

2026 Microsoft Partner of the Year Awards

Award Guidelines



This year's award guidelines for
partners

Self-nominate using award application
submission tool

Tool opens on June 1, 2026 and closes on July 7, 2026

<https://aka.ms/POTYA>

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Introduction

The Microsoft Partner of the Year Awards recognize outstanding achievements, innovation, and impact across our global and diverse partner ecosystem. These awards celebrate partners who are delivering meaningful customer outcomes through solutions built on Microsoft technologies. We encourage partners of varying sizes, industries, and geographies to submit nominations and showcase their success.

The awards highlight partner excellence across cloud, AI, and industry innovation, while also recognizing the entrepreneurial spirit and the critical role partners play in driving customer transformation. Categories span solution areas, industries, and social impact, with Country and Region awards honoring partners delivering exceptional results at the local and regional level. Across award categories, winners are recognized for their high-impact solutions and services.

Our partner ecosystem plays a vital role in delivering value to customers and communities worldwide—through innovative, secure, and scalable solutions. As we look to 2026, we are especially focused on recognizing partners who are leveraging AI, data, and cloud technologies to drive measurable business outcomes, accelerate digital transformation, and create inclusive economic opportunity. We remain committed to celebrating partners who prioritize security, trust, sustainability, and accessibility—empowering every person and organization to achieve more.

Each year, we evolve our awards offerings to present opportunities for partners to showcase their innovations built using new or recently announced technologies. As is true with every year, we look forward to receiving your nomination and are excited to celebrate another year of incredible partner innovations.

Before preparing to nominate, please review the [Microsoft Partner of the Year Awards official rules](#).

Please continue to read on for details of what's new in this year's awards, important information on the benefits for award recipients and specific details of each award.

What's new for the 2026 awards:

- To strengthen submission relevance to award-specific criteria, each award submission will require an individual nomination. Review the FAQ for additional details.
- A Regional award tier has been introduced to recognize partner impact spanning multiple countries. Read more about these awards on page 66.
- Nomination content included outside of the 8,000-character limit (not including spaces) is considered supplemental, so it is recommended to include all details within the text submission field in the nomination tool.

How recognition as a winner or finalist can benefit your business

Award recognition elevates your brand and visibility. As a winner or finalist, you can:

- Unlock new and expanded customer opportunities
- Generate positive media and industry coverage
- Increase market awareness and credibility

2026 Microsoft Partner of the Year Award benefits include:

- Customized logos that allow you to showcase your company as an esteemed Microsoft partner
- Customized public relations templates to help promote your award status
- Recognition collateral to help celebrate your success
- Celebration and recognition around Microsoft Ignite

Start preparing your award nominations today!

Use this award guidelines document to preview the 2026 Microsoft Partner of the Year Awards, including eligibility requirements, to assist in preparing your entry before the submission window opens. The 2026 Microsoft Partner of the Year Awards submission tool opens on June 1, 2026, and closes at 6:00 P.M. Pacific Time on July 7, 2026. You can access the Awards submission tool [here](#). The deadline is firm, so please allow yourself plenty of time in case you encounter any issues.

Instructions for preparing award nominations

Prepare your 2026 Microsoft Partner of the Year Award nominations by following these four steps.

Step 1: Review the official award rules, frequently asked questions (FAQ), and guidance from judges on the [Partner of the Year Awards Website](#) 'Resources, Get tips, Get answers' section before selecting awards and preparing your nominations.

Step 2: Ensure that your organization is eligible for an award first by locating the award(s) that corresponds to your solution. Thoroughly read the award eligibility requirements section, and determine if your organization meets the criteria, which may include a specific Solutions Partner designation.

Step 3: After confirming eligibility and determining which award (s) to submit to, begin gathering content to address the Executive Summary (what judges will evaluate) section of the respective award. Please note that the submissions are limited to 8,000 characters (not including spaces), and nomination content included outside of the 8,000-character limit (not including spaces) is considered supplemental. We recommend that you have your submission final, edited, and ready to submit offline before you begin the upload process using the Awards Submission Tool.

Step 4: Submit your nominations via the awards submission tool that you can access on the [Partner of the Year Awards Website](#) when it opens June 1, 2026.

- All nominations must be submitted by July 7, 2026, at 6:00 P.M. Pacific Time. No extensions beyond will be granted.
- You may submit multiple award nominations via the awards submission application tool, but each must be submitted individually.
- Nominations must be written in US English.
- Improperly submitted nominations or incomplete nominations will not be judged.
- Upon submission of your nomination, it may also be entered for consideration in regional award programs.

Questions? Please send an email to the [Microsoft Partner of the Year Awards team](#) and allow 48 hours for a response.

Cloud & AI Platforms



Innovate with Azure AI Apps and Agents

Innovate with Azure AI Apps and Agents award recognizes a partner who has pushed the envelope in building an advanced AI solutions using Microsoft Foundry and has demonstrated its impact via a specific customer/use case. This award will recognize partners that have leveraged Microsoft Foundry model catalog and Microsoft Foundry services to develop and run AI-powered application on Azure platform. Submitted projects should showcase AI innovations, bringing intelligence from customer data, using advanced content safety features, and ensuring alignment of their AI solutions with Microsoft Cloud Adoption Framework (CAF) and Well Architected Framework (WAF) for AI.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must have achieved at least one of the following:
 - AI Platform on Microsoft Azure specialization
 - AI Apps on Microsoft Azure specialization
 - Certified software designation

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Include information such as: Please describe the specific benefits & business impact of your solution with quantifiable impact and/or ROI aligned to one or more of the four key opportunity areas to drive AI transformation: Enrich Employee Experiences, Reinvent Customer Engagement, Reshape Business Processes, and/or Bend the curve on Innovation. Demonstrate the value of Microsoft Foundry as AI platform delivering productivity gains and end user impact, and/or business process transformation.
- Upload or provide outside references or data sources if available that illustrate exceptional customer benefits & business impact and or partner approach to driving agentic AI transformation (links to published articles, case studies, videos, customer testimonials, etc.) related to your solution.
- Please outline if you developed repeatable IP or a reference architecture or approach, especially in regard to AI apps and Agents, that could be replicated across customer in a specific industry, across people in specific functional roles or other segments of customers to highlight the future potential of your solutions across new customers.
- Does the solution or service follow Responsible AI principles? Provide details. Does the solution go above and beyond in ensuring data privacy and customer safety? Describe how.



Migrate and Modernize Your Estate

The Migrate and Modernize Your Estate Partner of the Year Award recognizes a partner that excels in delivering outstanding solutions for accelerating customer migrations and application modernization projects to Azure with emphasis on workloads running on Windows Server and SQL Server and/or Linux and PostgreSQL, MySQL and Oracle databases, including VMware and SAP environments. The winning nomination will best demonstrate how a partner has helped their customer assess their existing environment, plan their migration and/or modernization of infrastructure, databases, and application workloads, while also accelerating adoption of Azure at scale and ultimately improving business results, increasing customer value, and helping companies to drive their business forward.

The solution will exemplify best practices in the following areas:

- Environment assessment of existing application(s), database(s) and infrastructure service(s), including Windows Server, SQL Server, Linux, PostgreSQL, MySQL, Oracle, VMWare and SAP
- Assessing the readiness of the application(s) and service(s) to migrate or modernize to Azure.
- Migrating/modernizing (using a scalable solution or methodology) to increase business agility and drive cost efficiencies.
- Leveraging Microsoft solutions (or equivalents) that strengthen cloud security posture such as Defender for Cloud.
- Leveraging Microsoft's data platform capabilities in Azure hybrid or public cloud scenarios to support mission critical applications (with a focus on high availability, performance, high scale or hybrid applications leveraging SQL Server, PostgreSQL, MySQL, Azure Arc and/or a set of Azure Data services).

Note: If your nomination focuses on a migration to Microsoft Fabric (Analytics/Data Warehousing/Azure Synapse), please consider submitting it instead to the Analytics Partner of the Year Award.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must have achieved at least one of the following:
 - A Solutions Partner designation by June 1, 2026.
 - An ISV with a certified software designation Specialization in Infra & Database Migration to Microsoft Azure and/or Migrate Enterprise Applications to Azure and/or Kubernetes on Microsoft Azure, or Azure Expert MSP.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- **The Solution:** Choose one migration and/or application modernization solution/project. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Include information such as:
 - Customer(s) name and/or other pertinent customer description (e.g., industry).

- What was the customer business problem?
- What value did your solution provide? (e.g., cost reduction, better data governance, higher performance, journey to the Cloud).
- **The Architecture:** What Microsoft Azure Cloud and AI services and technologies did you include in the project? Include all Microsoft products (with version) and technologies used. Special consideration for solutions/projects that include Infrastructure (e.g., Windows Server, Linux, AVS, SAP), Database (e.g., Azure SQL, Azure Database for PostgreSQL, Azure Database for MySQL, Oracle), and Security platform components (Defender for Cloud).
- **Please describe the specific benefits & business impact of your solution. Include information such as:**
 - How your solution impacted your customers' businesses (such as making them more competitive) and including return on investment (ROI) figures (cost reduction, increased productivity, etc.).
- **The scale:** Is this solution specific only to one particular customer or is it repeatable (to multiple customers) – providing a broader market impact?
 - What specific customer scenarios does your solution apply to?
 - Can the solution be applied to any other potential scenarios, and how?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Include named customer examples, providing key performance indicators of business impact as result of the solution implementation.



Unified Data Platform

The Unified Data Platform Partner of the Year Award recognizes partners that deliver Azure-based data, analytics, and business intelligence solutions. Candidates will have successfully deployed a production solution using one or more Microsoft Azure Analytics services (Microsoft Fabric, Azure OneLake, Power BI Premium, Azure Databricks, Azure Data Explorer, Azure Stream Analytics, Microsoft Purview) that demonstrates clear business value and helps customers solve a business problem. Solution architecture may use batch and/or streaming processing and should include data capture, curation, and consumption. Extra consideration for architectures showing integration with underlying databases. Submission must include quantitative representation (\$, %, #) of customer value outcomes.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Services (SI) Partners:
 - Must have earned the MAICPP designation: *Solutions Partner for Data & AI (Azure)*
 - Must hold either the *Analytics on Microsoft Azure* specialization or the *Datawarehouse Migration to Microsoft Azure* specialization
- Software (ISV/SDC) Partners:
 - Must have Certified Software Designation (Azure or Industry)
 - Qualifying offer/solution must be co-sell ready and leverage one or more of Microsoft's Azure Analytics services (Microsoft Fabric, Azure OneLake, Power BI Premium, Azure Databricks, Azure Data Explorer, Azure Stream Analytics, Microsoft Purview)
 - Qualifying offer can be public or private but must be published to the AppSource/Azure Marketplace with proprietary IP that represents the primary value of the solution. Preferred that offer is transactable.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- **The Solution:** Describe the specific customer scenario(s) and problem(s) solved by your solution. Include your customer’s business challenge or problem and provide examples of the “before vs. after” solution implementation scenarios. Include information such as:
 - Customer(s) name and any other pertinent customer details (industry, etc.).
 - Explain the customer’s business problem, including what type(s) of data was being collected/analyzed.
 - Describe the key benefits and business impact of your service/solution to the customer. You must quantify the business impact in specific, quantitative terms, such as number or percent of dollars/hours saved, amount of market share or pipeline gained, increase in number of customers reached, etc.
 - Explain why the customer chose Microsoft’s Data and Analytics services for their solution to this problem (business and technical perspective).
- **The Architecture:** Describe the Azure services (including version or SKU) and any other related technologies used. The solution architecture can incorporate batch and/or streaming data processing patterns, and should include the capture, curation, and consumption of data.
 - Note: The term “Data Platform” refers to the entire stack (from database to visualization), so extra consideration will be given to partners who are able to illustrate/describe how your solution integrates with underlying Azure databases.
- **The Scalability:** Explain whether this solution is specific to one customer or if it has broader market potential.
 - Provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.). These references do not need to be published externally.
- **The Value to you as a Partner:**
 - Explain how basing your solution on Microsoft’s technologies has helped position your organization for growth and eventual Frontier transformation.
 - Describe how it has helped you win against the competition in a customer situation from a technical and business perspective?

Security Awards



Data Security and Governance

The Data Security and Governance Partner of the Year Award recognizes partners that deliver measurable customer outcomes using the Microsoft Purview portfolio to secure and govern sensitive data so customers can confidently adopt AI. Winning partners demonstrate deep expertise in helping customers address data protection, insider, and AI-related data risk, and regulatory compliance challenges, building the data security and governance foundation customers need to safely adopt AI workloads such as Microsoft 365 Copilot and AI agents.

Strong entries will showcase multiple solutions from the Microsoft Purview portfolio working together,, including Data Security Posture Management, Information Protection, Insider Risk Management, Data Loss Prevention, and Data Lifecycle Management, to deliver a comprehensive approach to protect sensitive data, govern how it is access and used, and enable

AI workloads such as Microsoft 365 Copilot and AI agents.. We are particularly interested in solutions that extend beyond Microsoft 365, demonstrating how partners secure and govern data across multi-cloud environments using the Microsoft Purview ecosystem and broader Microsoft Security portfolio to accelerate safe, compliant AI adoption.

Submissions must include clear evidence of Microsoft Purview customer success, including advisory services, solution development, deployment, and ongoing managed services. Use of Microsoft programs such as Security Envisioning Workshops, Immersion Briefings, Solution Assessments, and End Customer Incentive Funding (ECIF) should be documented where applicable to show how customer engagement was accelerated.

Priority will be given to partners that demonstrate repeatable intellectual property, scalable go-to-market strategies, and end-to-end execution that drives lasting customer adoption and impact. Submissions eligible for public case study use may receive additional consideration. Please indicate if your submission can be shared publicly.

Eligibility

- Nominees must be a Microsoft partner member in good standing of the Microsoft AI Cloud Partner Program (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Partners must be enrolled as a Solution Partner for Security and have the Data Security Specialization

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- Describe the key business challenges your customer faced during Frontier transformation, including data security, compliance, and AI readiness gaps. Share a specific customer story that demonstrates how your organization's expertise helped address these challenges using Microsoft Purview solutions to establish the security and governance controls required for safe AI adoption. Clearly outline your role across the engagement, including how you assessed the customer's capabilities, built the business case and intent to adopt Microsoft Purview, developed an adoption and deployment roadmap, implemented and enabled key features, and delivered ongoing managed services to support long-term success.
- What measurable business outcomes did the customer achieve after deploying Microsoft Purview solutions? Highlight benefits such as reduced vendor complexity, cost savings, improved operational efficiency, enhanced data visibility, and stronger compliance and privacy posture, and accelerated, secure adoption of Microsoft 365 Copilot or other AI workloads. Wherever possible, include quantified results and support your response with proof points such as customer testimonials, published case studies, or articles that demonstrate impact and overall customer experience.
- Explain how your Microsoft Purview-based solution addressed customer challenges in ways that competing solutions could not. Describe the limitations of the prior or alternative solutions and how Microsoft Purview enabled you to differentiate—such as through unified capabilities, faster time to value, or improved integration. Clearly identify any competitors that were displaced and the factors that led to Microsoft Purview being selected.
- Outline your strategy to scale this solution across multiple customers. Describe your repeatable engagement model, including how you go beyond licensing transactions to deliver value through assessments, deployment services, and ongoing managed compliance services. Highlight any accelerators, industry-specific solutions, or automation investments that enable you to expand reach, drive consistent outcomes, and support long-term customer success.

Note: Microsoft recognizes that some customers are sensitive about disclosing their name, logo or brand when related to security, compliance and privacy projects. In these cases, please reference the industry and scale of the solution provided as a substitute.



Secure Access

The Secure Access Partner of the Year award recognizes partners that demonstrate exceptional expertise in helping customers understand and realize the value of identity first, agent aware security within the Microsoft ecosystem. These partners deliver innovative Microsoft Entra based solutions that secure identities, govern access, and enable Zero Trust across hybrid, multi cloud, and AI driven environments—driving measurable customer impact and high levels of satisfaction through validated success stories.

Winning partners showcase comprehensive identity and network access capabilities by protecting identities with Microsoft Entra ID, Conditional Access, and Identity Protection; governing access with Entra ID Governance and Permissions Management; and extending secure access everywhere with Verified ID, External ID, Workload ID, Internet Access, and Private Access. Together, these capabilities enable adaptive, risk-based access decisions for both human and non-human identities.

Partners are strongly encouraged to document if they have utilized either Pre or Post-sales Microsoft programs such as any Microsoft Partner Envisioning Workshops for Security, Immersion Briefings, Solution Assessment, or End Customer Incentive Funding (ECIF) to enable or accelerate customer conversations, resulting in a win or accelerated adoption.

This award ultimately honors partners driving adoption of the Microsoft Entra Suite through end-to-end customer engagements—from advisory and deployment through managed secure access services. Submissions should include validated customer case studies with measurable outcomes and indicate whether content can be publicly shared

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Partners must be enrolled as a Solution Partner for Security and Identity and Access Management Specialization.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- Describe the key business challenges your customer faced during digital transformation, including identity, network access, compliance, and AI readiness. Share a specific customer story that highlights how your organization leveraged Microsoft Entra and Microsoft 365 Security to achieve unified identity and network access goals. Clearly outline your role across the full lifecycle: assessing customer capabilities, advising on strategy, building intent for Microsoft Entra adoption, delivering a phased adoption and deployment roadmap, enabling key features, and providing ongoing managed security services.
- Detail the measurable business outcomes achieved after deploying Microsoft Entra solutions, including Identity Governance, Verified ID, ID Protection, Permissions Management, Internet Access, and Private

Access. Highlight benefits such as automated lifecycle workflows, AI-driven access reviews, improved visibility and control, reduced risk, and stronger compliance posture. Support your response with proof points including quantified metrics, customer testimonials, published case studies, or articles that demonstrate consistent, high-quality customer experiences.

- Explain how your Microsoft Entra–based solution addressed customer challenges more effectively than competitive alternatives. Identify limitations of prior or competing solutions (e.g., fragmentation, cost, lack of integration) and describe how Microsoft technologies enabled you to consolidate capabilities, accelerate time to value, and displace competitors with a more integrated, scalable, and Zero Trust–aligned approach.
- Describe how your solution can be scaled across multiple customers using a repeatable engagement model. Go beyond licensing to outline your advisory, deployment, and managed security services approach. Include how you leverage assessments, standardized roadmaps, automation, and industry-specific accelerators to deliver consistent outcomes and drive long-term customer value through ongoing identity and network access services.



Security

The Security Partner of the Year Award recognizes partners that deliver measurable customer outcomes through end-to-end, integrated security solutions across the Microsoft Security portfolio. Winning partners demonstrate the ability to design, deploy, and operate cohesive security programs that reduce complexity, strengthen cyber resilience, and accelerate Zero Trust adoption in hybrid, multi-cloud, and AI-driven environments.

Microsoft prioritizes helping customers build strong cyber foundations, and we value partners who unify identity, endpoints, applications, data, infrastructure, and network security into a single, integrated strategy. Leading partners go beyond point solutions—leveraging Microsoft Security capabilities such as Microsoft Defender XDR, Microsoft Sentinel, Microsoft Purview, Microsoft Defender for Cloud, and Azure Web Application Firewall to deliver holistic protection powered by shared intelligence and rich security signals, as well as incorporating AI-powered capabilities such as Microsoft Security Copilot, Security Copilot Agents, and Azure AI services to enhance detection, investigation, and response.

Ideal submissions highlight how partners operationalize Zero Trust across all six pillars—Identities, Devices, Data, Apps, Infrastructure, and Networks—while demonstrating how integrated detections, cross-domain correlation, automation, and orchestration improve threat detection and accelerate incident response. Strong entries also showcase differentiated managed security services built on Microsoft Defender XDR and Microsoft Sentinel, including continuous monitoring, automated response, and advanced security operations leveraging Microsoft Graph Security APIs, augmented with AI-driven investigation, natural-language querying, automated summarization, and guided response using Microsoft Security Copilot and custom AI agents.

We prioritize partners who demonstrate clear monetization and scale through repeatable managed security offerings, with measurable business outcomes such as reduced risk exposure, faster response times, and improved operational efficiency, including quantifiable improvements enabled by AI (e.g., reduced analyst workload, faster investigation times, improved detection fidelity, and enhanced decision-making through AI assistance). Submissions should include real customer success stories, validated Microsoft Security wins across Microsoft 365 Security and Security ACR, and evidence of deployment and ongoing management services.

Partners are strongly encouraged to document if they have utilized either Pre or Post-sales Microsoft programs such as any Microsoft Partner Envisioning Workshops for Security, Immersion Briefings, Solution Assessment, or End

Customer Incentive Funding (ECIF) to enable or accelerate customer conversations, resulting in a win or accelerated adoption. Participation in AI-focused initiatives and early adoption of Microsoft Security Copilot and agent extensibility are additional advantages

Above all, this award recognizes partners who deliver integrated, services-led security solutions that extend beyond licensing—combining advisory, deployment, and managed security services to help customers continuously improve their security posture and confidently adopt AI at scale, including establishing secure and governed AI usage (e.g., protecting AI workloads, securing copilots and agents, and implementing responsible AI and data protection controls).

Eligibility

- Nominees must be a [Microsoft partner](#) member in good standing of the Microsoft AI Cloud Partner Program (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Partners must be enrolled as a Solution Partner for Security and either the Cloud Security or Threat Protection Specialization

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- Describe the customer's key security challenges during digital transformation, including complexity, risk, and visibility gaps across Microsoft 365 and Azure environments, as well as emerging risks related to AI adoption (e.g., data exposure through AI tools, misuse of generative AI, or lack of governance for AI agents). Highlight a specific customer example and your organization's role in designing and delivering a Microsoft Security solution.
- Explain how you assessed customer capabilities, built the business case, and drove adoption of Microsoft Security technologies. Detail the adoption and deployment roadmap, including implemented solutions and ongoing managed security or SOC services, and describe how AI capabilities (e.g., Security Copilot, AI-driven automation, or custom AI agents) were integrated into the security operations model.
- Summarize measurable business outcomes achieved, such as reduced vendor complexity, cost savings, improved security posture, enhanced visibility, and faster threat detection and response. Include proof points with customer testimonials, case studies, or published articles, and explicitly quantify the impact of AI (e.g., reduction in MTTR, analyst productivity gains, improved incident triage accuracy, or automation rates).
- Describe how your Microsoft 365 and Azure Security solution addressed customer challenges compared to prior solutions, including competitors displaced, and why Microsoft was selected, including differentiation driven by AI capabilities such as Security Copilot, integrated AI insights, or AI-enhanced security workflows.
- Finally, outline how this solution is scalable across customers using a repeatable, services-led engagement model that goes beyond licensing to include advisory, deployment, and managed security services, and explain how AI capabilities are embedded into this model (e.g., reusable AI agents, standardized Copilot prompts/playbooks, or AI-powered SOC frameworks).

Note: Microsoft recognizes that some customers are sensitive about disclosing their name, logo or brand when related to Security projects. In these cases, please reference the industry and scale of the solution provided as a substitute.

AI Business Solutions



Agentic Business Operations with Business Central

The Microsoft Dynamics 365 Business Central Partner of the Year Award recognizes partners who drive transformative customer outcomes through innovative, AI-powered solutions on Dynamics 365 Business Central.

Winning submissions demonstrate how Business Central serves as the core platform, enhanced by Copilot and agentic AI capabilities—whether through automation, agent-driven implementations, or embedded AI-powered user experiences.

Strong entries highlight seamless integration across the Microsoft Cloud—including Microsoft 365, Power Platform, and Copilot Studio—to deliver connected, end-to-end business processes and differentiated customer value. Submissions should showcase measurable impact, including business outcomes, adoption, and customer satisfaction, as well as the partner’s ability to differentiate through innovation, and a compelling go-to-market approach. Microsoft Dynamics 365 Business Central apps (ISV) and services (SI) qualify for this award.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must have achieved at least one of the following:
 - Must have earned a Solution Partner designation in Business Applications and must have earned the Small and Midsize Business Management Specialization.
 - Solution is IP Co-sell eligible, published in Microsoft Marketplace and Partner participates in Microsoft ISV offers.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

1. Business Performance – Describe your Dynamics 365 Business Central business performance over the last 12 months. Make specific reference to some or all the following metrics:
 - a. Capacity & Capability: Talent acquisition growth, number or percentage of role based certified people, achievement of Business Applications specializations.
 - b. Usage: Year-over-year growth in monthly active usage, number of successful live deployments, number of implementations with Business Central Concierge alignment, customer satisfaction score.
 - c. Sales: Year-over-year license growth, length of sales cycle, number of customer adds/new logos.
2. Go To Market execution and scale - Describe how you go to market (for example, by industry/vertical, by customer segment, or by business process) and how you scale your efforts to drive customer success with your Microsoft Dynamics 365 Business Central solutions and services. Make specific reference to how you leverage Microsoft programs, assets, and initiatives in your go-to-market approach and how your offerings have been successful in winning against the competition from a technical and/or business perspective. Include any agentic capabilities or automations in your implementation or sales process that have helped you scale.
3. Customer Transformation and Impact – Demonstrate your go-to-market success by describing 2-3 customer

cases where you have provided transformative business growth in the last 12 months. Describe the business impact using key performance indicators from that transformation. Describe how you ensure long-term satisfaction and success of your customer using relevant metrics and/or cross solution area practices.

4. AI, Agents and Copilot - Describe how you use Microsoft AI, Agents and Microsoft Copilot offers to enhance and expand your solutions and services. Share with us how you are strengthening your go-to-market approach with Microsoft Copilot and Agents. Tell us what readiness activities you have taken within your organization and existing customers to effectively land Copilot and Agentic capabilities.



Agentic ERP

The Agentic ERP award recognizes partners who are transforming organizations to become autonomous in their finance and supply chain operations by building intelligent, AI-powered ERP solutions. These partners use Dynamics 365 ERP (Commerce, Finance, HR, Project Operations and/or Supply Chain) enhanced with agent capabilities and Copilot to move beyond the traditional ERP processes and deliver autonomous solutions that help customers mitigate risks and disruptions, drive revenue growth and build strong customer and vendor relationships.

Winning submissions will demonstrate how their solutions integrate across Microsoft Cloud platforms to streamline processes, improve decision making and enable users to achieve more.

Strong entries will show measurable customer business impact, such as financial accuracy and supply chain visibility along with a repeatable approach that can scale across customers and industries, and, measurable partner business and practice growth.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Solution Partner Designation for Business Applications
- FastTrack Portfolio with a minimum score of 75 ("Green") in at least one region (AMERICAS, APAC or EMEA) Nominees must have achieved at least one of the following:
 - Achieved Finance and/or Supply Chain Specialization
 - Delivered a minimum of \$1M in Dynamics ERP non-recurring revenue over the past 12 months (CSP and OSA)

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

Customer transformation and measurable impact

1. Describe the ERP engagement challenge you addressed, including the industry, scale, and users impacted, and why solving it mattered to the business.
2. Provide evidence of your measurable business outcomes, such as increased revenue, improved sales productivity, higher conversation rates, enhanced customer engagement, improved customer retention and upsell. Include metrics where possible.

Solution innovation and agentic capabilities

3. Explain the solution you built using Dynamics 365 ERP, including what makes it AI powered or agentic, for example improved financial accuracy, supply chain and manufacturing agility, warehouse optimization, persona/end-user productivity, etc. You may also describe what the was process before and after agents for the persona and how did it transform or make the process autonomous.

Adoption, governance and end-to-end transformation

4. Describe how you enabled adoption and long-term success, including change management, training, governance, and operating models. Provide evidence (at least one customer case from the last 12 months) of sustained usage, adoption, and ongoing business value. Preference will be on ERP competitor migration to Dynamics 365 ERP, not Dynamics on-prem to Dynamics 365 ERP.

Go-to-market execution and scale

5. Explain how your solution is differentiated and repeatable, including your go to market approach, alignment with Microsoft programs and priorities (for example for example ERP Accelerate and FastTrack Portfolio), and how the solution can scale across customers, industries, or geographies. Include evidence of business performance, such as customer growth, deployments, or usage expansion.



Agentic Sales & CRM

The Agentic Sales and Customer Relationship Management award recognizes partners who are transforming how organizations engage customers by building intelligent, AI-powered sales and customer experience solutions. These partners use Dynamics 365 Sales and Customer Insights, enhanced with agent capabilities and Copilot, to move beyond traditional automation and deliver adaptive, end-to-end customer journeys that drive revenue growth and stronger relationships.

Winning submissions demonstrate how solutions integrate across Microsoft Cloud platforms to streamline processes, improve decision-making, and enable more personalized and proactive engagement. Strong entries highlight measurable business impact, such as increased sales productivity, improved customer satisfaction, and faster time to value, along with a repeatable approach that can scale across customers and industries and demonstrate partner practice growth.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Solution Partner designation for Business Applications
- FastTrack Portfolio with a minimum score of 75 (“Green”) in at least one region (AMERICAS, APAC or EMEA)
- Nominees must have achieved at least one of the following:
 - Achieved the Dynamics 365 Sales specialization
 - Delivered a minimum of \$1M in Dynamics 365 Sales and Customer Insights (combined) non-recurring revenue over the past 12 months (CSP and OSA)

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

Customer transformation and measurable impact

1. Describe the sales or customer engagement challenge you addressed, including the industry, scale, and users impacted, and why solving it mattered to the business.
2. Provide evidence of measurable outcomes, such as increased revenue, improved sales productivity, higher conversion rates, enhanced customer engagement, or improved customer retention. Include customer-validated metrics where possible, along with measurable partner business impact and evidence of sustained practice growth and capability development.

Solution innovation and agentic capabilities

3. Explain the solution you built using Dynamics 365 Sales and Customer Insights, including what makes it AI powered or agentic (for example, intelligent recommendations, automated workflows, proactive engagement, or multi-step task execution), and how it transformed sales processes or customer journeys.

Adoption, governance, and end-to-end transformation

4. Describe how you enabled adoption and long term success, including change management, training, governance, and operating models. Provide evidence of sustained usage, seller adoption, and ongoing business value.

Go-to-market execution and scale

5. Explain how your solution is differentiated and repeatable, including your go-to-market approach, alignment with Microsoft programs and priorities, and how the solution can scale across customers, industries, or regions. Include evidence of business performance and practice growth, such as growth in customers, deployments, usage, or revenue associated with this solution.



Agentic Services & Contact Center

The Agentic Service and Contact Center award recognizes partners who are transforming customer service and support by building intelligent, AI-powered solutions that deliver more adaptive, efficient, and personalized experiences. These partners use Dynamics 365 Service and Contact Center capabilities, enhanced with agent-based solutions and Copilot, to move beyond traditional case management and automate complex service workflows across channels.

Winning submissions demonstrate how solutions integrate across Microsoft Cloud platforms to improve service quality, optimize operations, and enable more proactive and connected customer engagement. Strong entries highlight measurable business impact, such as faster resolution times, improved customer satisfaction, and reduced operational costs, along with a repeatable approach that can scale across customers and industries and demonstrate partner practice growth.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Solution Partner designation for Business Applications
- FastTrack Portfolio with a minimum score of 75 ("Green") in at least one region (AMERICAS, APAC, or EMEA)
- Nominees must have achieved at least one of the following:
 - Achieved the Dynamics 365 Service specialization
 - Delivered a minimum of \$1M in Dynamics Service and Contact Center non recurring revenue over the past 12 months

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

Customer transformation and measurable impact

1. Describe the customer challenge or service opportunity you addressed, including industry, scale, and users impacted, and why solving it mattered to the business.
2. Provide evidence of measurable outcomes you achieved, such as improvements in resolution time, service quality, customer satisfaction, operational efficiency, or cost reduction. Include customer-validated metrics where possible, along with measurable partner business impact and evidence of sustained practice growth and capability development.

Solution innovation and agentic capabilities

3. Explain the solution you built using Dynamics 365 service and contact center capabilities, including what makes it AI-powered or agentic (for example: automated workflows, intelligent routing, proactive service, or multi-step task execution), and how it transformed service operations or customer engagement.

Adoption, governance, and end-to-end transformation

4. Describe how you enabled adoption and long-term success, including change management, training, governance, and operational models. Provide evidence of sustained usage and business value over time.

Go-to-market execution and scale

5. Explain how your solution is differentiated and repeatable, including your go-to-market approach, alignment with Microsoft programs and priorities, and how the solution can scale across customers, industries, or regions. Include evidence of business performance and practice growth, such as growth in customers, deployments, usage, or revenue associated with this solution.



Cloud & AI Endpoints

The Cloud & AI Endpoints Partner of the Year Award recognizes partners with proven expertise in helping customers unlock AI-powered productivity through Windows 365, Azure Virtual Desktop, and Windows 11 Enterprise — positioning Windows 365 as the foundation for modern, cloud-delivered Windows experiences.

Award recipients design tailored, secure Windows endpoints across physical and virtual delivery models that accelerate AI adoption, support emerging agent-driven workflows, and meet each customer's unique business needs. They demonstrate significant impact by elevating end-user and admin experiences, strengthening cloud-based endpoint management and security posture, and helping customers consolidate vendors to reduce cost and complexity while preparing their workforce for the AI era. Strong nominations will make note of their practice growth across Windows 365 or Azure Virtual Desktop.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must have earned a Solution Partner designation in Modern Work or Infrastructure (Azure) and at least one of the following specializations:
 - Modern Work
 - Modernize Endpoints

- Infrastructure (Azure)
 - Microsoft Azure Virtual Desktop

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

Solution & Business Impact

Describe how your service or solution has helped your customers adapt to changing business and IT priorities:

- Has your service or solution helped customers adopt AI, migrate to the cloud, consolidate IT vendors, strengthen security postures, and support flexible work scenarios?
- Have your customers seen an acceleration in deploying Windows 365, Azure Virtual Desktop, Windows 11 Enterprise solutions in the last year because of your endpoint services portfolio?

Measurable Outcomes

Describe how your service or solution addressed the issue/opportunity above, including specific business impact created, which may include the following:

- Security and compliance enhancement, adoption acceleration, operational cost reduction, and/or business productivity improvements.
- Make specific reference to any features specific to Windows 365 portfolio of solutions, and optionally Azure Virtual Desktop, positioning Windows 365 as the secure gateway to AI and the foundation for modern, cloud-delivered Windows experiences.

Technology Leadership

Describe how you led with the Windows 365 portfolio of solutions, **including Windows 365 Enterprise, Frontline, Reserve, Link, Windows 365 for Agents, and optionally Azure Virtual Desktop**

- Highlight key scenarios:
 - Device, service, and infrastructure security
 - Simplified endpoint management
 - Modernizing Windows devices with Cloud PC solutions
 - Business continuity and disaster recovery
 - Secure, scalable, cloud based end user experiences

Customer Story & Execution

Provide a specific customer example with the following:

- Your customer's pain point, issue, and opportunity that you addressed (include specific details about the impact to the customer including number of users impacted, revenue, costs, user satisfaction, etc.).
- The customer outcome that was driven by your solution, supported by any metrics that can be provided (improved adoption rates, improved user satisfaction rates, decreased IT spend, etc.).
- The types of physical endpoints supported by your Microsoft Intune and Intune Suite solutions (desktops, laptops/notebooks, mobile devices, tablets, thin clients, etc.).
- The types of virtual endpoints supported by your Cloud and AI Endpoint solutions (Windows 365 Cloud PCs and optionally Azure Virtual Desktop VMs).
- The types of workers impacted by your solution (knowledge workers, frontline workers, temporary workers, etc.).

Co Sell & Microsoft Alignment

Which Microsoft programs & assets did you use to facilitate the customer journey?

- Examples might include Microsoft Cloud Accelerator Program, Customer Immersion Experience, MCI Build Intent programs, or FastTrack Ready Partner program.



Copilot & Agents at Work

1. Recognizes Microsoft Partners who help customers drive frontier firm transformation with Copilot and agents to achieve clear business goals.
2. Shows a clear link from customer challenge to outcomes, with the partner's approach across design, implementation, security and governance, and change management.
3. Applies Copilot and agents to high-value workflows and business processes, including partner-built applications or packaged industry solutions.
4. Proves measurable impact with customer evidence and metrics (for example: cycle-time reduction, cost savings, improved service quality, better decisions, higher satisfaction).
5. Best fit if you can demonstrate durable adoption and a repeatable approach that can scale beyond a single pilot.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
 - All listed eligibility requirements must have been achieved by May 22,2026.
 - Nominees must have achieved at least one of the following:
 - Must have earned Copilot Specialization
- OR**
- An ISV with a co-sell ready offer IP/ISV application leveraging any one of the Microsoft 365 Copilot.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- Submit one customer engagement that demonstrates frontier firm transformation delivered with Copilot and agents (including first party, agent builder, 3rd party, custom agents), tied to clear business goals.
- Customer challenge and goals: Summarize the customer's starting point, the business goals you aligned together, and why the scenario mattered.
- AI advisory and transformation plan: Explain how you advised the customer on vision and roadmap, aligned stakeholders, prioritized use cases, and defined business and adoption measures to guide delivery.
- Measured outcomes: Provide customer-validated results and metrics (for example: faster cycle times, cost savings, improved service quality, better decisions, or higher employee or customer satisfaction).
- Solution and delivery approach: Explain what you delivered (including any partner-built application or packaged industry solution) and how you executed across design, implementation, security and governance, compliance readiness, and change management to drive adoption.
 - Trust: Describe how you helped the customer identify and remediate security, governance, and compliance concerns, and how you addressed responsible use of artificial intelligence, data privacy, and customer safety.
 - End-user adoption and change management: Describe how you helped the customer drive usage at scale (for example: user readiness, training, communications, measurement, and establishing a customer Center of Excellence to sustain continuous improvement).
- Workflow transformation: Show how Copilot and agents were applied to high-value workflows or business processes, and how people use the solution in day-to-day work.
- Repeatability and scale: Describe the scalable GTM approach, reference architecture, or re-deployable software you built, and how it can scale beyond one customer engagement.

Supporting proof points: Include customer references or public evidence where possible (for example: a customer quote with name and role, before-and-after metrics, adoption or usage results, implementation architecture or process overview, security and governance approach, a published case study, testimonial video, blog post, or press mention).

Strong entries will show measurable customer business impact, driving frontier transformation along with a repeatable approach that can scale across customers and industries, and these contributing to measurable partner business and practice growth.



Low Code Agentic Apps

The Low Code Agentic Apps category recognizes partners redefining business solutions through AI driven automation and low code agentic apps innovation. These partners build intelligent applications and agents that don't just digitize work—they reason, act, and continuously adapt to real business needs. Their solutions move beyond static automation to deliver dynamic, governed, outcome driven experiences. Their solutions apps unlock new customer value, accelerate innovation, help customers to adopt the change through COE, and delivery fast impact across the enterprise. This award celebrates partners leading the shift to AI native, action-oriented applications—and invites you to showcase how your solutions are shaping the future of intelligent business operations.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must have achieved at least one of the following:
 - Intelligent Automation or Low Code Application Development**OR**
 - At least **one customer** with Copilot Studio Partner influenced revenue (CPOR, CSP) of **\$20,000** or more in TTM

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

The ideal partner of the year will share impactful:

Customer cases

1. Describe the customer(s) business need you set out to solve, who it impacted (industry, size, regions, users), and why solving it mattered.
2. Provide evidence of measurable customer outcomes, replacement of competitor, metrics, or value delivered (for example: productivity, cost, time-to-value, quality, risk reduction, customer satisfaction) and the customer's role in validating results.

Partner Solution

3. Explain what makes the solution powerful or agentic (for example: autonomous decisioning, orchestration, or multi-step task execution) and how it can be replicated or scaled to drive broader customer impact.
4. Describe the governance and Center of Excellence services you provide (for example: security,

controls, operating model, adoption playbooks, and change management) and how they accelerated adoption and safe scale.

Microsoft Cosell Execution

5. Describe how co-selling with Microsoft strengthened your offer and increased customer confidence.
6. Explain how you aligned your solution to Microsoft priorities, collaborated with Microsoft sellers to identify and qualify opportunities, and used Microsoft resources and programs to accelerate de sales cycle.
7. Highlight why the combination of Microsoft technology and your offering delivered a better technical and/or business outcome.



Secure AI Productivity

Award-winning partners will demonstrate how they delivered unique business value by helping customers adopt zero trust and management solutions through the M365 suite, including components like Entra ID and Intune. Nominations must include a specific customer example of workplace transformation enabled by one of these solutions. Successful submissions will present data-backed evidence showing how the partner's differentiated offerings addressed customer challenges, helped to reduce costs with vendor consolidation, and increased organizational AI readiness with zero trust foundations and data security. The focus should remain on the customer's journey, clearly linking their challenges to measurable outcomes and future AI readiness.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must have earned a Solution Partner Designation in Modern Work or Security in at least one of the following specializations:
 - Modern Work
 - Modernize Endpoints
 - Security
 - Identity and Access Management

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

Solution & Approach:

Describe the scope of your Secure AI Productivity offerings including Microsoft 365 E3, Intune, Entra ID, and Business Premium:

- What services do you provide to customers?
- How do these services position you uniquely relative to other partners?
- How did you drive the Frontier Firm narrative through Microsoft 365 E3 or Business Premium features?

Qualitative Customer Benefits:

Which Microsoft programs & assets did you use to facilitate the customer journey?

- Examples might include Microsoft Cloud Accelerator Program, Customer Immersion Experience, MCI Build Intent programs, or FastTrack Ready Partner program.

Customer Story & Execution:

Provide a specific customer example with the following:

- Customer’s pain point, issue, and opportunity that you addressed (include specific details about the impact to the customer including number of users impacted, revenue, costs, user satisfaction, etc.).
- The customer outcome that was driven by your solution, supported by any metrics that can be provided (improved adoption rates, improved user satisfaction rates, decreased IT spend, etc.).
- The types of endpoints supported by your solution (desktops, laptops/notebooks, mobile devices, tablets, servers, virtual infrastructure, etc.).
- The types of workers impacted by your solution (knowledge workers, frontline workers, temporary workers, etc.).
- The introduction of Secure AI foundation to the customer (Intune, Entra ID, Purview enablement or deployment)

Measurable Business Impact:

Describe how your service or solution addressed the issue/opportunity above, including specific business impact created and practice growth, which may include the following:

- Security and compliance enhancement, adoption acceleration, operational cost reduction, and/or business productivity improvements.
- Make specific reference to any features specific to Microsoft 365 E3 or Business Premium services and apps and alignment to Microsoft priorities such as deploying Copilots on every device, achieving AI design wins, securing the cyber foundation, executing M365 core functionalities, and driving migrations.

Enablement & Proof Points:

Describe how your service or solution has helped your customers adapt to changing business and IT priorities: Has your service or solution helped customers adopt AI, migrate to the cloud, consolidate IT vendors, strengthen security postures, and support flexible work scenarios?

Industry Awards



Defense & Intelligence

The 2026 Microsoft Defense & Intelligence Partner of the Year Award recognizes a partner organization that demonstrates outstanding delivery of mission focused, innovative, and differentiated solutions built on Microsoft platforms and technologies for Defense and Intelligence customers. Winning partners show clear industry leadership by translating Microsoft technologies into real operational value for defense and national security missions.

Award recipients will demonstrate deep domain expertise in the Defense and Intelligence sector, delivering high impact, customer validated, and repeatable solutions that address the complex operational, security, and mission challenges faced by government customers. Successful partners will also exhibit strong business performance and leadership through consistent growth in new customer adoption and revenue generated through Microsoft’s latest cloud, AI, and security capabilities.

Partners considered for this award should also show strong engagement with Microsoft and the Microsoft AI Cloud Partner Program, effectively co selling, co innovating, and building pipeline through Microsoft’s partner ecosystem. Evidence of scalable offerings, differentiated intellectual property, and the successful deployment of Microsoft technologies across Defense and Intelligence organizations will be key indicators of excellence.

The ideal Defense and Intelligence partner of the year will share impactful customer cases that:

- Provide evidence of customer impact.
- Are publicly available as go-to-market assets.

- Demonstrate a differentiated customer value proposition.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All eligibility requirements must have been met by June 1, 2026.
- Must have earned a Solutions Partner designation (channel and SI partners) or have a Certified Software designation (ISVs)
- Innovative use of Microsoft AI capabilities (eg, Copilot, Agentic AI, Fabric, Foundry) to transform business processes and outcomes
- A case study or reference story about the challenge and solution

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

Mission Impact & Customer Value

- Clear demonstration that the partner's solution delivered **tangible mission outcomes** for Defense or Intelligence customers. Impact should relate to operational effectiveness, decision advantage, resilience, or security outcomes.
- Quantified results (e.g., mission outcomes, performance improvements, cost or time savings), customer validation, and clear explanation of the operational problem solved.

Innovation Using Microsoft Technologies

- Evidence that the partner delivered **innovative or differentiated solutions** using Microsoft platforms (Azure, AI, data, security, or other Microsoft technologies). Judges should see clear added value beyond standard deployments.
- Description of architecture, Microsoft technologies used, and partner developed IP or integration approach. Explanation of how Microsoft capabilities enabled new or improved mission outcomes.

Defense & Intelligence Domain Expertise

- Demonstrated **deep understanding of Defense and Intelligence environments**, including mission realities, security constraints, and operational requirements
- Examples of deployments addressing sector specific needs (e.g., mission systems, classified or sensitive environments, operational resilience). Customer validation of sector expertise.

Scale, Repeatability, & Business Growth

- Evidence the solution is **scalable, repeatable, and commercially successful** across Defense or national security customers.
- Number of deployments, reference customers, revenue or pipeline growth, and evidence of a repeatable solution or platform approach.

Microsoft Partnership & Ecosystem Engagement

- Clear demonstration of **partnership with Microsoft** through co innovation, co sell, and engagement with the Microsoft AI Cloud Partner Program.
- Evidence of joint selling, Microsoft partner designations/solutions, co-developed solutions, Go To Market collaboration, or ecosystem partnerships that expanded reach or impact.



The Education Partner of the Year Award recognizes partners who have delivered measurable, mission-level impact for education customers — transforming how institutions serve faculty, staff and students across either Higher Education, K12 or both.

A winning submission tells a compelling story: an education institution that adopted a Microsoft-powered solution to achieve tangible outcomes such as: improved teaching and learning delivery, improved access and/or equity to education, greater operational efficiency, or student/faculty experiences meaningfully improved through technology.

Great entries will demonstrate deep education domain expertise paired with Microsoft's artificial intelligence and cloud capabilities, showing lasting operational or institutional academic transformation for the audiences they serve. Exceptional entries will also show that the approach is working at scale — realizing growth or expansion across multiple stakeholders, customers, or use cases, and demonstrating a repeatable, market-validated solution.

While not required, partners that can show skilling or enablement activities alongside their solution implementation will be reviewed more closely.

If your work is helping academic institutions deliver better outcomes for the audiences they serve, and your solution is built on Microsoft technology, this award is designed for you.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- **Not required but preferred:** Submitting Partner must have at least one public or private offer deployed to Azure Marketplace. (Preferred criteria: Marketplace offerings should be Co-Sell Ready with Microsoft and scalable across customers and geographies).
- Nominees must have earned a Solution Partner Designation (Channel & SI partners) or at least one Certified Software Designation (ISVs). (Any Designation is acceptable)
- Submission must clearly articulate service/solution delivery to an Education customer in one of the following areas:
 - Higher Education
 - K12 Institution or System
 - Or both of above
- Profiled Solutions or Services must include an Artificial Intelligence Component.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- Customer mission and project/problem statement: Which Education customer(s) (K12, Higher Education) did you support? How did you align with their strategic plan? What specific project and problem statement did they task you with?
- Service/Solution Delivery: What Solution or Services built on Microsoft's platform did you deliver to address the customer(s) problem statement? What made your solution innovative, differentiated, and impactful for the customer?
- Integration of Microsoft Technology: Which specific Microsoft Technologies were used in developing your solution and addressing the customers problem? How were they used in your solution to make it most impactful? How did the overall solution increase customer adoption and usage of Microsoft technologies?

- Application of Microsoft AI: What Microsoft AI products or capabilities did you leverage in your solution? e.g. Microsoft Copilots (M365 Copilot, D365 Sales/Service Copilot, Github Copilot); Microsoft Agents & App Development (Copilot Agents, Copilot studio); Microsoft AI Platforms & Models (Azure AI Foundry, Azure AI Studio; Azure AI Services).
- Customer outcomes and mission impact: What measurable impact was delivered for the customer(s)? What tangible Mission outcomes (improved access to education services, greater operational efficiency, teaching or learning or other academic experiences meaningfully improved, etc.) were achieved? What supporting evidence can you share (published articles, case studies, videos, analyst references, or customer testimonials)?
- Repeatability and scale: Is this solution a one-off solution, or is it repeatable/expandable to other education customers, departments, or use cases? Is it already being expanded, adopted, or deployed elsewhere? What is the potential to create new use cases or scenarios for education customers?



Energy and Resources

The Energy & Resources Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to Energy & Resources companies (oil & gas, power & utilities, and mining companies). A successful submission for this award will be focused on specific Energy Industry use cases and will demonstrate the partner's industry knowledge and expertise – we are not looking for generic IT solutions or services. The solution/services must fit into one of these groupings: Subsurface Characterization, Power & Utilities Operations, Security & Compliance, Sustainability & Emissions Management, Field Service & Safety, Intelligent Asset Management, Customer Experience, Support Services, Supply, and Trading, or GIS. The strongest submissions will be those that show how AI is enabling businesses to generate value – not merely from efficiency, but from making better decisions and changing how the business operates.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Must have earned a Solutions Partner designation (channel and SI partners) or have a Certified Software designation (ISVs)

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

Describe the customer use case that you are helping to enable (using the categories below). What specific domain problem are you solving for? (Use Case Groupings: Subsurface Characterization, Power & Utilities Operations, Security & Compliance, Sustainability & Emissions Management, Field Service & Safety, Intelligent Asset Management, Customer Experience, Support Services, Supply, and Trading, or GIS).

Describe the results of your efforts. What was the resulting impact on the customer's business? Feel free to upload supporting material.

How did AI help solve the problem. What value was generated from AI?

Please provide at least two customer references where the solution/services were implemented. (please enter customer references in the designated section in the tool, under the executive summary upload section).

Which Microsoft technologies are leveraged by your solution or services? How did the use of Microsoft technology improve the solution? How does your solution increase Azure consumption and Microsoft revenue?



Financial Services

The **Financial Services Partner of the Year Award** recognizes a partner that has delivered a high-impact, innovative solution built on Microsoft technology to drive measurable business outcomes for financial services customers. Submissions should demonstrate transformation across banking, insurance, or capital markets, with clear linkage to customer impact and Microsoft cloud adoption—key judging priorities for Partner of the Year awards. This award places particular emphasis on solutions that leverage **intelligent agents and multi-agent orchestration** to automate decisions, streamline complex processes, and augment how work is performed across the enterprise. Priority use cases include, but are not limited to, financial crime, payments, lending, customer service, claims, underwriting, risk and compliance, advisory, research and analytics, transforming the office of the CFO, and marketing effectiveness. Submissions should go beyond generic IT implementations and demonstrate differentiated, industry-specific innovation.

- **SaaS Partners:**

Exemplary submissions highlight solutions that are **co-sell ready with Microsoft**, transactable through the **Microsoft commercial marketplace**, and architected to scale across customers, geographies, and use cases.

- **Services-Led Partners:**

Exemplary submissions demonstrate how the partner **designed, integrated, and delivered** solutions on Microsoft's platform to drive measurable outcomes, accelerate cloud and AI adoption, and enable sustained business transformation.

A winning entry clearly articulates a compelling **customer story**, ideally supported by a **demo video** showcasing the solution in action. Submissions must demonstrate **quantifiable business impact**—such as improved revenue or margins, reduced operational costs, faster decision-making, or increased employee productivity—enabled through AI- and agent-driven workflows, as measurable outcomes are a primary differentiator in award evaluations.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees that have earned a Solutions Partner designation (channel and SI partners) or have a Certified Software designation (ISVs) will be preferred. For FY27, CSD will be a requirement for ISVs.
- Demonstrate differentiated and impactful use of Microsoft AI capabilities (e.g., Copilot, Azure AI, Fabric, Foundry) to transform business processes and deliver measurable outcomes for Financial Services customers.
- Submission must include a **customer case study or reference architecture**, along with a **demo video** showcasing the solution or service in action. Clearly articulate the measurable business impact delivered. Solutions developed through **co-sell collaboration with Microsoft sales teams** are strongly preferred.
- The reference customer must operate within the **Financial Services industry**, with the nominated solution deployed on **Microsoft Azure**. The customer should ideally be **referenceable by Microsoft** if the partner is selected as a finalist or winner.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- **Customer Problem Statement & Outcomes:**
Clearly articulate the industry (banking, capital markets, insurance) customer challenge addressed, including the business context and pain points. Quantify the impact delivered through your solution (e.g., revenue growth, cost savings, operational efficiency, productivity improvements, or reduced time to value), ensuring outcomes are measurable and customer-centric.
- **Service / Solution Delivery:**
Describe the solution or services built on Microsoft's platform that address the customer problem. Highlight what differentiates your approach—such as innovation, domain specificity, integration depth, or speed to deployment—and how it delivers meaningful business value to the customer.
- **Integration of Microsoft Technology:**
Identify the Microsoft technologies used and explain how they were applied within your solution architecture. Emphasize how these technologies enhanced solution performance, drove customer adoption, and accelerated usage of Microsoft technologies.
- **Application of Microsoft AI:**
Detail the Microsoft AI capabilities leveraged (e.g., Microsoft Copilot, Azure AI, Fabric, Foundry) and how they were embedded into the solution. Focus on how AI directly contributed to improved business outcomes, user experience, or automation at scale.
- **Customer Evidence / Case Studies / Demo Videos of the Solution:**
Provide verifiable proof points demonstrating success, such as published case studies, customer testimonials, analyst validation, demo videos of the solution, or references. Ensure evidence clearly links to measurable outcomes and customer satisfaction.
- **Repeatability & Scale:**
Explain the scalability of the solution across additional financial services customers, business units, or use cases. Highlight its repeatability, potential for broader industry disruption, and ability to create new scenarios or business models in financial services.



Gaming

The Gaming Partner of the Year Award recognizes partners driving industry transformation in gaming through Microsoft Copilot, agentic workflows, secure AI, and Intelligence (IQ) layer adoption. Winning partners demonstrate how they help gaming customers become **Frontier Firms**—pairing human expertise with AI agents for real-time intelligence, automation, and continuous optimization—with measurable Return on Intelligence and sustained growth on the Microsoft cloud platform.

FY26 winning submissions must demonstrate leadership across five priorities:

- **Frontier Firm AI Transformation** that moves customers beyond pilots to operating-model change
- **Scaled Copilot adoption** driving productivity and experience gains
- **Agentic workflows** that automate and optimize content, network, and business operations
- **Microsoft IQ layer alignment** leveraging Fabric IQ, Foundry IQ, and Work IQ with Azure AI, Copilot Studio, and/or Dynamics 365
- **Security-by-design** using Microsoft Security, Purview, Identity, and Zero Trust for responsible AI and compliance.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026
- Nominees must have earned a Solutions Partner designation (channel and SI partners) and confirm at least one relevant Microsoft specialization (for SI partners)
- Preference for Certified Software Designation (for ISV / SDC partners). For FY27, CSD will be a requirement.
- Be participating in the ISV / SDC Success Program (where applicable)
- Have a public or private offer deployed to Microsoft Marketplace (transactable offers are preferred)
- Provide (or indicate willingness to develop) a case study or reference story describing the solution, services, or transformation delivered

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

Submissions are evaluated on industry relevance, customer impact, and Microsoft-aligned growth.

Judges will assess the depth and quality of your responses across the five criteria given below. For Gaming, the winning solution should address at least one of the four industry pillars –

- **AI Integration:** Leveraging AI to enhance gaming experiences, improve LiveOps and accelerate content pipelines, drive operational efficiency and game dev productivity, and foster innovation
- **Responsible Gaming:** Promoting responsible gaming practices and ensuring compliance with regulations (age verification, child safety, loot-box / gambling rules, platform certification)
- **User Experience:** Enhancing user experience through personalized and immersive gaming environments, increasing user satisfaction and player safety with responsible gaming practices (anti-cheat/moderation)
- **Community Building:** Strengthening gaming communities and fostering social connections

Submissions that include publicly referenceable customer outcomes, reusable solution IP, strong co-sell and marketplace engagement, and demonstrated ROI are preferred.

Where possible, include supporting documentation and customer references (one 3-page PDF) that can be shared publicly if selected as a finalist or winner.

To ensure your nomination can be effectively evaluated against judging criteria, please address each of the following prompts thoroughly and with specific, quantified evidence wherever possible:

1. Customer Impact and Business Outcomes

Describe a gaming customer engagement where your solution delivered measurable value. Summarize the customer challenge/opportunity and the outcomes achieved, including quantified before-and-after results where possible (e.g., Daily Average Users (DAU)/Monthly Average Users (MAU), retention or churn mitigation, Average revenue per DAU/Average revenue per MAU, time-to-market, productivity). Explain how the customer now operates better and note whether the story is publicly referenceable.

2. AI, Copilot, and Agentic Innovation

Explain how your solution uses Microsoft Copilot, agentic workflows, and/or advanced AI to transform gaming processes. Describe how you moved from pilots to production (autonomous agents embedded in workloads,

operating models, or monetization). Summarize your AI architecture and what differentiates it, including specific agent-based or Agent365-orchestrated examples and measurable impact.

3. Microsoft Platform Alignment and Intelligence Layer Integration

Explain how your solution uses Microsoft IQ layers (Fabric IQ, Foundry IQ, and/or Work IQ) with Azure AI, Copilot Studio, Dynamics 365, and other Microsoft services to deliver unified, actionable intelligence. Describe how you use the full Microsoft stack to unify data, analytics, AI, and decisioning, and how the platform drives scalability, differentiation, and competitive advantage.

4. Security, Trust, and Responsible AI

Describe how your solution builds in security by design (Microsoft Security, Purview, Identity, and/or Zero Trust) to meet gaming compliance, data protection, and resilience needs. Explain how responsible AI (transparency, fairness, governance) builds trust and supports regulatory compliance and provide examples of security/compliance outcomes. Finally, show how security is integrated into your AI and data architecture—not added on.

5. Repeatability, Scale, and Go-to-Market Execution

Show that your solution is a repeatable, scalable offering with clear market potential. Summarize your go-to-market approach (reusable accelerators, proprietary IP, or industry templates that speed time-to-value), your marketplace and co-sell track record, and how you partnered with Microsoft field teams to generate pipeline and wins. Provide ROI evidence for customers and your business and describe the broader industry impact.



Government

The Government Partner of the Year Award recognizes partners who have delivered measurable, mission-level impact for government customers — transforming how agencies serve citizens across public safety and justice; public tax, finance, and budget management; public health and social services; public transportation and infrastructure management; or other government operations.

A winning submission tells a compelling story: a government organization that adopted a Microsoft-powered solution to achieve tangible outcome – faster service delivery, improved access to critical services, greater operational efficiency, or lives meaningfully improved through technology.

Great entries will demonstrate deep government domain expertise paired with Microsoft's artificial intelligence and cloud capabilities, showing lasting operational or policy transformation for the agencies they serve. Exceptional entries will also show that the approach is working at scale — realizing growth or expansion across multiple stakeholders, customers, or use cases, and demonstrating a repeatable, market-validated solution.

If your work is helping government agencies deliver better outcomes for the people they serve, and your solution is built on Microsoft technology, this award is designed for you.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Must have at least one public or private offer deployed to Azure Marketplace. (Preferred criteria: Marketplace offerings should be Co-Sell Ready with Microsoft and scalable across customers and geographies).

- Must have earned a Solution Partner designation (Channel & SI partners) or at least one Certified Software Designation (ISVs). (Any Designation is acceptable).
- Submission must clearly articulate service/solution delivery to a Government customer in one of the following areas:
 - Public Safety & Justice
 - Public Tax, Finance & Budget/Revenue Management
 - Public Health & Social Services
 - Public Transportation & Infrastructure
 - Other Government Operations
- Profiled Solutions or Services must include an Artificial Intelligence Component

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- **Customer mission and project/problem statement:** What Government customer(s) (agency, department, or organization) did you support? What is their public mandate and mission? What specific project and problem statement did they task you with?
- **Service/Solution Delivery:** What Solution or Services built on Microsoft's platform did you deliver to address the customer(s) problem statement? What made your solution innovative, differentiated, and impactful for the customer?
- **Integration of Microsoft Technology:** Which specific Microsoft Technologies were used in developing your solution and addressing the customers problem? How were they used in your solution to make it most impactful? How did the overall solution increase customer adoption and usage of Microsoft technologies?
- **Application of Microsoft AI:** What Microsoft AI products or capabilities did you leverage in your solution? e.g. Microsoft Copilots (M365 Copilot, D365 Sales/Service Copilot, Github Copilot); Microsoft Agents & App Development (Copilot Agents, Copilot studio); Microsoft AI Platforms & Models (Azure AI Foundry, Azure AI Studio; Azure AI Services).
- **Customer outcomes and mission impact:** What measurable impact was delivered for the customer(s)? What tangible Mission outcomes (e.g. faster service delivery, improved access to services, greater operational efficiency, lives or government experiences meaningfully improved, etc.) were achieved? What supporting evidence can you share (published articles, case studies, videos, analyst references, or customer testimonials)?
- **Repeatability and scale:** Is this solution a one-off solution, or is it repeatable/expandable to other government customers, departments, or use cases? Is it already being expanded, adopted, or deployed elsewhere? What is the potential to create new use cases or scenarios for Government customers?



Healthcare and Life Sciences

The Health and Life Sciences Partner of the Year Award recognizes a Microsoft partner that delivers outstanding services or innovative solutions for healthcare providers, payors, pharmaceutical and life sciences organizations, and medical device (medtech) companies. Winning submissions demonstrate measurable customer impact—improving

patient outcomes and experiences, accelerating research, strengthening security and compliance, and driving operational efficiency—using Microsoft cloud, data, and AI capabilities.

- Exemplary **SaaS partner** submissions demonstrate a differentiated, cloud-native solution built on Microsoft technologies that addresses a clear Health and Life Sciences industry need and delivers measurable customer outcomes. Strong submissions show evidence of scale and repeatability across customers or regions, with the solution actively deployed and adopted in production environments. Leading SaaS partners also demonstrate marketplace readiness—such as a transactable Microsoft commercial marketplace offer—and co-sell readiness, including alignment with Microsoft sellers and documented customer wins. Partners may optionally describe how AI capabilities, copilots, or agents are embedded in the solution to support customers on their journey toward an AI-first operating model.
- Exemplary **Services partner** submissions demonstrate a repeatable services approach that delivers measurable outcomes for Health and Life Sciences customers using Microsoft cloud, data, security, and AI technologies. Strong submissions highlight deep industry expertise, including regulatory awareness, interoperability considerations, and responsible use of data and AI. Leading services partners show clear before-and-after customer impact, strong collaboration with Microsoft sellers through joint delivery or co-sell motions, and an ability to scale proven methodologies across customers and regions. Partners may optionally describe how their services help customers adopt AI capabilities, including copilots or AI agents, as part of an AI-first operating model.

Submissions should show a clear, repeatable approach that can scale across customers and regions, and strong collaboration with Microsoft to bring the solution to market. Partners may optionally describe how their solution helps customers progress toward an AI-first operating model (sometimes called a “Frontier Firm”), including the use of copilots or AI agents.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Preference for earned Solutions Partner designation (channel and SI partners) or Certified Software designation (ISVs). For FY27, CSD will be a requirement.
- Nominees must have a public or private solution (IP/SaaS) or services offering that is implemented successfully. Solutions should be listed in Microsoft commercial marketplace (AppSource or Azure Marketplace) when applicable.
- Provide at least one **Health and Life Sciences** customer case study, testimonial, or reference demonstrating measurable outcomes delivered within the **past 12 months**, with the solution or services deployed on Azure. Customers must consent to being referenced by Microsoft if selected as a finalist or winner.
- Each partner should submit only **one (1) nomination per Partner ID** for this category. If more than one nomination is submitted under the same Partner ID, one will be selected for judging, and the others may be disqualified.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- **Customer challenge and solution:** Identify one or more health and life sciences customers you supported in the past 12 months. Describe the business challenge, your solution or services approach, and how Microsoft technology was used end-to-end.

- **Measurable impact:** Provide quantified outcomes (before/after where possible), including clinical, operational, financial, research, or experience measures. Clearly state what changed and why it matters. Provide supporting evidence of customer success, such as published articles, case studies, videos, analyst references, or customer testimonials demonstrating satisfaction and outcomes.
- **Innovation and differentiation:** Explain what is unique about your approach to the industry. Articulate the market impact of your solution or services, including availability, scalability across regions and/or health verticals.
- **Scale and repeatability:** Describe how the solution is repeatable and scalable across customers, regions, or in one or more industry verticals:
 - Provider
 - Payor
 - Pharma & Life Sciences
 - Medical Devices (medtech)Include evidence of market traction and a clear path to broader adoption.
- **Collaboration with Microsoft and technology adoption:** Describe how you worked with Microsoft to bring the solution to customers (for example: co-selling, marketplace motion, joint marketing). List the key Microsoft products and services used (for example: Azure, data and AI services, security, business applications, Microsoft 365, and copilots). Optionally include AI agent maturity as context.
- **Customer References:** Enter customer references directly in the designated section of the submission tool under the executive summary upload



Manufacturing & Mobility

The Manufacturing & Mobility Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to Manufacturing & Mobility customers—which include industrial equipment, aerospace, farm equipment, high tech & electronics, semiconductor, chemicals, agriculture, automotive, transportation, logistics, travel, and hospitality organizations.

The successful submission for this award will demonstrate industry knowledge, expertise, and thought leadership, as well as consistent, high-quality, predictable service or solutions to Manufacturing & Mobility customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging the latest Microsoft technology as their solution platform.

Preferred Qualifications

- The winning solution should address at least one of the four Industry Pillars for Manufacturing & Mobility: Enable Intelligent Plants/Factories, Resilient Supply Chain, Unlock Innovation/Digital Engineering, or Modernize Customer Experience.
- The winning solution should include integration with key Microsoft technologies relevant to Manufacturing & Mobility, including any of the following: Adaptive Cloud, Microsoft Fabric, Copilots, Azure Foundry, and/or Azure AI.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must have achieved at least one of the following:
 - Must have an IP Co-sell eligible solution **and** Partner participates in Marketplace Rewards.

- Partner has at least 1 solution with certified software designation.
- Must have earned any of the six Solution Partner designations.
- Have a public or private offer deployed to Marketplace. Recommended and preferred: the offer is transactable.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- Describe the problem your solution/service solved for customer(s). Identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.
- Describe how the use of Microsoft technologies in your solution or service enabled the customer's transformation from a technical and business perspective – in what ways has your solution helped your customers embark on a journey driving tangible digital transformation outcomes in their Industry.
- Is your solution or service specific to one particular Manufacturing & Mobility customer, or does it have broad market potential/adoption?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Indicate which—and how—Microsoft technologies are leveraged by your solution or services. (Business Applications, Modern Work, Security, Digital & App Innovation, Infrastructure as well as Data & AI).



Nonprofit

The Nonprofit Partner of the Year Award recognizes a partner that delivers innovative services or cloud solutions built on Microsoft technologies that help nonprofit organizations address mission challenges and achieve measurable impact. Partners should demonstrate how they use modern Microsoft capabilities—including AI and Copilot where applicable—to enable purpose-driven digital transformation for nonprofits. If your nonprofit solution achieved measurable impact using Microsoft technologies, you should apply.

The Nonprofit Partner of the Year drives purpose-driven digital transformation that enables nonprofits to move faster, reduce costs, and aid people; whether globally or locally. Nonprofits are on the front lines of today's biggest societal issues, and need all the support they can get. Technology presents a tremendous opportunity to help them solve some of their toughest challenges.

Strong nominations show clear, measurable outcomes for nonprofit customers (e.g., operational efficiency, program delivery improvements, supporter engagement, or service expansion). Submissions should reflect scalable impact and credible evidence of customer success.

Preferred Qualifications

Demonstrate Nonprofit Industry Expertise

- **Share customer success:**
 - Customer reference: must be an existing, qualified nonprofit organization – according to Microsoft's [eligibility requirements](#) – and be willing to be referenced by Microsoft if partner is selected as a finalist/winner.
 - Provide named customers, measurable outcomes, testimonials and KPIs showcasing nonprofit organizational impact

- Microsoft partner must have a public facing (current) website with nonprofit specific solutions and/or services in market.
- Measurable and proven societal impact by implementing the solution and/or service and quantifiable and proven impact within the nonprofit organization.

Preferred Qualifications

Demonstrate Nonprofit Industry Expertise

- Share customer success:
 - Customer reference: must be an existing, qualified nonprofit organization – according to Microsoft’s eligibility requirements – and be willing to be referenced by Microsoft if partner is selected as a finalist/winner.
 - Provide named customers, measurable outcomes, testimonials and KPIs showcasing nonprofit organizational impact.
- Microsoft partner must have a public facing (current) website with nonprofit specific solutions and/or services in market.
- Measurable and proven societal impact by implementing the solution and/or service and quantifiable and proven impact within the nonprofit organization.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Each partner should submit only one nomination per Partner ID for this category.
 - If more than one nomination is submitted under the same Partner ID, we will randomly select one to be judged, and the rest will be disqualified.
- Partner Type Eligibility
- ISV partners must have an IP Co-sell eligible solution **and**
 - Partner participates in Microsoft ISV offers (e.g., Marketplace Rewards, ISV ACR Growth, Marketplace Transact & Grow) **or**
 - Partner has at least 1 solution with certified software designation
 - Services (SI), CSP Direct, Indirect Resellers, Small and Medium-sized Businesses (SMBs) must have earned a Solution Partner designation in any of the six solution areas.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

1. **Mission + customer impact:** What nonprofit mission challenge was addressed, and what measurable outcomes were achieved (before/after, KPIs, scale)?
2. **Use of Microsoft technology:** Which Microsoft technologies were used (including AI/Copilot where relevant) and how did they materially enable outcomes?
3. **Solution quality and repeatability:** Is the solution/service repeatable and scalable across the nonprofit sector, and what evidence supports its maturity (deployments, adoption, marketplace/offer presence if applicable)?
4. **Customer proof + permission:** Provide credible customer evidence (case studies, references, testimonials) and confirm permission for any customers referenced.
5. **Partner leadership and commitment:** What demonstrates sustained nonprofit commitment (public

statements, nonprofit-focused practice, and/or demonstrable business results tied to nonprofit customer success)?



Retail & Consumer Goods

The Retail and Consumer Goods Partner of the Year Award recognizes a partner that has delivered a high-impact solution built on Microsoft's platform to drive meaningful outcomes for customers in this industry. This award places particular emphasis on solutions that use intelligent agents and agentic workflows to automate decisions, orchestrate processes, and augment how people in this industry work.

- For **SaaS partners**, exemplary submissions highlight solutions that are co-sell ready with Microsoft, available for transaction through the Microsoft commercial marketplace, and designed to scale across customers and geographies.
- Exemplary submissions from **services-led partners** demonstrate how the partner designed, integrated and delivered solutions on Microsoft's platform to drive measurable business outcomes, accelerate adoption, and enable long-term transformation.

A winning entry clearly demonstrates measurable customer impact, such as faster decision-making, improved revenue or margin performance, reduced operational complexity, or increased employee productivity enabled by agent-led workflows.

Preferred Qualifications

- The winning solution should address at least one of the four specialized practices for Retail & Consumer Goods:
 - Marketing and Customer Experience
 - Merchandising, Sales and Revenue Growth
 - Supply Chain, Manufacturing and R&D
 - People, Stores & Service
- The winning solution should include integration with key Microsoft technologies relevant to Retail & Consumer Goods, including any of the following: Microsoft 365, Dynamics 365, Microsoft Fabric, Copilots, Azure Foundry, and/or Azure AI.

Eligibility

- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must be a [Microsoft partner](#) registered in the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Nominees must have achieved at least one of the following:
 - Must have an IP Co-sell eligible solution **and** Partner participates in Marketplace Rewards.
 - Preference for Certified Software Designation (for ISV / SDC partners). For FY27, CSD will be a requirement.
 - Must have earned any of the six Solution Partner designations.
- Have a public or private offer deployed to Marketplace. Recommended and preferred: the offer is transactable.
- A case study or reference story about the solution, work or services provided is required, along with articulation of the business impact delivered. Achievement of this reference through co-selling collaboration with Microsoft sales teams is also preferred.

- The reference customer must operate in the Retail or Consumer Goods industry, with nominated partner solution(s) deployed on Azure – and ideally be willing to be referenced by Microsoft if selected as a finalist/winner.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000-character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- Explain how your solution or service, built on Microsoft’s platform, helped retail or consumer goods customers achieve measurable business outcomes, including how intelligent agents or agent driven workflows improved decisions, efficiency, or competitive advantage.
- Clearly describe the customer problem you addressed, showing before and after comparisons and quantifiable results such as revenue impact, cost reduction, productivity gains, or speed to value.
- Indicate whether your solution is tailored to a specific customer or vertical, or designed for repeatable, broad market adoption.
- Provide supporting evidence of customer success, such as published articles, case studies, videos, analyst references, or customer testimonials demonstrating satisfaction and outcomes.
- Describe which Microsoft technologies your solution uses and how, including data and AI capabilities, application and infrastructure services, modern workplace experiences, or business applications, with emphasis on embedded AI and agent driven scenarios.
- Explain how your solution increased customer adoption and usage of Microsoft’s platform and technologies.
- Articulate the market impact of your solution, including availability, scalability, monetization approach, and potential to disrupt or create new retail or consumer goods scenarios.
- Enter customer references directly in the designated section of the submission tool under the executive summary upload.



Telecommunications & Media

Recognizes Microsoft partners driving industry transformation in telecommunications and media through Microsoft Copilot, agentic workflows, secure AI, and Intelligence (IQ) layer adoption. Winning partners demonstrate how they help customers become **Frontier Firms**—pairing human expertise with AI agents for real-time intelligence, automation, and continuous optimization—with measurable Return on Intelligence and sustained growth on the Microsoft cloud platform.

FY26 winning submissions must demonstrate leadership across five priorities: **Frontier Firm AI Transformation** that moves customers beyond pilots to operating-model change; **scaled Copilot adoption** driving productivity and experience gains; **agentic workflows** that automate and optimize content, network, and business operations; **Microsoft IQ layer alignment** leveraging Fabric IQ, Foundry IQ, and Work IQ with Azure AI, Copilot Studio, and Dynamics 365; and **security-by-design** using Microsoft Security, Purview, Identity, and Zero Trust for responsible AI and compliance.

Preferred Qualifications

Industry Pillar Alignment

Telco

- Grow Beyond Connectivity — New AI-driven revenue beyond commoditized connectivity
- Personalize Customer Experiences — AI-powered care, engagement, and employee productivity
- Secure & Automate Operations — Unified data, AI automation, and integrated security across

- BSS/OSS
- Optimize with Autonomous Networks — Self-healing, self-optimizing networks with Zero Trust

Media

- Optimize Operations — Streamlined end-to-end media workflows across the full supply chain
- Empower Content Creators — AI-driven tools for scalable, intelligent content creation
- Unlock Monetization — Audience intelligence enabling personalized experiences and new revenue streams

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Must have earned a Solutions Partner designation (channel and SI partners) and confirm at least one relevant Microsoft specialization (for SI partners)
- Preference for Certified Software Designation (for ISV / SDC partners). For FY27, CSD will be a requirement.
- Be participating in the ISV / SDC Success Program (where applicable).
- Have a public or private offer deployed to Microsoft Marketplace (transactable offers are preferred).
- Provide (or indicate willingness to develop) a case study or reference story describing the solution, services, or transformation delivered.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

Submissions are evaluated on industry relevance, customer impact, and Microsoft-aligned growth.

Judges will assess the depth and quality of your responses across six criteria: customer impact and measurable outcomes; AI, Copilot, and agentic innovation; alignment to Microsoft's Intelligence and Trust platform; security, trust, and responsible AI; repeatability, scale, and market impact; and win-win-win value creation for customer, partner, and Microsoft. Submissions that include publicly referenceable customer outcomes, reusable solution IP, strong co-sell and marketplace engagement, and demonstrated ROI are preferred.

Where possible, include supporting documentation and customer references (one 3-page PDF) that can be shared publicly if selected as a finalist or winner.

To ensure your nomination can be effectively evaluated against judging criteria, please address each of the following prompts thoroughly and with specific, quantified evidence wherever possible:

1. Customer Impact and Business Outcomes

Describe a telco or media customer engagement where your solution delivered measurable value. Summarize the customer challenge/opportunity and the outcomes achieved, including quantified before-and-after results where possible (e.g., cost, revenue, time-to-market, productivity, customer satisfaction). Explain how the customer now operates better, and note whether the story is publicly referenceable.

2. AI, Copilot, and Agentic Innovation

Explain how your solution uses Microsoft Copilot, agentic workflows, and/or advanced AI to transform telco and/or media processes. Describe how you moved from pilots to production (autonomous agents embedded in workloads, operating models, or monetization). Summarize your AI architecture and what differentiates it, including specific agent-based or Agent365-orchestrated examples and measurable impact.

3. Microsoft Platform Alignment and Intelligence Layer Integration

Explain how your solution uses Microsoft IQ layers (Fabric IQ, Foundry IQ, and/or Work IQ) with Azure AI, Copilot Studio, Dynamics 365, and other Microsoft services to deliver unified, actionable intelligence. Describe how you use the full Microsoft stack to unify data, analytics, AI, and decisioning, and how the platform drives scalability, differentiation, and competitive advantage.

4. Security, Trust, and Responsible AI

Describe how your solution builds in security by design (Microsoft Security, Purview, Identity, and/or Zero Trust) to meet telco/media compliance, data protection, and resilience needs. Explain how responsible AI (transparency, fairness, governance) builds trust and supports regulatory compliance and provide examples of security/compliance outcomes. Finally, show how security is integrated into your AI and data architecture—not added on.

5. Repeatability, Scale, and Go-to-Market Execution

Show that your solution is a repeatable, scalable offering with clear market potential. Summarize your go-to-market approach (reusable accelerators, proprietary IP, or industry templates that speed time-to-value), your marketplace and co-sell track record, and how you partnered with Microsoft field teams to generate pipeline and wins. Provide ROI evidence for customers and your business and describe the broader industry impact.

Partner Innovation Awards



Commercial Device Channel

The Commercial Device Channel Partner of the Year Award recognizes a partner that delivered exceptional impact by accelerating commercial device growth, driving refresh and modernization, and helping customers realize more value from Microsoft's commercial platform through Copilot+ PCs, AI-powered devices, Windows 11, Surface, and partner OEM portfolios.

The winner stands out through scaled execution across distribution, reseller, specialist, SMB, and enterprise co-sell—converting Microsoft innovation into measurable outcomes through demand creation, pipeline growth, deal conversion, platform attach, and sustained customer adoption. The award reflects partners that operate as a true extension of Microsoft's commercial device strategy, consistently delivering growth, challenging us to raise the bar and deliver sustained customer and ecosystem impact.

Preferred Qualifications

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- Commercial Device Channel participation: Must be an active Distributor or Reseller driving commercial device business across one or more of the following routes to market: Distribution, Reseller, SMB channel, Specialist channel, Enterprise and co-sell motions

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

Device Growth & Share

Delivers measurable growth and share gains in Windows devices, with clear contribution from Copilot+ PC and AI adoption through partner-led demand generation and clear articulation of customer value. Supported by quantifiable demand generation, pipeline creation, envisioning workshops and conversion impact.

Refresh, Modernization & Installed Base Movement

Drives customer device refresh and modernization of the installed base by successful conversion of Windows 10 End of Support opportunities and moving aging fleets to Windows 11 while expanding attach of Microsoft 365, Windows 365, security, and management solutions.

AI + Copilot+ PC Adoption

Accelerates adoption of Copilot+ PCs and AI-enabled devices by translating on-device AI value into customer use cases, pilots, and scaled deployments, demonstrating measurable impact on adoption and usage. Supported by Copilot+ PC impact.

SMB Scale & Enterprise Co-Sell Impact

Delivers measurable impact by scaling SMB coverage through the channel and driving co-sell success in managed with measurable improvements in pipeline, conversion, and growth.

(Distributors Only) Scaled, Disciplined Channel Execution

Orchestrates a high-performing ecosystem that scales demand, accelerates partner readiness, and drives consistent execution across routes to market via DMPs. Supported by reach, frequency yield across the channel.



Device

The Device Partner of the Year Award recognizes an Original Equipment Manufacturer (OEM) that delivers outstanding impact across the Windows device ecosystem, bringing innovative, AI powered Windows devices to market at scale and driving measurable customer and business outcomes.

This award celebrates OEM partners that operate as a trusted extension of Microsoft's Windows & Devices strategy - translating platform innovation into differentiated hardware portfolios, accelerating adoption of Windows 11 and Copilot+ PCs, and delivering secure, modern device experiences across consumer and commercial segments. Winning partners demonstrate strong execution across product design, launch excellence, go to market alignment, and ecosystem leadership, while contributing to sustainable growth and platform momentum.

Eligibility

- Be an active Microsoft Device Partner (OEM manufacturer) producing Windows devices.
- Demonstrate verifiable Windows device sales activity within the eligibility period.
- Provide clear, outcome-based evidence of performance, execution, and impact.
- Comply with all Microsoft Partner of the Year Awards program requirements.
- All listed eligibility requirements must have been met by June 1, 2026.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

1. Windows Device Growth & Platform Impact

- Meaningful contribution to Windows device growth, share gains, or category expansion.
- Acceleration of Windows 11 adoption and platform momentum.
- Evidence of successful device refresh or upgrade motions, particularly tied to Win10 end of support dynamics.

2. AI Powered Device Innovation

- Delivery of AI first device experiences, including Copilot+ PCs or differentiated AI capabilities.
- Innovation in hardware, silicon, or design that unlocks new customer value with Windows.
- Clear articulation of how AI features translate into adoption or customer benefit.

3. Go to Market & Execution Excellence

- Strong execution across launch readiness, supply, marketing, and in market activation.
- Effective alignment with Microsoft field, channel, or ecosystem motions.
- Examples of scalable execution across regions, segments, or partner channels.

4. Customer & Ecosystem Outcomes

- Demonstrated customer impact, such as productivity gains, security improvements, or modern work outcomes.
- Evidence of OEM leadership within the Windows ecosystem, including collaboration with Microsoft and other partners.
- Long term contribution to platform trust, reliability, and customer satisfaction.



Distributor

Distributors are central to our vision for a healthy, world-class services partner ecosystem. The Distribution Partner of the Year Award recognizes partners that enable customer transformation through a value-based, solution-provider model—empowering frontier resellers to drive growth, AI transformation, usage, consumption, and customer acquisition at scale across the channel. It celebrates the investments partners make and the value they deliver to resellers and customers through sustained, predictable, long-term commitment.

The winning entry will be from a distributor that sells through CSP and demonstrates the ability to leverage the breadth of the Microsoft solution portfolio to drive growth, accelerate reseller and customer AI transformation whilst being Customer 0 themselves. The submission should show how the partner takes a Frontier leadership role in driving AI transformation across one or more of Microsoft's three Cloud Solution Areas (CSAs): AI Business Solutions, Cloud & AI Platforms, and Security—delivering channel value propositions and solutions that accelerate customer AI adoption and excellence across the Microsoft cloud.

Preferred Qualifications

Create value-added services that give resellers reasons to choose a distributor beyond price are critical. Distributors should focus on channel development and acceleration in the following areas:

Sales Excellence at Scale

- Structuring a consistent execution framework across multiple partner types to enable first sales and maximize customer lifetime value.
- Key criteria include growth in Gross Customer Adds through partner Reach, Frequency, and Yield, as well as cross-selling Microsoft Cloud workloads.
- Recruitment, activation and growth of resellers through the Microsoft AI Cloud Partner Program.
- Build repeatable solutions and offers, managing the channel through Cloud Services and Marketplace Centers of Excellence.
- Align and advise partners through the MCEM journey, leveraging Microsoft programs and investments across stages 1–5 to accelerate opportunities and customer time to value.
- Recruit ISVs to build on the Microsoft platform and accelerate ACR growth through Marketplace integration and offers.
- Build channel capacity & capability through skilling and enablement across sales, pre-sales, and technical roles.
- Use Microsoft Ambassadors to leverage Cloud ascent and propensity tools and leverage effective Campaign-in-a-Box assets across solution areas.

Business model transformation and innovation

- Enable seamless aggregation, provisioning, and transaction flows for comprehensive solutions built on the Microsoft platform - **turning resellers into predictable growth engines.**
- Operate customer success teams that drive adoption and consumption growth.
- Provide GTM capabilities and marketplace exposure across resellers and geographies.

Leading CSP platform

- Run a secure CSP marketplace used by a broad ecosystem to scale on the Microsoft cloud.
- Serve as a trusted advisor with a strong engagement model, plus automation and integration tools for resellers and Microsoft.
- Enable reseller capability through digital selling platforms and GTM engines, while helping partners transition to the Microsoft New Commerce Experience and Microsoft Marketplace.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All eligibility requirements must have been met by June 1, 2026.
- Nominees must be a managed Microsoft partner.
- Distributor that sells through CSP.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

Describe how you enabled a cohort of channel partners—including the long tail of resellers, not only top performers—to identify a signal-led, AI-led market opportunity, build a repeatable, value-added solution (IP, assembled components, technical skills, business model, industry expertise), and plan and execute go-to-market across one or more Cloud Solution Areas (AI Business Solutions, Cloud & AI Platforms, Security).

Identifying the opportunity and selecting the cohort

- Explain how you used shared intelligence and predictive signals (Microsoft data integrations, Cloud Ascent Propensity, APSX, Reach-Frequency-Yield signals, marketplace and consumption telemetry) to size the value-added opportunity and select a priority partner cohort.

Developing differentiated, repeatable solutions

- Describe how, as a Capability Multiplier, you helped partners build Frontier-ready practices with standardized, repeatable offers and agentic patterns. Be explicit about your role in developing IP or assembling solution components, how you industrialized deployment to reduce variance and cost-to-serve, and how the offer embeds AI/agent capabilities aligned to the chosen CSA.

Business model

- Summarize the model (recurring CSP revenue, managed services, professional services plus transaction, bundle, marketplace co-sell, etc.) and explain how it is anchored in CSP Always-On, aligned to total platform value rather than one-off resale margin.

Go-to-market and seller readiness

- Summarize how you helped partners build the GTM, ready sellers, and take the offer to market. Highlight how you operated as Microsoft's skilling Centre of Excellence—building AI-ready, agent-building capability at scale across thousands of resellers—and as a Demand Orchestrator driving signal-led customer acquisition and SMB flywheel momentum.

Infrastructure, provisioning, billing, up-sell and cross-sell

- Be specific about how your platform enabled provisioning, billing, and lifecycle automation; how it integrated with Microsoft signals and the cloud marketplace; and how it powered Reach & Frequency motions across the SMB long tail to drive cross-sell, upsell, attach, and movement into higher-value Copilot, Security, and AI Platform scenarios.

Consumption, retention, and renewals

- Describe how you enabled partners—as a Copilot & Security Growth Engine—to drive usage and prevent churn. What predictive intelligence (usage signals, health scores, propensity-to-renew, agentic alerts) did you use to spot patterns? How were expiration and renewal notifications triggered, and how were always-on cadences orchestrated through agents? What measurable improvements did you deliver in consumption, retention, and renewals?

Customer and partner win

- Showcase a specific win with the problem statement, solution leveraged, partner(s) engaged, and use case—ideally demonstrating Frontier Firm behaviors of signal, speed, and scale.

Activating sellers from first deal to broad-based growth

- Explain how you used Sure Step, Cloud Ascent Propensity, APSX, Sales Advisor, and Microsoft RFY signals to lift solution-selling capability—moving resellers from their first to third customer, then scaling to 4–25 customers.

Impact

- Quantify the impact on Microsoft and the distributor's revenue, profitability, and long-term channel growth strategy.



Global Advisory and Consulting Services

The Global Advisory and Consulting Services Partner of the Year Award recognizes a Microsoft partner that delivers high-value advisory and consulting services that help customers become AI-first, agent-enabled organizations, aligned to Microsoft's Frontier vision. Partner impact should be global in nature, and balanced across the Americas, EMEA and Asia.

Winning partners play a critical role in shaping customer strategy, guiding executive decision-making, and aligning business priorities with technology investments across AI, cloud, and security. Submissions should demonstrate how advisory services help customers redesign operating models, workflows, and governance to enable effective adoption of technology accelerating their journey to becoming a Frontier organization.

Strong entries highlight how partners guide customers from strategy to execution, helping them modernize cloud environments, strengthen security foundations, and prepare for and/or adopt agent-enabled ways of working that deliver measurable business outcomes. Partners should also demonstrate a trusted, collaborative approach to working with Microsoft that accelerates customer transformation and sustained growth.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must be a Microsoft managed Global Advisory or Global System Integrator with a strong advisory and consulting focus, providing strategy, transformation, or consulting services and have co-sell ready offerings.
- **Nominees must have achieved at least one of the following:**
 - Hold an active Solutions Partner designation aligned to the partner's advisory focus (AI Business Solutions, Cloud & AI Platforms, Security, or Business Applications).
 - Deliver advisory or consulting engagements that leverage Microsoft technologies—including AI and agent-based capabilities—to help customers prepare for or transition toward Frontier ways of working during FY26.
 - Demonstrate joint advisory engagement with Microsoft, such as shaping customer transformation roadmaps, influencing early-stage opportunities, or advising on AI, agent, cloud, or security strategy.
 - Provide public evidence of advisory thought leadership, such as customer case studies, executive POVs, transformation frameworks, or industry insights aligned to Microsoft technologies.
 - Show ongoing investment in Microsoft skilling and enablement aligned to advisory services (e.g., AI strategy, agent readiness, cloud modernization, or security architecture).

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

1. Advisory Leadership in Frontier Transformation

Describe how your advisory and consulting services help customers evolve toward AI-first, agent-enabled operating models. Strong submissions clearly show how you guide customers through organizational, process, and governance change required to become Frontier Firms.

2. Strategy for AI, Agents, and Operating Model Change

Explain how you advise customers on AI and agent readiness, including how Copilots, custom agents, and cloud platforms fit into broader business transformation. Show evidence that your advisory services influence executive decisions, operating models, and long-term value realization.

3. Joint Customer Impact with Microsoft

Provide examples of joint engagements where close collaboration with Microsoft helped customers move from strategy to execution. Strong examples demonstrate how advisory work shaped customer direction, accelerated transformation, and positioned Microsoft technologies as a foundation for Frontier outcomes. Highlight any Industry specific expertise or solutions.

Describe the problem your solution/service solved for customer(s). If possible, identify the impact on the customer's pain points, contrast before and after scenarios, and provide metrics on benefits received by the customer.

Describe how your use of these technologies addressed your customers' needs and provide details about how your solution or service increased usage of Microsoft's platforms/technologies. Highlight how this solution positioned the customer for growth and transformation with Cloud technologies, and aim to include industry specific solutions or expertise to emphasis in-depth industry specific knowledge.

4. Effectiveness of the Advisory Partnership with Microsoft

Describe how your advisory practice works effectively with Microsoft to stay aligned to priorities, engage field and leadership teams, and continuously evolve offerings. Aim to showcase momentum, trusted execution, and the ability to scale advisory impact over time with Microsoft.



Global ISV

The Global Independent Software Vendor (ISV) Partner of the Year Award recognizes a globally managed ISV that leads with the Frontier approach on the Microsoft cloud, delivering AI driven solutions at enterprise scale. This award honors partners with proven, production deployments that deliver clear, measurable customer impact, aligned to Agentic AI co innovation, Marketplace led growth, and scaled strategic co sell execution. Winning partners demonstrate deep platform commitment across data, AI, and intelligent agents, translating innovation into durable Marketplace and co sell outcomes. Strong submissions clearly show how Frontier led innovation and close engagement with Microsoft have accelerated customer outcomes and long term global business impact.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must be a globally managed ISV.
- Partner must hold **at least one valid Microsoft Certified Software Designation (CSD)**.
- Deep focus on Agentic AI, Data, Security, and/or Industry solutions.
- Clear prioritization on strategic co-sell motions, concentrating impact at scale rather than breadth.
- Active contribution to Microsoft's long-term AI, industry, and platform differentiation strategy.
- Demonstrated extraordinary Azure growth across solution areas or industries, with clear evidence of accelerated ACR and measurable contribution to winning share on Microsoft Cloud.
- The partner demonstrated outstanding Marketplace leadership by driving scalable, high-impact growth through Azure Marketplace as a primary GTM and monetization engine.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

1. Your Solution on the Microsoft Platform

Describe how your solution is architected natively on the Microsoft Cloud and aligned to Microsoft’s Frontier vision. Explain how you leverage Microsoft technologies (such as Azure, Fabric, AI Foundry, Copilot extensibility, Copilot Studio, Security, and agentic AI capabilities), how Frontier-aligned principles are reflected in your architecture and roadmap, and what makes your solution cloud-native and AI-driven by design rather than an adaptation of legacy patterns.

2. Customer Outcomes You Deliver at Scale

Demonstrate the real business outcomes your solution has delivered for customers in production environments. Provide concrete evidence of customer impact (e.g., revenue growth, cost savings, efficiency, time-to-value), illustrate how your solution scales across customers, industries, or regions, and highlight examples or references that show how your product has changed the way customers operate.

3. Your Go-to-Market Maturity and Ecosystem Value

Explain how Azure Marketplace and co-sell are central to your go-to-market strategy and how Microsoft engagement has accelerated your growth. Include evidence of marketplace and co-sell performance, structured collaboration with Microsoft field teams, impact from Microsoft partner programs, and the value you create for the broader Microsoft ecosystem through enablement, joint solution plays, or scalable channel motions.



Global SI

The Global System Integrator Partner of the Year Award recognizes a Microsoft managed Global System Integrator or Advisory partner that demonstrates exceptional customer focus and delivers measurable business outcomes through strong, sustained collaboration with Microsoft.

Applicants should highlight how their achievements support Microsoft’s FY26 Frontier Transformation priorities, including helping customers adopt Copilot, AI and agents at scale, accelerating cloud migration and modernization, strengthening security as a foundation, and scaling repeatable solutions aligned to Microsoft’s AI, Cloud, and Security solution areas.

Partners are evaluated on their ability to translate these priorities into impact, demonstrated through evidence such as Azure adoption and growth, effective use of Copilots and agents, co sell execution with Microsoft, engagement with incentive programs, and momentum through Azure Marketplace and/or transactable offerings.

Winning submissions show how partners leverage the Microsoft Cloud and AI platforms to deliver differentiated customer outcomes. This includes demonstrating solution innovation, agent enabled approaches, and evolving business models that help customers move toward more AI first, agent enabled ways of working.

Partners should also demonstrate strong industry expertise and the ability to deliver consistent, high quality services at scale. Submissions should illustrate how working closely with Microsoft—across technology, go to market, and skilling investments—has accelerated customer success and supported the partner’s sustained growth.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must be a Microsoft-managed Global System Integrator or Global Advisory partner with co-sell ready offerings.

Nominees must have achieved at least one of the following:

- Hold an active Solutions Partner designation in one or more Microsoft solution areas (AI, Cloud, or Security).
- Deliver solutions built on the Microsoft Cloud, including AI and agent-based capabilities (such as Copilots, custom agents, Azure AI services, Microsoft Fabric, Microsoft 365, and Security), with documented customer wins during FY26.
- Demonstrate effective co-sell execution with Microsoft, including participation in joint pipeline, sales, or go-to-market motions.
- Show public commitment to Microsoft, such as published customer stories, press releases, solution documentation, or marketplace listings.
- Demonstrate industry-aligned solution offerings or thought leadership, showing how Microsoft technologies are applied to address real-world industry challenges.
- Exhibit ongoing investment in Microsoft skilling and enablement, aligned to the partner's solution offerings (for example, growth in certified professionals rather than absolute certification volume).

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

1. Unique Value and Differentiation & Core Microsoft Technologies

- Illustrate how your solutions, agents, and consulting offerings deliver differentiated value to customers and clearly stand apart from competitors. Strong submissions demonstrate how partners innovate on the Microsoft Cloud to build scalable solutions that address complex business challenges and deliver measurable, repeatable customer outcomes—showing impact relative to their delivery model and area of focus.
- Specify the core Microsoft platforms and services used in your solutions. Emphasize how AI-powered capabilities such as Azure AI Foundry, custom and Copilot-based agents (including Copilot Studio), Microsoft Fabric, Microsoft 365 core workloads, and Security solutions are integrated selectively and intentionally based on customer needs. High-impact examples show how these components are combined—often beyond standard configurations—to deliver secure, governed, enterprise-ready solutions.

2. Strategic Approach to AI and Agents & Leveraging Microsoft's Key Initiatives

- Describe your strategic approach to AI and agent-based solutions built on Azure. Include how you operationalize Copilots, custom agents, and Azure AI Foundry within your current offerings, and how these capabilities are embedded into your delivery model, IP, or managed services. Strong submissions typically demonstrate how agents extend, orchestrate, or automate business processes and platforms, helping customers evolve toward more AI-first, agent-enabled operating models aligned to Microsoft's Frontier vision—rather than relying solely on default or standalone Copilot experiences.
- Explain how you leveraged Microsoft's FY26 priorities and initiatives to grow your Microsoft business practice year over year. Highlight the targeted investments you made and how those investments translated into differentiated capabilities, expanded pipeline, accelerated joint sales motions, and sustained, profitable growth through execution with Microsoft.

3. Major Joint Customer Wins

- Provide details on at least one significant joint customer win delivered in collaboration with Microsoft. Strong examples clearly show how your differentiated solutions or agent-based capabilities leveraged the breadth of the Microsoft relationship, including sales, engineering, and go-to-market alignment, and resulted in tangible customer outcomes such as transformation, efficiency, growth, or risk reduction.

4. Maturity and Effectiveness of Your Microsoft Partnership Model

- Describe how your organization works effectively with Microsoft to deliver consistent customer outcomes, whether through a dedicated Microsoft-focused practice or an integrated operating model. Strong submissions show clear momentum in joint planning and execution with Microsoft.
- Judges look for evidence of leadership commitment, relevant skilling, trusted execution with Microsoft field and engineering teams, and the ability to translate AI- and agent-led capabilities into repeatable delivery aligned to Microsoft's Frontier direction.



Global SI Growth Champion

The GSI Growth Champion Partner of the Year Award recognizes a Microsoft managed Global System Integrator or Global Advisory partner that has delivered exceptional growth through bold innovation and execution in collaboration with Microsoft.

This award celebrates partners that have successfully built, launched, or rapidly scaled new or existing offerings that drive meaningful customer outcomes while generating strong, measurable results for both Microsoft and the partner. Winning partners demonstrate how innovative use of Microsoft technologies has translated into accelerated adoption, increased usage, and sustained growth across customers, industries, or regions.

Strong submissions show how growth is fueled by AI and agent based solutions, cloud migration and modernization, and secure platforms that help customers move toward AI first, agent enabled (Frontier) ways of working. This award is intended for partners who are not only growing fast—but doing so by creating something new, differentiated, and repeatable with Microsoft.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must have achieved at least **one of the following**:
 - Hold an active Solutions Partner designation in one or more Microsoft solution areas (AI, Cloud, Security, or Business Applications).
 - Build and scale solutions leveraging the Microsoft Cloud, including AI, agents, Copilots, cloud platforms, or security capabilities, with documented customer wins during FY26.
 - Demonstrate strong co-sell execution with Microsoft, including pipeline acceleration and joint wins for new or expanding offerings.
 - Show public evidence of commitment and momentum, such as customer announcements, solution launches, marketplace listings, or go-to-market campaigns.
 - Exhibit focused investment in Microsoft skilling and enablement aligned to the growth motion (for example, building capability quickly around a new offering rather than absolute certification volume).

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

1. Exemplary Growth Through New or Accelerated Offerings

Strong submissions clearly describe the Microsoft-aligned offerings that drove growth. This may include the successful launch of a new offering from ideation through customer adoption, or the rapid acceleration of an existing offering into new industries, regions, or customer segments. Submissions should explain what changed during FY26, why it mattered, and how growth was achieved.

2. Growth Metrics and Business Impact

Strong submissions provide concrete, outcome-based evidence of growth achieved during FY26. Examples may include Azure consumption growth, net new customer wins, usage and adoption increases, marketplace transactions, or expansion into new regions, industries, or solution areas. Submissions should clearly connect innovation to measurable business results.

3. Innovation with AI, Agents, and Microsoft Platforms

Strong submissions explain how AI and agent-based capabilities contributed directly to growth. Examples should show how Copilots, custom agents, and Microsoft cloud platforms were used to solve real customer problems, enable new scenarios, or accelerate adoption—beyond incremental feature usage. Submissions should also demonstrate how offerings help position customers to progress toward AI-first, agent-enabled (Frontier) operating models.

4. Migration, Modernization, and Adoption at Scale

Strong submissions demonstrate how growth is supported through migration and modernization at scale, including clear evidence of customer adoption and sustained use of Microsoft technologies. Examples should show how scalable delivery and customer success drive consistent growth momentum.

5. Go-to-Market Execution and Co-Sell Excellence

Strong submissions describe how Microsoft-aligned go-to-market strategies enabled growth. This may include co-sell wins, marketplace offers, industry-specific GTM motions, or joint marketing campaigns that contributed to pipeline acceleration, customer adoption, and shared success with Microsoft.



ISV Innovation

The ISV Innovation Partner of the Year Award recognizes a visionary ISV that delivers a **breakthrough** Frontier-led innovation on the Microsoft platform. This award honors partners who challenge existing limits and introduce fundamentally new AI, data, or intelligent agents driven capabilities that redefines what customers can achieve. Winning solutions demonstrate deep technical excellence, unlock new capabilities, and translate innovation into meaningful customer impact. They also show that their solution is generally available, scalable, and supported by a credible business model, with clear potential to disrupt markets or open new ones through Frontier innovation.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominee must be a globally managed ISV
- Partner must **hold at least one Microsoft Certified Software Designation (CSD)**
- Demonstrated Frontier-level innovation in Agentic AI, Data, Security, or Industry solutions
- Solution introduces net-new capabilities or scenarios not previously achievable on the Microsoft platform

- Evidence of deep technical excellence, including platform-native architecture or extension of Microsoft capabilities
- Solution is generally available or very near GA, and designed to scale with enterprise trust
- Evidence of at least one named customer adoption, demonstrating real-world impact and validated business value
- Clear potential to disrupt existing markets or create new ones through Frontier innovation

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

1. The Breakthrough You Built

Describe the breakthrough you invented and why it is genuinely new in the market. Explain what unique capability, category, or approach your solution introduces, how it leverages the Microsoft AI platform in a sophisticated way (including custom agents, agentic workflows, Copilot extensions, and Fabric), the technical depth of your integration that demonstrates true platform commitment, and how it aligns to the Frontier vision while solving a real-world customer problem.

2. How You Are Taking It from Invention to Impact

Explain how your innovation is moving from concept to real customer impact. Provide evidence of adoption in real customer workloads or production deployments, describe how the solution is scaling across customers, industries, or geographies, highlight market signals that validate demand, and show how your approach operationalizes AI in a repeatable and deployable way.

3. What Your Innovation Brings to the Microsoft Ecosystem

Describe your Azure Marketplace and co-sell readiness, including how Microsoft programs and Marketplace engagement contribute to your commercial success and growth. Explain how your innovation brings the Frontier vision to life by applying AI to real workloads at scale, and conclude with the impact this has on Microsoft solution areas and the broader Microsoft ecosystem.



Microsoft for Startups

The Microsoft for Startups Partner of the Year Award recognizes an outstanding B2B startup that has developed and brought to market an innovate, differentiated solution powered by Microsoft technologies, including Azure, Power Platform or Microsoft 365.

This award celebrates startups that not only demonstrate technical excellence but also stands out above the rest in their partnership with Microsoft. The startup stands out through consistent, high impact engagement within the Microsoft for Startups program, delivering measurable value to customers and contributing meaningfully to the broader Microsoft ecosystem.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.

- Solution(s) available in either Microsoft AppSource or Azure Marketplace.
- Achieved IP co-sell ready offer status.
- Proven customer acquisition through Microsoft co-sell program.
- Enrolled in Microsoft for Startups and in good standing

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- In your submission, please list the solutions you would like to focus on as part of this nomination (include pitch decks and links to the live listings in Azure Marketplace or AppSource).
- Describe how your solution has leveraged Microsoft technologies to bring improved efficiency, productivity, and performance to customers. (Include relevant case studies).
- Indicate which Microsoft technologies are leveraged by your solution or services and how this provides differentiation to Microsoft field teams as you engage in customer conversations. (Dynamics, Power Platform, Microsoft 365, Microsoft Azure etc.).
- Describe how Microsoft for Startups program has helped you build and grow your business.
- Quantify the impact the Microsoft for Startups program has had on your company. For example, co-sell success, marketplace success, opportunity generation, customer acquisitions, geographic expansion, product development, Azure AI Services, etc.



Scale Solutions

Scale Solutions Providers (SSPs) enable and empower customer innovation, leveraging Microsoft AI Cloud Partner Program (MAICPP) solution designations to deliver best-in-class service offerings. SSP partners have built solutions and services on Microsoft technology that help drive transformational growth amongst our small and corporate customers. SSPs demonstrate strong customer focus and drive success by partnering deeply with Microsoft across a wide geographical scale and across all customer segments.

The winning partner will have clearly differentiated value, demonstrated innovation across the Microsoft solution portfolio, the ability to drive customer transformation at scale that drives consumption and adoption of Microsoft cloud solutions, and displays a strong Microsoft alliance in the market.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must have achieved at least one of the following:
 - Nominees must be a globally managed partner with at least 3 current MAICPP Solution Designations.
 - Services solutions that leverage Microsoft Cloud Platform technologies (e.g., Azure Core Services, Azure Data Services, AI, Teams, , Security, Copilot, Modern Work) with documented wins.
 - Partner must demonstrate public commitment to Microsoft in PR, case studies, website, etc.
 - Partner must have proven interest in co-selling with Microsoft via lead sharing
 - Partner must be able to sell Microsoft services + CSP + EA.

- Partner must have focused motions in SME&C (partner can be cross segment, so long as there are SME&C focused motions).
- Partner must have demonstrable customer scenarios that deliver successful customer outcomes that bring to life the value of Microsoft Solutions

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- Brief description of how you are driving innovation and frontier transformation across the Microsoft solution portfolio and how this innovation is differentiated from other scale solution providers (SSPs), with examples that include:
 - Driving transformation with customers
 - Innovation across Solution Area boundaries
 - Defining new market opportunities
 - Scaled innovation across geographies and/or customer segments
- Please illustrate how you are driving focused motions in SME&C with examples that drive net new growth, include:
 - Driving CSP and the differentiated services offerings tied to that
 - Engagement model with Microsoft SME&C sales organization
 - Innovation around SME&C segment
 - Intentional upsell and renewal excellence
- Please illustrate what initiatives you are driving to accelerate frontier transformation with customers with examples that include:
 - Driving transformation with customers
 - Cross solution innovation
 - Agentic adoption
- What core Microsoft technologies are used in your solutions? Please specifically highlight how you are leveraging Security, AI, Analytics, Copilot and other advanced services within your offerings.
- Describe how you leveraged Microsoft's key initiatives to grow your Microsoft business year over year. What aspects of growth did you invest most in to increase pipeline, accelerate joint sales opportunities, and deliver bottom line results?
- Please provide details on **two or more** joint customer wins with Microsoft (at least one must be with a SMC customer) that demonstrates how your offerings enabled a differentiated value to customers and leveraged the full relationship with Microsoft. What were the outcomes the customer achieved?
- Highlight your best Microsoft GTM initiative related to the Microsoft Copilot and/or Security – what were the primary objectives and key results (including creative attachment and/or URL)
- Please share details/success metrics aligned to the following areas:
 - YoY % Growth (Azure ACR, CSP SMEC: ACR, MW BR, Security BR, Biz Apps BR, Copilot seats)
 - CSP to CSP TTM RRR (revenue recapture rate) and EA to CSP EA to CSP RRR (at renewal and RRR + 6mths)
 - Skilling (# Certifications + # Trained)
 - % Services attach to CSP
 - Microsoft Services growth numbers



Surface

The Surface Partner of the Year Award recognizes a partner (Authorized Device Reseller or Authorized Device Distributor) that has demonstrated exceptional performance, leadership, and innovation in delivering Microsoft Surface solutions. This award honors a partner that has developed compelling offerings and effective go-to-market strategies to promote Surface Copilot+ PCs, while consistently delivering a high standard of service to both new and existing businesses.

Eligible partners should demonstrate strong business growth, meaningful engagement with the Microsoft Surface team, an experience-driven approach, and a sustained investment in employee readiness and capability building across Surface solutions.

In addition, this award acknowledges partners who have made significant investments in advancing their Surface practice, including marketing initiatives and pipeline development. Winning nominations may also highlight impactful Surface wins, addressing complex business challenges, or successfully migrating business from competitive platforms to Surface.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must be a Surface Authorized Device Reseller or Authorized Device Distributor in good standing.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

FY26 Surface Highlights:

- Outline your outstanding Surface accomplishments and how your organization has embraced innovation and creativity in fiscal year 2026.
- Explain why you believe your organization should receive the Surface Partner of the Year Award

Surface Sales Results:

- Please outline your Microsoft Surface sales results thus far in FY26.
- Include specific details about: Revenue/units, key Surface Copilot+ PC wins, proactive sales activities, breadth of Surface portfolio sales, etc.

Surface Investments:

- Please outline your investments in Microsoft Surface in FY26.
- Include specific details, such as: marketing & lead generation campaigns, employee training, technology, adoption and innovation.

Surface Customer/Partner Impact Example(s):

- Provide example(s) of key Surface win(s) from FY26.
- Include specific details about the key win(s), such as: source of the opportunity (e.g., new or existing), use case, models & number of units, stage of deployment
- Demonstrate measurable business outcomes through Surface (e.g., productivity gains, cost savings, security improvements, user/partner satisfaction).

Surface Offerings:

- Please describe the scope your Surface offerings.

- What services do you provide around Surface?
- Describe how you compete to win with your Surface solutions and services. How do these services position you uniquely relative to other Surface partners?
- Provide specific examples of how your offerings have been successful in winning Surface opportunities against the competition from a technical and/or business perspective.

Surface & AI Leadership

- Describe how your organization is leading with AI and Copilot across Surface engagements.
- Highlight Copilot adoption scenarios, AI-led transformations and/or differentiated AI solutions built

on Surface

Surface + Microsoft Integration:

- Indicate which—and how—Microsoft technologies are incorporated into your Surface offerings. (e.g. Copilot or Business Applications)
- Make reference to any features specific to Microsoft 365 (e.g., Autopilot) or Copilot.



Telco

The Telco Partner of the Year Award recognizes a Microsoft managed Telco partner that has demonstrated strong customer focus, revenue and consumption growth on Microsoft Cloud AI & Security Platform adding new logos via transformational wins in Voice and Agentic AI, Security and Copilot. The winning partner offers clearly differentiated value and customer experiences by building on Microsoft's AI platform and displaying a strong share of voice around the Microsoft alliance in the market. The partner's solutions provide strong examples of how the Microsoft platform can be used to achieve differentiation, solution innovation and the creation of new business models and growth. In addition, the partner has demonstrated industry knowledge and marketing expertise along with consistent, high-quality predictable services to help customers digitally transform in the era of AI while illustrating how their engagement with Microsoft has accelerated their business growth by leveraging Microsoft's key programs and initiatives.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.) or are enrolled in a Telco-specific Microsoft program like Operator CSP or Phone Accelerate.
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees have demonstrated significant year-over-year growth in their Microsoft business and have a strong bench of professionals with Microsoft certifications.
- Nominees have demonstrated public commitment to Microsoft through PR, case studies, and websites.
- Nominees must be a managed Telco partner and have achieved at least **one of the following**:
 - Must have earned a Solution Partner designation in any of the six solution areas **OR**
 - Have a Co-sell ready offer and participate in a Telco-specific Microsoft program like Operator CSP or Phone Accelerate.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- **Solution Description:** Brief description of your solution and how it's differentiated from other providers;

attach examples that include:

- Creating New customer experiences & differentiated value for customers leveraging Copilot, Security and AI
- Innovation across Solution Area boundaries in the era of AI
- Defining new paradigms harnessing communication & collaboration solutions with AI
- Core Microsoft technologies used in your solutions
- **AI and Copilot:** Describe how you use Microsoft AI and Microsoft Copilot offers to enhance and expand your solutions and services. Share with us how you are strengthening your go-to-market approach with Microsoft Copilot, Voice AI and/or Agentic AI. Tell us what readiness activities you have taken within your organization and existing customers to effectively land Copilot and Agentic AI.
- **Program Utilization:** Describe how you leveraged Microsoft's key initiatives and programs to grow your Microsoft business year over year. What aspects of growth did you invest most in to increase pipeline, accelerate joint sales opportunities, and deliver bottom line results?
- **Customer Wins:** Please provide details on at least one major joint customer win with Microsoft that would demonstrate how your offerings enabled a differentiated value to customers and leveraged the full relationship with Microsoft. What were the outcomes the customer achieved?
- **GTM:** Highlight your best GTM initiative and a Microsoft-centric marketing campaign and major PR activities related to the Microsoft Cloud – what were the primary objectives and key results (including creative attachments and/or URLs)
- **Success Metrics:** Please share details/success metrics aligned to the following areas:
 - YoY % Growth (MW CSP Revenue, ACR growth, Security Revenue, Teams Phone Enabled Seats and NPSA)
 - Net new workloads leveraging Copilot, Security and/or Agentic AI to drive innovation and business transformation
 - Any Partner-to-Partner (P2P) initiatives with outcomes
 - Skilling (Certifications + # Trained) especially pertaining to AI Business Solutions, Security and Cloud & AI Platform



Training Services

The **Training Services Partner of the Year Award** recognizes a Microsoft Training Services Partner that demonstrates exceptional leadership and impact in delivering high-quality, scalable Microsoft training solutions—with a strong emphasis on AI and Copilot skilling.

The award honors partners who go beyond traditional training delivery to enable real-world adoption of Microsoft AI, Copilot, and Cloud technologies, helping customers build critical skills, accelerate transformation, and derive measurable value from their technology investments. Winning submissions will demonstrate perpetual innovation, depth and scale of capability, and uncompromising quality in driving learner outcomes while delivering trusted, high-impact customer experiences.

Submissions should clearly articulate how the partner is advancing Microsoft's Global Skilling priorities, with emphasis on AI readiness, Copilot adoption, and skills-to-value outcomes, including:

- **Leadership in AI and Copilot skilling**
Demonstrated excellence in delivering Microsoft AI, Copilot, and Cloud training that accelerates technology adoption, enables [Frontier transformation](#) for customers, and drives responsible, secure use of AI across technical and business roles.

- **Innovation in training design and delivery**

Creative and modern approaches to learning (e.g., blended, scenario-based, hands-on, industry-aligned, or role-specific) that improve learner engagement, skill application, and certification outcomes.

- **Measurable learner and business outcomes**

Clear evidence of training impact, including adoption of Microsoft technologies, certification achievement, improved customer readiness, and tangible business or organizational benefits.

- **Commitment to quality and customer experience**

Consistent delivery of high-quality, trusted training experiences that reflect Microsoft standards, reinforce customer confidence, and support long-term skills development.

Eligibility

- Nominees must be a [Microsoft partner](#) in good standing (members that have renewed, paid, etc.)
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Partner needs to be enrolled in the Training Services Partner Program **and** achieved Solutions Partner for Training Service designation

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

1. AI, Copilot, and Cloud Skilling Impact

Describe how your organization has leveraged Microsoft technologies—including **AI and Copilot**—to deliver training solutions that empower Frontier customers to achieve more. Highlight:

- Relevant Microsoft programs, offerings, or assets leveraged
- Scale and reach (e.g., learners trained, certifications earned, geographies supported)
- Evidence of adoption or readiness resulting from your training

2. Customer Success in Action

Provide a specific Frontier customer success example that demonstrates how your training enabled adoption of **AI, Copilot, or advanced Microsoft Cloud technologies**. Describe:

- The customer's challenge or skills gap
- Your training approach and delivery model
- The outcomes achieved, including adoption, productivity, or business impact

Business Transformation Awards



Agents

The Agent Award recognizes and celebrates the partners who are driving transformative business impact through the design, development, and deployment of Agentic AI solutions on Microsoft platform. This award recognizes the partners who have helped customers reimagine workflows and operations by leveraging custom-built and pre-built agents to achieve new levels of efficiency, scalability, and innovation.

The Agent Partner of the Year Award recognizes Microsoft partners who are delivering measurable customer impact through the design, deployment, and operationalization of agentic AI solutions built on Microsoft Copilot, Copilot Studio, Microsoft Foundry and GitHub Copilot. This award specifically celebrates partners who move beyond prompt-based copilots to production-grade, autonomous agents that reason, plan, and take action across enterprise systems to execute business processes end to end.

Preferred Qualifications

The submission showcases the partner's leadership in identifying high-value scenarios where agents act as digital workers—coordinating workflows, invoking tools and APIs, integrating with line-of-business applications, and operating with defined goals, constraints, and human-in-the-loop controls. Submissions should show how agents are embedded into real operational contexts, including how those agents collaborate with people and other agents to deliver outcomes at scale.

The submission articulates the impact delivered to customers with quantifiable impact and/or ROI aligned to one or more of the following four key opportunity areas to drive AI transformation:

- Enrich Employee Experiences
- Reinvent Customer Engagement
- Reshape Business Processes
- Bend the curve on Innovation

Strong nominations will highlight enterprise-ready agent deployments, including architecture choices, orchestration patterns, memory, tool use, monitoring, and lifecycle management. Judges will look for clear evidence of production adoption—such as reduced cycle time, increased throughput, improved decision quality, or automation of previously manual, multi-step workflows—rather than experimental or proof-of-concept usage.

Partners must also demonstrate how their agentic solutions are deployed responsibly and securely, addressing governance, security boundaries, access control, data grounding, and operational readiness. Submissions should explain how Responsible AI principles are applied to autonomous behavior, escalation, exception handling, and human oversight, ensuring trust and safety as agents operate within live customer environments.

This award honors partners who have created repeatable agent frameworks, reference architectures, or industry-specific agent patterns that can be replicated across customers, roles, or verticals—accelerating adoption of agentic AI and helping customers move from isolated automation to sustained, enterprise-wide impact.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must have achieved at least one of the following:
 - AI Platform on Microsoft Azure specialization
 - AI Apps on Microsoft Azure specialization
 - Microsoft Copilot specialization
 - Low Code Application Development specialization
 - Certified software designation

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your customer's business challenge or problem and provide examples of the before and after solution implementation scenarios. Include information such as:

- Please describe the specific benefits & business impact of your solution with quantifiable impact and/or ROI aligned to one or more of the four key opportunity areas to drive AI transformation: Enrich Employee Experiences, Reinvent Customer Engagement, Reshape Business Processes, and/or Bend the curve on Innovation. Demonstrate the value of Microsoft Agentic AI platform delivering productivity gains and end user impact, and/or business process transformation.
- Upload or provide outside references or data sources if available that illustrate exceptional customer benefits & business impact and or partner approach to driving agentic AI transformation (links to published articles, case studies, videos, customer testimonials, etc.) related to your solution.
- Please outline if you developed repeatable IP or a reference architecture or approach, especially in regard to agents, that could be replicated across customer in a specific industry, across people in specific functional roles or other segments of customers to highlight the future potential of your solutions across new customers.



Frontier Transformation

The Frontier Transformation award recognizes partners whose innovative use of Microsoft AI platform and technologies has driven end-to-end customer transformation using Microsoft 365 Copilot and Microsoft Foundry with inclusion of intelligence through customer data. A winning partner operates as a Frontier organization themselves and by enabling customer organizations to achieve Frontier Transformations through scalable solutions and services created with Copilot, Foundry, especially through Microsoft Agent Factory.

Winning partners demonstrate how they move customers beyond initial adoption to real business outcomes, leveraging pre-built and custom agents to transform workflows, decision-making, and operations. Submissions should highlight how human ingenuity and AI-driven innovation combine to deliver measurable impact.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must have achieved at least **one of the following**:
 - AI Platform on Microsoft Azure specialization
 - AI Apps on Microsoft Azure specialization
 - Microsoft Copilot specialization
 - Low Code Application Development specialization
 - Certified software designation

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

1. Frontier Leadership in the AI Era

- Evidence of how AI, Copilots, or agents are embedded into core business operations, decision-making, or delivery models
- Demonstration of Customer Zero leadership, showing how internal transformation informed external impact
- Clear articulation of how human expertise and AI work together to drive faster innovation and better outcomes

2. Measurable Business Impact at Customer Accounts and Ecosystem Impact

- Quantifiable outcomes such as productivity gains, time savings, revenue impact, or customer satisfaction, driving measurable business impact
- Examples showing how AI-enabled capabilities moved beyond experimentation into production-grade, repeatable value, highlighting breadth / scale of transformation
- Proof of sustained results, not one-time initiatives

3. Scalability and Repeatability

Clear evidence that the approach can scale across:

- Multiple customers, or
- A broader partner ecosystem (e.g., through distribution, enablement, or shared platforms)
- Use of standardized frameworks, platforms, or operating models that reduce friction and accelerate adoption
- For distributors: proof of how Frontier capabilities enable partner growth, efficiency, or differentiation at scale

4. Strategic Alignment to Microsoft Priorities

- Strong alignment to Microsoft's AI strategy, including responsible AI and Copilot-led experiences
- Effective use of Microsoft Cloud platforms (Azure, Microsoft 365, Security, Copilot ecosystem)
- Demonstrated leadership in advancing Microsoft's vision for Frontier Firms and Frontier Distributors



Marketplace

The Marketplace Partner of the Year Award recognizes a software development company that has successfully adopted Microsoft Marketplace as core to their go-to-market and joint-selling opportunities with Microsoft.

Submissions for this award demonstrate how the software company is helping customers solve challenges and achieve business goals with their solutions offered through Marketplace. Successful entries will showcase customer success across geographies, segments, and industries, proven by growth in customer acquisition, Marketplace billed sales (MBS), Azure consumption revenue (ACR), and/or M365 Copilot usage.. Software development companies will also highlight how they reach customers where they want to buy, whether that's selling digital direct, through channel partners, or co-selling with Microsoft. If applicable, entries will showcase how the partner has differentiated their offerings for customers (i.e., IP co-sell eligibility or designations).

When submitting your nomination, please indicate if your submission can be published publicly or pursued as a case study with Microsoft.

Preferred Qualifications

- Publicly available offer that is transactable and surfaced on digital storefronts Marketplace
- Azure IP co-sell eligible offer(s) or creative use of co-selling alongside other Microsoft technologies like Microsoft 365 Copilot
- Use of Marketplace across multiple channels (i.e., digital direct, channel sales, co-sell)

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must have achieved at least **one of the following**:
 - Solution is IP Co-sell eligiblePartner has at least 1 solution with certified software designation

And

- Have a transactable offer published on the Marketplace.
- Proven customer acquisition through marketplace – either via billed sales, consumer revenue, or billed seats.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- In your submission, link to the solutions or services listed on Microsoft Marketplace you would like to include as part of this nomination.
- Indicate which—and how—Microsoft technologies (Copilot, Dynamics, Power Platform, Microsoft 365, Microsoft Azure etc.) are leveraged by your solution or services. Provide details about how your solution increased usage of Microsoft's platforms/technologies.
- Indicate which channels (i.e., digital direct, channel sales, co-sell) you used to sell your solution or services. If applicable, describe how selling through multiple channels contributed to customer success and scalable growth.
- Describe how Marketplace, as core to your GTM, has helped you grow your business.
- Describe how your use of Marketplace helped address your customers' needs like unlocking AI innovation, simplified procurement, utilization of cloud consumption commitments, or customization with private offers.
- Quantify the impact on your nominated listing(s). For example, number of customers transacted, billed sales, billed seats, size of deals, number of leads, sales in new geographies, Azure consumed revenue, diversity of customers (segments from SMB to enterprise, industry), etc.
- If you sold through other partners (via either CSP private offers or multiparty private offers), describe how you approached the partnership and how it drove success.
- Describe what successful sales and marketing tactics you employed to drive business to your Marketplace listings..
- Share if you have case studies or quotes referencing one or more of your Marketplace customer wins. Please attach or link in this submission.

Social Impact Awards



Community Response

The Community Response Partner of the Year Award recognizes a Microsoft partner organization that has delivered a high-quality, innovative solution or service based on Microsoft technologies to help communities respond to and recover from crises. This award honors partners who are addressing urgent community challenges, such as disaster relief, public health, education access, digital inequity, and economic disruption, with creativity, empathy, and impact. We are recognizing the contributions of partners who are enabling transformative outcomes through technology, delivering meaningful social impact, and supporting recovery and resilience efforts around the world.

Microsoft partners play a central role in driving technology-enabled solutions and business transformation for our customers and communities. More than ever, success depends on collaboration across public and private sectors and on co-innovation that responds to rapidly evolving needs. Strong submissions will demonstrate how Microsoft technologies, such as AI, Copilot, Azure, Microsoft 365, and Power Platform, were used to solve real problems and create measurable, lasting value. Partners applying for this award should also demonstrate leadership through public commitments, relevant certifications, and strategic partnerships that scale their impact and uplift communities.

Preferred Qualifications

An exemplary submission may include the following characteristics:

- A community-centered solution with measurable impact and long-term potential.
- Integration of Microsoft technologies such as Azure, Microsoft 365, Copilot, Power Platform, or Microsoft Cloud for Industry solutions, or others.
- Publicly available solution or service listed in the Microsoft commercial marketplace (transactable preferred).
- Customer stories and before/after data showing business, social value, and illustrating real-world impact.
- Participation in cross-sector partnerships or programs that extend reach and sustainability.
- Public-facing statements, certifications, or achievements that reflect leadership in tech for good.
- Use of secure design principles that protect users, data, and infrastructure.
- Solutions that enhance productivity through M365 Copilot and enable digital transformation or cloud migrations.


Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- A public-facing website with the solution/service offering
- At least one (1) recent case study and customer reference using Microsoft technology
- In addition, nominees must have achieved at least **one of the following**:
 - Earned a Solutions Partner designation in any of the six solution areas. See information here - [Differentiate your capabilities with Solutions Partner designations](#)
- Other information for partner type:
 - **SDC / ISV** (Software Development Company / Independent Software Vendor) partner: Solution is IP Co-sell eligible and Partner participates in Microsoft ISV offers (e.g., Marketplace Rewards, ISV ACR Growth, Marketplace Transact & Grow, etc.)
 - **Training services partner**: Partner needs to be enrolled in the Training Services Partner Program and achieved Solutions Partner for Training Service designation
 - **Surface partner**: Partner needs to be enrolled in the Surface Reseller Alliance program
 - **OEM** (Original Equipment Manufacturer) partner: Be a Microsoft device partner including OEM

(device manufacturer), Distributor, or Reseller

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- **Overview**
 - Briefly describe your solution or service. Who does it serve, and what problem does it solve? Highlight the Microsoft technologies used and how they were applied to create value (e.g., Copilot, Azure, Microsoft 365, Power Platform, or Microsoft Cloud for Industry, etc.)
- **Customer Challenge & Response**
 - Describe the specific challenge or crisis the customer or community faced. How did your solution address the need? Explain how it supported critical outcomes (e.g., public safety, social equity, health access, digital empowerment, or other community issues.)
- **Impact (Business + Community)**
 - Share measurable results from your solution. Include business metrics (e.g., cost savings, adoption, scalability) and community outcomes (e.g., access, satisfaction, lives impacted). Use before-and-after comparisons and KPIs where available.
- **Scalability & Reach**
 - Indicate if your solution was a one-time project or is repeatable and scalable. Provide context on its time in market, current adoption, and future plans. If applicable, describe how your solution supported migrations to Microsoft platforms or services.
- **Supporting Evidence**
 - Link to public case studies, testimonials, blogs, PR, or third-party recognition. Highlight certifications, program participation, or industry awards that validate your leadership and innovation. Be sure to obtain permission from all referenced customers.
-  **Note:** If selected as a finalist or winner, Microsoft may publicly share the names and details of the customers involved in your submission. Please ensure all referenced customers have consented.



Inclusion Changemaker

The Inclusion Changemaker Partner of the Year Award celebrates partners that excel at providing innovative and unique services or solutions based on Microsoft technologies that help customers solve challenges of accessibility, diverse representation (neurodiversity), economic access, and/or digital inclusion. Technology can unlock innovations toward a more inclusive and equitable world, leading to greater innovations for everyone, including the 1+ billion people living with disabilities.

Inclusion changemakers drive digital transformation toward inclusive economic growth. Diverse representation, accessibility, economic access, and digital inclusion have increased in strategic importance for business performance, innovation, regulatory compliance, and market value. We look to partners leveraging Microsoft technology to help

organizations optimize access, ideas, skills, and experience from all facets of talent contribution, and to technology reimagining more inclusive employee, member, constituent, community, and customer experiences across industries.

The successful candidate for this award will have demonstrated of the specific diverse population(s) they serve and have delivered a high-quality service and/or solution that connects with technical knowledge and expertise and enables more inclusive growth for the customer. Successful partners applying for this award should demonstrate how their solution or service leverages the latest Microsoft technology, such as including Microsoft AI for Accessibility, Microsoft Copilot, Azure OpenAI Services, M365 accessible tools, and/or agentic AI to enable greater inclusion. Successful entrants will also demonstrate co-selling through the Microsoft commercial marketplace, and reflect their business leadership, for example through public statements on their social impact commitment, relevant certifications, industry, and/or public-private partnerships for broader influence and impact.

Preferred Qualifications

The ideal partner of the year will impress us with their impactful, real world applications and customer use cases that:

- Lead transformative, inclusive change with a Microsoft Azure OpenAI Services, Copilot, and/or agentic AI strategy.
- Demonstrate evidence of community, employee, and/or customer impact. • Verify the solution/service has market availability and scalability, with an offer showcased on the partner website.
- Verify the solution/service is listed in the Microsoft commercial marketplace (Appsource, Azure Marketplace) with wording and/or tagging that identifies it solve challenges of accessibility, diverse representation (neurodiversity), economic access, digital inclusion, or other similar inclusive population need.
- Provide evidence of customer impact, such as case studies and customer references (provided with your customer's consent) with demonstrated business and community impact that can be publicly referenced, for example through announcements on your company website, blogs, social posts, or videos, news or feature articles, public relations statements.
- Provide detailed information about how your solution/service solved a unique need and helped your customers drive measurable impact and enable inclusive growth outcomes. (data, insights, change, solved an unmet need, transformed, etc.)

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2026.
- Nominees must have achieved at least one of the following:
 - Partner must have earned any of the Solution Partner designation.
 - Solution is IP Co-sell eligible and Partner participates in Microsoft ISV offers (e.g., Marketplace Rewards, ISV ACR Growth, Marketplace Transact & Grow)
 - Partner has at least 1 solution with certified software designation
 - OEM/IoT partners: enrolled/participated in relevant partner programs.
- Public facing website with the solution and/or service offerings in market.
- At least one (1) recent case study and customer reference with an existing customer where the solution, service, or work is deployed on Microsoft technology.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- Tell us an impactful story: We want to be proud, amazed, excited, and empathetic to your inclusive changemaking success. Bring us into the journey you took and achieved. Describe the problem/solution, identify impact on customer's pain point and what you identified and solved, and provide metrics on benefits received and enable inclusive growth outcomes. Provide before and after scenarios with relevant KPIs..
- Detail the solution/service: Provide a short, impactful overview of your solution/service and describe how Microsoft technologies are used and applied. Highlight the use of AI and/or Copilot, where relevant.
- Share supporting evidence: Provide public-facing links to content that supports your customer impact (blogs, pages on company website, case studies, videos, articles, testimonials, etc.), that illustrate exceptional customer experience or satisfaction.
- Cite Microsoft technologies used: Describe how the use of Microsoft technology was leveraged to help in your customer's digital transformation outcomes for their need (e.g., Copilot, Modern Workplace, Business Applications, Azure, Security, Data & AI).
- Show availability in commercial marketplace: Provide relevant links to your solution/service offering on your website, and listing(s) on Microsoft commercial marketplace if available (enter under website links in the designated section in the tool).
- Describe the customer challenge: share how your solution/service enabled your customer to address challenges to help empower more diverse representation, accessibility, economic access, and/or digital inclusion.
- Verify availability and potential: Describe if your solution/service is a custom project for one customer, or is it repeatable and have broad market potential/adoption.
- Validate inclusive design: How was the solution built or service delivered with inclusive design in mind? How did the partner include, consider, and represent input and feedback from the diversity of employees or users served by the solution/service? Provide customer references: Submit at least one (1) and preferably two (2) customer references (enter customer references in the designated section in the tool). You are responsible for securing your customers' consent to share this information. Customer(s) listed in your submission



Sustainability Changemaker

The Sustainability Changemaker Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies that help customers solve challenges of sustainable digital transformation.

Sustainability changemakers drive purpose-driven digital transformation that powers a more sustainable world. Environmental stewardship has grown in strategic importance as a significant driver of organizational and business performance as well as innovation and market value. To help drive technological innovation and industry transformation toward a more sustainable and climate-stable future, we look for solutions and services that help organizations understand their impact on the climate and deliver on sustainability commitments.

The successful candidate for this award will have delivered a high-quality service or solution that connects with technical knowledge and expertise and addresses a sustainability challenge for a customer, policy, or ecosystem. Partners applying for this award should demonstrate how their solution or service leverages the latest Microsoft technology, such as AI or Copilot, to drive sustainability impact. Additionally, successful entrants will highlight AI design wins and robust security measures that ensure the integrity and reliability of their solutions.

Furthermore, partners should showcase their efforts in migrating existing solutions to the cloud, utilizing Microsoft 365 (M365) and Copilot to enhance efficiency and scalability. By transitioning to cloud-based solutions, partners can offer more flexible, resilient, and cost-effective services that support sustainability goals. Leveraging M365 and

Copilot enables partners to streamline operations, improve collaboration, and provide intelligent insights that drive impactful sustainability initiatives.

Successful entrants will also demonstrate business leadership, for example through public statements on their sustainability commitment, relevant certifications, industry or public-private partnerships for broader influence and impact.

Preferred Qualifications

- Solution/service market availability and scalability with an offer showcased on the partner website and/or be listed in the Microsoft commercial marketplace;
- How your solution/service helped your customer to drive measurable business impact and enable sustainability outcomes;
- Case studies and customer references (provided with your customer's consent) with demonstrated business and community impact that can be publicly referenced, for example through announcements on your company website, blogs, social posts, or public relations statements.

Eligibility

- Nominees must be a [Microsoft partner](#) member of the Microsoft AI Cloud Partner Program in good standing (members that have renewed, paid, etc.).
- All listed eligibility requirements must have been achieved by June 1, 2025.
- Must be willing to be public- PR, case studies, website, etc.
- Must leverage Azure AI.
- Solution must be generally available and actively listed on Marketplace .
- Services, Indirect sellers, CSP or SMB partner designation in any of the six solution areas.
- ISV - Solution is IP Co-sell eligible **and** Partner participates in Microsoft ISV offers (e.g., Marketplace Rewards, ISV ACR Growth, Marketplace Transact & Grow) **or** Partner has at least 1 solution with certified software designation.
- OEM Device Partners - Microsoft device partner including OEM (device manufacturer), Distributor, or Reseller.

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

- Provide a short overview of your solution/service and describe how Microsoft technologies are used and applied (e.g. Microsoft Cloud for Sustainability). Highlight the use of AI and/or Copilot, where relevant.
- Provide relevant links to your solution/service offering on your website and listing(s) on Microsoft commercial marketplace if available (enter under website links in the designated section in the tool).
- Describe your customer's challenge and how your solution/service enabled your customer to address and overcome challenges in sustainability.
- Describe how your solution/ service helped your customer to drive both measurable business impact and sustainability outcomes. Provide before and after scenarios with relevant KPIs.
- Is your solution/service a custom project for one customer, or is it repeatable and scalable?
- How long has your solution/service been available to customer(s)and how do you intend to evolve and invest in this solution/service (e.g., roadmap, services, market adoption, etc.)?
- Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).
- Provide relevant links to publicly available information that supports your customer impact example (e.g., blogs on your company website, case studies etc.), including outside references or data sources that

- illustrate exceptional customer experience or satisfaction (e.g., customer testimonials etc.).
- Provide at least one (1) and preferably two (2) customer references (enter customer references in the designated section in the tool). You are responsible for securing your customers' consent to share this information. Customer(s) listed in your submission may be publicly referenced by Microsoft if your submission is selected as finalist/winner.
 - Provide any other information/links to relevant public statements, industry certifications and/or partnerships that may support your nomination.

Region Partner of the Year Awards



Region

New in 2026, the Region Partner of the Year Awards recognize partners that deliver exceptional customer outcomes and drive measurable business growth using Microsoft technologies across a region. It celebrates partners that demonstrate strong Frontier Transformation momentum by scaling innovative solutions and impact across multiple markets. Winning partners show clear, repeatable success for customers, strong competitive differentiation in their region, and consistent engagement with Microsoft teams to drive joint outcomes.

These partners go beyond local execution, demonstrating the ability to expand solutions, influence ecosystems, and accelerate adoption across geographies. If your organization has achieved scalable customer success, sustained business growth, and innovation with regional reach, this award is a strong fit.

Eligible partners will select a region in which to participate, and the individual award that best corresponds to their business model and customer impact. Each region will designate up to one winner to represent the award groups described below.

Regional System Integrator awards

Recognizes SI partners driving impact with either enterprise or SME&C customers. SI partners driving impact with either customer cohort are eligible to nominate. One winner will be designated per cohort (one enterprise SI award winner and one SME&C SI award winner) per region. Criteria and award submission content is tailored to each segment – details in the eligibility section below.

Regional ISV award

Recognizes one ISV partner per region with a commercially available solution demonstrating innovation anchored in frontier technologies with adoption and relevance across the region.

Regional Channel award

Recognizes one winner per region going to market through indirect motions. To be eligible, partners must be one of four CSP partner types: Telco, Host, SSP, or Distributor, with their work tied to CSP and the Corporate or SMB customer segments. Distributors go to market through their reseller networks, and nominations should reflect that indirect, ecosystem-led execution.

Regional Device award

Per region, recognizes one Microsoft device partner inclusive of OEM (device manufacturers), Distributors, or Resellers driving strong Windows device sell through growth and market share across the region.

Eligibility

Partners must be Microsoft AI Cloud Partner Program members in good standing (members that have renewed, paid, etc.).

Achievement of one of the following criteria by June 1, 2026:

Regional SI awards:

- **Enterprise SI partners:** Must have a Solutions Partner designation in any of the six solutions areas, with customer work in the Enterprise segment.
- **SME&C SI partners:** Must have a Solutions Partner designation in any of the six solutions areas, with customer work in the SME&C segment.

Regional ISV award: Must have at least 1 solution with Certified Software Designation

Regional Channel award:

- **Channel Partner type.** Partner must be one of four CSP partner types: Telco, Hosted, SSP, or Distributor.
- **Customer alignment.** Work must be tied to the CSP program and to Corporate or SMB customer segments.
- **MAICPP designation or specialization.** At least one MAICPP designation or specialization, with the nominated customer impact aligned to that badge, including the Frontier Distributor badge or Frontier Partner badge where applicable.
- **Frontier pillar alignment.** Nomination must be tied clearly to one of the four Frontier Transformation pillars (details within executive summary)
- **Regional Device award:** Partner must be a Microsoft device partner including OEM (device manufacturer), Distributor, or Reseller

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

Regional SI awards:

- **Enterprise SI partners:**
 - **Demonstrated regional impact at scale**

Proven delivery of customer outcomes across multiple countries in the region, showing repeatable execution beyond a single-market success.

 - EMEA: meaningful business in at least 5 countries
 - Americas: meaningful business in at least 2 countries
 - Asia: meaningful business in, at least, 3 countries
 - **Exceptional customer transformation**

Strong, verifiable customer impact demonstrated through case studies, win narratives or references, highlighting business value such as productivity gains, transformation outcomes or new capabilities and improved security posture, resilience, or risk reduction.
 - **Frontier transformation leadership**

Clear evidence of leadership in AI, Copilot, agentic or frontier solutions, including internal adoption ("Customer Zero") and modernization beyond legacy migrations and secure-by-design implementations aligned to Zero Trust and Responsible AI principles.
 - **Competitive differentiation and market momentum**

Evidence of differentiation in the regional market, including displacement of competitive platforms and sustained growth driven by Microsoft solutions and the ability to position Microsoft security as a core enabler of trust, compliance, and enterprise readiness.

- **Depth of Microsoft engagement**
Consistent engagement with Microsoft through co-sell, solution specializations, innovation programs, and scalable, repeatable delivery models aligned to Microsoft priorities.
- **Sustained momentum and growth narrative**
Exceptional performance across ACR and/or Billed revenue, with a consistent pattern of impact and growth over time, showing execution depth rather than a one-off success.
- **Skilling & Enablement**
- Invested in skilling on Microsoft technologies (training, certifications, learning paths) and enabling customer teams (workshops, training, adoption programs), driving measurable gains in customer capability and solution adoption.
- **SME&C SI partners:**
 - **Demonstrated SME&C impact at regional scale.** Proven delivery of customer outcomes for SME&C customers across multiple countries in the region, showing repeatable execution at volume rather than one off enterprise wins. EMEA: meaningful business in at least 5 countries. Americas: meaningful business in at least 2 countries. Asia: meaningful business in at least 3 countries.
 - **Customer transformation tailored for SME&C.** Strong, verifiable outcomes delivered to Corporate and SMB customers, with productized, packaged solutions that drive faster time to value, higher consumption, and measurable business outcomes appropriate to mid market and SMB scenarios.
 - **Frontier transformation leadership for SME&C.** Clear evidence of bringing AI, Copilot, agentic, and Frontier Transformation solutions to SME&C customers at scale, including internal adoption (Customer Zero) and secure by design implementations aligned to Zero Trust and Responsible AI principles.
 - **Repeatable delivery and IP.** Productized offers, packaged services, and reusable IP that enable consistent, high quality outcomes across many SME&C customers, with a Center of Excellence or equivalent practice driving the engine.
 - **Depth of Microsoft engagement.** Consistent engagement with Microsoft through co-sell, solution designation or specializations, innovation programs, and scalable, repeatable delivery models aligned to Microsoft priorities (AI, Copilot, Security)
 - **Sustained momentum and growth narrative.** Exceptional performance across ACR and/or Billed revenue for SME&C customers, with a consistent pattern of impact and growth over time.
 - **Skilling and enablement.** Investment in skilling on Microsoft technologies and enablement of SME&C customer teams, driving measurable gains in customer capability and solution adoption at SME&C scale.

Regional ISV award:

- **Regionally scalable solution impact**
A commercially available solution demonstrating regional adoption and relevance, with clear customer traction across multiple countries
 - EMEA: meaningful business in, at least, 5 countries
 - Americas: meaningful business in at least 2 countries
 - Asia: meaningful business in, at least, 3 countries
- **Innovation anchored in frontier technologies**
Strong use of AI, data, agents, or Copilot-aligned capabilities, with evidence of differentiated IP and forward-looking solution design.
- **Partner Skilling**
Commitment to ongoing skilling of internal teams on Microsoft platforms, ensuring technical excellence and readiness for frontier technologies.
- **Security, Trust, and Responsible Design**

The solution demonstrates security-by-design and trust-by-default, aligned with Microsoft security, privacy, and responsible AI principles.

- **Customer value and transformation evidence**
Documented customer outcomes through success stories, references, or deployments that show measurable business or societal impact enabled by the solution.
- **Go-to-market execution with Microsoft**
Active participation in Microsoft GTM motions, including co-sell, Marketplace alignment, and joint customer engagement at regional scale.
- **Repeatability and growth potential**
Clear evidence that the solution can be consistently deployed and scaled across industries or markets, demonstrating sustainable growth momentum with Microsoft.

Regional Channel award:

- *Applies to Telco, Hosted, SSP, and Distributor nominees (the four CSP partner types). Each nomination must align to one of the four Frontier Transformation pillars and quantify the ROI of AI and agents realized by the customer*
- **Frontier Transformation Pillars**
Channel partner nominations must align to one of the four Frontier Transformation pillars. Nominators should explicitly call out which pillar the work delivers against and quantify the ROI of AI and agentic solutions realized by the customer.

<p>Enrich employee experiences Empower employees with AI powered productivity, Copilot, and modern collaboration to lift engagement, capability, and output across the workforce.</p>	<p>Reinvent customer engagement Transform how customers are reached, served, and retained through AI driven personalization, agentic experiences, and intelligent service.</p>
<p>Reshape business processes Modernize core operations and workflows with AI, automation, and agents to drive efficiency, resilience, and measurable productivity gains.</p>	<p>Bend the curve on innovation Accelerate new products, services, and business models powered by AI and data, unlocking differentiated value at speed and scale.</p>

ROI of AI across the partner journey should be evidenced throughout the nomination, from internal partner adoption (Customer Zero) through to deployed customer outcomes, with KPIs that demonstrate value realized

- **Frontier pillar alignment with quantified customer outcomes.**
Tie the partner's work directly to one of the four Frontier Transformation pillars (Enrich employee experiences, Reinvent customer engagement, Reshape business processes, Bend the curve on innovation). Evidence specific customer outcomes with KPIs and the ROI of AI, agents, and Copilot realized by the customer.
- **Offer and services creation.**
Detail of the IP, packaged offers, managed services, and repeatable service motions the partner has built around Microsoft AI and agentic solutions, including how these are productized for scaled delivery to CSP, Corporate, and SMB customers.
- **MAICPP badge alignment.**
At least one MAICPP designation or specialization, with the nominated work customer aligned to that badge. The Frontier Distributor badge and Frontier Partner badge are particularly relevant signals of readiness.
- **Customer Zero credibility.**
Strong evidence of the partner as Customer Zero, with internal adoption of Microsoft AI, Copilot, and agentic solutions across the partner's own organization as the credibility foundation for taking these solutions to market.

- **CSP and segment alignment.**
Demonstrated growth in CSP and clear focus on Corporate or SMB customer segments, with measurable revenue, consumption, or seat expansion.
- **Indirect ecosystem execution.**
Evidence of activating and enabling a partner ecosystem at regional scale. For Distributors, this means going to market through reseller networks, with measurable reseller activation, recruitment, enablement, and joint customer wins delivered through indirect channels.
- **Regional reach and repeatability.**
Repeatable execution across multiple countries within the region, with consistent outcomes and ecosystem coverage. EMEA: at least 5 countries. Americas: at least 2 countries. Asia: at least 3 countries.
- **Skilling and enablement.**
Investment in Microsoft technical and sales skilling for the partner's own teams and across the reseller and ecosystem partners they enable.

Regional Device award:

- **Regional Device Growth & Market Impact**
Drives strong Windows device sell through growth and market share across the region. Accelerates adoption of Windows 11, Copilot+ PCs, and AI-powered devices through channel led demand generation, delivering measurable impact across revenue, pipeline, and attach.
- **Channel Go-to-Market Execution**
Delivers effective, regionally tailored device go-to-market execution across channel routes. Activates scalable programs across distribution, reseller, and co-sell motions that expand reach, increase conversion, and align to Microsoft device priorities.
- **Customer Impact & Adoption**
Drives measurable customer adoption and device usage through channel engagement. Accelerates device refresh and modernization while increasing attach of Microsoft experiences across the customer lifecycle.
- **Channel Capability & Influence**
Builds and demonstrates strong internal capability to lead in-market as a device partner. Upskills sales, technical, and marketing teams to drive Windows device priorities, and where applicable extends influence across the ecosystem (e.g., distributors enabling resellers, resellers shaping customer demand) to scale impact.

Country Partner of the Year Awards



Country

The Microsoft Country Partner of the Year Award recognizes up to one partner per country that has delivered exceptional customer outcomes and driven measurable business growth using Microsoft technologies. This award is intended for partners that have demonstrated strong Frontier Transformation momentum. Winning partners show clear impact for customers, competitive differentiation in their local market, and active engagement with their local Microsoft team. If your organization has driven meaningful customer success, business growth, and innovation at a country level, this award may be a strong fit for you.

Details on eligibility and what to include in your submission can be found below.

Eligibility

Partners must be Microsoft AI Cloud Partner Program members in good standing (members that have renewed, paid, etc.).

Achievement of one of the following criteria by June 1, 2026:

SI partners:

- **Enterprise SI:** Must have a Solutions Partner designation in any of the six solutions areas, with customer work in the Enterprise segment.
- **SME&C SI:** Must have a Solutions Partner designation in any of the six solutions areas, with customer work in the SME&C segment.

ISV partners: Must have at least 1 solution with Certified Software Designation

Channel partners:

- **Channel Partner type.** Partner must be one of our four CSP partner types: Telco, Host, SSP, or Distributor.
- **Customer alignment.** Work must be tied to the CSP program and to Corporate or SMB customer segments.
- **MAICPP designation or specialization.** At least one MAICPP designation or specialization, with the nominated customer impact aligned to that badge, including the Frontier Distributor badge or Frontier Partner badge where applicable.
- **Frontier pillar alignment.** Nomination must be tied clearly to one of the four Frontier Transformation pillars (details within executive summary)

Device Partners: Microsoft device partner including OEM (device manufacturer), Distributor, or Reseller

Executive Summary

Please address and respond to the following specific points in an executive summary format. Nomination content included outside of the 8,000 character (not including spaces) limit is considered supplemental, so it is recommended to include all pertinent details within the text submission field in the nomination tool.

SI partners:

- **Enterprise SI:**
 - **Exceptional customer transformation**
Clear evidence of meaningful customer outcomes at country level, delivered in partnership with Microsoft, including productivity gains, cost reduction, operational improvement, or new capabilities—beyond pilots or basic migrations - and improved security posture, resilience, or risk reduction.
 - **Frontier transformation leadership**
Strong use of Microsoft innovative technologies such as AI, Copilot, agentic solutions, and data platforms, embedded into real customer scenarios, grounded in responsible and ethical AI - Including internal adoption (“Customer Zero”) - and secure-by-design implementations aligned to Zero Trust and Responsible AI principles.
 - **Competitive differentiation and market momentum**
Demonstrated differentiation in the local market, including competitive displacement, new customer wins, or transformational industry scenarios and the ability to position Microsoft security as a core enabler of trust, compliance, and enterprise readiness.
 - **Depth of Microsoft engagement and execution**
Evidence of mature, scalable execution with Microsoft, including joint planning, solution reuse, co-sell alignment, and effective use of Microsoft programs.
 - **Sustained momentum and growth narrative**
Exceptional performance across ACR and/or Billed revenue, with a consistent pattern of impact and growth over time, showing execution depth rather than a one-off success.
 - **Skilling & Enablement**

Invested in skilling on Microsoft technologies (training, certifications, learning paths) and enabling customer teams (workshops, training, adoption programs), driving measurable gains in customer capability and solution adoption.

- **SME&C SI:**

- **Exceptional customer transformation for SME&C.**

- Clear evidence of meaningful outcomes for Corporate and SMB customers in the local market, delivered in partnership with Microsoft, with productized solutions that drive faster time to value and measurable business impact at SME&C scale.

- **Frontier transformation leadership for SME&C.**

- Strong use of AI, Copilot, agentic, and Frontier Transformation solutions tailored for SME&C customers, including internal adoption (Customer Zero) and secure by design implementations aligned to Zero Trust and Responsible AI principles.

- **Repeatable delivery and IP.**

- Productized offers, packaged services, and reusable IP that enable consistent outcomes across many SME&C customers locally, with a Center of Excellence or equivalent practice driving the engine.

- **Competitive differentiation in the local SME&C market.**

- Demonstrated differentiation in the local mid-market and SMB landscape, including new customer wins, displacement, and effective use of Microsoft programs to compete and grow.

- **Depth of Microsoft engagement and execution.**

- Mature, scalable execution with the local Microsoft SME&C field and CSP teams, including joint planning, cosell alignment, and effective use of Microsoft programs.

- **Sustained momentum and growth narrative.**

- Exceptional performance across ACR and/or Billed revenue for SME&C customers, with a consistent pattern of impact and growth over time.

- **Skilling and enablement.**

- Investment in skilling on Microsoft technologies and enablement of SME&C customer teams, driving measurable gains in customer capability and solution adoption locally.

- **ISV partners:**

- **Customer adoption and measurable impact**

- Evidence that customers are actively adopting the solution and realizing clear business value—not just solution availability or listing.

- **Innovation anchored in frontier technologies**

- Strong use of AI, data, agents, or Copilot-aligned capabilities, with evidence of differentiated IP and forward-looking solution design.

- **Security, Trust, and Responsible Design**

- The solution demonstrates security-by-design and trust-by-default, aligned with Microsoft security, privacy, and responsible AI principles.

- **Partner Skilling**

- Commitment to ongoing skilling of internal teams on Microsoft platforms, ensuring technical excellence and readiness for frontier technologies.

- **Go-to-market execution with Microsoft**

- Demonstrated joint execution with Microsoft, including marketplace engagement, co-sell wins, and consistent GTM collaboration.

- **Competitive relevance in the local market**
Evidence that the solution solves real customer problems, competes effectively against alternatives, and aligns to country and industry priorities.
- **Scalability and growth potential**
A clear growth trajectory showing the ability to scale beyond individual customer deployments and drive repeatable impact.

- **Channel partners:**

Applies to Telco, Hosted, SSP, and Distributor nominees (the four CSP partner types). Each nomination must align to one of the four Frontier Transformation pillars and quantify the ROI of AI and agents realized by the customer

- **Frontier Transformation Pillars**

Channel partner nominations must align to one of the four Frontier Transformation pillars. Nominators should explicitly call out which pillar the work delivers against and quantify the ROI of AI and agentic solutions realized by the customer.

<p>Enrich employee experiences Empower employees with AI powered productivity, Copilot, and modern collaboration to lift engagement, capability, and output across the workforce.</p>	<p>Reinvent customer engagement Transform how customers are reached, served, and retained through AI driven personalization, agentic experiences, and intelligent service.</p>
<p>Reshape business processes Modernize core operations and workflows with AI, automation, and agents to drive efficiency, resilience, and measurable productivity gains.</p>	<p>Bend the curve on innovation Accelerate new products, services, and business models powered by AI and data, unlocking differentiated value at speed and scale.</p>

ROI of AI across the partner journey should be evidenced throughout the nomination, from internal partner adoption (Customer Zero) through to deployed customer outcomes, with KPIs that demonstrate value realized

- **Frontier pillar alignment with quantified customer outcomes.**
Tie the partner's work directly to one of the four Frontier Transformation pillars. Evidence specific customer outcomes with KPIs and the ROI of AI, agents, and Copilot realized by the customer in the local market.
- **Offer and services creation.**
 - Detail of the local IP, packaged offers, managed services, and repeatable service motions built around Microsoft AI and agentic solutions for CSP, Corporate, and SMB customers in the local market.
- **MAICPP badge alignment.**
 - At least one MAICPP designation or specialization, with the nominated work customer aligned to that badge, including the Frontier Distributor badge or Frontier Partner badge.
- **Customer Zero credibility.**
 - Evidence of the partner as Customer Zero, with internal adoption of Microsoft AI, Copilot, and agentic solutions as the credibility foundation for taking these solutions to local customers.
- **Partner Center of Excellence.**

- Established Center(s) of Excellence that drive scalable, repeatable AI and agentic solutions and services to local customers.
- **CSP and segment alignment.**
 - Demonstrated growth in CSP and clear focus on Corporate or SMB customer segments locally, with measurable revenue, consumption, or seat expansion.
- **Local ecosystem execution.**
 - Effective channel execution through partner led routes to market within the country. For Distributors, this means going to market through reseller networks, with reseller activation, enablement, and joint customer wins delivered indirectly.
- **Market influence and reach.**
 - Evidence of expanding Microsoft's presence in the local market by activating new partners, increasing coverage, or strengthening routes to market within the country.
- **Skilling and enablement.**
 - Investment in Microsoft technical and sales skilling for the partner's own teams and across reseller and ecosystem partners they enable locally.
- **Device partners:**
 - Please refer to the Device and Commercial Device Channel awards for guidance on what to include within a country award nomination write-up.