

Azure IP Co-Sell

FY21 Program Guide

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Glossary

ISV	Independent Software Vendor
MPN	Microsoft Partner Network
BOM	Bill of Materials
TPID	Top Parent ID
ACR	Azure Consumed Revenue
TTM	Trailing Twelve Months
VM	Virtual Machine
ACV	Annual Contract Value
FRA	Field Revenue Accountability
DAF	Deal Attestation Form
RBI	Revenue Based Incentive
PPI	Performance and Power Incentive
MSP	Microsoft Selling Process
MSX	Microsoft Sales Experience
PC	Partner Center
PSC	Partner Sales Connect
POE	Proof of Execution

What is the intent of Azure IP Co-Sell?

Encourage collaborative Co-Selling between Microsoft sellers and our IP solution partners



Azure IP Co-Sell benefits

Raise visibility of Azure IP solutions to our sellers in order to generate new opportunities to Co-Sell with partners

Incentivize sellers to leverage partner's industry expertise through their IP solutions to accelerate customer's digital transformation



Extend reach

Enter new markets with an expanded portfolio of solutions

Be discovered by millions of new customers through Commercial Marketplace
Access to the global partner reseller network



Expand deals

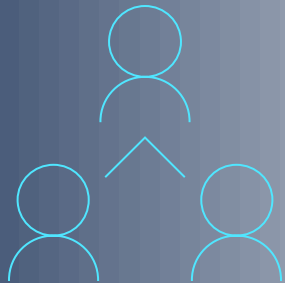
Create integrated solutions with Microsoft and partner-to-partner opportunities



Accelerate wins

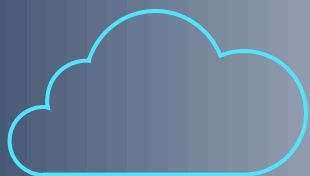
Transact in Marketplace directly with customers
Share more leads with Microsoft sellers to position your solutions

FY21 Co-Sell Program Requirements



FY21 Co-Sell Program Requirements		
Category	Partner Type	FY21 Co-Sell Program Criteria/Guide (for solutions published by partners)
STEP 1: In-Market Partner Solutions	All Partners	<ul style="list-style-type: none"> • Solution listed on Commercial Marketplace (Azure Marketplace/AppSource) AND published profile on Partner Center • Active MPN membership
STEP 2: Co-Sell Ready Partner Solutions	All Partners	<ul style="list-style-type: none"> • Partner sales contact for each Co-sell eligible geo • Bill of Materials required: (1) solution one-pager, (2) solution pitch deck, optional (3) solution landing page URL or (4) social media channel URL, (5) others (i.e. case study). • Complete listing items: Platform, End Customer Segment Solution Type and Solution Area
	Services Partners	<ul style="list-style-type: none"> • Gold competency in any competency class (in addition to providing a sales contact and required BOM)
STEP 3: Azure Azure IP Co-Sell Partner Solutions (incentive-eligible)	Azure ISVs	<ul style="list-style-type: none"> • At the organization level, meet/exceed \$100k ACR TTM (Trailing twelve months) threshold (threshold can be attained through a combination of Azure solutions), OR if offer is transactable in the Commercial Marketplace, billed revenue threshold of \$100k • Passed the Microsoft technical validation process for Azure-based solution; the solution must be built with >50% repeatable IP code on Azure <p><i>Note: Transactable Azure VMs and Azure Applications solutions on the Commercial Marketplace will meet this requirement by default</i></p>
Deal Registration	All Partners	Open to any partners (including Services), which have Azure IP Co-Sell or BizApps Standard or Premium incentive-eligible solution(s) as part of a deal

Azure IP Co-Sell Program Evolution



What is new in FY21?

	From FY20	To FY21
<i>Program Scope</i>	Collaborative partner engagement with a Microsoft seller through Partner Center & Partner Sales Connect	Expanding to Marketplace
<i>Requirements</i>	100K TTMC as a requirement for Co-sell ready status	100K TTMC as a requirement for Incentive eligibility, but no for Co-sell readiness
<i>Deal Registration process</i>	Deal Registration occurs only thru Partner Sales Connect and Partner Center	Expanding to Marketplace
<i>Inbound valid scenarios</i>	Active co-sell assisted by a Microsoft field seller	Partner-led co-sell scenario
<i>Compliance</i>	Deal size base audit	Risk based audit Marketplace deals do not require deal review calls. Marketplace transactions can occur before or after Marketplace Deal Registration

Inbound Azure IP Co-Sell

In FY21, there are two valid scenarios of partner engagement to co-sell with Microsoft

Active Co-Sell

Partner shares a referral **meant for Active Co-Sell** with a seller

This will count provided it is **accepted by the seller**

For a referral to progress for seller acceptance, the fields required are, identifying the **CTA** (“need help from Microsoft” flag) and providing **customer contact**

Partner-led Co-Sell*

Partner could have received signals **from the account team** (i.e. during planning or as part of demand generation efforts) that a customer would be interested in getting their solution. Partner qualifies it into a co-sell opportunity.




Partner shares co-sell opportunity back to Microsoft through Partner Center even though they don't require any help from Microsoft sellers

Partners need to make sure that the **“Would you like Microsoft's help”** fields remains as **“No”** and those deals will come in as Partner Referrals for Microsoft sellers.

Notes

- Sellers are expected to assist partner in pre-sales activities and/or during the sales cycle
- *Go live to be confirmed

Azure IP Co-Sell deal validation and review requirements

Opportunity Age	Timeline	Contract Parameters
<p>Co-sell opportunities must be created by partners or Microsoft sellers before the contract sign date or Commercial Marketplace transaction date</p> 	<p>Deal documents must have been signed and the partner must register the won deal within 30 days after the contract signature</p> <p>Deal registration should not be submitted before the contract is signed</p> 	<p>Partner's annual contract value, inclusive of partner products (except hardware*), licenses, and IP solution related services** must be a minimum of \$25,000 USD or meet/exceed \$2,100 of Marketplace billed sale in a single month during the fiscal year for Marketplace transactions</p> <p>Perpetual partner licenses will be systematically divided over 6 years</p> 

* Hardware can be included in TCV calculation only for qualified IoT solutions

**ACV calculations should not include Microsoft first party licensing and solutions, new EA contracts or renewals or non-IP Co-Sell solutions

IP Co-Sell Process Flow

Co-Sell sales motion



Referral is Shared

Partners or Microsoft sellers initiate the process by sharing opportunities



Partner or field seller



Co-Sell sales process

Sales process occurs via Co-Sell: Active or partner-led



Partner or field seller



Deal Registered by Partner

After contract sign date



Partner + field seller

Validation & activation



Deal Validation + Deal Review

The deal will go through validation and review

Partners may need to share **proof of execution as part of the deal validation process*



Scorecard + Incentive Credited

*Accepted Proof of Execution (POE)

- Signed Contract
- Signed Statement of Work
- Signed Invoice

- Signed Purchase Order
- **[New]** Digital PO without customer signature (This option requires proof the document was submitted by a customer, i.e. an email from a customer using a company email address)

IP Co-Sell Process Flow for the Commercial Marketplace

Co-Sell sales motion



Referral Shared

Partners or Microsoft sellers initiate the process by sharing opportunities



Partner or field seller



Co-Sell sales process

Sales process occurs via Co-Sell: Active or partner-led



Partner or field seller



Private Offer (optional)

Partner can create a private offer* with a price that includes both IP and associated services

Not required to re-publish solution



Partner

Deal Registration + validation



Deal Registration + Deal Validation

The lead must be shared before deal registration and Marketplace transaction date



Scorecard + Incentive Credited

Meet/exceed \$2,100 of Marketplace billed sale in a single month during the fiscal year for Marketplace transactions

*<https://docs.microsoft.com/en-us/azure/marketplace/private-offers>

Resources

Co-Sell Specific

[Co-selling with Microsoft](#)
[Co-sell experience gallery](#)
[Co-sell referral management documentation](#)
[Commercial Marketplace publishing documentation](#)

General

[Microsoft Partner Network membership documentation](#)
[Microsoft Partner Support](#)