

Moving to the next level

How to make the most of
your Microsoft partnership



Get more from your partnership with Microsoft

As a Microsoft partner,
you're making the fourth
industrial revolution
happen. You're improving
the way people live and
work through digital
transformation.

A partnership that is strong, collaborative, and creative is important
for you, for us, and for the world at large.

We want to help you make the most of being a Microsoft partner
by taking advantage of all the benefits on offer. We want to help
you turn those benefits into value for your customers.

And we believe that developing your relationship with us and with
your fellow partners is the best way of expanding your business
potential. So, when the time is right to advance to the next level in
your journey, we'll be there to support you.

Get more from your business

Moving to the next level

We're constantly evolving



The Microsoft Partner Network is a fast-paced and exciting place to be. You can make it even more so. Because there's more to it than you may realise.

Use the benefits available to you to improve your revenue. Make the most of the latest partner opportunities and turn them into exciting new income streams. And team up with others in the network to create broader solutions with bigger potential.

There are some huge opportunities right now for partners. They include helping customers take advantage of:

- Migrating to the cloud
- Driving big data insights
- The internet of things
- Security, information protection, and GDPR compliance
- Virtual desktop infrastructure
- Enterprise web and mobile apps

Why not tap into these opportunities with Microsoft solutions? Then watch your business grow.

Be part of it

Moving to the next level

Better solutions



Build new apps, practices, and managed services by including the latest Microsoft solutions into your business model – with support from us. For example, why not:

Add value to your customers with **Microsoft 365**. You can work together on modernising their workplaces; restoring lost productivity; and boosting creativity and teamwork in their offices. You can also help them stay safe from cyberattacks and comply with the General Data Protection Regulation (GDPR).

Change how your customers do business with **Microsoft Dynamics 365**. Optimise their CRM and ERP systems by breaking down the silos between them. Help them capture new business opportunities with powerful, intelligent applications. Applications that work great on their own, and even better together.

Deliver superior solutions to your customers with **Microsoft Azure**. Provide end-to-end applications quickly, easily and efficiently, on a safe and secure cloud platform. Help customers improve their systems and infrastructure, reduce IT costs, and detect and eliminate threats before they become an issue.

Expanding your offerings like this will enable you to reach more customers. You'll also build better, more lasting relationships with existing ones.

Next, why not take the next big step in your Microsoft journey: attaining competencies in a variety of specialised areas. That way you can prove the strength of your offerings and your expertise. And you'll underline your commitment to quality solutions.

Learn more:

**Add a New
Microsoft Practice**
Find out more ►

**Attain a
Competency**
Find out more ►

Three ways to partner with us

Our various membership tiers come with increasing benefits and resources, all designed to help grow your business. Even if you're not ready to step up to the next level quite yet, you can prepare yourself right now by building an action plan for the future.

1. Network Member

When you join, free, as a network member, you'll receive all the following resources at no cost:

- Partner-ready marketing materials.
- Business planning templates.
- Access to training, support, and networking opportunities.
- A demo of Office 365 to use within your business.

2. Action Pack Partner

Become an action pack partner. An annual subscription of just £350 enables you to build your Microsoft practice with the help of:

- Free software to run your business and test your ideas.
- World-class developer tools to build apps for a variety of platforms.
- Training on core Microsoft technologies, plus pre-sales and post-sales support.
- Networking and marketing materials and opportunities.

3. Competency Partner

Join our elite tier of partners. It's an effective way of showing your proven expertise in delivering specialised solutions. A competency partnership includes all the benefits of the other levels, plus:

- More software and developer tools. Use these to enhance your customer offerings.
- Increased training, technical advisory hours, and product support. With these, you'll be able to offer your customers even more expert help.
- Unlimited signature support for cloud competencies. They'll help keep your customers' services operating smoothly.
- Prioritised listing with competency designation in our Microsoft Referrals marketplace. It's an effective way of helping you reach more customers.

Silver: £1,300 annual fee¹

- 3 customer references
- 1 business focused competency assessment
- 1 technical professional to pass technical exam/assessment or both

Gold: £3,100 annual fee¹

- 5 customer references
- 2 business focused competency assessments
- 2 technical professionals to pass technical exam/assessment or both

¹Requirements vary depending on the competency that you are looking to attain.

Choose what works for you

Moving to the next level

Here's how we help



Our [various membership tiers](#) come with increasing benefits and resources, all designed to help grow your business. Even if you're not ready to step up to the next level quite yet, you can prepare yourself right now by building an action plan for the future.

Your [partner summary report](#) will give a clear view of where you are in your Microsoft journey, and how to take the next step.

If you decide to attain a cloud competency, it's worth enrolling in the [Cloud Enablement Desk](#) to get access to a cloud programme specialist for 6 months. They will guide you through the process, and will provide you with appropriate business and technical resources along the way.

Get 5, 20, or 50 hours of [technical support](#) according to your level of membership. The support includes remote guidance that's relevant to you on developing, selling, and deploying cloud and hybrid solutions.

**Online Content,
Resources, and Tools**
[Find out more ▶](#)

Membership Tiers
[Find out more ▶](#)

**Partner Summary
Report**
[Find out more ▶](#)

Technical Support
[Find out more ▶](#)

Here's how we help

Continued

Expand your knowledge by attending the latest UK training events on [UK Partner Upskill](#).

[Create a business profile](#) in the [Partner Center](#) to showcase your offerings to prospective customers and capture your share of referrals.

Our [dedicated UK Partner Concierge](#) is there for you Monday to Friday between 9:00 AM and 5:30 PM. They're ready to help make your marketing strategy even more powerful. And they're invaluable if you have any queries you want resolved.

Connect with other UK partners and the Microsoft team through our [Yammer community](#). Ask questions, join conversations, explore relevant groups, and get news and information as it happens.

You'll find our MPN 101 webinar series essential viewing. All sessions are available on [UK Partner Upskill](#). Watch it and learn more about finding your way around the MPN and navigating all the resources that are available to you. Throughout the series, you'll find out how to make the most of your business profile, how to leverage your advisory hours, and how to attain your first competency.

UK Partner Upskill
[Find out more ▶](#)

Create a Business Profile
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UK Partner Concierge
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Yammer Community
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