

# Microsoft Partner Network Partner of the Year Awards 2020

## **Award guidelines preview for partners**

**Self-nominate using award application submission tool**

**Tool opens on February 27, 2020 and closes on May 12, 2020**

<https://partner.microsoft.com/inspire/awards>

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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, once again, recognizes 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 2020 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.

2020 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 letters from key Microsoft executives

### Start preparing your award nominations today

Use this award guidelines document to preview all of the 2020 Microsoft Partner Network award categories and questions and to fully prepare your entry offline. The 2020 Microsoft Partner Network Partner of the Year Award Submission Tool **opens on February 27, 2020 and closes at 11:59 P.M. Pacific on May 12, 2020**. 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 2020 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 27, 2020 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 27, 2020** tutorial (PDF) is located within the application tool.

- All final nominations must be submitted **by May 12, 2020 at 11:59 P.M. PST**. 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 Network 2020 Partner of the Year Awards team](#) and allow 48 hours for a response.

# Azure awards

## AI and machine learning

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 & Machine Learning 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, 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

### 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 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- Have a co-sell ready 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.).



## Application innovation

The App Innovation 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 emerging technologies, such as; Azure App Service, Azure Kubernetes Service, GitHub, Blockchain, API Management and AI. The partner must supply a customer example that showcases visionary thinking where an investment in application innovation 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.

### App Innovation solutions should focus on:

- Providing a seamless experience across devices by providing unique user experiences, ideally showcasing innovations in IoT or Augmented/Virtual Reality or use cases of app experiences on the edge
- Leveraging scalability of the cloud to address unpredictable load
- Enhancing user experience through Artificial Intelligence
- Apps developed while maintaining DevOps best-practices

### Eligibility:

- Gold level for Cloud Platform Competency achieved by January 2020 or Co-Sell Ready App Innovation solution representing the submitted case. Note: Co-Sell Ready Solution will be weighted higher in judging than Cloud Competency requirement.
- Microsoft Partner Network Partner in good standing (MPN 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.

## Azure Influencer

The Azure Influencer Partner of the Year Award recognizes a partner that has excelled in delivering outstanding business value to Microsoft by influencing customer adoption of an Azure Cloud platform solution when Amazon Web Services and/or Google Cloud Platform were incumbent. The winner will demonstrate a repeatable, portable solution that drives innovation, differentiation and value to the customer's core business. The showcased solution should be a migration from the competitive platform to Azure.

### Eligibility:

- Gold level achieved by January 2020 in the Microsoft [Cloud Platform competency](#), Data Analytics or Data Platform and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- 1 or more Co-Sell Ready Solutions tagged with a priority scenario within Azure (check with your PDM).
- Partner influenced customer to switch from AWS or Google Cloud Platform
- Current participation in Microsoft Partner Incentives; programs such as Microsoft FastTrack, Microsoft Cloud Solution Provider Program (CSP) are a plus.

**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).

### Customer's need/challenge:

- Description of previous customer use of AWS or GCP
- Description of Azure solution architected, and which parts of the incumbent AWS or GCP solution were migrated to Azure
- Describe the time and level of effort needed to migrate the solution to Azure
- Competitive advantage of the solution delivered in the Azure platform
  - Include specifics on the decision process that the customer followed
  - Include specifics on why Azure was selected, and the key competitive advantages that drove the decision to deploy in Azure.
- How the solution impacted customer's core business
  - Benefits achieved
- Repeatability, portability, and broader market potential of the solution

## Data analytics

The Data 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 solution leveraging one or more of Microsoft's Big Data Analytics services (Synapse/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 2020 and/or [co-sell ready](#) ISV
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- Partner to have a co-sell ready solution leveraging one or more of Microsoft's Cloud Scale Analytics services (Synapse/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)

**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.).



## Data estate modernization

The Data Estate Modernization Partner of the Year Award recognizes a partner that delivers an outstanding solution based on the Microsoft data platform. The winning self-nomination will have empowered a customer with a solution that takes advantage of the leading capabilities of Microsoft data platform across on-prem and Azure for mission critical applications with a focus on high availability, performance or high scale or hybrid applications leveraging SQL Server and/or a set of Azure Data services. The solution must use Enterprise edition of Microsoft SQL Server 2016/2017 and/or Azure Data Services (one of SQL DB, Cosmos DB or MySQL/Postgres/MariaDB) in a mission-critical environment. Winning solutions may also highlight opportunities where you've modernized customers from older versions or migrated them from competitive solutions.

### Eligibility:

- Be Gold in Microsoft's [Data Platform competency](#) by January 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- Have a co-sell ready IP/ISV application leveraging Microsoft Data Platform.

**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 value did your solution provide? (e.g. cost reduction, better data governance, higher performance, journey to the Cloud).
- What on-prem and Microsoft Azure Data 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?
  - 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.

## Datacenter migration

The Datacenter Migration Partner of the Year Award recognizes a partner that excels in delivering applications or services solutions that accelerate Enterprise customers 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, 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 likely exemplify best practices in the following areas:

- Inventory of existing applications and infrastructure services
- Assessment of the inventories application and services ability to migrate or modernize to Azure
- Migration **at scale**
- Modernization **at scale**
- Project management of large scale Datacenter migrations to deliver projects on time and in budget

### 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 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- 1 or more solutions in the OCP Catalog (Marketplace) tagged for Server Migration.

**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 Datacenter Migration solution/project. Describe the specific customer scenario(s) and problem(s) solved by the solution/project. 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?
  - Azure consumption per annum after the transformation.
- 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 the project. Include information such as:
  - How the project impacted your customers' businesses (such as making them more competitive) and including return on investment (ROI) figures (cost reduction, increased productivity, etc.)?
- Is this project specific to one customer or does it have broader market potential?
- Which key industry vertical was the project executed in and how you foresee any new industry expansion for your business?

- Can the transformation approach 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.)

## DevOps

The DevOps Partner of the Year Award recognizes a partner who excels at delivering modern applications by leveraging the people, processes, development tools and platforms to create, or support the creation of great software through the connected use of Microsoft's developer tools and platforms. Partner submissions must demonstrate a substantial impact on a customer's business through their effort to design or support the creation of innovative apps based on Azure. Preferred solutions should leverage technologies like GitHub, Azure DevOps or third-party DevOps solutions, running on Azure.

### Eligibility:

- Gold level in [Cloud Platform](#) Competency by January 2020 and/or [co-sell ready](#) ISV.
- Active in the Microsoft [DevOps](#) Competency (Gold or Silver).
- Microsoft Partner Network Partner in good standing (MPN 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 matured/accelerated the DevOps processes of a specific customer with a distinct approach and highlight the business impact your solution created. Be sure to include the following results in your description:

- Describe the pre-existing customer situation, including their DevOps toolchain, development challenges, roadblocks, and lost opportunities (if applicable) **BEFORE** you provided your services. Explain the customer's environment and business processes **AFTER** providing your solution. Give specific examples where possible.
- Describe the DevOps-specific **solution and the services** you provided to the specific customer (what did you do)? Which of the following technologies are included: Azure DevOps, GitHub, Terraform, Ansible and/or third-party DevOps solutions (please list the technologies used)?
- Describe the areas of impact for the customer by way of team collaboration, project planning, quality enablement, software testing, agile planning, automation through significant changes in terms of speed, quality, deployment, uptime, reduction in costs and organizational roadblocks, customer satisfaction improvements or other types of business or development impact.
- Describe how DevOps motivated the customer's overall digital transformation. How did your solution impact the customer's application modernization strategy? How did it compel the usage of other Azure platform services (ie: Azure Kubernetes Service, Azure Functions), Azure AI/ML services, or Azure IoT services?
- Please share evidence of the **software development impact** (numbers, results, changes) for this solution and any impact it had.
- Is this solution repeatable? Describe how you have replicated the success of this engagement across other customers with similar challenges.



## 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 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- [Co-Sell Ready](#) IoT Solution included within the OCP Solution Catalogue

**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.)

## 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 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN 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.)

## 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 (MPN Members that has renewed, paid, etc).
- 1 or more solutions in the OCP Catalog (Marketplace) tagged for Linux Server Migration or OSS DB Migration, or a [co-sell ready](#) ISV.
- Should have at least one customer case study publicly available, illustrating success of the open source solution on Microsoft Azure.

**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.).

## 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
- Reporting, Analytics, Dashboarding and/or Data Visualization

### 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 2020 and/or [co-sell ready](#) ISV.
- Be active in the Microsoft [Cloud Platform Competency](#) or [Data Analytics competency](#)
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- 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

## Connected field service

The Connected Field Service Partner of the Year Award recognizes a partner that excels at providing innovative and unique customer solutions centered on Microsoft Dynamics 365 for 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 for 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. Connected field service solutions qualify for this award.

### Eligibility:

- Gold level achieved in [Cloud Business Applications](#) achieved by January 2020 or [co-sell ready](#) ISV Microsoft Partner Network member.
- Solution must be built/deployed in the cloud and based on the combination of Dynamics 365 Field Service
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Partner should have one (1) or more solutions in Microsoft's commercial marketplace (either Microsoft AppSource or 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).

- Describe how your organization is embracing the cloud business opportunity presented by the digital transformation as it pertains to Microsoft Dynamics 365 Field Service, Dynamics 365 Customer Insights, Dynamics 365 Virtual Agent for Customer Service, Dynamics 365 Customer Service Insights and Azure IoT combined around Connected Field Service scenarios, 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. 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 for Field Service around a Connected Field Service scenario. 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 Connected Field Service from Microsoft 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. This can include the integration of Office 365, PowerBi and/or Azure IoT, Dynamics 365 Customer Insights and/or Dynamics 365 Customer Insights, Dynamics 365 Virtual Agent for Customer Service, Dynamics 365 Customer Service Insights centered Dynamics 365 Field Service  
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.



## 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 based 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 shifting their business to the cloud. Winning solutions may also highlight opportunities where you've upgraded customers from on premise or migrated them from competitive solutions.

### Eligibility:

- Gold level achieved in the [ERP Competency](#) achieved by January 2020 and/or [co-sell ready](#) ISV Microsoft Partner Network Center member.
- Solution must be built/deployed in the cloud and based on the latest version of Dynamics 365 Business Central.
- Microsoft Partner Network Partner in good standing (Partner Network Member that has renewed, paid, etc).
- Partner should have one (1) or more solutions in Microsoft's commercial marketplace (either Microsoft AppSource or 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).

- 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. 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. 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 business central cloud 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. This can include the integration of Office 365, PowerBI and/or Azure with Dynamics 365 business central.
- 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.

## Intelligent sales & marketing

The Intelligent Sales & Marketing Partner of the Year Award recognizes a partner that excels at providing innovative and unique customer solutions based on Microsoft Dynamics 365 for 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, Microsoft Dynamics AI for sales, Microsoft Dynamics 365 customer insights and Microsoft Dynamics 365 marketing investments in a combined intelligent sales & marketing customer-facing offering. 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 shifting their business to the cloud. Winning solutions may also highlight opportunities where you've upgraded customers from on premise or migrated them from competitive solutions.

### Eligibility:

- Gold level achieved in [Cloud Business Applications](#), achieved by January 2020 or [co-sell ready](#) ISV Microsoft Partner Network member.
- Solution must be built/deployed in the cloud and centered on Dynamics 365 Sales and Dynamics 365 Marketing and leverage Dynamics 365 Customer Insights and/or Dynamics 365 Sales Insights.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc)
- Partner should have one (1) or more solutions in Microsoft's commercial marketplace (either Microsoft AppSource or 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).

- Describe how your organization is embracing the cloud business opportunity presented by the digital transformation as it pertains to Microsoft Dynamics 365 Sales & 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. Describe the specific customer scenario(s) and problems solved by the solution. 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 and 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 Sales cloud 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. This can include the integration of Office 365, Power BI and/or Azure, Dynamics 365 Customer Insights, Dynamics 365 Marketing, Dynamics 365 AI for Sales with Dynamics 365 for Sales.
- 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.

## Modernize finance and operations

The Modernize Finance and Operations Partner of the Year Award recognizes a partner that excels at providing innovative and unique customer solutions based on Microsoft Dynamics 365 for finance and operations. 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 for finance and operations 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 shifting their business to the cloud. Winning solutions may also highlight opportunities where you've upgraded customers from on premise or migrated them from competitive solutions.

### Eligibility:

- Gold level achieved in [Cloud Business Applications](#), achieved by January 2020 or [co-sell ready](#) ISV Microsoft Partner Network member.
- Solution must be built/deployed in the cloud and based on the latest version of Dynamics 365 for finance and operations.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network members that has renewed, paid, etc).
- Partner should have one (1) or more solutions in Microsoft's commercial marketplace (either Microsoft AppSource or 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).

- Describe how your organization is embracing the cloud business opportunity presented by the digital transformation as it pertains to Microsoft Dynamics 365 for Finance and Operations 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. 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 for Finance and Operations. 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 Finance and Operations cloud 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. This can include the integration of Office 365, PowerBI and/or Azure and/or Connected Commerce (Retail), Dynamics 365 Fraud Protection, Dynamics 365 Customer Insights with Dynamics 365 for Finance and Operations
- 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.

## Power Apps and Power Automate

The Business Applications Power Apps and Power Automate Partner of the Year Award recognizes a partner that excels at providing innovative and unique IP built on top of Microsoft Power Apps and/or Power Automate and leveraging the Common Data Service or that excels at implementing and promoting the adoption of Microsoft Power Apps and/or Power Automate at departmental or organizational level for Citizen Developers to build their own apps to address business challenges. The successful entrant for this award will have demonstrated success on a global scale by providing industry specific solutions that help customers transform their business in this digital age. Nominees will also need to demonstrate a proven track record of cloud business growth driving not just driving Power Apps and/or Power Automate sales in addition to their own solutions but also Microsoft 365, Power Virtual Agents, , Power BI solutions and other value-adding Azure services provided by Microsoft. Nominees may also highlight opportunities where they have migrated customers from competitive platforms or brought net-new customers in untapped markets/industries to the Business Applications 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 2020 and/or ISV [co-sell ready](#) and/or co-sell ready IP or Services solution.
- Solution must be built/deployed in the cloud
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
- Partner should have one (1) or more solutions in Microsoft's commercial marketplace (either Microsoft AppSource or 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).

- Describe how your organization is embracing the cloud business opportunity presented by the digital transformation as it pertains to Microsoft 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 industry/vertical, by customer segment, or by business process.
- Choose one solution. Describe the specific customer scenario(s) and problems solved by the solution. Explain how your organization helped your customer(s) solve a business problem, win more customers, deliver better customer service, empower Citizen Developers or achieve another business goal with your Microsoft Power Apps and/or Power Automate based solution. 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 Power Apps and/or Power Automate based solution. 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 solution. This can include the integration of Office 365, Microsoft Power Virtual Agents, Microsoft Power BI and/or Azure with your solution
- In addition, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customers.



## Power BI

The Power BI Partner of the Year Award recognizes a partner who has delivered a Business Analytics solution based on the Power BI cloud service. The winning solution will have augmented a customer's resources with self-service analytics and enabled the customer to transform data into actionable insights to make informed decisions. The solution must at least include the Power BI service as an architectural component and could also include other Power Platform components and the latest versions of Microsoft SQL Server and Microsoft cloud services in Azure (i.e.: Analytics, AI + Machine Learning), Microsoft 365 (including SharePoint Online) and others. Winning solutions may also highlight opportunities where you've upgraded customers from older versions or migrated them from competitive Business Intelligence solutions.

### 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 2020 and/or [co-sell ready](#) IP or Services solution.
- Be active in the Microsoft [Data Analytics competency](#).
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that have renewed, paid, etc).
- Partner should have one (1) or more solutions in Microsoft's commercial marketplace (either Microsoft AppSource or 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.
- Please describe the benefits & business impact of your solution and the products (include version) and technologies used. How has your solution helped your customer adopt a data driven culture and how has the adoption of your solution empowered business users to access reports, KPIs and/or dashboards on their own
- 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.).

## Proactive customer service

The Proactive Customer Service Partner of the Year Award recognizes a partner that excels at providing innovative and unique customer solutions based on Microsoft Dynamics 365 for 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 for 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 shifting their business to the Cloud. Winning solutions may also highlight opportunities where you've upgraded customers from on premise or migrated them from competitive solutions.

### Eligibility:

- Gold level achieved in [Cloud Business Applications](#), achieved by January 2020 and/or ISV [co-sell ready](#) Microsoft Partner Network member.
- Customer Solution must be built/deployed in the cloud and based on the latest version of Dynamics 365 for Customer Service.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc).
- Partner should have one (1) or more solutions in Microsoft's commercial marketplace (either Microsoft AppSource or 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).

- 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. Describe the specific customer scenario(s) and problems solved by the solution. 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 cloud 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. This can include the integration of Office 365, Power BI and/or Azure, and especially Dynamics 365 Customer Service Insights, Dynamics 365 Forms Pro, Dynamics 365 Virtual Agent for Customer Service, and Dynamics 365 Customer Insights together with 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.

# 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 2020 and/or [co-sell ready](#) ISV.
- Have a co-sell ready 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 (MPN 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 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 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).

## 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, 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.

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 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- Have a co-sell ready 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).
- Describe how your use of these technologies addressed your education 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).

## 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 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN 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 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 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- Have a co-sell ready 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:

- 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 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- Have a co-sell ready 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 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. 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 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- Have a co-sell ready 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 manufacturing and chemicals/agrochemicals 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 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- Have a co-sell ready 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 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).
- Describe how your use of these technologies addressed your manufacturing 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).

## 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:

- 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 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- Have a co-sell ready 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 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).

## Retail

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/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 retail 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 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- Have a co-sell ready 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 retail 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 retail 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).

# Modern workplace awards

## Apps & solutions for Microsoft Teams

The Modern Workplace Apps & Solutions for Microsoft Teams Partner of the Year Award honors an ISV/SI partners that have helped customers transform their workplace by having built an application that amplifies Teams core collaboration features, is customer centric, has enabled Graph API, and Enterprise Security.

Application should demonstrate the following:

- It empowers employees / makes them more productive
- Engages customers (e.g. improving customer support/communication)
- Optimizes operations
- Connects workflows

Other characteristics of the winning solution will be:

- Partner has demonstrated leadership in one or multiple key industries.
- Solution leverages at least one key extensibility Teams features such as: bots, tabs, messaging extensions, etc.
- 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](#) by January 2020 and/or [co-sell ready](#) ISV.
- Have at least 1 published application in Teams Store or AppSource by March 2020.
- 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:** 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 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.

## Calling and meetings for Microsoft Teams

The [Calling and Meetings 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 how your organization has transitioned your communications practice from Skype for Business to Microsoft Teams and/or how your organization added Teams calling and meeting capabilities to complement your existing portfolio and is delivering end-to-end solutions. Those include assessments, planning workshops, deployment roadmaps, managed services and support to enhance how people communicate and collaborate.

Your nomination should showcase a customer example of culture transformation using Microsoft Teams for calling and/or meetings by describing how your organization has delivered modern calling and/or meetings services and engagement with your customers. To be successful, your entry will need to include proof-points that demonstrate how your services or solutions are solving customer business challenges, winning against the competition, and enabling organizations to harness the power of calling and/or meetings in 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:

- Gold level achieved in [Cloud Productivity](#) before January 2020 and/or [co-sell ready](#) ISV.
- Must have an active silver or gold [Microsoft Communications Competency](#).
- 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 meeting rooms offerings (don't 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 does 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 Teamwork Assessment, Microsoft Teams Partner Guide for Calling and Meetings 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 solution met their needs. 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 capabilities in Teams and highlight innovative use cases you have enabled with your customer(s). Please include devices deployed for your solutions including Microsoft Teams meeting rooms.
- Describe how your services for Microsoft Teams calling and/or meetings 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 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 Office 365 accessibility features to deliver a more inclusive solution.

## Modern endpoint management

Modern Endpoint Management Partner of the Year Award recognizes a partner with proven expertise in helping customers modernize their device management and identity posture while enabling IT organizations to manage their ecosystem with a lower cost. This modernization includes deployment of Windows 10 & Office 365 Pro Plus, 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 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 is running evergreen builds of Windows 10 and Office 365 ProPlus.

This innovative partner solution should also bolster the customer's security and compliance positions, demonstrate the partner's distinctive process & intellectual property, solve unique customer business problems, and encompass all smart endpoints deployed.

The partner solutions ideally will highlight other supporting technologies such as Desktop Analytics, Microsoft Defender Advanced Threat Protection (MDATP), Azure Active Directory Premium, and Windows 10 line-of-business applications.

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 [Microsoft Competency](#) in the following: (1) [Windows and Devices](#), and (2) [Cloud Productivity](#) by January 2020 and/or [co-sell ready](#) ISV.
- Must have deployed Endpoint Management solutions for customers (such as Azure Active Directory, Intune, ConfigMgr with co-management enabled, etc.)
- Microsoft Partner Network Partner in good standing (MPN 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).

- Described the scope of your modern endpoint management offerings: (1) What services do you provide to customers? (2) How do these services position you uniquely relative to other partners? (3) How many customer organizations do you currently service?
- 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.
- Describe how your service or solution addressed the issue / opportunity above, including specific business impact created (i.e., security / compliance enhancement, adoption acceleration, operational cost reduction, business productivity, and customer satisfaction). Make specific

reference to any features specific to Microsoft Endpoint Manager, Intune, ConfigMgr, Desktop Analytics, Azure Active Directory, Windows 10 and Office 365 ProPlus that were used (Windows Autopilot, for example).

- 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?
- 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.).
- How did you measure customer adoption & satisfaction with this solution and what were the results?

## Modern workplace for firstline workers

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

Partners may have engaged this audience through envision and deployment of Firstline worker solutions with Microsoft Teams, deliver adoption services targeting this audience or having built an application that amplifies Teams core collaboration features that enables Firstline workers digital transformation. The best solution in this category are is customer centric, provides a great mobile experience, and addresses enterprise security considerations through the management of identities and devices. This award will recognize the partner who paid special attention to Firstline Workers and can demonstrate via a customer case study, an increase in Firstline productivity and satisfaction or a decrease in associated costs. Specifically, the submission should highlight how. The solution helped Firstline Workers in one of the following ways:

- ✓ Empowering Firstline Workers
- ✓ Engaging Customers
- ✓ Optimizing Operations
- ✓ Connecting Workflows

In addition, partner has demonstrated leadership in one or multiple key industries such as retail, healthcare, manufacturing, banking, hospitality or HR & 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 Firstline workers.

### Eligibility:

- Gold level achieved in [Application Development competency](#) and/or [Application Integration competency](#) and/or [Collaboration and Content](#) and/or [Cloud Productivity](#) and/or [co-sell ready ISV](#).
- Have at least 1 published application in Teams Store or AppSource by March 2020.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- 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](#)

- 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.

## Project and portfolio management 2020

The Project and Portfolio Management (PPM) Partner of the Year Award, 2020, 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.

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 Plans, 1, 3, and 5 products. Submissions based on Project Server do not qualify for the PPM Partner of the Year 2020 award. 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 [Project and Portfolio Management Competency](#) by January 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- Have at least one public facing Customer Case Study on the success story you are submitting for the 2020 Project and Portfolio Management Partner of the Year Award.

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

### Consistent marketing and sales engagement

Provide evidence of your consistent marketing engagement throughout FY20 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 and/or Project Online Desktop Client) in FY20 that resulted in a large user base for Microsoft. Implementations that resulted in using other Microsoft products including, but not limited to: Azure DevOps, Power Apps, PowerBI, Azure Services, and Teams, will be highly regarded.

In your submission please highlight the following information:

Please share your company's diversity and inclusion policy and any changes that have resulted from the implementation of that policy.

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, Power Apps, 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 and compliance

The Security and Compliance 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 and compliance capabilities in Microsoft 365 and Microsoft Azure. Security and compliance 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 E5 stack and Microsoft Azure. For example: Windows Defender Advanced Threat Protection, Office 365 Advanced Threat Protection, and Azure Advanced Threat Protection work well together, 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 Threat Protection, Microsoft Information Protection, or Security Management to more effectively monetize and differentiate their managed security services offering. With the General Availability of the Microsoft Graph Security API, we 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.

In addition to fully embracing and driving Microsoft 365 security and compliance end-to-end, partners who would like to be considered should also have documented customer Microsoft 365 E5 wins. Partners are strongly encouraged to document if they have utilized Microsoft programs such as the Security Workshops to enable customer conversations, resulting in an E5 win.

In summary, we will prioritize submissions in which partners showcase a Microsoft 365 E5 win that includes deployment and management services to help customers adopt 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 Partner for Security/Compliance AND/OR FastTrack Ready Partner
- Microsoft Partner Network Partner in good standing (MPN 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 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 and compliance goals by fully utilizing Microsoft 365 E5 security and compliance 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 using Microsoft 365 E5? 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 and compliance 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 and compliance projects. In these cases, please reference the industry and scale of the solution provided as a substitute.

## Teamwork

The Microsoft [Teamwork Partner of the Year](#) Award recognizes partners who demonstrate a proven capability to deliver best in class complete Microsoft teamwork solutions supporting customers through their digital transformation journey. The teamwork award winners will demonstrate how the customer engagement helped establish Microsoft Teams as the customer's centralized communication and collaboration hub and integrated additional Microsoft technologies such as SharePoint Online, OneDrive, Exchange Online, and Yammer. Partner nominations should highlight the significant impact their engagement had on delivering the end-to-end teamwork vision and showcase how it has revolutionized the way customers collaborate using Microsoft 365.

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

Entries that pertain predominantly to calling and meetings for Microsoft Teams should be submitted for the calling and meetings for Microsoft Teams award, additionally there are new awards that partners may consider applying for this year including, modern workplace for firstline worker and apps and solutions for 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.

### **Eligibility:**

- Gold level achieved in [Cloud Productivity](#) competency by January 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN 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).

### **Details to include:**

- Describe the customer business opportunity and industry 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.
- How is your solution unique in the marketplace and specifically how did you demonstrate innovation leveraging Office 365 and other Microsoft technologies? Is this solution specific to

one customer or does it have broader market potential? Please indicate which Microsoft technologies were utilized, and industry as applicable.

- Please indicate if teamwork assessment program or materials used in the customer engagement?
- Please describe your services capabilities in terms of envisioning, enablement, driving usage, and providing managed services.
- 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 company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution?
- Describe how your solution helps improve business processes by integrating into or enhancing core line of business systems e.g. ERP, CRM, supply chain solutions, etc.
- Please indicate the delivered solution leveraged Office 365 [accessibility features](#) to deliver a more inclusive solution.

## Other 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 2020 and/or co-sell ready ISV.
- Microsoft Partner Network Partner in good standing (MPN 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 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, 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).

## Alliance global ISV

The Alliance Global Independent Software Vendor (ISV) Partner of the Year Award recognizes great success from a Microsoft global managed ISV which has demonstrated customer focus and success with Microsoft on a global scale. The winning partner will offer great differentiated value and customer experiences that are built on Microsoft's Azure, Dynamics and/or M365 platform. The partner will show how the Microsoft Cloud Platform helps to offer deep product differentiation, product innovation and the creation of innovative business models. In addition, the partner will demonstrate that Microsoft's Partner-first vision, incl. GTM- and Cosell engines, result in accelerated business growth which has subsequently driven Microsoft Cloud consumption.

### Eligibility:

- Must be a Microsoft globally managed ISV company and demonstrate public commitment to Microsoft Azure such as PR, case studies, website, etc.
- ISV solution must leverage unique Microsoft Cloud platform technology (Cloud services, Azure Data Services, AI, Dynamics, Power Platform, Teams)
- ISV solution must have wins on Microsoft's Cloud platform in multiple geographies
- ISV solutions must be publicly available either through Azure Marketplace or Appsource or a commitment to list in one of the storefronts by end of FY20

**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 Cloud services deliver unique value to your customers and differentiate from your ISV competitors. How did you adapt your business models to Cloud and how does this solve your customer pain points?
- What core Microsoft technologies were used to develop the solution and list the ones that have accelerated your time to solution?
- Describe how you leveraged Microsoft's Go To Market programs and/or CoSell program to grow your pipeline and accelerate sales opportunities
- Upload any outside references or data sources that illustrate exceptional customer showcase with your solution (links to published articles, case studies, videos or customer testimonials).

## Diversity and inclusion changemaker

The Diversity and Inclusion (D&I) Changemaker Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to help solve D&I challenges for customers and demonstrating thought leadership in diversity and inclusion.

D&I has grown in its strategic importance to higher organizational and business performance as well as innovation and market value. To help drive technology and industry transformation, we look to solutions and services that help all organization optimize ideas, skills, experience and resources from all facets of talent contribution. The successful submission for this award will demonstrate D&I industry connected with technical knowledge and expertise, as well as consistent, high-quality, predictable service or solutions delivery. 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.

### Eligibility:

- Achieved a silver competency by January 2020 and/or have co-sell ready solution
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc).
- Have a current [Microsoft Partner Center](#) marketing profile.
- Case study or reference story about the solution, work or services provided
- Partner should have one (1) or more solutions in Microsoft's commercial marketplace (either Microsoft AppSource or 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).

- Describe your customer's diversity and inclusion challenge or opportunity your solution or service addressed.
  - Please provide 2 customer references (please enter customer references in the designated section in the tool, under the executive summary upload section).
- In what ways has your diversity and inclusion solution or service helped your customer enable measurable business results?
- Is your diversity and inclusion 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.).
- Describe how Microsoft technologies are used and applied by your solution or service. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI)

- How long has your diversity and inclusion 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).



## 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 Azure Marketplace or Microsoft AppSource.

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 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- 1 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.

## Community Response

The Community Response Partner of the Year Award recognizes a partner organization that has made great impact 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 recognize 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. Today, more than ever, we need to collaborate and co-innovate to meet those customer's needs. 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 positive impact during this difficult time.

### Eligibility:

- Achieved a silver competency by March 2020 and/or have co-sell ready solution
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members who have renewed, paid, etc).
- Have a current [Microsoft Partner Center](#) marketing profile.
- Case study or reference story about the solution, work or services provided
- Partner should have one (1) or more solutions in Microsoft's commercial marketplace (either Microsoft AppSource or Azure Marketplace).

**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 (supporting URL's are to be included in the summary or supporting documents). Summary has an 8,000-character limit (includes spaces).

- Describe the challenge or opportunity your solution or service addressed.
  - Please provide 1 customer reference
- In what ways has your solution or service helped your customer overcome challenges during this time?
- Is your 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.).
- Describe how Microsoft technologies are used and applied by your solution or service. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI)
- 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? (roadmap, services, market adoption, etc).

## 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 demand, 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 more effectively and efficiently reach prospects and convert them to loyal, repeat customers. This award will ask for customer references that Microsoft can verify. Please be sure that the customers 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've 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.*

## 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 2020 and/or [co-sell ready](#) IP or Services solution.
- Microsoft Partner Network Partner in good standing (MPN 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 GTM 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 GTM, 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 didn't 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 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 and the ability to drive training and adoption of Microsoft Cloud technology through multiple training modalities. 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
- 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 2020 and/or [co-sell ready](#) ISV.
- Silver or Gold achieved in any competency via the Learning Option
- Microsoft Partner Network Partner in good standing (MPN Members 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).

Choose one Training engagement / program. Describe the specific customer scenario(s) and problem(s) solved. Include your customer's skills or business challenge and provide examples of the before and after solution implementation scenarios.

1. Please describe the Microsoft training assets, modalities, services and resources used to deliver your training solution.
2. Please describe the benefits & business impact of your solution and the specific impact by technology area. Be specific about the number of people trained and proof of the skills obtained.
3. While the focus should be on specific implementations of Microsoft training solutions, address steps your organization has taken to replicate across the broader market.
4. You may 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).

## 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 M365. 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 2020 and/or [co-sell ready](#) ISV
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- Enrolled or alumni of the Microsoft for Startup program
- Achieved IP Co-Sell Ready 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.



## Partner for social impact

The Partner for Social Impact Award recognizes a best in class Microsoft partner who has helped accelerate the digital transformation of nonprofit organizations. The winning partner will be able to articulate how their solution, including their managed services, enabled a nonprofit organization to be more productive, more innovative, and ultimately, to drive greater societal impact.

### 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 2020 and/or [co-sell ready](#) ISV.
- Microsoft Partner Network Partner in good standing (MPN Members that has renewed, paid, etc).
- Public facing (up-to-date) website with nonprofit specific offers in market.
- 2+ published Nonprofit customer references and/or case studies in FY19/ FY20.  
The reference customer must be a qualified nonprofit organization according to Microsoft's eligibility requirements.

**Template to complete:** Please use the **Microsoft Partner of the Year partner for social impact 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.

- Identify the nonprofit solution area or practice that maps to the solution you implemented (see Appendix in PowerPoint slide for reference). Please also indicate if your solution leverages the Common Data Model (not a pre-requisite for award submission). **Use answer to fill out PowerPoint slide 5.**
- Describe the nonprofit organization's business challenge, the solution that was provided and the societal impact the nonprofit organization was able to make, including how this solution or cloud service impacted the beneficiaries (end-to-end impact). **Use answer to fill out PowerPoint slide 6.**
- *Please provide the nonprofit organization contact information you worked with on **PowerPoint slide 7.*** Microsoft may contact the nonprofit organization for verification purposes, so please inform them and gain consent before sharing their contact information.

## Solution assessment

The Solution Assessment 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 1<sup>st</sup> or 3<sup>rd</sup> party [tools](#)) and [data analysis](#) practices to help their customer maximize value, minimize risks, and achieve more with their IT investment.

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), maximized licensing, right-sized cloud recommendations and helped to drive their customer's business forward.

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 2020 and/or co-sell ready ISV.
- Microsoft Partner Network Partner in good standing (MPN 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 1<sup>st</sup> party discovery and/or analysis tool.
- May be certified in a 3<sup>rd</sup> party discovery and/or analysis tool.
- 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 SAM services helped drive cloud adoption.
- How have you developed your solution assessment business practice to cross and up-sell Microsoft solution assessments? (such as cloud economics, contract optimization, 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.

## Surface Hub

The Surface Hub Partner of the Year Award recognizes the Surface Hub reseller 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've secured new strategic customers or migrated key customers to Surface Hub from competitive solutions.

### **Eligibility:**

- Gold level achieved in Windows and Devices Competency by January 2020 —Surface Hub option, and or ISV co-sell ready.
- Microsoft Partner Network Partner in good standing (MPN 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).

### **FY20 Surface Hub Highlights:**

- Outline your outstanding Surface Hub accomplishments made in Fiscal Year 2020
- 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 FY20.
- 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) FY20.
- 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 FY20.
- 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 M365 (e.g. Teams).

## Surface PC

The Surface PC 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've secured new strategic customers or migrated key customers to Surface from competitive solutions.

### **Eligibility:**

- Gold level achieved in Windows and Devices Competency by January 2020 —Surface Reseller, and/or ISV co-sell ready.
- Microsoft Partner Network Partner in good standing (MPN 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).

### **FY20 Surface PC Highlights:**

- Outline your outstanding Surface PC accomplishments made in fiscal year 2020.
- 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 FY20.
- 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) FY20.
- 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 FY20.
- 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 M365 (e.g. Autopilot).

# Country/Region Partner of the Year Awards

1 Award for each participating country/region

## Country/Region

The Microsoft 2020 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 ISV.

### Eligibility:

- Microsoft Partner Network Partner in good standing (MPN 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 2020 and/or co-sell ready ISV. 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've implemented this specific service or solution.