



Microsoft Solutions Partner Designations

ROSHAN UGGODA

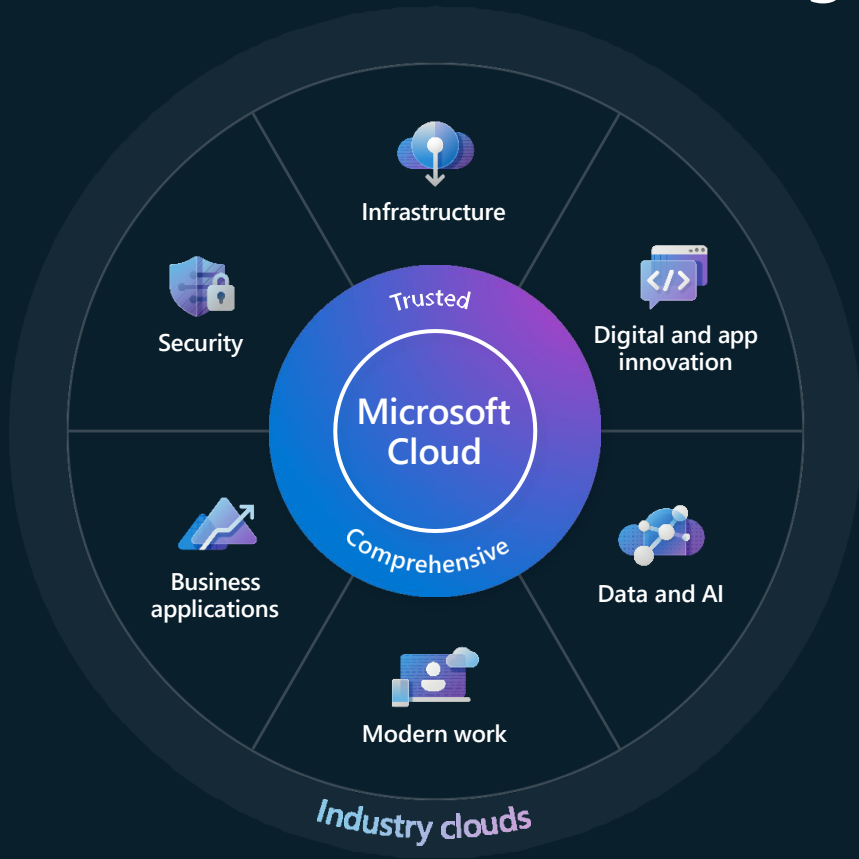
Partner Development Manager -
Crayon





Grow your business with
Microsoft AI Cloud
Partner Program

Microsoft go-to-market



**Solution plays are
aligned to Commercial
Solution areas**

Go-to-market in harmony with Microsoft

Featured speakers



Judson Althoff

Executive Vice President
and Chief Commercial
Officer
Microsoft



Nicole Dezen

Chief Partner Officer, CVP
Microsoft



Ralph Haupter

President, Global Small,
Medium Enterprises and
Channel
Microsoft



Nick Parker

President, Industry &
Partnerships
Microsoft



Julie Sanford

Vice President, Partner
GTM, Programs &
Operations
Microsoft



[MCAPSFY26 | Home](#)

MCAPS Start for Partners

July 15, 2025

8:00 AM–12:30 PM Pacific Time

Microsoft's commitment: Partner economic value

For Every \$1
of Microsoft
revenue

Services-led
partners make
\$8.45
in economic
value

Software-led
partners make
\$10.93
in economic value

Source: IDC White Paper, sponsored by Microsoft, Microsoft Partners: Driving Economic Value and AI Maturity, doc #US52483124, September 2024

Microsoft AI

Creates economic opportunity for every partner

46%

Higher
revenue
growth

41%

Higher
gross
margin



Applications

Build new solutions or
infuse AI to differentiate
customer experiences



Services

Deliver AI services from
migration, modernization,
implementation, etc.

Source: IDC White Paper, sponsored by Microsoft, Microsoft Partners: Driving Economic Value and AI Maturity, doc #US52483124, September 2024; IDC Microsoft Partner Economic Value Survey, IDC PEVI Model, May 2024.

Microsoft AI Cloud Partner Program

Benefits

Skilling

Designations & Specializations

Co-sell

Incentives

A foundation for success

Partner Benefits | Timeline

January 21, 2025



Legacy End of Sale

Last day to purchase:

- Microsoft Action Pack
- Learning Action Pack
- Legacy Silver
- Legacy Gold benefits

January 22, 2025



New Benefits

20+ product benefits including:

- Microsoft Copilot products,
- Microsoft GitHub
- Microsoft Defender for Endpoint

January 22, 2025 –
September 30, 2025



FY25 CSP Incentives

Active eligible legacy silver/gold purchase status on or after January 21, 2025, will be eligible for incentives until September 30, 2025

Refreshed benefit offerings

Benefits

Skilling

Designations & Specializations

Co sell

Incentives



Partner
Launch Benefits



Partner Success
Core Benefits



Partner Success
Expanded Benefits

[Access here: Unlock growth with partner benefits packages](#)

Partner Launch

- \$395 annually; value \$13,792
- Up to 5 users

Success Core

- \$895 annually; value \$62,068
- Up to 15 users

Success Expanded

- \$3995 annually; value \$390,684
- Up to 35 users

Solutions Partner

- Meet eligibility first
- \$4730 annually
- Incremental benefits per designation & per specialization
- Earn Badges
- 6 Designations
- Start earning CSP rebate & co-op with designation
- Differentiate further with Specializations

- Available now - you don't need to wait for your anniversary/no requirements
- Stackable - you can buy qty 1 of each
- No incentives

Comparison of Benefits Packages

Product Name	Launch	Core	Expanded	Solutions Partner
Annual Fee	\$345 USD	\$895 USD	\$3,995 USD	\$4730 USD
Technical Support & Consultation - Advisory hours		5	10	50 (core)
Technical Pre-sales & Deployment - Pre-Sales		Deduct hours	Unlimited	Unlimited (core)
Partner Cloud Support incidents		2	5	50 (core)
Digital Marketing Content OnDemand (DMC) and Partner Marketing Center (PMC)	yes	yes	yes	Yes (core)
Concierge		yes	yes	Yes (core)
➔ Microsoft 365 Business Premium (no teams) and Teams Enterprise	5	15	35	25++
➔ Microsoft 365 E3 and E5 (no teams) and Teams Enterprise				100++ ME3 and/or 200++ ME5
➔ Copilot for Microsoft 365***			2	5++ (MW)
➔ Copilot for Sales, Copilot Finance and Copilot for Service***			2	5++ (BizApps)
➔ Entra ID P2 and Defender for Endpoint P2***	5	15	35	100++ (Azure & BizApps)
Teams Premium			5	5++ (MW)
Windows 365 Enterprise – 8 vCPU, 32 GB RAM, 512 GB Storage		1	2	5++ (MW & Security)
Azure Bulk Credits (Production)	\$700 USD	\$2400 USD	\$4000 USD	\$6,000 USD++ (Azure & Security)
Visual Studio Professional subscriptions (without monthly Azure credit)	1	8	15	
Visual Studio Enterprise subscriptions (with Azure credit)				25++
Dynamics 365 Business Central Premium, Sales Enterprise and Power BI Premium	4	15	35	100++ (BizApps)
More Dynamics 365 products			yes	yes++ (BizApps)
Power Apps Premium and Power Automate Premium	1	8	15	25++
Power Automate Process			2	5++
Windows Server Standard and Datacenter– Per core (2025)		16	32	32++
Windows Server CALs and Windows Server RDS CALs (2025)		16	35	100++

Skilling for growth

Benefits

Skilling

Designations & Specializations

Co sell

Incentives

Technical skilling

- [Certification Week for Microsoft AI Cloud Partner Program: Azure](#)
- [Certification Week for Microsoft AI Cloud Partner Program: Business Applications](#)
- [Certification Week for Microsoft AI Cloud Partner Program: Modern Work](#)
- [Certification Week for Microsoft AI Cloud Partner Program: Security](#)

Sales skilling

- [Microsoft Sales & Pre-Sales Partner Skilling Hub](#)

AI skilling

AI Partner Roadshow

- [Microsoft AI Partner Training Day](#)

Partner Skilling | Benefits

Grow Partner Technical and Sales Capacity & Capability

1.12M+ Skilled Partner Learners



Certification & Applied Skills

New Prepare your Org Security for Microsoft Copilot



Project Ready

New Architecting AVS



Sales Skilling

New Microsoft Open AI CSP/
PTU Sales Activation



Technical Pre Sales Skilling

New Driving Customer
Conversations with Copilot

Role-Based Self-Paced Learning Journeys

Partner Skilling Desk | askskilling@microsoft.com

Partner Skilling Program Newsletter Sign-up Form :
[Microsoft Communication Sign-up Form](#)

Differentiate your business to customers

Benefits

Skilling

Designations & Specializations

Co sell

Incentives



Business
applications



Data & AI



Digital & app
innovation



Cloud
Infrastructure



Modern
work



Security

Designations & Specializations | Benefits



Develop your business

- Access to products like Azure, M365, D365, etc
- Support services



Increase customer reach

- Get discovered in marketplace
- Differentiate your company with Microsoft sellers
- Go-to-Market services



Deepen engagement with customers

- Unlock GTM offers
- Incentives and Investments

Advantages of Solutions Partner Designations

Solutions Partner designations are aligned to Microsoft solution areas and can help you differentiate your unique capabilities and proven success with customers.

Product benefits

- Better benefits and larger quantities
- More technical support, advisory, and includes E3 & E5
- Incremental benefits per designation attained
- \$4730 USD to purchase the benefits package - one annual fee regardless of how many designations and specializations attained

Differentiation in market

- Badge per designation
- Displayed on a partner's business profile in partner directory

Qualify for investment and incentive programs

- Opportunity to start earning rebate & co-op on CSP billed revenue
- Helps you meet eligibility for more programs - reference the MCI guide



Specializations Advantages

Specializations go further to help you demonstrate your deep technical knowledge in a specific area to customers.

Product benefits

- No fee - receive incremental product benefits per specialization attained
- Substantial Azure credits, and economic advantages for companies

Differentiation in market

- Specialization badges
- Displayed on a partner's business profile in partner directory
- Prioritization in the commercial marketplace and evaluation for active cooperative selling opportunities with Microsoft field sellers

Qualify for more investment and incentive programs

- Helps you meet eligibility for more programs like Partner-led Azure Migrate & Modernize (AMM), Azure Innovate and Copilot Accelerators
- Reference the MCI guide for program details and requirements



Bolstering investment in Azure Migrate and Modernize



Migrations

50%

YoY increased investment

Up to
\$100K
varying payout
by project size

SCENARIOS

- Migrate Azure VMWare Solution
- Migrate Azure Virtual Desktop
- Infrastructure & Database Migrations
- SAP Migration (Azure Native & SAP RISE)
- ISV only: Customer Migration & Modernization (prev. SaaS & BYOL)

Learn more | aka.ms/azurePofferings



Building new solutions and accelerating growth in AI



Differentiated
AI design
solutions for
every customer

\$150M

Azure AI
investments

Proof
of Value

Innovate with
AI Platform

Deployment
Offer

AI Platform



App Platform



Data Platform

Up to
\$50K
varying payout
by project size through
Azure Innovate

SCENARIOS

- Azure AI Platform (**NEW!**)
- Analytics
- Build and Modernize AI Apps
- SI only: Accelerate Developer Productivity

Learn more | aka.ms/azurePofferings



Partner Association for Points

Partner associations are the mechanism by which partners get recognized and earn points.

Certified professional associations (skilling)

- Individuals need to link their certification account to their organization's account in Partner Center.

Partner associations (performance & customer success)

- Cloud Solution Provider (CSP) - *no additional steps*
- Claiming Partner of Record (CPOR)
- Partner Admin Link (PAL)
- Digital Partner of Record (DPOR)



Co-sell & Marketplace

Benefits

Skilling

Designations & Specializations

Co sell

Incentives

**Solution
prioritization**

**Marketplace &
demand-gen**

Differentiated incentives

Benefits

Skilling

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Co sell

Incentives



10x
YoY increased
investment



\$150M
AI
investment



+\$90M
investment
in Security



Double Digit
increased SMC
investment



+50%
investment
in AMM

Incentives

Azure

- **FY25 Engagement Term: Oct. 1, 2024, to Sept. 30, 2025**
- **Revenue Requirements: \$25K USD 12-month CSP revenue**
- **Eligibility: One of three [Azure Solutions Partner Designations](#) or legacy Cloud Platform competency and purchased benefits**

- Partner Agreement: Microsoft AI Cloud Partner Program
- Partner Authorization: Microsoft CSP Indirect Reseller
- Program Enrolment: Microsoft Commerce Incentives
- **This is the last year legacy competencies will be included

Azure CSP Motion	Rate	Earning Split	Max Earning	
Core - Azure consumption CSP motion	4%	60% rebate/ 40% coop	\$80,000	Azure with AI can stack up to 26%
Azure Reservation and Savings Plan Incentive	10%			
Azure AI accelerator CSP (Azure Applied AI Services, Azure Cognitive Search, Azure Databricks, Cognitive Services and Microsoft Fabric)	7%		\$25,000	
Azure workload accelerator CSP (Azure App Service, Azure Container Apps, Azure Kubernetes Service, Github, Azure Cosmos DB, Azure Database for MySQL, Azure Database for PostgreSQL, Microsoft Defender for Cloud, Sentinel and Specialized Compute)	3%		\$25,000	
Azure CSP customer adds	15%	100% rebate	\$250,000	

Modern Work & Security

- **FY25 Engagement Term: Oct. 1, 2024, to Sept. 30, 2025**
- **Revenue Requirements: \$25K USD 12-month CSP revenue**
- **Eligibility: One of Six [Solutions Partner Designations](#) or legacy competencies and purchased benefits**

- Partner Agreement: Microsoft AI Cloud Partner Program
- Partner Authorization: Microsoft CSP Indirect Reseller
- Program Enrolment: Microsoft Commerce Incentives
- **This is the last year legacy competencies will be included

Microsoft 365 New Commerce CSP - Indirect Reseller	Rate	Earning Split	Max Incentive Earning	
Core – Modern Work & Security billed revenue	3.75%	60% rebate/ 40% coop	M365 E3/E5/Other \$93,750	M365 E5 and Copilot can stack up to 25.75%
Global Strategic Product Accelerator – Tier 1 (Business Premium, M365 E3)	5%		M365 E3 \$125,000	
Global Strategic Product Accelerator – Tier 2 (M365 E5, Copilot)	7%		M365 E5 \$175,000	
Global Calling and Conference PSTN Accelerator	20%		Not applicable	
Customer add – Modern Work & Security billed revenue	15%		Not applicable	

Dynamics 365

- **FY25 Engagement Term: Oct. 1, 2024, to Sept. 30, 2025**
- **Revenue Requirements: \$25K USD 12-month CSP revenue**
- **Eligibility: One of Six [Solutions Partner Designations](#) or legacy competencies and purchased benefits**

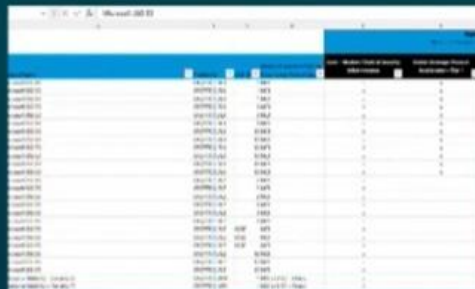
- Partner Agreement: Microsoft AI Cloud Partner Program
- Partner Authorization: Microsoft CSP Indirect Reseller
- Program Enrolment: Microsoft Commerce Incentives
- This is the last year legacy competencies will be included

D365 New Commerce CSP – Indirect Reseller	Rate	Earning Split	Max Incentive Earning	
Core – Business Applications billed revenue 4.75%	4.75%	60% rebate/ 40% coop	Not applicable	Dynamics with Business Central can stack up to 34.75%
Global Strategic Product Accelerator – Tier 1 (Finance & Supply Chain)	7.5%			
Global Strategic Product Accelerator – Tier 2 (Business Central)	10%			
Customer add – Business Applications billed revenue	20%			



Microsoft Incentives Guide

- Program details for all incentives that fall under Microsoft Commerce Incentives (MCI)
- Eligibility requirements for rebates and funded activities
- Major updates in October and minor updates through the year



Product Addendum

- List of eligible products rebates with Microsoft 365 and Dynamics.
- Indicates if core eligible and accelerator
- Quarterly updates



Marketing Funds Guide

- Program details and eligible activities
- Details per eligible marketing activity
- Major updates in July

Invest in your success

Skilling



Empower your teams with dedicated partner skilling for cloud and AI

aka.ms/PartnerTraining

Differentiation



Earn specializations and designations to differentiate your business

aka.ms/SolutionsPartners

Benefits



Scale Go-to-Market with resources aligned to solution plays

aka.ms/PartnerProgramBenefits

Offerings



Accelerate cloud AI adoption with expert help and resources

aka.ms/AzurePOfferings

Learn more | partner.microsoft.com

PARTNER WITH US

Snapshot – Crayon Channel

At Crayon we have extensive experience servicing channel partners' needs around software procurement, IT cost management, and optimizing revenue streams to innovate businesses.

We help channel partners grow their business, profitability, and end-customer success.

[Read inspiring stories here.](#)

Selected metrics for Crayon Channel

46

Countries

7,000

channel partners
globally

95%

partner
retention rate

400+

Channel Account
Managers

97%

of our channel partners'
end users are SMBs.

Strategic partner to leading global technology vendors

Microsoft
Partner

Azure
Expert
MSP



Adobe
Platinum Reseller

veeam

vmware
by Broadcom

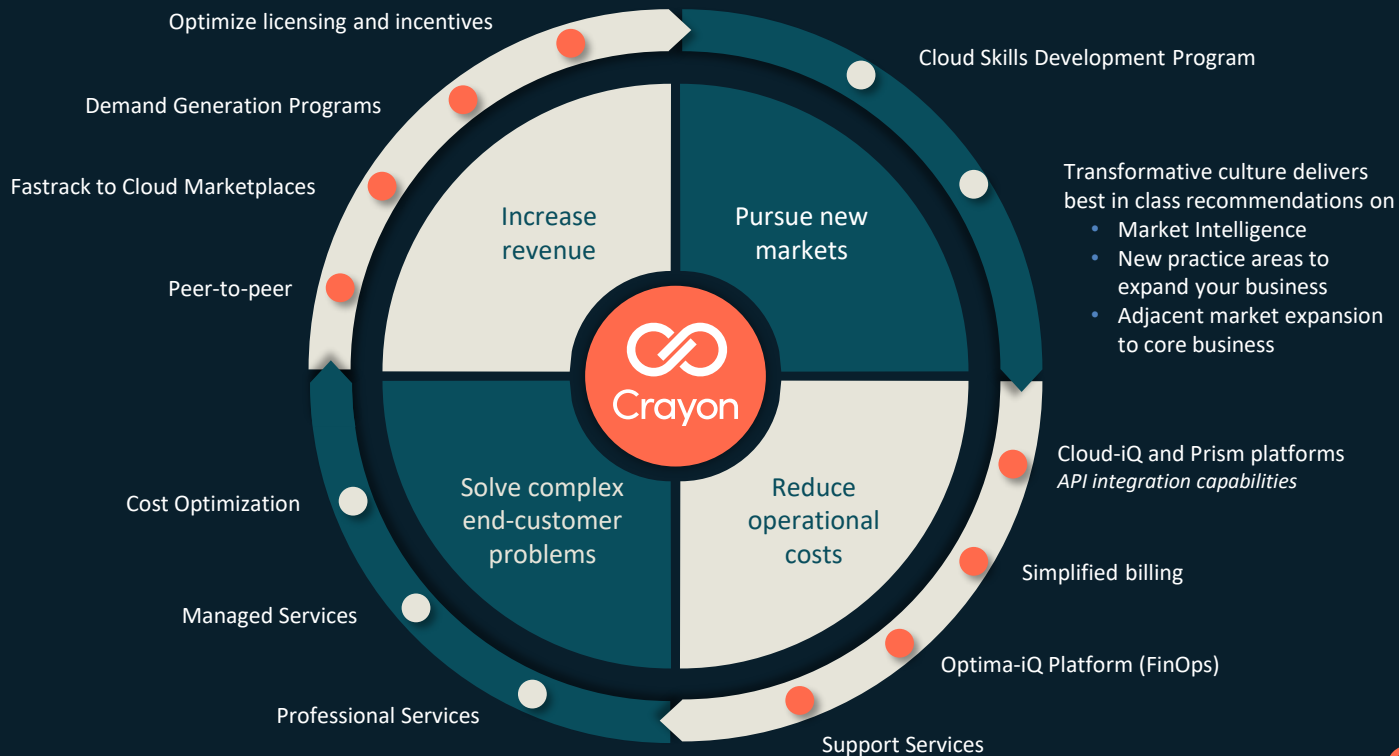
Acronis

DocuSign

AvePoint

PARTNER WITH US

Key benefits of being a Crayon partner



Empowering your success through our expertise



Software Procurement

We help you buy software

Smart solutions for software and cloud needs. We handle licensing, so you don't have to. Secure the right tools at the best prices.

Software purchasing

Software advisory

Licensing expertise

Operational excellence



IT Cost Management

We help you control costs

Get the most out of your digital resources. We streamline your software and cloud systems to boost efficiency and cut costs.

Software Asset Management

FinOps

Cost Optimization

Compliance



Cloud Services

We help you run & manage your IT estate

Your IT partner, regardless of the tech. We offer expert advice and manage your IT services, no matter the platform or technology.

Modern Work & GenAI

Cloud Modernization

Cybersecurity

Managed Services & Support



Data and AI Solutions

We help you modernize and innovate

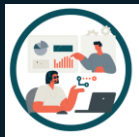
Turning data into insights, powered by AI. We provide cutting-edge solutions & expertise to help you harness the full potential of your data.

Language Technologies

Decision Intelligence

Computer Vision

Data Platform & Engineering



Microsoft AI Cloud Partner Program

Crayon Support

Support Services

Basic CSP Support Plan

Premium Support Plan

Intelligent Support Plan

Benefits

Skilling

Designations & Specializations

Co sell

Incentives

Go-to-market differentiation



Your intelligent cloud & software
procurement platform.



Procurement



Management



Insights



Billing



Administration

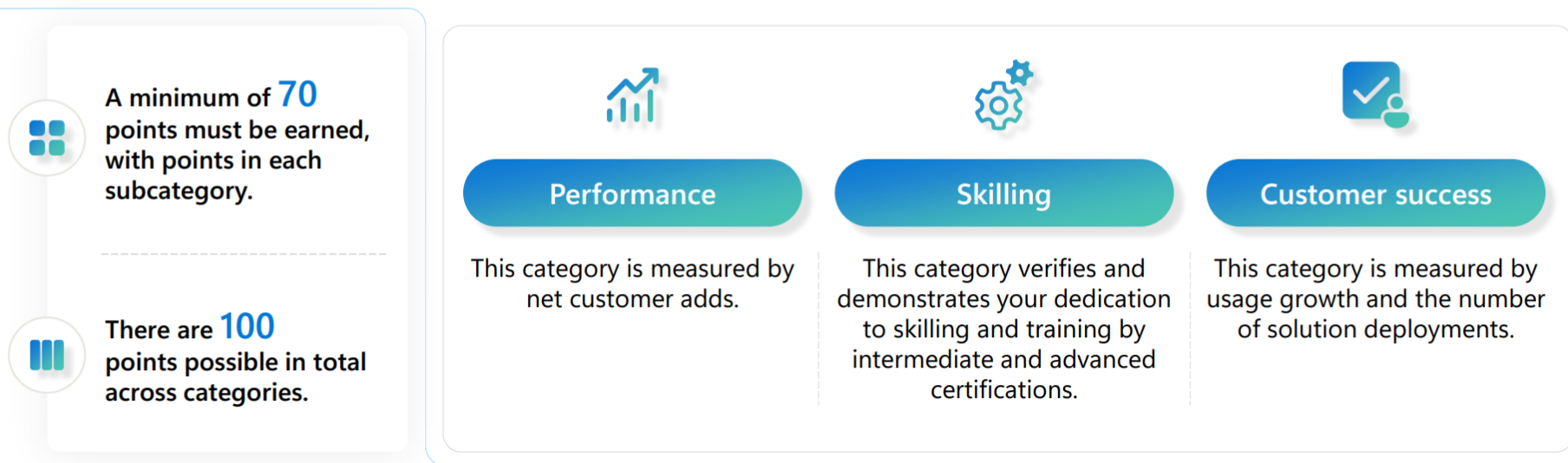
SARBJIT SINGH

Principal Consultant at
Trainocate Gulf



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.



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

Performance

Skilling

Customer Success

#

Represents maximum number of points in that subcategory

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

Net customer adds



15pts

Net customer adds



30pts

Net customer adds



30pts

Net customer adds



30pts

Net customer adds



20pts

Net customer adds



20pts

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



20pts

Advanced Certs



15pts

Advanced Certs



15pts

Usage Growth



30pts

Usage Growth



20pts

Usage Growth



20pts

Usage Growth



20pts

Usage Growth



30pts

Usage Growth



20pts

Deployments



20pts

Deployments



10pts

Deployments



10pts

Deployments



10pts

Deployments



25pts

Deployments






20pts

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%

<

80%

SMB Path

Enterprise

Enterprise

Enterprise

Requirements for performance

30_{pts}



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 \geq 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 \geq USD \$500/month ACR in any one of the last two months and with USD \$0 in both of the baseline months.



Solutions Partner Designation Benefits

Rasa Šimkūnaitė
Azure Success Manager



What You Need to Transact Microsoft Services



Join the Microsoft AI Cloud Partner Program

This is a prerequisite for transacting Microsoft services



Have a verified Partner Center account

Microsoft must verify your business details.



Enroll in the Cloud Solution Provider (CSP) program

If you want to resell Microsoft cloud services like Microsoft 365 or Azure, you must be part of the CSP program

Microsoft AI Cloud Partner Program

MAICPP empowers partners by providing resources, tools, and support to succeed in the AI and cloud space, offering investment opportunities, designations, and specializations to help all partner types progress towards greater profitability.

Benefits

Skilling

Designations &
Specializations

Partner marketing

Co-sell

Incentives



Modern Work



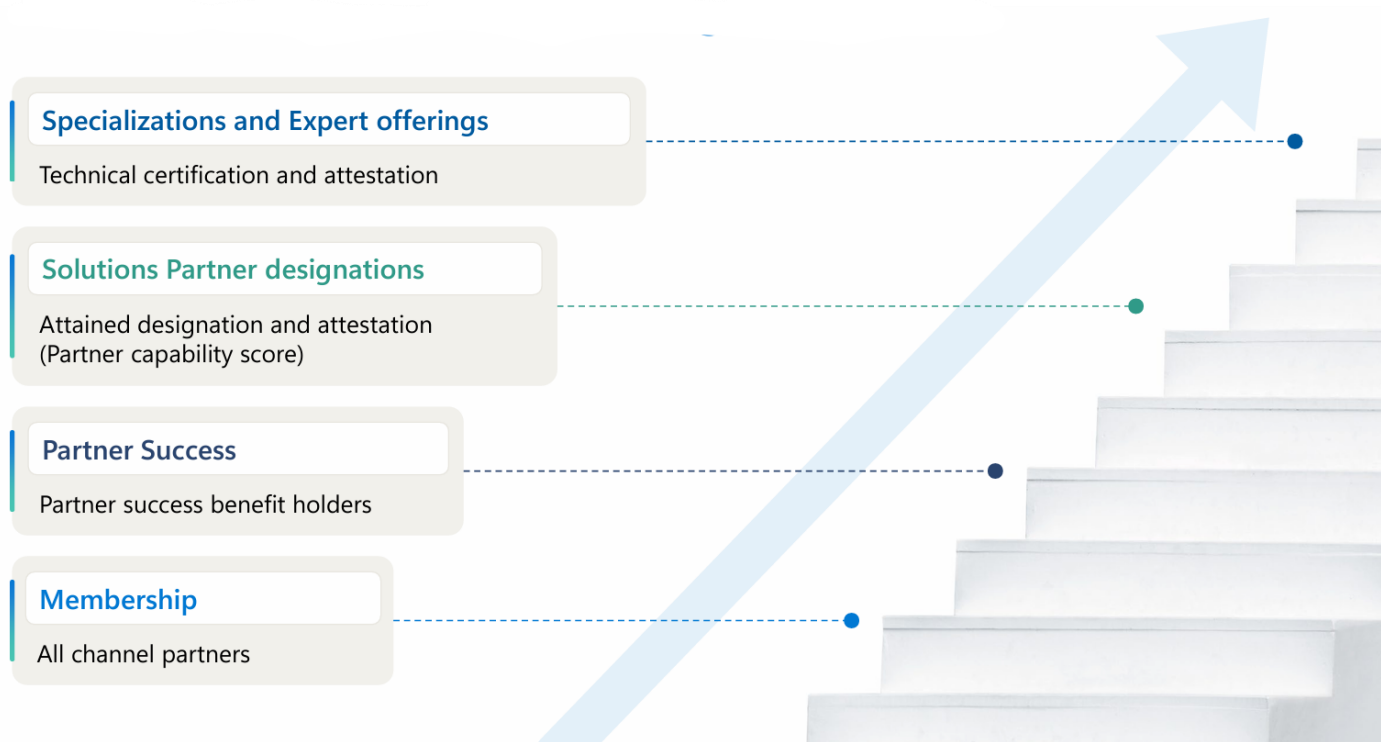
Azure



Business
Applications

Security

Microsoft AI Cloud Partner Program: Levels



Benefits of Achieving Designation and Specialisations

Go-to-Market and Branding Benefits	Incentives and Financial Rewards	Business Growth Opportunities	Enablement and Technical Support	Product and Software Benefits
<ul style="list-style-type: none">• Customer-facing badge that signals your expertise and credibility• Increased visibility in Microsoft's partner directories and <u>co-sell</u> platforms• Marketing resources and campaign materials to support demand generation	<p><u>Eligibility for Microsoft Commerce Incentives (MCI), including:</u></p> <ul style="list-style-type: none">• Azure consumption-based incentives• Access to local and global incentive programs tailored to your solution area and customer segment• Microsoft 365 and Dynamics 365 seat-based incentives	<ul style="list-style-type: none">• Co-sell opportunities with Microsoft sellers• Partner-to-partner collaboration through Microsoft's ecosystem• Eligibility for advanced specializations and solution assessments	<ul style="list-style-type: none">• Access to technical skilling resources• Partner advisory hours for pre-sales and deployment support• Priority support for technical issues and escalations• Partner Cloud Support	<p>Internal-use licenses for Microsoft products:</p> <ul style="list-style-type: none">• Microsoft 365 E3• Power BI Premium• Dynamics 365 apps (various SKUs and user counts)• Visual Studio Enterprise• Windows Server, SQL Server, and System Center licenses

SMB Track for Azure Solutions Partner Designations

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

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.

Effective 1st of May

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

SMB Path



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

Solutions Partner Designation Specific Benefits (Azure)



Product and Software Benefits Azure Bulk Credits

- \$6,000 in Azure bulk credits per Azure SPD
- Visual Studio Enterprise (25 users)
- Microsoft 365 E3 (100 users)
- Power BI Premium (100 users)
- Dynamics 365 apps (various SKUs and user counts)
- Windows Server, SQL Server, and System Center licenses
- Access to Development Environments

[Solutions Partner designations benefits
Benefits Guide](#)



Incentives: CSP, AMM and Azure Innovate

Azure CSP motion incentives:

- Consumption (4%)
- RI and Savings Plan (10%)
- AI Accelerator (7%)
- Workload accelerator (3%)
- Customer adds (15%)

Azure Migrate and Modernize Partner-led*

Azure Innovate Partner-led*

Cloud Accelerate Factory Partner-led*

* SPD for SMB Path

[Microsoft Commercial Partner Incentives
Guide](#)



Cloud Support Technical Consultancy

- 50 Partner Cloud Support incidents per year
- 50 hours of technical advisory
- Unlimited access to technical presales consultancy

[Microsoft AI Cloud Partner Program
benefits - Technical presales and
deployment](#)

Azure Migrate and Modernise and Azure Innovate Programs

Azure Migrate and Modernize (AMM) and Azure Innovate are Microsoft-funded programs designed to help partners accelerate customer cloud journeys—from migrating and modernizing existing workloads to building innovative, AI-powered solutions on Azure.

Azure Migrate and Modernize

Migrate and modernize your existing applications, data, and infrastructure to Azure:

- Infrastructure and database migration and Microsoft Defender for Cloud
- SAP workloads
- Azure Virtual Desktop
- Azure VMware Solution

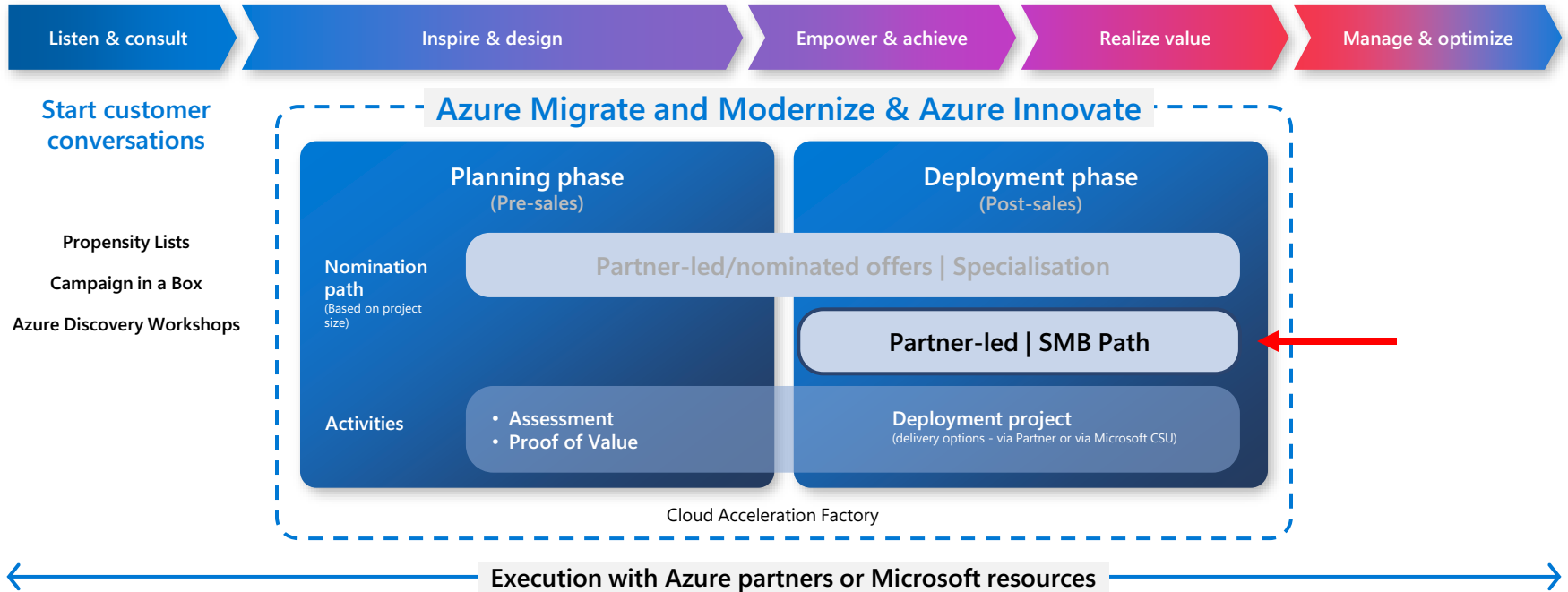
Azure Innovate

Accelerate the next era of growth for your business:

- Power business decisions with cloud-scale analytics
- Build and modernize AI apps
- Maximize developer productivity
- Innovate with Azure AI

Backed by foundational resources and best practices...

Azure Offers across Sales Cycle



Incentives for SPD for SMB eligible partners



Supported Scenarios



Infra/Database migration with
Microsoft Defender for Cloud+



Infra/Database migration



Azure Analytics



Build and Modernize AI Apps

Incentive payouts

Deployment Offer (AMM & Azure Innovate)	Project Size ACR (Planned ACR in year 1)	Partner payment* (Market A/B)	Infra/DB + DfC (Market A/B – 15% Extra)	Phase (Post Sales Only)
Extra Small (XS)	\$10K–\$25K/year	\$4,000/\$3,200	\$4,600/\$3,680	Post-sales
Small (S)	>\$25K– \$125K/year	\$12,000/\$9,600	\$13,800/\$11,040	Post-sales

Partner Eligibility: Must have the relevant Azure SMB-track-Solutions Partner designations*

Azure Migrate and Modernize (SMB) - *SMB track - Solutions partner for Infrastructure (Azure)

Azure Innovate (SMB) - Either *SMB track - Solutions partner for Data & AI (Azure) **OR** *SMB track - Solutions partner for Digital & App Innovation (Azure)

For Indirect Channel partners, **Cloud Accelerate Factory** offers additional services for Infrastructure migrations for scale SMB customers (less than 15 servers) that can cover most of the migration needs to Azure. Indirect Channel partners can offer this to their Resellers.

Cloud Accelerate Scenarios in Scope



Migrate Infrastructure and Databases

Migrating Windows / Linux / SQL Servers



Modernize SQL, OSS & NoSQL Database to PaaS

No rearchitecture or business logic code modifications



Modernization of apps

Moving .NET/ Java Apps to App Service and moving containerized apps to AKS/ACA



Implementation of Azure Virtual Desktop

Migrating RDS/Citrix VDI to AVD or migrating Windows to W365



Migrate Azure VMware Solution

Migrating On-prem VMware to AVS



Deploy Analytics

Migrating DW to Lakehouse, migrating SSRS/SSAS to Power BI, Real time intelligence

Most Common NOT in Factory Scope:

Migrations: SAP | Solaris | AIX | Amazon Linux | HPC / Azure Stack HCI / Azure Local | SharePoint / Exchange / Biztalk | Az to Az | File Server to Blob Storage | Cross-DB | Domain Controllers | Oracle DB or OCI |

AVS: Network extension configuration

AVD: Horizon | Arc: Linux

Analytics: Tableau to PBI

AI: Copilot

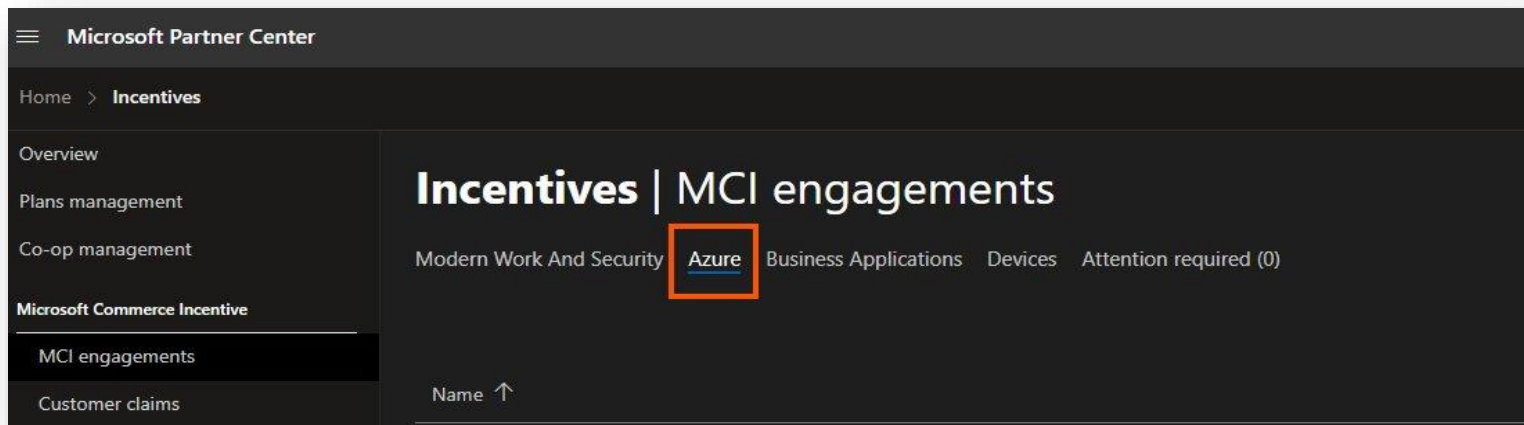
Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment*	Engagement timeline
Cloud Accelerate Factory	No minimum or maximum thresholds needed to meet the customer requirements	\$0 USD	200 days

Factory engagements cannot be used alongside partner-led funding within the same project, which means the partner has to choose between partner-led incentives payouts or Factory assistance for a given project.

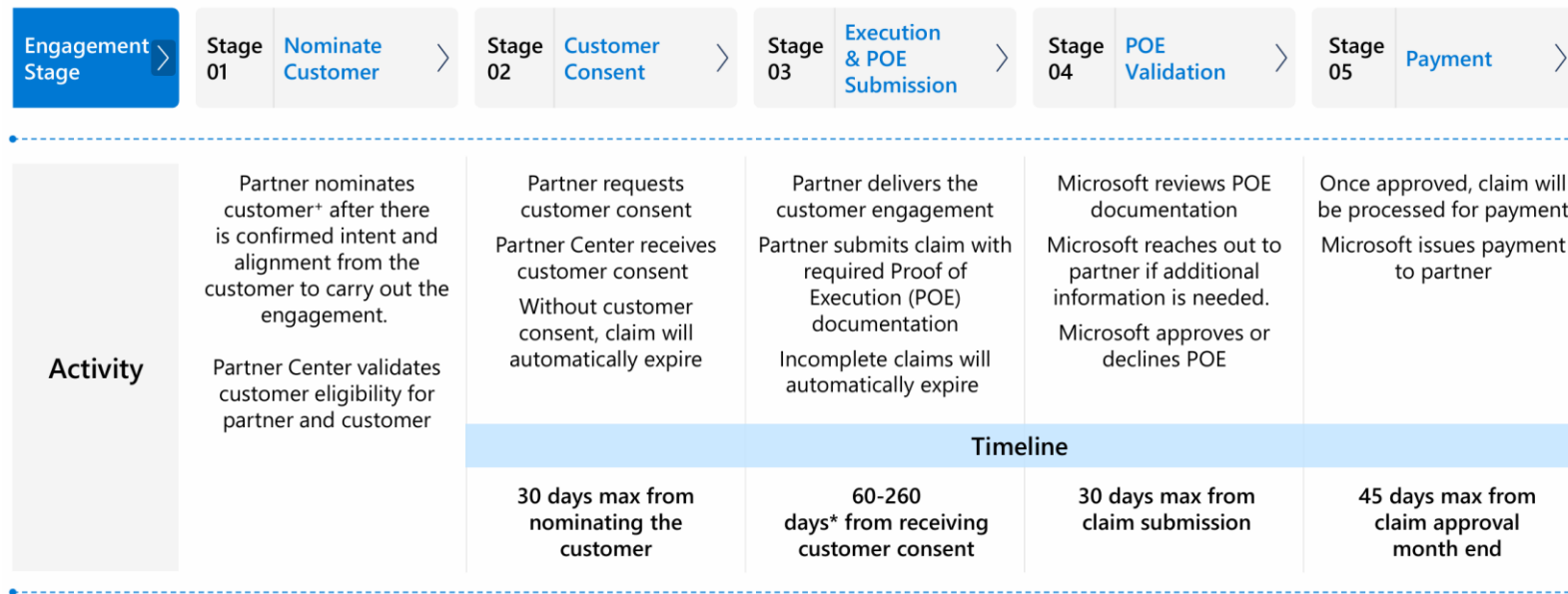
Demo of Microsoft Commercial Incentives

New Commerce CSP*					
Small corporate and SMB customers					
Engagements	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize
Azure CSP motion incentive				♦	
Hosting incentive			♦		
AMM Partner-led: Solution Assessment for Rapid Migration		♦			
AMM Partner-led: SAP Migration Assessment		♦			
AMM Partner-led: SAP Migration Assessment L		♦			
AMM Partner-led: Infrastructure and Database Migration				♦	
AMM Partner-led: Infrastructure and Database Migration (SMB)				♦	
AMM Partner-led: Infrastructure and Database Migration with Microsoft Defender for Cloud				♦	
AMM Partner-led: Infrastructure and Database Migration with Microsoft Defender for Cloud (SMB)				♦	
AMM Partner-led: Migrating to Azure VMware Solution				♦	
AMM Partner-led: Virtual Desktop Infrastructure				♦	
AMM Partner-led: SAP Migration				♦	
AMM Partner-led: Migration to SAP RISE in Azure				♦	
Azure Innovate Partner-led: Analytics Proof of Value			♦		
Azure Innovate Partner-led: Analytics Deployment				♦	
Azure Innovate Partner-led: Analytics Deployment (SMB)				♦	
Azure Innovate Partner-led: Build & Modernize AI Apps Proof of Value			♦		
Azure Innovate Partner-led: Build & Modernize AI Apps Deployment				♦	
Azure Innovate Partner-led: Build & Modernize AI Apps Deployment (SMB)				♦	
Azure Innovate Partner-led: Accelerate Developer Productivity Proof of Value			♦		
Azure Innovate Partner-led: Accelerate Developer Productivity Deployment				♦	
Azure Innovate Partner-led: Build & Modernize AI Apps Proof of Value with AI Enriching Support for 2024			♦		
Azure Innovate Partner-led: Azure AI Platform Proof of Value			♦		
Azure Innovate Partner-led: Azure AI Platform Deployment				♦	
ISV Success Advanced: Customer Migration & Modernization				♦	
ISV Success Advanced: Build & Modernize AI Apps Proof of Value			♦	♦	
ISV Success Advanced: Build & Modernize AI Apps Proof of Value L			♦		
ISV Success Advanced: Build & Modernize AI Apps Proof of Value XL			♦	♦	
ISV Success Advanced: Build & Modernize AI Apps Publish				♦	
ISV Success Advanced: Azure AI Platform Proof of Value			♦		
ISV Success Advanced: Azure AI Platform Proof of Value L			♦		
ISV Success Advanced: Azure AI Platform Proof of Value XL			♦		
ISV Success Advanced: Azure AI Platform Model Publish				♦	
ISV Success Advanced: Analytics Proof of Value			♦	♦	
ISV Success Advanced: Analytics Proof of Value L			♦		
ISV Success Advanced: Analytics Proof of Value XL			♦	♦	
ISV Success Advanced: Analytics Publish				♦	





Partner-led: Nomination Process Through Partner Center



Nomination Process



Call to Action

-  Dedicate specialist to learn the requirements and lead SPD eligibility process
-  Assign proper Partner Center role for specialist to have access to SPD status (Microsoft AI Cloud Partner Program Partner Admin) and MCI claims (Incentives admin)
-  Bridge the gap to achieve SPD for SMB requirements with the help of your distributor
-  Once SPD is achieved, NOMINATE your first customer for AMM or AI post-sales offer

FY26 Changes to Microsoft Programs

Join [MCAPSFY26 | Home](#)

Join senior Microsoft leaders for a digital readiness event to kick off the FY26 fiscal year together and learn about **Microsoft strategic priorities, investments, Microsoft AI Cloud Partner Program enhancements, and new business opportunities to scale your business.**

Join [MCI Landing Calls for FY26](#)

Cloud & AI	FY'26 Partner Investments Overview Cloud & AI	July 7 – 7AM EST/10AM PST	Registration Link
AI Business Solutions	FY'26 Partner Investments Overview ABS	July 7 – 7AM EST/10AM PST	Registration Link
Security	FY'26 Partner Investments Overview Security	July 7 – 7AM EST/10AM PST	Registration Link

SMB Path AMM & Azure Innovate Resources

- Deep-dive of AMM & Azure Innovate SMB offer: [Q3 Azure SMB Partner Go-to-Market Update Call](#)
- Details of the offering (currently pages 65, 67, 80, 83, but the guide gets updated monthly so page numbers might change): Download the [Microsoft Commerce Incentive Guide](#)
- Learn more about the program: <https://aka.ms/AzurePlofferings>
- Learn how to nominate a customer: short video <https://aka.ms/AzurePlofferings> and claims guide <https://aka.ms/MCIPartnerActivitiesClaimsGuide>
- PoE templates: in Partner Center or [Azure Migrate & Modernize Partner-led and Azure Innovate Resources](#)
- Program Governance Information: In the MCI guide (above)
- Have more questions about the program? Email AzurePartnerOffering@microsoft.com
- Issues with nominations (or e.g. a TPID needs to be found / created)? Email AzureOfferingsPtrSup@microsoft.com
- Discover how to enrol in the incentives program: [Incentives enrolment - Partner Center | Microsoft Learn](#)
- Overview of Azure Solution Partner Designation SMB Paths: [Azure SPD SMB Overview deck](#)
- Detailed requirements for Solution Partner Designations: [Solutions Partner for Data & AI, Infrastructure, and Digital & App Innovation](#)
- Solution Partner Designation Benefits Overview: [Solutions Partner Benefits Guide](#)
- General FAQ: [MAICPP FAQ](#)



Thank you!

You can reach us at

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<https://www.crayon.com/ae/contact-us/>