

Microsoft Defender for Business (MDB) CSP Margin Special Offer FAQ

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What is the purpose of the MDB CSP Margin Special Offer?

The MDB CSP Margin Special Offer is an opportunity for our CSP partners to purchase a Microsoft enterprise-grade endpoint solution for SMB customers with an increased total margin of 50%. We are responding to our partners' interest in purchasing MDB for an increased margin, empowering them to operate a more profitable business and provide security to SMBs.

When does the Special Offer start and when does it end?

The MDB CSP Margin Special Offer is a year-long worldwide Special Offer that begins March 1, 2024 and ends on Feb 28, 2025.

Who is this Special Offer available to?

The MDB CSP Margin Special Offer is available to all CSP partners, namely Indirect Providers and Direct CSPs. It is not available to Indirect Resellers.

Will there be broad communication to Indirect Resellers informing them of this Special Offer?

No, there will not be any direct communications to Indirect Resellers regarding this Special Offer. It is at the discretion of each Indirect Provider to communicate this Special Offer to Indirect Resellers.

What are the expectations of this margin change? Are there any expectations for Indirect Providers to pass the margin change to Indirect Resellers?

This Special Offer is intended for Microsoft Indirect Providers and Direct CSPs. It is up to the discretion of each Indirect Provider to independently decide if and how much of the margin to provide to Indirect Resellers. This Special Offer is not available to Indirect Resellers and will not be communicated to them.

Is this Special Offer automatically applied to existing SKUs? How do partners get the rebate?

No, this Special Offer is not automatically applied to the existing MDB SKU. It will require partners to purchase a Special Offer SKU in the "Special Offers" tab in Partner Center. You

must follow the retrieval directions listed in the next question to receive the margin discount.

How can I access this Special Offer?

This Special Offer will not be automatically applied to existing SKUs. Partners will need to go into Partner Center and add it to their customers' accounts. This can be done by:

1. Logging into Partner Center.
2. Clicking on "Customers".
3. Clicking on desired Customer's name.
4. Clicking on "+ New Subscription".
5. Clicking on the "Special Offers" tab.
6. Typing in "MDB" in the search bar in the "Special Offers" tab; the drop list below the search bar should be "Product: Any".
7. Clicking on the desired subscription type.

Identifying Specialized Offer Terms and Billing

There will be three identical offers for each SKU. Select the offer your preferred billing term.

The screenshot shows the Microsoft Partner Center interface. The breadcrumb trail is: Home > Customers > Customer list > iiaTest > Subscriptions > Add new. The page title is "Add new | Select". The navigation tabs are: Azure, Marketplace, Online Services, Software, and Special Offers (selected). The segment is "Commercial". The search bar contains "mdb" and the product type is "Any". The table below shows three offers:

Products	Quantity	Action
MDB Margin Promotion New Commerce Experience		View SKU list
Microsoft Defender for Business-MDB Margin Promotion Special Offer By Microsoft Corporation - License Term: Monthly Billing: Monthly Full description Special offer details	1	Add to cart
Microsoft Defender for Business-MDB Margin Promotion Special Offer By Microsoft Corporation - License Term: Annual Billing: Monthly Full description Special offer details	1	Add to cart
Microsoft Defender for Business-MDB Margin Promotion Special Offer By Microsoft Corporation - License Term: Annual Billing: Annual Full description Special offer details	1	Add to cart

Red text labels with arrows pointing to the offers:

- This offer is for a monthly billing term billed monthly
- This offer is for an annual billing term billed monthly
- This offer is for an annual billing term billed annually

Can this Special Offer be applied to existing tenants? And does it require a separate or new SKU?

This Special Offer is available to new customers and can be accessed under the "Special Offers" tab in Partner Center by typing in "MDB" in the search bar and selecting one of the listed MDB Special Offers.

For existing customers, this Special Offer can be accessed and applied once their current subscription ends, whether that is monthly or yearly. Once a customer subscription ends, partners can follow the same directions of accessing the Special Offer in the “Special Offers” tab in Partner Center.

Note: “Special Offers” can be found after clicking on the “+New Subscription” button on the customer page. To access the Special Offer price, partners will have to type in “MDB” in the search bar and select one of the listed MDB Special Offers.

Is this Special Offer applicable to both monthly and annual subscriptions?

Yes, it is applicable to both types of plans. However, please note that 50% is reflective of the retail price of the respective plans. The amounts of Monthly and Annual plans will differ, as they are different plans with different listed prices.

Yearly: \$3 retail price per month per a user ☐ Promo 50% off retail price ☐ \$1.50 per month per a user ☐ for 12 months is \$18

Monthly: \$3.60 retail price per month per a user ☐ Promo 50% off retail price ☐ \$1.80 per month

Once this Special Offer ends, what can we expect regarding margin? We there be a resumption back to the standard 20%?

We will monitor the progression of the Special Offer and decide regarding the next steps of the margin based on market response and continued interest.

Who is the target customer of MDB?

MDB is an enterprise-grade security endpoint solution for SMBs. The \$3 per user per month (annual plan) SKU provides security to SMBs that goes beyond anti-virus protection. SMBs who can best benefit from MDB are those with minimal to no security protection or those using competitive solutions. These businesses are often already Microsoft users with M365 Business Basic or Business Standard and lack the necessary protection to secure their employees’ endpoints.

Are there supporting content or marketing ready materials available to partners to better understand and sell MDB?

Yes, we have a [website](#) dedicated to MDB, its value proposition, and partner readiness materials to help relay and land the value with partners, such as: [MDB Infographic](#), [Partner Opportunity of MDB Deck](#), and [Customer-ready email](#).