Microsoft Azure

# Azure Promotions

Azure promotional offers to support partner customer engagements

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# The FY27 Azure partner opportunity is growing

THE PRIZE

**$749B**

data-platform partner opportunity by 2029, up from $413B today

Source: $749B: IDC, Microsoft Data Platform PEVI Model, 2025

GROWING SPEND

**23%**

SMB cloud spend through 2030

Source: Cloud Spending by Small and Medium-Sized Businesses Market Report 2026

READY NOW

**85%**

of organizations rank modernizing their apps as a top priority over the next three years

Source: IDC Analyst Connection, Application Modernization Is Critical to Future-Proofing the Organization in the AI World

YOUR UPSIDE

**4x**

services partners earn on every dollar of customer Azure consumption

Source: "The Partner Opportunity for Microsoft Azure Services," a Forrester Total Economic Impact™ (TEI) study commissioned by Microsoft, June 2026

# Microsoft is investing to help partners capture it.

**Frontier Accelerate for Azure**
Investment up 35% YoY across data, Fabric & AI workloads

**CSP incentives**
CSP incentives for qualifying Azure engagements

**NEW: Azure promotions**
A time-bound lever to accelerate deals

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# What's in it for Partners?

## Reach new customers

Use targeted offers to engage eligible customers considering migration, analytics, or AI modernization.

## Grow Azure consumption

Help customers adopt Azure and identify opportunities to expand workloads over time.

## Create new workload opportunities

Use time-bound offers to start conversations about migration, analytics, and AI projects.

## Grow revenue and deepen customer relationships

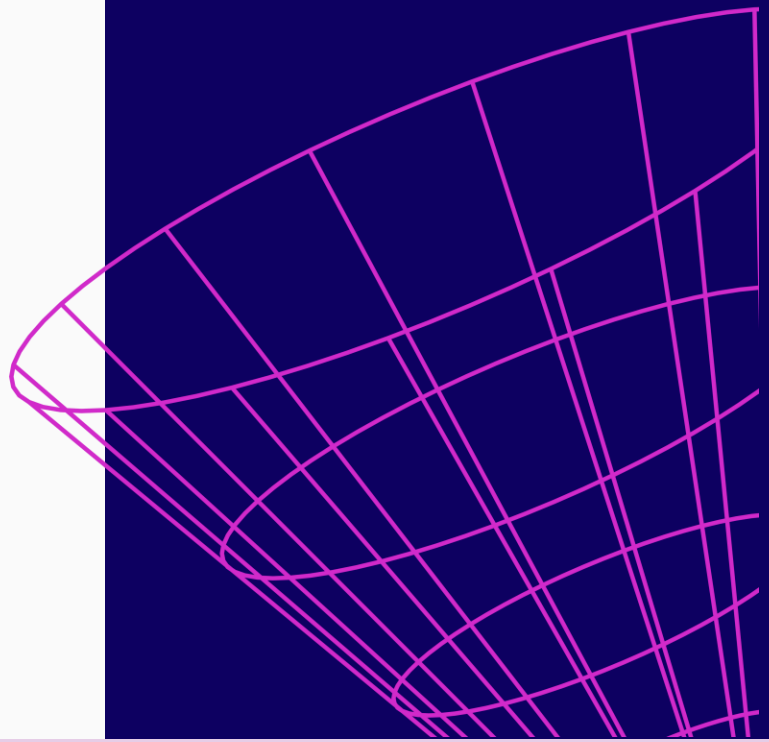
Create opportunities to grow consumption and services revenue while deepening long-term customer relationships.

## Expand services revenue opportunities

Build migration, deployment, optimization, and managed services engagements around customer adoption.

## The partner opportunity

**Promotions can open the door to new customers, Azure consumption growth, and additional services revenue.**



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# Understanding Azure promotions



## What they are

Time-bound discounts on **specific Azure products for eligible customer segments.**

## How they work:

1

**PEC stays the same**

Promotions do not reduce Partner Earned Credit (PEC).

2

**Eligibility is rules-based**

Customers qualify based on eligibility criteria for each promotion.

Check eligibility yourself in Partner Center or through the Eligibility API.

3

**Eligibility is confirmed at redemption**

Customer eligibility is checked when the promotion is redeemed.

Customers can newly qualify over time.

4

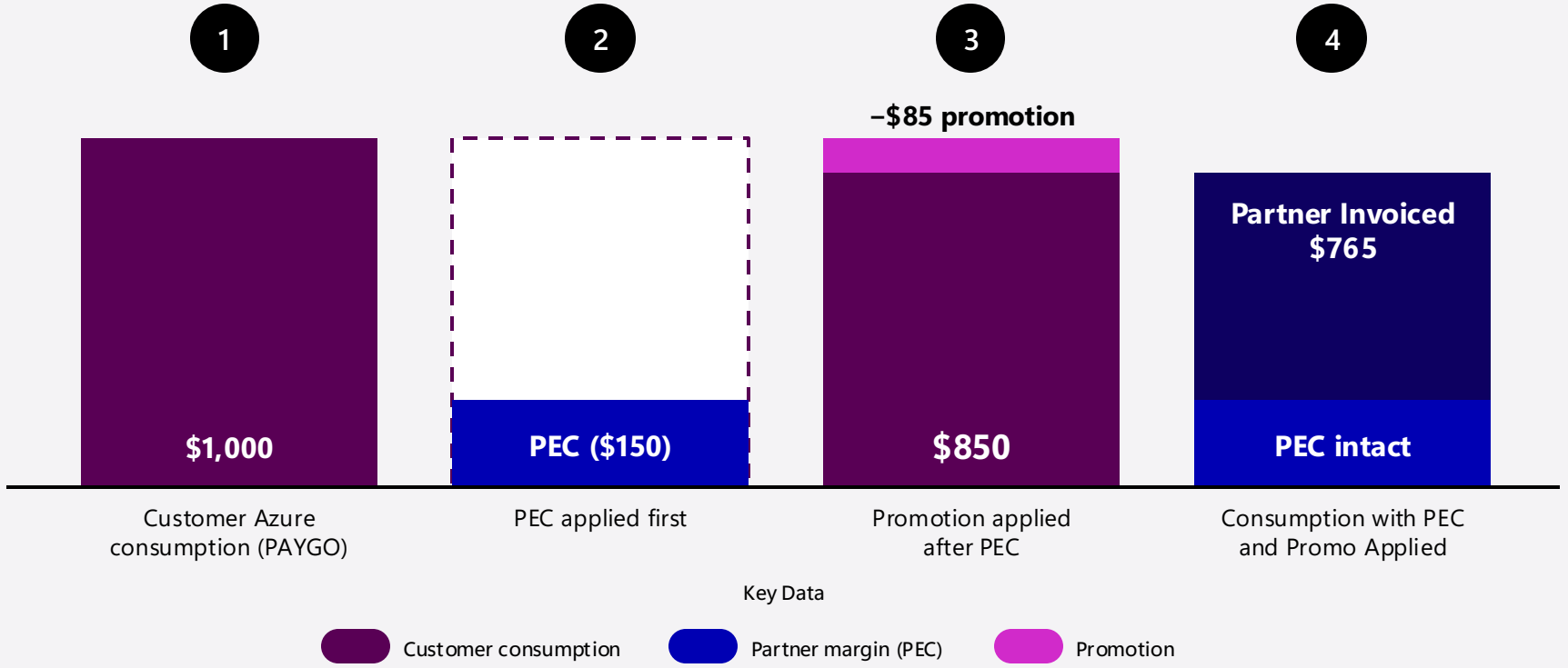
**One discount per product**

If multiple discounts apply, the highest eligible discount is used.

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# Partner Earned Credit (PEC) is protected

Promotions are applied after PEC is calculated.




**Note: Illustrative figures for concept only**

## Partner takeaway

The promotional discount is applied after PEC is calculated.

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# Azure Promotions

Targeted promotions to grow your Data & AI business, each with a 6-month discount + 6-month sign-up window.

| Promo | The offer | Eligibility Criteria | Value Proposition |
|---|---|---|---|
| Azure Database Modernization | **Up to 30%** on eligible Azure database PAYG usage while migrating on-prem SQL workloads to Azure | Customers with SQL license revenue >$0 (i.e., on-prem) in past 24 months that have <$50/month in Azure Database ACR in past 90 days | Lead SQL Server migrations and grow the Azure data estate |
| Fabric for M365 Customers | **Up to 20%** on Microsoft Fabric PAYG capacity | M365 customers with 50+ combined seats across Business Premium, ME3, & ME5 and $0 Fabric spend | Open an analytics motion inside established M365 accounts |
| Fabric for Azure Database Customers | **Up to 20%** on Microsoft Fabric PAYG capacity | Azure database customers who have no previous Microsoft Fabric spend | Attach analytics to live database workloads |
| App PaaS for Foundry Customers | **Up to 15%** on eligible Azure App PaaS PAYG usage | Microsoft Foundry customers with ($50 in last month OR >$300 in last 6 months) AND <$300 App PaaS spend in last 6 months | Move Foundry AI apps from prototype to production |
| Data Services for Foundry Customers | **Up to 15%** on eligible Azure data services PAYG usage | Microsoft Foundry customers with ($50 in last month OR >$300 in last 6 months) AND $0 Azure Data Services spend in the last 6 months | Build the data foundation beneath the customer's AI |



Offer availability, eligibility, pricing, and benefits may vary and are subject to change or discontinuation without notice. If multiple offers apply, the system will automatically apply the best available discount. Promotional pricing applies only after the offer is acquired and ends upon expiration of the promotional period, after which standard pricing will apply. This information is provided for informational purposes only and does not create any binding commitment or contractual obligation on the part of Microsoft. Final eligibility and offer availability are determined by Microsoft. Promotion offers end and must be claimed by April 30, 2027, at 11:59 PM UTC to qualify.

Additional details on the promotions, terms, and eligibility criteria, can be found in the readiness deck, FAQ, and Learn documentation.

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# Promotions complement existing Microsoft investments

Together, these investments can create opportunities to acquire customers, grow Azure consumption, and expand services revenue.




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# Earn ~$1,076 per Azure Database Modernization deal

THE OFFER
Up to 30% off Azure DB
(Six months)

## The customer

- 250-employee manufacturer retiring on-prem SQL Server
- Eligible: active SQL on-prem, Azure DB spend <$50/mo
- Azure SQL Managed Instance modernization

## The transaction over six months

| | |
|---|---|
| **Net-new consumption** (list) | **$4,500** |
| – Partner Earned Credit (15%) | –$675 |
| – Promo discount (30%) | –$1,148 |
| **Total partner invoices** | **$2,678** |

These figures are illustrative and are not representative of typical results or a guarantee of earnings or profit. Actual results vary. This example assumes $750/month in net-new consumption at list price over the six-month promotion window. "Total partner invoices" (the amount Microsoft charges the partner) = list – PEC – promo; the partner sets the customer's price. Rates: PEC 15% on list price, CSP Core 3%, and CSP Growth Accelerator up to 12% on the invoiced amount. Growth Accelerator is subject to YoY-growth qualification.

Assumption: The customer's existing Azure consumption does not decline during the promotion window.

See the https://aka.ms/incentivesguide for detailed requirements on CSP Incentives and Frontier Accelerate for Azure.

## Partner CSP earnings

**Partner Earned Credit (PEC)**
15% × list price — $675

**CSP Core**
3% × invoiced amount — $80

**CSP Growth Accelerator**
up to 12% × invoiced amount — $321

**TOTAL CSP EARNINGS**
PEC + CSP Incentives — $1,076

**Frontier Accelerate for Azure**
XXS SMB Engagement — Up to $3,200

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PARTNER EARNINGS EXAMPLE

# Earn ~$983 per Fabric for Azure Database Customers deal

THE OFFER
Up to 20% off Fabric PAYG
(Six months)

## The customer

- Existing Azure SQL Database customer
- Eligible: Azure Database customer, no previous Fabric spend
- Adding Fabric for unified analytics

## The transaction over six months

| | |
|---|---|
| **Net-new consumption** (list) | **$3,900** |
| – Partner Earned Credit (15%) | –$585 |
| – Promo discount (20%) | –$663 |
| **Total partner invoices** | **$2,652** |

## Partner CSP earnings

| | |
|---|---|
| **Partner Earned Credit (PEC)**<br>15% × list price | $585 |
| **CSP Core**<br>3% × invoiced amount | $80 |
| **CSP Growth Accelerator**<br>up to 12% × invoiced amount | $318 |
| TOTAL CSP EARNINGS<br>PEC + CSP Incentives | $983 |
| **Frontier Accelerate for Azure**<br>XXS SMB Engagement | Up to $1,600 |

These figures are illustrative and are not representative of typical results or a guarantee of earnings or profit. Actual results vary. This example assumes ($650/mo net-new consumption at list, shown over the six-month promotion window). "Total partner invoices" (the amount Microsoft charges the partner) = list – PEC – promo; the partner sets the customer's price. Rates: PEC 15% on list + CSP Core 3% + CSP Growth Accelerator up to 12% on the invoiced amount. Growth accelerator subject to YoY-growth qualification.

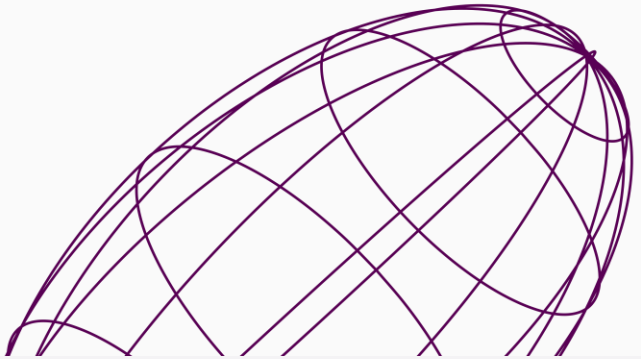
Assumption: customer's existing azure consumption does not decline during the promotion window. For Frontier Accelerate for Azure, Fabric adoption is part of broader agentic AI platform deployment.

See partner incentives guide at https://aka.ms/incentivesguide for detailed requirements on CSP Incentives and Frontier Accelerate for Azure.

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CALL TO ACTION

# Get started



1

## Learn

- Review the Promotion FAQ and Learn documentation
- Confirm your team has sales and technical capabilities to support promotion workloads

2

## Prepare

- Validate end-to-end promotion flows in sandbox before acquiring promotions.
- Pull your eligible customer list
- Size the services attach and prioritize your top 10 customer opportunities

3

## Execute

- Use the customer-ready materials (https://aka.ms/AzurePromoPartner) to open the conversation with a new prospect
- Use the promotion to support a broader migration, analytics, or AI engagement.

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PARTNER EARNINGS EXAMPLE

# Earn ~$393 per Fabric for M365 Customers deal

THE OFFER
Up to 20% off Fabric PAYG
(Six months)

## The customer

- 75-seat M365 Business Premium customer
- Eligible: >50 M365 premium seats, no Fabric spend
- First-time Microsoft Fabric adoption (F2 capacity)

## The transaction over six months

| | |
|---|---|
| **Net-new consumption (list)** | **$1,560** |
| – Partner Earned Credit (15%) | –$234 |
| – Promo discount (20%) | –$265 |
| **Total partner invoices** | **$1,061** |

These figures are illustrative and are not representative of typical results or a guarantee of earnings or profit. Actual results vary. This example assumes $260/mo net-new consumption at list, shown over the six-month promotion window. "Total partner invoices" (the amount Microsoft charges the partner) = list – PEC – promo (the amount Microsoft charges the partner); the partner sets the customer's price. Rates: PEC 15% on list + CSP Core 3% + CSP Growth Accelerator up to 12% on the invoiced amount. Growth accelerator subject to YoY-growth qualification.

Assumption: customer's existing azure consumption does not decline during the promotion window. For Frontier Accelerate for Azure applicability, Fabric adoption is part of broader agentic AI platform deployment that drives over $5,000 incremental ACR.

See partner incentives guide at https://aka.ms/incentivesguide for detailed requirements on CSP Incentives and Frontier Accelerate for Azure.

## Partner CSP earnings

**Partner Earned Credit (PEC)**
15% × list price — $234

**CSP Core**
3% × invoiced amount — $32

**CSP Growth Accelerator**
up to 12% × invoiced amount — $127

**TOTAL CSP EARNINGS**
PEC + CSP Incentives — $393

**Frontier Accelerate for Azure**
XXS SMB Engagement — Up to $1,600

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PARTNER EARNINGS EXAMPLE

# Earn ~$1,550 per App PaaS for Foundry Customers deal

THE OFFER
Up to 15% off App PaaS
(Six months)

## The customer

- Microsoft Foundry AI-model customer
- Eligible: Foundry customer, limited recent App PaaS use
- Moving AI prototypes into production

## The transaction over six months

| | |
|---|---|
| **Net-new consumption (list)** | **$6,000** |
| – Partner Earned Credit (15%) | –$900 |
| – Promo discount (15%) | –$765 |
| **Total partner invoices** | **$4,335** |

## Partner CSP earnings

| | |
|---|---|
| **Partner Earned Credit (PEC)**<br>15% × list price | $900 |
| **CSP Core**<br>3% × invoiced amount | $130 |
| **CSP Growth Accelerator**<br>up to 12% × invoiced amount | $520 |
| TOTAL CSP EARNINGS<br>PEC + CSP Incentives | $1,550 |
| **Frontier Accelerate for Azure**<br>XXS SMB Engagement | Up to $1,600 |

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PARTNER EARNINGS EXAMPLE

# Earn ~$1,550 per Data Services for Foundry Customers deal

THE OFFER
Up to 15% off Azure DB & Fabric
(Six months)

## The customer

- Microsoft Foundry AI-model customer
- Eligible: Foundry customer, no recent Azure data services
- Adding a modern data platform for AI

## The transaction over six months

| | |
|---|---|
| **Net-new consumption (list)** | **$6,000** |
| – Partner Earned Credit (15%) | –$900 |
| – Promo discount (15%) | –$765 |
| **Total partner invoices** | **$4,335** |

## Partner CSP earnings

| | |
|---|---|
| **Partner Earned Credit (PEC)**<br>15% × list price | $900 |
| **CSP Core**<br>3% × invoiced amount | $130 |
| **CSP Growth Accelerator**<br>up to 12% × invoiced amount | $520 |
| TOTAL CSP EARNINGS<br>PEC + CSP Incentives | $1,550 |
| **Frontier Accelerate for Azure**<br>XXS SMB Engagement | Up to $3,200 |

These figures are illustrative and are not representative of typical results or a guarantee of earnings or profit. Actual results vary. This example assumes $1,000/mo net-new consumption at list, shown over the six-month promotion window. "Total partner invoices" (the amount Microsoft charges the partner) = list – PEC – promo; the partner sets the customer's price. Rates: PEC 15% on list + CSP Core 3% + CSP Growth Accelerator up to 12% on the invoiced amount. Growth accelerator subject to YoY-growth qualification.

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