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Partner Admin Link

A new pilot program to measure SI and MSP partner Azure influence
Tracking Management Activities

Product based
- Telemetry based product tracking
- Uses existing management paradigms

Simple
- Easy for partners
- No impact for customers
- No blockers for partners

Impactful
- Tracks customer engagements
- Aligned to Microsoft account teams
- Improves optics in partner impact
Approach

1. Customer and partner enter an agreement
   - Customer determines access to their Azure environment based on the engagement with the partner

2. Customer provides partner with admin access
   - Customers grant partners access to their environment via 3 mechanisms today:
     1. External user (guest access)
     2. Service principal
     3. An account within the customers directory

3. Partner links MPN ID to the user account
   - All attributes of the user credentials are now associated with the partner (MPN ID)
   - The link is per user credential per customer tenant

4. Customer and partner receive reporting
   - Customer and partner facing reporting based on the link
Scope Of Tracking

- Management access for Azure
- Spans all licensing programs (i.e. EA, web direct, CSP)
- All partners can link including when work overlaps

Information linked:
- User credentials
- Scope of access
  - Admin role granted
  - Resources under management
- Consumption of resources
Creating A Link

Linking can be done through three mechanisms
1. PowerShell
2. Command Line Interface (CLI)
3. Azure Management Portal UI – coming soon

• A valid MPN ID will be required
• The link is per user credential, per customer tenant
• Partners can change (update, validate, remove) the MPN ID if they choose
• Only the person with the admin credentials can add or change the link
Creating A Link: PowerShell

1. Log into the customer’s environment
2. Ensure standard Azure modules are installed
3. Run the command:
   “new-AzureRMMManagementPartner –PartnerID XXXXXXX”
Creating A Link: Azure Portal

1. Log into a customers Azure environment
2. Access the Partner Admin Link UI from the Azure Management Portal user settings
3. Add and validate the MPN ID

https://ms.portal.azure.com/#blade/Microsoft_Azure_Billing/managementpartnerblade

Coming soon!
Participating in the pilot

• Start today!
• Begin linking management credentials for customer engagements
• By participating you will help determine ways we improve partner programs*
• Receive early access to reporting and any efforts to infuse this into partner programs

*Partner Admin Link is not a replacement for existing partner incentives programs. Partners should continue participation in programs like DPOR in addition to participation in this preview.
Timeline: Partner Admin Link

May
- Pilot
  - Early access for partners
  - Documentation online
  - UI available in Azure Portal

June

July
- General Availability (estimated)
  - Partner reporting

August
- Post GA improvements
  - Customer reporting
  - Internal Microsoft reporting
  - Improvements to partner reporting
Maintaining Customer Privacy

Partner Admin Link respects customer’s management controls:

• MPN ID is added as an attribute to the user profile
  • The MPN ID is stored separately from the customer’s data
  • Linking is transparent to customers via the management portal, documentation, and customer facing reporting

• Linking an ID does not change, add or amend the partners access to customer resources or data

• Partners will not see any customer identifiable data that has not been granted by the customer through granting administrative credentials

• The link abides by any change to the admin credential scope (increase, decrease or removal of access)

• When a customer revokes admin rights the link is removed and reporting ceases
Questions & Assistance:
azurepartneradmin@microsoft.com

Link to documentation:
aka.ms/partneradminlink

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View the presentation of these slides
aka.ms/introPALpreview
Q: If I have multiple people with credentials in a customer’s environment do all users need to link their MPN ID to their credentials?
A: Partners should associate their MPN ID to each set of credentials within a customer’s environment.

Q: If a consultant is using their work credentials as a “guest” in multiple customer accounts will they need to associate the MPN ID once or multiple times?
A: If a consultant from the partner is using the same credentials in multiple customer’s environments they will need to associate an MPN ID in each customer environment. The association happens on a per customer environment basis and is not inherited in all customer environments.

Q: We have multiple MPN IDs which should we use?
A: You should choose the MPN ID that you would like to receive credit for the customer engagement. If you have multiple MPN IDs for credit in other programs you may want to follow a similar approach for this program.

Q: Will another partner be able to write over my MPN ID if I link it within a customer account?
A: No, the link is established as an attribute for a set of user credentials. Only the individual who is using the credentials can set or change the MPN ID.