



Business Applications Partner Alert

September 2025



Dynamics 365 Bridge to Cloud 3 (BTC3) Promotion

Summary

Effective January 1, 2026, Microsoft is launching a new Dynamics migration promotion, "Bridge to Cloud 3 (BTC3)," to help your on-premises customers move to the cloud. This new offer builds upon and replaces the BTTC2 promotion that expires December 31, 2025.

BTC3 offers eligible customers a 30% discount on three year-term subscriptions for most Dynamics 365 products, with enrollment from January 1, 2026 through December 31, 2027.

The new offer maintains similar benefits to BTTC2, but has a reduced discount level. It continues Enhancement Plan (EP) renewal at no extra cost during the promotional term and additional savings for eligible customers with high concurrency that are migrating from NAV to Dynamics 365 Business Central online.

Key Offer Terms

- Signup Period: January 1, 2026 – December 31, 2027
- Licensing Program: Cloud Solution Provider (CSP) (NCE partner-led)
- Eligible Customers and Products: This promotion applies to customers migrating from most Dynamics on-premises perpetual products purchased through Dynamics Price List (DPL) to functionally similar Dynamics 365 online per-user commercial SKUs with a 3-year term on NCE. On-premises product must have been licensed prior to September 1, 2024 and must have an active Enhancement Plan (EP). Customers may not have previously licensed their chosen Dynamics 365 online product.
- Discount and Duration: 30% discount on Commercial-segment list price; applies during fixed 3-year term from enrollment. Non-renewable.
- See aka.ms/BTC3 for additional terms and conditions.

Until new promotion goes live, this is a great opportunity to drive urgency to buy. Drive your customers to take advantage of BTTC2's 40% promo discount. Better yet, lock in your Business Central customers before November 1, 2025, when product pricing will increase—customers will benefit for the full duration of their three-year promo term!

Important dates to remember:

- November 1, 2025: Business Central prices increase
- December 31, 2025: Sign-up for Bridge to the Cloud 2 offer ends
- January 1, 2026: Sign-up for Bridge to Cloud 3 (BTC3) offer begins

Call to Action

- Learn more about the Bridge to Cloud 3 promo by reading the promo policy and FAQ at aka.ms/BTC3

- Visit the [Dynamics 365 Partner Hub](#) for additional migration resources including the [BC Migration Offer Calculator](#) and the [On-Prem to Cloud Migrations Guide](#)
- Refer your Dynamics GP and SL customers to the blog available at aka.ms/BCMigrate

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