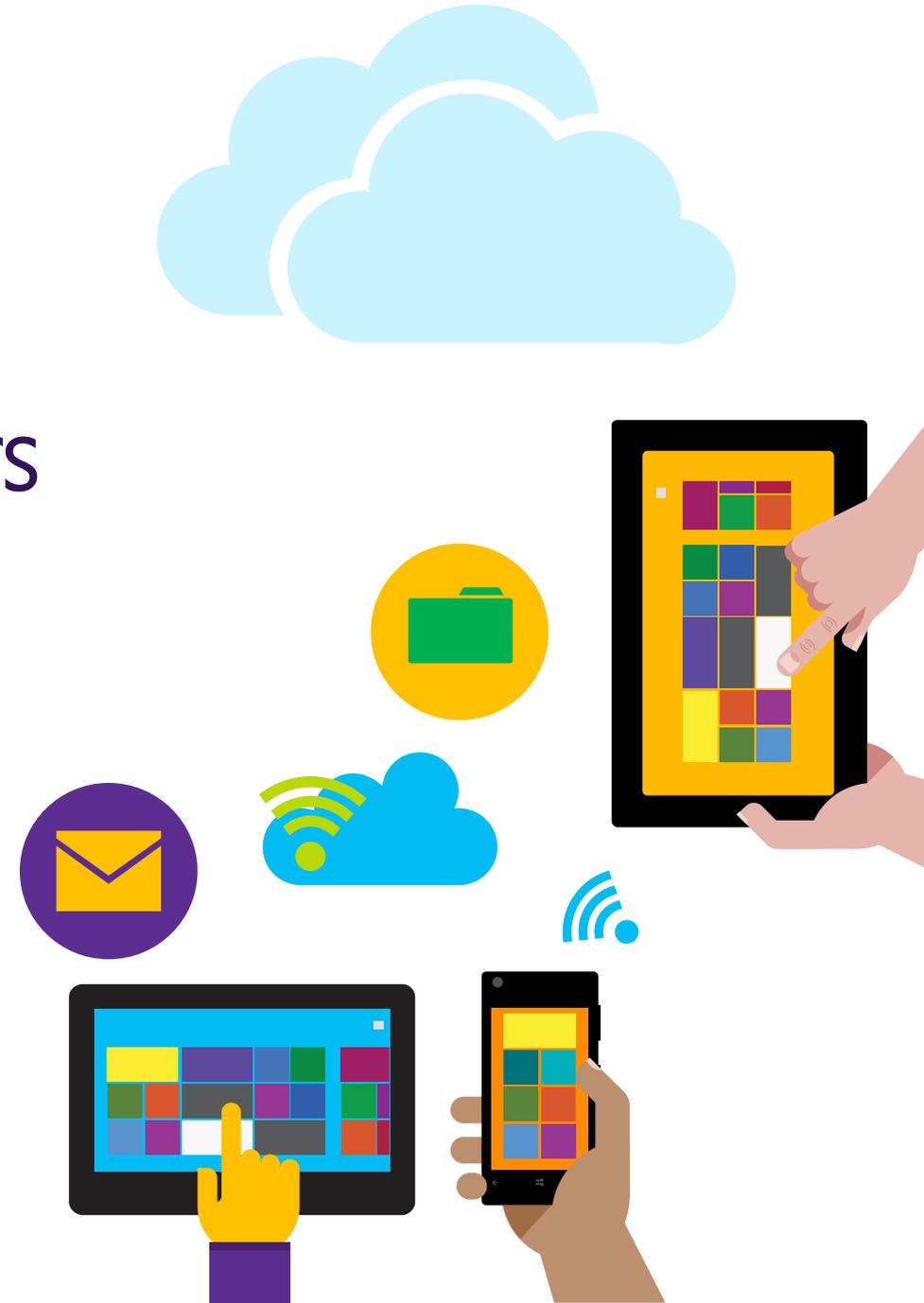


Microsoft  
Partner  
Network

# MPN Evolution Overview for Partners

April 2016

Maxine McDonald  
Marketing & Communications Manager



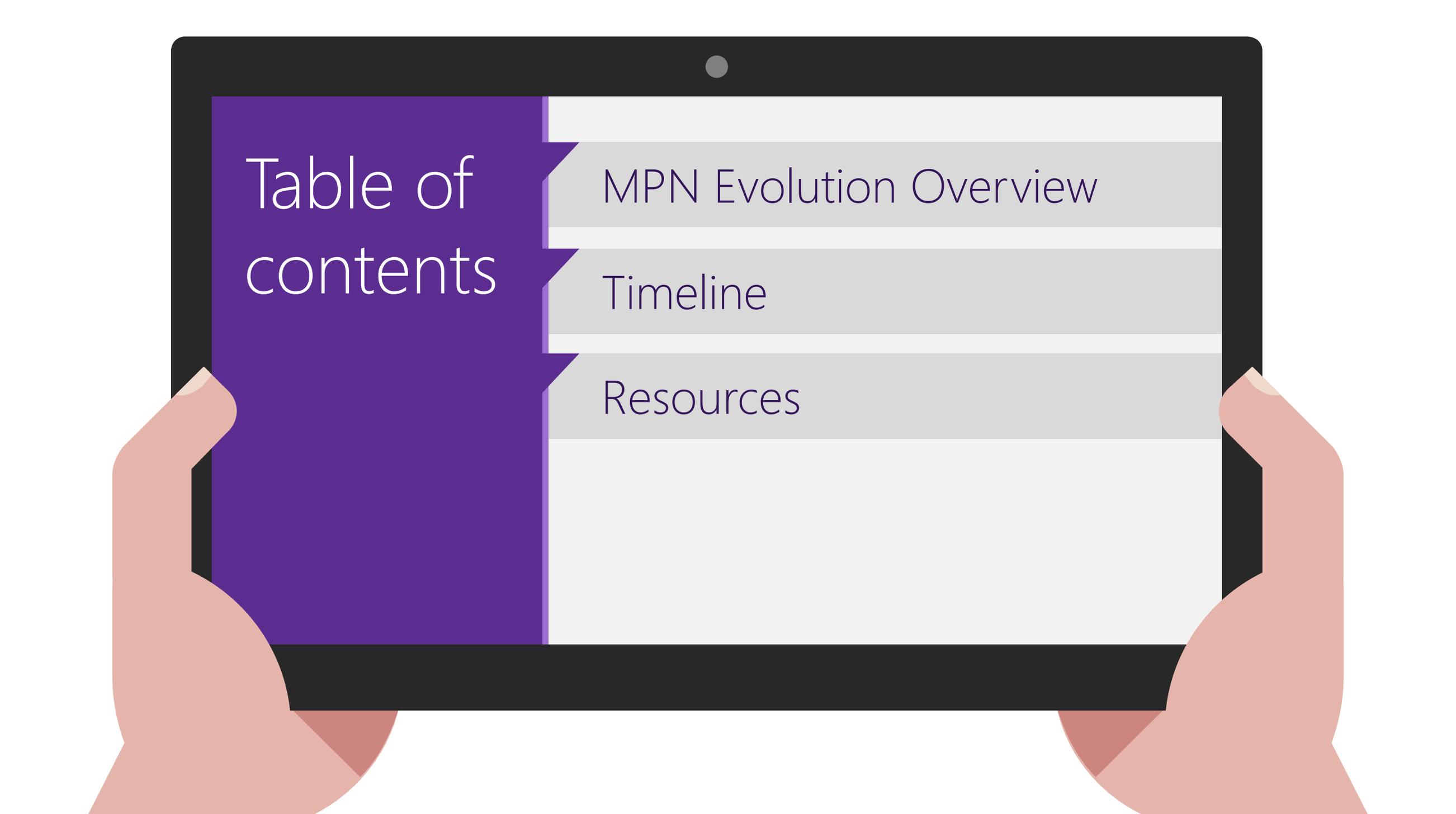


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# What's driving us?

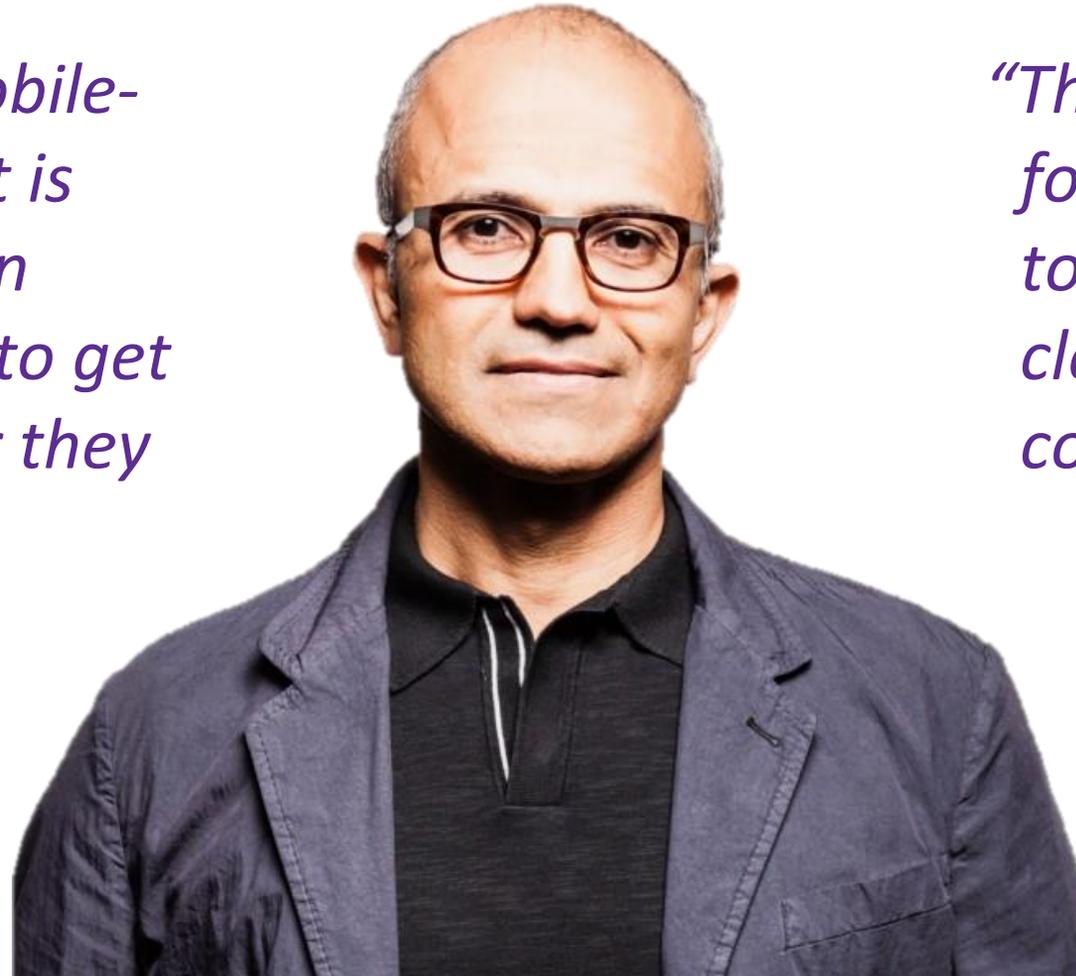
Customer Needs and Buying Habits

Accelerating rate of technology change

Expanding services and sales models

Demand for customer productivity

*“In this cloud-first, mobile-first world, Microsoft is absolutely focused on empowering people to get more done wherever they need to and on any device.”*



*“The opportunity ahead for Microsoft is vast, but to seize it, we must focus clearly, move faster, and continue to transform.”*

—Satya Nadella,  
CEO, Microsoft



## Opportunity

Customers want to move to the cloud, and they want an expert to help them do it. Our latest industry research indicates that revenue growth for Cloud will accelerate to reach heights of over \$500B by 2020.



## Simplification

We are evolving our competency portfolio to help partners build and demonstrate technical expertise in cloud. We have identified twelve competencies that will be mainstreamed into the core cloud business competencies to further strengthen the value we collectively deliver to our customers.



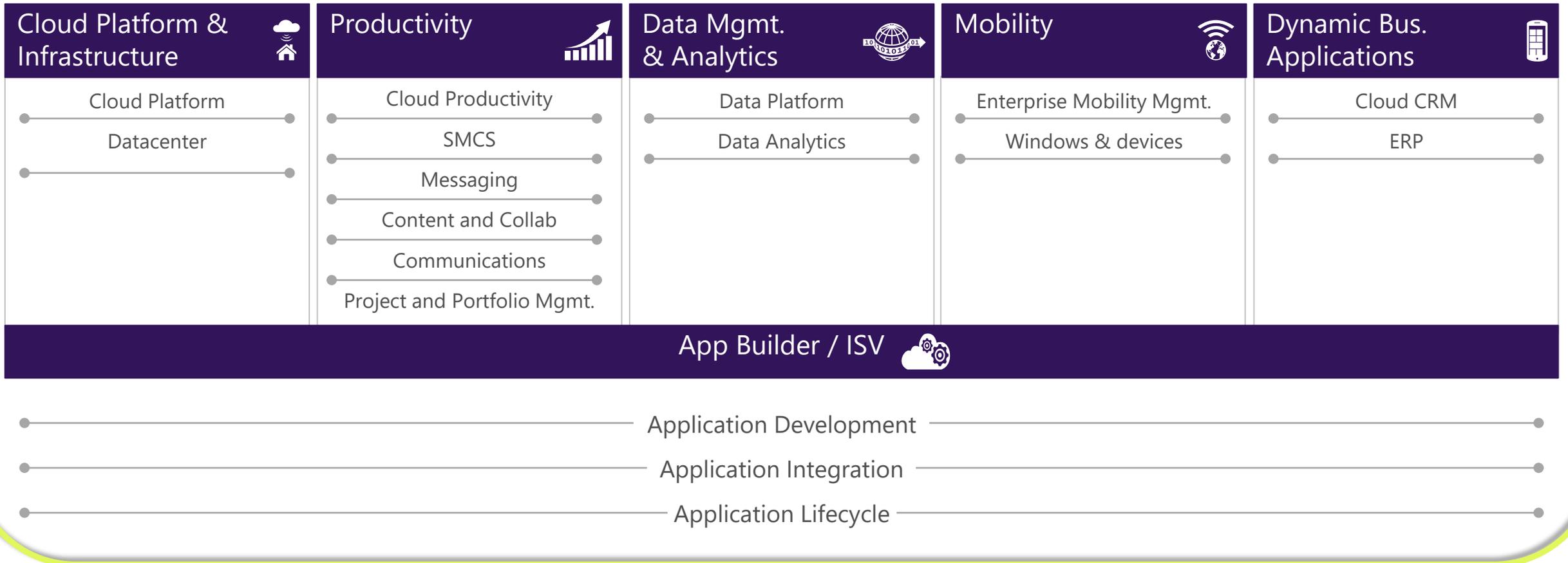
## Transformation

The MPN Competency Evolution timeline has been designed to give you ample time to develop capabilities in cloud solutions, build new practices, transform your business, and transition into one or more of the eligible competencies available.



# Evolving to enable partners

# Customer Centric Competency Framework



- |                                      |  |  |   |
|--------------------------------------|--|--|---|
| <p><b>Streamlined Competency</b></p> | <ul style="list-style-type: none"> <li>• Volume Licensing</li> <li>• Learning</li> <li>• Distributor</li> <li>• Digital Advertising</li> <li>• Mid Market Sol. Pro.</li> </ul> | <ul style="list-style-type: none"> <li>• OEM</li> <li>• Devices and Deployment</li> <li>• Software Asset Management</li> <li>• Identity &amp; Access</li> <li>• Intelligent Systems</li> </ul> | <ul style="list-style-type: none"> <li>• Hosting</li> <li>• Customer Relationship Management</li> </ul> |
|--------------------------------------|--|--|---|

# Start Planning Today



- Last day to sign up for a competency being retired.
- We will no longer accept new membership enrollments for these competencies after July 31<sup>st</sup>, 2016.



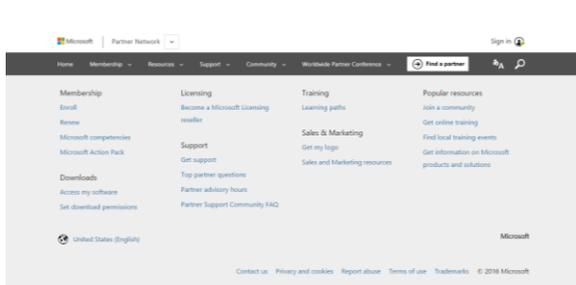
- Last day to renew a retiring competency.
- You must renew the retiring competency on or before your anniversary date or before October 30<sup>th</sup>, 2016, whichever is earlier.
- We will no longer accept renewals for these competencies after October 31<sup>st</sup>, 2016.



- Last day to be active in a retiring competency.
- These competencies will be removed from Partner Membership Center on January 31<sup>st</sup>, 2018.

# Getting Started...

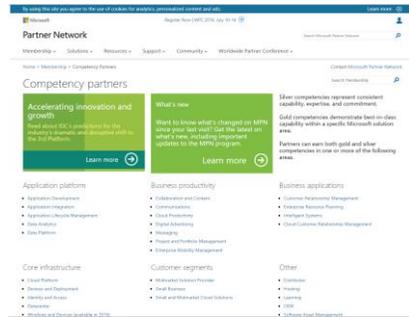
## Learn



- Visit the [MPN Evolution page](#) for detailed information, resources and program updates
- Review Gavriella Schuster's [MPN Evolution Blog](#) on the MPN Evolution page to learn more about this important change
- Bookmark the MPN ["What's New" page](#)



## Explore



- Use the [MPN Evolution Competency Guide](#) to explore and learn about all your competency options
- If you are ready, renew into your new competency today.
- If not, don't worry, renew your current competency on or before your anniversary date, or before October 30th, 2016, while you work on your transition



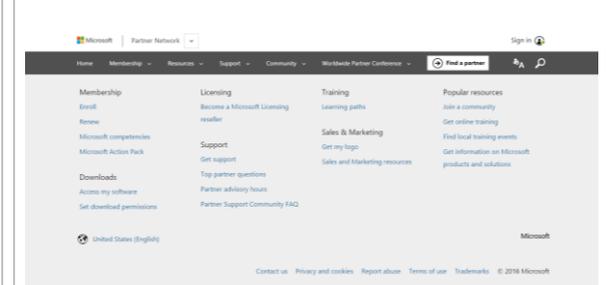
## Transform



- [Introducing the Modern Microsoft Partner Series.](#) The series is a collection of 5 eBooks full of insights and best practices to help IT solution providers on their journey to success in the cloud
- Learn more about moving to the cloud with our [Cloud SureStep](#) resources



## Practice



- More information is always available on the [MPN Evolution page](#)
  - ✓ Find answers to Frequently Asked Questions
  - ✓ Connect with an MPN expert using Live Chat



# MPN Evolution Competency Guide

## Overview

Identity & Access

2. EMM Recommendation  
Not interested

3. Solution Focus  
Azure

4. Cloud Platform Recommendation  
Interested

5. Cloud Platform Competency  
Roadmap

Email this summary

Print this Summary

### Intelligent Systems

## Cloud Platform Summary

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis.

#### Offers

Get [silver cloud competencies](#) at no charge through June 30, 2016

Enroll in [gold cloud competencies](#) for half price through [insert date]

Save 50% on exams through [insert date]

What requirements do I need to meet?

How will this impact my benefits?

- This interactive web tool has been developed to support our partners thru the MPN competency transformation
- Use this unique guided experience to learn more about the best competency path for you, participation requirements for Gold and Silver levels, as well as associated benefits and incentives.

## Get Started Today!

Microsoft Partner Network

Back

Preview your roadmaps

Start over

1. Select a Competency

### Select **one** of your competencies:

- Customer Relationship Management
- Digital Advertising
- Hosting
- Identity & Access
- Midmarket Solution Provider
- OEM

- Access the guide anytime at <http://mpnevolution.com/>
- Identify which competencies you currently have or are interested in working towards.
- Determine the new competencies you would like to explore and learn more about.

# Competency Considerations

Visit the [MPN Evolution Competency Guide](#) for more detailed information

Competency	Recommendation
<a href="#">Customer Relationship Management</a>	Microsoft Dynamics CRM Online provides the latest solutions that customers demand. We recommend the <b>Cloud CRM</b> competency as your next option.
<a href="#">Devices and Deployment</a>	As a partner trusted helping customers deploy and manage Windows, the new <b>Windows &amp; Devices</b> (available April 18 <sup>th</sup> ), <b>Enterprise Mobility Management</b> and <b>Cloud Productivity</b> competencies will help you seize opportunities that leverage growing interest in Windows 10, mobile solutions, and cloud services.
<a href="#">Digital Advertising</a>	Research indicates that customers are not searching for a Digital Advertising competency when they search for partners. We encourage you to consider cloud competencies that will help you deliver a broad array of services to your customers.
<a href="#">Distributor</a>	As a distributor, you provide unique value to the indirect reseller community. We have developed special cloud competency requirements to help you build the technical expertise to become more proficient and profitable selling in the cloud. We are calling this a Distributor Option and not an override anymore.
<a href="#">Hosting</a>	Today's customers are looking for cloud solutions. To help mainstream hosting partners, we're now providing a more streamlined option to the Cloud Platform competency which you can choose to achieve through Solution Provider Licensing Agreement (SPLA) revenue.
<a href="#">Intelligent Systems</a>	With more than 200 million Windows 10 devices already activated and a goal of 1 billion devices within three years, the need for device specialist partners has never been greater. The new <b>Windows &amp; Devices competency</b> (available April 18 <sup>th</sup> ) will provide you with tools and resources to seize these new opportunities.

# Competency Considerations

Visit the [MPN Evolution Competency Guide](#) for more detailed information

Current Competency	Recommendation
<a href="#">OEM</a>	With more than 200 million Windows 10 devices already activated and a goal of 1 billion devices within three years, the need for device specialist partners has never been greater. The new <b>Windows &amp; Devices competency</b> (available April 18 <sup>th</sup> ) will provide you with tools and resources to seize these new opportunities.
<a href="#">Identity and Access</a>	Customers are shifting their expectations around identity and security solutions. The new Enterprise Mobility Management competency will allow you to more closely align with changing customer demand and expectations.
<a href="#">Volume Licensing</a>	As we continue to simplify licensing and services, our customers are seeking partners with expertise to manage the cloud environment in addition to license management. With a cloud competency, you can expand the services you provide.
<a href="#">Midmarket Solution Provider</a>	A growing number of small and midmarket customers are looking to Microsoft Partners for help with cloud and hybrid productivity, platform and infrastructure solutions. The <b>Small and Midmarket Cloud Solutions, Cloud Platform</b> and <b>Datacenter</b> competencies will help you provide customers with the latest Microsoft cloud solutions.
<a href="#">Learning</a>	Because your work is key to driving Microsoft technology adoption, we're mainstreaming the Learning competency into cloud and hybrid competencies with a special set of eligibility requirements and added benefits.
<a href="#">Software Asset Management</a>	Software Asset Management remains a critical program for Microsoft. You'll be in a more strategic position to benefit from Microsoft's mobile-first, cloud-first focus and provide the services your customers are looking for with a cloud competency.

# Accelerate to the Cloud Offer

Start earning your competency today with a MPN Competency Value Pack!

## Step 1

Visit the [Learning Offers page](#) for offer details. Sign in or create a profile to purchase a MPN Competency Value Pack. **Offer available through September 30<sup>th</sup> 2016.**

## Step 2

Choose a competency value pack option to purchase:  
**Cloud Productivity, Cloud Platform, Datacenter, Data Platform, Data Analytics, Cloud CRM, Small and Midmarket Cloud Solutions**

## Step 3

Receive your exam voucher through email and go to the [exam redemption page](#). Register and schedule your exams, then enter your voucher code during checkout. You have up to 3 exams that you can take with this offer and up to 15 attempts to complete your exam requirement. **Vouchers must be redeemed by October 31st, 2016. All exam retakes must be completed by December 31st, 2016.**

## Step 4

Once you have confirmed your exam qualification, update your MPN profile with your [MCP ID](#).

Visit the Partner University to reference all the available [Learning Paths](#) on the MPN site.



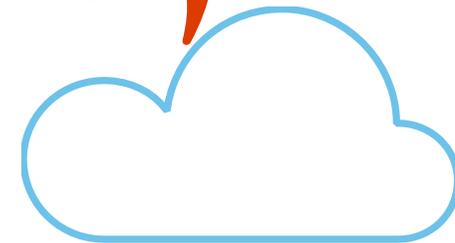
# Learning Offers - Competency Value Packs

Each pack contains a voucher for one team member to use toward up to 3 exams in your chosen competency.



There are MPN Competency Value Pack for 7 different competencies. Available through September 30, 2016

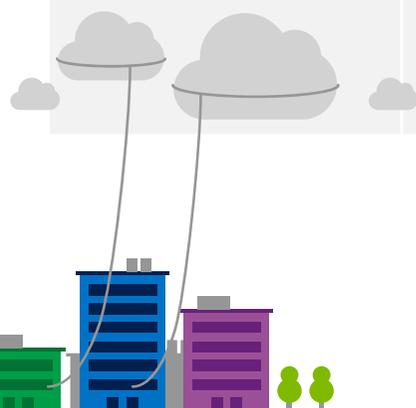
Find out more at [www.microsoft.com/en-us/learning/partner-offers.aspx](http://www.microsoft.com/en-us/learning/partner-offers.aspx)



# Accelerate to the Cloud – Competency & Exam Options

Jumpstart your path to earning these competencies today!

Cloud Productivity	Cloud Platform	Datacenter	Data Platform	Data Analytics	Cloud CRM	Small and Midmarket Cloud Solutions
<p><a href="#">Exam 341</a>: Core Solutions of Microsoft Exchange Server 2013</p> <p><a href="#">Exam 346</a>: Managing Office 365 Identities and Requirements</p> <p><a href="#">Exam 347</a>: Enabling Office 365 Services</p>	<p><a href="#">Exam 532</a>: Developing Microsoft Azure Solutions</p> <p><a href="#">Exam 533</a>: Implementing Microsoft Azure Infrastructure Solutions</p> <p><a href="#">Exam 534</a>: Architecting Microsoft Azure Solutions</p>	<p><a href="#">Exam 410</a>: Installing and Configuring Windows Server 2012</p> <p><a href="#">Exam 411</a>: Administering Windows Server 2012</p> <p><a href="#">Exam 412</a>: Configuring Advanced Windows Server 2012 Services</p>	<p><a href="#">Exam 461</a>: Querying Microsoft SQL Server 2012</p> <p><a href="#">Exam 462</a>: Administering Microsoft SQL Server 2012/2014 Databases</p> <p><a href="#">Exam 463</a>: Implementing a Data Warehouse with Microsoft SQL Server 2012/2014</p>	<p><a href="#">Exam 466</a>: Implementing Data Models and Reports with Microsoft SQL Server</p> <p><a href="#">Exam 467</a>: Designing Business Intelligence Solutions with Microsoft SQL Server</p> <p><i>You can also jump start your path to Data Platform with...</i></p> <p><a href="#">Exam 461</a>: Querying Microsoft SQL Server 2012</p>	<p><a href="#">Exam 703</a>: Microsoft Dynamics CRM 2013 Customization and Configuration</p> <p><a href="#">Exam 704</a>: Microsoft Dynamics CRM Application</p> <p><a href="#">Exam 707</a>: Microsoft Dynamics CRM Customization and Configuration</p>	<p><a href="#">Exam 347</a>: Enabling Office 365 Services</p> <p><i>You can also take these two exams to jump start your path to Cloud productivity....</i></p> <p><a href="#">Exam 346</a>: Managing Office 365 Identities and Requirements</p> <p><a href="#">Exam 341</a>: Core Solutions of Microsoft Exchange Server 2013</p>





Opportunity



Simplification



Transformation

Thank you for your partnership



# Microsoft Partner Network

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