Microsoft

Evolving the Microsoft Partner Network programs

Solutions partner for Business Applications
Walking deck

Updated: May 16, 2022

Contents

# Evolving the Microsoft Partner Network programs

The world and how we work is rapidly changing. The opportunities for Microsoft partners—whether you build and sell services, software solutions, or devices—are significant. As the capabilities required by our customers have evolved, our partner programs must also evolve to meet that demand.

In this walking deck, we've outlined changes to the Microsoft Partner Network programs—focused on simplifying our programs, delivering greater customer value, investing in your growth in new ways, and recognizing how you deliver customer value.

Partnering with Microsoft

Our partners have access to a variety of opportunities with the Microsoft Cloud to innovate, scale, and differentiate the types of solutions they provide—empowering people across their work and digital lives.
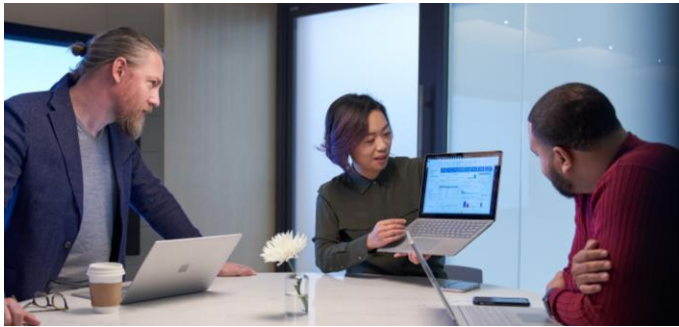
Cloud Innovation

Through the Microsoft Cloud, partners drive innovation that is relevant to people and organizations around the world, leaving lasting impact.

Differentiation

Partners can build differentiated solutions based on the unique technical extensibility, secure foundation, and the broadest business model.
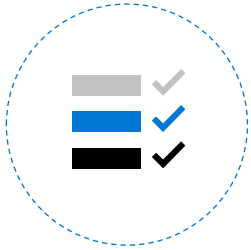
Scale

Partners can quickly scale with our unique go-to-market approach and the Microsoft commercial marketplace that connects millions of customers around the globe.

Focusing on customer needs and your growth

We want to help you grow a profitable business and to continue to deliver successful customer outcomes.

Simplifying our programs

A new single tier solutions partner designation, aligned to six solution areas and the Microsoft Cloud.

Demonstrate your organization's capabilities in delivering customer success aligned to how Microsoft goes to market and where there is customer demand.

Delivering greater customer value

Introducing a new partner capability score that holistically measures your organization's technical capabilities to drive customer success.
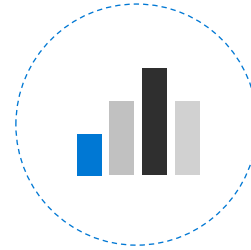
Investing in your growth in new ways

We are making investments to help encourage business development, increase customer reach, and expansion through technical skilling and enablement.
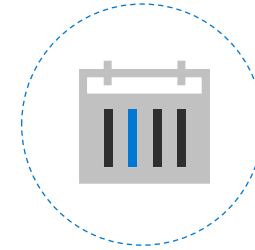
You have time to prepare

We are providing you with six months' notice before these changes begin. Start now and review what these changes mean for your organization and assess how they align to your strategic business plans.

We are simplifying our Microsoft Network programs

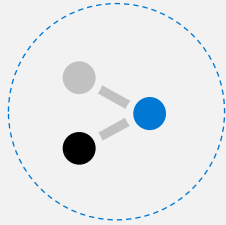We are introducing the solutions partner designation, anchored on the Microsoft Cloud in six solution areas aligned to how Microsoft goes to market.

These changes will act as a catalyst boost in the future for partner capability to sell through and sell with Microsoft.
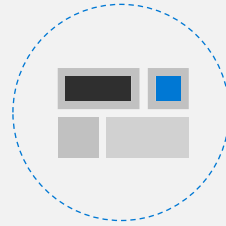
Admins can sign in to Partner Center to see how your organization is progressing towards a solutions partner designation.

Solutions partner designations

The solutions partner designation becomes the first opportunity for you to set yourself apart from the competition by demonstrating your organization's breadth of capabilities aligned to solution areas. That's valuable for you, because it's where we see customer demand, and where the opportunity is for partners to scale to meet customer needs.
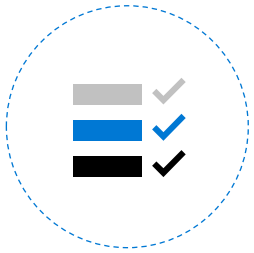
Easily identifiable

Customers want to work with partners who have a deep knowledge and expertise.

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

Choose one or more

Partners can choose to earn one solutions partner designation, or more, if applicable to your organization.

Once you attain a solutions partner designation, subsequent designations can be attained, after requirements are met, with no additional fee.
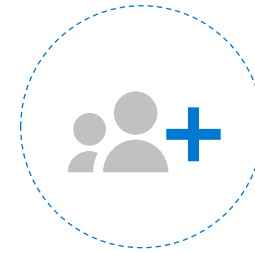
Opportunity

There are significant opportunities for partners in this new world of work—whether you build and sell services, software, or devices.

We are introducing a new, holistic partner capability score

70 Partners need a minimum of 70 points out of a possible 100 points to attain a solutions partner designation.

Holistic qualifications will measure your organization's technical capabilities, allowing you to showcase solutions you have delivered to help customers succeed and grow.

New telemetry-based partner capability score model provides you with flexibility to demonstrate your knowledge, skills, and experience.
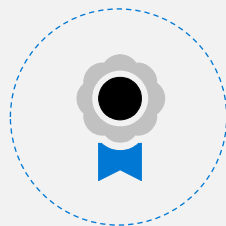
New customer-facing badges to help you stand out and market your capabilities.

How to attain a solutions partner designation

Each area will have a specific number of possible points. You have the flexibility to focus more on one category versus another depending on what is right for your business.

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

There are **100** points possible in total.

Performance

This category is measured by net customer adds.

Skilling

This category verifies and demonstrates your dedication to skilling and training by intermediate and advanced certifications.

Customer success

This category is measured by usage growth and the number of solution deployments.

Admins can sign in to Partner Center to see how your organization is progressing towards a solutions partner designation.

Partner capability score: Alignment across the Microsoft Cloud

	70+ points With >0 points for each metric meets requirements for Solutions partner	Solutions partner for Business Applications	Solutions partner for Modern Work	Solutions partner for Security	Solutions partner for Infrastructure, Data & AI, and Digital & App Innovation (Azure)
Performance		Net customer adds ≫ 15pts	Net customer adds ≫ 20pts	Net customer adds ≫ 20pts	Net customer adds ≫ 30pts
Skilling		Intermediate Certs ≫ 20pts	Intermediate Certs ≫ 10pts	Intermediate Certs ≫ 40pts	Intermediate Certs ≫ 20pts
		Advanced Certs ≫ 15pts	Advanced Certs ≫ 15pts		Advanced Certs ≫ 20pts
Customer Success		Usage Growth ≫ 30pts	Usage Growth ≫ 30pts	Usage Growth ≫ 20pts	Usage Growth ≫ 20pts
		Deployments ≫ 20pts	Deployments ≫ 25pts	Deployments ≫ 20pts	Deployments ≫ 10pts

We are investing in your growth in new ways

Updated benefits aligned to solutions partner designations will continue to support you as you grow your business and are optimized to focus on new cloud technology, and tailored quantities of cloud services subscription.

All the valuable categories you're familiar with: Product benefits (including IURs), go-to-market services, technical pre-sales and deployment services, and placement in the commercial marketplace to increase your exposure to customers.
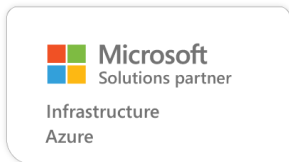
New incremental product benefits for specializations and expert programs to further accelerate your business.

Introducing solutions partner designations
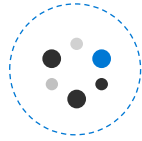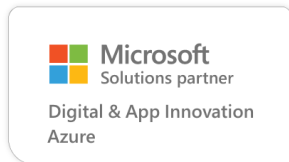
Solutions partner for Infrastructure (Azure)	Solutions partner for Data & AI (Azure)	Solutions partner for Digital & App Innovation (Azure)	Solutions partner for Modern Work	Solutions partner for Security	Solutions partner for Business Applications	*Solutions partner for Microsoft Cloud
Microsoft Solutions partner — Infrastructure Azure	Microsoft Solutions partner — Data & AI Azure	Microsoft Solutions partner — Digital & App Innovation Azure	Microsoft Solutions partner — Modern Work	Microsoft Solutions partner — Security	Microsoft Solutions partner — Business Applications	Microsoft Solutions partner — Microsoft Cloud

Designations aligned to the Microsoft solution areas that recognize your broad technical capabilities and demonstrated success delivering technology solutions.

Demonstrate your breadth of skills and knowledge and set yourself apart from the competition. Once you attain a solutions partner designation, you can further validate deep technical expertise and experience by earning a specialization (currently called advanced specializations).

Benefits aligned to your solutions partner designation including product benefits, go-to-market services, co-sell eligibility, skilling and sales enablement resources, and customer-facing badges to help you market your expertise.

*Partners who attain all six solutions partner designations receive a Microsoft Cloud badge, recognizing your capabilities across the Microsoft Cloud.

Specializations

Solutions partner for Data & AI (Azure) Specialist

Microsoft Solutions partner

Data & AI
Azure

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

Solutions partner for Digital & App Innovation (Azure) Specialist

Microsoft Solutions partner

Digital & App Innovation
Azure

Specialist
DevOps with GitHub
Hybrid Operations and Management
 with Azure Arc
Modernization of Web Applications

Solutions partner for Infrastructure (Azure) Specialist

Microsoft Solutions partner

Infrastructure
Azure

Specialist
Linux and Open Source Databases
 Migration
Azure VMware Solution
SAP on Azure

Solutions partner for Business Applications Specialist

Microsoft Solutions partner

Business Applications

Specialist
Low Code Application Development
Small and Midsize Business
 Management
Intelligent Automation
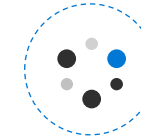
Solutions partner for Modern Work Specialist

Microsoft Solutions partner

Modern Work

Specialist
Adoption and Change Management
Teamwork Deployment
Modernize Endpoint

Solutions partner for Security Specialist

Microsoft Solutions partner

Security

Specialist
Cloud Security
Identity and Access Management
Information Protection and
 Governance

Validate and differentiate your in-depth knowledge by earning specializations aligned to Microsoft solution areas. Partners can showcase these specialization badges to market their expertise to customers.

For details about specializations, click here.

How competencies map to solutions partner designations

- Cloud Platform
- Data Center

Solutions partner for Infrastructure (Azure)

- App Integration
- Data Analytics
- Data Platform

Solutions partner for Data & AI (Azure)

- Application Development
- App Integration
- DevOps

Solutions partner for Digital & App Innovation (Azure)

- Cloud Productivity
- Collaboration
- Communications
- Messaging
- Small and Midmarket Cloud Solutions
- Windows and Devices

Solutions partner for Modern Work

Specialized and expert programs

- Enterprise Mobility Management
- Security

Solutions partner for Security

- Cloud Business Applications
- Enterprise Resource Planning (ERP)
- Project Portfolio Management

Solutions partner for Business Applications

Benefits for solutions partner designations

Benefits for solutions partners have been updated to ensure they are effective, helpful, and relevant to your organization. We're investing more to help you with business development, increasing customer reach, and expanding technical skilling, enablement and support.

Encouraging business development

- Product benefits (formerly IUR) have been designed to align to the solutions partner designations, including:
  - Azure bulk credits for your organization
  - Access to development environments
  - New cloud product subscriptions that are most relevant in market

Increasing customer reach

- Co-selling with Microsoft to expand your customer footprint
- Go-To-Market services, assets and personalized consultation to help you along your marketing journey
- Microsoft solutions provider placement to increase exposure
- Customer-facing badges to showcase your capabilities
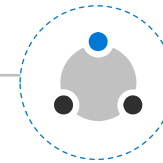
Expanding technical skilling, enablement and support

- Personalized assistance, comprehensive courses, and world-class Microsoft experts to build your knowledge
- Technical presales and deployment services to help you deliver solutions faster
- Product (on-prem and cloud), platform, and technical support to help you troubleshoot specific issues

For details about benefits specific to each solutions partner designation, click here.

Solutions partner for Business Applications

Requirements & Benefits
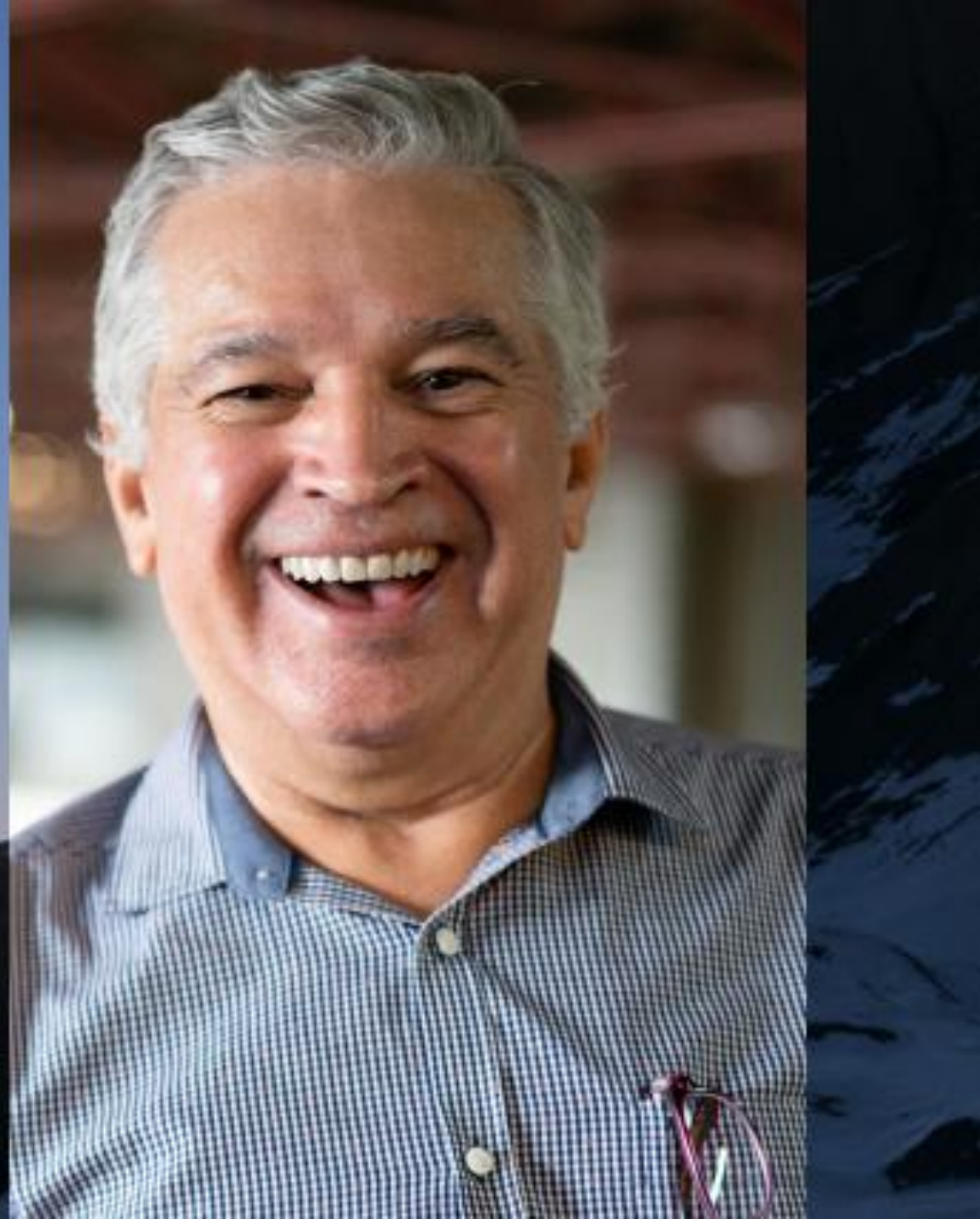
Solutions partner for Business Applications

As a Solutions partner for Business Applications, you demonstrate your broad capability to deliver solutions with Dynamics 365 and Power Platform.

Becoming a Solutions partner for Business Applications gives customers a way to identify you as a partner that has both the commitment to training, accreditation, and has delivered solutions that lead to customer success.

If these activities describe the work that you do, consider Solutions partner for Business Applications:

- Cloud Business Applications

- Enterprise Resource Planning (ERP)

- Project and Portfolio

For more information about measurements specific to Solutions partner for Business Applications, click here.

Benefits for Business Applications

Benefits will include all common Solutions partner benefits, like go-to-market services, TP&D advisory hours, technical support incidents, as well as unique product benefits designed specifically for Solutions partner for Business Applications.

Product Group	Solutions partner for Business Applications	Business Applications specialization*
Azure Production Credits	-	$4,500 per year (bulk)
Azure Dev/Test Credits	$6,000 per year (bulk)	$12,000 per year (bulk)
Visual Studio Subscriptions	25 Visual Studio Enterprise subscriptions (no monthly Azure credit)	10 Visual Studio Enterprise subscriptions (no monthly Azure credit)
Dynamics 365 (D365)	100 users D365 Finance, HR, Project Ops, Sales, and more 1 tenant D365 Marketing and Customer Insights D365 Partner Sandbox products (all)	25 users D365 Finance, HR, Project Ops, Sales, and more 1 D365 Marketing Attach
Power BI	100 Power BI Premium users	-
Microsoft 365 (M365)	100 M365 E3 users	50 M365 E3 users
Microsoft Project Online	20 users (Plan 5)	-
Visio Online	5 users (Plan 2)	-
Software Licenses	2 Windows IoT 100 Windows Server Standard 2022, 32 Windows Server 2022 Data Center, 16 SQL Server, 100 System Center Standard, select CALs, and more	-

Max stacking of 1 specialization across all Business Applications specializations.
This asset is intended only for reference purposes as a high-level overview. Benefits are subject to change. Full details and terms and conditions are subject to applicable program guide.

Requirements for Business Applications

	Eligible attributions	Threshold enterprise (Larger markets)	Threshold enterprise (Other markets)	Max points
Performance				**15**
Net Customer Adds	**CSP** **D365:** CPOR, CPOR RevRec, CSP Tier 1/2, DPOR **Power Platform:** CPOR, CSP Tier 1/2, DPOR	15 Customer Adds	5 Customer Adds	15
Skilling				**35**
Intermediate Certs	All certs used for SMMCS PARTNER CAPABILITY SCORE (see above table)	20 Functional consultants + Devs	10 Functional consultants + Devs	20
Advanced Certs	Solution Architect certifications (MB-600, PL-600, MB-700)	7 Architects	3 Architects	15
Customer Success				**50**
Deployments	**D365:** CPOR, CPOR RevRec, CSP Tier 1/2, DPOR **Power Platform & Customer Insights:** PAL	10 Production deployments, MIN 10,000 monthly consumption value	5 Production deployments, MIN 5,000 monthly consumption value	20
Usage Growth	**D365:** CPOR, CPOR RevRec, CSP Tier 1/2, DPOR **Power Platform & Customer Insights:** PAL	Monthly consumption value growth of 30%+ across all customers (vs baseline>= 100,000)	Monthly consumption value growth of 30%+ across all customers (vs baseline>= 50,000)	30
TOTAL				**100**
Minimum total points required for solutions partner designation				**70**
Product eligibility	AI BUILDER, BUSINESS CENTRAL, CE BUNDLE, COMMERCE, CUSTOMER INSIGHTS, CUSTOMER SERVICE, CUSTOMER VOICE, F&O BUNDLE, FIELD SERVICE, FINANCE, FRAUD PROTECTION, MARKETING, MIXED REALITY, POWER APPS, POWER AUTOMATE, POWER BI PREMIUM/PRO, POWER VIRTUAL AGENT, PROJECT OPERATIONS, SALES, SUPPLY CHAIN, TALENT/HR			

*All dates and requirements subject to change.

Requirements for Business Application: Performance

Net Customer Adds The number of net new customers claimed by or associated with a partner for the purpose of driving deployment and/or adoption of Dynamics 365 and Power Platform services in a trailing 12-month period.

Eligibility path

- **For max points (Larger markets):**
  15 Customer Adds (current month adjusted revenue >$1500 and current month partner attached adjusted revenue >$0)
- **For max points (Other markets):**
  5 Customer Adds (current month adjusted revenue >$1500 and current month partner attached adjusted revenue >$0)
- **This indicator's points are calculated as follows:**
  - A customer add is when one of our specified workloads is added, via an active subscription that exceeds $1500, to the customer during the trailing twelve-month period
  - Net customer adds simply counts the number of workloads with active subscriptions >$1500 in the current month and subtracts the number of workloads with active subscriptions >$1500 twelve months ago
- Conditions for subscriptions:
  - The subscription must be active and the adjusted revenue for the workload, summed up across all the active subscriptions for that workload attached to the partner, must exceed $1500
  - The partner must have >$0 of partner attached adjusted revenue for summed up across all their associated subscriptions for that workload under that customer
  - Multiple partners can get credit for new workloads under the same customer in the same 12-month period
  - Net customers are added across all sales channels

*All dates and requirements subject to change.

Requirements for Business Application: Skilling

Intermediate Certifications

- Relevant role-based certifications are listed below
- For max points (Larger markets): 20 functional consultants + developers
- For max points (Other markets): 10 functional consultants + developers

[Microsoft Certified: Dynamics 365 Finance Functional Consultant Associate](#)

[Microsoft Certified: Dynamics 365 Commerce Functional Consultant Associate](#)

[Microsoft Certified: Dynamics 365: Finance and Operations Apps Developer Associate](#)

[Microsoft Certified: Dynamics 365 Supply Chain Management Functional Consultant Associate](#)

[Microsoft Certified: Dynamics 365 Supply Chain Management, Manufacturing Functional Consultant Associate](#)

[Microsoft Certified: Dynamics 365 Customer Service Functional Consultant Associate](#)

[Microsoft Certified: Dynamics 365 Sales Functional Consultant Associate](#)

[Microsoft Certified: Dynamics 365 Field Service Functional Consultant Associate](#)

[Microsoft Certified: Dynamics 365 Business Central Functional Consultant Associate](#)

[Microsoft Certified: Power Apps + Dynamics 365 Developer Associate](#)

[Microsoft Certified: Dynamics 365 Marketing Functional Consultant Associate](#)

[Microsoft Certified: Power Platform App Maker Associate](#)

[Microsoft Certified: Data Analyst Associate](#)

[Microsoft Certified: Power Platform Functional Consultant Associate](#)

[Microsoft Certified: Power Platform Developer Associate](#)

Advanced Certifications

- Relevant role-based certifications are listed below
- For max points (Larger Markets): 7 architects
- For max points (Other markets): 3 architects

[Microsoft Certified: Dynamics 365: Finance and Operations Apps Solution Architect Expert](#)

[Microsoft Certified: Dynamics 365 + Power Platform Solution Architect Expert](#)

[Microsoft Certified: Power Platform Solution Architect Expert](#)

*All dates and requirements subject to change.

Requirements for Business Applications: Customer Success

Usage Growth The amount of Dynamics 365 and Power Platform usage and consumption growth in a trailing 12-month period from customers claimed by or associated with a partner.

Eligibility path

Initial requirements:

- **For max points (Larger markets):** Monthly consumption value growth of 30%+ across all customers (vs consumption value baseline> = 100,000)
- **For max points (Other markets):** Monthly consumption value growth of 30%+ across all customers (vs consumption value baseline> = 50,000)

This indicator's points are calculated for the Business Applications Solutions partner designation as follows:

Monthly consumption value growth is defined as the growth of consumption (monthly active users or capacity) multiplied by the consumption rate, across the entire customer base over the past 12 months.

- The monthly consumption value growth indicator compares the current month against a baseline from 12 months ago.
- Monthly consumption value is calculated at the end of every month.
- Monthly consumption value growth is defined differently for partners operating in Larger markets vs. Other markets.
- For Larger markets partners to be eligible for points, they must have a baseline of at least **100,000** consumption value units across their entire customer base 12 months ago.
- For Other markets partners to be eligible for points, they must have a baseline of at least **50,000** consumption value units across their entire customer base 12 months ago.
- This indicator will use PAL across the Power Platform and Customer Insights workloads (where partner monthly consumption value association will occur at the resource-level not at subscription grain) and Subscription association for Dynamics workloads.
- The resource varies by workload. For Power BI it is a dataset. For Power Apps it is a production app. For Power Automate it is a production flow. For Customer Insights it is Customer Profiles.

*All dates and requirements subject to change.

Requirements for Business Applications: Customer Success

Deployments The number of net new Dynamics 365 and Power Platform deployments services that cross the usage threshold in a trailing 12-month period from customers claimed by or associated with a partner.

Eligibility path

Initial proposed business rules:

- **For max points (Larger markets):**
  10 production deployments, MIN 10,000 monthly consumption value
- **For max points (Other markets):**
  5 production deployments, MIN 5,000 monthly consumption value

This indicator's points are calculated as follows:

- A **deployment** is when one of the specified workloads crosses the MIN monthly consumption value at the customer during the trailing twelve-month period.
- **New deployments** counts the number of deployments that have the MIN monthly consumption value in the current month and subtracts the number of workloads that have the MIN monthly consumption value twelve months ago.
- For Larger markets, each new deployment must cross **10,000** monthly consumption value. For Other markets, each new deployment must cross **5,000** monthly consumption value.
- This indicator will use PAL across the Power Platform and Customer Insights workloads (where partner monthly consumption value association will occur at the resource-level not at subscription grain) and Subscription association for Dynamics workloads.
- The resource varies by workload. For Power BI it is a dataset. For Power Apps it is a production app. For Power Automate it is a production flow. For Customer Insights it is Customer Profiles.

*All dates and requirements subject to change.

Key dates

We understand that these updates may require you to adjust your business plans. We're providing time for you to learn about the new opportunities and requirements and identify a plan for your organization.

March 16, 2022

- Microsoft announces plan for new solutions partner designations.
- Partners will be able to check their progress towards attaining a designation through Partner Center.
- Partners will have six months' notice before designations are available and existing competencies are no longer available.

September 30, 2022*

- Last day partners can renew legacy competencies. Associated badging will no longer be valid from October, but partners can retain their benefits.

October 3, 2022*

- Solutions partner designations are available to attain.
- Partners will need to meet the required partner capability score to attain solutions partner designations.
- No further competency renewals will be processed.
- Benefits associated with legacy competencies continue through the partners' next anniversary date.

*All dates and requirements subject to change.

Next steps

How should I prepare?

Admins can sign in to Partner Center to see how your organization is progressing towards a solutions partner designation and see the associated benefits.

Go to Microsoft docs to learn about the requirements needed to attain a solutions partner designation.

For more information visit the Microsoft partner website and Microsoft partner blog.

Additional resources

Solutions partner for Infrastructure (Azure)

[Solutions partner for Infrastructure overview page](#)

Solutions partner for Data & AI (Azure)

[Solutions partner for Data & AI overview page](#)

Solutions partner for Digital & App Innovation (Azure)

[Solutions partner for Digital & App Innovation overview page](#)

Solutions partner for Modern Work

[Solutions partner for Modern Work overview page](#)

Solutions partner for Security

[Solutions partner for Security overview page](#)

Solutions partner for Business Applications

[Solutions partner for Business Applications overview page](#)

New solutions partner designations

Options for existing Microsoft partners to transition to the new solutions partner designations.

We're evolving our partner program to meeting customer needs and grow your business, and our partnership, for the future.

- New solutions partner designation and updated benefits.
- No change to your existing anniversary dates.
- Options to retain your legacy benefits.
- Time to learn more and assess for your organization.

Eligible to attain the new solutions partner designation(s)?

If your organization meets the criteria for solutions partner designation after general availability (GA), earning 70 points or more:

- Between GA and first anniversary date, partners will receive the new designation if they meet the requirements.
- No change to your benefits until your first anniversary date after GA.
- Go to Logo Builder in Partner Center and download your new customer-facing badge.

Microsoft Solutions partner
Business Applications

Looking to continue with the new solutions partner designation(s)?

After meeting all requirements for your solutions partner designations, select one of the benefits package options:

- Solutions partner benefits; OR
- Legacy benefits; OR
- And pay the associated annual membership fee.

Announcement

March 16, 2022

General availability (GA)

October 3, 2022

First anniversary date after GA

Learn more about the new designations and check your progress towards attaining a solutions partner designation and benefits in Partner Center.

Visit the Microsoft partner website to learn more: aka.ms/Solutionspartner.Overview

Not eligible, need more time?

If your organization doesn't meet the criteria for solutions partner designation at general availability (GA), 70 points or more:

- No change to your benefits until your first anniversary date after GA.
- Legacy competencies and associated badging are no longer in market, but partners can choose to retain their legacy competency benefits.
- At any time after October 3, 2022, meet the requirements and earn the solutions partner designation.

Still not eligible?

For partners who don't meet the requirements for a solutions partner designation and have renewed a legacy competency by September 30, 2022, you'll have the option to continue to pay a fee (aligned to your legacy competency fee) and retain your legacy benefits.

If you choose not to purchase your legacy benefits, you also have the option to purchase Microsoft Action Pack.

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*Available between anniversary dates with benefits change only available at anniversary date.

**Available only on your anniversary date.

***Dates subject to change.