June
Americas Partner
Insider Call

Develop. Sell. Grow.

Agenda

| Topic	Speaker
Welcome, Polls & Insider Scoop	**Helane Cohen** Communications Strategy Lead, Microsoft Americas, GPS
Microsoft Partner Program Update	**Tafara Pulse** Program Lead of the Microsoft AI Cloud Partner Program
Era of AI and Copilot	**Kevin Peesker** President, WW Small, Medium, Corporate (SMC) and Digital Sales
Closing	**Helane Cohen** Communications Strategy Lead, Microsoft Americas, GPS

Join the Microsoft Partner Insider Calls

Register for our monthly Partner Insider Call!

[Microsoft Events - Americas Partner Insider Call August Edition](#)
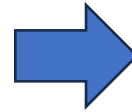
Mark Your Calendar:
August 14 , 2024 @ 10:00 AM PT

Copilot Licensing

If you missed any calls before June 2024!!
[Americas Partner Insider CallLATAM Partner One (microsoft.com)](#)

Upcoming

Save the Date! MCAPS Start for Partner & AMA

July 11, 7:30-8:30am PT
July 18, AMA,TBD timing
All Partners

https://partner.microsoft.com/es-es/blog/article/join-us-on-july-11th-for-mcaps-start-for-partners

Stay Connected To Americas GPS

Join!

[Microsoft Americas Partner Community](#)

View our bi-weekly informative posts about resources, tools and upcoming activities.

Microsoft Americas Partner Community

iii Listed group

Earn an Active Group badge

Use our Taxonomy Keywords to search for content relevant to you and your organization!

Category	Description	Taxonomy								
Partner Type (Always)	Services & solutions the partner commercializes	AllPartners	ISV	CSP	Services	Telco	GSS	MSP		
Partner Role (1)	Partner role	AllRoles	Exec	Tech	SalesAndMktg	SupportAndOperations	ProfServices	Developer	AllianceMgr	
Message Type (2)	Message type	PartnerProgram	Event	News	Deadline	ProgramOfferUpdate	WinFormula	BestPractice	DoingBizwMSFT	SuccessStory
Solution Area (3a)	Microsoft's solution area	CrossSolution	ModernWork	BizApps	Azure	Security	Surface			
Partner Stage (3b)	Stage of journey		NewtoMSFT	UnderstandBenefits	LearnSolutionAreas	GrowSkills	GoToMarket	GeneratePipeline	AccelerateDeals	GrowYourBiz
Microsoft Brand (4)	Regional taxonomy	MSFTAmericasPartner	LATAM	Canada						
Customer Segment	Customer segment		Enterprise	SMC	SMB					
Industry	Industry focus	AllIndustry	StateAndLocalGov	Retail	EDU	MFG	HealthcareAndLifeScience	FinancialSvcs	Energy	
Additional	Additional taxonomy	QuestionforGroup								

FY24 Americas Partner Communications Taxonomy

Our goal is to include a "Taxonomy Thread" in every communication we share including email, social post, presentations, etc. to help you, the Partner understand what the communication is about easily.
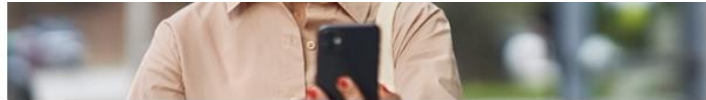
Example: #MSFTAmericasPartner #Services #Sales #Mktg #ProgramOfferUpdate #GrowSkills

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Customer Segment	Customer segment		Enterprise	SMC	SMB				
Industry	Industry focus	AllIndustry	StateAndLocalGov	Retail	EDU	MFG	HealthcareAndLifeScience	FinancialSvcs	Energy
Additional	Additional taxonomy	QuestionforGroup							

Communications Taxonomy Examples

Americas Email

Social

Announcement / One Pagers (Top Corner)

Featured Content (Opening slide)

Americas Partner Blogs

Now available in French, Spanish, and Portuguese
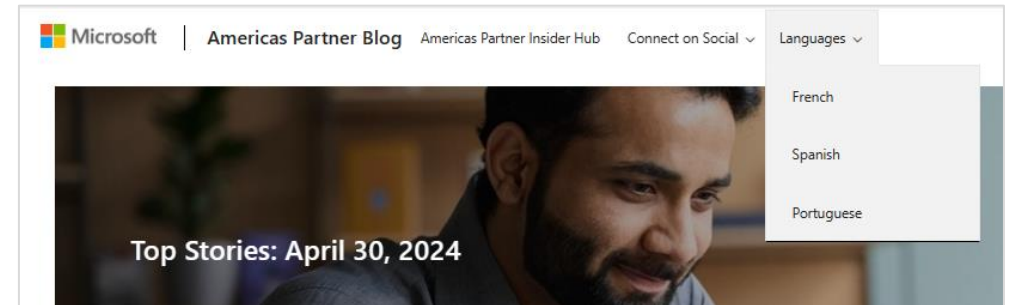
Bookmark your preferred language

[Americas Partner Blog | Microsoft](#)

[Blogue Partenaire Amériques | Microsoft](#)

[Blog de socios de América | Microsoft](#)

[Blog de parceiro das Américas | Microsoft](#)

Navigate across languages from the dropdown menu

Americas Partner Blogs

Date	Published Blog Link	Published Blog Link
5/7	⭐ Top Stories: May 7, 2024 | Microsoft À la une : 7 mai 2024 | Microsoft	Novedades más relevantes: 7 de mayo de 2024 | Microsoft Notícias principais: 7 de maio de 2024 | Microsoft
5/8	Americas Partner Enablement News: May 2024 Issue | Microsoft	
5/16	Data-driven transformation: Successful Microsoft Fabric implementation with Wipfli | Microsoft Transformation basée sur les données : mise en œuvre réussie de Microsoft Fabric avec Wipfli | Microsoft	Transformación impulsada por los datos: éxito en la implementación de Microsoft Fabric con Wipfli | Microsoft Transformação baseada em dados: Implementação bem-sucedida do Microsoft Fabric com Wipfli | Microsoft
5/17	Microsoft + Partners Make More Possible: Retail | Microsoft Microsoft et ses partenaires augmentent les possibilités : commerce de détail | Microsoft	Microsoft y sus socios hacen más cosas posibles: venta minorista | Microsoft A Microsoft e seus parceiros criam mais possibilidades: varejo | Microsoft
5/21	⭐ Top Stories: May 21, 2024 | Microsoft À la une : 21 mai 2024 | Microsoft	Novedades más relevantes: 21 de mayo de 2024 | Microsoft Notícias principais: 21 de maio de 2024 | Microsoft
5/22	Learnings from a Microsoft customer's Azure OpenAI implementation | Microsoft Enseignements tirés de la mise en œuvre d'Azure OpenAI par un client de Microsoft | Microsoft	Aprendizajes de la implementación de Azure OpenAI de un cliente de Microsoft | Microsoft Aprendizados da implementação do Azure OpenAI de um cliente da Microsoft | Microsoft
5/28	⭐ Top Stories: May 28, 2024 | Microsoft À la une : 28 mai 2024 | Microsoft	Novedades más relevantes: 28 de mayo de 2024 | Microsoft Notícias principais: 28 de maio de 2024 | Microsoft

Microsoft

Nina Harding

Corporate Vice President, Americas Global
Partner Solutions

Partner Audience: All
#Co-Sell #CrossSolution #GoToMarket

in Nina (Parker) Harding | LinkedIn

Develop. Sell. Grow.

and how industry is adopting Copilot,

MAICPP | New Offers

Cost-Saving Benefits Designed to Drive Success

According to IDC, the value of partner benefits packages far exceeds their cost—and this value expands as partners move from one package to the next. The increasing value comes from empowering partners to run better customer-facing businesses, improve operational efficiency, and drive positive customer outcomes.[1]

	Partner Launch $345	Partner Success: Core $895	Partner Success: Expanded $3,995
Microsoft software			
Examples include M365, D365, Visual Studio Pro	Up to 5 users across 8 software products $13,092	Up to 25 users across 19 software products $57,468+	Up to 35 users across 37 software products $381,684+
Azure credits for production			
	$700	$2,400	$4,000
Support services			
Technical pre-sales and deployment	-	Deduct hours -	Unlimited hours $+
Technical support and consultation	-	5 hours $1,000	10 hours $2,000
Signature Cloud Support	-	2 incidents $1,200	5 incidents $3,000
Total retail value*	**$13,792**	**$62,068+**	**$390,684+**

* Retail value is based on Microsoft list pricing and reflects the potential fees for access to Microsoft software and services.
+ Represents areas with additional value potential where Microsoft pricing cannot be reliably measured (e.g., unlimited pre-sales support services).
Source: Microsoft, IDC summation and validation on retail value, 2024
1. IDC: "New Changes Bring New Opportunities: Evaluating Microsoft's Partner Benefits Packages." Paul Edwards, Brendan Rouse, and Steve White. February 2024.

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SMB paths to Solutions Partner designations

Introducing: SMB paths for Azure designations

Existing designations

- Aligned to existing Azure and Security designations
- Same designation, regardless of the path
- Same Benefits

One path or the other

- Either the SMB path or the Enterprise path
- Single score in Partner Center
- Specific criteria will qualify for each path

Adjusted requirements

- Points for smaller net customer adds
- Fewer prerequisite certifications
- Points for prerequisite certifications

Updates to deployments

- Deployments only if they were created in the trailing twelve months
- Virtual machines now count as eligible deployments

Partner path alignment

Partners qualify either on the SMB or Enterprise path and will see in Partner Center only one score aligned to their path.

Enterprise Path

↑ Partners driving more than USD $1,000,000 in revenue, or

⬖ Partners with <USD $1,000,000 revenue and >20% of customers in the enterprise segment.

Enterprise Path is for partners with significant revenue or a substantial portion of enterprise customers.

SMB Path

↓⬖ Partners driving <USD $1,000,000 in revenue and ≥80% of customers in the SMB/SMC segment.

SMB Path is for partners with lower revenue or predominantly serving SMB/SMC customers.

	ACR Trailing 12 months	
	< $1M	**≥** $1M
# Customers in SMB/SMC **≥** 80%	SMB Path	Enterprise
< 80%	Enterprise	Enterprise

Requirements for Digital & App Innovation and Infrastructure

Partners will see only one score in Partner Center aligned to their chosen path, simplifying the qualification process.

	Eligible attributions	Maximum contribution (Enterprise path)	Maximum contribution (SMB path)	Max points
Performance				**30**
Net Customer Adds	PAL, DPOR, CSP	3 net customer adds >USD $1000 ACR per month	3 customer adds >**USD $500 ACR per month**	30
Skilling				**40**
Intermediate Certifications	Certified professional associated to Partner Center account	5 unique individuals | 2 prerequisite certifications*	4 unique individuals | **1 prerequisite certifications***	20
Advanced Certifications	Certified professional associated to Partner Center account	5 unique individuals | 2 prerequisite certifications*	4 unique individuals | **1 prerequisite certifications***	20
Customer Success				**30**
Usage Growth	PAL, DPOR, CSP	20% ACR growth YoY	20% ACR growth YoY	20
Deployments	PAL, DPOR, CSP	5 new deployments **in TTM + Virtual Machines**	5 new deployments **in TTM + Virtual Machines**	10
TOTAL				**100**
Minimum total points required for Solutions Partner designation				**70**

*On the Enterprise path, partners must have prerequisite certifications before points are earned for scoring certifications. No points are earned for prerequisite certifications.
** **On the SMB path, partners earn points for the two prerequisite certifications. Prerequisites must still be met in order to earn points for scoring certifications.**

All dates and requirements subject to change.

Requirements for Data & AI

Partners will see only one score in Partner Center aligned to their chosen path, simplifying the qualification process.

	Eligible attributions	Maximum contribution (Enterprise path)	Maximum contribution (SMB path)	Max points
Performance				**30**
Net Customer Adds	PAL, DPOR, CSP	3 net customer adds >USD $1000 ACR per month	3 customer adds >**USD $500 ACR per month**	30
Skilling				**40**
Intermediate Certifications	Certified professional associated to Partner Center account	10 unique individuals | 4 prerequisite certifications*	8 unique individuals | **2 prerequisite certifications****	40
Customer Success				**30**
Usage Growth	PAL, DPOR, CSP	20% ACR growth YoY	20% ACR growth YoY	20
Deployments	PAL, DPOR, CSP	5 new deployments in **TTM + Virtual Machines**	5 new deployments in **TTM + Virtual Machines**	10
TOTAL				**100**
Minimum total points required for Solutions Partner designation				**70**

*On the Enterprise path, partners must have prerequisite certifications before points are earned for scoring certifications. No points are earned for prerequisite certifications.
** **On the SMB path, partners earn points for the two prerequisite certifications. Prerequisites must still be met in order to earn points for scoring certifications.**

*All dates and requirements subject to change. | For more information about measurements specific to Solutions Partner for Data & AI (Azure), click here.

# Benefits for Solutions Partner Designations for Azure

Regardless of the path by which you qualify for a Solutions Partner designation, benefits are the same. Benefits 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 each Azure specific Solutions Partner designation. Stack incremental benefits as you attain additional Solutions Partner designations.

	Product Group	Digital & App Innovation	Data & AI	Infrastructure
Incremental	Azure Production Credits	$6,000 per year (bulk)	$6,000 per year (bulk)	$6,000 per year (bulk)
	Azure Dev/Test Credits	*Dev/test credits are provided with Visual Studio Enterprise*	*Dev/test credits are provided with Visual Studio Enterprise*	*Dev/test credits are provided with Visual Studio Enterprise*
	Visual Studio Subscriptions	*25 Visual Studio Enterprise subscriptions*	*25 Visual Studio Enterprise subscriptions*	*25 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		
	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		

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.

Resources

Assets
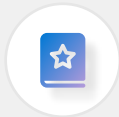
- Azure SMB path walking deck
- FAQ
- Partner Learn docs

Other links

- Training gallery
- Microsoft partner website
- Partner Center Membership
- Partner Center Insights
- Azure Cloud Weeks

Microsoft

Solutions Partner with certified software

Become a Solutions Partner with certified software

Set yourself apart from the competition by becoming a **Solutions Partner with certified software.** By doing so, you validate that your solution:

Demonstrates commercial marketplace readiness.

Meets technical requirements for interoperability with the Microsoft Cloud.

Has a proven track record of customer success.

Attain a designation to assure customers of the **quality, interoperability, reliability,** and **relevance** of your software solution.

Microsoft Solutions Partner

Modern Work
Certified software
Akouo Interpretation

Microsoft Solutions Partner

Financial Services AI
Certified software
Akouo Investments

Certified software designations provide exclusive badging to signify that your software can deliver on the value customers expect from solutions built on the Microsoft Cloud.

Unlock greater growth

Increase discoverability in the Microsoft commercial marketplace.

Becoming a Solutions Partner with certified software helps customers and sellers more quickly and confidently identify your solution in the marketpace for opportunities.

Unlock benefits that fuel greater demand for your solutions.

- ✓ Customer-facing badging
- ✓ Marketing concierge
- ✓ Microsoft solution play cards
- ✓ Nurture assets, emails, and call scripts
- ✓ Customer-facing solution briefs
- ✓ Enhanced Microsoft seller discovery

Solutions Partner with certified software designations

There are two pathways to become a Solutions Partner with certified software: a pathway for **solution areas** and a pathway for **Industry AI**.

Solutions Partner with certified software for solution areas

- Certified software for Azure
- Certified software for Business Applications
- Certified software for Modern Work
- Certified software for Security

Solutions Partner with certified software for Industry AI

- Certified software for Healthcare AI
- Certified software for Retail AI
- Certified software for Financial Services AI
- Certified software for Manufacturing AI
- Certified software for Sustainability AI

Call to action

Next steps

Learn how to successfully prepare for the process of attaining a certified software designation by visiting the resource gallery.

Enroll today and check the progress of your solution(s) throughout the process via the Partner Center referrals workspace.

Resources

- Review the certified software designations playbook and FAQ.

- Explore the Microsoft Learn article for details about the requirements and enrollment process.

- Learn about transactability and co-sell eligibility to meet commercial marketplace readiness criteria.

- Prepare for success with Microsoft Learn trainings and ISV Success, which helps you build, publish, and grow well-architected solutions.

- For specific questions, please reach out to Partner Center support.

Partners + AI

Kevin Peesker
President
Worldwide SMC & Digital Sales
Microsoft Corporation

SMC and Digital Sales

Our purpose is to empower our customers through the unique value of the Microsoft Cloud by building a global, digitally scaled organization deeply aligned with partners.

$60B+	**6K**	**20M+**	**10**	**6/6**
Revenue	Digital Sellers	Signals	Sales Centers + growing	Solution Areas Serviced

CANADA

VICTORIA

Americas wins: Copilot, AOAI + security

Copilot for every room of the office
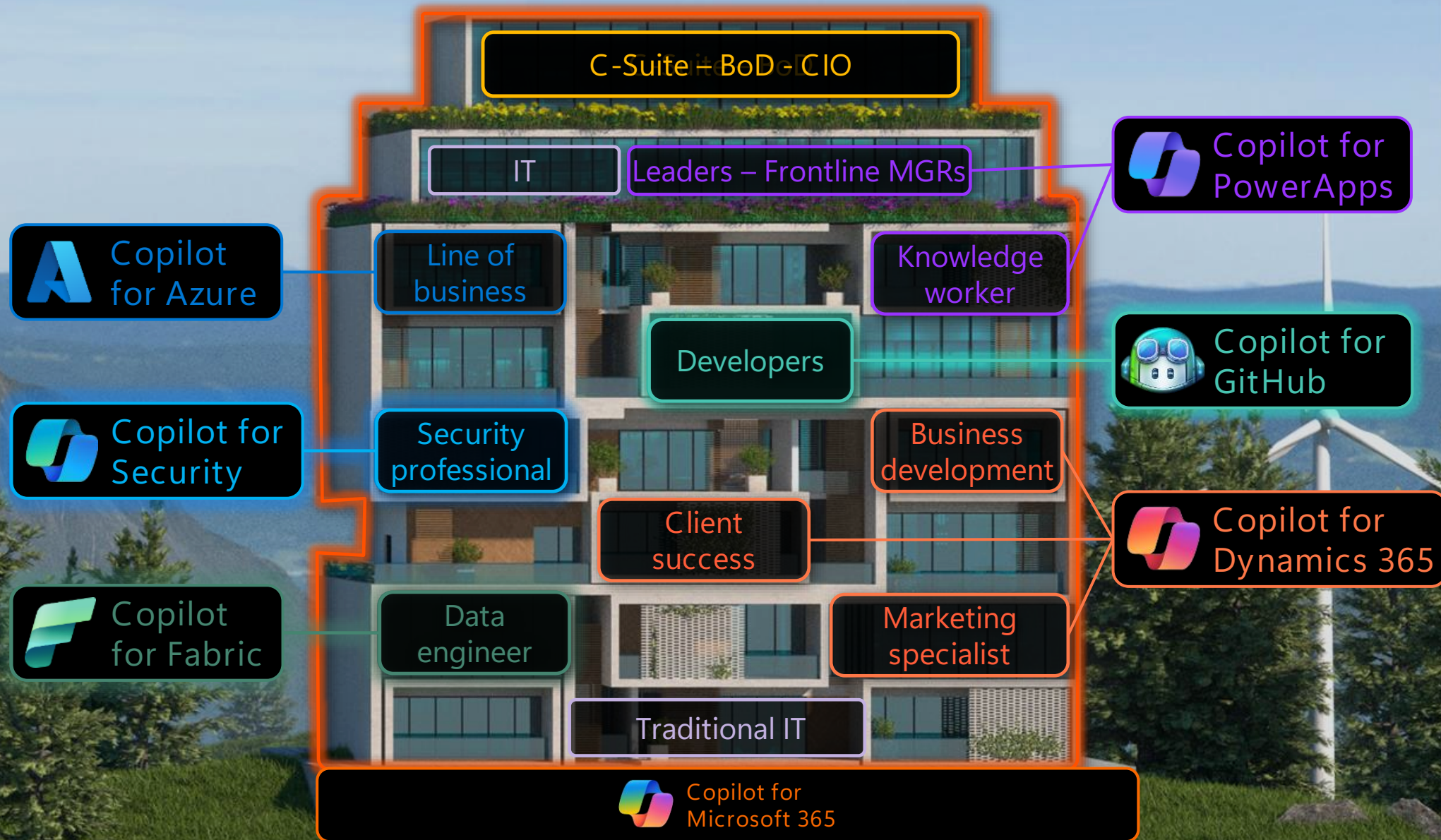
C-Suite – BoD – CIO

IT

Leaders – Frontline MGRs

Copilot for PowerApps

Copilot for Azure

Line of business

Knowledge worker

Copilot for Security

Security professional

Developers

Copilot for GitHub

Business development

Client success

Copilot for Dynamics 365

Copilot for Fabric

Data engineer

Marketing specialist

Traditional IT

Copilot for Microsoft 365
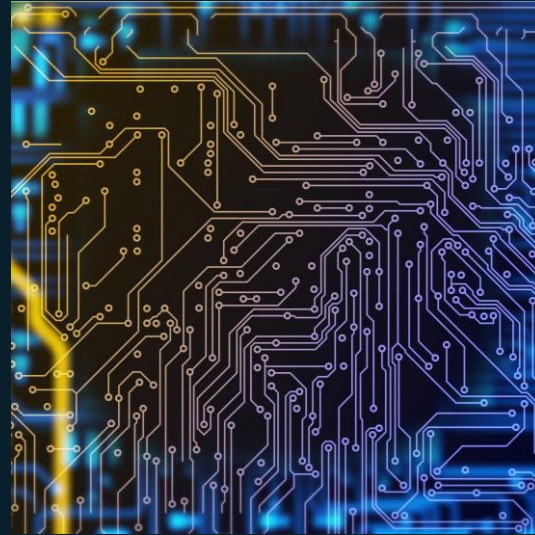
SMC + DS Copilot World Tour

5 sites
5 weeks

Learn It, Use it, Sell it

Customer Zero w/ Engineering

Role-Based Skilling

AI IN ACTION: STORIES OF TRANSFORMATION

AUSTRALIA

BRISBANE

Partners embracing Copilot see ROI

Data#3

"Our deployment of Copilot yielded even greater benchmarking than Microsoft's Workplace Health Index"

"We have almost 100% deal conversion b/c of our change management and internal deployment efforts. "

BECHTLE

"Copilot is changing our culture for the better: 30-40% developer optimization & stronger collaboration"

"Webinar registration was in the 100s; now with our Copilot expertise, it's in the thousands."

Our Leadership Moment

All-in with partners: your SMC Americas team

Kevin Peesker
President, WW SMC
and Digital Sales

Sharon Schoenborn
Corporate Vice
President

Deb Cupp
President, Microsoft
Americas

Camille Mazo
Chief Operating Officer

Deidre Lipton
Canada SMC

Diego Bekerman
LATAM SMC

Alistair Butler
US West SMC-Corp
+ US GOV

Noman Akhtar
US East SMC-Corp
+ US EDU & Surface

Jose Gomez Cueto
Americas SMB

Thank you

Stay Connected To Americas GPS

Join!
[Microsoft Americas Partner Community](#)
View our bi-weekly informative posts about resources, tools and upcoming activities.

Microsoft Americas Partner Community
iii Listed group
Earn an Active Group badge

Use our Taxonomy Keywords to search for content relevant to you and your organization!

Category	Description	Taxonomy								
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Get the Monthly Partner Program Newsletter

Subscribe!

[Monthly Microsoft AI Cloud Partner
Program Newsletter](#)

Want to always see new Americas Partner content on LinkedIn?
Follow the #MSFTAmericasPartner hashtag on LinkedIn for Americas Partner-curated content

Microsoft

Thank You
¡Muchas gracias!
Merci