Important updates to Business Applications competencies

October 2019

Maximize the cloud opportunity

Worldwide, business is moving to the cloud. We’re focused on supporting you through this shift to a thriving cloud-based economy by ensuring you have the technical capabilities to meet your customers’ needs.

With that in mind, we’re updating several Business Applications competencies, adding a new partner association model, and implementing a tool to give you more visibility into metrics. Our goal is to create differentiated value by recognizing you for driving successful business outcomes.

Review the information in this document to understand how the updates may impact your business and prepare accordingly.

Summary of updates

1. The Cloud Customer Relationship Management (CRM) competency is retiring October 1, 2020. The last day to attain or renew this competency was September 30, 2019.

2. The Enterprise Resource Planning (ERP) competency requirements were updated in October 2019.

3. New role-based exams were introduced to the Cloud Business Applications competency in July 2019. Additional role-based exams will be added in 2020.

4. The Cloud Business Applications competency requirements were updated in July and October 2019, and enforcement started in October 2019.

5. Beginning October 1, 2020, partners seeking to attain a Cloud Business Applications competency will be evaluated using their Partner Contribution Indicators (PCI) score.

Cloud Customer Relationship Management (CRM) competency retirement—October 2020

The Cloud CRM competency will be retiring October 1, 2020 and is no longer be available for attainment or renewal as of October 1, 2019. If you renewed or attained your competency by September 30, 2019, you will continue to have access to your competency benefits until your anniversary date. To renew or attain a competency you must meet the published requirements and pay the fee. We encourage you to work toward attaining the Cloud Business Applications competency before the anniversary date of your Cloud CRM competency.
Enterprise Resource Planning (ERP) competency updates effective October 2019

The ERP competency has been updated to recognize revenue performance for Microsoft Dynamics 365 NAV, GP, SL, or Dynamics 365 Business Central.

If you renewed or attained your ERP competency before October 2019, you won’t be impacted by this update until your anniversary date. At that time, you’ll only be eligible to renew if you’re selling Microsoft Dynamics 365 NAV, GP, SL, or Dynamics 365 Business Central.

If your Dynamics 365 business practice does not include any of these products, consider attaining the Cloud Business Applications competency to differentiate your organization within the growing Dynamics 365 partner ecosystem.

Updates coming to the Cloud Business Applications competency

If you specialize in implementation, deployment, and management of Dynamics 365, the Cloud Business Applications competency recognizes you with specific role-based learning and exams differentiated by applications.

New role-based exams for functional consultants became available in July 2019, with new exams being released for developers and solution architects in 2020. Core exams MB-200 and MB-300 will be enforced to attain or renew a Cloud Business Applications competency beginning October 1, 2019.

Many of the current exams were retired with the release of the new exams on June 30, 2019. You will continue to be able to attain the competency with the retiring exams through June 2020.

Learn more about the certifications strategy for Dynamics 365 Customer Engagement and for Dynamics 365 Finance and Operations.

New Cloud Business Applications competency exam requirements effective July 2019:

- Those individuals who have passed the current Exam MB6-898: Microsoft Dynamics 365 for Talent will be counted toward the Customer Engagement option for competency attainment. This update reflects the shift to the Common Data Service platform in the recruiting and onboarding functions of the Talent app. Talent will also continue to count toward the Operations option.

- Please note that some exams were retired on June 30, 2019, and others were retired on August 31, 2019. The exams will continue to qualify for the competency through June 30, 2020, and August 31, 2020, respectively.

- The new functional consultant exams and current technical exams will be required for Cloud Business Applications competency attainment for your next competency renewal date after July 2019. Core exams MB-200 and MB-300 will be enforced to attain or renew a Cloud Business Applications competency beginning October 2019.
Review the table below for details about retired exams, as well as new role-based exams being introduced in each functional area.

<table>
<thead>
<tr>
<th>Functional area</th>
<th>Retired exams</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Customer Engagement</strong></td>
<td><strong>MB2-715</strong>: Microsoft Dynamics 365 Customer Engagement online deployment</td>
</tr>
<tr>
<td></td>
<td><strong>MB2-717</strong>: Microsoft Dynamics 365 for Sales</td>
</tr>
<tr>
<td></td>
<td><strong>MB2-718</strong>: Microsoft Dynamics 365 for Customer Service</td>
</tr>
<tr>
<td></td>
<td><strong>MB2-719</strong>: Microsoft Dynamics 365 for Marketing</td>
</tr>
<tr>
<td></td>
<td><strong>MB2-877</strong>: Microsoft Dynamics 365 for Field Service</td>
</tr>
<tr>
<td><strong>Operations</strong></td>
<td><strong>MB2-895</strong>: Financial Management in Microsoft Dynamics 365 for Finance and Operations</td>
</tr>
<tr>
<td></td>
<td><strong>MB2-896</strong>: Distribution and Trade in Microsoft Dynamics 365 for Finance and Operations</td>
</tr>
<tr>
<td></td>
<td><strong>70-535</strong>: Architecting Microsoft Azure Solutions</td>
</tr>
<tr>
<td></td>
<td><strong>AZ-302</strong>: Microsoft Azure Solution Architect Certification Transition</td>
</tr>
</tbody>
</table>

* retired {June 30, 2019}
** retired {August 31, 2019}
*** retired {December 31, 2018}, but will be valid for competency attainment and renewal until December 31, 2019.

<table>
<thead>
<tr>
<th>Functional area</th>
<th>Qualifying exams for competency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Customer Engagement</strong></td>
<td><strong>MB-200</strong>: Dynamics 365 Customer Engagement Core</td>
</tr>
<tr>
<td></td>
<td><strong>MB-210</strong>: Dynamics 365 for Sales</td>
</tr>
<tr>
<td></td>
<td><strong>MB-220</strong>: Dynamics 365 for Marketing</td>
</tr>
<tr>
<td></td>
<td><strong>MB-230</strong>: Dynamics 365 for Customer Service</td>
</tr>
<tr>
<td></td>
<td><strong>MB-240</strong>: Dynamics 365 for Field Service</td>
</tr>
<tr>
<td></td>
<td><strong>MB6-898</strong>: Microsoft Dynamics 365 for Talent</td>
</tr>
<tr>
<td><strong>Operations</strong></td>
<td><strong>MB-300</strong>: Dynamics 365 Unified Operations Core</td>
</tr>
<tr>
<td></td>
<td><strong>MB-310</strong>: Dynamics 365 for Finance and Operations, Financials</td>
</tr>
<tr>
<td></td>
<td><strong>MB-320</strong>: Dynamics 365 for Finance and Operations, Manufacturing</td>
</tr>
<tr>
<td></td>
<td><strong>MB-330</strong>: Microsoft Dynamics 365 for Finance and Operations, Supply Chain Management</td>
</tr>
<tr>
<td></td>
<td><strong>MB6-897</strong>: Microsoft Dynamics 365 for Retail</td>
</tr>
<tr>
<td></td>
<td><strong>MB6-898</strong>: Microsoft Dynamics 365 for Talent</td>
</tr>
</tbody>
</table>

For most current exam requirements please check the [Cloud Business Applications competency](#) page or sign in to Partner Center.
Cloud Business Applications competency exam requirements

As your organization works toward attaining the Cloud Business Applications competency, you can choose from Customer Engagement or Operations options. Individuals must meet both functional and technical requirements within either option.

For attaining silver competency:

1. Five unique individuals must attain the Functional Consultant Associate certification. Each individual must take and pass:
   a. One Core Exam (MB-200** Customer Engagement Core Exam)
   b. And any one of the following five functional exams:
      - MB-210 Sales
      - MB-220 Marketing
      - MB-230 Customer Service
      - MB-240 Field Service
      - MB6-898 Talent

2. Two of the five individuals who took one of the five functional exams must also pass the following technical exam:
   c. MB2-716 Microsoft Dynamics 365 Customization and Configuration

For attaining gold competency:

1. 15 unique individuals must attain the Functional Consultant Associate certification. Each individual must take and pass:
   a. One Core Exam (MB-200** Customer Engagement Core Exam)
   b. And any one of the following five functional exams:
      - MB-210 Sales
      - MB-220 Marketing
      - MB-230 Customer Service
      - MB-240 Field Service
      - MB6-898 Talent

2. Five of the 15 individuals who took one of the five functional exams must also pass the following technical exam:
   c. MB2-716 Microsoft Dynamics 365 Customization and Configuration

Customer Engagement option overview

Silver competency example

5 unique individuals with functional and technical expertise

5 individuals have passed MB-200

Gold competency example

15 unique individuals with functional and technical expertise

15 individuals have passed MB-200

4 individuals have passed MB-210
4 individuals have passed MB-220
3 individuals have passed MB6-898
4 individuals have passed MB-230
5 individuals have passed MB2-716

A total of 35 exams will need to be taken by 15 people
Cloud Business Applications competency exam requirements

Follow this chart to see the functional and technical exams your employees need to take in order to attain or renew a Silver or Gold Cloud Business Applications Competency through the Operations option.

For attaining silver competency:

1. Five unique individuals must attain the Functional Consultant Associate certification. Each individual must take and pass:
   a. One Core Exam (MB-300** Operations Core Exam)
   b. And any one of the following five functional exams:
      - MB-310 Financials
      - MB-320 Manufacturing
      - MB-330 Supply Chain
      - MB6-897 Retail
      - MB6-898 Talent

2. Two of the five individuals who took one of the five functional exams must also pass the following technical exam:
   c. MB6-894 Development, Extensions and Deployment for Microsoft Dynamics 365 for Finance and Operations*

For attaining gold competency:

1. 15 unique individuals must attain the Functional Consultant Associate certification. Each individual must take and pass:
   a. One Core Exam (MB-300** Operations Core Exam)
   b. And any one of the following five functional exams:
      - MB-310 Financials
      - MB-320 Manufacturing
      - MB-330 Supply Chain
      - MB6-897 Retail
      - MB6-898 Talent

2. Five of the 15 individuals who took one of the five functional exams must also pass the following technical exam:
   c. MB6-894 Development, Extensions and Deployment for Microsoft Dynamics 365 for Finance and Operations*

* As of July 1, 2019, with the introduction of MB6-894: Development, Extensions and Deployment for Microsoft Dynamics 365 for Finance and Operations as a technical requirement, Exam AZ-300: Microsoft Azure Architect Technologies and Exam AZ-301: Microsoft Azure Architect Design are no longer required for competency attainment.

** Enforcement of MB-200 and MB-300 is in place since October 1, 2019.
Adding new Developer and Solution Architect exams

In 2020, new Solution Architect and Developer exams will be available. The current exams (MB2-716 and MB6-894) will retire upon the release of the new exams, and the new exams will be required for competency attainment in 2021.

New Cloud Business Applications competency performance requirements effective July 2019

As of July 2019, performance requirements only recognize Dynamics 365 cloud revenue. On-premises revenue will no longer qualify partners for the Cloud Business Applications competency.

With the momentum of the Dynamics 365 cloud apps in Finance and Operations, only those partners who are driving cloud transformation for customers will be recognized in the Cloud Business Applications competency.

<table>
<thead>
<tr>
<th>Qualifying products</th>
<th>Cloud Business Applications</th>
<th>Cloud CRM (retiring)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Customer Engagement option</td>
<td>Operations option</td>
</tr>
<tr>
<td>Dynamics 365 Customer Engagement</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Microsoft Relationship Sales</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Dynamics 365 Enterprise Team Member</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Dynamics 365 Talent</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Dynamics 365 Finance and Operations</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

Updated ERP competency performance requirements effective October 2019

As of October 2019, performance requirements only recognize Dynamics 365 Business Central, NAV, GP and SL for ERP competency. AX on-premises will no longer count toward any competency. For partners driving Finance and Operations in the cloud, consider the Cloud Business Applications competency.

<table>
<thead>
<tr>
<th>Qualifying products</th>
<th>ERP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dynamics 365 Finance and Operations</td>
<td></td>
</tr>
<tr>
<td>Dynamics 365 Business Central</td>
<td>✓</td>
</tr>
<tr>
<td>On-premises: Business Central, NAV, GP, SL</td>
<td>✓</td>
</tr>
<tr>
<td>On-premises AX</td>
<td></td>
</tr>
</tbody>
</table>
New partner association model—Digital Partner of Record (DPOR) no longer used

As previously announced, we're moving to a claims-based process to recognize the work you do with customers. Digital Partner of Record (DPOR) will no longer be used to associate partners with subscriptions as of March 2019.

Instead, partners with a competency must be associated at the subscription level. You can do this by submitting a claim for Dynamics 365 Online subscriptions. This new partner association method aligns to the Online Services Advisory (OSA) sell incentives program. This will put partners in control as a recognized partner associated to customers and lessen the dependency on customer actions.

For more instructions on how to submit claims and the latest information please view these resources. Or you can follow the direct links below:

- Level 50 slides
- Level 100 slides
- Partner FAQ
- OSA Sell Claims Model User Guide

If you were selected as the DPOR for customer subscriptions before February 15, 2019, you don’t need to reassociate yourself through the new claims model. Any increase in seats reported on existing subscriptions will still be recognized automatically, as will seat increases under the claims model.

New Partner Contribution Indicators

Partner Contribution Indicators (PCI) provides a holistic measure of a partner’s impact in driving successful customer outcomes and, therefore, greater differentiation in the market. Partners receive credit for key measures of customer success, such as successful deployments and increasing usage, and are rewarded for continuing to invest in and scale out their technical capabilities.

The PCI score, available through Partner Center, is a single number tallied over seven indicators. A maximum of 100 points is possible. Starting October 1, 2020, PCI scores will be used to determine eligibility for the Cloud Business Applications competency. A minimum of 60 points will be required to attain a silver competency, and a minimum of 80 points for a gold competency.

For more about PCI, please read this overview and review these comprehensive resources.
### Appendix: Overview of key milestones

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>March 2019</strong></td>
<td>New <a href="#">Partner Association Model</a> begins.</td>
</tr>
<tr>
<td><strong>July 2019</strong></td>
<td><a href="#">Cloud Business Applications competency</a> exam and performance requirements are being updated. Some exams are retiring and new role-based exams are being introduced. Broadly introducing <a href="#">Partner Capability Indicators (PCI)</a>, a new dashboard available to partners.</td>
</tr>
<tr>
<td><strong>October 2019</strong></td>
<td><a href="#">Cloud Business Applications competency</a> enforcement of core exams begins. <a href="#">Cloud Customer Relationship Management competency</a> closed for renewal and new attainment. <a href="#">Enterprise Resource Planning competency</a> is updated to include on-premise Business Central, GP, SL, NAV and Dynamics 365 Business Central. All other Dynamics 365 cloud revenue will be recognized in the Cloud Business Applications competency.</td>
</tr>
<tr>
<td><strong>October 2020</strong></td>
<td><a href="#">Cloud Customer Relationship Management competency</a> retires.</td>
</tr>
<tr>
<td><strong>2020</strong></td>
<td><a href="#">Cloud Business Applications competency</a> update to include Developer and Solution Architect exams.</td>
</tr>
</tbody>
</table>
**Frequently asked questions**

**Cloud Business Applications**

**Q:** Why are the exam requirements so much higher than the previous Dynamics 365 competencies?
**A:** We regularly evaluate our program requirements, and we’re raising the bar to meet customer expectations and needs. The updated competency requirements will differentiate our best partners who offer Dynamics 365 solutions for customers.

**Q:** To qualify for the Gold Cloud Business Applications Competency, can the same individual who passed the Customer Service exam also pass the Field Service exam and count as two completed exams of the 15 individuals required?
**A:** No, you must have 15 different individuals who have passed the functional requirements in order to meet that part of the Cloud Business Applications competency requirement.

**Q:** Does my organization need a total of 20 individuals to meet the Gold Cloud Business Applications Competency requirement?
**A:** No, your organization needs 15 unique individuals. Any five of the 15 individuals who passed the functional certifications should also pass the technical requirement for your organization to meet the Gold Cloud Business Applications requirement.

**Q:** Can I choose either the functional path OR the technical path to attain the competency?
**A:** No, your organization must meet both the functional and technical requirements of the competency.

**Q:** Does my organization need to meet the requirements for both the Customer Engagement and the Operations option?
**A:** No, you may select either the Customer Engagement option OR the Operations option and then meet all the requirements within either option.

**Q:** If some of the individuals in my organization already have the retiring exams, will those count toward attaining the Cloud Business Applications competency?
**A:** The retiring exams will continue to count toward competency attainment until June 30, 2020.

**Q:** Why is Talent in both options?
**A:** The Common Data Service platform is now being leveraged for the recruit and onboarding functionality of the Talent application, and we want to provide the opportunity for those partners who focus in this area to also attain the Cloud Business Applications competency. This path is more closely aligned to the requirements in the Customer Engagement option of the competency.

**Q:** The new core exams seem to replace much of the content covered in MB2-716 and MB6-894. Why is MB2-716 and MB6-894 still required for the competency?
**A:** New Developer role-based exams are scheduled to become available later in H1FY20. Once these exams become live and are added to the competency, both MB2-716 and MB6-894 will be removed as a competency requirement. Until then, these exams will continue to be required.
Enterprise Resource Planning competency

Q: Why is Dynamics 365 for Finance and Operations revenue no longer counted in the ERP competency?
A: The Cloud Business Applications competency now recognizes Finance and Operations, and we encourage partners with the focus to meet the requirements of the Cloud Business Applications competency.

Q: Why are there no exam requirements for the ERP competency?
A: There are no new certifications made available for NAV, GP, or SL to include in the competency. Dynamics 365 for Business Central certification is planned for release in calendar year 2019. It will be included as part of the competency attainment in the future.

Cloud Customer Relationship Management competency

Q: If my renewal date for Cloud CRM competency is in December 2019 can I renew this competency before October in order to retain it until October 2020?
A: If your account is in partner center you may renew the Cloud CRM competency only during the month of October. If your renewal date falls after October 2019 we recommend that you begin preparing to attain the Cloud Business Applications competency in order to maintain competency status.