Flexible, faster deals with Microsoft REO

Resale Enabled Offers (REO) enable Cisco partners to resell Cisco products via the Azure Marketplace, leveraging a customer's Microsoft Azure Consumption Commitment (MACC) for eligible Cisco products. Use this document to answer your top questions around onboarding, compensation, deals, and more.

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01

Compare REO and MPO

What makes this program different from MPO?

REO gives Cisco and our partners global reach while enabling custom, complex offers such as EAs.

Are there changes to Cisco's internal processes or compensation?

No. CCW and compensation remain unchanged, including VIP for Partners and MBR for Cisco Account Managers.

Will REO still be available when MPO is global?

Yes. Partners can choose between REO and MPO in the Partner Center.

In which countries is REO available?

Available in all Azure Marketplace geographies except: Belarus, Brazil, China, India, Mexico, New Zealand, Russia, Singapore, and South Korea. (Always verify in Microsoft documentation.)

Can REO be used for SMB/C customers on CSP subscriptions?

No. REO is for Microsoft-billed accounts. Use CSP private offers for CSP-billed customers.

How does REO compare to MPO (Multiparty Private Offer)?

Feature	Resale Enabled Offers (REO)	Multiparty Private Offer (MPO)
Channel Model	1-tier (ISV authorizes reseller)	Multi-party (ISV and Partner sit in the marketplace together)
Country Availability	Global (excluding 9 countries)	US, UK, CA
2-Tier Support	Only in US, UK, and CA a via MPO 2-tier*	Full 2-tier in US/UK/CA
ISV and Partner Payment Splits	Microsoft pays the Partner, Partner pays Cisco in an off-marketplace transaction	Microsoft pays both Cisco and the Partner in the marketplace, cost and margin respectively
Offer Creation	Partner uses REO-authorized Cisco listing to create a private offer	Cisco/ISV creates the offer and sends to Partner in the portal

*An alternative approach is underway.

02

Partner Onboarding

How do partners onboard for REO?

Onboarding begins with a Tier 1 Cisco partner that has an active opportunity. A Cisco Dedicated Partner support team guides Marketplace set up, SDF/MOU* contract, and other requirements. It takes approximately 2–3 weeks.

*For listing reimbursement

Partnership Onboarding Checklist

Microsoft Requirements

- ○ Procurement relationship with Microsoft active
- ○ Commercial Marketplace Account in Partner Center
- ○ Completed Payout and Tax Profiles
- ○ Seller ID (Partner Center)
- ○ Information sent to Cisco (Seller ID, Customer Billing IDs, etc.)

Cisco Requirements

- ○ Active Tier 1 Cisco Partner status
- ○ Partner REO authorized for Cisco listings
- ○ Complete SDF DSOR/REO Template
  - Provide BE GEO ID, partner/company info
  - Cisco Contact Owner and SIRE approval
- ○ Partner signed SDF in SIRE for listing fee reimbursement

Get support for REO

Contact Microsoft Onboarding | Cisco Onboarding

Visit the Partner Center > Marketplace Offers > Private Offers Resale Enabled Offers

Learn more about REO

Cisco
Microsoft

Step by step

View resources for REO Enrollment setup guide.

03

Deal Bundling, Pricing, and Customization

What control do partners have over private offers on Azure Marketplace?

Partners have full control over pricing, discounts, and other terms for private offers, which are sent directly to the end customer.

How does discounting from Cisco work for partners in REO?

REO authorizes the partner to use a version of your listing. Pricing dimensions should be delivered “off marketplace” with an approved Cisco Deal ID. This must be agreed upon with the partner prior to offer issuance.

Can partners bundle their professional services into REO private offers?

Yes, professional services can be included as part of the private offer flow, provided the product/services mix is no greater than 90% product, 10% services. Services cannot be listed as a separate line item.

Can partners bundle multiple Cisco products into a single REO offer?

Yes, ISVs/Publishers can add any or all of their published and transactable products on the marketplace to the authorization.

What if the BOM is only partially eligible?

See section 6.

What about product eligibility?

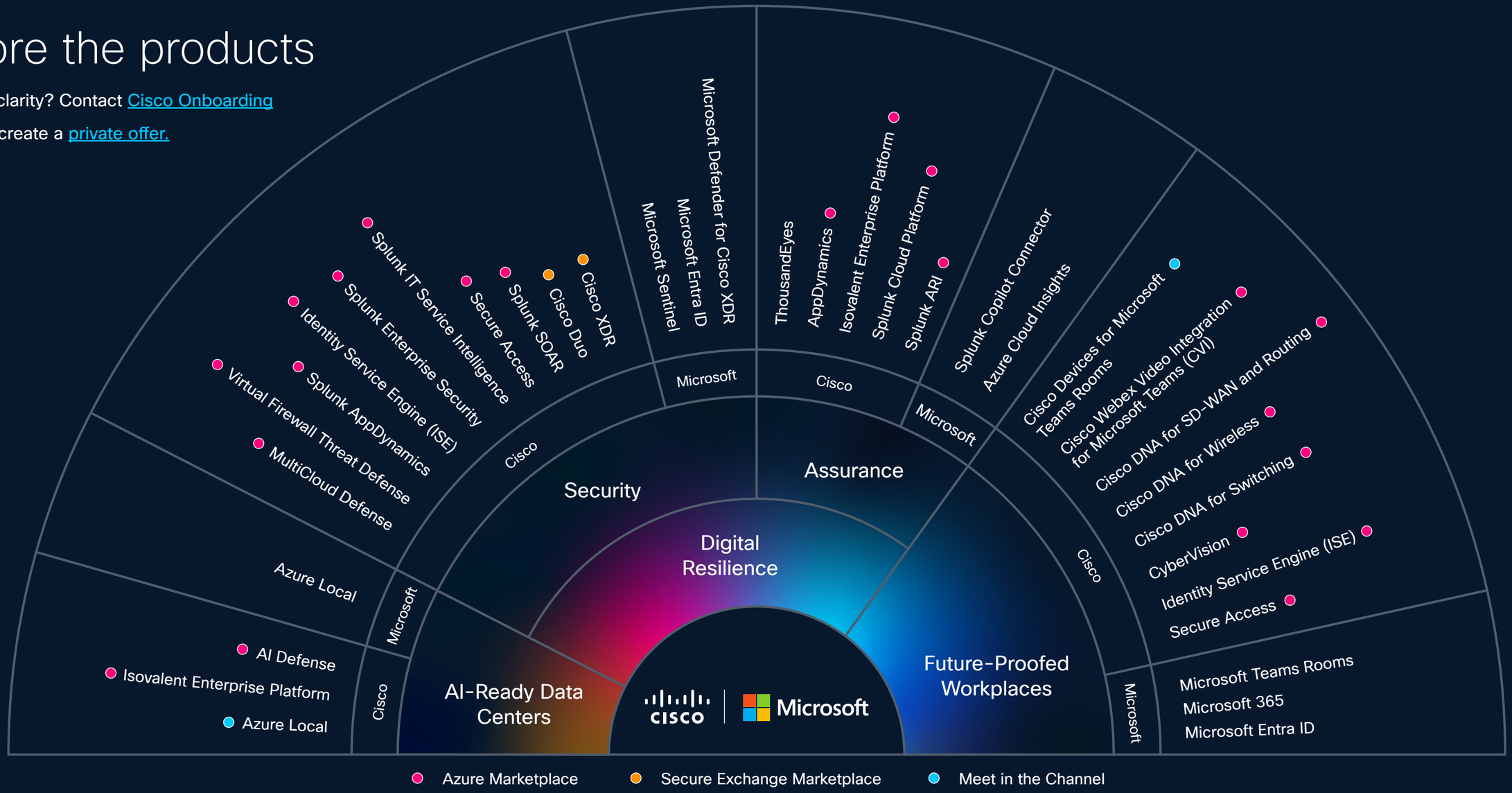
These are just the beginning of products eligible for REO. In any deal, you must get approval from the dedicated Microsoft Cisco team to confirm BOM is eligible.

Explore the products

Explore the products

Need more clarity? Contact Cisco Onboarding

See how to create a private offer.



04

Flow of Money, Invoicing, and Payouts

Step 1

Partner creates private offer

Authorized Cisco products bundled; offer sent to customer

Step 2

Customer accepts and purchases (2-click buy)

Microsoft invoices customer; amount applies to customer's MACC

Step 3

Partner places off-market order in CCW

Cisco invoices the Partner, and fulfillment is completed on the Cisco side

Step 4

Partner payment

Microsoft pays partner per Cisco deal terms (upfront, annual, monthly)

Step 5

Reporting

Partners see earnings/ statements in Partner Center; Microsoft issues customer invoice

When are customers invoiced?

- EA customers: 5th of the month after purchase
- MCA customers: SaaS invoiced next day; VMs invoiced on 5th of next month

How are payouts and reporting handled?

- Partner Center: Earnings/Reports for payout details
- Microsoft issues customer invoices directly
- Payouts in Marketplace profile currency (FX applied as needed)

When are payouts?

- EA customers: 15th of the following month
- MCA: Only after payment is received

Does Microsoft retain a fee?

Yes. Microsoft retains an agency fee (up to 3%; 1.5% for self-attested renewals). This is covered by Cisco's SDF contract with the partner reimbursed per period.

05

Cisco Capital

Can Microsoft accept payment from a third party for a customer, Pay On Behalf Of (POBO)?

Yes. Microsoft can process payments from financing companies on behalf of customers, following POBO guidelines.

POBO Scenario	Action
Separate Invoice Required	Customer works with Microsoft to enable split invoice before purchase
Consolidated Invoice Accepted	Invoice included in customer's main billing; customer forwards to financing company

How are taxes handled with Cisco Capital?

Customers pay taxes directly to Microsoft. If the customer can't pay both Cisco Capital and Microsoft, Cisco Capital has an exception process, but it's not preferred.

06

Multi-Architecture Offers, EAs, and Partial MACC

Does REO support Cisco EAs, WPA, or multi-architecture deals?

Yes. Marketplace is the payment method; Cisco deals are fulfilled with the regular process for fulfillment on the Cisco side. You must work with the Cisco/Microsoft team to approve SKU eligibility.

How much MACC is decremented?

100% of the private offer value for **eligible products**.

What if the deal includes non-eligible products or partial MACC eligibility?

Split Billing	Eligible products: Billed via Marketplace. Non-eligible: Standard process.
Partial MACC	Take full deal through and pay full listing fee, but only partial MACC for eligible products. This is by exception: Only the majority must be eligible. If 90%+ eligible, full MACC decrement; no exception required.

07

Credits and Funding (CMM, Azure Credits, ECIF)

Credit Type	FY26 Availability/Notes
Azure Credits for Customer	Cisco has $1M available for FY26. Capped at 10% of ACV, max $200K per opportunity. Under $35K auto-granted; >$35K requires MS AE approval.
Migration Credits (CMM) for Partner	Up to $175K post-sales, $25K pre-sales. See chart.
ECIF for Customer or Partner	Follows standard processes and must align with MACC terms.

Additional Resources and Support

ISV Partner Incentive Deck (MCI)

CMM Nomination Process Video, Azure Accelerate

Webinar Recordings

Marketplace Publisher Guide

Any questions?

Email Azure Partner Operations

08

More Resources

Support & Escalation

- For issues with tax or payment profile email channelready@microsoft.com.
- For issues on Cisco REO activation, SDF creation, and SKU eligibility, email ciscomicrosoftpartnership@cisco.com.

Helpful Links

- Set up payout and tax profiles – Microsoft Learn
- Update Marketplace Owner Role
- Partner Support Portal
- Complete Tax & Payout Profile for REO Enrollment
- Create an REO Offer for a Customer in Partner Center (Channel Partner)
- ISV Customer Migrate & Modernize

Complete Tax & Payout Profile for REO Enrollment

PURPOSE: To enable partners to self-enroll in **Resale Enabled Offers** in the **Microsoft Partner Center** and to notify Channel Ready for tax profile validation once self-enrollment is completed.

Step 1: Confirm Prerequisites

1. Ensure enrollment in the **Microsoft AI Cloud Partner Program** is complete. If already complete, skip to step 2.

   If you need to enroll:

   a. Log in to Partner Center

   - Navigate to partner.microsoft.com and click **Become a Partner.**

   b. Create an Account

   - Provide **legal business name and address** (must match official records).
   - Enter **primary contact details** (verified via email).
   - Ensure you have **authority to sign legal agreements.**

   c. Complete Business Verification

   - Check status under **Account Settings → Legal Info.**
   - Verification typically takes **3–5 business days.**

   d. Accept the Microsoft Partner Agreement

   - This is required to finalize enrollment.

   e. Get Your MPN ID

   - Once approved, your organization receives a **Microsoft Partner Network ID (MPN ID)**, which is your unique identifier for all partner programs.

   Check status of verification workflow in Legal tab—goal is all green checkmarks and for the Developer tab to appear in Legal section:

   - **You'll need to complete the steps in Get Verified ID Credentials.docx to fully validate all verification checkmarks.**

2. Enroll in the **Commercial Marketplace. If already complete, skip to Step 3.**

   a. Sign in to Partner Center

   - Use your work account associated with your partner organization.

   b. Navigate to Account Settings → Identifiers

   - Click **Add Publisher** and select **Commercial Marketplace.**

   c. Provide Publisher Details

   - Enter **Publisher Name (**customer-facing name).
   - Confirm **Partner ID** linkage.

   d. Accept the Microsoft Partner Agreement

   - Includes terms for Marketplace and Multiparty Private Offers (MPO).

   e. Find Your Seller ID

   - After enrollment, go to **Legal Info → Developer Tab** to locate your **Seller ID.**
   - **Important:** Seller ID is required for MPO and REO transactions.

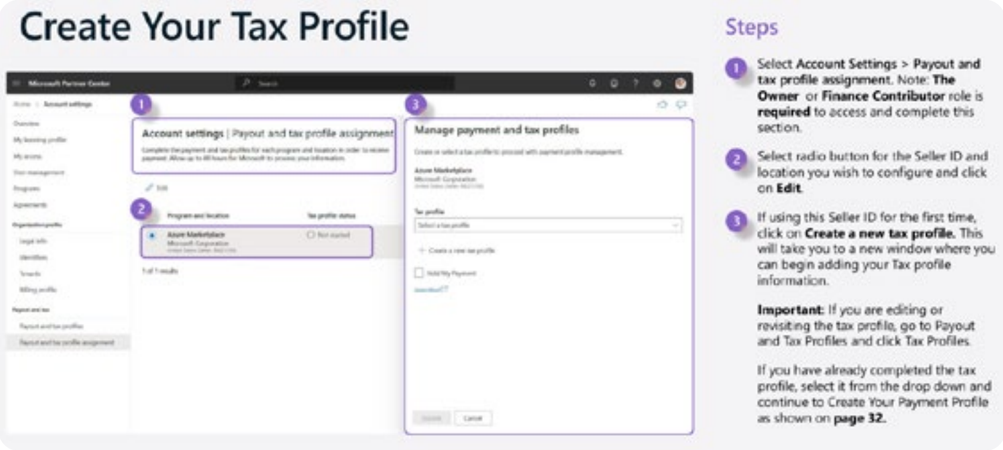
3. Complete any **business and ID verification** steps under **Account Settings → Legal Info** is complete before proceeding. **Business verification must show "Complete."**

Note: MPO-enrolled partners in the United States, United Kingdom, and Canada are typically ready for REO in the country via their active/prior MPO enrollment.

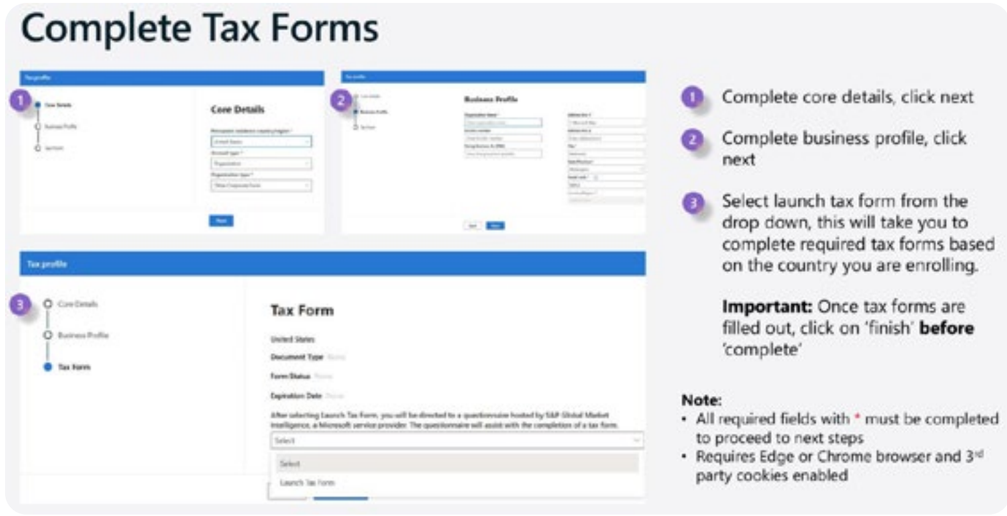
Step 2: Verify Roles

- Ensure the individual completing these steps has **Owner** or **Finance Contributor role in Partner Center**.
- To check:
  Account Settings → User Management → Filter by Owner/Finance Contributor.

Step 3: Set Up Tax Profile



1. Navigate to **Account Settings → Payout and Tax Profile Assignment.**
2. Select the **Seller ID** you will use for REO transactions.
3. Click **Edit**, then **Add New Tax Profile.**

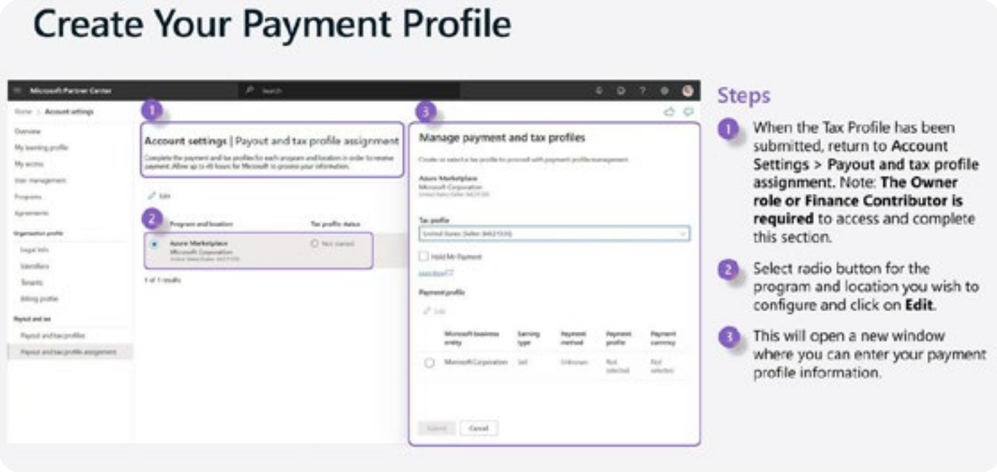


Complete tax forms via the integrated third-party site.

[Click here for documentation on incentives payout and tax profiles in Partner Center.]

4. Submit and return to Partner Center.
5. Log out of the Partner Center briefly, then log in again **This is necessary to proceed to Step 4.**

Step 4: Add Payment Profile



1. Navigate to **Account Settings → Payout and Tax Profile Assignment.**
2. Select the **Seller ID** you will use for REO transactions.
3. In **Payout and Tax Profile Assignment**, select an existing bank account or click **Add New**.

   Click here for documentation on incentives payout and tax profiles in Partner Center.
4. Enter banking details and **Save**.
5. Status will show **Pending Microsoft Validation** (allow up to 2 business days).

Step 5: Notify Channel Ready

- Once both **tax profile** and **payment profile** show **Pending Microsoft Validation**, email channelready@microsoft.com with:
  - Seller ID
  - Confirmation that tax and payout profiles have been submitted
- Channel Ready will validate completion internally and confirm when enrollment is finalized. IMPORTANT: Do not conduct REO transactions until Channel Ready confirms enrollment is fully complete.

Step 6: Monitor Status

- Partners can track completion in Partner Center.
- Channel Ready uses internal tools to confirm validation; no partner action required beyond notification.

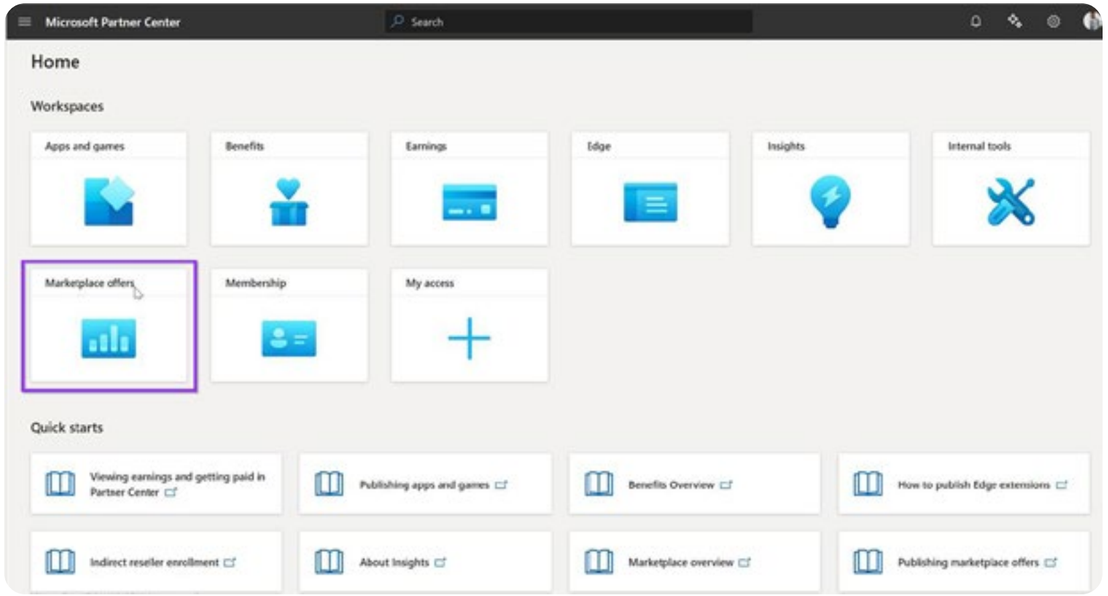
Step 7: Enrollment Completion

- REO onboarding is **only complete once Channel Ready confirms via email** that your enrollment is finalized.

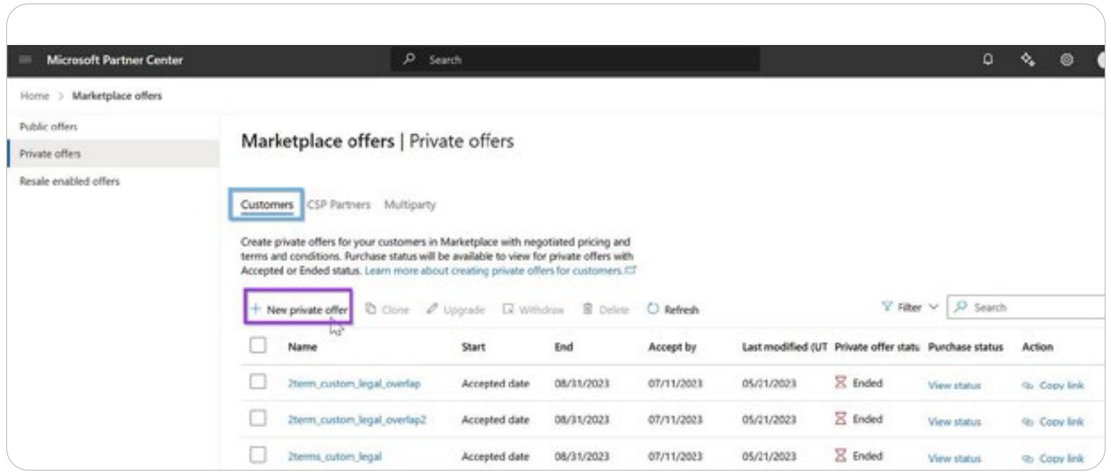
For a Channel Partner to Create an REO Offer for a Customer in Partner Center

1. Login to Partner Center

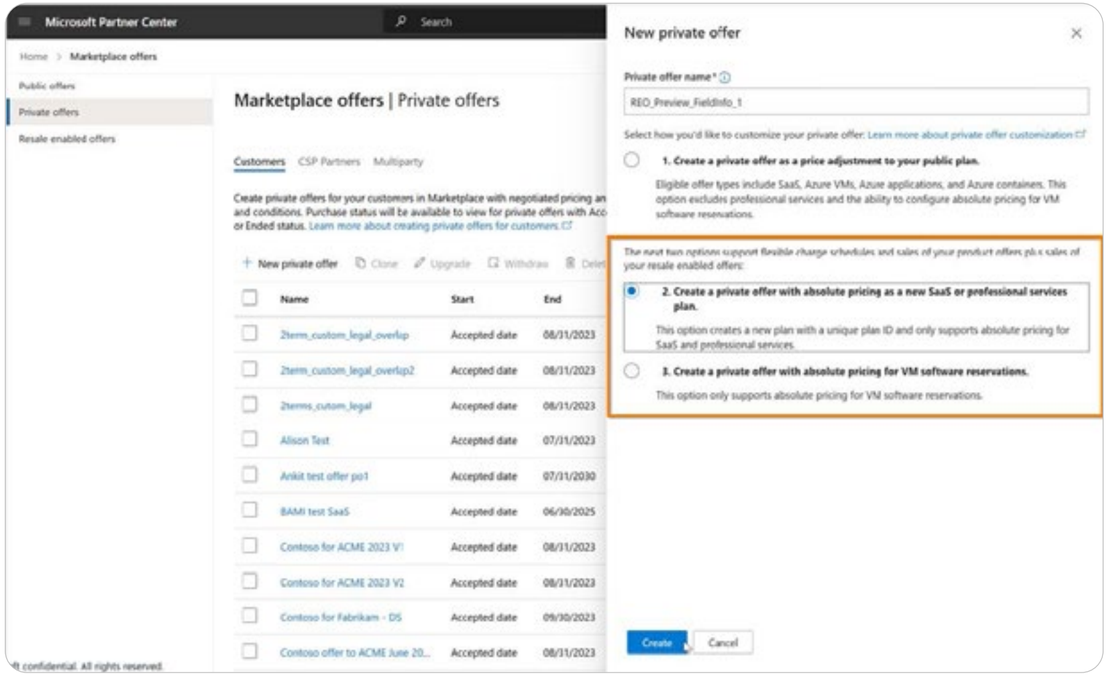
2. Click Marketplace Offers on the Homepage



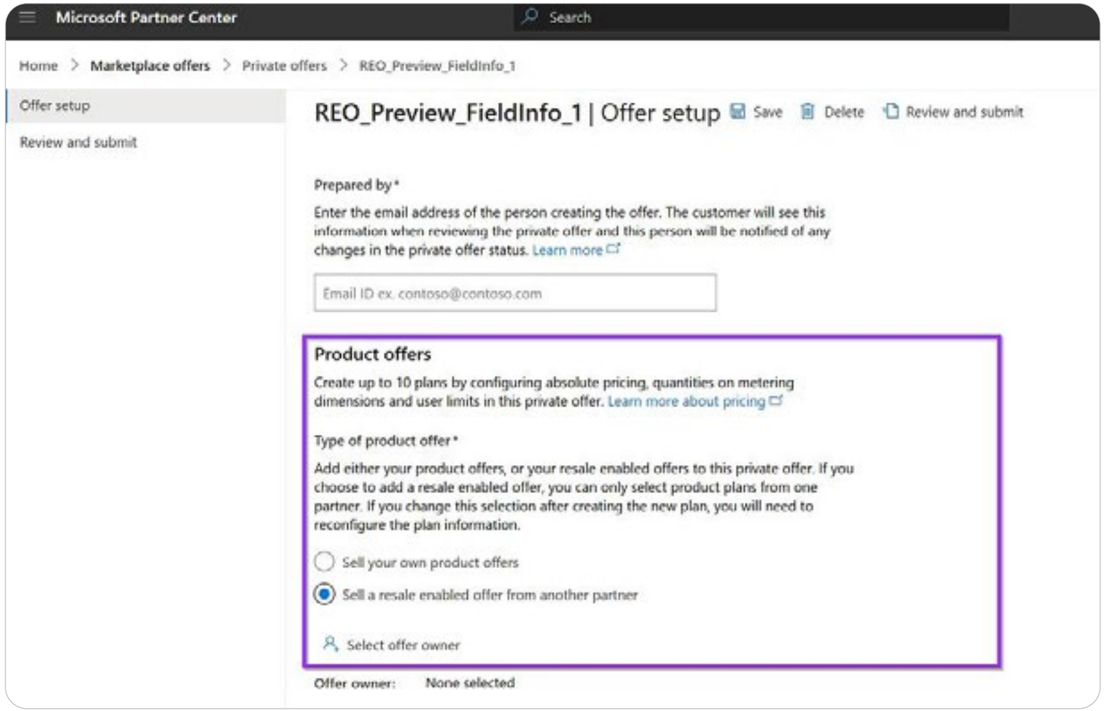
3. In Private Offers, Click Customers, then Click New Private Offer



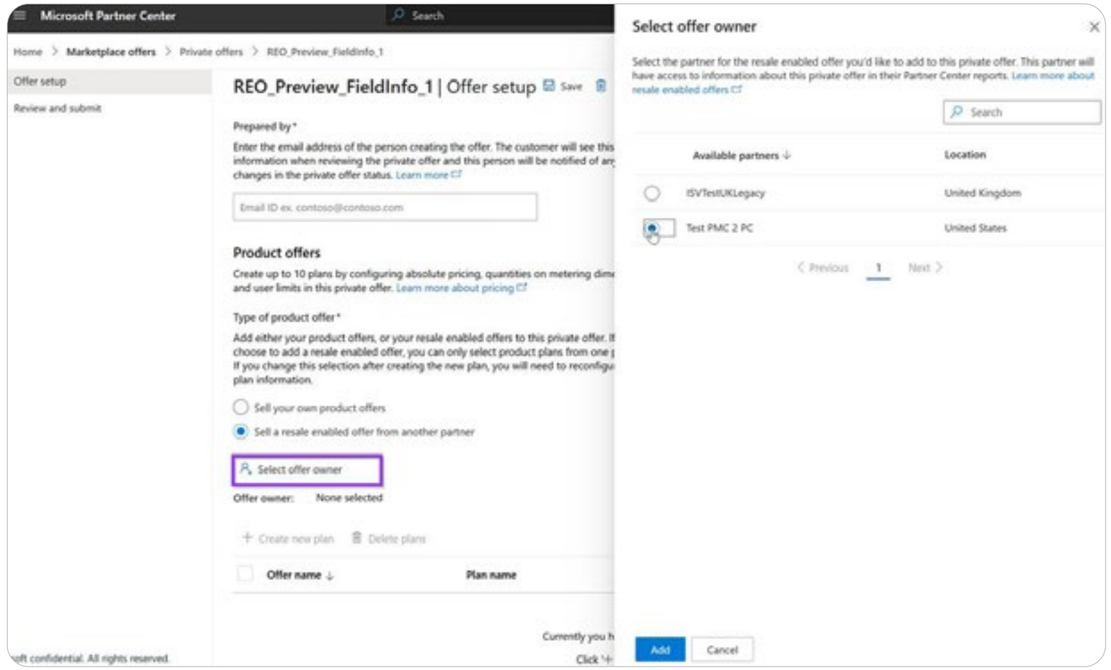
4. Fill in Details of Private Offer, Select #2 or #3, then Click Create



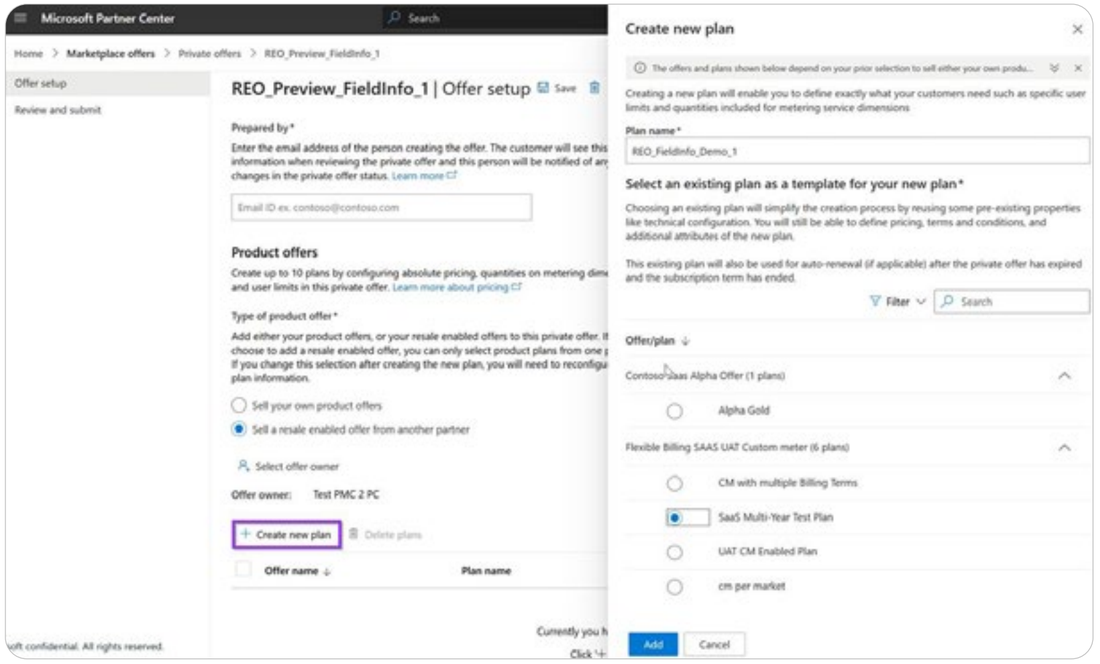
5. Enter Partner Email Contact and Select Product Offer



6. Select an Offer Owner and Click Add



7. Fill in the Plan Details and Click Add



ISV Customer Migrate & Modernize (SI led)

Help ISVs accelerate customer migrations by enabling Advanced specialized SI partners to securely and efficiently move end-customers to modern applications running on Azure.

Supported Scenarios

Customer Migrate and Modernize

SI Partner Criteria: Azure Expert MSP, Azure Specialization of Infrastructure & Database Migration, Azure Specialization of Kubernetes on Microsoft Azure, Azure Specialization of Migrate Enterprise Applications on Azure

ISV Criteria Certified Software Designation (Azure, Security, Industry AI) and extended to IPCS Top Tier partners until 12/31

Customer Criteria Strategics, Majors, SMC-Corporate and SMB customers with a valid TPID detected by Microsoft internal systems

Incentive payouts

$175K USD Maximum earning opportunity (L+)

Offer	Customer Project Size per Year (Planned ACR and ACV in year 1)	Partner payment Market A | B		Duration	Phase
NEW Migration Assessment (Assessment + POV)	Standard: >$15K ACR ($75K - $1.25M ACV)	$15,000 | $12,000		120 days	Pre-sales
	Large: >$250K ACR (>$1.25M+ ACV)	$25,000 | $20,000		120 days	Pre-sales
Extra-Extra Small (XXS)	$5K-$15K ACR ($25K - $75K ACV)	$5,000		120 days	Post-sales
Extra Small (XS)	>$15K-$50K ACR (>$75K - $250K ACV)	$15,000	$12,000	120 days	Post-sales
Small (S)	>$50K-$100K ACR (>$250K - $500K ACV)	$40,000	$32,000	120 days	Post-sales
Medium (M)	>$100K-$250K ACR (>$500K - $1.25M ACV)	$80,000	$64,000	200 days	Post-sales
Large (L+)	>$250K ACR (>$1.25M+ ACV)	$175,000	$140,000	260 days	Post-sales

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