Getting Started with a Microsoft Partnership

Last updated 25/10/2018
Find the latest www.aka.ms/partner101

Microsoft Partner Network
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1. The Essentials
1. The Essentials

Essential steps for new and existing Microsoft Partners alike.

<table>
<thead>
<tr>
<th>1. Register for the Microsoft Partner Network</th>
<th>Enrol your organisation for free or associate with an existing MPN profile.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Build your business profile</td>
<td>Partner Center referrals capability will provide one place for you to manage customer leads.</td>
</tr>
<tr>
<td>3. Know where to go for support</td>
<td>Need support or have a program enquiry?</td>
</tr>
<tr>
<td></td>
<td>• Visit partner.microsoft.com/Support</td>
</tr>
<tr>
<td>4. Engage with the community local</td>
<td>Join the Microsoft Australia Partner Yammer Community.</td>
</tr>
<tr>
<td></td>
<td>(Tip: gain access faster by joining with your work email address)</td>
</tr>
</tbody>
</table>

Need further help? Go to partner.microsoft.com/Support to start a chat, see top questions from partners, and more.
Start here: partner.microsoft.com

<table>
<thead>
<tr>
<th>/membership</th>
<th>/business-opportunities</th>
<th>/reach-customers</th>
<th>/solutions</th>
<th>/training</th>
<th>/connect</th>
<th>/support</th>
<th>Dashboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Join the Microsoft partner network</td>
<td>Digital Transformation</td>
<td>Promote your business</td>
<td>Specialise in a practice area</td>
<td>Learning portal</td>
<td>Partner to partner</td>
<td>“Start chat” on most website pages</td>
<td>Accessible from the top right side of the partner website</td>
</tr>
<tr>
<td>Enroll in the Cloud Solution Provider program</td>
<td>Build IP</td>
<td>Marketing tools and services</td>
<td>Specialise in an industry</td>
<td>Partner University</td>
<td>Case studies #MSPartnerStory</td>
<td>MySupport</td>
<td>Sign in to manage Cloud Solution Provider program participation, referrals, membership, and more</td>
</tr>
<tr>
<td>Benefits, incentives, and support</td>
<td>Provide managed services</td>
<td>Scale your business through partnerships</td>
<td></td>
<td>Azure courses</td>
<td>Blog and news center</td>
<td>Top partner questions</td>
<td></td>
</tr>
<tr>
<td>Build a profitable practice</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Connect with the Microsoft partner community

Follow Microsoft Partner Network and #MSPartner on Twitter, Facebook, and LinkedIn. Share your story with #MSPartnerStory

Join the conversation in our local Yammer community

Connect with partner across the world in our discussion forum at www.microsoftpartnercommunity.com
2. Microsoft Partner Network 101
Membership options

The Microsoft Partner Network offers three membership tiers, with incremental benefits to help you get market-ready, connect with customers, and differentiate your business.

<table>
<thead>
<tr>
<th>Network</th>
<th>Action Pack</th>
<th>Competency</th>
</tr>
</thead>
<tbody>
<tr>
<td>• No-cost introductory tier and the starting point for all Partners</td>
<td>• An annual subscription that takes your partnership to the next level.</td>
<td>• Competencies are an earned designation that showcase your company’s specialties</td>
</tr>
<tr>
<td>• Register to gain access to; ready-to-go sales and marketing materials, support and training.</td>
<td>• Access additional benefits including; the latest Microsoft software for internal use, enhanced support, developer tools and more.</td>
<td>• Silver – certified capability, expertise, and commitment</td>
</tr>
<tr>
<td>• Learn more</td>
<td>• Auto renewal is now available for Action Pack subscription</td>
<td>• Gold – best-in-class capability within a specific Microsoft solution area</td>
</tr>
<tr>
<td></td>
<td>• Learn more</td>
<td>• Includes more internal-use rights software, logo access, incentive eligibility, additional support and advisory hours.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Partners may attain multiple competencies whilst paying just one annual fee.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Learn more</td>
</tr>
</tbody>
</table>

- Need further help? Go to [partner.microsoft.com/Support](https://partner.microsoft.com/Support) to start a chat, see top questions from partners, and more.
## Membership Benefits & Fees

Learn more about [core benefits and requirements](#). See the full Internal Use Rights software entitlement for [Action Pack](#) & [Competency](#).

<table>
<thead>
<tr>
<th>Membership tier</th>
<th>&quot;Core&quot; benefits</th>
<th>Requirements</th>
<th>Fee*</th>
</tr>
</thead>
</table>
| **Gold Competency** | *Internal Use Rights software:*  
  - Up to 100 licenses per product  
  - $100 monthly Azure credit  
  - 10x Visual Studio Enterprise w/ MSDN  
  - 50 Advisory Hours  
  - 20 Support Incidents | *Pass application test / individual exams and/or meet a performance goal* | $4,730[^](#) (gold cloud competency membership)  
  $5200[^](#) On premise competency membership |
| **Silver Competency** | *Internal Use Rights software:*  
  - Up to 25 licenses per product  
  - $100 monthly Azure credit  
  - 5x Visual Studio Enterprise w/ MSDN  
  - 20 Advisory Hours  
  - 15 Support Incidents | *Pass application test / individual exams and/or meet a performance goal* | $2,300[^](#) (silver cloud competency membership) |
| **Action Pack** | *Internal Use Rights software:*  
  - Up to 10 licenses per product  
  - $100 complete partner profile  
  - monthly Azure credit  
  - 3x Visual Studio Professional  
  - Up to 5 Advisory Hours  
  - 10 Support Incidents | *Complete partner profile* | $420[^](#) |
| **Network** | *Digital Partner of Record / DAP eligibility*  
  *Public cloud subscription management and sales features*  
  *Access to training, sales, marketing and support* | *Complete partner profile* | $0 |

[^]: Competency fees are paid once per annum, during which time Partners may attain as many Competencies for which they are eligible  
[^]: All fees are in AUD and incl. GST, prices correct as of 4/01/2018. See the [Competency](#) or [Action Pack](#) pages for the latest fees

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## Understanding Cloud Competencies

Qualify for cloud competencies through cloud performance, certifications and customer references. Learn more about Competencies (including on-premises and hybrid Competencies), as well as all requirements, attainment options and incremental benefits, [here](#).

<table>
<thead>
<tr>
<th>Product focus</th>
<th>Competency Name</th>
<th>Requirements</th>
<th>Exclusive Cloud Competencies benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office 365</td>
<td>Small and Midmarket Cloud Solutions</td>
<td></td>
<td><strong>[Silver/Gold]</strong> Access to incentive</td>
</tr>
<tr>
<td></td>
<td>Cloud Productivity</td>
<td></td>
<td><strong>[Gold]</strong> Guaranteed dedicated Microsoft Contact (MPN Concierge)</td>
</tr>
<tr>
<td>Azure</td>
<td>Cloud Platform</td>
<td></td>
<td>Unlimited cloud support</td>
</tr>
<tr>
<td>Dynamics 365</td>
<td>Cloud Customer Relationship Management</td>
<td></td>
<td>Additional software licenses for development and test environments</td>
</tr>
<tr>
<td></td>
<td>Cloud Business Applications</td>
<td></td>
<td>Partner incentives and access to special offers</td>
</tr>
<tr>
<td>Enterprise Mobility + Security</td>
<td>Enterprise Mobility Management</td>
<td></td>
<td>Priority placement in Partner marketplace/referrals</td>
</tr>
</tbody>
</table>

Grow your Cloud Business $$$

Pass Technical Exams or Assessments
## Understanding App Dev & ISV Competencies

Qualify for cloud competencies through cloud performance, certifications and customer references. Learn more about Competencies (including on-premises and hybrid Competencies), as well as all requirements, attainment options and incremental benefits, [here](#).

<table>
<thead>
<tr>
<th>Product focus</th>
<th>Competency Name</th>
<th>Requirements</th>
<th>App Dev Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Azure</td>
<td>Application Development</td>
<td>Pass Technical Exams or Assessments</td>
<td>Access to Microsoft Innovation Centres</td>
</tr>
<tr>
<td>Visual Studio</td>
<td></td>
<td></td>
<td>Access to Azure Marketplace</td>
</tr>
<tr>
<td>Windows</td>
<td>Application Integration</td>
<td></td>
<td>Incentives</td>
</tr>
<tr>
<td>Windows Server</td>
<td>DevOps</td>
<td>Paid fee</td>
<td>Go to Market Services</td>
</tr>
<tr>
<td>.NET Framework</td>
<td>ISV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Biztalk Server</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Need further help? Go to [partner.microsoft.com/Support](http://partner.microsoft.com/Support) to start a chat, see top questions from partners, and more.
## Competency attainment tips

### Getting started
- Ensure your organisation’s Microsoft Partner Network (MPN) membership is active and you have Global Administrative Rights for the profile (if needed, renew or enrol for free at the “Network” level)
- Review the requirements for your chosen competency
- Confirm all individuals contributing to your competency through Exams or Assessments are associated with your profile
- Contact MPN Support at any stage if your require help or clarification

### Meet performance requirements (Cloud Competencies Only)
- Ensure your organisation is listed as Digital Partner Of Record (DPOR) / connected via Partner Association, for all cloud deals (see further slide for guidance on performance recognition)
- Monitor your progress through the Partner Summary Report
- Tip: Track your performance by scrolling to “Membership, training & benefits” clicking “Competencies in progress” and selecting your competency at the silver or gold level

### Complete all exam / assessment requirements (as required)
Training can be found by selecting your competency in the Partner Learning Paths
- “Assessments” are no-cost, include all readiness and can be completed online, at your own pace, through the Partner Learning Paths
- “Exams” and “Certifications” require the individual to book their exam through Pearson Vue. The RRP for a single exam voucher is $165 USD* or you can join Join the Next up exam camp, which is runs quarterly locally in Australia.
- In order for an individual’s Exams / Assessments to contribute towards competency attainment, they need to be associated with your MPN profile and in the case of exams, have their Microsoft Certified Professional (MCP) ID attached too (MCPs can attach their ID through the Partner Membership Centre)

### Generate customer references
- Complete the reference template in the Partner Membership Centre. Once approved by Microsoft, assign the references to your chosen competency

### Complete your attainment
- Once all requirements have been met, complete your competency attainment through the Partner Membership Centre

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* Fee accurate as of 16/02/2017

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Need further help? Go to [partner.microsoft.com/Support](http://partner.microsoft.com/Support) to start a chat, see top questions from partners, and more.
Importance of Digital Partner of Record

We recognise partners for the role(s) they play in supporting cloud-based solutions, from the initial transaction, to solution deployment and ongoing customer support. DPOR and Partner Association provide Partners with greater insights into their customers usage and allows cloud performance to contribute toward competency attainment.

Digital Partner of Record (DPOR)

- Digital Partner of Record associates servicing partners to a Microsoft cloud subscription
- DPOR provides visibility into seat utilisation, customer consumption and usage through the Cloud Services Dashboard
- DPOR is required to qualify for incentive payments

Watch a 2 min video on DPOR and Partner Association, view the portal page and access Cloud Services Dashboard training

Partner Association

Partner Association allows for more than one Partner to be acknowledged for the performance of a cloud subscription. If DPOR is not available, opt for:

- Delegated Admin Privileges (DAP) for Office 365, Microsoft Intune or Enterprise Mobility Suite subscriptions
- FastTrack onboarding for Office 365 subscriptions
- Transactional recognition (automatically applied to transacting partners as reported in Microsoft internal sales systems)

Need help? Visit partner.microsoft.com/support

Tip: it can take up to 45 days for a newly assigned subscription to become visible in your Cloud Services Dashboard. It can then take up to two weeks for performance to populate.
Lead Referrals

The new Partner Center referrals capability will provide one place for you to manage leads and makes it easier for your organization to find the right customers, and for the right customers to find you. Microsoft aims to converge all lead sources in the company, starting with Pinpoint and C2PC in FY17.

Qualified leads

- Extending Microsoft Inside Sales to better meet the changing needs of our commercial customers
- Evolving capabilities to reach and engage customers quickly, opportunities that have historically been routed to partners via C2PC or Account Managers will be routed to Inside Sales, Partners via Partner Center, or Account Managers as appropriate.
- Routing opportunities to Inside Sales allows our teams to engage and qualify leads into higher quality opportunities. This will help ensure we identify the right Partners to engage with the customer.

Need further help? Go to partner.microsoft.com/Support to start a chat, see top questions from partners, and more.
Cloud Enablement Desk

Examples of how we can help you:

- An assisted experience from Microsoft to help me start, grow and eventually co-sell in the cloud through assisted skilling and program access
- An assisted experience to guide me through MPN benefits, competency attainment, driving towards co-sell and more
- An assisted experience understanding and utilizing my Gold cloud competency benefits and stay informed of MPN updates

What is the Cloud Enablement Desk?

Cloud Enablement Desk specialists identify business needs and connect you with valuable resources and benefits in order to build your MPN practice and drive towards goals.

For an agreed period of time, an assigned specialist will help you navigate MPN, decode your benefits, and drive towards the milestones and outcomes that matter to your business. Whether you need technical skilling, assistance going to market, or anything in between – your Cloud Enablement Desk specialist is there to support the unique needs of your organization.

Am I eligible?

Available if you meet the below criteria:

1. Unmanaged partner
2. Have an MPN ID (sign up here)
3. Is a high potential partner developing repeatable, scalable app or solution

How do I engage?

A monthly check in call is a minimum required touch point. You can scale up your engagement from there based on your needs.

Review criteria and self-nominate at aka.ms/cednominate
# Checklist for creating a profile

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Learn more</td>
<td>Learn how to build a business profile to help your organisation scale and make more meaningful customer connections.</td>
</tr>
<tr>
<td>2. Build your business profile</td>
<td>Download the guide to assist you to create a business profile that will get you noticed</td>
</tr>
</tbody>
</table>
| 3. Need help creating your profile? | Do you need help or are there questions you need answered?  
  - Visit partner.microsoft.com/Support |

Need further help? Go to partner.microsoft.com/Support to start a chat, see top questions from partners, and more.
3. Support

Microsoft Partner Network
Support – Program support

Support for your Microsoft Partner Network (MPN) membership and where to go for incentives assistance and licensing enquiries.

<table>
<thead>
<tr>
<th>Microsoft Partner Network support and enquiries</th>
<th>Microsoft Partner Network guides</th>
</tr>
</thead>
</table>
| For all Microsoft Partner Network support requests and program enquiries  
✓ Membership: enrolment, renewals, Competency attainment (inc. cloud performance issues)  
✓ Profile management: associating staff and MCPs, assigning privileges, merging profiles  
✓ Benefits: understanding and accessing your benefits (inc. Internal Use Rights, profile, support)  
✓ Contact support and click “Start a Chat” (no sign in required) or sign in to access a customised experience  
  a) Call theon 13 20 58 Options 3,1 (TIP: make sure to record your Ticket ID#)  
  b) Read the FAQ | • Learn about Microsoft Partner Network membership  
  • Including an information on membership tiers (Network, Action Pack and Competency) and Partner benefits  
  • Learn how to manage your MPN profile and access your benefits  
  • Get tips on Competency attainment  
  • How to submit Cloud support |

<table>
<thead>
<tr>
<th>Incentive payments</th>
<th>Licensing</th>
</tr>
</thead>
</table>
| See the Partner incentives page for guidance.  
For additional support:  
• Submit a request via the MPN Support page OR  
• Email apocchi@microsoft.com for all queries relating to partner incentives including queries relating to payment, eligibility or tool access. | See the licensing page for guidance and Get Licensing Ready for training. Learn about the Cloud Solution Provider program  
• For pricing and licensing enquiries; contact your Licensing Solution Provider (LSP), Authorised Distributor or CSP Provider |

Still cant find what you need?  
Join the Yammer Community and ask the team for assistance

Need further help? Go to partner.microsoft.com/Support to start a chat, see top questions from partners, and more.
Support – Presales & Deployment

Offered in the cloud, for hybrid scenarios, and for limited on-premises only solutions, including Windows 10, Windows Server, Dynamics AX, and SQL Server

- Learn more about supported products and scenarios and view guidance on submitting a request
- See additional support plans for increased coverage, on-site delivery and dedicated Support Account Manager availability

<table>
<thead>
<tr>
<th>Technical Presales Assistance</th>
<th>Deployment Services (AKA Advisory Services)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>Gold</td>
</tr>
<tr>
<td>50 Partner Advisory Hours for Technical Presales Assistance or Deployment Services</td>
<td>50 Partner Advisory Hours for Technical Presales Assistance or Deployment Services</td>
</tr>
<tr>
<td>Unlimited Technical Presales Assistance for cloud deals</td>
<td>Unlimited Technical Presales Assistance for cloud deals</td>
</tr>
<tr>
<td>Silver</td>
<td>Silver</td>
</tr>
<tr>
<td>20 Partner Advisory Hours for Technical Presales Assistance or Deployment Services</td>
<td>20 Partner Advisory Hours for Technical Presales Assistance or Deployment Services</td>
</tr>
<tr>
<td>Unlimited Technical Presales Assistance for cloud deals</td>
<td>Unlimited Technical Presales Assistance for cloud deals</td>
</tr>
<tr>
<td>Action Pack</td>
<td>Action Pack</td>
</tr>
<tr>
<td>5 Partner Advisory Hours for Technical Presales Assistance or Deployment Services (available after your first cloud deal*)</td>
<td>5 Partner Advisory Hours for Technical Presales Assistance or Deployment Services (available after your first cloud deal*)</td>
</tr>
<tr>
<td>Network</td>
<td>Network</td>
</tr>
<tr>
<td>Unlimited assistance through the Partner Support Community</td>
<td>Unlimited assistance through the Partner Support Community</td>
</tr>
</tbody>
</table>

* Once you’ve completed your first cloud deal, contact MPN support to request Partner Advisory Hours be added to your MPN ID

Need further help? Go to partner.microsoft.com/Support to start a chat, see top questions from partners, and more.
## Support – Building on Microsoft Cloud Platforms

Support for getting started with building and migrating your application

<table>
<thead>
<tr>
<th>Microsoft Partner Network support</th>
<th>How to activate</th>
</tr>
</thead>
<tbody>
<tr>
<td>For developers to ramp, build, and accelerate app development by connecting with Microsoft experts through technical training and custom technical consultations</td>
<td>• <a href="http://aka.ms/AzureAppinnovation">Dev Chat</a> is available to Microsoft Azure, Office 365 and Dynamics 365 application developers within the Microsoft Partner Network (Network, Action Pack, Silver and Gold) at no cost.</td>
</tr>
<tr>
<td><a href="http://aka.ms/AzureAppinnovation">http://aka.ms/AzureAppinnovation</a></td>
<td>• Consulting services are redeemable via your membership benefits call <a href="http://aka.ms/AzureAppinnovation">advisory hours</a>.</td>
</tr>
</tbody>
</table>
# Support – Technical Break / Fix

Resolve technical roadblocks and get quick answers to product-related questions from Partner Technical Services. Learn more about supported products and scenarios and view guidance on submitting a request: [Product Support Incidents](#), [Cloud Support](#).

See [additional support plans](#) for increased coverage, on-site delivery and dedicated Support Account Manager availability.

<table>
<thead>
<tr>
<th><strong>Break / Fix support (inc. cloud and on-prem enquiries)</strong></th>
<th><strong>Signature Cloud Support (exclusive to cloud and hybrid Competency Partners)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gold</strong></td>
<td><strong>Unlimited Signature Cloud Support for Gold Cloud Competency Partners</strong>*</td>
</tr>
<tr>
<td>20 Product support incidents (all products)^</td>
<td><strong>10 Signature Cloud Support Incidents for Gold Hybrid Competency Partners</strong>*</td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td><strong>Unlimited Signature Cloud Support for Silver Cloud Competency Partners</strong>*</td>
</tr>
<tr>
<td>15 Product support incidents (all products)^</td>
<td><strong>5 Signature Cloud Support Incidents for Silver Hybrid Competency Partners</strong>*</td>
</tr>
<tr>
<td><strong>Action Pack</strong></td>
<td></td>
</tr>
<tr>
<td>10 Product support incidents (all products)^</td>
<td></td>
</tr>
<tr>
<td><strong>Network</strong></td>
<td></td>
</tr>
<tr>
<td>Unlimited assistance through the Partner Support Community</td>
<td></td>
</tr>
</tbody>
</table>

^When submitting an on-premises or Azure product support incident, you will be required to provide a "Contract ID" and "Access ID." Contact MPN Support for help.

*Learn more about [Signature Cloud Support eligibility](#).

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4. Growing your partnership with Microsoft
Training and Certification

Microlearning
- Step-by-step, bite-sized tutorials by product, skill level, and job role
- Hands-on learning with interactive browser-based scripting environments
- Immediate assessment via knowledge quizzes

Online Courses
- Self-paced, structured courses with the ability to track progress and maintain a transcript
- Hands-on learning with hands-on labs
- Knowledge assessments

Instructor-led Training
- Blended learning, in-person, and online to suit learning needs
- Delivered by Microsoft Certified Trainers
- Deep technical training to give you the technical expertise

Certification
- New role-based certifications, including varying levels (Fundamentals, Associate, Expert)
- Industry-recognized technical certifications
- Share "credentials" with your professional network with an online badge

Need further help? Go to partner.microsoft.com/Support to start a chat, see top questions from partners, and more.
Azure Apps and Infrastructure Certifications

Fundamentals
- Microsoft Certified: Azure Fundamentals (Optional)

Associate
- Microsoft Certified: Azure Administrator Associate
- Microsoft Certified: Azure Developer Associate
- More roles to come

Expert
- COMING SOON
  - Microsoft Certified: Azure Solutions Architect Expert
  - Microsoft Certified: Azure DevOps Engineer Expert

Transition Exams Available:
- 70-532 – take AZ-202
- 70-533 – take AZ-102
- 70-535 – take AZ-302


Need further help? Go to partner.microsoft.com/Support to start a chat, see top questions from partners, and more.
## Data Management & Analytics Path

### Available now

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>461</td>
<td>Querying Microsoft SQL Server 2012/2014</td>
</tr>
<tr>
<td>462</td>
<td>Administering Microsoft SQL Server 2012/2014 Databases</td>
</tr>
<tr>
<td>463</td>
<td>Implementing a Data Warehouse with Microsoft SQL Server 2012/2014</td>
</tr>
<tr>
<td>761</td>
<td>Querying Data with Transcat SQL</td>
</tr>
<tr>
<td>762</td>
<td>Developing SQL Databases</td>
</tr>
<tr>
<td>763</td>
<td>Administering a SQL Database Infrastructure</td>
</tr>
<tr>
<td>764</td>
<td>Provisioning SQL Databases</td>
</tr>
<tr>
<td>765</td>
<td>Implementing a SQL Data Warehouse</td>
</tr>
<tr>
<td>766</td>
<td>Developing SQL Data Models</td>
</tr>
<tr>
<td>767</td>
<td>Developing Microsoft SQL Server Databases</td>
</tr>
<tr>
<td>768</td>
<td>Implementing SQL Data Models</td>
</tr>
<tr>
<td>769</td>
<td>Designing and Implementing Cloud Data Platform Solutions</td>
</tr>
<tr>
<td>770</td>
<td>Analyzing and Visualising Data with Power BI (Planned)</td>
</tr>
<tr>
<td>771</td>
<td>Querying Data with Transcat SQL</td>
</tr>
<tr>
<td>772</td>
<td>Administering Microsoft SQL Server 2012/2014 Databases</td>
</tr>
<tr>
<td>773</td>
<td>Implementing a Data Warehouse with Microsoft SQL Server 2012/2014</td>
</tr>
<tr>
<td>774</td>
<td>Designing and Implementing Cloud Data Platform Solutions</td>
</tr>
<tr>
<td>775</td>
<td>Platform Data Engineering on Microsoft HD Insight</td>
</tr>
<tr>
<td>776</td>
<td>Engineering Data with Microsoft Cloud Services (Planned)</td>
</tr>
<tr>
<td>777</td>
<td>Implementing NoSQL Solutions with DocumentDB and Azure Search (Planned)</td>
</tr>
<tr>
<td>778</td>
<td>Analyzing and Visualising Data with Power BI (Planned)</td>
</tr>
<tr>
<td>779</td>
<td>Analyzing Data with Excel (Planned)</td>
</tr>
</tbody>
</table>

### Upcoming paths

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>776</td>
<td>Developing SQL Data Models</td>
</tr>
<tr>
<td>777</td>
<td>Developing Microsoft SQL Server Databases</td>
</tr>
<tr>
<td>778</td>
<td>Implementing SQL Data Models</td>
</tr>
<tr>
<td>779</td>
<td>Implementing a SQL Data Warehouse</td>
</tr>
<tr>
<td>780</td>
<td>Developing Microsoft SQL Server 2012/2014 Databases</td>
</tr>
<tr>
<td>781</td>
<td>Implementing a Data Warehouse with Microsoft SQL Server 2012/2014</td>
</tr>
<tr>
<td>782</td>
<td>Designing and Implementing Cloud Data Platform Solutions</td>
</tr>
<tr>
<td>783</td>
<td>Analyzing and Visualising Data with Power BI (Planned)</td>
</tr>
<tr>
<td>784</td>
<td>Analyzing Data with Excel (Planned)</td>
</tr>
</tbody>
</table>

### Elective Exam Pool

- 473: Designing and Implementing Cloud Data Platform Solutions
- 475: Designing and Implementing Big Data Analytics Solutions
- 464: Developing Microsoft SQL Server Databases
- 465: Designing Database Solutions for SQL Server
- 466: Implementing Data Models and Reports with Microsoft SQL Server
- 467: Designing Business Intelligence Solutions with Microsoft SQL Server
- 773: Analyzing Big Data with Microsoft R
- 774: Performing Cloud Data Science with Azure Machine Learning
- 775: Performing Data Engineering on Microsoft Azure HD Insight
- 778: Analyzing and Visualizing Data with Power BI (Planned)
- 779: Analyzing Data with Excel (Planned)

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**Need further help?** Go to [partner.microsoft.com/Support](http://partner.microsoft.com/Support) to start a chat, see top questions from partners, and more.
App Builder Path

ELECTIVE

483: PROGRAMMING IN C#
357: DEVELOPING MOBILE APPS
MCSA UNIVERSAL WINDOWS PLATFORM

486: DEVELOPING ASP.NET MVC WEB APPLICATIONS
MCSA WEB APPLICATIONS

480: PROGRAMMING IN HTML5 WITH JAVASCRIPT AND CSS3 OR 483: PROGRAMMING IN C#

MCSA APP BUILDER
EARNED: 2016

ELECTIVE EXAM POOL
532: Developing Microsoft Azure Solutions
534: Architecting Microsoft Azure Solutions
487: Developing Microsoft azure and web Services
488: Developing Microsoft SharePoint Server 2013 Core Solutions
489: Developing Microsoft SharePoint Server 2013 Advanced Solutions
354: Universal Windows Platform_ App Architecture and UX/UI
355: Universal Windows Platform_ App Data, Services and Coding Patterns
496: Administering Microsoft Visual Studio Team Foundation Server
497: Software Testing with Visual Studio
498: Delivering Continuous Value with Visual Studio Application Lifecycle Management

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Incentives & How to Activate

Whether you are doing business in the Cloud, on-premise, or somewhere in between, Partner Incentives support Partner profitability and growth.

Partners are invited to the incentive programs once they have achieved a competency at the silver membership level. There may be additional requirements i.e. revenue threshold or digital partner of record requirement*.

To view all current incentives eligibility primary administrator logs into https://partner.microsoft.com/en-au/membership/partner-incentives

Any questions relating to access and payments submit via support.

*Competency and performance thresholds vary per program
# FY19 Partner Incentives – Australia

<table>
<thead>
<tr>
<th>Incentive Type</th>
<th>Membership/+ One Competency Required</th>
<th>Licencing Type</th>
<th>Rebate Rate</th>
<th>Date</th>
<th>Eligibility &amp; Payment</th>
<th>Payment Cadence</th>
</tr>
</thead>
</table>
| **CSP Indirect Reseller** | Min. Silver Membership  
• Windows and Devices  
• Enterprise Mobility Management  
• Cloud Customer Relationship Management  
• Cloud Productivity  
• Data Analytics  
• Cloud Platform  
• Small and Midmarket Cloud Solutions  
• Data Platform  
• ISV | CSP | • 8% on cloud billed revenue (H1)  
• 2% on customer adds  
• 2% on global strategic accelerator  
• 20% on PSTN conferencing  
• 6% (Strategic) Software in CSP – Subscription  
• 1.25% (Core) Software in CSP – Subscription  
• 5% on M365 E5/E3 + Business (local – H1)  
• 5% on Azure (local – H1) | 1 July – 31 Dec | • one competency  
• + $200 min CSP rev  
• Enrol to PIEXP | Monthly |
| **Azure** | Min. Silver Membership  
• Cloud Platform Competency | EA | • 4% consumption fee (gold competency only)  
• 25% QoQ growth (silver/gold)  
• ACA - $4k incentive on 5K consumption (silver/gold) | 1 Oct – 30 Sept | • one competency  
• Digital Partner of Record  
• Enrol to CHIP | Quarterly |
| **Online Services Incentives – Active Usage** | Min. Silver Membership  
• Cloud Productivity  
• Enterprise Mobility Management  
• Project Portfolio Management (PPM)  
• Data Analytics  
• Cloud Business Application  
• Cloud Customer Relationship Management  
• Enterprise Resource Planning | EA | • 10% Usage  
Based on rate card value  
Eligible Workloads: O365, Intune, EMS, AADP, Dynamics | 1 Oct – June 30 | • one competency  
• Digital Partner of Record  
• Enrol to PIEXP | Monthly |

See incentive guides for definitions and further eligibility requirements – Go to [https://partner.microsoft.com/membership/partner-incentives](https://partner.microsoft.com/membership/partner-incentives)

⚠️ Need further help? Go to [partner.microsoft.com/Support](https://partner.microsoft.com/Support) to start a chat, see top questions from partners, and more.
Benefits of Gold Cloud Competency
“Gold Cloud Competency Partners are best in class for their chosen specialisation, they have a proven track record of customer success underpinned by certified capabilities on the latest technology”

Gavriella Schuster
Corporate Vice President, One Commercial Partner
Exclusive Gold Cloud Competency Benefits

On top of the “core” gold competency benefits and the incremental benefits associated with your specific competency stack, Australian Partners with a gold Cloud Competency* receive the following:

<table>
<thead>
<tr>
<th>Priority for local investments</th>
<th>Prioritisation for local engagement, co-marketing opportunities, case study development and more.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority Placement of Referrals</td>
<td>Prioritisation placement of Partner Center Referrals for customer leads.</td>
</tr>
<tr>
<td>Partner Seller program eligibility</td>
<td>The primary requirement for Partner Seller, allowing for unparalleled alignment with Microsoft Australia’s sales teams.</td>
</tr>
</tbody>
</table>

* Need further help? Go to [partner.microsoft.com/Support](https://partner.microsoft.com/Support) to start a chat, see top questions from partners, and more.
Microsoft Inspire
Las Vegas, Nevada
July 14–18, 2019

Where partners, industry experts and Microsoft met to learn new ways to accelerate the digital transformation of our shared customers.

Got a question email sarahar@microsoft.com

Watch Inspire 2018 sessions on-demand >
## Connect with us

Use these tips to stay in the loop, connect with Microsoft and access business building resources.

<table>
<thead>
<tr>
<th>Stay up to date</th>
<th>Join our Yammer community</th>
<th>Meet us in person</th>
<th>Stay connected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribe to the Microsoft Australia Partner blog and never miss an update.</td>
<td>Join the Microsoft Australia Partner Yammer Community to connect with peers and the</td>
<td>Connect in person at our annual worldwide Partner event.</td>
<td>Haven’t heard from us in a while?</td>
</tr>
<tr>
<td>Subscribe today</td>
<td>Microsoft Australia team.</td>
<td>• Microsoft Inspire</td>
<td>Make sure we can reach you - update your communication settings and ensure your MPN profile contact details are correct.</td>
</tr>
<tr>
<td>Tip: use “Popular Tags” to search for content relevant to you</td>
<td></td>
<td></td>
<td>-----------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Access Training</td>
<td>Build a business of the future</td>
<td>Deliver cloud solutions</td>
<td>Partnering with Microsoft is the best decision ISVs and App Developers can make.</td>
</tr>
<tr>
<td>Develop your capabilities and get certified with Sales, Pre-Sales and Technical training.</td>
<td>Transform and grow your business:</td>
<td>Deliver end-to-end cloud solutions to your customers through CSP.</td>
<td>The ISV Resource Hub has the products, tools, and go-to-market assistance you need to take your app from big idea to profitable reality.</td>
</tr>
<tr>
<td>• See the <a href="#">Australian Partner Blog</a> for online and in-person courses</td>
<td>• Evolve your business model</td>
<td>Learn about the <a href="#">Cloud Solution Provider (CSP) program</a> and sign up as a Direct provider or register with an Indirect provider</td>
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</tr>
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<td>• See the <a href="#">Partner Learning Paths</a> for on-demand training</td>
<td>• Build your IP</td>
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<td>• Add managed services</td>
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<tr>
<td></td>
<td>• Build your practice</td>
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**Transform and grow your business:**

- Evolve your business model
- Build your IP
- Add managed services
- Build your practice

**Deliver cloud solutions**

Deliver end-to-end cloud solutions to your customers through CSP.

Learn about the [Cloud Solution Provider (CSP) program](#) and sign up as a Direct provider or register with an Indirect provider

**Develop & deploy your apps**

Partnering with Microsoft is the best decision ISVs and App Developers can make.

The ISV Resource Hub has the products, tools, and go-to-market assistance you need to take your app from big idea to profitable reality.

- Visit the [ISV Resource Hub](#)