

Microsoft 365 E3 DMWL 2023 Promo in CSP

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Summary

To enable partners to accelerate their Microsoft 365 E3 (M365 E3) practices, Microsoft is excited to announce a **new promotional offer for Microsoft 365 E3** under the “Do More with Less” Campaign.

Available from February 1st – September 30th, 2023, CSP Partners will receive 15% off the net partner price of M365 E3 when eligible customers who have not previously purchased Microsoft 365 E3 purchase a Microsoft 365 E3 annual subscription for the first time with the “Microsoft 365 E3 DMWL Offer”, available through NCE CSP.

Whether accelerating customer migrations from on-premises software to the M365 Cloud or upselling customers from eligible Office 365 solutions, Partners should leverage these promotions to empower customers to do more with less with Microsoft 365 – driving cost savings through license consolidation, increasing security confidence, and improving worker productivity and collaboration.

With intense AI excitement in the market, this is also a great opportunity to help partners to re-position this **M365 E3 promotion as a recommended action for customers to “get AI-ready with Microsoft 365”** (Copilot will require Microsoft 365). Now is the time for CSP Partners to leverage these new updates and AI excitement through this offer to re-connect with on-premise and O365 E1 & E3 customers to migrate to the cloud or upgrade to M365 E3.

Offer Overview

Who is eligible for this promotion?

This promotion is available only to New-to-ME3 Customers (subject to the “[FirstPurchase](#)” check*). The “FirstPurchase” constraint only enables the promotion to be applied if the customer tenant has no previous purchase history of M365 E3 Product SKUs. This check spans both legacy and new commerce platforms across all Microsoft transaction channels (Direct, CSP, Enterprise Agreement, amongst others).

What organizations should Partners target with this promotion?

This promotion is a fantastic opportunity for partners to explore with new or existing customers that want to digitally transform and are looking for a cloud-based productivity and collaboration solution that allows them to save costs, increase security confidence, and simplify endpoint management. Given the promotion is available to new to M365 E3 organizations, partners should target:

- **New-to-Microsoft 365 customers** – This promotion creates immediate value by providing cost savings and expanded product value for organizations new to Microsoft or existing Microsoft Customers transitioning from Microsoft on-premises software to Microsoft 365 E3.
- **Existing Microsoft cloud customers with no previous purchase of M365 E3** – partners should primarily target customers with the following use scenarios:
 - a. Microsoft Office 365 E3 customers
 - b. Microsoft Office 365 E1 customers

- c. Customers that have multiple M365 offers in use, but not Microsoft 365 E3, and are ready to consolidate to Microsoft 365 E3

We encourage partners to think about both customer audiences as they build plans for communicating this promotion with new and existing customers.

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

What is the promotion?

Microsoft is providing a 15% discount off the Partner Net Price for Microsoft 365 E3 Annual Commitment subscription (either monthly or annual billing frequency) for all Microsoft 365 E3 eligible transactions during the promotional period.

The promotion applies to Microsoft 365 E3 annual commitment subscriptions – the promotion does not apply to Microsoft 365 E3 monthly commitment subscriptions.

The promotion is limited to the first 2,400 seats sold to eligible customers.

Only one partner can benefit from the promotional price when selling to a new-to-M365 E3 customer.

Product Name	Product SKU ID	Promo ID
Microsoft 365 E3	CFQ7TTC0LFLX	39NFJQT1Z4T3

Market	Subscription	ERP Price	Net Partner Price	Discount	End Price (to-Partner)
US	M365 E3	\$36.00	\$28.80	15%	\$24.48

When is the promotion available?

This promotion is valid for eligible customer transactions between February 1, 2023, through September 30, 2023.

What channels/platforms is the promotion available through?

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

We encourage partners to use this promotion to explore upsell opportunities with eligible customers still purchasing through legacy CSP. For a full list of subscriptions eligible for a mid-term upgrade to M365 E3, please see the Offer Matrix in your Partner Center Account.

What geographies is the promotion available?

The promotional discount is available in all geographies where Microsoft 365 is sold through the CSP new commerce experience.

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 E3 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](#).

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 E3 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 M365 E3 eligible for this promo?

No. Trial SKUs are included in the "FirstPurchase" constraint used for this M365 E3 Promos. Customers with any current or previous use of any M365 E3 trial 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 own "one seat" or a "few seats" of M365 E3 – are they eligible for this promo?

No. Customers with any purchase of an M365 E3 SKU 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. For clarification and potential exceptions, please contact your GPS PDM.

I have a large customer with hundreds/thousands of users with no current M365 E3 subscription. but they have an "expired" seat of M365 E3 purchased years ago – are they eligible for this promo?

No. Customers with any purchase of a M365 E3 SKU or trial since the creation of their tenant account will be ineligible for the promotion, regardless of whether the subscription is active or expired. For clarification and potential exceptions, please contact your GPS PDM.

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 (September 30th, 2023), new purchases of M365 E3 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 2,400-seat limit work? Do I have to sell all the seats at once? Is it a limit per transaction?

The promotion allows partners to sell up to 2,400 seats of M365 E3 at a discounted price to a same eligible customer. This can be done at once or as the customer decides to expand their seats during the term of the subscription. Partners will not be able to sell more than 2,400 discounted seats to the same customer.

I have a new customer that needs more than 2,400 seats. What do I do?

Partners can sell more than 2,400 to a new customer at any time, but the promotional price will only be applicable to the first 2,400 seats. Partners will need to transact multiple times to receive the promotional

discount on the first 2,400 seats – Partners should first purchase 2,400 seats to receive the discount, and then separately purchase the additional seats at full-price.

Note that as the second transaction is a new subscription, the subscriptions will not be co-terminus unless purchased on the same day.

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 has ended.

I heard that Microsoft is planning to adjust prices to reflect new exchange rates. How does this affect the promotion?

The new-to-M365 E3 promotion in CSP provides a 15% discount off the existing annual term offer available in the CSP pricelist. Once price lists in non-USD regions are adjusted, the discount will apply to these new prices.

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.

Additional Offer Execution Details

I need additional guidance on how I can verify customer eligibility.

For information regarding the following questions, please see the Offer Matrix. The Offer Matrix is updated each month as a companion spreadsheet to the price list and is available in the [Partner Center](#) in the Pricing Section:

1. The list of total available offers across all M365 SKUs
2. Prerequisites for each offer include customer eligibility criteria.
3. Offers available for a particular SKU – including eligible product upgrade pathways.

To directly verify whether a customer is eligible for the promotion, Partners can see the information in the review page in Partner Center prior to purchasing the product with the customer tenant ID. Alternatively, Partners can call the [verifyPromotionEligibility API](#). Eligibility will be enforced directly by the Partner Center Web and API systems at the time when the partner is transacting the offer via the "[New Customer](#)" check. For questions about the maximum number of licenses available to Partners, please refer to the [Global Promo Readiness Guide](#).

How is this promotion on the M365 E3 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](#).

I have an existing customer with an O365 subscription annual commitment with NCE. Can they upgrade to on a monthly commitment M365 E3 and receive this discount mid-term?

No. Existing customers with annual commitments will be unable to change existing subscriptions to any monthly commitment. Upgrading an annual subscription must keep the commitment term attribute from the existing subscription. Please note that while NCE does support monthly to annual commitment upgrades, this promotional discount only applies to monthly commitments.

However, we still encourage partners to discuss expanding customer product portfolios with standalone products such as Microsoft Defender for Business during Legacy to NCE transition conversations or pursue a separate new monthly commitment subscription to a more premium product. There are still great opportunities for customers on annual commitments to streamline and reduce vendor costs, add valuable security capabilities, and improve their overall product suite by upgrading at the standard price point.

I have an existing customer with a monthly commitment in NCE for a specific product(s). Can they upgrade from an eligible SKU to M365 E3 on annual commitment and receive this discount at mid-term?

Yes! Existing customers with monthly commitments can upgrade eligible subscription to M365 E3 on an annual subscription at the promotional price. For example, customers with a monthly subscription to O365 E3 can upgrade mid-term to M365 E3 and receive the promotion – if eligible

For a list of available approved SKU upgrades for a product, Partners can either consult the Offer Matrix or use the Partner Center, where available upgrades will be available when editing a subscription.

How and where do I upgrade a customer with an eligible subscription to M365 E3 on NCE to receive this promotional discount?

Partners, on behalf of their customers, can upgrade all eligible licenses (full upgrade) or some licenses (partial upgrade) to M365 E3 in the Partner Center midterm. Partners can also schedule upgrades mid-term, or at time of renewal in the Partner Center. When licenses are upgraded into a new subscription for M365 E3, promotional price will automatically apply to eligible customers during the promotional period.

Full upgrades will retain the subscription ID, term commitment, billing frequency, and end-date, and the original subscription will be deleted automatically. Partial upgrades will create two subscriptions: a new subscription with the upgraded licenses created under a new subscription ID with the same original term

commitment, billing frequency, and end-date – and the original existing subscription which remains unchanged with the non-upgraded licenses.

I have an existing customer with an annual commitment on NCE and others on Legacy for M365 E3. Can they add more commitment seats for the same product(s) and receive this discount?

No. Existing customers are only eligible for the promotional discounts on subscriptions to which they have never subscribed to in legacy or NCE. Customers adding additional seats to an existing subscription purchased prior to February 1st, 2023, will not receive the promotional discount.

I have an existing customer with an existing annual commitment in NCE for M365 E3 at the non-promotional price. When they renew their annual commitment will they qualify for the promotional discount?

No. Promotional discounts only apply to customers for products which they have never subscribed to M365 E3 in legacy or NCE.

Can I downgrade a customer with an annual commitment in NCE to a monthly commitment of the promotional offer for M365 E3?

No. Customers cannot downgrade any existing annual licenses to a shorter monthly commitment.

This promotion does not apply to the M365 E3 monthly subscription.

My customer is currently purchasing M365 E3 on a monthly term and would like to benefit from this promotion. Why can't I use this promotion?

The current promotion aims to help partners acquire new M365 E3 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-M365 E3 customer can benefit from the promotion. Any subsequent partner would not be able to get the promotional discount for that same customer.

Can I add a new annual subscription of the promotional M365 E3 offer to a customer that already has a monthly commitment on M365 E3 to receive this promotional discount?

No. While existing customers can purchase new annual commitment subscriptions as a separate subscription in addition to their existing monthly commitment subscriptions for M365 E3, those new subscriptions will not be eligible for the promotional discount.

Can eligible customers decrease 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 with an existing monthly commitment on NCE for M365 E3. Can they add a new subscription for M365 E3 on annual commitment, upgrade their monthly subscription to an annual subscription, or cancel their current subscription and purchase a new annual subscription of M365 E3 to receive this promotion?

No. The “New Customer” eligibility check will exclude any customer from receiving the promotional discount for any product SKU that they have purchased in the past – across NCE and legacy on either commitment term. Customers would only be eligible for products that they have never purchased, which is why we recommend partners to focus on upselling more premium products or accelerating new-to-M365 cloud customers.

I have an existing customer on Legacy with M365 E3. Can they move to NCE on the same products and receive this discount?

No. Existing customers are only eligible for M365 E3 promotional discounts if they are not currently subscribed to or have subscribed to M365 E3 in any platform, channel, and commitment term.

However, this promotion is a great tool to discuss upsell to M365 E3 during Legacy to NCE migration conversations and may serve as a great conversation starter to the broader Partner migration communications. Legacy customers who decide to upgrade to M365 E3 during migration to NCE will benefit from discounted pricing and the cost-savings from a more complete cloud service.

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](#).