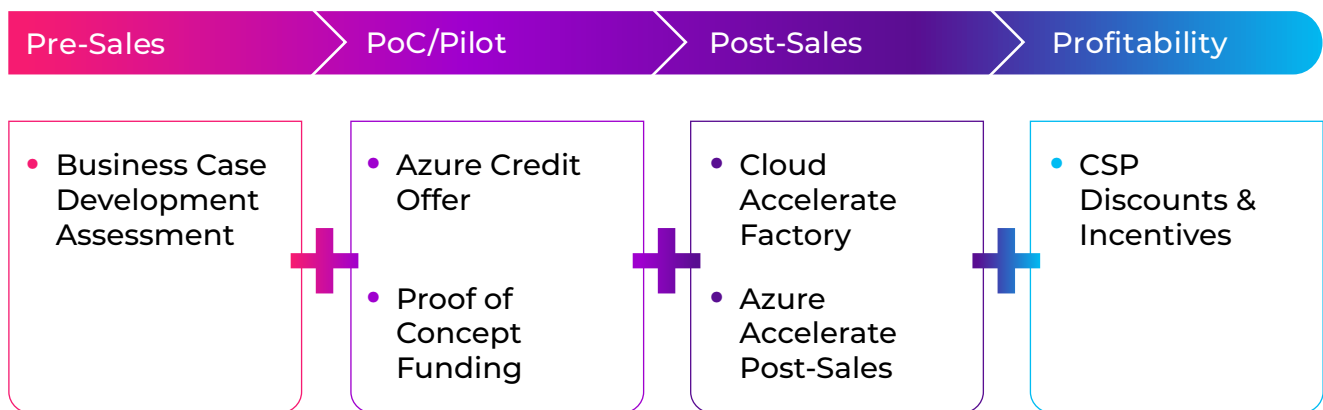DICKER DATA | Microsoft

Microsoft Azure
Partner Incentives
Guide

Microsoft has significant funding available to support your Azure projects – but many partners are leaving money and support on the table. That's where Dicker Data can help.

This guide outlines six key incentives covering every stage from initial customer conversations through to ongoing revenue, including eligibility requirements and how to access them.

Incentives across your sales cycle

Pre-Sales	PoC/Pilot	Post-Sales	Profitability

- Business Case Development Assessment

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- Azure Credit Offer
- Proof of Concept Funding

+

- Cloud Accelerate Factory
- Azure Accelerate Post-Sales

+

- CSP Discounts & Incentives

1. Business Case Development Assessment

Build a solid foundation with expert assessment and planning to help customers understand their current state, map their future pathway with Azure and build the business case.

Pre-Sales	PoC/Pilot	Post-Sales	Profitability

What is it	Funded assessment services that evaluate your customer's current environment and create a migration plan to Azure, including business case development.
How much	Funding is determined by project size, based on your customer's planned Azure consumption in the first year after project completion.
How to access	Contact the Microsoft sales team at Dicker Data Australia: microsoft.sales@dickerdata.com.au New Zealand: microsoft.sales@dickerdata.co.nz
Eligibility criteria	Available for Majors, SMC-Corporate and select SMB customers with a valid Tenant Partner ID (Microsoft strategic accounts are not eligible).
Finer details	Delivered in partnership with TechClick, Dicker Data's Strategic Channel Services Partner.

2. Azure Credit Offer

Ease budget constraints for new SMB customers with a one-off credit worth 10% of their annual forecasted spend.

Pre-Sales	PoC/Pilot	Post-Sales	Profitability

What is it	A one-off credit applied to your SMB customer's Azure subscription to reduce their first-year spend and unlock budget for new Azure workloads.
How much	10% of the total annual forecasted spend
How to access	Contact the Dicker Data team on a case-by-case basis Australia: microsoft.presales@dickerdata.com.au New Zealand: microsoft.presales@dickerdata.co.nz
Eligibility criteria	Available for new Azure customers (new tenant/subscription) in the SMB segment with expected monthly consumption above $3,000 AUD. Available for all solution areas (Infrastructure, Data & AI, Apps) including Hybrid, Lift & Shift (IaaS) and PaaS.
Finer details	Credit is applied directly to the customer's subscription as a one-off payment and consumed against deployed resources until it is exhausted.

3. Proof of Concept Funding

Validate your solution with funding to support the critical testing phase before full deployment.

Pre-Sales	PoC/Pilot	Post-Sales	Profitability

What is it

Funding to support the testing phase of Azure solutions before full deployment, allowing customers to validate the solution while reducing financial risk.

How much

$1,000 to $2,500 AUD

How to access

Submit via Azure Proof of Concept Registration Form. Requires form submission, approval and invoice-based payment after usage.

Eligibility criteria

Minimum threshold of $1,000 AUD per month consumption. Requires Azure cost estimation and cooperation with Pre-Sales teams for eligibility and approval.

Finer details

One-off payment. Funding must be used for approved PoC activities.

4. Cloud Accelerate Factory

Access Microsoft expert assistance at zero cost
to rapidly and reliably migrate to Azure.

Pre-Sales	PoC/Pilot	Post-Sales	Profitability

What is it	Microsoft provides expert assistance and delivery services at no cost to help you migrate to Azure more quickly and reliably.
How much	Access expert assistance at no cost
How to access	Submit via Cloud Accelerate Factory Nomination Form and/or MCI portal once the customer signs off on PoC or agrees to move forward with the project.
Eligibility criteria	Partner must have an SMB Track Solution Partner Designation for Azure Infrastructure. Available for Majors, SMC-Corporate and select SMB customers with a valid Tenant Partner ID (Microsoft strategic accounts are not eligible).
Finer details	No minimum or maximum thresholds. Execution and proof of execution submission within 200 days. Partners and Cloud Accelerate Factory are jointly responsible for delivering quality customer outcomes. VMware Horizon AVD is out of scope. Limited support for engagements requiring in-country presence, local citizenship or security-related credentials.

5. Azure Accelerate Post-Sales

Get funding to support migration and deployment to Azure.

Pre-Sales	PoC/Pilot	Post-Sales	Profitability

What is it
Funding to support post-sales activities around migration and deployment of Azure solutions.

How much
$2,000 to $12,000 USD per new opportunity, based on planned Azure consumption in the customer's first year:

- XXS ($5,000 to $15,000 per year) = $2,000 USD
- XS ($15,000 to $50,000 per year) = $4,000 USD
- Small ($50,000 to $100,000 per year) = $12,000 USD

How to access
Submit Azure Accelerate post-sales funding requests through the MCI Portal with customer or project details.

Eligibility criteria
Partner must have an SMB Track Solution Partner Designation for Azure Infrastructure. Available for Majors, SMC-Corporate and select SMB customers with a valid Tenant Partner ID (Microsoft strategic accounts are not eligible).

Finer details
Program period: 1 October 2025 to 30 June 2026. Execution and proof of execution submission within 120 days. Partners must complete specific milestones including Application Compatibility Assessment/Review, Landing Zone Setup or Review, and deployment activities including securing Azure workloads. Refer to the Engagement Payout for country-specific information. Use the Azure Pricing Calculator to estimate consumption.

6. CSP Discounts & Incentives

Earn ongoing rewards as a Cloud Service Provider for billing and supporting customers with Azure managed services.

Pre-Sales	PoC/Pilot	Post-Sales	Profitability

What is it

Cloud Service Providers who provide billing and support as part of a partner-managed Azure experience for customers purchasing Azure services under a new Azure plan are eligible for incentives.

How much

Calculated as a percentage of Azure consumption revenue from a new Azure plan:
- 3.00% Azure CSP (Pay-As-You-Go) Consumption Incentive (maximum earning opportunity: $150,000 USD)
- 3.00% Reservation and Savings Plan Incentive (maximum earning opportunity: $150,000 USD)
- 7.50% Azure CSP Growth Accelerator (maximum earning opportunity: $250,000 USD). Maximum earning opportunities are per engagement term, per partner, per tenant.

How to access

Enrol in the Cloud Solution Provider Program.

Eligibility criteria

Partners must meet one of the following Solutions Partner designations: Solutions Partner for Infrastructure (Azure), Solutions Partner for Data & AI (Azure), or Solutions Partner for Digital & App Innovation (Azure). Alternatively, partners can qualify with a 25-point minimum capability score for Infrastructure, Data & AI, or Digital & App Innovation Solution Partner Designations. Revenue requirement: $25,000 USD 12-month revenue threshold.

Finer details

Program period: 1 October 2025 to 30 June 2026. Partners must transact through a Partner Location ID and meet all eligibility requirements. Payments are made monthly. For additional related FY26 CSP incentives, visit CSP T&Cs. 60% rebate / 40% Co-op.

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Let's grow together

These incentives represent significant funding and expert support across every stage of your Azure deals.

Our Azure specialist team can help you identify which programs fit your opportunities, navigate the requirements and access the benefits.

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