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Microsoft Al Cloud Partner Program

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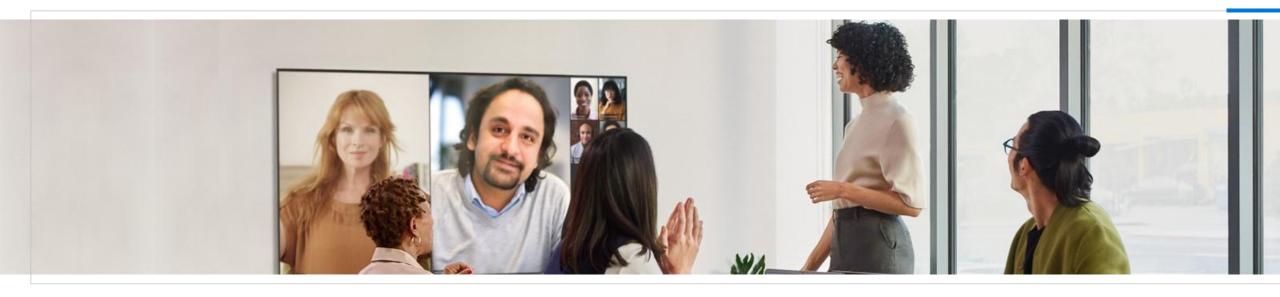
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Welcome to the Microsoft Al Cloud Partner Program



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 Al 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 AI 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.

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.

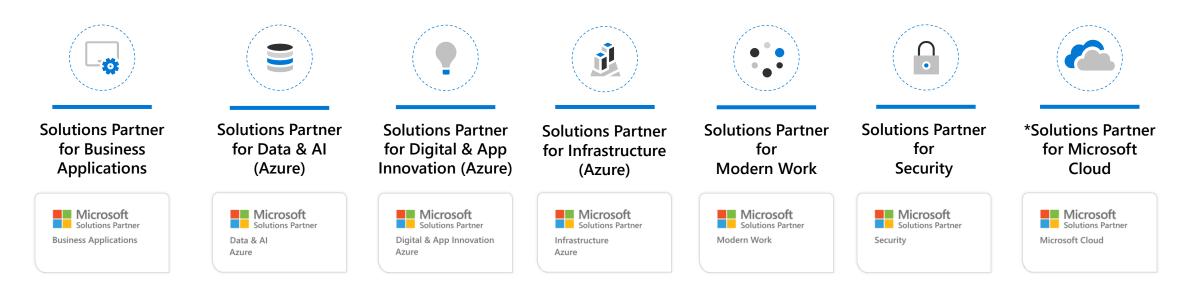


Opportunity

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



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.



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.

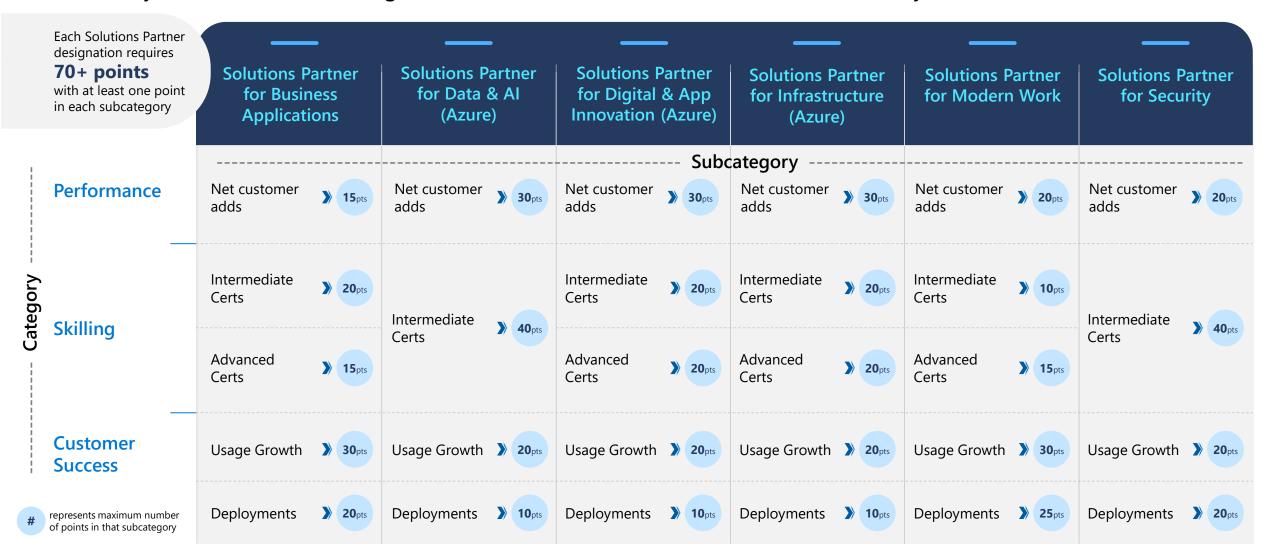


Customer success

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

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.



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

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

Business Intelligence

Finance

Intelligent Automation

Microsoft Low Code Application Development

Sales

Service

Small and Midsize Business Management

Supply Chain



Data & Al (Azure)

Al and Machine Learning on Microsoft Azure

Analytics on Microsoft Azure

Build and Modernize Al Apps with Microsoft Azure

Business Intelligence

Data Warehouse Migration to Microsoft Azure

Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI

Infra and Database Migration to Microsoft Azure

Kubernetes on Microsoft Azure

Migrate Enterprise Applications to Microsoft Azure



Digital & App Innovation (Azure)

Al and Machine Learning on Microsoft Azure

Build and Modernize Al Apps with Microsoft Azure

DevOps with GitHub on Microsoft Azure

Intelligent Automation

Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI

Kubernetes on Microsoft Azure

Microsoft Low Code Application Development

Migrate Enterprise Applications to Microsoft Azure



Infrastructure (Azure)

Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI

Infra and Database Migration to Microsoft Azure

Microsoft Azure VMware Solution

Microsoft Azure Virtual Desktop

Networking Services in Microsoft Azure

SAP on Microsoft Azure



Modern Work

Adoption and Change Management

Calling for Solutions for Microsoft Teams

Custom 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



Solutions Partner for Modern Work

As a Solutions Partner for Modern Work, you demonstrate your broad capability to help customers boost their productivity and make the shift to hybrid work using Microsoft 365.

Becoming a Solutions Partner for Modern Work gives customers a way to identify you as a partner that has both the commitment to training, accreditation, and has delivered solutions that lead to customer success.

If these activities describe the work that you do, consider Solutions Partner for Modern Work:

- Deploying, driving adoption of, and managing Microsoft 365 apps and services to help customers work, learn, organize, connect, and create
- Empowering personal computing with deployment and modern management services for Windows and Windows 365
- Implementing, driving adoption of, and managing Microsoft Teams, Microsoft Teams Devices, and Microsoft Teams Rooms to help customers communicate and collaborate with chat, meetings, and calls
- Delivering services and solutions to digitally enable customers' frontline workers
- Delivering employee experience services and solutions for Microsoft Viva to help customers harness knowledge and expertise, amplify culture and communications, accelerate skilling and growth, or balance productivity and wellbeing
- Building custom apps and solutions on the Microsoft 365 platform to meet the specific needs of your customers



Benefits for Modern Work

Benefits will include all common Solutions Partner benefits, like go-to-market services, TP&D advisory hours, technical support incidents, as well as unique product benefits designed specifically for Solutions Partner for Modern Work.

Product Group	Solutions Partner for Modern Work	Modern Work specialization*
Azure Production Credits	-	\$4,500 per year (bulk)
Azure Dev/Test Credits	Bulk offer delayed – in interim, dev/test credits are provided with Visual Studio Enterprise	Bulk offer delayed – in interim, dev/test credits are provided with Visual Studio Enterprise
Visual Studio Subscriptions	25 Visual Studio Enterprise subscriptions	10 Visual Studio Enterprise subscriptions
Dynamics 365 (D365)	D365 Operations Application Partner Sandbox, D365 Sales, Field Service and Customer Service Partner Sandbox	-
Viva	50 users	50 users
Microsoft 365 (M365)	200 M365 E5 users, 25 Business Premium users, 25 M365 EDU A5 users	50 M365 E5 users
Windows 365 Enterprise	5 users (Premium)	-
Microsoft Project Online	20 users (Plan 5)	-
Visio Online	5 users (Plan 2)	-
Software Licenses	100 Windows Server Standard 2022, 32 Windows Server 2022 Data Center, 16 SQL Server, 100 System Center Standard, select CALs, and more	_

^{*}Max stacking of 3 specializations across all Modern Work specializations.

This asset is intended only for reference purposes as a high-level overview. Benefits are subject to change. Full details and terms and conditions are subject to applicable program guide.

Requirements for Modern Work

	Eligible attributions	Threshold (Enterprise path)	Threshold (SMB path)	Max points
Performance	20			
Net Customer Adds	Enterprise: CPOR, DPOR, SMB: CPOR, CSP Tier-1, CSP Tier-2	5	10	20
Skilling	25			
Intermediate Certifications	Collaboration Communications Systems Engineer Associate M365 Fundamentals Messaging Administrator Associate *Modern Desktop Administrator Associate (certification is changing to Endpoint Administrator Associate July 1, 2023) Teams Administrator Associate Teams Application Developer Associate Identity and Access Administrator Associate	4 unique individuals	2 unique individuals	10
Advanced Certifications	*Enterprise Administrator Expert (certification is changing to Administrator Expert July 1, 2023) Teams Meetings and Meeting Rooms Technical Assessment	2 unique individuals	1 individual	15
Customer Success	55			
Usage Growth	Enterprise: CPOR, DPOR, SMB: CPOR, CSP Tier-1, CSP Tier-2	In TTM: CPOR: 1,000 MAU Growth DPOR: 4,000 MAU Growth	In TTM: CPOR: 500 MAU Growth CSP: 2,000 MAU Growth	30
Deployments	Enterprise: CPOR, DPOR, SMB: CPOR, CSP Tier-1, CSP Tier-2	In TTM: CPOR: 5 new deployments DPOR: 10 new deployments	In TTM: CPOR: 5 new deployments CSP: 10 new deployments	25
TOTAL	100			
Minimum total points requi	70			
Product eligibility Eligible workloads: InTune, EXO, ProPlus, SPO, Teams, Teams Meetings, TeamsPhonecalling1p/3p, Teams Platform, Viva, Yammer. Eligible SKUs: All paid Modern Work (Microsoft 365, Office 365 and Office 2019) commercial SKUs, and all paid education license/SKUs.				

All dates an requirements subject to change.

Requirements for Modern Work: Performance

Net Customer Adds The number of net new customers claimed by or associated with a partner for the purpose of driving deployment and/or adoption of Microsoft 365 services in a trailing 12-month period.

Enterprise eligibility path



SMB eligibility path



- **Eligible partner association types: CPOR, DPOR.** Customer adds must be deduped so that a partner does not get credited multiple times for a single customer if they have more than one association type
- Eligible workloads: InTune, EXO, ProPlus, SPO, Teams, Teams Meetings, Teams Phone Calling 1p/3p, Teams Platform, Yammer
- Eligible customers: Tenants where Paid Available Units (PAU) for at least one eligible workload is >300
- Eligible SKUs: All paid Modern Work (Microsoft 365, Office 365 and Office 2019) commercial SKUs, and all paid education license
- Calculation of Net Customer Adds: [# of current customers (tenants)] [# of customers (tenants) 12 months prior]
- Target for max points: 5 Net Customer Adds in TTM

- **Eligible partner association types:** CPOR, CSP. Customer adds must be deduped so that a partner does not get credited multiple times for a single customer if they have more than one association type
- Eligible workloads: InTune, EXO, ProPlus, SPO, Teams, Teams Meetings, TeamsPhonecalling1p/3p, Teams Platform, Yammer
- Eligible customers: Tenants where Paid Available Units (PAU) for at least one eligible workload is <= 300 AND > 10
- Eligible SKUs: All paid Modern Work (Microsoft 365, Office 365 and Office 2019) commercial SKUs, and all paid education license
- Calculation of Net Customer Adds: [# of current eligible customers (tenants)]
 [# of customers (tenants)
 12 months prior]
- Target for max points: 10 Net Customer Adds in TTM

Requirements for Modern Work: Skilling



Intermediate Certifications

Advanced Certifications



4 Enterprise or 2 SMB individuals at a partner who have achieved any one of the certifications below. Each individual will be counted only once even if they have multiple certifications from the list below.

Eligible Microsoft 365 associate certifications:

- Collaboration Communications Systems Engineer Associate
- M365 Fundamentals
- Messaging Administrator Associate
- *Modern Desktop Administrator Associate (certification is changing to Endpoint Administrator Associate July 1, 2023)
- Teams Administrator Associate
- <u>Teams Application Developer Associate</u>
- Identity and Access Administrator Associate

2 Enterprise or 1 SMB individuals at a partner who have achieved one of the certifications below. These can be the same or different individuals as those who earned points for intermediate certifications.

Eligible Microsoft 365 expert certifications:

- *Enterprise Administrator Expert (certification is changing to Administrator Expert July 1, 2023)
- Teams Meetings and Meeting Rooms Technical Assessment

Requirements for Modern Work: Customer Success – Usage Growth

Usage Growth The amount of Microsoft 365 MAU growth in a trailing 12-month period from customers claimed by or associated with a partner.

Enterprise eligibility path



SMB eligibility path



Initial proposed business rules:

- Eligible partner association types: CPOR, DPOR
- Target differs based on partner association type i.e., there is one target for CPOR and another for DPOR and CPOR. Partners will be awarded points based on the partner association type that earns them the most points. They cannot earn points from multiple association types for one metric. For DPOR/DAP, usage growth must be deduped so that a partner does not get double credit for a single customer if they have both DPOR and CPOR associations
- Eligible workloads: InTune, EXO, ProPlus, SPO, Teams, Teams Meetings, TeamsPhonecalling1p/3p, Teams Platform, Yammer
- Eligible customers: Tenants where Paid Available Units (PAU) for at least one eligible workload is >300
- Eligible SKUs: All paid Modern Work (Microsoft 365, Office 365 and Office 2019) commercial SKUs, and all paid education license/SKUs
- Calculation of Usage Growth:
 - [Sum of MAU] [Sum of MAU 12 months prior] [Sum of MAU at the time the workload/customer was claimed by or associated with the partner IF the claim/association occurred within the trailing 12-month period]
 - Above calculation only credits the partner with MAU growth from the time they claim/associate with a customer; they do not get credit for MAU that existed prior to their claim/association

Initial proposed business rules:

- Eligible partner association types: CPOR, CSP
- Target differs based on partner association type i.e., there is one target for CPOR and another for CSP. Partners will be awarded points based on the partner association type that earns them the most points. They cannot earn points from multiple association types for one metric
- Eligible workloads: InTune, EXO, ProPlus, SPO, Teams, Teams Meetings TeamsPhonecalling1p/3p, Teams Platform, Yammer
- Eligible customers: Tenants where Paid Available Units (PAU) for at least one eligible workload is <= 300 AND > 10
- Eligible SKUs: All paid Modern Work (Microsoft 365, Office 365 and Office 2019) commercial SKUs, and all paid education license/SKUs
- Calculation of Usage Growth:
 - [Sum of MAU] [Sum of MAU 12 months prior] [Sum of MAU at the time the workload/customer was claimed by or associated with the partner IF the claim/association occurred within the trailing 12-month period]
 - Above calculation only credits the partner with MAU growth from the time they claim/associate with a customer; they do not get credit for MAU that existed prior to their claim/association

*All dates an requirements subject to change.

Requirements for Modern Work: Customer Success – Deployments

Deployments The # of net new Microsoft 365 services that reach 40% usage in a trailing 12-month period from customers claimed by or associated with a partner.

Enterprise eligibility path

Eligible partner association types: CPOR, DPOR

- Target differs based on partner association type i.e., there is one target for CPOR and another for DPOR and CPOR. Partners will be awarded points based on the partner association type that earns them the most points. They cannot earn points from multiple association types for one metric. For DPOR and CPOR usage growth must be deduped so that a partner does not get double credit for a single customer if they have both DPOR and CPOR associations
- Eligible workloads: InTune, EXO, ProPlus, SPO, Teams, Teams Meetings, TeamsPhonecalling1p/3p, Teams Platform, Yammer
- Eligible customers: Tenants where Paid Available Units (PAU) for at least one eligible workload is > 300
- Eligible SKUs: All paid Modern Work (Microsoft 365, Office 365 and Office 2019) commercial SKUs, and all paid education license/SKUs
- Calculation of Deployment:
 - [# of services where MAU/PAU >= 40%] [# of services where MAU/PAU >= 40% 12 months prior] [# of services where MAU/PAU >= 40% at the time the workload/customer was claimed by or associated with the partner IF the claim/association occurred within the trailing 12-month period]
 - Above calculation excludes Deployments that were claimed/associated within the last 12 months and were already >40% at the time of claim/association

SMB eligibility path

- Eligible partner association types: CPOR, CSP
- Target differs based on partner association type i.e., there is one target for CPOR and another for CSP. Partners will be awarded points based on the partner association type that earns them the most points. They cannot earn points from multiple association types for one metric
- Eligible workloads: InTune, EXO, ProPlus, SPO, Teams, Teams Meetings, TeamsPhonecalling1p/3p, Teams Platform, Yammer
- Eligible customers: Tenants where Paid Available Units (PAU) for at least one eligible workload is <= 300 AND > 10
- Eligible SKUs: All paid Modern Work (Microsoft 365, Office 365 and Office 2019) commercial SKUs, and all paid education license/SKUs
- Calculation of Deployment:
 - [# of services where MAU/PAU > = 40%] [# of services where MAU/PAU > = 40% 12 months prior] [# of services where MAU/PAU > = 40% at the time the workload/customer was claimed by or associated with the partner IF the claim/association occurred within the trailing 12-month period]
 - Above calculation excludes Deployments that were claimed/associated within the last 12 months and were already >40% at the time of claim/association



Key dates for Solutions Partner designations

How and when Microsoft partners can attain Solutions Partner designations



October 3, 2022

Legacy competencies and associated badging are no longer in market. Partners are no longer considered or referred to as gold or silver partners. Partners can choose to retain the legacy benefits historically associated to their past competencies.

At your anniversary date or new enrollment

Looking to attain or maintain the Solutions Partner designation(s)?

After meeting all requirements for one or more Solutions Partner designations:

- Enroll or renew in Partner Center.
- Activate your Solutions Partner benefits (or select and activate legacy benefits package, if eligible)
- Earn a specialization to access incremental product benefits

Not eligible?

For partners who have not met the requirements for a Solutions Partner designation and had a legacy competency on 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.

Between anniversary dates

Eligible for a Solutions Partner designation?

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

- Between anniversary dates, partners will receive the designation and badge.
- No change to existing benefits until your anniversary date.
- Attain a second to sixth Solutions Partner designation between anniversary dates and get the incremental benefits for your new designations right away



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

- No change to your benefits until your anniversary date.
- At any time, meet the requirements and earn a Solutions Partner designation.

At your next anniversary date

Same as the last anniversary date

Next steps



Admins can sign in to <u>Partner Center</u> to see how your organization is progressing towards a Solutions Partner designation and see the associated benefits.



Go to <u>Training Gallery</u> & <u>Microsoft docs</u> to learn about the requirements needed to attain a Solutions Partner designation.



For more information visit the <u>Microsoft partner website</u> and <u>Microsoft partner blog</u>.



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 Infrastructure (Azure)

Solutions Partner for Infrastructure overview page



Solutions Partner for Data & AI (Azure)

Solutions Partner for Data & Al overview page



Solutions Partner for Modern Work

Solutions Partner for Modern Work overview page



Solutions Partner for Digital & App Innovation (Azure)

Solutions Partner for Digital & App Innovation overview page



Solutions Partner for Security

Solutions Partner for Security overview page

