



Help your customers find the solutions that fit.

The Big Easy Offer 3.0 gives your customers choice when purchasing Microsoft products and solutions that fit their needs. Help them find the right solution for their organization while earning money back in the form of partner subsidy funds. They can use for these funds for the implementation of their Microsoft solution including software, hardware and services.

Here's How the Big Easy Offer Works:

Customers can take advantage of this offer by following these simple steps:

- **Review** list of qualifying products at www.microsoftincentives.com/bigeasy.
- **Purchase** qualifying products between March 2, 2009 and June 26, 2009.
- **Ensure** your customer submits their redemption request. Many partners offer to assist their customers with this process.
- **Engage** the customer to help them spend their partner subsidy funds within 90 days from check issue date

Get started today

- 1. Prepare**
Visit The Big Easy Offer partner portal <https://partner.microsoft.com/us/bigeasyoffer> to learn more about the offer, review an informative webcast, understand the Terms and Conditions, and leverage the Big Easy Calculator.
- 2. Promote**
Presentation, e-mail, flyer, and postcard templates are available to help you discuss the benefits of the offer with your customers.
- 3. Close More Sales**
Advance customers through the sales process and help them redeem the offer at <http://www.microsoftincentives.com/bigeasy>.

Show your customers the full value of the offer:

We've created a Big Easy Calculator to help estimate the potential subsidy funds your customer can earn. Visit www.microsoftincentives.com/bigeasy/estimate.aspx to see how they might benefit from The Big Easy Offer.

It's a Limited Time Offer...

don't wait to take full advantage!

Offer period: March 2, 2009 through June 26, 2009. Start calling your customers to promote the offer today.

Create demand with the following Ready-to-Go Campaigns:

<https://partner.microsoft.com/readytogo>

- Core Infrastructure
- Virtualization & Server Optimization
- Exchange Server 2007
- First Server, Right Server
- Microsoft Dynamics CRM
- Microsoft Office 2007 Productivity Boost
- Search, Share, Collaborate
- Security & Reliability
- Small Business PC Campaign
- Upgrade Desktop

Microsoft[®]