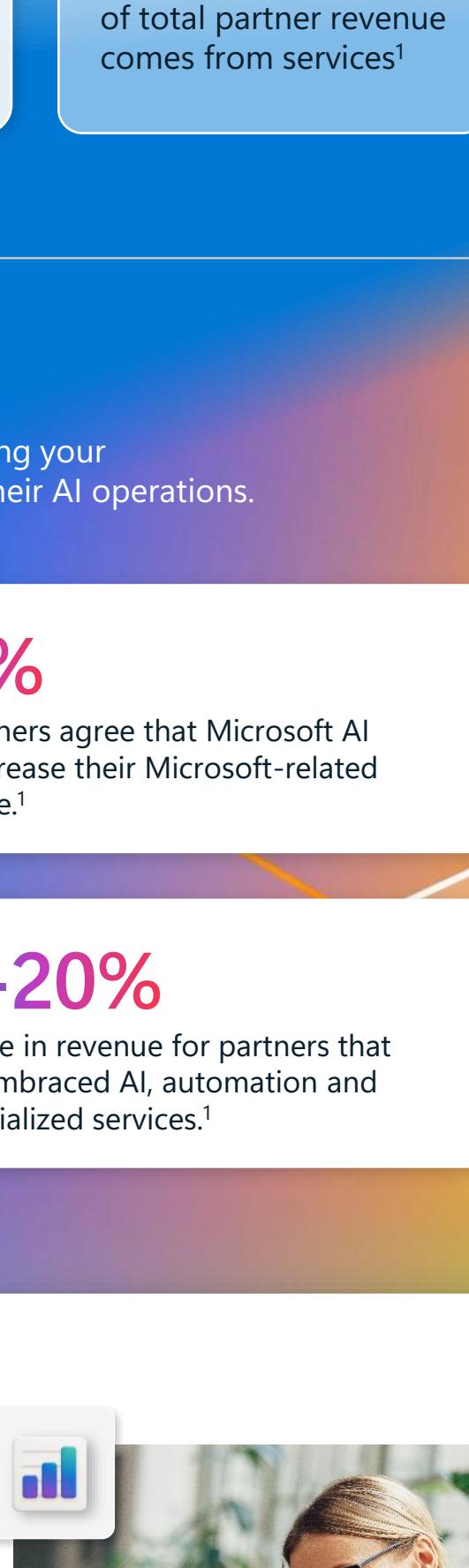
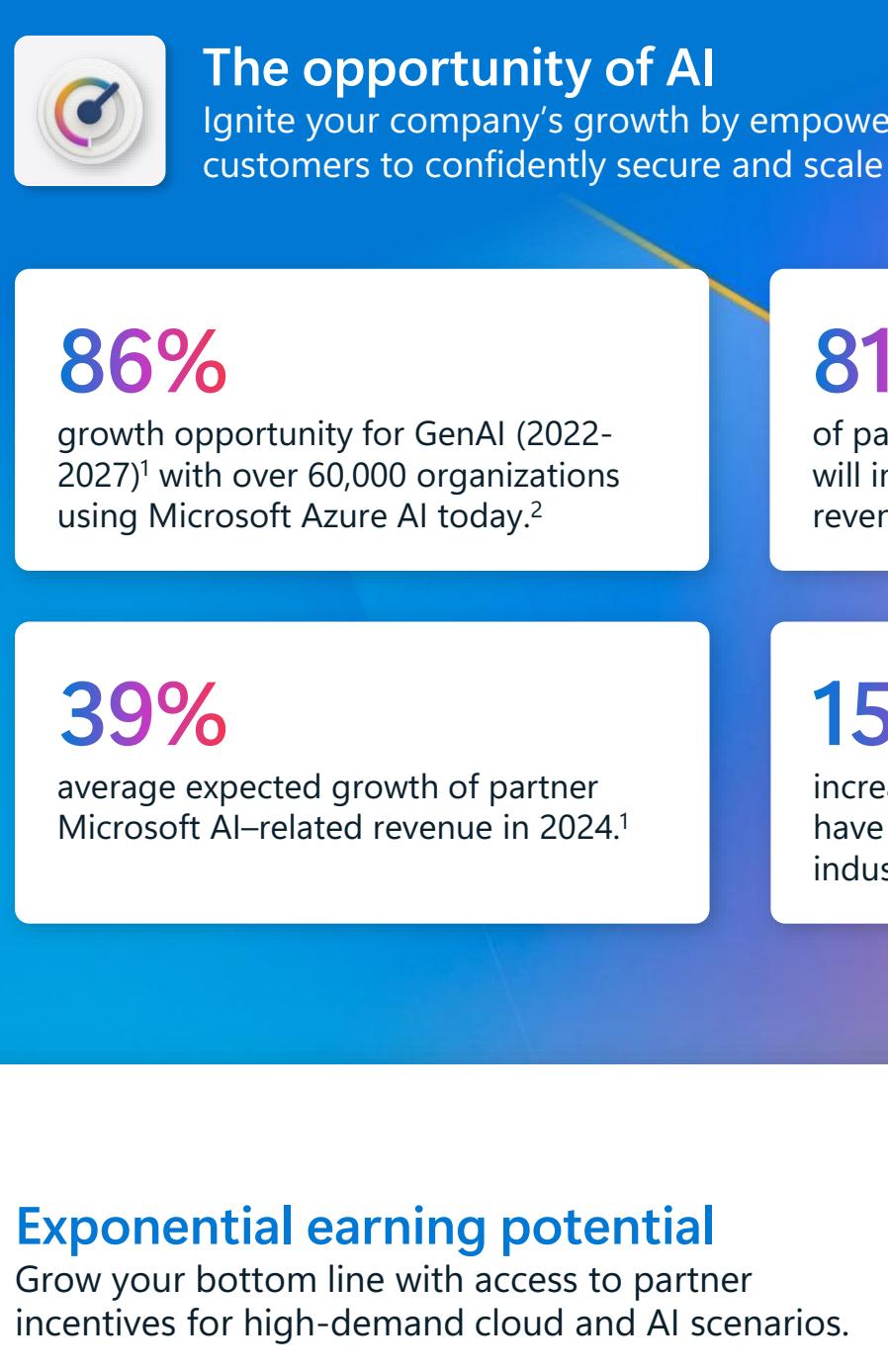


# Unlock the benefits of Microsoft Azure partnership

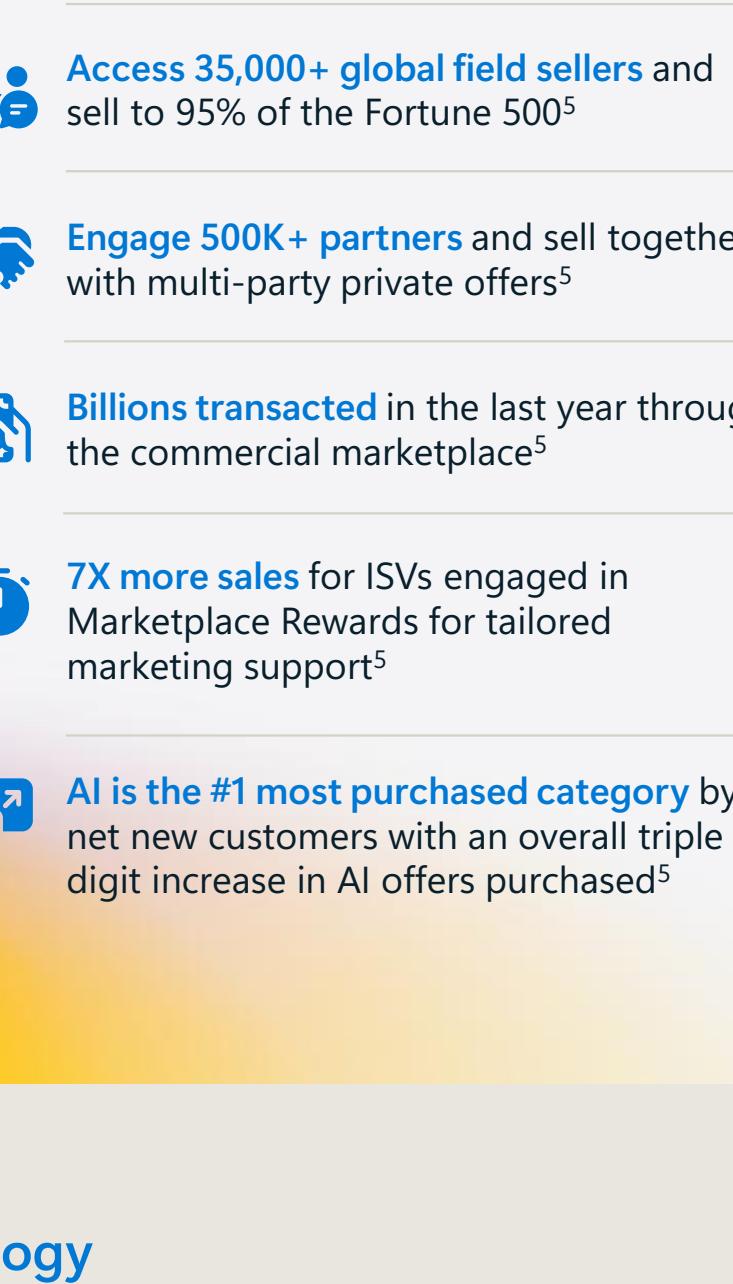
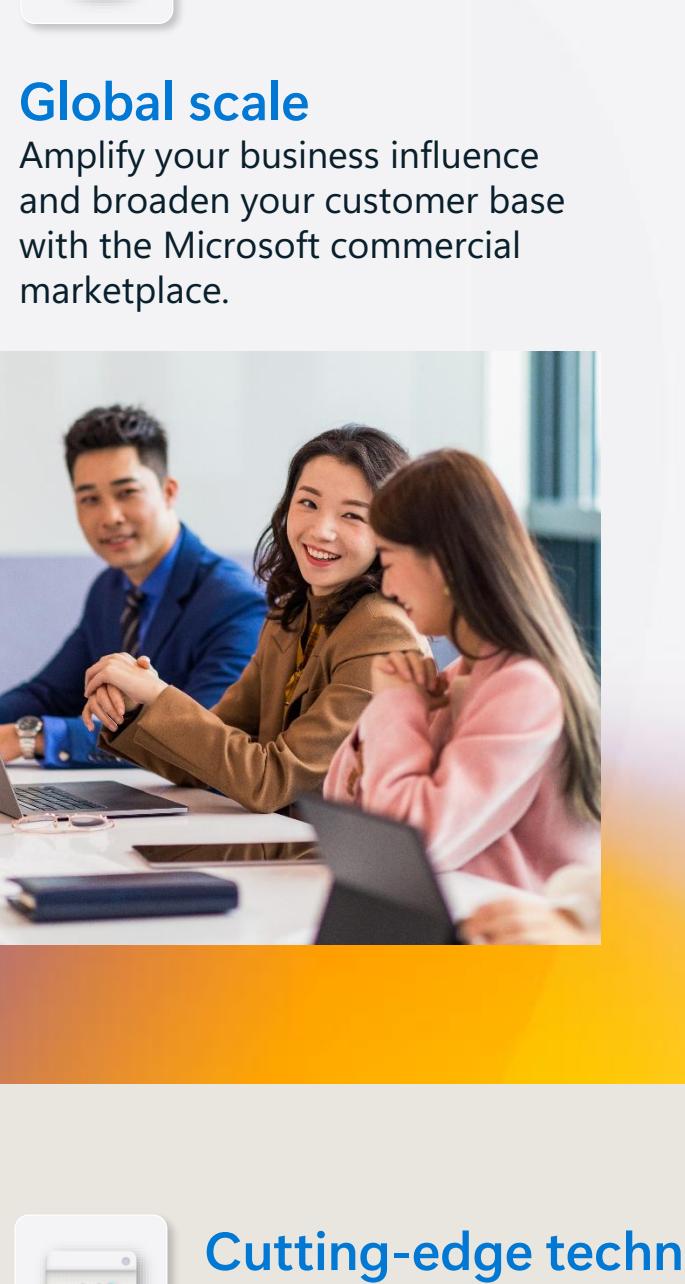
## The economic value of partnership

Unleash your revenue-generating potential through Microsoft's commitment to partner success.



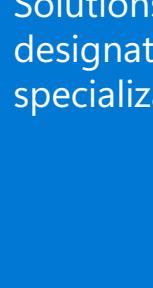
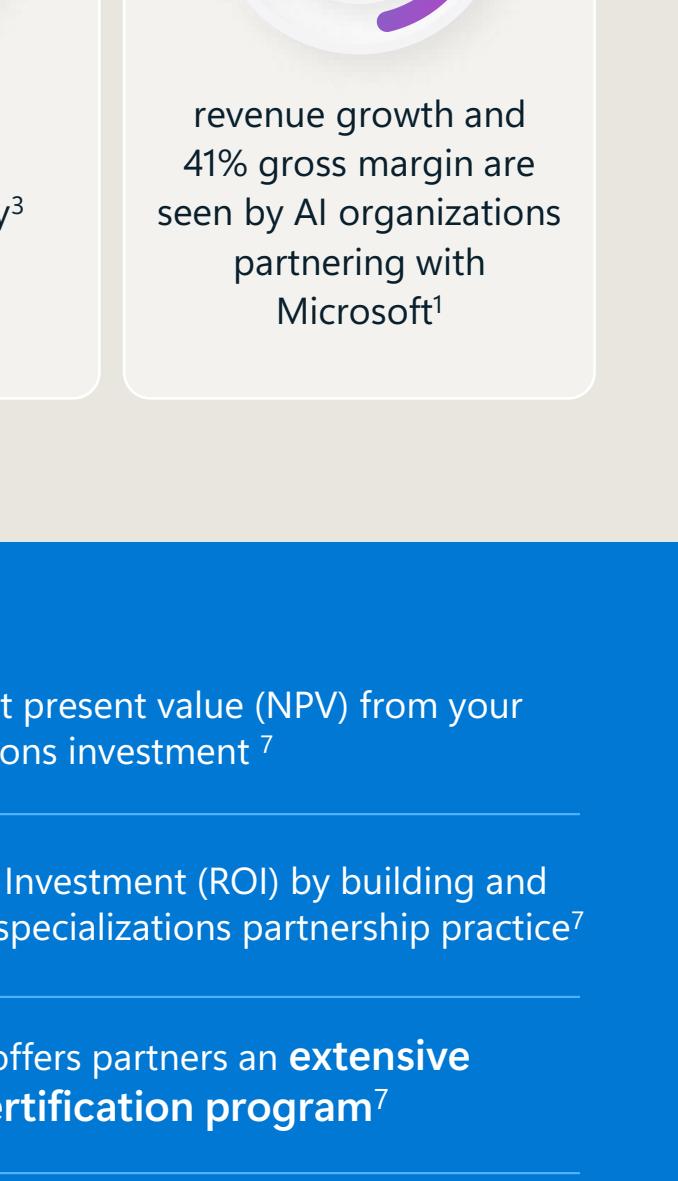
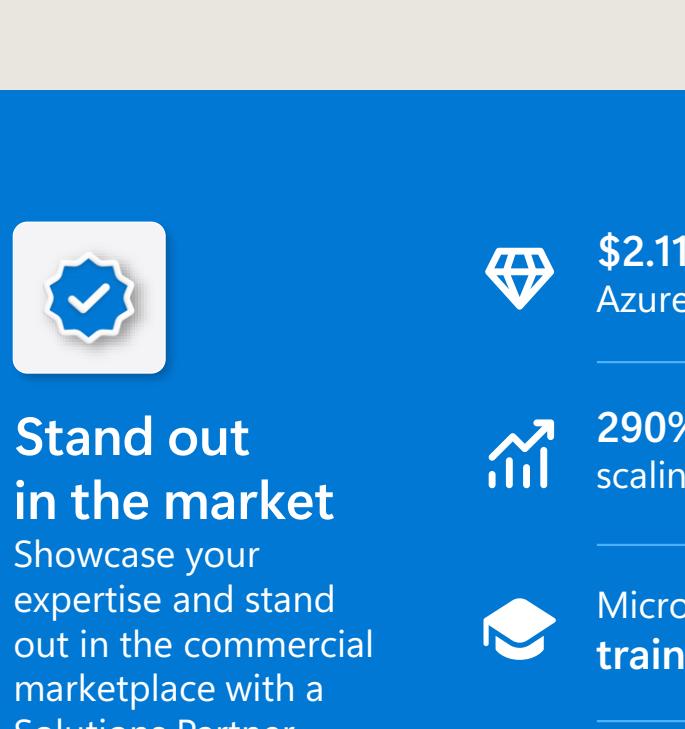
## The opportunity of AI

Ignite your company's growth by empowering your customers to confidently secure and scale their AI operations.



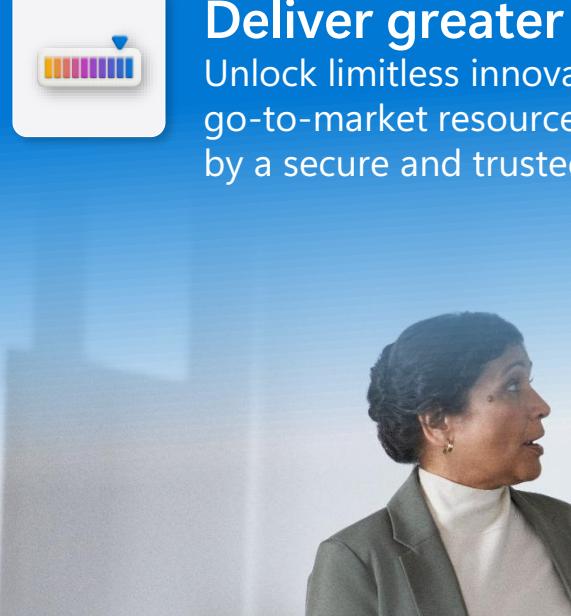
## Exponential earning potential

Grow your bottom line with access to partner incentives for high-demand cloud and AI scenarios.



## Global scale

Amplify your business influence and broaden your customer base with the Microsoft commercial marketplace.



**Reach millions of Microsoft customers** in 141 geographies<sup>5</sup>

**Access 35,000+ global field sellers** and sell to 95% of the Fortune 500<sup>5</sup>

**Engage 500K+ partners** and sell together with multi-party private offers<sup>5</sup>

**Billions transacted** in the last year through the commercial marketplace<sup>5</sup>

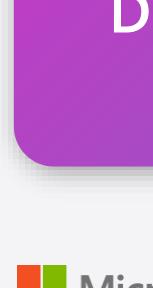
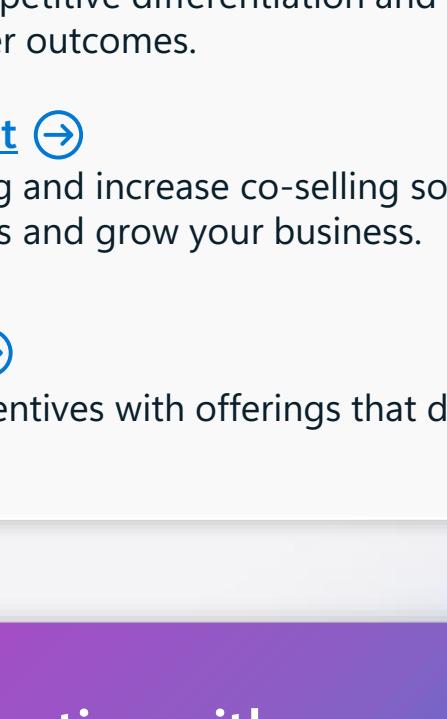
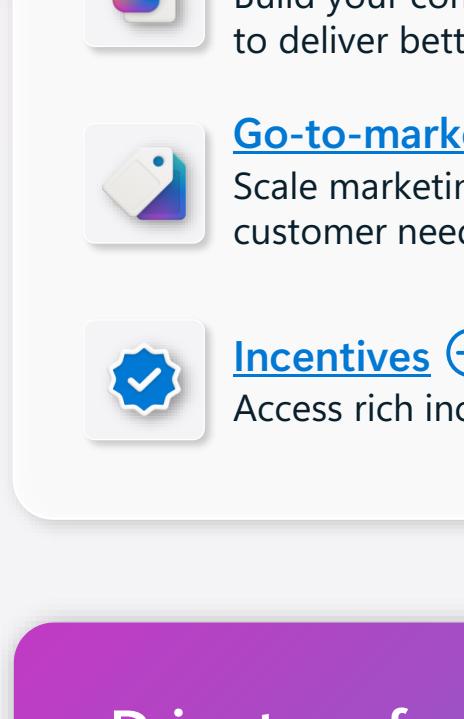
**7X more sales** for ISVs engaged in Marketplace Rewards for tailored marketing support<sup>5</sup>

**AI is the #1 most purchased category** by net new customers with an overall triple digit increase in AI offers purchased<sup>5</sup>



## Cutting-edge technology

Stay ahead of the curve by innovating with leading products and services and enhance your offerings with Microsoft Copilot + AI stack.



## Stand out in the market

Showcase your expertise and stand out in the commercial marketplace with a Solutions Partner designation and Azure specializations.

**\$2.11 billion** net present value (NPV) from your Azure specializations<sup>7</sup>

**200% Return on Investment (ROI)** by building and scaling an Azure specializations partnership practice<sup>7</sup>

**Microsoft Azure offers partners an extensive training and certification program<sup>7</sup>**

**\$350,000** risk-adjusted opportunity expense over three years for training and certification<sup>6</sup>

**\$1.1 million** over three years in funding opportunities as an Azure specialization partner<sup>7</sup>



## Deliver greater impact

Unlock limitless innovation with a comprehensive platform, go-to-market resources, and game-changing technology, backed by a secure and trusted foundation.

**Stand out in the market** Showcase your expertise and stand out in the commercial marketplace with a Solutions Partner designation and Azure specializations.

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### Skills

Empower your teams through sales and technical workshops and events, certifications, and implementation training.



### Designations and specializations

Build your competitive differentiation and validate capabilities to deliver better outcomes.



### Go-to-market

Scale marketing and increase co-selling so you can better meet customer needs and grow your business.



### Incentives

Access rich incentives with offerings that drive profitable growth.

**Drive transformation with your powerful solutions** Visit [Azure for Partners](#) to start your journey.