

ONPOINT Dicker Data On Point Sessions are back!

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Chance to Win a \$50 Uber Eats voucher at every session



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AGENDA

- Dicker Data Updates
- Microsoft News
- FY24 Incentive Program
 - Incentive Program Overview
 - Modern Work & Security Incentives
 - Azure
- Questions?
- Close & Prize Draw





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<u>What should SMBs take into consideration when introducing AI to their business? - YouTube</u> <u>Microsoft 365 help for small businesses - YouTube</u>







<u>Dicker Data</u> <u>Partner Gen Al</u> <u>Survey 2023</u>







MS-900 MICROSOFT 365 FUNDAMENTALS COURSE

9 to 13 October 2023 • 3:00pm to 4:00pm • Online

<u>MS-900 Instructor Led Training – Click here to</u> <u>register now</u>

- 9th to 13th of October
- 3pm 4pm each day
- Instructor Led
- Contributes towards the Modern Work Solutions Partner
 Designation
 - 2 x for SMB Track
 - 4 x for Enterprise Track







INSTRUCTOR LED TRAINING

for the Teams Meetings & Meetings Rooms Technical Assessment



Teams Meetings & Meetings Rooms Technical Assessment Training - Registration







CSP Masters Technical Bootcamp

Auckland • Wellington • Christchurch

Hosted by Robert Crane



<u>CSP Masters</u> <u>Technical Bootcamp -</u> <u>Register Now</u>

Christchurch – 10th & 11th October Auckland – 16th & 17th October – AT CAPACITY Wellington – 19th & 20th October



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Welcome to Microsoft Tech for Social Impact



Register your interest in running a TSI Event here



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We are extending this offer until 31st December 2023



NEWS

Microsoft New Commerce Experience

- Launch of NCE for Public Sector customers has been delayed to CY24 revised timeline to be announced by MS soon
- Forced migrations start January 2024 upon renewal (Corp only Delayed for ACAD & <u>NFP</u>)

New Annual Revenue Requirement for CSP Indirect Resellers

- From 1st April 2024, CSPs must have a minimum of \$1,000USD in TTM CSP revenue to remain authorised to transact as a CSP
- Annual requirement that must be met on the reseller's tenant onboarding date

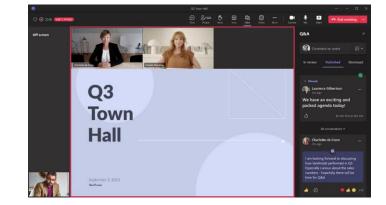
SPD Qualification Window Update

- Qualification windows extended from 30 to 180 days as of Sep 19th
- If you qualify at any point during that qualification window you are eligible to renew

Town Halls in Microsoft Teams

- Teams Town Halls will be available October 5th 2023, replacing Live Events
- Teams Live Events will be retired by September 30th 2024







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FY24 Incentives

Download the FY24 Incentives Guide

Download the AI Cloud Partner Program Benefits Guide



onpoint@dickerdata.co.nz

Microsoft incentives and investments

Microsoft's mission is to empower every person and every organization on the planet to achieve more. We believe partners are essential in realizing this mission and collaborate with our partner ecosystem to accelerate global digital transformation.

Microsoft's partner incentives are designed to reward partners for participating in our ecosystem and meet customer needs through value-added services. Customer needs often extend beyond the transaction, so we offer partner incentives and investments across each stage of the customer journey.

Stage 1	9	Listen and Consult	
Stage 2	4	Inspire and Design	5 Manage
Stage 3	0	Empower and Achieve	and optimize Customer engagement S
Stage 4	0	Realize Value	Realize Empower value and achieve
Stage 5	0	Manage and Optimize	Microsoft and Partners

Enrollment in Microsoft Commerce Incentives

Partners must enroll in Microsoft Commerce Incentives to begin earning incentives when driving customer outcomes.

For more information on enrolling, visit the <u>Microsoft partner website</u>

Visit our helpful Getting Started webpage for more information on available incentives resources

	Microsoft Commerce Incentives	
•	Engagement Azure CSP motion incentive	
	Lever Azure core incentives	
	Azure reservation incentives	
•	Engagement M365 new commerce CSP – Indirect reseller	
	Lever Core – Modern Work & Security billed revenue – Indirect reseller	
•	Engagement Modern Work – Teams Phone Pilot	
	Lever Modern Work – Teams Phone Pilot	

Partner enrolls in a single incentive and receives access to earning opportunities based on eligibility

Engagements are unique earning opportunities organized by solution area with specific partner eligibility requirements and/or customer requirements

Levers are the specific earning mechanisms inside the engagement

Some engagements only have a single lever/payout mechanism

Three purchasing motions through a connected platform

New Commerce CSP



Small corporate and SMB customers

Typical customer traits:

- Small corporate and small and medium business (SMB).
- · Fewer roles making purchasing decisions.
- Low or no IT; greater need for partner expertise and services.
- No unique licensing needs beyond price negotiation.

How they usually buy:

From a partner in the Cloud Solution Provider (CSP) program

Microsoft Customer Agreement-Enterprise



Enterprise and large corporate customers

Typical customer traits:

- Complex organizations usually multinational, multi-affiliate, and multi-tenant.
- Executives, IT Decision Makers (ITDMs), Business Decision Makers (BDMs) make purchasing decisions.
- Strong central IT & procurement practices.
- Complex licensing needs that require a high level of Microsoft engagement.

How they usually buy:

From a Microsoft account team

Buy online



Individual and ad-hoc departmental customers

Typical customer traits:

- Individual or departmental purchases by customers in any segment.
- Individual or BDM knows what they need to buy and can self-serve online.
- · IT managed centrally or by partner.
- · No unique licensing needs.

How they usually buy:

Online

Purchasing motions are aligned to support different customer needs and expectations. Customers will always retain the choice on how they buy

New Commerce CSP*



Small corporate and SMB customers

Engagements	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize
Microsoft 365 new commerce CSP incentive – CSP Indirect Reseller			•		
Microsoft 365 legacy CSP incentive – CSP Indirect Reseller*			•		
Microsoft 365 customer add new commerce CSP incentive – CSP Indirect Reseller			•		
Microsoft 365 new commerce CSP incentive - CSP Direct Bill			•		
Microsoft 365 legacy CSP incentive – CSP Direct Bill*			•		
Microsoft 365 customer add new commerce CSP incentive - CSP Direct Bill			•		
Collaborative Apps Workshop**		•			
Enable Frontline Workshop**		•			
Endpoint Management with Security Workshop**		•			
Hybrid Meetings & Rooms Workshop**		•			
Microsoft Syntex Workshop**		•			
Microsoft Viva_Workshop**		•			
Microsoft Viva Insights Workshop**		•			
Microsoft 365 Digital Workforce Workshop**		•			
Modernize Communications Workshop**		•			
NextGen Windows Workshop**		•			
Frontline Worker Pilot - Medium			•		
Frontline Worker Pilot – Large			•		
Microsoft Viva Goals Pilot			•		
Microsoft Viva Insights Pilot			•		
Teams Phone Pilot			•		
Windows 365 Pilot			•		
Modern Work & Security Usage incentive					•





New Commerce CSP*

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Small corporate and SMB customers

Engagements	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize
Microsoft 365 new commerce CSP incentive – CSP Indirect Reseller			•		
Microsoft 365 legacy CSP incentive – CSP Indirect Reseller*			•		
Microsoft 365 customer add new commerce CSP incentive – CSP Indirect Reseller			•		
Microsoft 365 new commerce CSP incentive - CSP Direct Bill			•		
Microsoft 365 legacy CSP incentive – CSP Direct Bill*			•		
Microsoft 365 customer add new commerce CSP incentive – CSP Direct Bill			•		
Sales – Defend Against Threats with SIEM Plus XDR Workshop**		•			
Usage – Defend Against Threats with SIEM Plus XDR**		•			
Executive Order 14028 Workshop**		•			
Sales – Mitigate Compliance and Privacy Risks Workshop**		•			
Usage – Mitigate Compliance and Privacy Risks Workshop**		•			
Sales - Protect and Govern Sensitive Data Workshop**		•			
Usage - Protect and Govern Sensitive Data Workshop**		•			
Usage – Secure Identities and Access Workshop**		•			
Sales – Secure Multi-Cloud Environments Workshop**		•			
Usage – Secure Multi-Cloud Environments Workshop**		•			
Threat Protection Engagement		•			
Microsoft Sentinel Migration and Modernization				•	
Modern Work & Security Usage incentive					•







Security – Threat Protection Engagement

ENGAGEMENT SUMMARY

The Threat Protection Engagement is designed to create customer intent for purchasing and/or deploying advanced Microsoft Security products, including but not limited to Microsoft 365 Defender and Microsoft Sentinel. The engagement is expected to require about a three-day partner effort. The Threat Protection Engagement is delivered in a customer's production environment by discovering real security threats and vulnerabilities. Only for subset of customers, the Threat Protection Engagement can be delivered in trial environment built for the customer, using an Attack Simulation tool to simulate threats (limited availability).

ENGAGEMENT TERM

July 1, 2023 – August 18, 2023 (POE submissions for previously created claims may continue to be completed based on established MCI timelines. Reclaiming or reopening claims on or after August 18th is not possible.)

Partner Eligibility

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Partner Agreement Microsoft Cloud Partner Program Agreement

Program Enrollment Microsoft Commerce Incentives

Partner Qualification Solutions Partner for Security Designation

Measure and Reward

Activity Payment: Market A = \$6500, Market B = \$4000, and Market C = \$1500 (Refer to below slide '<u>FY24 Security Incentives Details</u>' for details)

For the Threat Protection Engagement to be considered

complete, a partner is required to deliver the following

· Conduct discovery of threats and vulnerabilities in

Use customer's existing licenses or product trials of

Management, Microsoft Defender for Cloud Apps,

Microsoft Defender for Office 365 and Azure AD

Identity Protection, to perform discovery and

exploration of threats and vulnerabilities.

Provide recommendations and next steps.

Microsoft Sentinel, Microsoft 365 Defender, Microsoft

Defender for Endpoint, Microsoft Defender Vulnerability

customer's production environment.

Identify customer's key security objectives & priorities.

activities:

Customer Qualification

- 500-5000 Paid Available Units (PAU) for Azure Active Directory Premium (AADP) PAU, and
- 250+ Monthly Active Users (MAU) for Exchange Online, SharePoint Online or Teams
- Customer may not have previously attended a Sales-Defend Against Threats with SIEM plus XDR workshop between July 1 2022-June 30 2023.

Activity Requirements

When using Attack Simulation, a partner is required to deliver the following activities:

- Identify customer's key security objectives & priorities.
- Build a trial environment for the customer using a Microsoft 365 E5 trial.
- Deploy Microsoft Sentinel, Microsoft 365 Defender, Microsoft Defender for Endpoint, Microsoft Defender for Cloud Apps, Microsoft Defender for Office 365, Azure AD Identity Protection and Microsoft Defender for Identity in the trial environment.
- Conduct Attack Simulation against the trial environment.
- Demonstrate the ability of Microsoft 365 E5 Security to detect and respond to security threats simulated in the trial environment.
- · Provide recommendations and next steps.
- Handover the trial environment to the customer for further exploration.

Partner role in MCI Build Intent – Partner Activities **Purchasing motion** Breadth, Enterprise and self-service purchasing motions Earning Type Fee





Microsoft 365 new commerce CSP – indirect reseller

ENGAGEMENT SUMMARY

The Microsoft 365 new commerce CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Modern Work & Security products and services through the new commerce experience.

ENGAGEMENT TERM

October 1, 2023 – September 30, 2024

Partner Eligibility Partner Agreement Microsoft AI Cloud Partner Program Agreement	Measure and Reward Incentives are based on billed revenue and calculated in accordance	to billing cadence.		
Partner Authorization Microsoft CSP Indirect Reseller Channel Authorization	Incentive Structure	Rate	Maximum incentive earning opportunity	
Incentive Enrollment	Core – Modern Work & Security billed revenue	3.75%	M365 E3/E5 \$55,000 M365 Other \$20,000	
Microsoft Commerce Incentives Image: Bigibility One of these four Solutions Partner designations: Digital & App Innovation (Azure)	Global Strategic Product Accelerator – Tier 1 (Business Premium, M365	Innovate and Balance countries*: 5.00%	M365 E3 \$55,000* M365 E3 \$65,000**	
Infrastructure (Azure), Modern Work, Data & Al (Azure)	E3)	Scale countries**: 6.00%		
Attained one of the following legacy competencies and purchased benefits package for: Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small	Global Strategic Product Accelerator – Tier 2 (M365 E5)	7.00%	M365 E5 \$115,000	
and Midmarket Cloud Solutions, Windows and Devices Revenue Requirements	Global Calling and Conference PSTN Accelerator	20.00%	N/A	
\$25K USD 12-month revenue threshold for CSP Indirect Resellers	*Innovate & Balance Markets: ANZ, Canada, France, Germany, UK, US, WE, CEMA (CEE + MEA) **Scale Markets: APAC, Greater China, India, Japan, Korea, LATAM			
Partner AssociationEarning TypeTransacting Partner of Record60% Rebate/40% Co-op	Maximum earning opportunity per tenant ID, per product group, per lever, per partner	Product El See Product	igibility t Addendum	

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Revenue Requirements \$25K USD 12-month revenue threshold for CSP Indirect Resellers	*Innovate & Balance Markets: ANZ, Canada, France, Germany, UK, US, WE, CEMA (CEE + MEA) **Scale Markets: APAC, Greater China, India, Japan, Korea, LATAM									
artner Association Earning Type ransacting Partner of Record 60% Rebate/40% Co-op	Maximum earning opportunity per tenant ID, per product group, per lever, per partner	Product El	igibility t Addendum							

Download the FY24 Product Addendum Here

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<u>SMB Workshop – Expressions of Interest</u>

Do More with Microsoft 365 Business Premium

🏦 Partner criteria

- Indirect partners working with reseller network
- CSP partners with Modern Work solutions or services, and experience selling in the Microsoft 365 Business Premium customer segment.
- Partners must transact in the same country where the customer is located.
- Partners must be approved by the appropriate Microsoft subsidiary.

🖻 Customer criteria

Microsoft 365 for Business

- Small and medium-sized businesses up to 300 seats
- Not current subscribers of Microsoft 365 for Business plans (Microsoft 365 Business Premium)

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- A maximum of 2 non-profit customers may count towards attendee minimums to receive incentives. These customers must also sign a public sector disclosure at the time of POE. Education and Public Sector will not count but may attend.
- Minimum of three attendees from different qualifying commercial customers
- Customer hasn't participated in a workshop in the last 6 months



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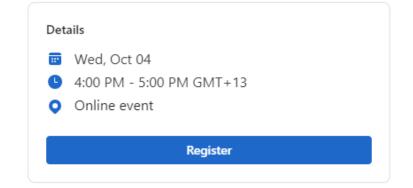


ANZ Biz Apps Partners FY24 Programs & Incentives update

Details

Please join us to learn more about the updates to key Business Applications partner programs for FY24.

- Pre and Post sales Partner Activity funding program
- Dynamics Migration Program now called AIM
- Biz Apps Partner Incentives
- Skilling and Certification including Copilot
- Digital Marketing Content on Demand & Partner Marketing Centre (DMC & PMC)



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Add to Calendar

ANZ Biz Apps Partners FY24 Programs & Incentives update





Engagement: Azure CSP motion incentives

ENGAGEMENT SUMMARY

Cloud Solution Providers providing billing and support as part of a partner-managed Azure experience for customers who purchase Azure services under a new Azure offer (offer plan) are recognized for incentives when transacting through a Partner Location ID meet all eligibility requirements for available engagement opportunities and applicable incentive enrollment requirements.

ENGAGEMENT TERM

October 1, 2023 – September 30, 2024

Partner Eligibility

Partner Agreement Microsoft AI Cloud Partner Program Agreement

Partner Authorization

Microsoft CSP Indirect Reseller Channel Authorization **OR** Microsoft CSP Direct Bill Partner Channel Authorization

Incentive Enrollment

Microsoft Commerce Incentives

Eligibility

One of the following Solutions Partner designations: Solutions partner for Infrastructure (Azure) Solutions partner for Data & AI (Azure) Solutions partner for Digital & App Innovation (Azure)

(OR)

Attained one of the following legacy competencies and purchased benefits package for one of the eligible competencies: Cloud Platform

Measure and Reward

Incentives for the new Azure offer (Azure plan) are calculated as a percentage of Azure consumption revenue. All payments made on a monthly cadence except for Azure CSP customer adds which is paid quarterly.

Incentive structure	CSP Direct Bill Partner	CSP Indirect Reseller	Maximum earning opportunity
Azure consumption CSP motion	4.00%	4.00%	
Azure Reservation and Savings Plan Incentive (Includes ACR from Reserved Instance and Azure Savings Plan)	10.00%	10.00%	\$75k USD ¹
Azure workload accelerator CSP ²	2.00%	2.00%	\$25k USD ¹
Azure CSP customer add ³	15.00%	1 5.00%	\$250k USD ⁴

1. Maximum Earning Opportunities at per engagement term, per partner, per subscription level

2. Eligible products within each workload can be found on Azure workload accelerator CSP - Eligible products

3. Azure CSP customer add calculated in addition to related MCI Azure CSP incentives and paid with 100% rebate earning type

4. Azure CSP customer add Maximum earning opportunity at per partner and per tenant for up to 12-month period





Azure CSP customer add incentive

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Azure CSP customer add incentive rewards partners when their customer, identified by the customer's unique tenant ID, has an Azure workload generate Azure consumed revenue (ACR) for the first time.



A new customer tenant ID with an Azure workload. Customer would be eligible for customer add consideration from first Azure transaction date. Once Azure consumed revenue (ACR) is generated, the partner is eligible for this Azure CSP customer add incentive rate. Partner must be Transacting Partner of Record (TPOR) at the time the ACR is generated to be eligible for this incentive.

k[□] Existing CSP customer with new Azure workload eligibility

An existing customer tenant ID with an Azure workload that has not yet crossed \$100 USD in monthly ACR prior to the engagement term. Once Azure consumed revenue (ACR) is generated, the partner is eligible for this Azure CSP customer add incentive rate. Partner must be Transacting Partner of Record (TPOR) at the time the ACR is generated to be eligible for this incentive.

Guidelines

Торіс	Guidelines
Revenue	Only Azure consumed revenue is considered eligible for this incentive. Revenue from other product groups will not be eligible.
Transaction	The first transaction is identified as Azure consumed revenue (ACR) generated for the first time on the customer's tenant ID. Partner must be Transacting Partner of Record (TPOR) at the time the associated ACR is generated on the customer tenant ID.
Transaction	For an Azure workload to be eligible, ACR associated to the customer's unique tenant ID cannot have generated greater than \$100 USD in a single month prior to the engagement term.
Payment	The transacting partner can earn up to 12 monthly payments based on the customer ACR associated with their Azure workload multiplied by the Azure CSP customer add incentive rate. If associated ACR during a single month is not generated, partner will not be eligible to earn for that month and month still counts towards the 12-month payment period.
Payment	Payments calculated and issued on a quarterly basis and paid with a 100% rebate.





Azure CSP customer add incentive

Scenario 1: Customer purchases first Azure workload

First Azure CSP transaction and start of tenant takes place in January 2024 and generates Azure consumed revenue (ACR) the same month. The eligible Transacting Partner of Record (TPOR) earns customer add accelerator for the transaction month (January 2024) and following 11 months (February 2024 – December 2024).

Jan	Feb	Mar	Apr	Мау	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Мау
Azure Transactic Month	M1 n	M2	М3	M4	M5	M6	M7	M8	M9	M10	M11					

2) Scenario 2: Customer purchases first Azure workload after tenant is created

First Azure CSP transaction takes place in March 2024, after tenant is created. ACR is also generated during the first transaction month. The eligible transacting partner earns the customer add incentive for the transaction month (March 2024) and following 11 months (April 2024 – February 2025).

Jan	Feb	Mar	Apr	Мау	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
CSP Tenant Start		Azure Transaction Month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11			

Scenario 3: Change of partner (Customer associated Transacting Partner of Record (TPOR) transfers to a new partner)

First Azure CSP transaction and start of tenant takes place in January 2024 and ACR is generated in the same month. The eligible Transacting Partner of Record (TPOR) earns customer add accelerator for the transaction month (January 2024) and following 7 months (February 2024 – August 2024). Original TPOR incentive eligibility ends once TPOR is transferred to new partner. New partner is not eligible for Azure customer add incentive

Jan	Feb	Mar	Apr	Мау	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Мау
Azure Transaction Month	M1	M2	M3	M4	M5	M6	M7	M8 TPOR transferred	M9	M10	M11					





Azure Workload Accelerator CSP – Eligible products

	Digital & App Innovation	Data & Al	Security	Infrastructure
()	API Management	Azure Data Factory v2	Advanced Data Security	Azure NetApp Files
	Azure Spring Apps (Cloud)	Azure Data Explorer	Advanced Threat Protection	Azure Site Recovery
The following Azure products are eligible to	Azure Container Apps	Azure Data Factory	Azure Defender	Specialized Compute
receive the Azure Workload Accelerator	Azure App Service	Azure Cognitive Search	Azure IoT Security	
	Logic Apps	Cognitive Services	Security Center	
For more information on the Azure services visit:	Functions	Azure Synapse Analytics (*Fabric)	Sentinel	
Directory of Azure products Microsoft Azure	Azure Load Testing	Power BI Embedded (*Fabric)		
		Azure Databricks (*Fabric)		



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Proposed upcoming topics:

27 September - Migrate & Secure Windows Servers for SMBs

4 October - FY24 Microsoft Incentives

11 October - Meet the Azure Technical Sales Team

18 October - Business Premium Security - Session 1

25 October - Microsoft Viva Update & Overview

1 November - Azure Cloud Assessments

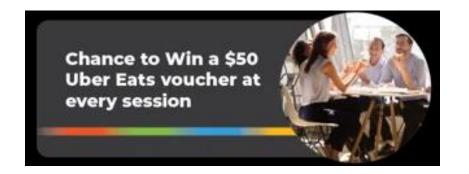
8 November - Business Premium Security - Session 2

15 November - Power BI Licensing

22 November - Business Premium Security - Session 3

29 November - Teams Premium

6 December - Christmas Wrap Up





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Thank you



onpoint@dickerdata.co.nz