Business Intelligence Partner Program

Microsoft

Business Intelligence Partner Program

The Business Intelligence Partner program enables you to build your expertise and showcase your solutions to customers. There are two tiers in the Partner Program.

1 Get Listed

Benefits

- Get listed as a partner on PowerBI.com

- Access training and resources on the partner portal

- Receive regular communications on product updates and partner offers

Requirements

- Enroll with the Microsoft Partner Network

- Sign up for a PowerBI.com profile

- Complete the Microsoft Power BI for Data Analytics Learning Path assessment *

- Become a Digital Partner of Record (DPOR) for at least one customer **OR** become a Cloud Solution Provider (CSP) for at least one customer *

* Partners who attained Silver or Gold levels for Data Analytics Competency do not need to provide those proofs

2 Become a Solution Partner

Benefits

- Get Showcased on PowerBI.com and AppSource.com or get showcased as a Solution Template partner

- Participate in our Offers Program and receive leads

- Access the exclusive community calls and NDA roadmap

- Opportunity to share experience with the Power BI user community

- Sponsorship to join the P-Seller program

Requirements

- Complete the requirements to get listed on PowerBI.com

- Attain Silver or Gold Partner Competency

- Submit a Solution Showcase **OR** become a Solution Template partner

How to get listed

As a listed partner, you can be discovered and contacted by customers in your region.

1 **Sign up**

Partners are listed on the Find a Partner section of PowerBI.com based on location.

Please sign up to get started.

If you are not enrolled with the Microsoft Partner Network yet, register here to receive your MPN ID.

2 **Get trained**

The training is designed to enable you to quickly design, build and deploy Power BI solutions. At least one person from your company must complete the training assessment.

3 **Land a customer deal**

To prove you have successfully delivered a Power BI solution to customers, we ask you to become a Digital Partner of Record (DPOR) or Cloud Solution Provider (CSP) for at least one customer prior to requesting to get listed. Alternatively you can submit a case study nomination through the C+E Partner Customer Reference Tool

Learn about how a customer can add you as a DPOR here. Learn more about CSP here or see page 8.

How to become a Solution Partner

Solution Partners get the chance to showcase their expertise to customers.

① Submit a Solution Showcase

- Attain Silver or Gold Partner Competency

- Design a Power BI report that demonstrates the type of solution you could offer a customer to showcase on our website. (Here's an example of what a partner showcase looks like.)

- Create a brief video (2-4 minutes) that explains your solution to customers

- Submit your information for showcase consideration on the Microsoft Cloud Partner Portal. You get access to this portal once you're a listed partner

and/ or

Become a solution template partner

- Attain Silver or Gold Partner Competency

- Find a solution template that fits your expertise or interest

- Learn about how to implement and customize the solution template by watching the online training videos

- Deliver 1+ implementation of the solution template

- Send a short description supported by screenshots to PBISolnTemplates@microsoft.com

- Have a call with our team to discuss your implementation

② Participate in our Offers Program (optional)

We connect you to customers through our Offers Program

- Pick Offers you're willing to provide & types of customers you wish to target – by geo, industry and org size

- Offers can be free or paid, 1x1 or 1xMany

- Offers will be promoted in-product, through Microsoft field and on AppSource,.

Learn how to get funding for these offers through our funding programs on page 6.

Incentives

There are different incentives to help you get value out of selling Power BI. Learn more at MPN Partner Incentives.

Online Services Usage

The Online Services Usage Incentive is designed to reward partners for managing and developing Power BI by influencing and managing the end customer relationships. The incentive is carried out through DPOR.

Benefits

The incentive pays for management of customer subscriptions when the partner is attached as Digital Partner of Record (DPOR).

The incentive rate is 10% for October 2016 to September 2018. Earnings are based on SKU rate card, number of active users, and usage lever rate.

Requirements
MPN Gold or Silver partner in Data Analytics. Power BI sold through EA, MPSA or CASA/EES.

CSP Direct Partner

The Cloud Solution Provider program enables you to reap the benefits of owning the end-to-end customer relationship, including sales, billing and technical support.

Benefits

- Power BI embedded: 15% discount + 8% rebate of price published on Azure.com
- Power BI Pro & Premium: 20% + 8% rebate of price published on PowerBI.com

Requirements
MPN membership, Microsoft Cloud Reseller Agreement, on Managed Partner List

Funding Programs

Next to the incentive for driving usage and consumption, there are several funding programs to accommodate you in covering presales and post sales expenses.

Funds for demand generation and assessment activities

Use the collection of Fast Start workshops to help introduce customers to Azure workloads, providing guidance and education to drive Azure adoption.

Benefits

- Microsoft funding and support to hold Dashboard-in-a-Day (DIAD) and Bring-Your-Own-Data (BYOD) events for customers

- Use the Azure Fast Start workshop to deliver a BYOD to your customer

Requirements
Project drives Power BI & Azure consumption.
Contact your Microsoft representative for more information

Funds for Proof Of Concept activities

Drive Azure or on premise consumption/billed revenue with funding for pre & post sales scenarios

Benefits

Microsoft funding for pre sales and post sales activities. Eligibility for the different programs and the amount of funding depends on opportunity size, estimated effort and technology used. A Microsoft Field representative can apply for these funds for you.

Requirements
Project drives Power BI, and Azure consumption or SQL Server revenue
Contact your Microsoft representative for more information

Microsoft

Microsoft Partner Technical Services

Technical presales & deployment services throughout every stage of your customer relationships. Learn more at Technical presales and deployment services

Technical training

Choose from a wide variety of topics including those to help you as you are getting started, to technical deep dives to build your confidence & skills

Benefits

Technical training can help you learn how to build a repeatable, scalable deployment practice, and manage the most common customer presales and deployment scenarios

Requirements
Available to all partners enrolled to the Microsoft Partner Network

Technical presales assistance

Connect with Microsoft experts for personalized remote technical assistance during the presales phase to help you position Microsoft solutions.

Benefits

UNLIMITED Access at no charge to discuss your sales scenario 1:1 from a technical perspective.

Requirements
MPN Gold or Silver partner in Data Analytics

Deployment Services

Connect with Microsoft experts to help you apply best practices as you build and deploy Microsoft data platform and analytic solutions

Benefits

- 50 partner advisory hours for Gold partners
- 20 partner advisory hours for Silver partners
- 5 partner advisory hours for Action Pack partners

Requirements
subscription to Microsoft Action Pack, MPN Gold or Silver partner in Data Analytics
Partner Advisory Hours

Related Programs

Microsoft

As a Business Intelligence Partner you can consider becoming a P-Seller Partner or a Cloud Solution Provider for additional benefits.

P-Seller Program

P-Sellers are Microsoft's "go to" partner resources across the customer lifecycle. As a solution partner we will sponsor your admission to the P-Seller program.

Benefits

- funding & privileged enablement including access to MS Full Time Employee readiness & events, Cloud Jumpstart, Exam Vouchers and Azure Passes

- Priority access to leads & opportunities, plus pilot and proof of concept materials

- Microsoft Partner Seller logo, brand

- Partner networking opportunities

Requirements
Gold competency in Data Analytics, or on the trajectory to achieve Gold within the next 12 months, and Business Intelligence Solution Partner (see page 3 of this document).

Cloud Solution Provider (CSP)

Rewarding partners for driving revenue through the CSP model.

Benefits

Transform your business in a way that drives deeper customer engagement, greater profitability. With CSP, you can combine high-margin service offerings with Microsoft cloud products, and have the ability to provide customer support and billing.

Become your customers' single solution provider and trusted advisor by servicing all their cloud services combined with your managed services practices for Business Intelligence and Analytics through the CSP program.

Requirements
Capable of providing billing, invoicing and support for the products and services provided in the supported geographies. Enrolled as a Cloud Solution Provider.

Other Resources

These resources are available to all partners. Even though they are not part of the benefits provided by the program, we wanted to highlight them so you are aware of them and can leverage them to accelerate your opportunities.

Internal Use Rights (IUR)

Free Microsoft technology to gain hands-on experience with the same tools in high demand from customers

Benefits

Explore the different workloads of Microsoft cloud services

Depending on the competency, benefits include free software, licenses and cloud credits.

Requirements
Microsoft Action Pack, Silver or Gold partners. Visit https://aka.ms/iur for more information

Cloud Platform Immersion Program

Immersion is a FREE Microsoft sales tool that enables Microsoft partners to showcase the benefits of Microsoft Cloud Platform through extensive live, hands-on lab experiences, at no cost to the partner or the customers.

Benefits

- *Free to use*: Partners can use all the resources available through Immersion at no charge. MPN or certain partner status not required.

- *No set-up*: Sellers present using our Immersion preconfigured environment, therefore, no hardware or licenses to buy, setup, or support.

- *Access from anywhere*: All you need is an internet connection.

- *Customer ready content*: Immersion provides demand generation, templates, PowerPoint presentations, videos, and a live preconfigured environment alleviating sellers from worrying about content creation

Requirements
Attend the Intro to Immersion training for access details