

Microsoft  
Partner  
Network



# **2019 Microsoft Partner Network Partner of the Year Awards**

## **Award Guidelines Preview for Partners**

**Self-Nominate Using Award Submission Tool**

**Tool Opens on March 5, 2019 and Closes on April 11, 2019**

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

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## Introduction

Welcome to the 2019 Microsoft Partner Network Partner of the Year Awards and Country Partner of the Year Awards presented at the Microsoft Inspire Conference from July 14-18, 2019 in Las Vegas, Nevada.

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 the public sector and in Philanthropy arenas. The Country Partner of the Year Awards, once again, recognizes partner successes in over 100 countries 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 2019 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.

2019 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.
- Photo opportunities with key Microsoft executives at Microsoft Inspire Conference.
- Winners are recognized during keynote presentations at the Microsoft Inspire Conference, held in Las Vegas, Nevada.
- Winners are also invited to an exclusive awards celebration during Microsoft Inspire. The event is a unique opportunity to network with Microsoft executives in specific business areas and strengthen relationships with Microsoft business groups.

### Start Preparing Your Award Nominations Today

Use this award guidelines document to preview all of the 2019 Microsoft Partner Network award categories and questions and to fully prepare your entry offline. The 2019 Microsoft Partner Network Partner of the Year Award Submission Tool **opens in early March 2019 and closes at**

**11:59 P.M. Pacific on April 11, 2019.** 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 2019 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 'Resources' tab 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 early March 2019 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 at [here](#) when it **opens early March 2019**. Step-by-step tutorial (PDF) is located within the tool once you sign in.

- All final nominations must be submitted **by April 11, 2019 at 11:59 P.M. PST**. No extensions will be granted.
- You may submit multiple award nominations via the Awards Submission Tool, but each must be submitted individually.

- Nominations must be written in English.
- Improperly submitted nominations or incomplete nominations will not be judged.

**Questions?** Please send an email to the [Microsoft Partner Network 2019 Partner of the Year Awards team](#) and allow 48 hours for a response.

# Business Applications

## Dynamics 365 for Business Central (NEW! Added 3/12/19)

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 March 2019 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).

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and four (4) supporting URL links to support your solution entry executive summary. 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.

## Dynamics 365 for Customer Service

The Dynamics 365 for 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, Cloud CRM and/or ERP Competencies](#) achieved by March 2019 and/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 Customer Service.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc)

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and four (4) supporting URL links to support your solution entry executive summary. 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 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 for 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 for 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, PowerBI and/or Azure with Dynamics 365 for 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.

## Dynamics 365 for Field Service

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

### Eligibility:

- Gold level achieved in [Cloud Business Applications, Cloud CRM and/or ERP Competencies](#) achieved by March 2019 and/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 Field Service.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and four (4) supporting URL links to support your solution entry executive summary. 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 Field Service including specific business impacts for your organization (for example, revenue growth, addressable new markets, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft cloud products, services, and new or existing cloud-based solutions within your organization. Make specific reference to how you specialize, for example by vertical, by customer segment, or by business process.
- Choose one solution. 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. 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 for Field Service solutions and services. Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- Describe how you use the Microsoft cloud products to enhance and expand your solutions. This can include the integration of Office 365, PowerBI and/or Azure with Dynamics 365 for Field Service
- How are you managing your customer retention and satisfaction strategy with cloud customers? Describe how you measure customer satisfaction and if available provide your customer

satisfaction metric in relation to total points available. In addition, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customers.

## Dynamics 365 Finance and Operations

The Dynamics 365 for 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, Cloud CRM and/or ERP Competencies](#) achieved by March 2019 and/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).

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and four (4) supporting URL links to support your solution entry executive summary. 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 with Dynamics 365 for Finance and Operations

- 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.

## Dynamics 365 for Marketing

The Dynamics 365 for Marketing Partner of the Year Award recognizes a partner that excels at providing innovative and unique customer solutions based on Microsoft Dynamics 365 for Marketing. The successful entrant for this award will have demonstrated consistent, high-quality, predictable service to Microsoft customers, helping to ensure significant business benefits from their Microsoft Dynamics 365 for Marketing investments. The successful nominee will also demonstrate business leadership and consistent customer success, with strong growth in new customer additions and cloud revenue while maintaining and growing their existing customer base. Finally, the Award will recognize Partners who have made significant progress in 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, Cloud CRM and/or ERP Competencies](#) achieved by March 2019 and/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 Marketing
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc)

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and four (4) supporting URL links to support your solution entry executive summary. 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 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 for Marketing. Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Describe how you compete to win with your Microsoft Dynamics 365 for Marketing 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 for Marketing.

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

## Dynamics 365 for Sales

The Dynamics 365 for Sales 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 for Sales investments. The successful nominee will also demonstrate business leadership and consistent customer success, with strong growth in new customer additions and cloud revenue while maintaining and growing their existing customer base. Finally, the Award will recognize Partners who have made significant progress in 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, Cloud CRM and/or ERP Competencies](#) achieved by March 2019 and/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 Sales
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc)

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and four (4) supporting URL links to support your solution entry executive summary. 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 Sales including specific business impacts for your organization (for example, revenue growth, addressable new markets, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft cloud products, services, and new or existing cloud-based solutions within your organization. Make specific reference to how you specialize, for example by vertical, by customer segment, or by business process.
- Choose one solution. 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 Sales. Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Describe how you compete to win with your Microsoft Dynamics 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, PowerBI and/or Azure with Dynamics 365 for Sales.
- How are you managing your customer retention and satisfaction strategy with cloud customers? Describe how you measure customer satisfaction and if available provide your customer

satisfaction metric in relation to total points available. In addition, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customers.

## Dynamics 365 for Talent

The Dynamics 365 for Talent Partner of the Year Award recognizes a partner that excels at providing innovative and unique customer solutions based on Microsoft Dynamics 365 for Talent. The successful entrant for this award will have helped customers digitally transform their Human Capital Management processes around solutions that build an Empowerment Culture, a Global and Multi Region Workplace, a Collaborative and Mobile workforce using the Administrative and HR Management features in Dynamics 365 for Talent. The successful nominee will be able to demonstrate business leadership and success in the Talent space, will have a focused business plan around Talent, and show early customer success winning Logos and Industry credibility for themselves as well as Microsoft.

Finally, the Award will recognize Partners who are dedicated to building their business in the cloud with the sale of Dynamics 365 Talent, along with their own software and additional Microsoft Office 365 and BI solutions hosted in the Azure public or private cloud. The ideal nominee is able to show how Dynamics 365 for Talent enables us to win new Workloads in accounts we would otherwise struggle to penetrate.

### Eligibility:

- Gold level achieved in [Cloud Business Applications, Cloud CRM and/or ERP Competencies](#) achieved by March 2019 and/or [co-sell ready](#) ISV Microsoft Partner Network member.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc)

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and four (4) supporting URL links to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Describe how your organization is using Talent solutions strategically to win new customers and gain credibility through customer success with the BDMs in customer account. Clarify what other workloads and technologies accompany the Talent solution and how they add to the Customer Success and Value Delivery.
- Choose one solution. Describe the specific customer scenario(s) and problems solved by the solution. Explain the expected or already demonstrated business outcomes. 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 Talent solutions. Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- Describe how your expertise in Talent allows you to act like a Challenger and create insights during your sales pursuits. Describe how these insights are translating to Customer Success. Show how your solution deployment is creating Promoters who publicly or otherwise endorse your solutions expanding your market reach.

## 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 analysis and enabled the customer to make more aligned and informed decisions with better team collaboration. The solution must at least include the Power BI service as an architectural component and could also include the latest versions of Microsoft SQL Server and Microsoft cloud services in Azure (i.e.: Analytics, AI + Machine Learning), Office 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 solutions.

### Eligibility:

- Gold level achieved in a Cloud [Competency](#) by March 2019 and/or [co-sell ready](#) ISV.
- Be active in the Microsoft [Data Analytics competency](#).
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that have renewed, paid, etc).

**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 and four (4) supporting URL links to support their executive summary/entry.

- 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 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.).

## PowerApps

The Business Applications PowerApps Partner of the Year Award recognizes a partner that excels at providing innovative and unique IP built on top of the Microsoft Business Applications platform (Dynamics 365, CDS, PA, etc.). 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 platform sales in addition to their own solutions but also Microsoft Office 365, Microsoft Flow, PowerBI 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](#) by March 2019 and/or [co-sell ready](#) ISV.
- Solution must be built/deployed in the cloud
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.)

**Executive Summary:** Please provide one (1) executive summary to include and address all the specific points below. You may upload up to three (3) supporting documents and four (4) supporting URL links to support your solution entry executive summary. 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 Business Applications 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, or achieve another business goal with your Business Applications platform 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 Business Applications platform 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, PowerBI and/or Azure with your solution
- 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](#) by March 2019 and/or [co-sell ready](#) ISV.
- Have a co-sell ready 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:** 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 and four (4) supporting URL links to support their executive summary/entry.

- 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

## 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](#) by March 2019 and/or [co-sell ready](#) ISV.
- Have a co-sell ready 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:** 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 and four (4) supporting URL links to support their executive summary/entry.

- 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

## 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](#) by March 2019 and/or [co-sell ready](#) ISV.
- Have a co-sell ready 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:** 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 and four (4) supporting URL links to support their executive summary/entry.

- 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.
  - Provide 2 customer references

## 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](#) by March 2019 and/or [co-sell ready](#) ISV.
- Have a co-sell ready 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:** 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 and four (4) supporting URL links to support their executive summary/entry.

- 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

## Health

The Health Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to Health 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 Health 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](#) by March 2019 and/or [co-sell ready](#) ISV.
- Have a co-sell ready 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:** 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 and four (4) supporting URL links to support their executive summary/entry.

- 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 Health 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 Health 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

## Manufacturing & Resources

The Manufacturing & Resources 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 & Resources customers—which include Manufacturing, Energy 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 & Resources 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](#) by March 2019 and/or [co-sell ready](#) ISV.
- Have a co-sell ready 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:** 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 and four (4) supporting URL links to support their executive summary/entry.

- 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 & Resources 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 & Resources 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

## 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](#) by March 2019 and/or [co-sell ready](#) ISV.
- Have a co-sell ready 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:** 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 and four (4) supporting URL links to support their executive summary/entry.

- 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.

## Microsoft CityNext

The Microsoft CityNext Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to Microsoft CityNext 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 Microsoft CityNext 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](#) by March 2019 and/or [co-sell ready](#) ISV.
- Have a co-sell ready vertical solution offering that has been implemented successfully.
- Desirable is also a case study or reference story about the solution, work or services provided.
- *Partners will need to have enrolled in the [Microsoft CityNext](#) initiative by May 15th in order to be eligible. If not already enrolled, please contact: [cnxtpnr@microsoft.com](mailto:cnxtpnr@microsoft.com).*

**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 and four (4) supporting URL links to support their executive summary/entry.

- 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 Microsoft CityNext customer, or does it have broad market potential/adoption?
- Describe the impact that the solution or service delivered for the customer(s), clearly illustrating how it helped the customer(s) deliver against their goals.
- 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 Microsoft CityNext 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

## 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](#) by March 2019 and/or [co-sell ready](#) ISV.
- Have a co-sell ready 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:** 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 and four (4) supporting URL links to support their executive summary/entry.

- 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

# Intelligent Cloud (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
- Have implemented in production a 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](#) by March 2019 and/or [co-sell ready](#) ISV

**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 and four (4) supporting URL links to support their executive summary/entry.

1. 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:

- a. Customer(s) name and/or other pertinent customer description
  - b. Industry or domain value proposition of the solution or offering
  - c. Repeatable IP or reference architecture leveraging Azure AI Services
  - d. What was the customer business problem?
  - e. 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)
  - f. What specific devices and sensors were used in your AI solution? How many devices and/or sensors were deployed?
  - g. What type of data was collected/analyzed?
  - h. What ethical AI principles have you adopted?
2. What Microsoft Azure services and technologies did you include in the solution? Include all Microsoft products (with version) and technologies used
3. Please describe the benefits & business impact of your solution. Include information such as
    - a. 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.)?
    - b. What business value was created e.g. revenue growth, cost reduction, operational intelligence was gained?
    - c. What is time to value for customers with an example?
4. Is this solution specific to one particular customer or is it repeatable - providing a broader market impact?
    - a. Which key industry verticals your AI solution was implemented in and how do you foresee any new industry expansion for your business?
    - b. Can the solution be applied to any other potential industries, and how?
    - c. 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 delivering solutions based on Microsoft's Application Development, Data, and AI platform capabilities where they consistently transform customers' digital innovation strategies. The winning partner has demonstrated a deep understanding of their customers' business challenges and has helped motivate adoption of new development approaches and practices. Winning solutions must be based on Microsoft Azure and should also leverage a mix of emerging technologies, such as; Artificial Intelligence, Cognitive Services, Machine Learning, Internet of Things, Blockchain, and/or Augmented/Virtual/Mixed Reality. 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. While not required, the winning solution may also highlight modernization opportunities where customers form improved legacy solutions 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 structured and unstructured data, and providing real time recommendations through hot path and cold path data sources
- Enhancing user experience through Artificial Intelligence
- Apps developed while maintaining DevOps best-practices

### Eligibility:

- Gold level achieved by March 2019 and/or [co-sell ready](#) SI or MSP. The [competency](#) can include one or more of: Application Development, Application Integration, DevOps, or Cloud Platform.  
*Note: co-sell ready will be weighted higher in judging for Cloud Competency requirement.*

**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 and four (4) supporting URL links to support their executive summary/entry.

- 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 in the Microsoft Application Development, Application Integration, DevOps, [Datacenter Competency](#), [Cloud Platform competency](#), Data Analytics or Data Platform.
- 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.
- Have a current [Microsoft Partner Center](#) marketing profile, if applicable.

**Executive Summary (required):** Please provide one (1) executive summary to address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to complement your solution entry executive summary. 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). This partner will have met customer needs by integrating one or more of Microsoft's Big Data Analytics services (HDInsight, SQL Data Warehouse, Azure Databricks, Data Lake Analytics) 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](#) by March 2019 and/or [co-sell ready](#) ISV
- Have a co-sell ready IP/ISV application leveraging one or more of Microsoft's Big Data and Analytics services (HDInsight, SQL Data Warehouse, Azure Databricks, Azure Data Lake Analytics)

**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 and four (4) supporting URL links to support their executive summary/entry. Please include information on:

- 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 March 2019 and/or [co-sell ready](#) ISV
- Have a co-sell ready IP/ISV application leveraging Microsoft Data Platform

**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 and four (4) supporting URL links to support their executive summary/entry. Please include information on:

1. 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:
  - a. Customer(s) name and/or other pertinent customer description
  - b. What was the customer business problem?
  - c. What value did your solution provide? (e.g. cost reduction, better data governance, higher performance, journey to the Cloud)
2. 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
3. Please describe the benefits & business impact of your solution. Include information such as
  - a. 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.)?
  - b. What operational intelligence was gained?
4. Is this solution specific to one particular customer or is it repeatable - providing a broader market impact?
  - a. What specific customer scenarios does your solution apply to?
  - b. Can the solution be applied to any other potential scenarios, and how?

- c. 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.)
- d. 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](#) by March 2019 and/or [co-sell ready](#) ISV

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

1. 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
2. What Microsoft Azure services and technologies did you include in the project? Include all Microsoft products (with version) and technologies used
3. 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.)?
4. 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. Submissions may include third party DevOps solutions that sit on Azure.

### Eligibility:

- Gold level in [Cloud Platform](#) Competency by March 2019 and/or [co-sell ready](#) ISV.
- Active in the Microsoft [DevOps](#) Competency (Gold or Silver).

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry. 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 on the
- 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:

Meet any of requirements below:

- [Co-Sell Ready](#) IoT Solution included within the OCP Solution Catalogue
- Gold level achieved in a Cloud [Competency](#) by March 2019

**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 and four (4) supporting URL links to support their executive summary/entry. Please include information on:

- 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:

- Candidates must be accepted members of the Mixed Reality Partner Program (MRPP)
- Gold level achieved in a Cloud [Competency](#) by March 2019 and/or [co-sell ready](#) ISV

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

1. 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
2. What mixed reality technologies did you include in the solution? Include all Microsoft products (with version), technologies, and Azure services used
3. 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.)?
4. 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:

- Member of the [Microsoft Partner Network](#) in good standing.
- Should have at least one customer case study publicly available, illustrating success of the open source solution on Microsoft Azure.

**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 and four (4) supporting URL links to support their executive summary/entry.

- 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](#) by March 2019 and/or [co-sell ready](#) SI.
- Be active in the Microsoft [Cloud Platform Competency](#) or [Data Analytics competency](#)
- Be an [SAP Certified Partner](#)

**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 and four (4) supporting URL links to support their executive summary/entry.

- 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.).

# Modern Workplace Awards

## Intelligent Communications

The Intelligent Communications Partner of the Year Award recognizes partners with proven expertise in delivering transformative calling and meetings solutions with Microsoft Teams. 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, deployment roadmaps, managed services and support to enhance how people communicate and collaborate. To be successful, your entry will need to include proof-points that demonstrate how your solutions are solving customer business challenges, winning against the competition, and enabling organizations to harness the power of Intelligent Communications on Microsoft Teams.

### Eligibility:

- Gold level achieved in a Cloud [Competency](#) by March 2019.
- Must have an active silver or gold [Microsoft Communications Competency](#).
- Have Microsoft Teams deployed within your organization.
- Have a Microsoft Teams calling and/or meetings offer published on your company website.

**Executive Summary:** Please provide one (1) executive summary that addresses the points below. You may upload up to three (3) documents and a link to support your solution entry. The executive summary has an 8,000-character limit (includes spaces).

1. Explain how your organization transitioned your communications practice from Skype for Business (or competitive) to Microsoft Teams. Please include why your organization made this transition, the transition process and the Microsoft provided tools and resources used in your transition such as [Skype for Business to Teams Upgrade Kit](#), [Skype for Business to Teams Planning Workshop](#), [Deployment Planning Services](#) and other resources on <http://aka.ms/icpartners>; If applicable, please also include details of how you use FastTrack, additional programs, and resources to drive deployment and adoption by your customers
2. Using a specific customer win, explain how your solution met the needs of customers with Microsoft Teams Calling and/or Meetings. Describe the benefits to the customer and how you helped them meet their business goals. Additionally, please specify industry or vertical solutions. Please describe how the customer is using the calling and/or meetings capabilities in Teams as part of the solution. Please include devices deployed for your solutions including Microsoft Teams Meeting Rooms.
3. Describe how your services or solutions for Microsoft Teams for Calling and 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 to support your entry.

4. 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?
5. How did you measure customer satisfaction and productivity impact after the solution was deployed?
6. How did Intelligent Communications on Microsoft Teams enable you to incorporate enhanced features and functionality into your services or solutions and differentiate them in the market?

How are your services or solutions aligned with the Microsoft vision for Intelligent Communications and how are you helping customers prepare for the transition to Microsoft Teams? How do you plan to scale your Microsoft Teams Calling and/or Meetings solution to other customers?

## Modern Desktop

Modern Desktop Partner of the Year Award recognizes a partner with proven expertise in helping customers modernize their desktops to enable high user productivity in a secure environment while enabling the IT to manage the environment with lowest cost. This modernization includes migrating customers to the latest builds of Windows 10 and Office 365 ProPlus and keeping them current by regularly updating Windows 10 and Office 365 ProPlus. Partners looking to win this award would have created innovative solutions and delivered true business value to customers by helping them simplify their processes, enhancing their security posture, improving their device deployment and management processes, and ensuring that the customer is running in-support builds of Windows 10 and Office 365 ProPlus.

Solutions ideally highlight other supporting technologies such as Office 365 Cloud Services, Windows Defender Advanced Threat Protection (ATP), Microsoft Desktop Optimization Pack (MDOP), Microsoft System Center, Intune and/or other components of the Enterprise Management Suite, Desktop Virtualization technologies and Windows 10 LOB applications.

### Eligibility:

- An active Gold [Microsoft Competency](#) in the following: (1) [Windows and Devices](#), and (2) [Cloud Productivity Competency](#).
- Must have deployed Windows 10 Enterprise and Office 365 ProPlus for customers and must be providing update services.

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

- Describe the scope your Modern Desktop offerings: (1) what services do you provide to customers?, (2) how do these services position you uniquely relative to other partners?, (3) how many customers do you 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 solution addressed the issue / opportunity above, including specific business impact created (for example, security enhancement, revenue acceleration, cost reduction, business productivity, and customer satisfaction). Make specific reference to any features specific to Windows 10 Enterprise & Office 365 ProPlus that were used (ex. Autopilot).
- How did you measure customer satisfaction with this solution and what were the results? 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.).

## Modern Workplace Transformation

The Modern Workplace Transformation Partner of the Year Award honors a partner that has seen substantial and sustainable growth in helping customers transform their workplace and achieve their digital transformation goals through the implementation and adoption of Microsoft 365. This digital transformation include deploying and managing, directly or with other partners, the full set of Microsoft 365 offerings (Office 365, Windows 10, and Enterprise Security + Mobility) into a holistic solution that addresses multiple aspects of the customer's environment (modern desktop, security and compliance, teamwork). 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 solution.

### Eligibility:

- Gold level achieved in a Cloud [Competency](#) by March 2019 and/or [co-sell ready](#) ISV.
  - [Cloud Productivity](#)
  - [Small and Midmarket Cloud Solutions](#)
- Be a Microsoft partner active in at least 1 of the following competencies:
  - [Collaboration and Content](#)
  - [Communications](#)
  - [Messaging](#)
  - [Project and Portfolio Management](#)
  - [Enterprise Mobility Management](#)
  - [Windows and Devices](#)

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

- What specific customer challenge(s) and problem(s) does your solution solve? Identify:
  - Customer's business challenge or problem.
  - Quantifiable business impact of your solution (for example, increased revenue, cost savings, efficiency gains, improved customer satisfaction)
  - How did your solution add value to the customers' business (pre- and post-deployment comparison)?
- Describe the solution, including which products and technologies were used. Please provide links to outside references that illustrate the solution (articles, case studies, videos, testimonials, etc.). Describe how using the different elements of Microsoft 365 helped you win against the competition from a technical and business perspective.
- Did you use FastTrack onboarding? If so, what were the key benefits for the customer and how did it help the customer, or you add value-added services?

- Did your company partner with 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.

## Project and Portfolio Management

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

- A consistent Project Online marketing engagement with our subsidiary Product Marketing Managers (PMM) and sellers.
- A successful Project Online 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, public case studies, among other data. Under a single submission, partners can include multiple Project Online implementations and success stories. Submissions based on Project Server will not be reviewed.

### Eligibility:

- Be currently active in the Microsoft Partner Network and have attained Gold [Project and Portfolio Management Competency](#).
- Have at least one public facing Customer Case Study on the success story you are submitting for the 2019 Project and Portfolio Management Partner of the Year Award.

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

### Consistent Marketing and Sales Engagement

Provide evidence of your consistent marketing engagement throughout FY19 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 geography(ies)? Please provide a list of the events describing name, dates, venue, and number of attendees.
- What is your frequency of engagement with our sellers (SSPs and GBBs). Please provide their name(s).

### Project Online Practice

Showcase the *scale* and successes of your Project Online practice by providing a summary of your top 3 Project Online implementation(s) led by your company that resulted in a large user base for Microsoft. Remember to highlight the following information:

- Customer's company name, geography, industry, the customer company primary industry, and company URL if applicable.

- Describe your customer's business challenges that made them seek a PPM solution.
- What competition or challenges did you overcome with your customer in their adoption of your solution and/or services? 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 PPM solution. You may mention planned future scale as well.
- Describe the business benefits your customer is realizing with Project Online; explain how the PPM solution impacts the customer's core business. Provide customer testimonials and/or metrics to showcase the improvement in business performance.
- Describe how your Project Online implementation is leveraging other Office 365 products. (e.g. Teams, PowerBI, Visio Online, SharePoint Online, etc.)

## 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.

Customers need trusted advisors, and Microsoft partners with security and compliance expertise play a critical role in helping customers achieve their security and compliance objectives. When organizations consider going to the cloud, they need to trust that their data will be secure. They need to feel confident in the solutions they choose, and know they have the right people, processes, and technology in place. Many customers are reactive when it comes to security and may lack in-house expertise to fully protect their environment.

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. There are many rich solutions within Microsoft 365, ranging from Enterprise Mobility Security, Office 365, and Windows 10. Each provides its own underlying security capabilities.

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 that come from on-premises, a Microsoft competitor, or a single solution upgrade from a stand-alone SKU (Office 365, EMS, Windows 10).

In summary, we will prioritize submissions in which partners showcase an end-to-end Microsoft 365 E5 win or includes complementary, repeatable IP.

### Eligibility:

- **Co-Sell Ready Partner for Security or Compliance** Gold level achieved in a Cloud [Competency](#) by March 2019 or are a member of the [Microsoft Intelligent Security Association \(MISA\)](#).

- Hold an active silver or gold competency in one (or more) of the four competencies listed below:
  - [Cloud Productivity](#)
  - [Small and Midmarket Cloud Solutions](#)
  - [Enterprise Mobility Management](#)
  - [Windows and Devices](#)
- **Have a security or compliance offering based on Microsoft 365 E5 published on your website**

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

- Describe the business challenges customers face with digital transformation and highlight a customer story that addresses how your firm's expertise and offerings help them achieve their security and compliance goals by fully utilizing Microsoft 365 E5 security and compliance solutions.
- 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.
- If applicable, describe how your solution helps customers meet broader industry standards. Good examples are regulatory compliance obligations such as GDPR or a security framework that is important to your customer. Show how your Microsoft 365-based solution or a tool such as the GDPR Detailed Assessment helps them meet this need.
- 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 Microsoft Teamwork solutions supporting customers through their digital transformation journey. Teamwork solutions should utilize technologies such as SharePoint Online, OneDrive, Exchange Online, Yammer and Microsoft Teams. Partner nominations should highlight the significant impact their solutions have 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 deployments. Successful entries should feature proof-points of how these solutions solve customer business challenges and where possible, showcase wins against competitors. Entries that pertain predominantly to Teams Meetings and Calling functionality should be submitted for the Intelligent Communications award.

### Eligibility:

- Achieved [Cloud Productivity](#) gold competency or be an ISV Partner before March 2019.
- System Integrators must also have gold competency in one of the following competencies:
  - [Collaboration and Content](#)
  - [Messaging](#)
  - [Small and Midmarket Cloud Solutions](#)

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

- Describe the customer business opportunity and industry your solution addresses and the realized value/business impact (e.g. reduced costs, efficiency gains, etc.). Provide quantified results, customer satisfaction, and breadth of solution usage with links to case studies if possible.
- How is your solution unique in the marketplace and specifically how did you demonstrate innovation leveraging Office 365 and other Microsoft technologies? Is this solution specific to one customer or does it have broader market potential? Please include the Microsoft technologies that were utilized, and industry focus as applicable.
- Describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective. Did your solution result in the sale of Microsoft technologies or did it use the customer's existing licenses? Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution?

What effect has your solution had on users' ability to use and benefit from content stored in other enterprise scale systems (such as ERP, CRM, supply chain solution, core banking solution, e-commerce solution, etc.)?

## Other Awards

### 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 and/or Dynamics 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 cloud 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)
- 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 FY19

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

- Describe 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

Newly added for 2019, the Diversity and Inclusion 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 March 2019 and/or co-sell ready ISV.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc)
- Have a current [Microsoft Partner Center](#) marketing profile, optional and if applicable.
- Case study or reference story about the solution, work or services provided

**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 four (4) supporting documents and four (4) supporting URL links to support their executive summary/entry.

1. Describe your customer's diversity and inclusion challenge or opportunity your solution or service addressed.
  - a. Please provide 2 customer references
2. In what ways has your diversity and inclusion solution or service helped your customer enable measurable business results?
3. Is your diversity and inclusion solution or service a custom project for one particular customer or is it a repeatable, scalable solution or service.
  - a. 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.).
4. Describe how Microsoft technologies are used and applied by your solution or service. (Modern Workplace, Business Applications, Application & Infrastructure as well as Data & AI)

5. 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)

## 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 expectations and satisfaction. The winning partner will be able to articulate how a focus on the customer experience has helped increase customer centricity in the company and resulted in changes that contributed to ongoing increase in revenue and loyalty. The winning nominee should discuss how they identified key experience improvement from analyzing the customer experience journey (end to end) and how they created new and innovative experiences that drove increase in revenue, loyalty, satisfaction, and/or any other key business KPI's. This award will ask for customer references (and/or employee testimonials) that Microsoft can verify. Please be sure that the customers names you have provided have consented to allowing Microsoft to contact them.

### Eligibility:

- Gold level achieved in a Cloud [Competency](#) by March 2019 and/or [co-sell ready](#) ISV.
- Use the attached 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.

**Executive Summary:** Please use the **Microsoft Partner of the Year Customer Experience PowerPoint deck** provided to include and address the specific points below. This will be your submission for this award. (Link to PPT in the awards tool).

- Answer the following points when describing the customer for your solution: 1) Outline all voice of customer research you have to support the chosen experience improvement you will use for this award, 2) Choose one (top) persona you worked with and describe the following: Top five expectations for chosen persona, top five interactions (touchpoints) with chosen persona, top three pain points for chosen persona. **Use answers to fill out PowerPoint slide 4 through 6.**
- Choose a specific experience improved and how you measured this experience in **(describe your KPIs) PowerPoint slides 7 and 8.**
- Please describe **how you calculated ROI** on your chosen experience improvement. **PowerPoint slide 9.**
- Document your **top learnings and differences in insights** from your employees and/or customer conversations. **PowerPoint slide 10 through 12.**
- *Please list the customers interviewed on **PowerPoint slide 13** 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](#) by March 2019 and/or [co-sell ready](#) ISV.

**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 four (4) supporting documents and four (4) supporting URL links to support their executive summary/entry.

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:

- Hybrid or Blended solutions leveraging multiple assets and modalities with a focus on cloud-based product training paths
- High impact solutions showing progress in closing the technical skills gap

### Eligibility:

- Gold level achieved in a Cloud [Competency](#) by March 2019 and/or [co-sell ready](#) ISV.
- An active Silver or Gold Learning Option partner in good standing.
- Track record of performance and compliance.

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

1. Choose one Training solution. 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.
2. Please describe the Microsoft Training assets, modalities, services and resources used to deliver your training solution.
3. 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. List the resulting technical Certifications and/or completion certificates for Learning-as-a-service earned.
4. 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.).

## 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](#) by March 2019 and/or [co-sell ready](#) ISV.
- The solution and sale must go through (CSP) Cloud Solution Provider Program to be eligible and qualify for this award.
- The nonprofit organization must also be a qualified nonprofit organization.

**Executive Summary:** Please use the **Microsoft Partner of the Year Partner for Social Impact PowerPoint deck** (link in the 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. **Use answer to fill out PowerPoint slide 3.**
- Describe the nonprofit organizations business challenge, the solution that was provided and the societal impact the nonprofit organization was able to make. Please provide a detailed overview that could ultimately be used for a case study. **Use answer to fill out PowerPoint slide 4.**
- *Please provide the nonprofit organization contact information you worked with on **PowerPoint slide 5.***

# Country Partner of the Year Awards

1 Award for Each Participating Country

## Country Partner of the Year

The Microsoft 2019 Country Partner of the Year Award recognizes partners at the country 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, Data and AI, Applications and Infrastructure. The Partner must also demonstrate capability in driving Microsoft's Cloud offerings with Gold level Cloud Competency membership.

### Eligibility:

- Enrollment in the Microsoft Partners Network as a member in good standing.
- Achievement at the [Gold](#) level, in any of the Cloud [competency](#) programs. See the mapping of the Solutions Areas to the associated 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 would be the following:
  - The Business Applications Solution Area maps to the [Cloud Business Applications](#) or [Cloud Customer Relationship Management](#)
  - 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](#).
  - The Data and AI and Applications and Infrastructure Solution areas 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 OCP Solutions Catalog.

### Executive Summary:

Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and one (1) supporting URL links to support your solution entry executive summary. If you would like to upload more than one (1) URL please include links within your supporting document(s).

1. 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:
  - a. The business problem and opportunity your service or solution addressed.
  - b. The size of the customer's business problem/opportunity.

- c. Your marketplace differentiation against other, competing services or solutions (provide links to awards won, press articles, analyst reports, etc.).
  - d. Which of the Solution Areas: Modern Workplace, Business Applications, Data and AI, Applications and Infrastructure does your service/solution fall within.
2. 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).
3. 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.
4. Describe how using the latest release Microsoft technologies in your service or solution helped you win against the competition in a customer situation.
5. 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.).
6. Briefly describe the number of customers for which you've implemented this specific service or solution.