


CSP Cloud Customer Acquisition Campaign




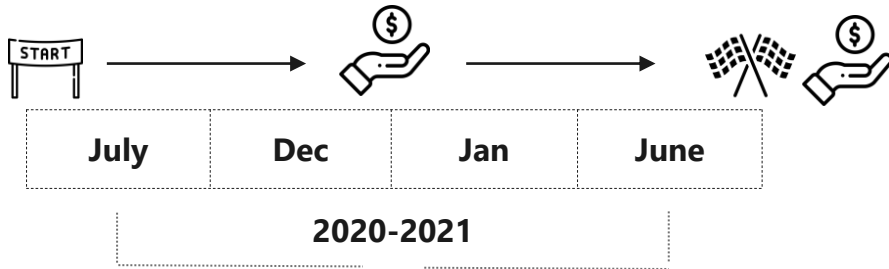
[LC000901-00]
CEE FY21

 **Territory:** Central Eastern Europe (CEE)*.

 **Participants:** CSP Direct Bill Partner and CSP Indirect Resellers

 **Effective date:** July 01, 2020 - Jun 30, 2021.

 **Eligible products:** All products available in monthly and annual billing in CSP Program



Eligible partners who earned incentive will be paid within 90 days of the conclusion of the relevant payment period.

Payment Frequency - two payment cycles:

1st payment cycle: July 1, 2020 – December 31, 2020

2nd payment cycle: January 1, 2021 – June 30, 2020.



SALES CRITERIA:	INCENTIVE AWARD:	THRESHOLDS:
<p>The incentive applies after the Partner reaches the minimum threshold of 10 new Customer Adds during the campaign period. For each new Customer added, after the minimum threshold of 10 new Customers, Partner will receive a 200 USD incentive.</p>	<p>The participant will receive \$200 incentive for every New Customer added after meeting the criteria of 10 New Customer added during the program period.</p>	<p>Minimum and maximum Threshold are defined by the #of Customer Adds:</p> <p>Minimum number of New Customer adds for Participant is 10 New Customers added during the program period.</p> <p>Maximum number of New Customer adds for Participant is 110 New Customers added during the program period.</p>

Partners eligibility is determined at the country level.

For clarity, where an eligible partner has multiple TPID's, the associated revenue will be aggregated prior to performing the incentive calculation.

* Eligible partners with MPN locations in CEE will be enrolled in this program automatically, however partners with MPN locations in EU/EFTA but not in CEE, need to register for this Campaign by contacting erebates@microsoft.com.