



# Microsoft AI Cloud Partner Program

## Overview

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## Microsoft AI Cloud Partner Program

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# 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**

# Focusing on customer needs and your growth

We're providing clear pathways for partners to grow their business, deliver customer success, and invest in their partnership with Microsoft.



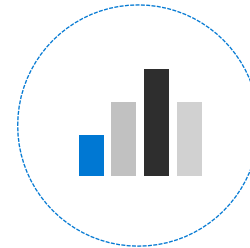
## Simplified partner programs

New **Solutions Partner designations** demonstrate your organization's breadth of capabilities on the Microsoft Cloud. The six solution area designations in market are aligned to where we see customer demand and where partners have the greatest opportunity to scale to meet customer needs.



## Validating partner capabilities to deliver successful outcomes

New **partner capability score** holistically measures your organization's technical capabilities and experience across performance, skilling, and customer success.



## Investing in partners' profitability

**Program benefits** continue to support you as you grow your business. We are making investments to help encourage business development, increase customer reach, and expand technical skilling and enablement.



# 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.

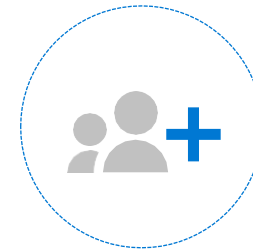
A Solutions Partner designation identifies partners with specific capabilities and experiences in high customer demand solution areas.



## 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



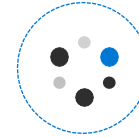
**Solutions Partner  
for Digital & App  
Innovation (Azure)**

 **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.

# Holistic measurement through the partner capability score

The Solutions Partner designation has a holistic measurement framework, the partner capability score, which measures your organization's technical capabilities, allowing you to showcase solutions you have delivered to help customers succeed and grow.



## Maintain flexibility

New telemetry-based partner capability score model provides you with flexibility to demonstrate your knowledge, skills, and experience.



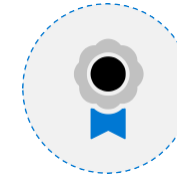
## Validate capability

Demonstrate your organization's capability in 1) performance, 2) skilling, and 3) customer success. Partners need at least 70 points out of a possible 100 points to attain a Solutions Partner designation.



## Track your progress

The partner capability score dashboard in [Partner Center](#) shows how you're tracking towards new designations and where you can take action to increase your score.



## Showcase your expertise

New customer-facing badges help you stand out and market your capabilities once you've attained a designation.



# 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.

Admins can sign-in to [Partner Center](#) to 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	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

# Grow your partner capability score with partner associations

Make sure your organization is receiving the points you've earned by having the right associations in place.



Associations are the sole mechanism by which customer success, performance, and skilling subcategory points are acknowledged and calculated towards achieving Solutions Partner designations



There are two paths to earning points:

- **Partner associations** recognize partners for performance and customer success subcategories including net customer adds, usage growth, and deployment
- **Certified professional associations** provide visibility into the certifications individuals in your company have earned



Ensure your partner associations are connected as you prep to attain Solutions Partner designations

Explore the [Partner Associations Playbook](#) for more information on which associations are right for you and additional steps to maximize your partner capability score.

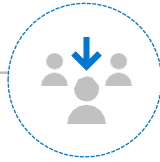
# Benefits for Solutions Partner designations

Benefits for Solutions Partners 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 and enablement.



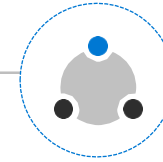
## Encouraging business development

- Product benefits (formerly internal use licenses) have been designed to align to the Solutions Partner designations, including:
  - Azure bulk credits for your organization
  - Access to development environments
  - New cloud services 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 and enablement

- 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, review our [benefits guide](#)

# Differentiate further with specializations

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



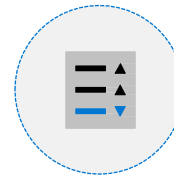
## Greater customer confidence

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.



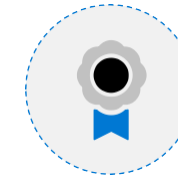
## Prioritization

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.




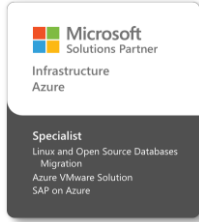




## Showcase your expertise

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

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

# How specializations map to Solutions Partner designations

					
Business Application	Data & AI (Azure)	Digital & App Innovation (Azure)	Infrastructure (Azure)	Modern Work	Security
Business Intelligence Finance Intelligent Automation Microsoft Low Code Application Development Sales Service Small and Midsize Business Management Supply Chain	AI and Machine Learning on Microsoft Azure Analytics on Microsoft Azure Build and Modernize AI Apps with Microsoft Azure Business Intelligence Data Warehouse Migration to Microsoft Azure Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI Infra and Database Migration to Microsoft Azure Kubernetes on Microsoft Azure Migrate Enterprise Applications to Microsoft Azure	AI and Machine Learning on Microsoft Azure Build and Modernize AI Apps with Microsoft Azure DevOps with GitHub on Microsoft Azure Intelligent Automation Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI Kubernetes on Microsoft Azure Microsoft Low Code Application Development Migrate Enterprise Applications to Microsoft Azure	Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI Infra and Database Migration to Microsoft Azure Microsoft Azure VMware Solution Microsoft Azure Virtual Desktop Networking Services in Microsoft Azure SAP on Microsoft Azure	Adoption and Change Management Calling for Solutions for Microsoft Teams Custom Solutions for Microsoft Teams Meetings and Meeting Rooms for Microsoft Teams Modernize Endpoints Teamwork Deployment	Cloud Security Identity and Access Management Information Protection and Governance Threat Protection



# Key dates for Solutions Partner designations

## How and when Microsoft partners can attain Solutions Partner designations

**General availability (GA)**

**October 3, 2022**

Legacy competencies and associated badging are no longer in market. Partners are no longer considered or referred to as gold or silver partners. Partners can choose to retain the legacy benefits historically associated to their past competencies.

**At your anniversary date or new enrollment**

### Looking to attain or maintain the Solutions Partner designation(s)?

After meeting all requirements for one or more Solutions Partner designations:

- Enroll or renew in Partner Center
- Activate your Solutions Partner benefits (or select and activate legacy benefits package, if eligible)
- Earn a specialization to access incremental product benefits



### Not eligible?

For partners who have not met the requirements for a Solutions Partner designation and had a legacy competency on 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 a Microsoft Action Pack.

**Between anniversary dates**

### Eligible for a Solutions Partner designation?

If your organization meets the criteria for Solutions Partner designation, earning 70 points or more:

- Between anniversary dates, partners will receive the designation and badge.
- No change to existing benefits until your anniversary date.
- Attain a second to sixth Solutions Partner designation between anniversary dates and get the incremental benefits for your new designations right away



### Need more time?

If your organization doesn't yet meet the criteria for Solutions Partner designation:

- No change to your benefits until your anniversary date.
- At any time, meet the requirements and earn a Solutions Partner designation.

**At your next anniversary date**

Same as the last anniversary date

# Next steps



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](#)

