

# Business Ready Flexible Pay for Microsoft Dynamics®

## Customer Frequently Asked Questions

April 2009

### Key messages

Building on the success of 0% financing and continuing our commitment to customers during challenging economic times, we are introducing the Business Ready Flexible Pay promotion that provides customers the ability to:

- Purchase and implement a solution they may not have otherwise been able to purchase today based on cash flow or budget constraints through **affordable and predictable** payments over a 3 year term.
- Implement Microsoft Dynamics and take advantage of their Business Ready Enhancement Plan to **increase productivity**, and realize **rapid return on investment**.
- This offer is attractive to many prospects in a purchasing cycle with conservatively managed budgets.
- The promotion is a strong competitive tool for our resellers who will provide the sales, and invoicing as they do with other Business Ready programs.

### Offer Details

- On April 20<sup>th</sup> 2009, we will introduce the Business Ready Flexible Pay Promotion to Dynamics resellers in the United States. The promotion allows the payment of License purchases to be made across a three year term. Payment amounts for Enhancement will follow the standard process which is based off of the system list price.
- Eligible Products include:
  - Microsoft Dynamics® AX, Microsoft Dynamics® GP, Microsoft Dynamics® NAV, Microsoft Dynamics® SL, and Microsoft Dynamics® CRM (sold off the Dynamics Price List)
- Availability:
  - **April 20, 2009-December 23, 2009:** United States
- Requirements:
  - Customer License purchase must exceed USD \$30,000
  - A 3 year Business Ready Enhancement Plan at 16%
  - Three annual payments allowed
  - Restricted to new Business Ready Licensing Customers
  - Cannot be combined with any other Microsoft Dynamics Promotion
  - Perpetual license (*license rights are temporary until all license payments have been paid by the reseller to Microsoft*)
  - Customer must execute a Business Ready Flexible Pay Agreement
  - This promotion is provided through our resellers. Customer and reseller determine final price and terms
- Full terms and conditions are available at [www.microsoft.com/dynamics](http://www.microsoft.com/dynamics)

## Frequently Asked Questions

### Strategy

**Q. Why are you launching this offer in the United States now?**

A. Building on the success of 0% financing and continuing our commitment to customers during challenging economic times, we are introducing the Business Ready Flexible Pay promotion that will make it easier for customers to acquire Microsoft Dynamics solutions and to provide resellers the broadest set of competitive tools.

**Q. What is Microsoft trying to accomplish with this offer?**

A. We are always looking at ways to ensure customers have smart and simple purchasing options. Providing our customers with the ability to spread their payments over three years, delivers the affordability and predictability they may need while securing their solution today.

**Q. When does this offer start and end?**

A. The offer begins in the United States on April 20, 2009 and will end on December 23, 2009.

**Q. Which products are eligible for this offer?**

A. Microsoft Dynamics AX, Microsoft Dynamics NAV, Microsoft Dynamics GP, Microsoft Dynamics SL and Microsoft Dynamics CRM if purchased through Business Ready Licensing, are included in this offer. *(Note: Microsoft Dynamics CRM is also offered through our Volume Licensing program which includes multi-year payment options.)*

**Q. Which geographies will be involved in the offer program?**

A. We'll launch this in the United States on April 20<sup>th</sup>, 2009.

**Q. Will customers be able to use all of their enhancement benefits or will those benefits increase as their account balance is paid?**

A. Customers may start using their enhancement benefits on the day of initial purchase, from the E-Learning and to the Knowledge Base, which may help them realize rapid return on investment.

**Q. Will customers own the licenses they purchase through this offer?**

A. Yes. These are perpetual licenses for the customer but the license rights are temporary until all installments of the price of the license have been paid.

**Q. Does this require any special paperwork or application process?**

A. The Business Ready Flexible Pay promotion is not a financing offer to customer. While the offer does require the customer and reseller to sign a specific agreement outlining the payment terms, the customer will not be required to fill out an application, pay interest or fees as they may be required to do with standard financing offers.

**Q. Are there any processing fees or interest associated with the annual payments?**

A. No, the Business Ready Flexible Pay is not a financing offer to customers. There are zero fees and zero interest associated with the annual payments. Prices are standard Business Ready Licensing List Prices and orders are directly invoiced to resellers

**Q. How does Business Ready Flexible Pay compare to the traditional requirement of having to pay for licenses up front?**

A. The chart below illustrates how the purchase of a Dynamics solution would compare between traditional upfront license acquisitions versus a purchase under Business Ready Flexible Pay (BRFP). In this scenario, the customer is acquiring a solution that costs \$100,000 in licenses and an annual 16% maintenance plan. BRFP allows the customer the ability to spread their license cost into affordable and predictable payments over a 3-year term. Customers can experience a faster ROI by achieving a better matching of their software license investment with the increased productivity and savings from their Dynamics Business solution. Customers continue having complete discretion to set their own payment terms and condition with their resellers. The following chart depicts how payment is spread out to resellers.

Upfront Purchase versus Business Ready Flexible Pay			
Purchase Type	Yr1	Yr2	Yr3
Upfront	\$116,000	\$16,000	\$16,000
BRFP	\$49,333	\$49,333	\$49,333

*Based on a 100k license purchase and BRFP at 16%*

**Q. Is there an option to have quarterly or monthly payments under the Business Ready Flexible Pay?**

A. The Business Ready Flexible Pay promotion considers annual payments only. However, resellers are free to negotiate the payment terms of their choice with their customers.

**Q. Can I combine an ERP purchase with a CRM purchase to reach the customer license commitment?**

A. Yes, an ERP purchase with a CRM purchase (CRM purchased off the Dynamics Price List, including standalone CRM) can be combined to meet the minimum customer license commitment of USD \$30,000.

**Q. How does this promotion impact Premier or Business Ready Advantage Plan agreements?**

A. There should be no impact to the Premier or Business Ready Advantage Plan agreements. Business Ready Flexible Pay will require a Business Ready Enhancement Plan at 16% over the three year term. If a customer requires additional support, a Partner support plan or Microsoft Premier agreement can be separately purchased.

**Q. Where can I get more information?**

A. For further information about Microsoft Dynamics solutions and the Business Ready Flexible Pay promotion, please contact your Microsoft Dynamics Partner.