



Global Promo Readiness Guide

September 2, 2024

Microsoft



The content presented in this guide was last updated on:

September 2, 2024

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

Promo guide contents



Your promo guide contains two sections:

Section 1

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

Section 2

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



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](#).



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



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.

Excel version

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

What's changed since our last publication?

The following promotions have been added:

- Getting Started with Copilot for Microsoft 365 15% offer
- Microsoft 365 E3 3-year 10% Accelerate offer in CSP
- Office 365 E1 Plus CSP 30% launch promotion
- Office 365 E1 40% Acquire promo for ASEAN
- Office 365 E1 40% Acquire promo for LATAM

The following promotions have been updated:

- Office 365 E1 40% Acquire promo for LATAM
- Do More with Microsoft 365 E3 Accelerate promotional offer



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	August 2024	September 2024	October 2024	Going forward
Bridge to the Cloud 2 promotion	NCE, partner-led (CSP)	40%	▶ Feb 1				■ Dec 31
MDB CSP Margin promotion — special offer	Temporary partner margin increase	50%	▶ Mar 1				■ Feb 28
Nonprofit Modern Work NCE promo	NCE, partner-led (CSP)	16.67%	▶ Mar 18				■ Dec 31
New Commerce Transition promo for Nonprofits: Business Applications	NCE, partner-led (CSP)	16.67%	▶ Mar 18				■ Dec 31
New! Do More with Microsoft 365 E3 Accelerate promotional offer	NCE, partner-led (CSP)	15%	▶ Jul 1				■ Jun 30
Windows 365 CSP 15 percent promo	NCE, partner-led (CSP)	15%			▶ Sep 1		■ Feb 1
Dynamics 365 Business Central 10 percent discount for Microsoft 365 customers	NCE, partner-led (CSP)	10%		▶ Aug 1			■ Jun 30
Getting Started with Copilot for Microsoft 365 15% offer	NCE, partner-led (CSP)	15%			▶ Sep 1		■ Dec 31
Microsoft 365 E3 3-year 10% Accelerate offer in CSP	NCE, partner-led (CSP)	10%			▶ Sep 1		■ Jun 30
Office 365 E1 Plus CSP 30% launch promotion	NCE, partner-led (CSP)	30%			▶ Sep 1		■ Jun 30
Office 365 E1 40% Acquire promo for ASEAN	NCE, partner-led (CSP)	40%			▶ Sep 1		■ Jun 30
Office 365 E1 40% Acquire promo for LATAM	NCE, partner-led (CSP)	40%	▶ May 16				■ Dec 31
CSP-EP to online Business Central (CSP2BC)—special offer	NCE partner-led (CSP)	40%	▶ Nov 1				■ Mar 31

New commerce experience promotions

Specialized Offer

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—39NFJQT1PPPJ: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 (promo price – unit price) / 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.

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, 2025

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](#)

MDB CSP Margin promotion — special offer

Promotion summary

The Microsoft Defender for Business (MDB) CSP Margin promo starting March 1, 2024, is a year-long promotion for the enterprise-grade endpoint solution MDB for small and medium-sized businesses (SMBs). The promotion will provide an increased margin of 50 percent to our CSP partners. It will be automatically applied to the existing SKU and all new seats between now and the end of the promotion period.

Duration

March 1, 2024, to February 28, 2025

Geography

Global

Promo type

Temporary partner margin increase

Products

Microsoft Defender for Business

Discount percent and discount description

50 percent margin for CSPs

Customer eligibility

Available to CSP partners

End customer value prop

Microsoft Defender for Business provides an enterprise-grade endpoint solution to SMBs. It's a comprehensive security solution designed to protect SMBs from cyber threats. It provides end-to-end protection for all devices and platforms, including Windows, MacOS, iOS, and Android. With Microsoft Defender for Business, businesses can safeguard their identities, business and customer data, and devices.

Partner value prop

Microsoft Defender for Business gives partners the opportunity to provide and service SMBs with an enterprise-grade endpoint solution for a fraction of the cost of incumbent security providers. With this promotion, CSP partners can purchase MDB at a 50 percent discount, up from 20 percent, increasing profitability and allowing them to provide more SMBs stellar security protection.

How it works

The SKU for this promotion will remain unchanged. No action is needed from the partner to redeem the promotion because it's automatically applied.

Next steps/Learn more

- [Modern Work for Partners - Microsoft Defender for Business](#)
- [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.

Nonprofit Modern Work NCE promo

Promotion summary

We created the Nonprofit Modern Work NCE promotion to enable partners to pitch how prospective and existing nonprofit organizations can do more with Microsoft 365 by improving their security and productivity posture with more premium products. The Nonprofit Modern Work NCE promotion provides a 16.67 percent discount to new-to-Microsoft 365 nonprofit customers, existing nonprofit customers upgrading to a more premium product, and customers on legacy CSP migrating to the new commerce experience (NCE) who chose to start with a low-risk monthly commitment on any of the items listed in the Products section.

Duration

March 18, 2024, to December 31, 2024

Geography

Global

Promo type

New commerce experience, partner-led (CSP)

Products

Microsoft 365 Business Standard

Microsoft 365 Business Premium

Microsoft 365 E3

Microsoft 365 E5

Discount percent and discount description

16.67 percent discount on 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

Available to all nonprofit customers:

- New nonprofit customers purchasing Microsoft 365 for the first time
- Existing nonprofit customers upgrading to a more premium product
- Legacy CSP customers renewing on the new commerce experience

End customer value prop

Microsoft 365 is an integrated solution that lets nonprofits Do More With Microsoft 365 by eliminating redundant solutions, thus cutting costs while keeping critical services operating and optimizing business performance. It also empowers employees with secure generative AI in Microsoft Copilot (formerly Bing Chat Enterprise) while getting the entire organization ready for next-level productivity gains with Copilot for Microsoft 365.

Partner value prop

The Nonprofit Modern Work NCE promotion will help partners acquire new nonprofit customers, upsell to existing nonprofit customers and help them transition from CSP legacy to CSP new commerce experience.

How it works

N/A

Next steps/Learn more

[New Commerce Transition promo for Nonprofits Modern Work: FAQ](#)

New Commerce Transition promo for Nonprofits: Business Applications

Promotion summary

The Dynamics 365 and Power Platform New Commerce Transition promo for nonprofits was created to enable partners to accelerate customer acquisition. This promo provides a 16.67 percent discount to Dynamics and Power Platform customers who are new to NCE, existing nonprofit customers upgrading to a more premium product, or customers on legacy CSP migrating to the new commerce experience (NCE) who chose to start with a low-risk monthly commitment (MoM) on any of the items listed in the Products section.

Duration

March 18, 2024, to December 31, 2024

Geography

Global

Promo type

New commerce experience, partner-led (CSP)

Products

Dynamics 365

Power Platform

Discount percent and discount description

16.67 percent discount on monthly subscription

Customer eligibility

- New nonprofits purchasing Dynamics 365 or Power Platform first time
- Existing nonprofits upgrading to a more premium product
- Legacy CSP nonprofits renewing to the new commerce experience

Customers need to meet the [Nonprofits Grants and Credits Eligibility | Microsoft Nonprofits](#) requirements to be eligible for nonprofit offers and this promo. Education customers who do not meet the nonprofit eligibility requirements do not qualify for this promo.

End customer value prop

This new promotion provides discounted Dynamics 365 and Power Platform solutions to support customers starting or continuing their digital transformation journey as licensed through NCE.

Partner value prop

The Nonprofit BAP NCE promotion will help partners acquire new nonprofit customers, upsell to existing nonprofit customers, and help them transition from CSP legacy to CSP new commerce experience.

How it works

N/A

Next steps/Learn more

N/A

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.

Office 365 E1 40% Acquire promo for LATAM

Promotion summary

On May 16, 2024, we will launch the LATAM Emerging Markets Office 365 E1 promotion for eligible new-to-Microsoft Cloud commercial customers. This 40 percent offer is designed for customers looking to migrate from non-Microsoft cloud subscriptions or on-premises perpetual products to an Office 365 E1 Microsoft Cloud subscription.

Duration

May 16, 2024, to September 30, 2024

Geography

LATAM; see promotion [terms and conditions](#) for specific market coverage

Promo type

New commerce experience, partner-led (CSP)

Products

Office 365 E1-Annual Commitment

Discount percent and discount description

40 percent off Office 365 E1- Annual Commitment

Customer eligibility

See the promotion terms and conditions for customer eligibility criteria. This promotion is designed to provide “introductory” promotional pricing for

customers migrating from non-Microsoft cloud licenses or current on-premise solutions.

Eligible customers currently cannot have more than 100 seats of a Modern Work cloud license (see Schedule 1 in the T&Cs for products that count toward the limit) and must purchase a minimum of 100 seats of Office 365 E1.

End customer value prop

This promotion provides an “introductory” promotional pricing for customers to help alleviate migration costs from a non-Microsoft cloud solution to Office 365 E1.

How it works

Partners placing purchases for eligible customers who fit the promotional T&Cs through NCE partner-led motion should select the promotion during the checkout flow.

Optional promotion: Partners must validate their customer’s eligibility under the terms and conditions and then manually select or apply the promotion to their customer’s transaction in Partner Center.

Transaction Limits

100 to 2,400 seats of Office 365 E1. Transactions under 100 seats or over 2,400 seats will not have the option to apply the promotion in the checkout flow.

Next steps/Learn more

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

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.

New! Do More with Microsoft 365 E3 Accelerate promotional offer

Promotion summary

We're pleased to announce that a new Microsoft 365 E3 15 percent offer is now available to CSP partners. With the Do More with Microsoft 365 E3 Accelerate promo, CSP partners can continue offer 15 percent off Microsoft 365 E3 for eligible, new-to-Microsoft 365 E3 customers.

This continues to be a great opportunity for partners to position this offer to re-engage with existing Office 365 E3 customers to consider upgrading for a secure productivity solution.

This offer will replace the previously available Do More with Less (DMWL) Microsoft 365 E3 offer.

Duration

July 1, 2024 to June 30, 2025

Geography

Worldwide

Promo type

New commerce experience, partner-led (CSP)

Products

Microsoft 365 E3 (including EEA and No Teams), annual commitment

Discount percent and discount description

15 percent off Microsoft 365 E3, annual commitment only

Customer eligibility

Available only to new-to-Microsoft 365 E3 customers ("FirstPurchase" constraint). Note that customer subscriptions purchased prior to July 1, 2024, with the previous

DMWL 15 percent offer applied **will not** renew with the new promotion.

End customer value prop

Microsoft 365 E3 empowers customers to do more with less, eliminating redundant licenses to save costs, simplifying IT management, and protecting their digital workers.

Microsoft 365 also enables customers to safely run their business from anywhere with a secure, comprehensive, AI-powered cloud solution. Get ready to put the power of AI to work.

Partner value prop

The Do More with Microsoft 365 E3 offer was created for partners to accelerate new customers migrating from on-premises software to the Microsoft 365 cloud and/or upsell existing customers from eligible subscriptions (such as Office 365 E3) to Microsoft 365 E3 through AI and cloud-only value.

How it works

Offer applies automatically to eligible customers purchasing Microsoft 365 E3

Transaction Limits

1–2,400 licenses

Next steps/Learn more

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

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.

Windows 365 CSP 15 percent promo

Promotion summary

Windows 365 Cloud PC has revolutionized hybrid end-user computing. To create more partner and customer excitement, we've introduced a 15 percent off promo for all Windows 365 SKUs (Business, Enterprise, and Frontline) for new-to-Windows 365 customers on CSP.

Windows 365 Enterprise has a licensing prerequisite of at least Windows E3, Intune, Azure AD P1, all which are covered by Microsoft 365 Business Premium, E3, or E5.

Duration

September 1, 2024 to February 1, 2025

Geography

Global

Promo type

New commerce experience, partner-led (CSP)

Products

Windows 365 Business, Enterprise, and Frontline (all performance SKUs)—annual and monthly commitment subscriptions

Discount percent and discount description

15 percent off Windows 365 Business, Enterprise, and frontline annual or monthly subscription for new-to-Windows 365 CSP customers

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-Windows 365 Customers

End customer value prop

Securely stream your Windows experience—including your personalized apps, content, and settings—from the Microsoft Cloud to any device with your Windows 365 Cloud PC.

Combine the power and security of the cloud with the versatility and simplicity of the PC. From contractors and interns to software developers and industrial designers, Windows 365 enables a variety of new scenarios for the new world of work.

Partner value prop

In partnership with Microsoft, partners can sell Windows 365 and offer services to address their customers' primary use cases, including hybrid work and elastic workforces, while increasing their own revenues.

How it works

Offer applies automatically to eligible customers purchasing Windows 365 Business, Enterprise, or Frontline.

Next steps/Learn more

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

Dynamics 365 Business Central 10 percent discount for Microsoft 365 customers

Promotion summary

We're offering new Business Central customers a 10 percent discount on Business Central Essentials and Premium licenses for Microsoft 365 users. With the recent launch of Microsoft Copilot for Microsoft 365, the ability to work seamlessly between Business Central and Excel, Outlook, and Teams brings the power of AI to small and medium-sized businesses to improve the way work gets done.

Duration

August 1, 2024 to June 30, 2025

Geography

Global

Promo type

New commerce experience, partner-led (CSP)

Products

Dynamics 365 Business Central (Essentials and Premium)—annual commitment

Discount percent and discount description

10 percent off Dynamics 365 Business Central Essentials or Premium annual subscription

Customer eligibility

Available to new Business Central customers who have either Microsoft 365 Business Standard or Microsoft 365 Business Premium subscriptions, maximum of 300 seats.

End customer value prop

Microsoft Dynamics 365 Business Central is a comprehensive business management solution that helps small and medium-sized businesses (SMBs) connect their finance, sales, service, and operations teams within a single easy-to-use application. Join over 30,000 businesses that have moved to the cloud with Business Central to work smarter, adapt faster, and perform better.

When Dynamics 365 Business Central and Microsoft 365 work together, small and medium-sized businesses can boost productivity and redefine how work gets done. With data connected from Business Central to familiar apps like Excel, Outlook, and Teams, employees get the information they need without switching between applications. Using next-generation AI with Microsoft Copilot, employees can further streamline routine tasks like drafting content, summarizing meetings, providing email follow-up, and quickly finding answers to questions—all within the tools where they work best.

Partner value prop

This Business Central 10 percent discount helps CSP partners to cross-sell Business Central to Microsoft 365 customers looking for AI-powered business management solutions.

How it works

Offer applies automatically to eligible Microsoft 365 customers purchasing Business Central

Next steps/Learn more

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

Visit the [Dynamics 365 page](#) for additional AI resources.

Read [the blog](#) to learn more about Business Central + 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.

Getting Started with Copilot for Microsoft 365 15% offer

Promotion summary

We launched the Getting Started with Copilot promotion in CSP on September 1, 2024. Through this offer, which is available through December 31, 2024, partners will receive 15 percent off the net partner price for all eligible customer transactions.

Duration

September 1, 2024 to December 31, 2024

Geography

Worldwide

Promo type

New commerce experience, partner-led (CSP)

Products

Copilot for Microsoft 365

Discount percent and discount description

15 percent off annual subscriptions Billing availability: Prepaid (one year upfront)

Customer eligibility

N/A

Transaction limits

10–300 licenses

End customer value prop

Creating a Getting Started offer for Copilot provides customers with an easy way to begin their AI journey. Customers purchasing an offer with greater than 10 seats will also see value in a departmental pilot vs. individual pilots.

Partner value prop

This approach can inherently reduce your sales costs and speed up the sales cycle. Additionally, it bundles many of the same services partners are currently offering with an initial license purchase, enabling customers to find value more quickly.

This also presents an opportunity for you to extend additional services and licenses as customers look to grow and scale their rollout. Ultimately, this is a chance for you to accelerate the growth of both Copilot and your services revenue.

Next steps/Learn more

Review the [Offer FAQ](#) for additional details.

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 E3 3-year 10% Accelerate offer in CSP

Promotion summary

We launched three-year subscriptions of Microsoft 365 E3 in CSP on September 1, 2024, with a 10 percent promotional discount. This offer is designed to provide partners another option to drive Office 365 E1/E3 upsell to Microsoft 365 E3 with customers who are concerned about long-term price predictability.

M365 E3 continues to be the foundational suite of productivity and security, especially as customers embrace enterprise-grade AI.

Duration

September 1, 2024 to June 30, 2025

Geography

LATAM, ASEAN (excluding Singapore), Japan, Korea, and India

Promo type

New commerce experience, partner-led (CSP)

Products

Microsoft 365 E3, Microsoft 365 E3 No Teams

Discount percent and discount description

10 percent off three-year subscriptions
Billing availability: Prepaid (three years upfront) | Annual

Customer eligibility

New-to-Microsoft 365 E3 ("FirstPurchase" constraint)

Transaction limits

100–2,400 licenses

End customer value prop

Microsoft 365 E3 provides customers with a foundational suite of productivity and security applications for the modern workplace. It includes additional features such as advanced security, compliance tools, and full access to Office applications.

Partner value prop

When transacting three-year Microsoft 365 E3 SKUs with eligible customers and eligible deal sizes, CSP partners will receive 10 percent off the net partner price over the entire subscription term.

You can pitch this offer to customers who prefer longer-term guaranteed pricing to protect against FX fluctuations, complex migration timelines, and other pricing frictions.

Next steps/Learn more

Review the [Offer FAQ](#) for additional details.

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.

Office 365 E1 Plus CSP 30% launch promotion

Promotion summary

We launched Office 365 E1 Plus in CSP on September 1, 2024. This new product launch and 30 percent off promotional offer is designed to provide partners another option to acquire new, price-sensitive customers on an entry-level SKU that still retains key security features for a Microsoft 365 Zero Trust advantage.

This will also help fuel partner acquisition efforts in markets where pricing sensitivity and budget constraint headwinds exist.

Duration

September 1, 2024 to June 30, 2025

Geography

LATAM, India, select markets in ASEAN, Africa, and the Middle East, and Central Asia

Promo type

New commerce experience, partner-led (CSP)

Products

Office 365 E1 Plus, Office 365 E1 Plus No Teams

Discount percent and discount description

30 percent off annual subscriptions Billing availability: Prepaid (one year upfront) | Monthly

Customer eligibility

New to Office 365 E1 Plus ("FirstPurchase" constraint)

Transaction limits

100–2,400 licenses

End customer value prop

Office 365 E1 Plus builds upon Office 365 E1's basic Office applications and email bundle by adding Intune, Entra ID, and O365 DLP. At USD20 per user per month, Office 365 E1 Plus serves as a budget alternative for price-sensitive customers unable to purchase Microsoft 365 E3.

Partner value prop

Partners can use this offer to standardize their customer base on an offer that still has entry-level security value.

With the 30 percent discount, they can use Office 365 E1 Plus to acquire new customers, drive migration from on-premises to Microsoft 365, and upsell existing Office 365 E1 customers to a product with security.

How it works

Offer applies automatically to eligible Microsoft 365 customers purchasing Business Central

Next steps/Learn more

Review the [Offer FAQ](#) for additional details.

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.

Office 365 E1 40% Acquire promo for ASEAN

Promotion summary

On September 1, 2024, we're launching the ASEAN Emerging Markets Office 365 E1 promotion for eligible new-to-Microsoft Cloud commercial customers. This 40 percent offer is designed for customers looking to migrate from non-Microsoft cloud subscriptions or on-premises perpetual products to an Office 365 E1 Microsoft Cloud subscription.

Duration

September 1, 2024 to June 30, 2025

Geography

ASEAN, excluding Singapore (See the [promo terms and conditions](#) for specific market coverage.)

Promo type

New commerce experience, partner-led (CSP)

Products

Office 365 E1, annual commitment

Discount percent and discount description

40 percent off Office 365 E1, annual commitment

Customer eligibility

See the [promotion terms and conditions](#) for customer eligibility criteria. This offer is designed to provide "introductory" promotional pricing to customers migrating from non-Microsoft cloud licenses or current on-premises solutions.

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.

Eligible customers currently cannot have more than 100 seats of a Modern Work cloud license (see Schedule 1 in the T&Cs for products that count toward the limit) and must purchase a minimum of 100 seats of Office 365 E1.

End customer value prop

This introductory promotional pricing will help alleviate migration costs to the Microsoft 365 environment. Partners should use this offer as a fallback option for customers looking to migrate from third-party solutions or on-premises software to Microsoft 365, but whose budget cannot support Microsoft 365 E3 adoption.

How it works

Partners placing purchases for eligible customers who fit the promotional T&Cs through NCE partner-led motion should select the promotion during the checkout flow in Partner Center.

Optional promotion: Partners must validate their customer's eligibility under the terms and conditions and then manually select or apply the promotion to the customer's transaction in Partner Center.

Transaction limits

100–2,400 seats of Office 365 E1. For transactions under 100 seats or over 2,400 seats, partners won't have the option to apply the promotion in the checkout flow.

Next steps/Learn more

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

Office 365 E1 40% Acquire promo for LATAM

Promotion summary

On May 16, 2024, we launched the LATAM Emerging Markets Office 365 E1 promotion for eligible new-to-Microsoft Cloud commercial customers. This 40 percent offer is designed for customers looking to migrate from non-Microsoft cloud subscriptions or on-premises perpetual products to an Office 365 E1 Microsoft Cloud subscription.

Duration

May 16, 2024 to December 31, 2024

Geography

LATAM (See the promo [Terms and Conditions](#) for specific market coverage.)

Promo type

New commerce experience, partner-led (CSP)

Products

Office 365 E1, annual commitment

Discount percent and discount description

40 percent off Office 365 E1, annual commitment

Customer eligibility

See the promotion terms and conditions for customer eligibility criteria. This offer is designed to provide “introductory” promotional pricing to customers migrating from non-Microsoft cloud licenses or current on-premises solutions.

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.

Eligible customers currently cannot have more than 100 seats of a Modern Work cloud license (see Schedule 1 in the T&Cs for products that count toward the limit) and must purchase a minimum of 100 seats of Office 365 E1.

End customer value prop

This introductory promotional pricing will help alleviate migration costs to the Microsoft 365 environment. Partners should use this offer as a fallback option for customers looking to migrate from third-party solutions or on-premises software to Microsoft 365, but whose budget cannot support Microsoft 365 E3 adoption.

How it works

Partners placing purchases for eligible customers who fit the promotional T&Cs through NCE partner-led motion should select the promotion during the checkout flow in Partner Center.

Optional promotion: Partners must validate their customer’s eligibility under the terms and conditions and then manually select or apply the promotion to the customer’s transaction in Partner Center.

Next steps/Learn more

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

CSP-EP to online Business Central (CSP2BC)—special offer

Special offer summary

This offer applies to transitions from Dynamics CSP-EP on-premises (via legacy CSP) to online Dynamics 365 Business Central.

Duration

November 1, 2023, to March 31, 2026

Geography

Global (except China)

Promo type

NCE partner-led (CSP)

Products

Dynamics 365 Business Central (Essentials, Premium, Team Member, and Device)—annual commitment only. Renewable prior to duration end date.

Discount percent and discount description

40 percent partner discount (applied to estimated retail price before normal partner margin or discount percentage). Structured as special offer, so ordering process is different from that for typical promotion.

Customer eligibility

Available only to customers currently with active CSP-EP subscriptions bought in legacy CSP who are committed to migrating to online Dynamics 365 Business Central. This special offer is only available through CSP partners who were actively transacting these legacy CSP-EP subscriptions in FY23. Minimum purchase also applies. Review the policy document (as linked in the Next steps section) for details before ordering.

End customer value prop

This offer supports applicable customer migrations. Unlike prior offers, it's one way to online only (no reversion to on-premises EP).

Partner value prop

Enables a discounted pathway for partners to offer their customers who are currently on CSP-EP subscriptions (which are no longer renewable).

How it works

In Partner Center, the partner should select customer and legacy subscription and select **Migrate to new commerce....** See the policy document in the next section for detailed instructions.

Next steps/Learn more

[Policy and 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.