



FY26 Cloud & AI Platform Commercial Partner Playbook

Partner Ready



Playbook Contents

- 01 [Business Overview](#)
- 02 [FY26 Cloud & AI Platform Customer Opportunity & Partner GTM Strategy](#)
- 03 [FY26 Investments](#)
- 04 [How To Build Your Practice](#)

Business Overview

New

Cloud & AI Platforms

**Data & AI****Digital & app
innovation****Azure
Infrastructure**

Five MCAPS Priorities



Copilots on every device across every role



Differentiated AI design solutions with every customer



Securing the cyber foundation of every customer



M365 core execution



Migrations, migrations, migrations

Growth

Revenue

Priorities Aligned to Solution Areas



AI Business Solutions



Copilots on every device across every role



M365 core execution



Cloud & AI Platforms



Differentiated AI design solutions with every customer



Migrations, migrations, migrations



Security



Securing the cyber foundation of every customer

Solution Plays | Cloud & AI Platforms

FY25 Solution Plays

1. Migrate and Secure Windows Server, SQL Server and Linux Estate
2. Migrate SAP
3. Build and Modernize AI Apps (Modernize)
4. Migrate Oracle
5. Innovate with HPC
6. Modernizing Mainframe

7. Build and Modernize AI Apps (Build New)
8. Accelerate Developer Productivity
9. Innovate with Azure AI Platform

10. Unify Your Intelligent Data & Analytics Platform
11. Advance Sustainability with Intelligent Data Platform

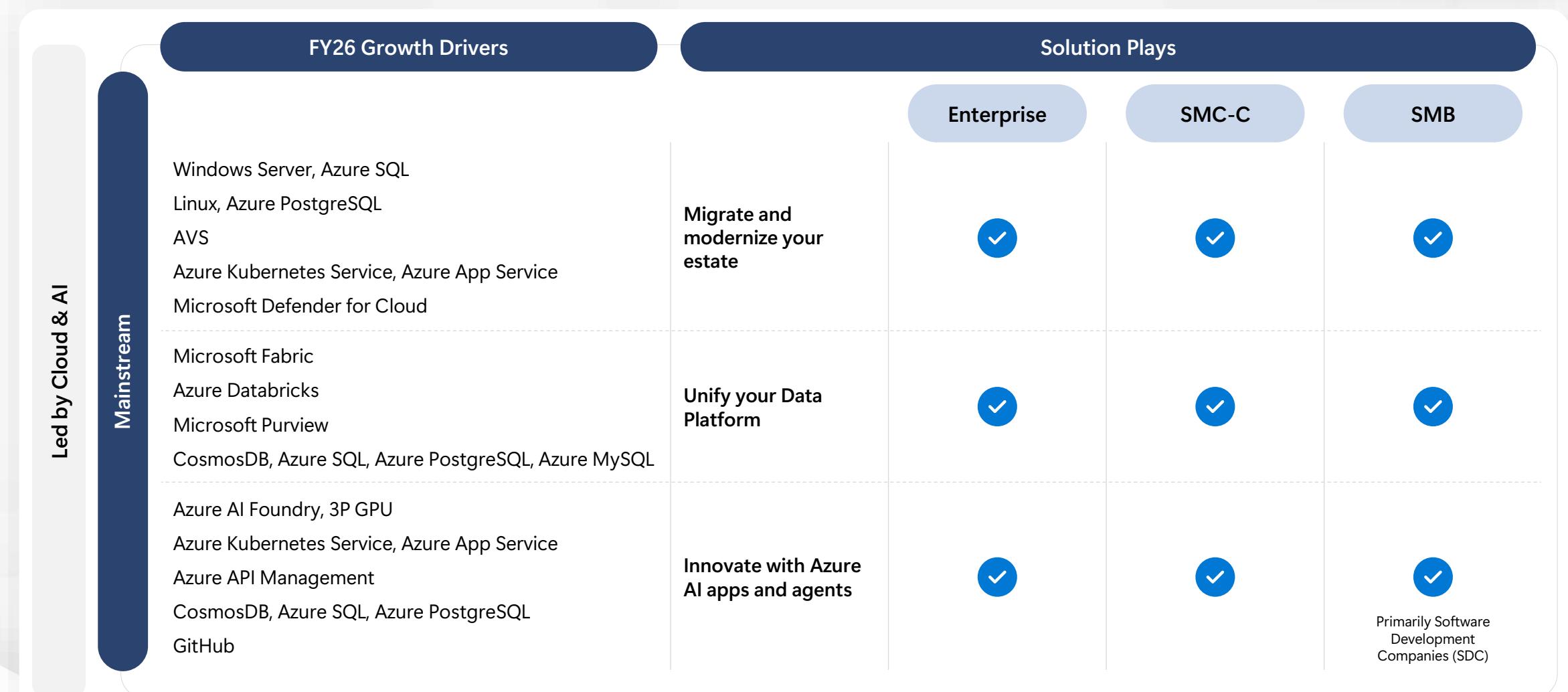
FY26 Solution Plays

Migrate & Modernize Your Estate

Innovate with Azure AI Apps and Agents

Unify your Data Platform

FY26 Cloud & AI Platforms GTM



FY26 Cloud and AI Platform Customer Opportunity & Partner GTM Strategy

AI Transformation

Opportunities



Enrich
employee
experiences



Reinvent
customer
engagement



Reshape
business
processes



Bend the
curve on
innovation

Cloud & AI Platform Accelerates Customer Opportunities

What we are hearing from customers

Cybersecurity

Vertical specific

Data

Migration and
modernization

Sustainability

Open source

Model choice

Distributed IT systems

Trustworthy AI

Cloud platform of choice for businesses and developers



GitHub



Azure



Azure AI Foundry

150M+

developer accounts

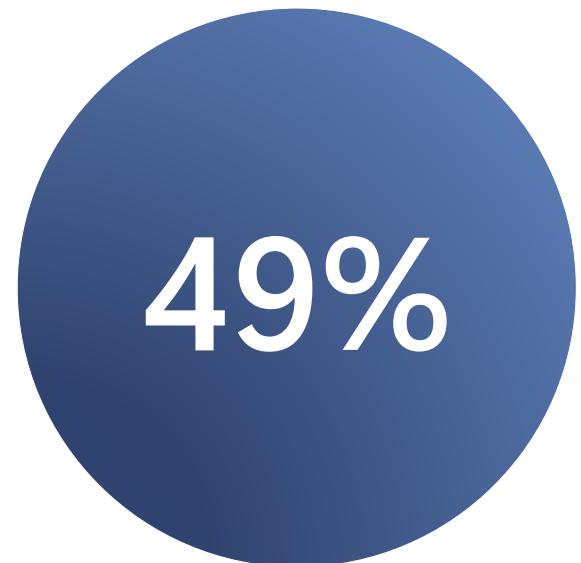
13M

apps on Azure platform

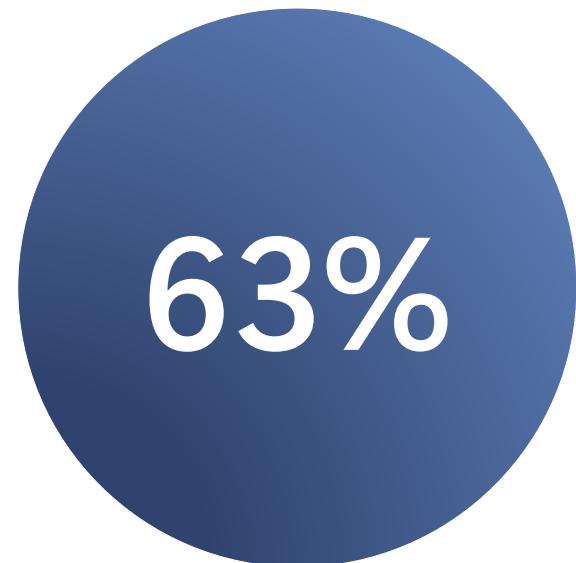
70,000+

organizations using Azure AI Foundry

Microsoft partners are advancing AI maturity, building proactive AI practices that provide standardized, strategic, or optimized capabilities



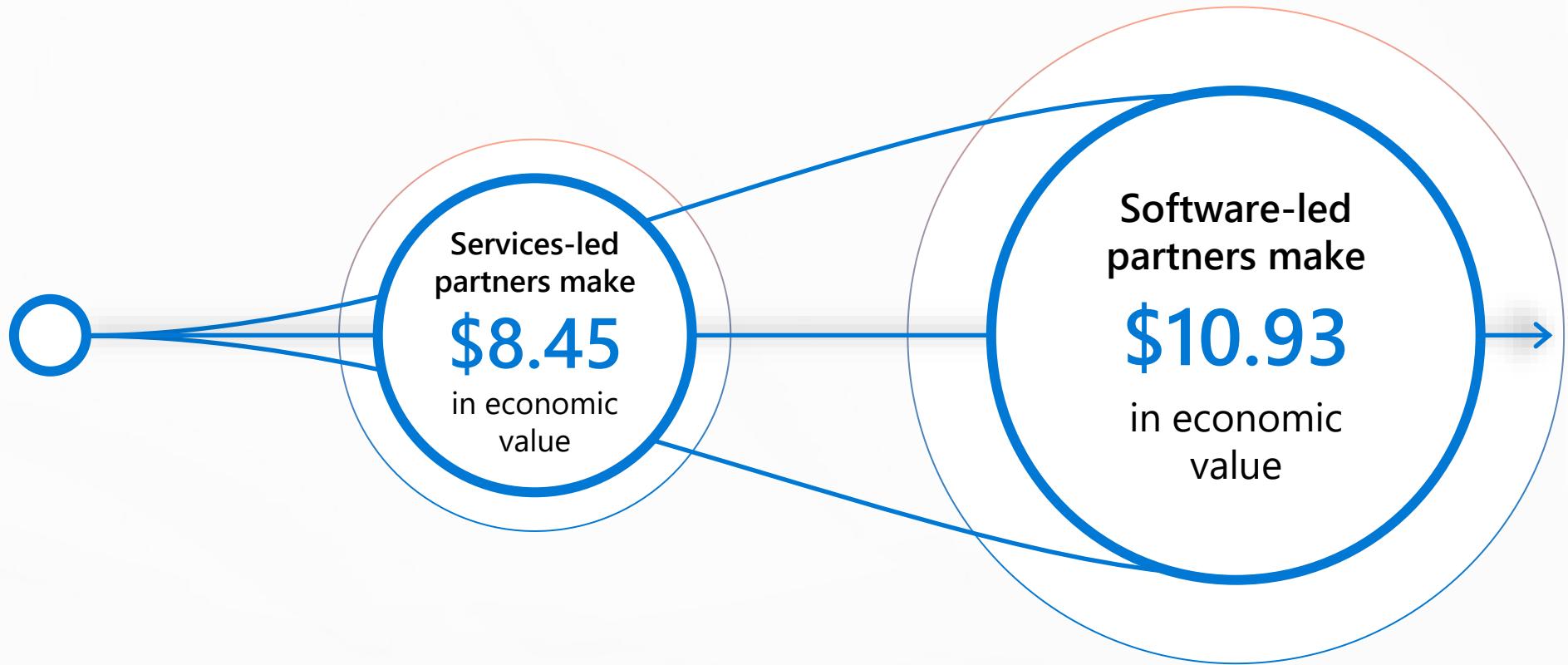
2024



2025

Partner economic value

For
Every \$1
of Microsoft
revenue



Solution Play: Migrate and Modernize your Estate

Customer Opportunity



Modernizing apps and
data to the cloud
enables AI transformation

75%

agree that migrating to the cloud was
essential to AI and ML adoption

Partner Profitability



Migration & modernization
opportunity with AI
transformation

2X

higher revenue
growth **for partners**

Migrate and Modernize Your Estate Win Formulas



Aligned to Microsoft Program Incentives and Selling Motions



Partner enabled Program and Incentives

	Win Formula	Enterprise	Corporate	SMB
Priority	Drive Migration and Modernization of Windows Server, SQL Server, .NET, & Linux, PGSQL, Java	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Priority	Capture VMWare opportunity with migration/modernization to AVS and Azure IaaS and PaaS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Priority	Migrate & Modernize SAP on Azure Migrate & Modernize Oracle on Azure	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Win Formula: Drive Migration and Modernization of WS, SQL Server, .NET, & Linux, PostgreSQL, Java

Customer Outcome

Enhance business agility and security, while optimizing costs and performance to accelerate AI innovation by migrating and modernizing applications in Azure.

Partner Outcome

Help grow profit and win customer deals by migrating and modernizing Windows Server, SQL Server, Linux, PostgreSQL, Software Development Company (SDC) applications in Azure, leveraging Microsoft's investments.

Differentiated Partner Capabilities

Attain Infra DB, App Mod Specialization or Azure Expert MSP and be the Azure cloud and AI trusted advisor

Refresh your skills and capture the .NET and Java application migration and modernization opportunity with your proven case studies, IPs and repeatable offers

Enable customers to grow their Azure estate by creating the foundation to securely innovate with AI leveraging the Cloud Accelerate Factory

Win Formula aligning to MCEM

1 Listen & consult

Build Pipeline

Generate leads leveraging custom propensity lists and executing marketing initiatives

[Microsoft CloudAscent & SPARK Propensity](#)

[Secure Migration & Modernization Campaign ENT](#)

[Secure Migration & Modernization Campaign SMB](#)

Partner BoM

2 Inspire & design

Design Solution

Assess legacy environment, lead workshops/hackathons and create clear vision roadmap

[Azure Accelerate \(7/1\) Assessment + PoV](#)

Cloud Security Envisioning Workshop *

[Co-sell with Microsoft](#)

3 Empower & achieve

Win Deal

Seek customer commitment leveraging Factory for secure cloud migration/modernization

[Azure Accelerate \(7/1\)](#)

Migration, SDC, App Mod, DfC, Cloud Accelerate Factory

[Cloud Adoption Framework](#)

[Solution Accelerators](#)

4 Realize value

Deploy/Drive Usage

Accelerate customer's time to value leveraging offers and securing with Defender for Cloud

5 Manage & optimize

Drive Expansion

Enhance customer value with next best workloads, leveraging Azure Advisor and Copilot

[Well-Architected Framework](#)

[CSP Incentives](#)

[Azure Essentials](#)

Win Formula: Capture VMware opportunity with migration/modernization to AVS and Azure IaaS & PaaS

Customer Outcome

Quickly migrate your VCF private clouds to Azure with access to 200+ Azure services and savings while leveraging your existing VMware skills.

Partner Outcome

Accelerate your migration and modernization revenue by targeting the 85 million VMs on-premises **, while leveraging Azure VMware Solution (AVS) as the fastest path for VMware to the cloud.

Differentiated Partner Capabilities

Attain AVS specialization or Azure Expert MSP and be the Azure cloud trusted advisor

Drive assessments and AVS POCs to accelerate secure VMware migrations

Lock in VMware savings for customers with reserved instances and Cloud Accelerate Factory

Win Formula aligning to MCEM

1 Listen & consult

Build Pipeline

Generate leads by executing digital campaigns and leveraging custom propensity lists

[WS&SS Propensity Lists](#)

[AVS Campaign in a box](#)

Partner BoM

2 Inspire & design

Design Solution

Assess legacy environment and create clear migration roadmap with pilots

[Azure Accelerate \(7/1\)
Assessment](#)

[AVS 3 node 30-day POC](#)

[Co-sell with Microsoft](#)

3 Empower & achieve

Win Deal

Drive customer commitment for secure VMware migration to Azure

[Azure Accelerate \(7/1\)](#)

AVS, DfC, Cloud Accelerate Factory

[Cloud Adoption Framework](#)

[Solution Accelerators](#)

4 Realize value

Deploy/Drive Usage

Accelerate customer's time to value leveraging Factory and securing with Defender for Cloud (DfC)

5 Manage & optimize

Drive Expansion

Nurture, train, and grow cloud environment

[Well-Architected
Framework](#)

[Azure Essentials](#)

[CSP Incentives](#)

Win Formula: Migrate & Modernize SAP on Azure

Customer Outcome

Realize business outcomes by modernizing SAP estate and unlocking AI innovation on Microsoft Cloud

Partner Outcome

Help drive revenue growth and profitability with Microsoft cloud differentiation – Agentic AI powered experiences with world class Productivity, Data Analytics, Security.

Differentiated Partner Capabilities

Attain SAP Azure specialization to demonstrate highest standards for customer service delivery

Win by differentiating through Microsoft Cloud differentiated capabilities – AI, Teams, Security, Power Platform

Accelerate customer deployment by leveraging Industry best practices

Win Formula aligning to MCEM

1 Listen & consult

Build Pipeline

Generate leads by executing digital campaigns

Leverage customer high propensity lists

[SAP Campaign in a box](#)

[SAP Propensity Lists](#)

[SAP Partner BOM](#)

2 Inspire & design

Design Solution

Build cloud migration plans by assessing customer's SAP estate

[Co-sell with Microsoft](#)

3 Empower & achieve

Win Deal

Drive customer commitment for cloud migration on Azure

[SAP Cloud ERP \(RISE/Grow\)
Partner Sales incentive](#)

4 Realize value

Deploy/Drive Usage

Accelerate customer's time to value

[Azure Essentials](#)

5 Manage & optimize

Drive Expansion

Expand customer value with AI & Analytics

[Azure Accelerate \(7/1\)
Post-Sales](#)

Win Formula: Migrate & Modernize Oracle on Azure

Customer Outcome

Maintain ability to run mission-critical apps on Oracle while benefitting from a robust & scalable cloud platform in Azure.

Partner Outcome

Monetize Oracle on Azure with migration services offerings, then expand Azure footprint via other use cases/services.

Differentiated Partner Capabilities

Azure specialized in Infra-DB Migration, Migrate Ent. Apps, or Azure Expert MSP

Ability to broaden Azure adoption & scale w/ complementary infrastructure/platform services

Skilled in Oracle deployments, migrations, and licensing models

Win Formula aligning to MCEM

1 Listen & consult

Build Pipeline

"Road to 1,000"
HiPo Oracle customers w/ no ODAA activity

Mine customer install base for Oracle app dependencies

[Secure Migration & Modernization Campaign ENT](#)

[Secure Migration & Modernization Campaign SMB](#)

2 Inspire & design

Design Solution

Determine customer need (ODAA, Migrate to IaaS, or Modernize to PaaS)

Envisioning Workshops,
[ODAA Pitch Deck](#)

[Co-sell with Microsoft](#)

[Azure Accelerate \(7/1\)](#)
Pre-Sales

3 Empower & achieve

Win Deal

Deliver technical proof (POV, Pilot, etc.) & business proof
Create & deliver proposal

[Analytics Modernization Accelerator](#)
[Cloud Accelerate Factory](#)

[Azure Accelerate \(7/1\)](#)
Post-Sales

4 Realize value

Deploy & Drive Usage

Deploy Azure landing zone and validate workload architecture design using Well-Architected Review

[Azure Deployment offers](#),
[Well-Architected Workshop](#), CSU Value Based Delivery (VBD)*, AMA*

[Azure Essentials](#)

5 Manage & optimize

Drive Expansion

Drive broader adoption & pull-through of additional Azure services

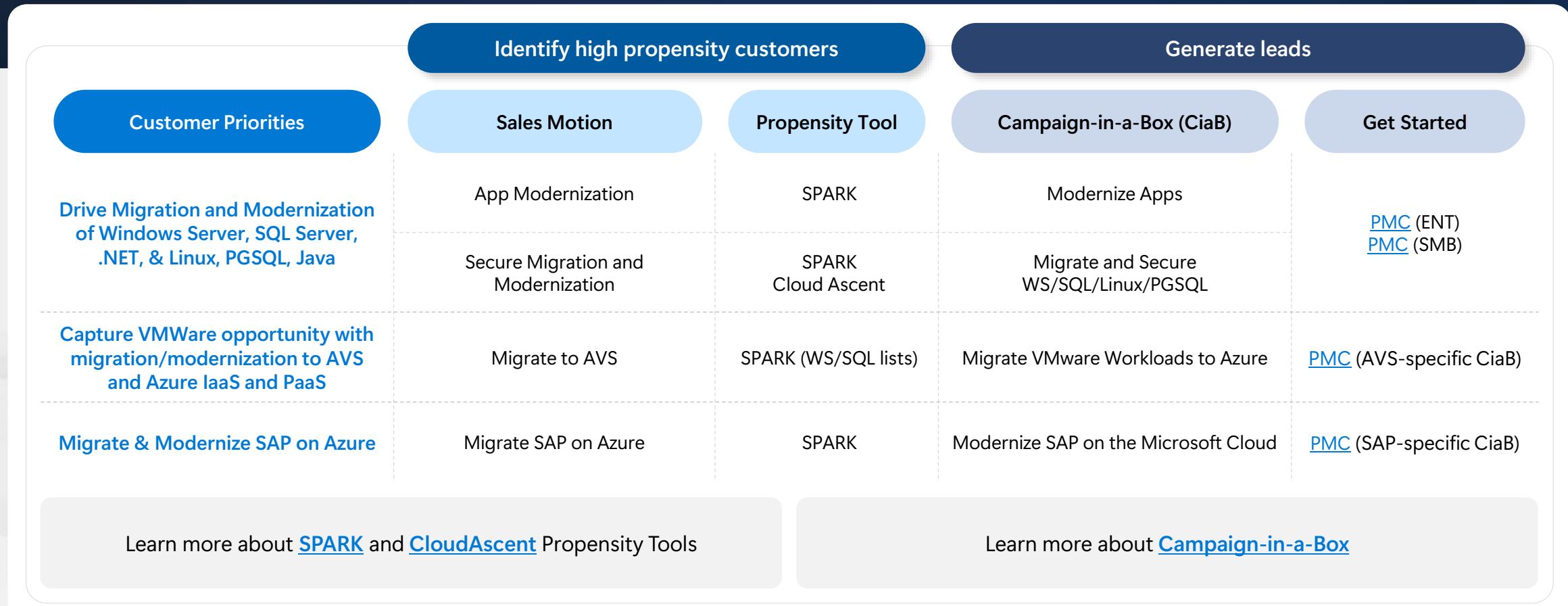
[Well-Architected Review](#),
[CSP Incentives](#)

Migrate and Modernize your Estate | Demand Generation

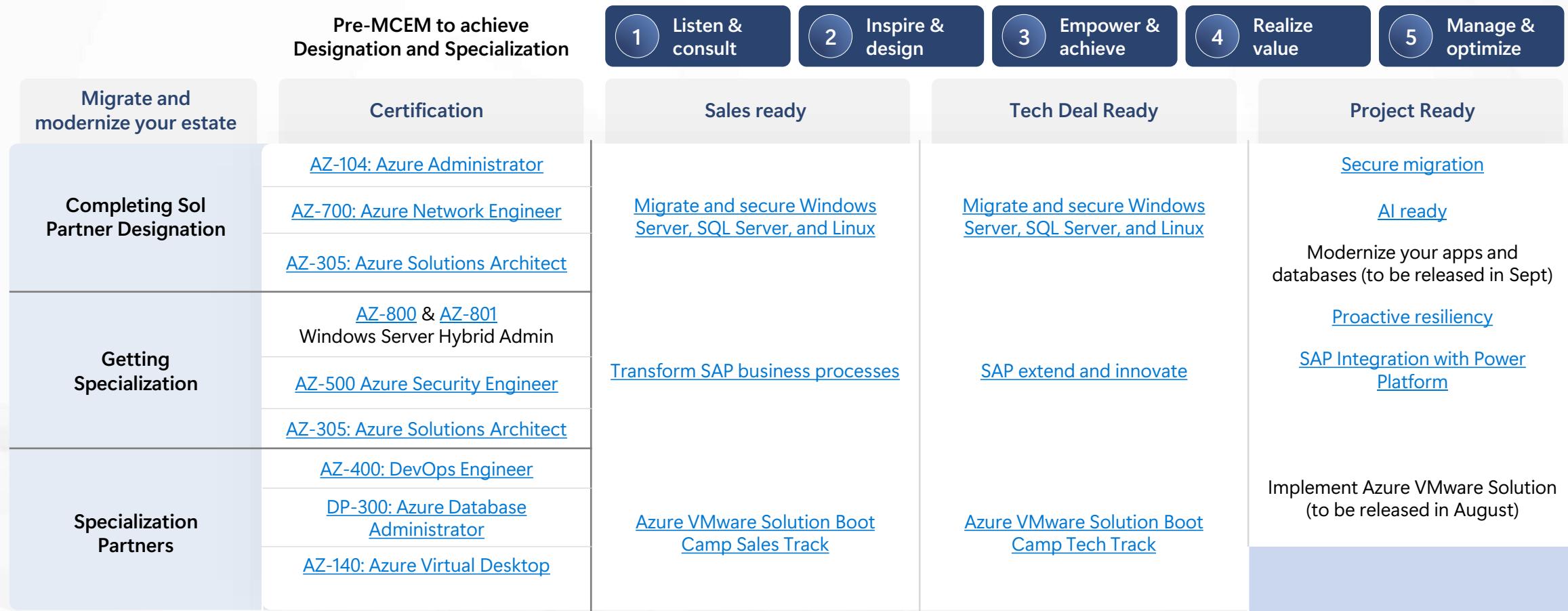


Gain insights into high propensity customers for priority customer scenarios

Drive top of funnel leads through ready to launch customizable campaigns



Partner Skilling: Migrate and Modernize Your Estate



- Register for an upcoming live session at aka.ms/partner/skilling
- Check out [Microsoft LevelUp](#) for Self-serve partner skilling LMS

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- Browse [Certifications, Applied Skills, and Learning Paths](#) for Microsoft Certifications

Solution Play: Innovate with Azure AI Apps and Agents

Customers are driving adoption with Azure



DevOps



Azure



AI Foundry

150M

developers
worldwide

13M

apps on Azure
Platform

2.5B

monthly
queries

Win Formula: Innovate with Azure AI Apps and Agents

Customer Outcome

Accelerate your innovation with differentiated AI—enriching employee experiences and reimaging customer engagement, powered by Microsoft Cloud and partners.

Partner Outcome

Help drive revenue growth, profitability, and margins by enriching your services with differentiated AI solutions—supported by Microsoft's end-to-end engagement model.

Differentiated Partner Capabilities

Lead with AI innovation and Responsible AI to engage with customers across their business and IT functions

Align customer goals to AI use cases and deploy repeatable solutions with security foundations

Accelerate adoption among end users and developers with emphasis on AI and Security capabilities

Win Formula aligning to MCEM

1 Listen & consult

Build Pipeline

Leverage [Partner Core BOM](#) to land AI Envisioning and Value Target customers from [SPARK Propensity](#) and execute campaigns

[Be Customer Zero to GitHub Copilot \(GHCP Trials \)](#)

[Microsoft CloudAscent &](#)

[SPARK Propensity](#)

[Campaigns-in-a-box](#)

[AI Use Cases](#)

[Industry Sales Kits](#)

2 Inspire & design

Design Solution

AI Apps & Agents workshops and POC engagements
GitHub Copilot Hackathons

[Azure Accelerate \(7/1\)](#)
[Proof of Value](#)

3 Empower & achieve

Win Deal

Structure the deal to deploy AI use cases on Azure, including AI Foundry and GitHub

[Azure Accelerate \(7/1\)](#)
[Innovate with AI Apps & Agent \(AI Foundry, AI Apps, GitHub\)](#)

4 Realize value

Deploy & Drive Adoption

Deploy AI Apps & Agents following security guidelines
Accelerate GitHub Skilling

[Azure Essentials](#)

[CSP Incentives](#)

[Landing Zone and Deployment Accelerators](#)
[Well Architected AI Assessment](#)

5 Manage & optimize

Drive Expansion

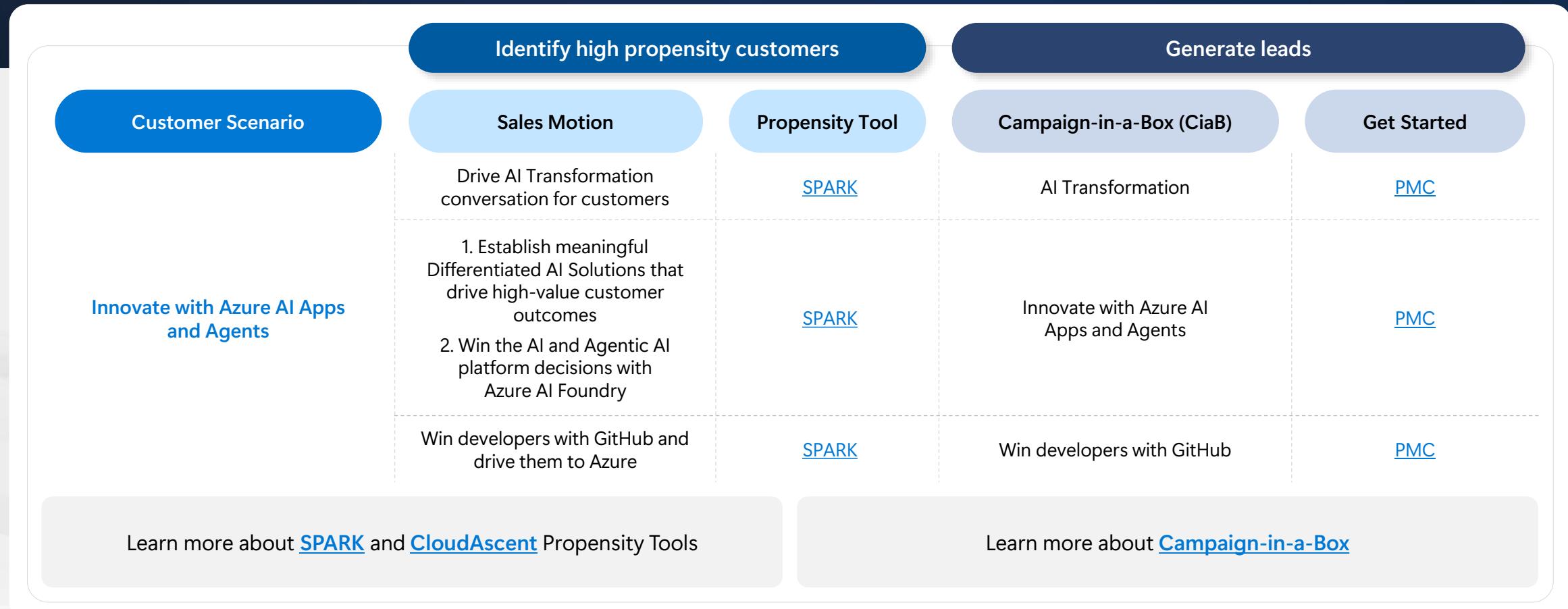
Build business case for expansion
Extend business value with 3P SDC solutions

Innovate with Azure AI Apps and Agents | Demand Generation



Gain insights into high propensity customers for priority customer scenarios

Drive top of funnel leads through ready to launch customizable campaigns



Partner skilling: Innovate with Azure AI apps and agents

Pre-MCEM to achieve Designation and Specialization		1 Listen & consult	2 Inspire & design	3 Empower & achieve	4 Realize value	5 Manage & optimize	
Innovate with Azure AI apps and agents	Certification	Sales ready	Tech Deal Ready	Project Ready			
Completing Sol Partner Designation	AZ-204: Azure Developer	Sales: Win Developers with GitHub	Deal Ready: Win Developers with GitHub	Migrate & Secure Code with GitHub			
	AZ-400: DevOps Engineer	Sales: GitHub Sales Accelerator		GitHub Copilot			
	AZ-305: Azure Solutions Architect	Sales: GitHub Partner Pulse for Sellers	Sales: GitHub Tech Deal Ready Accelerator	Build AI Apps and Agents			
	GH-300: GitHub Copilot						
	GH-100 GitHub Advanced Administration						
	GH-500 GitHub Advanced Security						
Getting Specialization	AI-102: Azure AI Engineer	Accelerating AI Solutions Sales Track	Accelerating AI Solutions Tech Track	Azure AI Foundry + Azure AI Agent Service	Agentic AI Hackathon		
	AZ-204: Azure Developer		Working with the full breadth of Azure's AI platform				
	AZ-305: Azure Solutions Architect						
Specialization Partners	AZ-400: DevOps Engineer	Azure AI Foundry	Microsoft AI Agents Day for Partners	Agentic AI Hackathon			
	PL-100: Power Platform App Maker	End-to-end security for GenAI infrastructure	Exploring agentic systems and multi-agent architectures				
	PL-400: Power Platform Developer						

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Solution Play: Unify Your Data Platform

Customer Opportunity

The total TAM for analytics and business intelligence is around \$48B in FY25 and should be around \$72B by FY27 according to IDC

\$48B in
FY25



\$72B in
FY27

Win Formula: Unify Your Data Platform

Customer Outcome

Evolve to a data-driven business by connecting your siloed data estate and accelerate your AI transformation through a unified data platform.

Partner Outcome

Unify customer data estate and deliver differentiated data solutions to customers, helping them realize greater business value with proven end-to-end engagement model with Microsoft.

Differentiated Partner Capabilities

Lead with Unify Data to help customers accelerate AI transformation

Align customer goals to Data and Analytics use cases and deploy repeatable Data Platform solutions to realize business value

Drive solution adoption across business units and organizations

Win Formula aligning to MCEM

1 Listen & consult

Build Pipeline

Target customers and execute campaigns

[Microsoft CloudAscent & SPARK Propensity](#)

[XiaD Partner-led workshops](#)
(e.g., Fabric Analyst in a Day, Dashboard in a Day, RTI in a Day)

[Campaigns in a Box](#)
(Enterprise, SMB, Industry)

2 Inspire & design

Design Solution

Inspire customers with demos and build intent with workshops

[Data and AI DREAM Demos](#)

[Azure Accelerate \(7/1\) Pre-Sales Offer](#)

[Co-sell with Microsoft](#)

3 Empower & achieve

Win Deal

Secure customer commitment through Trial or POV

[Microsoft Fabric Free 60-day trial](#)

[Azure Databricks Free 14-day trial](#)

[Azure Accelerate \(7/1\) Post-Sales Offers](#)

4 Realize value

Deploy & Drive Adoption

Deploy solution into production and drive adoption and usage

[Cloud Accelerate Factory \(Partner\)](#)

[Azure Essentials](#)

5 Manage & optimize

Drive Expansion

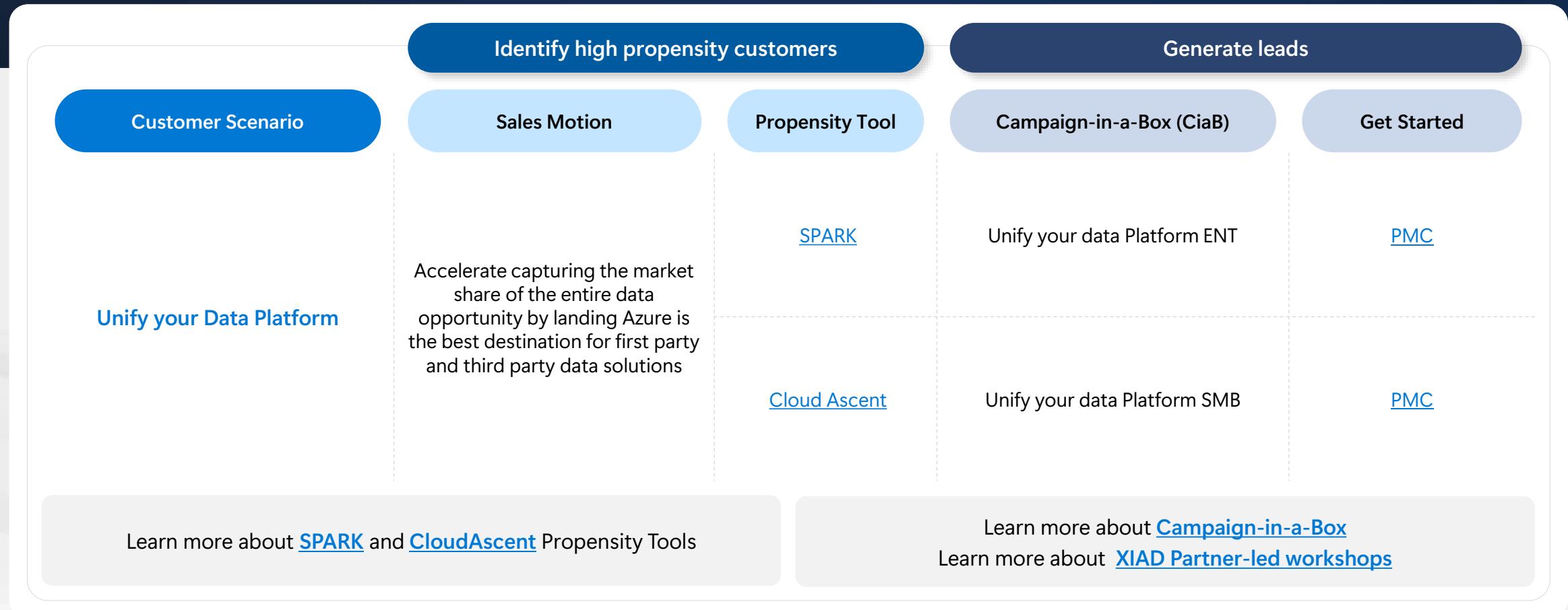
Nurture and expand (new Analytics scenarios, AI, DB migration)
Extend business value with 3P SDC solutions

Unify Your Data Platform | Demand Generation



Gain insights into high propensity customers for priority customer scenarios

Drive top of funnel leads through ready to launch customizable campaigns



Partner skilling: Unify your data platform

		Pre-MCEM to achieve Designation and Specialization	1 Listen & consult	2 Inspire & design	3 Empower & achieve	4 Realize value	5 Manage & optimize
Unify your data platform		Certification	Sales ready	Tech Deal Ready	Project Ready		
New to Practice (Build)		AZ-104: Azure Administrator	Sales: Unify your data platform	Sales: Unify your data platform	Modern data engineering with Fabric		
		AZ-305: Azure Solutions Architect			Modernize your app and database		
		DP-600: Fabric Analytics Engineer			Real-time intelligence with Fabric		
Improve Practice (Enhance)		DP-300: Azure Database Administrator	Fabric Sales Champion (SMB)	Deal Ready: Unify your data platform	Data warehousing with Fabric		
		DP-700: Fabric Data Engineer			Azure Databricks Migration and Integration		
		DP-100: Data Scientist			Data Governance with Microsoft Purview		
Specialize (Innovate and Grow)		AZ-102: Azure AI Engineer	Fabric Sales Bootcamp	Fabric Sales Bootcamp	Data Insights with AI in Fabric		
		DP-420 Azure Cosmos DB Developer			Migrate your data warehouse to cloud		
		PL-300: Power BI Data Analyst					

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SDC Cloud & AI Platform Win Formula

SDC = Software Development Company, including Independent Software Vendor (ISV) & Digital Native partner types

Cloud & AI Platforms: SDC Partner Win Formula (Build, Publish, Grow & Differentiate)

Customer Outcome

Solve customer business problems with innovative applications and agents build on Microsoft Cloud & AI Platform

Partner Execution

Support accelerated time to value with AI, apps, and agents—expand sales and reach through joint GTM with Microsoft.

Strategic Imperatives (What)

Co-innovate with Microsoft to build differentiated, AI-powered solutions using trusted cloud, data, and developer tools.

Co-market through Microsoft's marketplace and global channels to scale customer acquisition.

Co-sell with Microsoft field and partner teams to convert pipeline, close deals faster, and differentiate

SDC Engagement Journey (How)

1 Build

Develop AI-powered Apps by leveraging Azure Sponsorships, 1:1 consults, AI envisioning, [Roadmap Planning](#), [Tech Briefing](#) & [Architectural Design Sessions](#)

[Microsoft for Startups](#): Azure credits, licenses, tools for founders/startups

ISV Success

Core Package: \$5K Sponsorships, 3 Hrs 1:1 Tech Consults + AI Envisioning
Expanded: \$25K Azure Sponsorships; 50 Hrs 1:1 Tech Consults

Certified Software Designation*

Advance Package: Build & Publish Offers with Cash Incentive – Up to \$100K

2 Publish

Publish transactable Apps to [Microsoft Marketplace](#) to scale through global reach

3 Grow

Drive pipeline & revenue growth through [Digital Marketing](#), Co-Sell, Geo expansion, and [Marketplace Rewards](#)

Marketplace Rewards

Standard: Up to \$400K Azure Sponsorships

4 Differentiate

Stand out with getting your apps certified, and aligned GTM: Microsoft Cloud Solution Areas & Industry

Certified Software Designation*

Unlock new benefits

FY26 SDC Hero Offers

ISV Success Advanced: Build & Publish

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

Incentive payouts

\$100K USD

Maximum earning opportunity (L+)

Offer	Project Size per Year (Planned Azure Consumption year 1)	Partner payment* Market A B		Duration	Phase
Extra-Extra Small (XXS)	\$5K-\$15K	\$5,000		120 Days	Build & Publish
Extra Small (XS)	>\$15K-\$50K	\$20,000	\$16,000		Build & Publish
Small (S)	>\$50K-\$100K	\$30,000	\$24,000		Build & Publish
Medium (M)	>\$100K-\$250K	\$60,000	\$48,000	200 Days	Build & Publish
Large (L+)	>\$250K	\$100,000	\$80,000	260 Days	Build & Publish

Marketplace Rewards: Customer Migrate & Modernize

Enables ISVs (+SIs) to securely and efficiently move existing end-customers to modern SaaS applications and data experiences.

Incentive payouts

\$175K USD

Maximum earning opportunity (L+)

Offer	Project Size per Year (Planned Azure Consumption year 1)	Partner payment* Market A B		Duration	Phase
Migration Assessment (Assessment plus POV) NEW!	Standard: >\$15K ACR	\$15,000/\$12,000		120 days	Pre-sales
	Large: >\$250K ACR	\$25,000/\$20,000			Pre-sales
Extra-Extra Small (XXS)	\$5K-\$15K ACR	\$5,000		120 Days	Post- sales
Extra Small (XS)	>\$15K-\$50K ACR	\$15,000	\$12,000		Post-sales
Small (S)	>\$50K-\$100K ACR	\$40,000	\$32,000		Post-sales
Medium (M)	>\$100K-\$250K ACR	\$80,000	\$64,000	200 Days	Post-sales
Large (L+)	>\$250K ACR	\$175,000	\$140,000	260 Days	Post-sales

ISV Success Advanced: Build & Publish

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



Supported Scenarios



AI Apps, Agents, Developer & Data Platform



Incentive payouts

\$100K USD

Maximum earning opportunity (L+)

Offer	Project Size per Year (Planned Azure Consumption in year 1)	Partner payment* Market A B		Duration	Phase
Extra-Extra Small (XXS)	\$5K–\$15K		\$5,000		Build & Publish
Extra Small (XS)	>\$15K–\$50K	\$20,000	\$16,000	120 Days	Build & Publish
Small (S)	>\$50K–\$100K	\$30,000	\$24,000		Build & Publish
Medium (M)	>\$100K–\$250K	\$60,000	\$48,000	200 Days	Build & Publish
Large (L+)	>\$250K	\$100,000	\$80,000	260 Days	Build & Publish

Partner Criteria: Certified Software Designation (Azure, Industry AI) and extended to IPCS Top Tier partners until 12/31/2025

Marketplace Rewards: Customer Migrate & Modernize (ISV led)

Enables ISVs to securely and efficiently move existing end-customers to modern SaaS applications and data experiences.



Supported Scenarios



Customer Migrate and Modernize

Partner Criteria: Certified Software Designation (Azure, Industry AI) and extended to IPCS Top Tier partners until 12/31/2025

Customer Criteria: Strategics, Majors, SMC-Corporate and SMB customers with a valid TPID detected by Microsoft internal systems



Incentive payouts

\$175K USD

Maximum earning opportunity (L+)

Offer	Customer Project Size per Year (Planned Azure ACR and ACV in year 1)	Partner payment* Market A B		Duration	Phase
Migration Assessment (Assessment plus POV) NEW!	Standard: >\$15K ACR (\$75K–\$1.25M ACV)	\$15,000/\$12,000		120 Days	Pre-sales
	Large: >\$250K ACR (>\$1.25M+ ACV)	\$25,000/\$20,000			Pre-sales
Extra-Extra Small (XXS)	\$5K–\$15K ACR (\$25K–\$75K ACV)	\$5,000			Post-sales
Extra Small (XS)	>\$15K–\$50K ACR (>\$75K–\$250K ACV)	\$15,000	\$12,000	120 Days	Post-sales
Small (S)	>\$50K–\$100K ACR (>\$250K–\$500K ACV)	\$40,000	\$32,000		Post-sales
Medium (M)	>\$100K–\$250K ACR (>\$500K–\$1.25M ACV)	\$80,000	\$64,000	200 Days	Post-sales
Large (L+)	>\$250K ACR(>\$1.25M+ ACV)	\$175,000	\$140,000	260 Days	Post-sales

SME&C Consolidated View

Win Formula: SME&C Cloud and AI Platform

Customer Outcome

Accelerate AI transformation and time to value with enterprise-ready solutions powered by the Microsoft Cloud and AI platform.

Partner Outcome

Grow profit and win customer deals by migrating and modernizing applications in Azure, leveraging Microsoft's investments.

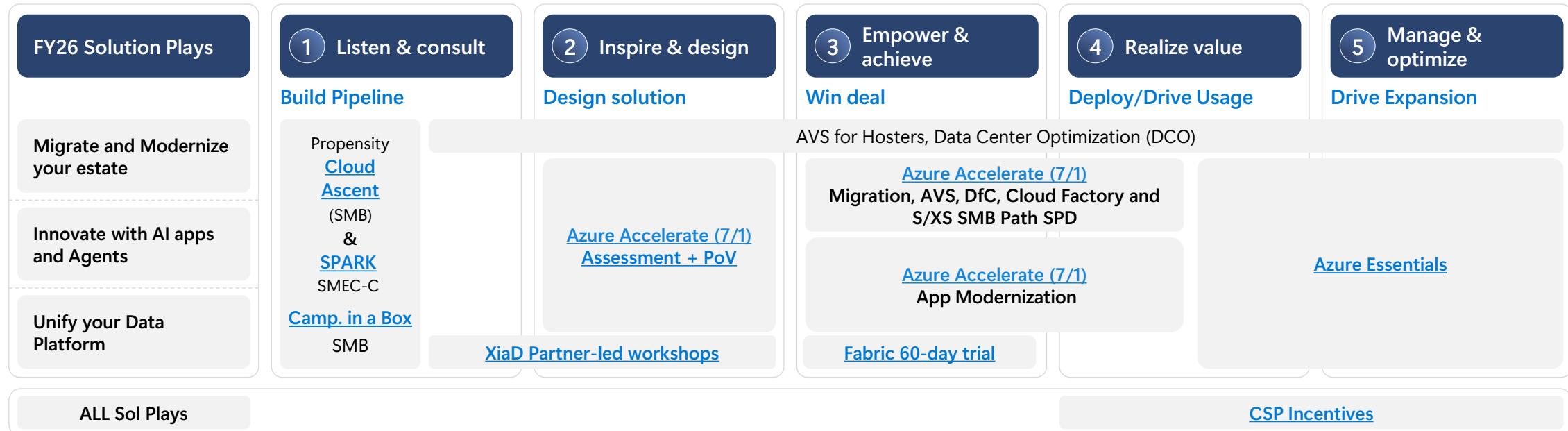
Partner Role

Attain Solution Designation and Specialization be the Azure cloud and AI trusted advisor

Align customer goals to Migration, Data, AI and Analytics use cases and deploy repeatable solutions with security foundations

Enable customers to grow their Azure estate by creating the foundation to securely innovate with AI

Win Formula aligning to MCEM



Partners Commitments for Joint Planning



Keep engaged with shared leads in Partner Center

Use the Leads tab > Planned Items to take action (accept or decline leads) within 14 days.



Collaborate with MSFT sellers to drive opportunities

Seek assistance from Microsoft SME&C seller by transforming the referral into a Co-sell opportunity.



Track performance from engagements

Review leads details and performance to determine next best action and have regular discussions with your PDM/PSS.



Keep the feedback loop

Share your experience and ideas to improve to foster mutual growth.

Cloud & AI Platform Play-wide Strategies

- Spark propensity lists
- CloudAscent SMB propensity
- Campaign-in-a-Box
- Co-Selling with Microsoft

Demand Generation, Propensity, CIAB – SPARK – What is SPARK Propensity?

FY26 Coverage

All

Solution Areas

Mainstream

Solution Plays

Enterprise & Corporate*

Customer Segments

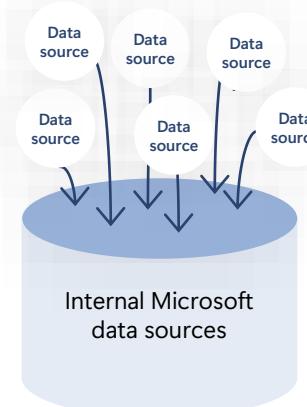
Eligible Partners^

Partners

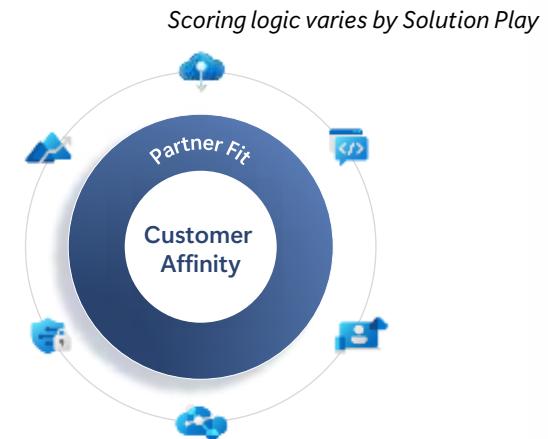
Intelligent data models which leverage telemetry data to predict a customer's likelihood of purchasing a Microsoft solution

How it works

1 Aggregate inputs across Microsoft data sources

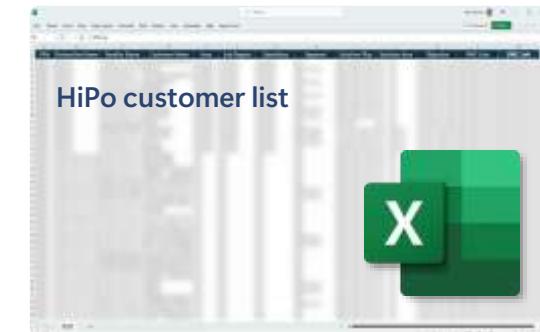


2 Assign propensity score based on affinity & best fit



3 Identify high-potential customers to drive growth

Compliant, partner-ready propensity lists, now available via the Partner Center Insights Workspace



FY26 SPARK Propensity | Partner CTAs



Benefits for partners

- **Increase sales velocity** by targeting customers most likely to drive growth
- **Stronger collaboration** due to shared visibility between partner & MSFT roles
- **HiPo customer opportunities** are directly aligned to **MSFT strategic goals**
- **Aggregated marketing resources** to help easily find & leverage assets
- **Dynamic propensity models** are continually trained & improved



Getting started

Visit [SPARK Propensity in Partner Center Insights](#) on MS Learn for info on:

- How SPARK models work
- How to download SPARK Propensity lists
- Customer targeting scenario CTAs

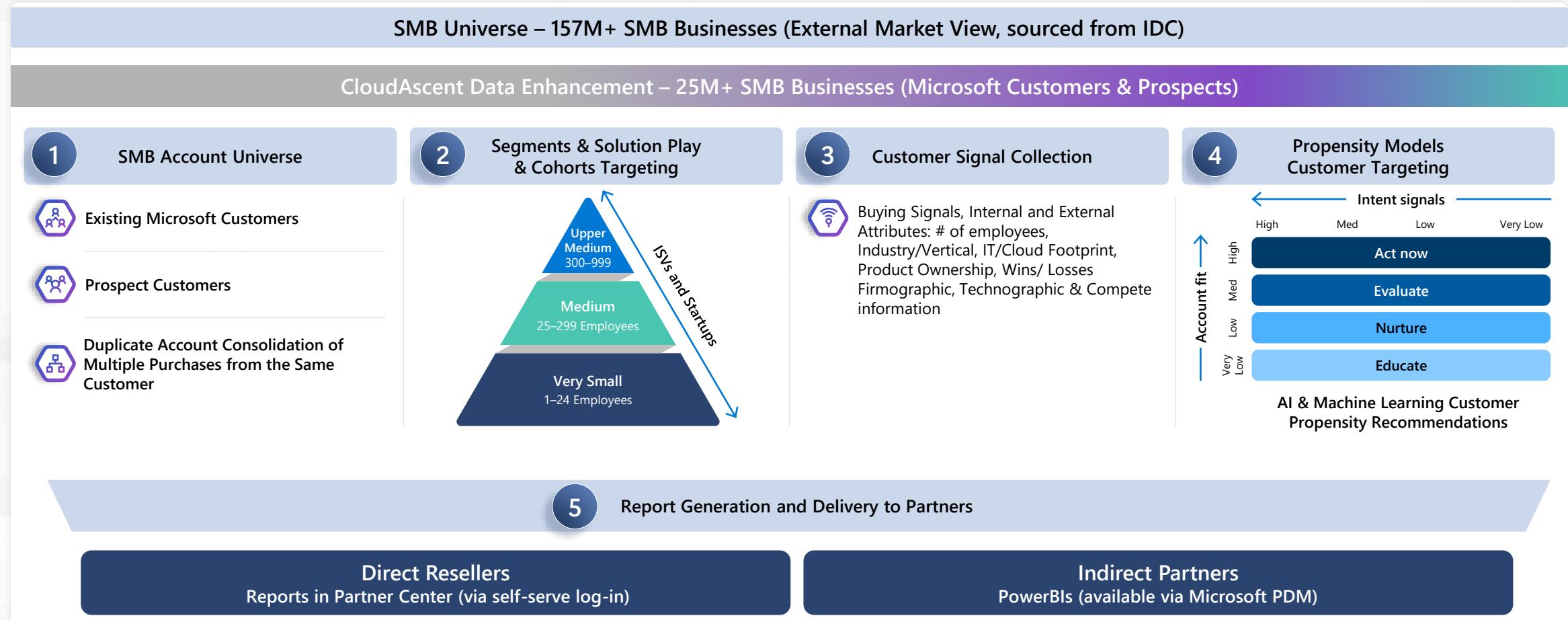


Partner Call to Action

- 01 Download SPARK Propensity data from Partner Center
- 02 Review HiPo customer list with PDM & work together to prioritize execution
- 03 Leverage ready-made marketing assets with targeted HiPo customers (*i.e. Ciab*)
- 04 Work with PDM to monitor solution delivery performance & customer engagement

CloudAscent | What is CloudAscent?

CloudAscent (CLAS) is the engine powered by AI, Machine Learning, and customer intelligence that takes internal and external data to deliver high propensity SMB customer targets to partners for Cloud and AI Platforms, AI Business Productivity, and Security solutions



FY26 CloudAscent SMB Propensity | Partner CTAs



Benefits for partners

- **Increased sales & marketing efficiency** with data driven insights to allow more precise customer targeting.
- **Reduced cost of sales** by reducing the sales cycle times.
- **Improved customer retention** by providing insights into customer needs and behaviors.
- **Act Now propensity recommendations** conversion rate is 3X other propensity levels for new customer acquisition.
- **Act Now NLW* propensity recommendations** for Cloud and AI accounts YoY growth rate is 5X other Azure propensity levels.



Getting started

Visit <https://aka.ms/CloudAscent> to gain familiarity with CloudAscent:

- How CloudAscent works
- How to access CloudAscent SMB propensity lists
- Reseller and Indirect Provider training for specific targeting scenarios



Partner Call to Action

- 01 **Learn about CloudAscent** by visiting <https://aka.ms/CloudAscent>
- 02 **Download CloudAscent customer propensity lists** from Partner Center for resellers OR receive Power BI from PDM for Indirect Providers. Discover more <http://aka.ms/CLASdefinitions>
- 03 **Develop Campaign** by familiarizing yourself with the cohorts and readiness material on <http://aka.ms/smbgtm>
- 04 **Engage Sales & Marketing** by sharing insights from CloudAscent to align their strategies and efforts
- 05 **Execute and Monitor** your marketing campaigns and sales strategies adjusting as needed based on results

Campaign in a Box (CiaB): A Snapshot



What is CiaB?

- Ready to launch customizable campaigns
- Approved Microsoft value propositions, messaging and branding
- Aligned to Microsoft priority solution areas and industries

- Available to all Microsoft AI Cloud Partners
- Microsoft invests so that partners can GTM quicker and faster
- Drive top of the funnel leads through partner-led marketing

Example: Digital Marketing Content OnDemand Campaign | Build and modernize AI apps

Build awareness

Demand gen email sequence, social assets/ads, Infographic, Thought Leadership



Acquire leads

E-book: App Innovation unleashed: Seven opportunities to innovate with intelligent, AI-powered apps



Nurture opportunities

To-customer pitch decks



Two ways partners can leverage CiaB

1

Partner Marketing Center (PMC) – Downloadable customizable assets w/ execution guides

2

Digital Marketing Center OnDemand (DMC) – Platform to launch multi-week campaigns to generate new leads

Microsoft Co-sell



IP (Solutions-Based) Selling

Generally GISV/ISV partners

'Thing'-based solutions for customer problems
(software, device)



Capability (Services-Based) Selling

Generally GSI/SI partners

'Action'-based solutions for customer problems
(service, execution)



The Value of Co-sell



**Co-sell and
the joint
commitment
to partnering**



Why we Co-sell

- Joint success and solving for the customer
- Scale and innovation



Successful collaboration

- Transparency
- Trust
- Early engagement



What's in it for you

- Access to Microsoft sellers and Customers
- Increased scale and velocity
- Upsell and cross-sell potential



Quality engagement

- Sharing the right deals
- Quality and completeness
- Ongoing collaboration

Co-sell Resources

01 Co-sell resources

- [Co-sell Partner engagement guide](#)
 - [Selling with Microsoft](#)
 - [Co-sell how-to video gallery](#)
-

02 Marketplace

- [Publisher Guide for Partners](#)
 - [Marketplace Support for Publishers](#)
-

03 MCEM

- [Microsoft Customer Engagement Methodology \(MCEM\) for Partners](#)
 - [Microsoft LevelUp – Microsoft Customer Engagement Methodology \(MCEM\) for Partners](#)
-

04 More information and help

- [Referral and Co-sell Support](#)

FY26 Investments Azure Accelerate

Overview

FY26 Investment Direction

Driving success in high-value customer scenarios



Customer Segment
Optimize investments for each segment



MCEM Stage
Drive **consistency** and **simplification**
focused on Inspire & Design and Realize Value



CSP is the hero motion

Activate SME&C Growth
Reward **growth** across new and existing
customers, workloads, and seat counts

Increase Hero Investments Across CSAs



**AI Business
Solutions**



**Cloud & AI
Platforms**



Security

Azure Partner Incentives FY26 – Specialized Partners

Solution Play Scenarios

 Core Migrate and Modernize

 Core Migrate and Modernize with MDC

 Migrate SAP

 Data Platform

 AI Apps, Agents & Developer

 Migrate and Modernize VMware

 Virtual Desktop Infra Deployment

 Cross-Solution Play

1 Listen & consult

2 Inspire & design

3 Empower & achieve

4 Realize value

5 Manage & optimize

Azure Accelerate (-PN)

Assessment + Proof of Value:

Up to \$25K USD

Azure Accelerate (-PN)

Migration & Deployments:

Up to \$175K USD

Azure CSP Consumption*:

10% of Net New ACR Growth
+ 3% of ACR (PayGo) Or 3% of ACR Bundle (RI, ASP, PTU)

* All Consumption earnings stackable
(i.e. 7% + 3% or 7% + 3%)

Partner + Cloud Accelerate Factory

\$0-Cost to Partner, lift and Shift resources available to accelerate Migration, Modernization and/or Innovation

Azure Partner Incentives FY26 – SMB-Track SPD Partners

Solution Plays

Core Migrate and Modernize

Core Migrate and Modernize with MDC

Data Platform

AI Apps, Agents & Developer

Migrate and Modernize VMware

Virtual Desktop Infra Deployment

Cross-Solution Play

1 Listen & consult

2 Inspire & design

3 Empower & achieve

4 Realize value

5 Manage & optimize

Azure Accelerate (-PN)

Migration & Deployments

Up to \$13.8K USD

Azure CSP Consumption*

10% of Net New ACR Growth
+ 3% of ACR (PayGo) Or 3%
of ACR Bundle (RI, ASP, PTU)

* All Consumption earnings stackable
(i.e. 7% + 3% or 7% + 3%)

Partner + Cloud
Accelerate Factory

\$0-Cost to Partner, lift and Shift
resources available to accelerate
Migration, Modernization and/or
Innovation

Azure Accelerate



One unified offering

- One **brand** for all customer needs across migration, modernization and innovation



Offer simplification

- A **simplified offer construct** with straightforward funding across solution plays and project sizes
- Clear **project size criteria** between partner-nominated and Microsoft field-nominated projects
- **Cloud Accelerate Factory** available for more scenarios



Offer competitiveness

- Increased **partner funding** for pre-sales and select strategic workloads (VMware migrations and SAP)



Increased sales velocity

- Packaged pre-sales offer includes **assessment and proof of value** in a single engagement

Azure Accelerate

Engagement approach

Listen & consult

Inspire & design

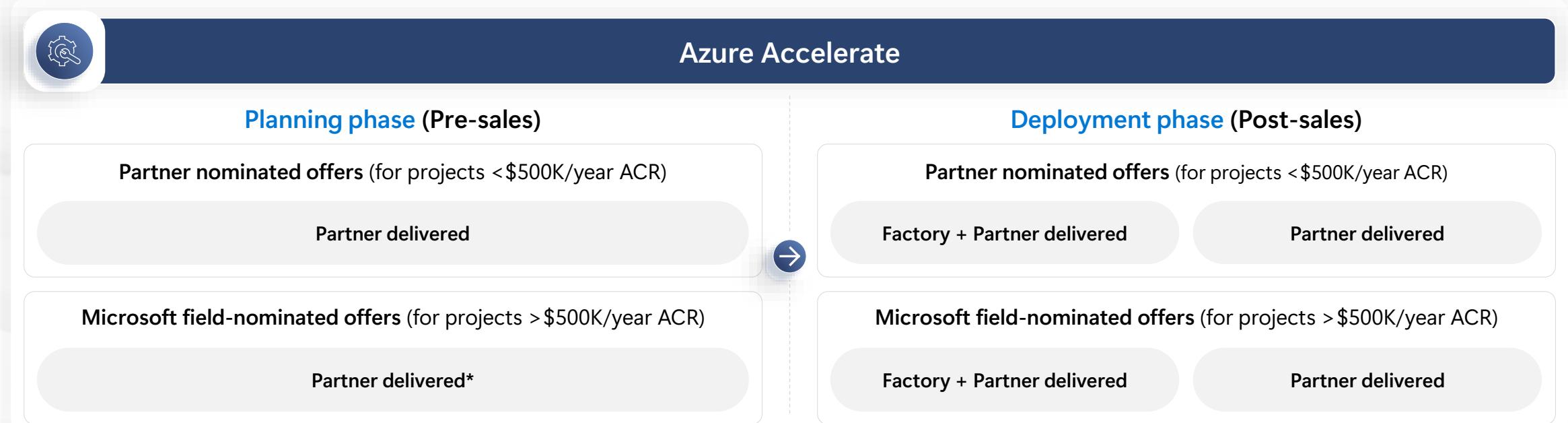
Empower & achieve

Realize value

Manage & optimize

Start customer conversations

Start at any stage, based on readiness



* Proof of value is partner delivered

Classified as Microsoft Confidential

FY26 July 1 – Azure Accelerate

PL

FL

FY26									
T-Shirt Size	Customer Project Size	Avg. Deal Size (Mid-point of T-shirt)	Azure Accelerate Pre-Sales Offer (Assessment + POV)	FY26 Partner Cash Incentive Structure					Customer Credits
XXS	\$5K–\$15K	\$10,000	N/A	\$2,000	\$2,000	\$2,000	\$3,000	\$3,000	Only in FL Up to 10% (requires seller nomination)
XS	\$15K–\$50K	\$32,500	\$15,000	\$6,500	\$6,500	\$6,500	\$7,000	\$10,000	
S	\$50K–\$100K	\$75,000		\$15,000	\$15,000	\$15,000	\$25,000	\$45,000	
M	\$100K–\$250K	\$175,000		\$35,000	\$35,000	\$35,000	\$75,000	\$100,000	
L	\$250K–\$500K	\$375,000	\$25,000	\$75,000	\$75,000	\$75,000	\$85,000	\$175,000	
XL	\$500K–\$2.5M	Variable	Up to \$50,000	\$100K–\$500K	\$100K–\$500K	\$100K–\$500K	\$150K–\$500K	\$150K–\$500K	

FY26 Partner Performance Measurements

Pre and Post Sales Measurements



Pre-Sales

Partners must maintain a 3:1 ratio of pre-sales to post-sales engagements.



Post-Sales

Partners must meet ACR targets in over 60% of individually measured projects.

Criteria



- Claims monitored over a 12-month rolling window.
- Paused partners may resume participation once they meet the required pre-sales or post-sales ratio thresholds, or after their claims period expires. Partners and field teams can enroll in bi-weekly performance reports for ongoing monitoring.
- Controls are assessed at the PartnerOne ID level, with a global center of excellence advised for partner monitoring their affiliate claims worldwide.

Engagement Max Cap Limits



Up to 4 approved claims, with a maximum of 2 concurrent claims. This requirement applies per T-shirt size, TPID, and partner location ID.

Cap on Max Partner Earnings



Partner earnings are capped at \$3M.

FY26 Azure Accelerate – Partner-Nominated Specialized Partners

Single Slide Overviews

Azure Accelerate Partner Nominated – Specialized Partners

Enables our customers to migrate and modernize existing applications, infrastructure and data workloads to Azure to drive scale, velocity and AI readiness.



Supported Scenarios



Core Migrate and Modernize



Data Platform



AI Apps, Agents & Developer

Customer Criteria: Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategics are not eligible)



Incentive payouts

\$75K
USD

Maximum earning opportunity (L+)

Offer	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner payment* Market A B	Duration	Phase
Pre-Sales Offer (Assessment plus POV) NEW!	Standard: >\$15K	\$15,000/\$12,000	120 days	Pre-sales
	Large: >\$250K	\$25,000/\$20,000		Pre-sales
Extra-Extra Small (XXS) engagement	\$5K–\$15K	\$2,000		Post-sales
Extra Small (XS) engagement	>\$15K–\$50K	\$6,500	\$5,200	Post-sales
Small (S) engagement	>\$50K–\$100K	\$15,000	\$12,000	Post-sales
Medium (M) engagement	>\$100K–\$250K	\$35,000	\$28,000	Post-sales
Large (L) engagement	>\$250K–\$500K+	\$75,000	\$60,000	Post-sales

Customer Skilling and Cloud Accelerate Factory assistance is optional for all offers **
No Azure credits available for these engagements

Azure Accelerate Partner Nominated – Microsoft Defender for Cloud

Offers partners an additional 15% funding for engagements that include Defender for Cloud consumption in their Infrastructure & Database Migration Deployment in partner-nominated projects. This incentive is available for all listed offer sizes.



Supported Scenarios



Migrate & Modernize with Microsoft Defender for Cloud

Partners can receive an additional incentive (15% extra funding when compared to standard Infra/DB engagements) specifically for Infrastructure & Database Migration engagements that includes Defender for Cloud consumption in Azure Migrate and Modernize partner-nominated.

Customer Criteria: Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible)



Incentive payouts

Up to
\$86.25K

Payout when including Defender for Cloud

Offer	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner payment* Market A B		Phase
Migrate & Modernize with MDC XXS	\$5K–\$15K	\$2,300		Post-sales
Migrate & Modernize with MDC XS	>\$15K–\$50K	\$7,475	\$5,980	Post-sales
Migrate & Modernize with MDC Small	>\$50K–\$100K	\$17,250	\$13,800	Post-sales
Migrate & Modernize with MDC Medium	>\$100K–\$250K	\$40,250	\$32,200	Post-sales
Migrate & Modernize with MDC Large +	>\$250K–\$500K+	\$86,250	\$69,000	Post-sales

Customer Skilling and Cloud Accelerate Factory assistance is optional for all offers **
No Azure credits available for these engagements

Azure Accelerate Partner Nominated – Specialized Azure VMware Solution

Enables our customers to migrate and modernize existing applications, infrastructure and data workloads to Azure VMware to drive scale, velocity and AI readiness.



Supported Scenarios



Migrate and Modernize VMware

Customer Criteria: Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategics are not eligible)



Incentive payouts

\$175K
USD

Maximum earning opportunity (L+)

Offer	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner payment* Market A B		Phase
Extra-Extra Small (XXS) engagement	\$5K–\$15K	\$3,000		Post-sales
Extra Small (XS) engagement	>\$15K–\$50K	\$10,000	\$8,000	Post-sales
Small (S) engagement	>\$50K–\$100K	\$45,000	\$36,000	Post-sales
Medium (M) engagement	>\$100K–\$250K	\$100,000	\$80,000	Post-sales
Large (L) engagement+	>\$250K–\$500K+	\$175,000	\$140,000	Post-sales

Customer Skilling and Cloud Accelerate Factory assistance is optional for all offers **
No Azure credits available for these engagements

Azure Accelerate Partner Nominated – SAP

Migrate SAP enables our customers to migrate and modernize existing SAP, Infrastructure estate and other enterprise applications, substructure and data workloads to SAP Tenant and/or to Azure to drive scale, velocity and AI readiness.



Supported Scenarios



Migrate SAP (RISE, Native, Grow)

Offer	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner payment* Market A B	Phase	
SAP Pre-Sales Offer (Assessment plus POV) NEW!	Standard: >\$15K (>\$45K SAP ACV min.)	\$15,000/\$12,000	Pre-sales	
	Large: >\$250K (>\$750K SAP ACV min.)	\$25,000/\$20,000	Pre-sales	
Extra-Extra Small (XXS) engagement	\$5K–\$15K (\$15k SAP ACV min.)	\$3,000	Post-sales	
Extra Small (XS) engagement	>\$15K–\$50K (\$45K SAP ACV min.)	\$7,000	\$6000	Post-sales
Small (S) engagement	>\$50K–\$100K (\$150k SAP ACV min.)	\$25,000	\$20,000	Post-sales
Medium (M) engagement	>\$100K–\$250K (\$300K SAP ACV min.)	\$75,000	\$70,000	Post-sales
Large (L) engagement+	>\$250K–\$500K+ (\$750k SAP ACV min.)	\$85,000	\$80,000	Post-sales
Customer Skilling and Cloud Accelerate Factory assistance is optional for all offers ** No Azure credits available for these engagements				

Customer Criteria: Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategics are not eligible)

Azure Accelerate Partner Nominated – AVD

Enables partners to provide expert guidance to migrate a customer's Desktop Infrastructure like windows desktops and apps to Azure Virtual Desktop to drive scale, velocity and AI readiness.



Supported Scenarios



Virtual Desktop Infrastructure Migration



Incentive payouts

\$50K USD

Maximum earning opportunity (L+)

Offer	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner payment* Market A B		Phase
Extra-Extra Small (XXS) engagement	\$5K–\$15K	\$2,000		Post-sales
Extra Small (XS) engagement	>\$15K–\$50K	\$5,000	\$4,000	Post-sales
Small (S) engagement	>\$50K–\$100K	\$15,000	\$12,000	Post-sales
Medium (M) engagement	>\$100K–\$250K	\$35,000	\$28,000	Post-sales
Large (L) engagement+	>\$250K–\$500K+	\$50,000	\$40,000	Post-sales

Customer Criteria: Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategics are not eligible)

Customer Skilling and Cloud Accelerate Factory assistance is optional for all offers **
No Azure credits available for these engagements

FY26 Azure – Partner-Nominated SMB SPD

Single Slide Overviews

Azure Accelerate Partner Nominated – SMB-Track-SPD Partners (SMB)

Enables our customers to migrate and modernize existing applications, infrastructure and data workloads like Windows Server & SQL Server, Linux, VMware, Desktop Infrastructure to Azure to drive scale, velocity and AI readiness.



Supported Scenarios



Core Migrate and Modernize (SMB)



Virtual Desktop Infrastructure Migration (SMB)



Migrate and Modernize VMware (SMB)



Data Platform (SMB)



AI Apps, Agents & Developer (SMB)

Customer Criteria: SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategics and Majors are not eligible)



Incentive payouts

\$12K USD

Maximum earning opportunity (Small)

Offer	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner payment* Market A B	Phase
(SMB) XXS	\$5K-\$15K	\$2,000	Post-sales
(SMB) XS	>\$15K-\$50K	\$4,000 \$3,200	Post-sales
(SMB) Small	>\$50K-\$100K	\$12,000 \$9,600	Post-sales

Customer Skilling and Cloud Accelerate Factory assistance is optional for all offers **
No Azure credits available for these engagements

Azure Accelerate Partner Nominated – Microsoft Defender for Cloud (SMB)

Offers partners an additional 15% funding for engagements that include Defender for Cloud consumption in their Infrastructure & Database Migration Deployment in Azure Migrate and Modernize partner-nominated projects. This incentive is available for all offer sizes.



Supported Scenarios

- Migrate & Modernize with Microsoft
- Defender for Cloud

Partners can receive an additional incentive (15% extra funding when compared to standard Infra/DB engagements) specifically for Infrastructure & Database Migration engagements that includes Defender for Cloud consumption in Azure Migrate and Modernize partner-nominated

Customer Criteria: SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic and Majors accounts are not eligible)



Incentive payouts

Up to
\$13.8K

Payout when including Defender for Cloud (SMB)

Offer	Customer Project Size per Year (Planned Azure Consumption in year 1)	Partner payment* Market A B	Phase	
Migrate & Modernize with MDC XXS (SMB)	\$5K-\$15K	\$2,300	Post-sales	
Migrate & Modernize with MDC XS (SMB)	>\$15K-\$50K	\$4,600	\$3,680	Post-sales
Migrate & Modernize with MDC Small (SMB)	>\$50K-\$100K	\$13,800	\$11,040	Post-sales

Customer Skilling and Cloud Accelerate Factory assistance is optional for all offers **
No Azure credits available for these engagements

FY26 PL Partner Eligibility to Specialization Mapping

FY26 Solution Plays	FY26 Engagement Lever Names – Specialized Partners	Specializations (<i>Each listed Specialization enables eligibility by engagement lever</i>)	Workloads	Stage	T-shirts
All	Pre-Sales Offer (Assessment and POV)	<p><i>Eligible Specializations aligned to the following Scenarios</i></p> <p>1) Core Migrate & Modernize 2) SAP 3) Data Platform 4) AI Apps, Agents & Developer</p>	As shown below	Pre-Sales ¹	2 T-shirts (Standard & Large)
Migrate and Modernize Your Estate	Core Migrate and Modernize ¹	<ul style="list-style-type: none"> Azure Expert MSP Azure Specialization of Infrastructure & Database Migration Azure Specialization of Kubernetes on Microsoft Azure Azure Specialization of Migrate Enterprise Applications on Azure 	Windows Server, Linux, SQL Server and open-source databases (Azure SQL, Azure PostgreSQL, Azure CosmosDB, Azure MySQL) modernization of existing applications ⁵ to Azure with complimentary products ⁵ , with Microsoft Defender for Cloud	Post Sales ⁴	5 T-shirts each i.e., XXS – L+ (Specialized Partners)
	Core Migrate and Modernize ¹ with MDC ²	<ul style="list-style-type: none"> Azure Specialization in Azure VMware Solution Azure Expert MSP 	Azure VMware Solution (AVS)		
	Migrate and Modernize VMware	<ul style="list-style-type: none"> Azure Specialization in Azure Virtual Desktop 	Azure Virtual Desktop		
	Virtual Desktop Infrastructure Migration	<ul style="list-style-type: none"> Specialization in SAP on Microsoft Azure 	SAP RISE, SAP Native to Azure, SAP Grow		
	Migrate SAP ¹	<ul style="list-style-type: none"> Azure Specialization in Analytics on Microsoft Azure Azure Specialization in Data Warehouse Migration to Microsoft Azure 	Microsoft Fabric, Azure Databricks		
Innovate with Azure AI Apps and Agents	AI Apps, Agents & Developer ^{1,3}	<ul style="list-style-type: none"> Azure Specialization in Build AI Apps Azure Specialization in Accelerate Developer Productivity with Microsoft Azure Azure Specialization in AI Platform 	Azue AI Foundry & Platform (Agents & Models), Azure Kubernetes Service (AKS), Azure App Service, Azure Open AI, Azure AI Services, Developer (GitHub Enterprise, GitHub Advanced Security, GitHub Copilot, GitHub Actions, GitHub Codespaces etc. plus, complimentary products ⁵		
FY26 Solution Plays	FY26 Engagement Names – SPD SMB-Track Partners	Solution Partner Designation (<i>Each SPD enables eligibility by engagement lever</i>)	Workloads	Stage	T-shirts
None	N/A (No : Assessment and POV for SMB)	N/A	N/A	N/A	N/A
Migrate and Modernize Your Estate	Core Migrate and Modernize (SMB)	<ul style="list-style-type: none"> SMB track – Solutions partner for Infrastructure 	Windows Server, Linux, SQL Server and open-source databases (Azure SQL, Azure PostgreSQL, Azure CosmosDB, Azure MySQL) modernization of existing applications to Azure, with Microsoft Defender for Cloud. Azure VMware Solution (AVS), Azure Virtual Desktop	Post Sales ⁴	3 T-shirts each i.e., XXS – Small (SMB-Track – SPD Partners)
	Core Migrate and Modernize with MDC ² (SMB)				
	Migrate and Modernize VMware (SMB)				
	Virtual Desktop Infrastructure Migration (SMB)				
Unify Your Data Platform	Data Platform (SMB)	<ul style="list-style-type: none"> SMB track – Solutions partner for Data & AI or SMB track – Solutions partner for Digital & App Innovation 	Microsoft Fabric, Azure Databricks		
Innovate with Azure AI Apps and Agents	AI Apps, Agents and Developer (SMB) ³	<ul style="list-style-type: none"> SMB track – Solutions partner for Data & AI or SMB track – Solutions partner for Digital & App Innovation 	Azue AI Foundry (Agents & Models), Azure Kubernetes Service (AKS), Azure App Service, Azure Open AI, Azure AI Services, GitHub Enterprise, GitHub Advanced Security, GitHub Copilot, GitHub Actions, GitHub Codespaces etc. plus, complimentary products ⁵		

1. Pre-sales eligible scenarios only and are only accessible to Specialized partners in -PL. Not available to SMB-PL

2. Add-on payout for MDC scenarios at 15% on Migrate and Modernize Payout

3. Innovation: One engagement name and the same standalone (FY25-based) payout amount for AI Apps (Agents & Platform) and Developer

4. SMB -PL covers XXS – S sizes (<80% payout) , -PL Specialized covers XXS – L+

5. Complementary products are used to support defined use case combinations of AI Services + Databases + App Services + GitHub or AI/Agentic Platform + Agent opportunities, namely: Azure SQL, Azure PostgreSQL, Azure CosmosDB, Azure MySQL, Azure Container Apps. Azure Security services (e.g., Microsoft Defender For Cloud), other NoSQL databases, API Management, Azure Functions, Logic Apps

FY26 Software Development Companies (SDC) Offers

Single Slide Overviews

ISV Success Advanced: Build & Publish

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



Supported Scenarios



AI Apps, Agents, Developer & Data Platform

Incentive payouts

\$100K
USD

Maximum earning opportunity (L+)



Offer	Project Size per Year (Planned Azure Consumption in year 1)	Partner payment* Market A B		Duration	Phase
Extra-Extra Small (XXS)	\$5K–\$15K	\$5,000			Build & Publish
Extra Small (XS)	>\$15K–\$50K	\$20,000	\$16,000	120 Days	Build & Publish
Small (S)	>\$50K–\$100K	\$30,000	\$24,000		Build & Publish
Medium (M)	>\$100K–\$250K	\$60,000	\$48,000	200 Days	Build & Publish
Large (L+)	>\$250K	\$100,000	\$80,000	260 Days	Build & Publish

Partner Criteria: Certified Software Designation (Azure, Industry AI) and extended to IPCS Top Tier partners until 12/31/2025

Marketplace Rewards: Customer Migrate & Modernize (ISV led)

Enables ISVs to securely and efficiently move end-customers to modern SaaS applications and data experiences.

Supported Scenarios		Incentive payouts				
		\$175K USD	Maximum earning opportunity (L+)			
Offer	Customer Project Size per Year (Planned ACR and ACV in year 1)	Partner payment* Market A B	Duration	Phase		
Migration Assessment (Assessment + POV) NEW!	Standard: > \$15K ACR (\$75K - \$1.25M ACV)	\$15,000 \$12,000	120 days	Pre-sales		
	Large: > \$250K ACR (> \$1.25M+ ACV)	\$25,000 \$20,000				
Extra-Extra Small (XXS)	\$5K-\$15K ACR (\$25K – \$75K ACV)	\$5,000		Post-sales		
Extra Small (XS)	> \$15K-\$50K ACR (> \$75K – \$250K ACV)	\$15,000	\$12,000		120 Days	Post-sales
Small (S)	> \$50K-\$100K ACR (> \$250K – \$500K ACV)	\$40,000	\$32,000	Post-sales		
Medium (M)	> \$100K-\$250K ACR (> \$500K – \$1.25M ACV)	\$80,000	\$64,000		200 Days	Post-sales
Large (L+)	> \$250K ACR (> \$1.25M+ ACV)	\$175,000	\$140,000	260 Days	Post-sales	

Partner Criteria: Certified Software Designation (Azure, Industry AI) and extended to IPCS Top Tier partners until 12/31/2025

Customer Criteria: Strategics, Majors, SMC-Corporate and SMB customers with a valid TPID detected by Microsoft internal systems

ISV Customer Migrate & Modernize (SI led)

Help ISVs accelerate customer migrations by enabling Advance specialized GSI/SI partners to securely and efficiently move end-customers to modern SaaS applications and data experiences.



Supported Scenarios



Customer Migrate and Modernize

Partner Criteria: Azure Expert MSP, Azure Specialization of Infrastructure & Database Migration, Azure Specialization of Kubernetes on Microsoft Azure, Azure Specialization of Migrate Enterprise Applications on Azure

ISV Criteria: Certified Software Designation (Azure, Security, Industry AI) and extended to IPCS Top Tier partners until 12/31

Customer Criteria: Strategics, Majors, SMC-Corporate and SMB customers with a valid TPID detected by Microsoft internal systems

Incentive payouts

\$175K
USD

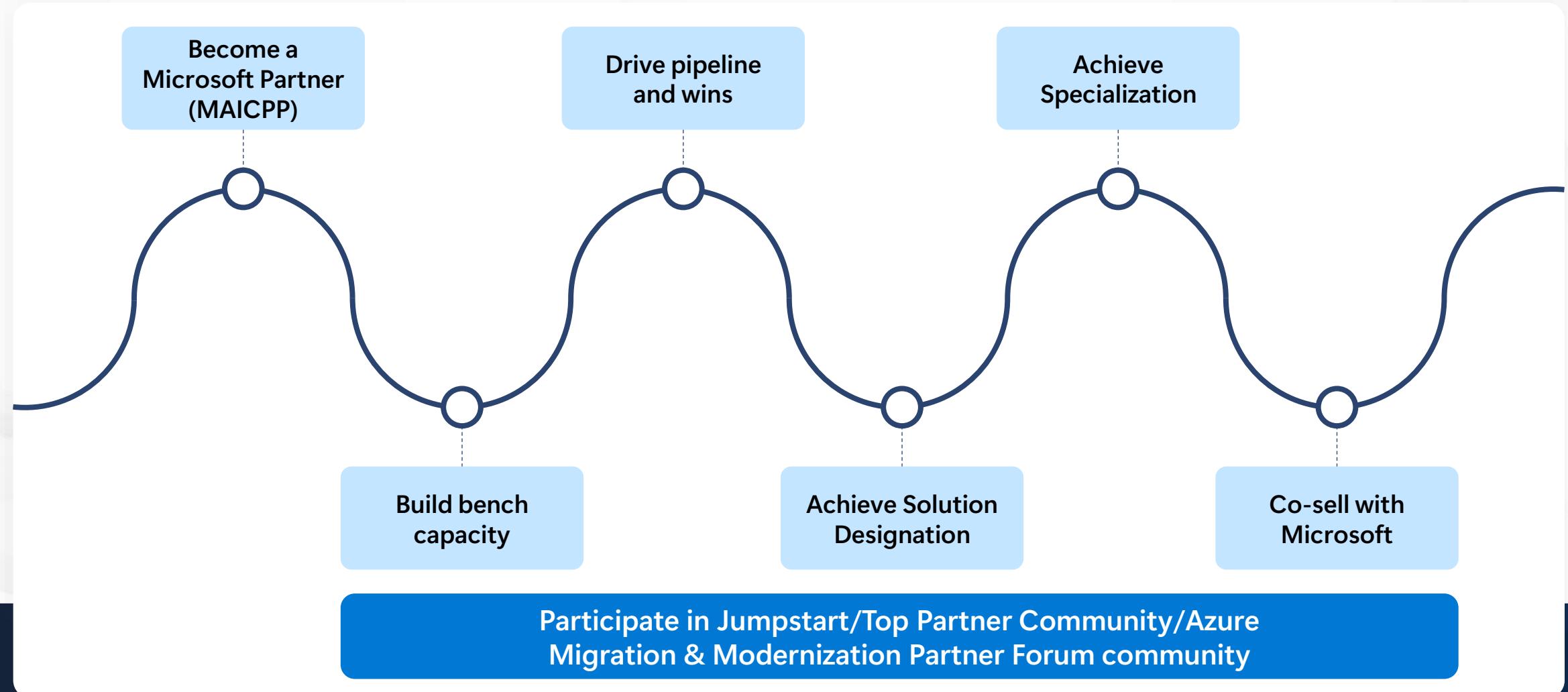
Maximum earning opportunity (L+)



Offer	Customer Project Size per Year (Planned ACR and ACV in year 1)	Partner payment* Market A B		Duration	Phase
Migration Assessment (Assessment + POV) NEW!	Standard: >\$15K ACR (\$75K - \$1.25M ACV)	\$15,000 \$12,000		120 days	Pre-sales
	Large: >\$250K ACR (>\$1.25M+ ACV)	\$25,000 \$20,000			Pre-sales
Extra-Extra Small (XXS)	\$5K-\$15K ACR (\$25K – \$75K ACV)		\$5,000		Post-sales
Extra Small (XS)	>\$15K-\$50K ACR (>\$75K – \$250K ACV)		\$15,000	\$12,000	120 Days
Small (S)	>\$50K-\$100K ACR (>\$250K – \$500K ACV)		\$40,000	\$32,000	Post-sales
Medium (M)	>\$100K-\$250K ACR (>\$500K – \$1.25M ACV)		\$80,000	\$64,000	200 Days
Large (L+)	>\$250K ACR (>\$1.25M+ ACV)		\$175,000	\$140,000	260 Days
					Post-sales

How To Build Your Practice

Steps to building your practice...



Microsoft AI Cloud Partner Program

**Action**

Accelerate your practice to Azure Specializations to unlock investments

Solutions Partner designations

Demonstrate your breadth capabilities
in the Azure solution area

Stand out to customers

Differentiate with badging

Access to exclusive tools,
resources and benefits

Unlock opportunities to sell
with Microsoft

Flexibility in attainment paths

Qualify on either the SMB or
Enterprise path

Single score by designation
in Partner Center

Earn points just by upskilling
your teams

Specializations

Differentiate your Azure
practice with Specializations

Azure Expert MSP

Infra and Database Migration to
Microsoft Azure

Microsoft Azure VMware Solution

Migrate Enterprise Applications to
Microsoft Azure

Accelerate Developer Productivity
with Microsoft Azure

SAP on Microsoft Azure

Microsoft Azure Virtual Desktop

Build AI Apps with Microsoft Azure

Kubernetes on Microsoft Azure

AI Platform on Microsoft Azure

Analytics on Microsoft Azure

Get access to practice
accelerating benefits
and incentives

Technical Support

GTM Resources

Azure credits and other licenses



Azure Migrate and
Modernize offering*

Access to Co-sell through
Specializations

External Specialized
Partner Recognition

Microsoft AI Cloud Partner Program



Action

Accelerate your practice leveraging MAICPP offers and product benefits

Explore → Build → Strengthen → Differentiate → Depth Differentiation

Highlighted Products	Partner Launch Benefits	Partner Success Core Benefits	Partner Success Expanded Benefits	Azure Solution Partner Designation(s)	Azure Specialization(s)
Azure Credits	\$700 USD	\$2,400 USD	\$4,000 USD	\$6K–\$18K USD	← +\$12K–\$60K USD
Visual Studio	1 seat VS Pro	8 seats VS Pro	15 seats VS Pro	25–75 seats VS Enterprise	← +10–50 seats VS Enterprise
GitHub Enterprise & GH Copilot via Azure Credits					← \$7.2K–\$36K USD
Power BI Premium	4 seats	15 seats	35 seats	100 seats	
Visio Plan 2	1 seat	5 seats	5 seats	5 seats	
Project Online Plan 5	1 seat	5 seats	5 seats	20 seats	
Microsoft 365	5 seats Business Premium	15 seats Business Premium	35 seats Business Premium	100 seats E3	← +30–150 seats E3
Power Apps & Automate Premium	1 seat of each	8 seats of each	15 seats of each	25–75 seats of each	
Annual Benefit Package Cost	\$345 USD	\$895 USD	\$3,995 USD	\$4,730 USD	← + no additional fee

*Seats and credits within the offers listed on this page are additive

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For more details

[Benefits Guide](#) [Benefits Excel](#)

[Purchase & Redeem in Partner Center](#)

Benefits for Solutions Partner Designations

Benefits for Solutions Partners are effective, helpful, and relevant to your organization. We're investing more to help you with business development, increasing customer reach, and expanding technical skilling



Encouraging business development

Product benefits (formerly internal use licenses) have been designed to align to the Solutions Partner designations, including:

- Azure bulk credits for your organization
- Access to development environments
- Cloud services subscriptions that are most relevant in market



Increasing customer reach

- Co-selling with Microsoft to expand your customer footprint
- Go-to-market services, assets, and personalized consultation to help you along your marketing journey
- Microsoft solutions provider placement to increase exposure
- Customer-facing badges to showcase your capabilities



Expanding technical skilling

- Personalized assistance, comprehensive courses, and world-class Microsoft experts to build your knowledge
- Technical presales and deployment services to help you deliver solutions faster
- Product (on-premises and cloud), platform, and technical support to help you troubleshoot specific issues, including technical presales and deployment support

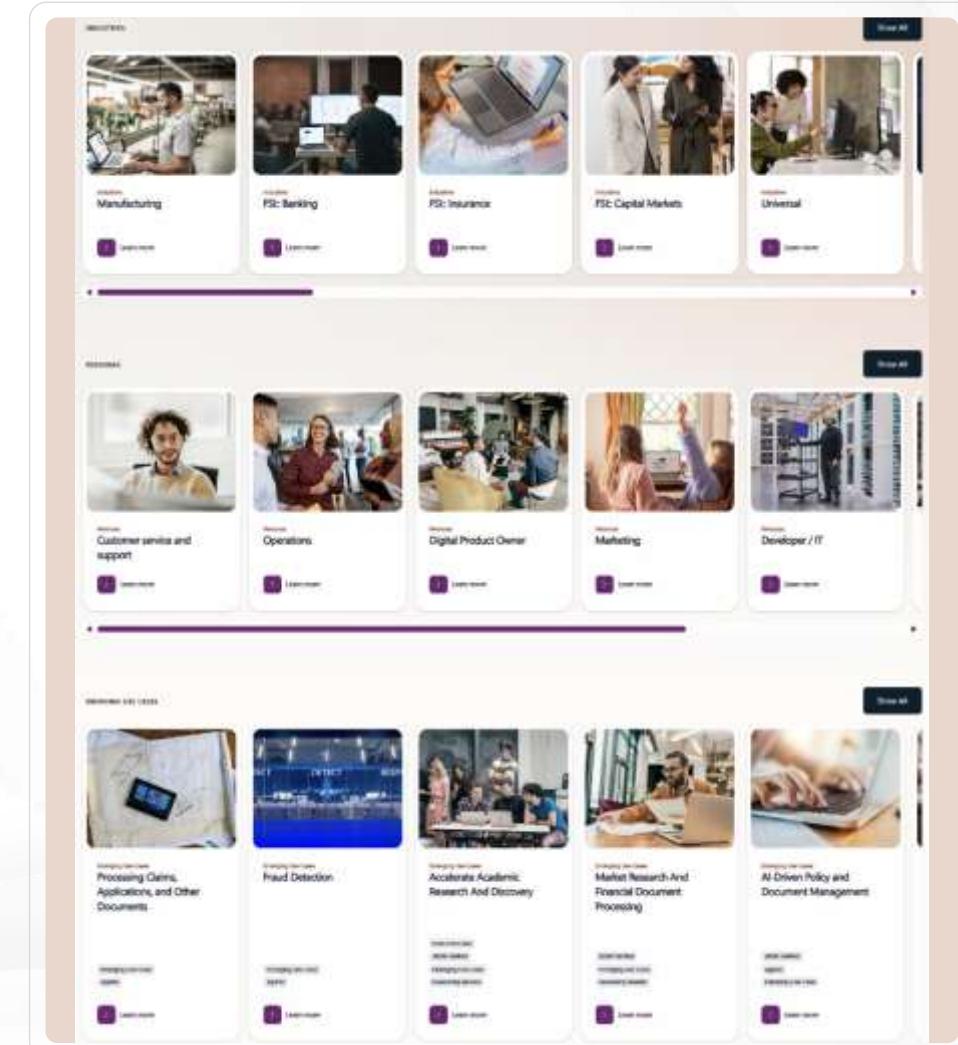
For details about benefits specific to each Solutions Partner designation, review our [benefits guide](#)

FY26 Azure Infra Solution Plays Technical Capability and Specializations

Solution Plays	Technical Capability	Specialization
	VMware Infrastructure Migration to Azure	Microsoft Azure VMWare Solution
	Windows & SQL Server Migration to Azure	
	Linux, PostgreSQL, Oracle Migration to Azure	Infra and Database Migration to Microsoft Azure
Migrate and Modernize Your Estate	SAP Native on Azure	
	SAP RISE on Azure	SAP on Microsoft Azure
	Migrate and Modernize Applications	Migrate Enterprise Applications to Microsoft Azure Kubernetes on Microsoft Azure

New Assets to Drive Azure AI

Asset	Link	Description
AI Use Case Explorer	Microsoft AI Portal	<p>Curated collection of successful AI implementations across different industries and personas. Empowers partners with industry-specific insights and real-world success stories, enabling them to showcase the value of Microsoft's data, applications, and AI capabilities to potential customers.</p>
Gold Standard Accelerators	Available on GitHub and directly in AI Foundry	<p>Unlock your ability to build AI solutions faster with Gold Standard Accelerators. Quickly deploy with regularly maintained solutions built on proven architectures, complete with guidance and sample data you can use or tailor with your own data. Each accelerator is designed around customer patterns to solve real-world business challenges, so you can generate value faster.</p>
Solution Accelerators from Engineering Teams	Build your own advanced AI Copilot with PostgreSQL RAG chat app with Azure OpenAI and Azure AI Search and more.	<p>Pre-built solutions designed to accelerate proof of value for Azure AI. Build by Azure engineering product teams and available to partners.</p>
Hero Demos Industry Sales Kits Azure AI Discovery Questionnaire AI Envisioning Workshops Hackathon-in-a-Box	aka.ms/AIForPartners	<p>New assets for partners to use at early stages of the sales cycle. Designed to accelerate initial AI business discovery and proceed to POV/MVP quickly.</p>



Gold Standard Accelerators - Unlock your ability to build AI solutions faster

Business Problem

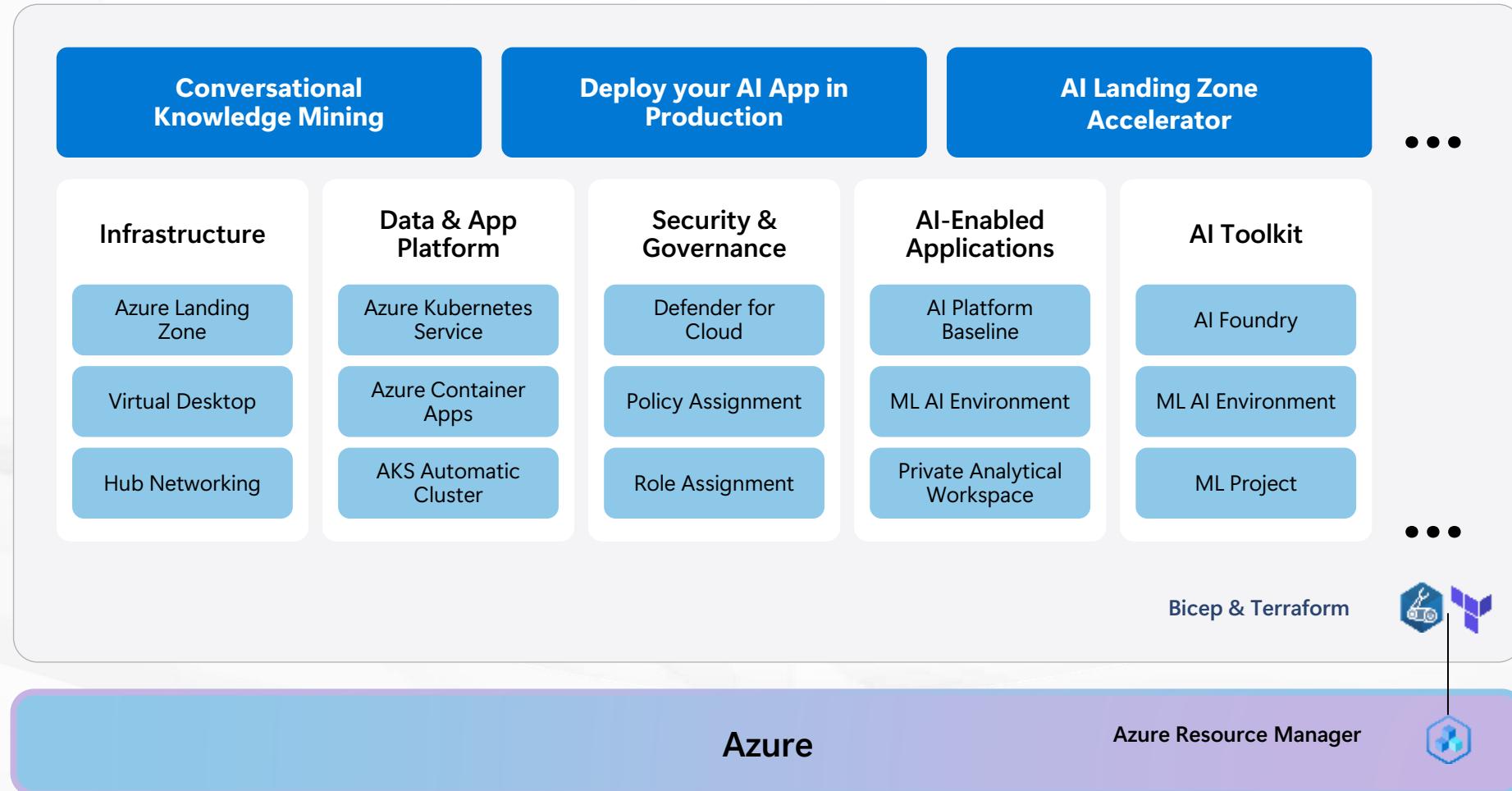
Investing in the creation of AI tools and new capabilities for your business can be a costly, time-consuming venture that may not return the value you expect

Solution

Quickly deploy with maintained solutions built with proven architectures, guidance and sample data you can use or tailor with your own data. Each accelerator is designed around customer patterns to solve real-world business challenges, so you can generate value faster.

Solution Plays	Solution Accelerator	Description	Key Business Use cases	Key Products and Services	Resources
Innovate with Azure AI Apps & Agents	Content Processing	Processes claims, invoices, contracts, and other documents by extracting information from unstructured content and mapping it to a structured format. Enables API-driven automation for data workflows.	<ul style="list-style-type: none"> ▪ Documentation of clinician-patient visit and entering summary into downstream systems ▪ Claims processing, Invoice processing ▪ Contract processing 	Azure OpenAI Service, Azure AI Content, Understanding, Azure Cosmos DB, Azure Container Apps	Cloud and AI Solution Accelerators: github.com/microsoft/solution-accelerators
Innovate with Azure AI Apps & Agents Migrate & Modernize Your Estate	Modernize Your Code	Helps users migrate legacy code using AI, reducing manual effort and enhancing efficiency. Utilizes an agentic framework for code conversion, assigning specialized roles to agents for analyzing, converting, and testing SQL queries.	<ul style="list-style-type: none"> ▪ Code translation ▪ Generate initial code drafts ▪ Code correction and refactoring ▪ Root-cause analysis ▪ Generate new system designs 	Azure OpenAI Service, Azure AI Agent Service, Semantic Kernel, Azure Container Apps, Azure Cosmos DB	
Innovate with Azure AI Apps & Agents	Chat with Your Data	Combines Azure Cognitive Search and LLMs to create a conversational search experience, minimizing endpoints needed to access internal company knowledgebases.	Internal Chatbot <ul style="list-style-type: none"> ▪ Employee chatbot for HR / benefits ▪ Professional Services assistance ▪ Contact center agent assistance ▪ FLW enablement/productivity ▪ Employee self-service and knowledge management 	Azure AI Projects, Azure OpenAI Service, Azure AI Search, Azure Cosmos DB, Azure Container Apps	Azure AI Foundry Templates: https://ai.azure.com/templates
Innovate with Azure AI Apps & Agents Unify Your Data Platform	Build Your Own copilot	Enables users to create their own copilots using Azure OpenAI Service, Azure AI Search, and Microsoft Fabric. Includes reusable architecture, code snippets, and deployment scripts.	<ul style="list-style-type: none"> ▪ AI-enabled product experiences ▪ Ecomm. product discovery/shopping assistant ▪ Claims/Contract/Invoice process automation ▪ Travel assistant ▪ Client meeting preparation ▪ Research and Development 	Azure OpenAI Service, Azure AI Services, Azure AI Search, Azure Cosmos DB	
Innovate with Azure AI Apps & Agents	Conversational Knowledge Mining	Improve contact center efficiency by uncovering insights from large audio and text-based data sets using advanced content understanding.	<ul style="list-style-type: none"> ▪ Mining call center conversations for insights ▪ Call center ops improvement ▪ Call transcription and summarization 	Azure AI Content Understanding, Azure OpenAI Service, Azure AI Search, Azure AI Agent Service	AI For Partners: https://aka.ms/AIForPartners/CoSell
Innovate with Azure AI Apps & Agents	Document Knowledge Mining	This solution helps you ingest, extract, and classify content from a high volume of assets to gain deeper insights and generate relevant suggestions for quick and easy reasoning, extract information from documents to provide insights without pre-training including text documents, handwritten text, charts, graphs, tables, and form fields.	<ul style="list-style-type: none"> ▪ Document processing and Knowledge Insights ▪ Drug Discovery ▪ Research 	Azure OpenAI Service, Azure AI Search, Azure AI Document Intelligence	
Innovate with Azure AI Apps & Agents	Multi-Agent Custom Automation Engine	AI-driven orchestration system that manages a group of AI agents to accomplish user-defined tasks. Powered by AutoGen, Azure OpenAI, Cosmos, and infrastructure services, providing a ready-to-use reference application.	<ul style="list-style-type: none"> ▪ Employee On-Boarding and self-service, Travel Booking and Expense Management, Supply Chain Planning 	Azure OpenAI Service, Azure AI Agent Service, Semantic Kernel, Azure Container Apps, Azure Cosmos DB	Classified as Microsoft Confidential

Deployment Accelerators - Standardized reusable deployment modules designed to accelerate time-to-value



Deployment Solution Templates
(Foundry or AVM)

+

Deployment Patterns
(AVM)

+

Resource Modules
(AVM)

Deployment Accelerators - Standardized reusable deployment modules designed to accelerate time-to-value

FY26 Solution Play	Deployment Accelerator	Description	Access	Additional Resources
Migrate and Modernize your Estate	Azure Verified Modules (AVM)	Shared standard infrastructure as code (IaC) module strategy, making sense of the proliferation of IAC repos with a Microsoft-supported set of resources covering multiple languages. AVM is designed to accelerate deployment. These composable building blocks deploy Azure resources and their extensions, enabling the rapid development of ready-to-deploy assets	AVM website	AVM Intro Video
Innovate with Azure AI Apps and Agents	Azure Foundry Templates – Deploy your AI Application in Production	The Deploy Your AI Application in Production template enables the rapid deployment of a secure, extensible and integrated environment to run your AI applications in production, reducing the effort to design and deploy a production environment from hours to minutes.	AI Foundry portal GitHub	
Unify your Intelligent Data Platform Innovate with Azure AI Apps and Agents	AI Deployment Solution Templates and AI AVM Pattern Modules	Proven and configurable platform architecture, configurable and deployable in hours vs weeks. Aligned to the Well-Architected Framework. Enabled on diverse product structures (e.g. Fabric, Databricks)	AI Platform Baseline Conversation Knowledge Mining in AVM	
Security	Security	Embedded security in all assets through WAF and MCSB. Up to date with latest security guidance across Microsoft	MCSB Azure Benchmark	Azure Security WAF Guidance

Azure Migration & Modernization Partner Forum

Active community of Infrastructure, Database and App Migration & Modernization Partners

Empowerment through Training: Enhance your capabilities and confidence in delivering Azure migration and modernization projects gaining access to comprehensive training programs, focusing on best practices, tools, and methodologies.

Accelerated GTM Execution: Drive effective go-to-market (GTM) campaigns to accelerate Azure migrations and drive customers' business growth getting 1st hand access to tailored GTM resources, including marketing collateral, sales playbooks, and customer engagement strategies.

Collaborative Ecosystem: Join a collaborative environment where partners can share insights, practices, and success stories.

Continuous Support and Feedback: Help improve the Azure Migration investments providing feedback based on your learnings and insights



Online Meetings with Microsoft Experts

Calls 2nd week of every month



Teams Chat

Weekly interactions with Microsoft Experts

Join our Partner Community today!

[Azure Migration and Modernization Partner Forum Opt In](#)