

FY16 Enterprise Mobility Suite (EMS) Adoption Offer

Frequently Asked Questions

MARCH 1, 2017

OVERVIEW

Starting September 1, 2015, net new EMS customers who purchase a minimum of 150 seats of eligible EMS SKUs may qualify for an investment toward driving EMS Active Seat Usage (ASU) on a single eligible workload. Eligible Partners include Microsoft Consulting Services (MCS) or a qualified silver or gold Cloud Productivity Competency Partner (CPCP), Enterprise Mobility Management Partner or Devices & Deployment Competency Partner for Active Seat Usage activities on behalf of the customer. Eligible Partners must also be approved Microsoft BIF Suppliers to participate in the offer.

Funds will be reserved at \$15/seat for 150-1000 seats and \$5 per seat above 1000 seats with a maximum of \$60,000 per customer. Net new purchases of eligible EMS SKUs including Secure Productive Enterprise, Enterprise Mobility Suite, or Cloud Productivity S4 are required. Purchases may be made via the following Licensing programs: EA/EAS, EES, Open, Open Value, Open Value Subscription, MPSA, AOS, MOSP and Cloud Solution Providers (CSP).

This offer will run from September 1, 2015 through June 30, 2016. Customers must purchase a minimum of 150 eligible SKUs to qualify. The funding is at the customer tenant level, based upon the number of qualified SKUs purchased, not based upon the number of workloads deployed. This investment is paid directly to the Partner when the Offer milestones are reached and the invoice is submitted on time. The Offer milestones include a customer-approved Adoption plan or customer-approved Success Plan at fasttrack.microsoft.com and 15% of purchased seats in active use on a single eligible workload.

Here are examples of activities that partners may conduct to attain the desired outcome of 15% active usage:

- Partner led project management and delivery services
 - Line of Business applications across workloads (SharePoint, Skype for Business, Visio, Yammer, Project Online/Project Lite)
 - SharePoint team sites, workflows and document storage
- Partner led change management, communications and training
 - Draft the vision, outline business objectives, and success measures for adoption jointly with the customer and obtain buy-in from an executive sponsor.
 - Define how EMS can help achieve the vision with proposed usage scenarios across specified Eligible Workloads
 - Prioritize and define a phased rollout approach across the user base with a plan for communication, readiness, and community strategies
 - Execute official launch events, training, brown bag sessions etc. with participation from executive sponsors and defined champions

FAQ SECTIONS

- [Offer Rules: Customer Eligibility, General Questions](#)
- [Pricing, Transacting](#)

OFFER RULES: CUSTOMER ELIGIBILITY, GENERAL QUESTIONS

Which customers are eligible? [↑](#)

All new EMS customers are eligible for this offer on seats purchased during the Offer timeframe through the following Licensing programs: EA/EAS, EES, Open, Open Value, Open Value Subscription, MPSA, AOS, MOSP, eligible purchases via Cloud Solution Providers. This includes all commercial, government and paid education accounts in all countries where EMS is available.

When are the relevant dates for the offer? [↑](#)

The offer runs from September 1, 2015 through June 30, 2016.

Is there a minimum purchase required to qualify for the offer? [↑](#)

Yes. Net new EMS customers must purchase at least 150 seats of select Enterprise Mobility Suite SKUs or Secure Productive Enterprise SKUs or Cloud Productivity S4 SKUs (including G SKU equivalents, paid Education SKUs, paid Non-Profit SKUs) to be eligible for this offer. The minimum may be met through any purchased combination of the eligible SKUs.

What are the payout amounts for this offer?

\$15 per seat for 150-1000 seats, then

\$5 per seat above 1000 seats (with a maximum payment of \$60,000 per customer)

Are customers that have deployed EMS eligible for this offer?

No. Customers that have already deployed EMS are not eligible for this offer.

Are customers that purchased EMS but not deployed eligible for the offer?

No. Customers need to be new EMS customers. If they have previously purchased EMS in FY15, they may have been eligible for the FY15 Deployment Offer.

Are Add-on SKUs eligible for this offer? [↑](#)

Both full USL and the new Add-on versions of the eligible SKUs qualify for this offer. There is no difference in offer criteria.

Are Syndication sales eligible for this offer?

No. Purchases made through the Syndication channel are not eligible for this offer as EMS is no longer sold via Syndication.

Are purchases made through Cloud Solution Providers (CSP) eligible for this offer?

Yes. Purchases made through CSP Partners, Tier 1 and Tier 2, are eligible for this offer with all other terms and conditions applying.

Can this offer be used for on-premises workloads?

No. This offer is only for eligible EMS Cloud workloads.

Are public sector customers eligible for the deployment investment?

In general, yes. However, some countries do not allow this type of benefit.

US Public Sector Customers will need to sign an amendment that they can get from their US Licensing Specialist / [BIF in VL concession](#).

Are Government Community Cloud purchases eligible?

Yes. Government Community Cloud purchases qualify for this offer.

Are EMS Academic purchases eligible for this offer?

This offer is eligible for paid Academic purchases. Free academic SKUs do not qualify for the offer.

Are EMS Charity purchases eligible for this offer?

Yes. This offer is applicable to EMS Charity customers with their paid eligible EMSSKUs.

Are EMS licenses sold through EA Transitions or added through the EMS Software Assurance Transition SKU eligible for this offer?

Renewal transitions (net new EMS customers coming from SA), are eligible for Adoption Funding. Please note, if they elect to take the Adoption Funding they will not be eligible for the "Transition Grant".

Mid-term transition customers will continue to follow the standard policy where they will be eligible for the "Transition Grant" but not Adoption Funding.

Are other "paid transition" SKUs eligible for this offer?

Yes, as long as the customer has purchased the eligible "paid transition" SKUs, they will be eligible for adoption funding. Customers that use \$0 transition SKUs are not eligible for funding as they are able to leverage the free float transition period.

How long will the adoption benefit last?

Seats must be fully deployed within 12 months after the initial, qualifying promo SKU purchase date or before the end of the customer's current eligible EA term, whichever comes earlier. Adoption benefits are only applicable towards the eligible licenses that are purchased during the Offer time period.

Do seats need to be deployed within the promo offering time period?

No. In order to take advantage of the adoption investment, the seats need to be deployed within 12 months of the initial purchase of the eligible SKUs or before the end of the customer's current eligible agreement term, whichever comes earlier.

Can a customer use the Adoption investment funds if their agreement expires less than 12 months after the qualifying purchase?

The customer can use their adoption investment funds up to 12 months after purchasing the eligible seats, even into a new agreement, as long as they also purchase eligible seats on the renewal executed before the end of the offer period. The amount of adoption investment funds available to the customer will be calculated based on the quantity of eligible seats purchased on the current agreement by June 30, 2016.

Can customers with seats added before the offer period leverage this offer?

No. This offer is available to all new EMS customers for seats purchased between September 1, 2015 and June 30, 2016. Seats that were added before the offer period, whether through purchase or Transition, are not eligible for this offer.

What if a customer commits to qualified seats before September 1, 2015 but the invoice date is not until September 1 or later. Can they receive funds?

Yes, the funding is tied to when Microsoft recognizes revenue so if the invoice date occurs during the offer time period, then the customer is eligible for funds.

PRICING

What are the prices for the eligible SKUs?

This offer is based on the purchase of eligible EMS SKUs available on the price list. There are no promotional SKUs or price discounts associated with this offer.

What if my customer purchases SKUs that are discounted to \$0? Are they eligible for the offer?

No. Microsoft must receive payment for eligible SKUs in order to qualify for the offer.

ADOPTION INVESTMENT

How do the adoption investment funds work?

The adoption investment is available for eligible net new customers purchasing of at least 150 eligible EMS, ECS or Cloud Productivity S4 SKUs during the offer time period. The customer must be purchasing EMS or ECS for the first time.

For customers that purchase 150-1000 seats, they will earn \$15 per seat. Customers that purchase over 1000 seats will earn an additional \$5 per seat above the 1000 seat purchase. For a maximum payout of \$60,000 USD.

An eligible Partner can profile the customer via fasttrack.microsoft.com. Once the customer approves the partner and in fasttrack.microsoft.com, then the Partner may request the funding. The funding request will be reviewed. If approved, the Partner will receive a PO, and then the Partner can begin working to drive the Active Seat Usage requirements. In accordance with Microsoft Controls and Compliance Policy, the Partner should not begin work until the PO is secured.

A Partner must submit the funding request to Microsoft no later than 45 days before the Funds Expiration date or before end of Customer's current eligible agreement term or before March 31, 2017, whichever comes earlier. The submission date will be the date and time the submission is recorded by Microsoft.

The Partner may invoice Microsoft twice:

- Milestone 1: 5% of eligible SKUs are in active use on a single, eligible workload. Partner may submit an invoice to receive one-third of the eligible funding
- Milestone 2: 15% of eligible SKUs are in active use on a single, eligible workload. Partner may submit an invoice to receive the remaining two-thirds of the eligible funding

In order to take advantage of the Adoption investment, does the partner have to secure Offer funds in an approved Purchase Order before they may begin to deliver the Adoption services paid for by this Offer?

Yes. A FastTrack Site funding request must be submitted and, if approved, an approved Purchase Order communicated to the partner before work is to begin. MS Procurement Policy mandates an approved Purchase Order must be in place before any fee-based work is to commence. Per this Offer's controls and compliance rules, no POs will be processed in "after the fact" or "ATF" scenarios.

What does the customer have to do to receive adoption investment funds? [↑](#)

The adoption investment is paid directly to the qualified Partner. In order for the Partner receive payment, the customer will have to take various actions, including purchasing eligible SKUs, contracting with a qualified Partner, and approving the funding request and Adoption Plan or Success Plan in fasttrack.microsoft.com. The customer needs to work with the Partner to meet the above milestones in order for the partner to receive payment from Microsoft.

Are funds available for each new enrollment?

No, funds are allocated at the tenant level.

Are funds available for each new tenant in a multi-tenant environment?

No, funds are allocated for only one tenant. For instances where multiple tenants are required for separate business entities with separate IT departments, the offer maybe available for each tenant.

How is "active use" defined?

Active use is defined by eligible workload:

- Intune Usage = (# users with one or more devices enrolled + users targeted with MAM policy) / Paid Licenses
 - AADP (AADP) Usage = Distinct users across
 - Users who have access/launches SSO for a 3rd party (non O365) SaaS app once in the last 28 days
 - Users configured for Self Service Password Reset
 - Users configured for Multi-Factor Authentication
 - Total AADP usage = sum of the above 3 components / Paid Licenses
- Azure Rights Management Services is not an approved workload for this Offer and any Active Seat Usage will not be funded.

Do all 150 seats have to be the same SKU? [↑](#)

No. As long as 150 total eligible seats are purchased in any combination of the eligible SKUs, within the offer period, the customer will meet the minimum seat purchase for the Adoption Offer.

Does the customer have to purchase 150 seats all at once to qualify for the adoption investment? [↑](#)

The customer will qualify so long as 150 total eligible seats are purchased between September 1, 2015 and June 30, 2016, regardless of how many transactions are made to reach that total.

What activities will qualify for the offer funds?

Adoption activities may include:

- Partner led project management and delivery services
 - Line of Business applications across workloads (SharePoint, Skype for Business, Visio, Yammer, Project Online/Project Lite)
 - SharePoint team sites, workflows and document storage
- Partner led change management, communications and training
 - Draft the vision, outline business objectives, and success measures for adoption jointly with the customer and obtain buy-in from an executive sponsor.
 - Define how EMS can help achieve the vision with proposed usage scenarios across specified Eligible Workloads
 - Prioritize and define a phased rollout approach across the user base with a plan for communication, readiness, and community strategies
 - Execute official launch events, training, brown bag sessions etc. with participation from executive sponsors and defined champions
 - Conduct a success assessment during and post execution of the adoption plan to capture employee feedback, lessons learned, and success stories

Can the funds be used on more than one workload? [↑](#)

Yes, the customer can choose more than one workload but will only be paid for driving 15% active seat usage on one single eligible workload.

What if my customer commits to purchase SKUs before September 1, 2015 but their agreement invoice date isn't until September 1, 2015 or later. Will they qualify for funding? [↑](#)

Yes. The revenue must be recognized during the offer time period and the service must not start until the offer period time in order for the customer to be eligible for funding. The revenue recognition is tied to the agreement invoice date.

How long will the adoption benefit last? [↑](#)

Seats must be fully deployed within 12 months after the date of the initial qualifying purchase or before the end of the customer's current eligible agreement term, whichever comes earlier. Adoption benefits are only applicable towards the licenses that are purchased during the offer period.

The adoption funds may still be used on the early commit agreement after the expiration of the current agreement if the customer has purchased eligible SKUs on both the current and early commit agreements. The amount of adoption investment funds available to the customer will be calculated based on the quantity of eligible seats purchased on the current agreement by June 30, 2016. The maximum time to use the adoption investment funds is still 12 months from the initial qualifying purchase.

How do partners become eligible for the adoption investment?

MCS, silver or gold Cloud Productivity Competency Partners, Enterprise Mobility Management or Devices and Deployment Competency Partners are eligible to participate.

If the customer chooses Partner funds, how do they get those funds?

The Partner will need to request the funds via fasttrack.microsoft.com.

Who do I contact with additional questions? Please submit a support ticket via fasttrack.microsoft.com. If necessary, email svcems@microsoft.com.

FY16 EMS Adoption Offer Eligible SKUs

Eligible SKUs may change every month. If SKU is not on this list, and it is a paid SKU included these product families, it may be eligible for funding, with all offer terms and conditions applying. If a SKU listed below is not a paid SKU and included in these product families, it may be listed in error and will not be eligible for funding.

SKU #	SKU Name
AAA-10755	EntCloudSuite ShrdSvr ALNG SubsVL MVL Gov GovOnly PerUsr
AAA-10756	EntCloudSuite ShrdSvr ALNG SubsVL MVL PerUsr
AAA-10719	EntCloudSuiteAddOn ShrdSvrALNG SubsVL MVL Gov GovOnly todeviceCoreCal
AAA-10720	EntCloudSuiteAddOn ShrdSvr ALNG SubsVL MVL todeviceCoreCal
AAA-10720	SPE E3 AddOn ShrdSvr ALNG SubsVL MVL todeviceCoreCal
AAA-10726	SPE E3 FromSA ShrdSvr ALNG SubsVL MVL Per Usr
AAA-10739	EntCloudSuiteAddOn ShrdSvr ALNG SubsVL MVL Gov GovOnly touserECAL
AAA-10740	EntCloudSuiteAddOn ShrdSvr ALNG SubsVL MVL touserECAL
AAA-10740	SPE E3 AddOn ShrdSvr ALNG SubsVL MVL touserECAL
AAA-10741	EntCloudSuiteAddOn ShrdSvr ALNG SubsVL MVL Gov GovOnly touserCoreCal
AAA-10742	EntCloudSuiteAddOn ShrdSvr ALNG SubsVL MVL touserCoreCal
AAA-10742	SPE E3 AddOn ShrdSvr ALNG SubsVL MVL touserCoreCal
AAA-10756	SPE E3 FromSA ShrdSvr ALNG SubsVL MVL Per Usr
AAA-10761	EntCloudSuiteAddOn ShrdSvr ALNG SubsVL MVL Gov GovOnly todeviceECAL
AAA-10762	EntCloudSuiteAddOn ShrdSvr ALNG SubsVL MVL todeviceECAL
AAA-10762	SPE E3 AddOn ShrdSvr ALNG SubsVL MVL todeviceECAL
AAA-11979	EntCloudSuiteGovAddOn ShrdSvr ALNG SubsVL MVL touserCoreCal
AAA-11980	EntCloudSuiteGovAddOn ShrdSvr ALNG SubsVL MVL touserECAL
AAA-11981	EntCloudSuiteGovAddOn ShrdSvr ALNG SubsVL MVL todeviceECAL
AAA-11982	EntCloudSuiteGov ShrdSvr ALNG SubsVL MVL PerUsr
AAA-11983	EntCloudSuiteGovAddOn ShrdSvr ALNG SubsVL MVL todeviceCoreCal
AAA-11984	EntCloudSuiteGovFromSA ShrdSvr ALNG SubsVL MVL PerUsr
AAA-10725	EntCloudSuiteFromSA ShrdSvr ALNG SubsVL MVL Gov GovOnly PerUsr
AAA-10726	EntCloudSuiteFromSA ShrdSvr ALNG SubsVL MVL PerUsr
AAA-10727	EntMobilitySte ShrdSvr ALNG SubsVL MVL GovOnly AddOn touserCoreCAL/ECAL
AAA-10728	EntMobilitySte ShrdSvr ALNG SubsVL MVL AddOn touserCoreCAL/ECAL
AAA-10733	EntMobilitySte ShrdSvrALNG SubsVL MVL GovOnly AddOn todeviceCoreCAL/ECAL
AAA-10734	EntMobilitySte ShrdSvr ALNG SubsVL MVL AddOn todeviceCoreCAL/ECAL
AAA-12531	EntprMobltySte Shared Alng MonthlySub Addon ToDvcCrCAL
AAA-12534	EntprMobltySte Shared Alng MonthlySub Addon ToDvcECAL
AAA-12536	EntprMobltySte Shared Alng MonthlySub Addon ToUsrCrCAL
AAA-12539	EntprMobltySte Shared Alng MonthlySub Addon ToUserECAL
GS9-00001	EntMobilitySteAddOnOpen ShrdSvr ALNG SubsVL OLV E 1Mth Acdmc AP Fclty
GS9-00002	EntMobilitySteAddOnOpen ShrdSvr ALNG SubsVL OLV F 1Mth Acdmc AP Fclty
GS9-00003	EntMobilitySteAddOnOpen ShrdSvr ALNG SubsVL OLV NL 1Mth Acdmc Stdnt

GS9-00004 EntMobilitySteAddOnOpen ShrdSvr SNGL SubsVL OLV NL 1Mth AP AddOn
GS9-00005 EntMobilitySteAddOnOpen ShrdSvr ALNG SubsVL OLV NL 1Mth AP AddOn
GS9-00006 EntMobilitySteAddOnOpen ShrdSvr ALNG SubsVL OLV D 1Mth AP AddOn
GS9-00007 EntMobilitySteAddOnOpen ShrdSvr SubsVL OLV D 1Mth AP AddOn
7U5-00003 EntMobilitySteFromSA ShrdSvr ALNG SubsVL MVL Gov GovOnly PerUsr forSAB
7U5-00004 EntMobilitySteFromSA ShrdSvr ALNG SubsVL MVL PerUsr forSAB
AAA-11235 EntMobilitySteFromSA G ShrdSvr ALNG SubsVL MVL PerUsr
AAA-10759 EntMobilitySteFromSA ShrdSvr ALNG SubsVL MVL Gov GovOnly PerUsr
AAA-10760 EntMobilitySteFromSA ShrdSvr ALNG SubsVL MVL PerUsr
AAA-10731 EntMobilitySteFull ShrdSvr ALNG SubsVL MVL Gov GovOnly PerUsr
AAA-10732 EntMobilitySteFull ShrdSvr ALNG SubsVL MVL PerUsr
GS7-00001 EntMobilitySteOpen ShrdSvr SNGL SubsVL OLV NL 1Mth AP
GS7-00002 EntMobilitySteOpen ShrdSvr ALNG SubsVL OLV NL 1Mth AP
GS7-00004 EntMobilitySteOpen ShrdSvr ALNG SubsVL OLV D 1Mth AP
GS7-00005 EntMobilitySteOpen ShrdSvr SubsVL OLV D 1Mth AP
GS7-00008 EntMobilitySteOpen ShrdSvr ALNG SubsVL OLV NL 1Mth Acdmc Stdnt Stdnt
GS7-00009 EntMobilitySteOpen ShrdSvr ALNG SubsVL OLV E 1Mth Acdmc AP Fclty
GS7-00010 EntMobilitySteOpen ShrdSvr ALNG SubsVL OLV F 1Mth Acdmc AP Fclty
AAA-11232 EntMobilitySte G ShrdSvr ALNG SubsVL MVL AddOn touser CoreCAL/ECAL
AAA-11234 EntMobilitySte G ShrdSvr ALNG SubsVL MVL AddOn todevice CoreCAL/ECAL
AAA-12523 EntMobSteG Shared Alng MonthlySub Addon ToUsrCrCAL
AAA-12529 EntMobSteG Shared Alng MonthlySub Addon ToDvcCrCAL
AAA-12532 EntMobSteG Shared Alng MonthlySub Addon ToDvcECAL
AAA-12537 EntMobSteG Shared Alng MonthlySub Addon ToUsrECAL
AAA-11233 EntMobilitySte Full G ShrdSvr ALNG SubsVL MVL PerUsr
3LP-00002 EntMobilitySte ShrdSvr ALNG SubsVL MVL AddOn toCoreCAL/ECAL
3LP-00003 EntMobilitySte ShrdSvr ALNG SubsVL MVL Gov Promo AddOn toCoreCAL/ECAL
3LP-00004 EntMobilitySte ShrdSvr ALNG SubsVL MVL Promo AddOn toCoreCAL/ECAL
9Y2-00001 EntMobilitySteG ShrdSvr ALNG SubsVL MVL AddOn
AAA-05871 Shared OLS VLCorp
AAA-09951 EntprMobltySte Shared OLS VLCorp
AAA-09967 Shared OLS VLCorp
AAA-10384 EntMobSte CorCalECAL Addon Cloud Subs
AAA-10617 EntMobSteG Shared OLS VLCorp
AAA-10711 EntMobSte Per User Cloud Subs
AAA-11313 Shared OLS DirectCorp
AAA-11427 EntprMobltySte Shared OLS MSP Crprt Tier 1
AAA-11490 EntMobSteFrSA G Shared OLS VLGovt
AAA-11493 EntMobSteUSL G Shared OLS VLGovt
AAA-11494 Shared OLS DirectCorp
AAA-11795 EntprMobltySte Shared OLS DirectCorp Trial
AAA-12240 EntMobSte from SA Per User Cloud Subs
AAA-12422 EntprMobltySte Shared OLS MSPGvrnmnt Tier 1
AAA-12941 EntprMobltySte Direct

AAA-12967	EntprMobltySte MonthlySub
AAA-12969	EntMobltySteSA MonthlySub
AAA-12970	EntMobSteFrSA G MonthlySub
AAA-12971	EntprMobltySte MonthlySub
AAA-12972	EntMobSteG MonthlySub
AAA-12986	EntMobSteUSL G MonthlySub
GS7-00003	EntMobilitySteOpen ShrdSvr SNGL SubsVL OLP NL Annual Qlfd
GS7-00006	EntMobilitySteOpen ShrdSvr SubsVL OLP NL Annual Gov Qlfd
GS7-00007	EntMobilitySteOpen ShrdSvr ENG SubsVL OLP NL Annual LclGov Qlfd
GS7-00011	EntMobilitySteOpen ShrdSvr SNGL SubsVL OLP NL Annual Acdmc Fclty Qlfd
GS9-00008	EntMbltySteAddOnOpn ShdSvr SNGL SbsVL OLP NL Annl Acdmc Fclty AddOn Qlfd
GS9-00009	EntMobilitySteAddOnOpen ShrdSvr SNGL SubsVL OLP NL Annual AddOn Qlfd
GS9-00010	EntMobilitySteAddOnOpen ShrdSvr SubsVL OLP NL Annual Gov AddOn Qlfd
GS9-00011	EntMobilitySteAddOnOpen ShrdSvr ENG SubsVL OLP NL Annl LclGov AddOn Qlfd
AAA-13511	Cloud Productivity S4 From SA USL
AAA-13510	Cloud Productivity S4 USL