



2024 Microsoft Partner of the Year Awards

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Program Overview

Microsoft Partner of the Year Awards (POTYA)

Purpose

The Microsoft Partner of the Year Awards acknowledge outstanding successes and innovations by partners across our global and diverse ecosystem - recognizing achievement in categories spanning solutions areas, industries and across cloud to edge technologies. These successes enable digital transformation, showcase entrepreneurial spirit, and deliver impactful solutions to customers.

Microsoft Partner of the Year Awards

Who should apply?

Partners utilizing Microsoft technologies to provide a remarkable solution to address a business customer need and who meet eligibility criteria.

How?

Microsoft Partner of the Year Awards are based on a self-nominating process by partners through a tool.

When?

All nominations must be submitted by **April 3, 2024 6:00 PM Pacific Time.**

Why apply?

Award recognition means greater visibility for your company. Being an award winner or finalist can:

- Help create new or stronger business opportunities
- Generate positive press coverage
- Potentially lead to increased market recognition

2024 POTYA | Anticipated Benefits

Winners

- Recognition in blog announcement and website
- Marketing assets
 - Press release template
 - Custom 2024 POTYA Partner badge (Logo Builder)
 - Co-branded social assets
 - Email templates
- Digital winner certificate

Finalists

- Recognition in blog announcement and website
- Marketing assets
 - Press release template
 - Custom 2024 POTYA Partner badge (Logo Builder)
 - Co-branded social assets
- Digital finalist certificate



Categories and awards

Types of Awards

Category Awards

- Targeted to a specific solution area, technology or focus area.
- One winning partner and up to three finalist partners per award.

Country/Region Awards

- Recognizing partners at the country/region level
- One winning partner per country/region

Category Awards List 2024

Review the complete [Awards Guidelines](#) to see specific requirements for individual awards.

Azure

Inclusive of Infrastructure, Digital App & Innovation and Data & AI Solution Areas

- Analytics
- Building with AI
- Migration to Azure
- Modernizing Applications
- OSS on Azure
- SAP RISE on Microsoft Cloud

Business Applications

- Dynamics 365 Business Central
- Dynamics 365 Finance
- Dynamics 365 Sales & Customer Insights
- Dynamics 365 Service
- Dynamics 365 Supply Chain
- Intelligent Automation
- Low Code Application Development

Modern Work

- Converged Communications
- Employee Experience
- Apps & Solutions for Microsoft Teams
- Modern Workplace for Frontline Workers
- Project & Portfolio Management
- Secure Productivity **(NEW)**
- Surface Reseller

Security

- Compliance
- Identity **(NEW)**
- Modern Endpoint Management
- Security

Industry

- Defense and Intelligence
- Education
- Energy and Resources
- Financial Services
- Gaming **(NEW)**
- Government
- Healthcare and Life Sciences
- Manufacturing
- Media and Telco
- Mobility
- Nonprofit
- Retail & Consumer Goods

Partner Innovation

- Communication & Hybrid Cloud Provider **(NEW)**
- Device
- Distributor **(NEW)**
- Global Advisory
- Global ISV **(NEW)**
- GSI Partner
- GSI Growth Champion
- ISV Innovation **(NEW)**
- Microsoft for Startups
- Scale Solutions (LSP) **(NEW)**
- SMC-SI Empowering Customer Innovation **(NEW)**
- Training Services

Business Transformation

- AI Innovation **(NEW)**
- Commercial Marketplace
- Copilot award **(NEW)**

Social Impact

- Community Response
- Inclusion Changemaker
- Sustainability Changemaker



Resources

POTYA Website

This is the website for the Partner of the Year Awards. Information and resources can be found here.

<https://aka.ms/POTYA>

GPS Hub Site Page

This internal site includes resources and program-wide updates.

<https://aka.ms/GPSNews>

Alias

Reach out to this alias with any questions that arise. Please allow 48 hours for a response.

potyasup@microsoft.com

Rules & Regulations

It is your responsibility to review and understand your employer's policies regarding your eligibility to participate. If you are participating in violation of your employer's policies, you may be disqualified.

https://aka.ms/POTYA_RulesRegulations

Award Guidelines

Use the award guidelines document to preview all the 2024 Microsoft Partner award categories and questions, and fully prepare your entry offline.

https://aka.ms/POTYA_Guidelines

FAQs

A list of commonly asked questions about the Partner of the Year Awards nomination process.

https://aka.ms/POTYA_FAQ

Advice from the Judges

The entry you submit is all the judges will have to work with to learn about your success. We've prepared this guide to help you create your very best entry - one that shows off your solution and the results you've achieved.

https://aka.ms/POTYA_JudgesGuidance

How to Write a Great Entry

Advice from an expert on how to write a winning entry. Know that the key is to tell your story. The best way you can.

https://aka.ms/POTYA_NominationTips



Nomination Tool Overview

Partner Welcome Page



Microsoft

Partner Awards

Nominate

Award Resources

Microsoft AI Cloud Partner Program

Partner of the Year Awards

Welcome to the 2024 Microsoft Partner of the Year Awards and Country/Region Partner of the Year Awards.

We are excited to offer Microsoft partners a variety of awards designed to showcase solutions delivering customer success, that are built on Microsoft cloud and platforms. These awards celebrate

partner achievements, cloud technologies, entrepreneurial spirit, and highlight the tremendous work done by partners in various industries and in driving social impact. The Country/Region Partner of the Year Awards recognize partner successes in over 100 countries/regions around the world.



Create a **nomination**

[Learn more >](#)



Review **award resources**

[Learn more >](#)



Explore **Microsoft Inspire**

[Learn more >](#)

Nomination Resources for Partners

*Available in the tool and on the POTYA website

Microsoft AI Cloud Partner Program

Award resources

[Award resource](#)

Partner of the Year Awards Official Rules 2024

The 2024 Microsoft Partner of the Year
Award Official Rules.

[Download >](#)

Frequently Asked Questions

Answers to many of the common
questions you may have.

[Download >](#)

Guidance from Judges for Partners

Advice from current and former judges
on how to craft your submission.

[Download >](#)

How to Create a Great Entry

Tips from Gail Mercer-Mackay on how
to write a winning entry for the
Microsoft Partner of the Year Awards.

[Download >](#)

Nomination Window – Selection

Select the award you wish to nominate for here.

Clicking on an award will show you the detailed description, criteria, and eligibility requirements for that award.

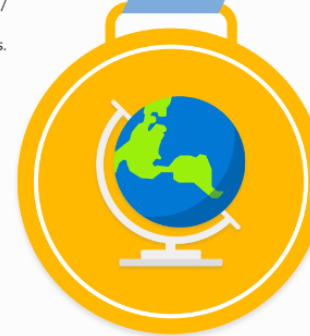
Select an award

- > Azure
- > Business Applications
- > Modern Work
- > Security
- > Industry
- > Partner Innovation
- > Business Transformation
- > Social Impact
- > Country/Region

To begin your nomination, select an award listed under one of the categories or Country/Region Partner Award to the left.

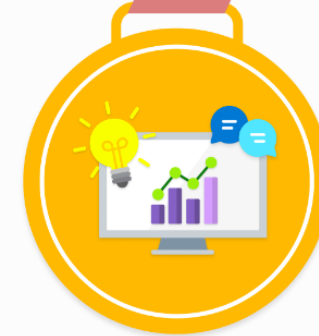
Country / Region awards

Recognizing partners at the country / region level. Select country partner awards to view specific requirements.



Category awards

Targeted to a specific solution area, technology, segment or focus area. Requirements will vary for each award, select an award to view the specific requirements.



• When applying for a Category award, you are given the option to select a Country/Region. Your nomination will automatically be considered for that Country/Region selected (assuming requirements are met) in addition to being considered for the Category award. You do not need to submit an additional nomination. If Global is selected your nomination will not be considered for a Country/Region award.

Access the complete list of guidelines, rules and regulations, FAQs and more in the [Award Resources tab](#).

Nomination Window – Step 1

Create a nomination

Automotive

Your information 1

Provide your contact information as the primary owner of this nomination.

Prefix

First name *

Last name *

Title / Role *

Email

2 Company information

3 Additional contact

4 Joint nominee

5 Nomination submission

Updating these fields will not update your profile in Partner Center.

This field is the account you are currently logged in under. If it is incorrect, please log in under a different account.

Nomination Window – Step 2

Your information 1

Company information 2

These company details are maintained in Partner Center. If you see any errors in your company details, please update your Partner Center account. After updating, use the Refresh from Partner Center button to update your profile here.

Additional contact 3

Joint nominee 4

Use a Partner ID associated with my account
 I do not see the Partner ID I wish to nominate for

Partner ID *
5456029

Address *
3rdကြမ်းပျင်မြို့နယ်Plazzar

City *
Mandalay

State / Province
Mandalay

Website URL *
https:// ebay.com

Regional CEO full name

If selected as a winner or finalist, include CEO on notification email

Country associated with nomination *
Afghanistan

By selecting a country, you will be automatically included in the nomination pool for the country's Partner of the Year Awards to submit a separate nomination to pursue a country award.

I do not want to associate my nomination with a country.

[View Country Partner of the Year eligibility criteria here](#)

Which partner type(s) best describe your company? *
Independent Software Vendor, ISV

Refresh from partner center

Company *
Test_Test_Organization5

Address 2
ကမ္ဘာ့အေးဘုရားလမ်း, ရန်ကင်း, မြန်မာ (မြန်မာနိုင်ငံ)

Zip code * ●
05011

Country *
Myanmar

Company phone number *
5037290092

If your company has more than one Partner ID, you can select it from the list here

If your address does not have a postal code, please enter "NA".

If you select a country, your nomination will automatically be included in the nomination pool for that country's Partner of the Year Awards (assuming you meet the criteria). This is in addition to the category award you have selected.

If you choose "I do not wish to associate my nomination with a country", you will have to submit a separate nomination to pursue a country award

Back Save as draft Continue

Selecting a Country

There are nearly 300 countries to select from in the nomination tool. You can select up to five countries in a single nomination.

Each of the countries listed here awarded a Partner of the Year in 2023.

APAC
Bangladesh
Brunei
Cambodia
Indonesia
Malaysia
Maldives
Myanmar
Nepal
Philippines
Singapore
Sri Lanka
Thailand
Vietnam
Australia
Australia
New Zealand
Canada
Canada

CEE
Armenia
Azerbaijan
Bosnia and Herzegovina
Bulgaria
Croatia
Cyprus
Czech Republic
Estonia
Georgia
Greece
Hungary
Kazakhstan
Latvia
Lithuania
Malta
Mongolia
Poland
Romania
Serbia
Slovakia
Slovenia
Ukraine

France
France

Germany
Germany

Greater China
China
Hong Kong SAR
Taiwan

India
India

Japan
Japan

Korea
Korea

LATAM
Argentina
Bolivia
Brazil
Cayman Islands
Chile
Colombia
Costa Rica
Curaçao
Dominican Republic
Ecuador
El Salvador
Guatemala
Honduras
Jamaica
Mexico
Nicaragua
Panama
Paraguay
Peru
Puerto Rico
Trinidad and Tobago
Uruguay
Venezuela

MEA
Bahrain
Botswana
Côte d'Ivoire
Egypt
Israel
Jordan
Kenya
Kuwait
Morocco
Nigeria
Oman
Pakistan
Qatar
Saudi Arabia
Senegal
South Africa
Tunisia
Turkey
Uganda
United Arab Emirates

United Kingdom
United Kingdom

United States
United States

WE
Austria
Belgium
Denmark
Finland
Iceland
Ireland
Italy
Luxembourg
Netherlands
Norway
Portugal
Spain
Sweden
Switzerland

Nomination Window – Step 3

Create a nomination

Automotive

Your information 1

Company information 2

Additional contact 3

In the event your company is named a winner or finalist, you can provide a secondary contact to be included on the notification. This individual will also be able to accept the award on behalf of the company

Prefix

First name *

Last name *

Contact email *

Joint nominee 4

Nomination submission 5

This Secondary Contact will receive notifications related to this nomination

Nomination Window – Step 4

If you are submitting a joint nomination, make sure to complete this step. Keep in mind that each company must all the eligibility criteria for the award.

Note: Some Awards do not allow joint nominations.

Create a nomination

Automotive

- Your information
- Company information
- Additional contact
- Joint nominee**
- Nomination submission

This section is only applicable for joint submission entries (2 or more companies submitting a nomination together). You may add up to (3) additional companies' information. NOTE: Each company must meet the requirements.

If you are not submitting as a joint nomination, please skip and continue.

[+ Add joint nominee](#) [Back](#) [Save as draft](#) [Skip](#)

Nomination Window – Step 5

Create a nomination

Automotive

- Your information
- Company information
- Additional contact
- Joint nominee
- Nomination submission**

Solution name *

“Solution Name” is the name or title for your nomination

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload up to three (3) supporting documents to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- List all Teams Platform capabilities (such as Live Share, Meetings, Tabs, Fluid Framework, Loop components, Graph API, etc.) that are being leveraged.
- Describe how the use of Microsoft technologies in your solution or service enabled the customer’s increased collaboration from a technical and business perspective – in what ways has your solution helped your customers embark on a journey driving tangible digital transformation outcomes in their Industry.
- Is your solution specific to one customer, or does it have broad market adoption? Please upload and provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).

Nomination Window – Step 5 cont.

After you submit your nomination, you are still able to make changes to your entry until the nomination window closes on **April 3, 2024 at 6:00 PM PT.**

Note: Microsoft may edit this content to align to our writing guidelines and to ensure consistency, spelling, and grammar.


For examples, please view the [nomination overview deck slide](#).



[Preview as PDF](#)

Microsoft and its affiliates would like the opportunity to include your company as part of certain partner success stories or PR efforts relating to your company's participation in the Microsoft Partner of the Year Awards. I am interested in hearing more from Microsoft about potentially including this submission in other Microsoft led activities.

(Does not affect eligibility to win)

 Upload supporting document 

Include pictures, graphs, or any details that would support your application. One document of up to 10 MB is allowed. Document types allowed are PDF, Word, excel, PPT, JPEG or PNG.

Nomination Window - Ineligibility notification

If you see awards that are a lighter text or if you receive this ineligibility notification, it means your company has not met the minimum criteria required for this award. If you believe your company is qualified, please use the '[here for help](#)' link to submit a ticket. The ticket will send important information that will help the team troubleshoot and confirm your eligibility.

Select an award

- > Azure
- ▼ Business Applications
 - Dynamics 365 Business Central
 - Dynamics 365 Finance
 - Dynamics 365 Sales & Marketing
 - Dynamics 365 Services
 - Dynamics 365 Supply Chain
 - Intelligent Automation
 - Low Code Application Development
- > Modern Work
- > Security
- > Industry
- > Partner Innovation
- > Business Transformation
- > Social Impact
- > Country/Region

ⓘ Currently, your team is ineligible to apply to the below award. Please review eligibility requirements below. If your company is qualified but competencies and/or co-sell status are not applying correctly, please contact our support team to verify. Click [here](#) for help

Eligibility Support

Are your companies' competencies not appearing correctly? If you are unable to apply to an award that your company qualifies for, send a ticket to our support team for assistance.

Our support team will contact your Partner Center email contact within 48 hours.

[Send Ticket](#)



Timeline and what's next

Timeline and what to expect next

Deadline to submit a nomination:

Make sure to submit your nomination by **April 3, 2024, 6:00 PM Pacific Time.**

If selected as finalists and winners:

Finalists and winners will be contacted prior to July 2024 at the e-mail address, the phone number, or mailing address (if any) provided at time of entry and must agree at that time to participate in the awards program. We will make three (3) attempts to contact each finalist and winner to confirm their participation. If we are unable to make contact in three (3) attempts, we will notify the next runner-up finalist and give that company the opportunity to verify their participation.

Public announcement:

Winners and finalists will be acknowledged in a press release and celebrated later this year.



Have additional questions?

Email the Partner of the Year Awards support team at potyasup@microsoft.com