# 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.
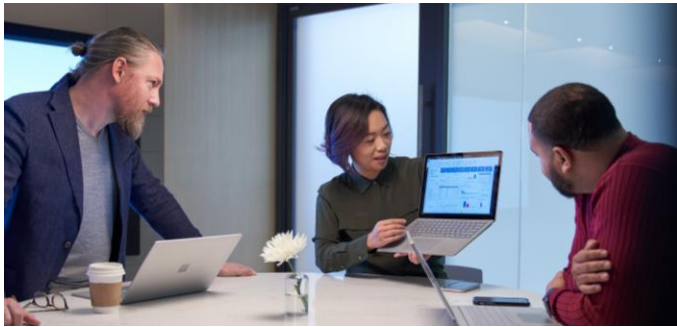


## Cloud Innovation

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.
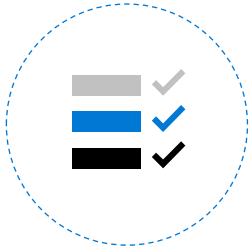


## Scale

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.
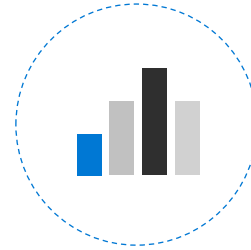
## Investing in your growth in new ways

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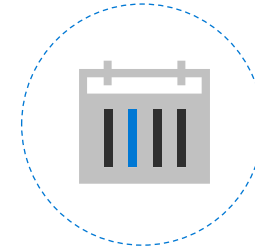
## You have time to prepare

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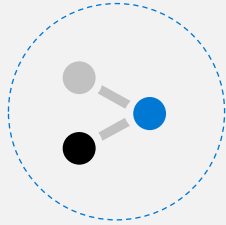
We are introducing the solutions partner designation, anchored on the Microsoft Cloud in six solution areas aligned to how Microsoft goes to market.

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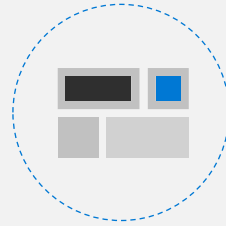
Admins can sign in to [Partner Center](#) to see how your organization is progressing towards a solutions partner designation.

# 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.
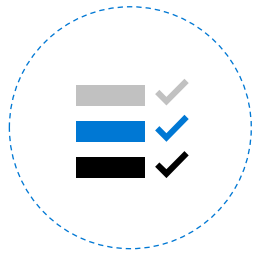
## Easily identifiable

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.
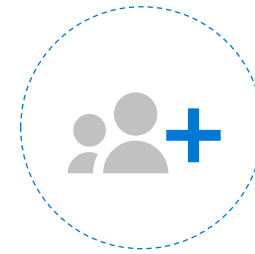
## Opportunity

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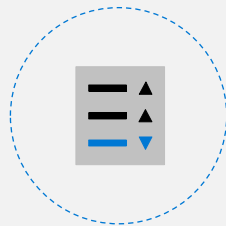
New telemetry-based partner capability score model provides you with flexibility to demonstrate your knowledge, skills, and experience.
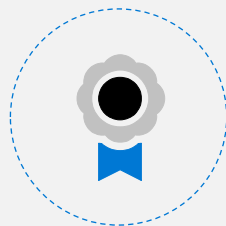
New customer-facing badges to help you stand out and market your capabilities.

# 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.
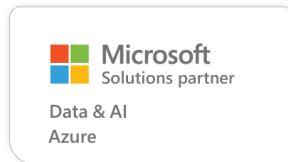
# Introducing solutions partner designations
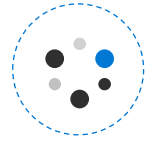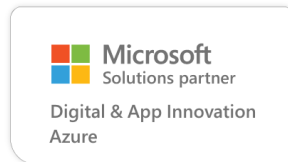
| Solutions partner for Infrastructure (Azure) | Solutions partner for Data & AI (Azure) | Solutions partner for Digital & App Innovation (Azure) | Solutions partner for Modern Work | Solutions partner for Security | Solutions partner for Business Applications | *Solutions partner for Microsoft Cloud |
|---|---|---|---|---|---|---|
| **Microsoft** Solutions partner<br>Infrastructure<br>Azure | **Microsoft** Solutions partner<br>Data & AI<br>Azure | **Microsoft** Solutions partner<br>Digital & App Innovation<br>Azure | **Microsoft** Solutions partner<br>Modern Work | **Microsoft** Solutions partner<br>Security | **Microsoft** Solutions partner<br>Business Applications | **Microsoft** Solutions partner<br>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 | Solutions partner for Digital & App Innovation (Azure) Specialist | Solutions partner for Infrastructure (Azure) Specialist | Solutions partner for Business Applications Specialist | Solutions partner for Modern Work Specialist | Solutions partner for Security Specialist |
|---|---|---|---|---|---|

**Microsoft** Solutions partner
Data & AI
Azure

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

**Microsoft** Solutions partner
Digital & App Innovation
Azure

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

**Microsoft** Solutions partner
Infrastructure
Azure

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

**Microsoft** Solutions partner
Business Applications

**Specialist**
Low Code Application Development
Small and Midsize Business Management
Intelligent Automation

**Microsoft** Solutions partner
Modern Work

**Specialist**
Adoption and Change Management
Teamwork Deployment
Modernize Endpoint

**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

**LEGACY COMPETENCIES**

**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**

- Enterprise Mobility Management
- Security

➤ **Solutions partner for Security**

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

➤ **Solutions partner for Business Applications**

➤ Specialized and expert programs

# 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
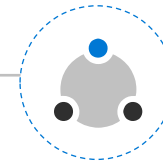
## Expanding technical skilling, enablement and support

- 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 Data & AI (Azure)

Requirements & Benefits

# Solutions partner for Data & AI (Azure)

As a Solutions partner for Data & AI (Azure), you demonstrate your broad capability to help customers manage their data across multiple systems to build analytics and AI solutions.

Becoming a Solutions partner for Data & AI (Azure) 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 Data & AI (Azure):**

- Analyzing existing workloads, generating schema models, and performing extract, transform, load (ETL) operations to migrate data to cloud-based data warehouses and enable cloud-based analytics solutions.

- Planning and delivering tailored Microsoft analytics solutions using Azure Synapse Analytics, Azure Data Lake, Azure Data Factory, and Azure Databricks.

- Enabling customer adoption of AI and implementing Azure solutions for AI-powered apps and machine learning life cycles.



Microsoft
Solutions partner

Data & AI
Azure

For more information about measurements specific to Solutions partner for Data & AI (Azure), click here.

# Benefits for Data & AI (Azure)

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 Data & AI (Azure).

| | Product Group | Solutions Partner for Data & AI | per Azure specialization* |
|---|---|---|---|
| **Incremental** | **Azure Production Credits** | $6,000 per year (bulk) | $12,000 per year (bulk) |
| | **Azure Dev/Test Credits** | $12,000 per year (bulk) | $24,000 per year (bulk) |
| | **Visual Studio Subscriptions** | 25 Visual Studio Enterprise subscriptions (no monthly Azure credit) | 10 Visual Studio Enterprise subscriptions (no monthly Azure credit) |
| **Core among Solutions Partner for Infrastructure, Data & AI, and Digital & App Innovation** | **Dynamics 365 (D365)** | D365 Operations Application Partner Sandbox, D365 Sales, Field Service and Customer Service Partner Sandbox | - |
| | **Power BI** | 100 Power BI Premium users | - |
| | **Microsoft 365 (M365)** | 100 M365 E3 users | 30 M365 E3 users |
| | **Microsoft Project Online** | 20 users (Plan 5) | - |
| | **Visio Online** | 5 users (Plan 2) | - |
| | **Software Licenses** | 2 Windows IoT<br>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 5 specializations across all Azure specializations and expert programs (shared across Solutions Partner for Infrastructure, Data & AI and Digital & App Innovation designations).
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 Data & AI (Azure)

Three categories make up the framework for Solutions Partner for Data & AI (Azure): Performance, skilling, and customer success. Points will be earned through performance, certifications and exams and the number of successful deployed customer solutions.

| | Eligible attributions | Threshold | Max points |
|---|---|---|---|
| **Performance** | | | **30** |
| Net Customer Adds | PAL, DPOR, CSP | 3 | 30 |
| **Skilling** | | | **40** |
| *Intermediate Certifications | N/A | 5 Unique individuals | 20 |
| **Advanced Certifications | N/A | 5 Unique individuals | 20 |
| **Customer Success** | | | **30** |
| Usage Growth | PAL, DPOR, CSP | 20% | 20 |
| Deployments | PAL, DPOR, CSP | 5 | 10 |
| **TOTAL** | | | **100** |
| **Minimum total points required for solutions partner designation** | | | **70** |

*Intermediate Certifications: Must have three or more Azure Administrator certifications to be eligible.
**Advanced Certifications: Must have three or more Azure Solutions Architect Expert certifications to be eligible.

All dates and requirements subject to change.

# Requirements for Data & AI (Azure): Performance

## Net customer adds – M365

- Net Customer Adds from the trailing 12 months.

- Net Customer Adds = End of Period (EOP) customers (new tenants from past 12 months) above thresholds – EOP customers below thresholds for two consecutive months.

- Threshold: A consuming customer is defined by having ACR >= $1,000/month.

- A customer drop (churn) is calculated if the customer drops below the monthly threshold for a consecutive 2 months.

*All dates and requirements subject to change.

# Requirements for Data & AI (Azure): Skilling

## Intermediate Certifications

- Requires at least three Azure Administrator Associate certifications to qualify.

- # of individuals certified with any of the following:
  - Azure Database Administrator Associate
  - Azure AI Engineer Associate
  - Azure Data Scientist Associate
  - Azure Data Engineer Associate
  - Data Analyst Associate

## Advanced Certifications

- Requires at least three Azure Solutions Architect Expert certifications to qualify.

- # of individuals certified with any of the following:
  - Customer Data Platform Specialty
  - Azure Cosmos DB Developer Specialty

*All dates and requirements subject to change.

# Requirements for Data & AI (Azure): Customer Success

## Number of deployed solutions

- Total number of advanced Azure services represented in ACR (Service Level 2) over the last 12 months (one point for any one of the below, max of 5 points).

- Service Level 2 = all except:
  - Virtual Machines
  - Virtual Machines Licenses

## ACR Growth (YoY)

- **20%** growth Year over Year
  =ACR today – ACR from 12 months ago divided by ACR from 12 months ago x 100.
- Requires Min. threshold of $1K ACR.

*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 | September 30, 2022* | October 3, 2022* |
|---|---|---|

**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

# Microsoft

## 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 Security

### 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.

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📢 **Announcement**
**March 16, 2022**

👥 **General availability (GA)**
**October 3, 2022**

🔄 **First anniversary date after GA**

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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.