

Microsoft Australia Partner Awards 2017 (MAPA)

AWARD GUIDELINES PREVIEW FOR PARTNERS
SELF-NOMINATED USING AWARDS SUBMISSION TOOL
TOOL OPENS ON JULY 1, 2017 AND CLOSES ON AUGUST 25, 2017

Introduction

Welcome to the Microsoft Australia Partner Awards (MAPA) 2017 to be presented at the Microsoft Summit which will be held during November 2017.

We are excited to offer Microsoft Partners a variety of awards designed to showcase solutions built on Microsoft technologies that provide benefits to all customers. These awards celebrate successes and innovations related to Partner competencies, cloud technology, entrepreneurial spirit, and sales excellence, as well as highlighting the great work done by Partners in the public sector and citizenship arenas.

Why enter MAPA?

Being recognised as a MAPA Award winner or finalist is an accolade you can use in your sales and marketing efforts to showcase business leadership in your field. In addition to the on-stage Award presentation and recognition at the Microsoft Summit, Microsoft celebrates MAPA Award winners through media and marketing – all of which can:

- Help create new or stronger business opportunities
- Generate positive press coverage
- Lead to increased market recognition

Microsoft 2017 Partner of the Year Award benefits

- Customised logos and web banners that allow you to showcase your company as an esteemed Microsoft Partner (for both winners and finalists).
- Custom public relations templates to help promote your award status (for both winners and finalists).
- Recognition collateral to help celebrate your success.
- Congratulatory letters from Microsoft Australia's General Manager.
- Photo opportunities with key Microsoft executives at Microsoft Summit.
- Winners are announced and recognised during Microsoft Summit which will be held during November 2017.
- Winners are also invited to an exclusive awards celebration during Microsoft Summit. The event is a unique opportunity to network with Microsoft executives in specific business areas and strengthen relationships with Microsoft business groups.

Start preparing your nominations today

Use this award guideline document to preview the five 2017 award categories and questions and to fully prepare your entry offline.

The 2017 MAPA Submission Tool opens on July 1, 2017 at 12:01 A.M. Australian Eastern Standard Time and closes at 11:59 P.M. Australian Eastern Standard Time on August 25, 2017.

You can access the Awards Submission Tool [here](#) from July 1, 2017. The deadline is firm so please allow yourself plenty of time in case you encounter any uploading issues.

Instructions for preparing Award nominations

Prepare your Microsoft Australia Partner Award 2017 nominations by following these four steps.

Step 1: Review the [Official Award Rules and Regulations](#), [Frequently Asked Questions \(FAQ\)](#), and [Tips and Tricks](#) before selecting awards and preparing your nominations.

Step 2: Ensure that your organisation is eligible for that Award. If it asks for a specific [Microsoft competency](#) achievement, make sure you are fully eligible to nominate.

Step 3: Review this full Award Guidelines document and locate the awards that correspond to your company's best solutions.

- To jump directly to a specific Award within this document, go to the Table of Contents and CTRL+click on the Award you wish to view.
- Be sure to read all the eligibility requirements and questions for your chosen awards.
- When the Award Submission Tool **opens on July 1, 2017 at 12:01 A.M. Australian Eastern Standard Time** you can nominate your organisation for an Award by answering the questions provided. All responses are limited to 4,000 characters (spaces included) for each question. We recommend you have your submission finalised, edited and ready to submit offline before you begin the upload process using the [Awards Submission Tool](#).

Step 4: Submit your nominations via the [Awards Submission Tool](#) when it **opens on July 1, 2017**. A step-by-step tutorial (PDF) is located within the tool once you sign in [here](#).

- All final nominations must be submitted **by 11:59 P.M. Australian Eastern Standard Time on August 25, 2017**. No extensions will be granted.
- You may submit multiple Award nominations via the Awards Submission Tool, but each must be submitted individually, and a customer solution may only be used **once**, if you submit the same customer solution over multiple awards the submissions will be disqualified.
- Nominations must be written in English.
- Improperly submitted nominations or incomplete nominations will not be judged.

Questions? Please send an email to [MAPA 2017](#) and allow 48 hours for a response.

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Engage Your Customers

Description:

The Engage Your Customers Award recognises a Partner who is creating solutions that are building better, stronger engagements for their customers by connecting data and representing a complete view of your customer, then drawing actionable intelligence, predictive insights that can deliver personalisation at scale.

This award focuses on Partner organisations who are improving customer engagement by investing in the latest emerging technologies, such as Internet of Things (IoT), smart machines and sensors, computer vision, digital agents, bots, and language and speech recognition.

Eligible candidates for this award will have proven their ability to meet customer demands by:

- Building better, stronger engagement with your customers.
- Building and harnessing a complete view of your customer, then act on derived insights.
- Predicting the products and services your customers need.

Eligibility:

- Be a [Microsoft Partner](#) with a current [Microsoft Pinpoint](#) directory listing

Executive Summary:

Please provide one (1) executive summary to include and address all of the specific points below. You may upload up to three (3) supporting documents and a supporting URL link to support your solution entry executive summary. 4,000-character limit (includes spaces).

Business Challenge: Choose one solution. Describe the specific customer scenario(s) and problem(s) solved by the solution. Include your customer's business challenge or problem and provide examples of the before-and after-solution implementation scenarios.

Benefits & Impact: Please describe the benefits & business impact of your solution. Specify the products (include version) and technologies used.

Transformation & Differentiation: How has basing your solution on Microsoft's technologies helped position your organisation for growth or transformation to adapt to the cloud? How has it helped you win against the competition in a customer situation from a technical and business perspective?

Market Need: Is this solution specific to one particular customer, or does it have broader market potential?

Upload or provide outside references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).

Empower Your Employees

Description:

The Empower Your Employees Award recognises a Partner organisation that has embraced new ways of working by empowering its customers to work like a network by delivering a seamless experience across the familiar applications people already use, including Office 365, Microsoft Dynamics CRM, Yammer, Sharepoint, Skype for Business and virtually any other application or service that empowers their customer organisations with tools that fuel collaboration and productivity, while mitigating the risks that comes with providing freedom and space to employees. This Award recognises a Partner that has enhanced the suite of Microsoft Office-based and Microsoft Dynamics solutions through the delivery of an innovative or transformative solution that evolves the way people communicate and collaborate today while delivering a significant impact to the customer.

Eligible candidates for this award will have proven their ability to meet customer demands by:

- Demonstrating how your solution empowers people with tools that fuel collaboration and productivity.
- Demonstrating how your solution enables people to create, learn, share and grow.

Eligibility:

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Optimise Your Operations

Description:

The Optimise Your Operations Award recognises a Partner Organisation who is helping their customers embrace optimising their operations to reshape their relationships and service models by gathering data across a wide, dispersed set of endpoints, and drawing insights through advanced analytics that can be used to introduce improvements on a continuous, real time basis.

The winning solution will have enabled customers with the ability to analyse any data including unstructured and streaming data to make fast, strategic business decisions and to predict future business opportunities. Winning solutions should take advantage of leading advanced analytics capabilities using Microsoft's cloud data services including HDInsight, Microsoft Azure Machine Learning, Azure Stream Analytics, Azure Data Factory and built on top of a Microsoft data warehousing solution.

Eligible candidates for this award will have proven their ability to meet customer demands by:

- Optimising business processes and service models
- Identifying the gaps and wasteful processes that are limiting your growth?

Eligibility:

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Transform Your Products

Description:

The Transform Your Products Award recognises a Partner that excels in reinventing products, services and business models using digital content to capitalise on emerging revenue opportunities. The partner organisation will provide unique solutions based on Microsoft's Partner-driven platform vision and delivers exceptional customer business value in a specific industry, e.g. manufacturing, distribution, retail, professional services, public sector and financial services.

The winning solution will demonstrate a thorough understanding of the industry and expertise about the specific vertical being served, as well as consistent, high quality, predictable service to our mutual customers. Successful entrants will also demonstrate business leadership and success through strong growth in customer additions and revenue.

Eligible candidates for this award will have proven their ability to meet customer demands by:

- Demonstrating how they are innovating and adapting their products and services?
- Demonstrating how their business model and value chain evolves to capture opportunities and respond to threats?

Eligibility:

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Cloud for Good

Description:

Microsoft Australia has a longstanding commitment to making technology accessible to everyone around Australia and to empower them to do more good and drive deeper impact in the communities they serve. The Cloud for Good award recognises a partner creating and deploying a cutting-edge cloud technology solution for a non-governmental, non-profit organisation. The partner that wins this award is helping to empower non-profit organisations with Microsoft technology in ways that help them to be more efficient and/or more effective at driving their missions.

Eligible candidates for this award will have proven their ability to meet customer demands by:

- Demonstrating how non-profits are scaling their business through new tools and/or efficiencies using the latest Microsoft cloud technologies.
- Demonstrates a solution that surpasses previous or current solutions to the community problem.
- Highlighting a solution or program deployed within the past year.

Eligibility:

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