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## SMB CLOUD PLATFORM INNOVATION AWARD

SMB Cloud Platform Innovation Partner of the Year Award recognizes an SMB partner that is customer obsessed and that have driven substantial industry innovation using multiple Azure infrastructure workloads and services. They will have proven success through developing customer solution(s) which drive significant consumption of two or more Azure services. They will have built a profitable Cloud business that offers a managed service or deployed IP around Cloud solutions. The winning nomination will demonstrate industry-leading innovation, creative use of multiple Azure services, competitive differentiation, and customer value that results in a profitable business while showcasing the benefits of using infrastructure services on Microsoft Azure.

The solution has enabled customer(s) to save costs, increase availability, and improve the agility of an organization's IT infrastructure. Innovative solutions are those that have demonstrated leading edge implementation of these solutions that showcase Microsoft's Cloud OS Vision. Legitimate entrants are those that used virtualization to deliver an innovative, broad, technological advanced and well-designed cloud infrastructure solution.

### **Criteria:**

- Partner must be enrolled in the Microsoft Partner Network
- Preference for partner with an active competency in Datacenter or Cloud Platform.

### **Submission Guidelines:**

By ensuring optimum performance of mission-critical business services, please describe how you helped enhance a customer's competitive positioning, lowering their operational costs and optimizing the performance of their infrastructure. Please use the below questions as a guide to your submission:

Please identify:

- Customer's business challenge or problem
  - Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)
  - Contrast between the customers before and after scenarios
  - Metrics (cost savings, time/labor savings, performance gained, etc.) on benefits received by the customer
1. Describe the solution or offering. Was your solution produced and developed for this specific customer, or is it a generic product that can be deployed multiple times across multiple customer bases, and adapted to a variety of customers?
  2. Explain how your solution helped you win more customers, deliver better customer service, or achieve another business goal.
  3. Provide details that clearly demonstrated a cost savings to the customer as a result of using System Center and Microsoft virtualization products. Provide quantifiable evidence of the cost savings.

4. Was this a competitive win? describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective.
5. How did your packaged solution/service help your own organization win and grow your business and what business transformation steps or considerations did you take to adapt to the Cloud opportunity? (Examples: new roles, functions, capabilities).
6. Is this solution specific to one particular customer or does it have broader market potential? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
7. Did you collaborate with other partners on this opportunity? If yes, please describe your partnering story and how it benefited the customer

## SMB CLOUD PRODUCTIVITY PARTNER OF THE YEAR

Microsoft has a fully featured, inclusive approach to productivity that spans platforms, devices, browsers, online and offline experiences, transforming the way we work today. This category recognizes an SMB partner that has enhanced the suite of Microsoft Office-based solutions through the delivery of an innovative and transformative solution that evolves the way people communicate and collaborate today while delivering a significant impact to the customer.

Successful SMB cloud partners recognize the evolving needs of their customers and have taken great strides in transforming themselves and continue to set a bar for this their industry

The fastest growing SMB Canada Cloud Provider of the year Award is given to a partner who has successfully built and scaled out its cloud practice to a profitable business, exemplifying the achievement of growth, revenue and innovation taking them to new levels of performance.

The award honors a partner that have scaled their cloud practice through a repeatable solution which targets new cloud customers. The winning nomination will demonstrate innovation, competitive differentiation, and customer value that results in a profitable business while showcasing the benefits of using Microsoft Cloud services

### **Criteria**

- Small and Medium businesses are defined as those that provide products, services and support to small business customers (between 1-250 PCs)
- Partner must be enrolled in the Microsoft Partner Network
- Preference is given to partners with a Cloud Small Midmarket Cloud competency.

### **Submission Guidelines**

By ensuring optimum performance of mission-critical business services, please describe how you helped enhance a customer's competitive positioning, lowering their operational costs and optimizing the performance of their infrastructure. Please use the below questions as a guide to your submission:

Please identify:

- Customer's business challenge or problem
- Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)
- Contrast between the customers before and after scenarios
- Metrics (cost savings, time/labor savings, performance gained, etc.) on benefits received by the customer

Please use the below questions as a guide to your submission:

1. Describe the business issue your solution addressed
2. If applicable, describe how through using Office web applications you have enabled the vision of the customer in using social and collaboration, user experience and broad cross platform browser support to make it easier to collaborate in the cloud.
3. If applicable, describe how using Microsoft technologies in your solution helped you win against the competition (Google, IBM, SDFS, or Zimbra) in a customer situation. What specific benefits were you able to offer that the competition was not?
4. Is this solution specific to one particular customer or does it have broader market potential?
5. Describe the solution, including what products and technologies were used. Please provide links to outside references that illustrate the solution (articles, case studies, videos, testimonials, etc.).
6. Impact: Explain how your offering(s) helped your customer(s) achieve business results, including specific business impact and results achieved (for example, revenue acceleration, cost reduction, business productivity, gain in business insights, assistance with managing or winning customers, building of customer satisfaction). Be specific and quantify the gains in terms of clear, measurable return on investment (ROI) if possible.
7. Specify repeatability of your offering(s) (can be used by multiple customers and are relevant to a broader market. Eg. Vertical, Specific Customer scenarios etc.). Include if you provide other services through collaboration with any other partner and describe how it enables you to specialize, scale, reduce cost and/or provide additional value to your customer.
8. Did your company partner with any other Microsoft partners in designing and implementing this solution? If yes, please elaborate

## SMB CLOUD PACKAGED INNOVATION AWARD

The Cloud: Packaged Solutions Award honors a partner that has successfully scaled out its cloud practice by packaging two or more Microsoft cloud solutions (e.g. Microsoft Azure, Office 365, Enterprise Mobility Suite, Dynamics CRM, etc.) and Microsoft partner 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 results in a profitable business while showcasing the benefits of using Microsoft Cloud services.

**Criteria:**

- Partner must be enrolled in the Microsoft Partner Network
- Preference for partner with an active competency in Datacenter or Cloud Platform, Cloud Productivity, CRM OL, or Small Midmarket Cloud solutions

**Submission Guidelines:**

By ensuring optimum performance of mission-critical business services, please describe how you helped enhance a customer's competitive positioning, lowering their operational costs and optimizing the performance of their infrastructure. Please use the below questions as a guide to your submission:

Please identify:

- Customer's business challenge or problem
- Market opportunity (number of customers you're targeting with this offer)
- Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)
- Contrast between the customers before and after scenarios
- Metrics (cost savings, time/labor savings, performance gained, etc.) on benefits received by the customer

1. Describe the specific customer scenario(s) and problem(s) solved by the solution. Please Describe.  
a. Customer's business challenge or problem. b. Provide examples of the before and after state scenarios.
2. Describe the solution delivered, specifically: a. Benefits & Business Impact of your Solution b. Products (include version) and technologies used
3. Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution? If yes, please describe your partnering story and how it benefited the customer.
4. Describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective.
5. How many customers do you have today using this solution? How does this solution apply to a broader market potential? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
6. How do you plan to scale this offer? How much are you planning to drive with this solution (Partner Revenue / Microsoft Product Revenue)? How many customers and users you are planning to acquire in the next 12 months?
7. How did your packaged solution/service help your own organization win and grow your business and what business transformation steps or considerations did you take to adapt to the Cloud opportunity? (Examples: new roles, functions, capabilities).

## IOT INNOVATION AWARD

Across the globe every day, businesses are connecting their things and harnessing their data to create powerful new business value. Connecting devices to IT systems is only the first step. The real value lies in the data that is transmitted from those devices, and the compelling business insights this data can enable.

These connected “things” are producing large amounts of information. By tapping into those data streams and connecting them to the cloud and back-end systems, organizations can optimize business processes, make more informed decisions, identify new revenue opportunities, and understand and predict customer and partner behaviors in ways they couldn’t imagine before.

This Award recognizes a partner who has used IoT to solve a problem or generate significant value for the user. Through the implementation of this solution the customer was able to connect and scale with efficiency, analyze and act on new data and/or integrate and transform current business processes.

### **Criteria:**

- Partner must be enrolled in the Microsoft Partner Network
- Preference for partner with an active competency

### **Submission Guidelines:**

By ensuring optimum performance of mission-critical business services, please describe how you helped enhance a customer's competitive positioning, lowering their operational costs and optimizing the performance of their infrastructure. Please use the below questions as a guide to your submission:

Please identify:

- Customer’s business challenge or problem
  - Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)
  - Contrast between the customers before and after scenarios
  - Metrics (cost savings, time/labor savings, performance gained, etc.) on benefits received by the customer
1. Describe the solution or offering. Was your solution produced and developed for this specific customer, or is it a generic product that can be deployed multiple times across multiple customer bases, and adapted to a variety of customers?
  2. Explain how your solution helped you win more customers, deliver better customer service, or achieve another business goal.
  3. State how your solution solved the business needs of your customer
  4. Describe how your solution provided an innovative solution to a preexisting customer problem. A successful entrant has demonstrated a high quality, predictable and innovation solution.

5. Describe what is innovative and or unique about the solution you provided and the impact it can potentially have.
6. Describe what makes your solution more compelling than other solutions that customers in your industry might consider.

## DATA INSIGHTS INNOVATION AWARD

The Data Insights Innovation Award is specifically focused on recognizing partners that have delivered innovative solutions using Big Data and Analytics capabilities.

Eligible entrants would have delivered an innovative implementation enabling customers with the ability to analyze any data including unstructured and streaming data to make fast, strategic business decisions and to predict future business. Winning solutions should take advantage of leading advanced analytics capabilities using Microsoft's cloud data services including HDInsight, Microsoft Azure Machine Learning, Azure Stream Analytics, Azure Data Factory and built on top of a Microsoft data warehousing solution.

### **Criteria:**

- Partner must be enrolled in the Microsoft Partner Network
- Preference for partner with an active competency in Data Analytics or Data Platform.

### **Submission Guidelines:**

Describe the customer business opportunity your solution addresses, including specific business impact created (for example, revenue acceleration, cost reduction, business productivity, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft stack of solutions you used. Use the below questions as a guideline to your submission

Please identify:

- Customer's business challenge or problem
  - Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)
  - Contrast between the customers before and after scenarios
  - Metrics (cost savings, time/labor savings, performance gained, etc.) on benefits received by the customer
1. Is this solution specific to one particular customer or does it have broader market potential? What was the overall impact your solution had in the market?
  2. Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution?
  3. How has basing your solution on Microsoft's technologies helped position your organization for growth or transformation to adapt to the cloud
  4. Describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective.

## INNOVATION IN DYNAMICS ERP AWARD

The Dynamics ERP Project award is focused on partners that have customized a Dynamics ERP solution to fit a customer's business needs resulting in significant benefits to the customer's organization. A successful entry recognizes a solution that excelled 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.

### **Criteria:**

- Partner must be enrolled in the Microsoft Partner Network
- Preference for partner with an active competency in ERP

### **Submission Guidelines:**

Describe how your organization is embracing the business opportunity presented by Microsoft Dynamics ERP, including specific business impacts for your organization (for example, revenue acceleration, addressable new markets, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft products, services, and new cloud-based solutions offered by your organization.

Please identify:

- Customer's business challenge or problem
- Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)
- Contrast between the customers before and after scenarios
- Metrics (cost savings, time/labor savings, performance gained, etc.) on benefits received by the customer

Use the below questions as a guideline to your submission

1. State how your solution solved the business needs of your customer
2. Describe how your solution provided an innovative solution to a preexisting customer problem. A successful entrant has demonstrated a high quality, predictable and innovation solution using Microsoft Dynamics ERP.
3. Describe what is innovative and or unique about the solution you provided and the impact it can potentially have.
4. Describe what makes your solution more compelling than other solutions that customers in your industry might consider.
5. Please describe how Microsoft Dynamics ERP was customized to meet their specific needs?
6. Is this solution specific to one particular customer or does it have broader market potential?
7. Describe how your organization is embracing the business opportunity presented by Microsoft Dynamics ERP, including specific business impacts for your organization.

8. Please list the verticals your solution serves within the industry and the specific Microsoft Dynamics products (AX, GP, NAV, SL, CRM, RMS)
9. Describe how you competed to win with your Microsoft Dynamics ERP solutions and services.

## INNOVATION IN DYNAMICS CRM AWARD

The Innovation in Dynamics CRM Cloud Innovation Award will recognize an exceptional partner who excels in providing their customers solutions for sales automation, marketing automation, social engagement or customer service. The award is designed for Microsoft partners who have shown both innovation and results related to selling and delivering Microsoft Dynamics CRM cloud offerings. Eligible candidates for the award will have proven their ability to meet customer demands by:

- Packaging intellectual property (IP) (product and/or services) to create repeatable, sustainable annuity streams
- Driving scale by constructing a marketing engine optimized for web-based demand generation activities · Accelerating sales models by building a delivery model based on rapid deployment
- Owning the customer lifecycle through driving adoption of their solution and expansion into the customer

Additional consideration will go to partners who have transformed their business inclusive of multiple Microsoft Cloud offerings such as the sale and integration of Office 365 and/or Azure with the CRM solution.

### **Criteria:**

- Partner must be enrolled in the Microsoft Partner Network
- Preference for partner with an active competency in CRM

### **Submission Guidelines:**

Describe how your organization is embracing the business opportunity presented by Microsoft Dynamics CRM, including specific business impacts for your organization (for example, revenue acceleration, addressable new markets, business success, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft products, services, and new cloud-based solutions offered by your organization.

Please identify:

- Customer's business challenge or problem
- Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.).
- Contrast between the customers before and after scenarios
- Metrics (cost savings, time/labor savings, performance gained, etc.) on benefits received by the customer

Use the below questions as a guideline to your submission

State how your solution solved the business needs of your customer

1. Describe how your solution provided an innovative solution to a preexisting customer problem. A successful entrant has demonstrated a high quality, predictable and innovation solution using Microsoft Dynamics CRM.
2. Describe what is innovative and or unique about the solution you provided and the impact it can potentially have.
3. Describe what makes your solution more compelling than other solutions that customers in your industry might consider.
4. Please describe how Microsoft Dynamics CRM was customized to meet their specific needs?
5. Is this solution specific to one particular customer or does it have broader market potential?
6. What has this customer realized in return on investment from using Microsoft Dynamics CRM?

## APPLICATION DEVELOPER INNOVATION AWARD

The Application Innovation Award recognizes a partner for exceptional innovation in application development that delivers exceptional consumer or commercial value. Candidates for award will showcase an innovation that truly transform business processes and realize the vision of truly mobile computing.

The winning solution could be a solution

- built on Windows 10 that truly transforms business processes and that realize the vision of truly mobile computing. Examples include apps that enable new forms of interaction with customers, apps that boost productivity across office and apps that make things possible that could not be accomplished on a traditional desktop, laptop PC or Mobile phone.
- Based on exceptional innovation in application development on the new Windows 10 platform that delivers exceptional consumer value. Candidates for the award will be ISV's who built a solution on Windows 10 that realize the vision of truly mobile computing. Applications within this category are available on the Windows store and have enabled modern touch through multi-platform.

### **Criteria:**

- Be a Microsoft partner; ISV or Solution Partner
- Have developed a commercial app that is currently available in the Windows Store, or available for side-loading at businesses customers
- Used Microsoft technology to build their application
- App is currently being used in production at business customers on tablet and/or phone, with at least 50 users

### **Submission Guidelines:**

The winning nomination will demonstrate innovation, competitive differentiation and customer value, while showcasing the benefits of building applications on the Microsoft platform.

Please identify:

- Business impact of your solution (revenue, ratings, downloads, customer and partner experience (CPE), cost savings, etc.)
- Metrics (cost savings, time/labor savings, performance gained, etc.) on benefits received by the customer

Please use the below questions as a guideline to your submission:

1. What specific customer challenge(s) and problem(s) does your app solve? Identify:
  - Customer's business challenge or problem
  - Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.)
  - Metrics (cost savings, time/labor savings, performance gained, etc.) on benefits received by the customer
  - Deployment of new device types (include make and model of table or phone devices if known)
2. What is the reach of the app throughout the commercial customer?
  - How many end users are using the app currently?
  - What is the forecast for deployment across users in the next 3 months to 1 year? Beyond?
3. What is the user feedback on the Windows 8 app?
4. How does this app help your own organization win and grow your business?
  - Have you been able to promote additional products and services to the original customer of the app?
  - Have you been able to port the app solution to other customers?
5. Do you have outside references or data sources that illustrate exceptional customer experience or satisfaction (such as published articles, case studies, videos, or customer testimonials)? If so, please provide.
6. If this app or a similar app exists on a competitive platform, describe how the app is better solution—from a development or customer experience standpoint?

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## MODERN MARKETING INNOVATION AWARD

Developing successful plans and strategies to the changing needs of customers is the most challenging it has ever been. Digital marketing has changed the landscape of how companies optimize their marketing efforts on reaching new customers at scale. This award recognizes an exceptional partner who excels at breaking through and defining modern marketing.

The Modern Marketing Innovation Award recognizes an exceptional partner who excels at developing and delivering the use of campaigns using SEO, SEM, Search, Content Marketing or Social and demonstrates their Impact to drive leads and opportunities. Though this category is not limited to driving Microsoft Digital Marketing assets, however advantage will be given to partners who demonstrate how they use our platforms (Bing, Skype, Outlook etc.) to create these market opportunities.

### **Criteria:**

- Partner must be enrolled in the Microsoft Partner Network
- Preference is given to partners with an MPN competency

### **Submission Guidelines:**

Describe the customer business opportunity your solution addresses, including specific business impact created (for example, revenue acceleration, cost reduction, business productivity, and customer satisfaction). Use the below questions as a guideline to your submission

1. What specific business challenge(s) and problem(s) does your solution solve? Identify:
  - Customer's business challenge or problem (reaching new customers, cost of customer acquisition, competition etc.)
  - Business impact of your digital strategy or activities (revenue, customer and partner experience (CPE), cost savings, Cost Per Acquisition (CPA), Social Engagement, etc.)
  - Contrast between your business' before and after scenarios
  - Metrics (cost savings, resource savings, performance gained, etc.) on benefits received by the customer
1. What are the key benefits of your digital marketing solution/service to customers?
2. Did you use Microsoft Marketing products and technologies, if so, which?
3. Describe how your solution, media plan or marketing activity helped you win against your competition in a customer situation. (what if the service provided was not a complete situation?)
4. How did your solution/service help your own organization win and grow your business and what business transformation steps or considerations did you take to adapt to the digital advertising? (Examples: new roles, functions, capabilities).
5. Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution? If yes, please describe your partnering story and how it benefited the customer.
6. Do you have third party references or data sources that illustrate exceptional customer experience or satisfaction (such as published articles, case studies, videos, or customer testimonials)? If so, please provide.

This category recognizes an Enterprise partner has driven substantial industry innovation using multiple Azure infrastructure workloads and services. They will have proven success through developing customer solution(s) which drive significant consumption of two or more Azure services. They will have built a profitable Cloud business that offers a managed service or deployed IP around Cloud solutions. The winning nomination will demonstrate industry-leading innovation, creative use of multiple Azure services, competitive differentiation, and customer value that results in a profitable business while showcasing the benefits of using infrastructure services on Microsoft Azure.

The solution has enabled customer(s) to save costs, increase availability, and improve the agility of an organization's IT infrastructure. Innovative solutions are those that have demonstrated leading edge implementation of these solutions that showcase Microsoft's Cloud OS Vision. Legitimate entrants are those that used virtualization to deliver an innovative, broad, technological advanced and well-designed cloud infrastructure solution.

**Submission Guidelines:**

1. Describe the solution or offering. Was your solution produced and developed for this specific customer, or is it a generic product that can be deployed multiple times across multiple customer bases, and adapted to a variety of customers?
2. Explain how your solution helped you win more customers, deliver better customer service, or achieve another business goal.
3. Provide details that clearly demonstrated a cost savings to the customer as a result of using System Center and Microsoft virtualization products. Provide quantifiable evidence of the cost savings.
4. Was this a competitive win? describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective.
5. How did your packaged solution/service help your own organization win and grow your business and what business transformation steps or considerations did you take to adapt to the Cloud opportunity? (Examples: new roles, functions, capabilities).
6. Is this solution specific to one particular customer or does it have broader market potential? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
7. Did you collaborate with other partners on this opportunity? If yes, please describe your partnering story and how it benefited the customer

Microsoft has a fully featured, inclusive approach to productivity that spans platforms, devices, browsers, online and offline experiences, transforming the way we work today. This category recognizes an Enterprise partner that has enhanced the suite of Microsoft Office-based solutions through the delivery of an innovative and transformative solution that evolves the way people communicate and collaborate today while delivering a significant impact to the customer.

The winning partner has demonstrated the ability to evolve and/or build their business to capitalize on the Enterprise market opportunity for Cloud Services having successfully built and deployed a key customer solution, integrating into existing workflow, business processes, while enabling efficiency gains and cost savings to their customers.

**Criteria:**

- Partner must be enrolled in the Microsoft Partner Network
- Preference for a Microsoft partner who has Cloud Accelerate (CA) status OR be an Azure Circle Partner OR Gold competency status.

**Submission Guidelines:**

Describe the customer business opportunity your solution addresses, including specific business impact created (for example, revenue acceleration, cost reduction, business productivity, and customer satisfaction. Use the below questions as a guideline to your submission

Please identify:

- Customer's business challenge or problem
- Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.).
- Contrast between the customers before and after scenarios
- Metrics (cost savings, time/labor savings, performance gained, etc.) on benefits received by the customer

Please use the below questions as a guide to your submission:

Questions:

1. Describe the business issue your solution addressed
2. If applicable describe how through using Office web applications you have enabled the vision of the customer in using social and collaboration, user experience and broad cross platform browser support to make it easier to collaborate in the cloud.
3. Is this solution specific to one particular customer or does it have broader market potential?
4. Describe the solution, including what products and technologies were used. Please provide links to outside references that illustrate the solution (articles, case studies, videos, testimonials, etc.).

5. Impact: Explain how your offering(s) helped your customer(s) achieve business results, including specific business impact and results achieved (for example, revenue acceleration, cost reduction, business productivity, gain in business insights, assistance with managing or winning customers, building of customer satisfaction). Be specific and quantify the gains in terms of clear, measurable return on investment (ROI) if possible.
6. Specify repeatability of your offering(s) (can be used by multiple customers and are relevant to a broader market. Eg. Vertical, Specific Customer scenarios etc.). Include if you provide other services through collaboration with any other partner and describe how it enables you to specialize, scale, reduce cost and/or provide additional value to your customer.
7. Did your company partner with any other Microsoft partners in designing and implementing this solution? If yes, please elaborate
8. How has your profitability changed with the new business change? Indicate your profitability before and after your business transformation. Show a timeline of your P&L.

## ENTERPRISE CLOUD PACKAGED INNOVATION AWARD

The Cloud Enterprise Packaged Solutions Award honors a partner that has successfully scaled out its cloud practice by packaging two or more Microsoft cloud solutions (e.g. Microsoft Azure, Office 365, Enterprise Mobility Suite, Dynamics CRM, etc.) and Microsoft partner 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 results in a profitable business while showcasing the benefits of using Microsoft Cloud services.

### **Criteria:**

- Partner must be enrolled in the Microsoft Partner Network
- Preference for partner with an active competency in Datacenter or Cloud Platform, Cloud Productivity, CRM OL, or Small Midmarket Cloud solutions

### **Submission Guidelines:**

By ensuring optimum performance of mission-critical business services, please describe how you helped enhance a customer's competitive positioning, lowering their operational costs and optimizing the performance of their infrastructure. Please use the below questions as a guide to your submission:

Please identify:

- Customer's business challenge or problem.
- Market opportunity (number of customers you're targeting with this offer)
- Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.).
- Contrast between the customers before and after scenarios.

- Metrics (cost savings, time/labor savings, performance gained, etc.) on benefits received by the customer.
1. Describe the specific customer scenario(s) and problem(s) solved by the solution. Please Describe. a. Customer’s business challenge or problem. b. Provide examples of the before and after state scenarios.
  2. Describe the solution delivered, specifically: a. Benefits & Business Impact of your Solution b. Products (include version) and technologies used
  3. Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution? If yes, please describe your partnering story and how it benefited the customer.
  4. Describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective.
  5. How many customers do you have today using this solution? How does this solution apply to a broader market potential? Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
  6. How do you plan to scale this offer? How much are you planning to drive with this solution (Partner Revenue / Microsoft Product Revenue)? How many customers and users you are planning to acquire in the next 12 months?
  7. How did your packaged solution/service help your own organization win and grow your business and what business transformation steps or considerations did you take to adapt to the Cloud opportunity? (Examples: new roles, functions, capabilities).

**PARTNER HYBRID CLOUD INNOVATION AWARD**

Hybrid Cloud Innovation Award recognizes a partner that has excelled in delivering value to customers through Microsoft’s datacenter technologies. This should include server platform technology, management and virtualization solutions (desktop or server) and Microsoft Azure. The featured solution supports customers towards modernizing their datacenter, by delivering a solution that showcases the Microsoft on-premises and Microsoft cloud technologies in the datacenter. The customer(s) partner benefits from these solutions through increased speed to market, reduced costs, and risks, and allowing partner to go after new business opportunities.

**Criteria**

- Partner must be enrolled in the Microsoft Partner Network
- Preference is given to partners with a DataCenter or Cloud Competency

**Submission Guidelines:**

Please describe how you helped enhance a customer's competitive positioning, lowering their operational costs and optimizing the performance of their infrastructure. Please use the below questions as a guide to your submission:

What specific customer challenge(s) and problem(s) did your solution solve? Identify:

- Customer's business challenge or problem.
  - Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.).
  - Contrast between the customers' before and after scenarios.
  - Metrics (cost savings, time/labor savings, performance gained, etc.) on benefits received by the customer.
1. Provide a brief description of the hybrid cloud solution you are submitting. Please state what Microsoft product(s) were used, what version of the Microsoft product(s) were used, your target market for the solution, and a brief description of the offer and key attributes.
  2. Describe the customer business opportunity your solution addresses, including specific business impact created (for example, revenue acceleration, cost reduction, business productivity, customer satisfaction). Make specific reference to the depth and breadth of the Microsoft stack of solutions you used.
  3. Is this solution specific to this particular customer or does it have broader market potential?
  4. Show how your solution used one or more Microsoft products to create a unique market offering. Indicate why you think the offer is unique and innovative in the market and what new market opportunities were addressed.
  5. Describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective.
  6. What customer benefit was attributed to the hybrid cloud is hosted solution?
  7. How important was customization to the customer experience? How do you differentiate through customization, and to what degree?

## CITIZENSHIP AND COMMUNITY AWARD

This year this award will have 3 distinct areas for partners to win in that focus on Microsoft's mission on empowering every organization and person to achieve more. The Awards will recognize partners that have leveraged Microsoft technology and their company resources to have a direct, and immediate effect on improving the communities and/or environment in which they live, and operate – helping people to realize their full potential.

**Community Award:** This Award recognizes partners who have deployed and developed a unique technology solution built with Microsoft products that aided people and/or organizations in time of need and/ or created and implemented an innovative technological solution to solve an NGO's needs to help their community.

**Education:** Barriers to educational opportunities arise from social and economic injustices, learning disabilities, geographic isolation, and lack of resources of all types. This Award recognizes partners who have helped empower disadvantaged and underserved marginalized communities with unlocking the power of technology to increase economic self-sufficiency.

**Youth:**

Used creatively, technology can enhance the education of people of all ages, by enabling learning and improving the effectiveness of teaching. This Award recognizes partners who have either:

- Helped enable easy integration of STEM and computing into learning environments so that students can advance technology skills and succeed in today's digital economy.
- Prepared kids for a future in technology by enabling them to learn to code. This partner will be able to enumerate on the opportunity they created for kids to develop a love for coding.

**Criteria:**

- Must be a Microsoft Partner enrolled in the Microsoft Partner Network
- The solution must have been deployed within the last 2 years

**Please use the below questions as a guideline to your entry where these are all addressed.**

1. What Microsoft Technologies did you employ
2. Please quantify the impact the program or innovation has had on the community
3. How did the program provide a life-changing experience?
4. To what degree did or will your program have an impact on the issue
5. Is the solution technically or economically viable?
6. Please provide an overview of your program. How did you choose to align your organization with this effort?
7. What Microsoft technologies have you employed within this initiative?
8. Please quantify the impact the program has had on the community it is designed to serve. Report reach and results.
9. Please provide evidence of your company's ongoing commitment to the program and how you are living your values within the community.
10. Do you have an example of how the work/program provided a life-changing experience for a beneficiary?
11. What are your future plans for your program? How do you see it evolving?
12. Have you received third-party validation of your program? "Third-party validation" refers to support

## WINNING TOGETHER AWARD

Microsoft's partner ecosystem has one of the most active and diverse networks in the world, with infinite opportunities for partners to build relationships with other Microsoft partners.

A critical aspect of "winning together" is collaboration between Microsoft partners, where they leverage each other's diverse strengths to solve increasingly complex customer problems. This award was designed to showcase how our partners, by working together, have built positive and profitable businesses and how

the breadth of Microsoft's products and the solutions built upon them, can combine to create the unique and differentiated solutions and practices that allowed them to compete and thrive.

Eligible entrants will be able to demonstrate that by partnering with one or more Microsoft Partners, as identified in the Microsoft Partner Network, together were able to deliver an innovative and successful solution to a customer leveraging Microsoft-based technology.

**Criteria:**

- Partners must be enrolled in the Microsoft Partner Network
- Preference for a Microsoft partner who has competencies.

**Submission Guidelines:**

Describe the customer business opportunity your solution addressed, including specific business impact created (for example, revenue acceleration, cost reduction, business productivity, and customer satisfaction). Make specific reference to how working together helped deliver a more effective and innovative solution.

What specific customer challenge(s) and problem(s) did your solutions solve? Identify:

- Customer's business challenge or problem.
- Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.).
- Contrast between the customers' before and after scenarios.
- Metrics (cost savings, time/labor savings, performance gained, etc.) on benefits received by the customer

Use the below questions as a guideline to your submission

1. Describe how working together using one or more current Microsoft products to create a unique market offering and win against the competition in a customer situation.
2. Show how the solution is unique and innovative by discussing:
  - a. The business problem and opportunity your service or solution addressed.
  - b. The size of the customer's business problem/opportunity.
  - c. Your marketplace differentiation against other, competing services or solutions
3. Describe how partnering together demonstrated innovation, competitive differentiation and customer value that helped you deliver a better and stronger customer solution.
4. Describe how using one or more current Microsoft products created a unique market offering.

## OPEN SOURCE ON AZURE AWARD

The Open Source on Azure Partner of the Year Award will recognize an exceptional partner who excels in delivering outstanding open source based solutions on the Microsoft Azure cloud platform. They will have successfully met customer interoperability needs, using at least one significant, globally recognized open source project in combination with Microsoft Azure. The winner will demonstrate innovation, competitive differentiation, and customer value that results in a profitable business while showcasing the benefits of using Microsoft Azure services alongside open source software.

### **Criteria:**

- Partners must be enrolled in the Microsoft Partner Network
- Have a current Microsoft Pinpoint directory listing, highlighting open source and cloud expertise.
- Should have at least one customer case study publically available, illustrating success of the open source solution on Azure.

### **Submission Guidelines:**

Describe the customer business opportunity your solution addressed, including specific business impact created (for example, revenue acceleration, cost reduction, business productivity, and customer satisfaction). Make specific reference to how working together helped deliver a more effective and innovative solution.

What specific customer challenge(s) and problem(s) did your solutions solve? Identify:

- Customer's business challenge or problem.
- Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.).
- Contrast between the customers' before and after scenarios.
- Metrics (cost savings, time/labor savings, performance gained, etc.) on benefits received by the customer

Use the below questions as a guideline to your submission

Questions:

1. What specific customer challenge(s) and problem(s) does your solution solve? Identify: a. Customer's business challenge or problem. b. Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.). c. Contrast between the customers' before and after scenarios. d. Metrics (cost savings, time/labor savings, performance gained, etc.) on benefits received by the customer.
2. What are the key benefits of your solution/service to customers? What Microsoft and open source technologies did you include? (note: Microsoft Azure should be one of the Microsoft technologies for this award)
3. How did your solution/service help your own organization win and grow your business?

4. Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution? If yes, please describe your partnering story and how it benefited the customer.
5. Describe how using Microsoft Azure and open source technologies together in this solution helped you win against the competition. Why did the customer choose Azure for their OSS solution (business and technical perspective)?
6. Do you have outside references or data sources that illustrate exceptional customer experience or satisfaction (such as published articles, case studies, videos, or customer testimonials)? If so, please provide.
7. Do you actively participate in open source associations and/or contribute to open source communities? If so, please provide details (such as event sponsorships, GitHub accounts showing contributions, etc.)
8. Do you have outside references or data sources that illustrate exceptional customer experience or satisfaction (such as published articles, case studies, videos, or customer testimonials)? If so, please provide.