

# Microsoft Partner Network Quick Reference Card (QRC)



## Meet the New Microsoft Partner Network

We're proud to introduce the Microsoft Partner Network, an evolution of the Microsoft Partner Program. The new network is a community born from our continued commitment to serve the needs of our partners and help them reach their full potential.

Our partners are truly what make the Microsoft Partner Network so successful. Today, more than 640,000 global partners strengthen Microsoft's business and form one of the most active, diverse networks in the world with infinite opportunities for partners the world over to build trusted relationships with customers.

## Our Vision

The Microsoft Partner Network vision is simple – to provide you with:

- Opportunities to strengthen **CAPABILITIES**.
- Expertise to help you serve **CUSTOMERS** better.
- **COMMUNITIES** that spark innovation and connection.

Working together, we can continue to focus on creating innovative solutions that drive profitability and sustain competitive advantage.

## New Membership Opportunities

After October 2010, the membership structure will change. Gold Certified, Certified, and Registered Member levels will be retired to provide a wider variety of opportunities focused on relationships that best meet your business needs.

### Join Our Community and Become a Member of the Network

Community is the foundation of the Microsoft Partner Network. The community offers opportunities to build trusted relationships with Microsoft and other Microsoft partners to help you offer even more innovative solutions to customers. Through social networking, including Facebook, Twitter, LinkedIn, and our Microsoft Partner Network Community, partners can participate in "hot topic" conversations, learn about the latest technology trends, and ask questions directly to Microsoft employees. Any partner can participate in the community and join the conversation.

For partners that want to go deeper, there's the option to join the partner network by completing a short profile and, in return, gaining access to benefits that can help extend your market reach, reduce costs, and increase profitability. Partners will be able to strengthen staff expertise with online business and technical training (most courses are free) and get access to customizable marketing campaigns and no-cost, online technical support. Partners can also make their company known to thousands of potential customers by being listed in online Microsoft customer directories.

### Purchase a Subscription

Microsoft Partner Network subscriptions enable solution providers, developers, and web designers to access software, development tools, training, market visibility and support – all at a very low price. You'll reap the benefits of connecting with our Microsoft experts and peers to share best practices, develop your Microsoft business, and drive innovation.

### As a partner, you can:

- Join our community and become a member of the network.
- Purchase a subscription.
- Earn a silver competency.
- Differentiate your expertise by attaining a gold competency.

### Earn a Silver Competency

Microsoft silver competencies help your business demonstrate its expertise by aligning to your customers' needs and making certifications more recognizable to prospective customers. Earning a silver competency enables you to differentiate your business and capitalize on benefits tailored to your specific business needs.

The Microsoft Partner Network features 29 silver competencies that relate to infrastructure optimization models, products, customer audiences, or cross platform and are aligned with Microsoft campaigns to drive customer awareness and address specific customer demands.

### Differentiate Your Expertise by Attaining a Gold Competency

New to the Microsoft Partner Network, 29 gold competencies will be available to all partners starting in October 2010. Partners with gold competencies will represent organizations and associated individuals that have demonstrated the highest, most consistent capability and commitment within a targeted Microsoft business solution area.

Achieving a gold competency will help clarify your "best in class" capability to customers and other partners – when you earn the distinction of a gold competency, you'll receive unique benefits to support your business objectives.

Partners can earn a combination of **both** silver competencies and gold competencies.

## Core Benefits

Beginning in October 2010, you can choose the Microsoft Partner Network relationship that provides the best value for your business. With all memberships, you're entitled to a set of core benefits that you'll receive one time that are aligned to the stages of your business cycle.

With subscriptions, gold competencies, and silver competencies, you'll also be entitled to additional specific benefits, and for each additional competency you earn, you'll get even more competency-specific benefits. The result: A wealth of benefits to help you grow your business.

Business Cycle Stage	Core Benefit <sup>1</sup>	Membership Opportunity			
		<a href="#">Join a Community</a>	Purchase a <a href="#">Subscription</a>	Earn a <a href="#">Silver Competency</a>	Attain a <a href="#">Gold Competency</a>
Multiple Stages	<b>Partner Advisory Hours:</b> Get expert guidance with advisory hours that you can use towards <a href="#">Partner Technical Services</a> in the Enable, Sell, and Service stages of your business lifecycle. <sup>2</sup>	-	10 hours <sup>3</sup>	20 hours	50 hours
Plan	<b>Partner Newsletter and RSS Feeds:</b> Stay up to date with the latest news, partner opportunities, trainings, and more.	√	√	√	√
	<b>Internal Use Software:</b> Get licenses for Microsoft's latest software to gain first-hand knowledge of features and capabilities.	-	10 licenses of <sup>4</sup> each product	25 licenses of each product	100 licenses of each product
	<b>Students to Business (S2B):</b> Find the most qualified technical students for entry-level and internship positions.	-	√	√	√
	<b>LicenseWise:</b> Get help recommending Microsoft Volume Licensing products and solutions to optimize the sales process.	-	√	√	√
Enable	<b>Partner Learning Center:</b> Build technical and business skills with role-based training.	√	√	√	√
	<b>MSDN Subscription:</b> Get access to tools, software, communities, and resources for developers and testers.	-	Three MSDN for Microsoft Action Pack Development and Design subscriptions	Visual Studio Premium with MSDN (see <a href="#">Licensing calculator</a> for number of licenses)	Visual Studio Premium with MSDN (see <a href="#">Licensing calculator</a> for number of licenses)
	<b>TechNet Subscription:</b> Get access to tools, software, communities, and resources for testing and evaluation.	-	One TechNet for Microsoft Action Pack Solution Provider <sup>5</sup>	Three TechNet Plus Direct	Three TechNet Plus Direct
Create Demand	<b>Microsoft Pinpoint and Microsoft Solution Finder:</b> Make your <a href="#">solution profile</a> accessible to tens of thousands of potential customers in this online directory.	Standard search ranking	High search ranking	Higher search ranking	Highest search ranking
	<b>Partner Marketing Center:</b> Save time and money with customizable marketing resources, including campaign materials and activity guides.	√	√	√	√
	<b>Customized Microsoft Partner Logo:</b> Show your unique expertise to customers with a custom logo that identifies your capabilities.	-	-	Silver competency logo	Gold competency logo

## Core Benefits CONTINUED

Sell	<b>Partner Sales Resources:</b> Get resources that help you sell products and solutions more effectively.	√	√	√	√
	<b>Demo Showcase:</b> Create compelling sales presentations with rich, customizable demos.	√	√	√	√
	<b>Microsoft Financing:</b> Close more sales by offering tailored financing options for your customers. <sup>6</sup>	√	√	√	√
	<b>Microsoft Partner Incentives Program:</b> Get incentives for driving engagements in strategic technology areas. <sup>7</sup>	-	√	√	√+
Service	<b>Break/Fix Support:</b> Resolve technical issues quickly with support from Microsoft engineers.	-	-	5 incidents	5 incidents
	<b>Online Technical Communities:</b> Connect with Microsoft experts to resolve technology issues. <sup>8</sup>	√	√	√	√
	<b>Business-Critical Phone Support:</b> Resolve critical customer issues (server down) immediately with Microsoft technical-support engineers.	-	√	√	√
Retain	<b>Customer Satisfaction Index:</b> Get insights on customer satisfaction and loyalty with this fast and effective survey solution.	-	-	√	√

<sup>1</sup> Benefits are provided per partner organization for a year of membership, and are renewed annually when you re-enroll in the network.

<sup>2</sup> For partners with either silver or gold competencies, pre-sales support will not use your Partner Advisory Hours if a deal is worth \$3,000 or more.

<sup>3</sup> Microsoft Action Pack Development & Design subscribers only.

<sup>4</sup> Most products have up to 10 Client Access Licenses and server products have 1 license. See the [Microsoft Action Pack Solution Provider Software page](#) or the [Microsoft Action Pack Development and Design Software page](#) for details.

<sup>5</sup> Microsoft Action Pack Solution Provider subscribers only.

<sup>6</sup> Available in Australia, Belgium, Brazil, Canada, France, Germany, Italy, Japan, the Netherlands, New Zealand, South Korea, Spain, Switzerland, the United Kingdom, and the United States.

<sup>7</sup> Offerings vary by competency.

<sup>8</sup> Response times vary between 4 hours and 2 days, depending on membership opportunity. See the [Online Technical Communities page](#) for details.

Benefits for silver and gold competencies listed in the table will be available as of October 2010. To see which software license benefits will be available in October 2010, review our [Licensing Calculator](#).

If you've already attained a competency, you can view current benefits on the [Software Licensing Benefits by Competency](#) page or [download](#) your software now.

## General Membership Requirements

The following table outlines the requirements that accompany Microsoft Partner Network memberships.

Please note: These are general requirements. Silver competency requirements can be found on the [Microsoft Partner Network Portal](#) and gold competency requirements can be found in the [Value of Earning a Microsoft Gold Competency Guide](#).

Requirement	Join Our Community	Purchase a Subscription	Earn a Silver Competency	Differentiate Your Expertise by Attaining a Gold Competency
<b>Credentials</b>	Not applicable	Not applicable	Two Microsoft Certified Professionals <sup>1</sup> <b>OR</b> Qualifying silver competency application tests	Four Microsoft Certified Professionals with credentials, not holding any other gold competency <sup>2</sup> <b>OR</b> Qualifying silver competency and gold competency application tests <sup>3</sup>
<b>Joint Microsoft and Partner Plan</b>	Not applicable	Not applicable	Not applicable	<b>Revenue Commitment</b> Starting in October 2010, partners will need to commit to a minimum revenue bar based on their respective geography and competency. Starting October 2011, to maintain a gold competency, partners will need to meet the revenue bar by their next reenrollment date.  After achieving an gold competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative may contact the partner to support the creation of this business plan.
<b>Business Training and Assessments<sup>4</sup></b>	Not applicable	One individual who passes a Microsoft online assessment every two years	One individual who passes a <a href="#">Microsoft Licensing overview assessment</a> (beginning October 2010) <b>AND</b> One individual who passes an online Sales and Marketing competency assessment (beginning October 2010)	One individual who passes a <a href="#">Microsoft Licensing overview assessment</a> (beginning October 2010) <b>AND</b> Two individuals who pass an online Sales and Marketing competency assessment (beginning October 2010)
<b>Customer Evidence</b>	Not applicable	Not applicable	Three unique customer references per competency	Five unique customer references, per competency <sup>5</sup> Participation in the Customer Satisfaction (CSAT) Index
<b>Commitment</b>	Short profile	Short profile, including your company's official URL. <b>AND</b> Annual Subscription fee <sup>6</sup>	Full profile <b>AND</b> Annual silver competency fee <sup>6</sup>	Full profile <b>AND</b> Annual gold competency fee <sup>6</sup>

## Additional Resources

- [Microsoft Partner Portal](#)  
View your gateway to the partner network.
- [Value of Earning a Microsoft Gold Competency Guide](#)  
Learn about new gold competency benefits and requirements coming in October 2010.
- [Prepare for the Microsoft Partner Network](#)  
The evolution from the Microsoft Partner Program to the Microsoft Partner Network brings exciting changes for partners. Refer to this page to see how you can make the most of your membership.
- [Microsoft Partner Network License Calculator](#)  
Use the license calculator to calculate how many software licenses you'll gain with each competency starting October 2010, plus learn more about core benefits and competency-specific benefits.
- [Manage Your Membership Account](#)  
Update and manage your Microsoft Partner Network member profile, add partner points, and learn about opportunities and member resources you can leverage to help you grow your business.
- [Get Additional Support](#)  
Interested in learning how to enroll in the Microsoft Partner Network, add capacity to your business, or attain a competency? We'll guide you through the process.

<sup>1</sup> Partners can attain multiple silver competencies. Your employees or contractors who pass the applicable competency exams are eligible toward multiple silver competencies.

<sup>2</sup> Partners can attain multiple gold competencies. Your employees or contractors who pass the applicable gold competency exams are only eligible toward one gold competency.

<sup>3</sup> Qualifying competency application tests refer to products that pass Microsoft hardware and software tests and apply to the ISV competency or other competencies through the ISV track. Qualifying application tests vary by products.

<sup>4</sup> Requirements vary by competency.

<sup>5</sup> Partners may use customer references from a silver competency toward a gold competency.

<sup>6</sup> Fees vary by geography. Partners will pay the silver competency or gold competency fee one time per year per location – no matter how many competencies are attained. If partners attain a gold competency after attaining a silver competency, then partners will only pay the difference between the two membership fees, unless they are within their 90-day reimbursement period.

## What Should I Do Between Now and October 2010?

After October 2010, the partner network membership structure will change. Gold Certified, Certified, and Registered Member levels will be retired to provide a wider variety of opportunities focused on relationships that better meet your business needs.

If you're a current partner, please review the information below to prepare yourself for the changes that will occur in October.

Registered Members	Small Business Specialist Community (SBSC)	Certified Partners	Gold Certified Partners
<p>In October 2010, you'll still be a member of the partner network – the only requirement moving forward is to complete a short profile. As a member of the partner network, you'll have easy access to a number of resources you can use to help your business stay current with the latest Microsoft technology, serve customers more effectively, and grow your market potential.</p> <ul style="list-style-type: none"> <li>If you need additional benefits to support your business, we invite you to explore new membership opportunities, like purchasing a subscription or joining the Small Business Specialist Community.</li> <li>Take advantage of support through the <a href="#">Microsoft Partner Network Community</a>. The Microsoft Partner Network Community site offers real-time connections and support through communities that spark innovation, build relationships that serve your business and customer needs, and connect and collaborate with other great minds.</li> </ul>	<p>Our Small Business Specialist Community represents a vibrant community of 20,000 partners worldwide that focus on meeting the needs our small and midmarket customers. This community offers tailored benefits and requirements that fit with our partners' Small to Medium-sized Businesses (SMB) customer segment and helps you serve your customers with flexibility and choice, increasing your expertise and helping you capitalize on service opportunities.</p> <ul style="list-style-type: none"> <li>As partner product opportunities change, so will exam requirements. SBSCs should review the latest requirements and benefits to remain in this community.</li> <li>SBSC's might also want to consider earning the Midmarket Solution Provider silver or gold competency.</li> </ul>	<p>If you're a Certified Partner, you'll retain current benefits until you re-enroll. If you earn a silver competency, in October 2010 you'll be able to download a competency-specific brand that can help showcase your capabilities to customers (current Gold Certified and Certified logos can be used through June 2011 if you choose).</p> <p>Silver competencies can help you:</p> <ul style="list-style-type: none"> <li><b>Differentiate your business</b> in today's competitive environment. A Microsoft silver competency can help set your company apart from the competition by demonstrating a specific, proven skill set.</li> <li><b>Capitalize on benefits</b> specific to your area of expertise and in alignment with your business' sales cycle.</li> <li><b>Align your business</b> and build a partnership with Microsoft.</li> </ul> <p>Resources that can help with the transition include:</p> <p><b>Microsoft Partner Portal:</b> View silver competency benefits and requirements.</p> <p><b>Value of Earning a Microsoft Gold Competency Guide:</b> Learn about new gold competency benefits and requirements that will take effect in October 2010.</p>	<p>If you're a Gold Certified Partner, you'll retain current benefits until you re-enroll. If you earn a silver competency, you'll be able to download a competency-specific brand that can help showcase your capabilities to customers (current Gold Certified and Certified logos can be used through June 2011 if you choose).</p> <p>Gold competencies, a <b>new membership opportunity</b>, will be available to partners in October 2010.</p> <p>Gold competencies can help you:</p> <ul style="list-style-type: none"> <li><b>Represent organizations and associated individuals</b> that have demonstrated the highest, most consistent capability and commitment within a targeted business solution area.</li> <li><b>Receive a host of unique benefits</b> to support business objectives, as well as an ongoing opportunity to showcase your "best in class" solutions to customers and other partners.</li> </ul> <p>Resources that can help with the transition include:</p> <p><b>Value of Earning a Microsoft Gold Competency Guide:</b> Learn about new gold competency benefits and requirements that will take effect in October 2010.</p>