

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.

≡ Microsoft Partner Center	₽ Search	Q	٢	? ©	
Home > Account settings				C	3 8
Overview	Roles applicable to partner programs (U) Learn more C1				
My learning profile	Manages your organization's account as				
My access	Global admin (has full access to all administrative and Partner Center features)				
User management	O User management admin (creates agents and resets their passwords) Note Your organization uses on-primite Acure Active Directory to manage users. To manage Acure Active Directory cernissions, please make the change in your local Active Directory then use the Acure AD Connect tool (Dright) to uppeas Office 365 and Pettre	r Center.			
Programs	Microsoft AI Cloud Partner Program partner administer your organization's Microsoft AI Cloud Partner Program relationship.)				
Agreements Activity log	Account admin (can manage your organization's users and locations)				
Referrals	Co-sell Solution Admin (can administer your organization's Co-sell Solutions)				
Organization profile	Business profile admin (manages the customer facing business profiles for your organization.)				
Legal into Identifiers	Manages your organization's referrals for one or more locations				
Tenants	Assists your customers as				
Azure AD profile	Admin agent (has access to all Partner Center features)				
Billing profile	Helpdesk agent (helps resolve customer issues with their services)				
Payout and tax	Manages your organization's incentives for one or more locations (select how this user manages incentives for your organization's locations.)				
Payout and tax profiles	Manages your organization's incentives for one or more offers				
Payout and tax profile assignment	View data and reports for one or more locations (select the locations where the user needs to be able to view data and reports.)				
Security center	Entire organization				
Administrative relationships Multi-factor authentication	This option provides access to all locations listed below plus any other new location that will be added in future				
munt-ractor autoreflucation	One or more locations listed below				
	٩	Search			
	Partner ID Location Report viewer roles				

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:

\equiv Microsoft Partner Center	₽ Search			c © ? © 8
Home > Account settings				
Overview My learning profile My access User management Programs Agreements Activity log Referrals Organization profile Legal info	Account settings Overvi My profile Name: User name: Partner Center permissions: How to change your password? Sign out of Partner Center and then select to Quick starts	Contreras contreras@contreras.com.au <u>View permissions</u> <u>Request access Learn m</u> Can't access my account' from Sign in screen.		
Identifiers h Tenants Azure AD profile Account merge Company profile Advisor profile Payout and tax	Getting around account settings □ Link Microsoft learning account □	Find your workspaces, roles and admins C Enroll in programs	Manage your legal profile 🚅	Find IDs and domain names 🖬
Payout and tax				



<u>Download the benefits guide</u> 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 <u>Solutions Partner designation</u>, 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
- <u>Microsoft AI Cloud Partner Program Benefits guide</u>
- <u>Compare offerings</u>
- 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 & Al (Azure)	Solutions Partner for Digital & App Innovation (Azure)	Solutions Partner for Infrastructure (Azure)	Solutions Partner for Modern Work	Solutions Partner for Security		
	Performance	Net customer 3 15ps adds	Net customer 30pt	Net customer 30pts adds	Ategory Net customer adds	Net customer 3 20ps adds	Net customer > 20pts adds		
Category	Skilling	Intermediate 3 20pts Certs	Intermediate 🔉 40 _{est}	Intermediate > 20pts	Intermediate) 20ps Certs	Intermediate Derts 10ps	Intermediate 🔉 40m		
		Advanced > 15pe	Certs	Advanced Certs 20pt	Advanced Certs 20pes	Advanced Certs	Certs 40pts		
	Customer Success	Usage Growth 30pts	Usage Growth 💙 20pe	Usage Growth 🕨 20pe	Usage Growth 💙 20pe	Usage Growth 🔉 30pc	Usage Growth 3 20pt		
#	represents maximum number of points in that subcategory	Deployments 20pts	Deployments > 10pc	Deployments > 10ps	Deployments > 10pc	Deployments > 25pts	Deployments > 20pt		



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 <u>linked to your organization</u>.

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 @ <u>https://learn.microsoft.com/en-us/credentials/browse/</u>

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.

Microsoft Partner Center		🔎 Search			© '
Home > Membership					3 5
Overview Purchases	Solutions Partner	Overview ABenefits for Solutions Partner C Take a tour	MLearn more		
Membership offers Bills and payments	Overview What's new	Partner capability score Next steps			
ISV Success	Solution areas Business Applications		Data & Al		
Build & Publish Marketplace rewards Surface Reseller Alliance	4 /100	As a Solutions Partner for Business Applications, you demonstrate your broad capability to deliver solutions with Dynamics 365 and Power Platform. View Details	0 /100	As a Solutions Partner for Data & Al you demonstrate your broad capability to help customers manage and govern their data across multiple systems to build analytics and Al custorions.	
Overview Insights				View Details	
Azure Expert MSP	Digital & App Innovation		Infrastructure		
Solutions Partner Overview Business Applications Data & Al Digital & Ap Innovation Infrastructure	0 /100 Not Started	As a Solutions Pertor for Digital & App Innovation you demonstrate your bread capability to help customers modernice existing applications and build cloud-native apps <u>View, Details</u>	0 /100 Not Sarted	As a Solutions Permer for Inflastructure, you demonstrate your broad capability to help castomers accelerate migration of key infrastructure workloads to Azuve. <u>View Details</u>	
Modern Work Security	Security		Modern Work		
Solutions Partner insights	0 /100	As a Solutions Partner for Security you demonstrate your broad capability to help customers safeguard their entire organization with integrated security, compliance, and identity colutions:	72 /100	As a Solutions Partner for Modern Work you demonstrate your broad capability to help customers boost their productivity and make the shift to hybrid work using Microsoft 365.	
Specializations Overview	(Not started	View Details	valid till 30 Oct 2023	SM8 Enterprise 72 /r00 23 /r00 View Details OR View Details	

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.

	ory within the Partner bility Score
Achieved Points status for the individual indicator 30/30 Points Total points achievable for this indicator	6 Customer adds Actual underlying KPI being scored
Points earned for this indicator View details	Net qualifying customers added in the past 12 months. View Requirements View quick snapshot of the criteria for this indicator and how its scored
	Click on this to see more details about this specific scoring indicator

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 Al 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. <u>Contact your Global admin</u> and ask them to assign you the appropriate role.

Purchase

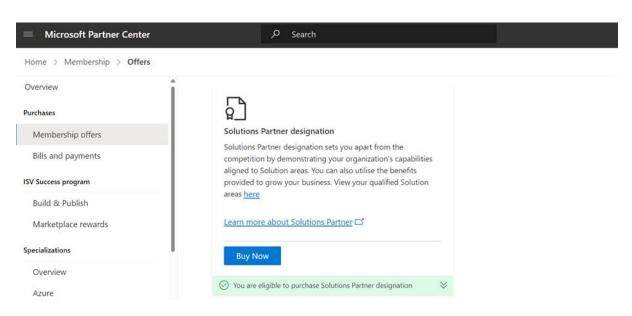
To make an order for Solutions partner designation:

1. Sign in to <u>Partner Center</u> and select **Membership**. Make sure to use the credentials for your work account.

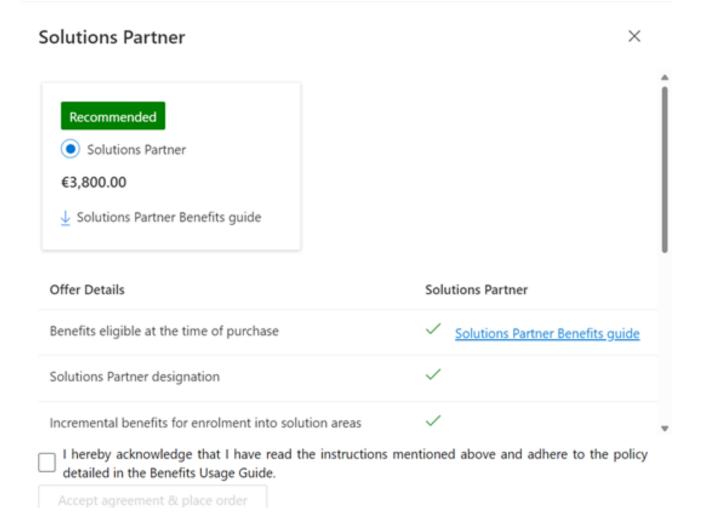
2. Select Membership offers.

3. If you haven't met the requirements for a <u>Solutions partner designation</u>, 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	\checkmark
Incremental benefits for enrolment into solution areas	\checkmark
Incremental benefits for enrolment into specialization areas	\checkmark
Important Instructions	

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.

٦	
Solutions Partner designation	
Solutions Choose your payment preference aligne	×
Credit card Wire transfer	
Βι	Proceed
You are eligible to purchase Solutions Partner designation	

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"

Microsoft Partner Center		, р _{Sear}	ch				Q	٢	?	٢	Ø
	Home										
	Workspaces										
	Benefits	Customers	Incentives	Insights	Membership	Payouts					
		e		?	2 =	8					
	Referrals	My access	Incentives Explore incentives programs, sig manage incentives, and view yo programs and payouts								
	Quick starts		Useful links How to get started with incention How to manage co-op claims D								
	Benefits Overview 🗗	Esta	blisning customer relationships	Incentives overview		irect reseller enrollment 📑					
	About Insights 📑		m about membership uirements ⊑'	Getting around Partner	Center 🗗 🚺 Get	ting paid in Partner Center 📑					

Please complete enrollment for "Microsoft Commerce Incentives"- MCI Enrollment.

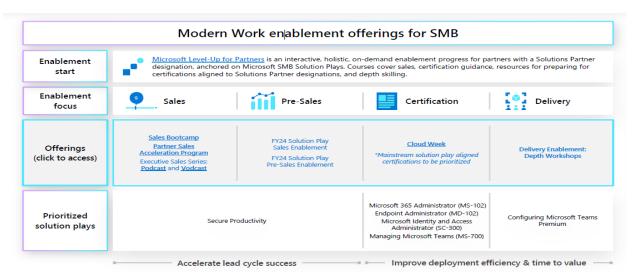
Microsoft Partner Center		P Search							Ф © ?	© ©
Home > Incentives										
Overview										V Filters
Plans management	Incentives Over Over Over Over Over Over Over Over	erview								
Co-op management	A summary of your incentive earnings	, payments and programs.								
Customer associations										
Programs	Total earned O					Total paid O				
Microsoft Commerce Incentive		22,	JSD				21,	USD		
MCI engagements		View earnings					View	w payment statements		
Customer claims	14									
	V								Amounts shown may not reflec	st all takes and fees
	Enrollments									
		ed, and earnings or payments by location a sbal or account admin can edit these perm		out enrollment statu	us. If you see that p	rogram enrollments are missing, sig	n in to Partner Center w	ith your work account and che	ck your incentive permissions on th	e User
			ISSIOTS.							
	All incentive programs By location	n By program								
	Program name 个	Partner ID	Country/Region	Earned	Paid	Status	Actions required	Program resources	Filter enrollments	
	Azure Incentives	MPN	New Zealand	0.00 USD	0.00 USD	Program discontinued		Program guide	Action required	
	-	MPN	the Westerd		0.001100	-		And the second se	Invitations	
l⊋	Campaigns	MPN	New Zealand	0.00 USD	0.00 USD	C Enrolled	-	Program guide		
	CSP Indirect Reseller	MPN	New Zealand	20,813.11 USD	20,756.17 USD	Enrolled See eligibility requirements		Program guide		
	Microsoft Commerce Incentives	MPN	New Zealand	1,873.46 USD	1,111.84 USD	Enrolled		Program guide		
	OSA Sell – Direct	MPN	New Zealand	0.00 USD	0.00 USD	Program discontinued	•	Program guide		
	OSA Sell – Direct	MPN	New Zealand	0.00 USD	0.00 USD	Program discontinued		Program guide		
	OSU - Business Applications	MPN	New Zealand	0.00 USD	0.00 USD	C Enrolled	-	Program guide		

Strengthen Channel Capability

Help keep your skills up to date



<u>Microsoft Level-Up for Partners</u> 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 @ <u>https://partner.microsoft.com/en-us/asset/collection/partner-enablement-guides#/</u>

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

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

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