Microsoft
Partner of the Year Awards
Program Overview
Microsoft Partner Network
Partner of the Year Awards

Program purpose
Highlight and celebrate partners globally and locally that are embracing Microsoft technologies, philosophies, and growing with Microsoft.

Acknowledge outstanding successes and innovations by partners in over 100 countries and in a wide variety of categories, including partner competencies, cloud to edge technologies, entrepreneurial spirit and social impact.
Microsoft Partner Network
Partner of the Year Awards

Who should apply?
Partners utilizing Microsoft technologies to provide a remarkable solution to address a business customer need and who meet eligibility criteria.

How?
Microsoft Partner of the Year Awards are based on a self-nominating process by partners through a tool.

When?
All nominations must be submitted by **April 21, 2021, 11:59 PM Pacific Time.**

Why apply?
Award recognition means greater visibility for your company. Being an award winner or finalist can:
• Help create new or stronger business opportunities
• Generate positive press coverage
• Lead to increased market recognition
Winner & Finalist Benefits

Overview

• Customized logos that help you showcase your company as an honored Microsoft partner

• Custom public relations templates to help promote your award-winning status

• Recognition collateral to signify your success

• Winners are celebrated at Microsoft Inspire
Categories and awards
Types of Awards

**Category**
- Targeted to a specific solution area, technology, segment or focus area.
- One winning partner and up to three finalist partners per award

**Country/Region**
- Recognizing partners at the country level
- One winning partner per country

**General criteria**
- Gold level achieved in a Cloud Competency by January 2021 (Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid-Market Cloud Solutions) and/or an ISV with a co-sell ready offer
- Microsoft Partner Network partner in good standing
- Individual awards each have their own set of criteria and eligibility. Review the complete [Awards Guidelines](#) to determine which awards align to your company’s best solutions.
Category Awards List 2021

Review the complete Awards Guidelines to see specific requirements for individual awards.

**Azure**
- AI
- Analytics
- Cloud Native App Development
- Internet of Things
- Migration to Azure
- Mixed Reality
- Modernizing Applications
- OSS on Azure
- Rising Azure Technology
- SAP on Azure

**Business Applications**
- Dynamics 365 Business Central
- Dynamics 365 Commerce
- Dynamics 365 Customer Insights
- Dynamics 365 Customer Service
- Dynamics 365 Field Service
- Dynamics 365 Marketing
- Dynamics 365 Sales
- Dynamics 365 Supply Chain Management & Finance
- Power Apps & Power Automate
- Power BI

**Modern Work & Security**
- Apps & Solutions for Microsoft Teams
- Device
- Employee Experience
- Meetings, Calling & Devices for Microsoft Teams
- Modern Endpoint Management
- Modern Workplace for Frontline Workers
- Modern Workplace for SMB
- OEM Device Distributor/Reseller
- Project & Portfolio Management
- Security
- Surface Hub Reseller
- Surface PC Reseller

**Industry**
- Automotive
- Defense & Intelligence
- Education
- Energy
- Financial Services
- Government
- Healthcare
- Manufacturing
- Media & Communications
- Nonprofit
- Retail & Consumer Goods

**Social Impact**
- Community Response
- Inclusion Changemaker
- Sustainability Changemaker

**Business Excellence**
- Advisory Services
- Commercial Marketplace
- Customer Experience
- Global SI
- Global SI Digital Transformation
- Global Independent Software Vendor (ISV)
- Indirect Provider
- Learning
- Microsoft for Startups
- Solution Assessments
# Resources

<table>
<thead>
<tr>
<th>POTYA Website</th>
<th>Nomination Tool</th>
<th>Alias</th>
<th>Rules &amp; Regulations</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is the website for the Partner of the Year Awards. Information and resources can be found here.</td>
<td>Use this tool to submit a nomination.</td>
<td>Reach out to this alias with any questions that arise.</td>
<td>It is your responsibility to review and understand your employer’s policies regarding your eligibility to participate. If you are participating in violation of your employer’s policies, you may be disqualified.</td>
</tr>
<tr>
<td><a href="https://aka.ms/POTYA">https://aka.ms/POTYA</a></td>
<td><a href="https://aka.ms/POTYA_Nominate">https://aka.ms/POTYA_Nominate</a></td>
<td><a href="mailto:potyasup@microsoft.com">potyasup@microsoft.com</a></td>
<td><a href="https://aka.ms/POTYA_RulesRegulations">https://aka.ms/POTYA_RulesRegulations</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Award Guidelines &amp; Criteria</th>
<th>Frequently Asked Questions</th>
<th>Advice from the Judges</th>
<th>How to Write a Great Entry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use the award guidelines document to preview all the 2021 Microsoft Partner Network award categories and questions, and fully prepare your entry offline.</td>
<td>A list of commonly asked questions about the Partner of the Year Awards nomination process.</td>
<td>The entry you submit is all the judges will have to work with to learn about your success. We've prepared this guide to help you create your very best entry - one that shows off your solution and the results you've achieved.</td>
<td>Advice from an expert on how to write a winning entry. Know that the key is to tell your story. The best way you can.</td>
</tr>
</tbody>
</table>
Nomination Tool Overview
Nomination window
Select an award type

Select the award you wish to nominate for here. Clicking on an award will show you the detailed description, criteria and eligibility requirements for that award.
Nomination Window – Step 1
Your Information

- **Your information**: Provide your contact information as the primary owner of this nomination.
  
  - **Prefix**: 
  - **First name**: test_test_adarsh
  - **Last name**: test_test_jaiswal
  - **Title/Role**:
  - **Email**: test_test_v-adarsh@testaccprodpc22.onmicrosoft.com

- **Company information**: If it is incorrect, please log in under a different account.

- **Additional contact**: If it is incorrect, please log in under a different account.

- **Joint nominee**: If it is incorrect, please log in under a different account.

- **Nomination submission**: If it is incorrect, please log in under a different account.

- **Updating these fields will not update your profile in Partner Center.**
Nomination Window – Step 2
Company Information

If your address does not have a postal code, please enter 'NA'.

If your company has more than one MPN ID, you can select from the list here.
Nomination Window – Step 3
Additional Contact

<table>
<thead>
<tr>
<th>Create a nomination</th>
<th>Automotive</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Your information</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>Company information</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>Additional contact</strong></td>
<td>3</td>
</tr>
</tbody>
</table>

In the event your company is named a winner or finalist, you can provide a secondary contact to be included on the notification. This individual will also be able to accept the award on behalf of the company.

- Prefix
- First name *
- Last name *
- Contact email *

<table>
<thead>
<tr>
<th>Joint nominee</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nomination submission</td>
<td>5</td>
</tr>
</tbody>
</table>
If you are submitting a joint nomination, make sure to complete this step. Keep in mind that each company must meet all the eligibility criteria for the award.

Note: some awards don’t allow joint nominations.
Nomination Window – Step 4 cont.
Joint Nominations

This is the information that will be collected for each joint nominee.
Nomination Window – Step 5
Submit

If you select a country, your nomination will automatically be included in the nomination pool for that country’s Partner of the Year (assuming you meet the criteria for a Country Partner of the Year).

If you select ‘Global’ or ‘N/A’, this nomination will not be included in any country nomination pools.

Country/Region Eligibility
• Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.).
• Gold level achieved in a Cloud Competency (Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid Market Cloud Solutions) or Gold level achieved in Data Analytics or Data Platform Competency by January 2021 and/or an ISV with a co-sell ready offer. The mapping of the Solutions Areas to the associated Gold Cloud Competency which will align to the relevant Microsoft Cloud technology that the Partner will demonstrate capability on w/ their solution or service. The Cloud Competency mapping to applicable Solution Areas are the following:
  • The Business Applications Solution Area maps to the Cloud Business Applications.
  • The Modern Workplace Solution Area could map to any of the following Cloud Competencies: Small and Market Cloud Solutions, Enterprise Mobility Management or Cloud Productivity.
  • Applications and Infrastructure solution map to the Cloud Platform Competency.
  • Demonstrated market success/growth within 12 months.
  • The solution or service is in market and available either via Microsoft Marketplaces or other means that is verifiable such as the AppSource co-sell solution finder.

Solution Name

As a reminder, you will be automatically included in the nomination pool for whichever country you select. If you select ‘Global’ you will not be included in any country nomination, and will need to submit a separate nomination if you are pursuing a country award.

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

• Describe how the use of Microsoft technologies in your solution or service enabled the customer’s transformation from a technical and business perspective – In what ways has your solution helped your customers embark on a journey driving tangible digital transformation outcomes in their Industry.
Selecting a Country

There are nearly 300 countries to select from in the nomination tool. You can select up to three countries in a single nomination. Each of the countries listed here awarded a Partner of the Year in 2020.

<table>
<thead>
<tr>
<th>APAC</th>
<th>Central &amp; Eastern Europe</th>
<th>France</th>
<th>Latin America</th>
<th>Middle East &amp; Africa</th>
<th>United Kingdom</th>
<th>United States</th>
<th>Western Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh</td>
<td>Bulgaria</td>
<td>Argentina</td>
<td>Bahrain</td>
<td></td>
<td></td>
<td></td>
<td>Austria</td>
</tr>
<tr>
<td>Brunei</td>
<td>Croatia</td>
<td>Bahamas</td>
<td>Egypt</td>
<td></td>
<td></td>
<td></td>
<td>Belgium</td>
</tr>
<tr>
<td>Indonesia</td>
<td>Cyprus</td>
<td>Bolivia</td>
<td>Ghana</td>
<td></td>
<td></td>
<td></td>
<td>Denmark</td>
</tr>
<tr>
<td>Korea</td>
<td>Czech Republic</td>
<td>Brazil</td>
<td>Ghana</td>
<td></td>
<td></td>
<td></td>
<td>Finland</td>
</tr>
<tr>
<td>Malaysia</td>
<td>Estonia</td>
<td>Cayman Islands</td>
<td>Ghana</td>
<td></td>
<td></td>
<td></td>
<td>Greece</td>
</tr>
<tr>
<td>Myanmar</td>
<td>Georgia</td>
<td>Chile</td>
<td>Ghana</td>
<td></td>
<td></td>
<td></td>
<td>Iceland</td>
</tr>
<tr>
<td>Nepal</td>
<td>Hungary</td>
<td>Colombia</td>
<td>Jordan</td>
<td></td>
<td></td>
<td></td>
<td>Ireland</td>
</tr>
<tr>
<td>New Zealand</td>
<td>Kyrgyzstan</td>
<td>Costa Rica</td>
<td>Kenya</td>
<td></td>
<td></td>
<td></td>
<td>Italy</td>
</tr>
<tr>
<td>Philippines</td>
<td>Latvia</td>
<td>Curacao</td>
<td>Lebanon</td>
<td></td>
<td></td>
<td></td>
<td>Luxembourg</td>
</tr>
<tr>
<td>Singapore</td>
<td>Malta</td>
<td>Dominican Republic</td>
<td>Mauritius</td>
<td></td>
<td></td>
<td></td>
<td>Netherlands</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>Poland</td>
<td>Ecuador</td>
<td>Morocco</td>
<td></td>
<td></td>
<td></td>
<td>Portugal</td>
</tr>
<tr>
<td>Thailand</td>
<td>Romania</td>
<td>El Salvador</td>
<td>Namibia</td>
<td></td>
<td></td>
<td></td>
<td>Spain</td>
</tr>
<tr>
<td>Vietnam</td>
<td>Russia</td>
<td>Guatemala</td>
<td>Nigeria</td>
<td></td>
<td></td>
<td></td>
<td>Sweden</td>
</tr>
<tr>
<td>Australia</td>
<td>Serbia</td>
<td>Honduras</td>
<td>Oman</td>
<td></td>
<td></td>
<td></td>
<td>Switzerland</td>
</tr>
<tr>
<td>Canada</td>
<td>Slovenia</td>
<td>Jamaica</td>
<td>Pakistan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ukraine</td>
<td>Mexico</td>
<td>Qatar</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nicaragua</td>
<td>Saudi Arabia</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Panama</td>
<td>South Africa</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Paraguay</td>
<td>Tunisia</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Peru</td>
<td>Turkey</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Puerto Rico</td>
<td>Uganda</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Uruguay</td>
<td>United Arab Emirates</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Venezuela</td>
<td>United States</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Nomination Window – Step 5 cont.

Submit

After you submit your nomination, you are still able to make changes to your entry until the nomination window closes on April 21 at 11:59 PM PT.

If you have provided customer references, and it is a requirement of the award in the guidelines, award owner s/judges may contact these references when making their final decision. Other than that, there will be no contact with your customer.

*more info on slide 26

Include pictures, graphs, or any details that would support your application. Three documents of up to 10 MB are allowed. Document types allowed are PDF, Word, excel, PPT, JPEG or PNG.
Nomination Window - Ineligibility notification

If you see awards that are a lighter text or if you receive this ineligibility notification, it means your company has not met the minimum competency criteria required for this award. If you believe your company is qualified, please use the ‘here for help’ link to submit a ticket. The ticket will send important information that will help the team troubleshoot and confirm your eligibility.
Timeline and what’s next
Timeline and what to expect next

**Deadline to submit a nomination:**
Make sure to submit your nomination by **April 21, 2021, 11:59 PM Pacific Time.**

**If selected as finalists and winners:**
Finalists and winners will be contacted in June 2021 to the e-mail address, the phone number, or mailing address (if any) provided at time of entry and must agree at that time to participate in the awards program. We will make three (3) attempts to contact each finalist and winner to confirm their participation. If we are unable to make contact in three (3) attempts, we will notify the next runner-up finalist and give that company the opportunity to verify their participation.

**Public announcement:**
Winners and finalists will be acknowledged in a press release in July and celebrated at Microsoft Inspire.
Frequently Asked Questions
What constitutes an eligible entry?

**Criteria:**
- Entries must use the 2021 Microsoft Partner Network Partner of the Year Award submission application tool.
- Entries must be in the English language. Please note that the solution may be developed in any language but the entry itself must be submitted in the English language.
- Solution must have at least one commercial customer and the solution must have demonstrated market success/growth within the last 12 months.
- Solution must be developed primarily using Microsoft software and/or hardware.

**Can we enter more than one nomination for the same award based on having different products or case studies we want to highlight?**
Yes, you can enter multiple award nominations for the same award or enter the same case study or story for more than one award.
Making edits to a submission

**Can I edit my entry?**
Yes, nomination entries can be edited, even after you have submitted, until the nomination window closes on April 21, 2021 at 11:59 PM PT.

**Can I enter some data and then come back and complete the submission later?**
Yes, be sure to save your work along the way. You may exit the application and when you enter back in, you can go back to your dashboard and click on the award you wish to update.

**Can I delete or change my entry after it is submitted?**
Yes, if the nomination window is still open. Simply log in to the tool and click on the nomination entry you wish to modify.

**Will I be able to access my nomination after the window closes?**
Yes, you will be able to access and view your nomination after the window closes, however, you cannot make any edits once the window has closed.
Confidentiality

**Is any customer information I provide confidential?**
If your customer has any proprietary rights in and to the solution you submit, as a condition of being named a winner in this contest, your customer must be willing and able to grant to you and Microsoft the right and permission to feature and otherwise describe the solution in a case study and to use the case study for promotional, editorial, demonstration or any other related purposes.

**Tell me more about the confidentiality....**
Any customer name or customer information you provide in your award submission will not be published immediately. You may be asked to provide a signed customer release from the end customer if you are an award winner and Microsoft would like to possibly produce a case study.

In the award submission process, we recommend that if you have any privacy concerns, you add a note at the bottom of your submission in the nomination form that states confidentiality concerns for this particular award submission. This will flag the Microsoft product teams that are evaluating this nomination and will note the requirement of a release to publicize any customer information.
Winners & Finalists

How can I find out who won?
Entrants can find out who won by visiting https://aka.ms/POTYA where the names of the contest winners will remain posted for 12 months after the official public announcement in July 2021.

What do winners and finalists receive?
The 2021 Microsoft Partner Network Partner of the Year Award winners and finalists will be celebrated at Microsoft Inspire. Partners who are recognized as finalists and winners will be acknowledged in press releases and will receive a marketing kit with which to promote their accomplishments. This worldwide recognition of excellence identifies winners as a select few who truly stand out in a distinguished, competitive field.

Are there award winners for each country?
The Country/Region Partner of the Year Award will be awarded based on submissions for that country/region in the award tool with one (1) winner per country/region (if that country/region chooses to participate).

The Category awards are global and recognize one (1) worldwide winner and up to three (3) worldwide finalists for each award.
Have additional questions?

Email the Partner of the Year Awards support team at potyasup@microsoft.com