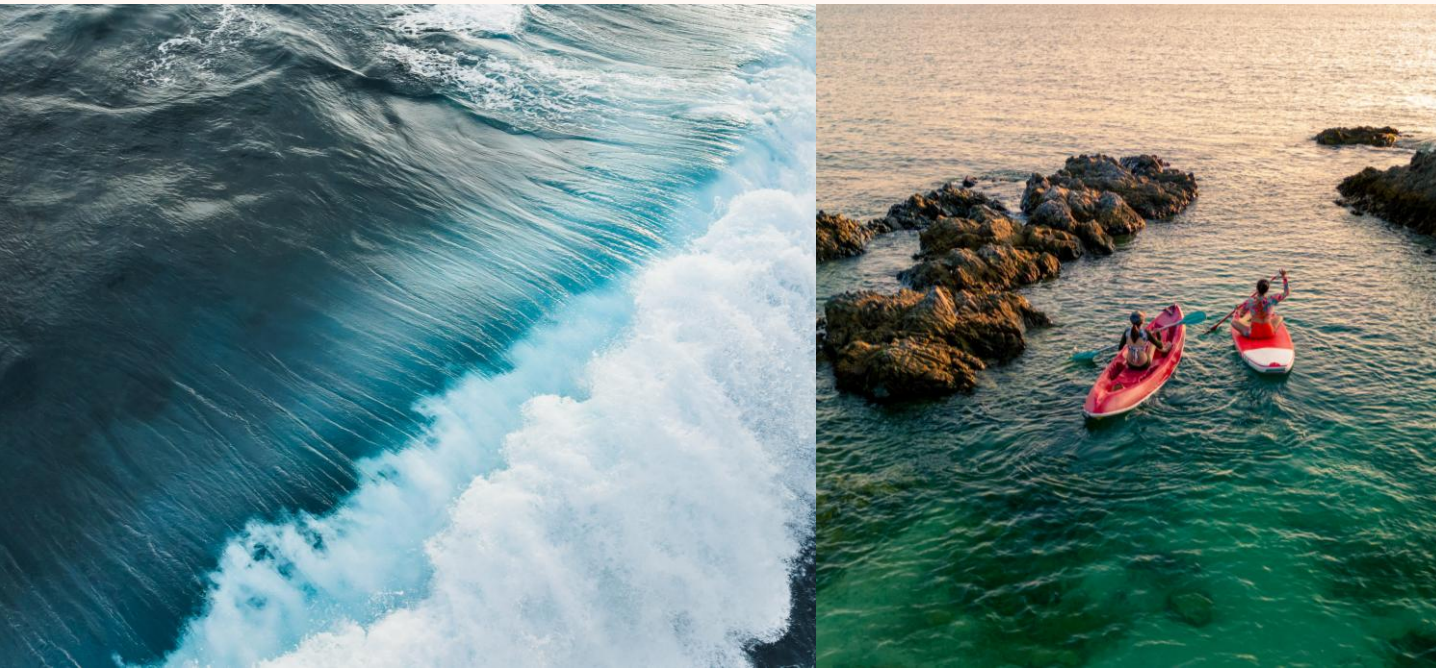


A vertical garden with green grass and small orange flowers.

Microsoft Cloud for Sustainability Partner Practice Toolkit

Purpose and goals

According to the World Economic Forum, embedding sustainability in strategy is essential to meet evolving investor pressure, consumer demand, and regulatory requirements. Sustainability has also been proven to attract top talent, reduce costs, and boost profits*.



FY25 is the year of scale and growth



We aim to scale with our partners in a programmatic fashion to meet customer demands and grow your business



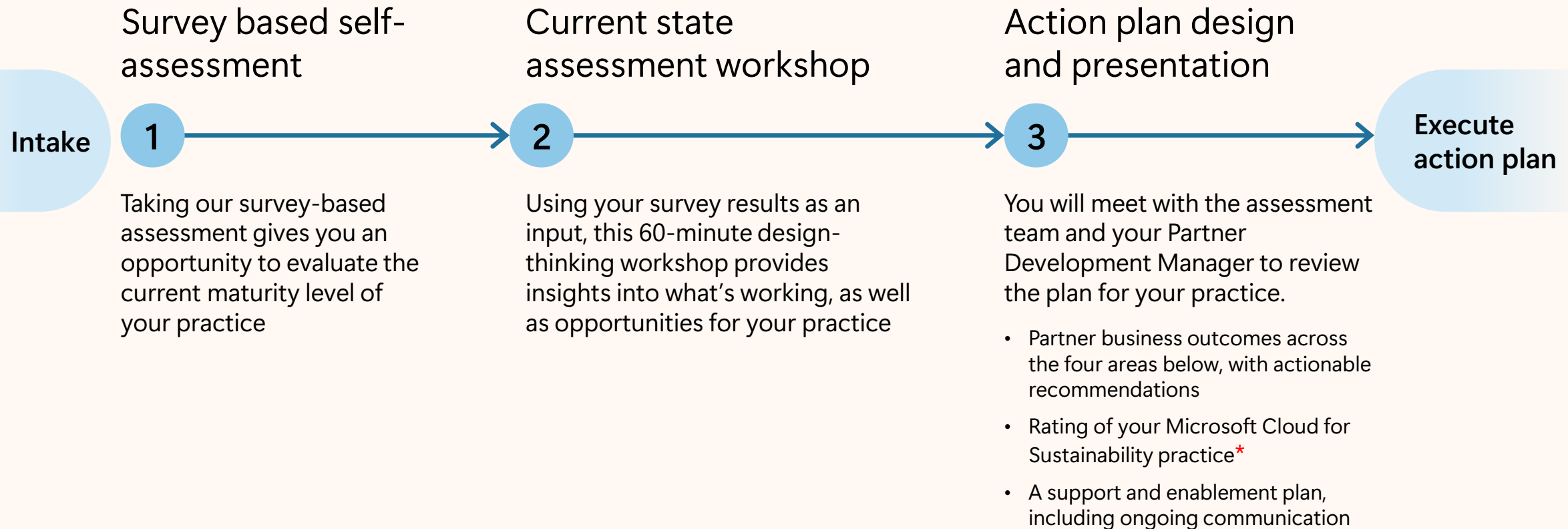
A fundamental approach to Partner success is building a practice that scales for market demand and customer success



Practice Toolkit is a means of calibrating your Microsoft Cloud for Sustainability practice using meaningful focus areas

*[Why sustainability is crucial for corporate strategy | World Economic Forum \(weforum.org\)](https://www.weforum.org)

(LONG FORM) Partner assessment: three-step process



*Note: This rating is not intended to be shared publicly, either by the partner or by Microsoft. Its only use is to guide enablement actions.

What is the Partner Practice Toolkit?

- **Purpose:** A set of tools and a framework designed to help SI Partners align their Microsoft Cloud for Sustainability practice across key areas: **Organizational Setup, Go-to-Market Strategy, Readiness, and Customer Implementation.**
- **What it includes:**

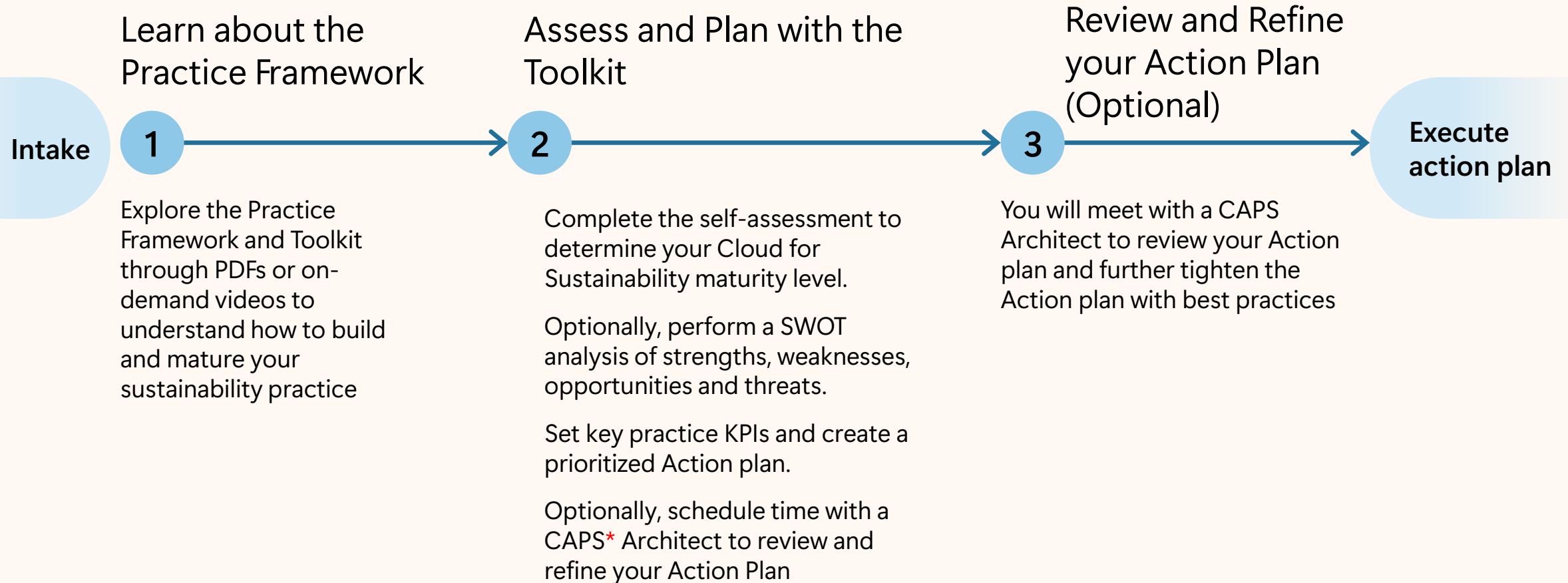
The toolkit provides practical tools and templates to guide partners through building and maturing their Cloud for sustainability practice:

 - ✓ An Excel **self-assessment** Q&A tool for your practice
 - ✓ A Practice Maturity rating tool
 - ✓ **An Action plan** template for maturing your practice
- **How It Helps You:**

The Practice Toolkit empowers SI Partners to:

 - ✓ Quickly evaluate your **current state.**
 - ✓ **Reflect on market opportunities and growth areas.**
 - ✓ **Organize their approach** to scaling your practice.
 - ✓ **Take actionable steps** to align with market demand and capitalize on revenue opportunities.

How to use the Practice Toolkit?



*CAPS – Customer and Partner Success, Global team of Solution Architects from Cloud for Sustainability Engineering

Partner Practice Framework



Four focus areas

The partner assessment evaluates ESG practice competency across four areas, using four levels of maturity: Foundational, Developing, Proficient, and Advanced.



Organizational setup

Focuses on governance, leadership, and resource allocation to achieve business outcomes with Microsoft Cloud for Sustainability. Evaluates communication, feedback, and collaboration with stakeholders.

Go-to-market (GTM) strategy

Covers planning for target markets, industries, and sectors, ensuring a strong value proposition, effective marketing, sales materials, and competitive innovation assets like IP accelerators.

Product & ESG domain readiness

Assesses technical expertise, training, professional qualifications, Azure and Power Platform certifications, and engagement in external and internal communities.

Customer implementations and success

Concentrates on implementation and deployment skills, adherence to best practices, system architecture, alignment with customer feedback, and implementation frameworks like Success by Design, SureStep365, and WAI.

The Sustainability SI Partner Maturity Model evaluates partners across four critical focus areas that align with building a successful Microsoft Cloud for Sustainability practice.

These areas collectively reflect the key competencies required to establish, scale, and optimize your sustainability practice, with a structured pathway for growth

Organizational Setup

A set of key attributes that prioritizes organizational alignment and governance structures related to building a strong Cloud for Sustainability Practice, including:

Governance Structures and Leadership:

Alignment of the sustainability practice with business goals through strong governance and leadership involvement.

Dedicated Teams and Resources:

Allocation of budgets and dedicated teams/resources to drive go-to-market strategies, sales, and customer delivery effectively.

Communication and Feedback Mechanisms:

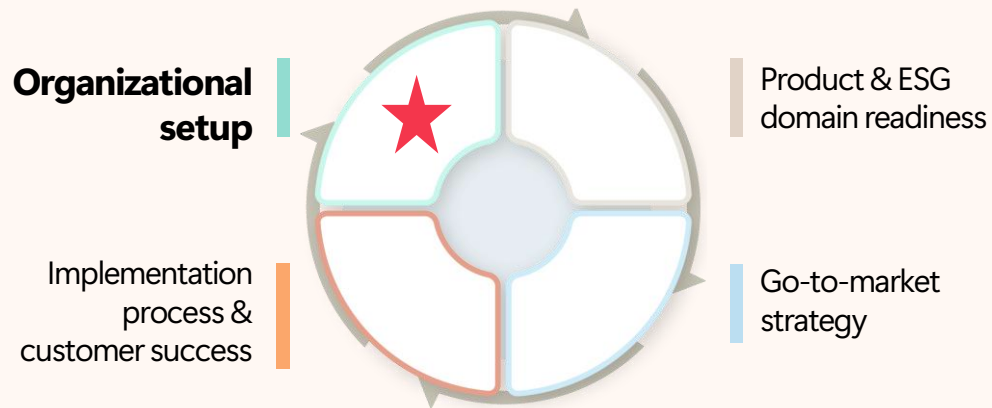
Channels to engage stakeholders and capture actionable feedback, driving better business outcomes.

Executive Leadership Involvement:

Strategic alignment and prioritization of practice goals with active participation from top leadership.

Clear Roles and Responsibilities:

Defined roles to prevent overlaps, ensure accountability, and streamline execution of sustainability initiatives.



Product & ESG Domain Readiness

A set of key attributes that focus on technical & ESG domain expertise, certifications, and engagement required for building and scaling a successful Cloud for Sustainability Practice, including:

Technical Expertise Development:

Sales and Delivery teams with strong knowledge of Microsoft's Cloud for Sustainability applications to design and deliver impactful solutions tailored to customer needs.

Microsoft Fabric and Power Platform Proficiency:

Developers with proficiency & certifications in Microsoft Fabric and Power Platform to enable scalable, data-driven, and sustainable solution implementations.

ESG Domain Expertise:

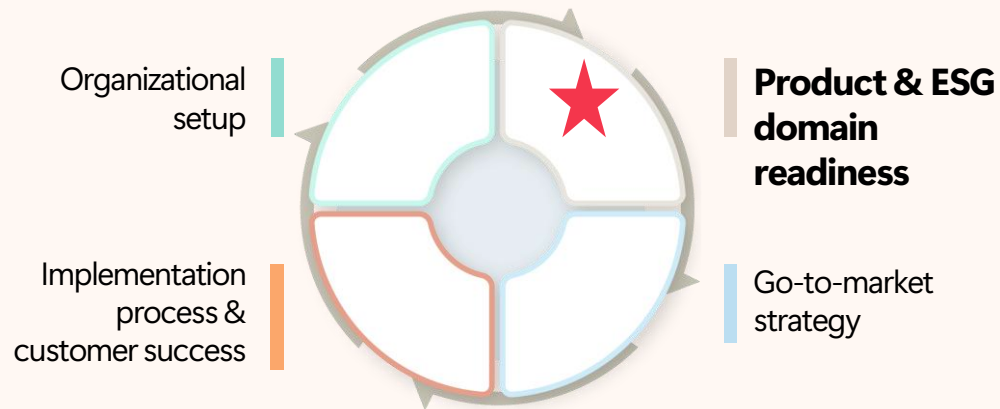
Practitioners with Industry-recognized certifications such as ISSP Certified Sustainability Professional (CSP) and GARP Sustainability and Climate Risk (SCR) to enhance domain credibility and customer trust.

Community Engagement:

Active participation in internal and external ESG communities to share insights, collaborate, and stay updated on industry trends and customer expectations.

Product Knowledge Alignment:

Up-to-date knowledge of key online resources, enhancements, features, and best practices for Microsoft's Cloud for Sustainability portfolio to align solutions with customer priorities.



Go To Market Strategy

A set of key attributes that focus on planning, execution, and alignment for driving a successful Cloud for Sustainability Practice, including:

Target Industry Focus:

Prioritization of specific industries or sectors to identify and capitalize on sustainability opportunities aligned with Microsoft Cloud for Sustainability.

Value Proposition Alignment:

Clear articulation and understanding of the unique value proposition of Cloud for sustainability portfolio of solutions for sellers and marketers to resonate with customer needs.

Solution Accelerators Development:

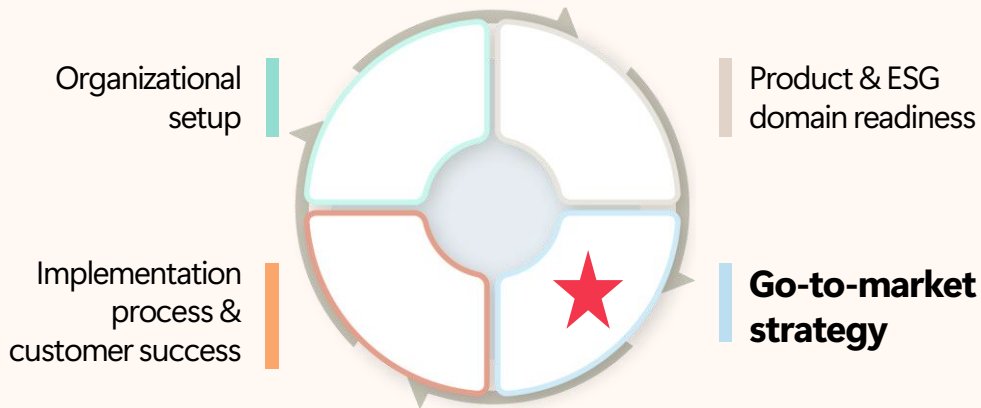
Design and creation of solution accelerators for the ESG space, including product and consulting offerings, making them available in AppSource marketplace.

Lead Generation Framework:

Development of a structured process to consistently identify, qualify, and nurture leads for sustainability solutions, ensuring alignment with customer demand.

Defined Go-to-Market Goals:

Clear, measurable KPIs and goals that align with Microsoft's sustainability objectives and track progress to achieve impactful business outcomes.



Implementation Process & Customer Success

A set of key attributes that focus on delivery excellence, customer satisfaction, and the successful implementation of Microsoft Cloud for Sustainability solutions, including:

Delivery Team Expertise:

Delivery teams have deep knowledge of Microsoft Cloud for Sustainability solutions, including configuration, integration, and troubleshooting for solutions such as Sustainability Manager and Sustainability Data Solutions in Fabric.

Application Lifecycle Management:

Proficiency in designing and implementing Application Lifecycle Management (ALM) for the Microsoft Cloud for Sustainability portfolio to ensure seamless solution development and deployment.

Architectural and Integration Skills:

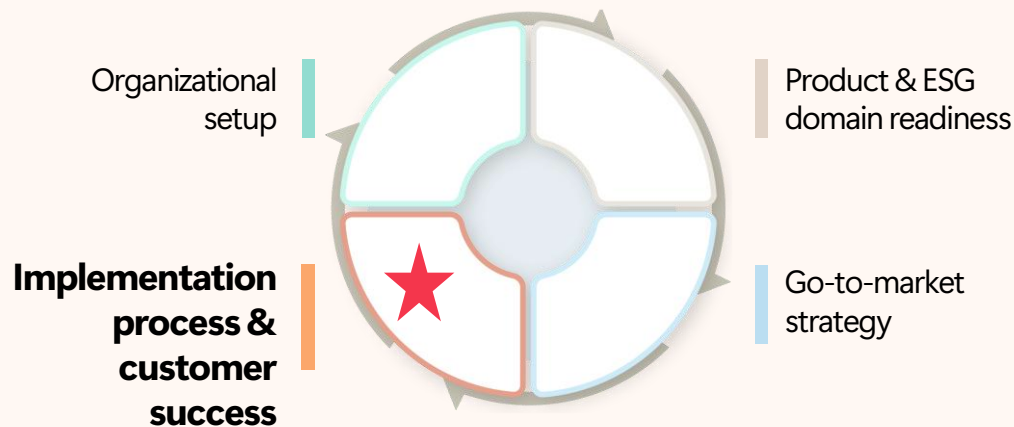
Expertise in architectural patterns for data ingestion, export, and integration using Microsoft Fabric, enabling support for complex ESG and sustainability data use cases.

ESG Reporting Standards and Metrics:

Experience with advising and designing calculation methodologies on a diverse set of ESG reporting standards.

Customer Success Initiatives:

Dedicated customer success initiatives to monitor, address, and enhance customer satisfaction throughout the sustainability solution lifecycle with customer case studies as an output.



QUESTIONS?

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