

Foundation Offer (AFO)

- Any project size with 1st year ACR > \$1
- >50% of incremental 1st year
- ACR must come from Databases, and/or Fabric, and/or Foundry

ECIF

(End Customer Investment Funds)

- Partner must be ECIF approved
- ECIF only (2:1 ROI): up to \$500K
- **What does post-sales ECIF cover?** Delivery activities tied to committed sale: migration, deployment, post-sales training, testing, Validation

ACO

(Azure Credit Offer)

- ACO only (2:1 ROI): up to \$500K
- **What does ACO cover?** Azure Credit Offer offsets migration/dual run costs or to drive incremental revenue for the eligible Azure workloads. ACO is post-sales only.

AFO Eligible Workloads

Data: Cosmos
MySQL Server

Data: Oracle

Data: SQL Modernisation

Data: SQL On-prem to Azure SQL

Data: On-prem to SQL MI

Data: SQL to Azure SQL

Data: Analytics Fabric

AI: Foundry Models

AI: Search

AI: Tools – Speech

AI: Tools – Vision

AI: Foundry Agent

*Funding is calculated based on total opportunity size and projected ACR, subject to program limits and approval.

OR

ECIF + ACO to mitigate services cost and offset ACR spend

Changing Procurement Landscape



Why move to CSP

Microsoft Direct and PAYG – Why CSP?

- Eliminate reliance on individual employee Credit Card (Cost and staff turnover)
- Leverage MS funding for innovation and new workloads
- Partner-led optimization:
- Access to Microsoft highest level Enterprise support: Premier Support for Partners
- Potential consumption cost savings against the RRP pricing via MS direct
- Potential for WAF review (where applicable)

Enterprise Agreements – Why CSP?

- No long-term commitments
- Ability to scale up/down at anytime
- Remove or significantly reduce Microsoft support contracts
- Streamline invoicing across all subscription billing
- Partner-led tooling, visibility and optimization
- Leverage Microsoft funding for innovation and workload adoption
- Potential for WAF review (where applicable)

CUSTOMER BASE COMPOSITION & AGREEMENT TYPES



45,000

Customers on Microsoft Direct agreements



1,000

Customers on existing or expired Enterprise Agreements



36,000

Credit Card consuming customers



Only
14,000

current CSP customers

90% of Microsoft customers in region remain outside of the CSP model, representing a major conversion opportunity.