ISV Program
Microsoft WE

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Los ISVs son clave para Microsoft

Plataforma — Partner Tecnológico

Desarrollo de negocio — Partner de Negocio

Microsoft y los ISVs

Equipo ISVs

Partnership estratégico

Éxito Común

ISV Program

Gaming

Modern life

Modern workplace

Business applications

Applications & infrastructure

Data & AI

Intelligent Cloud

Intelligent Edge

Empower employees

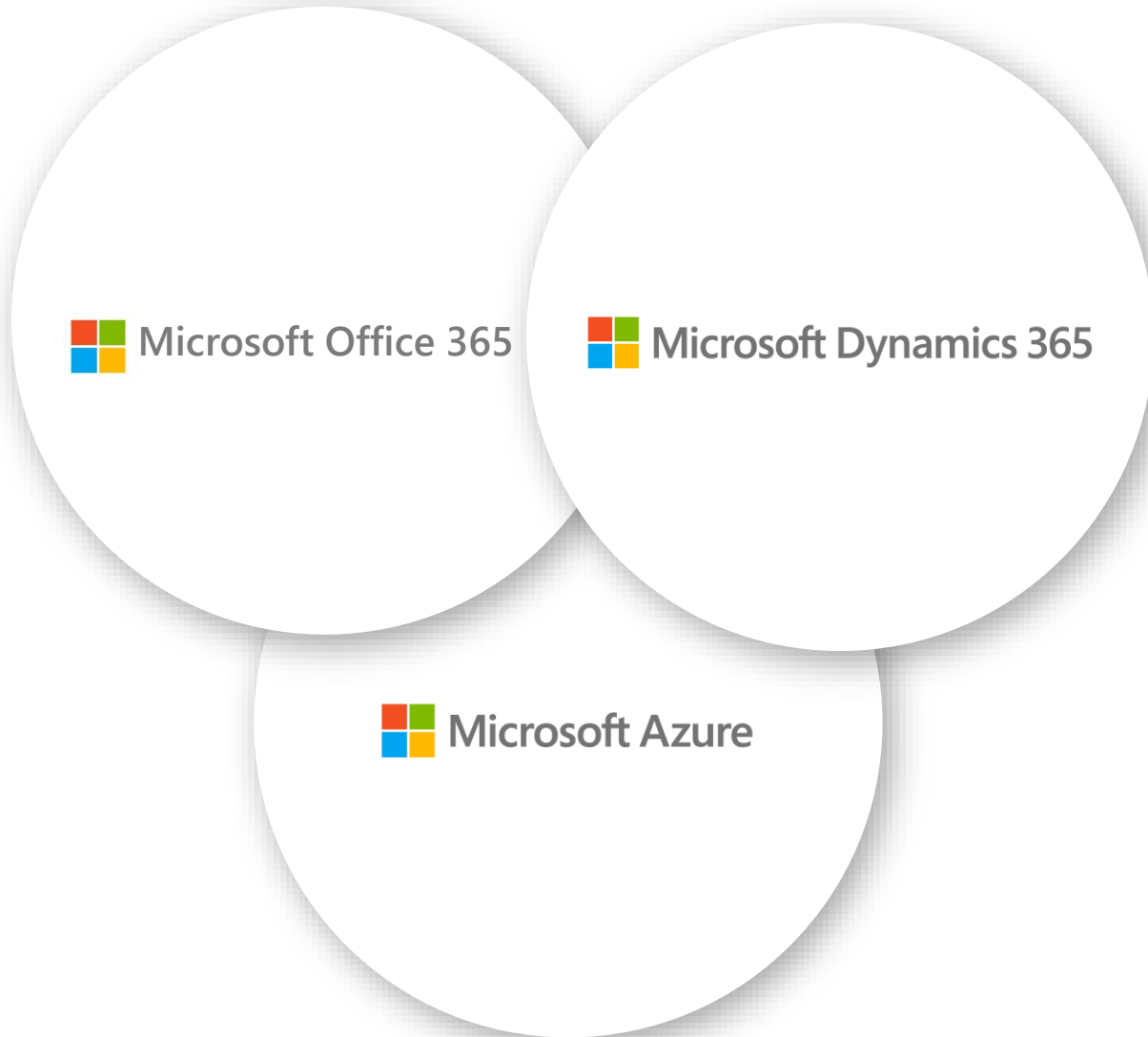**Engage customers**

Optimize operations

Transform products
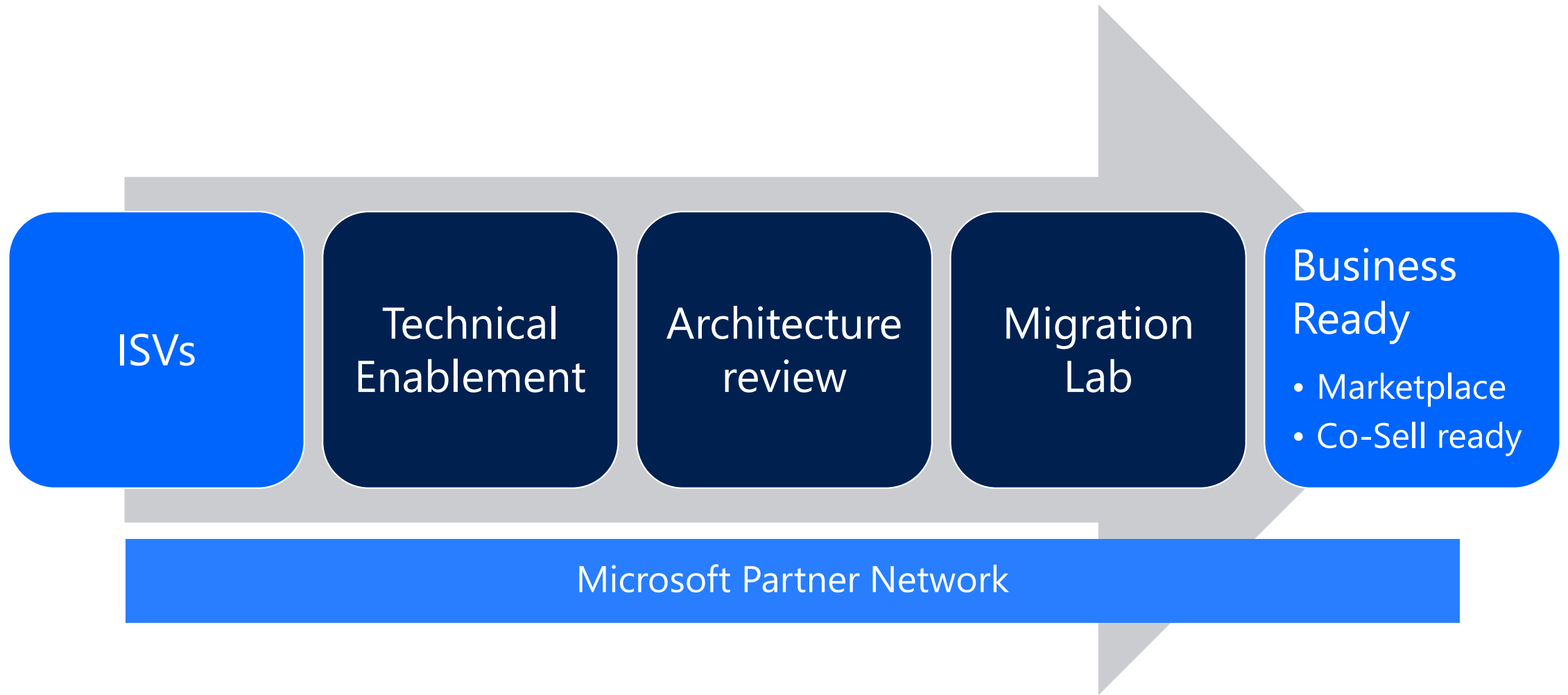
MICROSOFT CLOUD

Intelligent business applications

Productivity and collaboration

Open, flexible, enterprise-grade cloud computing platform

Microsoft Office 365

Microsoft Dynamics 365

Microsoft Azure

Partner with Microsoft to differentiate your business

Let's enable digital transformation for customers, together

Build your business
- Expand your capabilities
- Build apps and services
- Package your IP
- Add new practices
- Train your team

Reach customers
- Increase your visibility with customers
- Take your solution to market
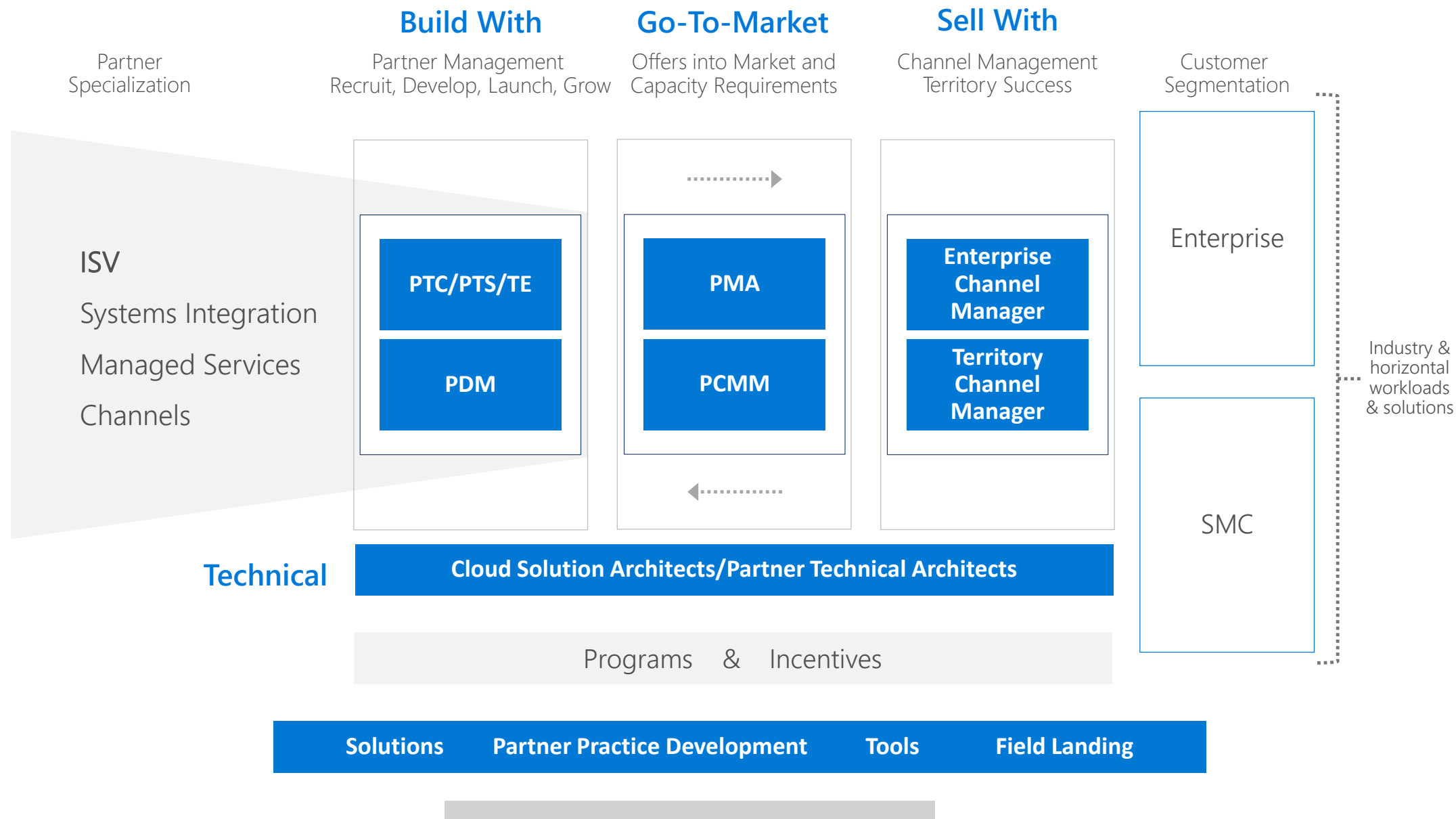- Scale your business through Microsoft and partnerships

Sell your solution
- Participate in marketplaces
- Receive referrals and leads
- Co-sell with Microsoft

These resources and opportunities are available on the Microsoft partner website: partner.microsoft.com/

One Commercial Partner operating model

One Cloud Marketplace,
Two Storefronts

Microsoft Cloud Marketplace

Características	Azure Marketplace	AppSource
Público objetivo	Profesionales de TI, desarrolladores (incluidos administradores de bases de datos, operaciones de seguridad, operaciones de desarrollo y otros)	Responsable de la toma de decisiones de la línea de negocio (incluidos adquisición, manufactura, contabilidad y otros)
Creado para extenderse	Microsoft Azure	Aplicaciones de Azure, Microsoft Dynamics 365, Office 365, Power BI y Power Apps
Tipos de soluciones y servicios	Soluciones de infraestructura y servicios profesionales	Aplicaciones de LOB terminadas y servicios profesionales
Opciones de publicación	Ponerse en contacto, oferta de servicios de consultoría, evaluación, máquina virtual, plantillas de soluciones o aplicaciones administradas	Ponerse en contacto, servicios de consultoría o evaluación
Experiencia dentro de la aplicación	Portal de Azure e interfaz de línea de comandos (CLI)	Aplicaciones cliente de Office 365, Dynamics 365, Power BI y Office

Microsoft Marketplace GTM Benefits Overview

➕ Your list of benefits depends on your offer status (List, Trial or Transact) within Microsoft Azure Marketplace or AppSource. **The more you offer in the marketplace, the greater your benefits will be.**

GTM Activity	List	App Trial	App Transact^
OCP Catalog Listing	✓	✓	✓
Marketplace Listing Optimization	✓	✓	✓
Marketplace Blog with Newsletter and Social Amplification	✓	✓	✓
Social Promotion Spotlight		✓	✓
Press Release Support		✓	✓
Mini Case Study		✓	✓
Marketplace Category Promotion *		✓	✓
Microsoft Seller Webinar **			✓
Test Drive Sponsorship *			✓
Microsoft Executive PR Endorsement *			✓

* Requires gold competency
** Requires gold competency and Co-Sell Ready listing in OCP Catalog
^Transact is only applicable to Azure Marketplace

Microsoft Go-To-Market Services Overview

Microsoft assembled a team of marketing experts with one goal:
To accelerate your success in the Microsoft marketplace.

Marketplace Listing Optimization
Get personalized support for improving your offer listing in Microsoft Azure Marketplace and AppSource and grow your business in partnership with Microsoft.
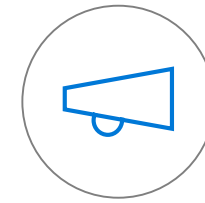
Marketplace Listing Awareness
Microsoft Go-To-Market Services and most of the activities in this presentation are specially designed to help you increase awareness for your solution listed in the Microsoft marketplace.

Reach Buyers and Microsoft Sellers

List solutions and services in Microsoft's solutions catalog and marketplaces to accelerate revenue

Microsoft Seller Solution Catalog

Microsoft seller facing solution catalog

OCP Catalog

Microsoft Sales and Marketing Teams

Co-Sell Ready industry focused line-of-business and productivity apps, plus software solutions and services offerings

Buyer-Focused Marketplace

One marketplace, two storefronts

AppSource

Business Users

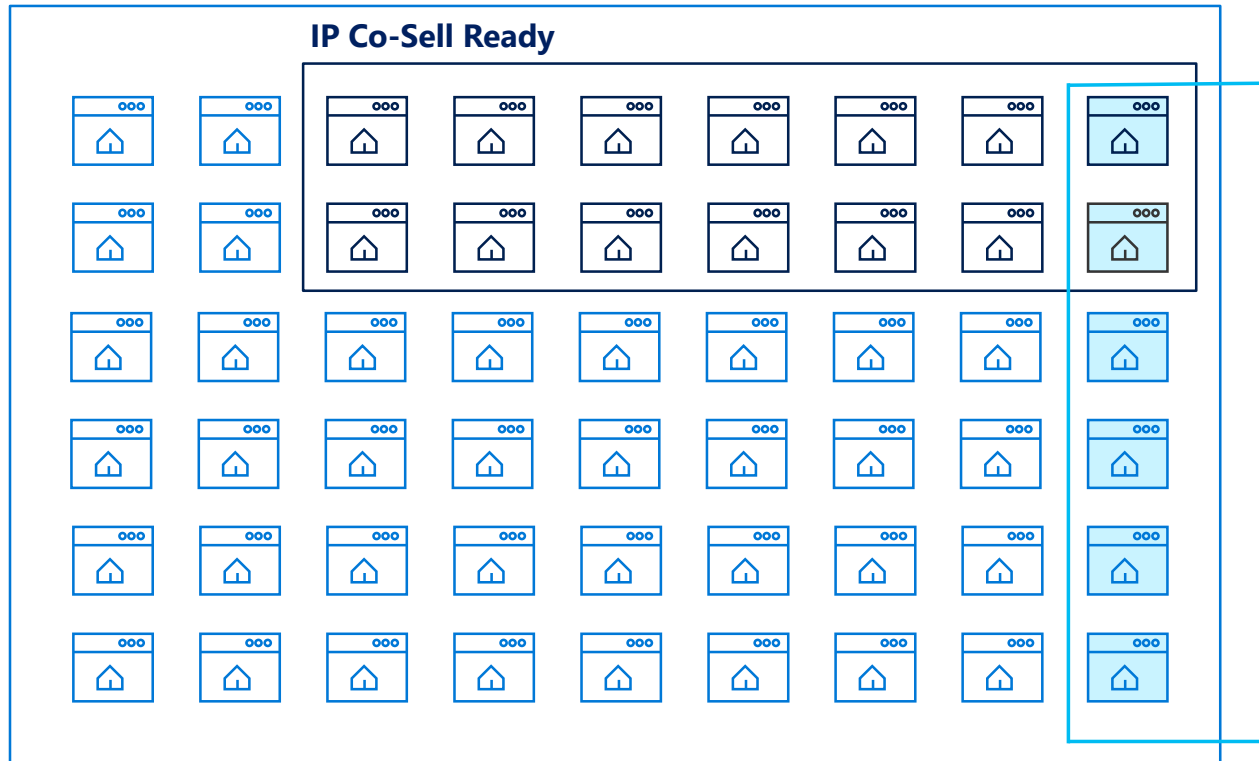Industry focused line-of-business and productivity apps

Azure Marketplace

IT Pros and Cloud Developers

Azure building blocks and finished software solutions

Co-Sell partner solutions

Co-Sell Ready

IP Co-Sell Ready

Prioritized for Solution Maps

Defining Co-Sell

A collaborative selling initiative to enable Microsoft and partners to drive joint revenue and customer success

Co-Sell happens when qualified sales opportunities are accepted and won against Microsoft-managed customers, in the countries where the sales takes place

Opportunity is identified
with Microsoft-managed customers

Microsoft   Partner

Qualified opportunity is shared

Microsoft   Partner

Opportunity is accepted

Microsoft   Partner

Opportunity is won

Microsoft   Partner

IP Co-Sell Ready solutions

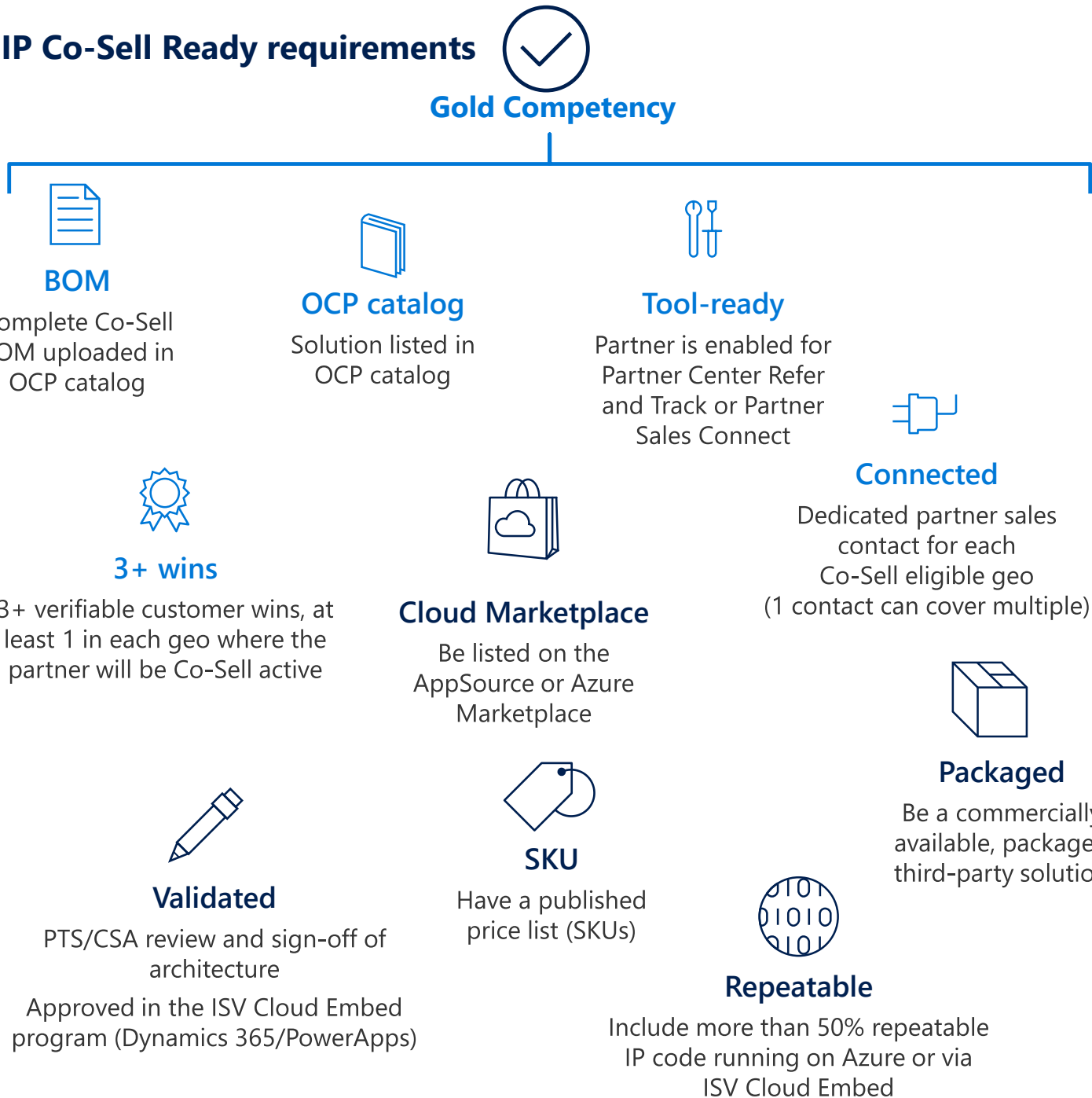Commercially available, packaged third-party solutions with >50% repeatable IP code on Azure or Dynamics. These are "app like" solutions that have undergone additional technical review to qualify for Co-Sell Ready status.

Benefits of IP Co-Sell Ready

- Solution discoverable by sellers in OCP Catalog
- Be eligible for sales incentives for Azure and Dynamics 365/PowerApps Co-Sell
- Bring a lead and receive Co-Sell support from Microsoft
- Local and Area teams earn scorecard credit for each qualifying win

Managed partners work with a PDM

Digitally engaged partners work with a Cloud Enablement Desk specialist

IP Co-Sell Ready requirements

Gold Competency

BOM
Complete Co-Sell BOM uploaded in OCP catalog

OCP catalog
Solution listed in OCP catalog

Tool-ready
Partner is enabled for Partner Center Refer and Track or Partner Sales Connect

Connected
Dedicated partner sales contact for each Co-Sell eligible geo (1 contact can cover multiple)

3+ wins
3+ verifiable customer wins, at least 1 in each geo where the partner will be Co-Sell active

Cloud Marketplace
Be listed on the AppSource or Azure Marketplace

Packaged
Be a commercially available, packaged third-party solution

Validated
PTS/CSA review and sign-off of architecture
Approved in the ISV Cloud Embed program (Dynamics 365/PowerApps)

SKU
Have a published price list (SKUs)

Repeatable
Include more than 50% repeatable IP code running on Azure or via ISV Cloud Embed

The collaborative journey of a Co-Sell deal

Co-Sell ready?

Let's go!

1

Share an opportunity

Partners or Microsoft sellers initiate the process by sharing opportunities

Partner or field seller
(AE, SSP, ISE, CS, ECM, TCM)

2

Opportunity accepted

Partners review and accept Microsoft opportunities, Microsoft reviews and accepts partner opportunities

Partner or field seller
(AE, SSP, ISE, CS, ECM, TCM)

3

Work together to close the deal

Post signature, deals are set to 100% in MSX and PSC to advance

Partner + field seller
(AE, SSP)

4

Register IP Co-Sell deal for win validation

For the field to qualify for incentives, deals must be registered by the partner with support from the Co-Sell desk, and be qualified
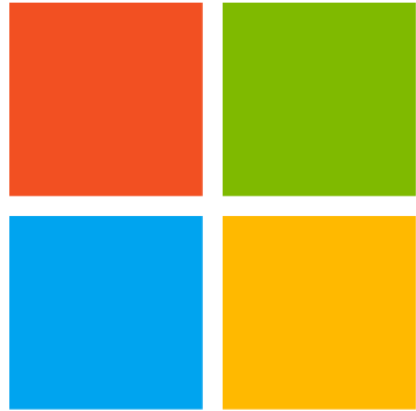
Partner

5

IP Co-Sell win is validated for approval

Co-Sell desk—in collaboration with the audit team—reviews deals, validates, and approves wins

Co-Sell desk

Microsoft