

# PARTNER CENTRE AUDIT

PARTNER CENTRE AS A  
SERVICE.



Are you looking to gain a comprehensive understanding of your Microsoft partnership performance? Our Partner Centre Audit Package provides a detailed audit and report to help you optimise your involvement in the Microsoft AI Cloud Partner Programme.

**Executive Summary:** Emphasises critical findings, key metrics, areas for improvement, and potential financial opportunities.

**Customer Association Review:** Examines manual customer association types and summarises Microsoft's view of CPOR (Claiming Partner of Record) and PAL (Partner Admin Link) linked customers.

**Marketplace Presence Analysis:** Scrutinises your company's offerings on Microsoft's Commercial Marketplaces, focusing on listing quality, transactability, and strategies for marketplace optimisation.

**Pipeline Sharing and Referral Analysis:** Determines whether Microsoft has visibility into your current list of customer opportunities and explores potential for increased co-selling with Microsoft.

**Solution Partner Designations Review:** Reviews your company's achievement of Microsoft Solution Partner designations and specialisations, with recommendations for advancement and the benefits of each.

**Operational Insights:** Provides recommendations for operational improvements based on marketplace performance, incentive earnings, and benefit utilisation.

**Incentive Earnings and Management Report:** Assesses your involvement in incentive programmes, earnings, and management of co-op funding, revealing opportunities for increased profitability and visibility within the Microsoft Cloud Incentives (MCI) programme.

**Benefits Utilisation Review:** Evaluates how your company is making use of the Partner benefits, including software licences and cloud services.

## Why Choose Us

- ✓ Funding: We have uncovered unused Co-op funding opportunities.
- ✓ Designations: We have achieved multiple Partner Solution Designations.
- ✓ Experience: With over 20 years of experience, we have worked with Microsoft to launch CSP in the UK.
- ✓ Innovation: We are best placed to access the latest data to drive innovation.
- ✓ Marketplace: At the forefront of Azure Marketplace, we have listed multiple offers.
- ✓ Roadmap: We have connections to the Microsoft roadmap to better optimise Partner Centre not just for today, but tomorrow



Find out more about **Partner Centre as a Service**  
Contact Bytes on **01372 418500**