

Cloud and Enterprise Partners Benefits Guide



Welcome Cloud and Enterprise Partners

If you are a Microsoft Partner developing or offering below solutions, we encourage you to take advantage of the following partner opportunities:

- ▶ [Become an official Microsoft partner](#) – Join the Microsoft Partner Network to access partner programs, training and support
- ▶ [News and Updates](#) - Get latest news and updates for Cloud and Enterprise solutions and partner programs
- ▶ [Partner Resources Portal](#) - Access product, technical, sales and marketing resources, training and offers
- ▶ [Partner Directory Listing](#) – List your company on Microsoft Partner Directories
- ▶ [Solutions Showcase](#) – Showcase your [Power BI](#) or [Advanced Analytics](#) solutions
- ▶ [Customer Success Stories](#) - Nominate partner and customer success stories for Microsoft publication

Partner Practices



Cloud Application Development
Application Development
Developer Operations
Digital Media
PowerApps



Cloud Infrastructure & Management
Hybrid Cloud Infrastructure
Hybrid Cloud Management & Security
Infrastructure Modernization



Data Platform & Analytics
Business Analytics
Data Platform Modernization
Internet of Things



Mobility & Security
Identity and Access Management & Security
Information Protection
Managed Mobility Productivity



Become an official Microsoft Partner

Join the Microsoft Partner Network (MPN)

Partnering with Microsoft can help you expand your business, engage customers, and earn more money. The Microsoft Partner Network (MPN) is the most powerful community of its kind—larger than Amazon Web Services (AWS) and Salesforce combined.

- ▶ [Explore the benefits of joining the Microsoft Partner Network.](#)

Join MPN at a level that best suits your budget and business goals.

- ▶ [Explore Membership options](#)
- ▶ If your company is not an Microsoft Partner Network member, [enroll your company now](#).
- ▶ If your company is already an MPN member but *you* do not have MPN credentials, [create an individual account](#) (Manage my Account) and associate your email to your organization's MPN ID to get your MPN log-in credentials.



Get the latest news and updates

Access the following resources to keep up to date on Microsoft Cloud and Enterprise solutions and partner programs and offers. Please bookmark and subscribe to these resources.

- ▶ [Partner Resources Portal](https://aka.ms/cepartnerresources) (aka.ms/cepartnerresources): Visit the Cloud and Enterprise Partner Resources portal to access the latest product, technical, sales and marketing resources, training and partner programs and offers
- ▶ [Partner Enablement Blog](#): This US blog provides useful information for partners worldwide regarding the latest news, solution updates, partner resources and training. Subscribe to this blog to receive updates via email.
- ▶ [MPN News Blog](#): The global Microsoft Partner Network (MPN) blog provides the latest news, insights, updates, partner resources and training regarding Microsoft solutions. Select content by topic, product or solution, or resource type.
- ▶ [MPN Microsoft Connect](#): Get the latest partner announcements and event news and connect with Microsoft.
- ▶ [MPN on Social Media](#) – Keep up to date real-time and connect with Microsoft:

Facebook: facebook.com/mspartner Twitter: [@msPartner](https://twitter.com/msPartner) LinkedIn: aka.ms/mspartner [linkedin](#)







Access partner resources

Visit the Cloud and Enterprise Partner Resources portal to access product, technical, sales and marketing resources and partner programs and offers that will help you accelerate your Microsoft Cloud Application Development, Cloud Infrastructure and Management, Data Platform and Analytics, and Mobility and Security practices.

- ▶ Visit [Cloud and Enterprise Partner Resources](#) ([MPN credentials](#) required to access this portal)

Partner Practices

			
Cloud Application Development	Cloud Infrastructure & Management	Data Platform & Analytics	Mobility & Security
Application Development		Business Analytics	Identity and Access Management & Security
Developer Operations	Hybrid Cloud Infrastructure	Data Platform Modernization	Information Protection
Digital Media	Hybrid Cloud Management & Security	Internet of Things	Managed Mobility Productivity
PowerApps	Infrastructure Modernization		



Get listed as a Microsoft partner

As a valued Partner, you have the opportunity to promote your business and reach potential customers by listing your company in one of Microsoft's global partner directories.

Click on a partner directory below to view requirements and submit a listing request for your company.

- ▶ [Data Platform](#) Partner Directory
- ▶ [Power BI](#) Partner Directory
- ▶ [Advanced Analytics / Cortana Intelligence](#) Partner Directory
- ▶ [Internet of Things](#) Partner Directory
- ▶ [Operations Management Suite](#) (OMS) Partner Directory
- ▶ [Enterprise Mobility + Security](#) Partner Directory

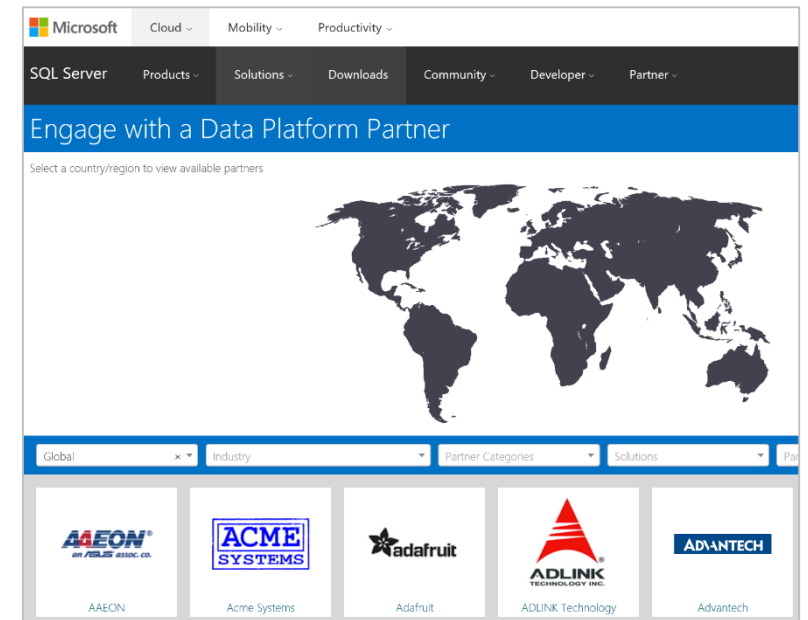


Get listed as a Data Platform partner

Complete the following requirements to get listed on the Microsoft [Data Platform Partner Directory](#).

1. Have a Gold or Silver Competency for [Data Platform](#) OR [Data Analytics](#).
2. Complete a Microsoft Partner Center marketing profile that includes:
 - (1) company description, (2) logo, (3) solution related to Microsoft Data Platform.
 - [Enroll in Partner Center. Instructions](#) to update/create Partner Center profile.
3. [Submit listing request](#) once all of above requirements have been met.

Note: If you are signed up as a Digital Partner of Record (DPOR), you will be listed with a 'cloud' specialization in the directory.





Get listed as a Power BI partner

Complete the following requirements to get listed on the Microsoft [Power BI Partner Directory](#):

1. Complete the below Learning Paths AND pass Technical Assessment:
 - [Power BI for Data Analytics](#) (MPN14350)
2. Be the Digital Partner of Record (DPOR) OR Cloud Solution Provider (CSP) with at least ONE customer using Power BI.
 - Visit [DPOR site](#) for how to get credit for customer win.

Once Partner has met listing requirements 1 and 2:

4. [Sign up to become a Power BI partner](#).
You will receive an email notifying you of approval.
5. [Create your partner profile](#).
 - ☐ My Partner Profile > Power BI Partner Directory > Add a New Profile
For examples of approved profiles, view the [Power BI Partner Directory](#)

Be sure to have the following ready:

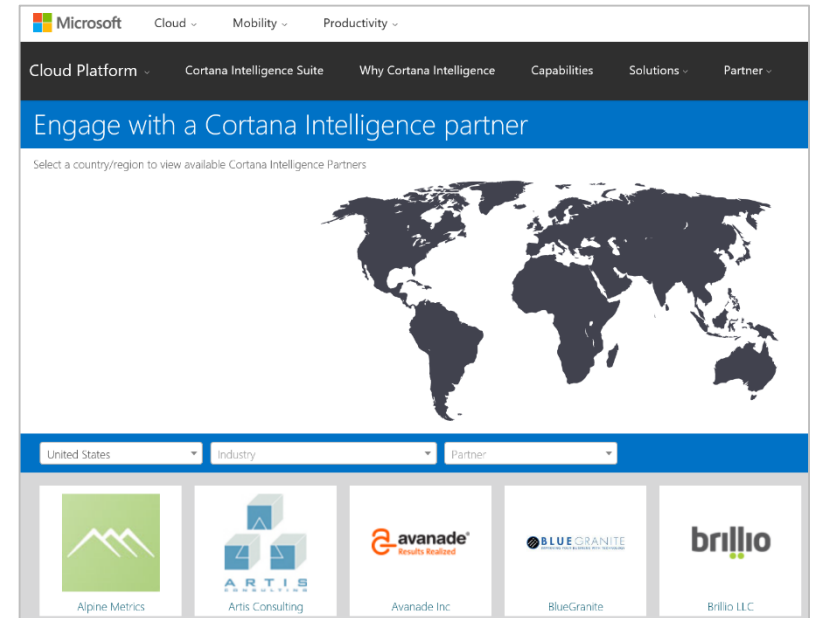
- ☐ Logo
 - ☐ Short + long company descriptions with mention of Power BI
 - ☐ Screenshots of training and DPOR proof
6. You can also submit your solution to the [Power BI Solution Showcase](#).



Get listed as a Advanced Analytics partner

Complete the following requirements to get listed on the Microsoft [Advanced Analytics Partner Directory](#):

1. Have a Gold or Silver Competency for [Data Analytics](#) (must attain through 'Advanced Analytics' path).
2. Complete a Microsoft Partner Center marketing profile that includes a solution related to Advanced Analytics.
 - [Enroll in Partner Center. Instructions](#) to update/create Partner Center profile.
3. [Submit listing request](#) once all of above requirements have been met.
4. You can also submit your solution to the [Advanced Analytics Solution Showcase](#).

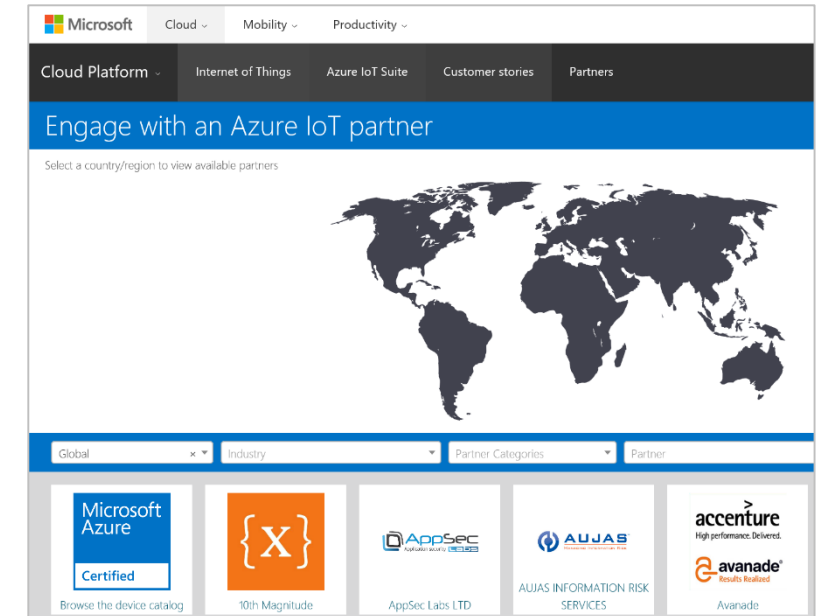




Get listed as a Internet of Things partner

Complete the following requirements to get listed on the Microsoft [Internet of Things Partner Directory](#):

1. Complete the below Learning Path AND pass the Technical Assessment:
 - [Azure IoT Technical](#) (MPN16252). *This Learning Path counts towards the [Cloud Platform Competency](#).*
2. Have at least one customer deployed using Azure IoT Hub or Azure IoT Suite and provide proof through:
 - Digital Partner of Record (DPOR). Visit [DPOR site](#) for how to get credit for win.
 - OR the [Cloud Service Provider Program](#) (CSP).
3. Complete a Microsoft Partner Center marketing profile that includes:
 - (1) company description, (2) logo, (3) solution related to Azure IoT.
 - [Enroll in Partner Center. Instructions](#) to update/create Partner Center profile.
4. [Submit listing request](#) once all of above requirements have been met.

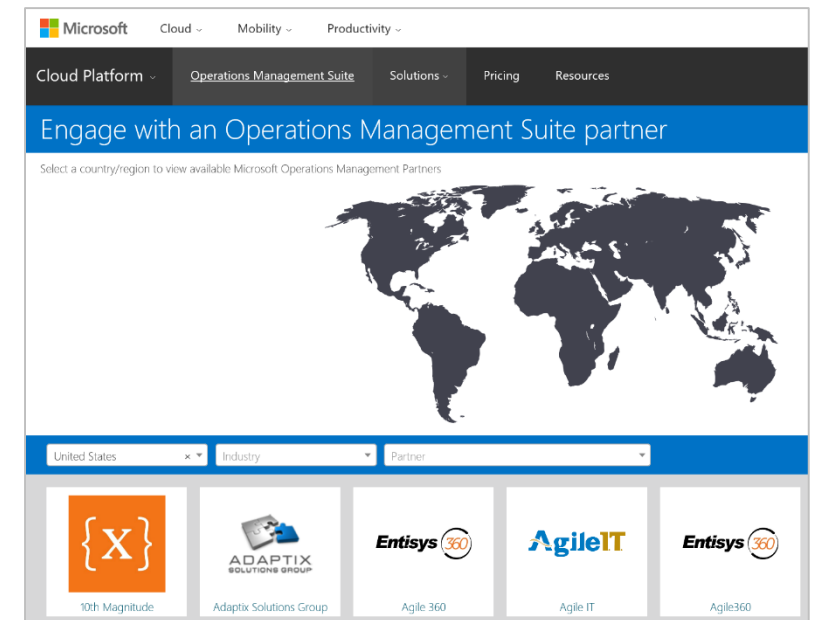




Get listed as a Operations Management Suite partner

Complete the following requirements to get listed on the Microsoft [Operations Management Suite Partner Directory](#):

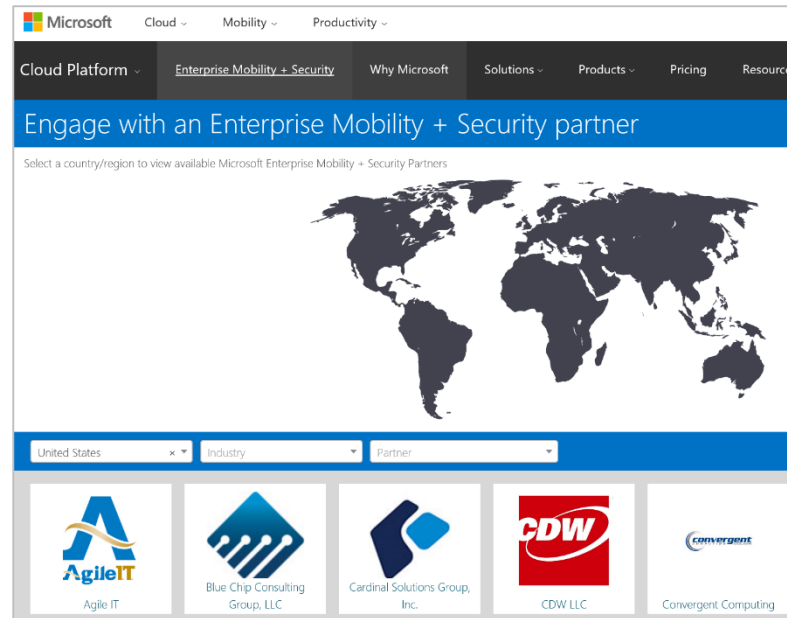
1. Have attended at least ONE OMS partner training session or bootcamp provided by Microsoft.
2. Be the Digital Partner of Record (DPOR) with at least ONE customer using Microsoft Operations Management Suite (OMS).
 - Visit [DPOR site](#) for how to get credit for customer win.
3. Complete a Microsoft Partner Center marketing profile that includes:
 - (1) company description, (2) logo, (3) solution related to OMS.
 - [Enroll in Partner Center. Instructions](#) to update/create Partner Center profile.
4. [Submit listing request](#) once all of above requirements have been met.





Get listed as a Enterprise Mobility + Security partner

All partners with a Gold and Silver Enterprise Mobility Management Competency will automatically be listed on the [Enterprise Mobility + Security Partner Directory](#). New competency Partners will be added each month.





Showcase your Power BI solution

In addition to getting listed as a partner on the [Power BI Partner Directory](#), partners can also have a specific solution featured in the [Power BI Solution Showcase](#).

1. [Complete the requirements](#) to get listed on the Power BI Partner Directory.
2. Attain an MPN Silver or Gold Competency in [Data Analytics](#) or [Cloud Platform](#).
3. Prepare your showcase submission:
 - A description of your solution.
 - A Power BI report that demonstrates the type of solution you could offer a customer.
 - If your submission is approved, you will also need to provide a brief video (2-4 minutes) that explains your solution to customers.
4. Submit your Power BI solution for showcase consideration:
 - [Go here](#) to access the Microsoft Cloud Partner Portal:
My Partner Profile > Power BI Solution Showcase > Add a New Profile

The screenshot shows a webpage titled "See what our partners are doing with Power BI". It features a yellow header with the title and a paragraph: "Need to discover the right BI solution for your business data? Our certified partners have a wealth of experience across a wide number of industries and technologies. Browse the Partner Solution Showcase now to find the right solution for your organization." Below the header is a black section titled "World-class BI solutions, customized for your business". This section displays six partner cards, each with a logo and a brief description of their solution:

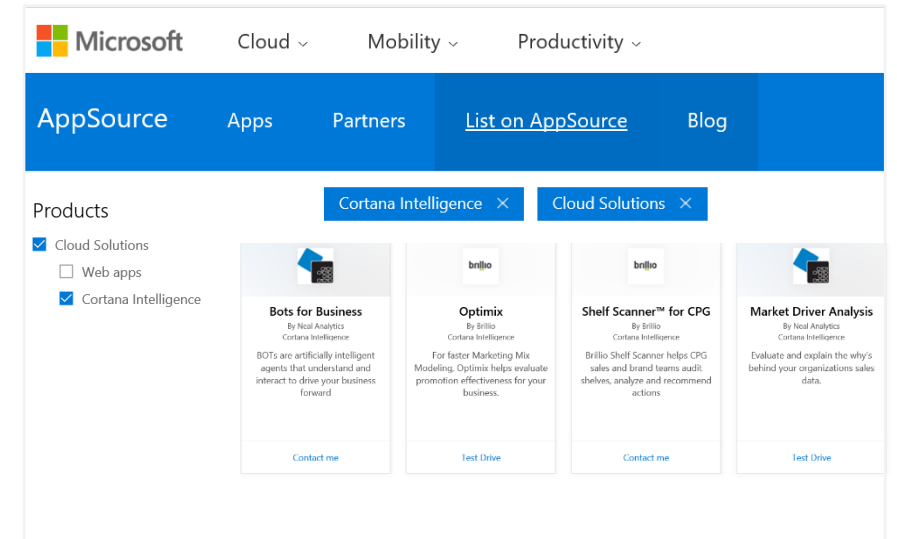
Partner	Solution
altius	Altius - Airline Route Analysis
avanade	Avanade Inc - Digital Workplace Insights
Empired	Empired Ltd - CRM DnA
Hitachi Solutions	Hitachi Solutions - IoT Predictive Service Hub
KPMG	KPMG - KODE (KPMG Online Decision Engines) for Healthcare
THOROGOOD	Thorogood Associates - Trade Profitability for Manufacturers



Showcase your Advanced Analytics solution

In addition to getting listed as a partner in the [Advanced Analytics Partner Directory](#), you can also have a specific solution featured in the [Advanced Analytics AppSource Showcase](#).

1. [Complete the requirements](#) to get listed on the Cortana Intelligence/Advanced Analytics Partner Directory.
2. Attain an MPN Silver or Gold Competency in [Data Analytics](#) or [Cloud Platform](#).
3. Follow these [guidelines to submit](#) your solution to the Advanced Analytics AppSource Showcase.





Submit a Customer Success Story

As a valued partner, you have the opportunity to nominate a customer success story(s) for potential publication and promotion by Microsoft and gain worldwide visibility. See Microsoft's [Customer Stories](#) site for examples. To nominate a customer story, follow below steps:

- 1) [Evaluate your story](#). Customer stories that are transformational, feature a unique/innovative company or significant brand in market/industry and are of significant-size will have a greater chance of selection.
- 2) [Obtain customer permission to submit their story](#) to Microsoft for potential publication and promotion across Microsoft communication channels.
- 3) [When submitting your story, be sure to focus on what makes this story unique](#): What was the business problem? What makes this story or solution unique and interesting? What was the business outcome – what was customer able to achieve, improve? Provide tangible, numerical results as possible.
- 4) [Note that approval and publication is not guaranteed](#). Each nomination will be reviewed by Microsoft. You will be notified by email regarding decision and next steps.
- 5) [Submit your success story nomination](#).





For more information

Visit the [Cloud and Enterprise Partner Resources](#) portal ([MPN credentials](#) required) to find resources that will help you grow your Cloud and Enterprise practice — whether you specialize in Apps, Cloud Infrastructure, Data Analytics or Mobility & Security.

Please Bookmark this site and treat it as your one-stop portal for product, technical, sales and marketing resources and partner programs and incentives information.

