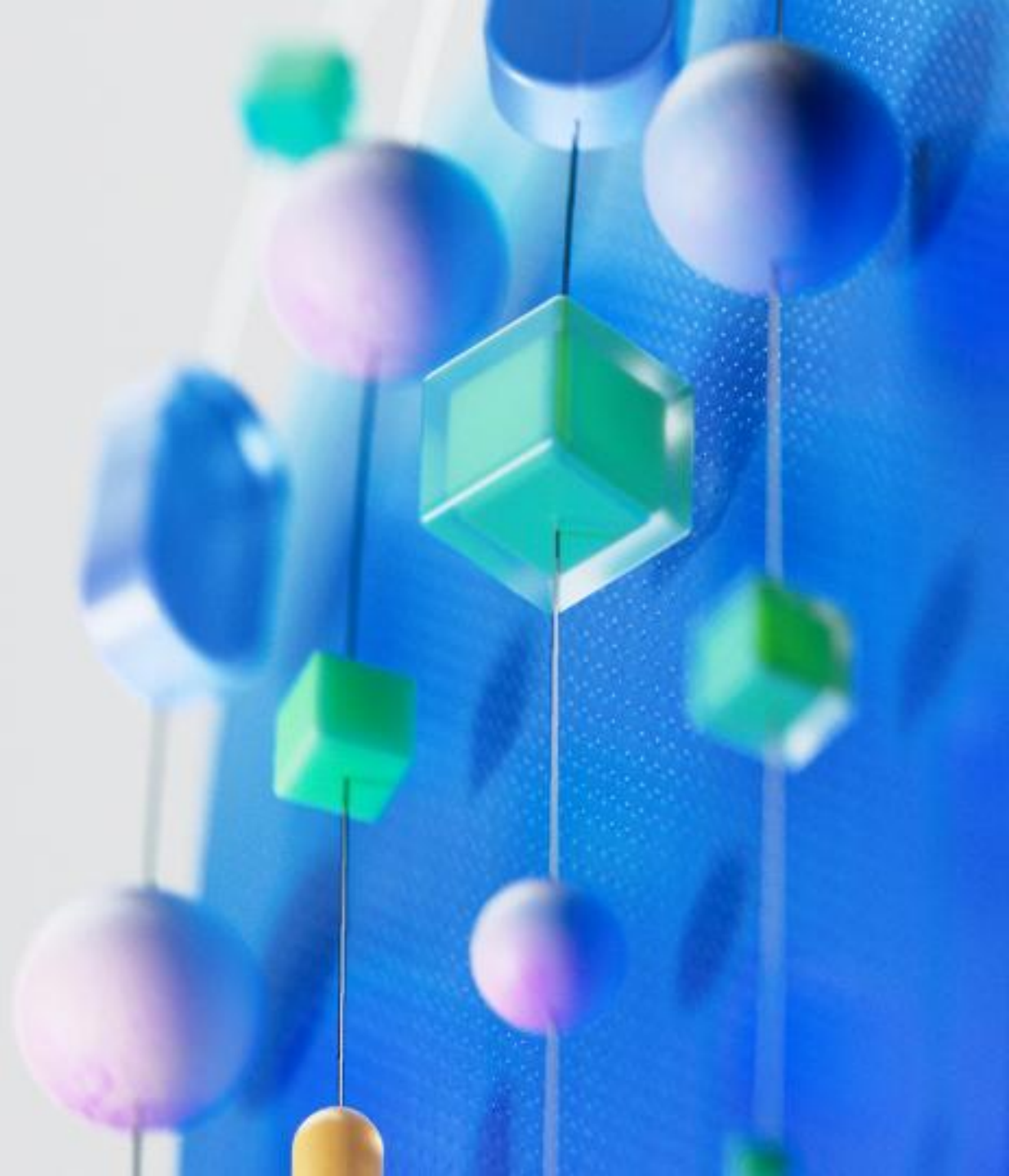




# SDC Partner Growth Sprint Incentives as a Competitive advantage

March, 2026



# Agenda and Speakers

## Section 1 The Acceleration Path



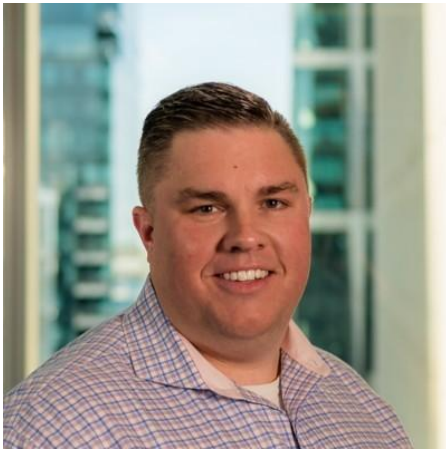
**Lucila Oliveira**  
Director, Americas SDC

## Section 2 Incentives as Sales Accelerator



**Monika Vohra**  
Senior Business Strategy  
Manager

## Section 3 Sharing Practices



**Paul Horn**  
Sr Director, Global Microsoft  
Alliance



**Jack Huffman**  
Director, Global Microsoft  
alliance



**Daniel Kohn**  
Sr Manager, Strategic Alliances

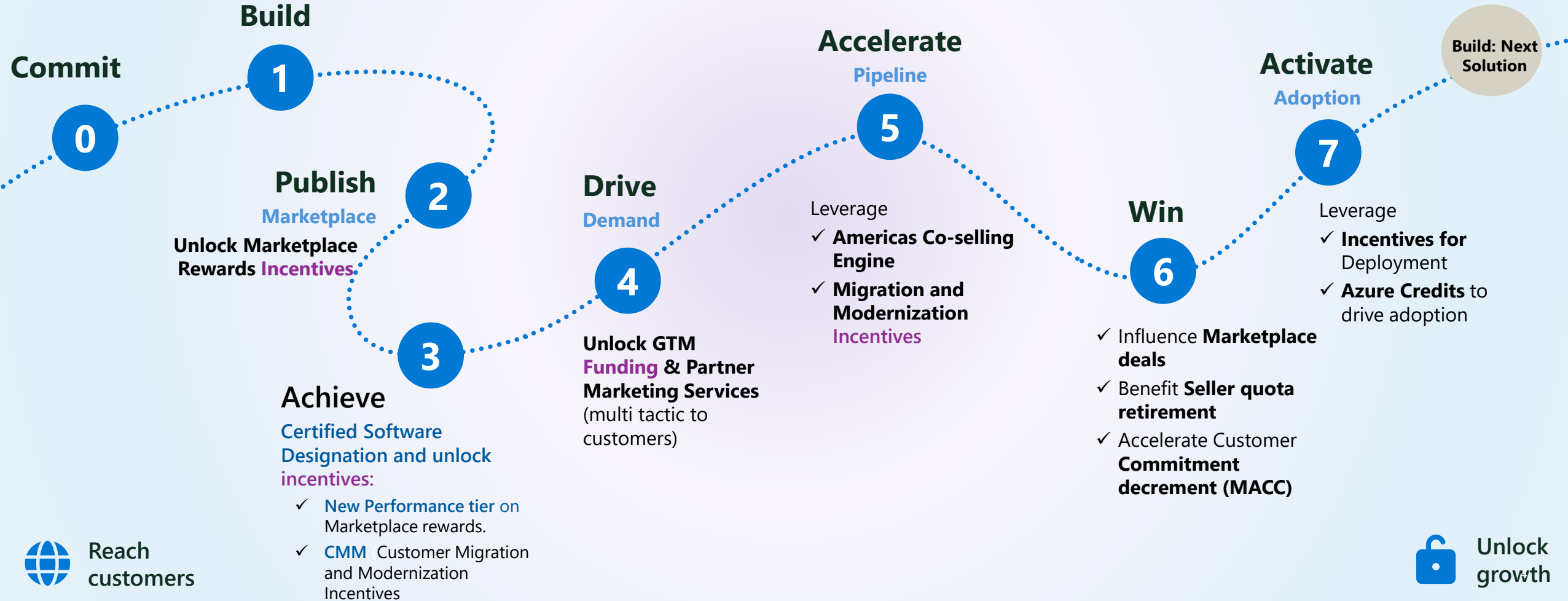




Goal

**Spark your creativity on using  
Microsoft benefits to boost sales and  
grow your business.**

# The Partner Path of Acceleration



**How can you drive benefits to  
fuel your growth?**



# Incentives as sales accelerator

**Monika Vohra**  
Senior Business Strategy Manager



# Investments in Each Stage of SDCs business cycle

Build-with

Sell-with

## Building Solutions

### ISV Build & Publish

**Hero Motion:** Up to \$100K for deploying & publishing an AI app

**Eligibility:** CSD Partners

### Resources

ISV Partner Incentive Walking Deck

## Pre-Sales Support

### ISV Customer Migrate & Modernize (ISV CMM)

**Hero Motion:** Up to \$25K in pre-sales assessment

**Eligibility:** CSD Partners

### Resources

ISV Partner Incentive Walking Deck

## Closing on Marketplace

### Marketplace Rewards

**Hero Motion:** Up to **\$1M Azure sponsorship per partner** per year for Marketplace deal closure

**Eligibility:** All partners, allowance based on MBS tier. Amount per oppty based on deal size

### Resources

Marketplace Rewards

Benefits-Transact

## Driving Deployment


### ISV Customer Migrate & Modernize (ISV CMM)

**Hero Motion:** Up to \$175k in post-sales deployment

**Eligibility:** CSD Partners

### Resources

ISV Partner Incentive Walking Deck

 **Guidance:** Present these investment opportunities as complementary options designed to accelerate partner success. *Additional case-by-case opportunities may be available—reach out to discuss specific partner needs.*

# Pre-sales investments to drive deal momentum

Investment	Description	Eligibility	When to use	When not to use	Best Practice	Resources
Build & Publish	Up to \$100K in cash for completion building and publishing AI apps	Certified Software Designation (Azure, Industry and Security)	Incentivizing ISVs to use AI and publishing to Marketplace	Not infusing AI, no intention of transacting on the Marketplace.	For SaaS AI net new or modernized solutions with the intent to transact on the marketplace.	<b>Partner facing deck</b> <a href="#">ISV Partner Incentive Walking Deck</a>
ISV Customer Migrate & Modernize	Up to \$25K in cash for completion of Migration or deployment Assessment	Certified Software Designation (Azure, Industry and Security)	<b>Hero program</b> for driving pre-sales assessments	Not to stack with ECIF.	Intent to close the deal on Azure and drive deployment	<b>Partner facing deck</b> <a href="#">ISV Partner Incentive Walking Deck</a>
Marketplace Rewards	MAICPP offer which provides GTM benefits including Azure sponsorship which can be awarded to customers to close deals, or used by partner to offset infra costs from free trials of Marketplace offers.	<ul style="list-style-type: none"> <li>Must be a Microsoft partner and published to Marketplace</li> <li>Amount of sponsorship available varies by tier based on performance (primarily MBS)</li> <li>Policies apply around award amount, duration: <a href="#">MR Azure Sponsorship FAQ</a></li> </ul>	Strategic, must-win deals, compete scenarios	To offset partner's production costs/consumption, Marketplace fees	Ensure all stakeholders (partner, customer, deal team) is aware of sponsorship policies and limitations, and customer is ready to start consuming the sponsorship right away.	<a href="#">Marketplace Rewards Benefits-Transact</a>

# Post-sales investments to unlock deals & accelerate deployments

Investment	Description	Eligibility	When to use	When not to use	Best Practice	Resources
ISV Customer Migrate & Modernize	Up to \$175K in cash for completion of deployment	Certified Software Designation (Azure, Industry and Security)	<b>Hero program</b> for driving post-sales migration and deployment	Intent to close the deal on Azure and accelerate deployment	Deals requiring higher than \$175K funding	<b>Partner facing deck</b> <a href="#">ISV Partner Incentive Walking Deck</a>

# Let's demystify...common questions about benefits

Can we use these incentives if our business was born in the cloud?

Absolutely!

Isn't "migration" just a customer from on-prem to the cloud?

No. Msft looks at incentives to drive ACR thru competitive moves, footprint expansion, new customers, AND migration.

Can we "stack" funding incentives for a customer deal?

Yes, to a point. Funding incentives can be stacked, but ECIF can NOT be combined with funding incentives.

There are so many MAICPP benefits. How do we know which ones are right for my organization?

Work with your PDM to understand all eligible incentives and determine the right ones for your organization.

Does Microsoft dictate how to use these Incentive dollars?

No. You have full control over the money received from AMM or Build and Publish.

# In summary...



Partner Marketplace Transactions > \$8MM (life-to-date)  
With deal with expected \$100K Annual Consumption

Build and Publish

\$30k

Pre-Sales Support

\$15k

Closing Deal

\$800k

Driving Deployment

\$40k



\$885k (\*) Do not leave money behind!

(\*) It is an estimation based on average pay out tranche

# There isn't ONE right strategy

- What are your **business goals**? Sales/pipeline goals?
- **What outcome** are you trying to drive?
- Which **Microsoft value levers** can have the most impact for **your needs**?

# Partners Examples



# Guest Speakers



**Paul Horn**  
Sr Director, Global Microsoft  
Alliance



**Jack Huffman**  
Director, Global Microsoft  
alliance



**Daniel Kohn**  
Sr Manager, Strategic  
Alliances



## Utilizing Microsoft Incentives to time to market



1

Grow qualified pipeline of opportunities

Utilize **Migration Assessment** via CMM to fund opportunities

Create momentum within pipeline

2

Reduce time to decision

Leveraged **CMM Incentives**

Accelerated sales cycle, end of quarter pull forward deals

3

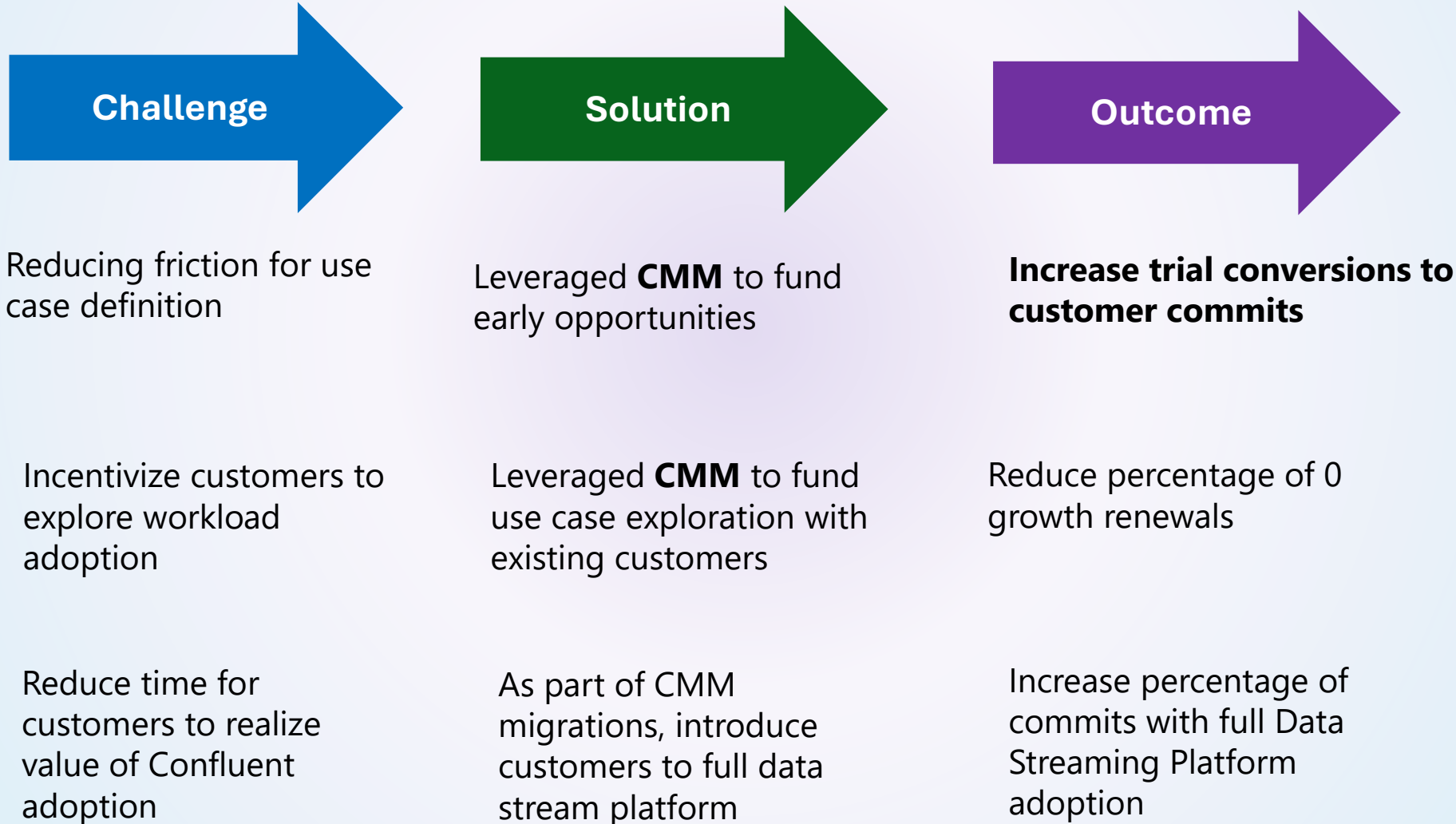
Grow size of opportunity and faster time to deployment

Invest in services for faster deployment

Larger ASP, reduce Avg Close time for deals across our business



## Accelerating Growth with Microsoft Incentives



# The iManage Story



*"Microsoft's Migrate and Modernize program has been a meaningful catalyst for iManage and our customers, accelerating the transition to Cloud iManage on Azure. By reducing barriers to cloud adoption and aligning incentives across our joint go-to-market efforts, the program has helped drive greater customer momentum, enabling organizations to modernize faster, enhance security, and realize the full value of the iManage platform on Microsoft Azure."*

## WHAT

**Reduce dual provisioning cost** by streamlining cloud workflows to single DCs according to custom data residency demands. Unlock incremental revenue by driving cross-sell and higher attach of iManage AI capabilities across the installed base.



## WHY

**Migrate Enterprise Customers & Drive App Modernization** across the iManage stack for strategic enterprise and mid-market customers with complex infrastructure needs deployed on-prem



## HOW

**Leveraging Customer Migrate & Modernize**, we accelerate cloud-to-cloud and on-premises migrations, while offsetting professional services costs and delivering greater value throughout our customers' transition to our Azure-based modern cloud platform

# Summary of Partner insights

- ✓ **Different incentives serve different purposes** - be deliberate (choose where incentives can move the business)
- ✓ Build offers from the Microsoft incentive “back”
- ✓ Think in terms of **long-tail customer value**, not single engagements
- ✓ **Engage** across your business **early** and often to ensure buy in on approach
- ✓ **Treat incentives as accelerators, not substitutes for strategy**

# Call to Action

1. Review **your benefits and eligibility** for incentives
2. Discuss what **“kind” of strategy** your org wants to use
3. Talk with **the Sales teams, Mktg teams, Ops team** on what/how they could build new/bigger business with what is available
4. Consider **“what”** you can do with benefits/incentives that meet your orgs needs
5. Talk to your **PDM and PMM** to strategize – bring them into planning!
6. If you would like to know more about how to take full advantage of Microsoft offers, go to: **SDC – Build your Partnership with Microsoft**

# External Material | Incentives

- **Resources:** ISV Partner Incentive Walking Deck hosted on MCI resources page here
- **Terms & Conditions document** <https://aka.ms/incentivesguide>
- **Build and Publish PoE Template:** Build and Publish PoE Templates .pptx
- **Support Alias:** azurepartneroffering@microsoft.com

If

# Call to Action | Marketplace

## Software Companies



**Call to action**



Build on Azure, Publish  
transactable offers



Engage & equip your channel



Grow your business with the right  
marketplace deals for your  
partners and customers

Resources: [aka.ms/resale-enabled-offers](https://aka.ms/resale-enabled-offers)

# Marketplace Resources | Partner Ready

Partner Ready Resource	Audience	Description
Resale Enabled Offers Partner Pitch Deck – <b>Coming soon!</b>	External	A visual presentation that explains what Resale Enabled Offers are, why they matter, and how partners can leverage them to scale sales through the Microsoft commercial marketplace.
<a href="#">Resale Enabled Offers   Microsoft Learn</a>	External	Microsoft Learn: Centralized location of REO resources
<a href="#">Resale enabled offers (for offer owners) - Marketplace publisher   Microsoft Learn</a>	External	Microsoft Learn: Describes how to create and manage resale enabled offers as an offer owner.
<a href="#">Resale enabled offers for resale partners - Marketplace publisher   Microsoft Learn</a>	External	Microsoft Learn: Describes how to view resale enabled offers as a resale partner.
<a href="#">Quick start guide for resale partners</a>	External	Quick steps for channel partners to onboard and start using REO in Marketplace
<a href="#">Multiparty private offers overview - Marketplace publisher</a>	External	Microsoft Learn: Multiparty private offers overview
<a href="#">Multiparty private offers (for channel partners) - Marketplace publisher   Microsoft Learn</a>	External	Microsoft Learn: Multiparty private offers (for channel partners)
<a href="#">Manage ISV-to-customer private offers - Marketplace publisher   Microsoft Learn</a>	External	Microsoft Learn: Manage customer private offers
<a href="#">Multiparty private offers (for ISVs) - Marketplace publisher   Microsoft Learn</a>	External	Microsoft Learn: Multiparty private offers (for software partners)
<a href="#">MPO playbook</a>	External	Multiparty private offer channel partner onboarding guide

# External Material

If you would like to know more about how to take full advantage of Microsoft offers, go to: **SDC – Build your Partnership with Microsoft**

Thanks

