Microsoft

Microsoft Australia
Partner Awards 2014

Awards Guidelines

MAPA
2014

Microsoft

Awards
Guidelines

Introduction

Welcome to the Microsoft Australia Partner Awards (MAPA) 2014, presented at the Australia Partner Conference (APC) from September 2-4, 2014 in the Gold Coast. These awards celebrate the successes and innovations of the Microsoft Partner community, rewarding Partners based on Microsoft Partner Network **Competencies,** cloud technology, entrepreneurial spirit and sales excellence.

READIFY – Winner: Application Development Partner of the Year 2013

WHY ENTER MAPA?

Being recognised as a MAPA Award winner or finalist is an accolade you can use in your sales and marketing efforts to showcase your business leadership in your field. In addition to the on stage Award presentation and recognition at the Australia Partner Conference, Microsoft celebrates MAPA Award winners through media and marketing – all of which can:

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

MICROSOFT 2014 PARTNER OF THE YEAR AWARD BENEFITS INCLUDE

- Customised logos and web banners that allow you to showcase your company as an esteemed Microsoft Partner (for both winners and finalists).
- Custom public relations templates to help promote your award status (for both winners and finalists).
- Recognition collateral to help celebrate your success.
- Congratulatory letters from Microsoft Australia's General Manager.
- Photo opportunities with key Microsoft executives at APC.
- Winners are announced and recognised during keynote presentations at the Australia Partner Conference in the Gold Coast
- Winners are also invited to an exclusive awards celebration during APC. The event is a unique opportunity to network with Microsoft executives in specific business areas and strengthen relationships with Microsoft business groups.

START PREPARING YOUR NOMINATIONS TODAY

Use this award guidelines document to preview all of the 2014 award categories and questions and to fully prepare your entry offline.

The 2014 MAPA Submission Tool opens on May 1, 2014 at 12:01 A.M. Australian Eastern Standard Time and closes at 11:59 P.M. Australian Eastern Standard Time on June 5, 2014.

You can access the Awards Submission Tool **here.** The deadline is firm so please allow yourself plenty of time in case you encounter any uploading issues.

INSTRUCTIONS FOR PREPARING AWARD NOMINATIONS

Prepare your Microsoft Australia Partner Award 2014 nominations by following these three steps.

Step 1: Review the **Official Award Rules and Regulations, Frequently Asked Questions (FAQ),** and **Award Winning Entry Guidance** from Judges before selecting the categories and preparing your nominations.

Step 2: Ensure that your organisation is eligible for that Award. If it asks for a specific Microsoft competency achievement, make sure you are fully eligible to nominate.

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

- To jump directly to a specific Award within this document, go to the **Table of Contents** and CTRL+click on the Award you wish to view.
- Be sure to read all of the eligibility requirements and questions for your chosen awards.
- When the **Award Submission Tool opens on May 1, 2014 at 12:01 A.M. Australian Eastern Standard Time** you can nominate your organisation for an Award by answering the questions provided. All responses are limited to 5,000 characters (spaces included) for each question. We recommend you have your submission finalised, edited and ready to submit offline before you begin the upload process using the Awards Submission Tool.

Step 4: Submit your nominations via the **Awards Submission Tool** – accessible **here** - when it **opens on May 1, 2014.** A step-by-step tutorial (PDF) is located **here**.

- All final nominations must be submitted by 11:59 P.M. Australian Eastern Standard Time on June 5, 2014. No extensions will be granted.
- You may submit multiple Award nominations via the **Awards Submission Tool,** but each must be submitted individually.
- Nominations must be written in English.
- Improperly submitted nominations or incomplete nominations will not be judged.

Questions? Please send an email to **MAPA 2014** and allow 48 hours for a response.

Microsoft

APPLICATION DEVELOPMENT PARTNER OF THE YEAR

The Application Development Partner of the Year Award recognises exceptional innovation from an application development Partner furthering Microsoft's Partner-driven platform vision and delivering innovative customer solution that are Device & Cloud Services driven.

The winning nomination will demonstrate innovation, competitive differentiation and customer value, while showcasing the benefits of building applications on the Microsoft platform and leveraging the Microsoft Partner Network. Additional points will be scored for solutions that deliver Microsoft Azure cloud based services via a Windows 8 device experience.

Eligibility:

- Be a Microsoft **Application Development Competency** Partner, or be a Partner with one of the following competencies earned through the application track:

  - Application Integration
  - Business Intelligence
  - Data Platform
  - Collaboration and Content
  - Communications
  - Messaging
  - Customer Relationship Management
  - Enterprise Resource Planning

- Have a current **Microsoft Pinpoint** directory listing or Microsoft Store (Windows 8 or Windows Phone) application listing.

- Should have at least one customer case study publically available showing some success.

Questions:

1. Please list the following details regarding the customer organisation:

    a. Customer Name

    b. Customer Email

    c. Number of PC's in customer organisation (select one option):

    - 10-49 PC's
    - 50-99 PC's
    - 100-500 PC's
    - 500-1000 PC's
    - >1000 PC's
    - >5000 PC's

    d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

2. Please describe your solution:

    a. What does the solution do?

    b. Which Microsoft technologies/products did you use? (Additional points will be scored for solutions that deliver Microsoft Azure cloud based services via a Windows 8 device experience).

    c. Which technologies/products are the "hero(s)" of the solution?

    d. Is this a Multi-Site solution?

    e. How many people are using this solution? What are their roles?

    f. Is the solution complete? If so, when was the deployment completed?

3. What specific customer opportunity, challenge(s) and problem(s) does your solution solve? Please identify:

    a. The customer's business challenge or problem

    b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

    c. The contrast between the customers' before and after scenarios

    d. Metrics (cost savings, time/labour savings, performance gained, etc.)

4. What key benefits and success metrics of your solution/service have been realised? Please list the top 5 benefits of the solution for the customer.

5. How did your solution/service help your own organisation win and grow your business? (Examples: new roles, functions, capabilities)

6. Are there any issues we should know about?

Microsoft

BUSINESS INTELLIGENCE PARTNER OF THE YEAR

The Business Intelligence Partner of the Year Award recognises a Partner who has delivered a Business Intelligence solution based on the Microsoft Business Intelligence platform.

The winning solution will have augmented a customer's resources with self-service analysis and enabled the customer to make more aligned and informed decisions with better team collaboration. The solution must be based on the Microsoft Business Intelligence platform, including, but not limited to, the latest versions of Microsoft SQL Server, SharePoint, Excel and/or Power BI.

Eligibility:

• Be a Microsoft **Business Intelligence Competency** Partner.

• Have a current **Microsoft Pinpoint** directory listing.

• Should have at least one customer case study publically available showing some success.

Questions:

1. Please list the following details regarding the customer organisation:

    a. Customer Name

    b. Customer Email

    c. Number of PC's in customer organisation (select one option):

     • 10-49 PC's
     • 50-99 PC's
     • 100-500 PC's
     • 500-1000 PC's
     • >1000 PC's
     • >5000 PC's

    d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

2. Please describe your solution:

    a. What does the solution do?

    b. Which Microsoft technologies/products did you use?

    c. Which technologies/products are the "hero(s)" of the solution?

    d. Is this a Multi-Site solution?

    e. How many people are using this solution? What are their roles?

    f. Is the solution complete? If so, when was the deployment completed?

3. What specific customer opportunity, challenge(s) and problem(s) does your solution solve? Please identify:

    a. The customer's business challenge or problem

    b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

    c. The contrast between the customers' before and after scenarios

    d. Metrics (cost savings, time/labour savings, performance gained, etc.)

4. What key benefits and success metrics of your solution/service have been realised? Please list the top 5 benefits of the solution for the customer.

5. How did your solution/service help your own organisation win and grow your business? (Examples: new roles, functions, capabilities)

6. Are there any issues we should know about?

Microsoft

CITYNEXT PARTNER OF THE YEAR

The Microsoft CityNext Partner of the Year Award recognises Partners who can showcase how their solutions built on, or with Microsoft technology, can address the most pressing challenges for cities and help them do "more with less".

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

Microsoft and its Partners, working together, can offer cities a standards-based, shared-services approach across core workloads, providing streamlined management, enhanced security and cost savings. This approach can also yield insights and information that enable better trend analysis, richer predictive modelling and more effective real-time decisions.

The Microsoft platform provides a connected foundation for cities to build on, utilising your solutions and apps across eight core city functional solution areas:

1) Government Administration
2) Public Safety & Justice
3) Health & Social Services
4) Education
5) Transportation
6) Buildings, Infrastructure and Planning
7) Energy & Water
8) Tourism, Recreation & Culture.

Within these functional areas are 50 different scenarios (e.g., City Dashboard, Neighbourhood Management, Smart Grids) that present opportunities for cities to address challenges, spur economic growth and transform where they work and live.

Eligibility:

Partners will need to have enrolled in the Microsoft CityNext initiative by May 30th, 2014 in order to be eligible. Requirements include:

• Enrolment in the Microsoft Partner Network with a silver or gold competency

• Have a current **Microsoft Pinpoint** directory listing

• Have at least two (2) CityNext-related customer stories that they can refer to showcasing use of Microsoft technology

Any questions about how to enrol can be addressed to **cnxtptnr@microsoft.com** or via **www.yammer.com/pex**

Questions:

1. Please list the following details regarding the customer organisation:

   a. Customer Name

   b. Customer Email

   c. Number of PC's in customer organisation (select one option):
      • 10-49 PC's
      • 50-99 PC's
      • 100-500 PC's
      • 500-1000 PC's
      • >1000 PC's
      • >5000 PC's

   d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

2. Please describe your solution:

   a. What does the solution do?

   b. Which Microsoft technologies/products did you use?

   c. Which technologies/products are the "hero(s)" of the solution?

   d. Is this a Multi-Site solution?

   e. How many people are using this solution? What are their roles?

   f. Is the solution complete? If so, when was the deployment completed?

3. What specific customer opportunity, challenge(s) and problem(s) does your solution solve?

Please identify:

   a. The customer's business challenge or problem

   b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

   c. The contrast between the customers' before and after scenarios

   d. Metrics (cost savings, time/labour savings, performance gained, etc.)

4. What key benefits and success metrics of your solution/service have been realised? Please list the top 5 benefits of the solution for the customer.

5. How did your solution/service help your own organisation win and grow your business? (Examples: new roles, functions, capabilities)

6. Are there any issues we should know about?

Microsoft

CLOUD: PACKAGED SOLUTIONS PARTNER OF THE YEAR

The Cloud Partner of the Year: Packaged Solutions Award honours a Partner that has successfully scaled out its cloud practice by packaging two or more Microsoft cloud solutions (e.g. Windows Azure, Office 365, Windows Intune, Dynamics CRM, etc.) with its solutions into a complete customer offering, solving an end customer challenge.

The Partner must have built out a repeatable solution which targets new cloud customers. The winning nomination will demonstrate innovation, competitive differentiation and customer value that resulted in a profitable business while showcasing the benefits of using Microsoft Cloud services.

Eligibility:

- Be a Microsoft Partner; required to have **Cloud Accelerate** (CA) OR be an Azure Circle Partner OR Gold Competency status.

- Have a current **Microsoft Pinpoint** directory listing.

- Should have at least one customer case study publically available showing some success.

Questions:

1. Please list the following details regarding the customer organisation:

    a. Customer Name

    b. Customer Email

    c. Number of PC's in customer organisation (select one option):

      • 10-49 PC's
      • 50-99 PC's
      • 100-500 PC's
      • 500-1000 PC's
      • >1000 PC's
      • >5000 PC's

    d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

2. Please describe your solution:

    a. What does the solution do?

    b. Which Microsoft technologies/products did you use?

    c. Which technologies/products are the "hero(s)" of the solution?

    d. Is this a Multi-Site solution?

    e. How many people are using this solution? What are their roles?

    f. Is the solution complete? If so, when was the deployment completed?

3. What specific customer opportunity, challenge(s) and problem(s) does your solution solve?

Please identify:

    a. The customer's business challenge or problem

    b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

    c. The contrast between the customers' before and after scenarios

    d. Metrics (cost savings, time/labour savings, performance gained, etc.)

4. What key benefits and success metrics of your solution/service have been realised? Please list the top 5 benefits of the solution for the customer.

5. How did your solution/service help your own organisation win and grow your business? (Examples: new roles, functions, capabilities)

6. Are there any issues we should know about?

COLLABORATION AND CONTENT PARTNER OF THE YEAR

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

- Content Management solutions that increase customers' employee productivity, simplify their access to information and people, maximise their ability to share and use a variety of documents, and enable a more efficient and effective workforce. Typical solutions will have leveraged one or more of the following capabilities: OneDrive (formally known as SkyDrive), document management, records management, eDiscovery, content workflow, LOB connectivity, intranet portals. Other key considerations include leveraging collaborative solutions such as business value consulting, change management, architectural design, or digital asset management.

- Search solutions that effectively and efficiently support complex searches and provide search-driven experiences across disparate content sources. Solutions should have increased either a customer's revenue or employee productivity by creating engaging, search-driven experiences, which have helped them monetise their online assets, enhanced their employees' productivity, and saved costs by using advanced search functionality, analytics, and behaviour tracking for internal and external facing sites.

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

Eligibility:
- Be a Microsoft **Collaboration and Content Competency** Partner.
- Have a current **Microsoft Pinpoint** directory listing.
- Should have at least one customer case study publically available showing some success.
- Solution was built/deployed with SharePoint 2013 or SharePoint Online.

Questions:
1. Please list the following details regarding the customer organisation:

    a. Customer Name

    b. Customer Email

    c. Number of PC's in customer organisation (select one option):

      - 10-49 PC's
      - 50-99 PC's
      - 100-500 PC's
      - 500-1000 PC's
      - >1000 PC's
      - >5000 PC's

    d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

2. Please describe your solution:

    a. What does the solution do?

    b. Which Microsoft technologies/products did you use?

    c. Which technologies/products are the "hero(s)" of the solution?

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Microsoft

COMMUNICATIONS PARTNER OF THE YEAR

The Communications Partner of the Year Award recognises Partners with a proven expertise in Microsoft Communications solutions from consumers to enterprise.

The nomination is open for all Communications competency Partners involved in driving greater Lync and Skype connectivity through building software and applications, enabling Lync deployments, and supporting the support connectivity between consumer and small businesses with Skype to enterprise scale deployments through Lync.

Partner nominations should also highlight the significant impact their solutions have on delivering end-to-end Lync solutions through technology innovation, support, and network assessment to enhance how people communicate and collaborate, using Lync Online, managed, and hosted services to deliver significant impact to customers with clear metrics around customer return on investment. Successful entries will demonstrate how solutions solve customer business challenges and win against competition.

Eligibility:

- Be a **Microsoft Communications Competency** Partner.

- Have a current **Microsoft Pinpoint** directory listing.

- Should have at least one customer case study publically available showing some success.

Questions:

1. Please list the following details regarding the customer organisation:

   a. Customer Name

   b. Customer Email

   c. Number of PC's in customer organisation (select one option):

   • 10-49 PC's
   • 50-99 PC's
   • 100-500 PC's
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   • >1000 PC's
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2. Please describe your solution:

   a. What does the solution do?

   b. Which Microsoft technologies/products did you use?

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Microsoft

CUSTOMER RELATIONSHIP MANAGEMENT
(CRM) PARTNER OF THE YEAR

The CRM Partner of the Year Award recognises a Partner that has excelled in providing innovative and unique sales, services, solutions, and/or support based on Microsoft Dynamics CRM.

Successful entrants for this award will demonstrate consistent, high-quality, predictable service to Microsoft Dynamics customers that helps to ensure significant business benefits for customers from their Microsoft Dynamics CRM investments. Successful entrants will also demonstrate business leadership and success with strong growth in new customer additions and revenue; while maintaining and growing their existing customer base.

Eligibility:

* Be a registered, active Microsoft **Dynamics CRM** CSA/MOSPA Partner.

* Be a Microsoft **Dynamics Customer Relationship Management Competency** Partner.

* Be listed in the Microsoft Dynamics Marketplace, if applicable.

* Should have at least one customer case study publically available showing some success.

Questions:

1. Please list the following details regarding the customer organisation:

   a. Customer Name

   b. Customer Email

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5. How did your solution/service help your own organisation win and grow your business? (Examples: new roles, functions, capabilities)

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Microsoft

DATA PLATFORM PARTNER OF THE YEAR

The Data Platform Partner of the Year Award recognises a Partner that delivers an outstanding solution based on the Microsoft Data Platform.

The winning nomination will have empowered a customer with a solution that takes advantage of the leading capabilities of the data platform for mission critical applications with a focus on high availability, performance or high scale or hybrid applications using Microsoft's cloud data services. The solution must use premium editions of Microsoft SQL Server in a mission-critical environment or in conjunction with Windows Azure SQL Database.

Eligibility:

- Be a Microsoft **Data Platform Competency** Partner.

- Have a current **Microsoft Pinpoint** directory listing.

- Should have at least one customer case study publically available showing some success.

Questions:

1. Please list the following details regarding the customer organisation:

   a. Customer Name

   b. Customer Email

   c. Number of PC's in customer organisation (select one option):

   • 10-49 PC's
   • 50-99 PC's
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   d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

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   a. What does the solution do?

   b. Which Microsoft technologies/products did you use?

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   a. The customer's business challenge or problem

   b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

   c. The contrast between the customers' before and after scenarios

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DATACENTRE PARTNER OF THE YEAR

The Datacentre Partner of the Year Award recognises a Partner that delivers value to customers through innovative management and virtualisation solutions (desktop or server).

The solution enables customers to save costs (not sure the highlighted part makes sense – should it be a demonstration of cost savings?), increase availability, and improve the agility of an organisation's IT infrastructure. The winning solution will use the Microsoft suite of virtualisation and system management products, technologies, and solution accelerators, including, but not limited to:

Virtualisation (at least one):
- Windows Server 2012 R2
- Microsoft Hyper-V Server 2012 R2
- Windows Server 2012
- Hyper-V Server 2012
- Windows Azure Infrastructure Services
- Microsoft Virtual Desktop Infrastructure (VDI) Suite
- Microsoft Enterprise Desktop Virtualisation (MED-V)
- Remote Desktop Services
- Microsoft Application Virtualisation

AND

Server Management (at least one):
- Microsoft System Center 2012
- Microsoft System Center 2012 R2
- System Center Configuration Manager 2012
- System Center Configuration Manager 2012 R2
- Windows InTune
- Windows Azure Active Directory Services

If your solution has dramatically transformed a customers' IT infrastructure, resulting in lower operational costs, reduced capital expenditures, and improved overall service levels, then self-nominate for this award and showcase your ability to solve complex customer challenges.

Eligibility:
- Be a Microsoft **Virtualisation Competency** Partner or **Server Platform Competency** Partner
- Have a current **Microsoft Pinpoint** directory listing.
- Should have at least one customer case study publically available showing some success.

Questions:

1. Please list the following details regarding the customer organisation:

   a. Customer Name

   b. Customer Email

   c. Number of PC's in customer organisation (select one option):
   - 10-49 PC's
   - 50-99 PC's
   - 100-500 PC's
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   d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

2. Please describe your solution:

   a. What does the solution do?

   b. Which Microsoft technologies/products did you use?

   c. Which technologies/products are the "hero(s)" of the solution?

   d. Is this a Multi-Site solution?

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   f. Is the solution complete? If so, when was the deployment completed?

3. What specific customer opportunity, challenge(s) and problem(s) does your solution solve? Please identify:

   a. The customer's business challenge or problem

   b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

   c. The contrast between the customers' before and after scenarios

   d. Metrics (cost savings, time/labour savings, performance gained, etc.)

4. What key benefits and success metrics of your solution/service have been realised? Please list the top 5 benefits of the solution for the customer.

5. How did your solution/service help your own organisation win and grow your business? (Examples: new roles, functions, capabilities)

6. Are there any issues we should know about?

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DEVICES AND DEPLOYMENT PARTNER OF THE YEAR

The Devices and Deployment Partner of the Year Award recognises a Partner serving enterprise and midmarket, with proven expertise in helping customers modernise their desktop environments. This includes adopting tablets, upgrading to the Windows 8 platform and deploying the necessary technology to provide users with a truly flexible and mobile work style.

Partners looking to win this award would have delivered true business value to customers, by helping them simplify their processes, improve their management and deploy new device types.

Partners self-nominating for this award should have successfully deployed Microsoft technologies with Windows 8 or 8.1, Microsoft Desktop Optimisation Pack (MDOP), Windows Internet Explorer 10 or higher, Microsoft Office 2013 / Office 365, and other supporting technologies such as Microsoft System Center, Windows Server, Windows Intune and Desktop Virtualisation technologies.

Eligibility:

• Be a Microsoft **Devices and Deployment Competency** Partner

• Have a current **Microsoft Pinpoint** directory listing

• Must have deployed Windows 8 / Windows 8.1, either through new devices or OS upgrades.

• Should have at least one customer case study publically available showing some success.

Questions:

1. Please list the following details regarding the customer organisation:

   a. Customer Name

   b. Customer Email

   c. Number of PC's in customer organisation (select one option):

   • 10-49 PC's
   • 50-99 PC's
   • 100-500 PC's
   • 500-1000 PC's
   • >1000 PC's
   • >5000 PC's

   d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

2. Please describe your solution:

   a. What does the solution do?

   b. Which Microsoft technologies/products did you use?

   c. Which technologies/products are the "hero(s)" of the solution?

   d. Is this a Multi-Site solution?

   e. How many people are using this solution? What are their roles?

   f. Is the solution complete? If so, when was the deployment completed?

3. What specific customer opportunity, challenge(s) and problem(s) does your solution solve?

Please Identify:

   a. The customer's business challenge or problem

   b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

   c. The contrast between the customers' before and after scenarios

   d. Metrics (cost savings, time/labour savings, performance gained, etc.)

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5. How did your solution/service help your own organisation win and grow your business? (Examples: new roles, functions, capabilities)

6. Are there any issues we should know about?

Microsoft

DISTRIBUTOR PARTNER OF THE YEAR

The winning nomination for the Distributor Partner of the Year award will show:

- Innovation, demonstrated by the distributor who has taken the most creative, yet effective approach to capitalise on new or maximise existing business opportunities.

- Sales leadership, as shown by specific examples of efforts done jointly with Microsoft at the executive and business development levels to build a deeper Partnership.

- Execution excellence, as defined by effectively activating and enabling resellers to sell and providing a high level of customer satisfaction while delivering strong business results.

Eligibility:

Partners eligible for this award include any Microsoft wholesale distributor with a current

- Microsoft Channel Agreement (Full Packaged Product (FPP), Volume Licensing, Channel
- Developer, or Value Added Distributor) or Microsoft Original Equipment Manufacturer (OEM)
- Distributor Channel Agreement.

For consideration, Distributors should submit specific examples across the three areas of innovation, sales leadership, and execution to prove best-in-class impact on mutual reseller Partners.

Questions:

1. Please list the following details regarding the customer organisation:

   a. Customer Name

   b. Customer Email

   c. Number of PC's in customer organisation (select one option):

   - 10-49 PC's
   - 50-99 PC's
   - 100-500 PC's
   - 500-1000 PC's
   - >1000 PC's
   - >5000 PC's

   d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

2. Please describe your solution:

   a. What does the solution do?

   b. Which Microsoft technologies/products did you use?

   c. Which technologies/products are the "hero(s)" of the solution?

   d. Is this a Multi-Site solution?

   e. How many people are using this solution? What are their roles?

   f. Is the solution complete? If so, when was the deployment completed?

3. What specific customer opportunity, challenge(s) and problem(s) does your solution solve? Please identify:

   a. The customer's business challenge or problem

   b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

   c. The contrast between the customers' before and after scenarios

   d. Metrics (cost savings, time/labour savings, performance gained, etc.)

4. What key benefits and success metrics of your solution/service have been realised? Please list the top 5 benefits of the solution for the customer.

5. How did your solution/service help your own organisation win and grow your business? (Examples: new roles, functions, capabilities)

6. Are there any issues we should know about?

Microsoft

EDUCATION PARTNER OF THE YEAR

The Education Partner of the Year Award recognises a Partner organisation that excels at providing innovative and unique services or solutions based on Microsoft technologies to education customers.

The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to education customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging Microsoft technology such as Windows 8 UI Apps, Office 365 for Education, Exchange Online, and Windows Azure in addition to the Windows Phone platform.

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

Eligibility:

• Enrolment in the Microsoft Partner Network

• Have a current **Microsoft Pinpoint** directory listing

Questions:

1. Please list the following details regarding the customer organisation:

   a. Customer Name

   b. Customer Email

   c. Number of PC's in customer organisation (select one option):

   • 10-49 PC's
   • 50-99 PC's
   • 100-500 PC's
   • 500-1000 PC's
   • >1000 PC's
   • >5000 PC's

   d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

2. Please describe your solution:

   a. What does the solution do?

   b. Which Microsoft technologies/products did you use?

   c. Which technologies/products are the "hero(s)" of the solution?

   d. Is this a Multi-Site solution?

   e. How many people are using this solution? What are their roles?

   f. Is the solution complete? If so, when was the deployment completed?

3. What specific customer opportunity, challenge(s) and problem(s) does your solution solve? Please identify:

   a. The customer's business challenge or problem

   b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

   c. The contrast between the customers' before and after scenarios

   d. Metrics (cost savings, time/labour savings, performance gained, etc.)

4. What key benefits and success metrics of your solution/service have been realised? Please list the top 5 benefits of the solution for the customer.

5. How did your solution/service help your own organisation win and grow your business? (Examples: new roles, functions, capabilities)

6. Are there any issues we should know about?

ENTERPRISE PARTNER OF THE YEAR AWARD

The Microsoft Enterprise Partner of the Year award recognises the solution Partner who has demonstrated outstanding commitment and results in driving new business growth, adoption and deployment of Microsoft solutions into the Enterprise customer base.

The winning Partner must have demonstrated: strong Partner solution plan (PSP) execution; delivery of robust solutions into the Enterprise customer segment, including industry-based solutions and competitive showcase wins; business alignment to Microsoft through continued investments in sales and technical capability/ readiness; and active engagement with the Enterprise sales teams.

Eligibility:

• Be a Microsoft Partner; and have active Gold certification in one or more workloads/focus areas aligned to Partner solution plan(s).

• Have a current **Microsoft Pinpoint** directory listing.

• Executed Partner solution plan(s) within Microsoft's financial year (July 2013 to 30 June 2014).

Submission Process:

Based on Partner feedback over the past two years, this year there will be no submission process for this Award. Determination of the award will be based on the following results:

• Year-on-year growth (revenue and/or deployment) on workloads/focus areas aligned to Partner solution plans(s).

• Competitive showcase win – minimum of one.

• Minimum of 80% achievement on revenue, adoption or deployment targets, as outlined in Partner solution plans, on one or more of the following: Microsoft Business Intelligence/ Microsoft SQL Server, SQL Azure, Microsoft Dynamics CRM, Microsoft Dynamics SCM, Windows Server Hyper-V, Microsoft Office 365, Microsoft Lync Voice, Windows 8, Microsoft Office 2013.

• Industry Solution Area win – minimum of one. (Note: Industry solution win(s) must demonstrate impact/relevance of win aligned to innovation and/or competitive differentiation.)

• Reference customers or case studies for competitive win(s) and/or industry solution(s).

• Ongoing investment in Microsoft sales and technical capability and/or attendance in FY14

• Microsoft readiness programs.

Microsoft

ENTERPRISE RESOURCE PLANNING (ERP) PARTNER OF THE YEAR

The ERP Partner of the Year Award recognises a Partner that excels at providing innovative and unique sales, services, solutions, and/or support based on Microsoft Dynamics ERP – including the Dynamics AX, GP, NAV, or SL product lines.

The successful entrant for this award will have demonstrated consistent, high-quality, predictable service to Microsoft Dynamics customers, helping to ensure significant business benefits from their Microsoft Dynamics ERP investments. The successful nominee will also demonstrate business leadership and success, with strong growth in new customer additions and revenue while maintaining and growing their existing customer base.

Eligibility:

*   Be a Microsoft **Dynamics ERP** Partner

*   Be listed in the Microsoft Dynamics Marketplace

*   Should have at least one customer case study publically available showing some success.

Questions:

1. Please list the following details regarding the customer organisation:

    a. Customer Name

    b. Customer Email

    c. Number of PC's in customer organisation (select one option):

    • 10-49 PC's
    • 50-99 PC's
    • 100-500 PC's
    • 500-1000 PC's
    • >1000 PC's
    • >5000 PC's

    d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

2. Please describe your solution:

    a. What does the solution do?

    b. Which Microsoft technologies/products did you use?

    c. Which technologies/products are the "hero(s)" of the solution?

    d. Is this a Multi-Site solution?

    e. How many people are using this solution? What are their roles?

    f. Is the solution complete? If so, when was the deployment completed?

3. What specific customer opportunity, challenge(s) and problem(s) does your solution solve? Please identify:

    a. The customer's business challenge or problem

    b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

    c. The contrast between the customers' before and after scenarios

    d. Metrics (cost savings, time/labour savings, performance gained, etc.)

4. What key benefits and success metrics of your solution/service have been realised? Please list the top 5 benefits of the solution for the customer.

5. How did your solution/service help your own organisation win and grow your business? (Examples: new roles, functions, capabilities)

6. Are there any issues we should know about?

Microsoft

HARDWARE PARTNER OF THE YEAR

The Hardware Partner of the Year Award recognises a Partner who has strived to deliver innovation and has demonstrated outstanding Partnership in collaborating with Microsoft on the joint sales and delivery of high-quality solutions to our common customers.

This award recognises a Partner that proactively and consistently highlights the benefits of the Microsoft platform by delivering progressive and innovative technologies, mated to the Microsoft environment to deliver superior experiences for our customers. They acknowledge that Partnering with Microsoft is a successful strategy that drives incremental business for both.

The recipient of this award has invested resources and time in establishing infrastructure (people, processes, and technology) that enables improved collaboration and drives deep relationships with Microsoft in order to pursue and close more customer wins. Other key considerations for this award include proactive efforts to join forces with Microsoft in order to gain ground against competitors' solutions.

Eligibility:

The release of one key product, deemed by the judging committee to enhance the device market by furthering:

• Innovation.

• Industrial design and form factor.

• Increasing accessibility of our platform to more people.

• Speed to market.

The company has shown a capacity, desire and capability to Partner with Microsoft in

• Media related activities.

• Activities to market or sell to a particular segment or vertical.

• An activity to increase the sales and availability of a Microsoft preloaded product.

The award will be usable as marketing collateral by the winner to include in marketing activities, and the winner will receive digital collateral to include in their online and print material identifying them as the Microsoft Hardware Partner of the Year (Gold, Silver, Bronze award).

Questions:

1. Please list the following details regarding the customer organisation:

a. Customer Name

b. Customer Email

c. Number of PC's in customer organisation (select one option):

• 10-49 PC's
• 50-99 PC's
• 100-500 PC's
• 500-1000 PC's
• >1000 PC's
• >5000 PC's

d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

2. Please describe your solution:

a. What does the solution do?

b. Which Microsoft technologies/products did you use?

c. Which technologies/products are the "hero(s)" of the solution?

d. Is this a Multi-Site solution?

e. How many people are using this solution? What are their roles?

f. Is the solution complete? If so, when was the deployment completed?

3. What specific customer opportunity, challenge(s) and problem(s) does your solution solve? Please identify:

a. The customer's business challenge or problem

b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

c. The contrast between the customers' before and after scenarios

d. Metrics (cost savings, time/labour savings, performance gained, etc.)

4. What key benefits and success metrics of your solution/service have been realised? Please list the top 5 benefits of the solution for the customer.

5. How did your solution/service help your own organisation win and grow your business? (Examples: new roles, functions, capabilities)

6. Are there any issues we should know about?

Microsoft

HEALTH PARTNER OF THE YEAR

The Health Partner of the Year Award recognises a Partner that excels at providing innovative and unique services or solutions based on Microsoft technologies to healthcare industry customers, specifically those in the Healthcare Provider, Health Payer, Public Health and Human Services, and Life Sciences verticals.

The successful submission for this award will demonstrate industry knowledge and expertise delivering consistent, high-quality, predictable services or solutions to healthcare industry customers that improve people's health and lives through software innovation.

Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions, revenue growth, and/or innovative Partnerships to drive end-to-end solutions.

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

Eligibility:
* Enrolment in the Microsoft Partner Network
* Have a current **Microsoft Pinpoint** directory listing

Questions:
1. Please list the following details regarding the customer organisation:

   a. Customer Name

   b. Customer Email

   c. Number of PC's in customer organisation (select one option):

   • 10-49 PC's
   • 50-99 PC's
   • 100-500 PC's
   • 500-1000 PC's
   • >1000 PC's
   • >5000 PC's

   d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

2. Please describe your solution:

   a. What does the solution do?

   b. Which Microsoft technologies/products did you use?

   c. Which technologies/products are the "hero(s)" of the solution?

   d. Is this a Multi-Site solution?

   e. How many people are using this solution? What are their roles?

   f. Is the solution complete? If so, when was the deployment completed?

3. What specific customer opportunity, challenge(s) and problem(s) does your solution solve? Please identify:

   a. The customer's business challenge or problem

   b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

   c. The contrast between the customers' before and after scenarios

   d. Metrics (cost savings, time/labour savings, performance gained, etc.)

4. What key benefits and success metrics of your solution/service have been realised? Please list the top 5 benefits of the solution for the customer.

5. How did your solution/service help your own organisation win and grow your business? (Examples: new roles, functions, capabilities)

6. Are there any issues we should know about?

Microsoft

HOSTING PARTNER OF THE YEAR

The Hosting Partner of the Year Award recognises a Partner who demonstrates solution innovation and exemplary commitment to engaging with Microsoft.

Nominees for this award should document how their company and hosted solution submitted focuses on a delivering marketing leading innovation using the Microsoft Technology set within their cloud based services to create a strong customer or through partner solution which meets the cloud industry's needs. The Microsoft based solution should focus on delivering business value based on a customer's business challenge either by using technology innovation to solve a customer's issues or creating a new marketing opportunity through product innovation.

Along with demonstrating solution development and product innovation, the submission should document how the service provider chose to develop the solution to meet customers' needs and the end customer impact they have seen by Partnering with the service provider for their cloud solutions. The partner should demonstrate how they have worked closely with Microsoft. The winning nomination will show which version(s) of Microsoft product(s) the solution was built on, any third party vendors or partnerships used and how the Partner actively promoted its solution through a fully integrated marketing campaign into their target audience. The partner should demonstrate cloud scalability or potential market growth for the solution.

Eligibility:

• Be a Microsoft **Hosting Competency** Partner.

• Have a current **Microsoft Pinpoint** directory listing.

• Should have at least one customer case study publically available showing some success.

Questions:

1. Please describe your solution:

   a. What does the solution do?

   b. Which Microsoft technologies/products did you use?

   c. Which technologies/products are the "hero(s)" of the solution?

   d. How many customers are using this solution?

   e. What is the market impact of this solution?

   f. Is the solution complete? If so, when was the deployment completed?

2. What specific customer opportunity, challenge(s) and problem(s) does your solution solve? Please identify:

   a. The customer's business challenge or problem the solution solves

   b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

   c. Benefits or Metrics (cost savings, time/labour savings, performance gained, etc.)

3. If possible, please provide a customer or partner reference for the solution:

   a. Customer/Partner Name

   d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

4. What key benefits and success metrics of your solution/service have been realised? Please list the top 5 benefits of the solution for the customer or partner.

5. How did your solution/service help your own organisation win and grow your business?

6. Are there any issues we should know about?

7. In order to bring your solution to market, did you need to work with any other service providers or other vendors? Please provide details of the other partners and their contribution to your solution.

Microsoft

LEARNING PARTNER OF THE YEAR

The Learning Partner of the Year Award is for a Learning Partner that excels in providing innovative training or marketing solutions to drive skills and certification growth.

The winning submission may spotlight a new solution brought to market, a new platform, a leading-edge marketing and sales practice, or a new business model that the Partner has successfully implemented. Self-nominations should demonstrate exceptional performance in one or more of the following areas:

1. Market share shift from gray market content to Official Microsoft Learning Products

2. Leadership in driving certifications

3. Reaching net new markets

4. Significant growth in training market share

5. A unique approach to driving phenomenal customer value

The winning submission will also demonstrate alignment with advancing adoption and deployment of Microsoft technologies through training and certification. Partners must be able to show they have developed more creative ways to engage as innovative and exceptional Partners in training.

Eligibility:

• Be a Microsoft **Learning Competency** Partner.

• Have a current **Microsoft Pinpoint** directory listing.

• Should have at least one customer case study publically available showing some success.

Questions:

1. Please list the following details regarding the customer organisation:

    a. Customer Name

    b. Customer Email

    c. Number of PC's in customer organisation (select one option):

    • 10-49 PC's
    • 50-99 PC's
    • 100-500 PC's

    • 500-1000 PC's
    • >1000 PC's
    • >5000 PC's

    d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

2. Please describe your solution:

    a. What does the solution do?

    b. Which Microsoft technologies/products did you use?

    c. Which technologies/products are the "hero(s)" of the solution?

    d. Is this a Multi-Site solution?

    e. How many people are using this solution? What are their roles?

    f. Is the solution complete? If so, when was the deployment completed?

3. What specific customer opportunity, challenge(s) and problem(s) does your solution solve? Please identify:

    a. The customer's business challenge or problem

    b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

    c. The contrast between the customers' before and after scenarios

    d. Metrics (cost savings, time/labour savings, performance gained, etc.)

4. What key benefits and success metrics of your solution/service have been realised? Please list the top 5 benefits of the solution for the customer.

5. How did your solution/service help your own organisation win and grow your business? (Examples: new roles, functions, capabilities)

6. Are there any issues we should know about?

Microsoft

LICENSING SOLUTIONS PARTNERS (LSP) PARTNER OF THE YEAR

Each year at Australia Partner Conference we award the LSP of the Year Award. The Microsoft LSP of the Year Award recognises a large account reseller who has demonstrated leadership, commitment and strong financial performance driving Microsoft licensing results.

The Partner must have demonstrated exemplary financial results in Enterprise Agreements (net new EA), strong on-time EA renewal performance, and be a leading Partner in driving other annuity agreements, such as SCE (Server Cloud Enrolments) and EWA (Enrolment for Windows Azure). The winning Partner will have a proven active engagement with the Microsoft sales teams. The Partner will also have demonstrated business alignment to Microsoft and will have driven net new business to our mutual customers.

Eligibility:

- Be a Microsoft managed Partner with current Authorisation status in Australia.

- Have current **Volume Licensing Gold Competency** and be T-36 certified.

Due to Partner feedback we are not collecting submissions for this award, we will determine the award winner based on the below measurable criteria:

- New Enterprise Agreements: The number of new Enterprise Agreements signed in Australia in the fiscal year July 2013 to June 2014.

- OTR: Percentage of Enterprise Agreements renewals renewed on time

- True Up: Percentage of True Up placed on time

- SCE/EWA Number of net new SCE and EWA agreements.

- Operational Efficiency: Percentage of accurate orders placed on APOC.

- Readiness: Attendance at Microsoft training and business review sessions.

- Revenue VTT: Performance against revenue targets.

Microsoft

SMALL BUSINESS PARTNER OF THE YEAR

The Small Business Partner of the Year Award honours Partners showcasing excellence in providing innovative, cost effectiveness & enterprise-class technology product(s), services & support to small business customers (1–50 PCs, up to approximately 100 employees).

The winning award entry will demonstrate expertise and proven capability to meet small business customer needs in a cost-effective, sustainable and scalable way. The entry will be evaluated for:

- Partner offering (including any services) to be repeatable, and cost-effectiveness with business value add for the small business customer.

- Ability of the Partner to reach small business customers at scale with innovation on speed of sales, pricing, value-add enhancements & delivery model optimised for rapid deployment.

This award will consider business model attributes, customer references and/or case studies as well as success in scaling sales & support for small business customers. Additional considerations will be given to Partners that have transformed their business to include Microsoft Cloud offerings (Office 365, Azure, Intune, CRM online etc.).

Eligibility:
- Be enrolled in the Microsoft **Small Business Competency** or be a Microsoft **Action Pack Subscriber**

- Have a current **Microsoft Pinpoint** directory listing.

Questions:

1. Please list the following details regarding the customer organisation:

   a. Customer Name

   b. Customer Email

   c. Number of PC's in customer organisation (select one option):

   • 10-49 PC's
   • 50-99 PC's
   • 100-500 PC's
   • 500-1000 PC's
   • >1000 PC's
   • >5000 PC's

   d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

2. Please describe your solution:

   a. What does the solution do?

   b. Which Microsoft technologies/products did you use?

   c. Which technologies/products are the "hero(s)" of the solution?

   d. Is this a Multi-Site solution?

   e. How many people are using this solution? What are their roles?

   f. Is the solution complete? If so, when was the deployment completed?

3. What specific customer opportunity, challenge(s) and problem(s) does your solution solve? Please identify:

   a. The customer's business challenge or problem

   b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

   c. The contrast between the customers' before and after scenarios

   d. Metrics (cost savings, time/labour savings, performance gained, etc.)

4. What key benefits and success metrics of your solution/service have been realised? Please list the top 5 benefits of the solution for the customer.

5. How did your solution/service help your own organisation win and grow your business? (Examples: new roles, functions, capabilities)

6. Are there any issues we should know about?

Microsoft

SOFTWARE ASSET MANAGEMENT (SAM) PARTNER OF THE YEAR

The Software Asset Management (SAM) Partner of the Year Award recognises a partner that has consistently delivered comprehensive SAM solutions with a focus on proactive assistance that enables customers to adopt and implement SAM best practices. The successful entry will include detailed descriptions of consulting engagements that resulted in outstanding customer satisfaction and will outline how these engagements have helped customers strategically implement SAM. It will also provide measurable results that were obtained, along with appropriate supporting customer evidence documentation. Entries that showcase examples with long-term SAM benefits for customers will be scored higher.

Eligibility:

·   Be active in the Microsoft **Software Asset Management Competency**

·   Have a current **Microsoft Pinpoint** directory listing, if applicable

Questions:

1. Please list the following details regarding the customer organisation:

    a. Customer Name

    b. Customer Email

    c. Number of PC's in customer organisation (select one option):

    · 10-49 PC's
    · 50-99 PC's
    · 100-500 PC's
    · 500-1000 PC's
    · >1000 PC's
    · >5000 PC's

    d. Confirmation the customer is aware of this submission and willing to participate? (Yes/No)

2. Please describe your solution:

    a. What does the solution do?

    b. Which Microsoft technologies/products did you use?

    c. Which technologies/products are the "hero(s)" of the solution?

    d. Is this a Multi-Site solution?

    e. How many people are using this solution? What are their roles?

    f. Is the solution complete? If so, when was the deployment completed?

3. What specific customer opportunity, challenge(s) and problem(s) does your solution solve? Please identify:

    a. The customer's business challenge or problem

    b. The business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)

    c. The contrast between the customers' before and after scenarios

    d. Metrics (cost savings, time/labour savings, performance gained, etc.)

4. What key benefits and success metrics of your solution/service have been realised? Please list the top 5 benefits of the solution for the customer.

5. How did your solution/service help your own organisation win and grow your business? (Examples: new roles, functions, capabilities)

6. Are there any issues we should know about?