



# **2017 MPN Partner of the Year Awards**

## **Award Guidelines Preview for Partners**

**Self-Nominate Using Award Submission Tool**

**Tool Opens on February 22, 2017 and Closes on April 6, 2017**

<https://partner.microsoft.com/en-US/inspire/awards>

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## Introduction

Welcome to the Microsoft 2017 MPN Partner of the Year Awards and Country Partner of the Year Awards presented at the Microsoft Inspire Conference from July 9-13, 2017 in Washington DC.

We are excited to offer Microsoft partners a variety of awards designed to showcase solutions built on Microsoft technologies that provide benefits to all customers. These awards celebrate successes and innovations related to partner competencies, cloud technology, entrepreneurial spirit, as well as highlighting the great work done by partners in the public sector and in Philanthropy arenas. The Country Partner of the Year Awards, once again, recognizes partner successes in over 100 countries around the world.

### How Awards Benefit Your Business

Award recognition means greater visibility for your team. Being an award winner or finalist can:

- Help create new or stronger business opportunities
- Generate positive press coverage
- Lead to increased market recognition

Nominating for the 2017 MPN Partner of the Year Awards equals many more customers knowing about you and aligns your organization as an even stronger Microsoft partner.

Microsoft 2017 MPN Partner of the Year Award benefits include:

- Customized logos and web banners that allow you to showcase your company as an esteemed Microsoft partner.
- Custom public relations templates to help promote your award status (for both winners and finalists).
- Recognition collateral to help celebrate your success.
- Congratulatory letters from key Microsoft executives.
- Photo opportunities with key Microsoft executives at Microsoft Inspire Conference.
- Winners are recognized during keynote presentations at the Microsoft Inspire Conference, held in Washington DC.
- Winners are also invited to an exclusive awards celebration during Microsoft Inspire. The event is a unique opportunity to network with Microsoft executives in specific business areas and strengthen relationships with Microsoft business groups.

### Start Preparing Your Award Nominations Today

Use this award guidelines document to preview all of the 2017 MPN award categories and questions and to fully prepare your entry offline. The 2017 MPN Partner of the Year Award Submission Tool **opens on February 22, 2017 at 12:01 A.M. Pacific and closes at 11:59 P.M.**

**Pacific on April 6, 2017.** You can access the Awards Submission tool [here](#). The deadline is firm so please allow yourself plenty of time in case you encounter any uploading issues.

## Instructions for Preparing Award Nominations

Prepare your Microsoft 2017 MPN Partner of the Year Award nominations by following these four steps.

**Step 1:** Review the [Official Award Rules](#), [Frequently Asked Questions \(FAQ\)](#), and [Guidance from Judges](#) on the 'Resources' tab before selecting awards and preparing your nominations.

**Step 2:** Ensure that your organization is eligible for that award. If it asks for a specific [Microsoft competency](#) achievement, make sure you are fully eligible to nominate.

**Step 3:** Review this full award guidelines document and locate the awards that correspond to your company's best solutions.

- To jump directly to a specific award within this document, go to the Table of Contents and CTRL+click on the award you wish to view.
- Be sure to read all of the eligibility requirements and questions for your chosen awards. Most are one page, but not all.
- When the Award Submission Tool opens on February 22, 2017 at 12:01 A.M. Pacific you can self-nominate your organization for an award by answering the questions provided. All responses are limited to 8,000 characters total (spaces included) and will be submitted in an executive summary style format. We recommend that you have your submission final, edited and ready to submit offline before you begin the upload process using the Awards Submission Tool.

**Step 4:** Submit your nominations via the Awards Submission Tool that you can access at [here](#) when it **opens on February 22, 2017**. Step-by-step tutorial (PDF) is located within the tool once you sign in and [here](#).

- All final nominations must be submitted **by April 6, 2017 at 11:59 P.M. PST**. No extensions will be granted.
- You may submit multiple award nominations via the Awards Submission Tool, but each must be submitted individually.
- Nominations must be written in English.
- Improperly submitted nominations or incomplete nominations will not be judged.

**Questions?** Please send an email to the [Microsoft MPN 2017 Partner of the Year Awards team](#) and allow 48 hours for a response.

# Microsoft Philanthropies Cloud for Global Good Awards

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## Cloud for Global Good - Technology for Good

Microsoft has a longstanding commitment to making technology accessible to nonprofits around the world to empower them to do more good and drive deeper impact in the communities they serve. The Microsoft Cloud for Global Good - Technology for Good Partner of the Year Award recognizes a partner creating and deploying a cutting-edge cloud technology solution for a non-governmental organization (NGO)/nonprofit. The partner that wins this award is helping to empower nonprofit organizations with Microsoft technology in ways that help them to be more efficient and/or more effective at driving their missions. Self-nominations for this award should:

- Show how NGOs/nonprofits are scaling their business through new tools and/or efficiencies using the latest Microsoft cloud technologies.
- Show how a project not only pushes your organization to integrate technology into the NGO/nonprofit's strategy, but potentially helps the entire sector by creating a replicable model.
- Demonstrate a solution that surpasses previous or current solutions to this problem.
- Highlight a solution or program deployed within the past year.
  - Example: Move an NGO to cloud services, including Office 365 or Azure, to increase capacity.
  - Example: Build a cutting-edge piece of technology that helps a nonprofit "do more with less" or solve a big problem.

### Eligibility:

- Be enrolled as a [Cloud Solution Provider](#) partner.
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Please provide a concise overview of your program and its goals?
- What Microsoft technologies did you employ in your program(s)? Why were they innovative?
- Please describe how the technology helped the nonprofit organization to better address a societal issue. Please include statistics that quantify the societal impact.
- Have you received third-party validation of your program? "Third party validation" refers to support from independent parties (such as partners, government officials, nonprofit agencies). Please share up to three examples.
- Have you received media coverage of your program? Please share up to three examples.
- Please provide links to up to three URLs, videos or images that can further support your submission.

## Cloud for Global Good - YouthSpark

Microsoft Cloud for Global Good YouthSpark's goals are to create opportunities for all youth to learn computing, with a priority focus on computer science education and to drive participation in computer science education among all youth, with a priority focus on underserved youth, young women and racial & ethnic minorities.

The Cloud for Global Good YouthSpark Partner of the Year Award recognizes a Microsoft partner that implements events, programs, technology solutions or activities that align to these goals. The winning Partner will utilize their core resources of time, talent, and/or technology to empower youth directly or through youth serving organizations to learn computing with a priority focus on those young people that need it the most. The solution, event, or program may be in either a non-formal, outside of school, or formal, inside of school, setting and must have been deployed within the past year.

- Examples of typical submissions may include:
  - Programs or Events in partnership with a school or nonprofit to train youth on technology-based jobs, technology skills, or advanced math and science
  - Nonprofit or teacher trainings on computing skills, computational thinking or computer science
  - Solutions to enable a community to learn computer skills by combining resources on a single platform

### Eligibility:

- Be enrolled as a [Cloud Solution Provider](#) partner.
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Please provide a concise overview of your program and describe why you aligned your organization with this effort?
- Please describe the specific impact of your program. How did it help empower young people to do more and achieve more in their lives? Please quantify the impact in terms of the number of young people who were positively impacted.
- Have you received third-party validation of your program? "Third party validation" refers to support from independent parties (such as partners, government officials, nonprofit agencies). Please list and describe up to three examples.
- Have you received media coverage of your program? Provide up to three examples.
- Please provide to up to three (3) supporting documents and a supporting URL link to support your submission.



# Competency Based Awards

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## Application Development

The Application Development Partner of the Year Award recognizes exceptional innovation from an application development partner that furthers Microsoft's partner-driven platform vision and delivers exceptional customer business value. The winning nomination will demonstrate innovation, competitive differentiation and customer value, while showcasing the benefits of building applications on the Microsoft platform and leveraging the Microsoft Partner Network.

### Eligibility:

- Must be active in the Microsoft [Application Development](#) or [Cloud Platform](#) competency
- Application **must not be** a custom solution but demonstrate broad scale and market reach.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Choose one application solution and describe how it delivers innovation and business value to your customers. For example, how does the solution address a specific business problem and provide examples of the before and after solution scenarios. Include proof points, such as return on investment (ROI) figures, cost reductions, increased productivity, etc.
- What core Microsoft technologies were used to develop the application (include version numbers) and list any key features used to create competitive differentiation?
- Upload any outside references or data sources that illustrate exceptional customer experience with your application and/or return on investment information in reference to Question #1 (links to published articles, case studies, videos or customer testimonials).

## Business Analytics

The Business Analytics Partner of the Year Award recognizes a partner who has delivered an outstanding solution leveraging Microsoft's Advanced Analytics, Big Data and Business Intelligence capabilities. The winning solution will have empowered customers to surface predictive and cognitive insights from any kind of data –including unstructured and streaming data– to make better, faster strategic business decisions.

Winning solutions should first and foremost be innovative and impactful, and take advantage of leading data and analytics capabilities using the Microsoft Azure cloud services that are part of the Cortana Intelligence Suite (including but not limited to HDInsight, SQL Data Warehouse, Data Lake, Stream Analytics, Machine Learning, Cognitive Services and Bot Framework, as well as Power BI) and/or the capabilities of Microsoft R Server or Microsoft R Services in SQL Server 2016.

Business Analytics solutions should focus on:

- Predictive Analytics
- Prescriptive Analytics
- Big Data

### Eligibility:

- Gold/Silver in Microsoft [Data Analytics](#) competency or [Cloud Platform](#) competency.
- Join the Cloud+Enterprise Partner Community
- Be the Digital Partner of Record (DPOR) or Cloud Solution Provider (CSP) for 2+ Cortana Intelligence products
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

**Business Challenge:** Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your customer's business challenge or problem and provide examples of the before-and after-solution implementation scenarios.

**Benefits & Impact:** Please describe the benefits & business impact of your solution. Specify the products (include version) and technologies used.

**Transformation & Differentiation:** How has basing your solution on Microsoft's technologies helped position your organization for growth or transformation to adapt to the cloud? How has it helped you win against the competition in a customer situation from a technical and business perspective?

**Market Need:** Is this solution specific to one particular customer, or does it have broader market potential? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).

## Cloud Apps

The Cloud Apps Partner of the Year Award recognizes a partner that has designed, developed, and deployed Cloud Apps for their Enterprise customers, based on the Azure Application Platform. The modern developer is a solution composer, combining custom code with the best of finished services to create apps that were unimaginable not so long ago, and delivering those applications at amazing speed. The winning nomination will best demonstrate how a partner has solved customer requirements and accelerated adoption of Azure by deploying and managing Cloud Apps of all kinds, from the simplest website to the most complex business solution – like enterprise application integration, or digital media – and ultimately improving business results, increasing customer value, and helping companies to drive their business forward.

- Have implemented in production a Cloud App based on the Azure Application Platform
- Can demonstrate how the solution addresses **all** the following:
  - Help customers solve and address a line-of-business scenario or business problem using the Azure Application Platform
  - Drive business transformation, economic or financial impact for your customers
  - Include named customer examples, providing key performance indicators of business impact as result of the solution implementation

### Eligibility:

- Be active in the Microsoft [Cloud Platform](#) Competency.
- Be active in the Microsoft [Application Integration](#) Competency.
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

1. Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your Customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Include information such as:
  - Customer(s) name and/or other pertinent customer description
  - What was the customer business problem?
  - What usage scenario did your solution address? (e.g. Web & Mobile, Enterprise Integration, Line of business apps, Digital Media)
2. What Microsoft Azure services and technologies did you include in the solution? Include all Microsoft products (with version) and technologies used

3. Please describe the benefits & business impact of your solution. Include information such as how your solution impacted your customers' businesses (such as making them more competitive) and including return on investment (ROI) figures (cost reduction, increased productivity, etc.)?
4. Is this solution specific to one particular customer or does it have broader market potential?
  - Which key industry verticals your Cloud App was implemented in and how you foresee any new industry expansion for your business?
  - Can the solution be applied to any other potential industries, and how?
  - Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.)

## Cloud Customer Relationship Management

The Cloud Customer Relationship Management Partner of the Year Award will recognize an exceptional partner who excels in providing their customers solutions for sales automation, customer services, field services, project services automation, and marketing automation. The award is designed for Microsoft partners who have shown both innovation and results related to selling and delivering Microsoft Dynamics CRM cloud offerings.

Eligible candidates for the award will have proven their ability to meet customer demands by:

- Demonstrating solution selling expertise in a digital transformation world
- Driving scale by constructing a marketing engine optimized for focused, results-oriented, on-going demand generation activities both for the Enterprise as well as for the SMB spaces.
- Packaging intellectual property (IP) (product and/or services) to create repeatable, sustainable annuity streams
- Accelerating sales models by building a delivery model based on rapid deployment.
- Owning the customer lifecycle through driving adoption of their solution and expansion into the customer

This award will consider the business model attributes mentioned above, customer references or case studies, as well as the Microsoft Dynamics CRM Online Sales Automation, Microsoft Dynamics CRM Online Customer Services, Microsoft Dynamics CRM Online Field Services, Microsoft Dynamics CRM Online Project Services Automation, and Microsoft Dynamics CRM Online Marketing Automation revenue sold leading up to June 30<sup>th</sup>, 2017 as systematically captured through Microsoft reporting tools. Additional consideration will go to partners who have transformed their business inclusive of multiple Microsoft Cloud offerings such as the sale and integration of Office 365 and/or Azure with their Dynamics CRM solution. Finally, strong consideration will go to partners who have identified the Cloud Solution Provider Program as a business priority.

### Eligibility:

- Be Silver or Gold in the Microsoft [Cloud Customer Relationship Management](#) Competency.
- Solution must be built/deployed with the latest in-market versions of Microsoft Dynamics CRM Online Sales Automation, Microsoft Dynamics CRM Online Customer Services, Microsoft Dynamics CRM Online Field Services, or Microsoft Dynamics CRM Online Project Services Automation
- 1 entry per partner. No joint partner entries.
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Describe how your organization is embracing the cloud business opportunity presented by the digital transformation as it pertains to Microsoft Dynamics Customer Engagement/CRM including specific business impacts for your organization (for example, revenue acceleration, addressable new markets, new customer acquisition, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft cloud products, services, and new or existing cloud-based solutions within your organization. Make specific reference to how you specialize, for example by vertical, by customer segment, or by business process.

- Describe your customer-facing cloud offering and how it helps you win against the competition. Where possible, be specific about how it is unique in the marketplace, its repeatability and what aspects of the Microsoft online services it takes advantage of (Microsoft Dynamics CRM Online Sales Automation, Microsoft Dynamics CRM Online Customer Services, Microsoft Dynamics CRM Online Field Services, or Microsoft Dynamics CRM Online Project Services Automation, Azure, etc.). Describe the customer value proposed in terms of problems addressed, pricing, and ongoing support.
- Describe your marketing and sales engines and how they address customers' expectations and responsiveness. Describe how you have been able to increase the volume of leads and accelerate the sales cycle – Enterprise and SMB segments. How are you using various online vehicles and tools such as LinkedIn, web based videos, tutorials, case studies and social media to further educate prospects so that you limit the amount of engagement required to close a deal?
- Describe how you compete to win with your Microsoft Dynamics CRM Online solutions and services. Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- How have you increased repeatability into your delivery practice in an effort to meet the desires of customers to consume the technology as an operational expense? How have you packaged offerings in fixed bid/scope format? Provide specific examples in which you have enabled rapid delivery methodologies.
- How are you managing your customer retention and satisfaction strategy with cloud customers? Describe some of your tactics you are employing to increase customer engagement and the deployment of your services and offerings within the customer. (Examples include attaching additional services such as Office 365, customer educational services, packaged IP). In addition, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customers.

## Cloud Productivity

The Cloud Productivity Partner of the Year Award honors a partner that has seen substantial and sustainable growth in deploying Office 365 cloud and hybrid solutions as well as driving customer adoption with high impact and satisfaction. The winning nomination will demonstrate innovation, competitive differentiation, and customer benefits that results improved efficiency, growth or profitability while showcasing the value of Office 365.

### Eligibility:

- Be a Microsoft partner; required to be active in the [Cloud Productivity Competency](#) (Silver or Gold)
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- What specific customer challenge(s) and problem(s) does your solution solve? Identify:
  - Customer's business challenge or problem.
  - Quantifiable business impact of your solution (for example, increased revenue, cost savings, efficiency gains, improved customer satisfaction)
  - How did your solution add value to the customers' business (pre- and post-deployment comparison)?
- Describe the solution, including what products and technologies were used. Please provide links to outside references that illustrate the solution (articles, case studies, videos, testimonials, etc.). Describe how using different workload or features in Office 365 helped you win against the competition from a technical and business perspective.
- Did you use FastTrack onboarding? If so, what were the key benefits for the customer and how did it help the customer or you add value-added services?
- Did your company partner with other Microsoft partners in designing, developing, implementing, and/or integrating this solution? If yes, please describe your partnering story and how it benefited the customer.
- Do you have outside references or data sources that illustrate exceptional customer experience or satisfaction (such as published articles, case studies, videos, or customer testimonials)? If so, please provide.

## Collaboration and Content

The Collaboration and Content Partner of the Year Award will recognize an exceptional partner who excels in providing their customers solutions built on the SharePoint Online platform in one or more of the following areas:

- Content Management solutions that increase customers' employee productivity, simplify their access to information and people, maximize their ability to share and use a variety of documents, and enable a more efficient and effective workforce. Typical solutions will have leveraged one or more of the following capabilities: OneDrive for Business, document management, records management, eDiscovery, content workflow, LOB connectivity, intranet portals. Other key considerations include leveraging collaborative solutions such as business value consulting, change management, architectural design, or digital asset management.
- Search solutions that effectively and efficiently support complex searches and provide search driven experiences across disparate content sources. Solutions should have increased either a customer's revenue or employee productivity by creating engaging, search-driven experiences, which have helped them monetize their online assets, enhanced their employees' productivity, and saved costs by using advanced search functionality, analytics, and behavior tracking for internal and external facing sites.

Collaboration solutions that meet team and organizational collaboration and connectivity needs across intranets and extranets. Solution offerings that increased a customer's workforce productivity and enabled teams to work more effectively across boundaries with partners and customers. Other key considerations include innovative thinking that helped solve a technical challenge or addressed a customer's business needs and empowered its employees through the use of collaborative solutions.

### Eligibility:

- Be active in the Microsoft [Collaboration and Content competency](#).
- Have a current [Microsoft Partner Center](#) listing, if applicable.
- Solution was built/deployed with SharePoint Online.
- All eligible partners can self-nominate their solution.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Describe the customer business opportunity your solution addresses and the realized value/business impact (e.g. reduced costs, efficiency gains, etc.). Provide quantified results and specifics regarding customer satisfaction, with links to case studies if possible.
- How is your solution unique in the marketplace and specifically how did you demonstrate innovation leveraging the SharePoint Online platform and other Microsoft technologies? Is this solution specific to one particular customer or does it have broader market potential? Please include the Microsoft technologies that were utilized and industry focus as applicable.
- Describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective. Did your



solution result in the sale of Microsoft technologies or did it use the customer's existing licenses? Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution?

- What effect has your solution had on users' ability to use and benefit from content stored in other enterprise scale systems (such as ERP, CRM, supply chain solution, core banking solution, e-commerce solution, etc.)?
- Tell us which of the following did your SharePoint solution utilize?
  - Modern Team Sites
  - External Sharing
  - SharePoint Framework
  - Hybrid
  - Collaboration
  - Mobile Apps
  - Microsoft PowerApps & Microsoft Flow
  - Business Intelligence
  - Enterprise Content Management (or eDiscovery / Compliance)
  - Search & Discovery
  - OneDrive for Business
  - Apps For SharePoint
  - Intranet
  - Extranet

## Communications

The Communications Partner of the Year Award recognizes partners with a proven expertise in Microsoft Communications solutions for Skype for Business in Office 365. Partner nominations should highlight the significant impact their solutions have on delivering end-to-end Skype for Business solutions by using the Skype Operations Framework, solution delivery and support services, network assessment and adoption services to enhance how people communicate and collaborate using Office 365.

The nomination is open for all Communications Competency partners across systems integration hardware, devices, and applications to support customers from SMB to enterprise scale deployments. Successful entries should feature proof-points of how these solutions are solving customer business challenges, win against the competition, and enable Skype for Business for meetings and voice.

### Eligibility:

- Active in the [Microsoft Communications Competency](#).
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

1. Using a specific customer win, showcase how you are leveraging these solutions to meet the needs of customers with an end-to-end Skype for Business solution? Describe the benefits to the customer how your services, applications, or solutions are helping them meet their business goals. If applicable, please describe how the customer is using the new Skype for Business services in Office 365 (Cloud PBX, PSTN Conferencing, PSTN Calling, Skype Meeting Broadcast) as part of the solution.
2. Showcase how your services, applications, or solutions for Skype for Business helped the customer lower IT costs, improve user experience and increase efficiency? Support this entry with quantifiable results and metrics.
3. Showcase how leveraging Microsoft communication technologies in your solution provided a competitive advantage in the customer situation. What was the competitive product or solution? What specific benefits were you able to offer that the competition was not and advantages Microsoft communications solutions delivered?
4. How did Microsoft technologies differentiate your services, product offering, or application? How did the solution position Skype for Business as a differentiated solution in the market through enhanced features or functionality? What is the broader marketplace potential?
5. How are your services aligned with the Microsoft cloud strategy for communications and how have you transformed your business to help customers fully leverage the capabilities of Office 365? Include examples of how your organization has embraced the internal deployment of Skype for Business in Office 365 as a showcase to your customers. Additional examples of how you utilized the FastTrack centre and associate offerings as a go to market to drive deployment and adoption with your customers should be considered in your response.

## Data Platform

The Data Platform Partner of the Year Award recognizes a partner that delivers an outstanding solution based on the Microsoft Data Platform. The winning self-nomination will have empowered a customer with a solution that takes advantage of the leading capabilities of the data platform for mission critical applications with a focus on high availability, performance or high scale or hybrid applications using Microsoft's cloud data services. The solution must use Enterprise edition of Microsoft SQL Server 2016 or Azure SQL Database premium in a mission-critical environment. Winning solutions may also highlight opportunities where you've modernized customers from older versions or migrated them from competitive solutions.

### Eligibility:

- Be Gold in Microsoft's [Data Platform competency](#)
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your Customer's business challenge or problem and provide examples of the before and after solution implementation scenarios
- Please describe and quantify the benefits & business impact and TCO details of your solution and the products (include version) and technologies used.
- How has building your solution on Microsoft's technologies helped position your organization for growth or transformation to adapt to the cloud? How has it helped your win against the competition in a customer situation from a technical and business perspective?
- Is this solution specific to one particular customer or does it have broader market potential? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).

## DevOps

The DevOps Partner of the Year Award recognizes a partner who excels at delivering modern apps by leveraging the people, process, development tools and platforms to create, or support the creation of great software through the connected use of Microsoft's developer tools and platforms. Partner submissions should demonstrate a substantial impact on a customer's business through their effort to design or support the creation of innovative apps based on Visual Studio, Visual Studio Team Services, and Azure.

### Eligibility:

- Active in the Microsoft [DevOps](#) Competency (Gold or Silver) or the Microsoft [Cloud Platform](#) Competency.
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Describe your development solution, highlighting the specific business impact your solution created. Be sure to include the following results in your description:
- Describe the existing customer situation including development challenges, roadblocks, lost opportunities (if applicable), **BEFORE** you provided your services and then explain the situation **AFTER** providing your solution. Give specific examples where possible.
- Describe the **solution and the services** you provided to the specific customer (What did you do)? Which of the following technologies are included: Visual Studio, VSTS, Azure, Xamarin, SQL (please list the technologies used)?
- Provide evidence of how your solution changed and improved the customer's app development. Improvements could include impact in areas of project planning, quality enablement, software testing, DevOps, agile planning, ALM workloads, online services, mobile solutions or Azure as a development platform. Or your solution could demonstrate significant changes in terms of speed, quality, deployment, uptime, reduction in costs and organizational roadblocks, customer satisfaction improvements or other types of business or development impact.
- Please share evidence of the **software development impact** (numbers, results, changes).

## Enterprise Mobility

The Microsoft Enterprise Mobility Award honors a partner that has displayed outstanding growth in deploying and driving active usage of the Enterprise Mobility + Security solution for customers. The winning partner will have built a practice specialization that offers any combination of three out of the five components of EM+S with a customer story showcasing the usage of two or more EM+S services. The winning nomination will demonstrate innovation, competitive differentiation, and customer value that results in a sustainable business while showcasing the benefits of Microsoft's Enterprise Mobility + Security offerings in helping customers secure the identity, device, and documents.

Enterprise Mobility Suite:

- Microsoft Intune
- Azure Active Directory Premium
- Azure Information Protection
- Advanced Threat Analytics
- Cloud App Security

### Eligibility Requirements:

- Be either a Silver or Gold [Enterprise Mobility Management](#) Competency partner
- Should have more than five customers having deployed EM+S with active usage
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your Customer's business challenge or problem and provide examples of the before and after solution implementation scenarios.
- Please describe the benefits & business impact of your solution and the products (include version) and technologies used.
- How has basing your solution on Microsoft's technologies helped position your organization for growth or transformation to adapt to the cloud? How has it helped your win against the competition in a customer situation from a technical and business perspective?
- Is this solution specific to one particular customer or does it have broader market potential? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).

The following questions may help you to write the summary:

- What was the customer business problem?
- How did you approach solving the problem? What did you do? (e.g. business workshop, technical architectural design, additional ecosystem partner integration, etc.)

- What was the business scenario you lead with and who was your target audience within the customer?
- What is the Customer(s) name and/or other pertinent customer description, such as
  - How your solution impacted your customers' businesses (such as making them more competitive) and including return on investment (ROI) figures (cost reduction, increased productivity, etc.)?
  - What operational intelligence was gained?
  - What type of data was collected/analyzed?
  - If applicable, in what way were the data insights derived transformational for your customer(s)?
  - Is this solution specific to one particular customer or does it have broad market or industry potential?
- What Enterprise Mobility + Security workloads did you lead with in your pitch?
- How did you go about developing the deployment strategy with the customer?
- What ongoing services are you providing to ensure long term use of EM+S by the customer?
- Does the customer have plans to use all the services of EM+S?
- Which key industry verticals does your solution cater to and how do you foresee any new industry expansion for your business? Can the solution be applied to any other potential industries, and how?
- Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating the solution? If yes, how did your partnering story benefit your customer?  
What measures did you take to beat out any incumbent competitors or new competitors competing for the business?
- Position yourself as close to the camera as possible to record good audio and still get a framed shot that includes your head and shoulders. Try to ensure there is sufficient lighting, either coming from in front of you or slightly from the side of you.

## Enterprise Resource Planning (ERP)

The ERP Partner of the Year Award recognizes a partner that excels at providing innovative and unique sales, services, solutions, and/or support based on Microsoft Dynamics ERP – including Microsoft Dynamics 365 for Operations, Microsoft Dynamics 365 for Financials, Microsoft Dynamics AX, GP, NAV, or SL product lines. The successful entrant for this award will have demonstrated consistent, high-quality; predictable service to Microsoft Dynamics customers, helping to ensure significant business benefits from their Microsoft Dynamics ERP investments. The successful nominee will also demonstrate business leadership and success, with strong growth in new customer additions and revenue while maintaining and growing their existing customer base. Finally, the Award will recognize Partners who have made significant progress in shifting their business to the Cloud, with the sale of Dynamics ERP and Dynamics 365 products, their own software and additional Microsoft Office 365 and BI solutions hosted in the Azure public or private cloud.

### Eligibility:

- Be a Microsoft Dynamics ERP partner
- Have the Microsoft [Dynamics Enterprise Resource Planning](#) Competency
- Be listed in [AppSource](#) or [Partner Center](#), if applicable
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Describe how your organization is embracing the business opportunity presented by Microsoft Dynamics 365 and Dynamics ERP, including specific business impacts for your organization (for example, revenue growth, addressable new markets, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft products, services, and new or existing cloud-based solutions within your organization. Make specific reference to how you specialize, for example by vertical, by customer segment, or by business process.
- Give an example of a solution that is specific to a particular customer or customers, which represents the ideal solution your business provides. Explain how your organization helped your customer(s) solve a business problem, win more customers, deliver better customer service, or achieve another business goal with Microsoft Dynamics 365 for Operations, Dynamics 365 for Financials or one of the Dynamics ERP products. Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Describe how you compete to win with your Microsoft Dynamics ERP solutions and services. Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
- Describe how you use the Microsoft cloud products to enhance and expand your solutions. This can include the integration of Office 365, BI and/or Azure with Dynamics public cloud solutions

(Dynamics 365 for Operations, Dynamics 365 for Financials) or Dynamics ERP products hosted in private clouds.

- Indicate if you measure customer satisfaction and, if so, provide your customer satisfaction metric in relation to total points available. Also, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customers.



## Hybrid Cloud & Infrastructure Platform

The Hybrid Cloud Infrastructure Platform Partner of the Year Award recognizes a partner that has excelled in delivering value to enterprise customers through Microsoft's datacenter technologies. This should include server platform technology, hybrid cloud management & security solutions and Microsoft Azure IAAS Services. The featured solution supports customers towards transforming and modernizing their datacenter and management infrastructure, by delivering a solution that showcases the Microsoft on-premises and Hybrid cloud technologies. The customer(s) benefited from these solutions through increased speed to market, reduced costs, and risks, and allowing customer(s) to radically change the way they consume IT.

The solution must have used a combination of Windows Server 2016, Windows Server 2012, Windows Server 2012 R2, Microsoft Azure (IAAS services), Express Route, System Center and OMS technologies.

### Eligibility:

- Be active in the Microsoft [Datacenter Competency](#) and [Cloud Platform competency](#)
- Active as a Digital Partner of the Record (DPOR) is a plus
- Current participation in Microsoft Partner Incentives, and various programs such as Microsoft FastTrack, Microsoft Cloud Solution Provider Program (CSP) etc. is a plus.
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- The solution delivered, specific customer scenario(s) on how the solution transformed/modernized customer's business; Customer's business challenge and examples of situation before and after solution implementation.
- The benefits & business impact of your solution.
- Your organization's growth and transformation to adapt to Microsoft's Hybrid cloud infrastructure and management technologies, how/if it helped you win in competitive situations.
- Repeatability and broader market potential of the solution (if applicable). Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).

## Internet of Things (IoT)

The Internet of Things Partner of the Year Award recognizes a partner that has designed, developed, and deployed Azure based Internet of Things (IoT) solutions with their customers. An Azure IoT solution harnesses signals and untapped data from existing and new devices unlocking powerful insights. These solutions are helping companies to quickly improve their businesses just by knowing more about their 'things,' such as where they are at any given time or predicting maintenance needs to ensure zero downtime – ultimately improving business results and increasing customer value. The winning nomination will best demonstrate how a partner has solved customer requirements and accelerated adoption of Azure by building IoT solutions with Azure certified devices, developing and deploying a complete IoT solution using Azure IoT Hub, or tailoring the Azure IoT Suite to industry-specific needs or horizontal scenarios.

- Have implemented in production an Azure based IoT solution based on one of this Azure IoT technologies: **Azure IoT Suite or IoT Hub**
- Can demonstrate how the solution addresses **all** the following:
  - Help customers solve and address a line-of-business scenario or business problem using Azure IoT Suite or IoT Hub
  - Drive business transformation, economic or financial impact for your customers
  - Improve or drive innovation in IoT scenarios such as the ability to monitor assets to improve efficiencies, drive operational performance to enable innovation, and use advanced data analytics to transform a business with new business models and revenue streams

Include named customer examples, providing key performance indicators of business impact as result of the solution implementation

### Eligibility:

- Be active in the Microsoft [Cloud Platform](#) Competency,
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

1. Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your Customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Include information such as:
  - a. Customer(s) name and/or other pertinent customer description
  - b. What was the customer business problem?
  - c. What usage scenario did your solution address? (e.g. predictive maintenance, remote monitoring, asset management; operational intelligence; advanced, predictive or prescriptive analytics)
  - d. What specific devices and sensors were used in your IoT solution? How many devices and/or sensors were deployed?
  - e. What type of data was collected/analyzed?

2. What Microsoft Azure services and technologies did you include in the solution? Include all Microsoft products (with version) and technologies used
3. Please describe the benefits & business impact of your solution. Include information such as
  - a. How your solution impacted your customers' businesses (such as making them more competitive) and including return on investment (ROI) figures (cost reduction, increased productivity, etc.)?
  - b. What operational intelligence was gained?
4. Is this solution specific to one particular customer or does it have broader market potential?
  - a. Which key industry verticals your IoT solution was implemented in and how you foresee any new industry expansion for your business?
  - b. Can the solution be applied to any other potential industries, and how?
  - c. Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.)

## Messaging

The Messaging Partner of the Year Award recognizes a partner with proven expertise from on-premises to the cloud in planning, deployment, and management of Microsoft Exchange while helping customers lower IT costs, boost user productivity, and better manage risk with anywhere access to communications.

Today's businesses rely heavily on email to communicate with clients, partners, and colleagues. But research suggests that organizations are lacking when it comes to protecting themselves against the increasing number of customized and complex attacks. When polled by [Mimecast](#), 83% of IT security managers said they see email as a primary source of attack, yet 65% claim they aren't fully equipped to resolve the risks associated with email threats.

Exchange Online helps protect information with advanced capabilities. Anti-malware and anti-spam filtering protect mailboxes. Data loss prevention capabilities prevent users from mistakenly sending sensitive information to unauthorized people. Globally redundant servers, premier disaster recovery capabilities, and a team of security experts monitoring Exchange Online around the clock safeguard your data. And with a guaranteed 99.9% uptime, financially-backed service level agreement, your customers can count on their email always being up and running.

Successful entries will discuss how partners are driving upgrades from legacy Exchange or migrations from competitive platforms to Exchange Server 2016 or Exchange Online, supported by quantifiable results and customer anecdotes. Entries specifically highlighting deployments of Exchange Online Advanced Security workloads such as Data Loss Protection, Advanced Threat Protection or Advanced Security Management, Advanced eDiscovery, and Customer Lockbox are strongly encouraged.

### Eligibility:

- Be active in the [Microsoft Messaging Competency](#).
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Describe the customer business challenges your organization addresses in planning, deployment, and management of Microsoft Exchange on-premises, in the cloud, or as a hybrid solution.
- How did your delivery of Microsoft Exchange or Microsoft Exchange Online help customers lower IT costs, boost user productivity, better manage risk, and provide anywhere access? Support your case with quantifiable results. Provide outside references or data sources that give evidence of exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- If applicable to the deployment(s) discussed in questions 1 and 2, share how your deployments of Exchange Online Advanced Security workloads such as Data Loss Protection, Advanced Threat Protection or Advanced Security Management, Advanced eDiscovery, and Customer Lockbox

serve to drive upgrade opportunities beyond email server deployment and configuration.

- Describe how using Microsoft technologies in your solution helped you win against the competition (Google, IBM, or Zimbra) in a customer situation. What specific benefits were you able to offer that the competition was not? Cite any specific customer win examples you may have.

## Mobile App Development

The Mobile App Development Partner of the Year Award recognizes a Microsoft/Xamarin partner who has delivered mobile transformation solutions to clients based on the Xamarin/Microsoft Mobile App Development Platform. The winning partner has demonstrated a deep understanding of customers' business challenges and enabled customers to make more aligned and informed decisions with better team collaboration. The winning partner must demonstrate and have superior expertise in solving these challenges by taking a holistic "Mobile First, Cloud First," approach by leveraging Xamarin, Visual Studio, Azure, XTC and Mobile DevOps. The end solution (developed by the winning partner) must have mobile apps deployed on two or more platforms (iOS, Android, UWP, etc.), and the solution must leverage Azure Services and Xamarin Test Cloud. The end solution must also maintain aesthetic and intuitive app design principles (UI/UX) consistent with each platform. While not required, winning partners may also highlight percentage of code reuse across multiple platforms, for consideration.

Xamarin/Microsoft "Mobile First, Cloud First" solution must have:

- Apps developed using Xamarin in Visual Studio
- Apps deployed to (2) two or more platforms
- Apps leveraging Azure Services
- Apps tested using Xamarin Test Cloud
- Apps developed while maintaining Mobile DevOps best-practices

### Eligibility:

- Be active in the Xamarin Partner Program (FY17) - (migrating to Application Development competency in FY18 or Microsoft [Application Development](#) competency or [DevOps](#) competency
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

1. Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your Customer's business challenge or problem and provide examples of the before and after solution implementation scenarios.
2. Please describe the benefits & business impact of your solution and the products (include version) and technologies used.
3. How has basing your solution on Microsoft's technologies helped position your organization for growth or transformation to adapt to the cloud? How has it helped your win against the competition in a customer situation from a technical and business perspective?
4. Is this solution specific to one particular customer or does it have broader market potential? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).

## Project and Portfolio

The Project and Portfolio Management (PPM) Partner of the Year Award recognizes a certified PPM partner that has excelled in driving scale with Microsoft PPM\* and helped customers realize significant business benefits. The winning submission will showcase in detail outstanding partner contribution in one or more of the excellence areas mentioned above, backed by relevant customer testimonials, public case studies, solution data-sheets/screenshots/videos etc. Partners can include multiple implementations and success stories under a single submission for the Partner of the Year Award.

\*Microsoft PPM comprises of a Project Online based solution.

This year partners should only include implementations and solutions that are based on Microsoft PPM. Submissions based on Project Server and/or Project desktop on-premises will not be reviewed.

### Eligibility:

- Required: Be currently active in the Microsoft Partner Network and have attained either a Silver or Gold [Project and Portfolio Management Competency](#).
- Required: have at least one public facing Customer Case Study, preferably on the success story you are submitting for the 2017 Project and Portfolio Management Partner of the Year Award.
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- **Go big with Microsoft PPM** - Showcase the scale of Microsoft PPM implementation(s) led by your company. Provide the following information:
  - Customer(s)' company name, geography, industry and what the customer company does.
  - Current scale of the implementation(s) in terms of number of users, global reach deployment. If possible, specify the number of project managers, team members and executives that actively use the PPM solution. You may mention planned future scale.
  - If the implementation(s) is a competitive win, how were you able to sell Microsoft PPM into a customer that was considering (or using) a competing solution. What specific benefits you were able to differentiate with?
- **Drive customer satisfaction and value realization** – Showcase the impact of your implementation(s) on the customer's business:
  - Describe the customer's business challenge(s).
  - Describe the business benefits realized with Microsoft PPM. Explain how the PPM solution impacts the customer's core business.

- Provide customer testimonials and/or metrics to showcase the improvement in business performance metrics.
- Explain your unique contribution to make the realization of business benefits with Microsoft PPM possible.
- Mention how long it took to gain those benefits and explain how you have accelerated the time to value realization.
- Describe outstanding innovation your company has developed as part of the offered PPM solution. Explain how your unique solution enhances value realization and accelerates adoption. Provide solution information and details on Microsoft technologies leveraged.



## Small & Midmarket Cloud Solutions

The Small & Midmarket Cloud Solutions Partner of the Year Award recognizes partner excellence in building a scalable, innovative & best in class Microsoft cloud services practice focused on Small & Midmarket businesses (SMB). This award is limited to partners that have over 25 new customers since July 2016 and who have sold +2 cloud services (At least two of the following; Office 365, Azure, EMS and CRMOL).

The winning award entry will demonstrate expertise and proven capability in meeting small and midmarket customer needs with Microsoft Cloud services at scale. The entry will be evaluated for:

- Sales proficiency in Microsoft Cloud Services - SMB Cloud revenue, new customer acquisition and selling +2 cloud services in last 12 months at the time of submission
- Innovation in sales and marketing processes to drive customer acquisition, upsell and multi-service x-sell at scale, maximizing customer lifetime value.
- Differentiated partner led offering – Industry focus, Managed Services, Packaged offerings and/or IP. Defined customer solution that integrates Microsoft cloud services but goes beyond to include any mix of partner services. Demonstrates there is an entry level offer with upsell process to full solution.

### Eligibility:

- Acquired +25 new cloud customers in the last 12 months and sold a minimum of 2 cloud services.
- Have activated and deployed at least 2 Office 365 workloads (Exchange Online EXO, Skype for Business, SharePoint Online, Yammer, etc..) with over 20 active users, in the past 6 months.
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- What business processes, sales model, and marketing approach have you implemented that can scale customer acquisition, upsell and cross-sell of cloud services? How have you addressed changing customer buying behavior and the role of digital in how customers make decisions and engage in sales, nurture and upsell process.
- How have you built a customer cloud services offering that differentiates you from the competition?
- How has your business built in a post-sales customer engagement approach to ensure deployment, drive user adoption of the services sold, reduce churn and maximize customer life time value? Describe your ongoing customer engagement with details on people, process and technologies used.

## Windows and Devices Deployment

The Windows and Devices Deployment Partner of the Year Award recognizes a partner serving enterprise and midmarket customers, with proven expertise in helping them modernize their workplace. This modernization includes upgrading to the latest Windows 10 platform, integrating modern Windows 10 devices with customers, and deploying additional necessary technology to provide users with a truly modern workstyle. Partners looking to win this award would have delivered true business value to customers, by helping them simplify their processes, improving their management capabilities, deploying new modern devices, and enabling modern Windows 10 applications.

Partners self-nominating for this award should have successfully deployed Windows 10 Enterprise and Microsoft Edge.

Solutions may optionally highlight other supporting technologies such as Microsoft Desktop Optimization Pack (MDOP), Microsoft System Center, Office, Windows Server, Windows Intune and/or other components of the Enterprise Management Suite, Desktop Virtualization technologies and Windows 10 LOB applications.

### Eligibility:

- Silver or Gold Microsoft [Windows and Devices](#) Competency or Devices and Deployment competency, with a current [Microsoft Partner Center](#) directory listing.
- Must have deployed Windows 10 Enterprise either through new devices or OS upgrades.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Clearly describe the customer's pain point / issue / opportunity that you addressed. Include specific details about the impact of the issue/opportunity to the customer, including number of users impacted, revenue, costs, satisfaction, brand, etc.
- Describe how your solution addressed the issue / opportunity above, including specific business impact created (for example, revenue acceleration, cost reduction, business productivity, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft stack of solutions and optionally any features specific to Windows 10 Enterprise that were used.
- How has basing your solution on Windows 10 Enterprise and Microsoft Edge helped position your organization for growth? How has it helped your win against the competition in a customer situation from a technical and business perspective?
- Is this solution specific to one particular customer or does it have broader market potential? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- How did you measure customer satisfaction with this solution and what were the results?

# Country Partner of the Year Award

1 Award for Each Participating Country

## Country Partner of the Year

The Microsoft 2017 Country Partner of the Year Award recognizes partners at the country level that have had substantial growth in their customer base and/or revenue by driving customer impact and satisfaction with Microsoft Cloud offerings. Partners nominated for this award should demonstrate effective engagement with their local Microsoft office and demonstrate innovation, competitive differentiation, and customer value that results in a profitable business that showcases the benefits of using Microsoft Cloud services.

### Eligibility:

- Enrollment in the Microsoft Partners Network, in any of the Cloud competency programs, at the [Gold](#) level.
- Have a current [Microsoft Partner Center](#) listing, if applicable.
- Service or solution to have been delivered using a Microsoft technology released within the last 24 months.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

1. Describe how your solution used one or more current Microsoft products to create a unique market offering. Show how the solution is unique and innovative by discussing:
  - a. The business problem and opportunity your service or solution addressed.
  - b. The size of the customer's business problem/opportunity.
  - c. Your marketplace differentiation against other, competing services or solutions (provide links to awards won, press articles, analyst reports, etc.).
2. Provide quantitative metrics measuring the positive business impact from your service or solution (for example, return on investment (ROI), decreased costs, increased productivity, financial impact, growth).
3. Provide an example of a successful engagement with the local Microsoft office. Include a description of the motive for the engagement, steps taken to engage the local Microsoft office, and the successful outcome (customer win, technology adoption, etc.). Include examples of the type of Microsoft personnel on the engagement.
4. Describe how using current Microsoft technologies in your service or solution helped you win against the competition in a customer situation.
5. Provide outside references or data sources that give evidence of exceptional customer experience or satisfaction (links to published articles, benchmarks, case studies, videos, white papers, customer testimonials, etc.).

6. Briefly describe the number of customers for which you've implemented this specific service or solution.

# Public Sector Awards

5 Awards

## Public Sector: Education

The Public Sector, Education Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to education customers.

Recognizing that all partners play a role in driving a vibrant and profitable partner ecosystem, we are particularly interested in making sure that services organizations and transaction partners have an opportunity to stake their claim at being the Partner of the Year.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to education customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging Microsoft technology such as Office 365 for Education, Exchange Online, OneNote, Dynamics 365, Windows Azure, Windows 8.1 UI Apps and/or Windows 10 Universal apps, Windows Phone Platform, Machine Learning and/or Cortana Analytics.

Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services.

### Eligibility:

- Have a current [Microsoft Partner Center](#) listing, if applicable.
- Desirable is also a case study or reference story about the solution, work or services provided.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

1. Describe how the use of Microsoft technologies in your solution or service enabled innovation from a technical and business perspective for your education customers – in what ways has your solution helped your customers embark on a digital transformation.
2. Describe how your solution drives positive learning outcomes with specific examples of success where possible.
3. Is your solution or service specific to one particular education customer, or does it have broad market potential/adoption?
  - Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
4. Indicate which—and how—Microsoft technologies are leveraged by your solution or services:

- Office 365
    - i. *indicate if your solution authenticates with Azure AD, if your company has built Office 365 Apps, and/or if your solution integrates with other Office 365 services (Azure AD, Exchange, OneDrive for Business, Web Apps)*
    - ii. *indicate if your service enables usage/deployment of Azure AD and/or other Office 365 services*
  - Windows 10 Native Application, Universal App, or Windows Phone 10
  - Windows Azure services, InTune, EMS, Machine Learning, Cortana Analytics, and/or PowerBI
  - SQL Server, Windows Server, Dynamics 365 (*specify on premises or Azure*)
  - Utilizing Business of Schools and IoT examples using MS technologies
  - Other Microsoft technologies.
5. Describe how your use of these technologies addressed your education customers' needs. Please also provide details about how your solution or service increased usage of Microsoft's platforms/technologies.
6. Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
- Please provide 2 customer references

## Public Sector: Government

The Public Sector: Government Partner of the Year Award recognizes a partner whose solutions are a strong reflection of Microsoft's cloud-first, mobile-first vision. The partner excels at providing innovative and unique products, solutions, or services to Government customers, including Central, Regional and Local Governments.

The successful applicant for this award will demonstrate deep industry knowledge and expertise, as well as consistent, high-quality, predictable service and/or solutions to Government customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue. Partners applying for this award should demonstrate effective engagement with Microsoft by utilizing the latest Microsoft Cloud technologies as their solution platform.

### Eligibility:

- Have a current [Microsoft Partner Center](#) listing, if applicable.
- Have a vertical solution offering
- Offer a Software as a Service (SAAS), and/or Platform as a Service (PAAS), and/or advanced Azure workloads solution.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Describe the problem(s) your solution(s) solves for government customers.
- Include the impact that your solution/services have on a) Driving Economic Growth, b) Fostering Social Inclusion, c) Enabling Environmental Sustainability and/or d) Improving Governance
- Outline the specific benefits of your solution to the government leaders, government workers, and citizens that use it.
- Upload or provide outside references or data sources (published articles, case studies, videos, customer testimonials, etc.) that illustrate exceptional customer experience or satisfaction.
- How has basing your solution on Microsoft's technologies helped position your organization for growth or transformation to adapt to the cloud? How has it helped your win against the competition in a customer situation from a technical and business perspective?

## Public Sector: Health

The Public Sector: Health Partner of the Year Award recognizes a partner whose solutions demonstrate Microsoft's cloud-first, mobile first vision to health industry customers, specifically those in the Healthcare Provider, Health Payer, or Public Health and Human Services verticals.

The successful submission for this award will demonstrate industry knowledge and expertise delivering consistent, high-quality, predictable, and repeatable services or solutions to health industry customers that improve people's health and lives through software innovation. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions, cloud adoption and usage, revenue growth, and/or innovative partnerships to drive end-to-end solutions.

### Eligibility:

- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

1. Describe the customer opportunity or problem that your solution addresses, including specific business impact (for example, clinical quality improvement, improved operational performance, improved access to services).
2. Does the solution have broad market potential or is it specific to one particular customer? How many customers are using the solution today? Please provide any references or links to sources that illustrate exceptional customer experience or satisfaction. Please provide two customer references.
3. Describe how your solution focuses on one or more of the following digital transformation priorities using Microsoft technologies; Engage Patients, Empower Care Teams, Optimize Clinical and Operational Effectiveness, Transform the Care Continuum
4. Please outline what Microsoft technologies are used in your solution and how they are used (Cloud Computing (Public, Private, Hybrid), Productivity & Collaboration Technologies, Business Applications (CRM and ERP), Business Intelligence/Analytics, Mobility).
5. Describe how these technologies have helped you win against the competition.
6. Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution? If yes, please describe your partnering story and benefit to the customer.



## Public Sector: Microsoft CityNext

The Microsoft CityNext Partner of the Year Award recognizes partners whose solutions, built on or with Microsoft technology, can address the most pressing challenges for cities, [drive digital transformation](#) and empower more sustainable, prosperous, and economically competitive cities.

Digital Transformation through cloud services, mobile devices, collaboration, social media and big data creates breakthrough opportunities for partners to help cities address their big challenges and spur economic growth. Fully harnessing the possibilities of the new era requires not just innovation for innovation's sake, but innovation that truly enables people – city leaders, city employees, businesses and citizens – to shape the future of their city.

The Microsoft platform provides a connected foundation for cities to build on, utilizing your solutions and apps across eight core [Microsoft CityNext](#) functional solution areas.

The successful submission for this award will demonstrate industry knowledge and expertise delivering consistent, high-quality, predictable services or solutions to Cities, which provide benefit through software innovation. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions, revenue growth, and/or innovative partnerships to drive end-to-end solutions.

### Eligibility:

- Partners will need to have enrolled in the [Microsoft CityNext](#) initiative by May 15th in order to be eligible. If not already enrolled, please contact: [cnxtptr@microsoft.com](mailto:cnxtptr@microsoft.com).
- Enrollment in the Microsoft Partner Network with a silver or gold competency within 12 months from enrollment.
- Have a current [Microsoft Partner Center](#) listing, if applicable.
- Have at least one (1) city-related customer story, showcasing use of Microsoft technology at time of registration, and a second within 12 months after registration.
- Complete a solutions map showing where your solutions are implemented by country.
- Service or solution to have been delivered using a Microsoft technology released within the last 24 months.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your Customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Carefully describe the benefits & civic impact of your solution and the products (include version) and technologies used.
- Which of the eight CityNext Functional Solution Areas and which CityNext scenario(s) does your solution address? How did Microsoft CityNext help you win the deal or position you against competitors?

- How has Microsoft's technologies helped position your organization for growth or transformation to adapt to the cloud? How has it helped your win against the competition in a customer situation from a technical and business perspective? Does your solution support the latest releases of Microsoft products? If applicable, describe how your solution uses Cloud (Azure, Office 365, Dynamics CRM Online, Private Cloud), Mobility (Tablets, Surface or Windows Phone), or other current Microsoft technology to solve customer pain points.
- Is this solution specific to one particular customer or does it have broader market potential? What are your plans for repetitive sales of the solution? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).

## Public Sector: Public Safety, and National Security

The Public Sector, Public Safety and National Security Partner of the Year Award recognize partners who excel in providing public safety, national security, and defense (PSNS) customers with innovative and unique Digital Transformation solutions based on Microsoft technologies. The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable solutions for PSNS customers.

Qualifying partners for this award will demonstrate effective engagement with Microsoft by developing ongoing relationships with Microsoft field sellers and by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions or services.

Successful entrants will demonstrate Business leadership and success through strong growth in new cloud customer additions and cloud consumption revenue. They will show innovative and creative Digital Transformation solutions that utilize the latest Microsoft platform technologies in the areas of through cloud services, mobile devices, collaboration, social media and big data to address the most pressing challenges for public safety, national security, or defense customers and enable mission achievement through demonstrative cloud-focused digital transformation solutions among the following areas:

<b>Digital Patrol</b>	Law enforcement officers and commanders need instant access to relevant information and the ability to collaborate within their own agencies and partner organizations—securely and effectively. Windows 10, EMS and Office 365 are helping capture and share digital evidence, share information and drive investigations for better public safety outcomes.
<b>Command and Control</b>	Command and control solutions enable Situational Awareness, Common Operational Picture and communications on the battlefield extending capabilities in the air, on the ground, underwater and in cyberspace. These solutions provide the commander with the information to make effective decisions and provides troops, officers, and commanders the capability to access the information necessary to complete their mission.
<b>Video Capture &amp; Management</b>	Video is essential for law enforcement. Live video enables better situational awareness and better officer and public safety. Recorded video is used as evidence in criminal court. Law enforcement needs more effective video management—analytics, redaction capabilities, storage and retention. Microsoft’s partners use Azure services to meet the video and compliance needs of law enforcement and even defense customers.
<b>Military Personnel Management</b>	Military Personnel management provides manpower and personnel support, thus ensuring maximum readiness and sustainability of all forces. The scope of this not only encompasses human resource management subjects such as recruiting, compensation, and training, but also extends these traditional subjects by adding military specific requirements for force readiness, survivor benefits, continuing medical treatment of the wounded, and deployments.

<b>Intelligence-Led First Response (ILFR)</b>	Public Safety agencies recognize the need to connect disparate data systems for better situational awareness, broadly share real-time information, and leverage technology to create an accurate common operating picture. Microsoft and its partners are using many Azure services to help them meet mission requirements and respond to incidents more effectively.
<b>Judicial Management</b>	Microsoft solutions for digital justice help judicial leaders deliver justice faster and more efficiently to more people. Justice is a societal foundation that is emerging from traditional methods that have trapped institutions in inefficient processes. Leveraging collaborative and case managing technologies and solutions, and adding new capabilities offered by artificial intelligence, machine learning, and data analytics, justice is accelerating and achieving its goal of delivering fair, efficient, and effective justice.
<b>Cybersecurity in PSNS</b>	Cybersecurity is a pervasive challenge involving government, commercial, and private stakeholders. The challenge is escalating as countries increasingly rely on information technologies as part of their critical infrastructure. Microsoft has the effective Cybersecurity solutions that can scale to meet the large and small enterprise requirements for Defense Ministries and National Security Agencies.
<b>Defense Cloud</b>	Cloud computing plays a critical role in Defense organizations and IT Departments modernization efforts. This technology offers a cost efficient, secure enterprise environment that can readily adapt to the department's mission needs without compromising flexibility or choice of operational environment

Some additional areas to consider are solutions that:

1. Enable nation states and their national security and law enforcement organizations to leverage technology to transform the way they collaborate.
2. Empower new levels of cross-agency collaboration by breaking down information isolation with hybrid cloud solutions
3. Transform information sharing and dissemination with collaboration solutions that meet global security standards
4. Modernize secure mobile communications across agencies and nations in today's era of international coordination and cooperation.
5. Automate recruiting processes and leverage digital services to quickly find the next generation of cyber professionals, intelligence analysts and national security strategists.
6. Gain visibility into readiness gaps to deliver the training and resources that personnel need to achieve mission success.
7. Ensure personnel have access to applications, devices and tools required to securely and effectively operate in any environment.
8. Create real-time operational pictures that enable faster decision-making with data visualization
9. Align and optimize IT systems and tools in support of the mission, reducing costs and driving new levels of efficiencies
10. Analyze vast volumes of data collected from information sensors
11. Enable supply chain and logistics solutions for faster in-theater delivery, predictive maintenance, asset management, and operational visibility
12. Introduce advanced technologies including holographic computing and 3D printing for operating forces

**Eligibility:**

- Enrollment in the Microsoft Partner Network with a silver or gold competency within 12 months from enrollment.
- Have a current [Microsoft Partner Center](#) listing, if applicable.
- Have at least one (1) public safety, national security or defense related customer story, showcasing use of Microsoft technology at time of registration, and a second within 12 months after registration.
- Complete a solutions map showing where your solutions are implemented by country.
- Service or solution to have been delivered using a Microsoft technology released within the last 24 months.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your Customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Carefully describe the benefits & civic impact of your solution and the products (include version) and technologies used.
- Which Public Safety and National Security functional areas and which Public Safety and National Security scenario(s) does your solution address? Did Microsoft Public Safety and National Security field teams help you win the deal or position you against competitors?
- How have Microsoft's technologies helped position your organization for growth or enabled your customers to digitally transformation and adapt to the cloud? How has it helped you win against the competition in a customer situation from a technical and business perspective? Does your solution support the latest releases of Microsoft products? If applicable, describe how your solution uses Cloud (Azure IaaS or Azure PaaS, Office 365, Dynamics CRM Online, Private/Hybrid Cloud), Mobility (Tablets, Surface or Windows Phone), or other current Microsoft technology to solve customer pain points.
- Is this solution specific to one specific customer or does it have broader market potential? What are your plans for repetitive sales of the solution? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).

## Other Awards

7 Awards

### Alliance Award – Global Commercial ISV

The Alliance – Global Commercial Independent Software Vendor (ISV) Partner of the Year award recognizes great success from a Microsoft global managed ISV which has been able to transform their software business and thrive in the mobile-first, cloud-first world. The winning partner will offer great differentiated value and experiences to our commercial customers through its modern cloud services on a global scale. The partner will show how the Microsoft Platform helps to expand in new markets, lead the pack and create innovative business models. This success results in a proven track record of cloud business growth which has subsequently driven Microsoft Cloud consumption.

**Eligibility:**

- Must be a Microsoft globally managed ISV company and demonstrate public commitment to Microsoft Azure such as PR, case studies, website, etc.
- ISV solution must leverage unique Microsoft platform technology (Cloud services and/or on premises), must be released to market as well as broadly deployed.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Describe how your Cloud services deliver unique value to your customers and differentiate from your ISV competitors. How did you adapt your business models to Cloud and how does this solve your customer pain points?
- What core Microsoft technologies were used to develop the solution and list the ones that have accelerated your time to solution?
- Upload any outside references or data sources that illustrate exceptional customer showcase with your solution (links to published articles, case studies, videos or customer testimonials).

## Cloud Packaged Solution

The Cloud Packaged Solutions Award honors a partner that has successfully scaled out its cloud practice by packaging two or more Microsoft cloud solutions (e.g. Microsoft Azure, Office 365, Enterprise Mobility Suite, Dynamics CRM, etc.) with their own services and solutions into a complete customer offering, solving an end customer challenge. The partner must have built out a repeatable solution which targets new cloud customers. The winning nomination will demonstrate innovation, competitive differentiation with managed services, and customer value that results in a profitable business while showcasing the benefits of selling and using Microsoft Cloud services. Selling through the Cloud Solution Provider Program is a definite plus as part of what will be evaluated in judging.

### Eligibility:

- Be a Microsoft partner AND
- Required to have 1 of the following:
  - Cloud Platform Competency Partner
  - Cloud Productivity Competency Partner
  - Sell through the Cloud Solution Provider Program
- Should have at least one customer case study publicly available showing some success.
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- Describe the specific customer scenario(s) and problem(s) solved by the solution. Please Describe.
  - Who you are (Company Name in Submission Title)
  - Provide a specific Customer's business challenge or problem.
  - Provide examples of the before and after state scenarios.
- Describe the solution delivered, specifically:
  - Benefits & Business Impact of your Solution
  - Products (include version) and technologies used
  - How you provide long term customer value / differentiate from competition
- Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution? If yes, please describe your partnering story and how it benefited the customer.
- Describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective.
- How did your packaged solution/service help your own organization win and grow your business and what business transformation steps or considerations did you take to adapt to the Cloud opportunity? (Examples: new roles, functions, capabilities).

- Is this solution specific to one particular customer or does it have broader market potential? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Did you sell this solution through the Cloud Solution Provider Program and if so, how did this impact your business and your relationship with your customer?



## Customer Experience

The Customer Experience Partner of the Year Award recognizes a partner who is dedicated to building and responding to customer interactions in a way that meets or exceeds customer demand, expectations and satisfaction. The winning partner will be able to articulate how a focus on the customer have helped broaden customer insights in the company and result in changes that will contribute to ongoing loyalty. The winning nominee should discuss how they map the customer buying journey by audience and how digital marketing content helped them to more effectively and efficiently reach prospects and convert them to loyal, repeat customers. This award will ask for customer references that Microsoft can verify. Please be sure that the customers names you have provided have consented to allowing Microsoft to contact them.

### Eligibility:

- Use the attached PPT deck (available in the tool) to fill out the award requirements. The slide deck will walk you through the specifics asked for in this award.
- By submitting for the award, you have given consent and customers have given consent to allow Microsoft to contact the customers that you submit as part of the award for verification.
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary by using the **Microsoft Partner of the Year Customer Experience PowerPoint deck** provided to include and address all of the specific points below.

Choose a workload or solution that you offer to customers to illustrate for the award.

- Answer the following points when describing the customer for your solution: 1) market size (addressable number of customers, segment target (Enterprise, Mid-Market, SMB), 2) audiences (Business Decision Maker, Technical Decision Maker) and 3) verticals as applicable; 4) customer pain and business challenges being addressed and 5) top personas from the audiences (CEO, CFO, CMO, COO, etc.). **Use answers to fill out PowerPoint slides 3 through 5.**
- Choose one primary persona you work with (ex CEO, CFO, CMO, etc.) and describe the following: 1) top decision making factors, 2) top three expectations for chosen persona, 3) top three pain points for chosen persona. **Use answers to fill out PowerPoint slide 6 through 8.**
- Map your selected persona across the customer journey (illustrate Explore, Evaluate, Purchase, Expand, Renew, Advocacy stages) by showing the 1) key message you deliver by stage, 2) top three wants/needs by stage, 3) top three touchpoints by stage, 4) top three pain points by stage and 5) Call to Action for each stage. **Use answers to fill out PowerPoint slide 10-15.** You can map a portion of the customer journey stages for purposes of the award (i.e. Explore, Evaluate and Purchase, or Expand, Renew and Advocacy). *See customer journey here.*
- Validate this customer journey above with **five** of your customers. Use sample interview questions found on **PowerPoint Slide 16** provided to find out if the customer experience you've outlined is consistent with feedback from your customers.
- Document Customer Experience metrics calculated from the customer interview questions. **PowerPoint slide 17.**
- Document your **top five** learnings from the customer conversations. **PowerPoint slide 18.**

- *Please list the customers interviewed on **PowerPoint slide 19** with their contact information so that Microsoft can contact them to verify their feedback.*

## Distributor

The Distributor Partner of the Year award recognizes Distributor excellence in value-based comprehensive solution aggregation which enables the Reseller acquire, delight, drive usage and consumption, as well as grow and renew the relationship with the SMB customer!

The winning award entry will demonstrate the ability to leverage the breadth of the entire Microsoft solution portfolio, particularly Windows Devices and Microsoft Online Services products (Office 365, Azure, CRM Online and EMS) to configure turnkey solutions which enable the Reseller to build and nurture a profitable and sustainable annuity business that provides the ultimate lifetime value to the SMB customer.

The entry will be evaluated for:

- Business model transformation and innovation—demonstrated by the Distributor that has taken the most ground-breaking approach in enabling the seamless aggregation, provisioning and transaction of the comprehensive solution pivoted around Microsoft Cloud services and Windows 10 devices.
- Leading CSP Platform – invested, developed and launched solutions in a CSP marketplace that has been leveraged by a broad ecosystem to scale business on Microsoft cloud.
- Organizational enhancements—that have resulted in the transformation of the Distributor’s sales force to position, sell and service Cloud solutions pivoted around Microsoft Cloud Services, especially efforts around mainstreaming Azure in their respective organizations.
- Channel Development Programs —structuring a consistent framework across multiple partner types through which ecosystem is enabled for to make the first sales and is developed and coached on how to maximize customer lifetime value. Key criteria to consider is growth in partner frequency and cross selling of Microsoft cloud WLs.
- Creative devices programs and display of execution excellence—that have driven the sales of first- and third-party Windows 10 devices, including Surface, Lumia, MNA and CTE devices.

### Eligibility:

- Partners eligible for this award include any Microsoft wholesale distributor with a current Microsoft Channel Agreement, Indirect Cloud Solution Provider (CSP), Full Packaged Product (FPP), Volume Licensing, Channel Developer, Surface or Microsoft Original Equipment Manufacturer (OEM) Distributor Channel Agreement. If the partner is a wholesale distributor with a commercial portfolio (all agreements listed above, excluding OEM), partner must possess a minimum of two DSA competencies.
- For consideration, Distributors should submit specific examples across the areas of innovation, solution sales leadership, organizational enhancements, channel capacity development and execution to prove best-in-class impact on mutual reseller partners.
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

Describe how you creatively enabled a Reseller to identify a new whitespace opportunity, cultivate and address this new end customer's business problems through the aggregation of all the components needed for an SMB customer to fully function in a modern SMB workplace (Devices + Cloud Services + Value-Added Third-Party Services + Managed Services engagement).

- Place due emphasis on how you may have aided with digital and social marketing to uncover the opportunity, how you guided and assisted the Reseller in the pre-sales solution configuration consulting phase, how you then help aggregate, deploy and manage the billing of the complete solution.
- Please also articulate how your infrastructure aided in the provisioning and billing process, as well as your role in helping the Reseller up-sell and cross-sell into more high-value scenario for the customer.
- Finally, how did you enable the Reseller to ensure that the customer renewed their engagement and did not churn out? What kind of business intelligence did you use to denote the usage pattern of the customer? How did you trigger the expiration alert, and the ensuing renewal notification? What was your communication process and cadence? What were the results of your approach?

Provide examples of how you elevated the solution aggregation acumen of your internal teams to be able to engage and enable this opportunity with the Reseller?

- How did you profile and identify this reseller?
- What sorts of programs did you leverage to advance the solution selling capability of this reseller from selling and activating the first to the third customer, and then moving beyond that to driving incremental business through engagement with 4-25 customers?
- How did your awareness of the hardware programs play role in success?
- What sort of hardware programs did you leverage from your OEM and Surface side of the business?
- What was the impact to Microsoft and the Distributors revenue as well as Cloud Reach, Cloud Mix and Net Seat Adds?

## Learning

The Learning Partner of the Year Award recognizes a partner who has excelled beyond their peers in the delivery of high-impact Microsoft Training solutions. The winning submission will demonstrate transformation, innovation and the ability to drive training and adoption of Microsoft Cloud technology through multiple training modalities.

### Eligibility:

- An active Silver or Gold Learning Partner in good standing
- Track record of performance and compliance
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- List the MPN Competencies of this partner
- How has this partner demonstrated Digital Transformation? include specific examples describing the impact and measurable benefits to Microsoft customers.
- How has this Learning Partner contributed to the adoption of Microsoft Cloud technology? What training & services have they delivered?
- How is this partner leveraging online modalities to provide innovative customer-centric offerings to Microsoft customers? Include specific examples of blended learning, on-demand, Open edX, mentoring, or other innovative solutions. Please include relevant results and customer success stories.
- Does this partner demonstrate the values and capabilities of a Modern Learning Partner? Please reference [The Modern Microsoft Learning Partner](#) IDC e-book.
  - How do they differentiate from other competitors in their market?
  - How have they modernized their sales and Marketing to reach new audiences and expand their reach?
  - How have they optimized their operations to maximize efficiency, profitability and customer experience?
  - How are they delivering lifetime value to customers to foster ongoing adoption and usage of Microsoft Technology?

## Open Source on Azure

The Open Source on Azure Partner of the Year Award will recognize an exceptional partner who excels in delivering outstanding open source based solutions on the Microsoft Azure cloud platform. They will have successfully met customer interoperability needs, using at least one significant, globally recognized open source project in combination with Microsoft Azure. The winner will demonstrate innovation, competitive differentiation, and customer value that results in a profitable business while showcasing the benefits of using Microsoft Azure services alongside open source software.

### Eligibility:

- Member of the [Microsoft Partner Network](#).
- Should have at least one customer case study publicly available, illustrating success of the open source solution on Microsoft Azure.
- Have a current [Microsoft Partner Center](#) listing, if applicable.

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

- What specific customer challenge(s) and problem(s) does your solution solve using Azure and OSS? Identify:
  - Customer's business challenge or problem.
  - What are the key benefits and business impact (e.g. \$ savings/revenue growth) of your solution/service to customers?
  - Why did the customer choose Azure for their OSS solution (business and technical perspective)?
- What Microsoft and open source technologies did you include in your solution (note: Microsoft Azure should be one of the Microsoft technologies for this award) and how they helped you win against the competition.
- Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution? If yes, please describe your partnering story and how it benefited the customer.
- Do you have outside references or data sources that illustrate exceptional customer experience or satisfaction (such as published articles, case studies, videos, or customer testimonials)? If so, please provide.
- Do you actively participate in open source associations and/or contribute to open source communities? If so, please provide details (such as event sponsorships, GitHub accounts showing contributions, etc.)

## Partner Seller Excellence in Technology, Sales and/or Licensing

The Partner Seller (P-Seller) Award recognizes an individual Partner Seller who demonstrates exceptional Microsoft Technical, Sales and/or Licensing knowledge expertise in key workloads. **There will be one winner across the P-TSP, P-SSP or P-LSS roles (not one per each). Please choose one (1) below.**

**Executive Summary:** Please provide one (1) executive summary to include and address all of the specific points below in (1) category. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 8,000-character limit (includes spaces).

### Technology Solutions (P-TSP)

A winning **Technology Solutions Professional (P-TSP)** Seller professional helps close deals by conducting a business value conversation from a technical perspective. The Partner Seller is able to explain the process of upgrading from Microsoft Product X to Product Y as part of the customer business solution, demonstrate the difference between a Microsoft solution compared to a competitor solution, complete a value demo, gain support for a proof of concept, and are seen by the customer as an advisor.

Nominate a Technology Solutions Partner Seller professional who consistently exceeds sales expectations as a result of co-selling engagement with Microsoft and ability to create offerings that contribute to Microsoft-centric solutions.

The winning nomination for the Excellence in Technical Sales Specialization will demonstrate:

**Sales Skills:** Develops strong Microsoft relationships through the co-selling motion that accelerate the cloud services opportunity pipeline as well as successfully position Microsoft products and services against competitive solutions by understanding customer needs.

**Development Skills:** Engages on opportunities from the solution stage through to the delivery of technical sales engagements (e.g., technical sales presentations, proofs of concept, etc.) as well as demonstrates a deep technical knowledge with extensive customer deployment experience.

**Technical Knowledge:** Evangelizes Microsoft offerings with customers by supporting technical pre-sales activities as well as migrating competitive customers onto the Microsoft platform.

**Microsoft Engagement:** Serves as the 'go-to' technical expert for the Microsoft sales team by maintaining and expanding personal technical readiness, competitive environment readiness, and sales and deployment readiness.

Eligibility:

- The individual will be part of the Partner Seller (P-Seller) program.
- The individual will hold all current Partner Seller certification and assessment requirements.
- The partner organization will have a Microsoft Gold Competency aligned to the Partner Seller specialization.
- The Partner Seller's partner organization will have a current [Microsoft Partner Center](#) listing.
- The individual contributes to the subsidiary technical sales P-Seller community

Questions:

1. Please upload a 60 second video filmed using your mobile device of the Partner Seller demonstrating their perfect pitch for either Microsoft Azure, Office 365, CRM Online or Windows 10 business solutions.
2. Please also include a headshot picture of the Partner Seller
3. Describe or provide links to at least three customer testimonials as a result of your co-selling efforts with the Microsoft account team.
4. Provide names of at least three Microsoft sellers on the Microsoft account team who can provide testimonials as a result of your co-selling efforts.
5. Provide example(s) of how the Partner Seller has demonstrated solution selling expertise for their Microsoft-based solution(s).
6. Provide example(s) of how the Partner Seller engages and co-sells with the Microsoft Sales Teams.
7. Describe the business impact of the Partner Seller individual's sales work to your organization.

### Excellence in Solutions Sales (P-SSP)

The Excellence in **Solutions Sales Professional** Award recognizes an individual Partner Seller (P-Seller) who demonstrates exceptional Microsoft solution knowledge and sales expertise. A winning Partner Seller demonstrates proficiency in solution selling with a commitment to driving customer success and is seen as an advisor by the customer. The Partner Seller's sales prowess is evident in his/her ability to target and generate business and revenue growth with new and existing customers. Nominate a P-Seller professional in your organization who consistently exceeds sales expectations as a result of co-selling engagement with Microsoft and ability to create offerings that contribute to Microsoft-centric business solutions.

The winning nomination for the Excellence in Solution Sales will demonstrate:

**Sales Leadership:** Identifies and leverages repeatability in solution selling and selling business scenarios to business leaders.

**Sales Skills:** Develops a healthy pipeline for qualified opportunities and is consistently meeting quota using a consultative/solution "Selling Beyond IT" approach, focused on solving customer issues.

**Development Skills:** Demonstrates extensive knowledge of selling the right customer business solution to ensure customer success as measured by effective deployment and consumption.

**Customer Satisfaction:** Finds an innovative way to demonstrate customer obsession as well as a resourceful problem solver, leveraging internal and Partner resources where and when needed to do what is right for the customer.

Eligibility:

- The individual will be part of the Partner Seller (P-Seller) program.
- The individual will hold all current Partner Seller certification and assessment requirements.
- The partner organization will have a Microsoft Gold Competency aligned to the Partner Seller specialization.
- The Partner Seller's partner organization will have a current [Microsoft Partner Center](#) listing.
- The individual contributes to the subsidiary solution sales P-Seller community



Questions:

1. Please upload a 60 second video filmed using your mobile device of the Partner Seller demonstrating their perfect pitch for either Microsoft Azure, Office 365, CRM Online or Windows 10 business solutions.
2. Please also include a headshot picture of the Partner Seller.
3. Describe or provide links to at least three customer testimonials as a result of your co-selling efforts with the Microsoft account team.
4. Provide names of at least three Microsoft sellers on the Microsoft account team who can provide testimonials as a result of your co-selling efforts.
5. Provide example(s) of how the Partner Seller has demonstrated solution selling expertise for their Microsoft-based solution(s).
6. Provide example(s) of how the Partner Seller has demonstrated solution selling expertise for Microsoft based solution(s).
7. Provide example(s) of how the Partner Seller engages and co-sells with the Microsoft Sales Teams.
8. Describe the business impact of the Partner Seller individual's sales work to your organization.

## Excellence in Licensing Sales (P-LSS)

The Excellence in **Licensing Sales Specialist** Award recognizes an individual Partner Seller (P-Seller) who demonstrates exceptional Microsoft solution knowledge and sales expertise. A winning Partner Seller demonstrates proficiency in solution selling with a commitment to driving customer success and is seen as an advisor by the customer. The Partner Seller's sales prowess is evident in his/her ability to target and generate business and revenue growth with new and existing customers. Nominate a P-Seller professional in your organization who consistently exceeds sales expectations as a result of co-selling engagement with Microsoft and ability to create offerings that contribute to Microsoft-centric business solutions.

The winning nomination for the Excellence in Licensing will demonstrate:

**Innovation:** Demonstrated by the Licensing Solution Provider who has taken the most creative, yet effective approach to capitalize on new or maximize existing business opportunities.

**Sales Leadership:** As shown by specific examples of efforts made jointly with Microsoft at the executive and business development levels to build a deeper partnership.

Eligibility:

- The individual will be part of the Partner Seller (P-Seller) program.
- The individual will hold all current Partner Seller certification and assessment requirements.
- The partner organization will have a Microsoft Gold Competency aligned to the Partner Seller specialization.
- The Partner Seller's partner organization will have a current [Microsoft Partner Center](#) listing.

Questions:

1. Please upload a 60 second video filmed using your mobile device of the Partner Seller demonstrating their perfect pitch for Microsoft Cloud/Annuity solutions.

2. Please also include a headshot picture of the Partner Seller
3. Describe the scope of the Partner Seller's licensing solution sales motion.
4. Provide names of at least three sellers on the Microsoft team who can provide testimonials as a result of your co-selling efforts.
5. Describe how the Partner Sellers adopted, learned and implemented new licensing programs and initiatives such as Secure Productive Enterprise (SPE), MPSA, Partner Quotes (PQ), and Enterprise Cloud Suite (ECS.) Please include metrics to show business impact (e.g., revenue, online services attached to MPSA, Partner Quote adoption, etc.)
6. Provide example(s) of how the Partner Seller has demonstrated solution selling expertise for Microsoft based solution(s).
7. Provide example(s) of how the Partner Seller engages and co-sells with the Microsoft Sales Teams.
8. Describe the business impact of the Partner Seller individual's sales work to your organization.