

The business of marketplace

What to expect in your marketplace selling journey

A Mastering the Marketplace video

<https://aka.ms/MasteringTheMarketplace>

High level journey

Stage
1

Partner Center set up

Stage
2

Creating the offer

Stage
3

Post-publish

Stage 1

Partner Center set up

Stage
1

Partner Center setup

Configure
Partner
Center
account



Marketplace
publisher
account

Marketplace publisher account

Get access to Partner Center

Setup users

Sign up for [Microsoft Cloud Partner Program](#)

Enroll in the Commercial Marketplace program

Stage
1

Partner Center setup

Configure
Partner
Center
account



Marketplace
publisher
account



Partner
Center
account
vetting



Accept the
Microsoft
Publisher
Agreement



Tax and
payment
account

Stage 2

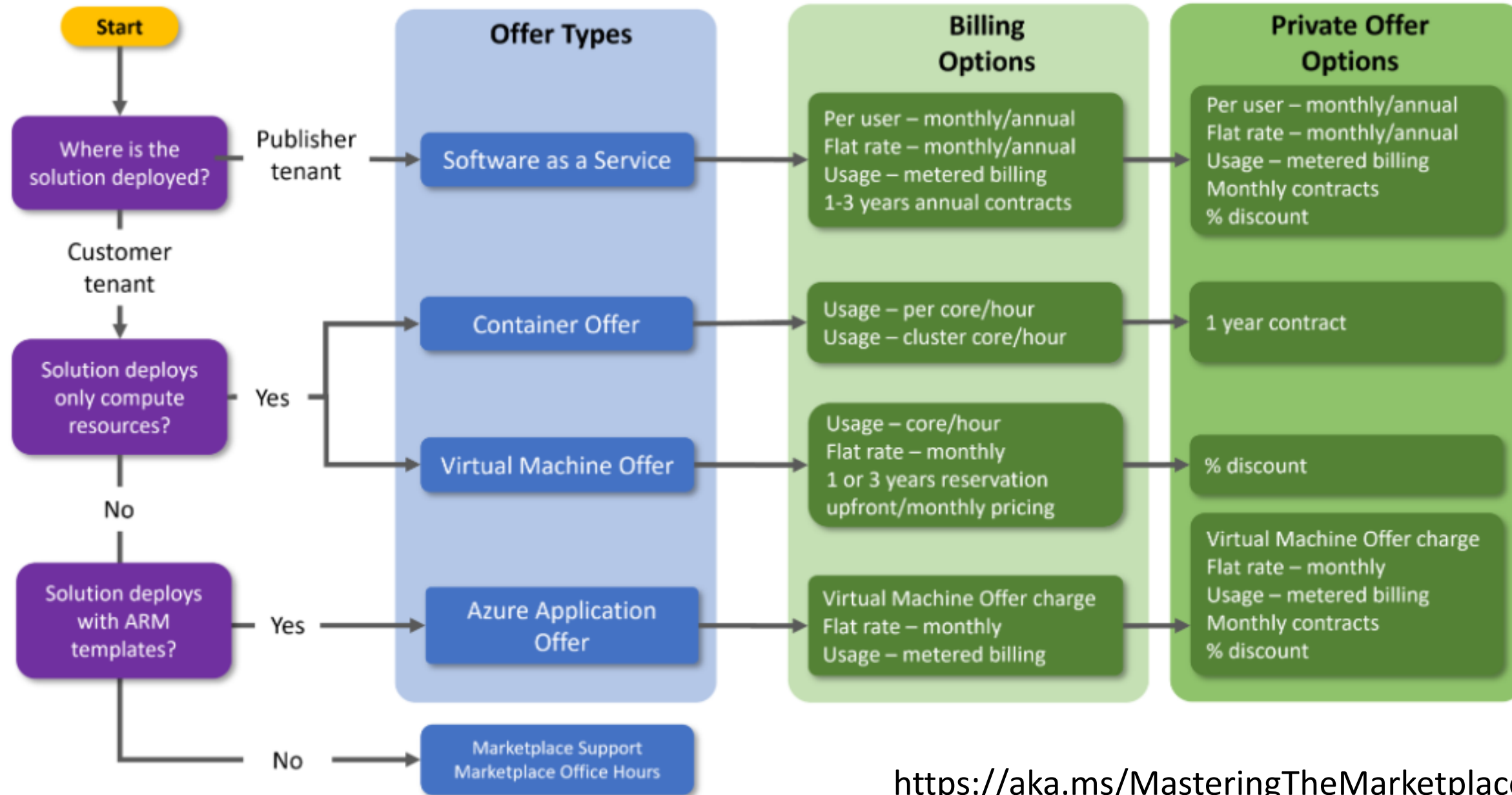
Creating the offer

Stage
2

Creating the offer

Determine
the offer
type

Determine the offer type



Stage
2

Creating the offer

Determine
the offer
type



Offer setup



Technical
integration

Technical integration

Learn technical requirements

Allocate people and resources required

Determine how to package your solution as a marketplace offer

Perform the technical implementation

Determine any integration points with your solution

Stage
2

Creating the offer

Determine
the offer
type



Offer setup



Technical
integration



Plans and
pricing



Publish, test
and go live

Stage 3

Post-publish

Stage
3

Post-publish

Update
Cosell docs
including
RAD



Private
Offer/deal
making

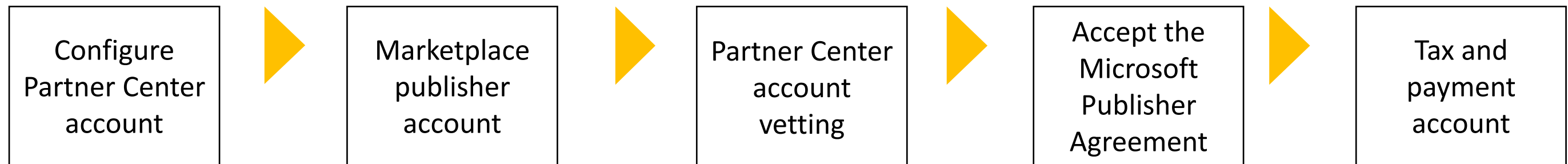


Invoice,
payouts,
insights



Rewards
and
incentives

Stage 1: Partner Center set up



Stage 2: Creating the offer



Stage 3: Post-publish

