



Calling for Microsoft Teams

Partners who demonstrate deep knowledge, extensive experience, and proven success in deploying and managing Microsoft 365 Phone System may seek the Calling for Microsoft Teams Advanced Specialization. Based on a recent Forrester TEI Study, calling in Microsoft Teams improves employee and company performance and provides enhanced security, compliance, uptime, and mobility.¹ Today, businesses need a modern voice solution that combines unified communication and teamwork.

Creating a calling practice for Microsoft Teams provides partners with a unique opportunity to drive customer business value and develop new revenue streams for partners.

The Calling for Microsoft Teams Advanced Specialization allows partners with an active Gold Cloud Productivity Competency to further differentiate their organizations, demonstrate their capabilities, and build stronger connections with customers.

Partners who earn an advanced specialization will have a customer-facing label displayed on their business profile, gain access to specific go-to-market programs, and be prioritized in customer searches in the [Microsoft partner directory](#). For those reasons, this opportunity is available only to partners who meet these additional, stringent requirements.

[Learn more about Calling for Microsoft Teams partner opportunity](#)

[Learn more about advanced specializations](#)

What are the requirements?

Eligible partners must meet the highest standards for service delivery and support. All requirements will be verified by Microsoft and/or a third-party vendor, either automatically or by manual review, and are subject to change.

Requirements	Details
Related competency	Maintain an active Gold Cloud Productivity Competency
Performance	Achieve a minimum 2,500 active entitlement growth of Microsoft Teams in a trailing 12-month period (CPOR data)
Knowledge	Have four individuals who have passed both the Microsoft 365 Certified: Teams Administrator Associate certification and the Teams Calling Technical Assessment .
Customer references	Provide three customer references that demonstrate the partner's ability to deploy and manage Microsoft 365 Phone System, Calling Plan, Direct Routing configuration, Network Planning, and Remediation for Voice workloads. Review our guidelines for customer references before submitting .

*Advanced specializations can be activated in Partner Center only. If you have not yet moved your membership account from Partner Membership Center (PMC) to Partner Center, please sign in to PMC and follow the instructions. Once you have moved your account, you can review the requirements and begin working toward earning the advanced specialization.

How do I apply?

Only administrators of an organization's Microsoft partner account can submit an application for the Calling for Microsoft Teams Advanced Specialization on behalf of the organization. If you have the appropriate role and access, you can apply by signing in to your Partner Center account and navigating to your Partner Center dashboard > Competencies > Advanced Specialization. If you are still in PMC, review our [help page](#) and [transition guide](#) to learn more about how to move your membership to Partner Center. Once you have moved, you can apply through your Partner Center dashboard.

¹ Forrester TEI Study: <https://query.prod.cms.rt.microsoft.com/cms/api/am/binary/RE4n7pe>