

QUICK REFERENCE CARD

Core Benefits Overview



HOW CORE BENEFITS HELP YOU

When you join the Microsoft Partner Network, you get a set of core benefits that can help you save time and money while you strengthen your capabilities, better serve customers, and build connections to reach your full business potential. You'll be able to make the most of your unique expertise with support for all stages of your business cycle. And as you increase your commitment to your Microsoft partner relationship, Microsoft provides you with higher-value benefits.

WHAT ARE CORE BENEFITS?

Core benefits are the set of benefits provided to all network members each time they enroll or re-enroll. Each membership opportunity gets a different level of access to these core benefits, as outlined in the table below. Microsoft has identified this set based on feedback from partners, who say that these benefits provide the greatest value for their business. Core benefits are open to all partners within a qualifying membership, are available in most regions of the world, and are provided in a minimum of 11 languages.

		Community	Subscriptions			Competencies		
Core Benefit		Network Member	Cloud Essentials Pack ¹	Action Pack Solution Provider	Action Pack Development and Design	Cloud Accelerate ¹	Silver Competency	Gold Competency
Multiple Stages	Advisory services²: Choose from the many offerings provided by Partner Technical Services to get expert guidance from Microsoft consultants for training, technical pre-sales, and delivery support.	N/A	Practice Accelerator: BPOS-S	N/A	10 Partner Advisory Hours	20 Partner Advisory Hours + Practice Accelerator: BPOS-S	20 Partner Advisory Hours	50 Partner Advisory Hours
Plan	News and information: Stay up to date with the latest news, business opportunities, trainings, and more using our partner newsletter and web portal .	✓	✓	✓	✓	✓	✓	✓
	Software resources: Get first-hand knowledge of features and capabilities with internal-use licenses for Microsoft's latest software.	N/A	BPOS & Dynamics CRM Online: 250 seats ³ Windows Intune: 10 devices ⁴	Up to 10 licenses of each product ⁵		BPOS & Dynamics CRM Online: 250 seats ³ Windows Intune: 25 devices ⁴	Up to 25 licenses of each product ⁵	Up to 100 licenses of each product ⁵
	Talent recruitment: Find the most qualified technical students for entry-level and internship positions with Students to Business (S2B) .	N/A	N/A	✓	✓	✓	✓	✓
	Licensing assistance: Get help recommending Microsoft Volume Licensing products and solutions with Microsoft LicenseWise .	N/A	N/A	✓	✓	✓	✓	✓
Enable	Training: Build technical and business skills with role-based training at the Partner Learning Center .	✓	✓	✓	✓	✓	✓	✓
	Developer resources: Get access to tools, software, communities, and resources for developers and testers with an MSDN subscription .	N/A	Windows Azure Platform	N/A	3 MSDN for Microsoft Action Pack Development and Design subscriptions	Windows Azure Platform for MSDN subscribers	5 Visual Studio Premium with MSDN subscriptions	10 Visual Studio Premium with MSDN subscriptions

	IT Pro resources: Get access to tools, software, communities, and resources for IT professionals with a TechNet Subscription .	N/A	N/A	1 TechNet for Microsoft Action Pack Solution Provider subscription	N/A	N/A	3 TechNet for Microsoft Competency Partners licenses	3 TechNet for Microsoft Competency Partners licenses
Create Demand	Online partner directory: Make your solution profile accessible to tens of thousands of potential customers with Microsoft Pinpoint	✓	✓	High search weighting	High search weighting	High search weighting	Higher search weighting	Highest search weighting
	Marketing resources: Save time and money with customizable marketing resources, including campaign materials and activity guides, at the Partner Marketing Center .	✓	✓	✓	✓	✓	✓	✓
	Microsoft branded logo: Show your unique expertise to customers by using Logo Builder to create a custom logo that identifies your capabilities.	N/A	N/A	N/A	Cloud Accelerate badge Silver competency logo ⁶	Silver competency logo	Gold competency logo	
Sell	Sales tools & resources: Use Microsoft's Partner Sales Resources site to help you sell products and solutions more effectively.	✓	✓	✓	✓	✓	✓	✓
	Custom demos & tools: Create compelling sales presentations using the rich, customizable demos from Demo Showcase .	✓	✓	✓	✓	✓	✓	✓
	Financing for your deals: Close more sales by offering your customers tailored financing options using Microsoft Financing . ⁷	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible
	Incentives: Become eligible to earn incentives for driving strategic technology areas with Microsoft Partner Incentives . ⁸	Online incentives	Online incentives	Online incentives	Online incentives	Online incentives	Licensing and Online incentives	Solution, Licensing, & Online incentives
Service	Technical incident support: Resolve technical issues quickly with support from Microsoft engineers and community experts provided by Partner Technical Services . ⁹	Online support: Unlimited	Online support: Unlimited	Online support: Unlimited	Online support: Unlimited	Online support: Unlimited	Online support: Unlimited	
		N/A	N/A	Phone support (critical): Unlimited	Phone support (critical): Unlimited	Phone support (critical): Unlimited	Phone support (critical): Unlimited	
		N/A	N/A	N/A	N/A	Phone support (non-critical): 5 incidents	Phone support (non-critical): 5 incidents	
Retain	Customer feedback tool: Get insights on customer satisfaction and loyalty with the Customer Satisfaction Index survey solution.	N/A	N/A	N/A	✓	✓	✓	

¹ You may qualify through one of two cloud business tracks (Sell & Service or Build & Develop) depending on your business focus. See the [Cloud Portal landing page](#) for details.

² Partners are allocated Partner Advisory Hours to be used as currency for Partner Technical Services. Partners with silver or gold competencies will not be charged hours for pre-sales services used for deals worth \$3,000 or more.

³ Dynamics CRM Online available by late January 2011

⁴ Available calendar year 2011

⁵ Partners receive sufficient licenses of all products to run a company with this number of employees

⁶ When you qualify for Cloud Accelerate, you also become eligible for a silver competency, if you do not already have one. During the enrollment process you will need to select an applicable competency based on your cloud business focus and pay the associated local competency pricing.

⁷ Microsoft Financing is available in Australia, Belgium, Brazil, Canada, France, Germany, Italy, Japan, the Netherlands, New Zealand, South Korea, Spain, Switzerland, the United Kingdom, and the United States.

⁸ Partners must meet additional eligibility requirements for Solutions and Licensing incentives, including enrollment in specific competencies.

⁹ "Critical" incidents are strictly defined as severe customer issues that immediately impede the operation of a customer's business (server-down).

ADDITIONAL BENEFITS FOR SUBSCRIPTIONS OR COMPETENCIES

When you purchase a subscription or earn a competency, you will also get additional benefits specific to that membership opportunity. For each additional competency you earn, you will get further competency-specific benefits. The result is a wealth of benefits to help you grow your business.

FOR MORE INFORMATION

To learn more about how to take advantage of these benefits, please visit the Microsoft Partner Network core benefits page at <https://partner.microsoft.com/corebenefits>. For more details on specific benefits associated with individual competencies, please see the competencies Web page at <https://partner.microsoft.com/program/competencies>