

## Cloud Solution Provider

## Program Evolution

### **Cloud Solution Provider program evolution and Open License program changes: Journey to a better partner and customer experience**

#### **Introducing perpetual software licenses in CSP**

Microsoft is taking a significant step to simplify licensing by introducing perpetual software license purchases through the new commerce experience, as part of Cloud Solution Provider program for partners

#### **Know the changes:**

##### **Cloud Solution Provider program changes**

Starting January 2021, all partners enrolled in the Cloud Solution Provider program will be able to sell commercial perpetual software licenses for on-premises deployment through CSP. This will give customers the licensing flexibility they need as part of their digital transformation

- **Open License program changes**

Commercial customers won't be able to buy new or renew software licenses or online services through the Microsoft Open License program as of January 1, 2022. This gives commercial customers 15 months to plan for this change.

**Note:** There are no plans to change the Open Value or Open Value Subscription programs.

Options for Open License program customers: -

- **New perpetual software license purchases**

We are expanding the offers available in the Cloud Solution Provider program to include perpetual software licenses. Customers can continue purchasing software licenses and can add online services with the help of a partner in the Cloud Solution Provider program. New license-only and online services purchases can be transacted through partners in the Cloud Solution Provider program.

- **Software Assurance purchases**

Software Assurance benefits will continue until the Software Assurance term expires, even if the expiration is after January 1, 2022. The Microsoft Open Value program is recommended for future purchases that include Software Assurance.

- **Online Services purchases**

Any unused online services tokens can still be assigned and used, even after January 1, 2022, if it's within the five-year term. Customers can buy new online services subscriptions through a partner in the Cloud Solution Provider program. If they want to continue using the online services token system, they can get them through the Open Value program or Open Value Subscription program

How will the program work?

- Qualified partners can sell on-premises perpetual software license through the CSP offer catalog
- Customer make a one-time, upfront payment for the licenses
- Through CSP, partners facilitate the procurement. Customers manager license key access, activation, and product media/download fulfillment of licensed products through Microsoft 365 Admin Center

Benefits to customers



Simplified purchasing experience with accelerated sales and delivery cycle



Single destination for customers with hybrid purchasing needs who want to transact with a single partner

Available products

License-only without Software Assurance, paid in full upfront for products such as the following:

Desktop tools	Infrastructure servers	Productivity servers
<b>Windows</b> <ul style="list-style-type: none"> <li>Windows 10 Pro</li> <li>Windows 10 Enterprise LTSC 2019 Upgrade</li> </ul> <b>Office</b> <ul style="list-style-type: none"> <li>Office Standard 2019</li> <li>Office Professional Plus 2019</li> <li>Office for Mac Standard 2019</li> </ul> <b>Project and Visio</b> <ul style="list-style-type: none"> <li>Project Standard and Professional 2019</li> <li>Visio Standard and Professional 2019</li> </ul>	<b>Windows Server 2019</b> <ul style="list-style-type: none"> <li>Standard and Datacenter Core licenses</li> <li>CALs and External Connector</li> <li>RDS CALs and External Connector</li> <li>RMS CALs and External Connector</li> </ul> <b>SQL Server 2019</b> <ul style="list-style-type: none"> <li>Standard Server license and CALs</li> <li>Standard and Enterprise Core licenses</li> </ul>	<b>Exchange Server 2019</b> <ul style="list-style-type: none"> <li>Server license and Standard/Enterprise CALs</li> </ul> <b>SharePoint Server 2019</b> <ul style="list-style-type: none"> <li>Server license and Standard/Enterprise CALs</li> </ul> <b>Skype for Business Server 2019</b> <ul style="list-style-type: none"> <li>Server license and Standard/Enterprise/Plus CALs</li> </ul> <b>Project Server 2019</b> <ul style="list-style-type: none"> <li>Server license and CALs</li> </ul>

*Other products are also available: for example, BizTalk Server and the individual Office products*

## What About Incentives?

Incentive programs for partners in the Cloud Solution Provider program provide more flexibility for building deeper engagement and successful customer outcomes. After December 31, 2020, Microsoft will no longer offer Managed Reseller and Commercial Distributor incentives for Open License transactions.

Through the Microsoft CSP Program partners have multiple options from a certification perspective. The incentive model is aligned to Partner Competencies required to earn Microsoft incentives.

## How to get the required Competencies?

Partners are required to obtain Microsoft CSP competencies to earn from the Microsoft Incentive Program to enhance profitability. Partners need to ensure that the following in order to benefit from rebates from Microsoft as a Microsoft CSP Reseller:

<https://partner.microsoft.com/en-us/membership/cloud-productivity-competency>

- Certifications will need to be federated with the partners MPN number  
Certification options is included in the link.
- The next step is to associated customer references
- And lastly the capital investment associated to the Silver or Gold competency activation

The competency requirements are different per competency type and First Distribution suggests starting with the Cloud Productivity competency.

Different competency options exists for Azure and the various portfolios available in Microsoft CSP.

