





## Office 365 CSP vs Open Licensing vs Direct Model




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End User	Office 365		
	CSP	Open Licensing	Direct/Advisor Model
Pays by	Monthly bill for End User	Invoice	Credit Card
Payment to	Reseller	Reseller	Microsoft
Setup delay	1 day	1-2 days	Instant
Can be added to demo environment	✔ 	✔ 	✔ 
Can be subscribed to from portal	✔	✘	✔
Ability to change licence during term (flexible)	✔	Transfer or forfeit existing subscription 2 	✔

Reseller	CSP	Open Licensing	Direct/Advisor Model
Length of subscription	No commitment	12 Months Prepaid	Monthly/Annual agreement
Margin on sale	✔	12% (approx)	✘
Finders fee	N/A	N/A	12%
Cashbacks available	✔	Varies per promotions	✔
Cashback at publication date	Set by reseller	6%-10%	4% P/A (Quarterly)
Value included in PowerUp deals	✔	✔	✘
Can be returned after purchase	✔	✔ 	Forfeiture costs
Other promotions available	✔	✔	✘
Automatic assignment of Partner of Record	✔	✔	✘
Distributor queries for returns, order assistance	✔	✔	✘

-  1 Adding licences to existing demo environments is **not** advised. Please create a new tenant for the live environment when possible
-  2 Customers will either need to reassign the licence, or leave unused for the remainder of the term
-  3 Only available if licence has not been registered in an Office 365 tenant

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