



2026 Microsoft Partner of the Year Awards

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Program Overview

Microsoft

Partner of the Year Awards

Program purpose

The Microsoft Partner of the Year Awards acknowledge outstanding successes and innovations by partners across our global and diverse ecosystem - recognizing achievement in categories spanning solutions areas, industries and across cloud to edge technologies. These successes enable digital transformation, showcase entrepreneurial spirit, and deliver impactful solutions to customers.

Recognition and celebration around Microsoft Ignite.

Winners exemplify supporting customers in their digital transformation with Microsoft Cloud applications, services, devices, and AI innovation. Delivering cloud-driven solutions to market, enabling customer impact across industries, solution areas and geographies.

Microsoft Partner of the Year Awards

Who should apply?

Partners utilizing Microsoft technologies to provide a remarkable solution to address a business customer need and who meet eligibility criteria.

How?

Microsoft Partner of the Year Awards are based on a self-nominating process by partners through a tool.

When?

All nominations must be submitted by **July 7, 2026, 6:00 PM Pacific Time.**

Why apply?

Award recognition means greater visibility for your company. Being an award winner or finalist can:

- Help create new or stronger business opportunities
- Generate positive press coverage
- Potentially lead to increased market recognition

2026 POTYA | Anticipated Benefits

Winners

- Recognition in blog announcement and website
- Marketing assets
 - Press release template
 - Custom 2026 POTYA Partner badge (Logo Builder)
 - Co-branded social assets
 - Email templates
- Digital winner certificate

Finalists

- Recognition in blog announcement and website
- Marketing assets
 - Press release template
 - Custom 2026 POTYA Partner badge (Logo Builder)
 - Co-branded social assets
- Digital finalist certificate



Categories and Awards

Types of Awards

Category Awards

Targeted to a specific solution area, technology, segment or focus area.

Up to one winning partner and up to three finalist partners per award.

Country Awards

Recognizing partners for impact at a country level.

Up to one winning partner designated per country.

Region Awards

Recognizing partners for impact at a region level.

Region awards: Up to one winning partner designated per partner cohort.

Category Awards List 2026

Review the complete [Awards Guidelines](#) to see specific requirements for individual awards.

Cloud & AI Platforms

- Migrate & Modernize Your Estate
- Innovate with Azure AI Apps and Agents
- Unified Data Platform

Security

- Data Security & Governance
- Secure Access
- Security

AI Business Solutions

- Agentic ERP
- Agentic Sales & CRM
- Agentic Services & Contact Center
- Agentic Business Operations with Business Central
- Cloud and AI Endpoints
- Copilot & Agents at Work
- Low Code Agentic Apps
- Secure AI Productivity

Industry

- Defense & Intelligence
- Education
- Energy & Resources
- Financial Services
- Gaming
- Government
- Healthcare & Life Sciences
- Manufacturing & Mobility
- Nonprofit
- Retail & Consumer Goods
- Telecommunications & Media

Partner Innovation

- Commercial Device Channel
- Device
- Distributor
- Global Advisory and Consulting Services
- Global ISV
- Global SI
- Global SI Growth Champion
- ISV Innovation
- Microsoft for Startups
- Scale Solutions
- Surface
- Telco
- Training Services

Business Transformation

- Agents
- Frontier Transformation
- Marketplace

Social Impact

- Community Response
- Inclusion Changemaker
- Sustainability Changemaker



Resources

POTYA Website

This is the website for the Partner of the Year Awards. Information and resources can be found here.

<https://aka.ms/POTYA>

Nomination Tool

Use this tool to submit a nomination.

The tool will be open for nominations on June 1 – July 7, 2026.

https://aka.ms/POTYA_Nominate

Contact us

Reach out to this alias with any questions that arise. Please allow 48 hours for a response.

potyasup@microsoft.com

Award Guidelines & Criteria

Use the award guidelines document to preview all the 2026 Microsoft Partner award categories and questions and fully prepare your entry offline.

https://aka.ms/POTYA_Guidelines

Frequently Asked Questions

A list of commonly asked questions about the Partner of the Year Awards nomination process.

https://aka.ms/POTYA_FAQ

Advice from the Judges

The entry you submit is all the judges will have to work with to learn about your success. We've prepared this guide to help you create your very best entry - one that shows off your solution and the results you've achieved.

https://aka.ms/POTYA_JudgesGuidance

Rules

It is your responsibility to review and understand your employer's policies regarding your eligibility to participate. If you are participating in violation of your employer's policies, you may be disqualified.

https://aka.ms/POTYA_RulesRegulations



Nomination Tool Overview (NEW)

Partner Welcome Page



Partner Awards

Nominate

Award Resources

Welcome, N

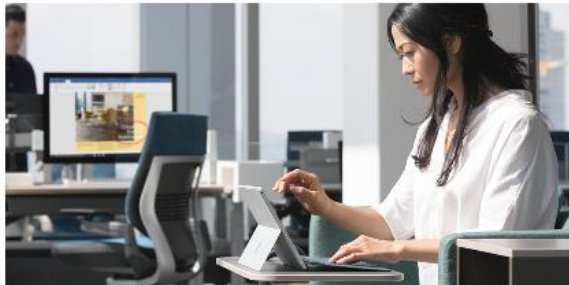
Microsoft AI Cloud Partner Program

Partner of the Year Awards

Welcome to the 2026 Microsoft Partner of the Year Awards and Country/Region Partner of the Year Awards.

We are excited to offer Microsoft partners a variety of awards designed to showcase solutions delivering customer success, that are built on Microsoft cloud and platforms. These awards celebrate

partner achievements, cloud technologies, entrepreneurial spirit, and highlight the tremendous work done by partners in various industries and in driving social impact. The Country/Region Partner of the Year Awards recognize partner successes in countries/regions around the world.



Create a **nomination**

Nomination deadline: 07/07/2026 06:00PM PDT

[Learn more >](#)



Review **award resources**

[Learn more >](#)



Explore **Microsoft Ignite**

[Learn more >](#)

Nomination Resources for Partners

*Available in the tool and on the POTYA website



Microsoft AI Cloud Partner Program

Award resources

[Award resources](#)



Partner of the Year Award Official Rules 2026

The 2026 Microsoft Partner of the Year Award Official Rules and Regulations.

 Microsoft-Partner-of-the-Year-Awards-Official-Rules-... 

Frequently Asked Questions

Answers to many of the common questions you may have.

 Partner-of-the-Year-Awards-Frequently-Asked-... 



Guidance from Judges for Partners

Advice from current and former judges on how to craft your submission.

 Guidance from Judges for Partners 2026.pdf 

2026 Microsoft Partner of the Year Awards Overview

An Overview of the entire 2026 Microsoft Partner of the Year Awards Program.

 2026 Microsoft Partner of the Year Awards... 

Nomination Window – Selection

Select the award you wish to nominate for here.

Clicking on an award will show you the detailed description, criteria, and eligibility requirements for that award.

Q Search

- > Cloud & AI Platforms
- > AI Business Solutions
- > Security
- > Industry
- > Partner Innovation
- > Business Transformation
- > Social Impact
- > Americas region
- > EMEA region
- > Asia region

To begin your nomination, select an award listed under one of the categories or regions, or Country Partner Award to the left.

Country Awards

Recognizing partners for impact at the country level. Select country partner awards to view specific requirements.

Region Awards

Recognizing partners for impact at a regional level. Select region partner awards to view specific requirements.

Category Awards

Targeted to a specific solution area, technology, segment or focus area. Requirements will vary for each award, select an award to view the specific requirements.

Access the complete list of guidelines, rules and regulations, FAQs and more in the [Award Resources tab](#).

Nomination Window – Step 1

Create a nomination

Modernizing Applications

Your information 1

Provide your contact information as the primary owner of this nomination.

Prefix

First name *

Last name *

Title / Role *

Email

2 Company information

3 Additional contact

4 Joint nominee

5 Nomination submission

Updating these fields will not update your profile in Partner Center.

This field is the account you are currently logged in under. If it is incorrect, please log in under a different account.

Nomination Window – Step 2

Create a nomination

Build and Modernize AI Apps

Your information 1

Company information 2

If you don't see your company's Partner ID in the list from Partner Center, please manually enter the Partner ID and your company details here. Please note that this will not update Partner Center information.

Use a Partner ID associated with my account

I do not see the Partner ID I wish to nominate for

Partner ID *
55555555

Company *
TEST

Address *
123 Test Drive

Address 2

City *
Redmond

State / Province
WA

Zip code ⓘ
55555

Country *
United States

Website URL *
https://test.microsoft.com

Company phone number *
+1 555 555 5555

Regional CEO full name

If selected as a winner or finalist, include CEO on notification email

Which partner type(s) best describe your company? *

Marketplace Offer
https://

Back Save as draft Continue

Additional contact 3

Joint nominee 4

Nomination submission 5

If your company has more than one Partner ID, you can select it from the list here

If your address does not have a postal code, please enter "NA".

Nomination Window – Step 3

Your information 1

Company information 2

Additional contact 3

In the event your company is named a winner or finalist, you can provide a secondary contact to be included on the notification. This individual will also be able to accept the award on behalf of the company

Contact

Prefix First name * Last name *

Contact email * Notification options *

[+ Add contact](#) [Back](#) [Save as draft](#) [Continue](#)

Joint nominee 4

Nomination submission 5

This Secondary Contact will receive notifications related to this nomination

Nomination Window – Step 4

If you are submitting a joint nomination, make sure to complete this step. Keep in mind that each company must all the eligibility criteria for the award.

Create a nomination

Automotive

- Your information
- Company information
- Additional contact
- Joint nominee**
- Nomination submission

This section is only applicable for joint submission entries (2 or more companies submitting a nomination together). You may add up to (3) additional companies' information.
NOTE: Each company must meet the requirements.

If you are not submitting as a joint nomination, please skip and continue.

[+ Add joint nominee](#) [Back](#) [Save as draft](#) [Skip](#)

Nomination Window – Step 5

Joint nominee 4

Nomination submission 5

Solution name *

“Solution Name” is the name or title for your nomination

Executive Summary

Please address and respond to the following specific points in an executive summary format. You may also upload one (1) supporting document to support your executive summary/entry (supporting URLs are to be included in the summary or supporting documents). Summary has an 8,000-character limit (not including spaces).

Ensure that your executive summary meets the 8,000-character limit (not including spaces)

Nomination Window – Step 5 cont.

Ensure that the information in your nomination is final before hitting the submit button.


Additional edits **cannot** be made after you submit your nomination.

Note: Microsoft may edit this content to align to our writing guidelines and to ensure consistency, spelling, and grammar.

For examples, please view the [nomination overview deck slide](#).

[Preview as PDF](#)

- Microsoft and its affiliates would like the opportunity to include your company as part of certain partner success stories or PR efforts relating to your company's participation in the Microsoft Partner of the Year Awards. I am interested in hearing more from Microsoft about potentially including this submission in other Microsoft led activities.
(Does not affect eligibility to win)

 Upload supporting document



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.

Nomination Window - Ineligibility notification

If you see awards that are a lighter text or if you receive this ineligibility notification, it means your company has not met the minimum criteria required for this award. If you believe your company is qualified, please use the '[here for help](#)' link to submit a ticket. The ticket will send important information that will help the team troubleshoot and confirm your eligibility.

Select an award

- > Cloud & AI Platforms
- > AI Business Solutions
- > Security
- > Industry
- > Partner Innovation
- > Business Transformation
- > Social Impact
- > Americas region
- > EMEA region
- > Asia region

⚠ Currently, your team is ineligible to apply to the below award. Please review eligibility requirements below. If your company is qualified but designations and/or co-sell status are not applying correctly, please contact our support team as soon as possible to verify to ensure this is resolved **before the nomination window closes on July 7th at 6:00pm PT.** [Click here for help](#) ×



Customers: The winning solution will successfully demonstrate how the customer took advantage of...

Eligibility Support

Are your companies' eligibility components not appearing correctly? If you are unable to apply to an award that your company qualifies for, send a ticket to our support team for assistance. Please submit this ticket as soon as possible to ensure this is resolved **before the nomination window closes on July 7th at 6:00pm PT.** Our support team will contact your Partner Center email contact within 48 hours.

[Send Ticket](#)



Timeline and what's next

Timeline and what to expect next

Deadline to submit a nomination:

Make sure to submit your nomination by **July 7, 2026, 6:00 PM Pacific Time.**

If selected as winners and finalists:

Winners and finalists will be contacted prior to October 1, 2026 via the e-mail address provided at time of entry and must confirm their acceptance of the award, or designation as a finalist or winner, by the deadline communicated by Microsoft.

If we are unable to make contact with you, or you fail to agree to accept your award or designation, we will notify the next runner-up finalist or winner.

Public announcement:

Winners and finalists will be acknowledged and celebrated later this year.



Have additional questions?

Email the Partner of the Year Awards support team at potyasup@microsoft.com