

FY24 Solutions partner with certified software Frequently Asked Questions (FAQ)

Updated March 2024

Microsoft Partner Ready



We are pleased to [announce](#) the general availability of Solutions Partner* with certified software** for partners who develop software, or ISVs. Certified software designations provide an opportunity to better connect with customers and to unlock additional benefits from Microsoft. By becoming a Solutions Partner with certified software, partners can differentiate their software solution in areas of high customer demand, increase their discoverability in the commercial marketplace, connect with more customers, and take advantage of marketing and branding resources designed to help them accelerate their revenue in a rapidly growing market.

These designations distinguish a software solution's specific capabilities and help customers identify solutions for their business needs.

Disclaimer: Intended for general information purposes only as a high-level overview of the certified software designations. Information herein is subject to change, without notice.

Q: Why has Microsoft launched Solutions Partner with certified software designations?

A: At Microsoft, we recognize that what each partner needs to succeed is unique to their business model, size, and stage of growth. To better support our partners who develop software—we continue to invest in benefits, resources, and initiatives that meet them where they are through our Microsoft AI Cloud Partner Program. To help businesses build smarter from day one, we have created the [Microsoft for Startups Founders Hub](#) to support founders from idea to exit with Microsoft Azure credits, expert guidance, developer tools, and access to trusted partners.

Through [ISV Success](#), we provide benefits and resources, including cloud credits, software licenses, developer tools, and consultations, that help partners build, publish, in our Marketplace and grow well-architected software solutions on the Microsoft Cloud.

Now, we have built upon the existing partner program by adding Solutions Partner designations for qualifying software solutions with the goal of helping partners better connect with customers and Microsoft sellers searching for software solutions to address their industry and/or solution area challenges.

Q: What are the eligibility criteria for the new certified software designations once they are generally available?

A: Eligibility will be based on several criteria including, but not limited to, commercial marketplace transactability (for applicable offers), a technical review of the solution's interoperability with the Microsoft Cloud and a demonstrated track record of customer success. Below we have shared an overview of the qualification criteria for Solutions Partner with certified software and the detailed criteria across each certified software designation for solution area and Industry AI. More details of the eligibility criteria are available in [Partner Center](#).

General Criteria

Category	Metric(s)
Commercial marketplace	<p>The solution (i.e., "offer") must be published to the Microsoft commercial marketplace. Certain certified software designations require that the solutions attain an IP co-sell eligible status and/or be transactable, as outlined below.</p> <p>References:</p> <ul style="list-style-type: none"> • Publishing guide by offer type - Microsoft commercial marketplace - Marketplace publisher Microsoft Learn • Microsoft commercial marketplace transact capabilities - Marketplace publisher Microsoft Learn • Co-sell requirements - Partner Center Microsoft Learn
Technical	<p>Solutions will be subject to a technical review or audit to ensure that the solution follows the best practices of interoperating or integrating with Microsoft products, services and platforms thereby making it easier for customers to identify the software that will work seamlessly with the Microsoft workloads they already use. The technical review will vary by certified software designation (refer to the tables below for more information).</p>
Customer success	<p>The non-technical criteria will be measured by metrics that show a track record of commercial performance and deployments, including Marketplace Billed Sales (MBS), and other relevant measures by designation, as well as by evidence of customer satisfaction, if applicable, either through commercial marketplace ratings, or at least two artifacts of evidence from customers, and/or case studies. For the industry designations, the submitted customer evidence artefacts will cover all of the customer success criteria. **:</p> <p>** Commercial marketplace ratings criteria are planned to be mandatory following one year of the general availability launch date of this partner offer. The criteria will be enforced at the following designation renewal for a particular partner solution.</p> <p>References:</p> <ul style="list-style-type: none"> • Revenue dashboard in commercial marketplace analytics - Partner Center Microsoft Learn • Ratings and Reviews dashboard for the commercial marketplace - Partner Center Microsoft Learn

Solutions Partner with certified software for Azure

Category	Metric(s)
Commercial marketplace	<p>Solutions must be Azure IP co-sell eligible.</p> <p>References:</p>

	<ul style="list-style-type: none"> • Co-sell requirements - Partner Center Microsoft Learn
Technical	<p>Solutions must pass a technical review audit that assesses the interoperability with Azure products, platforms, and services, with specific criteria according to the solution's integration scenario(s):</p> <ul style="list-style-type: none"> • Data • AI provider • Compute • Container • Integration (e.g., connectors) • Control Plane
Customer success	<p>Solutions and partners must satisfy the following criteria:</p> <ol style="list-style-type: none"> 1) (Partner criteria): Commercial performance measured by the same criteria as the FY24 IP co-sell top tier marketplace performance criteria, namely that partners must meet one of the following criteria over a trailing twelve-month period: <ul style="list-style-type: none"> - USD\$4 million marketplace billed sales (MBS) transactions, OR - 12 net-new customer adds to the marketplace of greater than USD10,000 each, OR <ul style="list-style-type: none"> o "Net-new" here means net-new to the Microsoft commercial marketplace (not net-new to Microsoft) and/or net-new to the specific partner. - 30 marketplace transactions with eight unique customers <ul style="list-style-type: none"> o Must be at a minimum value of USD100. 2) (Solution criteria): Customer satisfaction measured by one of the following criteria for the solution: <ul style="list-style-type: none"> - At least a 4.5 average commercial marketplace rating and with 15 or more ratings, OR <p>2 artefacts of verifiable customer evidence (including, but not limited to, case studies), relevant to the product and solution area.</p> <p>References:</p> <ul style="list-style-type: none"> • Azure IP co-sell top-tier benefits - Partner Center Microsoft Learn

Solutions Partner with certified software for Business Applications

Category	Metric(s)
Commercial marketplace	<p>Solutions must be Business Applications IP co-sell eligible.</p> <p>Note: Dynamics 365 Business Central and Dataverse and Power Apps offers do not need to be transactable at this time given commercial marketplace transactability capabilities.</p> <p>References:</p>

	<ul style="list-style-type: none"> • Co-sell requirements - Partner Center Microsoft Learn
Technical	<p>Solutions must pass a technical review audit that assesses the interoperability with Business Applications products, platforms, and services, with specific criteria to assess feature overlaps, operational excellence, data handling and more.</p> <p>References: Please review the Azure technical requirements documentation.</p>
Customer success	<p>Solutions and partners must satisfy the following criteria:</p> <ol style="list-style-type: none"> 1) (Partner criteria): Commercial performance measured by partners meeting USD\$1 million marketplace billed sales (MBS) transactions over a trailing twelve-month period. We are evaluating additional metric(s) that may be added in the future to capture non-transactable Business Applications offers. 2) (Solution criteria): Customer satisfaction measured by one of the following criteria for the solution: <ul style="list-style-type: none"> - At least a 4.5 average commercial marketplace rating and with 15 or more ratings, OR <p>2 artefacts of verifiable customer evidence (including, but not limited to, case studies), relevant to the product and solution area.</p>

Solutions Partner with certified software for Modern Work

Category	Metric(s)
Commercial marketplace	Microsoft 365 solutions do not need to be transactable at this time given commercial marketplace transactability capabilities.
Technical	<p>Solutions will need to complete the Microsoft 365 App Compliance Program certification.</p> <p>References:</p> <ul style="list-style-type: none"> • Microsoft 365 App Compliance Program - Microsoft 365 App Certification Microsoft Learn
Customer success	<p>Solutions and partners must satisfy the following criteria:</p> <ol style="list-style-type: none"> 1) (Partner criteria): Commercial performance measured by one of the following criteria over a trailing twelve-month period: <ul style="list-style-type: none"> - Partners meeting USD100,000 marketplace billed sales (MBS) transactions, OR - Solutions averaging 50,000 Teams Apps monthly active users (MAU) 2) (Solution criteria): Customer satisfaction measured by one of the following criteria for the solution: <ul style="list-style-type: none"> - At least a 4.5 average commercial marketplace rating and with 15 or more ratings, OR - 2 artefacts of referenceable customer evidence (including, but not limited to, case studies), relevant to the product and solution area.

	<p>References:</p> <ul style="list-style-type: none"> Please review the technical review documentation for Business Application
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Solutions Partner with certified software for Security

Category	Metric(s)
Commercial marketplace	<p>Solutions must be Azure IP co-sell eligible.</p> <p>References:</p> <ul style="list-style-type: none"> Co-sell requirements - Partner Center Microsoft Learn
Technical	<p>Solutions must pass a technical review according to the Security platform or product that they integrate with:</p> <ul style="list-style-type: none"> Sentinel: The solution must have passed the publishing criteria and be active in the Microsoft Sentinel Content hub gallery <p>Note that if the solution integrates with a Microsoft Security platform not listed, it may still be eligible for the Microsoft Intelligent Security Association (MISA), which covers a broader set of platforms (refer to link below).</p> <p>References:</p> <ul style="list-style-type: none"> Please review the Sentinel content and solutions documentation aka.ms/MISA
Customer success	<p>Solutions and partners must satisfy the following criteria:</p> <ol style="list-style-type: none"> (Partner criteria): Commercial performance measured by the same criteria comprising the FY24 IP co-sell top tier marketplace performance criteria, namely that partners must meet one of the following criteria over a trailing twelve-month period: <ul style="list-style-type: none"> USD \$4 million marketplace billed sales (MBS) transactions, OR 12 net-new customer adds to the marketplace of greater than USD \$10,000 each, OR <ul style="list-style-type: none"> “Net-new” here means net-new to the Microsoft commercial marketplace (not net-new to Microsoft) and/or net-new to the specific partner. 30 marketplace transactions with eight unique customers <ul style="list-style-type: none"> Must be at a minimum value of USD \$100 (Solution criteria): Customer satisfaction measured by one of the following criteria for the solution: <ul style="list-style-type: none"> At least a 4.5 average commercial marketplace rating and with 15 or more ratings, OR 2 artefacts of verifiable customer evidence (including, but not limited to, case studies), relevant to the product and solution area.

	<p>Also please note that customer evidence specifically for the Security designation does not need to be publicly verifiable referenced but may need to be validated by the customer.</p> <p>References:</p> <ul style="list-style-type: none"> • Azure IP co-sell top-tier benefits - Partner Center Microsoft Learn
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Solutions Partner with certified software for Industry AI

Note that the term 'Industry AI' refers to the following five individual industry-specific certified software designations which have a similar criteria structure:

- Certified software for Retail AI,
- Certified software for Healthcare AI,
- Certified software for Sustainability AI,
- Certified software for Manufacturing AI, and
- Certified software for Financial Services AI.

Category	Metric(s)
Commercial marketplace	<p>Solutions must meet the applicable co-sell eligibility requirements.</p> <p>References:</p> <ul style="list-style-type: none"> • Co-sell requirements - Partner Center Microsoft Learn
Technical	<p>Solutions will need to pass two steps of technical review criteria:</p> <ol style="list-style-type: none"> 1. Complete one of the appropriate solution area technical review criteria, then 2. Complete an additional technical review audit demonstrating the use of one or more AI capabilities in industry-specific ways. These AI capabilities include: plugging into an existing Microsoft Co-pilot, use of generative AI to build an industry specific co-pilot, an industry application built on Fabric, and/or the development of an industry foundational model.
Customer success	<p>Solutions and partners must satisfy the following criteria:</p> <p>At least 2 artefacts of verifiable customer evidence (including, but not limited to, case studies), must be reviewed and demonstrate alignment to an industry-specific scenario.</p>

Q: What are the benefits of attaining a certified software designation?

A: Benefits provided upon attainment of a certified software designation include the following and are valid for one year:

- **Customer-facing badging:** When a partner becomes a Solutions Partner with certified software, their solution will be shown as a certified software on the Microsoft commercial marketplace including Azure Marketplace and Microsoft AppSource. This badge matters—68% of customers searching for software solutions evaluate vendor certifications and badging when making purchasing decisions.² Partners will also be able to download a badge from LogoBuilder on Partner Center and use it on their marketing collateral.
- **Microsoft solution play cards:** Designed to facilitate relevant and easy discovery by Microsoft sellers, use these cards to highlight the scenarios your software solution addresses.
- **Nurture assets, emails, and call scripts:** Partners can use these assets, emails, and scripts to drive demand and increase sales funnels for their solution and its certification.
- **Customer-facing solution briefs:** Outlines a summary of your solution with use cases and value propositions tailored to each partner’s target audience for use in various go-to-market strategies, which can be customized to reflect their unique brand.
- **Marketing concierge:** Access subject matter experts who can provide assistance with available marketing benefits and guidance with the fulfillment process—helping ensure partners experience the full benefits of becoming a Solutions Partner with certified software.
- **Enhanced Microsoft seller discoverability:** A solution will show as a certified software in Microsoft seller platforms to help when the sellers are searching for solutions.

Q: What will the badge/ brand for the new designations look like?

A: Partners can now view and download their Solution Partner with certified software badge from LogoBuilder on Partner center and use it on their marketing collateral. More information can be found on the [LogoBuilder documentation](#).

Q: When will the certified software designation be generally available?

A: Solutions Partner with certified software is now generally available.

Q: How can our organization apply for a certified software designation once generally available?

A: Certified software designations are now generally available, partners can apply for a certified software designation for their solution starting from the Referrals workspace of Partner Center, within the ‘Co-sell/Solutions’ tab. From there, partners can click on their published solutions and see how they are tracking towards the qualification criteria of the designations, and if eligible, apply for the designations. All partners can now [sign in to Partner Center](#) to check their progress, apply for the designations and unlock the new benefits.

Q: Will there be any fees associated with the application?

A: In general availability, fees may apply in order to process technical validations and customer evidence reviews, assessed by a 3rd party auditor. These fees will vary according to various factors such as the type or number of designations applied for, and depth of review required.

Q. Can our organization apply for and attain multiple certified software designations with a single solution?

A: Yes. A partner can apply for multiple certified software designations with a single solution, provided the solution meets the specified qualification criteria for each certified software designation. While it is often easiest to submit applications for multiple designations concurrently, applications can occur at different times.

Q. Can our organization enroll in ISV Success and apply to attain the new certified software designations concurrently once they are generally available?

A: Yes. Depending on an organization's business priorities and goals, eligible partners can enroll in ISV Success (which is available to join today) while attaining certified software designations.

Q: Will our organization still be eligible to attain other available solution area designations and/or specializations?

A: Yes. Eligible partners will be able to attain solution area designations and/or specializations and certified software designations. Any metrics that are applicable for both solution area designation and the certified software designations will not influence the eligibility of either one.

Q. If our organization earns a new certified software designation, can we maintain our existing benefits—such as product licenses or internal use licenses (IUR)—from our legacy gold/silver competency?

A: Legacy competencies and associated badges are no longer valid as of September 30, 2022. However, partners who renewed their competency before September 30, 2022, can continue to purchase legacy benefits (benefits they received based on the competency they held on September 30, 2022), even if they attain a certified software designation once generally available. Currently, there is no end date for legacy benefits, and we will provide partners with advance notice if this changes.

Q. How will attaining the new certified software designations impact our organization's existing Microsoft commercial marketplace listings?

A. Certified software solutions provide the opportunity to have enhanced Microsoft seller discoverability in the commercial marketplace through distinct customer-facing badging. Partners that don't have a certified software designation for their solution can continue to list and differentiate their solutions in the commercial marketplace.

Q: Does our organization need to take any action today with respect to the new certified software designations?

A: All partners can now [sign in to Partner Center](#) to check their progress, apply for the designations and unlock the new benefits. Please also visit the Solutions Partner with certified software [learn documentation](#) and our [resource gallery](#) for all the most up-to-date information on certified software designations.

Q: Do Azure IP co-sell benefits help attain a Solutions Partner with certified software designation?

A: Meeting requirements for top tier benefits can help you qualify for Solutions Partner with certified software designations for solution area(s). Details can be found in the qualification criteria for the solution areas above. For more information on Azure IP co-sell, please visit our [Azure IP co-sell resource gallery](#).

Microsoft Disclaimers

“Solutions Partner” refers to a company that is a member of the Microsoft AI Cloud Partner Program and may offer software, services, and/or solutions to customers. Reference to “Solutions Partner” in any content, materials, resources, web properties, etc. and any associated designation should be not interpreted as an offer, endorsement, guarantee, proof of effectiveness or functionality, a commitment or any other type of representation or warranty on the part of Microsoft. All decisions pertaining and related to your business needs including but not limited to strategies, solutions, partner selection, implementation, etc., rests solely with your business.

***A certification is (1) specific to the solution’s *interoperability* with Microsoft products and (2) based on *self-attestation by the solution owner*. Solutions are only certified as of the date the solution is reviewed. Solution functionality and capability are controlled by the solution owner and may be subject to change. The inclusion of a solution in the marketplace and any such designations should not be interpreted as an offer, endorsement, guarantee, proof of effectiveness or functionality, a commitment or any other type of representation or warranty on the part of Microsoft. All decisions pertaining and related to your business needs including but not limited to strategies, solutions, partner selection, implementation, etc. rests solely with your business.**