



Understanding: Microsoft Surface Partner Competency

For authorized Microsoft Surface commercial resellers

Reach new heights. Realize your business's full potential

As a member of our Surface Reseller Alliance, you play a crucial role in our vision to transform work as we know it. This is our chance to create digitally empowered, Modern Workplaces.

That's why we're excited to personally invite you to participate in the new Windows and Devices MPN Competency program for Microsoft Surface Partners, designed specifically to reward performing Surface device commercial resellers.

We've developed the Surface option of the Windows and Devices MPN Competency to best support you, helping your organization unlock its full potential, across our broad range of premium devices and accessories.

While you may already be part of the Authorized Device Reseller program as an ADR or DMP, this new Competency program gives you and your team a clear path for growing your business with Surface, and arms you with the capabilities and services to really stand out from the competition.

Each competency level is designed to help you grow as a business with Microsoft. Moving up to new tiers gives your organization new opportunities for investment, more referrals from Microsoft, and allows you to better showcase your affinity with Microsoft to your customers. And if you are already an existing MPN Competency holder, you'll be able to easily track your benefits in a centralized location within Partner Center.

Surface Partner Competency Requirements

The Surface Partner Competency Program is built on both your business's Surface sales revenues, and the progress of your individual sellers through the Microsoft Surface Academy (our learning program designed to upskill and equip individual Surface sellers).

Authorized	Silver	Gold
<p>To become Authorized you must:</p> <ul style="list-style-type: none"> • Sign the agreement to become a Surface Reseller 	<p>To achieve Silver status, you must:</p> <ul style="list-style-type: none"> • Meet performance requirements of \$1M in Surface revenue over a 12-month period • Have two sellers that qualify for Surface Master Seller status • Sign our agreement to become a Surface Reseller • Pay our competency fee, honored if the organization already has a competency 	<p>To achieve Gold status, you must:</p> <ul style="list-style-type: none"> • Meet performance requirements of \$2.5M in Surface revenue over a 12-month period • Have four sellers that qualify for Surface Master Seller status • Sign our agreement to become a Surface Reseller • Pay our competency fee, honored if the organization already has a competency

Surface Partner Competency Benefits

Each new tier within the Competency comes with additional support and tools that will help your business grow from a traditional reseller, into a trusted partner for your highest value customers.

Benefits	Authorized	Silver	Gold
Receive a set of core benefits as part of your Microsoft Partner Network membership	 Available with Action Pack purchase		
Access to Surface Reseller Alliance sales and readiness training			
Access to Deal Registration and volume pricing programs			
Eligibility for Surface channel incentives		 Eligible for Surface channel Silver incentives*	 Eligible for Surface channel Gold incentives and performance-based incentives*
Placement for Microsoft referrals			 Priority
Access to MDF and event sponsorship			 At local discretion

*While eligible for incentives, there are additional requirements to receive incentives.

Coming Fall 2018