



Azure specializations

Partners who attain an Azure specialization receive a customer-facing label that communicates their deep knowledge in a specific area and verifies their extensive experience and proven success in implementing Microsoft services or solutions. Azure specializations are for partners who already have the qualified, aligned [Solutions Partner](#) designation.

What is it?

An Azure specialization is a validation of a partner's capability to deliver high-fidelity services in a specific solution area. Azure specializations are customer-facing labels displayed on a partner's business profile in the [AppSource Partner Directory](#), enabling partners to showcase their differentiated skills. To earn an Azure specialization, partners must *first* attain an aligned Solutions partner designation to the specialization.

What are the requirements?

The requirements to earn an Azure specialization are designed to identify specialists in specific solution areas with workloads that have high customer demand and relevance. The requirements vary depending on the Azure specialization being sought and may include the following:

1. Attain and maintain the aligned Solutions partner competency
2. Achieve required performance thresholds
3. Have a minimum number of individuals who pass specific certifications or exams
4. Meet additional requirements that may include, but are not limited to:
 - Verifiable customer references
 - Public case studies
 - Microsoft technology performance indicators
 - Architectural review

All requirements will be verified by Microsoft and/or a third-party vendor, either automatically or by manual review, and are subject to change. Please refer to Partner Center for detailed requirements for individual Azure specializations.

How is an Azure specialization different from a Solutions Partner designation?

An [Azure specialization](#) is aligned to the Microsoft cloud and measures specific in-depth technical capabilities in a specific workload, allowing partners to further differentiate their organizations, demonstrate their capabilities, and build stronger connections with customers. Azure specializations require a partner to *first* have an active [Solutions Partner](#) designation aligned to the Azure specialization they are interested in earning to apply.