Microsoft AI Cloud Partner Program
Frequently Asked Questions (FAQ)

Updated: January 31, 2025

FAQ: Frequently asked questions about the Microsoft AI Cloud Partner Program, Solutions Partner designations, specializations, expert programs, benefits, requirements and more.

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Overview

Welcome to the Microsoft AI Cloud Partner Program. We are committed to our partnership and helping you grow your business. Our partner programs are aligned to how we go to market and validate partner capabilities to deliver successful customer outcomes by investing in your growth and profitability.

- To learn more about the Microsoft AI Cloud Partner Program, review helpful assets in the [training gallery](#) on the Microsoft partner website and [Microsoft documentation](#) pages.

- **JANUARY 22, 2025, UPDATE:** On January 22, 2025, we added more than 25 in-demand product licenses, including Microsoft 365 Copilot, Microsoft Defender for Endpoint, and

Microsoft GitHub, to several of our benefits offerings. We also notified partners in August 2024 that Microsoft Action Pack, Microsoft Learning Action Pack, and legacy silver/gold benefits are **no longer available for purchase or renewal** as of January 22, 2025. Instead, partners can continue to access product, support, and advisory benefits through purpose-built offerings that provide you with more choice when tapping into benefits that meet your business goals. Our updated benefits offerings give you access to more than 25 products that represent the latest innovations. If you purchased or renewed your Microsoft Action Pack, Learning Action Pack, or legacy silver/gold benefits before January 22, 2025, you may keep those benefits until they expire on their anniversary date.

Partners with an eligible active legacy silver/gold purchase status as of January 21, 2025, will be eligible for the remainder of the FY25 Cloud Solution Provider offering (CSP) incentive term (January 22, 2025, to September 30, 2025).

Check out our blog post for more information and resources.

- **How to use this document:**
    - Ctrl+F to open a search window and locate a specific word or phrase in the FAQ document.
    - Select a topic in the Table of Contents to jump to that specific topic.

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Microsoft AI Cloud Partner Program

The Microsoft AI Cloud Partner Program—our only program available to partners—is the latest evolution of the Microsoft partner program and provides partners with cloud and AI technology, platforms, products, resources, tools, and offerings designed to drive customer success.

From offerings like partner benefits packages to Solutions Partner designations, specializations, and more, partners have access to the latest improvements and initiatives in the AI Cloud Partner Program.

Solutions Partner designations

What are Solutions Partner designations?

Solutions Partner designations are anchored on the Microsoft Cloud in six solution areas aligned to how Microsoft goes to market. By attaining Solutions Partner designations, you demonstrate your organization's capabilities in delivering customer success in the 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. The six designations are Solutions Partner for Business Applications, Data & AI (Azure), Digital & App Innovation (Azure), Infrastructure (Azure), Modern Work, and Security. A Solutions Partner designation helps to easily identify partners with experience in high demand Microsoft Cloud solution areas, and that have delivered successful customer outcomes. Success

is measured by customer success, skilling, and performance. For more information about the Solutions Partner designations, please visit the [Microsoft partner website.](#)

Why should I attain a Solutions Partner designation?

Customers want to work with partners who have the right skills and capabilities to meet their needs, along with a demonstrated ability to deliver customer success. Solutions Partner designations clearly differentiate you from your competition. By attaining a Solutions Partner designation, you demonstrate your commitment to skilling and training and highlight the innovations and successful solutions you are building and delivering that contribute to customers' success.

By attaining Solutions Partner designation, you will demonstrate your organization's breadth of capabilities in delivering customer success in the solution area aligned to how Microsoft goes to market. That is valuable for you, because it is where we see customer demand, and where the opportunity is for partners to scale to meet customer needs.

To learn more about the Solutions Partner designations, please visit the [Microsoft partner website.](#)

What are the benefits associated with Solutions Partner designations?

Program benefits will continue to support you as you grow your business. The Solutions Partner designations benefits include internal use licenses (IUR) as well as other familiar benefits such as go-to-market services and resources, support and more. All Solutions Partner designations include benefits such as marketing, support, and advisory benefits. Each designation also has specific incremental benefits.

To learn more about Solutions Partner benefits, please visit the [benefits guide on the Microsoft partner website.](#)

How can I attain a Solutions Partner designation?

A Solutions Partner designation has a holistic measurement framework, the partner capability score, which measures performance, skilling, and customer success. So, it is not just what you know, it is how you apply that knowledge to what you do for customers every day. This holistic measurement provides you flexibility to demonstrate your knowledge, skills, and experience.

To attain a Solutions Partner designation, you will need to earn a minimum of 70 points (with points in each category and sub-category) out of the possible 100 points that are available.

For more information about specific requirements, please visit Microsoft Docs:

- Solutions Partner for Business Applications: [aka.ms/solutionspartnerbizapps](#)
- Solutions Partner for Data & AI (Azure): [aka.ms/solutionspartnerdataai](#)
- Solutions Partner for Digital & App Innovation (Azure): [aka.ms/solutionspartnerdigiapp](#)
- Solutions Partner for Infrastructure (Azure): [aka.ms/solutionspartnerinfra](#)
- Solutions Partner for Business Applications: [aka.ms/solutionspartnerbizapps](#)
- Solutions Partner for Modern Work: [aka.ms/solutionspartnermodern.](#)
- Solutions Partner for Security: [aka.ms/solutionspartnersecurity](#)

Is Solutions Partner the same thing as the Microsoft AI Cloud Partner Program?

No. The Microsoft AI Cloud Partner Program is for all organizations who choose to partner with Microsoft, whether they build and sell services, software or devices. It is optimized for the Microsoft Cloud and is how we provide partners with access to our technology ecosystem, platforms, benefits, and incentives to empower them to deliver customer success, drive growth, and stay at the forefront of cloud transformation. Solutions Partner is a designation that partners can attain to showcase their technical capability and customer success. The designation can help

partners differentiate their organization with customers. The initial six Solutions Partner designations are now generally available, and we are continuing to work on future designations. We'll share more information in future.

Where can I track my progress towards attaining a Solutions Partner designation?

You can track your progress towards earning a Solutions Partner designation by signing into Partner Center and navigating to the Solutions Partner page.

Where can I see what points I have for a Solutions Partner designation?

Admins can sign into the Solutions Partner page in Partner Center to see how their organization is progressing towards the Solutions Partner designation.

When will the data be updated in the Solutions Partner dashboard on Partner Center?

Performance and Customer Success subcategories are typically refreshed by the 20th of every month. However, there may be more minor data refreshes throughout the month.

Skilling subcategories are typically refreshed within a week after certification is completed.

If something doesn't appear to be reported correctly on the Solutions Partner dashboard, who do I contact for assistance?

Please log a ticket with Support at https://partner.microsoft.com/support.

Is it possible to earn partial points in a partner capability score category?

Yes. You can earn partial points in whole increments. For example, if a metric requires three customer adds with a total of 30 total points and you obtain one customer add you will earn 10 of the 30 total points.

For more information about specific requirements, please visit Microsoft Docs:
- Solutions Partner for Business Applications: aka.ms/solutionspartnerbizapps
- Solutions Partner for Data & AI (Azure): aka.ms/solutionspartnerdataai
- Solutions Partner for Digital & App Innovation (Azure): aka.ms/solutionspartnerdigiapp
- Solutions Partner for Infrastructure (Azure): aka.ms/solutionspartnerinfra
- Solutions Partner for Business Applications: aka.ms/solutionspartnerbizapps
- Solutions Partner for Modern Work: aka.ms/solutionspartnermodern
- Solutions Partner for Security: aka.ms/solutionspartnersecurity

What if I do not have the 70 points required to meet the Solutions Partner

designation?

If your organization does not have the 70 points required to meet the Solutions Partner designation, you can sign into the Solutions Partner page in Partner Center for guidance on how you can improve your score in each of the categories: performance, skilling, and customer success.

We recommend purchasing the Partner Success Expanded Benefits package to access the benefits you need while you work toward your designation.

My organization doesn't currently have a Solutions Partner designation, so what's the best way to refer to my current standing with Microsoft when engaging with customers?

All organizations who are members of the Microsoft AI Cloud Partner Program can refer to their organization as a Microsoft partner or a member of the Microsoft AI Cloud Partner Program. This encompasses the vast majority of partners, including those in ISV Success and those who have purchased a partner benefits package.

What happens if we attain the Solutions Partner designation but dip below 70 points between attaining the designation and our anniversary date?

To better align to how partners attain and renew their Solutions Partner designations, we have adjusted the renewal window. Instead of requiring a partner to meet the qualifications during the one month they need to renew, partners now only need to meet the qualifications on at least one day in the previous six months. Learn more [here](#).

Is the 70 points for the Solutions Partner designation only or does it contribute to the specialization and expert programs?

70 points is the minimum requirement to attain a Solutions Partner designation. Note that it is 70 points out of a possible 100 points, and partners need to have points in all subcategories.

The associated Solutions Partner designation are now the prerequisite for specializations and expert programs. For example, to earn the Calling for Microsoft Teams specialization, a partner first needs to attain the Solutions Partner for Modern Work designation, then meet the specialization requirements which are otherwise unchanged. For more information on the requirements visit the [specialization pages](#) on the Microsoft partner website.

Our partner capability score is currently 50 points or less, but we are working towards an advanced specialization, will that boost our score?

No. Specializations (previously called advanced specializations) and expert programs will continue to be a way to further differentiate your organization's deep technical expertise.

Solutions Partner designations are the first opportunity to differentiate your organization's capabilities in delivering customer success. 70 points is the minimum requirement to attain a Solutions Partner designation. Note that it is 70 points out of a possible 100 points, and partners need to have points in all subcategories. The associated Solutions Partner designation are now the prerequisite for specializations and expert programs. For example, to earn the Calling for Microsoft Teams specialization, a partner first needs to attain the Solutions Partner for Modern Work designation, then meet the specialization requirements which are otherwise unchanged. For more information on the requirements visit the specialization pages on the Microsoft partner website.

Does the work I am doing with government, education and nonprofit customers count towards my partner capability score?

We are currently working on changes to ensure partners are being credited with work they are doing with education and nonprofit customers. We do not have timing on this work and will share an update when we have more information. We are also investigating whether it is possible to include work with government customers. We expect the government credit to take longer and will share an update when we have new information.

I have questions about the new customer-facing badges and benefits. What badges are available for the Solutions Partner designations?

New customer-facing badges for the Solutions Partner designations are available starting October 3, 2022. There is one badge per solution area which represents the Solutions Partner designation. There is also a Solutions Partner for Microsoft Cloud badge, for partners who attain all six Solutions Partner designations.

How are badges and benefits distributed between a partner global account and a partner location account?

Designation badges and benefits are attained on the partner global account ("PGA") level; badges and benefits can be distributed to the partner location account(s) ("PLA") that are associated to the PGA. It is at the discretion of the PGA regarding how to distribute benefits to PLA(s). To learn more about the relations between PGA and PLA, go here: Two levels of MPN partner accounts - Partner Center | Microsoft Docs

If a partner has multiple PGAs, they can choose to consolidate by following these steps https://docs.microsoft.com/en-us/partner-center/merge-

Where can we find the new logo designation design guidelines for print and website/digital use? Will there be black/white/transparent images available?

Color and black and white versions of the badging are available for download from Logo Builder in Partner Center once partners have attained the designations. Badge use guidelines are available in Logo Builder and on the Microsoft partner website.

If I meet all the requirements for an additional designation, will the benefits be available immediately, or is there a time delay in Partner Center?

If you earn a subsequent designation in between anniversary dates, you will be able to access the subsequent benefits immediately – you do not have to wait until your upcoming anniversary date.

If I attain an additional designation mid-year, is the designation valid for twelve months from attainment or is it valid through the next anniversary date?

The designation is valid until the anniversary date of when the first designation was attained. For example, if a Solutions Partner for Modern Work designation is attained November 2022, and then Business Applications is attained January 2023 and Security in February 2023, all three designations will have the same anniversary date of November 2023.

I have questions about fees.

What is the fee to attain a Solutions Partner designation?

The annual fee to attain a Solutions Partner designation is $4,730 USD (or equivalent, local fees vary). This is aligned to the existing fees to attain a legacy gold competency.

For partners with a legacy competency by September 30, 2022, who attain a Solutions Partner designation, the required annual fee is based on the benefits selected and is due at your existing anniversary date (as listed in membership page in Partner Center).

For example, if you choose the Solutions Partner designation benefits, you will pay an annual fee of $4,730 USD (or equivalent, local fees vary) aligned to the legacy gold competency fee. If you choose to retain the legacy benefits (benefits you received based on the legacy competency you held on September 30, 2022), you will pay a fee aligned to your legacy silver or gold competency fee (local fees vary).

You can choose to attain one Solutions Partner designation, or more, if applicable to your business. Once you attain a Solutions Partner designation, subsequent Solutions Partner designations can be attained, after requirements are met, with no additional fee.

For more information, please visit the [Microsoft partner website.](#)

Do we need to pay a separate fee for each of the six Solutions Partner designations and what is the fee?

The annual fee for the Solutions Partner designation, regardless of how many designations, is $4,730 USD (or equivalent, local fees vary), aligned to the legacy gold competency fee. As it works with competencies today, if a partner earns subsequent designations, they do not need to pay the fee again.

What happens to my existing and new applications I'm considering publishing on Microsoft AppSource if I do not qualify for a new Solutions Partner designation(s) on October 3, 2022, and beyond?

For Consulting Service and Managed Service offer types only, on October 3, 2022, existing partners, who had a silver and/or gold competency on September 30, 2022, will be able to continue publishing these offer types on Microsoft AppSource until October 3, 2023. A Solutions Partner designation will be required beginning October 3, 2023 to create a Consulting Service and/or Managed Service offer. New partners or partners who did not have a competency on September 30, 2022, are now required to have a Solutions Partner designation to publish these offer types on Microsoft AppSource. To learn about the publishing criteria for other offer types, please go [here](#).

I have broad questions about the requirements.

Are the customer references/evidence going to be 100% telemetry based or will they require manual/ verbal approval and verification from each customer for each scenario?

The customer references are referring to requirements as part of certain specializations. There are currently no planned changes for existing specializations in market. As a result, there is no change in how customer references are validated at this time. The partner capability score is a telemetry-based score based on data that exists in Partner Center. You will need to ensure the data such as DPOR and CSP and certifications is being captured and reported accurately, but once you've made those connections, the data will be updated monthly and daily for skilling.

More information on requirements and how to link reporting is available on the [Microsoft Docs](#) pages.

Is it possible to earn more than the maximum number of points in a category?

No. You cannot earn more points than the total possible points in each category.

I have earned more than 70 points for a Solutions Partner designation. When will I receive a badge?

Once you have attained a Solutions Partner designation, your customer-facing badge will be available to download from Logo Builder in [Partner Center](#).

Where an exam, certificate, or assessment counts for more than one Solutions Partner designation, can the same skill (exam, certificate, or assessment) be completed by the same Microsoft Certified Professionals (MCP)?

Yes.

Can one person with their exam passed be linked to more than one Solutions Partner designation?

Yes.

Where do I go to learn more about the various association types that are necessary to receive recognition and points associated with performance and customer success categories across the Solutions Partner designations?

Find out more about linking your partner ID on Partner Center document on Microsoft Docs.

Specifically:
- [Link a partner ID for CSP Tier 1 or 2](#)
- [Link a partner ID for Azure performance - PAL or DPOR (microsoft.com)](#)
- [Link a partner ID for CPOR](#)

How are partner associations such as CPOR and PAL impacted if a customer is served by multiple partners?

Association types such as CPOR and PAL allow partners to be associated at the customers'

workload level so that more than one partner who is working in the customer's environment is recognized for the work they have completed.

Will GDAP be added to report partner association to meet the partner capability score requirements?

GDAP is not currently one of the attribution methods for partner capability score requirements. Depending on which Solutions Partner designation you are pursuing, you will need to link CPOR, DPOR or CSP. Please refer to the requirements information on Microsoft Docs for more information.

I have questions about competencies Did competencies go away?

Yes. September 30, 2022 was the last day for partners to renew competencies. January 21, 2025, was the last day to renew legacy benefits associated with competencies.

I missed renewing my legacy competency ahead of September 30, 2022. Can I submit a request for an exception and still renew my competency even though it is now October 2022?

There is no exception process for partners who did not renew their competency at the time of their anniversary date ahead of the September 30, 2022 deadline. Instead, partners can choose to purchase a partner benefits package, work toward a Solutions Partner designation, or if they are an ISV partners, they can sign up for ISV Success.

Benefits, incentives, and requirements

I have questions about benefits, incentives, and requirements
Will incentives be changing?

Partners with an eligible active legacy silver/gold purchase status as of January 21, 2025, will be eligible for the remainder of the FY25 CSP incentive term (January 22, 2025, to September 30, 2025). FY26 CSP incentives will be announced at a later date.

Microsoft 365 Copilot products were added to my existing benefits offerings during the January 22 update. Do I need to activate the Copilot products before using them?

Yes. While some benefits that were added on January 22, 2025, are automatically activated, Copilot products need to be manually activated in your Partner Center dashboard. Please visit

Partner Center, where you will find your benefits under Cloud services in the Benefits workspace. Instructions for this process are available in the dashboard.

I have attained a Solutions Partner designation. On my next anniversary date, should I move to the Solutions Partner benefits or stick with my legacy benefits?

Move to your Solutions Partner designations benefits. As of January 22, 2025, partners can no longer renew their legacy silver/gold benefits.

How do I check what legacy benefits I am receiving today?

Partners should review their legacy benefits in Partner Center to ensure they have the latest information.

Requirements for Azure-related designations

For Solutions Partner for Azure-related designations, how do the requirements differ?

The requirements in the Performance and Customer Success categories are the same. The Skilling category has different required certifications for each of the designations.

For more information about specific Solutions Partner designation requirements, please visit:
- Solutions Partner for Data & AI (Azure): aka.ms/solutionspartnerdataai
- Solutions Partner for Digital & App Innovation (Azure): aka.ms/solutionspartnerdigiapp
- Solutions Partner for Infrastructure (Azure): aka.ms/solutionspartnerinfra

For Solutions Partner for Azure-related designations, in the performance category, what qualifies as a Net Customer Add?

To learn more about the requirements for performance, please visit:
- Solutions Partner for Data & AI (Azure): aka.ms/solutionspartnerdataai
- Solutions Partner for Digital & App Innovation (Azure): aka.ms/solutionspartnerdigiapp
- Solutions Partner for Infrastructure (Azure): aka.ms/solutionspartnerinfra

For Solutions Partner for Azure-related designations, in the customer success category, how is ACR (Azure Consumed Revenue) Growth calculated?

To learn more about the requirements for customer success, please visit:
- Solutions Partner for Data & AI (Azure): aka.ms/solutionspartnerdataai

- Solutions Partner for Digital & App Innovation (Azure): aka.ms/solutionspartnerdigiapp
- Solutions Partner for Infrastructure (Azure): aka.ms/solutionspartnerinfra

For Solutions Partner Azure-related designations, in the customer success category, how are Deployments measured?

To learn more about requirements for the customer success category for Azure designations, please visit:
- Solutions Partner for Data & AI (Azure): aka.ms/solutionspartnerdataai
- Solutions Partner for Digital & App Innovation (Azure): aka.ms/solutionspartnerdigiapp
- Solutions Partner for Infrastructure (Azure): aka.ms/solutionspartnerinfra

For Solutions Partner for Azure-related designations, in the skilling category, what certifications are required?

To learn more about requirements for skilling, please visit:
- Solutions Partner for Data & AI (Azure): aka.ms/solutionspartnerdataai
- Solutions Partner for Digital & App Innovation (Azure): aka.ms/solutionspartnerdigiapp
- Solutions Partner for Infrastructure (Azure): aka.ms/solutionspartnerinfra

Requirements for Business Applications designation

For Solutions Partner for Business Applications, in the performance category, what workloads are relevant?

To learn more about requirements for performance, please visit Microsoft Docs at aka.ms/solutionspartnerbizapps.

For Solutions Partner for Business Applications, in the customer success category, what is the monthly consumption value and how is it used?

To learn more about requirements for customer success, please visit Microsoft Docs at aka.ms/solutionspartnerbizapps.

How do I meet the skilling requirements for the Business Applications designation?

To learn about the requirements for skilling, please review the detailed requirements on Microsoft Docs and in the overview for Solutions Partner for Business Applications deck in the partner training gallery on the Microsoft partner website.

Requirements for Modern Work designation

For Solutions Partner for Modern Work, in the performance category, what qualifies as a Net Customer Add?

To learn more about requirements for performance, please visit Microsoft Docs at aka.ms/solutionspartnermodern.

For Solutions Partner for Modern Work, in the performance category, how do I associate my organization with my customers?

For enterprise and SMB customers, please visit Microsoft Docs at aka.ms/solutionspartnermodern.

For Solutions Partner for Modern Work, in the skilling category, what exams and certifications are required?

To learn more about requirements for skilling, please visit Microsoft Docs at aka.ms/solutionspartnermodern.

For Solutions Partner for Modern Work, in the customer success category, how is the monthly Active usage growth score calculated?

To learn more about requirements for performance, please visit Microsoft Docs at aka.ms/solutionspartnermodern.

For Solutions Partner for Modern Work, in the customer success category, how is deployed service defined?

To learn more about requirements for performance, please visit Microsoft Docs at aka.ms/solutionspartnermodern.

How does Solutions Partner for Modern Work map to the Microsoft Cloud Accelerator Program?

Solutions Partner for Modern Work is an important requirement to be eligible for the Microsoft Cloud Accelerator Program. Please visit sign into Partner Center to see your eligibility.

What is the reasoning for basing the performance and customer success requirements for the Modern Work SMB track on greater than 10 seats?

In most cases where the customer account size is less than 10 seats, customers don't engage partners to deploy Microsoft 365 and partners are not focused on delivering value-added services as it is not profitable for them. Because Solutions Partner for Modern Work designation

is designed to identify partners with the skills and proven track record needed to help customers deploy and use Microsoft 365, we believe focusing on partner capability with servicing customers with 10 seats or more is the best indicator of this.

Requirements for Security designation

For Solutions Partner for Security, in the performance category, can points be earned for Microsoft 365 and Microsoft Azure workloads?

Yes, partners can earn points from either Microsoft Azure, Microsoft 365 or both. To learn more about requirements for performance, please visit Microsoft Docs at aka.ms/solutionspartnersecurity.

For Solutions Partner for Security, in the performance category, is it the same process to associate my customers with my organization for Solutions Partner for Modern Work and Solutions Partner for Security?

To learn more about requirements for performance, please visit Microsoft Docs at aka.ms/solutionspartnersecurity.

For Solutions Partner for Security, in the performance category, how can I verify my organization is getting credit for our work with customers?

Customers will be associated with your organization through Partner Center Claiming Partner of Record (CPOR). For Azure customers will be associated with your organization through the Partner Admin Link.

For more information about Claiming Partner of Record (CPOR), please visit aka.ms/cpor. Please select Online Services Usage Microsoft 365 Incentive Resources.

For more information about Partner Admin link (PAL), please visit PAL collection on the Microsoft partner website.

For certifications that are required in the skilling category and have been identified for retirement, should I wait to take my exam until a new certification has been identified?

When certifications retire, there is no immediate impact. Certifications identified for retirement continue to count toward your partner capability score for one year after retirement or until your individual certification expires, whichever is sooner, in an effort to give you time to adjust. You can continue to take these retiring exams until their retirement date if they are the right fit for your business.

Why is the Cloud Solution Provider (CSP) partner association not eligible for the Solutions Partner for Security designation?

In Security, we classify CSP associations to small and medium businesses. Although any partner seeking a Solutions Partner designation for Security can use CPOR to be recognized for servicing a customer's Microsoft cloud environment. The current program is designed to recognize partners who manage larger customer accounts.

Why is the existing Enterprise Mobility Management competency mapping to the Solutions Partner for Security designation?

A secure environment is an always-up-to-date environment. The goal is to facilitate modern cloud deployment technologies to ensure customers are always secure and up to date.

Partner benefits packages, badging, Logo Builder letters, incentives, and other benefits offerings

Partner benefits packages

What are the names of the partner benefits packages?

The names of the partner benefits packages are:
- Partner Launch Benefits
- Partner Success Core Benefits
- Partner Success Expanded Benefits

What are the prices of the partner benefits packages?

The prices of the partner benefits packages are:
- Partner Launch Benefits: $345
- Partner Success Core Benefits: $895
- Partner Success Expanded Benefits: $3,995

Prices in local currencies are displayed in Partner Center. We use the same foreign exchange (FX) currency rates that are used for Microsoft Cloud products.

Are partner benefits packages available for annual purchase?

Yes. These partner benefits packages can all be purchased annually and are valid for 12 months.

Which product benefits are included with partner benefits packages?

Check out the benefits guide for lists of product benefits.

Can a partner organization purchase more than one (1) of each of the individual partner benefits packages? For example, can an organization purchase three (3) Partner Success Expanded Benefits packages?

No. An individual partner global account can only purchase one (1) of a given partner benefits package at a time. This is the same as other Microsoft AI Cloud Partner Program membership benefits.

Can a partner organization purchase one of each of the partner benefits packages at the same time? For example, can an organization purchase one (1) Partner Launch Benefits, one (1) Partner Success Core Benefits, and one (1) Partner Success Expanded Benefits package?

Yes. A partner can have up to one of each of the partner benefits packages.

Badging

Is customer-facing badging included with partner benefits package purchases?

No. Customer-facing badging is not included with these partner benefits packages.

Logo Builder letters

Are there Logo Builder letters available for the partner benefits?

No. There is not a Logo Builder letter available for Partner Launch Benefits, Partner Success Core Benefits, or Partner Success Expanded Benefits.

Incentives

Is there incentive eligibility for any of the partner benefits?

No. Incentive eligibility is not currently available for Partner Launch Benefits, Partner Success Core Benefits, or Partner Success Expanded Benefits.

Are there any changes to Microsoft Commerce Incentives?

No. There are no current changes to Microsoft Commerce Incentives.

Can my organization purchase/renew Action Pack or Learning Action Pack in addition to a partner benefits package?

No. As part of our commitment to providing the most up-to-date benefits, Action Pack and Learning Action Pack are no longer available for purchase or renewal as of January 22, 2025.

Can my organization continue to renew our legacy silver/gold benefits?

No. As part of our commitment to providing the most up-to-date benefits, legacy silver and legacy gold benefits are no longer available for renewal as of January 22, 2025.

Are there any changes to Solutions Partner designation product benefits?

Yes. Several valuable product, support, and advisory benefits were added across Solutions Partner designations on January 22, 2025. Explore the benefits guide to learn what's been added to each.

My organization currently has a Microsoft Action Pack and legacy silver or gold benefits package. Can my organization purchase the partner benefits packages now, or do we need to wait until our anniversary date?

You can purchase now and use the benefits from your partner benefits package(s).

Stacking

My organization has a Solutions Partner designation. Can we purchase a partner benefits package?

Yes. You can purchase partner benefits packages alongside your Solutions Partner designation and receive the benefits of both.

Refunds

My organization just purchased a Microsoft Action Pack/legacy silver or gold benefits in the last ninety (90) days. Can we request a refund so we can purchase one of the supported offerings?

The existing refund process applies. No special refunds or discounts will be provided.

Specializations and the Azure Expert Managed Service Provider offering

Specializations

What are specializations?

Specializations demonstrate your ability to deliver project-based services related to specific technical scenarios aligned to the solutions areas, and with how we go to market. Earning a specialization strengthens and differentiates you from your competition in areas with high customer demand. To learn more about specialization benefits, please visit the [benefits guide on the Microsoft partner website](#).

Solutions Partner designations are a prerequisites to earning specializations. You will have until the anniversary date of your specialization to ensure you meet the relevant Solutions Partner designation aligned to your specialization to retain your specialization. You will not be allowed to renew your specialization at your specialization anniversary date if you have not attained the aligned Solutions Partner designation.

What is the difference between Solutions Partner designations and specializations?

The Solutions Partner designation becomes the first opportunity for you to demonstrate your breadth of skills, knowledge and set yourself apart from the competition. Once you attain a Solutions Partner designation, you can further differentiate your deep technical expertise and experience with specializations through the Microsoft Azure Expert Managed Service Provider (MSP) program.

What is the new SMB path?

The SMB path—which is already active for the Business Applications and Modern Work solution areas—is designed with tailored requirements that simplify the qualification process for partners, making it easier for them to differentiate their businesses and reach more SMB customers.

[Partners can learn more here.](#)

As of January 31, 2025, the **SMB path for Azure Solutions Partner designations**—Data & AI (Azure), Digital & App Innovation (Azure), and Infrastructure (Azure)—is now available! While the SMB and Enterprise paths have different requirements, both lead to the same designations and benefits.

Are there expanded incentives for the SMB path?

Yes. As part of these designation benefits, Microsoft is expanding the Azure Migrate and Modernize and Azure Innovate incentives to help partners drive business in the SMB segment.

Starting **March 1**, 2025, Azure Solutions Partners on the SMB path will have access to the following new engagements:

Azure Migrate and Modernize

- Azure Migrate and Modernize Partner-led: Infrastructure and Database Migration XS (SMB)

- Azure Migrate and Modernize Partner-led: Infrastructure and Database Migration S (SMB)

- Azure Migrate and Modernize Partner-led: Infrastructure and Database Migration with Microsoft Defender for Cloud XS (SMB)

- Azure Migrate and Modernize Partner-led: Infrastructure and Database Migration with Microsoft Defender for Cloud S (SMB)

Azure Innovate

- Azure Innovate Partner-led: Analytics Deployment XS (SMB)

- Azure Innovate Partner-led: Analytics Deployment S (SMB)

- Azure Innovate Partner-led: Build & Modernize AI Apps Deployment XS (SMB)

- Azure Innovate Partner-led: Build & Modernize AI Apps Deployment (SMB)

Please note that these new engagements will be available within Partner Center once you're enrolled in Microsoft Commerce Incentives (MCI), and they will follow the same customer and claiming eligibility requirements as the current Azure Migrate and Modernize and Azure Innovate engagements.

Additional resources can be found here;

[Business Applications Walking Deck](#)

[Modern Work Walking Deck](#)

[Azure Walking Deck](#)

Security Walking Deck (coming soon)

Once I attain a Solutions Partner designation, what specializations can I earn?

Eligibility for specializations is based on the Solutions Partner designation you have attained. For specializations aligned to more than one Solutions Partner designation, partners need only attain one of the required Solutions Partner designations. See table below for mapping:

Specialization	Solutions Partner designation					
	BA	D&AI	D&AI	INFRA	MW	SEC
Adoption and Change Management					X	
AI and Machine Learning on Microsoft Azure		X	X			
Analytics on Microsoft Azure		X				
Build and Modernize AI Apps with Microsoft Azure		X	X			
Business Intelligence	X	X				
Calling for Microsoft Teams					X	
Cloud Security						X
Customer Solutions for Microsoft Teams					X	
Data Warehouse Migration to Microsoft Azure		X				
DevOps with GitHub on Microsoft Azure			X			
Finance	X					
Hybrid Cloud Infra with Microsoft Azure Stack HCI		X	X	X		
Identity and Access Management						X
Information Protection and Governance						X
Infra and Database Migration to Microsoft Azure		X		X		
Intelligent Automation	X		X			
Kubernetes on Microsoft Azure		X	X			
Meetings and Meeting Rooms for Microsoft Teams					X	
Microsoft Azure VMware Solution				X		
Microsoft Low Code Application Development	X		X			
Microsoft Azure Virtual Desktop				X		
Migrate Enterprise Applications to Microsoft Azure		X	X			
Modernization of Web Apps to Microsoft Azure		X	X			
Modernize Endpoints					X	
Networking Services in Microsoft Azure				X		
Sales	X					
SAP on Microsoft Azure				X		
Service	X					
Small and Midsize Business Management	X					
Supply Chain	X					
Teamwork Deployment					X	
Threat Protection						X

Can I earn any specializations if I have any of the three Azure-related designations (Data & AI, Digital & App Innovation, Infrastructure)?

No. Eligibility for specializations is based on the designation(s) you have attained (see table above) and specific requirements for each specialization. For specialization requirement details please sign into Partner Center.

What are the benefits associated with specializations and expert programs?

After you earn a specialization or expert designation, you will have access to benefits that include 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, and more.

Additionally, as part of the benefits associated with the Solutions Partner designation, if you subsequently earn a specialization, you will receive incremental product benefits to help further accelerate your business. Incremental benefits for specialization and expert programs are only available with Solutions Partner benefits and cannot be added to legacy benefits.

To learn more about Solutions Partner benefits, please visit the benefits guide on the Microsoft partner website.

Can I receive benefits associated with specializations and expert programs before my renewal date?

No. The new incremental benefits for specializations and expert programs are tied to the benefits for Solutions Partner designations and must be selected (by paying the aligned fee) instead of choosing to retain legacy benefits (and paying the aligned fee). The ability to select your benefits will be available at your first membership anniversary date after attaining a Solutions Partner designation.

To view an example of the timeline and options for receiving the benefits associated with specializations and expert programs, please visit the section titled 'Illustrative example' in the benefits guide on the Microsoft partner website.

Will I receive benefits associated with specializations and expert programs if earned after my renewal date?

If you already have the relevant Solutions Partner designation and have opted to select the Solutions Partner benefits (and pay the fee), incremental specialization benefits are received when the specialization is earned and will be available through your next renewal date.

The total number of specializations or expert program associated benefits must be within the

respective maximum benefit cap amounts for each category of specializations and expert programs.

To view an example of the timeline and maximum benefit cap amounts for receiving the benefits associated with specializations and expert programs, please visit the section titled 'Illustrative example' in the [benefits guide on the Microsoft partner website.](#)

After a Solutions Partner for Azure designation is attained, what specializations can be earned?

Specialization requirements are specific to each specialization. For more information on specialization requirements log into [Partner Center](#).

Azure Expert Managed Service Provider program

What is happening with the Azure Expert MSP program?

There are no changes to the Azure Expert MSP program outside of the impact of the move from competencies to Solutions Partner designations. After October 3, 2022, when the Solutions Partner designations are available for partners to attain, all three Azure-related Solutions Partner designations, Data & AI (Azure) Digital & App Innovation (Azure), and Infrastructure (Azure) are required as a prerequisite for the Azure Expert MSP. Once you have attained the Solutions

Partner designations you will need to meet the additional requirements. To learn more, please visit the [Azure Expert Managed Services Provider information on the Microsoft partner website.](#)

To learn more about Solutions Partner benefits, please visit the [benefits guide on the Microsoft partner website.](#)

Is Microsoft planning to make changes to the Azure Expert MSP offering?

Azure Expert Managed Service Provider (MSP) continues to be a way for partners to distinguish your organization's sustainable, repeatable, and efficiently managed services across the full cloud lifecycle, allowing your customers to focus on their business priorities. There are no changes to this program as it exists today outside of the update to prerequisite from legacy competencies to Solutions Partner designations and the prerequisite for partners to have attained all three Azure-related designations: Data & AI (Azure), Digital & App Innovation (Azure) and Infrastructure (Azure). Should this change, we will provide partners with notice ahead of any updates being implemented.

Which Solutions Partner designations are required for earning Azure Expert MSP?

All three Azure-related Solutions Partner designations—Data & AI (Azure), Digital & App Innovation (Azure), and Infrastructure (Azure)—are required as a prerequisite for the Azure

Expert MSP.

Independent Software Vendors

Overview

We are pleased to [announce](#) the general availability of Solutions Partner* with certified software** for partners who develop software, or ISVs. Certified software designations provide an opportunity to better connect with customers and to unlock additional benefits from Microsoft. By becoming a Solutions Partner with certified software, partners can differentiate their software solution in areas of high customer demand, increase their discoverability in the commercial marketplace, connect with more customers, and take advantage of marketing and branding resources designed to help them accelerate their revenue in a rapidly growing market.

These designations distinguish a software solution's specific capabilities and help customers identify solutions for their business needs.

Disclaimer: Intended for general information purposes only as a high-level overview of the certified software designations. Information herein is subject to change, without notice.

Why has Microsoft launched Solutions Partner with certified software designations?

At Microsoft, we recognize that what each partner needs to succeed is unique to their business model, size, and stage of growth. To better support our partners who develop software —we continue to invest in benefits, resources, and initiatives that meet them where they are through our Microsoft AI Cloud Partner Program. To help businesses build smarter from day one, we have created the Microsoft for Startups Founders Hub to support founders from idea to exit with Microsoft Azure credits, expert guidance, developer tools, and access to trusted partners. Through [ISV Success](#), we provide benefits and resources, including cloud credits, software licenses, developer tools, and consultations, that help partners build, publish, in our Marketplace and grow well-architected software solutions on the Microsoft Cloud.

Now, we have built upon the existing partner program by adding Solutions Partner designations for qualifying software solutions with the goal of helping partners better connect with customers and Microsoft sellers searching for software solutions to address their industry and/or solution area challenges.

What are the eligibility criteria for the new certified software designations once they are generally available?

Eligibility will be based on several criteria including, but not limited to, commercial marketplace

transactability (for applicable offers), a technical review of the solution's interoperability with the Microsoft Cloud and a demonstrated track record of customer success. Below we have shared an overview of the qualification criteria for Solutions Partner with certified software and the detailed criteria across each certified software designation for solution area and Industry AI. More details of the eligibility criteria are available in Partner Center.

General Criteria

Category	Metric(s)
Commercial marketplace	The solution (i.e., "offer") must be published to the Microsoft commercial marketplace. Certain certified software designations require that the solutions attain an IP co-sell eligible status and/or be transactable, as outlined below. References: • Publishing guide by offer type - Microsoft commercial marketplace - Marketplace publisher | Microsoft Learn • Microsoft commercial marketplace transact capabilities - Marketplace publisher | Microsoft Learn • Co-sell requirements - Partner Center | Microsoft Learn)
Technical	Solutions will be subject to a technical review or audit to ensure that the solution follows the best practices of interoperating or integrating with Microsoft products, services and platforms thereby making it easier for customers to identify the software that will work seamlessly with the Microsoft workloads they already use. The technical review will vary by certified software designation (refer to the tables below for more information).

Customer success	The non-technical criteria will be measured by metrics that show a track record of commercial performance and deployments, including Marketplace Billed Sales (MBS), and other relevant measures by designation, as well as by evidence of customer satisfaction, if applicable, either through commercial marketplace ratings, or at least two artifacts of evidence from customers, and/or case studies. For the industry designations, the submitted customer evidence artefacts will cover all of the customer success criteria. **: ** Commercial marketplace ratings criteria are planned to be mandatory following one year of the general availability launch date of this partner offer. The criteria will be enforced at the following designation renewal for a particular partner solution. References: • Revenue dashboard in commercial marketplace analytics - Partner Center | Microsoft Learn • Ratings and Reviews dashboard for the commercial marketplace - Partner Center | Microsoft Learn

Solutions Partner with certified software for Azure

Category	Metric(s)
Commercial marketplace	Solutions must be Azure IP co-sell eligible. References: • Co-sell requirements - Partner Center | Microsoft Learn
Technical	Solutions must pass a technical review audit that assesses the interoperability with Azure products, platforms, and services, with specific criteria according to the solution's integration scenario(s): • Data • AI provider • Compute • Container • Integration (e.g., connectors) • Control Plane
Customer success	Solutions and partners must satisfy the following criteria: 1) (Partner criteria): Commercial performance measured by the same criteria as the FY24 IP co-sell top tier marketplace

	performance criteria, namely that partners must meet **one** of the following criteria over a trailing twelve-month period:
	- USD$4 million marketplace billed sales (MBS) transactions, OR
	- 12 net-new customer adds to the marketplace of greater than USD10,000 each, OR
	    o "Net-new" here means net-new to the Microsoft commercial marketplace (not net-new to Microsoft) and/or net-new to the specific partner.
	- 30 marketplace transactions with eight unique customers
	    o Must be at a minimum value of USD100.
	2) (Solution criteria): Customer satisfaction measured by **one** of the following criteria for the solution:
	- At least a 4.5 average commercial marketplace rating and with 15 or more ratings, OR
	- 2 artefacts of verifiable customer evidence (including, but not limited to, case studies), relevant to the product and solution area.
	
	References:
	• [Azure IP co-sell top-tier benefits - Partner Center | Microsoft Learn](#)

Solutions Partner with certified software for Business Applications

Category	Metric(s)
Commercial marketplace	Solutions must be Business Applications IP co-sell eligible. Note: Dynamics 365 Business Central and Dataverse and Power Apps offers do not need to be transactable at this time given commercial marketplace transactability capabilities. References: • [Co-sell requirements - Partner Center | Microsoft Learn](#)

Technical	Solutions must pass a technical review audit that assesses the interoperability with Business Applications products, platforms, and services, with specific criteria to assess feature overlaps, operational excellence, data handling and more. References: Please review the Azure technical requirements documentation.
Customer success	Solutions and partners must satisfy the following criteria: 1) (Partner criteria): Commercial performance measured by partners meeting USD$1 million marketplace billed sales (MBS) transactions over a trailing twelve-month period. We are evaluating additional metric(s) that may be added in the future to capture non-transactable Business Applications offers. 2) (Solution criteria): Customer satisfaction measured by **one** of the following criteria for the solution: - At least a 4.5 average commercial marketplace rating and with 15 or more ratings, OR 2 artefacts of verifiable customer evidence (including, but not limited to, case studies), relevant to the product and solution area.

Solutions Partner with certified software for Modern Work

Category	Metric(s)
Commercial marketplace	Microsoft 365 solutions do not need to be transactable at this time given commercial marketplace transactability capabilities.
Technical	Solutions will need to complete the Microsoft 365 App Compliance Program certification. References: • [Microsoft 365 App Compliance Program - Microsoft 365 App Certification | Microsoft Learn](#)

Customer success	Solutions and partners must satisfy the following criteria:
	1) (Partner criteria): Commercial performance measured by **one** of the following criteria over a trailing twelve-month period:
	   - Partners meeting USD100,000 marketplace billed sales (MBS) transactions, OR
	   - Solutions averaging 50,000 Teams Apps monthly active users (MAU)
	
	2) (Solution criteria): Customer satisfaction measured by **one** of the following criteria for the solution:
	   - At least a 4.5 average commercial marketplace rating and with 15 or more ratings, OR
	   - 2 artefacts of referenceable customer evidence (including, but not limited to, case studies), relevant to the product and solution area.
	
	References:
	• Please review the [technical review documentation for Business Application](#)

Solutions Partner with certified software for Security

Category	Metric(s)
Commercial marketplace	Solutions must be Azure IP co-sell eligible. References: • [Co-sell requirements - Partner Center	Microsoft Learn](#)
Technical	Solutions must pass a technical review according to the Security platform or product that they integrate with: • Sentinel: The solution must have passed the publishing criteria and be active in the Microsoft Sentinel Content hub gallery Note that if the solution integrates with a Microsoft Security platform not listed, it may still be eligible for the Microsoft Intelligent Security Association (MISA), which covers a broader set of platforms (refer to link below). References: • Please review the [Sentinel content and solutions documentation](#) • [aka.ms/MISA](#)

Customer success	Solutions and partners must satisfy the following criteria:
	1) (Partner criteria): Commercial performance measured by the same criteria comprising the FY24 IP co-sell top tier marketplace performance criteria, namely that partners must meet **one** of the following criteria over a trailing twelve-month period:
	  - USD $4 million marketplace billed sales (MBS) transactions, OR
	  - 12 net-new customer adds to the marketplace of greater than USD $10,000 each, OR

	- "Net-new" here means net-new to the Microsoft commercial marketplace (not net-new to Microsoft) and/or net-new to the specific partner. - 30 marketplace transactions with eight unique customers ○ Must be at a minimum value of USD $100 2) (Solution criteria): Customer satisfaction measured by **one** of the following criteria for the solution: - At least a 4.5 average commercial marketplace rating and with 15 or more ratings, OR - 2 artefacts of verifiable customer evidence (including, but not limited to, case studies), relevant to the product and solution area. Also please note that customer evidence specifically for the Security designation does not need to be publicly verifiable referenced but may need to be validated by the customer. References: • [Azure IP co-sell top-tier benefits - Partner Center	Microsoft Learn](#)

Solutions Partner with certified software for Industry AI

Note that the term 'Industry AI' refers to the following five individual industry-specific certified software designations which have a similar criteria structure:

- Certified software for Retail AI,
- Certified software for Healthcare AI,
- Certified software for Sustainability AI,
- Certified software for Manufacturing AI, and
- Certified software for Financial Services AI.

Category	Metric(s)
Commercial marketplace	Solutions must meet the applicable co-sell eligibility requirements. References: • [Co-sell requirements - Partner Center	Microsoft Learn](#)

Technical	Solutions will need to pass two steps of technical review criteria: 1. Complete one of the appropriate solution area technical review criteria, then 2. Complete an additional technical review audit demonstrating the use of one or more AI capabilities in industry-specific ways. These AI capabilities include: plugging into an existing Microsoft Co-pilot, use of generative AI to build an industry specific co-pilot, an industry application built on Fabric, and/or the development of an industry foundational model.
Customer success	Solutions and partners must satisfy the following criteria: At least 2 artefacts of verifiable customer evidence (including, but not limited to, case studies), must be reviewed and demonstrate alignment to an industry-specific scenario.

What are the benefits of attaining a certified software designation?

Benefits provided upon attainment of a certified software designation include the following and are valid for one year:

- **Customer-facing badging:** When a partner becomes a Solutions Partner with certified software, their solution will be shown as a certified software on the Microsoft commercial marketplace including Azure Marketplace and Microsoft AppSource. This badge matters—68% of customers searching for software solutions evaluate vendor certifications and badging when making purchasing decisions.[2] Partners will also be able to download a badge from LogoBuilder on Partner Center and use it on their marketing collateral.
- **Microsoft solution play cards:** Designed to facilitate relevant and easy discovery by Microsoft sellers, use these cards to highlight the scenarios your software solution addresses.
- **Nurture assets, emails, and call scripts:** Partners can use these assets, emails, and scripts to drive demand and increase sales funnels for their solution and its certification.
- **Customer-facing solution briefs:** Outlines a summary of your solution with use cases and value propositions tailored to each partner's target audience for use in various go-to-market strategies, which can be customized to reflect their unique brand.
- **Marketing concierge:** Access subject matter experts who can provide assistance with available marketing benefits and guidance with the fulfillment process—helping ensure partners experience the full benefits of becoming a Solutions Partner with certified software.

- **Enhanced Microsoft seller discoverability:** A solution will show as a certified software in Microsoft seller platforms to help when the sellers are searching for solutions.

What does the badge/brand for the certified software designations look like?

Partners can now view and download their Solution Partner with certified software badge from LogoBuilder on Partner center and use it on their marketing collateral. More information can be found on the LogoBuilder documentation.

When will the certified software designation be generally available?

Solutions Partner with certified software is now generally available.

How can our organization apply for a certified software designation once generally available?

Certified software designations are now generally available, partners can apply for a certified software designation for their solution starting from the Referrals workspace of Partner Center, within the 'Co-sell/Solutions' tab. From there, partners can click on their published solutions and see how they are tracking towards the qualification criteria of the designations, and if eligible, apply for the designations. All partners can now sign in to Partner Center to check their progress, apply for the designations and unlock the new benefits.

Will there be any fees associated with the application?

In general availability, fees may apply in order to process technical validations and customer evidence reviews, assessed by a 3rd party auditor. These fees will vary according to various factors such as the type or number of designations applied for, and depth of review required.

Can our organization apply for and attain multiple certified software designations with a single solution?

Yes. A partner can apply for multiple certified software designations with a single solution, provided the solution meets the specified qualification criteria for each certified software designation. While it is often easiest to submit applications for multiple designations concurrently, applications can occur at different times.

Can our organization enroll in ISV Success and apply to attain the new certified software designations concurrently once they are generally available?

Yes. Depending on an organization's business priorities and goals, eligible partners can enroll in ISV Success (which is available to join today) while attaining certified software designations.

Will our organization still be eligible to attain other available solution area designations and/or specializations?

Yes. Eligible partners will be able to attain solution area designations and/or specializations and certified software designations. Any metrics that are applicable for both solution area designation and the certified software designations will not influence the eligibility of either one.

How do certified software designations impact our organization's existing Microsoft commercial marketplace listings?

Certified software solutions provide the opportunity to have enhanced Microsoft seller discoverability in the commercial marketplace through distinct customer-facing badging. Partners that don't have a certified software designation for their solution can continue to list and differentiate their solutions in the commercial marketplace.

Where can I learn more about certified software designations?

All partners can now sign in to Partner Center to check their progress, apply for the designations and unlock the new benefits. Please also visit the Solutions Partner with certified software learn documentation and our resource gallery for all the most up-to-date information on certified software designations.

Do Azure IP co-sell benefits help attain a Solutions Partner with certified software designation?

Meeting requirements for top tier benefits can help you qualify for Solutions Partner with certified software designations for solution area(s). Details can be found in the qualification criteria for the solution areas above. For more information on Azure IP co-sell, please visit our Azure IP co-sell resource gallery.

I'm a partner who develops software, how does the Microsoft AI Cloud Partner Program help me?

The Microsoft AI Cloud Partner Program is designed for all partners. Whether you build and sell services, software solutions, or devices, our partner-focused business platform opens the door to the Microsoft ecosystem of resources, tools, and opportunities to support your success on the Microsoft Cloud. To better support any partner who develops software, or ISV, that wants to work with us, we're investing in programs, resources, and initiatives that meet you where you are.

To help remove the traditional barriers to founding a tech company, we launched Microsoft for Startups Founders Hub, where you can grow your business at your pace with Microsoft tools

and platforms, guidance from business leaders and technical experts, and startup-friendly offers from Microsoft partners.

Next, ISV Success is open to all ISV partners to help them access benefits to build and publish apps faster, accelerate innovation, and reach more customers. For partners who are ready to publish on the commercial marketplace and are interested in accelerating co-sell and pipeline growth, we have Azure IP co-sell benefits available. In addition, for partners who are ready to differentiate their software solutions, Solutions Partner with certified software provides partners with the opportunity to increase their discoverability in the commercial marketplace and connect with more customers.

Find out more about how we're supporting ISV partners today. Visit here.

What impact do these changes have on ISVs becoming co-sell ready?

There is no change to how a software solution becomes co-sell ready or incentivized. Details on how to obtain the co-sell can be found in the Partner Center documentation on Microsoft Docs.

Does Microsoft plan to introduce a higher level of enhanced benefits for ISV partners, similar to the incremental benefits available for specializations?

Yes. An enhanced benefits package is a part of ISV Success. Details can be found on the ISV hub.

As an ISV, I see a clear focus on the Microsoft commercial marketplace. What are the benefits of the marketplace?

The Microsoft commercial marketplace enables partners to reach every Microsoft customer, scaling instantly to 141 geographies. They can simplify sales cutting through red tape and enabling scale across 17 currencies and over 50 tax IDs. Partners can also reach the 98% of Fortune 500 organizations that use the Microsoft Cloud and by empowering customers to fulfil their cloud consumption commitment by buying eligible solutions through marketplace, demand continues to increase with a 288% YoY increase in SaaS billed sales and 52% YOY increase in deal size.

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including but not limited to strategies, solutions, partner selection, implementation, etc., rests solely with your business.

*A certification is (1) specific to the solution's *interoperability* with Microsoft products and (2) based on *self-attestation by the solution owner.* Solutions are only certified as of the date the solution is reviewed. Solution functionality and capability are controlled by the solution owner and may be subject to change. The inclusion of a solution in the marketplace and any such designations should not be interpreted as an offer, endorsement, guarantee, proof of effectiveness or functionality, a commitment or any other type of representation or warranty on the part of Microsoft. All decisions pertaining and related to your business needs including but not limited to strategies, solutions, partner selection, implementation, etc. rests solely with your business.

Indirect Providers

I'm an Indirect provider, how should I think about the Microsoft AI Cloud Partner Program and the resellers?

The Microsoft AI Cloud Partner Program is designed for all partners, including you and your resellers.

For your resellers

Resellers can join the Microsoft AI Cloud Partner Program and attain the various designations within it as they align to their organizational goals and priorities. Resellers should refer to all materials and resources in the Training Gallery and Partner Center to learn more about what the Microsoft AI Cloud Partner Program means for them. Resellers with competencies on September 30, 2022, will not lose their benefits, and will have the option to renew their legacy benefits at their next anniversary date whether they qualify for a Solutions Partner designation or not at that time.

For your work directly with customers

If in addition to your work as an indirect provider you have a direct-to-customer business for your services, software solutions, or devices, our partner-focused business platform opens the door to the Microsoft ecosystem of resources, tools, and opportunities to support your success on the Microsoft Cloud. You can attain the various designations within the partner program as they align to your organizational goals and priorities. Refer to Partner Center and the Training Gallery to learn more about what the Microsoft AI Cloud Partner Program means for your customer-facing business.

For your work as an indirect provider

To better support your resellers' growth, we are exploring avenues for making your reseller scores available to you to help you support and grow your resellers. In your work with your resellers regarding the Microsoft AI Cloud Partner Program, refer to the materials in the Training Gallery as your primary sources of detail, and leverage Partner Center to review your resellers' scores with them.

Training Services partner

Overview

On March 20, 2024, Microsoft announced designations for Training Services partners. Starting mid-April 2024, partners who qualify for the Solutions Partner for Training Services designation will be able to complete their enrollment and receive designation-specific badges distinguishing their services from other partner types within the Microsoft AI Cloud Partner Program.

Learn more about the Training Services designation on the or join the to receive updates.