

Microsoft

CfMD Benefits For Partners Who Develop IP (ISVs, NSIs)



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What is Certified for Microsoft Dynamics?

The highest Microsoft accreditation for partner solutions



Benefits of CfMD



Offer the proof your customers need

Designed for the customer's unique business and industry needs.

Tested for integration with the Microsoft Dynamics products.

Used and recommended by other companies.

Professionally implemented and systematically supported by reputable Microsoft partners.

You've always been committed to quality. Now you can prove it.



Win more business by offering tested, and recommended solutions.

Recruit the best reselling partners that trust your company and can drive results.

Build confidence in your solution by meeting Microsoft's highest standards.

Receive priority in marketing support from Microsoft.

Benefits of Certification for Partners

CfMD Logo



- Inspire confidence in your solution with the CfMD logo on your marketing materials

Press Release Template

FOR IMMEDIATE RELEASE

For Additional Information:
[Contact Name, Phone Number, E-Mail Address]

[BUSINESS NAME] EARNS CERTIFIED FOR MICROSOFT DYNAMICS ACCREDITATION
[Certified Solution] Has Met Microsoft's Highest Standard for Partner-Developed Software Solutions

[CITY, STATE — DATE, YEAR —] [Business Name] announced today that its [certified solution], [short description of the solution], is now Certified for Microsoft Dynamics, which signifies that the solution has met Microsoft Corp.'s highest standard for partner-developed software. By successfully meeting all certification requirements, [certified solution] can now carry the distinct Certified for Microsoft Dynamics logo.

Solutions that are Certified for Microsoft Dynamics have demonstrated development quality and compatibility with the Microsoft Dynamics product on which it runs by passing rigorous VeriTest software solution testing for Microsoft Dynamics and are profiled in the Microsoft Partner Solution Profiler tool. In addition, the Microsoft Dynamics partner must have customers who are successfully using the certified solution and are willing to recommend it, be enrolled in a Partner Service Plan with Microsoft, and be a Gold Certified Partner in the Microsoft Partner Program.

- Announce your success to partners and customers

Benefits of Certification for Partners

Business Solutions Catalog



www.microsoft.com/dynamics/CfMD

Customizable Flyer



Benefits of Certification for Partners

Free NAV 2009 Add-On Modules



- Only for CfMD solutions
- Send module number to msdynamics@veritest.com
- https://mbs.microsoft.com/partnersource/sales/promotions/MSDYNAV_CfMDnav_NoCharge

Dynamics Marketplace



- New online service to connect customers with partners.

www.microsoft.com/dynamics/marketplace

Benefits of Certification for Partners

Priority in Marketing Campaigns



- Ask your Microsoft contact about marketing support

Priority at Conferences



- Some past examples: presentations, e-mail blasts, priority registration

Benefits of Certification for Partners

Free Demos



- Free DemoMate licenses until supply lasts
www.DemoMate.com

Connect with resellers

Built on	Industry/Business Need	Looking for Resellers in
Microsoft Dynamics AX	Manufacturing, Retail	All countries with partners having industry knowledge and the named industries as their prime markets
Microsoft Dynamics NAV	Manufacturing	Germany, Austria, Switzerland
Microsoft Dynamics CRM	Manufacturing	North America, Eastern Europe, and South East Asia
Microsoft Dynamics NAV	Manufacturing, Retail, Service Management	Germany
Microsoft Dynamics AX	Service Management	Nordics, Eastern Europe, Spain, Portugal, Russia, Asia and Pacific, South Africa, Middle East, South America, United States and Canada

Partner-to-Partner Connections

<https://mbs.microsoft.com/partnersource/marketing/campaigns/advertising/MSDCertifiedppcon>

Investment to get these benefits

Time investment:

From registration to final results on average 37 days.

Certification Fee
(Includes Software Test)

US\$ 3,500 for ERP

US\$ 750 for CRM 2011

Pass Guarantee
(Includes CfMD)

US\$ 4,400 for ERP

Requirements

Application test

Customer evidences

ERP/CRM Competency in Microsoft Partner
Network

Software escrow

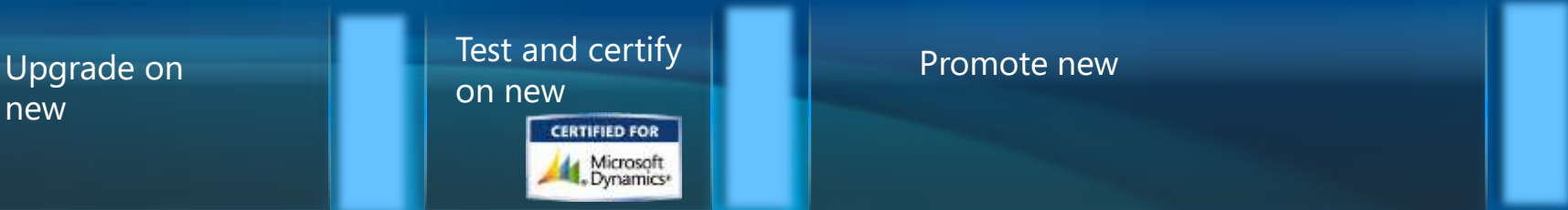
Support capabilities

Upgrade and certify on the latest version to keep Microsoft's support

Microsoft Dynamics Product Life Cycle



Partner Solution Life Cycle



CfMD Program Life Cycle (have an 18 months plan***)



* General Availability of new Dynamics product in a certain region/country [AX](#), [NAV](#), [GP](#), [SL](#), CRM
** Or the date that support ends for the release on which the solution was certified, whichever comes first
*** This is just a generic, suggested timeline. Microsoft has the right to deviate from these guidelines.

Next steps...interested?



For full information on the CfMD website:

www.lionbridge.com/ms-certified-dynamics

Attend a monthly [CfMD Process Call](#).

Please email cfmd@veritest.com with questions at any time.

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