



# Microsoft AI Cloud Partner Program

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

Updated: March 20, 2024

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## Microsoft AI Cloud Partner Program

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# Welcome to the Microsoft AI 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 designed to meet that demand.

In this walking deck, we've outlined the Microsoft AI Cloud Partner Program—focused on simplicity, delivering customer value, investing in your growth, and recognizing how you deliver customer value.

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

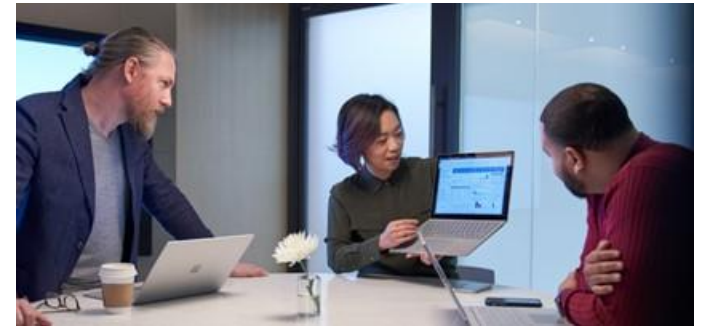
Our partner program is a portfolio of tools, resources, and offerings to help you meet evolving customer opportunities, innovate for any cloud scenario on an extensible platform, join a community of partners committed to serving customers, and deliver successful solutions to industries and markets worldwide.



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 provide clear pathways for partners to grow their business, deliver customer success, and invest in their partnership with Microsoft.



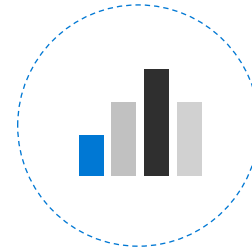
## Simplified partner program offerings

**Solutions Partner designations** demonstrate your organization's breadth of capabilities on the Microsoft Cloud. The six solution area designations 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

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

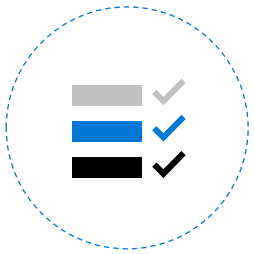


## Investing in partners' profitability

**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.

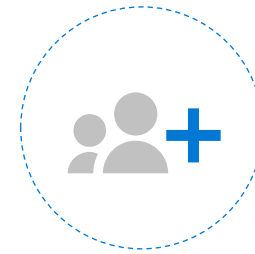
A Solutions Partner designation identifies partners with specific capabilities and experiences in high customer demand solution areas.



## 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 designations to differentiate solutions based on partners' technical maturity and customer success.

# Distinguish yourself with Solutions Partner designations



Solutions Partner  
for Business  
Applications

 Microsoft  
Solutions Partner  
Business Applications



Solutions Partner  
for Data & AI  
(Azure)

 Microsoft  
Solutions Partner  
Data & AI  
Azure



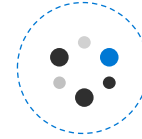
Solutions Partner  
for Digital & App  
Innovation (Azure)

 Microsoft  
Solutions Partner  
Digital & App Innovation  
Azure



Solutions Partner  
for Infrastructure  
(Azure)

 Microsoft  
Solutions Partner  
Infrastructure  
Azure



Solutions Partner  
for  
Modern Work

 Microsoft  
Solutions Partner  
Modern Work



Solutions Partner  
for  
Security

 Microsoft  
Solutions Partner  
Security



\*Solutions Partner  
for Microsoft  
Cloud

 Microsoft  
Solutions Partner  
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.

 Microsoft  
Solutions Partner

Data & AI  
Azure

#### Specialist

AI and Machine Learning  
Data Warehouse Migration  
Windows Server and SQL Server  
Migration

\*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 for each solution area 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

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



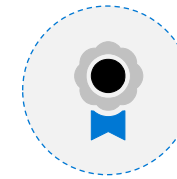
## Validate capability

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 solution area focused designations and where you can take action to increase your score.



## Showcase your expertise

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



# How to attain a Solutions Partner designation for solution areas

The partner capability score provides flexibility to demonstrate knowledge, skills, and experience across subcategories of performance, skilling, and customer success. Partners qualify either on an SMB path or an Enterprise path, and must reach 70 points for the path they are on.

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

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.

# Understanding the partner capability score

Each solution area 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. The maximum number of points available for each subcategory are the same for SMB and Enterprise paths.

Each Solutions Partner designation for solution areas 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
Category	Performance	Net customer adds » 15pts	Net customer adds » 30pts	Net customer adds » 30pts	Net customer adds » 30pts	Net customer adds » 20pts	Net customer adds » 20pts
	Skilling	Intermediate Certs » 20pts	Intermediate Certs » 40pts	Intermediate Certs » 20pts	Intermediate Certs » 20pts	Intermediate Certs » 10pts	Intermediate Certs » 40pts
		Advanced Certs » 15pts		Advanced Certs » 20pts	Advanced Certs » 20pts	Advanced Certs » 15pts	
	Customer Success	Usage Growth » 30pts	Usage Growth » 20pts	Usage Growth » 20pts	Usage Growth » 20pts	Usage Growth » 30pts	Usage Growth » 20pts
		Deployments » 20pts	Deployments » 10pts	Deployments » 10pts	Deployments » 10pts	Deployments » 25pts	Deployments » 20pts
		Subcategory					

# 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 you have both associations in place to earn points on your partner capability score and 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.



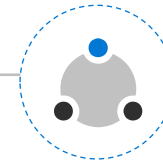
## Encouraging business development

- 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
  - 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.



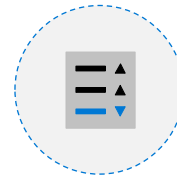
## Greater customer confidence

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.



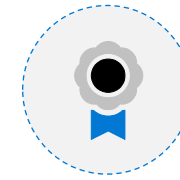
## Prioritization

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	 Data & AI (Azure)	 Digital & App Innovation (Azure)	 Infrastructure (Azure)	 Modern Work	 Security
<b>Business Applications</b>	<b>Data &amp; AI (Azure)</b>	<b>Digital &amp; App Innovation (Azure)</b>	<b>Infrastructure (Azure)</b>	<b>Modern Work</b>	<b>Security</b>
Business Intelligence Finance Intelligent Automation Microsoft Low Code Application Development Sales Service Small and Midsize Business Management Supply Chain	AI and Machine Learning on Microsoft Azure Analytics on Microsoft Azure Build and Modernize AI 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	AI and Machine Learning on Microsoft Azure Build and Modernize AI 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	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	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	Cloud Security Identity and Access Management Information Protection and Governance Threat Protection





**Solutions Partner for Digital & App Innovation**  
**Benefits & Requirements**

# Solutions Partner for Digital & App Innovation (Azure)

As a Solutions Partner for Digital & App Innovation (Azure), you demonstrate your broad capability to help customers build, run, and manage applications across multiple clouds, on-premises, and at the edge, with the tools and frameworks of your customer's choice.

Becoming a Solutions Partner for Digital & App Innovation (Azure) 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 Digital & App Innovation (Azure):**

- Migrating and deploying production web application workloads, applying DevOps, and managing app services in Azure
- Managing production workloads in the cloud using containers and managing hosted Kubernetes environments in Azure
- Implementing secure DevOps practices and driving DevOps adoption while using Azure and GitHub



Digital & App Innovation  
Azure

\*All dates and requirements subject to change.

For more information specific to Solutions Partner for Digital & App Innovation (Azure), [click here](#).

# Benefits for Digital & App Innovation (Azure)

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 Digital & App Innovation (Azure).

Product Group		Solutions Partner for Digital & App Innovation	per Azure specialization*
Incremental	Azure Production Credits	\$6,000 per year (bulk)	\$12,000 per year (bulk)
	Azure Dev/Test Credits	<i>Bulk offer delayed – in interim, dev/test credits are provided with Visual Studio Enterprise</i>	<i>Bulk offer delayed – in interim, dev/test credits are provided with Visual Studio Enterprise</i>
	Visual Studio Subscriptions	25 Visual Studio Enterprise subscriptions	10 Visual Studio Enterprise subscriptions
Core among Solutions Partner for Infrastructure, Data & AI, and Digital & App Innovation	Dynamics 365 (D365)	D365 Operations Application Partner Sandbox, D365 Sales, Field Service and Customer Service Partner Sandbox	-
	Power BI	100 Power BI Premium users	-
	Microsoft 365 (M365)	100 M365 E3 users	30 M365 E3 users
	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 5 specializations across all Azure specializations and expert programs (shared across Solutions Partner for Infrastructure, Data & AI, and Digital & App Innovation designations). 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 Digital & App Innovation (Azure)

Three categories make up the framework for Solutions Partner for Digital & App Innovation (Azure): performance, skilling, and customer success. Points are earned through performance, certifications and exams, growth in usage and the number of successful deployed customer solutions. Points are earned incrementally as partners make progress in each subcategory.

For Digital & App Innovation (Azure), partners qualify either on the Enterprise or SMB path and will see in Partner Center only one score aligned to their path. Partners who are driving <USD \$1,000,000 and have >=80% of their customers in the SMB/SMC segment will qualify on the SMB path. Partners who are driving more than USD \$1,000,000, or driving <USD \$1,000,000 and have >20% of their customers in the enterprise segment will qualify on the Enterprise path.

	Eligible attributions	Maximum contribution (Enterprise path)	Maximum contribution (SMB path)	Max points
<b>Performance</b>				<b>30</b>
Net Customer Adds	PAL, DPOR, CSP	3 net customer adds >\$1000 ACR per month	3 customer adds >\$500 ACR per month	30
<b>Skilling</b>				<b>40</b>
Intermediate Certifications	Certified professional associated to Partner Center account	10 unique individuals 2 prerequisite certifications*	4 unique individuals 1 prerequisite certifications**	40
Advanced Certifications	Certified professional associated to Partner Center account	5 unique individuals 2 prerequisite certifications*	4 unique individuals 1 prerequisite certifications**	20
<b>Customer Success</b>				<b>30</b>
Usage Growth	PAL, DPOR, CSP	20% ACR growth YoY	20% ACR growth YoY	20
Deployments	PAL, DPOR, CSP	5 new deployments in TTM	5 new deployments in TTM	10
<b>TOTAL</b>				<b>100</b>
<b>Minimum total points required for Solutions Partner designation</b>				<b>70</b>

\*On the Enterprise path, partners must have [prerequisite certifications](#) before points are earned for scoring certifications. No points are earned for prerequisite certifications.

\*\* On the SMB path, partners earn points for the two prerequisite certifications. Prerequisites must still be met in order to earn points for scoring certifications.

\*All dates and requirements subject to change.

For more information about measurements specific to Solutions Partner for Digital & App Innovation (Azure), [click here](#).

# Requirements for Digital & App Innovation (Azure): Performance

30<sub>pts</sub>

## Net customer adds

The net customer adds subcategory measures the growth of a partner's experience with new customers over time. We look at the number of net customers added over the trailing 12 months. Partners earn 10 points for each incremental net customer add, up to 3 max net customer adds.

Net customer adds is defined as: contributing customers in the last two months – contributing customers in same two months last year. Customers will count positively toward the net customer adds score if they had USD \$0 Azure consumed revenue (ACR) in both of the two baseline months (last year) and had ACR above the threshold in any one of the last two months. Customers will count negatively toward net customer adds if they are above the threshold in the baseline months and below the threshold in the last two months. Customers will not count toward net customer adds if they are above the threshold or below the threshold in all considered months.

### Enterprise path



- Contributing customers = customers with  $\geq$  USD \$1,000/month ACR in any one of the last two months and with USD \$0 in both of the baseline months

### SMB path



- Contributing customers = customers with  $\geq$  USD \$500/month ACR in any one of the last two months and with USD \$0 in both of the baseline months

\*All dates and requirements subject to change.

For more information about measurements specific to Solutions Partner for Digital & App Innovation (Azure), [click here](#).

# Requirements for Digital & App Innovation (Azure): Skilling

40<sub>pts</sub>

Partners must meet the prerequisites before they will earn points for the scoring certifications in each skilling subcategory. The individuals who earn the prerequisite certifications can be the same as or different than the individuals who earn the scoring certifications. However, individuals who earn more than one of the scoring certifications will count only once toward your scoring certifications in each subcategory. Individuals who earn scoring certifications in both intermediate and advanced skilling will be counted for each subcategory.

## Intermediate Certifications



- Prerequisite certifications
  - [Azure Administrator Associate](#)
  - Enterprise partners earn points after earning 2 prerequisite certifications
  - SMB partners earn 4 points for the first prerequisite certification
- Scoring certifications
  - [Azure Developer Associate](#)
  - [Power Platform Developer Associate](#)
  - Enterprise partners earn 4 points each for up to 5 unique certified individuals
  - SMB partners earn 4 points each for up to 4 unique certified individuals

## Advanced Certifications



- Prerequisite certifications
  - [Azure Solution Architect Expert](#)
  - Enterprise partners earn points after earning 2 prerequisite certifications
  - SMB partners earn 4 points for the first prerequisite certification
- Scoring certifications
  - [Azure IoT Developer Specialty†](#)
  - [Azure DevOps Engineer Expert](#)
  - [Power Platform Solution Architect Expert](#)
  - Enterprise partners earn 4 points each for up to 5 unique certified individuals
  - SMB partners earn 4 points each for up to 4 unique certified individuals

*† This certification retired on July 31, 2023. It will remain eligible for partner capability score points through July 2024.*

All dates and requirements subject to change.

For more information about measurements specific to Solutions Partner for Digital & App Innovation (Azure), [click here](#).



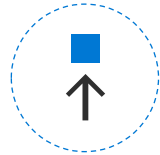
# Requirements for Digital & App Innovation (Azure): Customer Success

30<sub>pts</sub>

The definitions for both Deployments and Usage Growth are the same for both the SMB and Enterprise paths.

## Deployments

10<sub>pts</sub>

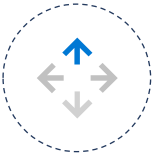


- Deployments are a measurement of a partner's ability to successfully deploy solutions for their customers.
- Eligible deployments are any Service Level 2 Azure service\*\* deployed in the trailing 12 months.
- Earn 2 points per deployment, up to a maximum of 5 deployments and 10 points.

*\*\* All Service Level 2 services will count toward your deployments score except Virtual Machines Licenses*

## Usage Growth

20<sub>pts</sub>



- Usage growth is a measurement of a partner's ability to successfully guide customers as their Azure needs expand year over year
- Usage growth percentage = (Total ACR summed across all customers last month – Total ACR summed across all customers same month last year) / Total ACR summed across all customers same month last year x 100.
- Each 1% growth in ACR contributes one point, up to a maximum of 20 points.
- Total ACR must be at least USD \$1,000 to qualify for scoring.

\*All dates and requirements subject to change.

For more information about measurements specific to Solutions Partner for Digital & App Innovation (Azure), [click here](#).

# Key dates for Solutions Partner designations

How and when Microsoft partners can attain Solutions Partner designations

## General availability (GA)

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 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



#### Need more time?

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 [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)**

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Data & AI overview page](#)



**Solutions Partner for  
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