

The Microsoft

Partner Program Guide

for all Microsoft Partners

November 2005

This guide describes the Microsoft® Partner Program, including: the basic structure of the program, who should join, an overview of program requirements and benefits, as well as enrollment policies and processes. For more detailed information on membership, refer to the following three additional resources:

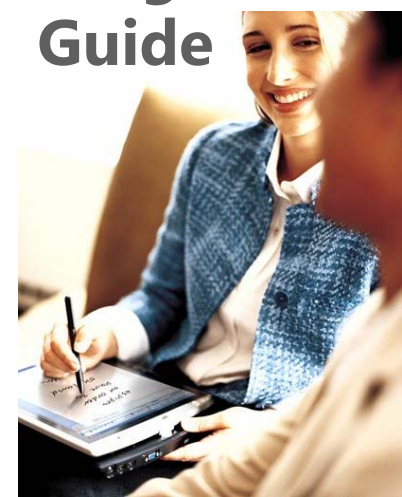
- The Getting Started in the Microsoft Partner Program guides are three separate manuals that provide instructions on how to:
 - [Enroll, re-enroll, or upgrade your membership.](#)
 - [Examine profile questions](#) that you answer as part of your program enrollment.
 - [Join a Microsoft Competency.](#)
- The [Partner Web site](#) provides detailed content on Microsoft Partner Program benefits and Competencies.
- The Partner Membership Center online help provides instructions on how to administer and manage the partner account associated with your program membership. You can access this online help once you log into the Partner Membership Center. [Click here](#) to log in.

TIP: How to Use This Guide

Use the **Table of Contents**, displayed to the left of this page, to quickly find the topic you desire. Above the Table of Contents, click **Options**, and then **Wrap Long Bookmarks**, to view the Table of Contents in its entirety.

As the Microsoft Partner Program evolves, this Program Guide will be updated with new and important information. Visit <https://partner.microsoft.com/> often to stay up-to-date.

Program Guide



1. The Microsoft Partner Program: Committed to Your Success

The Microsoft Partner Program is designed to recognize your expertise, reward you for the total impact you have in the marketplace, and deliver value to help your business thrive.

Why Join the Microsoft Partner Program?

The Microsoft Partner Program is a single, integrated, worldwide program designed to help you realize your full potential.

Partnering with Microsoft helps you:

- **Build your business and increase profitability** with benefits designed to help you build revenue, sales momentum and prominence—while increasing your market impact.
- **Reduce costs and increase operational efficiency** throughout your business cycle by using valuable software, training, and support benefits.
- **Realize your full business potential**—for you and your customers—through innovative Microsoft technologies, your relationship with Microsoft, and the worldwide partner community.

Once your organization is enrolled in the Microsoft Partner Program, you will have immediate access to benefits and resources tailored to your individual business needs. [Click here](#) for a detailed list of benefits.

Who Should Join the Microsoft Partner Program?

The Microsoft Partner Program is designed for all businesses whose primary function is to sell, service, support or build solutions on the Microsoft platform or provide solutions based on Microsoft products and technologies to independent third-party customers. Examples of qualifying businesses are: consulting services providers, independent software vendors (ISVs), independent hardware vendors, large account resellers, original equipment manufacturers (OEMs), support providers, system integrators, system builders, training providers, value-added resellers, and value-added providers that sell more than 75% of their products and services to customers outside their own company. Examples of non-qualifying entities are: Non-profit organizations, academic institutions, students, government offices, and businesses whose primary focus is non-IT related activities. Specific types of businesses whose primary focus is non-IT related, but who have significant influence on technology purchases, may qualify to participate in the Microsoft Partner Program.

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How Does the Program Work?

There are **three levels of membership** in the Microsoft Partner Program:

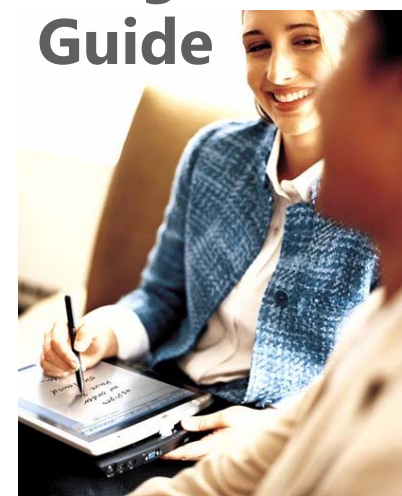
- **Microsoft Registered Members**, the entry level of membership in the program
- **Microsoft Certified Partners**, the next level of membership in the program
- **Microsoft Gold Certified Partners**, the highest level of program membership

Based on your membership level, you receive a set of **program benefits** that support all stages of your business cycle—from business planning to customer retention. Program benefits vary by membership level and include innovative marketing tools and services, Microsoft software licenses, technical and sales support resources, and comprehensive sales and technical skills training.

Qualify and move up in membership level by earning **Partner Points** and participating in one or more Microsoft Competencies. Partner Points are earned for activities related to developing technology; your Microsoft sales performance; and servicing, supporting, and training customers. Microsoft Competencies and specializations define expertise in solution areas that map to customer needs. Participating in a Microsoft Competency or specialization earns you Partner Points, as well as additional benefits beyond those associated with your membership level.

To enroll in the Microsoft Partner Program, [click here](#). Once you obtain a Microsoft Network Passport account, you will have access to the **Partner Membership Center** where you apply for membership, profile your organization, join a Competency, and access program benefits. The Partner Membership Center is your single site for managing your relationship with Microsoft.

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2. What Level of Membership is Right for You?

Three Membership Levels

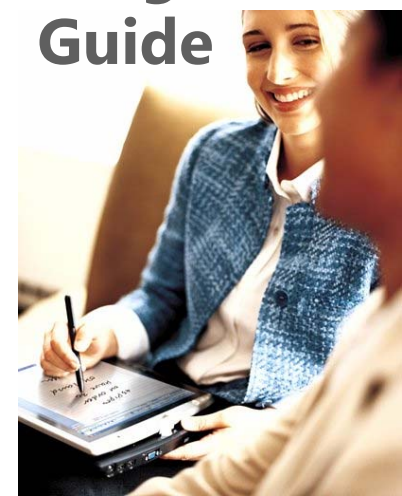
The level at which you join is determined by your organization's level of expertise and engagement in the program. Organizations achieve advanced levels of membership by earning Partner Points and qualifying for one or more Microsoft Competencies. The Microsoft Partner Program offers value at each of the three membership levels:

- **Microsoft Registered Members (Level 3)** are organizations with any level of expertise in Microsoft technologies who are interested in aligning themselves more closely with Microsoft. At this level, you have easy access to many resources you can use to help your business stay current with the latest Microsoft technology, serve customers more effectively, and grow your market potential.
- **Microsoft Certified Partners (Level 2)** demonstrate a high degree of expertise in working with Microsoft technologies. At this level, you have the opportunity to participate in a number of events, and have access to resources, tools, software, and premium benefits designed to help your business grow.
- **Microsoft Gold Certified Partners (Level 1)** demonstrate the highest degree of expertise in working with Microsoft technologies. At this level, you have the opportunity to build the closest possible working relationship with Microsoft, and receive the program's top benefits.

Program enrollment requirements vary by level. As partners progress to higher membership levels, they receive incremental benefits based on their increased participation in the program. Gold Certified Partners, for example, must meet the most rigorous requirements, and in return, earn the highest level of benefits offered through the Microsoft Partner Program.

Once enrolled in the Microsoft Partner Program, your business can move up in membership level sequentially *or* move directly from Registered Member (Level 3) to Gold Certified Partner (Level 1) by meeting the appropriate program-level requirements.

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Program Requirements

Program requirements are based on membership level.

Registered Member Level

The requirements for a Microsoft Registered Member are:

- Accept the Microsoft Partner Program agreement.
- Complete an individual and organizational profile.

Certified Partner Level

The requirements for a Microsoft Certified Partner include:

- Accept the Microsoft Partner Program agreement.
- Complete an individual and organizational profile, and assign key contact roles.
- Achieve 50 Partner Points. To review the activities that will earn Partner Points, see the ["Partner Points Define Your Membership Level"](#) section of this guide.
- Meet **any one (1)** of the following three (3) criteria:
 1. Employ or contract with at least two (2) exclusive [Microsoft Certified Professionals](#), each of whom may be a:
 - Microsoft Certified Professional (MCP)
 - Microsoft Certified Trainer (MCT)
 - Microsoft Certified Systems Administrator (MCSA)—Windows® 2000 certification or later
 - Microsoft Certified Application Developer (MCAD)
 - Microsoft Certified Solution Developer (MCSD)
 - Microsoft Certified Systems Engineer (MCSE)—Windows 2000 certification or later
 - Microsoft Certified Database Administrator (MCDBA)—Windows 2000 certification or later
 - Microsoft Certified Desktop Support Technician (MCDST)

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—OR—

2. Have at least one (1) packaged software solution that has been tested by Microsoft or its authorized testing vendor. Examples include: "Microsoft Platform Test for ISV Solutions" or "Certified for Windows Server™ 2003." For information on software testing and certification, [click here](#).

—OR—

3. Have an eligible hardware product that has successfully completed the "Designed for Windows" logo hardware test. Enroll by entering the submission ID number assigned to you when you pass the "Designed for Windows XP" test and sign the logo agreement. For information on the "Designed for Windows" logo hardware test specification, [click here](#).

Note: Achievement of a [Microsoft Competency](#) would meet this requirement because Competencies require either two professional certifications or requisite hardware/software certifications. See the "[Microsoft Competencies Focus on Your Key Strengths](#)" section of this guide.

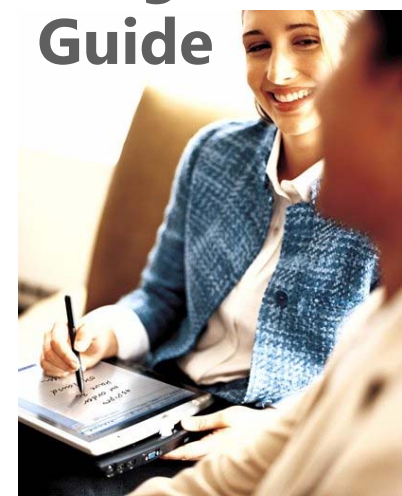
- Pay the Microsoft Partner Program [annual membership fee](#) for the Certified Partner level.

Gold Certified Partner Level

The requirements for a Microsoft Gold Certified Partner include achievement of all the following:

- Accept the Microsoft Partner Program agreement.
- Complete an individual and organizational profile, and assign key contact roles.
- Obtain at least one (1) Microsoft Competency. See "[Microsoft Competencies Focus on Your Key Strengths](#)" section of this guide.
- Achieve 120 Partner Points. To review the activities that will earn Partner Points, see the "[Partner Points Define Your Membership Level](#)" section of this guide.
- Pay the Microsoft Partner Program [annual membership fee](#) for the Gold Certified Partner level.

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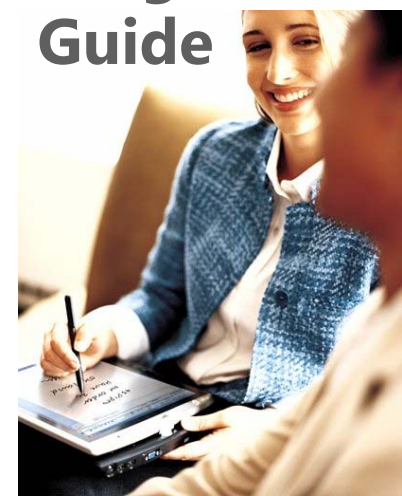


Level Requirements: At-A-Glance Summary

	Registered Member	Certified Partner	Gold Certified Partner
Earn Partner Points	Not required	50	120
Obtain Microsoft Competency	Not required	Not required	Minimum of one (1) Microsoft Competency
Achieve Microsoft certifications	Not required	Employ or contract two (2) Microsoft Certified individuals or have one (1) tested software application or hardware product	Not required (covered in Microsoft Competency requirements)
Sign Microsoft Partner Program agreement	Required	Required	Required
Complete online profiles and key contact roles	Required	Required	Required
Pay program annual membership fee	No fee required to join the program at this level	Fee varies by region and currency	Fee varies by region and currency

Your initial program enrollment establishes your program anniversary date, and your membership is valid for one year from that date.

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3. Partner Points Define Your Membership Level

Partner Points are earned for a variety of activities that demonstrate your impact in the market. Partner Points are based on recommending, selling, and supporting Microsoft software; customer satisfaction; professional or product certifications; and participation in Microsoft-sponsored events and programs.

Partner Points Model

Partner Points are used to recognize the depth and breadth of participation in the program and your impact in the market. Earning Partner Points enables you to qualify for and achieve higher membership levels. There are three types of Partner Points:

- Qualifying points
- Additional points
- Total points

Qualifying points are Partner Points that are used to achieve Certified or Gold Certified membership levels. There are a number of activities that earn you qualifying points and each of these activities has a **maximum number of qualifying points** that can be earned.

For some activities, you can continue to earn points. When the total number of points earned for an activity exceeds the qualifying point limit, the extra points are referred to as **"additional points."** All points are tracked within your Partner account. In the event qualifying points expire or are no longer valid, additional points may be converted to qualifying points, ensuring that you retain your membership level.

Total points are the total amount of points earned over your membership year—or, the sum of qualifying points and additional points.

While Partner Point expiration dates vary, most point categories have been aligned to expire on your anniversary date to simplify management of your program membership.

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Example:

The achievement of Microsoft professional certifications earns between 1 and 3 qualifying points, based on the specific certification achieved. The maximum number of qualifying points is 40 for all professional certifications achieved. Following is an example of a partner who exceeded the number of qualifying points for professional certifications.

Certification	Qualifying points awarded	Number of professionals associated with the organization that earned the certification	Total points
MCP (Microsoft Certified Professional)	1	5	5
MCSA (Microsoft Certified Systems Administrator)	2	2	4
MCAD (Microsoft Certified Application Developer)	2	5	10
MCSE (Microsoft Certified Systems Engineer)	3	5	15
MCSD (Microsoft Certified Solution Developer)	3	2	6
MCDBA (Microsoft Certified Database Administrator)	3	1	3
Total			43

This partner account has 40 qualifying points plus 3 additional points for their professional certifications for a total of 43 points. The 40 points can be used to apply to the next level of membership. If the individual in the organization with the MCDBA leaves the organization, this partner would have 40 qualifying points and zero additional points for their professional certifications.

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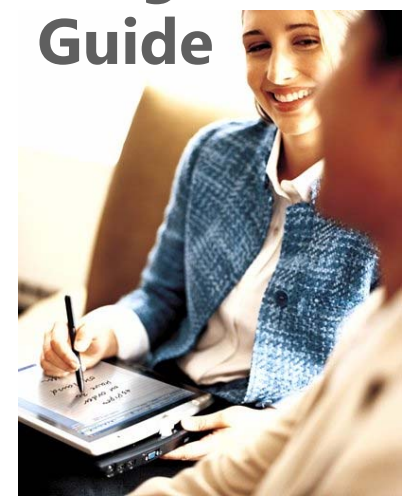
Earning Partner Points

There are a number of activities that earn Partner Points:

- Achievement of Microsoft Competencies
- Achievement of other Competencies and designations:
 - Small Business Specialist designation
 - Promotional points for achievement of your first Competency
- Achievement of Microsoft professional certifications
- Achievement of approved tested products
- Obtaining approved customer references
- Participation in Customer Satisfaction Index or Metrics that Matter tool
- Demonstrating Microsoft sales performance
- Participation in other activities:
 - Participation in the ISV Royalty Program
 - Attending the Microsoft Worldwide Partner Conference
 - Submitting customer assessments

The following sections describe each of these activities.

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Achieve a Competency

Microsoft Competencies assist you in differentiating your skills to customers, extending your market opportunities, aligning your business to relevant Microsoft marketing initiatives, and aiding you in building closer relationships with other partners. Thirteen Competencies are available for enrollment today. While Microsoft encourages partners to enroll in any and all Competencies for which they are eligible, Partner Points are applied only for the first two Competencies. [Click here](#) for more information on Competencies.

Competencies are generally demonstrated through two or more of the following:

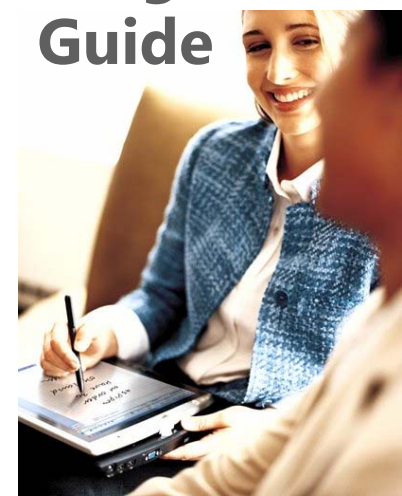
- Microsoft Certified Professionals on staff
- Customer references
- Product testing
- Sales activity

The following table provides information on Partner Points awarded for a Competency.

Achievement of a Competency	
Points awarded	30 points per Competency Additionally, Microsoft now awards 20 bonus Partner Points for achievement of your first Competency. These 20 points are awarded in the "Additional Competency and Designations" category.
Maximum qualifying points	60 points
Additional points can be earned?	Yes
Points are valid...	As long as the requirements for the Competency are valid. For most Competencies, this will be from the date the Competency is achieved through the remainder of that membership year, <i>plus</i> one additional year.
More information	Microsoft Competencies

If you have multiple locations, Competencies can be earned at each location and counted toward your organization's points. However, if two or more locations earn identical Competencies outright, only the first instance is awarded points that can be used as **qualifying points**; the second instance is awarded **additional points**. This example illustrates that partner organizations must attain two unique Competencies to earn the 60 qualifying points in this category.

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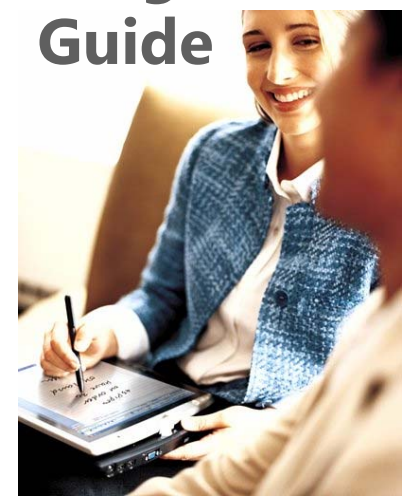


Earn Additional Competency and Designations: Small Business Specialist and Competency Bonus

Points can be earned for achievement of the Small Business Specialist designation. Points can also be earned for achieving your first Competency. These points are awarded under the Additional Competency and Designations category.

Additional Competency and Designations (displayed in early 2006 in the Partner Membership Center)	
Points awarded for Small Business Specialist	25
Points awarded for Competency Bonus	20
Maximum qualifying points	25
Additional points can be earned?	No, the items in this category can only be earned once.
Points valid from...	Small Business Specialist: If at time of re-enrollment you still meet the requirements, you can re-enroll as a Small Business Specialist. Competency Bonus Points: Same expiration date as your first Competency.
More information on Small Business Specialist	Small Business Specialist

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Associate Microsoft Certified Professionals

An individual associated with your organization that has achieved a technical certification also earns your organization points in accordance with the following schedule.

Certification	Points	Certification	Points
Category 1		Category 3	
MCP (Microsoft Certified Professional)	1	MCSE (Microsoft Certified Systems Engineer)	3
MCPSB (Professional + Site Building)	1	MCT (Microsoft Certified Trainer)	3
MCPSI (Professional + Internet)	1	MCSD (Microsoft Certified Solution Developer)	3
Category 2		MCSEI (Microsoft Certified Systems Engineer + Internet)	3
MCSA (Microsoft Certified Systems Administrator)	2	MCDBA (Microsoft Certified Database Administrator)	3
MCAD (Microsoft Certified Application Developer)	2	MCSEM (Microsoft Certified Systems Engineer: Messaging)	3
MCSAS (Microsoft Certified Systems Administrator: Security)	2	MCSES (Microsoft Certified Systems Engineer: Security)	3
MCSAM (Microsoft Certified Systems Administrator: Messaging)	2	MCLC (Microsoft Certified Learning Consultant) Note: only four MCLCs may earn partner points within an organization. No additional points will be awarded for MCLCs in excess of four.	3
MCDST (Microsoft Certified Desktop Technician)	2		

Points are awarded to the location where the individual with the credential is associated, and while individuals can be associated with multiple organizations, such as independent contractors that work with multiple partners, their certifications can only be associated with a single organization.

Microsoft Certified Professionals	
Points awarded	1 to 3 points, based on the type of certification per individual. An individual can only contribute one certification (the highest category) to their organization.
Maximum qualifying points	40
Points valid until...	Certification expiration date, <i>plus</i> the remainder of your membership year If individual disassociates with organization, partner immediately loses the MCP points contributed by the certification.
Additional points can be earned?	Yes, with no limit
More information	Partner Points Estimator

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Note: An individual's certifications can earn the organization Partner Points and also be counted toward the achievement of a Competency.

Submit Approved Customer References

Submitting references for projects you have implemented for customers is another mechanism of earning points. Once you submit the reference information, and it has been approved by the customer, you are awarded Partner Points.

Customer References	
Points awarded	2 points per approved customer reference
Maximum qualifying points	20
Additional points can be earned?	Yes
Points valid from...	Date the reference is approved to the remainder of your membership year, <i>plus</i> one additional year
More information	Partner Points Estimator Customer reference profile questions Competency requirements

Each customer reference features a project that you have completed for the customer within the last 12 months. For a list of customer reference requirements for each competency, see section "6. Microsoft Competencies Focus on Your Key Strengths" in this guide. Regarding customer references:

- Internal implementations cannot be used as a reference; all customer references are required to be companies that are legally independent of the partner organization submitting the reference. This ensures independent third-party validation of all references.
- The same customer company can be used for more than one customer reference as long as each individual reference is for a different, unique project, and you provide a different customer contact.
- A large project can be used for more than one reference as long as the project meets the Competency customer reference requirements.
- A customer reference can only be assigned to a single Competency.
- There is no limit to the number of customer references that you can submit. Only the first 10 approved references will earn you qualifying points. All remaining approved references will earn additional points.

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The reference verification process takes your customer just a few minutes to complete. They receive an e-mail asking them to click a secure link where they can then review the information you submitted. Then they answer several questions to confirm the accuracy of the reference description and the level of service provided. You can preview the reference questions as part of the customer reference submission process. If your customer answers positively, the reference is approved. At that time, your customer may select to make the reference information available for consideration as a potential case study or to keep the information private.

Earn Approved Microsoft Tested Products

Products that pass Microsoft hardware or software tests earn Partner Points. A single product may pass multiple tests and the points awarded are the sum of the points awarded for each category of tests passed. There is a maximum number of points that can be awarded for each category.

Only one product can contribute qualifying points (up to 70) for an organization. If your organization has multiple products that have passed tests, the product with the highest point total will contribute the qualifying points and all other products will contribute additional points. Following is a list of tests and the associated number of points awarded.

Test	Points
<i>Certified Category: Maximum points earned for Certified tests is 50 points</i>	
Certified for Windows Server 2003	50
Certified for Microsoft Windows Server 2003, Datacenter edition	50
Certified for Microsoft Windows Server 2003, Enterprise edition	50
Certified for Microsoft Windows Server 2003, Standard edition	50
Certified for SQL Server 2000	50
Certified for SQL Server 2005	50
Data Warehousing Alliance Testing	50
Certified for Windows 2000	50
Certified for Windows 2000 Professional	50
Certified for Windows 2000 Advanced Server	50
Certified for Windows 2000 Datacenter Server	50
Certified for Windows 2000 Server	50

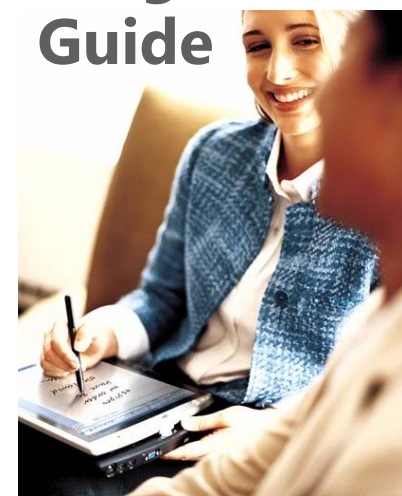
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Verified¹ Category: Maximum points earned for Verified tests is 10 points	
Verified Compatible for Windows 2000	10
Verified Compatible for Windows 2000 (desktop)	10
Verified Compatible for Windows Server 2003	10
Verified for Windows Server 2003	10
Verified for Windows XP	10
Verified for SQL Server	10
Verified for SQL Server 2000	10
Verified for Microsoft CRM	10
Designed Category: Maximum points earned for Designed tests is 20 points	
Designed for Windows XP Test	20
Designed for Windows XP Gold Test	20
Designed for Windows for Pocket PC	20
Designed for Windows for Smartphone	20
Designed for Windows Mobile™ Logo Test for Pocket PC Applications	20
Designed for Windows Mobile Logo Test for Smartphone Applications	20
Microsoft ISA Server Test	20
Microsoft Business Solutions Test for ISV Solutions–Axapta®	20
Microsoft Business Solutions Test for ISV Solutions–Solomon®	20
Microsoft Business Solutions Test for ISV Solutions–Great Plains®	20
Microsoft Business Solutions Test for ISV Solutions–Navision®	20
Microsoft Small Business Accounting Test for ISV Solutions	20
Microsoft CRM Test for ISV Solutions	20
Commerce Server 2002 Integration Testing	20
Commerce Server 2002 Integration—General Purpose Plug-In	20
Commerce Server 2002 Integration—Order System Requirements	20
Commerce Server 2002 Integration—Runtime Component Requirements	20
Commerce Server 2000 General Purpose Plug-In test	20
Commerce Server 2000 Integration—Business Analytics Requirements	20

¹ The tests in this group have been retired and are no longer available for future testing.

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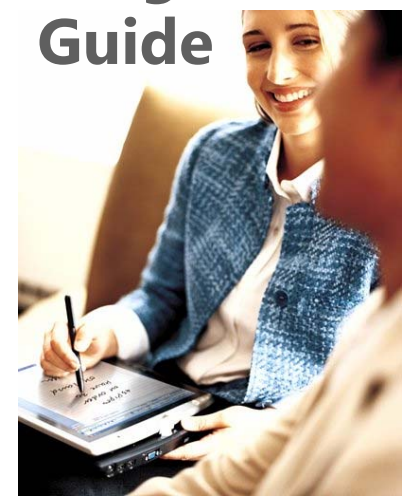
Commerce Server 2000 Integration—Order System Requirements	20
Commerce Server 2000 Integration—Runtime Component Requirements	20
Windows Hardware Quality Lab: Maximum points earned for Designed tests is 50 points	
WHQL Test	50
Logo Test	50
Microsoft Platform Test for ISV Solutions (components): Maximum points earned for Designed tests is 10 points	
Windows Client	10
Windows Server	10
SQL Server 2000 component	10
Managed Code	10
Office 2003	10
Web Services and .NET Framework	10

Tests in the certified category are valid for three years. All other tests are valid for two years. Note: Products in the “Verified for” category have been retired and are no longer available. However, partners may claim Partner Points for products that passed a “Verified for” test prior to June 2004; these tests are valid for two years.

Expiration of Partner Points for all tests is based on the test expiration, *plus* the time to your next anniversary date.

Tested Products	
Points awarded	Varies, based on tests
Maximum qualifying points	70
Additional points can be earned?	Yes
Points valid from...	Test expiration date, <i>plus</i> the remainder of your membership year.
More information	Partner Points Estimator

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Demonstrate Microsoft Sales Performance

Partner Points for Microsoft sales performance are awarded based on licenses acquired from an authorized Microsoft distributor since your last anniversary date.

License category	5 points awarded	10 points awarded	15 points awarded	20 points awarded
Windows Client count	100–700	701–2,500	2,501–10,000	10,001+
Windows Server count	10–70	71–250	251–1,000	1,001+
Office System core products count	20–140	141–500	501–2,000	2,001+
Server CALS count	100–700	701–2,500	2,501–10,000	10,001+
Developer tools count	10–70	71–250	251–1,000	1,001+

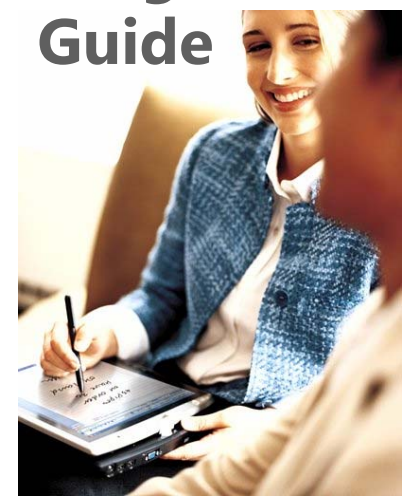
Points are also awarded based on Microsoft Business Solutions revenue during your membership year (which is different from the 12 months revenue roll partners are used to see in Voice). Note that Partner Points for Microsoft Business Solutions sales activity will not be available within the Partner Membership Center until early in calendar year 2006. Should your next program anniversary occur prior to this feature's availability, please contact the Regional Support Center (RSC) to ensure your organization is credited with the points you have earned. The tiers for Microsoft Business Solutions Revenue points are shown in the following table.²

Category	15 points awarded	30 points awarded	45 points awarded	60 points awarded
Microsoft Business Solutions Revenue in US Dollars ³	\$15,001 - 70,000	\$70,001 - 300,000	\$300,001 - 1,000,000	Above \$1,000,000

² Partner Points for Microsoft Business Solutions revenue will not be visible in the Partner Membership Center until early in 2006. Please refer back to this document in early January 2006 for updates.

³ [Definition of Revenue: Financial and supply chain management solutions = Billed revenue, CRM = List price - CRM software advisor fees, RMS = Estimated List price.](#)

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Points are also awarded based on the volume of Official Microsoft Learning Products (OMLP) courseware sold, including Microsoft Business Solutions courseware. Credits earned are based on your geographic market.

Market A countries: Canada, Japan, and the United States					
Market B countries:					
Argentina Australia Austria Belgium Brazil Chile China Colombia	Cyprus Czech Republic Denmark Estonia Finland France Germany Greece	Hong Kong Hungary Iceland India Ireland Israel Italy Korea	Latvia Liechtenstein Lithuania Luxembourg Malaysia Malta Mexico Monaco	Netherlands New Zealand Norway Poland Portugal Russia Singapore Slovakia Slovenia	South Africa Spain Sweden Switzerland Taiwan United Kingdom
Market C countries: All others					

OMLP credits where you receive...	Market A volume	Market B volume	Market C volume	Points awarded
	500–1,000	400–900	320–800	15
	1,001–1,600	901–1,400	801–1,200	20
	1,601–2,000	1,401–1,800	1,201–1,600	30
	2,001+	1,801+	1,601+	40

If an organization has multiple locations, then the OMLP Partner Points will be calculated based on the average credits per location. This average will be measured against the credit ranges shown above to award OMLP points to the organization. The formula used to calculate the average OMLP license units is as follows:

Number of credits earned by the organization ÷ Number of locations within the organization =
Average credits per location

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Sales Performance	
Points awarded	Varies
Maximum qualifying points	For each license category, a partner can earn up to 60 total Partner Points. A maximum of 40 points can be earned in the OMLP category. Based on the cumulative Microsoft Sales Performance points, the partner can receive a maximum of 60 qualifying Partner Points. For any points earned in excess of 60, they will receive additional Partner Points. Partner Points for sales performance are updated on a monthly basis.
Additional points can be earned?	Yes
Points valid from...	Time awarded through the remainder of that membership year. Points are reset to 0 at the start of your next membership year.
More information	Partner Points Estimator

Participate in Customer Satisfaction Surveys

Certified and Gold Certified Partners can also earn Partner Points by participating in customer satisfaction surveys. Two survey instruments are currently available:

- Customer Satisfaction Index
- Metrics that Matter (only for partners that are part of the Learning Solutions Competency)

Partner locations earn points based on:

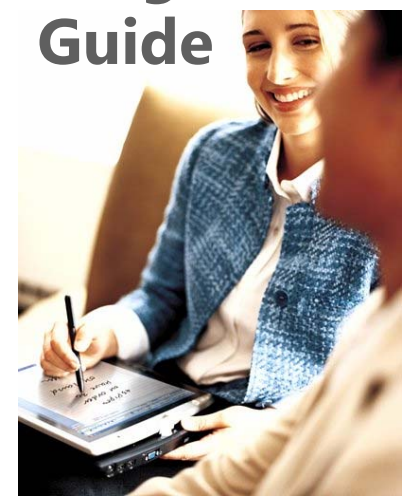
- Number of completed surveys (participation score).
- Net Satisfaction (NSAT) score, based on your customers' overall satisfaction.

Participation Score

Participation score are calculated according to the survey instrument.

- **Customer Satisfaction Index (CSAT):** You may survey as many individuals from a single organization as you would like, but in order to objectively award Partner Points to all partner sizes, only the first eight responses per customer organization are eligible toward your Partner Points calculation.

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- **Metrics that Matter** (only for partners enrolled in the Learning Solutions Competency): All Metrics that Matter student training evaluations may be counted toward Partner Points calculations. To equate Metrics that Matter classroom training evaluations to the broader Customer Satisfaction Index, the following formula is used:

5 Metrics that Matter training evaluations = 1 Customer Satisfaction Index survey

Total Metrics that Matter evaluations per partner ÷ 5 = Total participation survey responses

Participation score points are based on the number of survey responses received and are updated quarterly. The range used to calculate those points is illustrated in the following table.

Responses	Points
10-24	5
25-49	10
50-99	15
100+	20

Net Satisfaction Score

NSAT score points are based on achieving the highest levels of overall satisfaction. A minimum of 20 individual responses is required before points are awarded. Partners will receive points based on the highest earned NSAT score in a 12-month period. The range used to calculate the awarded points for NSAT is:

NSAT Score	Japan Only	Points
165-174	150-164	10
175-184	165-174	15
184-200	175-200	20

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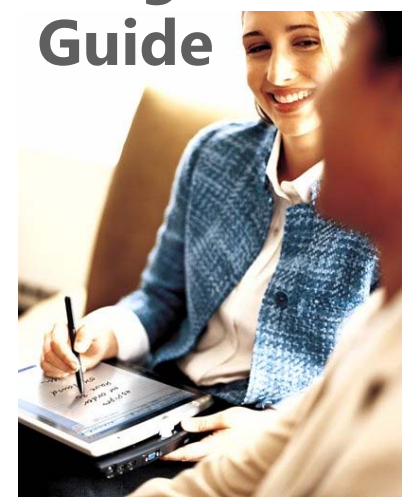
Customer satisfaction surveys	
Points awarded	Varies—points are recalculated quarterly and awarded for the highest scoring quarter within a membership year
Maximum qualifying points	20 points for participation 20 points for net satisfaction
Additional points can be earned?	No
Expiration date	From the date achieved through the remainder of that membership year, <i>plus</i> one additional year.
More information	Customer Satisfaction Index (CSAT) Metrics that Matter

Other Activities: Participate in the ISV Royalty Program

Points can be earned for participation in the ISV Royalty program.

ISV Royalty program	
Points awarded	20
Maximum qualifying points	20
Additional points can be earned?	Yes, multiple locations within the organization can participate and earn the organization additional Partner Points
Expiration date	Until contract expiration date, <i>plus</i> the time to your next anniversary date
More information	https://partner.microsoft.com/global/40010439

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Other Activities: Attend the Microsoft Worldwide Partner Conference

Points can be earned by attending the annual Microsoft Worldwide Partner Conference.

Worldwide Partner Conference	
Points awarded	1 point per attendee, up to 3 attendees
Maximum qualifying points	3
Additional points can be earned?	Yes, for additional attendees
Expiration date	One year from date awarded, <i>plus</i> the time to your next anniversary date
More information	Partner Points Estimator

Other Activities: Submit Customer Assessments

Customer assessments are consultations conducted by the partner to evaluate their customers' current technology state, allowing partners to recommend areas for sales and upgrades. Customer assessments that use the Microsoft Security Risk Assessment Tool are eligible to count toward Partner Points. Assessments using the tool can range from a 2 hour discussion to a 2-day in-depth analysis. Points can be earned by attending the annual Microsoft Worldwide Partner Conference.

Customer Assessments	
Points awarded	5 uploaded assessments = 1 point
Maximum qualifying points	20
Additional points can be earned?	Yes
Expiration date	One year from date awarded, <i>plus</i> the time to your next anniversary date
More information	http://securityguidance.com

Throughout a program year, Microsoft may introduce additional means for earning Partner Points. If earned, these points will be viewable from the account status page in the Partner Membership Center. Information on and updates to Partner Points will be periodically announced on the Microsoft Partner Web site.

Program Guide



Earn Partner Points Across Multiple Locations

If you have multiple locations, but are represented as a single organization within the Microsoft Partner Program, your individual locations can contribute to your overall total points. For more information on how points are calculated for multi-site organizations, [click here](#).

Tracking Partner Points

Partners enrolled in the Microsoft Partner Program can view their Partner Points online at the Partner Membership Center of the Microsoft Partner Program Web site. To access the Partner Membership Center page, you must be an administrator. Go to the [Partner Program Web site](#) and log on with your Microsoft Passport Network credentials. From there, you will see an overview of your program status. Your account status page provides an easy means of tracking your total points, along with any upcoming expiration dates.

Program Guide



4. Take Advantage of Program Benefits to Help Your Business Succeed

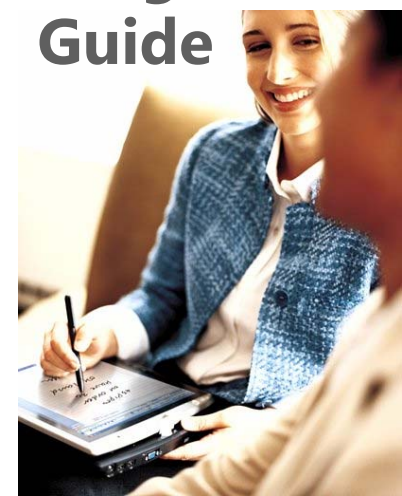
The Microsoft Partner Program provides a wealth of benefits, including tools, resources, software, training, and support services. These benefits are designed to help you extend your market reach, reduce costs, increase profitability, and deliver innovative solutions that allow you and your customers to realize your full business potential. The program benefits support all stages of your business cycle by helping you to:

- **Plan your business**—The tools and resources you need to help you grow and develop your business.
- **Enable**—Assistance in building and maintaining expertise in your particular areas of specialization through training resources and access to Microsoft software for development, support, sales, and/or internal use purposes.
- **Create demand**—Marketing activities to help you create demand and build sales around Microsoft software launches and new marketing initiatives.
- **Sell**—Accelerate sales and gain a competitive advantage. The Microsoft Partner Program continues to enhance the value of your membership through benefits, tools, and resources designed to help you accelerate sales, gain a competitive edge, and win more deals.
- **Provide service and support**—The tools and services you need to deliver customer satisfaction with Microsoft software.
- **Retain your customers**—Tools to help you connect with and strengthen your customer relationships.

Benefits may be delivered online, by telephone, in e-mail, or through shipments. Partners at all membership levels also have access to the Microsoft Partner Program Web site, which offers tools, resources, news, and subscriptions—according to membership level—to support your organization's business.

- Benefits are based on level of program membership. Each level provides a set of **core program benefits**. Additional core benefits are available based on participation in the Small Business Specialist community or the Microsoft Competencies. Partners also have the option to subscribe to **elective benefits**. Elective benefits are designed to enable you to adapt and/or expand your core program benefits to the size and focus of your business. For a complete list of benefits by membership level, see [Appendix A: Program Benefits](#).

Program Guide



Key Program Benefits

Program benefits are incremental in that Certified Partners receive all program benefits at both the Registered and Certified Partner level. Gold Certified Partners receive all program benefits at the Registered Member, Certified Partner, and Gold Certified levels. Below is a partial list of program benefits.

			Gold Certified Partners
	Registered Members	Certified Partners	
Plan	<ul style="list-style-type: none"> Licensing quote configurator 2005–2006 Partner Sales and Marketing Planner Worldwide Partner Conference Local partner events* 	<ul style="list-style-type: none"> Telephone-based account engagement Business Value Advisor Toolkit 	
Enable	<ul style="list-style-type: none"> Local partner training* Hands-On Labs online Online tutorials MVP eStore 	<ul style="list-style-type: none"> Early Technical Betas Internal use software Microsoft Certified Partner Welcome and monthly toolkit shipments Microsoft Matching License Plan Official Microsoft Learning Products Courseware Microsoft Visual Studio® 2005 Professional Edition with MSDN® Premium Subscription 	<ul style="list-style-type: none"> Additional internal use software Microsoft Gold Certified Partner Welcome and monthly toolkit shipments Partner Training and Readiness Resource Center Microsoft Visual Studio 2005 Team Edition for Software Developers with MSDN Premier Subscription
Create Demand	<ul style="list-style-type: none"> Microsoft Resource Directory Partner Channel Builder Partner Solution Profiler Windows Marketplace Partner Marketing Center 	<ul style="list-style-type: none"> Microsoft Certified Partner logo Sales and Marketing toolkit 	<ul style="list-style-type: none"> Press Release template Microsoft Gold Certified Partner logo
Sell	<ul style="list-style-type: none"> Return on Investment (ROI) calculators 	<ul style="list-style-type: none"> Competitive Selling resources Technical Demonstration Toolkit (TDT) Telephone-based Presales Technical Support (TPTS) with Competitive Sales Assistance 	
Service	<ul style="list-style-type: none"> Business-critical phone support Microsoft managed newsgroups 	<ul style="list-style-type: none"> 5-Pack of Professional Support Incidents Online Concierge TechNet Standard Subscription 	<ul style="list-style-type: none"> Technical Service Coordination (TSC)
Retain		<ul style="list-style-type: none"> Customer Satisfaction Index Response Management through Partner 	

*Not available in all regions.

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Additional benefits are available based on your participation in the Small Business Specialist designation or a Competency.

Small Business Specialist Benefits

Participation in the Small Business Specialist program provides benefits such as:

- Access to the Small Business Specialist logo.
- Increased visibility in partner directories.
- Various types of specialized training.
- Marketing campaigns and promotions.
- Access to Small Business Specialist Community through Web pages.

For more information on the benefits of participating in the Small Business Specialist community, [click here](#).

Competency Benefits

Earning a Competency provides additional benefits, such as:

- Competency-relevant software licenses.
- Competency-specific logos.
- Priority listing in partner directories.
- Targeted marketing campaigns.
- Dedicated Microsoft Competency resource Web pages.

For additional information on Competency benefits, [click here](#).

Software License Benefits

Microsoft provides software licenses to its partners as core or elective benefits of the program.

As a core program benefit, **Registered Members** have the option to subscribe to programs that provide software licenses. These are described under [Elective Benefits](#).

As a core program benefit, **Certified Partners** and **Gold Certified Partners** receive software licenses for internal use, development and testing, demonstration, and training. As Certified and Gold Certified Partners, you receive software within your Program Toolkit. For the Certified and Gold Certified

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Program Toolkits, there are differences in terms of the licenses provided in each toolkit and the maximum number of licenses that you can receive between various toolkits. Additional Microsoft Partner Program Toolkits are available and enable a partner to purchase benefits for qualified locations in their organization (see [Additional Partner Program Toolkits](#) later in this section).

Software licenses that are granted to Partners through the Microsoft Partner Program are for the latest version of Microsoft software. Partners are encouraged to upgrade to the most recent version within six months after a new Microsoft software release. Be sure to maintain a central contact in your company who tracks the number of licenses that your organization may use per the license guidelines.

Internal Use Software for Certified Partners and Gold Certified Partners

Internal use licenses may be used by Certified Partners and Gold Certified Partners to run their business and for internal employee training. Licenses may **not** be resold, used for personal use, or used for customer training. Maximum license grants are per company, per country.

The licenses per Program Toolkit and maximum total licenses break out as follows.

Microsoft software Licenses are provided for the latest released versions of Microsoft software only	Certified Partner license grants per program toolkit	Maximum Certified Partner license grants per company, per country	Gold Certified Partner license grants per program toolkit	Maximum Gold Certified Partner license grants per company, per country
Microsoft Office Professional Edition 2003	25	100	100	500
Microsoft Office FrontPage® 2003	25	100	100	500
Microsoft Office OneNote® 2003	25	100	100	500
Microsoft Office InfoPath® 2003	25	100	100	500
Microsoft Windows XP Professional	25	100	100	500
Microsoft Virtual PC 2004	25	100	100	500
Microsoft Office Outlook® 2003 with Business Contact Manager	25	100	100	500
Microsoft Visio® 2003 Professional	25	100	25	500
Microsoft Project 2003 Professional	25	100	100	500

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Microsoft software Licenses are provided for the latest released versions of Microsoft software only	Certified Partner license grants per program toolkit	Maximum Certified Partner license grants per company, per country	Gold Certified Partner license grants per program toolkit	Maximum Gold Certified Partner license grants per company, per country
Microsoft Project Server 2003	1	1	1	1
Microsoft Project 2003 Server Client Access Licenses (CALs)	25	100	100	500
Microsoft MapPoint® 2004	25	100	100	500
Microsoft Windows Server 2003 Enterprise Edition.	2	2	3	3
Microsoft Windows Server 2003 Enterprise Edition CALs	25	100	125	500
Microsoft Windows Server 2003 Terminal Server CALs	25	100	100	500
Microsoft Windows Server 2003 Web Edition	1	1	2	2
Microsoft SQL Server 2000 Enterprise Edition	1	1	2	2
Microsoft SQL Server 2000 Enterprise Edition CALs	25	100	100	500
Microsoft SQL Server Reporting Services Standard Edition	25	100	100	500
Microsoft Exchange Server 2003 Enterprise Edition	1	1	1	1
Microsoft Exchange Server 2003 Enterprise Edition CALs	25	100	100	500
Microsoft SharePoint® Portal Server 2003	1	1	1	1
Microsoft Office SharePoint Portal Server 2003 CALs	25	100	100	500
Microsoft SharePoint Services 2003 Enterprise	25	100	100	500
Microsoft Small Business Server 2003 Premium Edition	1	1	1	1
Microsoft Small Business Server 2003 Premium Edition CALs	25	100	100	500
Microsoft Systems Management Server 2003	3	3	5	5

Program Guide



Microsoft software Licenses are provided for the latest released versions of Microsoft software only	Certified Partner license grants per program toolkit	Maximum Certified Partner license grants per company, per country	Gold Certified Partner license grants per program toolkit	Maximum Gold Certified Partner license grants per company, per country
Microsoft Systems Management Server 2003 CALs	25	100	100	500
Microsoft BizTalk® 2004 Server Enterprise Edition (Single-Processor)	3	3	5	5
Microsoft Internet Security and Acceleration (ISA) Server Enterprise Edition (Single- Processor)	1	1	2	2
Microsoft Commerce Server 2002 Enterprise Edition (Single-Processor)	3	3	5	5
Microsoft Application Center (Single-Processor)	NA	NA	2	2
Microsoft Business Solutions CRM Professional Suite	10	50	25	50
Microsoft Business Solutions CRM Suite Server	1	1	1	1
Microsoft Identity Information Server Enterprise Edition (Per- Processor license)	1	1	2	2
Microsoft Internet Security and Acceleration (ISA) Server 2004 Enterprise Edition (Single-Processor) CALs	25	100	100	500
Microsoft Windows Rights Management Services (RMS) for Windows Server 2003 (CALs)	5	20	10	50
Microsoft Operations Manager Server 2005 Enterprise Edition	1	1	1	1
Microsoft Operations Manager Server 2005 OML	1	1	2	2
Microsoft Office Live Communication Server 2005 Enterprise Edition	1	1	1	1
Microsoft Office Live	25	100	100	500

Program Guide



Microsoft software Licenses are provided for the latest released versions of Microsoft software only	Certified Partner license grants per program toolkit	Maximum Certified Partner license grants per company, per country	Gold Certified Partner license grants per program toolkit	Maximum Gold Certified Partner license grants per company, per country
Communication Server 2005 Enterprise Edition CALs				
Microsoft Virtual Server Enterprise Edition	2	2	3	3
Microsoft Content Management Server Standard Edition (Single Processor)	3	3	5	5

Notes: The maximum license grants apply to an entire legal entity.

All Microsoft CRM software must be registered through the Microsoft Business Solutions product registration site. You will need to provide the 25 digit product identification keys delivered with the CDs. Upon successful registration, the final product registration keys will then be sent to you via e-mail.

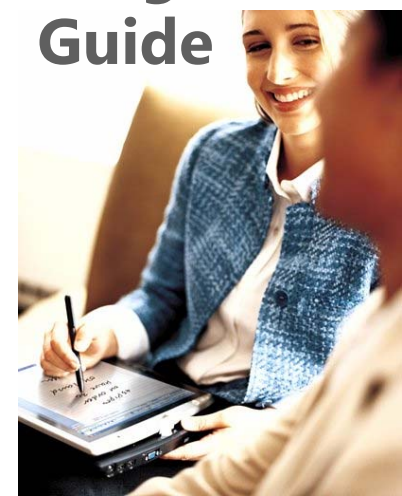
Partners in multiple locations that require the use of Microsoft Business Solutions CRM as a single operating unit will be allowed to implement a combined internal use license key for Microsoft CRM. In this case, partners will be limited to the maximum number of internal use licenses per location under the current Microsoft Partner Program guidelines.

Demonstration Licenses for Certified and Gold Certified Partners

Demonstration licenses are provided for customer demonstration purposes only—that is, licenses to be used only by employees of the company with customer contacts.

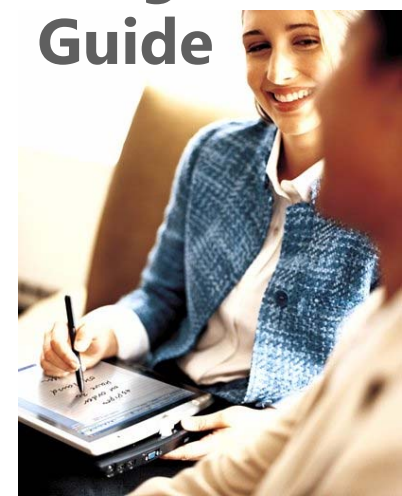
Microsoft software Licenses are provided for the latest released versions of Microsoft software only	Certified Partners license grants	Gold Certified Partners license grants
Microsoft Office Professional Edition 2003	25	Unlimited
Microsoft MapPoint 2004	25	Unlimited
Microsoft Office Business Contact Manager 2003	25	Unlimited
Microsoft Office FrontPage 2003	25	Unlimited
Microsoft Office OneNote 2003	25	Unlimited
Microsoft Office InfoPath 2003	25	Unlimited

Program Guide



Microsoft software Licenses are provided for the latest released versions of Microsoft software only	Certified Partners license grants	Gold Certified Partners license grants
Microsoft Windows XP Professional	25	Unlimited
Microsoft Virtual PC 2004	25	Unlimited
Microsoft Visio 2003 Professional	25	Unlimited
Microsoft Project 2003 Professional	25	Unlimited
Microsoft Project 2003 Server	25	Unlimited
Microsoft Project 2003 Client Access Licenses (CALs)	25	Unlimited
Microsoft Windows Server 2003 Enterprise Edition	1	Unlimited
Microsoft Windows Server 2003 Enterprise Edition CALs	25	Unlimited
Microsoft SQL Server 2000 Enterprise Edition	1	Unlimited
Microsoft SQL Server 2000 Enterprise Edition CALs	25	Unlimited
Microsoft Operations Manager Server 2005 Enterprise Edition	25	Unlimited
Microsoft Operations Manager Server 2005 OML	25	Unlimited
Microsoft Virtual Server Enterprise Edition	25	Unlimited
Microsoft Exchange Server 2003 Enterprise Edition	1	Unlimited
Microsoft Exchange Server 2003 Enterprise Edition CALs	25	Unlimited
Microsoft SharePoint Portal Server 2003	1	Unlimited
Microsoft SharePoint Portal Server 2003 CALs	25	Unlimited
Microsoft Small Business Server 2003 Premium Edition Server	1	Unlimited
Microsoft Small Business Server 2003 CALs	25	Unlimited
Microsoft BizTalk 2002 Server (Single-Processor)	25	Unlimited
Microsoft Internet Security and Acceleration (ISA) Server Enterprise Edition (Single-Processor)	25	Unlimited
Microsoft Commerce Server 2002 (Single-Processor)	25	Unlimited
Microsoft Application Center (Single-Processor)	25	Unlimited
Microsoft Identity Integration Server (Single-Processor)	1	Unlimited

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Development and Testing Licenses for Certified and Gold Certified Partners

Development and testing licenses are to be used only by employees and only in development and testing environments.

Microsoft software	Certified Partners license grants	Gold Certified Partners license grants
Microsoft Visual Studio 2005 Professional Edition with MSDN Premium Subscription	5 licenses per location; 25 licenses per organization, per country	N/A
Microsoft Visual Studio 2005 Team Edition for Software Developers with MSDN Premium Subscription	N/A	10 licenses per location; 100 licenses per organization, per country
TechNet Standard Subscription	N/A	25 licenses

Training Use Licenses for Certified and Gold Certified Partners

Certified Partners and Gold Certified Partners each receive up to 100 training licenses for each desktop license for desktop productivity software, such as Microsoft Office Professional Edition 2003. Licenses are for internal company staff training use only and may only be installed on designated training machines on the Certified Partner or Gold Certified Partner's premises,

Elective Benefits

Elective benefits are designed to enable you to adapt program benefits to the size and focus of your business. All Microsoft partner program members can purchase elective benefits based on membership level and achieved Microsoft Competencies—many at exclusive member savings.

For **Registered Members**, elective benefits include:

- **Microsoft Action Pack Subscription.** Microsoft Action Pack Subscription is a benefit that is available exclusively to Registered Members of the Microsoft Partner Program who promote Microsoft software or provide solutions to their customers based on Microsoft software and technologies. This subscription enables you to receive software and licenses for development, testing, training, and internal business use. With your annual subscription, you will receive four quarterly shipments containing new software releases and updated sales and marketing materials.
- **Empower for ISVs Subscription initiative.** Empower for ISVs is a subscription initiative available to Registered Members. This initiative enables you to receive software and licenses for development, testing, and internal business use. You also receive continuous support to help you develop

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applications using Microsoft software and technologies. The initiative is designed to help you succeed in developing software on the Microsoft platform, and provides an easy route to growing your software business within the Microsoft Partner Program. For more information, [click here](#).

- Microsoft Software Advisor (not available in all countries). Microsoft Software Advisor (MSA) is a specialized Microsoft solutions partner that receives compensation for helping small and medium business customers access Microsoft technology and acquire software through the Microsoft Open License Value purchase plan. For more information, [click here](#).

For **Certified** and **Gold Certified Partners**, elective benefits include:

- Additional Microsoft Partner Program toolkits.
- Discounts on upgraded or additional licenses on Microsoft Visual Studio 2005 Team Edition for Software Developers with MSDN Premium Subscription.
- Additional subscriptions for TechNet Plus Subscription at exclusive partner savings.
- Official Microsoft Learning Product courseware and Microsoft Business Solutions courseware—available only for private customer training and internal company staff training. Only partners enrolled in the Learning Solutions Competency may use this courseware in delivering public enrollment classes. [Click here](#) to view complete guidelines and usage requirements for Official Microsoft Learning Products.

Elective Program Toolkits

The Microsoft Partner Program Toolkit is a benefit for Certified and Gold Certified Partners. The first installment is referred to as the Welcome Toolkit⁴ and subsequent toolkits are shipped each month throughout your membership year (this is also referred to as the monthly toolkit). The Welcome Toolkit is comprised of the Microsoft Partner Program membership plaque, TechNet Standard, Visual Studio 2005 Team Edition for Software Developers with MSDN Premium Subscription, Technical Demonstration Toolkit, and the Sales and Marketing Toolkit. Note that the toolkits are sent to your primary location or the headquarters of your organization.

Additional Microsoft Partner Program toolkits are available for purchase and provide benefits for qualified locations within your organization. The contents of additional toolkits vary based on the

Program Guide



⁴ Welcome Toolkit delivered upon enrollment or re-enrollment in the program, or when upgrading to the Gold Certified membership level.

type of toolkit and your membership level. There are additional program toolkits for both Certified and Gold Certified Partner membership levels. The toolkit types include:

- Additional Partner Program toolkits.
- Microsoft Partner Program Lite toolkit.
- Branch plaques.
- Technical Demonstration toolkit (Welcome toolkit only).
- Technical Demonstration toolkit (subscription).

Additional Partner Program Toolkits

To qualify to receive an Additional Program toolkit, a location must satisfy one of the following scenarios:

Scenario 1	Scenario 2	Scenario 3: For Partners with the Microsoft Business Solutions Competency Only ⁵
Two associated MCPs Three approved references	One associated certified product	Two Microsoft Business Solutions exams that lead to the Competency Three approved references

The Additional Program toolkit provides approximately 25 internal use licenses per toolkit for both Certified Partners and Gold Certified Partners. The licenses provided by the Additional Program toolkit are governed by the maximum license caps set for each company, per country. Based on these caps, a Certified Partner could attain up to 100 licenses and a Gold Certified Partner could receive up to 500 licenses per company, per country (see license tables for full detail).

Microsoft Partner Program Lite Toolkit

The Microsoft Partner Program Lite toolkit is a new benefit available to Certified and Gold Certified Partners. Its goal is to provide a similar benefit to that received by Registered Members receive in their MAPS subscriptions. The Lite toolkit provides both a Welcome Toolkit and monthly toolkits, the

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⁵ Microsoft Business Solutions Partners acquiring Additional Program toolkits need to contact the RSC to validate requirements and order the toolkits.

contents of which are different from a program toolkit. A location can only receive a Lite toolkit if they are not subscribed to an additional program toolkit.

The Lite toolkit provides approximately 10 internal use licenses per toolkit. The licenses provided by the Lite toolkit are governed by the maximum license caps set for each company, per country. Based on these caps, a Certified Partner could attain up to 100 licenses and a Gold Certified Partner could receive up to 500 licenses.

Branch Plaque

The Microsoft Partner Program plaque designates the achievement of Certified and Gold Certified Partner status. A duplicate plaque, referred to as a branch plaque, is available for purchase by the qualified organization for each of their associated locations.

Technical Demonstration Toolkit

The Technical Demonstration Toolkit (TDT) can help you increase your operational efficiency and achieve your full business potential. Available exclusively to Certified and Gold Certified Partners, the TDT provides resources to help you quickly and easily demonstrate the advantages of Microsoft technologies and solutions to customers anywhere, without connectivity concerns.

Notes to Software License Terms:

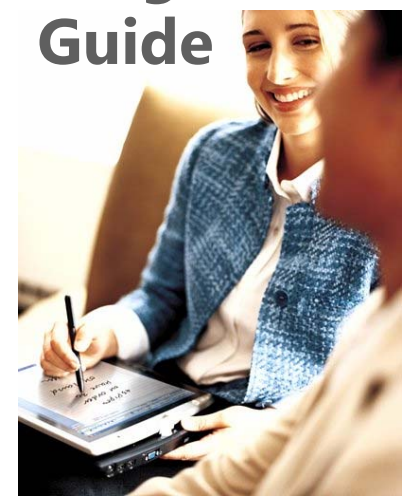
Certified Partners/Gold Certified Partners may not acquire or renew a Microsoft Action Pack subscription.

Approximately 25 software licenses per technology are allowed for use at a Certified Partner's primary site. Approximately 100 software licenses per technology are allowed for use at a Gold Certified Partner's primary site. In both cases, these licenses are not to be used for commercial training purposes. License counts may vary; please see software license charts for exact license quantities.

The software media Certified Partners/Gold Certified Partners receive as part of their program benefit is delivered through the MSDN subscription for most licenses except those that the partner acquired through matching purchases.

Certified and Gold Certified Partners have the option to share licenses between their primary location (or headquarters) and branch locations.

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Certified Partners/Gold Certified Partners receive additional software licenses based on the Microsoft Competencies that they have achieved. See the software license benefit details for each Microsoft Competency.

All software licenses are granted to partners by the Microsoft entity listed in the technology licenses provided with the Microsoft software media, including any end-user license agreement, software use rights, or supplemental license. Use of the software is subject to the terms in the technology license, except for the license number and use restrictions listed in this program guide.

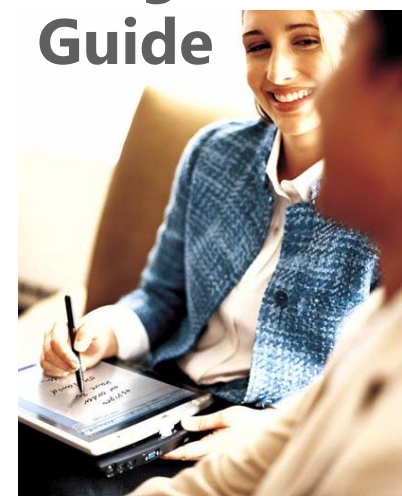
Official Microsoft Learning Product and Microsoft Business Solutions Courseware

Official Microsoft Learning Product courseware is available to Microsoft Certified and Gold Certified Partners. Official Microsoft Learning Products training content is comprised of technical training courses, clinics, workshops, and seminars that educate computer professionals who develop, support, implement, and use solutions based on Microsoft technologies. Additionally, Official Microsoft Learning Product courseware can help prepare your staff for Microsoft Certified Professional (MCP) exams.

Microsoft Certified and Gold Certified Partners can order the same courseware material presented at Official Microsoft Learning Product classroom training courses. This courseware is available only for private customer training and internal company staff training. Access to Official Microsoft Learning Product courseware will provide you with the premier training curriculum to deliver onsite private customer training as part of your total solutions engagement.

Only partners enrolled in the Learning Solutions Competency may use this courseware in delivering public enrollment classes. [Click here](#) for complete guidelines and usage requirements on Official Microsoft Learning Product courseware and Microsoft Business Solutions courseware.

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Additional Savings on Software Licenses for Certified and Gold Certified Partners

Certified Partners and Gold Certified Partners may acquire additional software licenses through Microsoft Open and Select licensing programs:

- To take advantage of this license-matching offer, Partners must acquire licenses from their local software license reseller or distributor.
- The Microsoft Partner Program will then match for each license acquired up to the maximum numbers listed below and not to exceed the total number of licenses available to an organization as presented previously in this guide.

Microsoft software Licenses are provided for the latest released versions of Microsoft software only	Certified Partner— licenses acquired	Certified Partner— maximum licenses matched	Gold Certified Partner— licenses acquired	Gold Certified Partner— maximum licenses matched
Microsoft Office Professional Edition 2003	10	10	25	25
Microsoft Windows XP Professional	10	10	25	25
Microsoft Visual Studio .NET	10	10	25	25
Microsoft Visio 2003 Professional	10	10	25	25
Microsoft Project 2003 Professional	10	10	25	25
Microsoft Project 2003 Client Access Licenses (CALs)	10	10	25	25
Microsoft MapPoint 2004	10	10	25	25
Microsoft Windows Server 2003 CALs	10	10	25	25
Microsoft Windows Server 2003 Terminal Server CALs	10	10	25	25
Microsoft SQL Server 2000 CALs	10	10	25	25
Microsoft Exchange Server 2003 CALs	10	10	25	25
Microsoft SharePoint Portal Server 2003 CALs	10	10	25	25

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5. Small Business Specialist Differentiates Partners Who Serve Small Business

To support partners who serve small businesses, there is the **Small Business Specialist** designation which provides recognition of partners who specialize in the design, deployment, and customization of small business solutions using Microsoft technology. Achieving the Small Business Specialist designation earns Partner Points and provides added benefits for Partners serving small business customers. Partners at any level of the program can achieve the Small Business Specialist designation.

Target Partners

Partners that achieve the Small Business Specialist designation focus on the design, deployment, and customization of small business solutions using Microsoft technology.

Requirements

The requirements for achieving the Small Business Specialist are:

- Enroll in the Microsoft Partner Program at the Certified Partner or Gold Certified Partner level, or as a Registered Member that has a current subscription to Microsoft Action Pack or is currently enrolled in Empower for ISVs.
- Employ at least one individual who has passed the Small Business Sales and Marketing Skills Assessment. This test assesses your understanding of the dynamics and dependencies of the small business market, as well as the value to small business of several software solutions, including Windows XP Professional, Office 2003, and Windows Small Business Server. You will also be tested on the Microsoft Genuine Windows Advantage program and appropriate software licensing programs for the small business market.
- Employ at least one individual who has passed one of two technical exams: Designing, Deploying, and Managing a Network Solution for Small and Medium-Sized Business (Exam 70-282), or Preinstalling Microsoft Products and Technologies Using the OEM Preinstallation Kit (Exam 74-134).

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Benefits

The following benefits are exclusive to Small Business Specialists:

- Access to the Small Business Specialist logo from the Partner Logo Builder Tool
- Increased customer visibility as a Small Business Specialist in the Microsoft Resource Directory and the Small Business Partner Finder
- A complete array of specialized training and readiness opportunities
- Participation in targeted sales and marketing promotions
- Access to the Small Business Specialist community through the Microsoft Partner Program Web site

For more information on the Small Business Specialist, [click here](#).

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6. Microsoft Competencies Focus on Your Key Strengths

Overview

Microsoft Competencies make it easier for you to:

- Differentiate your skills and expertise to customers.
- Access additional benefits and resources more targeted to your business.
- Align your business with relevant Microsoft marketing initiatives.
- Form closer relationships with other partners.

A Competency is generally earned through:

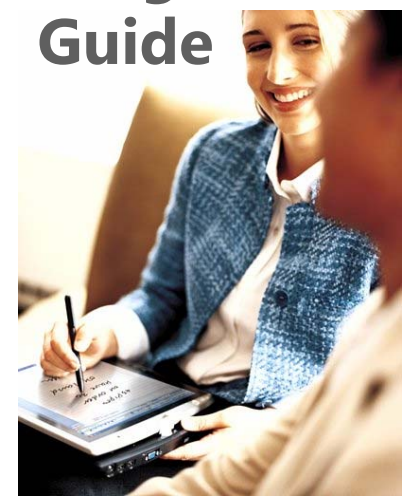
- Providing customer references for projects you have completed for your customers.
- Acquiring professional or product certifications and/or sales activities.

Any partner is eligible to achieve one (1) or more Microsoft Competencies based on technical depth and business expertise. Within certain Competencies, there may be **specializations** that:

- Focus on specific solution areas that recognize deeper expertise within that Competency.
- Serve as a specialized path to earning that Competency.
- Give direct access to the tools and resources that support your specific area of focus.

If specializations exist within a specific Competency, you must achieve that Competency by meeting the full requirements of at least one (1) specialization.

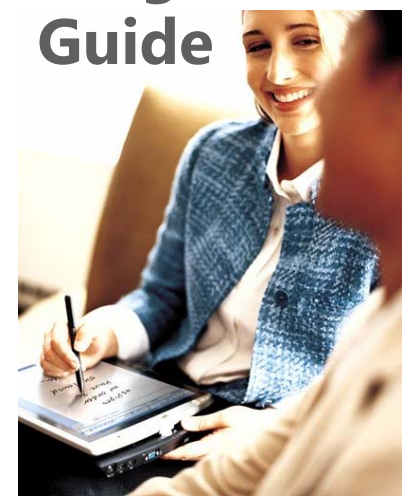
Program Guide



There are 13 Microsoft Competencies available today. Some Competencies have specializations and others do not.

Competencies	Specializations	
Advanced Infrastructure Solutions	<ul style="list-style-type: none"> Active Directory and Identity Management Exchange Migration and Deployment 	<ul style="list-style-type: none"> Hosting Solutions Storage Solutions Systems Management
Business Process and Integration Solutions (formerly, Integrated E-Business Solutions)		
Custom Development Solutions	<ul style="list-style-type: none"> Application Infrastructure Development 	<ul style="list-style-type: none"> Smart Client Development Web Development
Data Management Solutions (formerly, Business Intelligence Solutions)	<ul style="list-style-type: none"> Business Intelligence 	<ul style="list-style-type: none"> Database Management
Information Worker Solutions	<ul style="list-style-type: none"> Enterprise Project Management Messaging and Collaboration Office Smart Client Development 	<ul style="list-style-type: none"> Office System Desktop Deployment Portals and Enterprise Content Management
ISV/Software Solutions		
Learning Solutions		
Licensing Solutions	<ul style="list-style-type: none"> License Delivery 	<ul style="list-style-type: none"> Software Asset Management
Microsoft Business Solutions	<ul style="list-style-type: none"> Microsoft Axapta Microsoft CRM Microsoft C5 Microsoft Great Plains 	<ul style="list-style-type: none"> Microsoft Navision Microsoft Point of Sale Microsoft Solomon
Mobility Solutions		
Networking Infrastructure Solutions		
OEM Hardware Solutions	<ul style="list-style-type: none"> System Building 	<ul style="list-style-type: none"> Device Manufacturing
Security Solutions	<ul style="list-style-type: none"> Infrastructure Security 	<ul style="list-style-type: none"> Security Management

Program Guide



Benefits

Many of the benefits available at the Certified and Gold Certified membership levels are tailored for a specific Competency. Examples of these benefits include:

- Competency-specific logo
- Additional internal use licenses for software
- Hands-on Labs online
- Local partner training
- Online tutorials
- Marketing campaigns
- Microsoft Competency resources Web pages
- Microsoft partner award competency nominations
- Priority listings in partner directories
- Webcasts

Each Microsoft Competency is designed around a specific group of solutions that Microsoft partners deliver to customers. Each competency has a unique set of requirements and provides additional benefits for partners who have enrolled. For up-to-date information on competency requirements, [click here](#). Use the following descriptions to determine which Microsoft Competencies are right for your business.

Program Guide



Advanced Infrastructure Solutions Competency

Target Partners

Partners that achieve the Advanced Infrastructure Solutions Competency focus on crafting high-availability infrastructure solutions that include one (1) or more of the following specializations:

- **Active Directory and Identity Management**—Partners who deploy high-availability design and deployment solutions, based on the Active Directory® service and Microsoft Identity Integration Server, which improve operational efficiency and reduce security risks.
- **Exchange Migration and Deployment**—Partners who offer solutions based on Microsoft Exchange Server, allowing them to capitalize on the wide variety of business opportunities created by the proliferation of e-mail as the primary communications tool of choice for businesses of all types and sizes. The Exchange specialization helps customers recognize Partners as experienced and fully qualified to help them respond to the challenges of providing secure, reliable, anytime/anywhere e-mail access.
- **Hosting Solutions**—Partners who, through the Hosting Data Center Operational Assessment, have proven their proficiency in delivering consistent, high-quality hosted or outsourcing services built on Microsoft technology.
- **Storage Solutions**—Partners who focus on recommending, designing, and deploying high-performance, easy-to-manage, and cost-effective storage solutions.
- **Systems Management**—Partners who design and implement systems management solutions that help customers improve operational efficiency and gain better control over infrastructure investments.

Benefits

The following is a sample list of benefits that are exclusive to the Advanced Infrastructure Solutions Competency:

- Best Practices guides
- Competitive information and industry research
- Deployment guides
- Additional internal use Microsoft software licenses. These licenses may *not* be resold, used for personal use, or used for customer training.

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Internal Use Licenses are provided for the latest released versions of Microsoft software only	License grants at Certified Partner level with this Competency	License grants at Gold Certified Partner level with this Competency
Microsoft Windows Server 2003 Enterprise Edition Advanced	1	1
Microsoft Windows Server 2003 Client Access Licenses (CALs)	5	25
Microsoft Windows Server 2003 Terminal Server CALs	5	25
Microsoft SQL Server 2000 Enterprise Edition CALs	5	25
Microsoft Exchange Server 2003 Enterprise Edition CALs	5	25
Microsoft Systems Management Server 2003	1	1
Microsoft Application Center Server (Single-Processor)	1	1
Microsoft Operations Manager Server 2005 (Single-Processor)	1	1
Microsoft Identity Integration Server (Single-Processor)	1	1

For additional information on the benefits for the Advanced Infrastructure Solutions Competency, go [click here](#).

Requirements

There are currently five specializations within the Advanced Infrastructure Solutions Competency. You must meet the requirements of at least one specialization to be eligible to enroll in this Competency.

Program Guide



Active Directory and Identity Management Specialization	
Certification requirements	<p>Employ or contract with two Selected Microsoft Certified Professionals who have achieved advanced certifications—MCSE, MCSD, or MCDBA—on Microsoft Windows Server 2003 or Windows 2000. In addition, both of these individuals must also pass at least one of the following exams:</p> <ul style="list-style-type: none"> ▪ Microsoft Exam 70-217: Implementing and Administering a Microsoft Windows 2000 Directory Services Infrastructure ▪ Microsoft Exam 70-219: Designing a Microsoft Windows 2000 Directory Services Infrastructure ▪ Microsoft Exam 70-294: Planning, Implementing, and Maintaining a Microsoft Windows Server 2003 Active Directory Infrastructure ▪ Microsoft Exam 70-296: Planning, Implementing, and Maintaining a Microsoft Windows Server 2003 Environment for an MCSE Certified on Windows 2000 ▪ Microsoft Exam 70-297: Designing a Microsoft Windows Server 2003 Active Directory Network Infrastructure
Customer reference requirements	Submit at least three customer references each featuring Active Directory design and deployment or Microsoft Identity Integration Server implementation.
Exchange Migration and Deployment Specialization	
Certification requirements	<p>Employ or contract with two Selected Microsoft Certified Professionals who have achieved advanced certifications—MCSE, MCSD, or MCDBA—on Microsoft Windows Server 2003 or Windows 2000. In addition, both of these individuals must also pass at least one of the following exams:</p> <ul style="list-style-type: none"> ▪ Microsoft Exam 70-224: Installing, Configuring, and Administering Microsoft Exchange 2000 Server ▪ Microsoft Exam 70-225: Designing and Deploying a Messaging Infrastructure with Microsoft Exchange 2000 Server ▪ Microsoft Exam 70-284: Implementing and Managing Microsoft Exchange Server 2003 ▪ Microsoft Exam 70-285: Designing a Microsoft Exchange Server 2003 Organization
Customer reference requirements	Submit at least three customer references each featuring previously deployed solutions that focus on the sales, migration, deployment, and customization of Exchange Server 2000 or Exchange Server 2003 technology.

Program Guide



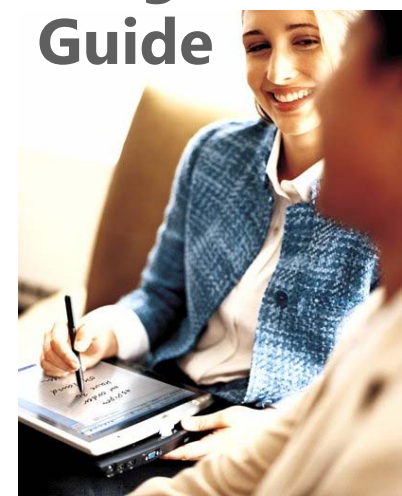
Storage Solutions Specialization	
Certification requirements	<p>Employ or contract with two Selected Microsoft Certified Professionals who have achieved advanced certifications—MCSE, MCSA, or MCDBA—on Microsoft Windows Server 2003 or Windows 2000. In addition, both of these individuals must also pass at least one of the following exams:</p> <ul style="list-style-type: none"> ▪ Microsoft Exam 70-210: Installing, Configuring, and Administering Microsoft Windows 2000 Professional ▪ Microsoft Exam 70-215: Installing, Configuring, and Administering Microsoft Windows 2000 Server ▪ Microsoft Exam 70-216: Implementing and Administering a Microsoft Windows 2000 Network Infrastructure ▪ Microsoft Exam 70-221: Designing a Microsoft Windows 2000 Network Infrastructure ▪ Microsoft Exam 70-270: Installing, Configuring, and Administering Microsoft Windows XP Professional ▪ Microsoft Exam 70-291: Implementing, Managing, and Maintaining a Microsoft Windows Server 2003 Network Infrastructure ▪ Microsoft Exam 70-293: Planning and Maintaining a Microsoft Windows Server 2003 Network Infrastructure ▪ Microsoft Exam 70-296: Planning, Implementing, and Maintaining a Microsoft Windows Server 2003 Environment for an MCSE Certified on Windows 2000 ▪ Microsoft Exam 70-297: Designing a Microsoft Windows Server 2003 Active Directory and Network Infrastructure
Customer reference requirements	Submit at least three customer references each featuring the design and implementation of a storage solution utilizing Storage Management Server 2003.

Program Guide



Systems Management Specialization	
Certification requirements	<p>Employ or contract with two Selected Microsoft Certified Professionals who have achieved advanced certifications—MCSE, MCSA, or MCDBA—on Microsoft Windows Server 2003 or Windows 2000. In addition, both of these individuals must also pass at least one of the following exams:</p> <ul style="list-style-type: none"> Microsoft Exam 70-086: Implementing and Supporting Microsoft Systems Management Server 2.0 Please note: this exam will be replaced by the SMS 2003 exam in November, 2005 Microsoft Exam 70-290: Managing and Maintaining a Windows Server 2003 Environment Microsoft Exam 70-296: Planning, Implementing, and Maintaining a Windows Server 2003 Environment
Customer reference requirements	<p>Submit at least three customer references each featuring previously deployed solutions that focus on the sales, implementation, deployment, of System Center Data Protection Manager or Microsoft Operations Manager. A partner should also highlight in the reference submission process whether the project included any deployment solution accelerators for SMS, MOM, or Desktop Deployment.</p>
Hosting Solutions Specialization	
Certification requirements	Employ or contract with two Microsoft Certified Professionals,
Customer reference requirements	Submit at least three customer references each featuring the design and implementation of a hosting solution.
Sales requirements	<ul style="list-style-type: none"> Signed Service Provider License Agreement (SPLA) Minimum SPLA requirement of 75 Processor Licenses OR 3,000 SALS in the last 12 months

Program Guide



Business Process and Integration Solutions Competency (formerly, Integrated E-Business Solutions Competency)

Target Partners

Partners that achieve the Business Process and Integration Competency (formerly, Integrated E-Business Solutions) focus on implementing and deploying server-based portals for driving Internet commerce, and business process applications featuring:

- Enterprise application integration (EAI)
- Business to business application integration (B2B)
- Business process management (BPM) Internet business
- Digital rights management
- Extranet/hosting
- Web application/portal development
- Web-based workflow/orchestration solutions

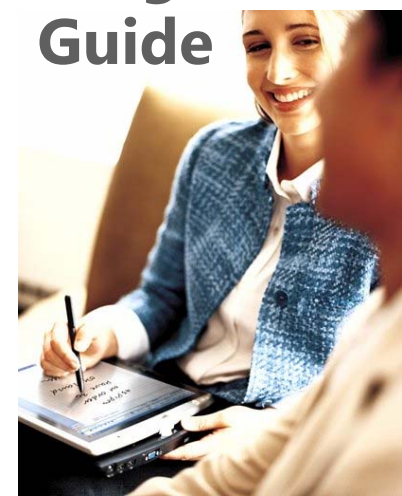
Benefits

The following is a sample list of benefits that are exclusive to the Business Process and Integration Competency:

- Development labs and product previews
- Additional internal use licenses for Microsoft software. These licenses may *not* be resold, used for personal use, or used for customer training.

Internal Use Licenses are provided for the latest released versions of Microsoft software only	License grants at Certified Partner level with this Competency	License grants at Gold Certified Partner level with this Competency
Microsoft SQL Server 2000 Enterprise Edition Client Access Licenses (CALs)	5	25
Microsoft BizTalk 2004 Server Enterprise Edition (Single-Processor)	3	5
Microsoft Commerce Server 2002 (Single-Processor)	3	5
Microsoft Content Management Server (Single Processor)	3	5

Program Guide



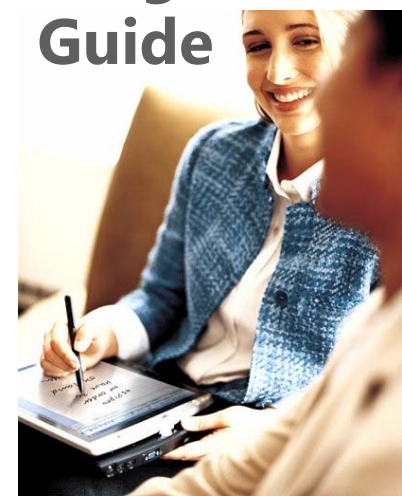
For additional information on the benefits for the Business Process and Integration Competency, [click here](#).

Requirements

All active Microsoft Partner Program participants who meet the requirements are eligible to enroll online in the Business Process and Integration Competency.

Business Process and Integration Competency	
Certification requirements	<p>Employ or contract with two individuals, each of whom must have passed at least one of the following Microsoft exams:</p> <ul style="list-style-type: none"> ▪ Microsoft Exam 70-229: Designing and Implementing Databases with Microsoft SQL Server 2000 Enterprise Edition ▪ Microsoft Exam 70-230: Designing and Implementing Solutions with Microsoft BizTalk Server 2000 Enterprise Edition ▪ Microsoft Exam 70-300: Analyzing Requirements and Defining Microsoft .NET Solution Architectures ▪ Microsoft Exam 70-310: Developing XML Web Services and Server Components with Microsoft Visual Basic .NET and the Microsoft .NET Framework ▪ Microsoft Exam 70-320: Developing XML Web Services and Server Components with Microsoft Visual C#® .NET and the Microsoft .NET Framework ▪ Microsoft Exam 74-135: Developing E-Business Solutions Using Microsoft BizTalk Server 2004
Customer reference requirements	<p>Submit at least three customer references for projects that focus on building an integrated and flexible business infrastructure including messaging and collaboration, business process management, and e-commerce in these areas:</p> <ul style="list-style-type: none"> ▪ Web site/Internet development (non-commerce) ▪ Web site/Internet development (commerce) ▪ B2B (business-to-business) Web solution development ▪ Large-scale Web extranet ▪ Web-based thin-client development ▪ Web/legacy systems integration ▪ Adapter development <p>Each project used as a reference must feature one of the following core software technologies:</p> <ul style="list-style-type: none"> ▪ Microsoft BizTalk Server 2002 or BizTalk Server 2004 ▪ Microsoft Commerce Server ▪ Microsoft Host Integration Server

Program Guide



Custom Development Solutions Competency

Target Partners

Partners that achieve the Custom Development Solutions Competency focus on delivering customized solutions developed with Microsoft software and development tools. This competency is ideal for software development companies that focus on the following specializations:

- **Application Infrastructure Development** focuses on delivering applications built using components of the Windows Server System, which includes Windows Server 2003, BizTalk Server, SQL Server, SharePoint Products and Technologies, and Visual Studio.
- **Smart Client Development** focuses on delivering custom-developed solutions accessed through a client, such as Visual Studio, Visual Studio Tools for Office, and Microsoft Office.
- **Web Development** focuses on delivering Web-enabled deployment solutions required in organizations that wish to operate and transact through the Internet using Visual Studio, ASP.NET, IIS, Windows Server 2003, and SQL Server.

Benefits

The following is a sample list of benefits that are exclusive to the Custom Development Solutions Competency:

- Marketing campaigns and offers
- Smart Client Best Practices
- Receive new Visual Studio 2005 Tools for Developer with MSDN Premium. These licenses may *not* be resold, used for personal use, or used for customer training.

Internal Use Software Licenses are provided for the latest released versions of Microsoft software only	License grants at Certified Partner level with this Competency	License grants at Gold Certified Partner level with this Competency
Microsoft Visual Studio 2005 Team Edition for Software Developers with MSDN Premium Subscription	5 incremental internal use licenses	25 incremental internal use licenses

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These software licenses may be used for development and testing. These licenses must not be resold, used for personal use, or used for customer training.

Development and Test Licenses Licenses are provided for the latest released versions of Microsoft software only	License grants at Certified Partner level with this Competency	License grants at Gold Certified Partner level with this Competency
Microsoft Visual Studio 2005 Team Edition for Software Developers with MSDN Premium Subscription	5 incremental internal use licenses	25 incremental internal use licenses

For additional information on the benefits for the Custom Development Solutions Competency, [click here](#).

Requirements

There are three specializations within the Custom Development Solutions Competency. You must meet the requirements of at least one specialization to be eligible to enroll in this Competency.

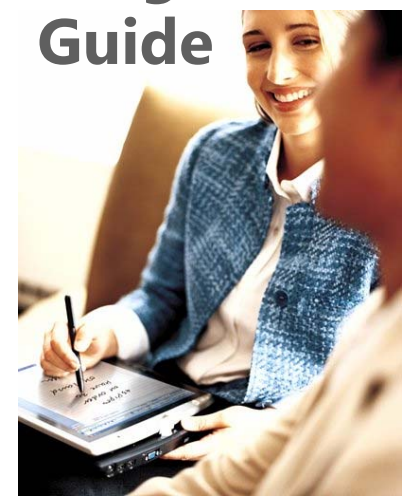
Application Infrastructure Development Specialization	
Certification requirements	<p>Employ or contract with two Selected Microsoft Certified Professionals who have achieved advanced certifications—MCSD or MCAD. In addition, both of these individuals must also pass at least one of the following exams:</p> <ul style="list-style-type: none"> ▪ Microsoft Exam 70-300: Analyzing Requirements and Defining Microsoft .NET Solution Architectures ▪ Microsoft Exam 70-330: Implementing Security for Applications with Microsoft Visual Basic .NET ▪ Microsoft Exam 70-340: Implementing Security for Applications with Microsoft Visual C# .NET
Customer reference requirements	<p>Submit at least 3 references for projects that feature the implementation, management, and/or deployment of custom applications and infrastructure using one or more of the following:</p> <ul style="list-style-type: none"> ▪ Visual Studio ▪ IIS ▪ ADO.NET ▪ Web Services ▪ Security ▪ SharePoint ▪ SQL Server ▪ Windows Server 2003 ▪ BizTalk Server

Program Guide



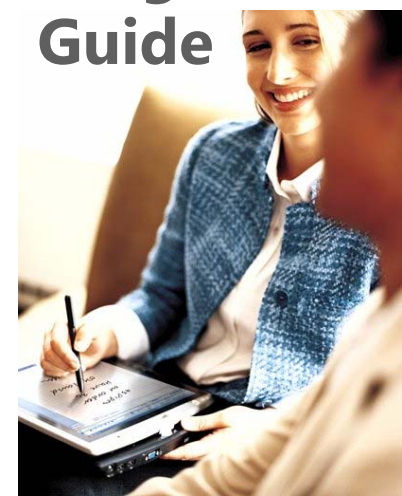
Smart Client Development Specialization	
Certification requirements	<p>Employ or contract with two Selected Microsoft Certified Professionals who have achieved advanced certifications—MCSD or MCAD. In addition, both of these individuals must also pass at least one of the following exams:</p> <ul style="list-style-type: none"> ▪ Microsoft Exam 70-300: Analyzing Requirements and Defining Microsoft .NET Solution Architectures ▪ Microsoft Exam 70-306: Developing and Implementing Windows-Based Applications with Microsoft Visual Basic .NET and Microsoft Visual Studio .NET ▪ Microsoft Exam 70-316: Developing and Implementing Windows-Based Applications with Microsoft Visual C# .NET and Microsoft Visual Studio .NET ▪ Microsoft Exam 70-330: Implementing Security for Applications with Microsoft Visual Basic .NET ▪ Microsoft Exam 70-340: Implementing Security for Applications with Microsoft Visual C# .NET ▪ Microsoft Exam 74-137: Developing Microsoft® Office Solutions using XML with Microsoft Office Professional Enterprise Edition 2003
Customer reference requirements	<p>Submit at least 3 references for projects that feature the implementation, management, and/or deployment of custom applications and infrastructure using one or more of the following:</p> <ul style="list-style-type: none"> ▪ Visual Studio ▪ Office System 2003 ▪ Visual Studio for Office ▪ Information Bridge Framework ▪ Windows Forms ▪ Visio ▪ Windows XP ▪ Pocket PC ▪ ADO.NET ▪ .NET Compact Framework

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Web Development Specialization	
Certification requirements	<p>Employ or contract with at least two individuals, both of whom must have passed at least one of the following Microsoft exams:</p> <ul style="list-style-type: none"> ▪ Microsoft Exam 70-300: Analyzing Requirements and Defining Microsoft .NET Solution Architectures ▪ Microsoft Exam 70-305: Developing and Implementing Web Applications with Microsoft Visual Basic .NET and Microsoft Visual Studio .NET ▪ Microsoft Exam 70-315: Developing and Implementing Web Applications with Microsoft Visual C# .NET and Microsoft Visual Studio .NET ▪ Microsoft Exam 70-330: Implementing Security for Applications with Microsoft Visual Basic .NET ▪ Microsoft Exam 70-340: Implementing Security for Applications with Microsoft Visual C# .NET
Customer reference requirements	<p>Submit at least 3 references for projects that feature the implementation, management, and/or deployment of custom applications and infrastructure using one or more of the following:</p> <ul style="list-style-type: none"> ▪ Visual Studio ▪ ASP.NET ▪ IIS ▪ ADO.NET ▪ Windows Server 2003 ▪ SQL Server

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Data Management Solutions Competency (formerly, Business Intelligence Solutions Competency)

Target Partners

Partners that achieve the Data Management Solutions Competency formerly, Business Intelligence Solutions Competency) focus on implementing solutions that feature:

- Data warehousing.
- Business intelligence.
- Online analytical processing (OLAP).
- Data mining.
- Decision support.
- Microsoft SQL Server platform.

There are two specializations in this competency:

- The **Business Intelligence** specialization (formerly, Business Intelligence Solutions Competency) is targeted to partners who focus on delivering services, tools, and application business intelligence using SQL Server technology.
- The **Database Solutions** specialization (formerly, Advanced Data Infrastructure Competency, Data Management specialization) is targeted to partners who focus on delivering migration tools and services, database administration tools and services, and performance tools using SQL Server technology.

Benefits

The following is a sample list of benefits that are exclusive to the Data Management Solutions Competency:

- SQL Server Accelerator for Business Intelligence
- SQL Server newsgroups
- Data Management Solutions Competency Partner awards
- Additional internal use licenses for Microsoft software

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These licenses may *not* be resold, used for personal use, or used for customer training.

Internal Use Licenses are provided for the latest released versions of Microsoft software only	License grants at Certified Partner level with this Competency	License grants at Gold Certified Partner level with this Competency
Microsoft SQL Server 2000 Enterprise Edition Client Access Licenses (CALs)	5	25

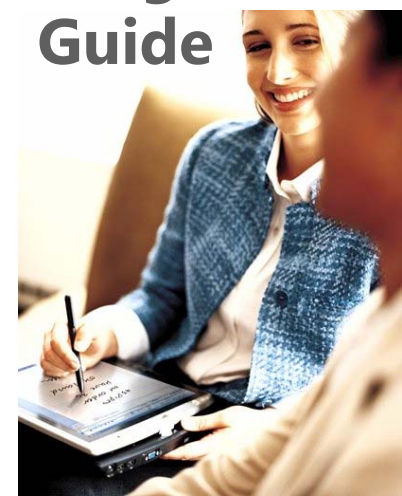
For additional information on the benefits for the Data Management Solutions Competency, [click here](#).

Requirements

There are two specializations within the Data Management Solutions Competency. You must meet the requirements of at least one specialization to be eligible to enroll in this Competency.

Business Intelligence Specialization	
Certification requirements	Employ or contract with two individuals, each of whom must have passed at least one of the following Microsoft exams: <ul style="list-style-type: none"> Microsoft Exam 70-228: Installing, Configuring, and Administering Microsoft SQL Server 2000 Enterprise Edition Microsoft Exam 70-229: Designing and Implementing Databases with Microsoft SQL Server 2000 Enterprise Edition
Customer reference requirements	Submit at least three customer references that showcase business intelligence services, reporting, tools, and application solutions using SQL Server technology.
Database Management Specialization	
Certification requirements	Employ or contract with two individuals, each of whom must have passed at least one of the following Microsoft exams: <ul style="list-style-type: none"> Microsoft Exam 70-228: Installing, Configuring, and Administering Microsoft SQL Server 2000 Enterprise Edition Microsoft Exam 70-229: Designing and Implementing Databases with Microsoft SQL Server 2000 Enterprise Edition
Customer reference requirements	Submit at least three customer references that showcase database migration tools and services, management tools, and services using SQL Server technology.

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Information Worker Solutions Competency

Target Partners

Partners that achieve the Information Worker Solutions Competency focus on building collaboration and group productivity solutions in any of the following areas of specialization:

- Enterprise Project Management: developed for partners specializing in developing Enterprise Project Management solutions based on Microsoft Office Project Professional 2003.
- Portals and Enterprise Content Management: developed for partners specializing in portal solutions using Microsoft Office SharePoint Portal Server, Windows SharePoint Services and Microsoft Content Management Server.
- Office Smart Client Development: developed for partners who build solutions using XML and Web Services in Office Professional 2003 (including Infopath), and solutions built using Visual Studio Tools for Office.
- Messaging and collaboration: developed for partners specializing in developing Messaging and Collaboration solutions using the Microsoft Office System, Microsoft Exchange Server, Office Live Communications Server 2003, and Windows SharePoint Services.
- Office System Desktop Deployment developed for partners specializing in providing Desktop Deployment solutions to customers wishing to upgrade to the latest version of programs in the Microsoft Office System.

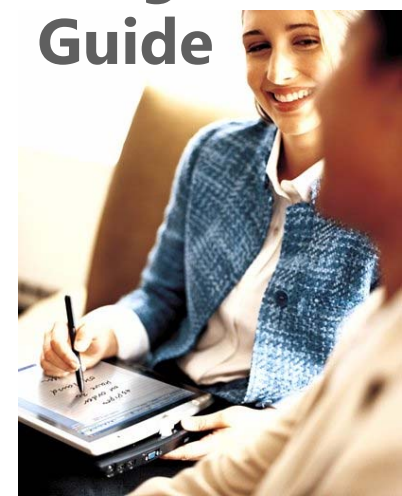
By enrolling in this competency, your company will have early access to information worker solutions beta programs and product strategy plans to help you better deliver collaboration and information-sharing solutions based on the Microsoft Office System.

Benefits

The following is a sample list of benefits that are exclusive to the Information Worker Solutions Competency:

- Beta software participation
- Solution Showcase for the Microsoft Office System
- Information Worker Partner events
- Microsoft Office System Solutions directory
- Exclusive Information Worker campaign offers

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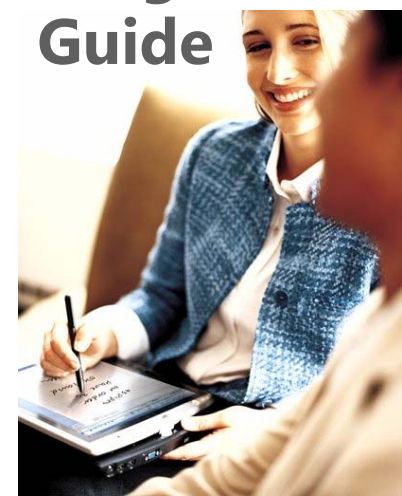
- Additional internal use licenses for Microsoft software

These licenses may *not* be resold, used for personal use, or used for customer training.

Information Worker Solutions Licenses are provided for the latest released versions of Microsoft software only	License grants at Certified Partner level with this Competency	License grants at Gold Certified Partner level with this Competency
Microsoft Office Professional Edition 2003	5	25
Microsoft Office FrontPage 2003	5	25
Microsoft Office OneNote 2003	5	25
Microsoft Office InfoPath 2003	5	25
Microsoft Visio Professional 2003	5	25
Microsoft Project Professional 2003	5	25
Microsoft Project 2003 Client Access Licenses (CALs)	5	25
Microsoft MapPoint 2004	5	25
Microsoft SQL Server 2000 Enterprise Edition CALs	5	25
Microsoft Exchange Server 2003 Enterprise Edition CALs	5	25
Microsoft SharePoint Portal Server 2003 CALs	5	25
Microsoft Content Management Server (Single Processor)	3	5

For additional information on the benefits for the Information Worker Solutions Competency, [click here](#).

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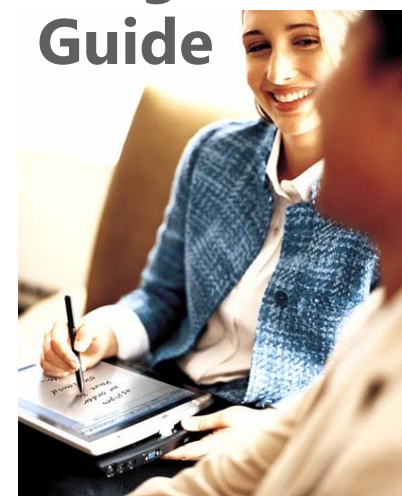


Requirements

The Information Worker Solutions Competency now includes specializations that provide distinct paths for achieving the competency. You must meet the requirements of at least one specialization to be eligible to enroll in this Competency.

Enterprise Project Management Specialization	
Certification requirements	<p>Employ or contract with two individuals, each of whom must have passed at least one of the following Microsoft exams:</p> <ul style="list-style-type: none"> Microsoft Exam 74-131: Designing a Microsoft Office Enterprise Project Management (EPM) Solution Microsoft Exam 70-281: Planning, Deploying, and Managing an Enterprise Project Management Solution
Customer reference requirements	<p>Submit at least three references for projects that feature the integration of products, technology, and services to align resources and business activities using: Microsoft Project Server 2002 or Office Project Server 2003</p> <p>Plus one or more of the following:</p> <ul style="list-style-type: none"> Project Professional 2002 or Office Project Professional 2003 Windows SharePoint Services A Windows Server 2003 component used to create websites for information sharing and document collaboration SQL Server 2000; Microsoft Office 2003 Editions Microsoft Office Visio 2003

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Portals and Enterprise Content Management Specialization	
Certification requirements	<p>Employ or contract with two individuals, each of whom must have passed at least one of the following Microsoft exams:</p> <ul style="list-style-type: none"> ▪ Microsoft Exam 74-132: Deploying a Portals Solution with Microsoft SharePoint Products and Technologies ▪ Microsoft Exam 74-133: Customizing Portal Solutions with Microsoft SharePoint Products and Technologies (including Microsoft Content Management Server) ▪ Microsoft Exam 70-234: Designing and Implementing Solutions with Microsoft Commerce Server 2000
Customer reference requirements	<p>Submit at least three references for projects that feature deployment of portals that connect users and teams to improve efficiency using one of the following:</p> <ul style="list-style-type: none"> ▪ SharePoint Portal Server ▪ Windows Server 2003 ▪ SQL Server 2000 ▪ BizTalk Server ▪ Exchange 2000 Server ▪ Exchange Server 2003
Office System Desktop Deployment Specialization	
Certification requirements	<p>Employ or contract with two individuals, each of whom must have passed at least one of the following Microsoft exams:</p> <ul style="list-style-type: none"> ▪ Microsoft Exam 74-139: Deploying Business Desktops with Microsoft Windows Server 2003 and Microsoft Office 2003 ▪ Microsoft Exam 70-270: Installing, Configuring, and Administering Microsoft Windows XP Professional
Customer reference requirements	<p>Submit at least three references for projects that feature development and investment of desktop systems to increase reliability, performance, and security using one of the following:</p> <ul style="list-style-type: none"> ▪ Microsoft Office Professional Edition 2003 ▪ Office OneNote 2003 ▪ Windows Server 2003

Program Guide



Messaging and Collaboration Specialization	
Certification requirements	<p>Employ or contract with two individuals, each of whom must have passed at least one of the following Microsoft exams:</p> <ul style="list-style-type: none"> ▪ Microsoft Exam 74-138: Planning and Building a Messaging and Collaboration Environment using Microsoft Office System and Microsoft Windows Server 2003 ▪ Microsoft Exam 70-284: Implementing and Managing Microsoft Exchange Server 2003 ▪ Microsoft Exam 70-285: Designing a Microsoft Exchange Server 2003 Organization ▪ Microsoft Exam 70-294: Planning, Implementing, and Maintaining a Microsoft Windows Server 2003 Active Directory Infrastructure ▪ Microsoft Exam 70-297: Designing a Microsoft Windows Server 2003 Active Directory Network Infrastructure ▪ Microsoft Exam 70-296: Planning, Implementing, and Maintaining a Microsoft Windows Server 2003 Environment for an MCSE Certified on Windows 2000
Customer reference requirements	<p>Submit at least three references for projects that feature planning, deployment, and management of messaging and collaboration services of Microsoft Office System programs for email, calendaring, contacts, and other collaborative capabilities using one of the following:</p> <ul style="list-style-type: none"> ▪ Microsoft Office SharePoint Portal Server ▪ Microsoft Office System ▪ Windows Server 2003 ▪ Exchange 2000 Server ▪ Exchange Server 2003 ▪ Microsoft Office Live Communications Server 2003 ▪ Microsoft Office InfoPath 2003
Office Smart Client Development Specialization	
Certification requirements	<p>Employ or contract with two individuals, each of whom must have passed the following Microsoft exam:</p> <ul style="list-style-type: none"> ▪ Microsoft Exam 74-137: Developing Microsoft Office Solutions using XML with Office Professional Enterprise Edition 2003
Customer reference requirements	<p>Submit at least three references for projects that feature developing solutions using XML and Web services using one of the following:</p> <ul style="list-style-type: none"> ▪ Microsoft Office Professional 2003 ▪ Microsoft Office InfoPath 2003 ▪ Visual Studio Tools for Office

Program Guide



ISV/Software Solutions Competency

Target Partners

Partners that achieve the ISV/Software Solutions Competency focus on developing and marketing packaged software solutions based on Microsoft technologies.

Benefits

The following is a sample list of benefits that are exclusive to the ISV/Software Solutions Competency:

- Return on Investment (ROI) calculator for ISV solutions
- ISV advisory service
- Additional Microsoft Visual Studio 2005 Team Edition for Software Developers licenses with MSDN Premier Subscription
- Additional internal use licenses for Microsoft software

These licenses may not be resold, used for personal use, or used for customer training.

Internal Use Licenses are provided for the latest released versions of Microsoft software only	License grants at Certified Partner level with this Competency	License grants at Gold Certified Partner level with this Competency
Microsoft Windows XP Professional	5	25
Microsoft Windows Server 2003 Enterprise Edition	n/a	1
Microsoft Windows Server 2003 Client Access Licenses (CALs)	5	25
Microsoft SQL Server 2000 Enterprise Edition CALs	5	25

The following licenses may be used only in a development and testing environment, and only by your employees.

Development and Testing Licenses are provided for the latest released versions of Microsoft software only	Additional license grants at Certified Partner level with this Competency	Additional license grants at Gold Certified Partner level with this Competency
Microsoft Visual Studio 2005 Team Edition for Software Developers with MSDN Premium Subscription	5	25

For additional information on the benefits for the ISV/Software Solutions Competency, [click here](#).

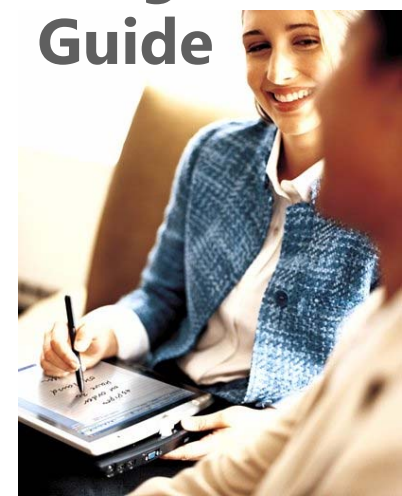
Program Guide



Requirements

ISV/Software Solutions Competency	
Certification requirements	<p>In order for your business to meet the ISV/Software Solutions Competency requirements, your software must pass at least one of the following operating system components and one of the four other components of the "Platform" tests:</p> <p><u>Operating system:</u></p> <ul style="list-style-type: none"> Windows Server Windows Client <p><u>Other components:</u></p> <ul style="list-style-type: none"> SQL Server component Managed code component Office component Web services and .NET Framework <p>OR</p> <p>Have one software application that has passed one of the following "Designed for" or "Certified for" tests:</p> <p><u>"Designed for" level tests:</u></p> <ul style="list-style-type: none"> Designed for Windows XP Logo Designed for Windows for Mobile (Pocket PC or Smartphone) Microsoft CRM Test for ISV Solutions Microsoft Internet Security and Acceleration (ISA) Server Test for ISV Solutions Commerce Server 2002 Integration Testing <ul style="list-style-type: none"> Business Analytics Plug-In Order System Plug-In Run-time Component General-Purpose Plug-In Microsoft Business Solutions Test for ISV Solutions–Solomon Microsoft Business Solutions Test for ISV Solutions–Axapta Microsoft Business Solutions Test for ISV Solutions–Navision Microsoft Business Solutions Test for ISV Solutions–Great Plains Microsoft Office Small Business Accounting

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Certification requirements continued	<p><u>"Certified for" level tests:</u></p> <ul style="list-style-type: none"> ▪ Certified for Windows Server 2003 Standard ▪ Certified for Windows Server 2003 Enterprise ▪ Certified for Windows Server 2003 Datacenter Edition ▪ Certified for Windows Vista* ▪ Certified for SQL Server 2000 ▪ Certified for SQL Server 2005* ▪ Data Warehouse Alliance Testing <p>* Note: Test for SQL Server 2005 is expected to be available later in calendar year 2005. Test for Windows Vista will be available in calendar year 2006.</p> <p>NOTE: Each Product ID (issued by third-party testing vendor) may only be used once per country for the same partner company.</p> <p>Each tested/certified software application remains eligible to meet the Competency requirement for two years from the date on which the software test was passed (three years for Certified for Windows, Data Warehouse Alliance Testing, and Certified for SQL Server). The software will need to be retested/recertified after two years.</p>
Customer reference requirements	<p>Submit at least three customer references for tested packaged software solutions. The solution must be a business application, deployed for a minimum of five users.</p>

Learning Solutions Competency

Target Partners

Partners that achieve the Learning Solutions Competency focus on providing individuals and organizations with the high-level technical knowledge and skills required to maximize their investments in Microsoft-based solutions. Examples include:

- Individual and organizational skills assessment
- Hands-on, classroom, and online training
- Microsoft certification exam preparation
- Training solutions which focus on:
 - Information technology professional training
 - Systems and application development training
 - Business skills training

Program Guide



- Technical career development skills—entry level to advanced
- Validation of skill level through Microsoft certifications

While a Competency earned at a specific location is inherited by all the locations associated with the organization, this is not true for the Learning Solutions Competency which requires each location to meet specific criteria. The Learning Solutions Competency must be earned outright at the location levels and cannot be inherited across the organization.

Benefits

The following is a sample list of benefits that are exclusive to the Learning Solutions Competency:

- Annual Learning Solutions Welcome Kit
- Software Assurance Training Voucher Program
- Individual skills assessment tools
- Microsoft Skills Assessment for Organizational Assessment Tool, sales resources, and training
- Customized training content
(Available in North America, EMEA, and APAC only. Not available for Microsoft Business Solutions courseware)
- Customer Satisfaction Measurement Tool: Metrics that Matter
- ClassFinder student referral tool
- Business Strategy Conference invitations
- Volume Rebate program (not available in all countries or for Microsoft Business Solutions courseware)

Program Guide



- Technical Training Use licenses for Microsoft software. These software licenses are for customer training use only and are to be installed on designated training computers on the Gold Certified or Certified Partner's premises.

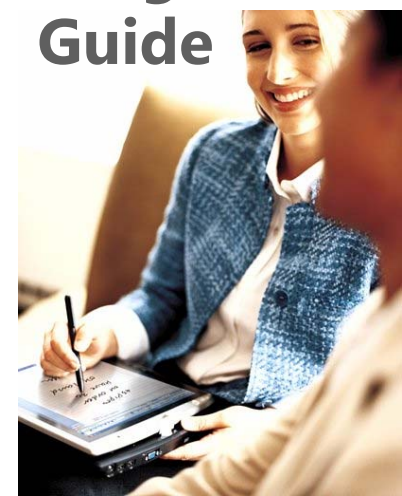
Training Use Licenses are provided for the latest released versions of Microsoft software only	License grants at Certified Partner level with this Competency	License grants at Gold Certified Partner level with this Competency
Microsoft Visual Studio 2005 Professional Edition with MSDN Premier Subscription	1	1
Authorization to load simultaneous copies of any legally acquired Microsoft server operating system, software development application, or desktop application to enable training using Official Microsoft Learning Product courseware or Microsoft Business Solutions courseware.	Classroom Delivery: 200 Online Delivery: 500	Classroom Delivery: 250 Online Delivery: 750
Microsoft Virtual Server Enterprise Edition	12	12

- Additional internal use licenses for Microsoft software. These licenses may **not** be resold or used for personal use, but can be used for customer training.

Learning Solutions Licenses are provided for the latest released versions of Microsoft software only	License grants at Certified Partner level with this Competency	License grants at Gold Certified Partner level with this Competency
Microsoft Windows XP Professional	10	25
Microsoft Windows Server 2003 Enterprise Edition	5	25
Microsoft Windows Server 2003 Terminal Server Client Access Licenses (CALs)	10	25
Microsoft Windows Server 2003 Web Edition	5	25

For additional information on the benefits for the Learning Solutions Competency, [click here](#).

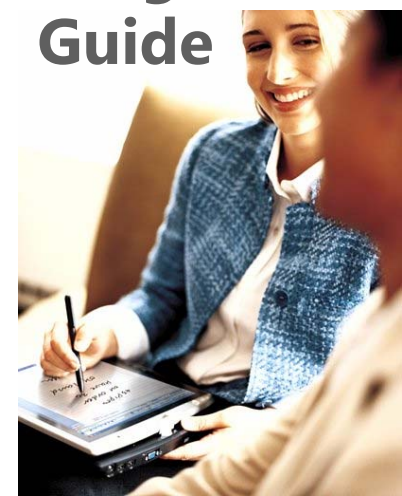
Program Guide



Requirements

Learning Solutions Competency	
General requirements	<p>To qualify for the Learning Solutions Competency:</p> <ul style="list-style-type: none"> ▪ Submit a business plan for each location that you would like to qualify for membership in the Learning Solutions Competency. (For a business plan template, see the Learning Solutions Benefits and Requirements Guide.) ▪ Meet minimum hardware and facilities requirements. ▪ Use the Metrics that Matter student evaluation tool for all training engagements and meet customer satisfaction requirements. ▪ Deliver all public open-enrollment training and private limited-enrollment classes using Official Microsoft Learning Products courseware or Microsoft Business Solutions courseware. ▪ Meet quarterly, minimum Microsoft courseware acquisition requirements. Minimum volume requirements (MVR) are set on a per-country basis. ▪ Establish, publish, and make available to all customers your quality control and general customer-satisfaction policies. <p>For complete details on these requirements, see the Learning Solutions Benefits and Requirements Guide.</p>
Certification requirements	Employ or contract with at least two (2) exclusive Microsoft Certified Trainers (MCTs) per location applying for the Learning Solutions Competency.
Customer reference requirements	<p>Submit at least one (1) customer reference for previously conducted training solutions that focused on any of the following categories:</p> <ul style="list-style-type: none"> ▪ Information technology professional training ▪ Microsoft .NET developer training ▪ Solution offerings training ▪ Career changer training <p><i>Note:</i> References can be based on a private training engagement with a medium-sized or enterprise customer, or on public open-enrollment training that targets end users or career changers. Each reference will be verified with your customer.</p>

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Licensing Solutions Competency

Target Partners

Partners that achieve the Licensing Solutions Competency focus on providing customers with Microsoft software licensing and asset-management solutions. Partners entering this Competency are also qualified to assist customers with their license acquisition, license management, and planning functions.

These partners have proven proficiency in designing and/or implementing one or more of the following specializations:

- **License Delivery**—Designed for solutions partners with proven expertise in facilitating customers' needs in the design, recommendation, and acquisition of volume license options for Microsoft technology.
- **Software Asset Management (SAM)** —Designed for solutions partners who provide software asset and license management services to organizations of all sizes, from small to very large enterprises. SAM consultancy includes:
 - Reviewing policies and procedures.
 - Using SAM tools.
 - Performing license and software inventories.
 - Matching deployments to licenses.
 - Developing SAM plans.

SAM solutions partners have a solid understanding of the types of licenses used by all major software vendors as well as a detailed knowledge of Microsoft licensing programs. SAM solutions partners combine licensing skills with strong diplomatic skills to help customers understand and address compliance issues, and to help customers realize and experience the ongoing benefits and efficiencies of software asset management.

Benefits

The following is a sample list of benefits that are exclusive to the Licensing Solutions Competency:

- Microsoft License Quote Configurator
- Licensing Support Desk assistance

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- Software Asset Management (SAM) ROI calculator
- Additional internal use licenses for Microsoft software

These licenses may *not* be resold, used for personal use, or used for customer training.

Licensing Solutions Licenses are provided for the latest released versions of Microsoft software only	License grants at Certified Partner level with this Competency	License grants at Gold Certified Partner level with this Competency
Microsoft Office Professional Edition 2003	5	25
Microsoft Visio 2003 Professional	5	25
Microsoft Project 2003 Professional	5	25
Microsoft Project 2003 Client Access Licenses (CALs)	5	25
Microsoft Small Business Server 2003 Premium Edition CALs	5	10

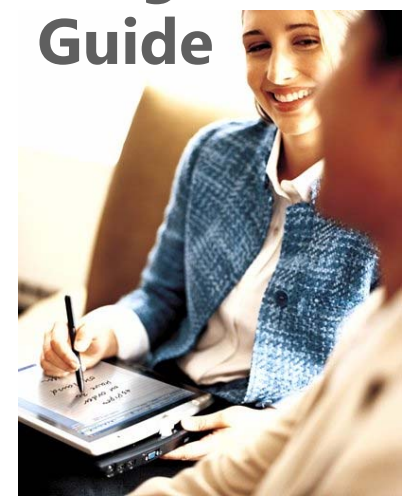
For additional information on the benefits for the Licensing Solutions Competency, [click here](#).

Requirements

Partners need to meet the requirements in at least one specialization to be eligible to enroll in this Competency.

License Delivery Specialization	
Certification requirements	<p>Employ or contract with two individuals, each of whom must have passed at least one of the following Microsoft exams:</p> <ul style="list-style-type: none"> ▪ Microsoft Exam 70-121: Designing and Providing Microsoft Licensing Solutions to Small and Medium Organizations ▪ Microsoft Exam 70-122: Designing and Providing Microsoft Licensing Solutions to Large Organizations
Customer reference requirements	Submit three customer references featuring a License Delivery scenario.
Sales bar requirements	<p>Your organization must meet at least one of the following minimum Microsoft software sales level requirements. The sales requirement must be met annually on a rolling 12-month cycle.</p> <ul style="list-style-type: none"> ▪ Windows XP and/or Office XP and/or Windows Mobile—100 units or more ▪ Server—10 units or more ▪ Office System Core Products—20 units or more ▪ Server CALs—100 units or more ▪ Developer Tools—10 units or more

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Software Asset Management Specialization	
Certification requirements	Employ or contract with two individuals each of whom must have passed the following Microsoft exam: <ul style="list-style-type: none"> Microsoft Exam 70-123: Planning, Implementing, and Maintaining a Software Asset Management (SAM) Program
Customer reference requirements	Submit three customer references featuring a Software Asset Management scenario.

Microsoft Business Solutions Competency

Target Partners

Partners that achieve the Microsoft Business Solutions Competency focus on deploying Microsoft Business Solutions applications in one (1) or more of the following areas:

- Microsoft Axtapa
- Microsoft CRM
- Microsoft C5
- Microsoft Great Plains
- Microsoft Navision
- Microsoft Point of Sale
- Microsoft Solomon

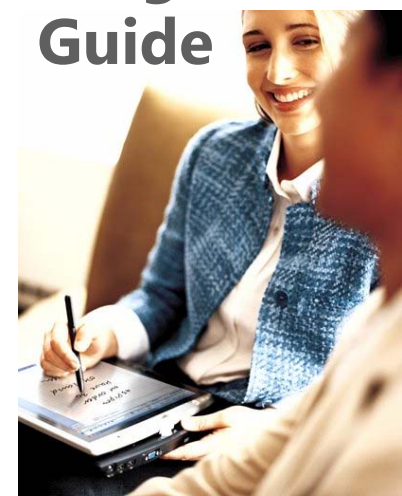
Benefits

The following is a sample list of benefits that are exclusive to the Microsoft Business Solutions Competency:

- Microsoft Business Solutions eCourses
- Microsoft Business Solutions Foundation Library
- Additional internal use licenses for Microsoft software

These licenses may *not* be resold, used for personal use, or used for customer training.

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Internal Use Licenses are provided for the latest released version of the software only	License grants at Certified Partner and Gold Certified Partner level with this Competency
Microsoft CRM Professional Suite and Suite Server	25
Microsoft financial and supply chain management solution of choice (i.e., Microsoft Axapta, Microsoft Navision, Microsoft Great Plains, Microsoft Solomon)	20
FRx® (Professional/Forecaster)	Unlimited (user)

The following licenses may be used for internal use only for development and testing purposes.

Development and Testing Licenses are provided for the latest released version of the software only	License grants at Certified Partner and Gold Certified Partner level with this Competency
Microsoft Apertum Microsoft Axapta Microsoft Great Plains Microsoft Navision Microsoft Solomon	Limited development license

Note: Partners in multiple locations that require using the chosen financial and supply chain management system, or Microsoft CRM, as a single operating unit will be allowed to implement a combined internal use license key for Microsoft CRM or the financial and supply chain management solution of choice, but will be limited to the maximum number of internal use licenses per location under the current Microsoft Partner Program guidelines.

For additional information on the benefits for the Microsoft Business Solutions Competency, [click here](#).

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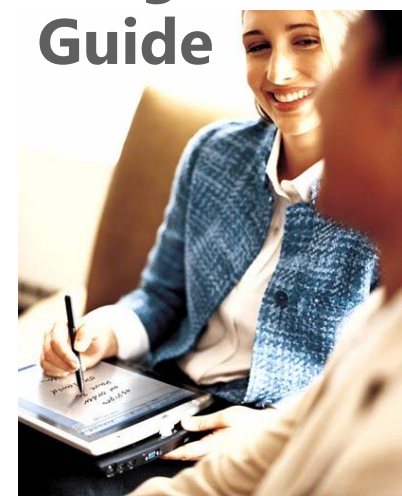


Requirements

Partners who want to enroll in the Microsoft Business Solutions Competency need to meet the requirements in at least one of the following specializations.

Microsoft Axapta Specialization	
Certification requirements	<p>Employ or contract with at least three individuals, who—combined—must complete and pass a total of eight unique Microsoft exams from the following list:</p> <p>Required exams:</p> <ul style="list-style-type: none"> SQL Server–Microsoft Exam 70-228: Installing, Configuring, and Administering Microsoft SQL Server 2000 Enterprise Edition or Microsoft Business Solutions equivalent Microsoft Axapta Server Installation and Configuration <ul style="list-style-type: none"> Microsoft Axapta Financial Series Microsoft Axapta Programming Microsoft Axapta Trade and Logistics <p>Plus three of your choice from the following exams:</p> <ul style="list-style-type: none"> Microsoft Axapta Production Microsoft Axapta Product Builder Microsoft Axapta Projects Microsoft Axapta Questionnaire Microsoft Axapta Shop Floor Control Microsoft Axapta Sales & Marketing Microsoft Axapta HRM Microsoft Axapta Enterprise Portal Development
Customer reference requirements	Submit at least three customer references each featuring the implementation, deployment, customization, or maintenance of Microsoft Axapta

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Microsoft CRM Specialization	
Certification requirements	<p>Employ or contract with two individuals who—combined—must complete and pass a total of five unique Microsoft exams as detailed here:</p> <p>Required exams:</p> <ul style="list-style-type: none"> ▪ Microsoft CRM Customization ▪ Microsoft CRM Installation & Configuration ▪ Microsoft CRM Applications <p>Plus two of your choice from the following exams:</p> <ul style="list-style-type: none"> ▪ Microsoft Exam 70-210: Installing, Configuring, and Administering Microsoft Windows 2000 Professional ▪ Microsoft Exam 70-216: Implementing and Administering a Microsoft Windows 2000 Network Infrastructure ▪ Microsoft Exam 70-217: Implementing and Administering a Microsoft Windows 2000 Directory Services Infrastructure ▪ Microsoft Exam 70-220: Designing Security for a Microsoft Windows 2000 Network ▪ Microsoft Exam 70-224: Installing, Configuring, and Administering Microsoft Exchange 2000 Server ▪ Microsoft Exam 70-228: Installing, Configuring, and Administering Microsoft SQL Server 2000 Enterprise Edition ▪ Microsoft Exam 70-284: Implementing and Managing Microsoft Exchange Server 2003 ▪ Microsoft Exam 70-290: Managing and Maintaining a Microsoft Windows Server 2003 Environment ▪ Microsoft Exam 70-292: Managing and Maintaining a Microsoft Windows Server 2003 Environment for an MCSA Certified on Windows 2000 ▪ Microsoft Exam 70-297: Designing a Microsoft Windows Server 2003 Active Directory and Network Infrastructure ▪ Microsoft Exam 70-298: Designing Security for a Microsoft Windows Server 2003 Network ▪ Microsoft Exam 70-305: Developing and Implementing Web Applications with Microsoft Visual Basic .NET and Microsoft Visual Studio .NET ▪ Microsoft Exam 70-315: Developing and Implementing Web Applications with Microsoft Visual C# .NET and Microsoft Visual Studio .NET ▪ Extending Microsoft CRM using .NET
Customer reference requirements	<p>Submit at least three customer references each featuring the implementation, deployment, customization, or maintenance of Microsoft CRM</p>

Program Guide



Microsoft C5 Specialization (Denmark only)	
Certification requirements	<p>Employ or contract with at least two individuals, who—combined—must complete and pass a total of five unique Microsoft exams as detailed here:</p> <p>Required Exams:</p> <ul style="list-style-type: none"> ▪ C5 Application Consultant ▪ C5 Developer ▪ C5 Advanced Developer ▪ Small Business Server <p>Plus one of your choice from the following exams:</p> <ul style="list-style-type: none"> ▪ C5 for SQL ▪ C5 Project module ▪ C5 eTrade module
Customer reference requirements	<p>Submit at least three customer references each featuring:</p> <ul style="list-style-type: none"> ▪ The implementation, deployment, customization, or maintenance of Microsoft C5
Microsoft Point of Sale Specialization	
Certification requirements	<p>Employ or contract with at least two individuals, who—combined—must complete and pass a total of five unique Microsoft exams as detailed here:</p> <p>Required Exams:</p> <ul style="list-style-type: none"> ▪ SQL Server - Microsoft Exam 70-228 : Installing, Configuring, and Administering Microsoft SQL Server 2000 Enterprise Edition or Microsoft Business Solutions equivalent ▪ RMS Store Operations 12-199 ▪ RMS Headquarters 12-200 <p>Plus two of your choice from the following exams:</p> <ul style="list-style-type: none"> ▪ Microsoft Windows XP Professional – 70-270 ▪ Microsoft Windows Server 2003 – 70-290 ▪ Microsoft Small Business Server – 70-282 ▪ Microsoft Point of Sale (VUE: POS 10-292 or ProMetric Exam # MB5-292)
Customer reference requirements	<p>Submit at least three customer references each featuring the implementation, deployment, customization, or maintenance of Microsoft Retail Management System or Microsoft Point of Sale. At least one customer reference must include an installation of Retail Management System Headquarters.</p>

Program Guide



Microsoft Great Plains Specialization	
Certification requirements	<p>Employ or contract with at least two individuals who—combined—must complete and pass a total of five unique Microsoft exams as detailed here:</p> <p>Required exams:</p> <ul style="list-style-type: none"> ▪ SQL Server–Microsoft Exam 70-228Microsoft Exam 70-228: Installing, Configuring, and Administering Microsoft SQL Server 2000 Enterprise Edition or Microsoft Business Solutions equivalent ▪ Microsoft Great Plains Installation and Configuration ▪ Microsoft Great Plains Financial Series <p>Plus two of your choice from the following exams:</p> <ul style="list-style-type: none"> ▪ Microsoft Great Plains Inventory and Order Processing ▪ Microsoft Great Plains Manufacturing ▪ Microsoft Great Plains Field Service ▪ Microsoft Great Plains Project Series ▪ Microsoft Great Plains Integration Manager ▪ Microsoft Great Plains Report Writer ▪ Microsoft Great Plains Modifier with VBA ▪ Microsoft Enterprise Reporting ▪ Microsoft Retail Management Store Operations ▪ Microsoft Retail Management Headquarters
Customer reference requirements	Submit at least three customer references each featuring the implementation, deployment, customization, or maintenance of Microsoft Great Plains

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Microsoft Navision Specialization	
Certification requirements	<p>Employ or contract with at least two individuals who—combined—must complete and pass a total of five unique Microsoft exams as detailed here:</p> <p>Required exams:</p> <ul style="list-style-type: none"> ▪ SQL Server–Microsoft Exam 70-228: Installing, Configuring, and Administering Microsoft SQL Server 2000 Enterprise Edition ▪ Navision C/SIDE Solution Development ▪ Navision Financials <p>Plus two of your choice from the following exams:</p> <ul style="list-style-type: none"> ▪ Navision Manufacturing ▪ Navision Warehouse Management ▪ Navision Relationship Management ▪ Navision Service Management ▪ Navision C/SIDE Solution Introduction ▪ Navision Installation and Configuration ▪ Navision Trade and Inventory ▪ Navision Costing ▪ Retail Management Store Operations ▪ Retail Management Headquarters
Customer reference requirements	<p>Submit at least three customer references each featuring the implementation, deployment, customization, or maintenance of Microsoft Navision</p>

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Microsoft Solomon Specialization	
Certification requirements	<p>Employ or contract with at least two certified individuals who—combined—must complete and pass a total of five unique exams as detailed here:</p> <p>Required exams:</p> <ul style="list-style-type: none"> ▪ SQL Server–Microsoft Exam 70-228: <u>Installing, Configuring, and Administering Microsoft SQL Server 2000 Enterprise Edition</u> or Microsoft Business Solutions equivalent ▪ Microsoft Solomon Installation and Configuration ▪ Microsoft Solomon Financial Series <p>Plus two of your choice from the following exams:</p> <ul style="list-style-type: none"> ▪ Microsoft FRx Reporting Design ▪ Microsoft Solomon Inventory and Order Processing ▪ Microsoft Solomon Project Management and Accounting ▪ Microsoft Solomon Customization Manager ▪ Microsoft Solomon Tools for Microsoft Visual Basic ▪ Microsoft Solomon Field Service ▪ Microsoft Retail Management Headquarters ▪ Microsoft Retail Management Store Operations
Customer reference requirements	Submit at least three customer references each featuring the implementation, deployment, customization, or maintenance of Microsoft Solomon

NOTE: Partners can submit references for this Competency through the normal reference submission process, however, MBS Certification information will continue to be tracked through PartnerSource.

Program Guide



Mobility Solutions Competency

Target Partners

The Mobility Solutions Competency is designed for partners who are providing solutions that enable customers to access information on the go, thus increasing employee productivity and customer response rates while reducing business cycles and, ultimately, costs. The Mobility Solutions Competency represents Windows Mobile software for Pocket PCs, Pocket Phone edition, and Smartphones.

Benefits

The following is a sample list of benefits that are exclusive to the Mobility Solutions Competency:

- Early access to Windows Mobile product information
- Mobility solutions marketing kit
- Invitation to Windows Mobile beta programs
- Additional internal use licenses for Microsoft software. These licenses may *not* be resold, used for personal use, or used for customer training.

Internal Use Licenses are provided for the latest released version of the software only	License grants at Certified Partner level with this Competency	License grants at Gold Certified Partner level with this Competency
Microsoft Exchange Server 2003 Enterprise Edition	1	1
Microsoft Exchange 2000 Server CALs	20	100

For additional information on the benefits for the Mobility Solutions Competency, [click here](#).

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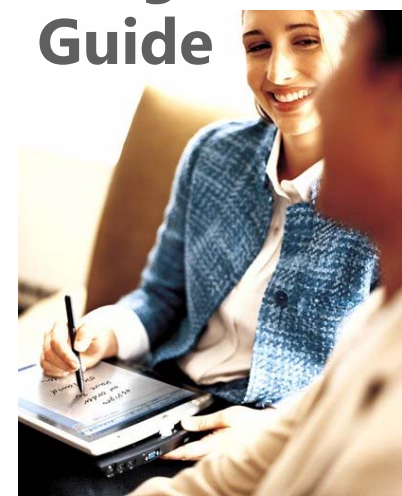


Requirements

Partners who want to enroll in the Microsoft Mobility Solutions Competency need to meet the requirements below.

Mobility Competency	
Certification requirements	<p>Employ or contract with at least two individuals, each of whom must have passed at least one of the following Microsoft exams:</p> <ul style="list-style-type: none"> Microsoft Exam 70-284: Implementing and Managing Microsoft Exchange Server 2003 Microsoft Exam 70-285: Designing a Microsoft Exchange Server 2003 Organization Microsoft Exam 70-306: Developing and Implementing Windows-Based Applications with Microsoft Visual Basic .NET and Microsoft Visual Studio .NET Microsoft Exam 70-310: Developing XML Web Services and Server Components with Microsoft Visual Basic .NET and the Microsoft .NET Framework Microsoft Exam 70-315: Developing and Implementing Web Applications with Microsoft Visual C#.NET and Microsoft Visual Studio .NET Microsoft Exam 70-316: Developing and Implementing Windows-based Applications with Microsoft Visual C# .NET and Microsoft Visual Studio .NET Microsoft Exam 70-320: Developing XML Web Services and Server Components with Microsoft Visual C# and the Microsoft .NET Framework Microsoft Exam 70-330: Implementing Security for Applications with Microsoft Visual Basic .NET Microsoft Exam 70-340: Implementing Security for Applications with Microsoft Visual C# .NET
Customer reference requirements	<p>Submit at least three customer references for projects that focus on the implementation or deployment of Windows Mobile-based business solutions and infrastructure using Microsoft tools and software.</p> <p>If the project included a server solution, we recommend that each reference feature one of the following core Microsoft Server technologies:</p> <ul style="list-style-type: none"> Microsoft Exchange 2000 Server Microsoft Exchange Server 2003 Microsoft Windows Server 2003 Microsoft SQL Server 2000 Microsoft Mobile Information Server <p>and one of the following Windows Mobile-based devices:</p> <ul style="list-style-type: none"> Windows Mobile based-Smartphone Windows Mobile based-Pocket PC Windows Mobile based-Pocket PC Phone edition

Program Guide



Networking Infrastructure Solutions Competency

Target Partners

Partners that achieve the Networking Infrastructure Solutions Competency focus on implementing technology solutions based on Microsoft Windows Server 2000, or Windows Server 2003 Operating Systems, or Microsoft Small Business Server 2000 and Small Business Server 2003.

Benefits

The following benefits are exclusive to the Networking Infrastructure Solutions Competency:

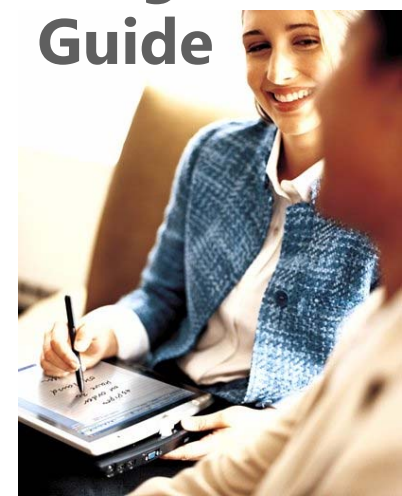
- Networking Infrastructure Solutions Competency Resources Web Page
- Additional internal use licenses for Microsoft software

These licenses may *not* be resold, used for personal use, or used for customer training.

Networking Infrastructure Licenses are provided for the latest released versions of Microsoft software only	License grants at Certified Partner level with this Competency	License grants at Gold Certified Partner level with this Competency
Microsoft Windows XP Professional	5	25
Microsoft Windows Server 2003 Client Access Licenses (CALs)	5	25
Microsoft Windows Server 2003 Terminal Server CALs	5	25
Microsoft Small Business Server 2003 Premium Edition CALs	5	10

For additional information on the benefits for the Networking Infrastructure Solutions Competency, [click here](#).

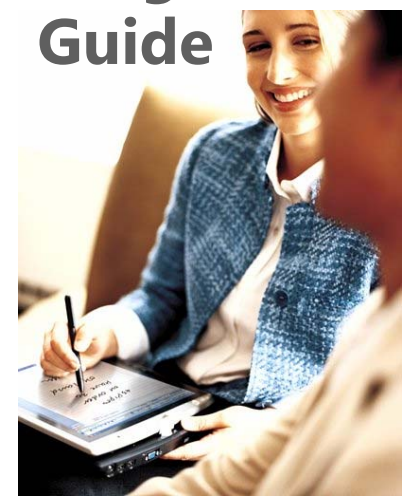
Program Guide



Requirements

Networking Infrastructure Solutions Competency	
Certification requirements	<p>Employ or contract with two individuals, both of whom have passed at least one of the following Microsoft exams:</p> <ul style="list-style-type: none"> Microsoft Exam 70-210: Installing, Configuring, and Administering Microsoft Windows 2000 Professional Microsoft Exam 70-214: Implementing and Administering Security in a Microsoft Windows 2000 Network Microsoft Exam 70-215: Installing, Configuring, and Administering Microsoft Windows 2000 Server Microsoft Exam 70-216: Implementing and Administering a Microsoft Windows 2000 Network Infrastructure Microsoft Exam 70-217: Implementing and Administering a Microsoft Windows 2000 Directory Services Infrastructure Microsoft Exam 70-218: Managing a Microsoft Windows 2000 Network Environment Microsoft Exam 70-219: Designing a Microsoft Windows 2000 Directory Services Infrastructure Microsoft Exam 70-220: Designing Security for a Microsoft Windows 2000 Network Microsoft Exam 70-221: Designing a Microsoft Windows 2000 Network Infrastructure Microsoft Exam 70-223: Installing, Configuring, and Administering Microsoft Clustering Services by Using Windows 2000 Advanced Server Microsoft Exam 70-227: Installing, Configuring, and Administering Microsoft ISA Server 2000 Microsoft Exam 70-270: Installing, Configuring, and Administering Microsoft Windows XP Professional Microsoft Exam 70-282: Planning, Deploying, and Managing a Network Solution for the Small and Medium-sized Business Microsoft Exam 70-290: Managing and Maintaining a Microsoft Windows Server 2003 Environment Microsoft Exam 70-291: Implementing, Managing, and Maintaining a Microsoft Windows Server 2003 Network Infrastructure Microsoft Exam 70-292: Managing and Maintaining a Microsoft Windows Server 2003 Environment for an MCSA Certified on Windows 2000 Microsoft Exam 70-293: Planning and Maintaining a Microsoft Windows Server 2003 Network Infrastructure Microsoft Exam 70-294: Planning, Implementing, and Maintaining a Microsoft Windows Server 2003 Active Directory Infrastructure Microsoft Exam 70-296: Planning, Implementing, and Maintaining a Microsoft Windows Server 2003 Environment for an MCSE Certified on Windows 2000 Microsoft Exam 70-297: Designing a Microsoft Windows Server 2003 Active Directory and Network Infrastructure Microsoft Exam 70-298: Designing Security for a Microsoft Windows Server 2003 Network

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Customer reference requirements	Submit three customer references featuring the implementation, deployment, customization, and maintenance of Windows 2000 Server or Windows Server 2003 technology, or on Small Business Server 2000 or Windows Small Business Server 2003.
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OEM Hardware Solutions Competency

Target Partners

Partners that achieve the OEM Hardware Solutions Competency focus on building PCs or servers—preinstalled with genuine Microsoft software—or developing and manufacturing hardware devices. There are two specializations for the OEM Hardware Solutions Competency:

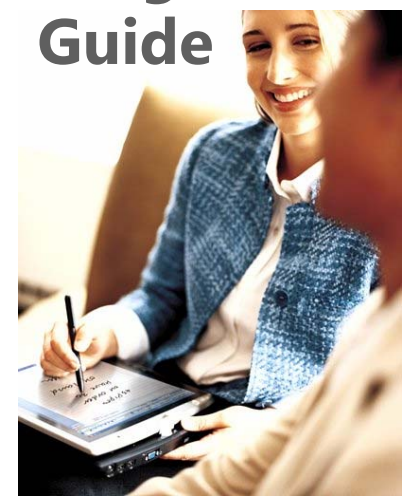
- **Systems Building specialization**—Focuses on partners that build and assemble PC and server systems (based on Microsoft technologies) to deliver comprehensive hardware solutions, or pre-install Microsoft software on desktop and server systems to meet the customer's business requirements.
- **Device Manufacturer specialization**—Focuses on partners that design, develop, and manufacture original devices based on Microsoft technologies.

Benefits

The following is a sample list of benefits that are exclusive to the OEM Hardware Solutions Competency:

- Deeper technical support
- Executive roundtables and advisory councils
- Pre-sales technical support on pre-installation issues
- Internal-use, OEM, pre-installation kits and pre-installation software licenses

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These software licenses may be used by Microsoft Certified Partners or Gold Certified Partners who have achieved the OEM Hardware Solutions Competency System Building specialization, to run their business and for internal employee training. These licenses must not be resold, used for personal use, or used for customer training.

Internal Use Licenses are provided for the latest released versions of Microsoft software only	License grants at Certified Partner level with this Competency	License grants at Gold Certified Partner level with this Competency
OEM Microsoft Windows XP Professional SP2	5	10
OEM Pre-Installation Kit for Microsoft Windows XP Professional	5	10
OEM Microsoft Office 2003 Professional Edition	5	10
OEM Pre-Installation Kit for Microsoft Office 2003 Professional Edition OPK	5	10
OEM Microsoft Small Business Server Premium Edition	1	1
OEM Microsoft Small Business Server Premium Edition OPK	1	1

For additional information on the benefits for the OEM Hardware Solutions Competency, [click here](#).

Program Guide



Requirements

There are two specializations within the OEM Hardware Solutions Competency. You need to meet the requirements of at least one specialization to be eligible to enroll in this Competency.

System Building Specialization						
Sales of pre-installed Microsoft software for your designated Market category	Purchase from Microsoft Authorized OEM Distributors the following number of OEM or System Builder licenses within the last 12 months prior to joining this competency:		A (Canada, Japan, United States)	B (*See following table)	C (All others)	
	Bootable operating system licenses (for example, Windows XP)		150	100	50	
	Microsoft server operating system licenses (for example, Windows Server 2003)		15	10	5	
	*Market B Countries					
	Argentina Australia Austria Belgium Brazil Chile China Colombia	Cyprus Czech Republic Denmark Estonia Finland France Germany Greece	Hong Kong Hungary Iceland India Ireland Israel Italy Korea	Latvia Liechtenstein Lithuania Luxembourg Malaysia Malta Mexico Monaco	Netherlands New Zealand Norway Poland Portugal Russia Singapore Slovakia Slovenia	South Africa Spain Sweden Switzerland Taiwan United Kingdom
Certification requirements	Meet any two of the following three certification and testing requirements. <ul style="list-style-type: none">Employ or contract with a Microsoft Certified Professional (Individual A) that has passed any one of the following exams:<ul style="list-style-type: none">Microsoft Exam 70-271: Maintaining and Troubleshooting Microsoft Windows XP for Desktop Support TechniciansMicrosoft Exam 70-272: Maintaining and Troubleshooting Applications on a Microsoft Windows XP Platform for Desktop Support TechniciansMicrosoft Exam 70-282: Planning, Deploying, and Managing a Network Solution for Small and Medium-sized BusinessesMicrosoft Exam 70-290: Managing and Maintaining a Microsoft Windows Server 2003 EnvironmentEmploy or contract with an individual (Individual B) who has passed Microsoft Exam 74-134: Pre-installing Microsoft Products and TechnologiesOffer a desktop or server system that has passed the “Designed for Windows Logo” program testing through the Windows Hardware Quality Labs (WHQL) in the last 24 months prior to enrollment in the competency.					

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Customer reference requirements	Submit at least three customer references that feature: <ul style="list-style-type: none"> ▪ Hardware Solutions (PC or Server) shipped pre-installed with genuine Windows XP or Windows Server software licenses ▪ Hardware Solutions (PC or Server) that may have passed the Designed for Windows Logo or ▪ Customer technical support services delivered by in-house MCPs (Microsoft Certified Professionals) ▪ Customers satisfied with hardware quality and support services
Device Manufacturer	
Certification requirements	Have a device that has passed the “Designed for Windows Logo” program testing through the Windows Hardware Quality Labs (WHQL) in the last 24 months prior to enrollment
Customer reference requirements	Submit at least three customer references that feature: <ul style="list-style-type: none"> ▪ Hardware Solution (silicon products, devices, or peripherals) that passed the Designed for Windows Logo test ▪ Customers satisfied with the hardware quality, timely and accurate delivery, and warranty service

Security Solutions Competency

Target Partners

Partners that achieve the Security Solutions Competency focus on building Microsoft security solutions to protect a customer’s information assets related to:

- Security policy management, governance, compliance, and operations
- Security infrastructure services focused on design and deployment
- Network and perimeter security solutions services
- Identity and access management for authentication, authorization, and access control
- Services involving hosting and support

There are two specializations for this Competency:

- Security Management specialization is designed for partners who deliver services focusing on developing security strategies, governance, policies, procedures, risk assessments, and risk management, while providing overall security management services.

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- Infrastructure Security specialization is targeted to partners whose security services are designed to enhance the security of Microsoft platforms and network infrastructure—including servers, clients, embedded operating systems, and mobility and network solutions.

Benefits

The following is a sample list of benefits that are exclusive to the Security Solutions Competency:

- Project guides
- Client Access License Guide
- Microsoft Baseline Security Analyzer
- Additional internal use licenses for Microsoft software. These licenses may *not* be resold, used for personal use, or used for customer training.

Internal Use Licenses are provided for the latest released versions of Microsoft software only	License grants at Certified Partner level with this Competency	License grants at Gold Certified Partner level with this Competency
Microsoft Windows Server 2003 Client Access Licenses (CALs)	5	25
Microsoft Internet Security Accelerator (ISA) 2004 Enterprise Standard Edition (Single-Processor)	1	5
Microsoft Internet Security Accelerator (ISA) Enterprise Edition (Single-Processor)	1	5
Right Management Services (CALs)	5	25

For additional information on the benefits for the Security Solutions Competency, [click here](#).

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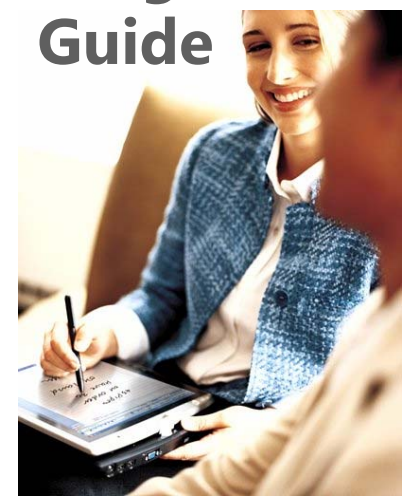


Requirements

There are two specializations within the Security Solutions Competency. You must meet the requirements of at least one specialization to be eligible to enroll in this Competency.

Infrastructure Security Specialization	
Certification requirements	<p>Employ or contract with two individuals who have achieved the Microsoft Certified Systems Engineer: Security (MCSE: Security) certification</p> <p>OR</p> <p>Employ or contract with one individual (individual A) who has achieved Microsoft Certified Systems Engineer: Security (MCSE: Security) certification and Employ or contract with a separate individual (individual B) who has achieved the following third party Security Certifications:</p> <ul style="list-style-type: none"> ▪ CISSP (ISC2) ▪ CISA (Information Systems Audit and Control Association) ▪ CISM (Information Systems Audit and Control Association) ▪ SSCP (Systems Security Certified Practitioner) ▪ And passed the following Microsoft exam—Microsoft Exam 70-299: Implementing and Administering Security in a Microsoft Windows Server 2003 Network
Customer reference requirements	<p>Submit at least 3 customer references that must address at least one of the following solution types::</p> <ul style="list-style-type: none"> ▪ Security policy management, governance, compliance, and operations ▪ Security Infrastructure Services focused on design and deployment ▪ Network and perimeter security solutions services ▪ Identity and access management for authentication, authorization, and access control ▪ Hosting and support related services <p>Core software required for each reference project:</p> <ul style="list-style-type: none"> ▪ Windows 2000 Server or Windows Server 2003 ▪ Recommended but not required: <ul style="list-style-type: none"> – ISA Server 2004 – Rights Management Services – Sybari Antigen – Microsoft Anti-Spyware

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Security Management Specialization	
Certification requirements	<p>Employ or contract with two individuals who each must have one of the following third-party security certifications:</p> <ul style="list-style-type: none"> ▪ CISSP (ISC2) ▪ CISA (Information Systems Audit and Control Association) ▪ CISM (Information Systems Audit and Control Association) <p>And who have both also passed the following Microsoft exam—Microsoft Exam 70-298: Designing Security for a Microsoft Windows Server 2003 Network</p>
Customer reference requirements	<p>Submit at least 3 customer references that must address at least one of the following solution types:</p> <ul style="list-style-type: none"> ▪ Security policy management, governance, compliance, and operations ▪ Security infrastructure services focused on design and deployment

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7. Program Enrollment and Administration

Once enrolled in the Microsoft Partner Program, you can move to any membership level by meeting the appropriate membership level requirements. Membership is valid for a full 12 months from your enrollment or anniversary date.

[Getting Started in the Microsoft Partner Program](#) guides are available to assist you in:

- Enrolling in the program.
- Upgrading to Certified or Gold Certified membership levels.
- Applying for a Competency.
- Applying to be a Small Business Specialist.
- Associating Microsoft Certified Professionals to your partner account.

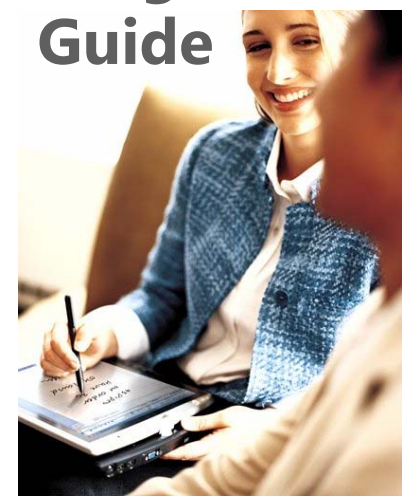
Additionally, one of the guides contains a list of the profile questions that you will be asked when enrolling or updating your organization information.

The online enrollment process for Registered Members can be completed in approximately 15 minutes. Upon enrolling, you may upgrade your membership to a Certified or Gold Certified Partner level after meeting the membership level requirements. To enroll or re-enroll, go to the [Partner Membership Center](#).

First Time Enrollment

To enroll in the Microsoft Partner Program, you first obtain a Microsoft Network Passport account. Upon logging into that account, you can start your program enrollment. To assist you with program enrollment, see the [Getting Started in the Microsoft Partner Program](#) guides.

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Re-Enrollment

Prior to the end of your membership term, Microsoft will notify your Primary Program contact regarding your upcoming program anniversary date. This communication will provide you with the information and links you need to re-enroll in the program.

Microsoft encourages you to re-enroll prior to your anniversary date to ensure you maintain your program benefits. Partners can re-enroll as early as 90 days before their anniversary date.

IMPORTANT: You re-enroll in the Microsoft Partner Program at your eligible membership level. If your Partner Points expire prior to your re-enrollment date, and those points are needed to qualify for your current membership level, you will only be able to re-enroll at a lower level until you meet the necessary requirements.

Changing Your Membership Level

Partners can choose to re-enroll at higher or lower membership levels. Partners who want to achieve a new level or add a Competency should re-enroll at their current level and then continue working to meet the requirements of the next higher level.

If a partner organization does not satisfy their membership level requirements at the time of re-enrollment, and does not have the points required to maintain their membership level, they will be downgraded to the appropriate level.

Note: If you upgrade from the Certified Partner membership level to the Gold Certified Partner membership level, you will receive the incremental benefits that you are entitled to as a Gold Certified Partner. The benefits you receive as a Gold Certified Partner are effective as of the date of your membership upgrade and will expire at the end of your program year, which is one year from your initial enrollment at the Certified Partner membership level. Therefore, upon upgrading your level, your membership enrollment date is not reset: it remains one year from your initial enrollment when you paid the program fee.

Program Guide



Defining Key Contacts and Locations

Each location defines the following roles:

- Primary Program Contact (required)
- Executive Contact (required)
- Sales and Marketing Contact (required)
- First Technical Contact (required)
- Second Technical Contact (optional)
- Third Technical Contact (optional)

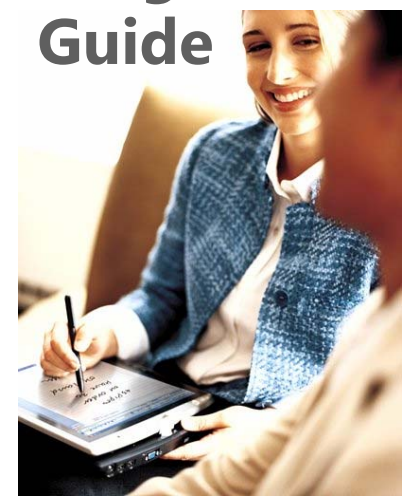
Individuals should be assigned roles based on their function in the organization. Individuals assigned these roles receive relevant Microsoft Partner Program communications. A single individual can be assigned more than one role.

There are two types of administrative rights that an individual can have: global administrative rights or location administrative rights:

- **Global administrative rights** are assigned to the Primary Program Contact for the organization. An individual with global administrative rights has full authority to view, modify, or input data for the organization or any other location of the organization.
- When an individual is assigned a role with **location administration rights**, he or she has the ability to view, modify, or input data for that location and any locations associated at levels beneath this location (levels are described in the following section).

Note: If an individual is assigned the role of Primary Program Contact at the Headquarters location, he or she will be assigned global administrative rights. If an individual is assigned this role at any other location in the organization, he or she will be assigned location administrative rights. For information on how to perform these functions and other functions in the [Partner Membership Center](#), view the available online help once you have completed your enrollment.

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Multiple Locations

Enroll your entire organization—including offices in other cities or countries—based on how you want to be recognized by Microsoft.

Representing Your Organization Hierarchy

Inside the Microsoft Partner Program, a partner company is defined as an **organization**. Organizations can have one or many locations; a **location** is defined as a branch office with a unique address. Partners with multiple office locations can choose to enroll as:

- A single organization with multiple locations assigned to it.
- Multiple organizations, each located in a separate location.
- Several organizations of which only some have multiple locations assigned to them—and others being a single location.

If you have multiple locations that you wish to associate under a single organization, you will specify which location is the headquarters. Single site organizations are the headquarters.

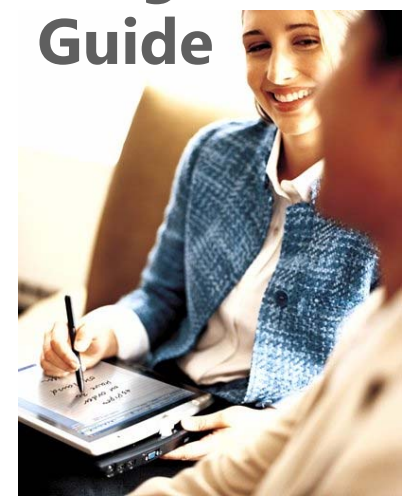
When defining a location, you specify a location administrator and how that location fits overall in the hierarchy of your organization. A location administrator administers their specified location and all locations beneath it as specified in the hierarchy. By creating a hierarchy of locations, one location administrator can manage multiple locations and centralize administration tasks.

All locations, by definition, are a level beneath a single headquarters location. There can be a total of five levels of the hierarchy, including the top level—the headquarters location. Locations, including the headquarters location, can be moved in the hierarchy at any time. There must always be a defined headquarters location.

Earning Partner Points

Partner Points earned at individual locations aggregate and are attributed to the organization. You can earn a higher membership level, competency, or designation by pooling your Partner Points from your locations. An exception is the Learning Solutions Competency which must be earned outright at a location level. Learning Solutions partners can pool partner points to earn other competencies, designations, and of course, membership levels. All locations have the same membership level, anniversary date, enrollment status, and competency (except the Learning Solutions Competency) as the organization.

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How to Determine Your Organization Hierarchy

There are several factors to consider when determining how to enroll your company in the Microsoft Partner Program:

- How your organization is recognized in partner directories
- How your organization will achieve the desired membership level
- How your organization will receive benefits

The following table lists several considerations regarding enrollment for your organization.

Question	Considerations
How will your organization achieve the desired membership level?	All locations have the same membership level as the organization. ⁶ Locations can pool Partner Points (from certified individuals, tested products, customer references, etc) for the organization to achieve the desired membership level and subsequent program benefits. Note that for some benefits to be obtained at a location level, the location must meet certain requirements and there are limits to the total amount of software licenses received as program benefits—as described earlier in this guide.
How is your organization recognized in partner directories?	Organizations are listed according to their level of membership and their achievement of competencies, and/or Small Business Specialist designation. In many cases, by enrolling as a single organization with multiple locations, you may obtain a higher level of membership and recognition because you can pool points from all locations to obtain your desired program membership level. However, if multiple locations obtain the desired status outright, you may wish to have multiple entries in the various partner directories.
How is your organization administered?	Each organization must have a primary program contact (along with other roles). Locations also assign these same roles. While an individual may be assigned multiple roles either within a location or across an organization, if you choose to set up multiple organizations for a single company, the amount of administration increases. For example, each organization must complete an organization profile, is responsible for enrollment and re-enrollment, and oversees benefit distribution. In addition, for large organizations, you may choose to assign responsibility to several levels in your organization hierarchy to distribute the administration work load—or to reflect your exact organizational structure.
How will your organization receive benefits?	Regardless of the number of locations, the organization receives one set of core level benefits. The benefits are received by the organization and delivered to the headquarter location. The organization may share the benefits across locations—for example, software licenses and toolkits—as long as they do not exceed the maximum number of licenses per

⁶ While a Competency earned at a specific location is inherited by all the locations associated with the organization, this is not true for the Learning Solutions Competency, which requires each location to meet specific criteria. The Learning Solutions Competency must be earned outright at the specific location level and cannot be inherited across the organization. [Click here](#) for more information on the Learning Solutions Competency.

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their program agreement. Note that elective benefits (based on level) allow the organization to purchase additional benefits for use at their various locations. The exception is the Learning Solutions Competency. Because each location must become active in the Learning Solutions Competency, each receives a Microsoft Partner Program Competency Toolkit plus the monthly toolkit.

Determine how you want benefits distributed across your organization and how many optional benefits you wish to purchase. Your answer to this question may impact your decision on whether to enroll as a single organization with multiple locations or enroll as multiple organizations.

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8. Conclusion

The Microsoft Partner Program is a single, integrated, worldwide program designed to help you realize your full potential in all phases of your business cycle. The program is designed for all partners who develop and market solutions based on Microsoft platforms, provide consulting or technical services on Microsoft systems, or recommend Microsoft technology purchases. As the Microsoft Partner Program evolves, this Program Guide will be updated with new and important information. Visit the [Partner Program web site](#) often to stay up-to-date.

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Appendix A: Program Benefits

Program benefits are incremental in that Certified Partners receive all program benefits at both the Registered Member and Certified Partner level. Gold Certified Partners receive all program benefits at the Registered Member, Certified Partner, and Gold Certified levels. Below is a list of core program benefits. For the most current list of program benefits, [click here](#).

		Plan	Enable	Create demand
Gold Certified Partners			<ul style="list-style-type: none"> Additional internal use software Microsoft Gold Certified Partner Welcome Toolkit and monthly toolkit shipment Partner Training and Readiness Resource Center Microsoft Visual Studio 2005 Team Edition for Software Developers with MSDN Premium Subscription 	<ul style="list-style-type: none"> Press release template Microsoft Gold Certified Partner Branch Kit Microsoft Gold Certified Partner logo and Partner Logo Builder
	Certified Partners	<ul style="list-style-type: none"> Telephone-based account engagement Business Value Advisor Toolkit 	<ul style="list-style-type: none"> Early technical betas Internal use software Microsoft Certified Partner Welcome Kit and monthly shipments Microsoft Matching License Plan Official Microsoft Learning Products courseware Microsoft Visual Studio 2005 Professional Edition with MSDN Premium Subscription 	<ul style="list-style-type: none"> Microsoft Certified Partner Branch Kit Microsoft Certified Partner Logo and Partner Logo Builder Sales and Marketing Toolkit
	Registered Members	<ul style="list-style-type: none"> Licensing quote configurator 2005–2006 Partner Sales and Marketing Planner Worldwide Partner Conference Local partner events* 	<ul style="list-style-type: none"> Local partner training* Hands-On Labs online Online tutorials MVP eStore Analyst insight Expert columns Partner Marketing Center Product box shots 	<ul style="list-style-type: none"> Microsoft Resource Directory Partner Channel Builder Partner Solution Profiler Solution Finder Windows Marketplace Partner Marketing Center

*Availability varies by region

Continued on the following page

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	Sell	Service	Retain
Gold Certified Partners	<ul style="list-style-type: none"> Technical Service Coordination (TSC) 		
	<ul style="list-style-type: none"> Business Value Advisor Case Studies Technical Demonstration Toolkit (TDT) Telephone-based Presales Technical Support (TPTS) with Competitive Sales Assistance 	<ul style="list-style-type: none"> 5-Pack of Professional Support Incidents Online Concierge TechNet Standard Subscription 	<ul style="list-style-type: none"> Customer Satisfaction Index Response management through partner
	Registered Members	<ul style="list-style-type: none"> Return on Investment (ROI) calculators Business-Critical phone support Microsoft managed newsgroups Project Guides 	

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Appendix B: Glossary of Terms

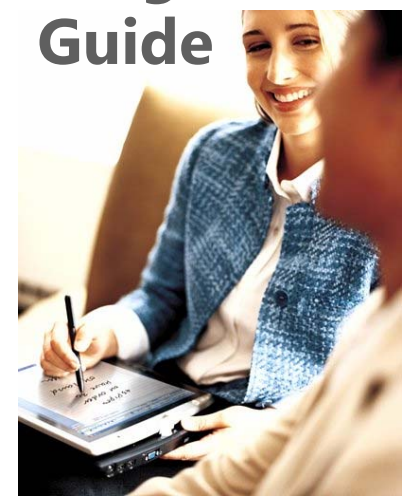
anniversary date	The date on which your enrollment or re-enrollment is complete including payment of any applicable membership fees.
assets	Certifications, approved references, and other completed activities that earn qualifying Partner Points.
benefits	Provided to partners who are members of the Microsoft Partner Program. Achievement of membership levels, Competencies, and Small Business Specialist designation garner benefits.
Competency	See Microsoft Competency.
CSAT Index	Customer Satisfaction Index: a short survey (about partner organizations) given to customers that: <ul style="list-style-type: none"> Provides customer satisfaction and loyalty metrics. Is conducted by a third-party vendor, TNS Prognostics. Customer information remains confidential to Microsoft.
customer reference	A customer approved reference based on a recent (within the last 12 months) Microsoft solution sold, implemented, and/or supported by a technology partner. Partners submit customer references as a means to earn Partner Points and meet requirements for Competencies or other program initiatives.
Demonstration Licenses	Software license provided as a program-level benefit; provided for customer demonstration purposes only—that is, licenses to be used only by employees of the company with customer contacts.
Development and Testing Licenses	Software license provided as a program-level benefit; license to be used only by employees and only in a development and testing environments.
elective benefits	Optional benefits based on membership level, and achieved Microsoft Competencies—many at exclusive member savings.
eligible hardware product	A product that has successfully completed the “Designed for Windows” logo hardware test; a program requirement for Certified and Certified Gold Partners. Enroll by entering the Submission ID# assigned to you when you pass the “Designed for Windows XP” test and sign the logo agreement. For information on the “Designed for Windows” logo hardware test specification, click here .
Empower for ISVs	An initiative that provides software and licenses for development, testing, and internal business use. Also includes limited technical support to help develop applications using Microsoft software and technologies. Available only once per company, this initiative is available for a one year membership with an opportunity to renew for a second year.

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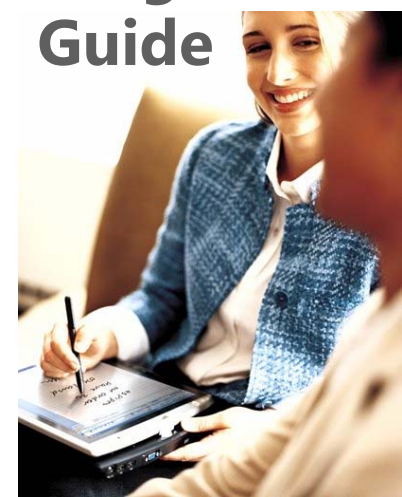
Global Administrator	A designated individual in the partner's organization chosen to manage all the partner's locations, benefits, administrative rights, and privileges using the Microsoft Partner Membership Center.
headquarters location	Central administrative site for a partner organization.
internal use software licenses	Software licenses to be used for the purpose of internal business operations and for internal employee training. Licenses may <i>not</i> be resold, used for personal use, or used for customer training.
locations	Multiple office of a single partner organization. The partner designates one site as the headquarters location (the primary location) and all other locations "roll-up" through that site.
MCAD	Microsoft Certified Applications Developer
MCDBA	Microsoft Certified Database Administrator
MCDST	Microsoft Certified Desktop Support Technician
MCP	Microsoft Certified Professional.
MCSA	Microsoft Certified Systems Administrator
MCSD	Microsoft Certified Solution Developer
MCSE	Microsoft Certified Systems Engineer
MCT	Microsoft Certified Trainer
membership levels	<p>The level of membership in the Microsoft Partner Program based on expertise and participation. There are three membership levels, each with their own requirements and associated benefits:</p> <ul style="list-style-type: none"> ▪ Registered Member ▪ Certified Partner ▪ Gold Certified Partner
membership term	Time of program enrollment.
Metrics that Matter (MTM)	A web-based learning evaluation system provided as a benefit (and requirement) to Learning Solution Competency partners to enable them to monitor customer satisfaction, improve performance, and increase revenue opportunities. Managed by a third-party vendor, Knowledge Advisors. Customer information remains confidential and visible to the partner with aggregate reporting only to Microsoft. Eligible toward Partner Point calculations.

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Microsoft Action Pack	<p>Internal use licenses for select Microsoft software technologies; each Action Pack includes up to 10 licenses and requires an activation key. Software licenses include:</p> <ul style="list-style-type: none"> ▪ Microsoft Windows XP Professional Edition ▪ Microsoft Windows Server 2003 Standard Edition ▪ Microsoft Office Professional Edition 2003 ▪ Microsoft Windows Small Business Server 2003 Premium Edition ▪ System Builder OEM Software <p>The content of each Action Pack may vary. Contact your Regional Service Center.</p>
Microsoft Competency	<p>Defined expertise in the Microsoft Partner Program in solution area(s) that map to market segments. Microsoft Competencies are focused to help partners:</p> <ul style="list-style-type: none"> ▪ Position their skills to customers. ▪ Align their businesses with relevant Microsoft marketing initiatives. ▪ Form closer relationships with other partners.
Microsoft Partner Program Agreement	Governs the Microsoft Partner Program; a legal agreement.
Microsoft Partner Program toolkits	Physical package mailed to partner that contains software licenses, as well as sales and marketing materials. Toolkits vary based on membership level and program participation.
Microsoft Worldwide Partner Conference	Annual gathering of worldwide solutions partners. Partners at all membership levels have the opportunity to attend.
MSDN	<p>Microsoft Developer Network: a set of online and offline services designed to help developers write applications using Microsoft products and technologies.</p> <p>Provides priority access to over 1,000 continuously updated product downloads, DVDs or CDs with the latest tools, and platform and server technologies.</p>
Official Microsoft Learning courseware	Technical training courses, clinics, workshops, and seminars in print and online formats offered through certified training organizations to educate computer professionals on Microsoft technologies and prepare for Microsoft Certification.
organization	The single company designation as represented in the Microsoft Partner Program. An organization can have one or multiple locations (across country borders for program administrative purposes). An organization includes all aggregated locations as represented in the Microsoft Partner Membership Center.

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organization profile	Required for all members; business information regarding the partner's organization that is entered and viewable from the Partner Membership Center.
Partner Membership Center	Online site for managing your relationship with Microsoft and administering your membership in the Microsoft Partner Program. Access the Partner Membership Center to enroll in the Program, earn Partner Points, join a Competency, re-enroll, modify your account, and undertake all other activities related to administering your program membership.
Partner Points	Award system used by the Partner Program based on participation in and achievement of various activities. Partner Points are awarded to partners for activities related to developing, reselling, servicing, supporting, and training customers.
professional certifications	Technical/professional distinction awarded to an individual for successful completion of designated exam(s). Examples include: MCSE, MCSA, MCDBA, MCAD, MCSA, MCP, MCT, MCSD, and Microsoft Business Solutions Master.
program membership fee	Annual payment for the program based on membership levels. A program fee is required for Certified and Gold Certified Partners. There is no program fee at the Registered Member level.
program status	A partner's current membership level, number of partner points achieved, and competency or other designations earned.
Small Business Specialist	A recognized designation of Microsoft partners who specialize in the design, deployment, and customization of small business solutions using Microsoft technology.
specializations	A focused area of expertise within a Competency. Specializations serve as a specific path to earning a given Competency. <i><u>Note:</u> specializations not available in all Microsoft Competencies.</i>
tested products, tested solutions	Products and solutions which have passed required software certification, verification, validation, or Microsoft Windows Hardware Quality Labs (WHQL) requirements. Solutions and products must be developed on Microsoft technologies.
Training Use Licenses	For customer training use only; to be installed on designated training machines on the Certified Partner's/Gold Certified Partner's premises.
WHQL	Microsoft Windows Hardware Quality Labs

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