

Evolving the Microsoft Partner Network programs

Solutions partner for Modern Work Walking deck

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Contents

Partnering with Microsoft

Evolving the Microsoft Partner Network programs

- Partnering with Microsoft
- Focusing on customer needs and your growth
- Solutions partner designations
- Partner capability score
- Partner profitability
- Solutions partner designations
- Specializations

Solutions partner designations, requirements and benefits

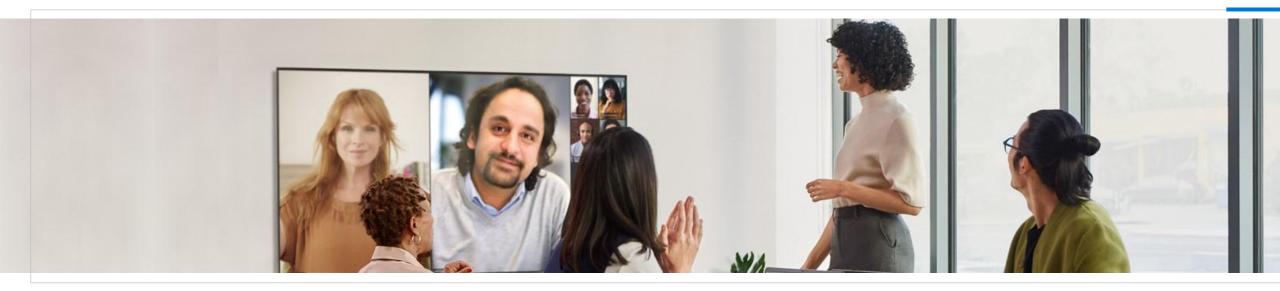
• Solutions partner for Modern Work

Key dates

Next steps

Additional resources

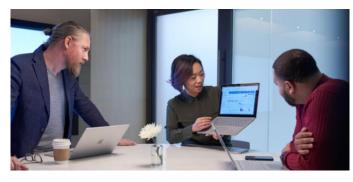
Evolving the Microsoft Partner Network programs



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.

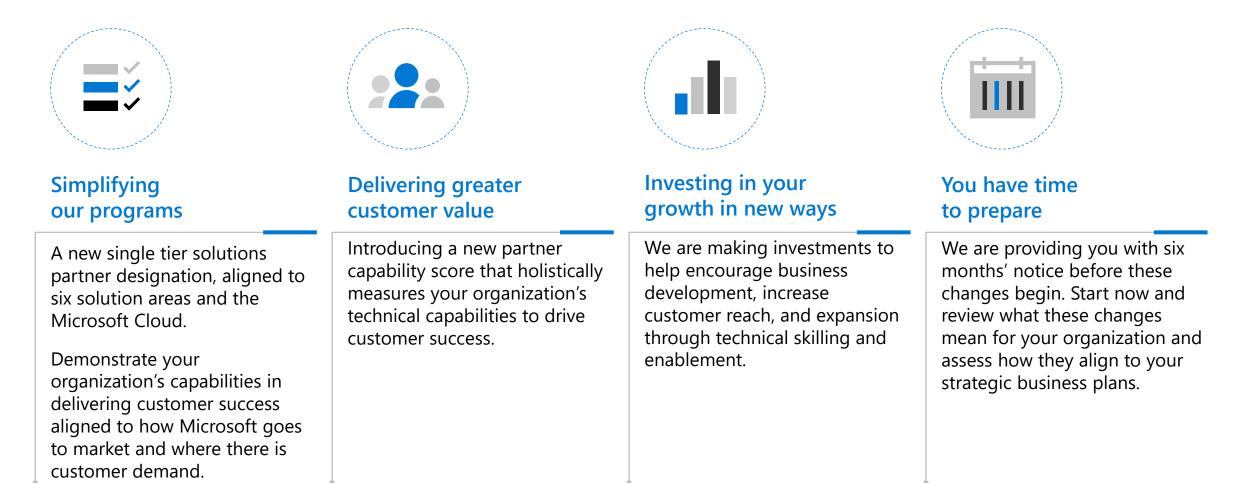


Scale

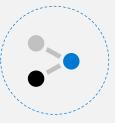
Partners can quickly scale with our unique go-to-market approach and the Microsoft commercial marketplace that connects millions of customers around the globe.

Focusing on customer needs and your growth

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



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 <u>Partner Center</u> 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



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.

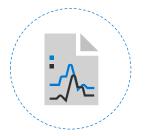
Admins can sign in to Partner Center to see how your organization is progressing towards a solutions partner designation.

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 >> 25 _{pts}	Deployments >> 20pts	Deployments >> 10pts

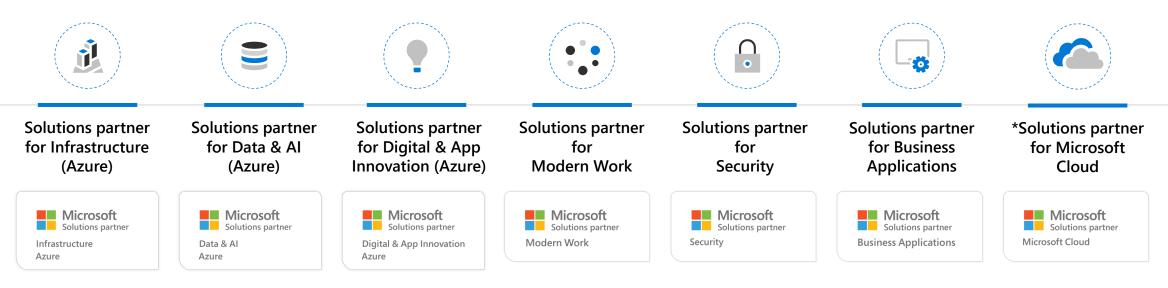
We are investing in your growth in new ways





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



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



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.

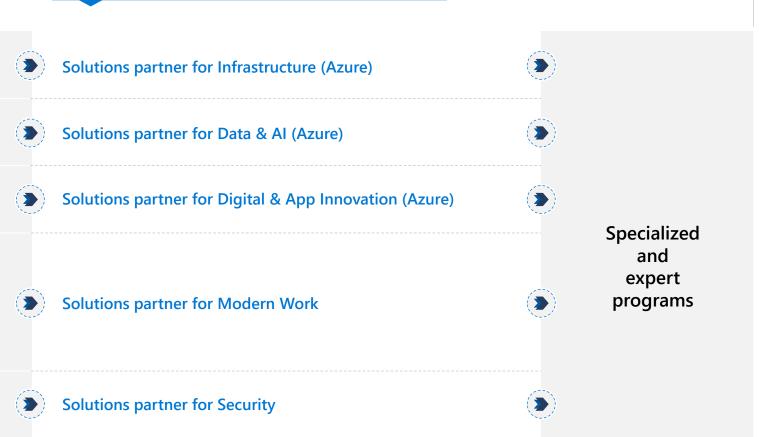
For details about specializations, click here.

How competencies map to solutions partner designations

LEGACY COMPETENCIES

SOLUTIONS PARTNER DESIGNATIONS

- Cloud Platform
- Data Center
- App Integration
- Data Analytics
- Data Platform
- Application Development
- App Integration
- DevOps
- Cloud Productivity
- Collaboration
- Communications
- Messaging
- Small and Midmarket Cloud Solutions
- Windows and Devices
- Enterprise Mobility Management
- 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

Solutions partner for Modern Work

Requirements & Benefits



Solutions partner for Modern Work

As a Solutions partner for Modern Work, you demonstrate your broad capability to help customers boost their productivity and make the shift to hybrid work using Microsoft 365.

Becoming a Solutions partner for Modern Work 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 Modern Work:

- Deploying, driving adoption of, and managing Microsoft 365 apps and services to help customers work, learn, organize, connect, and create
- Empowering personal computing with deployment and modern management services for Windows and Windows 365
- Implementing, driving adoption of, and managing Microsoft Teams, Microsoft Teams Devices, and Microsoft Teams Rooms to help customers communicate and collaborate with chat, meetings, and calls
- Delivering services and solutions to digitally enable customers' frontline workers
- Delivering employee experience services and solutions for Microsoft Viva to help customers harness knowledge and expertise, amplify culture and communications, accelerate skilling and growth, or balance productivity and wellbeing
- Building custom apps and solutions on the Microsoft 365 platform to meet the specific needs of your customers



For more information about measurements specific to Solutions partner for Modern Work, <u>click here</u>.

Benefits for Modern Work

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 Modern Work.

Product Group	Solutions partner for Modern Work	Modern Work 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)	D365 Operations Application Partner Sandbox, D365 Sales, Field Service and Customer Service Partner Sandbox	-	
Viva	50 users	50 users	
Microsoft 365 (M365)	200 M365 E5 users, 25 Business Premium users, 25 M365 EDU A5 users	50 M365 E5 users	
Windows 365 Enterprise	5 users (Premium)	-	
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 3 specializations across all Modern Work 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 Modern Work

	Eligible attributions	Threshold enterprise	Threshold SMB	Max points	
Performance					
Net Customer Adds	Enterprise: CPOR, DPOR, SMB: CPOR, CSP Tier-1, CSP Tier-2	5	10	20	
Skilling					
Intermediate Certifications	Microsoft 365 Fundamentals; OR, Messaging Administrator Associate; OR, Modern Desktop Administrator Associate; OR,	4 Unique individuals	2	10	
Advanced Certifications	Teams Administrator Associate; OR, Developer Associate Enterprise Administrator Expert	2 Unique individuals	1	15	
Customer Success					
Usage Growth	Enterprise: CPOR, DPOR, SMB: CPOR, CSP Tier-1, CSP Tier-2	CPOR: 1,000 MAU Growth in TTM DPOR: 4,000 MAU Growth in TTM	CPOR: 500 MAU Growth in TTM CSP: 2,000 MAU Growth in TTM	30	
Deployments	Enterprise: CPOR, DPOR, SMB: CPOR, CSP Tier-1, CSP Tier-2	CPOR: 5 new deployments in TTM DPOR: 10 new deployments in TTM	CPOR: 5 new deployments in TTM CSP: 10 new deployments in TTM	25	
TOTAL					
Minimum total points requi	70				
Product eligibility	Eligible workloads: InTune, EXO, ProPlus, SPO, Teams, Teams N Eligible SKUs: All paid Modern Work (Microsoft 365, Office 365	nse/SKUs.			

All dates and requirements subject to change.

Requirements for Modern Work: 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 Microsoft 365 services in a trailing 12-month period.

Enterprise eligibility path

- Eligible partner association types: CPOR, DPOR. Customer adds must be deduped so that a partner does not get credited multiple times for a single customer if they have more than one association type
- Eligible workloads: InTune, EXO, ProPlus, SPO, Teams, Teams Meetings, Teams Phone Calling 1p/3p, Teams Platform, Yammer
- Eligible customers: Tenants where Paid Available Units (PAU) for at least one eligible workload is > 300
- **Eligible SKUs:** All paid Modern Work (Microsoft 365, Office 365 and Office 2019) commercial SKUs, and all paid education license
- Calculation of Net Customer Adds: [# of current customers (tenants)] [# of customers (tenants) 12 months prior]
- Target for max points: 5 Net Customer Adds in TTM

SMB eligibility path



- Eligible partner association types: CPOR, CSP. Customer adds must be deduped so that a partner does not get credited multiple times for a single customer if they have more than one association type
- Eligible workloads: InTune, EXO, ProPlus, SPO, Teams, Teams Meetings, TeamsPhonecalling1p/3p, Teams Platform, Yammer
- Eligible customers: Tenants where Paid Available Units (PAU) for at least one eligible workload is <= 300 AND > 10
- Eligible SKUs: All paid Modern Work (Microsoft 365, Office 365 and Office 2019) commercial SKUs, and all paid education license
- Calculation of Net Customer Adds: [# of current eligible customers (tenants)]
 [# of customers (tenants)
 12 months prior]
- Target for max points: 10 Net Customer Adds in TTM

Requirements for Modern Work: Skilling

Intermediate Certifications



The number of individuals at a partner who have achieved one of the Microsoft 365 Associate certifications.

Eligible Microsoft 365 associate certifications:

- Microsoft 365 Fundamentals: <u>MS-900</u>; OR,
- Messaging Administrator Associate: Exams needed: MS-203; OR,
- Modern Desktop Administrator Associate: Exams needed: <u>MD-100</u> + MD-101; OR,
- Teams Administrator Associate: Exams needed: MS-700; OR,
- Developer Associate: <u>MS-600</u>

Advanced Certifications

The number of individuals at a partner who have achieved one of the Microsoft 365 Expert certifications.

Eligible Microsoft 365 expert certifications:

 Enterprise Administrator Expert: Exams needed: <u>MS-100</u> + <u>MS-101</u>

Requirements for Modern Work: Customer Success – Usage Growth

Usage Growth The amount of Microsoft 365 MAU growth in a trailing 12-month period from customers claimed by or associated with a partner.

Enterprise eligibility path



Initial proposed business rules:

- Eligible partner association types: CPOR, DPOR
- Target differs based on partner association type i.e., there is one target for CPOR and another for DPOR and CPOR. Partners will be awarded points based on the partner association type that earns them the most points. They cannot earn points from multiple association types for one metric. For DPOR/DAP, usage growth must be deduped so that a partner does not get double credit for a single customer if they have both DPOR and CPOR associations
- Eligible workloads: InTune, EXO, ProPlus, SPO, Teams, Teams Meetings, TeamsPhonecalling1p/3p, Teams Platform, Yammer
- Eligible customers: Tenants where Paid Available Units (PAU) for at least one eligible workload is > 300
- Eligible SKUs: All paid Modern Work (Microsoft 365, Office 365 and Office 2019) commercial SKUs, and all paid education license/SKUs
- Calculation of Usage Growth:
 - [Sum of MAU] [Sum of MAU 12 months prior] [Sum of MAU at the time the workload/customer was claimed by or associated with the partner IF the claim/association occurred within the trailing 12-month period]
 - Above calculation only credits the partner with MAU growth from the time they claim/associate with a customer; they do not get credit for MAU that existed prior to their claim/association

SMB eligibility path



Initial proposed business rules:

- Eligible partner association types: CPOR, CSP
- Target differs based on partner association type i.e., there is one target for CPOR and another for CSP. Partners will be awarded points based on the partner association type that earns them the most points. They cannot earn points from multiple association types for one metric
- Eligible workloads: InTune, EXO, ProPlus, SPO, Teams, Teams Meetings TeamsPhonecalling1p/3p, Teams Platform, Yammer
- Eligible customers: Tenants where Paid Available Units (PAU) for at least one eligible workload is <= 300 AND > 10
- Eligible SKUs: All paid Modern Work (Microsoft 365, Office 365 and Office 2019) commercial SKUs, and all paid education license/SKUs
- Calculation of Usage Growth:
 - [Sum of MAU] [Sum of MAU 12 months prior] [Sum of MAU at the time the workload/customer was claimed by or associated with the partner IF the claim/association occurred within the trailing 12-month period]
 - Above calculation only credits the partner with MAU growth from the time they claim/associate with a customer; they do not get credit for MAU that existed prior to their claim/association

Requirements for Modern Work: Customer Success – Deployments

Deployments The # of net new Microsoft 365 services that reach 40% usage in a trailing 12-month period from customers claimed by or associated with a partner.

Enterprise eligibility path



Eligible partner association types: CPOR, DPOR

- Target differs based on partner association type i.e., there is one target for CPOR and another for DPOR and CPOR- Partners will be awarded points based on the partner association type that earns them the most points. They cannot earn points from multiple association types for one metric. For DPOR and CPOR usage growth must be deduped so that a partner does not get double credit for a single customer if they have both DPOR and CPOR associations
- Eligible workloads: InTune, EXO, ProPlus, SPO, Teams, Teams Meetings, TeamsPhonecalling1p/3p, Teams Platform, Yammer
- Eligible customers: Tenants where Paid Available Units (PAU) for at least one eligible workload is > 300
- Eligible SKUs: All paid Modern Work (Microsoft 365, Office 365 and Office 2019) commercial SKUs, and all paid education license/SKUs
- Calculation of Deployment:
 - [# of services where MAU/PAU >= 40%] [# of services where MAU/PAU >= 40% 12 months prior] [# of services where MAU/PAU >= 40% at the time the workload/customer was claimed by or associated with the partner IF the claim/association occurred within the trailing 12-month period]
 - Above calculation excludes Deployments that were claimed/associated within the last 12 months and were already >40% at the time of claim/association

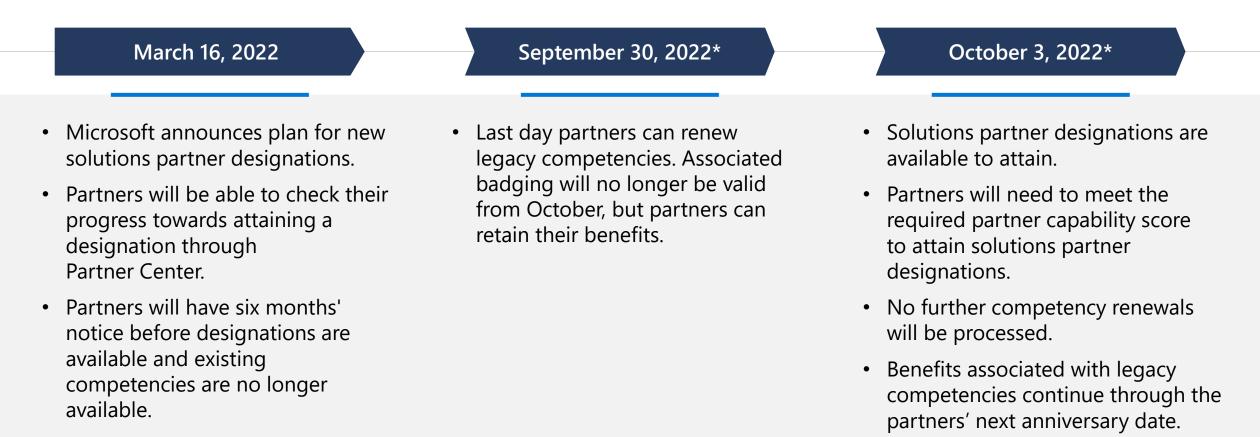
SMB eligibility path



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- Calculation of Deployment:
 - [# of services where MAU/PAU >= 40%] [# of services where MAU/PAU >= 40% 12 months prior] – [# of services where MAU/PAU >= 40% at the time the workload/customer was claimed by or associated with the partner IF the claim/association occurred within the trailing 12-month period]
 - Above calculation excludes Deployments that were claimed/associated within the last 12 months and were already >40% at the time of claim/association

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.



Next steps

How should I prepare?



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



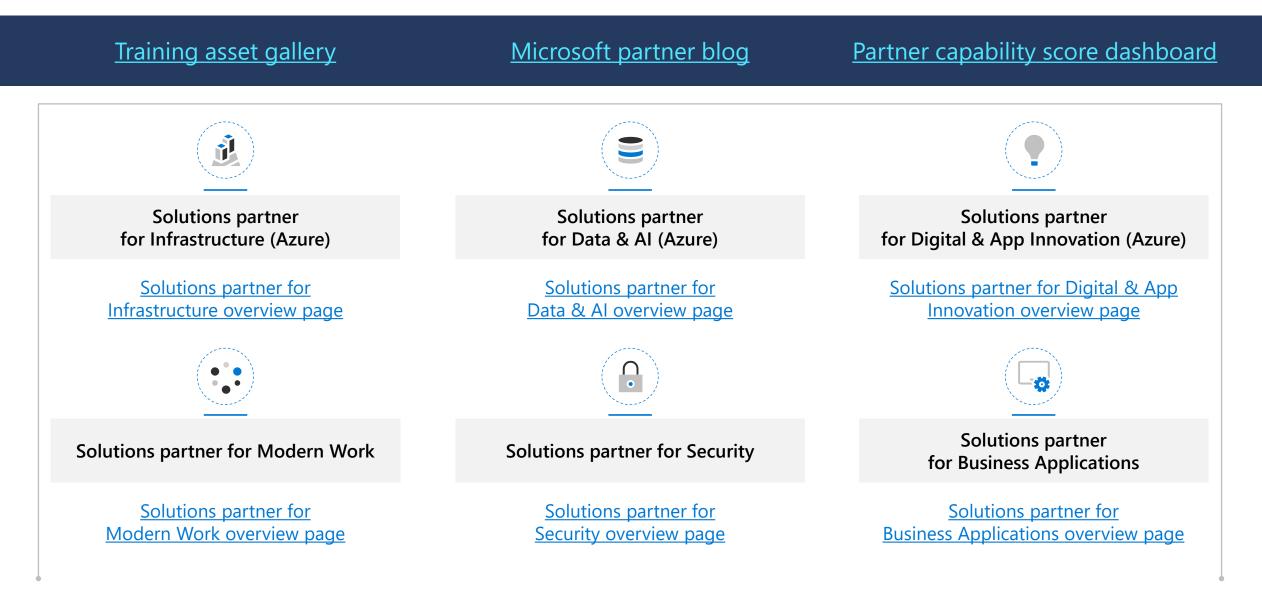
Go to Microsoft docs to learn about the requirements needed to attain a solutions partner designation.



For more information visit the <u>Microsoft partner website</u> and <u>Microsoft partner blog</u>.

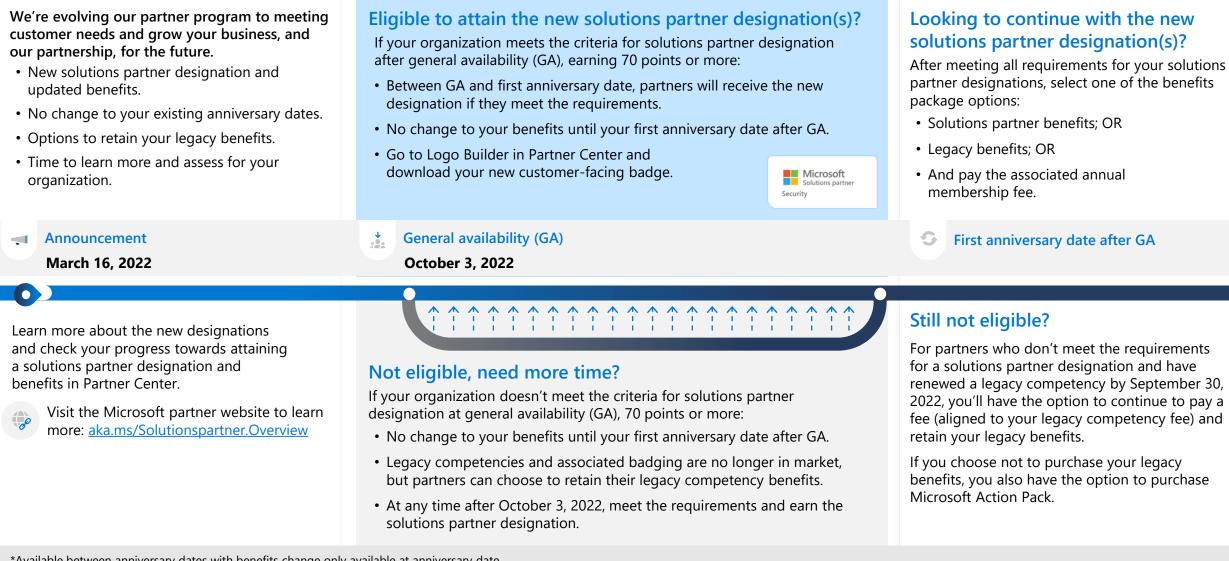


Additional resources



New solutions partner designations

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



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

**Available only on your anniversary date.

***Dates subject to change.

