



GTM, Programs, & Operations

Solutions Partner with certified software

Partner Facing Walking Deck

Updated September 2025

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The Microsoft AI Cloud Partner Program

Investing in your success with benefits to help you grow



Build



Publish



Grow

ISV Success

Azure IP Co-sell

Marketplace Rewards

Solutions
Partner with
certified
software
designations

- Up to \$55K Azure Sponsorship

- Up to \$100K Build & Publish Incentives

- Up to \$1M Azure Sponsorships
- Partner Reported Azure Consumed Revenue (PRACR)
- Up to USD175K Customer Migrate & Modernize Incentives
- GTM benefits
- Seller & Customer Differentiation

Solutions Partner with certified software designations



There are two pathways to become a Solutions Partner* with certified software**:
A pathway for **solution areas** and a pathway for **Industry AI**.



Solutions Partner with certified software for solution areas

- Certified software for Azure
- Certified software for Business Applications
- Certified software for Modern Work
- Certified software for Security



Solutions Partner with certified software for Industry AI

- Certified software for Healthcare AI
- Certified Software for Sustainability AI
- Certified software for Financial Services AI
- Certified software for Retail AI
- Certified software for Manufacturing AI
- Certified software for Energy AI
- Certified software for Telecommunications/Media AI
- Certified software for Government AI
- Certified software for Education AI
- Certified software for Non-Profit AI
- Certified software for Defense & Intelligence AI

Certified software designations | Criteria



Solutions Partner with certified software validates the partner solution and provides differentiation externally to Microsoft Customers and internally to Microsoft Sellers



Demonstrates **commercial marketplace readiness and performance**



Has a proven track record of **customer success**



Meets **technical requirements** for interoperability with the Microsoft Cloud

Attaining a designation will build trust customers of the quality, interoperability, reliability and relevance of their software solution with Microsoft Cloud.



Azure
Certified software
Service Management



Financial Services AI
Certified software
Akouo Investments

Note: Please find detailed content at aka.ms/CSDResources and for assistance reach out to [Partner Support](#)

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Updated value of with certified software designations



Streamlines and unlocks access to top benefits and incentives with a single motion: Solutions Partner* with certified software** designation



Partner Incentives

Incentives unlocking **up to \$175,000** for Customer Migrate and Modernize and **up to \$100,000** for Build and Publish



Marketplace Rewards Azure Sponsorship

Up to \$1,000,000 in Azure sponsorship with 2 new certified software designation exclusive tiers



Co-sell benefits

Unlock **PRACR*** and prioritized visibility with Microsoft Sellers



Go-To-Market Benefits

Solution play cards, solution video and more



Differentiation

Customer facing badging and seller prioritization

* Note: Access Partner Reported Azure Consumed Revenue (PRACR) by attaining certified software designations for Azure or one of the Industry AI designations on Azure.

Solution area pathway: Requirements and validation process



Solutions must address three requirements to attain certified software designations for solution areas. To pass these requirements, your solution needs to

Requirement 1



Microsoft commercial marketplace readiness, such as [transactability](#) and [Azure IP Co-sell eligibility](#).

Microsoft will validate this automatically within Partner Center.

Requirement 2



Fulfill **customer satisfaction and commercial performance** requirements according to the relevant solution area.

Requirement 3



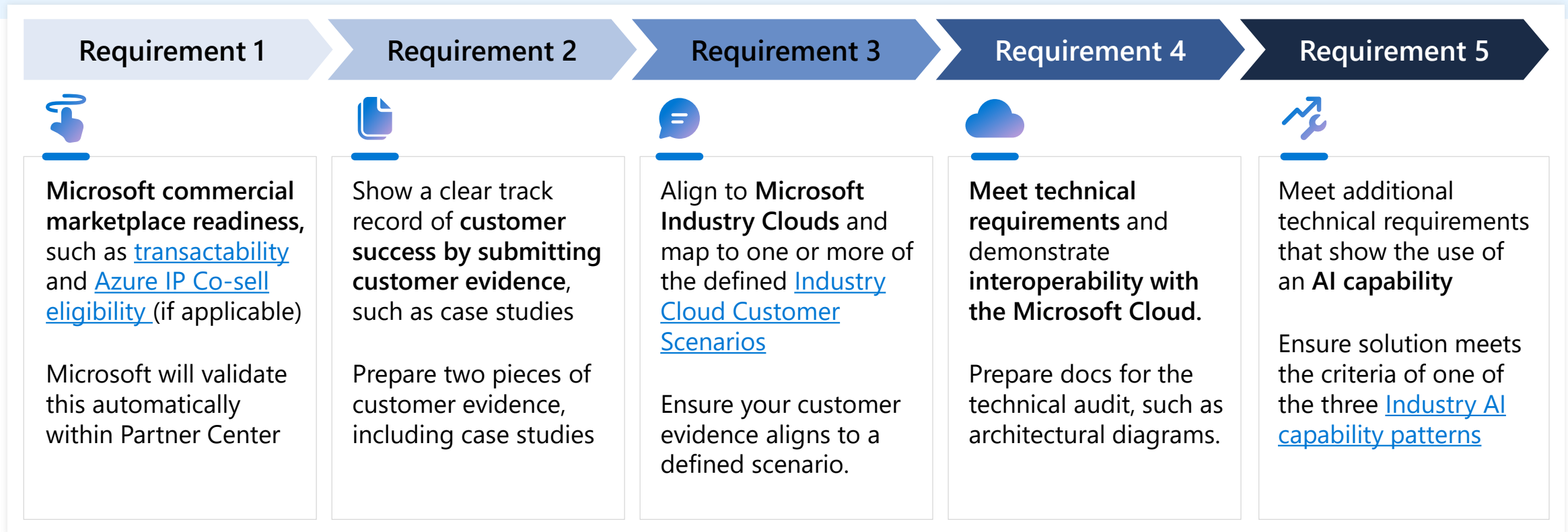
Meet **technical requirements** and demonstrate **interoperability with the Microsoft Cloud**.

Prepare documentation for the technical audit, such as architectural diagrams.

Industry AI pathway: Requirements and validation process



Solutions must address five areas of requirements to attain certified software designations for Industry AI. To pass, your solution needs to



Industry AI capability patterns



To satisfy the Requirement 5 technical audit, your solution must meet the criteria of one of the three Industry AI patterns listed below.

Pattern 1



**Industry-specific
Microsoft Copilot
Agents**

Pattern 2



**Industry-specific
Microsoft Fabric
solution**

Pattern 3



**Industry-specific AI
model or service
hosted by Azure**

[Detailed guidance AI Patterns for Industry AI](#)

Performance & Customer Success Criteria



Performance criteria: Only 1 of the aligned criteria needs to be achieved

Area	IP Co-sell Eligible**	Marketplace Billed Sales	Marketplace Transactions	Net New Customers	MACC	PIR	MAU	Customer Evidence	AI Patterns
Azure	Azure IP Co-sell eligible	USD4M	30 with 8 unique customers*	12 greater than USD10K each	USD200M <i>or</i> USD30M and 5 marketplace transactions	NA	NA	4.5 customer rating with 15 reviews <i>or</i> 2 customer cases	NA
Security	Azure IP Co-sell eligible	USD4M	30 with 8 unique customers*	12 greater than USD10K each	NA	NA	NA		NA
Modern Work	NA	USD100K	NA	NA	NA	NA	50K MAU		NA
Business Applications	Business Applications Co-sell eligible	USD1M	NA	NA	NA	USD4M	NA		NA
Industry AI	Azure IP Co-sell eligible (if applicable)	NA	NA	NA	NA	NA	NA	2 Enterprise customer cases, aligned to Industry Clouds and defined customer scenarios	Aligned to one of the 4 AI patterns

*Must be a minimum value of USD100

**Please see [this documentation](#) on IP Co-sell eligibility

Note: Where a marketplace transaction refers to your Microsoft commercial marketplace sale or deal with a customer and must be at a minimum value of USD100. The transaction does not refer to the individual billing event with a customer (i.e., not counting each billing event for a subscription as multiple transactions).

Azure technical requirements & validation process



Streamlined Azure technical validation process to help you attain a certified software designation faster

Section 1



Section 2

Solution Representation	Azure Well-Architected Review	Azure Advisor	Security Posture	Solution Requirements
Build architecture diagram and solution demo	Conduct well-architected framework (WAF) assessment	Provide Azure Advisor score	Provide current security posture score	Gather details on solution to ensure workload requirements
Reference architecture diagram + Solution Demo	WAF Assessment	Azure Advisor Score	Secure score in Microsoft Defender for Cloud	Review solution specific requirements for your solution

[Detailed guidance on Azure Technical Audit Criteria](#)

*Note: MCI Engagement Name ~ "ISV MP Rewards Advanced: Customer Migration", "ISV MP Rewards Advanced: Migration Assess & POV"

Learn more in MCI Claiming Guide: aka.ms/MCIPartnerActivitiesClaimsGuide

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Who will validate my solution? *



Certified software designation will be validated through an independent partner



What is validated?

- [Persistent Solutions](#) conducts independent technical and customer evidence validation for Certified Software Designation
- Refer to the [certified software designations playbook](#) for validation details
- Audit timeframe: 17 business days, contingent on timely evidence
- Audit questions: Persistent ISV Audit Group@persistent.com



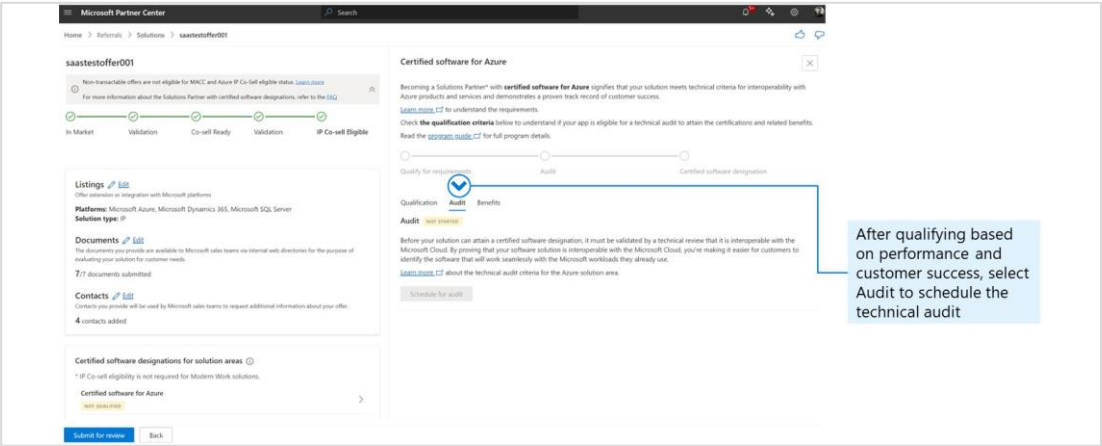
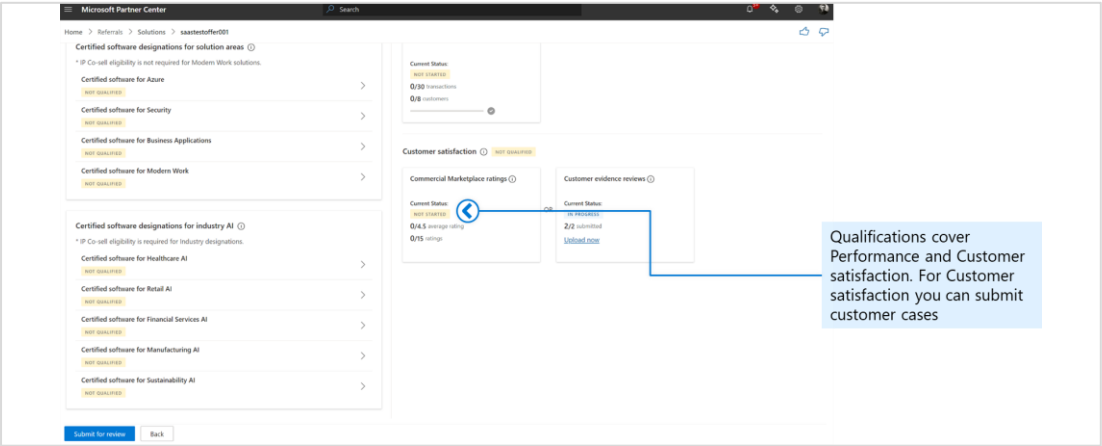
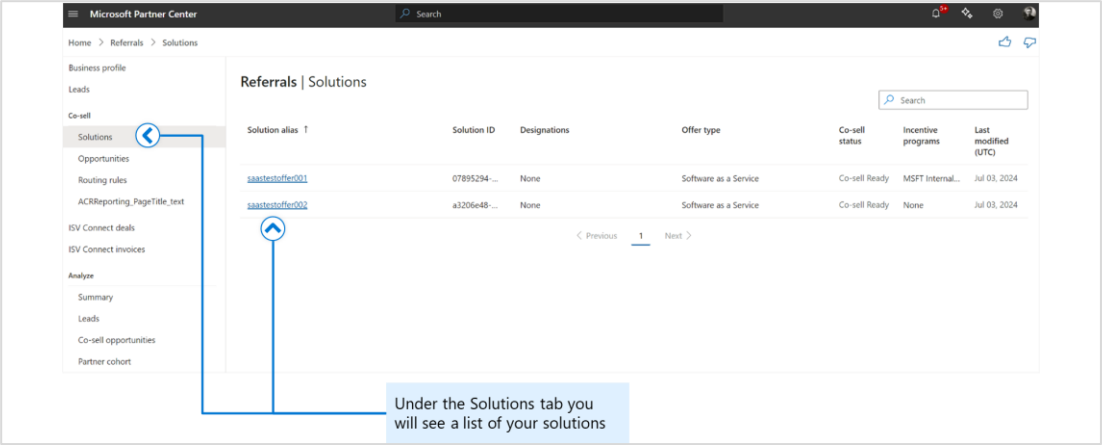
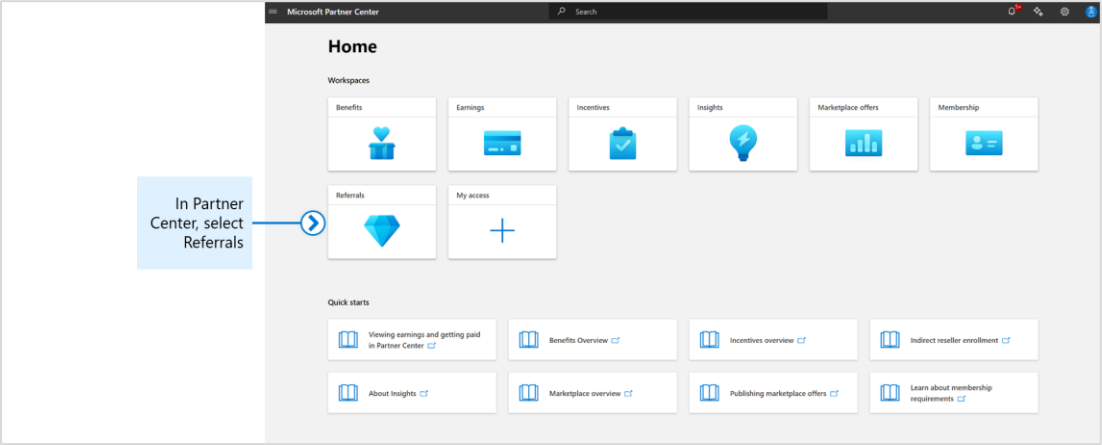
How to prepare

- Partner will prepare architecture diagrams, customer success stories, documentation and that demonstrate customer evidence and alignment to the technical requirements.
- Persistent will coordinate with the partner's Partner Center admin or contact with questions.
- Your PDM/PTS team are here to support the partner through the process.

*Technical Audit for Azure and Industry AI is validated by Persistent

*Technical Audit for Modern Work, Business Applications and Security is validated by Microsoft.

Partner Center Journey to certified software designations



Certified software designations FAQ



Frequently Asked Question	Answer
Is eligibility to PRACR available for all certified software designations?	Eligibility to Partner Reported Azure Consumed Revenue (PRACR) is accomplished by attaining certified software designation for Azure, or one of the eleven certified software designations for Industry AI designations if they are built on Azure.
For the certified software designation process, is the designation offered at the partner or solution level?	The solution is validated through a manual review and the solution is differentiated with the designation at the solution level. Some of the benefits are unlocked at the partner level.
How long does the certified software designation process take?	The certified software designations process typically takes 17 business days to complete, contingent on timely submission of evidence, volume of audits in the process, and dependent on the designation being sought.
How long does certified software designations last and is there a cost for renewing certified software designations?	Once certified, the designation is valid for 12 months with automatic renewal based on continued achievement of the performance criteria. Recertification is necessary if there are significant changes to the underlying architecture or solution, or if performance criteria are not maintained.

Take Action



Connect with your partner development manager or partner technology strategist to walk you through the process, timing and specific next steps that are unique to your solution.

Learn how to successfully apply for the CSD program, please visit our [resource gallery](#).

Review the [certified software designations playbook](#) and [Partner Center documentation](#) for details, requirements and the enrollment process.

For more information about how to apply, review this Partner [Center documentation](#).

Please see [this documentation](#) on IP Co-sell eligibility.

Other key resources:

- Azure technical playbook: https://aka.ms/Certifiedsoftware_audit_Azure
- Industry AI Playbook: <https://aka.ms/AIPatternsforIndustryAI>

Still have questions? Reach out to your PDM or contact [Partner Support](#)

Solutions Partner with certified software designations resources

Last Modified 2025-04-11



This learning path provides resources for Solutions Partner with certified software designed for partners who develop software. Resources include Microsoft Learn documentation, a playbook, and an FAQ.

Showing 1-9 of 9 assets



Solutions Partner with certified software walking deck

Explore our walking deck on certified software designations.

2025-04-11



Azure IP co-sell frequently asked questions

Download the FAQ for Azure IP co-sell.

2025-04-11



Solutions Partner with certified software playbook

Explore our partner-facing playbook.

2024-08-27



Independent Software Vendor FAQ

FAQ for ISVs participating in the Microsoft AI Cloud Partner Program.

2024-03-20



State of the Partner Ecosystem blog

Visit our blog.



Community post

Join our community.



Compare offerings webpage

Compare our offerings for partners.



Logo Builder documentation on Microsoft Learn

Explore our Logo Builder documentation on Learn.

Thank You



Appendix




Meet the market demand and stand out to customers

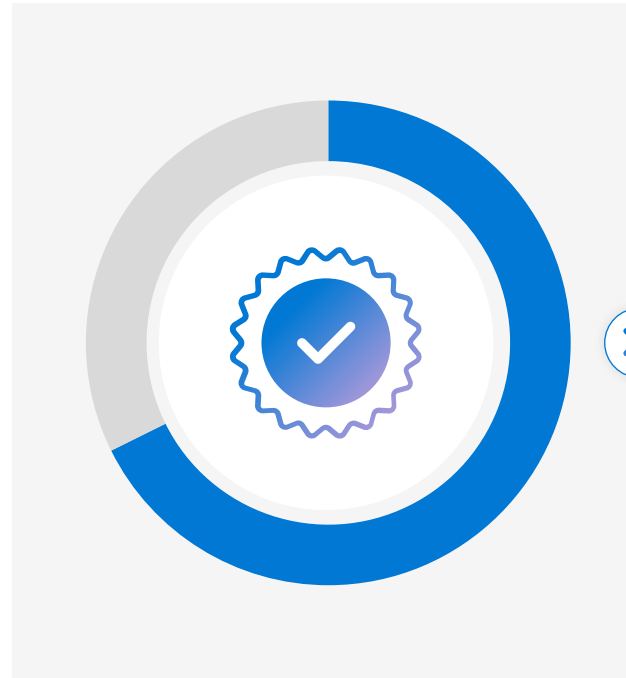


The global cloud computing market size¹

 **USD1,554.94 billion**
by 2030



 Compound annual
growth rate of
14.1 percent from
2023 to 2030

As customers search for high-performing, cloud-based applications to address evolving business needs, badging helps them determine which solutions are right for their organization



Two-thirds of respondents indicate certification with badging is a highly important factor when searching for, evaluating, or purchasing software, services, or solutions for their organization

REASONS WHY BADGING IS IMPORTANT (among the 68% who say it's highly important)

-  Badges increase confidence and trust in the quality of the vendor's solution
-  Badges make it easier to authenticate the credibility of unknown vendors

¹"Cloud Computing Market Size," Grand View Research, September 2023.
Source: ISV Solution Designation study. Microsoft, March 2023.

Market Demand for Designations



Technology landscape & *differentiation*

64%

millennial + Gen Z buyers¹ prefer digital buying

USD15.7T

potential contribution to economy by 2030² from AI

99%

customers unsure how to scale it³

Need for high *quality solutions*

USD4.88M global average cost of data security breach⁴

1. [Forrester, Younger Business Buyers Are Having Their Say](#)

2. [Economist Intelligence Unit](#)

3. [The state of AI in early 2024: Gen AI adoption spikes and starts to generate value, May 2024](#)

4. [IBM Cost of a Data Breach, 2024](#)

Certified software designations – Solutions Area and Industry AI Criteria





Certified software designation for Azure*

1 Proven Performance

Measured by **one** of the following criteria over a trailing twelve-month period:

- USD4 million marketplace billed sales (MBS) **or**
- 30 marketplace transactions with 8 unique customers **or**
- 12 net new customers **or**
- USD30 million cloud consumption commitments with at least 5 marketplace transactions **or**
- USD200 million cloud consumption commitments with at least 1 transactable listing

2 Technical Excellence

Azure IP Co-sell eligible solution must pass technical review that assess the interoperability with Microsoft Cloud

3 Customer Success

- At least 4.5 average marketplace rating with 15 or more ratings **or**
- Two artifacts of referenceable customer evidence (including, but not limited to, case studies), relevant to the product and solution area

*Note: 1) Audit fee (waived for partners with existing top tier benefits); 2) All transactions must be a minimum value of 100USD.

Modern Work | Criteria



Certified software designation for Modern Work*

1 Proven Performance

Measured by **one** of the following criteria over a trailing twelve-month period:

- Partners meeting USD100,000 marketplace billed sales (MBS) transactions or
- Solutions averaging 50,000 Teams Apps monthly active users (MAU)

2 Technical Excellence

- Solutions must complete the Microsoft 365 App Compliance Program Certification
- Get Started: [Microsoft 365 App Compliance Program overview](#)

3 Customer Success

- At least 4.5 average commercial marketplace rating and 15 or more ratings or
- Two artifacts of referenceable customer evidence (including, but not limited to, case studies), relevant to the product and solution area

*Note: Audit fee (waived for partners with existing top tier benefits)

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Business Applications | Criteria



Certified software designation for Business Applications*

1 Proven Performance

Measured by **one** of the following criteria over a trailing twelve-month period:

- USD1 million marketplace billed sales (MBS) **or**
- USD4 million Partner Influenced Revenue (PIR)

2 Technical Excellence

Business Applications IP Co-sell eligible solution must pass technical review that assess the interoperability with Business Applications products, platforms, and services, with specific criteria to assess feature overlaps, operational excellence, data handling and more

3 Customer Success

- At least 4.5 average marketplace rating with 15 or more ratings **or**
- Two artifacts of referenceable customer evidence (including, but not limited to, case studies), relevant to the product and solution area

*Note: Audit fee (waived for partners with existing top tier benefits)

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Certified software designation for Security*

1 Proven Performance

Measured by **one** of the following criteria over a trailing twelve-month period:

- USD4 million marketplace billed sales (MBS) or
- 12 net new customer adds to the marketplace of greater than USD10,000 each or
- 30 MP transactions with 8 unique customers (Minimum of USD100) or

2 Technical Excellence

Azure IP Co-sell eligible solution must pass a technical review according to the Security platform or product that they integrate with:

- Sentinel: The solution must have passed the publishing criteria and be active in the [Microsoft Sentinel Content hub gallery](#)

3 Customer Success

- At least 4.5 average commercial marketplace rating with 15 or more ratings or
- Two artifacts of referenceable customer evidence (including, but not limited to, case studies), relevant to the product and solution area

*Note: Audit fee (waived for partners with existing top tier benefits)

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Industry AI | Criteria



Certified software designation for Industry AI*

1 Marketplace Readiness

Published and transactable solution in Microsoft commercial marketplace and [Co-sell eligible](#)

2 Technical Excellence

- Solution must align to Microsoft Industry Clouds and map to one of the defined customer scenarios for Industry AI
- Solution must pass technical review that assess the interoperability with Microsoft Cloud
- Solution must meet criteria of at least one of our AI-patterns

3 Customer Success

Customer Evidence audit for at least two cases aligned with prioritized scenarios

*Note: Audit fee (waived for partners with existing top tier benefits)

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Industry AI capability patterns – Requirements



There are key pattern requirements across the development platform and experience canvas – Alongside needed submission artifacts, summarized as follows:

AI Pattern	Development Platform Criteria	Experience Criteria	Required Evidence
Copilot Agent	Built using at least once of the following: Microsoft Copilot Studio, Azure AI Foundry, Azure OpenAI Service	Agents can be deployed as standalone embedded copilots within websites, partner applications, or as Teams agents (M365 Agents), as well as within other applications	Industry specific prompts and responses; Use of AI Agent Platforms, Data Storage Services; Demonstration of Experience Patterns utilized
Fabric Solution	Built substantially on Microsoft Fabric, including OneLake and core Fabric workloads, Fabric REST APIs	If used as a foundation for AI capabilities, must include a demonstration of the Fabric solution / data being leveraged for Industry AI use cases	Use of Fabric workloads and/or Fabric APIs; Uses of OneLake substantially for storage
AI Model or Service	AI Model or Service must be Hosted and managed on Azure; Build AI model in Azure AI Foundry (e.g., GPT-3.5 Turbo, GPT base models) and/or Azure AI Foundry Model Catalog – And/Or – Use Azure AI services	Must include a demonstration of the AI Model / Service being leveraged for Industry AI use cases	Building/fine-tuning model; Azure hosting; Model existence / how to consume and/or use it; Screenshots of industry – Specific prompt and responses using model

[Detailed guidance for Industry AI capability patterns](#)

Microsoft Industry Cloud customer scenarios



Solutions Partner with certified software for Industry AI

Customer Scenario by Industry Cloud	Industry AI for Healthcare	Industry AI for Sustainability	Industry AI for Financial Services			Industry AI for Retail	Industry AI for Manufacturing
	Personalized Care	Reduce environmental impact of technology solutions	Banking	Insurance	Capital Markets	Unified Customer Profile	Connected & Enabled workers
	Patient Insights	Optimize workloads in the cloud	Customer Engagement	Customer Engagement	Client Engagement	Shopper and Operational Analytics	Production Monitoring & Optimization
	Virtual Health	Identify high impact assets to transition	Customer Insights	Customer Insights	Client Insights	Retail Media	Material Handling & Quality
	Care Coordination	Calculate ESG footprint	Customer Intelligence	Customer Intelligence	Client Intelligence	Intelligent Store	Material Handling & Quality
	Care Team Collaboration	Analyze ESG performance against goals	Augmented Intelligence	Augmented Intelligence	Augmented Intelligence	Unified Commerce	Visibility & Risk Management
	Remote Patient Monitoring	Provide Data Governance	Contact Center Modernization	Contact Center Modernization	Cross-group Collaboration	Real-time Personalization	Forecasting & Planning
	Ambient Clinical Intelligence	Report Impact and Progress	Banker Productivity	Cross-group Collaboration	Employee Productivity	Digital Advertising Solutions	Warehouse Fulfilment
	Clinical Documentation	Minimize environmental impact of facilities	Cross-group Collaboration	Employee and Agent Productivity	Real-time Communications	Seamless Customer Service	Digital Twins & Simulations
	Diagnostic Intelligence	Modernize fleet management	Real-time Communications	Real-time Communications	Workplace Reimagined	Real-time Store Communication & Collaboration	Product Lifecycle & Design
	Clinical Analytics	Increase value chain transparency	Employee Wellbeing	Employee Experience	Manage Risk Compute	Retail Workforce Management	Software-Defined Products
	Operational Analytics	Understand and manage sustainability risk	Contact Center Modernization	Actuarial Risk	Trading and Risk Analytics	Process Automation and Career development	Connected Field Service
		Invest in ESG innovation	Risk Compute	Catastrophe Risk	Financial Crime Protection	Demand Planning & Optimization	Omnichannel Customer Engagement
			Risk Analysis	Financial Risk	Regulatory Compliance and Reporting	Supply Chain Visibility	
			Regulatory Compliance and Reporting	Fraud Protection	Trading Platforms	Flexible Fulfillment	
			Financial Crime Protection	Core Systems Migration	Data Management		
			Payments Transformation	Underwriting Modernization	Post Trade Operations		
			Card Issuing and Merchant Acquiring	Claims Modernization			
			Data and Cash-flow forecasting				
			Core Banking Modernization				

[Detailed guidance on Industry Customer Scenarios](#)

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Microsoft Industry customer scenarios



Solutions Partner with certified software for Industry AI

Customer Scenario by Industry Cloud	Industry AI for Energy	Industry AI for Telecommunications & Media			Industry AI for Government	Industry AI for Education
	Digital field worker	Modernize your customer engagement platform	Addressing evolving cyber threats with AI-driven, automated defenses to protect critical networks and customer data	Ideation and Development	Modernize government contact centers and resident engagement	Personalized Learning
	Talent management and skills enhancement				Enable government case management optimization	Student Information & Insights
	Knowledge management and collaboration	Deliver seamless, automated care	Create new revenue streams by writing and deploying network-aware apps	Pre-production and Planning	Retail Media	Secure & Simplify Institutional Technology
	Productivity and process improvement				Enable Government case management optimization	
	Health and safety	Reinvent customer engagement with AI-powered care	Supercharge employee productivity and creativity using M365	Creation and Production	Enhance employee productivity	Learning Management
	Intelligent supply chain				Proactive data-driven decision making	Skilling
	Connected assets and operations	Empower agents to deliver superior customer service	Upsell network transport to security and cloud capacity	Data Management	Strengthen environmental resilience	Student Success
	Physics-based models	Simplifying AI adoption in network operations to automate complex tasks and accelerate outcomes	Addressing evolving cyber threats with AI-driven, automated defenses to protect critical networks and customer data	AI Enabled Customer Insights	Optimize investment for clean and circular economies	Institutional Efficiency
	Management emissions and environmental performance				Enhance cybersecurity resilience & threat detection and response	AI-Driven Learning Experiences
	Manage and reduce carbon	Minimizing the high costs and complexity associated with frequent network updates	Ensuring regulatory compliance across global data security and privacy standards	Content Performance	Protect hybrid, multi-cloud, and edge environments (interoperability)	Securing & Advancing Research
	Enhance renewables and decarbonize the grid				Enable compliance and data privacy	Teaching & Learning
	Power the intelligent grid	Scaling AI with a unified telco data estate and discover network and subscriber insights	Protect customer data with advanced AI-driven threat detection and automated responses	AI Driven Marketing		
	Accelerate energy efficiency					
	Scale electric vehicles (Evs)	Content creation workflows	Video analysis & enhancement	Localization & distribution		
	Business innovation					
	Enhance sustainable industries					

[Detailed guidance on Industry Customer Scenarios](#)

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Microsoft Industry customer scenarios



Solutions Partner with certified software for Industry AI

Industry AI for Nonprofit					Industry AI for Defense & Intelligence	
Customer Scenario by Industry Cloud	Fundraiser workflow optimization	Program design	Donor cultivation	Employee relations and development	Connect the tactical edge	
	Program management collaboration	Resource management	Donor communication	Benefits and compliance	Defend against cyber threats	
	Finance and HR task automation	Portfolio/program strategy	Donor stewardship	Office management	Improve personnel management	
	Talent recruitment and onboarding	Portfolio/program innovation	Donor data management	Hardware and software management	Invest in personnel development	
	Staff productivity and skilling	Program hiring and training	Fundraising strategy development	Financial processing	Modernize facilities	
	Intra-org communication and planning	Program people management	Fundraising campaign planning, design & implementation	Financial investments and planning	Optimize health management	
	Copilot-generated donor emails	Program improvement	Fundraising event planning, design & implementation	Risk management	Transform capability development & lifecycle management.	
	Automated performance review summaries	Program evaluation	Grant solicitation	Data-informed relationship management		
	AI-powered financial reporting	Community engagement	Grant management	Data segmentation	Enable predictive analytics.	
	Time tracking and payroll automation	Program storytelling and reporting	Grant data management	Database management	Optimize supply chain.	
	Scheduling and collaboration assistants	Program project management	Community engagement	Data security and privacy	Enhance command and control	
	Onboarding and training content generation	Prospect research	Communications strategy	Document management	Optimize mission planning and execution	
	Relationship management	Grant application drafting	Communications design, production, implementation, and analysis	Event and meeting planning	Modernize the intelligence cycle	
	Data reporting	Financial analysis	User support and helpdesk	Financial reporting	Enable Secure Collaboration	
	Data analysis	Information gathering	Recruitment and Staffing		Facilitate DIB integration	

[Detailed guidance on Industry Customer Scenarios](#)

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Solutions Partner with certified software designation

FY26 Go-to-Market Benefits



For achieving the Solutions Partner with certified software designation for your Microsoft marketplace solution, your organization is eligible for complimentary GTM benefits. These marketing benefits and resources are designed to enhance your marketing capabilities, raise awareness of your solution, and strengthen your partnership with Microsoft



[Create a partner logo, certified letter, or award in Logo Builder](#)

Solution Brief or

Solution Brief: 2 pages focused on a high-level summary of the certified solution and its features and benefits for customers

*Choose between the Solution Brief or Solution Battle Card

Audience: Customers

Use:

- Hero Asset in demand generation campaign
- Post to company website and/or Azure Marketplace listing
- Use as printed event handout
- Sales enablement

or Solution Battle Card

Solution Battle Card: 2 pages that provides sellers with a focused sales guide on how to talk about the certified solution with customers

*Choose between the Solution Brief or Solution Battle Card

Audience: Sellers

Use:

- Prep sellers with essential information and talking points for customer meetings
- Train new team members with standardized information
- Equip customer success teams with insights to reinforce the value of your solution

Solution Playcards

Solution Playcards: 1-page quick guide to the certified solution in a Microsoft provided template familiar to sellers

Audience: Microsoft sellers

Use:

- Uploaded to Microsoft seismic where sellers search for partner information for seller awareness.
- Share with your sellers to explain how Microsoft sellers view the solution

Solution Video

Solution Video: Animated 30-sec video used to generate interest and educate audience on the value prop of the offering

Audience: Customers

Use:

- Post to company website and/or Azure Marketplace listing
- Customer meetings/ Seller enablement meetings
- Social posts, awareness campaign
- Run on a loop in booth at conferences

Solutions Partner with certified software designation



FY26 Go-to-Market Benefits Resources

GTM Benefits Summary



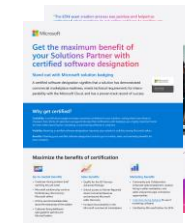
[GTM Benefits Summary Link](#)

GTM Benefits Case Study



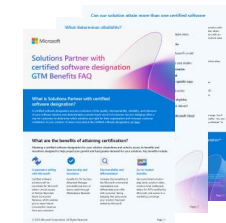
[GTM Benefits Case Study Link](#)

GTM Benefits Solution Brief



[GTM Benefits Solution Brief Link](#)

GTM Benefits FAQ



[GTM Benefits FAQ Link](#)

FY26 Go-to-Market Benefits Asset Examples

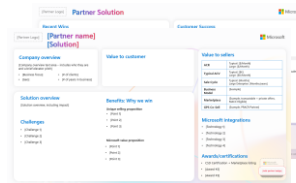
Solution Brief



[Solution Brief Link](#)

*Choose between the Solution Brief or Solution Battle Card

Solution Battle Card



[Solution Battle Card Link](#)

*Choose between the Solution Brief or Solution Battle Card

Solution Playcards



[Solution Playcard Link](#)

Solution Video



Market Demand for Designations



Technology landscape & *differentiation*

64%

millennial + Gen Z buyers¹ prefer digital buying

USD15.7T

potential contribution to economy by 2030² from AI

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customers unsure how to scale it³

Need for high *quality* solutions

USD4.88M global average cost of data security breach⁴

1. [Forrester, Younger Business Buyers Are Having Their Say](#)

2. [Economist Intelligence Unit](#)

3. [The state of AI in early 2024: Gen AI adoption spikes and starts to generate value, May 2024](#)

4. [IBM Cost of a Data Breach, 2024](#)

Solutions Partner with certified software designations – Azure Technical Audit Criteria Walkthrough



Azure technical requirements & validation process



Streamlined Azure technical validation process to help you attain a certified software designation faster

Section 1



Section 2

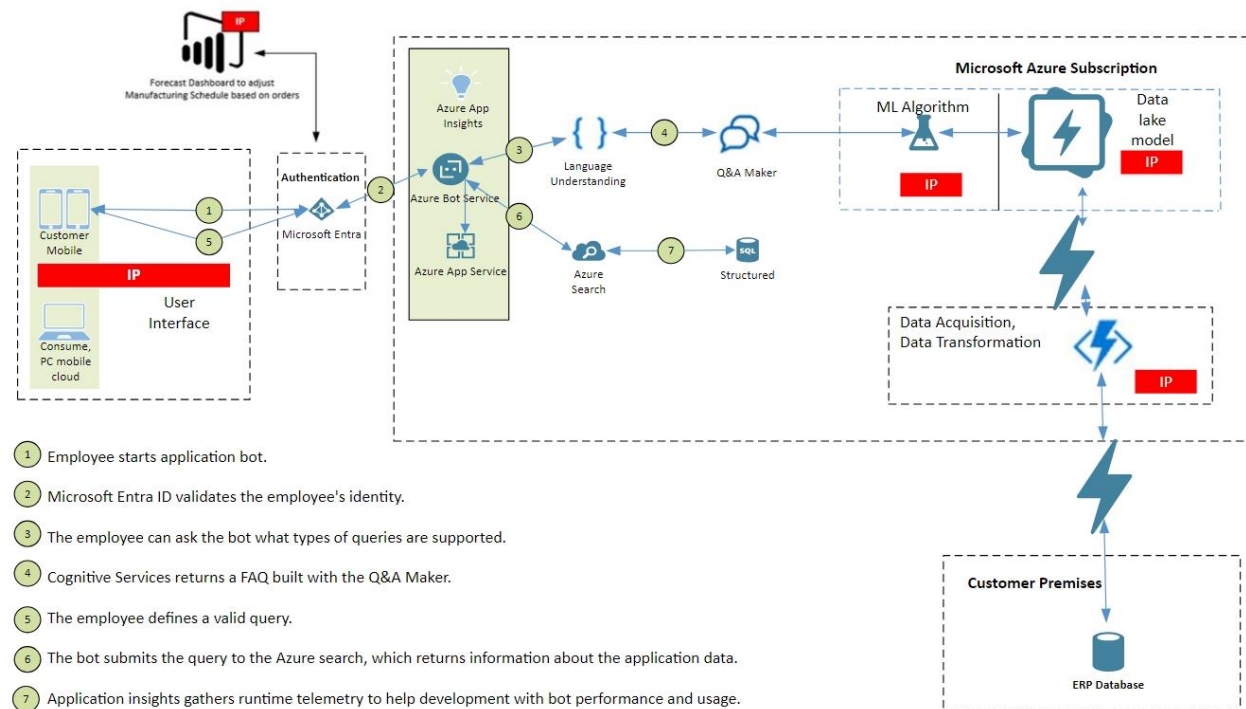
Solution Representation	Azure Well-Architected Review	Azure Advisor	Security Posture	Solution Requirements
Build architecture diagram and solution demo	Conduct well-architected framework (WAF) assessment	Provide Azure Advisor score	Provide current security posture score	Gather details on solution to ensure workload requirements
Reference architecture diagram + Solution Demo	WAF Assessment	Azure Advisor Score	Secure score in Microsoft Defender for Cloud	Review solution specific requirements for your solution

Solution Representation – Architecture Design

Section 1



A diagram must be provided that shows the solution details, as well as how the solution integrates with end customer services, resources, or data. The diagram should follow the [Partner Center reference architecture diagram requirements](#)







Solution Representation – Demonstration

Section 1



Audit Process Requirement

-  A pre-recorded demonstration or a live session of the deployed solution components within the Azure portal as presented in the architecture diagram of the production or production-like environment
-  The demonstration needs to cover major deployed components of the solution within the Azure Portal. It is acceptable to blur or remove sensitive information during the demonstration
-  Provide a screen recording for technical demonstration highlighting the workflow of the solution
 - The demonstration needs to include the primary solution Azure service components. It must also have a spoken overview, captions, and/or annotations. An ideal demonstration artifact is in MP4 format, at least 720p resolution, less than 10 minutes long, and has a file size under 500 MB
-  Alternative evidence: A live recorded session with the technical auditor can be done instead of a pre-recorded video. The same content is required during the demonstration as mentioned for the pre-recorded video

Azure Well-Architected Review

Section 1



The partner must complete a self assessment. Only the following categories are required: **Reliability**, **Security** and **Operational Excellence**. A minimum score of Moderate is required for each of the required categories and an overall score of Moderate. This self-attestation attributes to the quality and reliability of the partner’s solution and its ability to continue to provide services to end customers of the solution and the Azure Commercial Marketplace

Azure Well-Architected Review

View guidance

2 of 36 pages complete

WAF Configuration

What workload type do you want to evaluate?

Core Pillars

What pillars would you like to evaluate?

Reliability

How do you keep the workload simple and efficient?

How do you identify and rate the workload's flows?

How do you perform failure mode analysis?

How do you define reliability targets?

How do you implement redundancy?

How do you define a scaling strategy?

How do you implement self-preservation and self-healing measures?

How do you test your resiliency?

Core Pillars

What pillars would you like to evaluate?

☒ Reliability

☒ Security

☐ Cost Optimization

☒ Operational Excellence

☐ Performance Efficiency

← Back

Next →

Add a note here.

Recommendations for your workload

Actionable items to consider implementing to improve your workload across the five pillars of the Microsoft Azure Well-Architected Framework.

Your overall results

MODERATE

Almost there. You have some room to improve but you are on track. Review the recommendations to see what actions you can take to improve your results.

CRITICAL 0-44

MODERATE 44-89

EXCELLENT 89-133

Your result: 48/133

Categories that influenced your results

Reliability

Security

Operational Excellence

MODERATE

MODERATE

MODERATE

You can find out how to improve on individual categories by reviewing the recommendations below in the report.

Export to CSV

Learn how to import your CSV into Azure DevOps using a PowerShell script.

	A	B	
1	WAF Output		
2			
3	Recommendations for your workload		
4	Your overall results	Modrate	48/133'
5	Reliability	Moderate	'68/200'
6	Security	Moderate	'43/100'
7	Operational Excellence	Moderate	'34/100'
8			
9			

Note: For partners building SaaS solutions, it is recommended to complete the [Azure Well-Architected SaaS workload assessment](#) in addition to the standard [Well-Architected Review](#)

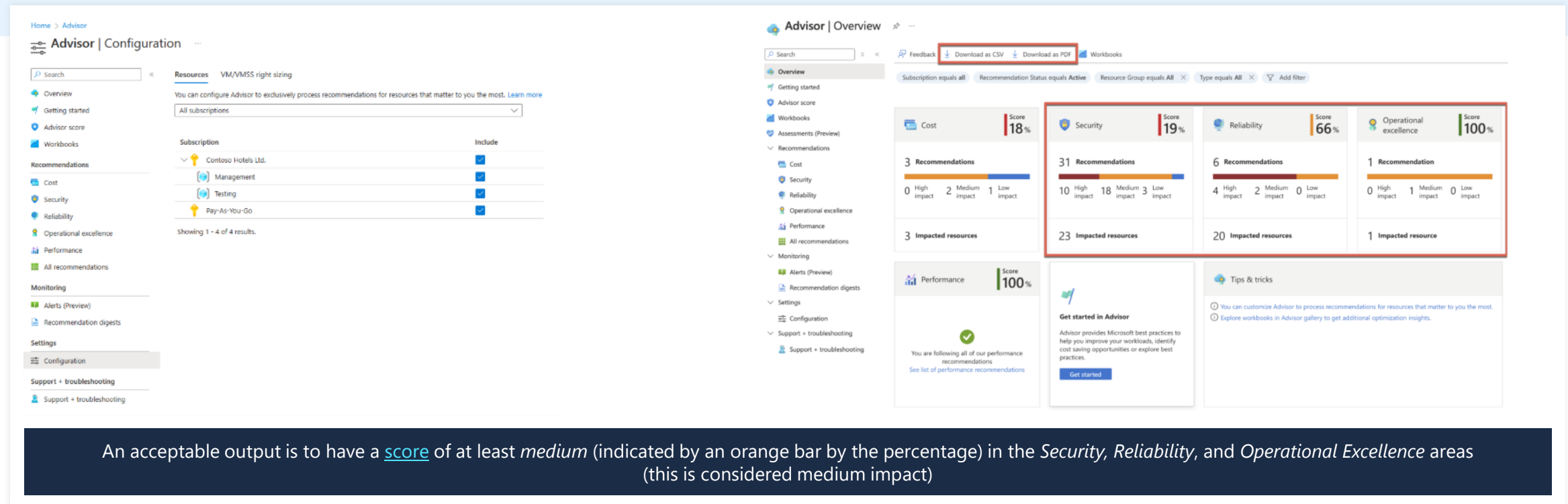
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Azure Advisor Score

Section 1



An Azure Advisor score of at least Moderate for Reliability, Security, and Operational Excellence for the production solution or production-like subscriptions. Azure Advisor aligns closely with the Well-Architected Framework, providing an automated assistant that can be used to evaluate your solutions infrastructure and practices against the WAF standards. Provide an image, screenshot, CSV, or PDF of the output of your [Azure Advisor](#) score

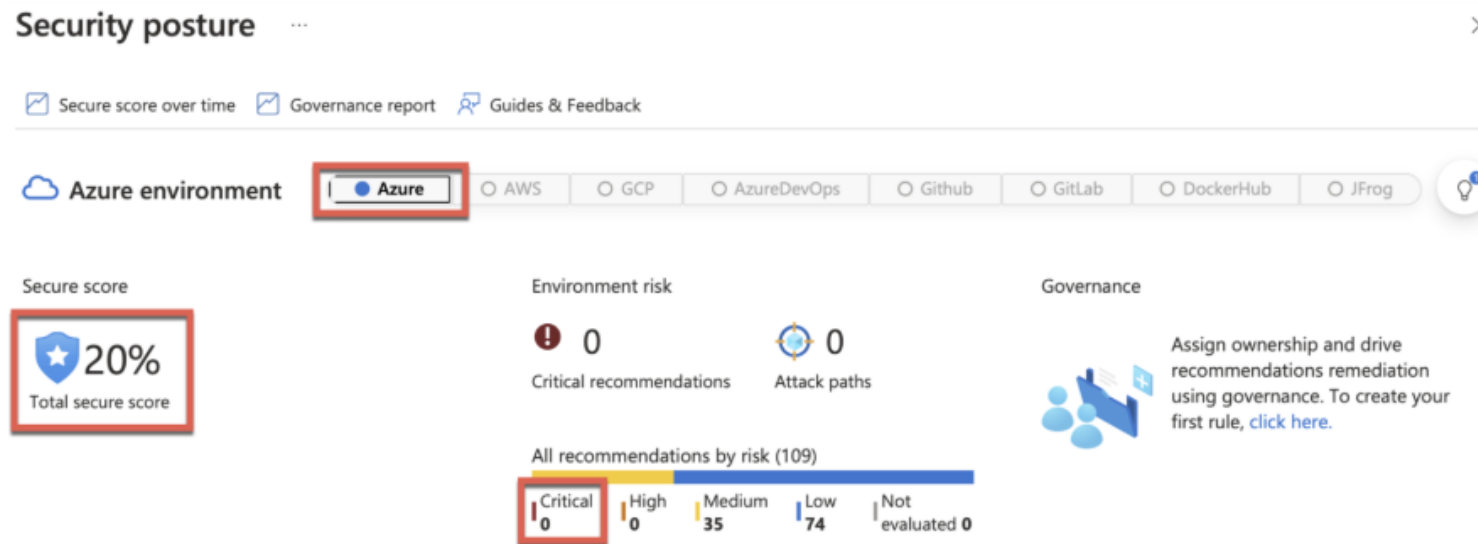


Cloud Security Posture Management

Section 1



Utilize a Cloud Security Posture Management (CSPM) platform and provide a score output or screenshot from the last 30 days or provide evidence of certification that reviews security posture (i.e., FedRamp, SOC 2, etc). It is recommended to include your score in the output, as well. If you have critical impact recommendations, they must be remediated or exempted before the audit is complete



It is required for the partner to utilize a [Cloud Security Posture Management \(CSPM\) platform](#), including but not limited to the free Foundational tier of Microsoft Defender for Cloud. Alternative Evidence: We currently acknowledge any of the following certifications as alternative evidence: FedRAMP Moderate or High, SOC 2 or 3, ISO 27001, HITRUST CSF, SWIFT CSCF, CMMC 2.0 Level 2 or Level 3 (If you have one not in that list, it may require additional review)

Category Requirements

Section 2



The requirements in this section are meant to validate that the partner solution is creating a robust experience for the end customer, while keeping the end customer security and privacy intact. Identify the primary category that would apply for the solution and attest and provide the requested information for the requirements. Review the Technology-Specific Requirements section at: https://aka.ms/Certifiedsoftware_audit_Azure

Select a category:

☐ 2.1. Data Operations and Management

Related Azure Marketplace categories: Analytics, Blockchain, Databases, Storage

☐ 2.2. Artificial Intelligence/Machine Learning Integration

– (Note: This category requires fulfillment of **Data Operations and Management requirements** as a prerequisite.)

– *Related Azure Marketplace categories: AI + Machine Learning*

☐ 2.3 Customer Deployed Services

Related Azure Marketplace categories: Compute, Containers, Mixed Reality, Web

☐ 2.4 Control Plane, Orchestration, and DevOps

Related Azure Marketplace categories: Integration, Internet of Things, IT & Management Tools, Migration, Monitoring & Diagnostics, Developer Tools, DevOps, Identity, Microsoft Entra ID, Networking, Security, Media

The auditor will have the opportunity to ask for clarification or to reclassify the categories of the solution based on evidence provided. Each of the technology-specific requirements will have individual standalone requirements, and the solution must satisfy **all applicable** requirements set in an individual category

Azure Solution Area Partner Center Experience





Microsoft Partner Center

Search

Home

Workspaces

Benefits

Earnings

Incentives

Insights

Marketplace offers

Membership

Referrals

My access

Viewing earnings and getting paid in Partner Center

Benefits Overview

Incentives overview

Indirect reseller enrollment

About Insights

Marketplace overview

Publishing marketplace offers

Learn about membership requirements

In Partner Center, select 'referrals'





Business profile

Leads

Co-sell

Solutions

Opportunities

Routing rules

ACRReporting_PageTitle_text

ISV Connect deals

ISV Connect invoices

Analyze

Summary

Leads

Co-sell opportunities

Partner cohort

Referrals | Solutions

Search

Solution alias ↑	Solution ID	Designations	Offer type	Co-sell status	Incentive programs	Last modified (UTC)
saastestoffer001	07895294-...	None	Software as a Service	Co-sell Ready	MSFT Internal...	Jul 03, 2024
saastestoffer002	a3206e48-...	None	Software as a Service	Co-sell Ready	None	Jul 03, 2024

< Previous 1 Next >

Under the 'solutions' tab you will see a list of your solutions



Microsoft Partner Center

Search

Home > Referrals > Solutions > saastestoffer001

saastestoffer001

Non-transactable offers are not eligible for MACC and Azure IP Co-Sell eligible status. [Learn more](#)

For more information about the Solutions Partner with certified software designations, refer to the [FAQ](#)

In Market

Validation

Co-sell Ready

Validation

IP Co-sell Eligible

Listings [Edit](#)

Offer extension or integration with Microsoft platforms

Platforms: Microsoft Azure, Microsoft Dynamics 365, Microsoft SQL Server

Solution type: IP

Documents [Edit](#)

The documents you provide are available to Microsoft sales teams via internal web directories for the purpose of evaluating your solution for customer needs.

7/7 documents submitted

Contacts [Edit](#)

Contacts you provide will be used by Microsoft sales teams to request additional information about your offer.

4 contacts added

Certified software designations for solution areas ⓘ

* IP Co-sell eligibility is not required for Modern Work solutions.

Certified software for Azure

NOT QUALIFIED

Certified software for Security

Submit for review

Back

Selecting a solution takes you to a page where you can initiate 'certified software designation'

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Certified software designations for solution areas ⓘ

* IP Co-sell eligibility is not required for Modern Work solutions.

Certified software for Azure	NOT QUALIFIED	>
Certified software for Security	NOT QUALIFIED	>
Certified software for Business Applications	NOT QUALIFIED	>
Certified software for Modern Work	NOT QUALIFIED	>

Certified software designations for industry AI ⓘ

* IP Co-sell eligibility is required for Industry designations.

Certified software for Healthcare AI	NOT QUALIFIED	>
Certified software for Retail AI	NOT QUALIFIED	>
Certified software for Financial Services AI	NOT QUALIFIED	>
Certified software for Manufacturing AI	NOT QUALIFIED	>
Certified software for Sustainability AI	NOT QUALIFIED	>

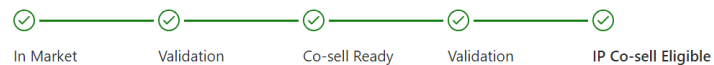
[Submit for review](#) [Back](#)

Choose 'certified software designation for Solution Area or Industry AI' based on your product



saastestoffer001

① Non-transactable offers are not eligible for MACC and Azure IP Co-Sell eligible status. [Learn more](#)
For more information about the Solutions Partner with certified software designations, refer to the [FAQ](#)



Listings [Edit](#)

Offer extension or integration with Microsoft platforms

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Solution type: IP

Documents [Edit](#)

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Contacts [Edit](#)

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4 contacts added

Certified software designations for solution areas ①

* IP Co-sell eligibility is not required for Modern Work solutions.

Certified software for Azure

NOT QUALIFIED

Submit for review

Back

Certified software for Azure



Becoming a Solutions Partner* with **certified software for Azure** signifies that your solution meets technical criteria for interoperability with Azure products and services and demonstrates a proven track record of customer success.

[Learn more](#) to understand the requirements.

Check the **qualification criteria** below to understand if your app is eligible for a technical audit to attain the certifications and related benefits.

Read the [program guide](#) for full program details.



Qualification Audit Benefits

Performance ① NOT QUALIFIED

Marketplace Billed Sales (MBS) ①

Current Status:

NOT STARTED

US \$0/4M

OR

Net-new customer adds to marketplace ①

Current Status:

NOT STARTED

0/12

OR

Marketplace transaction ①

Current Status:

NOT STARTED

0/30 transactions

0/8 customers

Selecting 'certified software for Azure' will show your current qualifications



Microsoft Partner Center

Search

93

7+

Home > Referrals > Solutions > saastestoffer001

👍

💬

Certified software designations for solution areas ⓘ

* IP Co-sell eligibility is not required for Modern Work solutions.

Certified software for Azure

NOT QUALIFIED

>

Certified software for Security

NOT QUALIFIED

>

Certified software for Business Applications

NOT QUALIFIED

>

Certified software for Modern Work

NOT QUALIFIED

>

Certified software designations for industry AI ⓘ

* IP Co-sell eligibility is required for Industry designations.

Certified software for Healthcare AI

NOT QUALIFIED

>

Certified software for Retail AI

NOT QUALIFIED

>

Certified software for Financial Services AI

NOT QUALIFIED

>

Certified software for Manufacturing AI

NOT QUALIFIED

>

Certified software for Sustainability AI

NOT QUALIFIED

>

Current Status:

NOT STARTED

0/30 transactions

0/8 customers

Customer satisfaction ⓘ NOT QUALIFIED

Commercial Marketplace ratings ⓘ

Current Status:

NOT STARTED

0/4.5 average rating

0/15 ratings

Customer evidence reviews ⓘ

Current Status:

IN PROGRESS

2/2 submitted

[Upload now](#)

Submit for review

Back

Qualifications cover performance and customer satisfaction. For customer satisfaction you can submit customer cases

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Certified software designations for solution areas ⓘ

* IP Co-sell eligibility is not required for Modern Work solutions.

Certified software for Azure

NOT QUALIFIED



Certified software for Security

NOT QUALIFIED



Certified software for Business Applications

NOT QUALIFIED



Certified software for Modern Work

NOT QUALIFIED



Certified software designations for industry AI ⓘ

* IP Co-sell eligibility is required for Industry designations.

Certified software for Healthcare AI

NOT QUALIFIED



Certified software for Retail AI

NOT QUALIFIED



Certified software for Financial Services AI

NOT QUALIFIED



Certified software for Manufacturing AI

NOT QUALIFIED



Certified software for Sustainability AI

NOT QUALIFIED



Submit for review

Back

Current Status:

NOT STARTED

0/30 transactions

0/8 customers



Customer satisfaction ⓘ NOT QUALIFIED

Commercial Marketplace ratings ⓘ

Current Status:

NOT STARTED

0/4.5 average rating

0/15 ratings

Upload documents



The documents you provide are available to the audit teams for the purpose of evaluating your solution for customer needs.

Recommended file types: *.pdf, *.doc, *.docx, *.ppt, *.pptx

Other supported file types: *.xls, *.xlsx, *.jpg, *.png, *.mp4

File size should not be exceeding 10MB

Evidence document 1 *

Success.png



Remove

Evidence document 2 *

DebugSteps.png



Remove

☒ By uploading documents to this platform, I am confirming and acknowledging that either they are already in the public domain and therefore not considered confidential information, or they do not contain any personally identifiable information.

I hereby give my consent to share any uploaded documents with an external third-party auditor for the purpose of review. Additionally, I consent to being contacted by such auditor for the purpose of evaluation.

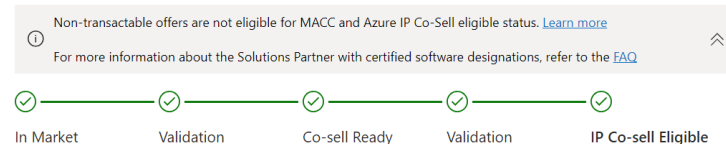
Upload

Cancel

Uploading a customer case will ask for evidence documents for review



saastestoffer001



Listings [Edit](#)

Offer extension or integration with Microsoft platforms

Platforms: Microsoft Azure, Microsoft Dynamics 365, Microsoft SQL Server
Solution type: IP

Documents [Edit](#)

The documents you provide are available to Microsoft sales teams via internal web directories for the purpose of evaluating your solution for customer needs.

7/7 documents submitted

Contacts [Edit](#)

Contacts you provide will be used by Microsoft sales teams to request additional information about your offer.

4 contacts added

Certified software designations for solution areas ⓘ

* IP Co-sell eligibility is not required for Modern Work solutions.

Certified software for Azure

NOT QUALIFIED

Submit for review

Back

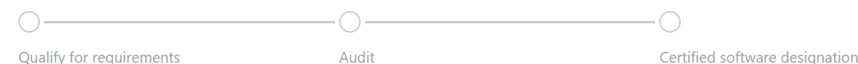
Certified software for Azure

Becoming a Solutions Partner* with **certified software for Azure** signifies that your solution meets technical criteria for interoperability with Azure products and services and demonstrates a proven track record of customer success.

[Learn more](#) to understand the requirements.

Check the **qualification criteria** below to understand if your app is eligible for a technical audit to attain the certifications and related benefits.

Read the [program guide](#) for full program details.



Qualification **Audit** Benefits

Audit NOT STARTED

Before your solution can attain a certified software designation, it must be validated by a technical review that it is interoperable with the Microsoft Cloud. By proving that your software solution is interoperable with the Microsoft Cloud, you're making it easier for customers to identify the software that will work seamlessly with the Microsoft workloads they already use.

[Learn more](#) about the technical audit criteria for the Azure solution area.

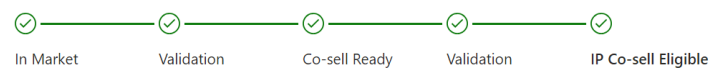
Schedule for audit

After qualifying based on performance and customer success, select 'audit' to schedule the technical audit



saastestoffer001

Non-transactable offers are not eligible for MACC and Azure IP Co-Sell eligible status. [Learn more](#)
For more information about the Solutions Partner with certified software designations, refer to the [FAQ](#)



Listings [Edit](#)

Offer extension or integration with Microsoft platforms

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4 contacts added

Certified software designations for solution areas ⓘ

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Certified software for Azure

NOT QUALIFIED

Submit for review

Back

Certified software for Azure

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Qualification

Audit

Benefits

Audit

NOT STARTED

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[Learn more](#) about the technical audit criteria for the Azure solution area.

Schedule for audit

After completing the technical audit with our audit vendor, benefit need to be activated

Industry AI Solution Partner Center Experience





Microsoft Partner Center

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Earnings

Incentives

Insights

Marketplace offers

Membership

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My access

Quick starts

Viewing earnings and getting paid in Partner Center

Benefits Overview

Incentives overview

Indirect reseller enrollment

About Insights

Marketplace overview

Publishing marketplace offers

Learn about membership requirements

In Partner Center, select 'referrals'





Referrals | Solutions

Search

Solution alias ↑	Solution ID	Designations	Offer type	Co-sell status	Incentive programs	Last modified (UTC)
saastestoffer001	07895294-...	None	Software as a Service	Co-sell Ready	MSFT Internal...	Jul 03, 2024
saastestoffer002	a3206e48-...	None	Software as a Service	Co-sell Ready	None	Jul 03, 2024

< Previous 1 Next >

Under the 'solutions' tab you will see a list of your solutions



Microsoft Partner Center

Search

Home > Referrals > Solutions > saastestoffer001

Certified software designations for solution areas ⓘ

* IP Co-sell eligibility is not required for Modern Work solutions.

Certified software for Azure

NOT QUALIFIED

>

Certified software for Security

NOT QUALIFIED

>

Certified software for Business Applications

NOT QUALIFIED

>

Certified software for Modern Work

NOT QUALIFIED

>

<<

Certified software designations for industry AI ⓘ

* IP Co-sell eligibility is required for Industry designations.

Certified software for Healthcare AI

NOT QUALIFIED

>

Certified software for Retail AI

NOT QUALIFIED

>

Certified software for Financial Services AI

NOT QUALIFIED

>

Certified software for Manufacturing AI

NOT QUALIFIED

>

Certified software for Sustainability AI

NOT QUALIFIED

>

Submit for review

Back

Choose the appropriate 'certified software designation' based on your Industry

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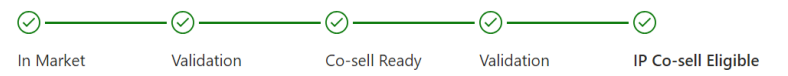


Home > Referrals > Solutions > saastestoffer001



saastestoffer001

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For more information about the Solutions Partner with certified software designations, refer to the [FAQ](#)



Listings [Edit](#)
Offer extension or integration with Microsoft platforms
Platforms: Microsoft Azure, Microsoft Dynamics 365, Microsoft SQL Server
Solution type: IP

Documents [Edit](#)
The documents you provide are available to Microsoft sales teams via internal web directories for the purpose of evaluating your solution for customer needs.
7/7 documents submitted

Contacts [Edit](#)
Contacts you provide will be used by Microsoft sales teams to request additional information about your offer.
4 contacts added

Certified software designations for solution areas ①

* IP Co-sell eligibility is not required for Modern Work solutions.

Certified software for Azure

NOT QUALIFIED

[Submit for review](#) [Back](#)

Certified software for Healthcare AI



Becoming a Solutions Partner* with industry certified software signifies that your solution extends product integration for a specific AI workload built for a specific industry. As a result, a software solution will need to pass one of the solution area technical reviews + a specific technical review for AI in that industry and demonstrates a proven track record of customer success in the industry.

Read the [program guide](#) for full program details.



[Qualification](#) [Audit](#) [Benefits](#)

Customer satisfaction ① NOT QUALIFIED

Customer evidence reviews ①

Current Status:

NOT STARTED

0/2 submitted

[Upload now](#)



Selecting 'certified software Industry AI' will show your current qualifications and a prompt to submit customer evidence for review



Microsoft Partner Center

Search

5+

Home > Referrals > Solutions > saastestoffer001

saastestoffer001

Non-transactable offers are not eligible for MACC and Azure IP Co-Sell eligible status. [Learn more](#)

For more information about the Solutions Partner with certified software designations, refer to the [FAQ](#)

In Market

Validation

Co-sell Ready

Validation

IP Co-sell Eligible

Listings [Edit](#)

Offer extension or integration with Microsoft platforms

Platforms: Microsoft Azure, Microsoft Dynamics 365, Microsoft SQL Server

Solution type: IP

Documents [Edit](#)

The documents you provide are available to Microsoft sales teams via internal web directories for the purpose of evaluating your solution for customer needs.

7/7 documents submitted

Contacts [Edit](#)

Contacts you provide will be used by Microsoft sales teams to request additional information about your offer.

4 contacts added

Certified software designations for solution areas ⓘ

* IP Co-sell eligibility is not required for Modern Work solutions.

Certified software for Azure

NOT QUALIFIED

Submit for review

Back

Certified software for Healthcare AI

Becoming a Solutions Partner* with industry certified software s built for a specific industry. As a result, a software solution will review for AI in that industry and demonstrates a proven track

Read the [program guide](#) for full program details.

Qualify for requirements

Audit

Qualification

Audit

Benefits

Customer satisfaction ⓘ

NOT QUALIFIED

Customer evidence reviews ⓘ

Current Status:

NOT STARTED

0/2 submitted

[Upload now](#)

Upload documents

The documents you provide are available to the audit teams for the purpose of evaluating your solution for customer needs.

Recommended file types: *.pdf, *.doc, *.docx, *.ppt, *.pptx
Other supported file types: *.xls, *.xlsx, *.jpg, *.png, *.mp4
File size should not be exceeding 10MB

Evidence document 1 *

Success.png

Remove

Evidence document 2 *

DebugSteps.png

Remove

☒ By uploading documents to this platform, I am confirming and acknowledging that either they are already in the public domain and therefore not considered confidential information, or they do not contain any personally identifiable information.

I hereby give my consent to share any uploaded documents with an external third-party auditor for the purpose of review. Additionally, I consent to being contacted by such auditor for the purpose of evaluation.

Upload

Cancel

Qualification:
Partner will
upload 'customer
evidence' for
industry AI for at
least two or more
verifiable
customer case
studies or
references

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saastestoffer001

Non-transactable offers are not eligible for MACC and Azure IP Co-Sell eligible status. [Learn more](#)

For more information about the Solutions Partner with certified software designations, refer to the [FAQ](#)

①

✓ In Market ✓ Validation ✓ Co-sell Ready ✓ Validation ✓ IP Co-sell Eligible

Listings [Edit](#)

Offer extension or integration with Microsoft platforms

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Solution type: IP

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Certified software designations for solution areas ①

* IP Co-sell eligibility is not required for Modern Work solutions.

Certified software for Azure

NOT QUALIFIED

Submit for review Back

Certified software for Healthcare AI

Becoming a Solutions Partner* with industry certified software signifies that your solution extends product integration for a specific AI workload built for a specific industry. As a result, a software solution will need to pass one of the solution area technical reviews + a specific technical review for AI in that industry and demonstrates a proven track record of customer success in the industry.

Read the [program guide](#) for full program details.



Qualification **Audit** Benefits

Audit NOT STARTED

Before your solution can attain a certified software for Industry AI designation, it must be validated by a technical review that it is interoperable with the Microsoft Cloud and meets additional industry-specific AI technical requirement. By proving that your software solution is interoperable with the Microsoft Cloud, you're making it easier for customers to identify the software that will work seamlessly with the Microsoft workloads they already use.

You must first select the solution area with which your solution is interoperable. These requirements are the same as those for the certified software for solution area designations. Your solution must then demonstrate the use of one or more Microsoft AI capabilities. The capabilities include plugging into an existing Microsoft Copilot, use of generative AI to build an industry-specific copilot, an industry application built on Fabric, and/or the development of an industry foundation model.

[Learn more](#) about the technical audit criteria for the Healthcare AI designation.

Which of these solution areas your product integrates with *

Azure

Schedule for audit



Home > Referrals > Solutions > saastestoffer001



saastestoffer001

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Certified software designations for solution areas ⓘ

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Certified software for Azure

NOT QUALIFIED

Submit for review

Back

Certified software for Healthcare AI



Becoming a Solutions Partner* with industry certified software signifies that your solution extends product integration for a specific AI workload built for a specific industry. As a result, a software solution will need to pass one of the solution area technical reviews + a specific technical review for AI in that industry and demonstrates a proven track record of customer success in the industry.

Read the [program guide](#) for full program details.



Qualification Audit **Benefits**

Attaining a certified software designation for your solution also unlocks go-to-market, sales and marketing benefits designed to help propel your growth and fuel greater demand for your solutions. Because the marketplace is the essential platform for co-sell opportunities, maximizing the full benefits of becoming a Solutions Partner with certified software helps Microsoft sellers more quickly, and confidently identify your solution for co-sell opportunities.

[Learn more](#) about the program benefits

Among the go-to-market, sales, and marketing benefits you'll unlock

1. Solution Play Card
2. Solution Brief
3. Sales Nurture Assets

[Redeem benefits](#)

Customer-facing badging via Logo Builder

[Download](#)



After completing the technical audit, return to Partner Center and **redeem benefits** to unlock your Go-To-Market sales and marketing benefits

Certified Software Designation Details on Benefits and Incentives



FY26 Updates in Partner Incentives



Marketplace Rewards: Customer Migrate & Modernize (ISV led)



Enables ISVs to securely and efficiently move end-customers to modern applications running on Azure



Supported scenarios



Customer Migrate and Modernize

ISV Partner Criteria: Certified Software Designation (Azure, Security, Industry AI) and extended to IPCS Top Tier partners until 12/31/2025

Customer Criteria: Strategics, Majors, SMC-Corporate and SMB customers with a valid TPID detected by Microsoft internal systems



Incentive payouts



Maximum earning opportunity (L+)

Offer	Customer Project Size per Year (Planned ACR and ACV in year 1)	Partner payment* Market A B		Duration	Phase
Migration Assessment (Assessment + POV) NEW!	Standard: >\$15K ACR (\$75K – \$1.25M ACV)	\$15,000 \$12,000		120 days	Pre-sales
	Large: >\$250K ACR (>\$1.25M+ ACV)	\$25,000 \$20,000			Pre-sales
Extra-Extra Small (XXS)	\$5K–\$15K ACR (\$25K – \$75K ACV)	\$5,000		120 Days	Post-sales
Extra Small (XS)	>\$15K–\$50K ACR (>\$75K – \$250K ACV)	\$15,000	\$12,000		Post-sales
Small (S)	>\$50K–\$100K ACR (>\$250K – \$500K ACV)	\$40,000	\$32,000		Post-sales
Medium (M)	>\$100K–\$250K ACR (>\$500K – \$1.25M ACV)	\$80,000	\$64,000	200 Days	Post-sales
Large (L+)	>\$250K ACR (>\$1.25M+ ACV)	\$175,000	\$140,000	260 Days	Post-sales

ISV Customer Migrate & Modernize (SI led)



Help ISVs accelerate customer migrations by enabling Advanced specialized SI partners to securely and efficiently move end-customers to modern applications running on Azure



Supported Scenarios



Customer Migrate and Modernize

SI Partner Criteria: Azure Expert MSP, Azure Specialization of Infrastructure & Database Migration, Azure Specialization of Kubernetes on Microsoft Azure, Azure Specialization of Migrate Enterprise Applications on Azure

ISV Criteria: Certified Software Designation (Azure, Security, Industry AI) and extended to IPCS Top Tier partners until 12/31

Customer Criteria: Strategics, Majors, SMC- Corporate and SMB customers with a valid TPID detected by Microsoft internal systems



Incentive payouts



Maximum earning opportunity (L+)

Offer	Customer Project Size per Year (Planned ACR and ACV in year 1)	Partner payment* Market A B		Duration	Phase
Migration Assessment (Assessment + POV) NEW!	Standard: >\$15K ACR (\$75K – \$1.25M ACV)	\$15,000 \$12,000		120 days	Pre-sales
	Large: >\$250K ACR (>\$1.25M+ ACV)	\$25,000 \$20,000			Pre-sales
Extra-Extra Small (XXS)	\$5K–\$15K ACR (\$25K – \$75K ACV)	\$5,000		120 Days	Post-sales
Extra Small (XS)	>\$15K–\$50K ACR (>\$75K – \$250K ACV)	\$15,000	\$12,000		Post-sales
Small (S)	>\$50K–\$100K ACR (>\$250K – \$500K ACV)	\$40,000	\$32,000		Post-sales
Medium (M)	>\$100K–\$250K ACR (>\$500K – \$1.25M ACV)	\$80,000	\$64,000	200 Days	Post-sales
Large (L+)	>\$250K ACR (>\$1.25M+ ACV)	\$175,000	\$140,000	260 Days	Post-sales

ISV Customer Migrate & Modernize Scenarios



Help ISVs accelerate customer migrations by enabling ISV Professional Services and Advanced specialized SI partners to securely and efficiently move existing end-customers to modern applications running on Azure



Supported Scenarios



Customer Migrate and Modernize

ISV Criteria: Certified Software Designation (Azure, Security, Industry AI) and extended to IPCS Top Tier partners until 12/31

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Valid Scenarios

The following scenarios are valid for incentive claims under the ISV Migration and Modernization program (ISV led / SI led):

- **On-Prem to Azure Cloud Migration**
Customers moving from on-premises environments to Azure-hosted ISV solutions are eligible. This includes both SaaS and BYOL models
- **Migration from Competitive Platforms**
Migrations from competing cloud platforms to Azure-hosted ISV solutions are incentivized.
- **Expanding Azure Solution Footprint Within Existing Customer Environments**
Incentives apply when an existing customer scales the deployment of an Azure-hosted ISV solution—for example, extending usage from one department or business unit to additional ones
- **Net New Customer Acquisition**
New customers adopting an ISV's Azure-hosted solution for the first time are eligible, provided they meet TPID and planned consumption thresholds

ISV Success Advanced: Build & Publish



Enables our ISVs to infuse AI into solutions, advance analytics capabilities, and help to build custom cloud-native applications to accelerate business growth



Supported Scenarios



AI Apps, Agents, Developer & Data Platform

Qualifying Services: Published solution must leverage at least one Azure service from each of the App, AI, and Data lists:

- **App:** Azure Kubernetes Service, Azure Container Apps, Azure App Service, Azure Red Hat OpenShift, Azure Spring Apps, GitHub Enterprise, GitHub Advanced Security, GitHub Copilot, GitHub Actions, GitHub Codespaces.
- **AI:** Azure AI Foundry, Azure OpenAI Service, Azure Applied AI Services, Azure Machine Learning, Speech, Vision.
- **Data:** Cosmos DB, Azure Database for PostgreSQL, Azure Database for MySQL/MariaDB or Azure SQL Database, Azure Synapse, Azure Databricks, Azure Data Explorer (ADX), Microsoft Purview, Microsoft Fabric, Power BI Premium (note: deployments for PowerBI will be considered only if there is pull-through of Analytics and AI consumption).

Partner Criteria: Certified Software Designation (Azure, Industry AI) and extended to IPCS Top Tier partners until 12/31/2025



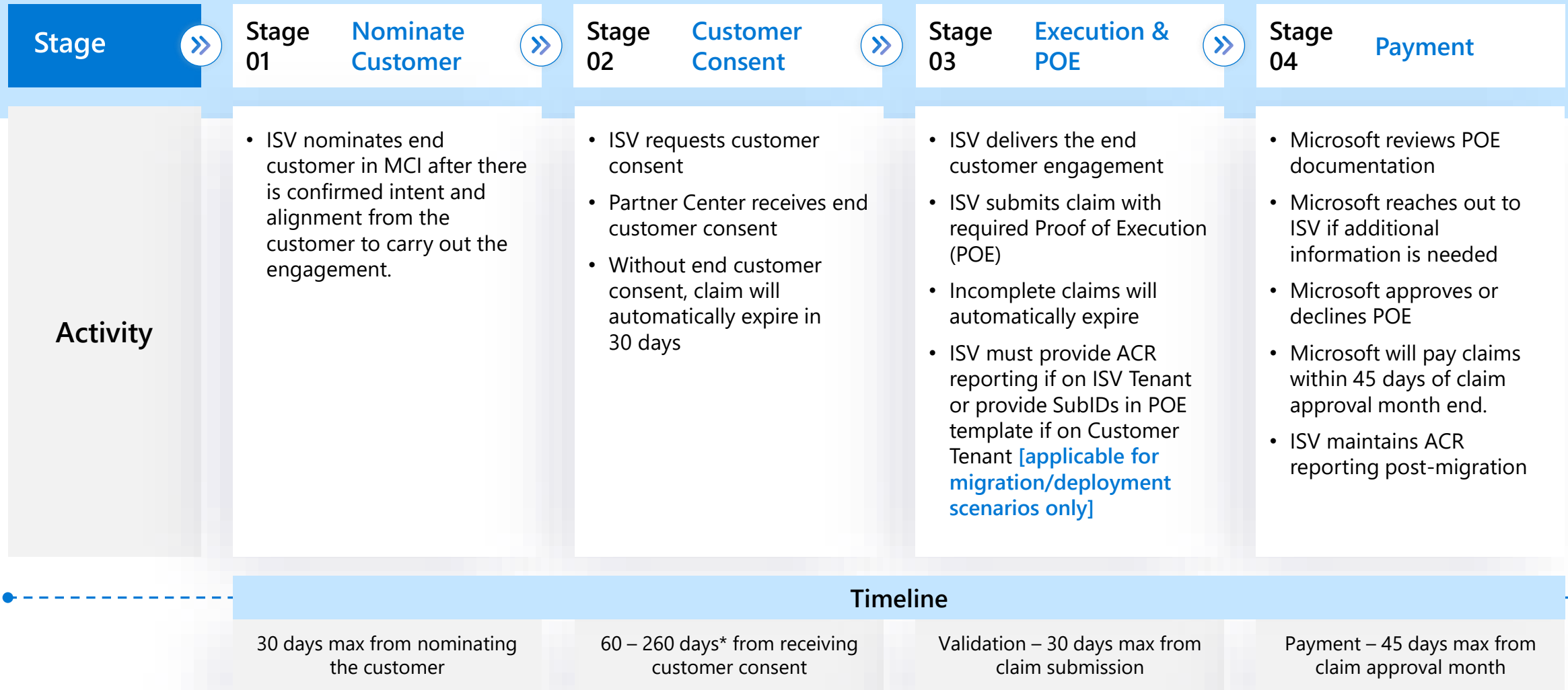
Incentive payouts



Maximum earning opportunity (L+)

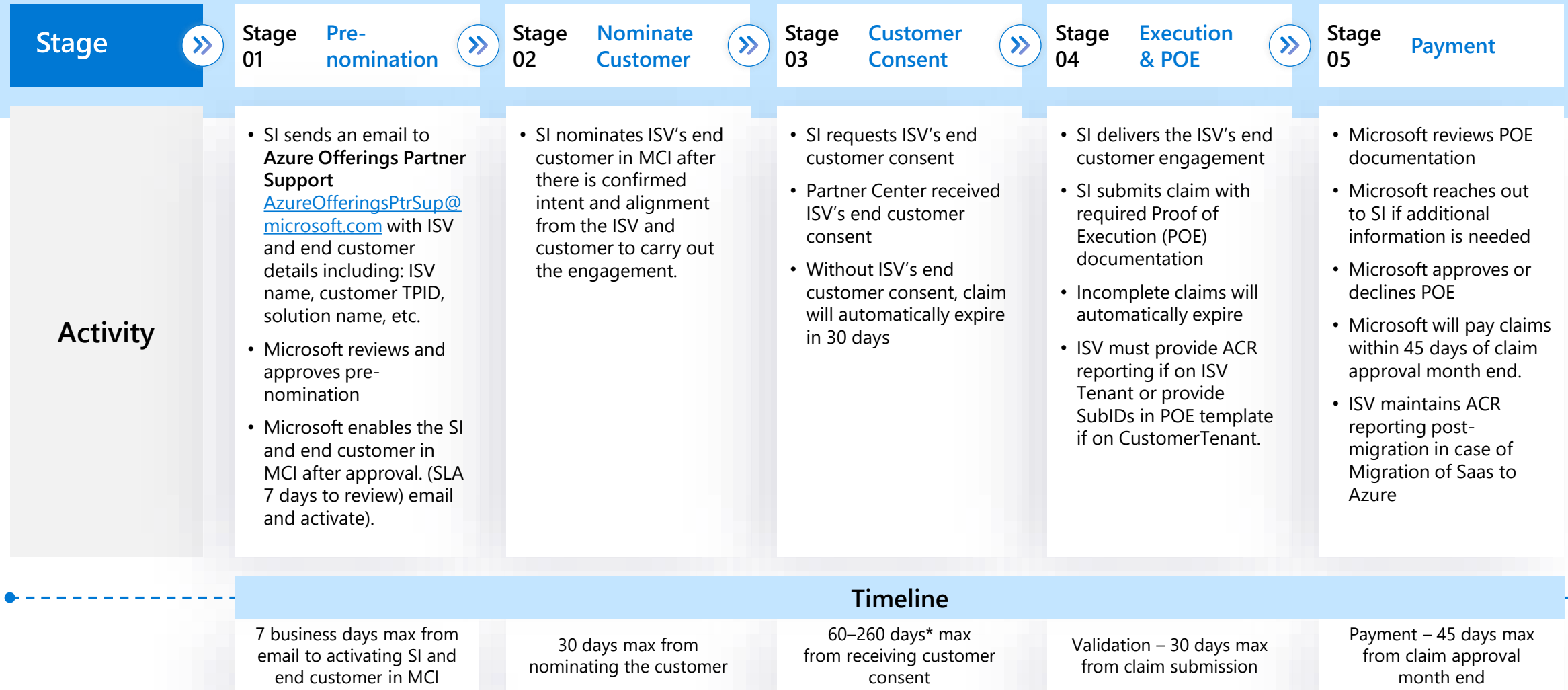
Offer	Customer Project Size per Year (Planned ACR and ACV in year 1)	Partner payment* Market A B		Duration	Phase
Extra-Extra Small (XXS)	\$5K–\$15K	\$5,000		120 Days	Build & Publish
Extra Small (XS)	> \$15K–\$50K	\$20,000	\$16,000		Build & Publish
Small (S)	> \$50K–\$100K	\$30,000	\$24,000		Build & Publish
Medium (M)	> \$100K–\$250K	\$60,000	\$48,000	200 Days	Build & Publish
Large (L+)	> \$250K	\$100,000	\$80,000	260 Days	Build & Publish

ISV Led Migration/Assessment & POV – MCI Workflow



*Note: MCI Engagement Name ~ "Azure: ISV Customer Migrate & Modernize", "Azure: ISV Migrate & Modernize Assessment & POV" | Learn more in MCI Claiming Guide: aka.ms/MCIPartnerActivitiesClaimsGuide

SI Led Migration/Assessment & POV – MCI Workflow



*Note: MCI Engagement Name ~ "Azure: ISV Customer Migrate & Modernize", "Azure: ISV Migrate & Modernize Assessment & POV" | Learn more in MCI Claiming Guide: aka.ms/MCIPartnerActivitiesClaimsGuide

Proof of Execution (POE) Requirements – Submitted in MCI



Customer Migrate and Modernize Assessment & Proof of Value

- Customer Survey
 - Triggered by Partner
 - Completed by Customer
- Partner Survey
 - Completed by Partner
- Upload claim invoice in USD
- Assessment Report (choice of own tool) & Solution Architecture showing qualifying services

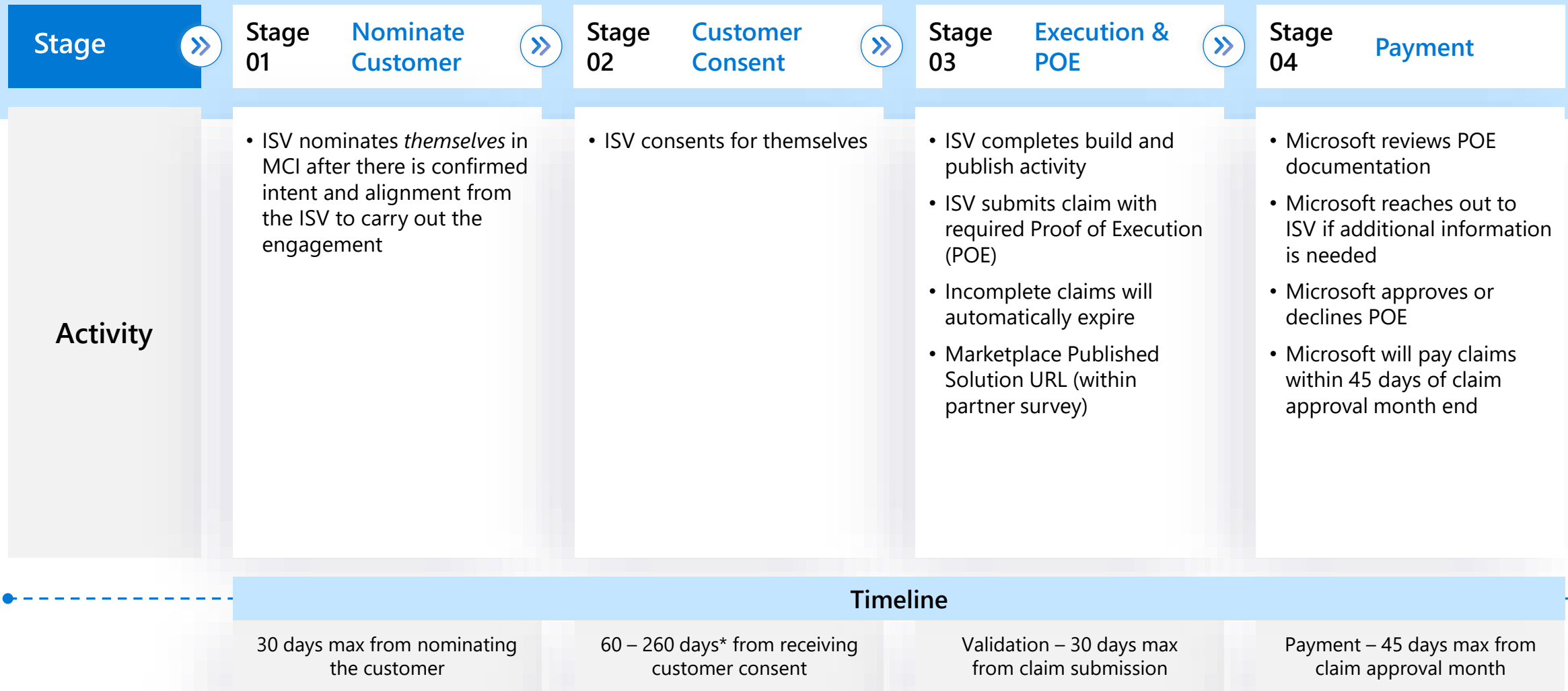
Customer Migrate and Modernize Deployment

- Customer Survey
 - Triggered by Partner
 - Completed by Customer
- Partner Survey
 - Completed by Partner
- Upload claim invoice in USD
- Valid Azure Subscription IDs if migration on customer tenant or monthly ACR reporting until an year post migration if on ISV tenant

Build & Publish

- Partner Survey
 - Completed by Partner
- Upload claim invoice in USD
- Solution Architecture showing qualifying services
- Marketplace Published Solution URL (within partner survey)

ISV Build and Publish – MCI Workflow



*Note: MCI Engagement Name ~ "ISV Success Advanced: Build & Publish" | Learn more in MCI Claiming Guide: aka.ms/MCIPartnerActivitiesClaimsGuide

Proof of Execution (POE) Requirements – Submitted in MCI



Customer Migrate and Modernize Assessment & Proof of Value

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Customer Migrate and Modernize Deployment

- Customer Survey
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 - Completed by Customer
- Partner Survey
 - Completed by Partner
- Upload claim invoice in USD
- Valid Azure Subscription IDs if migration on customer tenant or monthly ACR reporting until an year for migration on ISV tenant

Build & Publish

- Partner Survey
 - Completed by Partner
- Upload claim invoice in USD
- Solution Architecture showing qualifying services
- Marketplace Published Solution URL (within partner survey)

Partner Performance Measurements



End Customer Migrate and Modernize

- Maintain 3:1 Presales to Post sales ratio
- Monthly ACR reporting by ISVs for up to 12 months post migration, if customer migration is on ISV SaaS/tenant.
- In case of migrations on customer tenant, partners are required to provide accurate Azure Subscription ID information. We will be monitoring the Azure Subscription IDs very closely and tracking consumption.
- Minimum ACR Requirement: The incremental ACR generated from the engagement must meet or exceed the minimum annual ACR run rate for the chosen T-shirt size.

Build & Publish

- Marketplace URL for Published solution using Build and Publish incentives.
- Minimum ACR Requirement: The incremental ACR generated from the engagement must meet or exceed the minimum annual ACR run rate for the chosen T-shirt size.

Partners who do not meet a [minimum success criteria outlined here](#) might be 'paused' from nominating future engagements.

[Learn more here about Partner Performance Measurement](#)

Still Questions? Reach out via email to azurepartneroffering@microsoft.com

FY26 Updates in Marketplace Rewards



Marketplace rewards



No changes in FY26 to eligibility for software development companies



All partners with solutions listed on the marketplace qualify for go-to-market benefits through Marketplace Rewards



Partners using Marketplace Rewards see **7x** more marketplace sales compared to partners not participating

Best practice | Accelerate marketplace sales



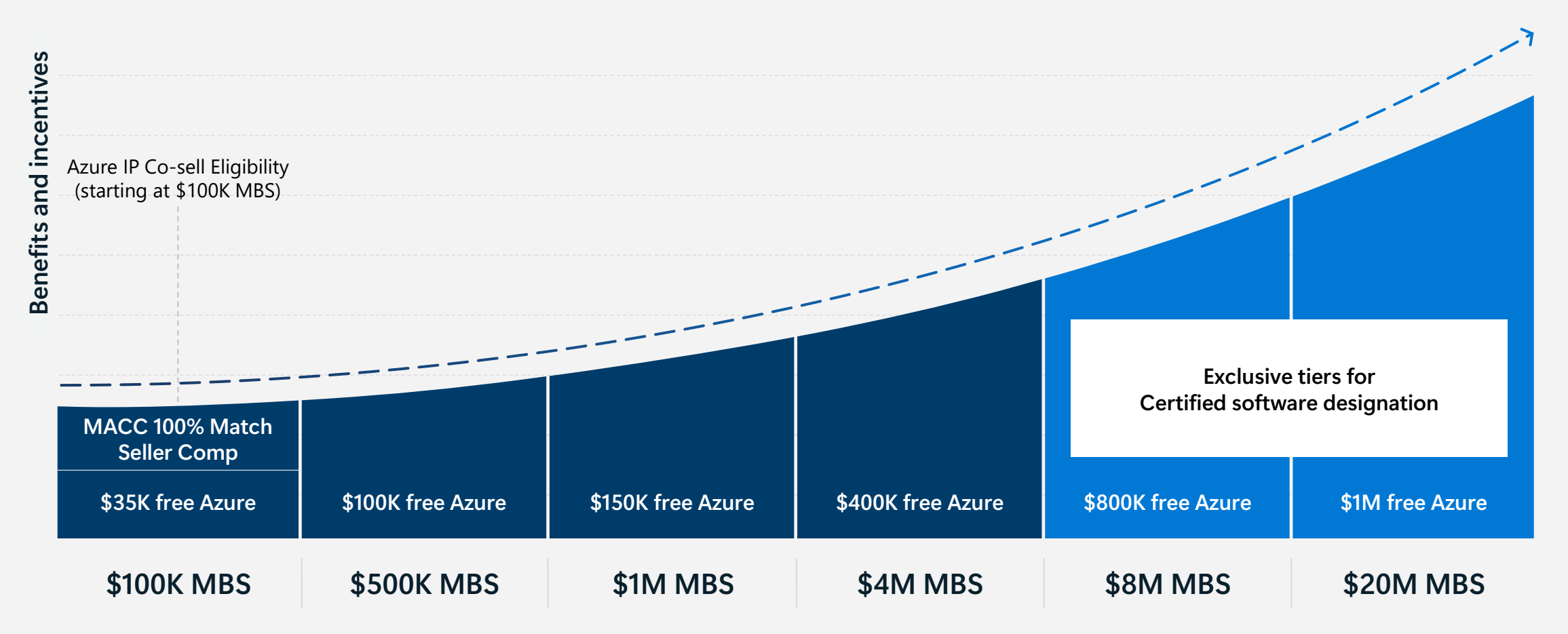
Customer Propensity Scoring

- 1 Submit your customer lists
- 2 Receive propensity scoring – High, medium, low
- 3 Arm your sellers to successfully engage pipeline

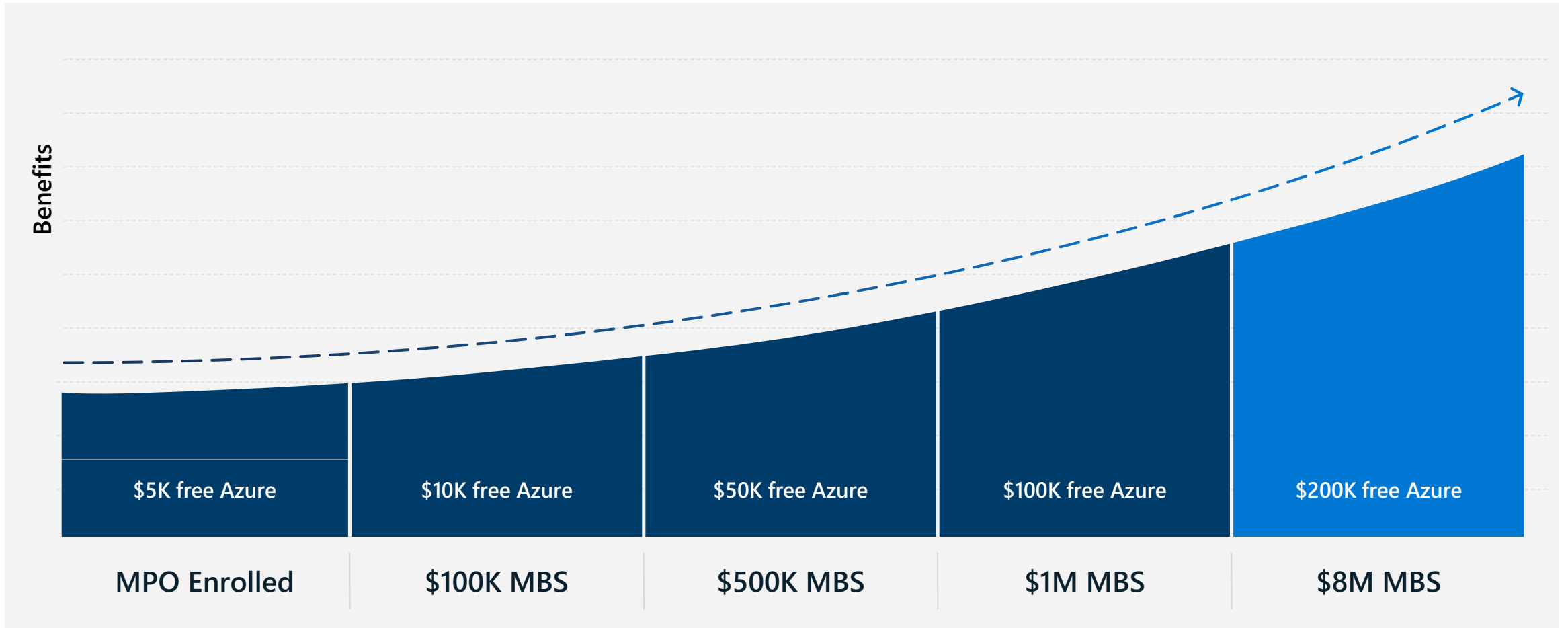
Azure Sponsorship

- 1 Use to fund demos, trials and POCs
- 2 Use as deal sweeteners with customers
- 3 Drive preference for marketplace

New in FY26 | New performance tiers for Certified software designations



New in FY26 | Marketplace Rewards for MPO enrolled Channel Partners



Maximize Azure Sponsorship



Partners with a certified software designation unlock up to **\$1M in Azure Sponsorship**

- \$8M Marketplace billed sales (MBS) tier unlocks \$800K in Azure Sponsorship – An incremental \$400K
- \$20M Marketplace billed sales tier (MBS) unlocks \$1M in Azure Sponsorship – An incremental \$200K
- **Eligibility:** Partners must have a certified software designation for Azure or certified software designation for Industry AI solutions built on Azure (Financial AI, Health AI, etc.)

Channel Partner transacting via Multiparty Private Offers (MPO) can unlock up to **\$200K Azure Sponsorship**

- Access to additional marketing and sales benefits to drive customer engagement
- **Eligibility:** Open to all MPO enrolled Channel Partners. MPO Marketplace billed sales required to achieve incremental benefits.

Policies

- **Usage:** For end-customer grants only; Not permitted for internal use or for application toward partner's tenant.
 - **End-Customer Grant Policies Apply:** 10% ACV (3yr+), 3% TCV (1–2yr), AE approval ≥ \$35K, cap \$200K
- **Only one grant can be applied per deal** – By the SDC or the MPO transacting partner. Grants cannot be stacked towards one deal
- **Grant Refresh Cycle:** Sponsorships refresh annually on the Partner's Anniversary Date.

FY26 Updates in Co-sell



What is Partner Reported Azure Consumed Revenue?

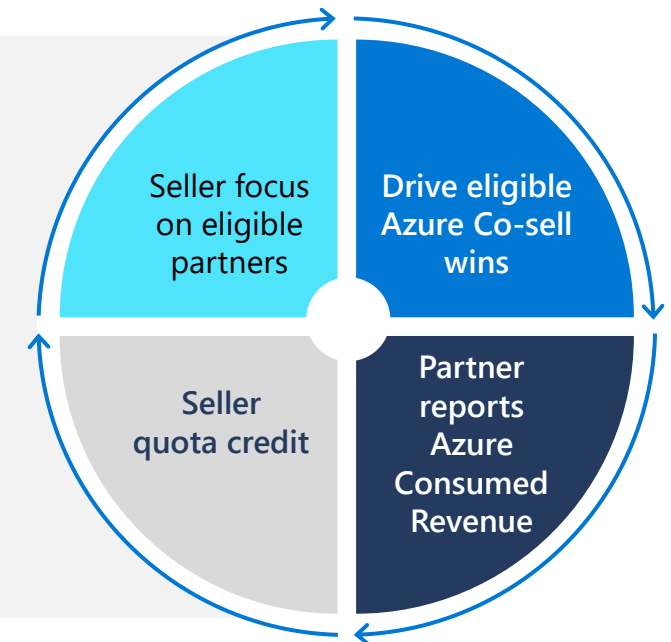


The Partner Reported Azure Consumed Revenue initiative is an exclusive joint-sales offering for focused partners with premier **Azure software-as-a-service (SaaS) solutions**.

Partner Reported Azure Consumed Revenue aligns Microsoft field incentives with actual end-customer Azure consumption to minimize channel conflict for SaaS solutions across business models, licensing, and HQ countries.

Co-sell your transactable offer and grow your business

For solutions that utilize Azure on a partner's tenant, seller compensation will be adjusted over time to match solutions deployed directly to a customer's tenant. This adjustment is based on the estimated Azure consumption of the end-customer, as reported via your inputs as a partner.



Which partners are eligible to participate in PRACR?

Updated July 2025



Partners must be at least one of the following

- Solutions Partner with a certified software designation for Azure or one of the Industry AI designations on Azure.
- Partners with current top tier benefits who have consistently reported Partner Reported Azure Consumed Revenue prior to July 1, 2025
- Legacy partners who have consistently reported Partner Reported Azure Consumed Revenue prior to July 1, 2025



Solutions partner with certified software

Certified software designation obtained after July 1, 2024:

Deals eligible for PRACR, if the approval date is April 2024 and beyond

Certified software designation certification obtained after July 1, 2025:

Deals eligible for PRACR if the approval date falls within the quarter of certification



Partners with current top tier benefits

For existing deals:

Report existing deals up to December 31, 2025. If a certified software designation is not obtained by December 31, 2025, PRACR will be discontinued for all deals starting January 1, 2026

For new deals:

Report new deals up to December 31, 2025. If a certified software designation is not obtained by December 31, 2025, PRACR will be discontinued for all deals starting January 1, 2026



Legacy or Dual Credit partners

For existing deals:

Report existing deals up to December 31, 2025. If certified software designation is not obtained by December 31, 2025, PRACR will be discontinued for all deals starting January 1, 2026

For new deals:

Attaining a certified software designation is required to be able to report PRACR for net new deals

FY26 Updates in GTM Benefits



Solutions Partner with certified software designation FY26 Go-to-Market Benefits



Unlocked through a certified software designation, these marketing benefits and resources are designed to enhance your marketing capabilities, raise awareness of your solution, and strengthen your partnership with Microsoft



[Create a partner logo, certified letter, or award in Logo Builder](#)



Solution Video

Animated 30-sec video used to generate interest and educate audience on the value prop of the offering

Audience: Customers

Use: Post to website or social posts



Solution Battle Card

2 pages that provides sellers with a focused sales guide on how to talk about the certified solution with customers

*Choose between the Solution Brief or Solution Battle Card

Audience: Sellers

Use: Prepare sellers with key information for customer meetings

OR



Solution Brief

2 pages focused on a high-level summary of the certified solution and its features and benefits for customers

*Choose between the Solution Brief or Solution Battle Card

Audience: Customers

Use: Hero asset in demand generation campaign or on website



Solution Playcards

1 page quick guide to the certified solution in a Microsoft provided template familiar to sellers

Audience: Microsoft sellers

Use: Located where sellers search for partner information

Note: Please find detailed content at aka.ms/CSDResources and for assistance reach out to CSDOps@Microsoft.com

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Solutions Partner with certified software designation



FY26 Go-to-Market Benefits Resources

GTM Benefits Summary

Solutions Partner with certified software designation
FY26 Go-to-Market Benefits

For achieving the Solutions Partner with certified software designation for your Microsoft marketplace solution, your organization is eligible for complimentary GTM benefits. These marketing benefits and resources are designed to enhance your marketing capabilities, raise awareness of your solution, and strengthen your partnership with Microsoft.

Solution Brief or on-Solution Brief Card	Solution Brief Card	Solution Playcards	Solution Video
Solution Brief: 2 pages focused on a high-level summary of the certified solution and the business benefits for customers. These benefits are the primary focus of the brief.	Solution Brief Card: 2 pages that provides sales with a focused sales guide on how to talk about the certified solution with customers. These benefits are the primary focus of the brief.	Solution Playcards: Target specific guide to the certified solution in a Microsoft marketplace solution. These benefits are the primary focus of the brief.	Solution Video: A 30-second video used to generate interest and educate customers on the value prop of the offering.
Audience: Customers Use: <ul style="list-style-type: none">• New asset in demand generation campaign• Post to company website and Azure Marketplace listing• Use in printed event handout• Sales enablement	Audience: Sales Use: <ul style="list-style-type: none">• Post to company website and Azure Marketplace listing• Train new team members with standardized information• Equip customer success teams with insights to reinforce the value of your solution	Audience: Microsoft sales Use: <ul style="list-style-type: none">• Upload to Microsoft sales enablement search for partner information for sales enablement• Share with your sales to learn how Microsoft sales use the solution	Audience: Customers Use: <ul style="list-style-type: none">• Post to company website and Azure Marketplace listing• Customer meeting talking point• Social posts, webinar campaign• Run on a loop in booth at conferences

[GTM Benefits Summary Link](#)

GTM Benefits Case Study

Become a Solutions Partner with Certified Software

The Breakthru story

Why certification

- **Credibility:** Breakthru knew that a certified software designation would give them more credibility among potential customers.
- **Visibility:** Getting certified would give Breakthru access to visibility along Microsoft sales.
- **Benefits:** Breakthru wanted to get more on-call and landing opportunities, as well as other unique benefits that came with certification.

The certification process

- **Marketplace readiness:** Breakthru knew that the marketplace listing and product effort was the value and customer service process, which resulted in over 100 positive customer reviews.
- **Technical audit:** Breakthru underwent rigorous technical audit.
- **Complete enrollment:** Once completed, the Breakthru team was able to use their Certified Software Designation on their Partner Center dashboard.

Outcomes

- **Employees:** Breakthru knew that a certified software designation would give them more credibility among potential customers.
- **Team:** Breakthru knew that a certified software designation would give them more credibility among potential customers.
- **Appointments:** Breakthru knew that a certified software designation would give them more credibility among potential customers.
- **Azure Marketplace:** Breakthru knew that a certified software designation would give them more credibility among potential customers.

Getting certified has helped increase the focus on Breakthru as a valuable partner that not only understands Microsoft's technology ecosystem but is a trusted member of it.

Don Langille
VP of Business Development
Breakthru

[GTM Benefits Case Study Link](#)

GTM Benefits Solution Brief

Get the maximum benefit of your Solutions Partner with certified software designation

Stand out with Microsoft solution badge

A certified software designation signifies that a solution has demonstrated commercial marketplace readiness, meets technical requirements for interoperability with the Microsoft Cloud, and has a proven track record of success.

Why get certified?

- Increase your visibility to Microsoft sales and customers
- Increase your credibility with Microsoft sales and customers
- Increase your ability to compete for Microsoft sales and customers
- Increase your ability to compete for Microsoft sales and customers

Maximize the benefits of certification

- Increase your visibility to Microsoft sales and customers
- Increase your credibility with Microsoft sales and customers
- Increase your ability to compete for Microsoft sales and customers
- Increase your ability to compete for Microsoft sales and customers

[GTM Benefits Summary Link](#)

GTM Benefits FAQ

Solutions Partner with certified software designation
GTM Benefits FAQ

What is a Solutions Partner with certified software designation?

A Solutions Partner with certified software designation is a company that has been certified by Microsoft to be a Solutions Partner with certified software designation.

What are the benefits of attaining certification?

- Increased visibility to Microsoft sales and customers
- Increased credibility with Microsoft sales and customers
- Increased ability to compete for Microsoft sales and customers
- Increased ability to compete for Microsoft sales and customers

What determines eligibility?

- The company must be a Solutions Partner with certified software designation
- The company must have a proven track record of success
- The company must have a proven track record of success
- The company must have a proven track record of success

Can our solution attain more than one certified software designation?

- Yes, our solution can attain more than one certified software designation
- Yes, our solution can attain more than one certified software designation
- Yes, our solution can attain more than one certified software designation
- Yes, our solution can attain more than one certified software designation

[GTM Benefits FAQ Link](#)

Disclaimer



*“Solutions Partner” refers to a company that is a member of the Microsoft AI Cloud Partner Program and may offer software, services, and/or solutions to customers. Reference to “Solutions Partner” in any content, materials, resources, web properties, etc. and any associated designation should be not interpreted as an offer, endorsement, guarantee, proof of effectiveness or functionality, a commitment or any other type of representation or warranty on the part of Microsoft. All decisions pertaining and related to your business needs including but not limited to strategies, solutions, partner selection, implementation, etc., rests solely with your business.

**A certification is (1) specific to the solution’s interoperability with Microsoft products and (2) based on self-attestation by the solution owner. Solutions are only certified as of the date the solution is reviewed. Solution functionality and capability are controlled by the solution owner and may be subject to change. The inclusion of a solution in marketplace and any such designations should not be interpreted as an offer, endorsement, guarantee, proof of effectiveness or functionality, a commitment or any other type of representation or warranty on the part of Microsoft. All decisions pertaining and related to your business needs including but not limited to strategies, solutions, partner selection, implementation, etc., rests solely with your business.