

Program Benefits

Discover More Value for the Way You Do Business

The Microsoft® Partner Program is changing to offer solutions partners of all sizes and business focuses a single, integrated partner relationship. You'll find a program that recognizes your expertise, rewards you for the total impact that you have in the technology marketplace, and delivers valuable tools and resources to help your organization and your customers succeed. At the same time, we will continue to deliver the benefits that you've come to depend on. We are committed to enhancing our relationship between you and Microsoft and creating opportunities for closer partner-to-partner relationships, so that together we can meet the full spectrum of customers' needs.

Enroll Online

By enrolling your organization in the Microsoft Partner Program, you'll gain a partner relationship that recognizes your expertise, rewards you for the total impact that you have in the technology marketplace, and delivers valuable tools and resources to help your organization and your customers succeed. Find out what the Microsoft Partner Program can do for your business. Go to: www.microsoft.com/partner/program to enroll today, or for more information.

Greater Value for Greater Participation

When you enroll in the Microsoft Partner Program, you can consolidate all of your lines of business and locations within a country under a single program. That consolidation makes it easier to achieve the top program levels — and a higher level of benefits — regardless of the size or business focus of your organization.

Solutions partners can qualify at any of three program levels — Microsoft Registered Member, Microsoft Certified Partner, or Microsoft Gold Certified Partner — by meeting the requirements for the level you choose. Qualifying for the top two program levels — Certified Partner and Gold Certified Partner — is based primarily on the number of Partner Points earned. This unique new qualification method recognizes and rewards your full success in the marketplace and levels the playing field so that solutions partners of all sizes and market segments have the opportunity to qualify for the highest program level.

Partners at the Registered Member program level — which requires no Partner Point minimum — for the first time can enroll in the Microsoft Partner Program and receive a formal package of benefits and resources through a single point of access. Registered Members also gain exposure to activities that can help them move up in program level, if they choose to. This unique new qualification method recognizes and rewards your full success in the marketplace and levels the playing field, so that solutions partners of all sizes and market segments have the opportunity to qualify for the highest level and enjoy greater value for greater participation.

Gold Certified and Certified Partners also have the opportunity to earn Microsoft Competencies, which recognize your expertise in specialized solution areas. Each Competency that you achieve gives you access to additional resources and benefits related specifically to that Competency — over and above those you receive for your program level. Visit:

<http://members.microsoft.com/partner/program/competencies/default.aspx> for more information on specific Competency benefits.

Gain Support for All Stages of Your Business

You've told us that you want targeted benefits and resources. The Microsoft Partner Program is committed to delivering on that request by developing benefits and resources, based on partner feedback, to help your business succeed. These benefits are tailored to the needs of individual solutions partners and address all stages of the business cycle, helping you to:

- Plan your business — The tools and resources to help you grow and develop your business.
- Build and maintain expertise — Assistance in building and maintaining expertise in your particular areas of specialization through training resources and access to Microsoft software for development, support, sales, and/or internal-use purposes.
- Market and sell — Marketing resources and activities to help you create demand and build sales around Microsoft software launches and new marketing initiatives.
- Provide service and support — The tools and services you need to aid in delivering and supporting Microsoft software and solutions.
- Retain your customers — Tools to help you connect with and strengthen your customer relationships.

Through this flexible, dynamic program model, the Microsoft Partner Program helps solutions partners be even more successful by delivering more consistent and predictable support in key aspects of your business. We will continue to enhance these benefits to ensure that you get more of what you need to be successful in recommending, developing, servicing, supporting, training on, and integrating complex systems based on Microsoft technology.

Resources and Content to Support All Stages of Your Business

(Each successive level also includes benefits from the previous level, except for licenses)

General Program Benefits (All benefits may not be available in all regions)	Plan Your Business	Build and Maintain Expertise	Market and Sell	Implement and Support	Retain Your Customers
Microsoft Registered Members receive: <ul style="list-style-type: none"> • Program newsletter • Secure Web site • Single point of contact for program support 	<ul style="list-style-type: none"> • Microsoft Initiatives Calendar (online) • Opportunity to attend the Microsoft Worldwide Partner Conference (WWPC) 	TRAINING <ul style="list-style-type: none"> • Online sales and technical training • Technical training through Hands-On Labs and training seminars (for a fee) • Hands-On Labs online SOFTWARE <ul style="list-style-type: none"> • Ability to acquire internal use software through the Microsoft Action Pack Subscription 	<ul style="list-style-type: none"> • Online sales and marketing resources and templates included in Partner Guides • Sales and licensing seminars (where available) • Online Licensing Configurator 	TECHNICAL SUPPORT <ul style="list-style-type: none"> • Managed newsgroup support (break-fix and pre-installation) • Free business-critical telephone support RESOURCES <ul style="list-style-type: none"> • Electronic Tech Alerts 	
Microsoft Certified Partners receive: <ul style="list-style-type: none"> • Program newsletter • Secure Web site • Welcome kit and monthly shipments • Recognition programs • Single point of contact for program support 	<ul style="list-style-type: none"> • Telephone-based account management • Partner Opportunity Directory (search) • Microsoft Initiatives Calendar 	TRAINING <ul style="list-style-type: none"> • Sales and technical training offerings • Microsoft Solution Selling for Partners Online (for a fee) SOFTWARE <ul style="list-style-type: none"> • Internal use software (10 licenses) • Microsoft Matching License Plan (up to 10 licenses) • Beta programs through MSDN® and TechNet subscriptions SUBSCRIPTIONS <ul style="list-style-type: none"> • MSDN Universal subscription (5 licenses) • Ability to acquire additional MSDN subscriptions at partner savings 	<ul style="list-style-type: none"> • Use of Microsoft Certified Partner brand • Telephone-based presales technical support • Microsoft Resource Directory listing • CD-based sales and marketing resources and templates delivered through Partner Guides 	TECHNICAL SUPPORT <ul style="list-style-type: none"> • Five-pack professional support incidents • Online Concierge support SUBSCRIPTIONS <ul style="list-style-type: none"> • TechNet Plus subscription • Additional TechNet subscriptions at partner savings • MSDN online support • TechNet online support 	<ul style="list-style-type: none"> • Customer satisfaction measurement (available later in 2004)
Microsoft Gold Certified Partners receive: <ul style="list-style-type: none"> • Program newsletter • Secure Web site • Welcome kit and monthly shipments • Recognition programs • Single point of contact for program support 	<ul style="list-style-type: none"> • Partner Opportunity Directory (listing) • Invitation to the Microsoft Gold Executive Panel Luncheons at WWPC 	TRAINING <ul style="list-style-type: none"> • Training content and assessments on the Partner Training and Readiness Resource Center SOFTWARE <ul style="list-style-type: none"> • Internal use software (100 licenses) • Microsoft Matching License Plan (up to 25 licenses) SUBSCRIPTIONS <ul style="list-style-type: none"> • MSDN Universal subscriptions (10 licenses) 	<ul style="list-style-type: none"> • Use of Gold Certified Partner brand • Microsoft Resource Directory priority listing 	TECHNICAL SUPPORT <ul style="list-style-type: none"> • Technical service coordinator MICROSOFT SERVICES <ul style="list-style-type: none"> • Microsoft Services Portfolio RESOURCES <ul style="list-style-type: none"> • Partner Knowledge Base (available later in 2004) 	<ul style="list-style-type: none"> • Customer satisfaction measurement (available later in 2004)

See What's New or Improved

In addition to including the benefits already available through our partner programs, the Microsoft Partner Program is rolling out many new and improved benefits throughout the year. The greater your participation, the greater the level of benefits available to you based on your program level and the Competencies you have earned. Some of the most exciting new and improved benefits are described below.

For Solutions Partners Enrolled at All Program Levels

- **Private partner Web site access** — Access a separate, private partner Web site available only to Microsoft Registered Members and Certified and Gold Certified Partners which contains exclusive information and benefits. Each program level has a separate level of access to site resources.
- **New and improved business development resources** — Take advantage of Microsoft's investment in creating customer demand through sales and marketing initiatives by accessing a comprehensive set of resources and tools. Track marketing initiatives along with their timelines and deliverables on new annual road maps. And make use of the comprehensive sales, technical, and marketing information delivered in improved Partner Guides to engage in Microsoft marketing campaigns.
- **New worldwide presales support and improved postsales support** — Take advantage of technical telephone-based support both before and after the sale.
- **New and improved optional benefits** — Acquire further benefits, based on your program level — including additional MSDN and TechNet subscriptions — at exclusive member savings.

For Certified Partners and Gold Certified Partners Only

- **New telephone-based account management** — Get the latest updates on local offerings, opportunities, and resources related to emerging products and technologies, training, business development, marketing initiatives, and events.
- **New tool for measuring customer satisfaction** (available later in 2004) — Gain insight into your customers' satisfaction and analyze your own performance.
- **New Microsoft Competencies brand extension** — Include any Competencies you've earned with the Microsoft Partner Program branding to position your expertise and relationship with Microsoft (as a Certified or a Gold Certified Partner) to your customers.
- **New Competency-based benefits** — Earn incremental benefits, beyond the core set that you receive for your program level, for any Microsoft Competencies that you achieve. These incremental benefits support all stages of your business in your areas of specialization so you can deliver more value to your customers.

For Gold Certified Partners Only

- **New Technical Services Coordinator** — Gain direct access to a technical contact who manages incident escalation and provides guidance on hotfixes, patches, and readiness resources.
- **New Partner Knowledge Base** (available later in 2004) — Microsoft Gold Certified Partners will be able to search a database of technical support articles to find answers to technical issues and questions.