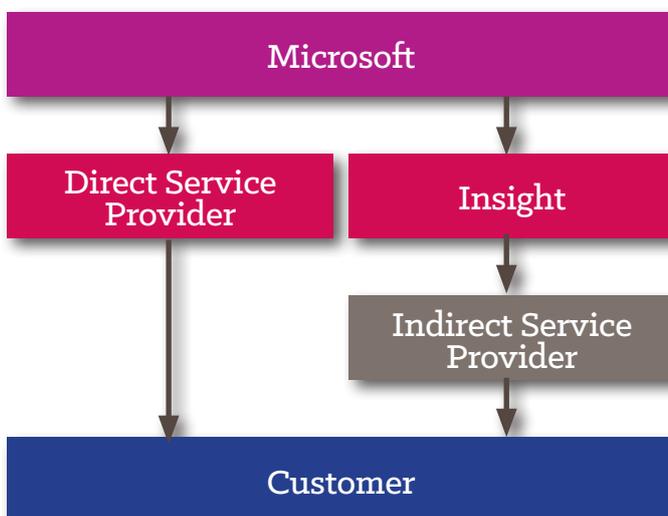


Microsoft Announces **New Requirements** for **Direct CSP Partners**

The Microsoft Cloud Services Provider (CSP) program allows partners to sell Cloud Services, such as Azure, Dynamics 365, Office 365 and EMS, it is available in 193 geographical locations. Microsoft delivers the program to partners both directly and indirectly.



Microsoft recently announced updated enrolment requirements for direct partners in the Cloud Solution Provider program. These changes will go into effect for partners by their next enrolment period after August 31, 2018. The requirements are:

- Purchase a Microsoft support plan. The minimum requirement is to buy Advanced Support for Partners, which costs \$15,000 per year.
- Provide at least one managed service, IP service, or customer solution application.
- Enable billing and provisioning infrastructure.

We can imagine that for some Microsoft Direct CSP partners, these new requirements are difficult to meet. We have an answer for them. Insight is a worldwide Indirect Cloud Solution Provider and we collaborate with Microsoft Indirect CSP service provider, so they can meet the CSP requirements and keep selling Microsoft cloud products and services.

Microsoft Indirect service provider and Indirect CSP provider

As a Microsoft Indirect service provider in the CSP program, you'll work with an Indirect CSP provider (also known as a distributor), who provides your customers with product support and provide you with technical assistance and marketing, and help you establish financing and credit terms. Indirect service provider remain Digital Partner of Record and keep recognition and incentives from Microsoft for their customers consumption.

Cloud Solution Provider (CSP) Program direct bill enrollment requirements Partner FAQ

Q: What are the new CSP direct bill enrollment requirements?

A: The following CSP direct bill enrollment requirements will go into effect after August 31, 2018 at the anniversary date of partner's original onboarding to the CSP program (the date is displayed under "Program info" on the Partner Profile page of the Partner Center tenant).

1) Purchase a support and success plan designed for partners from Microsoft

For this requirement you can choose from two options, based on your needs -

- Microsoft Advanced Support for Partners helps you grow your cloud business at an economical, fixed price point. Partner with Microsoft to get prioritized, managed escalation support, pooled account management and actionable cloud enablement services for you and your customers.
- Microsoft Premier Support for Partners provides the

most comprehensive support across the entire Microsoft platform. Unlock the next business opportunity by embedding Microsoft proactive services into your offerings, benefit from a designated account manager, and get the highest queue priority with critical situation support.

2) Demonstrate key capabilities

- Provide at least one managed service, IP service, or customer solution application.
- Enable customer billing and provisioning infrastructure.

While there are no specific performance targets associated with these new requirements, your ongoing growth and performance will be considered as a key success component in the future.

Q: What does “CSP direct-bill” mean?

A: Direct bill is an enrollment option in the CSP Program that has new enrollment requirements starting August 31, 2018. Microsoft formerly referred to this enrollment as “Tier 1” or “direct service provider.” The indirect provider nomenclature will remain, and an indirect service provider will be called a “CSP service provider”

Q: How long do I have after August 31, 2018 to meet requirements?

A: You will have to meet the new requirements on the anniversary date of your original onboarding enrollment to the CSP program. To find your anniversary date, go to Partner Center, click on Account Settings and then click on Partner Profile to find the anniversary date of your original onboarding under “Program info. As an example, if your anniversary date is in March, you will need to meet the new requirements on your anniversary date after August 31, 2018. In this case, you will need to meet the requirements on your anniversary date in March 2019.

Q: I’m currently not a direct bill partner but I meet these new requirements; can I apply today?

A: We are currently not approving new enrollments for the direct-bill option until the new requirements for this option are implemented beginning August 31, 2018.

Q: How will Microsoft check that I have at least one managed service?

A: Initially, meeting the requirement for at least one managed service will be self-reported to Microsoft during the enrollment process – but will eventually be instrumented via product and program telemetry. If you are currently a direct bill partner, Microsoft will send you a questionnaire

confirming this requirement in advance of your anniversary date.

Support FAQ’s

Q: Why is Microsoft requiring the purchase qualified partner support plan, Microsoft Advanced Support for Partners (ASfP) or Microsoft Premier Support for Partners (PSfP)?

A: Our customers are navigating increasingly complex cloud architectures that require additional focus from both Microsoft and partners to effectively support customer success. Microsoft’s qualified support plans are designed to meet this level of complexity across the Microsoft cloud offerings. The qualified partner support plans provide partners the direct line to Microsoft to resolve issues and ensure excellent product experiences.

Q: How can I decide which Microsoft support offering is best for me?

A: Microsoft Premier Support for Partners provides the most comprehensive support plan for partners with complex customers across cloud, hybrid, and on premise. With Premier Support for Partners, you’ll get prioritized problem resolution response as well as productivity, planning and optimization tools you need to enhance your performance by collaborating with Microsoft to deliver services to your organization or to your customers on your behalf. Microsoft Advanced Support for Partners provides enhanced support for partners with moderately complex customers who are growing their cloud business. With Advanced Support for Partners, you’ll get fast problem resolution response for Microsoft Azure, Office 365, and Microsoft Dynamics 365.

Q: What are the benefits of Advanced Support for Partners?

A: Advanced Support for Partners helps you grow your cloud business at an economical, fixed price point. Partner with Microsoft to get prioritized support, pooled account management and actionable cloud enablement services for you and your customers.

Specific benefits for partners:

1. Technical support – Get fast prioritized cloud support for you and your customers for Azure, Office 365, and Dynamics 365.
2. Cloud enablement services-Benefit from hand-picked cloud enablement services that can help you accelerate cloud adoption.
3. Account management-Work with a pooled services Account Manager for escalation management and advocacy within Microsoft.

Q: What are the benefits of Premier Support for Partners?

A: Microsoft Premier Support for Partners is the most comprehensive support plan across the entire Microsoft platform. Unlock the next business opportunity by embedding Microsoft proactive services into your offerings, benefit from a designated account manager, and get the highest queue priority with critical situation support.

Specific benefits for partners:

- Prioritized support—Get faster response times for you and your customers, as well as critical situation support for the most pressing cases.
- Proactive services—Leverage the entire catalog of 700+ premier services to generate new business opportunities and increase customer satisfaction.
- Account management—Benefit from a designated account manager for escalation management and advocacy within Microsoft.
- Enhanced solutions—Utilize in-depth support services that help solve the most complex of IT challenges, designed to ensure full optimization and maximum uptime.

Q: How do I purchase a paid support offering?

A: If you're interested in Microsoft Premier Support for Partners, you can initiate a discussion with a support specialist to build your tailored offering.

If you're interested in Microsoft Advanced Support for Partners, you can initiate the buying experience by filling out a digital form.

Q: How can I find additional information about the services and costs?

A: You can visit the Compare Support Offerings page to learn more about what's included and the base prices for Premier Support for Partners and Advanced Support for Partners.

Q: If a company is a Direct CSP in multiple geographies, do they require an Advanced Support for Partners agreement in each region?

A: The partner would need one Advanced Support for Partners agreement to cover their regions. Partners should work with their Service Account Manager to ensure they are added as authorized users to the support plan. However, if they want a Service Account Manager in different regions, they would need to purchase additional Service Account Manager hours.

Q: If a company is a Direct CSP in multiple geographies, do they require a Premier Support for Partners agreement in each region?

A: The partner would need to purchase a Premier Support for Partners agreement by region.

Transitioning FAQs

Q: What's the guidance for those exiting direct CSP partners status?

A: If these requirements do not align with your business strategy, please consider continuing to work with Insight as an indirect service provider. Partners will work with an indirect provider who offers infrastructure, support, and services.

Q: How can I be sure that the indirect provider that I choose to work with can support me and my customers better than what I have in place today?

A: Microsoft has built a global network of qualified indirect providers who have invested heavily in their business to help partners be successful in the CSP Program. We recommend you interview those in your market and find the best partner for your business success. Indirect providers can support you with a variety of solutions:

- Support – many offer helpdesk support to your customers using your name.
- Commerce Portal - Some enable you to use their commerce portal so you can take customer orders with minimal involvement by the indirect provider.
- Bring together ISV solutions – many indirect providers often aggregate hardware and software to enable you to create a complete solution.
- Business services & guidance –some indirect providers will help their service provider to transform their business by offering complementary services and guidance on how to grow revenue. Flexible credit terms - The credit terms offered may be more flexible than partners would find through traditional financing channels.

Q: I am currently participating in the CSP program in the direct bill option. Do I have to wait until my re-enrollment period to enroll in the CSP service provider option?

A: You have until the anniversary date of your original onboarding to the CSP program after August 31, 2018, to meet the new requirements. If you decide that being a CSP service provider is better for your business model, you can join Insight at any time before the anniversary date.



Q: If I do not meet the new requirements at the time of my re-enrollment, will you terminate my enrollment in the CSP Program?

A: If you do not meet the requirements as direct bill partner, we would like you to transition to become a service provider under an indirect provider. Once you have identified an indirect provider to work with, they will help you transition customers to the indirect provider's CSP tenant without impact on the customer subscriptions.

Q: If I move enrollment options, do I have to migrate my customer subscriptions?

A: The customer subscriptions will need to be transferred for billing ownership. There is no impact to customers in this transfer other than their accepting a new service provider relationship request from the indirect provider.

Q: I am only generating \$10K of CSP revenue annually, but still think direct bill is right for me. Can I stay in direct?

A: While we are not publishing performance criteria at this time, please know that revenue is one of several aspects

that are taken into consideration. Some of these aspects include and are not limited to: performance and growth (for example: usage, consumption, customer success management, customer base growth, Microsoft platform and solution selling, revenue performance and growth); investment in Microsoft support; and demonstrated capabilities in value-added solutions (IP, managed services, customer solution applications). If these conditions are met, you can remain a direct bill partner, even if your current CSP revenues are small. If these new requirements don't align with your business model, or if you decide not to invest in Microsoft support offerings, we encourage you consider becoming a CSP service provider. We want to ensure partners have the right model, and we are working now on operationalizing the transition process.

Q: What is the customer experience (billing and support) if I move from being a CSP direct bill partner to a CSP service provider?

A: You will need to transition your customer subscriptions to the indirect provider with whom you establish a service

provider partnership. The instructions for moving license-based and usage based subscriptions are contained in the Partner Center Help content; however, we are working on an improved transition experience and will have details later.

Q: If I change enrollment options, will there be a difference in Microsoft incentives?

A: CSP partners may earn twice-yearly incentives rebates from their CSP sales based on meeting certain eligibility requirements. Please reference aka.ms/partnerincentives for further details.

Q: If I want to move from direct partner to an indirect service provider and want my security deposit returned, is there a process for this?

A: Microsoft has an existing process to support such requests. We will process the refund once the transition has been completed and all your direct billing accounts receivable are paid. Please contact our Credit Check team (WOCS Risk – CSP) at ucmwrcsp@microsoft.com request a refund of a security deposit.

Q: If I work with an indirect provider and migrate my customers, does the indirect provider take over my billing, causing customer confusion?

A: The indirect provider does not have to take over the billing to your customers. Many providers provide discounts for service provider to bill clients. We encourage you to discuss this option with your indirect provider.

Finding an indirect provider FAQs

Q: How will I determine which indirect provider has the best options for me?

A: You can search for indirect providers in your market here. Our global network of indirect providers has invested heavily in the CSP program and they have thousands of partners already working with them today. Many have CSP program advisors who can explain all aspects of the indirect model to prospective service provider.

Q: How do I continue to support my customers while working with an indirect provider?

A: Microsoft has invested significantly into enhancing functionality for indirect service provider in Partner Center, and the various tools the indirect providers offer for managing your customers should be a key consideration in selecting the right indirect provider to work with. Considerations might include:

- a) Admin access to customer tenants – note that by default a CSP relationship request as indirect service provider creates delegated admin privileges (DAP) for O365, but the indirect provider still needs to manually add service provider for Azure.
- b) Ability to create trials and quotes for customers is supported by many indirect providers through their online provisioning tools.
- c) Leveraging “designated support contact” so that the service provider is displayed in the customer’s O365 portal as a contact.

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