

Microsoft Partner Guidance for Dynamics 365 Sales Professional and Dynamics 365 Customer Service Professional SMB Promotion

What is the Dynamics SMB promotion?

The promotion is configured at a 100% discount for the first 4 months of a monthly-billed, annual commitment subscription for new customers who purchase either Dynamics 365 Sales Professional or Dynamics 365 Customer Service Professional licenses.

What solutions are available for this Dynamics SMB promotion?

- Dynamics 365 Sales Professional
- Dynamics 365 Customer Service Professional

What licensing program is used for this Dynamics SMB promotion?

This promotion is available through the Cloud Solution Provider (CSP) licensing program in all areas and subsidiaries.

What are the offer IDs?

Offer GUID	Product SKU Description	Product SKU Part #	Product GUID	ProductFamilyName	PromoStartDate	PromoEndDate
51f99b45-3f92-4ef0-9167-b04709a62106	Dynamics 365 Customer Service Professional	DYN365_CUSTOMER_SERVICE_PRO	1439b6e2-5d59-4873-8c59-d60e2a196e92	Dyn365E CustSrcvPro	8/1/2020	6/30/2021
a81010d7-7859-4f6b-9f29-2e79e2573904	Dynamics 365 Customer Service Professional for Faculty	DYN365_CUSTOMER_SERVICE_PRO	1439b6e2-5d59-4873-8c59-d60e2a196e92	Dyn365E CustSrcvPro	8/1/2020	6/30/2021
69998fb3-b858-476e-99ba-0d7ba65fe8fb	Dynamics 365 Customer Service Professional for Students	DYN365_CUSTOMER_SERVICE_PRO	1439b6e2-5d59-4873-8c59-d60e2a196e92	Dyn365E CustSrcvPro	8/1/2020	6/30/2021
f28514f0-6516-4ef9-8222-1c605a05d245	Dynamics 365 Sales Professional	D365_SALES_PRO	be9f9771-1c64-4618-9907-244325141096	Dyn365E Sales Pro	8/1/2020	6/30/2021
45cf3a0b-260f-45d9-ae91-b82217e03612	Dynamics 365 Sales Professional for Faculty	D365_SALES_PRO	be9f9771-1c64-4618-9907-244325141096	Dyn365E Sales Pro	8/1/2020	6/30/2021
a22ef7a9-f2f6-48f0-9060-6463852f9edf	Dynamics 365 Sales Professional for Government	D365_SALES_PRO_GOV	229fa362-9d30-4dbc-8110-21b77a7f9b26	Dyn365E Sales Pro	8/1/2020	6/30/2021
8bc28c55-52ea-474a-b732-968a1d6056c8	Dynamics 365 Sales Professional for Students	D365_SALES_PRO	be9f9771-1c64-4618-9907-244325141096	Dyn365E Sales Pro	8/1/2020	6/30/2021

When is the promotion available?

The Dynamics SMB promotion is available August 3, 2020 through June 30, 2021. Review promotion details in Partner Center to confirm availability.

Which customers are eligible for Dynamics SMB promotion?

The Dynamics SMB promotion will only be available to the following types of customers:

- A net new customer tenant
- An existing customer tenant which does not have an active or recently canceled (within the last 30 days) subscription on any of the following products across CSP, Web Direct, or any other Microsoft commercial channels.

Will the new customer eligibility be enforced?

Yes, the Dynamics SMB promotion will be technically enforced.

Is there a minimum purchase requirement?

There is no minimum user purchase requirement.

How many licenses can be purchased at the promotion discount?

There is no maximum of licenses that may be purchased. Customers may purchase as many licenses as they need.

What if I don't start the promotion when it first becomes available?

New customers may take advantage of the Dynamics SMB promotion at any time between August 3, 2020 and June 30, 2021. Customers subscriptions must begin before June 30, 2021.

What happens to the monthly subscription price of Dynamics 365 Sales Professional and/or Dynamics 365 Customer Service Professional licenses when the promotion ends?

Microsoft will honor the August 2020 catalog prices of the licenses for the duration of the annual subscription commitment. This means if a customer starts the promotion on August 1, 2020, their price for months 5 to 12 will be the August 2020 license monthly price.

When does the 4-month Dynamics SMB promotion pricing end?

The promotion pricing expires 4 months from the subscription start date not 4 months from the CSP billing date. For example, a new customer who takes advantage of this promotion and purchases their license September 15, 2020 begins their subscription September 15. The promotion price will be honored September 15, 2020 through January 15, 2021.

How should partners use these promotions?

Partners can include these promotions in current customer acquisition motions to enable new customers in need of digital selling or remote selling scenarios to sign up with a partner. Throughout the promotion partners have opportunity to showcase the value of Dynamics 365 Sales Professional and/or Dynamics Customer Service Professional to new customers.

How do partners transact these promotion offers?

CSP partners can transact the Dynamics SMB promotion offers through Partner Center on behalf of the customer effective August 1, 2020.

Can partners still sell the regularly priced offers without promotions to qualifying customers?

Partners who do not wish to offer promotional pricing to otherwise qualifying customers may choose to cancel the promotion applied to the subscription and rebuy the subscription on the same day to void the promotion. Partners can always sell the regularly priced offers to non-qualifying customers.

Does the promotion apply if my customer wants to cancel existing Microsoft Dynamics 365 Sales Professional or Dynamics 365 Customer Service Professional subscriptions?

Based on the new customer definition, the promotion will not be applied because the customer has an active Dynamics 365 Sales Professional and/or Dynamics 365 Customer Service Professional or cancelled one within 30 days.

What if my customer does not align to one of the eligible customer types?

Your customer may be eligible for the current products without the Dynamics SMB promotion or another offer. Please refer to additional details and the full list of Teams trials and offers.

Can I charge customers for their Dynamics 365 Sales Professional or Dynamics 365 Customer Service Professional service during the promotion period?

Microsoft expects partners to pass along the full Dynamics SMB promotion value to customers during the promotion period. Microsoft may audit partners to ensure compliance.

I see a "Promotion available" message on the order review page. Does this mean this purchase is eligible for the promotion?

No. Partners will need to evaluate if your customer is eligible for the promotion.

How can I know if my customer is eligible for this promotion?

Customers are only eligible if they meet the "New Customer Only" criteria:

- If the subscription is added to a net new customer tenant, meaning that you are creating a new customer tenant, the promotion will be applied.
- If the subscription is added to an existing customer tenant, the promotion will be applied if the customer does not have an active or recently canceled subscription (within 30 days) on the products (Dynamics 365 Sales Professional and/or Dynamics 365 Customer Service Professional)

To enable an eligibility check for existing customer, we recommend using the following steps with Partner Center APIs/SDK:

1. For the customer that you are purchasing the offer with the promotion, use Get a list of available licenses by license group API to get a list of subscribed SKU collection crosschannel. If the call is successful, the response body will contain a collection of SubscribedSku resources.
2. For each of these SKUs, check if they are on the exclusion offer list for the promotion. If they are, check if its activeUnits or suspendedUnits is greater than 0. That means the customer has an active or cancelled subscription for the offers on the exclusion list for the promotion. In this case, the customer is not eligible for the promotion. Please also see the exclusion offer list for each promotion and the SKU IDs for the offers on the exclusion list.

For example:

- a. Customer has active subscription(s) on given SKU when activeUnits is greater than 0 Microsoft Dynamics 365 CSP Sales professional
- b. Customer has subscription(s) canceled within 30 days on given SKU when suspendedUnits is greater than 0.

How do I know if the promotion has been applied?

Partners can confirm if the promotion is applied to your customer's purchase by looking at the Activity Log in Partner Center or using Partner Center APIs/SDK. New customized data property promotion applied has been introduced in the Create Order event in Partner Center Activity log, where you can see the promotion name for each offer which has promotion applied.