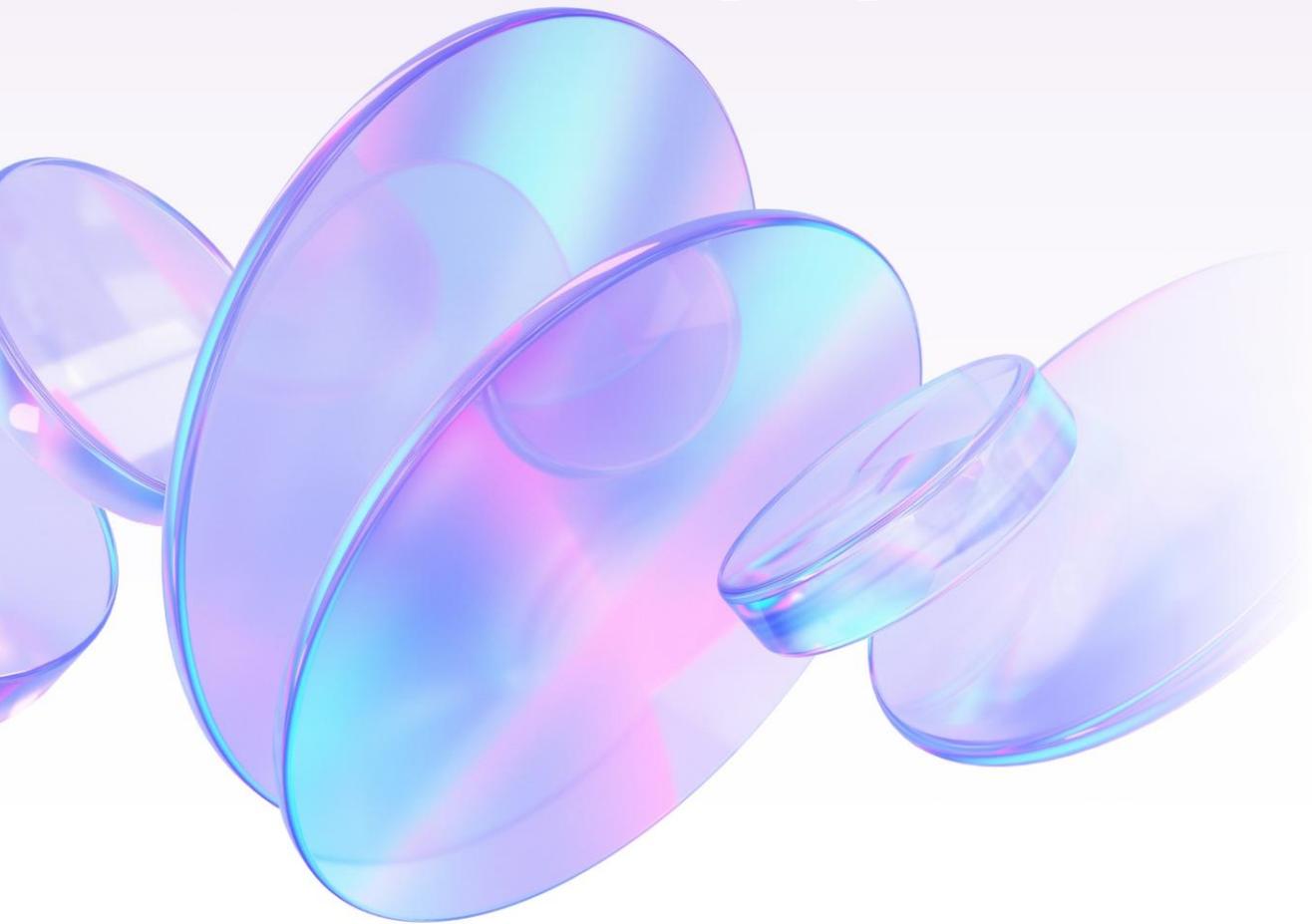




# **PARTNER CENTER INCENTIVES (IP)**



**Beginning September 1, 2025, Microsoft will implement changes to the PLA API and UI to help distributors (formerly indirect providers) assign only authorised indirect resellers as Partner of Record (POR) on new Cloud Solution Provider (CSP) subscriptions.**

**Indirect Resellers Must:**

- Have a valid CSP authorisation and an active tenant as described in Cloud Solution Provider program overview.
- Be associated with a valid PLA ID.
- Be located in the same geographic region as the indirect provider CSP region.

**Partner Capability Score**

Microsoft have released a new scoring system to allow partners to access MCI incentives without holding a Solution Designation.

This program allows a reseller with 25+ capability points and can be in ANY of the three categories & doing Minimum \$25,000 USD in the trailing 12 months in CSP licensing.

- Performance
- Skilling
- Customer Success

Points will be checked monthly, looking at current month and the previous 5 months. If the points do not meet 25 within the five month period + current month eligibility window, eligibility will be lost, until the 25 point are achieved.

## Claiming CO-OP Funding

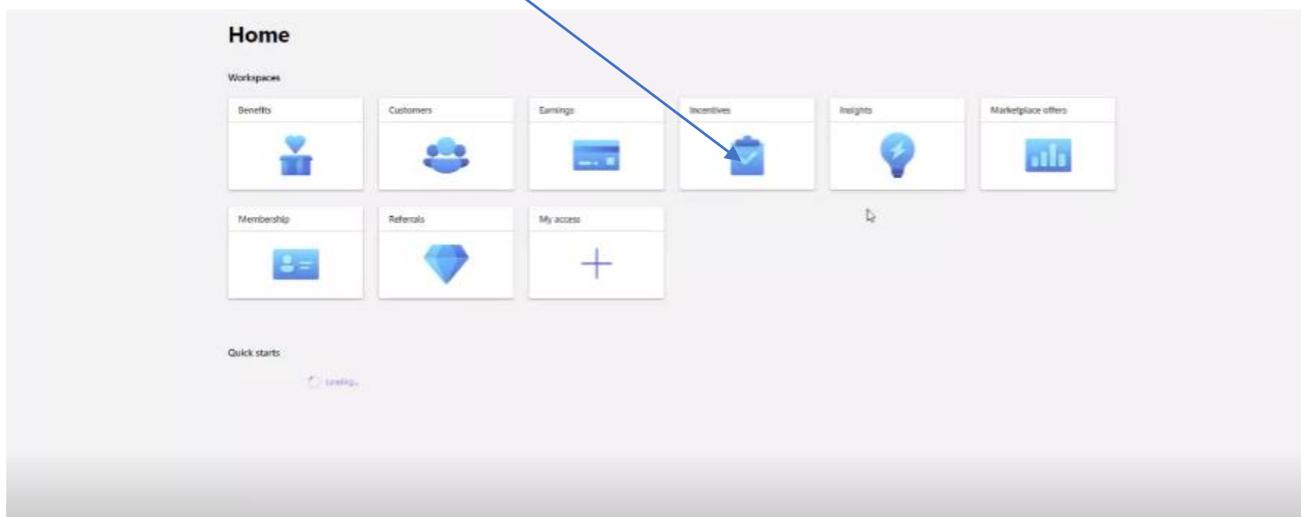
This guide explains how to submit a **Co-op claim** in Microsoft Partner Centre to get reimbursed for approved marketing or readiness activities using your earned incentive funds.

### Step 1: Sign in to Partner Centre

- Go to <https://partner.microsoft.com>.
- Log in using your Partner Centre credentials.

### Step 2: Navigate to Incentives

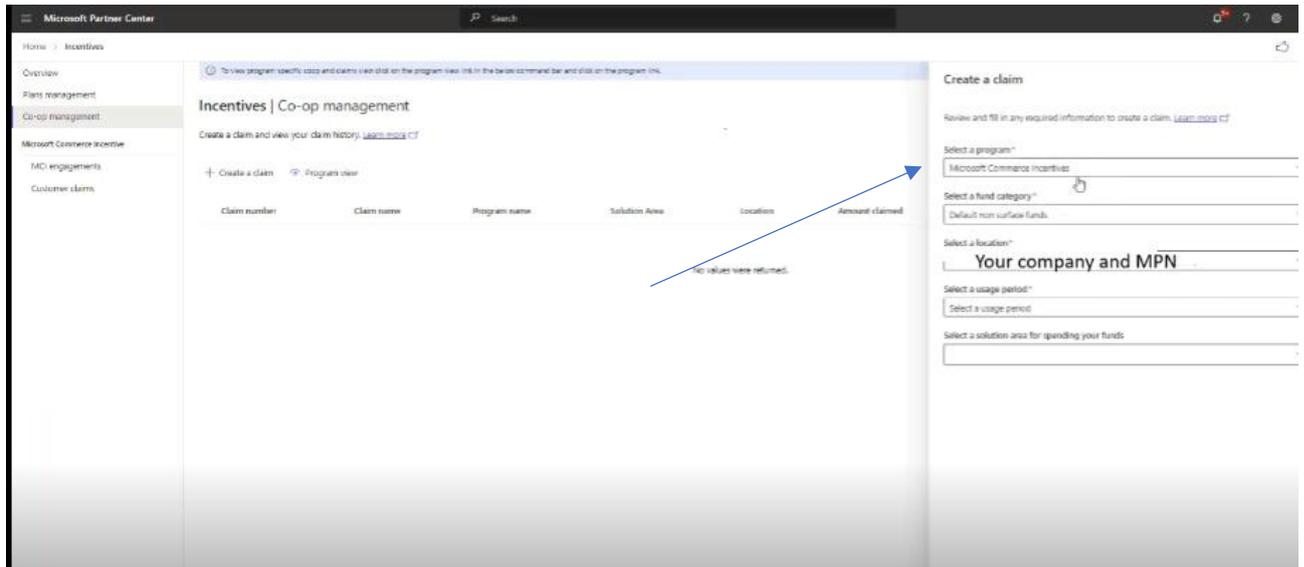
- From the tiles menu, select **Incentives**.

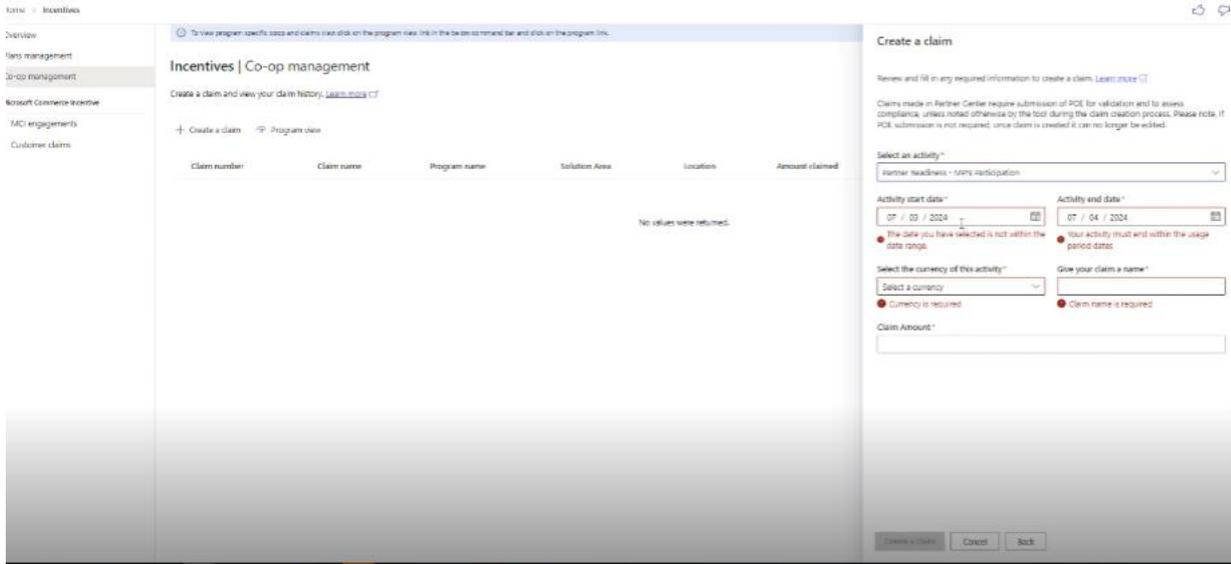


### Step 3: Select CO-OP Management

### Step 4: Start a New Claim

- Click **Create New Claim**
- Select the appropriate program “Microsoft Commerce Incentives”
- Select a fund category “ Cloud Solutions Provider”
- Select a location – Ensure it is the correct location MPN ID
- Select Funding pool
- Choose the correct **usage period** for your activity.





### Step 5: Enter Claim Details

- Provide details such as:
  - Activity name and description.
  - Start and end dates of the activity.
  - Claimed amount (must match supporting documents).
  - Currency.
  - Your local Partner ID (**MPN ID**).

### Step 6: Upload Supporting Documentation

- Upload your **Proof of Execution (PoE)**, which may include:
  - Invoices and payment receipts.
  - Signed contracts or statements of work.
  - Evidence of activity execution (screenshots, emails, attendance sheets).

All documentation must comply with Microsoft’s claim requirements.

### Step 7: Review and Submit Your Claim

- Double-check all entered information and attachments.

- Click **Submit** to lodge your claim.

### Step 8: Track Your Claim

- Monitor the status of your claim in the **Claims** section.
- Claims typically take up to **30 days** to process.
- You will be notified if Microsoft requires further information.

### Tips for a Successful Claim

- Ensure documentation is **clear, complete, and dated**.
- Submit claims **within the valid claim window** to avoid expiry of funds.
- Use professional or business emails when submitting claims.
- Submit individual claims for each eligible activity.

## How to Submit a CPOR (Claiming Partner of Record) Association in Partner Centre

**CPOR (Claiming Partner of Record)**, is essential for receiving incentives for usage or consumption-based customer engagements (e.g. Azure workloads) for customers projects or customers whom you are working with but may not be selling them licensing or Azure consumption

### Key Requirements Before You Start

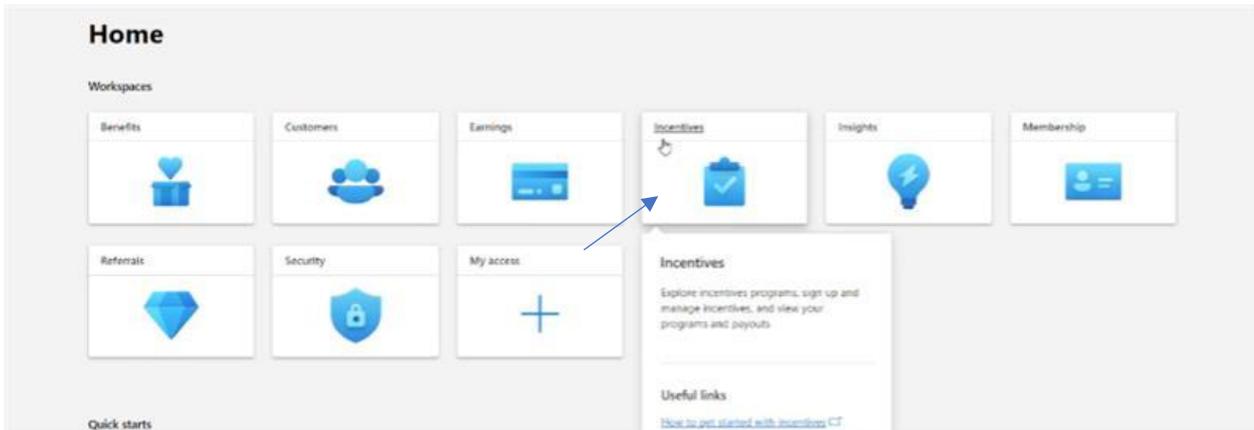
- You must have the **Microsoft Partner Location ID (PLA)** for your **location**.
- The customer must have **active workloads deployed** (e.g. Azure resources).
- You must have a **signed Proof of Execution (PoE)** for incentive claims, which can be a Statement of Work with:
  - A **wet (manual) signature** (scanned copy), or
  - A **digitally signed version** (e.g. via DocuSign, Adobe Sign).

### Step 1: Go to Partner Centre

- Navigate to: <https://partner.microsoft.com>
- Sign in using your Partner Centre account.

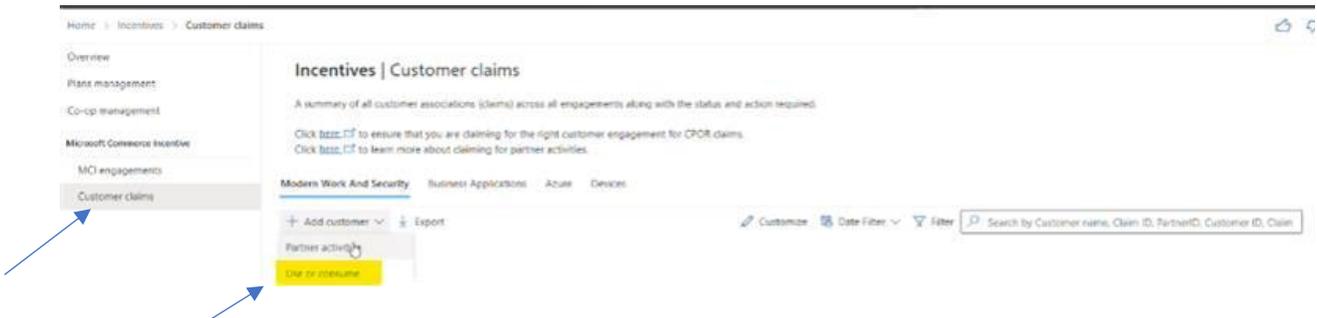
### Step 2: Access the Incentives Tab

- From the **Home page**, click on the **Incentives** tab.
- Then select **Customer Claims**.



### Step 3 Choose Claim Type

- Then select **Customer Claims** and **“Use or Consume”**
- **Please note do not select “Partner Activities as this is for funds claims for Partner MCI funding only”**



- The Click **Add Customer | Associate Customer**
- Enter all details below, the Partner Location is YOUR local location ID that is associated with all your Indirect Reseller information
- The Customer Tenant ID is the one that needs to be associated with the work that has been reformed

Manage enrollments.' The form contains three input fields: 'Claim name\*' (with a text input box), 'Partner location\*' (with a dropdown menu), and 'Customer tenant ID\*' (with a text input box and a note: 'Enter the tenant ID corresponding to domain.onmicrosoft.com' and 'e.g., enter tenant ID of test.onmicrosoft.com'). At the bottom, there is a checkbox labeled 'I claim for recognition only, and would like to opt-out of incentive payment for this claim'."/>

### Step 5: Confirm Workload Eligibility

- A popup window will appear (specific to CPOR).
- Confirm the customer has **eligible workloads** already in place.
- Select all applicable workloads to this claim

## Step 6: Enter Contact Information

- Provide both your contact details and your customer's contact details on the next screen

- Associate customer
- Associate workload
- Contact Information
- Review and complete

### Add customer | Contact Information

Please provide your customer's primary contact information and your own company's contact information for this customer.

**Customer contact name\***  
Enter the customer contact name

● Please fill in this field.

**Customer contact email\***  
Enter the customer contact email id

**Customer contact work title**  
Enter the customer contact work title

**Partner contact name\***  
Enter your name

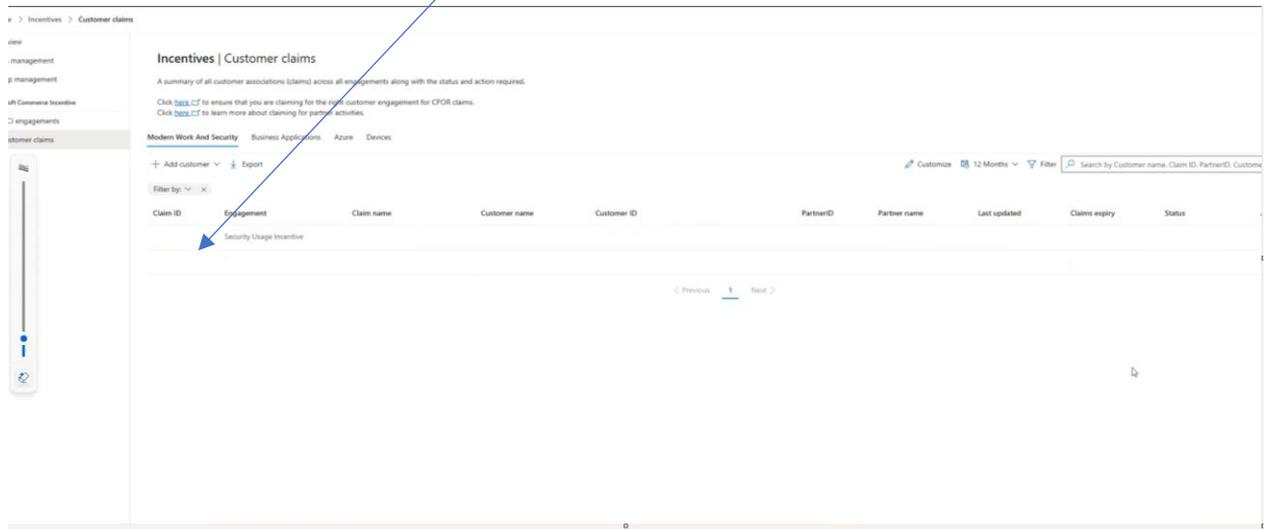
**Partner contact email\***  
Enter your email

## Step 7: Submit Association

- Once all details are entered, click **Submit** to complete the customer association.

## Step 8 : Claiming Incentives (Post-Association)

- Return to “Claims” once you have associated your customer
- Your recently add claims will be here



- Click on the Claim ID when you are ready to submit a **claim for payment**, you must upload a **signed PoE (Proof of Execution)** and all other details pertaining to this claim.

- Accepted formats include:
  - Scanned Statement of Work with wet signature
  - Digitally signed PoE using platforms like DocuSign or Adobe Sign
  - The downloadable PoE that Microsoft provide, can be used however we recommend providing more information such as a Statement of Work, emails from the customer, support tickets and any other information that you can provide

**After your PoE is submitted and you will be notified of any updates, this will be done in two places,**

- 1- Logging into the Incentive claim to check the status
- 2- Via email (please ensure your account settings have you listed as a contact person) More information can be found on account settings [here](#)

You can see the status of your claim by logging into Incentives and clicking on the claim number.

- If Microsoft have changed the status you can see it in the claim



- Microsoft will contact you before rejecting a claim to advise how to rectify this issue.
- This will also be found inside the original claim at the bottom of the claim page

Download templates Upload proof of execution Remove

Document Name	Type	Last activity
<input type="checkbox"/>	docx	
<input type="checkbox"/>	pdf	

**Optional comment**  
Add any additional information you want the reviewers to know about this claim.

Comment

Save comments

**Comment history**

-  Microsoft  
 14 Apr 2022 00:01:04  
 This claim is rejected as there was no response within 14 days from the Partner Action Required stat...  
[Show More](#)
-  Microsoft  
 28 March 2022 00:01:44  
 Dear Partner,  
 I believe that, in this case, the best course of action would be to provide an e-mail...  
[Show More](#)

## Tips and Best Practices

- Always use the correct **PARTNER ID** for your location
- **Do not tick the opt-out box** if you intend to claim incentives.
- Keep a signed PoE with acceptable signature types ready to submit when making your claim.
- Submit the association as soon as the customer workload is confirmed.

## Claiming funding for Partner Led Initiatives for end customer funding

Microsoft Partner-Led Funding refers to a suite of programs designed to empower Microsoft partners to accelerate customer digital transformation through funding support for pre-sales, deployment, and migration activities. These programs are intended to reduce customer adoption friction and drive Microsoft cloud consumption—particularly Azure and Microsoft 365—while rewarding partners for delivering high-impact engagements.

This is a general overview of the current programs that are available (subject to change)

No Funding is approved until the final PoE and documentation is submitted. We recommend to advise End Customers that Microsoft do no guarantee the funding until final approval and caveat any funding with subject to final approval. Microsoft will contact your customer to fill in a survey to ensure all information is correct and the work has been completed.

For all AMM Azure funding Microsoft require an Azure Calculator to be done this is required for the PoE upload, under no circumstances Microsoft will expect any other calculations, documentation. The correct Microsoft calculator can be found at [Pricing Calculator | Microsoft Azure](#)

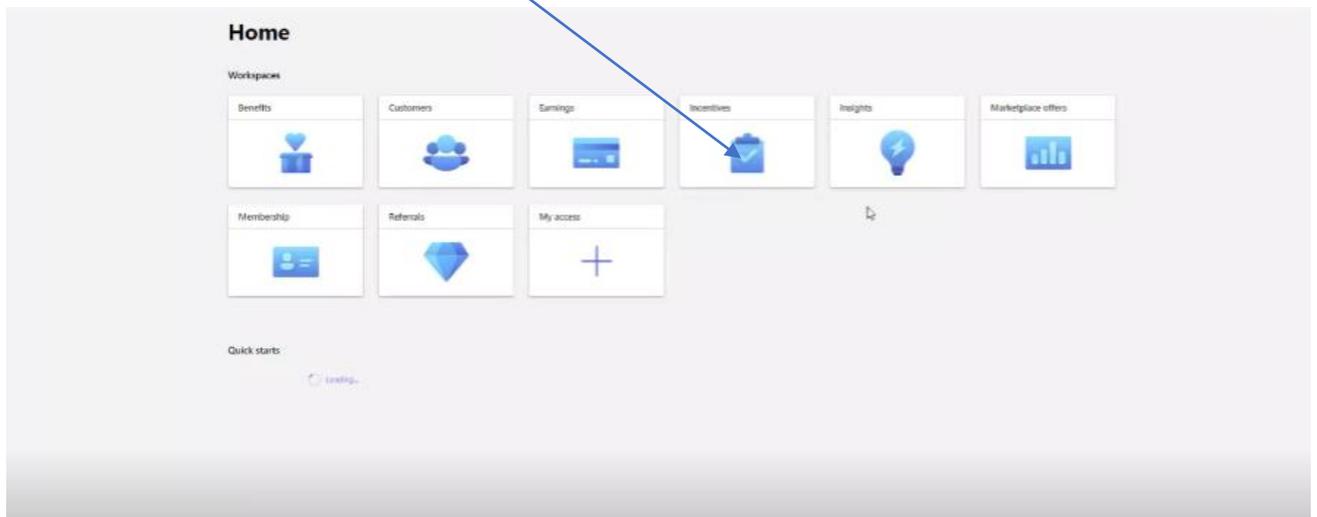
Prerequisites for being able to initiate a claim are as follows

### Step 1: Sign in to Partner Centre

- Go to <https://partner.microsoft.com>.
- Log in using your Partner Centre credentials.

### Step 2: Navigate to Incentives

- From the tiles menu, select **Incentives**.



### Step 3

Select Customer claim and move across to the Azure Tab if claiming for Azure, all other tabs are the same depending on your specialisations and availability to be able to request funding.

## Step 4

Click Partner Activities

Microsoft Partner Center

Home > Incentives > Customer claims

Overview  
Plans management  
Co-op management  
Microsoft Commerce Incentive  
MCI engagements  
Customer claims

### Incentives | Customer claims

A summary of all customer associations (claims) across all engagements along with the status and action required.  
Click [here](#) to ensure that you are claiming for the right customer engagement for CPOR claims.  
Click [here](#) to learn more about claiming for partner activities.

Modern Work And Security Business Applications **Azure** Devices

+ Add customer Export  
Partner activities

Claim ID	Engagement	Claim name	Customer name	Customer ID	PartnerID	Partner name	Last updated	Claims expiry	Status	Action
We did not find anything based on your search/filter criteria. Clear your criteria to return to your claims										

< Previous 1 Next >

## Step 5

Add | Associate Customer

Add all these details in, you can use the drop-down menu for Customer ID type depending on what information you have

Microsoft Partner Center

Associate customer

Associate engagement  
Contact Information  
Review and complete

### Add customer | Associate customer

All active, enrolled and eligible PartnerIDs formerly MPNIDs, that you have access to are shown in the dropdown below. The tenant id associated with the domain name provided will be used to determine customer eligibility. If a tenant id can't be found using the domain name, you will need to provide the tenant ID or TPID for the customer. For variable pay engagements you will need to provide the Opportunity ID for the customer. [Manage enrollments](#)

**Claim name \***  
Enter a name that you want to use to track the claim  
TEST

**Partner location \***

**Customer ID type \***  
Domain name

**Customer ID \***  
Enter domain name (e.g., enter test.com if customer email address is abc@test.com)

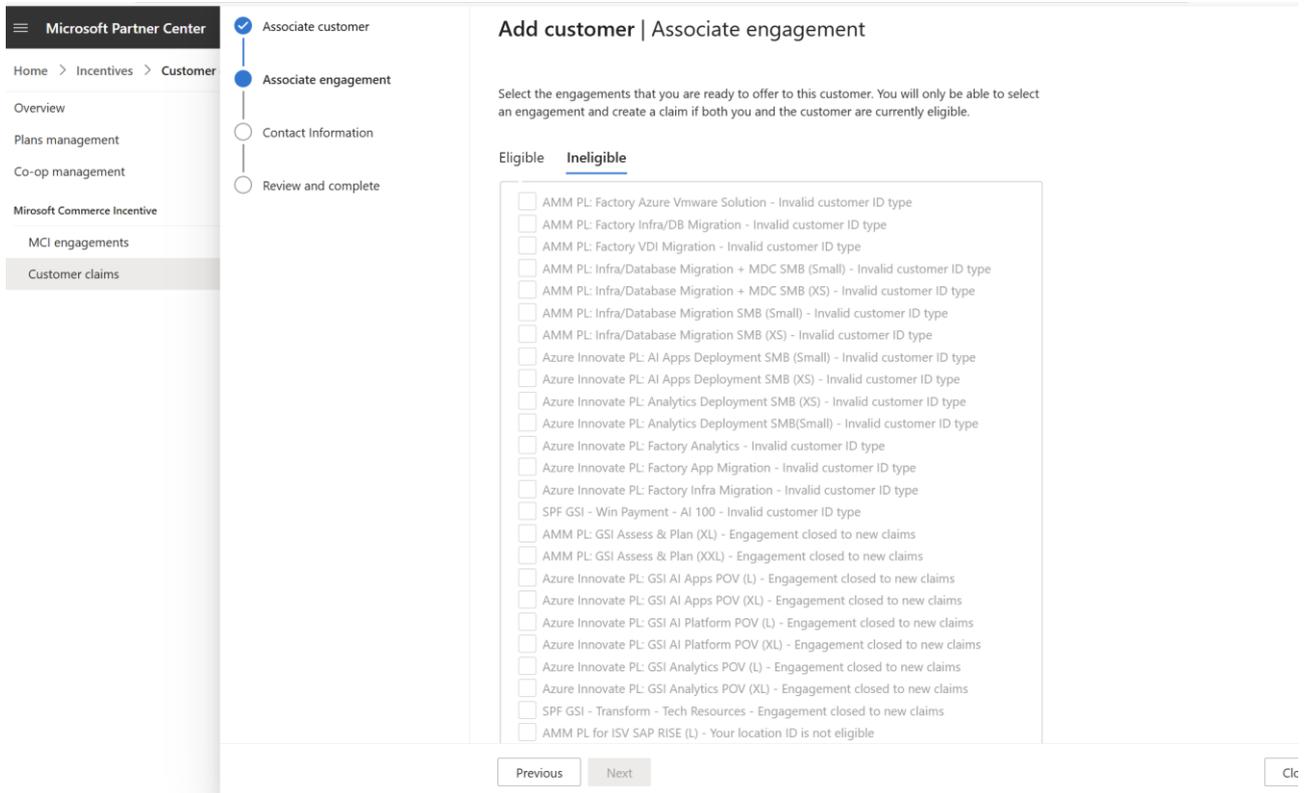
Next Close

## Step 6 –

Once all the information is filled out on the above screen, the next screen will advise you what your customer is eligible for – However if the screen looks like this, it means that they have been deemed ineligible for any of these funding led funding initiatives.

The screenshot shows the Microsoft Partner Center interface. On the left is a navigation menu with 'Customer claims' selected. The main content area is titled 'Add customer | Associate engagement'. It contains a progress indicator with four steps: 'Associate customer' (checked), 'Associate engagement' (selected), 'Contact Information', and 'Review and complete'. Below the progress indicator, there are two tabs: 'Eligible' (selected) and 'Ineligible'. The 'Ineligible' tab is active, displaying the message: 'You or your customer are not eligible for any engagements at this time. Please review the eligibility criteria of the engagements for next steps'. A blue arrow points from the left towards the 'Ineligible' tab. At the bottom of the screen are 'Previous', 'Next', and 'Close' buttons.

- If your customer is eligible this list or similar (depending on the availability of the program at the time a list like this will appear



**Microsoft Partner Center**

Home > Incentives > Customer

Overview

Plans management

Co-op management

Microsoft Commerce Incentive

MCI engagements

Customer claims

Associate customer

Associate engagement

Contact Information

Review and complete

### Add customer | Associate engagement

Select the engagements that you are ready to offer to this customer. You will only be able to select an engagement and create a claim if both you and the customer are currently eligible.

Eligible Ineligible

- AMM PL: Factory Azure Vmware Solution - Invalid customer ID type
- AMM PL: Factory Infra/DB Migration - Invalid customer ID type
- AMM PL: Factory VDI Migration - Invalid customer ID type
- AMM PL: Infra/Database Migration + MDC SMB (Small) - Invalid customer ID type
- AMM PL: Infra/Database Migration + MDC SMB (XS) - Invalid customer ID type
- AMM PL: Infra/Database Migration SMB (Small) - Invalid customer ID type
- AMM PL: Infra/Database Migration SMB (XS) - Invalid customer ID type
- Azure Innovate PL: AI Apps Deployment SMB (Small) - Invalid customer ID type
- Azure Innovate PL: AI Apps Deployment SMB (XS) - Invalid customer ID type
- Azure Innovate PL: Analytics Deployment SMB (XS) - Invalid customer ID type
- Azure Innovate PL: Analytics Deployment SMB(Small) - Invalid customer ID type
- Azure Innovate PL: Factory Analytics - Invalid customer ID type
- Azure Innovate PL: Factory App Migration - Invalid customer ID type
- Azure Innovate PL: Factory Infra Migration - Invalid customer ID type
- SPF GSI - Win Payment - AI 100 - Invalid customer ID type
- AMM PL: GSI Assess & Plan (XL) - Engagement closed to new claims
- AMM PL: GSI Assess & Plan (XXL) - Engagement closed to new claims
- Azure Innovate PL: GSI AI Apps POV (L) - Engagement closed to new claims
- Azure Innovate PL: GSI AI Apps POV (XL) - Engagement closed to new claims
- Azure Innovate PL: GSI AI Platform POV (L) - Engagement closed to new claims
- Azure Innovate PL: GSI AI Platform POV (XL) - Engagement closed to new claims
- Azure Innovate PL: GSI Analytics POV (L) - Engagement closed to new claims
- Azure Innovate PL: GSI Analytics POV (XL) - Engagement closed to new claims
- SPF GSI - Transform - Tech Resources - Engagement closed to new claims
- AMM PL for ISV SAP RISE (L) - Your location ID is not eligible

Previous Next Clc

Select the Incentive in which you want to apply for and follow the prompts