Microsoft
Partner of the Year Awards
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Program Overview
Microsoft 
Partner of the Year Awards 

Program purpose 
Highlight and celebrate partners globally and locally that are embracing Microsoft technologies, philosophies, and growing with Microsoft.

Acknowledge outstanding successes and innovations by partners in over 100 countries and in a wide variety of categories, including partner competencies, cloud to edge technologies, entrepreneurial spirit and social impact.
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 April 5, 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
• Lead to increased market recognition
Winner & Finalist Benefits

Overview

• Customized logos that help you showcase your company as an honored Microsoft partner
• Custom public relations templates to help promote your award-winning status
• Recognition collateral to signify your success
• Winners are celebrated at Microsoft Inspire
Categories and awards
Types of Awards

**Category**
- Targeted to a specific solution area, technology, segment or focus area.
- One winning partner and up to three finalist partners per award.

**Country/Region**
- Recognizing partners at the country level.
- One winning partner per country.

**General criteria**
- Gold level achieved in a Cloud Competency by January 2022 (Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small & Mid-Market Cloud Solutions) and/or an ISV with a co-sell ready offer
- Microsoft Partner Network partner in good standing
- Individual awards each have their own set of criteria and eligibility. Review the complete [Awards Guidelines](#) to determine which awards align to your company’s best solutions.
## Category Awards List 2022

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

### Modern Work
- Apps & Solutions for Microsoft Teams
- Employee Experience
- Meetings, Calling & Devices for Microsoft Teams
- Modern Workplace for Frontline Workers
- Modern Workplace for SMB
- Project & Portfolio Management
- Device
- Device Partner Distributor/Reseller
- Surface Hub Reseller
- Surface PC Reseller

### Business Applications
- Dynamics 365 Business Central
- Dynamics 365 Commerce
- Dynamics 365 Customer Insights & Marketing
- Dynamics 365 Customer Service & Field Service
- Dynamics 365 Sales
- Dynamics 365 Finance
- Dynamics 365 Supply Chain Management and Intelligent Order Management (IOM)
- Power Apps
- Power Automate
- Power BI

### Azure
- AI
- Analytics
- Cloud Native App Development
- Internet of Things
- Migration to Azure
- Mixed Reality
- Modernizing Applications
- OSS on Azure
- Rising Azure Technology
- SAP on Azure

### Industry
- Automotive, Mobility & Transportation
- Defense & Intelligence
- Education
- Energy & Sustainability
- Financial Services
- Government
- Healthcare & Life Sciences
- Manufacturing & Supply Chain
- Media & Communications
- Nonprofit
- Retail & Consumer Goods

### Business Excellence
- Advisory Services
- Commercial Marketplace
- Customer Experience
- Global SI
- Global SI & Advisory Digital Transformation
- Global Independent Software Vendor (ISV)
- Indirect Provider
- Learning
- Microsoft for Startups
- Solution Assessments
- Operational Excellence

### Security
- Modern Endpoint Management
- Security
- Compliance

### Social Impact
- Community Response
- Inclusion Changemaker
- Sustainability Changemaker
<table>
<thead>
<tr>
<th><strong>Resources</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POTYA Website</strong></td>
</tr>
<tr>
<td>This is the website for the Partner of the Year Awards. Information and resources can be found here.</td>
</tr>
<tr>
<td><a href="https://aka.ms/POTYA">https://aka.ms/POTYA</a></td>
</tr>
<tr>
<td><strong>Nomination Tool</strong></td>
</tr>
<tr>
<td>Use this tool to submit a nomination. The tool will open for nominations on February 3 – April 5, 2022.</td>
</tr>
<tr>
<td><a href="https://aka.ms/POTYA_Nominate">https://aka.ms/POTYA_Nominate</a></td>
</tr>
<tr>
<td><strong>Alias</strong></td>
</tr>
<tr>
<td>Reach out to this alias with any questions that arise. Please allow 48 hours for a response.</td>
</tr>
<tr>
<td><a href="mailto:potyasup@microsoft.com">potyasup@microsoft.com</a></td>
</tr>
<tr>
<td><strong>Rules &amp; Regulations</strong></td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td><a href="https://aka.ms/POTYA_RulesRegulations">https://aka.ms/POTYA_RulesRegulations</a></td>
</tr>
<tr>
<td><strong>Award Guidelines &amp; Criteria</strong></td>
</tr>
<tr>
<td>Use the award guidelines document to preview all the 2022 Microsoft Partner award categories and questions, and fully prepare your entry offline.</td>
</tr>
<tr>
<td><a href="https://aka.ms/POTYA_Guidelines">https://aka.ms/POTYA_Guidelines</a></td>
</tr>
<tr>
<td><strong>Frequently Asked Questions</strong></td>
</tr>
<tr>
<td>A list of commonly asked questions about the Partner of the Year Awards nomination process.</td>
</tr>
<tr>
<td><a href="https://aka.ms/POTYA_FAQ">https://aka.ms/POTYA_FAQ</a></td>
</tr>
<tr>
<td><strong>Advice from the Judges</strong></td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td><a href="https://aka.ms/POTYA_JudgesGuidance">https://aka.ms/POTYA_JudgesGuidance</a></td>
</tr>
<tr>
<td><strong>How to Write a Great Entry</strong></td>
</tr>
<tr>
<td>Advice from an expert on how to write a winning entry. Know that the key is to tell your story. The best way you can.</td>
</tr>
<tr>
<td><a href="https://aka.ms/POTYA_NominationTips">https://aka.ms/POTYA_NominationTips</a></td>
</tr>
</tbody>
</table>
Nomination Tool Overview
Nomination window
Select an award type

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.
Nomination Window – Step 1
Your Information

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.

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

Profile
First name
Last name
Title / Role
Email
Nomination Window – Step 2
Company Information

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

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

If you select a country, your nomination will automatically be included in the nomination pool for that country’s Partner of the Year (assuming you meet the criteria for a Country Partner of the Year), in addition to the category award you have selected.

If you choose “I do not wish to associate my nomination with a country,” you will need to submit a separate nomination in order to pursue a country award.

New! 2022 Update
Selecting a Country

There are nearly 300 countries to select from in the nomination tool. You can select up to three countries in a single nomination.

Each of the countries listed here awarded a Partner of the Year in 2021.
Nomination Window – Step 3
Additional Contact

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.
Nomination Window – Step 4
Joint Nominations

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

Note: some awards don’t allow joint nominations.
Nomination Window – Step 4 cont.

Joint Nominations

This is the information that will be collected for each joint nominee.
Nomination Window – Step 5
Submit

Solution name *

Executive Summary

Partners will be asked to address and respond to the specific points below in an executive summary format. Partners may also upload up to three (3) supporting documents to support their executive summary/entry:

• Indicate which—and how—Microsoft technologies are leveraged by your solution or services.

• Describe how the use of Microsoft technologies in your solution enabled the customer’s increased collaboration from a technical (features) and business perspective—in what ways has your solution helped your customers embark on a journey driving tangible digital transformation outcomes in their industry.

• Please provide outside references or data sources that illustrate customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.)

• Please provide details about how your solution or service increased usage of Microsoft Teams.

• 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.
Nomination Window – Step 5 cont.
Submit

After you submit your nomination, you are still able to make changes to your entry until the nomination window closes on **April 5 at 6:00 PM PT**.

New! 2022 Update
Opt-in to future contact regarding PR opportunities for your submission details.

Include pictures, graphs, or any details that would support your application. Three documents of up to 10 MB are allowed. Document types allowed are PDF, Word, excel, PPT, JPEG or PNG.
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 competency 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.
Timeline and what’s next
Timeline and what to expect next

Deadline to submit a nomination:
Make sure to submit your nomination by **April 5, 2022, 6:00 PM Pacific Time**.

If selected as finalists and winners:
Finalists and winners will be contacted in June 2022 to the e-mail address, the phone number, or mailing address (if any) provided at time of entry and must agree at that time to participate in the awards program. We will make three (3) attempts to contact each finalist and winner to confirm their participation. If we are unable to make contact in three (3) attempts, we will notify the next runner-up finalist and give that company the opportunity to verify their participation.

Public announcement:
Winners and finalists will be acknowledged in a press release in July and celebrated at Microsoft Inspire.
Frequently Asked Questions
What constitutes an eligible entry?

Criteria:
• Entries must use the 2022 Microsoft Partner of the Year Award submission application tool.
• Entries must be in the English language. Please note that the solution may be developed in any language but the entry itself must be submitted in the English language.
• Solution must have at least one commercial customer and the solution must have demonstrated market success/growth within the last 12 months.
• Solution must be developed primarily using Microsoft software and/or hardware.

Can we enter more than one nomination for the same award based on having different products or case studies we want to highlight?
Yes, you can enter multiple award nominations for the same award or enter the same case study or story for more than one award.
Making edits to a submission

Can I edit my entry?
Yes, nomination entries can be edited, even after you have submitted, until the nomination window closes on **April 5, 2022 at 6:00 PM PT**.

Can I enter some data and then come back and complete the submission later?
Yes, be sure to save your work along the way. You may exit the application and when you enter back in, you can go back to your dashboard and click on the award you wish to update.

Can I delete or change my entry after it is submitted?
Yes, if the nomination window is still open. Simply log in to the tool and click on the nomination entry you wish to modify.

Will I be able to access my nomination after the window closes?
Yes, you will be able to access and view your nomination after the window closes, however, you cannot make any edits once the window has closed.
Confidentiality

Is any customer information I provide confidential?
If your customer has any proprietary rights in and to the solution you submit, as a condition of being named a winner in this contest, your customer must be willing and able to grant to you and Microsoft the right and permission to feature and otherwise describe the solution in a case study and to use the case study for promotional, editorial, demonstration or any other related purposes.

Tell me more about the confidentiality....
Any customer name or customer information you provide in your award submission will not be published immediately. You may be asked to provide a signed customer release from the end customer if you are an award winner and Microsoft would like to possibly produce a case study.

In the award submission process, we recommend that if you have any privacy concerns, you add a note at the bottom of your submission in the nomination form that states confidentiality concerns for this particular award submission. This will flag the Microsoft product teams that are evaluating this nomination and will note the requirement of a release to publicize any customer information.

For more information on confidentiality and how your entry may be used, please view the official Awards Guidelines.
Winners & Finalists

How can I find out who won?
Entrants can find out who won by visiting https://aka.ms/POTYA where the names of the contest winners will remain posted for 12 months after the official public announcement in July 2022.

What do winners and finalists receive?
The 2022 Microsoft Partner of the Year Award winners and finalists will be celebrated at Microsoft Inspire. Partners who are recognized as finalists and winners will be acknowledged in press releases and will receive a marketing kit with which to promote their accomplishments. This worldwide recognition of excellence identifies winners as a select few who truly stand out in a distinguished, competitive field.

Are there award winners for each country?
The Country/Region Partner of the Year Award will be awarded based on submissions for that country/region in the award tool with one (1) winner per country/region (if that country/region chooses to participate).

The Category awards are global and recognize one (1) worldwide winner and up to three (3) worldwide finalists for each award.
Have additional questions?

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