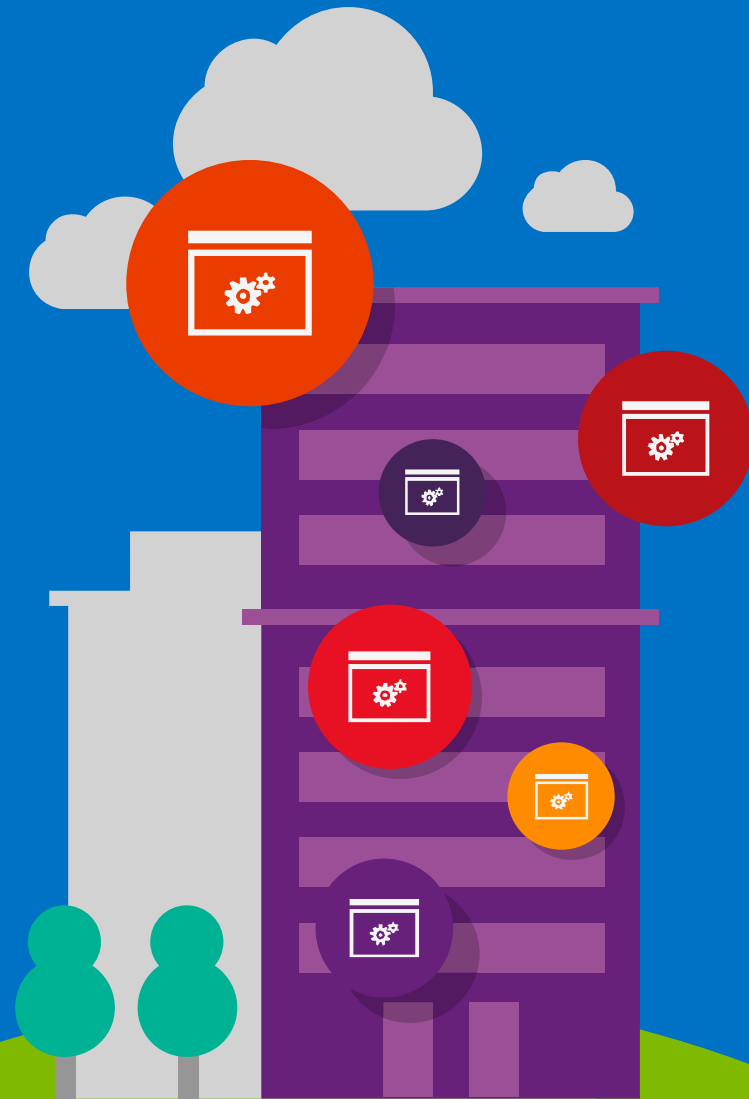Microsoft

Make More Money with Enterprise Mobility Suite

EMS Partner Ignition Kit
November, 2015

Why Sell EMS?

30-50%
SMB Partners are realizing up to 50%* more O365 revenue when selling EMS

Simplicity –
Enterprise Mobility Suite (EMS) is a One Vendor, One Contract, One SKU solution

Unparalleled Value at **50%** of the cost of competitive point solutions

Better Together
Office 365
Windows 10

*Based on internal sales data

Are your customers prepared?

50%

90%

93%

80%

80% of employees admit using non-approved software-as-a –service applications in their jobs ****

*Gartner Press Release link
** CEB Survey of 165,000 employees
***CEB Executive Guidance - http://www.executiveboard.com/exbd/executiveguidance/index.page?cid=70180000000anZM
**** http://www.computing.co.uk/ctg/news/2321750/more-than-80-per-cent-of-employees-use-non-approved-saas-apps-report

Selling EMS to Office 365 customers

Customer pain point example

Employees want to use their iPhones and Android devices at work

An employee with access to a company Facebook page leaves the company

Employees email sensitive financial information to colleagues

A data breach goes undiscovered, exposing customer data

Pitch

Easily manage both personal and company-issued PCs and mobile devices

Disable access to all company resources with a click

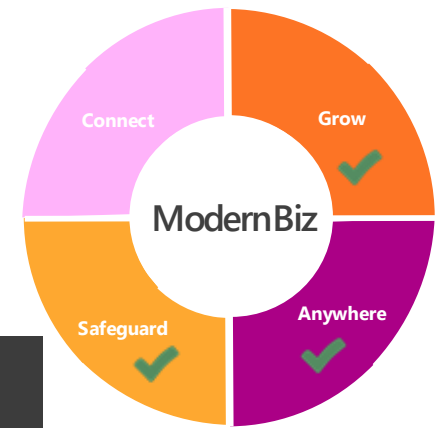Protect information wherever it goes by restricting copying and forwarding

Detect and alert security breaches early using behavioral analysis

...All at a significantly lower price than competing products

Enterprise Mobility Suite (EMS)

Enterprise Mobility Suite Pricing

ModernBiz

Connect · Grow · Safeguard · Anywhere
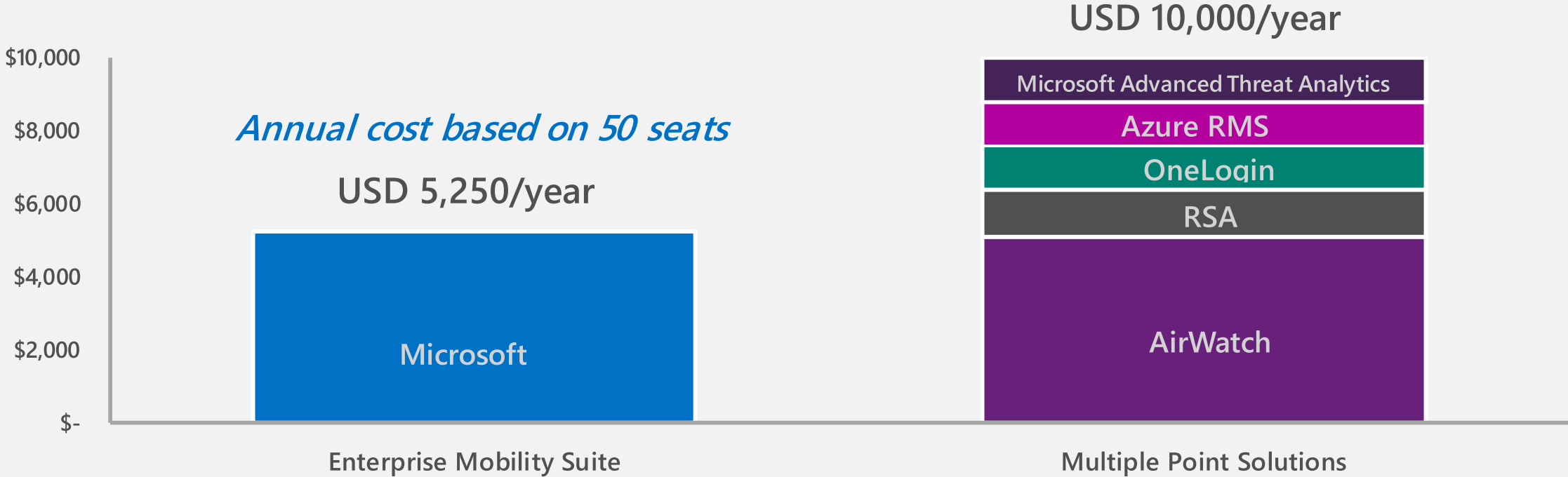
Enterprise Mobility Suite

Microsoft Intune

+

Azure AD Premium

+

Azure Rights Management

+

Microsoft Advanced Threat Analytics

$8.75
/user/month

Savings

EMS is available thru Open & CSP!

- Users get up to 50% off when buying the bundle ($8.75) over standalone products ($17.50) and competitive point products,

- EMS is a collection of Microsoft Intune plus 3 Azure individual offerings brought together in a single SKU including Microsoft Intune, Azure Active Directory Premium and Azure Rights Management Services.

- EMS provides a significant discount over these individual products and is a comprehensive cloud solution that provides hybrid identity and access management, Device and Application management and information protection.

The EMS advantage for customers

USD 10,000/year

Annual cost based on 50 seats

USD 5,250/year

$10,000		
		Microsoft Advanced Threat Analytics
$8,000		Azure RMS
		OneLogin
$6,000		RSA
	Microsoft	
$4,000		AirWatch
$2,000		
$-		
	Enterprise Mobility Suite	Multiple Point Solutions

Microsoft advantages

One solution from a single vendor
4 products in one – no one offers the same value as EMS

The EMS partner opportunity

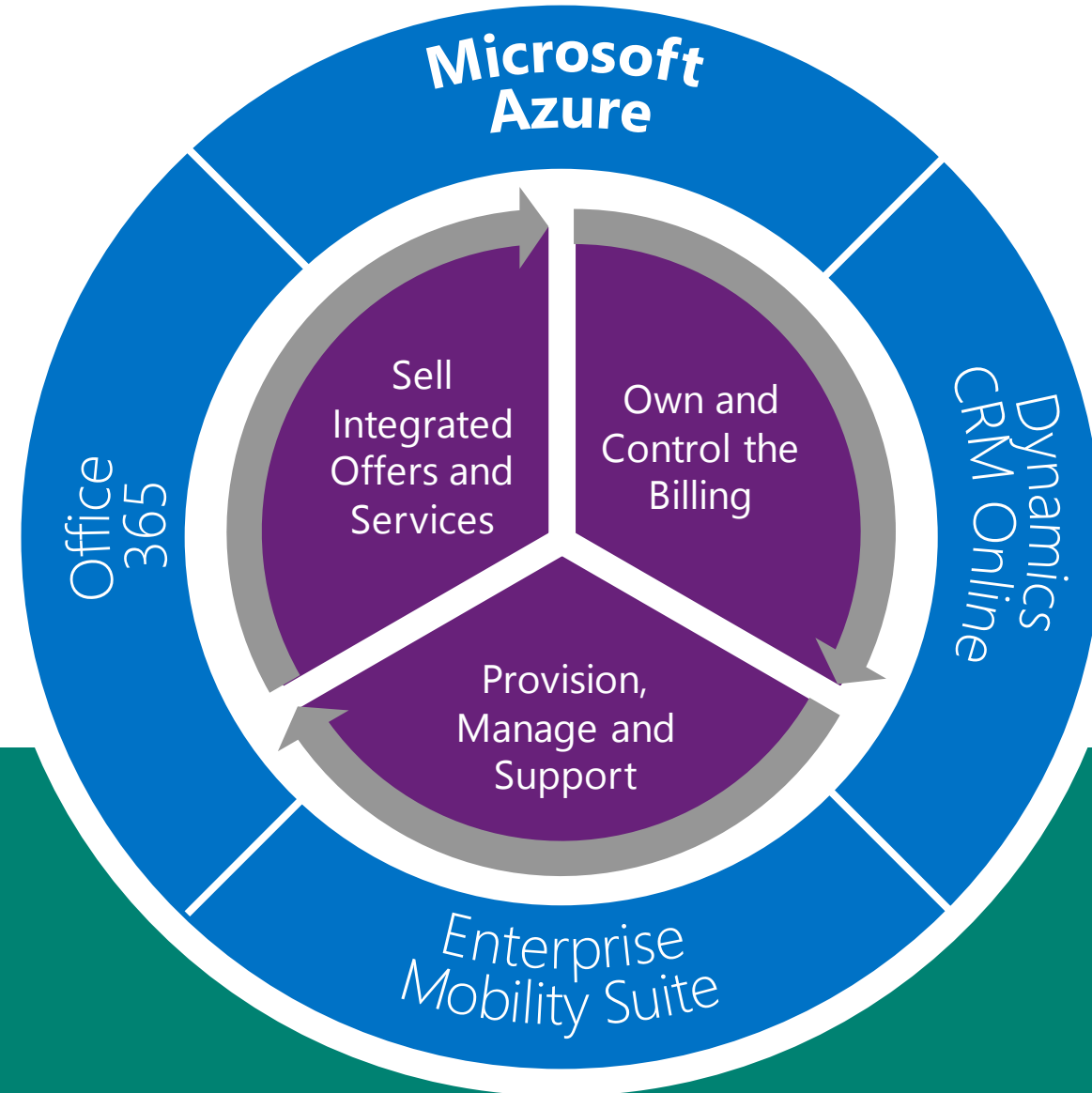| 3-year revenue example: 50 seat customer		Year 1	Year 2	Year 3
Product	EMS subscription for 50 users x $8.75/month x12 months	$5,250.00	$5,250.00	$5,250.00
Project Services Typical margin: 35%[1]	Implementation (70% of license cost[2])	$3,675.00		
	Training (10% of license cost[2])	$525.00		
Managed Services Typical margin: 45%[1]	Managed services examples: • 3rd party application management • Help desk support • Security alert, monitoring and logging • Ongoing trouble shooting and maintenance	$18,000.00[3]	$18,000.00	$18,000.00

All prices are estimated in US Dollars

1. Microsoft Cloud Profitability Scenario Overview, https://mspartner.microsoft.com/en/us/pages/solutions/Cloud-Profitability-Scenarios.aspx#modernBiz-campaign.
2. Forrester TEI Case Study Microsoft EMS.
3. Based on $30 per user per month, source for managed services: Microsoft Cloud OS Partner Economics Research: 2014.

Learn More About The Cloud Solution Provider (CSP) Program

Microsoft provides a new CLOUD selling model: the CSP program enables partners access to new cloud services, more markets and new capabilities.

Own the end-to-end customer lifecycle with direct provisioning, billing and support of Microsoft cloud services.

Partners **create the offer, set the price, and own the billing** terms with their customers.

Visit the CSP portal on MPN to learn more:
http://aka.ms/cloudsolutionprovider

www.MicrosoftCSP.com

Microsoft Azure

Office 365

Dynamics CRM Online

Enterprise Mobility Suite

Sell Integrated Offers and Services

Own and Control the Billing

Provision, Manage and Support

EMS Partner Ignition Kit

The following slides will provide you with content and resources to help you with:

Sales Readiness	→	Make sure you are equipped with the most current, impactful information to educate customers on EMS value prop.
Partner Offers	→	Help customers with funding options for accelerating trial and deployment.
EMS Competency	→	Provide partners with the information and resources they need to move through the sales cycle.
Marketing Resources	→	Clearly differentiate the Microsoft solution against competitive solutions.

Sales Readiness

Enterprise Mobility Suite (EMS) Introduction

Customer Challenges

Fear potential costs of customer or corporate information loss
- 61% of workers mix personal and work on their devices*
- >80% of employees admit to using non-approved software-as-a-service (SaaS) applications in their jobs**
- >75% of network intrusions exploited weak or stolen credentials ***
- Laptops have a 5% -10% chance of being lost or stolen over 3 years, at average cost of $49,246, (80% data breach)****

Value Proposition

For customers who want to grow their business by enabling employees to be more productive with the use of mobile devices, EMS provides a comprehensive, cost effective, single-vendor solution to easily manage access to resources, while protecting confidential corporate or customer information.

Who is a customer for EMS?

- Customers who enable BYOD and access to work resources
- Customers subject to compliance or protection of PII
  - Healthcare - HIPPA to protect patient information
  - Financial – Sarbanes Oxley to protect financial data
  - Retail – customer PII
- Customers need to protect confidential info/trade secrets
  - Manufacturing – trade secrets/designs
  - Legal – confidential legal documents

What's in EMS

Azure Active Directory Premium (AAD Premium)
Microsoft Intune
Azure Rights Management Premium (Azure RMS Premium)
Advanced Threat Analytics (ATA)
Windows Server CAL use rights

Why Microsoft?

- One solution for customer's mobility Unmatched protection for corporate assets across four levels: Devices, Apps, User, Data
- Competitors can't match the advantage offered by our native Office support
- Lower cost than point products; 50% lower than competition

Identity & Access Management

Azure Active Directory Premium
Easily manage identities across on-premises and cloud. Single sign-on & self-service for any application

Mobile Device & App Management

Microsoft Intune
Manage and protect corporate apps and data on almost any device with MDM & MAM

Information Protection

Azure RMS Premium
Encryption, identity, and authorization to secure corporate files and email across phones, tablets, and PCs
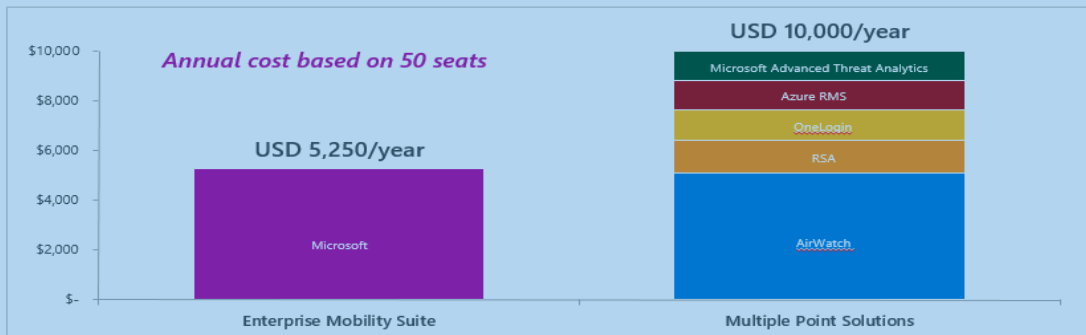
Behavior based threat analytics

Advanced Threat Analytics
Identify suspicious activities and advanced threats in near real time, with simple, actionable reporting

The EMS advantage for customers

Annual cost based on 50 seats

USD 10,000/year

Microsoft Advanced Threat Analytics
Azure RMS
OneLogin
RSA
AirWatch

USD 5,250/year

Microsoft

$10,000
$8,000
$6,000
$4,000
$2,000
$-

Enterprise Mobility Suite | Multiple Point Solutions

Microsoft advantages	• One solution from a single vendor • 4 products in one – no one offers the same value as EMS

EMS Industry Messaging

EMS Industry-specific datasheets and email templates

Healthcare

Prevent unauthorized access to patient health information.

Secure file servers encryption to prevent inappropriate data sharing.

Expedite patient care with single sign-on access to EMR and diagnostic apps from almost any device.

Prevent litigation by identifying suspicious network activity

Make sure clinicians can work securely on both corporate and personal devices.

Manufacturing

Protect product designs, formulas, contracts, and other intellectual property.

RMS Add In for AutoCad

Reduce help desk calls by 25% with self-service password reset•

Factory workers can securely access benefits and payroll information from personal devices.

Retail

Prevent negative brand exposure and litigation costs

Control who accesses consumer data

Ensure that handheld, kiosk, and POS devices are locked down and secure

Retail workers SSO access to 2500+ applications

Finance

$ 20.8M average cost of a data breach

Prevent unauthorized access to customer, M&A, or trading data

Ensure remote employees work securely

Identify suspicious activity before it compromises data.

Proposed 'angles of attack' for EMS customer opportunity:

1. What is your **Mobility** strategy as a company? Compliance, Security, Data governance...? BYOD? What does your staff use for mobile devices, how do you manage them? Ever had someone lose their cell phone? <u>Mobility Assessment?</u>

2. Move to secure login credentials with **Active Directory Premium**... How does your customer have a handle on their 'Cloud and Hybrid Identity'? <u>AD assessment?</u>

3. Finally, **Information Protection** - Do you know how 'far out' your data gets? Is there information in your company that is sensitive in nature, potentially damaging, and do you know who has access to it? <u>Security Assessment?</u>

   → Security Breaches in the News. These make it real. Target/Home Depot/Premera/Sony/JP Morgan/PF Chang's - Learn more

Sales Readiness| Top Trainings
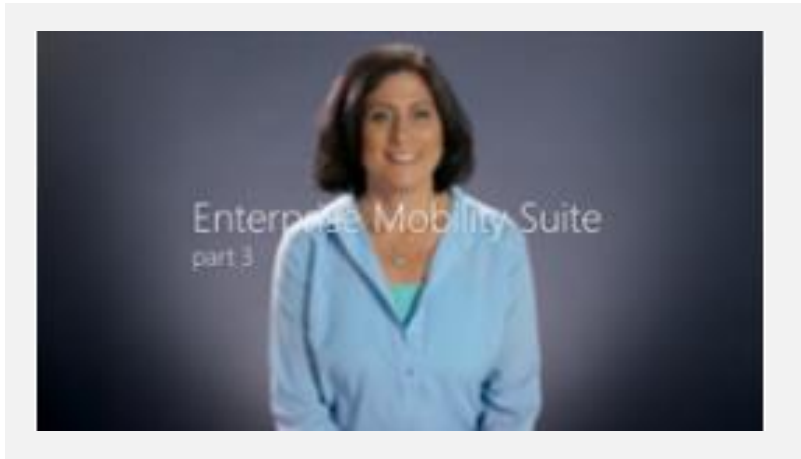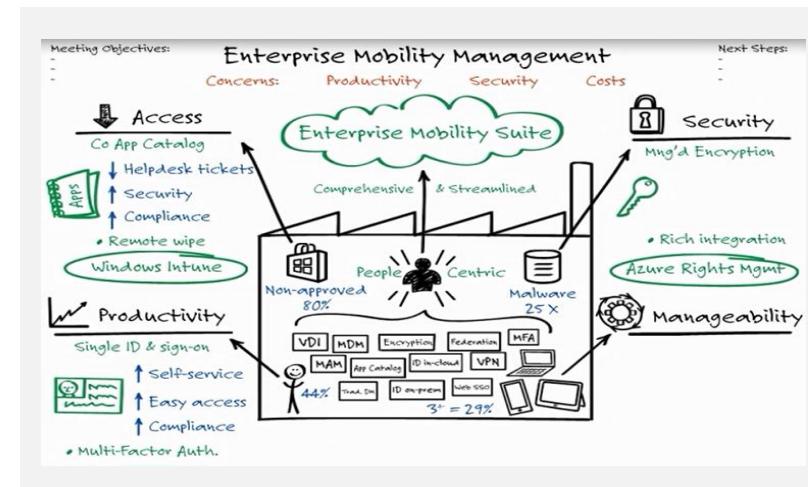

[What is EMS?– Part 1](#)
[Why EMS? – Part 2](#)
[How to sell EMS – Part 3](#)

[Managing Mobile Productivity with EMS (5 min)](#)
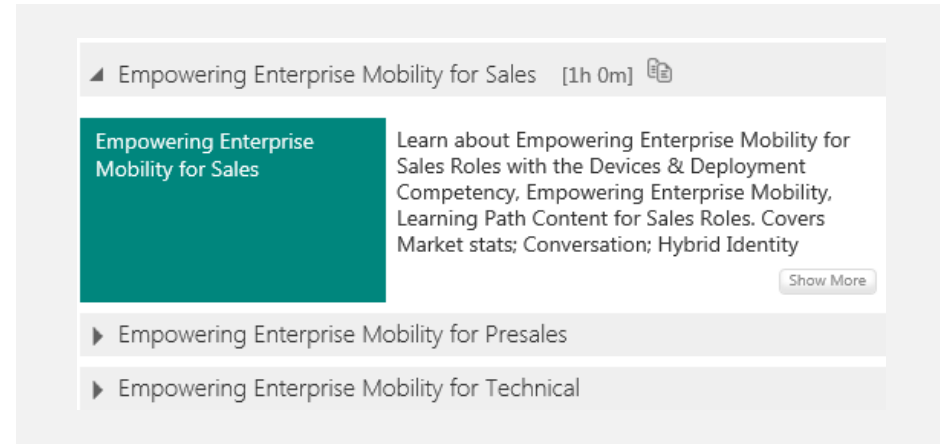

[Microsoft ATA Deployment (7 min)](#)

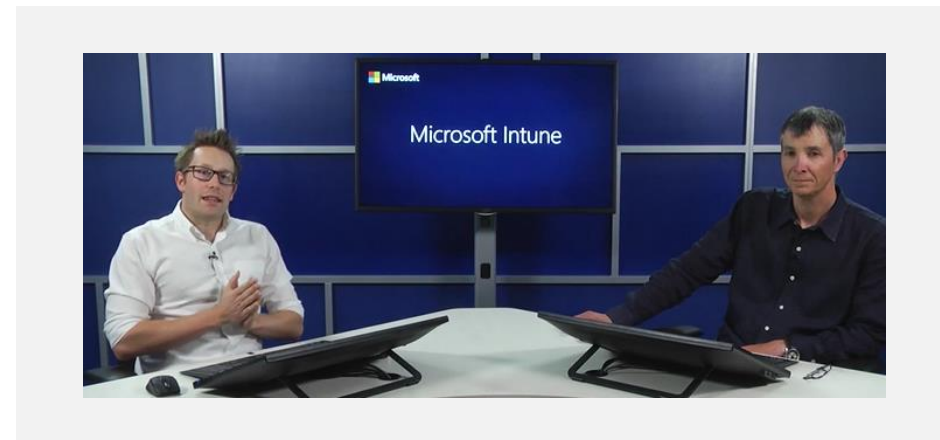[EMS Whiteboard Training Video (18 min)](#)

Sales Readiness| Free Courses

MVA: Expanding Office with EMS

Partner Learning Center (PLC): EMS

MVA: Taming Android and iOS with EMS

MVA: Prepare for Windows 10

Sales Readiness | Key Resources

Ready-to-go

- **The Evolution of Mobility**
  - **BDM – Short Version**
  - **BDM – Long Version**
  - **TDM – Short Version**
  - **TDM – Long Version**
- **Mobility in Public Safety and Justice**
- **Mobility in Defense**
- **Enterprise Mobility Suite offer**

Trials

- **EMS trial***
- **ATA trial**

*Extend Intune trial for customer (first time) [here](). Customer can extend by phone 30 days more by themselves.

EMS Partner Site

- **EMS POCs**
- **EMS Advisory Support**
- **Training**
- **Enterprise Mobility Strategy and Planning Workshop**

Partner Offers

Partner Offers | Overview*

SMB Advantage

Per SKU partner subsidy for selling Office 365 via Open, Open Value, & CSP to first-time Cloud customers

Incentive available for unmanaged VARs (Champs and LSP partners are excluded)

Currently in market September 1, 2015 through November 30, 2015

FastTrack for EMS

Assists all customers who purchase EMS with onboarding services.

The onboarding benefit lets you work with Microsoft specialists to assess, remediate, and enable eligible services.

150 seat minimum

FY16 EMS Adoption Offer

Help eligible customers fund deployment services.

Available to new EMS customers only

150 Seat minimum Funding amounts based on seat count

$60,000 maximum

[Access Advisory Support for EMS](#)

*Details in Appendix

EMS Competency

EMS Competency | Benefits

Benefits	Silver	Gold
Incremental Enterprise Mobility Suite seats in addition to core Microsoft Partner Network internal-use software license benefits	50 seats	100 seats
Unlimited Signature Cloud Support	●	●
Eligibility for Microsoft Online Services Advisor Sell and Online Services Usage Partner Incentives* *Additional requirements will apply	●	●
Eligibility for Enterprise Mobility Suite (EMS) FY16 Adoption Offer* *Additional requirements will apply	●	●
Eligible to participate in Public Cloud and/or Azure Deployment Planning Service for implementing Enterprise Mobility	●	●
Marketplace / Pinpoint Prioritization	●	●
Direct partner support provided by a regional contact or tele partner account manager	○	●

https://mspartner.microsoft.com/en/us/pages/membership/enterprise-mobility-management-competency.aspx

EMS Competency | Requirements

Summary	Details	Network member	Action Pack	Silver	Gold
Membership[11]	Annual investment		✓	✓	✓
Partner profile	Complete a partner profile	✓	✓	✓	✓
Customer evidence	Customer references[12]			3	5
Business assessments	Business-focused competency assessments[13]			1	2
Technical credentials	Technology professional (s) must pass the technical exam assessment or both[14]			1	2

Join now! https://mspartner.microsoft.com/en/us/pages/membership/enroll.aspx

Marketing Resources

Marketing Resources | EMS Partner Site Content

- [Top 10 EMS customer benefits](#)
- [EMS Webinars-in-a-box](#)
- [Customer evidence](#)
- [Enterprise Mobility Strategy and Planning Workshop](#)

[aka.ms/EMSpartner](#)

Marketing Resources | New

New
- [EMS industry-specific datasheets](#)
- [EMS industry-specific email templates](#)

Coming soon!
- ATA industry-specific datasheets and email templates

Customer-Ready Content

Why EMS?
What benefit does EMS provide O365 customers
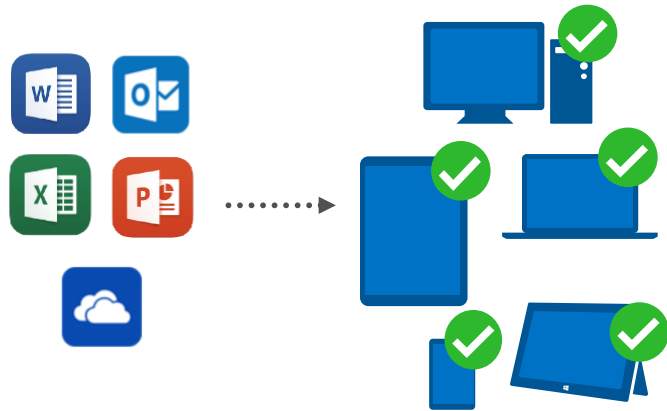
Simplifies app delivery and deployment

Protects Sensitive Information without Sacrificing Mobile Productivity

Increases IT Management Control

Simplify app delivery and deployment
Company portal self-service experience

▶ **Consistent experience across:**

Windows + Windows Phone

Android

iOS

▶ **Discover and install corporate apps**

▶ **Manage devices and data**

▶ **Customizable terms and conditions**

▶ **Ability to contact IT**

▶ **+ Deploy automatically without user intervention**
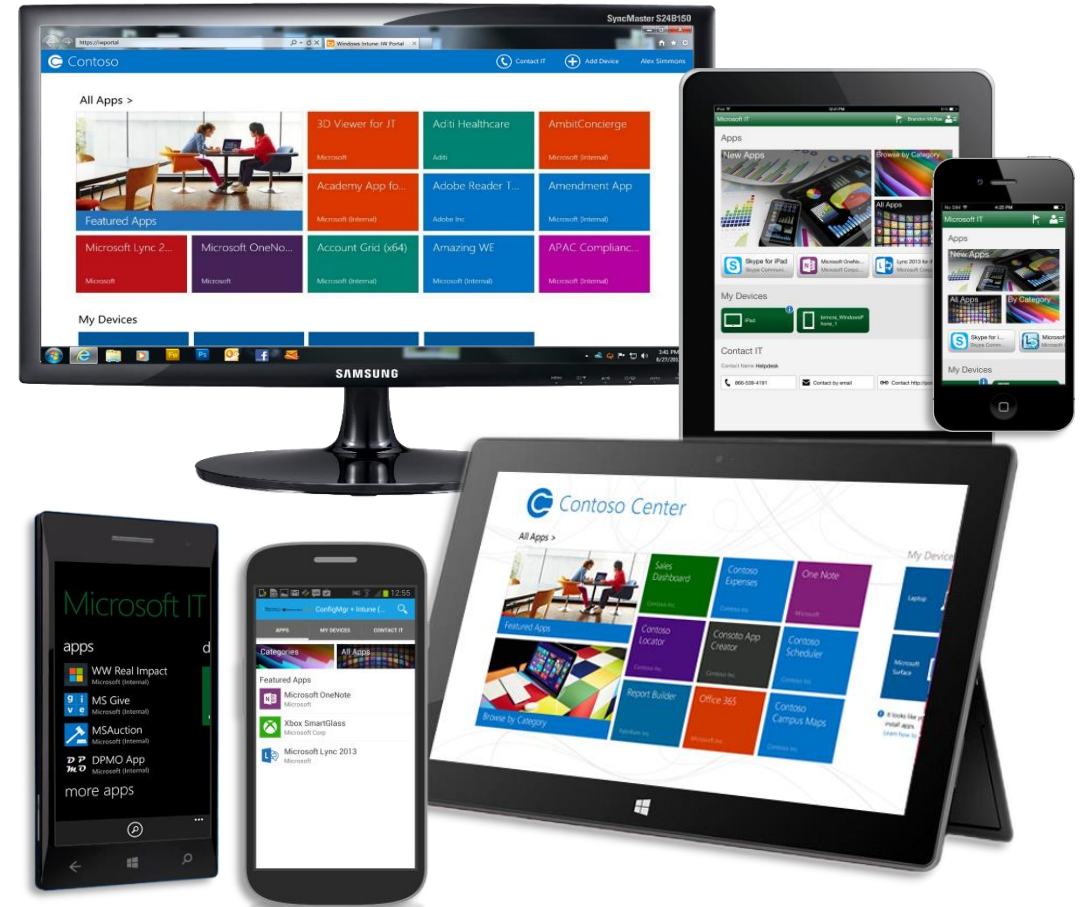
Manage Mobile Productivity
Office 365 & Intune protect information without sacrificing productivity

Personal
- OneDrive
- Twitter
- (Mail)

Corporate
- OneDrive for Business
- Outlook
- Word
- Excel
- PowerPoint
- LOB

Microsoft Intune

Secure Collaboration

▶ IT can set and manage policy around how data is shared with managed and non-managed apps

▶ In addition to Office mobile apps for iOS and Android, Intune will support management of LOB iOS and Android apps

Rich Office Experience

▶ Give users familiar, full-featured Office applications

▶ Maintain document formatting across platforms

▶ Securely store, sync, and share content via OneDrive for Business

Increase IT Management Control
Use EMS to manage your complete mobile enterprise

LOB Apps

SaaS Apps

Remote Apps

Office 365

...

Enterprise Mobility Management

Identity | Security | Devices

Management & Security across all workloads

▶ Single Sign On across on-premises & cloud / w Self Service identity management

▶ Conditional Access to all apps

▶ Consistent management for PCs & Mobile devices w/ device wipe

▶ Multi-Factor Authentication

▶ Machine Learning based security reports

EMS IT manageability benefits for Office 365 customers

Enterprise Mobility Suite

Identity & Access Management

Azure AD for Office 365+

Single sign-on for all cloud apps

Advanced multifactor authentication for all workloads

Self-service group management and password reset with write back to on-premises directory

Advanced security reports

FIM (now MIM), Server + CAL

Mobile device and app management

MDM for Office 365+

PC management

Mobile app management (prevent cutting/copying/pasting/saving from corporate apps to personal apps)

Secure content viewers

Certificate provisioning

System Center integration

Information protection

RMS for Office 365+

Protection for on-premises Windows Server file shares

Email notifications when sharing documents

Email notifications when shared documents are forwarded

Office 365

Basic identity management via Azure AD for Office 365

Single sign-on for Office 365

Basic multifactor authentication for Office 365

Basic mobile device management via MDM for Office 365

Device settings management

Selective wipe

Built into Office 365 Management Console

RMS protection via RMS for Office 365

Protection for content stored in Office (on-premises or Office 365)

Access to RMS SDK

Bring Your Own Key

What Next?

EMS Partner Ignition Kit | Go Do's

1 Ready
Get ready to sell and deploy O365+EMS

- Get sales staff trained to talk about the value of EMS.
- Learn why EMS is better together with O365 and Windows 10.
- Get technical staff trained on EMS.
- Get your Internal Use Rights and start using EMS internally.
- Learn about being a CSP and How to make money in the cloud. Watch this video on EMS in CSP.

2 Engage
Identify and engage O365 customers

- Identify customers up for O365 renewal.
- Identify O365 customers with need for device management and information protection.
- Attach to **all new** Office 365 deals.
- Contact any CAL Suite customers to extend management to mobile devices and SaaS apps.

3 Accelerate
Use assessments, POCs, and offers to drive adoption & Close business

- Leverage the partner investment engine to offset costs offset POC and assessment costs.
- Run the free Cloud App Discovery tool to see what's not under IT control in your customer's environment.

4 Deploy
Help customers realize value from EMS deployment

- For customers with 150+ seats, use FastTrack and FY16 Deployment offer to accelerate deployment.

→ Microsoft Cloud and Enterprise Partner Resources

Appendix
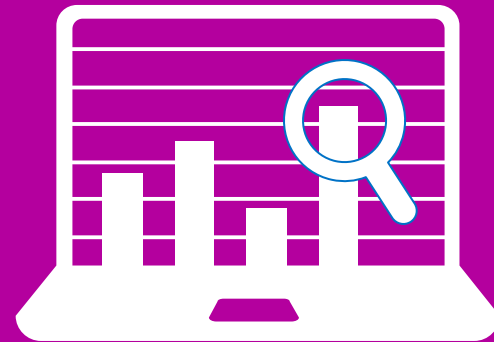
Microsoft

What is EMS and who is it for?

What is EMS?
- [EMS in 5 Minutes Video](#) (3 part series)
  - [Part 1: What is EMS](#)
  - [Part 2: Why EMS](#)
  - [Part 3: Sell EMS](#)

Other Videos
- [Manage Mobile Productivity YouTube Demo](#)
- [Hybrid Identity Video](#)
- [What is Microsoft Azure Rights Management](#)
- [Enterprise Mobility Suite & Office 365- demo](#) (2 minutes)
- [12 Minute Enterprise Mobility Suite Demo- demo](#)

Who should I target for EMS?
Existing or new Office 365 customers
- Customers already moving to the cloud will need to manage hybrid AD identities
- RMS users Office 365 could extent the use of RMS to on-premises workloads
- Customers using MFA in Office 365 could extend those capabilities to other applications on-premises

Customer evaluating ISM solutions
- Customers looking at FIM, Oracle IDM, Ping Identity, Okta, and others are actively planning an identity strategy that likely includes SaaS and cloud identities
- SaaS users (e.g. Box, salesforce, workday, servicenow, and others) might have federation fatigue
- EMS is a more cost-effective way to get FIM + new cloud IDM functionality in Azure AD Premium

Customers with growing mobile device deployments
- Customer evaluating MDM solutions also likely have requirements around identity management and document protection associated with those devices (e.g. Airwatch and Good offer "container" solutions to protect documents)
- [EMS Industry-specific datasheets](#) and [email templates](#)
- [EMS Customer Scenarios](#)

How do I get ready to sell EMS?

Proofs of concept

Help your customer develop a vision and scope for a pilot enterprise mobility or desktop virtualization deployment by delivering one of these hands-on proof of concept engagements.
Each PoC includes resources to help you sell, plan, and deliver the engagement.

- [1-day Enterprise Mobility Suite PoC: Managing Office and Conditional Access for iPad](#)
- [2-day Cloud Only Enterprise Mobility Suite Proof of Concept (PoC)](#)
- [10-15 day Enterprise Mobility Proof of Concept (PoC)](#)
- [Virtual Desktop Infrastructure (VDI) Proof of Concept (PoC)](#)

Training

Use Microsoft training assets to skill up your sales professionals and technical specialists so you are ready to help customers harness the power of enterprise mobility on the Microsoft platform.
View Microsoft Virtual Academy videos.

- [Enterprise Mobility Core Skills: Prepare your mobile environment for Windows 10](#)
- [Expanding Office 365 with Enterprise Mobility Suite](#)
- [Taming Android and iOS with Enterprise Mobility Suite](#)

Find courses for sales, presales, and technical professionals on the MPN learning path for the Enterprise Mobility Suite.

- [Go to the Enterprise Mobility Suite learning path](#)

Access the Partner Learning Center for additional online courses.

- [Technology Benefits of Microsoft Mobility Solutions](#)
- [Enterprise Mobility - Successful Sales Motions](#)
- [Enterprise Mobility Suite overview – goals, services and sales scenarios for Partners](#)
- [Get the Enterprise Mobility Competency](#)

What next?

Get started:
- [IUR Guidance](#)
- [Get Internal Use Rights to EMS](#)
- [Get Started Guide](#)

Take advantage of deployment offers:
- SMB Advantage
- [FastTrack for EMS Customers/Partners](#)
- [FastTrack for EMS Deployment Offer](#)
- Microsoft Cloud and Data Platform offers in the Partner Investment Engine (PIE)
- [PIE EMS App Discovery/Assessment](#) ($500)

Get involved in online communities.
- [Read the Enterprise Mobility Blog series](#)
- [Read the Azure Active Directory Blog series](#)
- [Microsoft Intune Forum](#)
- [Microsoft Azure Active Directory Forum](#)

What are others saying about EMS?
- Gartner MQ: [EMS](#) and [AADP](#) and [Client Mgmt](#)

Azure Active Directory Offering Comparison

	Azure AD Free (O365)	Azure AD Premium
Directory as a service	✓ Up to 500,000 objects	✓ No limit
User and group management	✓	✓
Single sign-on for pre-integrated SaaS and custom applications	✓ 10 apps per user	✓ No limit
Microsoft Directory Synchronization Tool (Windows Server Active Directory extension)	✓	✓
User-based access management and provisioning	✓	✓
Group-based access management and provisioning		✓
Self-service group management for cloud users		✓
Self-service password change for cloud users	✓	✓
Self-service password reset for cloud users		✓
Security reports	✓	✓
Advanced security reporting (based on machine learning)		✓
Usage reporting		✓
Company branding (logon pages and Access Panel customization)		✓
Multi-factor authentication (all available features on Windows Azure and on-premises environments)		✓
Service-level agreement (SLA)		✓
Forefront Identity Manager CAL + Forefront Identity Manager Server		✓

Azure MFA Offering Comparison

	MFA for O365/Azure Administrators	Windows Azure Multi-Factor Authentication / EMS
Administrators can Enable/Enforce MFA to end-users	✓	✓
Use Mobile app (online and OTP) as second authentication factor	✓	✓
Use Phone call as second authentication factor	✓	✓
Use SMS as second authentication factor	✓	✓
Application passwords for non-browser clients (e.g. Outlook, Lync)	✓	✓
Default Microsoft greetings during authentication phone calls	✓	✓
Custom greetings during authentication phone calls		✓
Fraud alert		✓
MFA SDK		✓
Security Reports		✓
MFA for on-premises applications/ MFA Server.		✓
One-Time Bypass		✓
Block/Unblock Users		✓
Customizable caller ID for authentication phone calls		✓
Event Confirmation		✓

Azure RMS Offering Comparison

	RMS for O365	Azure RMS (EMS)
Consume & Create RMS content with company ID	✓	✓
Protection for content stored in O365	✓	✓
Protection for content stored in on prem Office (Exchange, Sharepoint via RMS Connector)	✓	✓
Bring your own Key (Hybrid protection)	✓	✓
RMS protection for non office files	✓	✓
RMS SDK	✓	✓
RMS On Prem Connector for on-premises Windows Server file shares* (via RMS FCI Connector)		✓

 * As of July 1, 2014

Device management feature comparison

Category	Feature	Exchange ActiveSync	MDM for Office 365	Intune
Device configuration	Inventory mobile devices that access corporate applications	✓	✓	✓
	Remote factory reset (full device wipe)	✓	✓	✓
	Mobile device configuration settings (PIN length, PIN required, lock time, etc.)	✓	✓	✓
	Self-service password reset (Office 365 cloud only users)	✓	✓	✓
Office 365	Provides reporting on devices that do not meet IT policy		✓	✓
	Group-based policies and reporting (ability to use groups for targeted device configuration)		✓	✓
	Root cert and jailbreak detection		✓	✓
	Remove Office 365 app data from mobile devices while leaving personal data and apps intact (Selective wipe)		✓	✓
	Prevent access to corporate email and documents based upon device enrollment and compliance policies		✓	✓
Premium mobile device & app management	Self-service Company Portal for users to enroll their own devices and install corporate apps			✓
	Deploy certificates, VPN profiles (including app-specific profiles), and Wi-Fi profiles			✓
	Prevent cut/copy/paste/save as of data from corporate apps to personal apps (Mobile application management)			✓
	Secure content viewing via Managed browser, PDF viewer, Imager viewer, and AV player apps for Intune			✓
	Remote device lock via self-service Company Portal and via admin console			✓
PC management	PC management (e.g. inventory, antimalware, patch, policies, etc.)			✓
	OS deployment (via System Center ConfigMgr)			✓
	PC software management			●
	Single management console for PCs and mobile devices (through integration with System Center ConfigMgr)			✓

SMB Advantage Office 365 Promotion

Per SKU partner subsidy for selling Office 365 via Open, Open Value, & CSP to first-time Cloud customers

How it Works

- Incentive in market September 1, 2015 through November 30, 2015
- Incentive available for unmanaged VARs (Champs and LSP partners are excluded)
- Limited to sales to SMB segment customers purchasing Cloud services for the first time
- Limited to Open, Open Value, and CSP Licenses (excluding Open level C)
- Payout based on 15% of ERP of SKU license cost
- Partner subsidy check will be sent to customer approximately 8 weeks after registration
- Partner must register deal on PIE within 30 days of sale
  - Eligible deals between September 1st and PIE go-live date must be registered within 30 days of the PIE go-live date

How to Participate

1. If you are not an MPN member, register here
2. Log in to the Partner Investment Engine (PIE) with your Microsoft credentials associated with your MPN ID
3. Click "I have an access code" and enter your information. If you are a first time user, click "I do not have an access code" and enter your information so that an access code may be provided to you
4. Agree to PIE terms and conditions (first time only)
5. Select the SMB Advantage Office 365 tile under Partner Sales Incentives
6. Detail your customer's eligible purchase including customer name, customer address, and subscription ID
7. E-sign the SMB Advantage Office 365 terms and conditions to request that Microsoft send you the payment
8. Repeat this process for every eligible customer order placed
9. You will be required to submit a W-9 form to receive payment

SMB Advantage Office 365 Promotion

Per SKU partner subsidy for selling Office 365 via Open, Open Value, & CSP to first-time Cloud customers

Payout Rates via Open License & Open Value

Product	License Type	SKU	Payout per SKU
Enterprise Mobility Suite	Open License	GS7-00003	$16
Exchange Online Plan 1	Open License	Q6Y-00003	$7
Exchange Online Plan 2	Open License	Q6Z-00003	$14
Office 365 Business	Open License	J29-00003	$15
Office 365 Business Essentials	Open License	9F5-00003	$9
Office 365 Business Premium	Open License	9F4-00003	$23
Office 365 Plan E1	Open License	Q4Y-00003	$14
	Open Value License	Q4Y-00016	$14
		Q4Y-00018	$14
		Q4Y-00017	$14
		Q4Y-00019	$14
Office 365 Plan E3	Open License	Q5Y-00003	$36
	Open Value License	Q5Y-00026	$36
		Q5Y-00028	$36
		Q5Y-00027	$36
		Q5Y-00029	$36
Office 365 Plan E4	Open License	Q4Z-00003	$40
	Open Value License	Q4Z-00008	$40
		Q4Z-00010	$40
		Q4Z-00009	$40
		Q4Z-00011	$40
O365 Pro Plus	Open License	Q7Y-00003	$22
	Open Value License	Q7Y-00015	$22
		Q7Y-00017	$22
		Q7Y-00016	$22
		Q7Y-00018	$22
OneDriveBusiness w/ OfficeOnline	Open License	3NN-00021	$9
SharePoint Online Plan 1	Open License	Q9Z-00003	$9
SharePoint Online Plan 2	Open License	R2Z-00003	$14

Payout Rates via CSP

Product	Payout per SKU
Enterprise Mobility Suite	$16
Exchange Online (Plan 1)	$7
Exchange Online (Plan 2)	$14
Office 365 Business	$15
Office 365 Business Essentials	$9
Office 365 Business Premium	$23
Office 365 Enterprise E1	$14
Office 365 Enterprise E3	$36
Office 365 Enterprise E4	$40
Office 365 ProPlus	$22
OneDrive for Business with Office Online	$9
SharePoint Online (Plan 1)	$9
SharePoint Online (Plan 2)	$14

Partner Offers | FastTrack

Microsoft FastTrack for Enterprise Mobility Suite provides remote deployment assistance for Azure Active Directory Premium, Intune, and Azure Rights Management

Azure Active Directory Premium

FastTrack will:

Get organizational identities to the cloud

Set up single sign-on for test apps (including Azure Active Directory Application Proxy apps)

Configure self-service options like password reset and Azure Multi-Factor Authentication in the MyApps Portal

Microsoft Intune

FastTrack will:

Set up users and groups

Enable management of test devices

Optionally connect on-premises Microsoft System Center Configuration Manager to Intune for a single management portal experience

Azure Rights Management

FastTrack will:

Activate rights management for users

Configure sharing with external partners

Track usage

Test revocation of protected assets

Partner Offers | EMS FY16 Adoption Offer

Offer

Partner funding to drive Enterprise Mobility Suite and Enterprise Cloud Suite active seat usage for Intune and/or Azure Active Directory Premium, Azure Rights Management Services is excluded.

Eligible Partners: Cloud Productivity Competency, Enterprise Mobility Management, or Devices & Management*

Partners & Onboarding Center Integration

Partners may leverage the Onboarding Center & FastTrack Success Center to help drive active seat usage, including activities like:

- Training and managed services
- Change management
- Single sign-on and deployment for LoB applications

Who / When

Any customer who buys 150+ eligible seats of the Enterprise Mobility Suite or Enterprise Cloud Suite & and is using the service(s)**

September 1, 2015 – March 31, 2016

Enterprise Mobility Management Competency will be available for partners to begin earning during the early part of the second quarter of Microsoft fiscal year 2016. Cloud Productivity and Devices & Management competency will count towards eligibility up to December 31, 2015

**Includes trial customers, See resources for eligible SKU List*

What

Partner Funding

Customers earn funds on a per seat basis for CPC Partners to drive active seat usage

- 150+ eligible SKUs to qualify
- $15 per seat for the first 1000 seats, then $5 per seat above 1000 seats
- $60,000 limit per customer

Partner Proof of Execution for Payment:

- Customer approved Success Plan in the FastTrack Portal
- 5% Active Seat Usage = 1/3 payment of eligible funds
- 15% Active Seat Usage = remaining 2/3 payment of eligible funds within 12 months of purchase
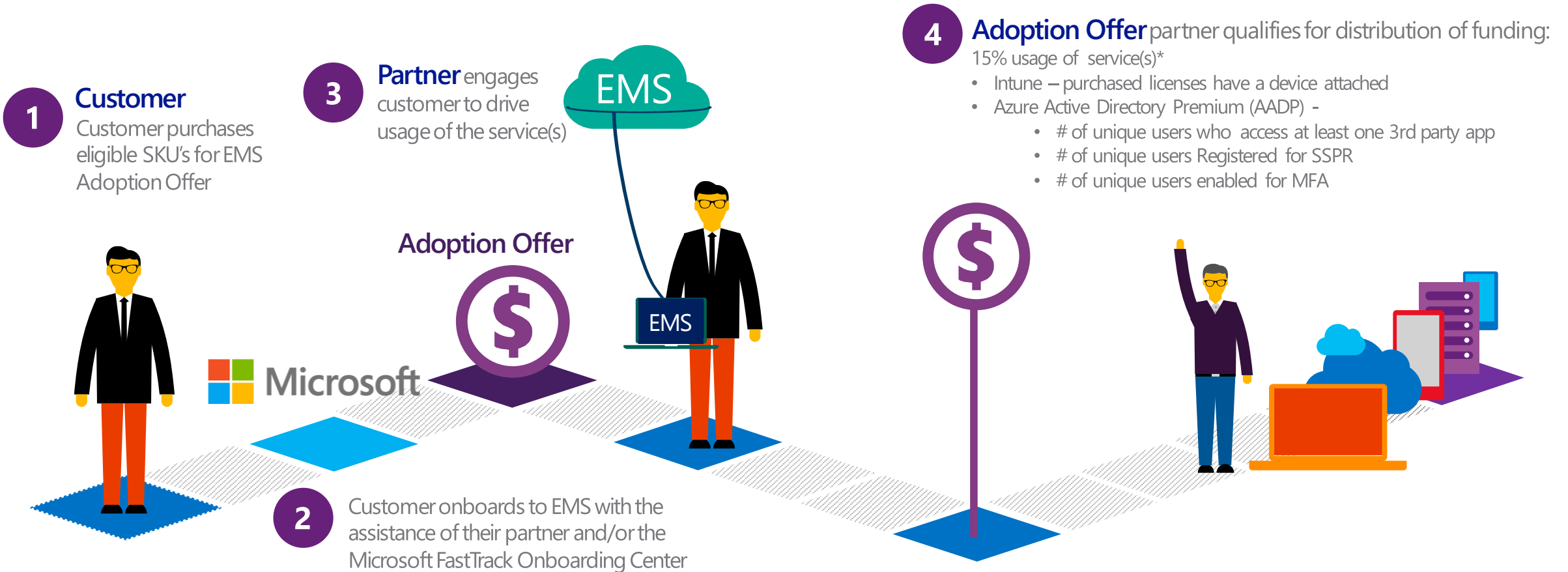
Partner Offers | EMS FY16 Adoption Offer

Plan	Onboard	Adopt, manage, enhance
		Adoption Offer

4 **Adoption Offer** partner qualifies for distribution of funding:
15% usage of service(s)*
- Intune – purchased licenses have a device attached
- Azure Active Directory Premium (AADP) -
  - # of unique users who access at least one 3rd party app
  - # of unique users Registered for SSPR
  - # of unique users enabled for MFA

1 **Customer**
Customer purchases eligible SKU's for EMS Adoption Offer

3 **Partner** engages customer to drive usage of the service(s)

EMS

Adoption Offer
$

EMS

Microsoft

2 Customer onboards to EMS with the assistance of their partner and/or the Microsoft FastTrack Onboarding Center

$

*Partners can start to claim funds once 5% of the eligible purchased licenses are in active use status. Usage thresholds are calculated based on each individual service. Counts for Intune and AADP usage cannot be combined to reach the thresholds. See terms for details