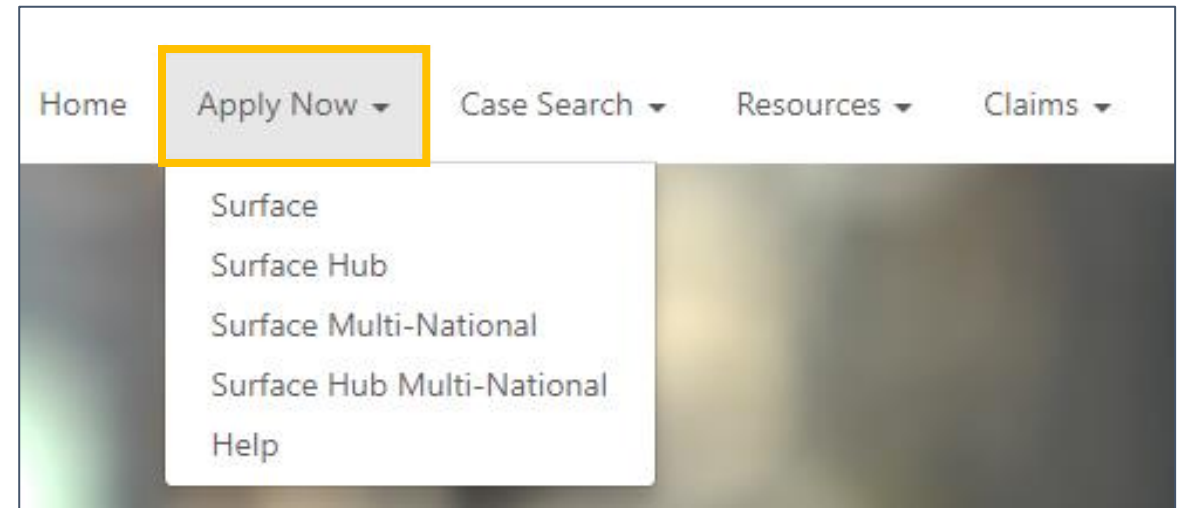


# Microsoft Devices Pricing Programs Portal

[www.microsoftdevicevpp.com](http://www.microsoftdevicevpp.com)



- One form and one opportunity case for Deal Registration and Accelerate or Special Pricing Discount requests.
- Case search tool that allows authorized users to look up current status of specific or all company's cases.
- Step-by-step instructions to submit a request.



- Select **Apply Now** to apply for either the Surface, Surface Hub, Surface Multi-National, or Surface Hub Multi-National programs, then to be directed to the Online Request Form.

# Form Template

Microsoft Surface Request Form

Customer information

Customer name \*

Customer country \*

Customer contact name \*

Customer address \*

Customer contact email \*

Reseller information

Reseller name \*

Reseller country \*

Reseller contact name \*

Reseller address

Reseller contact email \*

Distributor information

Distributor name \*

Distributor country \*

Distributor contact name \*

Distributor contact email \*

Business attributes

Business segmentation \*

Vertical \*

Other

Qualifying the opportunity

What is the total committed volume from you (Partner) for this opportunity over the next 9 months? \*

What is the opportunity, project name or department inside the company that has made this request for Surface Devices? \*

Microsoft SSP Contact Email

Microsoft PDM Contact Email

Are you applying for the Accelerate Pricing Program? \*

What is your customer's MS Sales ID or TPID? \*

Are you eligible for Grandfather Pricing? \*

What is your previous year (last 12 month's) volume with this customer? \*

Who is the authorized decision maker? \*

What is their title/role at the company?

Microsoft Confidential - Contains Microsoft First Party Devices Confidential Information – Shared under NDA with Authorized Device Resellers, Distributor Managed Partners and Value Add Device Opportunity Resellers.

# Form Template (Cont'd)

Is this a Microsoft Exception Program?

No ▾

Exception Program Name

Microsoft PDM Contact

Is this opportunity part of a RFP/RFQ/public tender process? \*

Select from list ▾

Is this opportunity a part of a Framework Agreement? \*

No ▾

(Please include an attachment listing the full legal names of each individual entity included in the Framework. Please do not add abbreviations and acronyms.)

Add Attachment

Choose Files

No file chosen

Provide all project/pre-sales activity related to this opportunity \*

Please provide details about the opportunity, including how the end customer plans to use the devices. \*

Product request details						
Add product		Clear products				
Product Family Name	Quantity	<input type="checkbox"/> Deal Registration	<input type="checkbox"/> Special Pricing ⓘ	<input type="checkbox"/> Accelerate Pricing	Remove ⓘ	Valid?
<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="button" value="Remove"/>	ⓘ
Program Eligibility		<input type="text" value="0"/> ⓘ	<input type="text" value="0"/> ⓘ	<input type="text" value="0"/>		

Add Products

Search By Product Family

Product Family	Add
SPro 128GB i5 4GB Comm M1796	<input type="button" value="Add"/>
SPro 128GB i5 4GB Comm TAA M1796	<input type="button" value="Add"/>
SPro 128GB i5 4GB Commer BSKU M1796	<input type="button" value="Add"/>
SPro 128GB i5 8GB Comm M1796	<input type="button" value="Add"/>
SPro 128GB i5 8GB Comm TAA M1796	<input type="button" value="Add"/>
SPro 128GB M 4GB Comm BSKU M1796	<input type="button" value="Add"/>
SPro 128GB M 4GB Comm M1796	<input type="button" value="Add"/>
SPro 1TB i7 16GB Comm BSKU M1796	<input type="button" value="Add"/>
SPro 1TB i7 16GB Comm M1796	<input type="button" value="Add"/>
SPro 1TB i7 16GB Comm TAA M1796	<input type="button" value="Add"/>
SPro 256GB i5 16GB Comm BSKU M1796	<input type="button" value="Add"/>

Close

Competition

Add competitors

Competitor name	Other	Key competitive pricing notes	Remove ⓘ
-----------------	-------	-------------------------------	----------

Submit

Cancel

# Support Contact for Partners

- To contest a **Deal Registration** denial, Resellers should forward the validation result email received from the Business Desk to **HBD-REG@microsoft.com** and provide the reason for contesting the denial along with any additional information the Reseller would like the Business Desk to consider.
- To contest a **Accelerate Pricing Program** denial, Resellers should forward the validation result email received from the Business Desk to **HBD-APP@microsoft.com** and provide the reason for contesting the denial along with any additional information the Reseller would like the Business Desk to consider.
- To contest a **Multi-National denial**, Resellers should forward the validation result email received from the Business Desk to **HBD-MULT@microsoft.com** and provide the reason for contesting the denial along with any additional information the Reseller would like the Business Desk to consider.



# Resources



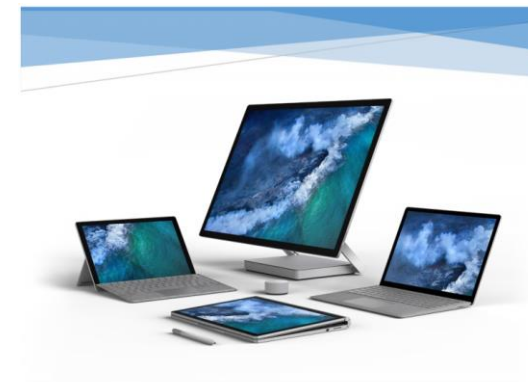
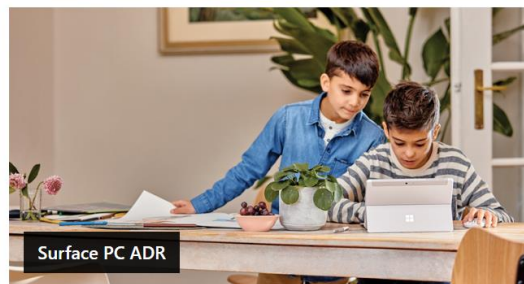
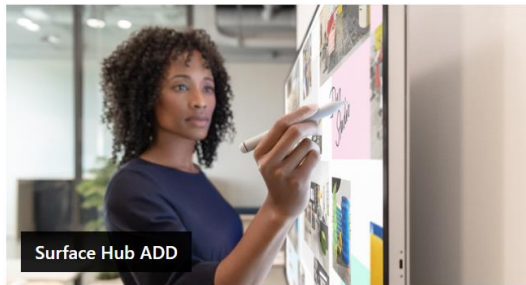
# Resources

## Operations Readiness

Use these resources to stay updated on new program information and upcoming changes.



Pricing documents are uploaded to Operations Readiness on Partner Network (<https://partner.microsoft.com/resources>) Documents are categorized by 4 partner types with accessibility control. Refer to this Operations Readiness portal for up-to-date information.



MICROSOFT SURFACE Devices  
Pricing Programs Partner Guide  
For Authorized Devices Reseller (ADR)

1 July 2020

### Microsoft Surface PC and Hub Reseller FY21 Program Launch

#### Summary

FY21 Surface PC and Hub Reseller Incentive Program resources are effective July 1, 2020 through June 30, 2021.

#### Programs impacted

Surface PC and Hub Reseller Incentive Program

#### Details

The Microsoft Surface PC and Surface Hub Reseller program announces the FY21 Incentive guide. Below is a summary of key changes that appear in the guide.

- Rates remain unchanged from FY20 to FY21
- Performance Thresholds updated to reflect market dependent earning opportunity
- To build towards joint success, partners earning silver/gold benefits are now asked to take Surface trainings to upskill and equip individual Surface sellers.
- Growth Accelerator extended for FY21: In addition to the global base incentives for Surface PC and accessories, Microsoft is emphasizing revenue growth for Surface PC and Accessories sales in FY21. Eligible partners will receive details of the accelerator under a separate communication.
- Customer Add (50+) Accelerator (for Gold Surface PC Resellers) added for FY21: In addition to the global base incentives for Surface PC and accessories, Microsoft is emphasizing the development of new customers (customer adds) as a strategic growth opportunity for Surface PC and Accessories sales in FY21. Eligible partners will receive details of the accelerator under a separate communication.

#### Next steps

Please share this information with appropriate contacts in your organization. Further details are available on the Incentives page of the Partner Website: [aka.ms/partnerincentives](https://aka.ms/partnerincentives).

#### Questions?

Additional incentive program support is available on the Microsoft partner website:

1. Go to [partner.microsoft.com](https://partner.microsoft.com) and sign in.



# Appendix

# Countries with Surface Commercial Business (Area – Country Mapping)

AREA	COUNTRY
APAC	Korea
	Malaysia
	New Zealand
	Philippines
	Singapore
	Thailand
	Vietnam
Australia	Australia
Canada	Canada
Central and Eastern Europe	Bulgaria
	Croatia
	Czech Republic
	Estonia
	Greece
	Hungary
	Latvia
	Lithuania
	Poland
	Romania
	Slovakia
	Slovenia

AREA	COUNTRY
France	France
Germany	Germany
Greater China	China
	Hong Kong SAR
	Taiwan
India	India
Japan	Japan
LATAM	Mexico
Middle East and Africa (MEA)	Bahrain
	Kuwait
	Oman
	Qatar
	Saudi Arabia
	South Africa
	United Arab Emirates
	United Kingdom
United States	United States

AREA	COUNTRY
Western Europe	Austria
	Belgium
	Denmark
	Finland
	Ireland
	Italy
	Luxembourg
	Netherlands
	Norway
	Portugal
	Spain
	Sweden
	Switzerland

FY21H1 New Geo Expansion countries (Mexico, South Africa, Philippines, Vietnam) are included. Product availability dates vary by market.



# Discount Pass Through Policy for SOE and Government

*If Microsoft provides Distributor and/or Reseller with a Customer Special Offer for a State-Owned or Government customers, then Distributor and Reseller, as applicable, must ensure that the Customer Special Offer is passed through by transferring the full value of such Customer Special Offer to the State-Owned Entity or Government Customer as directed by Microsoft. All discounts, credits, or other benefits provided by Microsoft to Company, unless otherwise expressly communicated by Microsoft, shall be presumed to be Customer Discounts or Customer Special Offers, as appropriate.*

*"Customer Special Offers" means any credits or other benefits (current or future) including previews and trials offered by Microsoft for the sole benefit of a Customer or Customers.*

*By leveraging a Microsoft provided Customer Discount and Customer Special Offer, Distributor and Reseller as applicable agree to disclose all Customer Discount and Customer Special Offer information to the relevant State-Owned Entity or Government Customer, as may be further detailed in a Guide. Microsoft reserves the right to disclose Customer Discounts and Customer Special Offers directly to a State-Owned Entity or Government Customer. The absence of a disclosure by Microsoft of a Customer Discount or Customer Special Offer to the relevant State Owned Enterprise or Government Customer will have no impact on the Distributor and Reseller's obligation to pass through the full Customer Discount or Customer Special Offer.*

*Distributors and Resellers agree to provide accurate contact information of the authorized representative of a State-Owned or Government Customer receiving a Customer Discount or Customer Special Offer in order to enable Microsoft's communication to it of information regarding such*

*Microsoft encourages partner employees Microsoft's Ethics & Integrity Training and Microsoft Contract Requirements and Compliance training for MPN members in Partner University (located at <https://learningportal.microsoft.com/ethics> and <https://partner.microsoft.com/en-US/training/assets/collection/microsoft-contract-requirements-and-compliance-18552#/>*

# Surface Duo eligibility per Pricing Program

Surface Duo follows standard Surface Pricing Program rules with following program eligibilities.

## **Surface Duo is eligible for**

- Deal Registration
- Bid Grid
- Special Pricing
- Accelerate Pricing Program (exclude NCAB)
- Multi-National Program

For unit threshold for each program, Surface Duo follows the same thresholds as Surface PCs (e.g. Pro or Laptop). For details, please refer to Pricing Program Guide (publish on Aug 12<sup>th</sup>) and each slide of this deck.

## **Surface Duo is **NOT** eligible for**

- Education and Non-Profit Evergreen Program
- New Customer Acquisition Booster (NCAB) within Accelerate Pricing Program
- Partner Business Use Program

Pending Final Decision (as of August 12<sup>th</sup>) and announced later

- Demo Device Program for Deal Registration

