Microsoft

2024 Microsoft Partner of the Year Awards

Award Guidelines

This year's award guidelines for partners

Self-nominate using award application submission tool

Tool opens on February 7, 2024 and closes on April 3, 2024

https://aka.ms/POTYA

Microsoft

Table of Contents

Introduction

The Microsoft Partner of the Year Awards acknowledge outstanding achievements and innovations from our global and diverse partner ecosystem. We are excited to recognize Microsoft partners with a variety of awards designed to showcase solutions delivering customer success, that are built using Microsoft technologies. We encourage partners of all types, geographies, and scale to submit nominations for a Partner of the Year Award.

These awards celebrate partner achievements, cloud technologies, entrepreneurial spirit, and highlight the tremendous work done by partners in various solution areas, industries and in driving social impact. The Country/Region Partner of the Year Awards recognize partner successes in over 100 countries/regions around the world. Across these awards, we recognize both winners and finalists, (for category awards only) – both groups showcasing impactful solutions or services.

Our partner ecosystem provides value to customers by delivering innovative solutions and services to businesses and local economies around the world, and it's critical that those solutions and services are built to deliver meaningful outcomes for customers and to create inclusive economic opportunity. We believe technology should be a force for global good and we're intentional about recognizing partner organizations and technology that is inclusive, trusted, and that enables a more sustainable and equitable future, empowering every person and organization to achieve more.

Each year, we evolve our awards offerings to present opportunities for partners to showcase their innovations built using new or recently announced technologies. As is true with every year, we look forward to receiving your nomination and are excited to celebrate another year of incredible partner innovations. Please read on for more information on the benefits for award recipients (winners and finalists).

How awards benefit your business
Award recognition means greater visibility for your team. Being an award winner or finalist can:
- Help create new or stronger business opportunities with customers
- Generate positive press coverage
- Lead to increased market recognition

Nominating for the 2024 Microsoft Partner of the Year Awards equals many more customers knowing about you and aligns your organization as an even stronger Microsoft partner.

2024 Microsoft Partner of the Year Award benefits include:
- Customized logos that allow you to showcase your company as an esteemed Microsoft partner
- Customized public relations templates to help promote your award status (for both winners and finalists)
- Recognition collateral to help celebrate your success
- Congratulatory message from key Microsoft executives
- Celebration and recognition around Microsoft Inspire

Start preparing your award nominations today!
Use this award guidelines document to preview all of the 2024 Microsoft Partner of the Year Awards, including eligibility requirements, to assist in preparing your entry offline. The 2024 Microsoft Partner of the Year Awards submission tool opens on February 7, 2024, and closes at 6:00 P.M. Pacific Time on April 3, 2024. You can access the Awards submission tool here. The deadline is firm, so please allow yourself plenty of time in case you encounter any uploading issues.

Instructions for preparing award nominations

Prepare your 2024 Microsoft Partner of the Year Award nominations by following these four steps.

Step 1: Review the official award rules, frequently asked questions (FAQ), and guidance from judges on the Partner of the Year Awards Website 'Resources, Get tips, Get answers' section before selecting awards and preparing your nominations.

Microsoft

Step 2: Ensure that your organization is eligible for that award. If it asks for a specific Solutions Partner designation, make sure you are fully eligible to nominate. You may apply for any award that aligns to your business, as long as you meet the individual award guideline requirements.

Step 3: Review this full award guidelines document and locate the awards that correspond to your organization's solutions. To jump directly to a specific award within this document, go to the table of contents and CTRL+click on the award you wish to view.

- Be sure to read all the eligibility requirements and questions for your chosen awards. Most are one page, but not all.
- When the award submission tool opens February 7, 2024, you can self-nominate your organization for an award by answering the questions provided. Your response is limited to 8,000 characters total (spaces included) and will be submitted in an executive summary style format. We recommend that you have your submission final, edited, and ready to submit offline before you begin the upload process using the Awards Submission Tool.

Step 4: Submit your nominations via the awards submission tool that you can access on the Partner of the Year Awards Website when it opens February 7, 2024. A tutorial (PDF) is located within the application tool.

- All final nominations must be submitted by April 3, 2024, at 6:00 P.M. Pacific Time. No extensions beyond will be granted.
- You may submit multiple award nominations via the awards submission application tool, but each must be submitted individually.
- Nominations must be written in US English.
- Improperly submitted nominations or incomplete nominations will not be judged.
- Upon submission of your nomination, it may also be entered for consideration in regional award programs.

Questions? Please send an email to the Microsoft Partner of the Year Awards team and allow 48 hours for a response.

Azure Awards
Inclusive of Infrastructure, Digital App & Innovation and Data & AI Solution Areas

Analytics

The Analytics Partner of the Year Award recognizes partners that have delivered Azure-based analytics and business intelligence solution(s) for their customer(s). Candidates will have successfully delivered a solution leveraging one or more of Microsoft's cloud scale analytics services (Azure Synapse Analytics, Azure Data Lake, Power BI Premium, Azure Databricks, Microsoft Fabric, Azure Data Factory, Azure Data Explorer) to design, develop, and deploy a production analytics solution providing business value. The winning nomination will exemplify the acceleration that can occur when a partner helps their customer solve a business problem using cloud scale analytics services. The solution architecture can incorporate batch and/or streaming data processing patterns and should include the capture, curation, and consumption of data.

Eligibility
- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation by January 30, 2024.
  - An ISV with a co-sell ready offer leveraging one or more of Microsoft's Cloud Scale Analytics services (Azure Synapse Analytics, Azure Data Lake, Power BI, Azure Databricks, Microsoft Fabric, Azure Data Factory, Azure Data Explorer).
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: that offer is transactable.
- Extra consideration for nominations that leverage the [Microsoft Cloud Adoption Framework](#) for Azure. The Cloud Adoption Framework provides comprehensive best practices and guidance in each stage of the customer's cloud adoption journey, to help the customer be successful on Azure. Show how the Cloud Adoption Framework is integrated in your nomination through customer projects and/or commercial offers you have developed based on the framework.

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
- The solution: Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Include information such as:
  - Customer(s) name and/or other pertinent customer description.
  - What was the customer business problem?
  - What were the key benefits and business impact (e.g., $ savings/revenue growth) of your solution/service to customers?
  - Why did the customer choose Microsoft's Cloud Scale Analytics services for their solution (business and technical perspective)?
  - What type of data was collected/analyzed?

- The architecture: Describe the products (include version) and technologies used. The solution architecture can incorporate batch and/or streaming data processing patterns, and should include the capture, curation, and consumption of data.
  - The value to you as a partner. How has basing your solution on Microsoft's technologies helped position your organization for growth or transformation to adapt to the cloud?
  - How has it helped you win against the competition in a customer situation from a technical and business perspective?
- The scale: Is this solution specific to one customer or does it have broader market potential?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).

Building with AI

With Azure AI, our goal is to empower organizations to apply AI across the spectrum of their business to engage customers, empower employees, optimize operations, and transform products. Partners with their in-depth industry knowledge, geographic reach, and implementation expertise are critical in making AI real for businesses.

Building with AI Partner of the Year Award recognizes partners that have built or modernized applications using Azure AI, containers, and databases, to deliver customer solutions across in key areas, such as:
- Using Generative AI to transform business processes.
- Building AI-powered applications to deliver natural user experience by integrating language, vision, speech and other AI capabilities into web and mobile apps.
- Building copilots for specific customer needs using Azure AI portfolio (deployments of Microsoft 365 Copilot, Dynamics 365 Copilot are not eligible for this award).

Preferred Qualifications
The winning nomination will best demonstrate how a partner is accelerating in the era of AI with Microsoft by transforming industries, evolving business, technical & ethical maturity while solving high value customer problems, or creating incremental business value illustrated through customer success stories.

At a high level, Building with AI Partner of the Year should have the following attributes:
- Demonstrated success (high volume and/or high growth) in delivering differentiated solutions and/or services in production by leveraging the Microsoft cloud, Azure AI, container, database, and analytics services.
- Following Responsible AI principles when integrating AI solutions into offerings or using core machine learning technology to build AI solutions.
- Building a repeatable horizontal or vertical IP/service and demonstrate market leadership with evidence.
- Innovating with AI to help customers address complex challenges and deliver business transformation with tangible ROI that can be demonstrated through customer evidence (named customers). Customer evidence should include key performance indicators of business impact and details of the solution implementation. AI scenarios could include monitoring assets to improve efficiency, driving operational performance to enable innovation, and using advanced data analytics to transform a business with new business models and revenue streams.
- Extra consideration for nominations that leverage the Microsoft Cloud Adoption Framework for Azure. The Cloud Adoption Framework provides the best comprehensive best practices and guidance in each stage of the customer's cloud adoption journey, to help the customer be successful on Azure. Show how the Cloud

Adoption Framework is integrated in your nomination through customer projects and/or commercial offers you have developed based on the framework.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - o A Solutions Partner designation and Build & Modernize AI Apps Specialization achieved by January 30, 2024.
  - o Participating in the ISV Success Program
  - o Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: that offer is transactable.
  - o A Solutions Partner designation and AI & ML Specialization achieved by January 30, 2024.
  - o An ISV with a co-sell ready offer IP/ISV application leveraging any one of the Azure AI services.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Include information such as:

- Industry or domain value proposition of the solution or service.
- Repeatable IP or reference architecture, highlighting how the solution or service leverages Microsoft services. Mention all Microsoft products (with version) used. Highlight how the solution uses Azure AI services and the Azure stack for building intelligent apps – containers and databases such as AKS and CosmosDB. The use of Data and Analytics services is preferred.
- Does the solution or service follow Responsible AI principles? Provide details. Does the solution go above and beyond in ensuring data privacy and customer safety? Describe how.
- Please describe the benefits & business impact of your solution or service. Include information such as:
  - o Broadly, how has your solution had an impact on your customers' businesses (such as making them more competitive)? Provide return on investment (ROI), time-to-value, cost reduction, increased productivity, or other related quantifiable benefits where possible.
- Is this solution repeatable? In other words, does it offer a broad market impact?
  - o Which key industry verticals was your AI solution implemented in and how do you foresee any new industry expansion for your business?
  - o Can the solution be applied to any other potential industries, and how?
  - o Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Share at least one customer name and description of their use-case (business and technical). How did your solution or service help solve the customer use-case?
  - o What usage industry or horizontal scenario did your solution address? (e.g. predictive maintenance, remote monitoring, connected factory, connected field services, asset management; operational intelligence; advanced, predictive, or prescriptive analytics).
  - o What type of data was collected/analyzed?

Migration to Azure

The Migration to Azure Partner of the Year Award recognizes a partner that excels in delivering outstanding solutions for accelerating customer migration to the cloud with emphasis on SAP and/or workloads running on Windows Server, and SQL Server. The winning nomination will best demonstrate how a partner has helped their customer assess their existing environment, plan their migration and/or modernization of infrastructure, databases, and application workloads, while also accelerating adoption of Azure at scale and ultimately improving business results, increasing customer value, and helping companies to drive their business forward.

The solution will exemplify best practices in the following areas:
- Inventorying existing application(s), database(s) and infrastructure service(s), including Windows Server, SQL Server and/or SAP
- Assessing the readiness of the application(s) and service(s) to migrate or modernize to Azure.
- Migrating/modernizing (using a scalable solution or methodology) to increase business agility and drive cost efficiencies.
- Leveraging Microsoft solutions (or equivalents) that strengthen cloud security posture such as Defender for Cloud.
- Leveraging Microsoft's data platform capabilities in Azure hybrid or public cloud scenarios to support mission critical applications (with a focus on high availability, performance, high scale or hybrid applications leveraging SQL Server and/or a set of Azure Data services).
- Note: If your nomination focuses on a migration to Microsoft Azure Synapse (Data Warehousing), please consider submitting it instead to the Analytics Partner of the Year Award.

Eligibility
- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have at least one of the following:
  - A Solutions Partner designation by January 30, 2024.
  - An ISV with a published co-sell ready offer.
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: that offer is transactable.
  - Specialization in Infra & Database Migration to Microsoft Azure, or Azure Expert MSP.

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
- Choose one migration solution/project. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Include information such as:
  - Customer(s) name and/or other pertinent customer description (e.g., industry).
  - What was the customer business problem?
  - What value did your solution provide? (e.g., cost reduction, better data governance, higher performance, journey to the Cloud).
- What Microsoft Azure services and technologies did you include in the project? Include all Microsoft products (with version) and technologies used. Special consideration for solutions/projects that include Infrastructure (e.g., Windows Server), Database (e.g., Azure SQL), and Security platform components.

- Please describe the specific benefits & business impact of your solution. Include information such as:
  - How your solution impacted your customers' businesses (such as making them more competitive) and including return on investment (ROI) figures (cost reduction, increased productivity, etc.).
- Is this solution specific only to one particular customer or is it repeatable (to multiple customers) – providing a broader market impact?
  - What specific customer scenarios does your solution apply to?
  - Can the solution be applied to any other potential scenarios, and how?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Include named customer examples, providing key performance indicators of business impact as result of the solution implementation.

Modernizing Applications

The Modernizing Applications Partner of the Year Award recognizes a partner who has a track record of modernizing a portfolio of customer applications for the cloud. The winning partner has demonstrated a deep understanding of their customers' business challenges and has helped motivate adoption of new cloud technologies and practices. Winning solutions must be based on Microsoft Azure and should leverage a mix of Azure Application Platform technologies, such as Azure App Service, Azure Spring Apps, Azure Kubernetes Service, GitHub, Azure SQL Database (or other managed database services). The partner must supply a customer example that showcases visionary thinking where an investment in application modernization helped to transform a critical aspect of their customer's business. Winning solution must highlight modernization opportunities where customers improved a portfolio of legacy applications creating significant consumer or employee business value with the support of the Microsoft Azure platform.

Preferred Qualifications
Modernizing Applications solutions should focus on:
- Accelerating time to market by modernizing a portfolio of legacy/on-prem apps (not just one app) using Azure App platform services (PaaS or container hosting options, not just VMs).
- Increase app intelligence using various Microsoft app dev services.
- Increase reliability and security by moving to the cloud.

Eligibility
- Nominees must be a Microsoft partner member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation and Migrate Enterprise Apps Specialization achieved by January 30, 2024.
  - A Solutions Partner designation and Kubernetes on Azure Specialization achieved by January 30, 2024.

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your customer's business challenge or problem and provide examples of the before and after solution implementation scenarios.
  - Describe the benefits & business impact of your solution and the products (include version) and technologies used.
  - How has basing your solution on Azure technologies helped position your organization for growth or transformation to adapt to the cloud? How has it helped you win against the competition in a customer situation from a technical and business perspective?
  - Is this solution specific to one particular customer or does it have broader market potential?
  - Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.) in your repeatable approach.
  - Describe how you are increasing developer productivity using DevOps and any preferred technologies like GitHub, GitHub Actions, or third-party DevOps solutions, used to deploy and automate development processes on Azure.

OSS on Azure

The Open-Source Applications & Infrastructure on Azure Partner of the Year Award will recognize an exceptional partner who excels in delivering outstanding open source-based applications or infrastructure solutions on the Microsoft Azure cloud platform. They will have successfully met customer interoperability needs, using at least one significant, globally recognized open-source project in combination with Microsoft Azure. The winner will demonstrate innovation, competitive differentiation, and customer value that results in a profitable business while showcasing the benefits of using Microsoft Azure services alongside open-source software.

Eligibility
- Nominees must be a [Microsoft partner](link) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - Achieved a Solutions Partner designation achieved by January 30, 2024.
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.
  - 1 or more solutions in the Microsoft commercial marketplace tagged for Linux Server Migration or OSS DB Migration.
- Should have at least one customer case study available (does not need to be public), illustrating success of the open-source solution on Microsoft Azure.
- Extra consideration for nominations that leverage the Microsoft Cloud Adoption Framework for Azure. The Cloud Adoption Framework provides comprehensive best practices and guidance in each stage of the customer's cloud adoption journey, to help the customer be successful on Azure. Show how the Cloud Adoption Framework is integrated in your nomination through customer projects and/or commercial offers you have developed based on the framework.

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
- What specific customer challenge(s) and problem(s) does your solution solve using Azure and OSS? Identify:
  - Customer's business challenge or problem.

- o What are the key benefits and business impact (e.g., $ savings/revenue growth) of your solution/service to customers?
  - o Why did the customer choose Azure for their OSS solution (business and technical perspective)?
- What Microsoft and open-source technologies did you include in your solution (note: Microsoft Azure should be one of the Microsoft technologies for this award) and how they helped you win against the competition.
- Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution? If yes, please describe your partnering story and how it benefited the customer.

SAP RISE on Microsoft Cloud

The SAP RISE on Microsoft Cloud Partner of the Year Award recognizes partners who have delivered an impactful SAP RISE solution on the Microsoft Cloud platform for our customers. The winning solution will successfully demonstrate how the customer took advantage of their SAP RISE environment on the Microsoft Cloud platform. An impactful SAP RISE on Microsoft Cloud implementation would articulate:

- Business outcomes identified and achieved by the customer because of the SAP RISE on Microsoft Cloud deployment.
- Any (one or more) extend & Innovate scenarios implemented in conjunction with SAP RISE on Microsoft Cloud implementation – Integration through Azure API Management to SAP RISE, Automation with Microsoft Power Platform, Workplace Modernization with Microsoft Teams for SAP RISE, Security enablement through Microsoft Security products (Sentinel for SAP, Microsoft Defender, etc.)
- Demonstrated customer achieved business values associated with running SAP RISE on the Microsoft Cloud.

Preferred Qualifications

- Nominations should focus on SAP RISE on Microsoft Cloud implementations. The solution must be deployed on the Microsoft Azure platform. Hybrid implementations (SAP RISE plus SAP on Azure for non-RISE environments) are also appropriate.
- SAP RISE on Microsoft Cloud implementation should focus on:
  - o Migration & Modernization to SAP RISE on Microsoft Cloud.
  - o Digital Transformation.
  - o Industry specialization.
  - o Accelerated outcomes with AI.
  - o Any (one or more) Innovate with SAP scenarios (e.g., Security, Data & Analytics, Microsoft Teams, etc.) implemented in conjunction with SAP RISE on Microsoft Cloud implementation.
- Nominees should follow SAP and Microsoft best practices for SAP RISE on Microsoft Cloud. Hybrid deployments should follow the Cloud Adoption and Well Architected Frameworks, SAP architecture best practices and leverage Azure SAP Platform Solution like Azure Center for SAP, Azure Monitor for SAP solutions and Azure Backups for SAP.

Eligibility

- Nominees must be a [Microsoft partner](link) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - o A Solutions Partner designation by January 30, 2024.
  - o Microsoft Cloud Partner with SAP on Microsoft Azure specialization
  - o Nomination must be a new customer implementation (Date of go-live on or after January 2023) and must not be a repeat of a prior submission.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Choose one SAP RISE on Microsoft Cloud customer solution where the Partner was engaged. Describe how your solution used one or more of Microsoft's products or cloud services (Azure is mandatory) for the specific customer scenario and how you created a unique market approach to solve multiple challenges.
- Please describe the benefits & business impact of your solution and the products and technologies used. Provide quantitative metrics measuring the positive business impact from your solution (for example, return on investment (ROI), decreased costs, increased productivity, financial impact, growth).
- How has basing your solution on Microsoft's technologies helped position your company for growth or transformation to offer cloud services? How has it helped you win against your competition in a customer situation from a technical and business perspective?
- Is this solution specific to one particular customer or does it have broader market or industry potential? Upload or provide public references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.)

Business Applications Awards

Dynamics 365 Business Central

Microsoft Dynamics 365 Business Central award celebrates the partners who have leveraged Dynamics 365 Business Central to create innovative and impactful solutions for their customers, driving digital transformation and business success. A winning submission for this award will highlight how the partner has used Dynamics 365 Business Central as the core of their solution, along with Microsoft Copilot and AI capabilities, to deliver exceptional customer value, satisfaction, and outcomes. The submission will also feature the partner's business performance, differentiation, and go-to-market strategy. Microsoft Dynamics 365 Business Central apps (ISV) and services (SI) qualify for this award.

Preferred Qualifications

The ideal partner of the year will share impactful customer cases that:
- Provide evidence of customer impact.
- Are publicly available as go-to-market assets.
- Demonstrate a differentiated customer value proposition.

Eligibility
- Nominees must be a [Microsoft partner](link) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
    - A Solutions Partner designation in Business Applications by January 30, 2024.
    - Participating in the ISV Success Program.
    - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.
    - For SMB partners: achieved designation in the SMB track.
    - A Small and Midsize Business Management specialization by January 30, 2024.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Business Performance - Describe your Dynamics 365 Business Central business performance over the last 12 months. Make specific reference to some or all the following metrics:
  - Capacity & Capability: Talent acquisition growth, number or percentage of role based certified people, achievement of Business Applications specializations.
  - Usage: YoY growth in monthly active usage, number of successful live deployments, number of implementations with FastTrack or Business Central Concierge alignment, customer satisfaction score.
  - Sales: YoY license growth, length of sales cycle, number of customer adds/new logos.
- Go To Market - Describe how you go to market, for example by industry/vertical, by customer segment, or by business process, and how you scale your efforts to drive customer success with your Microsoft Dynamics 365 Business Central solutions and services. Make specific reference to how you leverage Microsoft programs, assets, and initiatives in your go-to-market approach and how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- Customer Transformation & Success – Demonstrate your go-to-market success by describing 1-3 customer cases where you have provided transformative business growth in the last 12 months. Describe the business impact using key performance indicators from that transformation. Describe how you ensure long-term satisfaction and success of your customer using relevant metrics.
- AI and Copilot - Describe how you use Microsoft AI and Microsoft Copilot offers to enhance and expand your solutions and services. Share with us how you are strengthening your go-to-market approach with Microsoft Copilot. Tell us what readiness activities you have taken within your organization and existing customers to effectively land Copilot.

⚙ Dynamics 365 Finance

The Dynamics 365 Finance Partner of the Year Award recognizes a partner that excels at providing innovative and high impact customer solutions centered on Dynamics 365 Finance products. The successful entrant for this award will have demonstrated a high-level of business performance through the past year, as well as a complete and unique go-to-market strategy. Priority will be given to partners who demonstrate expertise and excellence in their customer transformation and success, as well as the use and/or preparation of Microsoft Copilot and AI for customer outcomes. Microsoft Dynamics 365 Finance apps (ISV) and services (SI) qualify for this award.

Preferred Qualifications

The ideal partner of the year will share impactful customer cases that:
- Provide evidence of customer impact.
- Are publicly available as go-to-market assets.
- Demonstrate a differentiated customer value proposition.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation Business Applications by January 30, 2024.
  - Participating in the ISV Success Program.

- o Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Business Performance - Describe your Dynamics 365 Finance business performance over the last 12 months. Make specific reference to some or all the following metrics:
  - o Capacity & Capability: Talent acquisition growth, number or percentage of role-based people, achievement of Business Applications specializations.
  - o Usage: YoY growth in monthly active usage, number of successful live deployments, number of implementations with FastTrack customer satisfaction score.
  - o Sales: YoY license growth, length of sales cycle, number of customer adds/new logos.
- Go To Market - Describe how you go to market, for example by industry/vertical, by customer segment, or by business process, and how you scale your efforts to drive customer success with your Microsoft Dynamics 365 Finance solutions and services. Make specific reference to how you leverage Microsoft programs, assets, and initiatives in your go-to-market approach and how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- Customer Transformation & Success – Demonstrate your go-to-market success by describing 1-3 customer cases where you have provided transformative business growth in the last 12 months. Describe the business impact using key performance indicators from that transformation. Describe how you ensure long-term satisfaction and success of your customer using relevant metrics.
- AI and Copilot - Describe how you use Microsoft AI and Microsoft Copilot offers to enhance and expand your solutions and services. Share with us how you are strengthening your go-to-market approach with Microsoft Copilot. Tell us what readiness activities you have taken within your organization and existing customers to effectively land Copilot.

Dynamics 365 Sales and Customer Insights

The Dynamics 365 Sales & Customer Insights Partner of the Year Award recognizes a partner that excels at providing innovative and high impact customer solutions centered on Microsoft Dynamics 365 Sales & Customer Insights products. The successful entrant for this award will have demonstrated a high-level of business performance through the past year, as well as a complete and unique go-to-market strategy. Priority will be given to partners who demonstrate expertise and excellence in their customer transformation and success, as well as the use and/or preparation of Microsoft Copilot and AI for customer outcomes. Microsoft Dynamics 365 Sales & Customer Insights services (SI) and apps (ISV) qualify for this award.

Preferred Qualifications

The ideal partner of the year will share impactful customer cases that:
- Provide evidence of customer impact.
- Are publicly available as go-to-market assets.
- Demonstrate a differentiated customer value proposition.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation in Business Applications by January 30, 2024.
  - Participating in the ISV Success Program.
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Business Performance - Describe your Dynamics 365 Sales & Customer Insights business performance over the last 12 months. Make specific reference to some or all the following metrics:
  - Capacity & Capability: Talent acquisition growth, number or percentage of role-based certified people, achievement of Business Applications specializations.
  - Usage: YoY growth in monthly active usage, number of successful live deployments, number of implementations with FastTrack or Business Central Concierge alignment, customer satisfaction score.
  - Sales: YoY license growth, length of sales cycle, number of customer adds/new logos.
- Go To Market - Describe how you go to market, for example by industry/vertical, by customer segment, or by business process, and how you scale your efforts to drive customer success with your Microsoft Dynamics 365 Sales & Customer Insights solutions and services. Make specific reference to how you leverage Microsoft programs, assets, and initiatives in your go-to-market approach and how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- Customer Transformation & Success – Demonstrate your go-to-market success by describing 1-3 customer cases where you have provided transformative business growth in the last 12 months. Describe the business impact using key performance indicators from that transformation. Describe how you ensure long-term satisfaction and success of your customer using relevant metrics.
- AI and Copilot - Describe how you use Microsoft AI and Microsoft Copilot offers to enhance and expand your solutions and services. Share with us how you are strengthening your go-to-market approach with Microsoft Copilot. Tell us what readiness activities you have taken within your organization and existing customers to effectively land Copilot.

Dynamics 365 Service

The Dynamics 365 Service Partner of the Year Award recognizes a partner that excels at providing innovative and high impact customer solutions centered on Microsoft Dynamics 365 Service products. The successful entrant for this award will have demonstrated a high-level of business performance through the past year, as well as a complete and unique go-to-market strategy. Priority will be given to partners who demonstrate expertise and excellence in

their customer transformation and success, as well as the use and/or preparation of Microsoft Copilot and AI for customer outcomes. Microsoft Dynamics 365 Service services (SI) and apps (ISV) qualify for this award.

Preferred Qualifications
The ideal partner of the year will share impactful customer cases that:
- Provide evidence of customer impact.
- Are publicly available as go-to-market assets.
- Demonstrate a differentiated customer value proposition.

Eligibility
- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation in Business Applications areas by January 30, 2024.
  - Participating in the ISV Success Program.
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
- Business Performance - Describe your Dynamics 365 Service business performance over the last 12 months. Make specific reference to some or all the following metrics:
  - Capacity & Capability: Talent acquisition growth, number or percentage of role based certified people, achievement of Business Applications specializations.
  - Usage: YoY growth in monthly active usage, number of successful live deployments, number of implementations with FastTrack or Business Central Concierge alignment, customer satisfaction score.
  - Sales: YoY license growth, length of sales cycle, number of customer adds/new logos.
- Go To Market - Describe how you go to market, for example by industry/vertical, by customer segment, or by business process, and how you scale your efforts to drive customer success with your Microsoft Dynamics 365 Service solutions and services. Make specific reference to how you leverage Microsoft programs, assets, and initiatives in your go-to-market approach and how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- Customer Transformation & Success – Demonstrate your go-to-market success by describing 1-3 customer cases where you have provided transformative business growth in the last 12 months. Describe the business impact using key performance indicators from that transformation. Describe how you ensure long-term satisfaction and success of your customer using relevant metrics.
- AI and Copilot - Describe how you use Microsoft AI and Microsoft Copilot offers to enhance and expand your solutions and services. Share with us how you are strengthening your go-to-market approach with Microsoft Copilot. Tell us what readiness activities you have taken within your organization and existing customers to effectively land Copilot.

Dynamics 365 Supply Chain

The Dynamics 365 Supply Chain Partner of the Year Award recognizes a partner that excels at providing innovative and high impact customer solutions centered on Microsoft Dynamics 365 Supply Chain products. The successful entrant for this award will have demonstrated a high-level of business performance through the past year, as well as a complete and unique go-to-market strategy. Priority will be given to partners who demonstrate expertise and excellence in their customer transformation and success, as well as the use and/or preparation of Microsoft Copilot and AI for customer outcomes. Microsoft Dynamics 365 Supply Chain apps (ISV) and services (SI) qualify for this award.

Preferred Qualifications
The ideal partner of the year will share impactful customer cases that:
- Provide evidence of customer impact.
- Are publicly available as go-to-market assets.
- Demonstrate a differentiated customer value proposition.

Eligibility
- Nominees must be a Microsoft partner member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation in Business Applications by January 30, 2024.
  - Participating in the ISV Success Program.
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
- Business Performance - Describe your Dynamics 365 Supply Chain business performance over the last 12 months. Make specific reference to some or all the following metrics:
  - Capacity & Capability: Talent acquisition growth, number or percentage of role based certified people, achievement of Business Applications specializations.
  - Usage: YoY growth in monthly active usage, number of successful live deployments, number of implementations with FastTrack customer satisfaction score.
  - Sales: YoY license growth, length of sales cycle, number of customer adds/new logos.
- Go To Market - Describe how you go to market, for example by industry/vertical, by customer segment, or by business process, and how you scale your efforts to drive customer success with your Microsoft Dynamics 365 Supply Chain solutions and services. Make specific reference to how you leverage Microsoft programs, assets, and initiatives in your go-to-market approach and how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- Customer Transformation & Success – Demonstrate your go-to-market success by describing 1-3 customer cases where you have provided transformative business growth in the last 12 months. Describe the business impact using key performance indicators from that transformation. Describe how you ensure long-term satisfaction and success of your customer using relevant metrics.
- AI and Copilot - Describe how you use Microsoft AI and Microsoft Copilot offers to enhance and expand your solutions and services. Share with us how you are strengthening your go-to-market approach with Microsoft Copilot. Tell us what readiness activities you have taken within your organization and existing customers to effectively land Copilot.

Intelligent Automation

The Intelligent Automation Partner of the Year Award recognizes a partner that excels at providing innovative and high impact customer solutions centered on Microsoft Power Automate technology. The successful entrant for this award will have demonstrated a high-level of business performance through the past year, as well as a complete and unique go-to-market strategy. Priority will be given to partners who demonstrate expertise and excellence in their customer transformation and success, as well as the use and/or preparation of Microsoft Copilot and AI for customer outcomes. Microsoft Power Automate apps (ISV) and services (SI) qualify for this award.

Preferred Qualifications
The ideal partner of the year will share impactful customer cases that:
- Provide evidence of customer impact.
- Are publicly available as go-to-market assets.
- Demonstrate a differentiated customer value proposition.

Eligibility
- Nominees must be a Microsoft partner member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation in Business Applications by January 30, 2024.
  - Participating in the ISV Success Program.
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
- Business Performance - Describe your Intelligent Automation business performance over the last 12 months. Make specific reference to some or all the following metrics:
  - Capacity & Capability: Talent acquisition growth, number or percentage of role based certified people, achievement of Business Applications specializations.
  - Usage: YoY growth in monthly active usage, number of successful live deployments, number of implementations with FastTrack or Business Central Concierge alignment, customer satisfaction score.
  - Sales: YoY license growth, length of sales cycle, number of customer adds/new logos.
- Go To Market - Describe how you go to market, for example by industry/vertical, by customer segment, or by business process, and how you scale your efforts to drive customer success with your Microsoft Intelligent Automation solutions and services. Make specific reference to how you leverage Microsoft programs, assets, and initiatives in your go-to-market approach and how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- Customer Transformation & Success – Demonstrate your go-to-market success by describing 1-3 customer cases where you have provided transformative business growth in the last 12 months. Describe the business impact using key performance indicators from that transformation. Describe how you ensure long-term satisfaction and success of your customer using relevant metrics.
- AI and Copilot - Describe how you use Microsoft AI and Microsoft Copilot offers to enhance and expand

your solutions and services. Share with us how you are strengthening your go-to-market approach with Microsoft Copilot. Tell us what readiness activities you have taken within your organization and existing customers to effectively land Copilot.

Low Code Application Development

The Low Code Application Development Partner of the Year Award recognizes a partner that excels at providing innovative and high impact customer solutions centered on Microsoft Power Apps and incorporates additional Power Platform capabilities. The successful entrant for this award will have demonstrated a high-level of business performance through the past year, as well as a complete and unique go-to-market strategy. Priority will be given to partners who demonstrate expertise and excellence in their customer transformation and success, as well as the use and/or preparation of Microsoft Copilot and AI for customer outcomes. Microsoft Power Platform focused apps (ISV) and services (SI) qualify for this award.

Preferred Qualifications
The ideal partner of the year will share impactful customer cases that:
- Provide evidence of customer impact.
- Are publicly available as go-to-market assets.
- Demonstrate a differentiated customer value proposition.

Eligibility
- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation in Business Applications by January 30, 2024.
  - Participating in the ISV Success Program.
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
- Business Performance - Describe your Low Code business performance over the last 12 months. Make specific reference to some or all the following metrics:
  - Capacity & Capability: Talent acquisition growth, number or percentage of role based certified people, achievement of Business Applications specializations.
  - Usage: YoY growth in monthly active usage, number of successful live deployments, number of implementations with FastTrack or Business Central Concierge alignment, customer satisfaction score.
  - Sales: YoY license growth, length of sales cycle, number of customer adds/new logos.
- Go To Market - Describe how you go to market, for example by industry/vertical, by customer segment, or by business process, and how you scale your efforts to drive customer success with your Microsoft Power Platform solutions and services. Make specific reference to how you leverage Microsoft programs, assets, and initiatives in your go-to-market approach and how your offerings have been successful in winning against the competition from a technical and/or business perspective.

- Customer Transformation & Success – Demonstrate your go-to-market success by describing 1-3 customer cases where you have provided transformative business growth in the last 12 months. Describe the business impact using key performance indicators from that transformation. Describe how you ensure long-term satisfaction and success of your customer using relevant metrics.
- AI and Copilot - Describe how you use Microsoft AI and Microsoft Copilot offers to enhance and expand your solutions and services. Share with us how you are strengthening your go-to-market approach with Microsoft Copilot. Tell us what readiness activities you have taken within your organization and existing customers to effectively land Copilot.

Modern Work Awards

Apps & Solutions for Microsoft Teams

The Modern Workplace Apps & Solutions for Microsoft Teams Partner of the Year Award honors ISVs and SI partners that are building collaborative and innovative applications for Microsoft Teams that help customers advance their digital transformation journeys and get teams to come together to get more done.

Preferred Qualifications
A winning partner solution should demonstrate the following:
- Delights users with rich collaborative experiences by leveraging Teams Platform capabilities (such as plugins, Teams AI Library, Live Share, Meetings, Tabs, Fluid Framework, Loop components, Microsoft Graph API, etc.)
- Allows users to collaborate seamlessly inside Teams (without having to leave the platform).
- Optimizes customer workflows (such as project management, service incidents, dev workflows).
- Empowers end users to feel included, get more done, and be more efficient.

Other characteristics of the winning solution:
- Incorporates Azure Active Directory/SSO to simplify user authentication.
- Generates customer adoption by thousands of users.
- Enables accessibility features (optional).

The winning nomination will demonstrate innovation, competitive differentiation, and customer benefits that results in improved efficiency, growth, or profitability while showcasing the value of the Microsoft 365 solutions.

Microsoft will give consideration for additional case study production and publication to submissions which include customer evidence that is or will be made publicly available. When submitting your nomination, please indicate if your customer evidence submission can be published publicly.

Eligibility
- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - Participating in the ISV Success Program.
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- List all Teams Platform capabilities (such as Live Share, Meetings, Tabs, Fluid Framework, Loop components, Microsoft Graph APIs, plugins, Teams AI library, etc.) that are leveraged.
- Describe how the use of Microsoft technologies in your solution or service enabled the customer's increased collaboration from a technical and business perspective – in what ways has your solution helped your customers embark on a journey driving tangible digital transformation outcomes in their Industry.
- Tell us if the solution you're submitting is specific to one customer, or if it is available (and adopted) more broadly in the market.
- Please upload and provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).

Converged Communications

The Converged Communications Partner of the Year Award recognizes partners with proven expertise in delivering transformative calling, meeting, or meeting room solutions for Teams Phone, Teams Premium, or Teams Rooms.

These partners help customers lower costs and create a smart workplace by modernizing their customers' calling and meetings and meeting rooms infrastructure to realize the benefits and converged value of an end-to-end integrated solution. Partners positioned to win this award will have created innovative service offerings paired with Microsoft Teams to deliver unique business value. Outstanding nominations demonstrate the ability to deliver on a customer's goals to enable hybrid work while reducing costs – and show how using Microsoft Teams as a foundation simplifies communication, streamlines business processes, and improves productivity, enabling secure work anytime, anywhere.

Preferred Qualifications

Your nomination should highlight your organization's Teams Phone and/or Teams Meeting, and/or Teams Rooms practice capabilities. It should also demonstrate how Teams delivers end-to-end solutions and may include managed services for customers. Examples would include assessments, deployment roadmaps, change-management planning and assistance, value-added services, and customer end-user support to enhance how people communicate and collaborate. Thoughtful deployment plans that keep critical communications flowing uninterrupted through a transition of communication software and hardware can showcase your company's customer service and ability to deliver business continuity while upgrading business-critical communication hardware and software.

In addition, your nomination should highlight a specific customer example of workplace transformation for remote and hybrid work using Microsoft Teams Phone and/or Teams Meetings and/or Teams Rooms by describing how your organization has delivered modern calling and/or meetings and/or meeting room deployments and services for your customers. To be successful, your entry will need to include proof points that demonstrate how your services and/or solutions are solving customer business challenges, increasing return on technology investment, winning against the competition, and enabling organizations to harness the power of calling and/or meetings and/or meeting room deployments and services with Microsoft Teams. While not required, showcasing how you leveraged partner programs to enable your success will be insightful.

Consideration for additional case study production and publication will be given to submissions which include customer evidence that has been, or may be, made publicly available. When submitting your nomination, please indicate if your submission can be published publicly.

Nominations are open for all partners who meet the following eligibility criteria, and who are providing systems integration services for customers from small and medium-sized business (SMB) to enterprise scale.

Note: Preference will be given to partner submissions that include calling, meetings, and/or meeting room solutions.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- A Solutions Partner designation by January 30, 2024.
- Have a Microsoft Teams Calling and/or Meetings offer published on your company website.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Describe the scope of your calling, meetings, and/or meeting rooms offerings (do not need to include all components): (1) What services do you provide to customers? (2) How do these services position you uniquely relative to other partners or in the marketplace? How do they demonstrate your innovation? (3) How many customer organizations do you currently service? (4) Please explain how you have used Microsoft-provided partner tools and GTM resources such as the workshops and pilots Workshop. If applicable, please also include details about how you use FastTrack and other Microsoft programs and resources to drive deployment and adoption by your customers.
- Provide a specific customer example with the following: Customer's pain point/issue/opportunity that you addressed. Include specific details about the impact of the issue/opportunity to the customer, including number of users impacted, revenue, costs, satisfaction, brand, and other pertinent information.
- How effective was the solution? What business impact (ideally both quantitative and qualitative) did the solution have? (For example, in addition to lowering cost, did the solution also give the customer a new business capability?)
- How satisfied was the customer? Did the customer provide testimonials? References/referrals to other customers? Public case study or quote on partner website?
- Customer impact: How did this help the end customer's agility to serve their customers and have a positive impact on them and/or businesses of the customer's staff or clients?
- Using this specific customer win, explain how your Microsoft Teams calling and/or meetings and/or meeting rooms service or solution met their needs. This could be an engagement where your organization helped a customer upgrade from Skype for Business (Online or Server) to Microsoft Teams or a similar example. Describe the benefits to the customer and how you helped them meet their business goals. Please describe how the customer is using the calling and/or meetings and/or meeting rooms capabilities in Teams and highlight innovative use cases you have enabled with your customer(s). Also, please include devices deployed for your solutions.
- Describe how your services for Microsoft Teams calling and/or meetings and/or meeting rooms helped the customer to realize lower total cost of ownership, improved the user experience, and increased business process efficiency. Please include quantifiable measures and results for customer satisfaction and productivity impacts to support your entry.

Microsoft

👥 Employee Experience

The Microsoft Employee Experience Partner of the Year Award recognizes partners who demonstrate a proven capability to deliver best-in-class employee engagement and productivity solutions supporting customers in becoming high-performing organizations. Employee Experience solutions utilize the Microsoft Viva suite, including two or more Microsoft Viva applications: Viva Amplify, Viva Connections, Viva Engage, Viva Glint, Viva Goals, Viva Insights, Viva Learning, Viva Pulse, or Topics in Viva. Partner nominations should highlight the significant impact their solutions have had on customers re-envisioning employee experience and empowering every person in an organization to connect, engage, learn, and grow no matter how or where they work.

Preferred Qualifications

Partners can help customers build great employee experiences through envisioning and deployment of the Microsoft Viva Suite, delivering advisory and employee experience strategy solutions, providing ongoing adoption and change management services, or by extending Microsoft Viva. Specifically, your submission should highlight how your delivery approach or solution(s) has helped your customer(s) to grow and achieve their full potential across one or more key areas:

- Employee communications and communities. Help your customers modernize how they communicate and engage with employees. Energize their workforce by creating spaces for conversations, company news, and shared interests.
- Workplace analytics and feedback. Transform employee feedback and insights into impact. Help your customers measure employee engagement and drive action with rich, data-driven workplace analytics.
- Goal setting and management. Align people's work to team and organizational goals. Help your customers to enable their people to connect their everyday work to strategic priorities.
- Learning and knowledge management. Help your customers' workforce learn, grow, and succeed by giving employees the information they need to thrive at work with knowledge and learning tools.

For detailed examples around Employee Experience practice and offer development to support your customer engagements and case studies, please see the Microsoft Viva Offer Development Kit.

Consideration for additional case study production and publication will be given to submissions which include customer evidence that has been, or may be, made publicly available. When submitting your nomination, please indicate if your submission can be published publicly.

Eligibility

- Nominees must be a Microsoft partner member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - Nominees must have achieved any Modern Work Solutions Partner designation by January 30, 2024.
  - For CSP Direct and Indirect Resellers: earned any of the six Solution Partner designations.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Lead with the business and people impact from your advisory services, presales envisioning, deployment, proof of concept, deployment, adoption and change management (ACM), or other solution(s) built using Microsoft Viva Suite or multiple Viva applications (for example, increased employee engagement, reduced employee churn, efficiency gains, improved collaboration and communications strategy, etc.). Provide quantified results, customer satisfaction, and breadth of solution usage with links to case studies if possible.
- Describe the employee experience problem(s) your delivery/advisory services helped to solve for your customer(s). If possible, identify the impact on your customer's pain points, contrast before and after scenarios, and provide metrics and return on investment (ROI) for benefits received by the customer.
- How is your solution unique in the marketplace and specifically how did you demonstrate innovation leveraging Microsoft Viva applications and other Microsoft technologies? Is this solution specific to one customer or does it have broader market potential? Please include the Microsoft technologies that were utilized, and the industry focus as applicable.
- Describe how using Microsoft Viva applications in your solution helped you win against the competition in a customer situation from a technical and business perspective. Did your solution result in the sale of Microsoft Viva applications or did it use the customer's existing licenses? Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution?
- How did you leverage Microsoft partner programs and resources to make yourself and Microsoft a differentiator beyond products (such as the Microsoft Viva Jumpstart program, demand-gen resources, Microsoft Viva or Viva Insights Workshop(s), Microsoft Viva Goals or Insights Pilots, Advisory Programs, or ECIF, etc.).
- Impact: How did the customer engagement build the value/bond between the partner and Microsoft? What evidence of collaboration or wins can you share around working together with Microsoft field and sellers?
- How satisfied was the customer? Did the customer provide testimonials? References/referrals to other customers? Public case study or quote on partner website?
- Last, the narrative should help build the case study that you can leverage as reference to scale in market.

Modern Workplace for Frontline Workers

The Modern Workplace for Frontline Workers Partner of the Year Award honors a partner that has seen substantial growth in helping customers transform their workplaces by addressing the needs of the frontline workforce. Frontline workers are the more than two billion people worldwide who work in service- or task-oriented roles across industries such as retail, healthcare, government, hospitality, travel, and manufacturing. Frontline workers form the backbone of many of the world's largest industries. This workforce represents considerable untapped market opportunities for Microsoft partner solutions to help maximize frontline worker efficiencies, streamline communications, and deepen connections.

Preferred Qualifications
Partners have engaged this audience through envisioning and deploying frontline worker solutions with Microsoft 365 offers, delivering adoption services tailored to this audience, or building an application or solution that amplifies and extends Microsoft 365 core collaboration features and that enables digital transformation for frontline workers. The best solution in this category is customer-centric, provides a great end-user and collaborative experience, integrates with enterprise data and processes, and addresses enterprise security considerations through endpoint management. This award will recognize the partner who has paid special attention to frontline workers and demonstrated an increase in frontline productivity, engagement, upskilling, and community building, and a decrease in associated costs for frontline workers. Specifically, the submission should highlight how your solution helped Frontline Workers in any of the following ways:

- Enhanced communications and collaboration for frontline workers
- Increased frontline operational efficiency by connecting enterprise data and business processes
- Safeguarded identities, email, apps, and endpoints across platforms

In addition, the partner should demonstrate leadership in one or multiple key industries, such as retail, healthcare, manufacturing, government, or workforce management.

The winning nomination will demonstrate innovation, competitive differentiation, and customer benefits that result in improved efficiency, growth, and/or profitability while showcasing the value of the Microsoft 365 solutions for frontline workers.

This illustration is a suggested matrix of possible capabilities that could be used to describe your solution delivery in your customer case study submission: Modern Work for Frontline Workers Solution Delivery Capability Matrix.

Eligibility

- Nominees must be a Microsoft partner member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation by January 30, 2024.
  - An ISV with a Teams integration focus on frontline worker audience.
  - Enrolled and active Frontline Worker Jumpstart partner by December 2023.
- Consideration for additional case study production and publication will be given to submissions which include customer evidence that has been, or may be, made publicly available. When submitting your nomination, please indicate if your submission can be published publicly.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Lead with the impact of business and people from the deployment or solution service you have built using Microsoft 365 frontline workers technology stack. Describe the delivered impact and return on investment (ROI) for the customer(s).
- Describe how the use of Microsoft technologies in your solution or service enabled the customer's transformation from a technical and business perspective – in what ways has your solution helped your customers embark on a journey driving tangible digital transformation outcomes in their industry for their frontline workers, specifically.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics about benefits received by the customer.
- Is your solution or service scalable to a broader market and industry? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Describe your industry focus and articulate the need in the broader industry that this solution/service fulfills.
- Indicate the Microsoft frontline worker technologies that are leveraged by your solution or services, and what the capabilities were for the solution deployment. Refer to the preceding capabilities matrix for details.
- How did the solution leverage Microsoft resources and make yourself and Microsoft a differentiator beyond products (such as Fast Track, Jumpstart, demand gen, Frontline Worker Workshop)?

- Impact: How did the customer engagement build the value/bond between the partner and Microsoft? Collaboration and relationships that live past one customer.
- How satisfied was the customer? Did the customer provide testimonials? References, referrals to other customers? Public case study or quote on partner website?
- Lastly, the narrative should help build the case study that you can leverage as reference to scale in market.

Project and Portfolio Management

The Project and Portfolio Management (PPM) Partner of the Year Award, 2024, recognizes a Microsoft partner that:
- Demonstrates innovation, competitive differentiation, and customer benefits that result in improved project and work management efficiency for the customer, growth, and/or profitability in the market, while showcasing the value of Microsoft Project and especially Project for the web.
- A successful Microsoft Project business practice, with a proven record on implementations, which resulted in increased user adoption, user retention, and has helped customers achieve their business goals.
- An App which integrates Project for the web features and capabilities, preferably built leveraging Microsoft's Power Platform products.
- Consistent Microsoft Project marketing engagement with our subsidiary Product Marketing Managers (PMM) or sellers.
- A strong focus on Project for the web and Microsoft's current and future vision of work management on M365 and the Power Platform via Project for the web / new Planner.

Preferred Qualifications
The winning partner will have provided detailed evidence that supports their contributions, backed by relevant customer testimonials, and public case studies, among other data. Under a single submission, partners can include multiple success stories on adopting Microsoft Project cloud (Project for the web preferred, Project Online is acceptable) products. Submissions based on Project Server do not qualify for the PPM Partner of the Year 2023 award. We would also encourage links to targeted videos demonstrating your product/customizations.

Eligibility
- Nominees must be a [Microsoft partner](link) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Have at least one public facing Customer Case Study on the success story you are submitting for the 2023 Project and Portfolio Management Partner of the Year Award.

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
Consistent Marketing and Sales Engagement
- How many marketing and lead generation events did your organization lead/participate in? Please provide a list of the events describing name, dates, venue, and number of attendees.
- How often did you advertise/evangelize Project and or your solution and what methods did you use (could include social media blog posts, LinkedIn advertising, webinars). Please provide examples. Please indicate for each example what Project products were involved (Desktop, Project Server, Project Online, Project for the web)
- How often did you engage with Microsoft contacts (could include field sellers, product management, marketing or engineering)? List the names of who you engaged with.

Microsoft Project business practice
Showcase the scale and successes of your Microsoft Project business practice by providing a summary of your top 3 implementations of Microsoft Project cloud products (Project for the web preferred though Project Online is also acceptable) in FY23 that resulted in a large user base for Microsoft. Implementations that resulted in using other Microsoft products including, but not limited to: Azure DevOps, PowerApps, PowerBI, Azure, and Teams, will be highly regarded.

 An app leveraging Project for the web
Provide a general description of your App; how it integrates Project for the web features, how it leverages the Power Platform products, in which customers it has being deployed, how many users does the app have. Then select one customer and describe how the app helps your customer. Please provide links to materials that demonstrate your product(s).

Secure Productivity (NEW)

The Secure Productivity Partner of the Year Award honors a partner who has shown expertise in providing value-added services to help customers make the most of their Microsoft 365 investments across ME3, ME5, Business Standard and Business Premium. Areas of customer impact include building a Zero Trust foundation with Entra ID, Defender for Endpoint and Microsoft Purview Information Protection, simplifying Endpoint Management with Microsoft Intune and Windows 11 Enterprise, and enhancing productivity and collaboration through Copilot and Microsoft Teams.

Partners who are likely to win this award will demonstrate how they delivered unique business value to customers with Microsoft 365. Nominations must include a customer example of workplace transformation using Microsoft 365. Successful entries will have evidence backed by data, showing how the partner's unique offerings helped solve customer business problems, increased their return on investment, improved organizational efficiencies, and prepared the customer for future growth. They will be focused on the customer and highlight the specific challenges of the customer, and how those challenges were solved by the implemented solution.

Preferred Qualifications
The solution should also show the partner's unique process & intellectual property, address specific customer business challenges, cover all endpoints deployed, and enhance organizational processes and efficiency. The best submissions for this award will have concrete measures such as revenue, customer satisfaction scores, user adoption metrics, and customer IT spending. They will also include anecdotes from customers commenting on other benefits that are more difficult to measure, such as enhanced ease of management of the IT stack, improved internal efficiency, and improved customer experiences.

The optimal entry will highlight the partner's unique approach to co-selling with Microsoft. The partner will highlight how they leverage Microsoft programs to drive opportunities forward, including...
- FastTrack Benefit for Microsoft 365
- Microsoft Commerce Incentive (MCI) Workshops and Pilots
- End Customer Investment Funds (ECIF)
- CPOR and the Online Services Usage (OSU) Incentive program
- Microsoft Cloud Accelerator Platform Incentives like the Do More with Microsoft 365 E3/E5 program
- Other programs not specifically mentioned here

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- For FRP partners: achieved FastTrack Ready partner endorsement through any of the Solution Partner designations in any of the six solution areas by January 30, 2024.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Describe the scope of your Secure Productivity offerings including Microsoft 365:
  - What services do you provide to customers?
  - How do these services position you uniquely relative to other partners?
  - How many customer organizations do you currently service?
- Which Microsoft programs & assets did you use to facilitate the customer journey?
  - Examples might include Microsoft Cloud Accelerator Program, Customer Immersion Experience, MCI Build Intent programs, or FastTrack Ready Partner program
- Provide a specific customer example with the following:
  - Customer's pain point, issue, and opportunity that you addressed (include specific details about the impact to the customer including number of users impacted, revenue, costs, user satisfaction, etc.).
  - The customer outcome that was driven by your solution, supported by any metrics that can be provided (improved adoption rates, improved user satisfaction rates, decreased IT spend, etc.).
  - The types of endpoints supported by your solution (desktops, laptops/notebooks, mobile devices, tablets, servers, virtual infrastructure, etc.).
  - The types of workers impacted by your solution (knowledge workers, frontline workers, temporary workers, etc.)
- Describe how your service or solution addressed the issue/opportunity above, including specific business impact created, which may include the following:
  - Security and compliance enhancement, adoption acceleration, operational cost reduction, and/or business productivity improvements.
  - Make specific reference to any features specific to Microsoft 365 apps and services.
- Describe how your service or solution has helped your customers adapt to changing business and IT priorities:
  - Has your service or solution helped customers adapt to flexible working scenarios?
  - Have your customers seen an acceleration in deploying Microsoft 365 solutions in the last year because of your secure productivity services portfolio?
- Describe how your organization has benefited from partnering with Microsoft:
  - How has basing your solution on Microsoft 365 helped position your organization for growth?
  - How has it helped you win in a competitive customer engagement, from a technical and business perspective?

Surface Reseller

The Surface Reseller Partner of the Year Award recognizes the Surface reseller that has demonstrated outstanding performance, leadership and innovation in delivering Microsoft Surface solutions. This award will recognize a partner

who has built creative offerings and methods to promote Surface while also providing first-class service to new and existing customers.

Partners applying for this award should be able to reference strong business growth, engagement with the Microsoft Surface team, adoption of a customer-obsessed mindset and investment in employee readiness in Surface.

Finally, the award will recognize partners who have made significant investment in building their Surface capabilities, marketing campaigns and sales pipeline. Winning nominations may also highlight Surface wins where they have secured new strategic customers, solved business challenges, or migrated key customers to Surface from competitive solutions.

Eligibility
- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Surface PC and/or Hub Gold level achieved in the Surface Reseller Alliance program by January 2024

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
FY24 Surface Highlights:
- Outline your outstanding Surface accomplishments and how your organization has embraced innovation and creativity in fiscal year 2024.
- Explain why you believe your organization should receive the Surface Partner of the Year Award
Surface Sales Results:
- Please outline your Microsoft Surface sales results thus far in FY24.
- Include specific details about: Revenue/units, key wins, proactive sales activities, breath of Surface portfolio sales, etc.
Surface Investments:
- Please outline your investments in Microsoft Surface thus far in (or planned for) FY24.
- Include specific details, such as: Customer marketing & lead generation campaigns, employee training, technology, adoption and innovation.
Surface Customer Win Example(s):
- Provide example(s) of key Surface win(s) from FY24.
- Include specific details about the key win(s), such as: source of the customer opportunity (e.g., new or existing customer), customer use case, models & number of units, stage of deployment, impact on the customer's business/satisfaction, future customer growth opportunity, etc.
Surface Customer Offerings:
- Please describe the scope your Surface customer offerings.
- What services do you provide to Surface customers?
- Describe how you compete to win with your Surface solutions and services. How do these services position you uniquely relative to other Surface partners?
- Provide specific examples of how your offerings have been successful in winning Surface opportunities against the competition from a technical and/or business perspective.
Surface + Microsoft Integration:
- Indicate which—and how—Microsoft technologies are incorporated into your Surface customer offerings. (e.g. Modern Workplace, Business Applications, or AI)
- Make reference to any features specific to Microsoft 365 (e.g., Autopilot).

Security Awards

Compliance

The Compliance Partner of the Year Award recognizes a partner that has customer success in delivering exceptional outcomes utilizing the technology in the Microsoft Purview and Priva product portfolio and displays expertise in advising customers as they navigate the data protection, risk, regulatory compliance, and privacy challenges of today. Partners who will be considered for this award need to show that they fully embrace the power of our Microsoft Compliance and Privacy products to build solutions and develop go-to-market (GTM) strategies that deliver long-term customer success.

Ideal entries will highlight a solution that takes advantage of multiple components of the *Microsoft Purview or Priva product portfolios*. For example: Using Microsoft Purview Information Protection, Microsoft Purview Insider Risk Management, Microsoft Purview Data Loss Prevention, Microsoft Purview Data Lifecycle Management, and Microsoft Purview eDiscovery (Premium) to provide a holistic solution to provide customers a comprehensive approach to identify and protect sensitive data, empower their users, and respond to risky activities in the organization.

Because a customer's compliance challenges often do not stop at the Microsoft 365 boundary, we would like to hear from partners who are using Microsoft Compliance and Privacy solutions to help customers manage their data, risk, regulatory, or privacy across multiple clouds or platforms by taking advantage of the Purview ecosystem and extensibility capabilities. We also want to see partners monetize and differentiate their managed security services offerings more effectively by building integrated managed compliance services.

In addition to fully embracing and driving the comprehensive solutions as part of the Microsoft Compliance and Privacy portfolio, partners who would like to be considered should also have documented Microsoft Compliance and Privacy customer wins. Partners are strongly encouraged to document if they have utilized Solution Assessment, Fast Track, or End Customer Incentive Funding (ECIF) to enable or accelerate customer conversations, resulting in a win or accelerated adoption.

In summary, we will prioritize submissions in which partners showcase a Microsoft Compliance or Privacy win that includes advisory, solution development, deployment, and managed services to help customers adopt and use the technology. Utilization of repeatable IP is seen as a differentiating factor.

Consideration for additional case study production and publication will be given to submissions which include customer evidence that has been, or may be, made publicly available. When submitting your nomination, please indicate if your submission can be published publicly.

Eligibility
- Nominees must be a [Microsoft partner](#) member in good standing of the Microsoft AI Cloud Partner Program (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation in Security by January 30, 2024.
  - Participating in the ISV Success Program.
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Describe the business challenges customers face with digital transformation and highlight a customer story that addresses how your firm's expertise and offerings help them achieve their compliance and privacy goals by fully utilizing the Microsoft Compliance and Privacy solutions. Describe clearly what role your organization played in helping the customer build a scalable solution solving their needs with Microsoft Purview and Priva: (1) assessing customer capabilities, (2) create intent for purchasing Microsoft Compliance and Privacy products, (3) provide adoption and deployment roadmap, (4) deploy and enable features, and (5) offer on-going managed services.
- What benefits did your customer receive after deploying Microsoft Purview and Priva products? For example: working with a capable partner who provides a solution based on Microsoft Compliance and Privacy solutions reduces the number of vendors the customer works with, which saves them time and money and helps them manage their compliance, and privacy posture better. Ideally, you will also provide proof points such as articles, case studies, or customer testimonials that describe how you provide an exceptional customer experience.
- How did your Microsoft Compliance and Privacy solution offering solve customer challenges in ways that competitive solutions could not? Describe how using Microsoft Purview and Priva technologies in your solution helped you displace a competitor.
- Share your plan of how you will scale your solution to multiple customers. We are looking for a robust customer engagement scenario that is more than transacting licensing, and rather, includes helping customers with deployment and/or managed compliance services.

Note: Microsoft recognizes that some customers are sensitive about disclosing their name, logo or brand when related to Compliance and Privacy projects. In these cases, please reference the industry and scale of the solution provided as a substitute.

Each partner should submit only one nomination per Partner ID for this category. If more than one nomination is submitted under the same Partner ID, we will randomly select one to be judged, and the rest will be disqualified.

Identity (NEW)

The Identity Partner of the Year award honors a partner who is doing an excellent job of helping customers understand the importance and benefits of identity within Microsoft security, creating innovative customer solutions with Microsoft Entra, and achieving customer satisfaction with documented success stories.

This partner has been able to discover new market opportunities and demonstrate the capabilities of Microsoft Entra Identity Governance, Microsoft Entra Verified ID, Microsoft Entra ID Protection, Microsoft Entra Permissions Management, Microsoft Entra Internet Access, and Microsoft Entra Private Access for example. In addition to fully supporting and promoting the Microsoft Entra suite, partners who want to be considered should also have documented identity project and customer wins that have led to a win utilizing one of Microsoft Security Partner Engagements.

To conclude, this award will recognize partners that are fully supporting and promoting Microsoft Entra suite. Partner submissions should include customer case studies that have been successfully executed. When submitting your nomination, please indicate if your submission can be published publicly.

Eligibility
- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation in Security by January 30, 2024.
  - Participating in the ISV Success Program.
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.
  - Enrolled in Identity and Access Management specialization.
  - Enrolled as a MISA member.

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

1. *BUSINESS CHALLENGE QUESTION*
   - Describe the business challenges customers face with digital transformation and highlight a customer story that addresses how your firm's expertise and offerings help them achieve their unified Identity and Network Access goals by utilizing Microsoft Entra and Microsoft 365 Security solutions. Describe clearly what role your organization played in helping the customer with their unified identity and network access journey: (1) Assess and advise based on customer capabilities; (2) Create intent for purchasing Microsoft Entra products; (3) Provide an adoption and deployment roadmap; (4) Deploy and enable features; (5) Offer on-going managed services.

2. *BENEFITS QUESTION*
   - What benefits did your customer receive after deploying Microsoft Entra solutions like *Microsoft Entra Identity Governance, Microsoft Entra Verified ID, Microsoft Entra ID Protection, Microsoft Entra Permissions Management, Microsoft Entra Internet Access,* and *Microsoft Entra Private Access*? For example, working with a capable partner who provides a solution based on Microsoft Entra Identity Governance to automate lifecycle workflows and leverage AI-based access reviews helped the customer protect, monitor, and audit access to critical resources. Ideally, you will also provide proof points such as articles, case studies, or customer testimonials that describe how you provide an exceptional and consistent customer experience.

3. *COMPETITION QUESTION*
   - How did your Microsoft Entra solutions solve customer challenges in ways that competitive solutions could not? Describe how using Microsoft technologies in your solution helped you displace a competitor.

4. *MULTIPLE CUSTOMER ENGAGEMENT QUESTION*
   - Share your plan of how you will scale your solution to multiple customers. We are looking for a robust customer engagement scenario that is more than transacting licensing. Rather, it includes helping customers with advisory, deployment, and/or managed security services.

Modern Endpoint Management

The Modern Endpoint Management Partner of the Year Award recognizes a partner with proven expertise in helping a customer modernize their endpoint and device management posture while enabling organizations to operate their

IT estates with lower cost. This modernization includes deployment of Windows 11 Enterprise, Windows 365, and Azure Virtual Desktop, leveraging cloud and hybrid identity management with Microsoft Entra ID, migrating customers to Windows Autopilot for modern device provisioning and Universal Print for print management, and leveraging Microsoft Intune and Microsoft Defender for Endpoint for device security, compliance, and management. Partners positioned to win this award will have created innovative service offerings while delivering unique business value to customers. This will be accomplished by helping the customer simplify their processes, enhancing their user experiences, augmenting their security posture, improving their device deployment and management processes, and ensuring that the customer has adopted Windows 11 Enterprise and Microsoft 365 Apps for enterprise.

Preferred Qualifications

This innovative partner solution should also bolster the customer's security and compliance positioning, demonstrate the partner's distinctive process and intellectual property, solve unique customer business problems, and encompass all endpoints deployed. Ideal submissions for this award will include specific metrics, such as increased partner revenue, improved customer satisfaction scores, user adoption metrics, and optimized customer IT spending.

The partner solution will lead with Microsoft Intune and Windows 11 Enterprise, and should highlight supporting technology scenarios, such as:
- Adopting the Zero Trust architecture framework.
- Securing user devices, services, and infrastructure.
- Streamlining and simplifying endpoint management.
- Powering productive experiences.
- Enabling flexible work scenarios.
- Bringing the Modernize Endpoint Management Solution Play to life.
- Pick one or more customers that were deployed in the last 12 months. Describe the specific customer/s scenario and problems which were solved by your solution/implementation. Explain how your organization worked with the customer during pre-sales and post-sales to solve their business objectives. How was business value measured, what outcomes did the customer achieve, and how was implementation success tracked. What resources or strategies were used to ensure success with Microsoft endpoint solutions? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).

Eligibility
- Nominees must be a [Microsoft partner](link) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation in any of the six solutions areas by January 30, 2024
  - For SMB partners: achieved designation via the SMB track For CSP Direct and Indirect Resellers: earned any of the six Solution Partner designations.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
- Describe the scope of your Modern Endpoint Management offerings:
  – What services do you provide to customers?
  – How do these services position you uniquely relative to other partners?
  – How many customer organizations do you currently service?

- Which Microsoft programs and assets did you use to facilitate the customer journey?
  - Examples might include Microsoft Cloud Accelerator Program, Customer Immersion Experience, MCI Build Intent programs, or FastTrack.
- Provide a specific customer example with the following:
  - Customer's pain point, issue, and opportunity that you addressed (include specific details about the impact to the customer, including number of users impacted, revenue, costs, user satisfaction, etc.).
  - The customer outcome that was driven by your solution, supported by any metrics that can be provided (improved adoption rates, improved user satisfaction rates, decreased IT spend, etc.).
  - The types of endpoints supported by your solution (desktops, laptops/notebooks, mobile devices, tablets, servers, virtual infrastructure, etc.).
- Describe how your service or solution addressed the issue/opportunity previously mentioned, including specific business impact created, which may include the following:
  - Security and compliance enhancement, adoption acceleration, operational cost reduction, and/or business productivity improvements.
  - Make specific reference to any features specific to Microsoft Intune, Intune Suite, Defender for Endpoint, Entra ID, Windows 10 and 11 Enterprise, Windows 365 Enterprise and Frontline, and Microsoft 365 Apps for enterprise that were used (Windows Autopilot, for example).
- Describe how your service or solution has helped your customers adapt to changing business and IT priorities:
  - Has your service or solution helped customers adapt to flexible working scenarios?
  - Have your customers seen an acceleration in deploying Microsoft 365 solutions, in the last year, because of your endpoint management and modernization services portfolio?
- Describe how your organization has benefited from partnering with Microsoft:
  - How has basing your solution on Microsoft 365 helped position your organization for growth?
  - How has it helped you win in a competitive customer engagement, from a technical and business perspective?

Security

The Security Partner of the Year Award recognizes a partner who is doing an exceptional job of providing customers with end-to-end security solutions (versus one-point solutions) based on Microsoft Security capabilities in Microsoft 365 and Microsoft Azure Security. Security is a key focus area for Microsoft, and we want to help drive on-going security for customers, using help from our capable partners.

Ideal entries will highlight a solution that takes advantage of the complete Microsoft 365 Security and Azure Security stack to drive a full Zero trust approach based on the 6 pillars (Identities, Devices & Endpoints, Data, Apps, Infrastructure and Networking) For example: Microsoft 365 Defender, Microsoft Defender for Office 365, Microsoft Sentinel, Microsoft Defender for Cloud and Azure Web Application Firewall (WAF) work holistically, combining across touch points and leveraging the rich security graph signals to help provide end-to-end security functionality. Because Microsoft 365 and Microsoft Azure functionality continues to evolve, we would like to hear from partners who are using Microsoft 365 Defender or Microsoft Sentinel to monetize and differentiate their managed security services offerings more effectively. We would also want to see partners build integrated and managed security services solutions that correlate alerts, get context for investigations, and automate security operations to speed up threat detection and incident response using Microsoft Graph Security API.

In addition to fully embracing and driving Microsoft 365 Security and Azure Security end-to-end, partners who would like to be considered should also have documented customer Microsoft 365 Security and/or Azure Security wins. Partners are strongly encouraged to document if they have utilized Microsoft programs such as any Microsoft Partner Engagements for Security to enable customer conversations, resulting in a win.

In summary, we will prioritize submissions in which partners showcase a Microsoft 365 Security and Azure consumption revenue (ACR) win that includes deployment and management services to help customers adopt and use the technology. Utilization of repeatable IP would be a big positive.

Consideration for additional case study production and publication will be given to submissions which include customer evidence that has been, or may be, made publicly available. When submitting your nomination, please indicate if your submission can be published publicly.

Eligibility
- Nominees must be a [Microsoft partner](link) member in good standing of the Microsoft AI Cloud Partner Program (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
    - A Solutions Partner designation in Security by January 30, 2024.
    - Participating in the ISV Success Program.
    - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
- Describe the business challenges customers face with digital transformation and highlight a customer story that addresses how your firm's expertise and offerings help them achieve their Security goals by fully utilizing Microsoft 365 Security and Azure Security solutions. Describe clearly what role your organization played in helping the customer with their Security journey: (1) assess customer capabilities, (2) create intent for purchasing Microsoft security products, (3) provide adoption and deployment roadmap, (4) deploy and enable features, (5) offer on-going management and SOC services.
- What benefits did your customer receive after deploying Microsoft 365 Security and Azure Security? For example: working with a capable partner who provides a solution based on Microsoft 365 (and or Azure Security Solutions) reduces the number of vendors the customer works with, which saves them time and money and helps them better manage their security posture by increasing their visibility, integration and automation of incident detection and response. Ideally, you will also provide proof points such as articles, case studies, or customer testimonials that describe how you provide an exceptional and consistent customer experience.
- How did your Microsoft 365 Security and Azure Security solutions solve customer challenges in ways that competitive solutions could not? Describe how using Microsoft 365 technologies in your solution helped you displace a competitor.
- Share your plan of how you will scale your solution to multiple customers. We are looking for a robust customer engagement scenario that is more than transacting licensing, and rather, includes helping customers with deployment and/or managed security services.

Industry Awards

💡 Defense & Intelligence

The Defense & Intelligence Partner of the Year Award honors a partner organization that stands out in delivering mission focused, innovative, and unique solutions and services based on Microsoft Platforms and Technologies to Defense and Intelligence customers, showing thought leadership in their industry.

To win this award, partners should show industry knowledge and expertise, as well as consistent, high-quality, customer referenceable, highly repeatable, industry proven service or solutions to Defense and Intelligence customers. Winning partners will also show business leadership and success through strong growth in new customer additions and revenue by using the latest Microsoft platforms and technologies through their solution platform.

Partners applying for this award should show effective engagement with Microsoft by using the Microsoft Cloud Partner Program to develop, create demand for, and sell their software solutions, apps, or services.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation in any of the six solutions areas by January 30, 2024.
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.
- Nominees should have a co-sell ready offer solution offering that has been implemented successfully.
- It is desirable that a case study or reference story about the solution, work or services be provided.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Describe how the use of Microsoft technologies in your solution or service enabled the customer's transformation from a technical and business perspective – in what ways has your solution helped your customers embark on a journey driving tangible digital transformation outcomes in their industry.
- Describe how your defense and intelligence solution has a broad global market impact and potential for adoption. Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure, Data & AI, Generative AI; including - Azure Hyperscale Cloud, Azure OpenAI Service, Azure Edge Platform (Azure Stack Hub, Edge, HCI), Azure Space – SATCOM, 5G, Geo Services/Analytics, Azure Orbital; IoT, AI & Analytics in the Cloud and on the Tactical Edge, including in disconnected/denied, degraded, intermittent and low-bandwidth (DDIL) environments, and Zero Trust Security.
- Describe how your use of these technologies addressed your Defense and Intelligence customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution positioned for growth and transformation for Defense and Intelligence Customers & Partners to address specific mission needs and or challenges, including to support Multi-Domain Operations/Integration (MDO/MDI), Federated Mission Networks, Zero Trust Multi-Level Security (ZT MLS) Information Exchange/Collaboration, Training and Simulation, Command and Control, predictive maintenance, mission readiness, logistics and Intelligence solutions - using Microsoft's platforms and technologies.

- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
- Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).

Education

The Microsoft Education Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to education customers while demonstrating thought leadership.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, scalable, high-quality, predictable service or solutions to education customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging the latest Microsoft technology as their solution platform. The submission should describe how this success has transformed educational institutions.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Cloud Partner Program to develop, create demand for, and sell their software solutions, apps, or services.

Preferred Qualifications
- Bring the Solution Play and Customer Scenarios to life.
- Demonstrate use of industry, vertical or horizontal templates or solutions to scale customer engagements reducing sales and implementation time.

Eligibility
- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation in any of the six solutions areas by January 30, 2024.
  - Participating in the ISV Success Program.
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.
- Nominees must be a Microsoft Partner delivering services and/or solutions in one of the following Public Sector market areas:
  - o Primary & Secondary Education and/or
  - o Higher Education
- Eligible submissions for this award must include at least two customer scenarios or examples in their response. These scenarios should highlight both their services and/or solutions, and their partnership with Microsoft.
- Successful submissions for this award should provide strong evidence of their services/solutions addressing customer needs and impacting the market.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Describe how the use of Microsoft technologies in your solution or service enabled the customer's transformation from a technical and business perspective – in what ways has your solution helped your customers embark on a journey driving tangible digital transformation outcomes in their industry.
- Is your solution or service specific to one particular education customer, or does it have broad market potential/adoption for Public Sector?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which and how Microsoft technologies are leveraged by your solution or services. Please provide details about how your solution or service increased usage of Microsoft's platforms/technologies. (Modern Workplace, Business Applications, Application & Infrastructure, Data & AI).
- Describe how your use of these technologies addressed your education customers' needs. Highlight how this solution positioned the customer for growth and transformation with Cloud or device technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
- Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).

☀ Energy and Resources

The Energy & Resources Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to Energy & Resources companies. This may include services or solutions for oil & gas, power & utilities, and mining companies.

A successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to Energy & Resources customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging the latest Microsoft technology as their solution platform. In keeping with Microsoft's ambitious plan to reduce our carbon footprint and drive a more sustainable Energy future, this award will also take into consideration how the submission enables the global energy transition and decarbonization.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Cloud Partner Program to develop, create demand for, and sell their software solutions, apps, or services.

Preferred Qualifications
- While all solutions are of interest, we will be giving extra weight to those solutions that leverage artificial intelligence and those that have a compelling customer success story

Eligibility
- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:

- o Have a co-sell ready offer industry vertical solution offering that has been implemented successfully.
- o Is participating in the ISV Success Program
- o Has a public or private offer deployed to the AppSource/Azure Marketplace.
  - Recommended and preferred: the marketplace offer is transactable.
- o Desirable is also a case study or reference story about the solution, work or services provided.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

Customer Success

- Describe the problem your service or solution solved for your customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
  - o Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Describe how the service or solution enabled the customer's transformation from a business perspective. In what ways has your solution helped your customers drive tangible digital transformation outcomes in their industry?
- Please provide two customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).

Microsoft Success

- Which Microsoft technologies are leveraged by your solution or services? How did the use of Microsoft technology improve the solution?
  - o Describe how your use of these technologies addressed your customers' needs.
- Provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Provide examples of Azure consumption if relevant. Highlight how this solution is positioned for growth and transformation.

Financial Services

The Financial Services Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to financial services customers, demonstrating thought leadership in their industry.

A successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to Financial Services customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging the latest Microsoft platforms & capabilities and FSI industry initiatives i.e., Azure Open AI, M365 Copilots, D365 Copilots.

Submissions from Partners who leverage the Microsoft Partner Ecosystem to enhance and scale their solution to maximize business value for customers will be considered a key differentiator.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of

the Microsoft Cloud Partner Program to develop, create demand for, and sell their software solutions, apps, or services.

Eligibility
- Nominees must be a [Microsoft partner](link) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Have a co-sell ready offer industry vertical solution available on the Marketplace offering that has been implemented successfully.
- Desirable is also a case study or reference story about the solution, work or services provided.

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
- Describe how the use of Microsoft capabilities in your solution or service enabled the customer's transformation from a technical and business perspective – in what ways has your solution helped your customers embark on a journey driving tangible digital transformation outcomes in their Industry.
- Is your solution or service specific to one particular Financial Services customer, or vertical, or does it have broad market potential/adoption?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI). Highlight the use of Microsoft AI technologies. i.e. Azure Open AI, M365 Copilots, D365 Copilots.
- Describe how your use of these technologies addressed your Financial Services customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution is positioned for growth and transformation with Cloud technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
- Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).

Gaming (NEW)

The Gaming Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to Gaming Industry customers, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to Gaming Industry customers.

Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging the latest Microsoft platforms and Gaming Industry initiatives i.e., Azure Cloud and Generative AI for Gaming solutions.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Cloud Partner Program to develop, create demand for, and sell their software solutions, apps, or services.

Preferred Qualifications

- Able to demonstrate the ability to bring Gaming Solution Plays and Customer Scenarios to life.
- Have completed migrations for Gaming Industry customers to Azure cloud services.
- Ability to demonstrate use of industry, vertical, or horizontal templates or solution IP to scale customer engagements reducing sales and implementation time.
-

Eligibility

- Nominees must be a [Microsoft partner](link) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation by January 30, 2024.
  - Participating in the ISV program.
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: that offer is transactable.
  - CSP Direct or Indirect Reseller who has earned any Solution Partner designation
- Nominees should be able to provide a detailed case study or reference story about the solution, work or services provided to Gaming Industry customers.
- Each partner should submit only one nomination per Partner ID for this category. If more than one nomination is submitted under the same Partner ID, we will randomly select one to be judged, and the rest will be disqualified.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Describe how the use of Microsoft capabilities in your solution or service enabled the customer's transformation from a technical and business perspective – in what ways has your solution helped your customers embark on a journey driving tangible digital transformation outcomes in their Industry.
- Is your solution or service specific to one particular Gaming Industry customer, or vertical, or does it have broad market potential/adoption?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI).
- Describe how your use of these technologies addressed your Gaming Industry customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution is positioned for growth and transformation with Cloud technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
- Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).

Government

The Government Partner of the Year Award recognizes outstanding partner organizations responsible for innovative services or solutions based on Microsoft technologies delivered to customers with a market focus of Public Safety and Justice, Public Finance, Government Operations & Infrastructure, and Public Health and Social Services.

A successful submission for this award will showcase outstanding industry knowledge and expertise alongside consistent, high-quality services or solutions that serve Government customers and transform how they are helping to deliver more impactful experiences and services. Entrants should also demonstrate consistent business leadership and success through strong growth in new customer additions and revenue by leveraging the latest Microsoft technology as their solution platform.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft AI & Cloud Partner Program to develop, create demand for, and sell their software solutions, apps, or services.

Preferred Qualifications
- Solutions that use any Microsoft Artificial Intelligence technology (e.g. Co-pilot, Azure Open AI service, Azure cognitive services, etc.)
- Azure marketplace transactable solution.
- Government-specific solutions and use cases.
- Eligible submissions for this award must include at least two customer scenarios or examples in their response. These scenarios should highlight both their services and/or solutions, and their partnership with Microsoft.
- Successful submissions for this award should provide strong evidence of their services/solutions addressing customer needs and impacting the market. Quantifiable, post deployment metrics are highly valued.

Eligibility
- Nominees must be a [Microsoft partner](link) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation by January 30, 2024.
  - Participating in the ISV Success Program.
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: that offer is transactable.
- Nominees must be a Microsoft Partner delivering services and/or solutions in the following Public Sector market areas:
  - Public Safety and Justice
  - Public Finance
  - Government Operations & Infrastructure
  - Public Health and Social Services

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
- Describe how leveraging specific Microsoft technologies in your solution or service enabled the customer's transformation from a technical and business perspective – in what ways has your solution helped Government customers embark on a journey driving tangible digital transformation and successful outcomes?

- In the current global economic environment as entities battle to do more with less, Governments around the world have an objective to modernize and achieve digital transformation. How is your company and/or solution positioned to both capture and maximize this opportunity moving forward?
- Describe the problem your solution/service solved for customers. If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide details about how your solution or service increased usage of Microsoft's platforms/technologies.
- In reference to the above points, please provide A MINIMUM of two customer stories or references that support your submission. Additionally, provide evidence and quantifiable metrics within your customer stories that demonstrate outcome-based delivery with the:
  - Business and/or mission impact
  - Impact of the solution to customer needs post-deployment; and/or
  - Real world impact of the solution in market

Healthcare and Life Sciences

The Healthcare & Life Sciences Partner of the Year Award recognizes a partner organization that excels at providing innovative healthcare and life sciences services or solutions based on Microsoft cloud technologies, driving customer growth, connected experiences, and enhanced patient care for each of the industry segments we serve, i.e., providers, payers, and pharmaceutical, life sciences and medical device companies. The successful submission for this award will:

- Demonstrate industry knowledge, expertise and business leadership through strong sales in new customer additions and revenue by leveraging the latest Microsoft platforms and HLS industry solutions (e.g., Cloud for Healthcare & Life Sciences, Azure AI Health Bot, Text Analytics for Health, health data solutions in Microsoft Fabric, etc.)
- Drive Microsoft cloud-based innovation in Healthcare & Life Sciences organizations, including but not limited to, solutions and services around digital transformation, AI-powered workflows, data-driven decisions, enhanced care team productivity, secure unified patient experiences, precision care and accelerated scientific discoveries.
- Include named customer examples and testimonials, providing key performance indicators of business impact resulting from the solution implementation.
- Demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Cloud Partner Program to develop, create demand for, fast-track customer adoption and sell their software solutions, apps, or services.

Eligibility:

- Nominees must be a [Microsoft partner](link) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation in any of the six solutions areas by January 30, 2024.
  - Submit a co-sell ready, industry vertical solution or services offering that has been implemented successfully.
  - A customer case study, testimonial, and/or reference story about the solution, work or services provided must be included in the submission. The reference customer must be an existing Microsoft Healthcare & Life Sciences customer with nominated partner solution(s) deployed on Azure – and be willing to be referenced by Microsoft if partner is selected as a finalist/winner.
  - Each partner should submit only one nomination per Partner ID for this category. If more

than one nomination is submitted under the same Partner ID, we will randomly select one to be judged, and the rest will be disqualified.

Executive Summary

Please address and respond to the specific points below in an executive summary format. You may also upload up to three (3) supporting documents to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Pick one or more Healthcare & Life Sciences customers and describe the problem your solution/service solved in the last 12 months. Describe the specific customer/s scenario and problems solved by your solution/implementation. Explain how your organization worked with the customer during pre-sales and post-sales to solve their business objectives.
- Describe the business value measured, contrast before and after scenarios, outcomes the customer achieved, and provide metrics on benefits received by the customer.
- Describe how the use of Microsoft capabilities in your solution or service enabled the customer's digital transformation from a technical and business perspective – in what ways has your solution helped your customers embark on a journey driving tangible successful outcomes in their Industry. This can also be inclusive of Diversity & Inclusion, Care Equity or Sustainability outcomes.
- Explain if your solution or service is specific to one particular Healthcare & Life Sciences customer, or vertical, or if it has repeatable broad market potential/adoption.
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (i.e., Modern Workplace, Business Applications, Application & Infrastructure, Security as well as Data & AI).
- Describe how your use of these technologies addressed your Healthcare & Life Sciences customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution is positioned for sales growth and transformation with Cloud technologies.
- Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).

Manufacturing

The Manufacturing Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to industrials & manufacturing customers—which include industrial equipment, aerospace, farm equipment, high tech & electronics, semiconductor, chemicals, and agriculture organizations—, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to industrial & manufacturing customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging the latest Microsoft technology as their solution platform.

Preferred Qualifications

- The winning solution should address at least one of the four Industry Pillars for Industrials & Manufacturing: Enable Intelligent Plants/Factories, Resilient Supply Chain, Unlock Innovation and Introduce New Products, or Modernize Customer Experience.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - Participating in the ISV Success Program.
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Describe the problem your solution/service solved for customer(s). Identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
- Describe how the use of Microsoft technologies in your solution or service enabled the customer's transformation from a technical and business perspective – in what ways has your solution helped your customers embark on a journey driving tangible digital transformation outcomes in their Industry.
- Is your solution or service specific to one particular industrial & manufacturing customer, or does it have broad market potential/adoption?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI).

Media and Telco

The Media and Telco Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to Media and Telco customers, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to Media and Telco customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging the latest Microsoft platforms in Media and Telco.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Cloud Partner Program to develop, create demand for, and sell their software solutions, apps, or services.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Desirable is also a case study or reference story about the solution, work or services provided.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Describe how the use of Microsoft capabilities in your solution or service enabled the Media and Telco customer's transformation from a technical and business perspective – in what ways has your solution helped your customers embark on a journey driving tangible digital transformation outcomes in the Industry.
- Is your solution or service specific to one particular Media and Telco customer, or vertical, or does it have broad market potential/adoption?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI).
- Describe how your use of these technologies addressed your Media and Telco customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution is positioned for growth and transformation with Cloud technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
- Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).

Mobility

The Mobility Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to AMT customers, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to AMT customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging the latest Microsoft technologies in their solution platform.

Preferred Qualifications

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Cloud Partner Program to develop, create demand for, and sell their software solutions, apps, or services successfully through Azure Marketplace, showing revenue growth on consecutive quarters.

Eligibility

- Nominees must be a Microsoft partner in good standing (members that have renewed, paid, etc.)
- Nominees must have achieved at least one of the following:
  - Have a co-sell ready offer industry vertical solution offering that has been implemented successfully and available through the Azure Marketplace.
  - Have a co-sell ready offer or a formal and well-promoted business consulting practice, leveraging our horizontal solution offering (*Dynamics 365, Power Platform, Azure D+AI, Industry Data Models, Customer Experience Data Platform, Identity, Privacy, and Security Management and Compliance for IT and/or OT*) in specific vertical segments of Automotive, Mobility & Transportation that has been implemented successfully, by January 2024.

- o Special consideration for a co-sell ready offer industry vertical solution offering that has been implemented successfully and available through the Azure Marketplace leveraging Azure OpenAI with a Copilot capability.
- o An ISV with a co-sell ready offer.
- Desirable is also a case study or reference story about the solution, work or services provided.

Executive Summary

Please address and respond to the specific points below in an executive summary format. You may also upload up to three (3) supporting documents to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Describe the priority transformation area (e.g., software defined vehicle tool chain, mobility co-pilot, Azure innovation accelerator, autonomous vehicle operation, connected fleets, unified view of the customer, digital selling, OT security (across all aspects of design and development/factory floor/ and operations and compliance), organizational productivity) and how that helped transform the customer. What was the business case for the transformational area that was solved for the customer and what was the measured impact to the customer's business? How has that impact been leveraged with other accounts, journeys, and the market as a whole (e.g., press, case studies, blogs)?
- Is your solution or service specific to one particular Automotive, Mobility, and Transportation customer, or does it have broad market potential/adoption?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Power Application & Infrastructure as well as Data & AI).
- Highlight if your offering leveraged Azure OpenAI and has a Copilot capability.
- Describe how using these technologies addressed your Automotive, Mobility and Transportation customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution is positioned for growth and transformation with Cloud technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
- Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).

Nonprofit

The Nonprofit Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or cloud solutions based on Microsoft technologies that help nonprofits tackle the world's biggest challenges and deliver on their missions. Partners applying for this award should demonstrate how their cloud solution or service leverages the latest Microsoft technology, such as AI or Copilot, to drive nonprofit impact.

The Nonprofit Partner of the Year drives purpose-driven digital transformation that enables nonprofits to move faster, reduce costs, and aid people; whether globally or locally. Nonprofits are on the front lines of today's biggest societal issues, and need all the support they can get. Technology presents a tremendous opportunity to help them solve some of their toughest challenges.

The successful candidate for this award will have delivered Microsoft Cloud Services and/or high-quality service or solution that connects technical knowledge and expertise and addresses an organizational or mission challenge for the nonprofit customer, policy, or sector. Successful entrants will also demonstrate business leadership, for example, through public statements on your nonprofit commitment, or on your website and will demonstrate strong growth in revenue and / or marquis customer wins.

Preferred Qualifications

- Solution/service market availability and scalability with an offer showcased on the partner website and/or be listed in the Microsoft commercial marketplace.
- How your engagement/solution/service helped your customer drive measurable and meaningful organizational impact and enable mission outcomes.
- Case studies and customer references (provided with your customer's consent) and demonstrated business and community impact that can be publicly referenced, for example, through announcements on your company website, blogs, social posts, or public relations statements.

Eligibility

- Nominees must be a [Microsoft partner](link) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- The reference customer must be an existing, qualified nonprofit organization – according to Microsoft's [eligibility requirements](link) – and be willing to be referenced by Microsoft if the nomination is selected as a finalist/winner.
- Public facing (up to date) website with nonprofit specific solutions in market.
- One or more published eligible Nonprofit customer references and/or case studies in FY24 (July 2023 – June 2024).

Executive Summary

- Provide a short overview of your engagement/solution/service and describe how Microsoft cloud technologies are used and applied. Especially highlight the use of AI and/or Copilot: Azure; Business Central, or Microsoft Cloud for Nonprofit where relevant.
- Provide relevant links to your solutions/services offering on your website and listing(s) on Microsoft commercial marketplace if available (enter under website links in the designated section in the tool).
- Describe your customer's challenge and how your solution/service enabled your customer to address and overcome their challenges. Especially how the Microsoft Cloud and your solution/service positively benefits their mission impact or operational efficiency.
- Describe how your engagement/solution/service helped your customer, or is it repeatable and scalable?
- How did you include, consider, and represent input and feedback from the diversity of employees or users served by the engagement/solution/service?
- How long has your solution/service been available to customer(s) and how do you intend to evolve and invest in this solution/service (e.g., roadmap, services, market adoption, etc.)?
- Provide relevant links to publicly available information that supports your customer impact (e.g., blogs on your company website, case studies, etc.), including outside references or data sources that illustrate exceptional customer experience or satisfaction (customer testimonials, etc.)
- Provide at least one (1) and preferably two (2) customer references (enter customer references in this designated section in the tool). You are responsible for securing your customers' consent to share this information. Customer(s) listed in your submission may be publicly referenced by Microsoft if your submission is selected as a finalist/winner.

- Provide any other information/links to relevant public statements, certifications, and/or partnerships that may support your nomination.

Retail & Consumer Goods

The Retail & Consumer Goods Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to retail & consumer goods customers, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable services or solutions to retail & consumer goods customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging the latest Microsoft technology and industry platforms like Microsoft Cloud for Retail.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft AI Cloud Partner Program to develop, create demand for, and sell their software solutions, apps, or services.

Preferred Qualifications
- Solutions that bring the Retail and Consumer Goods prioritized solution areas and customer scenarios to life.
- Innovative use of Microsoft's Data & AI/Generative AI capabilities to transform business outcomes for Retailers and Consumer Goods companies.
- A case study or reference story about the solution, work or services provided is also preferred.
  - The reference customer must operate in the Retail or Consumer Goods industry, with nominated partner solution(s) deployed on Azure – and ideally be willing to be referenced by Microsoft if partner is selected as a finalist/winner.

Eligibility
- Nominees must be a Microsoft partner member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - Participating in the ISV Success Program.
  - Have a public or private industry vertical solution offering deployed to the AppSource/Azure Marketplace, that has been implemented successfully. Recommended and preferred: the Azure Marketplace solution offer is transactable.)

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
- Describe how the use of Microsoft capabilities in your solution or service enabled the customer's transformation from both a business and technical perspective – in what ways has your solution helped your customers embark on a journey driving tangible business outcomes that create competitive advantage in their Industry.
- Is your solution or service specific to one particular Retail and Consumer Goods customer, or vertical, or does it have broad market potential/adoption?

- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Data & AI/Generative AI, Modern Workplace, Application & Infrastructure as well as Business Applications).
- Describe how your use of these technologies addressed your Retail and Consumer Goods customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution is positioned for growth and transformation with Cloud technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
- Please enter customer references in the designated section in the tool, under the executive summary upload section).

Partner Innovation Awards

Communication & Hybrid Cloud Provider (NEW)

The Communication & Hybrid Cloud Provider Partner of the Year Award recognizes a Microsoft managed partner that has demonstrated strong customer focus and success by partnering deeply with Microsoft on a large scale for unprecedented engagement and innovation.

The winning partner offers clearly differentiated value and customer experiences by building on Microsoft's Cloud platform and displaying a strong share of voice around the Microsoft alliance in the market. The partner's solutions provide strong examples of how Microsoft Cloud can be leveraged to drive differentiation, solution innovation and the creation of new business models and approaches. In addition, the partner has demonstrated the industry knowledge and marketing expertise along with consistent, high-quality predictable services to help customers digitally transform while illustrating how their engagement with Microsoft has accelerated their business growth by leveraging Microsoft's key programs and initiatives.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- A Solutions Partner designation by January 30, 2024.
- Must be a globally managed partner with a co-sell ready offer.
- Solutions must leverage Microsoft Cloud Platform technologies (e.g., Azure Core Services, Azure Data Services, AI, Teams, Teams Phone, Security) with documented wins in multiple geographies.
- Partner must demonstrate public commitment to Microsoft in PR, case studies, website, etc.
- The partner must demonstrate significant growth attainment in Training Certifications.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Brief description of your solution and how it's differentiated from other providers, with examples that include:
    - Creating New customer experiences
    - Innovation across Solution Area boundaries
    - Defining new paradigms harnessing communication & collaboration solutions with AI
    - New digital products and services
- Please illustrate how your solution offerings deliver unique value to customers and create differentiated value.
- What core Microsoft technologies are used in your solutions? Please specifically highlight how you are leveraging Security, AI, Analytics and other advanced services within your offerings.
- Describe how you leveraged Microsoft's key initiatives to grow your Microsoft business year over year. What aspects of growth did you invest most in to increase pipeline, accelerate joint sales opportunities, and deliver bottom line results?
- Please provide details on at least one major joint customer win with Microsoft that would demonstrate how your offerings enabled a differentiated value to customers and leveraged the full relationship with Microsoft. What were the outcomes the customer achieved?
- Highlight your best GTM initiative and Microsoft marketing campaign and major PR activities related to the Microsoft Cloud – what were the primary objectives and key results (including creative attachment and/or URL)
- Please share details/success metrics aligned to the following areas:
    - YoY % Growth (Teams Phone Enabled Seats, MW CSP, Security, Azure and NPSA)
    - Net new workloads within customer driving innovation and business transformation
    - Any Partner-to-Partner (P2P) initiatives
    - Skilling (# Certifications + # Trained)

Device

The Device Partner of the Year Award recognizes a standout device partner that demonstrates excellence in building, marketing, selling and deploying 3rd Party Windows devices and attaching Microsoft Cloud and AI Services for Commercial and Consumer Segments and Industry Verticals. Device Partners positioned to win this award have a proven expertise, innovation and impact in devices, solutions and services that are built on MS Technology and can demonstrate consistent, high quality and predictable services to their customers. They will also demonstrate business leadership and consistent customer success with strong growth in licensing, revenue, and/or market share. A successful submission for this award should reference proactive development and investment of innovative customer opportunities, including proof-points that demonstrate how your services and/or solutions are solving customer business challenges, increasing return on technology investment and winning against the competition.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- For OEM/Device, IoT OEM/IoT, Mixed/Augmented Reality partners – enrollment/participation in relevant partner programs with 100% compliance.
- Entrant must have a proven record of excellence in Sales and Marketing execution, maximizing full funnel investments.
- Entrant must have a proven ability to build, market, sell and/or deploy 3rd Party Window devices with MS cloud and AI services for their customers and/or industry verticals within one of the following categories:
    - Best in class Windows Pro or Home device refresh / Windows 11 device mix
    - Edge to Cloud Capabilities [IOT, Azure]

- o Modern Work Collaboration Solutions [Teams Rooms Devices]
- o Gaming
- o Academic

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Describe how your organization demonstrates growth in Commercial, Consumer, Gaming and Education 3rd party device sales driving Windows 11 preference and adoption.
- Provide specific examples of how your organization maximized Microsoft investments.
- Demonstrate how your organization achieves revenue and/or device activation targets with strong execution to accelerate revenue performance across all relevant lines of business.
- Describe how you implemented new business initiatives and device-based solution offerings (e.g., CoPilot, AI on Windows, Gamepass, Azure Stack HCI, Meeting Rooms, Windows IoT on ARM etc.) to provide a unique value proposition to meet customer needs.
- Provide lighthouse deployment wins or references showing how the solution met the customers' needs and how the solution helped the customer reach their sales goals.
- Describe how your organization demonstrates world-class enablement: excellence in sales, readiness, marketing execution, proactive channel recruitment and engagement, and new capability development.

Distributor (NEW)

Distributors remain key in our vision to build a healthy, world class ecosystem of services partners. The Distribution Partner of the Year Award recognizes partner excellence in empowering customer transformation thru a value-based, solution-provider model that reaches resellers at scale to drive usage, consumption, and customer acquisition growth across the partner channel. This award recognizes the investments that they make and how they deliver value to their partners and customers in a predictable and long-term commitment.

The winning award entry will be from a Distributor that sells through CSP with a demonstrated ability to leverage the breadth of the entire Microsoft solution portfolio. The winning award will demonstrate how the partner is taking a leadership role in driving digital transformation around one or more of Microsoft's six solution areas; Business Applications, Data & AI, Digital & App Innovation, Infrastructure, Modern Work, and Security by excelling with solutions that drive customer adoption and excellence in the Microsoft cloud suite.

Preferred Qualifications

Creating value added services that compel a reseller to partner with a specific Distributor for reasons beyond pricing is critical. Distributors should focus on channel development and acceleration capabilities in the following areas:

- Sales Excellence at Scale
  - o Structuring a consistent framework across multiple partner types to enable first sales and maximize customer lifetime value.
  - o Key criteria to consider are growth in Net Customer Adds via partner reach, frequency and yield as well as cross selling of Microsoft cloud workloads.
  - o Recruitment and growth of resellers through the Microsoft AI Cloud Partner Program.
  - o Build new solutions and offers, managing the channel through Cloud Services and Marketplace Centers of Excellence.

- o Align sales and advise partners throughout the MCEM partner journey, leveraging programs and investments across stages 1 through 5.
  - o Recruit ISVs to build on the Microsoft Platform and accelerate ACR growth.
  - o Leverage Microsoft Ambassadors to land Microsoft Campaign-in-a-Box across solution areas.
- Business model transformation and innovation
  - o Enabling the seamless aggregation, provisioning and transaction of comprehensive solutions built on the Microsoft Platform.
  - o Customer success teams that enable adoption and consumption growth.
  - o GTM capabilities and exposure to resellers/ geographies on their marketplace.
- Leading CSP platform
  - o Run a secure CSP marketplace that has been leveraged by a broad ecosystem to scale business on the Microsoft cloud.
  - o Transformational trusted advisor to the channel with a strong engagement model, and automation and integration tools for resellers and with Microsoft
  - o Develop reseller enablement capabilities through selling via their digital platform and GTM engines, while enabling partners to transition into the Microsoft New Commerce Experience and Microsoft Marketplace.

Eligibility

- Nominees must be a [Microsoft partner](link) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - o A Solutions Partner designation by January 30, 2024.
- Nominees must be a globally managed Microsoft partner.
- Distributor that sells through CSP.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Describe how you creatively enabled a group of your channel partners to identify a new market opportunity, develop a repeatable value-added solution to meet the customer needs (IP or assembling the components, technical skills, business model, industry expertise), and plan and execute the go-to-market in one of the six solution areas (Business Applications, Data & AI, Digital & App Innovation, Infrastructure, Modern Work, or Security):
- Explain how you identified the value-added market opportunity and selected the group of partners.
- Describe how you helped your partners develop their differentiated value-added solutions. Be explicit about the process and your company's role developing the IP (or assembling the components into a solution).
- Summarize the business model (e.g., recurring revenue from managed services, professional services plus a transaction, a bundle, etc.).
- Summarize how you helped the partner develop the go-to-market, ready their sellers and the role your organization played in taking it to market.
- Be specific about how your infrastructure enabled the provisioning and billing of the solution, as well as your role in helping the channel partner up-sell and cross-sell into a higher-value scenario for the customer.
- Describe how you enabled the partners to ensure customers used (consumed) what they purchased and did not churn. What business intelligence did you use to identify the usage pattern of customers? How did you trigger the expiration alert, and the renewal notification (if there was one)? What was your communication process and cadence? What were the results of your approach?

- Showcase a specific customer and partner win with the problem statement, solutions leverage, partner(s) engaged, and use case solution.
- How did you use Sure Step and Cloud Ascent Propensity or Sales Advisor data to improve the solution selling capability of these channel partners from selling and activating the first to the third customer, and then moving beyond that to driving incremental business through engagement with 4-25 customers?
- What was the impact on Microsoft and the Distributor's revenue, profitability, and long-term channel growth strategy?

Global Advisory

The Global Advisory Partner of the Year Award recognizes the Microsoft globally managed partner organization that excels at providing high value consulting and advisory services and/or solutions leveraging Microsoft technologies to customers, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable services to help our customers digitally transform. Successful entrants will also demonstrate business leadership, senior executive influence and success through strong growth in new customer additions and revenue by leveraging the latest Microsoft Cloud Solutions and technology as their solution platform (e.g. Microsoft Azure OpenAI, Fabric & Copilots).

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Cloud Partner Program to build advisory services practice and offers, create demand for, and sell solutions or services.

Partners will also be evaluated based on key performance indicators such as Azure Consumed Revenue, # of IP Co-Sell wins, Azure Innovate program usage, demonstrated year over year (YoY) growth of their Microsoft practice.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation in any of the six solutions areas by January 30, 2024.
  - Partner must be a Microsoft globally managed Advisory company with Co-Sell ready offerings.
  - Solutions must leverage Microsoft Cloud Platform technologies (e.g., Azure OpenAI and Copilots, Azure Core Services, Azure Data Services, AI, Dynamics 365, Power Platform, Teams) with documented wins in multiple geographies in calendar year 2023-Mar 2024.
  - Partner must demonstrate public commitment to Microsoft in PR, case studies, website, etc.
  - Partner must have demonstrated clear thought leadership and solution offerings in one or more Microsoft Industry Clouds or Industry Priority Scenarios.
  - Partner should be a leader in certifications across the Microsoft portfolio

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Please illustrate how your solutions/consulting offerings deliver unique value to customers and differentiate you from competitors. How do your solutions/solution offerings innovate on the Microsoft Cloud Platform to create differentiated value to your customers?
- What core Microsoft technologies are used in your solutions? Please specifically highlight the integration of advanced Microsoft cloud services (e.g., Azure OpenAI and Copilots, AAD, AKS, PowerApps, Teams, AI, Azure SQL DB, Cosmos DB, Dynamics 365 Customer Insights, etc.) within these solutions.
- Describe your strategic approach to the Azure OpenAI solutions and services, including the adoption and utilization of Copilots. Provide details on how AI will be integrated into your future business plans with growth projections.
- Describe how you leveraged Microsoft's key initiatives to grow your Microsoft business practice year over year. What aspects of growth did you invest most in to increase pipeline, accelerate joint sales opportunities, and deliver bottom line results?
- Please provide details on at least one major joint customer win with Microsoft that would demonstrate how your offerings enabled a differentiated value to customers and leveraged the full relationship with Microsoft. What were the outcomes the customer achieved?
- Describe the maturity and trajectory of your Microsoft Business Unit (MBU) or similar structured focus within your organization.
- Describe your strategic approach to the Microsoft Industry Clouds and explain how they will be integrated into your future business plans with growth projections (if possible)
- Highlight your best GTM initiative and Microsoft marketing campaign and major PR activities related to the Microsoft Cloud – what were the primary objectives and key results (including creative attachment and/or URL).
- Please share details/success metrics aligned to the following areas:
    - YoY % Growth (Azure, Data & AI, D365, Teams)
    - Partner-to-Partner (P2P) initiatives
    - Skilling (# Certifications + # Trained)
    - Solution Partner designations.

Global ISV (NEW)

The Global Independent Software Vendor (ISV) Partner of the Year Award recognizes the Microsoft globally managed ISV that has demonstrated exceptional customer focus and success by partnering deeply with Microsoft on a global scale. The winning partner offers clearly differentiated value and customer experiences by building on Microsoft's Cloud Platform, leveraging Azure AI and other advanced Cloud services in ways that drive meaningful innovation outcomes for our customers. The partner's solutions provide powerful examples of how the Microsoft Platform can be leveraged to drive product differentiation, solution innovation and create new business models and approaches. In addition, the partner will illustrate how their engagement with Microsoft has accelerated their business growth, especially by leveraging Microsoft's partner programs and offerings including Azure Marketplace. Partners will also be evaluated based on key performance indicators such as Azure Consumed Revenue and co-sales engagement.

Eligibility
- Nominees must be a Microsoft partner member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must be a globally managed ISV.
- Must demonstrate public commitment to Microsoft in PR, case studies, website, etc.
- ISV solution must leverage Microsoft Cloud platform technologies (e.g., Azure Core Services, AI, Azure Data Services, Dynamics 365, Power Platform, Teams, GitHub). Consideration will be given to solutions who innovate with Azure AI.

- ISV solutions must have wins on Microsoft's Cloud platform in multiple geographies.
- ISV solutions must be publicly listed on either the Azure Marketplace or AppSource.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Describe how using specific Microsoft technologies in your solution enabled the customer's transformation from a technical and business perspective – in what ways has your solution helped your customers embark on a journey driving tangible digital transformation and successful outcomes?
- Describe how your solutions deliver unique value to your customers and differentiate from your ISV competitors. How do your solutions innovate on the Microsoft Cloud to create differentiated value to your customers?
- What core Microsoft technologies are used in your key solutions? Please specifically highlight the integration of Azure AI and other advanced Microsoft cloud services (e.g., AAD, AKS, PowerApps, Teams, AI, Azure SQL DB, Cosmos DB, Dynamics 365 Customer Insights, etc.) within your solutions.
- Describe how you leveraged Microsoft's Go-To-Market programs and/or Azure Marketplace to grow your pipeline and accelerate sales opportunities.
- Please describe at least one major joint customer win with Microsoft that would demonstrate how your solution provided a differentiated value to customers and leveraged the full relationship with Microsoft.

🌐 Global System Integrator (GSI)

The Global System Integrator Partner of the Year Award recognizes the Microsoft globally managed GSI that displays strong customer focus and success by partnering deeply with Microsoft on a global scale for unprecedented engagement.

The winning partner offers clearly differentiated value and customer experiences by building on Microsoft's cloud platform and demonstrating a strong share of voice around the Microsoft alliance in market.

The partner's solutions provide strong examples of how the Microsoft Cloud can be leveraged to deliver significant customer outcomes, demonstrating powerful product differentiation, solution innovation and the creation of new business models and approaches. In addition, the partner will demonstrate industry knowledge and expertise, along with consistent, high-quality, predictable services to help our customers digitally transform, while illustrating how their engagement with Microsoft has accelerated their business growth, by leveraging Microsoft's key initiatives (e.g. Microsoft Industry Clouds, Industry Priority Solutions and Solution Areas), technologies (e.g. Microsoft Azure OpenAI, Fabric & Copilots), and programs (i.e., increase in number of Microsoft certified professionals in the firm).

Partners will also be evaluated based on key performance indicators such as Azure Consumed Revenue, # of IP Co-Sell wins, program utilization (including Azure Innovate & Azure Migrate and Modernize), and demonstrated year-over-year (YoY) growth of their Microsoft practice.

Eligibility

- Nominees must be a [Microsoft partner](link) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation in any of the six solutions areas by January 30, 2024

- o Partner must be a Microsoft globally managed Advisory company with Co-Sell ready offerings.
- o Solutions must leverage Microsoft Cloud Platform technologies (e.g., Azure OpenAI and Copilots, Azure Core Services, Azure Data Services, AI, Dynamics 365, Power Platform, Teams) with documented wins in multiple geographies in calendar year 2023-Mar 2024.
- o Partner must demonstrate public commitment to Microsoft in PR, case studies, websites, etc.
- o Partner must have demonstrated clear thought leadership and solution offerings in one or more Microsoft Industry Clouds or Industry Priority Scenarios.
- o Partner should be a leader in certifications across the Microsoft portfolio

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Please illustrate how your solutions/consulting offerings deliver unique value to customers and differentiate you from competitors. How do your solutions/solution offerings innovate on the Microsoft Cloud Platform to create differentiated value to your customers?
- What core Microsoft technologies are used in your solutions? Please specifically highlight the integration of advanced Microsoft cloud services (e.g., Azure OpenAI and Copilots, AAD, AKS, PowerApps, Teams, AI, Azure SQL DB, Cosmos DB, Dynamics 365 Customer Insights, etc.) within these solutions.
- Describe your strategic approach to the Azure OpenAI solutions and services, including the adoption and utilization of Copilots. Provide details on how AI will be integrated into your future business plans with growth projections.
- Describe how you leveraged Microsoft's key initiatives to grow your Microsoft business practice year over year. What aspects of growth did you invest most in to increase pipeline, accelerate joint sales opportunities, and deliver bottom line results?
- Please provide details on at least one major joint customer win with Microsoft that would demonstrate how your offerings enabled a differentiated value to customers and leveraged the full relationship with Microsoft. What were the outcomes the customer achieved?
- Describe the maturity and trajectory of your Microsoft Business Unit (MBU) or similar structured focus within your organization.
- Describe your strategic approach to the Microsoft Industry Clouds and explain how they will be integrated into your future business plans with growth projections.
- Highlight your best GTM initiative and Microsoft marketing campaign and major PR activities related to the Microsoft Cloud – what were the primary objectives and key results (including creative attachment and/or URL).
- Please share details/success metrics aligned to the following areas:
  - o YoY % Growth (Azure, Data & AI, D365, Teams)
  - o Partner-to-Partner (P2P) initiatives
  - o Skilling (# Certifications + # Trained)
  - o Solution Partner designations.

GSI Growth Champion

The GSI Growth Champion recognizes the Microsoft GSI or Advisory partner who has clearly demonstrated the most significant growth across multiple Solution Areas/Solution Plays, Industries, and Regions. The partner's solutions are aligned with Microsoft in driving digital innovation and cloud transformation for our joint customers.

The Growth Champion will have established a new business offering from ideation through launch to successful implementations, or, has taken an established business and delivered leading growth metrics across that existing business.

The partner will demonstrate industry knowledge and expertise, along with consistent, high-quality, predictable services to help our customers digitally transform, while illustrating how their engagement with Microsoft has accelerated their business growth, by leveraging Microsoft's key initiatives (e.g. Microsoft Industry Clouds, Industry Priority Solutions and Solution Areas) and technologies (e.g. Microsoft Azure OpenAI, Fabric & Copilots).
Partners will also be evaluated based on key performance indicators such as Azure Consumed Revenue, # of IP Co-Sell wins, program utilization (including Azure Innovate & Azure Migrate and Modernize), and demonstrated year-over-year (YoY) growth of their Microsoft practice.

Preferred Qualifications
- Expansion of a new existing Business vertical of the Microsoft Cloud and demonstrate increase of Practice, number of certified specialists, customers wins and revenue growth and increase of unique solutions related to that Microsoft Practice.
- Migration at scale - showing significant ACR or new wins growth in the prescribed timeline.
- Modernization at scale - highlighting the use of Microsoft Cloud Solutions as measured by ACR, new wins, or rapid deployment of new Microsoft solutions such as Azure OpenAI, Copilots, and/or Fabric.
- # of accredited co-sell wins for a new or existing offering.
- Ability to show success and growth in all 'Rooms of the House'.

Eligibility
- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation in any of the six solutions areas by January 30, 2024.
  - Partner must be a Microsoft globally managed GSI or Advisory company.
  - Solutions must leverage Microsoft Cloud Platform technologies including Industry Cloud (e.g., Azure OpenAI and Copilots, Azure Core Services, Azure Data Services, AI, Dynamics 365, Power Platform, Teams) with documented wins in multiple geographies.
  - Partner must demonstrate public commitment to Microsoft in PR, case studies, website, etc.
  - The winning partner will show leading growth indicators in at least one solution area across multiple regions, OR, multiple solution areas 2 or more regions.

Executive Summary
Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
- Please illustrate the specific Microsoft Solution Areas and Industries where you developed new offerings or grew existing offerings. Examples will include Azure OpenAI, Azure Power Platform, M365, D365, Teams, Data, Security, Industry Solutions aligned to Microsoft Industry Cloud strategy.
- Explain the growth metrics achieved within the timeframe of January 2022 to March 2024, examples will include, ACR, Net New Wins, Net Seat Adds, MAU, number of industry solutions developed.
- Include a brief description of the solution offering and how the growth was achieved overall.
- Provide evidence of multi-region success.
- Explain the innovative aspects of the solution leveraging Gen AI & Copilots and the key customer pain points addressed.

- Where possible, highlight solutions that extend across multiple 'Rooms of the House'. Provide examples that showcase your growth across the entire Microsoft Cloud portfolio to deliver innovative and transformational customer solutions. Show the integration of multiple Solution Areas to deliver differentiated solutions to the customer, describe next steps to maintain growth.
- Expansion of a new of existing Business vertical of the Microsoft Cloud and demonstrate increase of Practice, number of certified specialists, customers wins and revenue growth and increase of unique solutions related to that Microsoft Practice.
- Where possible:
  - Showcase solutions that drive migration at scale - showing significant ACR or new wins growth in the prescribed timeline.
  - Modernization at scale - highlighting the use of Microsoft cloud solutions as measured by ACR, new wins, or rapid deployment of new Microsoft solutions.
  - # of accredited co-sell wins for a new or existing offering.

ISV Innovation (NEW)

Microsoft is proud of our purpose-built cloud infrastructure for the era of AI, one that is adaptive across on-prem, multicloud and edge environments, for our complete development platform with advanced tools to accelerate developer productivity, for our AI services and tools to empower innovation, and for our extensive partnerships across a wide range of industry leaders to give customers the choices they desire.

The ISV Innovation Partner of the Year award recognizes the ISV Partner who has demonstrated a high level of innovation leveraging Microsoft Cloud advanced services, including AI, introducing new techniques, approaches, or applications that push the boundaries of what is currently possible. Solutions should demonstrate technical excellence, with dimensions such as the use of cutting-edge techniques, the ability to handle large and complex datasets, and the robustness and reliability of the results generated. The solution should be in market and generally available with strong business potential, with dimensions such as a clear and viable monetization strategy, the ability to scale and grow, and the potential to disrupt existing markets or create new ones.

Eligibility

- Nominees must be a Microsoft partner member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Must be willing to be public- PR, case studies, website, etc.
- Must leverage Azure AI
- Solution must be generally available and actively listed on Marketplace

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Innovation: How does your solution leverage a high level of Microsoft advanced Cloud services including AI technologies, introducing new approaches that push the boundaries of what's currently possible.
- Technical Excellence: with dimensions such as innovative techniques, the ability to handle large complex datasets, and robustness and reliability for results generated.
- Business potential: Solution must be generally available with clear and viable monetization strategy, ability to scale and potential to disrupt existing markets or create new ones

Microsoft for Startups

The Microsoft for Startups Partner of the Year Award recognizes a B2B startup organization that built and launched an innovative and unique solution leveraging Microsoft technology – Azure, Power Apps or Microsoft 365. Additionally, the startup stands out above the rest in their partnership with Microsoft by demonstrating consistent, high-quality engagements through Founders Hub and demonstrating value to the Microsoft ecosystem.

The successful submission for this award will demonstrate technology that solves a real-world issue, is built on Microsoft technology, and has utilized Microsoft go-to-market resources to enhance the abilities of Microsoft technology. Successful entrants will also demonstrate commercial success via Co-selling with Microsoft, Azure consumption and billed sales via the Microsoft Commercial Marketplace.

Eligibility

- Nominees must be a Microsoft partner member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Solution(s) available in either Microsoft AppSource or Azure Marketplace.
- Achieved IP co-sell ready offer status.
- Proven customer acquisition through Microsoft co-sell program.
- Enrolled in the Microsoft for Startups Founders Hub

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- In your submission, please list the solutions you would like to focus on as part of this nomination (include pitch decks and links to the live listings in Azure Marketplace or AppSource).
- Describe how your solution has leveraged Microsoft technologies to bring improved efficiency, productivity, and performance to customers. (Include relevant case studies).
- Indicate which Microsoft technologies are leveraged by your solution or services and how this provides differentiation to Microsoft field teams as you engage in customer conversations. (Dynamics, Power Platform, Microsoft 365, Microsoft Azure etc.).
- Describe how Microsoft for Startups program has helped you build and grow your business.
- Quantify the impact the Microsoft for Startups program has had on your company. For example, co-sell success, marketplace success, opportunity generation, customer acquisitions, geographic expansion, product development, Azure AI Services, etc.

Scale Solutions (LSP) (NEW)

Scale Solutions Partners are the face of Microsoft to our customers, leveraging Microsoft AI Cloud Partner Program (MAICPP) solution designations to deliver best-in-class service offerings, partnering with our field sellers to provide our mutual customers with the best solutions to meet their business needs. These partners demonstrate strong customer focus and success by partnering deeply with Microsoft across a wide geographical scale and across all customer segments.

The winning partner will have clearly differentiated value, demonstrated innovation across the Microsoft solution portfolio, the ability to drive customer transformation at scale to drive consumption and adoption of Microsoft cloud solutions, and display a strong Microsoft alliance in the market.

Eligibility

- Nominees must be a [Microsoft partner](link) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation by January 30, 2024.
  - Nominees must be a globally managed partner with at least 3 current MAICPP Solution Designations.
  - Services solutions that leverage Microsoft Cloud Platform technologies (e.g., Azure Core Services, Azure Data Services, AI, Teams, Teams Phone, Security, Copilot, Modern Work) with documented wins.
  - Partner must demonstrate public commitment to Microsoft in PR, case studies, website, etc.
  - Partner must be able to sell Microsoft services + CSP + EA.
  - Partner must have focused motions in SMC-C (partner can be cross segment, so long as there are SMC-C focused motions).

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Brief description of how you are driving innovation across the Microsoft solution portfolio and how this innovation is differentiated from other scale solution partners, with examples that include:
  - Driving transformation with customers
  - Innovation across Solution Area boundaries
  - Defining new market opportunities
  - Scaled innovation across geographies and/or customer segments
- Please illustrate how you are driving focused motions in SMC-C with examples that include:
  - How you are driving CSP and the differentiated services offerings tied to that
  - Engagement model with Microsoft SMC-C sales organization
  - Innovation around SMC-C segment
- What core Microsoft technologies are used in your solutions? Please specifically highlight how you are leveraging Security, AI, Analytics, Copilot and other advanced services within your offerings.
- Describe how you leveraged Microsoft's key initiatives to grow your Microsoft business year over year. What aspects of growth did you invest most in to increase pipeline, accelerate joint sales opportunities, and deliver bottom line results?
- Please provide details on two or more joint customer wins with Microsoft (at least one must be from SMC-C) that would demonstrate how your offerings enabled a differentiated value to customers and leveraged the full relationship with Microsoft. What were the outcomes the customer achieved?
- Highlight your best Microsoft GTM initiative related to the Microsoft Cloud – what were the primary objectives and key results (including creative attachment and/or URL)
- Please share details/success metrics aligned to the following areas:
  - YoY % Growth (Azure ACR, MW CSP, ME5/Security)
  - SMC-C specific growth numbers
  - Skilling (# Certifications + # Trained)
  - % Services attach to CSP

SMC-SI Empowering Customer Innovation (NEW)

The Microsoft "SMC-SI Empowering Customer Innovation" Partner of the Year Award acknowledges outstanding achievements and innovations from our partners in all areas, recognizing partners that have built solutions and services on Microsoft Cloud platforms and who have had substantial growth in their mid-size and small customer base. These awards celebrate successes and innovations related to artificial intelligence, cloud technology, entrepreneurial spirit, and the propensity to help our customers prepare for, and realize, the benefits of AI solutions.

Our partner ecosystem provides value to customers by delivering innovative solutions and services to businesses and local economies around the world, and it's critical that those solutions are built to deliver meaningful outcomes for customers and to create inclusive economic opportunity. We believe technology should be a force for global good and we're intentional about recognizing partner organizations and technology that is inclusive, trusted, and that enable a more sustainable and equitable future, empowering every person and organization to achieve more. Partners nominated for these awards should demonstrate effective engagement with Microsoft and delivery of meaningful outcomes for customers through innovation, competitive differentiation, and repeatable solutions.

The Microsoft "SMC-SI Empowering Customer Innovation " Partner of the Year Award acknowledges partners for their exceptional contributions and advancements in the field of artificial intelligence, cloud computing, technology innovation. This award underscores the commitment of our partners to push the boundaries of innovation within the SMC-SI ecosystem.

Recognizing outstanding achievements in leveraging AI technologies, this award focuses on partners who have demonstrated excellence in applying AI across diverse solution areas and industries. A successful candidate for this award will demonstrate the ability to create cutting-edge solutions, develop transactional tools and services, deliver impactful implementations for customers across the globe.

Winning nominations should showcase their commitment to building on Microsoft Cloud and ingenuity in utilizing AI to address complex challenges that drive digital transformation aligned to our company's mission to empower people and organizations throughout the world platforms across various industries.

We look forward to receiving your nomination and are excited to celebrate another round of incredible partner innovations. Please read on for more information on the eligibility requirements.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
    - A Solutions Partner designation by January 30, 2024.
    - A co-sell prioritized solution and a published Marketplace offer.
    - Proven interest in co-sell through inbound/outbound pipeline sharing.
    - Demonstrable customer scenarios that deliver successful outcomes and bring to life the value of Microsoft products and / or solutions.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Provide a short overview of your solution / service and describe how Microsoft technologies are used and applied.
- Describe your customer's challenge and how your solution / service enabled your customer to drive both measurable business impact and successful outcomes, using both KPIs and scenario examples.
- If relevant, describe how your solution has provided inclusive economic opportunity, and/or has helped customers contribute to a more inclusive, trusted, sustainable, and/or equitable future. Has your solution provided better outcomes for communities, or helped customers solve challenges of diverse representation, inclusive economic access, • digital inclusion, and/or accessibility? Has your solution provided opportunity to contribute to sustainable digital transformation? Please share examples.
- Is your solution/service used across industries? Is it repeatable and or scalable? Please share examples.
- Provide an example of a successful co-sell engagement with Microsoft.
- Does your solution / service help prepare customers to deploy AI or enable them to realize the value from an AI solution? Please share examples.
- Describe how using the Microsoft Cloud and latest devices in your service or solution helped you win against the competition in a customer situation.
- Provide relevant links to your solution/service offering on your website and listing(s) on Microsoft commercial marketplace if available.
- Provide relevant links to publicly available information that supports your customer impact example (e.g., blogs on your company website, case studies etc.), including outside references or data sources that illustrate exceptional customer experience or satisfaction (e.g., customer testimonials, etc.)

Training Services

The Training Services Partner of the Year Award recognizes a partner who has excelled beyond their peers in the delivery of high-impact Microsoft training solutions. The winning submission will demonstrate creativity, transformation, innovation in overcoming adversity, and the ability to drive training and adoption of Microsoft Cloud technology. The winning submission should be well written and should display concrete results in helping Microsoft close the technical skills gap while delivering the highest quality customer experience.

Partner submissions should focus on:
- Commitment, performance, and innovation as they relate to skilling up customers of all sizes in cloud technologies through targeted Microsoft programs.
- Agility and adoption of products and services to successfully meet customer's training needs.
- High impact solutions focused on training and certifications that demonstrate excellence in closing the technical skills gap.

Eligibility
- Nominees must be a [Microsoft partner](link) in good standing (members that have renewed, paid, etc.)
- Legacy Learning Option in any available competency, with Silver or Gold level achieved and/or a member of the Training Services Partner ecosystem prior to January 1, 2024.
- Strong track record of performance and compliance.

- Please note that partners that do not meet the competency requirements will be prevented from submitting a nomination.

Executive Summary

Please address and respond to the specific points below in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Describe the customer impacts of your Microsoft training business in cloud technologies over the last year. Please provide details regarding the number and type of students trained and certified, Microsoft assets and programs that you leveraged, and any additional resources you developed or utilized to provide a comprehensive training experience.
- What challenges did you face and how did you solve them? (for example, pivoting to or increasing resources in remote training deliveries).
- Point to specific customer cases in which your organization made a lasting impact. Please include the number of individuals trained and the process of implementing your unique solution for the customer. This may include defining the problem, defining success metrics, and designing and implementing creative solutions.

Business Transformation Awards

AI Innovation (NEW)

The AI Innovation Partner of the Year Award recognizes the partner that creates solutions that strike an effective balance between Intelligence, Creativity, Productivity and Connectivity. The solutions unlock new business value at scale, disrupt the status quo by introducing new ways to engage with technology and provide consistent experiences across devices and platforms. These solutions improve business efficiency by simplifying decision making, enhancing user satisfaction, and accelerating delivery showcasing the capability of Microsoft AI.

Preferred Qualifications

The winning nomination will best demonstrate how a partner is innovating in AI with Microsoft products by transforming industries, evolving business, technical & ethical maturity by introducing new ways to solve high value customer problems, or creating incremental business value illustrated through customer success stories.

At a high level, AI Innovation Partner of the Year should have the following attributes:

- Contributing significantly to the growth of the market and Total Addressable Market (TAM) by effectively monetizing AI services and intellectual property through both first-party and third-party solutions.
- Following Responsible AI principles when integrating AI solutions into offerings or using core machine learning technology to build AI solutions.
- Building a repeatable horizontal or vertical IP/service and demonstrate market leadership with evidence.
- Innovating with AI to help customers address complex challenges and delivering business transformation with tangible ROI that can be demonstrated through customer evidence (named customers). Customer evidence should include key performance indicators of business impact and

details of the solution implementation. AI scenarios could include the monitoring assets to improve efficiency, driving operational performance to enable innovation, and using advanced data analytics to transform a business with new business models and revenue streams.

- Recognizing the partner's leadership position and influence within the industry, as acknowledged by third-party organizations like Gartner.
- Extra consideration for nominations that integrate multiple Microsoft AI products/services in the solution (Azure AI, Fabric, Copilots, etc.).

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
    - Any Solutions Partner designation achieved by January 30, 2024.
    - An ISV with a co-sell ready offer IP/ISV application leveraging any one of the Microsoft AI services.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Include information such as:

- What was the customer business problem?
- Please describe the specific benefits & business impact of your solution. Include information such as:
    - How your solution impacted your customers' businesses (such as making them more competitive) and including return on investment (ROI) figures (cost reduction, increased productivity, etc.).
- Industry or domain value proposition of the solution or service.
- What Microsoft AI services and technologies did you include in the project? Include all Microsoft products (with version) and technologies used.
- Repeatable IP or reference architecture, highlighting how the solution or service leverages Microsoft services.
- Does the solution or service follow Responsible AI principles? Provide details. Does the solution go above and beyond in ensuring data privacy and customer safety? Describe how.

Commercial Marketplace

The Commercial Marketplace Partner of the Year Award recognizes a partner organization that has successfully adopted the Microsoft commercial marketplace (marketplace) as core to their go-to-market and joint-selling opportunities with Microsoft.

A successful submission for this award demonstrates marketplace sales and marketing expertise, as well as consistent, high-quality, and predictable delivery to marketplace customers. Successful entries will also show success through growth in customer acquisition, billed sales, Azure consumption, or billed seats via the marketplace – either selling digital direct, through partners, or co-selling with Microsoft.

Strong applicants will demonstrate effective engagement with Microsoft by taking advantage of ISV Success and/or Marketplace Rewards (now part of ISV Success) to build, create demand for, and sell their software solutions or applications through the marketplace.

When submitting your nomination, please indicate if your submission can be published publicly or pursued as a case study with Microsoft.

Preferred Qualifications

- Publicly available offer that is transactable and surfaced on digital storefronts (either Azure Marketplace or Microsoft AppSource)

Eligibility

- Nominees must be a [Microsoft partner](link) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - Participating in the ISV Success Program
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.
- Proven customer acquisition through marketplace – either via billed sales, consumer revenue, or billed seats.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- In your submission, link to the solutions or services listed on the Microsoft commercial marketplace you would like to include as part of this nomination.
- Indicate which—and how—Microsoft technologies (Dynamics, Power Platform, Microsoft 365, Microsoft Azure etc.) are leveraged by your solution or services.
- Describe how the marketplace has helped you grow your business.
- Quantify the impact on your nominated listing(s). For example, number of customers transacted, size of customer deal, number of leads, sales in new geographies, Azure consumed revenue, etc.
- If you sold through other partners (with either CSP private offers or multiparty private offers), describe how you approached the partnership and how it helped your business grow.
- What successful sales and marketing tactics did you employ to drive business to your marketplace listings? Note if any of these were benefits provided through Marketplace Rewards (now part of ISV Success).
- Describe how your use of the marketplace helped address your customers' needs like simplified procurement, utilization of cloud consumption commitments, or customization with private offers. Provide details about how your solution increased usage of Microsoft's platforms/technologies.
- Do you have case studies or quotes referencing one or more of your marketplace customer wins? If so, please attach or link in this submission.

Copilot (NEW)

The Copilot Award recognizes and celebrates the partners who have made outstanding contributions to the business growth of Copilot. This award recognizes the partners who have helped customers achieve new levels of creativity, efficiency, and quality of work with Copilot.

The Copilot Partner of the Year Award recognizes the partner that has helped customers identify high-value use-case scenarios and/or developed solutions that empower end-users to achieve more by leveraging the AI companion. The winning nomination will have demonstrated the ability to help customers (1) adopt Copilot as part of their AI strategies to drive greater business growth, (2) enable customer success through deployment service (3) accelerate adoption of Copilot to enable relevant users to increase productivity by automating tasks, streamlining communication, unifying/analyzing data and simplifying decision-making with strong data and privacy measures. Any of the following Copilots are eligible to submit: Microsoft Copilot for Sales, Microsoft Copilot for Service, Microsoft Copilot for Azure, Copilot for Microsoft 365, Microsoft Security Copilot, Copilot for Dynamics 365, Copilot for Power Platform, Microsoft Fabric and Copilot in Microsoft Power BI or Github Copilot.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - A Solutions Partner designation and Modern Work Specialization achieved by January 30, 2024.
  - A Solutions Partner designation and Business Applications achieved by January 30, 2024.
  - A Solutions Partner designation and Digital App Innovation achieved by January 30, 2024.
  - An ISV with a co-sell ready offer IP/ISV application leveraging any one of the Microsoft AI Copilot services.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).
Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Include information such as:

- Please describe the specific benefits & business impact of your solution. Include information such as:
  - How your solution created incremental customer business value (such as higher productivity, competitive advantage, etc.) and including return on investment (ROI) figures (cost reduction, increased productivity, etc.).
  - Demonstrate the value of Copilot in end user scenarios, delivering productivity gains and end user impact to at least 500 users in an organization.
- Industry or domain value proposition of the solution or service.
- Repeatable IP or reference architecture, highlighting how the solution or service leverages Microsoft services. Mention all Microsoft products (with version) used. Highlight how the solution uses Copilot services to make business more efficient.

- Does the solution or service follow Responsible AI principles? Provide details. Does the solution go above and beyond in ensuring data privacy and customer safety? Describe how.
- Delivering business impact by leveraging extensibility of Copilot to connect with business solutions and/or improving end user experiences.
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.) in your repeatable approach.

Social Impact Awards

💬 Community Response

The Community Response Partner of the Year Award recognizes a partner organization that is providing innovative and unique services or solutions based on Microsoft technologies, helping solve challenges faced by communities and making a significant social impact during unprecedented times. We will be recognizing the contributions of partners driving response and recovery to crises impacting communities around the world.

Microsoft partners are at the center of how we deliver technologies and business transformation to customers. More than ever, we need to collaborate across the public and private sectors and co-innovate to meet those customer needs and challenges. We want to recognize solutions and services that are driving innovation and partnerships that protect fundamental rights, uplift, and create a positive impact on communities.

A successful award candidate will have delivered a high-quality service or solution that connects technical knowledge and expertise, enabling customers to address the community's challenges. Partners applying for this award should demonstrate how their solution or service leverages the latest Microsoft technology, such as including AI or Copilot, to enable community response. Successful entrants will also demonstrate business leadership, for example through public statements on your social impact commitment, relevant certifications, industry or public-private partnerships for broader influence and impact.

Preferred Qualifications

Partner submissions should focus on:

- Solution/service market availability and scalability with an offer showcased on the partner website and/or be listed in the Microsoft commercial marketplace;
- How your solution/service helped your customer to drive both measurable business impact and positive community impact.
- Case studies and customer references (provided with your customer's consent) with demonstrated business and community impact that can be publicly referenced, for example through announcements on your company website, blogs, social posts, or public relations statements.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - Solutions Partner designation in any of the six solutions areas by January 30, 2024.
  - Participating in the ISV Success Program
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.

- o   For SMB partners: achieved designation via the SMB track.
- o   For CSP Direct and Indirect Resellers: earned any of the six Solution Partner designations.
- o   For OEM/Device, IoT, Mixed/Augmented Reality: Gold for Mixed Reality partners. OEM/IoT partners – enrollment/participation in relevant partner programs.
- Public facing website with the solution and/or service offerings in market.
- At least one (1) recent case study and customer reference about the solution, work or services provided, based on Microsoft technologies.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Provide a short overview of your solution/ service and describe how Microsoft technologies are used and applied. Highlight the use of AI and/or Copilot, where relevant.
- Provide relevant links to your solution/service offering on your website and listing(s) on Microsoft commercial marketplace if available (enter under website links in the designated section in the tool).
- Describe your customer's challenge and how your solution/service enabled your customer to respond and overcome challenges related to protecting fundamental rights and/or other crises impacting the community.
- Describe how your solution/service helped your customer to drive both measurable business impact and positive community impact. Provide before and after scenarios with relevant KPIs.
- Is your solution or service a custom project for one customer or is it repeatable and scalable?
- How long has your solution/service been available to customer(s), and how do you intend to evolve and invest in this solution/ service (e.g., roadmap, services, market adoption, etc.)?
- Provide relevant links to publicly available information that supports your customer impact example (e.g., blogs on your company website, case studies etc.), including outside references or data sources that illustrate exceptional customer experience or satisfaction (e.g., customer testimonials, etc.).
- Provide at least one (1) and preferably two (2) customer references (enter customer references in the designated section in the tool). You are responsible for securing your customers' consent to share this information. Customer(s) listed in your submission may be publicly referenced by Microsoft if your submission is selected as finalist/winner.
- Provide any other information/links to relevant public statements, industry certifications and/or partnerships that may support your nomination.

Inclusion Changemaker

The Inclusion Changemaker Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies that help customers solve challenges of diverse representation, economic access, digital inclusion, and/or accessibility. Technology can unlock innovations toward a more inclusive and equitable world, leading to greater innovations for everyone, including the 1+ billion people living with disabilities.

Inclusion changemakers drive digital transformation toward inclusive economic growth. Diverse representation, economic access, digital inclusion, and accessibility have increased in strategic importance for business performance, innovation, and market value. We look to technology helping organizations optimize ideas, skills, and experience from all facets of talent contribution, and to technology reimagining more inclusive employee and customer experiences across industries.

The successful candidate for this award will have delivered a high-quality service and/or solution that connects with technical knowledge and expertise, and that enables more inclusive growth for the customer. Partners applying for this award should demonstrate how their solution or service leverages the latest Microsoft technology, such as including AI or Copilot, to enable greater inclusion. Successful entrants will also demonstrate business leadership, for example through public statements on your social impact commitment, relevant certifications, industry or public-private partnerships for broader influence and impact.

Preferred Qualifications

Partner submissions should focus on:

- Solution/service market availability and scalability with an offer showcased on the partner website and/or be listed in the Microsoft commercial marketplace;
- How your solution/service helped your customer to drive measurable business impact and enable inclusive growth outcomes.
- Case studies and customer references (provided with your customer's consent) with demonstrated business and community impact that can be publicly referenced, for example through announcements on your company website, blogs, social posts, or public relations statements.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
  - Solutions Partner designation in any of the six solutions areas by January 30, 2024.
  - Participating in the ISV Success Program
  - Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.
  - For SMB partners: achieved designation via the SMB track.
  - For CSP Direct and Indirect Resellers: earned any of the six Solution Partner designations.
  - For OEM/Device, IoT, Mixed/Augmented Reality: Gold for Mixed Reality partners. OEM/IoT partners – enrollment/participation in relevant partner programs.
- Public facing website with the solution and/or service offerings in market.
- At least one (1) recent case study and customer reference about the solution, work or services provided, based on Microsoft technologies.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Provide a short overview of your solution/service and describe how Microsoft technologies are used and applied. Highlight the use of AI and/or Copilot, where relevant.
- Provide relevant links to your solution/service offering on your website and listing(s) on Microsoft commercial marketplace if available (enter under website links in the designated section in the tool).
- Describe your customer's challenge and how your solution/service enabled your customer to address challenges in enabling more diverse representation, economic access, digital inclusion, and/or accessibility.
- Describe how your solution/service helped your customer to drive business impact and enable inclusive growth outcomes. Provide before and after scenarios with relevant KPIs.
- Is your solution/service a custom project for one customer, or is it repeatable and scalable?

- How was the solution built or service delivered with inclusive design in mind? How did the partner include, consider, and represent input and feedback from the diversity of employees or users served by the solution/service?
- How long has your solution/service been available to customer(s) and how do you intend to evolve and invest in this solution/service (e.g., roadmap, services, market adoption, etc.)?
- Provide relevant links to publicly available information that supports your customer impact example (e.g., blogs on your company website, case studies etc.), including outside references or data sources that illustrate exceptional customer experience or satisfaction (e.g., customer testimonials, etc.).
- Provide at least one (1) and preferably two (2) customer references (enter customer references in the designated section in the tool). You are responsible for securing your customers' consent to share this information. Customer(s) listed in your submission may be publicly referenced by Microsoft if your submission is selected as finalist/winner.
- Provide any other information/links to relevant public statements, industry certifications and/or partnerships that may support your nomination.

Sustainability Changemaker

The Sustainability Changemaker Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies that help customers solve challenges of sustainable digital transformation.

Sustainability changemakers drive purpose-driven digital transformation that powers a more sustainable world. Environmental stewardship has grown in strategic importance as a significant driver of organizational and business performance as well as innovation and market value. To help drive technological innovation and industry transformation toward a more sustainable and climate stable future, we look to solutions and services that help organizations understand their impact on the climate and deliver on sustainability commitments.

The successful candidate for this award will have delivered a high-quality service or solution that connects with technical knowledge and expertise, and that addresses a sustainability challenge for a customer, policy, or ecosystem. Partners applying for this award should demonstrate how their solution or service leverages the latest Microsoft technology, such as including AI or Copilot, to drive sustainability impact. Successful entrants will also demonstrate business leadership, for example through public statements on your sustainability commitment, relevant certifications, industry or public-private partnerships for broader influence and impact.

Preferred Qualifications
- Solution/service market availability and scalability with an offer showcased on the partner website and/or be listed in the Microsoft commercial marketplace;
- How your solution/service helped your customer to drive measurable business impact and enable sustainability outcomes;
- Case studies and customer references (provided with your customer's consent) with demonstrated business and community impact that can be publicly referenced, for example through announcements on your company website, blogs, social posts, or public relations statements.

Eligibility
- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:

- o Solutions Partner designation in any of the six solutions areas by January 30, 2024.
- o Participating in the ISV Success Program
- o Have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.
- o For SMB partners: achieved designation via the SMB track.
- o For CSP Direct and Indirect Resellers: earned any of the six Solution Partner designations.
- o For OEM/Device, IoT, Mixed/Augmented Reality: Gold for Mixed Reality partners. OEM/IoT partners – enrollment/participation in relevant partner programs.
  Public facing website with the solution and/or service offerings in market.
- Public facing website with the solution and/or service offerings in market.
- At least one (1) recent case study and customer reference about the solution, work or services provided, based on Microsoft technologies.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Provide a short overview of your solution/service and describe how Microsoft technologies are used and applied (e.g. Microsoft Cloud for Sustainability). Highlight the use of AI and/or Copilot, where relevant.
- Provide relevant links to your solution/service offering on your website and listing(s) on Microsoft commercial marketplace if available (enter under website links in the designated section in the tool).
- Describe your customer's challenge and how your solution/service enabled your customer to address and overcome challenges in sustainability.
- Describe how your solution/ service helped your customer to drive both measurable business impact and sustainability outcomes. Provide before and after scenarios with relevant KPIs.
- Is your solution/service a custom project for one customer, or is it repeatable and scalable?
- How long has your solution/service been available to customer(s)and how do you intend to evolve and invest in this solution/service (e.g., roadmap, services, market adoption, etc.)?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Provide relevant links to publicly available information that supports your customer impact example (e.g., blogs on your company website, case studies etc.), including outside references or data sources that illustrate exceptional customer experience or satisfaction (e.g., customer testimonials etc.).
- Provide at least one (1) and preferably two (2) customer references (enter customer references in the designated section in the tool). You are responsible for securing your customers' consent to share this information. Customer(s) listed in your submission may be publicly referenced by Microsoft if your submission is selected as finalist/winner.
- Provide any other information/links to relevant public statements, industry certifications and/or partnerships that may support your nomination.

Country/Region Partner of the Year Awards

Country/Region

The Microsoft Country/Region Partner of the Year Award acknowledges outstanding achievements and innovations from our partners at the country/region level, recognizing partners that have built solutions and services on Microsoft Cloud and platforms and who have had substantial growth in their customer base and/or revenue. These awards celebrate one winner per country/region and their successes and innovations related to cloud technology,

entrepreneurial spirit as well as highlighting the great work done by partners in various Solution Areas, industries and in driving social impact.

Our partner ecosystem provides value to customers by delivering innovative solutions and services to businesses and local economies around the world, and it's critical that those solutions are built to deliver meaningful outcomes for customers and to create inclusive economic opportunity. We believe technology should be a force for global good and we're intentional about recognizing partner organizations and technology that is inclusive, trusted, and that enable a more sustainable and equitable future, empowering every person and organization to achieve more.

Partners nominated for these awards should demonstrate effective engagement with their local Microsoft office, delivering meaningful outcomes for customers through innovation and competitive differentiation. Winning nominations should also showcase their commitment to building on Microsoft Cloud and platforms across various industries.

We look forward to receiving your nomination and are excited to celebrate another round of incredible partner innovations. The winners of these awards will be announced along with the winners and finalists of category awards. Please read on for more information on the eligibility requirements.

Eligibility

Partners must be Microsoft Cloud Partner Program members in good standing (members that have renewed, paid, etc.).

Achievement of one of the following criteria:

- A Solutions Partner designation in any of the six solutions areas by January 30, 2024.
- Participating in the ISV Success Program OR have a public or private offer deployed to the AppSource/Azure Marketplace. Recommended and preferred: the offer is transactable.
- For SMB partners: achieved designation via the SMB track.
- For CSP Direct and Indirect Resellers: earned any of the six Solution Partner designations.
- For OEM/Device, IoT, Mixed/Augmented Reality: Gold for Mixed Reality partners. OEM/IoT partners – enrollment/participation in relevant partner programs.

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Provide a short overview of your solution/ service and describe how Microsoft technologies are used and applied. How have you used AI or Microsoft Copilot to create your solution or service?
- Describe your customer's challenge and how your solution/service enabled your customer to drive both measurable business impact and successful outcomes, using both KPIs and scenario examples.
- If relevant, describe how your solution has provided inclusive economic opportunity, and/or has helped customers contribute to a more inclusive, trusted, sustainable, and/or equitable future. Has your solution provided better outcomes for communities, or helped customers solve challenges of diverse representation, inclusive economic access, digital inclusion, and/or accessibility? Has your solution provided opportunity to contribute to sustainable digital transformation? Please share examples.
- Describe how your solution/service enabled your customer to transform their business and led to their organization's digital transformation.
- Is your solution/service used across industries? Is it repeatable and or scalable? Please share examples.

- Provide an example of a successful engagement with the local Microsoft office. Include a description of the motive for the engagement, steps taken to engage the local Microsoft office, and the successful outcome (customer win, technology adoption, etc.). Include examples of the type of Microsoft personnel on the engagement.
- Describe how using the Microsoft Cloud and latest devices in your service or solution helped you win against the competition in a customer situation.
- Provide relevant links to your solution/service offering on your website and listing(s) on Microsoft commercial marketplace if available.
- Provide relevant links to publicly available information that supports your customer impact example (e.g., blogs on your company website, case studies etc.), including outside references or data sources that illustrate exceptional customer experience or satisfaction (e.g., customer testimonials, etc.