



2021 Microsoft Partner of the Year Awards

Award Guidelines



A preview of this year's award
guidelines for partners

Self-nominate using award application
submission tool

Tool opens on February 18, 2021 and closes on April 21, 2021

<https://aka.ms/POTYA>

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Introduction

We are excited to offer Microsoft partners a variety of awards designed to showcase solutions built on Microsoft technologies that provide benefits to all customers. These awards celebrate successes and innovations related to partner competencies, cloud technology, entrepreneurial spirit, as well as highlighting the great work done by partners in various industries and philanthropy arenas. The Country/Region Partner of the Year Awards recognize partner successes in over 100 countries/regions around the world.

How awards benefit your business

Award recognition means greater visibility for your team. Being an award winner or finalist can:

- Help create new or stronger business opportunities
- Generate positive press coverage
- Lead to increased market recognition

Nominating for the 2021 Microsoft Partner Network Partner of the Year Awards equals many more customers knowing about you and aligns your organization as an even stronger Microsoft partner.

2021 Microsoft Partner Network Partner of the Year Award benefits include:

- Customized logos that allow you to showcase your company as an esteemed Microsoft partner
- Custom public relations templates to help promote your award status (for both winners and finalists)
- Recognition collateral to help celebrate your success
- Congratulatory message from key Microsoft executive

Start preparing your award nominations today

Use this award guidelines document to preview all of the 2021 Microsoft Partner Network award categories and questions to fully prepare your entry offline. The 2021 Microsoft Partner Network Partner of the Year Award Submission Tool [opens on February 18, 2021 and closes at 11:59 P.M. Pacific Time on April 21, 2021](#). You can access the Awards Submission tool [here](#). The deadline is firm, so please allow yourself plenty of time in case you encounter any uploading issues.

Instructions for preparing award nominations

Prepare your 2021 Microsoft Partner Network Partner of the Year Award nominations by following these four steps.

Step 1: Review the official award rules, frequently asked questions (FAQ), and guidance from judges on the [Partner of the Year Awards Website](#) 'Resources, Get tips, Get answers' section before selecting awards and preparing your nominations.

Step 2: Ensure that your organization is eligible for that award. If it asks for a specific [Microsoft competency](#) achievement, make sure you are fully eligible to nominate. You may apply for any award that aligns to your business, as long as you meet the individual category guideline requirements.

Step 3: Review this full award guidelines document and locate the awards that correspond to your company's best solutions. To jump directly to a specific award within this document, go to the table of contents and CTRL+click on the award you wish to view

- Be sure to read all of the eligibility requirements and questions for your chosen awards. Most are one page, but not all
- When the award submission tool opens February 18, 2021 you can self-nominate your organization for an award by answering the questions provided. All responses are limited to 8,000 characters total (spaces included) and will be

submitted in an executive summary style format. We recommend that you have your submission final, edited, and ready to submit offline before you begin the upload process using the Awards Submission Tool

Step 4: Submit your nominations via the awards submission tool that you can access on the [Partner of the Year Awards Website](#) when it **opens February 18, 2021** tutorial (PDF) is located within the application tool.

- All final nominations must be submitted by April 21, 2021 at 11:59 P.M. Pacific Time. No extensions beyond will be granted.
- You may submit multiple award nominations via the awards submission application tool, but each must be submitted individually.
- Nominations must be written in English.
- Improperly submitted nominations or incomplete nominations will not be judged.
- Upon submission of your nomination, it may also be entered for consideration in regional award programs.

Questions? Please send an email to the [Microsoft Partner of the Year Awards team](#) and allow 48 hours for a response.

Azure Awards

AI

AI, data, and cloud are ushering the next wave of transformative innovations across industries. With Azure AI, our goal is to empower organizations to apply AI across the spectrum of their business to engage customers, empower employees, optimize operations, and transform products. Partners with their in-depth industry knowledge, geographic reach, and implementation expertise are critical in making AI real for businesses.

The AI Partner of the Year Award recognizes a partner that has designed, developed, and deployed high value, repeatable customer-centric AI Solution using Azure AI to deliver customer solutions across three key areas:

- First, using machine learning to build predictive models that optimize business processes
- Second, building AI-powered apps and agents to deliver natural user experience by integrating vision, speech, and language capabilities into web and mobile apps
- Third, applying knowledge mining to uncover latent insights from documents

The winning nomination will best demonstrate how a partner is accelerating AI Journey with Microsoft, transforming industries, evolving business, technical & ethical maturity while solving high value customer problems or creating incremental business value illustrated through customer success stories. At a high level, has following attributes:

- Capturing high addressable market by developing differentiating value proposition leveraging Microsoft's cloud + AI platform.
- Following Responsible AI principles when integrating AI solutions into offerings or using core machine learning technology to build AI solutions.
- Implementing AI Applications & Solutions in production leveraging an Azure AI solution using Azure AI Platform or Services across AI Apps & Agents, Machine Learning & Knowledge Mining scenarios.
- Help customers solve and address a line-of-business scenario or business problem.
- Build a repeatable horizontal or vertical IP/offering and demonstrated market leadership with customer evidence.
- Drive digital + AI or business transformation, economic or financial impact for your customers.
- Improve or drive innovation in AI scenarios such as the ability to monitor assets to improve efficiencies, drive operational performance to enable innovation, and use advanced data analytics to transform a business with new business models and revenue streams.
- Include named customer examples, providing key performance indicators of business impact as result of the solution implementation.
- Extra consideration for nominations that leverage the [Microsoft Cloud Adoption Framework for Azure](#). The Cloud Adoption Framework provides best comprehensive best practices and guidance in each stage of the customers cloud adoption journey, to help the customer be successful on Azure. Show how the Cloud Adoption Framework is integrated in your nomination through customer projects and/or commercial offers you have developed based on the framework.

Eligibility

- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Have a co-sell ready offer IP/ISV application leveraging any one of the Azure AI Services.

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)

- Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your Customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Include information such as:
 - Customer(s) name and/or other pertinent customer description.
 - Industry or domain value proposition of the solution or offering.
 - Repeatable IP or reference architecture leveraging Azure AI Services.
 - What was the customer business problem?
 - What usage industry or horizontal scenario did your solution address? (e.g. predictive maintenance, remote monitoring, connected factory, connected field services, asset management; operational intelligence; advanced, predictive or prescriptive analytics).
 - What specific devices and sensors were used in your AI solution? How many devices and/or sensors were deployed?
 - What type of data was collected/analyzed?
 - What Responsible AI principles have you adopted?
- What Microsoft Azure services and technologies did you include in the solution? Include all Microsoft products (with version) and technologies used.
- Please describe the benefits & business impact of your solution. Include information such as:
 - How your solution impacted your customers' businesses (such as making them more competitive) and including return on investment (ROI) figures (cost reduction, increased productivity, etc.)?
 - What business value was created e.g., revenue growth, cost reduction, operational intelligence was gained?
 - What is time to value for customers with an example?
- Is this solution specific to one particular customer or is it repeatable – providing a broader market impact?
 - Which key industry verticals your AI solution was implemented in and how do you foresee any new industry expansion for your business?
 - Can the solution be applied to any other potential industries, and how?
 - Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).



Analytics

The Analytics Partner of the Year Award recognizes the partner that has delivered Azure-based data and analytics solution(s) for their customer(s). Partner to have a co-sell ready offer leveraging one or more of Microsoft's Azure Analytics services (Azure Synapse Analytics/SQL DW, Azure Data Lake, Power BI, HDInsight, Azure Databricks, Azure Data Factory, Azure Data Share, Azure Stream Analytics, Azure Data Explorer, Azure Data Catalog) to design, develop, and deploy a production analytics solution that provided business value. The winning nomination will exemplify the acceleration that can occur when a partner helps their customer solve a business problem using Azure. The solution architecture can incorporate batch and/or streaming data processing patterns, and should include the capture, curation, and consumption of data.

Eligibility

- Be Gold in Microsoft's Data Platform competency or Data Analytics competency by January 2021 and/or an ISV with a [co-sell ready offer](#).
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Partner to have a co-sell ready offer leveraging one or more of Microsoft's Cloud Scale Analytics services (Azure Synapse Analytics/SQL DW, Azure Data Lake, Power BI, HDInsight, Azure Databricks, Azure Data Factory, Azure Data Share, Azure Stream Analytics, Azure Data Explorer, Azure Data Catalog).
- Extra consideration for nominations that leverage the Microsoft Cloud Adoption Framework for Azure. The Cloud Adoption Framework provides best comprehensive best practices and guidance in each stage of the customers cloud adoption journey, to help the customer be successful on Azure. Show how the Cloud Adoption Framework is integrated in your nomination through customer projects and/or commercial offers you have developed based on the framework.

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).

- The solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your Customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Include information such as:
 - Customer(s) name and/or other pertinent customer description.
 - What was the customer business problem?
 - What were the key benefits and business impact (e.g., \$ savings/revenue growth) of your solution/service to customers?
 - Why did the customer choose Microsoft's Big Data Analytics platform or services for their solution (business and technical perspective)?
 - What type of data was collected/analyzed?
- The architecture. Describe the products (include version) and technologies used. The solution architecture can incorporate batch and/or streaming data processing patterns, and should include the capture, curation, and consumption of data.
 - The value to you as a partner. How has basing your solution on Microsoft's technologies helped position your organization for growth or transformation to adapt to the cloud?
 - How has it helped your win against the competition in a customer situation from a technical and business perspective?
- The scale. Is this solution specific to one customer or does it have broader market potential?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).



Cloud Native App Development

The Cloud Native App Development Partner of the Year Award recognizes a partner who has a track record of building new cloud-native apps. The winning partner has demonstrated a deep understanding of their customers' business challenges and has helped motivate adoption of new cloud technologies and practices. Winning solutions must be based on Microsoft Azure and should also leverage a mix of technologies, such as Azure Kubernetes Service, Azure RedHat OpenShift and GitHub. The partner must supply a customer example that showcases visionary thinking where an

investment in a cloud native app helped to transform a critical aspect of their customer's business. Winning solution must highlight innovative opportunities where customers digitally transformed while creating significant consumer or employee business value with the support of the Microsoft Azure platform.

Cloud Native App Development solutions should focus on:

- Leveraging scalability of the cloud to address unpredictable load.
- Based on microservices architectures, use managed services, and take advantage of continuous delivery to achieve reliability and faster time to market.
- Improving application resiliency for business continuity.
- Describe how you are increasing developer productivity using DevOps and any preferred technologies like GitHub, GitHub Actions, or third-party DevOps solutions, used to deploy and automate development processes on Azure.
- Extra consideration for nominations that leverage the [Microsoft Cloud Adoption Framework for Azure](#). The Cloud Adoption Framework provides best comprehensive best practices and guidance in each stage of the customer's cloud adoption journey, to help the customer be successful on Azure. Show how the Cloud Adoption Framework is integrated in your nomination through customer projects and/or commercial offers you have developed based on the framework.

Eligibility

- Gold level for Cloud Platform Competency achieved by January 2021 or co-sell ready offer that encompasses App Innovation representing the submitted case. Note: Co-sell ready offer will be weighted higher in judging than Cloud Competency requirement.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).

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).

- Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your Customer's business challenge or problem and provide examples of the before and after solution implementation scenarios.
- Describe the benefits & business impact of your solution and the products (include version) and technologies used.
- How has basing your solution on Microsoft's technologies helped position your organization for growth or transformation to adapt to the cloud? How has it helped your win against the competition in a customer situation from a technical and business perspective?
- Is this solution specific to one particular customer or does it have broader market potential?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.) in your repeatable approach.



Internet of Things

The Internet of Things Partner of the Year Award recognizes a partner that has designed, developed, and deployed Internet of Things (IoT) solutions built on Microsoft's intelligent cloud and intelligent edge innovations (such as Azure IoT, Windows IoT, Open Source IoT device and edge devices) with their customers. An Azure IoT solution harnesses signals and untapped data from existing and new devices, unlocking powerful insights and helping businesses take action – to deliver

operational efficiencies, to transform business models and to add new revenue streams, for themselves and for their customers. These solutions are helping companies to quickly improve their businesses just by knowing more about their 'things,' such as where they are at any given time or predicting maintenance needs to ensure zero downtime – ultimately improving business results and increasing customer value. IoT solutions built on the Windows platform offer intuitive update services for enhanced security, a familiar UWP and the best support for integrated Azure IoT as well as support for Azure IoT Edge. The winning nomination will best demonstrate how a partner has delivered efficiencies and/or enabled new revenue streams for their company and/or their customers, and accelerated adoption of Azure by building IoT solutions with Azure certified devices or developing and deploying a complete IoT solution using the Windows 10 IoT platform, Open Source IoT device, Azure IoT Central, Azure Preconfigured Solutions or a fully custom solution built on Azure IoT Hub.

- Have implemented in production a Windows and Azure-based IoT solution using the Windows 10 IoT platform, Open Source IoT device, Azure IoT Central, [Azure Preconfigured Solutions \(PCS\)](#) or a fully custom solution using [Azure IoT Hub](#)
- Can demonstrate how the solution addresses **all** the following:
 - Help customers solve and address a line-of-business scenario or business problem
 - Drive business transformation, economic or financial impact for your customers
 - Drive innovation and/or improve operational efficiencies in IoT scenarios such as the ability to monitor assets to improve efficiencies and use advanced data analytics to transform a business with new business models and revenue streams
 - Deliver end-to-end solutions which enable digital transformation aligned to a key industry vertical or cross-vertical industry need

Include named customer examples, providing key performance indicators of business impact as result of the solution implementation

Eligibility

- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Repeatable co-sell solution published on the Azure Marketplace.

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).

- Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your Customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Include information such as:
 - Customer(s) name and/or other pertinent customer description.
 - What was the customer business problem?
 - What usage scenario did your solution address? (e.g., predictive maintenance, remote monitoring, connected factory, connected field services, asset management; operational intelligence; advanced, predictive or prescriptive analytics, personalization or customization).
 - What specific devices and sensors were used in your IoT solution? How many devices and/or sensors were deployed?
 - What type of data was collected/analyzed?
- What Microsoft services and technologies did you include in the solution? Include all Microsoft products (with version) and technologies used.

- Please describe the benefits & business impact of your solution. Include information such as:
 - How your solution impacted your customers' businesses (such as making them more competitive) and including return on investment (ROI) figures (cost reduction, increased productivity, etc.)?
 - What operational intelligence was gained?
- Is this solution specific to one particular customer or is it repeatable – providing a broader market impact?
- Which key industry verticals your IoT solution was implemented in and how do you foresee any new industry expansion for your business?
- Can the solution be applied to any other potential industries, and how?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.)



Migration to Azure

The Migration to Azure Partner of the Year Award recognizes a partner that excels in delivering outstanding solutions for accelerating customer migration to the cloud. The winning nomination will best demonstrate how a partner has helped their customer assess their existing environment, plan their migration and/or modernization of infrastructure, databases, and application workloads, accelerating adoption of Azure at scale and ultimately improving business results, increasing customer value, and helping companies to drive their business forward.

The solution will exemplify best practices in the following areas:

- Inventorying existing application(s), database(s) and infrastructure service(s).
- Assessing the readiness of the application(s) and service(s) to migrate or modernize to Azure.
- Migrating/modernizing (using a scalable solution or methodology) to increase business agility and drive cost-efficiencies.
- Leveraging Microsoft's data platform capabilities in Azure hybrid or public cloud scenarios to support mission critical applications (with a focus on high availability, performance, high scale or hybrid applications leveraging SQL Server and/or a set of Azure Data services).

Eligibility

- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Data Platform, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- 1 or more solutions in the Microsoft commercial marketplace.
- Have a co-sell ready offer IP/ISV application (or co-sell ready offer services solution) that leverages the Microsoft Data Platform.
- Extra consideration for nominations that leverage the [Microsoft Cloud Adoption Framework for Azure](#). The Cloud Adoption Framework provides best comprehensive best practices and guidance in each stage of the customers cloud adoption journey, to help the customer be successful on Azure. Show how the Cloud Adoption Framework is integrated in your nomination through customer projects and/or commercial offers you have developed based on the framework.

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).

- Choose one migration solution/project. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your Customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Include information such as:
 - Customer(s) name and/or other pertinent customer description.
 - What was the customer business problem?
 - What value did your solution provide? (e.g., cost reduction, better data governance, higher performance, journey to the Cloud).
- What Microsoft Azure services and technologies did you include in the project? Include all Microsoft products (with version) and technologies used.
- Please describe the benefits & business impact of your solution. Include information such as:
 - How your solution impacted your customers' businesses (such as making them more competitive) and including return on investment (ROI) figures (cost reduction, increased productivity, etc.).
- Is this solution specific to one particular customer or is it repeatable – providing a broader market impact?
 - What specific customer scenarios does your solution apply to?
 - Can the solution be applied to any other potential scenarios, and how?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Include named customer examples, providing key performance indicators of business impact as result of the solution implementation.



Mixed Reality

The Mixed Reality Partner of the Year Award recognizes a partner that has designed, developed, and deployed a solution that helps customers accelerate their digital transformation using mixed reality technology and Azure services. The winning nomination will best demonstrate how a partner used mixed reality and Azure to create a solution that improves business impact, increases customer value, and helps their customers compete more effectively.

The solution should:

- Highlight innovation within a commercial or public sector industry (not consumer)
- Be implemented in production
- Demonstrate **all** the following:
 - Help customers solve and address a line-of-business scenario or business problem using Azure
 - Drive business transformation, economic, or financial impact for your customers
 - Include named customer examples, providing key performance indicators of business impact as result of the solution implementation

Eligibility

- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).

- Candidates must be accepted members of the Mixed Reality Partner Program (MRPP).

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)

- Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your Customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Include information such as:
 - Customer(s) name and/or other pertinent customer description.
 - What is the target industry for the solution?
 - What was the target use case for the solution?
 - What usage scenario did your solution address? (e.g., remote assistance, training, collaboration, design, IoT data access, etc.).
 - Azure consumption per annum with the Solution.
- What mixed reality technologies did you include in the solution? Include all Microsoft products (with version), technologies, and Azure services used.
- Please describe the benefits & business impact of your solution. Include information such as:
 - How your solution impacted your customers' businesses (such as making them more competitive) and including return on investment (ROI) figures (cost reduction, increased productivity, etc.)?
 - Is this solution specific to one customer or does it have broader market potential?
 - Which key industry verticals your solution was implemented in and how you foresee any new industry expansion for your business?
 - Can the solution be applied to any other potential industries, and how?
 - Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.)



Modernizing Applications

The Modernizing Applications Partner of the Year Award recognizes a partner who has a track record of modernizing customer applications for the cloud. The winning partner has demonstrated a deep understanding of their customers' business challenges and has helped motivate adoption of new cloud technologies and practices. Winning solutions must be based on Microsoft Azure and should also leverage a mix of technologies, such as Azure App Service, Azure Kubernetes Service, GitHub, Azure SQL Database and Azure Spring Cloud. The partner must supply a customer example that showcases visionary thinking where an investment in application modernization helped to transform a critical aspect of their customer's business. Winning solution must highlight modernization opportunities where customers improved legacy applications creating significant consumer or employee business value with the support of the Microsoft Azure platform.

Modernizing Applications solutions should focus on:

- Accelerating time to market by modernizing legacy/on-prem apps.
- Increase app intelligence using Azure services.
- Increase reliability and security by moving to the cloud.

Eligibility:

- Gold level for Cloud Platform Competency achieved by January 2021 or co-sell ready offer App Innovation solution representing the submitted case. Note: co-sell ready offer will be weighted higher in judging than Cloud Competency requirement.

- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.)

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).

- Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your Customer's business challenge or problem and provide examples of the before and after solution implementation scenarios.
- Describe the benefits & business impact of your solution and the products (include version) and technologies used.
- How has basing your solution on Microsoft's technologies helped position your organization for growth or transformation to adapt to the cloud? How has it helped your win against the competition in a customer situation from a technical and business perspective?
- Is this solution specific to one particular customer or does it have broader market potential?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.) in your repeatable approach.
- Describe how you are increasing developer productivity using DevOps and any preferred technologies like GitHub, GitHub Actions, or third-party DevOps solutions, used to deploy and automate development processes on Azure.



OSS on Azure

The Open-Source Applications & Infrastructure on Azure Partner of the Year Award will recognize an exceptional partner who excels in delivering outstanding open source-based applications or infrastructure solutions on the Microsoft Azure cloud platform. They will have successfully met customer interoperability needs, using at least one significant, globally recognized open-source project in combination with Microsoft Azure. The winner will demonstrate innovation, competitive differentiation, and customer value that results in a profitable business while showcasing the benefits of using Microsoft Azure services alongside open-source software.

Eligibility:

- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- 1 or more solutions in the Microsoft commercial marketplace tagged for Linux Server Migration or OSS DB Migration, or an ISV with a [co-sell ready](#) offer.
- Should have at least one customer case study publicly available, illustrating success of the open source solution on Microsoft Azure.
- Extra consideration for nominations that leverage the [Microsoft Cloud Adoption Framework for Azure](#). The Cloud Adoption Framework provides comprehensive best practices and guidance in each stage of the customers cloud adoption journey, to help the customer be successful on Azure. Show how the Cloud Adoption Framework is integrated in your nomination through customer projects and/or commercial offers you have developed based on the framework.

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).

- What specific customer challenge(s) and problem(s) does your solution solve using Azure and OSS? Identify:
 - Customer's business challenge or problem.

- What are the key benefits and business impact (e.g., \$ savings/revenue growth) of your solution/service to customers?
- Why did the customer choose Azure for their OSS solution (business and technical perspective)?
- What Microsoft and open-source technologies did you include in your solution (note: Microsoft Azure should be one of the Microsoft technologies for this award) and how they helped you win against the competition.
- Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution? If yes, please describe your partnering story and how it benefited the customer.
- Do you have outside references or data sources that illustrate exceptional customer experience or satisfaction (such as published articles, case studies, videos, or customer testimonials)? If so, please provide.
- Do you actively participate in open-source associations and/or contribute to open-source communities? If so, please provide details (such as event sponsorships, GitHub accounts showing contributions, etc.).



Rising Azure Technology

The Rising Azure Technology Partner of the Year Award recognizes a technology partner (ISV) that is currently without a dedicated partner development manager (PDM) and has demonstrated strong customer focus and success by leveraging Microsoft Azure as their primary cloud platform and scaling their solution through the commercial marketplace.

The winning partner offers clearly demonstrate the value of repeatable IP and showcase how technology can solve differentiated value and customer experiences by building on Azure. In addition, the partner will illustrate how their engagement with Microsoft has accelerated their business growth and their use of the commercial marketplace. Partners will also be evaluated based on key performance indicators such as Azure Consumed Revenue, # of sales on marketplace, etc.)

Eligibility

- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Must be a Microsoft technology partner without a dedicated partner development manager (PDM)
- App must be publicly listed on either the Azure Marketplace or Microsoft AppSource
- App must leverage Azure and show creative use of Azure services
- App must demonstrate how it is using Azure services to be future-proofed
- Nomination must include at least one customer reference

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 your app delivers unique value to your customers and differentiate from other technology partners. How do your solutions innovate on Azure to create differentiated value to your customers?
- What core Azure and other Microsoft technologies are used in your key solutions? Please specifically highlight the integration of advanced Microsoft cloud services (e.g. AAD, AKS, PowerApps, Teams, AI, Azure SQL DB, Cosmos DB, D365 Customer Insights, etc.) within your key solutions
- Describe how the commercial marketplace has impacted your business.
- Describe how you're increasing developer productivity using DevOps and any preferred technologies like GitHub, GitHub Actions, or third-party DevOps solutions, used to deploy and automate development processes on Azure.
- Please describe at least one major joint customer win with Microsoft that would demonstrate how your solution provided a differentiated value to customers and leveraged the full relationship with Microsoft.



SAP on Azure

The SAP on Azure Partner of the Year Award recognizes a partner who has delivered SAP solutions on Microsoft Azure platform. The winning solution will successfully demonstrate how the customer took advantage of Microsoft Azure platform and benefited by migrating their SAP environment to achieve business agility, security, cost savings, flexibility and high availability. The solution must be based on the Microsoft Azure platform.

SAP solutions should focus on:

- SAP S/4HANA
- Automation
- Digital Transformation
- Industry specialization
- Extra consideration for nomination that includes SAP on Azure “extended scenarios”:
 - Database Migration, Database Management, Reporting, Analytics, Dashboarding and/or Data Visualization
 - Security, Business Continuity
 - IoT
 - Teams
 - Power Platform, Power App, Power BI

Eligibility

- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Be active in the Microsoft [Cloud Platform Competency or Data Analytics competency](#)
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Achieved SAP on Azure Advanced Specialization OR at least 2 SAP on Azure (AZ-120) certified professionals
- Be an [SAP Certified Partner](#).

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).

- Choose one SAP on Azure customer solution where the Partner was engaged with the Microsoft Account Executive. Describe how your solution used one or more of Microsoft's products or cloud services (Azure is mandatory) for the specific customer scenario and how you created a unique market approach to solve multiple challenges.
- Please describe the benefits & business impact of your solution and the products and technologies used. Provide quantitative metrics measuring the positive business impact from your solution (for example, return on investment (ROI), decreased costs, increased productivity, financial impact, growth).
- How has basing your solution on Microsoft's technologies helped position your company for growth or transformation to offer cloud services? How has it helped you win against your competition in a customer situation from a technical and business perspective?
- Is this solution specific to one particular customer or does it have broader market or industry potential? Upload or provide public references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).

Business Applications Awards



Dynamics 365 Business Central

The **Dynamics 365 Business Central Partner of the Year Award** recognizes a partner that excels at providing innovative and unique customer solutions centered on **Microsoft Dynamics 365 Business Central**. The successful entrant for this award will have demonstrated consistent, high-quality; predictable service to Microsoft customers, helping to ensure significant business benefits from their **Microsoft Dynamics 365 Business Central** investments. The successful nominee will also demonstrate business leadership and consistent customer success, with strong growth in new customer additions and cloud revenue while maintaining and growing their existing customer base. Finally, the Award will recognize partners who have made significant progress in this cloud business. Winning solutions may also highlight opportunities where you've upgraded customers from on premise or migrated them from competitive solutions. **Microsoft Dynamics 365 Business Central** solutions/services qualify for this award.

Eligibility:

- SI Partners: Gold level achieved in [Cloud Business Applications](#) or [Small and Midsize Business Management](#) advanced specialization or [ERP Competency](#) achieved by January 2021.
- ISV Partner: Should have an application published in AppSource.
- Solution/Implementation must be built/deployed in the cloud and based on **Microsoft Dynamics 365 Business Central**.

Executive Summary

Please address and respond to the specific points below in an executive summary format (minimum required in the summary 4,000 characters). 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). The executive summary and supporting documentation must be submitted in English.

- **Describe how your organization is embracing the cloud business opportunity presented by the digital transformation as it pertains to Microsoft Dynamics 365 Business Central**, including **specific business impacts for your organization** (for example, revenue growth, addressable new markets, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft cloud products, services, and new or existing cloud-based solutions within your organization. Make specific reference to how you specialize, for example by vertical, by customer segment, or by business process.
- **Choose one solution. Describe the specific customer scenario(s) and problems solved by the solution/implementation.** Explain how much of your solution is repeatable, the pricing model and it's time to market. Explain how your organization helped your customer(s) solve a business problem, win more customers, deliver better customer service, or achieve another business goal with Microsoft Dynamics 365 Business Central. How are you managing your customer success, retention, adoption, and satisfaction strategy with cloud customers? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- **Describe how you compete to win with** your Dynamics 365 Business Central **solutions and services**. Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- **Describe how you use the Microsoft cloud products to enhance and expand your solutions and services.** This can include the integration of Microsoft 365, Power BI and/or Azure IoT or other Dynamics products centered Dynamics 365 Business Central such as Sales Professional, Power Apps, etc.



Dynamics 365 Commerce

The **Dynamics 365 Commerce Partner of the Year Award** recognizes a partner that excels at providing innovative and unique customer solutions centered on **Microsoft Dynamics 365 Commerce**. The successful entrant for this award will have demonstrated consistent, high-quality; predictable service to Microsoft customers, helping to ensure significant business benefits from their **Microsoft Dynamics 365 Commerce** investments. The successful nominee will also demonstrate business leadership and consistent customer success, with strong growth in new customer additions and

cloud revenue while maintaining and growing their existing customer base. Finally, the Award will recognize partners who have made significant progress in this cloud business. Winning solutions may also highlight opportunities where you've upgraded customers from on premise or migrated them from competitive solutions. [Microsoft Dynamics 365 Commerce](#) solutions/services qualify for this award.

Eligibility:

- SI Partners: Gold level achieved in [Cloud Business Applications](#) attained by January 2021.
- ISV Partner: Fully onboarded co-sell ready offer in [ISV Connect program](#) (including publishing App in AppSource/Marketplace).
- Solution/Implementation must be built/deployed in the cloud and based on [Microsoft Dynamics 365 Commerce](#).

Executive Summary

Please address and respond to the specific points below in an executive summary format (minimum required in the summary 4,000 characters). 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). The executive summary and supporting documentation must be submitted in English.

- **Describe how your organization is embracing the cloud business opportunity presented by the digital transformation as it pertains to Microsoft Dynamics 365 Commerce, including specific business impacts for your organization** (for example, revenue growth, addressable new markets, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft cloud products, services, and new or existing cloud-based solutions within your organization. Make specific reference to how you specialize, for example by vertical, by customer segment, or by business process.
- **Choose one solution/implementation. Describe the specific customer scenario(s) and problems solved by the solution/implementation.** Explain how your organization helped your customer(s) solve a business problem, win more customers, deliver better customer service, or achieve another business goal with [Microsoft Dynamics 365 Commerce](#). Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- **Describe how you compete to win with your Microsoft Dynamics 365 Commerce solutions and services.** Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- **Describe how you use the Microsoft cloud products to enhance and expand your solutions and services.** This can include the integration of Microsoft 365, Power BI and/or Azure IoT or other Dynamics products centered Microsoft Dynamics 365 Commerce.
- **How are you managing your customer retention and satisfaction strategy with cloud customers?** Describe how you measure customer satisfaction and if available provide your customer satisfaction metric in relation to total points available. In addition, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customers. Describe how you track, manage and drive growth in active usage.



Dynamics 365 Customer Insights

The [Dynamics 365 Customer Insights Partner of the Year Award](#) recognizes a partner that excels at providing innovative and unique customer solutions centered on [Microsoft Dynamics 365 Customer Insights](#). The successful entrant for this award will have demonstrated consistent, high-quality; predictable service to Microsoft customers, helping to ensure significant business benefits from their [Microsoft Dynamics 365 Customer Insights](#) investments. The successful nominee will also demonstrate business leadership and consistent customer success, with strong growth in new customer additions and cloud revenue while maintaining and growing their existing customer base. Finally, the Award will recognize partners who have made significant progress in this cloud business. Winning solutions may also highlight opportunities where you've upgraded customers from on premise or migrated them from competitive solutions. [Microsoft Dynamics 365 Customer Insights](#) solutions/services qualify for this award.

Eligibility

- SI Partners: Gold level achieved in [Cloud Business Applications](#) attained by January 2021.
- ISV Partner: Fully onboarded co-sell ready offer in [ISV Connect program](#) (including publishing App in AppSource/Marketplace).
- Solution/Implementation must be built/deployed in the cloud and based on [Microsoft Dynamics 365 Customer Insights](#).

Executive Summary

Please address and respond to the specific points below in an executive summary format (minimum required in the summary 4,000 characters). 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). The executive summary and supporting documentation must be submitted in English.

- **Describe how your organization is embracing the cloud business opportunity presented by the digital transformation as it pertains to Microsoft Dynamics 365 Customer Insights**, including **specific business impacts for your organization** (for example, revenue growth, addressable new markets, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft cloud products, services, and new or existing cloud-based solutions within your organization. Make specific reference to how you specialize, for example by vertical, by customer segment, or by business process.
- **Choose one solution/implementation. Describe the specific customer scenario(s) and problems solved by the solution/implementation.** Explain how your organization helped your customer(s) solve a business problem, win more customers, deliver better customer service, or achieve another business goal with Microsoft Dynamics 365 Customer Insights. Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- **Describe how you compete to win with your Microsoft Dynamics 365 Customer Insights solutions and services.** Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- **Describe how you use the Microsoft cloud products to enhance and expand your solutions and services.** This can include the integration of Microsoft 365, Power BI and/or Azure IoT or other Dynamics products centered Microsoft Dynamics 365 Customer Insights.
- **How are you managing your customer retention and satisfaction strategy with cloud customers?** Describe how you measure customer satisfaction and if available provide your customer satisfaction metric in relation to total points available. In addition, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customers. Describe how you track, manage and drive growth in active usage.



Dynamics 365 Customer Service

The [Dynamics 365 Customer Service Partner of the Year Award](#) recognizes a partner that excels at providing innovative and unique customer solutions centered on [Microsoft Dynamics 365 Customer Service](#). The successful entrant for this award will have demonstrated consistent, high-quality; predictable service to Microsoft customers, helping to ensure significant business benefits from their Microsoft Dynamics 365 Customer Service investments. The successful nominee will also demonstrate business leadership and consistent customer success, with strong growth in new customer additions and cloud revenue while maintaining and growing their existing customer base. Finally, the Award will recognize partners who have made significant progress in this cloud business. Winning solutions may also highlight opportunities where you've upgraded customers from on premise or migrated them from competitive solutions. [Microsoft Dynamics 365 Customer Service](#) solutions/services qualify for this award.

Eligibility

- SI Partners: Gold level achieved in [Cloud Business Applications](#) attained by January 2021.

- ISV Partner: Fully onboarded co-sell ready offer in [ISV Connect program](#) (including publishing App in AppSource/Marketplace).
- Solution/Implementation must be built/deployed in the cloud and based on [Microsoft Dynamics 365 Customer Service](#).

Executive Summary

Please address and respond to the specific points below in an executive summary format (minimum required in the summary 4,000 characters). 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). The executive summary and supporting documentation must be submitted in English.

- **Describe how your organization is embracing the cloud business opportunity presented by the digital transformation as it pertains to Microsoft Dynamics 365 Customer Service**, including **specific business impacts for your organization** (for example, revenue growth, addressable new markets, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft cloud products, services, and new or existing cloud-based solutions within your organization. Make specific reference to how you specialize, for example by vertical, by customer segment, or by business process.
- **Choose one solution/implementation. Describe the specific customer scenario(s) and problems solved by the solution/implementation.** Explain how your organization helped your customer(s) solve a business problem, win more customers, deliver better customer service, or achieve another business goal with [Microsoft Dynamics 365 Customer Service](#). Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- **Describe how you compete to win with your Microsoft Dynamics 365 Customer Service solutions and services.** Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- **Describe how you use the Microsoft cloud products to enhance and expand your solutions and services.** This can include the integration of Microsoft 365, Power BI and/or Azure IoT or other Dynamics products centered Microsoft Dynamics 365 Customer Service.
- **How are you managing your customer retention and satisfaction strategy with cloud customers?** Describe how you measure customer satisfaction and if available provide your customer satisfaction metric in relation to total points available. In addition, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customers. Describe how you track, manage and drive growth in active usage.



Dynamics 365 Field Service

The [Dynamics 365 Field Service Partner of the Year Award](#) recognizes a partner that excels at providing innovative and unique customer solutions centered on [Microsoft Dynamics 365 Field Service](#). The successful entrant for this award will have demonstrated consistent, high-quality; predictable service to Microsoft customers, helping to ensure significant business benefits from their [Microsoft Dynamics 365 Field Service](#) investments. The successful nominee will also demonstrate business leadership and consistent customer success, with strong growth in new customer additions and cloud revenue while maintaining and growing their existing customer base. Finally, the Award will recognize partners who have made significant progress in this cloud business. Winning solutions may also highlight opportunities where you've upgraded customers from on premise or migrated them from competitive solutions. [Microsoft Dynamics 365 Field Service](#) solutions/services qualify for this award.

Eligibility:

- SI Partners: Gold level achieved in [Cloud Business Applications](#) attained by January 2021.
- ISV Partner: Fully onboarded co-sell ready offer in [ISV Connect program](#) (including publishing App in AppSource/Marketplace).
- Solution/Implementation must be built/deployed in the cloud and based on [Microsoft Dynamics 365 Field Service](#).

Executive Summary

Please address and respond to the specific points below in an executive summary format (minimum required in the summary 4,000 characters). 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). The executive summary and supporting documentation must be submitted in English.

- **Describe how your organization is embracing the cloud business opportunity presented by the digital transformation as it pertains to Microsoft Dynamics 365 Field Service, including specific business impacts for your organization** (for example, revenue growth, addressable new markets, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft cloud products, services, and new or existing cloud-based solutions within your organization. Make specific reference to how you specialize, for example by vertical, by customer segment, or by business process.
- **Choose one solution/implementation. Describe the specific customer scenario(s) and problems solved by the solution/implementation.** Explain how your organization helped your customer(s) solve a business problem, win more customers, deliver better customer service, or achieve another business goal with Microsoft Dynamics 365 Field Service. Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- **Describe how you compete to win with your Microsoft Dynamics 365 Field Service solutions and services.** Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- **Describe how you use the Microsoft cloud products to enhance and expand your solutions and services.** This can include the integration of Microsoft 365, Power BI and/or Azure IoT or other Dynamics products centered Dynamics 365 Field Service.
- **How are you managing your customer retention and satisfaction strategy with cloud customers?** Describe how you measure customer satisfaction and if available provide your customer satisfaction metric in relation to total points available. In addition, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customers. Describe how you track, manage and drive growth in active usage.



Dynamics 365 Marketing

The **Dynamics 365 Marketing Partner of the Year Award** recognizes a partner that excels at providing innovative and unique customer solutions centered on **Microsoft Dynamics 365 Marketing**. The successful entrant for this award will have demonstrated consistent, high-quality; predictable service to Microsoft customers, helping to ensure significant business benefits from their **Microsoft Dynamics 365 Marketing** investments. The successful nominee will also demonstrate business leadership and consistent customer success, with strong growth in new customer additions and cloud revenue while maintaining and growing their existing customer base. Finally, the Award will recognize partners who have made significant progress in this cloud business. Winning solutions may also highlight opportunities where you have upgraded customers from on premise or migrated them from competitive solutions. **Microsoft Dynamics 365 Marketing** solutions/services qualify for this award.

Eligibility

- SI Partners: Gold level achieved in [Cloud Business Applications](#) attained by January 2021.
- ISV Partner: Fully onboarded co-sell ready offer in [ISV Connect program](#) (including publishing App in AppSource/Marketplace).
- Solution/Implementation must be built/deployed in the cloud and based on **Microsoft Dynamics 365 Marketing**.

Executive Summary

Please address and respond to the specific points below in an executive summary format (minimum required in the summary 4,000 characters). 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). The executive summary and supporting documentation must be submitted in English.

- **Describe how your organization is embracing the cloud business opportunity presented by the digital transformation as it pertains to Microsoft Dynamics 365 Marketing, including specific business impacts for your organization** (for example, revenue growth, addressable new markets, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft cloud products, services, and new or existing cloud-based solutions within your organization. Make specific reference to how you specialize, for example by vertical, by customer segment, or by business process.
- **Choose one solution/implementation. Describe the specific customer scenario(s) and problems solved by the solution/implementation.** Explain how your organization helped your customer(s) solve a business problem, win more customers, deliver better customer service, or achieve another business goal with Microsoft Dynamics 365 Marketing. Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- **Describe how you compete to win with your Microsoft Dynamics 365 Marketing solutions and services.** Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- **Describe how you use the Microsoft cloud products to enhance and expand your solutions and services.** This can include the integration of Microsoft 365, Power BI and/or Azure IoT or other Dynamics products centered Microsoft Dynamics 365 Marketing.
- **How are you managing your customer retention and satisfaction strategy with cloud customers?** Describe how you measure customer satisfaction and if available provide your customer satisfaction metric in relation to total points available. In addition, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customers. Describe how you track, manage and drive growth in active usage.



Dynamics 365 Sales

The **Dynamics 365 Sales Partner of the Year Award** recognizes a partner that excels at providing innovative and unique customer solutions centered on **Microsoft Dynamics 365 Sales**. The successful entrant for this award will have demonstrated consistent, high-quality; predictable service to Microsoft customers, helping to ensure significant business benefits from their **Microsoft Dynamics 365 Sales** investments. The successful nominee will also demonstrate business leadership and consistent customer success, with strong growth in new customer additions and cloud revenue while maintaining and growing their existing customer base. Finally, the Award will recognize partners who have made significant progress in this cloud business. Winning solutions may also highlight opportunities where you've upgraded customers from on premise or migrated them from competitive solutions. **Microsoft Dynamics 365 Sales** solutions/services qualify for this award.

Eligibility

- SI Partners: Gold level achieved in [Cloud Business Applications](#) attained by January 2021.
- ISV Partner: Fully onboarded co-sell ready offer in [ISV Connect program](#) (including publishing App in AppSource/Marketplace).
- Solution/Implementation must be built/deployed in the cloud and based on **Microsoft Dynamics 365 Sales**.

Executive Summary

Please address and respond to the specific points below in an executive summary format (minimum required in the summary 4,000 characters). 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). The executive summary and supporting documentation must be submitted in English.

- **Describe how your organization is embracing the cloud business opportunity presented by the digital transformation as it pertains to Microsoft Dynamics 365 Sales, including specific business impacts for your**

organization (for example, revenue growth, addressable new markets, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft cloud products, services, and new or existing cloud-based solutions within your organization. Make specific reference to how you specialize, for example by vertical, by customer segment, or by business process.

- **Choose one solution/implementation. Describe the specific customer scenario(s) and problems solved by the solution/implementation.** Explain how your organization helped your customer(s) solve a business problem, win more customers, deliver better customer service, or achieve another business goal with Microsoft Dynamics 365 Sales Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- **Describe how you compete to win with your Microsoft Dynamics 365 Sales solutions and services.** Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- **Describe how you use the Microsoft cloud products to enhance and expand your solutions and services.** This can include the integration of Microsoft 365, Power BI and/or Azure IoT or other Dynamics products centered Microsoft Dynamics 365 Sales.
- **How are you managing your customer retention and satisfaction strategy with cloud customers?** Describe how you measure customer satisfaction and if available provide your customer satisfaction metric in relation to total points available. In addition, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customers. Describe how you track, manage and drive growth in active usage.



Dynamics 365 Supply Chain Management and Finance

The **Dynamics 365 Supply Chain Management and Finance Partner of the Year Award** recognizes a partner that excels at providing innovative and unique customer solutions centered on **Microsoft Dynamics 365 Supply Chain Management and Finance**. The successful entrant for this award will have demonstrated consistent, high-quality, predictable service to Microsoft customers, helping to ensure significant business benefits from their **Microsoft Dynamics 365 Supply Chain Management and Finance** investments. The successful nominee will also demonstrate business leadership and consistent customer success, with strong growth in new customer additions and cloud revenue while maintaining and growing their existing customer base. Finally, the Award will recognize partners who have made significant progress in this cloud business. Winning solutions may also highlight opportunities where you've upgraded customers from on premise or migrated them from competitive solutions. **Microsoft Dynamics 365 Supply Chain Management and Finance** solutions/services qualify for this award.

Eligibility:

- SI Partners: Gold level achieved in [Cloud Business Applications](#) attained by January 2021.
- ISV Partner: Fully onboarded co-sell ready offer in [ISV Connect program](#) (including publishing App in AppSource/Marketplace).
- Solution/Implementation must be built/deployed in the cloud and based on **Microsoft Dynamics 365 Supply Chain Management and Finance**.

Executive Summary

Please address and respond to the specific points below in an executive summary format (minimum required in the summary 4,000 characters). 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). The executive summary and supporting documentation must be submitted in English.

- **Describe how your organization is embracing the cloud business opportunity presented by the digital transformation as it pertains to Microsoft Dynamics 365 Supply Chain Management and Finance, including specific business impacts for your organization** (for example, revenue growth, addressable new markets, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft cloud

products, services, and new or existing cloud-based solutions within your organization. Make specific reference to how you specialize, for example by vertical, by customer segment, or by business process.

- **Choose one solution/implementation. Describe the specific customer scenario(s) and problems solved by the solution/implementation.** Explain how your organization helped your customer(s) solve a business problem, win more customers, deliver better customer service, or achieve another business goal with Microsoft Dynamics 365 Supply Chain Management and Finance. Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- **Describe how you compete to win with your Microsoft Dynamics 365 Supply Chain Management and Finance solutions and services.** Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- **Describe how you use the Microsoft cloud products to enhance and expand your solutions and services.** This can include the integration of Microsoft 365, Power BI and/or Azure IoT or other Dynamics products centered Microsoft Dynamics 365 Supply Chain Management and Finance.
- **How are you managing your customer retention and satisfaction strategy with cloud customers?** Describe how you measure customer satisfaction and if available provide your customer satisfaction metric in relation to total points available. In addition, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customers. Describe how you track, manage and drive growth in active usage.



Power Apps & Power Automate

The **Power Apps and Power Automate Partner of the Year Award** recognizes a partner that excels at providing innovative and unique customer solutions based on **Power Apps and Power Automate**. The successful entrant for this award will have demonstrated consistent, high-quality; predictable service to Microsoft customers, helping to ensure significant business benefits from their **Power Apps and Power Automate** investments. The successful nominee will also demonstrate business leadership and consistent customer success, with strong growth in new customer additions and cloud revenue while maintaining and growing their existing customer base.

Eligibility

- Power Apps or Automate Consulting or IP offer published on AppSource where Power Apps or Automate is the tagged product offer and/or at least one Power Apps or Power Automate co-sell ready offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Partner shall not submit more than one nomination for the Power Apps and Power Automate category.

Executive Summary

Please address and respond to the specific points below in an executive summary format (minimum required in the summary 4,000 characters). 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). The executive summary and supporting documentation must be submitted in English.

- **Describe how your organization is embracing the cloud business opportunity presented by the digital transformation as it pertains to Power Apps and Power Automate, including specific business impacts for your organization** (for example, revenue growth, addressable new markets, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft cloud products, services, and new or existing cloud-based solutions within your organization. Make specific reference to how you specialize, for example by vertical, by customer segment, or by business process.
- **Choose one solution/implementation. Describe the specific customer scenario(s) and problems solved by the solution/implementation.** Explain how your organization helped your customer(s) solve a business problem, win more customers, deliver better customer service, or achieve another business goal with Power Apps and Power

Automate. Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).

- **Describe how you compete to win with your Power Apps and Power Automate solutions and services.** Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- **Describe how you use the Microsoft cloud products to enhance and expand your solutions and services.** This can include the integration of Microsoft 365, Power BI, Azure or Dynamics 365.
- **How are you managing your customer success, retention, adoption, and satisfaction strategy with cloud customers?** Describe how you measure customer satisfaction and if available provide your customer satisfaction metric in relation to total points available. In addition, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customer Modern Work & Security Awards



Power BI

The **Power BI Partner of the Year Award** recognizes a partner that excels at providing innovative and unique customer solutions based on **Power BI**. The successful entrant for this award will have demonstrated consistent, high-quality, predictable service to Microsoft customers, helping to ensure significant business benefits from their **Power BI** investments. The successful nominee will also demonstrate business leadership and consistent customer success, with strong growth in new customer additions and cloud revenue while maintaining and growing their existing customer base.

Eligibility

- Power BI Consulting or IP offer published on AppSource where Power BI is the tagged product offer and/or at least one Power BI co-sell ready offer.
- At least one of these competencies at gold level: Data Analytics Competency, Cloud Business Applications Competency, Cloud Productivity Competency.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Partner shall not submit more than one nomination for the Power BI category.

Executive Summary

Please address and respond to the specific points below in an executive summary format (minimum required in the summary 4,000 characters). 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). The executive summary and supporting documentation must be submitted in English.

- **Describe how your organization is embracing the cloud business opportunity presented by the digital transformation as it pertains to Power BI, including specific business impacts for your organization** (for example, revenue growth, addressable new markets, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft cloud products, services, and new or existing cloud-based solutions within your organization. Make specific reference to how you specialize, for example by vertical, by customer segment, or by business process.
- **Choose one solution/implementation. Describe the specific customer scenario(s) and problems solved by the solution/implementation.** Explain how your organization helped your customer(s) solve a business problem, win more customers, deliver better customer service, or achieve another business goal with **Power BI**. Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- **Describe how you compete to win with your Power BI solutions and services.** Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- **Describe how you use the Microsoft cloud products to enhance and expand your solutions and services.** This can include the integration of Microsoft 365, Power Apps, Power Automate, Azure or Dynamics 365.

- **How are you managing your customer success, retention, adoption, and satisfaction strategy with cloud customers?** Describe how you measure customer satisfaction and if available provide your customer satisfaction metric in relation to total points available. In addition, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customers



Apps & Solutions for Microsoft Teams

The Modern Workplace Apps & Solutions for Microsoft Teams Partner of the Year Award honors an ISVs and SI partners that are building innovative applications in Microsoft Teams that help customers advance their digital transformation journey and get teams to come together to get more done.

Partner solutions should demonstrate the following:

- Allows users to collaborate seamlessly.
- Optimizes workflows (e.g., project management, service incidents, dev workflows).
- Allows organizations to serve customers better (e.g., FLW, customer support, etc.).
- Empower users to feel engaged, get more done, and be more efficient.

Other characteristics of the winning solution will be:

- Partner has demonstrated leadership in one or multiple key industries.
- Solution has generated customer adoption by the thousands of users.
- Solution has enabled accessibility features (optional).

The winning nomination will demonstrate innovation, competitive differentiation, and customer benefits that results in improved efficiency, growth or profitability while showcasing the value of the Microsoft 365 solutions.

Consideration for additional case study production and publication will be given to submissions which include customer evidence that has been, or may be, made publicly available. When submitting your nomination, please indicate if your submission can be published publicly.

Eligibility

- Gold level achieved in [Application Development competency](#) and/or [Application Integration competency](#) and/or [Collaboration and Content](#) and/or [Cloud Productivity](#) have at least 1 published application in Teams Store or AppSource by March 2021.
- Be a Microsoft partner active in at least 1 of the following competencies:
 - [Collaboration and Content](#)
 - [Communications](#)
 - [Messaging](#)
 - [Project and Portfolio Management](#)
 - [Enterprise Mobility Management](#)
 - [Windows and Devices](#)
 - [DevOps](#)

Executive Summary

Partners will be asked to address and respond to the specific points below in an executive summary format. Partners may also upload up to three (3) supporting documents to support their executive summary/entry.

- Describe how the use of Microsoft technologies in your solution or service enabled the customer's increased collaboration 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.
- Is your solution specific to one customer, or does it have broad market potential/adoption? Feel free to upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).

- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI).
- Describe how your use of these technologies addressed your customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.



Meetings, Calling and Devices for Microsoft Teams

The [Meetings, Calling and Devices for Microsoft Teams](#) Partner of the Year Award recognizes partners with proven expertise in delivering transformative calling, meetings and meeting room engagements and helping customers modernize their calling and meetings infrastructure. Partners positioned to win this award would have created innovative service offerings while delivering unique business value to customers. This would be accomplished by supporting customer digital transformation goals to simplify communication and meetings experiences, streamline business processes and improve productivity.

Your nomination should highlight your organization's Teams Meetings, Calling, and Devices practice capabilities and how Teams delivers end-to-end solutions and managed services for customers. Examples would include assessments, planning workshops, deployment roadmaps, value-added services, and customer end-user support to enhance how people communicate and collaborate.

Your nomination should showcase a customer example of workplace transformation for remote and hybrid work using Microsoft Teams for Meetings, Calling and Meeting Rooms by describing how your organization has delivered modern calling and/or meetings and/or meeting room deployments and services for your customers. To be successful, your entry will need to include proof-points that demonstrate how your services and/or solutions are solving customer business challenges, increasing return on technology investment, winning against the competition, and enabling organizations to harness the power of calling and/or meetings and/or meeting room deployments and services with Microsoft Teams.

Consideration for additional case study production and publication will be given to submissions which include customer evidence that has been, or may be, made publicly available. When submitting your nomination, please indicate if your submission can be published publicly.

Nominations are open for all partners who meet the eligibility criteria below, and who are providing systems integration services for customers from SMB to enterprise scale.

Eligibility

- Meeting and Meeting Rooms for Microsoft Teams Advanced Specialization; or Calling for Microsoft Teams Advanced Specialization. or
- Gold level achieved in [Cloud Productivity](#) before January 2021 and must have an active silver or gold [Microsoft Communications Competency](#) and
- Have Microsoft Teams actively used in your organization.
- Have a Microsoft Teams Calling and/or Meetings offer published on your company website.

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 the scope of your calling, meetings and/or meeting rooms offerings (do not need to include all components): (1) What services do you provide to customers? (2) How do these services position you uniquely relative to other partners or in the marketplace, how do they demonstrate your innovation? (3) How many customer organizations do you currently service? (4) Please explain how you have used Microsoft provided tools and resources such as the Microsoft Teams Calling Workshop, Microsoft Teams Meetings and Meeting Rooms Workshop, CPOR for Meetings and Phone System, Microsoft Teams Partner Guide for Meetings, Calling and Devices and other resources on <https://aka.ms/teamscallingmeetings>. If applicable, please also include details of how you use FastTrack, additional programs, and resources to drive deployment and adoption by your customers.
- Provide a specific customer example with the following: Customer's pain point/issue/opportunity that you addressed. Include specific details about the impact of the issue/opportunity to the customer, including number of users impacted, revenue, costs, satisfaction, brand, etc.
- Using this specific customer win, explain how your Microsoft Teams calling and/or meetings and/or meeting rooms service or solution met their needs. This could be an engagement where your organization helped a customer upgrade from Skype for Business (Online or Server) to Microsoft Teams or a similar example. Describe the benefits to the customer and how you helped them meet their business goals. Please describe how the customer is using the calling and/or meetings and/or meeting rooms capabilities in Teams and highlight innovative use cases you have enabled with your customer(s). Please include devices deployed for your solutions.
- Describe how your services for Microsoft Teams calling and/or meetings and/or meeting rooms helped the customer to realize lower total cost of ownership, improved the user experience and increased business process efficiency. Please include quantifiable measures and results for customer satisfaction and productivity impacts to support your entry.
- Explain how leveraging Microsoft Teams calling and/or meetings and/or meeting rooms in your solution provided a competitive advantage in the customer situation. What was the competitive solution or service, if applicable?
- Please indicate the delivered solution leveraged Microsoft 365 accessibility features to deliver a more inclusive solution.



Employee Experience

The Microsoft [Employee Experience Partner](#) of the Year Award recognizes partners who demonstrate a proven capability to deliver best in class Microsoft employee experience solutions supporting customers through their digital transformation journey. Employee Experience solutions should utilize Microsoft 365 technologies such as SharePoint Online, Yammer, Microsoft Teams, Workplace Analytics and Project Cortex. Partner nominations should highlight the significant impact their solutions have had on customers re-envisioning employee experience, empowering people and teams to grow, to succeed and to be their best. Examples of employee experience solutions could include providing insights to improve productivity and wellbeing, creating better connections to address culture and communications, and solutions that organize knowledge and expertise to improve decision making.

Nominations are open for all partners who have competencies listed below, providing systems integration or applications supporting customers from SMB to enterprise scale deployments. Successful entries should feature proof-points of how these solutions solve customer business challenges and where possible, showcase wins against competitors.

Eligibility

- Achieved [Cloud Productivity](#) gold competency or be an ISV Partner before March 2021.
- System Integrators must also have gold competency in one of the following competencies:
 - [Collaboration and Content](#)
 - [Messaging](#)
 - [Small and Midmarket Cloud Solutions](#)

Executive Summary

Please provide one (1) executive summary to include and address all the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your executive summary. 8,000-character limit (includes spaces).

- Describe the customer business opportunity and industry your solution addresses and the realized value/business impact (e.g., increased employee engagement, reduced employee churn, efficiency gains, etc.). Provide quantified results, customer satisfaction, and breadth of solution usage with links to case studies if possible.
- How is your solution unique in the marketplace and specifically how did you demonstrate innovation leveraging Microsoft 365 and other Microsoft technologies? Is this solution specific to one customer or does it have broader market potential? Please include the Microsoft technologies that were utilized, and industry focus as applicable.
- Describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective. Did your solution result in the sale of Microsoft technologies or did it use the customer's existing licenses? Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution?
- What effect has your solution had on users' ability to use and benefit from content stored in other enterprise scale systems (such as ERP, CRM, supply chain solution, core banking solution, e-commerce solution, etc.)?



Modern Endpoint Management

Modern Endpoint Management Partner of the Year Award recognizes a partner with proven expertise in helping customers modernize their endpoint & device management posture while enabling organizations to operate their IT estate with a lower cost. This modernization includes deployment of Windows 10 & Microsoft 365 Apps for enterprise, leveraging cloud & hybrid identity management with Azure Active Directory, migrating customers to Windows Autopilot for modern device provisioning, and leveraging [Microsoft Endpoint Manager](#) for device security, compliance & management.

Partners positioned to win this award would have created innovative service offerings while delivering unique business value to customers. This would be accomplished by helping them simplify their processes, enhancing their user experiences, augmenting their security posture, improving their device deployment and management processes, and ensuring that the customer has adopted Windows 10 and Microsoft 365 Apps for enterprise.

This innovative partner solution should also bolster the customer's security and compliance positioning, demonstrate the partner's distinctive process & intellectual property, solve unique customer business problems, and encompass all endpoints deployed. Ideal submissions for this award will include specific metrics such as increased partner revenue, improved customer satisfaction scores, user adoption metrics, and optimized customer IT spending.

The partner solution will lead with Microsoft Endpoint Manager and should highlight supporting technology scenarios, such as:

- Deploying Zero Trust security
- Securing Microsoft Teams on any device
- Securing user devices, servers & infrastructure with Microsoft Defender for Endpoint
- Enabling frontline worker productivity
- Keeping Windows up to date with Windows Update for Business

Consideration for additional case study production and publication will be given to submissions which include customer evidence that has been, or may be, made publicly available. When submitting your nomination, please indicate if your submission can be published publicly.

Eligibility

- An active Gold [Microsoft Competency](#) in the following: (1) [Windows and Devices](#), and (2) [Cloud Productivity](#).

- Must have deployed Endpoint Management solutions for customers (such as Azure Active Directory, Intune, Configuration Manager with co-management enabled, etc.).

Executive Summary

Please provide one (1) executive summary to include and address the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Described the scope of your Modern Endpoint Management offerings:
 - What services do you provide to customers?
 - How do these services position you uniquely relative to other partners?
 - How many customer organizations do you currently service?
- Which Microsoft programs & assets did you use to facilitate the customer journey?
 - Examples might include Microsoft Cloud Accelerator Program, Customer Immersion Experience, or FastTrack
- Provide a specific customer example with the following:
 - Customer’s pain point, issue, and opportunity that you addressed (include specific details about the impact to the customer including number of users impacted, revenue, costs, user satisfaction, etc.).
 - The customer outcome that was driven by your solution, supported by any metrics that can be provided (improved adoption rates, improved user satisfaction rates, decreased IT spend, etc.).
 - The types of endpoints supported by your solution (desktops, laptops/notebooks, mobile devices, tablets, servers, virtual infrastructure, etc.).
- Describe how your service or solution addressed the issue/opportunity above, including specific business impact created, which may include the following:
 - Security and compliance enhancement, adoption acceleration, operational cost reduction, and/or business productivity improvements.
 - Make specific reference to any features specific to Microsoft Endpoint Manager, Intune, Configuration Manager, Desktop Analytics, Endpoint Analytics, Azure Active Directory, Windows 10, and Microsoft 365 Apps for enterprise that were used (Windows Autopilot, for example).
- Describe how your service or solution has helped your customers adapt to changing business and IT priorities:
 - Has your service or solution helped customers adapt to remote/hybrid working scenarios?
 - Have your customers seen an acceleration in deploying Microsoft 365 solutions, in the last year, because of your endpoint management & modernization services portfolio?
- Describe how your organization has benefited from partnering with Microsoft:
 - How has basing your solution on Microsoft 365 helped position your organization for growth?
 - How has it helped you win in a competitive customer engagement, from a technical and business perspective?



Modern Workplace for Frontline Workers

The Modern Workplace for Frontline Workers Partner of the Year Award honors a partner that has seen substantial growth in helping customers transform their workplace by engaging the Frontline Workforce audience. Frontline Workers are more than two billion people worldwide who work in service- or task-oriented roles across industries such as retail, healthcare, government, hospitality, travel, and manufacturing. Frontline Workers form the backbone of many of the world’s largest industries. This workforce represents considerable untapped market opportunities for Microsoft partner solutions to help maximize Frontline Worker efficiencies, streamline communications, and deepen connections.

Partners have engaged this audience through envision and deployment of Frontline worker solutions with Microsoft 365 offers, deliver adoption services targeting this audience or having built an application or solution that amplifies and extend Microsoft 365 core collaboration features that enables Frontline workers digital transformation. The best solution in

this category is customer centric, provides a great mobile & device experience, and addresses enterprise security considerations through end point management. This award will recognize the partner who paid special attention to Frontline Workers and demonstrated via a customer case study, an increase in Frontline productivity and satisfaction, a decrease in associated costs or impacting business use case for Frontline workers. Specifically, the submission should highlight how. The solution helped Frontline Workers in any of the following ways:

- Connecting Frontline workforce with information and boardroom
- Digitizing Frontline Worker manual processes
- Accelerating Frontline worker onboarding
- Empowering Frontline Workers with devices
- Securing Frontline worker data and Surface devices

In addition, partner has demonstrated leadership in one or multiple key industries such as retail, healthcare, manufacturing, government & workforce management.

The winning nomination will demonstrate innovation, competitive differentiation, and customer benefits that results in improved efficiency, growth or profitability while showcasing the value of the Microsoft 365 solutions for Frontline workers.

Eligibility

- Gold level achieved in Cloud Productivity and/or [Application Development competency](#) and/or [Application Integration competency](#) and/or [Collaboration and Content and/or Cloud Productivity](#) and/or an ISV with a Microsoft Teams integration focus on Frontline Worker audience.
- Be a Microsoft partner active in at least 1 of the following competencies:
 - [Collaboration and Content](#)
 - [Communications](#)
 - [Messaging](#)
 - [Cloud Productivity](#)
 - [Project and Portfolio Management](#)
 - [Enterprise Mobility Management](#)
 - Surface Device Reseller
- Consideration for additional case study production and publication will be given to submissions which include customer evidence that has been, or may be, made publicly available. When submitting your nomination, please indicate if your submission can be published publicly.

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.
- Is your solution or service specific to one customer, or does it have broad market potential/adoption? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. Exchange Online, Microsoft Teams, SharePoint Online, Microsoft Enterprise Mobility + Security, etc.
- Describe how your use of these technologies addressed your customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution positioned for growth and transformation with Cloud technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.



Modern Workplace for SMB

The Modern Workplace for SMB Award recognizes a partner that has seen substantial and sustainable growth in helping customers in the small and midmarket space to transform their workplace. Partners positioned to win this award will have created innovative service offerings while engaging directly with customers to deliver business value leveraging the technologies included in Microsoft 365 Business Premium and/or Microsoft 365 Business Voice.

Your nomination should showcase a small or midmarket customer example of workplace transformation using Microsoft 365 Business Premium and/or Microsoft 365 Business Voice by describing how your organization has delivered Microsoft 365 solutions and managed services for your customer. To be successful, your entry will need to include proof-points that demonstrate how your services are solving customer business challenges, increasing return on technology investment, and positioning your business for growth. Nominations are open for all partners who have competencies listed below who are directly engaging with customers in the 1 to 300 user space.

Consideration for additional case study production and publication will be given to submissions which include customer evidence that has been, or may be, made publicly available. When submitting your nomination, please indicate if your submission can be published publicly.

Eligibility

- Achieved [Microsoft Small and Midmarket Partner](#) gold competency through the Office 365 Services option by January 2021
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Member that has renewed, paid, etc.)

Executive Summary

Please provide one (1) executive summary to include and address all the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your executive summary. 8,000-character limit (includes spaces).

Details to include

- Provide a specific customer engagement example of a small or midmarket customer in the 1 to 300 user space and the customer pain point/opportunity you addressed. Include details of any managed services offerings you delivered to the customer.
- Describe the customer business opportunity your customer engagement addresses and the realized value/business impact (e.g., reduced costs, efficiency gains, etc.). Provide quantified results, customer satisfaction quotes, and breadth of usage with links to case studies if possible.
- Describe how your solution and/or managed services are unique in the marketplace and specifically how you demonstrated innovation leveraging Microsoft 365 and other Microsoft technologies. Please indicate which Microsoft technologies were utilized.
- Describe the scalability of your solution and/or managed services to other small and midmarket customers, including both technical and sales/go-to-market scalability. If you have additional customer impact examples leveraging the same approach, please provide a short summary.
- Describe how basing your solution on Microsoft 365 has helped position your organization for growth. Address growth from both existing cloud customers and new cloud customer acquisition.



Device

The Device Partner of the Year Award recognizes a partner that demonstrates excellence in building, marketing, or selling devices that champion Microsoft-based solutions.

Partners positioned to win this award have a proven expertise, innovation, or impact in devices, solutions, and services that are built on Microsoft technology, all while demonstrating consistent, high-quality, predictable service to their customers. The successful nominee will also demonstrate business leadership and consistent customer success, with strong growth in licenses, revenue, and market share.

Partners applying for this award should reference strong engagement with their Microsoft account team in Device Partner Sales, as well as a proactive development and investment of innovative customer opportunities. To be successful, an entry will need to include proof-points that demonstrate how your services and/or solutions are solving customer business challenges, increasing return on technology investment, winning against the competition, and enabling organizations to harness the power of calling and/or meetings and/or meeting room deployments and services with Microsoft.

Eligibility

- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that have renewed, paid, etc).
- Device partner who has an active working relationship with Microsoft.

Executive Summary

Please provide one (1) executive summary to include and address all the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your executive summary. 8,000-character limit (includes spaces).

Describe how your organization...

- Drives change and innovation to reach your customers wherever they are
- Delivers strong growth in licenses, revenue, or market share
- Builds devices that help customers work, learn, and play remotely
- Prioritizes creating a line-up of modern devices and services
- Incorporates Microsoft solutions and services into your products
- Competes with Apple and Google across channels and segments

Tell us about...

- The hardware or solution you build or sell
- How you partnered with the Microsoft team to sell devices
- Describe the business segment(s) you target (Consumer, SMB, Enterprise, Education, etc.)
- The unique value proposition you deliver to meet customer needs



OEM Device Distributor/Reseller

The OEM Device Distributor/Reseller Partner of the Year Award recognizes a partner organization that excels at providing their SMB customers with modern devices and innovative and unique services or solutions based on Microsoft technologies.

For Distributors:

The successful submission for this award will demonstrate Thought Leadership, industry knowledge and expertise, Leadership in Business transformation/innovation as well as consistent performance across partner channel development and engagement, market development and demand generation. Entrant will be a standout partner in the sale of Windows devices, ODR software and the delivery of high-quality, predictable service or solutions to SMB customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging the latest Microsoft technologies as their solution platform.

Partners applying for this award should demonstrate exemplary effective engagement with Microsoft by taking advantage of Microsoft sales and marketing initiatives and channel incentive programs as well as their Microsoft Partner Network membership to build demand and drive the sale of devices, ODR software and software solutions, apps, and services.

For Resellers:

The successful submission for this award will demonstrate Thought Leadership, and industry leading transformation capabilities across Windows Pro Device Sales (Including Education). Successful entrants should not only show they are volume/share leaders in their respective markets, and continue to exhibit market leading growth rates, but that they are also leaders in transforming their business to embrace new business models such as Device-as-a-Service (DaaS) & Autopilot.

Successful entrants will have automated their business processes to bundle hardware + software in a subscription model, offer modern billing and provisioning capabilities, embrace Autopilot deployment, and built asset refurbishment capabilities. Entrants demonstrating these capabilities will be in a unique category of submissions.

Preferred Qualifications

Distributors or Resellers should be top performers in the following areas.

For Distributors:

- Growing commercial and EDU PC Sales (ProWins, EduWins)
- Clear new business initiatives to transform their business model and device-based solution offerings (DaaS (Unit Sales & Customer Adds) is a plus)
- Strong ODR Revenue performance (COEM, FPP, ESD)
- Proactive Channel engagement and development (Reach, Frequency & Yield)
- Excellence in sales, channel readiness and marketing execution
- Successful transition to Digital sales via Electronic Software Distribution

For Resellers:

- Commercial and EDU PC Sales (ProWins, EduWins)
- Demonstrated capability & excellence in DaaS (Unit Sales & Customer Adds) or similar device-based solutions (e.g., Teams Rooms or Hybrid Server)
- Leading with Modern Deployment (Autopilot Deployed Units #)
- Excellence in Modern Infrastructure Cloud Capabilities (Hybrid Cloud, Azure Stack HCI Pilots/Wins/Validated Solutions, Azure Consumed Revenue \$)

Eligibility

- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc.).
- Current participation in ODR Microsoft Partner Incentive programs – 100% compliance across ProWins, EduWins, OSIS (MRPP for team rooms)
- Strong COEM, FPP&ESD sales performance, verified CSP revenue is a plus (M365, Azure)
- Demonstrate strong affinity towards Microsoft Transformation initiatives (DaaS, Autopilot, Azure Stack HCI, Microsoft Teams Rooms)
- Best in class Modern Windows Pro Device mix and Office Attach %

- Excellence in Sales and Marketing execution, aligned with Microsoft Demand Generation and Channel Enablement initiatives

Executive Summary

Distributors or resellers should address the following topics within their executive summaries. The summaries will be referenced during judging and become part of the description of the partner company/solution that wins the award.

Note: Partners may also upload up to three (3) supporting documents to support their executive summary/entry (supporting URLs are to be included in the summary or supporting documents). The summary has an 8,000-character limit (includes spaces).

For Distributors

- Describe how you leverage the Microsoft Sales and Marketing Execution Framework, Channel Incentive programs and resources to recruit, train and activate new resellers, and keep them active by creating sales opportunities through demand generation activities.
- Describe how you use Microsoft incentive programs (ProWins, EduWins, Meeting Room Partner Program (MRPP), etc.) to grow your Windows Pro device business, increase Office Attach or Team Rooms units
- For Client based business describe how the Electronic Software Distribution model, and sales and marketing support to drive ESD, helped accelerate your transition from physical sales to electronic sales and distribution, and how this model has had a positive impact on your business.

For Resellers

- Describe how you started on its transformation journey to unify the device sales + software subscription business.
- Describe how you participated in the Azure Stack HCI Airlift and identified the opportunity to transform its infrastructure solution offerings.
- Describe how you are a market leader in XYZ country for device sales volume but had struggled recently to layer on additional products & services to device sales.
- Use of MRPP or Fastrack to support Teams Rooms sales and wins.
- Please provide 2 customer references.



Project and Portfolio Management

The Project and Portfolio Management (PPM) Partner of the Year Award, 2021, recognizes a certified PPM partner that has:

- A consistent Microsoft Project marketing engagement with our subsidiary Product Marketing Managers (PMM) and sellers.
- A successful Microsoft Project business practice, with a proven record on implementations, which resulted in large user adoption, and has helped customers achieve their business goals.
- An App which integrates Project for the web features and capabilities, preferable build leveraging Microsoft's Power Platform products.

The winning partner will have provided detailed evidence that supports their contributions, backed by relevant customer testimonials, and public case studies, among other data. Under a single submission, partners can include multiple success stories on adopting Microsoft Project cloud (Project Online and Project for the Web) products. Submissions based on Project Server do not qualify for the PPM POY 2021 award.

Eligibility

- Be currently active in the Microsoft Partner Network and have attained [Gold Project and Portfolio Management Competency](#)
- Have at least one public facing Customer Case Study on the success story you are submitting for the 2021 Project and Portfolio Management Partner of the Year Award

Executive Summary

Please provide a complete answer to include and address the specific points listed below. You may upload supporting documentation as part of your submission. The submissions and supporting documentation for the Microsoft Project business practice is required to be in English and no more than 8,000 characters limit (including spaces).

Consistent Marketing and Sales Engagement

Provide evidence of your consistent marketing engagement throughout FY21 with the subsidiary Product Marketing Manager and field sellers, by providing the following information (preferably in Excel):

- Did your organization create a comarketing plan together with our subsidiary PMM? If so, please provide a copy of the plan.
- How many marketing and lead generation events did your organization lead/participate in your geographies? Please provide a list of the events describing name, dates, venue, and number of attendees.
- What is your frequency of engagement with our sellers? Please provide their names.

Microsoft Project business practice

Showcase the *scale* and successes of your Microsoft Project business practice by providing a summary of your top 3 implementations of Microsoft Project cloud products (Project for the web and/or Project Online) in FY21 that resulted in a large user base for Microsoft. Implementations that resulted in using other Microsoft products including, but not limited to: Azure DevOps, PowerApps, PowerBI, Azure, and Teams, will be highly regarded.

An app leveraging Project for the web

Provide a general description of your App; how it integrates Project for the web features, how it leverages the Power Platform products, in which customers it has being deployed, how many users does the app have. Then select one customer and describe how the app helps your customer.

- Customer's company name, geography, industry, the customer company primary industry, and company URL if applicable.
- What business problems did your customer have that your solution solved?
- Describe how the design of your solution uniquely solved your customers' business problems. Please highlight if your solutions included other Microsoft products like Teams, PowerApps, Power Automate, Power Bi, Azure DevOps, Azure services, etc.
- What competition or challenges did you overcome during the sale of your solution? Optionally, you can share your sales pitch and presentations.
- Describe the challenges your customer had in adopting the solution and the change management strategies you crafted to overcome them. Optionally, you can share your transition pitch, service offerings or other best practices.
- Describe the current scale of the implementation in terms of number of users. Specify the number of project managers, team members and executives that actively use the solution. You may mention planned future scale as well.
- Describe the business benefits your customer is realizing with Microsoft Project cloud products, explain how the solution benefits the customers business. Provide customer testimonials and/or metrics to showcase the improvement in business performance.



Security

The Security Partner of the Year Award recognizes a partner who is doing an exceptional job of providing customers with end-to-end security solutions (versus one-point solutions) based on Microsoft Security, Compliance and Identity capabilities in Microsoft 365 and Microsoft Azure Security. Security, Compliance, and Identity are key focus areas for Microsoft, and we want to help drive on-going security for customers, using help from our capable partners.

Ideal entries will highlight a solution that takes advantage of the complete Microsoft 365 and Azure Security stack. For example: Microsoft 365 Defender, Microsoft Defender for Office 365, Microsoft Defender for Identity, Azure AD Premium,

Microsoft Information Protection and Governance, Insider Risk Management, and Compliance Management, Azure Sentinel, Azure Security Center, Azure Firewall, WAF and Azure Defender for Servers work holistically, combining across touch points and leveraging the rich security graph signals to help provide end-to-end security functionality.

Because Microsoft 365 functionality continues to evolve, we would like to hear from partners who are using advanced capabilities such as Microsoft 365 Defender, Microsoft Information Protection, or Security Management to monetize and differentiate their managed security services offerings more effectively. We would also want to see partners build integrated and managed security services solutions that correlate alerts, get context for investigations, and automate security operations to speed up threat detection and incident response using Microsoft Graph Security API.

In addition to fully embracing and driving Microsoft 365 Security, Compliance, Identity and Azure Security end-to-end, partners who would like to be considered should also have documented customer Microsoft 365 and/or Azure Security wins. Partners are strongly encouraged to document if they have utilized Microsoft programs such as the Microsoft Cloud accelerator program workshops for Security, Compliance and Identity to enable customer conversations, resulting in a win.

In summary, we will prioritize submissions in which partners showcase a Microsoft 365 and Azure Consumed revenue win that includes deployment and management services to help customers adopt and use the technology. Utilization of repeatable IP would be a big positive.

Consideration for additional case study production and publication will be given to submissions which include customer evidence that has been, or may be, made publicly available. When submitting your nomination, please indicate if your submission can be published publicly.

Eligibility:

- Co-sell ready offer Partner for Security/Compliance, Identity, and access management OR
- FastTrack Ready Partner, OR
- Azure Expert MSP

Executive Summary

Please provide one (1) executive summary to include and address all the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Describe the business challenges customers face with digital transformation and highlight a customer story that addresses how your firm's expertise and offerings help them achieve their Security, Compliance, and Identity goals by fully utilizing Microsoft 365 Security, Compliance, Identity and Azure Security solutions. Describe clearly what role did your organization play in helping customer with their Security journey: (1) assess customer capabilities, (2) create intent for purchasing Microsoft security products, (3) provide adoption and deployment roadmap, (4) deploy and enable features, (5) offer on-going management and SOC services.
- What benefits did your customer receive after deploying Microsoft 365 and Azure Security? For example: working with a capable partner who provides a solution based on Microsoft 365 reduces the number of vendors the customer works with, which saves them time and money and helps them manage their security posture better. Ideally, you will also provide proof points such as articles, case studies, or customer testimonials that describe how you provide an exceptional customer experience.
- How did your Microsoft 365 Security, Compliance, Identity and Azure Security solutions solve customer challenges in ways that competitive solutions could not? Describe how using Microsoft 365 technologies in your solution helped you displace a competitor.
- Share your plan of how you will scale your solution to multiple customers. We are looking for a robust customer engagement scenario that is more than transacting licensing, and rather, includes helping customers with deployment and/or managed security services.

Note: Microsoft recognizes that some customers are sensitive about disclosing their name, logo or brand when related to Security, Compliance and Identity projects. In these cases, please reference the industry and scale of the solution provided as a substitute.



Surface Hub Reseller

The Surface Hub Reseller Partner of the Year Award recognizes the Surface Hub reseller that that has demonstrated outstanding leadership in delivering Microsoft Hub solutions to our mutual customers.

The successful entrant for this award will have exhibited high-quality service to Microsoft Surface Hub customers, with strong growth in new customer additions while maintaining and growing their existing Surface Hub customer base.

Partners applying for this award should be able to reference strong engagement with the Microsoft Surface team, proactive development of Surface Hub customer opportunities, employee readiness in Surface Hub, and investment in marketing Surface Hub products.

Finally, the award will recognize partners who have made significant investment in building their Surface Hub capabilities and sales pipeline. Winning nominations may also highlight Surface Hub wins where you have secured new strategic customers or migrated key customers to Surface Hub from competitive solutions.

Eligibility

- Surface Hub gold level achieved in the Surface Reseller Alliance program by January 2021.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.)

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).

FY21 Surface Hub Highlights:

- Outline your outstanding Surface Hub accomplishments made in Fiscal Year 2021
- Explain why you believe your organization should receive the Surface Hub Partner of the Year Award

Surface Hub Sales Results:

- Please outline your Microsoft Surface Hub sales results thus far in FY21
- Include specific details about: Revenue/units, key wins, proactive sales activities, etc.

Surface Hub Investments:

- Please outline your investments in Microsoft Surface Hub thus far in (or planned for) FY21
- Include specific details, such as: Customer marketing & lead generation campaigns, employee training, technology adoption and innovation

Surface Hub Customer Win Example(s):

- Provide example(s) of key Surface Hub win(s) from FY21
- Include specific details about the key win(s), such as: source of the customer opportunity (e.g. new or existing customer), customer use case, number of units, stage of deployment, impact on the customer's business/satisfaction, future customer growth opportunity, etc.

Surface Hub Customer Offerings:

- Please describe the scope your Surface Hub customer offerings
- What services do you provide to Surface Hub customers?
- Describe how you compete to win with your Surface Hub solutions and services. How do these services position you uniquely relative to other Surface partners?
- Provide specific examples of how your offerings have been successful in winning Surface opportunities against the competition from a technical and/or business perspective

Surface + Microsoft Integration:

- Indicate which—and how—Microsoft technologies are incorporated into your Surface Hub customer offerings

- E.g., modern workplace, business applications, application & infrastructure as well as data & AI.
- Make specific reference to any features specific to Microsoft 365 (e.g., Teams).



Surface PC Reseller

The Surface PC Reseller Partner of the Year Award recognizes the Surface PC reseller that that has demonstrated outstanding leadership in delivering Microsoft Surface PC device solutions to our mutual customers.

The successful entrant for this award will have exhibited high-quality service to Microsoft Surface customers, with strong growth in new customer additions while maintaining and growing their existing Surface customer base.

Partners applying for this award should be able to reference strong engagement with the Microsoft Surface team, proactive development of Surface customer opportunities, employee readiness in Surface, and investment in marketing Surface products.

Finally, the award will recognize partners who have made significant investment in building their Surface capabilities and sales pipeline. Winning nominations may also highlight Surface wins where you have secured new strategic customers or migrated key customers to Surface from competitive solutions.

Eligibility

- Surface PC Gold level achieved in the Surface Reseller Alliance program by January 2021.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that have renewed, paid, etc.).

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).

FY21 Surface PC Highlights:

- Outline your outstanding Surface PC accomplishments made in fiscal year 2021.
- Explain why you believe your organization should receive the Surface PC Partner of the Year Award.

Surface PC Sales Results:

- Please outline your Microsoft Surface PC sales results thus far in FY21.
- Include specific details about: Revenue/units, key wins, proactive sales activities, breadth of Surface portfolio sales, etc.

Surface PC Investments:

- Please outline your investments in Microsoft Surface PC thus far in (or planned for) FY21.
- Include specific details, such as: Customer marketing & lead generation campaigns, employee training, technology adoption and innovation

Surface PC Customer Win Example(s):

- Provide example(s) of key Surface PC win(s) from FY21.
- Include specific details about the key win(s), such as: source of the customer opportunity (e.g., new or existing customer), customer use case, models & number of units, stage of deployment, impact on the customer's business/satisfaction, future customer growth opportunity, etc.

Surface PC Customer Offerings:

- Please describe the scope your Surface PC customer offerings.
- What services do you provide to Surface PC customers?
- Describe how you compete to win with your Surface PC solutions and services. How do these services position you uniquely relative to other Surface partners?

- Provide specific examples of how your offerings have been successful in winning Surface opportunities against the competition from a technical and/or business perspective.

Surface + Microsoft Integration:

- Indicate which—and how—Microsoft technologies are incorporated into your Surface PC customer offerings.
- E.g., modern workplace, business applications, application & infrastructure as well as data & AI.
- Make specific reference to any features specific to Microsoft 365 (e.g., Autopilot).

Industry Awards



Automotive

The Automotive Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to automotive customers, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to automotive customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services.

Eligibility

- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Have a co-sell ready offer industry vertical solution offering that has been implemented successfully.
- Desirable is also a case study or reference story about the solution, work or services provided.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).

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 the priority transformation area (e.g., vehicle innovation, mobility services, organizational productivity, operations, customer experience) and how that helped transform the customer. What was the business case for the transformational area that was solved for the customer and what was the measured impact to the customer's business? How has that impact been leveraged with other accounts, journeys and the market as a whole (e.g., press, case studies, blogs)?
- Is your solution or service specific to one particular Automotive customer, or does it have broad market potential/adoption?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI).
- Describe how your use of these technologies addressed your Automotive customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution positioned for growth and transformation with Cloud technologies.

- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
 - Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).



Defense & Intelligence

The Defense & Intelligence Partner of the Year Award recognizes a partner organization that excels at providing customer mission focused innovative and unique solutions and services based on Microsoft Platforms and Technologies to Defense and Intelligence customers, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, customer referenceable, highly repeatable, industry proven service or solutions to Defense and Intelligence customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft platforms and technologies through their solution platform.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services.

Eligibility

- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Desirable is also a case study or reference story about the solution, work or services provided.

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.
- Describe how your defense and intelligence solution has a broad global market impact and potential for adoption. Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure, Data & AI; including - Azure Hyperscale Cloud, Azure Edge Platform (Azure Stack Hub & Edge), Azure Orbital – SATCOM, 5G, Geo Services/Analytics, IoT (Network of Battlespace Things), AI and Big Data Analytics in the Cloud and Tactical Edge, Zero Trust architectures, etc.).
- Describe how your use of these technologies addressed your Defense and Intelligence customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution positioned for growth and transformation using Microsoft's Cloud & Edge Platform, Big Data Analytics, IoT and AI and Communications (SATCOM, 5G) platforms and technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
 - Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).



Education

The Education Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to education customers, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, scalable, high-quality, predictable service or solutions to education customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform. The submission should describe how this success has transformed the educational institutions.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services.

Eligibility:

- Gold level achieved in the relevant Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Have a co-sell ready offer industry vertical solution offering that has been implemented successfully.
- Desirable is also a case study or reference story about the solution, work or services provided.

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.
- Is your solution or service specific to one particular education customer, or does it have broad market potential/adoption?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI). Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies.
- Describe how your use of these technologies addressed your education customers' needs. Highlight how this solution positioned the customer for growth and transformation with Cloud or device technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
 - Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).



Energy

The Energy Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to energy companies – which include oil & gas, power & utilities, mining and renewables – demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to energy customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform. In keeping with Microsoft's ambitious plan to reduce our carbon footprint, this award will also take into consideration how the submission demonstrates the principles of sustainability and/or carbon management that enable the global energy transition.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services.

Eligibility

- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Desirable is also a case study or reference story about the solution, work or services provided.
- Have a co-sell ready offer industry vertical solution offering that has been implemented successfully.

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.
- Is your solution or service specific to one particular energy customer, or does it have broad market potential/adoption?
 - Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI).
- Describe how your use of these technologies addressed your energy customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution positioned for growth and transformation with Cloud technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
 - Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).



Financial Services

The Financial Services Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to financial services customers, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to Financial Services customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services.

Eligibility:

- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Have a co-sell ready offer industry vertical solution offering that has been implemented successfully.
- Desirable is also a case study or reference story about the solution, work or services provided.

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.
- Is your solution or service specific to one particular Financial Services customer, or does it have broad market potential/adoption?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI).
- Describe how your use of these technologies addressed your Financial Services customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution positioned for growth and transformation with Cloud technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
 - Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).



Government

The Government Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to government customers, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to government customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services.

Eligibility:

- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Desirable is also a case study or reference story about the solution, work or services provided.

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.
- Is your solution or service specific to one particular government customer, or does it have broad market potential/adoption?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI).
- Describe how your use of these technologies addressed your Government customers' needs and drove outcomes. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution positioned for growth and transformation with Cloud technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
 - Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).



Healthcare

The Healthcare Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to healthcare customers, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to healthcare customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services

Eligibility:

- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Have a co-sell ready offer industry vertical solution offering that has been implemented successfully.
- Desirable is also a case study or reference story about the solution, work or services provided.

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.
- Is your solution or service specific to one particular healthcare customer, or does it have broad market potential/adoption?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI).
- Describe how your use of these technologies addressed your healthcare customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution positioned for growth and transformation with Cloud technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
 - Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).



Manufacturing

The Manufacturing Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to manufacturing customers—which include industrial equipment, aerospace, farm equipment, high tech & electronics, chemicals, and agriculture organizations—, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to manufacturing customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services.

Eligibility

- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Have a co-sell ready offer industry vertical solution offering that has been implemented successfully.
- Desirable is also a case study or reference story about the solution, work or services provided.

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 the problem your solution/service solved for customer(s). Identify the impact on the customer’s pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
- 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.
- Is your solution or service specific to one particular manufacturing customer, or does it have broad market potential/adoption?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI).



Media & Communications

The Media & Communications Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to media & communications customers, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to media & communications customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services.

Eligibility

- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Have obtained at least one competency (silver or gold in any area).
- Desirable is also a case study or reference story about the solution, work or services provided.

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.
- Is your solution or service specific to one particular media & communications customer, or does it have broad market potential/adoption?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI).
- Describe how your use of these technologies addressed your media & communications customers’ needs. Please also provide details about how your solution or service increased usage of Microsoft’s platforms/technologies. Highlight how this solution positioned for growth and transformation with Cloud technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer’s pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.

- Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section)



Nonprofit

Award description:

The Nonprofit Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to nonprofit customers, demonstrating thought leadership in their industry.

Successful entrants will also demonstrate strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

Award eligibility:

- Gold and/or Silver level achieved in a Cloud Competency by January 2021 and/or an ISV with a co-sell ready offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.)
- Public facing (up to date) website with nonprofit specific offerings in market.
- 2+ published Nonprofit customer references and/or case studies in FY20/ FY21. Must be different organizations.
- Measurable and proven societal impact by virtue of implementing the solution and/service
- The reference customer must be an existing, qualified nonprofit organization – according to Microsoft’s eligibility requirements – and be willing to be referenced by Microsoft if selected as a finalist/winner.

Award executive summary:

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

- Describe your customer’s initial challenge(s).
- Describe how Microsoft cloud is used and applied by your solution or service. (Modern Workplace, Business Applications, Application & Infrastructure, Data & AI).
- Describe the specific benefits of your offerings and/or services that resulted in **accelerating your customer’s digital transformation**.
- Describe how the nonprofit organization was able to **directly translate this impact to their beneficiaries** and their mission.
- Is your nonprofit solution or service a custom project for one particular customer or is it a repeatable, scalable solution or service?
 - Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- How long has your nonprofit solution or service been available to customer(s) and how do you intend to evolve and invest in this solution or service? (roadmap, services, market adoption, etc.).
- Please add additional feedback for consideration along with supporting documentation.



Retail & Consumer Goods

The Retail Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to retail & consumer goods customers, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to retail & consumer goods customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services.

Eligibility:

- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Have a co-sell ready offer industry vertical solution offering that has been implemented successfully.
- A customer case study, testimonial, or reference story about the solution, work or services provided must be included in the submission.

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.
- Is your solution or service customized to one particular retail & consumer goods customer, or does it have broad market potential/adoption for other customers in this industry?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI).
- Describe how your use of these technologies addressed your retail & consumer goods customers' needs or solved a particular customer problem. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution positioned for growth and transformation with Cloud technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
 - Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).

Social Impact Awards



Community Response

The Community Response Partner of the Year Award recognizes a partner organization that has made a significant social impact by providing innovative and unique services or solutions based on Microsoft technologies to help solve challenges for their customers and community during unprecedented times. This year, we want to continue recognizing the contributions of our partner community during the COVID-19 pandemic.

Microsoft partners are at the center of how we deliver technologies and business transformation to customers. More than ever, we need to collaborate and co-innovate to meet those customer needs and challenges. While there is uncertainty

around the world, there is also a lot of hope, with incredible examples of partnership and innovation in the face of exceptionally challenging times. We want to hear these stories and recognize the efforts our partners are taking to create a positive impact.

A successful award candidate will have delivered a high-quality service or solution that connects with technical knowledge and expertise, enabling customers to address the pandemic's challenges. Partners applying for this award should demonstrate how their solution or service leverages the latest Microsoft technology.

Additional consideration will be given for submissions demonstrating solution/service market availability and scalability. The offer should be showcased on the partner website and/or be listed in the Microsoft commercial marketplace. To be considered, partners must demonstrate business leadership and success through case studies and/or customer references with both measurable business and community impact that are publicly available and referenceable.

Eligibility

- Silver and/or Gold level competency achieved by January 2021 and/or an ISV with a co-sell ready offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that have renewed, paid, etc.).
- Public facing website with the solution and/or service offerings in market.
- One (1) recent case study or customer references about the solution, work or services provided.

Executive Summary

Partners must address and respond to the specific points below in an executive summary format. Partners may also upload up to three (3) supporting documents to support their executive summary/entry (supporting URLs are to be included in the summary or supporting documents). The executive summary cannot exceed an 8,000-character limit (includes spaces).

- Provide a short overview of your solution or service and describe how Microsoft technologies are used and applied.
- Provide relevant links to your solution/ service offering on your website and solution/ service listing on Microsoft commercial marketplace if available.
- Describe your customer's challenge and how your solution or service enabled your customer to address and overcome challenges related to the pandemic?
- Describe how your solution or service helped your customer to drive both measurable business impact and positive community impact.
- Is your solution or service a custom project for one customer, or is it repeatable and scalable? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- How long has your solution or service been available to customer(s), and how do you intend to evolve and invest in this solution or service (e.g., roadmap, services, market adoption, etc.)?
- Provide relevant links to your solution/ service offering on your website and listing(s) on Microsoft commercial marketplace if available (enter under website links in the designated section in the tool).
- Provide at least one (1) customer reference (enter customer references in the designated section in the tool, under the executive summary upload section). Customers listed need to be willing to be publicly referenced by Microsoft if your submission is selected as finalist/ winner.



Inclusion Changelog

The Inclusion Changelog Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies that help customers solve challenges of diverse representation, economic access, digital inclusion, and/or accessibility.

Inclusion changemakers drive digital transformation toward a more inclusive and equitable world. Diverse representation, economic access, digital inclusion, and accessibility have grown in strategic importance for organizational and business performance as well as innovation and market value. To enable more inclusive economic growth, we look to solutions and services that help organizations optimize ideas, skills, experience, and resources from all facets of talent contribution and market opportunity.

The successful candidate for this award will have delivered a high-quality service or solution that connects with technical knowledge and expertise, and that enables more inclusive growth for the customer. Partners applying for this award should demonstrate how their solution or service leverages the latest Microsoft technology to enable greater inclusion.

Additional consideration given for submissions demonstrating solution/service market availability and scalability. The offer should be showcased on your website and/or be listed in Microsoft commercial marketplace. Successful entrants will demonstrate business leadership, such as through public statements on inclusion commitment, and success through publicly available and referenceable case studies and/or customer references of your solution/ service with measurable business impact that enables more inclusive growth.

Eligibility

- Silver or Gold level competency achieved by January 2021 and/or an ISV with a co-sell ready offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that have renewed, paid, etc).
- Public facing website with solution and/or service offerings in market.
- One (1) recent case study or customer reference about the solution, work or services provided.

Executive Summary

Partners must 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 URLs are to be included in the summary or supporting documents). The executive summary has an 8,000-character limit (includes spaces).

- Provide a short overview of your solution or service and describe how Microsoft technologies are used and applied.
- Describe your customer's challenge and how your solution/ service enabled your customer to address challenges in enabling more diverse representation, economic access, digital inclusion and/or accessibility.
- Describe how your solution or service helped your customer to drive business impact and enables more inclusive growth.
- Is your solution or service a custom project for one customer, or is it repeatable and scalable? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- How long has your solution or service been available to customer(s) and how do you intend to evolve and invest in this solution or service (e.g., roadmap, services, market adoption, etc.)?
- Provide relevant links to your solution/ service offering on your website and listing(s) on Microsoft commercial marketplace if available (enter under website links in the designated section in the tool).
- Provide at least one (1) customer reference (enter customer references in the designated section in the tool, under the executive summary upload section). Customer(s) listed need to be willing to be publicly referenced by Microsoft if your submission is selected as finalist/ winner.



Sustainability Changelog

The Sustainability Changelog Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies that help customers solve challenges of sustainable digital transformation.

Sustainability changemakers drive purpose-driven digital transformation that powers a more sustainable world. Environmental stewardship has grown in strategic importance as an important driver of organizational and business performance as well as innovation and market value. To help drive technological innovation and industry transformation toward a more sustainable and climate stable future, we look to solutions and services that help organizations understand their impact on the climate and deliver on sustainability commitments.

The successful candidate for this award will have delivered a high-quality service or solution that connects with technical knowledge and expertise, and that addresses a sustainability challenge for a customer, policy, or ecosystem. Partners applying for this award should demonstrate how their solution or service leverages the latest Microsoft technology to drive sustainability impact.

Additional consideration given for submissions demonstrating solution/service market availability and scalability with offer availability on your website and/or with listing(s) in Microsoft commercial marketplace. Successful entrants will demonstrate business leadership, such as through public statements on sustainability commitment, and success through case studies and/or customer references with both measurable business and environmental impact that are publicly available and referenceable.

Eligibility

- Silver and/or Gold level competency achieved by January 2021 and/or an ISV with a co-sell ready offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that have renewed, paid, etc.).
- Public facing website with solution and/or service offerings in market.
- One (1) recent case study or customer reference about the solution, work or services provided.

Executive Summary

Partners must address and respond to the specific points below in an executive summary format. Partners may also upload up to three (3) supporting documents to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). The executive summary has an 8,000-character limit (includes spaces).

- Provide a short overview of your solution or service and describe how Microsoft technologies are used and applied.
- Describe your customer's challenge and how your solution or service enabled your customer to address challenges in sustainability.
- Describe how your solution or service helped your customer to drive both measurable business and sustainability impact.
- Is your solution or service a custom project for one customer, or is it repeatable and scalable? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- How long has your solution or service been available to customer(s) and how do you intend to evolve and invest in this solution or service (e.g., roadmap, services, market adoption, etc.)?
- Provide relevant links to your solution/ service offering on your website and listing(s) on Microsoft commercial marketplace if available (enter under website links in the designated section in the tool).
- Provide at least 2 customer references (enter customer references in the designated section in the tool, under the executive summary upload section). Customers listed need to be willing to be publicly referenced by Microsoft if your submission is selected as finalist/ winner.

Business Excellence Awards



Advisory Services

The Advisory Services Partner of the Year Award recognizes a partner organization that excels at providing high value consulting and advisory services or solutions leveraging Microsoft technologies to customers, demonstrating thought leadership in their industry.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable services to help our customers digitally transform. Successful entrants will also demonstrate business leadership, senior executive influence and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to build advisory services offers, create demand for, and sell solutions or services.

Eligibility:

- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.
- Desirable is also a case study or reference story about the solution, work or services provided.

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 you drove your customer's business transformation leveraging Microsoft technologies – in what ways has your solution or service helped your customers embark on a journey driving tangible digital transformation outcomes in their Industry.
- Is your solution or service specific to one particular customer, or does it have broad market potential/adoption?
 - Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your advisory services. (Modern Workplace & Security, Business Applications, Application & Infrastructure as well as Data & AI).
- Describe how your use of these technologies addressed your customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution positioned for growth and transformation with Cloud technologies.
- Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
 - Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).



Commercial Marketplace

The Commercial Marketplace Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique solutions via Microsoft's commercial marketplace – either Microsoft AppSource or Azure Marketplace.

The successful submission for this award will demonstrate marketplace sales and marketing expertise, as well as consistent, high-quality, predictable delivery to their marketplace customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions, billed sales, Azure consumption, or billed seats via the commercial marketplace platform.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of Marketplace Rewards to create demand for and sell their software solutions or applications.

Eligibility

- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- One or more solutions available to transact by customers in either Microsoft AppSource or Azure Marketplace.
- Proven customer acquisition through the commercial marketplace – either by billed sales, consumer revenue or billed seats.

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).

- In your submission, please list the solutions or services listed on the commercial marketplace you would like focus on as part of this nomination (include links to the live listings).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Dynamics, Power Platform, Microsoft 365, Microsoft Azure etc.).
- Describe how the use of Microsoft's commercial marketplace (Microsoft AppSource and/or Azure Marketplace) has helped you grow your business.
- Quantify the impact on your nominated listing(s). For example, size of customer deal, number of leads, new sales in new geographies, Azure consumed revenue etc.
- What successful sales and marketing tactics did you employ to drive business to your commercial marketplace listings. Please note if any of these were benefits provided by the Marketplace Rewards program.
- Describe how your use of the commercial marketplace helped address your customers' needs. Please also provide details about how your solution increased usage of Microsoft's platforms/technologies. Highlight how this solution is positioned for growth and transformation with Cloud technologies via the commercial marketplace.
- Do you have case studies or quotes referencing one or more of your commercial marketplace customer wins? If so, please attach or link in this submission.



Customer Experience

The Customer Experience Partner of the Year Award recognizes a partner who is dedicated to building and responding to customer interactions in a way that meets or exceeds customer needs, expectations, and satisfaction. The winning partner will be able to articulate how a focus on the customer has helped broaden customer insights in the company and resulted in changes that will contribute to ongoing loyalty. The winning nominee should discuss how they map the customer buying journey by audience and how digital marketing content helped them to reach prospects and convert them to loyal, repeat customers more effectively and efficiently. This award will ask for customer references that Microsoft can verify. Please be sure that the customer names you have provided have consented to allowing Microsoft to contact them.

Eligibility:

- Use the PPT deck (available in the tool) to fill out the award requirements. The slide deck will walk you through the specifics asked for in this award. Please review the notes under the slides for additional clarity.
- By submitting for the award, you have given consent and customers have given consent to allow Microsoft to contact the customers that you submit as part of the award for verification.

Template to complete

Please use the [Microsoft Partner of the Year customer experience PowerPoint deck](#) (PPT template is available within the awards tool) provided to include and address the specific points below. This will be your submission for this award.

- Answer the following points when describing the customer for your solution: 1) Choose a solution/service to focus on for this award, 2) Outline any market research you have to support this opportunity (market size, geography, addressable number of customers, segment target (Enterprise, Mid-Market, SMB), 3) Audiences (Business Decision Maker, Technical Decision Maker) and 4) Verticals as applicable; 5) Customer pain and business challenges being addressed and 6) Top personas from the audiences (CEO, CFO, CMO, COO, etc.). [Use answers to fill out PowerPoint slides 3 through 5.](#)
- Choose one primary persona you work with (ex-CEO, CFO, CMO, etc.) and describe the following: 1) Top decision-making factors, 2) Top three expectations for chosen persona, 3) Top three pain points for chosen persona. [Use answers to fill out PowerPoint slide 6 through 8.](#)
- Map your selected persona across the customer journey stages (Explore, Evaluate, Purchase, Expand, Renew, Advocacy stages) by showing the 1) Key message you deliver by stage, 2) Top three wants/needs by stage, 3) Top three touchpoints by stage, 4) Top three pain points by stage and 5) Call to Action for each stage. [Use answers to fill out PowerPoint slide 10-15.](#)
- Validate this customer journey above with five of your customers that match the persona you chose (if you chose CIO as your persona for the award, please talk with CIOs). [Use sample interview questions found on PowerPoint Slide 16/17](#) provided to find out if the customer experience you have outlined is consistent with feedback from your customers. Calculate Customer Experience key drivers calculated from the customer interview questions.
- Please note your key [Customer Experience KPIs](#) for the solution you outlined. [PowerPoint slide 18.](#)
- Describe the return on investment (and how you calculated it) that you have seen since making the Customer Experience improvements. [PowerPoint slide 19.](#) Based on KPI's you chose in Slide 18, illustrate how you showed growth/change after improvements were made.
- Document your [top](#) learnings from your customer conversations. [PowerPoint slide 20.](#)
- *Please list the customers interviewed on [PowerPoint slide 21](#) with their contact information so that Microsoft can contact them to verify their feedback.*



Global Independent Software Vendor (ISV)

The Global Independent Software Vendor (ISV) Partner of the Year Award recognizes the Microsoft globally managed ISV that has demonstrated strong customer focus and success by partnering deeply with Microsoft on a global scale. The winning partner offers clearly differentiated value and customer experiences by building on Microsoft's cloud platform. The partner's solutions provide strong examples of how the Microsoft Cloud Platform can be leveraged to drive product differentiation, solution innovation and create new business models and approaches. In addition, the partner will illustrate how their engagement with Microsoft has accelerated their business growth, especially by leveraging Microsoft's partner programs and offerings. Partners will also be evaluated based on key performance indicators such as Azure Consumed Revenue, # of IP Co-Sell wins, # of leads shared with Microsoft, etc.)

Eligibility

- Must be a Microsoft globally managed ISV company with a co-sell ready offer
- Must demonstrate public commitment to Microsoft in PR, case studies, website, etc.
- ISV solution must leverage Microsoft Cloud platform technologies (e.g., Azure Core Services, Azure Data Services, AI, Dynamics 365, Power Platform, Teams, GitHub) ISV's solutions must have wins on Microsoft's Cloud platform in multiple geographies
- ISV solutions must be publicly listed on either the Azure Marketplace or AppSource

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 your solutions deliver unique value to your customers and differentiate from your ISV competitors. How do your solutions innovate on the Microsoft Cloud Platform to create differentiated value to your customers?
- What core Microsoft technologies are used in your key solutions? Please specifically highlight the integration of advanced Microsoft cloud services (e.g., AAD, AKS, PowerApps, Teams, AI, Azure SQL DB, Cosmos DB, Dynamics 365 Customer Insights, etc.) within your key solutions. Describe how you leveraged Microsoft's go-to-market programs and/or Co-Sell program to grow your pipeline and accelerate sales opportunities
- Please describe at least one major joint customer win with Microsoft that would demonstrate how your solution provided a differentiated value to customers and leveraged the full relationship with Microsoft



Indirect Provider

The Indirect Provider Partner of the Year Award recognizes partner excellence in transforming the traditional transactional business model into a value-based, solution-provider model that reaches resellers at scale to drive usage, consumption, and customer acquisition growth throughout the partner channel.

The winning award entry will be from an indirect provider that sells through CSP with a demonstrated ability to leverage the breadth of the entire Microsoft solution portfolio. The winning award will demonstrate how the partner is taking a leadership role in driving digital transformation around one or more of Microsoft's four solution areas; modern workplace, applications and infrastructure, data and AI, and business applications by excelling with solutions that drive customer adoption and excellence in the Microsoft cloud suite.

Indirect provider solutions should focus on channel development tools and solutions, such as:

- Business model transformation and innovation—enabling the seamless aggregation, provisioning and transaction of comprehensive solutions built on Microsoft Cloud services and/or Windows 10 devices at scale.
- Leading CSP platform – invested, developed and launched solutions in a CSP marketplace that has been leveraged by a broad ecosystem to scale business on Microsoft cloud.
- Channel development programs —structuring a consistent framework across multiple partner types to enable first sales and maximize customer lifetime value. Key criteria to consider is growth in partner reach, frequency and yield as well as cross selling of Microsoft cloud workloads.
- Organizational enhancements—transformation of the partner's sales and technical teams to position, sell and support re-seller and ISV solutions pivoted around Microsoft cloud services.

Eligibility:

- Indirect Provider that sells through CSP
- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with [co-sell ready](#) offer IP or Services solution.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).

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 you creatively enabled a group of your channel partners to identify a new market opportunity, develop a repeatable value-added solution to meet the customer needs (IP or assembling the components, technical skills, business

model), and plan and execute the go-to-market in one of the four solution areas (modern workplace, apps and infrastructure, data and AI, or business applications):

- Explain how you identified the value-added market opportunity and selected the group of partners.
- Describe how you helped your partners develop their differentiated value-added solutions. Be explicit about the process and your company's role developing the IP (or assembling the components into a solution). Summarize the business model (e.g., recurring revenue from managed services, professional services plus a transaction, a bundle, etc.).
- Summarize how you helped the partner develop the go-to-market, ready their sellers and the role your organization played in taking it to market.
- Be specific about how your infrastructure enabled the provisioning and billing of the solution, as well as your role in helping the channel partner up-sell and cross-sell into a higher-value scenario for the customer.
- Describe how you enabled the partners to ensure customers used (consumed) what they purchased and did not churn. What business intelligence did you use to identify the usage pattern of customers? How did you trigger the expiration alert, and the renewal notification (if there was one)? What was your communication process and cadence? What were the results of your approach?
- How did you use SureStep and Cloud Ascent data to improve the solution selling capability of these channel partners from selling and activating the first to the third customer, and then moving beyond that to driving incremental business through engagement with 4-25 customers?

What was the impact to Microsoft and the indirect provider's revenue and profitability?



Learning

The Learning Partner of the Year Award recognizes a partner who has excelled beyond their peers in the delivery of high-impact Microsoft training solutions. The winning submission will demonstrate creativity, transformation, innovation in overcoming adversity, and the ability to drive training and adoption of Microsoft Cloud technology. The winning submission will display concrete results in helping Microsoft close the technical skills gap while delivering the highest quality customer experience.

Partner submissions should focus on: Commitment and performance as they relate to skilling up customers of all sizes in cloud technologies through targeted Microsoft programs.

Agility and adaption of products and services to successfully meet customer's training needs, which may include shifting to virtual training modalities.

High impact solutions showing progress in closing the technical skills gap.

Eligibility:

- Silver or Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid-market Cloud Solutions*) by January 2021.
- Silver or Gold achieved in any competency via the Learning Option.
- Microsoft Partner in good standing (Microsoft Partner Network Member that has renewed, paid, etc.).
- Track record of performance and compliance.
- Please note that partners that do not meet the competency requirements will be prevented from submitting a nomination. Check your Partner Center dashboard for additional information.

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 the customer impacts of your Microsoft training business in cloud technologies over the last year. Please provide details regarding number and type of students trained, Microsoft assets and programs that you leveraged, and any additional resources you developed or utilized to provide a comprehensive training experience.
- What challenges did you face and how did you solve them? (for example, pivoting to or increasing resources in remote training deliveries)
- Point to specific customer cases in which your organization made a lasting impact. Please include the number of individuals trained and the process of implementing your unique solution for the customer. This may include defining the problem, defining success metrics, and designing and implementing creative solutions.



Microsoft for Startups

The Microsoft for Startups Partner of the Year Award recognizes, on an international scale, a B2B startup organization that built and launched an innovative and unique solution leveraging Microsoft technology – Azure, Power Apps or Microsoft 365. Additionally, the startup stands out above the rest in their partnership with Microsoft.

The successful submission for this award will demonstrate technology that solves a real-world issue, is built on Microsoft technology, and has utilized Microsoft go to market resources. Successful entrants will also demonstrate commercial success through IP Co-sell wins, Azure consumption and billed sales via commercial marketplace platform.

Eligibility:

- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Enrolled or alumni of the Microsoft for Startup program.
- Achieved IP co-sell ready offer status.
- 1 or more solutions available in either Microsoft AppSource or Azure Marketplace.
- Proven customer acquisition through Microsoft co-sell program.

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).

- In your submission please list the solutions you would like to focus on as part of this nomination (include pitch decks and links to the live listings in Azure Marketplace or AppSource).
- Describe how your solution has leveraged Microsoft technologies to bring improved efficiency, productivity, and performance of organizations/industries. (Include relevant case studies).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Dynamics, Power Platform, Microsoft 365, Microsoft Azure etc.).
- Describe how Microsoft for Startups program has helped you build and grow your business.
- Quantify the impact the Microsoft for Startups program has had on your company. For example, number of leads, customer acquisitions, new sales in new geographies, etc.



Solution Assessments

The Solution Assessments Partner of the Year Award recognizes a partner that consistently demonstrates their ability to drive Microsoft Solution Assessments that result in outstanding customer outcomes.

The winning nomination will best demonstrate how a partner uses advanced [data collection](#) (via 1st or 3rd party [tools](#)) and [data analysis](#) practices to help their customer drive a migration and/or modernization outcome.

A representative customer project should show how the partner assessed their customer's existing environment, planned their migration and/or modernization, accelerated adoption of a Microsoft solution(s), included a TCO and/or financial planning business case, right-sized cloud recommendations and helped to drive their customer's business forward with a migration or modernization

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft solution assessment program and working in collaboration with the local Microsoft solution assessment field team.

Eligibility

- Gold level achieved in a Cloud Competency (*Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions*) by January 2021 and/or an ISV with a [co-sell ready](#) offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.)
- Active in the Solution Assessment [Partner Program](#) and will have delivered at least one of Microsoft's published Solution Assessments.
- May have a 1st party discovery and/or analysis tool.
- May be certified in a 3rd party discovery and/or analysis tool.
- Desirable is also Azure Expert Managed Service Providers and/or Azure Advanced Specialization Partners.
- Desirable is also a business case study or reference story about the solution, work or services provided.

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 your customer's initial challenge.
- How did you approach the situation and determine the solution with a Microsoft solution assessment?
- Did you face any challenges during the process, and if so, how did you overcome them?
- Describe the benefits and business impact of your services that resulted in optimizing your customer's infrastructure.
- Describe how your organization's services helped drive cloud adoption.
- How have you developed your Solution Assessment business practice to cross and up-sell Microsoft Solution Assessments? (such as Apps & Infra, Application Modernization, cybersecurity, etc.)
- Did you leverage another Partner (P2P) or deliver the engagement as a managed service? If yes, please explain.
- Please add additional feedback for consideration along with supporting documentation.

Country/Region Partner of the Year Awards



Country/Region

The Microsoft 2021 Country/Region Partner of the Year Award recognizes partners at the country/region level that have had substantial growth in their customer base and/or revenue by driving customer impact and satisfaction with Microsoft Cloud offerings. Partners nominated for this award should demonstrate effective engagement with their local Microsoft office and demonstrate innovation, competitive differentiation, and customer value that results in a profitable business

that showcases the benefits of using Microsoft Cloud services. Partners should also demonstrate their commitment/alignment to Microsoft in one or more of the Solution Areas: Modern Workplace, Business Applications, and/or Azure. The Partner must also demonstrate capability in driving Microsoft's Cloud offerings with Gold level Cloud Competency or Data and Artificial Intelligence Competency and/or co-sell ready offer ISV.

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.

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 your solution used one or more of the latest release Microsoft products to create a unique market offering. Show how the solution is unique and innovative by discussing:
 - The business problem and opportunity your service or solution addressed.
 - The size of the customer's business problem/opportunity.
 - Your marketplace differentiation against other, competing services or solutions (provide links to awards won, press articles, analyst reports, etc.).
 - Which of the Solution Areas: Modern workplace, business applications, application and infrastructure does your service/solution fall within?
- Provide quantitative metrics measuring the positive business impact from your service or solution (for example, return on investment (ROI), decreased costs, increased productivity, financial impact, growth).
- Provide an example of a successful engagement with the local Microsoft office. Include a description of the motive for the engagement, steps taken to engage the local Microsoft office, and the successful outcome (customer win, technology adoption, etc.). Include examples of the type of Microsoft personnel on the engagement.
- Describe how using the latest release Microsoft technologies in your service or solution helped you win against the competition in a customer situation.
- Provide outside references or data sources that give evidence of exceptional customer experience or satisfaction (links to published articles, benchmarks, case studies, videos, white papers, customer testimonials, etc.).
- Briefly describe the number of customers for which you have implemented this specific service or solution.