





# The Future of Productivity Starts Today

## Gain More With Less

Microsoft keeps investing in its partners to generate new revenue streams and deepen customer relationships. You can now add value as a trusted advisor and create, upsell, and cross-sell opportunities across the Microsoft® Products by providing your customers with simple, quickly deployed, and affordable business insight solutions that can help them improve performance and drive profitable decisions for their organizations.

To help our partners create opportunities, we are offering a suite of incentives to reward sales of Windows® 7 (Get Genuine Windows Agreement), Office 2010, Windows Server® 2008 R2, SQL Server® 2008 R2, Exchange Server 2010, Microsoft Online Services, and MSDN.

Register your pipeline from **October 12 –December 31, 2011** at <https://partner.microsoft.com/HK/40078280> now!

Product	Pricing Level	Edition	Customer Offer/ Purchase Incentive	Partner Offer/ Sales Incentive
Office 2010	Open	Standard or Pro Plus	Get HK\$500 shopping coupons for license purchases (ERP) totaling US\$5,000 or above	Get HK\$50 shopping coupons for each Office 2010 Professional or Standard sold for sales of licenses (ERP) totaling US\$3,000 or above Max cap. \$2000 shopping coupons per customer order <sup>1</sup>
Windows 7 - Get Genuine Windows Agreement (GGWA)	Open	Microsoft Windows 7 Professional	No Offer	Get HK\$500 shopping coupons for selling 1 single GGWA <sup>2</sup> with 15 or more PCs OR every 3 GGWA <sup>2</sup> deals (each with less than 14 PCs) in the same month <i>Totals will be reset in each month</i>
Windows Server 2008 R2 SQL Server 2008 R2	Open	Standard or Enterprise	Get a Plantronic M100i Bluetooth Headset for purchase of Windows Server or SQL Server (excluding CALs) at (ERP) US\$1,300 or above <sup>3</sup> 	<b>Server Incentive Program</b> Prerequisite: During the Promotion Period, each salesman must have sold a minimum of : • Six Windows Server licenses and; • Four SQL Server licenses (accumulative) Prizes – The first 10 salespeople will each get a Sony NEX-5 Double Lens Kit Digital Camera OR Prerequisite: During the Promotion Period, each salesman must have sold Window Servers or SQL Server (accumulative) at total (ERP) of US\$2,000 or above Prizes – The first 40 salespeople achieving this sales amount will each get HK\$1000 shopping coupons
Exchange Server 2010	Open	Standard or Enterprise	Get a seat of "Introduction and Basis Administration for Exchange 2010 Workshop" for purchase of Exchange Server (including CALs) at (ERP) US\$1,500 or above <sup>4</sup>	Get HK\$1000 shopping coupons for sales of license (ERP) totaling US\$5,000 or above (including CALS)
MSDN	Open	Any MSDN edition or Team Foundation Server	Get HK\$500 shopping coupon and 2 free seat of Visual Studio 2010 Workshop for purchase of (ERP) US\$5,000 or above <sup>5</sup>	Get HK\$2,000 shopping coupon for sales of licenses (ERP) totaling US\$5,000 or above <sup>6</sup>
Microsoft Online Services	Any Type	Office 365 (Office Professional Plus + Exchange Online + SharePoint® Online + Lync™ Online) or, Windows Azure™ or, Dynamics® CRM Online or, Windows Intune™	Get a Canon PIXMA MG3170 All-In-One Photo Printer for taking out 25 users or more per subscription of Microsoft Cloud Services <sup>7</sup> 	No Offer
Dynamics CRM Online	Credit Card/EA	Microsoft CRM Online	No Offer	<b>CSA Partner POC Incentive:</b> Get HK\$2000 shopping coupons for the 1st CRM online customer with 5 users or more and Customer agreed to become Microsoft reference customer <sup>8</sup>

### Limited Time Offer

- 35% discount on Visual Studio Professional with MSDN
- 15% discount on Visual Studio Premium with MSDN

For more details, please email us at [msdnhk@microsoft.com](mailto:msdnhk@microsoft.com)

Remark: Discount Offer is applicable on Select Plus, Open, Open Value and EA

## Remarks:

- Partner must sell over US\$3,000 worth per order at Estimated Retail Price (ERP) to be entitled to the Partner Offer. Each Partner can redeem a maximum of HK\$2,000 shopping coupons per customer order during the Promotion Period.
- The Get Genuine Windows Agreement (GGWA) is a new solution available through Volume Licensing (VL) for Microsoft's reseller channel to offer customers who want to correct licensing deficiencies of Windows operating systems on their desktops. GGWA provides a full Windows 7 Professional operating system license with downgrade rights. To learn more about GGWA, please visit: <http://www.microsoft.com/piracy/knowthefacts/legalization.aspx> or contact your software reseller.
- Each customer must order over US\$1,300 per order at Estimated Retail Price (ERP) of any versions of Windows Server 2008 R2 or Microsoft SQL Server 2008 R2 (excluding CALs) to be eligible. Bluetooth headset model: Plantronics M100i or similar model.
- Workshop details and schedule will be announced in December 2011. Workshop will be conducted in Hong Kong by MSHK or its vendor/partner. Customer must make reservation at PPM Concepts Ltd (Hotline: 2806 2208) on/before January 13, 2012. Each Customer can redeem one training seat during the Promotion Period.
- The training will cover Visual Studio tips and tricks on Application Lifecycle Management. Training schedule will be announced in December 2011. Workshop will be conducted in Hong Kong by MSHK or its vendor/partner. Customer must make reservation at PPM Concepts Ltd (hotline: 2806 2208) on/before January 13, 2012. Each Customer can redeem two training seat during the Promotion Period.
- Only the first 10 completed orders captured in MS Sales are eligible.
- Printer model: Canon PIXMA MG3170 or similar model.
- Partner must sell CRM Online customer for 1 year contract with 5 users or more and Customer agrees to become Microsoft reference customer with PR agreement signed. Each Partner can redeem a maximum of one CSA Partner POC Incentive.

## Terms and Conditions

### Eligibility

- This program is only open to Hong Kong and Macau corporate partners or its salesmen of at least 18 years of age with an account on the Microsoft "Get More With Less" portal ("Partners") and to customers of Microsoft Hong Kong Ltd ("MSHK") and Microsoft Macau Ltd ("MSMacau"). **Customers at Level C pricing, Academic, Charity, Government sector customers, and sales to these customers are not eligible to enter this program.** By entering this program, each partner and customer agrees it has read, agrees to, and will be unconditionally bound by, these Terms and Conditions. Employees and agents of MSHK and MSMacau and its respective affiliates and divisions, and those involved in the administration of this program and their immediate family members are not eligible to enter this program. The purchase price for the relevant Microsoft Products applicable in this program is based on the Estimated Retail Price (ERP) for the Purchase Incentive.

### Partner Incentives

- Partners must register on the "Get More With Less" portal located at <https://partner.microsoft.com/HK/40078280> between October 12 to December 31, 2011 ("Promotion Period"). Following registration, Partners must log-in and provide details of potential customers of Microsoft Products ("Customers") on the "Get More With Less" portal. Partners that fail to log-in and provide details of Customers will not be eligible for any Sales Incentives provided under this program.
- Unless otherwise specified, the Sales Incentives are awarded to Partners on a per company basis. For salesmen entering the Server Incentives Program, each salesman warrants and represents to MSHK and MSMacau that s/he has obtained the necessary approval from the partner company to enter the program and to receive the Server Incentives on a personal basis.
- Partners must successfully make and complete sales of any of the relevant Microsoft Products detailed in the Incentive Guide above to the Customer during the Promotion Period. Partner must register the pipeline at least 2 working days prior to closing the pipeline at "Get More With Less" portal and prior to placing order to distributors in order to be eligible to the program offers. The sales of the relevant Microsoft Products must be made on the terms of respective product license type and of the sufficient quantity or United States dollar value, if any, to qualify for the relevant sales incentive, in accordance with the Incentive Guide ("Sales Incentives"). MSHK and MSMacau will regard records of MS Sales database as final and conclusive evidence of sales for determining the payout of Sales Incentives. Full details of qualifying license types, quantities and/or monetary values of the Microsoft Products required for various Sales Incentives under this program are specified in the sections "Partner Offer" and "Pricing Level" in the Incentive Guide, which forms part of these Terms and Conditions.
- For the Server Incentive Program, participating Partners must nominate its individual salesmen to register their pipeline. The first 10 salesmen who have achieved the sale of 6 Window Server and 4 SQL Server licenses during the Promotion Period will be eligible to receive a Sony NEX-5 Double Lens Kit Digital Camera or similar model ("Camera"). If salesmen cannot meet the prerequisite to get the Camera, they may have another chance to receive HK\$1,000 shopping coupons for selling any versions of Windows Server 2008 R2 or Microsoft SQL Server 2008 R2 (accumulative) at total (ERP) US\$2,000 or above. Only the first 40 salesmen who meet the criteria will receive HK\$1,000 shopping coupons. The Server Incentive Program is not applicable to CAL order. Each salesman may elect to receive the Camera or the \$1,000 shopping coupon but not both. Not more than two salesmen from each Partner are entitled to receive incentive from each tier of the Server Incentive Program on a first-come-first-served basis. Winning salesmen will be notified around 6-8 weeks after the end of the Promotion Period.
- Partners with successful sales of relevant Microsoft Product shall be eligible to receive the corresponding Sales Incentive detailed in the Incentive Guide. Each Partner can only be awarded no more than one (1) Sales Incentive per product category within the Promotion Period unless otherwise stated.
- The Sales Incentive will be administered and fulfilled by the distributor of the respective order. Each Sales Incentive supplied is subject to the standard manufacturer/ service provider warranty terms accompanying that incentive and to the maximum extent permitted by law, MSHK and MSMacau and its third party distributors give no warranty in respect of them.

### Customer Incentives

- By entering this program, Customers agree to allow Partners to transfer their contact information to MSHK or MSMacau in relation to this program and to receive promotional information and materials about Microsoft products and services from MSHK and MSMacau and/or its affiliates. Customers that purchase Microsoft Product during the Promotion Period shall be eligible for Purchase Incentives as detailed in the Incentive Guide under this program. The purchase of Microsoft Products must be made on the terms of respective product license type and of the specified quantity or United States dollar value, if any, to qualify for relevant Purchase Incentives, in accordance with the Incentive Guide ("Purchase Incentives"). Full details of qualifying license types, quantity or monetary values of the Microsoft Product required for various Purchase Incentives under this program are specified in the sections "Customer Offer" and "Pricing Level" in the Incentive Guide. Each Customer can only be awarded no more than one (1) Purchase Incentive per product category within the Promotion Period.
- Customer's Purchase Incentives will be fulfilled by PPM Concepts Ltd. Each Purchase Incentive supplied is subject to the standard manufacturer/ service provider warranty terms and to the maximum extent permitted by law, MSHK and MSMacau and its third party distributors give no warranty in respect of them.
- MSHK or MSMacau will reference the sales records relating to purchase of the Microsoft Software for each Customer obtained from its MS Sales database as final and conclusive evidence of purchase for determining the award of Purchase Incentives to the Customer.
- To claim its Purchase Incentive, Customer must register its successful purchase of the relevant Microsoft Product by providing a copy of the respective invoice and contacting Ms. Cathy Lee at (852) 2806 2208 or by fax with their contact information to (852) 2806-2658 on or before January 13, 2012 ("Redemption Deadline"). Normally each Customer Incentive will be supplied by normal post within sixty (60) days from successful registration by the Customer. Microsoft will not be responsible for late deliveries.

### Miscellaneous Provisions

- Each eligible customer or partner may only claim each Customer Offer or Partner Offer once during Promotion Period unless otherwise stated. Stocks of Sales Incentives and Purchase Incentives are limited and provided on a first-come-first-served basis. When such stocks have been depleted then MSHK or MSMacau will have no obligation to supply additional or alternative incentives and shall not be liable for any failure to do so. Cash or credit alternatives to incentives will not be offered.
- By participating in this program, Partners expressly agree to allow Microsoft, at its sole discretion, to issue marketing, promotional materials and /or directly contact their Customers with promotional details of Microsoft Products and other offerings. With Customer's consent, Partners may nominate Customers to receive information on Software Asset Management (SAM) practices by MSHK and MSMacau. MSHK and MSMacau have the right, at any time at its discretion and without any notification, to change these Terms and Conditions and/or the program and discontinue any aspect of them without cost or liability to any Partner and/or Customer. Any change or discontinuation will take effect from the date it is communicated. Microsoft reserves the right in its sole and absolute discretion to amend, modify, cancel or terminate this program if it believes that a Partner and/or Customer has breached any of these Terms and Conditions. In the event of any dispute arising in relation to: the program, eligibility for it, the incentives offered or interpretation of these Terms and Conditions, the decisions of Microsoft shall be final and binding on all Partners and Customers. Each Partner and/or Customer shall be responsible for any taxes connected to its receipt of incentives and Microsoft and its third party distributors shall not be liable for these.
- Since the program is an incentive scheme that operates at the discretion of Microsoft each Partner and/ or Customer agrees that to the maximum extent permitted by law: (i) Microsoft shall not be liable for any indirect, special or consequential loss or damage that Partners and/or Customers may suffer in connection with the program or any of the matters detailed in these Terms and Conditions; and (ii) Microsoft's liability to each Partner and/or Customer in connection with the program and these Terms and Conditions shall be limited to, and shall in no event exceed, HKD 1,000.
- Microsoft's Privacy Policy located at <http://privacy.microsoft.com/en-us/default.aspx> will apply to this program and to all personal information that it receives in connection with a Partner's and Customer's participation. Partner should read the Privacy Policy before participating and ensure that all personal information of customers and potential customers that it submits to Microsoft in connection with the program ("Customer Details") has been obtained in accordance with the Privacy Policy and with the explicit consent of those customers for it to be provided to Microsoft. By accepting these Terms and Conditions Partners are also accepting the terms of the Privacy Policy and warranting and representing that all Customer Details have been obtained in compliance with, and subject to, it. If any provision of these Terms and Conditions shall be held to be unlawful, void or unenforceable, then such provision shall be replaced with terms that most closely match the intent of Microsoft and the remainder of the Terms and Conditions shall continue in full force and effect.
- These Terms and Conditions constitute the entire agreement with Partners and/or Customers in relation to the program and they shall be governed and construed in accordance with the laws of the Hong Kong SAR and Macao SAR. Each Partner and/or Customer must comply with all applicable laws and regulations, including without limitation the Prevention of Bribery Ordinance, the Personal Data (Privacy) Ordinance and the Unsolicited Electronic Messages Ordinance. The program is operated by Microsoft Hong Kong Ltd. of 13/F, Cyberport 2, 100 Cyberport Road, Hong Kong and Microsoft Macau Limited of 32nd Floor Flat B, Edif. Banco da China, 323 Avenida Doutor Mario Soares, Macau SAR.