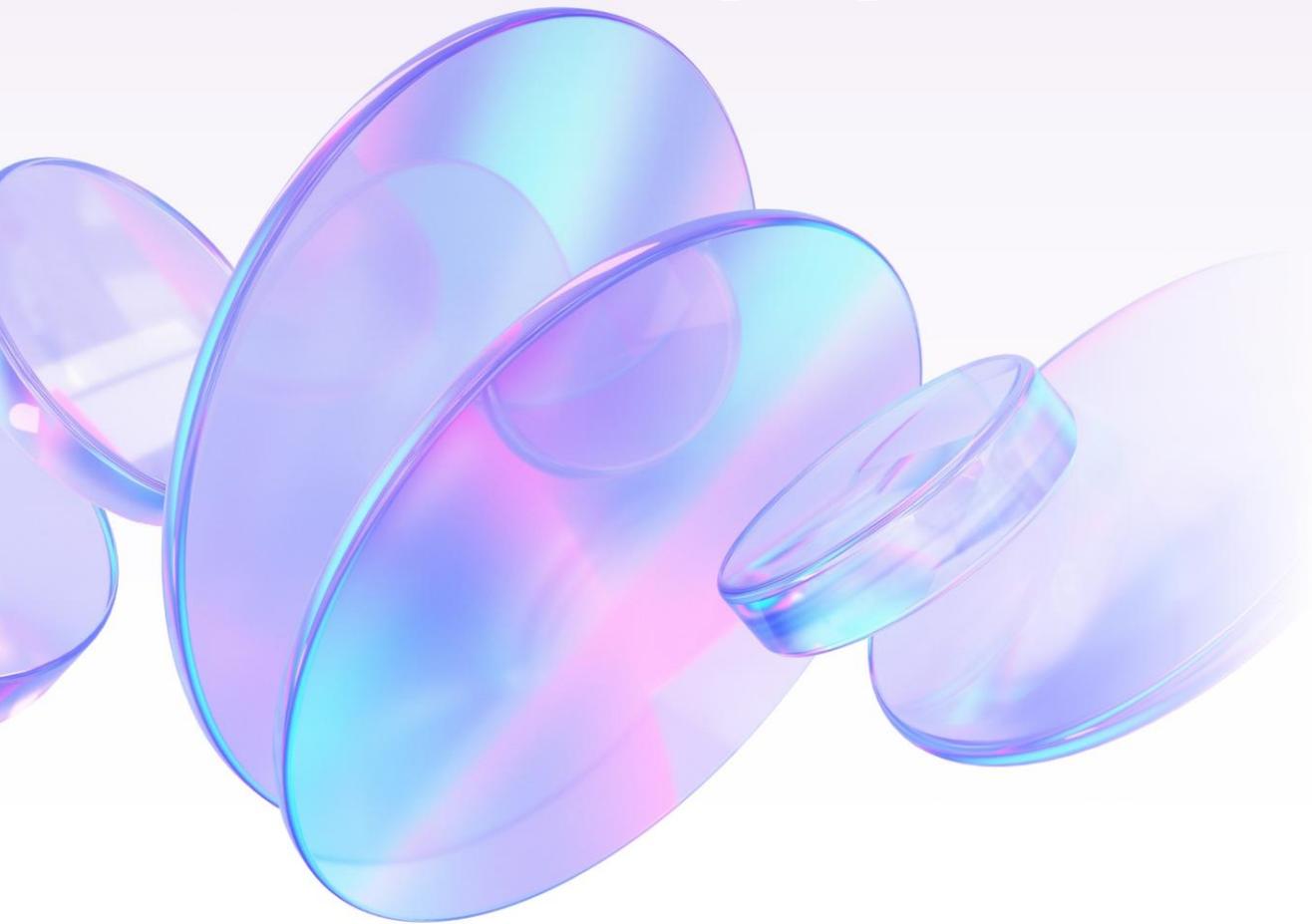# PARTNER CENTER INCENTIVES (IP)

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.

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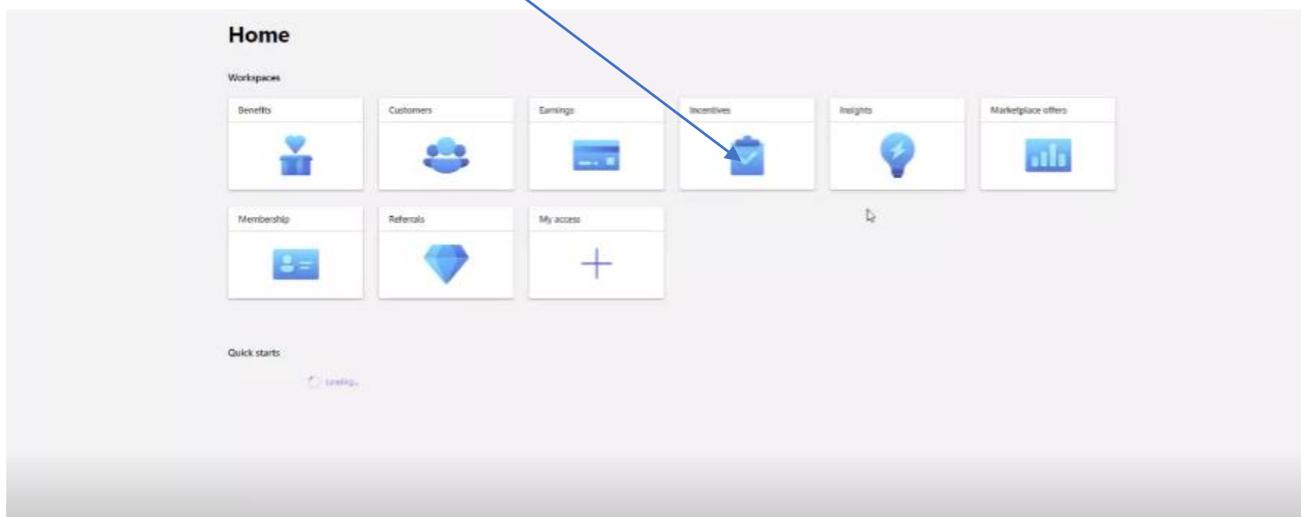
Claiming CO-OP Funding

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**.

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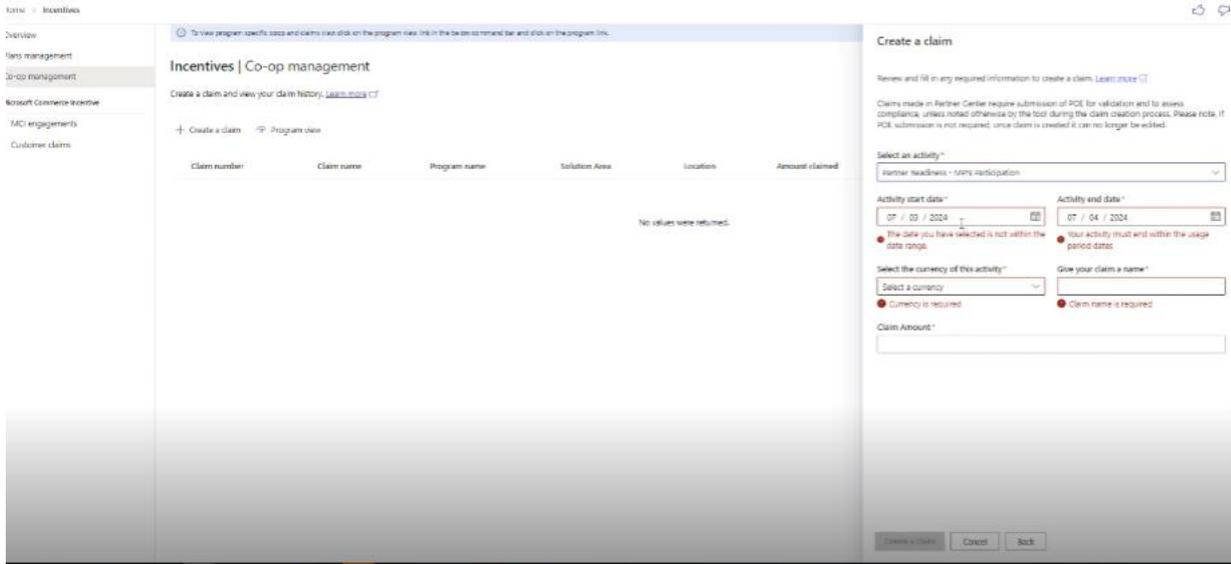NZBN 9429038460227
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Step 3: Select CO-OP Management

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.

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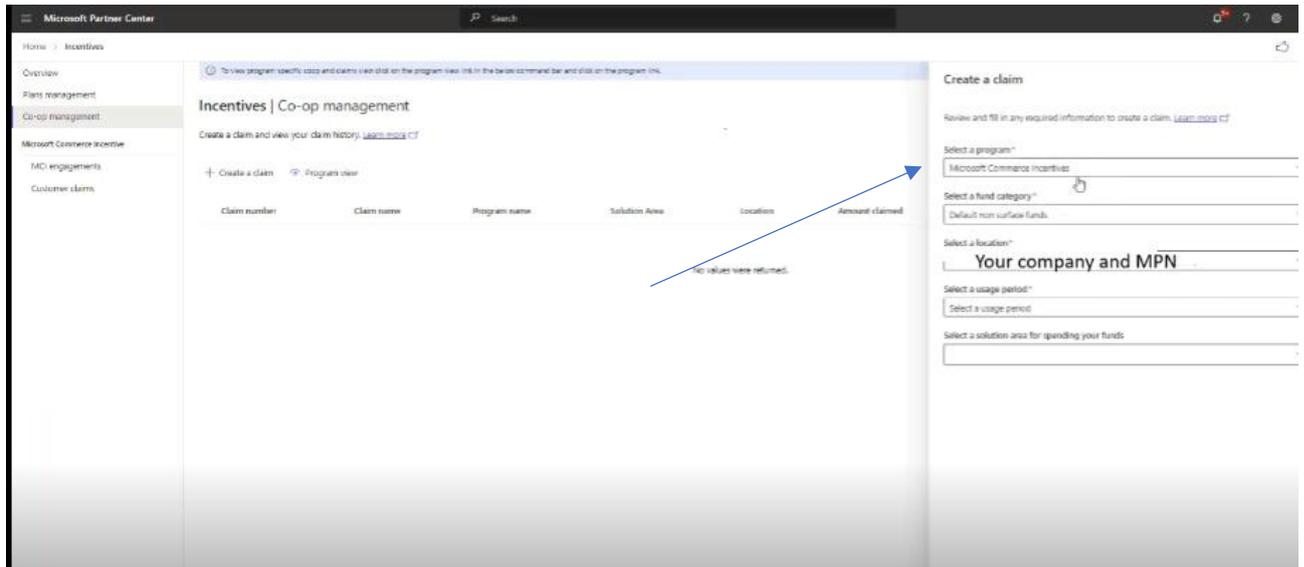
Step 5: Enter Claim Details

- Provide details such as:

    o   Activity name and description.

    o   Start and end dates of the activity.

    o   Claimed amount (must match supporting documents).

    o   Currency.

    o   Your local Partner ID (**MPN ID**.)

Step 6: Upload Supporting Documentation

- Upload your **Proof of Execution (PoE)**, which may include:

    o   Invoices and payment receipts.

    o   Signed contracts or statements of work.

    o   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.

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- 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:

    o A **wet (manual) signature** (scanned copy), or

    o 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**.

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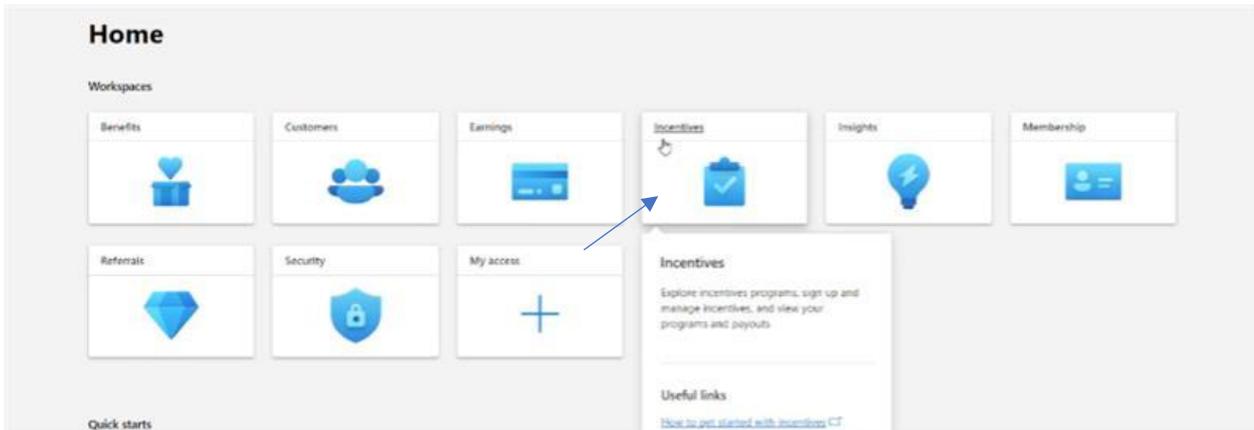
Step 3 Choose Claim Type

- Then select **Customer Claims** and **"Use or Consume"**

- **Please <u>note do not select</u> "Partner Activities as this is for funds claims for Partner MCI funding only"**
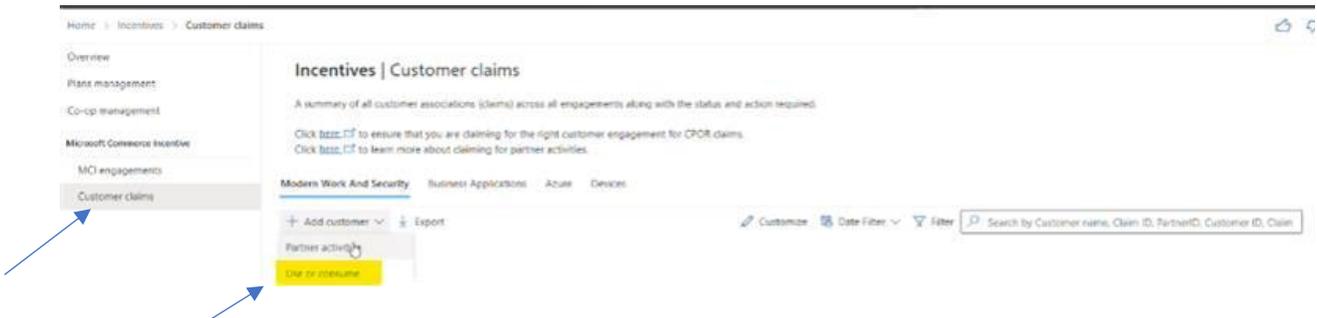
- The Click **Add Customer | Associate Customer**

- 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

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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

Step 7: Submit Association

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

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

- **Return to "Claims" once you have associated your customer**

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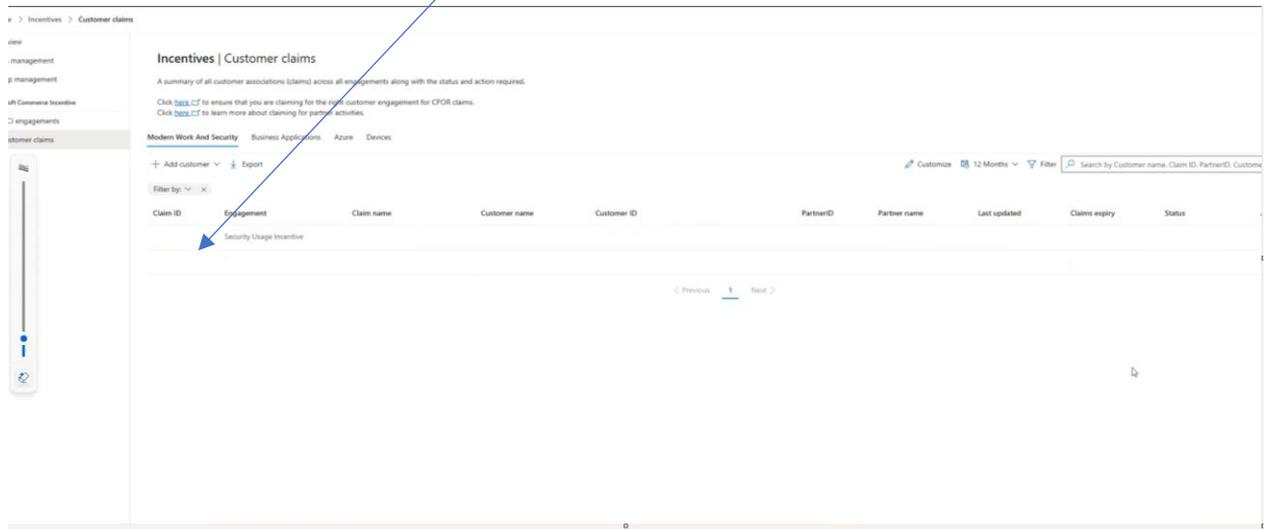
- Click on the Claim ID when you are ready to submit a **claim for payment**, you must upload a **signed PoE (Proof of Execution)** and all other details pertaining to this claim.

- Accepted formats include:

    o Scanned Statement of Work with wet signature

    o Digitally signed PoE using platforms like DocuSign or Adobe Sign

    o 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

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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

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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**.
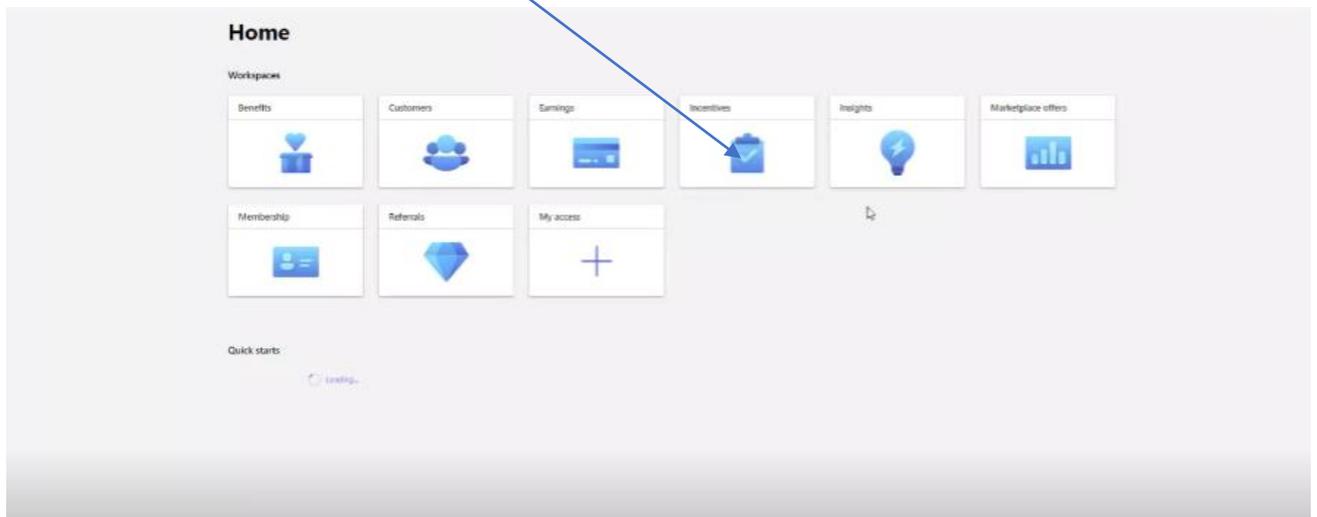
Step 3

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.

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Step 4

Click Partner Activities

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

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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.

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- 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

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

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