# 2013 Partner of the Year Awards

Microsoft New Zealand

**Award Guidelines for Partners**

**Self-Nominate**

**6 January 2014 – 28 February 2014**

Forward submission to: [nzawards@microsoft.com](mailto:nzawards@microsoft.com)

Any questions? [nzawards@microsoft.com](mailto:nzawards@microsoft.com)

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# Introduction

Welcome to the Microsoft New Zealand Partner Awards 2013. We are excited to offer Microsoft partners a variety of awards designed to showcase solutions built on Microsoft technologies that provide benefits to all customers. These awards have been designed to celebrate success related to partner competencies, cloud technology, entrepreneurial spirit, and industry excellence.

## How the Microsoft Partner Awards 2013 could benefit your business

Award recognition means visibility for your organisation. Awards help create new business and customer opportunities, generate press coverage, and lead to more market recognition.

Microsoft New Zealand Partner Awards 2013 benefits:

* Customised logos and web banners that help you showcase your company as an honoured Microsoft partner
* Custom public relations templates to help promote your award-winning status
* Trophies for winners to signify your success
* Congratulatory letters from Microsoft New Zealand’s general manager
* Photo opportunities with Microsoft executives at the awards ceremony
* Finalists and winners are invited to an exclusive awards ceremony, the event is a unique opportunity to network with Microsoft executives in specific business areas and strengthen your relationship with Microsoft.
* Winners are recognised onstage at the New Zealand Partner Awards
* Opportunity to present your business to Microsoft New Zealand employees at a partner profile breakfast at the Microsoft office in Auckland, thereby raising visibility and profile of your business among key contacts within the Microsoft sales and marketing teams.

## Start preparing your award nominations today

You can preview all of the 2013 awards categories and questions in this document. Review these and decide for which awards you want to nominate yourself. This document includes 1-2 pages for each award, which detail the eligibility requirements and questions to be addressed. These questions should be used as a template for your entry submission. Entries can be submitted via email to nzawards@microsoft.com from Monday 6 January, 2014 until Friday 28 February, 2014 at 5pm.

## NEW in 2013: Gold or Silver Level Competency Requirement

## This will be the first year in the history of the Microsoft New Zealand Partner Awards where eligibility for ALL award categories requires a minimum Gold or Silver level Microsoft competency. The competency must be locally earned and not inherited from overseas affiliation. Please be sure to check that you have a relevant competency and that this competency is active and current prior to submitting your award submission. Submissions will be checked against MPN competency status prior to judging.

## Instructions for preparing award nominations

Prepare your Microsoft 2013 Partner of the Year Award nominations by following these three steps.

**Step 1:** Review this Award Guidelines Document and the official Terms and Conditions.

**Step 2**: Review this document and locate the awards that correspond to your company’s best solutions. Using the layout in this document as a guide, create your submission as a Microsoft Word document, ensuring it addresses all of the questions for the given award. You may submit for multiple awards, but each submission must be a separate document. **Your submission must include the following Partner and Customer contact information--please copy and paste the completed table at the top of your entry Word doc.**

|  |  |
| --- | --- |
| **Partner Contact Information** | |
| Company Name |  |
| Company Address (Street, City, Postal Code) |  |
| Company Web Address |  |
| Contact Details |  |
| *Contact Name and Position* |  |
| *Contact Email Address* |  |
| *Contact Phone Number* |  |
| Business Focus: Please describe your business focus and the market areas in which you operate.  (Limit 500 characters) |  |
|  |  |
| **Customer Contact Information** (if applicable for your category) | |
| Company Name |  |
| Company Address (Street, City, Postal Code) |  |
| Company Web Address |  |
| Contact Details |  |
| *Contact Name and Position* |  |
| *Contact Email Address* |  |
| *Contact Phone Number* |  |
| Customer Size: in # of seats |  |
| Industry/Business Focus: Please describe the customer's business focus.  (Limit 500 characters) |  |
| Yes/No: I have received permission from the customer and give consent to use the customer story for publicity purposes. |  |

**Step 3:** Email the completed award submission(s) to [nzawards@microsoft.com](mailto:nzawards@microsoft.com). All submissions must be received by Friday 28 February, 2014 at 5pm to be eligible entries. Improperly submitted entries will not be judged.

The following timeline applies to this year’s partner awards:

|  |  |
| --- | --- |
| Calendar Item | Date |
| Partner Award call for submission announced | Friday, 20 December 2013 |
| First date submissions accepted  *Submit to:* [*nzawards@microsoft.com*](mailto:nzawards@microsoft.com) | Monday, 6 January 2014 |
| Final submissions due date | Friday, 28 February 2014 |
| Finalists Announced | Monday, 24 March 2014 |
| Partner Awards Ceremony and Dinner Event  *Location: Langham Hotel, Auckland* | Tuesday, 15 April 2014 |
| Official Press Release Announcing Winners | Wednesday, 16 April 2014 |

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# Cloud Awards

### Cloud Small and Medium Business (SMB) Partner of the Year

The Cloud Partner of the Year: Small and Medium Business (SMB) Award honours a partner that has successfully scaled out its cloud practice to a world class marketing and sales engine, profitably and efficiently targeting and acquiring new customers to the cloud with innovative marketing tools (SEO, social media) and an effective customer acquisition strategy. The winner will have created a repeatable, pre-packaged, out of the box solution targeted to small and medium businesses. The solution will include public cloud products such as Office 365, Windows Intune, and CRM Online etc. and may also be a hybrid solution that includes Service Provider cloud.

**Eligibility:**

* Currently a Gold or Silver level partner in the Microsoft Partner Network for the partner’s competency of choice.
* Have a current Microsoft Pinpoint directory listing

**Questions:**

1. What specific customer challenge(s) and problem(s) does your solution solve? Identify:
   1. Customer’s business challenge or problem.
   2. Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.).
   3. Contrast between the customers’ before and after scenarios.
   4. Metrics (cost savings, time/labour savings, performance gained, etc.) on benefits received by the customer.

1. What are the key benefits of your solution/service to customers?
2. How did you position and market your solution/service
3. Describe your efficiency gains and costs with the business changes you made.
4. How did your solution/service help your own organization win and grow your business?
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. Describe the solution, explaining how it was designed and implemented. Please provide links to outside references that illustrate the solution (articles, case studies, videos, testimonials, etc.).
7. Show how using Microsoft technologies in your solution helped you win against the competition in a customer situation.
8. Did your company partner with any other Microsoft partners in designing and implementing this solution? If yes, please elaborate.
9. Describe the benefits your company sees in using Microsoft Cloud products to provide winning solutions for your customers.

### Cloud Enterprise Partner of the Year

The Cloud Partner of the Year: Enterprise Customers (CA and EPG) Award honours a partner that has shifted some of their business from on premise to integration of a Cloud based practice. They will have built a profitable, enterprise-level managed cloud business with enterprise-class Microsoft cloud solutions. The winner will have successfully addressed complex deployments integration into existing sophisticated workflow processes, while enabling efficiency gains and cost savings to enterprise customers. They will have acquired/migrated large key marque customers to the Cloud in a hybrid infrastructure.

**Eligibility:**

* Currently a Gold or Silver level partner in the Microsoft Partner Network for the partner’s competency of choice.
* Have a current Microsoft Pinpoint directory listing

**Questions:**

1. What business transformation steps or considerations did you take (or are you taking) to adapt to the Cloud opportunity (new roles in your organization, new capabilities, customer service and support function, how you pay your sales people, etc.)? What was the impact of making these changes in your organization?
2. How do you position your Cloud business to end customers?
3. How has your profitability changed with the new business change? Indicate your profitability before and after your business transformation. Indicate your mix of private vs. public cloud revenue.
4. How did you position and market your solution/service?
5. How has your investment in the On-premise business changed to accelerate the shift to the cloud?
6. Describe your efficiency gains and costs with the business changes you made.
7. How did your new solution/service help your own organization win and grow your business?
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.
9. Describe the business issue your solution addressed (for example, cost reduction, productivity increase, and customer satisfaction).
10. Describe the solution, explaining how it was designed and implemented. Please provide links to outside references that illustrate the solution (articles, case studies, videos, testimonials, etc.).
11. Show how using Microsoft technologies in your solution helped you win against the competition in a customer situation
12. Did your company partner with any other Microsoft partners in designing and implementing this solution? If yes, please elaborate.
13. Describe the benefits your company sees in using Microsoft Cloud products to provide winning solutions for your customers.

### Hosting Partner of the Year

The Hosting Partner of the Year Award recognizes a partner who demonstrates solution innovation and exemplary commitment to engaging with Microsoft. Nominees for this award should document how their company and hosted solution focus on a customer’s business challenge, either by identifying a new market opportunity or by using technology innovation to address customer needs. Along with demonstrating innovation, the submission should document how customers have seen the partner work closely with Microsoft. The winning nomination will show which version(s) of Microsoft product(s) the solution was built on, or how the partner actively promoted its solution through marketing campaigns.

**Eligibility:**

* Be active in the Microsoft Hosting competency
* Currently a Gold or Silver level partner in the Microsoft Partner Network
* Have a current Microsoft Pinpoint directory listing

**Questions:**

1. Provide a brief description of the hosted 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, and customer satisfaction). Make specific reference to the depth and breadth of the Microsoft stack of solutions you used.
3. 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 articles, case studies, videos, customer testimonials, etc.).
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. 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.
6. Describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective.
7. Describe all Microsoft Partner Network–related activities and resources used by your company during the past 12 months, other than renewing your membership and qualifying for competency (for example, your profile in Pinpoint (please include your Pinpoint solution URL), customer campaigns, etc.). Discuss how they helped your business.
8. What customer benefits are attributed to this hosted solution? Provide real customer examples such as customer quotes or specific metrics.
9. How important is customization to the customer experience? How do you differentiate through customization, and to what degree?
10. Do you have partners reselling your hosting solution to their customers in a channel model? What percentage of your revenue from this hosting solution is generated through resellers? What resell service do you offer (referral, private label, or other models)? Who owns the billing relationship with the customer? Describe the process you mandate for a reseller to become your channel partner.

# Competency Awards: Core Infrastructure

### Devices and Deployment Partner of the Year

The Devices and Deployment Partner of the Year Award recognises a partner serving enterprise, midmarket, and small businesses with proven expertise in helping customers migrate desktop environments to a modern, flexible environment. Partners self-nominating for this award should have successfully deployed Microsoft technologies with Windows 7, Windows 8, Microsoft Desktop Optimization Pack (MDOP), Windows Internet Explorer 9 or 10, and/or Microsoft Office 2010 / 2013 to help customers manage desktop assets more efficiently and cost-effectively, support and enable their end users, manage security, and deploy new applications.

**Eligibility:**

* Be active in the Microsoft Devices and Deployment Competency
* Currently a Gold or Silver level partner in the Microsoft Partner Network
* Have a current Microsoft Pinpoint directory listing

**Questions:**

1. 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. Also, specify if your solution enabled new scenarios for your customers, such as BYOD, better mobility with tablets, etc.
2. 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.).
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. Include discussion of tablets or slate devices.
5. Describe all Microsoft Partner Network–related activities and resources used by your company during the past 12 months other than renewing your membership and qualifying for competency (for example, your profile in Pinpoint (please include your Pinpoint solution URL), customer campaigns, solution incentive programs, Windows 7 Accelerate, Flex work style, etc.). Discuss how they helped your business.
6. Describe the typical desktop infrastructure implementation you offer. Include the customer profile, the number of clients, services provided and any ongoing services offered, and the number of these implementations performed during the last 12 months.
7. What Microsoft technologies and tools are typically integrated in your desktop solutions? At a minimum the list should include Windows 7 or Windows 8, MDOP (or its components), Microsoft Office 2010 or Office 2013 / Office 365, and Windows Internet Explorer.
8. Microsoft Desktop Optimization Pack (MDOP)
9. Windows 8 Enterprise
10. Windows 7 Enterprise
11. Windows Intune
12. MDOP (describe the specific MDOP component used)
13. Microsoft Office (specify which edition of Office was used, as well as which Office technologies were deployed)
14. System Center
15. Windows Server
16. Application Compatibility Toolkit (ACT)
17. Microsoft Deployment Toolkit (MDT)
18. Microsoft Desktop Virtualization Solutions
19. Microsoft Assessment and Planning (MAP) Toolkit
20. Describe the infrastructure optimization (IO) and deployment best practices used to implement and manage desktop infrastructure as part of this solution.
21. What makes this solution unique in the marketplace? Why is it innovative?
22. How did you measure customer satisfaction with this solution and what were the results?

### Management and Virtualisation Partner of the Year

The Management and Virtualization Partner of the Year Award recognizes a partner that delivers management and virtualization solutions (desktop or server) that enable customers to save costs, increase availability, and improve the agility of an organization’s IT infrastructure. The winning solution will use the Microsoft suite of virtualization and system management products, technologies, and solution accelerators, including, but not limited to:

1. Windows Server 2008 R2 Hyper-V
2. Microsoft Hyper-V Server 2008 R2
3. Windows Server 2012
4. Microsoft Virtual Desktop Infrastructure (VDI) Suite
5. Microsoft Enterprise Desktop Virtualization (MED-V)
6. Remote Desktop Services
7. Microsoft Application Virtualization

AND at least one of the following:

1. Microsoft System Center 2012
2. Microsoft System Center 2012 SP1
3. Microsoft System Center Configuration Manager
4. Microsoft System Center Operations Manager
5. Microsoft System Center Virtual Machine Manager
6. Microsoft System Center Service Manager
7. Microsoft System Center Data Protection Manager
8. Microsoft System Center Essentials
9. Microsoft System Center App Controller
10. Microsoft System Center Orchestrator

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

**Eligibility:**

* Be active in the Microsoft Management and Virtualization Competency
* Currently a Gold or Silver level partner in the Microsoft Partner Network
* Have a current Microsoft Pinpoint directory

**Questions:**

1. Please briefly describe the solution or offering. Was your solution produced and developed for a specific customer, or is it a generic product that can be deployed multiple times across the customer base, and adapted to a variety of customers?
2. 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 customer’s before and after scenarios.
* Metrics (cost savings, time/labour savings, performance gained, etc.) on benefits received by the customer.

1. Explain how your solution helped you win more customers, deliver better customer service, or achieve another business goal.
2. What Microsoft virtualization products and technologies were used in the solution?

Select all that apply, but at least one.

1. Windows Server 2008 R2 Hyper-V
2. Windows Server 2012
3. Microsoft Hyper-V Server 2008 R2
4. Microsoft System Center Virtual Machine Manager 2008 R2
5. Microsoft Virtual Desktop Infrastructure (VDI)
6. Microsoft Enterprise Desktop Virtualization (MED-V)
7. Remote Desktop Services
8. Microsoft Application Virtualization
9. System Center 2012 or System Center 2012 SP1
10. Microsoft System Center Configuration Manager
11. Microsoft System Center Operations Manager
12. Microsoft System Center Virtual Machine Manager
13. Microsoft System Center Service Manager
14. Microsoft System Center Data Protection Manager
15. Microsoft System Center Essentials
16. Microsoft System Center App Controller
17. Microsoft System Center Orchestrator

1. Have you built a management pack on System Center that resulted in repeat business? An example of a management pack: Virtual Agent for Microsoft Security Updates, which searches for new Microsoft security updates and generates alerts for them (built by eXe software).
2. Provide an example of a customer win where System Center was used to manage a virtualized environment, and how the customer is using System Center.
3. Describe a situation in which you proved the value of a Microsoft virtualization technology (such as VDI, App-V, Hyper-V) to an existing VMware customer. Please be specific about the Microsoft virtualization technology you were able to deploy, as well as the workloads where this technology is being used at the customer site.
4. Describe both the Microsoft and non-Microsoft (UNIX, Oracle, etc.) workloads you have deployed System Center to manage within a customer environment. Highlight any unique customer deployment scenarios you have used System Center to manage.
5. Provide an example of a customer win 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.
6. If available, please provide a link to a video that supports your entry with a demonstration of your solution, an interview with a customer, or a profile of our company.

### Server Platform Partner of the Year

The Server Platform Partner of the Year award recognises a partner that has excelled in delivered solutions enabling a customer to increase the reliability and flexibility of their server infrastructures, save time and reduce costs, and provide a server platform for a dynamic and efficiently managed data centre. The winning solution must have used the Windows Server 2012 or Windows Server 2008 platform, technologies, and solution accelerators. This includes, but is not limited to:

* Windows Server 2012 Standard
* Windows server 2012 Datacentre
* Windows Server 2008 R2 Standard
* Windows Server 2008 R2 Enterprise
* Windows Server 2008 R2 Datacentre
* Windows Server 2008 R2 Hyper-V

The successful nominee’s solution should have dramatically transformed a customer’s server infrastructure, resulting in higher levels of scalability, availability, and reliability, reduced IT labour or hardware costs, or streamlined overall operational efficiency.

**Eligibility:**

* Be active in the Microsoft Server Platform Competency
* Currently a Gold or Silver level partner in the Microsoft Partner Network
* Have a current Microsoft Pinpoint directory listing

**Questions:**

1. Was the solution developed and provided for a specific customer, or as a general-use product or service?
2. Describe the customer challenges and problems addressed by the Windows Server solution. Please 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 customer’s before and after scenarios

d. Metrics (cost savings, time/labour savings, performance gained, etc.) on benefits received by the customer.

1. What products and technologies were included in the solution?

Select all that apply.

1. Windows Server 2012 Standard
2. Windows Server 2012 Datacentre
3. Windows Server 2008 R2 Standard
4. Windows Server 2008 R2 Enterprise
5. Windows Server 2008 R2 Datacentre
6. Windows Server 2008 R2 Hyper-V
7. Windows Storage Server 2008
8. System Centre family of products
9. Active Directory technologies
10. AppFabric
11. DirectAccess
12. BranchCache
13. Failover clustering
14. File and print solutions
15. File classification infrastructure
16. Internet Information Servers
17. Remote Desktop Services
18. Network Access Protection (NAP)
19. Storage
20. Virtualisation
21. Other
22. What business scenarios does your solution address?

Select all that apply

1. High availability
2. Server/desktop consolidation (virtualisation)
3. Branch office
4. Data storage
5. Remote access
6. Private Cloud
7. Scalability
8. Migrating to Windows
9. Identify and Access Management
10. Better Together- Application scenarios
11. Security and policy enforcement
12. Server management
13. High performance
14. Other
15. Describe how your Windows Server platform solution validated your expertise and skills in recommending, designing, and deploying Microsoft Server technology to improve a customer’s overall IT environment.
16. 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.).
17. In addition to the award categories specified, we are always looking for partner achievements to highlight, especially in collaboration with other partners. If you have a partner networking success story, please tell us about it.

# Competency Awards: Application Platform

### Business Intelligence Partner of the Year

The Business intelligence Partner of the Year award recognises a partner who has delivered a Business intelligence solution based on the Microsoft Business intelligence platform. The winning solution will have augmented a customer’s resources with self-service analysis and enabled the customer to make more aligned and informed decisions, with better team collaboration. The solution must be based on the Microsoft Business intelligence platform, including, but not limited to, the latest versions of Microsoft SQL server, SharePoint and Excel.

**Eligibility:**

* Be active in the Microsoft Business Intelligence Competency
* Currently a Gold or Silver level partner in the Microsoft Partner Network
* Have a current Microsoft Pinpoint directory listing

**Questions:**

1. 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.
2. 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.).
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. Describe all Microsoft Partner Network–related activities and resources used by your company during the past 12 months other than renewing your membership and qualifying for competency (for example, your profile in Pinpoint (please include your Pinpoint solution URL), customer campaigns, etc.). Discuss how they helped your business.
6. Was Microsoft SQL Server a core component of your solution? If so, what version of SQL Server?
7. Microsoft SQL Server 2012
8. Microsoft SQL Server 2008 R2
9. Other/ did not use

7. Was Sharepoint a core component of the solution? If so, what version of SharePoint?

1. Microsoft Office SharePoint Server 2013
2. Microsoft Office SharePoint Server 2010
3. Microsoft Office SharePoint Server 2007
4. Microsoft Office SharePoint Services 2007
5. Other/ did not use
6. Was Excel a core component of the solution? If so, what version of Excel?
7. Microsoft Excel 2013
8. Microsoft Excel 2010
9. Microsoft Excel 2007
10. d Other/ did not use
11. Were PowerPivot or Power View core components of the solution?
12. Just PowerPivot
13. Just Power View
14. Both PowerPivot and Power View
15. Other/ did not use
16. Was SharePoint used by IT to monitor and manage the user created self-service BI solutions in Excel? Describe the benefits that the IT organization gained by this?

### Windows 8 App Developer Partner of the Year

The Windows 8 App Developer Partner of the Year Award honours a partner that has helped customers adopt Windows 8 through the development of a Windows 8 app. The app, which can be a free or paid app, would ideally be tied to a solution or a service, and helps drive the adoption of Windows 8 with customers. The app demonstrates the breadth, depth and/or value that this service brings to both the Partner’s business model and meeting the solution needs of the customer. In addition, the app demonstrates the unique value of the Windows 8 platform, differentiated on this platform than from Partner solutions on competitive platforms.

**Eligibility:**

* Be active in the Microsoft Application Development Competency
* Currently a Gold or Silver level partner in the Microsoft Partner Network
* Have a current Microsoft Pinpoint directory listing
* Have developed a commercial Windows 8 App that is currently available in the Windows Store, or available for side-loading at business customers
* App is currently being used in production at business customers (or at least a production pilot), with at least 20 users.

**Questions:**

1. What Microsoft products and technologies did you include in the solution?
2. 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/labour savings, performance gained, etc.) on benefits received by the customer.
* Deployment of new device types (e.g. Tablets) (if applicable)

1. What are the key benefits of your App?
2. How did you position and market your App?
3. Did you consider non-Microsoft offerings when developing your app? Why did you choose Microsoft as a platform for your solution, and where does your solution fit in terms of the competitive landscape?
4. How did this App help your organisation win and grow your business?
5. Does your App fit into your existing business model or have you modified your business model?
6. What is the revenue and user number impact of your app? State the number of possible users and customers and the three-year revenue forecast for your organization.
7. Did your company partner with any other Microsoft partners in designing and developing this app? If yes, please describe your partnering story and if they are tied to the success of this app?
8. Describe how using Microsoft technologies and/or campaigns help you compete against the competition in a customer situation from a technical and business perspective.
9. 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 them.
10. If this app or a similar app exists on a competitive platform, describe how the Windows 8 app is better solution—from a development or customer experience standpoint?

### Windows Azure Solution Partner of the Year

The Windows Azure Solution Partner of the Year Award recognizes exceptional innovation from a partner who has used Azure and PaaS to deliver Compute, Data Services, App Services, or Network Services to customers in the past year. The winning nomination will demonstrate innovation, competitive differentiation, and customer value while showcasing the benefit of developing or delivering applications and/or services based on key Microsoft platform technologies presented by the Windows 8 and Windows Server 2012 operating systems, Windows Phone 8, Microsoft SQL Server 2012, Microsoft Visual Studio 2012 development system, and—of course--Azure. The application/solution must utilise the Windows Azure platform.

**Eligibility:**

* Be active in the Microsoft Application Development Competency or a competency relevant to the solution being provided.
* Currently a Gold or Silver level partner in the Microsoft Partner Network
* Have a current Microsoft Pinpoint directory listing

**Questions:**

1. Explain how your solution helped your customer solve a business problem, win more customers, deliver better customer service, or achieve another business goal. Also provide details about how your solution impacted your customers’ businesses (such as making them more competitive) and include return on investment (ROI) figures (cost reduction, increased productivity, etc.) if available. Indicate if this solution is specific to one particular customer or does it have broad market potential?
2. Describe how your application or solution is unique or innovative, appealing to the user, and different from your competitors’ offerings.
3. What core Microsoft products or technologies were used in developing your application or solution? Check all that apply.

Client:

1. Windows 7
2. Windows 8 Modern UI
3. Windows Phone 7.5
4. Windows Phone 8

Server:

1. Windows Server 2008
2. Windows Server 2012
3. SQL Server 2008
4. SQL Server 2012
5. Windows Azure
6. SQL Azure

Development:

1. Visual Studio 2008
2. Visual Studio 2012

Other:

Please list

1. Describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective.
2. Upload or provide outside references or data sources that illustrates exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
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 your company has leveraged associated Microsoft activities, resources or personnel during the past year to help your business, other than renewing your Microsoft Partner Network (MPN) membership and qualifying for a competency. Examples can include, your solution profiled in Pinpoint (include your Pinpoint solution URL), application included in a Microsoft marketplace such as Windows Store or Windows Phone (include your Marketplace app URL), utilization of MPN resources (Partner Learning Centre, customer campaigns, logo builder, technical pre-sales support, etc.), and engagement with Microsoft field resources (partner account manager (PAM), tele-PAM, technology specialists, etc.)

# Competency Awards: Business Productivity

### Collaboration and Content Partner of the Year

The Collaboration and Content Partner of the Year Award will recognize an exceptional partner who excels in providing their customers solutions in what were formerly known as Content Management, Portals and Collaboration and Search competencies. All eligible partners can self-nominate their solution that target the following:

* Content Management solutions that increase a customer’s employee productivity, simplify their access to information and people, maximize their ability to share and use a variety of documents, and enable a more efficient and effective workforce. Other key considerations include leveraging collaborative solutions such as business value consulting, change management, architectural design, or digital asset management
* Search solutions that effectively and efficiently support complex searches in exploding data environments across desktops, mobile devices, and the Internet. Solutions should have increased a customer’s revenue by creating engaging, search-driven experiences, which have helped them monetize their online assets, enhanced their employees’ productivity, and saved costs by using advanced search functionality, analytics, and behaviour tracking for internal and external facing websites.
* Collaboration solutions that meet team and organizational collaboration and connectivity needs across intranets, extranets, and the Internet. Solution offerings that increased a customer’s workforce productivity and enabled teams to work more effectively across boundaries with partners and customers. Other key considerations include innovative thinking that helped solve a technical challenge or addressed a customer’s business needs and empowered its employees through the use of collaborative solutions.

**Eligibility:**

* Be active in the Microsoft Collaboration and Content competency
* Have a current Microsoft Pinpoint directory listing
* Currently a Gold or Silver level partner in the Microsoft Partner Network
* Solution was built with SharePoint 2010/ SharePoint 2013
* Search solutions should have used SharePoint 2010/ SharePoint 2013

**Questions:**

1. Describe the customer business opportunity your solution addresses, including specific business impact created (for example, revenue acceleration, cost reduction, business productivity, and/or customer satisfaction). Make specific reference to the depth and breadth of the Microsoft stack of solutions you used.
2. Describe the value of this solution to customers (such as price/performance, reduced costs, increased revenue). How is your solution unique in the marketplace? What was the metric used? Provide quantified results with links to case studies if possible.
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. Did your solution use Microsoft technologies and/or competencies other than SharePoint? If so, please specify any other Microsoft technologies used:
6. Exchange
7. Lync
8. Office
9. O365
10. Search
11. SQL Server
12. Project
13. Visio
14. Other
15. Did your SharePoint solution utilize the following?
16. Collaboration
17. Social
18. Business Intelligence
19. Enterprise Content Management (or eDiscovery)
20. Web Content Management
21. Search
22. Apps for SharePoint
23. Did your solution result in the sale of Microsoft technologies or did it use the customer’s existing licenses? Please explain.
24. If this solution is a competitive win, how were you able to sell Microsoft technology into an account that was considering an alternate platform, and what specific benefits were you able to offer that the competition was not?
25. Is this solution specific to one particular customer or does it have broader market potential? Please provide outside references or data sources that illustrate exceptional customer experience or satisfaction (upload links to published articles, case studies, videos, customer testimonials, etc.). If the solution was developed for more than one customer site, how many places has it been used and how? If applicable, how do you plan to market / present this solution to other customers?
26. What Microsoft-provided sales and marketing tools or customer campaigns have you used to promote your solution? What else have you done? Identify specifics including creative details, particular campaigns, and timelines.
27. Describe all Microsoft Partner Network–related activities and resources used by your company during the past 12 months other than renewing your membership and qualifying for competency [For example: your Pinpoint profile (please include your Pinpoint solution URL), customer campaigns, etc.] Discuss how they helped your business.
28. Please identify all of the following that your solution uses:

a. Intranet; b. Extranet; c. Internet

1. How do you measure customer satisfaction? How does it influence your future design choices?
2. What effect has your solution had on users' ability to use and benefit from content stored in other enterprise scale systems (such as ERP, CRM, supply chain solution, core banking solution, e- commerce solution, etc.)?

### Communications Partner of the Year

The Communications Partner of the Year Award recognizes partners with a proven expertise in Microsoft Lync. The nomination is open for all the Lync partners involved in building solutions, deploying, and supporting Lync. Partners should ensure their award nominations highlight the significant impact their solutions have on how people communicate and collaborate through an improved end user experience, increased efficiency, enhanced services, or innovative products and applications. Partners should showcase the unique and positive effects their innovative solutions have had on their customers’ business. Successful entries should also feature proof-points of how these solutions in solving customer business challenges on premise, in the cloud, or through enhanced features and functionality.

**Eligibility:**

* Active in the Microsoft Communications Competency
* Have a current Microsoft Pinpoint directory listing
* Currently a Gold or Silver level partner in the Microsoft Partner Network

**Questions:**

1. Describe the customer business challenges or needs your organization addressed leveraging Microsoft Lync. Showcase how you are leveraging on premise and/or cloud based Lync solutions to meet customer needs.
2. How did your application, solution or deployment of Microsoft Lync help customers lower IT costs, improve user experience and increase efficiency? Support this entry with quantifiable results. Provide outside references or data sources that provide evidence of exceptional customer experience or satisfaction (i.e., links to published articles, case studies, videos, customer testimonials, etc.).
3. What specific features or benefits differentiate your services, product, or application in the marketplace?
4. Describe how leveraging Microsoft technologies in your solution helped you win against the competition in a customer situation. What specific benefits were you able to offer that the competition was not?
5. Describe the market opportunity your solution addresses. Discuss how you see the communications market evolve and how your organization’s expertise will scale to meet customers evolving business challenges and opportunities.
6. Describe all MPN related activities your company has been involved in over the past 12 months, other than renewing your membership and qualifying for competency (e.g. profiling solution in Pinpoint [please include your Pinpoint solution URL], customer campaigns, etc.).

# Competency Awards: Business Applications

### Customer Relationship Management Partner of the Year

The CRM Partner of the Year Award recognizes a partner that has excelled in providing innovative and unique sales, services, solutions, and/or support based on Microsoft Dynamics CRM. Successful entrants for this award will demonstrate consistent, high-quality, predictable service to Microsoft Dynamics customers that helps to ensure significant business benefits for customers from their Microsoft Dynamics CRM investments. Successful entrants will also demonstrate business leadership and success with strong growth in new customer additions and revenue.

**Eligibility:**

* Active in the Microsoft Dynamics Customer Relationship Management Competency
* Have a current Microsoft Pinpoint directory listing
* Currently a Gold or Silver level partner in the Microsoft Partner Network

**Questions:**

1. OVERALL - 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 and services within your organization.
2. CUSTOMER EXAMPLE - Describe an example of a solution specific to one particular customer that represents the ideal solution your business provides. Explain how your organization helped your customer solve a business problem, win more customers, deliver better customer service, or achieve another business goal with Microsoft Dynamics CRM. 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.).
3. ECOSYSTEM BUILDING - Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating your customer offerings? If yes, please describe your partnering story and how it benefited the customer.
4. COMPETE - Describe how you compete to win with your Microsoft Dynamics CRM solutions and services. Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
5. MPN - Describe all Microsoft Partner Network–related activities and resources used by your company during the past 12 months, other than renewing your membership and qualifying for competency (for example, your profile in Pinpoint (please include your Dynamics Marketplace solution URL), customer campaigns, etc.). Discuss how they helped your business.
6. STACK - Provide specific examples of how you take advantage of the entire Microsoft software stack to provide customer centric solutions and services that drive superior return on investment. Please use specific examples of customers you have successfully sold to.
7. EXISTING CUSTOIMER - Indicate if you measure customer satisfaction and, if so, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customers.
8. BUSINESS TRANSFORMATION - Describe how you are transitioning or have transitioned your organization to better deliver customer centric services and solutions. What organizational transformations has your company made to enable high impact selling within your organization and better return on investment (ROI) for your customers?

### Enterprise Resource Planning Partner of the Year

The ERP Partner of the Year Award recognizes a partner that excels at providing innovative and unique sales, services, solutions, and/or support based on Microsoft Dynamics ERP – including the Dynamics AX, GP, NAV, or SL product lines. The successful entrant for this award will have demonstrated consistent, high-quality; predictable service to Microsoft Dynamics customers, helping to ensure significant business benefits from their Microsoft Dynamics ERP investments. The successful nominee will also demonstrate business leadership and success, with strong growth in new customer additions and revenue.

**Eligibility:**

* Active in the Microsoft Dynamics Enterprise Resource Planning competency
* Have a current Microsoft Pinpoint directory listing
* Currently a Gold or Silver level partner in the Microsoft Partner Network

**Questions:**

1. OVERALL - 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 and services within your organization.
2. CUSTOMER EXAMPLE - Describe an example of a solution specific to one particular customer that represents the ideal solution your business provides. Explain how your organization helped your customer solve a business problem, win more customers, deliver better customer service, or achieve another business goal with Microsoft Dynamics ERP. 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.).
3. ECOSYSTEM BUILDING - Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating your customer offerings? If yes, please describe your partnering story and how it benefited the customer.
4. COMPETE - Describe how you compete to win with your Microsoft Dynamics ERP solutions and services. Provide specific examples of how your offerings have been successful in winning against the competition from a technical and/or business perspective.
5. MPN - Describe all Microsoft Partner Network–related activities and resources used by your company during the past 12 months, other than renewing your membership and qualifying for competency (for example, your profile in Pinpoint (please include your Dynamics Marketplace solution URL), customer campaigns, etc.). Discuss how they helped your business.
6. STACK - Provide specific examples of how you take advantage of the entire Microsoft software stack to provide customer centric solutions and services that drive superior return on investment. Please use specific examples of customers you have successfully sold to.
7. EXISTING CUSTOIMER - Indicate if you measure customer satisfaction and, if so, provide your customer satisfaction metric in relation to total points available. In addition, provide evidence of customer loyalty and satisfaction quotes or testimonials from your customers
8. BUSINESS TRANSFORMATION - Describe how you are transitioning or have transitioned your organization to better deliver customer centric services and solutions. What organizational transformations has your company made to enable high impact selling within your organization and better return on investment (ROI) for your customers?

# Individual Awards

### Sales Specialist of the year

The Sales Specialist of the Year Award recognizes an individual sales professional (e.g., Account Managers, Account Executives, Field Sales Reps, Telesales Reps, and Solution Sales Reps) who demonstrates exceptional Microsoft solution knowledge and sales expertise. A winning sales professional demonstrates proficiency in solution selling and a commitment to continuous improvements in customer satisfaction. Their sales prowess is evident in their ability to target and generate business and revenue growth with new and existing customers. Nominate sales professionals in your organization who consistently exceed sales expectations as the result of their solution-selling capabilities.

**Eligibility:**

* Be active in the Microsoft Sales Specialist Program and have earned one or more of the following accreditations:
  + Business Intelligence
  + Communications –Lync
  + Customer Relationship Management
  + Data Platform
  + Desktop SMB
  + Desktop Enterprise
  + Enterprise Resource Planning
  + Messaging
  + Microsoft Learning
  + Private Cloud / Management and Virtualization
  + Server Platform
  + Small Business
  + Windows Intune Desktop
* Be associated with a partner who is either a Gold or Silver level partner in the Microsoft Partner Network
* Have a current Microsoft Pinpoint directory listing

**Questions:**

1. What Microsoft Sales Specialist Accreditations have you earned?
2. What competency does your company belong to in the Gold or Silver level?
3. Please describe or provide links to at least two customer testimonials as a result of your selling effort.
4. How do you gain access to the leadership and decision-makers on an account? How do you build that access into a relationship?
5. How do you use the breadth and depth of Microsoft technologies (i.e., the Microsoft “stack”) to maximize the size of individual deals?
6. How do you qualify your opportunities and prioritize and plan your sales activities? Describe how you balance short-term wins against long-term opportunities
7. How do you keep a sales cycle moving and proceeding efficiently to a close? How do you increase momentum toward a decision?
8. How do you accurately and effectively position your solution against competition? How do you position and sell the added value you provide so the customer makes good decisions for their business?
9. How do you make sure a proposed solution is well-aligned with customer needs and will have a high impact on the customer's business results?

### Pre-Sales Technical Specialist of the year

The Pre-Sales Specialist of the Year Award is a new award this year that recognizes an individual pre-sales technical professional (e.g. Pre-Sales Engineer, Product Specialist, or Technical Specialist) who demonstrates exceptional Microsoft technical solution knowledge and sales expertise in key workloads. A winning pre-sales technical professional helps close deals by conducting a business value conversation from a technical perspective. They are able to explain the process of upgrading from Microsoft Product X to Product Y, demonstrate the differentiation of a Microsoft solution vis-à-vis a competitor, and complete a value demo and gain support for a Proof of Concept. Nominate pre-sales technical professionals in your organization who consistently exceed sales expectations as the result of their pre-sales technical selling capabilities.

**Eligibility:**

* Be active in the Microsoft Pre-Sales Technical Specialist Program and have earned one or more of the following accreditations in these workloads:
  + Business Intelligence
  + Communications –Lync
  + Customer Relationship Management
  + Enterprise Resource Planning
  + Private Cloud / Management and Virtualization
* Be associated with a partner who is either a Microsoft Silver or Gold-level partner in one of the Microsoft Partner Network competencies.
* Have a current Microsoft Pinpoint directory listing, if applicable.

**Questions:**

1. What Microsoft Pre-sales Technical Specialist Accreditation have you earned?
2. What competency does your company belong to at the Gold or Silver level?
3. Please describe or provide links to at least two customer testimonials as a result of your pre-sales technical selling effort.
4. How do you conduct a business value conversation from a technical perspective?
5. How do you explain to a customer the process to upgrade from Microsoft Product X to Product Y?
6. How do you help customers understand how a Microsoft solution compares favourably to competing solutions?
7. Please describe a situation where you completed a value demo to gain support for a Proof of Concept.
8. How do you keep a sales cycle moving and proceeding efficiently to a close? How do you increase momentum toward a decision?

# Segment Awards

### Distributor Partner of the Year

This award honours an outstanding Distributor Partner, the winning nomination will show innovation which can be demonstrated by a creative and effective approach to capitalize on new or maximize existing business opportunities. Their sales leadership can be shown by specific examples of efforts, in conjunction with Microsoft, at the executive and business development levels to build a deeper partnership. Finally, the Distributor Partner of the Year demonstrates execution excellence, as defined by effectively activating and enabling resellers to sell and providing a high level of customer satisfaction while delivering strong business results.

**Eligibility:**

* Partners eligible for this award include any Microsoft wholesale distributor with a current Microsoft Channel Agreement (Full Packaged Product (FPP), Volume Licensing, Channel Developer, or Value Added Distributor) or Microsoft Original Equipment Manufacturer (OEM) Distributor Channel Agreement.
* Distributors must currently be either a Gold or Silver level member of the Microsoft Partner Network.
* Have a current Microsoft Pinpoint directory listing

**Questions:**

1. Describe how you creatively solved a business problem or exploited an opportunity in the areas of sales or marketing. Explain what the business opportunity was and the specific actions taken. Provide examples of innovation may be creating a new process, taking a unique approach to developing business with Microsoft resellers, or developing an innovative marketing program. What were the results of your approach?
2. Provide example(s) of how you proactively engaged your Microsoft account manager, Microsoft executives, or other relevant third parties to maximize mutual business opportunities. Engagement areas may include but are not limited to the following:

* OEM through distribution (engagement with a branded PC manufacturer)
* Annuity Growth and Retention
* Launch of Windows 8
* Channel Readiness
* Transformation of the Channel to sell Devices and Services

1. What was the financial, market or relationship impact of this new engagement? Provide examples of how you were able to impact Microsoft reseller satisfaction positively through new programs or sales process improvements in existing areas. For example: a new sales approach for to drive device+ services, enhanced licensing and product support to support annuity renewals, or marketing to combat piracy.

* What were the measureable results?
* What was the impact to Microsoft and the Distributors revenue as well as reach, frequency and yield or attach?

### Education Partner of the Year

The Education Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to education customers. The partner shows that they understand how to leverage technology to deliver learning outcomes in the classroom.

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

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

**Eligibility:**

* Currently a Gold or Silver level Partner in the Microsoft Partner Network
* Have a current Microsoft Pinpoint directory listing

**Questions:**

1. Is your 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.).
2. 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.
3. Describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective.
4. Describe which education solution area your solution maps to and which Microsoft technologies you have used
5. Indicate if your solution is cloud-based, uses Windows Azure, or if there is a Windows Phone application or integration. If so, state how this addressed your customers’ needs.
6. Describe the problem your solution solved for customer(s). If possible, identify the impact of the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.

### Innovative Technology for Good Citizenship Partner of the Year

The Innovative Technology for Good Citizenship Partner of the Year Award recognises a partner creating and deploying a cutting-edge technology solution for a non-governmental organisation (NGO)/non-profit. The solution should deliver significant social impact to the community and help improve the quality of life of all New Zealanders. Submissions should focus on outcomes over and above normal commercial drivers. Microsoft has a longstanding commitment to making technology accessible to non-profits around the world and bringing its benefits to local communities. The partner that wins this award is pushing our technology further and creating an original solution to solve a pressing NGO need. Self-nominations for this award should:

* Show how NGOs/non-profits are scaling their business through new tools and/or efficiencies using the latest Microsoft technologies.
* Show how a project not only pushes your organisation to integrate technology into the NGO/non-profit’s strategy, but potentially helps the entire sector by creating a replicable model.
* Demonstrate a solution that surpasses previous or current solutions to this problem.
* Highlight a solution or programme deployed within the past year.
  + Example: Move an NGO to cloud services, perhaps including Office 365, to increase capacity.
  + Example: Build a cutting-edge piece of technology that helps a non-profit “do more with less” or solve a big problem.

**Eligibility:**

* Currently a Gold or Silver level Partner in the Microsoft Partner Network
* Have a current Microsoft Pinpoint directory listing

**Questions:**

1. Please provide an overview of your programme. How did you choose to align your organisation with this effort?
2. What Microsoft technologies have you employed with your Corporate Citizenship programme(s)? How were these technologies chosen?
3. Please quantify the impact the programme has had on the community it is designed to serve. Report reach and results.
4. Please provide evidence of your company’s ongoing commitment to the programme and how you are living your values within the community.
5. Do you have an example of how the work/programme provided a life-changing experience for a beneficiary?
6. How is the programme supported by your company’s executive management team?
7. How does the executive management team communicate the programme to employees?
8. What are your future plans for your programme, and how do you see it evolving?
9. Have you received third-party validation of your programme? “Third party validation” refers to support from independent parties (such as partners, government officials, non-profit agencies). Please explain.
10. Have you received media coverage of your programme? Provide any examples.
11. To what degree will the solution have an impact on the issue?

### Learning Partner of the Year

The Learning Partner of the Year Award is for partners that excel in providing innovative training or marketing solutions to drive skills and certification growth. The winning submission may spotlight a new solution brought to market, a new platform, a leading-edge marketing and sales practice or, a new business model which the Partner has incorporated successfully. The winning submission will demonstrate alignment with advancing adoption and deployment of Microsoft technologies. Partners must be able to show they have developed more creative ways to engage as innovative and exceptional Partners in training.

**Eligibility:**

* Active in Microsoft Learning competency
* Currently a Gold or Silver level Partner in the Microsoft Partner Network
* Have a current Microsoft Pinpoint directory listing

**Questions:**

1. Describe your training, marketing and/or sales solution that has been in market during the last 12 months. State how it met the needs of your customers and over what timeframe. Explain what makes it innovative, discussing such points as:
2. How it solves a business problem
3. How it wins more customers
4. How you deliver better customer service
5. Achieving other business goals
6. Microsoft growth investment activities
7. How did this solution increase your market share, market penetration, and customer satisfaction? Please quantify and provide details.
8. Describe your investment in creating your marketing solution, calling out specific processes, additional headcount, departments, or individuals.
9. What challenges led you to create this training, marketing and/or sales solution? How has the solution led to success?
10. How does your solution drive Microsoft technology adoption and deployment? Please quantify and share details.
11. Describe how Microsoft Learning products complement your offering/solution.
12. Describe your interaction with Microsoft or another Microsoft partner, as applicable, to create the solution.
13. What metrics or analysis can you share to show your customer’s ROI and satisfaction? Please quantify and show details.
14. Supply any available links to examples, case studies, testimonials, analyst coverage, or other material in support of your entry.

### Midmarket Solution Provider Partner of the Year

The Midmarket Solution Provider Partner of the Year Award honours a partner using Microsoft technologies in innovative ways across lines of business to deploy critical infrastructure solutions serving customers in the midmarket business space (50 to 250 PCs; 50 to approximately 500 employees). To qualify, you must demonstrate innovative excellence and proficiency in deploying solutions that use Microsoft technology scaled for midsize businesses to support their line of business or workload-specific needs. Key Microsoft products to be considered are: Windows 8, Microsoft Office 2013, Microsoft Office 365, Windows Intune, Windows Server 2012, and including virtualization and management technologies. Specific line-of-business applications relevant to your midmarket solution you can feature in your submission include Microsoft Dynamics CRM/CRM Online, Microsoft Dynamics ERP, Microsoft SharePoint 2013, Exchange Server 2013, SQL Server 2012, Microsoft System Center 2012, and other industry/vertical applications. Your solution can be either an on-premises or cloud solution; the winning differentiator will be your clear expression of how the solution significantly helps midmarket businesses address their unique challenges, helps save money, and helps them be competitive

**Eligibility:**

* Be active in the Microsoft Midmarket Solution Provider Competency
* Currently a Gold or Silver level partner in the Microsoft Partner Network
* Have a current Microsoft Pinpoint directory listing

**Questions:**

1. Specify the Microsoft products used in deploying your midsize business solution.
2. Indicate if your solution is line-of-business specific, and if so, the line of business or industry/vertical application’s focus area.
3. Indicate the total number of end users (including the number of servers and desktops) that benefit from this midsize business solution in a standard deployment.
4. Define the customer situation or pain point that you were trying to solve.
5. Explain how your solution helped your customer 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. Describe what makes this midsize business solution unique in the marketplace. Why it is innovative?
7. 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.).
8. Describe how using Microsoft technologies in your solution helped you win against the competition in a customer situation from a technical and business perspective. How did you uniquely counter a competitor with this solution?
9. State which Microsoft sales and marketing/demand-generation tools and resources you used to drive this solution to market during the past 12 months. Examples: understanding the customer opportunity via the Microsoft Customer Opportunity Insights Tool (MCOIT); using your midmarket competency attainment as value and proof to your customer that your company is a midmarket business technology expert; profiling the solution in Pinpoint (please include your Pinpoint solution URL); or driving demand via Microsoft partner marketing campaigns (be specific on which campaigns/tactics)
10. 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.
11. Share how your company has developed a strategy and execution to ensure that Open Value and/or the subscription offering has been integrated into your business.

### Small Business Partner of the Year

The Small Business Partner of the Year Award honours a partner using Microsoft technologies in innovative ways for their small business customers (1–50 PCs, up to approximately 100 employees), specializing in design, deployment, and delivery of high-quality solutions. This award is limited to partners actively enrolled in the Microsoft Small Business Competency. To submit for this award, you must demonstrate innovative excellence and proficiency in deploying solutions that use the latest Microsoft technology scaled for small businesses. Key Microsoft products to be considered are Windows 8, Office 365, Windows Intune, and the Windows Server product family (Windows Server 2012) including virtualization and management technologies. Your entry should demonstrate how your organization provides ways to help small business owners save money and be competitive while using Microsoft campaigns and sales tools.

**Eligibility:**

* Active in the Microsoft Small Business Competency
* Currently a Gold or Silver level Partner in the Microsoft Partner Network
* Have a current Microsoft Pinpoint directory listing

**Questions:**

1. Please specify the Microsoft products used in deploying your small business solution
2. Please indicate the total number of users (including the number of servers and desktops) that benefit from your small business solution in a standard deployment.
3. Define the customer situation or pain point that you were trying to solve.
4. Please explain how your solution helped your customer achieve business results or solve a business problem, including specific business impact and results achieved (for example, revenue acceleration, cost reduction, business productivity, business insights gained, customers managed or won, higher customer satisfaction, or other wins). Be specific and quantify the gains as clear, measurable ROI if possible.
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. How did you uniquely counter a competitor with this solution?
6. Please describe what makes your small business solution unique in the marketplace. Why is it innovative?
7. How did you measure customer satisfaction with your solution? Describe all data tools, resources, and/or key performance indicators used. In addition, cite customer feedback or data sources (such as links to publications, benchmarks, case studies, white papers, customer testimonials, etc.) that prove exceptional customer experience or satisfaction with your solution.
8. Please describe the tools and resources (demos, questionnaires, assessments, etc.) used to measure and define the customer’s business and technology needs, and to help successfully close the deal. Please mention any materials used that are created by Microsoft.
9. What Small Business competency benefits did you access as part of this customer solution win?
10. Partner Economic Model for Microsoft Cloud Solutions
11. Infrastructure Optimisation Partner Assessment
12. Bing Ads credits
13. Delegated administration
14. Internal use software licenses
15. Technical and Sales training
16. Technical Pre Sales Assistance
17. Partner Advisory Hours
18. Technical Presales Assistance
19. Partner Marketing Centre
20. Partner Learning Centre
21. Others (please specify)
22. Share your company’s strategy and execution for integrating Open Value and/or the subscription offering into your business.
23. In addition to the award categories specified, we are always looking for partner achievements to highlight, especially in collaboration with other partners. If you have a partner networking success story, please tell us about it.

### Volume Licensing Partner of the Year

The Volume Licensing Partner of the Year Award recognises a partner that consistently seeks to innovate with Volume Licensing solutions and services and provides ongoing attention to customer-service excellence. Successful entries will include descriptions of the organisation’s dedication to customer engagement with T-36 activities while providing the most trained and qualified staff (Get Licensing Ready Certifications and MCPs for Licensing) to deliver services and marketing strategies. The strategies should be used to increase Volume Licensing revenue and annuity and retain Volume Licensing customers by means of successful, ongoing relationship management throughout the agreement lifecycle.

**Eligibility:**

* Be active in the Microsoft Volume Licensing Competency
* Currently a Gold or Silver level partner in the Microsoft Partner Network
* Have a current Microsoft Pinpoint directory listing

**Questions:**

1. Describe the scope of your Volume Licensing business as a percentage of your company’s overall revenue.
2. Describe your Volume Licensing Online Services business as a percentage of your company’s overall Volume Licensing revenue.
3. Describe the scope, highlights and results of your Volume Licensing marketing activities to customers during the past year.
4. Describe how your Volume Licensing business model contributed to the success and growth of your business. What is the growth rate of your Volume Licensing business this last year?
5. How do you collaborate with other partners to complement your offerings to your customer? What criteria do you use in selecting partners?
6. Describe the size and composition of your sales force.
7. How many of your sales professionals are Microsoft Certified Professionals for Volume Licensing (MCP Exams, 70-671 and/or 70-672)?
8. How does your company promote your licensing expertise to customers? Provide any customer feedback you have received.
9. Describe what is unique about the services you offer in order to fulfil your customers Volume Licensing needs.
10. Have you used Microsoft Financing as a solution for securing new or renewed Enterprise Agreement business? If so, at what point in the customer engagement do you introduce it?
11. Describe your participation, if any, in the Next Generation of Volume Licensing design and launch.
12. In your opinion, why does your company deserves to win the 2013 Volume Licensing Partner of the Year Award?