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Award Guidelines Preview for Partners

8 April, 2013 – 28 May, 2013

**MAPA
2013**

Award Guidelines Preview for Partners

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Microsoft Australia Partner Awards 2013

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INTRODUCTION

Welcome to the Microsoft Australia Partner Awards 2013 (MAPA 2013) presented at the Australia Partner Conference (APC) from August 20 - 22, 2013 in Cairns, Queensland.

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 streamlined to celebrate successes related to partner competencies, cloud technology, entrepreneurial spirit, and industry excellence.

HOW MAPA 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 Australia 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 (winners) to signify your success.
- Congratulatory letters from Microsoft Australia's General Manager.
- Photo opportunities with Microsoft executives at APC.
- Winners are recognised onstage at the Australia Partner Conference in Cairns.
- Winners are also invited to an exclusive awards celebration during APC. The event is a unique opportunity to network with Microsoft executives in specific business areas and strengthen relationships with Microsoft business.

START PREPARING YOUR AWARD NOMINATIONS TODAY

This year, you can preview all of the 2013 award categories and questions prior to submitting your entry in this document. Review the award questions and decide which awards you plan to self-nominate for. Preparing all of your answers and supporting documents now will make it easier to upload your final entry when the Award Submission Tool opens.

The Microsoft Australia Partner Awards 2013 Submission Tool opens on 8 April, 2013 at 12:01 A.M. AEST and will accept submissions until 11:59 P.M. AEST on 28 May, 2013. You will be able to access the Awards Submission tool [here](#).

INSTRUCTIONS FOR PREPARING AWARD NOMINATIONS

Follow these three steps to prepare your Microsoft Australia Partner Award 2013 nominations.

STEP 1: First, make sure you review the [Official Award Rules](#), [Frequently Asked Questions \(FAQ\)](#), and [MAPA Tips & Tricks](#) documents before selecting awards and preparing your nominations.

STEP 2: Read this document and identify the awards that correspond to your company's best solutions.

- To jump directly to a specific award within this document, go to the Table of Contents and CTRL+click on the Award you wish to view.
- Be sure to read all the questions for your chosen awards – some may go over one page.
- When the Award Submission Tool opens on 8 April, 2013 at 12:01 A.M. AEST you can self-nominate your organisation for an award by answering the questions provided. All responses are limited to a maximum of 5,000 characters (with spaces) for each question. We recommend that you have your submission finalised, edited and ready to submit before you begin the upload process using the Awards Submission Tool.

STEP 3: Submit your nominations via the Awards Submission Tool, that you can access [here](#) from 8 April, 2013 at 12:01 A.M. AEST.

- All final nominations must be submitted by 28 May, 2013 at 11:59 P.M. AEST. No extensions will be granted.
- You may submit multiple award nominations via the Awards Submission Tool, but each must be submitted individually.
- You may submit WPC Award Nomination for awards that are the same as MAPA, providing a separate entry is made into the [MAPA 2013 Submission Tool](#).
- Incorrectly submitted nominations will not be judged.

Questions? Please email the [MAPA 2013 Team](#) and allow 48 hours for a response.

PUBLIC CLOUD PARTNER OF THE YEAR

The Microsoft Public Cloud Partner of the Year Award honours a partner that has seen substantial growth in their customer base and/or revenue in a sustainable way driving customer impact and satisfaction. They will have established a new business model that disrupted the market in a unique way by impacting large audiences and the Cloud industry overall. They will have built a profitable managed service and deployed IP around Cloud solutions. The winning nomination will demonstrate innovation, competitive differentiation, and customer value while showcasing the benefits of using Microsoft Cloud services.

ELIGIBILITY:

- Be a Partner with [Cloud Essentials](#) at a minimum and/or be a [Windows Azure Circle Partner](#).
- Have [Cloud Accelerate](#) (CA) and or be a [Windows Azure Circle Partner](#).
- Have a current [Microsoft Pinpoint](#) directory listing.

QUESTIONS:

1. What specific customer challenge(s) and problem(s) does your solution solve? Identify:
 - Customer's business challenge or problem.
 - Business impact of your solution (revenue, customer and partner experience (CPE), cost savings, etc.).
 - Contrast between the customers before and after scenarios.
 - Metrics (cost savings, time/labour savings, performance gained, etc.) on benefits received by the customer.
2. What are the key benefits of your solution/service to customers?
3. How did you position and market your solution/service?
4. Did you consider non-Microsoft offerings when developing your solution/service? Why did you choose Microsoft as a platform for your solution, and where does your solution fit in terms of the competitive landscape?

5. How did your solution/service help your own organisation to win and grow your business?
6. What is the ultimate market potential? How many customers are benefiting from the solution?
7. 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.
8. Describe how using Microsoft technologies in this solution helped you win against the competition in a customer situation from a technical and business perspective.
 - What products and technologies did you include in the solution, and which workloads were part of it?
 - 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 these.
9. What are your awareness generation and incremental marketing efforts?
10. What was your business model before you engaged in a cloud business and what does it look like now (Managed Services, App development, annuity vs. project, etc.)? Is your cloud business incremental to your current revenue stream or replacing it?
11. What business transformation steps or considerations did you take to adapt to the Cloud opportunity (new roles in your organisation, new capabilities, customer service and support function, how you pay your sales people, etc.)?

PUBLIC CLOUD PARTNER OF THE YEAR: ENTERPRISE CUSTOMERS (CA AND EPG)

The Public Cloud Partner of the Year: Enterprise Customers (CA and EPG) Award honours a partner that has shifted some of their business from on-premises 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 marquee customers to the Cloud in a hybrid infrastructure.

ELIGIBILITY:

- Be a Gold Partner with [Cloud Accelerate](#) at a minimum and/or be a [Windows Azure Circle Partner](#).
- Have a current [Microsoft Pinpoint](#) directory listing, if applicable.

QUESTIONS:

1. What business transformation steps or considerations did you take to adapt to the Cloud opportunity (new roles in your organisation, new capabilities, customer service and support function, how you pay your sales people, etc.)? What was the impact of making these changes in your organisation?
2. How do you position your Cloud business to end customers?
3. What is your mix of private vs. public cloud revenue?
4. How has your profitability changed with the new business change? Indicate your profitability before and after your business transformation. Show a timeline of your P&L.
5. How did you position and market your solution/service?
6. How has your investment in the on-premises business changed to accelerate the shift to the cloud?

7. What steps are you taking to facilitate the resourcing model change as you shift your business to the cloud (what new roles are required, training required, how is your sales force changing, compensation model changing etc.)
8. Describe your efficiency gains and costs with the business changes you made.
9. How did your new solution/service help your own organisation win and grow your business?
10. 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.
11. Describe the business issue your solution addressed (for example, cost reduction, productivity increase, and customer satisfaction).
 - How is your business doing inventory management for on-premises as you shift your business to the cloud? How did you change your people blueprint as your business shifted to the cloud?
 - 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.).
 - 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 technologies to provide winning solutions for your customers.

PUBLIC CLOUD PARTNER OF THE YEAR: SMALL AND MEDIUM BUSINESS (SMB)

The Microsoft Public Cloud Partner of the Year Award honours a partner that has successfully scaled out their cloud practice to a world-class marketing and sales engine. They have profitably and efficiently targeted and acquired 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 low-margin, pre-packaged, out-of-the box solution targeted to small and medium businesses.

ELIGIBILITY:

- Be a Microsoft partner; enrolled at minimum in [Cloud Essentials](#) and or be a [Windows Azure Circle Partner](#).
- Have a current [Microsoft Pinpoint](#) directory listing.

QUESTIONS:

1. What changes did you make within your business? What considerations did you take to adapt to the Cloud opportunity (new roles, new capabilities etc)?
2. How has your profitability margins changed with the new business change? Indicate your profitability before and after your business transformation. Show a timeline in your PNL.
3. How did you position and market your solution/service?
4. Describe your efficiency gains and costs with the business changes you made.
5. How did your solution/service help your own organisation win and grow your business?
6. Do you have outside references or data sources that illustrate exceptional customer experience or satisfaction (such as published articles, case studies, videos, or customer testimonials)? If so, please provide.
7. Describe the business issue your solution addressed (for example, cost reduction, productivity increase, and customer satisfaction).
8. 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.).
9. Show how using Microsoft technologies in your solution helped you win against the competition in a customer situation.
10. Did your company partner with any other Microsoft partners in designing and implementing this solution? If yes, please elaborate.
11. Describe the benefits your company sees in using Microsoft Cloud products to provide winning solutions for your customers.

APPLICATION DEVELOPMENT PARTNER OF THE YEAR

The Application Developer Partner of the Year Award recognises exceptional innovation from a partner who has delivered commercial or custom-developed solutions during the past year, whether it is a business application, advanced web portals and/or web-based applications or rich client user interfaces that run on premise or in the cloud. The winning nomination will demonstrate innovation, competitive differentiation, and customer value while showcasing the benefit of developing applications and/or services based on key Microsoft platform technologies presented by the Windows 8 and Windows Server 2012 operating systems, the Windows Azure platform, Windows Phone 8, Microsoft SQL Server 2012 and Microsoft Visual Studio 2012 development system.

ELIGIBILITY:

- Be active in the Microsoft [Application Development Competency](#).
- Have a current [Microsoft Pinpoint](#) or Microsoft Store (Windows 8 or Windows Phone) directory listing, if applicable.

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 (extra points for Windows Azure) as per the table on the right.
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. 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.).
6. 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.
7. 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), utilisation of MPN resources (Partner Learning Center, customer campaigns, logo builder, technical pre-sales support, etc.), and engagement with Microsoft field resources (partner account manager (PAM), tele-PAM, technology specialists, etc.).

Component	Platform
Client	Windows 7
	Windows 8 Modern UI
	Windows Phone 7.5
	Windows Phone 8
Server	Windows Server 2008
	Windows Server 2012
	SQL Server 2008
	SQL Server 2012
	Windows Azure
	SQL Azure
Development Tools	Visual Studio 2008
	Visual Studio 2012
Other	Please list

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](#).
- Have a current [Microsoft Pinpoint](#) directory listing, if applicable

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?
 - a. Microsoft SQL Server 2008 R2
 - b. Microsoft SQL Server 2012
 - c. Other/Did not use
7. Was SharePoint a core component of the solution? If so, what version of SharePoint?
 - a. Microsoft Office SharePoint Services 2007
 - b. Microsoft Office SharePoint Server 2007
 - c. Microsoft Office SharePoint Server 2010
 - d. Microsoft Office SharePoint Server 2013
 - e. Other/Did not use
8. Was Excel a core component of the solution? If so, what version of Excel?
 - a. Microsoft Excel 2007
 - b. Microsoft Excel 2010
 - c. Microsoft Excel 2013
 - d. Other/Did not use
9. Were PowerPivot or Power View core components of the solution?
 - a. Just PowerPivot
 - b. Just Power View
 - c. Both PowerPivot and Power View
 - d. Other/Did not use
10. Was SharePoint used by IT to monitor and manage the user created self-service BI solutions in Excel? Describe the benefits that the IT organisation gained by this?

DATA PLATFORM PARTNER OF THE YEAR

The Data Platform Partner of the Year Award recognises a partner that delivers an outstanding solution based on the Microsoft Data Platform. The winning self-nomination will have empowered a customer with a solution that takes advantage of the leading capabilities of the data platform for mission critical applications with a focus on high availability, performance or high scale or hybrid applications using Microsoft's cloud data services. The solution must use premium editions of Microsoft SQL Server in a mission-critical environment or in conjunction with Windows Azure SQL Database.

ELIGIBILITY:

- Be active in the Microsoft [Data Platform Competency](#).
- Have a current [Microsoft Pinpoint](#) directory listing, if applicable.

QUESTIONS:

1. Describe the customer business opportunity your solution addresses, including specific business impact created (for example, revenue acceleration, cost reduction, business productivity, customer satisfaction). Make specific reference to the depth and breadth of the Microsoft stack of solutions you used.
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. How is your SQL Server 2008 R2/SQL Server 2012 solution being used in a mission-critical environment? Or how is the hybrid solution helping to solve the customer's business requirements?
7. What SQL Server or Windows Azure SQL Database capabilities are you taking advantage of and why?
 - a. SQL Server AlwaysOn
 - b. xVelocity ColumnStore Index
 - c. Spatial Support
 - d. Windows Azure SQL Federation
 - e. Window Azure Data Sync
8. What SQL Server Enterprise Edition features are you taking advantage of and why?
 - a. SQL Server AlwaysOn active secondaries
 - b. xVelocity ColumnStore Index
 - c. More than two failover clusters
 - d. Hot-add memory and CPU support
 - e. Transparent data encryption
 - f. Enterprise key management
 - g. Central management of up to 25 instances
 - h. UCS-2 Unicode data compression

COLLABORATION AND CONTENT PARTNER OF THE YEAR

The Collaboration and Content Partner of the Year Award will recognise 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, maximise 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 organisational 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, if applicable.
- 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:
 - a. Exchange
 - b. Lync
 - c. Office
 - d. O365
 - e. Search
 - f. SQL Server
 - g. Project
 - h. Visio
 - i. Other

6. Did your SharePoint solution utilise the following?
 - a. Collaboration
 - b. Social
 - c. Business Intelligence
 - d. Enterprise Content Management (or eDiscovery)
 - e. Web Content Management
 - f. Search
 - g. Apps For SharePoint
7. Did your solution result in the sale of Microsoft technologies or did it use the customer's existing licenses? Please explain.
8. 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?
9. 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?
10. 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.
11. 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.
12. Please identify all of the following that your solution uses:
 - a. Intranet
 - b. Extranet
 - c. Internet
13. How do you measure customer satisfaction with your solution? How does it influence your future design choices?
14. 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 recognises 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-premises, in the cloud, or through enhanced features and functionality.

ELIGIBILITY:

- Active in the Microsoft [Communications Competency](#)
- Have a current [Microsoft Pinpoint](#) directory listing, if applicable

QUESTIONS

1. What are you most proud of about your Lync business?
2. Referencing specific examples, summarise the successes and learnings you have had from your FY13 communications and marketing activities. Highlight what you would do again or improve on in FY14.
3. How has partnering with other partners or the Lync vendor ecosystem helped you win against the competition in a specific customer situation? What benefits were you jointly able to offer that the competition was not?
4. What specific features or benefits differentiate your services, product, or application in the marketplace and which market segment do you find most success in?
5. 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.) and how you have used these to win in a specific customer situation.
6. In FY14, how do you plan to utilise PSLP to differentiate your support offerings and how will this affect your position in compete scenarios? (refer to specific customer situations)

DEVICES AND DEPLOYMENT (DESKTOP) PARTNER OF THE YEAR

The Devices and Deployment (Desktop) 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 Optimisation 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](#).
- Have a current [Microsoft Pinpoint](#) directory listing, if applicable

QUESTIONS:

1. Describe the customer business opportunity your solution addresses, including specific business impact created (for example, revenue acceleration, cost reduction, business productivity, customer satisfaction). Make specific reference to the depth and breadth of the Microsoft stack of solutions you used. 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.
 - a. Microsoft Desktop Optimisation Pack (MDOP)
 - b. Windows 8 Enterprise
 - c. Windows 7 Enterprise
 - d. Windows Intune
 - e. MDOP (describe the specific MDOP component used)
 - f. Microsoft Office (specify which edition of Office was used, as well as which Office technologies were deployed)
 - g. System Center
 - h. Windows Server
 - i. Application Compatibility Toolkit (ACT)
 - j. Microsoft Deployment Toolkit (MDT)
 - k. Microsoft Desktop Virtualisation Solutions
 - l. Microsoft Assessment and Planning (MAP) Toolkit
8. Describe the infrastructure optimisation (IO) and deployment best practices used to implement and manage desktop infrastructure as part of this solution.
9. What makes this solution unique in the marketplace? Why is it innovative?
10. How did you measure customer satisfaction with this solution and what were the results?

MANAGEMENT AND VIRTUALISATION PARTNER OF THE YEAR

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

- Windows Server 2008 R2 Hyper-V
- Microsoft Hyper-V Server 2008 R2
- Windows Server 2012
- Microsoft Virtual Desktop Infrastructure (VDI) Suite
- Microsoft Enterprise Desktop Virtualisation (MED-V)
- Remote Desktop Services
- Microsoft Application Virtualisation

AND at least one of the following:

- Microsoft System Center 2012
- Microsoft System Center 2012 SP1
- Microsoft System Center Configuration Manager
- Microsoft System Center Operations Manager
- Microsoft System Center Virtual Machine Manager
- Microsoft System Center Service Manager
- Microsoft System Center Data Protection Manager
- Microsoft System Center Essentials
- Microsoft System Center App Controller
- 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 [Virtualisation Competency](#) or [Systems Management Competency](#) (prior to May 2012).

OR

- Be active in the combined Microsoft [Management and Virtualisation Competency](#) (after May 2012).

AND

- Have a current [Microsoft Pinpoint](#) directory listing, if applicable

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:
 - 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.
3. Explain how your solution helped you win more customers, deliver better customer service, or achieve another business goal.

4. What Microsoft virtualisation products and technologies were used in the solution?

Select all that apply, but at least one.

- a. Windows Server 2008 R2 Hyper-V
 - b. Windows Server 2012
 - c. Microsoft Hyper-V Server 2008 R2
 - d. Microsoft System Center Virtual Machine Manager 2008 R2
 - e. Microsoft Virtual Desktop Infrastructure (VDI)
 - f. Microsoft Enterprise Desktop Virtualisation (MED-V)
 - g. Remote Desktop Services
 - h. Microsoft Application Virtualisation
 - i. System Center 2012 or System Center 2012 SP1
 - j. Microsoft System Center Configuration Manager
 - k. Microsoft System Center Operations Manager
 - l. Microsoft System Center Virtual Machine Manager
 - m. Microsoft System Center Service Manager
 - n. Microsoft System Center Data Protection Manager
 - o. Microsoft System Center Essentials
 - p. Microsoft System Center App Controller
 - q. Microsoft System Center Orchestrator
5. 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).
6. Provide an example of a customer win where System Center was used to manage a virtualised environment, and how the customer is using System Center.

7. Describe a situation in which you proved the value of a Microsoft virtualisation technology (such as VDI, App-V, Hyper-V) to an existing VMware customer. Please be specific about the Microsoft virtualisation technology you were able to deploy, as well as the workloads where this technology is being used at the customer site.
8. 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.
9. 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 virtualisation products. Provide quantifiable evidence of the cost savings.
10. 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. The video does not require a high level of production and can be created using consumer cameras, camcorders, screen capture software, and Windows Movie Maker (<http://windows.microsoft.com/en-US/windows-live/movie-maker-get-started>). We encourage you to submit videos that you have uploaded to similar video sites. Videos assist award judges in evaluating your entry and are not scored; if you do not submit a video it will not count against you. If you submit a video, it may be used by Microsoft in additional marketing activities related to the Microsoft Worldwide Partner Conference and/or the Microsoft Worldwide Partner Conference Awards Program. As per the terms of the Microsoft Partners Portal Code of Conduct, it is the entrant's responsibility to obtain all necessary releases from any third parties who may appear in the video. You must also ensure that you have the right to submit this video, and all content contained therein, on behalf of your company.
11. 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.

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, including, but 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](#).
- Have a current [Microsoft Pinpoint](#) directory listing, if applicable.

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.

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

Select all that apply.

- a. Windows Server 2012 standard
- b. Windows Server 2012 datacentre
- c. Windows Server 2008 R2 Standard
- d. Windows Server 2008 R2 Enterprise
- e. Windows Server 2008 R2 datacentre
- f. Windows Server 2008 R2 Hyper-V
- g. Windows Storage Server 2008
- h. System Center family of products
- i. Active Directory Technologies
- j. AppFabric
- k. DirectAccess
- l. BranchCache
- m. Failover clustering
- n. File and print solutions
- o. File classification infrastructure
- p. Internet Information Servers
- q. Remote Desktop Services
- r. Network Access Protection (NAP)
- s. Storage
- t. Virtualisation
- u. Other

4. What business scenarios does your solution address?

Select all that apply.

- a. High availability
- b. Server/desktop consolidation (virtualisation)
- c. Branch office
- d. Data storage
- e. Remote access
- f. Private Cloud
- g. Scalability
- h. Migrating to Windows
- i. Identity and Access Management
- j. Better Together—Application scenarios
- k. Security and policy enforcement
- l. Server management
- m. High performance
- n. Other

- 5. 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.
- 6. Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- 7. 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.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) PARTNER OF THE YEAR

The CRM Partner of the Year Award recognises 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:

- Be a registered Microsoft Dynamics CRM CSA/MOSPA partner; have the Microsoft [Dynamics Customer Relationship Management Competency](#).
- Be listed in the [Microsoft Dynamics Marketplace](#), if applicable.

QUESTIONS:

1. OVERALL - Describe how your organisation is embracing the business opportunity presented by Microsoft Dynamics CRM, including specific business impacts for your organisation (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 organisation,

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 organisation 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 or solutions you have successfully sold to.

7. EXISTING CUSTOMER - 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 organisation to better deliver customer centric services and solutions. What organisational transformations has your company made to enable high impact selling within your organisation and better return on investment (ROI) for your customers? This can include the adoption of a new technology (Office 365, Windows Azure, or SQL Azure) or creating a new cloud practice or a vertical practice.

ENTERPRISE RESOURCE PLANNING (ERP) PARTNER OF THE YEAR

The ERP Partner of the Year Award recognises 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:

- Be a Microsoft Dynamics ERP partner; have the Microsoft [Dynamics ERP competency](#).
- Be listed in the [Microsoft Dynamics Marketplace](#), if applicable.

QUESTIONS:

1. OVERALL - Describe how your organisation is embracing the business opportunity presented by Microsoft Dynamics ERP, including specific business impacts for your organisation (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 organisation.

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 organisation 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 or solutions you have successfully sold to.

7. EXISTING CUSTOMER - 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 organisation to better deliver customer centric services and solutions. What organisational transformations has your company made to enable high impact selling within your organisation and better return on investment (ROI) for your customers? This can include the adoption of a new technology (Office 365, SharePoint, Azure or SQL reporting services) or creating a new cloud practice or a vertical practice.

IAAS HOSTING PARTNER OF THE YEAR

This award recognises a partner who demonstrates solution innovation and exemplary commitment to engaging with Microsoft. Self-nominees for this award should document how their company and hosted Infrastructure-as-a-Service solution focused on a customer's business challenge and new market opportunity. 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. Entrants also should indicate whether the solution allows for extensive customisation and/or if the partner provides the solution through a reseller channel.

ELIGIBILITY:

- Be active in the Microsoft [Hosting Competency](#).
- Have a current [Microsoft Pinpoint](#) directory listing, if applicable.

QUESTIONS/TASKS:

1. Provide a brief summary of the hosted IaaS solution you are submitting. Please state what Microsoft product(s) were used and what version, your target market for the solution, and a brief description of the offer and key attributes.
2. Describe what customer business impact your hosted IaaS solution addresses (for example, revenue acceleration, business productivity, cost reduction). In addition, provide real technical benefit examples such as performance, scale, reliability, flexibility, self-service, automation or other specific metrics to highlight your IaaS solution. Provide real customer examples such as customer quotes or specific metrics. Please call out areas of innovation involved in your solution.
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 the potential value to a customer of this IaaS solution (links to published articles, case studies, videos, ROI models, customer testimonials and so on).
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 solution and/or the customer.
5. 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 or will be 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. What types of channel partners are you looking to target with this solution?
6. Describe how using Microsoft technologies in your solution helped Microsoft win against its competition. Highlight the value of Microsoft technologies versus alternative technologies from a technical and business perspective. (This is not how you won against your competition)
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 Microsoft Pinpoint (please include your Pinpoint solution URL), customer campaigns and so on. Discuss how they helped your business.

LEARNING PARTNER OF THE YEAR

The Learning Partner of the Year Award is for a Learning Partner that excels 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. Self-nominations should demonstrate exceptional performance in market share shift from gray market content to Official Microsoft Learning Products; leadership in the certification community; reaching net new markets; or significant growth in training market share. The winning submission will also demonstrate alignment with advancing adoption and deployment of Microsoft technologies through training and certification. Partners must be able to show they have developed more creative ways to engage as innovative and exceptional Partners in training.

ELIGIBILITY:

- Be active, compliant, and in good standing in the Microsoft [Learning Competency](#) and any other affiliated program.
- Be a Microsoft Learning Competency member for at least two years.
- Have a current [Microsoft Pinpoint](#) directory listing, if applicable.
- Present a marketing sales engagement that has been in market during the last 12 months.

QUESTIONS:

1. Describe your training, marketing and/or sales solution. State how it met the needs of your customers and over what timeframe. Explain what makes it innovative, discussing such points as:

- a. How it solves a business problem
- b. How it wins more customers
- c. How you deliver better customer service
- d. Achieving other business goals
- e. Microsoft growth investment activities

2. How did this solution increase your market share, market penetration, and customer satisfaction? Please quantify and provide details.
3. Describe your investment in creating your marketing solution, calling out specific processes, additional headcount, departments, or individuals.
4. What challenges led you to create this training, marketing and/or sales solution? How has the solution led to success?
5. How does your solution drive Microsoft technology adoption and deployment? Please quantify and share details.
6. Describe how Microsoft Learning products complement your offering/solution.
7. Describe your interaction with Microsoft or another Microsoft partner, as applicable, to create the solution.
8. What metrics or analysis can you share to show your customer's ROI and satisfaction? Please quantify and show details.
9. Supply any available links to examples, case studies, testimonials, analyst coverage, or other material in support of your entry.

MOBILITY PARTNER OF THE YEAR

The Mobility Partner of the Year Award recognises a partner who specialises in deploying, integrating, supporting, and marketing breakthrough software solutions and services for businesses, based on the Windows Phone platform. The successful entrant for this award will have worked with a business customer to implement Windows Phone solutions to accelerate their business cycles, increase productivity, reduce operating costs, and extend the customer's infrastructures.

ELIGIBILITY:

- Be active in the Microsoft [Mobility Competency](#).
- Have a current [Microsoft Pinpoint](#) directory listing, if applicable.

QUESTIONS:

1. Describe your mobility business strategy (for example, target market, vertical or industry focus, supported platforms, etc.).
2. Describe how your Windows Phone practice and solutions are unique and stand out from your competitors.
3. Explain how your mobility business helps customers solve their business problems and meet their business goals, win more customers and deliver better customer service. Please provide specific return on investment (ROI) figures if available.
4. Please describe any Windows Phone applications your organisation has developed and how they have helped your customer solve their business need.
5. What Microsoft technologies do your mobility solutions and services use and how?
 - a. Office Suite
 - b. Exchange
 - c. Lync
 - d. SharePoint
 - e. SQL Server
 - f. Azure
 - g. Other (please list)
6. Describe how using Microsoft technologies in your solution(s) helps you win against the competition.
7. What percentage of your overall mobility business is focused on Windows Phone?
 - a. 0–10 percent
 - b. 11–25 percent
 - c. 26–50 percent
 - d. 51–75 percent
 - e. 76 percent or more
8. What percentage of your technical staff is focused on the development and delivery of Windows Phone solutions or services?
 - a. 0–10 percent
 - b. 11–25 percent
 - c. 26–50 percent
 - d. 51–75 percent
 - e. 76 percent or more
9. What has been the percentage growth in your Windows Phone business, year-over-year?
 - a. 0–10 percent
 - b. 11–25 percent
 - c. 26–50 percent
 - d. 51–75 percent
 - e. 76 percent or more
10. Provide outside references or data sources that show evidence of exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
11. Tell us about your organisation's internal use of Windows Phone and what your policy is for employees when choosing a smart phone.
12. Please tell us what percentage of your employees use a Windows Phone:
 - a. 0–10 percent
 - b. 11–25 percent
 - c. 26–50 percent
 - d. 51–75 percent
 - e. 76 percent or more

SAAS HOSTING PARTNER OF THE YEAR

This award recognises a partner who demonstrates solution innovation and exemplary commitment to the delivery of value to the customer. Self-nominees for this award should document how their company and their hosted SaaS solution focused on a customer's business challenge and how their SaaS solution has addressed 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, how the partner actively promoted its solution through marketing campaigns, and be able to illustrate the customer benefits gained and the customer's satisfaction.

ELIGIBILITY:

- Be active in the Microsoft [Hosting Competency](#).
- Have a current [Microsoft Pinpoint](#) directory listing, if applicable

QUESTIONS/TASKS:

1. Provide a brief summary of the hosted SaaS solution you are submitting. Please state what Microsoft product(s) 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. Please also detail the communication and collaboration benefits of this hosted application.
2. Reference the depth and breadth of the Microsoft stack of solutions you used for this hosted SaaS solution. Please highlight specifically the innovation around your solution.
3. Describe what customer business impact your hosted SaaS solution addresses (for example, revenue acceleration, business productivity, cost reduction, or customer satisfaction). What specific customer benefits are attributed to this hosted SaaS solution? Provide real customer examples such as customer quotes or specific metrics.
4. How important was customisation to the customer experience? How do you differentiate through customisation, and to what degree?
5. 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 and so on).
6. 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.
7. Do you have partners reselling your hosted SaaS 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.
8. Describe how using Microsoft technologies in your solution helped Microsoft win against its competition. Highlight the value of the Microsoft technologies versus alternative technologies from a technical and business perspective. (This is not about how you won against your competition)
9. 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 Microsoft Pinpoint (please include your Pinpoint solution URL), customer campaigns and so on. Discuss how they helped your business.

SOFTWARE ASSET MANAGEMENT (SAM) PARTNER OF THE YEAR

The Software Asset Management (SAM) Partner of the Year Award recognises a partner that consistently delivers comprehensive SAM consulting with a focus on proactive assistance that enables customers to adopt SAM best practices. The successful entry will include descriptions of consulting engagements that resulted in outstanding customer satisfaction and will outline how these engagements have helped customers strategically implement SAM. It will also provide measurable results that were obtained, along with appropriate supporting customer evidence documentation.

ELIGIBILITY:

- Be active in the Microsoft [Software Asset Management Competency](#).
- Have a current [Microsoft Pinpoint](#) directory listing, if applicable

QUESTIONS:

1. Describe your organisation and the types of SAM consulting, solution offerings, or services you provide.
2. Describe a specific customer engagement within the last 12 months, outlining how the engagement helped the customer overcome challenges related to SAM. Please include the following details:
 - a. What was the problem or challenges the customer faced? Please quantify if possible.
 - b. What was the scope of the solution or services provided? Please include a description of the SAM services provided, including any tools or technologies used or recommended during the engagement. If using Microsoft technologies, please explain the ways in which your SAM services compliment or integrate with other Microsoft products and solutions.
 - c. How did the solution or services provided resolve the customer challenges? Please provide specific examples of the cost savings, process or resource optimisation, and other benefits that were measurable.
 - d. Please also describe any additional licensing and service opportunities resulting from this SAM engagement.

3. Provide outside references or data sources that provide measurable results or which demonstrate exceptional SAM customer experience or satisfaction (links to published articles, white papers, case studies, videos, customer testimonials, etc.).
4. Describe how you work to overcome customer objections or misperceptions of SAM and how that helped to get customer buy-in for engagements.
5. What are the 3 most effective marketing and communication activities or vehicles you've used in the last year to promote your SAM services, and how did it accelerate your SAM business and affect engagement execution?
6. Did your company partner with any other Microsoft partners in designing/developing/ implementing and/or integrating your SAM services? If yes, please describe your partnering story?
7. Describe your own organisation's "improvement plan" to address the growing customer demand for new technologies such as Virtualisation, BYOD and Cloud computing.
8. Describe the steps taken by your organisation to achieve the Gold SAM competency and list the countries in which you have provided SAM consulting services in the past 12 months.

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), specialising 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 virtualisation and management technologies. Your entry should demonstrate how your organisation provides ways to help small business owners save money and be competitive while using Microsoft campaigns and sales tools.

ELIGIBILITY:

- Be enrolled in the Microsoft [Small Business Competency](#)
- Have a current [Microsoft Pinpoint](#) directory listing, if applicable

QUESTIONS:

1. Please specify the Microsoft products used in deploying your small business solution.
 - a. Office 365
 - b. Exchange Server 2013
 - c. Office 2013
 - d. Mobility
 - e. SharePoint 2013
 - f. SQL Server 2012
 - g. Windows Intune
 - h. Windows Server 2012
 - i. Windows Small Business Server 2011
 - j. Windows 8
 - k. Other
2. If you answered “Other” to the prior question, please describe what other Microsoft or third-party products or technologies were used in your solution.
3. 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.
4. Define the customer situation or pain point that you were trying to solve.
5. 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.
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. How did you uniquely counter a competitor with this solution?
7. Please describe what makes your small business solution unique in the marketplace. Why is it innovative?
8. 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.
9. 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.

10. What Small Business competency benefits did you access as part of this customer solution win?
- a. Partner Economic Model for Microsoft Cloud Solutions
 - b. Infrastructure Optimisation Partner Assessment
 - c. Bing Ads credits
 - d. Delegated administration
 - e. Internal use software licenses
 - f. Technical and Sales training
 - g. Technical Pre Sales Assistance
 - h. Partner Advisory Hours
 - i. Technical Presales Assistance
 - j. Partner Marketing Center
 - k. Partner Learning Center
 - l. Others (please specify)
11. Please describe how you share or communicate best practices with other partner peers around deploying this type of solution.
12. Share your company's strategy and execution for integrating Open Value and/or the subscription offering into your business.
13. 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.

DEVICE PARTNER OF THE YEAR

The Device Partner of the Year Award recognises a partner who has strived to deliver innovation and has demonstrated outstanding partnership in collaborating with Microsoft on the joint sales and delivery of high-quality solutions to our common customers.

This award recognises a partner that proactively and consistently highlights the benefits of the Microsoft platform by delivering progressive and innovative technologies, mated to the Microsoft environment to deliver superior experiences for our customers. They acknowledge that partnering with Microsoft is a successful strategy that drives incremental business for both.

The recipient of this award has invested resources and time in establishing infrastructure (people, processes, and technology) that enables improved collaboration and drives deep relationships with Microsoft in order to pursue and close more customer wins. Other key considerations for this award include proactive efforts to join forces with Microsoft in order to gain ground against competitors' solutions.

ELIGIBILITY:

The release of one key product which was deemed by the judging committee to enhance the device market by furthering:

- Innovation.
- Industrial design and form factor.
- Increasing accessibility of our platform to more people.
- Speed to market.

And the company has shown a capacity, desire and capability to partner with Microsoft in

- Media related activities.
- Activities to market or sell to a particular segment or vertical.
- An activity to increase the sales and availability of a Microsoft preloaded product.

The award will be usable as marketing collateral by the winner to include in marketing activities, and the winner will receive digital collateral to include in their online and print material identifying them as the Microsoft Device Partner of the Year (Gold, Silver, Bronze award).

QUESTIONS:

1. What % of your portfolio currently is touch enabled?
2. How many offerings do you have in the <\$600 segment of the market?
3. How many premium PCs segment of the market (>\$1000) ?
4. Do you have the ability to sell MS office direct & can give example of GTM execution with Office?
5. Describe product value proposition in conjunction with Windows 8 & how your devices light up Windows 8 across multiple devices & form factors?
6. Describe some joint wins & corresponding case studies to amplify the partnership with Microsoft?
7. Describe an example of commitment to winning together from a Microsoft competitive platform to Windows 8?
8. Describe an example of sales & marketing collaboration with the broader Microsoft cooperation?

DISTRIBUTOR PARTNER OF THE YEAR

The winning nomination for the Distributor Partner of the Year award will show:

- Innovation, demonstrated by the distributor who has taken the most creative, yet effective approach to capitalise on new or maximise existing business opportunities.
- Sales leadership, as shown by specific examples of efforts done jointly with Microsoft at the executive and business development levels to build a deeper partnership.
- 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.
- For consideration, Distributors should submit specific examples across the three areas of innovation, sales leadership, and execution to prove best-in-class impact on mutual reseller partners.

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 maximise mutual business opportunities. Engagement areas may include but are not limited to the following:

- a. OEM through distribution (engagement with a branded PC manufacturer)
 - b. Annuity Growth and Retention
 - c. Launch of Windows 8, The New Office, Windows Server
 - d. Channel Readiness
 - e. Transformation of the Channel to sell Device+ Services
3. 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 to drive device+ services, enhanced licensing and product support to support annuity renewals, or marketing to combat piracy.
 - a. What were the measurable results?
 - b. 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 recognises a partner organisation that excels at providing innovative and unique services or solutions based on Microsoft technologies to education customers.

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 Apps, Office 365 Education 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:

- Be a [Microsoft partner](#); you are not required to be enrolled in a competency.
- 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 Microsoft technologies you have used.
5. 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.

ENTERPRISE PARTNER OF THE YEAR AWARD

The Microsoft Enterprise Partner of the Year award recognises the solution partner who has demonstrated outstanding commitment and results in driving new business growth, adoption and deployment of Microsoft solutions into the Enterprise customer base. The winning partner must have demonstrated: strong partner solution plan (PSP) execution; delivery of robust solutions into the Enterprise customer segment, including industry-based solutions and competitive showcase wins; business alignment to Microsoft through continued investments in sales and technical capability/ readiness; and active engagement with the Enterprise sales teams.

ELIGIBILITY:

- Be a **Microsoft partner**; and have active Gold certification in one or more workloads/focus areas aligned to partner solution plan(s).
- Have a current **Microsoft Pinpoint** directory listing.
- Executed partner solution plan(s) within Microsoft's financial year (1 July 2012 to 30 June 2013).

SUBMISSION PROCESS:

- Based on partner feedback over the past two years, this year there will be **no submission process for this award**.
- Determination of the award will be based on the following results:
- Year-on-year growth (revenue and/or deployment) on workloads/focus areas aligned to partner solution plans(s).
- Competitive showcase win – minimum of one.
- Minimum of 80% achievement on revenue, adoption or deployment targets, as outlined in partner solution plans, on one or more of the following: Microsoft Business Intelligence/ Microsoft SQL Server, SQL Azure, Microsoft Dynamics CRM, Microsoft Dynamics SCM, Windows Server Hyper-V, Microsoft Office 365, Microsoft Lync Voice, Windows 7, Microsoft Office 2010.

- Industry Solution Area win – minimum of one. (Note: Industry solution win(s) must demonstrate impact/relevance of win aligned to innovation and/or competitive differentiation.)
- Reference customers or case studies for competitive win(s) and/or industry solution(s).
- Ongoing investment in Microsoft sales and technical capability and/or attendance in FY13 Microsoft readiness programs.

HEALTH PARTNER OF THE YEAR

The Health Partner of the Year Award recognises a partner that excels at providing innovative and unique services or solutions based on Microsoft technologies to healthcare industry customers, specifically those in the Healthcare Provider, Health Payer and Public Health and Human Services verticals.

The successful submission for this award will demonstrate industry knowledge and expertise delivering consistent, high-quality, predictable services or solutions to healthcare industry customers that improve people's health and lives through software innovation. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions, revenue growth, and/or innovative partnerships to drive end-to-end solutions.

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:

- Be a **Microsoft partner**; you are not required to be enrolled in a competency.
- Have a current **Microsoft Pinpoint** directory listing.

QUESTIONS:

1. SOLUTION OVERVIEW: Describe the customer business opportunity that your solution addresses, including specific business impact created (for example, revenue acceleration, cost reduction, improved caregiver collaboration, enabling telemedicine, patient portals, electronic medical records (EMR), case and condition management, public health solution, flexible work style and next generation health devices).

2. BUSINESS RESULTS: Share quantifiable results generated by your solution and its customer benefits (speed to market, cost savings, improved productivity, etc.).

3. SCALABILITY: 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.).

4. MICROSOFT AFFINITY: Make specific reference to the depth and breadth of the Microsoft stack of solutions you used.

5. COMPETE: Describe, from a technical and business perspective, how using Microsoft technologies in your solution helped you win against the competition.

6. INNOVATION: Does your solution enable a new model of care, clinical processes, or business transformation? Do your solutions use any health industry-specific devices to enable either better care, patient engagement in their own healthcare, and/or e-health?

7. FUTURE PROOFING: If applicable, describe how your solution's use of business intelligence, Big Data, Health collaboration, Social, Unified Communications, and/or patient relationship management helps augment the value of your solution. How is your solution using the public, community, or private cloud?

LARGE ACCOUNT RESELLER PARTNER OF THE YEAR

The Microsoft Large Account Reseller Partner of the Year award recognises a large account reseller (LAR) who has demonstrated leadership, commitment and strong financial performance driving Microsoft licensing results. The partner must have demonstrated exemplary financial results in Enterprise Agreements (net new EA) and strong on-time EA renewal performance, and be a leading partner in driving EAP and ECI agreements. The winning partner will have a proven active engagement with the Microsoft sales teams. The partner will have demonstrated business alignment to Microsoft and will have driven net new business to our mutual customers.

ELIGIBILITY:

- Be a Microsoft managed partner with current LAR Authorisation status in Australia.
- Have current Volume Licensing Gold competency and beT-36 certified.
- Have a current [Microsoft Pinpoint](#) directory listing

SUBMISSION PROCESS:

This year there will be **no submission process for this award**. Determination of the award will be based on the following results:

- New Enterprise Agreements: The number of new Enterprise Agreements signed in Australia in the fiscal year July 2012 to June 2013.
- OTR: Percentage of Enterprise Agreements renewals renewed on time.

- True Up: Percentage of delinquent true-ups.
- EAP / ECI: Number of net new EAP and ECI agreements.
- Operational Efficiency: Percentage of accurate orders placed on APOC.
- Readiness: Attendance at Microsoft training and business review sessions.
- Revenue VTT: Performance against revenue targets.

The overarching reason for the change to the submission process for this award is the principle of driving consistent exceptional quality. This award is chiefly concerned with the quality of work our large account resellers undertake for our customers. Therefore, the judging team will look for evidence of intensity and a level of focus that achieves more or better quality with less time and/or money.

PUBLIC SECTOR PARTNER OF THE YEAR

The Public Sector Partner of the Year Award recognises a partner that excels at providing innovative and unique services or solutions based on Microsoft technologies to government customers. The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to government customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue.

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

ELIGIBILITY:

- Be a [Microsoft partner](#); you are not required to be enrolled in a competency.
- Have a current [Microsoft Pinpoint](#) directory listing.

QUESTIONS:

1. Describe the customer problem your government solution(s) solves for customers. If possible, identify the impact of the government's pain points, contrast the before and after scenarios, and provide overall metrics on benefits received by the customer.
2. Outline the specific benefits of your solution to the government decision maker, the government IT decision maker, and the user. What quantifiable advantages did your solution on the Microsoft platform provide? The more specific you can be, the better.
3. Is this solution specific to one particular customer, or does it have broader market potential? How many customers are currently using this solution today? 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.)

4. Did your company partner with Microsoft or any other Microsoft partners in designing developing, implementing, and/or integrating this solution? If yes, please describe your partnering story and how it benefited the customer.
5. Describe how using Microsoft technologies in your solution helped you win against the competition from a technical and business perspective. Please specify which Microsoft products gave you the greatest advantage over your competition. Be specific. If your solution leverages capabilities of current desktop solutions (Windows 8, Office 2013, Windows Phone 8, etc.) or server solutions (Windows Server, SQL Server, System Center, Lync, Dynamics, etc.)
6. Describe if your solution leverages one or more of the following key trends in government computing – Cloud, Mobility, Social Integration, and/or Big Data. If so, discuss the value the customer receives. Did the addition of these technologies add value and differentiate your solution? Or, did they add complexity and sales objections you had to overcome?
7. Please describe how your products and offerings help support the solution area go-to-market propositions that Microsoft has developed for government:
 - a. [Government Service Delivery and Engagement](#) - focused on helping citizens
 - b. [Government Workplace Modernisation](#) – focused on helping government workers
 - c. [Government Insight and Accountability](#) – focused on helping government leaders