

# SMB Reseller Playbook Modern Work

**Note:** Content is current as of April 15, 2024. Skilling programs and dates will continue to be updated, please reference this playbook for all your training information.

## A go-to enablement guide for partners

The SMB Reseller Playbook is a guide for understanding the enablement offerings available to help skill up as an SMB partner organization, wherever you are in your learning journey.

Al and cloud capabilities are enabling new opportunities and helping organizations of all sizes achieve their goals. In today's rapidly evolving landscape, embracing and harnessing this potential is a must if businesses want to thrive.

Wherever you are in your learning journey, Microsoft offers a range of enablement opportunities and content to help you stay current in your sales, pre-sales, or delivery roles and deepen your understanding of how technology can help organizations evolve and transform.



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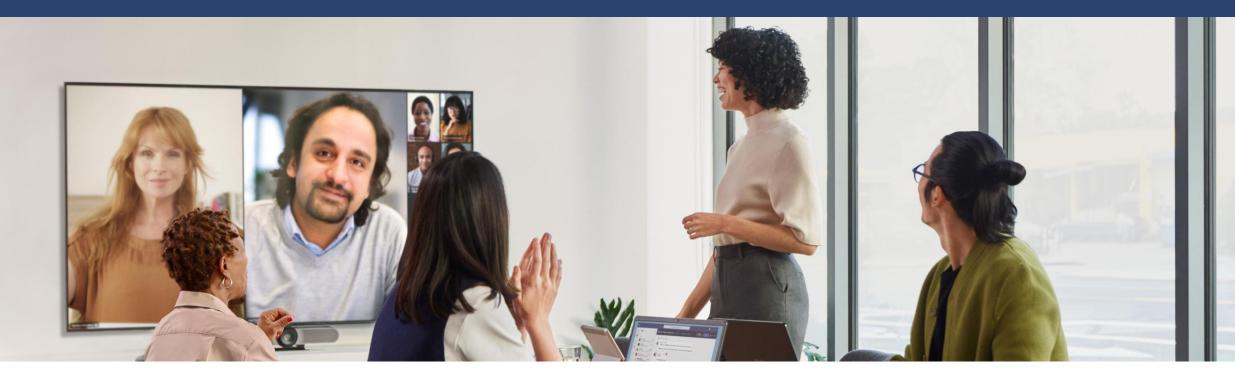
Azure OpenAI and Copilot Enablement offerings

Microsoft Level-Up for Partners

**Additional resources** 



## 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 changing to meet that demand. The Microsoft Al Cloud Partner Program is designed to help your organization invest in new ways of growth so you can deliver greater customer value.

Learn more: Microsoft Al Cloud Partner Program

# Distinguish yourself with Solutions Partner designations



Microsoft

Specialist

Solutions Partner Business Applications

Low Code Application Development Small and Midsize Business Management

<u>Designations</u> 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.

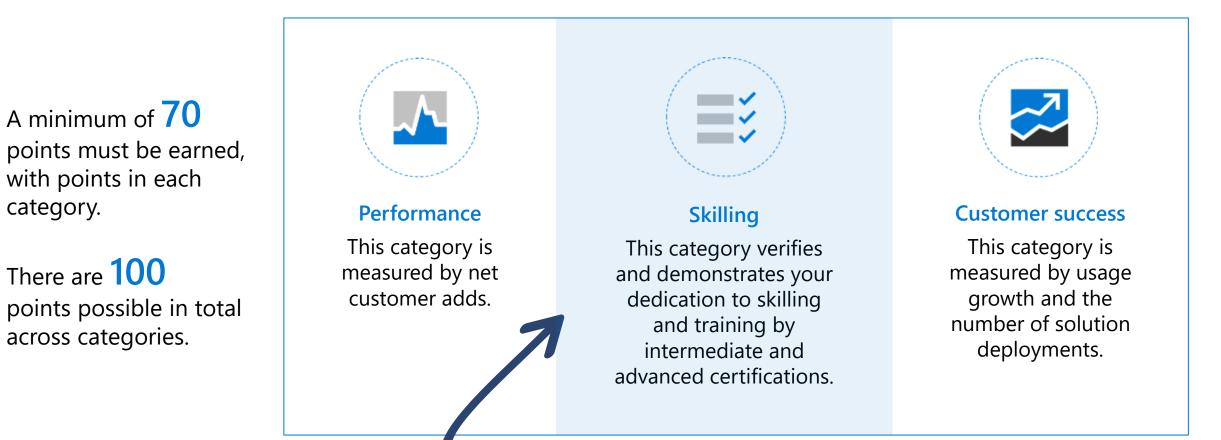
<u>Specializations</u> further validate deep technical expertise after you attain a Solutions Partner designation and set you apart from the competition.

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

## How to attain a Solutions Partner designation

category.

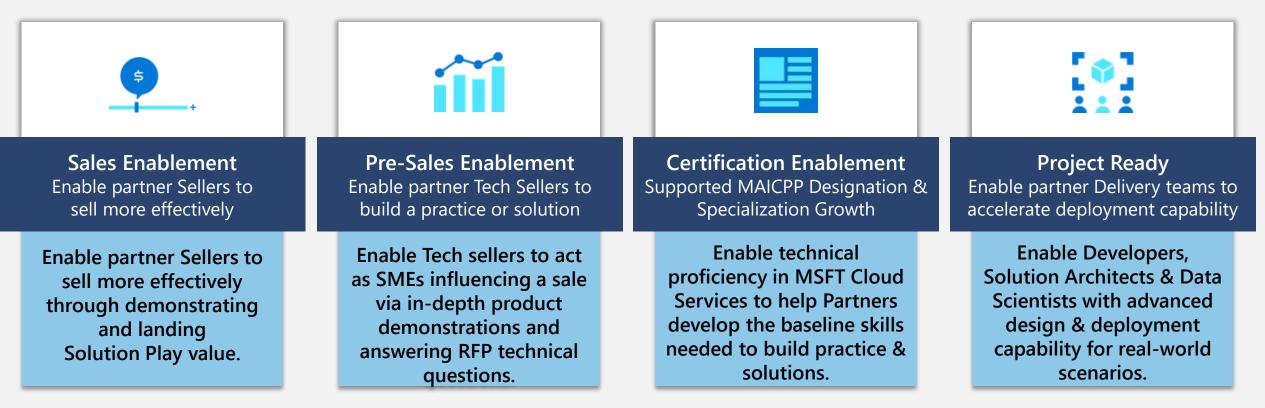
The <u>partner capability score</u> provides flexibility to demonstrate knowledge, skills, and experience across subcategories of performance, skilling, and customer success.



Microsoft Enablement initiatives and events support efforts in the Skilling subcategory

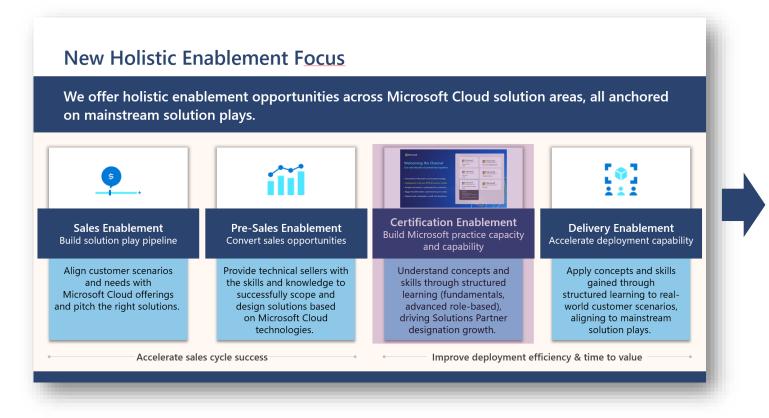
# Holistic enablement focus (all partners)

We offer holistic enablement opportunities across Microsoft Cloud solution areas, all anchored on mainstream solution plays.



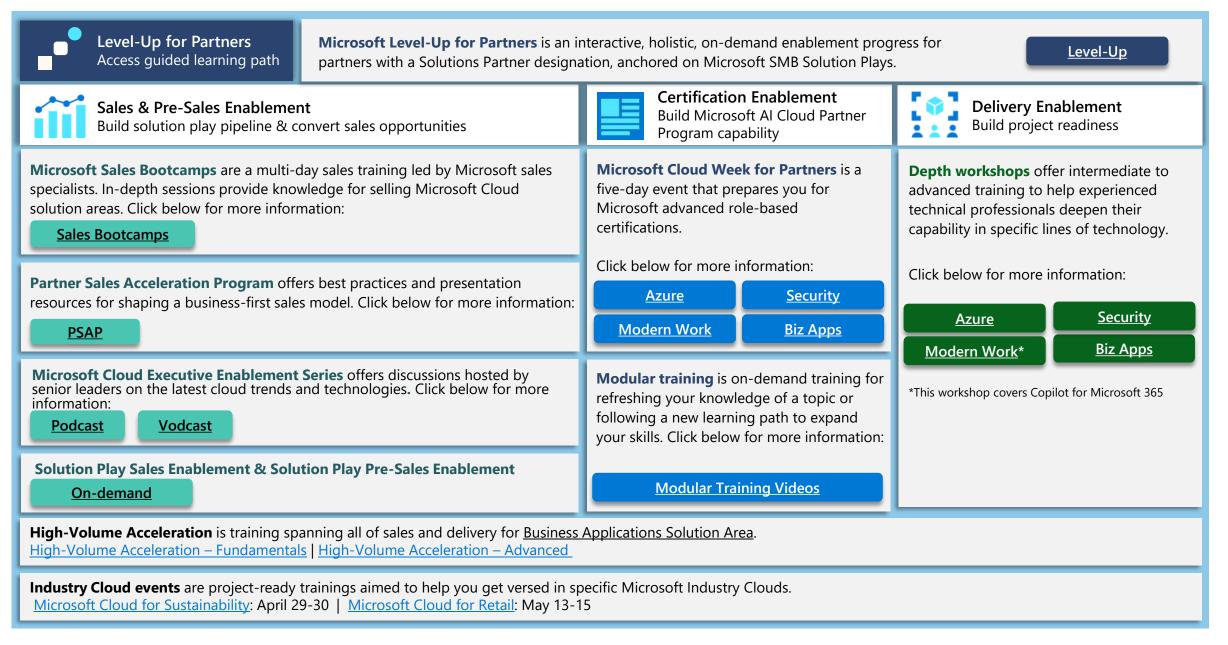
Improve deployment efficiency & time to value

# Partner Enablement is anchored on driving solution area and solution play success



Solution Area		SOLUTION PLAYS				
		Migrate and Secure Windows Server and SQL Server				
	INFIA	Migrate SAP				
В		Power Business Decisions with Cloud Scale Analytics				
UR	DATA AND AI	Innovate with Al				
		Build & Modernize AI Apps				
	DIGITAL AND	Migrate Enterprise Apps				
	APPLICATION INNOVATION	Accelerate Developer Productivity				
		Threat Protection with XDR and SIEM				
SECURITY		Data Security				
		Modern Sec Ops				
	DIGITAL AND APPLICATION INNOVATION RITY NESS ICATIONS	Accelerate Revenue Generation				
BUSINESS	Modernize Service					
		Optimize Finance and Supply Chain				
		Accelerate Innovation with Low Code				
	INFRA DATA AND AI DIGITAL AND APPLICATION INNOVATION	SMB Scale Business Operations				
		Secure Productivity				
		Converged Communications				
MODE	RN WORK	Cloud Endpoints				
		Employee Experience				
		Frontline Workers				

# **Enablement initiatives and events**



## H2 Modern Work event calendar for SMB

SMB event relevance

★★★ High ★★☆ Medium

	January		February	March		
Sales	SMB Partner Sales Bootcamp (Jan 16-17 & 25 PST + Jan 17-18 & 26 GMT/IST) For technical & sales roles: Microsoft Copilot Partner Bootcamp (Jan 30 - Feb 1 PST, Jan 31 - Feb 2 GMT/IST) Windows 365: Partnering for Success (Jan 11, PST & Jan 18, IST)	Sales Certification	Modular Training (On-demand) ****	Sales Certification	CSP Masters Sales Bootcamp: Copilot for         Microsoft 365 (March 5, PST & March 12, IST)         Modern Work Cloud Week (March 4-8)	
Certification Delivery Enablement	CSP Masters Sales Bootcamp: Copilot for Microsoft 365         (Jan 24,PST & Jan 31, IST)         Certification         Modular Training (On-demand)         Delivery         Enablement    Copilot for Microsoft 365 Pre-sales & Technical Bootcamp (Jan 31 - Feb 2, PST/GMT/IST)		<u>Microsoft 365</u> (February 7-8, PST & February 20-21, IST)	Delivery Enablement	Copilot for Microsoft 365 Pre-sales, Deployment, & Adoption Bootcamp (Mar 26-28, PST/GMT/IST) Frontline Worker Partner Technical Bootcamp March 6- 7 (PST), March 13-14 (PST) CSP Masters Pre- and Post-Sales Technical Bootcamp: Copilot for Microsoft 365 (March 20, PDT & March 27, IST)	
	April		May	June		
Sales	CSP Masters Sales Bootcamp: Copilot for **** Microsoft 365 (April 10, PDT)	Sales	SMB Sales Bootcamp (May 14-16)	Sales		
Certification	Modular Training (On-demand) ***	Certification	Modern Work Cloud Week (May 13-17)	Certification	Modular Training (On-demand) ***	
Delivery Enablement	Copilot for Microsoft 365 Pre-sales, Deployment, & Adoption Bootcamp (Apr 23-25, PDT/BST/IST)CSP Masters Pre- and Post-Sales TechnicalBootcamp: Copilot for Microsoft 365 (April 24 PDT)Level Up Copilot for Microsoft 365 Data Security	Delivery Enablement	Copilot for Microsoft 365 Pre-sales, Deployment, & Adoption Bootcamp (May 21-23, PDT/BST/IST) CSP Masters Pre- and Post-Sales Technical Bootcamp: Copilot for Microsoft 365 (May 1, IST)	Delivery Enablement	Copilot for Microsoft 365 Pre-sales,Deployment, & Adoption Bootcamp (Jun 18- 20, PDT/BST/IST)Level Up Copilot for Microsoft 365 DataSecurity Technical Champion (On-demand-	

# **Introducing Microsoft Applied Skills**

Learn more:

Browse Microsoft Applied Skills credentials

Watch Microsoft Applied Skills video

The new Microsoft-verified, scenario-based credential proves proficiency in skill sets specific to critical business challenges.

## How to earn credentials:



Prepare Gain additional skills with optional training



Earn

Pass an interactive, lab-based assessment



Share Celebrate & share





Watch the video: aka.ms/AppliedSkillsVideo

## Targeted skill validation for real-world scenarios



Validates knowledge in skill sets specific to critical business challenges



Credentials earned by passing an **online**, **ondemand**, **product-specific assessment** 



Interactive lab experience to demonstrate proficiency by completing real-world tasks

Microsoft-verified credentials offer a signal of trust to organizations, colleagues, hiring managers, and recruiters

## Targeted skills benefit your organization

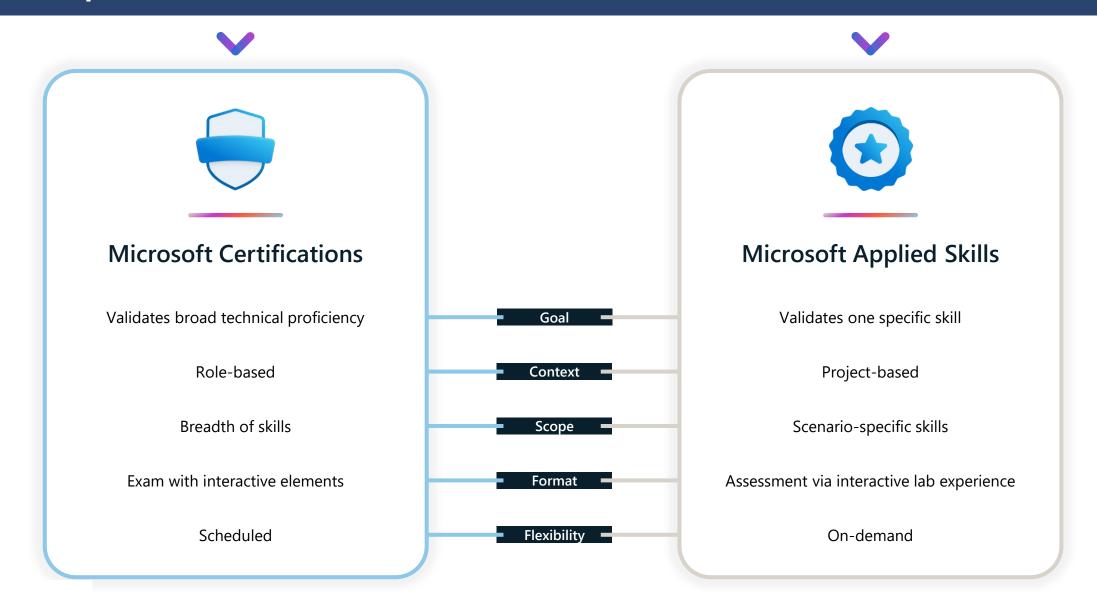
### **Empower your employees**

Enable your teams to efficiently validate the targeted skills they need in order to solve problems more effectively and implement better solutions.

### **Strengthen your organization**

Efficiently pinpoint the talent you have today and hire for tomorrow to provide highly technical solutions and take on projects critical to organizational success.

# Choose the path that fits your career goals, desired skills, and experience



# **Microsoft Applied Skills credentials**

Infrastructure

Configure secure access to your workloads using Azure networking

Secure storage for Azure Files and Azure Blob Storage

Deploy and configure Azure Monitor Digital & app innovation

Develop an ASP.NET Core web app that consumes an API

Implement security through a pipeline using Azure DevOps

Deploy containers by using Azure Kubernetes Service

#### Security

Secure Azure services and workloads with Microsoft Defender for Cloud regulatory compliance controls

Configure SIEM Security operations using Microsoft Sentinel

#### **Business applications**

Create and manage automated processes by using Power Automate

Coming soon

#### Data & Al

Create an intelligent document processing solution with Azure AI Document Intelligence Build a natural language processing solution with Azure Al Language

Build an Azure AI Vision solution

Migrate SQL Server workloads to Azure SQL Database

#### **Business applications**

Create and manage canvas apps with Power Apps

## Microsoft Customer Engagement Methodology (MCEM) for Partners

## Watch short videos for insight into the MCEM stages

The Microsoft Customer Engagement Methodology (MCEM) for Partners connects Microsoft sales, support, industry solutions delivery, and partners to bring more value to the customer by placing them at the heart of every deal. We're delighted to introduce a curated set of short videos that explore how this methodology can benefit you and provide you with the framework to co-sell with us more effectively.

## Why watch?

These seven videos cover how using this methodology can strengthen the co-innovation and co-development process with customers. Our overall goal is to help you develop a shared language with Microsoft and drive increased value for our customers.

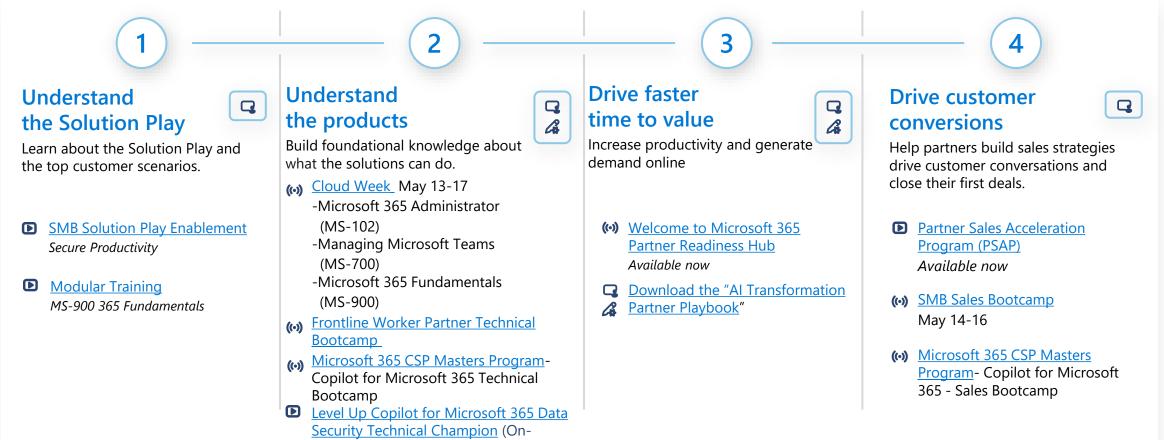
Watch videos

## MCEM video playlist

- . Introduction
- 2. Stage 1 Listen and Consult
- 3. Stage 2 Inspire and Design
- 4. Stage 3 Empower and Achieve
- 5. <u>Stage 4 Realize Value</u>
- 6. <u>Stage 5 Manage and Optimize</u>
- 7. Benefits Summary



# Modern Work Set the foundation for success as an SMB Reseller



Format:

(••) Live

On-demand

Reference

Audience:

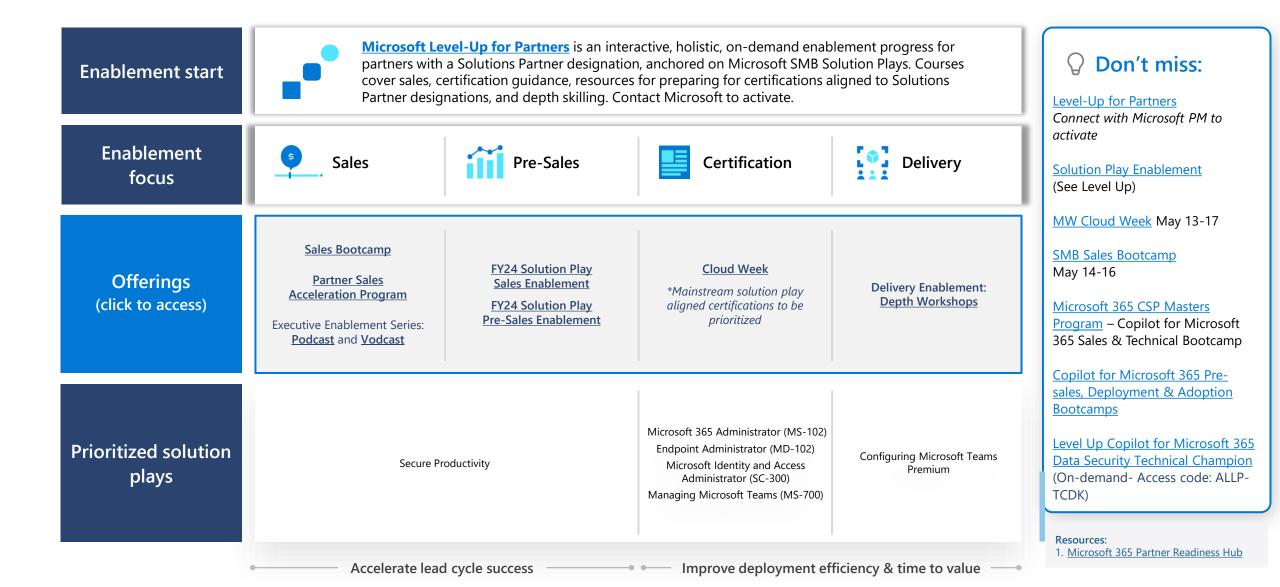
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**G** Sales & Pre-Sales

Technical

demand- Access code: ALLP-TCDK)

# Modern Work Enablement offerings for SMB Reseller



# Azure OpenAI and Copilot Enablement offerings

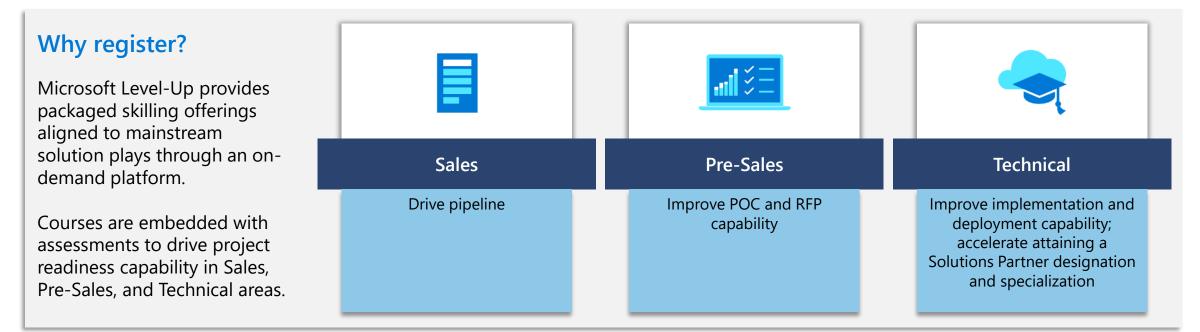
Executive Enablement (On-Demand)	Sales E	nablement (Live)	Copilot Sales Enablement (On-Demand)		
The Microsoft Cloud Executive Enablement Series provides partners with access to Microsoft's top executives and experts, who engage in insightful discussions surrounding the latest trends and technologies in the cloud and artificial intelligence. <u>Learn more</u>	eries provides partners Microsoft's top executives no engage in insightful rounding the latest trends es in the cloud and jence.to help partners drive sales conversations in the Era of AI transformation: 				
Technical Enablement					
<ul> <li>Azure &amp; Security Cloud Week (April 15-19) accelerate a partner's path to AI capability: W have the following AI related track</li> <li>AI Engineer (AI-102)</li> <li>Data Scientist (DP-100)</li> <li>Data Engineer (DP-203)</li> <li>Microsoft Fabric Engineer (DP-600)</li> </ul>		<ul> <li>Delivery workshops are focused on helping partners gain deployment /implementation capability to accelerate time to value:</li> <li>Azure OpenAl: April 16-18, May 7-9, June 18-20</li> <li>Build &amp; Modernize Al Apps: April 22-25, May 28-31, June 24-27</li> <li>Microsoft Fabric: April 8-11, May 6-9, June 11-13</li> </ul>		<b>bt-Related Workshops (L300)</b> are focused on ig partners gain deployment/implementation ility to accelerate time to value: at for Microsoft 365 Pre-Sales, Deployment, & ion Bootcamp: April 23-25, May 21-23, June 18-20 Learn more soft Copilot for Security Partner Boot camp – April 7 & April 17-18	
Learn more		Learn more		Learn more	

\*Event playouts are available across three time zones (PST/PDT, GMT/BST, CST/IST)

# **Microsoft Level-Up for Partners**

## A holistic Partner Enablement offering

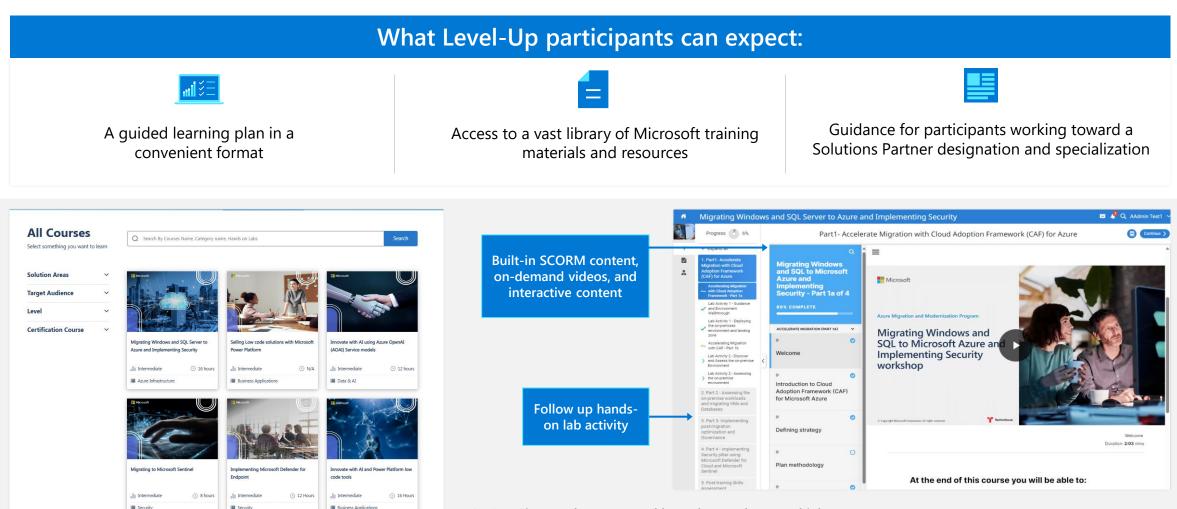
<u>Microsoft Level-Up for Partners</u>—an interactive, holistic, on-demand enablement program for partners with a Solutions Partner designation, anchored on Microsoft Solution Plays. Learn how to position Microsoft solutions and products across all stages of a customer's life cycle of sales, pre-sales, and technical delivery, build a strong pipeline, and deliver faster results for Microsoft workloads. Download playbook
<u>Watch video</u>



## ACTION: Give Level-Up a try and let us know what you think.

Note: Access is limited to Microsoft partners and must be requested via AskGPSEnablement@microsoft.com. In the subject line, include the words "Level-Up Access Request" and in the body of your email, indicate your name, work email address and which Microsoft partner you are employed by.

## Level-Up: How partners can invite employees to sign up



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## Level-Up pilot: Content road map

(New skilling content will continue to be added to the Level-Up Program; the below roadmap will change weekly)

S.no.	Segment	Solution Area	Solution Play	Audience	Learning plan title	Planned release	Available
1	SMB/Ent	Business Applications	Accelerate Innovation with Low code	Pre-Sales	Selling Low Code solutions with Microsoft Power Platform	August	Deactivated
2	SMB	Business Applications	SMB Scale Business Operations	Pre-Sales	<ul> <li>SMB Scale Business Operations with Dynamics 365 Business Central, and Power Platform</li> <li>Transform SMB operations with Dynamics 365</li> <li>Revolutionize SMB processes with Microsoft Power Platform</li> <li>Empower your sellers and accelerate your revenue with Microsoft Dynamics 365</li> </ul>	October October December	Yes Yes Yes
3	Ent	Business Applications	Accelerate Innovation with Low code	Pre-Sales	Accelerate innovation with low code	October	Yes
4	SMB/Ent	Azure - Infrastructure	Migrate and Secure Windows and SQL Server	Pre-Sales	Migrate and Secure your workloads on Azure	October	Yes
5	SMB/Ent	Modern Work	Secure Productivity / Microsoft 365 Copilot	Pre-Sales	Build a foundation of Secure Productivity to get AI-Ready	October	Yes
5	Ent	Security	Threat protection with XDR and SIEM	Pre-Sales	Threat protection with XDR and SIEM	October	Yes
7	Ent	Azure – Data & Al	Build and modernize AI Apps	Pre-Sales	Build and modernize AI Apps	November	Yes
3	Ent	Security	Modern Sec Ops	Pre-Sales	Modernize your SOC with Microsoft Sentinel	November	Yes
Э	Ent	Azure Digital and App Innovation	Migrate Enterprise Apps	Pre-Sales	Unlock cost savings and innovate faster with Azure App Service	November	Yes
10	Ent	Azure Digital and App Innovation	Accelerate Developer Productivity	Pre-Sales	Accelerate Developer Productivity	November	Yes
11	Ent	Security	Data Security	Pre-Sales	Help your customers meet the Data Security challenges with Microsoft Purview	November	Yes
12	Ent	Azure – Data & Al	Power Business Decisions with Cloud Scale Analytics	Pre-Sales	Power Business Decisions with Cloud Scale Analytics using Microsoft Fabric	December	Yes
13	Ent	Business Applications	Accelerate Revenue Generation	Pre-Sales	Accelerate Revenue Generation	December	Yes
14	Ent	Business Applications	Modernize Service	Pre-Sales	Modernize Service with AI to deliver great customer experience	December	Yes
15	Ent	Business Applications	Optimize Finance and Supply Chain	Pre-Sales	Optimize Finance and Supply Chain	December	Yes
16	SMB/Ent	Azure – Infrastructure	Microsoft Azure Virtual Desktop (AVD)	Pre-Sales	Accelerate Remote Desktops deployments with Microsoft Azure Virtual Desktop (AVD)	December	Yes
17	Ent	Security	Microsoft Defender for Cloud	Pre-Sales	Microsoft Defender for Cloud	January	Yes

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S.No.	Segment	Solution Area	Solution Play	Audience	Learning plan title	Planned release	Available
1	SMB/Ent	Azure Infrastructure	Migrate and Secure Windows and SQL Server	Sales	Migrate and Secure Windows and SQL Server to Azure	Late September	Yes
						Late-	
2	Ent	Security	Threat protection with XDR and SIEM	Sales	Threat protection with XDR and SIEM	September	Yes
	Ent	Azure - Data &Al	Build and modernize AI Apps	Sales	Build and modernize AI Apps	October	Yes
	Ent	Business Applications	Accelerate Innovation with Low code	Sales	Accelerate innovation with low code	October	Yes
5	SMB	Business Applications	SMB Scale Business Operations	Sales	<ul> <li>SMB Scale Business Operations with Dynamics 365 Business Central, Sales and Power Platform</li> <li>Transform SMB operations with Dynamics 365 Business Central</li> <li>Simplify Business Processes with Power Platform Low-Code solutions</li> <li>Empower your sellers and accelerate your revenue with Microsoft Dynamics 365 Sales</li> </ul>	October October October	Yes Yes Yes
j	SMB/Ent	Modern Work	Secure Productivity / Microsoft 365 Copilot	Sales	Build a foundation of secure productivity to get AI-ready	October	Yes
,	Ent	Azure Digital and App Innovation	Migrate Enterprise Apps	Sales	Unlock cost savings and innovate faster with Azure App Service	November	Yes
3	Ent	Security	Data Security	Sales	Enable comprehensive Data Security with Microsoft Purview	November	Yes
	Ent	Security	Modern Sec Ops	Sales	Modernize your SOC with Microsoft Sentinel-Security Operations powered by the cloud and AI	November	Yes
0	Ent	Business Applications	Accelerate Revenue Generation	Sales	Accelerate Revenue Generation	November	Yes
1	Ent	Business Applications	Modernize Service	Sales	Modernize Service	November	Yes
2	Ent	Business Applications	Optimize Finance and Supply Chain	Sales	Optimize Finance and Supply Chain	November	Yes
3	Ent	Azure - Data &Al	Power Business Decisions with Cloud Scale Analytics	Sales	Power Business Decisions with Cloud Scale Analytics	December	Yes
14	Ent	Azure Digital and App Innovation	Accelerate Developer Productivity	Sales	Accelerate Developer Productivity	December	Yes
15	SMB/Ent	Azure – Infrastructure	Microsoft Azure Virtual Desktop (AVD)	Sales	Accelerate Remote Desktops deployments with Microsoft Azure Virtual Desktop (AVD)	December	Yes
16	Ent	Copilot	CSP Masters Sales Training : Copilot for Microsoft 365	Sales	CSP Masters Sales Training : Copilot for Microsoft 365	February	Yes
7	Ent	Copilot	Copilot for Microsoft 365	Sales	Introduction to Copilot for Microsoft 365	Q3	Yes
8	Ent	Copilot	GitHub Copilot	Sales	Al-assisted development with GitHub copilot	Q3	Yes
9	Ent	Copilot	Power Platform Copilot	Sales	Introduction to Copilot in Power Platform	Q3	Yes
0	Ent	Copilot	Security Copilot	Sales	Introduction to Microsoft Copilot for Security	Q3	Yes
1	Ent	Copilot	Dynamics 365 Copilot	Sales	Introduction to Microsoft Copilot for Dynamics 365	Q3	Yes

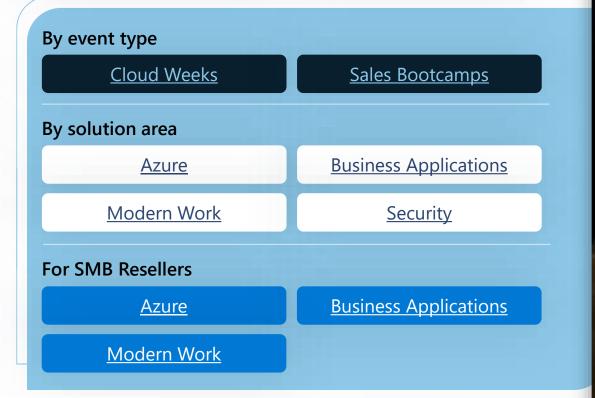
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S.no.	Segment	Solution Area	Solution Play	Audience	Learning plan title	Planned release	Available
	Ent	Business Applications	Accelerate Innovation with Low code	Technical	Innovate with AI and Power Platform Low Code tools	September	Yes
						Late	
2	Ent	<b>Business Applications</b>	Accelerate Innovation with Low code	Technical	Reimagine processes automation with AI and Power Automate	September	Yes
3	SMB/Ent	Azure - Infrastructure	Migrate and Secure Windows and SQL Server	Technical	Migrate and Secure Windows and SQL workloads on Azure	August	Yes
4	Ent	Azure – Data & Al	Build and modernize AI Apps	Technical	Build and modernize AI Apps on Azure	September	Yes
5	Ent	Azure – Data & Al	Build and modernize AI Apps	Technical	Azure OpenAl Workshop	August Mid-	Yes
6	Ent	Security	Threat protection with XDR and SIEM	Technical	Secure cloud-native application with Microsoft Defender for Cloud and integrated solutions	September	Yes
7	Ent	Security	Threat protection with XDR and SIEM	Technical	Implementing Microsoft Defender for Endpoint	September	Yes
8	Ent	Security	Modern Sec Ops	Technical	Migration to Microsoft Sentinel	Mid-September	Yes
9	Ent	Business Applications	Accelerate Innovation with Low Code	Technical	Secure and Govern Power Platform at Enterprise Scale	October	Yes
10	Ent	Security	Data Security	Technical	Fortify your data security with Microsoft Purview	October	Yes
11	Ent	Azure – Data & Al	Power Business Decisions with Cloud Scale Analytics	Technical	Microsoft Fabric Workshop	November	Yes
12	Ent	Business Applications	Accelerate Revenue Generation	Technical	Build next generation Al-powered customer experience with Dynamics 365 Customer Insights - Data	November	Yes
13	Ent	Security	Threat Protection with XDR and SIEM	Technical	Threat Protection and Incident Response with Microsoft Sentinel	November	Yes
14	Ent	Modern Work	Converged Communications	Technical	Configuring and administering Teams Premium	December	Yes
15	Ent	Business Applications	Modernize Service	Technical	Transform field operations with AI and Connected Field Service	December	Yes
16	SMB/Ent	Modern Work	Secure Productivity / Microsoft 365 Copilot	Technical	Copilot for Microsoft 365 Pre-sales and Technical workshop	December	Yes
17	Ent	Security	Threat protection with XDR and SIEM	Technical	Microsoft Defender for O365, Identity & CloudApps	January	Yes
18	Ent	Security	Secure Identity and take out Okta and Ping	Technical	Identity and Access Management with Microsoft Entra	January	Yes
19	Ent	Business application	Build next generation AI-powered customer experience with Dynamics 365 Customer Insights – Journey	Technical	Build next generation AI-powered customer experience with Dynamics 365 Customer Insights – Journey	January	Yes
20	Ent	Copilot	CSP Masters Technical Training: Copilot for Microsoft 365	Technical	CSP Masters Technical Training: Copilot for Microsoft 365	Q3	Yes
			Build and extend Al-powered copilots with Copilot				
21	Ent	Copilot	Studio	Technical	Build and extend Al-powered copilots with Copilot Studio	Q3	Coming soon
22	Ent	Security	Implementing Microsoft Defender for Endpoint	Technical	Implementing Microsoft Defender for Endpoint	Q3	Coming soon

## Resources

- <u>AskGPSEnablement@microsoft.com</u>
- Partner Training Site
- <u>Microsoft Partner Skilling Playbooks (including SMB & Level-Up), Partner</u> <u>Training Calendar, newsletters, and guides</u>
- <u>Microsoft partner readiness repository</u>
- <u>Microsoft Learn</u>
- Al Enablement one-pager







# **Solutions Partner for Modern Work**



## Skilling requirements: Intermediate | Advanced | Specialization

## **Solutions Partner for**

**Modern Work** designation, a minimum of 70 points must be earned across the three Partner Capability Score categories. Skilling requirements are:

To attain a

On top of your

Solutions Partner

specialization

taking additional

designation, earn a

to further differentiate

your technical expertise in

a specialized focus area by

certification requirements:

### Intermediate

MS-900: Microsoft 365 Fundamentals MD-102: Microsoft 365 Certified: Modern Desktop Administrator Associate MS-203: Microsoft 365 Certified: Messaging Administrator Associate\* MS-700: Microsoft 365 Certified: Teams Administrator Associate

**MS-721:** Microsoft 365 Certified: Collaboration Communications Systems Engineer Associate SC-300: Microsoft Certified: Identity and Access Administrator Associate

#### Advanced

MS-102: Microsoft 365 Certified: Enterprise Administrator Expert

### **Specialization**

**Adoption and Change Management** Microsoft Adoption Service Specialist Assessment

#### **Calling for Microsoft Teams** Teams Calling Technical Assessment

**Meetings and Meeting Rooms for Microsoft Teams** Meetings and Meeting Rooms for Microsoft Teams

**Custom Solutions for Microsoft Teams** MS-600: Teams Application Developer Associate

#### **Modernize Endpoints**

AZ-140: Azure Virtual Desktop Specialty MD-102: Microsoft 365 Certified: Modern Desktop Administrator Associate

**Teamwork Deployment** NA