The Value of Earning a Microsoft® Competency

Through the Microsoft Partner Network, competencies can help your business demonstrate its expertise by aligning to how your customers' buy and making certifications more recognizable to prospective customers.

Partners with advanced competencies will represent organizations (and associated individuals) who have demonstrated the highest, most consistent capability and commitment within a specific business solution area. They have showcased best-in-class solutions that have undergone a rigorous and auditable approval process to demonstrate value to prospective customers.

Information is subject to change and will be updated as new information becomes available.

June 2010 Edition

Microsoft Partner Network™

Contents

Important Changes within this Guide

Partners should take special note of the following key changes within this guide. Please review specific competencies for additional changes.

General changes

Licensing assessment:

Volume Licensing Exam: For some competencies, we had been allowing the substitution of one MCP to pass a Volume Licensing exam in lieu of having one individual pass the licensing assessment. While this deep licensing expertise is needed for the Software Asset Management and Volume Licensing competencies and advanced competencies, it is not needed for other competencies and is no longer valid as a substitution. If you have MCPs on staff with licensing expertise, it is recommended you have one of them complete the Microsoft licensing assessment requirement.

This assessment is now live in the English language. Training materials will be available by July 2010. If you take the assessment before October 2010 we will credit your organization but you will not be able to see the credit within the Partner Membership Center until after October 2010.

Small Business Solution Provider competency: The **Small Business Specialist Community** will remain a membership opportunity for partners serving small and midmarket customers. Small Business Specialists gain access to resources to help grow business, find new revenue streams, and capitalize on market opportunities. From using the Microsoft Small Business Specialist logo on marketing materials to a special edition of the Microsoft Action Pack Solution Provider subscription, the Small Business Specialist Community can help you accelerate your business.

In addition, partners serving larger customers may want to consider earning the Midmarket Solution Provider competency to take advantage of additional tools and resources. Review the details for that competency within this guide.

Advanced competency changes

Substitution allowances: We have removed the option to substitute a person who has attained a Master or Architect Certification for two Microsoft Certified Professionals with advanced credentials. This change was made to ensure that partners are staffed appropriately to meet customer demand.

ISV Advanced Competency requirements: For developers, beginning October 2010, partners will need to pass both a standard and an advanced product test to qualify under ISV "tracks" within each advanced competency.

Revenue commitment*: Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date.

After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.

Competency changes

Capability recency: To ensure Microsoft partners can deploy, recommend, sell and service the latest Microsoft technology in market to meet customer demand, beginning October 2010, partners who choose to attain a competency will need to pass exams based on the latest Microsoft product version in market (unless otherwise noted). Partners can expect exams based on older product versions to be retired after a replacement exam is published in our available language set. Partners will be provided adequate notification prior to retirement. After an exam is retired, partners have until their membership renewal date to take and pass new exam(s) in order to maintain their competency or advanced competency.

*Revenue commitment is also required for the Microsoft CRM competency and Microsoft ERP competency, as well as their associated advanced competencies.

Earning a Microsoft Competency

In July 2009, the Microsoft Partner Network announced a more relevant competency structure that better reflects solutions that customers purchase. By the beginning of 2011, we will have launched a total of 29 new competencies with associated advanced competencies (collectively referred to as "competencies").

Please note that the information in this guide is subject to change and partners will be notified of updates.

Why earn a competency?

1. **Differentiate your business in today's competitive environment.**

    A Microsoft competency can help set your company apart from the competition by demonstrating your proven Microsoft experience and skills to customers.

    - Use distinguishing logos to showcase your expertise on your marketing materials.
    - Increase your visibility by promoting your solutions on Microsoft directories containing millions of prospective customers.

> "Competencies are very important to us because our customers find value in it and we like being certified by Microsoft."
>
> *Lionel Laské, Director, D2S*

2. **Capitalize on benefits specific to your area of expertise that are aligned to your sales cycle.**

    ## Plan → Enable → Create Demand → Sell → Service → Retain

    Achieving competencies can help you capitalize on a range of benefits for all stages of your business cycle. And as you invest more in your Microsoft partner relationship, Microsoft recognizes your commitment with higher-value benefits. These will help you to:

    - Plan and evaluate prospective investments with business modeling tools.
    - Build a competitive edge with early access to the latest technologies and information.
    - Get internal-use software to run your business and test compatibility with your solutions.
    - Strengthen staff expertise with business and technical training.
    - Get in front of customers with marketing campaigns, directories, and a recognizable brand.
    - Increase sales with compelling presentations, demos, financing, and rewards programs.
    - Improve customer service with deep technical support.
    - Accelerate the sales cycle and get expert guidance with advisory services.
    - Improve customer satisfaction with feedback from online surveys.

3. **Align your business with Microsoft.**

Microsoft is a company you can depend on—both as a lasting partner into the future and one that will work closely with you to drive mutual success in the market. Recent Microsoft-commissioned research conducted by IDC[1] shows that partners with a higher level of engagement with Microsoft are more highly satisfied and demonstrate healthy business growth and profitability. These same partners report larger deal sizes than their peers while keeping sales cycles to an appropriate length.

---

[1] IDC, "Microsoft Core Infrastructure: Partner Pathway to Business Performance," June 2009

Which competencies can I earn?

There are 29 new competencies that you can attain. Most competencies launched in May 2010 and advanced competencies will launch in October 2010, except where noted.

Most solution competencies are aligned to our Infrastructure Optimization (IO) initiative, which we developed to support organizations in their quest to improve operational efficiency and better support business activities. As your customers progress through the maturity levels of an IO model (three models with four levels each), they will better align Information Technology with the organization's business agenda. IT departments that successfully navigate the IO path will eventually transition from being viewed as a cost center to a strategic business asset. Competencies can enable you to provide specific guidance as your customers migrate through the optimization levels. To find out how these competencies compare to competencies previously offered under the Microsoft Partner Program, view Appendix A. To learn more about the IO initiative, visit http://microsoftio.partnersalesresources.com/overview.aspx.

> Microsoft partners using Optimization to drive sales have experienced improved opportunities with customers. Microsoft OSC partner, Intergroup reports: "[Optimization] assessments—and subsequent discussions about business problems and potential solutions—often lead to services contracts to help customers improve in target areas...Last year our Infrastructure Optimization business unit increased its revenue by 10 percent.'"

The remaining competencies align to specific products, customer audiences, or cross platform. The Small Business Specialist Community (SBSC) designation will continue to be a Microsoft partnership opportunity in addition to the new Midmarket Solution Provider competency offering.

Microsoft Partner Network Competencies

Category	Microsoft Partner Network Competencies	
Core Infrastructure Optimization	Desktop Identity and Security Server Platform	Systems Management Virtualization
Business Productivity Infrastructure Optimization	Content Management Portals and Collaboration Project and Portfolio Management	Search Unified Communications
Application Platform Optimization	Application Integration Application Lifecycle Management Business Intelligence	Data Platform Software Development Web Development
CRM and ERP	Customer Relationship Management	Enterprise Resource Planning
SMB Customers*	Midmarket Solution Provider	
Cross Platform	Distributor** Digital Home*** Digital Marketing** Hosting Independent Software Vendor (ISV) Learning	Volume Licensing Mobility OEM Hardware Software Asset Management

*The Small Business Specialist Community (SBSC) will continue to be a Microsoft partnership opportunity for partners who focus primarily on small or midmarket business customers

**Competency and advanced competency will launch October 2010
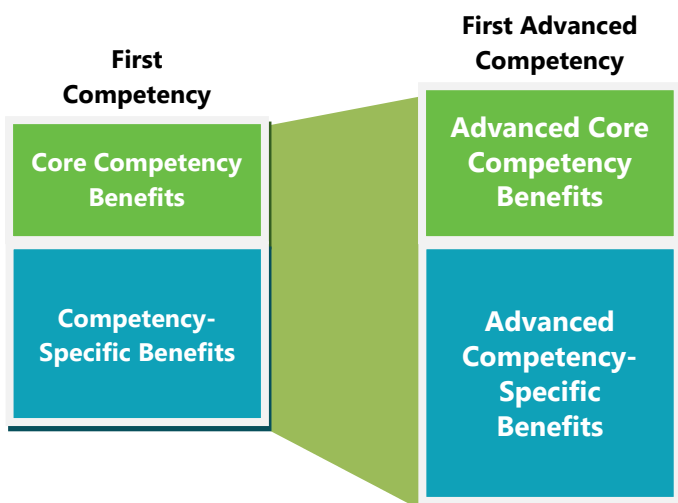
***Competency and advanced competency will launch May 2011

Competency and Advanced Competency Benefits

When you earn your first competency or advanced competency, you are entitled to a set of "core" (one time) benefits as well as competency-specific benefits. As you attain additional competencies, you will be eligible for competency-specific benefits aligned to your newly earned competency. Advanced competencies provide you with a richer and more robust set of benefits.

The software benefits listed in the guide will be available October 2010. If you have already attained a competency, you can view current benefits on the Software Licensing Benefits by Competency page or download your software now.

Your core and competency benefits will be renewable annually when you reenroll in a competency.

First Competency
- Core Competency Benefits
- Competency-Specific Benefits

First Advanced Competency
- Advanced Core Competency Benefits
- Advanced Competency-Specific Benefits

If your organization has more than one location, you can share your benefits across locations within a given country. If you find your other locations within a given country need additional benefits, then your company can order an additional toolkit by meeting the competency requirements and by paying the appropriate fee.

Competency Core Benefits

The following competency and advanced competency benefits will be available in October 2010.

If you have already attained a competency, you can view current benefits on the Software Licensing Benefits by Competency page or download your software now.

The core competency benefits are highlighted below. They are organized according to stages of the partner business cycle, and show your access based on the type of member relationship you maintain.

In addition to these core benefits, partners who attain an advanced competency are eligible for a named Microsoft contact that will support the creation of a business plan as well as partner development and sales efforts.

Business Cycle Stage	Core Benefit [2]	Membership Opportunity	
		Earn a Competency	Attain an Advanced Competency
Multiple Stages	**Partner Advisory Hours:** Get expert guidance with advisory hours that you can use towards **Partner Technical Services** in the Enable, Sell, and Service stages of your business lifecycle. [3]	20 hours	50 hours
Plan	**Partner Newsletter and RSS Feeds:** Stay up to date with the latest news, partner opportunities, trainings, and more.	✔	✔
Plan	**Internal-Use Software:** Get licenses for Microsoft's latest software to gain first-hand knowledge of features and capabilities.	25 licenses of each product	100 licenses of each product
Plan	**Students to Business (S2B):** Find the most qualified technical students for entry-level and internship positions.	✔	✔
Plan	**LicenseWise:** Get help recommending Microsoft Volume Licensing products and solutions to optimize the sales process.	✔	✔
Enable	**Partner Learning Center:** Build technical and business skills with role-based training.	✔	✔
Enable	**MSDN Subscription:** Get access to tools, software, communities, and resources for developers and testers.	Visual Studio Premium with MSDN: To view your specific level and number of licenses, use the licensing calculator.	Visual Studio Premium with MSDN: To view your specific level and number of licenses, use the licensing calculator.
Enable	**TechNet Subscription:** Get access to tools, software, communities, and resources for testing and evaluation.	3 TechNet Plus Direct	3 TechNet Plus Direct
Create Demand	**Microsoft Pinpoint and Microsoft Solution Finder:** Make your solution profile accessible to tens of thousands of potential customers in this online directory.	Higher search rankings	Highest search rankings
Create Demand	**Partner Marketing Center:** Save time and money with customizable marketing resources, including campaign materials and activity guides.	✔	✔
Create Demand	**Customized Partner Logo:** Show your unique expertise to customers with a custom logo that identifies your capabilities.	Competency logo	Advanced competency logo
Sell	**Partner Sales Resources:** Get resources that help you sell products and solutions more effectively.	✔	✔
Sell	**Demo Showcase:** Create compelling sales presentations with rich, customizable demos.	✔	✔
Sell	**Microsoft Financing:** Close more sales by offering tailored financing options for your customers. [4]	✔	✔
Sell	**Microsoft Partner Incentives Program:** Get rewards for driving engagements in strategic technology areas. [5]	Eligible	Eligible [6]
Service	**Break/Fix Support:** Resolve technical issues quickly with support from Microsoft engineers	5 incidents	5 incidents
Service	**Online Technical Communities:** Connect with Microsoft experts to resolve technology issues. [7]	✔	✔
Service	**Business-Critical Phone Support:** Resolve critical customer issues (server down) immediately with Microsoft technical-support engineers.	✔	✔
Retain	**Customer Satisfaction Index:** Get insights on customer satisfaction and loyalty with this fast and effective survey solution. [8]	✔	✔

[2] Benefits are provided per partner organization for a year of membership, and are renewed annually when you re-enroll in the network.

[3] For partners with a competency or advanced competency, pre-sales support will not use your Partner Advisory Hours if a deal is worth $3,000 or more.

[4] Available in Australia, Belgium, Brazil, Canada, France, Germany, Italy, Japan, the Netherlands, New Zealand, South Korea, Spain, Switzerland, the United Kingdom, and the United States.

[5] Offerings vary by competency.

[6] There are various rewards programs available. Partners with advanced competencies have exclusive eligibility to participate in solution rewards programs.

[7] Response time is 4 business hours for break/fix queries and 8 hours for presales questions.

[8] Advanced competency requirement.

Competency Requirements

Below is a summary showing general requirements. Requirements vary by competency. Review specific competencies for specific details.

To ensure Microsoft partners can deploy, recommend, sell and service the latest Microsoft technology in market to meet customer demand, beginning October 2010, partners who choose to attain a competency or advanced competency will need to pass exams based on the latest Microsoft product version in market (unless otherwise noted). Partners can expect exams based on older product versions to retire twelve months after a replacement exam is published in our available language set. After an exam is retired, partners have until their membership renewal date to take and pass new exam(s) in order to maintain their competency or advanced competency.

General Requirements

Requirement	Competency	Advanced Competency
Credentials	Two Microsoft Certified Professionals (applicable exams below).[9] **OR** Qualifying standard application test	Four Microsoft Certified Professionals with credentials, not holding any other advanced competency[10] **OR** Qualifying standard application test and advanced application test[11]
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment**[12] Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[13] (Beginning October 2010)	One individual who passes a Microsoft Licensing overview assessment **AND** One individual who passes an online sales and marketing competency assessment	One individual who passes a Microsoft Licensing overview assessment **AND** Two individuals who pass an online sales and marketing competency assessment
Customer Evidence	Three unique customer references per competency	Five unique customer references per competency.[14] Participate in Customer Satisfaction (CSAT) Index
Commitment	Competency Membership Fee[15]	Advanced Competency Membership Fee[15]

---

[9] Partners can attain multiple competencies. Your employees or contractors who pass the applicable competency exams are eligible toward **multiple** competencies.

[10] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[11] Qualifying standard tests and qualifying advanced application tests refer to products that pass Microsoft hardware and software test, and apply to the ISV competency or other competencies through the ISV track. Qualifying application tests vary by product.

[12] Revenue commitment is also required for the Microsoft CRM competency and Microsoft ERP competency, as well as their associated advanced competencies.

[13] Requirements vary by competency.

[14] Partners may use customer references from a competency toward an advanced competency.

[15] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Competencies Eligible for Qualifying Product Testing

Qualifying applications include developed and marketed packaged software solutions based on Microsoft technologies. Custom-written applications not meant for resale do not qualify.

Applications that have passed the required standard or advanced qualifying tests can fulfill one of the requirements for the following competencies and advanced competencies:

- Application Integration
- Business Intelligence
- Content Management
- Customer Relationship Management
- Data Platform
- Enterprise Resource Planning
- Independent Software Vendor (ISV)
- OEM Hardware (Device test)
- Portals and Collaboration
- Unified Communications

Next steps:

1. Review this guide in its entirety to see a preview of competency specific benefits and requirements.

2. Find answers to frequently asked questions about the Microsoft Partner Network including why the Microsoft Partner Program is changing, how benefits are affected, and what is happening to the competencies.

3. Determine which competencies map to your business goals and begin working on qualifying for the competencies by passing the associated exams and meeting additional requirements. Competencies are available now and advanced competencies will be available in October, 2010. Benefits listed in this guide are available starting October 2010.

4. Consider appropriate customers who can either provide references or participate in the Customer Satisfaction (CSAT) Index (this is a requirement for advanced competencies).

5. Check the Prepare for the Network Web page often to get the latest updates.

Thank you for your continued partnership and support in delivering Microsoft technologies to our mutual customers.

Competency-Specific Requirements and Benefits

Application Integration

Each of the scenarios presented below represent tremendous revenue opportunities to partners with core Microsoft BizTalk® Server, Microsoft SQL Server Integration Services (SSIS), and Microsoft .NET skills and capacity. Furthermore, application integration also requires industry-specific or vertical business process knowledge. For independent software vendors (ISVs) with industry applications, a key opportunity is building "adapters" that can be used by BizTalk Server or .NET to integrate with the rest of the enterprise applications.

The Microsoft Application Integration platform consists of server products such as BizTalk Server and SQL Server, data services, and the integration development framework as part of Microsoft.NET.

- BizTalk is the flagship application integration product for Microsoft, with over 8,500 customers worldwide. Microsoft BizTalk Server 2009 delivers services-oriented connectivity and integration server for applications and business-to-business.
- BizTalk Server leads (over Oracle) as the **#1 process integration technology** used by enterprises' primary mission-critical application[16]
- For data integration, SQL Server Integration Service (SSIS), part of SQL Server, provides a scalable enterprise data integration platform with exceptional Extract, Transform, Load (ETL), and integration capabilities, enabling organizations to more easily manage data from a wide array of data sources.
- Microsoft .NET is also a key component of the Microsoft Application Integration platform. The two key frameworks within .NET for application integration are Windows Communications Framework (WCF) and Windows Workflow (WF). WCF enables applications to be "services-ready," while WF provides workflow capabilities to the applications.

Key application integration scenarios and opportunities for partners to build solutions and services are:

- Enable Application for Integration
- Point to Point Integration
- Many-to-Many Integration
- Data Integration/Aggregation

Benefits

Beginning October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are listed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Application Integration competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Application Integration advanced competency software benefits, use the licensing calculator.
SELL	• Application Integration competency partner brand	• Application Integration advanced competency partner brand

---

[16] IDC Study, "Mission Critical Applications" http://www.microsoft.com/net/casestudies/missioncriticalapps/

Requirements Summary

Category	Competency	Advanced Competency
Credentials	Two Microsoft Certified Professionals (MCPs)[17] **OR** Qualifying standard application test (available by October 2010)[18]	Four MCPs with credentials, not holding any other advanced competency (review eligible certifications)[19] **OR** Qualifying advanced application test (available by October 2010)
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[20] (Beginning October 2010)	One individual who passes a Microsoft Licensing online training and assessment **AND** One sales and marketing professional who passes a sales and marketing competency assessment	One individual who passes a Microsoft Licensing online training and assessment **AND** Two sales and marketing professionals who pass a sales and marketing competency assessment
Customer Evidence	Three unique customer references	Five unique customer references[21] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[22]	Advanced Competency Membership Fee[22]

---

[17] Partner organizations can attain multiple competencies. If your employees pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[18] Qualifying standard application tests refer to products that pass Microsoft hardware and software tests, and apply to the ISV competency or other competencies through the ISV focus. Qualifying application tests vary by product

[19] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advance competency.

[20] Requirements vary by competency.

[21] Partners may use customer references from a competency toward an advanced competency.

[22] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between two membership fees, unless they are within their 90-day reenrollment period.

Application Integration Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency, you must meet the following qualifications.

Exam Requirements

You must employ or contract with at least two individuals who meet the exam requirements listed here. If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.

The first employee or contractor must pass one of the following Business Process exams:

- Exam 70-235: TS: Developing Business Process and Integration Solutions by Using Microsoft BizTalk Server 2006
- Exam 70-241: TS: Developing Business Process and Integration Solutions by Using Microsoft BizTalk Server 2006 R2

The second employee or contractor must pass one of the following Design and Implementation exams:

- Exam 70-432: TS: Microsoft SQL Server 2008, Implementation and Maintenance
- Exam 70-433: TS: Microsoft SQL Server 2008, Database Development
- Exam 70-503: TS: Microsoft .NET Framework 3.5—Windows Communication Foundation Application Development
- Exam 70-504: TS: Microsoft .NET Framework 3.5—Windows Workflow Foundation Application Development
- Exam 70-513: TS: Windows Communication Foundation Development with Microsoft .NET Framework 4.0
- Exam 70-561: TS: Microsoft .NET Framework 3.5, ADO .NET Application Development
- Exam 70-565: PRO: Designing and Developing Enterprise Applications Using Microsoft .NET Framework 3.5

OR

ISV Application Test Requirements

In lieu of fulfilling the above exam requirements, you can have one application that has passed the qualifying standard application test:

- Works with Windows Server 2008 R2

Customer Reference Requirements

Submit at least three customer references that showcase:

- Application integration solutions in the areas of business-to-business solution development, adapter development, enterprise application integration, business process management, or host systems integration.
- Projects that use BizTalk Server and Microsoft Host Integration Server.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Application Integration Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Application Integration advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Exam Requirements

You must employ or contract with four people who each hold the MCPD: Enterprise Applications Developer credential. For a list of Microsoft certifications by name and definitions visit the Microsoft Learning page.

OR

ISV Application Test Requirements

In lieu of fulfilling the above exam requirements, you can have one application that has passed the qualifying advanced application test:

- Certified for Windows Server 2008 R2

Customer References Requirements

Submit at least five customer references that showcase:

- Application integration solutions in the areas of business-to-business solution development, adapter development, enterprise application integration, business process management, or host systems integration.
- Projects that use BizTalk Server and Host Integration Server.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Application Lifecycle Management

As the complexity of creating and customizing software is driving demand for solutions and services from accomplished partners, partners who attain the Application Lifecycle Management competency can learn how to guide customers as they navigate through the application lifecycle.

Benefits

Available in October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Application Lifecycle Management competency software benefits, use the licensing calculator. • Application Lifecycle Management Newsletter	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Application Lifecycle Management advanced competency software benefits, use the licensing calculator. • Application Lifecycle Management Newsletter (Advanced version) • Access to pre-release versions of Microsoft Visual Studio Team System (Beta's)
ENABLE	• Visual Studio Ultimate and Premium with MSDN: To view your specific level and number of licenses, use the licensing calculator.	• Application Lifecycle Management annual summit • Visual Studio Ultimate and Premium with MSDN: To view your specific level and number of licenses, use the licensing calculator. • Visual Studio Team Foundation Server certification exam voucher* • Eligible to participate in Microsoft-paid case studies to showcase to your customers
CREATE DEMAND		• Sales planning with your local Developer and Platform Evangelist (DPE) sales team (eligible)
SELL	• Application Lifecycle Management competency partner brand	• Application Lifecycle Management advanced competency partner brand • Eligible for joint customer engagements

Requirements Summary

Category	Competency	Advanced Competency
Credentials	Two Microsoft Certified Professionals (MCPs) who pass exam 70-512: TS: Visual Studio Team Foundation Server 2010, Administration[23]	Four MCPs who pass exam 70-512: TS: Visual Studio Team Foundation Server 2010, Administration[22]
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[24] **(Beginning October 2010)**	One individual who passes three modules of the online Application Lifecycle Management technical assessment **AND** One individual who passes a Microsoft Licensing online training and assessment	One individual who passes seven modules of the online Application Lifecycle Management technical assessment **AND** One individual who passes a Microsoft Licensing online training and assessment
Customer Evidence	Three unique customer references	Five unique customer references[25] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[26]	Advanced Competency Membership Fee[26]

---

[23] Partner organization can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[24] Requirements vary by competency.

[25] Partners may use customer references from a competency toward an advanced competency.

[26] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Application Lifecycle Management Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency, you must meet the following qualifications.

Exam Requirements

You must employ or contract with at least two people who have each passed the following exam. If a link is not provided for a listed exam, please search for your exam at [Microsoft Learning](#).

- Exam 70-512: TS Visual Studio Team Foundation Server 2010, Administration

Customer Reference Requirements

Submit at least three customer references that showcase the implementation, deployment, customization, or maintenance of Microsoft Visual Studio 2010 Team Foundation Server.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Application Lifecycle Management Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Application Lifecycle Management advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Exam Requirements

You must employ or contract with at least four people who have each passed the following exam. If a link is not provided for a listed exam, please search for your exam at [Microsoft Learning](#).

- Exam 70-512: TS Visual Studio Team Foundation Server 2010, Administration

Customer References Requirements

Submit at least five customer references that showcase the implementation, deployment, customization, or maintenance of Visual Studio 2010 Team Foundation Server.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Business Intelligence

Business intelligence (BI) continues to be the number one spending priority for CIO's. IDC estimates the worldwide market value was US$7.8 billion in 2008, with a calculated annual growth of 10.6 percent.[27]

Microsoft partners who attain the Business Intelligence competency have a unique opportunity to deliver business intelligence solutions at a lower cost than competitors and win significant market share.

With the Microsoft BI stack, partners are in a position to solve their customers' top needs while driving significant services revenue. In addition, BI partners can cross-sell such products as SQL Server Enterprise, Microsoft SharePoint eCal, and the Microsoft Office suite.

Benefits

Available in October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Business Intelligence competency software benefits, use the licensing calculator. • Estimate profit and loss for new business intelligence opportunities with the Partner Profitability Modeler tool	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Business Intelligence advanced competency software benefits, use the licensing calculator. ✓
ENABLE	• Gain access to sales team training to help accelerate your sales cycle.	✓
SELL	• Profile customers using the Optimization Assessment tool (select the Business Productivity assessment) to gain a thorough understanding of a customer's business needs • Gain access to business intelligence demonstrations that you can use with your customers at the Microsoft Online Demonstration site • Business Intelligence competency partner brand	✓ ✓ • Business Intelligence advanced competency partner brand • Prioritized visibility on Microsoft.com/bi and internal website for the Microsoft field

---

[27] IDC, "Worldwide Business Intelligence Tools 2008 Vendor Shares", June 2009.

Requirements Summary		
Category	**Competency**	**Advanced Competency**
Credentials	Two Microsoft Certified Professionals (MCPs)[28] **OR** Qualifying standard application test (available in by October 2010)[29]	Four MCPs with credentials, not holding any other advanced competency[30] **OR** Qualifying standard application test and qualifying advanced application test (available by October 2010)
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[31] (Beginning October 2010)	One individual who passes a Microsoft Licensing online training and assessment **AND** One sales and marketing professional who passes a sales and marketing competency assessment	One individual who passes a Microsoft Licensing online training and assessment **AND** Two sales and marketing professionals who pass a sales and marketing competency assessment
Customer Evidence	Three unique customer references	Five unique customer references[32] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[33]	Advanced Competency Membership Fee[33]

---

[28] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[29] Qualifying standard application tests refer to products that pass Microsoft hardware and software tests, and apply to the ISV competency or other competencies through the ISV track. Qualifying application tests vary by product. .

[30] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[31] Requirements vary by competency.

[32] Partners may use customer references from a competency toward an advanced competency.

[33] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Business Intelligence Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency, you must meet the following qualifications.

Exam Requirements

You must employ or contract with at least two people who have each passed two exams (one each from List A and List B). If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.

List A (Business Intelligence exams)

- Exam 70-448: TS: Microsoft SQL Server 2008, Business Intelligence Development and Maintenance
- Exam 70-452: PRO: Designing a Business Intelligence Infrastructure Using Microsoft SQL Server 2008
- Exam 70-455: Upgrade: Transition your MCITP SQL Server 2005 BI Developer to MCITP SQL Server 2008 BI Developer (available only to partners who hold the MCITP SQL Server 2005 credential)

List B (Application Development exams)

- Exam 70-432: TS: Microsoft SQL Server 2008, Implementation and Maintenance
- Exam 70-433: TS: Microsoft SQL Server 2008, Database Development
- Exam 70-544: TS: Bing Maps Platform, Application Development
- Exam 70-545: TS: Microsoft Office Visio® 2007, Application Development
- Exam 70-630: TS: Microsoft Office SharePoint Server 2007, Configuring
- Exam 70-631: TS: Microsoft Windows SharePoint Services 3.0, Configuring
- Exam 70-667: TS: Microsoft Office SharePoint Server 2010, Configuring
- Exam 78-702: TS: Designing and Managing a Microsoft BI Solution

OR

ISV Application Test Requirements

In lieu of fulfilling the above exam requirements, you can have one application that has passed the qualifying standard application test: Works with SQL Server 2008 R2.

Customer Reference Requirements

Submit at least three customer references that showcase:

- Your BI services, reporting, tools, and application solutions using Microsoft SQL Server technology, or SharePoint and Microsoft Office Excel® technologies, or Excel Services technologies.

OR

- Development, implementation, and customization of data visualization of BI information, based on a combination of Visio and Microsoft Bing™ Maps.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Business Intelligence Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Business Intelligence advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Certification Requirements

Partners must employ or contract with four people who each hold one of the following certifications:

- MCITP: Business Intelligence Developer 2008
- MCM: Microsoft SQL Server 2008

For a list of Microsoft certifications by name and definitions visit the Microsoft Learning page.

OR

ISV Application Test Requirements

In lieu of fulfilling the above exam requirements, you can have one application that has passed the qualifying advanced application tests:

- Works with SQL Server 2008 R2

- Certified for Windows Server 2008 R2

Customer Reference Requirements

Submit at least five customer references that showcase:

- Your BI services, reporting, tools, and application solutions using SQL Server technology, or SharePoint and Excel technologies, or Excel Services technologies.

OR

- Development, implementation, and customization of data visualization of BI information, based on a combination of Visio or Microsoft Bing Maps.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Content Management

The Content Management competency enables partners to train and offer enterprise and Web content management solutions on Microsoft SharePoint Server. SharePoint is the fastest growing server product in the history of Microsoft with more than 100 million licenses sold. This customer base provides many different services opportunities for partners that offer enterprise and Web content management solutions. According to Microsoft internal research from 2007-2009, the SharePoint services opportunity is predicted to grow to US$6.2 billion by 2011. SharePoint has proved to be a great growth engine for partners, offering collaborative solutions that span many business processes.

> Magic Quadrant for Enterprise Content Management (Gartner Research, Oct. 15, 2009) Gartner positions Microsoft in the Leaders Quadrant in its Enterprise Content Management Magic Quadrant. This Magic Quadrant assessment takes into account vendors' current product offerings and overall strategies, as well as their planned initiatives and product road maps and other evaluation criteria.

> According to a separate, independent report: "Users' familiarity with SharePoint has led to its viral adoption in many enterprises, often outside of IT's direct control. Sixty-three percent of survey respondents indicated that their organizations source ECM from Microsoft, and the majority of this is SharePoint." ("Collaboration, Search, And Compliance Drive 2010 ECM Investments", Forrester Research, Inc., December 2009)

Below is a sample of the enterprise and web content management services opportunities available to partners:

- Planning & Design Services:
  - Business value consulting
  - Change management
  - Architectural design
  - Web design and development

- Integration, Design & Deployment Services:
  - Digital Asset/Content management solutions
  - Web monetization
  - Application integration with existing Enterprise Content Management, Web Content Management, and/or Line of Business

Benefits

Available October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Content Management competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Content Management advanced competency software benefits, use the licensing calculator.
ENABLE	• Train your sales team members with content management-specific training available at BPIO University	✓
CREATE DEMAND	• Create demand using BPIO Campaign resources with targeted marketing campaigns, easy-to-customize materials, and marketing guidance and support	✓
SELL	• Content Management competency partner brand • Access programs, training and resources available at www.sellmsbpi.com • Profile customers using the Infrastructure Optimization Partner Assessment to gain a thorough understanding of a customer's business needs	• Content Management advanced competency partner brand ✓ ✓

Requirements Summary		
Category	**Competency**	**Advanced Competency**
Credentials	Two Microsoft Certified Professionals (MCPs)[34] **OR** Qualifying standard application tests (available by October 2010)[35]	Four MCPs with credentials, not holding any other advanced competency[36] **OR** Qualifying standard qualifying application test and qualifying advanced application test (available by October 2010)
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[37] **(Beginning October 2010)**	One individual who passes a Microsoft Licensing online training and assessment **AND** One sales and marketing professional who passes a sales and marketing assessment	One individual who passes a Microsoft Licensing online training and assessment **AND** Two sales and marketing professionals who pass a sales and marketing competency assessment
Customer Evidence	Three unique customer references	Five unique customer references[38] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[39]	Advanced Competency Membership Fee[39]

---

[34] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[35] Qualifying standard application tests refer to products that pass Microsoft hardware and software tests, and apply to the ISV competency or other competencies through the ISV track. Qualifying application tests vary by product.

[36] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[37] Requirements vary by competency.

[38] Partners may use customer references from a competency toward an advanced competency.

[39] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Content Management Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency, you must meet the following qualifications.

Exam Requirements

You must employ or contract with at least two people who have each passed at least one of the following exams. If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.

- Exam 70-541: TS: Microsoft Windows SharePoint Services 3.0—Application Development
- Exam 70-542: TS: Microsoft Office SharePoint Server 2007—Application Development
- Exam 70-631: TS: Windows SharePoint Services 3.0, Configuring
- Exam 70-630: TS: Microsoft Office SharePoint Server 2007, Configuring
- Exam 70-667: TS: Microsoft Office SharePoint Server 2010, Configuring
- Exam 70-576: PRO: Designing and Developing Microsoft SharePoint 2010 Applications
- Exam 70-573: TS: Microsoft SharePoint 2010, Application Development
- Exam 70-668: PRO: Microsoft SharePoint 2010, Administrator

OR

ISV Application Test Requirements

In lieu of fulfilling the above exam requirements, you can have one application that has passed the

qualifying standard application test:

- SharePoint Server 2010 Platform Ready

Customer Reference Requirements

Submit at least three customer references that feature deployment of enterprise or web content management solutions built on one or more of the following Microsoft technologies:

- Microsoft SharePoint Server 2010
- Microsoft SharePoint Server 2010 for Internet Sites
- Microsoft SharePoint Foundation
- Microsoft SharePoint Online

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Content Management Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Content Management advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Certification Requirements

You must employ or contract with four people, each of whom must pass one of the following exams:

- Exam 70-668: PRO: Microsoft SharePoint 2010 Administrator (under development)
- Exam 70-576: PRO: Designing and Developing Microsoft SharePoint 2010 Applications (under development)
- MCM: Office SharePoint Server 2010 (under development)
- MCA: Office SharePoint Server

For a list of Microsoft certifications by name and definitions visit the Microsoft Learning page.

OR

ISV Application Test Requirements

In lieu of fulfilling the above exam requirements, you can have one application that has passed the qualifying advanced application tests:

- SharePoint Server 2010 Platform Ready, and
- Certified for Windows Server 2008 R2

Customer Reference Requirements

Submit at least five customer references that feature deployment of portals that connect users and teams with information and knowledge across business processes to improve efficiency and effectiveness. Your portal solution must also use one or more of the following Microsoft technologies:

- SharePoint Server
- SharePoint Server for Internet Sites
- SharePoint Foundation
- SharePoint Online

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Customer Relationship Management

With the Customer Relationship Management (CRM) competency, you can effectively communicate your area of expertise in partner-to-partner and partner-to-customer situations. This competency is for partners who resell or develop their own solutions with proven proficiency in deploying Microsoft Dynamics® Customer Relationship Management (CRM) solutions and related applications in Microsoft Dynamics CRM.

Regardless of the market segments you serve, this competency can help you differentiate your Microsoft Dynamics business management solutions capabilities. This differentiation helps both customers and other partners find a solutions partner with the resources to match their needs.

The Customer Relationship Management competency provides a unique opportunity to develop a trusted advisor relationship with your customers' key decision makers. By providing solutions that address mission-critical business priorities, you can establish the foundation for longer term and deeper relationships. These relationships, in turn, can help you increase overall revenue and strengthen your opportunity to sell Microsoft business-management solutions—in addition to other Microsoft software, such as the Microsoft Office system, SQL Server, and Office SharePoint Server. Partners in the Desktop Management, Server Platform, Desktop, Learning, and ISV competencies may also want to apply for the Customer Relationship Management competency.

Benefits

Available October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Customer Relationship Management (CRM) competency software benefits, use the licensing calculator. • Estimate profit and loss for new CRM business opportunities with the Partner Profitability Modeler tool	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Customer Relationship Management (CRM) advanced competency software benefits, use the licensing calculator. ✓
ENABLE	• Access to discounted Partner Business Systems • Train your non-technical team members with Dynamics-specific training available at the Dynamics Partner Academy	✓ ✓
CREATE DEMAND	• Access to joint marketing campaigns and co-funding	• Priority access to joint marketing campaigns and co-funding • (ISV) Certified for Microsoft Dynamics (CfMD) branding and premier listings
SELL	• CRM competency partner brand • Prioritized access to leads obtained by Microsoft marketing and sales activities	• CRM advanced competency partner brand ✓
SERVICE	• Access unlimited CRM online technical support	✓

Requirements Summary		
Category	**Competency**	**Advanced Competency (available after Oct 2010)**
Credentials	CRM-VAR Three Microsoft Certified Specialists **OR** CRM-ISV Three Microsoft Certified Specialists and qualifying standard application test	CRM-VAR Six Microsoft Certified Specialists **OR** CRM-ISV Six Microsoft Certified Specialists and qualifying CfMD application test
Revenue Commitment	Meet minimum revenue or seat bar for CRM-VAR or CRM-ISV	Meet minimum revenue or seat bar for CRM-VAR or CRM-ISV
Business Requirements, Training and Assessments[40]	CRM-VAR At least two individuals who have completed an Implementation Methodology exam. At least one individual who has taken the Sales exam.* At least one individual who has taken the Pre-Sales exam.* CRM-ISV At least one individual who has completed an Implementation Methodology exam.	Purchase of a Partner Service plan CRM-VAR At least three individuals who have completed an Implementation Methodology exam. At least two individuals who have taken the Sales exam.* At least one individual who has taken the Pre-Sales exam.* CRM-ISV At least one individual who has completed an Implementation Methodology exam.
Customer Evidence	Three unique customer references	Five unique customer references[41] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[42]	Advanced Competency Membership Fee[42]

*Enforced May 2011

---

[40] Requirements vary by competency.

[41] Partners may use customer references from a competency toward an advanced competency.

[42] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Customer Relationship Management Competency Requirements Details

Effective May 2010

Competency requirements are closely aligned with customer needs. To attain this competency, you must meet the following qualifications.

Exam Requirements

You must employ or contract with at least one individual who must pass one exam from each of the following exam categories for a total of three exams. If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.

Microsoft Dynamics customization exams (pass one of the following exams):

- Exam CRM-30-422: Microsoft Dynamics CRM 3.0 Customization
- Exam MB2-422: Microsoft Dynamics CRM 3.0 Customization
- Exam MB2-631: Microsoft Dynamics CRM 4.0 Customization and Configuration

Microsoft Dynamics CRM installation and configuration exams(pass one of the following exams):

- CRM-30-421: Microsoft Dynamics CRM 3.0 Installation and Configuration
- Exam MB2-421: Microsoft Dynamics CRM 3.0 Installation and Configuration
- Exam MB2-633: Microsoft Dynamics CRM 4.0 Installation and Deployment

Microsoft Dynamics CRM application exams (pass one of the following exams):

- CRM-30-423: Microsoft Dynamics CRM 3.0 Applications
- Exam MB2-423: Microsoft Dynamics CRM 3.0 Applications
- Exam MB2-632: Microsoft Dynamics CRM 4.0 Applications

Customer Reference Requirements

Submit at least three customer references, each featuring the implementation, deployment, customization, or maintenance of Microsoft Dynamics CRM solution.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Beginning October 2010, the CRM competency requirements will change (see below).

Customer Relationship Management Competency Requirements Details

Effective October 2010

Beginning October 2010, the CRM competency will be based on the partner's selected business model: Value Added Reseller (VAR) or Independent Software Vendor (ISV).

Three customer references

Submit at least three customer references, each featuring the implementation, deployment, customization, or maintenance of Microsoft Dynamics CRM. Each reference must feature a project that you have completed within the last 12 months, and will be verified with your customer.

Exam Requirements

You must employ or contract with at least three individuals, who combined, must pass one exam from each of the exam categories for a total of three exams.

Microsoft Dynamics customization exams (pass the following exam):

- Exam MB2-631: Microsoft Dynamics CRM 4.0 Customization and Configuration

Microsoft Dynamics CRM installation and configuration exams (pass the following exam):

- Exam MB2-633: Microsoft Dynamics CRM 4.0 Installation and Deployment

Microsoft Dynamics CRM application exams (pass the following exam):

- Exam MB2-632: Microsoft Dynamics CRM 4.0 Applications

In addition to meeting the above requirements, you must also meet the following requirements for the business model that you select:

VAR

- At least one individual who has taken the Sales exam*
- At least one individual who has taken the Pre-Sales exam*
  May 2011 requirement
- At least two individuals who have completed an Implementation Methodology exam**

VAR revenue requirements:**

	Minimum annual seat count OR minimum annual total revenue
Markets A	150 seats or $100,000
Markets B and C	75 seats or $50,000

**October 2010 requirement

OR

ISV (following are October 2010 requirements)

- At least one individual who has completed an Implementation Methodology exam
- At least one product that has passed the Software Solution Test for Microsoft Dynamics CRM 4.0

ISV revenue requirements:

	Minimum influenced and direct license revenue
Markets A	$250,000
Markets B and C	$125,000

Customer Relationship Management Advanced Competency Requirements Details

Effective October 2010

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Customer Relationship Management advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Beginning October 2010, the CRM advanced competency will be based on the partner's selected business model: Value Added Reseller (VAR) or Independent Software Vendor (ISV)

Requirements

Five customer references

Submit at least five customer references, each featuring the implementation, deployment, customization, or maintenance of Microsoft Dynamics CRM. Each reference must feature a project that you have completed within the last 12 months, and will be verified with your customer.

Technical Certification Requirements

Employ or contract with at least six individuals, who have each passed one of the following three exams and collectively at least one exam each must be passed.

- Exam MB2-631: Microsoft Dynamics CRM 4.0 Customization and Configuration
- Exam MB2-633: Microsoft Dynamics CRM 4.0 Installation and Deployment
- Exam MB2-632: Microsoft Dynamics CRM 4.0 Applications

Purchase of a Partner Service plan

Participation in the Customer Satisfaction Index

In addition to meeting the above requirements, you must also meet the following requirements for the business model that you select:

VAR

- At least two individuals who have taken the Sales exam*
- At least one individual who has taken the Pre-Sales exam*
  May 2011 requirement
- At least three individuals who have completed an Implementation Methodology exam**

VAR revenue requirements:**

	Minimum annual seat count OR minimum annual total revenue
Markets A	300 seats or $200,000
Markets B and C	150 seats or $100,000

**October 2010 requirement

OR

ISV (following are October 2010 requirements)

- At least one individual who has completed an Implementation Methodology exam
- At least one product that is Certified for Microsoft Dynamics (CfMD)

ISV revenue requirements:

	Minimum influenced and direct license revenue
Markets A	$500,000
Markets B and C	$250,000

Data Platform

SQL Server is one of the fastest-growing Microsoft products and is central to the Data Platform competency. Opportunities for SQL Server-based data platforms span both decision support and On-Line Transaction Processing (OLTP). How much money can you make for your applications and solutions developed using SQL Server? Recent Microsoft research based on actual partner interviews worldwide reveals that on average:

- For every $1 in software, partners make $9.8 in services.
- Partners realize a 27 percent margin when selling SQL Server-based solutions/services.

CIO business priorities include data-platform driven solutions such as Business Intelligence and Enterprise Applications. Customers want to consolidate their data platform based on the need to "do more with less." In such scenarios, the SQL Server–based Data Platform can deliver unsurpassed total cost of ownership (TCO) advantages over the competition.

One key partner business opportunity to consider is data warehousing. With the large amounts of data your customers may have, the demand for high-scale, high-performance data warehousing at a low "cost per terabyte" represents a significant partner business opportunity. Microsoft, with its recent acquisition of DatAllegro, has released a set of highly-scalable SQL Server-based reference architectures based on popular commodity-based server hardware to help implement data warehouses up to 32 TB with precise, well-tested and documented technical guidance. This set of reference architectures, called SQL Server Fast Track, will be the basis for partners to start or strengthen their data warehousing practices or solutions. Microsoft will also release an even larger-scale data-warehousing product, Microsoft SQL Server 2008 R2 Parallel Data Warehouse. Parallel Data Warehouse will deliver even larger sized, hub-and-spoke based data warehouses, at a very manageable cost-per-terabyte.

Making a business bet on a proven, enterprise-class, and affordable data platform solution based on SQL Server 2008 R2 can be a winning strategy for partners and their customers.

Benefits

Available in October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Data Platform competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Data Platform advanced competency software benefits, use the licensing calculator.
ENABLE	• Gain access to sales team training to help accelerate your sales cycle.	✓ • Leverage technical training and hands on labs provided by the Microsoft Developer and Platform Evangelism Early Adopter Program.
CREATE DEMAND	• Create demand using the Application Platform Optimization Customer Campaign, available through the Partner Marketing Center, with targeted marketing campaigns, easy-to-customize materials, and marketing guidance and support.	✓
SELL	• Data Platform competency partner brand • Profile data platform customers using the Optimization Assessment tool (select the Business Productivity Infrastructure assessment) to gain a thorough understanding of customers' business needs.	• Data Platform advanced competency partner brand ✓

Requirements Summary		
Category	**Competency**	**Advanced Competency**
Credentials	Two Microsoft Certified Professionals (MCPs)[43] **OR** Qualifying standard application test (available by October 2010)[44]	Four MCPs with credentials, not holding any other advanced competency[45] **OR** Qualifying standard application test and qualifying advanced application test (available by October 2010)
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[46] **(Beginning October 2010)**	One individual who passes a Microsoft Licensing online training and assessment **AND** One sales and marketing professional who passes a sales and marketing competency assessment	One individual who passes a Microsoft Licensing online training and assessment **AND** Two sales and marketing professionals who pass a sales and marketing competency assessment
Customer Evidence	Three unique customer references	Five unique customer references[47] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[48]	Advanced Competency Membership Fee[48]

---

[43] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[44] Qualifying standard application tests refer to products that pass Microsoft hardware and software tests, and apply to the ISV competency or other competencies through the ISV track. Qualifying application tests vary by product. .

[45] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[46] Requirements vary by competency.

[47] Partners may use customer references from a competency toward an advanced competency.

[48] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Data Platform Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Exam Requirements

You must employ or contract with at least two people who have each passed at least one of these exams:

- Exam 70-432: TS: Microsoft SQL Server 2008, Implementation and Maintenance
- Exam 70-433: Microsoft SQL Server 2008, Database Development
- Exam 70-448: TS: Microsoft SQL Server 2008, Business Intelligence Development and Maintenance
- Exam 70-450: PRO: Designing, Optimizing, and Maintaining a Database Administrative Solution by Using Microsoft SQL Server 2008
- Exam 70-451: PRO: Designing Database Solutions and Data Access by Using Microsoft SQL Server 2008
- Exam 70-453: Upgrade: Transition Your MCITP SQL Server 2005 DBA to MCITP SQL Server 2008
- Exam 70-454: Upgrade: Transition Your MCITP SQL Server 2005 DBD to MCITP SQL Server 2008 DBD

OR

ISV Application Test Requirements

In lieu of fulfilling the above exam requirements, you can have one application that has passed the qualifying standard application test:

- Works with SQL Server 2008 R2

Customer Reference Requirements

Submit at least three customer references that showcase database migration tools and services, management tools, and services that use SQL Server technology.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Data Platform Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Data Platform advanced competency you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Certification Requirements

You must employ or contract with four people, each of whom must hold one of the following advanced credentials:

- MCITP: Database Administrator 2008
- MCITP: Database Developer 2008
- MCM: Microsoft SQL Server 2008
- MCA: Microsoft SQL Server

For a list of Microsoft certifications by name and definitions visit the Microsoft Learning page.

OR

ISV Application Test Requirements

In lieu of fulfilling the above exam requirements, you can have one application that has passed the qualifying advanced application tests:

- Certified for Windows Server 2008 R2, and

- Works with SQL Server 2008 R2

Customer References Requirements

Submit at least five customer references that showcase database migration tools and services, management tools, and services that use SQL Server technology.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Desktop

Become a leader in delivering Windows® 7 and Microsoft® Office 2010 to the world. With the new Desktop competency, you'll carry the credentials and expertise to **capture the business opportunities** in selling, deploying, and supporting the Windows 7 operating system, Microsoft Office 2010, Internet Explorer®, and the Microsoft Desktop Optimization Pack (MDOP).

Achieving the Desktop competency can help you **capitalize on the substantial market momentum** around Windows 7 and Office 2010 in delivering strategic value and cost-effective, optimized desktop solutions to:

- Enterprise customers looking to increase user productivity, enhance security and control, and streamline PC management.

- Small and mid-sized businesses who want to work the way they want, get more done, and safeguard their work.

Attaining the Desktop competency can also help your business **stand out from the competition**. With the Microsoft Partner Network providing support through recognition, training, and marketing resources, you'll be able to expand your skills and promote your qualifications to current and potential customers. When you achieve the Desktop competency, your customers will recognize that you offer added value through expertise, efficiencies, and cost savings during deployment.

Having a Desktop competency means you can:

- Help your customers **improve productivity and control** while they **save time and money** with an optimized Windows 7 and Office 2010 desktop.

- Take advantage of your leadership role by **maximizing business opportunities** in deploying and supporting an optimized Windows 7 and Office 2010 desktop.

- **Differentiate your business** in the market with recognition, knowledge, resources, and the support of Microsoft.

You can increase your revenue by expanding your services portfolio to include: application compatibility and mitigation services, security and data compliance solutions, desktop support, and asset management services. Grow your business even more by providing additional solutions such as building remote access infrastructures, improving search and information organization, desktop virtualization, and green computing solutions.

This new competency also provides a larger opportunity for you to expand your service offerings to include enhanced or new solutions that include Windows 7 and Microsoft Office in several areas: readiness assessment, application compatibility and remediation, security and data compliance, application support, and deployment packaging. Future opportunities exist beyond the desktop, integrating other Microsoft server products and services.

Benefits

Available October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Desktop competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Desktop advanced competency software benefits, use the licensing calculator.
CREATE DEMAND	• Create demand for Windows 7 using Optimized Desktop Customer Campaign resources, such as targeted marketing campaigns, easy-to-customize materials, and marketing guidance and support.	✓
SELL	• Desktop competency partner brand • Shorten presales and deployment phases, and build profitability with automated tools and guides such as those in the Windows 7 and Windows Optimized Desktop Scenarios Solution Accelerators • Windows 7 Return on Investment Tool	• Desktop advanced competency partner brand ✓ • Priority access to Market Development Funds (MDF) ✓ • Access to Partner Solution Plan Activation kit resources that can help you drive sales targets, including, where available, resources specific to your region.
SERVICE	• Access unlimited Windows online technical support including Windows 7.	✓

Requirements Summary		
Category	**Competency**	**Advanced Competency**
Credentials	Two Microsoft Certified Professionals (MCPs)[49]	Four MCPs with credentials, not holding any other advanced competency[50]
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[51] (Beginning October 2010)	One individual who passes a Microsoft Licensing online training and assessment **AND** One sales and marketing professional who passes a sales and marketing competency assessment	One individual who passes Microsoft Licensing online training and assessment **AND** Two sales and marketing professionals who pass a sales and marketing competency assessment
Customer Evidence	Three unique customer references	Five unique customer references[52] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[53]	Advanced Competency Membership Fee[53]

---

[49] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[50] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[51] Requirements vary by competency.

[52] Partners may use customer references from a competency toward an advanced competency.

[53] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Desktop Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency, you must meet the following qualifications.

Exam Requirements

You must employ or contract with at least two individuals who have each passed one of the following Microsoft exams. If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.

Windows 7

- Exam 70-680: TS: Windows 7, Configuring
- Exam 70-681: TS: Windows 7, Deploying Windows and Office 2010 (available late 2010)
- Exam 70-685: PRO: Windows 7, Enterprise Desktop Support Technician
- Exam 70-686: Windows 7, Enterprise Desktop Administrator

Microsoft Desktop Optimization

- Exam 70-656: TS: Microsoft Desktop Optimization Pack, Configuring

Microsoft System Center Configuration Manager 2007

- Exam 70-401: TS: Microsoft System Center Configuration Manager 2007, Configuring

Windows Vista

- Exam 70-620: TS: Configuring Windows Vista® Client
- Exam 70-621: PRO: Upgrading your MCDST Certification to MCITP Enterprise Support
- Exam 70-622: PRO: Microsoft Desktop Support – Enterprise
- Exam 70-624: TS: Deploying and Maintaining Windows Vista Client and 2007 Microsoft Office System Desktops
- Exam 70-635: TS: Microsoft Deployment Toolkit 2008, Desktop Deployment

Customer Reference Requirements

- Submit at least three customer references that feature Windows 7, MDOP, *or* Office deployment or customer proof of concept (POC), and the use of Microsoft Business Desktop Deployment, or similar tools and guidance.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Desktop Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Desktop advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Certification Requirements

You must employ or contract with four people who each hold the following certification:

- MCITP: Enterprise Desktop Administrator 7

For a list of Microsoft certifications by name and definitions visit the Microsoft Learning page.

Customer Reference Requirements

- Submit at least five customer references that feature a Windows 7, MDOP, *or* Office deployment or customer proof of concept (POC), and the use of Microsoft Business Desktop Deployment, or similar tools and guidance.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Digital Marketing

The Microsoft Partner Network Digital Marketing competency enables you to showcase your expertise in developing rich Internet solutions on Microsoft SharePoint 2010 for Internet Sites, Microsoft FAST Search technology, and Microsoft Silverlight. Help your customers by attaining the competency and offering solutions that are highly functional, scalable, flexible and secure through a unified platform for Intranet, extranet and Internet sites.

The shift in marketing from traditional media to the Web is driving companies to invest heavily in their Internet assets. Today, Internet sites and Web content management involve all aspects of an organization's Web presence, including social marketing, rich media and applications, search, Digital Marketing integration and analytics. More and more companies want a solution that is highly functional, scalable, flexible, and secure.

Microsoft SharePoint helps you meet your customers' needs by providing a unified platform for intranet, extranet, and Internet sites, and by enabling you to create engaging and rich user experiences, cut costs, increase business agility, and deliver familiar authoring tools and processes.

For customers that want to offer interactive search and personalization, FAST Search technology can help you build adaptive Web experiences that connect people with what they want. Silverlight enables rapid development of applications using familiar tools like Microsoft Visual Studio or Eclipse and the creation of rich Web-based applications that quickly integrate with current backend systems.

Partners that achieve the Digital Marketing competency can learn how to offer digital marketing services such as:

Planning and Design Services
- Business value consulting, including Website optimization, search engine optimization (SEO), and digital marketing effectiveness
- Change management
- Architectural design
- Web design services
- User experience
- Rich Internet application design
- Analytics for the Web, advertising, and social media

Integration, Development, Deployment, and Management Services
- Digital asset and content management solutions
- Web development services
- Application integration with current Web Content Management and Web analytics systems
- Site migration from Microsoft Content Management Server and other Web content management platforms to Microsoft SharePoint
- Hosting services

Benefits

Available October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Digital Marketing competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Digital Marketing advanced competency software benefits, use the licensing calculator.
SELL	• Digital Marketing competency partner brand	• Digital Marketing advanced competency partner brand

Requirements Summary

Category	Competency	Advanced Competency
Credentials	Two Microsoft Certified Professionals (MCPs)[54]	Four MCPs with credentials that do not apply to any other advanced competency[55]
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[56] **(Beginning October 2010)**	None	None
Customer Evidence	Three unique customer references	Five unique customer references[57] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[58]	Advanced Competency Membership Fee[58]

---

[54] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[55] Partner organizations can attain multiple advanced competencies, and individual employees and contractors may take and pass multiple advanced competency exams. However, if your organization employs or contracts with someone who holds multiple certifications, that person's credentials will count toward only **one** advanced competency.

[56] Requirements vary by competency.

[57] You may use customer references from your competency toward an advanced competency.

[58] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Digital Marketing Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications. If a link is not provided for a listed exam, please search for your exam at Microsoft Learning

Exam Requirements

You must employ or contract with at least two people who have each passed at least one of these exams:

- Exam 70-542: TS: Microsoft Office SharePoint Server 2007—Application Development
- Exam 70-630: TS: Microsoft Office SharePoint Server 2007, Configuring
- Exam 70-667: TS: Microsoft Office SharePoint 2010, Configuring
- Exam 70-576: PRO: Designing and Developing Microsoft SharePoint 2010 Applications
- Exam 70-573: TS: Microsoft SharePoint 2010, Application Development
- Exam 70-668: PRO: Microsoft SharePoint 2010, Administrator
- Exam 74-676: FAST Enterprise Search Platform, Developing
- Exam 70-506: TS: Silverlight 4, Development (Available late October)

Customer Reference Requirements

Submit at least three customer references that feature Internet and Extranet Site solutions using Microsoft SharePoint or FAST and related technologies:

- Microsoft® SharePoint® Server 2010
- Microsoft® SharePoint® Server 2010 for Internet Sites
- Microsoft® SharePoint® Foundation 2010
- FAST Search for Internet Sites
- Microsoft® SharePoint® Designer 2010
- Microsoft® SharePoint® Online
- Microsoft® Silverlight®

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer

Recommended Silverlight Training

- Course 50278A: Silverlight 3 – Best Practices
- Course 50279A: Silverlight 3 Development
- Course 50277A: Advanced Topics in Silverlight 3 Development

Digital Marketing Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Search advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process. If a link is not provided for a listed exam, please search for your exam at Microsoft Learning

Certification Requirements

You must employ or contract with four people who each must pass one of the following:

- Exam 70-542: TS: Microsoft Office SharePoint Server 2007—Application Development
- Exam 70-630: TS: Microsoft Office SharePoint Server 2007, Configuring
- Exam 70-667: TS: Microsoft Office SharePoint 2010, Configuring
- Exam 70-576: PRO: Designing and Developing Microsoft SharePoint 2010 Applications
- Exam 70-573: TS: Microsoft SharePoint 2010, Application Development
- Exam 70-668: PRO: Microsoft SharePoint 2010, Administrator
- Exam 74-676: FAST Enterprise Search Platform, Developing
- Exam 70-506: TS: Silverlight 4, Development (Available late October)
- MCA: SharePoint Server
- MCM: Office SharePoint Server 2010)

For a list of Microsoft certifications by name and definitions visit the Microsoft Learning page.

Customer Reference Requirements

Submit at least five customer references that feature Internet and Extranet Site solutions using Microsoft SharePoint or FAST and related technologies:

- Microsoft® SharePoint® Server 2010
- Microsoft® SharePoint® Server 2010 for Internet Sites
- Microsoft® SharePoint® Foundation 2010
- FAST Search for Internet Sites
- Microsoft® SharePoint® Designer 2010
- Microsoft® SharePoint® Online
- Microsoft® Silverlight®

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer

Recommended Silverlight Training

- Course 50278A: Silverlight 3 – Best Practices

- Course 50279A: Silverlight 3 Development

- Course 50277A: Advanced Topics in Silverlight 3 Development

Enterprise Resource Planning

Regardless of the market segments you serve, the Enterprise Resource Planning (ERP) competency can help you differentiate your financial and supply chain management capabilities with Microsoft Dynamics business management solutions. This differentiation helps both customers and other partners find the resources to match their needs, and provide you with relevant benefits and information.

The Enterprise Resource Planning competency provides a unique opportunity to develop a trusted advisor relationship with your customers' key decision makers. By providing solutions that address mission-critical business priorities, you can establish the foundation for longer-term, deeper relationships. These relationships in turn can help you increase overall revenue and strengthen your opportunity to sell Microsoft business-management solutions—in addition to other Microsoft software, such as the Microsoft Office system, Microsoft SQL Server, and Microsoft Office SharePoint Server. Partners in the Desktop Management, Server Platform, Desktop, Learning, and ISV competencies may also want to apply for the Enterprise Resource Planning competency.

Benefits

Partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Enterprise Resource Planning (ERP) competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Enterprise Resource Planning (ERP) advanced competency software benefits, use the licensing calculator.
ENABLE	• Train your non-technical team members with Dynamics-specific training available at the Dynamics Partner Academy • Access to discounted Partner Business Systems and Microsoft-validated business consulting services	✔ ✔
CREATE DEMAND	• Access to joint marketing campaigns and co-funding	• Priority access to joint marketing campaigns and co-funding • (ISV) Certified for Microsoft Dynamics (CfMD) branding and premier listings
SELL	• Prioritized access to leads obtained by Microsoft marketing and sales activities • ERP competency partner brand	✔ • Early Adoption Program Access • ERP advanced competency partner brand
SERVICE	• Access unlimited ERP online technical support	✔

Requirements Summary

Category	Competency	Advanced Competency
Credentials	ERP-VAR Three Microsoft Certified Specialists **OR** ERP-ISV Three Microsoft Certified Specialists and qualifying standard application test	ERP-VAR Six Microsoft Certified Specialists **OR** ERP-ISV Six Microsoft Certified Specialists and qualifying advanced application test
Revenue Commitment	Meet minimum revenue bar and BREP for ERP-VAR or minimum revenue bar for ERP-ISV	Meet minimum revenue bar and BREP for ERP-VAR or minimum revenue bar for ERP-ISV
Business Requirements, Training and Assessments[59]	ERP-VAR At least two people who have completed an Implementation Methodology Exam At least one individual who has taken the Sales accreditation* At least one individual who has taken the Pre-Sales accreditation* ERP-ISV At least one individual who has completed an Implementation Methodology exam	Purchase of a Partner Service plan ERP-VAR At least three individuals who have completed an Implementation Methodology Exam At least two individuals who have taken the Sales accreditation* At least one individual who has taken the Pre-Sales accreditation* ERP-ISV At least one individual who has completed an Implementation Methodology Implementation exam
Customer Evidence	Three unique customer references	Five unique customer references[60] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[61]	Advanced Competency Membership Fee[61]

*Enforced May 2011

---

[59] Requirements vary by competency.

[60] You may use customer references from your competency toward an advanced competency.

[61] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Certification Requirements

To attain the ERP competency, you must be proficient in deploying Microsoft Dynamics and related applications in one or more of the following product lines:

- Microsoft Dynamics AX
- Microsoft Dynamics C5 (Denmark and Iceland only)
- Microsoft Dynamics GP
- Microsoft Dynamics NAV
- Microsoft Dynamics SL
- Microsoft Dynamics POS

Enterprise Resource Planning Competency Requirements Details
Effective May 2010

Competency requirements are closely aligned with customer needs. To attain this competency, you must meet the following qualifications.

Exams Requirements (If a link is not provided for a listed exam, please search for your exam at Microsoft Learning)

You must employ or contract with at least one individual who has completed one of the six following options:

Option 1: Pass **five** required Microsoft Dynamics AX exams

One of the following Microsoft SQL Server implementation and maintenance exams:
- Exam 70-432: TS: Microsoft SQL Server 2008 Implementation and Maintenance
- Exam 70-431: Microsoft SQL Server 2005 - Implementation and Maintenance

One of the following Microsoft Dynamics AX installation and configuration exams:
- MB6-820: Installation and Configuration in Microsoft Dynamics AX 2009
- MB6-503 or AX-40-503: Microsoft Dynamics AX 4.0 Installation and Configuration
- MB6-206 or AX-30-206:Microsoft Business Solutions Axapta 3.0 Installation & Configuration
- D8186: Axapta AOS 2.5
- D8187: Microsoft Business Solutions Axapta Server 3.0

One of the following Microsoft Dynamics AX financials exams:
- MB6-818: Financials in Microsoft Dynamics AX 2009
- MB6-507 or AX-40-507: Microsoft Dynamics AX 4.0 Financials
- MB6-203 or AX-30-203: Microsoft Business Solutions Axapta 3.0 Financials
- AX-01-010: Axapta Finance 2.5

One of the following Microsoft Dynamics AX development introduction exams:
- MB6-819: Development Introduction in Microsoft Dynamics AX 2009
- MB6-508 or AX-40-508: Microsoft Dynamics AX 4.0 Development Introduction
- MB6-202 or AX-30-202: Microsoft Business Solutions Axapta 3.0 Programming
- D8254: Axapta Programming 2.5

One of the following Microsoft Dynamics AX trade and logistics exams:
- MB6-817: Trade and Logistics in Microsoft Dynamics AX 2009
- MB6-509 or AX-40-509: Microsoft Dynamics AX 4.0 Trade and Logistics
- MB6-204 or AX-30-204:Microsoft Business Solutions Axapta 3.0 Trade & Logistics
- D8247: Axapta Trade & Logistics 2.5

Option 2: Pass **two** required Microsoft Dynamics GP exams

One of the following Microsoft Dynamics GP installation and configuration exams:
- MB3-527 or GP-10-527: Microsoft Dynamics GP 10.0 Installation and Configuration
- MB3-412 or GP-90-412: Microsoft Dynamics GP 9.0 Installation and Configuration
- MB3-214 or GP-80-214: Microsoft Dynamics GP 8.0 Installation and Configuration

One of the following Microsoft Dynamics GP financials exams:
- MB3-528 or GP-10-528: Microsoft Dynamics GP 10.0 Financials
- MB3-409 or GP-90-409: Microsoft Dynamics GP 9.0 Financials
- MB3-216 or GP-80-216: Microsoft Dynamics GP 8.0 Financials

Option 3: Pass **four** required Microsoft Dynamics NAV exams

One of the following Microsoft Dynamics NAV C/SIDE solution development exams:
- MB7-841: Microsoft Dynamics NAV 2009 C/SIDE Solution Development
- MB7-516 or NAV-50-516: Microsoft Dynamics NAV 5.0 C/SIDE Solution Development
- MB7-222 or NA-40-222: Microsoft Dynamics NAV 4.0 C/SIDE Solution Development

One of the following Microsoft Dynamics NAV financials exams:
- MB7-839: Microsoft Dynamics NAV 2009 Core Setup and Finance
- MB7-515: Microsoft Dynamics NAV 5.0 Financials

- MB7-225 or NA-40-225: Microsoft Dynamics NAV 4.0 Financials

One of the following Microsoft SQL Server implementation and maintenance exams:
- [Exam 70-432](): TS: Microsoft SQL Server 2008 Implementation and Maintenance
- [Exam 70-431](): Microsoft SQL Server 2005—Implementation and Maintenance

One of the following Microsoft Dynamics NAV installation and configuration exams:
- [MB7-838](): Microsoft Dynamics NAV 2009 Installation and Configuration
- [MB7-517]() or NAV-50-517: Microsoft Dynamics NAV 5.0 Installation and Configuration
- MB7-226 or NA-40-226: Microsoft Dynamics NAV 4.0 Installation and Configuration

Option 4: Pass **two** required Microsoft Dynamics POS exams

One of the following Microsoft Dynamics Retail Management System store operations exams:
- MB5-845: POS 2009
- [MB5-537]() or RMS-20-537: Microsoft Dynamics Retail Management System 2.0 Store Operations
- MB5-199 or RMS-12-199: Microsoft Dynamics Retail Management System 1.2 Store* Operations
- D8214: Microsoft Retail Management Systems Store Operations 1.0
- D8268: Microsoft Retail Management Systems Headquarters & Operations 1.2

One of the following Microsoft Dynamics Retail Management System headquarters exams:
- MB5-845: POS 2009
- [MB5-538]() or RMS-20-538: Microsoft Dynamics Retail Management System 2.0 Headquarters
- MB5-198 or RMS-12-198: Microsoft Dynamics Retail Management System 1.2 Headquarters
- D8215: Microsoft Retail Management Systems Headquarters 1.0
- D8268: Microsoft Retail Management Systems Headquarters & Operations 1.2

* Future change to be implemented in October 2010. Until such date, current lowest acceptable versions remain.

Option 5: Pass **two** required Microsoft Dynamics SL exams

One of the following Microsoft Dynamics SL installation and configuration exams:
- [MB4-534]() or SL-70-534: Microsoft Dynamics SL 7.0 Installation and Configuration
- [MB4-349]() or SL-65-349: Microsoft Dynamics SL 6.5 Installation and Configuration
- [MB4-212]() or SO-60-212: Microsoft Dynamics SL 6.0 Installation SL 6.0 Installation and Configuration
- D8236: Solomon Installation and Configuration 5.5
- D8278: Solomon Installation &Configuration US 5.5

One of the following Microsoft Dynamics SL financials exams:
- [MB4-535]() or SL-70-535: Microsoft Dynamics SL 7.0 Financials
- [MB4-348]() or SL-65-348: Microsoft Dynamics SL 6.5 Financials
- [MB4-217]() or SO-60-217: Microsoft Dynamics SL 6.0 Financials
- D8280: Solomon Financials 5.5

Option 6: Pass **four** required Dynamics C5 exams

One of the following Microsoft Dynamics C5 application consultant exams:
- MB5-646: Microsoft Dynamics C5 2008 Systemkonsulent
- D8256: C5 Application Consultant 2.1
- D8126: Systemkonsulent 2.1
- D8132: XAL Systemkonsulent

One of the following Microsoft Dynamics C5 developer exams:
- MB5-648: Microsoft Dynamics C5 2008 Programming
- MB5-626: Microsoft Dynamics C5 Programming
- D8257: C5 Developer 2.1
- D8188: XAL Developer 3.5

One of the following Microsoft Dynamics C5 developer exams:
- D8258: C5 Advanced Developer 2.1
- D8133: XAL Udvikling 3.5
- D8189: XAL Advanced Developer 3.5
- [Exam 70-282](): Planning, Deploying, and Managing a Network Solution for the Small and Medium-sized Business

Customer Reference Requirements

Submit at least three customer references that feature the implementation, deployment, customization, or maintenance of Microsoft Dynamics AX, Microsoft Dynamics GP, Microsoft Dynamics NAV, Microsoft Dynamics POS, Microsoft Dynamics SL, or Microsoft Dynamics C5 (Denmark only).

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Enterprise Resource Planning Competency Requirements Details

Effective October 2010

The Enterprise Resource Planning (ERP) competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Beginning October 2010, the ERP competency will include requirements based on the partner's selected business model: Value Added Reseller (VAR) or Independent Software Vendor (ISV).

Requirements

Three customer references

Submit at least three customer references, each featuring the implementation, deployment, customization, or maintenance of Microsoft Dynamics ERP. Each reference must feature a project that you have completed within the last 12 months, and will be verified with your customer.

Exams Requirements (If a link is not provided for a listed exam, please search for your exam at Microsoft Learning)

Employ or contract with at least three individuals who must complete **one** of the following six options:

Option 1: Pass **five** required Microsoft Dynamics AX exams:

- MB6-820: Installation and Configuration in Microsoft Dynamics AX 2009
- MB6-818: Financials in Microsoft Dynamics AX 2009
- MB6-819: Development Introduction in Microsoft Dynamics AX 2009
- MB6-817: Trade and Logistics in Microsoft Dynamics AX 2009
- Exam 70-432: TS: Microsoft SQL Server 2008 Implementation and Maintenance

Option 2: Pass **two** required Microsoft Dynamics GP exams:

- MB3-527: Microsoft Dynamics GP 10.0 Installation and Configuration
- MB3-528: Microsoft Dynamics GP 10.0 Financials
  Beginning May 1, 2011, the following Microsoft SQL Server implementation and maintenance exam will also be required:
- Exam 70-432: TS: Microsoft SQL Server 2008 Implementation and Maintenance

Option 3: Pass **four** required Microsoft Dynamics NAV exams:

- MB7-841: Microsoft Dynamics NAV 2009 C/SIDE Solution Development
- MB7-515: Microsoft Dynamics NAV 5.0 Financials
- MB7-838: Microsoft Dynamics NAV 2009 Installation and Configuration
- Exam 70-432: TS: Microsoft SQL Server 2008 Implementation and Maintenance

Option 4: Pass **the required** Microsoft Dynamics POS or RMS exams:

- MB5-845: POS 2009
  OR
- MB5-537: Microsoft Dynamics Retail Management System 2.0 Store Operations
- MB5-538: Microsoft Dynamics Retail Management System 2.0 Headquarters

Option 5: Pass **two** required Microsoft Dynamics SL exams:

- MB4-534: Microsoft Dynamics SL 7.0 Installation and Configuration
- MB4-535: Microsoft Dynamics SL 7.0 Financials
  Beginning May 1, 2011, the following Microsoft SQL Server implementation and maintenance exam will also be required:
- Exam 70-432: TS: Microsoft SQL Server 2008 Implementation and Maintenance

Option 6: Pass **four** required Dynamics C5 exams:

- MB5-646: Microsoft Dynamics C5 2008 Systemkonsulent
- MB5-648: Microsoft Dynamics C5 2008 Programming
- MB5-851: Microsoft C5 2008 Advanced Programming
- 70-653: TS: Windows Small Business Server 2008, Configuring

Enterprise Resource Planning Competency Requirements Details

Effective October 2010

In addition to meeting the above requirements, you must also meet the following requirements based on the partner's selected business models:

VAR

- Minimum direct license revenue and Business Ready Enhancement Plan (BREP) revenue recapture (market detail will be provided in September 2010):*
  - Market A: US$50,000 license revenue (net to Microsoft) and 65 percent Business Ready Enhancement Plan (BREP) revenue recapture
  - Markets B and C: US$25,000 license revenue (net to Microsoft) and 40 percent BREP
- At least two people who have completed an Implementation Methodology Exam (MB5-858: Managing Microsoft Dynamics Implementations)*
  *October 2010 requirements

- At least one individual who has taken the Sales accreditation**
- At least one person who has taken the Pre-Sales accreditation**
  **May 2011 requirement

OR
ISV (following are October 2010 requirements)

- Minimum influenced and direct license revenue:
  - Market A: US$250,000 total revenue
  - Market detail will be provided in September 2010
- Markets B and C: US$125,000 total revenue
- One product that has passed one of the following Software Solution tests:

  - Software Solution Test for Microsoft Dynamics AX 2009
  - Software Solution Test for Microsoft Dynamics GP 10
  - Software Solution Test for Microsoft Dynamics NAV 2009
  - Software Solution Test for Microsoft Dynamics SL 7.0

- At least one person who has completed an Implementation Methodology Exam (MB5-858: Managing Microsoft Dynamics Implementations)

Enterprise Resource Planning Advanced Competency Requirements Details

Effective October 2010

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Beginning October 2010, the ERP advanced competency will include requirements based on the partner's selected business model: Value Added Reseller (VAR) or Independent Software Vendor (ISV).

Five customer references

Submit at least five customer references, each featuring the implementation, deployment, customization, or maintenance of Microsoft Dynamics AX, GP, NAV, POS, SL, and C5 (Denmark and Iceland only). Each reference must feature a project that you have completed for a customer within the last 12 months.

Participation in the Customer Satisfaction (CSAT) Index

Technical Certification Requirements

Employ or contract with at least six individuals, who combined, must complete any **one** of the following six options: If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.

Option 1: Pass **five** Dynamics AX required exams:

- MB6-820: Installation and Configuration in Microsoft Dynamics AX 2009
- MB6-818: Financials in Microsoft Dynamics AX 2009
- MB6-819: Development Introduction in Microsoft Dynamics AX 2009
- MB6-817: Trade & Logistics in Microsoft Dynamics AX 2009
- Exam 70-432: TS: Microsoft SQL Server 2008 Implementation and Maintenance

Option 2: Pass **two** Dynamics GP required exams:

- MB3-527: Microsoft Dynamics GP 10.0 Installation & Configuration
- MB3-528: Microsoft Dynamics GP 10.0 Financials
  Beginning May 1, 2011, the following Microsoft SQL Server implementation and maintenance exam will also be required:
- Exam 70-432: TS: Microsoft SQL Server 2008 Implementation and Maintenance

Option 3: Pass **four** Dynamics NAV required exams:

- MB7-841: Microsoft Dynamics NAV 2009 C/SIDE Solution Development
- MB7-839: Microsoft Dynamics NAV 2009 Core Setup and Finance
- MB7-838: Microsoft Dynamics NAV 2009 Installation and Configuration
- Exam 70-432: TS: Microsoft SQL Server 2008 Implementation and Maintenance

Option 4: Pass **the required** Dynamics POS or RMS exams:

- MB5-845: POS 2009
  OR
- MB5-537: Microsoft Dynamics Retail Management System 2.0 Store Operations
- MB5-538: Microsoft Dynamics Retail Management System 2.0 Headquarters

Option 5: Pass **two** Dynamics SL required exams:

- MB4-534: Microsoft Dynamics SL 7.0 Installation & Configuration
- MB4-535: Microsoft Dynamics SL 7.0 Financials
  Beginning May 1, 2011, the following Microsoft SQL Server implementation and maintenance exam will also be required:
- Exam 70-432: TS: Microsoft SQL Server 2008 Implementation and Maintenance

Option 6: Pass **four** Dynamics C5 required exams:

- MB5-646: Microsoft Dynamics C5 2008 Systemkonsulent
- MB5-648: Microsoft Dynamics C5 2008 Programming
- MB5-851: Microsoft C5 2008 Advanced Programming
- Exam 70-653: TS: Windows Small Business Server 2008, Configuring

In addition to meeting the above requirements, you must also meet the following requirements for the area of specialization that you select:
VAR

- At least two individuals who have taken the Sales accreditation*
- At least one individual who has taken the Pre-Sales accreditation*
  May 2011 requirement
- At least three individuals who have completed an Implementation Methodology Exam**
- Buy Partner Service Plan: Foundation or Advantage**

Enterprise Resource Planning Advanced Competency Requirements Details

Effective October 2010

VAR revenue requirements:**

	Minimum direct license revenue	BREP revenue re-capture
Markets A	$100,000	85%
Markets B and C	$50,000	60%

**October 2010 requirement

OR
ISV (following are October 2010 requirements)

- At least one individual who has taken an Implementation Methodology exam
- At least one product that is Certified for Microsoft Dynamics (CfMD)

ISV revenue requirements:

	Minimum influenced and direct license revenue
Markets A	$500,000
Markets B and C	$250,000

Hosting

The Hosting competency is a good fit for partners who provide services and applications through a hosted infrastructure. Hosting partners maintain their own data centers or act as a reseller or agency of services hosted by Microsoft, providing agreed service levels and customized hosted offerings and consulting. These partners are able to sell and provide a hosted environment for common customer scenarios.

Attaining this competency can provide you with knowledge to build a scalable hosting platform, create rich sets of managed services and productivity applications based on Microsoft's hosting platform. Looking for better ways to sell hosting solutions to small- and medium- business customers? Microsoft has developed unique sales and marketing tools and resources for Hosting competency members to support your efforts. Reduce your preparation time for your own sales and marketing material and improve your engagement effectiveness for Microsoft hosted solutions. Hosting Solutions competency members have more opportunities to connect with customers and generate leads, through a variety of resources like the hosting catalogs.

Benefits

Partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Hosting competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Hosting advanced competency software benefits, use the licensing calculator.
CREATE DEMAND	• Promotion of your solutions to small businesses looking for hosting providers and to partners looking to resells solutions in Hosting Partner Catalogs	✓ • Eligibility for listing in the Microsoft Communication Services catalog
SELL	• Hosting competency partner brand • Access to hosting services marketing and sales materials to help support your sales activities	• Hosting advanced competency partner brand ✓ • Eligible to participate in the Microsoft Communication Services Go-To-Market Program

Requirements Summary		
Category	**Competency**	**Advanced Competency**
Credentials	Two Microsoft Certified Professionals (MCPs)[62] **AND** Sign the Services Provider License Agreement (SPLA) and actively report usage every month.	Four MCPs with credentials, not holding any other advanced competency[63] **AND** Sign the Services Provider License Agreement (SPLA) and/or the High Volume Services (HVS) agreement and/or the Microsoft Online Services Reseller Agreement (MOSRA) and meet a minimum requirement of the following monthly licenses accumulated over a year: 800 processor licenses (PLs)of any product under SPLA or HVS **OR** 200 SharePoint Server PLs under SPLA **OR** 12,000 SharePoint Server Subscriber Access Licenses (SALs) under SPLA **OR** 12,000 Dynamics CRM SALs **OR** 12,000 Office Communications Server SALs **OR** 36,000 Exchange SALs supporting the MAPI protocol (Exchange Standard or above) under SPLA or HVS **OR** 36,000 Exchange subscribers reported under MOSRA **OR** 36,000 Office Live Meeting SALs under SPLA **OR** 36,000 Forefront Online Security for Exchange under SPLA or HVS **OR** Different sales requirements for emerging markets may apply.
Joint Microsoft and Partner Plan	Not applicable	Not applicable
Business Training and Assessments[64] **(Beginning October 2010)**	Not applicable	Not applicable
Customer Evidence	Three unique customer references (review reference criteria)	Five unique customer references(review reference criteria)[65] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[66]	Advanced Competency Membership Fee[66]

---

[62] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[63] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[64] Requirements vary by competency.

[65] Partners may use customer references from a competency toward an advanced competency.

[66] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Hosting Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain the Hosting competency you must meet the following qualifications.

Exam Requirements

You must employ or contract with two individuals who have each passed one of the following Microsoft exams. If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.

- Exam 70-351: TS: Microsoft Internet Security and Acceleration (ISA) Server 2006, Configuring
- Exam 70-631: TS: Windows SharePoint Services 3.0, Configuring
- Exam 70-642: TS: Windows Server 2008 Network Infrastructure, Configuring
- Exam 70-643: TS: Windows Server 2008 Applications Infrastructure, Configuring
- Exam 70-647: PRO: Windows Server 2008, Enterprise Administrator
- Exam 74-679: Windows Server 2008 Hosting, Configuring
- Exam 70-452: PRO: Designing a Business Intelligence Infrastructure Using Microsoft SQL Server 2008
- Exam 70-663: PRO: Designing and Deploying Messaging Solutions with Microsoft Exchange Server 2010
- Exam 70-451: PRO: Designing Database Solutions and Data Access Using Microsoft SQL Server 2008
- Exam 70-649: Upgrading Your MCSE on Windows Server 2003 to Windows Server 2008, Technology Specialist
- Exam 70-668: PRO: SharePoint Server 2010, Administrator
- Exam 70-665: PRO: Unified Communications
- Exam 70-664: TS: Communications Server 2010, Configuring
- Exam 70-662: TS: Microsoft Exchange Server 2010, Configuring
- Exam 70-573: TS: Office SharePoint Server, Application Development
- Exam 70-667: TS: SharePoint Server 2010 Configuring
- Exam 70-658: TS: System Center Data Protection Manager 2007, Configuring
- Exam 70-576: PRO: Designing and Developing Microsoft SharePoint Server 2010 Applications
- Exam 70-404: TS: System Center Service Manager 2010, Configuring
- Exam 70-402: PRO: Microsoft System Center, Data Center Administrator
- Exam 70-403: TS: System Center Virtualization Manager 2008, Configuring
- Exam 70-652: Windows Server Virtualization, Configuring
- Exam MB2-631: Microsoft Dynamics CRM 4.0 Customization and Configuration
- Exam MB2-632: Microsoft Dynamics CRM 4.0 Applications
- Exam MB2-633: Microsoft Dynamics CRM 4.0 Installation and Deployment
- Exam MB2-634: Microsoft Dynamics CRM 4.0 Extending Microsoft Dynamics

Customer References Requirements

You must submit at least three customer references that feature the design and implementation of a hosting solution. Each reference must feature a project that you have completed within the last 12 months, and will be verified with your customer.

Sign the Services Provider License Agreement (SPLA) and actively report usage every month.

Hosting Advanced Competency Requirements Details

The Hosting advanced competency can help you deepen your expertise to further differentiate your business in the marketplace. You'll be able to demonstrate your value to your customers by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Certification Requirements

You must employ four individuals who have each achieved a different certification.

The first individual must be certified in one of the following:

- MCITP: Server Administrator
- MCITP: Enterprise Administrator
- MCM: Windows Server 2008 Directory
- MCA: Windows Server Directory 2008

The second individual must be certified in one of the following:

- MCITP: Enterprise Messaging Administrator 2010
- MCM: Exchange Server 2010
- MCA: Exchange Server 2007

Third and fourth individuals can each choose one of the following certifications:

- MCITP: Database Developer 2008
- MCITP: Database Admin 2008
- MCITP: Business Intelligence Developer 2008
- MCM: Office Communications Server 2008
- MCM: SharePoint Server 2010
- MCM: SQL Server 2008
- MCA: Office Communications Server 2007
- MCA: SharePoint Server 2010
- MCA: SQL Server 2008

For a list of Microsoft certifications by name and definitions visit the Microsoft Learning page.

Customer References Requirements

You must submit at least five customer references that feature the design and implementation of a hosting solution. Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Licensing and Sales Requirements

Sign the Services Provider License Agreement (SPLA) and/or the High Volume Services (HVS) agreement and/or the Microsoft Online Services Reseller Agreement (MOSRA) and meet a minimum requirement of the following monthly licenses accumulated over a year:

800 processor licenses (PLs)of any product under SPLA or HVS

OR

200 SharePoint Server PLs under SPLA

OR

12,000 SharePoint Server Subscriber Access Licenses (SALs) under SPLA or HVS

OR

12,000 Dynamics CRM SALs under SPLA or HVS

OR

12,000 Office Communications Server SALs under SPLA or HVS

OR

36,000 Exchange SALs supporting the MAPI protocol (Exchange Standard or above) under SPLA or HVS

OR

36,000 Exchange subscribers reported under MOSRA

OR

36,000 Office Live Meeting SALs under SPLA

OR

36,000 Forefront Online Security for Exchange under SPLA or HVS

Questions or issues? Contact the Hosting Solutions Competency Support Team.

Identity and Security

Attaining the Identity and Security competency helps you build skills and extend market reach with marketing tools and resources tailored around security infrastructure, identity, and secure access.

Competency certification enables you to promote your experience and credibility as a trusted Microsoft partner and to earn a share of the rapidly expanding IT security market, which IDC expects to more than double by 2011, reaching US $71.8 billion.[67] Customers have told us that compliance, business agility, and operational efficiency are driven through promoting a convergence in the product requirements across Microsoft Forefront® Business Ready Security products.

Benefits

Available October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Identity and Security competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Identity and Security advanced competency software benefits, use the licensing calculator.
CREATE DEMAND		• Priority access to joint marketing campaigns and co-funding
SELL	• Identity and Security competency partner brand	• Identity and Security advanced competency partner brand • Access to Partner Solution Plan Activation kit resources that can help you drive sales targets, including, where available, resources specific to your region.

Requirements Summary

Category	Competency	Advanced Competency
Credentials	Two Microsoft Certified Professionals (MCPs)[68]	Four MCPs with credentials, not holding any other advanced competency[69]
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[70] **(Beginning October 2010)**	One individual who passes a Microsoft Licensing online training and assessment **AND** One sales and marketing professional who passes a sales and marketing competency assessment	One individual who passes a Microsoft Licensing online training and assessment **AND** Two sales and marketing professionals who pass a sales and marketing competency assessment
Customer Evidence	Three unique customer references	Five unique customer references[71] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[72]	Advanced Competency Membership Fee[72]

---

[68] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[69] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[70] Requirements vary by competency.

[71] Partners may use customer references from a competency toward an advanced competency.

[72] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Identity and Security Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Exam Requirements

You must employ or contract with at least two people, one of whom must pass at least one exam from List A (Identity and Access Management exams) and one of whom must pass at least one exam from List B (Infrastructure Security exams). If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.

List A–Identity and Access Management exams:

- Exam 70-640: TS: Windows Server 2008 Active Directory, Configuring
- Exam 70-647: PRO: Windows Server 2008, Enterprise Administrator

List B–Infrastructure Security exams:

- Exam 70-351: TS: Microsoft Internet Security and Acceleration (ISA) Server 2006, Configuring
- Exam 70-557: TS: Microsoft Forefront Client and Server, Configuring

Customer References Requirements

Submit at least three customer references that showcase any one or more of the following core products:

- Windows Active Directory Federation Services
- Windows Certificate Services
- Windows Rights Management Services
- Microsoft Identity Manager 2010 formerly known as Microsoft Identity Lifecycle Manager 2007
- Microsoft Identity Integration Server
- Microsoft Forefront Threat Management Gateway 2010 formerly known as Internet Security and Acceleration Server
- Microsoft Forefront Client Security products
- Microsoft Forefront Server Security products
- Microsoft Forefront Edge products
- Microsoft Forefront Unified Gateway Access 2010 (formerly known as Intelligent Application Gateway 2007)
- Microsoft Forefront Protection Suite (stand alone or as part of Enterprise Client Access License [ECAL])

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Identity and Security Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Identity and Security advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Certification Requirement

You must employ or contract with four individuals, each of whom must hold one of the following certifications:

- MCITP Enterprise Administrator

One of the following third-party security certifications: CISSP, SSCP, CAP, CISA, CISM, CGEIT

In addition, two of the individuals must pass one of the Identity and Access Management exams listed below:

- Exam 70-640: TS: Windows Server 2008 Active Directory, Configuring
- Exam 70-647: PRO: Windows Server 2008, Enterprise Administrator

The other two individuals must pass one of the Infrastructure Security exams listed below:

- Exam 70-351: TS: Microsoft Internet Security and Acceleration (ISA) Server 2006, Configuring
- Exam 70-557: TS: Microsoft Forefront Client and Server, Configuring

Customer References Requirements

Submit at least five customer references that showcase the following. If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.

- Windows Active Directory Federation Services
- Windows Certificate Services
- Windows Rights Management Services
- Microsoft Identity Manager 2010 (formerly known as Microsoft Identity Lifecycle Manager 2007)
- Microsoft Identity Integration Server
- Microsoft Forefront Threat Management Gateway 2010 (formerly known as Internet Security and Acceleration Server)
- Microsoft Forefront Client Security products
- Microsoft Forefront Server Security products
- Microsoft Forefront Edge products
- Microsoft Forefront Unified Gateway Access 2010 (formerly known as Intelligent Application Gateway 2007)
- Microsoft Forefront Protection Suite (stand alone or as part of Enterprise Client Access License [ECAL])

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Independent Software Vendor (ISV)

Increasing competitive pressures, attracting new customers, keeping development costs down, and training a highly skilled team add to the challenge of building a profitable software business. You work hard to develop innovative solutions, stay ahead of the competition, and get your products to market as quickly as possible. Of course, none of this is easy, which is where Microsoft can help.

By attaining the ISV competency you receive access to the latest technology, market opportunities, and sales and marketing resources that have been specifically created with ISVs in mind. From planning your development to supporting your customers, you'll have all the support you need to build your solution and bring it to market. And, once you're ready to launch, Microsoft will continue to be there every step of the way.

Here are some specific product opportunities to consider:

- SQL Server 2008, one of the fastest-growing Microsoft products, provides ISVs with numerous opportunities to expand their offerings and partnerships in areas of significant growth, such as BI and Online Transaction Processing (OLTP).
- With Windows Server 2008 R2, ISVs can build a scalable platform, create an even richer set of managed services using virtualization, and extend development to build rich Web 2.0 applications.
- Developing applications on Windows 7 lets you embrace unprecedented market momentum and opportunity and take advantage of new functionality.
- The Microsoft software-plus-services model enables ISVs to develop new opportunities by creating and deploying innovative solutions that blend traditional on-premises, partner-hosted, and Microsoft-hosted options.

Benefits

Available October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Independent Software Vendor (ISV) competency software benefits, use the licensing calculator. • Redistribute Microsoft licenses with your solution to help increase your revenue with the ISV Royalty Licensing program	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Independent Software Vendor (ISV) advanced competency software benefits, use the licensing calculator. ✓
ENABLE		• Exclusive eligibility for Technical Adoption Programs
SELL	• ISV competency partner brand	• ISV advanced competency partner brand

Requirements Summary

Category	Competency	Advanced Competency
Credentials	Qualifying standard application test (available by October 2010)[73]	Qualifying advanced application test (available by October 2010)
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[74] **(Beginning October 2010)**	Not applicable	Not applicable
Customer Evidence	Three unique customer references	Five unique customer references[75] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[76]	Advanced Competency Membership Fee[76]

---

[73] Qualifying standard application tests refer to products that pass Microsoft hardware and software tests, and apply to the ISV competency or other competencies through the ISV track. Qualifying application tests vary by product.

[74] Requirements vary by competency.

[75] Partners may use customer references from a competency toward an advanced competency.

[76] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Independent Software Vendor Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Testing Requirements

You must have one application or solution that has passed one of the following Microsoft-approved tests:

- Windows 7 Platform Ready
- Works with Windows Server 2008 R2
- Azure Platform Ready
- Windows 7 Phone Platform Ready

Note: If you have qualified for this competency with a product test that is not listed above, you must meet the new requirements by May 2011 to retain the ISV competency.

Customer Reference Requirements

Submit at least three customer references for tested packaged software solutions. The solutions must be business applications that have been deployed for a minimum of five users.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Independent Software Vendor Advanced Competency Requirements Details

The ISV advanced competency can help you deepen your expertise to further differentiate your business in the marketplace. You'll be able to demonstrate your value to your customers by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Testing Requirements

You must have one application or solution that has passed the following Microsoft-approved test:

- Certified for Windows Server 2008 R2

Customer Reference Requirements

Submit at least five customer references for tested packaged software solutions. The solutions must be business applications that have been deployed for a minimum of five users. Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Learning

The Learning competency builds on the foundation of the Microsoft Partner Network by recognizing your organization's expertise as a leading provider of comprehensive learning solutions for individuals or organizations using Microsoft technologies. Attaining the competency helps customers around the world recognize your experience and focus on skills training, which can help increase your organization's visibility in the market.

Organizations that specialize in delivering quality training on Microsoft technologies should consider the following for enrollment in the Learning competency:

- Recognition of your organization's training expertise on Microsoft technologies.
- Preferred access to training resources, training use licenses, Microsoft Certified Trainers, and Official Microsoft Learning Products (OMLP).
- Access to sales and marketing resources and tools to help support your customers and help grow your business, including customer referrals.
- Participation in the Microsoft Software Assurance Training Voucher (SATV) program.
- Participation in a worldwide community of competency providers.
- Take advantage of SATV, which are only redeemable from competency members.

Additionally, recent changes to the competency enable more flexible options for entering and maintaining the competency, including requirement changes for training delivery location and new Learning key performance indicators (KPIs).

Benefits

Available October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Learning competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Learning advanced competency software benefits, use the licensing calculator.
CREATE DEMAND	• Help prospective customers find your specific training classes with Class Locator • Microsoft Learning Campaign Factory	✓ ✓
SELL	• Learning competency partner brand • Rights to deliver classes taught by a MCT using Official Microsoft Learning Products (OMLP) • OMLP Courseware customization services • Access to the Courseware Library to help extend your training opportunities • Access to Microsoft Learning Sales Academy	• Learning advanced competency partner brand ✓ ✓ ✓ ✓
SERVICE	• Access Metrics that Matter (MTM) student evaluation tool and analytics reports • Receive monthly updates about the products, programs, and campaigns in the Learning Solutions newsletter. And stay informed with exclusive newsletters and RSS feeds tailored to your region and area of expertise.	✓ ✓

Requirements Summary

Category	Competency	Advanced Competency
Credentials	Two Microsoft Certified Trainers (MCTs) assigned to the organization **AND** Standard learning key performance indicators (KPIs)	Four Microsoft Certified Trainers (MCTs) assigned to the organization **AND** Advanced learning key performance indicators (KPIs)
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[77] **(Beginning October 2010)**	One individual who passes a Microsoft Licensing online training and assessment **AND** One sales and marketing professional who passes a sales and marketing competency assessment	One individual who passes a Microsoft Licensing online training and assessment **AND** Two sales and marketing professionals who pass a sales and marketing competency assessment
Customer Evidence	Three unique customer references **OR** Participation in Metrics that Matter surveys	Five unique customer references **OR** Participation in Metrics that Matter surveys
Commitment	Competency Membership Fee[78]	Advanced Competency Membership Fee[78]

---

[77] Requirements vary by competency.

[78] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Learning Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet one of the following qualifications:

Credentials

Two Microsoft Certified Trainers (MCTs) assigned to the organization

AND

Standard learning key performance indicators (KPIs)

Customer Reference Requirements

Submit at least three customer references for previously conducted training solutions focused on either of the following training categories:

- Solution offerings
- End-user

OR
Participate in Metrics that Matter surveys.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Learning Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Learning advanced competency you can demonstrate customer value by showcasing best-in-class solutions.

To be eligible for the Learning advanced competency you must meet one of the following qualifications:

Credentials

Four Microsoft Certified Trainers (MCTs) assigned to the organization

AND

Advanced learning key performance indicators (KPIs)

Customer Reference Requirements

Submit at least five customer references for previously conducted training solutions focused on any of the categories of IT professional training, Microsoft .NET developer training, solution offerings training, or end-user or career-changer training.
OR
Participate in Metrics that Matter surveys.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Midmarket Solution Provider

Midsized business customers want partners that deeply understand their business process, infrastructure needs, and future growth costs.

By earning this competency you can show your customers your proven expertise in midmarket market segmentation, establishing yourself as a leader among other IT generalists by offering customers the most current technology and IT solutions and focusing on what medium businesses need most.

Benefits

Available October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Midmarket Solution Provider competency software benefits, use the licensing calculator. • Access the Small and Medium Business Resource Center for sales, training, and technical guidance that can assist you in developing and deploying your offerings for small and medium business customers.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Midmarket Solution Provider advanced competency software benefits, use the licensing calculator. ✓
SELL	• Midmarket Solution Provider competency partner brand	• Midmarket Solution Provider advanced competency partner brand

Requirements Summary

Category	Competency	Advanced Competency
Credentials	Two Microsoft Certified Professionals (MCPs)[79]	Four MCPs with credentials that do not apply to any other advanced competency[80] **OR** Qualifying standard application test and qualifying advanced application test (available by October 2010)
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[81] (Beginning October 2010)	One individual who passes a Microsoft Licensing online training and assessment **AND** One sales and marketing professional who passes a sales and marketing competency assessment	One individual who passes a Microsoft Licensing online training and assessment **AND** Two sales and marketing professionals who pass a sales and marketing competency assessment
Customer Evidence	Three unique customer references	Five unique customer references Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[82]	Advanced Competency Membership Fee[82]

---

[79] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[80] Partner organizations can attain multiple advanced competencies, and individual employees and contractors may take and pass multiple advanced competency exams. However, if your organization employs or contracts with someone who holds multiple certifications, that person's credentials will count toward only **one** advanced competency.

[81] Requirements vary by competency.

[82] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Midmarket Solution Provider Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Exam Requirements

You must employ or contract with at least two people who have each passed at least one of these exams. If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.

- Exam 70-448: Microsoft SQL Server 2008, BI Developing and Maintenance
- Exam 70-557: TS: Microsoft Forefront Client and Server, Configuring
- Exam 70-515: TS: Web Applications Development with Microsoft .NET Framework 4
- Exam 70-630: Microsoft Office SharePoint Server 2007, Configuring
- Exam 70-573: TS Microsoft SharePoint 2010, App Dev (Summer 2010)
- Exam 70-542: TS Microsoft Office SharePoint Sever 2007/Application Development
- Exam 70-642: TS: Windows Server 2008 Network Infrastructure, Configuring
- Exam 70-652: TS: Windows Server Virtualization, Configuring
- Exam 70-662: TS Microsoft Exchange Server 2010, Configuring
- Exam 70-667: Microsoft SharePoint Server 2010, Configuring (available July 2010)

Customer Reference Requirements

Submit at least three customer references that feature the implementation, deployment, customization, or maintenance of any of the following products:

- Windows Server
- Exchange Server
- SQL Server
- SharePoint Server
- Microsoft System Center Virtual Machine Manager
- Windows Server virtualization

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Midmarket Solution Provider Advanced Competency Requirements Details

The Midmarket advanced competency can help you deepen your expertise to further differentiate your business in the marketplace. You'll be able to demonstrate your value to your customers by showcasing best-in-class solutions.

Certification Requirements

You must employ or contract with at least one individual who holds the MCITP: Server Administrator, plus at least two individuals who each pass the following exam set. If a link is not provided for a listed exam, please search for your exam at Microsoft Learning. For a list of Microsoft certifications by name and definitions visit the Microsoft Learning page.

Each individual must pass the following Server exams:

- Exam 70-642 TS: Windows Server 2008 Network Infrastructure, Configuring
- Exam 70-681 TS: Windows 7/Deploying Windows and Office 2010 (available September 2010)

AND

Each individual must pass two of the following Platform exams:

- Exam 70-662: TS Microsoft Exchange Server 2010, Configuring
- Exam 70-667: Microsoft SharePoint Server 2010, Configuring
- Exam 70-652: TS: Windows Server Virtualization, Configuring
- Exam 70-448: Microsoft SQL Server 2008, BI Developing and Maintenance

Customer Reference Requirements

Submit at least five customer references that feature the implementation, deployment, customization, or maintenance of any of the following products:

- Windows Server
- Exchange Server
- SQL Server
- SharePoint Server
- Microsoft System Center Virtual Machine Manager
- Windows Server virtualization

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Mobility

Demand for Smartphones that play as hard as they work is fueling the continued growth for new devices, with IDC projecting 31% growth in Smartphone units in 2010 and another 22% in 2011. More than 90% of our target customers for Windows Phone use their Smartphone for business purposes and 61% use their phones equally or more for business than personal use. Windows Phone 7 is designed to excel at the business scenarios most commonly used such as email, calendar, contacts and collaboration. This means Windows Phone 7 will appeal to a larger number of people working in businesses of all sizes, creating a more versatile and accessible productivity tool as well as a larger market opportunity for application developers and system integrators.

Windows Phone 7 will bring a new level of business productivity to a broader range of customers than we've ever reached before and through the Mobility competency partners can take advantage of this opportunity to help expand the boundaries of their own business.

When you enroll in the Mobility competency, you'll be working with one of the most respected brands in mobility innovation in the world. You'll have access to benefits and resources that align to your business focus and support all stages of your business cycle. And you'll be able to build and deploy your own Windows Phone solutions or learn how to mobilize existing business solutions including Microsoft Exchange Server and Microsoft SharePoint Server.

Benefits

Available October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Mobility competency software benefits, use the licensing calculator. • Estimate profit and loss for new business intelligence opportunities with the Partner Profitability Modeler tool	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Mobility advanced competency software benefits, use the licensing calculator. ✓
SELL	• Mobility competency partner brand	• Mobility advanced competency partner brand

Requirements Summary

Category	Competency	Advanced Competency
Credentials	Two Microsoft Certified Professionals (MCPs)[83]	Four MCPs with credentials, not holding any other advanced competency[84]
Customer Evidence	Three unique customer references	Five unique customer references[85] [Customer Satisfaction (CSAT) Index](#) requirement
Commitment	Competency Membership Fee[86]	Advanced Competency Membership Fee[86]

---

[83] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[84] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[85] Partners may use customer references from a competency toward an advanced competency.

[86] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Mobility Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Exam Requirements

You must employ or contract with at least two individuals who have each passed at least one of the following exams. If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.

- 70-579: TS: Windows Mobile 6.5, Configuring
- 70-580: TS: Windows Mobile 6.5, Application Development
- 70-662: Configuring Microsoft Exchange Server 2010
- 70-663: Designing and Developing Messaging Solutions with Microsoft Exchange Server 2010
- 70-573: Microsoft SharePoint 2010, Application Development
- 70-506: TS: Silverlight 4, Development (available in late 2010)

Customer Reference Requirements

Submit at least three customer references for projects that focus on the implementation or deployment of Windows Phone 6x or Windows Phone 7 business solutions and infrastructure using Microsoft tools and software. If the project includes a server solution, the reference should feature one of the following core Microsoft server technologies:

- Exchange Server 2007
- Exchange Server 2010
- SQL Server 2008
- Small Business Server 2008
- Microsoft Office SharePoint Server 2007
- Microsoft Office SharePoint Server 2010
- Office Communications Server 2007
- Office Communications Server 2010
- Forefront Unified Access Gateway
- Exchange Online
- Microsoft SharePoint Online
- Microsoft Office Communications Online
- Microsoft Business Productivity Online (BPOS)

Each reference must feature a project that you have completed for a customer within the last 12 months, and will be verified with your customer. Each reference must feature Windows Phones.

Mobility Advanced Competency Requirements Details

The Mobility advanced competency can help you deepen your expertise to further differentiate your business in the marketplace. You'll be able to demonstrate your value to your customers by showcasing best-in-class solutions.

Certification Requirements

You must employ or contract with at least four individuals who each hold one of the following:

- MCPD: Web Developer 4
- MCPD: Windows Developer 4
- MCITP: Enterprise Messaging Administrator 2010
- MCM: Microsoft Exchange Server 2010
- MCA: Microsoft Exchange Server

Customer Reference Requirements

Submit at least five customer references for projects that focus on the implementation or deployment of Windows Phone 6x or Windows Phone 7 solutions and infrastructure using Microsoft tools and software. If the project includes a server solution, the reference should feature one of the following core Microsoft server technologies:

- Exchange Server 2007
- Exchange Server 2010
- SQL Server 2008
- Small Business Server 2008
- Microsoft Office SharePoint Server 2007
- Microsoft Office SharePoint Server 2010
- Office Communications Server 2007
- Office Communications Server 2010
- Forefront Unified Access Gateway
- Exchange Online
- Microsoft SharePoint Online
- Microsoft Office Communications Online
- Microsoft Business Productivity Online (BPOS)

Each reference must also feature a project that you have completed for a customer within the last 12 months, and will be verified with your customer. Each reference must feature Windows Phones.

OEM Hardware

With the launch of the Windows 7 and Windows Server 2008 R2 operating systems, OEMs have an unprecedented opportunity to capitalize on the rebounding consumer and business market demand for new PCs and servers. According to IDC, nearly 300 million PC shipments are expected in 2010 with demand for Windows 7 reaching 177 million units by the end of 2010.[87]

OEMs with the OEM Hardware competency will continue to gain visibility with customers through Microsoft's partner directories that generate tens of thousands of leads each year. Will the thousands of customers seeking partners on www.microsoft.com each month find you?

Demonstrate to customers your capabilities whether you design, manufacturer, assemble, or resell hardware solutions for the Microsoft platform. Highlight your relationship with Microsoft and give your customers confidence in your solutions. And connect with the partners you need to offer comprehensive solutions.

The OEM Hardware competency can help you by providing such resources as a powerful brand, new product roadmaps, and market research. It can also help you develop the skills you need through training relative to OEM specialties. With the OEM Hardware competency, you will be eligible for co-op funds, OEM marketing campaigns, sales incentives, and you will have customer visibility in Microsoft directories.

Benefits

Beginning in October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your OEM Hardware competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your OEM Hardware advanced competency software benefits, use the licensing calculator.
ENABLE	• Access to the OEM System Builder Readiness Center • View live and on-demand system builder webcasts hosted by Microsoft experts	✔ ✔
SELL	• OEM Hardware competency partner brand	• Co-Op Marketing Resources (through the OEM Co-Operative Marketing Fund) • OEM Hardware advanced competency partner brand

---

[87] IDC, "The Economic Impact of Microsoft's Windows 7, Worldwide", July 2009

Requirements Summary		
Category	**Competency**	**Advanced Competency**
Credentials	Two Microsoft Certified Professionals (MCPs)[88] **OR** A device that passes the Windows 7 Logo Program test.	Option A: Meet minimum sales requirements, and employ or contract with four MCPs with credentials (review eligible certifications),[89] or have two devices that have passed the Designed for Windows Logo Program test. Option B: Have a signed and current direct OEM Microsoft Agreement.
Joint Microsoft and Partner Plan	Not applicable	Not applicable
Business Training and Assessments[90] (Beginning October 2010)	Not applicable	Not applicable
Customer Evidence	Three unique customer references	Five unique customer references[91] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[92]	Advanced Competency Membership Fee[92]

---

[88] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[89] Partner organizations can attain multiple advanced competencies, and individual employees and contractors may take and pass multiple advanced competency exams. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** advanced competencies.

[90] Requirements vary by competency.

[91] Partners may use customer references from a competency toward an advanced competency.

[92] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

OEM Hardware Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Exam Requirements

Complete one of these options:

Option A

You must employ or contract with at least two people who have each passed one or more of the following exams.
If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.

- Exam 70-577: Windows Embedded Standard 2009
- Exam 70-635: Microsoft Deployment Toolkit 2008, Desktop Deployment
- Exam 70-681: Win 7 and Office 2010, Deploying
- Exam 70-642: Windows Server 2008 Network Infrastructure Configuration
- Exam 70-643: Windows Server 2008 Application Infrastructure Configuration
- Exam 70-680: Windows 7, Configuring
- Exam 70-683: Windows 7, Preinstalling for OEMs

Option B
Submit a device that has passed the Designed for Windows Logo Program test.

Customer Reference Requirements

Submit at least three customer references that feature:

- Hardware solutions (PC or server) shipped (preinstalled) with genuine software licenses for the Windows client operating system or Windows Server operating system.
- Hardware solutions (PC or server) that have passed the Designed for Windows Logo Program test or that feature customer technical support services delivered by in-house MCPs.
- Customers who are satisfied with the quality of the hardware and support services you provide.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

OEM Hardware Advanced Competency Requirements Details

The OEM Hardware advanced competency can help you deepen your expertise to further differentiate your business in the marketplace. You'll be able to demonstrate your value to your customers by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Requirements

Complete one of these options:

Option A

Sales Volume
Sell preinstalled Microsoft software (Windows client or server) according to regional purchase volume and based on market size.

Software License Units	Market A*	Market B*	Market C*
Bootable operating system licenses (ex. Windows XP)	150	100	50
Microsoft server operating system licenses (ex. Windows Server 2003 or Windows Small Business Server)	15	10	5

Market data will be provided in 2010

Exam Requirements

Employ or contract with at least four people who have each passed at least one of the following exams. If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.

- Exam 70-577: Windows Embedded Standard 2009
- Exam 70-635: Microsoft Deployment Toolkit 2008, Desktop Deployment
- Exam 70-642: Windows Server 2008 Network Infrastructure Configuration
- Exam 70-643: Windows Server 2008 Application Infrastructure Configuration
- Exam 70-680: Windows 7, Configuring
- Exam 70-681: Win 7 and Office 2010, Deploying
- Exam 70-683: Windows 7, Preinstalling for OEMs

OR

Submit at least two devices that have passed the Designed for Windows Logo Program test.

Option B

Have a signed and current direct OEM Microsoft Agreement.

Customer Reference Requirements

Submit at least five customer references that feature:

- Hardware solutions (PC or server) shipped preinstalled with genuine software licenses for the Windows client operating system or Windows Server operating system.
- Hardware solutions (PC or server) that have passed the Designed for Windows Logo Program test or that feature customer technical support services delivered by in-house MCPs.
- Customers who are satisfied with the quality of the hardware and support services you provide.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Portals and Collaboration

The Portals and Collaboration competency enables you to offer collaboration, community, and enterprise 2.0 solutions on Microsoft SharePoint that are applicable across the enterprise and the Web. According to Microsoft internal research 2007-2009, the SharePoint services opportunity is predicted to grow to US$6.2 billion by 2011. SharePoint has proven to be a solid growth engine as a platform for you to offer collaborative solutions that span many business processes.

Portals and collaboration solutions have become a tremendous engine for partner revenue growth with significant opportunities for you to cross-sell and up-sell across several different Microsoft technologies. Collaboration is at the center of business productivity applications and opens the door to other related opportunities, including content management, enterprise search, and unified communications.

Benefits

Beginning in October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Portals and Collaboration competency software benefits, use the licensing calculator. • Access rich information and resources to build your practice with SharePoint Partner Connect	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Portals and Collaboration advanced competency software benefits, use the licensing calculator. ✓
ENABLE	• Gain access to sales team training to help accelerate your sales cycle. • SharePoint 2010 Readiness/Partner Learning Guide	✓ ✓
CREATE DEMAND	• Create demand using BPIO Campaign resources such as targeted marketing campaigns, easy-to-customize materials, and marketing guidance and support.	✓
SELL	• Portals and Collaboration competency partner brand • Use programs, training, and resources available at www.sellmsbpi.com • Profile customers using the Optimization Assessment tool (select the core infrastructure assessment)	• Portals and Collaboration advanced competency partner brand ✓ ✓

Requirements Summary

Category	Competency	Advanced Competency
Credentials	Two Microsoft Certified Professionals (MCPs)[93] **OR** Qualifying standard application tests (available in by October 2010)[94]	Four MCPs with credentials, not holding any other advanced competency[95] **OR** Qualifying standard application test and qualifying advanced application test (available by October 2010)
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[96] **(Beginning October 2010)**	One individual who passes a Microsoft Licensing online training and assessment **AND** One sales and marketing professional who passes a sales and marketing competency assessment	One individual who passes a Microsoft Licensing online training and assessment **AND** Two sales and marketing professionals who pass a sales and marketing competency assessment
Customer Evidence	Three unique customer references	Five unique customer references[97] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[98]	Advanced Competency Membership Fee[98]

---

[93] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[94] Qualifying standard application tests refer to products that pass Microsoft hardware and software tests, and apply to the ISV competency or other competencies through the ISV track. Qualifying application tests vary by product.

[95] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[96] Requirements vary by competency.

[97] Partners may use customer references from a competency toward an advanced competency.

[98] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Portals and Collaboration Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Exam Requirements

You must employ or contract with at least two people who have each passed at least one of these exams. If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.

- Exam 70-541: TS: Windows SharePoint Services 3.0 - Application Development
- Exam 70-542: TS: Microsoft Office SharePoint Server 2007 - Application Development
- Exam 70-630: TS: Microsoft Office SharePoint Server 2007, Configuring
- Exam 70-631: TS: Windows SharePoint Services 3.0, Configuring
- Exam 70-573: TS: Microsoft SharePoint 2010, Application Development
- Exam 70-576: PRO: Designing and Developing Microsoft SharePoint 2010 Applications
- Exam 70-667: TS: Microsoft SharePoint 2010, Configuring
- Exam 70-668: PRO: Microsoft SharePoint 2010, Administrator

OR

ISV Application Test Requirements

In lieu of fulfilling the above exam requirements, you can have one application that has passed the qualifying standard application test:

- SharePoint Server 2010 Platform Ready

Customer Reference Requirements

Submit at least three customer references that feature the deployment of portals, connecting users and teams with information and knowledge across business processes to improve efficiency and effectiveness, using one or more of the following Microsoft technologies:

- Microsoft Office SharePoint Server 2010
- Microsoft SharePoint Foundation 2010
- Microsoft Office SharePoint Server 2010 for Internet Sites
- SharePoint Online
- Microsoft Office SharePoint Server for Internet Sites
- Microsoft SharePoint Designer 2010

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer

Portals and Collaboration Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Portals and Collaboration advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Certification Requirements

You must employ or contract with four people who each pass one of the following. If a link is not provided for a listed exam, please search for your exam at Microsoft Learning. For a list of Microsoft certifications by name and definitions visit the Microsoft Learning page.

- Exam 70-576: PRO: Designing and Developing SharePoint Server 2010 Applications
- Exam 70-668: PRO: SharePoint Server 2010 Administrator
- MCA: SharePoint Server

OR

ISV Application Test Requirements

In lieu of fulfilling the above exam requirements, you can have one application that has passed the qualifying advanced application tests:

- SharePoint Server 2010 Platform Ready

- Certified for Windows Server 2008 R2.

Customer Reference Requirements

Submit at least five customer references that feature the deployment of portals, connecting users and teams with information and knowledge across business processes to improve efficiency and effectiveness, using one or more of the following Microsoft technologies:

- SharePoint Server
- SharePoint Foundation
- SharePoint Server for Internet Sites
- SharePoint Online
- SharePoint Designer

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Project and Portfolio Management

The Microsoft Enterprise Project Management (EPM) solution enables you to effectively manage and prioritize projects and resources across your organization. The Enterprise Project Management (EPM) Solution includes Microsoft Project Professional 2010, and Microsoft Project Server 2010.

Microsoft Project and the Enterprise Project Management (EPM) Solution is an established market leader with a twenty-year track record and is one of the top ten largest businesses for Microsoft. Microsoft Project is a clear market leader with more than 20 million Project Client users and 10,000 EPM customer organizations. From a customer perspective, Project helps reduce costs, optimize resources, and drive efficiencies. Project is more flexible, easier to use, and has a higher return-on-investments (ROI) and lower "total cost of ownership"(TCO) than competitive offerings.

As a Microsoft partner, you can profit from deeper, more productive relationships with customers by focusing on more strategic solutions that address top executive needs.

System Integrators (SI) and solution builders can drive high-margin services revenue through:

- Consultative services on designing and deploying Enterprise Project Management (EPM) solutions.
- The integration of the Enterprise Project Management (EPM) Solution with other line of business applications.

Independent software vendor (ISV) partners can also increase software revenue through:

- Development and resale of applications that directly extend the capabilities provided by the Microsoft Project and the Enterprise Project Management (EPM) solution.
- Development and resale of applications that indirectly promote the use of Microsoft Project and the Enterprise Project Management (EPM) solution.

Training partners can earn revenue through:

- Developing and distributing training content that educates end-users in the adoption and use of Microsoft Project and the Enterprise Project Management (EPM) solution.
- Delivering training content that educates end-users in the adoption and use of Microsoft Project and the Enterprise Project Management (EPM) solution.

Partners holding the Project and Portfolio Management competency can accelerate their return-on-investments (ROI) and bring solutions to market faster by taking advantage of continued investments by Microsoft in training, marketing, and sales support.

Benefits

Beginning in October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Project and Portfolio Management competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Project and Portfolio Management advanced competency software benefits, use the licensing calculator.
SELL	• Project and Portfolio Management competency partner brand	• Project and Portfolio Management advanced competency partner brand

Requirements Summary		
Category	**Competency**	**Advanced Competency**
Credentials	Two Microsoft Certified Professionals (MCPs)[99]	Four MCPs with credentials[100]
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[101] **(Beginning October 2010)**	One individual who passes a Microsoft Licensing online training and assessment	One individual who passes a Microsoft Licensing online training and assessment
Customer Evidence	Three unique customer references	Five unique customer references[102] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[103]	Advanced Competency Membership Fee[103]

---

[99] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[100] Partner organizations can attain multiple advanced competencies, and individual employees and contractors may take and pass multiple advanced competency exams. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** advanced competencies.

[101] Requirements vary by competency.

[102] Partners may use customer references from a competency toward an advanced competency.

[103] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Project and Portfolio Management Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Exam Requirements
(If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.)

You must employ or contract with at least two Microsoft Certified Professionals (MCPs) who have each passed one of these Microsoft exams:

- Exam 77-178: Microsoft Project 2010, Managing Projects
- Exam 70-177: Microsoft Project Server 2010, Configuring
- Exam 70-632: TS: Microsoft Office Project 2007, Managing Projects
- Exam 70-633:TS: Microsoft Office Project Server 2007, Managing Projects
- Exam 70-634: PRO: Microsoft Office Project Server 2007, Managing Projects and Programs
- Exam 70-639: TS: Project Server 2007, Configuring

Customer Reference Requirements

Submit at least three customer references that feature the integration or application development of products, technology, and services to align resources and business activities related to the Enterprise Project Management (EPM) Solution using Microsoft Project Standard 2010, Microsoft Project Professional 2010, or Microsoft Project Server 2010 with one or more of the following Microsoft technologies:

- Microsoft Project Standard 2010
- Microsoft Project Professional 2010
- Microsoft Project Server 2010
- Microsoft Office Project Portfolio Server 2007
- Microsoft SharePoint Server 2010
- Microsoft Office 2007 or Microsoft Office 2010
- Microsoft Visio 2010
- Microsoft Exchange Server 2007
- Windows SharePoint Services 4.0
- SQL Server 2008
- Dynamics SL or Dynamics AX or Dynamics CRM
- Microsoft Visual Studio Team System 2008

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

NOTE: Training Partners are required to submit a minimum of three different customer organization references and of which a combined total of 200 individuals were trained within the last 12 months.

Project and Portfolio Management Advanced Competency Requirements Details

The Advanced Competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Project and Portfolio Management Advanced Competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Exam Requirements

You must employ or contract with at least four Microsoft Certified Professionals (MCPs) who have each completed the following:

Pass at least one of the Project desktop exams:

- Exam 77-178: Microsoft Project 2010, Managing Projects
- Exam 70-632: TS: Microsoft Office Project 2007, Managing Projects

Pass at least one of the following Project Server exam combinations:

- Exam 70-633: TS: Microsoft Office Project Server 2007, Managing Projects **and** Exam 70-639: TS: Office Project Server 2007, Configuring

  OR

- Exam 70-634: PRO: Microsoft Office Project Server 2007, Managing Projects and Programs **and** Exam 70-639:TS: Office Project Server 2007, Configuring

  OR

- Exam 70-177: Microsoft Project Server 2010, Configuring **and** Exam 70-667: TS: Microsoft SharePoint 2010, Configuring

Customer Reference Requirements

Submit at least five customer references that feature the integration or application development of products, technology, and services to align resources and business activities related to Enterprise Project Management (EPM) Solution using Microsoft Project Standard 2010, Microsoft Project Professional 2010, or Microsoft Project Server 2010 with one or more of the following Microsoft technologies:

- Microsoft Project Standard 2010
- Microsoft Project Professional 2010
- Microsoft Project Server 2010
- Microsoft Office Project Portfolio Server 2007
- Microsoft SharePoint Server 2010
- Microsoft Office 2010
- Microsoft Visio 2010
- Microsoft Exchange Server 2010
- Windows SharePoint Services 4.0
- SQL Server 2008
- Dynamics SL or Dynamics AX or Dynamics CRM
- Microsoft Visual Studio Team System 2008

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Search

Microsoft is committed to helping customers turn information into business outcomes through engaging search-driven experiences. Over the last few years Microsoft has helped more than 10,000 enterprise customers successfully deploy search solutions, driven over 200,000 downloads of Search Server Express, and earned analyst recognition as a category leader.

Depending on your customers' specific needs, you can choose from a wide range of products.

- At the entry level, Microsoft Search Server 2010 Express delivers enterprise search capabilities as a no-charge download.
- For customers at the mid-tier level, Microsoft SharePoint Server 2010 offers search integrated with other core capabilities.
- In non-SharePoint environments, you can build solutions on top of Microsoft Search Server 2010.
- Finally, Microsoft FAST® Search Server 2010 for SharePoint and Microsoft FAST Search Server 2010 for Internet Sites (FSIS) deliver high-end search capabilities for internal and internet-facing environments.

Benefits

Beginning October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Search competency software benefits, use the licensing calculator. • SharePoint Partner Connect to access rich information and resources to build your practice	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Search advanced competency software benefits, use the licensing calculator. ✓
ENABLE	• Train your sales team members through Search specific courses available at www.sellmsbpi.com • FAST Sales Training on the Partner Learning Center for Search Competency partners • Strengthen staff expertise with online business and technical training through the Search competency learning path available from the Partner Learning Center.	✓ ✓
CREATE DEMAND	• Create demand using BPIO Campaign resources such as targeted marketing campaigns, easy-to-customize materials, and marketing guidance and support.	✓
SELL	• Search competency partner brand • Use the programs, training, and resources at www.sellmsbpi.com. • Profile customers using the Infrastructure Optimization Partner Assessment to gain a thorough understanding of a customer's business needs.	• Search advanced competency partner brand ✓ ✓
Requirements Summary		

Category	Competency	Advanced Competency
Credentials	Two Microsoft Certified Professionals (MCPs)[104]	Four MCPs with credentials, not holding any other advanced competency[105]
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[106] (Beginning October 2010)	One individual who passes a Microsoft Licensing online training and assessment **AND** One sales and marketing professional who passes a sales and marketing competency assessment	One individual who passes a Microsoft Licensing online training and assessment **AND** Two sales and marketing professionals who pass a sales and marketing competency assessment
Customer Evidence	Three unique customer references	Five unique customer references[107] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[108]	Advanced Competency Membership Fee[108]

---

[104] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[105] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[106] Requirements vary by competency.

[107] Partners may use customer references from a competency toward an advanced competency.

[108] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Search Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Exam Requirements
(If a link is not provided for a listed exam, please search for your exam at Microsoft Learning.)

You must employ or contract with at least two people who have each passed at least one of these exams:

- Exam 70-541: TS: Windows SharePoint Services 3.0 - Application Development
- Exam 70-542: TS: Microsoft Office SharePoint Server 2007 - Application Development
- Exam 70-630: TS: Microsoft Office SharePoint Server 2007, Configuring
- Exam 70-631: TS: Windows SharePoint Services 3.0, Configuring
- Exam 74-676: FAST Enterprise Search Platform, Developing
- Exam 70-573: TS: Microsoft SharePoint 2010, Application Development
- Exam 70-576: PRO: Designing and Developing Microsoft SharePoint 2010 Applications
- Exam 70-667: TS: Microsoft SharePoint 2010, Configuring
- Exam 70-668: PRO: Microsoft SharePoint 2010, Administrator

Customer Reference Requirements

Submit at least three customer references that feature the design, implementation, and deployment of solutions that enable customers to increase productivity and improve the search experience across the desktop, network, business data, and the Web by using one or more of the following Microsoft technologies:

- Microsoft FAST Search Server 2010
- Microsoft SharePoint Server 2010
- Microsoft FAST Search Server 2010 for Internal Applications
- Microsoft FAST Search Server 2010 for Internet Sites
- Microsoft Search Server 2010
- Microsoft Search Server 2010 Express
- Microsoft SharePoint Foundation 2010
- FAST ESP
- Bing Services
- Windows Search
- Microsoft SharePoint Online

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Search Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Search advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Certification Requirements

You must employ or contract with four people who each must pass one of the following:

- 70-576: PRO: Designing and Developing SharePoint 2010 Applications
- 70-668: PRO: SharePoint Server Administrator
- MCA: SharePoint Server
- MCM: Office SharePoint Server 2010

For a list of Microsoft certifications by name and definitions visit the Microsoft Learning page.

Customer Reference Requirements

Submit at least five customer references that feature the design, implementation, and deployment of solutions that enable customers to increase productivity and improve the search experience across the desktop, network, business data, and the Web by using one or more of the following Microsoft technologies:

- FAST Search for SharePoint
- SharePoint Server
- FAST Search Server for Internal Applications
- FAST Search for Internet Sites
- Search Server
- Search Server Express
- SharePoint Foundation
- FAST ESP
- Office SharePoint Server 2007
- Bing Services
- Windows Search
- SharePoint Online

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Server Platform

The Server Platform competency can allow you to define customer requirements and then plan, design, and deploy server platform and infrastructure solutions in a cost-effective and reduced-risk environment.

Partners with this competency can design and deploy a server infrastructure while controlling operational costs and delivering required availability and agility. Products included in the competency are Windows Server, HPC Server, and Virtualization.

Benefits

Beginning October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Server Platform competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Server Platform advanced competency software benefits, use the licensing calculator.
SELL	• Server Platform competency partner brand	• Server Platform advanced competency partner brand • Access to Partner Solution Plan Activation kit resources that can help you drive sales targets, including—where available—resources specific to your region

Requirements Summary		
Category	**Competency**	**Advanced Competency**
Credentials	Two Microsoft Certified Professionals (MCPs)[109]	Four MCPs with credentials, not holding any other advanced competency[110]
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[111] (Beginning October 2010)	One individual who passes a Microsoft Licensing online training and assessment **AND** One sales and marketing professional who passes a sales and marketing competency assessment	One individual who passes a Microsoft Licensing online training and assessment **AND** Two sales and marketing professionals who pass a sales and marketing competency assessment
Customer Evidence	Three unique customer references	Five unique customer references[112] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[113]	Advanced Competency Membership Fee[113]

---

[109] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[110] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[111] Requirements vary by competency.

[112] Partners may use customer references from a competency toward an advanced competency.

[113] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Server Platform Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Exam Requirements

You must employ or contract with two individuals who each have passed at least one of these exams:

- Exam 70-640: TS: Windows Server 2008 Active Directory, Configuring
- Exam 70-647: PRO: Windows Server 2008, Enterprise Administrator
- Exam 70-648: TS: Upgrading your MCSA on Windows Server 2003 to Windows Server 2008, Technology Specialist
- Exam 70-649: TS: Upgrading Your MCSE on Windows Server 2003 to Windows Server 2008, Technology Specialist
- Exam 70-690: TS: Windows Server 2008 HPC Edition, Configuring and Managing
- Exam 70-691: TS: Windows HPC Server 2008, Developing

Customer Reference Requirements

Submit at least three customer references that showcase design and implementation of a solution using one of the following technologies:

- Windows Server
- Windows HPC Server

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Server Platform Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Server Platform advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Certification Requirements

You must employ or contract with four people, each of whom must hold at least one of the following certifications:

- MCITP: Enterprise Administrator
- MCITP: Server Administrator

For a list of Microsoft certifications by name and definitions visit the Microsoft Learning page.

Customer References Requirements

Submit at least five customer references that showcase the following:

- An Active Directory solution, a Microsoft Identity Integration Server implementation, or the design and implementation of a storage solution using Windows Storage Server.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Software Asset Management

Software Asset Management (SAM) is gaining momentum industry-wide as an analyst-endorsed best practice. Additionally, governance and corporate compliance requirements have created a growing demand for SAM solutions. SAM aims to help customers significantly reduce the total cost of software ownership, improve operational efficiency, and manage assets. SAM can also support internal processes for improving organizational governance and operational transparency. Partners who achieve the Software Asset Management competency have proven themselves to be qualified and motivated to help save customers money through optimized SAM planning. As a SAM solutions partner, you can provide software asset and license management services to organizations of all sizes, from small businesses to large enterprises.

Offering SAM services is a great revenue opportunity for you. Why?

- SAM is a long-term strategy, one that you can leverage to help deepen your customer relationships.
- You can become a trusted advisor who helps customers save money, manage changes in technology, increase competitiveness, and reduce legal and financial risks.
- Customers with successful SAM programs conduct periodic reviews to improve their processes.

The opportunity for SAM competency partners goes well beyond the initial assessment and review, extending to process improvement implementation, as well as future reviews and updates to help keep customer SAM programs optimized. While you are providing this valuable service to your customers you may discover the need for additional services, including:

- Product support and upgrades
- Integration technologies
- Product deployment
- Architecture design consulting

Benefits

Beginning October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Software Asset Management competency software benefits, use the licensing calculator. • The Software Asset Management Engagement Resource guide helps you complete SAM engagements with your customers.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Software Asset Management advanced competency software benefits, use the licensing calculator.
ENABLE	• A preparation guide that can help you prepare for the SAM Competency exam, at no charge. • Use the Proof of License guide and template to detect counterfeit software in your customers' organizations. • Accelerate your license and service business with the SAM Optimization Model.	✓ ✓ ✓
CREATE DEMAND	• SAM Optimization kit details the purpose and benefits of managing software assets, and describes how to implement a SAM practice in virtually any organization.	✓ • Use the SAM Partner Marketing kit to help you promote your licensing solutions and ease customer concerns about compliance.
SELL	• SAM competency partner brand • Use the SAM playbook to help you complete a SAM engagement. • Use the SAM Objection Handler series can help you to prepare for some of the most common concerns, focusing on one objection per chapter.	• SAM advanced competency partner brand ✓ ✓
SERVICE	• Use the SAM Partner Advisory Service to get help with Microsoft licensing terms and conditions, license compliance review methods, and SAM review methods and best practices.	✓

Requirements Summary

Category	Competency	Advanced Competency
Credentials	Two Microsoft Certified Professionals (MCPs)[114]	Four MCPs with credentials, not holding any other advanced competency[115]
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[116] **(Beginning October 2010)**	One individual who passes a Microsoft Licensing online training and assessment	Not applicable
Customer Evidence	Three unique customer references	Five unique customer references[117] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[118]	Advanced Competency Membership Fee[118]

---

[114] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[115] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[116] Requirements vary by competency.

[117] Partners may use customer references from a competency toward an advanced competency.

[118] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Software Asset Management Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Exam Requirements

You must employ or contract with at least two individuals who have each passed

- Exam 70-673: Designing, Assessing, and Optimizing Software Asset Management (SAM)

Customer Reference Requirement

Submit at least three unique customer references that feature SAM engagements completed within the previous 12 months. Each reference must indicate all relevant details for the SAM work your organization performed, including the project name, description, and category; products acquired; and services provided. References will be verified with your customer.

Software Asset Management Advanced Competency Requirements Details

The Software Asset Management advanced competency can help you deepen your expertise to further differentiate your business in the marketplace. You'll be able to demonstrate your value to your customers by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

To attain the advanced competency you must meet the following qualifications.

Exam Requirements

You must employ individuals with unique credentials; **two** of which must each pass two of the following Licensing exams:

- Exam 70-673: Designing, Assessing, and Optimizing Software Asset Management (SAM)
- Exam 70-671: Designing and Providing Microsoft Volume Licensing Solutions to Small and Medium Organizations or Exam 70-672: Designing and Providing Microsoft Volume Licensing Solutions to Large Organizations

The other two individuals must each pass **two** of the following Asset Management exams:

- Exam 70-673: Designing, Assessing, and Optimizing Software Asset Management (SAM), and
- Exam 70-401: Microsoft System Center Configuration Manager 2007, Configuring, **or** Exam 70-656: Microsoft Desktop Optimization Pack, Configuring, **or** Exam 74-674: Delivering Business Value Planning Services

Customer Reference Requirement

Submit at least five unique customer references, each featuring a SAM engagement. Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Software Development

Custom application development on the Microsoft development platform allows customers and partners to efficiently create solutions that help them differentiate their businesses and innovate, even in challenging economic times. Microsoft Visual Studio development system is an integrated environment that helps simplify the entire development process from design to deployment.

With the Visual Studio development system and the Software Development competency, you can put your solutions—and a cutting-edge user experience—at your customers' fingertips. You can also reap the rewards you deserve as a partner network-endorsed solutions provider.

Explore Microsoft development tools for creating and delivering sophisticated client and Web applications. With the Visual Studio 2010 release, development becomes more powerful through integration with next generation platforms such as Windows 7 and SharePoint 2010. Both Visual Studio 2010 and Visual Studio 2008 now have Windows Azure™ tooling, which gives you a way to create flexible and agile offerings that take advantage of the Microsoft cloud-computing infrastructure.

Benefits

Beginning October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Software Development competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Software Development advanced competency software benefits, use the licensing calculator.
ENABLE	• Visual Studio Ultimate and Premium with MSDN: To view your specific level and number of licenses, use the licensing calculator. • Expression Web: To view your specific level and number of licenses, use the licensing calculator.	• Visual Studio Ultimate and Premium with MSDN: To view your specific level and number of licenses, use the licensing calculator.
SELL	• Software Development competency partner brand	• Software Development advanced competency partner brand

Requirements Summary		
Category	**Competency**	**Advanced Competency**
Credentials	Two Microsoft Certified Professionals (MCPs)[119]	Four MCPs with credentials, not holding any other advanced competency[120]
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[121] (Beginning October 2010)	One individual who passes a Microsoft Licensing online training and assessment	One individual who passes a Microsoft Licensing online training and assessment
Customer Evidence	Three unique customer references	Five unique customer references[122] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[123]	Advanced Competency Membership Fee[123]

[119] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[120] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[121] Requirements vary by competency.

[122] Partners may use customer references from a competency toward an advanced competency.

[123] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Software Development Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Exam Requirements
(If a link is not provided for a listed exam, please search for your exam at Microsoft Learning).

You must employ or contract with two people who have each passed one of these exams:

- Exam 70-502: TS: Microsoft .NET Framework 3.5—Windows Presentation Foundation Application Development
- Exam 70-503:TS: Microsoft .NET Framework 3.5—Windows Communication Foundation Application Development
- Exam 70-504: TS: Microsoft .NET Framework 3.5—Windows Workflow Foundation Application Development
- Exam 70-505: TS: Microsoft .NET Framework 3.5, Windows Forms Application Development
- Exam 70-520: PRO: Designing and Developing Enterprise Applications Using Microsoft Visual Studio 2010 and .NET Framework 4
- Exam 70-541: TS: Windows SharePoint Services 3.0—Application Development
- Exam 70-561: TS: Microsoft .NET Framework 3.5, ADO .NET Application Development
- Exam 70-563: PRO: Designing and Developing Windows Applications Using the Microsoft .NET Framework 3.5
- Exam 70-565: PRO: Designing and Developing Enterprise Applications Using the Microsoft .NET Framework 3.5
- Exam 70-511: TS: Windows Applications Development with Microsoft .NET Framework 4
- Exam 70-513: TS: Windows Communication Foundation Development with Microsoft .NET Framework 4
- Exam 70-515: TS: Web Applications Development with Microsoft .NET Framework 4
- Exam 70-516: TS: Accessing Data with Microsoft .NET Framework 4
- Exam 70-518: PRO: Designing and Developing Windows Applications Using Microsoft .NET Framework 4

Customer Reference Requirements

Submit at least three customer references that feature the implementation, deployment, customization, or maintenance of .NET Framework 4.0 or Microsoft Visual Studio 2010.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Software Development Advanced Competency Requirements Details

The Software Development advanced competency can help you deepen your expertise to further differentiate your business in the marketplace. You'll be able to demonstrate your value to your customers by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Certification Requirements

You must employ or contract with at least four individuals, each of whom must hold one of the following certifications:

- MCPD: Enterprise Applications Developer 3.5
- MCPD: Windows Developer 4

For a list of Microsoft certifications by name and definitions visit the Microsoft Learning page.

Customer References Requirements

Submit at least five customer references that feature:

- The implementation, deployment, customization, or maintenance of Microsoft .NET Framework 3.5, Microsoft .NET Framework 2.0, or Microsoft Visual Studio 2010.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Systems Management

The forecasted 2007–2012 compound annual growth rate (CAGR) for the systems management market worldwide is 6.4 percent.[124] Driving this growth is need to reduce costs from customers' IT infrastructures, as well as other top CIO priorities that include disaster recovery, server virtualization, server consolidation and data center consolidation. Microsoft System Center technologies can address these needs by creating operational efficiencies, IT labor cost savings, and support for consolidating multiple physical servers within a virtual infrastructure to reduce hardware costs.

Partners holding the Systems Management competency benefit from a large target customer base, including those running Exchange and SharePoint, deploying Windows and Office, and virtualizing their IT infrastructure with products such as Microsoft System Center Configuration Manager, Microsoft System Center Operations Manager, Microsoft System Center Data Protection Manager, Microsoft System Center Virtual Machine Manager, and Microsoft System Center Essentials.

Benefits

Beginning October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Systems Management competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Systems Management advanced competency software benefits, use the licensing calculator.
SELL	• One Systems Management Quarterly Sales Briefing with a Microsoft System Management Expert • System Management competency partner brand	• Systems Management advanced competency partner brand • Access to Partner Solution Plan Activation kit resources that can help you drive sales targets, including—where available—resources specific to your region

---

[124] IDC WW System Management Software Forecast, November 2008

Requirements Summary		
Category	**Competency**	**Advanced Competency**
Credentials	Two Microsoft Certified Professionals (MCPs)[125]	Four MCPs with credentials, not holding any other advanced competency[126]
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[127] **(Beginning October 2010)**	One individual who passes a Microsoft Licensing online training and assessment **AND** One sales and marketing professional passes a sales and marketing competency assessment	One individual who passes a Microsoft Licensing online training and assessment **AND** Two sales and marketing professionals who pass a sales and marketing competency assessment
Customer Evidence	Three unique customer references	Five unique customer references[128] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[129]	Advanced Competency Membership Fee[129]

[125] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[126] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[127] Requirements vary by competency.

[128] Partners may use customer references from a competency toward an advanced competency.

[129] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Systems Management Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Exam Requirements

You must employ or contract with two individuals who have each passed at least two of these exams:

- Exam 70-400: TS: Microsoft System Center Operations Manager 2007, Configuring
- Exam 70-401: TS: Microsoft System Center Configuration Manager 2007, Configuring
- Exam 70-403: TS: Microsoft System Center Virtual Machine Manager 2008, Configuring
- Exam 70-658: TS: Microsoft System Center Data Protection Manager 2007, Configuring

Customer Reference Requirements

Submit at least three customer references that focus on the sales, implementation, and deployment of System Center Operations Manager, System Center Virtual Machine Manager, System Center Configuration Manager, System Center Data Protection Manager, or Microsoft System Center Essentials. Include in each submission whether the project included Solution Accelerators.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Systems Management Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Systems Management advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Certification Requirements

Partner must employ or contract with at least four individuals, each of whom must pass one of the certifications:

- MCITP: Enterprise Administrator
- MCITP: Server Administrator

For a list of Microsoft certifications by name and definitions visit the Microsoft Learning page.

Exam Requirements

In addition, each of the qualifying individual must pass two of the following exams:

- Exam 70-400: TS: Microsoft System Center Operations Manager, Configuring
- Exam 70-401: TS: Microsoft System Center Configuration Manager, Configuring
- Exam 70-403: TS: Microsoft System Center Virtual Machine Manager 2008, Configuring
- Exam 70-658: TS: Microsoft System Center Data Protection Manager 2007, Configuring

Customer References Requirements

Submit at least five customer references that showcase the following:

- Focus on the sales, implementation, and deployment of System Center Operations Manager, System Center Virtual Machine Manager, System Center Configuration Manager, System Center Data Protection Manager, or Microsoft System Center Essentials.
- Highlight whether the project included Solution Accelerators.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Unified Communications

With Microsoft unified communications technologies, you can deliver integrated, intuitive solutions that combine e-mail, Voice over Internet Protocol (VoIP), instant messaging, and audio, video, and Web conferencing—all built around people, not technology.

Partners holding the Unified Communications competency can increase profitability by expanding service opportunities, including deployment, migration, integration, and hosting services to customers. The Unified Communications competency provides partners with the necessary technical, marketing, and sales resources to develop and recognize expertise in streamlining communications through Microsoft unified communications technologies, including Microsoft Exchange Server, Microsoft Office Communications Server, and Microsoft Office Communicator.

Benefits

Partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Unified Communications competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Unified Communications advanced competency software benefits, use the licensing calculator.
ENABLE	• Explore the Unified Communications Learning Path tool to access sales and technical training for the Exchange Server and Office Communications Server.	✓
CREATE DEMAND		• Priority access to joint marketing campaign and co-funding.
SELL	• Get help driving more engagements based on customers' business and IT interests with Fast Start Sales kits. • Assess the business and technology needs of your small- and medium-business customer prospects with the Business Technology Assessment tool. • Leverage the Unified Communications Business Value Assessment to demonstrate how to help meet customer objectives and assess the financial impact of deploying unified communications solutions. • Unified Communications competency partner brand	• Unified Communications advanced competency partner brand ✓

Requirements Summary

Category	Competency	Advanced Competency
Credentials	Two Microsoft Certified Professionals (MCPs)[130] **OR** Qualifying standard application test (available by October 2010)[131]	Four MCPs with credentials, not holding any other advanced competency[132] **OR** Qualifying standard application test and qualifying advanced application test (available by October 2010)
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[133] **(Beginning October 2010)**	One individual who passes a Microsoft Licensing online training and assessment **AND** One sales and marketing professional who passes a sales and marketing competency assessment	One individual who passes a Microsoft Licensing online training and assessment **AND** Two sales and marketing professionals who pass a sales and marketing competency assessment
Customer Evidence	Three unique customer references	Five unique customer references[134] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[135]	Advanced Competency Membership Fee[135]

---

[130] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[131] Qualifying standard application tests refer to products that pass Microsoft hardware and software tests, and apply to the ISV competency or other competencies through the ISV track. Qualifying application tests vary by product.

[132] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[133] Requirements vary by competency.

[134] Partners may use customer references from a competency toward an advanced competency.

[135] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Unified Communications Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Unified Communications Exam Alert

If you have completed Exam 74-404: Microsoft Office Communications Server 2007 R2 RTM (Voice), you must contact your local Regional Service Center to have this exam added to your partner profile.

Exam Requirements

Option 1–Communications, Email, and Mobile exams:

You must employ or contract with at least two individuals who have each passed these exams (If a link is not provided for a listed exam, please search for your exam at Microsoft Learning).

- Exam 70-662: TS: Configuring Microsoft Exchange 2010
- Exam 70-663: IT PRO: Designing & Deploying Messaging Solutions with MS Exchange Server 2010
- Exam 70-638: TS: Configuring Microsoft Office Communications Server 2007 *or* Exam 70-664: TS: Microsoft Communication Server 2010, Configuration

Option 2–Voice exams:
You must employ or contract with at least two individuals who have each passed these exams:
- Exam 70-662: TS: Configuring Microsoft Exchange 2010
- Exam 74-404: Microsoft Office Communications Server 2007 R2 (Voice) *or* Exam 074-924: Microsoft Office Communications Server 2007 (Voice)
- Exam 70-638: TS: Configuring Microsoft Office Communications Server 2007 *or* Exam 70-664: TS: Microsoft Communication Server 2010, Configuration

    OR

ISV Application Test Requirements

In lieu of fulfilling the above exam requirements, you can have one application that has passed the qualifying standard application test:

- Unified Communications Server Platform Ready

Customer Evidence Requirements

You must submit at least three customer references that feature the planning, deployment, and management of unified communications by using the most recent releases of Microsoft Office Communications Server or Microsoft Exchange Server.

Each reference must feature a project that you have completed within the last 12 months and will be verified with your customer.

Unified Communications Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Unified Communications advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Unified Communications Exam Alert

If you have completed Exam 74-404: Microsoft Office Communications Server 2007 R2 RTM (Voice), you must contact your local Regional Service Center to have this exam added to your partner profile.

Exam Requirements

Option 1–Communications, Email and Mobile exams:
You must employ or contract with at least four individuals who have each passed these exams:
- Exam 70-662: TS: Configuring Microsoft Exchange 2010, *or* MCM: Exchange Server, *or* MCA: Exchange Server
- Exam 70-663: IT Pro: Designing and Deploying Messaging Solutions with MS Exchange Server 2010, *or* MCM: Exchange Server *or* MCA: Exchange Server
- Exam 70-638: TS: Configuring Microsoft Office Communications Server 2007, *or* Exam 70-665: PRO OCS 2010, Administration

Option 2–Voice exams:
You must employ or contract with at least four individuals who have each passed these exams:
- Exam 70-662: TS: Configuring Microsoft Exchange 2010
- Exam 074-924: Microsoft Office Communications Server 2007, *or* Exam 74-404: Microsoft Office Communications Server 2007 R2(Voice), *or* MCM: Office Communications Server, *or* MCA: Office Communications Server
- Exam 70-638: TS: Configuring Microsoft Office Communications Server 2007, *or* Exam 70-665: PRO: OCS 2010, Administration, *or* MCM: Office Communications Server, *or* MCA: Office Communications Server

ISV Application Test Requirements

In lieu of fulfilling the above exam requirements, you can have one application that has passed the qualifying advanced application test:

- Unified Communications Server Platform Ready, and

- Certified for Windows Server 2008 R2

Customer Evidence Requirements

You must submit at least five customer references that feature the planning, deployment, and management of unified communications by using the most recent releases of Microsoft Office Communications Server or Microsoft Exchange Server.

Each reference must feature a project that you have completed during the past 12 months and will be verified with your customer.

Virtualization

The global market demand for virtualization solutions is growing. Whether you design, sell, deploy, or consult on virtualization solutions, the Microsoft Virtualization competency can help to expand your role as a trusted advisor, deliver increasing business value, and grow your business. Attaining this competency provides access to relevant updates, resources, tools, and training to help grow your business with Microsoft System Center and virtualization products.

Benefits

Beginning October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Virtualization competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Virtualization advanced competency software benefits, use the licensing calculator.
ENABLE	• One Virtualization Technical Briefing with a Microsoft Virtualization Expert	• Two Virtualization Quarterly Technical Briefings with a Microsoft Virtualization Expert
SELL	• Virtualization competency partner brand	• Virtualization advanced competency partner brand • Access to Partner Solution Plan Activation kit resources that can help you drive sales targets, including—where available—resources specific to your region

Requirements Summary		
Category	**Competency**	**Advanced Competency**
Credentials	Two Microsoft Certified Professionals (MCPs)[136]	Four MCPs with credentials, not holding any other advanced competency[137]
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[138] **(Beginning October 2010)**	One individual who passes a Microsoft Licensing online training and assessment **AND** One sales and marketing professional who passes a sales and marketing competency assessment	One individual who passes a Microsoft Licensing online training and assessment **AND** Two sales and marketing professionals who pass a sales and marketing competency assessment
Customer Evidence	Three unique customer references	Five unique customer references[139] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[140]	Advanced Competency Membership Fee[140]

---

[136] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[137] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[138] Requirements vary by competency.

[139] Partners may use customer references from a competency toward an advanced competency.

[140] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Virtualization Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Exam Requirements

You must employ or contract with at least two individuals who have each passed one of the Server Virtualization exam options below:

Option 1:

- Exam 70-403: TS: System Center Virtual Machine Manager 2008, Configuring, and Exam 70-652: TS: Windows Server Virtualization, Configuring

Option 2:

- Exam 70-659: TS: Windows Server 2008 R2, Server Virtualization

    OR

You must employ or contract with two individuals who have each passed one of the Desktop Virtualization exams options below:

Option 1:

- Exam 70-401: TS: Microsoft System Center Configuration Manager 2007, Configuring, and Exam 70-656: TS: Microsoft Desktop Optimization Pack, Configuring

Option 2:

- Exam 70-669: TS: Windows Server 2008 R2, Desktop Virtualization

Customer Reference Requirements

Submit at least three customer references that showcase the sales, implementation, and deployment of Microsoft virtualization solutions (server or desktop). Include in each reference submission whether the project included Solution Accelerators.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Virtualization Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Virtualization advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Certification Requirements

Partner must employ or contract with at least four people, each of whom must pass at least one of the certifications listed below:

- MCITP: Enterprise Administrator
- MCITP: Server Administrator

For a list of Microsoft certifications by name and definitions visit the Microsoft Learning page.

Exam Requirements

In addition, each of the qualifying professionals must pass one of the Server Virtualization exam options below:

Option 1:

- Exam 70-403: TS: System Center Virtual Machine Manager 2008, Configuring, and Exam 70-652: TS: Windows Server Virtualization, Configuring

Option 2:

- Exam 70-659: TS: Windows Server 2008 R2, Server Virtualization

   OR

Your organization must employ or contract with at least four people, each of whom must pass the following certification:

- MCITP: Enterprise Desktop Administrator 7

In addition, each of the qualifying professionals must pass one of the Desktop Virtualization exam options below:

Option 1:

- Exam 70-401: TS: Microsoft System Center Configuration Manager 2007, Configuring, and Exam 70-656: TS: Microsoft Desktop Optimization Pack, Configuring

Option 2:

- Exam 70-669: TS: Windows Server 2008 R2, Desktop Virtualization

   OR

You must employ, or contract with at least 4 individuals who have each achieved the following:

- MCITP: Windows Server 2008 R2, Virtualisation Administrator

Customer References Requirements

Submit at least five customer references that showcase the following:

- A previously deployed solution that focuses on the sales, implementation, and deployment of a Microsoft virtualization solution (server or desktop). Also, note in the reference submission whether the project included Solution Accelerators.

- A project that you have completed for a customer within the past 12 months.

Volume Licensing

Attaining the Volume Licensing competency can help your company:

- Differentiate and attract new customers. Customers need help simplifying their licensing decisions and realizing the greatest value from their software investments. Attain this competency and join a uniquely qualified group of Microsoft Volume Licensing Solutions experts.
- Increase customer satisfaction and loyalty. Become a trusted advisor and save your customers time and money. Utilize certified employees who provide consistent and accurate volume licensing solutions that fit your customers' needs.
- Stay ahead of the competition. Customers prefer to work with partners who can provide solutions for a range of needs. Offer services for software acquisition as well as deployment—and keep your customers working with you.

Benefits

Beginning October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	- Gain access to the latest release versions of Microsoft software to run your business and more. To view your Volume Licensing competency software benefits, use the licensing calculator. - Interactive Volume Licensing Programs comparison charts	Gain access to the latest release versions of Microsoft software to run your business and more. To view your Volume Licensing advanced competency software benefits, use the licensing calculator. ✓
ENABLE	Microsoft Volume Licensing solutions with no-charge online tutorials and practice tests	✓
SELL	- Volume Licensing competency partner brand - Add Volume Licensing SKU-based customer offers to your campaigns to improve sales. - Utilize the Microsoft eAgreements online tool to automate the electronic creation, assembly, signature, and activation of Volume Licensing agreements.	Volume Licensing advanced competency partner brand ✓ ✓
RETAIN	Post-sales support, including the Microsoft Volume Licensing Service Center (VLSC) and activation.	✓

Requirements Summary		
Category	**Competency**	**Advanced Competency**
Credentials	Two Microsoft Certified Professionals (MCPs)[141]	Four MCPs with credentials, not holding any other advanced competency[142]
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[143] **(Beginning October 2010)**	Not applicable	Employ or contract with at least two people who have completed *T-36 Readiness and Assessment* to ensure structured customer engagement throughout the life of the Enterprise agreement.
Customer Evidence	Three unique customer references	Five unique customer references[144] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[145]	Advanced Competency Membership Fee[145]

[141] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[142] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency. A person who has attained a Master or Architect Certification qualifies for two Microsoft Certified Professionals with advanced credentials.

[143] Requirements vary by competency.

[144] Partners may use customer references from a competency toward an advanced competency.

[145] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Volume Licensing Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Exam Requirements

You must employ or contract with at least two people who have each passed at least one of these exams:[146]
- Exam 70-671: Designing and Providing Microsoft Volume Licensing Solutions to Small and Medium Organizations
- Exam 70-672: Designing and Providing Microsoft Volume Licensing Solutions to Large Organizations

Customer Reference Requirements

Submit a minimum of three customer references that feature volume licensing scenarios that include all relevant details for the volume licensing solutions work your organization performed, such as project name, description, and category; products acquired; and services provided.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Volume Licensing Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Volume Licensing advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Exam Requirements

You must employ or contract with at least four people who have each passed at least one of these exams:[147]
- Exam 70-671: Designing and Providing Microsoft Volume Licensing Solutions to Small and Medium Organizations
- Exam 70-672: Designing and Providing Microsoft Volume Licensing Solutions to Large Organizations

You must employ or contract with at least two people who have completed *T-36 Readiness and Assessment* to ensure structured customer engagement throughout the life of the Enterprise agreement.

Customer Reference Requirements

Submit a minimum of five customer references that feature volume licensing scenarios that include all relevant details for the volume licensing solutions work your organization performed, such as project name, description, and category; products acquired; and services provided.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

---

[146] Use the no-charge preparation for MCP exams 70-671 and 70-672 (including online tutorials and practice tests) to get training on the most current Volume Licensing competency information. Learn more about the value of becoming an MCP for designing and providing volume licensing solutions.

[147] Use the no-charge preparation for MCP exams 70-671 and 70-672 (including online tutorials and practice tests) to get training on the most current Volume Licensing competency information. Learn more about the value of becoming an MCP for designing and providing volume licensing solutions.

Web Development

Current global economic conditions are shrinking IT budgets. Companies today need to get applications in place more quickly and efficiently, and with less expense.

By attaining this competency you can benefit by learning how to utilize the Web as the ideal platform for delivering key applications with quicker time-to-market, more ease of deployment, and lower cost of maintenance.

Benefits

Beginning October 2010, partners who achieve a competency receive a set of general or "core" competency benefits (one time) and competency-specific benefits. For details on core benefits, see the section in this document entitled Competency Core Benefits. Competency-specific benefits are detailed below.

	Competency Benefits	Advanced Competency Benefits
PLAN	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Web Development competency software benefits, use the licensing calculator.	• Gain access to the latest release versions of Microsoft software to run your business and more. To view your Web Development advanced competency software benefits, use the licensing calculator.
ENABLE	• Visual Studio Premium with MSDN: To view your specific level and number of licenses, use the licensing calculator.	• Visual Studio Premium with MSDN: To view your specific level and number of licenses, use the licensing calculator.
SELL	• Web Development competency partner brand	• Web Development advanced competency partner brand

Requirements Summary

Category	Competency	Advanced Competency
Credentials	Two Microsoft Certified Professionals (MCPs)[148]	Four MCPs with credentials, not holding any other advanced competency[149]
Joint Microsoft and Partner Plan	Not applicable	**Revenue commitment** Starting **October 2010**, partners will need to commit to a minimum revenue bar based on their respective geography and competency. After **October 2011**, to maintain a Microsoft advanced competency, partners will need to meet the revenue bar by their next reenrollment date. After achieving a Microsoft advanced competency, partners may be required to complete a simple business plan detailing the activities that will support their plan. If applicable, a Microsoft representative will contact the partner to support the creation of this business plan. Revenue thresholds will be published by September 2010.
Business Training and Assessments[150] **(Beginning October 2010)**	One individual who passes a Microsoft Licensing online training and assessment	One individual who passes a Microsoft Licensing online training and assessment
Customer Evidence	Three unique customer references	Five unique customer references[151] Customer Satisfaction (CSAT) Index requirement
Commitment	Competency Membership Fee[152]	Advanced Competency Membership Fee[152]

---

[148] Partner organizations can attain multiple competencies. If your employees or contractors pass the eligible competency exams for multiple competencies, your organization is eligible to count those exams toward attaining **multiple** competencies.

[149] Partners can attain multiple advanced competencies. Your employees or contractors who pass the applicable advanced competency exams are only eligible toward **one** advanced competency.

[150] Requirements vary by competency.

[151] Partners may use customer references from a competency toward an advanced competency.

[152] Competency and advanced competency fees vary by geography. Partners will pay the competency or advanced competency fee one time, per year, per location—no matter how many competencies are attained. If partners attain an advanced competency after first attaining a competency, then partners only pay the difference between the two membership fees, unless they are within their 90-day reenrollment period.

Web Development Competency Requirements Details

Competency requirements are closely aligned with customer needs. To attain this competency you must meet the following qualifications.

Exam Requirements

You must employ or contract with at two people who have each passed at least one of the following exams (If a link is not provided for a listed exam, please search for your exam at Microsoft Learning).

- Exam 70-542: TS: Microsoft Office SharePoint Server 2007 —Application Development
- Exam 70-561 : TS: Microsoft .NET Framework 3.5, ADO.NET Application Development
- Exam 70-562 : TS: Microsoft .NET Framework 3.5, ASP.NET Application Development
- Exam 70-564 : PRO: Designing and Developing ASP.NET Applications by Using the Microsoft .NET Framework 3.5
- Exam 70-565 : PRO: Designing and Developing Enterprise Applications by Using the Microsoft .NET Framework 3.5
- Exam 70-516: TS: Accessing Data with Microsoft .NET Framework 4
- Exam 70-515: TS: MSFT .NETFramework 4.0, Web Applications Development
- Exam 70-519: PRO: Designing and Developing Web Applications Using MSFT .NETFramework 4.0

Customer References Requirements

Submit at least three customer references that feature:

- The implementation, deployment, customization, or maintenance of Microsoft .NET Framework 4.0, Microsoft .NET Framework 3.5, and Microsoft Office SharePoint Server 2007.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Web Development Advanced Competency Requirements Details

The advanced competency can help you deepen your expertise to differentiate your business in the marketplace. When you achieve the Web Development advanced competency, you can demonstrate customer value by showcasing best-in-class solutions that have been subject to a rigorous and auditable approval process.

Partners must employ or contract with at least four people, each of whom must hold the following certification:

- MCPD: Web Developer 4

For a list of Microsoft certifications by name and definitions visit the Microsoft Learning page.

Customer References Requirements

Submit at least five customer references that feature:

- The implementation, deployment, customization, or maintenance of Microsoft .NET Framework 4.05, Microsoft .NET Framework 3.5, and Microsoft Office SharePoint Server 2007.
  Verification with your customer.

Each reference must feature a project that you have completed for a customer within the last 12 months. References will be verified with your customer.

Future Competencies

- Distributor
- Digital Home

More information for the above two competencies will be provided by October 2010.

How-To Guidance

How-To Guidance

How to track competency status

Within the Partner Membership Center you can view your progress towards earning each competency by following the steps outlined:

- From the **Requirements and Assets** dropdown in the top navigation, click **Competency Summary**. The Manage Competencies page at the Competency Summary tab is displayed.
- In the **Select Location** area, click the down arrow and select a **Location** or the **Organization** that you wish to view. Then click **Select**.

The screen displays your progress towards meeting each available competency for the organization or the selected location, indicating what you may be missing for each competency and links to complete these requirements.

- Click the corresponding link within the list to navigate to screens where you can:
  - Add the required Microsoft Certified Professionals (MCPs)
  - Create a customer reference
  - Add tested products

  Please Note: If a link is disabled, you do not have administrative rights for the location.

How long is a competency valid?

A competency is valid as long as the requirements for that competency are being met. When an asset (such as an MCP, a customer reference, a tested product, etc.) used towards earning a competency expires, the status of the competency will change from "Active – Earned" to "Active – Non Compliant". This status change is an indication that assets need to be updated in order to re-enroll in that competency before your next anniversary date.

How to associate Microsoft Certified Professionals

Associating Microsoft Certified Professionals to your organization and locations fulfills requirements for competencies.

A Microsoft Certified Professional (MCP) is an individual who has successfully completed at least one Microsoft professional certification. All certifications held by an individual are tracked using a number known as an MCP ID.

Within the Microsoft Partner Network an individual must first associate to a location and then link their MCP ID to that location.* While an individual can be associated to multiple locations or organizations, an MCP ID can only be linked to one location within one organization.

Within the Partner Membership Center, Administrators can:

- Invite new MCPs to associate their credentials to a location within their organization.
- Reassign MCPs to a different location within the organization.
- View all MCPs assigned to a location.*

*If an associated employee leaves your organization, ensure that you remove that person from the associated location.

See the online Partner Membership Center Help for more information and instructions on performing these tasks.

How to create and track customer references

Approved customer references are also a requirement for earning a Microsoft competency. A reference may only be assigned to fulfill a requirement for **one** competency. You may use customer references from your competency toward your advanced competency.

References can be re-assigned to different locations and competencies.

You are able to submit as many customer references as desired. You may submit more than one reference for the same customer but it must be for different projects.

For customer reference requirements see the Microsoft Partner Network Guide.

In Japan, partners submit a Memorandum of Understanding. From the **Requirements and Assets** menu, click **Create Customer Reference** to view additional instructions on creating and submitting a Memorandum of Understanding.

Process for creating a reference

Within the Partner Membership Center, create a Customer Reference to submit to the customer for approval. When creating the reference, you provide the following information:

- General customer contact and organization information
- Project information

You also specify the competencies for which you think the project is applicable.
- Visit the Partner Membership Center for more information on how to create a customer reference.

When you have completed creating a reference, an e-mail is sent to the customer requesting their approval of the reference. You can preview the e-mail before it is sent to the customer.

Note: If your customer has a free or public e-mail domain, or the microsoft.com e-mail domain, Microsoft's Regional Support Centers will handle the approval process manually.

- The customer receives the e-mail notification requesting their approval of the reference. There is a link within the customer e-mail to a Reference Approval Page within the Partner Membership Center for this particular reference. By clicking this link, the customer views the reference and can either approve or reject it.
- The customer's response is sent to your organization's Primary Program Contact, or the person who submitted the reference if that person is an administrator, alerting them that the reference has been approved or rejected. If the customer rejects a reference, you cannot override the decision.

You may assign the Reference to one of the competencies you previously specified in the Customer Reference Profile.

Appendix A

Below is a chart showing how the competency structure changed in May 2010.

Current Competency	Current Specialization	New Competency
Advanced Infrastructure Solutions	Systems Management	Systems Management
Advanced Infrastructure Solutions	Windows Desktop Deployment	Desktop
Advanced Infrastructure Solutions	Active Directory	Server Platform
Advanced Infrastructure Solutions	Storage Solutions	
Virtualization Solutions	Virtualization Solutions	Virtualization
Security Solutions	Identity & Secure Access	Identity and Security
Security Solutions	Infrastructure Security	
Information Worker Solutions	Enterprise Content Management and Forms	Content Management
Information Worker Solutions	Office Solutions Development	Portals and Collaboration
Information Worker Solutions	Portals and Collaboration	
Information Worker Solutions	Search	Search
Unified Communications Solutions	IM/Presence	Unified Communications
Unified Communications Solutions	Messaging	
Unified Communications Solutions	Voice	
Information Worker Solutions	Data Visualization	Business Intelligence
Business Intelligence	Business Intelligence Platform	
Business Intelligence	Performance Management	
Data Management Solutions	Data Management Solutions	Data Platform
Custom Development Solutions	Application Infrastructure Development	Software Development
Custom Development Solutions	Smart Client Development	
Custom development Solutions	Web Development	Web Development
SOA and Business Process	SOA and Business Process	Application Integration
N/A		Application Lifecycle Management

Current Competency	Current Specialization	New Competency
Small Business Specialist Community*		Small Business Specialist Community
Networking Infrastructure Solutions	Networking Infrastructure Solutions	Midmarket Solution Provider
Microsoft Business Solutions	Microsoft Dynamics CRM	Customer Relationship Management
Microsoft Business Solutions	Microsoft Dynamics AX	Enterprise Resource Planning
Microsoft Business Solutions	Microsoft C5	Enterprise Resource Planning OEM Hardware
Microsoft Business Solutions	Microsoft Dynamics NAV	
Microsoft Business Solutions	Microsoft Dynamics GP	
Microsoft Business Solutions	Microsoft Dynamics SL	
Microsoft Business Solutions	Microsoft Dynamics POS	
OEM Hardware Solutions	System Building	
OEM Hardware Solutions	Device Manufacturing	OEM Hardware Hosting
Hosting Solutions	Hosting Solutions	
Information Worker Solutions	Office Deployment	Desktop
Information Worker Solutions	Enterprise Project Management	Project and Portfolio Management
Learning Solutions	Learning Solutions	Learning
ISV	ISV	ISV
Licensing Solutions	License Delivery	Volume Licensing
Licensing Solutions	Software Asset Management	Software Asset Management
Mobility Solutions	Mobility Solutions	Mobility
N/A		Digital Home
N/A		Distributor
N/A		Digital Marketing

*The Small Business Specialist Community (SBSC) designation will continue to be a Microsoft partnership opportunity in addition to the new Midmarket Solution Provider competency offering.

Appendix B

Below is a table showing exams that have been retired for each competency.

New MPN Competency	Old Competencies/ Specializations	Exam Removed	
		May-10	**Oct-10**
Application Integration	SOA and Business Process;	74-135; 70-300; 70-310; 70-320	Exam 70-431: TS: Microsoft SQL Server 2005—Implementation and Maintenance Exam 70-526: TS: Microsoft .NET Framework 2.0—Windows-Based Client Development Exam 70-529: TS: Microsoft .NET Framework 2.0—Distributed Application Development Exam 70-548: PRO: Designing and Developing Windows-Based Applications by Using the Microsoft .NET Framework Exam 70-549: PRO: Designing and Developing Enterprise Applications by Using the Microsoft .NET Framework Exam 70-553: UPGRADE: MCSD Microsoft .NET Skills to MCPD Enterprise Applications Developer by Using the Microsoft .NET Framework: Part 1
Business Intelligence	Business Intelligence Platform; Data Visualization; Performance Management;	70-228; 70-229	Exam 70-445: TS: Microsoft SQL Server 2005 Business Intelligence - Development and Maintenance Exam 70-446: PRO: Designing a Business Intelligence Solution by Using Microsoft SQL Server 2005 Exam 70-431: TS: Microsoft SQL Server 2005 - Implementation and Maintenance
Content Management	Enterprise Content Management and Forms;	74-132; 74-133;	None
CRM	Microsoft Dynamics CRM;	None	Exam CRM-30-422: Microsoft Dynamics CRM 3.0 Customization Exam MB2-422: Microsoft Dynamics CRM 3.0 Customization CRM-30-421: Microsoft Dynamics CRM 3.0 Installation and Configuration Exam MB2-421: Microsoft Dynamics CRM 3.0 Installation and Configuration CRM-30-423: Microsoft Dynamics CRM 3.0 Applications Exam MB2-423: Microsoft Dynamics CRM 3.0 Applications
Data Platform	Data Management Solutions;	70-228; 70-229;	Exam 70-431: TS: Microsoft SQL Server 2005, Implementation and Maintenance Exam 70-441: PRO: Designing Database Solutions by Using Microsoft SQL Server 2005 Exam 70-442: PRO: Designing and Optimizing Data Access by Using Microsoft SQL Server 2005 Exam 70-443: PRO: Designing a Database Server Infrastructure by Using Microsoft SQL Server 2005 Exam 70-444: PRO: Optimizing and Maintaining a Database Administration Solution by Using Microsoft SQL Server 2005 Exam 70-447: Upgrade: MCDBA Skills to MCITP Database Administrator by Using Microsoft SQL Server 2005
Desktop	Desktop Platform; Office Deployment;	70-270; 74-139	None
ERP (AX Requirements)	Microsoft Dynamics AX;	None	Exam 70-431: Microsoft SQL Server 2005 - Implementation and Maintenance MB6-503: Microsoft Dynamics AX 4.0 Installation and Configuration MB6-507: Microsoft Dynamics AX 4.0 Financials MB6-508: Microsoft Dynamics AX 4.0 Development Introduction MB6-509: Microsoft Dynamics AX 4.0 Trade and Logistics
ERP (C5 Requirements)	Microsoft C5;	None	MB5-856: Microsoft C5 2010 Application Consultant D8256: C5 Application Consultant 2.1 D8126: Systemkonsulent 2.1 MB5-854: Microsoft Dynamics C5 2010 Programming exams MB5-626: Microsoft Dynamics C5 Programming D8257: C5 Developer 2.1 D8188: XAL Developer 3.5

			MB5-855: Microsoft C5 2010 Advanced Programming D8258: C5 Advanced Developer 2.1 D8133: XAL Udvikling 3.5 D8189: XAL Advanced Developer 3.5 Microsoft C5 2010 Application Consultant (MB5-856) Microsoft Dynamics C5 2010 Programming (MB5-854) Microsoft C5 2010 Advanced Programming (MB5-855) 70-653: TS: Windows Small Business Server 2008, Configuring
ERP (GP Requirements)	Microsoft Dynamics GP;	None	MB3-412: Microsoft Dynamics GP 9.0 Installation and Configuration MB3-409: Microsoft Dynamics GP 9.0 Financials Exam 70-431: Microsoft SQL Server 2005 - Implementation and Maintenance
ERP (NAV Requirements)	Microsoft Dynamics NAV;	None	MB7-516: Microsoft Dynamics NAV 5.0 C/SIDE Solution Development MB7-839: Microsoft Dynamics NAV 2009 Core Setup and Finance Exam 70-431: Microsoft SQL Server 2005—Implementation and Maintenance MB7-517: Microsoft Dynamics NAV 5.0 Installation and Configuration MB7-516: Microsoft Dynamics NAV 5.0 C/SIDE Solution Development MB7-515: Microsoft Dynamics NAV 5.0 Financials MB7-517: Microsoft Dynamics NAV 5.0 Installation and Configuration
ERP (POS Requirements)	Microsoft Dynamics Point of Sale;	None	MB5-199: Microsoft Dynamics Retail Management System 1.2 Store Operations MB5-198: Microsoft Dynamics Retail Management System 1.2 Headquarters
ERP (SL Requirements)	Microsoft Dynamics SL;	None	MB4-349: Microsoft Dynamics SL 6.5 Installation and Configuration MB4-348: Microsoft Dynamics SL 6.5 Financials Exam 70-431: Microsoft SQL Server 2005 - Implementation and Maintenance
Hosting	Hosting Solutions;	70-501;	None
Identity and Security	Identity & Secure Access; Infrastructure Security;	None	Exam 70-294: Planning, Implementing, and Maintaining a Microsoft Windows Server 2003 Active Directory® Infrastructure Exam 70-297: Designing a Microsoft Windows Server 2003 Active Directory and Network Infrastructure Exam 70-299: Implementing and Administering Security in a Microsoft Windows Server 2003 Network Exam 70-648: TS: Upgrading your MCSA on Windows Server 2003 to Windows Server 2008, Technology Specialist Exam 70-649: TS: Upgrading Your MCSE on Windows Server 2003 to Windows Server 2008, Technology Specialist Exam 70-350: Implementing Microsoft Internet Security and Acceleration (ISA) Server 2004 Exam 70-299 : Implementing and Administering Security in a Microsoft Windows Server 2003 Network
Midmarket Solution Provider	Networking Infrastructure Solutions;	70-270; 70-282; 70-290; 70-291; 70-293; 70-294; 70-297; 70-298; 70-299; 70-350; 70-351; 70-620; 70-621; 70-640; 70-643; 70-646; 70-647; 70-648; 70-649; 70-653;	None

Mobility	Mobility Solutions;	70-284; 70-285; 70-500; 70-528; 70-536; 70-540; 70-547; 70-548; 70-551; 70-654;	Course 6064A: Implementing and Managing a Windows Mobile Infrastructure 70-237: PRO: Designing Messaging Solutions with Microsoft Exchange Server 2007 70-238: PRO: Deploying Messaging Solutions with Microsoft Exchange Server 2007 70-306: Developing and Implementing Windows-Based Applications with Microsoft Visual Basic .NET and Microsoft Visual Studio .NET 70-310: Developing XML Web Services and Server Components with Microsoft Visual Basic .NET and the Microsoft .NET Framework 70-315: Developing and Implementing Web Applications with Microsoft Visual C# .NET, and Microsoft Visual Studio .NET 70-316: Developing and Implementing Windows-Based Applications with Microsoft Visual C# .NET and Microsoft Visual Studio .NET 70-320: Developing XML Web Services and Server Components with Microsoft Visual C# .NET and the Microsoft .NET Framework 70-330: Implementing Security for Applications with Microsoft Visual Basic .NET 70-340: Implementing Security for Applications with Microsoft Visual C# .NET
OEM Hardware	System Building;	70-271; 70-272; 70-621; 70-623; 70-653; 70-654;	Exam 70-290: Managing and Maintaining a Windows Server 2003 Environment Exam 70-571: Windows Embedded CE 6.0 Development Exam 70-620: Configuring Windows Vista Client Exam 70-655: Windows Vista and Server Operating Systems, Preinstalling for OEMs Exam 70-571: Windows Embedded CE 6.0 Development
Portals and Collaboration	Office Solutions Development; Portals and Collaboration;	70-284; 70-285; 70-294; 70-297; 70-555; 74-132; 74-133; 74-138;	None
Project and Portfolio Management	Enterprise Project Management;	None	Exam 74-131: Designing a Microsoft Office Enterprise Project management (EPM) Solution
Search	Search	None	None
Server Platform	Server Platform;	70-270; 70-620; 70-621; 70-642;	Exam 70-291: Implementing, Managing, and Maintaining a Windows Server 2003 Network Infrastructure Exam 70-293: Planning and Maintaining a Windows Server 2003 Network Infrastructure Exam 70-294: Planning, Implementing, and Maintaining a Microsoft Windows Server 2003 Active Directory Infrastructure Exam 70-297: Designing a Windows Server 2003 Active Directory and Network Infrastructure
Software Asset Management	Software Asset Management;	70-123;	None
Software Development	Application Infrastructure Development; Smart Client Development;	70-300; 70-330; 70-340;	Exam 70-526: TS: Microsoft .NET Framework 2.0—Windows-Based Client Development Exam 70-529: TS: Microsoft .NET Framework 2.0—Distributed Application Development Exam 70-536: TS: Microsoft .NET Framework 2.0—Application Development Foundation Exam 70-548: PRO: Designing and Developing Windows-Based Applications by Using the Microsoft .NET Framework Exam 70-549: PRO: Designing and Developing Enterprise Applications by Using the Microsoft .NET Framework Exam 70-552: UPGRADE: MCAD Skills to MCPD Windows Developer by Using the Microsoft .NET Framework Exam 70-553: UPGRADE: MCSD Microsoft .NET Skills to MCPD Enterprise Application Developer by Using the Microsoft .NET Framework: Part 1 Exam 70-554: UPGRADE: MCSD Microsoft .NET Skills to MCPD Enterprise Application Developer by Using the Microsoft .NET Framework: Part 2
Systems Management	Systems Management	70-089; 70-290;	None
Unified	IM/Presence;	70-262;	Exam 70-236: TS: Configuring Microsoft Exchange 2007

Communications	Messaging; Voice;		Exam 70-237: IT PRO: Designing Messaging Solutions with MS Exchange Server 2007 Exam 70-238: IT PRO: Deploying Messaging Solutions with Microsoft Exchange Server 2007)
Virtualization	Virtualization	None	None
Volume Licensing	License Delivery;	70-121; 70-122;	None
Web Development	Web Development;	70-300; 70-305; 70-315; 70-330; 70-340;	Exam 70-528: TS: Microsoft .NET Framework 2.0 —Web-Based Client Development Exam 70-536: TS: Microsoft .NET Framework 2.0 —Application Development Foundation Exam 70-547 : PRO: Designing and Developing Web-Based Applications by Using the Microsoft .NET Framework Exam 70-551 : UPGRADE: MCAD Skills to MCPD Web Developer by Using the Microsoft .NET Framework