

Microsoft Partner Network Guide

May – October 2010

This guide describes the Microsoft® Partner Network. Use this guide for basic information about the partner network, including how the network is structured, membership requirements, and resources, as well as enrollment policies and processes.

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Overview of the Microsoft Partner Network

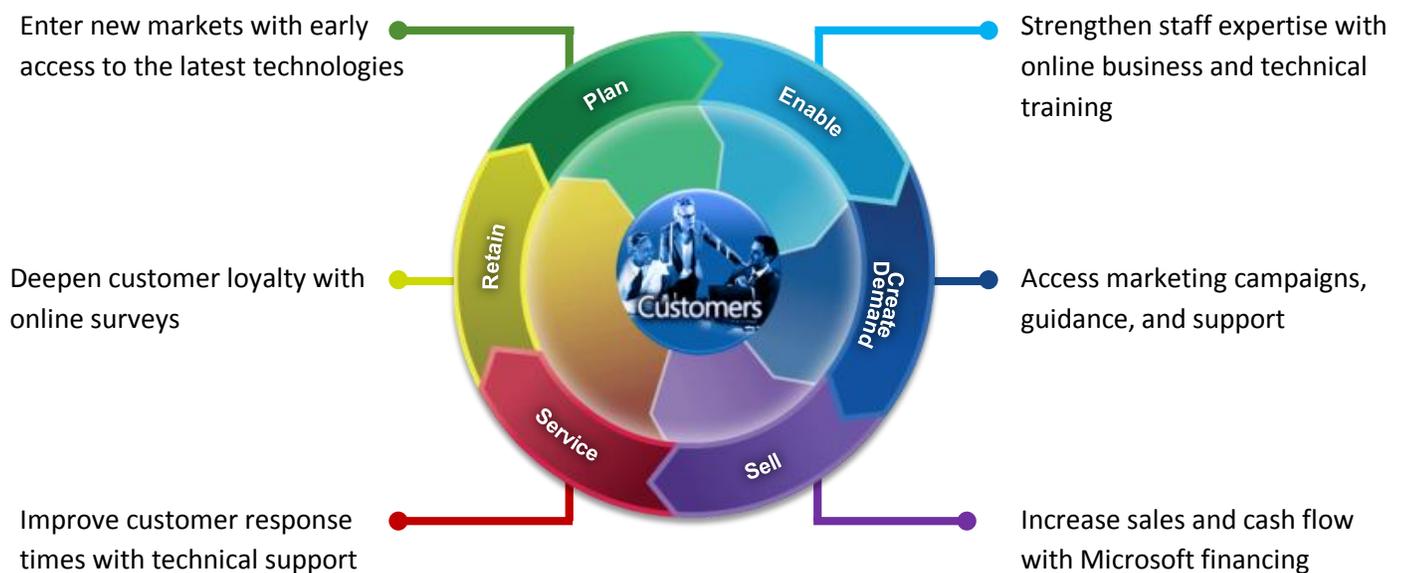
Why Join the Microsoft Partner Network

Our vision for the Microsoft® Partner Network—formerly the Microsoft Partner Program—is simple. To provide you with:

- Opportunities to strengthen your capabilities.
- Expertise to help you serve your customers better.
- Communities that spark innovation and connection.

By joining the Microsoft Partner Network, you gain access to benefits that can help you to extend your market reach, reduce costs, increase profitability, and deliver innovative solutions. We support you at each stage of your business cycle—from business planning to servicing and retaining customers. Following is a sample of benefits:*

*Benefits vary by the type of Microsoft Partner Network membership. Go [here](#) for details.



Working together, we can continue to focus on creating innovative solutions that drive profitability and sustain competitive advantage.

What types of businesses qualify to join the Microsoft Partner Network

The Microsoft Partner Network is designed for businesses whose primary function is to sell, service, support, or build solutions on the Microsoft platform, or to provide solutions based on Microsoft products and technologies to independent third-party customers. Qualifying businesses must sell more than 75 percent of their IT solutions and services to customers outside of their own company.

Examples of Qualifying Businesses		
Consulting services providers	Large account resellers	System integrators
Independent software vendors	Original equipment manufacturers	System builders
Independent hardware vendors	Support providers	Training providers

Value-added resellers	Value-added providers	
Examples of Non-qualifying Entities		
Nonprofit organizations	Academic institutions	Students
Government offices	Non-IT-related businesses	Internal IT departments of non-qualifying entities

How the Microsoft Partner Network is Structured

The Microsoft Partner Network provides you with five relationship options each designed to meet varying business needs:

Relationship Options				
<p>Registered Member</p> <p>"I have access to industry information, and through the peer network, I connect with Microsoft and other business partners."</p>	<p>Subscription Offerings</p> <p>"I enjoy the support of the Microsoft Partner Network, which helps me develop my business and see opportunities."</p> <p>Microsoft® BizSpark™ <small>Connected to Microsoft Partner Network</small></p> <p>Microsoft® Empower™ <small>Connected to Microsoft Partner Network</small></p> <p>Microsoft® Action Pack 2.0 <small>Connected to Microsoft Partner Network</small></p>	<p>Small Business Specialist</p> <p>"I demonstrate my capabilities for small and midsize companies through the Microsoft Partner Network."</p> <div style="text-align: center;">  </div>	<p>Certified Partners</p> <p>"I can strengthen my expertise and demonstrate my company's strengths to customers through commitment within the Microsoft Partner Network."</p> <div style="text-align: center;">  </div>	<p>Gold Certified Partners</p> <p>"I can distinguish myself from the competition and with customers who will see the added value that I am able to offer."</p> <div style="text-align: center;">  </div>

For Competency Requirement & Benefit Details

For additional information on the Microsoft Partner Network, including further details on competency requirements and benefits, please go to the [Microsoft Partner Network portal](#).

Software Licenses Prior to October 2010

Microsoft Partner Network software licenses enable you to learn about Microsoft software and services, develop and support solutions on Microsoft platforms, and promote and sell Microsoft software and services. By adopting Microsoft software early, you can provide valuable feedback that will help Microsoft make improvements.

The software licenses under this program cannot be resold or used for direct revenue-generating activities, commercial purposes, personal purposes, or customer training. Licenses are provided for the latest released versions of Microsoft software only. Partners have 12 months to upgrade from the previous version of software offered in the program to the latest version. For more details on license rights, please [click here](#) or reference your Microsoft Partner Network agreement.

Software License Usage Environments

Software licenses are provided to you as core or elective benefits of the network in the following usage environments:

- Internal use
- Development and testing
- Training use
- Customer demonstration

Internal Use – You must use internal use licenses at your primary business location or associated locations and only for internal business needs, customer demonstrations, and internal training purposes.

For Certified and Gold Certified partners: The maximum license caps for internal use software is per partner, per country. Partners with multiple office locations may enroll in the network with each location as a single organization, as a headquarters with multiple locations, or as a combination of these. If these locations or organizations are part of the same Company conducting the same business (developing and selling the same products and services), the Microsoft Partner Network will view these locations as a single partner entity for the purposes of license grants and maximum grant limits. Maximum license caps for internal use software are defined by level.

For Microsoft Action Pack subscribers: If the Company has affiliates who wish to enroll in this Initiative, only one affiliate may enroll per country.

For example, if the Company has three subsidiaries located in three different countries, the Company may enroll in up to four (4) Initiative memberships; one for the Company and one for each subsidiary. The licenses are provided for use at Company's primary business location only and must be used only for Company's internal business purposes, application development, and testing. The licenses are NOT intended for employee personal use at home, for hosting customer's applications, or for installation at a customer site, and may NOT be resold, transferred, or assigned to any third party. Software licenses the Company receives as a benefit of this Initiative will be valid for the term of this subscription only.

Important Software License Terms:

All software license and online services terminate once your membership expires unless you re-enroll and maintain your Gold Certified partner or Certified partner status, or your Microsoft Action Pack subscription status. Microsoft software may be governed by a separate agreement or other use terms. With respect to Microsoft software licenses received as a benefit of the Microsoft Partner Network, if there is any direct conflict between the Microsoft Partner Network Agreement and any terms contained in the separate agreement not resolved explicitly on the face of such documents, then the terms of the Microsoft Partner Network Agreement will control. If a particular subject is addressed in the separate agreement and not in the Microsoft Partner Network Agreement, then the terms of the separate agreement will control.

Gold Certified partners and Certified partners may not acquire or renew a Microsoft Action Pack subscription. Gold Certified Partners, Certified Partners, and Microsoft Action Pack subscribers have an option to share licenses between headquarters and associated locations. Gold Certified partners and Certified partners receive additional software licenses based on the Microsoft competencies they achieve. These licenses are subject to per partner, per country maximums.

All software licenses are granted to partners by the Microsoft entity listed in the technology licenses provided with the Microsoft software media, including any end-user license agreement, software use rights, or supplemental license. Use of the software is subject to the terms of the end-user license agreement as well as the terms of the Microsoft Partner Network agreement.

Licenses acquired as a benefit of this Initiative cannot be extended beyond the Initiative to product acquired from other channels (for example, retail).

Development and Testing – You must use development and testing licenses only in development and testing environments and only by your employees. Development tools and subscriptions cannot be used for direct revenue generating activities. For example, partners cannot develop a custom solution for one of their customers for a fee. However, development tools and subscriptions can be used to create a commercial application on the Microsoft platform, which the partner then sells to their customers.

Note: MSDN and TechNet Plus Direct subscriptions are licensed per user and not per organization. Only individuals within your organization assigned as users of the subscription may utilize the software. MSDN software may be used for the design, development, testing, and demonstration phases of application development whereas TechNet software may be used for evaluation purposes only. The headquarter location and all qualifying locations with an additional toolkit can assign up to a total of three technical contacts that will have access to both the TechNet and MSDN subscriber downloads.

Training Use – You must use training use licenses for employee training purposes only. These licenses must not be resold or used for personal purposes.

Customer Demonstration – You must use customer demonstration licenses for customer demonstration purposes only. Sales and marketing employees may use relevant software on internal computers to showcase products to customers. Products may not be left with the customer after the demonstration has been completed. Licenses are provided for the latest released versions of Microsoft software only. Licenses are not available for downgrade rights.

[Click here](#) for more information on software licenses. You may also refer to the [Software Licensing Benefits FAQ](#). Or, [click here](#) for information on software licenses after October 2010.

Partner Network Enrollment and Administration

Once enrolled in the Microsoft Partner Network, you can move to any membership level by meeting the appropriate membership level requirements. Membership is valid for a full 12 months from your enrollment or anniversary date.

Re-enrollment

Microsoft encourages you to re-enroll prior to your anniversary date to ensure that you maintain your network resources. Partners can re-enroll as early as 90 days before their anniversary date.

Important: You must re-enroll at your eligible membership level. If your Partner Points expire prior to your re-enrollment date and those points are needed to qualify for your current membership level, you will only be able to re-enroll at a lower level until you meet the necessary requirements.

Changing Your Membership Level

Partners who want to achieve a new level or add a competency should re-enroll at their current level and then continue working to meet the requirements of the next higher level. If your partner organization does not satisfy your membership level requirements at the time of re-enrollment and does not have the Partner Points required to maintain your membership level, you will be downgraded to the appropriate level.

Note – Upgrade from Certified Partner to Gold Certified Partner: If you upgrade from the Certified Partner membership level to the Gold Certified Partner membership level, you will receive the incremental resources that you are

entitled to as a Gold Certified Partner. The resources you receive as a Gold Certified Partner are effective as of the date of your membership upgrade and will expire at the end of your Microsoft Partner Network membership year, which is one year from your initial enrollment at the Certified Partner membership level. Therefore, upon upgrading your level, your membership enrollment date is not reset; it remains one year from your initial enrollment when you paid the Partner Network fee.

Note – Upgrade from Registered Member to Certified or Gold Certified Partner: Registered Members with an active Microsoft Action Pack Subscription (MAPS) who upgrade to the Gold Certified or Certified Partner membership level are not required to uninstall and reinstall the software and product keys provided to them as part of their upgrade. After the MAPS subscription ends, you can continue to use your existing bits or keys, together with the new bits or keys accessible through the Certified or Gold Certified membership level, to achieve the total licenses granted in the higher Partner Network level. You will no longer receive the licenses granted through MAPS after the subscription expires.

Defining Key Contacts

Individuals should be assigned roles based on their function in the organization. Individuals assigned these roles receive relevant Microsoft Partner Network communications. A single individual can be assigned more than one role. Following are the roles for each location:

Primary Network Contact (<i>required</i>)	First Technical Contact (<i>required</i>)
Executive Contact (<i>required</i>)	Second Technical Contact (<i>optional</i>)
Sales and Marketing Contact (<i>required</i>)	Third Technical Contact (<i>optional</i>)

There are two types of administrative rights that you can have based on your role assignment:

<p>Global administrative rights Assigned to the Primary Network Contact for the organization’s headquarters location. Global administrative rights give you full authority to view, modify, or input data for the entire organization hierarchy as defined in the Partner Membership Center (the headquarters location and all other locations).</p>	<p>Location administration rights Assigned to the Primary Network Contact for one of the organization’s locations. Location administrative rights give you the ability to view, modify, or input data for that location and any locations associated at levels beneath this location in the organization hierarchy within the Partner Membership Center.</p>
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For information on how to perform these functions and other functions in the Partner Membership Center, view the available online help once you have completed your enrollment.

Defining Multiple Locations

Inside the Microsoft Partner Network, a partner entity is defined as an **organization**. Organizations can have one or many locations; a **location** is defined as an affiliate office with a unique address. Partners with multiple office locations can choose to enroll as:

- A single organization with multiple locations assigned to it (specify the headquarters location).
- Multiple organizations, each located in a separate location.
- Several organizations of which only some have multiple locations assigned to them, and others being a single location.

A single site organization is the headquarters. All locations, by definition, are a level beneath a single headquarters location. There can be a total of five levels of the hierarchy, including the top level—the headquarters location. Locations, including the headquarters location, can be moved in the hierarchy at any time. There must always be a defined headquarters location.

When defining a location, you specify a location administrator and how that location fits overall in the hierarchy of your organization. A location administrator administers their specified location and all locations beneath it as specified in the hierarchy. By creating a hierarchy of locations, one location administrator can manage multiple locations and centralize administration tasks.

Earning Partner Points for Your Location

Partner Points earned at individual locations aggregate and are attributed to the organization. You can earn a higher membership level, competency, or designation by pooling Partner Points from your locations.* All locations have the same membership level, anniversary date, enrollment status, and competency as the organization.

*The Learning Solutions competency must be earned outright at a location level. Learning Solutions partners can pool Partner Points to earn other competencies, designations, and of course, membership levels.

Why Should I Define My Organization Hierarchy?

You can enroll your entire organization—including offices in other cities or countries—based on how you want to be recognized by Microsoft. There are several factors to consider when determining how to enroll your company in the network:

- How your organization is recognized in partner directories.
- How your organization will achieve the desired membership level.
- How your organization will receive resources.

Partner Points Overview

Partner Points are used to recognize the depth and breadth of participation in the Microsoft Partner Network and your impact in the market.

Types of Partner Points:

Qualifying points are Partner Points that are used to achieve Certified or Gold Certified membership. There are a number of activities that earn you qualifying points and each of these activities has a **maximum number of qualifying points** that can be earned.

- **Additional points** For some activities, you can continue to earn points. When the total number of points earned for an activity exceeds the qualifying point limit, the extra points are referred to as additional points. All points are tracked within your partner account. In the event qualifying points expire or are no longer valid, additional points may be converted to qualifying points, ensuring that you retain your membership level.
- **Total points** are the total amount of points earned over your membership year—or, the sum of qualifying points and additional points.

While Partner Point expiration dates vary, most points expire either one or two years from the date they are earned. You can earn Partner Points in the following ways:

- Attain Microsoft Competencies.
- Attain Microsoft professional certifications.
- Obtain approved customer references.
- Achieve approved tested products.
- Demonstrate Microsoft sales performance.
- Participate in the Customer Satisfaction Index or Metrics that Matter surveys.
- Participate in other activities, such as the ISV Royalty Program.

Attainment of a Microsoft Competency

Microsoft Competencies can help you make the most of your expertise and increase your visibility in the marketplace.

Competencies are generally demonstrated through two or more of the following:

- Microsoft Certified Professionals on staff.
- Customer references.
- Product testing.
- Sales activity.

Attainment of a Competency	
Points awarded	30 points per unique competency
Maximum qualifying points	60 points per two unique competencies, per one or multiple locations.
Additional points	Microsoft awards 20 bonus Partner Points for achievement of your first competency, which are awarded in the "Additional Competency and Designation" category.
Validity period	As long as the requirements for the competency remain valid
More information	Competency

Earn Additional Competency and Designations: Small Business Specialist and Competency Bonus

Points can be earned for achievement of the Small Business Specialist designation. Additional points can also be earned for attaining your first competency.

Additional Competency and Designation	
Points awarded for Small Business Specialist designation	25 points Note: If you have earned a competency, earning the Small Business Specialist designation will yield 5 points, taking you to the maximum of 25 for this category.
Points awarded for competency bonus	20 points Note: If you have earned the Small Business Specialist designation, you will receive no additional points for your first competency as you have already earned the maximum of 25 points for this category.
Maximum qualifying points	25 points
Additional points	Items in this category can only be earned once.
Validity period for Small Business Specialist designation	If at time of re-enrollment you still meet the requirements, you can re-enroll as a Small Business Specialist.
Validity period for competency bonus	Same expiration date as your first Microsoft Competency.
More information	Small Business Specialist

Associate Microsoft Certified Professionals

An individual associated with your organization who has achieved a technical certification also earns your organization points. Points are awarded to the location where the individual with the credential is associated. While individuals can be associated with multiple organizations, such as independent contractors that work with multiple partners, their certifications can only be associated with a single organization.

Microsoft Certified Professional	
Points awarded for: <ul style="list-style-type: none"> • MCP (Microsoft Certified Professional) • MCPSB (Professional + Site Building) • MCPSI (Professional + Internet) • MCTS (Microsoft Certified Technical Specialist) • MBSS (Microsoft Certified Business Management Specialist) 	1 point per associated individual
Points awarded for: <ul style="list-style-type: none"> • MCAD (Microsoft Certified Application Developer) • MCDST (Microsoft Certified Desktop Support Technician) • MCSA (Microsoft Certified Systems Administrator) 	2 points per associated individual
Points awarded for: <ul style="list-style-type: none"> • MCDBA (Microsoft Certified Database Administrator) • MCLC (Microsoft Certified Learning Consultant)* • MCITP (Microsoft Certified IT Professional) • MCPD (Microsoft Certified Professional Developer) • MBSP (Microsoft Certified Business Management Solution Professional) • MCSA (Microsoft Certified Solution Developer) • MCSE (Microsoft Certified Systems Engineer) • MCSEI (Microsoft Certified Systems Engineer + Internet) • MCSEM (Microsoft Certified Systems Engineer: Messaging) • MCSES (Microsoft Certified Systems Engineer: Security) • MCT (Microsoft Certified Trainer) • MCSAM (Microsoft Certified Systems Administrator) • MCSAS (Microsoft Certified Systems Administrator: Security) 	3 points per associated individual
Points awarded for: <ul style="list-style-type: none"> • MCA (Microsoft Certified Architect) • MCM (Microsoft Certified Masters) 	10 points per associated individual
Maximum qualifying points	40 points
Additional points	Yes, additional points can be earned with no limit.
More information	Partner Points

*Only four MCLCs may earn Partner Points within an organization. No additional points will be awarded for MCLCs in excess of four.

Obtain Approved Customer References

Submitting references for projects you have implemented for customers is another way of earning points. Once you submit the reference information and it has been approved by the customer, you are awarded Partner Points. Each customer reference features a project that you have completed for the customer within the last twelve months.

Customer References	
Points awarded	2 points per approved customer reference
Maximum qualifying points	20 points

Additional points	Additional points can be earned
Validity period	2 years from the date the reference is approved
More information	Customer references

Regarding Customer References:

Internal implementations cannot be used as a reference; all customer references are required to be companies that are legally independent of the partner organization submitting the reference. This ensures independent, third-party validation of all references.

The same customer company can be used for more than one customer reference as long as each individual reference is for a different, unique project, and you provide a different customer contact.

A large project can be used for more than one reference as long as the project meets the customer reference requirements for the competency.

A customer reference can only be assigned to a single competency.

There is no limit to the number of customer references that you can submit. Only the first 10 approved references will earn you qualifying points. All remaining approved references will earn additional points.

Customer Reference Steps:

1. You may optionally preview the reference request e-mail as part of the customer reference submission process.
2. Customer receives the reference request e-mail providing a link to a secure site where they can review the information you submitted.
3. Customer answers several questions to confirm the accuracy of the reference description and the level of service provided.
4. If your customer answers positively, the reference is approved. At that time, your customer may select to make the reference information available for consideration as a potential case study or to keep the information private.

Approved Products Tested by Microsoft

Products that pass Microsoft hardware or software tests earn Partner Points. A single product may pass multiple tests and the points awarded are the sum of the points awarded for each category of tests passed. There are a maximum number of points that can be awarded for each category. If more than one product is tested, only the highest points-earning product contributes to the Partner Points. Qualifying Partner Points are awarded only to the highest-earning product in a partner's organization. Any points earned for that product beyond the maximum will be added to Additional Points. For a complete list of tests, [go here](#).

Tested Products	
Points awarded	Varies based on tests
Maximum qualifying points	70 points
Additional points?	Yes, additional points can be earned
Validity period	Test expiration date
	Partner Points Estimator

Demonstrate Microsoft Sales Performance

Partner Points for Microsoft sales performance are awarded based on licenses acquired from an authorized Microsoft distributor within the last twelve months.

License category	5 Points Awarded	10 Points Awarded	15 Points Awarded	20 Points Awarded
Windows Client count	100–700	701–2,500	2,501–10,000	10,001+
Windows Server count	10–70	71–250	251–1,000	1,001+
Office System core	20–140	141–500	501–2,000	2,001+

products count				
Server CALS count	100–700	701–2,500	2,501–10,000	10,001+
Developer tools count	10–70	71–250	251–1,000	1,001+

Points are also awarded based on Microsoft Business Solutions revenue during your membership year (which is different from the twelve months revenue roll that partners are used to seeing in Voice). The tiers for Microsoft Business Solutions Revenue points are shown in the following table:

Category	15 Points Awarded	30 Points Awarded	45 Points Awarded	60 Points Awarded
Microsoft Business Solutions Revenue in US Dollars¹	\$15,001–70,000	\$70,001–300,000	\$300,001–1,000,000	Above \$1,000,000

Points are also awarded based on the volume of Official Microsoft Learning Products (OMLP) courseware sold, including Microsoft Business Solutions courseware. Credits earned are based on your geographic market.

Market A Countries: Canada, Japan, United States, France, Germany, and United Kingdom							
Market B Countries:							
Australia Belgium Bulgaria Cyprus Republic	Austria Brazil China Czech Hungary	Denmark Finland Germany Hong Kong Hungary	Estonia France Greece Korea Latvia Liechtenstein	Iceland India Ireland Israel Italy Korea Latvia Liechtenstein	Lithuania Luxembourg Malaysia Malta Mexico Monaco The Netherlands New Zealand	Norway Poland Portugal Romania Russia Singapore Slovakia Slovenia	South Africa Spain Sweden Switzerland Taiwan United Kingdom
Market C Countries: All others							

¹ Definition of Revenue: Licenses and services relating to: a) Financial and supply chain management solutions = Billed revenue; b) CRM = List price - CRM software advisor fees; c) RMS = Estimated List price. RMS is currently not included in the feed, so RMS partners are advised to contact the Regional Service Center (RSC) to be recognized for their achievements.

OMLP credits where you receive: 2 credits for each course or workshop and 1 credit for a seminar or clinic.	Market A volume	Market B volume	Market C volume	Points awarded
	500–1,000	400–900	320–800	15
	1,001–1,600	901–1,400	801–1,200	20
	1,601–2,000	1,401–1,800	1,201–1,600	30
	2,001+	1,801+	1,601+	40

If an organization has multiple locations, then the OMLP Partner Points will be calculated based on the average credits per location. This average will be measured against the credit ranges shown above to award OMLP points to the organization. The formula used to calculate the average OMLP license units is as follows:

Number of credits earned by the organization ÷ Number of locations within the organization = Average credits per location

Sales Performance	
Points awarded	Varies
Maximum qualifying points	A maximum of 40 points can be earned in the OMLP category. Based on the cumulative Microsoft Sales Performance points, you can receive a maximum of 60 qualifying Partner Points. For any points earned in excess of 60, you will receive additional Partner Points. Partner Points for sales

	performance are updated on a monthly basis.
Additional points?	Yes, additional points can be earned
Validity period	One year from time awarded
More information	Sales Performance

Participate in Customer Satisfaction Surveys

Certified, Gold Certified, and Small Business Specialist partners can also earn Partner Points by participating in customer satisfaction surveys, including Customer Satisfaction (CSAT) Index and Metrics that Matter (only for partners enrolled in the Learning Solutions competency). Partner locations earn points based on the **number of completed surveys** (participation score), and the **Net Satisfaction (NSAT) score**, which is based on your customers' overall satisfaction.

Participation Scores:

Customer Satisfaction (CSAT) Index. You may survey as many individuals from a single organization as you would like, but in order to objectively award Partner Points to all partner sizes, only the first eight responses per customer organization are eligible toward your Partner Points calculation.

Metrics that Matter (MTM) (Only for partners enrolled in the Learning Solutions Competency). All Metrics that Matter student training evaluations may be counted toward Partner Points calculations. MTM classroom training evaluations are equivalent to CSAT surveys. Therefore, 1 MTM training evaluation = 1 CSAT index survey.

Participation scores are based on the number of survey responses received for the most recent survey in which you participated.

The range used to calculate participation points is illustrated in the following table:

Survey Responses	Points
10-19	2
20-49	5
50-99	10
100-199	15
200+	20

Net Satisfaction (NSAT) Scores:

NSAT scores are based on achieving the highest levels of overall satisfaction for the most recent survey cycle in which you participated. A minimum of 10 survey responses are required in order to receive a NSAT score and therefore be eligible to receive Partner Points (effective July 2009).

NSAT Score	NSAT Score (Japan Only)	Points
165-169	150-154	2
170-179	155-164	5
180-189	165-174	10
190-194	175-184	15
195+	185+	20

Customer Satisfaction Surveys	
Points awarded	Varies
Maximum qualifying points	20 points for participation 20 points for net satisfaction
Additional points?	No additional points can be earned
Validity period	One year from date achieved
More information	Customer Satisfaction Index

	Metrics that Matter
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Other Activities: Participate in the ISV Royalty Program

ISV Royalty Program	
Points awarded	20 points
Maximum qualifying points	20 points
Additional points?	No additional points can be earned
Validity period	Contract expiration date
More information	ISV Royalty Licensing Program

Earn Partner Points across Multiple Locations

If you have multiple locations, but are represented as a single organization within the Microsoft Partner Network, your individual locations can contribute to your overall total points.

Tracking Partner Points

Partners enrolled in the Microsoft Partner Network can view their Partner Points online at the Partner Membership Center—accessed from <https://partner.microsoft.com>. To access the Partner Membership Center page, you must be an administrator. Go to the Partner Portal and log on with your Microsoft Windows Live ID credentials. From there, you will see an overview of your Partner Network status. Your Partner Membership Center page provides an easy means of tracking your total points, along with any upcoming expiration dates.