Microsoft SMB Hänt Extra Februari 2025

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Agenda

- Nyheter inom Modern Work
- Nyheter inom BizApps
- Nyheter inom Azure
- Q&A

Highlighted New Benefits for Partners

SKU Additions	Explore Partner Launch Benefits	Build Partner Success Core Benefits	Strengthen Partner Success Expanded Benefits	Differentiate Solution Partner Designation	Depth Differentiation Specializations
Microsoft 365 Copilot			2 seats	5 seats (MW partners only)	← +5 to 15 seats (MW partners only)
Microsoft 365 Copilot for Sales			2 seats	5 seats (BizApps partners only)	← +5 to 15 seats (BizApps partners only)
Microsoft 365 Copilot for Finance			2 seats	5 seats (BizApps partners only)	← +5 to 15 seats (BizApps partners only)
Microsoft 365 Copilot for Service			2 seats	5 seats (BizApps partners only)	← +5 to 15 seats (BizApps partners only)
Security Copilot					$5k to 15k credit PAYGO (Security partners only)
GitHub Copilot					$4.6k to 23.4k credit PAYGO (Azure partners only)
Entra ID P2	5 seats	15 seats	35 seats	100-200 seats	← +30 to 150 seats
Defender for Endpoint P2	5 seats	15 seats	35 seats	100-200 seats	← +30 to 150 seats
GitHub Enterprise					$2.5k to 12.6k credit PAYGO (Azure partners only)
Benefit Package Cost	**$345 USD**	**$895 USD**	**$3995 USD**	**$4730 USD**	**← + no additional fee**

*Seats and credits within the offers listed on this page are additive

The Vision

Every employee will have a **Copilot**

Every business process will have an **Agent**

Cloud > Digital transformation > AI transformation

The AI Adoption Curve

Access
Provide broad access to AI within budget constraints

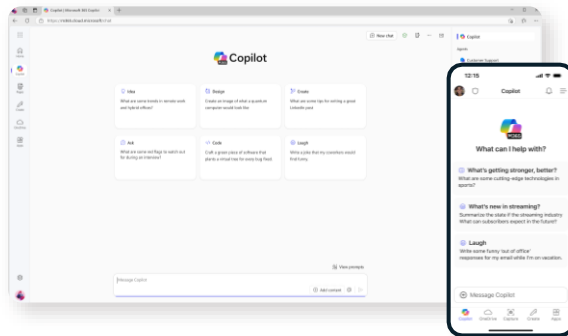## ROI
Redesign business process to realize value of AI

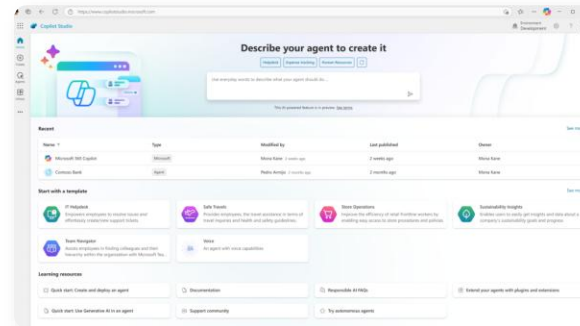## Governance
Deliver secure and compliant AI while managing agents

Microsoft 365 Copilot Chat

Chat
+
Agents
+
IT Controls
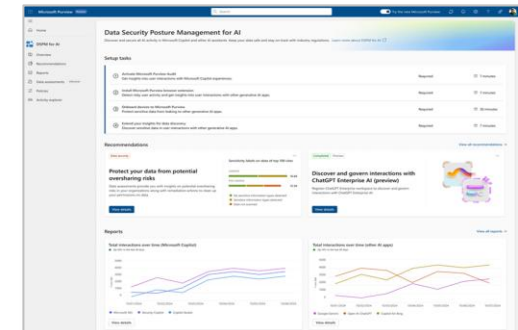
Free, secure AI chat – powered by GPT-4o and web grounded

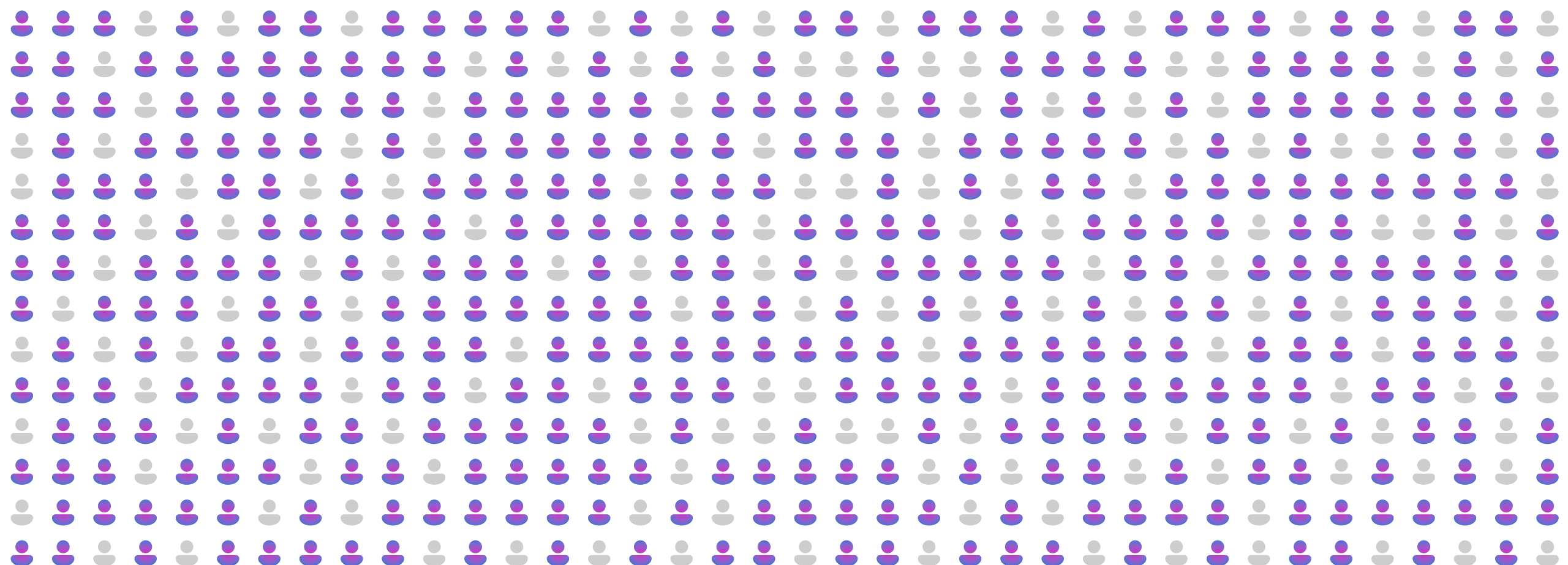Integrated into the chat experience and paid for on a consumption basis

Enterprise Data Protection and agent management

Scaling AI Transformation

Copilot Chat

M365 Copilot

Copilot - Användargränssnittet för AI

Copilot

Agenter

Copilot Control System
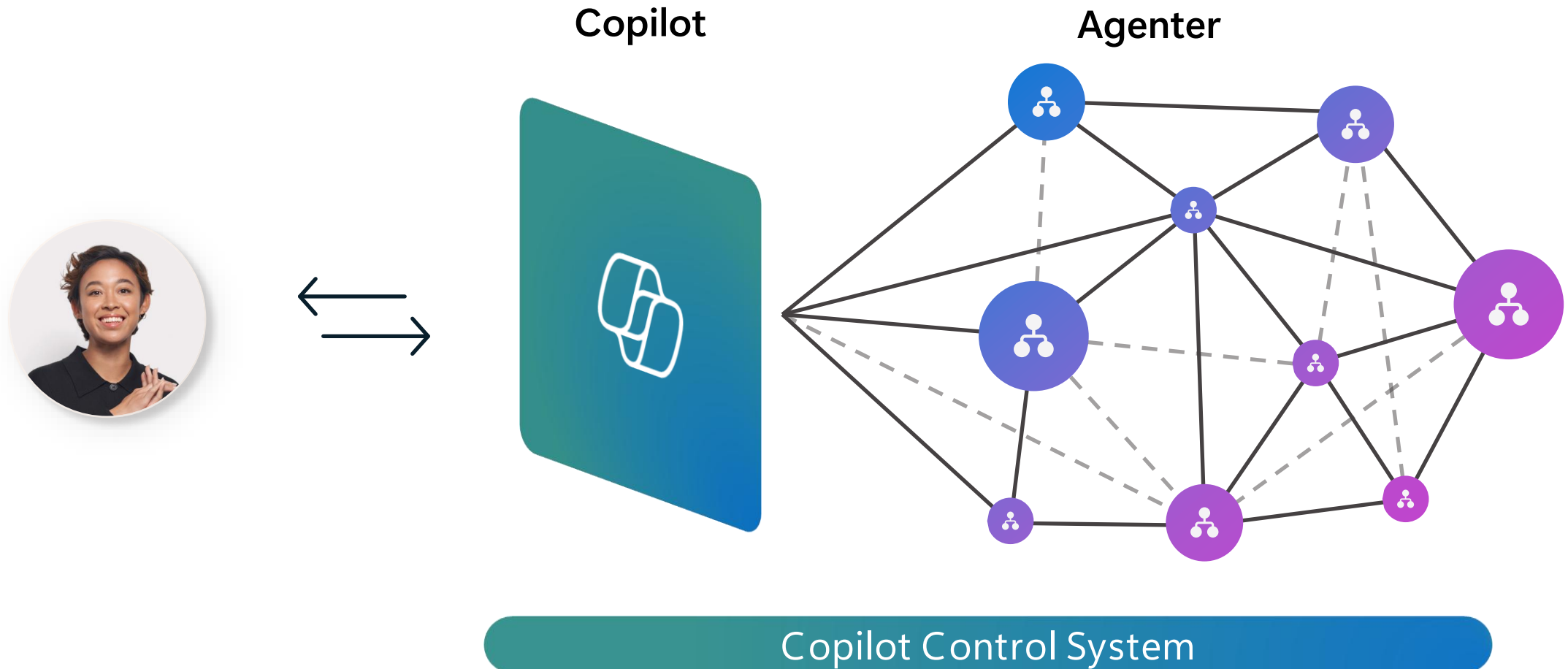
		Microsoft 365 Copilot Chat (Free + Consumption)	Microsoft 365 Copilot ($30 pupm)
	● Included ▲ Included — Metered		
Chat	Copilot Chat – Web grounded (powered by GPT-4o)	●	●
	Copilot Chat – Work grounded (work data in your tenant's Microsoft Graph and 3rd party data via Graph connectors)		●
	Copilot Pages	●	●
	File upload[1]	●	●
	Code Interpreter[1]	●	●
	Image generation[1]	●	●
Agents[2]	Create agents using Copilot Studio[3], including SharePoint agents	●	●
	Discover and pin agents	●	●
	Use agents grounded in Web data	●	●
	Use agents grounded in work data (work data in your tenant's Microsoft Graph and 3rd party data via Graph connectors)	▲	●
	Use agents that act independently using autonomous actions	▲	▲
Personal assistant	Copilot reasons over personal work data (e.g. Outlook, OneDrive, Teams meeting transcripts and chats)		●
	Copilot in Teams (Copilot in Meetings and Meeting Recap, insights from screen-shared content coming soon)		●
	Copilot in Outlook (Prioritize my inbox, schedule focus time and 1:1 meetings, draft agendas, summarize message threads)		●
	Copilot in Word (Suggestions for structure, flow, and tone, draft and summarize documents)		●
	Copilot in Excel (Python, getting started experience, create formulas and visualizations using natural language)		●
	Copilot in PowerPoint (Narrative builder, presentation translation, generate slides or images aligned to company branding)		●
	Copilot Actions		In preview
	Pre-built M365 agents (Interpreter, Facilitator, Project Manager, Employee Self-Service)		In preview
Copilot Control System	Enterprise Data Protection (EDP)	●	●
	IT management controls	●	●
	Agent management	●	●
	SharePoint Advanced Management		●
	Copilot Analytics to measure usage and adoption[4]		●
	Pre-built reports and advanced analytics to measure ROI		●

1. Limits apply. 2. Applies to employee-facing agents only. 3. Learn more about the full capabilities of Copilot Studio: aka.ms/CopilotStudioCapabilities 4. Basic reporting in Microsoft Admin Center available for Copilot Chat.

Activate Copilot Studio subscription to use agents with Microsoft 365 Copilot Chat

Copilot Studio usage burns "messages"

Agents use different amounts of messages based on their complexity, frequency of use, and the specific features they use

Burn rate parity across message pack and metered offering (Rate card in next slide)

Leverage your existing Azure commitments (MACC)

Message packs

- Tenant-wide message packs
- 25,000 messages/month
- $200 per pack/month

Pay-as-you-go

- New PAYG meter
- $0.01/message
- Can decrement MACC

Utilization rates depend on type of agent and prompt

	M365 Copilot Users	M365 Copilot Chat users
Web Grounded answers Dynamically generated responses based on the web as a knowledge source	0	0
Classic answers Predefined responses manually authored by agent makers that are static unless manually updated, & used when a precise or controlled response is desired output	0	1 message
Generative answers Dynamically generated responses based on knowledge sources & context that provide flexible and natural interactions	0	2 messages
Tenant Graph grounding for messages Grounding for agents with relevant, secure, and up-to-date information from tenant-wide Graph, including external data synced into Microsoft Graph through Graph connectors	0	30 messages
Autonomous actions Generatively orchestrated triggers, topics, PowerPlatform connectors and Power Automate flows used to automate complex business processes	25 messages	25 messages

*Each interaction with an agent could utilize multiple utilization rates simultaneously i.e. an agent grounded in Tenant Graph could use 32 messages
(30 for the graph grounding and 2 for Generative Answer) to respond to a single complex prompt from the user*

Agent cost depends on agent complexity and usage

Example 1

Customer Support Agent

Customer Support agent on your website that answers customer questions based on customer return policies as well as select product manuals provided to agent as knowledge source

Average run:

4 classic answers for return related questions

2 generative answers for troubleshooting questions

Average users per day:

900 customers per day

Estimated Cost per day:

[(4*1) + (2*2)] * 900 customers = 7,200 messages

Example 2

Sales Performance Agent

Tenant graph grounded agent in Copilot Chat that answers employee questions based on sales data connected to Microsoft Graph via graph data connectors.

Average run:

4 generative answers

4 tenant Graph grounding for messages

Average users per day:

50 M365 Copilot licensed users

100 users without M365 Copilot

Estimated Cost per day:

[(4*2) + (4*30)] * 100 users = 12,800 messages

[CSP Renewal Guidance Toolkit](aka.ms/Q3RenewalToolkit)
aka.ms/Q3RenewalToolkit

SCENARIO 1

BB/BS → BP

Unlock peace of mind with Premium Security

T-90 — Plan/Prioritize

Review your customer renewals and evaluate customer propensity for upgrade to Business Premium using either Cloud Ascent or Sales Advisor and build a clear renewal with upgrade path for each customer.

T-60 — T-60: Engage

Start with a customer email campaign using the Upgrade to BP email template. Consider sharing the latest cybersecurity trends research for SMBs.

Invite these customers to a 1:Many CSP Briefing to drive customer intent.

As needed, invite customers to a 1:1 consultation to illustrate the value of moving to Business Premium using the Business Case Builder.

T-30 — T-30: Finalize/Close

Finalize on-time customer renewals with upgrades locked in, and evaluation of their billing frequency needs and earn CSP incentives.

Aktuella promokampanjer

NYHET

M365 E5 Compliance for M365 Copilot Promo

Microsoft is offering a 50% discount on Microsoft E5 Compliance for all customers with Microsoft 365 Copilot licenses.
This promotion will be available from February 1, 2025, to February 1, 2026, for both new and existing customers who have previously purchased Microsoft 365 Copilot without the Microsoft E5 Compliance SKU

Microsoft Security Partners eller Global Promo Readiness Guide

- Microsoft 365 E5 Promo – **15%**, "nya kunder", till 30 juni, 2025
- Copilot for Microsoft 365 Promo – **15%**, till 31 mars, 2025

Inför 2025

- Dynamics 365 växer mer än någonsin i SMB

- Alla områden har hög tillväxt, ERP, CRM och Power Platform

- AI + plattformen fortfarande vår konkurrensfördel
  - Plus att vi kan visa upp best of breed.

- Många nyfikna på börja sälja

- Få nya lösningspartners men vanligast är
  - MW + PP
  - BC + CRM
  - BC & CRM +PP

- Distributörer hjälper er komma igång
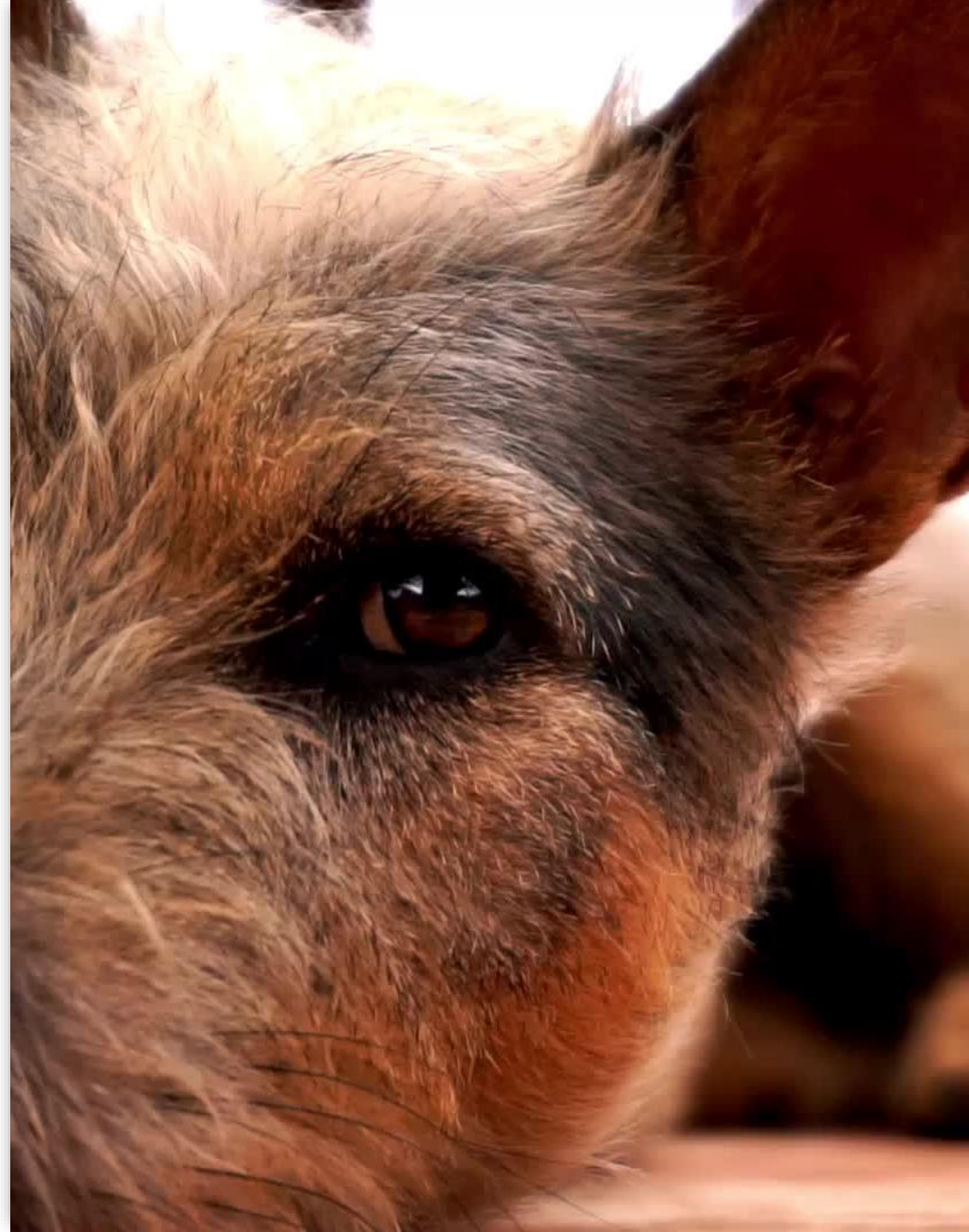
Vad gör de som är framgångsrika

- Investerar i sälj och marknadsföring
- Bra leverans av workshops
  - Återleverans + skräddarsy
- Tydliga mål som löpande följs upp
  - Omsättning
  - Antal kunder
  - Aktiviteter
- Tydlighet i val av aktiviteter kopplat till målsättningar
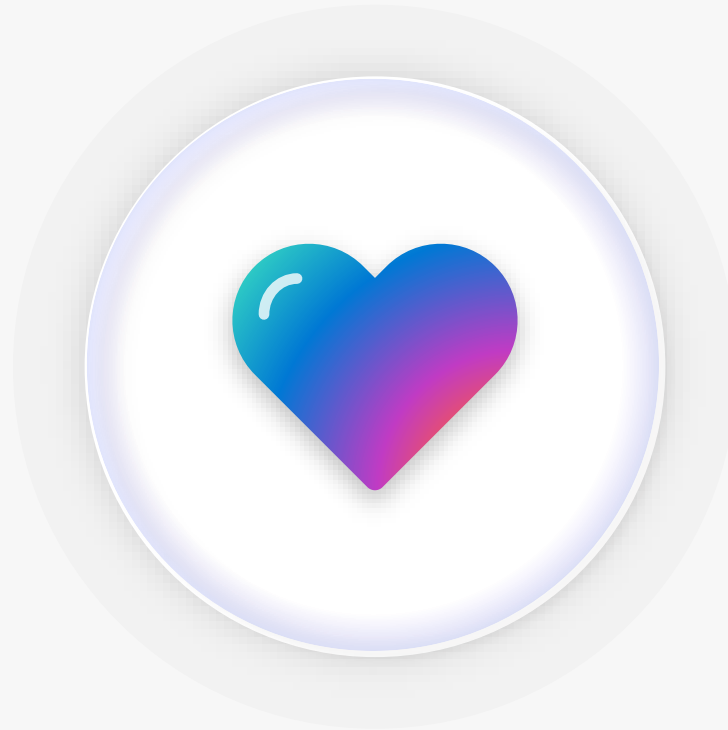 - Riktning slå alltid hastighet

Copilot studio & Agents

Öka affärsvärdet av AI och copilot

Bredda er affär hos kund

Bygg lösningar som stöttar kunden viktigaste processer

Copilot

Business
Process

Copilot

Human augmentation

Works as your personal assistant

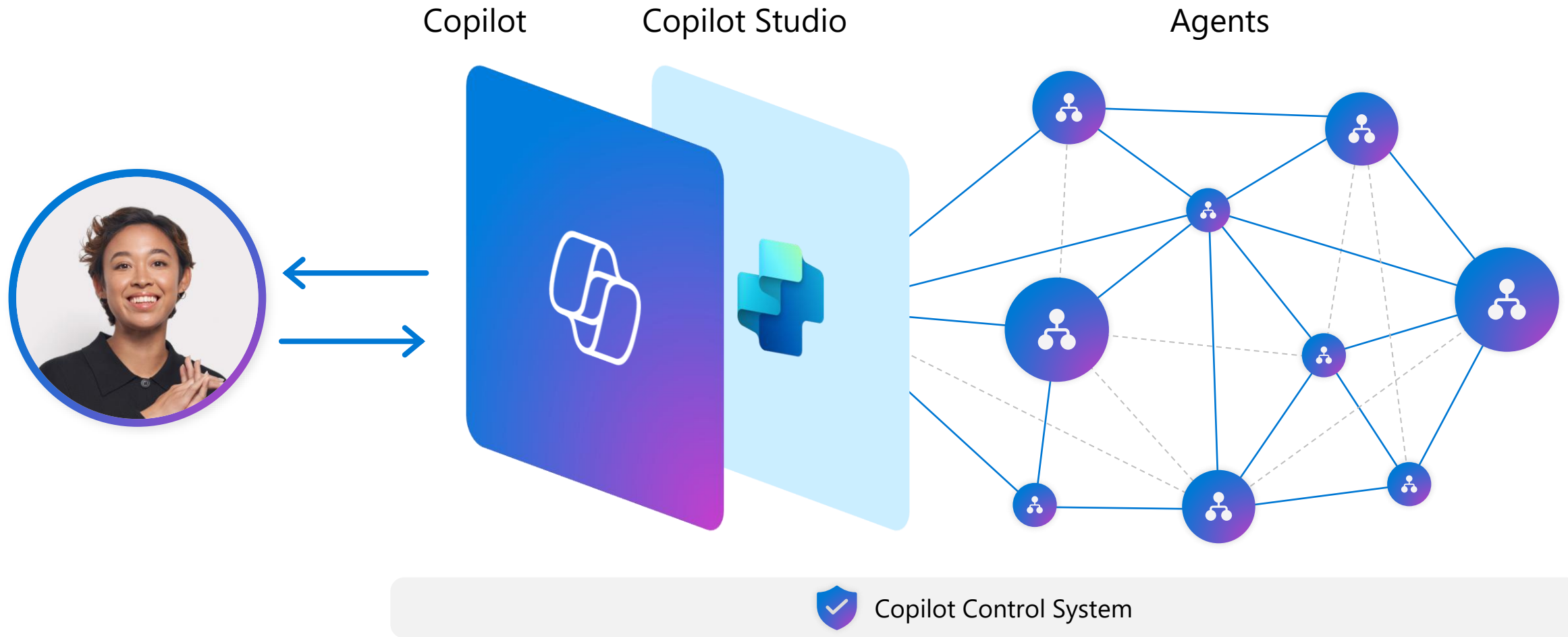There are only as many Copilots as there are people

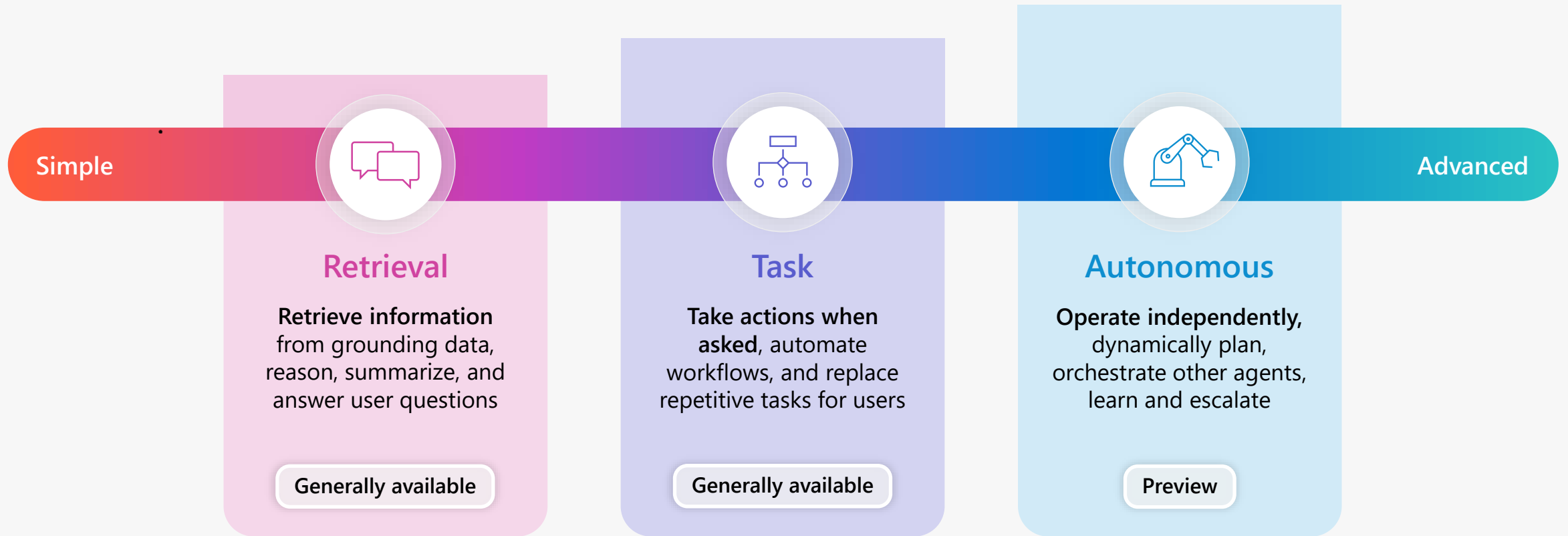## Agents

Expert systems that can work autonomously

Works on behalf of a process or company

There are more agents than people

Copilot is the UI for AI

Copilot · Copilot Studio · Agents

Copilot Control System

Spectrum of agents

Simple ── Advanced

Retrieval

Retrieve information from grounding data, reason, summarize, and answer user questions

Generally available

Task

Take actions when asked, automate workflows, and replace repetitive tasks for users

Generally available

Autonomous

Operate independently, dynamically plan, orchestrate other agents, learn and escalate

Preview

◄┈┈┈┈┈ Agents vary in levels of complexity and capabilities depending on your need ┈┈┈┈┈►

Copilot + Agents
with Copilot Studio

Finance

Marketing

Legal

Microsoft 365
Copilot

+

Copilot
Studio

HR

Customer
service

Sales

5800 XP

Create copilots with Microsoft Copilot Studio

4 hr 52 min • Learning Path • 0 of 6 modules completed

Intermediate   App Maker   Administrator   Microsoft Copilot

At a glance

Level
Intermediate

Product
Microsoft Copilot

Role
App Maker, Administrator

Subject
Chatbots

Get started creating agents with Microsoft Copilot Studio. This Learning Path introduces you to creating agents. You are introduced to important concepts such as how to create topics that are used to drive conversations. You learn how to create custom entities that can be applied inside of topics to extract information. Finally, you learn how variables are used to capture and store information in an agent.

Prerequisites

Access to Microsoft Copilot Studio.

Start >   ⊕ Add

Redeem your code

Have an achievement code? Redeem your code now.

Microsoft

Introducing…

SMB paths for Azure Solutions Partner designations

Data & AI (Azure)
Digital & App Innovation (Azure)
Infrastructure (Azure)

Microsoft AI Cloud Partner Program: Levels

Specializations and Expert offerings

Technical certification and attestation

Solutions Partner designations
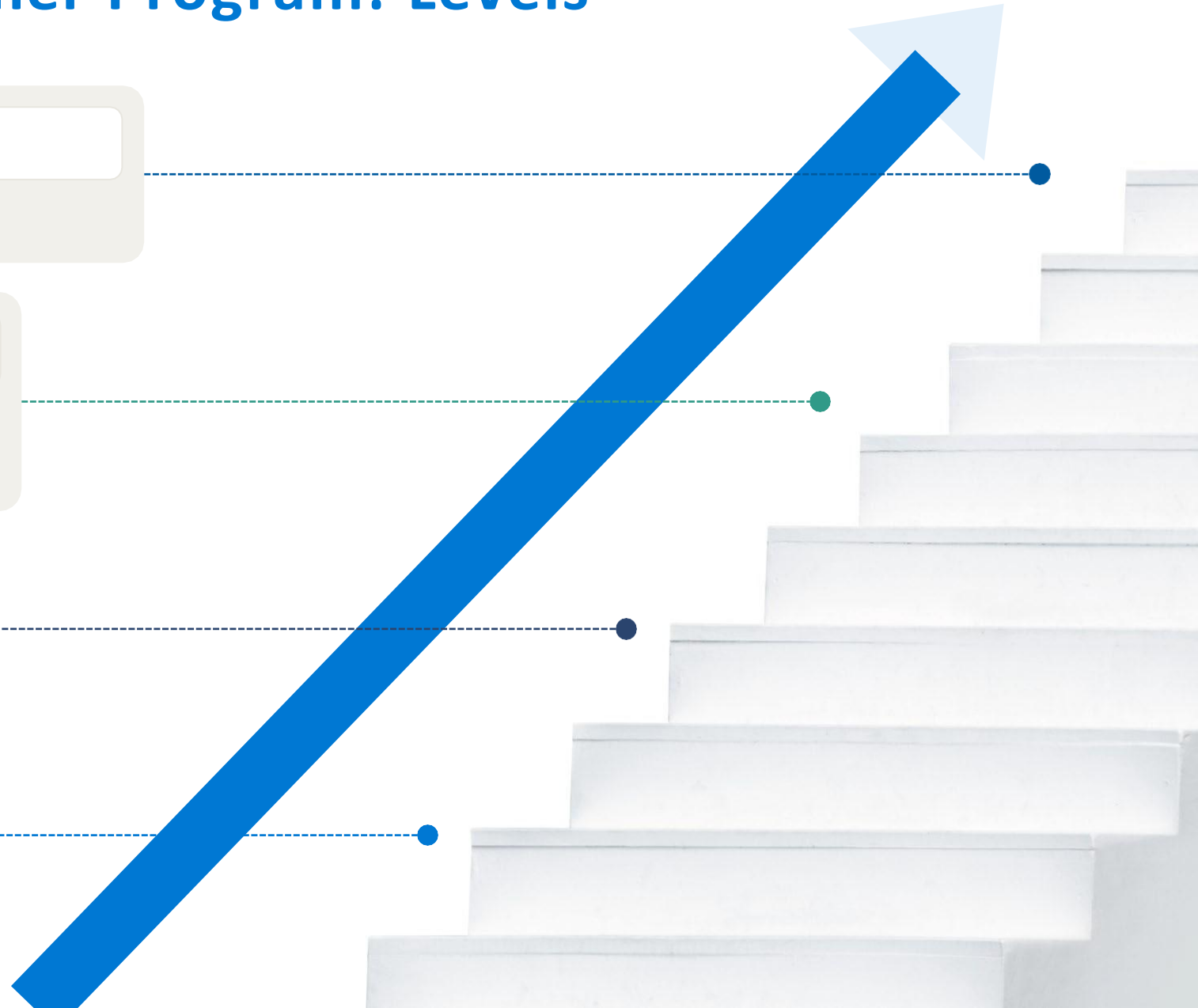
Attained designation and attestation (Partner capability score)

Partner Success

Partner success benefit holders

Membership

All channel partners

Benefits for Solutions Partner designations

Benefits for Solutions Partners are effective, helpful, and relevant to your organization. We're investing more to help you with business development, increasing customer reach, and expanding technical skilling and enablement.

Encouraging business development

Product benefits (formerly internal use licenses) have been designed to align to the Solutions Partner designations, including:

- Azure bulk credits for your organization
- Access to development environments
- Cloud services subscriptions that are most relevant in market

Increasing customer reach

- Co-selling with Microsoft to expand your customer footprint
- Go-to-Market services, assets, and personalized consultation to help you along your marketing journey
- Microsoft solutions provider placement to increase exposure
- Customer-facing badges to showcase your capabilities
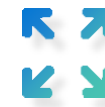
Expanding technical skilling and enablement

- Personalized assistance, comprehensive courses, and world-class Microsoft experts to build your knowledge
- Technical presales and deployment services to help you deliver solutions faster
- Product (on-prem and cloud), platform, and technical support to help you troubleshoot specific issues

For details about benefits specific to each Solutions Partner designation, review our benefits guide.

Foundation for growth and profitability

[Microsoft AI Cloud Partner Program Training Gallery](#) for full list of resources.

Growth resources	Incentives

Enablement Resources	**GTM Resources**	**Microsoft MCI Incentive**	**Azure Migration Offerings**
Build new technical and sales skills to fund new sales opportunities and routes to market.	Marketing resources to help you find new customers, or land new solutions with existing customers.	Differentiate your practice and get paid from the Microsoft MCI incentive.	Drive AI and Azure workloads with differentiated incentives.
		Solutions Partner designation required*	**Solutions Partner designation required**
			Specialization required

*Legacy cloud competency benefit kits are included for eligibility in FY25.

How to attain a Solutions Partner designation for solution areas

The partner capability score provides flexibility to demonstrate knowledge, skills, and experience across subcategories of performance, skilling, and customer success. Partners qualify either on an SMB path or an Enterprise path, and must reach 70 points for the path they are on.

A minimum of 70 points must be earned, with points in each subcategory.

There are 100 points possible in total across categories.

Performance

This category is measured by net customer adds.

Skilling

This category verifies and demonstrates your dedication to skilling and training by intermediate and advanced certifications.

Customer success

This category is measured by usage growth and the number of solution deployments.

Admins can sign in to Partner Center to see how your organization is progressing towards a Solutions Partner designation today. SMB path details and progress will be available later in 2024.

Understanding the partner capability score

Each solution area designation has a specific number of possible points that can be earned per category. You have the flexibility to choose which categories to focus on within a solution area to match your business needs. The maximum number of points available for each subcategory are the same for SMB and Enterprise paths.

Each Solutions Partner designation for solution areas requires 70+ points with at least one point in each subcategory

Category		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
				Subcategory			
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
# Represents maximum number of points in that subcategory		Deployments — 20pts	Deployments — 10pts	Deployments — 10pts	Deployments — 10pts	Deployments — 25pts	Deployments — 20pts

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
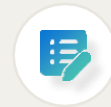
Adjusted requirements

- Points for smaller net customer adds
- Fewer prerequisite certifications
- Points for prerequisite certifications
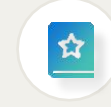
Updates to deployments

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

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
# Customers in SMB/SMC — < 80%	Enterprise	Enterprise

Requirements for Digital & App Innovation and Infrastructure

Three categories make up the framework for Solutions Partner for Digital & App Innovation (Azure) and Infrastructure (Azure): performance, skilling, and customer success. Points are earned through net customer adds, certifications and exams, growth in usage and the number of successful deployed customer solutions. Points are earned incrementally as partners make progress in each subcategory.

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 net 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****	40
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 to earn points for scoring certifications.

*** Changes to deployments will not go live with launch of the Azure SMB paths. Deployment update date TBD.

All dates and requirements subject to change.

Requirements for Data & AI

Three categories make up the framework for Solutions Partner for Data & AI (Azure): Performance, skilling, and customer success. Points are earned through performance, certifications and exams, growth in usage and the number of successful deployed customer solutions. Points are earned incrementally as partners make progress in each subcategory.

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 net 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 to earn points for scoring certifications.
*** Changes to deployments will not go live with launch of the Azure SMB paths. Deployment update date TBD.

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

Resources

Assets

Walking decks
- [Data & AI (Azure)](#)
- [Digital & App Innovation (Azure)](#)
- [Infrastructure (Azure)](#)

[FAQ](#)

[Partner Learn docs](#)

Other links

[Training gallery](#)

[Microsoft partner website](#)

[Partner Center Membership](#)

[Partner Center Insights](#)

[Azure Certification Weeks](#)

Get your teams ready: Certification Weeks for Partners

Microsoft Azure Certification Weeks for Partners is a multi-day event that helps prepare you for Microsoft advanced role-based certifications. This is one of the best ways to help your organization meet the skilling criteria needed to attain a Solutions Partner designation.

Who is it for?

Technical professionals who are ready to fill their skill gaps in Microsoft solutions and prepare for certification.

When is the next one?

Azure Certification Weeks

February 24-27, 2025

Why should you attend?

This modular five day virtual training includes structured instructor led training, hands on labs, exam preparation, and live and offline Q&A, available during the hours that best fit your busy schedule. The pre recorded sessions include live chat moderation with subject matter experts, ready to answer your questions.

It focuses on the most important aspects of the certification exam curriculum, allowing you to include working billable hours in your day. Other benefits include:

- ✓ Streamlined format that prepares you for certification
- ✓ Keep pace with technical roles and requirements
- ✓ Flexible learning to fit your schedule and working hours
- ✓ Lab resources
- ✓ Pre recorded sessions presented in English, with captions in 12 languages
- ✓ 3 time zone choices (PST/PDT, GMT/BST, CST)

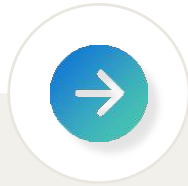Learn more: **Azure**   **Biz Apps**   **Modern Work**   **Security**

Call to action

We expect the SMB paths for the Azure Solutions Partner designations to be available in the second half of fiscal year 2025. We encourage partners to prioritize skill development in anticipation of the launch. Eligible partners will have the opportunity to enroll on the first day of the launch.

| Learn about SMB path and benefits | Assess your score | Leverage Certification Weeks | Attain designations and unlock benefits |

Appendix

Requirements for performance

Net customer adds

The net customer adds subcategory measures the growth of a partner's experience with new customers over time. We look at the number of net customers added over the trailing 12 months. Partners earn 10 points for each incremental net customer add, up to 3 max net customer adds.

Net customer adds is defined as: Contributing customers in the last two months – Contributing customers in same two months last year. Customers will count positively toward the net customer adds score if they had USD $0 Azure consumed revenue (ACR) in both of the two baseline months (last year) and had ACR above the threshold in any one of the last two months. Customers will count negatively toward net customer adds if they are above the threshold in the baseline months and below the threshold in the last two months. Customers will not count toward net customer adds if they are above the threshold or below the threshold in all considered months.

Enterprise path

Contributing customers = customers with >= USD $1,000/month ACR in any one of the last two months and with USD $0 in both of the baseline months.

SMB path

Contributing customers = customers with >= USD $500/month ACR in any one of the last two months and with USD $0 in both of the baseline months.

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

Requirements for skilling: Digital & App Innovation, Infrastructure 40pts

Partners must meet the prerequisites before they will earn points for the scoring certifications in each skilling subcategory. The individuals who earn the prerequisite certifications can be the same as or different than the individuals who earn the scoring certifications. However, individuals who earn more than one of the scoring certifications will count only once toward your scoring certifications in each subcategory. Individuals who earn scoring certifications in both intermediate and advanced skilling will be counted for each subcategory.

Enterprise path

- Intermediate certifications
  - Must earn 2 Azure Administrator Associate prerequisite certifications to begin earning scoring certification points. No points are earned for prerequisite certifications.
  - Once prerequisite is met, earn 4 points each for intermediate scoring certifications for up to 5 unique certified individuals
- Advanced certifications
  - Must earn 2 Azure Solution Architect Expert prerequisite certifications to begin earning scoring certification points. No points are earned for prerequisite certifications.
  - Once prerequisite is met, earn 4 points each for advanced scoring certifications for up to 5 unique certified individuals

SMB path

- Intermediate certifications
  - Must earn 1 Azure Administrator Associate prerequisite certification to begin earning scoring certification points, earn 4 points for that prerequisite certification
  - Once prerequisite is met, earn 4 points each for intermediate scoring certifications for up to 4 unique certified individuals
- Advanced certifications
  - Must earn 1 Azure Solution Architect Expert prerequisite certification to begin earning scoring certification points, earn 4 points for that prerequisite certification
  - Once prerequisite is met, earn 4 points each for advanced scoring certifications for up to 4 unique certified individuals

† *This certification retired on July 31, 2023. It will remain eligible for partner capability score points through July 2024.*
All dates and requirements subject to change. | For more information about measurements specific to Solutions Partner for Infrastructure (Azure), click here.

Requirements for skilling: Data & AI

Intermediate Certifications

For Data & AI (Azure), skilling points are earned only in the intermediate subcategory. Partners must meet the prerequisites for their path before they will earn points for the scoring certifications. The individuals who earn the prerequisite certifications can be the same as or different than the individuals who earn the scoring certifications. However, individuals who earn more than one of the scoring certifications will count only once toward your scoring certifications.

Prerequisite certifications

- Azure Administrator Associate
- Azure Solution Architect Expert

Scoring certifications

- 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

Enterprise path

- **Prerequisites:** Partners must earn at least 2 Azure Administrator Associate and at least 2 Azure Solution Architect Expert. Prerequisites do not earn points.
- **Scoring certifications:** Once prerequisites are met, partners earn 4 points each for up to 10 unique certified individuals.

SMB path

- **Prerequisites:** Partners must earn 1 Azure Administrator Associate and 1 Azure Solution Architect Expert, and earn 4 points for each.
- **Scoring certifications:** Once prerequisites are met, partners earn 4 points each for up to 8 unique certified individuals.

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

Requirements for customer success

30pts

The definitions for both deployments and usage growth are the same for both the Enterprise and SMB paths.

Deployments

10pts

- Deployments are a measurement of a partner's ability to successfully deploy solutions for their customers.

- Eligible deployments are any Service Level 2 Azure service** deployed in the trailing 12 months.

- Earn 2 points per eligible deployment, up to a maximum of 5 deployments and 10 points.

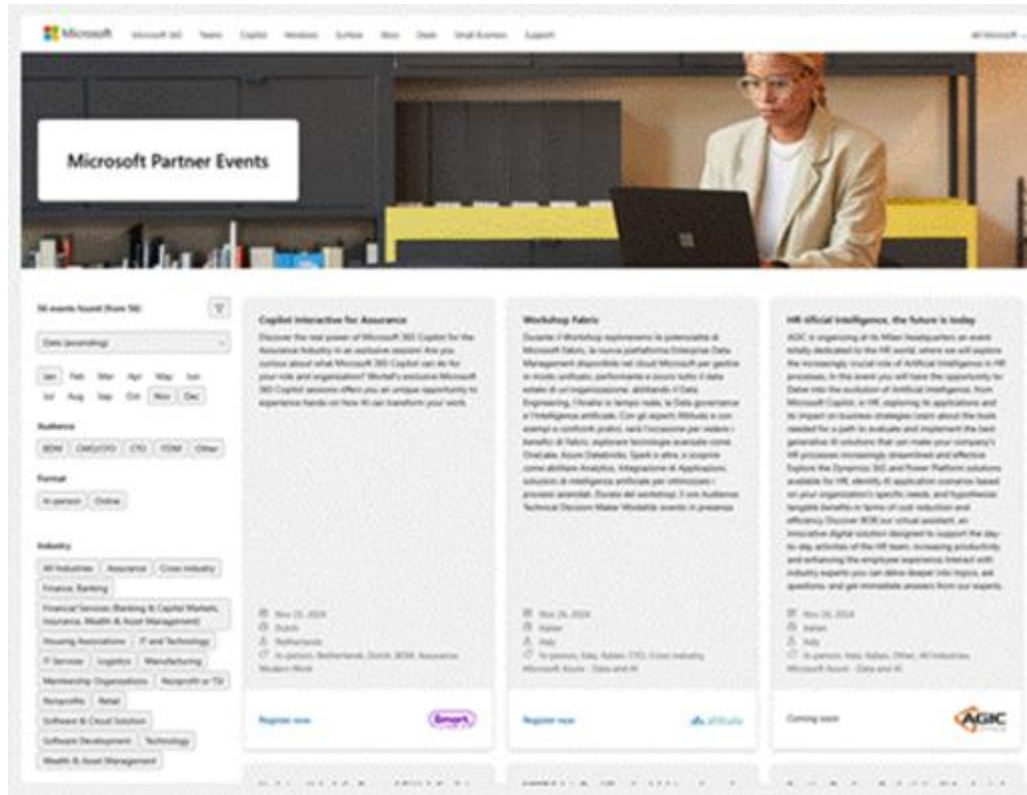*** All Service Level 2 services will count toward your deployments score except Virtual Machines Licenses*

Usage Growth

20pts

- Usage growth is a measurement of a partner's ability to successfully guide customers as their Azure needs expand year over year.

- Usage growth percentage = (Total ACR summed across all customers last month – Total ACR summed across all customers same month last year)/Total ACR summed across all customers same month last year x 100.

- Each 1% growth in ACR contributes one point, up to a maximum of 20 points.

- Total ACR must be at least USD $1,000 to qualify for scoring.

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

GTM GPS Partner events page

Always up to date here:

aka.ms/PartnerGTMEvents

Partners can submit their event here:

aka.ms/submitpartnerevent

- Updated every Monday