

Microsoft CSP Licensing

**Packed with**  
*flexibility,*  
**value and support**

Help your customers make the shift and grow your practice



# Microsoft is going all-in on CSP

Since November 2025, Microsoft has been steering customers towards the Cloud Solution Provider (CSP) program. The changes are designed to fuel growth in the SME segment – a \$661 billion opportunity globally.\*

*“CSP is our hero motion that enables partners to drive this transformation.”*

**Nicole Dezen**, Chief Partner Officer, Microsoft\*\*



## Two effective paths to CSP

### For EA customers:

Volume discounts have been removed, so many customers are now paying more. Some CSP products now offer three-year terms with competitive pricing, and most Microsoft incentives are flowing through CSP-led activities.

### For Azure PAYG customers:

Many organisations are still buying Azure direct via credit card, paying retail prices with limited support and no strategic guidance. CSP offers a better experience at the same or lower cost.

### For partners:

This is a chance to step in as trusted advisors, transition customers onto more flexible licensing and build deeper, more valuable relationships.

## Why CSP works for your customers

Whether your customers are on EA or Azure PAYG, CSP gives them:

- **More control** – add licenses anytime without waiting for annual renewals
- **Flexible billing** – monthly, annual or triennial options
- **Ongoing support** – strategic guidance year-round
- **24/7 Microsoft Premier Support** – through your Dicker Data partnership at no extra cost

# What's in it for partners?

## Revenue and growth

Your EA and Azure PAYG customers may not be aware there's a better option. You have an opportunity to show them the benefits. You'll earn margins on licensing, with the potential for additional incentives through solution designations and Partner Solution Points.

## Stronger customer relationships

CSP shifts you from a transactional supplier to a trusted advisor, providing ongoing guidance, optimisation and support. Bundle licensing with consultancy, training and managed services to differentiate.

## Operational simplicity

Renew EA subscriptions directly into CSP while keeping existing SKUs. Transition Azure EA or PAYG customers with no disruption. Consolidated billing and streamlined provisioning make management easier.

## Scalable opportunity

CSP works for organisations of all sizes, but the 300–2,400 seat range is the sweet spot. The benefits and returns stack up with clear options to scale profitably using tailored, cloud-first solutions.

# Where's the opportunity?

EA customers	PAYG customers
If their pricing included volume discounts, they're likely paying more now	More than half of all Azure consumption comes from PAYG customers – often on credit cards with no strategic support
Locked into annual cycles – can't adjust licenses when headcount changes	Costs spiraling, hard to predict or control
Microsoft Premier support requires ~\$50K USD investment	Multiple invoices, under-utilised services and governance gaps
<b>CSP advantages:</b> <ul style="list-style-type: none"><li>■ Flexibility</li><li>■ Competitive pricing</li><li>■ Simpler transitions</li></ul>	<b>CSP advantages:</b> <ul style="list-style-type: none"><li>■ Same or lower cost</li><li>■ Real 24/7 support</li><li>■ Ongoing optimisation</li></ul>

# Engaging EA customers

## Use cases to guide your conversations

Customer situation	How CSP helps
Planning to migrate on-prem servers to Azure but still on EA	CSP supports partner-led planning, assessment and migration/deployment funding offers
Two merged companies with separate EAs and duplicate licenses	CSP simplifies license consolidation and alignment across entities
Marketing buying extra M365 licenses via third-party vendor without IT approval	CSP centralises license management with reporting tools and usage insights
Unaware they qualify for Azure credits or funding programs	CSP provides options for eligible customers to access Microsoft programs
Receiving separate invoices for Microsoft licenses, Azure and managed services	CSP provides a single, consolidated invoice
Teams outage – waiting 48 hours for resolution	CSP partners offer direct escalation paths to Microsoft engineers

## Handling common objections

### **“We’re locked into EA for another year.”**

That’s actually a good time to start planning. We can map out the transition now so you’re ready to move at renewal. CSP gives you more control and flexibility from day one.

### **“EA gives us better pricing.”**

With the pricing changes, that’s worth revisiting. CSP pricing is now competitive, and we can right-size your environment to make sure you’re not over-licensing. Often that alone covers the difference.

### **“We’re comfortable with our current setup.”**

That’s understandable. The thing to consider is that Microsoft is shifting away from EA – the incentives, the investment, the innovation are all moving to CSP. Transitioning now means you’re aligned with where Microsoft is heading, rather than playing catch-up later.

### **“We already have a CSP, but they’re not proactive.”**

A good CSP relationship includes strategic guidance, roadmap alignment and ongoing optimisation. If you’re not getting that, worth exploring options.

### **“We don’t want to manage licensing changes every month.”**

You don’t have to. We handle that. CSP enables automation and partner-managed provisioning, so you get the flexibility without the admin overhead.

## Conversation starters

Questions to uncover whether a customer is ready to consider CSP:

- How is your Microsoft licensing currently managed and renewed?
- Have you noticed any changes to your EA pricing recently?
- Are you able to adjust license counts when your team size changes?
- How do you handle support issues with Microsoft – and how quickly do they get resolved?
- Are you getting full visibility into your licensing spend across departments?



# Engaging Azure PAYG customers

## Use cases to guide your conversations

Customer situation	How CSP helps
Costs spiralling on a credit card, becoming unmanageable	Predictable billing, expert cost monitoring, right-sizing guidance to control spend
Multiple services running, some underutilised, paying more than they're using	Usage analytics and ongoing optimisation – identify waste and reallocate resources
Limited knowledge of best practices, knows it could be managed better, but doesn't know how	Year-round strategic guidance from a partner who understands their environment
Marketing buying extra M365 licenses via third-party vendor without IT approval	CSP centralises license management with reporting tools and usage insights
Unaware they qualify for Azure credits or funding programs	CSP provides options for eligible customers to access Microsoft programs
Receiving separate invoices for Microsoft licenses, Azure and managed services	CSP provides a single, consolidated invoice
Teams outage – waiting 48 hours for resolution	CSP partners offer direct escalation paths to Microsoft engineers

## Handling common objections

### **“I’m worried about losing control of my environment.”**

You keep full ownership of your subscriptions and can make changes whenever you need to, with a partner helping you get more from it.

### **“What’s involved in the transfer? Will there be downtime?”**

The transfer happens on the back end. There's no downtime or service interruption. Your customers won't notice anything except better support.

### **“Will it cost more?”**

Most customers pay the same or less. When you factor in the support, optimisation and reduced admin overhead, you get better value for money.

### **“We already have a CSP, but they’re not proactive.”**

A good CSP relationship includes strategic guidance, roadmap alignment and ongoing optimisation. If you're not getting that, worth exploring options.

### **“We don’t want to manage licensing changes every month.”**

You don't have to. We handle that. CSP enables automation and partner-managed provisioning, so you get the flexibility without the admin overhead.

## Conversation starters

Questions to uncover whether a customer is ready to consider CSP:

- How are you managing Azure costs – and do you have the visibility you need?
- When something goes wrong, who do you call and how quickly is it resolved?
- Are you using all the services you're paying for?
- Have you explored the credits and programs you might be entitled to?
- What would you change about how your Azure environment is managed?



# We're here to help you make the shift

We've already supported partners including Truis, efex, Microtech DPS and others through successful CSP transitions.



## Find ready customers

Our local licensing team uses your transactional data to surface opportunities. You'll have access to 50 Microsoft licensing, technical and sales specialists.



## Get funded transition support

Assessments, POCs, deployment support and Azure expansion programs including Cloud Health checks, TCO assessments and Well Architected Framework engagements.



## Access 24/7 Microsoft Premier Support

Microsoft Premier Support backed by Microsoft Premier Engineers, plus subscription transfer tools and step-by-step migration resources.



*"Having Dicker Data involved simplified the complexity and supported us to free up resources. Access to Microsoft Premier Support played a pivotal role in winning the opportunity."*

**Samuel Thompson**, Account Manager, Truis

## Ready to start engaging your customers?

Get the full go-to-market toolkit with co-brandable marketing assets at

[www.dickerdata.com.au/microsoft/csp-transition](http://www.dickerdata.com.au/microsoft/csp-transition)

[www.dickerdata.co.nz/microsoft/csp-transition](http://www.dickerdata.co.nz/microsoft/csp-transition)

- Customer brochure
- Sales presentation
- Sales scripts, email templates and LinkedIn posts



## Let's grow together

Talk to our team about opportunity identification and transition planning.

### Australia:

[www.dickerdata.com.au/microsoft](http://www.dickerdata.com.au/microsoft)

Sales support:

[Microsoft.sales@dickerdata.com.au](mailto:Microsoft.sales@dickerdata.com.au)

Presales support:

[microsoft.presales@dickerdata.com.au](mailto:microsoft.presales@dickerdata.com.au)

[Book a meeting with us](#)

### New Zealand:

[www.dickerdata.co.nz/microsoft](http://www.dickerdata.co.nz/microsoft)

Sales support:

[microsoft.sales@dickerdata.co.nz](mailto:microsoft.sales@dickerdata.co.nz)

Presales Support:

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[Book a meeting with us](#)

\* Microsoft estimates based on IDC data, October 2024.

\*\* Nicole Dezen, [CSP: Deepening our investment in our partners](#), 2025