

Welcome to the Microsoft AI Cloud Partner Program



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. The capabilities required by our customers are evolving, and our partner programs are changing to meet that demand.

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

The Microsoft AI Cloud Partner Program is your foundation for growth and profitability

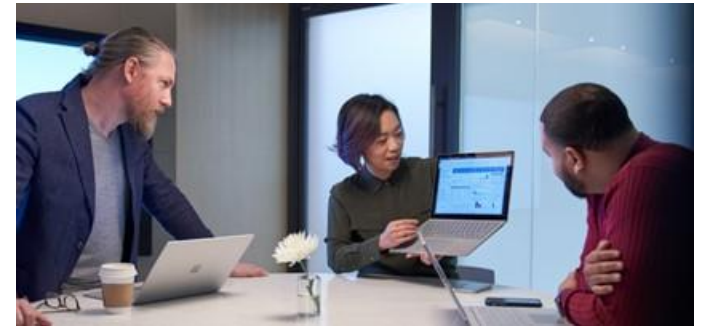
Our program is a portfolio of tools, resources, and offerings to help you meet evolving customer opportunities, innovate for any cloud scenario on an extensible platform, join a community of partners committed to serving customers, and deliver successful solutions to industries and markets worldwide.



Tap into the largest
technology ecosystem



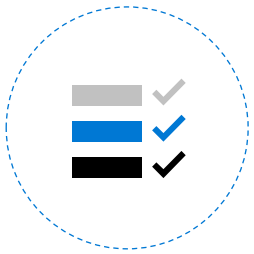
Innovate on the most
comprehensive, end-to-end
cloud platform



Do business with a partner
you can trust

Solutions Partner designations

The Solutions Partner designation is the first opportunity for you to set yourself apart from the competition by demonstrating your organization's breadth of capabilities in solution areas with high customer demand and opportunities to scale.



Easily identifiable

Customers want to work with partners who have the right skills and capabilities to meet their needs.

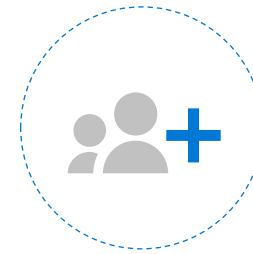
A Solutions Partner designation identifies partners with specific capabilities and experiences in high customer demand solution areas.



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're continuing to invest in new designations to differentiate solutions based on partners' technical maturity and customer success.

Distinguish yourself with Solutions Partner designations



Solutions Partner
for Business
Applications

 Microsoft
Solutions Partner
Business Applications



Solutions Partner
for Data & AI
(Azure)

 Microsoft
Solutions Partner
Data & AI
Azure



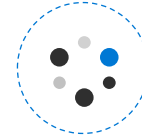
Solutions Partner
for Digital & App
Innovation (Azure)

 Microsoft
Solutions Partner
Digital & App Innovation
Azure



Solutions Partner
for Infrastructure
(Azure)

 Microsoft
Solutions Partner
Infrastructure
Azure



Solutions Partner
for
Modern Work

 Microsoft
Solutions Partner
Modern Work



Solutions Partner
for
Security

 Microsoft
Solutions Partner
Security



*Solutions Partner
for Microsoft
Cloud

 Microsoft
Solutions Partner
Microsoft Cloud

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

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

Specializations further validate deep technical expertise after you attain a Solutions Partner designation and set you apart from the competition.

 Microsoft
Solutions Partner

Business Applications

Specialist

Low Code Application Development
Small and Midsize Business
Management

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

How to attain a Solutions Partner designation

The partner capability score provides flexibility to demonstrate knowledge, skills, and experience across subcategories of performance, skilling, and customer success.

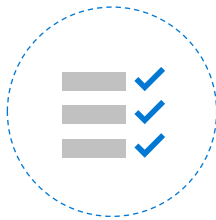
A minimum of **70** points must be earned, with points in each category.

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



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.

See how your organization is [progressing](#) towards a Solutions Partner designation.

Requirements for each Solutions Partner designation

Each designation has a specific number of possible points that can be earned per category. You have the flexibility to choose which categories to focus on within a solution area to match your business needs.

Each Solutions Partner designation requires **70+ points** with at least one point in each subcategory

		Solutions Partner for Business Applications	Solutions Partner for Data & AI (Azure)	Solutions Partner for Digital & App Innovation (Azure)	Solutions Partner for Infrastructure (Azure)	Solutions Partner for Modern Work	Solutions Partner for Security
Category	Subcategory						
	Performance	Net customer adds » 15pts	Net customer adds » 30pts	Net customer adds » 30pts	Net customer adds » 30pts	Net customer adds » 20pts	Net customer adds » 20pts
	Skilling	Intermediate Certs » 20pts	Intermediate Certs » 40pts	Intermediate Certs » 20pts	Intermediate Certs » 20pts	Intermediate Certs » 10pts	Intermediate Certs » 40pts
		Advanced Certs » 15pts		Advanced Certs » 20pts	Advanced Certs » 20pts	Advanced Certs » 15pts	
	Customer Success	Usage Growth » 30pts	Usage Growth » 20pts	Usage Growth » 20pts	Usage Growth » 20pts	Usage Growth » 30pts	Usage Growth » 20pts
		Deployments » 20pts	Deployments » 10pts	Deployments » 10pts	Deployments » 10pts	Deployments » 25pts	Deployments » 20pts

represents maximum number of points in that subcategory

Differentiate further with specializations

Once you attain a Solutions Partner designation, you can further differentiate your deep technical expertise and experience with specializations.



Greater customer confidence

Earning a specialization validates your deep technical expertise, differentiates you from your competitors in areas with high customer demand, and helps customers identify your ability to meet their specific needs.



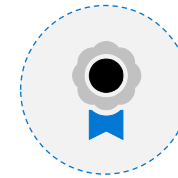
Prioritization

Benefits to earning a specialization include prioritization ranking in the commercial marketplace and evaluation for active cooperative selling opportunities with Microsoft field sellers.



Incremental product benefits

Gain access to incremental product benefits to further accelerate your business, including greater access to Azure credits, additional product licenses, and cloud service subscriptions that are most relevant in market today.



Showcase your expertise

Earn a customer-facing badge to display on your business profile in the Microsoft AppSource partner gallery to promote your expertise.

Learn more to further [differentiate your capabilities](#) to customers.