

Häufig verwendete Akronyme in der OCP

A	
ACA	Azure Customers Adds
ACR	Azure Customer Revenue
Actuals	Aktuelle Zahlen
ADS	Architecture Design Session
AKC	Azure Container Services
B	
BDM	Business Decision Maker
Budget	Umsatzziele
C	
CD	Channel Development Partner
Challenger Sales	MS Sales Methode
CHIP	Channel Incentives Platform (https://channelincentives.microsoft.com)
CI	Channel Incentives
Cloud MSP	Serviceprovider mit dem Fokus Public Cloud
CRM	Customer Relationship Management
CSA	Cloud Solution Architect
CSP	Cloud Solution Provider
D	
DCM	Data Center Migration
DPOR	Digital Partner of Record
E	
EA	Microsoft Enterprise Agreement
EBC	Executive Briefing Center
ECIF	Enterprise Cloud Investment Funds
ECM	Enterprise Channel Manager
Enablement	Weiterbildung durch Trainings
Enterprise	Großkundensegment
G	
GTM	Go-To-Market
I	
IAMCP	International Association of Microsoft Channel Partners
IP (Co-Sell)	intellectual property (Co-Sell)
ISV	Independent Software Vendor
IUR	Internal Usage Rights
L	
LSP	Licensing Solutions Partner
M	
MOOC	Massive Open Online Course
MPN	Microsoft Partner Network

MRI	Managed Reseller Incentives Programm
MSP	Managed Service Provider
MSP Transformation	Transformation eines MSP zu Cloud MSP
MSX	internes CRM
N	
NCA	Net Customer Adds
O	
OCP	One Commercial Partner
P	
PCMM	Partner/Channel Marketing Manager
PDM	Partner Development Manager
PI	Partner Incentives
PIEX	Partner Incentives Experience Tool
Pipe Coverage	Für wie viel % des Zielbudgets liegt eine qualifizierte Pipeline vor?
PMA	Partner Marketing Advisor
POC	Proof of Concept
P-Seller	Partner Seller
PTA	Partner Technical Architect
PTS	Partner Tech Strategist
S	
SET	Sales Excellence Team
SI	System Integrator
SMB	Small and Medium Businesses
SMC	Small, Medium, Corporate
Social Selling	Gezielte Kontaktaufnahme mit potentiellen Kunden über berufliche Netzwerke
STU	Specialist Team Unit (Microsoft Fachvertrieb)
T	
TCM	Territory Channel Manager
TE	Technical Evangelist
X	
X on Azure	X als Platzhalter für Lösungen die auf Azure laufen

GEWINNEN GEMEINSAM
EINFACH
MIT PARTNERN
DAS OCP PRINZIP