

OEM Reseller Incentives Program

FY17 H2 Program Period

OVERVIEW

The Microsoft OEM Reseller Incentives Program provides channel incentive funds to participating resellers for qualifying purchases of Microsoft OEM Software and Windows Devices. Incentive funds are allocated as OEM Rebate and OEM Co-op Funds and may be claimed as cash rebates and to reimburse eligible costs associated with Co-op marketing activities.

HOW TO BECOME ELIGIBLE

To be eligible for the OEM Reseller Incentives Program, resellers must meet purchase minimums and eligibility requirements for OEM Software Incentives and/or Windows Device Incentives. For OEM Software Incentives, Tier 1 OEM Resellers earn both OEM Rebate and OEM Co-op Funds and Tier 2 OEM Resellers earn OEM Rebate Funds. For Windows Device Incentives, partners earn both OEM Rebate Funds and OEM Co-op Funds.

- Resellers must meet the OEM Software Incentives Eligibility Criteria to receive OEM Software Incentive Funds as a Tier 1 or Tier 2 OEM Reseller, and must meet the Windows Device Incentives Eligibility Criteria to receive Windows Device Incentive Funds.

ACCRUING FUNDS

Eligible OEM Resellers¹ accrue funds calculated based on net purchases of Eligible Products and Devices from Authorized OEM Distributors and OEM Channel Distributors, as reported in MS Sales, during the 6-month Accrual Period. OEM Software Incentives are limited to a maximum of \$100,000 in U.S. dollars (USD) for Market C, \$200,000 USD for Market B, and \$300,000 USD for Market A, per Program Period. There are no Device Incentive limits. Eligible Products for the include:

- Eligible OEM Windows Client software licenses, OEM Windows Server Reseller Option Kit (ROK) software licenses, Office 365 and Office 2016 Suite licenses.
- Commercial devices preinstalled with genuine Windows Pro, excluding Surface Devices and Strategic Shape the Future Product.

OEM SOFTWARE INCENTIVES ELIGIBILITY CRITERIA

Resellers must:

- Be registered in the [Microsoft Partner Network \(MPN\)](#)² by 31 Mar 2017.³
- Meet one of the 6-Month Purchase Requirements of Eligible OEM Software licenses purchased from [Authorized OEM Distributors](#) and [OEM Channel Distributors](#) during the accrual period, based on market.

6-Month Purchase Requirement of Eligible OEM Software

OEM Software	Markets	Tier 1 OEM Reseller	Tier 2 OEM Reseller
Windows Client	A/B	500	250
	C	300	150
Microsoft Office	A/B	400	200
	C	100	50
Windows Server	A/B	70	40
	C	30	20

- Tier 1 OEM Resellers must also meet one of the following technical certification requirements as reported in the MPN Partner Membership Center by 31 Mar 2017:

- Active or Qualified status in the [Silver or Gold Competency](#).
- Have a PC or Server that has passed [Windows Hardware Certification](#).
- Have Microsoft Certified Professional (MCP) status by employing or contracting with an individual who has passed the MPN Device Selling Assessment or MCP Exams on <http://microsoft.com/learning>.

¹ Excluding Managed Retailers selling directly to end customers and not selling to other Resellers.

² If Company's primary sales office location is in Australia or its external territories, MPN agreement is not required to participate.

³ MPN ID must be linked to program via email request. Email OEMIncentives and provide MPN ID and MS Sales TPID, at least two weeks before the deadline

*Due to reporting deadlines, TouchWins Device Incentive funds will be available to claim 1 month following the dates listed above.

WINDOWS DEVICE INCENTIVES ELIGIBILITY CRITERIA

Resellers must:

- Be registered in the [Microsoft Partner Network \(MPN\)](#) by 31 Mar 2017.²
- Meet the 6-Month Purchase Requirements of Eligible Pro Devices purchased from [Authorized OEM Distributors](#) and [OEM Channel Distributors](#) from 1 Jul 2016 – 31 Dec 2016.

6-Month Purchase Requirement of Eligible Windows Pro Devices

1,000 Pro Units

OEM RESELLER MARKETS (applicable for Software Incentives only)

Market A	Market B								Market C
United States Japan	Australia	Cyprus	Greece	Korea	Monaco	Russia	Switzerland		
	Austria	Czech Republic	Hong Kong	Latvia	Netherlands	Singapore	Taiwan		
	Belgium	Denmark	Hungary	Liechtenstein	New Zealand	Slovakia	United Kingdom	All others	
	Brazil	Estonia	Iceland	Lithuania	Norway	Slovenia			
	Bulgaria	Finland	Ireland	Luxembourg	Poland	South Africa			
	Canada	France	Israel	Malaysia	Portugal	Spain			
	China	Germany	Italy	Malta	Romania	Sweden			

KEY DATES

FY17 H2 PROGRAM PERIOD	1 Jan – June 30 2017
ACCRUAL PERIOD	1 Jul – Dec 31 2016
FUNDS AVAILABLE STARTING	31 Jan 2017*
CHIP ENROLLMENT DEADLINE	30 Jun 2017**
ACTIVITY DEADLINE	30 Jun 2017
CLAIM DEADLINE	15 Aug 2017

*Funds based on Q1 (Jul– Sep 2016) sales may be claimed beginning 30 Oct 2016 and 15 Nov 2016 for Software and Device Incentives, respectively.

**Partners must be enrolled in the FY17 H1 Program Period by 30 Sep 2016 to be eligible to receive funds based on Q1 sales by 30 Oct 2016. Partners not enrolled by 30 Sep 2016 may claim funds based on Q1 sales beginning 31 Jan 2017.

RESOURCES and CONTACTS

- Program Resources (My OEM) (<http://aka.ms/myoem/OEMResellerIncentives>)
- Microsoft Channel Incentives Platform (CHIP) (<https://channelincentives.microsoft.com>)
- Partner Sales Executive (PSE)
- OEM Incentives Program Support Team (oeimincentives@microsoft.com)
- Competency (<https://mspartner.microsoft.com/en/us/Pages/Membership/competencies.aspx>)
- OEM Partner Center (OPC) (www.microsoft.com/opc)
- Windows Hardware Certification (www.msdn.microsoft.com/windows/hardware)

OEM SOFTWARE INCENTIVES

- Availability/Calculation** – OEM Software Incentives are available to eligible OEM Resellers worldwide, up to a maximum of \$100,000 in U.S. dollars (USD) for markets C, \$200,000 for market B, and \$300,000 in U.S. dollars (USD) for market A, per 6 month program period. FY17 H2 Program Period funds are calculated based on FY17 H1 (1 Jul 2016 – 31 Dec 2016) net purchases, as reported in MS Sales, of:
 - Windows Client, and Server ROK purchases from Authorized OEM Distributors.
 - Server ROK purchases from OEM Channel Distributors.
 - Office Full Packaged Product (FPP) sold via physical box or Electronic Software Download (ESD) purchased from Authorized Finished Goods Distributors as reported in MS Sales.
- Allocation** – OEM Software Incentives are allocated as follows: Tier 1: 50% as OEM Rebate and 50% as OEM Co-op Funds. Tier 2: 100% OEM Rebate.

OEM Software Incentives ¹	Rates of Accrual (USD)				
	Tier 1		Tier 2		
	DM	EM	DM	EM	
Windows Client					
Windows 10 Pro, Windows 8.1 Pro ² , Windows 7 Professional ²	\$4.00		\$2.00		
Windows 10 Home	\$2.50		\$1.00		
Windows 8.1 ²	\$2.50		\$1.00		
Microsoft Office					
Office 365 Personal	\$3.00	\$2.50	\$1.20	\$1.00	
Office 365 Home	\$4.00	\$2.55	\$1.60	\$1.00	
Office Professional 2016	\$4.80		\$3.70		
Office Home & Business 2016	\$2.80		\$2.10		
Office Home & Business 2016 for Mac	\$2.80		\$2.10		
Windows Server 2012 R2, Windows Server 2012 R2 ROK, Windows Server 2012 and Windows Server 2012 ROK ³					
Windows Server – Essentials	\$15.00		\$6.00		
Windows Server – Standard	\$10.50		\$8.50		per 2CPU/2VM
Windows Server – Standard Additional License	\$10.50		\$8.50		per 2CPU/2VM
Windows Server – Datacenter	\$55.00		\$22.00		per 2CPU
Windows Server – Datacenter Additional License	\$55.00		\$22.00		per 2CPU
Windows Server – CAL ⁴	\$2.00		\$1.00		per individual CAL
Windows Storage Server ROK – Standard	\$21.00		\$8.50		per 2CPU/2VM
Windows Storage Server ROK – Standard Additional License	\$21.00		\$8.50		per 2CPU/2VM
Windows Server Standard & SQL Standard ROK	\$42.00		\$18.00		
Windows Server Datacenter & SQL Standard ROK	\$76.00		\$28.00		

COMMERCIAL PROWINS DEVICE INCENTIVES

- Availability/Calculation** – Commercial ProWins Device Incentives are available to eligible OEM Resellers worldwide. FY17 H2 Program Period funds are calculated based on FY17 H1 (1 Jul 2016 – 31 Dec 2016) net purchases of Eligible Commercial ProWins Devices Surface Devices and Strategic Shape the Future Product from Authorized OEM Distributors and OEM Channel Distributors, as reported in MS Sales.
- Allocation** – Commercial ProWins Device Incentives are allocated as follows: 50% as OEM Rebate and 50% as OEM Co-op Funds.

Commercial ProWins Device Incentives	Rates of Accrual (USD)
Commercial Devices preinstalled with genuine Windows Pro ⁵	\$1.00

USING FUNDS

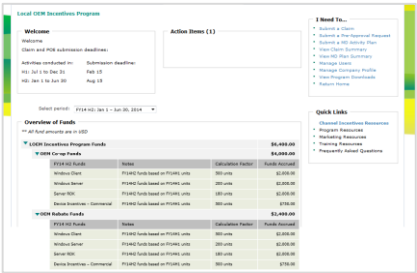
Participating OEM Resellers may claim OEM Rebate Funds, and reimburse eligible costs from OEM Co-op Funds for the following marketing and readiness activities conducted during the Program Period. Activity and submission requirements are specified in the OEM Reseller Incentives Program Partner Guidebook (Guidebook), available at [MyOEM](#). In addition, OEM Resellers have the option to request pre-approval via email to loempre@microsoft.com for MD activities to ensure compliance with the Guidebook.

- Demand Generation** – activities such as print, broadcast and web advertising designed for broad reach.
- Market Development (MD)** – marketing and business development activities such as tradeshow and events designed for a specific audience. Resellers are required to submit an MD Activity Plan through CHIP for concept approval by a Partner Sales Executive (account manager) prior to conducting and claiming the activity expense.
- Partner Readiness** – training, readiness and development activities such as certification and program fees designed to improve Microsoft technology expertise.

CHANNEL INCENTIVES PLATFORM (CHIP)

Participating OEM Resellers use the [Channel Incentives Platform \(CHIP\)](#) to:

- View incentives program funds.
- Access program resources.
- Submit market development plans.
- Submit claims and proof of execution documents.
- Review plan and claim status.
- Manage account profile.



¹ OEM Software Incentive Fund rates of accrual are the same for Emerging Markets (EM) and Developed Markets (DM), unless specifically noted.
² Incentives of Windows 8.1, Windows 8.1 Pro and Windows 7 Professional will end on December 31, 2016.
³ Incentives on Windows Server 2016 and Windows Server 2016 ROK will become available later in the period. The flyer will be updated once these become available.
⁴ Windows Server 2012 CALs cover the current release and are backwards compatible to license users on all earlier versions.
⁵ Devices purchased with Windows 10 Pro, Windows 8 Pro, Windows 8.1 Pro and Windows 7 Professional are eligible, excluding all Surface Devices and Strategic Shape the Future Product.