

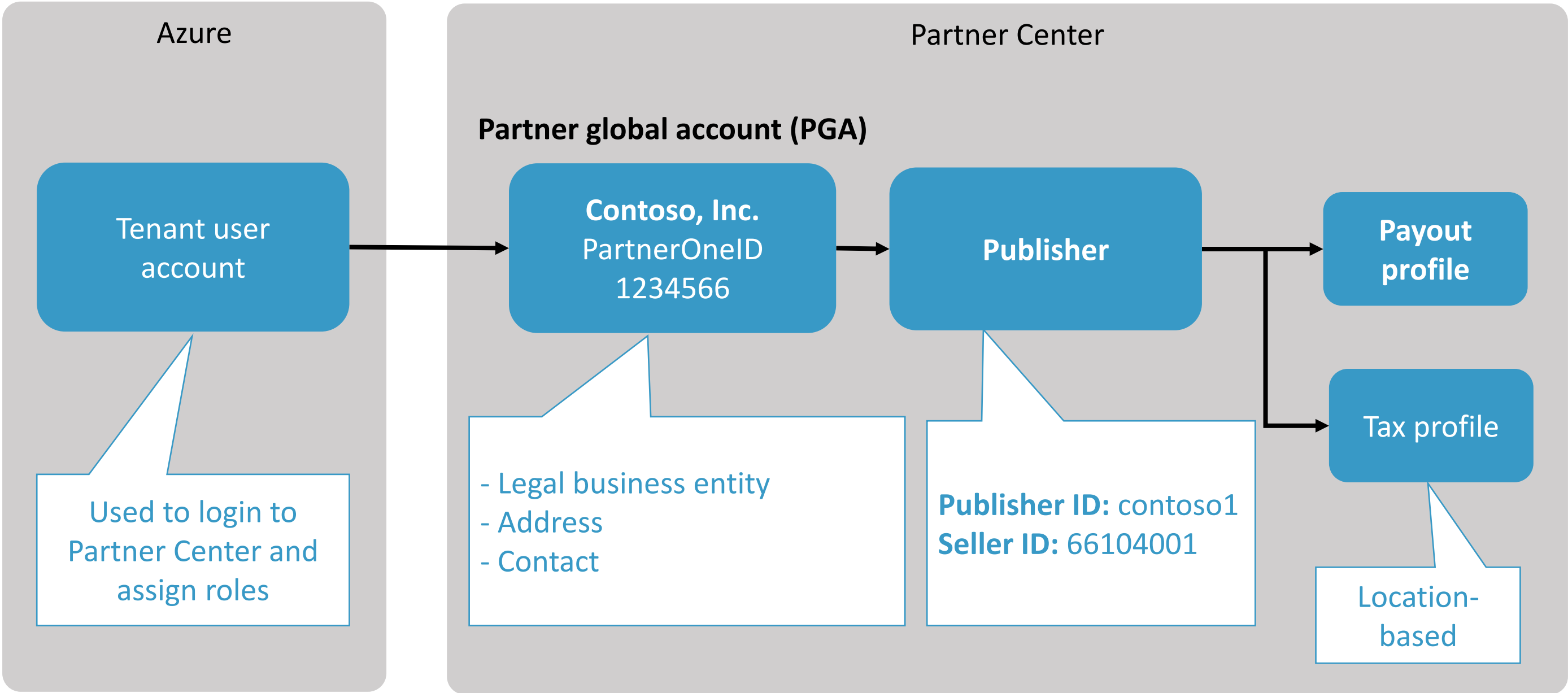
Mastering Partner Center

Navigating Partner Center accounts and identifiers

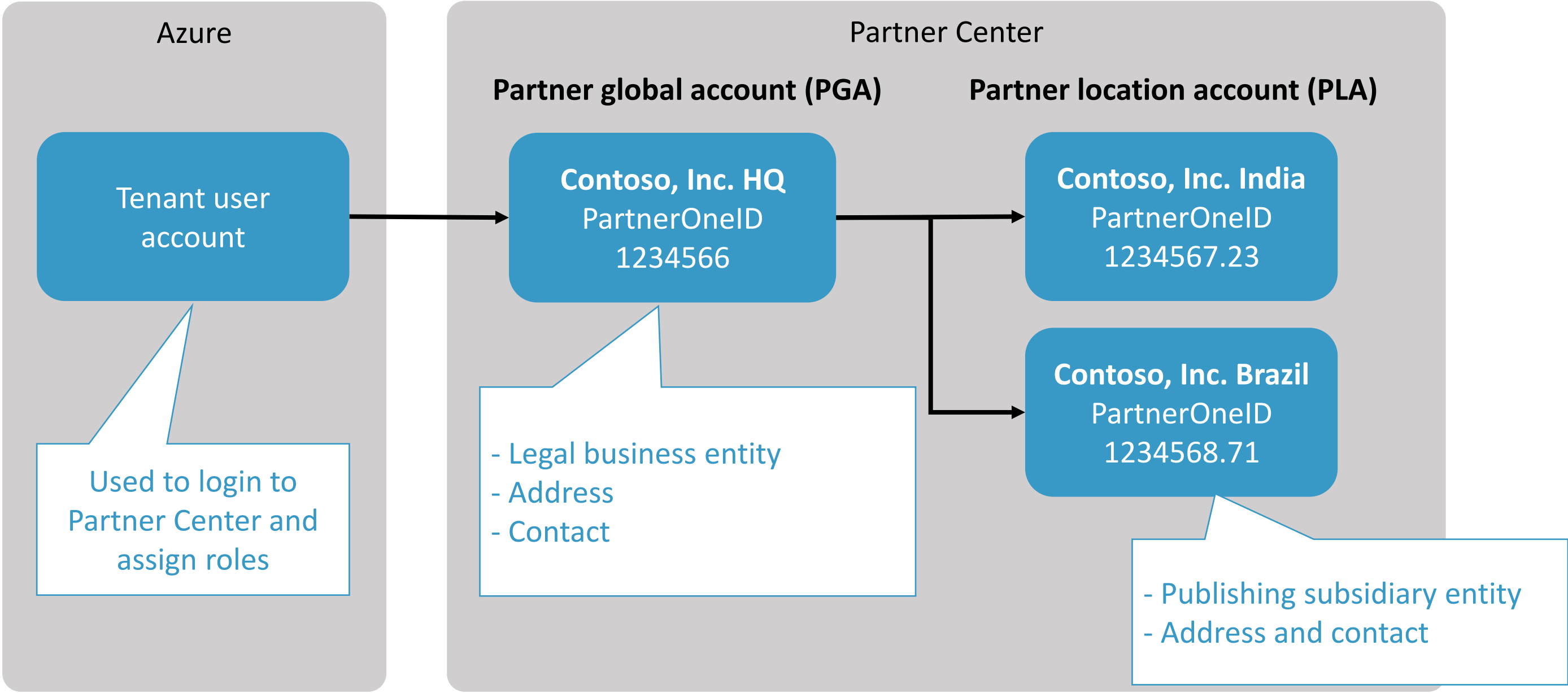
A Mastering the Marketplace video

<https://aka.ms/MasteringTheMarketplace>

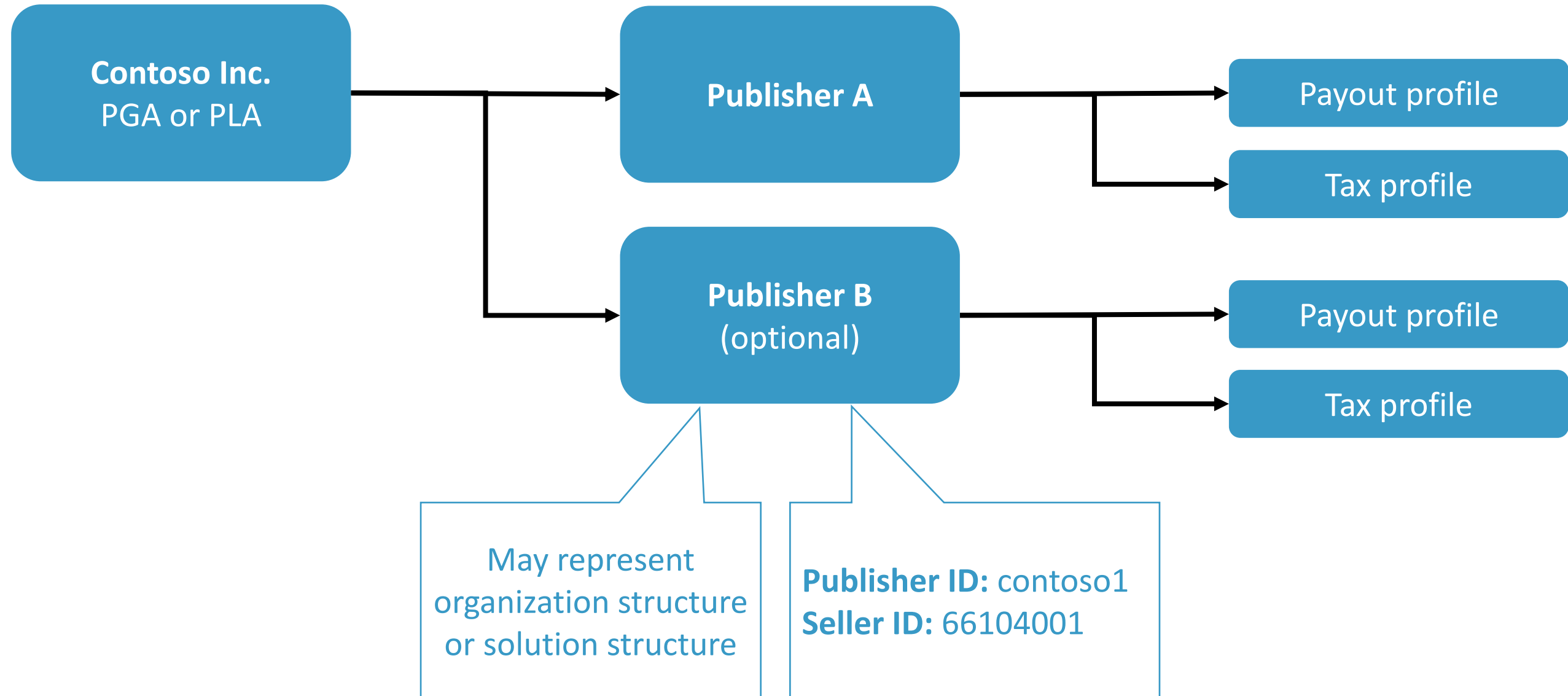
Single country seller account relationships



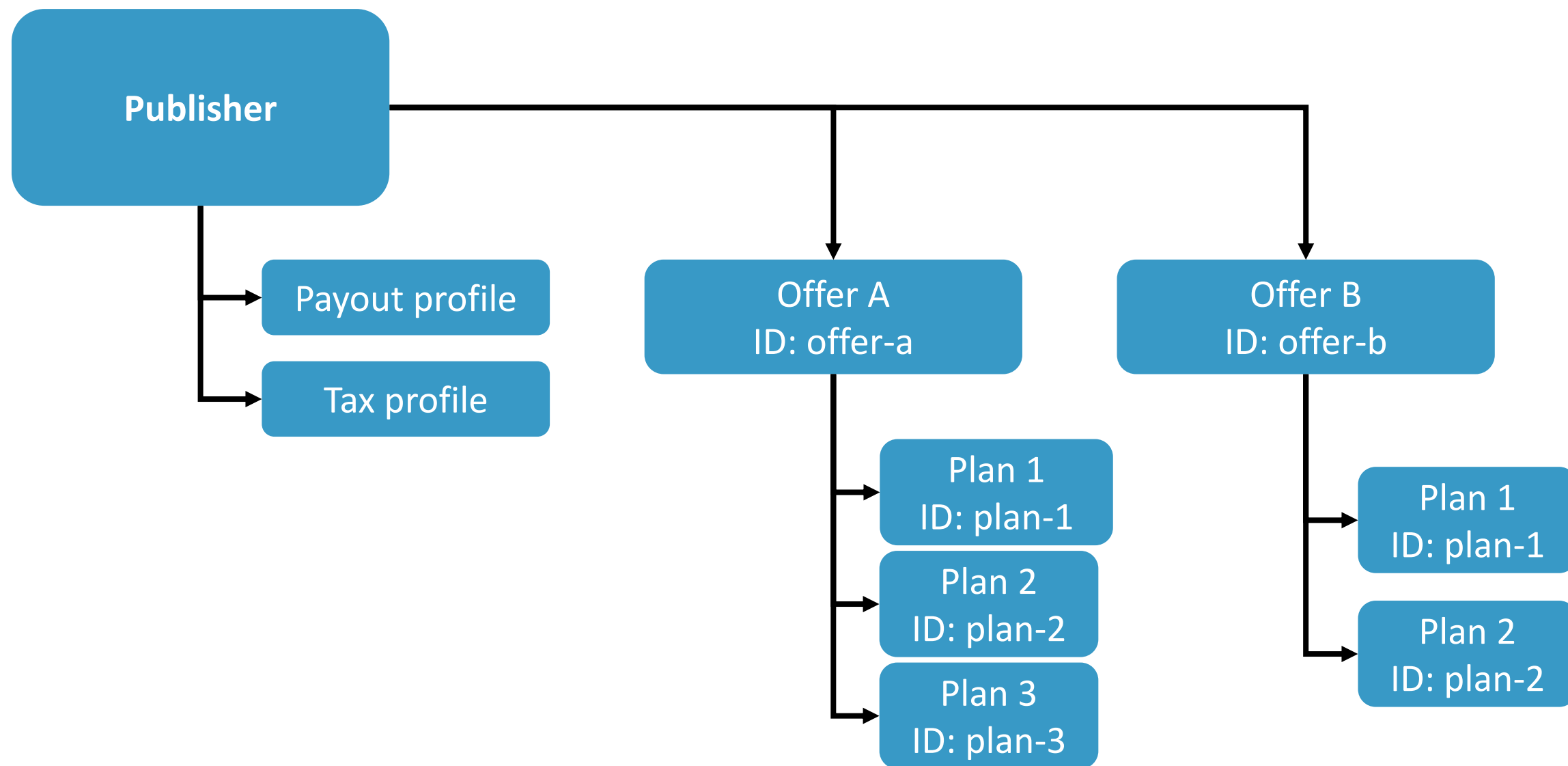
Global seller account relationships



Partner Center relationships



Partner Center offer relationships



Identifiers

Azure tenant	The Azure Entra (formerly AAD) instance used to access Partner Center. User accounts in Azure Entra tenants may be given permissions to use Partner Center.
PartnerOne ID	Identifier of the global legal entity allowed to manage Partner Center. Used by Microsoft to manage ISVs and customers and their Azure resources.
Publisher ID Seller ID	The publishing or business entity of the organization associated with the PartnerOne ID. Seller and Publisher IDs are generated together and represent the same entity, although the formats of the IDs are different. The Publisher and Seller represent a location, such as a subsidiary of the global legal entity. Each Publisher/Seller has a tax and payout profile associated.
Offer ID	Each offer created by a publisher has an ID that is unique per publisher. These IDs are assigned by the publisher.
Plan ID	Each plan associated with an offer has an ID that is unique per offer. These IDs are assigned by the publisher.

Summary

Partner Center accounts and identifiers

Azure tenant

PartnerOneID

Publisher and Seller IDs

- Tax profile
- Payout profile

Offer and plan IDs