

FY11 – “The Sky is The Limit” Lapsed Customer Re-enrollment Campaign - US

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“The Sky is The Limit”, a customer offer that enables Microsoft Dynamics GP and NAV customers with a Microsoft Dynamics Business Ready Enhancement Plan that lapsed prior to, November 8, 2010, to get back on plan with all lapse and re-enrollment fees waived. Customer must commit to 3 years of Enhancement before the lapse and re-enrollment fees will be waived. This offer expires on, April 22, 2011, so you have a short window to re-ignite your lapsed base and leverage this offer to the fullest extent.

Securing renewals can give you a significant and immediate revenue boost, much of which can be captured before year end. If a renewal is captured as part of this special offer, it will establish recurring revenue streams for a minimum of two years. That's a tremendous up-side, not to mention the incremental services you can drive through upgrades and add-ons.

If a customer doesn't come back onto a service plan with this offer, chances are they never will—the “Sky is The Limit” is the offer to act on, and now's the time to take action. We've provided explicit marketing guidance that can help you execute a robust multi-touch campaign and not take "maybe" for an answer

When's the best time to re-enroll? NOW!

The Sky Is the Limit is available from November 10, 2010, through April 22, 2011. It's an opportunity to renew our mutual commitment and to give you the value you want from your solution. Let's take flight!

Terms & Conditions:

This offer is available from November 10, 2010 through April 22, 2011.

- ▶ **Customer must commit to three years of Microsoft Business Ready Enhancement.**
- ▶ **Customer and participating partner are responsible for establishing payment terms regarding customer's payment for the three year commitment.**
- ▶ **The Enhancement Plan annual fee to Microsoft will be calculated on the higher of the current list price or Protected List Price and in accordance with the Protected List Price Policy. The policy is listed on CustomerSource at <https://mbs.microsoft.com/customersource/worldwide/us/serviceplans/customerserviceplans/PLPpolicies.htm>. Contact your partner for access to the Protected List Price Policy.**
- ▶ **Offer available only through participating partners.**
- ▶ **Participating partner prices may vary.**
- ▶ **Microsoft Dynamics Extend Your Reach, C-Tree, and Pervasive SQL customers are excluded.**
- ▶ **Offer only available to customers located in the U.S.**
- ▶ **Eligible customers may re-enroll with a valid license for any version of an eligible product; however, Microsoft will not provide support for products that have been designated as “unsupported” under the Microsoft Lifecycle policies. Customers will not be required to upgrade to the most recent version of the eligible product in order to participate. The policy is listed at <https://mbs.microsoft.com/customersource/worldwide/us/support/lifecycle> Contact your partner for details.**
- ▶ **Public sector customers are eligible. Participating partner will not receive any associated incentive payments from Microsoft for public sector customer participation.**

Download

[The Sky is The Limit Partner Incentive Overview](#)

(.pdf - 268 KB)

[The Sky is The Limit To Partner Marketing Guide](#)

(.pdf - 192 KB)

[To Customer – materials for Partner](#)

(WinZip - 346 KB)

- ▶ **This offer cannot be combined with any other new or existing customer offer associated with Microsoft’s Business Ready Enhancement Plan.**

Offer Starts: November 8, 2010

Offer expires: April 22, 2011

Promotion code: NA-H1-11-17

How is the Enhancement Plan fee calculated?

The Enhancement Plan annual fee to Microsoft will be calculated on the higher of the current list price or Protected List Price and in accordance with the [Protected List Price Policy](#).

What if a customer wants to change their MBL license to a BRL license, or upgrade to a new version?

After becoming current on an Enhancement Plan, the customer is eligible to perform a license model transition or product edition upgrade (example Business Essentials (BE) transition to Advanced Management (AM)).

Where can a partner find a list of their customers who are eligible for this offer?

This information is available in VOICE>>Promotions. Microsoft will also supply a list of customers and their corresponding last known PLP. This list will be made available through Microsoft Account Representatives as well as Partner Account managers (“PAM”).

Who establishes payment terms with the customer on the 3 year Enhancement Plan customer commitment?

The partner is responsible for setting the end-customer price and putting payment terms in place with customers. Partner determines how customer will pay, and may decide how they will pay Microsoft in full or in part at any time as long as they meet all of our payment terms.

Why do customers need to commit to a three year Enhancement Plan?

Microsoft is waiving all re-enrollment and lapsed fees in exchange for the three year commitment.

Is the partner automatically invoiced for years two and three?

Yes. The customer’s partner will be billed prior to the 2nd and 3rd anniversary of the Enhancement Plan agreement. The partner is responsible for the payments regardless of whether they’ve collected payment from their customer.

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