

Microsoft 365 Business Premium New Customer Offer in CSP

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Summary

With intense AI excitement in the market, we want to emphasize the opportunity for CSP partners to help customers [get AI-Ready](#) with Microsoft 365 Business Premium – their next step in “The Road to Microsoft 365 Copilot”. To assist with this opportunity, on August 1, Microsoft will launch a 15% off promotional offer on M365 Business Premium through CSP for customers new-to-Microsoft Cloud Licenses.

Available from August 1st – December 31st, 2023, CSP Partners will receive 15% off the net partner price of M365 Business Premium when eligible customer – new to Microsoft Cloud Licenses - purchases a Microsoft 365 Business Premium annual subscription.

When accelerating customer migrations from current on-premises software to the M365 Cloud through the cloud-only value of a secure, comprehensive, AI-powered cloud solution offered by M365 Business Premium. Partners should also leverage this offer to customers with competing 3rd Party vendor security &/or productivity solutions as they approach renewal.

Offer Overview

Who is eligible for this promotion?

This promotion is available only to New-to-Microsoft Cloud Customers (subject to the “NewCustomer” check*). The “NewCustomer” constraint only enables the promotion to be applied if the customer tenant has no previous purchase history of any license-based Microsoft Cloud Subscription.

Newly created tenants will always be eligible for this promotion, as a freshly created tenant will not have any purchase history of any Microsoft Cloud-Based Products.

What is the promotion?

Microsoft is providing a 15% discount off the Partner Net Price for Microsoft 365 Business Premium Annual Commitment subscription (either monthly or annual billing frequency) for all Microsoft 365 Business Premium eligible transactions during the promotional period.

The promotion applies to Microsoft 365 Business Premium annual commitment subscriptions – the promotion does not apply to Microsoft 365 Business Premium monthly commitment subscriptions.

The promotion is limited to the 300-seat limit per customer tenant enforced on all Microsoft 365 B-SKUs.

When is the promotion available?

This promotion is valid for eligible customer transactions between August 1, 2023, through December 31st, 2023.

What channels/platforms are the promotion available through?

This promotion is available exclusively through the **CSP new commerce platform only**.

What geographies is the promotion available?

This offer is available only in Western Europe, CEMA, France, Canada, LATAM, Japan, Korea, Hong Kong, Taiwan, and Singapore.

Notable Areas excluded from this offer include United States, Germany, United Kingdom, Mainland China, Australia & New Zealand.

For a full offer availability list by country, please see the bottom of the FAQ.

Note that the CSP Partner Tenant must be authorized to sell in an area where the promotion is available **AND** for the customer tenant's address to be registered (in Partner Center) in an area where the promotion is available for the offer to successfully apply.

How do I use this promotion?

Partners can see promotions available to their customers in the portal catalog in the Partner Center. Promotions will automatically apply when purchasing M365 Business Premium for an eligible customer.

Partners can also access all available promotions and their pricing information in the [Global Promo Readiness Guide](#) or by calling the [get Promotions API](#).

What Customers should Partners target with this promotion?

This offer is only available for eligible customers new-to-Microsoft Cloud License Subscriptions.

- 1) Customers with Existing Microsoft On-Premise Licenses looking to begin their cloud migration.
- 2) Customers with 3rd Party Vendors with competing productivity or security solutions (cloud & on-premise)

We encourage partners to think about both customer audiences as they build plans for communicating this promotion with new and existing customers. For more guidance on building a customer target list, please view the [Offer Summary](#) and connect with your PDM to learn more about available CloudAscent resources.

What does new-to-Microsoft Cloud Licenses mean?

This offer is available for customer tenants who have no purchase history of any Microsoft Cloud Subscriptions that are [license-based](#).

Common Microsoft Software-as-a-Service License-Based Offerings include:

Office & Microsoft 365 licenses (e.g., M365 Business Standard, Teams Essential, O365 E3, etc.)

Dynamics 365 subscriptions.

Do Azure Consumption Plans impact a customer's new-to-Microsoft Cloud Licenses status?

No. Customer Tenants with billable [Microsoft Azure Services and Consumption Commitment contractual commitments per](#) consumption (not per-user) are still eligible for this offer, provided that they do not have any per-user Microsoft Cloud License on the same tenant.

I have customers interested in Microsoft 365 AI & Co-Pilot Capabilities. What can I do to leverage that AI excitement?

In March, we announced [Microsoft 365 Copilot](#), which will transform the way customers work and free customers to focus on the things most important to their business. M365 Co-Pilot combines the power of large language models with data in customer's Microsoft Graph to embed AI-productivity in the M365 Apps customers use every day. The best way to get ready for Copilot is to get on Microsoft 365, the essential foundation for modern work – Copilot will require Microsoft 365. Use this offer to convert customer AI-focused excitement into cloud migration plans or Office 365 → Microsoft 365 prior to offer expiration.

Please see [here](#) for the latest M365 Copilot update and on how SMBs can get AI-ready with Microsoft 365.

Top Frequently Asked Questions

What do you mean by "annual commitment"?

In NCE, partners and customers can choose to purchase subscription licenses for either Monthly or Annual commitment durations. Annual commitments are for a one-year subscription, and are automatically renewed at the standard, new rates. Annual commitments carry the advantage of locking a customer into the price at time of purchase – through the entire duration of the commitment. For example, the applicable FX rate is determined based on the date of the charge.

Commitment duration is the length of time that a customer must pay for the purchased number of licenses. This is different than Billing Frequency, which is the number of pay periods that the commitment duration is divided into (billing frequency can also be monthly or annual). Partners utilizing this promotion maintain billing frequency – either via one annual payment or 12 monthly payments. Payment terms are net 60 days and invoices are available by the 8th of each month.

Does the promotion apply on all billing frequency options for an M365 Business Premium Annual Commitment subscription (Monthly vs Annual Billing Frequency)?

Yes. This promotion applies to both available billing frequency options for an annual license commitment subscription: **Monthly & Billing Frequency**

How can I verify if a customer qualifies for this promo?

Partners should always rely on the verify eligibility API to understand whether a promotion will be applied before purchasing. The API will return the minimum, maximum, and the remaining available licenses if the seat limits aren't met. Please refer to the following [documentation](#) for more, and the error response codes.

Is a customer with a free trial of any M365 subscription eligible for this promo?

No. Trial SKUs are included in the "NewCustomer" constraint used for this M365 Business Premium Offer. Customers with any current or previous use of any per-user license trial (M365/O365/D365) are not eligible for this promotion. For clarification and potential exceptions, please contact your GPS PDM.

I have a large customer with hundreds/thousands of users – but they have purchased "one seat" or a "few seats" of M365 or another license-based subscription – are they eligible for this promo?

No. Customers with any purchase of a Microsoft Cloud-Based License or trial since the creation of their tenant account will be ineligible for the promotion, regardless of quantities purchased or whether the subscription is active or expired. A newly created customer tenant will be eligible for this offer.

I have a large customer with hundreds/thousands of users with no current M365 subscriptions. but they have an "expired" seat of M365 purchased years ago – are they eligible for this promo?

No. Customer tenants with any purchase of a M365 sat or trial since the creation of their tenant account will be ineligible for the promotion, regardless of whether the subscription is active or expired. The creation of a new customer tenant will render the new customer tenant eligible for the promotion.

What happens at the end of the promotion period?

Promotional pricing will stop applying after the subscription's annual commitment term ends, and subscriptions will renew at the standard price point. After the end of the promotional period (December 31, 2023), new purchases of M365 Business Premium annual subscriptions will not receive the discount.

License renewals, upgrades, and commitment term changes can be [scheduled](#) in advance of the renewal date via the Partner Center dashboard, as long as the subscription is active and automatic renewal is on. Partners can access the standard price list and adjust automatic renewal in Partner Center midterm.

How does the 300-seat limit work? Do I have to sell all the seats at once? Is it a limit per transaction?

M365 Business Premium – like all B-SKUs (e.g., M365 Business Basic, M365 Business Standard, M365 Business Premium, M365 Apps for Business, Teams Essential, and Microsoft Defender for Business) have a

limit of 300 licenses per customer tenant. Partners will not be able to sell more than 300 seats to the same customer tenant.

I have a new customer that needs more than 300 seats of M365 Business Premium. What do I do?

Partners will only be able to sell 300 seats of M365 Business Premium to a customer tenant. Should a customer tenant require more seats, we recommend Partners position M365 E3 as a suitable alternative.

What happens if my promo-eligible customer needs to add more seats?

As with any existing annual term subscription, partners can add more seats to an existing subscription benefiting from the promotional price, even after the promotion period has ended – up to the 300-seat limit.

My customer is interested in both Business Premium and Microsoft 365 E3 licenses – how should I position each license?

M365 Business Premium continues to be the best value for customers under the 300-seat limit and should be the hero SKU sold to these customers. For customers over the 300-seat limit and looking for a similar product, M365 E3 is the next step-up solution available for purchase. For eligible customers, leverage the Do More with Less M365 E3 offer in CSP available to eligible customers through September 30th, 2023.

Additional Offer Execution Details

How is this promotion on the M365 Business Premium annual subscriptions applied?

Partners can see promotions available to their customers in the portal catalog in the Partner Center. Promotions will be applied to the subscription price point by the Partner Center when partners purchase the product SKU for eligible customers, with the resulting discounted price reflected on their monthly invoices (with monthly billing payment) or on the one-time charge. For a walkthrough of how to transact this offer, please review the following [resource](#).

Is this offer available on M365 Business Premium monthly commitment subscriptions?

No.

This promotion does not apply to the M365 Business Premium monthly subscription.

The current promotion aims to help partners acquire new M365 Business Premium customers, expanding their existing customer base and providing more opportunities for partners to delivered value-added services to customers that are willing to commit to a long-term relationship.

Can another partner sell to a customer that I sold the promotion to?

No. Only the first partner selling to a new-to-Microsoft Cloud License customer can benefit from the promotion. Any subsequent partner would not be able to get the promotional discount for that same customer.

Can eligible customers decrease their license count during the promotion period at the promotional price?

Partners can also reduce the number of licenses during the first 168 hours, for a prorated refund. Partners can view the licenses they can reduce and their respective deadlines in Partner Center. Prorated refunds apply to both the one-time and monthly billing option. Partners cannot reduce the number of licenses post the 168-hour window.

Can the customer cancel their promotional offer subscription at any time?

Customers can cancel their annual offer subscription during the first 168 hours after renewal for a prorated refund. After the 168-hour cancellation period, customers cannot request a refund for their annual subscription. Partners can turn off auto-renewal on behalf of their customers at any point in customer subscriptions.

I have an existing customer on Legacy with a M365 subscription. Can they move to NCE receive this discount?

No. The new-to-Microsoft Cloud License checks a customer tenant’s purchase history across all Microsoft commerce platforms and channels.

What should I do if I have additional questions about this promotion?

For additional questions Partners may have about this promotion, please review the [Global Readiness Promo Guide](#) and reach out to your PDM

What is the full offer market availability list – by Country?

LATAM	Western Europe	Asia-Pacific	North America	Central and Eastern Europe, Middle East, Africa		
Bolivia	Austria	Japan	Canada	Albania	Ukraine	Morocco
Colombia	Belgium	Korea		Armenia	Russia	Nigeria
Ecuador	Luxembourg	Hong Kong		Azerbaijan	Cyprus	Senegal
Paraguay	Denmark	Taiwan		Belarus	Greece	Tunisia
Peru	Iceland	Singapore		Bosnia and Herzegovina	Malta	Uganda
Uruguay	Finland			Bulgaria	Poland	Zambia
Argentina	Ireland			Croatia	Romania	South Africa

Brazil	Italy			Estonia	Czechia	Israel
Costa Rica	Netherlands			Georgia	Slovakia	Bahrain
Dominican Republic	Norway			Hungary	Algeria	Iraq
El Salvador	Portugal			Kazakhstan	Angola	Jordan
Guatemala	Spain			Kosovo	Botswana	Kuwait
Honduras	Sweden			Latvia	Cameroon	Lebanon
Jamaica	Switzerland			Lithuania	Côte d'Ivoire	Oman
Panama	France			Moldova	Egypt	Pakistan
Puerto Rico				Montenegro	Ghana	Qatar
Trinidad & Tobago				North Macedonia	Iran	Saudi Arabia
Venezuela				Serbia	Kenya	Turkey
Chile				Slovenia	Libya	United Arab Emirates
Mexico				Turkmenistan	Mauritius	