



# Trusted Advisor Playbook

Empowering Cloud Solution Providers  
to generate new revenue streams

May 2024



# Welcome

For more than 30 years, Microsoft has relied on you, members of our partner community, to reach and connect with customers of all sizes, helping them succeed with Microsoft solutions. While technologies, buying paths, and customer challenges evolve, what remains true is the power of partnership.

Our partners, who work across the smallest of SMBs to the largest strategic organizations, are the face of Microsoft to our customers. The diverse representation in our partner community allows us to serve customers' needs with limitless innovation and drive business transformation.

The Microsoft Trusted Advisor Playbook will help Cloud Solution Providers (CSPs) discover how we can work together to unlock sustainable growth, enhance your service offerings, and streamline how you sell while delivering on the promise of AI and security transformation for our customers across industries.

## Explore and discover

How to adapt to changing customer expectations for growth, now and in the future.

How to optimize and maximize your services revenue potential.

Understand where and how to grow your service offerings with the support of Microsoft.



## Introduction

State of the world

Adopting secure practices

Accelerating growth

Connect with customers at scale

Success through solutions

Increase customer reach

Rewards through customer success

Winning through the customer lifecycle

Keys to success

# Adapting to market and technology changes

Introduction

State of the world

Adopting secure practices

Accelerating growth

Connect with customers at scale

Success through solutions

Increase customer reach

Rewards through customer success

Winning through the customer lifecycle

Keys to success

## Shift in customer expectations

Customers are no longer seeking only products or services; they're not just looking for a transaction. They want to understand how their technology investments support their goals and desired business outcomes.

We need to understand our customers' challenges, but even more importantly, we need to understand their business strategies, initiatives, and metrics. We need to showcase more than just technical capabilities; we must map our solutions to customers' initiatives.

No longer is the path to customer wins anchored in transactional processes with only licenses. To scale and grow, we must establish customer "stickiness," from pre-sales to post-sales, grounded in a customer-centric approach with value-add services to enable customer growth and success.

During the customer journey, we must illustrate how together, through our relationships (Customer + Partner + Microsoft), we can deliver solutions and services that provide tangible value and continuous assistance aligning to our customers' digital transformation initiatives.

43% of leaders at technology vendors said customers are changing their focus from buying solutions to outcomes.<sup>1</sup>

The global managed services market is expected to reach more than **\$311B** by 2027.<sup>2</sup>

Organizations that adopted managed services have reduced IT costs up to **45%**.<sup>2</sup>

Operational efficiencies increased by up to **65%** at organizations that adopted managed services.<sup>2</sup>

1. [HCM Technology Report, "Customers push tech vendors to change their approach to pricing", July 2023.](#)

2. [Mordor Intelligence LLP, "Managed Services Market – Growth, Trends", December 2023.](#)

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Introduction

State of the world

Adopting secure practices

Accelerating growth

Connect with customers at scale

Success through solutions

Increase customer reach

Rewards through customer success

Winning through the customer lifecycle

Keys to success

## Tech evolution and AI integration

The technology industry is experiencing a significant shift, driven by rapid advancements in artificial intelligence (AI) and the never-ending importance of security. Over the last few years, we've seen groundbreaking AI innovations, with businesses increasingly seeking AI solutions to tackle complex challenges.

Being at the forefront of this innovation, Microsoft has observed that more than 85 percent of Fortune 100 companies leverage Azure AI. This broad adoption spans various industries and use cases, indicating a growing reliance on AI technologies in the corporate world. The trend is not limited to large corporations; there's notable movement towards AI across all sectors, including small and medium-sized businesses (SMBs).

## Continual importance of security

As a leading security provider and the only cloud provider with multicloud protection, Microsoft security capabilities are compelling for businesses aiming to protect their customers, reinforce Zero Trust practices, and prevent operational disruption. More than just offering tools for security, we're committed to enhancing the security expertise of our partners.

Microsoft provides significant opportunities for businesses to enhance their security skills, supporting development of sustainable, advanced security practices. This approach ensures that businesses are not only equipped to handle the current cyberthreat landscape but also prepared for future challenges.

More than **32%** of businesses have leadership buy-in and want to embrace emerging tech.<sup>1</sup>

Over **60%** of business owners believe AI will improve customer relationships.<sup>2</sup>

**64%** of businesses expect AI to improve productivity.<sup>2</sup>

Data privacy and cybersecurity are leading factors for over **56%** of digital transformation efforts.<sup>1</sup>

## Getting onboard with AI services

**21%** of CSP partners currently offer AI services, with an additional **42%** actively working towards providing this service.<sup>3</sup>

1. KPMG, "2023 KPMG US Technology Survey Report", 2023.

2. Forbes, "How businesses are using AI in 2023", April 2023.

3. Microsoft Research + Insights "CSP Playbook", December 2023.

# Be the trusted advisor to our customers

As we navigate the complexities of modern commerce, our shared objective remains constant—enhancing the customer experience while delivering sustained value throughout the entire customer journey.

Now is the opportune moment to capitalize on the robust global partner ecosystem, and utilize the programs and resources designed to expedite advancement of your value-add services.

Recognizing that our partners serve as the forefront Microsoft representative to our customers, we're committed to supporting you in becoming trusted advisors during our customers' digital transformation.

Together, we can unlock a world of limitless innovation for our customers and propel them towards unprecedented success.



## The payoff towards continued growth

By adopting a customer-centric approach and achieving a Solution Partner designation with specialized expertise, you unlock a powerful synergy.

This strategic alignment not only enables a deeper comprehension of customer needs but empowers you to deliver impeccably tailored solutions, elevating customer satisfaction and optimizing service utilization to perfectly align with desired customer outcomes.

Moreover, the real impact on your bottom line emerges through the potent combination of Microsoft incentives and the array of benefits derived from specialization. This dual advantage not only ensures profitability but also solidifies your position as a trusted and sought-after partner, driving sustained success.

### Leveraging value-added services to drive revenue

Over 80% of CSP partners have 25% or more of their revenue from value-added services and support.

# Security matters for you and your customers

To be a trusted advisor, you must incorporate trusted security measures to keep your own business and that of your customers secure. Upholding security is not a step-by-step process – it's an ongoing commitment. Keep your customers and their organizations safe by continually updating and investing in each aspect of your security.



## Learn and upskill

Evolve with the security landscape to protect your organization and your customers. Sharpen your skills with courses designed to help you make the Zero Trust model work for you.



## Identify and add security contacts

Establish an individual or group accountable for security-related issues and for responding quickly when notified about potential threats.



## Secure your identity

Take action to enforce multifactor authentication (MFA) and remove unnecessary delegated administrative privileges.



## Secure your endpoints

Invest in platforms that prevent, detect, investigate, and respond to advanced threats.



## Ongoing monitoring

Remain engaged with your Zero Trust framework, tapping into resources that help you detect fraud and protect identities.

→ [Explore security best practices for partners](#)

→ [Find technical and sales training](#)

# Building a successful path to the future as a CSP

Previously, your support for our customers revolved around licensing offerings, and our incentive programs were tailored accordingly, emphasizing transactional outcomes. While this model served us effectively for many years, the evolving landscape of digital transformation demands a strategic pivot to better address the evolving needs of our customers.

Today, successful CSP partners are grounded in establishing growth strategies focused on creating new Center of Excellence (CoE) practices, providing customer access to managed services offerings, and expanding value-add services to help propel our customers' growth and realize greater value from their technology investments.

There are three important steps CSP partners should consider to help drive this transformation.



## Build solution expertise

- Differentiate yourself in a crowded marketplace by investing in enablement and solution area expertise
- Grow AI or security expertise to meet accelerating customer demand

## Develop services practices through the customer lifecycle

- Consider pre-sales advisory and assessment offerings to accelerate customer buy-in
- Offer post-sales services such as deployment, migration and support to access programs and incentives aligned to consumption and utilization

## Grow your customer engagement capabilities

- Incorporate managed services into your portfolio and open the potential to grow your current customer engagements
- Add new workloads as the opportunities arise

Introduction

State of the world

Adopting secure practices

Accelerating growth

Connect with customers at scale

Success through solutions

Increase customer reach

Rewards through customer success

Winning through the customer lifecycle

Keys to success

# Power of customer relationships

## Faster time to value

To support our CSP partner community and help maximize your revenue growth opportunities, we remain committed to providing the best-in-class technology solutions, alongside programs and incentives to deliver value throughout the customer lifecycle.

## Accelerate CSP partner business growth

**Build and deliver solutions aligned to Microsoft solution areas.**

[Read the Bytes case study](#)

**Develop value-add services by leveraging the largest technology ecosystem.**

[Read the Crayon case study](#)

**Support customer urgency to adopt and embrace AI.**

**Enhance and optimize operations, customer satisfaction, and relationship management.**

[Read the IFI Techsolutions case study](#)



Introduction

State of the world

Adopting secure practices

Accelerating growth

Connect with customers at scale

Success through solutions

Increase customer reach

Rewards through customer success

Keys to success



# Maximize your partnership with key benefits

Introduction

State of the world

Adopting secure practices

**Accelerating growth**

Connect with customers at scale

Success through solutions

Increase customer reach

Rewards through customer success

Winning through the customer lifecycle

Keys to success

## Choices for multiple partner types

Partner benefits packages contain refreshed product, support, and advisory benefits to help you drive success. These benefits packages complement the Solutions Partner and ISV Success Core and Expanded Packages already available for partners.

## Compare offers

To browse benefits and pricing for both partner benefits packages and ISV Success, go to the [compare offerings](#) page and the [Microsoft AI Cloud Partner Program Benefits Guide](#).

## Purchasing options

Packages can be purchased by your organization's Partner Admin via the [membership offers page](#) in Partner Center. Partners can purchase up to one of each package.

## Explore the value of each package



### Partner Launch Benefits

Kickstart your growth as a Microsoft partner with Partner Launch Benefits. This offer empowers you to discover, use, and test Microsoft products.



### Partner Success Core Benefits

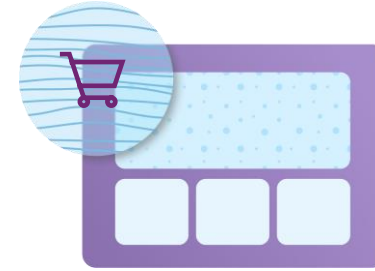
Strengthen your cloud and AI practice with Partner Success Core Benefits. Tap into a strong foundation of product, support, and advisory benefits to create and expand your offerings.



### Partner Success Expanded Benefits

Scale your business with Partner Success Expanded Benefits. This comprehensive package contains in-demand benefits and tools for organizations that are ready to expand even further and deepen their partnership with Microsoft.

# Microsoft commercial marketplace



## Grow your business on the marketplace

The Microsoft commercial marketplace is dedicated to assisting partners in reaching more customers, streamlining sales processes, and offering opportunities for growth. Leverage this business platform to expand your solution portfolio and address evolving business needs, including:

- Embracing customer momentum towards modern procurement
- Streamlining transactions for simplicity
- Accelerating deal cycles
- Diversifying solution portfolios
- Gaining control over accounts
- Meeting customer demand for cloud commitments
- Accessing thousands of ISV applications designed for Microsoft Cloud services and available for CSPs to sell

Cloud marketplace opportunity expected to **grow up to \$45B** by 2025.

By 2025, nearly **one-third** of marketplace purchases **will come through partners**.

## Key Microsoft commercial marketplace scenarios



**Discover new and additional solutions to sell to Microsoft Cloud Services customers.**



**A path to quickly fulfill customer requests for a specific application.**



**Coordinate with ISV to partner for marketplace selling.**

# Expand marketplace knowledge

Introduction

State of the world

Adopting secure practices

Accelerating growth

**Connect with customers at scale**

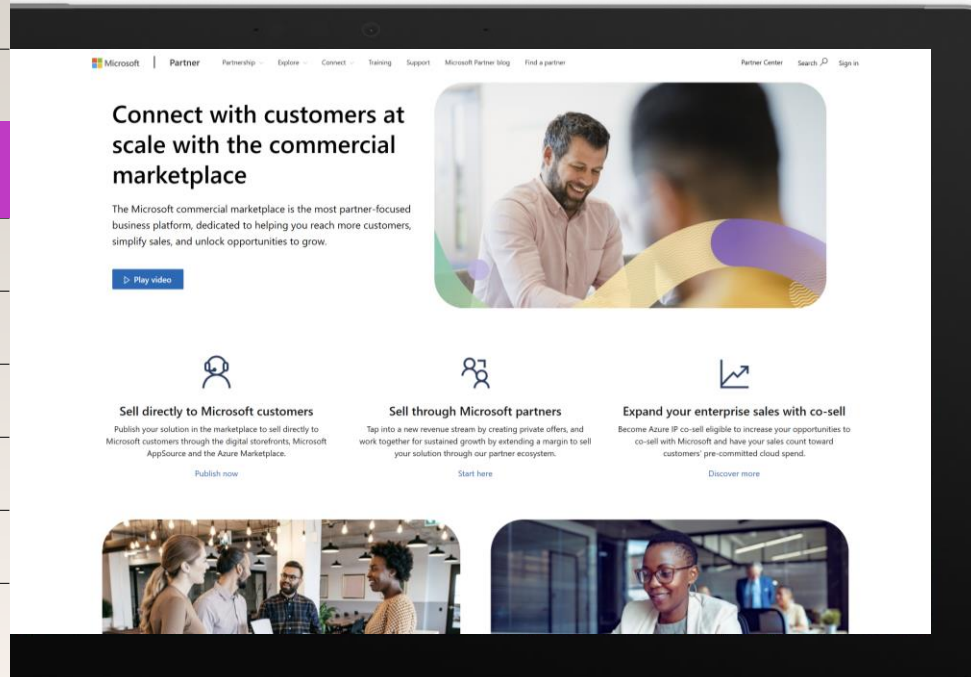
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Rewards through customer success

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Keys to success



→ [Launch point to key resources, guidance, and more](#)

## Learning opportunities

[Documentation | Overview of the Microsoft commercial marketplace](#)

[Learning module | Introduction to the Microsoft commercial marketplace](#)

## On-demand content

Discover how to develop transactable offers for the Microsoft commercial marketplace. This site for partners features instructional videos, interactive hands-on labs, and sample code to provide a better understanding of the marketplace.

Learn how to master Partner Center and about offer types. Explore a variety of learning opportunities to become an expert in the variety of offers available to you through the marketplace.

→ [Starting exploring](#)

## On-demand webinar

Explore how to grow revenue, increase profit, and expand your service offerings when attaching solutions from ISVs using the Microsoft commercial marketplace.

→ [Get started today](#)

# Partner ready marketing assets to connect with customers

## Microsoft AI Cloud Partner Program Campaigns-in-a-Box

- Ready to launch customizable campaigns
- Approved Microsoft value propositions, messaging and branding
- Aligned to priority solution areas mainstream plays; Industry available
- Both automated campaign execution (DMC) and customizable assets (PMC)
- Allows AI Cloud Partner Program partners to GTM more efficiently
- Drive top of the funnel leads for partners (DMC provides reporting)

	Deliverable	PMC general BOM	DMC 6-12 weeks
Through-partner deliverable	Pitch deck	1-2	1-2
	To-customer video		6
	Infographics	1-3	6
	Gated social image		5-6
	Thought leadership		5
	Gated eBook or White Paper	1-2	1
	To-customer email	1-5	6
	To-customer social & blog text	1-3	Per piece of content
To-Partner asset (Indirect Channel)	Organic social media	1	12
	Partner video training	Varies	3-6
	Sales guide	1	1-2
	Execution guide	1	Weekly guidance
	Educational resources	Varies	Weekly

### Digital Marketing content (DMC)

Deploy 6–12-week automated digital marketing campaigns, allowing you to deliver weekly content with nurture prospects or acquire new customers.

→ [Starting exploring](#)

### Partner Marketing Center (PMC)

Explore highly customizable Microsoft branded and approved assets aligned to Microsoft solution plays.

→ [Get started today](#)

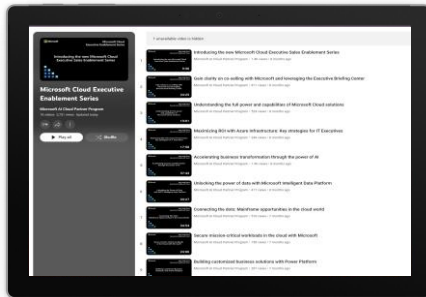
# Accelerate success in Microsoft solution areas

## Meeting customer needs with intelligent solutions

All customers, no matter their size or complexity, want to drive more efficiency, reduce costs, and create a hyperconnected business that links people, data, and processes. The goal is to leverage new technologies, including AI, to enable every team to quickly adapt and innovate.

At Microsoft, we've developed the foundation for the largest technology ecosystem in the world. When you partner with us, you can tap into a secure, end-to-end tech stack, extensible cloud platform, and industry-leading AI capabilities to meet emerging customer needs in high-demand solution areas and industries.

By aligning partner offerings and pathways to our go-to-market and sales priorities, you can deliver high-performing, customer-centric solutions that drive your success in the Microsoft commercial marketplace and further your organization's growth and profitability.



Hear from Microsoft Cloud senior leaders and experts about the latest trends we're seeing in the market.

→ [Microsoft Cloud Executive Enablement Series](#)

## Microsoft Cloud

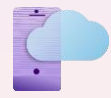
Microsoft solution areas are your greatest opportunity to scale to meet customer needs—and the best way for customers to identify your capabilities.



Business Applications



Data & AI (Azure)



Digital & App Innovation (Azure)



Infrastructure (Azure)



Modern Work



Security

# Reinventing business with AI

Discover boundless possibilities with Microsoft AI technology, driving transformative change for businesses worldwide. Microsoft AI solutions are powering customer evolution and unleashing limitless innovation—opening the door for new growth opportunities for you.

As we continue to expand Copilot's capabilities, democratizing access to powerful AI tools, together we can provide access to enhanced productivity, creativity, and connectivity—as we revolutionize the way our customers work.

## Copilot for Microsoft 365

Customers of all sizes, including SMBs, are learning about the power of AI. Now is the time to help them understand how Copilot for Microsoft 365 enables them to enhance their creativity, productivity, and skills through real-time intelligent assistance.

Convert AI excitement into foundational productivity and support every customer as they become AI-powered.

→ [Develop a Copilot for Microsoft 365 practice growth plan](#)

## Copilot for Security

Integrates insights and data from security tools and delivers guidance tailored to fit each of our customers' ecosystem. By defending with AI security, detect hidden patterns, harden defenses, and respond to incidents faster with generative AI.

With integration across the Microsoft security portfolio, built on the principles of Zero Trust, we can enable our customers' security teams to be prepared in the new era of security.

→ [Develop a Copilot for Security practice growth plan](#)

## Copilot for Sales and Copilot for Services

Microsoft Copilot for Sales and Microsoft Copilot for Services bring together the power of Copilot for Microsoft 365 with role-specific insights and actions to streamline business processes, automate repetitive tasks, and unlock productivity.

Empower our customers to maximize their productivity and close more deals by connecting their customer relationship management (CRM) platform to the power of next-generation AI into the flow of work.

→ [Develop a Copilot for Sales and Service practice growth plan](#)



# Driving customer engagement

In alignment with our mutual business objectives and growth aspirations, Microsoft has identified distinct customer opportunities, called “solution plays,” within our solution areas. These solution plays pinpoint where CSP partners can capitalize on the most promising opportunities within each solution area.



## Security | Support and protect customers

Help customers safeguard their entire organization with integrated security, compliance, and identity solutions built on the Zero Trust framework.

### Solution plays

- Threat Protection with XDR and SIEM
- Data Security
- Modern Sec Ops
- Migrate and Secure Windows and SQL Server\*
- Secure Productivity\*

→ [FY24 Security Partner Playbook](#)

→ [Start building a Migrate and Secure Window Server and SQL Server practice](#)

→ [Start building a Secure Productivity practice](#)

→ [Explore Microsoft Security Partners resources](#)



## Modern Work | Secure productivity

Support customers to safely run their business from anywhere with a secure, comprehensive, AI-powered cloud solution that makes hybrid work.

### Solution plays

- Secure Productivity\*
- Converged Communications\*
- Employee Experience
- Frontline Worker
- Cloud Endpoints
- Modernize with Surface

→ [FY24 Modern Work Partner Playbook](#)

→ [Start building your Secure Productivity practice](#)

→ [Start building your Converged Communications practice](#)

→ [Explore Modern Work practice development resources](#)

\* CSP opportunity

# Driving customer engagement

In alignment with our mutual business objectives and growth aspirations, Microsoft has identified distinct customer opportunities, termed “solution plays,” within our solution areas. These solution plays pinpoint where CSP partners can capitalize on the most promising opportunities within each solution area.



## Business Applications | Intelligent solutions

Customers want to drive more efficiency, reduce costs, and create a hyperconnected business that links people, data, and processes—leveraging new innovations, including AI, to enable every team to quickly adapt and innovate.

### Solutions plays

- Accelerate Revenue Generation
- Modernize Service
- Accelerate Innovation with Low Code
- Optimize Finance & Supply Chain\*
- Scale Business Operations\*

→ [FY24 Business Applications Partner Playbook](#)

→ [Start building a Finance and Supply Chain practice](#)

→ [Start building a Scale Business Operations practice](#)

→ [Explore Dynamics 365 and Power Platform practice development resources](#)



## Data & AI | Managing data to fuel decisions

The return on investment for an Azure services practice is up to 155% after three years. By that third year, 73% of projects will include analytics. Modernize customer data across multiple systems and help build analytics and AI solutions,

### Solution plays

- Migrate & Secure Windows Server & SQL Server\*
- Power Business Decisions w/ Cloud Scale Analytics
- Build & Modernize AI Apps\*

→ [FY24 Data & AI Partner Playbook](#)

→ [Explore Data & AI practice development resources](#)

\* CSP opportunity



# Driving customer engagement

In alignment with our mutual business objectives and growth aspirations, Microsoft has identified distinct customer opportunities, termed “solution plays,” within our solution areas. These solution plays pinpoint where CSP partners can capitalize on the most promising opportunities within each solution area.



## Digital & App Innovation | Build and modernize apps

Your AI-powered solutions are instrumental to helping customers build, run, and manage intelligent applications that keep their businesses running smoothly.

### Solutions plays

- Build & Modernize AI Apps\*
- Migrate Enterprise Apps
- Accelerate Developer Productivity
- Accelerate Innovation with Integration Services

→ [FY24 Digital & App Innovation Partner Playbook](#)

→ [Explore Digital & App Innovation practice development resources](#)



## Infrastructure | Managing data to fuel decisions

As you provide solutions to migrate customers to Azure, explore resources and solution plays designed to help you address this \$427 billion market,

### Solution plays

- Migrate & Secure Windows Server & SQL Server\*
- Migrate SAP\*
- Innovate with HPC, AI Infrastructure
- Migrate Linux Estate\*
- Migrate Oracle
- Accelerate Innovation with Integration Services

→ [FY24 Infrastructure Playbook](#)

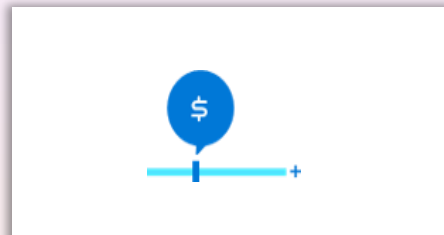
→ [Explore Infrastructure practice development resources](#)

\* CSP opportunity

# Build your skills

Microsoft offers holistic enablement opportunities across Microsoft Cloud solution areas, all anchored on mainstream solution plays.

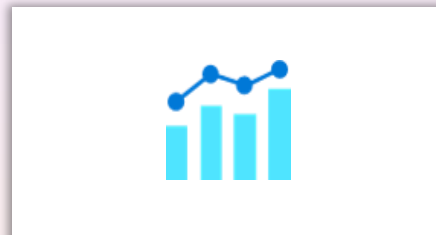
[Explore training options](#)



## Sales Enablement

Enable partner sellers to sell more effectively

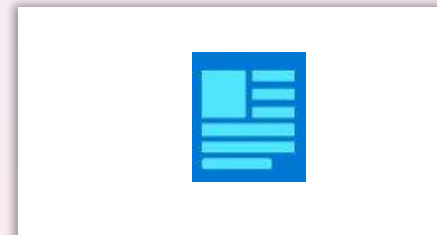
Enable partner sellers to sell more effectively through demonstrating and landing solution play value.



## Pre-Sales Enablement

Enable partner tech sellers to build a practice or solution

Enable tech sellers to act as SMEs influencing a sale via in-depth product demonstrations and answering RFP technical questions.



## Certification Enablement

Supported MAICPP designation and specialization growth

Enable technical proficiency in Microsoft Cloud Services to help partners develop the baseline skills needed to build practice & solutions.



## Project Ready

Enable partner delivery teams to accelerate deployment capability

Enable Developers, Solution Architects & Data Scientists with advanced design & deployment capability for real-world scenarios.

Accelerate sales lead cycle success

Improve deployment efficiency & time to value

# Distinguish yourself with Solutions Partner designations

## Demonstrate breadth of capabilities on the Microsoft Cloud

Showcase your unique value, set your organization apart from the competition, and make it easier for customers to identify your skills and experience for their needs confidently.

By attaining a Solutions Partner designation, you can distinguish yourself from the competition by demonstrating your organization's breadth of capabilities on the Microsoft Cloud in solution areas aligned to how Microsoft goes to market and where we identify customer demand.

### OPPORTUNITY TO LEAD AI TRANSFORMATION

77% of mature organizations are adopting an AI-first strategy, systematically considering AI for every use case.

Introduction

State of the world

Adopting secure practices

Accelerating growth

Connect with customers at scale

Success through solutions

Increase customer reach

Rewards through customer success

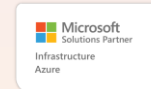
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Keys to success



#### Solutions Partner for Business Applications

Partners who deliver solutions with Dynamics 365 and Power Platform



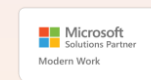
#### Solutions Partner for Infrastructure (Azure)

Partners who help customers accelerate migration of key infrastructure workloads to Microsoft Azure



#### Solutions Partner for Data & AI (Azure)

Partners who help customers manage their data across multiple systems to build analytics and AI solutions



#### Solutions Partner for Modern Work

Partners who help customers boost their productivity and make the shift to hybrid work using Microsoft 365



#### Solutions Partner Digital & App Innovation (Azure)

Partners who help customers build and modernize cloud-native apps and transform how they code, collaborate, and ship software



#### Solutions Partner for Security

Partners who help customers safeguard their entire organization with integrated security, compliance, and identity solutions



Partners who attain all six Solution Partner designations receive the Microsoft Cloud badge, recognizing capabilities across the Microsoft Cloud.

# Differentiate with specializations

## Display deep technical expertise

Once you attain a Solutions Partner designation, you can further differentiate your deep technical expertise and experience with specializations.

### Greater customer confidence

Validate your deep technical expertise, differentiate from competitors in areas with high customer demand, and help customers identify your ability to meet their specific needs.

### Prioritization

Receive priority ranking in the commercial marketplace and evaluation for active cooperative selling opportunities with Microsoft field sellers.

### Incremental product benefits

Gain access to Azure credits, additional product licenses, and cloud service subscriptions that are most relevant in the market today to support the acceleration of your business.

### Showcase your expertise

Earn a customer-facing badge to display on your business profile in the Microsoft AppSource partner gallery to stand out vs. the competition.

## Key benefits

### Encourage business development

Product benefits have been designed to align to Solutions Partner designations, including:

- Azure bulk credits for your organization
- Access to development environments
- New cloud services subscriptions most relevant in market

### Increase customer reach

- Co-sell with Microsoft to expand your customer footprint
- Go-to-market services, assets, and personalized consultation to help you along your marketing journey
- Microsoft solutions provider placement to increase exposure
- Customer-facing badges to showcase your capabilities

### Expand technical skilling and enablement

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

# The managed services opportunity

## Addressing customer needs and providing long-term value

Focusing on delivering end-to-end Azure cloud services, from initial planning and migration to ongoing management and optimization, allows not only our customers to harness the full potential of Azure, but provides a path to improve your margins, future-proof your business and add incremental value to your customers.

Incorporating managed services into your portfolio opens the potential to growing current customer engagements and being available to add new workloads as the opportunities arise:

- End-to-end lifecycle management throughout all engagement phases.
- Repeatable, highly automated solutions to enable and support hyper-scale cloud implementations.
- Skill sets across DevOps and SysOps, architecting cloud solutions and technical professional consulting.

**Support is the leading managed service provided by CSP partners.**

- 81% offer product support
- 73% offer user support/setup and management
- 71% offer system support/monitoring and performance

Gain these three primary Azure solution designations and apply to earn exclusive Azure Expert MSP badge.



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



**Solutions Partner Digital &  
App Innovation (Azure)**



**Solutions Partner for  
Infrastructure (Azure)**



**Azure Expert Managed  
Services Provider (MSP)**

Provides top  
priority in referral  
engine and  
customer showcase  
opportunities

→ [Discover the prerequisites and start your application process](#)

# Incentive portfolio

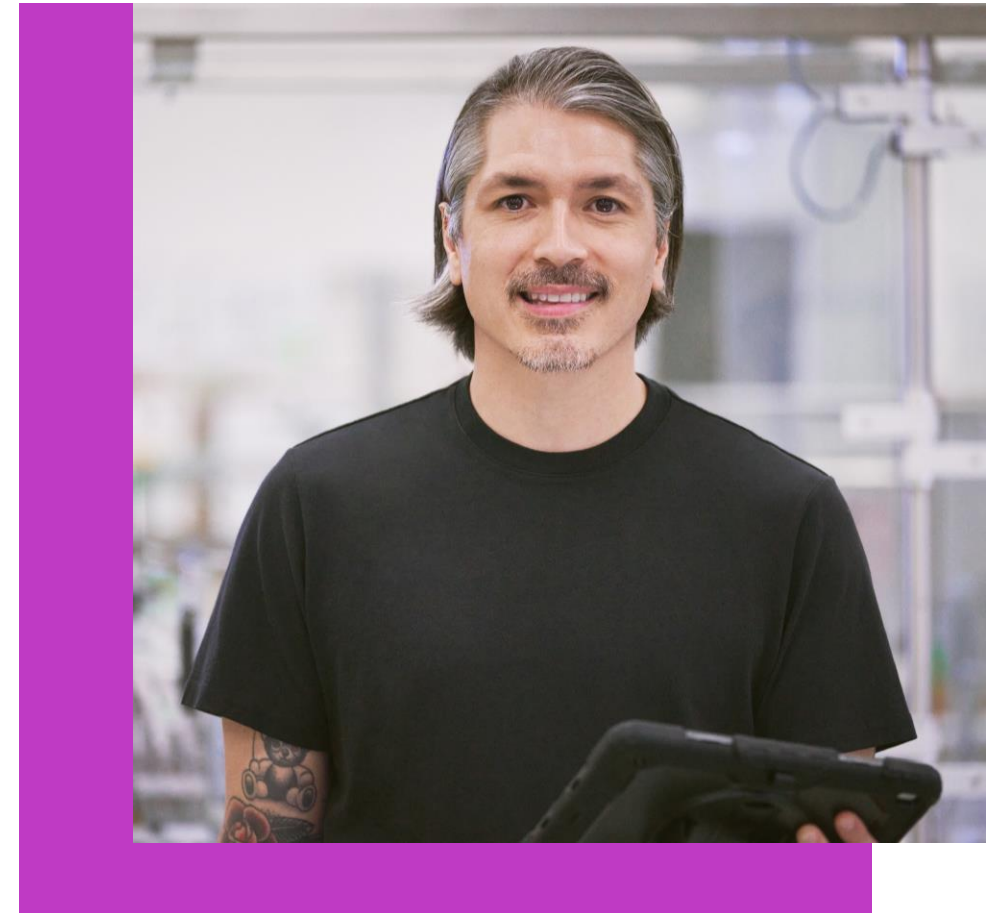
With customer success as a primary focus of our partner investment, we've designed and evolved offerings to better support how partners deliver the value customers expect from Microsoft solutions.

As you create services, software, and device solutions that customers are searching for, we aim to empower your business expansion. Leverage a diverse range of global programs and localized offers tailored to meet market demands while also capitalizing on reinvestment opportunities.

These initiatives are strategically designed to fuel your growth, enabling you to access a multitude of resources and support mechanisms that align with your specific business objectives and market strategies.

Whether through pre- and post-sales activities, accelerating customer consumption, or expanding with value-add services and offerings, the Microsoft commitment extends to financially supporting and incentivizing your efforts. We recognize the value you bring to the Microsoft ecosystem and customer success.

→ [Discover more](#)



**Simplified incentives focused on targeted outcomes and growth**

**Differentiation by solution play, customer segment and partner type**

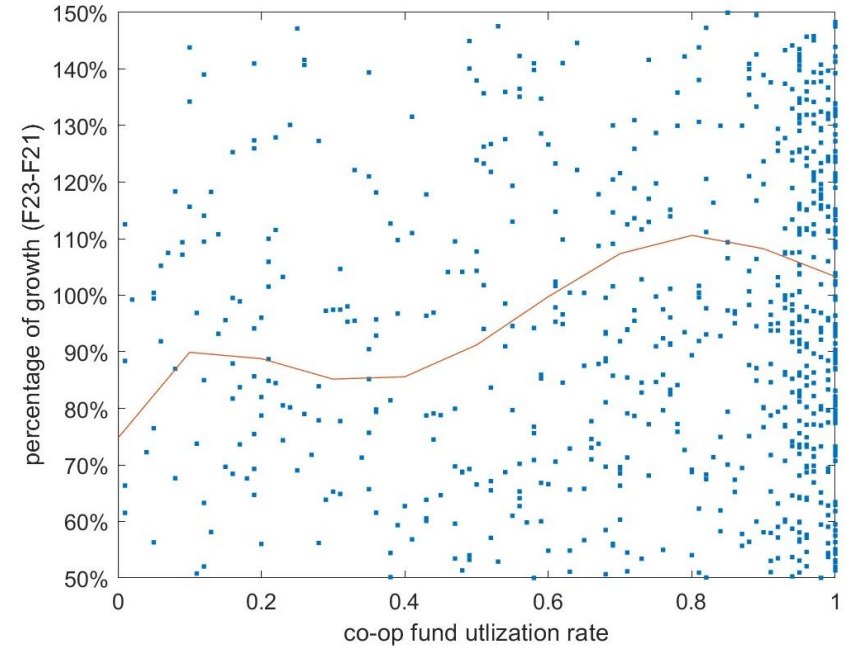
**Rewarding customer results and positively impacting consumption**

# Growth through cooperative marketing

Cooperative (co-op) marketing funds are earned through Microsoft incentive programs by claiming reimbursement for activities that promote Microsoft product awareness. These funds support a wide range of marketing initiatives to boost brand visibility and drive sales pipeline growth.

Microsoft data analytics show that CSP partners with high co-op utilization rates (>90%) realize higher revenue growth than those that leave co-op funds unused.

The top cohort of CSP partners taking advantage of this opportunity are delivering well over 100% YoY CSP revenue growth.



Microsoft Data Analytics "Co-op usage vs revenue growth". February 2024.



# Investing to drive new opportunities

Introduction

State of the world

Adopting secure practices

Accelerating growth

Connect with customers at scale

Success through solutions

Increase customer reach

Rewards through customer success

Keys to success

Solution area



**Listen & Consult**  
Qualify the opportunity



**Inspire & Design**  
Align customer to solution and business case



**Empower & Achieve**  
Establish customer agreement



**Realize Value**  
Achieve outcomes and establish baseline metrics



**Manage & Optimize**  
Complete opportunity and identify next steps

**Azure Infrastructure, App Innovation, Data & AI**

- **Azure Migrate and Modernize – Assessments:** Up to \$5K per activity
- **Azure Innovate – Pilot/POC:** Up to \$10K per activity

- **Enterprise:** Up to 12% based on customer size and product
- **CSP Incentive:** Up to 21% of ACR

- **Azure Migrate and Modernize:** Up to \$100K per activity
- **Azure Innovate – Pilot/POC (deployment):** Up to \$100K per activity

- \$9k per acquisition and up to 30% of ACR **Azure consumption:** Up to 12% based on partner eligibility
- **Azure workload acquisition and nurture**

**Hosting:** 4% core, 4% SQL product accelerator based on SPLA revenue  
**SPLA-Reseller:** Up to 5% based on reported SPLA revenue

**ISV ACR Growth campaign:** Up to \$350K based on ACR growth quarter-over-quarter  
**Marketplace Transact and Grow campaign:** Up to \$200K based on driving sales of transactable offers to Microsoft commercial marketplace

**Security, Compliance, and Identity**

- **Cybersecurity Assessment:** Up to \$2.5K
- **Partner cybersecurity investment:** \$260K per customer tenant

- **Enterprise:** Up to 12% based on customer size and product
- **CSP Incentive:** Up to 10.75% based on product with incremental 15% for new customers
- **Partner cybersecurity investment:** \$260K per customer tenant

**Microsoft Sentinel Migration and Modernization:** Up to \$50K

**Usage – Security and Modern Work:** Up to \$30K per SCI workload

**Modern Work**

- **MCI Modern Work Partner Pilots:** Up to \$30K per pilot
- **Enterprise:** Up to 12% based on customer size and product
- **CSP Incentive:** Up to 10.75% based on product with incremental 15% for new customers

**Usage – Security and Modern Work:** Up to \$75K per MW workload

**Marketplace Transact and Grow campaign:** Up to \$200K based on driving sales of transactable offers to Microsoft commercial marketplace

**Business Applications**

**Pre-sales activities:** Up to \$12K for fixed activities and up to 7.5% of ACV for variable  
**Biz Apps pre-sales advisor (EA & MCA-E):** Up to \$350 NPSA above HWM per claimed workload

**Post-sales activities:** Up to \$50K per activity and market category

- **Enterprise:** Up to 1% based on customer size and product
- **CSP incentive:** Up to 14.75% based on product with incremental 20% for new customers

**Marketplace Transact and Grow Campaign:** Up to \$200K based on driving sales of transactable offers to Microsoft commercial marketplace



# Incentive resources

## Quick access

Discover a collection of incentive resources, payout calculation, strategies, and details aligned to solution areas and policy guide information.

→ [Start exploring](#)

## Enroll in eligible incentives

Navigate through the Partner Center and manage your program participation.

→ [Access today](#)

## Grow your business

Quick access to offering information, training, success story nominations, campaigns, and more.

→ [Microsoft Partner website](#)



Contact partner support or your assigned Partner Development Manager (PDM) for additional information on how you can maximize your earning opportunity.

Introduction

State of the world

Adopting secure practices

Accelerating growth

Connect with customers at scale

Success through solutions

Increase customer reach

Rewards through customer success

Keys to success

# Unlock profitable, sustainable growth

## Expand with continuous selling

- Streamline customers' purchase experiences with a single digital agreement.
- Expand offer portfolios and build unique solutions to address virtually any customer scenario with the latest Microsoft services and offers.
- Showcase products in the Microsoft commercial marketplace to partners, customers, and Microsoft sales teams.
- Build recurring revenue streams through licensing and co-selling arrangements.

## Develop enduring business through value-added services

- Deliver digital transformation strategy, assessments, and implementations by harnessing the largest technology ecosystem in the world.
- Drive business growth with advisory and consultative roles that deliver customer value.
- Build practices and offerings to support consumption and utilization of services.
- Identify and propose new workloads to support continued customer digital transformations.

## Align to key Microsoft solution areas

- Invest and establish practice and offerings aligning to customer demand in Data & AI, Security, and Infrastructure.
- Complete Solution Partner designations and specializations.

## Embrace the unified sales approach

- Internally invest the resources, training, and time to align to the Microsoft Customer Engagement Methodology (MCEM) and collaborate with Microsoft sellers.



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Keys to success

# Driving better customer outcomes, together

## Long-term partner relationships

With established relationships lasting over 30 years with many of our partners, we've established a strong foundation of trust and collaboration.

## Strong worldwide ecosystem

Our extensive network of partners enables a collaborative environment to enhance the best possible outcomes for our customers.

## Comprehensive technology stack

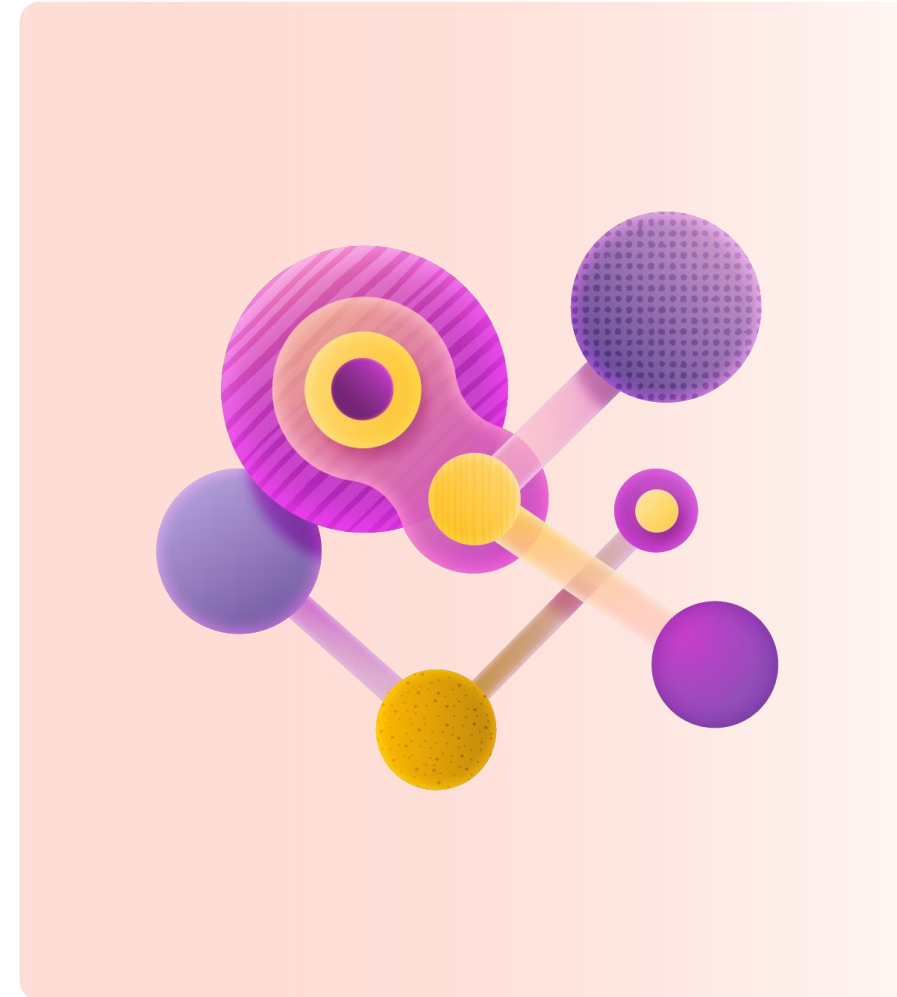
Offering breadth and depth, and a deeply diverse range of technology solutions, from cloud services to AI and enterprise solutions, Microsoft provides partners and customers with a one-stop solution for their technology needs.

## AI and cloud innovation

Microsoft is at the forefront of AI innovation, with a significant portion of Fortune 100 companies using Azure AI.

## Global impact through partnerships

The Microsoft strategy, empowering partners to deliver value to businesses and local economies, empowers all of us to create a global impact.





Thank you