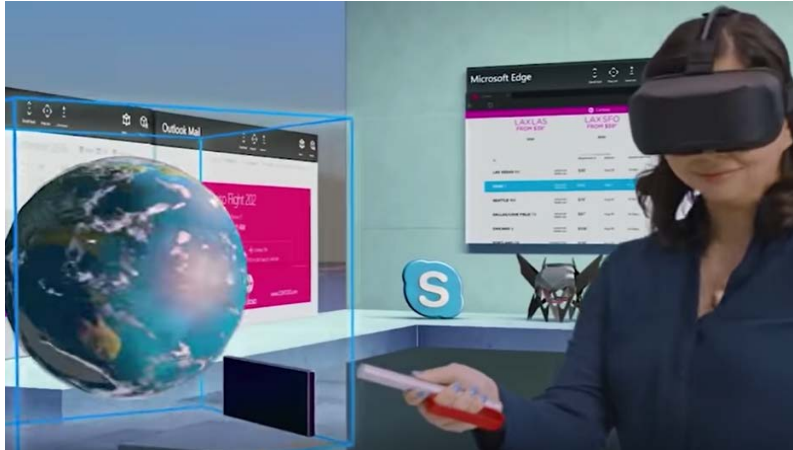


April 2017: 400M monthly active devices running Windows 10!

## NEW Windows 10 Creators Update coming April 11!

The Windows 10 Creators Update will begin to roll out to customers around the world on April 11 as a **free update**.



We designed Windows 10 to empower the creator in all of us. The Creators Update is designed to spark and unleash creativity, bringing 3D and mixed reality to everyone and enabling every gamer to be a broadcaster. Beyond creativity, it brings new features to Microsoft Edge, additional security capabilities, and privacy tools, and so much more.

Here are just a few of the new features coming in the Windows 10 Creators Update:

- 3D for Everyone and enabling mixed reality
- Watch, participate, and interact in real-time with Beam
- Microsoft Edge is faster and safer
- Easily managing your children's screen time
- Additional security and privacy protection

Want more information on the Windows 10 Creators Update? Check out the resources below:

- [Windows 10 Creators Update coming April 11, Surface expands to more markets](#)
- [Windows 10 partner devices bring Windows 10 Creators Update experiences to life](#)
- [Providing customers with more choice and control in the Creators Update](#)

Like what you are reading? If you want to keep receiving this newsletter, sign up now! You will be the first to know when new Windows 10 resources, events, and announcements come up.

Subscribe Now

## NEW Last Chance for You to Sponsor or Exhibit at the Microsoft Inspire Partner Conference

Remaining sponsor and exhibitor space in The Commons at the July Microsoft Inspire Partner Conference is limited, and the Inspire sales team is forecasting that they will sell-out the expo area in the next few weeks.

If you are considering sponsoring or exhibiting at Microsoft Inspire – which is on-track to be the largest Microsoft Inspire (formally WPC) event ever, now is the time to sign up.

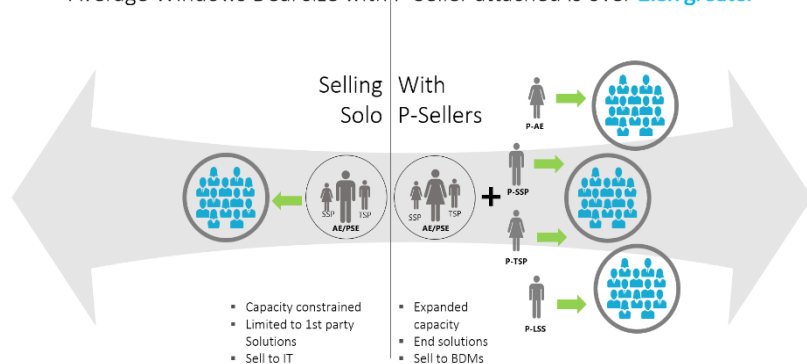
For more information, the sponsor and exhibitor prospectus can be downloaded here, or you can email [msinspiresales@microsoft.com](mailto:msinspiresales@microsoft.com) for additional details.



## NEW Join the Modern Desktop P-Seller Program Community

Attention Windows Partners! Join the [Microsoft Modern Desktop P-Seller Program Yammer Community](#) today to receive product updates, share your experiences, best practices, and collaborate with peers. This group grants you insider access to information that's specific to Microsoft Modern Desktop P-Sellers, including Windows, Devices, and SPE. Take advantage our Subject Matter Experts from across the globe who are available to answer your questions.

Average Windows Deal size with P-Seller attached is over **2.3x greater**



The Modern Desktop P-Seller Program is exclusive to Partners who have sellers in the Microsoft Partner Seller program. While Yammer and calls are accessible by the larger audience, you must be a P-Seller to be able to fully leverage the benefits of this program. Contact your local PSE to ask about how you can become a P-seller.

Register [HERE](#) for the Modern Desktop P-Seller Connect Webinar Series. This exciting series gives you exclusive access to 200-400 level Subject Matter Experts and content across the Microsoft Windows, Devices, and SPE portfolio as well as the newest Go to Market strategies. Be the first to see new GTM and technical content, hear about best practices, and engage in real-time question and answer sessions.

## SPOTLIGHT Sell Intune for Education and new Windows 10 PCs for school today

In January, we announced Microsoft Intune for Education, a new cloud-based application and device management service that is built on the proven Microsoft Intune service, offering easy setup and management in shared learning environments. We also announced the availability of Windows 10 devices from Acer, HP, and Lenovo, starting at just \$189, with many featuring Windows Ink, touch support and great designs that are perfect for the classroom. Now Windows 10 devices offer the power, performance and security schools need at the same price as Chromebooks, with none of the compromises.

[Learn about new Windows 10 devices designed for education and the introduction of Intune for Education.](#)

[Click HERE](#) to learn how Microsoft Education provides students, educators, and IT administrators what they are looking for: better learning outcomes on a platform they never outgrow.

Register as an Authorized Education Partner and log in to the [Microsoft Education Partner Network](#) to download the latest and greatest Microsoft Education readiness and marketing materials. Found in the sales and marketing section of MEPN.



## NEW Windows LSP and CSP Incentives and Profitability

Now through June 2017, take advantage of these opportunities and earn more for all the licenses you sell! Here are the key benefits to you as a partner:

### Make money with Windows as a managed service



- Get \$5 for every seat of Windows 10 Enterprise E3 sold
- Get \$10 for every seat of Windows 10 Enterprise E5 sold
- No need to sign up: if you close deals on Windows 10, your progress will automatically be tracked with your MPN ID
- EA and CSP: both license types are eligible!
- Doesn't matter if it's net new, renew, add on, or true-up: all these sales activities count
- No maximum cap on partner earnings, just a 20,000-seat cap per deal/customer
- No minimum number of seats required to start collecting rebates
- Just sell, and we'll get the rebates to you – Monthly for EA licenses and quarterly for CSP licenses

For full details, see the resources on the [Partner Site](#).

## NEW Windows 10 in CSP assets now available

### Online partner sales training courses on Windows Drumbeat

We've recently published two courses on [Windows Drumbeat](#), which offers online sales training content for partners.

#### Course description for Windows 10 Pro: Selling Scenario

Apply your knowledge from the Windows 10 Pro sales course in a consultative sales scenario with an SMB customer. Based on identified customer needs, you'll employ targeted messaging and address typical customer objections. You'll also learn strategies for turning a conversation about upgrading to Windows 10 Pro into further sales opportunities.

#### Course description for Secure Productive Enterprise E3

Learn where and how to sell Secure Productive Enterprise E3. A comprehensive offering that includes Windows, Office 365 and Microsoft's Enterprise Management and Security solution, SPE E3 is designed specifically for small and medium-size businesses seeking enterprise-grade security, management and productivity, and creates an opportunity for channel partners to create a more strategic and financially rewarding relationship with their customers.

### Updated to-partner and to-customer Windows in CSP marketing assets

In order to best prepare our Cloud Solution Provider (CSP) partner communities to engage SMB decision makers, we've updated our library of Windows 10 in CSP assets. These updated partner-ready materials are now available on the [Windows 10 Enterprise in CSP MPN page](#).

Examples of available assets include:

- A **to-partner presentation** summarizing the partner selling opportunity – including targeting and messaging, profitability, cross-sales opportunities and key reference information.
- An updated **through-partner customer presentation** detailing the end-customer benefits of purchasing Windows 10 Enterprise E3 as a small and mid-sized business.
- A **partner sales guide** detailing "deal flow" and best practices target SMB customers with Enterprise E3 messages – includes step-by-step guidance on how to approach a sale.
- **Messaging framework** and **copy blocks** for creating their own marketing content.



## NEW Register for Surface in Government Webinar

Join us for the upcoming Surface in Government Webinar on April 5. In this webinar, the Surface Marketing team will cover how Surface is transforming Government, and how partners can engage in being part of that transformation. Details and registration information are provided below:

**Webinar Details:** Date: April 5, 2017 | Time: 8:00 AM - 9:00 AM Pacific | [Register](#) | [Calculate your local time](#)

Sign up [HERE](#) for the Surface Partner Newsletter!

## NEW ISVs: Register for Windows Developer Webinar

**Webinar: April 24<sup>th</sup> and April 26<sup>th</sup> at 10:00AM Pacific Time (PST).** Windows 10 has been designed to help ISVs decouple their application releases from Windows updates so they can now be in full control of their own release schedules while maintaining application compatibility. As of today, more than 400 million devices are running Windows 10. These devices are now ready for quality and feature updates that eliminate multi-year gaps in Windows upgrades that users experienced in the past. ISVs will be able to leverage and take advantage of a continuous stream of innovation by Microsoft to help modernize their apps, make them more secure and improve performance. Microsoft Partners are invited to participate in a 1-hour webinar that will cover what they need to do to ensure technical and business readiness.

[Sign up now](#) for this webinar to help get your business ready – with application design and compatibility validation.

Find out how you can benefit from Windows 10 through deployment, managed services, new devices, and security. Bookmark the MPN Windows 10 solution page to your Favorites!

Visit the one-stop partner shop for Windows 10

## Register for the Inspire Partner Conference!

Microsoft Inspire is where the world meets to transform business. Hear the latest revelations from industry experts, top Microsoft leaders, and fellow Microsoft partners and take part in the face-to-face conversations that can lead to your company's next big opportunity.



Inspire is the event of the year and takes place on July 9 – 13, 2017 at the Walter E. Washington Convention Center in Washington DC. Are you ready to be inspired?

[Register today for Microsoft Inspire](#)

Once registered, check out the valuable resources below to prepare for your visit to Inspire and Washington DC:

- Check back [here](#) for updates from Inspire to prepare for the conference
- [Explore the 2016 sessions](#) to familiarize yourself with Inspire
- [Read our FAQ](#) for answers to questions about Inspire and visiting Washington DC

## Upcoming events

### Microsoft Build

[Register for Build](#) | May 10-May 12, 2017 | Washington State Convention Center, Seattle

Software continues to transform the world in remarkable ways, and developers are at the center of it. We're inviting developers to join us in downtown Seattle to learn about latest new technologies and exciting plans on the horizon. As always, Microsoft Build is filled with strong technical sessions as well as opportunities to meet and learn from others in the industry.

Learn more about [Microsoft Build](#)

### Microsoft Inspire

[Register for Inspire](#) | July 9-July 13, 2017 | Walter E. Washington Convention Center, Washington DC

Connect with partners, Microsoft employees and industry experts at Microsoft Inspire. With past attendance exceeding 16,000 people from around the globe, Microsoft Inspire provides a week full of networking, learning and collaboration.

Learn more about [Microsoft Inspire](#)

### Online Windows Tech Series Events

#### Management

Region	Language	Date	Registration Link
Europe, Middle East and Africa	English	April 26, 2017	<a href="#">Technical Deep Dive on Windows Management</a>

#### Deployment

Region	Language	Date	Registration Link
Americas	English	April 3, 2017 - April 4, 2017	<a href="#">Technical Deep Dive on Windows Deployment</a>
Asia Pacific	English	May 3, 2017 - May 5, 2017	<a href="#">Global: Technical Deep Dive on Windows Deployment</a>
Europe, Middle East and Africa	English	April 11, 2017	<a href="#">Technical Deep Dive on Windows Deployment</a>

#### Security

Region	Language	Date	Registration Link
Americas	English	April 18, 2017	<a href="#">Introduction to Windows Security</a>
Europe, Middle East and Africa	English	April 27, 2017	<a href="#">Technical Deep Dive on Windows Security</a>

#### Windows on CSP

Region	Language	Date	Registration Link
Europe, Middle East and Africa	English	April 10, 2017	<a href="#">Technical Deep Dive on Windows CSP - EMEA</a>
Europe, Middle East and Africa	Italian	April 3, 2017	<a href="#">Sicurezza da grande azienda ad un piccolo prezzo: scopriamo insieme Windows 10 Enterprise in CSP</a>

Learn more about [Online Windows Tech Series events](#)

## Programs and Resources

Windows Solutions for Partners

Windows 10 for Business

Secure and Productive Windows 10 Enterprise

Windows 10 Enterprise E3 in CSP

Windows Partner Community Blog Series

Windows Partner Yammer Group

Windows Education Partner Network