



MICROSOFT CLOUD PARTNER PROGRAM:

How to Achieve the Azure
Infrastructure Designation

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Microsoft recently [announced](#) a dramatic change to its partner program with the launch of the new Microsoft Cloud Partner Program (MCP)P). Much has been said about the potential impact this could bring to partners' Microsoft practices with some voicing concern and expecting negative effects. This is to be expected – with big change comes big opportunity, for which not all partners have an appetite.

MCP)P is supposed to spur change.

We have talked many times at Nerdio about the need to become a [modern, cloud MSP](#) and move your practice and clients to the cloud. Well folks – MCP)P is the big neon sign, from the most influential vendor in the SMB market, echoing and amplifying that message.

Partnering with Nerdio is the fastest and most effective way for channel partners to achieve important designation as part of the MCP)P and ensure you are maximizing your partnership with Microsoft to its full potential. Obtaining and promoting this to your customers will distinguish you among the competition and put you well on the path towards increased margins and profitability from recurring cloud revenue.

MICROSOFT COMPETENCIES ARE NOW SOLUTIONS PARTNER DESIGNATIONS

One of the biggest changes is the shift from the well-known Silver and Gold competencies to Solutions Partner designations. September 30, 2022 is the last date to renew your legacy competencies. The new [Solutions Partner](#) designations can be obtained on October 3, 2022.

There are six possible Solutions Partner designations across Azure, Modern Work, Business Applications, and Security. Furthermore, each Solution Area listed (i.e., Azure) has multiple [specializations](#), including Azure Virtual Desktop.

The Solutions Partner designation most relevant to Nerdio partners and MSPs who understand the value of having their clients and operations in the cloud is the Infrastructure (Azure) designation.

WHY SHOULD I PURSUE MICROSOFT'S INFRASTRUCTURE DESIGNATION?

Achieving the Infrastructure (Azure) designation and AVD specialization will allow you to stand out from other MSPs who are still living in the on-premises world and who have not committed to building a cloud MSP.

In addition, you qualify for a number of benefits including Azure Production and Dev/Test credits and Product Benefits (formerly known as Internal Use Rights) for several important Microsoft cloud products including Microsoft 365, Power BI, and more.

HOW DO I QUALIFY FOR A SOLUTIONS PARTNER DESIGNATION?

To qualify for any Solutions Partner designation, you must obtain a minimum [Partner Capability Score](#) of 70 (of 100 points maximum) across five metrics – Performance, Skilling (Intermediate), Skilling (Advanced), Customer Success (Usage Growth) and Customer Success (Deployments).

HOW TO ACHIEVE MICROSOFT'S INFRASTRUCTURE SOLUTIONS PARTNER DESIGNATION

Let's look at the Azure Infrastructure designation components and how you can accumulate points in more detail.

PERFORMANCE - (MAX 30 POINTS)

The biggest metric determining how you fare in this component area is the number of Net Customer Adds your MSP is bringing to Azure. Each net new customer is worth 10 points, so bringing three on-prem clients to Azure will fulfill this component. You could do this in one day with Nerdio.

Let's dive into the fine print along with the unique ways in which Nerdio can help.

Performance Need-to-Know

- Each net new customer (to Azure) is worth 10 points
- Consideration is given to the number of eligible customers (unique tenants) added in the past 12 months
- Eligible customers have achieved Azure Consumed Revenue (ACR) a minimum of \$1000/month in Azure Consumed Revenue (ACR) in the last two months
- You can associate customers via Cloud Solution Provider (CSP), Digital Partner of Record (DPOR), Partner Admin Link (PAL)

SOLUTIONS PARTNER DESIGNATION

70+ POINTS IN PARTNER CAPABILITY SCORE

SKILLING (INTERMEDIATE)

MAXIMUM OF 20 POINTS

SKILLING (ADVANCED)

MAXIMUM OF 20 POINTS

CUSTOMER SUCCESS (USAGE GROWTH)

MAXIMUM OF 20 POINTS

CUSTOMER SUCCESS (DEPLOYMENTS)

MAXIMUM OF 10 POINTS

The Nerdio Advantage

Each new Nerdio account that an MSP adds contributes towards this Performance metric. There has never been a better time to look at your customer roster and find opportunities to migrate on-premises customers to the cloud with Nerdio.

[Nerdio Manager for MSP](#) is a multi-tenant management platform that significantly helps with the deployment, management and optimization of Microsoft Azure. On average, partners save up to 50-75% on Azure compute and storage costs compared to an unoptimized environment.

Nerdio Manager combined with Nerdio [Go-Live Engineers](#) makes it easy to quickly onboard your customers into Azure and Azure Virtual Desktop. We provide you with dedicated engineers that sit side-by-side with you across your first few deployments to ensure clients are off to a great start and satisfied with you, and their decision to migrate to Azure.

SKILLING (MAX 40 POINTS)

This reflects the number of people in the organization who hold Azure certifications. It is broken into two components reflecting Intermediate and Advanced certification. It is also important to note that each certified individual can only count as one for earning points, regardless of the number of certifications completed.

[Skilling \(Intermediate\)](#) (max 20 points)

To earn the full points for this component, your organizations must have five individuals holding five eligible certifications. Each individual certification is worth four points. At least two individuals must hold Azure Administrator Associate certifications. They can be in any one of the following areas:

- Azure Network Engineer Associate
- Azure Stack Hub Operator Associate
- Windows Server Hybrid Administrator associate

[Skilling \(Advanced\)](#) (max 20 points)

To earn the full points for this component, your organizations must have five individuals totaling five eligible certifications. Each individual certification is worth four points. At least two individuals must hold Azure Solution Architect Expert certifications. They can be in any one of the following areas.

- Azure Virtual Desktop
- Azure for SAP Workload

The Nerdio Advantage

[Nerdio Training Camps](#) are the best option for an MSP to quickly skill up their technical teams on how to build successful cloud practices in Microsoft Azure. They are completely FREE and hosted in a one-day workshop format all around the United States, United Kingdom, and parts of EMEA and Europe. These camps allow MSPs to fast track their Azure education and the related Skilling requirements.

CUSTOMER SUCCESS (MAX 30 POINTS)

Customer Success is measured in two distinct ways – based off customer usage growth and deployments – to properly demonstrate your ability to grow with Microsoft.

[Customer Success Usage Growth](#) (max 20 points)

This component is scored based on growth in Azure Consumed Revenue (ACR) across your customer base over the past 12 months. Your customers' minimum ACR must be \$1000 in the trailing 12 months. Each % of growth is worth one point.

- Example: \$10,000 in ACR in calendar year 2020 and \$12,000 in ACR in calendar year 2021 means 20% growth (20 pts)

The Nerdio Advantage

Every new customer you bring to Azure using Nerdio, tends to grow at a high rate. In fact, the net revenue recapture on your Azure consumption averages 180% when using Nerdio so over time you will more easily achieve the full points of this metric. Also, every new customer added to Azure with Nerdio Manager for MSP counts towards usage growth.

**Net revenue
recapture on MSP
Azure consumption
averages 180%
when using Nerdio.**

Customer Success Deployments (max 10 points)

This component is scored based on the total number of advanced Azure services represented in ACR over the last 12 months. These could include services like Azure Files, Azure SQL Server, FSLogix and more.

Virtual Machines (VMs) DO NOT count towards this metric, only other Azure services. Each Azure service is worth two points.

The Nerdio Advantage

Every new Azure customer managed with Nerdio Manager tends to use many different Azure services like Azure Files, VPN Gateway, Bandwidth, Backup, SQL database, etc.

Nerdio incorporates Microsoft technologies related to storage (Azure Files), database management (Azure SQL Database), directory and identity management (Azure AD, Azure AD DS), profile management (FSLogix, MSIX App Attach) and security (Azure Defender, Azure Key Vault) in an easy-to-use, intuitive management portal that saves IT teams time and effort.

Every client account managed with Nerdio Manager will leverage many advanced services. Leveraging five (required to fulfill the 10 points max) of them is already taken care of by default when deploying the solution.

WHAT ARE YOU WAITING FOR?

At Nerdio, we are uniquely positioned to help you achieve both your Infrastructure (Azure) Solutions Partner designation as part of Microsoft's new Cloud Partner Program. [Contact us](#) today to get started!

If you would like to learn more about Nerdio and how we can help your organization reach your Azure Infrastructure designation or become more successful using Azure Virtual Desktop, please contact us today or download Nerdio Manager from the Azure Marketplace.

[LEARN MORE](#)

[REQUEST A DEMO](#)

DOWNLOAD FROM THE AZURE MARKETPLACE AT [NERDIO.CO/NMM](https://nerdio.co/nmm)



Nerdio empowers IT professionals and Managed Service Providers (MSPs) to deploy, manage, and optimize virtual desktops in Microsoft Azure. Nerdio Manager for Enterprise is a packaged Azure application that runs in users' own tenant without compromising security and compliance by allowing third-party vendors access into the IT environment. Nerdio Manager for MSP is an Azure managed application that enables MSPs to automatically provision a complete virtual desktop environment in Azure in under an hour, connect to an existing deployment in minutes, manage all their clients in a single pane of glass admin portal, and optimize their virtual desktop environment with powerful auto-scaling. For more information, visit www.getnerdio.com.

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