

# Evolving the Microsoft Partner Network programs

Updated: March 16, 2022

# Contents

## Partnering with Microsoft

### Evolving the Microsoft Partner Network programs

- Focusing on customer needs and your growth
- Simplifying our Microsoft Partner Network programs
- Solutions partner designations
- Partner capability score
- Partner profitability

### Solutions partner designations and benefits

- Solutions partner for Infrastructure (Azure)
- Solutions partner for Data & AI (Azure)
- Solutions partner for Digital & App Innovation (Azure)
- Solutions partner for Modern Work
- Solutions partner for Security
- Solutions partner for Business Applications
- Solutions Partner for Microsoft Cloud

### Key dates

### Next steps

### Additional resources

# Evolving the Microsoft Partner Network programs



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. As the capabilities required by our customers have evolved, our partner programs must also evolve to meet that demand.

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

# Focusing on customer needs and your growth

We want to help you grow a profitable business and to continue to deliver successful customer outcomes.



## Simplifying our programs

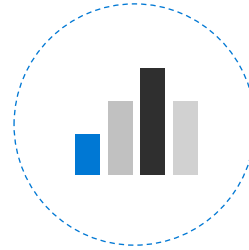
A new single tier solutions partner designation, aligned to six solution areas and the Microsoft Cloud.

Demonstrate your organization's capabilities in delivering customer success aligned to how Microsoft goes to market and where there is customer demand.



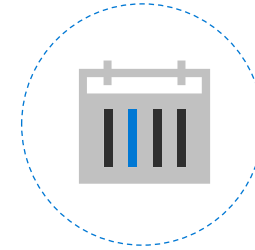
## Delivering greater customer value

Introducing a new partner capability score that holistically measures your organization's technical capabilities to drive customer success.



## Investing in your growth in new ways

We are making investments to help encourage business development, increase customer reach, and expansion through technical skilling and enablement.

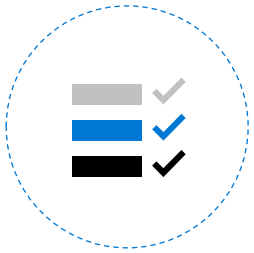


## You have time to prepare

We are providing you with six months' notice before these changes begin. Start now and review what these changes mean for your organization and assess how they align to your strategic business plans.

# Solutions partner designations

The solutions partner designation becomes the first opportunity for you to set yourself apart from the competition by demonstrating your organization's breadth of capabilities aligned to solution areas. That's valuable for you, because it's where we see customer demand, and where the opportunity is for partners to scale to meet customer needs.



## Easily identifiable

Customers want to work with partners who have a deep knowledge and expertise.

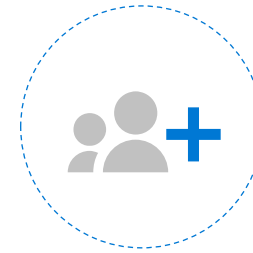
A solutions partner designation identifies partners with specific capabilities and experiences in high customer demand solution areas.



## 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.

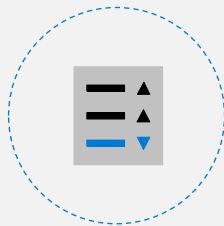
# We are introducing a new, holistic partner capability score



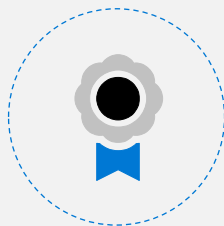
Partners need a minimum of 70 points out of a possible 100 points to attain a solutions partner designation.



Holistic qualifications will measure your organization's technical capabilities, allowing you to showcase solutions you have delivered to help customers succeed and grow.



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



New customer-facing badges to help you stand out and market your capabilities.

# How to attain a solutions partner designation

Each area will have a specific number of possible points. You have the flexibility to focus more on one category versus another depending on what is right for your business.

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

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



## 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.

# Partner capability score: Alignment across the Microsoft Cloud

<div>#70+ points</div> <div>With &gt;0 points for each metric meets requirements for Solutions partner</div>				
	Solutions partner for Business Applications	Solutions partner for Modern Work	Solutions partner for Security	Solutions partner for Infrastructure, Data & AI and Digital & App Innovation (Azure)
Performance	Net customer adds >> 15pts	Net customer adds >> 20pts	Net customer adds >> 20pts	Net customer adds >> 30pts
Skilling	Intermediate Certs >> 20pts	Intermediate Certs >> 10pts	Intermediate Certs >> 40pts	Intermediate Certs >> 20pts
	Advanced Certs >> 15pts	Advanced Certs >> 15pts		Advanced Certs >> 20pts
Customer Success	Usage Growth >> 30pts	Usage Growth >> 30pts	Usage Growth >> 20pts	Usage Growth >> 20pts
	Deployments >> 20pts	Deployments >> 25pts	Deployments >> 20pts	Deployments >> 10pts



# Introducing solutions partner designations



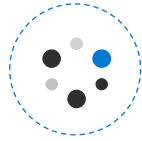
Solutions partner  
for Infrastructure  
(Azure)



Solutions partner  
for Data & AI  
(Azure)



Solutions partner  
for Digital & App  
Innovation (Azure)



Solutions partner  
for  
Modern Work



Solutions partner  
for  
Security



Solutions partner  
for Business  
Applications



\*Solutions partner  
for Microsoft  
Cloud



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

**Demonstrate** your breadth of skills and knowledge and set yourself apart from the competition. Once you attain a solutions partner designation, you can further validate deep technical expertise and experience by earning a specialization (currently called advanced specializations).

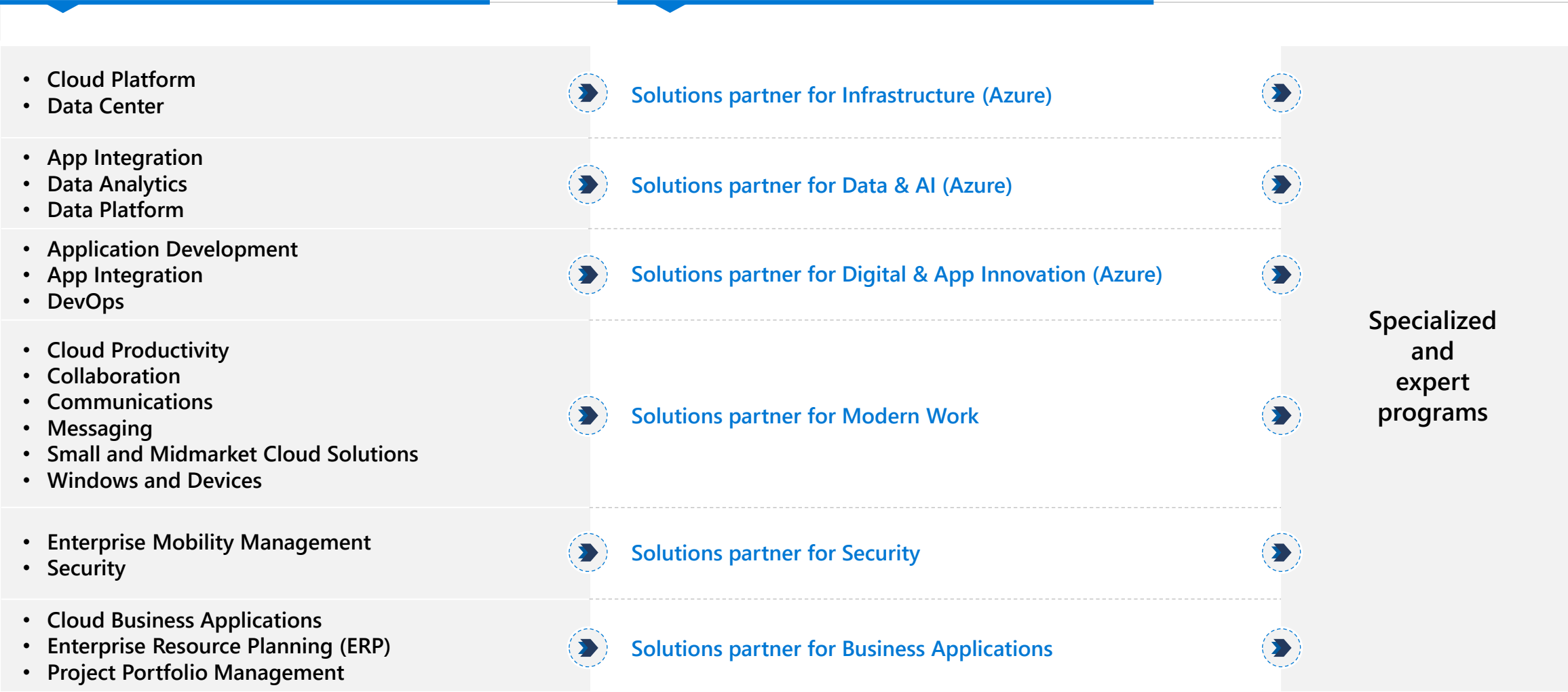
**Benefits** aligned to your solutions partner designation including product benefits, go-to-market services, co-sell eligibility, skilling and sales enablement resources, and customer-facing badges to help you market your expertise.

\*Partners who attain all six solutions partner designations receive a Microsoft Cloud badge, recognizing your capabilities across the Microsoft Cloud.

# How competencies map to solutions partner designations

## LEGACY COMPETENCIES

## SOLUTIONS PARTNER DESIGNATIONS



# Benefits for solutions partner designations

Benefits for solutions partners have been updated to ensure they 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, enablement and support.



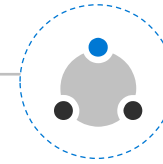
## Encouraging business development

- Product benefits (formerly IUR) have been designed to align to the solutions partner designations, including:
  - Azure bulk credits for your organization
  - Access to development environments
  - New cloud product 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, enablement and support

- 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, [click here](#).

# Key dates

We understand that these updates may require you to adjust your business plans. We're providing time for you to learn about the new opportunities and requirements and identify a plan for your organization.

March 16, 2022

- Microsoft announces plan for new solutions partner designations.
- Partners will be able to check their progress towards attaining a designation through Partner Center.
- Partners will have six months' notice before designations are available and existing competencies are no longer available.

September 30, 2022\*

- Last day partners can renew legacy competencies. Associated badging will no longer be valid from October, but partners can retain their benefits.

October 3, 2022\*

- Solutions partner designations are available to attain.
- Partners will need to meet the required partner capability score to attain solutions partner designations.
- No further competency renewals will be processed.
- Benefits associated with legacy competencies continue through the partners' next anniversary date.

\*All dates and requirements subject to change.

# Additional resources

[Training asset gallery](#)

[Microsoft partner blog](#)

[Partner capability score dashboard](#)



**Solutions partner  
for Infrastructure (Azure)**

[Solutions partner for  
Infrastructure 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 Modern Work**

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



**Solutions partner for Security**

[Solutions partner for  
Security overview page](#)



**Solutions partner  
for Business Applications**

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

