



Microsoft AI Cloud Partner Program Frequently Asked Questions (FAQ)

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Overview

On July 18, 2023, Microsoft [announced](#) the new [Microsoft AI Cloud Partner Program](#), the next generation of our partner program empowering every partner to deliver customer value by leveraging Microsoft AI and the Microsoft Cloud. This document provides answers to address the frequently asked questions partners may have about the new Microsoft AI Cloud Partner Program.

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What is the Microsoft AI Cloud Partner Program?

The [Microsoft AI Cloud Partner Program](#) is the next generation of our partner program, empowering every partner to deliver customer value, leveraging Microsoft AI and the Microsoft Cloud. The Microsoft AI Cloud Partner Program is how we are continuing to invest in partners to enable them to capitalize on the economic opportunities that Microsoft AI and the Microsoft Cloud present.

We're providing partners with a comprehensive portfolio of investments for all partner business types at various stages of maturity, from startups to independent software vendors, services to device partners. With program benefits that scale across the breadth of Microsoft AI Cloud solutions, including program benefits for Microsoft Azure, Dynamics 365, Microsoft 365 and Security, partners have access to product benefits, technical consultations, skilling and enablement, go-to-market investments, co-selling, and incentives.

Why is the Microsoft Cloud Partner Program name changing?

Customers' cloud adoption needs have rapidly evolved over the last couple of years. Partners are already driving innovation and transformation with customers across industries to help them realize the benefits of integrating AI capabilities into every level of their organizations.

When did this change occur?

On July 18, 2023, Microsoft [announced](#) general availability of the [new Microsoft AI Cloud Partner Program](#), the next generation of our partner program empowering every partner to deliver customer value using Microsoft AI and the Microsoft Cloud.

Do I lose any of the offerings or benefits that were provided under the Microsoft Cloud Partner Program?

No. The [Microsoft AI Cloud Partner Program](#) brings together various aspects of the partner lifecycle, including onboarding, skilling, go-to-market resources, incentives, and co-selling. Partners get the value and benefits of the previous partner program plus access to new offerings and benefits specific to AI. There is no action for a partner to take to move to the new

program—we've moved all our existing partners into the new program, effective immediately, and partners maintain their existing benefits and designations.

What actions do partners need to take at this time?

There is no action for a partner to take to move to the new program—we've moved all our existing partners into the new program, effective immediately and partners maintain their existing benefits and designations.

Will the certification letter be updated in Logo Builder?

The certification letter has been updated and is available in Logo Builder.

Will there be any updates to Solutions Partner designation or specialization badging?

No. The current Solutions Partner designation and specialization badges available through Logo Builder will remain the same.

As a result of this name change, will my organization need to re-sign any of its existing agreements?

No. This name change will not require partners to have to re-sign existing agreements

How will Microsoft update customers about this change and the benefits and value of the Microsoft AI Cloud Partner Program?

We will update customers about the Microsoft AI Cloud Partner Program and [the value of working with a Microsoft Partner](#), as well as help them [identify the right partner](#) who can meet their business needs.

We [recently shared](#) that we're making new strategic investments to deliver customer success through our AI-specific offerings and in the Microsoft commercial marketplace – helping partners expand into new sales channels and markets by harnessing the power of our global reach, expedite deals with a simplified sales process, and unlock sales growth by help customers maximize their committed cloud investments.

We'll share more information soon.

What Microsoft AI Cloud Partner Program resources are available to partners today?

On July 18, 2023, we announced significant investments and resources to power your AI transition and help your organization adopt AI-focused offerings and benefits to deliver customer success. Read the [Microsoft Partner blog](#) to learn more about Microsoft AI innovation and available resources that enable partners to monetize our IP, monetize your own IP, monetize your services, and monetize the edge.