



2021 Microsoft Partner Network Partner of the Year Awards

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Agenda

1. Review award criteria for the Partner of the Year Awards
2. Learn how to write an impactful award submission
3. Get tips on creating compelling customer stories
4. Q&A

Key resources

- Partner of the Year Awards submission site
 - <https://aka.ms/POTYA>
 - The last day to submit an awards entry is April 21, 2021 11:59 P.M. Pacific Time that day.
- Judges Guidance
 - https://aka.ms/POTYA_JudgesGuidance
- Frequently Asked Questions
 - <https://assetsprod.microsoft.com/en-us/2019-microsoft-partner-of-the-year-awards-frequently-asked-questions.pdf>
- Questions?
 - Send an email to the Microsoft Partner of the Year Awards team at potyasup@microsoft.com. Please allow two (2) business days for a response.



Award criteria

Award criteria | things to look for

Read the Executive Summary carefully!

- Is there a required technology or workload
- Do you have the right number of published references/ named customer endorsement
- Is this a published solution
- Do you have results yet

[Award Guidelines](#)

[Guidance from the Judges](#)

Award categories

Azure

10 awards

- 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

Business Applications

10 awards

- Dynamics 365 Business Central
- Dynamics 365 Commerce
- Dynamics 365 Customer Insights
- Dynamics 365 Customer Service
- Dynamics 365 Field Service
- Dynamics 365 Marketing
- Dynamics 365 Sales
- Dynamics 365 Supply Chain Management & Finance
- Power Apps & Power Automate
- Power BI

Modern Work & Security

12 awards

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

Industry

11 awards

- Automotive
- Defense & Intelligence
- Education
- Energy
- Financial Services
- Government
- Healthcare
- Manufacturing
- Media & Communications
- Nonprofit
- Retail & Consumer Goods

Social Impact

3 awards

- Community Response
- Inclusion Changemaker
- Sustainability Changemaker

Business Excellence

11 awards

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



Nonprofit Industry award criteria

Award description:

The Nonprofit Partner of the Year Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to nonprofit customers, demonstrating thought leadership in their industry.

Successful entrants will also demonstrate strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

Award eligibility:

- Gold and/or Silver level achieved in a Cloud Competency by January 2021 and/or an ISV with a co-sell ready offer.
- Microsoft Partner Network Partner in good standing (Microsoft Partner Network Members that has renewed, paid, etc.)
- Public facing (up to date) website with nonprofit specific offerings in market.
- 2+ published Nonprofit customer references and/or case studies in FY20/ FY21. Must be different organizations.
- Measurable and proven societal impact by virtue of implementing the solution and/service
- The reference customer must be an existing, qualified nonprofit organization – according to Microsoft’s eligibility requirements – and be willing to be referenced by Microsoft if selected as a finalist/winner.

Award executive summary:

Please address and respond to the specific points below in an executive summary format. You must also upload up to three (3) documents 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 (includes spaces).

- Describe your customer’s initial challenge(s).
- Describe how Microsoft cloud is used and applied by your solution or service. (Modern Workplace, Business Applications, Application & Infrastructure, Data & AI).
- Describe the specific benefits of your offerings and/or services that resulted in [accelerating your customer’s digital transformation](#).
- Describe how the nonprofit organization was able to directly translate this impact to their beneficiaries and their mission.
- Is your nonprofit solution or service a custom project for one particular customer or is it a repeatable, scalable solution or service?
 - 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.).
- How long has your nonprofit solution or service been available to customer(s) and how do you intend to evolve and invest in this solution or service? (roadmap, services, market adoption, etc.).
- Please add additional feedback for consideration along with supporting documentation.

Social Impact award category

The **Community Response** POTYA recognizes a partner organization that has made a significant social impact by providing innovative and unique services or solutions based on Microsoft technologies to help solve challenges for their customers and community during unprecedented times. This year, we want to **continue recognizing the contributions of our partner community during the COVID-19 pandemic.**

The **Inclusion Changemaker** POTYA recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies that help customers solve challenges of **diverse representation, economic access, digital inclusion, and/or accessibility**. Inclusion changemakers drive digital transformation toward a more **inclusive and equitable world**. To enable more inclusive economic growth, we look to solutions and services that help organizations optimize ideas, skills, experience, and resources from all facets of talent contribution and market opportunity.

The **Sustainability Changemaker** POTYA is **new this year** and 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**. We look to solutions and services that help organizations understand their **impact on the climate and deliver on sustainability commitments.**

Write an impactful award submission

What is impact?

IMPACT (noun)

im·pact | \im-pakt\

A significant or major **effect** [\(SOURCE\)](#)

To have an **influence** on something [\(SOURCE\)](#)

Synonyms: affect, impress, influence, move, reach, strike, sway, tell (on), touch

Writing for impact



Begin with intrigue



Get to the point

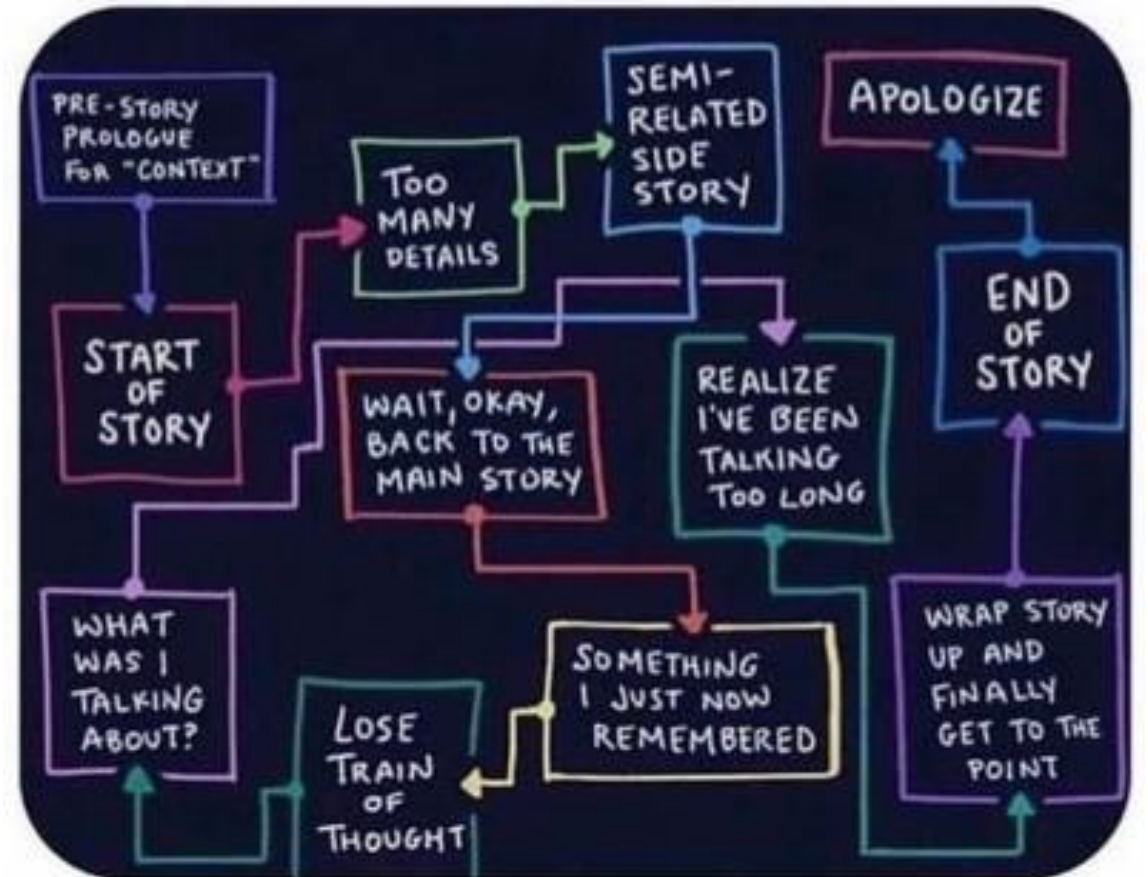


Make your point

How a normal person tells a story



How I tell a story



Example submission

CHALLENGE

1. TopCo's data is trapped in multiple silos and records are often kept on spreadsheets or paper.
2. New regulations mean additional security preventions need to be taken for TopCo to stay compliant and protected.

SOLUTION

1. Contoso migrated all of TopCo's data to the cloud using Azure and Office 365.
2. Contoso ran a security assessment to identify high-risk areas and created a 6-month security enhancement plan to ensure all data is compliant with regulations.

OUTCOME

1. Now that all the data is accessible the cloud, reports can be run in a matter of minutes, not hours.
2. Over the next 3-6 months, TopCo will have updated all their security protocols and protected themselves against cyberthreats.

Example submission: with outcomes

CHALLENGE

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OUTCOME/ IMPACT

1. Now that all the data is accessible in the cloud, reports can be run in a matter of minutes, not hours.
 - a) Monthly admin hours reduced by 30%
 - b) Admin resources were redirected to field worker hours = 12% more customers receive services
2. Phase 1 completed means all highly confidential records are marked accordingly
 - a) Data access is restricted which reduces risk to customer of leaks / hacks
 - b) Classification tiering means employees can search for and access information more quickly, reducing customer wait time by 8%

Create compelling customer stories

Create compelling customer stories

1. Tell me something I want to know
2. Focus your message
3. Follow the format (beginning, middle, end)
4. Check the 5Ws
5. Add some spice

Remember...

1. Review the award criteria carefully
2. Show how you made a difference, not just what you did
3. Write professionally without jargon
4. Nominations close April 21, 2021 at 11:59pm PT
5. Key resources:
 - [Award Guidelines](#)
 - [Guidance from the Judges](#)
 - [Create your nomination now!](#)

Q&A



Thank you!