Microsoft AI Cloud Partner Program (MAICPP) - Partner Center Playbook

Microsoft AI Cloud Partner Program (MAICPP)

Microsoft is committed to continually evolving the Microsoft AI Cloud Partner Program to best serve our partners. This includes new benefits and offerings to help ensure that Microsoft, our partners, and our shared customers—continue to lead the way in the shifting tech landscape. Microsoft is investing in offerings that are designed to meet changing market needs, such as partner benefits packages, Solutions Partner designations, and ISV Success.

Starting on January 22, 2025, Microsoft will be adding more than 20 in-demand product licenses, including several Microsoft Copilot products, Microsoft Defender for Endpoint, and Microsoft GitHub, to many of Microsoft benefits offerings. You can tap into Copilot's AI-powered insights and intelligent automation to streamline tasks, enhance creativity, and drive unparalleled efficiency across your business processes. Access partner benefits packages, Solutions Partner designations, or specializations today to receive new benefits as soon as they're released on January 22, 2025.

Partners can purchase or renew legacy benefits offerings—which include Microsoft Action Pack, Learning Action Pack, or legacy silver/gold benefits—until January 21, 2025, and keep those benefits until they expire one year later. Partners with an eligible active legacy silver/gold purchase status as of January 21, 2025, will be eligible for the remainder of the FY25 CSP incentive term (January 22, 2025, to September 30, 2025).

Microsoft giving advance notice that they will no longer sell Microsoft Action Pack, Microsoft Learning Action Pack, or legacy silver/gold benefits starting January 22, 2025. Instead, partners can continue to access product, support, and advisory benefits through purpose-built offerings that provide you with more choice when tapping into benefits that meet your business objectives. While legacy benefits offerings will not provide access to updated benefits, our supported offerings empower you to do more, with more than 20 products that represent the latest innovation.

To access the latest benefits and offerings, you can purchase one or more partner benefits packages, which contain benefits designed to accelerate business growth. These benefits, which any partner can purchase, follow you through every element of your journey: from creating solutions, to going to market, to connecting with the right customer Business Applications.

These packages allow you to:

- **Accelerate growth with powerful licenses and support**. Partner benefits packages contain modernized, in-demand software licenses, including Microsoft 365 Business Premium, Power BI Premium, and Visio Plan 2, as well as personalized support for your business. The most robust package, Partner Success Expanded Benefits, includes Copilot for Microsoft 365 and Microsoft Defender for Endpoint.

- **Access the latest benefits with continual updates**. Partner benefits packages will continue to evolve, and purchasing a package ensures you get access to the latest benefits each time you renew.

- **Help scale your business with cost-saving offerings**. The purchase price of each package is far less than its retail value—so you can focus more of your resources on serving customers.

- **Choose between packages to get the right fit for your business**. These packages contain progressively robust portfolios of benefits, so you can select the one that best suits your needs.
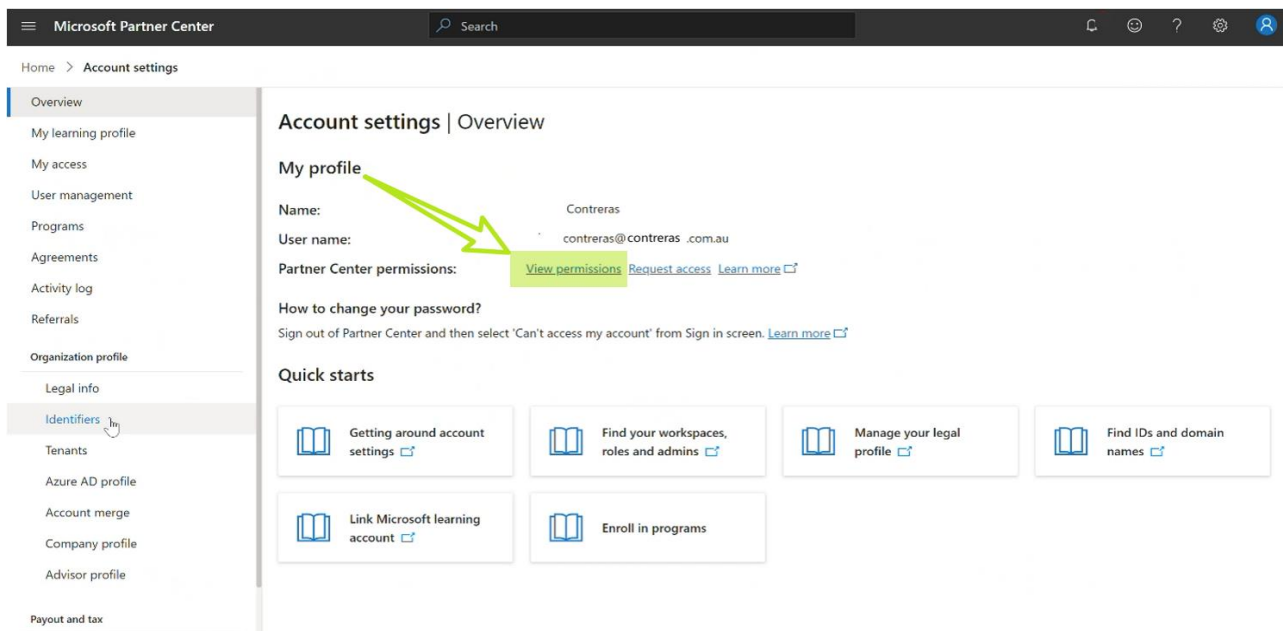
Purchase your partner benefits package today to access your suite of benefits. You don't need to wait for your current benefits to expire; you can add a package to your current portfolio and use the benefits from all your offerings. Your organization's partner admin can complete the purchase in Partner Center.

[Sign in to Partner Center](#) to find out who your partner admin's are:
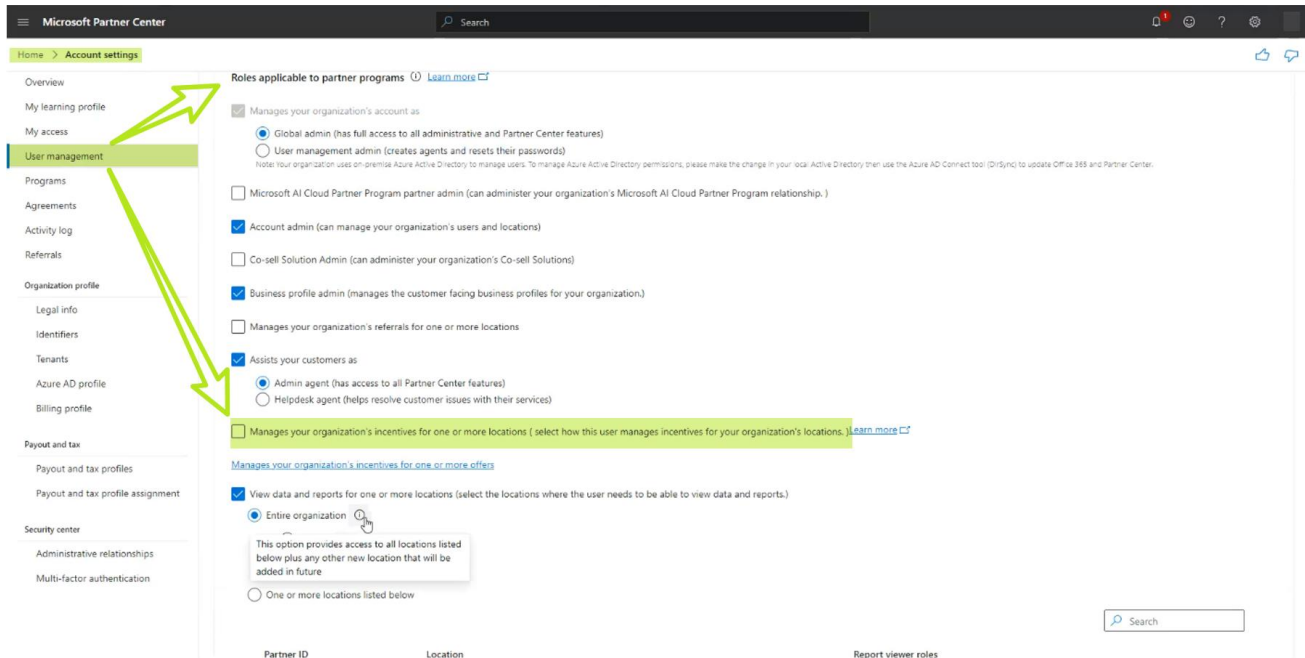
How to identify if your MPC User Profile has the needed permissions to manage your MAICPP Incentives.

Preferred User Roles : Global Admin (GA) / MPN Partner Admin / Incentives admin / Admin Agent - Account / Business profile admin / Referrals admin /Helpdesk agent:

[Download the benefits guide](#) to learn more about the new benefits and offerings.

[Solutions Partner - frequently asked questions](#)

Deepen your partnership and reach more customers

In addition to partner benefits packages, the Microsoft AI Cloud Partner Program offers differentiation opportunities that make it easier for customers to identify your organization's broad technical capabilities. Depending on your business growth and goals, you may choose to pursue a [Solutions Partner designation](#), which provides you with a portfolio of tailored benefits, opens you to co-sell opportunities, and helps you stand out in the marketplace with customer-facing badging.

You can also purchase one or more partner benefits packages to either supplement your Solutions Partner designation benefits or gain access to the benefits you need while you work to attain a designation.

As always, Microsoft value your partnership and remain committed to evolving Microsoft benefits to help you grow and adapt to your changing customer needs.

To determine the right path for your business or to learn more about Microsoft partner benefits packages, please explore the following resources:

- [Benefits offerings transition walking deck](#)

- [Microsoft AI Cloud Partner Program Benefits guide](#)

- [Compare offerings](#)

- [FAQ](#)

The three categories of capability score:

A partner capability score is a composite score that quantifies the performance of a partner in the categories of **performance, skilling, and customer growth**.

Requirements for each Solutions Partner designation

Each 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

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
# represents maximum number of points in that subcategory	Deployments ⟩ 20pts	Deployments ⟩ 10pts	Deployments ⟩ 10pts	Deployments ⟩ 10pts	Deployments ⟩ 25pts	Deployments ⟩ 20pts

Performance

The *performance* category measures the ability of partners to expand both your and Microsoft's customer base. Its primary metric is *Net customer adds*.

Net customer adds:

- Points are awarded for the number of eligible customers added in the trailing 12 months. (Lost customers are subtracted from new customers.)

- Each of the six solution areas (for example, *Security*) has a customer growth threshold for partners to reach.

- Each of the six solution areas has its own eligibility criteria for new customers.

- The **eligible customers are customers new to the partner**. This can be a customer new to using Microsoft products or a customer using Microsoft products that moves to a new partner. The **customer must be associated with the partner to be included** in the metric.

Skilling

The *skilling* category measures capabilities and skills acquired as the number of people in a partner organization who are certified.

Specific certifications and courses are required in each of the six solution areas. Credits in the skilling category are based on the certifications earned by learners linked to your organization.

There are two metrics in the *skilling* category:

- **Intermediate certifications** measure your organization's progress towards having an adequate number of people with *intermediate* certifications in specified solution areas. (In some of the six solution areas, only intermediate certifications are available.)

- **Advanced certifications** measure your organization's progress towards having an adequate number of people with *advanced* certifications in specified solution areas.

As solution areas evolve and change, required certifications are expected to change as well. For the latest required certifications, see the Partner Center pages for that solution area.

Customer success

The *customer success* category measures your organization's ability to enable growth in the use of Microsoft products, or in the expansion of Microsoft's services and workloads used by customers.
There are two metrics in the customer success category, *usage growth* and *deployments*.

- **Usage growth** measures the growth in usage of Microsoft's products by your customers in the past year. Each solution area has its own thresholds, weight, and qualifying criteria for which customers earn you points in this metric. To learn about the details of criteria for this metric, refer to the detailed requirements for each solution area.

- **Deployments** measures your ability to expand the deployment of Microsoft workloads and products within a specified solution area across your customer portfolio. To learn more about the criteria for this metric, refer to the detailed requirements for each solution area.

Learn new skills to boost your productivity and enable your organization to accomplish more with Microsoft Credentials @ https://learn.microsoft.com/en-us/credentials/browse/

See your partner capability score

1. Sign in to Partner Center and select **Membership**.

   If you don't see the **Membership** workspace, check your assigned roles in Partner Center. You must have the *Global admin* or *Microsoft AI Cloud Partner Program partner admin* role to view the **Membership** workspace.


2. Select **Solutions Partner** > **Overview**. Here's what the status means for each solution area.

- **In progress**: You aren't yet qualified for this solution area to get enrolled into this solution area. This status appears when you've earned some points, but either have less than 70 total points, or when you have 0 points in an individual metric.

- **Qualified**: You've met the qualifications and are able to purchase a Solutions Partner designation. Make a payment in **Membership offers** to enroll.

- **Enrolled**: You're enrolled in the Solutions Partner designation for this solution area. You remain enrolled until your anniversary date regardless of increase or decrease in your score. Because you're enrolled, you can see your renewal status and qualification eligibility window on this page.

- **Enrolled (Renewal due)**: You're currently enrolled for this solution area and are within the renewal window. To maintain your enrolled status, renew before the last date of your renewal window.

3. Select **View details** for any of the solution area cards on the page or select any solution area of interest on the navigation menu.

The page that appears shows the details of your partner capability score for the solution area. If multiple tracks are available for the solution area, the page shows the score of the selected track. You can change the selected track by selecting the page title that also contains the name of the selected track.

After you select a track, multiple cards appear—one for each metric that makes up the partner capability score for that solution area. Each of these metric cards provides you with several details about the metric: the criteria, your score, and other details for the metric. To view an example of these details, see the following figure.
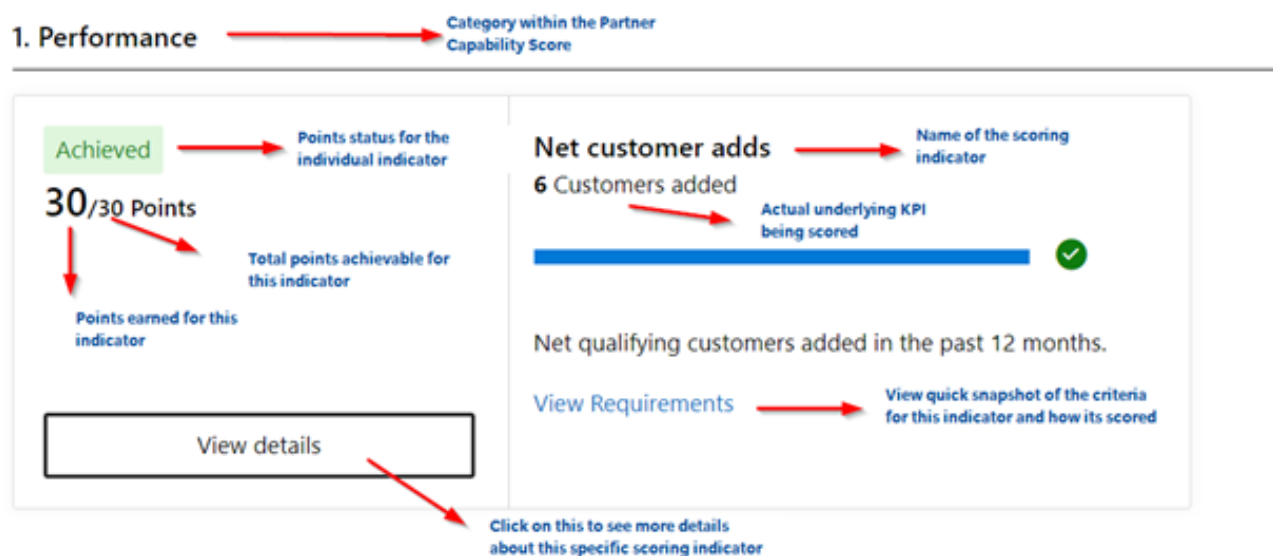
Selecting View Details, you can also download the data that contributes to the score calculation so that you can analyse and take appropriate actions to get qualified wherever the required score is not met. For example,

- Customers who do not contribute sufficient ACR and hence, contributing negatively.

- Employees with certifications who are not part of skilling score calculation etc.

- Deployments not getting counted to customer success score calculation.

Recommendations

The **Recommendations** section shows suggested actions to help you improve your score, or to help you avoid a reduction in your score.

- **Solution area score**: Recommendations for this score display when a Solutions Partner designation score isn't qualified, either because it is below 70 points, or isn't qualified for some other reason.

- **Skilling category**: These recommendations help you identify opportunities to improve the score. The recommendations also show when there's a risk of the score dropping when certifications are close to expiring. For example, when the **Valid date** for a certificate isn't renewed and expires, it can lead to a score

drop in the **Skilling** category. Recommendations are in development to help with other categories, including **Performance** and **Customer success**.

- **Net customer adds**: These recommendations help you identify opportunities to improve the score. The recommendations are shown in these circumstances:

  - When you're close to reaching the threshold value of being eligible.

  - When you're at risk of the score dropping. (Only new customers from the current year and previous years are counted. Existing customers aren't counted.)

Data freshness

Performance and Customer Success subcategories are typically refreshed by the 20th of every month. However, there might be more minor data refreshes throughout the month.
Skilling subcategories are typically refreshed within 10 days after certification is completed.

Purchase Solutions partner designation

Prerequisites

Before you can subscribe to Solutions Partner designation, you must:

- Be a partner who is a [member](#) of the Microsoft AI Cloud Partner Program.

- Be a [Global admin or Microsoft AI Cloud Partner Program partner admin](#) in Partner Center.

If you don't have one of those roles, you won't have access to some of the Partner Center pages described in this article. [Contact your Global admin](#) and ask them to assign you the appropriate role.

Purchase

To make an order for Solutions partner designation:

1. Sign in to [Partner Center](#) and select **Membership**. Make sure to use the credentials for your work account.

2. Select **Membership offers**.

3. If you haven't met the requirements for a [Solutions partner designation](#), you won't be able to purchase or renew.

4. On this page, select the **Solutions Partner designation** and select **Buy now**.

5. A right pane is opened. On the right pane, select the button next to **Solutions Partner**. Read the important instructions.

6. Select the checkbox and select **Accept agreement and place order**

**Solutions Partner** ✕

↓ Solutions Partner Benefits guide

Offer Details	Solutions Partner	
Benefits eligible at the time of purchase	✓	Solutions Partner Benefits guide
Solutions Partner designation	✓	
Incremental benefits for enrolment into solution areas	✓	
Incremental benefits for enrolment into specialization areas	✓	

Important Instructions

☑ I hereby acknowledge that I have read the instructions mentioned above and adhere to the policy detailed in the Benefits Usage Guide.

Accept agreement & place order

7. In the pop-up, select either **Credit card** or **Wire Transfer**, then select **Proceed**. Depending on the country/region, you would see both the credit card option and wire transfer option or only one option.
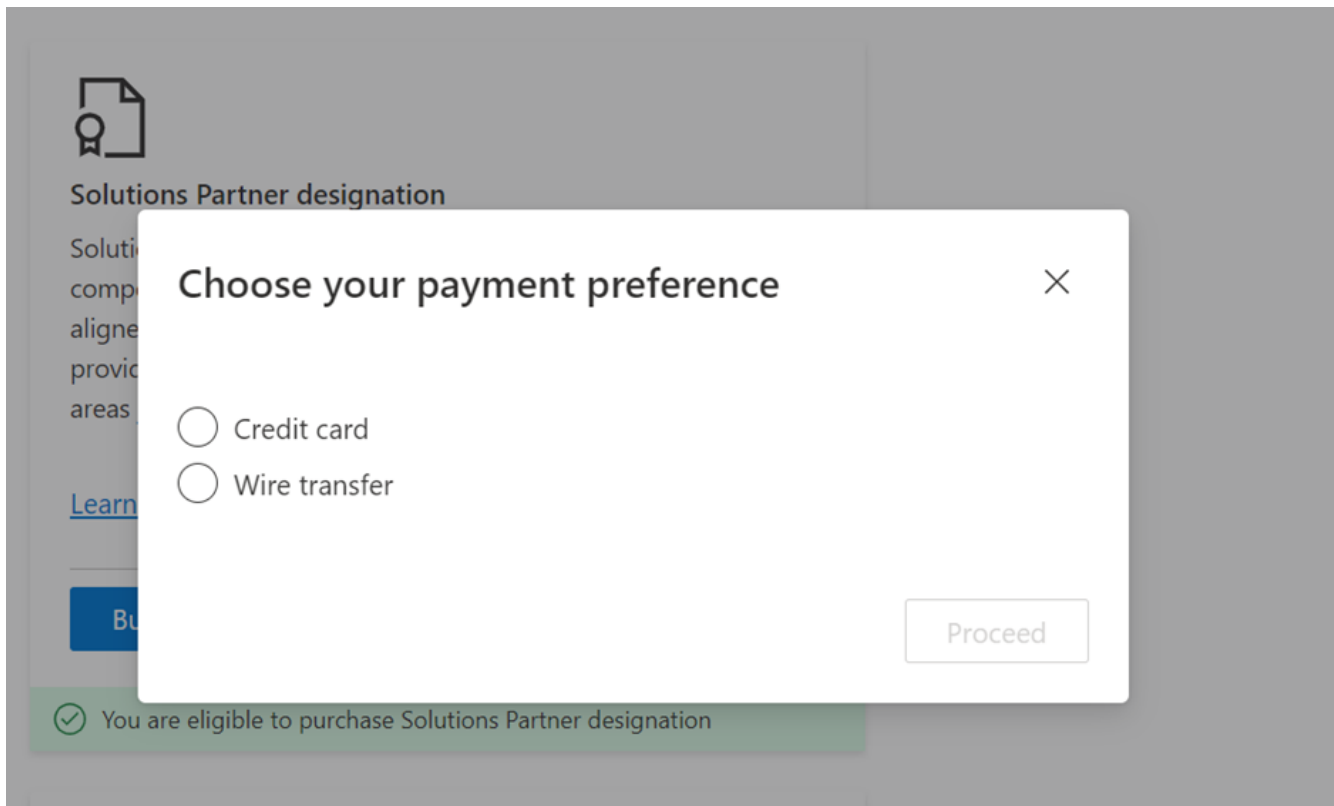
Cancel an order

To cancel an order and request refund, the following conditions should be met:

- Order **must not have been** placed **more than 30 days ago**

- **No benefits can have been consumed**

Use the following steps to cancel an existing order:

1. Sign in to Partner Center and select **Membership**.

2. Select **Membership offers**.

3. In the **Purchased offers** list, locate the offer that you want to cancel.

4. In the **Action** column for the offer, select **Cancel Order**.

5. Follow the remaining steps to cancel the order.

You may complete the Incentives enrollment to receive your MAICPP – Rebates:
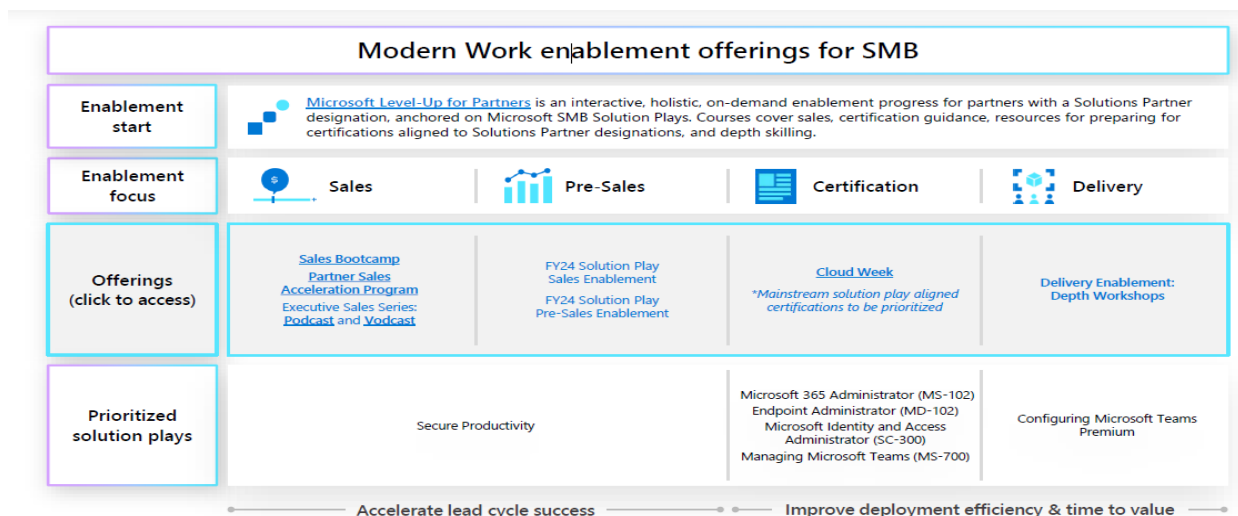Home > Incentives > Overview > View Enrollments > please complete enrollment for "Microsoft Commerce Incentives"
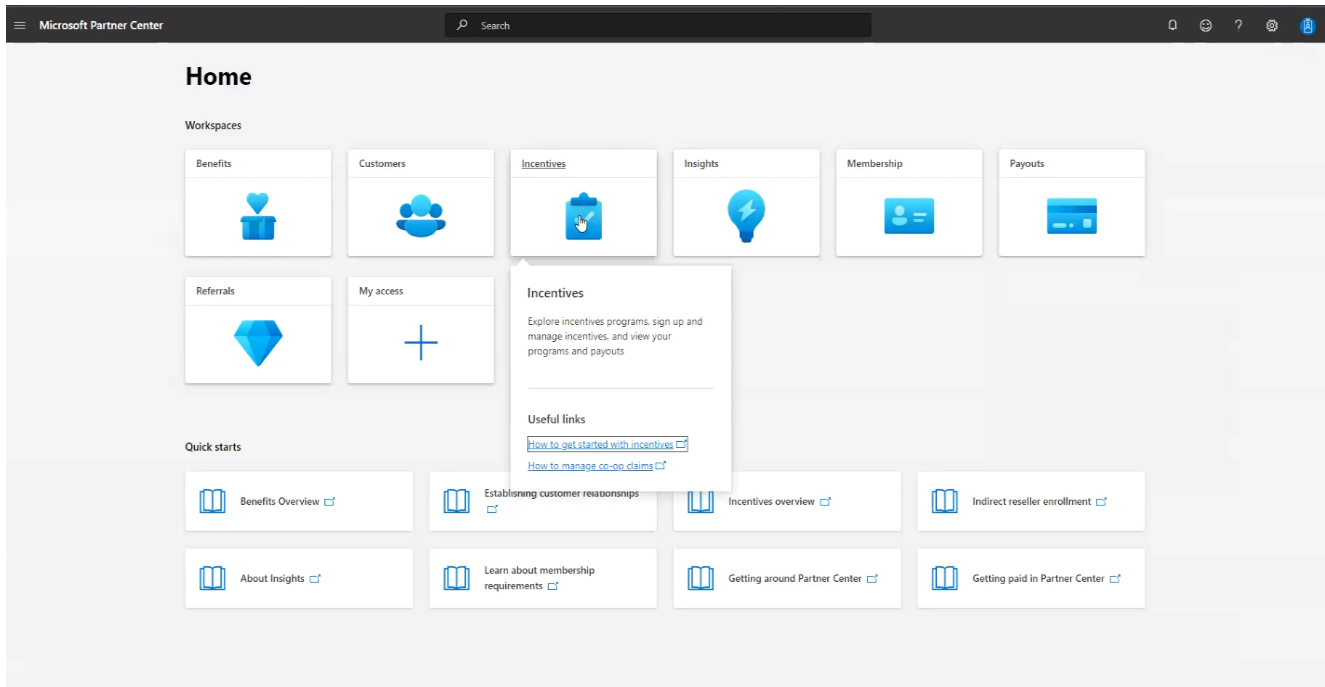
Please complete enrollment for "Microsoft Commerce Incentives"- MCI Enrollment.
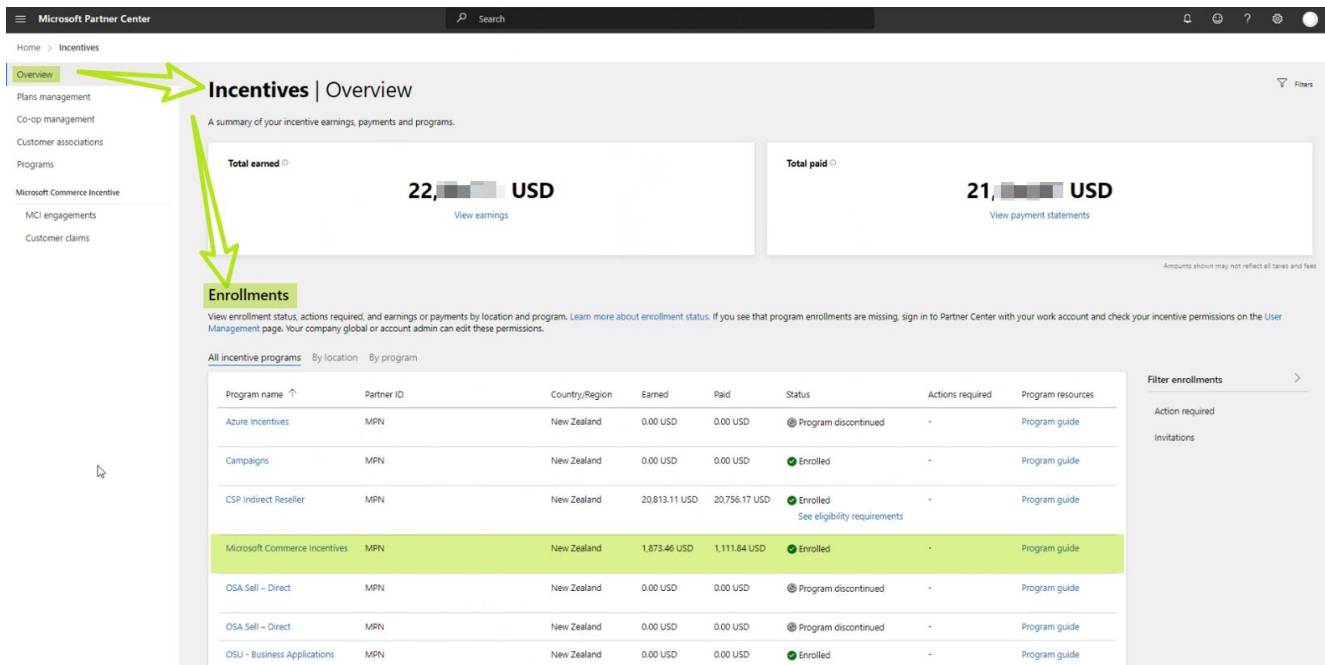
Strengthen Channel Capability

Help keep your skills up to date

[Microsoft Level-Up for Partners](#) is an interactive, holistic, on-demand enablement progress for partners with a Solutions Partner designation, anchored on Microsoft SMB Solution Plays. Courses cover sales, certification guidance, resources for preparing for certifications aligned to Solutions Partner designations, and depth skilling.

Resources:

Partner Skilling Playbook @ https://partner.microsoft.com/en-us/asset/collection/partner-enablement-guides#/

CSP Masters Program @ https://cloudpartners.transform.microsoft.com/partner-gtm/csp?tab=csp-masters-program

The Microsoft 365 CSP Masters Program https://cloudpartners.transform.microsoft.com/partner-gtm/csp?tab=csp-masters-program

Leverage the Microsoft 365 Partner Readiness Hub https://readiness.transform.microsoft.com/learning-paths

Leverage the Calendar Readiness to discover, plan, and register for readiness events. **https://cloudpartners.transform.microsoft.com/readiness/calendar?tab=september-2023**

Partner Skilling Calendar [Microsoft Partner Training Calendar](#)

Level-Up for Partners @ https://get365ready.com/ : Connect with Microsoft to activate