

Hello IAMCP,

**Attached**, please find the raw data results from the recent survey we completed of the membership. We had 277 respondents! I'm very pleased with this response!

**Below**, please find a summary report that I have drafted and have begun circulating internally.

**How Will I Immediately Act on These Responses?** These responses will immediately help me to think about our FY15 engagement plan with IAMCP and will drive my decision making around content or information that may need to be prioritized to benefit – specifically related to the meeting-in-a-box content. Additionally, I will work with Kati and our team to up-level some of these key insights as part of our monthly insights reporting to executives.

I believe this was a worthy and valuable exercise! The more that we can tap into the sentiments and insights of partners in real-time, the more actively we can influence and activate programming, tools and resources that benefit our partners and help us all succeed.

As a reminder, this survey was conducted anonymously, so regional specifics, partner specifics, and other key demographic info was not obtained and is not available.

Thank you for working in partnership with me on this. Very helpful!

Thanks!  
Heather

# IAMCP MPN Satisfaction Survey

## Results Readout

April 16, 2014

### Quick Links:

[Survey Response Snapshot | Overall Sentiment Trend | Recurring Themes | Verbatim Insights by Question | Verbatim Direct Quotes](#)

## Survey Overview:

On March 18, IAMCP regional leaders sent IAMCP members a survey link to complete a **satisfaction survey of 10 questions**. These questions were developed collaboratively by Marie Mihail and Heather Doran in an effort to gauge satisfaction sentiments of the IAMCP community with the MPN program. **277** members responded to the survey which closed on April 1. These respondents represent approximately 9% of the total active IAMCP membership worldwide. Regional locations of respondents as well as PII information of respondents was not captured in an effort to maintain anonymity of the survey. This survey was conducted in a non-scientific manner.

## Survey Response Insights

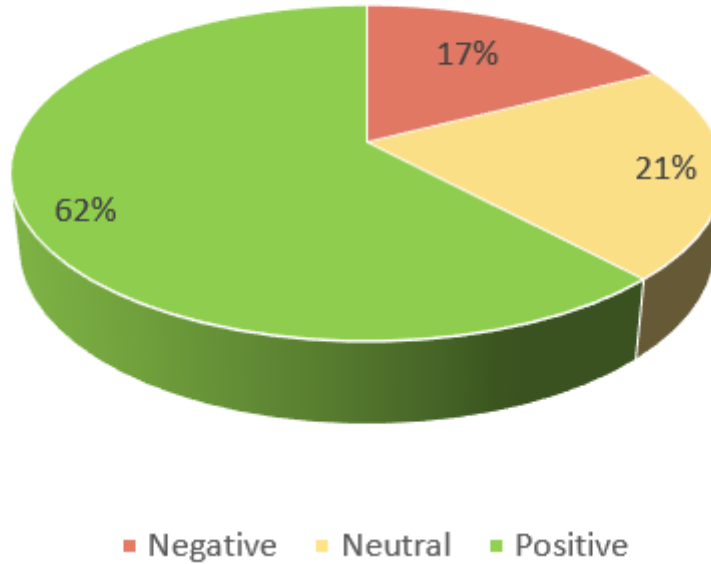
### Partner Sentiment Word Cloud:



### Overall Sentiment Trend:

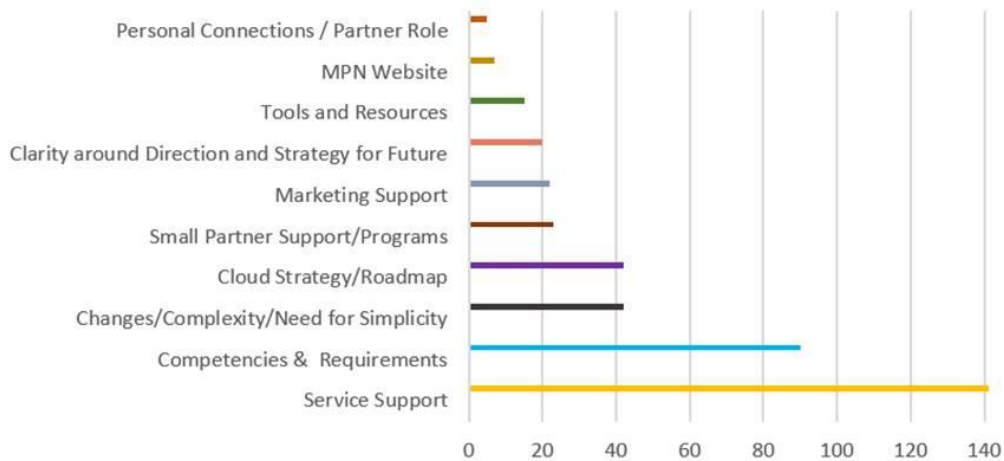
## Overall Sentiment Trend

2,306 unique responses considered  
277 individuals



### Recurring Themes:

#### Trend of Recurring Themes



### Verbatim Insights by Question

Q1: What is your level of satisfaction with MPN competency requirements?

Need more precise scope and requirements for changes

Difficulty finding competency info

Need easy "help desk" solutions

Align timing of exams and requirements around one date

Simplify the way missing exams are communicated – automated alerts

Remove customer references from requirements

Poor communication and notifications

MPN competency requirements should be integrated with the sales license area

Too short of timeframe from when requirements that will apply for the upcoming partner year are communicated - two months before the level evaluation is taking place.

Fragmentation of the competencies and their criteria is magnifying the overhead of maintaining compliance.

Training Path tool and workflow needs improvement

You are forever moving the goal posts and there is no constancy in your delivery.

The changes are coming fast and partners need to be given more time to adapt. Changing requirements impact our marketing and operational efforts and can cost quite a bit of money to update certs.

The competency model has become too complex for us to manage, and far too costly, both in terms of lost resource time (due to exam revision/prep) and the cost of Gold competency, so this year we simply have not bothered to try and keep up.

## Q2: What is your level of satisfaction with MPN programs?

Need more visibility into overall benefits

Some programs are good, but it feels confusing

Need to streamline

Licensing incentive is the most significant benefit, but it shouldn't be.

Need more ease of use

Too much administration to manage on partner side

MPN programs in general are well developed, but partners have lack of knowledge and insight

Need for more training

Great programs, bad MPN website

## Q3: What is your level of satisfaction with Microsoft Support Services?

When I need support I usually need it right away, this doesn't happen.

We have had several support cases open for many months

Commitments made by support personnel are not followed-up

Gold and silver partners should not have to pay for premier support to find an answer to a question on behalf of a Microsoft customer

It is variable depending on the engineer. For complex situations, the delays are too long.

Overall, it is better than what it was.

Support services seem to be getting continually worse, in every respect, but in particular, quality of call, language skills, response time and accessibility, but in particular skillset.

I am impressed with the level of follow-up

Office 365 support is a joke. A 4-5 day turnaround for one query

Q4: If you had to do it all over again, how likely would you be to enter into a working relationship with Microsoft?

No other choice

Good products – and no direct sales: that's good!

Belief in the products and direction Microsoft has taken

Good satisfaction when we deliver a solution using the Microsoft stack and customers are delighted

No other company exists with the full integrated story of technology.

Just fix the support challenges

I would work with Microsoft differently – too long of ramp up to get the most out of the relationship.

MS product line far more stable than open source.

We see success in supporting Microsoft in the marketplace.

As bad as internal Microsoft support is in relation to acknowledgment of competency and how poor support is becoming the partner program is still the best in the industry.

Microsoft certification gives differentiation in the market

Too many hoops to jump through

Execution could be better

Microsoft is reliable

Partner profitability is an issue

MPN needs an overhaul

Microsoft adds value to the international growth of our company

## Q5: Considering everything, including business growth and opportunity, how would you rate the profitability of your Microsoft-related portion of your business?

Minimal profit vs. the time I spend trying to keep up with changes to the program.

It is a challenge to keep it profitable, with software margins going down and resources salary expectation going up.

We make our money from Managed Services, solutions and communications

The changes to many of the products make things easier to implement. That's good for clients and bad for partners. The Microsoft cloud offerings don't offer partners a good profitable play without the partner figuring out a way to monetize the solutions. Microsoft has done almost nothing to help partners gain value.

Margins aren't good. I make most of my money providing services, but I would like to earn a bit more from marketing/providing/servicing/selling Microsoft products.

Its getting harder to be profitable with the changes in our industry and the desire for Microsoft to be provider of cloud/subscription services (and now the support plans).

Profitability is key and it is missing from Microsoft direct business, we have ZERO direct profits infact it is negative in most of the deal, but we invest portion of our service revenue business to make it balanced.

We have a very profitable business, in spite of Microsoft, not because of them. If Microsoft removed some of the barriers to sales, I am 100% certain we could sell shed loads more Microsoft software and services.

Reducing with the move to the Cloud and the more frequent update cycle is removing an income stream. Also no profit from license sales in continuing years.

## Q6: To what extent do you agree or disagree with this statement: I feel prepared to articulate the value proposition of Microsoft's products and solutions to my customers.

Value prop is too reseller centric – failing to make a transition to a service company and take partners with them.

Microsoft has provided the tools to ensure account managers are familiar with value props

We have no problem being prepared to articulate the value of Microsoft solutions

Seems like all the product groups are all building products independently and there is no cohesive overall picture for the clients, more of a puzzle or buffet.

Longer term, strategic roadmap is not clear.

Marketing material should be improved

## Q7: How has your general opinion about Microsoft changed in the past 6 months?

Profitability of annual recurring revenue for partners is worse

Product quality in Dynamics is becoming worse

More positive: influenced by products, innovation, new possibilities, customers realizing greater returns on technology investment.

Support challenge is omnipresent and is impacting profitability and eroding confidence of the team

Stable, but not easy to do business with

Hope that Nadella can improve company image / Consider this the right way

Lack of clear outstanding leadership

Small partners don't seem to matter

Changes in strategic direction, partner competencies, lack of partner focus with cloud offerings lead to unhealthy view.

Need for MS to step up to the challenges partners are facing.

Losing revenues as SIP are eliminated

No clarity on devices and services / when will Microsoft take the lead

Q8: To what extent to you agree or disagree with this statement: Microsoft helps my organization understand Microsoft's cloud strategy and the role of partners as part of that strategy.

We work with a good team (partner sales and marketing) that provides the information needed to plan for and integrate Microsoft's cloud strategy

Yes, Microsoft helps understand strategy and partner role

Role and profit of partners seems insignificant

Cloud strategy is changing – always a moving target

Need more clarity and engagement from MS on executive / strategic level

Cloud message for partners is ambiguous and unclear / how we grow our cloud practice – lack of vision and how to help partners monetize.

Service support dimension represents biggest exposure to partner businesses and client relationships.

Cloud strategy must go further than O365

Good information around content, yet not realizable in real life.

Leaving small partners behind and doing little to help

I believe Microsoft is doing a huge effort to empower Partners

More can be done

Short term is clear, longer term partner position is unclear.

Q9: To what extent do you agree or disagree with this statement: Microsoft provides tools and resources that help my organization market and sell cloud/hosted solutions.

Room for improvements

Marketing campaign assets do not reflect reality – lack of suitability is reflected across Sales & Marketing assets.

Too difficult for small partners

Only tools for O365

Unless you are taught where to go and how to use this information to help your business, they are not truly valuable.

Microsoft often does not seem to make resources available or easy to find.

Microsoft is good about telling us about their products, but not at helping us sell them

The tools are getting better, but it takes too much time to review the information.

Strongly dissatisfied with Microsoft's weak marketing activities aimed at end customers and users.

Tools and resources are limited.

Q10: If you could change one thing about MPN what would it be?

Differentiate members on the basis of skills and abilities / Measure skills rather than license revenue

The changes that are happening are good

Need reliability in incentives

Stop changing competency requirements

Easier access to specialist resources

More support for small partners

Simplify website / an MPN site that works / Improved link between Partner Source and MPN: faster, simpler, easier

Bring PAMs back

Tier 3 support to all gold/silver verified partners

Stop making so many changes / more stability in the program

Microsoft showing they care about partners

More efficient systems/tools / reduce complexity

Remove exams



Work more closely with partners / increased interactions with partners across all levels / more human touch

More focus on partner profitability

More advanced notice of changes and reinforcement of benefits

Make navigating the marketing tools and sales product brochures easier on the website / enhance marketing

Improved process for channel incentives