



# Azure Marketplace Quick Start Guide for ISVs

Accelerate your business.

<https://azuremarketplace.microsoft.com>

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# Microsoft Commercial Marketplaces

Get the **Commercial Marketplace Step-by-Step Guide**



Two **storefronts** with user focus



Industry applications



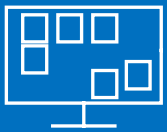
Line of business applications



Productivity applications



Category and workload building blocks for Azure



## Microsoft AppSource

Business Users

<https://appsource.microsoft.com>



## Azure Marketplace

Cloud Developers & IT Pros

<https://azuremarketplace.microsoft.com>



# Why Microsoft Commercial Marketplace?

## Top 10 Benefits of Publishing in Commercial Marketplace

1. Gain new leads.
2. Convert prospects to buyers faster.
3. Lower costs of selling.
4. Reach global markets.
5. Leverage the Microsoft brand recognition & marketing investments (i.e., [Marketplace Rewards](#)).
6. Make it easy for Microsoft sellers to share your solutions to others (i.e., scale through [Cloud Solution Providers](#) (CSPs).
7. Showcase your core competencies & vertical/industry domain expertise.
8. Gain increased credibility.
9. Test & validate new product or service offerings and market opportunities.
10. Easily provide free trials during the buying cycle.

## Partner Case Studies | Grow your business with Azure Marketplace

### ShookIoT

ShookIoT built their solution on Azure and listed it on the Azure marketplace. ShookIoT was able to use the Azure Marketplace listing to focus their messaging and target industrial customers that have existing relationships with Microsoft.

[Watch video](#)

### tyGraph

tyGraph, an award-winning suite of reporting and analytics tools, provides insights into how organizations use their technology. Selling their solution through Microsoft AppSource gives tyGraph the opportunity to scale their solution, reach a broader audience, and create a seamless experience for their customers.

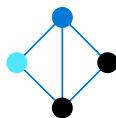
[Watch video](#)

## Part 1: Get Started on the Azure Marketplace

### Let's get started



Watch this video and understand the benefits of publishing on Microsoft Commercial Marketplace. Commercial marketplace is an online catalog where your offers are listed and available, helping you increase leads and grow revenue. Learn how to accelerate your business today.

[Watch video](#)

#### Take the Microsoft Learn course on publishing to Microsoft Commercial Marketplace

Learn about the commercial marketplace, offer types, and how to earn with Marketplace Rewards.

[Start learning](#)

#### Review the Azure Marketplace Publishing Guide

Read the publishing guide on Docs.Microsoft.com for in-depth guidance on publishing.

[Read now](#)

#### Join Commercial Marketplace Office Hours

Regularly scheduled webinars that cover selling your solution through the commercial marketplace.

[Register now](#)

### Boost your earning potential



Earn more GTM benefits with **Marketplace Rewards**. The more you transact in Azure Marketplace, the more benefits you receive. Discover how **Marketplace Rewards** helps grow your business.

[Watch video](#)

- Learn more about [Marketplace Rewards](#) and find the walking deck in the section
- Review the [Microsoft AppSource & Marketplace Best Practices](#) page and download the guide. Bookmark and reference the [Marketplace Rewards Step-by-Step Guide](#).

**Co-Sell for ISVs in Azure Marketplace** Scale your business through Azure Marketplace and sell your solution through [Cloud Solution Providers](#) (CSPs)

[Watch video](#)

- Get ISV [Co-Sell Ready](#)
- [Configure your Co-Sell solution](#) on Azure Marketplace.
- Create [ISV to CSP partner private offers](#) to grow your revenue.
- Reference [Private Offer FAQ](#) for more details.

### Get Support. Submit a request to [Cloud Enablement Desk \(CED\)](#)

Schedule a one-on-one relationship with a dedicated CED specialist, that will help you navigate the wealth of resources available to you through the Microsoft Partner Network to help you grow.

[Work with a cloud specialist](#)

## Part 2: Publish your Application or SaaS on the Azure Marketplace

Follow the steps below for publishing an Azure application or SaaS solution on the Azure Marketplace.

1. If you are not already a Microsoft partner, join the [Microsoft Partner Network \(MPN\)](#) to be eligible to publish your solution on the Azure Marketplace and get your MPN ID. Membership is free! [Join through this link.](#)
2. Enroll in the Commercial Marketplace through the [Microsoft Partner Center](#) where you'll create a publishing profile and sign the [Marketplace Publisher Agreement](#).
3. Create your solution in the [Microsoft Partner Center](#). Design your solution offer by determining offer type, product type, and uploading your application/solution.
  - Bookmark and reference the [Create and Manage Offers in Azure Marketplace Step-by-Step Guide](#) to understand offer types.
  - Bookmark and reference the [Create Azure Application Offer](#) and [Create a SaaS Offer Step-by Step Guides](#).
4. Configure [Co-Sell](#) in the [Microsoft Partner Center](#). Add your listing details, supporting documents, and sales contact information to become eligible for co-sell.
  - Bookmark and reference the [Configure Co-Sell Solution Step-by Step Guide](#).
  - Upload solution one-pager, solution/offer pitch deck, and reference architecture diagrams to be eligible for co-sell ready.
5. Submit the offer for publishing by selecting "review and publish" within your offer in the Microsoft Partner Center.
6. Configure your solution to be sold through [Cloud Solution Providers \(CSPs\)](#). [Opt-in to reach a network of 90,000+ partners and license them to re-sell your solution.](#)
  - Bookmark and reference the [Cloud Solution Provider Program Step-by Step Guide](#).

### Considerations to Optimize your Offer

**Listing Options.** Partners decide how customers can consume their offer. Listing options are: Transactable, BYOL, Listing - Trial, and Listing - Contact Me.

- Bookmark and reference the [Introduction to Listing Options Step-by-Step Guide](#).

**Offer a Test Drive** to customers to generate demand in your listing by giving customers the option to try the solution before purchasing.

- Bookmark and reference the [What is a Test Drive? Step-by-Step Guide](#).

**Private Offers** let Independent Software Vendors (ISVs) and Cloud Providers (CSPs) grow their revenue by creating time-bound customized margins that suit each entity's business needs.

- Bookmark and reference the [ISV to Cloud Reseller private offers Step-by-Step Guide](#).

### Get Support. [Connect with Technical Presales and Deployment Services \(TPD\)](#)

Get remote, personalized, one-to-one consultations to build your technical capabilities faster to increase sales, deploy more effectively, and publish to Azure Marketplace.\*

Schedule a TPD Consultation

\*TPD Consultations requires a paid Microsoft membership or Microsoft competency.



# Azure Marketplace – Publication Resources



## What is Azure Marketplace?

**What is the Azure Marketplace?**  
Azure Marketplace is the largest B2B marketplace in the world that helps ISVs scale their business by finding new customers and selling through Microsoft Cloud Solution Providers (CSPs).

### Learning Resources

**Video Overview:** [Microsoft Commercial Marketplace](#)

**MS Learn:** [Introduction to the Microsoft Commercial Marketplace](#)

**Marketplace Office Hours Series:** [Marketing Best Practice Webinars](#)

**Best Practices Guide:** [Microsoft AppSource & Marketplace Best Practices](#)

### **Get Help?**

- Submit request to [Cloud Enablement Desk \(CED\)](#) or schedule an appointment with [Technical Pre-sales and Deployment](#)
- [Commercial Marketplace FAQ](#)



## Why SaaS (Transactable Offer)?

**Why SaaS?** ISVs that sell Software as a Service (SaaS) solutions can reduce time to market and reduce purchasing friction with a transactable solution. Customers benefit from premium app experiences that are always up to date and utilize the latest technology.

### Learning Resources

**On-Demand Webinars:** [SaaS Academy](#)

**Videos:** [Mastering the Microsoft Commercial Marketplace – SaaS Series](#)

**Guide:** [Transact capabilities in the Azure Marketplace](#)

### **Get Help?**

- Submit a request with [Technical Pre-sales and Deployment](#).
- [Commercial Marketplace FAQ](#)



## Publish your Listing

**Prepare to list your solution to the Azure Marketplace.** Transact solutions remove buyer friction and give you the most Marketplace Rewards. Learn how to publish with the training resources below.

### Learning Resources

**MS Learn:** [Create a SaaS offer for the commercial marketplace](#)

**Guide:** [Plan a SaaS offer for the commercial marketplace](#)

**Marketplace Developer Office Hours Series:** [Technical Best Practices Webinars](#)

### **Videos:**

Part 1: - [SaaS Offer Technical Overview – YouTube](#), Part 2: [Publishing a SaaS Offer – YouTube](#), Part 3: [Publishing a Private SaaS Offer – YouTube](#)

### **Get Help?**

- Submit a request with [Technical Pre-sales and Deployment](#)
- [Commercial Marketplace FAQ](#)



## GTM with Azure Marketplace

**Partners that use Azure Marketplace to drive their GTM find the most benefit from Marketplace Rewards.** Activate your marketplace rewards to grow your business in the Microsoft channel. Optimize your listing, attract customers, and sell through Cloud Solution Providers (CSPs).

### Learning Resources

**MS Learn:** [Go-to-Market through the commercial marketplace](#)

**Marketplace Rewards Overview:** Learn more about [Marketplace Rewards](#)

**Best Practices Guide:** [Microsoft AppSource & Marketplace Best Practices](#)

### **Get Help?**

- [Cloud Enablement Desk \(CED\)](#) (activate MPN benefits), or schedule an appointment with [Technical Pre-sales and Deployment](#)
- [Marketplace Rewards](#) Engagement Manager (assigned when benefits activated)
- [Commercial Marketplace FAQ](#)