

# Marketplace incentive programs

A Mastering the Marketplace video

<https://aka.ms/MasteringTheMarketplace>

# Overview

Benefits of transactable offers

Marketplace Rewards

Co-sell

Azure IP co-sell incentive

MACC

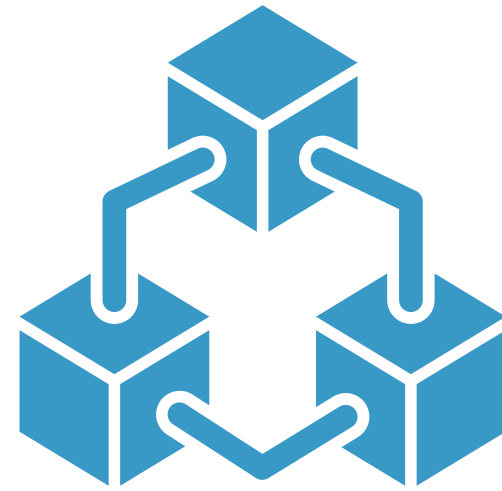
# Benefits of transactable offers

For a “transactable” offer, Microsoft facilitates the exchange of money for a software on the publisher’s behalf

# Incentive programs



Marketplace Rewards



Co-sell



Microsoft Azure  
Consumption Commitment

# Marketplace Rewards

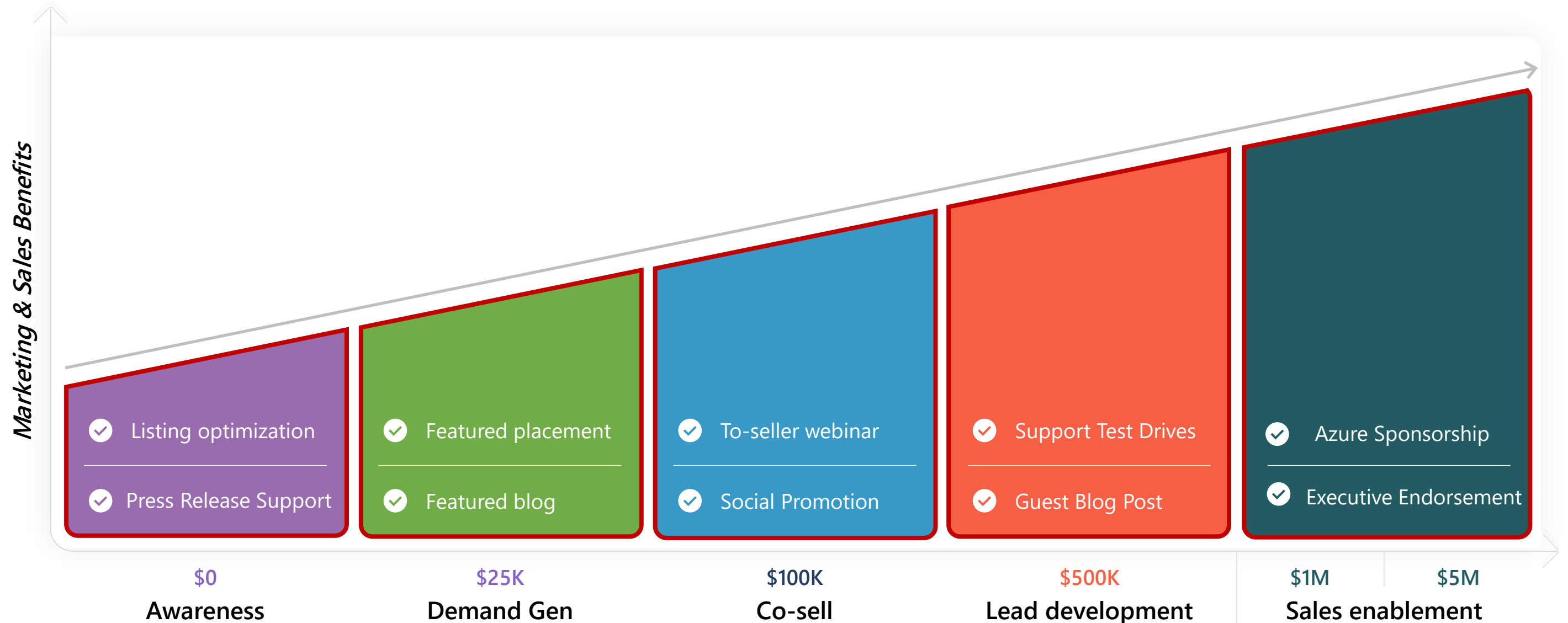
# Marketplace Rewards

Activate benefits in Partner Center

Benefits no matter how you choose to publish

More benefits as you grow

# Multiple performance paths



*Performance paths based on Marketplace Billed Sales or Business Applications Solution Value*



Co-sell

# Co-sell opportunities

Microsoft field sellers are incentivized to sell a given publisher's solution

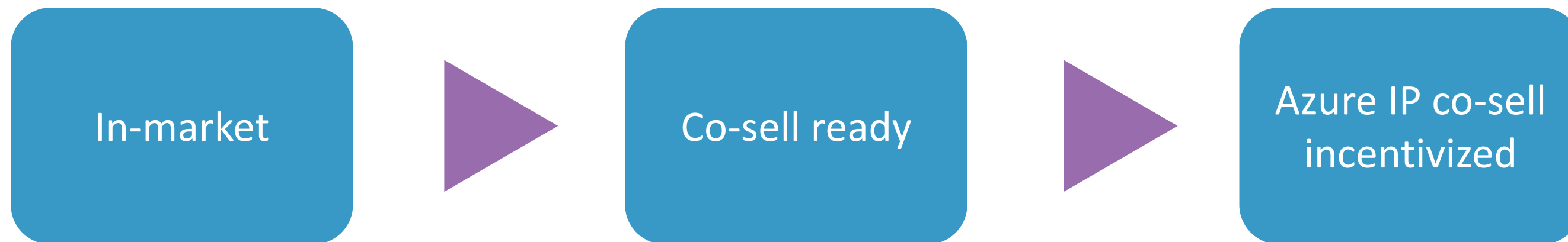
Co-sell with Microsoft

Partner to partner deals

Private deals

Solution assessment

# Progressive Co-sell statuses



# Co-sell ready requirements

Partner ID and active Partner Center account

Completed business profile in Partner Center

Publish the offer

Sales contact for each co-sell-eligible geography

Co-sell information provided in Partner Center

# Azure IP Co-sell

# Azure IP Co-sell requirements

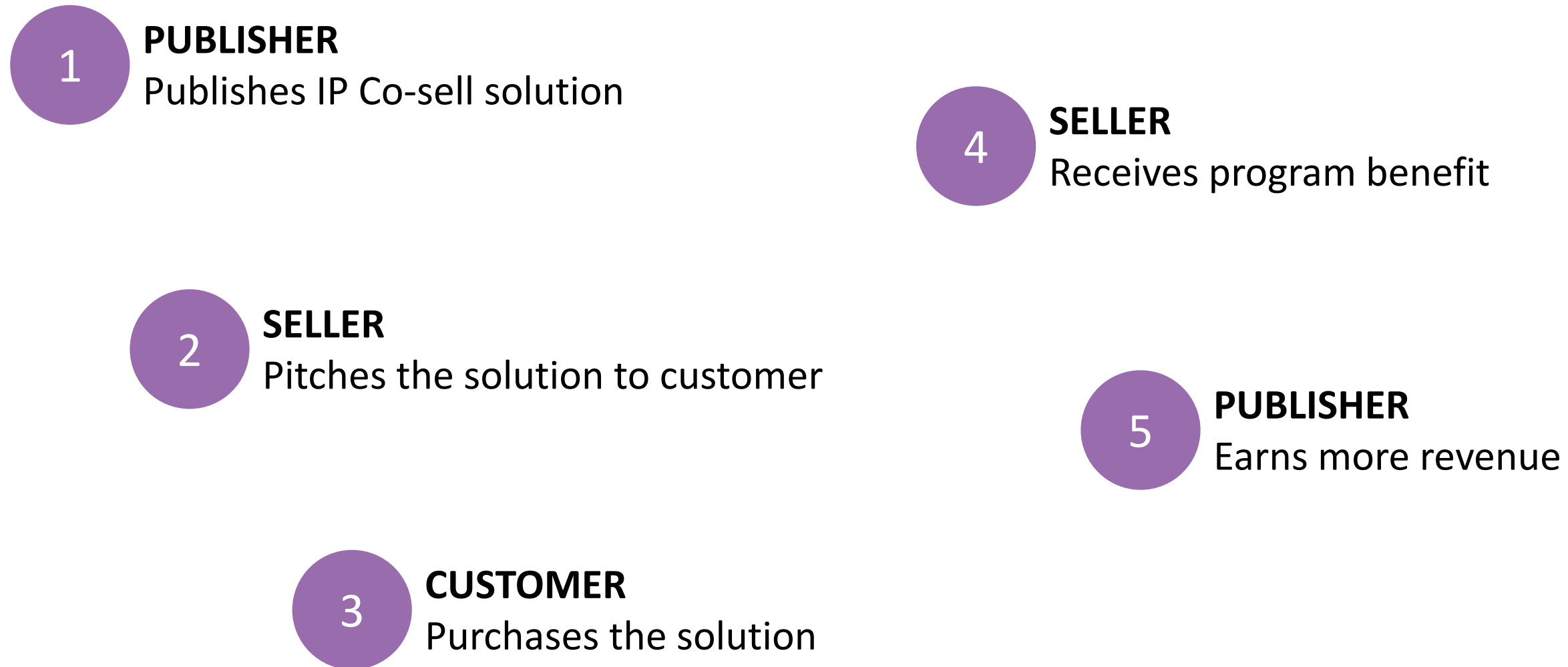
100K ACR in the last 12 months

Reference Architecture Diagram (RAD)

Pass Microsoft technical validation

Offer transactability on marketplace

# Lifecycle of an Azure IP Co-sell deal



# Eligible offer types

Azure Application

Container offers

Virtual machines

IoT Edge modules

SaaS offers



# Microsoft Azure Consumption Commitment (MACC)

# A commitment to spend

MACC is a commitment to spend a certain amount on Azure

Period of at least one year

Applicable to these types of billing accounts

- Microsoft Customer Agreement (MCA)
- Enterprise Agreement (EA)

# Finding a MACC eligible offer

 Search the Marketplace

Pricing : **All** 

Azure benefit eligible only   Azure services only

### New: Azure benefits filter

Select this to show products that contribute to your organization's Azure commitment. [Learn more about your benefits](#)

Do not show again

**Close**

# Finding a MACC eligible offer

[Home](#) > [Marketplace](#) >

## Function App ...


Microsoft




### Function App [Add to Favorites](#)

Microsoft | Azure Service

★ 4.1 (1458 ratings)

 Azure benefit eligible

Plan

Function App 

Create

Azure Marketplace purchases of MACC  
eligible transactable offers contribute  
toward the customer's Azure commitment

# MACC requirements

Transactable with a pricing plan greater than \$0

Azure IP Co-sell incentivized

Published live in Azure Marketplace

The screenshot shows the Microsoft Partner Center interface for an offer named 'Contoso dynamics'. The left sidebar contains navigation options: Offer overview, Offer setup, Properties, Offer listing, Availability, Technical configuration, Co-sell with Microsoft, and Supplemental content. The main content area is titled 'Contoso dynamics | Offer overview' and includes a sub-header 'Marketplace Programs' with the instruction 'View the Co-sell status and marketplace program enrollment for Contoso dynamics'. A table below lists the programs and their status. The 'Status' column is highlighted with a red box.

Name	Status
Co-sell with Microsoft ⓘ	Azure IP Co-sell incentivized. <a href="#">Learn more</a>
Microsoft Azure consumption commitment ⓘ	Enrolled. <a href="#">Learn more</a>

# Summary

Benefits of transactable offers

Marketplace Rewards

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MACC