

A photograph of two women in a modern office setting. One woman, with dark hair in a bun and wearing a dark denim shirt, is seated at a wooden desk, resting her chin on her hand and looking at a tablet. The other woman, with blonde hair and wearing a grey sweater, is standing and pointing at the tablet. On the desk are a blue laptop, a tablet, and some papers. A blue semi-transparent overlay covers the right side of the image, containing the title text. The background shows a large window and a person's legs in the distance.

PinPoint to Partner Center Transition

Microsoft
Partner
Network

Announcement at WPC (Toronto 2016)



Partner Center announcement

Microsoft is investing in and rebuilding the architecture of the customer to partner matching/ referral engine



Customer search has transitioned

Customer search (what was known as Pinpoint) was moved to Partner Center at WPC (July 2016)

<https://partnercenter.microsoft.com/search>



Partner profiles have not transitioned

Partner marketing profiles will be in transition between Pinpoint and Partner Center during the remainder of 2016 and part of 2017. Partners will be advised as it is time for onboarding to Partner Center



Partner Center future

In the future, all referrals for partners will be housed in Partner Center along with partner membership content, marketplaces and customer transactions: <https://partnercenter.microsoft.com>



Resources

Partner resources: <http://aka.ms/referrals>

Partner Center Referral Engine: Present (Preview)



Where do Customers find me?

New link for customer search: <https://partnercenter.microsoft.com/search>



Who can manage profile in partner center?

Partners who can manage their profiles in partner center are limited to:

- CSP transacting partners
- Advisors



Why do I appear at a certain position in search results?

- Search results take into account: Keyword, most relevant competencies, response rate
- Search is now dynamically based on customer location (once opted in), which acts as a filter, and does not impact partner rank in search results



What is my opportunity?

- **New profile:** if a new marketing profile is entered, partners will not have a separate location for a solution listing. All solutions should be highlighted in the description
- **Pinpoint profile:** partners who import data from pinpoint, will continue to see a solutions tab within the profile overview. ****You will only have a solutions field if you had apps and services in Pinpoint**

Pinpoint: Present



Can customers access Pinpoint?

No, they can't access Pinpoint, although Partner profiles from Pinpoint are now surfaced through Partner Center [Search](#). Only Partners can access through manage.pinpoint.com



Who can manage their Partner profile in Pinpoint?

- Any partner with an existing Pinpoint profile
- Any CSP who has not migrated their profile to Partner Center



What if I have issues with managing my profile?

Support for Pinpoint is being provided by Microsoft Regional Service Centers through [this link](#). MSFT Partner-facing roles may use Gethelp for any issues which have not been resolved.



When will I be able to migrate my profile to Partner Center?

Partner profiles will be migrated in waves, beginning in FY18. We will be providing further details as soon as Partner Center is ready.

PinPoint: What is retired &
what isn't?

RETIRED

Customer facing PinPoint search tool has been retired

It has been replaced with Customer search: <https://partnercenter.microsoft.com/search>



NOT RETIRED

Partner facing PinPoint site has not been retired

Majority of the partners still go to PinPoint to manage their profiles: manage.pinpoint.com

Only CSP Transacting partners & Advisors go to Partner Center to manage their profiles



Who can manage profile in
Partner Center?

Dashboard

Overview

Customers

Support tickets ▾

Billing

Pricing and offers

Office 365 Analytics

Microsoft Azure spending

Account settings

Notification center

Welcome, Full Admin!

Quick links



Microsoft Partner directory

Find other Microsoft Partners. Join the Partner directory by creating a marketing message and start getting customer referrals (admin credentials required).

[Find other Partners](#)[Join the Partner directory](#)

Profile management

[View your partner profile](#)[View your partner billing profile](#)[View your organization profile](#)

Customer management

[Add new customer](#)[Request a reseller relationship](#)[View customers](#)

User management

[View users](#)[Add new user](#)

For partners participating in the **Cloud Service Provider (CSP) and Advisor program** – you can manage your marketing profile within Partner Center as of July 2016. <https://partnercenter.microsoft.com>

Log in to Partner Center using your AAD tenant ID. [Contact support](#) if you are having trouble signing in and you also have the option to start chat

****Global Admin on your partner profile is the only person that can make changes to your marketing profile**

Call to Action

Eligible Partners
Transition to
Partner Center

- 1 Create a New Marketing Profile
- OR
- 2 Import your PinPoint Profile

1 Create a New Marketing Profile

As an eligible partner, you can either create a new marketing profile...

Partners entering new marketing profiles should describe solutions and applications within the overview section in the Marketing Profile

For more information about Partner Center marketing profiles, and to view the results of your Pinpoint profile import, [go to the main Partner Center profiles page](#). For more information about creating marketing profiles in Pinpoint, see [Create a company marketing profile](#)

The screenshot shows the Microsoft Partner Center interface. The top navigation bar includes the Microsoft logo, a search bar, and user information (Full Admin). The main navigation bar has links for Microsoft Partner Center, Programs, How-to, Support, and Dashboard. The left sidebar lists account settings: Partner profile, Partner billing profile, Organization profile, Marketing profile (selected), User management, Catalog, App Management, and Integration sandbox. The main content area is titled 'Marketing profile' and includes a description: 'Create a marketing profile on Partner Center to syndicate your business solutions to Microsoft qualified prospects. Search results are optimized based on location, so we recommend adding a marketing profile for each office location.' Below this is a 'Profiles' section with two buttons: 'Add a marketing profile' and 'Import from Pinpoint'. A table lists the existing profile:

Office location	Contact		
Bothell Location One microsoft way, Address 2, Bothell, WA, US 98021	Anu Murugappan anum@microsoft.com 425-704-0931	Edit	Delete

At the bottom left, there is a link to '← Overview'.

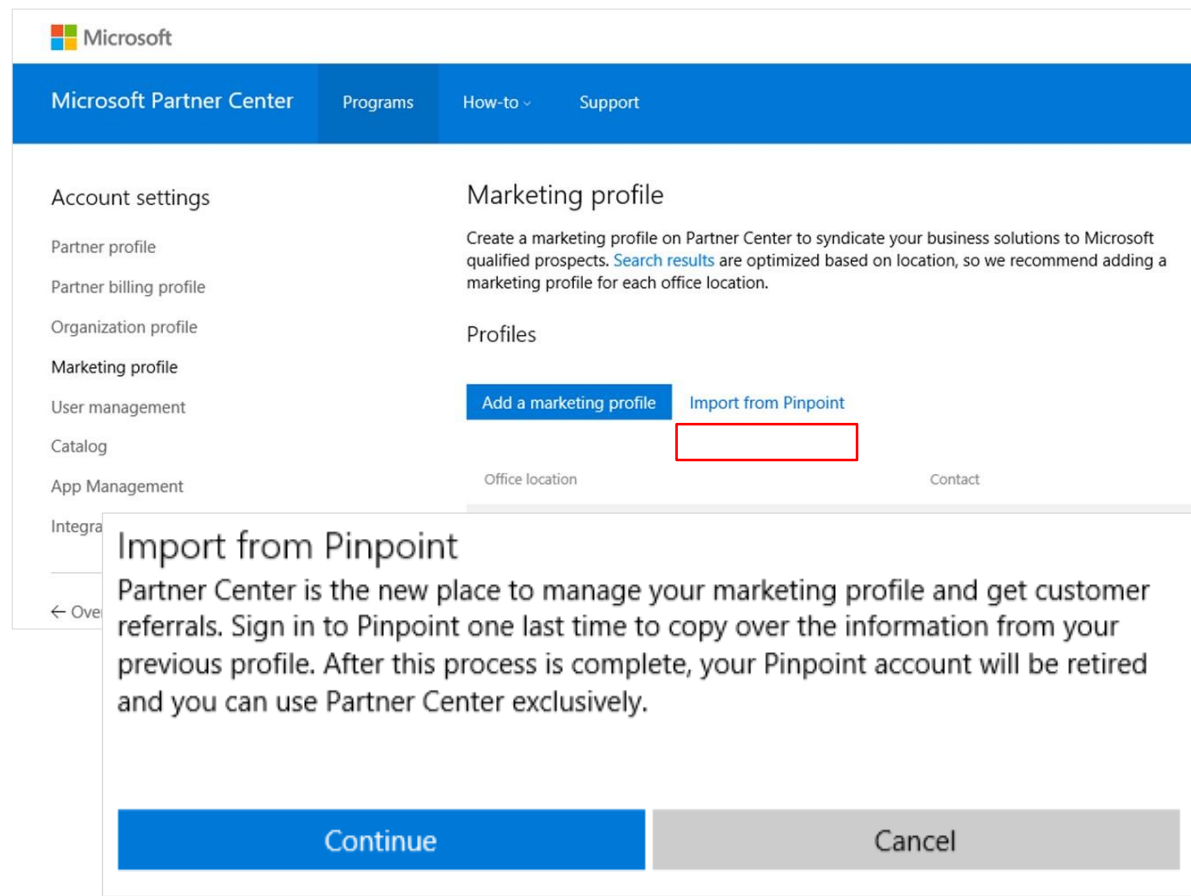
In [Partner Center](#), from the **Dashboard** menu, select **Account settings > Marketing profile**

Under the **Profiles** tab, select **Add a marketing profile**

Add a marketing profile for each location that you'd like to promote to customers. Detailed [How-to guide available here.](#)

2 Importing a PinPoint Profile

...Or you can import your PinPoint profile




The screenshot shows the Microsoft Partner Center interface. The left sidebar contains a list of navigation items: Account settings, Partner profile, Partner billing profile, Organization profile, Marketing profile, User management, Catalog, App Management, and Integrations. The main content area is titled 'Marketing profile' and includes a description: 'Create a marketing profile on Partner Center to syndicate your business solutions to Microsoft qualified prospects. Search results are optimized based on location, so we recommend adding a marketing profile for each office location.' Below this, there is a section titled 'Profiles' with two buttons: 'Add a marketing profile' and 'Import from Pinpoint'. A red box highlights the 'Import from Pinpoint' button. A modal dialog titled 'Import from Pinpoint' is open, displaying the following text: 'Partner Center is the new place to manage your marketing profile and get customer referrals. Sign in to Pinpoint one last time to copy over the information from your previous profile. After this process is complete, your Pinpoint account will be retired and you can use Partner Center exclusively.' At the bottom of the dialog are two buttons: 'Continue' and 'Cancel'.

- In [Partner Center](#), from the **Dashboard** menu, select **Account settings > Marketing profile**
- Under the **Profiles** tab, select **Import from Pinpoint**

- When you import your Pinpoint profile, your Pinpoint account is retired and you will exclusively use Partner Center for managing your marketing profiles and customer referrals
- After the import finishes, the Partner profile creation page allows you to select the Pinpoint profile from which to copy your information, and choose the **Solutions** to market from each location
- If you have separate Applications or Services profiles in Pinpoint, and import profile from PinPoint, these will get imported as well, automatically appearing as Solutions in your Partner Center marketing profile
- You will only be able to **Edit** or **Delete** the **Solutions** listings that you imported to your Partner marketing profile; you will not be able to add new ones to your profile in Partner Center
- Note Please make a note of any customer referrals you have in your Pinpoint account. You cannot import referrals information from Pinpoint to Partner Center

Who can manage profile in
PinPoint?

Use manage.pinpoint.com

 Microsoft

Partner Center

Sign In



Welcome

With the Partner Center, you can list your company on Pinpoint to market and sell your technology and Cloud solutions.

[Sign In](#)




Helpful resources




Pinpoint

- [About Pinpoint](#)
- [Pinpoint Resources](#)
- [Profile Guidelines](#)
- [Get Support](#)




Partner Center

- [Create a Marketing Profile](#)
- [Add Apps](#)
- [Add Services](#)
- [Lead Management](#)




Microsoft Partner Network

- [Learn about MPN](#)
- [Enroll in MPN](#)
- [Microsoft Partner Benefits](#)
- [Earn MPN competencies](#)



Connect with others

- [Partner Community](#)
- [Keep up with Digital WPC](#)
- [Follow us on Twitter](#)
- [Like us on Facebook](#)

 Microsoft

Partner Center


Sign Out

Home Apps Services Company Leads

Welcome Jennifer

With the Partner Center, you can list your company on Pinpoint, an open commerce platform for Microsoft partners, to market and sell technology and Cloud solutions and to increase your pipeline of qualified leads.

[Update Company Profile](#)[List an app](#)[List a service](#)



If you are a non-transacting (non-CSP) partner then you will continue to manage your profile in manage.pinpoint.com. Until invited to move to Partner Center, you will continue to manage and publish profiles and access leads in:

<https://manage.pinpoint.com>

How can you find out if you are managing your profile in Partner Center or PinPoint?


Managing Profile in Partner Center

← → ↺ | [partnercenter.microsoft.com/en-us/pcv/solution-providers/dynamics-edge-\(training-and-certification\)](#) 56042469-6c3a-4f22-928b-8b210040ecff/8c1eafad-dc7f-45b4-9a

Microsoft

Microsoft Partner Center [Programs](#) [How-to](#) [Support](#) [Find a Partner](#)

← Back to search results



DE
TRAINING
SOLUTIONS

Contact partner

Website
<http://www.dynamicsedge.com/>

Industry focus
Education Financial

Dynamics Edge (Training and Certification)
10604 NE 38th Place, Kirkland, WA, US 98033

Since 1999 Dynamics Edge has been your Dynamics Training, Consulting and Microsoft Partner. Training classes, Software Licenses and Consulting. Call for guidance on Microsoft classes or consulting to improve your business. You can customize a private class. Your choice of Instructor Led Classroom Training (ILT), Live Virtual Online (VILT)

[Read more](#)

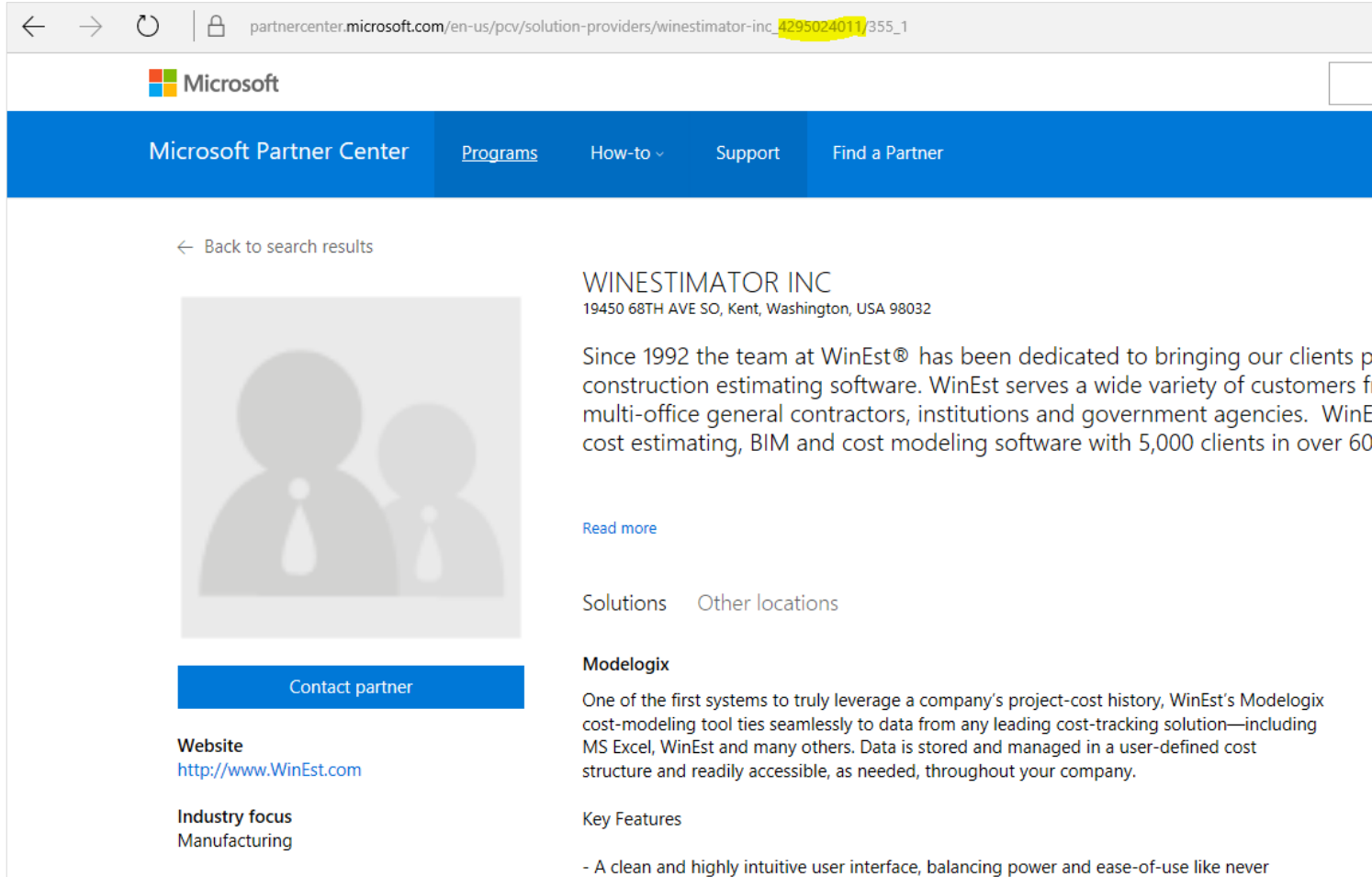
[Solutions](#) [Other locations](#)

Dynamics CRM 2016 Certification Boot Camp (5 days) CRM 2015/2016

Accelerated 5-day boot camp: marketing, sales, service management, service scheduling and basic database principles for Dynamics CRM 2015 & CRM 2016 Covers elements that will aid in exam preparation for 2015 or 2016: Dynamics CRM 2016 Sales (MB2-713), Dynamics CRM 2016 Marketing (MB2-709), Dynamics CRM 2016, Customization and Configuration (MB2-712) Outline Sales Management in Microsoft Dynamics CRM 2016 1. Introduction to Sales Management 2. Lead Management 3. Working with Opportunity Records 4. Working with the Product Catalog 5. Sales Order Processing 6. Metrics and Goals 7. Sales Analysis Customer

Search for your organization name in [Partner Finder](#).
If the URL contains alphanumeric GUID, then you are managing your profile in Partner Center

Managing Profile in PinPoint



The screenshot shows a web browser window with the address bar displaying `partnercenter.microsoft.com/en-us/pcv/solution-providers/winestimator-inc.4295024011/355_1`. The page header includes the Microsoft logo and navigation links: Microsoft Partner Center, Programs, How-to, Support, and Find a Partner. The main content area features a profile for WINESTIMATOR INC, located at 19450 68TH AVE SO, Kent, Washington, USA 98032. A placeholder image for the company profile is shown on the left. Below the image is a blue button labeled "Contact partner". To the right of the image, there is a "Back to search results" link. The company description states: "Since 1992 the team at WinEst® has been dedicated to bringing our clients project construction estimating software. WinEst serves a wide variety of customers from multi-office general contractors, institutions and government agencies. WinEst cost estimating, BIM and cost modeling software with 5,000 clients in over 60 countries." A "Read more" link is provided. Below the description, there are tabs for "Solutions" and "Other locations". The "Modelogix" section describes a cost-modeling tool that ties seamlessly to data from any leading cost-tracking solution, including MS Excel, WinEst, and many others. The "Key Features" section lists: "A clean and highly intuitive user interface, balancing power and ease-of-use like never". The "Website" section provides the URL `http://www.WinEst.com`. The "Industry focus" section lists "Manufacturing".

← Back to search results

WINESTIMATOR INC
19450 68TH AVE SO, Kent, Washington, USA 98032

Since 1992 the team at WinEst® has been dedicated to bringing our clients project construction estimating software. WinEst serves a wide variety of customers from multi-office general contractors, institutions and government agencies. WinEst cost estimating, BIM and cost modeling software with 5,000 clients in over 60 countries.

[Read more](#)

Solutions Other locations

Modelogix
One of the first systems to truly leverage a company's project-cost history, WinEst's Modelogix cost-modeling tool ties seamlessly to data from any leading cost-tracking solution—including MS Excel, WinEst and many others. Data is stored and managed in a user-defined cost structure and readily accessible, as needed, throughout your company.

Key Features
- A clean and highly intuitive user interface, balancing power and ease-of-use like never

Contact partner

Website
<http://www.WinEst.com>

Industry focus
Manufacturing

Search for your organization name in [Partner Finder](#).

If the URL contains a only-digits, then you are managing your profile in PinPoint and log into manage.pinpoint.com to manage your profile

Customer Reviews

Customer reviews

We will introduce a modern customer reviews platform in Partner Center in coming months



For now, please capture your customer reviews and use them in your marketing materials, until we have another location for you to post them



Journey to Sunset PinPoint



Timeline

The timeline and exact steps for PinPoint migration will be determined later in H2 FY17



Partner Expectation

Partners will be sent communications about the migration process through a variety of channels (Pinpoint, MPN, Field leads, etc.) once the dates and process has been finalized.



Communication

In the interim, steps will be taken to raise awareness about partner profile management in PinPoint & Partner Center via varied mechanisms including:

- Yammer: Publish on field/partner facing yammer communities to raise awareness about the options and tools available to partners for profile management
- Field & Partner communication
- Support: Support to drive eligible partners to Partner Center providing detailed instructions and guidance

Support & Resources

Resources

Amplify your success by optimizing your marketing profile and get the latest updates and features at <https://partnercenter.microsoft.com>



Customer search: <https://partnercenter.microsoft.com/search>



Support: Any partner issues must be directed to [Regional Service Center](#) (RSC)



Partner resources: <http://aka.ms/referrals>