



## Qualified Referral Program – Service Level Agreement

The Microsoft Qualified Referral Program – Service Level Agreement (“Agreement”) is between Microsoft Turkey (“Microsoft”) and Uzman CRM;, a Microsoft Partner (“Partner”).

### Address and contact details

Microsoft		Partner	
Address:	1 Microsoft Way, Redmond, WA 98052	Address:	
Attention:	Levent Özbilgin	Attention:	Ercan Top
Phone Number:		Phone Number:	
Email Address:	<a href="mailto:lozbilgin@microsoft.com">lozbilgin@microsoft.com</a>	Email Address:	<a href="mailto:ercan.top@uzmancrm.com">ercan.top@uzmancrm.com</a>
		Tenant ID:	

### Agreed and accepted

Microsoft		Partner	
Signature:		Signature:	 <small>Ercan Top (Jun 23, 2021 09:00 GMT+3)</small>
Name:	Levent Özbilgin	Name:	Ercan Top
Title:	GM	Title:	Owner
Date:	Jun 23, 2021	Date:	Jun 23, 2021

## SECTION 1: Overview of the Qualified Referral Program

Microsoft's partner ecosystem has always played, and will continue to play, a significant role in extending Microsoft experiences to every individual and business on the planet. In support of this strategy, Microsoft has launched the SMB Qualified Referral Program to tighten alignment between its integrated sales and marketing tactics and referrals to partners to drive growth in its Small and Medium Business (SMB) segment. The Qualified Referral Program covers all three solution areas as well as numerous referral source/customer scenario categories, as outlined below:

Solution areas coverage (note: other areas may be added over time)

- Azure – specifically:
  - o Windows Server and SQL Server
  - o Windows Virtual Desktop
  - o Analytics and AI
  - o Modernize .NET Apps with App Service, Azure SQL DB
  - o General interest (when a specific technical scenario has not yet been determined)
- Business Applications – specifically:
  - o Dynamics 365 for Sales
  - o Dynamics 365 for Finance & Operations
  - o Dynamics 365 Business Central
  - o PowerBI
  - o PowerApps
- Modern Workplace – specifically:
  - o Teams
  - o Security
  - o Surface
  - o M365 – general interest
  - o Windows – general interest

Referral source/customer scenario categories (specific program names are highlighted in **blue**):

- Existing and prospective customers that have expressed interest in connecting with a partner on one of Microsoft's digital properties or opportunities that have been qualified by a Customer Service & Support (CSS) Agent (the "**Contact Request**" program)
- Existing Microsoft customer opportunities that have been qualified by a seller to increase consumption of the customer's existing Microsoft products and services (the "**Usage & Retention**" program)
- Prospective Microsoft customer opportunities that have been qualified by a Microsoft seller (the "**Digital Sales Opportunity**" program)

Partners have been selected to participate in the Qualified Referral Program according to their 1) relevant product and solution-oriented credentials (e.g. gold competencies, advanced specializations), 2) trailing-twelve month performance in customer acquisition and/or revenue within the SMB segment, and 3) interest and demonstrated capabilities in serving the SMB segment.

Microsoft believes the Qualified Referral Program will drive incremental revenue for Microsoft and participating partners by delivering a digital first engagement model with signal-driven customer outreach. Microsoft would

like to invite your organization to participate in the Qualified Referral Program, in recognition of the performance your organization has delivered with Microsoft in the past and as part of our shared commitment to future growth.

## **SECTION 2: Requirements for Participation in the Qualified Referral Program**

### **a) Eligibility:**

Your organization and reseller partners (where applicable) must maintain an active Microsoft Partner Network (MPN) membership and agreement and remain in good standing with Microsoft.

### **b) Point of contact:**

Your organization must provide Microsoft with a single point of contact that will maintain responsibility for Qualified Referral Program-aligned referral management, reporting, and any other communication with Microsoft. If this person needs to be replaced, your organization is responsible for proactively communicating this change to Microsoft and for ensuring that the new point of contact understands all requirements for participation in the program (as outlined in this agreement).

### **c) Collaboration with Microsoft:**

- I. Referral response:** Your organization must respond to Qualified Referral Program-aligned referrals (which will be tagged accordingly in Partner Center) within 1 business day of the referral being generated by Microsoft. Note that referrals initiated by a seller or CSS Agent may be generated for more than one partner for the same opportunity, based on customer needs and preferences.
- II. Referral acceptance:** Your organization must accept a majority of Qualified Referral Program-aligned referrals, which will be tracked on a rolling 3-month average basis, as outlined below:
  - 80% acceptance rates of referrals from the “Contact Request” program
  - 90% acceptance rates of referrals from the “Digital Sales Opportunity” and “Usage & Retention” programs
- III. Microsoft seller knowledge share:** For referral opportunities that have been qualified by a seller (“Usage & Retention” or “Digital Sales Opportunity” programs), your organization must contact the seller that generated the referral within 1 business day of referral acceptance for knowledge share on customer needs and constraints (note: the contact information will be included in the referral detail). This step must take place prior to engaging with the customer.
- IV. Initial customer outreach:** Your organization must contact the customer within 1 business day of the initial knowledge share with Microsoft seller to initiate the sales process (for “Usage & Retention” and “Digital Sales Opportunity” program-aligned referrals), or within 1 business day of referral acceptance (for “Contact Request” program-aligned referrals).
- V. Referral management:** For referrals associated with the “Usage & Retention” and “Digital Sales Opportunity” programs, opportunity details (i.e. close date, deal value) for each accepted referral must be added and maintained within the referral record in Partner Center once

outreach and further qualification with the customer has been conducted. Updates on the opportunity in the notes section of the referral within Partner Center are required:

- When the close date or deal value is changed
- When a significant event or milestone occurs in the sales process
- On monthly basis (if no changes, events, or milestones occurred)

In addition, ad-hoc inquiries may occasionally be made via email and timely responses from all parties is expected (defined as 1 business day unless otherwise stated).

- VI. Referral disposition:** At the end of the sales cycle for a referral opportunity, your organization must disposition the referral as a “win” or “loss” in Partner Center, updating the final deal value and close date before closing won opportunities where appropriate.
- VII. Performance management:** Your organization must participate in Qualified Referral Program reviews with Microsoft to discuss our organization’s performance within, and solicit feedback on, the program overall. These reviews will begin once there is sufficient referral volume for your organization and will take place within existing meeting series and communication channels whenever possible.

### **SECTION 3: Ongoing Participation in the Qualified Referral Program**

Your organization is expected to comply with the requirements outlined in Section 2, perform earnestly within the spirit the agreement, and deliver strong results within this program. If your organization demonstrates a pattern of non-compliance with the program requirements and/or consistently underperforms relative to other partners, the aligned Microsoft business owners for this program will take action with your organization that may include remediation, reduced referral volumes, and possible removal from the Qualified Referral Program. In the event that your organization is removed from the Qualified Referral Program, your organization will continue to be eligible to receive referrals from other sources (e.g. the Solution Provider tool) and will also be eligible for possible re-entry into the Qualified Referral Program in 6 months.