Partner Case Study Criteria

Thanks for your interest in sharing your success story! We'll use the criteria below to determine which partner success stories to develop and feature on our website.

1. The partner must be active in the Microsoft AI Cloud Partner Program.

2. Partners providing services should have a current business profile in Partner Center. Partners providing software solutions should have a transactional listing on the Microsoft commercial marketplace.

3. The partner must have customer(s) who have expressed a willingness to be featured and/or quoted in this case study.

4. The partner must provide a clearly articulated description of the solution. Please include the following:

   - **Background**: Brief about the Microsoft partner and customer.

   - **Challenge**: Describe the problem or challenge that the customer was facing.

   - **Objective**: Clearly state what the customer hoped to achieve.

   - **Technology**:
     - *Microsoft technology used*: Detail the specific Microsoft product(s), service(s), and/or channel(s) used to address the challenge.
     - *Architecture:* Provide a diagram or description of how the solution fits into the customer's existing environment.
     - *Integration*: Highlight any third-party tools or solutions that were integrated with the Microsoft product for the solution.
     - *Customization*: Detail any custom development or tweaks made to the Microsoft product(s) or service(s) to make the solution fit the customer's unique needs.

   - **Reason for solution**: Explain why this particular solution was selected over others.

- **Implementation process**: Describe how the solution was integrated into the customer's environment. Please make sure to highlight any challenges encountered during implementation and how they were addressed.

- **Outcome**:
    - o *Quantitative results*: Provide us with specific quantifiable outcomes, such as "increased productivity by 25%," "reduced downtime by 40%," etc.
    - o *Qualitative results*: Explain non-measurable improvements such as improved user satisfaction, better team collaboration, etc.
    - o *Testimonial*: Gather direct feedback from the customer, particularly from key decision-makers or end-users, and include their direct quotes.

- **Conclusion and future plans**: Let us know how the solution was wrapped up and/or how it will continue to be used by the customer. Elaborate on any future plans if applicable.

- **Additional evidence**: Include partner-hosted videos, demos, diagrams, etc. if applicable.

5. The partner solution must map to one or more of these Microsoft solution areas: Business Applications, Data & AI (Azure), Digital & App Innovation (Azure), Infrastructure (Azure), Modern Work, and Security.

6. The partner solution must align to one or more of these industries: Defense & Intelligence, Education, Energy, Financial Services, Government, Healthcare, Manufacturing & Mobility, Retail & Consumer Goods, and Telecommunications & Media.