



Evolving the Microsoft Partner Network programs

Solutions Partner for Data & AI (Azure)
Walking deck

Updated: September 22, 2022

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Solutions Partner for Data & AI (Azure)

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Evolving the Microsoft Partner Network programs

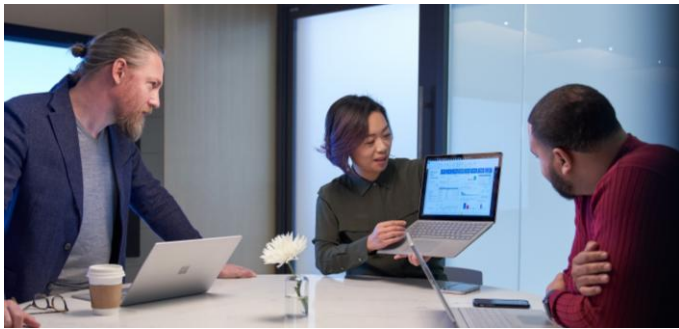


The world and how we work is rapidly changing. The opportunities for Microsoft partners—whether you build and sell services, software solutions, or devices—are significant. As the capabilities required by our customers have evolved, our partner programs must also evolve to meet that demand.

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

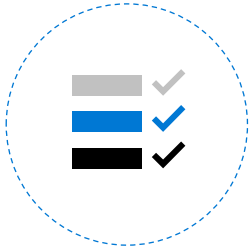
General
Availability
October 3, 2022

- 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

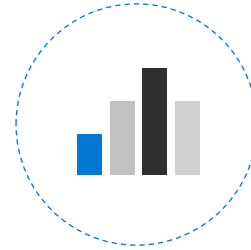
A new single tier Solutions Partner designation, aligned to six solution areas and the Microsoft Cloud.

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



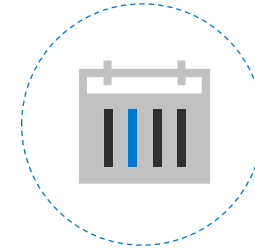
Delivering greater customer value

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

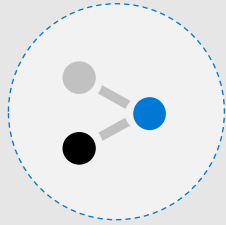
We are making investments to help encourage business development, increase customer reach, and expansion through technical skilling and enablement.



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.

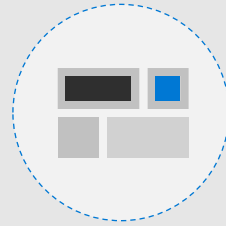
We are simplifying our Microsoft Network programs



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



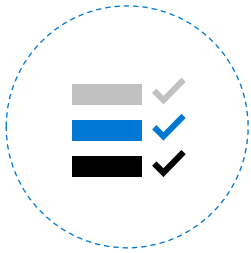
These changes will act as a catalyst boost in the future for partner capability to sell through and sell with Microsoft.



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.

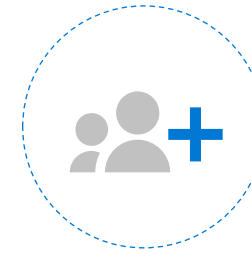
A Solutions Partner designation identifies partners with specific capabilities and experiences in high customer demand solution areas.



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



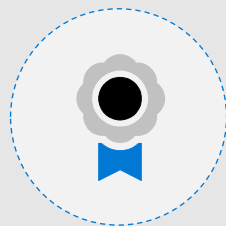
Partners need a minimum of 70 points out of a possible 100 points to attain a Solutions Partner designation.



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
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

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.



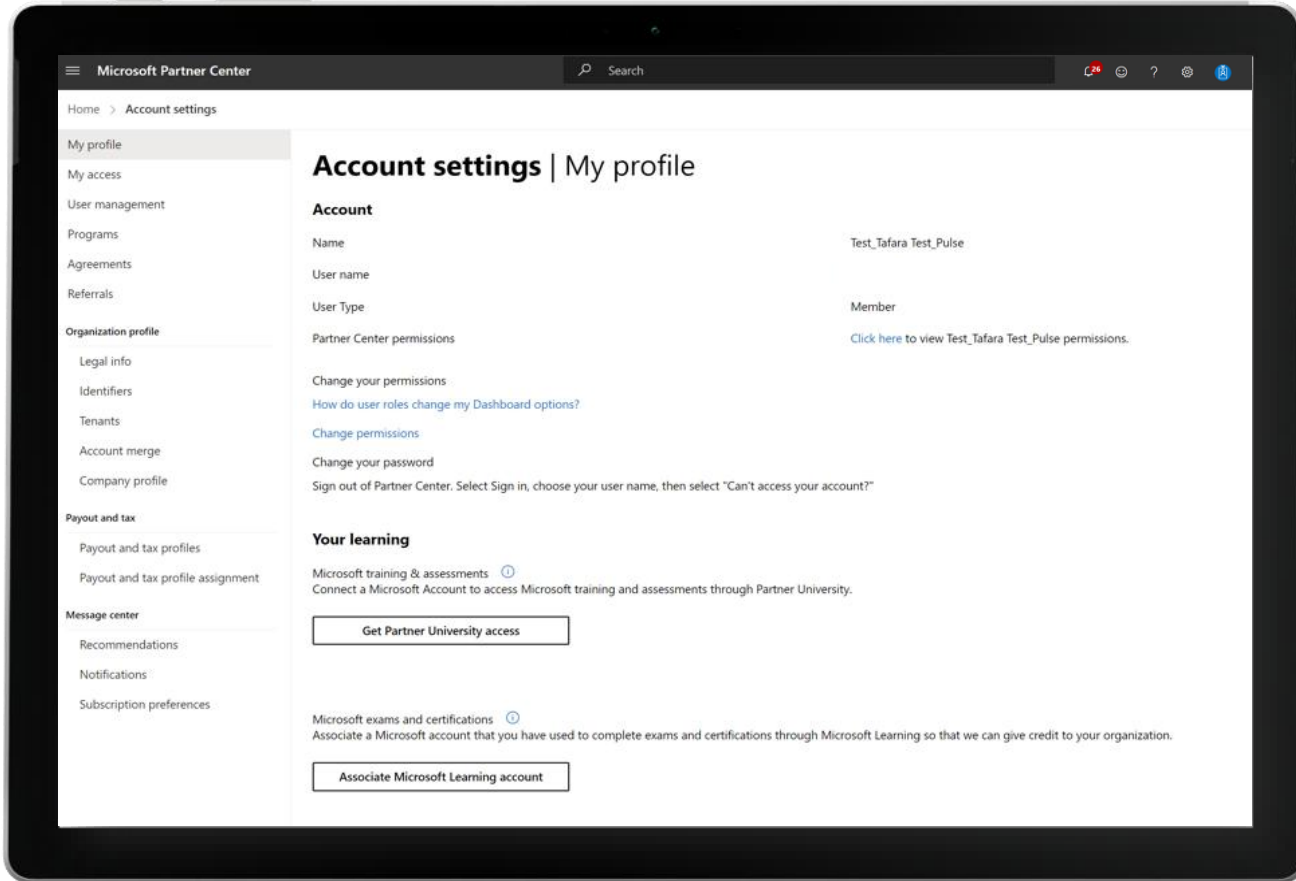
Ensure your partner associations are connected today as you prepare to attain a Solutions Partner designations starting October 3, 2022, and beyond.

Two paths to points: (1) Partner associations

Partner association type	Solutions Partner designation			
	Business Applications	Data & AI (Azure) Digital & App Innovation (Azure) 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

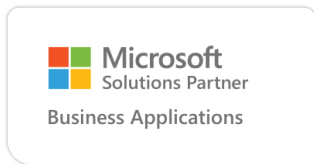
Learn more about this association by viewing the video:

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

Introducing Solutions Partner designations



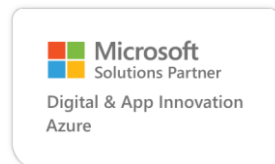
Solutions Partner
for Business
Applications



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



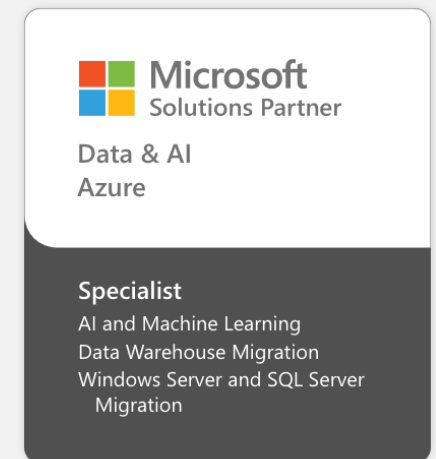
*Solutions Partner
for Microsoft
Cloud



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

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.

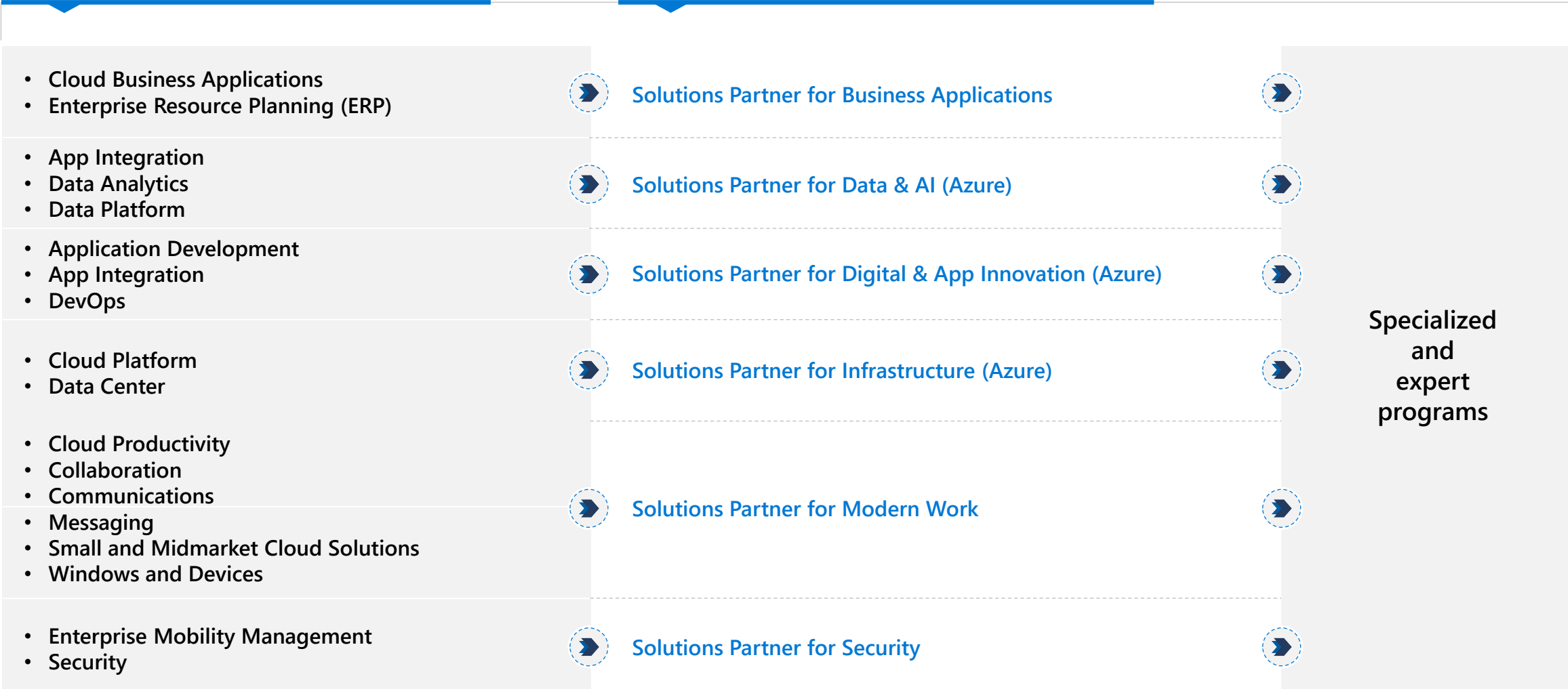
**Available only on your anniversary date.

***Dates subject to change.

How competencies map to Solutions Partner designations

LEGACY COMPETENCIES

SOLUTIONS PARTNER DESIGNATIONS



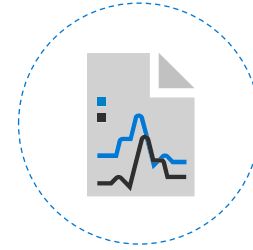
We are investing in your growth in new ways



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.



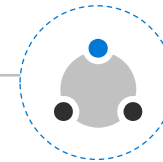
Encouraging business development

- 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](#).

Solutions Partner for Data & AI (Azure)

Benefits & Requirements



Solutions Partner for Data & AI (Azure)

As a Solutions Partner for Data & AI (Azure), you demonstrate your broad capability to help customers manage their data across multiple systems to build analytics and AI solutions.

Becoming a Solutions Partner for Data & AI (Azure) gives customers a way to identify you as a partner that has both the commitment to training, accreditation, and has delivered solutions that lead to customer success.

If these activities describe the work that you do, consider Solutions Partner for Data & AI (Azure):

- Analyzing existing workloads, generating schema models, and performing extract, transform, load (ETL) operations to migrate data to cloud-based data warehouses and enable cloud-based analytics solutions.
- Planning and delivering tailored Microsoft analytics solutions using Azure Synapse Analytics, Azure Data Lake, Azure Data Factory, and Azure Databricks.
- Enabling customer adoption of AI and implementing Azure solutions for AI-powered apps and machine learning life cycles.



Data & AI
Azure

For more information about measurements specific to Solutions Partner for Data & AI (Azure), [click here](#).

Benefits for Data & AI (Azure)

Benefits will include all common Solutions Partner benefits, like go-to-market services, TP&D advisory hours, technical support incidents, as well as unique product benefits designed specifically for Solutions Partner for Data & AI (Azure).

Product Group		Solutions Partner for Data & AI	per Azure specialization*
Incremental	Azure Production Credits	\$6,000 per year (bulk)	\$12,000 per year (bulk)
	Azure Dev/Test Credits	<i>Bulk offer delayed – in interim, dev/test credits are provided with Visual Studio Enterprise</i>	<i>Bulk offer delayed – in interim, dev/test credits are provided with Visual Studio Enterprise</i>
	Visual Studio Subscriptions	25 Visual Studio Enterprise subscriptions	10 Visual Studio Enterprise subscriptions
Core among Solutions Partner for Infrastructure, Data & AI, and Digital & App Innovation	Dynamics 365 (D365)	D365 Operations Application Partner Sandbox, D365 Sales, Field Service and Customer Service Partner Sandbox	-
	Power BI	100 Power BI Premium users	-
	Microsoft 365 (M365)	100 M365 E3 users	30 M365 E3 users
	Microsoft Project Online	20 users (Plan 5)	-
	Visio Online	5 users (Plan 2)	-
	Software Licenses	100 Windows Server Standard 2022, 32 Windows Server 2022 Data Center, 16 SQL Server, 100 System Center Standard, select CALs, and more	-

*Max stacking of 5 specializations across all Azure specializations and expert programs (shared across Solutions Partner for Infrastructure, Data & AI and Digital & App Innovation designations). This asset is intended only for reference purposes as a high-level overview. Benefits are subject to change. Full details and terms and conditions are subject to applicable program guide.

Requirements for Data & AI (Azure)

Three categories make up the framework for Solutions Partner for Data & AI (Azure): Performance, skilling, and customer success. Points will be earned through performance, certifications and exams and the number of successful deployed customer solutions.

	Eligible attributions	Threshold	Max points
Performance			30
Net Customer Adds	PAL, DPOR, CSP	3	30
Skilling			40
*Intermediate Certifications	N/A	10 Unique individuals	40
Customer Success			30
Usage Growth	PAL, DPOR, CSP	20%	20
Deployments	PAL, DPOR, CSP	5	10
TOTAL			100
Minimum total points required for Solutions Partner designation			70

*Intermediate Certifications: Must have two or more Azure Administrator certifications to be eligible.

All dates and requirements subject to change.

Requirements for Data & AI (Azure): Performance



Net customer adds: M365

- Net Customer Adds from the trailing 12 months.
- Net Customer Adds = End of Period (EOP) customers (new tenants from past 12 months) above thresholds – EOP customers below thresholds for two consecutive months.
- Threshold: A consuming customer is defined by having ACR \geq \$1,000/month.
- A customer drop (churn) is calculated if the customer drops below the monthly threshold for a consecutive 2 months.

*All dates and requirements subject to change.

Requirements for Data & AI (Azure): Skilling



Intermediate Certifications

- Requires at least two [Azure Administrator Associate](#) and at least two [Azure Solution Architect Expert](#) certifications to qualify.
- # of individuals certified with any of the following:
 - [Azure Database Administrator Associate](#)
 - [Azure AI Engineer Associate](#)
 - [Azure Data Scientist Associate](#)
 - [Azure Data Engineer Associate](#)
 - [Data Analyst Associate](#)
 - [Customer Data Platform Specialty](#)
 - [Azure Cosmos DB Developer Specialty](#)

We have adjusted the Skilling requirements for the Solutions Partner for Data & AI (Azure) designation. We merged the Advanced Certification requirements into the Intermediate Certification requirements as a single category. As a result of this change, the maximum points for Intermediate Certifications increased from 20 to 40 points. Some partners may see a drop in their score because the prerequisite certification (Azure Solutions Architect Expert) has not been met. Your score will return to earlier numbers after you have completed the prerequisite certification.

Points that were previously earned in the Advanced Certification subcategory will be added to the points earned in the Intermediate Certification category and reflected on the dashboard on [Partner Center](#).

To learn more about this change, please review the updated certification details located [here](#).

Requirements for Data & AI (Azure): Customer Success

Number of deployed solutions

- Total number of advanced Azure services represented in ACR (Service Level 2) over the last 12 months (one point for any one of the below, max of 5 points).
- Service Level 2 = all except:
 - Virtual Machines
 - Virtual Machines Licenses

ACR Growth (YoY)

- 20% growth Year over Year
= $\text{ACR today} - \text{ACR from 12 months ago} \div \text{ACR from 12 months ago} \times 100$.
- Requires Min. threshold of \$1K ACR.

*All dates and requirements subject to change.

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](#)

