

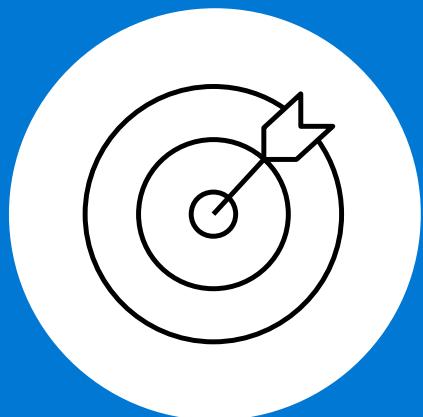


# FY23 WW Tech Team Handbook

Tech-Sales Transformation Handbook  
For PTS and CSA roles

July 2022





## Objectives of this Guide

1. Clarify FY23 **Tech-Sales Strategy**
2. Equip PTSs, CSAs & Tech Managers with a **toolkit** to help be successful in role
3. Share knowledge and **best practices** from around the world

# Tech Team Handbook Table of Contents

	FY23 GPS & Tech Strategy
	RoIEx Accountabilities – From Technical advisors to Tech-Sales Leaders
	Core Priorities & Outcomes
	Technical Development Plan - PTSs
	Technical Engagement Framework - CSAs
	Reporting toolkit
	Training and Resources
	Best practices



# FY23 GPS & Tech Strategy

# FY23 Key GPS Changes by PE(R)

[FY23 GPS IC Landing Playbook - final.pptx](#)



Build, sell and drive customer success with industry-leading ISVs



Expand GSI strategic influence across industries and solution areas



Reimagine SMC and telco channel



Grow revenue, share and cloud consumption through device partners



Accelerate partner sales culture and capabilities

- Azure IP Co-sell (slide 15)
- Build and Sell with ISV (slide 16)

- MACC in GSI and Advisories (slide 18)

- Telco market-making partnerships (slide 20)
- Channel Transformation (slide 21)
- Evolution of MPN to MCPP (slide 22)

- Commercial Devices (slide 24)

- Partner industry strategy (slide 26)
- Evolution of Solution Area focus (slide 27)
- Differentiated SMC and EOU Partner Sales Motions (slide 28)
- Scale Managed Strategy (slide 29)
- PDM & PTS Role Framework Roll Out with EQSelling (slide 30)

## Cross Priorities

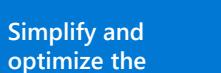


- FY23 performance measures (Scorecard and PIN) (slide 32)
- MPL (slide 33)
- Territory Management (slide 34)

- Red Carpet (slide 35)
- PDM desk (slide 36)
- Enablement (slide 37)

# Partner Ecosystem (R)evolution | FY23 strategic framework

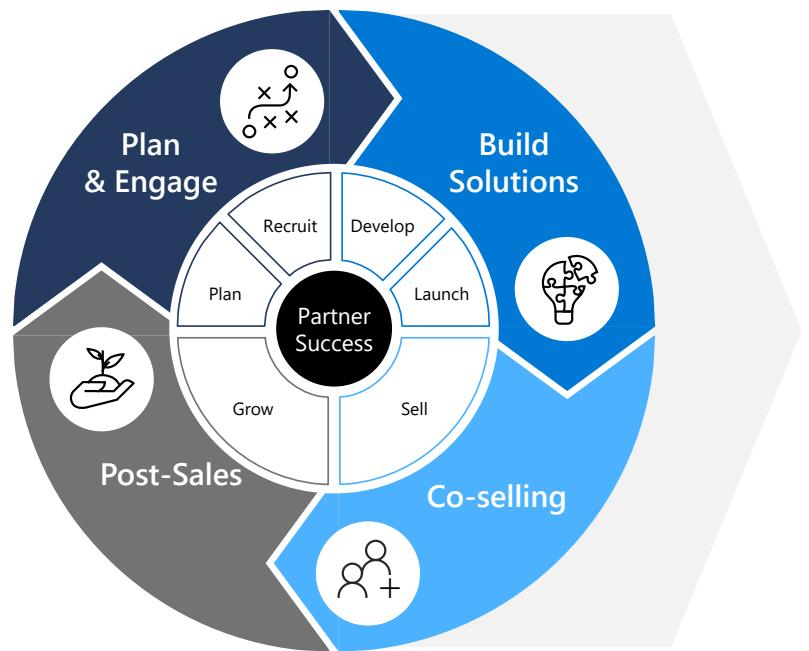
## Grow revenue and share through industry and solution area focus

 <p>Build, sell and drive customer success with industry-leading ISVs</p>	 <p>Expand GSI strategic influence across industries and solution areas</p>	 <p>Reimagine SMC and Telco channel</p>	 <p>Grow revenue share and cloud consumption through device partners</p>
<p>Grow cloud revenue and platform share</p> <ul style="list-style-type: none"> <li>Prioritized engagement with top-tier ISVs</li> <li>Recruitment of new ISVs and solutions by solution area/industry</li> <li>Co-sell differentiation with ISVs</li> <li>Marketplace = the growth engine for ISVs</li> <li>Partner design wins on Microsoft Cloud</li> </ul>	<p>Accelerate GSI solutions and Microsoft Cloud revenue</p> <ul style="list-style-type: none"> <li>MACC deals (all GSI and Advisory partners)</li> <li>Accelerated GSI 1800 engagement by co-selling across solution areas</li> <li>Build capability &amp; capacity to deliver industry solution plays</li> <li>GSI differentiation through next gen skilling/advanced specializations</li> </ul>	<p>Drive CSP and partner growth</p> <ul style="list-style-type: none"> <li>Telco market-making partnerships + ISVs, GSIs</li> <li>Partner and co-sell programs redesign and launch</li> <li>Channel transformation (global service providers)</li> <li>Reimagined digital exp and engines (Marketplace, New Commerce, Digital First Selling)</li> </ul>	<p>Maximize revenue and cloud attach through solution areas and industries</p> <ul style="list-style-type: none"> <li>Windows TAM capture and commercial device refresh wins</li> <li>Modern device + cloud solutions sales</li> <li>Innovate device partner ecosystem</li> </ul>
 <p>Accelerate partner sales culture and capabilities</p>	 <p>Simplify and optimize the business</p>	<ul style="list-style-type: none"> <li>Differentiated partner incentives</li> <li>Simplified partner sales motions (Enterprise, SMC)</li> <li>Partner solution area GTM</li> </ul>	<ul style="list-style-type: none"> <li>Partner industry strategy and GTM</li> <li>GPS sales role clarity</li> </ul>

## GPS Operating Model Overview

# GPS Operating Model

Grow revenue and share with partners through Industry & Solution Area focus



Build, sell, and drive customer success with industry-leading ISVs

Expand GSI strategic influence across industries and solution areas

Reimagine SMC and telco channel

Grow revenue, share and cloud consumption through device partners

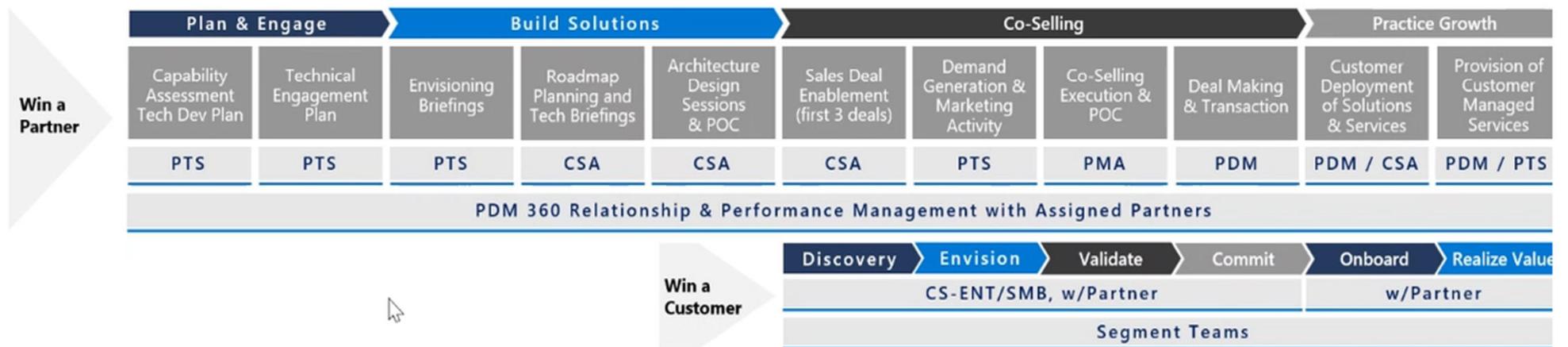
Accelerate partner sales culture and capabilities

Deliverable	GPS Lead Role(s)
Partner Solution Area Plan	FPM
Partner Capacity Plan	FPM
Partner Business Plan	PDM
Technical Development Plan	PTS
Partner Recruitment	PDM-R
Solution Planning	CSA
Implementation Architecture Design	CSA
Partner Solution Prioritization	FPM
Sales Deal Enablement	CSA
Partner Sales Plan	PDM
Solution Area Sales Plan	CS
Demand Generation & GTM	Partner Mktg.
Partner Sales Execution	PDM
Partner Consumption and Usage Growth	PDM

# MCEM and Partner Build With

## Focus Resources to Accelerate impact w/Partner

Today



The Microsoft Customer Engagement Methodology (MCEM) connects sales, support, Industry Solutions Delivery, and partners as one team, bringing together the best of what Microsoft has to offer to our customers through a unified engagement model. The five MCEM stages connect our customer journey from Listening and Consulting with our customers on their desired outcomes and needs, to Inspiring and Designing with our partners and customers on the right solutions to deliver against these outcomes. Our people, programs, investments, and partners play an important role in our customer journey to prove out the right solution and Empower our customers to select the best solution for their business needs so that we jointly Achieve the right decision to help our customers move forward. Our role does not stop there - we are committed to supporting our partners and customers to Realize the Value of the solution and to continue to Manage and Optimize solutions to bring greater value to our customers.

# Setting the scene - *Win Customers Through Partners*



## Customer Centric

**Increasing role's clarity** by better aligning the tech team's contribution to the "customer centric" approach of the company:



## One Microsoft

**Generating energy** by creating a "connected framework" for collaboration between all partner account team's roles.



## Outcome led tech team

**Delivering success** by moving FROM tech activity driven to an outcome led tech organization.

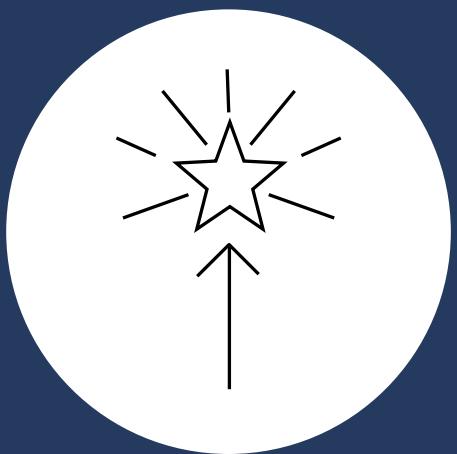
From measuring time & internal activities To measuring business impact of evolving the partner solution's portfolio.

## The WHY

**Launch customers' wins  
on the Microsoft cloud  
platform through Partners**

# GPS TECH

## North Star



### 1. **Win Partner's Cloud Choice**

Focus on growth opportunities by leading successful evolvement activities of new & existing Partner's Business Solutions (Innovation)

### 2. **Evolve Partners' Solutions portfolio**

Plan & Lead tech activities to achieve business impact and enable Partner to successfully launch customers and grow revenue on the Microsoft cloud platform.

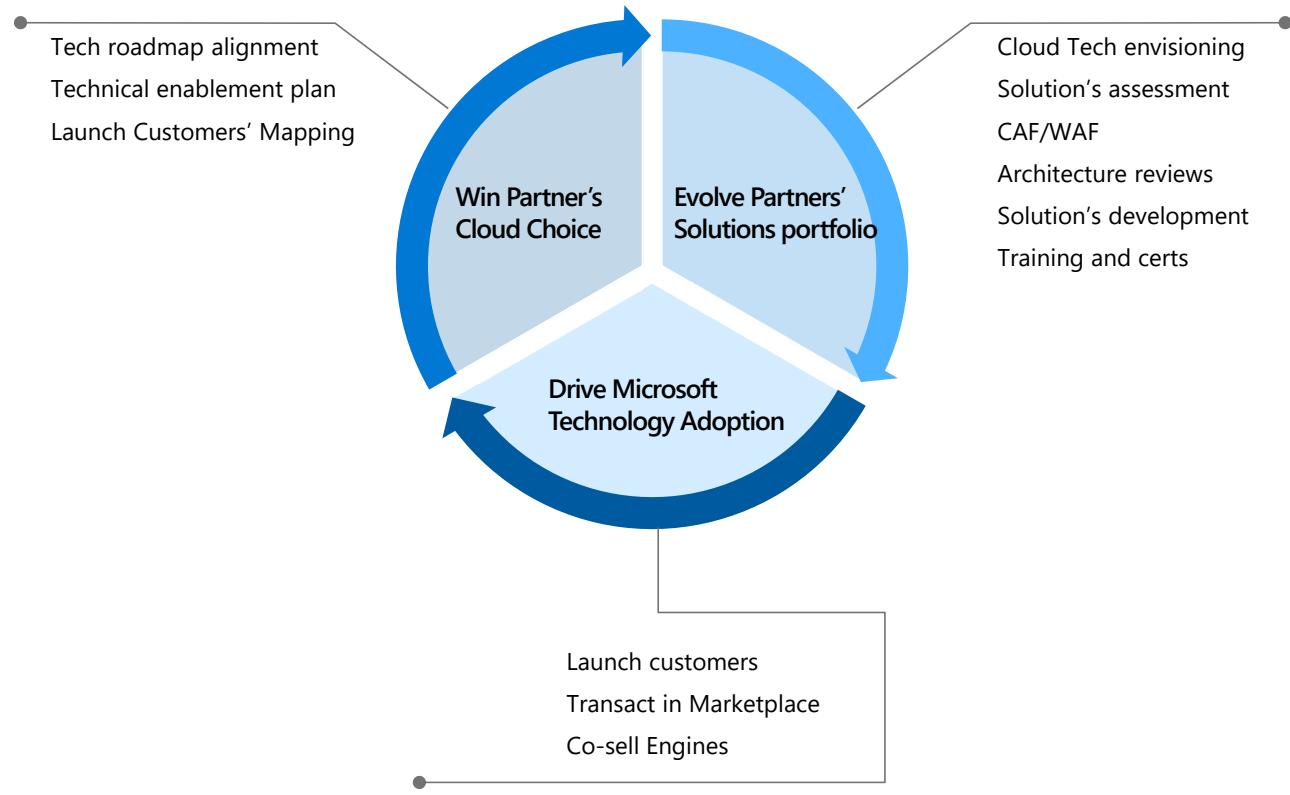
### 3. **Drive Microsoft Technology Adoption**

Increase & Expand Partner's workforce skills on the Microsoft cloud platform (Tech intensity) and win Microsoft cloud mindshare

# The HOW

- 1 Win Strategy and the Partner's Share of Wallet
- 2 Launch Customer's Mapping
- 3 Plan Partner's Workforce Skilling
- 4 Lead Partners' Solutions Portfolio Evolvement
- 5 Drive Microsoft Technology Adoption

# The WHAT



# RolEx Accountabilities

# Partner Technology Strategist (PTS)



## Key Accountabilities

1

Win Partner's Cloud Choice and Grow the Microsoft Share of Wallet

2

Technical Owner of Partner's Business Solutions Evolution and Its Success  
(new / next Microsoft Cloud => Innovation)

3

Drive Microsoft Technology Adoption Through Increasing & Expanding Partner's Workforce Skills  
(new / next Advanced Specialization => Tech Intensity)

# GPS – Partner Technology Strategist (PTS) Role Evolution (From – To)

	FROM	TO
<b>PTS Evolution</b>	Technical orchestrator focused on build-with, enablement, support and escalation assistance	Technical Owner of Partner's business solutions portfolio & focus on new & modernized <b>solution's evolvement</b>
<b>Roles &amp; Responsibilities</b>	Lack of consistency and clarity for business solution's impact and launch customer's wins	Clear <b>accountability</b> for business solution's <b>evolvement and its success</b> on the Microsoft cloud
<b>Tools &amp; Resources</b>	Managing time : GPS CRM : TDP, TEP, engagements, TS and TT	Managing business impact: <b>GPS CRM for TDP</b> – the rest is optional to leverage by field decision
<b>Definitions of Success</b>	Volume of solutions built, advanced workloads (EPP) and total trained & certified	Volume of (# <b>transacted</b> ) business solutions, <b>Launch customers</b> mapping & <b>capability score for skilling</b> (MCPP)
<b>Execution through PIN</b>	Lack of clarity on PIN measurements for success	Accelerates solution development <b>cross solution areas</b> to impact PIN measurement for success
<b>Compensation (RBI)</b>	Commercial revenue at subsidiary level	Commercial revenue at subsidiary level
<b>PTM Evolution</b>	Focus on build-with motion, partner capacity & capability and resource utilization	<b>Increased</b> focus on high quality TDP reviews, Business solutions' evolvement, Partner capability score ( <b>MCPP</b> ) & performance outcomes ( <b>PIN</b> )

# PTSS DOs and DONTs



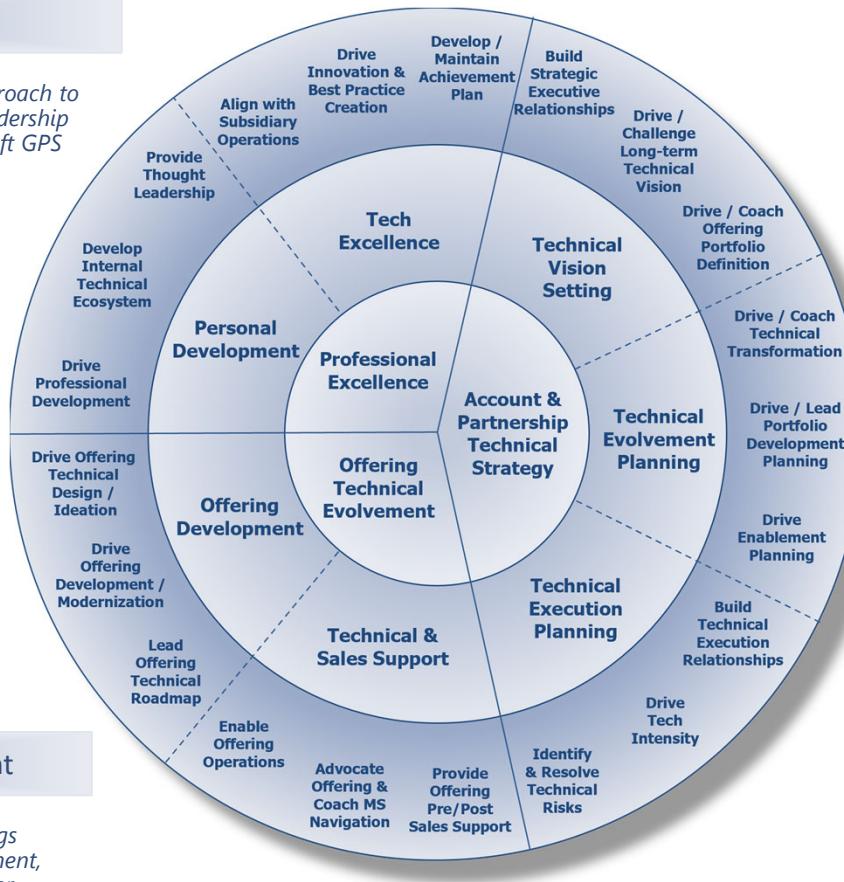
From FY22  
to FY23

Start or Continue to do	Stop doing
<p>Plan and lead the transition of your assigned partners with TDP to MCPP and meet or exceed partner capability score.</p> <p>Map your partner's solution landscape and plan its evolution on the MS cloud platform as a part of TDP planning.</p> <p>Map the launch customers list of each partner solution you plan to develop and meet them with your partner's team.</p> <p>Leverages programs, activities, investments – enablement to launch transacted solutions in the marketplace</p> <p><b>Technical owner of Partner's business solution portfolio and its success to enable Partner's growth on the MS cloud platform</b> Internal coordination with engineering, STU/CSU and Partner Technical team (Delivery team).</p>	<p>Focus on every support request – instead, focus on proactive solution evolution activities.</p> <p>Focus on any solution development – instead, focus on solution development driven by customers demand or focused on closing solution area gaps.</p> <p>Focus on EPP tracking (discontinued in FY23) – instead, focus on leading key partner priorities.</p>

# Partner Technology Strategist Role

## Professional Excellence

A professional and business-like approach to partnership technology strategy leadership as a critical function of the Microsoft GPS organization.



## Offering Technical Evolvement

Highly successful partnership offerings through collaborative design, development, and sales support that drive customer success, partner revenue and growth, and Microsoft sales, consumption and growth.

## Account & Partnership Technical Strategy

Well-developed partnership technology strategy through long-term technical development plans and capabilities focused on cloud transformation offerings, which support long-term revenue and consumption growth for Microsoft and Partner.

[MS PTS \(Services\) Role](#)  
[Framework v1.0 Resource](#)  
[Deck - FINAL.pptx](#)

# Cloud Solution Architect (CSA)



## Key Accountabilities

1

Lead Partner's Workforce Skills and Microsoft Cloud Mindshare  
(new / next Advanced Specialization => Capability)

2

Technical Expert leading the Partner's Business Solutions' Development  
(new / next Microsoft Cloud => Capacity)

3

Drive Microsoft Technology Adoption Through Successful Launch of Customers' Wins

# GPS – Cloud Solution Architect (CSA) Role Evolution (From – To)

	FROM	TO
<b>CSA Evolution</b>	Focus on Build With and sales impact	Focus on transactable Co-Sell ready solution, service, and offer building for specific business outcomes, per the Solution Plays and consumption plans, and driving innovation scenarios;
<b>Roles &amp; Responsibilities</b>	Architecture review, build-with activities, and assisting with Partner skilling	Align Partner solution/service/offer build to customer pipeline; Focus on Solution Plays and Consumption plan; Remove technical blockers
<b>Tools &amp; Resources</b>	Alignment Technical Development and Engagement plans; Technical Engagement Framework and Tech Tasks	Alignment Technical Development and Engagement plans as well as consumption plans; Technical Engagement Framework and Tech Tasks
<b>Definitions of Success</b>	Partner capacity and capability	Build revenue and consumption, Increase partner capabilities
<b>Execution</b>	# Solutions/services/offers/practices built, # Fundamental and role-based certifications	# of transactable co-sell ready solutions /services /offers/ practices built # of Advanced and role-based certifications; # of Advanced Specialization
<b>Compensation (RBI)</b>	Solution Area revenue	Solution Area revenue and Consumption
<b>PTM Evolution</b>	Focus on Build With per workload (EPP and non-EPP aligned)	Increased focus on Solution Plays and consumption plans

# CSA DOs and DONTs



Works with  
partners,  
PTS, PDM, PMA-  
S/P, STU, CSU

## Start or Continue to do



Leverages and champions an architectural approach to achieve Microsoft's agreed commitments with the Partner; identifies opportunities for growth based on knowledge of Partner, industry, and/or solution area

Partner technical relationship and solution development tracking (by solution area.)

Alignment to Customer opportunities, Partner Business Plan, Technical Development Plan, Solution Plays, and solution area priorities. Escalation by solution area with the Partner, connection to STU by solution area

Leverages programs, activities, investments – Enablement to transact solution in the marketplace

**ORCHESTRATOR to enable Partner**  
Reporting / Tools-CRM / Internal coordination with Engineering, STU/CSU, and Partner's technical team (Delivery team)

## Stop doing



Sales process operations (COCPs, credit and collection, credit limits), deal biz desk.

Solution migration, clean up, tagging in Marketplace/Appsource

Programs Enablement

For Partner sales, pre-sales and post-sales, new processes and models (e.g. new commerce, MPN).

Support customers directly (no MPL or agreed upon Partner attached)

Focus on EPP tracking (discontinued in FY23)  
– instead, focus on leading key Partner priorities [under training & resources](#).

# Core Priorities and Outcomes

Role Impact (CBI)

# Core Functions Of the FY23 PTSs

Technical Engagement Framework			
	<b>Win Partner's Cloud Choice</b>	<b>Evolve Partners Solutions portfolio</b>	<b>Drive Microsoft Technology Adoption</b>
% of Time	<b>20%</b>	<b>40%</b>	<b>40%</b>
<b>Function</b>	Win cloud strategy and the partner share of wallet by driving outcome-based technical development plan, including launch customers' map, as well as technical presales activities.	Owning the relations with partner's technical stakeholders to accelerate partner & solution innovation on the Microsoft cloud platform across industry priority scenarios to capture market opportunities and drive partner's growth (innovation)	Lead partner's business solution's development process with CSAs and respective teams as well as the execution of the Partner's enablement plan (Tech intensity).
<b>Tactics</b>	<ul style="list-style-type: none"> <li>Technical Envisioning &amp; Briefings</li> <li>Influence technology adoption by aligning the technical development roadmap to joint business priorities (PBP)</li> <li>Vision creation of new business solutions – leveraging advanced cloud technologies</li> <li>Envision Projects and Programs from global and regional sources</li> </ul>	<ul style="list-style-type: none"> <li>Execute solutions assessment &amp; consumption enabling activities (CAF/WAF/LZ/DAI/Dev practices)</li> <li>Focus on Industry solutions and prioritize the partners with commitment to build on multi-Solution Area</li> <li>Partner Education and Enablement via Architecture Design Sessions, Build and Assist, and Technical Skills Enablement</li> </ul>	<ul style="list-style-type: none"> <li>Provides guidance to partner's team to ensure that technical pre-sales, deployment, and consumption are part of the business solution development efforts.</li> <li>Guide partners on building sales and pre-sales skills</li> <li>Assist partner on driving success of new solutions with launch customers' wins execution</li> </ul>
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>Mutually agreed between Microsoft and Partner on a joint Technical Development plan</li> <li>List partner's business solutions' and align them to workforce skilling plan &amp; launch customers' map</li> </ul>	<ul style="list-style-type: none"> <li>Partners develop new business solutions or modernize existing ones across industry priority scenarios and solutions areas</li> <li>Partners commit to invest in new specializations</li> </ul>	<ul style="list-style-type: none"> <li>Guide partner towards meeting Co-Sell Tech requirements</li> <li>New offers addresses market gaps/ sellers' usage</li> <li>Partners successfully drive pre-sales and post-sales activities</li> </ul>
<b>KPIs<sup>1,2</sup></b>	<ol style="list-style-type: none"> <li>100% <b>high quality technical development plan (TDP)</b> where partner is assigned and has a PBP.</li> <li><b>Launch customers' map</b> based on market opportunities and industry priority scenarios to drive partner's growth.</li> </ol>	<ol style="list-style-type: none"> <li>For assigned partners with a TDP, meet or exceed <b>partner capability score for skilling</b> (MCPP).</li> <li># New <b>specialization</b> attainment (MCPP - Closing Solution Areas gaps).</li> <li>% of assigned partners' portfolio penetration with <b>consumption enabling activities</b> (i.e., CAF/WAF/LZ/DAI/Dev practices).</li> </ol>	<ol style="list-style-type: none"> <li>For assigned partners with a TDP, <b>meet or exceed PIN</b>.</li> <li>New or modernized (% <b>transacted</b>) business solutions, published in Commercial Marketplace.</li> <li>% Of assigned partners' portfolio penetration that are <b>multi-solution areas</b>.</li> </ol>

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[2. Connect Tool](#)

3 - Technical Engagement Framework available [here](#)

# PTS CSI

CSI		PTS Segment	Notes Link to Reports
1	100% <b>high quality technical development plan (TDP)</b> where partner is assigned and has a PBP.	All	<a href="#">Partner Planning &amp; Transition - Power BI</a> Follow up TDP attainment
2	<b>Launch customers' map</b> based on market opportunities and industry priority scenarios to drive partner's growth.	All	Self reported – can leverage <a href="#">Launch Customer Map Template.pptx</a>
3	For assigned partners with a TDP, <b>meet or exceed partner capability score for skilling (MCPP)</b> .	All	<a href="#">Partner Capability Score (microsoft.com)</a> <a href="#">Partner Capability Score docs</a>
4	# <b>New specialization</b> attainment (MCPP - Closing Solution Areas gaps).	GSI, SI	<a href="#">Advanced Program Pipeline (microsoft.com)</a> <a href="#">FY22 Skills - Power BI</a>
5	% of assigned partners' portfolio penetration with <b>consumption enabling activities</b> (i.e., CAF/WAF/LZ/DAI/Dev practices).	All	Self reported
6	For assigned partners with a TDP, <b>meet or exceed PIN</b> .	All	<a href="#">Portfolio Insights (microsoft.com)</a>
7	New or modernized (% <b>transacted</b> ) business solutions, published in Commercial Marketplace.	All	<a href="#">Marketplace Health Report</a> , <a href="#">Marketplace Health Report.xlsx (sharepoint.com)</a>
8	% Of assigned partners' portfolio penetration that are <b>multi-solution areas</b> .	All	Self reported

# Core Functions Of the FY23 Surface PTSS

Technical Engagement Framework					
	% of Time	Win Partner's Cloud Choice	Build Partners' Technical Capabilities	Expand Partners' Solutions Portfolio	Drive Microsoft Technology Adoption
Confidential – For Planning Purposes Only					
<b>Function</b>	15%	Awareness. Win endpoint strategy and Surface share of partner wallet by driving outcome-based technical evangelization plan.	Capability. Build the technical capacity and capability with our Surface partners through technical enablement.	Co-Sell. Assist partners in developing their own solutions built around Surface and our technical advantages.	Surface+. Drive the technical strategy and engagement with partners relating to the bundling of Surface with M365 deployment, device management, and security.
<b>Tactics</b>		<ul style="list-style-type: none"> <li>• Connect with PDMs &amp; channel leaders to identify awareness gaps in the partner community.</li> <li>• Development &amp; execution of Partner Technical Evangelization Plan</li> <li>• Technical envision sessions &amp; briefings on Surface and entire MS stack.</li> <li>• Communicate the technical merits of Microsoft Surface and M365 solutions and related services to partners</li> <li>• Support technical acceptance of Surface solutions to Resellers and their partners</li> </ul>	<ul style="list-style-type: none"> <li>• Connect with PDMs &amp; channel leaders to identify capability gaps in the partner community.</li> <li>• Development &amp; execution of Partner Technical Skilling Plan</li> <li>• Work closely with Surface technical marketing, industry marketing, partner readiness, and other Surface PTS to outline technical content needs</li> <li>• Deliver technical trainings &amp; briefings</li> <li>• Allocate 2h or more per week for learning and improving professional and technical skills</li> </ul>	<ul style="list-style-type: none"> <li>• Enable Surface Resellers to design, develop and deliver device and service offerings to drive the value of Microsoft solutions in the market.</li> <li>• Partner Education and Enablement via Architecture Design Sessions, Build and Assist, and Technical Skills Enablement</li> <li>• Promote solutions success stories &amp; best practices from the Surface channel community &amp; other markets.</li> </ul>	<ul style="list-style-type: none"> <li>• Build and grow the Surface partner capacity, capability, and technical sales enablement and technical strategy for managed services specific to M365 modern manageability</li> <li>• Deliver technical trainings &amp; briefings</li> <li>• Provide guidance to partners to ensure that technical pre-sales, deployment, and consumption are part of Surface business development efforts.</li> <li>• Ensure Microsoft Surface solutions around M365 deployment, management and security are built into partners' practice</li> </ul>
<b>Outcomes</b>		<ul style="list-style-type: none"> <li>• Microsoft Surface devices along with M365 Modern Management practices receive technical acceptance with channel partners</li> <li>• Increased adoption of Surface within partners' device portfolio</li> </ul>	<ul style="list-style-type: none"> <li>• Decreased technical support escalations from partners</li> </ul>	<ul style="list-style-type: none"> <li>• Partners develop new business solutions or modernize existing ones around Surface</li> <li>• Partners commit to invest in new advanced specializations</li> </ul>	<ul style="list-style-type: none"> <li>• New offers addresses market gaps/ sellers' usage</li> <li>• Partners successfully drive pre-sales and post-sales activities</li> </ul>
<b>KPIs<sup>1,2</sup></b>		<ol style="list-style-type: none"> <li>1. Development &amp; execution of Partner Technical Evangelization Plan</li> <li>2. Share growth with key partners</li> <li>3. Increased support for Surface via annual Partner Satisfaction Survey</li> </ol>	<ol style="list-style-type: none"> <li>1. Development &amp; execution of Partner Technical Skilling Plan</li> <li>2. Partner participation in technical skilling activities</li> <li>3. Increased partner satisfaction with readiness and technical support via annual Partner Satisfaction Survey</li> </ol>	<ol style="list-style-type: none"> <li>1. Share growth in the productivity, collaboration, &amp; AV.</li> <li>2. Autopilot deployment usage</li> </ol>	<ol style="list-style-type: none"> <li>1. Penetration of Microsoft Surface and relevant cross-solution area workloads into # of Partner services and solutions</li> </ol>

1 – Full Role Success Guides <https://aka.ms/RAIN>

# Core Functions Of the FY23 CSAs

Win Partner's choice		Win Business Solutions	Win Microsoft Technology adoption
Technical Engagement Framework	% of Time	Function	
Confidential – For Planning Purposes Only	10%	Solution Build Planning and architecture alignment	Build and Enhance Partner Capability Develop Solutions, Services, and Practices  Solution Lifecycle and Customer's design wins
Tactics	<ul style="list-style-type: none"> <li>Align Solutions building planning with Sales Plays scenarios and partner's practice</li> <li>Influence and evangelize technology adoption decisions</li> <li>Understands the competitor architecture solutions and identifies Microsoft's strengths over competitive solutions</li> <li>Co-delivery of technical services to drive partner's commitment on investments for new solutions and practices.</li> <li>Align Solution architecture and offer to specific business outcomes (i.e.: customer pipeline , innovation scenarios)</li> </ul>	<ul style="list-style-type: none"> <li>Drive solution architecture w/partners, sharing architecture guidance and removing technical blockers</li> <li>Leverages and champions an existing architecture approach to achieve Microsoft's agreed commitments by generating ideas for improvements</li> <li>Apply deep technical knowledge across a variety of architecture solutions to meet business and IT requirements</li> <li>Empower partners to achieve Advanced Specialization, Expert MSP, or a similar program status</li> <li>Support Skill Enablement Team planning, and delivery of scaled programs related to the areas of expertise</li> <li>Support partners as they prepare their solution for sale through a Marketplace</li> </ul>	<ul style="list-style-type: none"> <li>Solution technical reviews to align product and industry taxonomy with solution architecture and functionality</li> <li>Collaboration with CSU (and STU) and the partner in multiple customer projects – sales activation and Consumption plan top customers – remove partners' technical blockers</li> <li>Qualify technical engagements with specific customer demand and pipeline, support partner architecture review</li> <li>Discuss the delivery with the account team (CSU ) to improve partner's solution or service for next iteration or address challenges and opportunities</li> <li>Consumption plans – MACC Customers</li> </ul>
Core Functions of PTS – FY23	<ul style="list-style-type: none"> <li>New solution architecture alignment with Microsoft strategies enabling innovation and sales activation</li> <li>Partner's solution development plan alignment with clear execution activities</li> </ul>	<ul style="list-style-type: none"> <li>Quality Solutions in the Market - Align partners offers with business opportunities and respective pipeline</li> <li>Drive Innovation with partners</li> <li>Advanced Specializations</li> <li>Certified Professionals at the Partner</li> </ul>	<ul style="list-style-type: none"> <li>Partners drives demand and deals for new offers</li> <li>Current opportunity pipeline is accelerated via partner offers</li> <li>Partners can successfully drive pre-sales and post-sales activities</li> <li>Support partner to drive customer consumption</li> </ul>
KPIs*	<ul style="list-style-type: none"> <li># of new or modernized Co-Sell Ready transactable solutions, services, and offers aligned to the Solution Plays / technical capability within the FY23 Taxonomy and published to the Commercial Marketplace (Azure Marketplace, AppSource, P2P, Inside Sales or Segments).</li> <li>Enable Partner for successfully delivery and completion of a minimum of three solution area workshops, where applicable</li> </ul>	<ul style="list-style-type: none"> <li>Drive penetration of # of solution area priority workloads, aligned to the Solution Play / technical capability and the local capacity needs.</li> <li>Land first 3 "launch customers" for new or modernized solution with effective usage and introduce partner solutions SCRUMs to build additional pipeline</li> <li># additional "launch customers" unblocked with partners through active participation in SCRUM with STU and CSU</li> </ul>	<ul style="list-style-type: none"> <li>Partner Certification – # of Role Based + Advanced Certifications achieved as well as Advanced Specializations (for Partners where CSA has been engaged)</li> <li>Drive Partner portfolio penetration of % technical skills enablement workshops, where applicable</li> </ul>

1 – Full Role Success Guides <https://aka.ms/RAIN>

# Outcomes – FY23 CSAs

CSA CSI	Notes Link to Reports
1 # of new or modernized Co-Sell Ready transactable solutions, services, and offers aligned to the Solution Plays / technical capability within the FY23 Taxonomy and published to the Commercial Marketplace (Azure Marketplace, AppSource, P2P, Inside Sales or Segments).	<a href="#">Marketplace Health Report</a> <a href="#">Marketplace Health Report.xlsx (sharepoint.com)</a> <a href="#">Build With (microsoft.com)</a>
2 Enable Partner for successfully delivery and completion of a minimum of three solution area workshops, where applicable	
3 Drive penetration of # of solution area priority workloads, aligned to the Solution Play / technical capability and the local capacity needs.	
4 Land first 3 "launch customers" for new or modernized solution with effective usage and introduce partner solutions SCRUMs to build additional pipeline	Self reported – can leverage <a href="#">Launch Customers mapping.pptx</a> (TBD post Global Tech Hackathon week of Sep 19 <sup>th</sup> )
5 # additional "launch customers" unblocked with partners through active participation in SCRUM with STU and CSU	<a href="#">MACC Consumption dashboard (MSX)</a> Self reported – can leverage <a href="#">Launch Customers mapping.pptx</a> (TBD post Global Tech Hackathon week of Sep 19 <sup>th</sup> )
6 Partner Certification – # of Role Based + Advanced Certifications achieved as well as Specializations (for Partners where CSA has been engaged)	<a href="#">Partner Readiness Certification Reports</a> <a href="#">Advanced Program Pipeline (microsoft.com)</a> <a href="#">Training and Readiness - Dashboard</a>
7 Drive Partner portfolio penetration of % technical skills enablement workshops, where applicable	

# FY23 Additional CSI Table for Specific CSA Roles

PTS CSI	New Taxonomy	Critical Indicator of Success
Cloud Endpoint	No	Support partner to ensure they are articulate and proficient in Windows 365 and Azure AVD value proposition and technical capabilities
Compliance	Yes	Additional description #1 : Focus on growth opportunities by leading successful lifecycle management of new & existing Partner's Business Solutions (Innovation) <b>and transition top MSSPs to Managed XDR</b>
Security	No	Additional CIS #1 : # MSSP Program partners with Managed XDR Offers verified by engineering and published in the Microsoft Commercial Marketplace aligned to Managed XDR technical capability as per CORP guidance
Modern Work	No	<ul style="list-style-type: none"> <li>Viva Specific: Supported the partner to expand their Employee Experience offering to include more Viva modules, working towards supporting the Viva Suite</li> <li>Front Line Specific: Support partner and ensure they are articulate and proficient in industry conversation, and unique scenarios for FLW (Workforce Management, Industry Apps)</li> </ul>
Security	No	Add to #1 description: and transition top MSSPs to Managed XDR Add to #1 CIS: # MSSP Program partners with Managed XDR Offers verified by engineering and published in the Microsoft Commercial Marketplace aligned to Managed XDR technical capability as per CORP guidance

TDP - PTS

# TDP guidance

[FY23 Partner Business and Technical Planning Landing Call.pptx \(sharepoint.com\)](#)

[FASTSTART REQUIREMENT]

The **Technical Development Plan (TDP)** is designed for PTS assigned to partner portfolios to align technical strategy and goals for a fiscal year to their partner's business plan. It sets the context for technical execution with the partner for the year. This data shows up in the Technical Development Plan section of the Partner Business Plan. This plan is in the account entity and contains the overall partner technical strategy.

- ✓ For assigned partners
- ✓ Where PBP is available
- ✓ Align with the PBP priorities & outcome
- ✓ If PDM is using a template – use it, otherwise use GPS CRM (not required to use both)



## Tech Team Value | What's in it for you?

1. Ability to identify and track partner agreed technical goals for the Fiscal Year
2. Ability to identify the execution building blocks needed to reach PBP's business objectives and revenue goals
3. Gain partner buy-in on a high-level plan to guide technical development and engagement
4. Use of a Technical Development Plan associated with a PBP is the foundation for all other tech planning for the year





# Technical Development Plan (TDP)

[GPS Operating Model Overview.pptx](#)

## Why

For partners where PTS is assigned and PBP is agreed, identify the technical plan of activities that would lead to realizing the shared and strategic priorities agreed between Partner & Microsoft (in PBP).

## What

Align shared and strategic priorities agreed between Partner & Microsoft (in PBP) into an outcome-based execution plan for Microsoft's Fiscal year. The TDP is agreed by end of Q1 and should be revised on a quarterly basis and reflect necessary changes throughout the FY.

### Inputs

- PBP: Key Biz objectives, partnership goals and outcomes, Execution Strategy (Sales Plays)
- Additional insight collected from conversations with partner team: Tech stakeholders list for each Business solution for development + tech roadmap + Skilling gaps

### Outputs

- Partner signoff on TDP – the outcome-based tech execution plan
- Expected outcomes to drive PIN:
  - +Timeline
  - +Solution development plan
  - +Launch customers' list
  - +Designation & Specialization
  - +Skilling plan for partner's workforce

## How

### Key Execution Guidance

- [FY23 WW Tech Team Handbook .pptx](#)
- [TDP - WW Example of quality plans](#)
- [FY23 Partner Business & Tech Dev Planning \(PBP & TDP\) \(sharepoint.com\)](#)

### Resources & Programs

[FY23 Solution Plays Official List.pptx](#)

## Who

### PTS

Technical owner of TDP, its creation, quality and successful execution with strong relationship between PBP and TDP.

### PDM

Partners' commitment to develop new or modernize existing business solutions in alignment to PBP.

### CSA

Drives business solutions development activities by Solutions plays expertise and launch customers wins for the respective solutions developed.

### FPM

Shares insight on sales plays capacity gaps and market opportunities

### Key Stakeholders

PDM

CSA

CS-E

ATU

IPS

ENG

# TDP Best Practices

[1. PBP Best Practices Blogs on landing page](#)  
[2. PTS Readiness - TDP Services Whiteboard](#)

-  Ensure strong correlation between PBP and TDP
-  Ensure strong collaboration with PDM early on to drive best outcomes
-  Engage other Microsoft teams supporting partner at the early stages of Tech Strategy to build a strong plan and smooth execution (PCMM-E, EOU, Industry, Engineering etc.)
-  Validate the plans against S.M.A.R.T. (Specific, Measurable, Actionable, Realistic, and Timely)
-  Update the plans periodically to keep current and relevant to partner goals and objectives
-  Consider tech team services and pro-active activities as an investment, identify the gives and gets from partner and Microsoft for each of them
-  Review the plans with your manager on periodic basis and seek their intervention to address any execution challenges
-  Ensure your efforts are appropriately represented in the tools and reporting for better visibility
-  Share your learnings and best practices with the wider community

**TEP - CSA**

# TEP Framework as guidance

[OPTIONAL]

The **Technical Engagement Plans (TEP)** is designed for Tech Team members to outline specific Solution Development strategy and tracking of major milestone activities required for success.

This data shows up [in the Technical Engagement Plan section of Engagements & Solutions in a Partner Account record](#). This plan is in the engagement entity and is a partner engagement-specific strategy with a detailed plan.

- ✓ Leverage TEP Framework to develop new / modernize existing Partner's Business Solution
- ✓ Filling out TEP/TS/TT in GPS CRM fields is not required in FY23, but optional according to each area Tech Lead guidance.



## Tech Team Value | What's in it for you?



1. **Ability to identify the execution building blocks** needed for solution development strategy
2. **Gain partner insight** on specialization and innovation plans to guide technical development and engagement
3. **Launch 3 customers wins** is the foundation for driving Technology adoption and business impact for the year



# Solution Planning (roadmap planning)

[GPS Operating Model Overview.pptx](#)

Why	What	How	Key Execution Guidance
Aligns the development of Partner products, solutions, and/or services to Microsoft's technology roadmap	<p>Assess partner's holistic technical needs and their development product/service roadmap to create alignment with Microsoft's roadmap and the delivery of TDP goals (roadmap Planning)</p> <p><b>Inputs</b></p> <ul style="list-style-type: none"> <li>Partner Technical Development plan (TDP)</li> <li>Skilling plan and partner programs participation</li> <li>Partner ready content from Infopedia, EdX Courses, Microsoft Virtual Academy, <a href="#">C+E Portal</a>, <a href="#">Office On-Ramp</a>, <a href="#">Dynamics Hub</a>, <a href="#">Dynamics – The Hive</a>, <a href="#">Ready Content</a></li> <li>Check Partner NDA as necessary</li> </ul> <p><b>Outputs</b></p> <ul style="list-style-type: none"> <li>Partner guidance to develop or update their solution/service (roadmap)</li> <li>Partner solution alignment to Microsoft technology and future workloads</li> <li>Technical engagement Framework (Tech Tasks)</li> </ul>		<ol style="list-style-type: none"> <li>1. <a href="#">Technical Engagement Framework (slide 31-32)</a></li> <li>2. During the Develop phase the CSA/PTA is responsible to deliver, however during the Grow phase the PTS is responsible to deliver as a periodic update</li> </ol> <p><b>Resources &amp; Programs</b></p> <p><a href="#">Example of Partner Capacity Plan</a></p>

Who	CSA	PTS	PDM and PDM-R	Channel Sales	FPM	Key Stakeholders
	<p>Responsible (Managed and Recruit partners) Lead the granular tech planning and activities to deliver the TDP; Support partners in developing new solution giving access and performing tech tasks</p>	<p>Accountable (Managed with PBP), Develop TDP with partner and get commitment to invest in new or modernize solution development and workforce skilling plan</p>	<p>Accountable (Recruit Partners) Business agreement to develop new or modernize existing solution, map market opportunities and workforce readiness</p>	<p>Consulted (Managed) Alignment on Solution Area priorities development</p>	<p>Consulted (Managed) Alignment on Solution Area priorities development</p>	<p>PDM PDM - R CS FPM CSU ENG</p>

# FY23 GPS Solutions Strategy & GTM Landing

	Field Facing Playbook	Partner Facing Playbook	Recordings
Modern Work	<a href="https://aka.ms/GPS/MWFieldPlaybook">aka.ms/GPS/MWFieldPlaybook</a>	Coming July 5 aka.ms/GPS/ModernWorkPartnerPlaybook	<ul style="list-style-type: none"> <li><a href="https://aka.ms/GPS/MWPriorities">aka.ms/GPS/MWPriorities</a></li> <li><a href="https://aka.ms/GPS/MWProgramsandIncentives">aka.ms/GPS/MWProgramsandIncentives</a></li> </ul>
Security	<a href="https://aka.ms/GPS/SecurityFieldPlaybook">aka.ms/GPS/SecurityFieldPlaybook</a>	Coming July 5 aka.ms/GPS/SecurityPartnerPlaybook	<ul style="list-style-type: none"> <li><a href="https://aka.ms/GPS/SecurityPriorities">aka.ms/GPS/SecurityPriorities</a></li> <li><a href="https://aka.ms/GPS/SecurityPrograms">aka.ms/GPS/SecurityPrograms</a></li> </ul>
Business Applications	<a href="https://aka.ms/GPS/BizAppsFieldPlaybook">aka.ms/GPS/BizAppsFieldPlaybook</a>	Coming July 5 aka.ms/GPS/BizAppsPartnerPlaybook	<ul style="list-style-type: none"> <li><a href="https://aka.ms/GPS/BizAppsPriorities">aka.ms/GPS/BizAppsPriorities</a></li> <li><a href="https://aka.ms/GPS/BizAppsPrograms">aka.ms/GPS/BizAppsPrograms</a></li> </ul>
Azure Infrastructure	<a href="https://aka.ms/GPS/AzureInfraFieldPlaybook">aka.ms/GPS/AzureInfraFieldPlaybook</a>	Coming July 5 aka.ms/GPS/AzureInfraPartnerPlaybook	<ul style="list-style-type: none"> <li><a href="https://aka.ms/GPS/AzurePriorities">aka.ms/GPS/AzurePriorities</a></li> <li><a href="https://aka.ms/GPS/AzurePrograms">aka.ms/GPS/AzurePrograms</a></li> <li><a href="https://aka.ms/GPS/AzureInfraSolutionPlayPriorities">aka.ms/GPS/AzureInfraSolutionPlayPriorities</a></li> </ul>
Data & AI	<a href="https://aka.ms/GPS/DataAIFieldPlaybook">aka.ms/GPS/DataAIFieldPlaybook</a>	Coming July 5 aka.ms/GPS/Data&AIPartnerPlaybook	<ul style="list-style-type: none"> <li><a href="https://aka.ms/GPS/AzurePriorities">aka.ms/GPS/AzurePriorities</a></li> <li><a href="https://aka.ms/GPS/AzurePrograms">aka.ms/GPS/AzurePrograms</a></li> <li><a href="https://aka.ms/GPS/DataAISolutionPlayPriorities">aka.ms/GPS/DataAISolutionPlayPriorities</a></li> </ul>
Digital & App Innovation	<a href="https://aka.ms/GPS/DigitalAppFieldPlaybook">aka.ms/GPS/DigitalAppFieldPlaybook</a>	Coming July 5 aka.ms/GPS/Digital&AppInnPartnerPlaybook	<ul style="list-style-type: none"> <li><a href="https://aka.ms/GPS/AzurePriorities">aka.ms/GPS/AzurePriorities</a></li> <li><a href="https://aka.ms/GPS/AzurePrograms">aka.ms/GPS/AzurePrograms</a></li> <li><a href="https://aka.ms/GPS/DigitalAppInnSolutionPlayPriorities">aka.ms/GPS/DigitalAppInnSolutionPlayPriorities</a></li> </ul>
Industry	Coming July 5 aka.ms/GPS/IndustryPlayFieldbook	Coming July 5 aka.ms/GPS/IndustryPartnerPlaybook	<ul style="list-style-type: none"> <li><a href="https://aka.ms/GPS/IndustryPriorities">aka.ms/GPS/IndustryPriorities</a></li> </ul>

# Toolkit

# Business Impact

1	<a href="#">GPS FastStart (sharepoint.com)</a>	Resources that can help you understand the business impact of your role, or the all up business impact of GPS in our company.
2	<a href="#">GPS Field News - Home (sharepoint.com)</a>	
3	<a href="#">GPS Insights (microsoft.com)</a>	
4	<a href="#">GPS Insights Tech Team (microsoft.com)</a>	
5	<a href="#">Portfolio Insights (microsoft.com)</a>	
6	<a href="#">Solution Performance (microsoft.com)</a>	
7	<a href="#">FY23 Partner Business Planning</a>	
8	<a href="#">Partner Programs Digest (sharepoint.com)</a>	
9	<a href="#">GPS Insight – Objective Criteria – Solution Analysis</a>	
10	<a href="#">MACC Consumption dashboard (MSXi)</a>	

# RoIEx

1	Full Role Success Guides <a href="https://aka.ms/RAIN">https://aka.ms/RAIN</a>	Resources that can help you deliver business impact, excel in your role and accelerate partners' performance
2	<a href="#">Role Library (sharepoint.com)</a>	
3	<a href="#">Technology Solutions Excellence Awards</a>	
4	<a href="#">FY23 Partner Business Planning Template – PowerPoint</a>	
5	<a href="#">FY23 Services Field PBP Template.pptx</a>	
6	<a href="#">FY22 GPS Technical Engagement Framework overview Final.pptx (sharepoint.com)</a>	
7	<a href="#">Microsoft Sales Compensation)</a>	
8	<a href="#">CDX Portal Demos, CIE, and Labs for you and your partners</a>	
9	<a href="#">Customer Immersion Experience (CIE)</a>	
10	<a href="#">Partner Enablement Guides</a>	
11	<a href="#">Azure Immersion Workshops (microsoft.com)</a>	
12	<a href="#">Welcome to the Identity Readiness Hub (sharepoint.com)</a>	

# RoIEx

- |    |   |
|----|---|
| 1  | <a href="#">Microsoft Transform   Home</a>  |
| 2  | <a href="#">Azure Network Security Engineering - Training Slides - All Documents (sharepoint)</a>       |
| 3  | <a href="#">Microsoft 365 &amp; Security for Partners</a> (BOMs, readiness, frameworks, guidance, etc.) |
| 4  | <a href="#">Teams Training (Coffee in the Cloud – YouTube)</a>  |
| 5  | <a href="#">AAD Technical Questions</a>   |
| 6  | <a href="#">Unified Endpoint Management Technical Deep Dive Learning Path</a>                           |
| 7  | <a href="#">Guidance for delivering Virtual Events – Microsoft Adoption</a>                             |
| 8  | Partner Readiness Repo <a href="https://aka.ms/PartnerReadiness">https://aka.ms/PartnerReadiness</a>    |
| 9  | <a href="#">GitHub - microsoft/PartnerResources</a>   |
| 10 | <a href="#">Identity Troubleshooting Wiki</a>   |
| 11 | <a href="#">Full Current Certification List</a>   |
| 12 | <a href="#">Azure GearUp</a>  |
| 13 | <a href="#">Business Applications OnRamp</a>  |
| 14 | <a href="#">Modern Workplace OnRamp</a>   |
| 15 | <a href="#">Security OnRamp</a>   |

Resources that can help you understand the business impact of your role, or the all up business impact of GPS in our company.

# Community

- |    |  |
|----|--|
| 1  | <a href="#">WW GPS Tech Team Excellence - Home (sharepoint.com)</a>    |
| 2  | <a href="#">FY23 Tech Community Calls Schedule and Links.pptx</a>      |
| 3  | <a href="#">Welcome to PDM Excellence! (sharepoint.com)</a>            |
| 4  | <a href="#">Home - Microsoft External Tech Community</a>               |
| 5  | <a href="#">Azure Enable Community Teams Meeting</a>                   |
| 6  | <a href="#">Connected Communities - Home (sharepoint.com)</a>          |
| 7  | <a href="#">MSLibrary - SearchResults (sharepoint.com)</a>             |
| 8  | <a href="#">Diverse and Inclusive - Home (sharepoint.com)</a>          |
| 9  | <a href="#">Security Field Enablement sharepoint</a>                   |
| 10 | <a href="#">Azure AD Identity Champs</a>                               |
| 11 | <a href="#">(594) Yammer : Microsoft 365 Partner Community</a>         |
| 12 | <a href="#">GearUp: LevelUp Field Skilling Program (microsoft.com)</a> |
| 13 |  |
| 14 |  |

Resources that can help you expand your network, learn from others and share your best practices

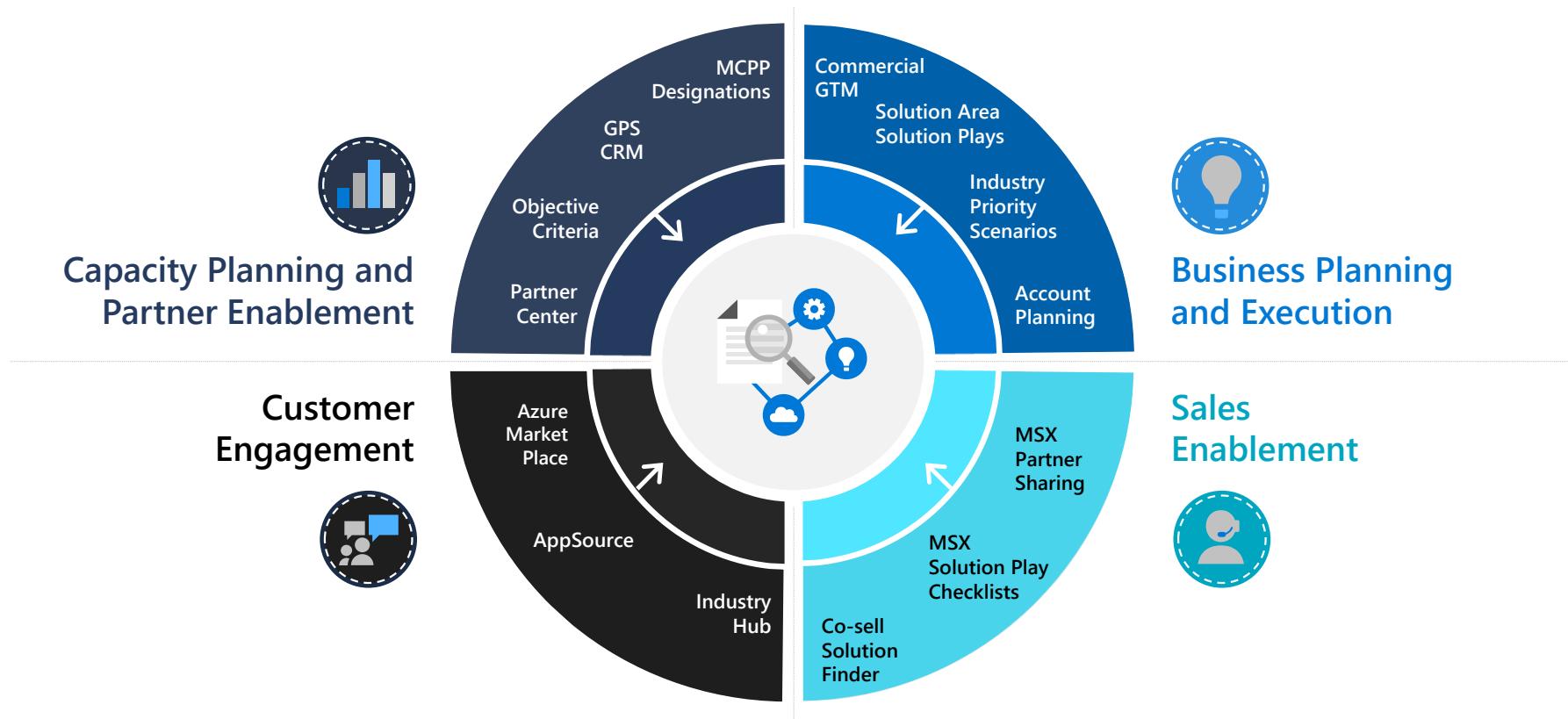
# Trainings and Resources

# Summary Skilling – GPS In-Role

Role	Required (In-Role)	Recommended (In-Role)
Partner Technology Strategy	<ul style="list-style-type: none"> <li>Intro to Adkar and PROSCI (GSI/SI/ISV)</li> <li>Solution Play Conversation Skilling</li> <li>Intro to Change Management</li> <li>Must complete one <i>new</i> Fundamentals Certification</li> </ul>	<ul style="list-style-type: none"> <li>Advanced Certifications - Picklist</li> <li>Technical Engagement Framework and TDP Playbook</li> </ul>
Cloud Solution Architect	<ul style="list-style-type: none"> <li>Intro to Adkar and PROSCI (GSI/SI/ISV)</li> <li>Intro to Change Management</li> <li>Complete 1 Associate Certification aligned to Solution Area Q2</li> </ul>	<ul style="list-style-type: none"> <li>Lead Solution Play Conversations for Azure Data &amp; AI</li> <li>Lead Solution Play Conversations for Azure Infrastructure</li> <li>Security Narrative for C-Suite Personas</li> </ul>
All	<ul style="list-style-type: none"> <li>MCEM Foundations</li> <li>MCEM Wining Behaviors and Habits</li> <li>Insightful Listening</li> <li>Situational Fluency</li> <li>Partner Economics</li> <li>(manager modules for managers)</li> <li>Culture and Compliance</li> <li>Targeted IC Onboarding Experience – New to MSFT</li> </ul>	<ul style="list-style-type: none"> <li>Industry and Solution Area LearnFests</li> <li>Cross-Solution Fundamentals Achievement (Technical Learning Paths)</li> <li>SPCS - Cross Solution</li> <li>SPCS - Cross Industry</li> <li>All hands</li> <li>Community calls and connections</li> <li>Airlift</li> <li>GPS Summits</li> <li>Ignite: For Devs, IT Pros, Partners and More</li> <li>Inspire: Where partners connect, empower and celebrate</li> <li>Start: Join Leaders from across the company to kick off FY23</li> <li>GPS Fast Start</li> <li>Tools &amp; Process training</li> </ul>

# One Taxonomy across processes and tools

Align to Solution Areas, Solution Plays and Industry Priority Scenarios



AS OF 5/16

# FY23 Solution Plays – Official List and Naming

SOLUTION AREA	YOY Δ	FY23 SOLUTION PLAY
Modern Work	1 Evolve	Digital Workforce
	2 Name Change	Frontline Workers
	3 Name Change	Converged Communications Teams Rooms
	4 Name Change	Converged Communications Teams Phone
	5 Name Change	Employee Experience
	6 Name Change	Collaborative Apps
	7 Name Change	NextGen Windows Experiences
	8 Evolve	Refresh your Devices
Security	9 Evolve	Defend Against Threats with SIEM Plus XDR
	10 Evolve	Secure Multi Cloud Environments
	11 Evolve	Secure Identities and Access
	12 Evolve	Protect and Govern Sensitive Data
	13 Evolve	Mitigate Compliance and Privacy Risks
Business Applications	14 Evolve	Connected Sales and Marketing
	15 Evolve	Modernize the Service Experience
	16 Name Change	Enable a Resilient and Sustainable Supply Chain
	17 Same	Optimize Financial and Operating Models
	18 Evolve	Accelerate Innovation with Low Code
Infrastructure	19 Evolve	Migrate and Modernize your Infrastructure and Workloads
	20 Name Change	Modernize SAP on the Microsoft Cloud
	21 Name Change	Modernize your Workloads with Azure at any Scale with HPC plus AI
	22 New	Protect your Data and Ensure Business Resiliency with BCDR
	23 Evolve	Innovate Across Hybrid and Edge with Arc and IoT
Data and AI	24 Name Change	Enable Customer Success (X-Azure)
	25 Name Change	Migrate and Modernize Your Data Estate
	26 Name Change	Power Business Decisions with Cloud Scale Analytics
	27 Name Change	Innovate with AI and Cloud Scale Databases in Every App
Digital and Application Innovation	28 New	Enable Unified Data Governance
	29 Evolve	Modernize Enterprise Applications
	30 Evolve	Innovate and Scale with Cloud Native Apps
	31 Name Change	Enable Developer Productivity and Accelerate Delivery
	32 Name Change	Accelerate Innovation with Low Code
	33 Name Change	Build your Games in the Cloud with Azure

SOLUTION AREA	YOY Δ		FY23 SOLUTION PLAY
Healthcare	New	34	Enhance Patient Engagement
	New	35	Empower Health Team Collaboration
	New	36	Improve Clinical and Operational Insights
	New	37	Enhance Clinician Experiences
Retail	New	38	Maximize the Value of your Data
	New	39	Elevate the Shopping Experience
	New	40	Build a Real Time and Sustainable Supply Chain
	New	41	Empower your Store Associate
Financial Services	New	42	Deliver Differentiated Customer Experiences
	New	43	Manage Risk Across the Organization
	New	44	Empower Employees Through Teamwork
	New	45	Combat Financial Crime
Sustainability	New	46	Unify Data Intelligence
	New	47	Build a Sustainable IT Infrastructure
	New	48	Reduce Operational Footprint
	New	49	Create Sustainable Value Chains
Unified Support <span style="color: purple;">(2)</span>	New	50	Modernize your Digital Estate with Unified Enterprise
	New	51	Ensure Coverage for your Key Solutions
	New	52	Build a Strong Unified Foundation

## Notes:

1 Implementation pending: 4x Industry Clouds implementation in partner solutions Solution Area taxonomy/assets.

Same Verticals and IPS are included in Industry Taxonomy, covering all Industries/Verticals and are continued to be used for Industry tagging. (Details [here](#))

2 Unified Support represents a MSFT internal motion only.  
Not to be implemented in partner Solution Area taxonomy.

Source: [FY23 Solution Plays Official List](#)

# FY23 Commercial Solution Area and industry partner priorities

Develop a robust ecosystem, creating partner-led opportunities, and customer engagement that impacts joint revenue and usage

Solution Area   FY23 Rev/YoY %	FY23 Partner priorities
Modern Work \$54.8B	 <ul style="list-style-type: none"><li>Win hybrid work w/ Teams integrated partner motions (Room, Phone, Platform)</li><li>Develop growth bet (Viva, W365, FLW) partner capacity to drive new rev in key markets</li><li>Scale standalone offers, seat acquisition and Telco motion to drive SMB NPSA</li></ul>
Security \$29.5B	 <ul style="list-style-type: none"><li>Recruit and develop MSSP/XDR &amp; compliance partners to drive rev and usage</li><li>Integrate Azure Security in Azure Infra to maximize impact</li><li>Accelerate Security usage with FTR partners</li></ul>
Business Applications \$7B	 <ul style="list-style-type: none"><li>Activate GSI practices with category execution excellence to win enterprise</li><li>Scale top area SI &amp; ISV with category execution excellence to win SMC-C</li><li>Execute ISV Connect to win industry; Growth SMB through Indirect Providers</li></ul>
Infrastructure \$26B	 <ul style="list-style-type: none"><li>Accelerate ACR growth with Specialized Partners</li><li>Grow top Infra ISV ACR</li><li>Drive Specialized workload growth (AVS, HPC, AVD)</li></ul>
Digital & App Innovation \$6.3B	 <ul style="list-style-type: none"><li>Ramp SI capacity &amp; capability to land and expand App Innovation workloads</li><li>Win new and modernize existing GISV apps</li><li>Win new developers on GitHub with and through partners</li></ul>
Data & AI \$13.3B	 <ul style="list-style-type: none"><li>Drive SQL migration</li><li>Focus on GSI and top SI partners to win analytics</li><li>Accelerate Cosmo DB execution through Advance Specialization partners and GISV</li></ul>
Industry	 <ul style="list-style-type: none"><li>One Integrated Partner strategy &amp; GTM</li><li>Programmatic approach to activate industry ecosystem on Microsoft Industry Clouds</li><li>Partner integrated across customer journey (win formula, checklists). Scale through Co-sell and marketplace</li></ul>

# Feedback 360 | How to submit feedback

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## Introduction

- To improve the experience of various user groups involved in the feedback lifecycle – we've revamped OneList Feedback to a new and improved application: Feedback 360.

## What is the ask?

- You have been performing one or more of the following steps in OneList Feedback to submit technical/product feedback:
  - Creating new feedback,
  - Saving feedback as a draft,
  - Searching for existing draft feedback,
  - Viewing draft feedback, and
  - Contributing feedback

We would like for you do the same on the new Feedback360 application for any new technical/product feedback you want to submit.

## How to submit feedback

1. Navigate to Feedback 360 URL
2. Provide a Title for the feedback
3. Search for a Customer/Partner
4. Select the appropriate Customer form the list
5. Search for a Primary Service(s) i.e. product(s)/service(s) on which you want to provide feedback for
6. Select the Primary Service(s) most relevant
7. Provide description for Product/Technical Feedback
8. Provide description for Business Scenario and Desired Outcome
9. Provide description for Customer or Partner Impact
10. Step 10 (optional): Provide Workaround details (if any)
11. Step 11 (optional): Attach file or provide link to share file – as needed
12. Step 12 (optional): Provide Notes/comments as needed

## Resources

- [Feedback 360](#)
- [Feedback 360 Orientation Guide](#)

# Feedback 360 | Snapshots

The image displays three screenshots of the Feedback 360 application interface:

- Screenshot 1: OneList Feedback - My Customer Feedback**
  - Shows a dashboard with a chart titled "State wise" and a "Weekly report".
  - A blue button labeled "+ Add OneList Feedback" is highlighted with a red box.
  - A table below lists two items: "526156 Test Feedback - please ignore" and "518856 test feedback", both under "Under Review" status.
- Screenshot 2: Submit New Feedback - Step 1**
  - Shows the initial step of the feedback submission process, titled "Submit New Feedback".
  - Options include "Primary Service" (selected), "Product/Technical Feedback", "Business Scenario and Desired Outcome", and "Customer or Partner Impact".
  - A note for "Primary Service" states: "Modern Work | Enterprise Mobility & Security | Microsoft Intune".
  - A note for "Product/Technical Feedback" states: "Customer would like reports available in Intune that show driver versions used by users so they can keep track and update as necessary".
  - A note for "Business Scenario and Desired Outcome" states: "Reports in Intune that show driver versions so easier to know what to update and where".
  - A note for "Customer or Partner Impact" states: "Customer is currently struggling to keep on top of driver versions as they do not have visibility without reports".
  - Buttons for "Previous" and "Next" are at the bottom.
- Screenshot 3: Submit New Feedback - Step 2**
  - Shows the second step of the feedback submission process, titled "Submit New Feedback".
  - Section "Attachments" shows a note: "Link to a File" and "Attachments (Drag/Browse to add)" with a note "(Upload single file or a time)".
  - A note states: "No attachments have been added".
  - A blue button "+ Add Attachment" is visible.
  - Buttons for "Previous" and "Next" are at the bottom.

# ICM | What is it?

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## Create an Incident

- Incident Management is the process of detecting a live-site problem with a service, creating an incident, determining the cause, restoring the service to full operation, and capturing learnings to prevent it from happening again
- IcM is not intended to be a ticketing solution. IcM was designed for incidents that must be mitigated within minutes to minimize the customer impact.
- Incident types include:
  - Livesite incident
  - Deployment incident
  - Customer reported incident

## What happens during an incident?

- The incident lifecycle begins when an incident is detected and ends after the incident is resolved and learnings are captured. The cycle covers three stages: **Active**, **Mitigated**, and **Resolved**.
- As soon as the incident is created it is considered **Active**. An **Active** incident is sent to the impacted service which will then notify the on-call engineer that there is an issue with their service.
- To “mitigate” an incident means to restore the service to basic operation.
- After the fires are put out, now is the time to fix the root problem. You might work on a postmortem or create TSGs (Technical Solution Guide) and share learnings.

## Onboarding to ICM

1. Create a user account for yourself in IcM and setup how you want to be notified by IcM
2. Create a Service in ServiceTree and Onboard to IcM
3. Create 1 or more teams for the service from the previous step (2).
4. Create your 1st manual incident.
5. [Optional] For automated incidents in IcM, look into creating a new connector or onboard to an existing connector. [Learn how](#).
6. [Optional] Report on the data using the pre-canned reports. [Learn how](#).

# ICM | How to submit an incident/bugs

---

## When to submit an incident/bug

- Services do not function in isolation. It is likely your Service depends on other Services or Infrastructure. In turn applications depend on your Service.
- When your service is experiencing an issue or disruption and you need to contact a service on which yours depends, create an incident.

## How to submit

1. Go to [ICM Portal](#)
2. Select Team and/or get team recommendations
3. Enter required details
  1. Title
  2. Description
  3. Owning service
  4. Environment
  5. Severity
  6. Cloud Instance
  7. Impacted Service
  8. Customer/SLA Impact
  9. Impact Regions

Severity	Classification
0	Disaster
1	Critical
2	High
3	Medium
4	Low

## Resources

- [ICM Portal](#)
- [ICM Introduction documentation](#)

# ICM | Snapshots

The screenshot shows the 'Create Incident' process at step 1: 'Select Team'. A red arrow labeled '1' points to a callout box containing the text: 'ICM will automatically recommend teams that are likely candidates to own and work on this incident. The recommendation will be based on the details you provide and data from similar incidents.' Another red arrow labeled '2' points to another callout box containing the text: 'I'll search for the team that should own and will work on this incident.'

Below these options is a 'Next >' button.

The screenshot shows the 'Create Incident' process at step 2: 'Required Details'. It includes fields for 'Title' (with placeholder 'Name this incident') and 'Description' (with placeholder 'Stack Trace/Trace Route (network Log)', 'Error Code', 'Exception', and 'Problem Description'). A note below states: 'ICM analyzes the Title and Description as you type to suggest the Owning Team assignment.' There are 'Reset' and 'Next >' buttons at the bottom.

The screenshot shows the 'Create Incident' process at step 3: 'Optional Details'. It contains several sections: 'Title' (with note 'SQL DB is failing to retrieve the data.'), 'Description' (with rich text editor), 'Attachments' (choose file), 'Environment' (set to 'TEST'), 'Severity of the incident' (radio buttons 1, 2, 3, 4, selected 4), 'Cloud Instance' (set to 'Public'), 'Impacted Services' (selected 'Azure SQL DB'), 'Customer/SLA Impact' (radio buttons 'Yes' checked, 'No'), and 'Impacted Regions' (selected 'Canada Central', 'US Central', 'US West'). Navigation buttons at the bottom include '<< Previous', 'Next - Optional Details >>', and 'Submit'.

# Microsoft Cloud Partner Program | Getting Started

## Quick Links for Getting Started

	<a href="#"><b>Start Here</b></a> Deep dive into your Partner Capability Score and standing		<a href="#"><b>Partner Capability Score</b></a> Understand exactly how Partner Capability Score is calculated
	<a href="#"><b>Insights</b></a> View your progress to-date and run <a href="#"><i>simulations</i></a> for growth		→ <a href="#"><u>Azure (all areas)</u></a> scoring model details
	<a href="#"><b>Status Check</b></a> Verify your current status for Solution Partner qualification		→ <a href="#"><u>Business Applications</u></a> scoring model details
	<a href="#"><b>Resources</b></a> Assets available to better understand and these changes		→ <a href="#"><u>Modern Work</u></a> scoring model details
	<a href="#"><b>Benefits</b></a> A full guide to the Cloud Partner Program's new benefits		→ <a href="#"><u>Security</u></a> scoring model details
	<a href="#"><b>Support</b></a> Experts standing by to help with the <a href="#"><u>program</u></a> & your <a href="#"><u>score</u></a> .		

## Ready to Engage?

Microsoft will be establishing touch-points for partner engagement & feedback, as well as collaborating with the International Association for Microsoft Channel Partners ([iamcp.org](http://iamcp.org)) to connect with you. Please reach out to your local field / IAMCP chapter leads for more info.

# MCPP specialization – \*Special\* Vouchers for Skilling

## Facts

As announced in March 2022, the new Microsoft Cloud Partner Program will have six Solutions Partner designations anchored on the Microsoft Cloud and how Microsoft goes to market. Having a solutions partner designation is a prerequisite for a partner to earn, maintain, and renew a specialization (currently called an advanced specialization) going forward.

**Partners who are at risk** for not attaining a Microsoft solutions partner designation within 60 days of October 3, 2022 – are at risk of losing their specialization status.

To assist these partner(s), Microsoft is providing five Microsoft Certification exam voucher codes for partners at-risk of losing their specialization at no cost to the partner. They should use the vouchers to complete the certifications needed to attain a solutions partner designation.

- For more details: [list of eligible partners](#) (Open in Desktop App and see the User Guide and Managed Tab) mapping of advanced specializations to solutions partner designations in the [FAQ](#) (page 9) and the certifications for each [solutions partner designation](#).

## Ideas on possible course of action:

**Your help needed.** Due to the targeted nature of this effort, your help is requested to deliver the specific vouchers to your partner contacts so they are aware of them and can use them. Please see the following steps you are requested to take.

### 1 - Request vouchers

- Please request vouchers via the [Specialization Voucher Request Form](#)
- A vendor will confirm the partner(s) are eligible

### 2 - Receive vouchers

- A vendor will send you unique voucher codes, instructions, and a partner facing OFT to send the partner

### 3 - Send vouchers

- Input the voucher codes into the OFT template provided by the vendor and send the message to your partner contacts
- Follow up over the course of Q1 to remind them of the vouchers and encourage them to use them to take exams required to achieve a solutions partner designation

## For any questions

eMail [SpecVouchers@microsoft.com](mailto:SpecVouchers@microsoft.com).

This alias should not be shared with partners.

# FY23 Priority Industries

## Intro courses: 30 min [Industry Fundamentals - Home](#)



Sustainability



Retail



Banking

Insurance



Discrete Manufacturing

Process Manufacturing



Public Safety & Justice



Public Finance

Critical Infrastructure

Public Health & Social Services

Government



Defense & Intelligence



Health Provider



Health Payor



Media & Entertainment



Telecommunications



Automotive, Mobility & Transportation



Energy

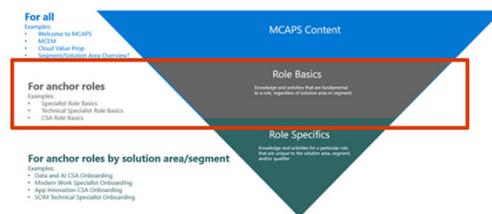
Library & Museums

# Resources:



[Course: GPS Partner Economics](#)

<https://aka.ms/mcapsacademy>



PTS Role  
Onboarding  
New to Microsoft

FY23 Skilling  
Plans

Required  
courses and  
due dates

<https://aka.ms/rain> – visible in RSG/RAIN end of July  
Individual plans in folder [GPS FY23 Skilling Plans](#)

<https://aka.ms/training> - role assignments and targeting *LIVE* end of August

# PIN Metrics evolution | FY22 to FY23

PIN Landing page  
[aka.ms/PINPlanningTraining](http://aka.ms/PINPlanningTraining)  
 Partner Admin Link (PAL) 101 (sharepoint.com)

FY22	PIN Metrics Global → A14 →	Target Accountability				<ul style="list-style-type: none"> <li>FRA accountability on a <u>partner level</u> balancing out the subsidiary/segment level PDM Quota</li> <li>Enable growth discussion with partners on the right granularity</li> <li>Metric relevance by sub-segment + AGI alignment</li> <li>One ACR target + detailed actuals to drive PDM to Partner conversation on solution area level</li> <li>Introducing adds metrics (ACA, DCA, NPSA) – Dependent on engineering/IISTAR</li> </ul>				
		Global ISV ISV	Global SI GSI	Global Services Services (ex GSI)						
Targets + Partner PIN	E5 Billed Revenue (excl S500) (H2 only)			✓						
	PI D365 Billed Revenue		✓	*						
	PI Azure Consumed Revenue (ACR)	✓	✓	✓						
	PI Data & AI Consumed Revenue*	✓	✓	✓						
	PI Azure Security ACR*	✓	✓	✓						
	PI Teams Meeting MAU*			✓						
	CSP FRA (all solution areas)			✓						

FY23	Considered Metrics	Target Accountability						
		Global ISV ISV	Global SI GSI	Global Services Global Scale (LSP)	Global Services Global Indirect	Global Services MSP	Global Services Telco	Global Services Scale Managed
Targets + Partner PIN	E5 Billed Revenue (excl S500)	●		✓	✓			
	Microsoft 365 SMB NPSA			✓	✓	✓	✓	✓
	PI D365 Billed Revenue	●		✓				
	Business Applications Customer Adds	✓	✓	✓	✓	✓		✓
	PI Azure Consumed Revenue (ACR)	●	✓	✓	✓	✓	✓	✓
	Azure CSP ACR		✓	✓	✓	✓	✓	✓
	Azure Customer Adds		✓	✓		✓		✓
	E5 Usage Security		✓	✓		✓		✓

● Included in FY22 PIN      ✓ Metric locked for FY23 PIN      ✅ Metric planned for FY23 PIN, under feasibility review

# GPS Tools - Training & Support Resources

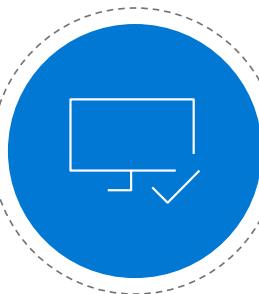
Learn more with the following resources:



## GPS Champs Community

Join the [GPS Tools & Insights Champs Community](#)

Reach us on [Teams](#) to see all community questions and updates



## Self-Serve Training Resources

PBP,d TDP Readiness page  
<https://aka.ms/pbp>

Red Carpet readiness page  
[aka.ms/gpsredcarpet](https://aka.ms/gpsredcarpet)

PIN Landing page

[aka.ms/PINPlanningTraining](https://aka.ms/PINPlanningTraining)  
GPS CRM [Tags](#)



## GPS Support Desk

Please reach out to GPS Support Desk for any requests or technical support

[Request Access](#)

[Submit a Ticket](#)

[Email GPS Support Desk](#)



## Suggestions

Have any suggestions/ideas to improve the GPS CRM or/and GPS Insights

[Suggest an idea for GPS CRM!](#)

[Suggest an idea for GPS Insights!](#)

[Suggest an idea for PIN Planning Tool!](#)

## GRL & Field Engagement Lead

- Contribute to creating FY strategy
- Grow Biz/Tech/Sales Culture
- Guidance for Business Impact & Enable success
- Drive Role Excellence & Execution
- Lead Global Community



### Jaciguara Shibao

GRL & Field Engagement Lead

- Defined & Test Multi-Year Strategy
- Grow Sales Culture
- Enable Employee's success
- Results Enabled Through Excellence in Execution

## Co-Sell & Partner Sales



**Irina Captariu**  
Partner Development Manager  
Global Role Lead



**Tammy Posnikoff**  
Channel Sales Manager  
Global Role Lead

PDM Global Role Lead (GRL)

Channel Sales Global Role Lead (GRL)

## Technical Sales Strategy



**Dorin Cohen-Leira**  
Partner Technical Strategist  
Global Role Lead

PTS Global Role Lead (GRL)



**Nikki Carter**  
Cloud Solution Architect  
Global Role Lead

CSA Global Role Lead (GRL)

## Marketing



**Alex Pompei**  
Go to Market (GTM)  
Global Role Lead

GTM Global Role Lead (GRL)

## Sales



**Hayley Buckner**  
Partner Account Manager  
Global Role Lead

DPS Global Role Lead (GRL)

## Segments



**Travis Payne**  
CS Field & Segment Strategy

GRL & Field Engagement Lead

- Contribute to creating FY strategy
- Grow Biz/Tech/Sales Culture
- Guidance for Business Impact & Enable success
- Drive Role Excellence & Execution
- Lead Global Community

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CS Field & Segment Strategy

# Best Practices

# WE PTS Handbook Wiki Home - Overview (azure.com)

The screenshot shows the Azure DevOps Wiki Home page for the 'WE PTS Handbook' project. The left sidebar includes links for Overview, Summary, Dashboards, Analytics views\*, Wiki (selected), Boards, Repos, and Compliance. The main content area displays the 'WE PTS Handbook.wiki' page, which features a message about TLS changes, a navigation bar with 'Filter pages by title', and a list of sections: 'WE PTS Handbook Wiki Home', 'Contribute to this Wiki', 'WE PTS Community', 'WE Best Practices for TEF', and 'Tools and Processes'. The 'WE PTS Community' section is currently active, showing its overview and process details.

Azure DevOps gpstech / WE PTS Handbook / Overview / Wiki

WE PTS Handbook.wiki

Filter pages by title

## WE PTS Handbook Wiki Home

Carlos de Huerta Mezquita Oct 21, 2021

Welcome to the WE PTS Handbook Wiki.

This wiki contains comprehensive and centralised documentation on GPS PTS processes, tools, development practices, and corporate policies.

For files/documents such as Word docs, Excel spreadsheets, or PowerPoint Decks intended for internal GPS Tech Team consumption, use the GPS Tech Hub portal at [GPS Tech Team](#). For files/documents intended for anyone at GPS to access, use <https://aka.ms/OCPHub>.

Info is stored in the associated Repo [https://dev.azure.com/gpstech/WF PTS Handbook/\\_git/WF PTS Handbook.wiki](https://dev.azure.com/gpstech/WF PTS Handbook/_git/WF PTS Handbook.wiki)

⚡ wepts ⚡ is our Community Alias

### WE PTS Handbook Wiki Sections

#### [WE PTS Community](#)

WE PTS Community overview, processes and tools. There is also a dedicated session for onboarding.

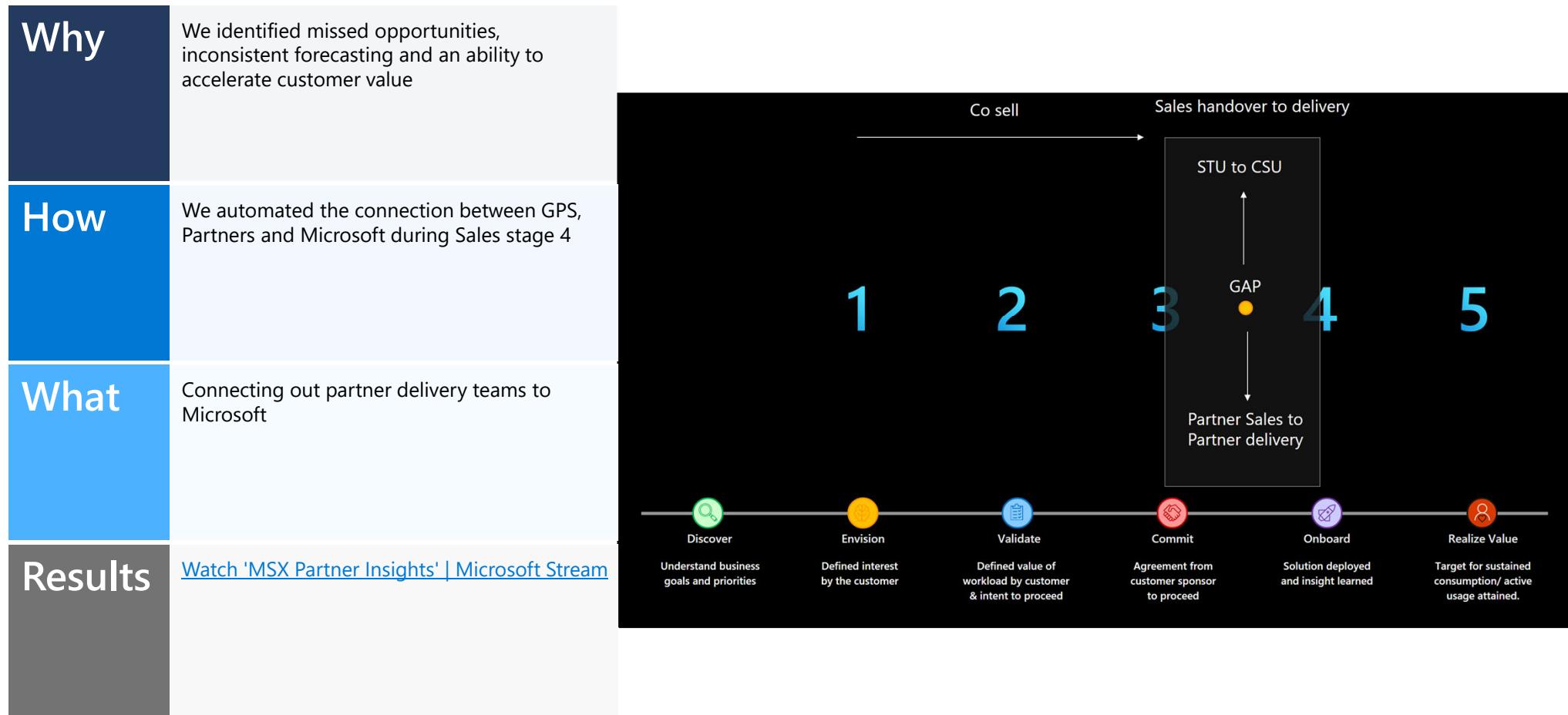
#### [WE Best Practices for TEF](#)

Find guidance on execution on TEF, reviewing the process and best practices

#### [Tools and Processes](#)

Find guidance on GPS tools for the PTS role.

# UK Partner Success Tech Learning CircleFeb2022.pptx (sharepoint.com)



# WE (SE) GPS Talkshow- Marketplace Edition

## Why

Getting ISVs into Marketplace with transact offers is essential for their future success. The process is simple but requires both biz and tech ISVs stakeholders to make executive decisions regarding their future GTM strategy. This workshop enables the participants to get to that decision in an easy and informed manner.

## How

We short selected partners interested in Marketplace. It was an IRL and limited number of seats event with a selected few with a focus on the partner success and possibilities on the platform.

## What

A concept to scale and accelerate the transact motion across the Swedish ISVs. 6 out of 18 partners are now on their way to transact, right after the event.

## Results

[GPS Talkshow- Marketplace Edition.pptx](#)



# WE Tech chessboard.pptx – MS Internal teams

## Why

This Tech chessboard Guide was designed to help OCP field resources to identify the different tech teams in our internal eco system, that they can reach to for partner support.

## How

This guide is intended to be used to help you scale your work by delegating some workloads to designated teams according to their specific eligibility criteria and services offered.

## What

Each internal tech team has a dedicated page with relevant information about how to contact, engage and leverage the team.

## Results

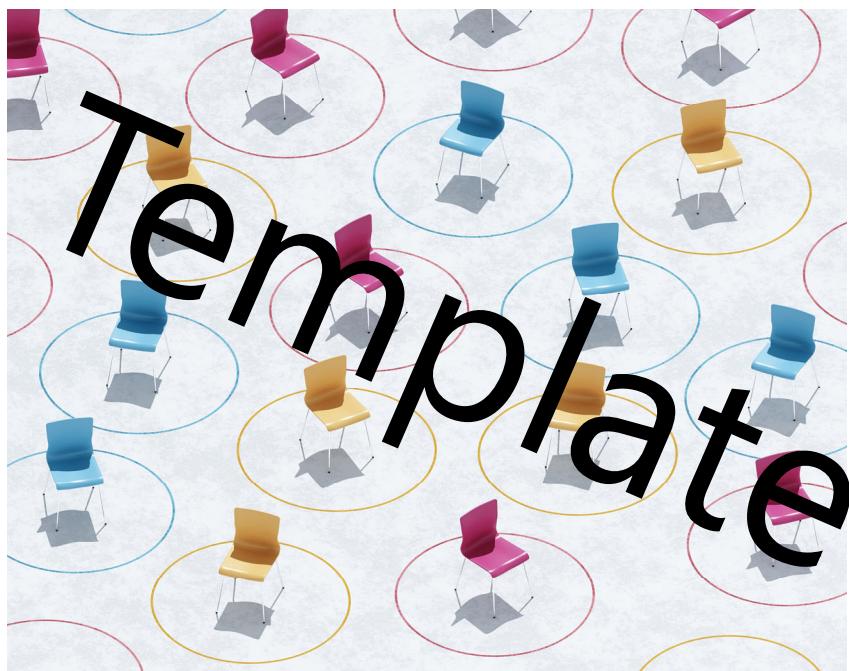
[WE Tech chessboard.pptx](#)

WE OCP Tech Chess Board Recommendation

	Managed	Specific accounts	Unmanaged	ISV	SI	Azure	MW	BizA	Additional info / Summary of services
PTS	X	-		X	X	X	X	X	*Incl Strategic recruit accounts by sub prio and capacity TDP, Tech envisioning, POC, Tech engagement framework
CSA/PTA	X	-		X	X	X	X	X	Deep tech expertise for build motion of new solutions (*incl S recruit accounts) and enrich existing solutions with advanced workloads.
CED		-	X	X	X	X	X	X	Prerequisite: MPN ID Focus services: MPN competencies attainment , MPN benefits realization, onboarding solutions to co sell and marketplace *Strategic recruit incl in service scope
PTC	X		X	X	X	X	X	X	Prerequisite: Gold/Silver/Maps status. Focus services: Presales and App dev advisory and support
Global CSA	X	-			X	X	X	X	* Short listed globally managed SI accounts. Build and Sell with services leveraging strategic workloads (Sales play) & Co-Sell Leadership (Opportunities)
FT ISV	X		X	X		X			Prerequisite: Project clearly produces >\$5k per month ACR Growth within 12 months and intent to publish. Focus services: Build New, Modernize and Migrate - including Marketplace Transact publication
Azure specialist			X	X		X			Cloud journey assessment workshops conducted by specialized and qualified SIs --to ISVs
GBB Azure		-		X	X	X			*Tech sales for top Strategic Ent customer for engagement in stage commit and higher
GBB Dynamics		-		X	X			X	*Tech sales for top Strategic and SMC customers for opportunities with revenue ROI only
GBB MW		-		X	X		X		*EMEA Strategic ENT (\$500) with MW Thresholds per solution/workload AND Security GBB based on OneAsk requests. Area handshake on agreed accounts (Some SMC accounts as exceptions)

## Have a best practice you would like to share with the global community?

Why	Contribute to the success of others
How	Share your best practice with our global community
What	Copy this slide and populate it with your key learnings and information
Results	Include a link to relevant materials



Dankie Faleminderit **Shukran** Chnorakaloutioune Hvala Blagodaria  
Děkuji **Tak** Dank u Tänan Kiitos **Merci** Danke Ευχαριστώ A dank  
Mahalo මත්ත්. **Dhanyavād** Köszönöm Takk Terima kasih **Grazie** Grazzi

# Thank you!

감사합니다 Paldies Choukrane Ačiū **Благодарам** ありがとうございました  
謝謝 Баярлалаа **Dziękuję** Obrigado Multumesc **Спасибо** Ngiyabonga  
Ďakujem Tack Nandri Kop khun **Teşekkür ederim** Дякую Хвала Diolch