



Introducing the Support Services designation

A differentiator for partners demonstrating
support excellence

November 2025



Stand out in market with demonstrated support capabilities

Launching in November 2025 at Ignite, the **Support Services designation** publicly recognizes and rewards partners with the capabilities required to deliver a quality support experience to customers



The Support Services designation indicates that a partner has **met criteria demonstrating capability** to provide support for Microsoft products and services



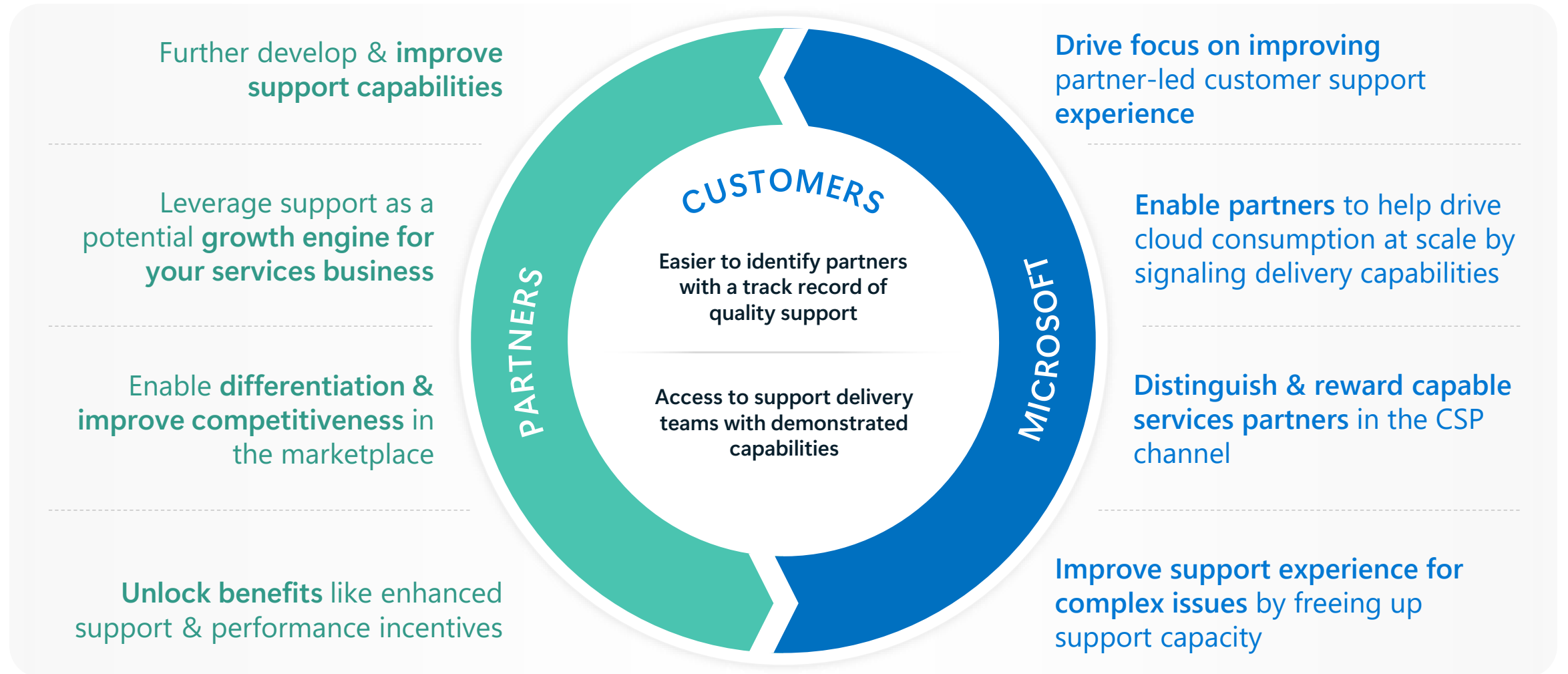
Earning the Support Services designation allows partners to **differentiate in market** through badging that **enables customers to identify support-capable partners**



Support Services designation holders **unlock Microsoft support benefits*** uniquely exclusive to designated partners, including access to **elevated support** and **performance incentives**

*Some benefits dependent on upcoming Unified for Partners offer currently under development

Help drive value for the ecosystem



Earn exclusive benefits for designated partners

Limited offer at GA!
5% discount on PSfP renewal*

Value for partners



Differentiation in market

Signal your support capabilities to customers and stand out as a CSP



- **Available today:** New badge for partners attaining the Support Services designation
- **Coming early 2026:** Visibility on Marketplace with dedicated support services filter



Earn performance incentives

Significantly lower support costs through invoice credits based on support performance



- **Coming later in 2026:** Performance-based credits to reduce cost of backstop support with Microsoft; available with new Unified for Partners offer under development



Unlock enhanced support

Highest level of prioritization for cases and rapid escalation within Microsoft



- **Coming later in 2026:** Access to elevated level of support with new upcoming Unified for Partners support offer

*Microsoft will provide a 5% discount on the next PSfP contract renewal for a limited number of partners who pass the eligibility criteria and attain the designation. Offer available to first 25 partners who earn the designation or until promotion funds are exhausted, whichever is sooner.

Eligibility requirements

What the designation measures



Can you support customers?

Capability assessment

Validated proof of a partner's delivery capabilities by an independent 3rd party auditor



Auditor to assess and score partner's support delivery operations along three dimensions: 1) Support function; 2) Support staff skills; 3) Support performance metrics



Are you doing it effectively?

Case rate

Ability to deliver at scale measured using a performance metric for escalation to Microsoft



Case rate measures cases escalated to Microsoft for backstop assistance relative to size of CSP business driven by partner; 3rd party auditor to engage in validation of case volume



Are you doing it well?

Enabling customer success

End-customer support satisfaction survey to ensure a quality experience



3rd party auditor to assess CSAT measurement program and determine score on a scale of 1–5

Rollout timeline

Key milestones to help you plan

November 2025:

- GA announced at Ignite 2025
- Manual enrollment process for interested partners; Microsoft will contact partners who meet pre-requisites (see following slides for details)

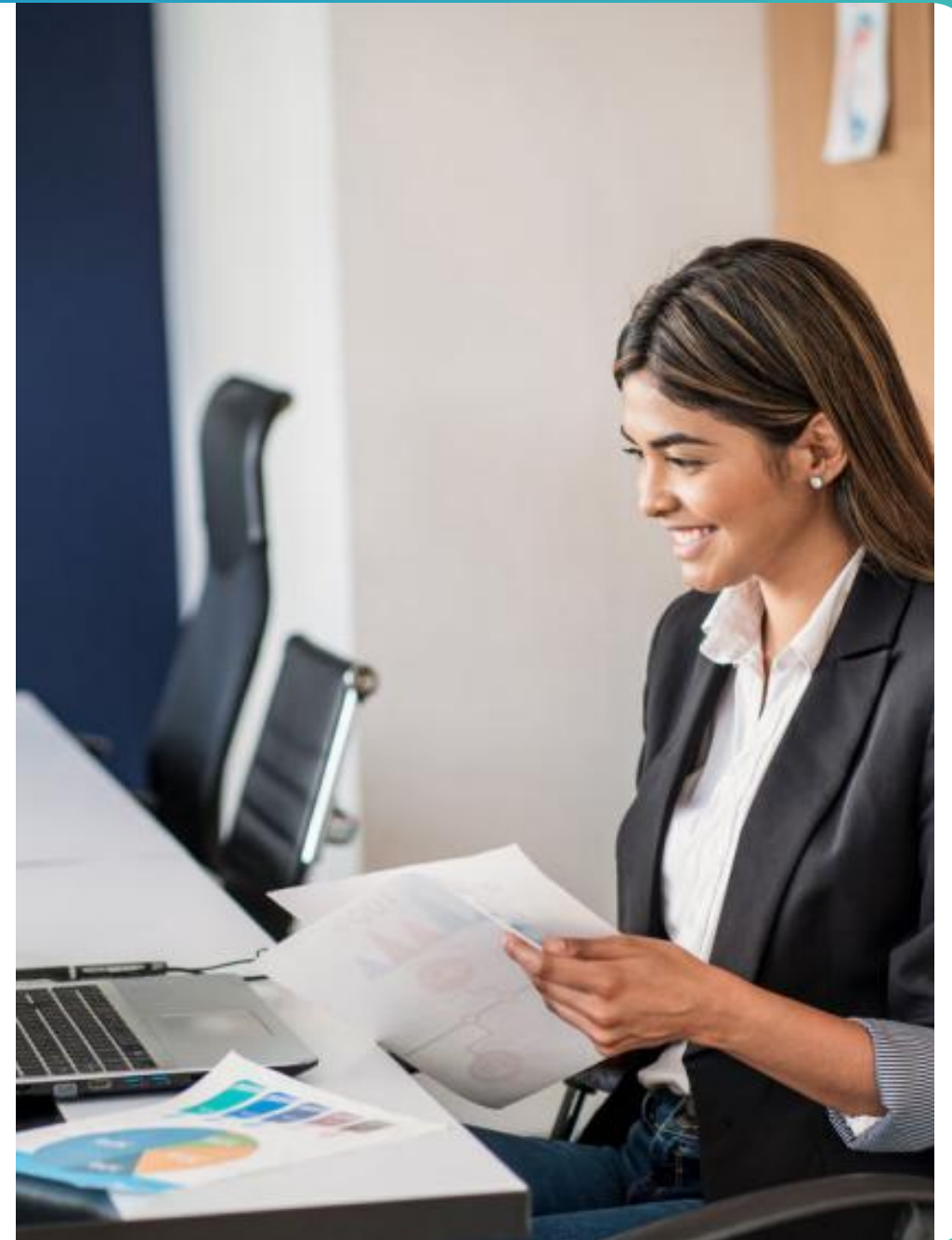
Second half of FY26:

- Enrollment available through Partner Center
- Marketplace discoverability; filtering capability for customers searching for support services partners

FY27:

- Elevated support access and performance incentives when bundled with the new Unified for Partners offer (General Availability TBD)

We encourage you to get started now on your Support Services designation journey to make the most of your benefits



Pre-requisites and qualification criteria



Support plan

Partners must have an active partner support contract:

- Advanced Support for Partners (ASfP)
- Premier Support for Partners (PSfP)
- *Unified for Partners (future option once GA)*



CSP authorization

Indirect resellers are not eligible; partners must be authorized as one of the following:

- CSP Direct Bill
- CSP Distributor (previously known as Indirect Provider)



Solutions Partner designation

Partners must have already attained one of the following Solutions Partner designations:

- Modern Work
- Biz Apps
- Security
- Azure (any one of the three)

How to attain the Support Services designation

Step 1: Meet the pre-requisites and register your interest

Complete the pre-enrollment form at aka.ms/SupportServicesDesignation

Step 2: Eligibility validation

Microsoft determines your eligibility to proceed and shares the next steps in the assessment process

Step 3: Capability evaluation

Third-party auditor, ISSI, conducts an audit to evaluate your support capabilities (evidence required)

Step 4: Performance evaluation

ISSI conducts an audit to validate your case volume; Microsoft determines case rate (cases escalated relative to CSP revenue)

Step 5: CSAT evaluation

ISSI conducts an audit to evaluate your CSAT measurement methodology and score

Step 6: Attain the Support Services designation badge

Upon approving the CSAT evaluation, Microsoft issues and awards you with the Support Services designation badge

Important Information



Support Services designation validity:

1 year from the attainment date



Renewal window:

Opens 60 days before anniversary, closes 30 days after



Capability pass validity:

2 years



CSAT pass validity:

1 year



Assessment fees (partner responsibility):

- Performance evaluation: \$1,350 USD
- Capability evaluation: \$1,500 USD
- CSAT evaluation: \$500
 - The designation itself does not have a fee; fees apply to third-party assessments
 - Fees are subject to change

Pre-requisites must be maintained, and performance must be re-established each cycle

Thank you!