



# MICROSOFT CLOUD

Accelerator program for Microsoft partners

Solutions Innovation and Partner Marketing for 365 Apps and Azure Cloud Services

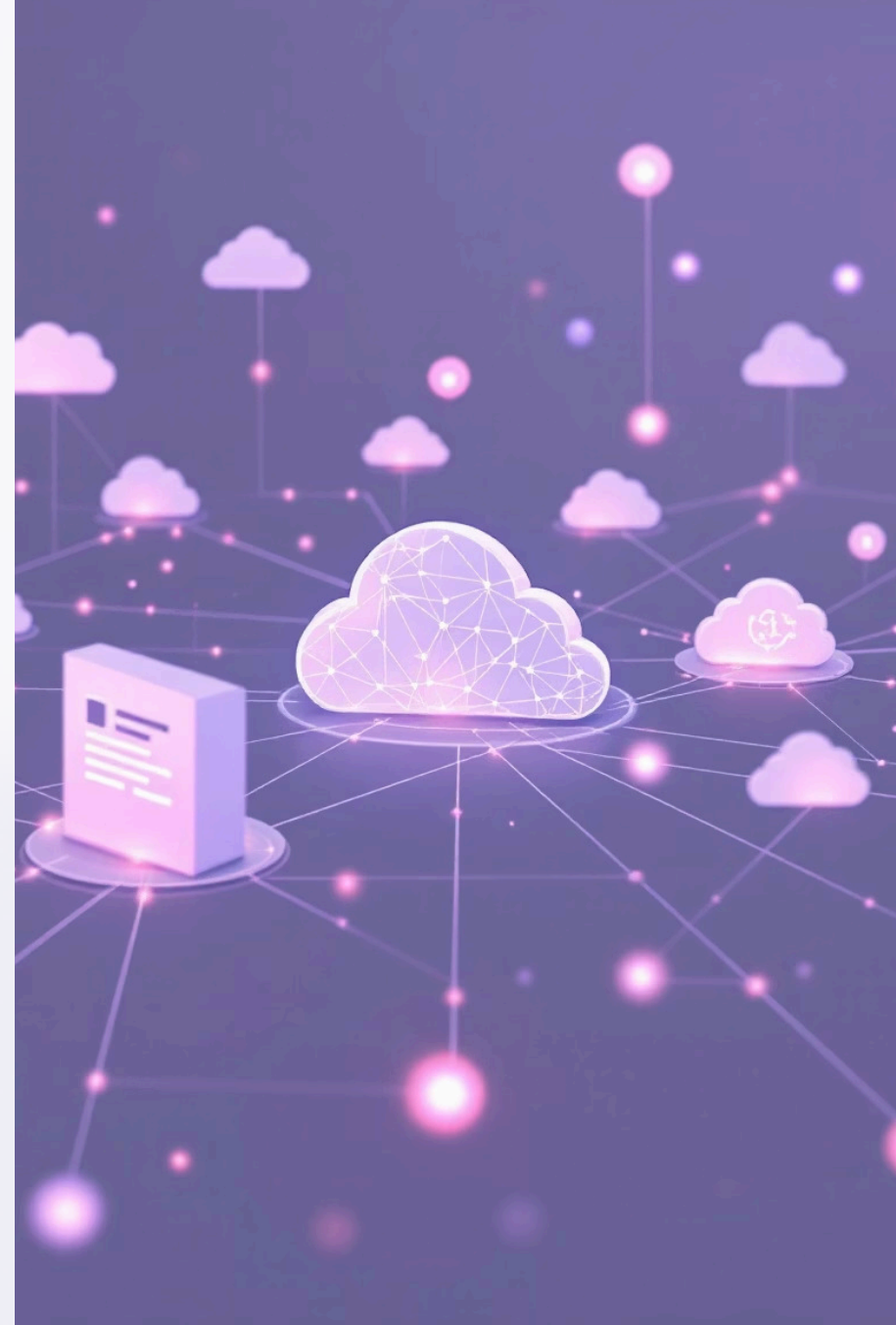


**ChannelPartners.net**



# **Accelerate Your Success: Microsoft Channel Accelerator Programme for Partners**

Unlock unprecedented growth opportunities through Microsoft's comprehensive partner ecosystem for 365 Apps and Azure Cloud Services.



# Why Microsoft Cloud? The Opportunity for Partners

Microsoft Cloud leads the industry with 365 Apps and Azure driving digital transformation globally. The cloud revolution presents an extraordinary opportunity for forward-thinking partners.

With over \$1 trillion in market opportunity projected by 2030, partners are uniquely positioned to unlock exponential growth through innovation and surging customer demand for cloud solutions.

**\$1T**

**Market Value**

Cloud services opportunity by  
2030

**365**

**Microsoft 365**

Leading productivity platform

**#1**

**Azure Cloud**

Enterprise cloud leader

# Introducing the Microsoft Partner Accelerator Programme

## 3-Tiered Subscription Service

Designed to maximise partner success within Microsoft's ecosystem with flexible engagement levels tailored to your business needs

## Expert Guidance

Tailored coaching and management of complex Microsoft partnership benefits to navigate programmes effectively

## Proven Results

enVista increased incentives by \$650,000 in one year with MPAP support —demonstrating tangible ROI





# Azure Accelerate: Fuelling Cloud Transformation



01

## Unified Offering

Combining Azure Migrate & Modernise, Azure Innovate, and Cloud Accelerate Factory into one seamless programme

02

## Zero-Cost Deployment

Access deployment assistance from Microsoft experts to jumpstart projects without upfront investment

03

## Fast-Track Approvals

Automated workflows via Partner Centre streamline funding requests and project approvals

# Microsoft AI Cloud Partner Programme: Innovation Meets Growth

Comprehensive partner lifecycle support designed to accelerate your success from onboarding through to customer delivery and beyond.



## Onboarding & Skilling

Get started quickly with comprehensive training on AI, cloud, and data solutions



## Go-to-Market Support

Marketing campaigns and resources to amplify your reach and generate leads



## Incentives & Co-Selling

Exclusive benefits including technical resources and joint selling opportunities

Focus on AI acceleration across cloud, data, and app solutions for 365 Apps and Azure—positioning you at the forefront of digital transformation.



# Partner Marketing Campaigns: Amplify Your Reach

## Ready-to-Use Campaigns

Pre-built marketing campaigns targeting SMBs and enterprise customers around 365 Apps and Azure solutions

## Microsoft Brand Power

Leverage Microsoft's trusted brand and resources to generate qualified leads and accelerate sales cycles

## Strategic Timing

Campaigns aligned with key moments like Office end of support transitions and security priorities





# Real Partner Success: enVista & Ciellos Case Studies



## enVista Success Story

Unlocked \$650,000+ in incentives and improved visibility as a Top Microsoft Partner through strategic MPAP engagement



## Ciellos Expertise

Decades of Microsoft expertise helping partners navigate complex programmes and maximise benefits effectively

These success stories demonstrate how expert support accelerates partner growth, enhances cloud adoption rates, and delivers measurable business outcomes.





## GETTING STARTED

# How to Engage: Steps to Join and Succeed



### Earn Designations

Achieve Azure designations or specialisations to qualify for Azure Accelerate benefits and unlock premium support



### Nominate Projects

Submit projects via Partner Centre or through your Microsoft account team for funding and expert assistance



### Access Resources

Leverage training, expert assistance, and marketing resources to drive customer success and accelerate adoption

# Unlocking the Future: Innovation & Partner Growth in 2026



## Continuous Skilling

Investment in partner training for emerging cloud and AI scenarios



## Expanding Incentives

Enhanced go-to-market support for 365 Apps and Azure solutions



## Ecosystem Growth

Microsoft's commitment to partner success and shared prosperity

The future is bright for Microsoft partners. With continuous innovation, expanding resources, and unwavering commitment to the partner ecosystem, 2026 promises unprecedented opportunities for growth and transformation.



# Your Next Step: Join the Microsoft Channel Accelerator Programme Today



## Expert-Led Transformation

Tap into expert-led cloud transformation strategies and ready-to-deploy marketing campaigns that deliver results



## Maximise Your Investment

Unlock incentives, accelerate customer adoption, and grow your business with proven methodologies and support



## Start Your Journey

Visit [partner.microsoft.com](https://partner.microsoft.com) to learn more and begin your partnership journey today

Get Started Now