Microsoft SAM Managed Service Program Guide for Partners

January 2019
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SAM Managed Service Program Guide
The SAM (Software Asset Management) Managed Service Program Guide provides the policies and Program rules applicable to the SAM Managed Service Program, including:

1. Program requirements and expectations
2. Program definitions
3. Accreditation process
4. Marketing and messaging

Additional terms and conditions are set forth in the Program Agreement located at https://aka.ms/sammanagedserviceagreement, which may be updated from time to time.

All materials and information presented should be treated as Microsoft Confidential Information and are subject to the terms of your NDA with Microsoft through your Channel Partner Agreement or Microsoft Partner Network (MPN) Agreement in its current form. The information contained within this Program Guide is subject to change.
SAM Managed Service Program Overview
A SAM managed service is a continual, governance-based, outsourced service which helps customers more effectively manage their software assets. It delivers value to customers by helping them achieve deep data insights to drive better business strategy alignment, software and license optimization, and compliance. It provides a complete view of their infrastructure to drive real-time IT decisions throughout all software and related asset lifecycle management.
Microsoft SAM Managed Service Program Description

The Microsoft SAM Managed Service Program introduces customers to SAM best practices, tools, resources and Partners who can help them maintain long-term license optimization. It will bring customers high quality, predictable, and ongoing SAM services through participating Accredited Providers.

Customers will receive unique benefits for participating with our Accredited Providers in this Program. Examples of these benefits include audit risk reduction, strategic technology roadmap discussions, and more. Participating Providers may add additional customer benefits to enhance the offering.

Participating Accredited Providers provide high quality services based on industry standards (ISO 19770) and Microsoft’s SOM Optimization Model (SOM). Participating Accredited Providers work with Microsoft to provide a full end-to-end SAM service that helps customers ensure their IT assets and processes are optimized for their current business needs and align to future strategy, allowing for agility and data driven insights.
How Partners Can Participate

**Initial Eligibility Criteria**
Partners must first meet specific global and local eligibility criteria to be considered for the Program and to then be assessed by third party Independent Evaluators, currently EY and PwC. Eligibility criteria is outlined later in this Program Guide and in the Partner Agreement.

**Assessment Process**
At their own expense, Partners will be required to go through an assessment of their SAM expertise and consultation, providing detailed documentation and deliverables, based on actual customer SAM managed services or engagements, to the Independent Evaluator. The Independent Evaluator will review the Partner’s abilities against the processes and sub-processes within the ISO and Microsoft SOM frameworks, identify gaps, make recommendations for improvement, and provide a final assessment of the Partner’s qualifications. The assessment process is outlined later in this Program Guide.

**Final Approval**
The local Microsoft SAM & Compliance (SAM&C) team will review the final assessment, apply any additional locally specified closing criteria, and make the final determination for entry into the Program as an Accredited Provider within their geography.
High Level Process Overview

Initial Partner Qualification
1. Partner notifies local Microsoft SAM&C team of their interest in the Program
2. Partner and local Microsoft SAM&C team determine if all initial and additional local criteria are met
3. Partner agrees to the Program Terms & Conditions

Partner Assessment Process
4. Partner selects Independent Evaluator and pays Microsoft for the assessment process
5. Partner goes through assessment process
6. Partner passes assessment process

Provider and Customer Onboarding Process
7. Provider receives welcome emails, certificate, and access to SharePoint site
8. Provider sells service to customer and executes customer agreement, including all required Flow-Down Terms
9. Customer receives welcome email with link to Customer Program Terms and Conditions

SAM Managed Service Delivery and Maintenance
10. Provider delivers SAM Managed Services to customer and provides required deliverables to Microsoft at specified milestones
11. Microsoft provides Program benefits throughout the term of the customer agreement
12. Provider undergoes re-assessment process annually
Independent Evaluator Information

• The Independent Evaluators currently available to provide the required SAM assessments and re-assessments are EY and PwC.

• All data and information collected or reviewed by EY and PwC in connection with the assessment and re-assessment will be kept confidential, with only the draft and final assessment reports and management representation letters provided by the Partner shared with Microsoft.

• If the EY and PwC SAM teams would like to go through the assessment process, they cannot utilize the Independent Evaluator services of their own organization.

• Partner will pay Microsoft directly to go through the assessment process with EY or PwC. The fee will be a set price depending on geography and will be published to the Partners in advance.

• Partner can select which Independent Evaluator they would like to work with.
**Customer Benefits**

**From Microsoft:**
1. Provides **licensing flexibility and optimization** that only Microsoft can offer
2. Allows for **reduced risk of audit** from Microsoft
3. Gives **special offers and training opportunities**
4. Offers **additional local benefits**, such as regular technology roadmap discussion with Microsoft

**From Partner:**
1. Delivers **ongoing SAM maturity tracking**
2. Offers one **ongoing strategic consultation**, such as Cybersecurity, Cloud, or other
3. Provides ongoing **product End-of-Support consultation**
4. May provide **additional deliverables** as required by local Microsoft SAM&C teams

**Partner Benefits**

1. Offers **level of exclusivity** for Partners to use in sales & marketing
2. Gives “**stamp of approval**” for ISO based SAM expertise from an Independent Evaluator
3. Promotes business through **lead generation and exposure**
4. Provides the opportunity to potentially **reduce sales cycle time and drive new business**
5. Helps to potentially **increase sales** through add-on opportunities
6. Provides **marketing material templates** from Microsoft
A customer participating in the Microsoft SAM Managed Service Program will be eligible for the following concessions, along with additional local empowerment:

- **One-time Down Edition Conversion**: Allows customer the option to convert the license to the lower edition, enabling the customer to renew SA on the lower edition.
- **One-time Allowance to Re-image to Professional Edition**: Allows customer to re-image using the correct edition bits as the basis for the re-image.
- **One-time License Un-installation Allowance**: Grants customer an exception to permit un-installation of the non-licensed copies.
- **One-time Allowance to Re-image to Standard Edition**: Allows customer to re-image using the correct edition bits (e.g., customer purchased “lower edition” of a product but deployed a “higher edition.”)
- **Online Services for SAM Settlements**: Allows customer to replace an on-premises gap with a corresponding or greater Cloud equivalent.
- **Strategic Cloud Replacement**: Allows customer to replace on-premises gap with the non-corresponding Cloud product.
- **Temporary On-Premises Usage**: Allows customer who acquired an online service to use the equivalent on-premises product for up to 8 months. (Customer is licensed for an online service, but mistakenly installed an on-premises version.) Gives 8 months to use on-premise product to transition to the online service.
Audit Risk Reduction Benefit
[Customer benefit provided by Microsoft]

Microsoft will notify our License Contract and Compliance team that a customer is part of the Program, reducing their risk of being selected for an audit. This does not mean that the customer will not be audited and does not impact any rights Microsoft may have in its licensing agreements with customers in the SAM Managed Service Program. If Microsoft’s License Contract and Compliance team does select a customer in the SAM Managed Service Program for audit:

1. The Microsoft auditor may rely on the inventory data submitted by the Partner as part of the Program subject to the following:
   • The data from the last inventory date with an Established Deployment Position produced is used
   • The Partner is able to submit any previous or future inventory data to the auditor for comparison purposes, as requested
   • The inventory covers all Microsoft’s products deployed by the customer

2. The Microsoft auditor will perform a test check of the data submitted by the Partner as requested by the auditor and if satisfied with accuracy & completeness of the data, no further inventory data needs to be collected separately by the auditor.

3. In the event that the Microsoft auditor is not satisfied with the completeness and accuracy of the data or has reason to believe that a significant number of software instances has been un-installed or downgraded after the receipt of audit notification by the customer, the auditor will ignore the inventory data submitted by SAM Managed Service Provider and will carry out a regular inventory process followed in an audit.
Special offers and training opportunities
[Customer benefit provided by Microsoft]

- Provide globally delivered opportunities throughout the year for all customers in the SAM Managed Service Program.
- Benefits and schedule TBD.
Additional Local Benefits

[Customer benefit provided by Microsoft]

• The Microsoft SAM&C team in each country will determine consistent local benefits that can be applied to all Microsoft SAM Managed Service customers.

• Examples of potential local benefits include:
  • Microsoft Technology Center briefings
  • Local CIO summit invitations
  • Regular strategic technology roadmap consultations with the local Microsoft team

• Benefits and schedule TBD.
End-of-Support Guidance

[Customer benefit provided by Partner]

• At a minimum every 6 months along with the data inventory, Partner will highlight the customer’s Microsoft products that have either passed their end-of-support or will be within the next 2 years and will assist the customer in developing a migration plan.

• The Partner will need to check the Microsoft Lifecycle Policy website to identify products at, or coming to, end-of-support and provide guidance on what customers need to do to migrate to the most up-to-date products.
On-going strategic consultation

[Customer benefit provided by Partner]

• Partner must provide the customer one value-added consultation with updated POE, delivered every 6 months, based on the inventory data. The consultation should be in alignment with the Partner’s own competency(ies) and customer needs.

• Value-added consultations can include, but are not limited to:
  • The following SAM Solution Assessments:
    • Cloud Productivity
    • Cybersecurity
    • Server Optimization
    • Infrastructure Optimization
    • SAM for Hosting
    • SAM for GDPR
  • Other – needs approval from the local Microsoft SAM&C team
**A SAM Managed Service is an “always on” service, where data should be available to customers real-time.** A SAM Partner’s agreement with the customer should include this type of service, or have an agreed upon reporting and consultation cadence with the customer (real-time, weekly, monthly, or other) on data reviews, SAM consultation, etc. As part of the Microsoft SAM Managed Service Program, data and other Program deliverables must be shared with Microsoft at specific times. Once the customer and Partner sign their contract, the first deliverables need to be provided to Microsoft within 90 days. From the date these first deliverables are received, the schedule of all ongoing proof of execution falls into place, usually in 6 month increments.

The table below shows an example of how the Partner, Microsoft, and customer can visually build out the Program specific deliverables from all three parties based on the minimum expectations of the Program. The example assumes the first set of deliverables are completed in Month 3 from the signing of the contract:

<table>
<thead>
<tr>
<th>DELIVERABLE / POE</th>
<th>START</th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer / Partner Contract Signed</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Detailed inventory (EDP) through IAM</td>
<td>X</td>
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<td>SAM Maturity Assessment and Recommendations</td>
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<td>Technology and License Optimization Roadmap Discussions</td>
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<td>X</td>
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<td>Product End-of-Support Review</td>
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<td>Value Added Service:</td>
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<td>Cybersecurity Review</td>
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<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>- OR -</td>
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<tr>
<td>Cloud Productivity Review</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>- OR -</td>
<td></td>
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<tr>
<td>Other Value-based Review such as Server Optimization</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

Legend:
- Black "X" = POE requirement to Microsoft SAM&C Manager
- Red "X" = Deliverable requirement between Partner & customer only
SAM Managed Service Program Partner Participation
Global vs. Local Accreditation and Customer Implications

1. There is no global accreditation for the SAM Managed Service Program.

2. Partners need to be accredited by country or region* for services provided to a local customer and must meet all eligibility criteria for that country/region, including any additional local eligibility criteria.

3. Microsoft SAM&C Lead has discretion to approve a Partner that has been accredited in another country/region to drive the managed service within their country if their local criteria is met and the Partner demonstrates that the accredited location offers centralized services to their country. Centralized services equate to using the same people and process from the accredited location. Should a Partner not initially meet the local criteria in a secondary location, they may work with the local SAM team in that location to meet the required criteria within 6 months of achieving their primary accreditation. If the secondary location’s criteria is met within the required 6 months, and with the local SAM&C Lead’s approval, the Partner may then apply their primary location accreditation to the secondary location without going through the full accreditation process in the secondary location.

4. An accredited SAM Managed Service Provider may provide SAM Managed Services for a global customer, if:
   1. They are accredited in the same country as the customer’s headquarters (HQ) location.
   2. They receive approval from Microsoft in each instance on a global service for the customer. Close collaboration is needed between the customer, Microsoft, and Partner resources at the HQ and downstream locations.

*In some cases, Partner may only need to be accredited at Microsoft-defined regional levels, such as the Microsoft Gulf region (consisting of Oman, Qatar, United Arab Emirates, Kuwait, Bahrain), where a group of smaller countries can utilize the same Partner across that defined region. Consult the local criteria spreadsheet or the Area SAM&C Manager for specific information.
Eligibility Criteria – Initial Vetting

In order to be considered, Partner must first accept the Partner Agreement and meet the eligibility criteria set forth in the Partner Agreement, including:

1. An active MPN membership in good standing with a valid MPN Agreement and a valid Channel Partner Agreement.
2. Partner agreement to submit to initial Assessment of the SAM Managed Services by an Independent Evaluator selected by Microsoft (currently EY or PwC), as well as annual re-assessments with the Independent Evaluator, and adhere to all other Program requirements.
3. Partner agreement to submit an annual management representation letter (in connection with Partner’s initial and annual re-assessment or as otherwise required by Microsoft) certifying that Partner has not manipulated the data or uninstalled Microsoft software, or advised any customer to take these actions, before providing the data to Microsoft. All customer data submitted to Microsoft and/or the Independent Evaluator will be, to the best of Partner’s knowledge, true, complete and correct.
4. Partner agreement to share complete, enterprise-wide, customer inventory/deployment data for all Microsoft products and associated products specifically related to virtualized Microsoft environments across the customer and its affiliates’ organization for each customer with Microsoft as provided in this Program Guide and the Partner Agreement.
5. Partner is not in breach of this or any agreement with Microsoft (or any Microsoft affiliate).
6. Partner agreement to follow all applicable Microsoft policies, procedures and guidelines described in this Agreement or on the Program Site or otherwise made available to Partner by Microsoft.
7. Two Partner employees per location must pass the following exams. In addition, any Partner employee that will be directly consulting a SAM Managed Service customer must pass the SAM MCP Exam (70-713):
   • Software Asset Management (SAM) Core Microsoft Certified Partner (MCP) Exam (70-713)
   • Volume Licensing Exam (70-705) or (74-678)
     • Volume Licensing Exam (70-705) replaces exam (74-678) and is a requirement effective September 1st, 2018
   • Cloud Fundamentals Exam (98-369)
   • + 1 Elective Exam: 3 options: Mobile Device Management (98-368), Security Fundamentals (98-367), and SCCM and Intune (70-696)  
     Note: Security Fundamentals strongly recommended.
8. Partner must have:
   • An established managed service reasonably acceptable to Microsoft > 2 years with 10+ customers or >5,000 seats for each specified geography in which Partner seeks accreditation.
   OR
   • a Partner utilizing SAM Incentives >2 years with 10+ customers or >5,000 seats for each specified geography in which Partner seeks accreditation.

9. Partner must agree to replace lost resources within 3 months and meet the eligibility criteria with the new resources within an additional 3 months.

10. It is expected that Partner will participate in the Program for a minimum of 3 years, subject to annual re-assessment and early termination by Microsoft. If Partner terminates early, Microsoft will assist Partner’s customers with onboarding into the Program with a different Provider.

11. Partner must agree to provide and contract with each participating customer for the minimum services and deliverables set forth in this Program Guide.

12. Partner must agree to flow down all required clauses in all customer SAM Managed Services contracts as provided in this Program Guide.

13. Partner must use Intelligent Asset Manager to provide the SAM Managed Services and any transfer of customer data to Microsoft.

14. Partner must agree to retain all customer raw inventory files for a minimum of 12 months from date of last inventory provided to Microsoft and provide the data on request to Microsoft during Program audits or spot checks, or to the Independent Evaluator during annual re-assessments.

15. Partner must also meet all local criteria provided to Partner, including the local criteria in this Program Guide.
Additional Local Partner Eligibility Criteria – Initial Vetting

In order to be considered, Partner must also meet the local criteria set forth below or otherwise provided by Microsoft. Criteria highlighted in green will vary by country.

1. If a Partner has an existing accreditation and wishes to become accredited in another country, the local partner team must use the Partner’s accredited centralized service location as the primary SAM services location where the inventory pulls and data analysis are performed. Please refer to slide 22, Global vs. Local Accreditation and Customer Implications, for more information.

2. Operates in local language.

3. Partner is on-boarded as a SAM Partner in the location and has access to SAM Services Channel Incentives (SSCI).

4. Local geography may require one or both of these requirements: (Details can be found on [MPN](#))
   a. Partner has delivered \( xx \) completed SAM Partner Generated Opportunities (PGO) in past 12 months in the local country.
   b. Partner is capable of delivering at least Cloud Productivity, Cybersecurity and Server Optimization as value engagements and \( xx\% \) of engagements use these workloads in the local country.

5. Partner must provide evidence to the local SAM&C Manager of their ability to deliver cloud migration services or that they have established relationships with Microsoft Partner Network cloud competent Partners able to deliver this service to customers.
In order for Partner to participate in the Program, Partner must enter into a written agreement with each participating customer to provide, at a minimum, the following SAM managed services:

1. **Ongoing SAM consultation** to drive customer to move to a higher level of maturity with their SAM policies, procedures, and governance.
2. **At least one strategic service** using updated POE data every 6 months: Cybersecurity, Cloud readiness consultation, or other service agreed upon with local Microsoft SAM Engagement Manager, based on customer need.
3. **End-of-Support guidance** every 6 months at a minimum, highlighting versioning and patching.
4. **License optimization and SAM maturity roadmap**, including an EDP, every 6 months at a minimum, comparing data over time to show variances; EDP must be shared with Microsoft through the IAM process within the first 90 days of onboarding the customer.
5. **Additional local requirements** as publicly outlined by the local Microsoft team.

The customer agreement must also include all other Flow Down Terms set forth in this Program Guide.
In order for a Partner to participate in the Program, the Partner must enter into a written agreement with each participating customer including the following Flow Down Terms:

- The customer agrees to provide complete, enterprise-wide, inventory/deployment data for all Microsoft products and associated products specifically related to virtualized Microsoft environments across its and its affiliates’ organization to the Accredited Provider within ninety days of signing the agreement with the Provider. Data will be shared in the form of the Established Deployment Position (EDP) generated by Intelligent Asset Manager (IAM). As part of the inventory and EDP process, the customer will not manipulate the data or uninstall any Microsoft software prior to sharing the data with the Provider.

- The customer agrees to provide complete, enterprise-wide, inventory/deployment data for all Microsoft products and associated products specifically related to virtualized Microsoft environments across its and its affiliates’ organization not less than every six months with the Provider. Data will be shared in the form of the Established Deployment Position (EDP) generated by Intelligent Asset Manager (IAM).

- If the customer does not provide complete and accurate inventory/deployment data on the required dates, the customer will be notified by Microsoft and all Program benefits will cease.

- The customer is aware that in the event the Accredited SAM Managed Service Provider becomes ineligible for the Program as a result of annual re-assessments or otherwise, the customer will be notified by Microsoft and all Program benefits will cease.

- The customer provides all required consents needed for Partner to participate in the Program, including the consents required in the Program Agreement and this Program Guide.
Additional Partner Eligibility Criteria – Flow Down Terms  
[Partner/Customer Agreement]

In order for a Partner to participate in the Program, the Partner must enter into a written agreement with each participating customer including the following Flow Down Terms related to the Program Communications:

- By signing this Agreement and providing us with the information specified below, including Personal Information, you consent to the processing of such information by us and the transfer of such information for processing by Microsoft, Microsoft’s affiliates, or Microsoft’s subprocessors, consistent with the following terms.

  - **What data is collected.** Your privacy is important to us. In order to enable Microsoft to provide you information about the SAM Managed Services Program (“Program”); permit your onboarding into the Program; and allow Microsoft to communicate with you about your participation in the Program on an ongoing basis (e.g., notices, updates, [insert additional]) (collectively, the “Program Communications”), we will collect the following Program Information: your company name; your company contact(s) name, email, phone number; your company locations covered (countries); and the date you sign this Agreement [i.e., the date the Customer signs the agreement with Partner]. The Program Information includes Personal Information. “Personal Information” means any information provided to Microsoft or collected by Partner in connection with the Program Communications (a) that identifies or can be used to identify, contact, or locate the person to whom such information pertains, or (b) from which identification or contact information of an individual person can be derived. Personal Information includes, but is not limited to: name, address, phone number, fax number, and email address. Additionally, to the extent any other information (such as, but not necessarily limited to, a personal profile, unique identifier, and/or IP address) is associated or combined with Personal Information, then such information also will be considered Personal Information.

  - **Why we transfer personal data.** We use personal data to allow Microsoft to engage in the Program Communications. Microsoft may share the information we collect from you with its subprocessors to effectuate these communications, who may be located in the United States or another country.

  - **How your personal data will be used.** We will use your data in accordance with our Privacy Statement, which is published on our website, a copy of which may also be provided to you upon request. Microsoft, its affiliates, subprocessors, or agents will use your data in accordance with (1) Microsoft’s Privacy Statement (http://go.microsoft.com/fwlink/?LinkId=521839), and (2) Microsoft’s commitments under the U.S.-EU Privacy Shield and the U.S.-Swiss Privacy Shield (https://privacy.microsoft.com/en-US/microsoft-eu-us-privacy-shield).

  - **Consent to the collection and use of personal data.** By signing this Agreement, you consent (and you agree that you have obtained any necessary consents from any of your personnel) to the transfer, collection, storage, use, and other processing of the data as necessary for Microsoft to engage in the Program Communications, including transfers of data to Microsoft in the United States or any of Microsoft’s affiliates, subprocessors, or agents, which may be outside the country where you are located.
In order for a Partner to participate in the Program, Partner must be able to provide the following deliverables to Microsoft:

- Each customer’s data, including the first pull of inventory data within 90 days of signing the agreement, and all subsequent required inventory data every 6 months. Partners must utilize IAM for the EDP development and must be available to review the data with Microsoft upon request.

- Each customer’s Established Deployment Position, including the first EDP delivered through IAM within 90 days of signing the agreement.

- Proof of Execution of all required customer deliverables based on agreed upon timelines with the local SAM&C team:
  - SAM maturity tracking, reviews, and guidance
  - Value-added service assessments (such as Cloud, Cybersecurity, or Server Optimization)
  - End-of-Support assessment and recommendations
  - Technology and License Optimization Roadmap recommendations
  - Additional locally agreed upon deliverables.
• At their own expense, the Partner must go through the assessment process through Microsoft approved Independent Evaluator to receive assessment that includes a status of Partners’ alignment to the ISO SAM standards and Microsoft SOM. Assessment report may provide overall recommendations as well as recommendations for improvement for each ISO standard process step.

• Local Microsoft SAM&C team reviews the final assessment report and has final decision making discretion to allow Partner into the Program.

• 5 of the ISO/SOM standard controls will need 80% or higher on assessment report in order for Partner to pass, and the rest will need 60% or higher.

<table>
<thead>
<tr>
<th>Microsoft SOM Key Competency</th>
<th>Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Existence of SAM throughout Organization Structure</td>
<td>60%</td>
</tr>
<tr>
<td>2. Existence of SAM Competence &amp; Self-Improvement Plan</td>
<td>60%</td>
</tr>
<tr>
<td>3. Completeness of Hardware and Software Inventory</td>
<td>80%</td>
</tr>
<tr>
<td>4. Accuracy of Hardware and Software Inventory</td>
<td>80%</td>
</tr>
<tr>
<td>5. Completeness and Accuracy of License Entitlement Records</td>
<td>80%</td>
</tr>
<tr>
<td>6. Existence of Periodic Reporting and Self Evaluation</td>
<td>80%</td>
</tr>
<tr>
<td>7. Completeness of Operations Management records and interfaces</td>
<td>80%</td>
</tr>
<tr>
<td>8. Effectiveness of Acquisition Process</td>
<td>60%</td>
</tr>
<tr>
<td>9. Effectiveness of Deployment Process</td>
<td>60%</td>
</tr>
<tr>
<td>10. Effectiveness of Retirement Process</td>
<td>60%</td>
</tr>
</tbody>
</table>

• Local geographies may ask for Partners to improve in some areas based on Independent Evaluator’s recommendation before onboarding the Partner into the Program.

• Local geographies have discretion to create specific final criteria over and above the global criteria.
Partner Onboarding

• Local Microsoft SAM&C team will provide the required Partner onboarding information, such as Partner name, contact name, email, territory, accreditation location, and more.

• Partner will receive an official welcome email that includes a link to the Program Agreement from Microsoft.

• Partner will receive access to the Microsoft SAM Managed Service Program portal where marketing templates are available to support their sales and marketing efforts.

• Local Microsoft SAM&C team will provide Partner with the Program certificate.

• Partner’s organization name and geography will be added to the external Microsoft SAM website, upon permission from Partner.
Partner Responsibility for Customer Onboarding

Once the agreement between the Partner and the Customer, containing the required clauses and Program deliverables (Flow Down Terms), is signed, Partner will provide customer onboarding information via the secure Microsoft SAM Managed Service Program portal here:

https://Microsoft.sharepoint.com/teams/SAMManagedService/SitePages/Home.aspx

The following information will need to be provided:

• Customer name, as it should appear on the customer’s certificate
• Primary customer contact name, email, phone
• Additional customer contact name, email, phone
• Customer locations covered (countries)
• Start date in Program (date customer signs agreement with Partner)

This information will be uploaded into the Program database and a welcome email will be sent to the customer which outlines benefits from Microsoft and the Customer Program Terms and Conditions.
Annual Re-assessment and Ongoing Monitoring

- **Annual re-assessment process**: at their own expense, Partner will be required to go through an annual re-assessment with their Independent Evaluator. The Independent Evaluator will review the following:
  - Continued adherence / knowledge of the ISO SAM and Microsoft SOM models
  - Existing contracts and work provided to customers through the Microsoft SAM Managed Service Program throughout the past year
  - Application of SAM best practices and value-based offerings over the past year
  - Potential raw data reviews

- **Annual re-assessment recommendation improvements**: the local Microsoft SAM&C team will work with the Partner to ensure that recommendations presented by the Independent Evaluator in the final assessment report are being addressed and improvements being made.

- **Resource monitoring**: local Microsoft SAM&C teams will monitor movement of local resources within their geographies to identify if resources are still adequate to support the Microsoft SAM Managed Service Program. Partner will need to notify the local Microsoft SAM&C team of upcoming local resource changes and must satisfy resource requirements on an ongoing basis.

- **Deliverable timing and quality**: Microsoft will review all required deliverables from the Partner to make sure they are delivered on time and are accurate, complete, and of high quality.

- **Minimum Customer Onboarding**: Partner is expected to onboard a minimum of three (3) new customers into the Program, in each country in which the Partner is accredited, by each annual re-assessment date. Failure to do so may lead to termination of Partner’s participation in the Program.

**Note**: In certain circumstances where Partner has instituted significant process changes, a full assessment may be required. Microsoft will make such determination based on the advice of the Independent Evaluator.
SAM Managed Service Program Customer Participation
Customer Eligibility Criteria and Expectations

• Customer must be on-boarded into the Program.

• Customer must comply with all Customer Program Terms and Conditions located at https://aka.ms/sammanagedserviceProgramterms (“Customer Program Terms and Conditions”), including:
  • Customer must sign an agreement with the SAM Partner that covers:
    • The minimum services and deliverables as outlined in the Partner Agreement and this Program Guide
    • A minimum of a 1 year commitment to the managed service, with the intent to renew
  • Customers must agree to share inventory/deployment data (described earlier in this Program Guide) with Partner (and allow Partner to share the data with Microsoft) within 90 days of signing the agreement with Partner and every 6 months thereafter (at a minimum). This data must not be manipulated in any way, or software uninstalled, before providing it to Microsoft.
  • Customer must not be in breach of any agreement with Microsoft, such as refused an audit, missed, payments, etc.
  • If Customer has received an audit notification from Microsoft or is in the process of an ongoing audit with Microsoft or the BSA, the customer must complete the audit before participating in the Program.
Customer Eligibility Monitoring

• **Deliverable timing and quality**: local Microsoft SAM&C team will track the 6 month data sharing to make sure it’s on time and of high quality.
Customer Loss of Eligibility and Termination

A Customer’s participation in the Program may be terminated as follows:

• Partner or Customer informs Microsoft that Customer is no longer in the Program/or wants to leave (for any reason)
  • Benefits and support will be removed immediately
  • Local Microsoft SAM&C team will notify the Customer on benefit removal and next steps

• Microsoft terminates Customer’s participation in the Program as provided in the Customer Program Terms and Conditions.
SAM Managed Service Program Accreditation Process
Assessment Overview

1. Once Partner meets initial global and additional local criteria, the local Microsoft SAM&C team will provide Partner with the contact information for the Independent Evaluators (EY and PwC).
2. Partner will contact EY and/or PwC to evaluate their processes, timelines, etc.
3. Partner selects Independent Evaluator.
4. Partner pays Microsoft for the assessment.
5. Independent Evaluator conducts the assessment process with Partner.
6. Independent Evaluator provides draft report to Microsoft and Partner for review.
7. Independent Evaluator updates the draft report as necessary.
8. Independent Evaluator provides final report to Microsoft.
9. Microsoft reviews report and makes final decision.
10. Microsoft communicates results to the Partner.
Partner Payment Method

• Partners will pay the prices indicated in the table to the right directly to Microsoft for their initial Independent Evaluator assessment.

• Annual re-assessment pricing will be 3,800USD.

• Billing process – Partner must:
  • Confirm initial and local eligibility criteria with SAM EM/Lead
  • Complete “Microsoft SAM Managed Service Program Invoicing Information” template and return to SAM EM/Lead
  • Receive email with invoice attached as PDF document from “SAP Email Notification Service”
  • Remit payment per instructions*
  • Upon Microsoft receipt of payment, SAM EM/Lead notifies Partner and Partner’s chosen Independent Evaluator so assessment may start.

* Payment terms are due within 30 days. Orders will be cancelled if payment not received after 30 days. Invoices are issued in following currencies, depending upon Partner location: USD, CAD, EUR, GBP, INR, JPY

If a Partner receives an ineffective overall rating during the assessment process, the assessment fee will not be refunded.
The assessment includes an analysis of the Partner’s processes and sub-processes within the ISO-19770 and SOM frameworks and is conducted to inform a final assessment of the Partner’s qualifications for review and approval by Microsoft.

With a high level of cooperation between all parties, the assessment process should take no longer than 6 weeks total, assuming timeline milestones and requirements are met.
Assessment Criteria

• Based on ISO 19770-1 and Microsoft SOM
• Examples of controls to be tested include (but not limited to):

<table>
<thead>
<tr>
<th>Domain</th>
<th>Controls</th>
<th>Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizational Management</td>
<td>Partner to provide customer with the capability to drive a <strong>SAM culture throughout their organization</strong> and <strong>recommends for improvement</strong></td>
<td>Partner to provide examples of policy recommendations, data protection / security policies, communications with customers highlighting improvement recommendations, comparison reports showing customer improvement over 6-12 months, etc.</td>
</tr>
<tr>
<td>SAM Inventory Processes</td>
<td>Partner to conduct a thorough (high coverage), high quality <strong>centralized software inventory,</strong></td>
<td>Partner to provide examples of how inventories are conducted, what tools are used and how tool data is analyzed.</td>
</tr>
<tr>
<td>SAM Verification Processes</td>
<td>Partner to conduct a thorough (high coverage), high quality processes to <strong>record entitlements, reconcile deployments with entitlements,</strong> and <strong>verify results.</strong></td>
<td>Partner to provide examples of how they conduct the EDP verification processes, and will be tested on the ability to create a complete and accurate EDP.</td>
</tr>
<tr>
<td>Operations Management and Interfaces</td>
<td>Partner assists customer with <strong>rolling out SAM to entire or relevant parts of the organization</strong> (HR, Helpdesk, etc.)</td>
<td>Partner provides documentation on processes for customers to accomplish SAM throughout the organization.</td>
</tr>
<tr>
<td>Lifecycle Process Interfaces</td>
<td>Partner reviews and provides improvement plans to customers for <strong>acquisition processes, consumption tracking, deployment processes, retirement processes.</strong></td>
<td>Partner provides example documentation on current status and recommendations for each phase of the lifecycle process.</td>
</tr>
</tbody>
</table>
The Independent Evaluator will score the assessment based on an effectiveness rating against controls applied to each Microsoft SOM Key competency (10 total)

The Average Result per SOM Competency will be calculated to provide a pass / fail result.

*Ex: Total results / total # of controls = Avg. Result*
Assessment Scoring by ISO / SOM stage

For a Partner to be considered for accreditation:

1. As set out below, five competencies require a score of 80% or higher, while the remaining competencies require a score of 60% or higher.
2. If a Partner is unable to receive a passing score for any applicable competency, the Partner will not be eligible for the Program.

<table>
<thead>
<tr>
<th>Microsoft SOM Key Competency</th>
<th>Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Existence of SAM throughout Organization Structure</td>
<td>60%</td>
</tr>
<tr>
<td>2: Existence of SAM Competence &amp; Self-Improvement Plan</td>
<td>60%</td>
</tr>
<tr>
<td>3: Completeness of Hardware and Software Inventory</td>
<td>80%</td>
</tr>
<tr>
<td>4: Accuracy of Hardware and Software Inventory</td>
<td>80%</td>
</tr>
<tr>
<td>5: Completeness and Accuracy of License Entitlement Records</td>
<td>80%</td>
</tr>
<tr>
<td>6: Existence of Periodic Reporting and Self Evaluation</td>
<td>80%</td>
</tr>
<tr>
<td>7: Completeness of Operations Management records and interfaces</td>
<td>80%</td>
</tr>
<tr>
<td>8: Effectiveness of Acquisition Process</td>
<td>60%</td>
</tr>
<tr>
<td>9: Effectiveness of Deployment Process</td>
<td>60%</td>
</tr>
<tr>
<td>10: Effectiveness of Retirement Process</td>
<td>60%</td>
</tr>
</tbody>
</table>
| PASS | Partner passes assessment (all competencies)  
|      | • Partner receives welcome letter from Microsoft  
|      | • Partner enters Program with benefits starting immediately  
|      | • Annual re-assessment occurs in 12 months |

| FAIL | Partner fails assessment (any competency)  
|      | • Partner receives denial letter from Microsoft  
|      | • Partner must wait 12 months to retake assessment |
SAM Managed Service Program Marketing
Sales and Marketing Plan

Partners and the local SAM&C Manager will work together to develop joint sales and marketing plan. The plan can include, but is not limited to:

- Press releases and announcements of Partner participation in the Program
- Partner-led or joint customer events
- Customer segmentation and approach
- Customer testimonials and case studies
- Co-marketing materials and initiatives
- Sales and positioning training
- Unique dedicated activities
  - Sales Support
  - Technical Support
Branding Guidelines

Partners must adhere to the following guidelines when marketing and selling their services through the Microsoft SAM Managed Service Program:

• Program branding: the official Program name is the “Microsoft SAM Managed Service Program.”

• Partner branding:
  • Partners should use their official Microsoft Partner Network branding and follow all MPN branding guidelines. [Microsoft Partner | Gold, Silver, etc.] Find branding information on MPN [here](#).
  • Partners will need to designate the countries in which they are accredited. There is no global accreditation.
  • Partners will use a descriptor to indicate their accreditation in the Microsoft SAM Managed Service Program. Acceptable descriptors include:
    • [Partner name] is a Microsoft Gold Partner and is an Accredited Provider of the Microsoft SAM Managed Service Program in xx country(ies).
    • [Partner name] is accredited to provide services to customers through the Microsoft SAM Managed Service Program in xx country(ies).
    • [Partner name] is an accredited member of the Microsoft SAM Managed Service Program in xx country.
    • As an Accredited Microsoft SAM Managed Service Provider, [Partner name] offers a continual, governance-based, outsourced service which helps customers more effectively manage their software assets.

• Partners should avoid the following branding:
  • [Partner name] is a Microsoft SAM Managed Service Program Partner.
  • [Partner name] is an Accredited Microsoft SAM Managed Service Program Partner.

• There will be no Program or Partner logos for the Microsoft SAM Managed Service Program.
Public Relations and Marketing

Microsoft will provide Accredited Providers with the following marketing:

- Website content with Partner logo included for the countries in which they are accredited.
- Press release template
- To-customer flyer
- To-customer sales deck
- Partner Certificate

Use of these materials must meet MPN guidelines posted here.
SAM Managed Service Program Support and Escalation
Microsoft Contacts

• The local Microsoft SAM&C Manager is the primary source of contact for Partners as identified on the Microsoft SAM Managed Service Program portal.

• The local SAM EM/Lead and/or the Account Executive is the primary source of contact for the customer.

• The escalation process is as follows:
  • All escalations go to the local Microsoft SAM&C Lead
  • For multi-country Areas, the next level of escalations is the Area level SAM&C Lead