Enabling Partners to Earn Credit for Driving Customer Cloud Consumption

January 2016

Microsoft Partner Network
Microsoft recognizes that when multiple partners are adding value in customers’ cloud subscriptions, everyone benefits. As a result, we now offer multiple ways for partners to be recognized for your performance and rewarded through accelerated progress towards Cloud Competency Qualification.

### Getting Recognized for Your Work in the Cloud

<table>
<thead>
<tr>
<th>Partner Role</th>
<th>How to Qualify</th>
<th>Recognition &amp; Reward</th>
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</thead>
<tbody>
<tr>
<td>Transacting Partner</td>
<td><strong>Transacting Partner in Microsoft Sales System</strong>&lt;br&gt;You can now automatically earn credit toward MPN cloud competencies and other MPN benefits based on the active usage &amp; consumption from cloud subscriptions that you sell under multiple licensing programs, including: Enterprise Agreement, Open, MPSA, and Web Direct.</td>
<td>Earns you credit toward MPN cloud competency qualification and benefits based on active usage and consumption of cloud subscription. Requires no additional work on the part of the Partner or Customer.</td>
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<tr>
<td>Deployment and Lifecycle Management Partner</td>
<td><strong>Fast Track / Onboarding Center Registered Deployment Partner</strong>&lt;br&gt;You can earn credit toward MPN cloud competencies and other MPN benefits based on the active usage &amp; consumption from cloud subscriptions that you deploy, build, or provide lifecycle management for in any of several ways. If you are set as the Fast Track partner, Microsoft will contact you to provide Fast Track services. You may also qualify for channel incentive payments as the Digital Partner of Record, depending on your role and the cloud subscription type.</td>
<td>Earns you credit toward MPN cloud competency qualification and benefits based on active usage and consumption of cloud subscription. Requires the customer to designate Partner as Fast Track partner, or to provide Delegated Admin privileges.</td>
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<td></td>
<td><strong>“Delegated Admin Privilege” in Cloud Service</strong>&lt;br&gt;Partner becomes the go-to provider for Fast Track Services. Requires the customer to designate Partner as Fast Track partner, or to provide Delegated Admin privileges.</td>
<td>Earns you credit toward MPN cloud competency qualification and benefits and is the only way to qualify for MPN incentives based on active usage and consumption.</td>
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| Digital Partner of Record | Digital Partner of Record | Digital Partner of Record |
# Sample Scenarios

The following scenarios illustrate how partners can get credit for supporting customers in cloud subscriptions.

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Simple (EA, MPSA, Open)</th>
<th>Simple (CSP)</th>
<th>Common</th>
<th>Complex</th>
<th>More Complex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer has a single partner who transacts, deploys and manages the cloud subscription using a volume license agreement</td>
<td>Customer has a single partner who transacts, deploys and manages the cloud subscription in a CSP model</td>
<td>Customer has a partner who advises and transacts (Partner A) and a different partner who deploys &amp; manages (Partner B)</td>
<td>Customer has a partner who transacts (Partner A), one who advises on the solution and deploys it (Partner B), and one who manages it (Partner C)</td>
<td>Customer has a partner who transacts (Partner A), one partner driving the Exchange &amp; AD deployment (Partner B), two who are deploying other O365 workloads (Partner C and D), and one who manages it (Partner E)</td>
<td></td>
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<table>
<thead>
<tr>
<th>Transacting Partner (MS Sales/Commerce)</th>
<th>Partner A</th>
<th>Partner A</th>
<th>Partner A</th>
<th>Partner A</th>
<th>Partner A</th>
</tr>
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<tbody>
<tr>
<td>Fast Track Partner</td>
<td>Partner A</td>
<td>Not Applicable</td>
<td>Partner B</td>
<td>Partner B</td>
<td>Partner B</td>
</tr>
<tr>
<td>Delegated Admin Privileges</td>
<td>Partner A</td>
<td>Partner A</td>
<td>Partner B</td>
<td>Partner B and Partner C</td>
<td>Partner B, Partner C, Partner D, Partner E</td>
</tr>
<tr>
<td>Digital Partner of Record</td>
<td>Partner A</td>
<td>Not Applicable</td>
<td>Partner B</td>
<td>Partner C</td>
<td>Partner E</td>
</tr>
<tr>
<td>Summary of Partner Recognition</td>
<td>Partner A receives credit toward Competency and may also earn Incentives as the DPOR</td>
<td>Partner A receives credit toward Competency</td>
<td>Both partners receive credit toward Competency; Partner B may also earn Incentives as the DPOR</td>
<td>All partners receive credit toward Competency; Partner C may also earn Incentives as the DPOR</td>
<td>All partners receive credit toward Competency; Partner E may also earn Incentives as the DPOR</td>
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Digital Partner of Record (DPOR) automates how partners are attached as the Partner of Record for the subscriptions you are actively managing for customers for Microsoft Office 365, Microsoft Dynamics CRM Online, Microsoft Intune, Enterprise Mobility Suite (EMS), and Microsoft Azure.

**DPOR registration is fully digital**

We have enabled online capability to automate how partners are attached as the Partner of Record for Microsoft Office 365, CRM Online, Microsoft Intune, Enterprise Mobility Suite (EMS), and Azure subscriptions. Customers can designate you as their Partner of Record for subscriptions you are helping them deploy, or for solutions you are helping them design, build or manage.

DPOR improves the partner and customer experience, reduces your cost of doing business with us, and enables automated tracking of cloud performance levels. For Gold & Silver Cloud Competency partners, DPOR is the only way to register your role in cloud subscriptions to qualify for channel incentives.

**Benefits**

Partners benefit because it allows them to consistently earn incentives on qualifying licenses, qualify for MPN cloud competencies and enables reporting that provides a single view into the revenue, usage, and consumption driven by you. This insight can also be leveraged for cross-sell/upsell opportunities, and allows partners to proactively engage customers at risk for non-renewal.

When a partner is registered as the DPOR, it signals to Microsoft’s Fast Track services to defer to the DPOR for customer assistance to ensure partner attach.

Customers benefit because it provides their partner with access to performance and usage data so you can provide better service and support to them and help optimize their usage for the desired business outcome.

Find partner and customer resources to help you and your customers make the transition to Digital Partner of Record [here](#).
Why Designate Your Partner as DPOR?

You have taken the first step to invest in a Microsoft Cloud Service. The next step is to ensure you **get the full value of your investment**. The partner who sells you the cloud service, and those who may help you deploy or manage it already earn recognition from Microsoft for working with you, but you can additionally benefit by designating your lead Deployment or Management partner as the Digital Partner of Record (DPOR). By designating your partner as your Digital Partner of Record, they can proactively **help monitor and manage your service to ensure you are maximizing your investment**, helping you achieve your business outcomes, and supporting you throughout the lifecycle of the service. These partners are deeply committed to ensuring the services they provide are **customized to your organization and aligned to your business outcomes**. Microsoft will also look to this partner first if any issues arise with your service, helping you get back up to speed quickly.

Assigning your partner as Digital Partner of Record allows them to:

- **Proactive SKU-mix advice**
  - Provide proactive advice on the right plan based on your desired business outcomes and usage, including when you could save money by using a different Microsoft offering (SKU)

- **Accelerate path to realizing value**
  - Accelerate your path to realizing value by making sure you successfully activate all required seats/users, and proactively recognizing when a user is unable to access the service

- **Help you manage and maintain your service**
  - Monitor your system uptime and ensure that everything runs smoothly, meets your business needs, and that your users get the support they need

- **Integrated Cloud Support**
  - Provide integrated Cloud Support to support your business outcomes and advise you of planned service outages
Why Have Your Customer Designate You as DPOR?

Driving customer cloud usage is the key to deepen customer loyalty and increase your cloud revenue and profitability. Microsoft will automatically give you credit for selling the cloud service, and for being the deployment partner via Fast Track or with Delegated Admin privileges. Beyond this, being designated as the Digital Partner of Record allows you to understand your customers’ usage and consumption so you can ensure that they unlock the value of their investment and realize their business outcomes. Being the DPOR partner can allow you to qualify for MPN competencies and other program benefits, and is the only way to register your work in a cloud subscription to earn MPN incentives. In addition, the insights you get from being a Digital Partner of Record allow you to:

- **Accelerate customers’ path to realizing value**
  - Accelerate your customers’ path to realizing value by successfully activating all required seats/users, and proactively recognizing when a user is unable to access the service.

- **Proactively engage and retain more customers**
  - Allows you to proactively engage customers at risk for non-renewal and retain more customers. Take precedence for Fast Track services as your customers encounter issues or ask for help. Accelerate your customers’ business outcomes.

- **Build a successful Cloud support practice**
  - Allows you to build a successful support practice, backed by your MPN support benefits & Premier Support for Partners.

- **Earn Financial Incentives**
  - Earn recurring revenue through incentives which are designed to reward partners for driving cloud consumption and customer loyalty on Enterprise Agreements.

*Remove if using in any customer facing messaging*
<table>
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<th>Who is a Digital Partner of Record (DPOR)?</th>
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<tr>
<td>The Digital Partner of Record for Office 365, Microsoft Dynamics CRM Online, Windows Intune, Enterprise Mobility Suite, and Microsoft Azure subscriptions is the partner who is helping the customer design, build, deploy or manage a solution that they’ve built on the service.</td>
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<tr>
<td>It is not the partner who sold the subscription.</td>
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<th>When should customers add their DPOR?</th>
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<td>Encourage your customers to attach a Digital Partner of Record to their subscriptions immediately to make sure you have access to business-critical reporting and support capabilities, and to enable you to qualify for incentives. DPOR is also one way to ensure that you receive credit toward MPN cloud competencies.</td>
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Attaching a Digital Partner of Record for Office 365, CRM Online, Intune, and Enterprise Mobility Suite
Attaching a DPOR for Office 365, CRM Online, Intune, and Enterprise Mobility Suite


2. Log into your account using your user name and password.

3. You will enter the Office 365 admin center.
Attaching a DPOR for Office 365, CRM Online, Intune, and Enterprise Mobility Suite

4. In the admin center, click on Billing, then Subscriptions.

5. Select your subscription and click on More actions in the upper left corner under the price per user/month.
Attaching a DPOR for Office 365, CRM Online, Intune, and Enterprise Mobility Suite

6. Input your partner’s Partner ID. If you do not know the Partner ID of your partner, please contact your partner to get that information.
7. Click Check ID to see the name of the partner. Verify you have selected the correct partner.

8. Click Submit to complete assigning your Partner of Record.
9. After you assign a Partner of Record, the partner will receive an email notification that lets them know that you have assigned, changed or removed your Partner of Record.
Changing or removing a DPOR for Office 365, CRM Online, Intune, and Enterprise Mobility Suite

To change or remove your Partner of Record:

1. Following the steps outlined above, log into the Office 365 admin center at https://portal.office.com/.

2. On the Partner information local pane, the Partner of Record ID assigned to your subscription will be shown. Click the “X” inside of the field to remove it.

3. Click Submit. You have now removed the Partner of Record for this account and your subscription no longer has a Partner of Record.

4. If you wish, you may then add a new Partner of Record by entering the Partner ID in the field and clicking Check ID.
Additional support

If your customers have any problems or questions about this process and the ability to assign, maintain, and change and remove their Partner of Record, they can click the Support link on the left navigation pane of the admin portal screen to get access to Technical and Billing support and to find support options and recommendations.
Attaching a Digital Partner of Record for Azure
Attaching a DPOR for Azure


2. Click on the My Account icon on the upper middle of the screen.

3. Click on Usage and Billing.
Attaching a DPOR for Azure

4. Log into your account using your user name and password.

5. Once you’ve signed in, click on Subscriptions to manage your subscriptions. Select your subscription.
Attaching a DPOR for Azure

6. On the Summary Subscription Page, click on Partner Information on the right navigation. This is where you will attach your Partner of Record.
Attaching a DPOR for Azure

7. Input your partner’s Partner ID. If you do not know the Partner ID of your partner, please contact your partner to get that information.
Attaching a DPOR for Azure

8. Click Check ID to see the name of the partner. Verify you have selected the correct partner.

9. Click the check box to complete assigning your Partner of Record.

10. After you assign a Partner of Record, the partner will receive an email notification that lets them know that you have assigned, changed or removed your Partner of Record.
Changing or removing a DPOR for Azure

To change or remove your Partner of Record

1. Following the steps outlined above, log into the Azure portal.
2. On the Summary Subscription Page, click on Partner Information on the right navigation.
3. Highlight the Partner of Record field and delete the Partner of Record shown in that field.
4. Click the check box. You have now removed the Partner of Record for this account and your subscription no longer has a Partner of Record.
Additional support

If your customers have any problems or questions about this process and the ability to assign, maintain, and change and remove their Partner of Record, please reach out to Support by using the following link:
