

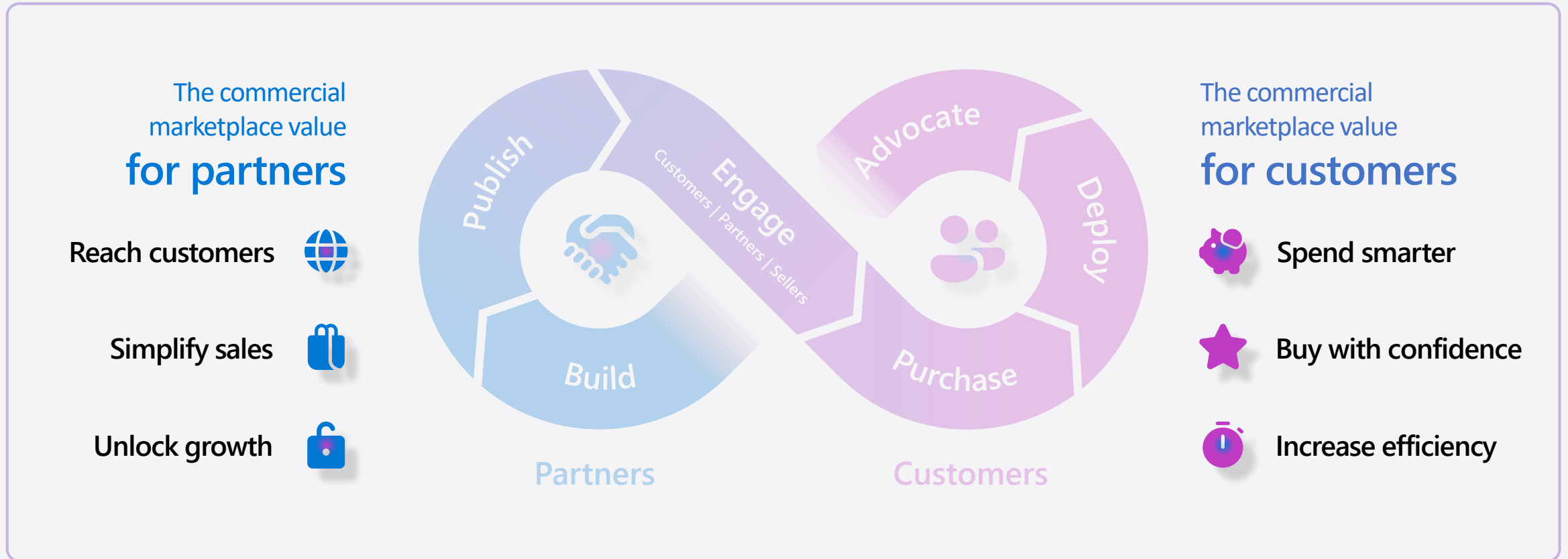


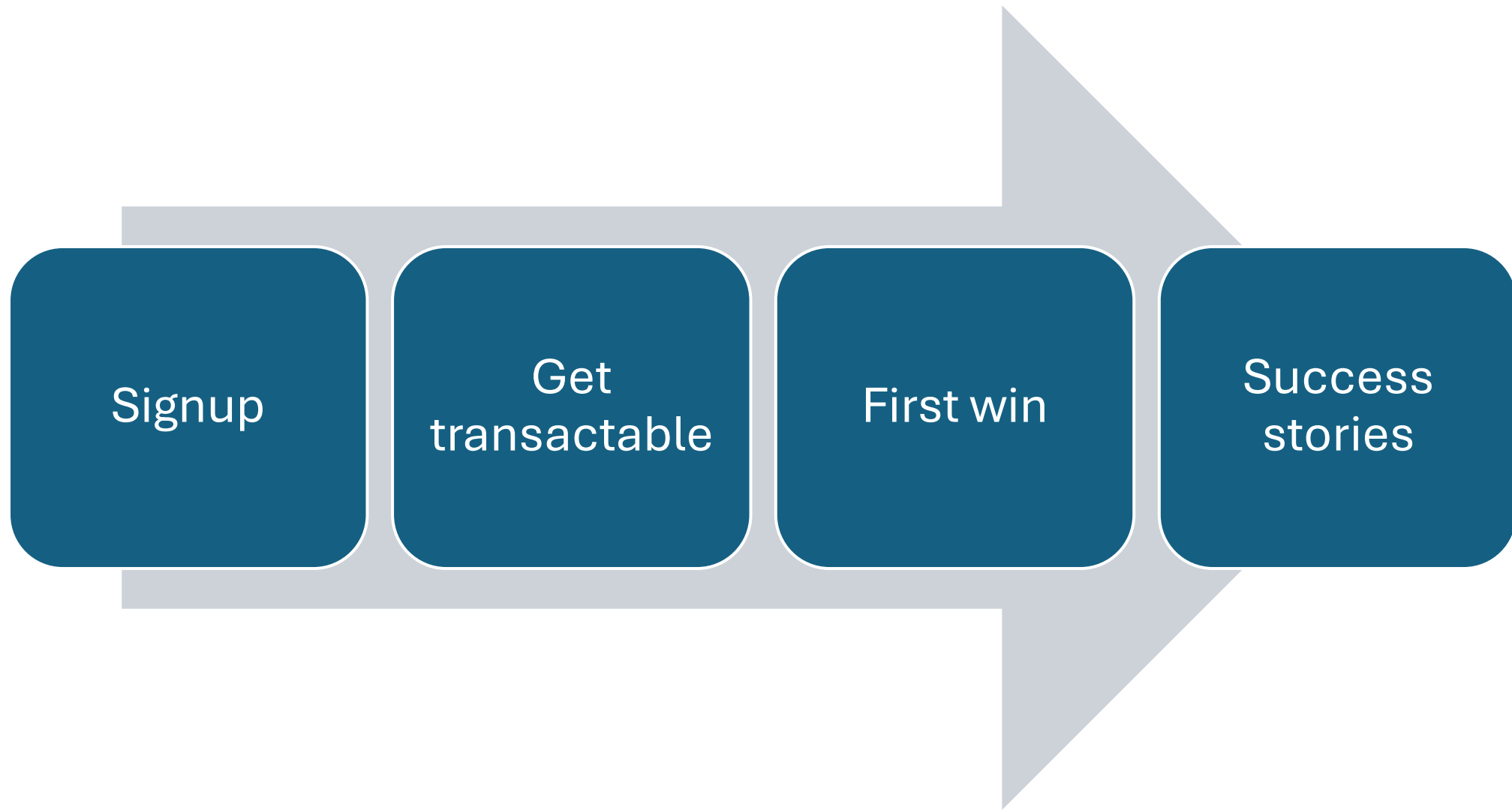
Marketplace Playbook

Unlock your Marketplace Potential



The commercial marketplace: a digital destination for a cloud GTM





Contents

1. [Microsoft Marketplace](#)
2. [Partner Journey](#)
3. [Account Setup](#)
4. [Offer creation](#)
5. [Select Offer type](#)
6. [Software as a Service](#)
7. [Azure Virtual Machine](#)
8. [Azure Managed Application](#)
9. [Azure Container](#)
10. [IP-CoSell](#)
11. [Checklist for publishing any transactable offer](#)
12. [Private offer](#)
13. [CSP Private offer](#)
14. [MPO Private offer](#)
15. [Marketplace rewards](#)
16. [Resources](#)

Microsoft Marketplace



- The Microsoft commercial marketplace is a catalog of solutions from our independent software vendor (ISV) partners. As an ISV member of the Microsoft AI Cloud Partner Program, you can create, publish, and manage your commercial marketplace offers in Partner Center. Your solutions are listed together with our Microsoft solutions, connecting you to businesses, organizations, and government agencies around the world.
- Our goal is to help you accelerate your business in partnership with Microsoft, and to connect Microsoft customers with the best solutions that our partner ecosystem offers. To do that, we support you throughout your journey, from onboarding to publishing and growth.

The Microsoft commercial marketplace has two main online stores:

- [Microsoft AppSource](#) for business solutions
- [Azure Marketplace](#) for IT solutions

Common terms

- **Co-sell and IP Co-sell:** Co-selling is any collaborative engagement between Microsoft and its partner ecosystem. Offers must meet certain requirements to be Co-sell eligible. IP Co-sell brings additional partner benefits including MACC eligibility.
- **MACC Eligible:** Some customers will have signed an Microsoft Azure consumption commitment (MACC). Eligible marketplace offers contribute towards decrementing the customer's MACC commitment. Only applicable to Azure Marketplace.
- **Private deals:** Often, a publisher will want to keep aspects of a negotiated deal private. Private Offers and Private Plans are designed to service this requirement. Private Offers have several advantages but are only available for offers in Azure Marketplace (not App Source).

Partner Journey

Setup

- Configure Partner Center Account
- Add publisher Account verification
- Accept the Microsoft Publisher Agreement
- Tax and Payment

Offer creation

- Determine offer type based on your solution and pricing
 - SaaS
 - Azure Managed Application
 - Azure Container
 - Azure Virtual Machine
- Build offer in Partner Center
- Technical Integration
- Update plans and pricing
- Publish, test and Go Live

Co-sell

- Update Co-Sell including the Reference Architecture Diagram
- Private Offer/Custom deals
- Insights - Invoice, Payouts
- Incentives and Rewards

Setup

Create Account

Sign up for Microsoft Cloud Partner Program

OR

Sign up for Microsoft Cloud Partner Program + Marketplace Account (preferred option for new partners)

Update Account

Partner Center -

- Setup for Marketplace tax and payments
- Accept the Microsoft Publisher Agreement
- Account verification

Access Account

- Global Admin access to company level activities: Accepting legal agreements, terms, etc.
- Marketplace access to Create Offers
- Referrals access IP Co-sell offers and manage opportunities

Offer creation

Get to marketplace

Determine
the offer
type



Offer Setup



Technical
integration



Plans and
pricing

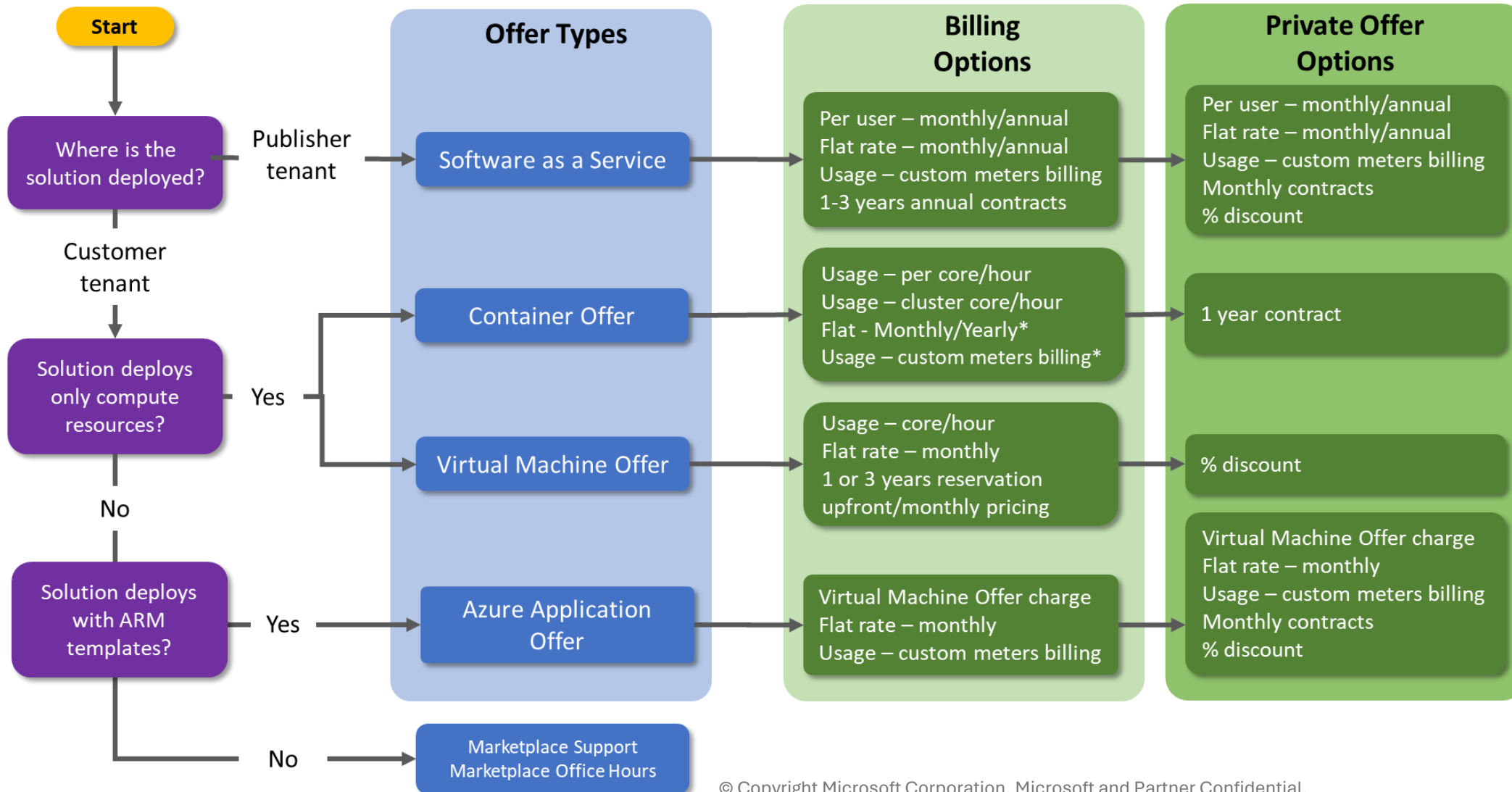


Publish, test
and go live



Offer creation

Identify the offer type



Offer Creation - SaaS

SaaS offer

- Configure CRM
- [Categories](#) you pick determines the storefront
- Once published, legal option cannot be modified
- Offer listing - marketing materials
- Preview audience for testing
- [Resell](#) through CSP

Plans and pricing

Plans – within offers for pricing SKU/tier

- What geographies to sell in (Markets)
- Plan pricing option
 - Flat rate
 - Flat rate with [meters](#)
- OR
- Per User
- Pricing tiers per plan of the product
- Repeat this per pricing tier

Technical configuration

- SaaS Accelerator with [Metered billing](#) capability
- [SaaS Accelerator info](#)
- [Mastering the Marketplace](#)

Test and go live

Preview function - test end to end functionality

- Product deployment
- Presence in store front
- Billing (Metered billing)

Go live

Offer Creation – VM*

VM* offer

- Configure CRM
- [Categories](#) you pick determines the storefront
- Once published, legal option cannot be modified
- Offer listing - marketing materials
- Preview audience for testing
- [Resell](#) through CSP

Plans and pricing

- Plans – within offers
- What geographies to sell in (Markets)
 - Azure regions
 - Azure Global
 - Azure [Government](#)
 - Plan pricing option - Usage based license**
Options: free, flat rate, per vCPU, per vCPU size, per market and vCPU size can add 1- or 3-year reservation pricing
 - Repeat this per pricing tier

Technical configuration

- Reference images via Azure compute gallery or SAS URI – [learning path](#)
- Images can be reused
- [Mastering the Marketplace](#)

Test and go live

- Preview function - test end to end functionality
- Product deployment
 - Presence in store front

Go live

Offer Creation – AMA*

AMA* offer

- Configure CRM
- [Categories](#) you pick determines the storefront
- Once published, legal option cannot be modified
- Offer listing - marketing materials
- Preview audience for testing
- [Resell](#) through CSP

Plans and pricing

- Plans – within offers
- Managed plan**
 - What geographies to sell in (Markets)
 - Azure regions
 - Azure Global
 - Azure [Government](#)
 - Plan pricing option
 - Per month
 - Per month + meters
 - Repeat this per pricing tier

Technical configuration

- [Zipped package](#) – [mainTemplate.json+createUIDefinition.json](#)
- [Mastering the Marketplace](#)
- Metered Billing Accelerator (optional): [Info](#)

Test and go live

- Preview function - test end to end functionality
- Product deployment
 - Presence in store front
 - Billing (Metered billing)

Go live

Offer Creation - Container

Container offer

- Configure CRM
- [Categories](#) you pick determines the storefront
- Once published, legal option cannot be modified
- Offer listing - marketing materials
- Preview audience for testing
- [Resell](#) through CSP

Plans and pricing

Plans – within offers

- What geographies to sell in (Markets)
- Plan pricing option
 - Flat rate
 - Flat rate with [meters](#)

OR

Per User

- Repeat this per pricing tier
- Which product features per plan
- Features (version)

Technical configuration

- Container image stored in a private Azure Container Registry (ACR)
- [CNAB bundle](#)
- [Mastering the Marketplace](#)

Test and go live

- Preview function - test end to end functionality
- Product deployment
 - Presence in store front
 - Billing (Metered billing)

Go live

IP-CoSell

Pre-req

- Transactable offer
- \$100K Azure consumption for the past 12 months
- Microsoft technical validation for an Azure-based solution which is subset of [Reference Architecture Diagram](#) review

Upload

Configure:

- Select marketplace solution to configure
- Solution type
- Select Sales Plays

Upload documents:

- Solution one-pager
- Pitch deck
- [Reference architecture](#)
- Customer case study*
- Customer wins*
- Channel pitch deck*
- Other documents*

Status

IP Co-Sell Validated

Unlock

- ✓ Co-sell incentive
- ✓ MACC Eligible

Checklist for publishing any transactable offer



- Configure Partner Center account
- Accept the Microsoft Publisher Agreement
- Partner Center account verification
- Update tax and payment accounts
- Identify the offertype
- Offer creation
- Update technical configuration
- Update plans and pricing
- Publish, test and go live
- Update co-sell docs

Private Offer/ Deals:

Pre-requisites and things to remember

Video tutorial

[Private offers video
tutorial](#)



ISV



Marketplace



Customer

- Published transactable offer with a public plan and MACC enrolled
- Billing term/options should be available in public plan to build private offer
- For multi year deals, if ISV wants same amount charged, leverage Long Term SaaS(LTS)
- (LTS) technically holds customer to committed term
- For multi year deals where ISV wants to charge different amounts, leverage private offers + annual public plan (with auto-renew on). Ensure end date of private offer takes into effect when the customer subscribes and therefore, the month/day their renewal will occur

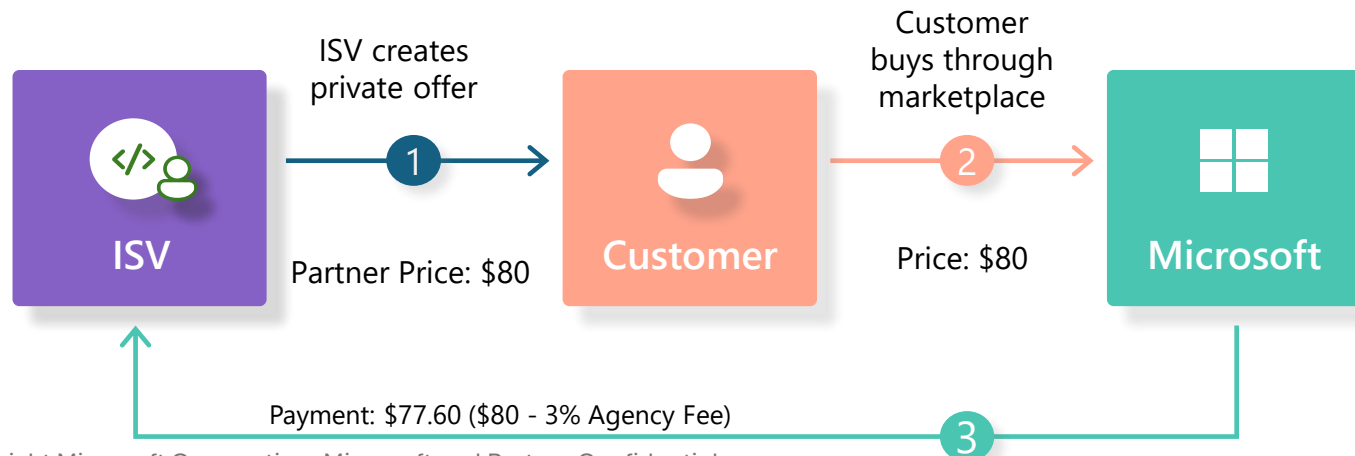
Private Offers/Custom Deals

ISV

- Select type of private offer
 - Customize pricing for existing public offers and plans
 - Customize pricing, metering quantities, and user limits for SaaS offers
 - Customize pricing and specific quantities for VM software reservation offers
- Customer billing account ID
- Customer terms/deal duration
- Optional T&Cs
- Notification contacts
- Update Price
 - Absolute Price/Discounted Price
- Review and Submit

Customer

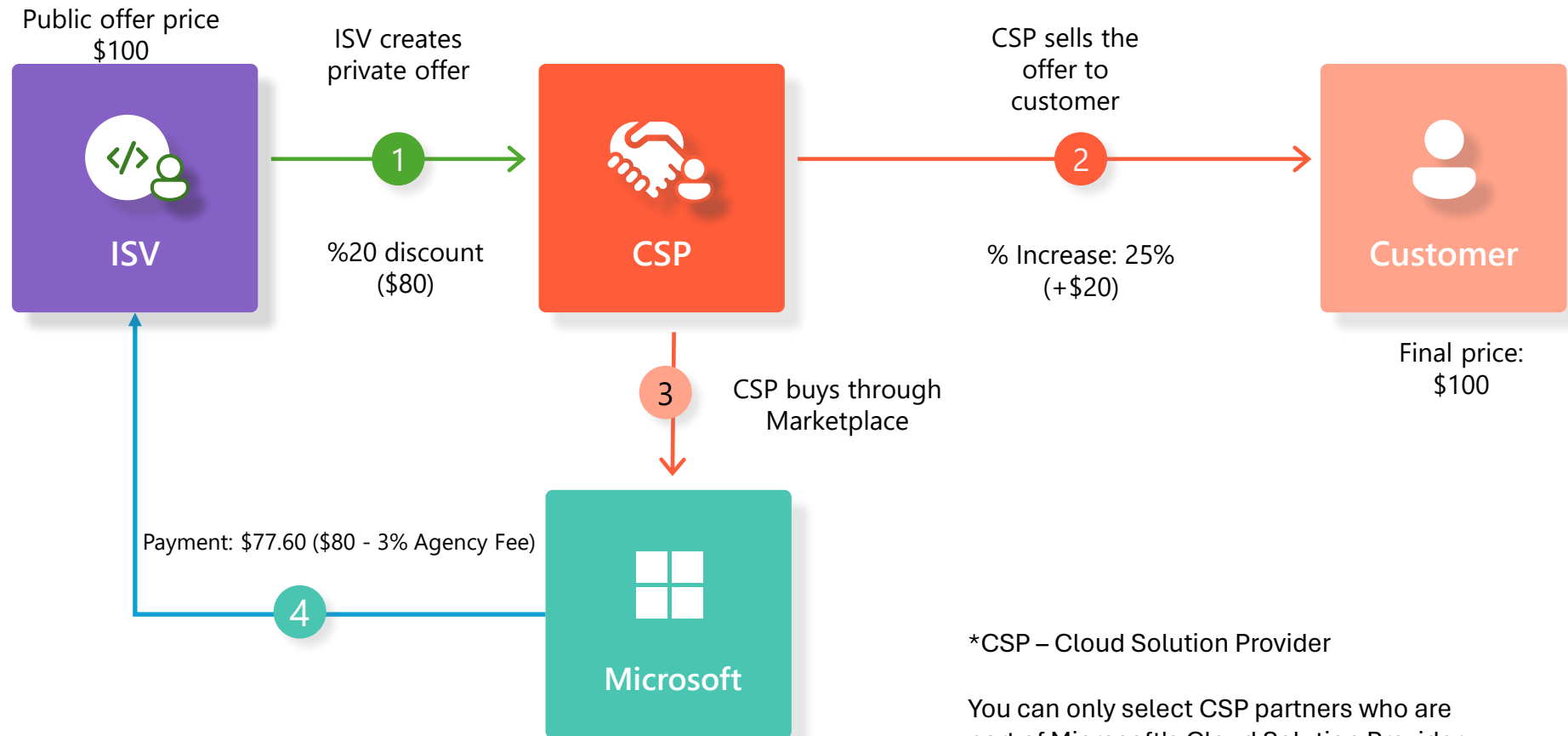
- [Check account and subscription settings](#)
- [Check permissions](#)
- [Find your billing account ID](#)
- [Accept the private offer](#)
- [Purchase or subscribe to the private offer](#)
- [Next steps](#)
- [Video Tutorial](#)



CSP* Private Offers/CSP Custom Deals

ISV

- Select CSP Partners tab
- Customer terms/deal duration
- Notification contacts
- Configure the percentage-based margins for up to 10 offers/plans in a private offer
- Add CSP Partners(upto 150) by name or tenant ID
- Review and Submit



*CSP – Cloud Solution Provider

You can only select CSP partners who are part of Microsoft's Cloud Solution Provider (CSP) program.

CSP Private Offer cannot decrement MACC

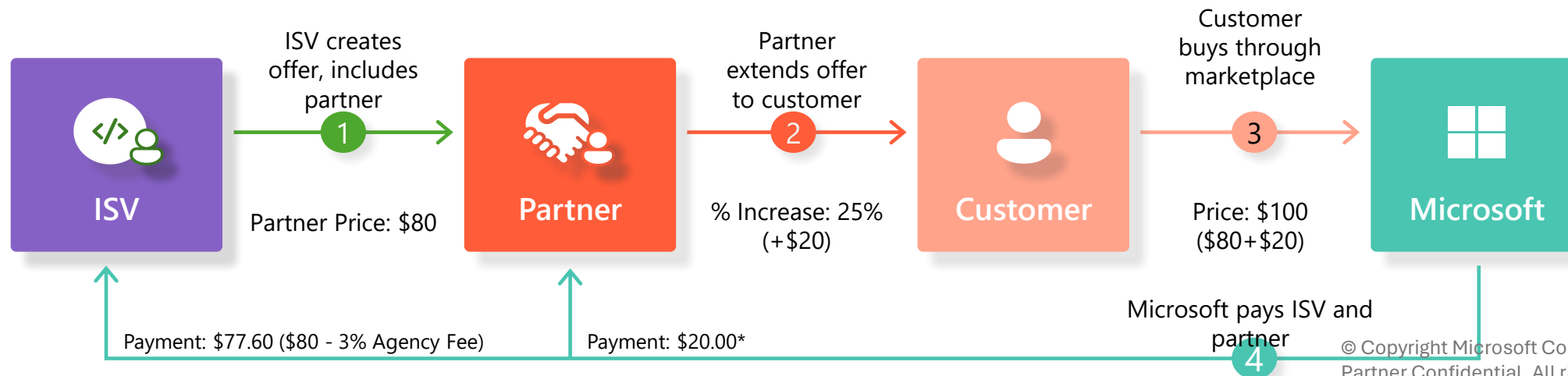
MPO* Private Offers/MPO* Custom Deals

ISV

- Select Multiparty tab - - Customize pricing for existing public offers and plans
 - Customize pricing, metering quantities, and user limits for SaaS offers
 - Customize pricing and specific quantities for VM software reservation offers
- Customer billing account ID
- Add Partner marketplace Seller ID
- Customer terms/deal duration
- Optional T&Cs
- Notification contacts
- Update Price
 - Absolute Price/Discounted Price
- Review and Submit

*MPO – Multi Party Private Offer

As of now only available in US



Marketplace Rewards

Unlock

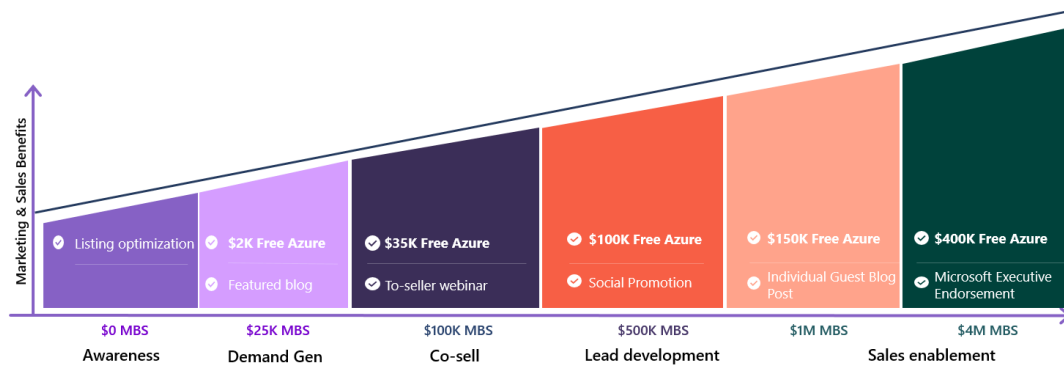
- ☐ [Rewards](#)
- ☐ [Incentives](#)

Other resources

- ✓ [Insights](#)
- ✓ [Invoice](#)
- ✓ [Payouts](#)

The more you perform, the more you earn

Multiple performance paths to unlock benefits



Performance paths based on Marketplace Billed Sales, Business Applications Solution Value, or Teams App Monthly Active Usage

Marketing and Sales benefits

Benefits for partners with transactable, qualifying Business Applications, or Teams App offers

| Marketing and Sales benefits | Company level commercial marketplace billed sales, solution value, or Teams App MAU | | | | | | |
|---|---|-------|------------------|------------------|------------------|-----------------|------------------|
| | Publisher | \$500 | \$25K or 250 MAU | \$100K or 1K MAU | \$500K or 5K MAU | \$1M or 50K MAU | \$4M or 400K MAU |
| Commercial marketplace listing optimization | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Press release support + # ♦ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Marketplace what's new blog | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Marketplace Rewards testimonial | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Commercial marketplace featured category placement + # ▲ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Commercial marketplace blog feature + # ♦ | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| In-depth customer review + # | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Azure sponsorship for deployment/proof of concept + # ^ | | \$2K | \$2K | \$30K | \$60K | \$100K | \$300K |
| Azure sponsorship for Test Drive/trial sandbox + # ^ | | | | \$5K | \$40K | \$50K | \$100K |
| Partner or customer success story + # ♦ | | | | ✓ | ✓ | ✓ | ✓ |
| Microsoft seller webinar + # | | | | ✓ | ✓ | ✓ | ✓ |
| Solution spotlight to Microsoft sales team + # * | | | | ✓ | ✓ | ✓ | ✓ |
| Commercial marketplace featured home page placement + # ▲ | | | | | ✓ | ✓ | ✓ |
| Social promotion spotlight + # ▲ | | | | | | ✓ | ✓ |
| Individual guest blog post + # ♦ | | | | | | ✓ | ✓ |
| Microsoft executive endorsement + # | | | | | | ✓ | ✓ |

All benefits subject to change and must be completed on the anniversary date of when you first received benefits.

- + Not available for BYOL offers.
 - # Requires a completed Commercial marketplace listing optimization.
 - ▲ Sponsorship is available as per offer availability in the respective country/region.
 - ♦ Private offers require a public listing with the same solution.
 - ▲ Not available for Private offers.
 - * TTM (trailing 12 months) cumulative on MBS.
- Read the [benefit guide](#) for full details

Resources

Mastering the Marketplace

aka.ms/MTMSP

Marketplace learn doc

[Welcome to the commercial marketplace - Marketplace publisher | Microsoft Learn](#)

[Customer Private Offer - Documentation](#)

Customer Private Offer

[Customer Private Offer Creation - Demo](#)

[Customer Private Offer/MPO Purchase - Demo](#)

[CSP Private Offer - Documentation](#)

CSP Private Offer

[CSP Private Offer Creation - Demo](#)

[CSP Private Offer Purchase - Demo](#)

[MPO – Documentation - ISVs](#)

MPO

[MPO – Documentation – Selling Partners](#)

[MPO Creation - Demo](#)



Thank you

