Agenda

- Review of Microsoft Cloud Partner Program and Solutions Partner designations – **Dan Rippey - Microsoft**

- Benefits and Renewal Process - **Tafara Pulse – Microsoft**

- Increasing Skilling Points - **Nicola Keskin – TD SYNNEX**

- Partner benefits, incentives, rebate and co-op – **Deborah Sweeney – TD SYNNEX**

- Tracking towards the solution designations in Partner Center – **Shelley Green– TD SYNNEX**

- Increasing performance and Customer Success Points – **Shelley Green– TD SYNNEX**

- Resources and Takeaways– **Shelley Green– TD SYNNEX**

TD SYNNEX

Introducing the Microsoft Cloud Partner Program

➢ Microsoft Partner Network is now *Microsoft Cloud Partner Program*

➢ Our programs are simplified. We are now anchored to six, single-tier Solutions Partner designations aligned to the Microsoft Cloud:
  ➢ Modern Work, Business Applications, Security, Infrastructure (Azure), Digital & App Innovation (Azure), Data & AI (Azure)

➢ Advanced Specializations have been renamed to 'Specializations' and now have Solutions Partner designations as prerequisites to qualify

➢ To attain Solutions Partner designation, partners must demonstrate their organization's capability in 1) performance 2) skilling and 3) customer success (as measured by **partner capability score**)

➢ Partners have access to the partner capability score dashboard in Partner Center that shows how they're tracking toward new designations and where they can take action to increase their score

➢ Partners who attain Solutions Partner designations can choose to move to updated benefits or retain their legacy benefits, and benefits have been expanded for Specializations
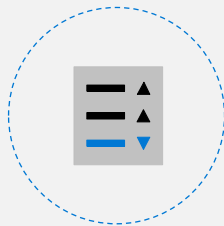
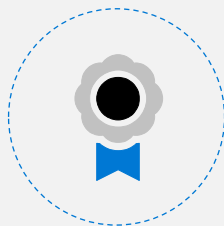# Why was the Microsoft Cloud Partner Program born?

70 Customers are demanding more

Cultivating customer confidence. Partners have the right skills and capabilities to meet customer needs

Reduce customer confusion and provide clarity

Give partners an opportunity to stand apart from their competitors

Focusing on customer needs and your growth

We want to help you grow a profitable business and to continue to deliver successful customer outcomes.

Simplifying our programs

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

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

Delivering greater customer value

Introducing a new partner capability score that holistically measures your organization's technical capabilities to drive customer success.
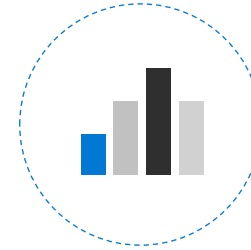
Investing in your growth in new ways

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

Microsoft Cloud Partner Program – Partner Journey

To help partners grow and succeed, Microsoft invests in you via the Microsoft Cloud Partner Program. As a part of the Microsoft Cloud Partner Program, you have access to resources, programs, and tools to help you train your team, build innovative solutions, differentiate in the marketplace, and connect with customers.

| Explore | Build | Execute and sell | Differentiate and sell |

Microsoft lead-sharing opportunities

Membership

First step to accessing Microsoft Partner Network program and free marketing resources

Microsoft Action Pack

Access to hands-on Microsoft tech, support, and marketing tools

Solutions Partner

Demonstrate your organization's broad services-solution capabilities aligned to customer needs and the Microsoft Cloud.

Specializations

Further differentiate your organization's deep expertise in specific technical scenarios aligned to the Microsoft Cloud.

Expert MSP program

Demonstrate your organization's deep expertise providing managed services across the end-to-end lifecycle for Azure customers.

Demonstrated breadth capabilities

Demonstrated depth capabilities

Customer-facing badge that clearly differentiates partners from their competition

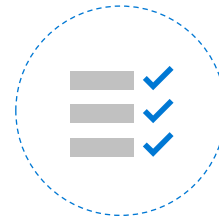# How to attain a Solutions Partner designation ●●●

Each area will have a specific number of possible points. You have the flexibility to focus more on one category versus another depending on what is right for your business.

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

There are 100 points possible in total.

Performance
✓ Net customer adds

Skilling
✓ Intermediate certifications
✓ Advanced certifications

Customer success
✓ Usage growth
✓ Solutions deployments

Admins can sign into Partner Center to see how your organization is progressing toward a Solutions Partner designation.

Partner capability score: Alignment across the Microsoft Cloud ●●●

	Solutions Partner for Business Applications	Solutions Partner for Modern Work	Solutions Partner for Security	Solutions Partner for Infrastructure (Azure), Data & AI (Azure)*, Digital & App Innovation (Azure)
Performance	Net customer adds ❯ 15pts	Net customer adds ❯ 15pts	Net customer adds ❯ 20pts	Net customer adds ❯ 30pts
Skilling	Intermediate Certs ❯ 20pts	Intermediate Certs ❯ 10pts	Intermediate Certs ❯ 40pts	Intermediate Certs ❯ 20pts
	Advanced Certs ❯ 15pts	Advanced Certs ❯ 15pts	No Advanced Certs currently	Advanced Certs ❯ 20pts
Customer Success	Usage Growth ❯ 30pts	Usage Growth ❯ 30pts	Usage Growth ❯ 20pts	Usage Growth ❯ 20pts
	Deployments ❯ 20pts	Deployments ❯ 25pts	Deployments ❯ 20pts	Deployments ❯ 10pts

*No Advanced Cert. subcategory currently, all skilling points are consolidated to 40 pts. in Intermediate Cert. subcategory.

Associations

Associations are the sole mechanism by which customer success, performance, and skilling subcategory points are acknowledged and calculated towards achieving Solutions Partner designation(s).

Without these associations in place, partner capability score points are not recognized.

Start ensuring your partner associations are connected now as you prep to attain Solutions Partner designations.

Solutions Partner designation | Partner association eligibility

| Partner association type	Solutions Partner designation			
	Modern Work	**Business Applications***	**Security**	**Data & AI (Azure)** **Infrastructure (Azure)** **Digital & App Innovation (Azure)**
Claiming Partner of Record (CPOR)	X (Enterprise & SMB)	X	X	
Eligible subcategories	Net customer adds, Usage growth, Deployments	Net customer adds, Usage growth, Deployments	Net customer adds, Usage growth, Deployments	
Digital Partner of Record (DPOR)	X (Enterprise only)	X		X
Eligible subcategories	Net customer adds, Usage growth, Deployments	Net customer adds, Usage growth, Deployments		Net customer adds, Usage growth, Deployments
Partner Admin Link (PAL)**		X	X	X
Eligible subcategories		Usage growth, Deployments	Net customer adds, Usage growth, Deployments	Net customer adds, Usage growth, Deployments
Cloud Solution Provider (CSP)	X (SMB only)	X		X
Eligible subcategories	Net customer adds, Usage growth, Deployments	Net customer adds, Usage growth, Deployments		Net customer adds, Usage growth, Deployments

*Different workloads within the Business Applications designation have different partner association eligibility. Please go here to learn more about eligibility by workload.
**This association type is not available in China or Government clouds.

# Certified professional associations ●●●

How specializations map to Solutions Partner designations ◆●●◆

Infrastructure (Azure)	Digital & App Innovation (Azure)	Data & AI (Azure)	Business Applications	Modern Work	Security
Windows Server and SQL Server Migration to Microsoft Azure	Kubernetes on Microsoft Azure	Windows Server and SQL Server Migration to Microsoft Azure	Microsoft Low Code Application Development	Adoption and Change Management	Cloud Security
Linux and Open Source Database Migration to Microsoft Azure	Modernization of Web Applications to Microsoft Azure	Linux and Open Source Database Migration to Microsoft Azure	Small and Midsize Business Management	Calling for Microsoft Teams	Identity and Access Management
SAP on Microsoft Azure	AI and Machine Learning on Microsoft Azure	Data Warehouse Migration to Microsoft Azure		Customer Solutions for Microsoft Teams	Information Protection and Governance
Microsoft Azure Virtual Desktop	DevOps with GitHub on Microsoft Azure	Kubernetes on Microsoft Azure		Meetings and Meeting Rooms for Microsoft Teams	Threat Protection
Microsoft Azure Vmware Solution	Hybrid Operations and Management with Microsoft Azure Arc	Modernization of Web Applications to Microsoft Azure		Teamwork Deployment	
Hybrid Operations and Management with Microsoft Azure Arc	Hybrid Operations and Management with Microsoft Azure Arc	Analytics on Microsoft Azure		Modernize Endpoints	
Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI	Microsoft Low Code Application Development	AI and Machine Learning on Microsoft Azure			
Networking Services in Microsoft Azure		Hybrid Operations and Management with Microsoft Azure Arc			
		Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI			

Introducing Solutions Partner badges
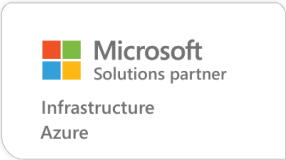
Solutions Partner for Infrastructure (Azure)	Solutions Partner for Data & AI (Azure)	Solutions Partner for Digital & App Innovation (Azure)	Solutions Partner for Modern Work	Solutions Partner for Security	Solutions Partner for Business Applications	*Solutions Partner for Microsoft Cloud
Microsoft Solutions partner — Infrastructure Azure	Microsoft Solutions partner — Data & AI Azure	Microsoft Solutions partner — Digital & App Innovation Azure	Microsoft Solutions partner — Modern Work	Microsoft Solutions partner — Security	Microsoft Solutions partner — Business Applications	Microsoft Solutions partner — Microsoft Cloud

Customer campaign

Microsoft will be launching customer campaigns later this year to inform and educate customers on the new designations including what they mean, what they measure or demonstrate in terms of partner capability and how customers should think about them.

Microsoft Solutions partner

Modern Work

Specialist
Adoption and Change Management
Teamwork Deployment
Modernize Endpoint

*Partners who attain all six Solutions Partner designations receive a Microsoft Cloud badge, recognizing your capabilities across the Microsoft Cloud.

Microsoft

Solutions Partner designation benefits and renewal process

Benefits for Solutions Partner designations

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

Encouraging business development

- Product benefits (formerly IUR) have been designed to align to the Solutions Partner designations, including:
  - o Azure bulk credits for your organization
  - o Access to development environments
  - o New cloud product subscriptions that are most relevant in market

Increasing customer reach

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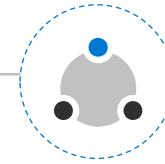
Expanding technical skilling, enablement and support

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

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

Microsoft Cloud Partner Program Benefits table*

Designation Eligibility

How we help	Description	Network Member	Action Pack	Solutions Partner	Specialization/Expert[7]
Onboard with a Simplified Experience	Training and Enablement resources	●	●	●	●
	Help + Support requests	●	●	●	●
Build Solutions and Services	Azure credits and Visual Studio subscriptions[1]		◔	◐ New!	● New!
	M365 and Office product[1]		◔	◐ New!	● New!
	D365 and PowerBI product[1]			◐ New!	● New!
	Digital Marketing Content OnDemand (DMC)	●	●	●	●
Accelerate Growth & Consumption	Technical Presales & Deployment (TP&D)[2]		5 advisory hours (both technical presales and deployment scenarios)	50 advisory hours (+ unlimited technical presales assistance)	50 advisory hours (+ unlimited technical presales assistance)
	Go-To-Market Toolbox assets and marketing consultations[3]			●	●
	Co-sell eligibility[4]	◔	◔	◐	●
Get Rewarded for Success	Marketplace Rewards[5]	●	●	●	
	Incentives programs[6]			Eligibility criteria for select partner Incentives	Eligibility criteria for select partner Incentives
Optimize Delivery Practices	Cloud incidents			Unlimited Signature Incidents	Unlimited Signature Incidents
	On-Prem incidents		10 Product Support Incidents	20 Product Support Incidents	20 Product Support Incidents

View more benefit details and requirements at **aka.ms/Solutionspartner.Benefits**

Notes and Conditions:

[1]Product offers/SKUs and respective quantities are variable across designations and illustrations are not representative of guaranteed benefit amounts. Terms and conditions apply. Full details are set forth in Partner Center and applicable program guides.

[2]Conditions and eligibility requirements apply.

[3]Go-To-Market Toolbox asset and marketing consultation use is limited by a set number of points to be activated within the platform. Terms and conditions apply.

[4]Co-sell program eligibility is dependent on other criteria and is subject to change. Co-sell eligibility does not guarantee participation in the program or a set level of leads or opportunities. Terms and conditions apply.

[5]Marketplace Rewards eligibility requires a solution or service to be published on Microsoft AppSource or Azure Marketplace. Eligibility criteria is subject to change.

[6]Other eligibility criteria apply. Incentives program information is subject to change. Full details and program requirements are set forth and subject to the applicable program guide and agreement. Visit the Partner Incentives for more information.

[8] Specialization and Expert MSP designation benefits shown assume that a partner has attained a Solutions Partner designation and receives the associated Solutions Partner benefits. Terms and conditions apply. Refer to Partner Center for more information.

Solutions Partner designations

Options for existing Microsoft partners to transition to the new Solutions Partner designations.

Eligible to attain the new Solutions Partner designation(s)?

Your organization meets the criteria for Solutions Partner designation earning 70 points or more.

- At GA and beyond, partners will receive the new designation badge at ANY TIME when they meet the requirements, even between anniversary dates*

- No changes or updates to benefits until your first anniversary date after GA

- Go to Logo Builder in Partner Center and download your new customer-facing badge.

Microsoft
Solutions partner
Security

Looking to continue with the new Solutions Partner designation(s)?

After meeting all requirements to renew your Solutions Partner designations, select one of the benefits package options:

- Solutions Partner benefits OR

- Legacy benefits

- And pay the associated annual membership fee**

General availability (GA)
October 3, 2022

First anniversary date after GA

Not eligible, need more time?

If your organization doesn't meet the criteria for Solutions Partner designation not earning 70 points or more:

- No changes or updates to benefits until your first anniversary date after GA

- Legacy competencies badges are no longer in market

- At ANY TIME at or between anniversary dates, meet the requirements and earn the Solutions Partner designation badge*

Still not eligible?

For partners who don't meet the requirements for a Solutions Partner designation and who had an active legacy competency on September 30, 2022, you'll have the option to continue to pay a fee (aligned to your legacy competency fee) and retain your legacy benefits.

If you choose not to purchase your legacy benefits, you also have the option to purchase Microsoft Action Pack.

*Available between anniversary dates with benefits change only available at anniversary date.
**Available only on your anniversary date.

Key takeaways

Keep your current benefits

- Your benefits will not change until your next anniversary date, when you'll decide which benefit package to choose
- Partners who do not qualify for Solutions Partner designations can choose to renew their legacy benefits
- Partners who do qualify for Solutions Partner designations can choose to renew their legacy benefits or purchase the new benefits package

Partner associations are necessary

- Associations are the sole mechanism by which customer success, performance, and skilling subcategory points are acknowledged and calculated towards achieving Solutions Partner designation(s)
- Start ensuring your partner associations are connected now as you prep to attain Solutions Partner designations
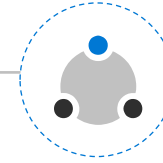
Work with your Indirect Provider

- Talk to your Indirect Provider about the areas where you want to develop, invest in and grow
- Set benchmarks and expectations where your Indirect Provider can invest to help you

Increasing skilling points

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Microsoft Partner
2022 Partner of the Year Winner
Indirect Provider Award

Microsoft

Skilling overview:

- **Major part of MCPP**

- Two categories: **Intermediate** and **Advanced***

- **Minimum of one point** in each category needed

- **Maximizing all the points available** will earn you between **25% - 40% of the 70 points you need**

	Biz Apps	Modern Work	Security	Azure x 3
Performance	15	20	20	30
Skilling	35	25	40	40
Customer Success	50	55	40	30
Skilling Percentage	35%	25%	40%	40%

TD SYNNEX as a certified Microsoft learning partner can help you reach your skilling goals

* except Security/Data &AI

TD SYNNEX

MCPP Skilling Summary

Intermediate

Solutions Partner designation	Infrastructure (Azure)	Data and AI (Azure)	Digital and App Innovation (Azure)	Modern work		Security	Business Applications	
Prerequisite certifications	2 x Azure Administrator Associate (AZ-104)	2 x Azure Admin (AZ-104) 2 x Azure Expert (AZ-305)	2 x Azure Administrator Associate (AZ-104)	No prerequisites		No prerequisites	No prerequisites	
Elective certifications (every qualifying individual who has obtained any * of the listed certifications) *Except for Security, which requires multiple certifications per person.	• Azure Stack Hub Operator (AZ-600) • Azure Network Engineer (AZ-700) • Windows Server Hybrid Admin (AZ-800 + AZ-801)	• Azure AI Engineer (AI-102) • Azure Data Scientist (DP-100) • Azure Data Engineer (DP-203) • Azure Database Administrator (DP-300) • Power BI Data Analyst (PL-300) • Azure Customer Data Platform Specialty (DP-420) • Customer Data Platform Specialty (MB-260)	• PA RPA Developer Associate (PL-500) • Azure Developer (AZ-204)	• M365 Fundamentals (MS-900) • M365 Teams Application Developer Associate (MS-600) • Teams Administrator (MS-700) • Messaging Administrator (MS-203) • Modern Desktop Administrator (MD-100 and MD-101)		Both : M365 Security Administrator (MS-500) + Azure Security Engineer (AZ-500) And at least one of the following • Security Operations Analyst (SC-200) • Identity & Access Admin (SC-300) • Information Protection Admin (SC-400)	One of 15 role-based Dynamics 365 or Power Platform Certifications • Dynamics • Power Platform	
Points per certified person	4 pts			SMB: 5 pts	Enterprise: 2. 5 pts	6. 6 pts	SMB 4 pts	Enterprise 1 pt
Maximum Points	20 pts (5 x 4 pts)	40 pts (10x 4 pts)	20 pts (5 x 4 pts)	10pts (2 x 5 pts)	10pts (4 x 2. 5 pts)	40 pts (6 x 6. 6 pts)	20 pts (5 x 4 pts)	20 pts (20 x 1 pt)
Documentation URL	Official Microsoft Link			Official Microsoft Link		Official Microsoft Link	Official Microsoft Link	

Advanced

Solutions Partner designation	Infrastructure (Azure)	Data and AI (Azure)	Digital and App Innovation (Azure)	Modern work		Security	Business Applications	
Prerequisite certifications	2 x Azure Solutions Architect Expert (AZ-305)		2 x Azure Solutions Architect Expert (AZ-305)	NO Prerequistes			NO Prerequistes	
Elective certifications (every qualifying individual who has obtained any * of the listed certifications) .	• Azure Virtual Desktop Specialty (AZ-140) • Azure for SAP Workloads Specialty (AZ-120)		• Azure IoT Developer Specialty (AZ-220) • DevOps Engineer Expert (AZ-400) • Power Platform Solution Architect Expert (PL-600)	• Microsoft 365 Certified: Enterprise Administrator Expert (MS-100 and MS-101)			• Microsoft Certified: Dynamics 365: Finance and Operations Apps Solution Architect Expert (MB-700) • Microsoft Certified: Dynamics 365 + Power Platform Solution Architect Expert (MB-600) • Microsoft Certified: Power Platform Solution Architect Expert (PL-600)	
Points per certified person	4 pts		4 pts	SMB: 15 pts				
Maximum points	20 pts (5 x 4 pts)		20 pts (5 x 4 pts)	15 pts (1 x 15 pts)	15 pts (2 x 7. 5 pts)		15 pts (2 x 7.5 pts)	15 pts (7 x 2.14 pts)
Documentation URL	Official Microsoft Link			Official Microsoft Link			Official Microsoft Link	

DISCLAIMER: Subject to change. Always refer to the latest requirements in Partner Center/ Microsoft DOCS

Skilling calculator:

- **Highlights YOUR fastest path to your Solution Area**

- **Includes a data base on what is needed per Solution Area**

- **Complete the calculator with your information and see what you need!**

Partner benefits, incentives, rebate and co-op

Benefits

Updated benefits aligned to solutions partner designations will continue to support you as you grow your business and are **optimized** to focus on new cloud technology, and tailored quantities of cloud services subscription.

All the **valuable categories you're familiar with**: Product benefits (including IURs), go-to-market services, technical pre-sales and deployment services, and placement in the commercial marketplace to increase your exposure to customers.

New **incremental product benefits for specializations and expert programs** to further accelerate your business.

Microsoft 365 new commerce CSP incentive

New Commerce Incentive

ENGAGEMENT SUMMARY

The Microsoft 365 new commerce CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Modern Work & Security products and services through the new commerce experience.

ENGAGEMENT TERM

October 1, 2022 – September 30, 2023

Partner Eligibility

Partner Agreement
Microsoft Partner Network Agreement

Partner Authorization
Microsoft CSP Indirect Reseller Channel Authorization
OR Microsoft CSP Direct Bill Partner Channel Authorization

Program Enrollment
Microsoft Commerce Incentives

Eligibility
One of six Solutions Partner designations
(OR)
Active Gold or Silver competency for one of nine competencies:*
Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small and Midmarket Cloud Solutions, Windows and Devices

Revenue Requirements
$25K USD 12-month revenue threshold for CSP Indirect Resellers

*or purchased legacy benefits package with eligible competencies, click here for more information

Measure and Reward

Incentives are based on billed revenue and calculated in accordance to billing cadence.

Core incentives	Strategic Accelerators
• Core – Modern Work & Security billed revenue, 4%	• Global Strategic Product Accelerator – Tier 1, 5% • Global Calling and Conference PSTN Accelerator, 20%

Partner Association
Transacting Partner of Record

Earning Type
100% Indirect Rebate
(Co-op is not currently available in MCI)

Maximum earning opportunity
Based upon purchasing motion

Product Eligibility
See Product Addendum

Engagement: Azure CSP motion incentives

New Commerce Incentive

ENGAGEMENT SUMMARY
Cloud Solution Providers providing billing and support as part of a partner-managed Azure experience for customers who purchase Azure services under the new Azure offer (offer plan) are recognized for incentives when transacting through a Partner Location ID meet all eligibility requirements for available engagement opportunities and applicable program enrollment requirements.

ENGAGEMENT TERM
October 1, 2022 – September 30, 2023

Partner Eligibility

Partner Agreement
Microsoft Partner Network Agreement

Partner Authorization
Microsoft CSP Indirect Reseller Channel Authorization
OR Microsoft CSP Direct Bill Partner Channel Authorization

Program Enrollment
Microsoft Commerce Incentives

Eligibility
Solutions partner for Infrastructure (Azure)

OR

Active Gold or Silver competency for:* Cloud Platform

*or purchased legacy benefits package with eligible competencies, click here for more information

Measure and Reward
Incentives for the new Azure offer (Azure plan) are calculated as a percentage of Azure consumption revenue

Incentive structure	CSP Direct Bill Partner	CSP Indirect Reseller	Maximum earning opportunity[1]
Azure consumption CSP motion	4.00%	4.00%	$75k USD
Azure Reservation Incentive	10.00%	10.00%	
Azure Workload Accelerator CSP[2] (Data & App Innovation and Analytics+AI)	2.00%	2.00%	$25k USD

1. All Maximum Earning Opportunities at per engagement term, per partner, per subscription level

2. Eligible products within each workload can be found on Engagement: Azure Workload Accelerator – Eligible products

Licensing Agreement Microsoft Customer Agreement	**Partner Association** Transacting Partner of Record	**Earning Type** Rebate or Indirect Rebate	**Product Eligibility** New Azure offer (Azure plan)

Dynamics 365 new commerce CSP incentive

New Commerce Incentive

ENGAGEMENT SUMMARY
The Dynamics 365 new commerce CSP incentive, rewards Cloud Solution Provider partners who drive customer adoption of Business Applications products and services through the new commerce experience.

ENGAGEMENT TERM
October 1, 2022 – September 30, 2023

Partner Eligibility

Partner Agreement
Microsoft Partner Network Agreement

Partner Authorization
Microsoft CSP Indirect Reseller Channel Authorization
OR Microsoft CSP Direct Bill Partner Channel Authorization

Program Enrollment
Microsoft Commerce Incentives

Eligibility
One of six Solutions Partner designations
(OR)
Active Gold or Silver competency for one of nine competencies:*
Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small and Midmarket Cloud Solutions, Windows and Devices

Revenue Requirements
$25K USD 12-month revenue threshold for CSP Indirect Resellers

*or purchased legacy benefits package with eligible competencies, click here for more information

Measure and Reward
Incentives are based on billed revenue and calculated in accordance to billing cadence.

Core incentives	Strategic Accelerators
• Core – Business Applications billed revenue, 4.75%	• Global Strategic Product Accelerator – Tier 1, 5% • Global Strategic Product Accelerator – Tier 2, 10%

Partner Association
Transacting Partner of Record

Earning Type
100% Indirect Rebate
(Co-op is not currently available in MCI)

Maximum earning opportunity
Based upon purchasing motion

Product Eligibility
See Product Addendum

Solution designations in Partner Center

See how you're tracking towards the solution designations in Partner Center

Microsoft
Partner

2022 Partner of the Year Winner
Indirect Provider Award

Microsoft

TD SYNNEX

Microsoft Partner Program in PAC

There are two buttons in the Microsoft Partner Center with details on the new program

Membership

The Membership button shows an overview of each designation status as well as a detailed view into the points by category

Insights

The Insights button gives additional detail by designation as well as recommendations on how to achieve 70 points and a score simulator

You need to be a Global or MPN Admin to view these tabs

Membership view: Overview

- Under Solutions Partner click on Overview
- This will display all 6 designations and your corresponding points
- You can click on the view details button to see the 3 categories:
  - Performance
  - Skilling
  - Customer Success

- Or you can click on the individual designations

Membership view: Individual designations

- Detailed view of each Qualification:
  - Performance, Skilling, Customer Success
- View Details buttons outlines requirements and allows for qualifying subscriptions to be exported

Insights view

Insights View includes

- Further details on status
- Recommendations
  - Recommendations to achieve 70 points
- Trends
  - 12-month snapshot of points criteria
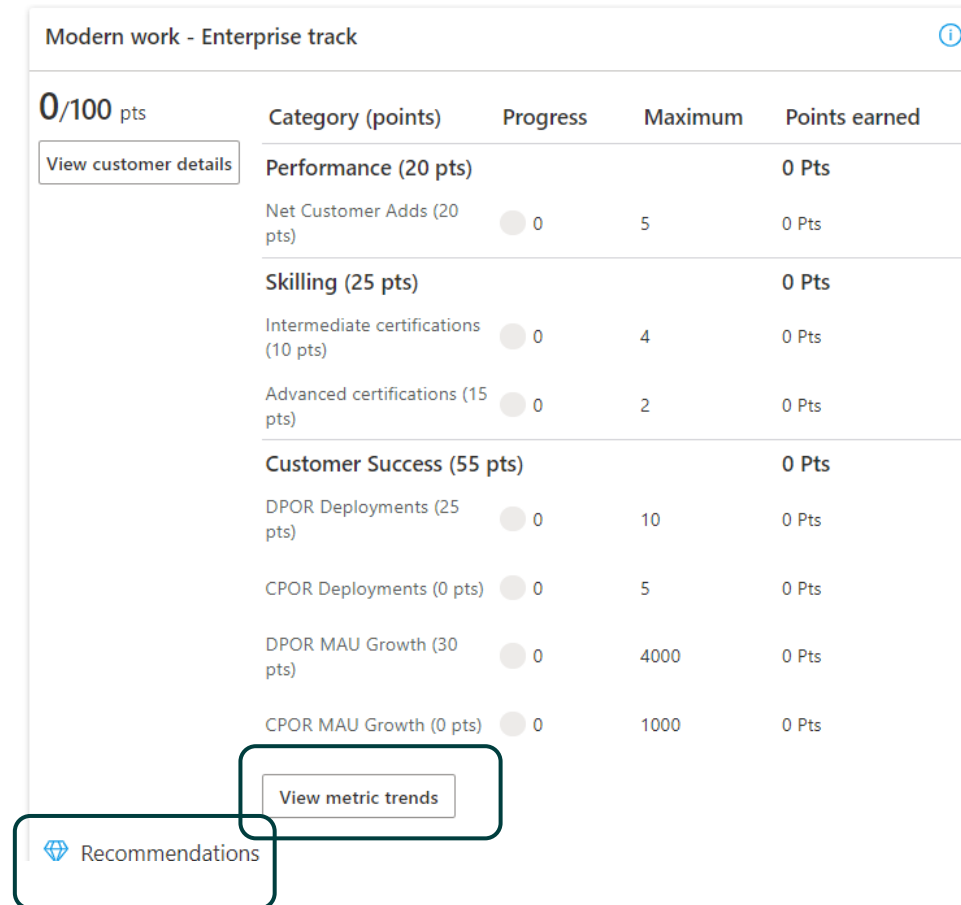
Insights view score simulator

TD SYNNEX

Insights | Solutions partner Membership ⓘ

↓ Download ∨   ⤷ Share   🗨 What's new   👥 Got feedback?

⚠ Starting October 3, 2022, Microsoft solutions partner designations will be available and the current Gold

Qualification summary   Customer eligibility   Skilling eligibility   Score simulator (Preview)

Business Applications - SMB track

☑ You need 5 more certified individuals in intermediate courses to achieve 20 points.
☐ You need 2 more certified individuals in advanced courses to achieve 15 points.
☐ You need 20 more qualified customer adds to achieve 15 points.
☐ You need 45% more qualified MAU growth to achieve 30 points.
☐ You need 10 more qualified deployments to achieve 20 points.

Business Applications - SMB track   ⬤○ View

20/100 pts	Category (points)	Progress	Maximum	Points earned
▲ +20 from current	Performance (15 pts)			0 Pts
	Net Customer Adds (15 pts)	⬤ 0	20	0 Pts
	Skilling (35 pts)			20 Pts ▲ +20
	Intermediate certifications (20 pts)	⬤ 5 ▲ +5	5	20 Pts ▲ +20
	Advanced certifications (15 pts)	⬤ 0	2	0 Pts
	Customer Success (50 pts)			0 Pts
	Deployments (20 pts)	⬤ 0	10	0 Pts
	Usage growth (30 pts)	⬤ 0%	45%	0 Pts

- The Score Simulator allows you to select options and see what the impact would be on your points
- In this scenario we started with 0 points
- By adding the 5 certified individuals in intermediate certifications it is showing a total of 20 points

Escalations for points in PAC

- Open the ticket with MS directly on Partner Center. TD SYNNEX cannot open it for you

- 1 ticket per sub-category

- You can pull reports from our StreamOne platforms for subscriptions placed through us

Are all your customers reflected in the download file under Net Adds? **Data is updated monthly** (after the15th)	Are all your certifications accounted for and linked in Partner Center? **Data is updated daily**	Did you download and review metrics measured by sub-category? **Data is updated monthly** (after the15th)
Performance	Skilling	Customer Success

Performance points

This category is measured by net new customer adds.

Microsoft Partner

Microsoft

2022 Partner of the Year Winner
Indirect Provider Award

CloudAscent data to drive performance points

CloudAscent uses machine learning on your sales and data sources to highlight new opportunities and generate fresh customer propensity reports monthly.

- Identifies your end customers with the highest propensity to buy new products
- Adding new products into existing end users will drive to the Performance points requirements

CloudAscent is in your Microsoft Partner Center in the Insights tab

- Click on the Customer Opportunities tab on the left, this gives you a high level view of the data
- At the top you can download your files
  - In the customer drop down box select your desired CloudAscent file

How to Plug CloudAscent leads into marketing

- You can leverage Microsoft sales plays to plug into the opportunities found in CloudAscent
- Digital Marketing Content OnDemand provides automated marketing technology to help you run ready-to-go, customizable campaigns aligned to the sales plays
- Microsoft go-to-market sales plays for partners

Digital Marketing Content OnDemand

Digital Marketing Content OnDemand provides go-to-market content in fresh weekly campaigns at no cost to Microsoft partners. Unlock expertise that can drive customer engagement and elevate your business.

Customer success - Deployment and usage

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

Microsoft
Partner

2022 Partner of the Year Winner
Indirect Provider Award

Microsoft

Customer success:
Data and AI, app innovation and infrastructure

TD SYNNEX

Act Now

Check your Ascent file for "Act Now" and high intent propensity for new Azure workloads

.

Click to Run

Check out TD SYNNEX's Click 2 Run* Azure preconfigured solutions which may help you go to market faster with new workloads

Azure Marketplace

Leverage Azure Marketplace as a new outlet to sell your solution or start thinking about what solutions you could build

* See Appendix for list of all Microsoft C2R solutions

Modern Work

Add Teams

Target customers using freemium solutions – pitch Teams as a secure business offering Teams phone as a cost saving alternative: see the Forester study here

Digital Marketing

Consider leveraging Microsoft's free Digital Marketing to find new end customer leads

Ascent File

Check your Ascent file for "Act Now" and high intent propensity for new Modern Work opportunities

NCE: Do more with less

Can you leverage the new promotion to pull in new customers to NCE? "Do More with Less"

Business applications

TD SYNNEX

Act Now

Check your Ascent file for "Act Now" and high intent propensity

.

P2P program

Ask us about TD SYNNEX P2P program: Partner with a MWP reseller to sell Dynamics into their end customer base

QRP leads

Connect with our Dynamics team for QRP leads from Microsoft

Key take away

- Partners can renew the benefits you are currently using (gold/silver)

- Partners will continue to receive internal use rights licenses (IURs)

- Partner's incentive eligibility will NOT change in the 2023 investments and incentives program year (October 2022 to September 2023)

Key take away

- Partners will be able to renew the benefits they're currently using

- Partners will continue to receive internal use rights licenses (IURs)

- Partner's incentive eligibility will NOT change in the 2023 investments and incentives program year (October 2022 to September 2023)

Call to action for all partners

➢ Identify the Solution Designation you want to pursue and identify the gaps in the 5 sub-categories

➢ Review your current scores in the Microsoft Partner Center

➢ Ensure all your employees have their certifications associated to your company MPN

➢ Visit a certified training facility like TD Synnex and get a head start on skilling (largest category of points for Azure designations)

Additional resources

**Solutions partner
for Infrastructure (Azure)**

Solutions partner for
Infrastructure overview page

**Solutions partner
for Data & AI (Azure)**

Solutions partner for
Data & AI overview page

**Solutions partner
for Digital & App Innovation (Azure)**

Solutions partner for Digital & App
Innovation overview page

Solutions partner for Modern Work

Solutions partner for
Modern Work overview page

Solutions partner for Security

Solutions partner for
Security overview page

**Solutions partner
for Business Applications**

Solutions partner for
Business Applications overview page

TD SYNNEX

Categories

TD SYNNEX

Performance
Net customer adds

Local TD SYNNEX
CSP contact

Skilling
Intermediate and
Advanced certifications

TD SYNNEX as an official
Microsoft Learning Partner

Customer Success
Solution deployments
and active usage

Local TD SYNNEX
CSP contact