VAD-OR Onboarding Readiness

Value Added Distributor – Opportunity Reseller

Global Operations Readiness



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Surface Hub Value Added Distributor Opportunity Reseller Program



- Built for teamwork, a unique product combining the best of Hardware, Software and Services
- Microsoft Hub advances the way People work together Naturally

Why Become An Opportunity Reseller?

- Opportunity to resell Surface Hub
- Become part of Microsoft partner ecosystem
- Access services through Authorized
 Device Distributors
- Gain Surface Hub competency through training







Objectives

By the end of this lesson you will be able to:

- Identify the Surface VAD-OR Program Benefits
- Describe the VAD-OR pre-onboarding requirements
- Outline the step-by-step process for VAD-OR onboarding

In This Lesson

VAD-OR Program Overview

- Benefits
- Overall VAD-OR Flow

VAD-OR Readiness

- Pre-onboarding Requirements
- Step by Step Process for VAD-OR onboarding
- FAQs
- Resources & Support



VAD-OR Program Overview

Surface VAD-OR Program Benefits

Be part of the business transformation: Tap into the innovation of Microsoft devices and their role in accelerating enterprise transformation.

Increase your demand: Be one of the select qualified partners to sell the most productive devices on the planet.

Make more money: Access world-class Surface partner programs and promotions.

Enable your sales force faster: Ramp up quickly with resources like the Surface Drumbeat portal and high-touch Distributor enablement



VAD-OR Onboarding Flow

A partner is invited to become a Value Added Distributor – Opportunity Reseller via the "<u>Reseller Profile and Registration Portal</u>" by completing a form online which includes the following data:

- a) Partner Contact Details
- b) ADD selection (multiple allowed)
- c) Profiling Details

(2)

- d) Opt-In legal agreement on program criteria
- Once the form is complete, it will be sent to the ADD(s) selected.
- 3 The ADD partner will review the criteria in the form and determine the nomination based on fit and completeness of information.
- Once the decision has been made, if approved, the detail is sent to Microsoft for approval.



Note: Incorrect MPN IDs will be rejected

Profiling Questions & Drop-down Options

What is the primary role of your organization? SI | AV-SI | AV only | ISV | Telco | Others

How many Surface Hub hardware/solution sellers do you have? 1-5 | 6-9 | 10-25 | 26-50 | 50+

How many branches/locations does your organization have? 1 | 2-5 | 6-10 | 11-25 | 25+

Do you offer Surface Hub installation services? Yes No | Future plans Do you offer Surface Hub integration services? Yes | No | Future plans

Do you offer Surface Hub training services? Yes | No | Future plans

How many Surface Hub do you have already installed in your organization? 0|1-3| 4-10|10+

What is your outlook for Surface Hub sales in the next 6 months? 0-5 | 6-15 | 15-50 | 50-100 | 100+

What type of Surface Hub opportunities do you currently have?

Pending Order | Tender in Progress | None



VAD-OR Readiness

Pre-onboarding Requirements

Q: What do I need to prepare before becoming a Value Added Distributor-Opportunity Reseller (VAD-OR)? A: Partners are required to Register using their Microsoft Live ID associated to their Organization ID

VAD-ORs must have an active Microsoft Partner Network (MPN) Live ID.

Partners are required to provide both their **Organization Partner ID** and **Location ID** in their registration form.

Partners can view the Organization Partner ID and Location ID by logging into their MPN account at <u>https://partners.microsoft.com/</u>.

For instructions on how to obtain their MPN IDs, see here.

VAD-ORs must have that Live ID associated to Microsoft Partner Network (MPN) ID.

Partners are required to **associate** with their **Organization Partner ID** to complete the Enrollment. Please watch this short video: <u>Microsoft Partner Network: How to Associate Your</u> <u>Microsoft Account with MPN ID</u> to find out more or follow the instructions on how to associate to the MPN ID's <u>here</u>.

3 VAD-ORs are required to provide their legal company and contact information.

Legal Business Profile- provides the Distributor with your company profile including legal company name, address, and contact information. Your Legal Company Name should match your MPN account information.

Company Tax ID- necessary to receive Channel Incentives (if applicable).

Primary Program Contact- responsible for submitting Company Information, agreeing Terms and Conditions, and receiving system notifications.

Contract Authorization Contact- responsible for reviewing Terms and Conditions.

Channel Incentives Contact - responsible for setting up Channel Incentives for the organization (if applicable).



VAD-OR Portal Registration

Landing Page

Reseller Profile Registration Portal

and click "Sign In"

Open link to the



C Microsoft 2017

Signing In

Hicrosoft	RESELLER PROFILE REGISTRATION PORTAL	🔒 \mid Sign In
Sign In Redeem In	vitation	
I have a previous profile	l.	Login with Microsoft account.
We've made some changes v previous login without a Mici associate your profile with yo	ve hope will simplify your login experience! If you have a rosoft Account. please enter your information below to ur Microsoft Account.	If you are creating a NEW profile OR you already have an account associated with your Microsoft account sign in here.
* Username		Microsoft
* Password		<u>+</u>
	Remember me?	
	Sign In Forgot Your Password?	

You For a **current user** with a previous profile, **Sign In** with your **User Name** and **Password**.

For new users, Login with a Microsoft Account by clicking on the **Microsoft** button and entering your **Microsoft Live ID** and Password.

Please ensure this Microsoft Live ID is the same ID that is used to log-into:

https://partners.microsoft.com

to associate to your MPN ID's



Signing In

Enter your Microsoft Live ID and Password. Now click on the Sign in button.

Note: If you do NOT have a Microsoft Live ID, please click the **Create one!** button.

See <u>Appendix 1</u> to see the **Form** to complete.

1	Let	this	арр	access	your	info?

reselleruat.microsoftcrmportals.com

ResellerUAT needs your permission to:

Access your email addresses ResellerUAT will be able to see the email addresses in your profile.

You can change these application permissions at any time in your account settings.



Permissions Request

You will be presented with a permission request which will allow the app to access your email address. the Click the Yes button to continue

Hicrosoft RESELLE	R PROFILE REGISTRATION PORTAL	🚖 📗 Help 📔 Enrollment 📗 My Requests 📔 🚽
User Profile		
P	Please provide some information about yourse You must complete your profile before using	if, g the features of this website. $ imes$
User Profile	Your Information * indicates Required field	
Security	First Name *	Last Name *
Set Password	John	Smith
Manage External Authentication	E-mail	Business Phone
	john@hotmail.com	00353 53 1234567
	Princy Statement Save & Next	

User Profile

On successful Sign-in, you will be redirected to User Profile page and you will be requested to complete your profile information before accessing other contents of this portal.

Enter all mandatory information and click on **Save & Next** button to complete your User Profile.

Important: If you do NOT have your MPN or Organization Partner ID associated to your Organization, please click here OR If you do have their Live ID already associated then click here

How do you want to sign in?



Enrolment Form

You will then be directed to the Enrollment Form.

A pop-up window will appear to retrieve the MPN Organization ID and Location ID:

- If you have already associated your Live ID to the MPN ID's then click Window Live ID Tile and then Next.
- If you do NOT have your Live ID previously associated, especially if you have created a new Live ID during Sign In please tick the click here text in the portal. A new Tab will open to assist with association to the MPN- <u>Appendix 2-1</u>. Upon completion, go to the step above.
- For error, please refer to the next slide.

Partner-Enrollment Form

* indicates Required field	
A Your Microsoft Account (Windows Live Id) is not associated to any MPN Organization.	
Company Details	
Legal Company Name *	Company Tax ID
MPN Organization Partner ID *	MPN Location/HQ ID *
~	

Error Message

~

If your Live ID is **not** associated to any MPN organization, an error pops up and you will not be allowed to submit enrollment form until your association is completed.

If you have associated with an Existing organization, please contact your Administrator for approval.

If you receive any error please ensure you are using the **Same Microsoft Live ID** that is used to log into the Partners Membership Center that maintains your MPN ID's.

If you are not sure, please refer to the <u>Appendix 3 -1</u> to <u>Appendix 3-7</u> to check.

Microsoft	RESELLER PROFILE REGISTRATION PORTAL	A	Help	Enrollment	My Requests	Reseller Live 🕶				
Home > Partner-Enrollment Form										
Partner-Enrollment Form										
* indicates Required field					* indicates Required field					
Company Details										
Company Details		Company Tax ID								
Company Details Legal Company Name * Reseller Surface		Company Tax ID								
Company Details Legal Company Name * Reseller Surface MPN Organization Partne	r ID*	Company Tax ID	•							

Partner Enrolment Form

Type in your Legal Company Name and Company Tax ID.

MPN ID's will be pre-populated with the Live ID associations. Please select the MPN Organization ID that you want to use and then select the appropriate MPN Location ID from the drop downs.

Legal Business Profile

Company Address Line 1*	Company Address Line 2	
Microsoft One Way		
City Name *	State/Province *	
Redmond	Washington	
Region *	Country *	
Americas 🗸	United States	٩
ZIP/Postal Code *	Website	
981100		

Legal Business Profile

Fill up your Legal Business Profile information. Mandatory fields are marked with an asterix *

Click on Next to continue.

Opt-in to receive marketing communications

Next

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AC	IINA	$(\cap n)$	ac	TS.
	''''''''''''''''''''''''''''''''''''''			

Contacts button

Hicrosoft	RESELLER PROFILE REGISTR	ATION PORTAL	↑ Help E	rollment My Requests DMP	User •
Partner Contacts					Click on Add
Add Contact					
Product †	Contact Type	Name	Email	Mobile	

roduct	Contact Type *	
Surface	•	T
lame *	Email *	
lobile *		

Complete the Contact Details for each Contact Type by: Complete the first Contact Type, click **Submit**;

Click **Add Contacts** button again and complete **all** the 4 types of contact details required.

If not, you may see the error as below:

A Product Type should have following mandatory Contacts Types. Partner Primary Program Contact Contract Authorization Contact

To submit your application to become a reseller, please click here to read through the associated terms & conditions.

I have read and agree to the Terms & Conditions to become a reseller.

Ensure you complete details and see all the four contact detail BEFORE you go the next step.



Terms and Conditions

Te	rms & Conditions	ŝ
I would like to	personal information (such as Customer contact information). The receiving party will not be lable for disclosure of information which; (a) it already knew without an obligation to maintain the information as confidential; (b) it received from a third party without breach of an obligation of confidentiality owed to the other party; (c) it independently developed; or (d) becomes publicly known through no wrongful act of the receiving party.	^
Add Contact	(iii) However, Confidential Information may be discload as required by a juicidial or other governmental order, if the receiving party either: (a) gives reasonable notice of the order to allow the other party a reasonable opportunity to seek a protective order or otherwise prevent or restrict fa discloadure or (b) obtains written assurance from the entry issuing the order that it will protect the Confidential Information to the maximum level allowed under applicable law or regulation.	
Product 1	Privacy. Company and Microsoft will comply with all applicable privacy and data protection laws and regulations. Company will not provide any data to Microsoft containing personal information unless the owner of the data has specifically and the company of the data has specifically data to Microsoft containing personal information unless the owner of the data has specifically and the specifical data and the	l
Surface	authorized Company to do so. Notice of Significant Changes: Company should immediately potify Microsoft in case of any changes in the	
Surface	 Trease of significations invitiges, 2 company around initiationally foury microsoft in case of any contains in the significant changes in ownership. (b) changes in company name (both legal name, trade name and/or business name); (c) Mergers/amalgamations/divestments; (d) location changes; (e) changes in the 	
Surface	operational activities of the organization.	
	I. Microsoft Partner Network. Company must maintain its status as a registered member of the Microsoft Partner Network. Company must provide its Microsoft Partner Network Identification Number. Registered member status is available.	
	to Company free of charge.	
To submit your app	m. EUFTA Sales. For sales occurring in the EUFTA Territory, the terms set forth in Exhibit C, attached to this Agreement.	
associated terms &	will amend this Agreement and, where there is a conflict, will have priority.	Ļ
I have read and		1
	Print Close	
Dictributore		

Terms and Conditions

To view the Terms and Conditions click on the "click here" as shown.

Tick the radio button confirming you have read and agree to the terms and conditions.

Ensure you complete details and see all four contact details **BEFORE** you click the "Save & Next" button

The "Terms & Conditions can be printed if required once accessed as above

Microsoft RESEL	LER PROFILE REGISTRATION I	PORTAL	🔒 Help Enrollment	│ My Requests │ DMP User ✔
Home > Partner-Enrollment Form	1			
Distributors				
Associate				
Name	Submitted On 🕇	Distributor	Country	Reseller Status
There are no records to display.				

Requesting VAD-OR Partnerships

Click on the "Associate" to find a local Distributor to create a partnership with

Go to Enrollment Details



Select a Distributor to request VAD-OR partnership: Click Submit

To add more Distributors to the partnership request, click Associate button, select and submit again

Hicrosoft	RESELLER PROFILE REGISTRATION PO	ORTAL	♠ Help Enrollment	My Requests thc chohan
Home > Partner-Enrollm	ent Form			
Distributors				
Associate				
Name	SubmittedOn 🕇	Distributor	Country	Reseller Status
thchchohan - ADD 321	5/11/2017 3:06 PM	ADD 321	United States	In-review

My Requests

Enrolment Details

Click on **"Go to Enrollment Details**" button to view the enrollment details.

Click on "My Requests" Button to view all the Associations

Home > My Requests

My Requests

Name	Distributor 1	Submitted On	Reseller Status	Country
Test Company #1 - Test ADD	Test ADD	12/2/2016 1:58 PM	Approved	United States
Test Company #1 - Test001	Test001	12/8/2016 9:43 PM	In-review	United States

From: NoReply.rpr@microsoft.com Sent: Thursday, December 1, 2016 1:42 PM To: John@contoso.com Subject: Welcome Letter

Dear [Partner Company Name], MPN ID: [MPN ID],

We are extremely proud to officially welcome you to the Surface Disti Managed Program (DMP). You have been approved by [ADD Name] in [Location] to sell Surface. You will be receiving notification from the Microsoft Channel Incentives team for further instructions to onboard.

If you have any questions regarding the DMP Program, please contact [ADD Name] in [Location].

Thank you,

Microsoft Devices Team

Approval Status

You can view the approval status on the "My Request" landing page.

You will receive a notification email within 5-10 business days for your approval status.

You will receive a separate approval email from each Distributor you have submitted a request through

Resources and Support

For access to the Reseller Registration and Profiling Tool click <u>here.</u>

For technical tool support for the Reseller Profile and Registration Portal, please contact <u>dmpq@service.microsoft.com</u>.

Please wait 1-2 business days for a response.





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Appendix

What details are required to Create a new Microsoft Live ID account?

Microsoft

Appendix 1

Create an account

You can use any email address as the user name for your new Microsoft account, including addresses from Outlook.com, Vahool or Gradinal II you already sign in to a Windows PC, tablet, or phone, Xbus Uve, Outlook.com, or OneDrive, use that account to sign in.

Eight magaz		Last game.			
1					Your name will appear to your friends, co- workers, family, and others in the Microsoft
User name					services you use.
someone@example.com					
Get a new email address					
Password					
il-chatactor minimum; case sensitive					•
Reenter password					
Country/region					
United States				Ý	
Birthdate					
Month 🗸	Day	Ý	Year	Ý	
Gender					
Select				Ý	
Help us protect your int	fo				
Your phone number helps us ke	ep your account	secure.			
Country code					
United States (+1)				Ý	
Phone number					•

Before proceeding, we need to make sure a real person is creating this account.



New Audio

Enter the characters you see

Send me promotional offers from Microsoft. You can unsubscribe at any time.

Clicking Create account means that you agree to the Microsoft Services Agreement and privacy and cookies statement.

Create account

How to associate your Microsoft Live ID account to an existing Organization MPN partner?

Microsoft

Partner Membership Center

Enroll Now



Thank you for your interest in the Microsoft Partner Network.

Please select the option that best describes your situation:

Associate as an Individual

Learn more about the Microsoft Partner Network.

My organization currently **is enrolled** in the Microsoft Partner Network. I would like to Associate as an Individual with my Organization.

Enroll Organization

My organization is **not enrolled** in the Microsoft Partner Network. I would like to Enroll my Organization as a new Member in the Microsoft Partner Network.



Enroll my Organization

If your organization has already registered with MPN please get the details of the MPN ID's, or the website and other details. Please click the button Associate as an individual to assist in the search for your organization per Appendix 2-2. If not, click Enroll Organization Appendix 2-5

Appendix 2-1

Sig

How to associate your Microsoft Live ID account to an existing Organization MPN partner?

Find Your Organization

Appendix 2-2

To locate your Organization, please enter the Organization's i	To locate your Organization, please enter the Organization's information below.		
- indicates an answer is required.			
* Organization/Location Name			
Doing Business As Name (if any)			
	Diagon colort	1	
* Country/Region	Please select		
City			
State/Province			
OR			
Your Organization's Domain Address			
Example: http://www.company.com			
OR			
Organization's Microsoft Partner Network ID (if known)			

Find My Organization

Appendix 2-3

How to associate your Microsoft Live ID account to an existing Organization MPN partner?

Similar Organization(s) Found

Mobile 8 [2356 15th Ave S APT 102, Seattle, Washington, United States]

If the Organization you intended to register is shown in the list above, you may Associate with it as an Individual by clicking on it to select it and clicking Associate to this Organization. This option gives you access to the benefits your Organization is entitled to in the Microsoft Partner Network.

Associate to this Organization

Assuming you have found the organization details, select the organization, and click the button below 'Associate to my organization'.

Organization Found - Submit E-mail

To associate with Mobile 8, please enter your name and e-ma instructions on how to complete your association. * Indicates an answer is required.	il address. If your e-mail domain matches one of the domains specified by Mobile 8, you will be sent a	n e-mail notification and
*E-mail		
Example:me@company.com		
Preferred First Name		
* First Name		
* Last Name		
		Submit

Complete the details and an email will be sent to the Administrator of the Organization to approve your association request.

How to associate your Microsoft Live ID account to an existing Organization MPN partner?

The e-mail domain you entered does not match those listed by this Organization.

- If you were provided an e-mail address by the Organization to use in your enrollment, enter it above and click Submit.
- To continue with the e-mail address you have entered, click Contact Administrator to send an Association Request to the Organization's Administrator. If the Administrator elects to
 approve your Association, you will be sent an e-mail notification and instructions to complete your Association.

Contact Administrator Cancel

Appendix 2-4

Thank you!

Your request to Associate with Mobile 8, has been forwarded to the Administrator.

- If your Association is approved by the Administrator, you will be notified by e-mail and given further instructions.
- If your Association is declined, you will be notified by e-mail.
- If you have questions about the status of your request, please notify your contacts at Mobile 8 for assistance.

To learn more about the exclusive benefits available to you through the Microsoft Partner Network, please visit the Microsoft Partner Network website.

If you know the administrator of your account please contact them to provide you with the approval. If not, please contact the <u>RSC support</u>.

If my organization is not an existing partner in MPN, how do I enroll my organization and associate to it? Click on Enroll Organization in slide Appendix 2-1.

Enroll an organization
 O Join an existing organization

Your contact information

First Name*	Last Name*
Country*	Postal Code (optional)
V	

Tell us about your organization

Organization Name*	Country*	
		•
Organization Url*	Address Line 1 (optional)	
http://www.acample.com		
Organization Email*	Address Line 2 (optional)	
Phone Number*	Address Line 3 (optional)	
100 v		
Job Role*	City	
	Y	
Preferred Language*	State/Province (optional) Postal Code (optional)	

What type of Partner are you?

0	Consulting & Deployment
0	Managed & Hosted Solution

IP & Solution Development
 Reseller & Distributor

A few words from our friendly legal team

The Microsoft Partner Network (MPN) requires you to abide by the terms and conditions of the MPN Agreement

I agree to the terms and conditions of the MPN Agreement



If I am getting an Error when retrieving the MPN ID's or get an error stating Your MPN ID's are not associated, please follow the following steps in <u>Appendix 3-1 to 3-7</u>. Take the <u>snapshots</u> as required and email your error snapshot plus these 4 snapshots to dmpq@service.microsoft.com

- 1. Please start an in-private browsing with Internet Explorer by:
 - a. To open an InPrivate Browsing window, you can either open Internet Explorer and then use the <u>Ctrl+Shift+P</u> shortcut key, or just use the Safety \ InPrivate Browsing item on the menu.
- Please copy paste this link <u>https://partners.microsoft.com</u> and enter this leads to the MPN (Microsoft Partner Network site).
- 3. The following window pops up to Sign in to your Microsoft account (Live ID):



If I am getting an Error when retrieving the MPN ID's or get an error stating Your MPN ID's are not associated, please follow the following steps in <u>Appendix 3-1 to 3-7</u>. Take the <u>snapshots</u> as required and email **your error snapshot** plus these 4 snapshots to dmpq@service.microsoft.com

- 4. Please Type in Live ID that you used to associate to your MPN network.
- 5. Utmost important- Snap shot 1-4: Take a snapshot using either a Snip It app or any other tool and paste it into a word or notepad document to send to us. Note this is 1-4 snapshots we need from you. Also, please take the snapshot including the top on the screen showing the In-Private browsing as show below. Example show below:



6. Please type in your Password and enter.

If I am getting an Error when retrieving the MPN ID's or get an error stating Your MPN ID's are not associated, please follow the following steps in <u>Appendix 3-1 to 3-7</u>. Take the <u>snapshots</u> as required and email your error snapshot plus these 4 snapshots to dmpg@service.microsoft.com

7. You will see either:

a. The screen that's shows the details of the organizations) you are associated (if your association has been approved).



Appendix 3 - 4

If I am getting an Error when retrieving the MPN ID's or get an error stating Your MPN ID's are not associated, please follow the following steps in <u>Appendix 3-1 to 3-7</u>. Take the <u>snapshots</u> as required and email **your error snapshot** plus these 4 snapshots to dmpq@service.microsoft.com

- b. Utmost important- Snap shot 2-4: Take a snapshot using either a Snip It app or any other tool and paste it into a word or notepad document to send to us. Note this is 2-4 snapshots we need from you.
- Please open a <u>New Tab</u>, and copy paste this link <u>https://reseller.microsoftcrmportals.com/</u>and enter – this leads to Reseller Profile Registration Portal.
- 9. The following window will pop up:



10. Click Sign In on the top right hand side.

If I am getting an Error when retrieving the MPN ID's or get an error stating Your MPN ID's are not associated, please follow the following steps in <u>Appendix 3-1 to 3-7</u>. Take the <u>snapshots</u> as required and email **your error snapshot** plus these 4 snapshots to dmpq@service.microsoft.com



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- 12. Please Type in Live ID that you used to Log into Reseller Profile Registration Portal
- 13. Utmost important- Snap Shot 3-4: Take a snapshot using either a Snip It app or any other tool and paste it into a word or notepad document to send to us. Note this is 3- 4 snapshots we need from you. Also, please take the snapshot including the top on the screen showing the In-Private browsing as show below. Example show below:



If I am getting an Error when retrieving the MPN ID's or get an error stating Your MPN ID's are not associated, please follow the following steps in <u>Appendix 3-1 to 3-7</u>. Take the <u>snapshots</u> as required and email **your error snapshot** plus these 4 snapshots to dmpq@service.microsoft.com

14. If you have already logged in before, then you will be directed to this page

Hicrosoft RESELLER PROFILE REG	SISTRATION PORTAL	🕈 Help Enrollment My Requests 🗸	
User Profile			
11	Please provide some information about yourself.		
M	You must complete your profile before using the features of this website. $\ensuremath{\times}$		
User Profile	Your Information		
	 Indicates Required field 		
Security	First Name *	Last Name *	
Manage External Authentication	E-mail	Business Phone	
	chohantc@outlook.com		
	Note Deleveral		
	Since & Next		
15. Click Save and Next.			

If I am getting an Error when retrieving the MPN ID's or get an error stating Your MPN ID's are not associated, please follow the following steps in <u>Appendix 3-1 to 3-7</u>. Take the <u>snapshots</u> as required and email **your error snapshot** plus these 4 snapshots to dmpq@service.microsoft.com

 The portal will automatically flip through the home page, and land on the <u>Enrollment Form</u> to retrieve your MPN ID's.



- Please click on the Windows Live ID tile and you will see the following: please click the Next button.
- Utmost important- Snap shot 4-4: Take a snapshot using either a Snip It app or any other tool and paste it into a word or notepad document to send to us. Note this is 4-4 snapshots we need from you.
- Finally, please save this document and send it to us via the already email thread or a new email to dmpg@service.microsoft.com.

How to Contact MPN Support for Associations request.

Reach out to the Regional Support Center via this website: <u>https://support.microsoft.com/en-</u> <u>us/help/2913746/troubleshooting-microsoft-partner-</u> <u>network-website-sign-in-issues</u> or call (800) 765-7768 (US).

You should be able to scroll down and Start Chat with a support member that can help you troubleshoot your issues.

Appendix 4