

# Unlock the benefits of Microsoft Azure partnership

## The economic value of partnership

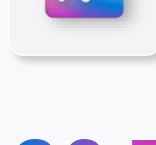
Unleash your revenue-generating potential through Microsoft's commitment to partner success.

For every \$1 of Microsoft revenue<sup>1</sup>

\$1

Services-led partners make  
**\$8.45**  
in economic value

Software-led partners make  
**\$10.93**  
in economic value



**30.7%**

average partner gross margin on Microsoft-related revenue<sup>1</sup>

**65%**

of total partner revenue comes from services<sup>1</sup>



## The opportunity of AI

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

**86%**

growth opportunity for GenAI (2022-2027)<sup>1</sup> with over 60,000 organizations using Microsoft Azure AI today.<sup>2</sup>

**81%**

of partners agree that Microsoft AI will increase their Microsoft-related revenue.<sup>1</sup>

**39%**

average expected growth of partner Microsoft AI-related revenue in 2024.<sup>1</sup>

**15-20%**

increase in revenue for partners that have embraced AI, automation and industrialized services.<sup>1</sup>

## Exponential earning potential

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

**20-30%**

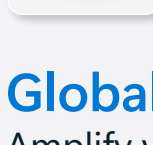
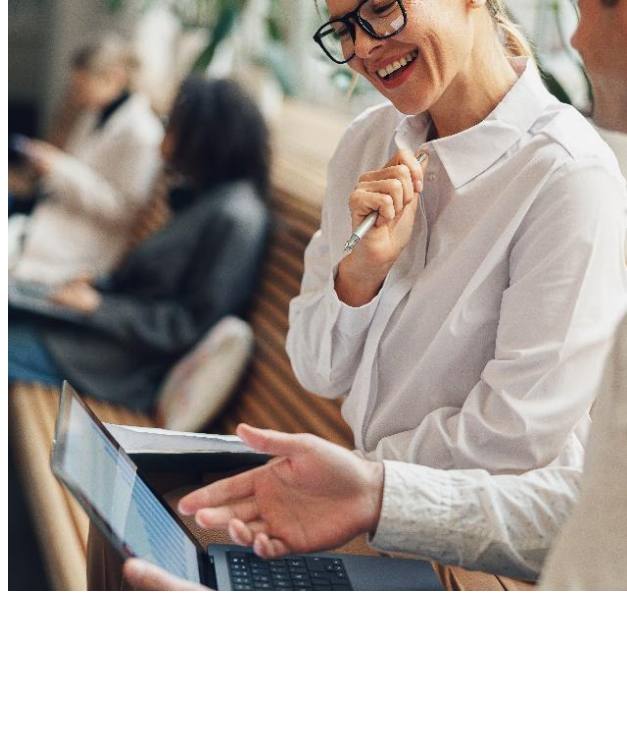
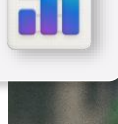
increase in win rates for partners who have invested in skilling initiatives<sup>1</sup>

**\$150M**

increase in AI partner investments<sup>4</sup>

**3,100+**

AI projects launched through Azure partner-led offerings<sup>5</sup>



## 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>



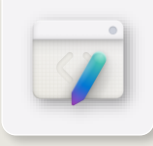
Billions transacted in the last year through the commercial marketplace<sup>5</sup>



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.

**60K+**

customers are using Microsoft Azure generative AI capabilities<sup>2</sup>

**85%**

of Fortune 500 companies use Microsoft AI today<sup>3</sup>

**46%**

revenue growth and 41% gross margin are seen by AI organizations partnering with Microsoft<sup>1</sup>



## 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 million** net present value (NPV) from your Azure specializations investment<sup>7</sup>



290% Return on Investment (ROI) by building and scaling an Azure specializations partnership practice<sup>7</sup>



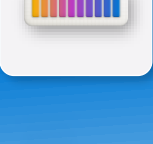
Microsoft Azure offers partners an **extensive training and certification program**<sup>7</sup>



**\$335,000** risk-adjusted opportunity expense over three years for training and certification<sup>6</sup>

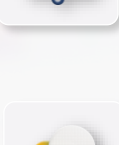


**\$1.1 million** over three years in funding opportunities as an Azure specialization partner<sup>7</sup>



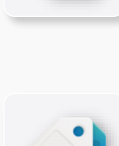
## Deliver greater impact

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



### Skilling →

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



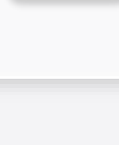
### Designations and specializations →

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.

1. IDC White Paper, sponsored by Microsoft, Microsoft Partners: Driving Economic Value and AI Maturity, doc #US52483124, September 2024.

2. Microsoft Tech Community blog: "Introducing Azure AI Agent Services," Microsoft, Nov 19, 2024.

3. Official Microsoft blog: "How real-world businesses are transforming with AI - with 50 new stories," Microsoft, Feb 5, 2025.

4. Microsoft Partner blog: "Driving collective success: Key insights from MCAPS Start for Partners 2024," Nicole Dezen, Chief Partner Officer and Corporate Vice-President, July 11, 2024.

5. Microsoft Internal data.

6. "Microsoft Updates Solutions Partner Designations With Industry AI Paths," CRN, Wade Tyler Millward, March 20, 2024.

7. "The Business Opportunity of Azure Specializations," Cost Savings and Business Benefits Enabled by Azure Specializations, Forrester, February 2024.