



Azure Migrate and Modernize & Azure Innovate

Partner-led offerings hero summary

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Shared under NDA



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Azure Migrate and Modernize & Azure Innovate

Core benefits from every Partner-led engagement



Accelerate with comprehensive offerings

- Increased deal velocity with assessments, pilots, tooling and expert guidance
- Fast time to value with seamless and automated approvals



Maximize your earning opportunities

- Rich investments with funding for every stage of the journey
- Consolidated incentives with self-serve, easy access in Partner Center



Activate across more scenarios and customers

- End-to-end coverage of customer needs from migration to AI innovation
- Built for all, from SMB to enterprises, SIs and ISVs

Learn more and nominate today | aka.ms/azureP offerings

Already know what you're looking for?



Jump ahead by clicking on the links below:

- [Azure offerings guidance, scenario selection & nomination paths](#)
- [What's new in partner-led](#)
- [Azure Migrate and Modernize & Azure Innovate for SI partners](#)
- [Azure Migrate and Modernize & Azure Innovate for ISV partners](#)
- [Preparing to nominate & best practices](#)

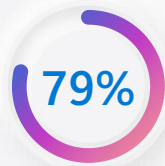
Azure Migrate and Modernize and Azure Innovate

Overview

Organizations are relying on technology for agility and innovation



have already made cloud part of their strategy¹



of organizations list security as one of their top cloud challenges²



feel AI gives a competitive edge³

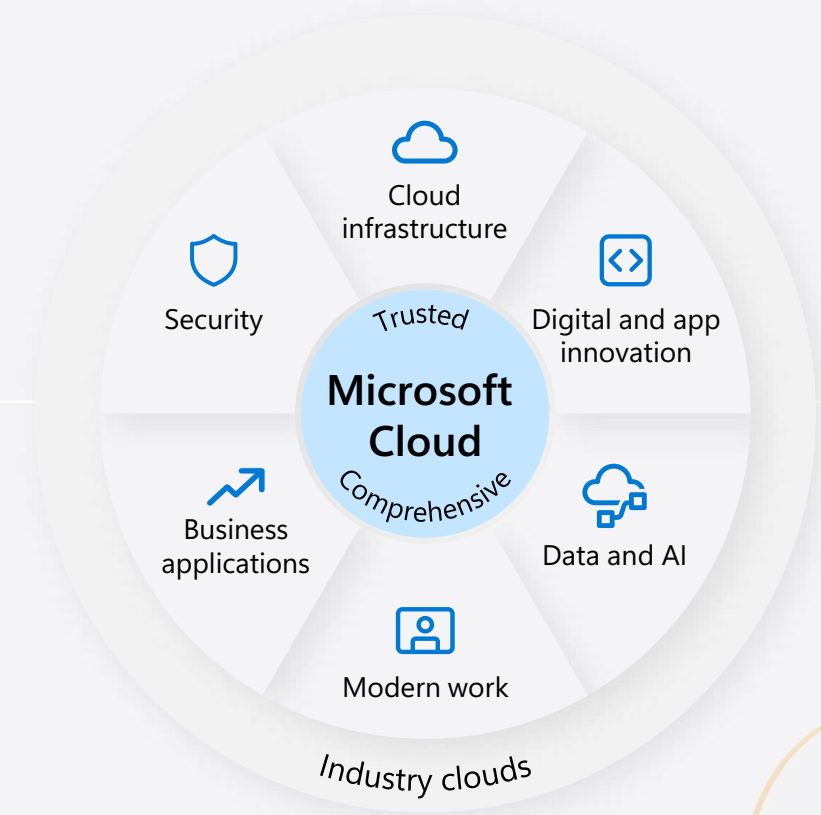
1. [IDC Whitepaper - How Public Cloud Strategies Help Companies Navigate Market Uncertainty](#)
2. [Flexera 2023 State of the Cloud | Report](#)
3. [MIT Sloan Management Review](#)

Organizations need a technology partner they can trust



Microsoft Cloud

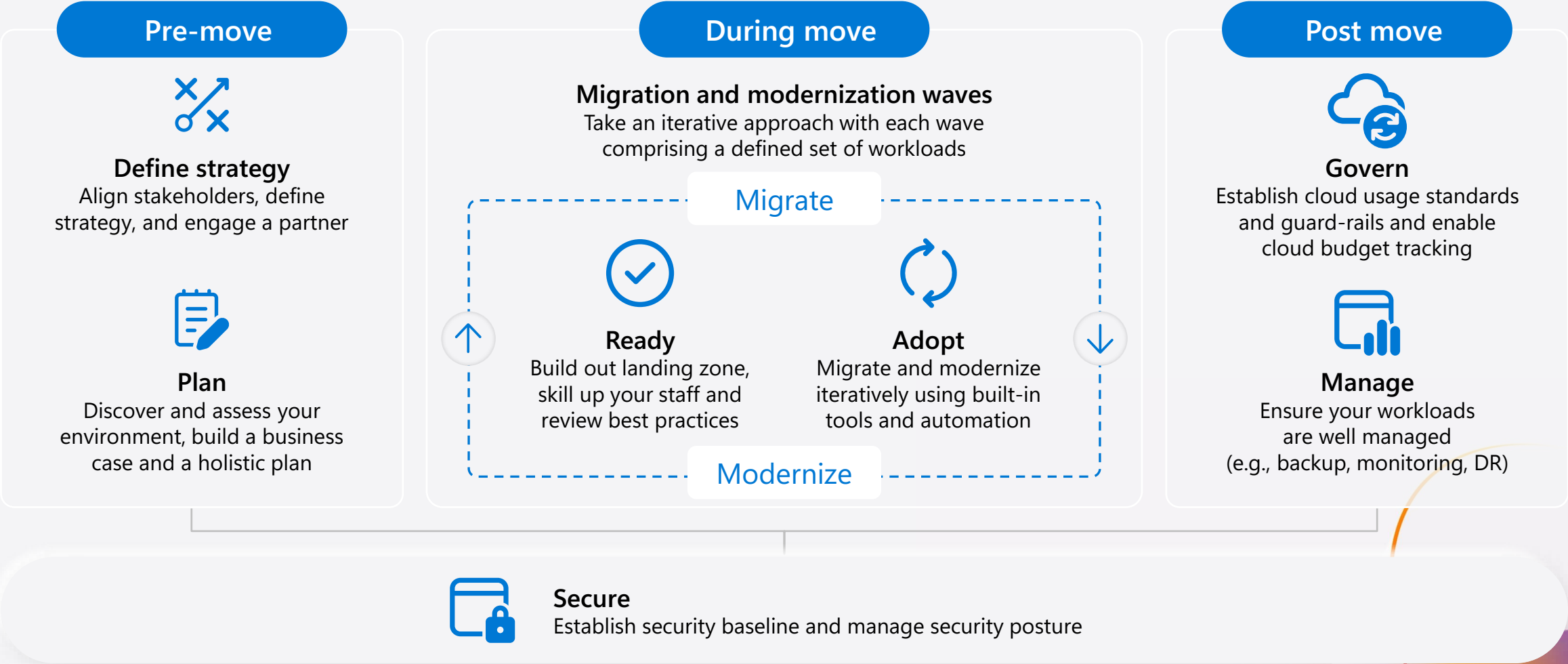
**Grow confidently on
the most trusted and
comprehensive cloud**



Microsoft Cloud runs on Azure

Cloud adoption journey

Informed by the Microsoft Cloud Adoption Framework for Azure



Momentum since July '23 launch



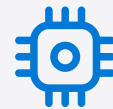
5,500+

Customers
engaged



4,800+

Projects
launched



1,000+

AI projects in
progress



2,100+

Projects
delivered

The value of partner-led offerings

Separate from our field-led offerings that specialized partners can attach to, partners can now nominate customer projects directly to Azure Migrate and Modernize & Azure Innovate Partner-led to accelerate their cloud journey, and track status via a self-service workflow



Easy self-serve workflow through Microsoft Commerce Incentives



Faster approvals via automation and standardized engagement sizes



Nominated and led by trusted partners across the customer journey



Increased deal velocity with support to enable agility and scale

Note: *FastTrack for Azure and Migration Factory assistance is available but not required

Azure Migrate and Modernize & Azure Innovate

Partner-led and Field-led



When Partners sell and nominate customers directly

Partner-led | >\$10K–\$500K/year ACR

(up to \$1 million for Infra/DB)

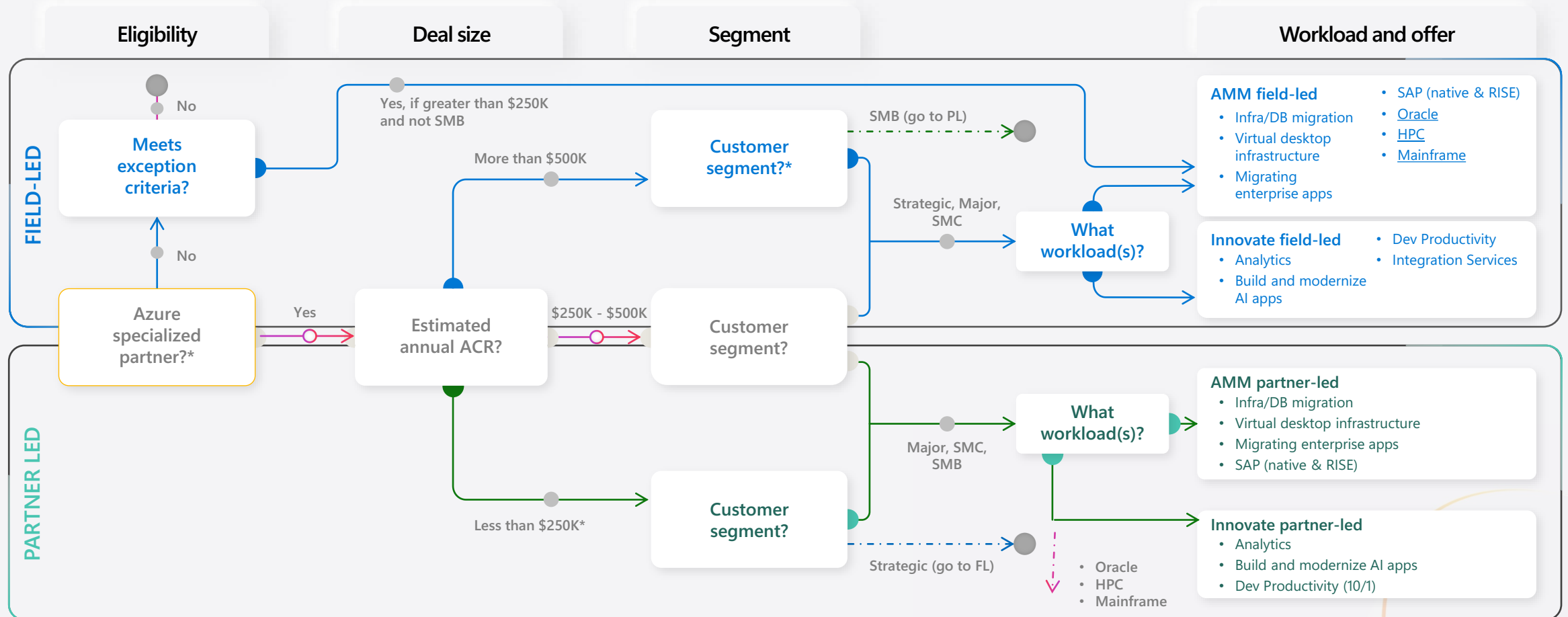


When Partners co-sell with Microsoft Field Sales teams

Azure Migrate and Modernize Field-led | >\$250K/year ACR

Azure Innovate Field-led | >\$25K/year ACR

Azure partner-led offerings guidance



Hard requirement:

- There are no exceptions in partner-led
- Azure Innovate FL has a 6 month exception

Guidance:

- These are more flexible thresholds for Azure Innovate field-led.
- Infra/DB has XL and XXL (up to \$1M in PL)

***Guidance:**

- Field-led can still support SMB if needed
- Strategics is only supported for ISV offers in AMM PL

Azure partner-led offerings in FY24

Expanded FY24 Offering

Azure Migrate and Modernize

Formerly, Azure Migration and Modernization Program (AMMP)

Migrate and modernize your existing applications, data and infrastructure to Azure

SCENARIOS SUPPORTED

- Infrastructure & Database Migrations
- SAP Migration (Azure Native & SAP RISE)
 - Migrate Enterprise Apps
 - Migrate Azure Virtual Desktop
 - Migrate Azure VMWare Solution
- ISV SaaS and BYOL

New FY24 Offering

Azure Innovate

Build new and modernize existing solutions on Azure and accelerate the next era of growth for your business

SCENARIOS SUPPORTED

- Cloud Scale Analytics
- Build and Modernize AI Apps
- Accelerate Developer Productivity

Thousands of customers have accelerated their cloud journeys with our Azure offerings





Azure Migrate and Modernize and Azure Innovate

What's new

Azure Migrate and Modernize & Azure Innovate

What's new in partner-led

What is not changing from FY23

- Continued support for existing scenarios and eligibility requirements for specialized partners in FY24
- Nomination and claim workflows in Partner Center via the Microsoft Commerce Incentive (MCI) platform
- Continued support for SMB customers

New in Azure Migrate and Modernize

- [New from Jan 1](#): Extra small engagement sizes for all scenarios
- [New from Jan 1](#): ISV partners* can now nominate strategic customers
- [New from Jan 1](#): Top Tier partners can nominate if they satisfy Azure IP co-sell top tier criteria**
- Partners can request optional Migration Factory assistance for rehost portions of projects
- Multiple nominations for the same customer are now available for the same engagement type in both Azure Migrate and Modernize & Azure Innovate

New in Azure Innovate

- [New from Jan 1](#): Extra small engagement sizes for all scenarios
- Activities to support entire customer journey, including Pilot/POCs and deployment

* for qualified partners meeting the [ISV qualification criteria](#)

**FY24 Azure IP co-sell top-tier partners satisfying the [requirements](#) do not need to meet the managed ISV eligibility and Marketplace transactable offer criteria

Deliver better customer experiences with extended benefits

Get expert help when you need it at no extra cost with Migration Factory* assistance



Increase engagement **velocity** with Microsoft augmented delivery at no extra cost



Realize **higher margins** by leveraging Microsoft-funded delivery capacity



Focus on **transformative workloads** while Migration Factory takes care of common rehost execution

*Migration Factory refers to an available offer where the Microsoft Customer Success Unit delivers rehost migration of select workloads (see subsequent slide for details). Partners can request Migration Factory once the project is approved by emailing MFPartnerDesk@microsoft.com.

Azure Migrate and Modernize | Migration Factory offer

Rehost migrations delivered by Microsoft

Get your first workloads running in Azure in weeks

Benefits

- **Expert guidance and delivery** from Microsoft's Customer Success Unit
- **Accelerated migrations** for rehost migrations where workloads can move with no code changes
- **Zero cost** to customer
- **No minimum** requirements

Supported scenarios and workloads

- Windows Server, SQL Server & Linux (including onboarding to Azure Arc for Win/SQL)
- NoSQL and OSS databases (including Cassandra, PostgreSQL and MySQL)
- Virtual desktop infrastructure (migrating to Native Azure Virtual Desktop)

Engagement approach

- **Preparation**
(1 to 2 weeks)
 - Gather requirements + initial scoping
 - Review assessment data
 - Finalize scope and project plan
- **Migration**
(2 to 3 weeks)
 - Execute migration with Azure Migrate
 - Conduct basic testing
 - Handover to customer

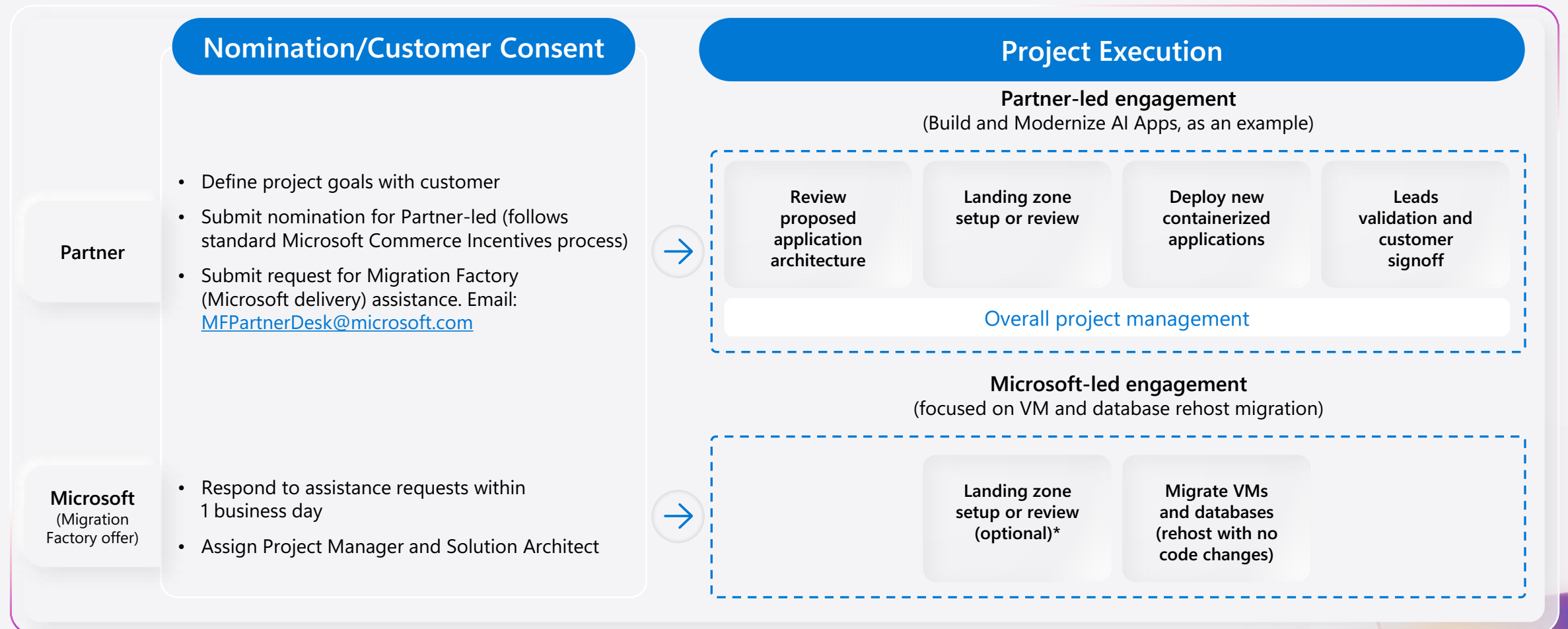
*Migration Factory refers to an available offer where the Microsoft Customer Success Unit delivers rehost migration of select workloads (see subsequent slide for details).

Partners can request Migration Factory once the project is approved by emailing MFPartnerDesk@microsoft.com.

Azure Offerings Partner-led roles and responsibilities

Partner and Microsoft (Migration Factory) joint delivery model

Note: Applies to situations where partner has nominated a project in Partner-led and has elected to include Microsoft assistance for the rehost migration portion of the project via the Migration Factory offer.



***Note:** Migration Factory can deliver landing zone work based on the [Azure landing zone conceptual architecture](#), deployed using [Azure landing zone portal accelerator](#), implemented through quick prerequisites gathering.

Azure Discovery Workshops

3-4 hour partner-led designed for 1:1 audiences of TDMs to learn best practices and discover solutions using Azure within their organization.

Complete workshop resources:

Presentation decks, Click-through demos, agendas, train-the-trainer videos, customer invites

Content refreshed to align with newest Azure offerings

Workshop track	Available
Migrate and Secure Windows Server and SQL Server Workshop	Available now
Optimize with CAF Ready & Govern Workshop	Available now
SAP on the Microsoft Cloud Workshop	Available now
Build Intelligent AI Apps Workshop	Available now
Accelerate Developer Productivity Workshop	Available now
Microsoft Well-Architected for Azure	Coming soon
Accelerate Innovation with Integration Services Workshop	Available now
Power Business Decisions with Cloud Scale Analytics Workshop	Available now
Linux Estate Workshop	Available now
Optimize with FinOps Workshop	Available now
Migrate Enterprise Apps Workshop	Jan 8, 2024



Partner-led offer

*Note there is no partner funding associated with the Discovery Workshop resources

Disclaimers related to the Azure offerings



General disclaimers:

- This is a non-binding proposal for discussion and information purposes only. It is not an offer or binding commitment, and all terms and conditions (including pricing) are subject to internal approval within Microsoft and can change at any time until a final Microsoft agreement and any other necessary legal documentation are executed by the partner and the relevant Microsoft entity. Any information contained in this document is provided "as is" without warranty of any kind, either express or implied and Microsoft shall not be liable for any damages resulting from any reliance, use or provision of any information contained herein. VAT, sales tax or withholding taxes are not included in the proposal unless explicitly stated. Further, it is understood that any Microsoft investment figures are approximations and meant solely as an estimate
- The Azure Migrate and Modernize and Azure Innovate offer (including funding) will be confirmed once a customer's project is nominated into the program and the nomination is accepted
- Customer must meet eligibility criteria: (i) customer sponsorship and resourcing, (ii) a minimum project size of \$25K/year Azure consumption, (iii) valid TPID in Microsoft systems
- Benefits vary based on the project size and the selected partner's location
- For several components of the offer (Solution Assessment, FastTrack for Azure engineering support, Technical skilling), there is no direct monetary exchange. The value is not guaranteed and will not be written in a contract. This is an estimation only based on what previous similar customers have realized



Disclaimers pertaining to technical skilling benefit:

- Azure Migrate and Modernize and Azure Innovate will confirm that a customer qualifies for the technical skilling benefit before sharing any information with the customer
- Technical skilling is a consumption-based offer and value is based on the benefits consumed (e.g., Azure courses taken, certifications achieved)

Azure Migrate and Modernize & Azure Innovate for SIs

Scenario support for Azure Specialized partners and Azure Expert MSPs



Infrastructure and database migration

Move your workloads to Azure to enhance operational efficiency, business continuity, disaster recovery, and optimize costs
(for Windows Server, SQL Server, Linux, OSS-databases, DevTest, migrating to VMware to Azure VMware Solution, hybrid deployment with Arc-enabled servers and data)



Migrate your enterprise apps

Migrate your enterprise apps on a highly productive platform with fully managed services
(for .NET and Java apps migrating to Azure App Service)



Virtual desktop infrastructure

Quickly migrate Windows desktops and apps to Azure with Azure Virtual Desktop and access your desktop and applications from virtually anywhere
(for Windows 10 and 11 based virtual desktops, incl. VMware and Citrix solutions)



SAP

Migrate SAP landscapes to Azure and add complementary cloud services to accelerate innovation
(for SAP native environments, SAP HANA migration, greenfield SAP deployments and SAP RISE)



Analytics

Modernize legacy data assets & analytics platforms and empower LoBs to innovate faster with Power BI Premium capabilities
(for legacy Data Warehouses, Hadoop, Cloud Analytics Platforms, and migration to Power BI Premium)



Build & Modernize AI Apps

Build new cloud native app with Azure Container, AI, and Database Services or modernize legacy Apps and extend capabilities with AI
(for Containerizing Apps, Azure AI and Database Services)



Dev Productivity with GitHub and Visual Studio

Accelerate digital transformation and boost developer productivity through innovation projects
(for Azure DevOps product suite (Azure DevOps, Azure Pipelines), GitHub product suite (GitHub Enterprise, GitHub Advanced Security, GitHub Copilot, GitHub Actions, GitHub Code spaces), Microsoft Dev Box, Microsoft Visual Studio, and Azure Load Testing)

Azure Migrate and Modernize partner-led offerings

Azure Specialized partners now have a path to directly nominate customers for Azure Migrate and Modernize in a self-service workflow. This agile path reduces time to market and can help partners drive scale.



Supported Scenarios

Infra/Database migration
 Migrating to Azure VMware solution
 Migrate Enterprise apps
 Virtual desktop infrastructure
 SAP migration to Azure
 SAP RISE

Important: There are **no** limitations in Azure Innovate Partner-led for different licensing types (EA, CSP, etc.)

Customer Criteria: All Majors, SMC-(Corporate & Scale) and SMB (with a TPID) customers. (Strategic Customers are not eligible)

Incentive payouts

Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment*	Phase
Migrate & Modernize assessments (Infra/DB, Migrate Enterprise Apps, SAP only)	Suggested project size: >\$25K/year	\$4,000/\$5,000	Pre-sales
Migrate & Modernize XS	Project size: \$10K–\$25K/year	\$4,000/\$5,000	Post-sales
Migrate & Modernize Small	Project size: >\$25K–\$125K/year	\$12,000/\$15,000	Post-sales
Migrate & Modernize Medium	Project size: >\$125K–\$250K/year	\$28,000/\$35,000	Post-sales
Migrate & Modernize Large	Project size: >\$250K–\$500K/year	\$40,000/\$50,000	Post-sales
Migrate & Modernize XL (Infra/DB migration only)	Project size: >\$500K–\$750K/year	\$60,000/\$75,000	Post-sales
Migrate & Modernize XXL (Infra/DB migration only)	Project size: >\$750K–\$1 M/year	\$80,000/\$100,000	Post-sales

Customer Skilling, Migration Factory assistance & FastTrack for Azure is optional for all offers **
No Azure credits available for these engagements

Important: To request Customer Skilling **OR** FastTrack for Azure support.

Please email AzurePartnerOffering@microsoft.com with the Claim ID of the engagement **after customer consent has been secured**.

Partners can request Migration Factory once the project is approved by emailing MFPartnerDesk@microsoft.com.

* See [Microsoft Partner Commercial Incentives Guide](#) for offer full details and requirements. Above project sizes are the planned Azure consumption in year 1, measured from project completion. Partner payment amounts may differ by country/Market A, B

** Customer self-directed skilling available in the Resources section of this presentation. Available for all offer sizes. Offer size Medium or larger qualifies for Enterprise Skills Initiative which includes an assigned Training Program Manager.

SI partner participation requirements

Partner requirements for all Azure Migrate and Modernize offers are anchored in Azure Expert MSP certification or Azure Specialization certification

Azure Migrate and Modernize & Azure Innovate project requirements

Each of these scenarios would be a different project

Infra & Database Migration (Includes engagements with Arc-enabled services)	Azure Expert MSP or Azure Specialized partner in Infra/Database Migration
Azure VMware Solution	Azure Expert MSP or Azure Specialized partner in Azure VMware Solution
VDI deployment	Azure Specialized partner in Azure Virtual Desktop
Enterprise app migration	Azure Specialized partner in Migrate Enterprise Apps
SAP workloads (Includes SAP on Azure or SAP RISE projects)	Azure Specialized partner in SAP on Azure
Analytics*	Azure Specialized partner in Analytics or Data Warehouse Migration
Accelerate Developer Productivity*	Azure Specialized partner in DevOps with GitHub on Microsoft Azure
Build & Modernize AI Apps*	Azure Specialized partner in any of the following: <ul style="list-style-type: none">• Build & Modernize AI Apps• Kubernetes• AI & ML

All partners with these certifications are eligible to implement Secure Migrations

For Solution Assessment: Rapid Migration the partners must have any of the following:

- Azure Expert MSP
- Azure specialization in Infrastructure/Database Migration
- Azure specialization in Migrate Enterprise Apps

The Field-led delivery model has an exception to the specialization requirement. If partners do not hold an Azure Specialization, they will need to provide evidence they are working toward a certification.

Azure Migrate and Modernize

What's new in FY24



Unified Azure offering brand for Migrate and Modernize

Pivotal to our migration GTM with key motions throughout customer migration journey



Customizable Assess & Plan offers

The packaged offer will no longer be available. Individual options such as assessment and/or pilot/POC can be selected based on customer needs



Migrate & Modernize simplification

Standard offer elimination & FastTrack for Azure optional



Secure Migrations

Infrastructure/database migration projects required to be delivered as a secure migration, either using Microsoft Defender for Cloud or equivalent 3rd party solution



Simplified solution assessment

Intuitive assessment offers aligned with common customer objectives, supported by 1st and 3rd party migration tools



Flexible and balanced funding model

ECIF and Partner Incentives to support Field-led and Partner-led offerings. Added support for Specialty workloads (SAP RISE, HPC, Mainframe/Midrange)



Secure Migrations

Azure Migrate and Modernize updates

AMM Field-led

New policy: All Infrastructure/Database Migration projects delivered as a secure migration

- Delivering a Secure Migration is the default. This can be through Microsoft's security solutions or through third-party cloud security solutions
- **Microsoft Defender for Cloud** will be the priority to include in projects. Other network security services will also be included in scope (e.g., Azure Front Door, Azure Bastion, Azure DDoS Protection, Azure Firewall Premium)

How will AMM implement this policy?

- ECIF SOW changes—security activities will be inline (and required) with the deployment activities
- Upfront triage questions upon nomination



Stages/scenarios

Assess & Plan

- Pilot/POC activities (security **optional/recommended**)

Migrate & Modernize

- Infra/Database Migration (security **required**)
- Migrate Enterprise Apps, VDI, SAP (security **recommended**)



Offer

AMM's standard offer construct

(Partner funding at 20% of first year estimated ACR)

- Azure security services ACR should be included in estimate



Partners

- No change to AMM's existing partner criteria.
- Azure Expert MSP or Azure Specialized partners in Infra/Database migration will be qualified for these projects

Azure Migrate and Modernize

New expanded offer structure



Mainstream workloads

Addressing scenarios where many customers start their migration and modernization journey.

- Infrastructure and database migration
- Migrate enterprise apps
- Virtual desktop infrastructure
- SAP on Azure
- Oracle migration | **NEW!**



NEW! Specialty workloads

Workloads that require a specialized skillset to execute. Offers are tailored to meet the unique needs of the workload/scenario.

- SAP RISE
- HPC, AI Infrastructure
- Mainframe & midrange migration



NEW! Joint sales offers

Co-investment from Intel, AMD or NVIDIA, including access to their engineering resources.

Available via Microsoft Field-led nominations
Partner-delivered engagements

Delivery models

- Partner delivered (with optional FastTrack for Azure guidance)
- Microsoft delivered (no partner funding)

Nomination paths

- Microsoft Field-led – When Microsoft Field Sales teams nominate their customer
- Partner-led – When partners sell and nominate customers directly

Note: Not all Workloads/Scenarios are available in both Nomination paths and both Delivery models. See offer slides for details.

Azure Migrate and Modernize offers

Assess & Plan phase | Support for developing your deployment plan

Offers Project size	Engagement activities	Partner funding	Azure credits	Engagement assistance
Assess & Plan MS Field-led offers >\$25K/year ACR	<ul style="list-style-type: none"> Solution Assessment (several options available) Pilot/proof of concept + “foundational” landing zone 	Up to \$20K (for pilot/POC)	Up to \$5K Azure Access sandbox	<ul style="list-style-type: none"> Solution Assessment is Microsoft technical seller delivered (with Solution Assessment team support) Pilot/POC is partner-delivered

Migrate & Modernize phase | Support to accelerate your Azure deployment

Offers Project size	Engagement activities	Partner funding	Azure credits	Engagement assistance
Migrate & Modernize Advanced offer (MS Field-led nomination) \$250K–\$2.5M/year ACR	<ul style="list-style-type: none"> Build or review enterprise scale landing zone Deployment activities (Supporting infra/DB Migration [incl. Azure VMware Solution], migrate enterprise apps, VDI, SAP and Oracle)	Up to \$500K	Up to \$500K (Gated ACO Offer) OR Up to \$200K (Windows and SQL Server Go Big Offer) (See slide notes for additional terms)	<ul style="list-style-type: none"> Partner-delivered FastTrack for Azure engineering guidance (available upon request for Advanced) Technical skilling
Specialty Workloads (MS Field-led nomination) >\$50K/year ACR	<ul style="list-style-type: none"> Build or review enterprise scale landing zone Deployment activities (Supporting HPC/AI Infra, SAP RISE and Mainframe/midrange)	Up to \$500K * Funding varies by scenario. See Specialty offers for details	Up to \$100K (For HPC/AI Infra and Mainframe/Midrange)	

Azure Innovate partner-led offerings

Azure Specialized partners now have a path to directly nominate customers for Azure Innovate in a self-service workflow. This agile path reduces time to market and can help partners drive scale.



Supported Scenarios

Azure Analytics

Build & Modernize AI Apps

Accelerate Developer Productivity

Important: There are no limitations in Azure Innovate Partner-led for different licensing types (EA, CSP, etc.)

Customer Criteria: All Majors, SMC-(Corporate & Scale) and SMB (with a TPID) customers. (Strategic Customers are not eligible)

Incentive payouts

Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment*	
Innovate Pilot/POC	Suggested project size: >\$25K/year	\$8,000/\$10,000	Pre-sales
Innovate Extra Small	Project size: \$10K-\$25K/year	\$4,000/\$5,000	Post-sales
Innovate Small	Project size: \$25K-\$125K/year	\$12,000/\$15,000	Post-sales
Innovate Medium	Project size: >\$125K-\$250K/year	\$28,000/\$35,000	Post-sales
Innovate Large	Project size: >\$250K-\$500K/year	\$40,000/\$50,000	Post-sales

FastTrack for Azure and Migration Factory assistance is optional for all offers *
No Azure credits available for these engagements

Important: To request Customer Skilling OR FastTrack for Azure support. Please email AzurePartnerOffering@microsoft.com with the Claim ID of the engagement after customer consent has been secured. Partners can request Migration Factory once the project is approved by emailing MFPartnerDesk@microsoft.com.
* See [Microsoft Partner Commercial Incentives Guide](#) for offer full details and requirements. Above project sizes are the planned Azure consumption in year 1, measured from project completion. Partner payment amounts may differ by country/Market A, B

Azure Migrate and Modernize

Supported Azure patterns and destinations

Scenario	Supported patterns	Supported Azure destinations
Infrastructure and database migration	<ul style="list-style-type: none">• Migrating Windows Server and Linux to Azure• Migrating SQL and OSS databases to Azure• Modernize data workloads already running in Azure (IaaS → PaaS)• Migrating VMware to Azure VMware Solution• Onboarding servers and databases to Azure Arc	<p>Infrastructure services: Azure Virtual Machines (for Windows and Linux), Azure Arc-enabled servers, Azure VMware Solution</p> <p>Data services: Azure SQL DB/Managed Instance/in a VM, Azure Database for MySQL, Azure Database for PostgreSQL, any database (e.g., Postgres, MariaDB) in a VM, Azure Arc-enabled SQL Managed Instance, Azure Arc-enabled SQL Server</p>
Migrate enterprise apps	<ul style="list-style-type: none">• Migrating existing .NET and Java apps to Azure• Modernize app/data workloads already running in Azure (IaaS → PaaS)	<p>Compute services: Azure App Service, Azure VMs (for supporting tasks, e.g., logging), and other applicable Azure services</p> <p>Data services: Azure SQL Database, Azure SQL Managed Instance, Azure Cosmos DB, Azure Database for PostgreSQL, Azure Database for MySQL, Azure Cache for Redis, Azure Managed Instance for Apache Cassandra, and other applicable Azure services</p> <p>Out of scope: DevOps standalone scenarios</p>
Virtual desktop infrastructure	Migrating Windows desktops and apps to Azure	Azure Virtual Desktop, Citrix Cloud on Azure, VMware Horizon Cloud Service for Azure
SAP on Azure SAP RISE	<ul style="list-style-type: none">• SAP native environments• Greenfield implementations• SAP HANA migration• SAP RISE implementations	Azure Virtual Machines (for rehosting Windows Server, Linux, SQL Server, HANA, DB2, Sybase/ASE and Oracle) Azure Virtual Machines certified for SAP HANA

Secure Migrations (available in all scenarios)

Supported Azure services: Microsoft Defender for Cloud, Microsoft Sentinel, Azure Bastion, Azure DDoS Protection, Azure Firewall, Azure Front Door, Web Application Firewall

Azure Innovate

Supported Azure patterns and destinations

Scenario	Supported patterns	Supported Azure destinations
Analytics	<ul style="list-style-type: none">• Migration and deployment services of on-premise or cloud data warehouse platforms• New analytics use cases.• Project should be deploying key analytics services inclusive of:	<ul style="list-style-type: none">• Azure Synapse• Azure Databricks• Azure Data Explorer (ADX)• Microsoft Purview• Microsoft Fabric• Power BI Premium (deployments will be considered only if there is pull-through of Analytics and AI consumption)
Build & Modernize AI Apps	<ul style="list-style-type: none">• Containerization of applications• Build and re-platform apps on Azure PaaS• Infusing apps with AI capabilities• Modernization of underlying application data using SQL and NoSQL cloud databases	<ul style="list-style-type: none">• App layer: Azure Kubernetes Service, Azure Container Apps, Azure App Service, Azure Red Hat OpenShift, Azure Spring Apps• Data layer: Cosmos DB, Azure Database for PostgreSQL, Azure Database for MySQL/MariaDB or Azure SQL Database• AI layer: Azure Cognitive Services (including Azure OpenAI Service), Azure Applied AI Services, Azure Machine Learning
Accelerate Developer Productivity	<ul style="list-style-type: none">• Delivery of intelligent apps• Accelerate developer productivity with AI assisted code development• Modernize developer workflow with secure, scalable tools	<ul style="list-style-type: none">• GitHub product suite: GitHub Enterprise, GitHub Advanced Security, GitHub Copilot, GitHub Actions, GitHub Codespaces• Azure DevOps product suite: Azure DevOps, Azure Pipelines, GitHub Advanced Security for Azure DevOps• Other Microsoft development tools: Microsoft Dev Box, Microsoft Visual Studio, and Azure Load Testing

Secure Migrations (available in all scenarios)

Supported Azure services: Microsoft Defender for Cloud, Microsoft Sentinel, Azure Bastion, Azure DDoS Protection, Azure Firewall, Azure Front Door, Web Application Firewall

Azure Innovate

Scenario and workload support



Analytics Migration & Modernization

for migration of legacy data warehouses (Teradata, Netezza, Exadata, SQL DW), Hadoop (Cloudera, HDI), cloud analytics platforms (Redshift, Snowflake, EMR, Dataproc), and analytics services (Tableau, Qlik, Cognos, & Microstrategy) to Power BI Premium



Modern Analytics & Governance (Hybrid Data Mesh)

for modernizing legacy data architecture with MAG (Hybrid Data Mesh Architecture), migrating SAP data to common data platform with Synapse + Azure Databricks, Fabric on MAG



Greenfield App Development

for AKS/Azure Container Apps, Azure AI (cognitive/Open AI) and Database Services (Azure Cosmos DB, Azure SQL DB, Azure DB for PostgreSQL)



Modernize Applications

for AKS, PaaS (Apps & Data) Service and AI Cognitive/Open AI Service



Dev Productivity with GitHub and Visual Studio

for Azure DevOps product suite (Azure DevOps, Azure Pipelines, GitHub Advanced Security for Azure DevOps), GitHub product suite (GitHub Copilot, GitHub Enterprise, GitHub Advanced Security, GitHub Actions, GitHub Codespaces), Microsoft Dev Box, Microsoft Visual Studio, and Azure Load Testing



Integration Services

for Azure Integration Services (Azure API Management, Azure Logic Apps)



Secure Deployments

Azure Innovate offers

Planning phase | Support for developing your deployment plan

Offers Project size	Engagement activities	Partner funding	Azure credits	Engagement assistance
MS Field-led offers >\$25K/year ACR	<ul style="list-style-type: none"> Solution Assessment: App Modernization MVP/Proof of concept (POC) Analytics Modernization Accelerator (AMA) 	Up to \$30K	Up to \$10K Azure Access PoC Sandbox	<ul style="list-style-type: none"> Solution Assessment is Microsoft technical seller delivered (with Solution Assessment team support); partner may participate POC is partner-delivered AMA provides dedicated technical assessment including discovery, analysis of source system, modernization approach & strategy, TCO Analysis, ISV/SI onboarding and next steps

Deployment phase | Support to accelerate your Azure deployment

Offers Project size	Engagement activities	Partner funding	Azure credits	Engagement assistance
MS Field-led offer \$25K–\$1.2M/year ACR	<ul style="list-style-type: none"> Build or review enterprise scale landing zone Deployment activities 	Up to \$120K	Up to \$120K	<ul style="list-style-type: none"> Partner-delivered FastTrack for Azure engineering guidance (available upon request)
Databricks P3 offer \$25K–\$2.0M/year ACR	<ul style="list-style-type: none"> Analytics Migrations with Databricks P3 Commitment Net new P3 commitments (minimum 350K DBCU for 1Y) 	Up to \$400K	Not available	<ul style="list-style-type: none"> Partner-delivered
PTU offer \$600K+/yr ACR	<ul style="list-style-type: none"> AI Apps with PTU commitment Net new commitments (minimum 300 PTU for 1Y) 	Up to \$320K	Not available	<ul style="list-style-type: none"> Partner-delivered
Fabric RI offer \$480K+/yr ACR	<ul style="list-style-type: none"> Analytics Migrations with Fabric RI commitment Net new commitments (on F512-F2048 SKUs for 1Y) 	Up to \$360K	Not available	<ul style="list-style-type: none"> Partner-delivered

AMM and Azure Innovate Partner-led Engagement Stages

Stage 01 | **Nominate Customer** >

Partner nominates customer+ after there is confirmed intent and alignment from the customer to carry out the engagement.

Partner Center validates customer eligibility for partner and customer

Stage 02 | **Customer Consent** >

Partner requests customer consent
Partner Center receives customer consent
Without customer consent, claim will automatically expire

Stage 03 | **Execution & POE Submission** >

Partner delivers the customer engagement
Partner submits claim with required Proof of Execution (POE) documentation
Incomplete claims will automatically expire

Stage 04 | **POE Validation** >

Microsoft reviews POE documentation
Microsoft reaches out to partner if additional information is needed.
Microsoft approves or declines POE

Stage 05 | **Payment**

Once approved, claim will be processed for payment
Microsoft issues payment to partner

Timeline

30 days max from nominating the customer

60-260 days* from receiving customer consent

30 days max from claim submission

45 days max from claim approval month end

+ A partner can nominate a customer through the 'claim a customer' process in Partner Center's MCI engagements section

* The exact timeline for this stage will depend on the size of the engagement. Please refer to the individual one-pagers of the respective engagement type for more details

Incentives | MCI engagements

📌 MCI Opportunities is now MCI Engagements

The new Microsoft Commerce Incentive experience gives you a transparent view of current incentive earning opportunities, customer engagements, and eligibility status. [Learn more.](#)

Modern Work And Security [Azure](#) Business Applications Devices Attention required (3)

Filter

Search

Name ↑	Partner role	Eligibility	Status
AMM PL for ISV SAP RISE (L)	Build intent - Partner activities	✔ 3 of 54	Active
AMM PL for ISV SAP RISE (M)	Build intent - Partner activities	✔ 3 of 54	Active
AMM PL for ISV SAP RISE (S)	Build intent - Partner activities	✔ 3 of 54	Active
	Build intent - Partner activities	✔ 2 of 54	Active
	Build intent - Partner activities	✔ 2 of 54	Active
	Build intent - Partner activities	✔ 2 of 54	Active

AMM PL: Azure VMware Solution (Large) | Summary

Azure Migrate & Modernize Partner-led: Migrating to Azure VMware Solution (Large Project Size)

Azure Migrate and Modernize (AMM) helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute a migration of a customer's VMware environment to Azure VMware Solution.

Finally, Microsoft strongly recommends that the new Azure workloads should be set up in a secure manner. Secure Migrations can include any/all the following:

1. Microsoft Defender for Cloud (or equivalent 3rd party security product)
2. Azure networking security (including network security groups, secure VNet configurations, Azure Front Door with WAF policies, Azure Bastion and DDoS protection)
3. Azure Firewall Premium and configure firewall manager policies & alerts.

Engagement Requirements

Deliver a **large-sized** project by validating estimated ACR consumption:

- Project size: > \$250K - \$500K/year planned Azure consumption. Please refer to [Azure Pricing Calculator](#) to estimate consumption
- The Azure Consumption for this project must be the Annual Run Rate that will be calculated 12 completed months from the date of production.

The following activities must be completed for your customer engagement to be considered fully delivered:

- Application Compatibility Assessment/Review
- Landing Zone Setup or Review
- Deployment/Migration activities including securing the Azure workloads

Partner Criteria

Partner must have **at least one** of the certifications mentioned below:

- Azure Expert MSP
- Azure Specialization in Azure VMware Solution

Customer Criteria

- Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

Payout Structure

Stage 01 **Nominate Customer**

- For Customer ID Type, you must select TPID and enter the TPID
- Your Microsoft PDM/contact can help you find the Customers TPIDs if needed or you can email azurepartneroffering@microsoft.com

- 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. [Manage enrollments](#)

Claim name *

Partner location *

Customer ID type *

Customer ID *

Next

Close

- 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

- Azure Innovate PL: Analytics MVP
- Azure Innovate PL: AI Apps MVP
- Azure Innovate PL: AI Apps Deployment (Large)
- Azure Innovate PL: AI Apps Deployment (Medium)
- Azure Innovate PL: AI Apps Deployment (Small)
- Azure Innovate PL: AI Apps Deployment (XS)
- AMM PL: Infra/Database Migration (XS)
- AMM PL: Migrate Enterprise Apps (Large)
- AMM PL: Migrate Enterprise Apps (Medium)
- AMM PL: Migrate Enterprise Apps (Small)
- AMM PL: ISV SaaS/BYOL (S)
- AMM PL: ISV SaaS/BYOL (M)
- AMM PL: ISV SaaS/BYOL (L)
- AMM PL: Virtual Desktop Infrastructure (Small)
- AMM PL: Virtual Desktop Infrastructure (Medium)
- AMM PL: Virtual Desktop Infrastructure (Large)
- AMM PL: SAP Migration (Small)
- AMM PL: SAP Migration (Medium)
- AMM PL: SAP Migration (Large)
- AMM PL: SAP RISE in Azure (Small)
- AMM PL: SAP RISE in Azure (Medium)
- AMM PL: SAP RISE in Azure (Large)
- AMM PL: Azure VMware Solution (Small)
- AMM PL: Azure VMware Solution (Medium)
- AMM PL: Azure VMware Solution (Large)
- AMM PL: Infra/Database Migration (Small)
- AMM PL: Infra/Database Migration (Medium)
- AMM PL: Infra/Database Migration (XL)

- Associate customer
- Associate engagement
- Contact Information**
- Review and complete

Add customer | Contact Information

Please provide contact information for the primary customer and partner contacts for this engagement. We will email a consent request to the customer contact provided, so they can confirm their intention to proceed with the engagement. We will email notifications of claim status updates to the partner contact provided.

Customer contact name *

Customer contact email *

Customer contact work title

Partner contact name *

Partner contact email *

Previous

Next

- Associate customer
- Associate engagement
- Contact Information
- Review and complete**

Add customer | Review and complete

You will need to send the email for customer consent separately for each engagement from the respective customer page or from the customer claims page. By continuing, you agree to the language in the applicable program guide.

[Edit Associate customer](#)

Claim name: aaa

Partner location: FridayINC, AU, Redmond

TPID: 520681

[Edit Associate engagement](#)

Workshops: AMM PL: Azure VMware Solution (Large)

[Edit Contact Information](#)

Customer contact name: aa

Customer contact email: shantanumane@microsoft.com

Customer contact work title: aa

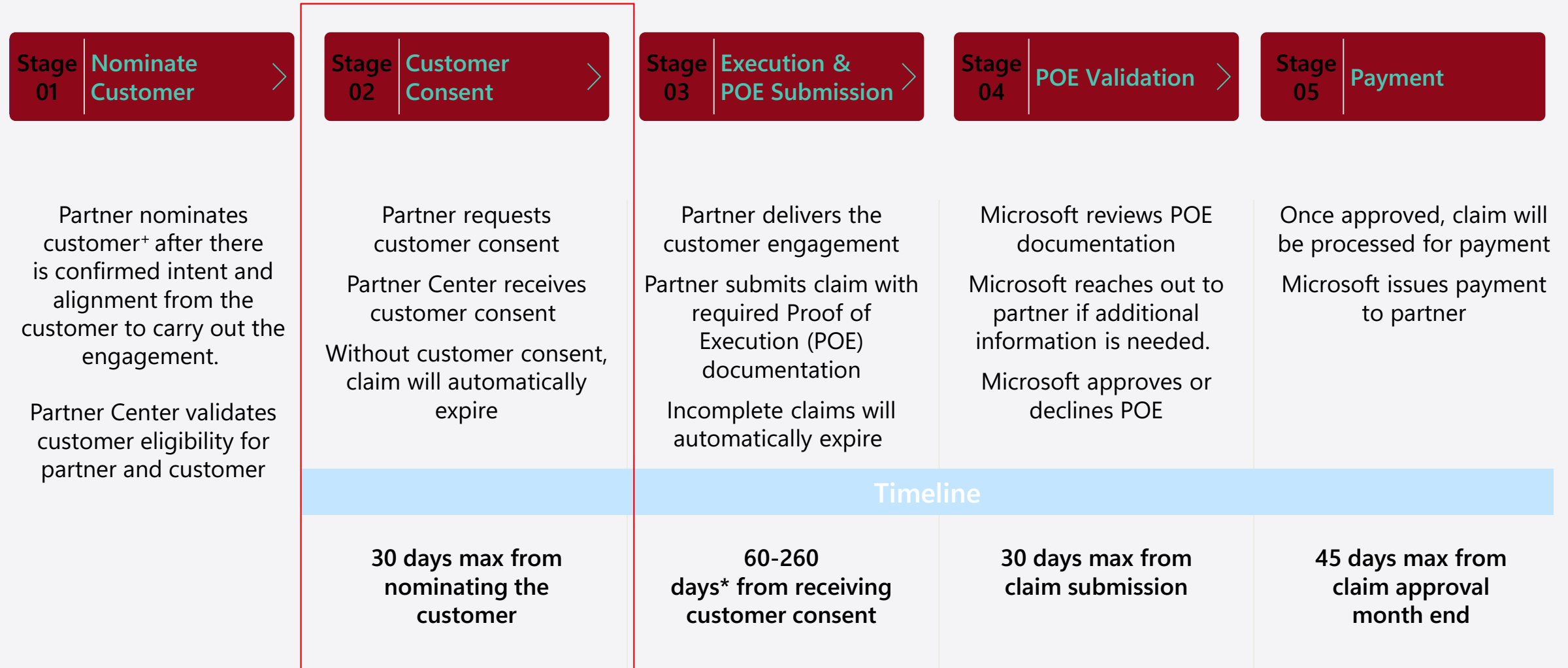
Partner contact name: aa

Partner contact email: shantanumane@microsoft.com

Previous

Add Customer

AMM and Azure Innovate Partner-led Engagement Stages



+ A partner can nominate a customer through the 'claim a customer' process in Partner Center's MCI engagements section

* The exact timeline for this stage will depend on the size of the engagement. Please refer to the individual one-pagers of the respective engagement type for more details

Customers | AMM PL: Azure VMware Solution (Large)

Customer successfully added

Eligible Ineligible Complete

A summary of all customers eligible for the engagement or having ongoing active claims along with status and action required. [Learn More](#)

Important: Customer consent emails are only sent once per day.

+ Add customer ↓ Export

1M

3M

6M

Custom

Filter

Search by Customer n

Filter by: X

Customer name	Claim ID	Claim name	PartnerID	Partner name	Last updated	Status	Action
Angola LNG	-	-	-	-	-	-	Claim custom
BT GROUP PLC	3075983	aaa	5265117	Test_Test_FridayINC	8/1/2023	Customer claimed	Send email fr

Customer consent

✓ Contact details

● Review and complete

Customer consent | Review and complete

Review

[Edit Contact details](#)

Customer contact name: aa

Customer contact email: shantanumane@microsoft.com

Customer contact work title: aa

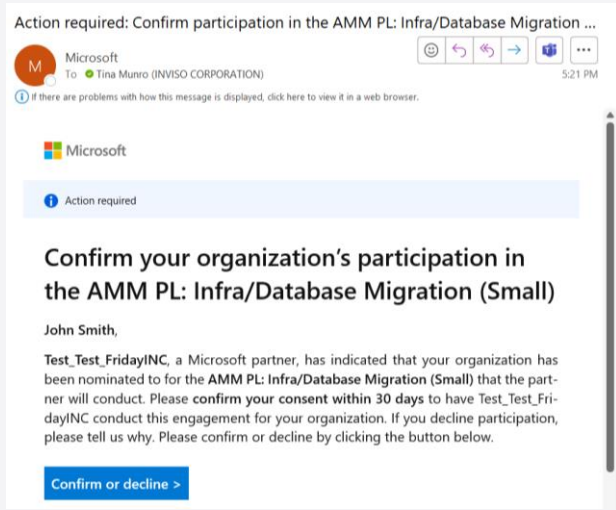
Partner contact name: aa

Partner contact email: shantanumane@microsoft.com

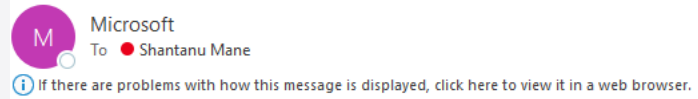
Previous

Send for consent

Customer email to confirm the project. Expires in 30 days!



Customer consent was provided for an engagement



Consent received from BT GROUP PLC for AMM PL: Infra/Database Migration (Large)

BT GROUP PLC has consented to move forward with the AMM PL: Infra/Database Migration (Large).

You are approved to start execution of this engagement. Once the engagement is completed, you can submit a claim.

To submit your claim 3075936 for review, follow the proof of execution (POE) guidance.

POE guidance

Now that you've received customer consent, you'll need to conduct the engagement and complete the following required documentation in your claim 3075936

- Partner survey
Customer survey
Invoice
Findings and recommendations or POE document

Once the components of the POE are complete, you'll be able to submit the engagement claim to Microsoft for review. To start the claim review process, your claim must be submitted within the timeline indicated in the program guide and claims tool.

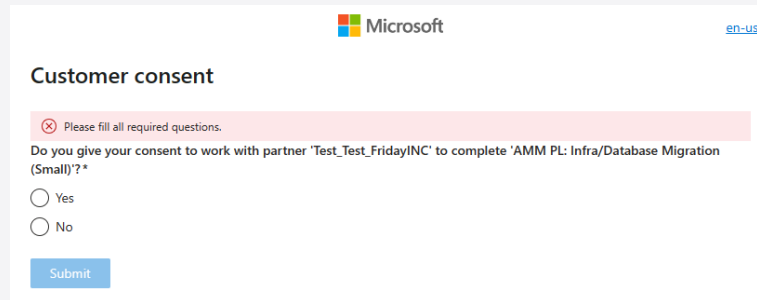
After each submitted claim has been reviewed and approved, payment for that claim will be included in the subsequent regular Microsoft Commerce Incentive (MCI) payment cycle.

What's next

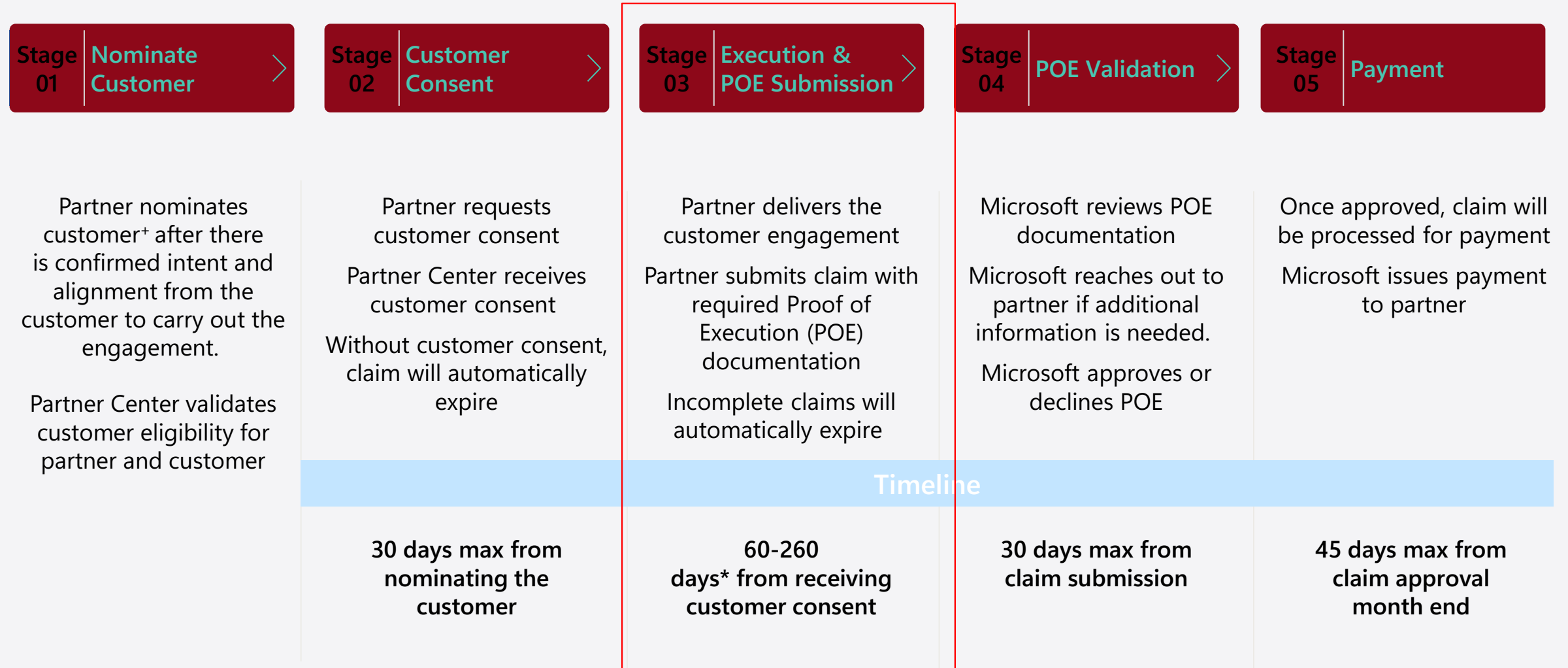
Sign in to Partner Center to manage and complete your engagement. For additional information, refer to the program guide, or submit a request ticket for support.

Thanks for your participation in this engagement. We look forward to partnering with you.

Partner email after Customer completes consent



AMM and Azure Innovate Partner-led Engagement Stages



+ A partner can nominate a customer through the 'claim a customer' process in Partner Center's MCI engagements section

* The exact timeline for this stage will depend on the size of the engagement. Please refer to the individual one-pagers of the respective engagement type for more details

Stage 03 Execution & POE Submission

Home > Incentives > MCI engagements > AMM PL: Infra/Database Migration (Small)

Customers | AMM PL: Infra/Database Migration (Small)

Eligible Ineligible Complete

A summary of all customers eligible for the engagement or having ongoing active claims along with status and action required. [Learn More](#)

Important: Customer consent emails are only sent once per day.

Filter: tenn

Customer name	Claim ID	Claim name	PartnerID	Partner name	Last updated	Status	Action	Claims expiry
	3075750	ABC Company Infra/DB Migration	5265117	Test_Test_FridayINC	7/31/2023	Customer consent received	Submit claim	11/29/2023

Home > Incentives > MCI engagements > AMM PL: Infra/Database Migration (Small) > Customers > TENNIS CANADA

Claim 3075750 | ABC Company Infra/DB Migration

Summary of your engagement claim. You must submit your claim with all of the required information before Microsoft can review it. [Learn More](#)

Engagement Details

Customer information

Customer name: [Redacted]
 Customer consent date: August 1, 2023
 Customer contact name: John Smith
 Customer contact email: [Redacted]
 Customer contact title: CIO
 TPID: 1811771

Partner information

Partner location: AUS, Redmond, (Partner ID: 5265117)
 Partner name: Test_Test_FridayINC
 Partner contact name: Jane Brown
 Partner contact email: [Redacted]

Submit Proof of Execution

Note: When uploading POE documents with customer email addresses, please blur the customer personal information and keep the domain information visible.

Invoice*

Download Template Upload proof of execution Remove

Document Name Type Last activity

Submit Proof of Execution

Note: When uploading POE documents with customer email addresses, please blur the customer personal information and keep the domain information visible.

Invoice*

Download Template Upload proof of execution Remove

Document Name	Type	Last activity
<input type="checkbox"/> Invoice for Claim 3075750	pdf	Updated by AMMP Test on August 2, 2023

Drag files here to upload

Proof of execution supporting documents*

Upload proof of execution Remove

Document Name	Type	Last activity
<input type="checkbox"/> Azure Migrate & Modernize Partner-led for Infrastructure and Database Migration (Small)	docx	Updated by AMMP Test on August 2, 2023

Drag files here to upload

Surveys

Survey emails are only sent once per day.

Customer Survey: Completed
 Partner Survey: Completed

Optional comment

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

Comment

Please add your comment here

Save comments

Comment history

Viklo Bhatia
 September 9, 2022 10:13 AM
 Ready to submit

Submit claim Dispute claim Cancel claim

AMMP Infra/Database Migration (Small) | Customers

Eligible Ineligible Complete

A summary of all customers eligible for the engagement along with status and action required. [Learn More](#)

Important: Customer consent emails are only sent once per day.

Customer name	Claim ID	Type	Location	Consent date	Status	Action
[Redacted]	1041055	Active	Friday/INC, AU, Redmond MPN 5265117	September 9, 2022	Workshop claim submitted for Microsoft review	View workshop claim
[Redacted]	1039454	Active	Friday/INC, AU, Redmond MPN 5265117	September 4, 2022	Customer consent received. 116 day(s) to submit workshop claim	Submit claim
[Redacted]	Not started	-	-	-	Claim customer	
[Redacted]	1040306	Active	Friday/INC, AU, Redmond MPN 5265117	-	28 days to receive consent	Send email for customer consent
[Redacted]	Not started	-	-	-	Claim customer	
[Redacted]	Not started	-	-	-	Claim customer	
[Redacted]	Not started	-	-	-	Claim customer	
[Redacted]	Not started	-	-	-	Claim customer	

AMM and Azure Innovate Partner-led POE Requirements

To receive payment, please submit all required components of proof of execution according to the timeline for each engagement size.



Customer Survey (triggered by Partner, completed by Customer)



Partner Survey (completed by Partner)



Proof of Execution (POE) Requirements (uploaded by Partner)



Invoice in USD (uploaded by Partner)

This refers to the partner invoice to Microsoft for completion of activity



Project ACR Estimate (uploaded by Partner)

Not required for Migration Business Case, SAP Assessment, ISV & SAP RISE engagements

MCI Engagements – Claim Invoice Template & Guidelines

[Partner Logo]

Microsoft Partner Incentives

MCI Engagements CLAIM INVOICE

[Partner Company Name]

[Company Address]
Phone [Phone Number]
Contact E-mail [E-mail]

DATE: YYYY-MM-DD

MCI ENGAGEMENT CLAIM ID #	ENGAGEMENT NAME	PRE-TAX FEE AMOUNT
12345	Infra/DB Migration – Small	\$X,XXX.XX USD

Global Requirements

Please upload an invoice to your MCI Engagement claim using either this optional template, or an invoice generated from your accounting system. To be approved, your invoice must contain the following minimum required elements:

1. Claim ID
2. Partner Name associated with location [ID](#)
3. Correct earnings amount for this engagement in USD
 - a. **Pre-tax** amount listed must match the correct engagement fee amount for your claiming location country and engagement type per MCI Program Guide.

Invoice Template
Blue elements need to be filled out

Azure Migrate & Modernize Partner-led for Infrastructure and Database Migration v2 (Small Project Size)

Azure Migrate and Modernize (AMM) helps accelerate and modernization projects. In this engagement, partners will provide infrastructure and database migration project. It can include workloads to Azure: Windows Server, Linux, SQL Server, and deployments with Azure Arc are also supported.

Finally, Microsoft strongly recommends that the new Azure secure manner.

Secure Migrations can include any/all the following:

- Microsoft Defender for Cloud (or equivalent 3rd party)
- Azure networking security (including network security groups, Azure Front Door with WAF policies, Azure Bastion, and Azure Firewall Premium and configure firewall management)

Engagement requirements

Deliver a small-sized project by validating estimated ACR consumption

- Project size: **\$25K - \$125K/year** planned Azure consumption
- The Azure Consumption for this project must be the 12 completed months from the date of production

The following activities must be completed for your custom delivered:

Engagement Subscription IDs

The Subscription IDs you give us will be tracked for Azure Consumption. Therefore, to remain active in the program, it is particularly **important to provide accurate Azure Subscription IDs.**

- Use the table (light green cell color) below to document the Azure **Subscription IDs** related to this engagement.
- Enter one **Subscription ID** per row in the table below. Add more rows to the table if necessary.
- **Subscription IDs** will be validated prior to the engagement being approved.
- **Subscription IDs are Globally Unique Identifiers.** These IDs are made up of five groups separated by hyphens, in the form 8-4-4-4-12 for a total of 36 characters.

Valid SubIDs required for claim approval as of July 1, 2023

Please complete and upload this template to Partner Center to qualify for the Proof of Execution (POE) requirement

POE Template
Fill out required information sign and send back in Word format

Microsoft Azure Estimate

Enterprise Data Warehouse

Service category	Service type	Custom name	Region	Description	Estimated monthly cost	Estimated upfront cost
Databases	Azure Synapse Analytics		East US 2	Tier: Compute Optimized Gen2, Dedicated SQL Pools: DWU 100 x 1 Month, 1 TB of storage with Geo-redundant disaster recovery; East US 2 Region, 100 GB of data collected per day, 7 days of Hot Cache, 30 days of total retention, 7 times estimated data compression, 730 Hours of 2 x Extra Small (2 vCores) Engine Instances, 730 Hours of 2 x 1 vCore Data Management Instances	\$1,755.90	\$0.00
Analytics	Azure Analysis Services		East US 2	Developer (Hours), 5 Instance(s), 720 Hours	\$475.20	\$0.00
Analytics	Power BI Embedded		East US 2	1 node(s) x 1 Month, Node type: A1, 1 Virtual Core(s), 3GB RAM, 1-300 Peak renders/hour	\$735.91	\$0.00
Storage	Storage Accounts		East US	Data Lake Storage Gen2, Standard, LRS Redundancy, Hot Access Tier, Flat Namespace File Structure, 1,000 GB Capacity - Pay as you go, Write operations: 4 MB x 100,000 operations, Read operations: 4 MB x 100,000 operations, 100,000 Iterative read operations, 100,000 Iterative write operations, 100,000 Other operations. 1,000 GB Data Retrieval, 1,000 GB Data Write	\$15,820.80	\$0.00
Support			Support		0	\$0.00
			Licensing Program	Microsoft Customer Agreement (MCA)		
			Billing Account			
			Billing Profile			
			Total		18787.8118	\$0.00

Azure Calculator Example
 Complete Azure Calculator in USD. Monthly Cost x 12 must be within 1st Year ACR Range for engagement type

<https://azure.microsoft.com/en-us/pricing/calculator/>

AMM Partner-led POE Documents – Full Customer Survey Example

Azure Migrate & Modernize Partner-led: Infrastructure and Database Migration (Small) Customer Survey

Microsoft Privacy Statement: <https://go.microsoft.com/fwlink/?Linkid=521839>

Note: Information in survey is maintained within Microsoft and is not shared externally or used for marketing purposes

* Required

1. Your full name *

2. Your job title *

3. Your organization name *

4. Name of partner who delivered the engagement *

5. Date the engagement started? *

6. Date the engagement was completed? *

7. Did the partner complete all required activities as part of this customer engagement: the landing zone buildout (or review of an existing landing zone); deployment, cut-over and project wrap-up activities? *

- Yes
 No

8. Please indicate which security elements were included in this engagement: *

- Microsoft Defender for Cloud was deployed
 New 3rd party security solution was deployed
 None, I already had an existing security solution in place
 None. I did not want security to be added at this time

9. How satisfied were you with the partner's delivery? *

1 (Lowest), 5 (Highest)

☆☆☆☆☆

10. How likely are you to migrate or modernize additional solutions to Azure in the next year? *

1 (Lowest), 5 (Highest)

☆☆☆☆☆

11. Share feedback on your experience with the partner on this engagement.

12. "By signing this form electronically, the customer confirms the answers to the questions above are true and accurate. Please type your Full Name, Company Name, and Title in the space below." *

Submit

AMM Partner-led POE Documents – Full Partner Survey Example

Azure Migrate & Modernize Partner-led: Infrastructure and Database Migration (Small) Partner Survey

Microsoft Privacy Statement: <https://go.microsoft.com/fwlink/?LinkId=521839>

Note: Information in survey is maintained within Microsoft and is not shared externally or used for marketing purposes

* Required

1. What is the customer Organization name? *

2. Please enter the customer TPID if known

Leave blank if unknown

3. Partner Organization name *

4. Partner MPN Location ID *

5. Date of engagement kick-off *

6. Date the engagement was completed *

©Microsoft Corporation

7. Did you complete all required activities as part of this customer engagement: the landing zone buildout (or review of an existing landing zone); deployment, cut-over and project wrap-up activities? *

Yes

No

8. Please indicate which security elements were included in this engagement: *

Microsoft Defender for Cloud was deployed

New 3rd party security solution was deployed

None, existing solution was already in place

None, customer did not want security added

9. Was this engagement resubmitted as a result of a previous engagement that had to be cancelled? *

Reasons for cancellation may include: change in project timelines, change in work scope or estimated ACR, etc.

Yes

No

10. If this was resubmitted for a previous engagement that had to be cancelled: Please enter the Claim ID of the cancelled engagement

11. Enter the estimated Annual ACR you believe will be generated by this engagement *

Note that Microsoft reserves the right to reject this claim if the estimated ACR isn't in line with payout amount claimed as outlined in MCI Partner Incentive Guide

12. Did the engagement include any repeatable IP software solutions that can be sold to other enterprises or consumers at scale? *

The customers for this scenario are typically Independent Software Vendors (ISVs).

Yes

No

13. How satisfied were you with the speed of the funding approval from initial request date to payout? *

Rate 1-5, 1 lowest - 5 highest

☆☆☆☆☆

14. How effective was the offer / investment package at accelerating the customer opportunity? *

Rate 1-5, 1 lowest - 5 highest

☆☆☆☆☆

15. Please rate your overall satisfaction with Azure Migrate & Modernize *

Rate 1-5, 1 lowest - 5 highest

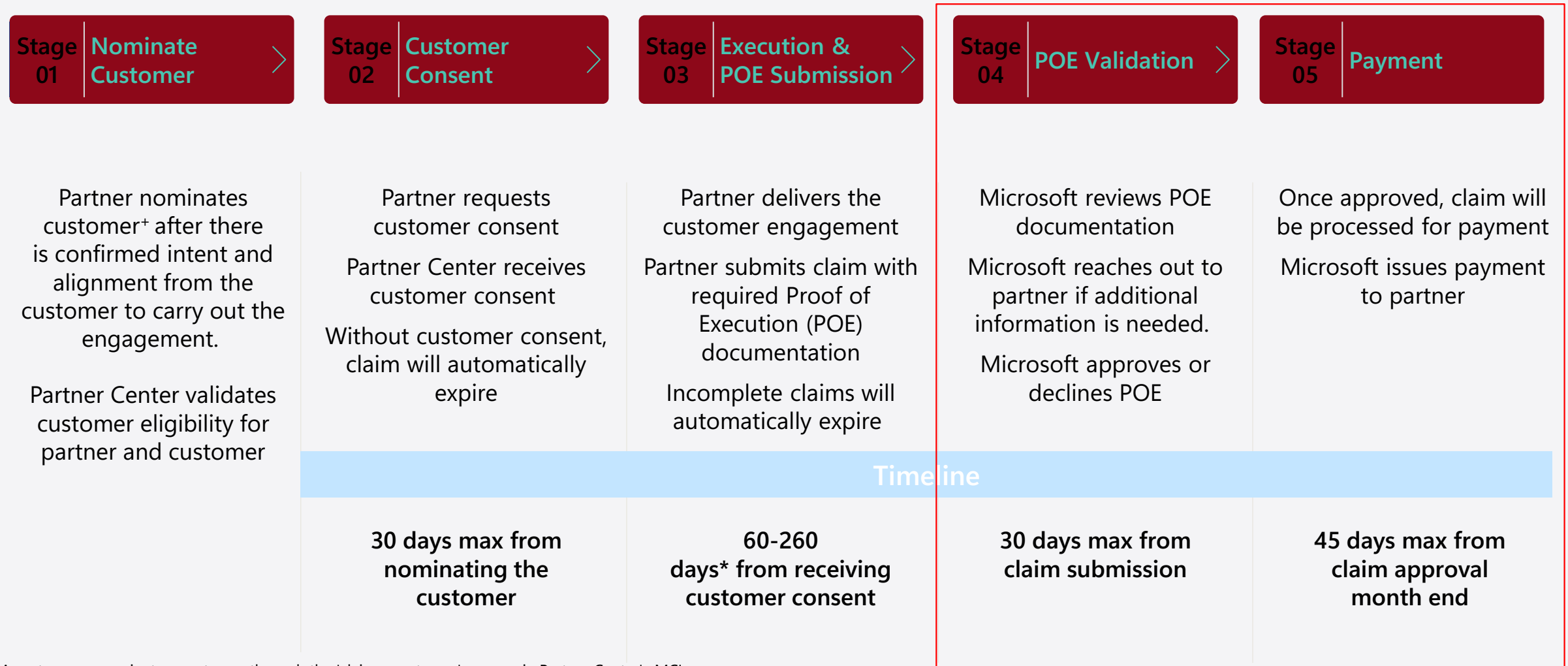
☆☆☆☆☆

16. Share feedback and suggestions for Azure Migrate & Modernize engagement improvements

17. "By signing this form electronically, the partner confirms that they have delivered the engagement fully Please type your Full Name, Company Name, and Title in the space below." *

Submit

AMM and Azure Innovate Partner-led Engagement Stages



+ A partner can nominate a customer through the 'claim a customer' process in Partner Center's MCI engagements section

* The exact timeline for this stage will depend on the size of the engagement.

Please refer to the individual one-pagers of the respective engagement type for more details

Partner expectations and requirements

Submitting nominations & reporting



Ensure Customer intent before submitting request

To truly take advantage of the new process at scale, Partners should ensure that their projects or customers are fully aligned and committed **before** submitting the request in the MCI Portal



One funding instance request per customer project

Partners may not use funding for the same project scope across multiple funding sources*



ISV requirement of PR ACR

For customer migrations to SaaS offerings on Azure, partners are required to report PRACR for the engagements delivered, unless the solution is using a single tenant approach

*Refer to the [Microsoft Commerce Incentives Guide for complete terms and conditions](#).

Azure Governance and Partner Status Reporting



Starting July 1st, new governance measures are in place for Azure Migrate and Modernize and Azure Innovate Partner-led.

Partners are required to provide accurate Azure Subscription ID information (where applicable): We will be monitoring the Azure Subscription IDs very closely and tracking consumption.

Partners who do not meet a [minimum success criteria outlined here](#) might be 'paused' from nominating future engagements.

[Learn more here about Governance](#)



NEW! Partner Status Report

Partners can now regular status report on their participation in AMM & Azure Innovate Partner-led globally for their organization delivered straight to their inboxes twice a month!

[Sign up now:](https://aka.ms/AzurePLOfferingsReportSignup)
<https://aka.ms/AzurePLOfferingsReportSignup>

FY24 AMM & Azure Innovate Governance

Provide partners with clarity on how Microsoft is reviewing performance of every engagement

- How we set the baseline of consumption
- How we calculate current consumption
- How we get to the Incremental Consumption
- Governance for Pre-sales Engagements

Example Ideal Engagement



Infra/DB Migration (Medium) – Annual Incremental ACR > \$125K

FY24 AMM & Azure Innovate Governance

Baseline Consumption

- ❑ Based on the **Customer Consent Date** for an engagement
- ❑ Take average of Subscription consumption across months **M-1, M-2** and **M-3**.

Current Consumption

- ❑ Calculated as the average of Subscription consumption for an engagement between Current Month -1 and Submission Month+1.
- ❑ **Example:** Submitted in June 2023, calculate the average of Subscription consumption between July 1st (Submission Month+1) and November 30th (Current Month - 1)

Incremental Monthly Consumption = Current Average – Baseline Average

Estimated Annual Consumption = Incremental Monthly Consumption x 12

FY24 AMM & Azure Innovate Governance

Provide partners with clarity on what actions Microsoft will take in the event that engagements fail to meet the performance expectations.

	Months 1-3	Months 4-6	Months 7-12
Criteria	Grace Period	Estimated Annual Consumption > 75% of the Minimum Annual ACR for the engagement	Estimated Annual Consumption > 100% of the Minimum Annual ACR for the engagement.



FY24 AMM & Azure Innovate Governance

Provide partners with clarity on what actions Microsoft will take in the event that engagements fail to meet the performance expectations.

- Don't expect all engagements to meet this criteria – things happen.
- We will monitor, at the Partner level, the % of engagements meeting the criteria.
- If a partner's % drops below **50%** - we reserve the right to "**Pause**" the partner from AMM & Azure Innovate

PAUSED: Partner cannot submit claims for any new customer engagements until their % of engagements meeting the criteria is 50% or above.

NOTE: FY24 Governance applies to claims created 7/1 onwards

FY24 AMM & Azure Innovate Governance – Pre-Sales

Launched 7/1 we now have Assessment offerings for AMM and MVP offerings for Azure Innovate.

- ❑ Partners can leverage pre-sales engagements up to 2x the number of qualifying post-sales engagements.
- ❑ Qualifying post-sales engagements are completed engagements meeting the minimum ACR requirement for the t-shirt size.
- ❑ This will be reviewed monthly.
- ❑ Where the number of post sales engagements (for AMM or Azure Innovate, considered separately) is less than 3, the maximum allowed number of presales engagements will be 6

Pre-sales Pause: Partners that exceed the threshold of 2x pre-sales engagements to post-sales engagements may be paused from claiming new pre-sales engagements.

Updates to Governance Model – November 15th

Calling out that Subscriptions linked to Free Azure Accounts or Azure Sponsorship Subscriptions are not supported and will not count towards POE.

Pre-sales governance: *We heard your feedback about our Pre-sales Governance.*

The 2:1 pre-sales to post sales ratio is not changing.

From Nov 15th, the pre-sales governance will consider '**In progress**' deployment projects as well and will have a half or .5-point credit.

Example – Current Governance Model for Partner Contoso

Approved Post-sales projects	In-progress projects	Total Pre-sales eligible
4	4 (not counted)	8
4 (1 * 4 Approved)		4 * 2

Example – **NEW** Governance Model for Partner Contoso

Approved Post-sales projects	In-progress projects	Total Pre-sales eligible
4	4	12
4 (1* 4 Approved) + 2 (.5 * 4 In progress) =6		6 * 2

You will receive communications by end of this week with this information through our regular channels

Sounds hard to track? We have some more good news!

Now we have a partner facing AMM & Azure Innovate Status report created that will be sent out **twice a month** giving regular updates to partners.

AMM/Azure Innovate Partner Led Investment Summary

Engagement Group	Current FY		Total	
	In Progress (USD)	Paid Out (USD)	In Progress (USD)	Paid Out (USD)
Azure Migrate & Modernize				
Azure Innovate				

Below is your current count of pre-sales to post-sales:

Partner Name	AMM		Azure Innovate	
	Count Pre Sales	Count Approved	Count Pre Sales	Count Approved
	3	37	4	1

Engagement Details:

Claim Id	Partner Name	TPID	Customer Name	Suspension Status	Customer Consent Response	First Claim Submission	Min Required ACR
				Grace Period	7/7/2023 5:04:10 AM	7/26/2023 5:22:05 PM	\$500,000
				Grace Period	8/22/2023 6:58:31 AM	8/29/2023 6:51:51 AM	\$125,000

<https://aka.ms/AzurePLOfferingsReportSignup>

You will receive communications by end of this week with this information through our regular channels

FY24 AMM & Azure Innovate Governance

Summary

- ❑ This is a trust model for our best partners
 - ❑ No intent to claw back any funding (at this point in time)
 - ❑ Does not impact any in-flight engagements
 - ❑ Pause is temporary
 - ❑ Working on how to efficiently share status information with you
-
- ❑ For detailed information see the FY24 AMM & Azure Innovate Governance PDF [<aka.ms/AMMpartnersuccess>](https://aka.ms/AMMpartnersuccess)

Top 3 things that might slow down your claim

In Partner Survey

- Start & end dates is for this specific engagement/ scope that is being submitted in AMM or Innovate Partner-led.
- Start date -> On or After Customer Consent Date
End Date -> On or Before Claim submission date

For Azure Pricing Calculators

- The Azure Consumption estimation required is for 1 year. Please make sure they fall between the T-shirt size.
- Example, a \$30K/ year Azure Pricing Calculator should NOT be submitted for a Large engagement with a Min requirement of \$250K/ year.
Please also try and submit the Azure Calc in USD and as an Excel workbook (standard output from Azure Pricing Calc tool)

In POE document

If Azure SubIDs are required (for all deployments). Please include only the Azure SubIDs as text. Do not include text before the numbers.

Correct method:

`XXxxxxXX-1234-5678-9988-XXXXxxxxXXXX`

Incorrect method:

`ProdID:XXxxxxXX-1234-5678-9988-XXXXxxxxXXXX`

Best practices

- While nominating, only use the Customer TPID as the Customer ID type. Do not use the Tenant ID or Domain. If you don't know the TPID please ask your PDM or email: AzurePartnerOffering@microsoft.com
- Each engagement is a distinct scenario with the customer. If there are multiple workloads needed for a customer, please nominate them separately
- AMM or Azure Innovate Partner-led should be for net new engagements. Do not nominate engagements that are already underway
- Do not start a project before customer provides Consent and you receive the confirmation email
- Do not nominate projects if a Pilot/POC or deployment is already done
- Do not nominate the same project multiple times for funding (*'double dipping'*) in AMM & Azure Innovate Partner-led OR Field-led, for example:
 - 1 Infra/DB project should not be nominated for a Small AND Medium engagement
 - Similarly, 1 Infra/DB project should not be nominated for AMM Partner-led AND AMM Field-led
- Nominate customers only when they are ready for the engagement. Nominating early does not lock a customer
- Nominate yourself when you are ready to start your project or bring it to Pilot/POC stage
- In case a project appears to be delayed, let us before the claim expires. You can email AzurePartnerOffering@microsoft.com and we can provide guidance
- Make sure to provide accurate Azure Subscription IDs in the POE documents (that require it). These Azure Subscription IDs will be used to track incremental ACR and incorrect IDs might lead a partner to be 'paused' from nominating customers. It may also delay claim processing
- Make sure that all POE documents are submitted in a timely manner before the claim deadline. Once a claim expires, you cannot renominate the same project without prior authorization from the Azure team

Claim submission

- Submit claims only after work is complete.
- Ensure that all POE documents are submitted in a timely manner before claim deadline. Once a claim expires, you can not renominate the same project without prior authorization.
- In Partner Survey, your Start date must be on or after the Customer Consent Date and the end date of the project must align with claim submission date.
- Include all POE documents as instructed in MCI guide:
 - Azure Calculator must be in XLS or PDF.
 - POE document must be most recent version at the time of submission and submitted as a Word doc. You can find the templates in the Engagement Summary or download from here: <https://aka.ms/azurePofferings>.
 - Azure SubIDs must be correct and follow instructions in the POE document.
 - Please include all SubIDs (not Tenant ID or Billing Group IDs). If you leave SubIDs out, your ACR may track low.
 - **Note:** If you fall below the required ACR, you may be paused. Please refer to Governance Doc for full rules.
- There are NO exceptions to these POE requirement.
- In POE document, please include only the Azure SubIDs as text. Do not include text before the numbers (such as Prod: SubIDs).

Reference Material:

- [MCI Program Guide](#).
- [Azure Partner Led Governance Information](#).
- Have more questions? Email AzurePartnerOffering@microsoft.com.

Nominate today:
aka.ms/AzurePLofferingsNominate



