



# Meetings and Meeting Rooms for Microsoft Teams Advanced Specialization

Program Overview and Requirements



## Program Overview

Partners who demonstrate deep knowledge, extensive experience, and proven success delivering Meetings and Meeting Rooms services and solutions for Microsoft Teams may seek the Meetings and Meeting Rooms for Microsoft Teams advanced specialization.

The way we work has rapidly evolved. With more employees working remotely and on the go, meeting needs have changed. For many organizations, Microsoft Teams is the tool that facilitates a level of collaboration and engagement on par with face-to-face meetings. In April 2020, we saw more than 200 million Microsoft Teams meeting participants in a single day – generating more than 4.1 billion meeting minutes. In fact, “Microsoft has seen two years’ worth of digital transformation in just two months.”<sup>1</sup>

Microsoft Teams delivers a unique, end-to-end meeting experience that brings back the human element of face-to-face interaction while helping people stay focused before, during, and after the meeting.

Creating a Meetings and Meeting Rooms practice for Microsoft Teams provides partners with a unique opportunity to drive customer business value and simplified meeting technologies that can increase customer lifetime value and develop new revenue streams for partners.

The Meetings and Meeting Rooms for Microsoft Teams advanced specialization allows partners with an active Gold Cloud Productivity Competency to further differentiate their organizations, demonstrate their capabilities to deploy and manage meeting services and solutions for Microsoft Teams, and build stronger connections with customers.

Partners who earn an advanced specialization will have a customer-facing label displayed on their business profile, and get prioritization in customer searches in the [Microsoft partner directory](#). For those reasons, this opportunity is available only to partners who meet these additional, stringent requirements.

[Learn more about advanced specializations](#)

[Learn more about the Meetings and Meeting Rooms partner opportunity](#)

## What are the requirements?

Eligible partners must meet the highest standards for service delivery and support. All requirements will be verified by Microsoft and/or a third-party vendor, either automatically or by manual review, and are subject to change.

Requirements	Details
Related competency	Maintain an active Gold Cloud Productivity Competency
Performance	Achieve a minimum of 5,000 monthly active usage (MAU) growth of Microsoft Teams in a trailing twelve-month period (CPOR data)
Knowledge	Your organization must have at least four individuals that have passed the <a href="#">Microsoft 365 Certified: Teams Administrator Associate</a> and the <a href="#">Teams Meetings and Meeting Rooms Technical Assessment</a> .
Customer references	Provide three customer references that demonstrate your ability to deploy and manage meeting services and solutions for Microsoft Teams. Review our <a href="#">guidelines for customer references</a> before submitting.
Annual renewal	Your advanced specialization and associated benefits will remain in place for one year but require that you keep your gold competency status in place. If you do not maintain your gold competency, you will lose your advanced specialization status. On your renewal date, you will need to meet the current program requirements which may evolve over time.

## Updates to Cloud Productivity competency and applicable advanced specializations

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

## How do I apply?

Only administrators of an organization's Microsoft partner account can submit an application for the Meetings and Meeting Rooms for Microsoft Teams advanced specialization on behalf of the organization. If you have the appropriate role and access, you can apply by signing in to Partner Center and navigating to your Partner Center dashboard > Competencies > advanced specialization. If you are still in PMC, review our [help page](#) and [transition guide](#) to learn more about how to move your membership to Partner Center. Once you have moved, you can apply through your Partner Center dashboard.

<sup>1</sup> "2 years of digital transformation in 2 months" blog by Jared Spataro, Corporate Vice President for Microsoft 365: <https://www.microsoft.com/en-us/microsoft-365/blog/2020/04/30/2-years-digital-transformation-2-months/>