



Microsoft

# Get to Modern

Every business wants simple technologies that support business growth without draining resources. With Windows Server 2003, Windows XP and Office 2003 reaching the end of support cycle, Microsoft is launching upgrades to help your customers mitigate the risks involved.


**Act Now!** Be the partner that helps customers keep their technology up to date to stay safe and achieve more!

## Program Period:

Register your pipeline from April 8 – June 21, 2013 at [www.microsoft.com/hk/partner/promotion](http://www.microsoft.com/hk/partner/promotion) now!

### CUSTOMER OFFER

#### Purchase of Microsoft License(s) under Open or Open Value

Desktop Offer	Infrastructure Offer
	
<p> Office +  Windows 8</p> <p>Get <b>15% off</b> when you purchase: Office Standard Open L + Windows 8 Pro Upgrade<sup>1</sup></p> <ul style="list-style-type: none"> <li>Eligibility: Minimum 5 licenses per order, Maximum 249 licenses per customer within program period</li> </ul> <p><b>ENJOY THE ULTIMATE PRODUCTIVITY EXPERIENCE WITH WINDOWS 8 AND THE NEW OFFICE</b></p> <ul style="list-style-type: none"> <li><b>Get connected anywhere</b> with expanded connectivity</li> <li><b>Work together</b> across multiple devices</li> <li><b>Stay safe</b> with enhanced end-to-end enterprise-class security</li> </ul>	<p> Windows Server 2012</p> <p>Get a <b>HK\$1,000 cash rebate</b><sup>2</sup> with each Windows Server 2012 license</p> <ul style="list-style-type: none"> <li>Separate T&amp;C apply, please refer to <a href="http://www.microsoft.com/hk/smb/serveroffer/">http://www.microsoft.com/hk/smb/serveroffer/</a> for details and redemption</li> <li>Eligibility: Minimum 1 Windows Server license, Maximum 15 Windows Server 2012 licenses</li> </ul> <p><b>EXPERIENCE THE BEST SERVER PLATFORM FOR TODAY'S WORK ENVIRONMENT</b></p> <ul style="list-style-type: none"> <li><b>Cut costs and reduce storage space by 90%</b> with best-in-class storage server</li> <li><b>Streamline operations and eliminate service downtime</b> with a world-class Hyper-V virtualization platform</li> <li><b>Gain confidence and peace of mind</b> with simplified identity and service management</li> </ul>
	<p>  Exchange            SQL Server 2012            SharePoint Server         </p> <p>Get <b>1 FREE seat</b> at a <b>Microsoft Official Curriculum (MOC) course</b><sup>3</sup> for every purchase of SQL Server 2012 or CAL, Exchange Server 2013 or CAL, SharePoint Server 2013 or CAL licenses at US\$5,000 or more (maximum 2 seats per company)</p>

### PARTNER OFFER

#### Sales of Microsoft License(s) under Open or Open Value

#### Key Launch Products Category

Office, Office 365, Windows 8, Windows Server, Windows Server CAL, SQL Server, SQL Server CAL, Exchange Server, Exchange Server CAL, SharePoint Server, SharePoint Server CAL

Action Items	Partner Offer (per eligible sales executive with accumulated deals from different customers)
<ul style="list-style-type: none"> <li>Leverage <b>End Of Support</b> and New Product Launch messages to create demand</li> <li><b>Register pipeline</b> at Integrated Campaign and get cash rebates of up to <b>HK\$2,500!</b></li> <li>Leverage Integrated Campaign to <b>upsell</b> and <b>cross sell</b></li> <li><b>Close the deal</b> at Integrated Portal and you will get a chance to win the <b>Top Open Salesman Award at Club 100</b></li> </ul>	<p><b>Cash Rebate for Key Launch Products</b> Get a <b>HK\$1,000 cash rebate</b><sup>4</sup> for accumulated sales of US\$10,000 or more in the key launch products category Get a <b>HK\$2,500 cash rebate</b><sup>4</sup> for accumulated sales of US\$20,000 or more in the key launch products category</p> <ul style="list-style-type: none"> <li>Partner must submit <b>online redemption</b> form at <a href="http://www.microsoft.com/hk/partner/promotion">www.microsoft.com/hk/partner/promotion</a> before 31 July to be eligible</li> </ul>
	<p> Office 365 <b>First order incentive</b></p> <p>Get a <b>HK\$300 shopping coupon</b> with your first order of Office 365 M SKU (Open license)</p>
	<p> Partners closing <b>US\$30,000</b><sup>5</sup> or more Open Wins in Q4 will earn a <b>"Top Open Salesman Award"</b> at our prestigious Club 100 event</p>

**Remarks:**

- Customer must purchase equivalent number of Office Standard and Windows 8 Pro to be eligible for the offer, this offer is only eligible for Open License only, exclude Software Assurance or License with Software Assurance. Customer must place an order for the eligible products for not less than 5 licenses and not more than 249 licenses per order per customer within program period. Customer must be a Commercial customer, and the total number of employees of itself, its parent, subsidiaries and any affiliates within its group of companies must be less than 250. Government, Academic or Charity customers, or customer which has (whether on its own or by virtue of its affiliates) has existing and valid Enterprise Agreement or Select Agreement with Microsoft are not eligible for this offer.
- Customer must be a Commercial customer, and the total number of employees of itself, its parent, subsidiaries and any affiliates within its group of companies must be less than 250. Customer who has placed an Eligible Order must submit a redemption request along with all required documents (including the customer license agreement number) in the online form located on <http://www.microsoft.com/hk/smb/serveroffer> on or before **July 31, 2013**. Each redemption request must be in full compliance with the instructions provided on the Promotion Web Site. Microsoft might also require a scanned version of the Customer invoice issued from the Microsoft Reseller. Each Customer may claim the rebate for not more than 15 licenses within the program period.
- Customer can choose the training course for 1. (MOC 20411) Administering Windows Server 2012 (12 hours fast track); 2. (MOC 20331) Core Solution of Microsoft SharePoint Server 2013 (12 hours fast track); or 3. (MOC 10775) Administering Microsoft SQL Server 2012 Databases (12 hours fast track). The seats for training courses are offered on a first come first served basis. An alternative training course will be offered at Microsoft's sole discretion in the event the workshop is full, but Microsoft shall not be liable for any failure to do so. Training schedule will be announced in July 2013. Training will be conducted in Hong Kong by Microsoft or its vendor/ partner. Customer must make reservation at PPM Concept Ltd (hotline: 2806 2208) on/before July 15, 2013 and attend the chosen MOC course on or before 30 September, 2013. Each Company can redeem a maximum of 2 training seats under this program.
- Partner who has placed an Eligible Order must submit a redemption request in the online form located on [www.microsoft.com/hk/partner/promotion](http://www.microsoft.com/hk/partner/promotion) or before July 31, 2013. Only order registered at "Get to Modern" and full filled the rules of the program are eligible. Microsoft might also require a scanned version of the Customer invoice. The "cash rebate" will be paid to the individual salesman in the form of cheque payment by PPM Concepts Ltd.
- The Open Win revenues will be based on the data registered and closed at the "Get to Modern" portal.

**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 to Modern" portal ("Partners") and to customers of Microsoft Hong Kong Ltd ("MSHK") and/or Microsoft Macau Ltd ("MS Macau") (collectively "Microsoft"). All cash rebates are offered by Microsoft Regional Sales Corporation (Singapore Branch). For the avoidance of doubt, for customers at Level C, Academic, Charity, Government sector customers, and customer which has (whether on its own or by virtue of its affiliates) has existing and valid Enterprise Agreement or Select Agreement with Microsoft, 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, accepts, and will be unconditionally bound by, these Terms and Conditions. Employees and agents of MSHK and MS Macau and their 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**

- The incentives under this program are awarded to the individual salespersons of participating Partners ("Sales Incentives"). Partners must register on the "Get to Modern" portal located at [www.microsoft.com/hk/partner/promotion](http://www.microsoft.com/hk/partner/promotion) between April 8 to June 21, 2013 ("Promotion Period") to indicate their consent for their salespersons ("Salesmen") to join this program. Following registration, Salesmen must log-in and provide details of potential customers of Microsoft Products ("Customers") on the "Get to Modern" portal. Salesmen that fail to log-in and provide details of Customers will not be eligible for any Sales Incentives provided under this program.
- Partner's Sales Incentives will be fulfilled by PPM Concepts Ltd. PPM Concepts Ltd. will contact the eligible Salesman for their preferred incentive based on their e-mail address registered at IC portal in around 90 days after the Promotion Period. Salesmen that fail to register a valid e-mail address before the program period or reply to PPM Concepts Ltd within 10 days will not be eligible for any sales Incentive provided under this program. Any sales incentives not collected from PPM Concepts Ltd may be deemed as forfeited at the sole discretion of Microsoft.
- For Salesmen entering this program, each Salesman warrants and represents to MSHK and MS Macau that s/he has obtained the necessary approval from the partner company to enter the program and to receive the Sales Incentives on a personal basis, and will provide proof of such approval if requested by Microsoft. Salesman acknowledge and agree that Microsoft may compile a report of the incentives earned by individual salesman to his/her partner company for their management's record.
- Salesmen 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 or as set out in the Incentive Guide. Salesmen must register the pipeline at least 2 working days prior to closing of the pipeline at "Get to Modern" portal and placing of the relevant product order with distributor in order to be eligible to the Sales Incentives. 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. MSHK and MS Macau 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.
- Salesmen with successful sales of relevant Microsoft Product shall be eligible to receive the corresponding Sales Incentive detailed in the Incentive Guide.
- 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 MS Macau and its third party distributors give no warranty in respect of them.
- If Partners purchase the relevant Microsoft Products for own company use, its Salesmen can only be awarded Purchase Incentive only not Sales Incentive.

**Customer Incentives**

- By entering this program, Customers agree to allow Partners to transfer their contact and purchase information to MSHK or MS Macau in connection with operation of this program and to receive promotional information and materials about Microsoft products and services from MSHK and MS Macau and/or their affiliates. Customers that purchase relevant Microsoft Products during the relevant Promotion Period shall be eligible for Purchase Incentives as detailed in the Incentive Guide under this program ("Purchase Incentives"). The purchase of relevant 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. Full details of qualifying license types, quantity and/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 or as detailed in the incentive guide.
- To be eligible for this program, Customers must place their order(s) with the Partner between April 8 to June 21, 2013 (both days inclusive or as detailed in the incentive guide.)
- 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 MS Macau and its third party distributors give no warranty in respect of them.
- MSHK or MS Macau will reference the sales records relating to purchase of the Microsoft Products 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 July 15, 2013 ("Redemption Deadline"). Under normal circumstances PPM Concepts Ltd will confirm the eligibility of the Purchase Incentive within 14 days after the Redemption Deadline, Customers are required to pick up the goods at PPM Concepts Ltd within 30 days after receiving confirmation from PPM Concepts Ltd. Microsoft reserves the right to forfeit the incentive after this period.
- Customer are eligible to claim the Purchase Incentives for the assorted category and product category if they satisfy the purchase requirements of the relevant Microsoft Products specified in the program.

**Miscellaneous Provisions**

- Each Customer or Partner may only claim each Customer Offer or Partner Offer respectively once during Promotion Period unless otherwise stated. Stocks of Purchase Incentives and Sales Incentives are limited and provided on a first-come-first-served basis. When such stocks have been depleted then MSHK or MS Macau 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 MS Macau. MSHK and MS Macau have the right, at any time at their 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, the Privacy Policy. 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 Unit I, 16/F, Finance and IT Center (FIT) of Macau, Avenida Comercial de Macau.

For enquiry, please contact Ms. Cathy Lee at 2806 2208 or email to [cathy@i-directmarket.com](mailto:cathy@i-directmarket.com)