



Cloud Solution Provider Program Guidebook

Unlock new opportunities.
Accelerate your cloud business growth.

October 2020

Visit: aka.ms/CSP



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Purpose

The purpose of this step-by-step document is to provide you with guidance on how to accelerate your cloud business growth with the Microsoft Cloud Solution Provider (CSP) program and expand your revenue opportunities.



Intended audience

Partners who are participating in the Microsoft Cloud Solution Provider program or want to join the program.



How to use this guide

Review Microsoft cloud strategy and how to grow your business in the Cloud Solution Provider program.

Utilize the Go-to-Market campaign resources and enablement assets and to reach new customers and grow your business.

What's in this guide

[Microsoft Cloud Solution Provider program overview](#)

- Why Microsoft CSP program
- The CSP program business models and how to enroll

[Partner growth opportunities and sales plays](#)

- Modern Work & Security
- Apps & Infra / Data & AI
- Business Applications

[Accelerate your cloud business growth](#)

- Your path to success in the CSP program
- Build your practices with Solution Workspace
- Go-to-Market: Digital marketing resources
- Co-sell: Customer targeting, referrals, and Co-sell
- Microsoft Commercial Marketplace
- CSP incentives

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[Next steps and key resources](#)

Microsoft Cloud Solution Provider program overview



Why Microsoft Cloud Solution Provider program?

Unlock new opportunities. Accelerate your cloud business growth.

Digital transformation and moving to the cloud continue to be at the forefront of business planning and investments for many customers. Over the next five years, IT spending is expected to grow by almost 6 percent ([IDC e-book, Digital Transformation 2.0](#)). [IDC predicts](#) that by 2024, Microsoft partners will generate \$1.2 trillion in revenue from Microsoft technology.

As a cloud company, Microsoft is committed to helping partners and customers succeed and grow through digital transformation. The Microsoft Cloud Solution Provider program has grown exponentially, with more than 90,000 participating companies. It is our primary partner sales motion for small and mid-sized businesses and for smaller corporate customers within the new commerce experience.

As a Cloud Solution Provider partner, you can create and deliver differentiated offers to customers, selling the Microsoft cloud portfolio and third-party solutions from the Microsoft commercial marketplace alongside their own value-added solutions and services. They are enabled to manage the entire customer engagement lifecycle and establish their credibility with customers as trusted advisors.



Expand opportunities

Expand new revenue streams integrating your value-added services with comprehensive cloud portfolio in one program



Increase profit with deeper engagements

Accelerate customer digital transformation by owning and managing end-to-end customer lifecycle with deeper engagement



Deliver innovative solutions

Develop and package solutions enabling new cloud scenarios with our industry-leading products and ecosystem

DIGITAL TRANSFORMATION

Investment is expected to approach

\$7.1 trillion

by 2023.

(IDC)¹

THE CLOUD

The worldwide public cloud services market is expected to reach

\$266.4 billion

in 2020.

(Gartner)²

Cloud Solution Provider program puts partners at the center of customer digital transformation

What is the Cloud Solution Provider program?

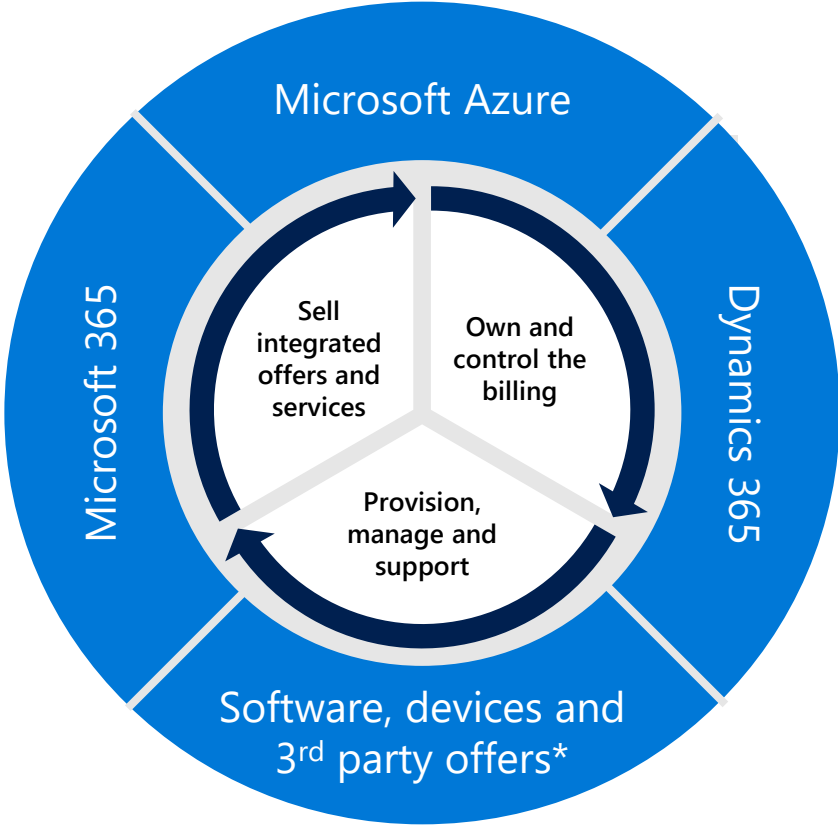
Driven by the pace of digital transformation, the opportunities of the cloud, the edge, and the imperative of tech intensity, partners are striving to meet customers' emerging needs and expectations. Through the Cloud Solution Provider program, partners like you can package your own services alongside Microsoft cloud services and manage the entire customer engagement lifecycle. Build new recurring revenue streams integrating your value-added services with a comprehensive cloud portfolio provided in one program.

Key benefits

- ✓ Industry leading cloud partner program with powerful Microsoft ecosystem
- ✓ Create unique solutions integrating your own value-added services
- ✓ Expand revenue and cross-sell/up-sell with unmatched Microsoft cloud technology portfolio in one program
- ✓ Own end-to-end customer lifecycle

“With CSP, we have **transformed how we Go-to-Market**. Wrapping our services and Microsoft's solutions - all into a single bill for our customers - has opened up greenfield opportunities as well as upsell and cross sell motions.”

Reed Wilson,
CEO at PTG Inc 



**Note: specific capabilities and target audiences will be extended in phases.*

How to join the Cloud Solution Provider program

Get started as an indirect reseller

Microsoft helps all partners participating in the Cloud Solution Provider program find the best model for their business to grow. Microsoft has built a global network of qualified indirect providers who help partners grow their cloud business successfully in the Cloud Solution Provider program. By joining as an indirect reseller, you can accelerate your go-to-market with minimized operational complexity.

As an indirect reseller, you can work with indirect providers who can provide the tools and resources to help you manage your customer relationship. With the indirect model, you can purchase from an indirect provider who can collaborate with you for customer support and billing. Enroll in the program with following the steps below.

Step 1

[Join the Microsoft Partner Network \(MPN\)](#)

Upon joining MPN, you'll receive an MPN ID which will be used to enroll in the Cloud Solution Provider program.

Step 2

[Enroll in Cloud Solution Provider program](#) as an indirect reseller

Enroll in the Cloud Solution Provider program on Partner Center

Step 3

[Find indirect providers](#)

Connect with an indirect provider who can help you accelerate business growth and drive efficiency.

Additional tips and resources

- To learn more about the enrollment process, please review [this documentation](#).
- A new performance standard as part of the direct bill partner requirements was introduced in October 2020 for new partners. For the current direct bill partners, it will go into effect starting January 2021. Review the [updated direct bill partner requirements](#) for more detailed information.
- Partners in the Cloud Solution Provider program are trusted advisors to their customers. Indirect resellers should work with their indirect providers to support customers. For more information on how to support customers in the program, review this [guide](#).

Partner growth opportunities and sales plays



Partner opportunities to accelerate cloud business growth

Advanced digital capabilities are disrupting every sector of the business world. **The cloud is the future for partners, customers, and Microsoft.** As a Cloud Solution Provider partner, you are in a powerful position to make the promises of digital transformation, tech intensity, and the intelligent cloud and intelligent edge available to your customers. You can expand your opportunity across the following solution areas and cross-sell and upsell with your managed services.



[Watch video: Service Partner – staying ahead of customer needs in disruptive times](#)

	Modern Work & Security	Apps & Infra/Data & AI	Business Applications
Opportunity	Empower users to work the way they want, safely and securely	Meet your customers at every step of their cloud journey	Empower your customers to unlock growth in their businesses with Dynamics 365
Key sales plays and Go-to-Market assets	Teams Meetings & Calling Security Surface & Partner Devices Secure Remote Work	Windows Server and SQL Server on Azure Linux and Open Source Databases on Azure Windows Virtual Desktop (WVD) Modernize .Net Apps with App Services, Azure SQL DB Analytics & AI	Activate Digital Selling Manage Financial Risk and Reduce Fraud Build Agile Business Processes
Key partner resources	Microsoft 365 for partners Commercial Consulting Tool	Azure opportunities for service providers	Dynamics 365 for partners Business Applications build solutions

Review Go-to-Market [sales plays & campaigns](#) and check out [SureStep University](#)

Modern Work & Security: Partner opportunities and sales plays

The nature of work has changed. Employees expect to work securely from anywhere, on any device, and they put a high premium on work that enriches and fulfills them. As a Cloud Solution Provider, you can help your customers deploy solutions that empower users to work the way they want, safely and securely.

 [Watch video: Go-to-Market priorities for Modern Work and Security](#)

Customer Priority	Sales Play	Sales Conversation	Product
Enable secure remote work	Teams Meetings and Calling Secure Remote Work Surface and Devices	<ul style="list-style-type: none"> Teams: Stay connected and productive with online meetings and calling Security: Enable secure remote access Voice: Business calling reinvented Devices: The most secure & productive devices 	<ul style="list-style-type: none"> Microsoft 365 Business Basic Microsoft 365 Business Premium Microsoft 365 Business Voice (add-on) Surface for Business
Reduce cost and manage risk	Security Teams Meetings and Calling	<ul style="list-style-type: none"> Security: Reduce TCO, integrated solution reducing operational costs Core Productivity: Cloud benefits / Why Cloud, Get more done Voice: Vendor consolidation via integrated voice / calling solution 	<ul style="list-style-type: none"> Microsoft 365 Business Standard Microsoft 365 Business Premium Microsoft 365 Business Voice (add-on)
Transform organizational productivity	Surface and Devices	<ul style="list-style-type: none"> Devices: Connect your workplace with secure and modern devices 	<ul style="list-style-type: none"> Surface for Business

[Microsoft Cloud Accelerators for Microsoft 365](#)

Microsoft Cloud Accelerators provide a set of pre-made workshops that enable partners to accelerate the customer journey, including a rapid deployment program to address your customers' current needs for business continuity.

Apps & Infra / Data & AI: Partner opportunities and sales plays

Opportunities are emerging in every stage of your customers' digital transformation journeys. Whether it's migrating workloads to the cloud, helping customers gain new insights from data and analytics, or testing new scenarios with AI, IoT, and mixed reality, Microsoft Azure provides you with the platform, tools, and resources to help your customers get maximum benefit from the cloud while creating new and recurring revenue streams for your business.

 [Watch video: Microsoft Azure: Invent with purpose together](#)

Customer Priority	Sales Play	Sales Conversation
<p>Cost savings with cloud migration Save money by moving server infrastructure to Azure</p>	<p>Windows Server and SQL Server on Azure Linux and Open Source Databases on Azure Hybrid Cloud Solutions SAP on Azure</p>	<ul style="list-style-type: none"> Secure single sign-on Secure storage Backup & disaster recovery (upsell) Compute migration to cloud
<p>Work remotely and securely Secure remote working productivity for all employees, business continuity</p>	<p>Windows Virtual Desktop</p>	<ul style="list-style-type: none"> Remote working as a service Enterprise level security for small business
<p>Cost effective innovation Migration and modernize applications and data, Enable customers for successful cloud use, and leverage data for actionable insights</p>	<p>Analytics & AI Modernize .NET Apps with App Service Dev Ops with GitHub</p>	<ul style="list-style-type: none"> Data driven business with Power BI Build simple apps quickly and drive organizational efficiency

[Azure Immersion Workshops](#)

Azure Immersion Workshop are presales motion that includes a set of one-day, partner-delivered customer workshops on specific Azure priority scenarios, designed to accelerate the sales process. Using our ready-made collection of resources and tools, you can quickly and easily start hosting your own day customer working sessions to drive demand.

Apps & Infra / Data & AI: Skilling and tools

Microsoft offers a comprehensive collection of training options that empower technical professionals to learn Azure in a style that fits best, allowing them to advance their technical skills while earning achievements and / or preparing for Microsoft Azure certifications.



Digital Skilling

Build practical job skills with online, self-paced courses that can also provide you a clear learning path to certification

- Microsoft [Learn](#)
- Microsoft [Docs](#)
- Microsoft [Hands-on Labs](#)
- Azure [Architecture Center](#)
- Azure on [Pluralsight](#)



Events

Microsoft events provide unique upskilling experience, combining presentations with demonstrations, discussions, and hands-on workshops

- Azure Training Day: [Fundamentals](#)
- Azure Training Day: [Migration](#)
- [OpenHack](#)
- [Global webinars](#)



Classroom

Sharpen your skills with instructor-led training solutions taught by Microsoft Certified Trainers in person or virtually

- Microsoft [Official Courses](#)
- Microsoft [Learning Partners](#)
- [DDLs](#)
- [Gooroo](#)
- [New Horizons](#)



Certification

Jump-start your career, earn recognition, and validate your technical knowledge and ability in current and future industry job-roles with Microsoft certifications

- [Microsoft Certification](#)

Additional resources: [E-books & whitepapers](#) | [Video center](#)

Microsoft Business Applications: Partner opportunities and sales plays

Empower your customers to unlock growth in their businesses with Dynamics 365.

Customer Priority	Sales Play	Partner Sales Motion	Hero Service
Efficiently manage customer relationships, close deals, and boost sales revenue	Activate digital selling	Acquisition: Land new cloud customers Leverage the advanced cloud capabilities to accelerate your digital transformation	<ul style="list-style-type: none"> • Sales enterprise • Sales professional
Provide Financial insights, supporting better decision making, integrating completely with their supply chain	Manage financial risk & fraud	Acquisition: Expand existing customers Accelerate adoption of Dynamics 365 and Power Platform to create value and reach business outcomes	<ul style="list-style-type: none"> • Finance • Supply chain • Business central
Empower users to improve productivity and business processes	Build agile business processes	Cross-sell: Migrate legacy customers Drive faster outcomes and greater business value to on premises customers by adopting modern solutions	<ul style="list-style-type: none"> • Power Apps

[Business Applications Playbook](#)

Get the essential guide to building and selling line-of-business (LOB) applications. With expert advice, industry best practices, and proven strategies, you will learn how to get your business applications practice started. new revenue opportunities, and key capabilities your business will need.

Microsoft Business Applications: Skilling and tools

Microsoft offers a comprehensive collection of training options that empower technical professionals to learn Business Applications in a style that fits best, allowing them to advance their technical skills while earning achievements and / or preparing for Microsoft Business Applications certifications.



Digital skilling

Build practical job skills with online, self-paced courses that can also provide you a clear learning path to certification

- [Dynamics 365 on Microsoft Learn](#)
- [Business Central Learning Paths](#)
- [Dynamics 365 on Microsoft Docs](#)
- [The "Ready to Go" Program – Business Central](#)



Events

Microsoft events provide unique upskilling experience, combining presentations with demonstrations, discussions, and hands-on workshops

- [Business Applications sales webinars](#)
- [Business Applications technical webinars](#)



Classroom

Sharpen your skills with instructor-led training solutions taught by Microsoft Certified Trainers

- [Microsoft Official Courses aka.ms/MOC](#)



Certification

Jump-start your career, earn recognition, and validate your technical knowledge and ability in current and future industry job-roles with Microsoft certifications

- [Microsoft Certifications](#)



Virtual instructor-led training

- [Microsoft Dynamics 365 virtual training series](#)



App Source

The one tool to identify Co-sell ready partners and their solutions

- <https://appsource.microsoft.com>



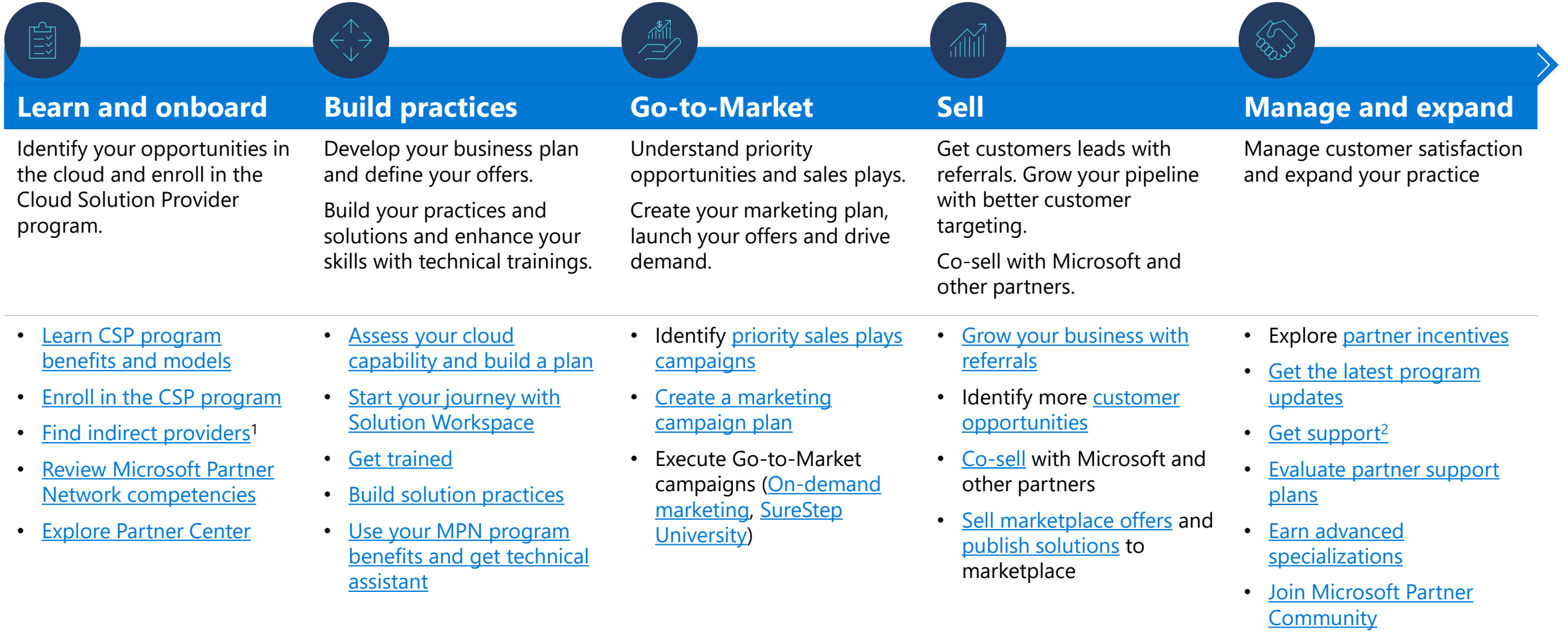
Communities

- [Business Applications Microsoft Partner Community](#)
- [Microsoft 365 Community](#)

Accelerate your cloud business growth



Your path to success in CSP program and Microsoft Partner Network



1: Partners enrolling in the Cloud Solution Provider program as an indirect reseller need to find an indirect provider.

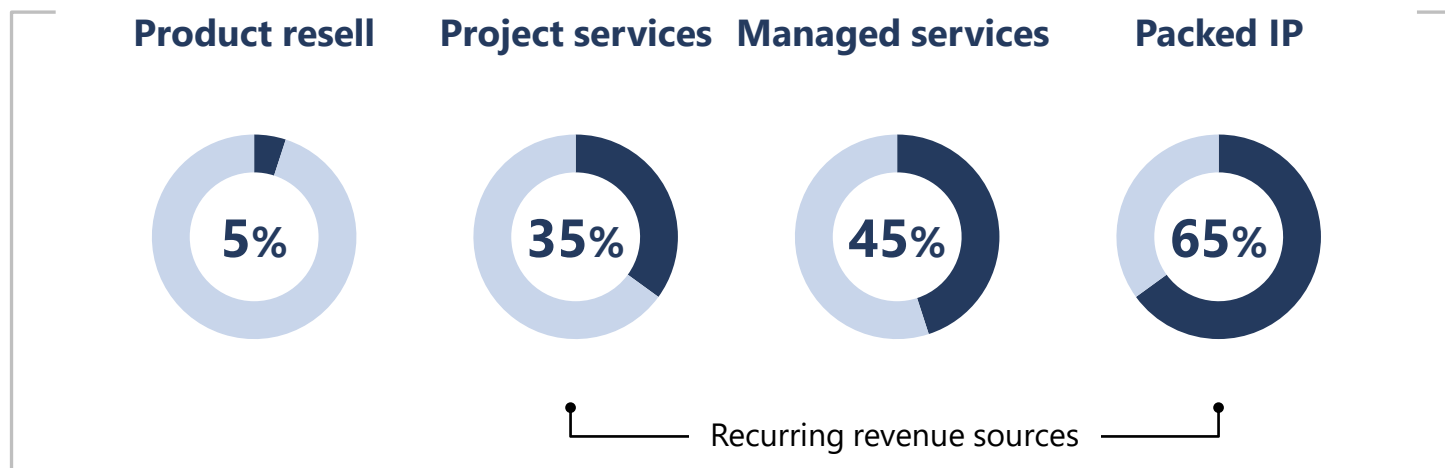
2: Partners in the Cloud Solution Provider program own the customer-billing relationship. Because partners are the first point of contact for customers, we expect all communication with customers about their subscriptions to come directly from their partners in the CSP program.

Elevate your cloud business and build practices

Customer demand for cloud solutions is driving an unprecedented industry transformation. For decades, partners have been at the center of how we deliver technologies and business transformation to customers around the world. But today, markets and entire industries are rapidly evolving. We live in the era of the intelligent cloud and intelligent devices at the network edge. Computing is ubiquitous and distributed, and cloud services are in high demand. To remain competitive, partners need to fundamentally adapt cloud business models. The CSP program facilitates this process by providing a platform from which partners can develop differentiated offerings— and maximize their cloud profitability. Microsoft help partners with the tools and knowledge to guide partners toward a more profitable future through the Cloud Solution Provider program.

Many partners in the Cloud Solution Provider program are adapting to customer demands and are going after the higher-profit opportunities in managed services and packaged IP. The combination of recurring revenue, specialization, and IP will lead to higher valuations for your companies. This, in turn, can increase cash flows and overall shareholder value significantly compared to what traditional partners focused on products and billable services can realize.

Read the recent blog of "[Unlocking the opportunities of digital transformation](#)" and check out the [Digital Transformation 2.0 – The Journey to Disruption e-book](#).



Watch [videos](#) to learn how to elevate your cloud business

[Build a more profitable practice](#) and take the [transformation readiness assessment](#)

Boost your managed services with [Azure Lighthouse](#)

[Watch: Build managed services at scale on Azure](#)

Simplify your growth journey with Solution Workspace

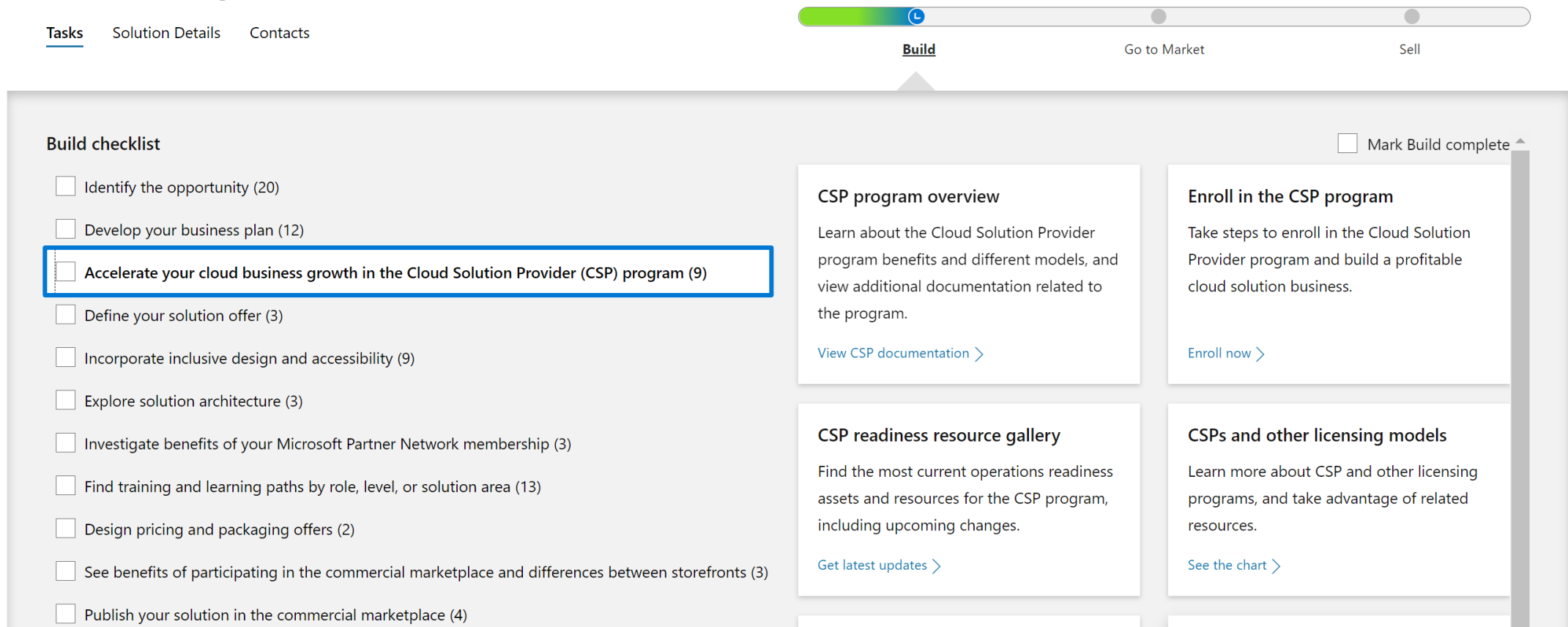
[Solution Workspace](#) is a digital experience that provides you with a single destination for on-demand resources to bring your ideas to market faster. Whether you and your partners are creating a new application or service, by simply answering a few quick questions, you are provided with a tailored digital workspace built for collaboration with your team members. Watch the video and learn how to create a solution in minutes and get access to a curated collection of resources.



[Watch video](#)

Get started today!

<https://partner.microsoft.com/solutions/my-solutions>



The screenshot shows the 'Build' phase of a solution workspace. At the top, a progress bar indicates the current stage: 'Build' (highlighted in green), 'Go to Market', and 'Sell'. Below the progress bar, there are three tabs: 'Tasks', 'Solution Details', and 'Contacts'. The main content area is divided into several sections:

- Build checklist:** A list of tasks with checkboxes and counts. The task 'Accelerate your cloud business growth in the Cloud Solution Provider (CSP) program (9)' is highlighted with a blue border.
- CSP program overview:** A section with a title, a brief description, and a link to 'View CSP documentation'.
- Enroll in the CSP program:** A section with a title, a brief description, and a link to 'Enroll now'.
- CSP readiness resource gallery:** A section with a title, a brief description, and a link to 'Get latest updates'.
- CSPs and other licensing models:** A section with a title, a brief description, and a link to 'See the chart'.

At the top right of the checklist area, there is a checkbox labeled 'Mark Build complete'.

Accelerate your Go-to-Market with digital marketing resources

Self-serve digital marketing resources are available to members of the Microsoft Partner Network at no additional cost. Partners get everything they need to support robust marketing plans around their Azure, Dynamics 365, and Microsoft 365 solutions.



Digital Marketing Content OnDemand

Generate leads and connect with more customers with 10-12 week pre-packaged, customizable social media and digital marketing campaign content. [Get started](#)



Smart Partner

Build your marketing foundation with access to top-tier industry trends, industry and market research, and best practices. [Get started](#)



Partner Marketing Center

Find solution-specific marketing, sales, and readiness materials for your business needs with our digital marketing content library. [Get started](#)



Sales Enablement Platform Microsoft

Amplify your marketing presence and customize your content from within your Office applications with the Office plug-in to Qorus Content Hub. [Get started](#)



Geo-expansion Webinar and Readiness Assessment

Initiate growth into new markets and drive scale of strategic solutions with Geo Expansion resources. [Get started](#)

Other resources

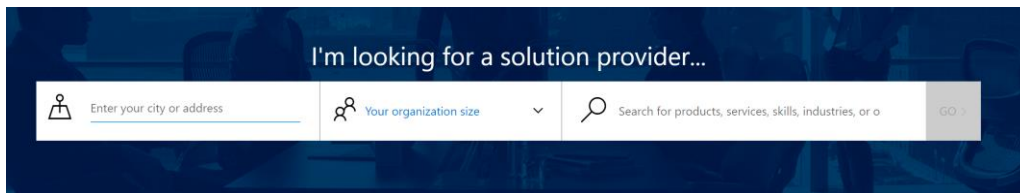
- [Go-to-Market sales plays:](#)
Identify priority opportunities and Go-to-Market campaign assets for Azure, Dynamics 365, and Microsoft 365 solutions.
- [SureStep University:](#)
Stay up to date on the latest SMB focused training, content, sales plays, and marketing materials.
- [Check your Go-to-Market benefits:](#)
Take advantage of your Go-to-Market benefits to accelerate time to market, generate leads, and expand your business.

Reach more customers and accelerate your sales

Grow your business with referrals

Update your business profile and showcase your business and get more leads. Many customers are looking for qualified experts to help implement Microsoft technology. The business profile you create for your company will help you be visible to prospective customers, other partners, and Microsoft sellers on the [Microsoft solution provider](#) webpage.

- Create a business profile to showcase your business to customers and help customers find you. Learn how to [grow your business with referrals](#) from Microsoft. Watch this short video to [Optimize your business profile](#).
- Respond to referrals: See [Respond to referrals](#) for details about how to manage leads in the Partner Center.



I'm looking for a solution provider...

Enter your city or address Your organization size Search for products, services, skills, industries, or o GO

Co-sell

As part of our shared commitment to growth, Co-selling with Microsoft is the path to be discovered, deliver your expertise, and expand your customer footprint. This approach delivers enriched value and specialization to help customers with their digital transformation needs.

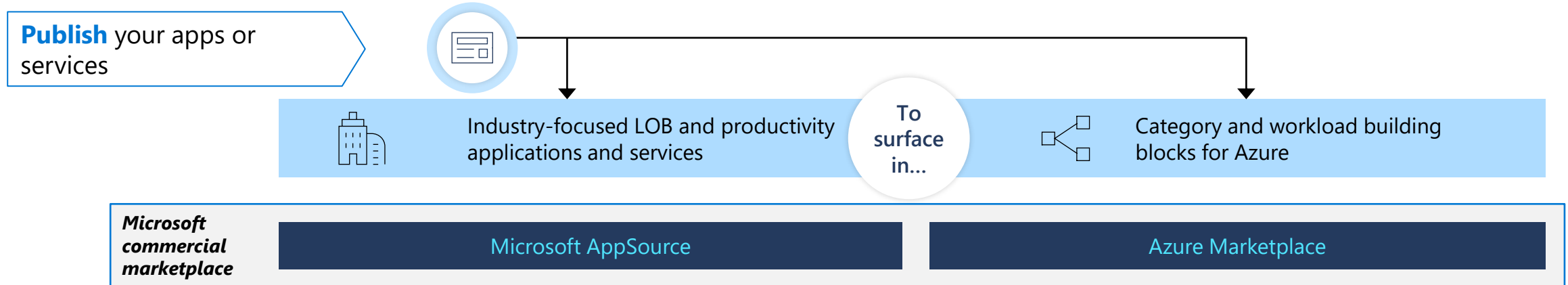
- Be discovered: Showcase your company's solutions directly to customers and be discoverable to sellers through the commercial marketplace.
- Deliver expertise: Enrich customer offerings with your innovative solutions, create sales strategies, and account plans through better-together selling.
- Expand your customer footprint: Increase customer confidence, develop new customer relationships, and strengthen existing ones with Microsoft.

To learn more:

- Visit the [Co-sell with Microsoft page](#) for more information.
- Download the [Microsoft Co-sell playbook](#) and review the Co-sell requirements.

Publish your solutions and sell marketplace offers

The Microsoft commercial marketplace is designed to help you, our partners, grow your business by connecting your solutions with our shared customers through the same channels and in-product experiences that we use for Microsoft products. It encompasses the publishing experience where offer information is ingested into the product catalog, Azure Marketplace, Microsoft AppSource, in-product purchase experiences, Cloud Solution Provider experiences for reselling, and Microsoft sales team tooling. Read [this blog](#) to learn more about the opportunities.



Publishing offers

- Publish your [consulting services](#) to Microsoft commercial marketplace

Publishing services

- Publish your [consulting services](#) to marketplace. Check [consulting service prerequisites](#).
- Publish your [managed services](#) to marketplace. Partners must have a [Silver or Gold Cloud Platform competency](#) or be an [Azure Expert MSP](#) to publish.

Sell marketplace offers with your managed services

Over 2,600 partners in the Cloud Solution Provider program have transacted and resold offers globally. Sell transactable applications in the marketplace with your managed services and earn incentives.

- Learn about [selling commercial marketplace offers](#) in the Cloud Solution Provider program. Check how to earn [Partner Incentives](#). Partners in the program can also [leverage APIs](#) to integrate apps into your company's marketplace.

Maximize your opportunities with Partner Center Insights

Drive more business value and better customer targeting

Partner Center Insights is a unified reporting dashboard in Partner Center for Microsoft Commercial partners who are enrolled in the Microsoft Partner Network (MPN) program. The Insights dashboard provides 360-degree view of your key performance indicators (KPI) across Microsoft cloud products. You can also track the status of your customers who purchased the cloud products and drive better customer targeting with propensity reports. Maximize your revenue opportunities with the following key dashboards:

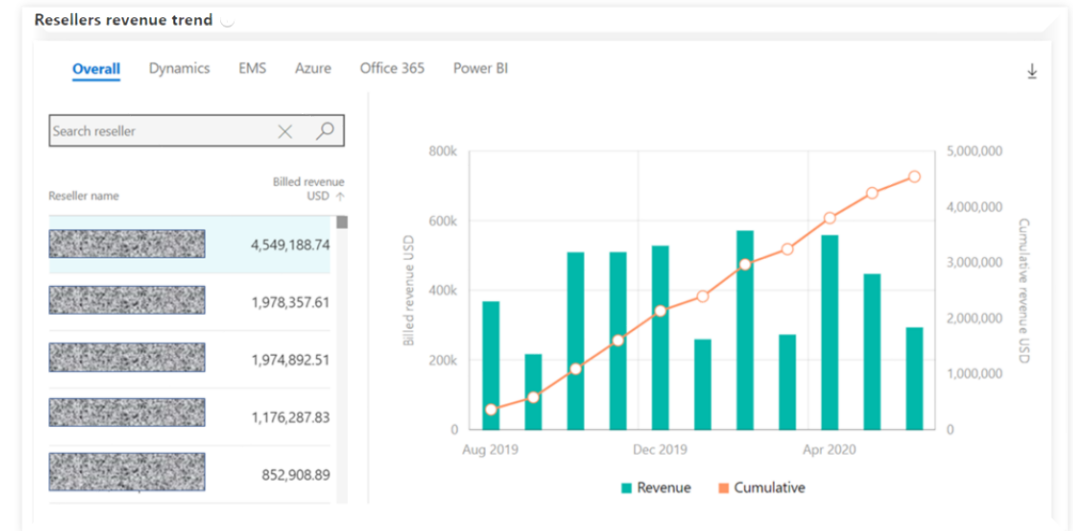
- [Overview dashboard](#)
- [Customer dashboard](#)
- [CloudAscent propensity reports](#)
- [Product subscriptions report](#)
- [Azure usage report](#)
- [Benefits report](#)

As a note, users who were MPN admins as of Jan 20th, 2020 were automatically added to the company-wide report viewer role. They are able to access the reports as a report viewer without any explicit action required by Global admin or Account admin. The Global admins or account admin can override these assignments if necessary. Review more details about [role-based access control to the Partner Center Insights dashboard](#).

Partner Center Insights: Indirect Reseller summary

[Reseller performance dashboard](#)

Use the metrics in the **Reseller Analytics** page to identify your successes, your indirect resellers' successes, and areas that need more attention.



Cloud Solution Provider program incentives

Partners in the Cloud Solution Provider program can earn incentive payments as a reward for growing CSP revenue with new and existing customers. Partners are invited to enroll in their respective incentive program once certain eligibility criteria are met, such as Microsoft Partner Agreement acceptance and attainment of a silver or gold level competency. Partners can access incentive program guides, overview slides, and walking decks on the [Incentives page](#) of the Microsoft partner website. The FY21 CSP incentive programs run from October 1, 2020 to September 30, 2021.

Earning opportunity	Description	Direct bill partners	Indirect providers	Indirect resellers
Core incentives*	Standard incentive paid to CSP transacting partner as a percentage of CSP billed revenue	X	X	X
Customer Add Accelerators	Additional incentive paid to CSP transacting partner once a customer's billed revenue rises above a defined threshold	X		X
Strategic Product Accelerators	Additional incentive paid to CSP transacting partner for sales of select strategic products, paid in addition to Core incentives	X	X	X
Azure Reservation incentives*	Standard incentive paid to CSP transacting partner as a percentage of the customer's Azure consumption revenue on an Azure Reservation	X	X	X
Commercial marketplace incentives	Standard incentive paid to CSP partners transacting eligible 3 rd party offers through Partner Center or the Azure portal	X	X	
Software incentives	Standard incentive paid to CSP transacting partner as a percentage of the billed revenue on select software products transacted via CSP	X	X	X

Core incentives and accelerators are paid through a combination of rebate earnings and co-op funds. Co-op funds can be used towards eligible marketing activities which in turn help grow revenue for the partner in the Cloud Solution Provider program and Microsoft Partner Network. Learn more about the [Co-op funds](#).

*These earning opportunities are also available in the separate Microsoft Commerce Incentive program, which rewards partners for growing revenue of the new [Azure plan](#) offer. Customer consumption on the *new commerce experience* is incentivized through this program. Visit the [Incentives page](#) of the Microsoft partner website to learn more.

Partners in the CSP program success stories and best practices

Partners play a critical role in delivering real value to customers. See how partners in the Cloud Solution Provider program unlock new opportunities and transform customer's business to meet their emerging needs driving more customer success.



SoftwareONE helps Harvest Sherwood keep food deliveries on track during COVID-19 by migrating to Microsoft Azure. Migrate operations to Microsoft Azure, unlocking the power, scale, and security required to meet the growing food distributor's needs.

[Read the story.](#)



Crayon helps clients digitally transform by maximizing the value of AI. For Crayon and its clients, the Microsoft AI platform provides a rich toolset that accelerates experimentation, expanding their thriving AI practice.

[Read the story.](#)



Atos pivots volunteer management portal from large sporting events to COVID-19 response. Atos designed the Managed Volunteer Portal, a cloud-based service that they're customizing for healthcare and providing platform design at no cost.

[Read the story.](#)



Netwoven's Govern 365 offers governance automation to drive Office 365 adoption, available on both Microsoft AppSource and Azure Marketplace.

[Read the story.](#)



Airnet Group helps the Georgia Office of the State Treasurer bolster security and enable remote workers with Windows Virtual Desktop and Microsoft Azure.

[Read the story.](#)

New commerce experience and CSP key projects



New commerce experience

Improving the buying and selling experience

The new Microsoft commerce experience is a multi-year investment that creates a consistent and simplified purchase experience for customers and enables them to digitally transform, with greater flexibility in how and where they buy. Partners will continue to play a critical role and influence the customer's digital transformation, regardless of where the customer is in their journey and how they decide to transact with Microsoft. With new commerce, partners will be able to reach more customers, by building and growing broader and sustainable business while reducing licensing complexity and costs. The Cloud Solution Provider program is our primary partner sales motion for small and midsized businesses and for smaller corporate customers within the new commerce experience.



Key resources to learn more

- [New commerce experience for CSP resources](#)
- [Microsoft Partner Agreement resources](#)
- [Microsoft Customer Agreement resources](#)
- [CSP Spotlight monthly calls](#)
- [Get licensing ready for Microsoft Licensing](#)

Introducing perpetual software licenses in CSP

Microsoft has enhanced its commerce capabilities to provide customers and partners with an improved buying experience on a secure and compliant platform. We have expanded the offer portfolio to include perpetual software licenses for on-premises use by the customer. Offering perpetual software in CSP allow services partners to meet a broader set of customer needs and drive customer cloud transformation. Partners get the same improved commerce experience also used to provide cloud services.

With software licenses now available in CSP, partners can provide a simplified experience for customers who need licenses and managed services to support their hybrid environments and who want to transact with a single partner. Perpetual software in CSP helps services partners provide a one-stop shop for their customers, selling software licenses and cloud services together.



What

Expand the CSP offer catalog to include perpetual software licenses for on-premises use by the customer



Why

Allow services partners to meet a broader set of customer needs and drive customer cloud transformation



Who

Qualified indirect provider partners initially; expanding to all partners in the CSP program in early 2021



When

Calendar year 2020
Qualified partners and their indirect resellers

Calendar year 2021
All partners participating in the CSP program (direct bill partners / indirect providers / indirect resellers)

[Read the latest blog](#)

[Watch video](#)

[Check out more resources](#)

CSP and new commerce experience partner resources

- [Microsoft Partner Agreement](#)

The Microsoft Partner Agreement provides Microsoft partners with a unified, digitally accepted partner agreement.

- [Perpetual Software in CSP](#)

Software licenses available in CSP gives qualified partners the opportunity to use one program to sell a greater breadth of Microsoft products.

- [New commerce experience in Azure](#)

The new commerce experience in CSP for Azure expands partner opportunities to build and deliver managed services, further extend their customer base and help customers on their digital transformation.

- [Partner security requirements](#)

To help safeguard partners and customers, we introduced a set of mandatory security requirements for Advisors, Control Panel Vendors, and partners participating in the Cloud Solution Provider program. All partners in the CSP program should implement the requirement to stay compliance in the program.

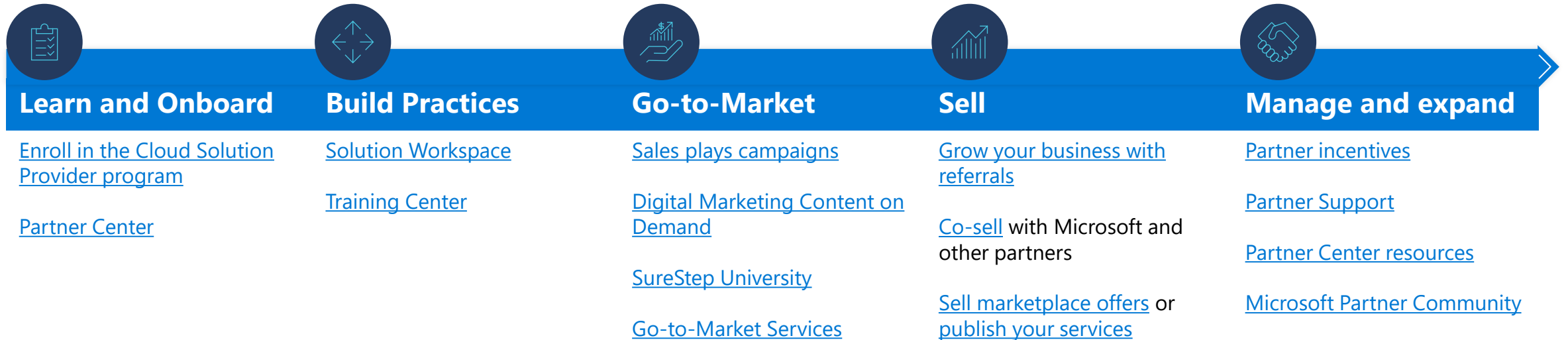
To access these resources, please sign in with your work email associated with your Microsoft Partner Network account.

Next steps and key resources



Next steps and key resources

1. Visit aka.ms/CSP
2. Build practices with [Solution Workspace](#)
3. Maximize revenue opportunities with [sales plays](#) campaigns
4. Expand your business with [Co-sell](#) and [commercial marketplace offers](#)





Visit aka.ms/CSP