Dynamics CRM Solutions IUR and Demo Benefits
LAST MODIFIED WEDNESDAY, APRIL 20, 2016

Welcome to the Microsoft Dynamics CRM Solutions IUR (Internal Use Rights) and demo benefits page that provides a holistic view of partner benefits related to Microsoft Dynamics CRM Solutions and guidance on how to get started.

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Internal Use Rights (IUR)
Core benefits include the latest internal-use software and online services that you can use to run your business, sell your solutions, develop applications, and train employees; however, these licenses must not be resold or used for direct revenue-generating activities, commercial purposes, personal purposes, or customer training. By leveraging this benefit partners can increase productivity, business value, and savings.

Microsoft Dynamics CRM Online Internal Use Rights
Microsoft Dynamics CRM Online Internal Use Rights seats are available to Gold competency and Silver Competency Partners on a self-serve basis on the Partner Digital Download portal.
The table below outlines the Microsoft Dynamics CRM internal use rights benefits for partners. Please note that the internal use rights benefit entitlements below are per qualifying MPN competency location. All Microsoft Dynamics CRM internal use rights benefit entitlements are subject to the MPN country and worldwide caps.

<table>
<thead>
<tr>
<th>MPN Competency Partner</th>
<th>Internal Use Right licenses</th>
</tr>
</thead>
</table>
| Dynamics Cloud CRM Gold | • 100 seats Dynamics CRM Online Professional  
• 4 instances Dynamics CRM Online non-production instances |
| Dynamics Cloud CRM Silver | • 35 seats Dynamics CRM Online Professional  
• 2 instances Dynamics CRM Online non-production instances |
| Dynamics CRM Gold | • 80 Dynamics CRM Online Seats or CRM on Premises licenses  
• 4 Non-Production CRM Online instances |
| Dynamics CRM Silver | • 25 Dynamics CRM Online Seats or CRM on Premises licenses  
• 2 Non-Production CRM Online instances |
| Gold Competency Partner (category includes Dynamics Gold ERP Partners) | • 60 Dynamics CRM Online Seats or Dynamics CRM On Premises licenses |
| Silver Competency Partner (category includes Dynamics Silver ERP Partners) | • 15 Dynamics CRM Online Seats or Dynamics CRM On Premises licenses |
| Microsoft Action Pack Subscription Partners - subject to qualifying criteria* | • 5 Dynamics CRM Online Seats or Dynamics CRM on Premises licenses |

* MAPS partners are required to have sold a Dynamics CRM Online deal or have sold 50+ Microsoft Office 365 seats within the last 12-months.

Partners who qualify for the Microsoft Dynamics CRM Online Internal Use Rights benefit are entitled to purchase additional Dynamics CRM Online Professional seats at a discounted price of $45 per seat. A maximum of one hundred $45 discounted seats can be purchased. This is a 100 seat worldwide maximum per partner organization. Once you have made a $45 seat purchase, provided you have not exceeded your 100 seat maximum entitlement you can purchase more $45 seats directly through the Office365 admin portal.

The purchase of $45 Dynamics CRM Online Professional seats will also enable you to purchase the Dynamics CRM Online add-ons, production and non-production instances and additional storage directly through the O365 admin portal. There is no need to submit a further request to Operations.
Microsoft Dynamics CRM Online Internal Use Rights Sign Up resources

- Enable Dynamics CRM Online Internal Use Rights at Partner Digital Download
- Request Dynamics CRM Online $45 discounted Professional seats and purchase non-production/sandbox instances, production instances and additional storage

Microsoft Social Engagement and Dynamics Marketing Internal Use Rights

Microsoft Social Engagement and Microsoft Dynamics Marketing Internal Use Rights seats are available to Dynamics CRM Gold competency and Microsoft Dynamics CRM Silver Competency Partners on a self-serve basis on the Partner Digital Download portal.

<table>
<thead>
<tr>
<th>MPN Competency Partner</th>
<th>Internal Use Right licenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsoft Social Engagement</td>
<td>Microsoft Dynamics Marketing</td>
</tr>
<tr>
<td>Dynamics CRM Gold</td>
<td>80 seats</td>
</tr>
<tr>
<td>Dynamics CRM Silver</td>
<td>20 seats</td>
</tr>
<tr>
<td></td>
<td>15 seats</td>
</tr>
<tr>
<td></td>
<td>5 seats</td>
</tr>
</tbody>
</table>

Important Notes:

If you wish to associate your Microsoft Social Engagement or Microsoft Dynamics Marketing seats with an existing Microsoft Online Services account, please ensure that you Sign In to the Microsoft Office 365 key redemption portal using the correct administrator credentials for that account when redeeming your token keys. Please do not sign up for a new Microsoft Office 365 account or trial and ensure that you do not have any other browser windows open where you are logged into another Dynamics CRM Online or Microsoft Office 365 account.

If you wish to create a new standalone account for your Microsoft Social Engagement or Microsoft Dynamics Marketing IUR benefits, please create the new account as part of the token key redemption process on the Microsoft Office 365 key redemption portal. Please ensure that you do not have any other browser windows open where you are logged into another Dynamics CRM Online or Microsoft Office 365 account.
Microsoft Social Engagement and Dynamics Marketing Add On Availability

Microsoft Social Engagement and Dynamics Marketing add-ons are available to partners at the commercial selling price, there are no additional partner discounts available for add-ons.

<table>
<thead>
<tr>
<th>Offer</th>
<th>Add Ons</th>
<th>Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsoft Social Engagement Available Add Ons</td>
<td>• Microsoft Social Engagement Additional 10K posts</td>
<td>here</td>
</tr>
</tbody>
</table>
| Microsoft Dynamics Marketing Available Add Ons | • Microsoft Dynamics Marketing Additional Storage  
• Microsoft Dynamics Marketing Additional Email marketing messages  
• Add-ons are available to partners at the commercial selling price, there are no additional partner discounts available for add-ons | here |

Parature Internal Use Rights

Parature will not be broadly available via the Microsoft Internal Use Rights program. Parature software licensing is available to partners currently in the Microsoft Partner Network by purchasing the CRM Enterprise SKU at 25% discount. Request the 25% discount via the www.partners.support.parature.com page or by emailing at sales at pfwrasal@microsoft.com. Let them know you are a Microsoft partner and once your status is verified, the discount can be applied.

Demo Benefit Licenses

The demo licenses allow eligible partners to setup and customize multiple demo scenarios and test environments help them more effectively sell cloud solutions to their customers.

Microsoft Dynamics CRM Online 12-month Demo Benefits

Microsoft Dynamics CRM Online Demonstration/Development seats are available to CRM or Cloud CRM Gold Competency and CRM or Cloud CRM Silver Competency Partners on a self-serve basis on the Partner Digital Download portal.

Microsoft Dynamics CRM Online Demonstration/Development seats are available to CSA and CSP Partners, without a Competency, via the request form. Request the Dynamics CRM Online 12-month demo/dev account.
<table>
<thead>
<tr>
<th>Partner type</th>
<th>Dynamics CRM Online Professional (full prepaid Open SKU)</th>
<th>Office 365 E3</th>
</tr>
</thead>
<tbody>
<tr>
<td>MPN Customer Relationship Management Competency Partners</td>
<td>50 seats (10 keys of 5 seats CRMOL)</td>
<td>10 product keys</td>
</tr>
<tr>
<td>MPN Cloud Customer Relationship Management Competency Partners</td>
<td>50 seats (10 keys of 5 seats CRMOL)</td>
<td>10 product keys</td>
</tr>
<tr>
<td>Software Advisor Agreement (CSA program) Partners</td>
<td>50 seats (10 keys of 5 seats CRMOL)</td>
<td>NA*</td>
</tr>
<tr>
<td>Cloud Solution Provider Agreement Partners</td>
<td>50 seats (10 keys of 5 seats CRMOL)</td>
<td>NA*</td>
</tr>
</tbody>
</table>

* This benefit is only available for partners that have a CRM or Cloud CRM competency, so if you’d like to use the CRM demo tenant with your customers, now could be a good time to take steps towards earning the Cloud CRM competency.

**Request an extension to an existing Dynamics CRM Online Demonstration-Development account**

Software Advisors and Cloud Solution Provider Resellers may request an extension (provided you still meet the qualification criteria) for a Dynamics CRM Online 12-month demo/dev account.

Please send an e-mail to Microsoft Operations with the following information to make your request:

- Partner organization name
- MPN ID
- Current subscription end date
- Microsoft Dynamics CRM Online subscription URL
- Domain name and organization name

Competency Partner will renew in PDD if eligible.
Request an upgrade to your Demonstration-Development account
Software Advisors and Cloud Solution Provider Resellers partners who have significant data and IP deployed on the instance it possible to request a demo account update provided you still meet the qualification criteria.

Send an e-mail with the subject 'Upgrade to Demo account' to dynoldem@microsoft.com with the following information to make your request.

- CRMOrganizationID
- FriendlyName
- ORG Url
- PartnerSource Business Center
- Expiration date of current demo account

We collect and evaluate upgrade requests monthly.

You will receive a notification from Microsoft that your organization has been scheduled for an update. If your request is approved, it can take up to four weeks for your organization to be scheduled for an update.

Competency Partner will receive updates with Customer Driven Updates (CDU) if eligible.

Microsoft Social Engagement and Microsoft Dynamics Marketing Demo Benefits
Microsoft Social Engagement and Microsoft Dynamics Marketing demo seats are available to competency partners, via a request form.

<table>
<thead>
<tr>
<th>MPN Competency Partners</th>
<th>Microsoft Social Engagement</th>
<th>Microsoft Dynamics Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dynamics CRM Gold and Dynamics CRM Silver</td>
<td>25 seats (1 account per partner virtual organization)</td>
<td>25 seats (1 account per partner virtual organization)</td>
</tr>
</tbody>
</table>

Important Notes:

- When you activate the Microsoft Social Engagement and Microsoft Dynamics Marketing demonstration-development offers you can choose to add them to an existing Microsoft Online Services account or sign up a new account. When you redeem your offer link for your demo account we recommend that you "Sign Up" for a new account so that you can demo the account separately from any existing Internal Use Rights (IUR) accounts that you use today.
• Request a Dynamics Operations Microsoft Social Engagement demo license
  Request a Dynamics Operations Microsoft Dynamics Marketing demo license

Additional resources for sales activities that are available to all Microsoft Dynamics partners

Microsoft Dynamics Marketing: TestDrive and managed trial (which can be requested through your local Microsoft subsidiary).

Microsoft Social Engagement: Community trial and TestDrive You may also contact your local Microsoft subsidiary for assistance in demoing Microsoft Dynamics Marketing or Microsoft Social Engagement to prospective customers.

Additional Resources

• Partner Dynamics CRM Online Internal Use Rights FAQ
  Please use this guide which should provide the answer to most questions regarding the changes to the Dynamics CRM Internal Use Rights program benefit changes.

• Product Usage Guide to Software and Cloud Services Benefits
  Provides information on program rights for partners, policies, activation of software and online services, and terms of use for specific products and cloud services. The guide also details how your organization can earn additional licenses, take advantage of partner discount offers, and how your license benefits are impacted when you upgrade from Action Pack to a Competency or earn additional competencies within your organization.

• Online Services Internal Use Rights Transition Guide
  A scenario-based guide with step-by-step instructions to ensure that the transition of your organization’s current cloud services benefits (includes Microsoft Dynamics CRM Online) granted through Cloud Essentials and Cloud Accelerate to the Microsoft Action Pack subscription (MAPS) or competency benefits is successful.