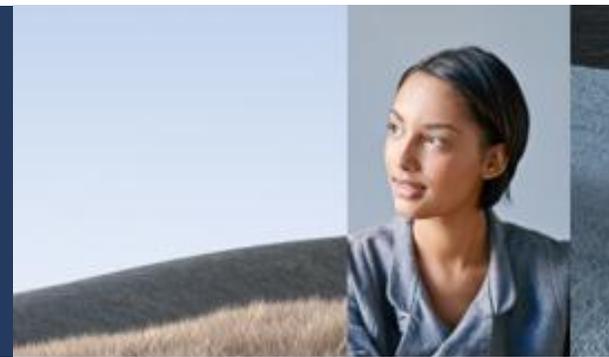




# Welcome to the Microsoft Cloud Partner Program

Updated: October 3, 2022



We have evolved our programs and are committed to growing our partnership and your business. This includes simplifying partner programs and aligning with how we go to market, validating partner capabilities to deliver successful customer outcomes, and investing in partners' growth and profitability.

Solutions Partner designations, anchored on the Microsoft Cloud in six solution areas aligned to how Microsoft goes to market, are now available to attain. By attaining these designations, you can demonstrate your organization's capabilities in delivering customer success in the solution areas. This new model provides two qualifying levels: Solutions Partner and specialist/expert.

Take the time to learn more and assess how the Solutions Partner designations fit into the strategic plan for your business. We're continuing to invest in new designations to differentiate solutions based on partners' demonstrated performance with customers, technical maturity, and customers' success

## Understanding the Solutions Partner designation

The six new designations are aligned to the Microsoft Cloud: Business Applications, Data & AI (Azure), Digital & App Innovation (Azure), Infrastructure (Azure), Modern Work, and Security. Solutions Partners receive a customer-facing badge (see right) to differentiate their organization. Partners who attain all six Solutions Partner designations receive a Microsoft Cloud badge, recognizing your capabilities across the Microsoft Cloud.

## Validating partner capabilities to deliver successful outcomes

We've introduced a new partner capability score that holistically measures your organization's technical abilities to drive customer success. Solutions Partner designations are attained based on this score.

## Investing in your profitability

We are continuing to make investments to help you encourage your business development, increase customer reach, and expand through technical skilling and enablement.

Digital transformation opportunities worth more than **\$6.8 trillion USD** will be available between now and 2023.<sup>1</sup>

## 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**

## Important dates

### October 3, 2022

Solutions Partner designations available. Legacy competencies are no longer valid. Partners can retain their legacy benefits if they renewed by September 30, 2022.

### Your anniversary date after October 3

Meet the requirements in between anniversary dates and attain the Solutions Partner designation. If requirements are met, choose to move to new Solutions Partner benefits or retain legacy benefits.



## How to attain a Solutions Partner designation

Solutions Partner designations demonstrate your success across three categories: performance, skilling, and customer success. This holistic measurement provides you with the flexibility to demonstrate what you know, and how you apply it to help your customers succeed. To attain a Solutions Partner designation, you must earn a minimum of 70 points (with points in each category and sub-category) out of the possible 100 points that are available.



### Performance

This category measures net customer adds.



### Skilling

This category verifies and demonstrates your dedication to skilling and training.



### Customer success

This category measures usage growth and successful deployments.

## Benefits for our partners

We're investing more in you. We want to help you grow your business and recognize your success and continued commitment to our partnership. Programs, and the new benefits associated with them, are effective, helpful, and relevant to your organization and the market. Additional benefit options have been added aligning to the six Solutions Partner designations. You'll still receive all the valuable categories you're familiar with, such as 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.

## Specializations

Once you attain a Solutions Partner designation, you can further differentiate your deep technical expertise and experience with specializations and through the Microsoft Azure Expert Managed Service Provider (MSP) program.

Earning a specialization helps expand your customer reach, drives customer confidence in your validated capabilities, and gives you access to these benefits:

- A customer-facing badge to display on your business profile in the Microsoft AppSource partner gallery
- Prioritization ranking in the commercial marketplace
- Evaluation for active cooperative selling opportunities with Microsoft field sellers
- A certified letter from Microsoft that verifies the specialization you have earned
- If you select the optional new Solutions Partner benefit package, you will also have access to incremental product benefits to further accelerate your business, including greater access to Azure credits, additional product licenses to build, test, demo, pilot, and create proof of concepts to showcase and sell your solutions to customers, and cloud service subscriptions that are most relevant in market today

## Get started

- Sign into [Partner Center](#) to track your progress towards the Solutions Partner designations and review the guidance to see what actions you can take to build your score.
- Go to [Microsoft docs](#) to learn about the requirements needed to attain a Solutions Partner designation.
- For more information view the Solutions Partner [training gallery](#) and [Microsoft Partner blog](#).
- Learn more about earning [specializations](#) to further differentiate your capabilities to customers