

Partner with us

Master the Microsoft Designations & CSP Program

Jurjen Uijttendoogaart
10-07-2025



Crayon

Introductie

Jurjen Uijttenboogaart

Senior Microsoft Technology & Program Specialist



Microsoft Designation & CSP changes

- Microsoft Designations
- CSP requirements
- Future of licensing for Service Providers*



Microsoft Partner

Azure Expert MSP



Key dates

March 16, 2022

- Microsoft announces plan for new solutions partner designations.
- Partners will be able to check their progress towards attaining a designation through Partner Center.
- Partners will have six months' notice before designations are available and existing competencies are no longer available.

September 30, 2022*

- Last day partners can renew legacy competencies. Associated badging will no longer be valid from October, but partners can retain their benefits.

Legacy silver and gold benefits will be retired on January 21, 2025

🕒 Note

Microsoft is evolving the partner benefits offerings to provide partners with the tools and support they need to continue to lead the way in the shifting tech landscape. As a part of this evolution, Microsoft Action Pack and Learning Action Pack purchases and renewals will end on January 21, 2025. You may purchase or renew your legacy gold/silver benefits until January 21, 2025, and keep those benefits until they expire one year later.

October 3, 2022*

- Solutions partner designations are available to attain.
- Partners will need to meet the required partner capability score to attain solutions partner designations.
- No further competency renewals will be processed.
- Benefits associated with legacy competencies continue through the partners' next anniversary date.

Evolving the Microsoft Partner Network programs



Simplifying the program for end customer's



18 Gold/Silver competencies -> 6 Solution Partner designations



New customer facing “badges”



Advanced Specializations provide further differentiation

Mapping of legacy competencies



Achieving Solution 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 category.

There are **100** points possible in total.



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.

Achieving Solution Partner designation

Each Solutions Partner designation requires **70+ points** with at least one point in each 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					
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
	Deployments >> 20pts	Deployments >> 10pts	Deployments >> 10pts	Deployments >> 10pts	Deployments >> 25pts	Deployments >> 20pts

represents maximum number of points in that subcategory



Microsoft AI Cloud Partner Program

Specializations



Business Applications

- Business Intelligence
- Finance
- Intelligent Automation
- Microsoft Low Code Application Development
- Sales
- Service
- Small and Midsize Business Management
- Supply Chain



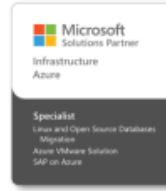
Data & AI (Azure)

- AI and Machine Learning on Microsoft Azure
- Analytics on Microsoft Azure
- Build and Modernize AI Apps with Microsoft Azure
- Business Intelligence
- Data Warehouse Migration to Microsoft Azure
- Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI
- Infra and Database Migration to Microsoft Azure
- Kubernetes on Microsoft Azure
- Migrate Enterprise Applications to Microsoft Azure



Digital & App Innovation (Azure)

- AI and Machine Learning on Microsoft Azure
- Build and Modernize AI Apps with Microsoft Azure
- DevOps with GitHub on Microsoft Azure
- Intelligent Automation
- Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI
- Kubernetes on Microsoft Azure
- Microsoft Low Code Application Development
- Migrate Enterprise Applications to Microsoft Azure



Infrastructure (Azure)

- Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI
- Infra and Database Migration to Microsoft Azure
- Microsoft Azure VMware Solution
- Microsoft Azure Virtual Desktop
- Networking Services in Microsoft Azure
- SAP on Microsoft Azure



Modern Work

- Adoption and Change Management
- Calling for Solutions for Microsoft Teams
- Custom Solutions for Microsoft Teams
- Meetings and Meeting Rooms for Microsoft Teams
- Modernize Endpoints
- Teamwork Deployment



Security

- Cloud Security
- Identity and Access Management
- Information Protection and Governance
- Threat Protection

Microsoft AI Cloud Partner Program

Why earn a Designation

Incentive structure	CSP Direct Bill Partner	CSP Indirect Reseller	Maximum earning opportunity
Azure consumption CSP motion (Pay-as-you-go ⁴)	4.00%	4.00%	\$80k USD ¹
Azure Reservation and Savings Plan Incentive (Includes PTUs ⁴ , ACR from Reserved Instance, and Azure Savings Plan consumption)	10.00%	10.00%	
Azure AI accelerator CSP ² (Pay-as-you-go ⁴)	7.00%	7.00%	\$25k USD ¹
Azure workload accelerator CSP ³ (Pay-as-you-go ⁴)	3.00%	3.00%	\$25k USD ¹

Incentive Structure	Rate	Maximum incentive earning opportunity
Core – Modern Work & Security billed revenue	3.75%	M365 E3/E5 \$55,000 M365 Other \$20,000
Global Strategic Product Accelerator – Tier 1 (Business Premium, M365 E3)	<i>Innovate and Balance countries*</i> : 5.00%	M365 E3 \$55,000* M365 E3 \$65,000**
	<i>Scale countries**</i> : 6.00%	
Global Strategic Product Accelerator – Tier 2 (M365 E5, Copilot)	7.00%	M365 E5 \$115,000
Global Calling and Conference PSTN Accelerator	20.00%	N/A

 **Microsoft**
Solutions Partner
Digital & App Innovation
Azure

 **Microsoft**
Solutions Partner
Modern Work

Specialist
Teamwork Deployment

 **Microsoft**
Solutions Partner
Security

 **Microsoft**
Solutions Partner
Data & AI
Azure

 **Microsoft**
Solutions Partner
Infrastructure
Azure

Modern Work product benefits

Microsoft product name or description	Quantity	Type
Dynamics 365 Partner Sandbox – Operations Application	25	users
Dynamics 365 Partner Sandbox – Sales, Field Service and Customer Service	25	users
Microsoft 365 Business Premium	25	users
Microsoft 365 E5	200	users
Microsoft 365 EDU A5	25	users
Microsoft Project Online (Plan 5)	20	users
Visio Online (Plan 2)	5	users
Visual Studio Enterprise subscriptions*	25	users
Viva Suite	50	users
Windows 365 Enterprise (Premium)	5	users
Microsoft SQL Server Enterprise - per core (2019, or current)	16	licenses
System Center Client Management Suite (2022, or current)*	100	licenses
Microsoft Endpoint Configuration Manager (2019, or current) (formerly System Center Configuration Manager Suite)	100	licenses
System Center Endpoint Protection (2019, or current)	100	licenses



Specializations

- Partners who earn a specialization will have a customer-facing label displayed on their business profile, gain access to specific go-to-market programs, and be prioritized in customer searches in Microsoft AppSource.
- Access to Microsoft funding programs (see example) require you to hold a specific specialization.

Azure Migrate & Modernize Partner-led: Infrastructure and Database Migration

ENGAGEMENT SUMMARY
 Azure Migrate and Modernize (AMM) helps accelerate and simplify customer migration and modernization projects. In this engagement, partners will provide expert guidance to execute an infrastructure and database migration project. It can include migrating any of the following workloads to Azure: Windows Server, Linux, SQL Server and open-source databases. Hybrid deployments with Azure Arc are also supported. Microsoft strongly recommends that the new Azure workloads should be setup in a secure manner. Secure Migrations can include any/all the following: Microsoft Defender for Cloud (or equivalent 3rd party security product), Azure networking security (including network security groups, secure VNet configurations, Azure Front Door with WAF policies, Azure Bastion and DDoS protection) & Azure Firewall Premium and configure firewall manager policies & alerts. The partners are required to perform specific milestones in the AMM project which should include the following activities: 1. Application Compatibility Assessment/Review 2. Landing Zone Setup or Review 3. Deployment/Migration activities including securing the Azure workloads (including Arc-enablement as required).

ENGAGEMENT TERM
 July 1, 2023 through June 30, 2024

Partner Eligibility

- Partner Agreement**
Microsoft AI Cloud Partner Program Agreement
- Incentive Enrollment**
Microsoft Commerce Incentives
- AMM partner requirements**
 - Azure Expert MSP
 - OR Azure Specialization of Infrastructure & Database Migration**

Customer Eligibility
 Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)

The project sizes are the planned Azure consumption in year 1, measured from AMM project completion.

Measure and Reward
 Partners are paid a fixed amount based on the size of the customer project, as defined by the customer's 1st year Azure consumption plan from deployment date. Refer to the [AMM Engagement Payout](#) page for country-specific information. The [Azure Pricing Calculator](#) can be used to estimate Azure consumption.

Project Size	Partner Payment Market A	Partner Payment Market B	Engagement Stage 3 Timeline – (Execution & POE Submission)
Extra Small (XS) engagement Project size: \$10K – \$25K/year planned Azure consumption	\$5,000 USD	\$4,000 USD	120 days
Small engagement Project size: >\$25K – \$125K/year planned Azure consumption	\$15,000 USD	\$12,000 USD	120 days
Medium engagement Project size: >\$125K – \$250K/year planned Azure consumption	\$35,000 USD	\$28,000 USD	200 days
Large engagement Project size: >\$250K – \$500K/year planned Azure consumption	\$50,000 USD	\$40,000 USD	260 days
Extra Large (XL) engagement Project size: >\$500K – \$750K/year planned Azure consumption	\$75,000 USD	\$60,000 USD	260 days
Extra Extra Large (XXL) engagement Project size: >\$750K – \$1M/year planned Azure consumption	\$100,000 USD	\$80,000 USD	260 days

Microsoft, in its sole discretion, reserves the right to pause partners from creating claims for new engagements if the existing engagements do not meet the criteria for success. For more information see: [Azure Migrate & Modernize Governance information](#).

Partner role in MCI
Build Intent – Partner Activities

Earning Type
Fee



CSP Program changes

New CSP requirements

Direct bill partners

Highlighted cells indicates new requirement

Requirements	FY25	FY26	FY27
1. Signed Microsoft Partner Agreement (MPA) for indirect reseller	✓	✓	✓
2. 12+ months as a transacting indirect reseller	✓	✓	✓
3. Minimum trailing twelve month (TTM) revenue requirement	✓ (\$300K at PGA)	✓ (\$1M at PGA)	✓ (\$1M at PGA)
4. Completed the mandatory security requirements (details)	-	✓	✓
5. Minimum assessment score Assessment pillars Sales capacity + solution expertise + operations capability + support practice + compliance framework + security	✓ Only for new and geo expansion partners	✓ Enforced annually (Security pillar & solutions expertise replaced by Security Requirement & Solution Partner designations)	✓ (Support Practice replaced by Support Services designation)
5a. Solutions Partner designations for solution areas (details)	-	✓ (at least 1 Solution Partner designation)	✓ (per solution area)
5b. Support Services designation	-	-	✓
6. Active support plan (Advanced Support for Partners, Premier Support for Partners)	Enforced at initial onboarding	✓ Enforced annually	Required as part of Support Services designation
7. Signed MPA for direct bill partner	✓	✓	✓

CSP Program changes

New CSP requirements

Indirect reseller

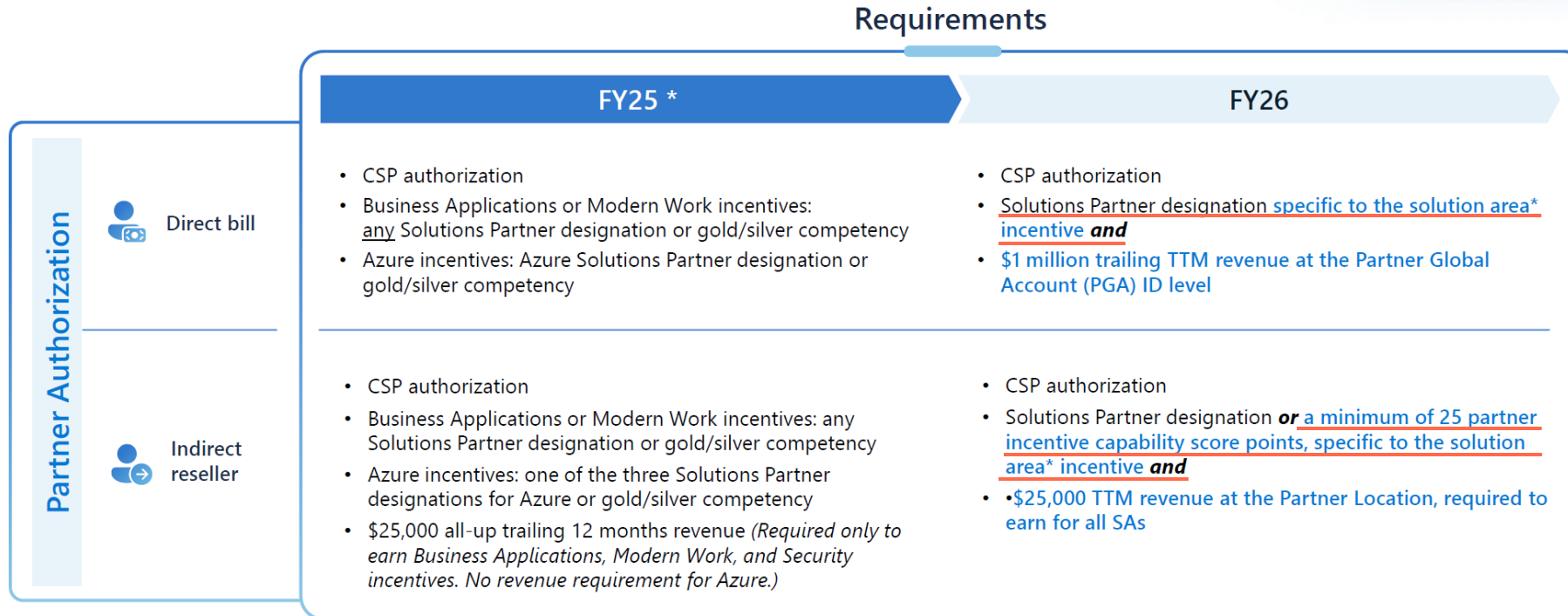
Requirements	FY25	FY26	FY27
1. Complete business verification/vetting (details)	✓	✓	No changes from FY26
2. Signed MPA for indirect reseller	✓	✓	
3. \$1,000 TTM billed revenue at PLA (enforced annually, not required for initial onboarding)	Not enforced	✓ Enforcement starts Oct 2025	
4. Completed the mandatory security requirements (details)	-	✓	

Incentive eligibility

FY26 incentives eligibility changes



New incentive requirements, effective October 2025.



Incentive requirements

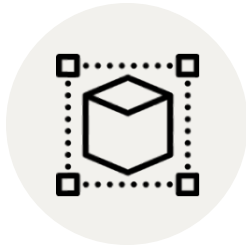
*Solution area for incentives eligibility defined as:

- **Modern Work incentives:** Solutions Partner designation for Modern Work or Security
- **Business Applications incentives:** Solutions Partner designation for Business Applications
- **Azure incentives:** Solutions Partner designation for Data & AI (Azure), Digital & App Innovation (Azure), or Infrastructure (Azure)



Next steps

Red carpet onboarding: you are our VIP



Review

Review current setup:

- Partner Center
- MPN relationship
- Tenant usage
- Microsoft relationship
- Strategy going forward

Proposed setup

Dependent on review:

- Partner Center setup
- Reseller Tenant connections
- Customer Tenant connections

Transition

Plan to transition:

- Agree on transition of tenants and subscriptions
- Task list in transition
- Set a date



Thank you!

Kennislunch Dutch Cloud Community

Contact

Jurjen.uijtenboogaart@crayon.com

06 16 08 69 17

