Business Intelligence Partner Program

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# Business Intelligence Partner Program

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

## Listed Partners

**Benefits**
- Get listed as a partner on PowerBI.com
- Access training and resources on the [partner portal](https://powerbi.microsoft.com)
- Receive regular communications on product updates and partner offers

**Requirements**
- Complete the DA-100: Analyzing Data with Microsoft Power BI exam*
- Become a Digital Partner of Record (DPOR) or a Cloud Solution Provider (CSP) for at least one customer *

## Solution Partners

**Benefits**
- Get Showcased on PowerBI.com
- Participate in our Offers Program and receive marketing leads
- Access to Power BI Premium Demo tenant

**Requirements**
- Complete the requirements to get listed on PowerBI.com
- 5 [Microsoft Certified: Data Analyst Associates](https://microsoft.com/certification)

## Co-sell Ready Partners

**Benefits**
- Co-sell with Microsoft Field sellers

**Requirements**
- Attained Gold level for [Data Analytics Competency](https://microsoft.com/education/)
- Provide offer Bill Of Materials in [Partner Center](https://partner.microsoft.com)

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* Partners who attained Silver or Gold levels for [Data Analytics Competency](https://microsoft.com/education/) do not need to provide proofs.
How to get listed

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

1. **Sign up**

   Partners are listed on the Find a Partner section of PowerBI.com based on location. Please [sign up](#) to get started. If you are not enrolled with the Microsoft Partner Network yet, register [here](#) to receive your MPN ID.

2. **Get certified**

   At least one person from your company must pass the [DA-100: Analyzing Data with Microsoft Power BI](#) exam. This exam measures your ability to accomplish the following technical tasks: prepare the data; model the data; visualize the data; analyze the data; and deploy and maintain deliverables.

3. **Land a customer deal**

   To prove you have successfully delivered Power BI solutions to customers, we ask you to become a Digital Partner of Record (DPOR) or Cloud Solution Provider (CSP) for at least one customer prior to requesting to get listed. Alternatively you can request a Case Study nomination form from [pbiptnr@microsoft.com](mailto:pbiptnr@microsoft.com).

   Learn about how a customer can add you as a DPOR [here](#). Learn more about CSP [here](#).
How to become a Solution Partner

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

1. Get Certified

At least five individuals from your company must earn the Microsoft Certified: Data Analyst Associate certification.

Data Analysts are responsible for designing and building scalable data models, cleaning and transforming data, and enabling advanced analytic capabilities that provide meaningful business value through easy-to-comprehend data visualizations.

2. Request Status Change

Send an email to pbiptnr@microsoft.com requesting a status change.

The team will review your certifications and update your Solution Partner status.

3. Update your profile

Once your Solution Partner status is approved you will be able to access the Offers section of your profile.

Fill this section in order to show your interest in our Offers and provide the contact email to forward the leads to.

Choose to participate in our Consulting Services Offerings as well as Dashboard in a Day programs.
How to become a co-sell Ready Partner

Co-sell Ready Partners Co-sell with Microsoft Field sellers.

1. Submit an Offer in AppSource
   - Sign into Partner Center
   - Submit a Consulting Service Offer in Commercial Marketplace

2. Create Profile in Partner Center
   - Attain Gold level for Data Analytics Competency
   - Create Profile in Partner Center to enable bi-directional lead sharing and pipeline management

3. Submit Bill Of Materials
   - Submit Solution pitch deck, One-page leave-behind or website listing, Case study or website listing and dedicated partner sales contact for each co-sell eligible geo.
   - Managed partners work with your Partner Development Manager (PDM)
   - Unmanaged partners work with a Cloud Enablement Desk specialist (CED)
Get Showcased on PowerBI.com

Solution partners can publish their solutions to the Power BI Partner Showcase.

1. Submit a Solution Showcase
   - Attain Silver or Gold Partner Competency
   - Design a Power BI report that demonstrates the type of solution you could offer a customer to showcase on our website (Here's an example partner showcase).
   - Submit your information for showcase consideration on the Microsoft Power Platform Partner Portal. You get access to this portal once you’re a listed partner.

2. Make required updates
   - The team will review the report and provide feedback on functionality and design, if applicable.
   - Make required updates and submit the final report in the Microsoft Power Platform Partner Portal.

3. Submit demo video
   - Once your Report is approved by the review team, we’ll ask you to create a brief video (2-4 minutes) that explains your solution to customers and post it to YouTube.
   - Submit the link to the video in the Microsoft Power Platform Partner Portal.
Participate in Offers Program

Solution partners can participate in the Offers program and receive marketing leads from Microsoft.

Consulting Services Offers on AppSource.com

Create Offers you’re willing to provide & types of customers you wish to target – by geo, industry and org size. Offers can be free or paid, virtual or in-person.

Benefits

Connect with millions of business users using the AppSource marketplace
Get promoted across a broad range of channels like product websites, in-product notifications & email nurture streams.
Make it easier for Microsoft sellers to recommend your services
Get high quality leads directly in your CRM system
Get wins to get your offers co-sell Ready

Requirements

Partner must meet the Solution Partner criteria

Dashboard in a Day (DIAD)

1 Day hands-on workshop, covering the breadth of Power BI capabilities. A complete and free workshop available: presenter deck, demo scripts, step-by-step guide, dataset and train the trainer video.

Benefits

Co-branded registration pages on Microsoft properties
Lead generation through Microsoft Field, Inside Sales, In-product notification and email campaigns
Partner playbook on best practices to increase ROI
Fees per event will be paid pursuant to the program terms

Requirements

All DIAD workshop assets are available for free to all MPN Partners. To participate in program, partner must meet the Solution Partner criteria.