



Get started guide

to partnering with Microsoft Canada



We're excited to have you as part of the Canada Microsoft Partner Community. We have created this guide to help you get started and understand all the resources available.

Our partner program combines the widest range of products and services in the industry with the flexibility to choose the programs and benefits you need to build, go to market and sell. Your membership opens doors to a large base of customers using our products and marketplaces, helping you unlock new business opportunities.



Your success is our goal and we're here to help you achieve it.
For us, that's the purpose of partnership.



Manage your
membership



Learn about
Microsoft



Build a Cloud
Solution



Grow your
Business

Agenda

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1. Select the desired Microsoft Partner Network program tier
 2. Manage your membership in Partner Center
 3. Understand your program benefits
 4. Access training
 5. Build a Cloud Practice
 6. Access Sales and Marketing Resources
 7. Understand Support Options
 8. Get connected with Microsoft Canada

Select the desired Microsoft partner network program tier

- Enroll into the [Microsoft Partner Network](#) and access resources to help grow your business
- Select the best [partnership offer](#) depending on your business model and goals
- Upgrade to [Action Pack](#) subscription to access software licenses, support and other benefits to build and grow your business
- View the requirements and benefits of a [Silver or Gold Competency](#)

Connect with an Indirect Provider to get to market quicker with packaged solutions, billing and support.

[Arrow](#)

[Ingram Micro](#)

[ITCloud.ca](#)

[PAX8](#)

[Sherweb](#)

[SYNNEX](#)

[Tech Data](#)

[Insight](#)



Manage your membership in Partner Center



[Partner Center](#) is where you can manage your entire relationship with Microsoft such as Microsoft Partner Network programs, [benefits](#), get software license keys, assign licenses, subscription and other benefits



A great place to get started with Partner Center is to review the [Partner Center Documentation](#)



Find partner resources to learn more about [the co-sell experience](#) in Partner Center



[Partner Dashboard](#) is your one-stop shop to manage your membership access tools and resources to grow your partnership with Microsoft. Set up your Azure Active Directory (AAD) and Global Administrator to manage your account



[Get guidance](#) on how to associate professionals' (MCPs) exams, assessments and or certifications to your account to satisfy the competency requirements



Understand your program benefits

- 01 Activate your [Microsoft Internal Use Rights \(IURs\)](#) in the Partner Dashboard to meet your product development, testing and internal business needs
- 02 Activate your [Referral Engine](#) to increase your visibility to customers by creating a business profile in the [Partner Dashboard](#)
- 03 As a competency partner, you may be eligible for [Partner Incentives](#) for your Microsoft selling activities and impact
- 04 Access your dashboard to [manage your incentives](#) or to enrol in a new incentive program
- 05 [Indirect providers](#) can provide guidance on understanding your Microsoft Network program benefits

Access training

- Access role-specific learning paths through the [Training Center](#) to start building your team's skills on Microsoft products and solutions
- Check out our quick starts, tutorials, API reference, and code examples on [Microsoft Docs](#) for end users, developers and IT professionals
- Get personalized [technical guidance](#) that will help your team grow your business capabilities faster with the support of Microsoft technical consultants
- Become a member of the [Microsoft Cloud Society](#) community, take a course and get Microsoft Certified as a Cloud Hero
- Access technical and business training sessions for partners via the [Canadian Partner Events Calendar](#)
- Get a summary of your [Technical Benefits](#)
- Participate in a [Regional Virtual Training Series](#), interactive, regionally delivered webinars that are designed to prepare your team for Microsoft certifications and boost your team's knowledge of deep technical scenarios across all Microsoft cloud solutions
- [Microsoft Virtual Training Days](#) provides accelerated remote event offerings, covering a range of technical topics for Microsoft Azure, Microsoft 365 and Microsoft Dynamics 365
- Get the latest news on solutions, services, and business opportunities in the [Canadian Partner Zone](#)



Build a cloud practice

- Looking for new opportunities to expand and transform your business? We can help you [build a cloud practice](#)
- Access Specific Cloud Practice Building Resources:
 - Build your [endpoint management](#) practice, powered by Microsoft 365
 - Help your customers transform their workplace and enhance work productivity with [Microsoft Teams](#)
 - Get the tools you need to develop and launch successful [security-focused solutions](#)
 - Empower your customers to unlock growth in their business with [Dynamics 365](#)
 - Fuel the engine of the future by offering [cloud migration services](#) to your customers
 - Take your customer's business to the next level and unlock the true power of [data](#), no matter where it is
 - Discover the best ways to integrate [Artificial Intelligence](#) into your business
 - Make things happen with the industry's leading platform for [Internet of Things](#) (IoT)
 - Whether you're looking to build, migrate or modernize an application, the [SaaS Solution Guide](#) can help get your idea in front of the largest customer base in the industry



Build a cloud practice (...continued)

- Join the [Cloud Solution Provider \(CSP\) program](#) to jumpstart your cloud practice and receive personalized support and special offers. Be sure to you your MPN ID at least 24 hours before enrolling. See [Cloud Solutions Provider program regional markets and currencies](#). Your company's location determines your market. Your market includes the regions and/or countries where you can sell CSP offers. Find an [indirect provider](#) and establish a reseller partnership
- With [Solution Workspace](#), you're just a few clicks away from carefully selected tools, resources, and technical specialists, allowing you to track an idea from its first steps to customer availability. It offers actionable steps and resources – no matter what you build
- Engage with Microsoft technical consultants and get proactive, personalized assistance to help you build your practice. To submit a request, follow the link. <https://aka.ms/TPDMSForm>
- Nominate yourself for a [Cloud Enablement Desk](#) engagement to connect one-on-one with a Microsoft technology specialist who can help you understand your benefits, attain a cloud competency, become co-sell ready and get your solution into marketplace
- Explore the [ISV Hub](#) to find resources to develop or migrate your app and get it in front of customers
- ISVs can help customers evolve with line-of-business applications built on Microsoft Dynamics 365 and Power Platform by joining the [ISV Connect Program](#) for Dynamics partners



Access sales & marketing resources

- Learn more effective marketing tactics through [Smart Partner Marketing](#)
- Save time and money by using customisable [Ready-to-Go Marketing Assets](#) (logos, campaigns, presentations, etc)
- Use Microsoft's [Go-to-Market services](#) to reach more customers
- Amplify your marketing presence to prospective clients, track customer engagement with documents, and gain insight into how customers interact with your marketing content and sales proposals with [Qorus Content Hub](#)
- Publish your solution in the [Marketplace](#) so customers, other partners and Microsoft sellers can find your offer
- As part of Microsoft's commitment to growth, [Co-sell with Microsoft](#) is the path to be discovered, deliver your expertise, and expand your customer footprint for positive customer outcomes
- Join the monthly [Canada partner community business call](#) for marketing and business updates
- Once you've obtained a competency you can download your [Microsoft Partner logo](#) and create a **Certified Letter** that denotes your relationship/partnership with Microsoft. These can be used on your website and in customer RFPs



[Guidelines for using the Microsoft logo and brand](#)

Guidelines for Microsoft corporate logo usage (Microsoft logos in marketing), Microsoft [Trademark & Brand Guidelines](#) and Guidelines for Use of Microsoft [Copyrighted Content](#) (logos, screenshots, etc.).

Understand support options

- Open a support ticket from within [Partner Center](#) to leverage your support benefits
- Have questions? Refer to the top [Partner Questions FAQ](#)
- Speak to a **Regional Service Center** agent by calling 1-800-MPN-SOLV (800-676-7658)
- Submit an **incident ticket** or understand support options by visiting the [Support Page](#)
- Utilize the [Partner Support Community](#) to problem solve with other partners and professionals
- Have a Cloud Competency? Solve any technical cloud product issue with [Signature Cloud Support](#)



Get paid partner support for more complex technical issues

[Advanced Support](#) for partners growing their cloud business with intermediately complex customer situations and comprehensive [Premier Support](#) for partners with complex customer issues to solve, related to the cloud, hybrid, or on-premises.

Get connected with Microsoft Canada



Join the [Partner Community Business Call](#) to get monthly updates on products, marketing, resources, partner offers and more



Join the [Microsoft Partner Community](#) to find local updates and connect with partners around the globe



Access the [Canada Partner Hub](#)



Sign up for the monthly [Partner Newsletter](#) or find us on Twitter [@MPNCanada](#)



Register for [Microsoft Inspire](#) or watch on-demand sessions



Watch for notifications in Partner Center to ensure you are up to date on program requirements or regularly view the [summary of announcements](#)