



## Adoption and Change Management Advanced Specialization

Partners who demonstrate deep knowledge, extensive experience, and proven success driving Microsoft 365 usage and organizational change by providing adoption and change management services may seek the Adoption and Change Management Advanced Specialization.

Customers are six times more likely to meet or exceed business objectives with effective change management.<sup>1</sup>

To help customers realize desired outcomes, it's critical that end users adopt new services and embrace behavioral changes. Adoption and change management services present partners with a unique opportunity to create new revenue streams and deliver lifetime value to customers through Microsoft 365 adoption. The Adoption and Change Management Advanced Specialization allows partners with an active Gold Cloud Productivity Competency to further differentiate their organizations, demonstrate their capabilities, and build stronger connections with customers.

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

[Learn more about advanced specializations.](#)

### What are the requirements?

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

| Requirements        | Details   |
|---------------------|---|
| Related competency  | Have an active Gold Cloud Productivity Competency   |
| Performance         | Show a minimum of three customers with 40 percent usage on Microsoft SharePoint, Microsoft Teams, and/or Yammer in trailing 12 months<br><br>Achieve a minimum of 10,000 active entitlement growth within SharePoint, Teams and/or Yammer in trailing 12 months           |
| Knowledge           | Have at least two individuals who passed the <a href="#">Microsoft Services Adoption Specialist Partner University Assessment</a>   |
| Customer references | Provide three customer references that demonstrate the ability to drive customer organizational change through adoption and change management services using Microsoft 365 technologies. Review our <a href="#">guidelines for customer references</a> before submitting. |

Advanced specializations can be activated in Partner Center only. If you have not yet moved your membership account from Partner Membership Center (PMC) to Partner Center, please sign in to PMC and follow the instructions. Once you've moved your account, you can review the requirements and begin working toward earning the advanced specialization.

## How do I apply?

Only administrators of an organization's Microsoft partner account can submit an application for the Adoption and Change Management Advanced Specialization on behalf of the organization. If you have the appropriate role and access, you can apply by logging in to your Partner Center account and navigating to your Partner Center dashboard > Competencies > Advanced Specialization.