

Capture the Cloud Webinar Series

April 29, 2019

Learn the Business Value of Microsoft Education in CSP



Agenda for today



SYNNEX Microsoft Promotions

Jason Winecoff- *Business Development, SYNNEX*

10 min.



Learn the Business Value of Microsoft Education in CSP

Lindsey Craft-Goins & Danielle Beniulis- Microsoft Education Team

40 min.



Q&A

10 min.

Microsoft Education - Shape The Future Promotion

CSP ELIGIBILITY

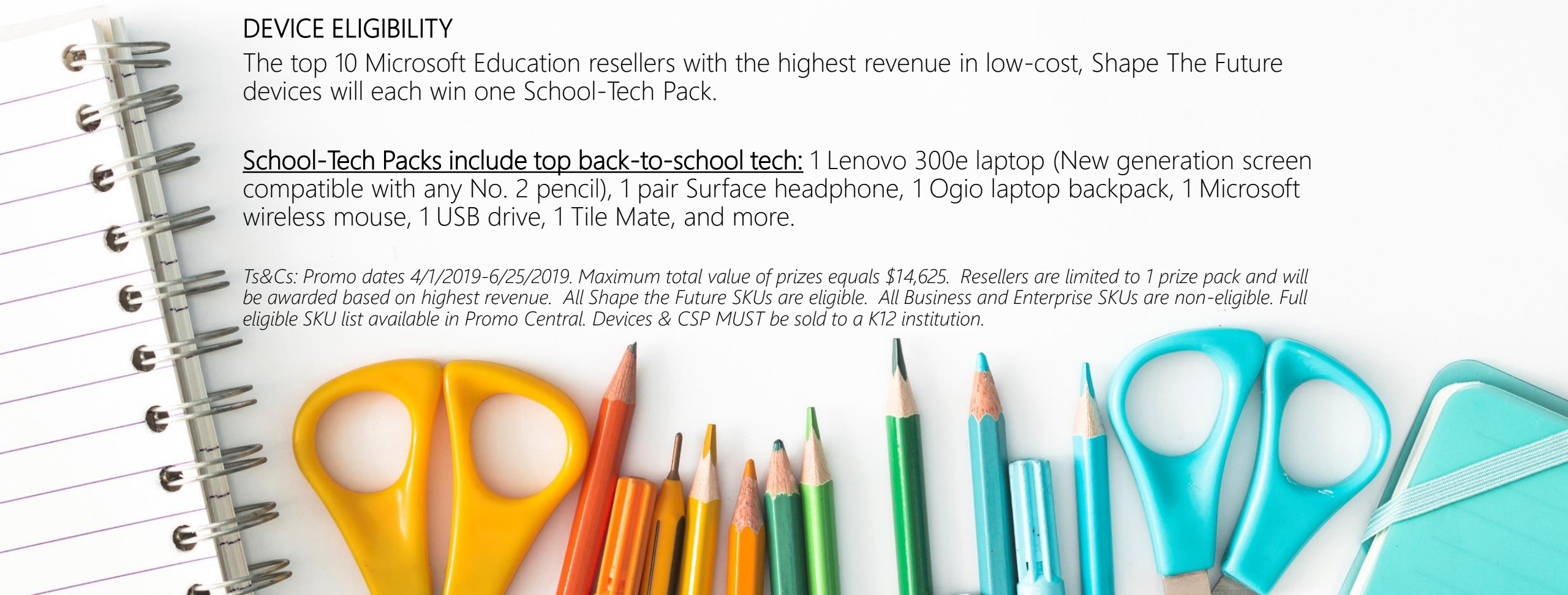
The top 5 Microsoft Education resellers who have the highest M365 A3 or M365 A5 seat adds from April CSP invoice – June CSP Invoice will each win one School-Tech Pack.

DEVICE ELIGIBILITY

The top 10 Microsoft Education resellers with the highest revenue in low-cost, Shape The Future devices will each win one School-Tech Pack.

School-Tech Packs include top back-to-school tech: 1 Lenovo 300e laptop (New generation screen compatible with any No. 2 pencil), 1 pair Surface headphone, 1 Ogio laptop backpack, 1 Microsoft wireless mouse, 1 USB drive, 1 Tile Mate, and more.

Ts&Cs: Promo dates 4/1/2019-6/25/2019. Maximum total value of prizes equals \$14,625. Resellers are limited to 1 prize pack and will be awarded based on highest revenue. All Shape the Future SKUs are eligible. All Business and Enterprise SKUs are non-eligible. Full eligible SKU list available in Promo Central. Devices & CSP MUST be sold to a K12 institution.



Capture new customers

15% off 1st year subscription



Limited time offer –
Dec 1, 2018 through May 31, 2019

Help customers move to the cloud ahead of Office 2010 and Windows 7 End of Support.

Office 365 Business Premium
(not a current O365 customer)

Microsoft 365 Business
(new or current O365 customer)

- Only for CSP Licenses
- Only for US-based tenants
- Maximum of 300 seats

Learn more: aka.ms/CSPoffer

The Sky's the LIMIT: Partner Take Off

This limited-time program creates opportunity for extra earnings when you drive new incremental Office 365 and Microsoft 365 CSP customer adds within your Modern Workplace practice

Program runs April 3, 2019 and August 31, 2019



Earn up to
\$3.5K

per incremental customer add

Two Ways to Earn

Earn on either greater than 50 seat adds or lots of smaller customer adds on CSP



Earn on largest customer value

Payout based on largest deals, no matter what order they are acquired



Soar to New Heights

Earn up to \$30K (partner target dependent) with incremental new customer adds

The Sky's the Limit: How it works




Go Above & Beyond = Partner Targets

Exceed your usual Modern Workplace customer add growth rate and earn extra money one of two ways:

 All Up New customers adds

or

 New customer adds with greater than 50 seats



[Register Here](#)



Partner Eligibility

MPN CSP Partner in the US



Customer Add Eligibility

Net new customer must not have associated CSP Office 365 revenue from trailing 12 months



SKUs Eligibility

SKU Type	Tier 1	Tier 2	Tier 3
SKU Pay Rate	\$50/seat	\$35/seat	\$10/seat
SKUs	Microsoft 365 Business Microsoft 365 E3 Microsoft 365 E5 Office 365 E5	Office 365 Business Premium Office 365 E3	Microsoft 365 F1 Office 365 Business Essentials Office 365 E1 Office 365 Business Office 365 ProPlus Exchange Online (Plans 1 & 2)



Payout Structure

- Funding earned once 1 target is met
- Calculation based on number of seats and seat payout rate¹
- Any eligible seat sold in the period counts²
- Seats/Customers must be active at final calculation to be count
- Payout based on largest deal, no matter what order they are acquired

1. Earnings capped at \$3.5K/customer add and between \$30K-\$150K/partner depending on all-up customer target

2. Pay rate varies by SKU, see T&C's for details

Capture the Cloud with Microsoft and SYNnex

7 Capture the Cloud Program members (one from each of the following categories) will win 2 tickets to Microsoft Inspire, July 14-18, 2019 AND \$1,000 Travel Voucher to help you get there!

1. Top Growth: Azure
2. Top Growth: O365
3. Top Growth: CSP

4. Top Revenue: Azure
5. Top Revenue: O365
6. Top Revenue: CSP

7. Most Partner Referrals

Ts&Cs: Each category will have 1 winner. Partners are limited to winning 1 product category. Full eligible SKU list available in Promo Central. Promo runs April 1- May 15, 2019. Resellers must submit a W-9 within 21 days to claim prize. Must be a member of the Capture the Cloud Program. Referrals must be validated by internal SYNnex Microsoft team.



Microsoft CSP for Education Hero Bundle

Today's WIIFM – 3 Keys



Licensing Education Products
through CSP

Selling Education Products through CSP

Microsoft Volume Licensing

Microsoft Qualified Educational User Definition (EMEA)

The following are eligible to acquire Microsoft academic edition products in the programs indicated and are defined as qualified educational users. Microsoft reserves the right to review the status of any customer or proposed customer as a qualified educational user.

QUALIFIED EDUCATIONAL USERS:	ELIGIBLE PROGRAMS:
A) Educational Institutions	
1. An academic or vocational institution accredited by the applicable governmental regulatory agency in the country in which the Educational Institution has its principal offices	<ul style="list-style-type: none">• Academic Open• Academic Select Plus• Enrollment for Education Solutions (Both K12 Ed or Preschool & Higher Ed)• Get Genuine Windows Agreement – Academic• Microsoft Cloud Agreement (CSP)• Microsoft Customer Agreement• Microsoft Online Subscription Agreement• Microsoft Products and Services Agreement• Open Value Subscription – Education Solutions (Both K12 Ed or Preschool & Higher Ed)• School Agreement (primary or secondary education sector only)• Services Provider Licensing Agreement
2. A not-for-profit full-time teaching institution/organization, including continuing education, which is non-academic and/or non-government recognized.	<ul style="list-style-type: none">• Academic Open• Academic Select Plus• Get Genuine Windows Agreement – Academic• Microsoft Customer Agreement• Microsoft Products and Services Agreement
B) Administrative Offices of an Educational Institute The local, regional or national administrative offices of one or more Educational Institutions described in A(i) above.	<ul style="list-style-type: none">• Academic Open• Academic Select Plus• Enrollment for Education Solutions (Both K12 Ed or Preschool & Higher Ed)• Get Genuine Windows Agreement – Academic• Microsoft Cloud Agreement (CSP)• Microsoft Customer Agreement• Microsoft Online Subscription Agreement• Microsoft Products and Services Agreement• Open Value Subscription – Education Solutions (Both K12 Ed or Preschool & Higher Ed)• School Agreement (primary and secondary education)• Service Provider Licensing Agreement

- Ensure customers are eligible as stated in the [Qualified Educational User Definition](#) document
- Enable customers for the Education products within Partner Center

Special Qualifications [What is this?](#)

None

Education

See the [Qualified Education User Definition](#) for your location to verify eligibility.

Education Offerings: Availability

	OVS-ES	CSP	Web Direct**
Microsoft 365 Education A1		✓	
Microsoft 365 Education A3		✓	
Microsoft 365 Education A5		✓	
Office 365 A1	✓	✓	✓
Office 365 A3	✓	✓	✓
Office 365 A5		✓	✓
Windows 10 Education A3 per User		✓	
Windows 10 Education A5 per User		✓	
EMS E3	✓	✓	✓
EMS E5	✓	✓	✓
Minecraft: Education Edition		✓	✓

** Minecraft: Education Edition available through Store for Business

The Hero Offer

M365 A3 Includes:

- Desktop applications in O365 ProPlus
- Minecraft: Education Edition
- Intune for Education
- Single sign-on capabilities
- Student use benefit opportunity

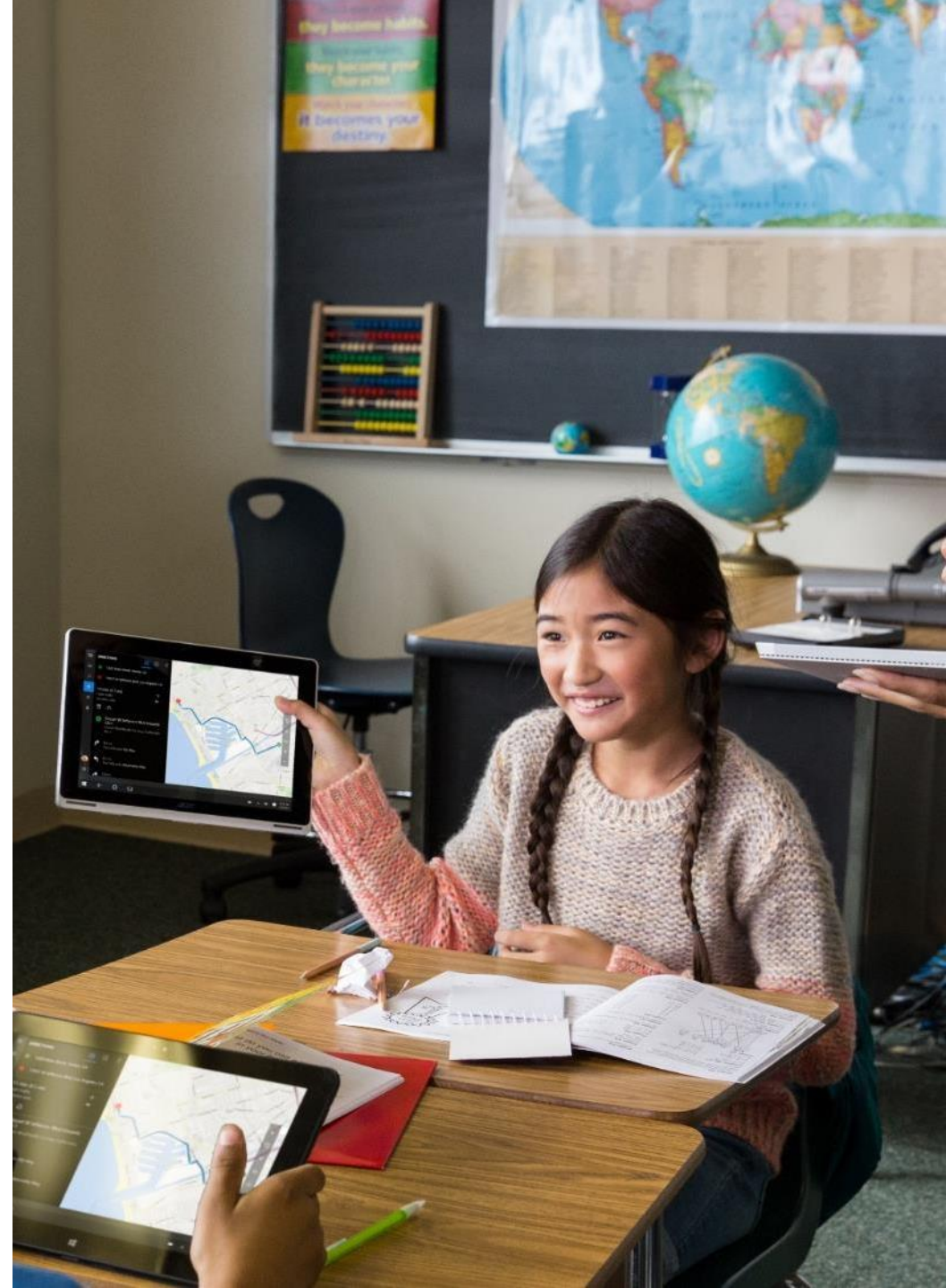
M365 A3

M365 A1
(Device Offer)



M365 A3
(User Based)

The device-based A1 offer does not have a step-up to M365 A3



CSP is the only way education customers with fewer than 1,000 EQU can license M365 A3

Showcasing the features of Office A1, Microsoft A3, & A5

Office 365 A1

- Office Online
- Exchange Online
- SharePoint Online
- Skype for Business Online
- Office 365 apps: Sway, Forms, Teams etc.
- Azure Active Directory Basic for Education

Free product

ERP - USD per user/month*

Students are no charge with full fac/staff coverage

	Faculty	Student
M365 A3	\$ 5.75	\$ 4.25
M365 A5	\$ 10.75	\$ 8.00

*Pricing as of April 2019 – subject to change

Microsoft 365 A3

Office 365 A3

- Office 365 A1 +
- Office 365 ProPlus
- Skype Meeting Broadcast
- Office 365 Cloud App Security

Windows 10 Education A3

EMS E3

- Intune/Intune for Education
- Azure Active Directory Premium Plan 1
- Azure Information Protection Premium Plan 1
- Advanced Threat Analytics

Minecraft: Education Edition

Microsoft 365 A5

Office 365 A5

- Office 365 A3 +
- Advanced Threat Protection
- Threat Intelligence
- Advanced Compliance
- MyAnalytics
- Power BI Pro
- Audio Conferencing*
- Phone System

Windows 10 Education A5

- Windows 10 Education A3 +
- Windows Defender Advanced Threat Protection

EMS E5

- EMS E3 +
- Azure Active Directory Premium Plan 2
- Azure Information Protection Premium Plan 2
- Microsoft Cloud App Security

Minecraft: Education Edition

Student Use Benefit

Requirements

License **all** "Education Qualified User" with qualifying products to be eligible to order relevant \$0 student use benefit licenses at a **1:40** ratio

Education Qualified User

An Education Qualified User* is any employee or contractor (except Students) who accesses or uses an Education Platform Product for the benefit of the Institution

* Previously known as "Knowledge Workers"



Student Use Benefit Advantage

ERP - USD per user/month*

	Faculty	Student
M365 A3	\$ 5.75	\$ 4.25
M365 A5	\$ 10.75	\$ 8.00



Students are no charge when institution covers all faculty/staff (EQU)

	Faculty	Student
M365 A3	\$ 5.75	\$ 0.00
M365 A5	\$ 10.75	\$ 0.00

Savings per student per year:

\$ 51.00

\$ 96.00

Thank you!

Appendix



Microsoft 365 A1 FAQs

Frequently Asked Questions

How is Microsoft 365 A1 priced and licensed?

This comprehensive education solution costs just \$30 (ERP) per Windows laptop or 2-in-1. It is licensed for multiple users on a single device so it is a great solution for carts, labs and classrooms that share devices across students. Per the Microsoft [Product Terms](#), the term of Microsoft 365 A1 (per device) is six years from the date of order. There is no differentiated Faculty or Student pricing.

How do I assign user licenses for Microsoft 365 A1 (per device)?

Assigning licenses has been streamlined with Microsoft 365 A1 (per device). With Intune for Education, the licenses are tied to the device so there is no user assignment necessary. With Office 365 A1 the licenses are tied to the user. The administrator assigns the licenses to individual users (Faculty or Student) in the Office 365 admin portal or Partner Center.

If a customer has more users than designated in the order for Office 365 A1, they can add 'Unlimited' Office 365 A1 users in the Office 365 admin portal — no additional orders or partner involvement is necessary.

Why is Microsoft 365 A1 showing up on the CSP Price List as a monthly price instead of a one-time charge?

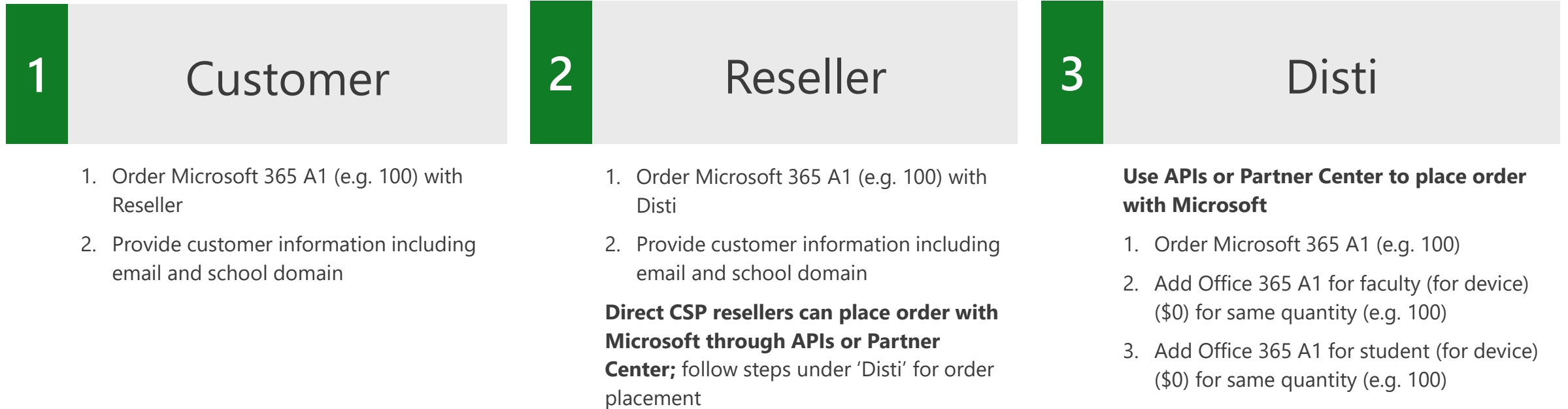
CSP displays a monthly price on the Price List but will result in a one-time charge on the Invoice. Even though Microsoft 365 A1 is designated as 'annual' in CSP, it is set up with 'one-time billing' so it will not show up on subsequent invoices.

Does Microsoft 365 A1 give rights to upgrade a school device from Windows Home to Windows 10 Education?

No. Microsoft 365 A1 does not give the right to upgrade from one Windows edition to a different edition. However, Microsoft 365 A1 may be licensed for existing devices licensed with Windows 7 Pro or later. With Microsoft 365 A1, customers will need to upgrade, at no extra cost, to Windows 10 Pro Education from Windows 7 or 8 Professional to use Intune for Education.

How to buy Microsoft 365 A1

Microsoft 365 A1 is a one-time, 6-year prepaid device offer available via CSP



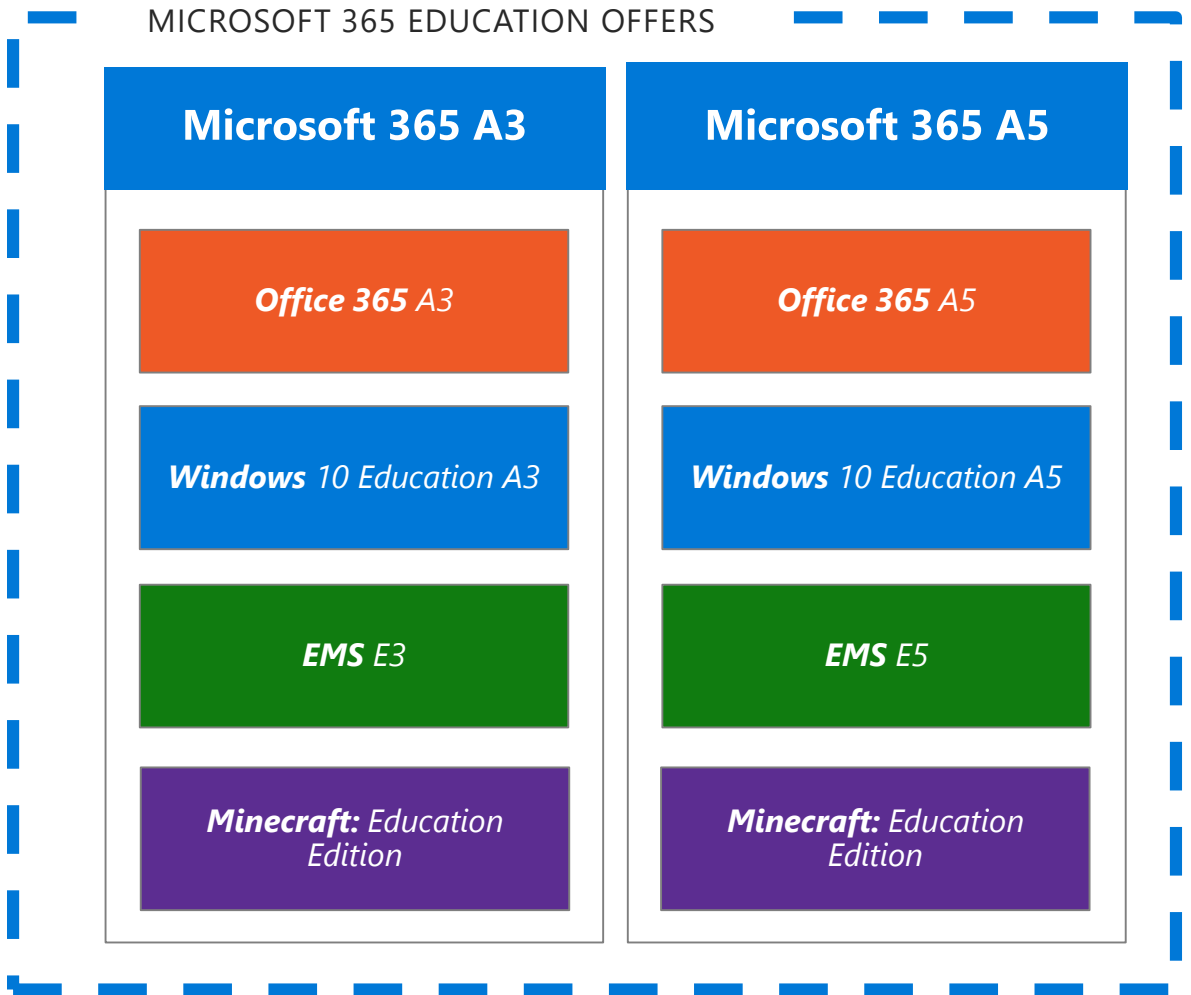
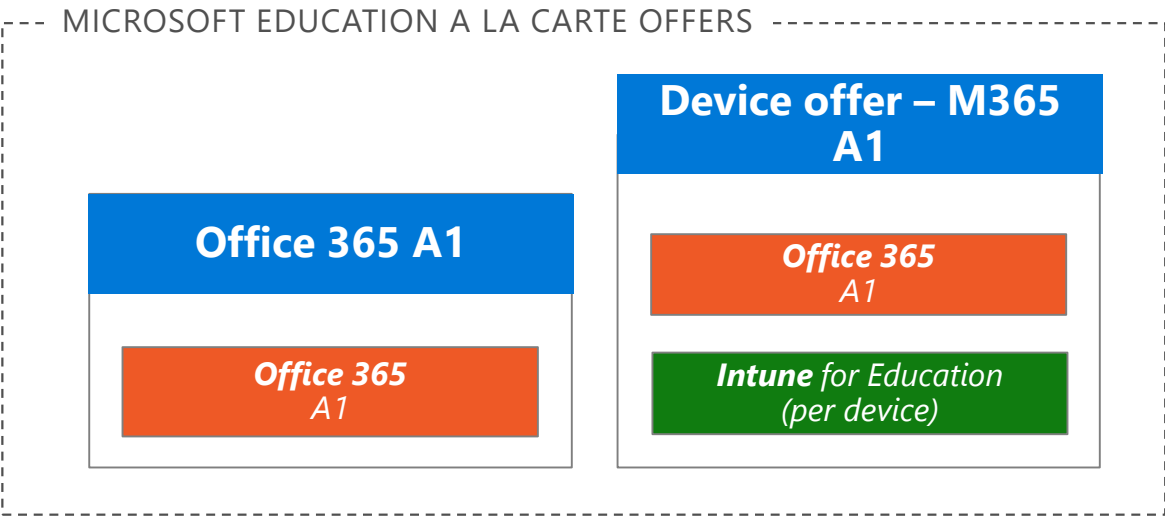
License management post purchase

- Intune for Education – Licenses are tied to the device; no user assignment necessary
- Office 365 A1 – Licenses are tied to the user; Customer (or partner) needs to assign Office 365 A1 licenses to individual users (Faculty or Student) in the Office 365 admin portal or Partner Center

Adding/Removing Office 365 A1 users

Customer can add 'Unlimited' Office 365 A1 users in the Office 365 admin portal with no additional orders or partner involvement

Microsoft's Education Portfolio



Extend access to students with student use benefits when your institution purchases Microsoft 365 for faculty and staff†

† Student use benefit: Purchase Microsoft 365 for all faculty and staff and include students at no additional cost

Special Use Rights for CSP Education Products

Office 365 A3/A5

- Standard and Enterprise CALs for:
 - Exchange Server
 - SharePoint Server
 - Skype for Business Server



EMS E3/E5

- Windows Server and Windows Server ADRMS CALs
- Advanced Threat Analytics CML
- System Center Configuration Manager CML
- System Center EndPoint Protection SL

Microsoft 365 Education A3/A5

- Rights as individual suites
- No rights to install productivity server products
- No rights to install Office Professional Plus instead of Office 365 ProPlus, or any downgrade rights
- No rights to downgrade Windows 10

Student Use Benefit

Student Use Benefits by Qualifying Program

- The Product Terms define [Student Use Benefits](#) for specific products licensed through Academic programs.
- For each Product, the appropriate [Student Use Benefit](#) Product(s) are listed along with the number of licenses available for Students per paid license.
 - Suite offers: 1:40 ratio
 - Standalone offers: 1:15 ratio

Qualifying Product	Student Use Benefit	Program Availability	Student Instances Provided per Faculty/Staff or Knowledge Worker
Advanced Threat Analytics	Advanced Threat Analytics	OVS-ES, School, EES	15
Azure Active Directory Premium Plan 1	Azure Active Directory Premium Plan 1	OVS-ES, School, EES	15
Azure Active Directory Premium Plan 2	Azure Active Directory Premium Plan 2	OVS-ES, School, EES	15
Desktop Education	O365 ProPlus and Windows 10 Education Upgrade	OVS-ES, School, EES (pre-2017)	40
Enterprise Mobility + Security E3	Enterprise Mobility + Security E3 ²	OVS-ES, EES, CSP	40
Enterprise Mobility + Security E5	Enterprise Mobility + Security E5 ³	OVS-ES, EES, CSP	40
Microsoft 365 Education A3	Office 365 ProPlus and Office 365 Cloud App Security, Enterprise Mobility + Security E3 ² , Windows 10 Education E3 (Per User) ⁴ , Minecraft: Education Edition	EES, CSP	40
Microsoft 365 Education A5	Office 365 ProPlus, Office 365 Cloud App Security, ATP, Enterprise Mobility + Security E5 ³ , Windows 10 Education E3 (Per User) ⁴ , Minecraft: Education Edition	EES, CSP	40
Microsoft Intune for Education	Microsoft Intune for Education	OVS-ES, EES, CSP	15
Minecraft: Education Edition	Minecraft: Education Edition	EES	15
Office 365 Advanced Threat Protection	Office 365 Advanced Threat Protection	OVS-ES, EES, CSP	15
Office 365 ProPlus	Office 365 ProPlus	OVS-ES, School, EES, CSP	15
Office 365 A3	Office 365 ProPlus, Office 365 Cloud App Security	OVS-ES, EES, CSP	40
Office 365 A5	Office 365 ProPlus, Office 365 Cloud App Security, Office 365 Advanced Threat Protection	OVS-ES, EES, CSP	40
Office 365 Cloud App Security	Office 365 Cloud App Security	OVS-ES, EES, CSP	15
Office Professional Plus	Office 365 Pro Plus	OVS-ES, School, EES (pre-2017)	15
Windows 10 Education A3 (Per User)	Windows 10 Education A3 (Per User) ⁴	CSP	40
Windows 10 Education A5 (Per User)	Windows 10 Education A3 (Per User) ⁴	CSP	40
Windows 10 Education E3 (Per User)	Windows 10 Education E3 (Per User) ⁴	EES (2017)	40
Windows 10 Education E5 (Per User)	Windows 10 Education E3 (Per User) ⁴	EES (2017)	40
Windows 10 Education E5 (Per Device)	Windows 10 Education E3 (Per Device) ⁴	OVS-ES, School	40

¹Licenses acquired through the Student Use Benefit are not eligible for Software Assurance Benefits.

²The Student Use Benefit offer does not include Azure Information Protection.

³The Student Use Benefit offer does not include Azure Information Protection and Microsoft Cloud App Security.

⁴The Student Use Benefit includes rights to Windows 10 E3/A3 only.

Windows Desktop Operating System Limitations

Licenses acquired through the Student Use Benefit do not include Windows virtualization rights.

Volume Licensing

Product Terms
November 1, 2018



Microsoft Product Terms,
Appendix H: Student Use Benefits
Page 104 (November 2018)

<https://www.microsoft.com/en-us/licensing/product-licensing/products>



November 2018