

Microsoft Partner Guidance for Partner-initiated Microsoft Teams Trial

LAST UPDATED: 6/27/2019

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Teams Trial FAQ

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Using this guide

This document provides Microsoft Partner guidance for the partner-initiated Microsoft Teams Trial.

Overview

The partner-initiated 6-month trial of Microsoft Teams in CSP enables partners to provide customers with the full Teams experience through campaigns that drive customer acquisition, upsell, and customer retention. New, Exchange Online Only or Office 365 Business customers can experience Teams hub for teamwork that brings together chat, meetings, and Office 365, all in one place. Partners Center reporting allows partners to confidently engage with customers throughout the sales and deployment lifecycle. See below for details of this trial offer.

Subscription name: Microsoft Commercial Teams Trial

Trial offer ID: dd3496ba-a49b-4475-9f40-8c333709ef87

Frequently asked questions

Why create a partner-initiated trial?

Partners manage a large portion of customers who do not have access to Microsoft Teams today. Creating a trial for partners enables them to leverage the value Teams programmatically with customers in their sales and marketing motions. This trial provides partners with the trial lifecycle reporting they need to help customers know when they can use the trial and when it will expire, thus being able to enable the capability for new trial customers and manage follow ups when trial is expiring.

What is unique about this trial?

Partners require trial lifecycle reporting to tie trials into their sales and usage campaigns. Reporting enables partners to coordinate customer activities when trials are activated and/or before trials expire. It isn't possible to include this set of necessary reporting into the current user-initiated trial.

How should partners use the Teams Trial

Partners should use this trial for enhancing business in the following three areas:

- 1) Acquire new customers
- 2) Upsell customers to premium SKU's
- 3) Retain customers

Which user scenarios are supported in this trial?

- 1) Net new customers to Office 365
- 2) Existing customers with SKU's that don't include Microsoft Teams

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- a. Exchange Online (Plan 1 / Plan 2)
- b. Office 365 Business

How does the trial drive customer acquisition?

Partners can include this trial into current customer acquisition motions that entice new customers to sign up for partner services. Throughout the trial partners have opportunity to engage with customers to purchase partner services and SKU's that include Microsoft Teams.

How does the trial drive upsell?

Partners can engage with customers who have Exchange Online Only or Office 365 Business SKU's to help them experience the full value of Microsoft Teams. Throughout the trial partners can engage with customers to explore business cases that drive customers to buy premium SKU's.

How does the trial support customer retention?

Partners can engage with customers who are dormant and/or discontinuing services by enticing them with new capabilities and services provided in this trial. These new capabilities may entice the customer to continue to purchase partner services and possibly upgrade to premium SKU's.

How would a partner take advantage of this trial with customers?

Partners are encouraged to follow the below sequence to gain maximum value from the trial.

Sequence	Timeline	Activity
1	T-180	Identify Exchange Only or Office 365 Business customers
2	T-170	Target customers via sales processes (e.g. telesales)
3	T-160 - 140	Discuss teamwork related business use cases (chat, file collaboration, meetings)
4	T-140	Activate Microsoft Teams Trial
5	T-120	Enable business use cases
6	T-60	Document customer value from using Teams
7	T-45	Upsell to premium SKU and offer value added services

Do partners have to wait 6 months to convert customers to higher paid SKU?

No, partners can convert customers from Trial to Paid SKU's at any time during the trial.

Will the trial automatically to convert to a paid SKU with Teams?

No, the trial will simply end, there will be no automatic changes to the customers purchased SKU's.

Can partners get usage credit for usage during the trial period?

No, trial usage does not count toward Teams usage. To capitalize on the usage incentives, convert the customer to a paid SKU before they cross the usage incentive threshold.

Who can start the customer trial and who is notified?

CSP partner can initiate the trial through Partner Center.

Once the trial subscription has been created what else needs to be done?

Before users can access the trial, users must be enabled in the Microsoft 365 Admin Center.

Details of the trial

How long does the trial last?

The trial lasts for six (6) months from the date it is initiated in Partner Center. It is user-agnostic, meaning that a user added to a trial that was initiated five months ago will only have one month of free usage available. For example, if a partner initiated the trial in Partner Center on January 25, 2019, the trial would expire on July 24, 2020 at midnight GMT for all users assigned subscription licenses.

When does the trial start?

The trial starts on the date that the trial is initiated for the tenant, not when users are assigned licenses.

Which customers are eligible for the 6-month free trial?

- New customers without an Office 365 Tenant
- Exchange Plan 1
- Exchange Plan 2
- Office 365 ProPlus
- Office 365 Business
- Dynamics 365

Which customers are not eligible for the trial?

Organizations aren't eligible for the trial if:

- They are a Syndication Partner customer
- They are a GCC, GCC High, DoD or EDU customer

What happens when the trial ends?

If the trial ends and a user is not immediately upgraded to a subscription that includes teams, the user data is not removed. The user still exists in Azure Active Directory and all data within Teams remains. Once a new license is assigned to the user to enable Teams functionality again, all content will still exist.

For more information, see [Office 365 licensing for Microsoft Teams](#)

How many seats are included in the trial?

Trial subscriptions will be provisioned for up to 1000 seats to ensure teams can be deployed to the entire organization.

How do you upgrade from the Trial?

To upgrade users from the trial license, do the following:

1. Purchase a subscription that includes Teams. ([link](#))
2. Remove the trial license (i.e. <Microsoft Teams Trial> from the user.)
3. Assign the newly purchased license.

Which service plans are included with this trial?

For each license assigned to a user in the trial they will receive 2 GB of SharePoint Online storage and the following to experience the full value of Microsoft Teams:

- Exchange Foundation
- Flow for Office 365 Plan 1
- Forms
- Microsoft Planner
- Microsoft Whiteboard
- Microsoft Teams (Teams1, Teams IW)
- Office Online
- PowerApps for Office 365 Plan 1
- SharePoint Online Kiosk
- Stream
- Sway
- Yammer Enterprise

What are the limitations of the trial?

What if a customer has Exchange On-premises?

Calendar functionality in Teams will not be supported if organizations are not using Exchange Online or a supported version of Exchange On-Prem (Exchange 2016 CU3+ or Exchange 2013 CU17+).

Managing Teams trial offer

How do I enable the Partner-initiated Teams trial?

Please see the Step-by-Step guide on the steps required in Partner Center to enable the trial for customers

Who is notified when the Trial is initiated?

Customers billing admins will be notified when a partner initiates the Microsoft Team Trial. Customers will also be able to see a trial subscription of "Microsoft Teams Trial" is seen in their list of available subscriptions.

How is the trial managed and users assigned licenses?

Tenant admins or delegated admin partners can assign or unassign licenses provided through the trial for users to take advantage of the Microsoft Teams Trial.

Partner-initiated vs. User-Initiated Trail

What is the Microsoft Teams User-Initiated trial?

The Microsoft Teams Commercial Cloud Trial which is initiated by a customers end user or administrator offers companies with an AAD Commercial domain or an Office 365 license that does not include Teams a 1-year trial of the product. Excludes Syndication Partner Customers or customers in GCC, GCC High, DoD, or EDU.

How is the User-Initiated trial different from Partner-Initiated trial?

Partner-initiated trial is designed to help partners acquire new customer, drive upsell, and retain customers by leveraging the customer value of Microsoft Teams. The partner trial duration is 6-months so that partners can build pipeline and convert customers to premium SKU's within a typical sales campaign.

- Partner-initiated trial is integrated into Partner Center
- Partners can initiate the trial for customers when they are ready
- Partner Center reports allows visibility into customers trial dates enabling additional services and upsell opportunities

Are there differences in features and services in the two trials?

The partner-initiated trial offers the exact same features and services capabilities as the user-initiated trial. The main differences are that the partner-initiated trial doesn't require an AAD Commercial Domain and can be used for new and existing customers.

Can CSP customers use the user-initiated 1-year trial?

Yes, however, partners will not have visibility to when the user-initiated trials begin or end.

Can both trials run at the same time?

No

Supporting the partner-initiated trial

How do partners get support for trial related questions?

Partner are supported through the regular process for other products. No additional support is provided for the trial.

Learn about Microsoft Teams

[Success with Teams](#) – core IT Pro Training

Training courses for Microsoft Teams Training on [Edx](#)

Certifications: [Microsoft 365 Certified: Teamwork Administrator Associate](#)