

Microsoft announces investments to broaden opportunities for partners

Ahead of Microsoft Inspire, company shares how it is tuning partner investments for the cloud era, including updates to Teams, Dynamics 365, Azure

REDMOND, Wash. — July 11, 2019 — On Thursday, Microsoft Corp. announced new investments in technologies and programs designed to support its partner ecosystem. The investments are aimed at helping optimize Microsoft’s partner engagement for the cloud era.

“Customers and partners alike continue to move to the cloud and accelerate their digital transformation, leading us to new and different levels of partnership,” said Gavriella Schuster, corporate vice president of Microsoft’s One Commercial Partner group. “Our portfolio of programs, offers and resources for companies partnering with Microsoft is transforming to help them capitalize on this opportunity.”

The following are some highlights of the news announced today, with more details [available here](#).

Investments in products and programs

- **Microsoft Teams extensions and adoption.** Just two years after its launch, Teams now has 13 million daily active users and 19 million weekly active users. The [company also announced](#) new features in Microsoft Teams for every worker — including new ways to support healthcare organizations and firstline workers. Additional new partner integrations include support for contact centers, compliance recording and cloud solution providers.
- **Dynamics 365 updates.** The company announced significant updates to the Dynamics 365 Nonprofit Accelerator and two new integrations for Dynamics 365 that address the automotive and financial services industries. In addition, the Business Applications ISV Connect program is generally available, with new development tools and guidance, marketplace resources, joint field engagement processes and go-to-market support.
- **Introducing Azure Lighthouse.** Azure Lighthouse gives partners a single control plane to view and manage Azure at scale across all their customers. This provides a better managed Azure experience with higher automation and efficiency, resulting in

greater visibility and security for customers. This marks the first time Microsoft has architected a solution at this scale, with partners and for partners.

- **Azure Migration Program.** The new Azure Migration Program (AMP) helps customers accelerate their migration to Azure. AMP offers proactive advice and tools to help mitigate risks and address common issues associated with moving workloads to the cloud.

Broadening partner opportunity

Since the inception of Microsoft's co-sell program 24 months ago, the program has seen \$9.5 billion in annual contracted partner revenue. The investments announced this week are designed to build on that opportunity:

- **General availability of the Microsoft Security competency.** This new competency allows partners to market their expertise and provides access to a range of benefits designed to enable business growth and profitability.
- **Five advanced specializations.** These include Windows Server and SQL Server Migration to Microsoft Azure, Linux and Open Source Databases Migration to Microsoft Azure, Data Warehouse Migration to Microsoft Azure, Modernization of Web Applications in Microsoft Azure, and Kubernetes on Microsoft Azure.
- **New advancements in marketplace.** Additional pricing models, a rewards program and a new route to market are rolling out in July for companies that publish transactable offers in Microsoft's expanded commercial marketplace. The pricing models include monthly and annual SaaS billing, flexible, custom-metered billing options, standard contracts, and free SaaS trials that convert to paid engagements.

About Microsoft Inspire

Microsoft Inspire provides Microsoft's partner community with access to key marketing and business strategies, leadership, and information regarding specific customer solutions designed to help partners succeed in the marketplace. Along with informative learning opportunities covering sales, marketing, services, and technology, Microsoft Inspire is an ideal setting for partners to garner valuable knowledge from their peers and from Microsoft. More information can be found at <https://partner.microsoft.com/en-us/inspire>.

About Microsoft

Microsoft (Nasdaq “MSFT” @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

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