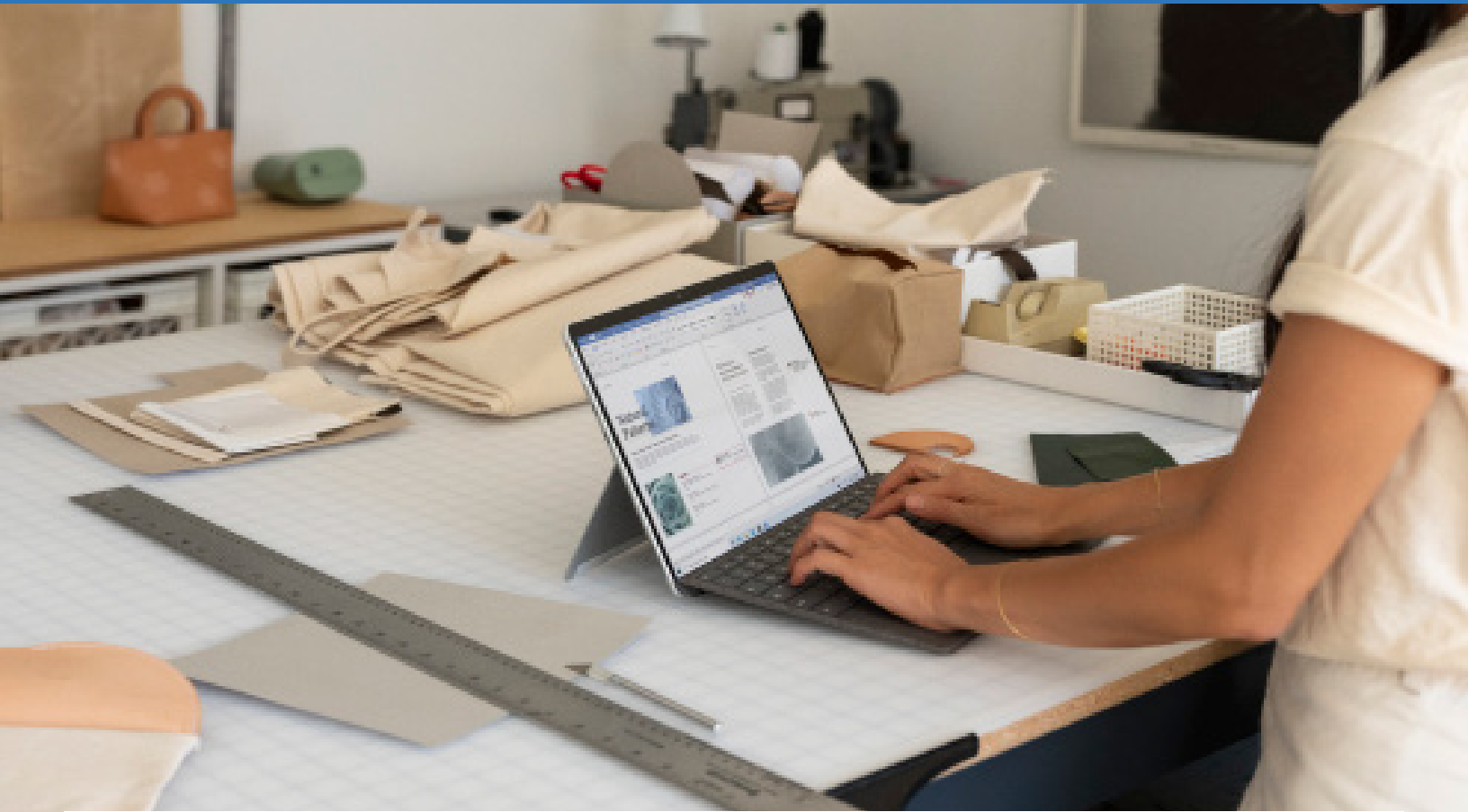




# Adoption and Change Management Advanced Specialization

Program Overview and Requirements



## Program Overview

Partners who demonstrate deep knowledge, extensive experience, and proven success driving Microsoft 365 usage and organizational change by providing adoption and change management services may seek the Adoption and Change Management advanced specialization.

Customers are six times more likely to meet or exceed business objectives with effective change management.<sup>1</sup> To help customers realize desired outcomes, it's critical that end users adopt new services and embrace behavioral changes. Adoption and change management services present partners with a unique opportunity to create new revenue streams and deliver lifetime value to customers through Microsoft 365 adoption. The Adoption and Change Management 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 meet the comprehensive requirements to earn an advanced specialization receive a customer-facing label that they can display on their business profile in the [Microsoft solution provider finder](#), are prioritized in customer searches to drive new business, and can generate a certified letter from Microsoft that verifies the advanced specialization that they have earned.

[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	Have an active Gold Cloud Productivity Competency
Performance	Achieve a minimum of 10,000 monthly active usage (MAU) growth within SharePoint, Teams and/or Yammer in a trailing twelve-month period.
Knowledge	Have at least two individuals who passed the <a href="#">Microsoft Services Adoption Specialist Partner University Assessment</a>
Customer references	Provide three customer references that demonstrate the ability to drive customer organizational change through adoption and change management services using Microsoft 365 technologies. Review our <a href="#">guidelines for customer references</a> before submitting.
Annual renewal	Your advanced specialization and associated benefits will remain in place for one year but require that you keep your gold competency status in place. If you do not maintain your gold competency, you will lose your advanced specialization status. On your renewal date, you will need to meet the current program requirements which may evolve over time.

## Updates to Cloud Productivity competency and applicable advanced specializations

Monthly active usage (MAU) has replaced active entitlements (AE) as the way we measure performance requirements. While AE is measured at the SKU level, MAU measures at the customer tenant level. With MAU, we can more accurately measure your progress towards attaining a Cloud Productivity competency and applicable advanced specializations. Review the [FAQ](#) for more information on this change.

## How do I apply?

Only administrators of an organization's Microsoft partner account can submit an application for the Adoption and Change Management advanced specialization on behalf of the organization. If you have the appropriate role and access, you can apply by logging in to your Partner Center account and navigating to your Partner Center dashboard > Competencies > advanced specialization.