The designations we help partners earn — and keep.

Microsoft has consolidated its Solutions Partner Designations from six solution areas into three core pillars. What changed is how Microsoft groups, funds and takes them to market — the underlying solution paths are still individually earned and validated. We know exactly where each one sits, and where you stand against it.

WHAT WE COVER

Three pillars — and what sits around them.

PILLAR

AI Business Solutions

Merges the former Business Applications and Modern Work designations — Dynamics 365, Power Platform and Microsoft 365.

PILLAR

Cloud & AI Platforms

Brings together Data & AI, Digital & App Innovation and Infrastructure — the broadest pillar, spanning Azure, apps and AI workloads.

PILLAR

Security

Stays its own dedicated pillar, unchanged by the consolidation — Defender, Sentinel, Purview and the wider security portfolio.

ALONGSIDE

Specializations

Deeper validation in specific solution areas — including the Microsoft 365 Copilot specialization.

ALONGSIDE

Azure Expert MSP

Microsoft's advanced recognition for managed service providers with proven Azure capability.

ALONGSIDE

Frontier Partner status

Recognition for partners leading Microsoft's Frontier Program for AI transformation.

WHAT CHANGED

The underlying solution paths are still individually earned and validated — what changed is how Microsoft groups, funds and takes them to market.

Earn the right designations — and keep them.

WHAT WE DO

01 Map
Chart your current pillar status, specializations and gaps against the new three-pillar structure.

02 Prioritise
Decide which pillars and specializations are worth pursuing, and in what order.

03 Prepare
Line up the performance, skilling and customer evidence early — not during validation.

04 Protect
Track renewals and Microsoft's rule changes so status is maintained, not rescued.

HOW WE WORK

Three ways to engage.

START HERE

Designations Health Check

An independent read on your current pillar status, specialization portfolio, and where the gaps are against the new three-pillar structure.

ONGOING

Ongoing Designation Management

Monthly advisory to maintain and grow pillar status continuously, rather than scrambling at renewal time.

AS NEEDED

Designation Sprint

A focused engagement to earn or renew a specific pillar or specialization.

IS THIS YOU?

- Not sure how the three-pillar consolidation affects you?
- Unsure which specializations are worth the effort?
- Renewals arriving faster than your evidence?
- Chasing a pillar without knowing where you actually stand?

Advice from someone who's done it — Tim Hannibal helped grow a small business into the UK's most accredited pureplay Microsoft Solutions Partner.

Not sure how the consolidation affects you?

Get in touch and we'll map your current status against the new three-pillar structure.

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