



Advanced specializations

Partners with an active gold competency who demonstrate deep knowledge in a specific area, with extensive experience and proven success in implementing Microsoft solutions, may seek an advanced specialization.

What is it?

An advanced specialization is a customer-facing label displayed on a partner's business profile in the [solution provider](#). It helps partners further differentiate their organizations, demonstrate their expertise, and build stronger connections with customers.

Why is it important?

Earning an advanced specialization:

- Increases partner visibility to customers through prioritized ranking in searches and referrals via [solution provider](#).
- Assures potential customers that partners meet the highest standards for service delivery and support.

For these reasons, this opportunity is available only to partners with an active gold competency who meet additional, stringent skills and performance requirements.

What are the requirements?

The requirements to earn an advanced specialization are designed to identify specialists in specific solution areas that have high customer demand and relevance. The requirements will vary depending on the advanced specialization being sought, but will include:

1. Attaining and maintaining gold status in an aligned competency
2. Meeting additional requirements, including but not limited to:
 - Advanced or third-party certifications
 - Microsoft technology-performance indicators
 - Public case studies
 - Architecture review

All requirements will be verified by Microsoft and/or a third-party vendor, either automatically or by manual review, and

are subject to change. Please refer to partner center for detailed requirements for individual advanced specializations as they become available.

How is an advanced specialization different from a competency?

A competency validates a partner's broad capabilities in Microsoft products and technologies. All partners who meet the requirements for a competency and pay a fee can attain a competency, which remains active for one year.

An advanced specialization is earned on top of an active gold competency. It demonstrates a partner's proven ability to deliver high-fidelity services in a specific area. There is no additional program fee for obtaining an advanced specialization, but fees do apply to additional exams and certifications that are required. Partners must also maintain the associated gold competency, which requires a separate annual fee and completion of current exams. Advanced specialization requirements may be periodically updated to meet evolving customer needs.