



Advanced specializations

Partners who attain an advanced 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. Advanced specializations are for partners who already have an active and relevant gold competency.

What is it?

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

What are the requirements?

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

1. Attain and maintain gold status in an aligned gold 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 advanced specializations as they become available.

How is an advanced specialization different from a competency?

A competency measures a partner's broad technical capability in a Microsoft product or technology. An advanced specialization measures more in-depth capabilities in a specific solution area. Advanced specializations require a partner to first have an active gold competency aligned to the advanced specialization they are interested in earning.