



Evolving the Microsoft Partner Network programs

Walking deck

Updated: May 16, 2022

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Evolving the Microsoft Partner Network programs

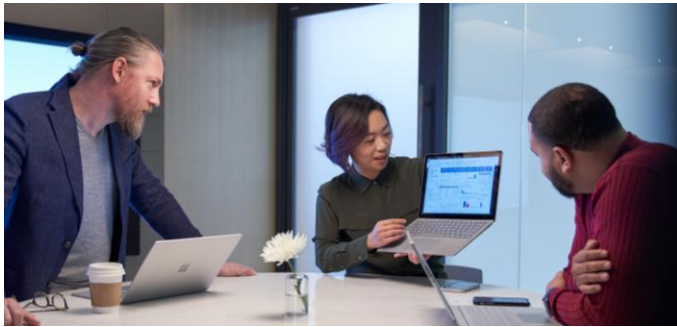


The world and how we work is rapidly changing. The opportunities for Microsoft partners—whether you build and sell services, software solutions, or devices—are significant. As the capabilities required by our customers have evolved, our partner programs must also evolve to meet that demand.

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.



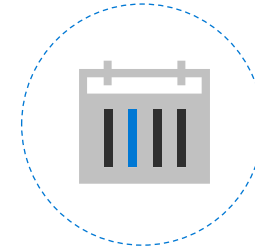
Delivering greater customer value

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

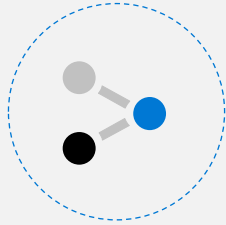
We are making investments to help encourage business development, increase customer reach, and expansion through technical skilling and enablement.



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.

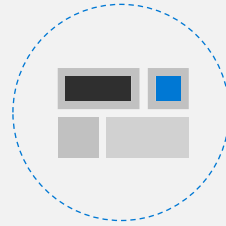
We are simplifying our Microsoft Network programs



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



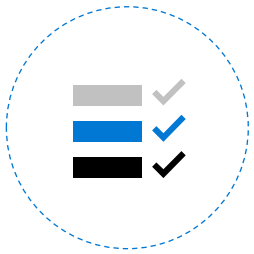
These changes will act as a catalyst boost in the future for partner capability to sell through and sell with Microsoft.



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.

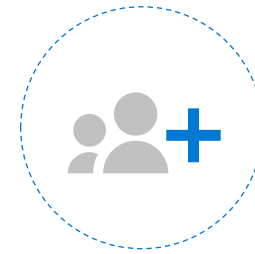
A solutions partner designation identifies partners with specific capabilities and experiences in high customer demand solution areas.



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.

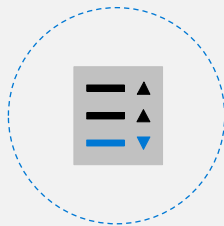
We are introducing a new, holistic partner capability score



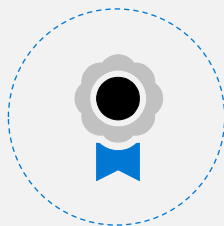
Partners need a minimum of 70 points out of a possible 100 points to attain a solutions partner designation.



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.

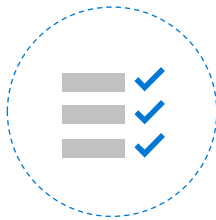
A minimum of **70** points must be earned, with points in each category.

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

<div>#</div> <div>70+ points</div> <div>With >0 points for each metric meets requirements for Solutions partner</div>				
	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

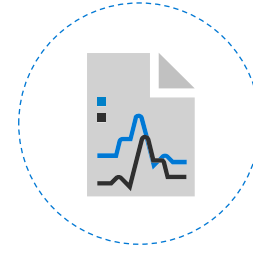
We are investing in your growth in new ways



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



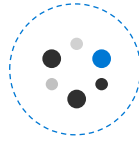
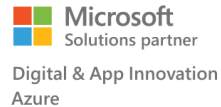
Solutions partner
for Infrastructure
(Azure)



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



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

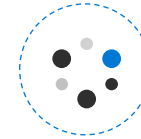
Specialist
Linux and Open Source Databases
Migration
Azure VMware Solution
SAP on Azure



**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

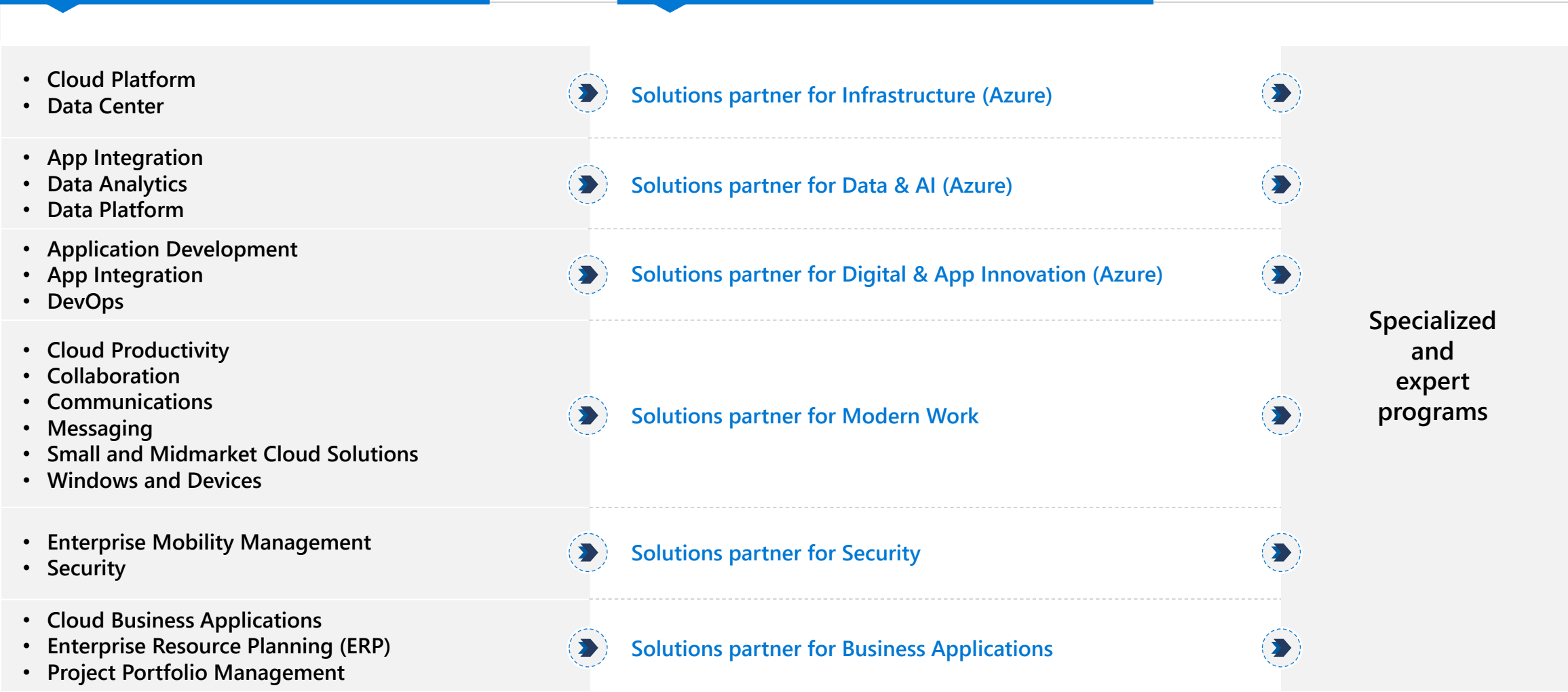
Validate and differentiate your in-depth knowledge by earning specializations aligned to Microsoft solution areas. Partners can showcase these specialization badges to market their expertise to customers.

For details about specializations, [click here](#).

How competencies map to solutions partner designations

LEGACY COMPETENCIES

SOLUTIONS PARTNER DESIGNATIONS



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.



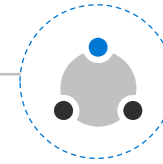
Encouraging business development

- 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](#).

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

[Training asset gallery](#)

[Microsoft partner blog](#)

[Partner capability score dashboard](#)



**Solutions partner
for Infrastructure (Azure)**

[Solutions partner for
Infrastructure overview page](#)



Solutions partner for Modern Work

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



**Solutions partner
for Data & AI (Azure)**

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



Solutions partner for Security

[Solutions partner for
Security overview page](#)



**Solutions partner
for Digital & App Innovation (Azure)**

[Solutions partner for Digital & App
Innovation 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.



Announcement

March 16, 2022



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

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.



General availability (GA)

October 3, 2022



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.

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.



First anniversary date after GA

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.

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

**Available only on your anniversary date.

***Dates subject to change.

