

SMB Paths to Solutions Partner Designation And AMM/AI Access



Making it real: Migrations, Migrations, Migrations



Customer engaged via hybrid deployment project proposal. Existing customer, new to Azure

\$100,000
per year

Planned Azure consumption

Azure Arc, Defender for Cloud, Azure Monitor,
Azure Update Manager, Microsoft Sentinel



Products



\$42,750
earning
opportunity

Azure Migrate & Modernize: Assessment and Migration – **\$22,250**



CSP Core and Strategic Accelerators – **\$5,500**

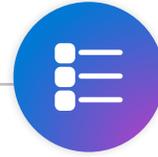


CSP Customer Add – **\$15,000**

What's new with SMB paths for Azure and Security



Existing
designation



Two paths,
one goal



SMB sized
requirements



New workloads
and associations

CSP eligibility for Security

Virtual Machine eligibility in
Azure

Points for skilling prerequisites

Benefits designed to drive success

	Partner Launch \$345	Partner Success: Core \$895	Partner Success: Expanded \$3,995	Solutions Partner \$4,730	Specializations \$--
Microsoft software					
Examples include M365, D365, Visual Studio Pro	Up to 5 users across 8 software products \$13,092	Up to 25 users across 19 software products \$57,468+	Up to 35 users across 37 software products \$381,684+	Up to 200 users across 42** software products \$+	Up to 50 users across 11 key software products \$+
Azure credits for production					
	\$700	\$2,400	\$4,000	\$6,000 - \$24,000	\$4,500 - \$114,000
Support services					
Technical pre-sales and deployment	-	Deduct hours -	Unlimited hours \$+	Unlimited hours \$+	Unlimited hours \$+
Technical support and consultation	-	5 hours \$1,000	10 hours \$2,000	50 hours \$10,000	
Signature Cloud Support	-	2 incidents \$1,200	5 incidents \$3,000	50 incidents \$30,000	
Total retail value*	\$13,792	\$62,068+	\$390,684+	\$+	\$+
Unlock profitability					
Incentives	-	-	-	CSP, Engagements	CSP, Workshops, Azure Migrate & Modernize, Azure Innovate
Co-sell	-	-	-	Co-sell eligible	Co-sell eligible
Marketplace	-	-	-	Consulting services offerings	-

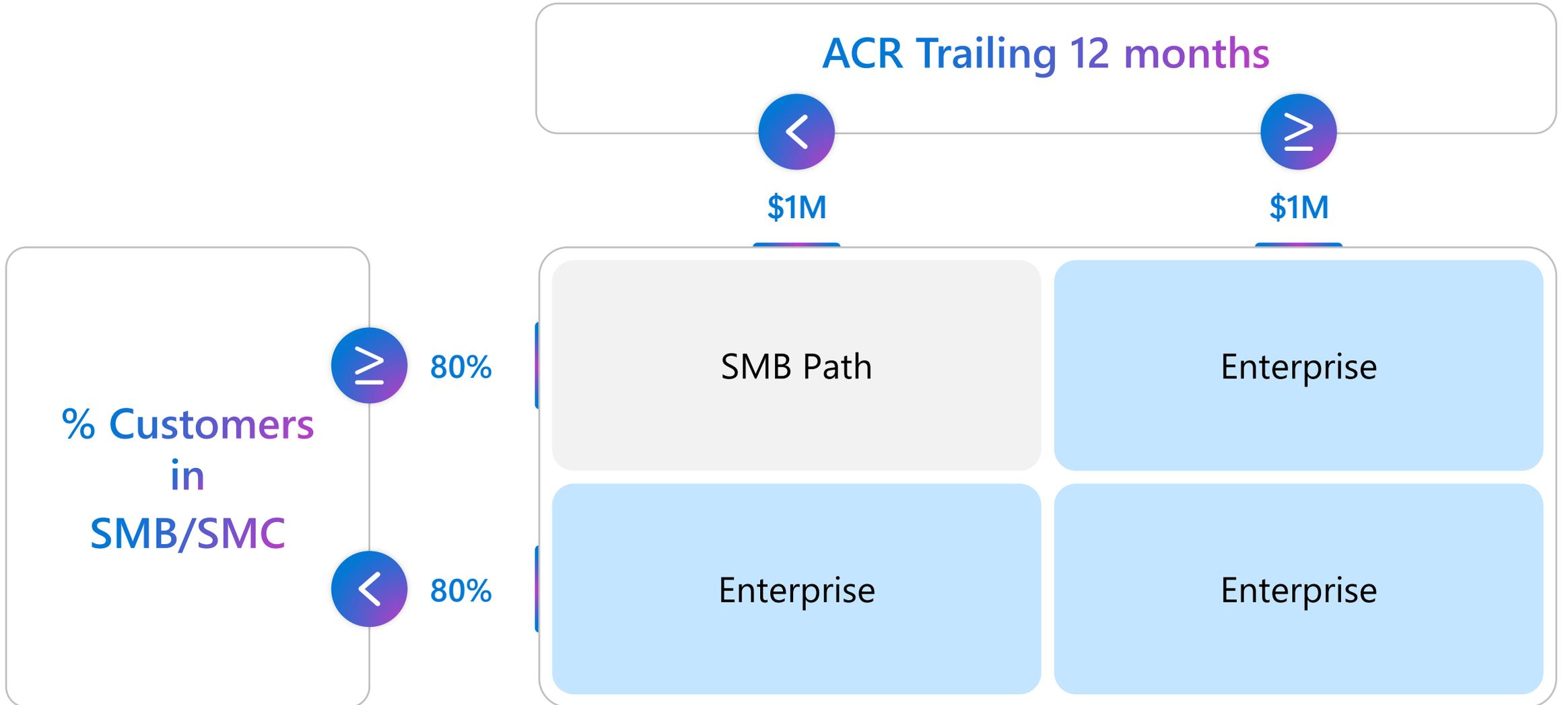
* Retail value is based on Microsoft list pricing and reflects the potential fees for access to Microsoft software and services.

+ Represents areas with additional value potential where Microsoft pricing cannot be reliably measured (e.g., unlimited pre-sales support services).

Source: Microsoft, IDC summation and validation on retail value, 2024

IDC: "New Changes Bring New Opportunities: Evaluating Microsoft's Partner Benefits Packages." Paul Edwards, Brendan Rouse, and Steve White. February 2024.

Azure path alignment

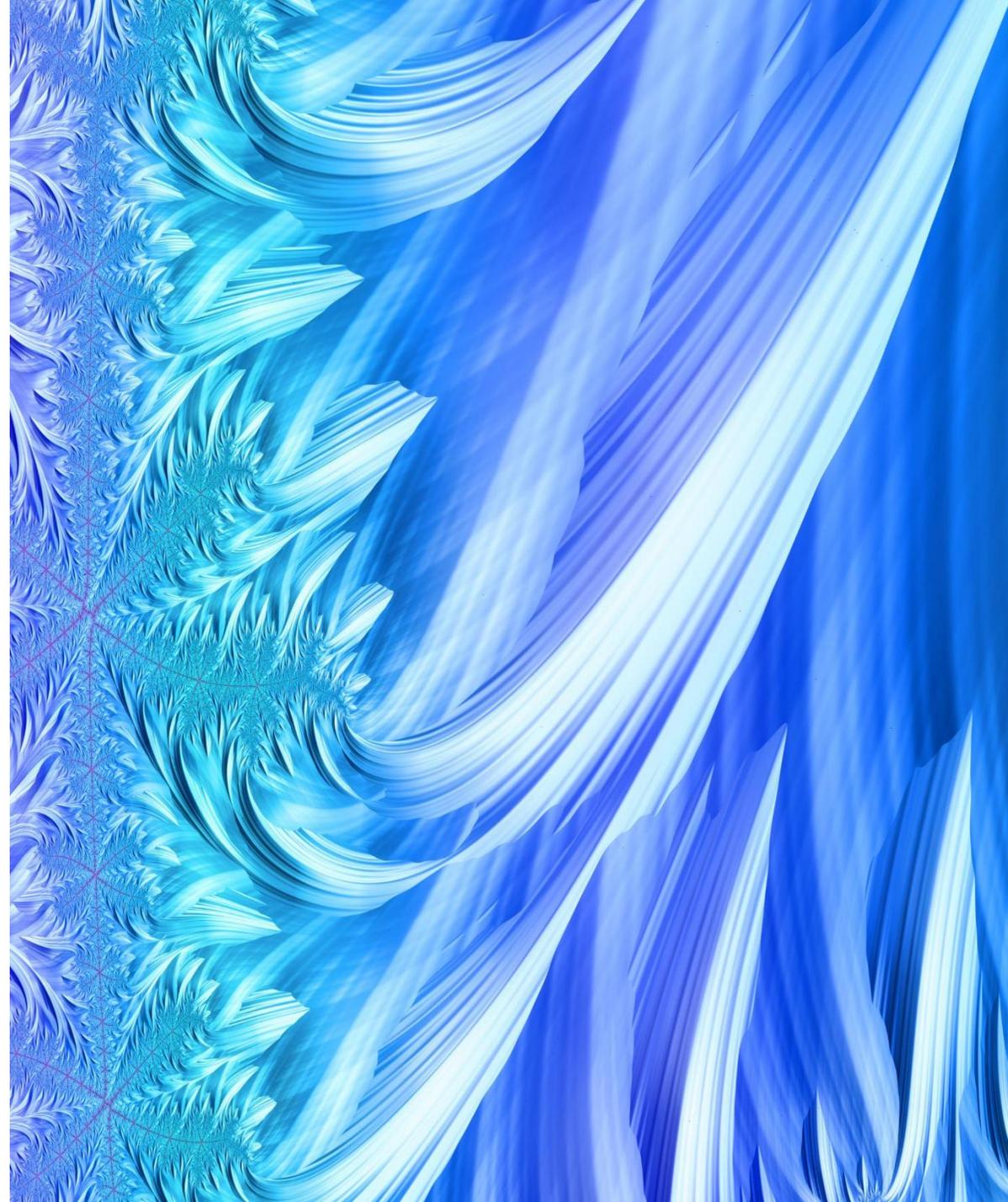


Azure SMB path requirements

	Enterprise path	SMB path	Points
Performance			30
Net Customer Adds	3 net customer adds >USD \$1000 ACR per month	3 net customer adds >USD \$500 ACR per month	30
Skilling			40
Intermediate Certifications	2-5 unique individuals 2 prerequisite certifications	1-4 unique individuals 1 prerequisite certification	20
Advanced Certifications	2-5 unique individuals 2 prerequisite certifications	1-4 unique individuals 1 prerequisite certification	20
Customer Success			30
Usage Growth	20% ACR growth YoY	20% ACR growth YoY	20
Deployments	5 new deployments in TTM + Virtual Machines	5 new deployments in TTM + Virtual Machines	10
TOTAL			100
Minimum total points required for Solutions Partner designation			70

Azure Migrate and Modernize and Azure Innovate

Our “Hero investment” for partners



Azure Partner-led offers



Azure Innovate

Infuse AI into solutions, advance analytics capabilities, and help to build custom cloud-native applications to accelerate business growth.

Scenarios

Cloud Scale Analytics
Build and Modernize AI Apps
Accelerate Developer Productivity
Innovate with Azure AI Platform



Azure Migrate and Modernize

Securely and efficiently move existing workloads to Azure and drive scale and velocity, while delivering enhanced application and data experiences.

Scenarios

Infrastructure & Database Migrations
+ Microsoft Defender for Cloud
Virtual Desktop Infrastructure
SAP Migration (Native & SAP RISE)
Migrate Azure VMware Solution
ISV migration & modernization

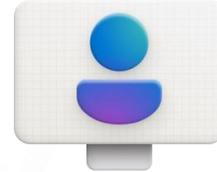
Azure Innovate Partner-led and Field-led paths



When Partners sell and nominate customers directly

**Partner-led | >\$10K–
\$500K/year ACR**

(up to \$1 million for Infra/DB)



When Partners co-sell with Microsoft Field Sales teams

**Azure Innovate Field-led |
>\$25K/year ACR**

**Azure Migrate and Modernize Field-
led | >\$100K/year ACR**

Azure Innovate Partner-led offers

Azure Specialized partners now have a path to directly nominate customers for Azure Innovate in a self-service workflow. This agile path reduces time to market and can help partners drive scale.

SUPPORTED ENGAGEMENTS

Azure Analytics

Build & Modernize AI Apps

Accelerate Developer Productivity

Innovate with AI Platform **NEW!**

Important: There are **no** limitations in Azure Innovate Partner-led for different licensing types (EA, CSP, etc.)

Customer Criteria: All Majors, SMC-(Corporate & Scale) and SMB (with a TPID) customers are supported in Azure Innovate Partner-led. (Strategic Customers are not eligible)

Azure Innovate incentive payouts

Offer	Estimated ACR (Planned Azure consumption in year 1)	Partner payment* (Cust Market A or Market B)	
Innovate Pilot/POC (MVP)	Suggested project size: >\$25K/year	\$10,000 or \$8,000	Pre-sales
Innovate XS	Project size: \$10K-\$25K/year	\$5,000 or \$4,000	Post-sales
Innovate Small	Project size: \$25K-\$125K/year	\$15,000 or \$12,000	Post-sales
Innovate Medium	Project size: \$125K-\$250K/year	\$35,000 or \$28,000	Post-sales
Innovate Large	Project size: \$250K-\$500K/year	\$50,000 or \$40,000	Post-sales
No Azure credits available for these engagements			

* See [Microsoft Partner Commercial Incentives Guide](#) for offer full details and requirements. Above project sizes are the planned Azure consumption in year 1, measured from project completion. Partner payment amounts may differ by country/Market A, B

AMM & Azure Innovate for SMB path Partners

Enables our customers securely migrate and upgrade their applications, infrastructure, and data workloads to Azure for scalability and AI readiness. Also enables infusing AI into applications, developing advanced analytics, and creating custom-made cloud-native intelligent applications to enhance experience and drive business growth.



Supported Scenarios



Infra/Database migration with Microsoft Defender for Cloud+



Infra/Database migration



Azure Analytics



Build and Modernize AI Apps

Customer Eligibility: Select customers with a valid TPID detected by Microsoft systems Only

Incentive payouts

**\$13.8K
USD**

Maximum earning opportunity @ 80% Payout

Deployment Offer (AMM & Azure Innovate)	Project Size ACR (Planned ACR in year 1)	Partner payment* (Market A/B)	Infra/DB + DfC (Market A/B – 15% Extra)	Phase (Post Sales Only)
Extra Small (XS)	\$10K–\$25K/year	\$4,000/\$3,200	\$4,600/\$3,680	Post-sales
Small (S)	>\$25K–\$125K/year	\$12,000/\$9,600	\$13,800/\$11,040	Post-sales

Program Term: 03/01/2025 – 06/30/2025 (Renewable for FY26)

Partner Eligibility: Identified SPD-thru-SMB-path Partners

- Partners with less than \$1M in Azure Consumed Revenue (ACR)
- 80% or more of their customers in the SMB/SMC segment can qualify

Azure Migrate & Modernize and Azure Innovate - SMB track

Effective March 1, 2025

We are excited to announce the launch of a Small and Medium business (SMB) path Solution Partner Designation (SPD) for Azure Migrate & Modernize and Azure Innovate on March 1st

Partners with less than \$1M in Azure Consumed Revenue (ACR) and >80% of their customers in the SMB/SMC segment can qualify. Partners can earn for two project sizes: XS (\$10-25K ACR) and S (\$25-125K ACR)

New Engagements (starting March 1st)

Azure Migrate & Modernize

- Azure Migrate & Modernize Partner-led: Infrastructure and Database Migration XS (SMB)
- Azure Migrate & Modernize Partner-led: Infrastructure and Database Migration S (SMB)
- Azure Migrate & Modernize Partner-led: Infrastructure and Database Migration with Microsoft Defender for Cloud XS (SMB)
- Azure Migrate & Modernize Partner-led: Infrastructure and Database Migration with Microsoft Defender for Cloud S (SMB)

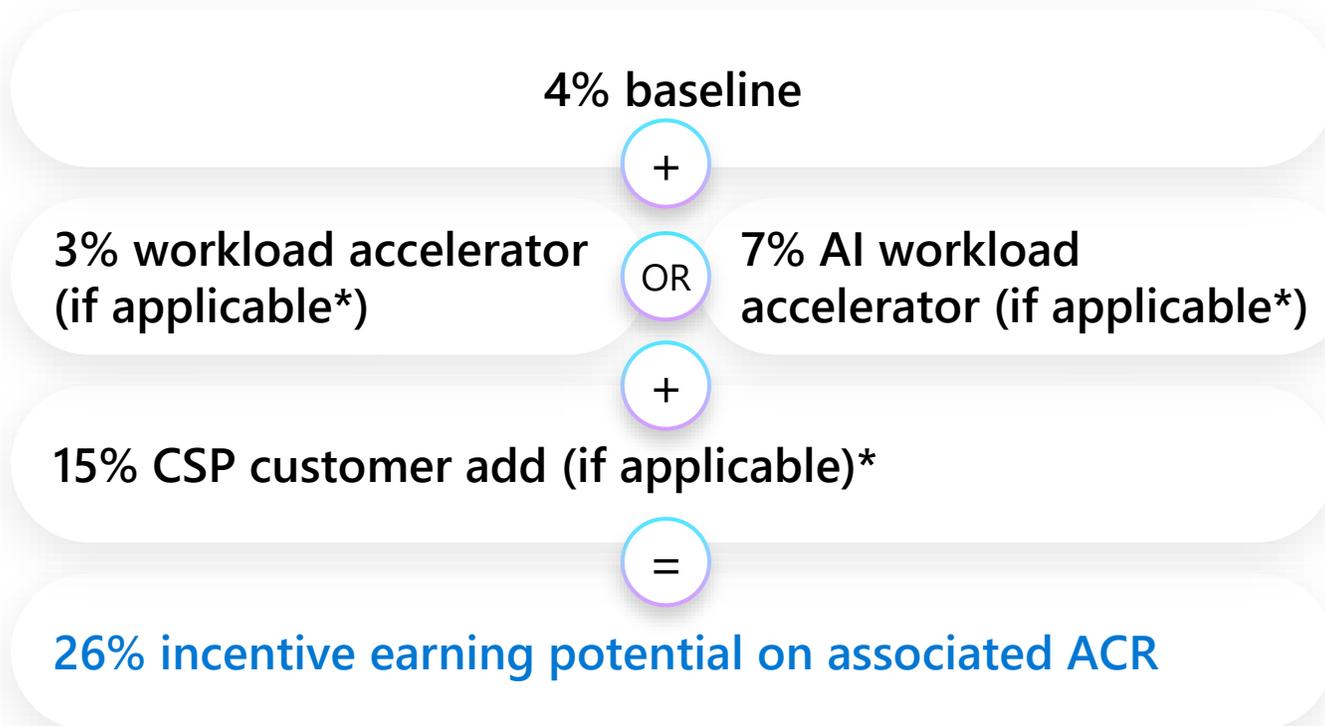
Azure Innovate

- Azure Innovate Partner-led: Analytics Deployment XS (SMB)
- Azure Innovate Partner-led: Analytics Deployment S (SMB)
- Azure Innovate Partner-led: Build & Modernize AI Apps Deployment XS (SMB)
- Azure Innovate Partner-led: Build & Modernize AI Apps Deployment S (SMB)

Combine incentives to maximize earnings

Azure CSP incentives stack for an incentive up to 26% for applicable AI workloads

** Subject to change. Check latest Microsoft Commercial Partner Incentives Guide [here](#) for current incentive rates and (product) eligibility details.*



Plus! AMM Microsoft Defender for Cloud incentive: 15% extra funding when compared to standard Infra/DB