Microsoft

Microsoft Partner of the Year Awards

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Microsoft

Program Overview

Microsoft Partner Network Partner of the Year Awards

Program purpose

Highlight and celebrate partners globally and locally that are embracing Microsoft technologies, philosophies, and growing with Microsoft.

Acknowledge outstanding successes and innovations by partners in over 100 countries and in a wide variety of categories, including partner competencies, cloud to edge technologies, entrepreneurial spirit and social impact.

Microsoft Partner Network 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 26, 2021, 11:59 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
- Lead to increased market recognition

Winner & Finalist Benefits

Overview

- Customized logos that help you showcase your company as an honored Microsoft partner

- Custom public relations templates to help promote your award-winning status

- Recognition collateral to signify your success

- Winners are celebrated at Microsoft Inspire

Microsoft

Categories and awards

Types of Awards

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

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

General criteria
- Gold level achieved in a Cloud Competency by January 2021 (Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid-Market Cloud Solutions) <u>and/or</u> an ISV with a co-sell ready offer
- Microsoft Partner Network partner in good standing
- Individual awards each have their own set of criteria and eligibility. Review the complete [Awards Guidelines](#) to determine which awards align to your company's best solutions.

Category Awards List 2021

Review the complete **Awards Guidelines** to see specific requirements for individual awards.

Azure

- AI
- Analytics
- Cloud Native App Development
- Internet of Things
- Migration to Azure
- Mixed Reality
- Modernizing Applications
- OSS on Azure
- Rising Azure Technology
- SAP on Azure

Business Applications

- Dynamics 365 Business Central
- Dynamics 365 Commerce
- Dynamics 365 Customer Insights
- Dynamics 365 Customer Service
- Dynamics 365 Field Service
- Dynamics 365 Marketing
- Dynamics 365 Sales
- Dynamics 365 Supply Chain Management & Finance
- Power Apps & Power Automate
- Power BI

Modern Work & Security

- Apps & Solutions for Microsoft Teams
- Device
- Employee Experience
- Meetings, Calling & Devices for Microsoft Teams
- Modern Endpoint Management
- Modern Workplace for Frontline Workers
- Modern Workplace for SMB
- OEM Device Distributor/Reseller
- Project & Portfolio Management
- Security
- Surface Hub Reseller
- Surface PC Reseller

Industry

- Automotive
- Defense & Intelligence
- Education
- Energy
- Financial Services
- Government
- Healthcare
- Manufacturing
- Media & Communications
- Nonprofit
- Retail & Consumer Goods

Social Impact

- Community Response
- Inclusion Changemaker
- Sustainability Changemaker

Business Excellence

- Advisory Services
- Commercial Marketplace
- Customer Experience
- Global SI
- Global SI Digital Transformation
- Global Independent Software Vendor (ISV)
- Indirect Provider
- Learning
- Microsoft for Startups
- Solution Assessments

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

Nomination Tool

Use this tool to submit a nomination.

https://aka.ms/POTYA_Nominate

Alias

Reach out to this alias with any questions that arise.

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 & Criteria

Use the award guidelines document to preview all the 2021 Microsoft Partner Network award categories and questions, and fully prepare your entry offline.

https://aka.ms/POTYA_Guidelines

Frequently Asked Questions

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

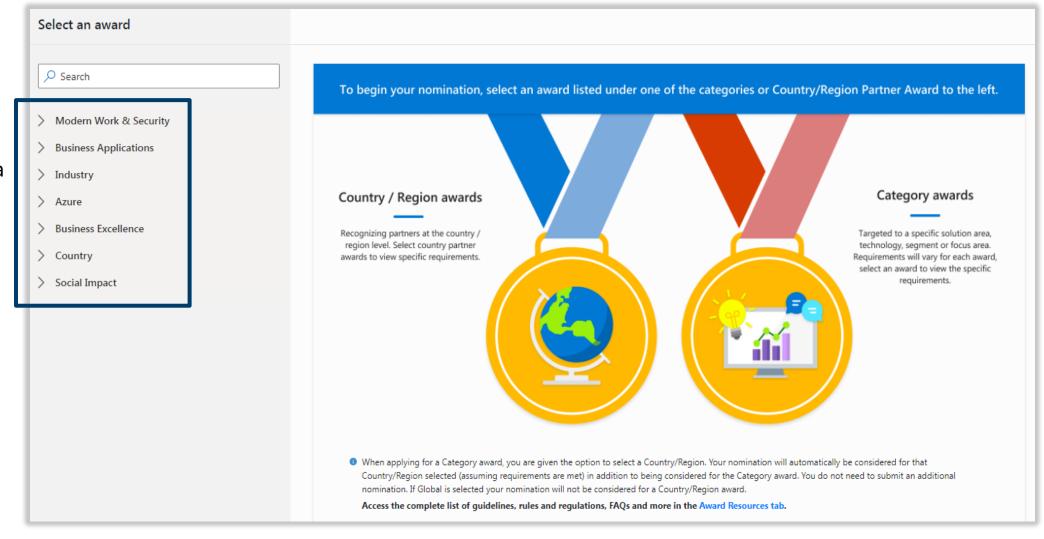Advice from an expert on how to write a winning entry. Know that the key is to tell your story. The best way you can.
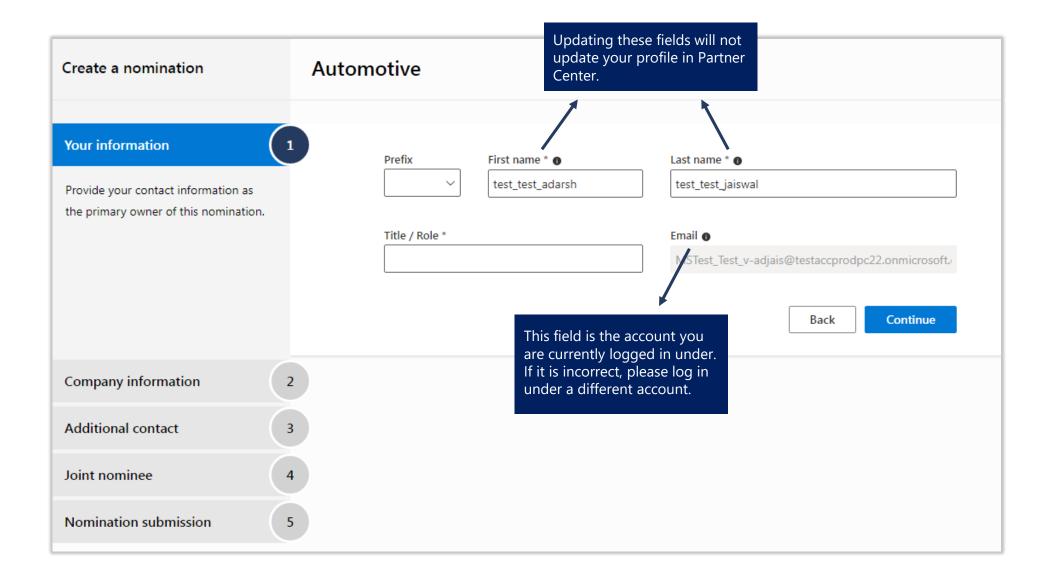
https://aka.ms/POTYA_NominationTips

Nomination Tool Overview
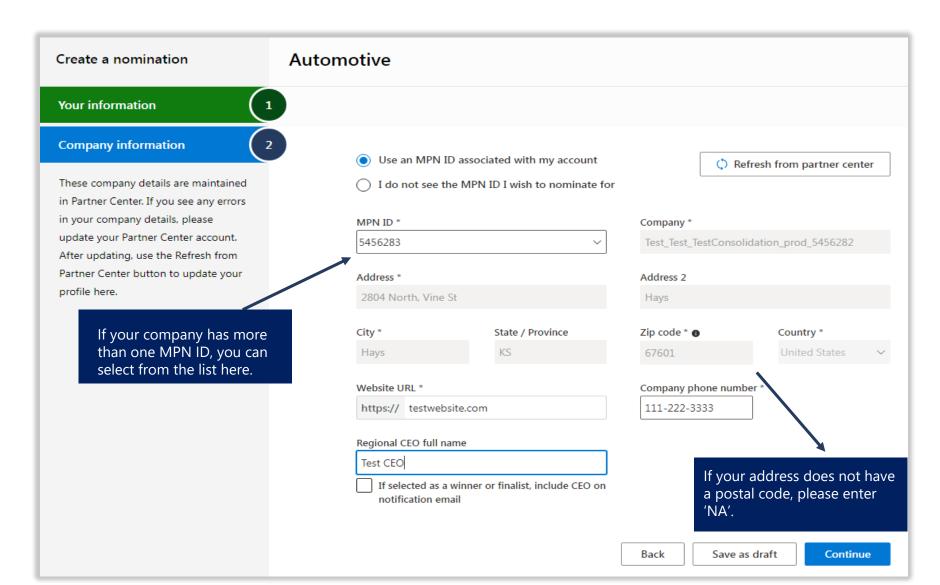
Nomination window
Select an award type

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

🔍 Search

> Modern Work & Security
> Business Applications
> Industry
> Azure
> Business Excellence
> Country
> Social Impact

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.
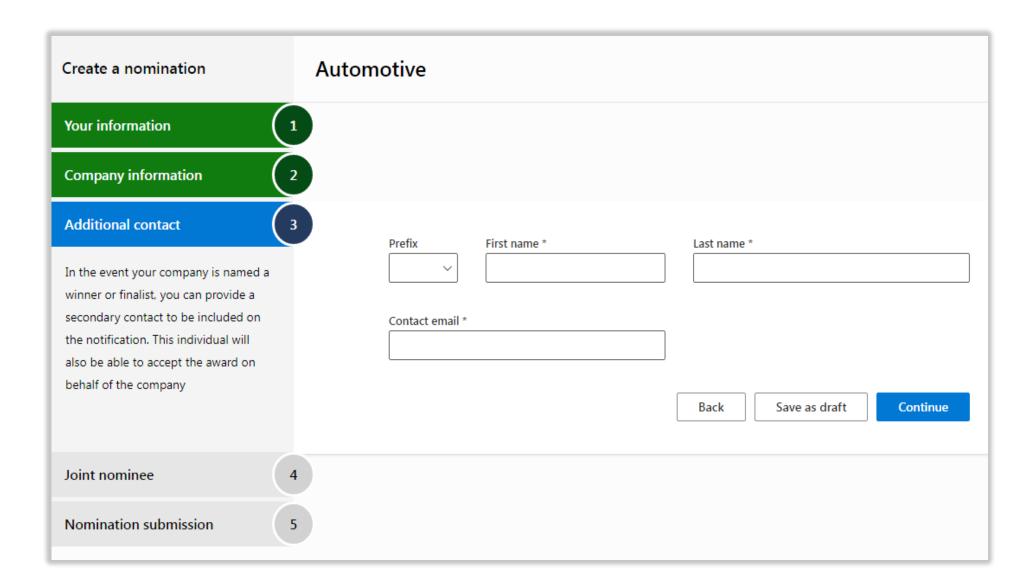
Nomination Window – Step 1
Your Information

Nomination Window – Step 2
Company Information

Nomination Window – Step 3
Additional Contact

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 *

Back   Save as draft   Continue

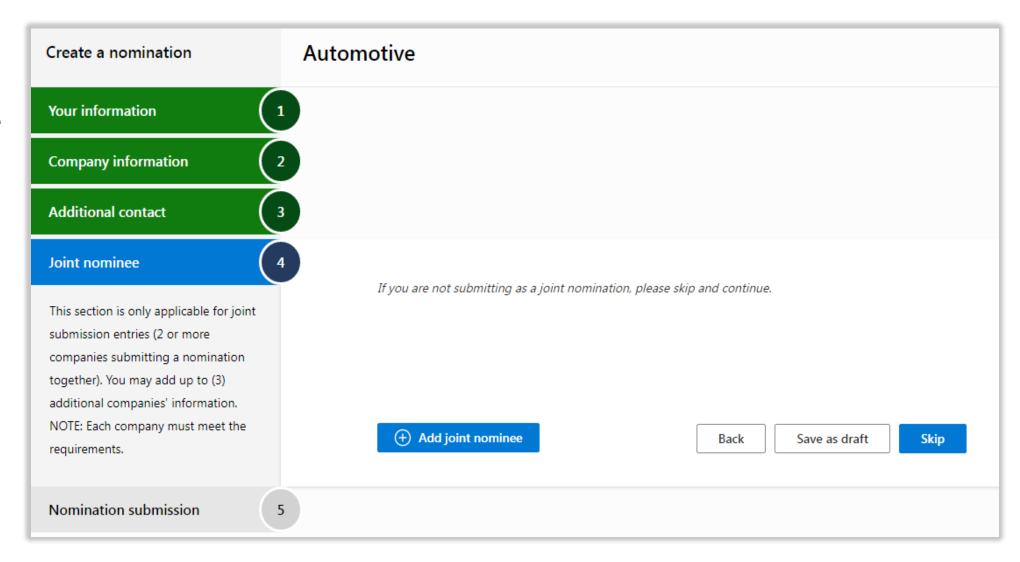|	
Joint nominee	4
Nomination submission	5

Nomination Window – Step 4
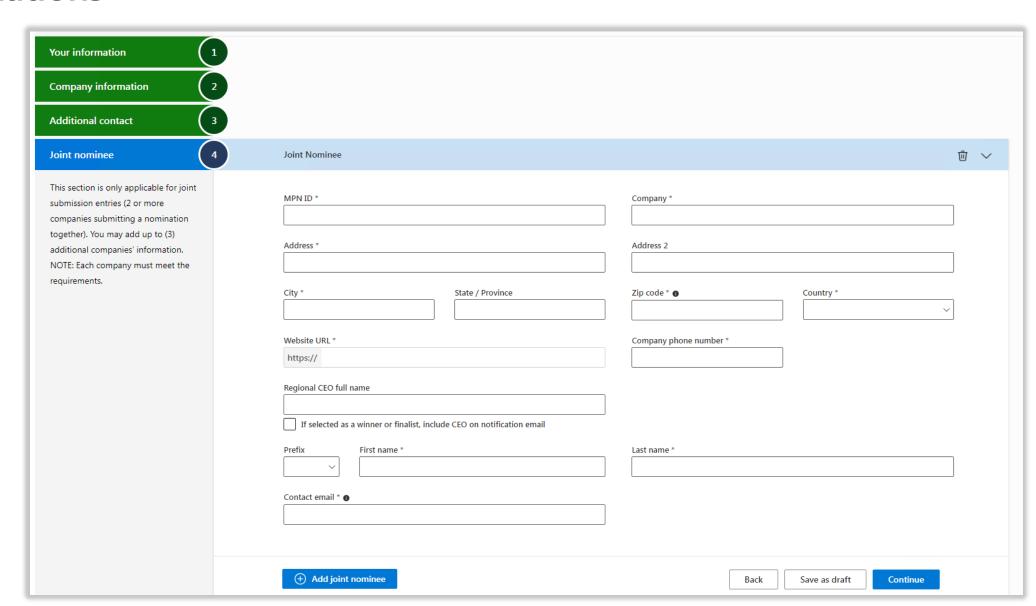## Joint Nominations

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

Note: some awards don't allow joint nominations.

Create a nomination

Automotive

Your information 1

Company information 2

Additional contact 3

Joint nominee 4

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 submission 5

Nomination Window – Step 4 cont.
Joint Nominations

This is the information that will be collected for each joint nominee.
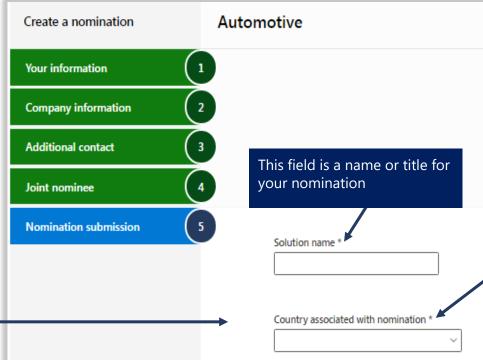
Nomination Window – Step 5

Submit

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

If you select 'Global' or 'N/A', this nomination will not be included in any country nomination pools.

Create a nomination

Automotive

Your information	1
Company information	2
Additional contact	3
Joint nominee	4
Nomination submission	5

This field is a name or title for your nomination

Solution name *

[   ]

Country associated with nomination *

[⌄]

As a reminder, you will be automatically included in the nomination pool for whichever country you select. If you select 'Global' you will not be included in any country nomination, and will need to submit a separate nomination if you are pursuing a country award.

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

• Describe how the use of Microsoft technologies in your solution or service enabled the customer's transformation 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.

Country/Region Eligibility
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) or Gold level achieved in Data Analytics or Data Platform Competency by January 2021 and/or an ISV with a co-sell ready offer. The mapping of the Solutions Areas to the associated Gold Cloud Competency which will align to the relevant Microsoft Cloud technology that the Partner will demonstrate capability on w/ their solution or service. The Cloud Competency mapping to applicable Solution Areas are the following:
- The Business Applications Solution Area maps to the Cloud Business Applications
- The Modern Workplace Solution Area could map to any of the following Cloud Competencies: Small and Market Cloud Solutions, Enterprise Mobility Management or Cloud Productivity.
- Applications and Infrastructure solution map to the Cloud Platform Competency.
- Demonstrated market success/growth within 12 months.
- The solution or service is in market and available either via Microsoft Marketplaces or other means that is verifiable such as the AppSource co-sell solution finder

Selecting a Country

There are nearly 300 countries to select from in the nomination tool. You can select up to three countries in a single nomination. Each of the countries listed here awarded a Partner of the Year in 2020.

APAC
- Bangladesh
- Brunei
- Indonesia
- Korea
- Malaysia
- Myanmar
- Nepal
- New Zealand
- Philippines
- Singapore
- Sri Lanka
- Thailand
- Vietnam

Australia
- Australia

Canada
- Canada

Central & Eastern Europe
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Estonia
- Georgia
- Hungary
- Kyrgyzstan
- Latvia
- Malta
- Poland
- Romania
- Russia
- Serbia
- Slovenia
- Ukraine

France
- France

Germany
- Germany

Greater China
- China
- Hong Kong SAR
- Taiwan

India
- India

Japan
- Japan

Latin America
- Argentina
- Bahamas
- Bolivia
- Brazil
- Cayman Islands
- Chile
- Colombia
- Costa Rica
- Curaçao
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Jamaica
- Mexico
- Nicaragua
- Panama
- Paraguay
- Peru
- Puerto Rico
- Uruguay
- Venezuela

Middle East & Africa
- Bahrain
- Egypt
- Ghana
- Israel
- Jordan
- Kenya
- Lebanon
- Mauritius
- Morocco
- Namibia
- Nigeria
- Oman
- Pakistan
- Qatar
- Saudi Arabia
- South Africa
- Tunisia
- Turkey
- Uganda
- United Arab Emirates

United Kingdom
- United Kingdom

United States
- United States

Western Europe
- Austria
- Belgium
- Denmark
- Finland
- Greece
- Iceland
- Ireland
- Italy
- Luxembourg
- Netherlands
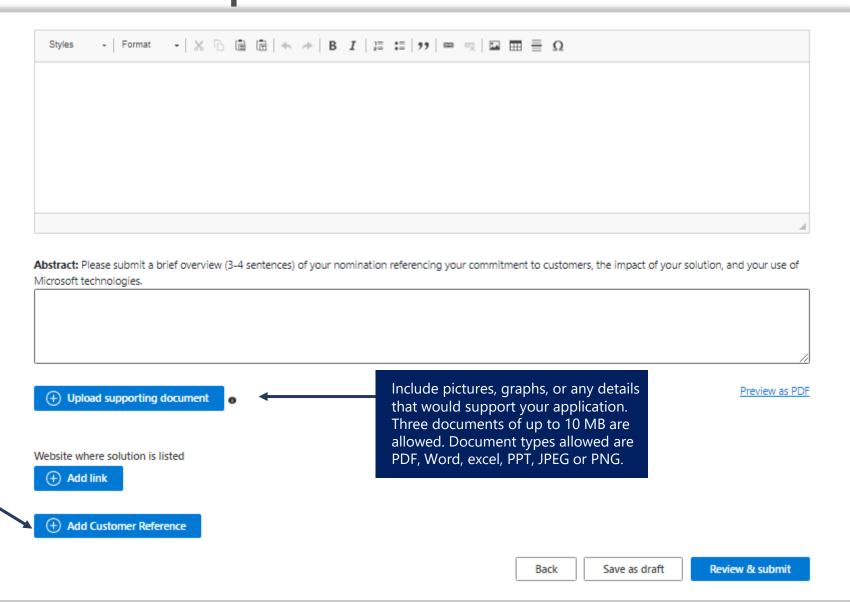- Portugal
- Spain
- Sweden
- Switzerland

Nomination Window – Step 5 cont.

Submit

After you submit your nomination, you are still able to make changes to your entry until the nomination window closes on April 21 at 11:59 PM PT.
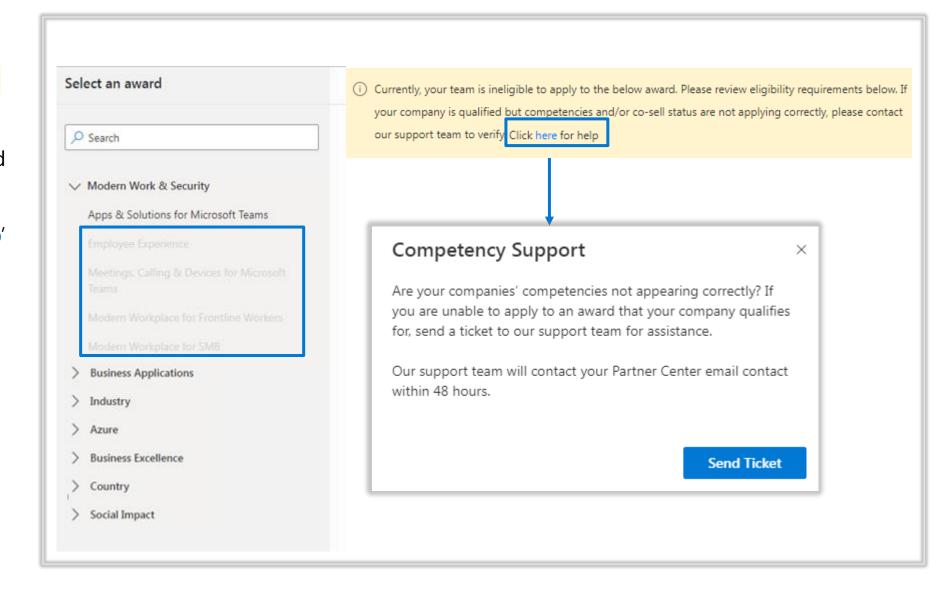
If you have provided customer references, and it is a requirement of the award in the guidelines, award owners/judges may contact these references when making their final decision. Other than that, there will be no contact with your customer.

*more info on slide 26

Styles ▾ | Format ▾ | ✂ ▢ ▣ ▤ | ↰ ↱ | **B** *I* | ☰ ☷ | ❞ | ⊸ ⊸ | ⊞ ⊞ ☰ Ω

Abstract: Please submit a brief overview (3-4 sentences) of your nomination referencing your commitment to customers, the impact of your solution, and your use of Microsoft technologies.

⊕ **Upload supporting document** ⓘ ⟵

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

Preview as PDF

Website where solution is listed

⊕ **Add link**

⊕ **Add Customer Reference**

Back   Save as draft   **Review & submit**

Nomination Window - Ineligibility notification

If you see awards that are a lighter text or if you receive this <mark>ineligibility notification,</mark> it means your company has not met the minimum competency 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

🔍 Search

∨ Modern Work & Security

Apps & Solutions for Microsoft Teams

Employee Experience

Meetings, Calling & Devices for Microsoft Teams

Modern Workplace for Frontline Workers

Modern Workplace for SMB

❯ Business Applications

❯ Industry

❯ Azure

❯ Business Excellence

❯ Country

❯ Social Impact

ⓘ 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

Competency 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 26, 2021, 11:59 PM Pacific Time.**

If selected as finalists and winners:

Finalists and winners will be contacted in June 2021 to 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 in July and celebrated at Microsoft Inspire.

Frequently Asked Questions

What constitutes an eligible entry?

Criteria:

- Entries must use the 2021 Microsoft Partner Network Partner of the Year Award submission application tool.
- Entries must be in the English language. Please note that the solution may be developed in any language but the entry itself must be submitted in the English language.
- Solution must have at least one commercial customer and the solution must have demonstrated market success/growth within the last 12 months.
- Solution must be developed primarily using Microsoft software and/or hardware.

Can we enter more than one nomination for the same award based on having different products or case studies we want to highlight?
Yes, you can enter multiple award nominations for the same award or enter the same case study or story for more than one award.

Making edits to a submission

Can I edit my entry?
Yes, nomination entries can be edited, even after you have submitted, until the nomination window closes on April 26, 2021 at 11:59 PM PT.

Can I enter some data and then come back and complete the submission later?
Yes, be sure to save your work along the way. You may exit the application and when you enter back in, you can go back to your dashboard and click on the award you wish to update.

Can I delete or change my entry after it is submitted?
Yes, if the nomination window is still open. Simply log in to the tool and click on the nomination entry you wish to modify.

Will I be able to access my nomination after the window closes?
Yes, you will be able to access and view your nomination after the window closes, however, you cannot make any edits once the window has closed.

Confidentiality

Is any customer information I provide confidential?

If your customer has any proprietary rights in and to the solution you submit, as a condition of being named a winner in this contest, your customer must be willing and able to grant to you and Microsoft the right and permission to feature and otherwise describe the solution in a case study and to use the case study for promotional, editorial, demonstration or any other related purposes.

Tell me more about the confidentiality....

Any customer name or customer information you provide in your award submission will not be published immediately. You may be asked to provide a signed customer release from the end customer if you are an award winner and Microsoft would like to possibly produce a case study.

In the award submission process, we recommend that if you have any privacy concerns, you add a note at the bottom of your submission in the nomination form that states confidentiality concerns for this particular award submission. This will flag the Microsoft product teams that are evaluating this nomination and will note the requirement of a release to publicize any customer information.

Winners & Finalists

How can I find out who won?

Entrants can find out who won by visiting https://aka.ms/POTYA where the names of the contest winners will remain posted for 12 months after the official public announcement in July 2021.

What do winners and finalists receive?

The 2021 Microsoft Partner Network Partner of the Year Award winners and finalists will be celebrated at Microsoft Inspire. Partners who are recognized as finalists and winners will be acknowledged in press releases and will receive a marketing kit with which to promote their accomplishments. This worldwide recognition of excellence identifies winners as a select few who truly stand out in a distinguished, competitive field.

Are there award winners for each country?

The Country/Region Partner of the Year Award will be awarded based on submissions for that country/region in the award tool with one (1) winner per country/region (if that country/region chooses to participate).

The Category awards are global and recognize one (1) worldwide winner and up to three (3) worldwide finalists for each award.

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Have additional questions?

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