

Executive Overview

Eligible Dynamics on-prem customers are being offered a 30% discount to move to the cloud version of [Microsoft Dynamics Business Central](#). Clients First Business Solutions is a highly respected Microsoft business partner that can make your upgrade as a smooth and productive experience.

Bridge to Cloud 3 (BTC3)

On January 1, 2026, Microsoft released their “Bridge to Cloud 3” (BTC3) NCE promotion, which offers eligible Dynamics on-prem customers a 30% discount on cloud licenses with a 3-year non-cancellable term. The 30% savings lasts throughout the 3 year commitment. This is a great way to modernize, reduce long-term infrastructure costs, and move to the cloud with predictable pricing. The promotion runs from January 1, 2026 - December 31, 2027, and applies to most Dynamics on-prem customers. The 30% discount applies to commercial-segment list prices. After the 3-year term ends, the licenses will renew at the current list price.

Eligibility for BTC3

There are a few licensing requirements to be eligible for the promo. Customers must purchase cloud licenses with an annual value equal to or greater than their annual Enhancement Plan renewal amount, and they must maintain this requirement throughout the entire promotional term. Customers with an active EP plan can enroll in the promotion at any time during their EP term, but no credit or refund will be provided for the unused portion of the current EP plan’s term. During the 3-year promotional term, the EP will renew at zero cost on the anniversary date.

Why Move to the Cloud Now?

Legacy on-prem systems increase IT overhead, security risk, and upgrade complexity. Moving to Dynamics 365 gives you:

- Automatic updates and continuous innovation
- Enterprise-grade security and compliance
- Anywhere access for your workforce
- Scalable licensing aligned to business growth



- Reduced infrastructure and server costs

With BTC3, you lower the financial barrier to making the move.

Who Is This For?

BTC3 is designed for organizations currently running:

- Dynamics GP
- Dynamics NAV
- Dynamics SL
- Dynamics AX
- Dynamics CRM

If you are planning a move to Business Central, Finance, Sales, Customer Service, or another Dynamics 365 application, this promotion may apply to you.

Eligibility depends on Microsoft's defined product mapping and CSP enrollment requirements — which Clients First will validate for you.

Beyond the Benefit of a Big Discount

The BTC3 promotion offers several benefits beyond discounted cloud licenses and a zero cost EP renewal.

- Customers can opt for monthly, annual, or triennial billing options.
- Customers also have dual access rights during the migration period, meaning they can continue using the legacy on-prem system while they are migrating to the cloud.
- Another great feature of the promo is that Microsoft is offering additional \$0 users if certain requirements are met. If a customer purchases cloud licenses that equal or exceed twice the annual EP cost, they are eligible for extra cloud licenses at no additional cost for use up to two years. In addition, if during the promotional period a customer requires additional on-prem users, they will be able to purchase them at a 50% discount.

Why Work with Clients First Business Solutions?

Migrating to Dynamics 365 is more than licensing — it's strategy, execution, and adoption.

- **Licensing & Eligibility Validation** - We confirm whether BTC3 applies to your environment before any commitments are made.



- **Migration Roadmap** - We define your target solution, integrations, timeline, and cost structure.
- **Implementation & Optimization** - We handle configuration, data migration, user training, and post-go-live support to ensure long-term success.

Our focus is simple: minimize risk, maximize ROI, and modernize your business systems the right way.

Ready to See If You Qualify?

If you're running Dynamics on-prem and considering a cloud move, now is the time to evaluate BTC3.

Clients First Business Solutions will:

- Review your current licensing
- Confirm eligibility
- Estimate your potential savings
- Outline a practical migration plan

[Schedule your BTC3 eligibility review today](#) and find out how much you could save moving to Dynamics 365.

Bottom Line

We are excited to be able to offer this promotion to existing Microsoft on-prem customers. Please reach out to us for further details and a personalized plan for your cloud migration! Remember these key benefits:

- **30% off** cloud licenses for three years, with flexible billing (monthly, annual, or triennial)
- **Enrollment window** is between January 1, 2026 and December 31, 2027
- **Dual/Enhancement Plan renewal at no extra cost** during the promo term, allowing continued on-premises use while migrating
- **50% discount** on additional on-premises user licenses until Dec 31, 2027

