

# Surface Commercial Channel Simplification

## Frequently asked questions

December 2024

MICROSOFT - PARTNER CONFIDENTIAL

### OVERVIEW – WHAT IS THE SURFACE COMMERCIAL CHANNEL SIMPLIFICATION?

The Surface Commercial Channel Simplification will make it easier and simpler for partners to sell Surface.

The simplification will start with onboarding all Surface Commercial Resellers (ADRs and DMPs) to Partner Center and authorizing them to sell all of the Surface products (Surface PC + Surface Hub) and accessories authorized by Microsoft for their market.

### CONTENTS

Overview – What is the Surface Commercial Channel Simplification? .....	1
What has changed for Resellers? .....	1
What is the process for partners onboarding to Partner Center? .....	2
What is the timeline for implementation? .....	5
Where to find more information? .....	5

### WHAT HAS CHANGED FOR RESELLERS?

#### **How does the change benefit Surface resellers?**

The primary benefit is to make it easier to sell Surface. Once partners complete onboarding, including vetting and click-to-accept or signature of the latest channel partner agreement in Partner Center, they will be authorized to sell the entire Surface portfolio authorized for their market.

**Which agreements are replaced by the latest Surface ADR and DMP Agreements?**

1. **For Surface PC & Hub ADRs:** the latest Surface Commercial ADR Terms and Conditions will replace and supersede the legacy ADR Terms and Conditions as it relates to Surface Commercial PC and Hub Device Authorizations. The existing ADR Terms and Conditions will remain in place for other, non-Surface lines of business (e.g., Mixed Reality).
2. **For Surface DMPs & Hub VADORs:** The DMP Agreement will replace the current DMP and VADOR Agreements, which will automatically expire on September 30, 2025. This new DMP Agreement will authorize DMPs to sell all of the Surface products (Surface PC + Surface Hub) and accessories authorized by Microsoft for their market.

**Will there be changes made to the authorizations by Microsoft? If so, how often will these changes be made?**

Yes. The Surface Commercial ADR and DMP authorizations are both now evergreen. As before, Microsoft may periodically issue updates or changes to the terms upon notice to partners in accordance with the notice requirements in the agreements.

**Will partners need to be approved to sell Surface products?**

In the new DMP Onboarding process Microsoft will approve resellers. DMPs will be authorized by Microsoft to transact with any Microsoft Surface Commercial Authorized Device Distributor in their territory. This does not establish a purchasing relationship. DMPs will need to set-up a purchasing relationship with the ADD independently. Grant of DMP authorization by Microsoft doesn't guarantee that an ADD will be willing to establish a relationship with you.

## WHAT IS THE PROCESS FOR PARTNERS ONBOARDING TO PARTNER CENTER?

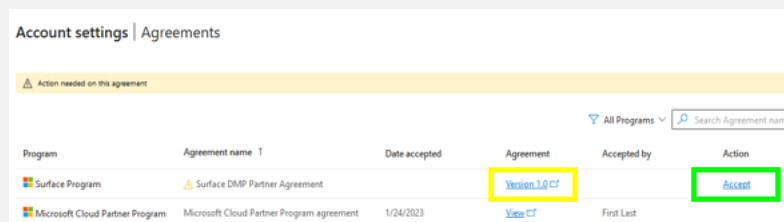
**Who should sign the latest reseller authorization in Partner Center?**

While companies have different contacts that will be a part of their Surface journey, the terms signed/click-accepted during this enrollment process are a contractual agreement with Microsoft. Please ensure the acceptor is an authorized signatory for the company entity that is onboarding.

**How do partners accept the latest authorization?**

Partners "click to accept" the latest Surface ADR and DMP authorizations in Partner Center. Instructions on how to enroll

in Partner Center can be found on the [Surface Enrollment Page](#).

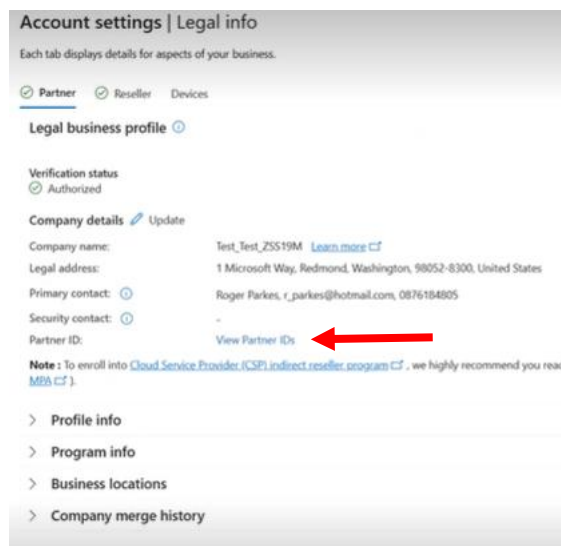


Program	Agreement name	Date accepted	Agreement	Accepted by	Action
Surface Program	Surface DMP Partner Agreement		<a href="#">Version 1.0 C7</a>		<a href="#">Accept</a>
Microsoft Cloud Partner Program	Microsoft Cloud Partner Program agreement	1/24/2023	<a href="#">View C7</a>	First Last	

Exceptions apply to Surface ADR CREST country partners (China, Egypt, Saudi Arabia) which will require physical signatures, made by hand with a pen. More details on these partners will be provided separately.

### Where can a partner find their PartnerID (formerly their MPN Location ID)?

A partner's PartnerID is found on the Legal Info page of Partner Center. If there are multiple PartnerIDs associated with the global account, and there is question on which to choose for the Surface Commercial authorization, the partner should raise a support ticket in Partner Center for clarification.



Account settings | Legal info

Each tab displays details for aspects of your business.

Partner Reseller Devices

Legal business profile

Verification status  
Authorized

Company details Update

Company name: Test\_Test\_ZSS19M [Learn more C7](#)

Legal address: 1 Microsoft Way, Redmond, Washington, 98052-8300, United States

Primary contact: Roger Parkes, r\_parkes@hotmail.com, 0876184805

Security contact: -

Partner ID: [View Partner IDs](#)

Note: To enroll into [Cloud Service Provider \(CSP\) indirect reseller program C7](#), we highly recommend you read [MPA C7](#).

> Profile info

> Program info

> Business locations

> Company merge history

### How can a partner verify they have accepted the latest Surface Commercial ADR or DMP authorization?

Partners can confirm they have successfully onboarded to the new Surface Commercial Device Authorization in Partner Center by navigating to the Agreements page in Partner Center.

Partner Center > Account Settings > Agreements

Account settings | Agreements

▼ All Programs    🔍 Search Agreement name

Program	Agreement name ↑	Date accepted	Agreement	Accepted by	Action
Microsoft Cloud Partner Program	Microsoft Cloud Partner Program agreement	1/3/2023	<a href="#">View</a>	Roger Parkes	
Surface Program	Surface DMP Partner Agreement	1/3/2023	<a href="#">View</a>	Roger Parkes	

The Agreements page will have the applicable agreement available to view and the date of acceptance.

Partners can confirm their Sales Territory and Partner Type (Surface ADR or DMP) on the Legal Info page under Devices.

Partner Center > Account Settings > Legal Info

Account settings | Legal info

Each tab displays details for aspects of your business.

☒ Partner   
 ☒ Reseller   
 ☒ **Devices**

**Partner info**

Partner Type: Surface Distributor Managed Reseller

Region: WA

Sales Territory: United States

Website: [www.test.com](#) [Update](#)

Partner in Region: [View Details](#)

**Contact info** [Update](#)

Contract Authorization:

Sales contact:

Channel incentives:

### What if a partner has not accepted the latest DMP or Surface ADR authorization in Partner Center?

Acceptance of either the DMP authorization or Surface ADR authorization is required for all resellers to be authorized by Microsoft to sell Surface products and accessories.

- Existing DMP and VADOR authorizations will expire on September 30, 2025. After September 30, 2025, DMPs and VADORS who onboarded through the Reseller Portal will no longer be authorized to resell Surface PC or Hub products in their markets until they onboard to the new DMP Agreement in Partner Center.

- Existing ADRs will receive a notice from Microsoft that provides them with 30 days' advance notice of the removal of their Surface Device Authorization and/or Surface Hub Authorization under the legacy ADR T&Cs. After this 30-day notice, they will no longer be authorized to resell Surface PC or Hub products in their market until they onboard to the new ADR Agreement in Partner Center.

Additionally, please note if a reseller's authorization expires, they will not be able to access Pricing Programs or earn Channel Incentives. Taking the time now to make sure partners have awareness of the importance of moving to Partner Center, and doing so mindfully, will save time and energy avoidable escalations.

**Can a partner remain on the former DMP, VADOR or ADR agreements instead of signing the latest authorizations in Partner Center?**

No. The current DMP and VADOR agreements expire on September 30, 2025 and are not renewable. Surface ADR Device Authorizations issued under the legacy ADR T&Cs will be updated to remove Surface and Surface Hub with 30 days' advance notice.

Partners who wish to sell the Surface portfolio must accept a new authorization in each Sales Territory in which they wish to continue to be able to transact.

**How can Distributors (ADDs) help their resellers?**

ADDs can ensure their resellers are aware that they need to onboard and accept the latest terms in Partner Center. ADDs will be able to validate if their Resellers have an authorization to sell Surface through the Surface ADD Reseller Validation Tool.

## WHAT IS THE TIMELINE FOR IMPLEMENTATION?

**What is the timeline for partners to onboard to Partner Center?**

Resellers will begin onboarding to Partner Center in February 2025 and will need to onboard before September 30, 2025.

## WHERE TO FIND MORE INFORMATION?

**Who can partners reach out to for support?**

Instructions on how to enroll in Partner Center can be found on the [Surface Enrollment Page](#).

If a partner has a PDM, they can be contacted with further questions.

If a reseller has specific questions about their Partner Center account or onboarding to Partner Center, they should raise a ticket with [Partner Center support](#).

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