



Global Promo Readiness Guide

May 2023

Microsoft



The content presented in this guide was last updated on:

May 2023

Any changes applied after this date will be included in the next version of this guide.

Promo guide contents



Your promo guide contains four sections:

Section 1

- [Useful information on how to use promos](#)
- [Useful resources](#)

Section 2

- [Promo calendar](#)

Section 3

- [New commerce experience \(NCE\) promotions](#)



Navigating the promo calendar view

If you want to know more about a launch, select the title. You'll be automatically redirected to the details page. Additionally, you can refer to the following legend:

 Start date  End date  Extended date



Do you want to know more about Microsoft's offers?

You might want to check:

- Your [Partner Center Announcements page](#).
- The [Operations Readiness Resource Gallery](#).



Useful information on how to use promos | Volume Licensing and CSP

Promotional discounts are end-customer benefits. Partners are expected to pass the discount on to their customers.

Channel	Identifier	On price list	In Partner Center	Identifier SKU
Volume Licensing (EA, EAS, EES)	Promo Offers/SKUs	Yes	No	Display Name: Office 365 E1 Promo SKU ID: AAA-12345
CSP	Promo Offers/SKUs	Yes	Yes	Display Name: Office 365 E1 Promo SKU ID: AAA-12345
CSP	Campaigns	No	Yes	Display Name: Office 365 E1 Offer GUID: 91fd106f-4b2c-4938-95ac-f54f74e9a239

Additional notes for CSP campaigns:

- If the promotion is restricted to “new customers only,” technical enforcement will apply to new customer tenants, as defined by the promotion eligibility rules.
- No conversion is required at the end of the promotion; customers will make an annual commitment as part of the promotion.
- Billing is consistent with any existing CSP purchases; monthly billing starts when purchases are made.
- When the promotional rate expires, normal prices apply.
- Charges will appear on your monthly bills when promotions are in effect or expire.

EA = Enterprise Agreement

EAS = Enterprise Agreement Subscriptions

EES = Enrollment for Education Solutions

CSP = Cloud Solution Provider



Useful resources

Information related to promos in Partner Center can be found at:

[Promotion support](#)

You can also use your regular support channels (for Volume Licensing create a case using the [My Cases and Support workspace in VL Central](#), [Partner Center Support for CSP](#)) to log a call if needed.

What's changed since our last publication?

Since our last publication, the following items have been changed:

We've made an Excel version of the promo file available to partners who wish to ingest this information directly into owned tools. You can download the file [here](#).

The following promotion have been removed:

- Remote Help promo



May promotions | Partner and customer offers

	Title	Description	Programs	Discount	Start date	April 2023	May 2023	June 2023	Going forward
Business Applications	Dynamics cloud migration promo	Dynamics cloud migration promo	CSP	40%	▶ Aug 1			■ Jun 29	
	Power Virtual Agent (PVA) promo	Power Virtual Agents Chat Session for Virtual Agent	EA, EAS, CSP, Web Direct	80%	▶ Apr 1				■ Jul 1
Azure	Cybersecurity with Azure AD Premium Plan 2 for CSPs with DAP	Cybersecurity with Azure AD Premium Plan 2 for CSPs with DAP	CSP	100%	▶ Oct 1				■ Sep 30

Select a promo to view detailed description



Start date



End date



Extended date



Microsoft

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Dynamics cloud migration promo

Promotion summary

This new promotion provides discounted Dynamics 365 online services to drive customers' migration to the cloud. It also supports customers who have started their digital transformation journey under legacy migration offers to transition to the new promotion pricing.

Benefits

The cloud migration promotion offers the following benefits to customers:

- 40 percent discount for Dynamics 365 Online Services with a three-year subscription, providing price predictability during migration to the cloud.
- Dual-access rights (concurrent on-premises and cloud use), supporting user access prior to on-premises solution sunset when cloud migration is complete.
- Supports phased cloud migrations, allowing organizations to add new users through the term of the promotion.

Terms

Subscription term: Three-year subscriptions; promotional price isn't renewable.

Licensing requirements:

- All Dynamics on-premises licenses (Dynamics AX, CRM, Government partner, NAV, Subscription License, and others) with an active Dynamics Customer Services and Support plan (for example, Enhancement Plan or Advantage Plan) or Software Assurance (SA) and renewing into Dynamics 365 online services.
- All Dynamics 365 Online Services with active subscriptions for Dynamics 365 from SA or Dynamics Price List, Dynamics 365 Cloud add-on, Dynamics 365 Qualified offer, or Dynamics 365 Cloud Migration offer.

This promotion isn't applicable to net-new cloud customers or inactive Dynamics on-premises customers.

Duration

August 1, 2021 to June 29, 2023

Geography

Worldwide

Promo type

CSP (on price list); 36-month subscription in CSP

Products

Dynamics Base + Attach subscriptions (Sales, Cust Serv, Finance, SCM, Commerce, and Biz Central)

Discount percent and discount description

40 percent

Customer eligibility

Existing Dynamics on-premises customers with active annuity renewing to cloud

End customer value prop

Provides "introductory" promotional price for customers renewing from on-premises to cloud

Partner value prop

Retire cloud revenue and/or cloud customer add quotas or partner incentives

How it works

Eligible customers may purchase on-price list promotion SKUs at 40 percent discount

Next steps/Learn more

Not applicable

SKUs/Offer ID

A/C/D/U	Offer display name	Offer ID	License agreement type	Secondary license type	Material
ADD	Dynamics 365 Business Central Device (36 mo) Cloud Migration Promo	db62c1d1-f927-43c1-8a39-0b3f07f6d176	Corporate	NON-SPECIFIC	1OV-00007
ADD	Dynamics 365 Business Central Essentials (36 mo) Cloud Migration Promo	f2ed7088-0d8f-45c5-813c-c21029134976	Corporate	NON-SPECIFIC	1OT-00007
ADD	Dynamics 365 Business Central Premium (36 mo) Cloud Migration Promo	65d10f3b-b374-42f6-b699-a413b3a063cb	Corporate	NON-SPECIFIC	1OR-00007
ADD	Dynamics 365 Business Central Team Member (36 mo) Cloud Migration Promo	f4f7e087-922b-40ec-86e7-e401796fe23a	Corporate	NON-SPECIFIC	1OX-00007
ADD	Dynamics 365 Commerce (36 mo) Cloud Migration Promo	98aabb2-b68c-4203-aefd-d8775e64be7d	Corporate	NON-SPECIFIC	SAQ-00012
ADD	Dynamics 365 Commerce Attach to Qualifying Dynamics 365 Base Offer (36 mo) Cloud Migration Promo	f88e7c3d-ecb3-42f7-8f7d-ccb7398cc2c5	Corporate	NON-SPECIFIC	GZJ-00013
ADD	Dynamics 365 Customer Service Enterprise (36 mo) Cloud Migration Promo	f88e7c3d-ecb3-42f7-8f7d-ccb7398cc2c5	Corporate	NON-SPECIFIC	GZJ-00013
ADD	Dynamics 365 Customer Service Enterprise Attach to Qualifying Dynamics 365 Base Offer (36 mo) Cloud Migration Promo	305c3cab-80df-440d-a54a-2b0137e51343	Corporate	NON-SPECIFIC	SCC-00012
ADD	Dynamics 365 Customer Service Professional (36 mo) Cloud Migration Promo	3d169b0c-3407-44c3-a1c8-207c56994f58	Corporate	NON-SPECIFIC	MET-00009
ADD	Dynamics 365 Customer Service Professional Attach to Qualifying Dynamics 365 Base Offer (36 mo) Cloud Migration Promo	7c40b2af-5369-4ca6-80df-4c1b2d746eaf	Corporate	NON-SPECIFIC	SCV-00011
ADD	Dynamics 365 Field Service (36 mo) Cloud Migration Promo	4d5518d5-60bb-4b81-8fd7-bd436a3411e4	Corporate	NON-SPECIFIC	DEH-00025
ADD	Dynamics 365 Field Service Attach to Qualifying Dynamics 365 Base Offer (36 mo) Cloud Migration Promo	941210ab-930c-484a-8612-732d48dbeb09	Corporate	NON-SPECIFIC	SCN-00012
ADD	Dynamics 365 Finance (36 mo) Cloud Migration Promo	93a52eda-60cc-4da2-a84f-735a4a2db357	Corporate	NON-SPECIFIC	SFV-00020
ADD	Dynamics 365 Finance Attach to Qualifying Dynamics 365 Base Offer (36 mo) Cloud Migration Promo	859d29ee-723f-40fa-9325-603775252d8e	Corporate	NON-SPECIFIC	SAJ-00017
ADD	Dynamics 365 Human Resources (36 mo) Cloud Migration Promo	6733fb71-baf9-4cb3-83b3-06aefc26db65	Corporate	NON-SPECIFIC	UUF-00019
ADD	Dynamics 365 Human Resources Attach to Qualifying Dynamics 365 Base Offer (36 mo) Cloud Migration Promo	a9eed9c-ffc2-48d9-b496-c817333ae618	Corporate	NON-SPECIFIC	UUH-00012
ADD	Dynamics 365 Operations – Activity (36 mo) Cloud Migration Promo	8143e3c3-4cb9-4a8b-9949-23793bf78726	Corporate	NON-SPECIFIC	GHK-00010
ADD	Dynamics 365 Operations – Device (36 mo) Cloud Migration Promo	3390b98b-3b96-41f9-bdcc-70c090280969	Corporate	NON-SPECIFIC	GXU-00006
ADD	Dynamics 365 Project Operations (36 mo) Cloud Migration Promo	e766369b-86bc-48e7-9e18-26e470095af4	Corporate	NON-SPECIFIC	1S7-00027
ADD	Dynamics 365 Project Operations Attach (36 mo) Cloud Migration Promo	5c2275a2-c8b6-4952-90ba-af687a54a0ee	Corporate	NON-SPECIFIC	1SD-00020
ADD	Dynamics 365 Sales Enterprise Attach to Qualifying Dynamics 365 Base Offer (36 mo) Cloud Migration Promo	7107677f-79e1-4531-9c5c-7afe7822d30a	Corporate	NON-SPECIFIC	SAT-00011
ADD	Dynamics 365 Sales Enterprise Edition (36 mo) Cloud Migration Promo	6b78a88c-a074-4ed8-ae2c-9248f4762758	Corporate	NON-SPECIFIC	DGP-00036
ADD	Dynamics 365 Sales Professional (36 mo) Cloud Migration Promo	750ba517-38e3-4a4f-8b09-8639edf0325c	Corporate	NON-SPECIFIC	NCR-00011
ADD	Dynamics 365 Sales Professional Attach to Qualifying Dynamics 365 Base Offer (36 mo) Cloud Migration Promo	030010ac-336f-4b58-9627-8232ab53853f	Corporate	NON-SPECIFIC	SDG-00012
ADD	Dynamics 365 Supply Chain Management (36 mo) Cloud Migration Promo	3fa32a99-025f-4e05-96d7-89604e17cf92	Corporate	NON-SPECIFIC	S2R-00019
ADD	Dynamics 365 Team Members (36 mo) Cloud Migration Promo	0158d63f-4ec0-430c-9466-3f78d51fc1ca	Corporate	NON-SPECIFIC	MTH-00010

Power Virtual Agent (PVA) promo

Promotion Summary

Try Microsoft Power Virtual Agents and Chat Session for Virtual Agent for a discounted price and a limited time.

Duration

April 2022, to July 1, 2023

Geography

Worldwide, except China

Promo type

Volume licensing (EA, EAS, MPSA, EES), traditional CSP, Web Direct, new commerce experience (breadth)

Products

Power Virtual Agents
Chat Session for Virtual Agent

Discount percent and discount description

80 percent for Power Virtual Agents and 77.77 percent for Chat Session Virtual Agent

For new commerce breadth, see the latest [Operations Promo Guide Excel File](#) for the latest list of promotion IDs and product SKUs for all new commerce promotions. The new commerce promotion details tab in the excel file allows partners to filter by promotion type.

Customer eligibility

None

End customer value prop

Build bots easily and quickly; engage employees and customers.

Partner value prop

Help your customers empower their teams to quickly and easily create intelligent bots.

How it works

Not applicable

Next steps/Learn more

[Power Virtual Agents](#)

Select header to return to calendar view

Cybersecurity with Azure AD Premium Plan 2 for CSPs with DAP

Promotion Summary

A free 12-month subscription of Azure AD Premium Plan 2 for partners in the Cloud Solution Provider (CSP) program with delegated administrative privileges.

As of October 1, 2022, partners can redeem an additional 12-month subscription, for a total of 24 months free.

Duration

October 1, 2021, to September 30, 2023

Geography

Worldwide

Promo type

CSP

Products

Azure Active Directory Premium P2

Discount percent and discount description

100 percent

Customer eligibility

Partners in the CSP program with DAP

End customer value prop

Increased security

Partner value prop

Managed service providers can protect access to customer data.

How it works

Sign up [here](#) and see Next steps/Learn more for more information.

SKUs/Offer ID

Not applicable

Next steps/Learn more

[Cybersecurity with Azure AD](#)

New commerce experience promotions



New commerce experience promotions

The following is a list of promotions available in new commerce experience. Some of these promotions might also be available in traditional license-based Cloud Solution Provider (CSP).

Title	Programs	Discount	Start date	April 2023	May 2023	June 2023	Going forward
Microsoft Viva promo	CSP	25%	▶ Nov 1			■ Jun 30	
Power Virtual Agent (PVA) promo	EA, EAS, MPSA, EES, CSP, Web Direct, NCE	80%, 77.77%	▶ Apr 1				■ Jul 1
Windows 365 Business promo	CSP	100%	▶ Jul 1				■ Sep 30
Windows 365 Enterprise promo	CSP	100%	▶ Jul 1				■ Sep 30
Business Central (Ukraine) promo	CSP	80%	▶ Jun 1			■ Jun 30	
Microsoft 365 SMB New customer, Upsell, and CSP legacy to CSP new commerce renewal promotion	NCE	16.67%	▶ Nov 14			■ Jun 30	
Dynamics 365 and Power Platform New Customer and CSP legacy to CSP new commerce renewal promo	NCE	16.67%	▶ Nov 14			■ Jun 30	
Microsoft 365 Business Premium India and APAC Emerging Markets	CSP, Web Direct, NCE – partner led	27%, 18%	▶ Jan 15				■ Jan 15
Microsoft 365 E3 2023 DMWL offer in CSP	NCE, partner-led (CSP)	15%	▶ Feb 1			■ Jun 30	
Bridge to the Cloud 2 promotion	NCE, partner-led (CSP)	40%	▶ Feb 1				■ Dec 31
ProDirect for M365 SMB offer	NCE customer-led and Web Direct	25%		▶ Mar 1			■ Sep 30

New commerce experience promotions

For details about how promotions work in the new commerce experiences, review the [how-to topic for new commerce promotions](#). This includes valuable functional information about promotions in the new commerce world.

As with all transactions, partners should pay special attention to the review screen in the Partner Center checkout experience to ensure the promotion is being applied they expect.

New commerce promotions can be retrieved using the Partner Center API or by viewing the promotion in the Partner Center catalog experience. For additional details on discovering, operationalizing, and verifying eligibility for new commerce promotions, see:

- Partner Center [Introduction: New commerce promotions](#)
- Partner Center [New commerce license-based overview](#)
- [New commerce experience handbook](#)

Select a promo to view detailed description



Start date



End date



Extended date

List of promotions

New commerce promotions are most easily viewed using the [Operations Promo Guide Excel file](#). This file has a tab for new commerce details and includes all active current new commerce promotions. Partners can filter and sort the data. Filtering by column A, **Promotion Type**, partner can quickly find the promotion type that they're looking for. The file includes the following data:

- **Promo type:** These fields align to the promotions listed in the previous section, such as list: Business Voice promo and Pro Direct Support promo. Use the next fields listed to see further details about each promotion type.
- **Promo Id:** The promo ID is made up of three IDs delimited by a colon and represents the promotion that is applied. The promo ID shows up in the reconciliation file after purchase and throughout the Partner Center experience. This is an example of a promo ID—39NFJQT1PFPJ:0007:39NFJQT1Q5FN. The last value, sometimes called the promotion's availability ID, can change if the promotion is edited or reissued by the system. Partner Center API users should always get the current promotion IDs if they are transacting through the APIs.
- **Promo name:** This is the name of the promotion as it appears in the Partner Center user interface, along with the other promotion details. This should also be the title of the SKU being purchased.
- **startDate:** This is the date the promotion became available.
- **endDate:** This is the date from which the promotion is expected to no longer be available.
- **AutoApplied:** This indicates if the promotion is automatically applied when transacting. Currently all new commerce promotions are auto-applied.
- **Product Id:** This is the product ID being purchased that the promotion is configured for.
- **SKU Id:** This is the SKU ID being purchased along with the product Id.
- **Term:** This refers to the term of the product and SKU that the promotion is configured for.
- **Billing Cycle:** This is the billing plan of the product, SKU and term that the promotion is configured for.
- **Discount type:** This field indicates whether the promotion is a percentage discount or a fixed discount. All current new commerce promotions are a percentage discount.
- **Discount value:** This field describes the amount of discount.

You can view the actual promotion IDs in the Partner Center catalog purchase experience as well as the promotion details that are returned when calling the `getPromotions` API.

Verify promotions before being billed

Partners can check the estimates file or unbilled open period line items by going to the Partner Center billing page or by calling the Partner Center APIs to see if promotions were applied to a transaction. The **PromotionID** indicates whether or not the promotion was applied, and the **EffectiveUnitPrice** indicates the price after discount. On average, these details are updated six hours after the transaction. However, sometimes they can take as little as one hour or as long as 24 hours due to system latency.

Partners can also verify if the promotion was applied in the Partner Center order history and activity logs.

Additional information

The discount is calculated as $(\text{promo price} - \text{unit price}) / \text{unit price}$. Promotions don't apply to nonprofit, academic, and government prices available in CSP.

Purchase price and details:

- Promotional details can be viewed using the Partner Center API or by viewing the promotion in the Partner Center catalog experience.
- Apply the percentage discount in the promotion details to unit prices on the posted price list to determine the expected price.
- You can find purchased promotions in the reconciliation file after the purchase is billed.

Autorenewal:

- **Annual.** At the end of a 12-month subscription, promotion renews into regular price, which includes any price increases that might have been announced.
- **Monthly.** Renews monthly at the promo price during the promo term. Once the promotion ends (June), the subscription will renew into the regular SKU price, which will include price increases that went into effect during the promo period.

Midterm conversions and promotions:

- Midterm conversions of term or billing plan are currently not possible if the subscription was purchased via a promotion, including the monthly and annual term promotional discounts that went into effect on January 10, 2022, on commercial seat-based offers in new commerce.
- If the subscription has a promotion applied, the term and billing plans can be changed only at the end of the subscription's term.

Important

A subscription that has been acquired with a promotion disables the ability to change term and billing cycle. Partners that need to change these properties will need to wait until the end of the current subscription term to do so and acquire a new subscription, letting the old subscription end, turning off auto-renew. This is true for both mid-term changes and scheduled changes.

See the latest [Operations Promo Guide Excel file](#) for promotion IDs and product SKU IDs for all new commerce monthly and annual promotions. The new commerce promotion details tab in the Excel file allows partners to filter by promotion type.

Microsoft Viva promo

Promotion summary

Receive introductory pricing on Microsoft Viva, the new employee experience platform that brings together communications, knowledge, learning, resources, and insights in the flow of work.

Duration

November 1, 2021, to June 30, 2023

Geography

Worldwide

Promo type

EA, EAS, CSP, Web-direct, New Commerce Experience

Products

Microsoft Viva

Discount percent and discount description

25 percent

Customer eligibility

Available to all customers

End customer value prop

Receive introductory pricing on new product

SKUs/Offer ID

CSP price list

Partner value prop

Reduced pricing to help introduce new product to customers

How it works

Price promotion using a campaign ID in Partner Center, price list SKU, or from the microsoft.com site

Next steps/Learn more

[Employee Experience and Engagement | Microsoft Viva](#)

CSP campaign

Microsoft Viva Promo

Campaign ID

CT_6231_Microsoft Viva Promo_Ext

EA

Viva Suite Per User Introductory Pricing

SKU

IM3-00009

Microsoft.com

[Employee Experience and Engagement | Microsoft Viva](#)

Offer display name	Offer ID	License agreement type	Secondary license type	Material
Microsoft Viva	2d09b4fb-00dc-4b29-a12f-776991d54ea3	Corporate	NON-SPECIFIC	IM3-00005

Power Virtual Agent (PVA) promo

Promotion summary

Try Microsoft Power Virtual Agents and Chat Session for Virtual Agent for a discounted price and a limited time.

Duration

April 2022, to July 1, 2023

Geography

Worldwide, except China

Promo type

Volume licensing (EA, EAS, MPSA, EES), traditional CSP, Web Direct, new commerce experience (breadth)

Products

Power Virtual Agents
Chat Session for Virtual Agent

Discount percent and discount description

80% Power Virtual Agent
77.77% Chat Session Virtual Agent

See the latest [Operations Promo Guide Excel](#) file for the latest list of promotion IDs and product SKU IDs for all new commerce promotions. The new commerce promotion details tab in the Excel file allows partners to filter by promotion type.

Customer eligibility

None

End customer value prop

Build bots easily and quickly; engage employees and customers.

Partner value prop

Help your customers empower their teams to quickly and easily create intelligent bots.

How it works

Not applicable

Next steps/Learn more

[Power Virtual Agents](#)
[CSP offers in meetings and calling](#)

Windows 365 Business promo

Promotion summary

Get one user 100 percent free for one month to try out Windows 365 Business Standard (2vCPU, 8GB, 128GB) on NCE.

Duration

July 1, 2022, to September 30, 2023

Geography

Worldwide, where available

Promo type

CSP

Products

Windows 365 Business Standard 2vCPU, 8GB, 128GB

Windows 365 Business Standard 2vCPU, 8GB, 128GB with Windows Hybrid Benefits

Discount percent and discount description

100 percent—1 month, 1 user

See the latest [Operations Promo Guide Excel](#) file for the latest list of promotion IDs and product SKU IDs for all new commerce promotions. The new commerce promotion details tab in the Excel file allows partners to filter by promotion type.

Customer eligibility

New customers

End customer value prop

Windows 365 Business is the world's first cloud PC. Windows 365 securely streams your personalized Windows desktop, apps, settings, and content from the cloud to any supported device.

Partner value prop

For SMB customers with less than 300 users who need a simplified IT management option with Windows 365.

How it works

See the FAQs at [Microsoft 365 & Security for Partners](#).

Next steps/Learn more

Review the Windows 365 CSP Partner Playbook at [Microsoft 365 & Security for Partners - Windows 365](#).

Windows 365 Enterprise promo

Promotion summary

Get up to three users 100 percent free for one month to try out Windows 365 Enterprise Standard (2vCPU, 8GB, 128GB) on NCE.

Duration

July 1, 2022, to September 30, 2023

Geography

Worldwide, where available

Promo type

CSP

Products

Windows 365 Enterprise Standard 2vCPU, 8GB, 128GB

Discount percent and discount description

100 percent—one month, up to three users

Customer eligibility

New customers

End customer value prop

Windows 365 Business is the world's first cloud PC. Windows 365 securely streams your personalized Windows desktop, apps, settings, and content from the cloud to any supported device.

Partner value prop

This new promo is a perfect opportunity for CSP partners to introduce to and pilot Windows 365 with their customers. With the Enterprise edition, partners will be able provide deployment and management services, using such tools as Microsoft Endpoint Manager and Lighthouse.

How it works

See the FAQs at [Microsoft 365 & Security for Partners](#)

Next steps/Learn more

Review the Windows 365 CSP Partner Playbook at [Microsoft 365 & Security for Partners - Windows 365](#)

See the latest [Operations Promo Guide Excel](#) file for the latest list of promotion IDs and product SKU IDs for all new commerce promotions. The new commerce promotion details tab in the Excel file allows partners to filter by promotion type.

Business Central (Ukraine) promo

Promotion summary

This promotion offers a discount to new Dynamics 365 Business Central customers in Ukraine—an 80 percent discount for two years (one year for signup after July 1, 2023).

Duration

June 21, 2022, to June 30, 2024

Geography

Ukraine

Promo type

CSP

Products

Business Central Essentials and Premium only
Team members user rights not included

Discount percent and discount description

80 percent discount applied through end of annual term that began during signup period.**

Customer eligibility

New customers

End customer value prop

Purchase Dynamics 365 Business Central products at a discount.

Partner value prop

Introduce new users to Business Central

How it works

Customer must not have previously obtained a subscription for the same Business Central product (Essentials or Premium, respectively) in new commerce experience or traditional license-based CSP.

Next steps/Learn more

Not applicable

See the latest [Operations Promo Guide Excel](#) file for the latest list of promotion IDs and product SKU IDs for all new commerce promotions. The new commerce promotion details tab in the Excel file allows partners to filter by promotion type.

Microsoft 365 SMB New customer, Upsell, and CSP legacy to CSP new commerce renewal promotion

Promotion summary

Microsoft created the SMB New Customer, Upsell, and CSP legacy to CSP new commerce renewal promotion to enable partners to pitch how Microsoft 365 helps prospective and existing customers do more with less by consolidating vendors or improving their security and productivity posture with more premium products. The SMB New customer, Upsell, and CSP legacy to CSP new commerce renewal promotion provides a 16.67 percent discount to new-to-Microsoft 365 customers, existing customers upgrading to a more premium product, or customers on legacy CSP migrating to the new commerce experience (NCE), who choose to start with a low-risk monthly commitment across any of the products listed below.

Duration

November 14, 2022, to June 30, 2023

Geography

Worldwide

Promo type

New commerce experience

Products

Microsoft 365 Business Basic
Microsoft 365 Business Standard
Microsoft 365 Business Premium
Microsoft 365 Apps for Business
Microsoft Teams Essentials
Microsoft Defender for Business

Discount percent and discount description

16.67 percent discount off a monthly subscription

Customer eligibility

1. New customers purchasing Microsoft 365 for the first time
2. Existing customers upgrading to a more premium product
3. Legacy CSP customers renewing to the new commerce experience

Customer value prop

Pressures from the evolving global economy are requiring organizations to reduce costs and optimize operations as they continue to shift to a world of hybrid work.

Microsoft 365 provides a complete solution for small and medium-size businesses (SMBs), providing the most powerful and modern tools to help them do more with less. Customers can save money through vendor consolidation, decreased travel costs, increased security, and improved productivity and collaboration with one premium product.

Partner value prop

The new **Do More with Less campaign for SMBs** was created to enable partners to acquire new customers or upsell existing customers.

Partners should use the SMB New Customer and Upsell promo to acquire new customers and upsell existing customers to more premium products. Partners can use this offer as a conversation starter around “do more with less” for both new and existing customers, and help transition customers from legacy CSP to the new commerce experience with the same products.

How it works

Not applicable

Next steps/Learn more

[FAQ](#)

See the latest [Operations Promo Guide Excel](#) file for the latest list of promotion IDs and product SKU IDs for all new commerce promotions. The new commerce promotion details tab in the Excel file allows partners to filter by promotion type.

Dynamics 365 and Power Platform New Customer and CSP legacy to CSP new commerce renewal promo

Promotion summary

Microsoft created the Dynamics 365 and Power Platform New Customer promo to enable partners to accelerate customer acquisition. This promo provides a 16.67 percent discount to new-to-Microsoft Dynamics and Power Platform customers who choose to start with a low-risk monthly commitment across any of the listed products.

Duration

November 14, 2022, to June 30, 2023

Geography

Worldwide

Promo type

New commerce experience

Products

All Dynamics 365 and Power Platform

Discount percent and discount description

16.67 percent discount off a monthly subscription

See the latest [Operations Promo Guide Excel](#) file for the latest list of promotion IDs and product SKU IDs for all new commerce promotions. The new commerce promotion details tab in the Excel file allows partners to filter by promotion type.

Customer eligibility

(1) New customers purchasing Dynamics 365 and Power Platform products for the first time (2) Legacy customers renewing to the new commerce experience

End customer value prop

This new promotion provides discounted Dynamics 365 and Power Platform solutions to support new customers who have started their digital transformation journey.

Partner value prop

Partners can introduce new customers to Dynamics 365 and Power Platform, help existing customers to migrate from legacy CSP to new commerce experience, and get the benefit of cloud attribution revenue toward the Solutions Partner designation and incentives.

How it works

Not applicable

Next steps/Learn more

[FAQ](#)

Microsoft 365 Business Premium India and APAC Emerging Markets

Promotion summary

Microsoft created the Microsoft 365 Business Premium India and APAC Emerging Markets promo to help partners more easily land the comprehensive productivity and security value of the Business Premium suite with small and medium-sized business (SMB) customers. This promotion provides a discount on annual Business Premium subscriptions to all customers.

Duration

January 15, 2023, to January 15, 2024

Geography

India, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, Indonesia, Malaysia, Maldives, Nepal, Philippines, Sri Lanka, Thailand, and Vietnam

Promo type

CSP, Web Direct, new commerce experience – partner led

Products

Microsoft 365 Business Premium

Discount percent and discount description

Discount on 12-month Business Premium subscription—27 percent discount for India and 18 percent discount for APAC emerging markets.

See the latest [Operations Promo Guide Excel](#) file for the latest list of promotion IDs and product SKU IDs for all new commerce promotions. The new commerce promotion details tab in the Excel file allows partners to filter by promotion type.

Customer eligibility

Available to all customers

End customer value prop

This new promotion provides discounted Microsoft 365 Business Premium suite to support SMB customers who are looking to save costs and consolidate vendors while still enabling secure hybrid work and driving security value for their employees.

Partner value prop

This new promotion aligns pricing for Business Premium with discounted pricing for Business Basic, Business Standard, and Teams Essentials. Partners should use this as an opportunity to show SMBs how Microsoft 365 can increase their security posture and consolidate their technology needs and vendors onto Business Premium. This is also an opportunity for partners to offer SMBs managed services to help them more effectively realize a return on their technology investment.

How it works

Not applicable

Next steps/Learn more

Not applicable

Microsoft 365 E3 2023 DMWL offer in CSP

Promotion summary

Microsoft created the Microsoft 365 E3 2023 DMWL in CSP offer for CSP customers purchasing M365 E3 for the first time, offering 15 percent discount on the net partner price for M365 E3 annual subscriptions. This offer applies to CSP and NCE exclusively.

Now's the time for partners to go big with Microsoft 365 E3. M365 E3 continues to be critically important to helping customers do more with less. In non-USD markets undergoing FX adjustments in the coming months, partners have another compelling reason for customers to commit to an M365 E3 annual subscription via this offer.

Duration

February 1, 2023, to June 30, 2023

Geography

Worldwide

Promo type

New commerce experience, partner-led (CSP)

Products

Microsoft 365 E3—annual commitment subscriptions only

Discount percent and discount description

15 percent discount off an M365 E3 annual subscription (monthly not included)

See the latest [Operations Promo Guide Excel](#) file for the latest list of promotion IDs and product SKU IDs for all new commerce promotions. The new commerce promotion details tab in the Excel file allows partners to filter by promotion type.

Customer eligibility

Available only to new-to-M365 E3 customers (subject to the FirstPurchase Constraint)

End customer value prop

Pressures from the evolving global economy require organizations to reduce costs and optimize operations as they continue to shift to a world of hybrid work.

M365 E3 empowers customers to do more with less, eliminating redundant licenses to save costs, simplifying IT management, and protecting their digital workers.

Partner value prop

The new M365 DMWL E3 offer in CSP was created to help partners accelerate new customers migrating from on-premises software to the M365 cloud and/or upsell existing customers from eligible subscriptions (such as Office 365 E3) to M365 E3.

How it works

Offer applies automatically to eligible customers purchasing M365 E3

Next steps/Learn more

See the [Offer FAQ](#) for more details and next steps.

Bridge to the Cloud 2 promotion

Promotion summary

This promotion provides discounted Dynamics 365 online services for eligible Dynamics on-premises commercial customers committed to migrating to the cloud.

Duration

February 1, 2023, to December 31, 2024

Geography

Global

Promo type

New commerce experience, partner-led (CSP)

Products

Most Dynamics 365 SKUs with a three-year term are eligible; see product list in Exhibit A of the [policy document](#)

Discount percent and discount description

Discount of 40 percent for a three-year fixed term (non-renewable, non-cancellable)

See the latest [Operations Promo Guide Excel](#) file for the latest list of promotion IDs and product SKU IDs for all new commerce promotions. The new commerce promotion details tab in the Excel file allows partners to filter by promotion type.

Customer eligibility

Available to existing Dynamics on-premises commercial customers (as of September 1, 2022) with current/active Enhancement Plan (EP); promo not available for net-new customers

Customer's monthly CSP cost must be equal or greater than its EP cost (at suggested pricing per month)

End customer value prop

Provides "introductory" promotional price for customers migrating from Dynamics on-premises to Dynamics 365 online

Partner value prop

Receive CSP/NCE margins while helping your customer transition to the cloud

How it works

Partners placing eligible purchases through NCE partner-led motion should select the promotion during the purchase process and then update customer's on-premises account.

Next steps/Learn more

[Bridge to the Cloud 2 Policy and FAQ](#)

ProDirect for M365 SMB offer

Promotion summary

We're pleased to announce a 25 percent discount on ProDirect Support, now priced at USD6.75 per user per month.

Duration

March 1, 2023, to September 30, 2023

Geography

US, Canada, Australia, and New Zealand

Promo type

New commerce experience customer-led and Web Direct

Products

Professional Direct Support for Microsoft 365

See the latest [Operations Promo Guide Excel](#) file for the latest list of promotion IDs and product SKU IDs for all new commerce promotions. The new commerce promotion details tab in the Excel file allows partners to filter by promotion type.

Discount percent and discount description

Get 25 percent off by signing up for Professional Direct support for Microsoft 365 at USD6.75 per user per month (normally USD9 per user per month).

Minimum purchase amount: 60 licenses/USD405 per month

Customer eligibility

SMB customers

Minimum purchase amount: 60 licenses/\$405 per month

End customer value prop

ProDirect delivery managers will be the single point of contact for your support needs. Rest assured knowing that you're working with an engineering-led concierge team who are subject matter experts when it comes to Microsoft 365.

Next steps/Learn more

Visit [Professional Direct Support for Microsoft 365](#) for more details.