



Microsoft Cloud Partner Program

Walking deck



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Microsoft Cloud Partner Program

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Welcome to the Microsoft Cloud Partner Program

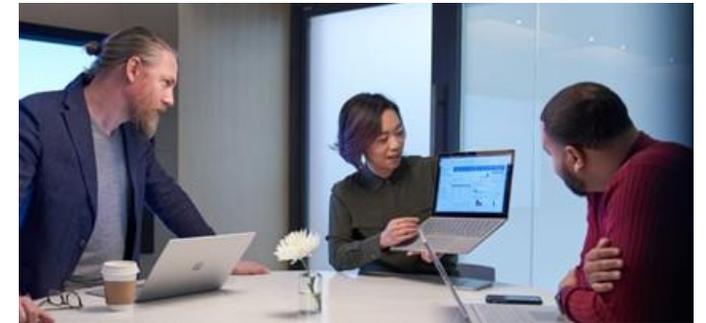


The world and how we work is rapidly changing. The opportunities for Microsoft partners—whether you build and sell services, software solutions, or devices—are significant. The capabilities required by our customers are evolving, and our partner programs are changing to meet that demand.

In this walking deck, we've outlined the Microsoft Cloud Partner Program—focused on simplifying our programs, delivering greater customer value, investing in your growth in new ways, and recognizing how you deliver customer value.

The Microsoft Cloud Partner Program is your foundation for growth and profitability

Our program is a portfolio of tools, resources, and offerings to help you meet evolving customer opportunities, innovate for any cloud scenario on an extensible platform, join a community of partners committed to serving customers, and deliver successful solutions to industries and markets worldwide



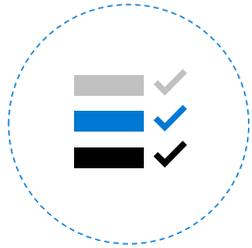
Tap into the largest
technology ecosystem

Innovate on the most
comprehensive, end-to-end
cloud platform

Do business with a partner
you can trust

Focusing on customer needs and your growth

We're providing clear pathways for partners to grow their business, deliver customer success, and invest in their partnership with Microsoft



Simplified partner programs

New **Solutions Partner** designations demonstrate your organization's breadth of capabilities on the Microsoft Cloud. The six solution area designations in market are aligned to where we see customer demand and where partners have the greatest opportunity to scale to meet customer needs.



Validating partner capabilities to deliver successful outcomes

New **partner capability score** holistically measures your organization's technical capabilities and experience across performance, skilling, and customer success.

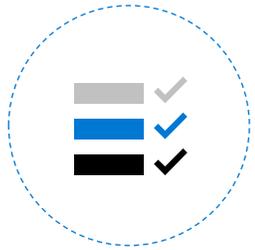


Investing in partners' profitability

Program benefits continue to support you as you grow your business. We are making investments to help encourage business development, increase customer reach, and expand technical skilling and enablement.

New Solutions Partner designations

The Solutions Partner designation is the first opportunity for you to set yourself apart from the competition by demonstrating your organization's breadth of capabilities in solution areas with high customer demand and opportunities to scale



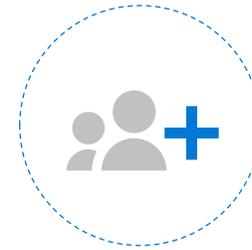
Easily identifiable

Customers want to work with partners who have the right skills and capabilities to meet their needs. A Solutions Partner designation identifies partners with specific capabilities and experiences in high customer demand solution areas.



Choose one or more

Partners can choose to earn one Solutions Partner designation, or more, if applicable to your organization. Once you attain a Solutions Partner designation, subsequent designations can be attained, after requirements are met, with no additional fee.



Opportunity

There are significant opportunities for partners in this new world of work—whether you build and sell services, software, or devices. We're continuing to invest in new designations to differentiate solutions based on partners' technical maturity and customer success.

Distinguish yourself with Solutions Partner designations



Solutions Partner
for Business
Applications



Solutions Partner
for Data & AI
(Azure)



Solutions Partner
for Digital & App
Innovation (Azure)



Solutions Partner
for Infrastructure
(Azure)



Solutions Partner
for
Modern Work



Solutions Partner
for
Security



*Solutions Partner
for Microsoft
Cloud



Designations aligned to the Microsoft solution areas recognize your broad technical capabilities and demonstrated success delivering technology solutions.

Benefits aligned to your Solutions Partner designation include product benefits, go-to-market services, co-sell eligibility, skilling and sales enablement resources, and customer-facing badges to help you market your expertise.

Specializations further validate deep technical expertise after you attain a Solutions Partner designation and set you apart from the competition.



*Partners who attain all six Solutions Partner designations receive a Microsoft Cloud badge, recognizing your capabilities across the Microsoft Cloud.

Holistic measurement through the partner capability score

The Solutions Partner designation has a holistic measurement framework, the partner capability score, which measures your organization's technical capabilities, allowing you to showcase solutions you have delivered to help customers succeed and grow.



Maintain flexibility

New telemetry-based partner capability score model provides you with flexibility to demonstrate your knowledge, skills, and experience.



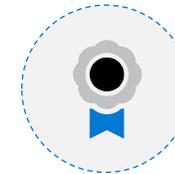
Validate capability

Demonstrate your organization's capability in 1) performance, 2) skilling, and 3) customer success. Partners need at least 70 points out of a possible 100 points to attain a Solutions Partner designation.



Track your progress

The partner capability score dashboard in [Partner Center](#) shows how you're tracking towards new designations and where you can take action to increase your score.



Showcase your expertise

New customer-facing badges help you stand out and market your capabilities once you've attained a designation.

How to attain a Solutions Partner designation

The partner capability score provides flexibility to demonstrate knowledge, skills, and experience across subcategories of performance, skilling, and customer success.

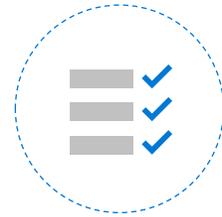
A minimum of **70** points must be earned, with points in each category.

There are **100** points possible in total across categories.



Performance

This category is measured by net customer adds.



Skilling

This category verifies and demonstrates your dedication to skilling and training by intermediate and advanced certifications.



Customer success

This category is measured by usage growth and the number of solution deployments.

Admins can sign in to [Partner Center](#) to see how your organization is progressing towards a Solutions Partner designation.

Requirements for each Solutions Partner designation

Each designation has a specific number of possible points that can be earned per category. You have the flexibility to choose which categories to focus on within a solution area to match your business needs

Each Solutions Partner designation requires **70+ points** with at least one point in each subcategory

| | | Solutions Partner for Business Applications | Solutions Partner for Data & AI (Azure) | Solutions Partner for Digital & App Innovation (Azure) | Solutions Partner for Infrastructure (Azure) | Solutions Partner for Modern Work | Solutions Partner for Security |
|----------|------------------|---|---|--|--|---|---|
| | | Subcategory | | | | | |
| Category | Performance | Net customer adds >> 15 _{pts} | Net customer adds >> 30 _{pts} | Net customer adds >> 30 _{pts} | Net customer adds >> 30 _{pts} | Net customer adds >> 20 _{pts} | Net customer adds >> 20 _{pts} |
| | Skilling | Intermediate Certs >> 20 _{pts} | Intermediate Certs >> 40 _{pts} | Intermediate Certs >> 20 _{pts} | Intermediate Certs >> 20 _{pts} | Intermediate Certs >> 10 _{pts} | Intermediate Certs >> 40 _{pts} |
| | | Advanced Certs >> 15 _{pts} | | Advanced Certs >> 20 _{pts} | Advanced Certs >> 20 _{pts} | Advanced Certs >> 15 _{pts} | |
| | Customer Success | Usage Growth >> 30 _{pts} | Usage Growth >> 20 _{pts} | Usage Growth >> 20 _{pts} | Usage Growth >> 20 _{pts} | Usage Growth >> 30 _{pts} | Usage Growth >> 20 _{pts} |
| | | Deployments >> 20 _{pts} | Deployments >> 10 _{pts} | Deployments >> 10 _{pts} | Deployments >> 10 _{pts} | Deployments >> 25 _{pts} | Deployments >> 20 _{pts} |

represents maximum number of points in that subcategory

Grow your partner capability score with partner associations

Make sure your organization is receiving the points you've earned by having the right associations in place



Associations are the sole mechanism by which customer success, performance, and skilling subcategory points are acknowledged and calculated towards achieving Solutions Partner designations



There are two paths to earning points:

- **Partner associations** recognize partners for performance and customer success subcategories including net customer adds, usage growth, and deployment
- **Certified professional associations** provide visibility into the certifications individuals in your company have earned



Ensure your partner associations are connected as you prep to attain Solutions Partner designations

Explore the [Partner Associations Playbook](#) for more information on which associations are right for you and additional steps to maximize your partner capability score.

Benefits for Solutions Partner designations

Benefits for Solutions Partners are effective, helpful, and relevant to your organization. We're investing more to help you with business development, increasing customer reach, and expanding technical skilling and enablement.



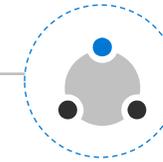
Encouraging business development

- Product benefits (formerly internal use licenses) have been designed to align to the Solutions Partner designations, including:
 - Azure bulk credits for your organization
 - Access to development environments
 - New cloud services subscriptions that are most relevant in market



Increasing customer reach

- Co-selling with Microsoft to expand your customer footprint
- Go-To-Market services, assets, and personalized consultation to help you along your marketing journey
- Microsoft solutions provider placement to increase exposure
- Customer-facing badges to showcase your capabilities



Expanding technical skilling and enablement

- Personalized assistance, comprehensive courses, and world-class Microsoft experts to build your knowledge
- Technical presales and deployment services to help you deliver solutions faster
- Product (on-prem and cloud), platform, and technical support to help you troubleshoot specific issues

For details about benefits specific to each Solutions Partner designation, review our [benefits guide](#)

Differentiate further with specializations

Once you attain a Solutions Partner designation, you can further differentiate your deep technical expertise and experience with specializations



Greater customer confidence

Earning a specialization validates your deep technical expertise, differentiates you from your competitors in areas with high customer demand, and helps customers identify your ability to meet their specific needs



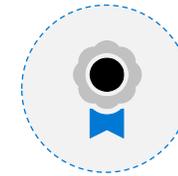
Prioritization

Benefits to earning a specialization include prioritization ranking in the commercial marketplace and evaluation for active cooperative selling opportunities with Microsoft field sellers



Incremental product benefits

Gain access to incremental product benefits to further accelerate your business, including greater access to Azure credits, additional product licenses, and cloud service subscriptions that are most relevant in market today



Showcase your expertise

Earn a customer-facing badge to display on your business profile in the Microsoft AppSource partner gallery to promote your expertise

Learn more about earning [specializations](#) to further differentiate your capabilities to customers.

How specializations map to Solutions Partner designations



Business Applications

Microsoft Low Code Application Development
Small and Midsize Business Management



Data & AI (Azure)

AI and Machine Learning on Microsoft Azure
Analytics on Microsoft Azure
Data Warehouse Migration to Microsoft Azure
Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI
Hybrid Operations and Management with Microsoft Azure Arc
Kubernetes on Microsoft Azure
Linux and Open Source Database Migration to Microsoft Azure
Modernization of Web Applications to Microsoft Azure
Windows Server and SQL Server Migration to Microsoft Azure



Digital & App Innovation (Azure)

AI and Machine Learning on Microsoft Azure
DevOps with GitHub on Microsoft Azure
Hybrid Operations and Management with Microsoft Azure Arc
Kubernetes on Microsoft Azure
Microsoft Low Code Application Development
Modernization of Web Applications to Microsoft Azure



Infrastructure (Azure)

Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI
Hybrid Operations and Management with Microsoft Azure Arc
Linux and Open Source Database Migration to Microsoft Azure
Microsoft Azure Virtual Desktop
Microsoft Azure VMware Solution
Networking Services in Microsoft Azure
SAP on Microsoft Azure
Windows Server and SQL Server Migration to Microsoft Azure



Modern Work

Adoption and Change Management
Calling for Solutions for Microsoft Teams
Meetings and Meeting Rooms for Microsoft Teams
Modernize Endpoints
Teamwork Deployment



Security

Cloud Security
Identity and Access Management
Information Protection and Governance
Threat Protection

Key dates for Solutions Partner designations

Options for existing Microsoft partners to transition to the new Solutions Partner designations



Last day to renew legacy competencies
September 30, 2022

Legacy competencies and associated badging are no longer in market after this date. Partners could choose to retain their legacy competency benefits.

General availability (GA)

October 3, 2022

Eligible to attain the new Solutions Partner designation(s)?

If your organization meets the criteria for Solutions Partner designation, earning 70 points or more:

- Between GA and first anniversary date, partners will receive the new designation if they meet the requirements.
- No change to your benefits until your first anniversary date after GA.
- Go to Logo Builder in Partner Center and download your new customer-facing badge.



Not eligible, need more time?

If your organization doesn't yet meet the criteria for Solutions Partner designation:

- No change to your benefits until your first anniversary date after GA.
- At any time after October 3, 2022, meet the requirements and earn the Solutions Partner designation.

First anniversary date after October 3, 2022

Looking to continue with the new Solutions Partner designation(s)?

After meeting all requirements for your Solutions Partner designation(s):

- Renew into Solutions Partner designation with badge
- Choose between new Solutions Partner benefits or legacy benefits package
- Take the next step in your Microsoft partner journey and earn a specialization with access to incremental product benefits



Still not eligible?

For partners who don't meet the requirements for a Solutions Partner designation and have renewed a legacy competency by September 30, 2022, you'll have the option to continue to pay a fee (aligned to your legacy competency fee) and retain your legacy benefits.

If you choose not to purchase your legacy benefits, you also have the option to purchase a Microsoft Action Pack.

Next steps



Admins can sign in to [Partner Center](#) to see how your organization is progressing towards a Solutions Partner designation and see the associated benefits.



Go to [Training Gallery](#) & [Microsoft docs](#) to learn about the requirements needed to attain a Solutions Partner designation.



For more information visit the [Microsoft partner website](#) and [Microsoft partner blog](#).



Additional resources

[Training asset gallery](#)

[Partner capability score dashboard](#)

[Microsoft partner blog](#)



**Solutions Partner for
Business Applications**

[Solutions Partner for
Business Applications overview page](#)



**Solutions Partner for
Data & AI (Azure)**

[Solutions Partner for
Data & AI overview page](#)



**Solutions Partner for
Digital & App Innovation (Azure)**

[Solutions Partner for Digital & App
Innovation overview page](#)



**Solutions Partner for
Infrastructure (Azure)**

[Solutions Partner for
Infrastructure overview page](#)



**Solutions Partner for
Modern Work**

[Solutions Partner for
Modern Work overview page](#)



**Solutions Partner for
Security**

[Solutions Partner for
Security overview page](#)

