



# Microsoft Competency Guide

## Guide Description

*The purpose of this guide is to demystify Microsoft competency and incentive program. This program is a great way to get money from Microsoft as you expand your business. After the you complete this guide you will have an understanding of:*

- *The financial kickbacks from Microsoft on a yearly basis*
- *The different competency programs and how to achieve them*
- *The free licensing you receive being part of these programs*
- *How to navigate through Partner Center to make sure you are being paid*

***\*\*Disclaimer\*\****

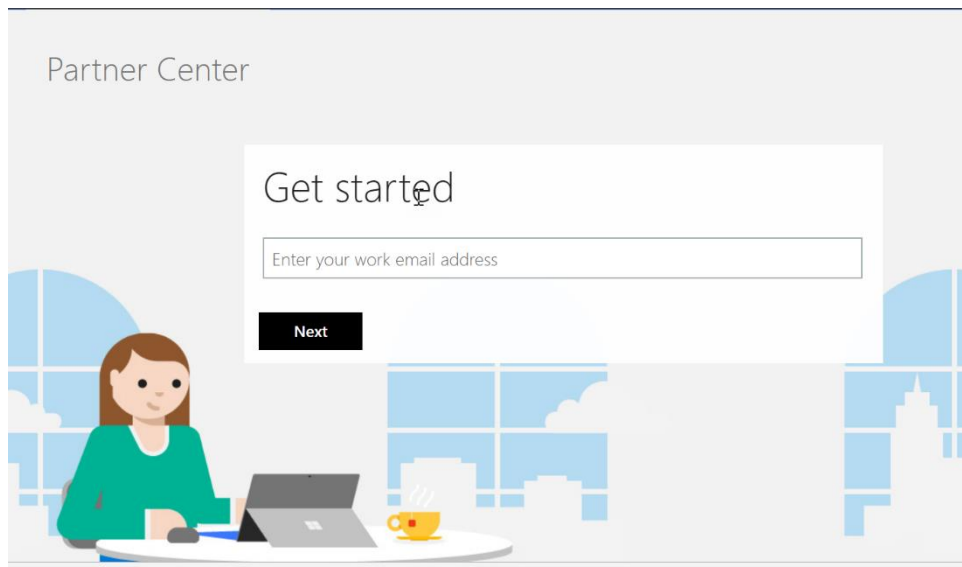
*This guide is meant to provide best practices for the competency programs. It is meant to be used to help you get acclimated to the program so you can get more margin on your seats as you grow your cloud business. In some cases, the programs described below would not make sense financially, depending at the stage of your business.*

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## Pre-Flight Checklist

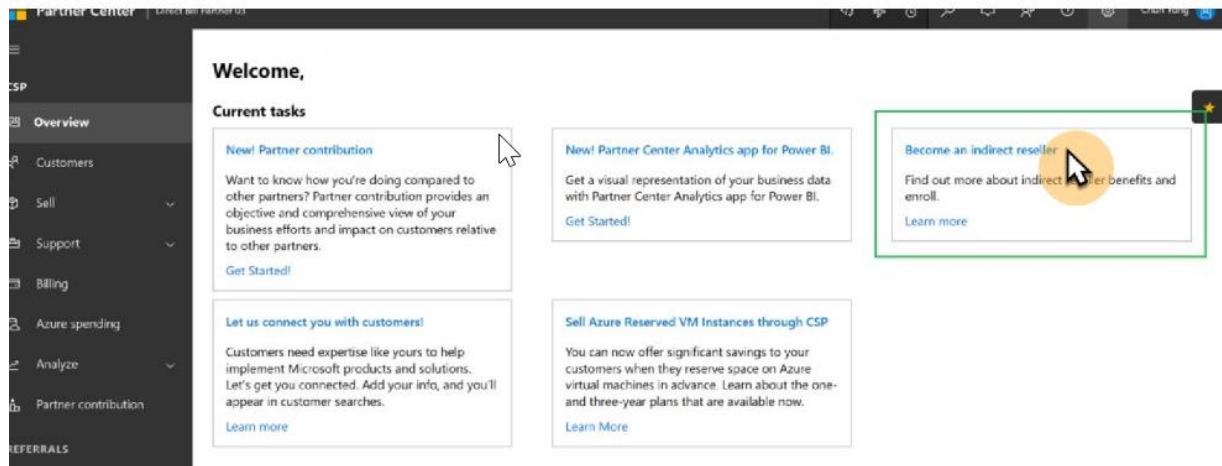


- a. Have an have MPN Membership
  - i. Most likely you are part of the Microsoft Partner network and have a login to [partner.microsoft.com](https://partner.microsoft.com)
  - ii. If you do not, please follow the [link here](#) and sign up for free



- b. Enrolled as an Indirect Reseller:

- i. If you have just signed up for the Microsoft Partner Network or have been a Direct CSP Provider, please follow the instructions in the [following link](#)



c. Assign Appropriate Roles

- i. You will want to make sure you have assigned the MPN and Incentives administrator role to the appropriate users. **\*This is how you can see what you are being paid!\***
- ii. Navigate to the [Role Assignment](#) section of this document to see how to assign these roles.

d. Update Payment and Tax info

- i. Microsoft will need Payment and tax info verified and up to date before you get paid out
- ii. All payments are made on a monthly basis and are preformed via ACH transfer
- iii. [Click here](#) for instructions of setup of Payment and Tax info

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## What are Competencies and how can I make money from them?

You can think of competencies like a reward program from Microsoft. Achieving competencies is demonstrating that your organization is delivering more Microsoft solutions and meeting technical requirements to support your clients. The best part is that Microsoft is looking to pay you a ton of money for continuing to grow in this space. There are two main programs we will be discussing in this article, Silver and Gold.

**IF YOU MANAGE AT LEAST \$2500 OF MICROSOFT PER MONTH THEN YOU SHOULD 100% BE PARTICIPATING IN THE SILVER PROGRAM FROM MICROSOFT. IF YOU DO NOT YET THEN THESE PROGRAMS MIGHT NOT BE FOR YOU.**

Let's break down the kickbacks first to see what margin you could be making. These kickbacks apply to both silver and Gold members:

Global Rates	Pays on	FY19 H1	FY19 H2
Core – O365	billed revenue	8%	6%
Core – All other CSP products*	billed revenue	8%	8%
Azure Reserved VM Instances (RIs)	consumption	10%	10%
Software in CSP – Subscription**	billed revenue	Core – 1.25% Strategic – 6%	Core – 1.25% Strategic – 6%

Global Accelerators (incremental earning opportunity)	Pays on	FY19
CSP Customer Adds (new for FY19)*	billed revenue	2%
Global PSTN Calling and Conferencing	billed revenue	20%
Global Strategic Product Accelerator (M365, D365)	billed revenue	2%

Local Accelerators (incremental earning opportunity)	Pays on	FY19
Azure Customer Adds (new for FY19)*	billed revenue	10%
M365B Customer Adds (new for FY19)*	billed revenue	10%
D365 Customer Adds (new for FY19)*	billed revenue	15%
Office 365 E3 & E5 GCC	Billed revenue	10%

Let's focus on the most basic: **CORE-O365 and Core-ALL other CSP Products.**

- Core-O365 is your typically base productivity suite aka O365 Business, Business Premium, Enterprise E3, E5, etc.
- Core-All other CSP products is things like Intune, EMS +e3/e5, Dynamics, and Azure Consumption
- Use Case Scenario:
  - At the most baseline level, lets say you are an MSP selling O365 Business Premium to most of your customers
  - You have 25 customers with 15 seats each on the subscription. You work with a distributor and get 12% margin off the MSRP of \$12.50/seat so your cost is \$10/seat
  - With this in place you are spending \$3,750 per month(\$10x25x15) on Microsoft
  - One of the easiest competencies to get under the Silver plan is the Small and Midmarket competency. All it takes is 4 net new customers to Microsoft during the year and paying the yearly fee for Silver of \$1,670
  - You get 4 new customers during the year and pay the fee to earn the Silver competencies
  - You now will receive an additional 6% kickback on all of your spend for the year and an additional 2% for your new customer adds.

IF WE ONLY LOOK AT THE 6% KICKBACK THEN YOU ARE RECEIVING AN ADDITIONAL (\$3,750x12x6%) \$2,700 PER YEAR FOR A NET OF **\$1,030 DOLLARS** (\$2,700-\$1,670 FEE)

This may not seem like a ton of money, but it is a simple example that will jumpstart you into making a ton back from Microsoft as you grow your business. This is not including the licensing you get a well for free as part of your core benefits which we will be touching on in this guide.

Breakdown of other kickbacks. **\*\*\*NOTE\*\* All kickbacks are paid out on a monthly basis:**

#### **1. Core-All other CSP Products (8%)**

- a. As noted before products like Intune, EMS+E3, Dynamics, Azure Consumption
- b. Microsoft is positioning Intune (\$8/MSRP) to be the policy replacement from our typical GPO environment. This includes MDM and MAM capabilities for both BYOD and corporate owned devices
- c. EMS+E3 (\$8.75MSRP) gives you Intune plus Azure Active Directory Plan 1. This give you the features of intune listed above as well as identity management with Azure AD. Microsoft is positioning this combo to replace traditional AD servers.
- d. Dynamics CRM has many skus that you can purchase from but you can position it to your customers that may not have a CRM solution or use a CRM solution but is not robust enough for their growing environment. Dynamics is comparable to Salesforce and is directly integrated with LinkedIn

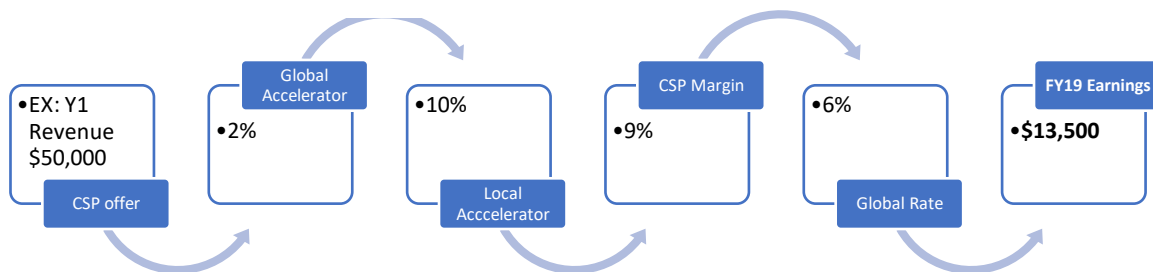
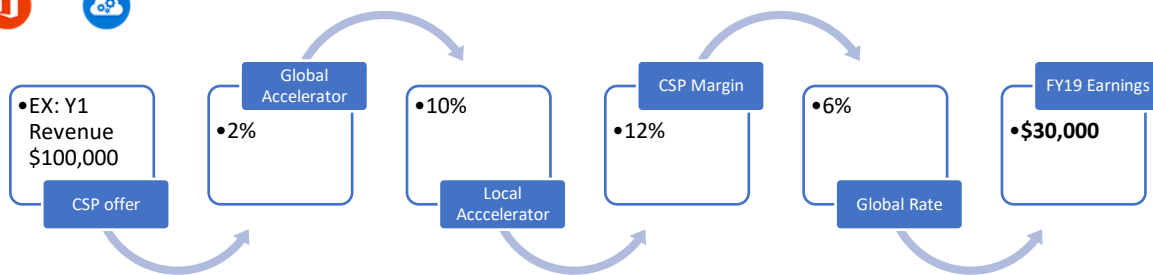
- e. Azure consumption is any resources you have spun up in azure that are consuming on a monthly basis. This things like VMs, VNets, Storage, and much more.
- 2. Azure Reserved Instances (10%)**
- a. Allow customers to pre-purchase Azure VM instances at significantly reduced costs—up to 72% compared to pay-as-you-go prices—with one-year or three-year terms on Windows and Linux VMs.
  - b. Think about the longevity and growth of these customers. RIs CAN be transferred between customers
- 3. Software in CSP (Core-1.25%, Strategic 6%)**
- a. These are server subscriptions you purchase
  - b. These subscription licenses may be used for virtual machines running in Azure or to license an on-premises deployment (Azure Hybrid Benefit).
  - c. Windows Server is classified as a core product and SQL Server is classified as a strategic product
- 4. CSP Customer Adds (2%)**
- a. A new customer is defined as a Microsoft CSP tenant ID with no invoiced revenue applied in the previous 12-month period.
  - b. Indirect Resellers will earn this incremental accelerator on the revenue associated to the first invoice generated on the new CSP tenant. This accelerator amount will then be paid for the first 12 months of the subscription provided the subscription remains active.
  - c. For seat-based sales, any new CSP customer adds between 50 and 999 seats are eligible for the global accelerator and 1 – 999 for local accelerator (based on size of initial order not customer size).
- 5. Global PSTN Calling and Conferencing (20%)**
- a. Microsoft wants to make a huge push into the VOIP market with Teams which is why I believe the kickbacks are so high.
  - b. If you have customers that do not have a PBX solution currently or are looking to switch this may be a good time to bring this up. You need at least an E3 or greater package to add-on the calling plans
  - c. E3 (\$20/seat) + Phone System (\$8/seat) + Domestic Calling (\$12/seat) = \$40/seat/month
- 6. Global Strategic Product Accelerator (2%)**
- a. Microsoft is trying to expand their new M365 sku's (not to be confused with Office365) and their Dynamics skus so they are giving you 2% for these seats
- 7. Local Accelerators (incentives for adding new seats of the following Products)**
- a. Azure
    - i. 10%
    - ii. Consumption based model for resources in account
    - iii. When the new CSP customer add is based on an Azure sale, any initial sale of \$4,000 or greater will be ineligible for this accelerator
  - b. M365 Business
    - i. 10%
    - ii. \$20/month
    - iii. Includes Office365 productivity suite, Win10 Upgrade, Intune, AIP, ATP, DLP

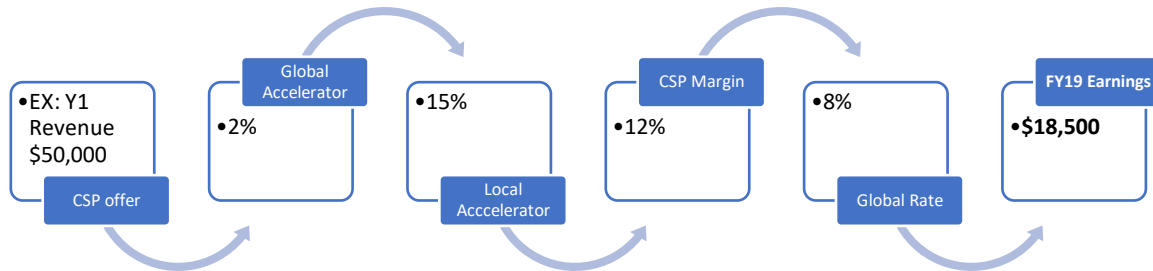


- c. Dynamics
  - i. 15%, CRM tool
  - ii. Various skus at different prices
- d. Office GCC e3 and E5
  - i. 10%
  - ii. Government licensing on government cloud
  - iii. Customers need to go through an approval process to successfully license

Lets narrow in on some of the most popular of these Local Accelerators with examples:

## Microsoft 365





### Which Competency is right for my organization?

Ok so now we know what our kick backs can look like and I am sure you are overwhelmed with how many different routes you can go. There are many competencies you can achieve and just like any other goals you set, they need to be SMART (Specific, Measurable, Attainable, Realistic) for your organization. In this section we are going to be covering the requirements for each competency and assessing if it is something you can attain. \*NOTE\* I did not list every single competency in this guide, just the ones I feel like will be the most relevant to MSPs and ones that will not have deprecated competencies when we look to the future. Microsoft will be announcing new competencies in FY 2020 which is July of 2019.

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#### *Small and Midmarket Cloud Solutions*

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### Silver

- 4 net new customers in the previous 12 months
- Pay \$1670 Annual Fee

### Gold

- Increase your customer base by 25 new Office 365 customers within the previous 12 month
- Pay \$4,730 Annual Fee
- 2 Individuals must pass the following Exams:
  - **Exam 70-346:** Managing Office 365 Identities and Requirements
  - **Exam 70-347:** Enabling Office 365 Services
  - OR MCSA: Office 365

## Key Takeaways:

- As stated previously, this is the easiest competency to achieve
- Do you feel like you can attain 4 net new customers in the year?
- How many customers can you push to office 365?

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### *Cloud Productivity*

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#### Silver

- **2000** active entitlements (users) the previous 12 months
- Pay \$1670 Annual Fee
- **1** individual must pass all the following exams:
  - Exam 70-346: Managing Office 365 Identities and Requirements & Exam 70-347: Enabling Office 365 Services
  - OR MCSA: Office 365

#### Gold

- **4000** active entitlements (users) the previous 12 months
- Pay \$4,730 Annual Fee
- **2** individual must pass all the following exams:
  - Exam 70-346: Managing Office 365 Identities and Requirements & Exam 70-347: Enabling Office 365 Services
  - OR MCSA: Office 365

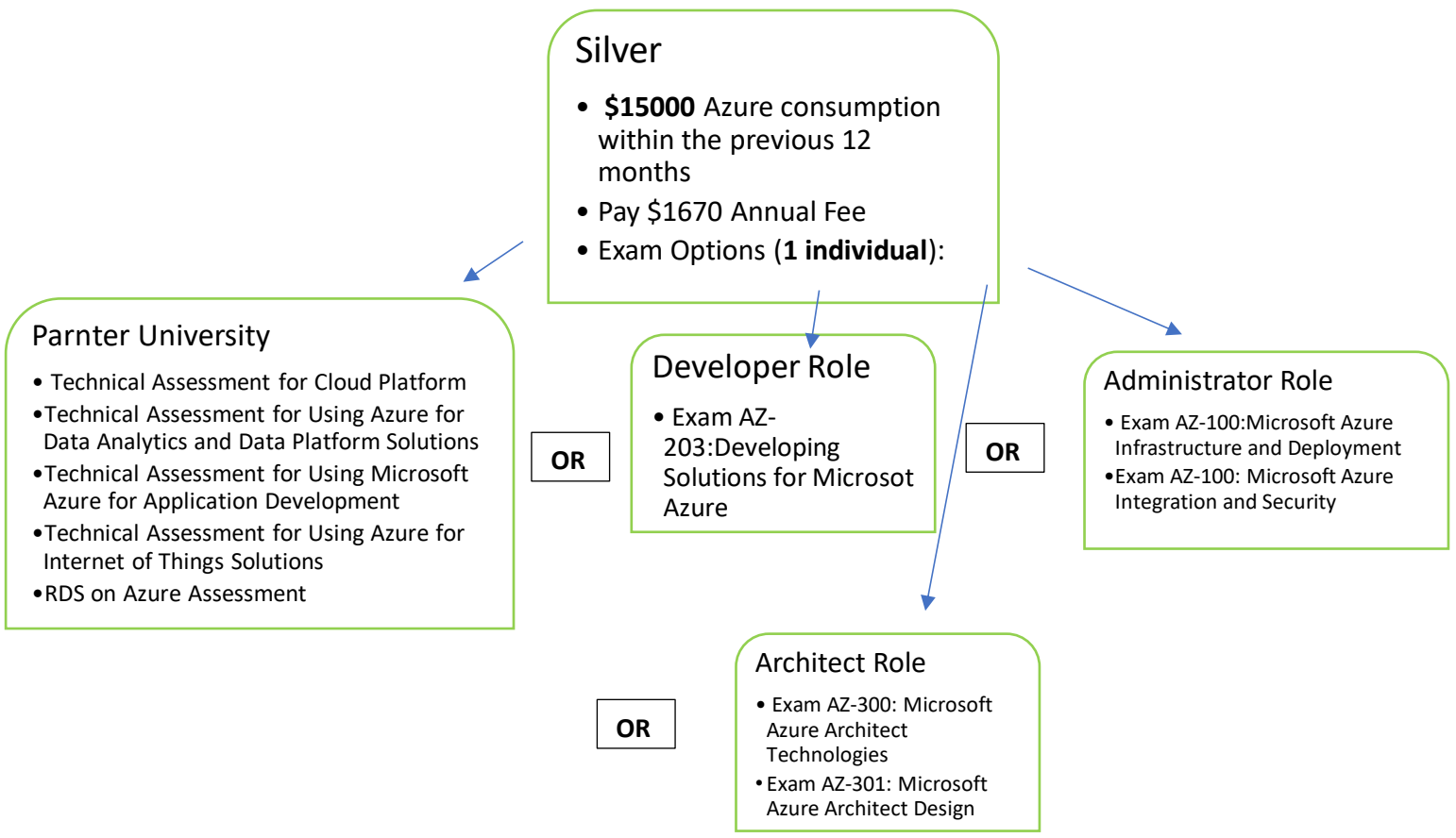
Key Takeaways:

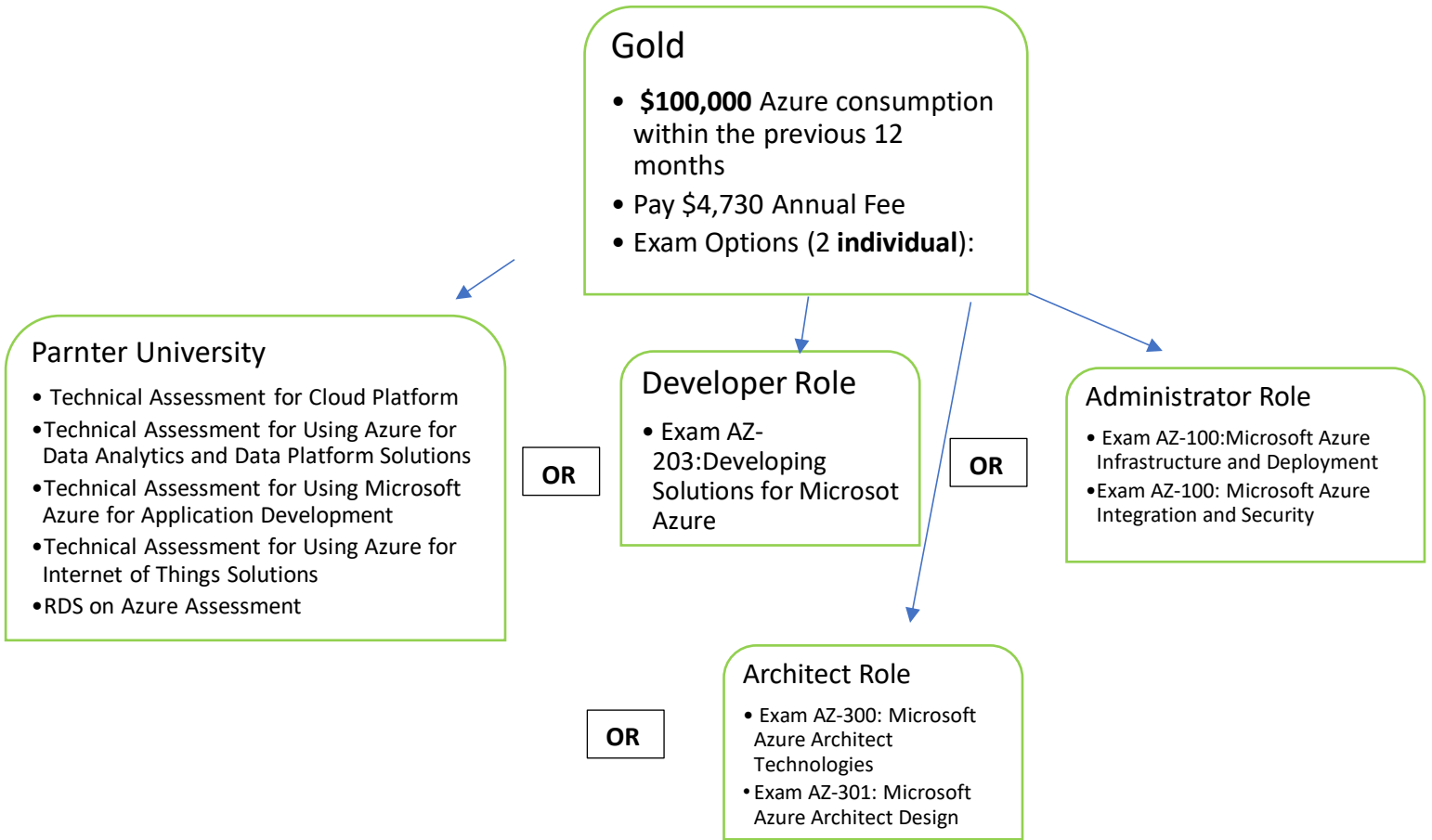
- How many active users on office365 to you have?
- Do you feel like you can have over 2000 by the end of the year?
- How many techs do you have in house?

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Cloud Platform (Azure)

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**Key Takeaways:**

- How much Azure spend are you currently doing?
- Can you begin to migrate certain infrastructure to the cloud for your clients?
- How many techs do you have in house that need to know how to architect solutions in Azure?

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*Enterprise Mobility Management (SMB option)*

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### Silver

- Add **20 new** Enterprise Mobility + Security (EMS) customers and deploy **125** active entitlements (users)
- Pay \$1670 Annual Fee
- Exam Options (**2 individual**):



### Parnter University

- Technical Assessment for Enterprise Mobility Suite Overview
- **AND 1** of the following:
  - Technical Assessment for Mobile Device Management
  - Technical Assessment for Identity & Access Management
  - Technical Assessment for Information Protection
  - Technical Assessment for Cloud App Security

### Gold

- Add **5 new** Enterprise Mobility + Security (EMS) customers and deploy **400** active entitlements (users)
- Pay \$4,730 Annual Fee
- Exam Options (**4 individual**):



### Parnter University

- Technical Assessment for Enterprise Mobility Suite Overview
- **AND 1** of the following:
  - Technical Assessment for Mobile Device Management
  - Technical Assessment for Identity & Access Management
  - Technical Assessment for Information Protection
  - Technical Assessment for Cloud App Security

#### Key Takeaways:

- What is your current MDM solution?
- Can you begin moving Customers off traditional AD servers and move them to the cloud with Azure AD for Identity management and Intune for policy management.
- How many customers do you have where BYOD is a concern?

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*Windows and Devices (Deployment Partner Option)*

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### Silver

- Pay \$1670 Annual Fee
- **2 individuals** must each pass the following assessment(Parnter University):
  - Security and Deployment Management assessment for Windows 10

### Gold

- Pay \$4,730 Annual Fee
- **4 individuals** must each pass the following assessment(Parnter University):
  - Security and Deployment Management assessment for Windows 10

#### Key Takeaways:

- Do you have at least two techs that can complete these assessments?
- Do you want to minimize the amount of work you have to do for the year from a customer acquisition standpoint just to get the kickbacks on the current seats you have?

#### I would assess your biggest push for the year:

- Is your biggest priority moving your exchange customers to office365?>Small and Midmarket cloud solutions
- Is getting your customers legacy servers into the cloud the biggest priority?> Cloud Platform
- Are you looking for an MDM solution?> Enterprise Mobility Management

### What internal licensing do I get with my competencies?

Beyond the kickbacks you receive from Microsoft, you also get a mix of internal licensing depending on the competency you have achieved. These licensing CAN NOT be resold to customers. Microsoft calls these Internal Use Rights (IURs) and there are two types you can receive:

**Core Licenses** - When you earn your first silver or gold competency, you earn a set of core benefits and additional benefits specific to the competency you earned. Core benefits include the latest

internal-use software and online services that you can use to run your business, sell your solutions, develop applications, and train employees; however, these licenses must not be resold or used for direct revenue-generating activities, commercial purposes, personal purposes, or customer training.

## Operating Systems

Microsoft software	Software Type	Silver Grants	Max Grants (Country and Worldwide)	Gold Grants	Max Grants (Country and Worldwide)
Windows 10 Enterprise (Current Branch or 2019 Long Term Service Channel) (Upgrade Only)	On-Premise	25	125 and 375	100	500 and 1500
Advanced Threat Analytics Client Management License	On-Premise	25	125 and 375	100	500 and 1500
Machine Learning Server for Hadoop	On-Premise	2	10 and 30	4	20 and 60
Machine Learning Server for Linux	On-Premise	2	10 and 30	4	20 and 60
R Server for SUSE Linux	On-Premise	2	10 and 30	4	20 and 60
R Server for Teradata DB	On-Premise	2	10 and 30	4	20 and 60
Microsoft Desktop Optimization Pack 2015	On-Premise	25	125 and 375	100	500 and 1500
Microsoft SQL Server 2017 Enterprise (per core)	On-Premise	8	40 and 120	16	80 and 240
Windows Server Standard (Current Branch or 2019 Version)	On-Premise	32	160 and 480	64	320 and 960
Windows Server 2019 CALs (not edition specific)	On-Premise	25	125 and 375	100	500 and 1500
Windows Server 2019 Remote Desktop Services (RDS) CALs	On-Premise	25	125 and 375	100	500 and 1500
Windows Active Directory Rights Management Services (ADRMS) CALs for Windows Server 2016	On-Premise	25	125 and 375	100	500 and 1500



## Productivity

Choice of cloud services or on-premise product for licenses granted					
Microsoft software		Silver Grants	Max Grants (Country and Worldwide)	Gold Grants	Max Grants (Country and Worldwide)
Microsoft Office 365 (E3) Seats		25	125 and 375	100	500 and 1500
<b>OR</b>					
Microsoft Office Professional Plus 2019		25	125 and 375	100	500 and 1500
Microsoft Exchange Server 2019 Enterprise CALs (include Standard CALs)		25	125 and 375	100	500 and 1500
Microsoft Skype for Business Server 2019 Enterprise CALs		25	125 and 375	100	500 and 1500
Microsoft Skype for Business Server 2019 Plus CALs		25	125 and 375	100	500 and 1500
Microsoft Skype for Business Server 2019 Standard CALs		25	125 and 375	100	500 and 1500
Microsoft SharePoint Server 2019 Enterprise CALs (include Standard CALs)		25	125 and 375	100	500 and 1500
Microsoft Project Professional 2019		2	10 and 30	5	25 and 75
Microsoft Visio Professional 2019		2	10 and 30	5	25 and 75
Microsoft Project Server 2019		1	5 and 15	1	5 and 15
Microsoft Project Server 2019 CALs		10	50 and 150	20	100 and 300
Microsoft Exchange Server 2019 Enterprise		2	10 and 30	2	10 and 30
Microsoft System Center 2016 Standard		16	80 and 240	32	160 and 480
Microsoft Skype for Business Server 2019		1	5 and 15	2	10 and 30
Microsoft SharePoint Server 2019		2	10 and 30	2	10 and 30

Server products will be accessed with CALs and may be used at all times for demo, test, development, and internal training.

Microsoft software	Silver Grants	Max Grants (Country and Worldwide)	Gold Grants	Max Grants (Country and Worldwide)
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Power BI Pro	25	125 and 375	100	500 and 1500
Azure AD Basic	25	125 and 375	100	500 and 1500

## Business Solutions

Choice of cloud services or on-premises product for licenses granted				
Microsoft software	Silver Grants	Max Grants (Country and Worldwide)	Gold Grants	Max Grants (Country and Worldwide)
Microsoft Dynamics 365 – Customer Engagement	15	75 and 225	60	300 and 900
<b>OR</b>				
Microsoft Dynamics CRM Professional CALs	15	75 and 225	60	300 and 900

Microsoft software	Silver Grants	Max Grants (Country and Worldwide)	Gold Grants	Max Grants (Country and Worldwide)
Microsoft Dynamics CRM Server	1	5 and 15	1	5 and 15
Microsoft Azure	US\$100 monthly credit. Microsoft Azure credit is in addition to current on-premises internal-use software licenses.			

## Management

Microsoft software	Silver Grants	Max Grants (Country and Worldwide)	Gold Grants	Max Grants (Country and Worldwide)
Microsoft Intune	25	125 and 375	100	500 and 1500
Enterprise Mobility Suite (E3) (seats)	25	125 and 375	100	500 and 1500
Microsoft System Center 2016 Client Management Suite	25	125 and 375	100	500 and 1500
Microsoft System Center Config Mgr (current branch & LTSB 1606)	25	125 and 375	100	500 and 1500
Microsoft System Center Endpoint Protection	25	125 and 375	100	500 and 1500

## MSDN Subscriptions

Microsoft software	Silver Grants	Max Grants (Country and Worldwide)	Gold Grants	Max Grants (Country and Worldwide)
Microsoft Visual Studio Enterprise Subscription	5	25 and 75	10	50 and 150

## Demonstration Licenses

Microsoft software	Silver Grants	Max Grants (Country and Worldwide)	Gold Grants	Max Grants (Country and Worldwide)
Windows 10 Enterprise (Current Branch or 2019 Long Term Service Channel)	Unlimited	Unlimited	Unlimited	Unlimited
Advanced Threat Analytics Client Management License	Unlimited	Unlimited	Unlimited	Unlimited
Enterprise Mobility Suite (E3) (seats)	Unlimited	Unlimited	Unlimited	Unlimited
Machine Learning Server for Hadoop	Unlimited	Unlimited	Unlimited	Unlimited
Machine Learning Server for Linux	Unlimited	Unlimited	Unlimited	Unlimited
R Server for SUSE Linux	Unlimited	Unlimited	Unlimited	Unlimited
R Server for Teradata DB	Unlimited	Unlimited	Unlimited	Unlimited
Windows Embedded 8 Standard*	Unlimited	Unlimited	Unlimited	Unlimited
Windows Embedded 8.1 Industry Pro	Unlimited	Unlimited	Unlimited	Unlimited
Windows Embedded 8.1 Industry Enterprise	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft Desktop Optimization Pack 2015	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft SQL Server 2017 Enterprise (per core)	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft SQL Server 2017 Standard	Unlimited	Unlimited	Unlimited	Unlimited
Windows Server Standard (Current Branch or 2019 Version)	Unlimited	Unlimited	Unlimited	Unlimited
Windows Server 2019 CALs (not edition specific)	Unlimited	Unlimited	Unlimited	Unlimited
Windows Active Directory Rights Management Services (AD RMS) CALs for Windows Server 2016	Unlimited	Unlimited	Unlimited	Unlimited
Windows Server 2019 Essentials	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft Office Professional Plus 2019	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft Exchange Server 2019 Enterprise	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft Skype for Business Server 2019 Enterprise CALs	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft Skype for Business Server 2019 Plus CALs	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft Skype for Business Server 2019 Standard CALs	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft SharePoint Server 2019 Enterprise CALs (include Standard CALs)	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft Project Professional 2019	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft Visio Professional 2019	Unlimited	Unlimited	Unlimited	Unlimited

Microsoft Project Server 2019	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft Project Server 2019 CALs	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft Exchange Server 2019 Enterprise CALs (include Standard CALs)	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft Skype for Business Server 2019	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft SharePoint Server 2019	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft Dynamics CRM Server	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft System Center Config Mgr (current branch & LTSB 1606)	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft System Center Endpoint Protection	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft System Center 2016 Standard	Unlimited	Unlimited	Unlimited	Unlimited
Microsoft System Center 2016 Client Management Suite	Unlimited	Unlimited	Unlimited	Unlimited

### Training Licenses

Microsoft software	Silver Grants	Max Grants (Country and Worldwide)	Gold Grants	Max Grants (Country and Worldwide)
Windows 10 Enterprise (Current Branch or 2019 Long Term Service Channel)	25	125 and 375	100	500 and 1500
Advanced Threat Analytics Client Management License	25	125 and 375	100	500 and 1500
Enterprise Mobility Suite (E3) (seats)	25	125 and 375	100	500 and 1500
R Server for Hadoop on Red Hat	2	10 and 30	4	20 and 60
R Server for Red Hat Linux	2	10 and 30	4	20 and 60
R Server for SUSE Linux	2	10 and 30	4	20 and 60
R Server for Teradata DB	2	10 and 30	4	20 and 60
Windows Embedded 8 Standard*	10	50 and 150	50	250 and 750
Windows Embedded 8.1 Industry Pro	10	50 and 150	50	250 and 750
Windows Embedded 8.1 Industry Enterprise	10	50 and 150	50	250 and 750
Microsoft Desktop Optimization Pack 2015	25	125 and 375	100	500 and 1500
Microsoft SQL Server 2017 Enterprise (per core)	8	40 and 120	16	80 and 240
Windows Server Standard (Current Branch or 2019 Version)	16	80 and 240	32	160 and 480
Windows Server 2019 CALs (not edition specific)	25	125 and 375	100	500 and 1500
Windows Active Directory Rights Management Services (ADRMS) CALs for Windows Server 2016	25	125 and 375	100	500 and 1500
Windows Server 2019 Essentials	1	5 and 15	2	10 and 30
Microsoft Office Professional Plus 2019	25	125 and 375	100	500 and 1500
Microsoft Exchange Server - Enterprise 2019 CALs (include Standard CALs)	25	125 and 375	100	500 and 1500
Microsoft Skype for Business Server 2019 Enterprise CALs	25	125 and 375	100	500 and 1500
Microsoft Skype for Business Server 2019 Plus CALs	25	125 and 375	100	500 and 1500
Microsoft Skype for Business Server 2019 Standard CALs	25	125 and 375	100	500 and 1500
Microsoft SharePoint Server 2019 Enterprise CALs (include Standard CALs)	25	125 and 375	100	500 and 1500
Microsoft Project Professional 2019	2	10 and 30	5	25 and 75
Microsoft Visio Professional 2019	2	10 and 30	5	25 and 75
Microsoft Project Server 2019	1	5 and 15	1	5 and 15

Microsoft Project Server 2019 CALs	10	50 and 150	20	100 and 300
Microsoft Exchange Server - Enterprise 2019	2	10 and 30	2	10 and 30
Microsoft Skype for Business Server 2019	1	5 and 15	2	10 and 30
Microsoft SharePoint Server 2019	2	10 and 30	2	10 and 30
Microsoft Dynamics CRM Server	1	5 and 15	1	5 and 15
Microsoft System Center 2016 Standard	16	80 and 240	32	160 and 480
Microsoft System Center 2016 Client Management Suite	25	125 and 375	100	500 and 1500
Microsoft System Center Config Mgr (current branch & LTSB 1606)	25	125 and 375	100	500 and 1500
Microsoft System Center Endpoint Protection	25	125 and 375	100	500 and 1500

## Competency Licenses-

Incremental Internal Use Rights (Cloud Services and On-Premise Software Licenses by Competency)

### Cloud Platform

Microsoft software	Silver Grants	Max Grants (Country and Worldwide)	Gold Grants	Max Grants (Country and Worldwide)
Microsoft Azure bulk credit	\$6k/year	\$6k/year	\$12k/year	\$12k/year
Microsoft Visio Pro for Office 365	1	5 and 15	2	10 and 30
Microsoft Project Online Professional	1	5 and 15	2	10 and 30
Microsoft Project Online Premium	5	25 and 75	20	100 and 300
Microsoft Visual Studio Enterprise Subscription	5	25 and 75	25	50 and 150
Microsoft Project Online Essentials	20	100 and 300	30	150 and 450

### Cloud Productivity

Microsoft Product	Silver Grants	Max Grants (Country and Worldwide)	Gold Grants	Max Grants (Country and Worldwide)
Microsoft Office 365 (E5) Seats	25	125 and 375	100	500 and 1500
Skype for Business PSTN Conferencing	25	125 and 375	100	500 and 1500
Microsoft Visio Pro for Office 365	1	5 and 15	2	10 and 30

Microsoft Project Online Professional	1	5 and 15	2	10 and 30
Microsoft Project Online Premium	5	25 and 75	20	100 and 300
Microsoft Project Online Essentials	20	100 and 300	30	150 and 450
Microsoft Visual Studio Enterprise Subscription	5	25 and 75	25	50 and 100
Advanced Threat Analytics Client Management License	25	125 and 375	100	500 and 1500
Enterprise Mobility Suite (E3) (seats)	25	125 and 375	100	500 and 1500
Microsoft Dynamics Employee Self Service	1	5 and 15	1	5 and 15
Microsoft Dynamics 365 Enterprise Edition – Additional Portal	1	5 and 15	1	5 and 15
Azure AD Basic (PMC only)	25	125 and 375	100	500 and 1500

### Enterprise Mobility Management

Microsoft software	Silver Grants	Max Grants (Country and Worldwide)	Gold Grants	Max Grants (Country and Worldwide)
Advanced Threat Analytics Client Management License	50	250 and 750	100	500 and 1500
Enterprise Mobility and Security E5	50	250 and 750	100	500 and 1500
Azure AD Basic	50	125 and 375	100	500 and 1500
Cloud App Security	50	250 and 750	100	500 and 1500

### Small and Midmarket Cloud Solutions

Microsoft software	Silver Grants	Max Grants (Country and Worldwide)	Gold Grants	Max Grants (Country and Worldwide)
Microsoft Office 365 (E3) Seats	10	50 and 150	25	125 and 375
Microsoft Visio Pro for Office 365	1	5 and 15	2	10 and 30
Microsoft Project Online Professional	1	5 and 15	2	10 and 30
Microsoft Project Online Premium	5	25 and 75	20	100 and 300
Microsoft Project Online Essentials	20	100 and 300	30	150 and 450
Azure AD Basic (PMC Only)	10	125 and 375	25	500 and 1500
Advanced Threat Analytics Client Management License	10	50 and 150	25	125 and 375
Enterprise Mobility Suite (E3) (seats)	10	50 and 150	25	125 and 375

## Windows and Devices

Microsoft software	Silver Grants	Max Grants (Country and Worldwide)	Gold Grants	Max Grants (Country and Worldwide)
Microsoft SQL Server 2017 Enterprise (per core)	8	40 and 120	16	80 and 240
Windows Server Standard (Current Branch or 2019 Version)	16	80 and 240	32	160 and 480
Windows Server 2019 CALs (not edition specific)	10	50 and 150	40	200 and 600
Windows Server Datacenter (Current Branch or 2019 Version)	16	80 and 240	32	160 and 480
Windows Server 2019 Remote Desktop Services (RDS) CALs	10	50 and 150	40	200 and 600
Microsoft System Center 2016 Datacenter	16	80 and 240	32	160 and 480
Microsoft System Center 2016 Client Management Suite	25	125 and 375	50	250 and 750
Microsoft System Center Config Mgr (current branch & LTSB 1606)	25	125 and 375	50	250 and 750
Microsoft System Center Endpoint Protection	25	125 and 375	50	250 and 750
Windows 10 Enterprise (Current Branch or 2019 Long Term Service Chain) (Upgrade Only)	50	250 and 750	100	500 and 1500
Windows 10 Enterprise E5	50	250 and 750	100	500 and 1500
Microsoft Desktop Optimization Pack 2015	50	250 and 750	100	500 and 1500
Windows Thin PC	25	125 and 375	50	250 and 750
Windows Virtual Desktop Access (VDA)	50	250 and 750	100	500 and 1500
Microsoft Virtual Desktop Infrastructure (VDI) Suite Standard	0	0 and 0	5	25 and 75
Windows Embedded 8 Standard	10	50 and 150	50	250 and 750
Windows Embedded 8.1 Industry Pro	10	50 and 150	50	250 and 750
Windows Embedded 8.1 Industry Enterprise	10	50 and 150	50	250 and 750
Windows Embedded POS Ready 7	10	50 and 150	50	250 and 750
Microsoft Exchange Server 2019 Enterprise	1	5 and 15	3	15 and 45
Microsoft Exchange Server 2019 Enterprise CALs (include Standard CALs)	10	50 and 150	40	200 and 600
Microsoft Skype for Business Server 2019	1	5 and 15	2	10 and 30
Microsoft Skype for Business Server 2019 Enterprise CALs	10	50 and 150	40	200 and 600
Microsoft Skype for Business Server 2019 Plus CALs	10	50 and 150	40	200 and 600
Microsoft Skype for Business Server 2019 Standard CALs	10	50 and 150	40	200 and 600
Microsoft Office Professional Plus 2019	25	125 and 375	100	500 and 1500
Advanced Threat Analytics Client Management License	50	250 and 750	100	500 and 1500
Enterprise Mobility Suite (E3) (seats)	50	250 and 750	100	500 and 1500

Azure AD Basic	25	125 and 375	100	500 and 1500
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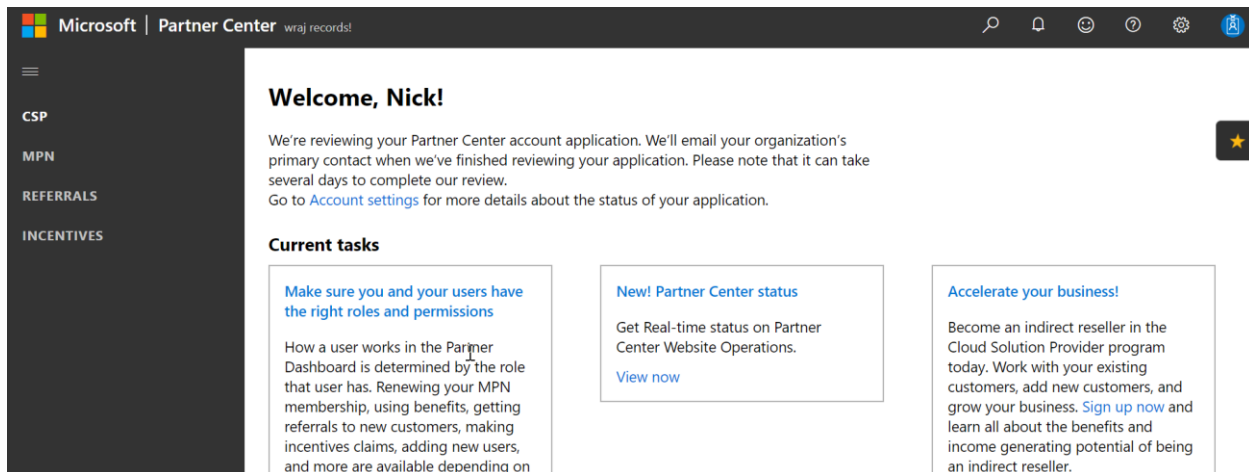
## Navigating Partner Center

### Part 1: Ensure Correct User Permissions

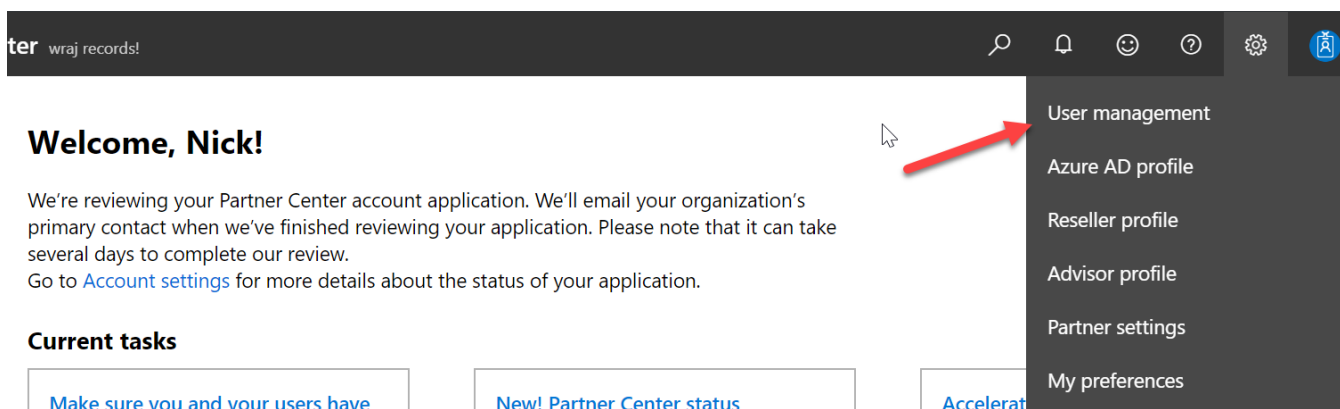
We need to make sure the global admin of the account has access to:

- The MPN Section for Competencies
- The Incentives section to view payments

#### 1. Login to [Partner Center](#) with a global admin account



#### 2. Click on the gear icon, then **User Management**





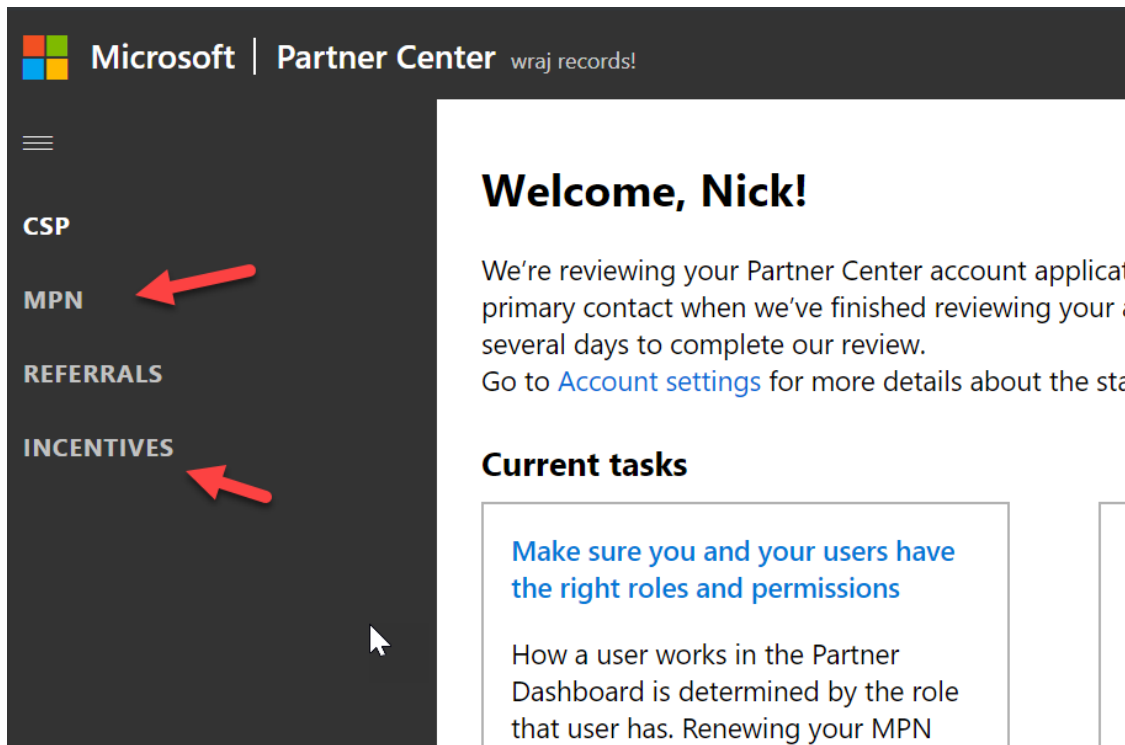
3. Search for the user you want to give the rights to. Most likely it will be the same user as global admin. Click on their name when you find them:

4. You can select all but at least checkmark the following:

Has full access to all administrative and Partner Center features

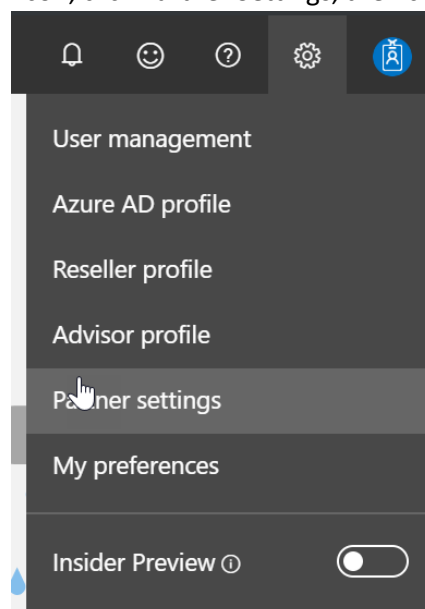
- Account admin**  
Can manage your organization's users and locations
- MPN partner admin**   
Can administer your organization's MPN relationship.
- Business profile admin**  
Manages the customer facing business profiles for your organization.
- Referrals admin**  
Engages with customers who submit requests through your organization's business profile.
- Assists your customers as**  
Admin agent   
Has access to all Partner Center features
- Manages your organization's incentives for one or more locations**   
Select how this user manages incentives for your organization's locations.
  - Entire organization
  - Incentive administrator
  - Incentive user
  - Not an incentive user
  - One or more locations listed below

- You will need to logout and back in for these changes to take effect. When you sign in again you will now see the MPN tab and the Incentive Tab. **\*\*NOTE\*\*** these can take up to an hour to propagate

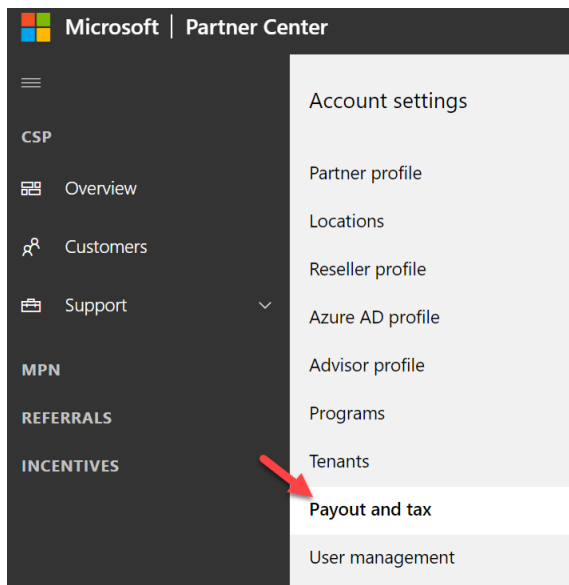


## Part 2: Update your Payout and Tax information

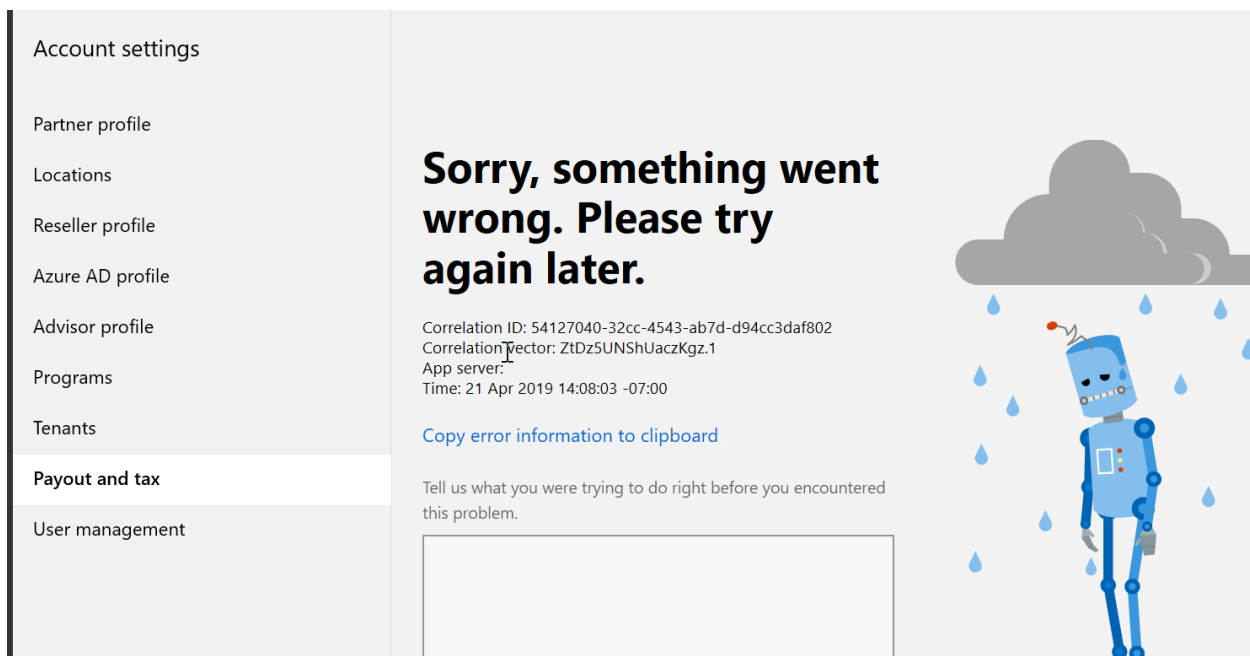
- Under the gear icon, click Partner Settings, then click payout and tax on the left:



If you do not see this tab, then refer to Part 1:



- Here you can update your tax and ACH payment information to make sure you get paid on a monthly basis. If you see the below error, take a screenshot and submit a support request to Microsoft under the Support section



## Part 3: View your Competencies

1. In Partner Center, expand MPN and select competencies:

**Microsoft | Partner Center** wraj records!

**Competencies**

[Competency performance report](#) [Download report](#)

Your network membership entitles you to one or more additional membership benefits packages. Your company can qualify to buy membership upgrades by meeting silver or gold requirements in one or more of these corresponding partner competencies.

[Learn more about Silver and Gold memberships and benefits](#)

**Your status**  
Microsoft Partner Network Member

As of 14-Feb-2019 ISV competency is no longer available for enrollment or renewal. Check out all competencies available to your company.

**In progress (5)** At risk (0) Met (0) Not started (13) All (19)

Name	Silver requirement status	Gold requirement status	Competency level
<a href="#">Cloud Platform</a>	In progress	In progress	Not achieved

2. You can expand the competencies to see what you have completed:

### Your status

Microsoft Partner Network Member

As of 14-Feb-2019 ISV competency is no longer available for enrollment or renewal. Check out all competencies available to your company.

**In progress (5)** At risk (0) Met (0) Not started (13) All (19)

Name	Silver requirement status	Gold requirement status	Competency level
<a href="#">Cloud Platform</a>	In progress	In progress	Not achieved
This competency features 4 attainment option(s). Complete the requirements for any option to achieve silver or gold for this competency.			
<a href="#">Azure Consumption option</a>	1 of 2 complete	0 of 2 complete	
<a href="#">Hosting option</a>	0 of 1 complete	0 of 1 complete	
<a href="#">Distributor option</a>	Not Started	Not Started	
<a href="#">Learning option</a>	Not Started	Not Started	

3. You can view the requirements on these pages, as well as see relevant progress items on the competency:

## Small and Midmarket Cloud Solutions

**Competency level**  
**Not achieved**

The Small and Midmarket Cloud Solutions competency helps you to create your brand as a partner specialized in selling and deploying Office 365 solutions to small and mid-sized businesses.

Next Steps [O365 Services option](#)

The Office 365 Services option is ideal for partners that sell and provide Office 365 services for their customers. Complete all the steps within the option to attain the Small and Midmarket Cloud Solutions competency.

### Summary of your company's performance in previous 12 months

Relevant net new customers acquired - 1

[View Details](#)

**Silver** (0 of 1 completed)

1 Your company must meet the performance thresholds.

- You must increase your customer base by 4 new Office 365 customers within the previous 12 months\*

**Gold** (0 of 2 completed)

1 Your company must meet the performance thresholds

- You must increase your customer base by 25 new Office 365 customers within the previous 12 months\*

Next Steps [O365 Services option](#)

The Office 365 Services option is ideal for partners that sell and provide Office 365 services for their customers. Complete all the steps within the option to attain the Small and Midmarket Cloud Solutions competency.

### Summary of your company's performance in previous 12 months

Relevant net new customers acquired - 1

[Hide Details](#)

Customer tenant ID	Customer name	Customer status in previous 12 months	Net new customer count
972bbfbe-b87c-46f3-90df-48ae61dcf566	ADAM'S FRANTIC TEST	New customer acquired	1
b61cf565-d3dc-4af4-b758-6b78b7ff0a27	WRAJ RECORDS!	Existing customer retained	0

- If you meet a Silver or Gold Competency, you can click on the Membership offers tab to pay the fee to finish the enrollment into the program:

**Microsoft | Partner Center** wraj records!

**MPN**

- Overview
- Membership offers** (highlighted with a red arrow)
- Competencies
- Programs
- Software assurance
- Benefits
- Analyze

**Your status**  
Microsoft Partner Network Member

As of 14-Feb-2019 ISV competency is no longer available for

**In progress (5)**   At risk (0)   Met (0)   Not started (13)

Name	Silver
Cloud Platform	In p
This competency features 4 attainment option(s). Comp	
Azure Consumption option	1 of
Hosting option	0 of
Distributor option	Not
Learning option	Not
Cloud Productivity	In p

**Microsoft Action Pack Subscription**

Action Pack is an affordable yearly subscription to software, support, and benefits for businesses that want to begin, build, and grow their Microsoft practice in the cloud-first, mobile-first world. [Learn more](#) about benefit kits.

\$475.00 [Subscribe](#)

**Offers you need to qualify for / Upcoming offers**

**Silver membership**

Silver membership entitles you to valuable benefits, including additional software licenses, subscriptions, and credits for internal use.

\$1,670.00 [Learn more](#)

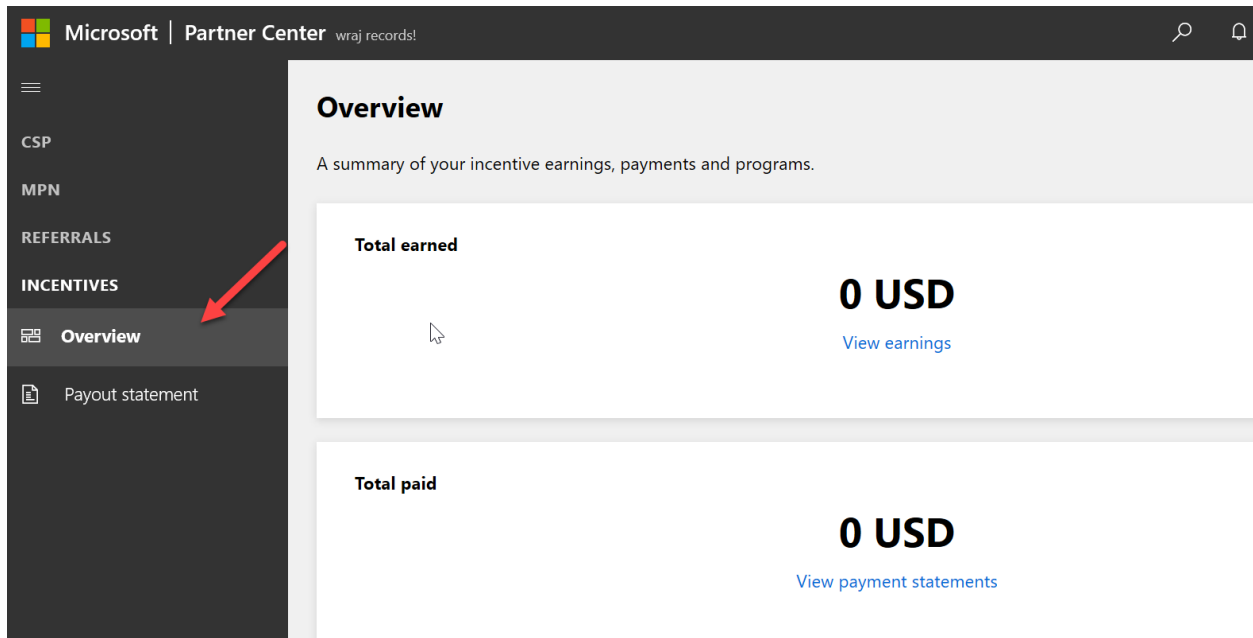
**Gold membership**

Gold membership entitles you to valuable benefits, including even more software licenses, subscriptions, and credits for internal use.

\$4,730.00 [Learn more](#)

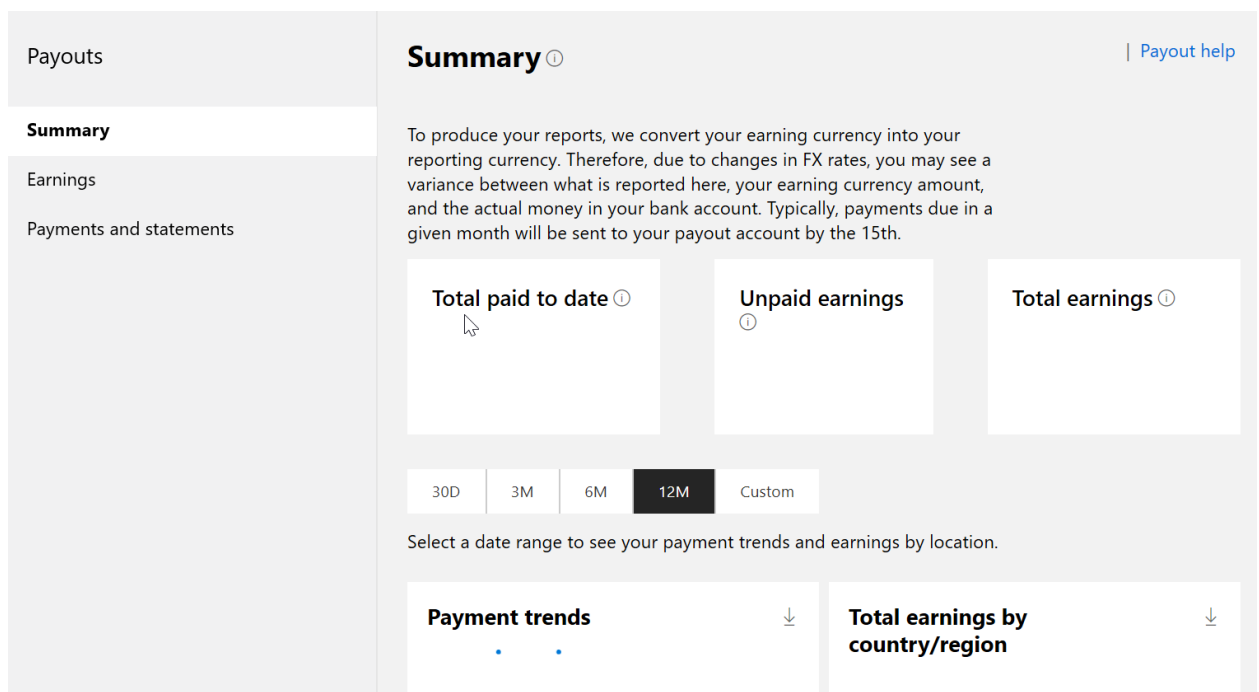
## Part 4: Viewing Payouts

1. In Partner Center, expand the incentives tab and select overview to view your earnings:



The screenshot shows the Microsoft Partner Center interface. On the left, a dark sidebar contains navigation options: CSP, MPN, REFERRALS, INCENTIVES, Overview (highlighted with a red arrow), and Payout statement. The main content area is titled 'Overview' and includes a sub-header 'A summary of your incentive earnings, payments and programs.' Below this, there are two summary cards: 'Total earned' showing '0 USD' with a 'View earnings' link, and 'Total paid' showing '0 USD' with a 'View payment statements' link.

2. Click view earnings to get a more detailed breakdown:

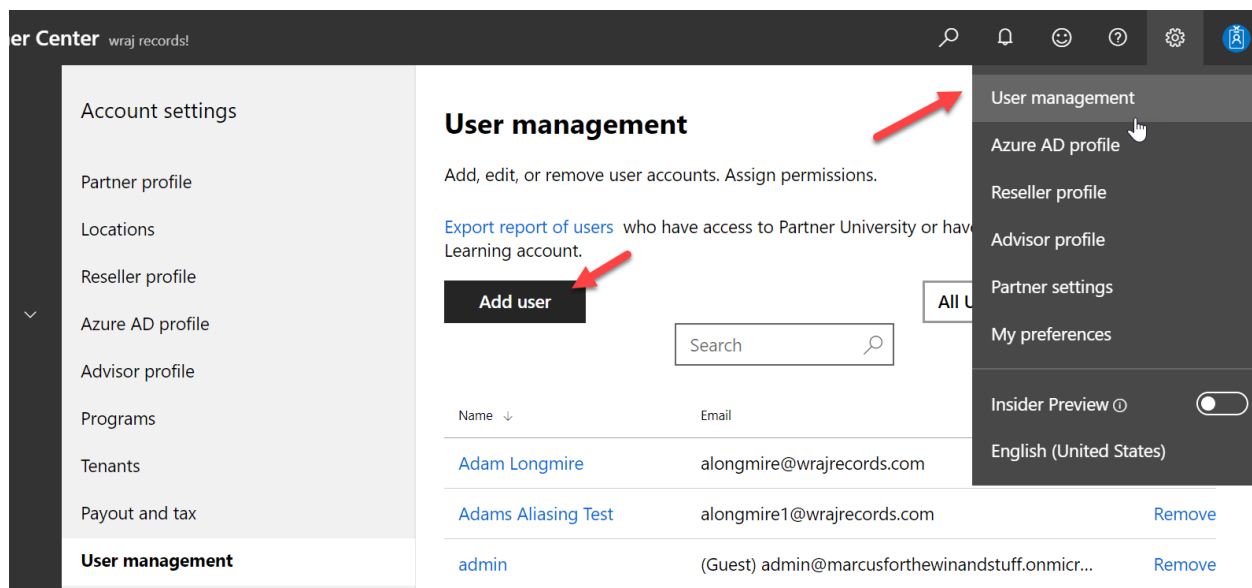


The screenshot shows the 'Summary' page for Payouts. The left sidebar has 'Payouts' selected, with sub-items 'Summary', 'Earnings', and 'Payments and statements'. The main content area is titled 'Summary' and includes a 'Payout help' link. A paragraph explains that reports are converted to the reporting currency. Below this are three summary cards: 'Total paid to date', 'Unpaid earnings', and 'Total earnings'. A date range selector is set to '12M' (12 months), with other options being '30D', '3M', '6M', and 'Custom'. Below the selector, there are two charts: 'Payment trends' and 'Total earnings by country/region', both with expandable arrows.

## Get your employees connected to complete skill-based goals

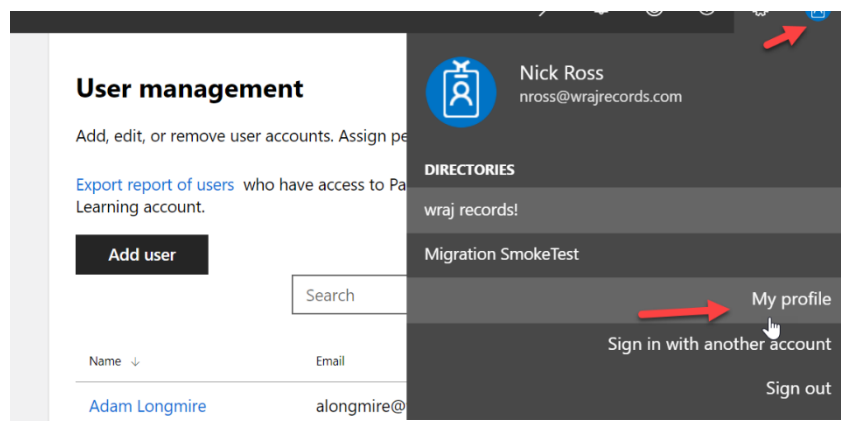
1. Add user accounts for the employees in your organization. From the [Partner Center](#), go to **Account settings > Add user**.

After the user accounts are created, we'll send them a new user name and password, and will prompt you to download a log file which contains info to help reset the user name and password as needed. You can also [set up the user accounts so they can reset the passwords by themselves](#).



2. Ask the employees in your organization to sign in and associate their Microsoft account (MSA) to their user account. (From the [Partner Center](#), go to **My Profile**.) Employees can use the same or different MSAs to associate their Microsoft technical exams and certifications and their accounts through Microsoft Partner University.

**\*NOTE\*** this is a Microsoft account, not an office365 account. Think gmail, Hotmail, live, etc.





## Your learning

### Microsoft training & assessments ⓘ

Connect a Microsoft Account to access Microsoft training and assessments through Partner University.

Get Partner University access

### Microsoft exams and certifications ⓘ

Associate a Microsoft account that you have used to complete exams and certifications through Microsoft Learning so that we can give credit to your organization.

Associate Microsoft Learning account

3. **Wait 24 hours** after an employee has associated their account or completed a skill-based goal. After this time, the progress displays in the **Competencies** section.

Note, employees can only associate these to one organization at a time. Once they associate achievements to your organization, they'll sever any previous organization account associations.

Likewise, when employees leave your organization, you may need other employees to achieve the skill-based goals in order to [maintain your membership](#) at the same level.

## Conclusion

I hope this article provided you some targeted guidance on the Microsoft Competency programs. Any feedback to improve your experience would be greatly appreciated. I would also like to hear if there is more content that you would like to see in this guide. Any feedback can be sent to my email below:

[Msp4msps@tminus365.com](mailto:Msp4msps@tminus365.com)

