



GPS partner investments and incentives

Portfolio Overview



Investing in partners to accelerate growth



Partner Incentives

Fueling an opportunity for partners, across each solution area and customer segment



Focused on
targeted outcomes and
strategic priorities



Differentiated across
customer journeys and
partner roles



Balanced portfolio
execution across agility,
stability, and simplicity

MCAPS Priorities



Copilots on every
device across
every role

10x

YoY increased investment



AI design wins
with every
customer

\$150M

AI investment



Securing the cyber
foundation
of every customer

\$90M

incremental investment



M365 core
execution

Double Digit

incremental investment
in SMC

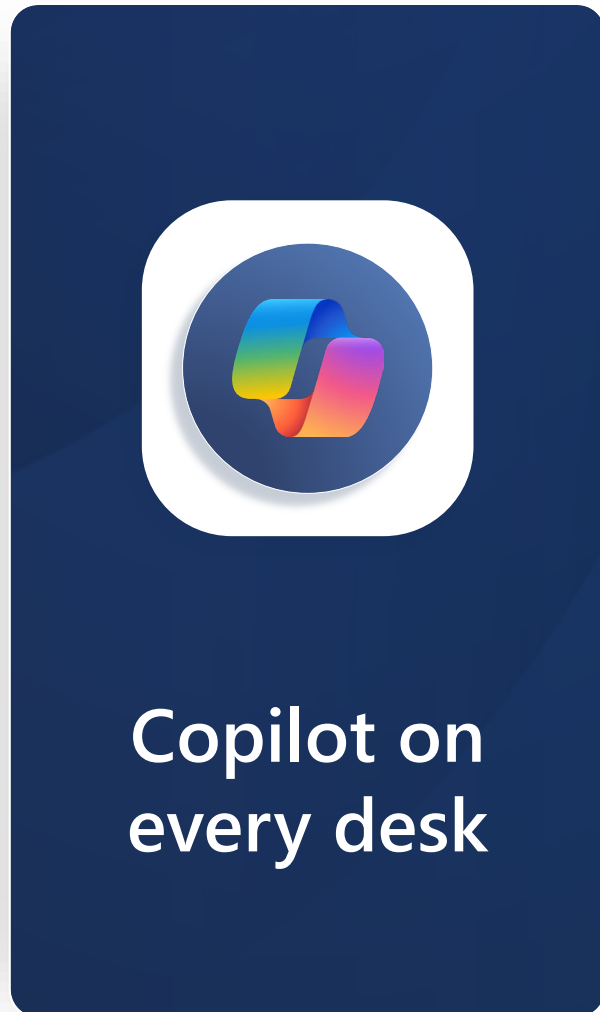


Migrations,
migrations,
migrations

50%

YoY increased investment
in AMM

Empowering Partners to drive Copilot impact



10x Copilot Investment in FY25

Copilot Accelerate

Accelerating partner impact through streamlined investments



**Vision
& Value**



**Proof
of Value**



**Deployment
& Adoption**

Building new solutions and accelerating growth in AI



Artificial Intelligence (AI) design wins

\$150M+

Azure AI Investments

Proof of Value

AI Platform

+

Innovate with AI Platform

App Platform

+

Deployment Offer

Data Platform

Up to

\$50,000

varying payout by project size through Azure Innovate

Scenarios

- Azure AI Platform (NEW!)
- Analytics
- Build and Modernize AI Apps
- SI only: Accelerate Developer Productivity

Security Opportunities



**Cybersecurity
solution for every
customer**

\$90M+
incremental investments in FY25



Threat Protection and Data Security



Defender for Cloud Attach



Sentinel Migrate and Modernize



Premium CSP rate differentiation for ME5



Strategic cybersecurity investments

Rich opportunities for SMC-focused partners



SMC Core
Opportunity

70%

total investment spend directed at SMC customers

Double digit incremental investment in SMC in FY25

Accelerating growth through CSP incentives

- Rich accelerators for driving new customer adoption
- Enhanced opportunities across strategic solutions: Microsoft 365 E3/E5, Business Premium, Copilot, Business Central, and Azure AI workloads

Bolstering investment in Azure Migrate and Modernize



Migrations









50%
YoY increased investment

Up to
\$100,000
varying payout
by project size

Scenarios

- Migrate Azure VMWare Solution
- Migrate Azure Virtual Desktop
- Infrastructure & Database Migrations
- SAP Migration (Azure Native & SAP RISE)
- ISV only: Customer Migration & Modernization (prev. SaaS & BYOL)






Azure Partner Incentives FY25 – General

	1. Listen & consult	2. Inspire & design	3. Empower & achieve	4. Realize value	5. Manage & optimize
<div><div>Solution Plays</div><div><div>Migrate and Secure Windows Server, SQL Server, and Linux Estate</div><div>Migrate SAP</div><div>Unify your Intelligent Data and Analytics</div><div>Innovate with Azure AI Platform</div><div>Build & Modernize AI Apps</div><div>Accelerate Developer Productivity</div><div>Cross-Solution Play</div></div></div>		<div>Azure Migrate and Modernize Assessments: Up to \$5K USD per assessment</div> <div>Azure Migrate and Modernize Assessments: Up to \$15K USD per assessment</div> <div>Azure Innovate Proof of Value: Up to \$8K USD per POV</div> <div>Azure Migrate and Modernize Assessments: Up to \$5K USD per assessment</div>		<div>Azure Migrate and Modernize Deployment: Up to \$100K USD per deployment</div> <div>Azure Migrate and Modernize Deployment: Up to \$100K USD per deployment</div> <div>Azure Innovate Deployment: Up to \$50K USD per deployment</div> <div>Azure Migrate and Modernize Deployment: Up to \$100K USD per deployment</div>	<div>Azure CSP Consumption*: Up to: 11% of ACR (Pay-as-you-go) + 10% of ACR (RI, ASP, PTU) *Consumption earnings stackable (i.e., 11% + 10%)</div> <div>Azure Customer Adds: Up to: 15% of ACR *CSP Consumption earnings stackable with Customer Adds earnings</div>

Azure Partner Incentives FY25 – ISV

Solution Plays	1. Listen & consult	2. Inspire & design	3. Empower & achieve	4. Realize value	5. Manage & optimize
		Azure Sponsorship: With additional scenario "AI Hackathons" Up to \$100k USD per request	AMM ISV Customer Migration & Modernization: Up to \$50K per activity	Azure Innovate Deployment: Up to \$50K USD per deployment	
	AI Envisioning for ISV (Adv Spec – SI-led)				
	Azure Sponsorship: With additional scenario "AI Hackathons" Up to \$100k USD per request	Azure Innovate for ISVs Proof of Value: Up to \$100K USD per POV	Marketplace Transact & Grow: Up to \$50K USD per ISV	Azure Innovate Deployment: Up to \$50K USD per deployment	
					ISV ACR Growth Up to \$350K USD
					Custom ISV Frameworks: Offers differ based on scenario

Business Applications Partner Incentives FY25

Solution Plays	1. Listen & consult	2. Inspire & design	3. Empower & achieve	4. Realize value	5. Manage & optimize
<div>Accelerate Innovation with Low Code</div>		<div>Low Code Vision & Value Up to \$12k USD</div> <div>Needs Assessment: Power Platform SMB Up to \$1.5k USD</div>		<div>Low Code Solution Deployment Up to \$5k USD</div>	
<div>Accelerate Revenue Generation</div>		<div>Customer Engagement Vision & Value Up to \$12k USD</div>	<div>Dynamics 365 new commerce CSP 4.75% base 7-10% product accelerator (variable by product)</div>	<div>Dynamics 365 Vision and Deployment Up to \$5k USD</div>	
<div>Modernize Service</div>		<div data-kind="parent" data-rs="3">Biz Apps Presales Advisor (net paid seat growth above HWM)</div> <div>Tailored Demo: Customer Engagement Vision & Value Up to \$12k USD</div>	<div>Dynamics 365 customer add new commerce CSP 5% customer add (indirect provider) 20% customer add (direct and indirect reseller)</div>	<div>Dynamics 365 FastTrack Deployment Up to \$5k USD</div>	<div>Dynamics 365 Solution Deployment Up to \$5k USD</div>
<div>Modernize ERP</div>		<div>ERP Vision & Value Up to \$18k USD</div> <div>Tailored Demo: ERP Vision & Value Up to \$12k USD</div>			
<div>Scale Business Operations</div>	<div>Needs Assessment: Dynamics 365 Business Central - Up to \$1.5k</div> <div>AIM Assessment - Up to \$3.5k</div>		<div>*Copilot accelerators can be found on Microsoft 365 new commerce CSP engagements</div>	<div>Dynamics 365 Business Central Deployment Plan Up to \$18k USD</div>	

Modern Work Partner Incentives FY25

Solution Plays

Copilot for M365

Secure Productivity

Cloud Endpoints

Converged Comms



Frontline Worker

Employee Experience

FY25 Investments

Pre-Sales		Post-Sales
Copilot Accelerate: Copilot Value Discovery Up to \$7.5K	Copilot Accelerate: Copilot Evaluation Accelerator Up to \$25K	Copilot Accelerate: Copilot Adoption Accelerator Up to \$75K
	M365 new commerce CSP Incentive Up to 25.75%	
	M365 new commerce CSP Incentive Up to 25.75%	M365 Accelerate: CSP Adoption Accelerator ME3/ME5 Up to \$8K
	Windows in the Cloud Assessment Up to \$20K	Microsoft Intune Suite Pilot Up to \$20K
		Teams Phone Pilot Up to \$20K

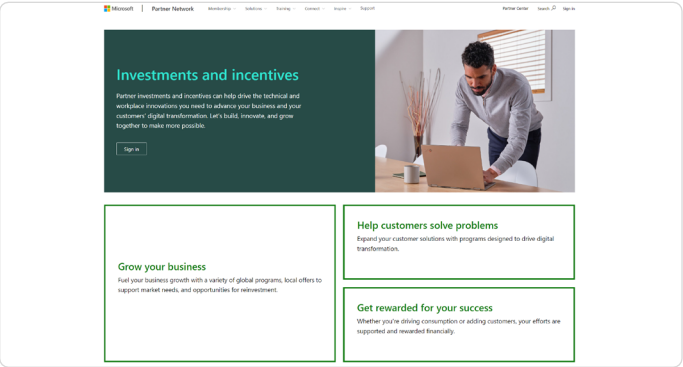
Security Partner Incentives FY25

<div>Solution Plays</div> <div>Threat Protection</div> <div>Data Security</div> <div>Modern Sec Ops</div> <div>Secure Win/SQL Migration</div> <div>Applicable Across Solution Plays</div>	FY25 Investments		
	Pre-Sales	Transact	Post-Sales
	Threat Protection <i>Up to \$6,500</i>	M365 New Commerce CSP Incentive <i>Up to 25.75%</i>	Security Usage <i>Up to \$30K/WL</i>
	Data Security <i>Up to \$6,500</i>	M365 New Commerce CSP Incentive <i>Up to 25.75%</i>	Security Usage <i>Up to \$30K/WL</i>
			Sentinel Migrate & Modernize <i>Up to \$50,000</i>
			Azure Migrate & Modernize w/ Defender for Cloud <i>Up to \$57.5K</i>
		M365 New Commerce CSP Incentive <i>Up to 25.75%</i>	

Next steps to explore more about incentives

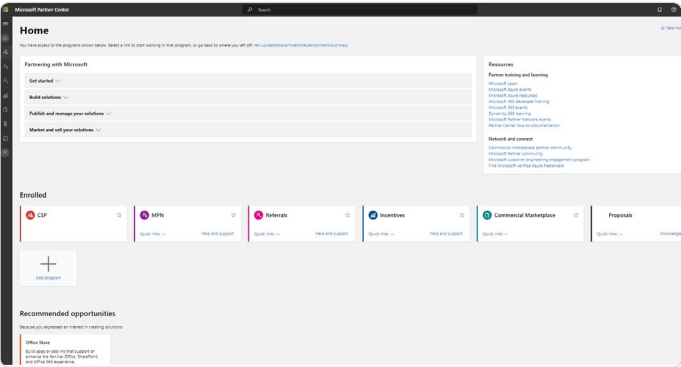
Contact partner support or your assigned PDM for additional information on how you can maximize your earning opportunity

Discover partner incentives



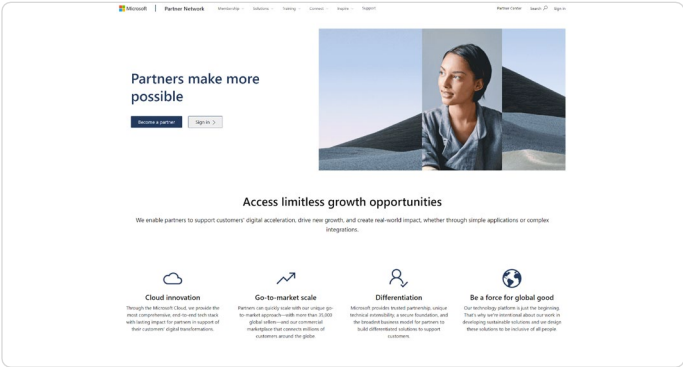
[Microsoft Partner Incentives](#)

Enroll in eligible programs



[Partner Center](#)

Grow your business



[Microsoft Partner Network](#)