



Microsoft Partner Program Quick Reference Card

VISION

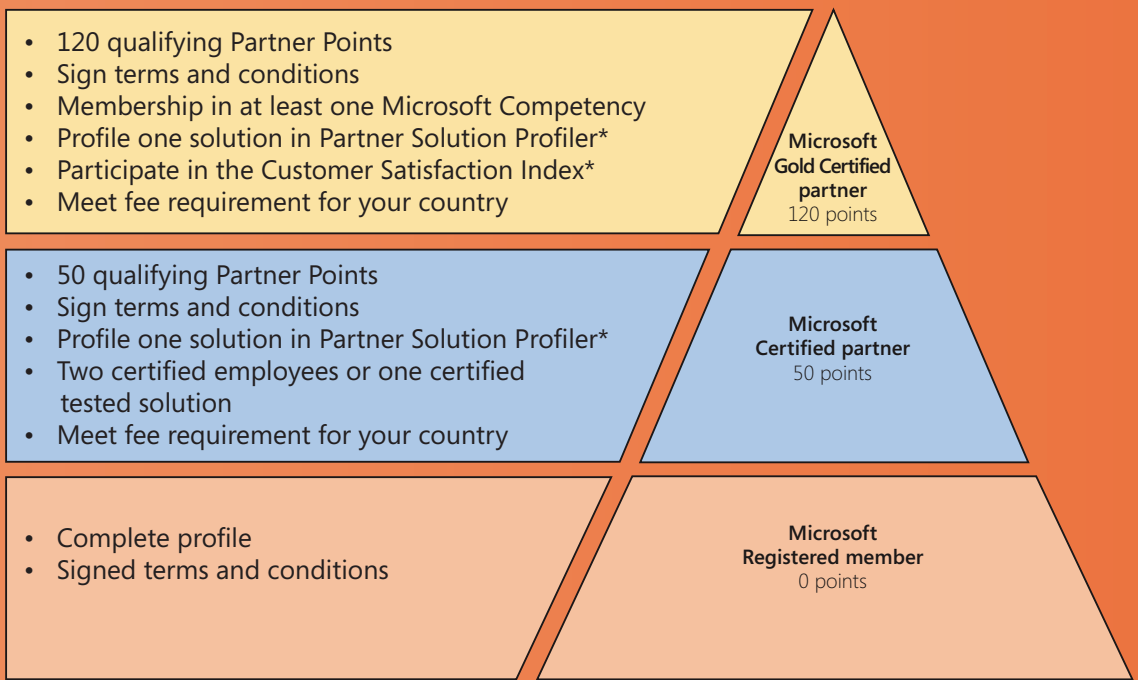
Any one partner of any type has the opportunity to, by partnering with Microsoft, extend their market reach, reduce costs, increase profitability, and deliver innovative solutions that help customers realize their business potential.

2008 Microsoft Partner Program

When partners re-enroll in the 2008 Microsoft® Partner Program, you re-enroll at the membership level you have qualified for. The Microsoft Partner Program offers three levels of membership with increasing benefits at each successive level. You can join at the level that best meets your needs and aligns with your business strategies. Your call to action is to “complete your membership requirements” prior to your re-enrollment date!

Key resources:

- [Partner Membership Center](#)
- [Re-enrollment Web Page](#)
 - [Re-enrollment Checklist](#)
 - [Program Guide](#)
 - [Profile Questions](#)



VALUE

Partners realize program value through the benefits the program delivers.

Key concepts:

- Today there are over 100 potential program benefits.
- You receive benefits based on your program level and participation.
- Benefits are incremental and cumulative as your organization moves to the higher program level.**
- Elective benefits can be purchased based on membership level and achieved competencies—many at exclusive member savings.

Key resources:

- [Program-Level Benefits](#)
- [Competency Benefits](#)
- [Microsoft Small Business Specialist Benefits](#)
- [Program Guide](#)

Sample core benefits

<p>Registered Members</p>	<p align="center">Microsoft CERTIFIED <i>Partner</i></p>	<p align="center">Microsoft GOLD CERTIFIED <i>Partner</i></p>
<ul style="list-style-type: none"> • Hands-On Labs Online • Online Tutorials • Partner Channel Builder • Return on investment (ROI) calculators • Microsoft Worldwide Partner Conference 	<ul style="list-style-type: none"> • Microsoft Certified Partner logo • Five-Pack of Professional Support Incidents • Technical Sales Assistance • Microsoft Visual Studio® 2005 Professional Edition with MSDN® Premium Subscription • Partner Solution Profiler • Demo Showcase for the People-Ready Business • Telephone-based account engagement • CSAT Index • Issue Resolution (RMtp) 	<ul style="list-style-type: none"> • Microsoft Gold Certified Partner Welcome and monthly toolkit shipments • Additional internal use software • Microsoft Gold Certified Partner logo • Microsoft Visual Studio 2005 Team Edition for Software Developers with MSDN Premium Subscription • Technical Service Coordination (TSC)

*Future requirements.

**Exceptions are Microsoft Action Pack and Empower for ISVs subscriptions.

For our partners:

Partnering with Microsoft helps you:

- **Build your business** and potentially increase profitability with benefits designed to help you build revenue, sales momentum, and prominence.
- **Reduce costs and increase operational efficiency** by using valuable software, training, and support benefits.
- **Realize your full business potential**—for you and your customers—through innovative Microsoft technologies, your relationship with Microsoft, and the worldwide partner community.

COMPETENCIES

Microsoft Competencies make it easier for you to:

- Differentiate skills and expertise to customers.
- Form closer relationships with other partners.

A competency is the simplest way for you to achieve up to 50 Partner Points and obtain the desired partner level. The following competencies are available to you for this re-enrollment period.

<p>Key concepts: A competency may have none or multiple specializations. Specializations focus on specific solution areas that recognize deeper expertise within that competency. Where specializations exist, you achieve a competency by meeting the requirements of one of the specializations.</p>	<p>Key resources:</p> <ul style="list-style-type: none"> • Competencies • Earn a Competency Guide
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Competencies	Specializations
Advanced Infrastructure Solutions	<ul style="list-style-type: none"> • Active Directory • Systems Management Solutions • Storage Solutions • Windows Desktop Deployment
Business Intelligence	<ul style="list-style-type: none"> • Business Intelligence Platform • Performance Management
Custom Development Solutions	<ul style="list-style-type: none"> • Application Infrastructure Development • Web Development • Smart Client Development
Data Management Solutions	
Hosting Solutions	
Information Worker Solutions	<ul style="list-style-type: none"> • Data Visualization • Office Solutions Development • Portals and Collaboration • Enterprise Content Management and Forms • Office Deployment • Search • Enterprise Project Management
ISV/Software Solutions	
Learning Solutions	
Licensing Solutions	<ul style="list-style-type: none"> • License Delivery • Software Asset Management
Microsoft Business Solutions	<ul style="list-style-type: none"> • Microsoft Dynamics AX • Microsoft Dynamics CRM • Microsoft Dynamics C5 • Microsoft Dynamics GP • Microsoft Dynamics NAV • Microsoft Dynamics Point of Sale • Microsoft Dynamics SL
Mobility Solutions	
Networking Infrastructure Solutions	
OEM Hardware Solutions	<ul style="list-style-type: none"> • Device Manufacturing • System Building
Security Solutions	<ul style="list-style-type: none"> • Infrastructure Security • Identity and Secure Access
SOA and Business Process	
Unified Communications Solutions	<ul style="list-style-type: none"> • IM/Presence • Messaging • Voice
Designation	
Small Business Specialist	

POINTS

Partner Points are used to recognize the depth and breadth of participation in the program and impact in the market segment.

<p>Key concepts:</p> <ul style="list-style-type: none"> • Earning Partner Points enables achievement of higher program levels. • Pool Partner Points across defined locations to earn the desired membership level. 	<p>Key resources:</p> <ul style="list-style-type: none"> • Partner Points Estimator • Program Guide
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<p>About customer references:</p> <ul style="list-style-type: none"> • Can submit: <ul style="list-style-type: none"> – Same customer company as long as each individual reference is for a different, unique project, and different customer contact is provided. – Large project can be used for more than one reference as long as the project meets the competency requirements. • Cannot submit: <ul style="list-style-type: none"> – Internal implementations. • References can only be assigned to a single competency at a time. • References earn qualifying points in the customer reference category and, at the same time, help to meet competency requirements. <p>Additional notes:</p> <ul style="list-style-type: none"> • Individuals can link their certifications to only a single location in a single organization. • Points earned toward achievement of a competency will count in their individual category, at the same time earning points in the competency category. 	Partner Point categories	Qualifying points earned / maximum	Expiration date
	Competency	30 per / 60 maximum	As long as requirements are valid
	Additional competency and designations	<ul style="list-style-type: none"> • Maximum points: 25 • SBS: 25 (5 if already have competency) • First competency: 20 (0 if already have SBS) 	<ul style="list-style-type: none"> • SBS: As long as requirements are valid • Competency bonus: As long as competency is valid
	Microsoft Certified Professionals	1-3 per MCP / 40 maximum	Varies based on test
	Customer references	2 per approved customer reference / 20 maximum	One year from date earned
	Microsoft tested products	Varies / 70 maximum earned for a single product	Test expiration date
	Microsoft Sales Performance	Varies / 60 maximum	One year from date earned
	Customer Satisfaction Surveys	Varies / 40 maximum (20 per category)	One year from date earned
	Other activities	<ul style="list-style-type: none"> • ISV: 20 / 20 maximum • WPC: 1 per attendees / three attendees maximum 	<ul style="list-style-type: none"> • ISV: Until contract expiration date • WPC: One year from date earned
	<ul style="list-style-type: none"> • CSAT Index • Metrics That Matter 		
<ul style="list-style-type: none"> • Participate in ISV Royalty Program • Attend the Microsoft Worldwide Partner Conference (WPC) 			