MorrowScale

Data & AI / Software / Consulting

Microsoft partner practice & marketplace enablement

A clear route to partner readiness, marketplace presence, and practice growth.

The business decision

Technology companies need a clear plan to build their Microsoft practice and bring offers to market. Progress depends on coordinated ownership across leadership, delivery, skilling, sales, and customer success.

Partner baseline — Offer readiness — Practice alignment — Execution roadmap

Engineering and delivery considerations

Map performance, skilling, and customer-success evidence to the selected program. Clarify marketplace offer fit, publishing prerequisites, ownership, and Microsoft engagement motions. Prioritize specialization and benefits actions against readiness.

What the engagement delivers

01 Partner foundation, benefits activation, and internal ownership

02 Marketplace offer strategy, listing, and publishing support

03 Designation roadmap: performance, skilling, and customer success

04 Microsoft sales, technical, marketing, and customer success alignment

05 Specialization gap assessment and evidence preparation

Artifacts you can use

Partner readiness assessment; offer and publishing plan; designation and specialization gap register; ownership matrix; prioritized 90-day roadmap.

Acceptance and operational readiness

Named ownership for each priority action; Submission readiness for selected offers; Evidence gaps addressed against the agreed roadmap. Ownership, access, documentation, and support responsibilities are agreed before handover.

Start with: Readiness assessment with a prioritized 90-day execution roadmap.

Independent advisory. Microsoft determines eligibility and approvals.

ready@morrowscale.com