



# Evolving the Microsoft Partner Network programs

Overview walking deck

Updated: September 22, 2022

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# Evolving the Microsoft Partner Network programs

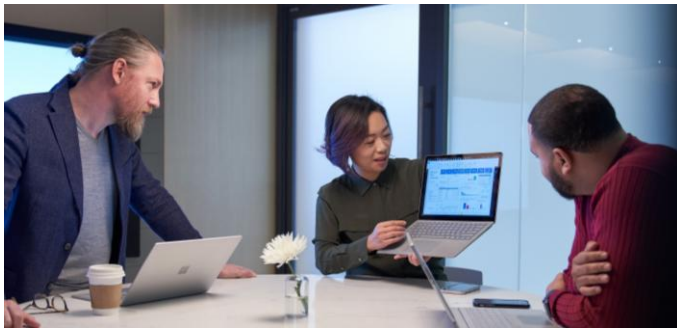


The world and how we work is rapidly changing. The opportunities for Microsoft partners—whether you build and sell services, software solutions, or devices—are significant. As the capabilities required by our customers have evolved, our partner programs must also evolve to meet that demand.

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.

# Future state of the Microsoft Cloud Partner Program

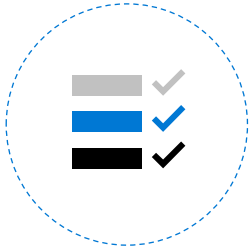
General  
Availability  
October 3, 2022

- Microsoft Partner Network is evolving to the **Microsoft Cloud Partner Program**.
- We are simplifying our Microsoft Network programs. We will move away from silver and gold legacy competencies and anchor to six, single tier Solutions Partner designations aligned to the Microsoft Cloud.
  - Business Applications, Data & AI (Azure), Digital & App Innovation (Azure), Infrastructure (Azure), Modern Work, Security
- Advanced specialization renamed to specialization.
- To attain the new Solutions Partner designations, partners will need to demonstrate their organization's capability in 1) performance 2) skilling and 3) customer success (as measured by the **partner capability score**).
- Partners have access NOW to the partner capability score dashboard in Partner Center that shows how each partner is tracking towards new designations and where they can take action to increase their score.
- As partners attain the new designations from October 2022, they'll have the choice to move to updated benefits or retain their legacy benefits.

As part of these changes, we are not removing the benefits partners receive today; partners who attain a Solutions Partner designation will have access to additional benefits and investments.

# 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

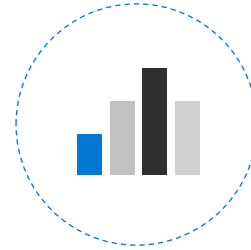
A new single tier Solutions Partner designation, aligned to six solution areas and the Microsoft Cloud.

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



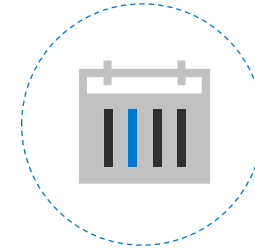
## Delivering greater customer value

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

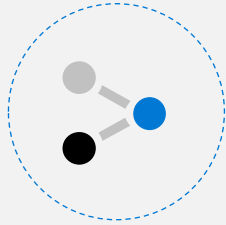
We are making investments to help encourage business development, increase customer reach, and expansion through technical skilling and enablement.



## 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.

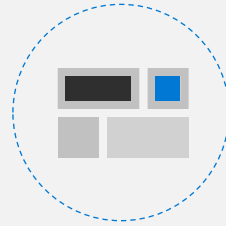
# We are simplifying our Microsoft Network programs



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



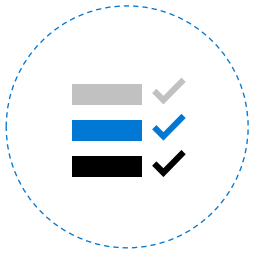
These changes will act as a catalyst boost in the future for partner capability to sell through and sell with Microsoft.



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.

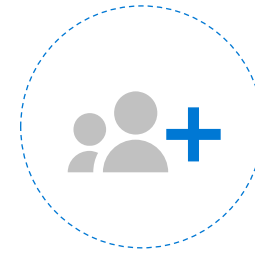
A Solutions Partner designation identifies partners with specific capabilities and experiences in high customer demand solution areas.



## 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.



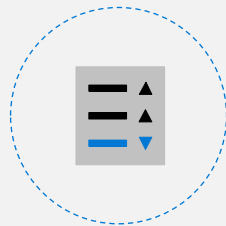
# We are introducing a new, holistic partner capability score



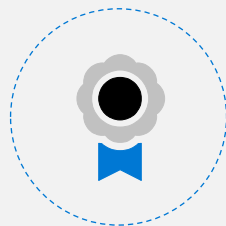
Partners need a minimum of 70 points out of a possible 100 points to attain a Solutions Partner designation.



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

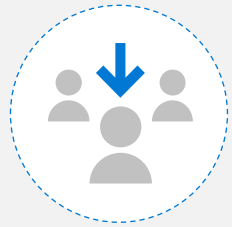
**# 70+ points**  
 With >0 points for each metric meets requirements for Solutions Partner

|                  | Solutions Partner for Business Applications | Solutions Partner for Data & AI | Solutions Partner for Digital & App Innovation | Solutions Partner for Infrastructure | Solutions Partner for Modern Work | Solutions Partner for Security |
|------------------|---|---------------------------------|--|--------------------------------------|-----------------------------------|--------------------------------|
| 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     |
|                  | Intermediate Certs >> 20pts                 | Intermediate Certs >> 40pts     | Intermediate Certs >> 20pts                    | Intermediate Certs >> 20pts          | Intermediate Certs >> 10pts       | Intermediate Certs >> 40pts    |
| Skilling         | Advanced Certs >> 15pts                     | Advanced Certs >> 20pts         | Advanced Certs >> 20pts                        | Advanced Certs >> 20pts              | Advanced Certs >> 15pts           | Advanced Certs >> 15pts        |
|                  | Usage Growth >> 30pts                       | Usage Growth >> 20pts           | Usage Growth >> 20pts                          | Usage Growth >> 20pts                | Usage Growth >> 30pts             | Usage Growth >> 20pts          |
| Customer Success | Deployments >> 20pts                        | Deployments >> 10pts            | Deployments >> 10pts                           | Deployments >> 10pts                 | Deployments >> 25pts              | Deployments >> 20pts           |

# Value in partner associations



Partner associations are the mechanism by which partners are recognized and earn points for performance and customer success sub-categories including net customer adds, usage growth and deployment.



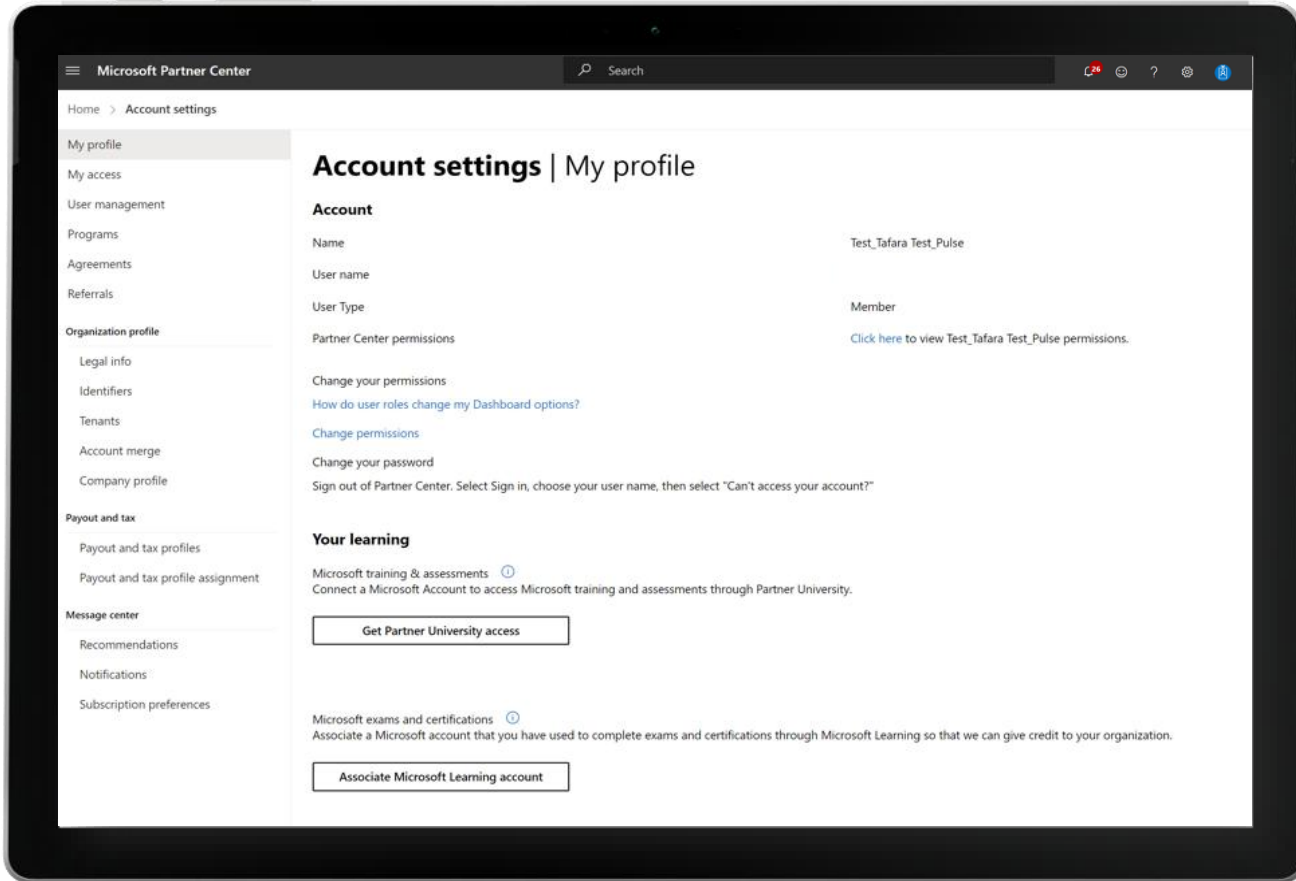
Ensure your partner associations are connected today as you prepare to attain a Solutions Partner designations starting October 3, 2022, and beyond.

# Two paths to points: (1) Partner associations

| Partner association type          | Solutions Partner designation |  |             |          |
|-----------------------------------|-------------------------------|--|-------------|----------|
|                                   | Business Applications         | Data & AI (Azure)<br>Digital & App<br>Innovation (Azure)<br>Infrastructure (Azure) | Modern Work | Security |
| Claiming Partner of Record (CPOR) | X                             |  | X           | X        |
| Digital Partner of Record (DPOR)  | X                             | X  | X           |          |
| Partner Admin Link (PAL)*         | X                             | X  |             | X        |
| Cloud Services Provider (CSP)     | X                             | X  | X           |          |

\*This association type is not available in China or government clouds.

# Two paths to points: (2) Certified professional associations



- Microsoft certifications are linked to an individual's learning account. To ensure your organization is benefiting from relevant certifications earned by employees, it's important to link the individual's certification to their organization's account in Partner Center.
- Once you've associated an employee with your Partner Center account, have your employees take the following steps:
  - Log in to Partner Center using their work credentials
  - Click on the setting icon at the top right and select Account
  - Go to My Profile and follow the instructions to associate both a Partner University and Microsoft Learning account

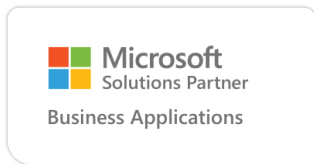
Learn more about this association by viewing the video:

[How to link learning credentials to your company's Partner Center account.](#)

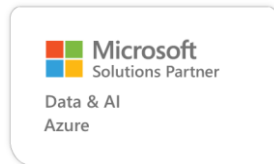
# Introducing Solutions Partner designations



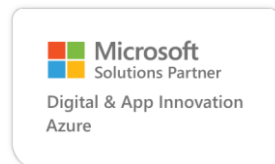
Solutions Partner  
for Business  
Applications



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



\*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.

# 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.



## 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](https://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.

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

\*\*Available only on your anniversary date.

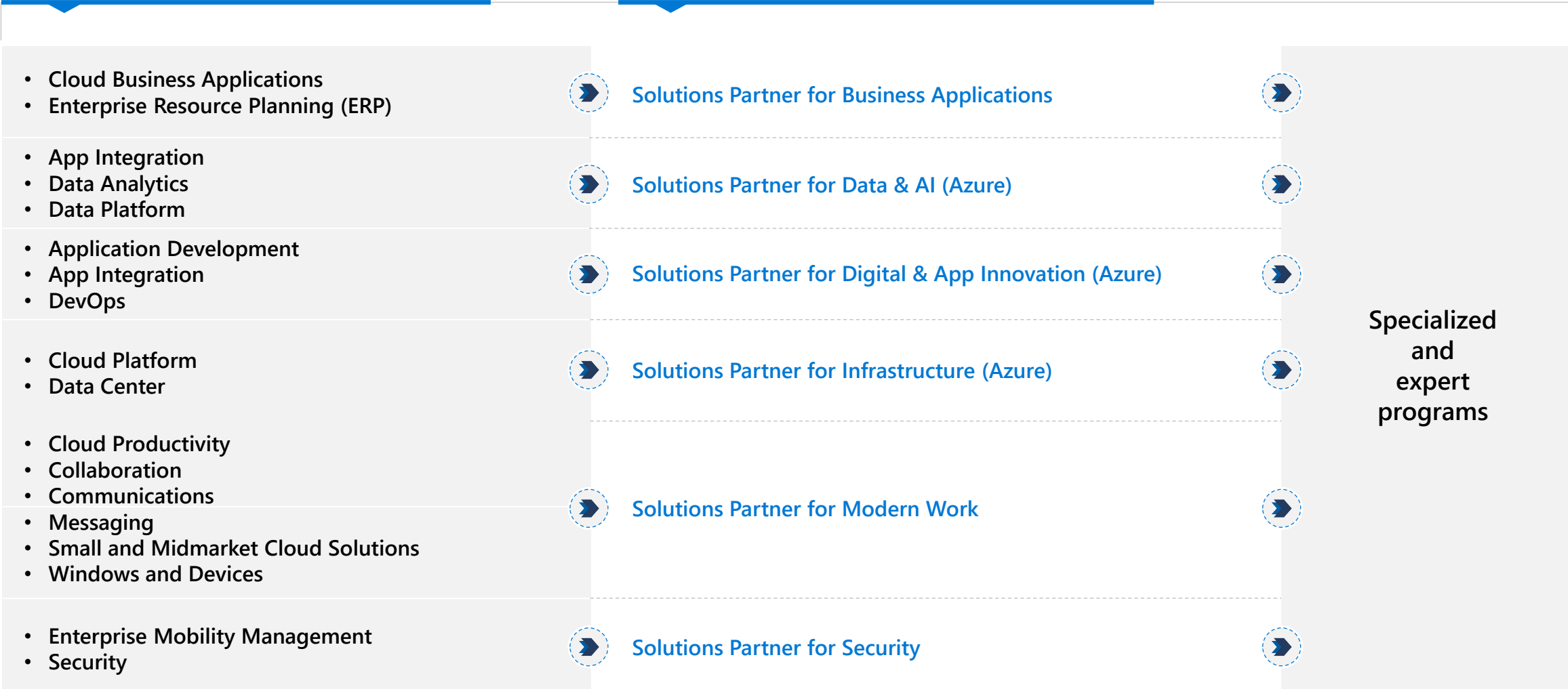
\*\*\*Dates subject to change.



# How competencies map to Solutions Partner designations

## LEGACY COMPETENCIES

## SOLUTIONS PARTNER DESIGNATIONS



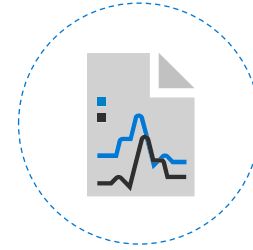
# We are investing in your growth in new ways



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.

# How specializations map to Solutions Partner designations

| Business Applications  | Data & AI (Azure)   | Digital & App Innovation (Azure)   | Infrastructure (Azure)  | Modern Work  | Security  |
|--|---|--|---|--|---|
| <p>Microsoft Low Code Application Development</p> <p>Small and Midsize Business Management</p> | <p>AI and Machine Learning on Microsoft Azure</p> <p>Analytics on Microsoft Azure</p> <p>Data Warehouse Migration to Microsoft Azure</p> <p>Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI</p> <p>Hybrid Operations and Management with Microsoft Azure Arc</p> <p>Kubernetes on Microsoft Azure</p> <p>Linux and Open Source Database Migration to Microsoft Azure</p> <p>Modernization of Web Applications to Microsoft Azure</p> <p>Windows Server and SQL Server Migration to Microsoft Azure</p> | <p>AI and Machine Learning on Microsoft Azure</p> <p>DevOps with GitHub on Microsoft Azure</p> <p>Hybrid Operations and Management with Microsoft Azure Arc</p> <p>Kubernetes on Microsoft Azure</p> <p>Microsoft Low Code Application Development</p> <p>Modernization of Web Applications to Microsoft Azure</p> | <p>Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI</p> <p>Hybrid Operations and Management with Microsoft Azure Arc</p> <p>Linux and Open Source Database Migration to Microsoft Azure</p> <p>Microsoft Azure Virtual Desktop</p> <p>Microsoft Azure VMware Solution</p> <p>Networking Services in Microsoft Azure</p> <p>SAP on Microsoft Azure</p> <p>Windows Server and SQL Server Migration to Microsoft Azure</p> | <p>Adoption and Change Management</p> <p>Calling for Solutions for Microsoft Teams</p> <p>Meetings and Meeting Rooms for Microsoft Teams</p> <p>Modernize Endpoints</p> <p>Teamwork Deployment</p> | <p>Cloud Security</p> <p>Identity and Access Management</p> <p>Information Protection and Governance</p> <p>Threat Protection</p> |

# 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.



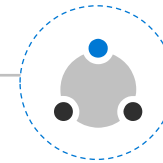
## Encouraging business development

- 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.



\*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 [Training Gallery](#) & [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](#)

[Partner capability score dashboard](#)

[Microsoft partner blog](#)



**Solutions Partner for  
Business Applications**

[Solutions Partner for  
Business Applications 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  
Infrastructure (Azure)**

[Solutions Partner for  
Infrastructure overview page](#)



**Solutions Partner for  
Modern Work**

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



**Solutions Partner for  
Security**

[Solutions Partner for  
Security overview page](#)

