MICROSOFT PARTNER NETWORK

2012 AWARDS

OVERVIEW AND CRITERIA

(Latest update 10 May 2012 – all previous versions rendered null and void)

Awards Overview

The Microsoft Partner Network 2012 Awards recognise partners in South Africa that have excelled in delivering Microsoft solutions over Microsoft's fiscal year 2012. This is an opportunity for Microsoft, and our partners, to celebrate the achievements and positive impact you have had on the market. Partners that meet the award criteria will be able to complete the online self-nomination form. The awards ceremony will take place at our Gala Dinner in 2012.

Awards Process

The Microsoft Partner Network Awards are highly regarded by Microsoft and our partners and, as such, the process of awarding winners and finalists is a stringent and serious one.

Each award has an award owner - a senior person within Microsoft responsible for that award and for leading the judging teams. Firstly, criteria are published which outline the activities, achievements or metrics by which the partner award submissions will be judged. Partners will have an opportunity to nominate their organisations for any of the self-nomination awards for which they qualify (please reference the entry-level requirements table below).

The criteria for the different awards are divided into six category areas, namely winning new customers, driving customer satisfaction, growing the business, innovation, enabling people and bonus factors. Each of these areas is assigned a weighting according to its importance for each award. Criteria and the weighting of each criterion area are set by the award owner and remain constant across both judging rounds.

The award nomination process requires that the partner representative sign into the awards submission tool and enter award-specific information according to the questions required for that award. Partners can nominate themselves for multiple awards, as long as they meet the entry-level requirements. The questions are set by the award owners with contributions from relevant Microsoft stakeholders.

Once the submission tool is closed, the nominations are collated and presented to the judges for review. The judging teams are made up of individuals within Microsoft (and in some instances independent advisors) that have a vested interest in the award category. Judges include representatives from the following Microsoft divisions: Developer and Platform Evangelism, Marketing and Operations Organisation, Enterprise and Partner Group, Public Sector, Small and Mid-Market Solutions and Partners, Customer and Partner Experience, Original Equipment Manufacturer and the Services Department, as well as external independent advisors where applicable.

The judges review each submission according to the criteria set for each award and score the submission in each of the six areas on a nine point scale. These scores are then consolidated and the weightings applied which provides an overall score for each submission. This is then calculated as a percentage which represents the final score for each nomination.

The top three partners that score 75 percent or more qualify for the shortlisted interview phase and the partner that scores the highest final score is the winner for that category. In the case of a dead tie the partners will share the award. Shortlisted partners will be announced prior to the awards evening. The winners will be announced at the Gala Dinner in 2012.

Changes for the 2012 Awards

- New award nominations and judging tool in 2012
- Drop down options for mandatory answer inputs
- Some limited word count free text areas
- Only top three partners scoring 75% or more will qualify for round 2 judging phase
- Only top three scored are recognized as finalists after round 2 judging phase

Award Benefits

Partners that nominate their organisations for awards in any of the award categories benefit from exposure to key Microsoft stakeholders as each submission is reviewed by the panel of high profile judges. In addition, each finalist receives the following:

- Recognition at our Gala Dinner
- A certificate pronouncing the company's status as an award finalist
- Recognition on the Microsoft press release web site
- An awards finalist logo for online or marketing purposes

The award winners receive the following:

- Recognition at our Gala Dinner
- A trophy pronouncing the company's status as an award winner
- Recognition as a winner on the Microsoft press release web site
- Profiling in the marketing executions following the awards presentation
- An awards winner logo for online or marketing purposes
- Ongoing publicity and joint PR opportunities throughout the year following the award presentation

Entry Level Requirements:

The following outlines the minimum entry-level criteria for each of the self-nomination awards:

Over and above the criteria detailed below, in order for nominations to be considered for the Microsoft Partner Network 2012 Awards, entrants must meet the following criteria:

- Be active members of the Microsoft Partner Network in South Africa as at June 2012
- Competencies attained must have active status at time of submission
- Competencies must have active status as from January 2012. i.e. Need to have been active for at least 6 months in FY12.

Award	Partner Level Required			Additional Criteria Required
	Gold Competency Partner	Silver Competency Partner	Network Member	
Business Category:				
Citizenship/Corporate Social Responsibility Partner of the Year	X	X	X	
Customer Experience Partner of the Year	X	X	X	CSAT survey scores submitted
Distributor of the Year	X	X		Authorised Distributor Competency/Agreement
Industry Partner of the Year – Commercial	X	X		Minimum of 1 MPN Competency
Industry Partner of the Year – Public Sector	X	X		Minimum of 1 MPN Competency
Large Account Reseller of the Year	X	X		Large Account Reseller Agreement
Managing Director's Partner of the Year	X	X	X	
Services Partner of the Year	X	X		Minimum of 1 MPN Competency
Small Business Specialist of the Year	X	X	X	Small Business Specialist Designation
Spark Partner of the Year	X	X	X	Members of Website Spark & BizSpark only
Winning Customers Partner of the Year	X	X		Minimum of 1 MPN Competency

Award	Partner Level Required			Additional Criteria Required
	Gold Competency Partner	Silver Competency Partner	Network Member	
Competency Awards				
Application Integration Partner of the Year	X	X		Application Integration Competency
Application Lifecycle Management Partner of the Year	X	X		Application Lifecycle Management Competency
Business Intelligence Solutions Partner of the Year	X	X		Business Intelligence Competency
Content Management Partner of the Year	X	X		Content Management Competency
Dynamics CRM Partner of the Year	X	X		Customer Relationship Management Competency
Data Platform Partner of the Year	X	X		Data Platform Competency
Desktop Partner of the Year	X	X		Desktop Competency
Digital Marketing Partner of the Year	X	X		Digital Marketing Competency
Dynamics ERP Partner of the Year	X	X		Enterprise Resource Planning Competency
Hosting Partner of the Year	X	X		Hosting Competency
Identity and Security Partner of the Year	X	X		Identity and Security Competency
Independent Software Vendor ISV/Software Partner of the Year	X	X		ISV / Software Competency
Learning Partner of the Year	X	X		Learning Competency
Midmarket Solution Provider Partner of the Year	X	X		Midmarket Solution Provider Competency
Mobility Partner of the Year	X	X		Mobility Competency
OEM Hardware Partner of the Year	X	X		OEM Hardware Competency
Portals and Collaboration Partner of the Year	X	X		Portals and Collaboration Competency
Project and Portfolio Management Partner of the Year	X	X		Project and Portfolio Competency
Search Partner of the Year	X	X		Search Competency
Server Platform Partner of the Year	X	X		Server Platform Competency
Software Asset Management Partner of the Year	X	X		Software Asset Management Competency
Software Development Partner of the Year	X	X		Software Development Competency
Systems Management Partner of the Year	X	X		Systems Management Competency
Unified Communications Partner of the Year	X	X		Unified Communications Competency – either Messaging, Communications or both
Virtualisation Partner of the Year	X	X		Virtualisation Competency
Volume Licensing Partner of the Year	X	X		Volume Licensing Competency
Web Development Partner of the Year	X	X		Wed Development Competency

Business Category:

Citizenship/Corporate Social Investment Partner of the Year

This award recognizes a partner that creates and/or supports a unique project/program in order to serve the needs of South African students and youth (ages 6 to 30). The winning partner will have identified a specific segment of the student/youth market and developed projects/programs that address the key challenges being faced. These projects/programs could also include an innovative solution that has been developed and deployed in the past three years.

Examples of typical project/program include training students for technology-based jobs in the 21st century, advancing science and math in schools, support for unemployed and out-of-school youth and other such innovative solutions for students/youth.

Category	Weighting	Key Evaluation Areas
Overview of the project/program	25%	• Please provide an overview of your program. • How did you determine that your organization will implement this program? • What is the level of corporate involvement (staff, management, executives) in the project/program? • Please provide evidence of your company's on-going commitment to the project/program and your future plans relating to the project/program.
Meeting key needs within the student/youth sector	20%	• Please provide an overview of how you determined the focus of your project/program. • What data, statistics and other evidence was used to determine the focus of your project/program?
Innovativeness of the project/program	25%	• What makes your project/program innovative? • How does your project/program set new benchmarks? • What Microsoft technologies, if any, have been employed by your project/program?
Supporting information, data and other evidence	25%	• Please quantify the impact the project/program has had on the Student/Youth community it is designed to serve. • Do you have an example of how the project/program provided a life-changing experience for the beneficiary? • Please provide evidence of any 'third party' acknowledgement and endorsement of your project/program.
Bonus Factors	5%	Provide details of any additional factors that you believe makes your project/program unique and having a sustainable impact.

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Customer Experience Partner of the Year

Category	Weighting	Key Evaluation Areas
Driving Customer Satisfaction	**50%**	• Executive summary on the importance of customer satisfaction to the your business • An internal program in place to drive Customer Centricity? • Reward and recognition program in place internally for excellent customer satisfaction? • Employee measurement on Customer Satisfaction through annual pay package • How long has the Partner being driving a focused Customer Experience program • How many Customer References can the Partner produce if asked? • How many Customer Case Studies can the Partner Produce if asked? • If asked to demonstrate would the partner be able to present their end to end Customer Experience Strategy?

Survey Results	**40%**	In Microsoft, every audience and every segment surveys its customers/partners. This is critical for Microsoft to measure what the satisfaction levels are, understand and use the information to improve on products, process, services and support
		
		For this award selection, when Microsoft announces the Partner that has won the Customer Experience Award, Microsoft want to feel confident that the winner not only demonstrate that Customer Experience is a key priority to their business but can also show that this is diligently measured and acted upon.
		• Please answer the follow questions:-
		    o Do you survey your Customers?
		    o What are your results?
		    o When did the survey take place?
		    o How many contacts was the survey sent to?
		    o How many contacts responded?
		    o What are the top three areas of concern the partners are working on?
		    o Summary of how the partner intends to improve their results?
		    o What other Key Performance indicators the partner uses to measure satisfaction?

Bonus Factors	**10%**	• Has the Partner received any other Local or International awards over the last year? • Is the partner correctly profiled on Microsoft Pinpoint? • Microsoft Pinpoint customer reviews completed?

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Distributor of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	**20%**	• Overall and regional (provincial) o Year on Year % Reach growth • Readiness and product exposure • Minimum of 1 Case study or testimonial published
Driving Customer Satisfaction	**15%**	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	**35%**	• Min 2 examples of strategic alignment and proactiveness in working with Microsoft • Total number of engagements in FY11 and then minimum of 3 examples referenced • Minimum of 2 examples of alignment with Microsoft's Customer Campaigns • Microsoft Product revenue in FY12 • YOY growth % of your Microsoft business • % Growth in partner breadth • Finished Goods Distributors: growth percentage of annuity revenue • OEM Distributors: Growth of Client, Information Worker and Server products attach rate • Marketing and Resource investments and spend • Year on Year % Frequency growth • Year on Year % Yield growth • Performance vs. Distributor Target - Open Revenue • Performance vs. Distributor Target - COEM Revenue • Performance vs. Distributor Target - FPP & PKC Revenue • Windows Premium SKU mix All license type • Open Renewal • Co-op Utilization Rate • Microsoft Profitability Rank • Microsoft Revenue Rank • BOS Attach • Server Attach • Reseller Readiness through Distributor • Distributor sales representative training • Dedicated Microsoft Distributor Resources
Innovation	**10%**	• Min 2 examples of provision of thought leadership and innovative offerings • Creative or innovative solutions or sales and marketing techniques
Enabling People	**10%**	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	**10%**	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

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Industry Partner of the Year – Commercial

(New Award introduced in FY12)

The Microsoft Industry Partner of the Year Award honours a partner that is adding business value to customers by deploying new and innovative solutions based on Microsoft technologies in the following four sectors: Manufacturing and Resources (oil and gas, mining, power and utilities, automotive, industrial and aerospace, high technology and electronics, process manufacturing, and consumer goods and distribution); Financial Services (banking, capital markets, insurance); Communications and Media (telecommunications, media and cable), and Retail and Hospitality. One award is given for this sector, recognising the most valuable Industry partner for developing and delivering Microsoft-based solutions to our mutual customers in the industry.

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? • List the top 3 implementations associated
Driving Customer Satisfaction	20%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	30%	Outline your business case and proof points of major milestones and advances for FY2012 and/or key initiatives, if publicly known, for FY2013. • Provide detailed overviews of at least 2 substantial wins (Enterprise or Tier 1 accounts). If a competitive win, describe how were you able to sell Microsoft technology into an account that was considering an alternate platform and what specific benefits you were able to offer that the competition was not. • Development of joint sales engagement efforts including partner solution plans (PSPs) in place, tools, training, rhythm of the business, and any other sales investments that foster integration of joint sales activities. • Provide joint public customer references and/or public customer quotes that support marketplace wins. • Provide information of direct and/or influenced revenue during FY2012.
Innovation	10%	• List number of this specific industry solutions that your organisation developed in FY12? • Min 1 example of leading edge solutions and provision of thought leadership and innovative offerings • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Provide a three bullet point overview of the industry specific functionality you have deployed in your customer organizations (in which processes and departments). • Which, if any, ISV solutions have been used to complete your industry solution?
Enabling People	10%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	10%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator • What other Microsoft Solutions have been sold as a direct result of the customer having adopted these industry solutions?

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Industry Partner of the Year – Public Sector

(New Award introduced in FY12)
The Microsoft Industry Partner of the Year Award honours a partner that is adding business value to customers by deploying new and innovative solutions based on Microsoft technologies in Public Sector (Education; Government; Health; Public Safety/National Security). One award is given for this sector, recognizing the most valuable Industry partner for developing and delivering Microsoft-based solutions to our mutual customers in the industry.

Category	Weighting	Key Evaluation Areas
Winning New Customers	**20%**	• Number of case studies or testimonials published that • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? • List the top 3 implementations associated
Driving Customer Satisfaction	**20%**	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	**30%**	Outline your business case and proof points of major milestones and advances for FY2012 and/or key initiatives, if publicly known, for FY2013. • Provide detailed overviews of at least 2 substantial wins (Enterprise or Tier 1 accounts). If a competitive win, describe how were you able to sell Microsoft technology into an account that was considering an alternate platform and what specific benefits you were able to offer that the competition was not. • Development of joint sales engagement efforts including partner solution plans (PSPs) in place, tools, training, rhythm of the business, and any other sales investments that foster integration of joint sales activities. • Provide joint public customer references and/or public customer quotes that support marketplace wins. • Provide information of direct and/or influenced revenue during FY2012.
Innovation	**10%**	• List number of this specific industry solutions that your organisation developed in FY12? • Min 1 example of leading edge solutions and provision of thought leadership and innovative offerings • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Provide a three bullet point overview of the industry specific functionality you have deployed in your customer organizations (in which processes and departments). • Which, if any, ISV solutions have been used to complete your industry solution?
Enabling People	**10%**	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	**10%**	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator • What other Microsoft Solutions have been sold as a direct result of the customer having adopted these industry solutions?

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Large Account Reseller of the Year

Criteria	Weighting	Key Evaluation Areas
Winning New Customers	30%	• Number of new customers in FY12 • List of these new customers in FY12 • 3 key activities executed in FY12 to win new customers
Driving Customer Satisfaction	10%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Engagement in the T-36 process • Top customer satisfaction differentiator
Growing the Business	40%	• Total number of customers in FY12 • List of these customers in FY12 • Revenue realised in FY12 • How many EAP and ECI deals have you signed in FY12 • How many new EA deals have you sold in FY12 • How many new select deals have you sold in FY12 • % growth YOY against FY11 • True Up Delinquency rate for FY12 • On time renewal score for FY12 • 3 key activities executed in FY12 to grow LAR business
Innovation	10%	• Innovative approach to deployment and usage of software assurance benefits with customers • What percentage of your customer base has utilised their SA benefits
Bonus Factors	10%	• Local or international awards in FY12 • 3 examples of inclusion of Microsoft teams in customer engagements • What is your go to market with respect to enabling customers to licensing transition for cloud strategy • Your organisations' key differentiator

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Managing Director's Partner of the Year

Key criteria
 • Recognises a partner that has over-achieved in one or more areas important to Microsoft and the IT industry • Alignment to Microsoft SA and its key FY12 priorities • Revenue and Market Share Growth • Customer Satisfaction • Competences in high growth areas e.g. Virtualization, Unified Communications, Dynamics CRM, Collaboration and Database • Case studies in Public Sector or Small and Medium Business • Case studies in Private Cloud • Local or international awards received in FY12 • Submission completed for Microsoft Worldwide Partner Awards in FY12   This award is different in that partners don't nominate themselves. Nominations come from within the Leadership Team of Microsoft South Africa. The decision is strategic in nature with the justification being linked to important business issues.

* Please note that award criteria may be subject to change

Services Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Case studies showcased in conjunction with Microsoft Services • Number of net new customers added to the partnership with Microsoft Services in FY12
Driving Customer Satisfaction	20%	• Customer satisfaction score per project completed with Microsoft Services, as measured by Microsoft Services' CPE process
Growing the Business	25%	• Value of joint business closed between the Partner and Microsoft Services since 1 July 2011 • Number of proposals won with Services, including references, since 1 July 2011 • Number of co-engagements with Microsoft Services, including references, since 1 July 2011 • Growth in customer base (customer additions) • At minimum 1 example of joint marketing initiatives with Microsoft Services and extent of Return on Investment for both parties
Innovation	15%	• The main aim of Microsoft Services is to drive the deployment and adoption of Microsoft technologies. Provide an overview of what your company has achieved relative to this over the past year with Microsoft Services, supported by at minimum 2 examples.
Enabling People	10%	• BEE rating score Employment equity status and initiatives driven • List 1 example of Community investments, social responsibility and local relevance initiatives
Bonus Factors	10%	• Min 2 examples Inclusion of Microsoft Services teams in sales cycles and customer engagements • Example of participation in a successful Technology Adoption Programme (TAP)

* Please note that award criteria may be subject to change

Small Business Specialist of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	**30%**	• Number of new SMB (up to 25 users) customers in FY12 • Number of technology assessments completed in FY12
Driving Customer Satisfaction	**20%**	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	**30%**	• Number of business wins and implementations since 1 July 2011 • Number of competitive wins and implementations since 1 July 2011 • Min 2 examples of strategic alignment and proactively working with Microsoft • Min of 1 example of small business customer marketing campaign executed in FY12 • Total SMB Product revenue to Microsoft (direct or influenced) • YOY growth % of your SMB Microsoft business (FY11 to FY12) • Number of Sales or deployment of Small Business Server, Office Home & Business and Office Standard and System Centre Essentials • Number of Volume Licensing adoption and conversion of non-VL customers
Innovation	**10%**	• Min 2 examples of innovative approach to SMB solution selling and through the use of Microsoft technology
Enabling People	**5%**	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	**5%**	• Local or international awards in FY12 • Your organisations' key differentiator

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Spark Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	10%	- Number of Case studies showcased in conjunction with Microsoft - List of case studies - Number of net new customers added by the Partner in FY12
Driving Customer Satisfaction	10%	- Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) - Top customer satisfaction differentiator
Growing the Business	20%	- Min 2 examples of strategic alignment and proactiveness in working with Microsoft Products or Programs - Min 1 example of in addition to software licenses, demonstrate leverage of additional Program benefits - Revenue in FY12 % Growth YOY in Company revenue - Significant annual growth of the Partner's Microsoft-related Products business
Innovation	45%	- Min 2 examples of Innovative deployment and adoption of the latest Microsoft platforms and technologies and provision of thought leadership in positioning Microsoft Product Offerings in the local market - Percentage of offerings based on Microsoft Technologies - Solving current industry problems with the innovative use of Microsoft Technologies
Enabling People	5%	- BEE rating score - Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 - Internships / learner ships in FY12
Bonus Factors	10%	- Min 1 example of promotion of Microsoft within entrepreneurial/start-up communities - Min 2 examples of participation in community technical events (technical thought leadership)

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Winning Customers Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	**50%**	• Number of competitive wins (bonus measurement for Web Workload, Virtualization, Server Platform) • Min 1 example of driving compete in distribution channels– e.g. creating a Customer or Partner multiplier effect • Number of Case studies or testimonials published in FY12
Driving Customer Satisfaction	**10%**	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	**20%**	• Min 3 examples of where Microsoft technology sold in the face of competitive preference from customer • Min 2 examples of alignment with Microsoft's Customer Campaigns FY12 • Product revenue to Microsoft (direct or influenced) in FY12 • Growth in customer base (customer additions) – influencing penetration and share of MS platform (bonus for Server)
Innovation	**10%**	• Min 2 examples of thought leadership and innovative offerings with specific competitive focus in FY12 • Usage of Analyst data, research data and TCO tools to target specific workload competitive opportunities
Enabling People	**5%**	• Resourcing of Competitive Sales • Approaching Competitive Training and cross skilling
Bonus Factors	**5%**	• Local or international awards • Participation in Standards Committees, industry associations, agencies, communities • Membership into Voice for Innovation • Min 2 examples of inclusion of Microsoft teams in customer engagements

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Competency Category:

Application Integration Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Number of case studies or testimonials published in FY12 • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations in FY12
Driving Customer Satisfaction	10%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	30%	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	20%	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	10%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	10%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

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Application Lifecycle Management Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Number of ALM case studies or testimonials published • How many new ALM customers / deployment projects did your organisation acquire/roll-out in FY12? • What is the associated revenue for licensing and services? • List the TOP 3 ALM implementations completed in FY12
Driving Customer Satisfaction	10%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	30%	• Min 1 example of Microsoft ALM technology sold in the face of competitive preference from customer • Number of ALM business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft on ALM sales engagements • Min 1 example of Strategic alignment and proactiveness in working with Microsoft on ALM campaign execution • ALM Product revenue to Microsoft (direct or influenced). Provide details • Significant annual growth of your Microsoft ALM business • Number of ALM customers in FY12 compared to FY11
Innovation	20%	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	10%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	10%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

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Business Intelligence Solutions Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations completed in FY12
Driving Customer Satisfaction	10%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	30%	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	20%	• List number of this specific competency solutions that your organisation developed in fy12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	10%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	10%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

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Content Management Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	**20%**	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	**10%**	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	**30%**	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	**20%**	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	**10%**	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	**10%**	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change

Dynamics CRM Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	**20%**	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated Net new revenue for licensing and revenue for services? • List the top 3 implementations
Driving Customer Satisfaction	**20%**	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	**30%**	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11 • What marketing activities did you leverage to drive these numbers? • How many new CRM seat adds in FY12?
Innovation	**10%**	• List number of this specific competency solutions that your organisation developed in FY12? • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Provide a three bullet point overview of the vertical specific functionality you have deployed in your customer organizations (in which processes and departments). • Which, if any, ISV solutions have been used to complete your vertical solution? • Industry or business specific Microsoft CRM templates, if so, please provide a list thereof
Enabling People	**10%**	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	**10%**	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator • What other Microsoft Solutions have been sold as a direct result of the customer having adopted Dynamics CRM?

* Please note that award criteria may be subject to change

Data Platform Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	**20%**	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations completed in FY12
Driving Customer Satisfaction	**10%**	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	**30%**	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	**20%**	• List number of this specific competency solutions that your organisation developed in fy12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	**10%**	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	**10%**	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change

Desktop Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	**20%**	• Number of case studies or testimonials published and links to the public locations (e.g. newspaper article) • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations • List the customers and number of PC's per customer deployed with Windows 7 Pro, Enterprise, Office 2010, MDOP components (and list them) or VDA/MS VDI in FY12 • List where and which Windows 7 Enterprise Features have been implemented in FY12 • List where you have created private cloud solutions around RDS or VDI on the Microsoft stack for delivering a desktop • List what you have done around Windows 8, both internally and with customers • List where automated deployment (PXE boot, WDS) and/or User State Virtualisation (folder redirection, offline files and folders, roaming profiles) are in place
Driving Customer Satisfaction	**15%**	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	**30%**	• Min 1 example of Microsoft Client operating system technology sold in the face of competitive preference from customer (e.g. Windows vs. Linux or OS/X, BitLocker vs. Credence, IE vs. Firefox etc.) • Describe product revenue to Microsoft (direct or influenced) on Windows Client, MDOP, Office 2010, VDI Suite or Hyper-V/System Centre VDI backends • Describe significant annual growth of your Microsoft Client/Desktop business • Number of customers in FY12 compared to FY11 where you are engaged on deployment projects.
Innovation	**15%**	• List number of this specific competency solutions that your organisation developed in FY12 around desktop deployment? • Name the solutions specified above. • Min 1 example of Leading edge solutions around desktop deployment and provision of thought leadership and innovative offerings • Describe your internal state of use of Windows 7, Office 2010, MDOP, IE, RDS and Microsoft based VDI, including what percentage of internal users are on Windows 7 Enterprise and Office 2010
Enabling People	**10%**	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 Internships / learner ships in FY12
Bonus Factors	**10%**	• Local or international awards in FY12 around desktop deployment • Min 2 examples of inclusion of Microsoft teams in customer engagements around desktop deployment • Your organisations' key differentiator around the desktop competency

* Please note that award criteria may be subject to change

Digital Marketing Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	**20%**	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	**10%**	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	**30%**	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	**20%**	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	**10%**	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	**10%**	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change

Dynamics ERP Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated Net new revenue for licensing and revenue for services? • List the top 3 implementations
Driving Customer Satisfaction	20%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	30%	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11 • What marketing activities did you leverage to drive these numbers?
Innovation	10%	• List number of this specific competency solutions that your organisation developed in FY12? • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Provide a three bullet point overview of the vertical specific functionality you have deployed in your customer organizations (in which processes and departments). • Which, if any, ISV solutions have been used to complete your vertical solution?
Enabling People	10%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	10%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator • What other Microsoft Solutions have been sold as a direct result of the customer having adopted Dynamics ERP?

* Please note that award criteria may be subject to change

Hosting Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	10%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator • Hosting Platform performance and uptime, relating to Customer SAT
Growing the Business	20%	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft Hosting business • Number of customers in FY12 compared to FY11 • Expanded Microsoft Product offerings. What new products have been added and are in the process of been deployed or taken to market E.g. Hosted Lync, CRM, AX etc.
Innovation	20%	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	10%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	20%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisation's key differentiator

* Please note that award criteria may be subject to change

Identity and Security Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	20%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	30%	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	15%	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	5%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	10%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisation's key differentiator

* Please note that award criteria may be subject to change

ISV / Software Solutions Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	**20%**	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations completed in FY12
Driving Customer Satisfaction	**10%**	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	**20%**	Measure: impact and thought leadership • Provide # of events (incl. conferences)/companies (not your own) that your company has been invited to speak at (List speaker, date, name of conf/company, topic) Company blog (URL)/ Company twitter account (@) / Company Facebook page (URL)/ Company LinkedIn Group or Page (URL) • Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	**35%**	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment. Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings • Solution Overview: Describe the customer business opportunity your solution addresses, including specific business impact created (for example, revenue acceleration, cost reduction, business productivity, and customer satisfaction). • Give an overview of the Microsoft stack of solutions you use. • What Industry verticals do you target, and give the name of at least one customer in each vertical. • Leveraging eco-system: Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution? If yes, please describe in X words your partnering story and how it benefited the customer. • Competitive Positioning: Describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective. • Product roadmap: Describe how your organisation has driven adoption of the latest Microsoft technologies in your solution and outline your strategy with regards to adoption of cloud (including making Office 365 relevant in the enterprise and Azure), Windows Phone (interoperability of other mobile devices on your Microsoft Solution), Windows 8 (Including the interactive user experience) SQL 2012 (especially new features), etc.
Enabling People	**5%**	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	**10%**	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisation's key differentiator

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Learning Partner of the Year

Category	Weighting	Key Evaluation Areas

Winning New Customers	20%	• How many new Microsoft Customers did your organisation acquire in FY12?
		• List the Microsoft Products trained on for these new Customers (i.e. SQL, SharePoint)
		• How did you "win" these new customers?
		    o Pinpoint
		    o Class Locator
		    o Direct marketing (email, adverts)
		    o Referrals
		    o Other – please provide details

Driving Customer Satisfaction	10%	• Metrics That Matter for all training engagements • Provide Quality KPI Score as detailed on the KPI report as at 30th June 2012
Growing the Business	35%	• By what percentage did your Business grow in FY12 • What percentage of your Revenue is from Microsoft Training and or Certification • What percentage of your Volume is from Microsoft Training and or Certification? • Do you use Official Microsoft Courseware (MOC and CW Library) for all your Microsoft training engagements • Provide **Consumption** Score as detailed on the KPI report as at 30th June 2012 • Provide **Contribution** Score as detailed on the KPI report as at 30th June 2012 • List the Microsoft Learning campaigns that you participated in during FY12.
Innovation	20%	• How many new/innovative training solutions have you implemented in FY12? • Describe the solutions specified above.
Enabling People	10%	• Specify your organisation's BEEE level. • Provide Social Investment projects completed in FY12. • List the number of Learner ships/Internships/Student2 Business Programs you have engaged in in FY12. Please include the number of learners trained on each. • Did you use MOC for the above engagements? • Was certification included in the above engagements?
Bonus Factors	5%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisation's key differentiator

* Please note that award criteria may be subject to change

Midmarket Solution Provider Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	20%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	30%	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	15%	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	5%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	10%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change

Mobility Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Number of case studies or testimonials published • How many <u>new</u> customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	10%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	25%	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer, specific reference to the mobile platform required. • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11 • Number of Windows Phone deployed with a solution?
Innovation	25%	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings • Unique Value delivered through the WP7 platform. • Adoption of the WP7 Platform as the platform of choice.
Enabling People	10%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	10%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change

OEM Hardware Partner of the Year

Criteria	Weighting	Key Evaluation Areas
Winning New Customers	**20%**	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	**15%**	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	**35%**	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	**10%**	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	**10%**	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 Internships / learner ships in FY12
Bonus Factors	**10%**	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change

Portals and Collaboration Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	10%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	30%	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	20%	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	10%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	10%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change

Project and Portfolio Management Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	10%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	30%	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	20%	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	10%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	10%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change

Search Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	**20%**	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	**10%**	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	**30%**	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	**20%**	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	**10%**	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	**10%**	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change

Server Platform Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	20%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	30%	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in Fy12 compared to fy11
Innovation	15%	• List number of this specific competency solutions that your organisation developed in fy12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	5%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	10%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change

Software Asset Management Partner of the Year

Category	Weighting	Measurements and Considerations
Winning New Customers	**20%**	• Software Asset Management (SAM) Customer testimonials • SAM Case Studies published (focus: placement and those done in conjunction with Microsoft) • SAM as part of the customer gain strategy – illustration of how SAM has won new business for the partner
Driving Customer Satisfaction	**25%**	• Survey of customers via the quarterly Customer Satisfaction Survey or other survey and have a complaint management process in place • Illustrate how SAM is incorporated into the T-36 plan to ensure 100% renewals and true ups • Min 2 examples of high engagement and strong relationship with MS SAM and licensing teams
Growing the Business	**15%**	• List of customers where SAM engagements have been delivered (ELP and SOM) in FY12 • Share number of SAM engagements where there is on-going SAM solutions based on ISO and ITIL • Number of SAM wins since 1 July 2011 • Revenue influenced through SAM (True ups, Renewals) • Significant annual growth of your Microsoft SAM business • Growth in customer base (customer additions)

Innovation	**20%**	• Maturity of SAM offering:
		  - how the partners SAM offering aligns to ISO / ITIL
		  - How they have bundled SAM.
		  - What "flavours" of SAM they offer - ELP and SOM. On-going SAM solutions based on People, Process and Technology
		  - Technology used to support the partners SAM offering
		  - SAM Business plan implementation i.e. engagement strategy with customers
		  - SAM marketing /events /campaigns – tracking ROI and success

Enabling People	**10%**	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	**10%**	• Local or international awards • Your organisations' key differentiator

* Please note that award criteria may be subject to change

Software Development Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	**10%**	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	**10%**	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator

Growing the Business	**10%**	Measure: impact and thought leadership
		• Provide # of events (incl. conferences)/companies (not your own) that your company has been invited to speak at
		    o List speaker, date, name of conf/company, topic
		• Company blog (URL) / Company twitter account (@) / Company Facebook page (URL)
		    • Company LinkedIn Group or Page (URL) / Other (URL)
		• Min 1 example of Microsoft technology sold in the face of competitive preference from customer
		• Number of business wins and implementations since 1 July 2011
		• Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.)
		• Product revenue to Microsoft (direct or influenced)
		• Significant annual growth of your Microsoft business
		• Number of customers in FY12 compared to FY11

Innovation	**40%**	• Describe min 1 example of best live system implemented, explain technologies used • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings. • Solution Overview: In X words, describe the customer business opportunity your solution addresses, including this specific business impact created (for example, revenue acceleration, cost reduction, business productivity, and customer satisfaction). • Give an overview of the Microsoft stack of solutions you use. • What Industry verticals do you target, and give the name of at least one customer in each vertical. • Leveraging eco-system: Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution? If yes, please describe in X words your partnering story and how it benefited the customer. • Competitive Positioning: In X words, describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective. • Product roadmap: In X words, describe how your organisation has driven adoption of the latest Microsoft technologies in your solution and outline your strategy with regards to adoption of cloud (including making Office 365 relevant in the enterprise and Azure), Windows Phone (and the interoperability of other mobile devices on your Microsoft Solution), Windows 8 (Including the interactive user experience) SQL 2012 (especially new features), etc.
Enabling People	**15%**	• Example(s) of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	**15%**	• Local or international awards in FY12 • Examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change

Systems Management Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	20%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	30%	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	15%	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	5%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	10%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change

Unified Communications Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	10%	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	10%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	10%	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	50%	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	10%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 Internships / learner ships in FY12
Bonus Factors	10%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change

Virtualisation Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	**25%**	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	**20%**	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	**20%**	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	**15%**	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	**5%**	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 Internships / learner ships in FY12
Bonus Factors	**15%**	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change

Volume Licensing Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	25%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	25%	• Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	10%	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment • Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings
Enabling People	10%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 Internships / learner ships in FY12
Bonus Factors	10%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change

Web Development Partner of the Year

Category	Weighting	Key Evaluation Areas
Winning New Customers	20%	• Number of case studies or testimonials published • How many new customers / deployment projects did your organisation acquire/roll-out in FY12? What is the associated revenue for licensing and services? • List the top 3 implementations
Driving Customer Satisfaction	10%	• Results of customer satisfaction survey conducted in FY12 (via MPN CSAT or other external survey process) • Top customer satisfaction differentiator
Growing the Business	20%	Measure: impact and thought leadership • Provide # of events (incl. conferences)/companies (not your own) that your company has been invited to speak at (List speaker, date, name of conf/company, topic 0 • Company blog (URL) / Company twitter account (@) / Company Facebook page (URL)/ Company LinkedIn Group or Page (URL)/ Other (URL) • Min 1 example of Microsoft technology sold in the face of competitive preference from customer • Number of business wins and implementations since 1 July 2011 • Min 1 example of Strategic alignment and proactiveness in working with Microsoft (sales engagements, campaign execution, etc.) • Product revenue to Microsoft (direct or influenced) • Significant annual growth of your Microsoft business • Number of customers in FY12 compared to FY11
Innovation	35%	• List number of this specific competency solutions that your organisation developed in FY12? • Describe min 1 example of best live system implemented • Demonstrate measurable ROI for at least one customer deployment. Name the solutions specified above. • Min 1 example of leading edge solutions around this specific competency solutions and provision of thought leadership and innovative offerings • Solution Overview: In X words, describe the customer business opportunity your solution addresses, including specific business impact created (for example, revenue acceleration, cost reduction, business productivity, and customer satisfaction). • Give an overview of Microsoft stack of solutions you use. • What Industry verticals do you target, and give the name of at least one customer in each vertical. • Leveraging eco-system: Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution? If yes, please describe in X words your partnering story and how it benefited the customer. • Competitive Positioning: In X words, describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective. • Product roadmap: In X words, describe how your organisation has driven adoption of the latest Microsoft technologies in your solution and outline your strategy with regards to adoption of cloud (including making Office 365 relevant in the enterprise and Azure), Windows Phone (and the interoperability of other mobile devices on your Microsoft Solution), Windows 8 (Including the interactive user experience) SQL 2012 (especially new features), etc.
Enabling People	5%	• BEE rating score • Min 1 example of community investments, social responsibility and local relevance initiatives completed in FY12 • Internships / learner ships in FY12
Bonus Factors	10%	• Local or international awards in FY12 • Min 2 examples of inclusion of Microsoft teams in customer engagements • Your organisations' key differentiator

* Please note that award criteria may be subject to change