



Co-sell Partner Engagement Guide





"Leading companies in every industry are partnering with us to build their own digital capability to compete and grow. This is creating broader opportunity for everyone, including our ecosystem. As one example, the co-sell program we introduced 18 months ago has already generated \$8 billion in contracted partner revenue."

~**Satya Nadella**
CEO, Microsoft
January 2019

Partner testimonial – Archive360



Dan Langille

Global Director



"Quite simply, no other strategic partner on the planet cares more about—and invests as heavily in—the success of its partners than Microsoft. Co-selling with Microsoft gives us instant credibility with our customers. This is of critical importance and immense value to our sales process because we're typically selling into the C-suite of large customers in regulated industries. Microsoft's willingness to walk into those rooms with us shortens our sales cycles, protects our contract values, and gives us a significant advantage over our competitors."

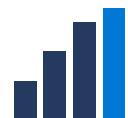
Trailblazing digital transformation – the co-sell business model

Microsoft delivers millions of referrals to partners every year, helping businesses grow essential relationships within the network and with new customers. Co-sell is the path for partners to jointly sell with Microsoft. And Microsoft's commercial marketplace is the starting point to co-selling.

Through co-sell, businesses have access to:



Marketing & sales tools



New growth opportunities



A worldwide marketplace

Proven track record of success. Since the start of the program in FY17, co-sell has generated:

\$9.5 B+
in partner contracted sales volume

Over 36,000
IP co-sell wins

Unparalleled growth opportunities – why co-sell matters to partners

Co-selling enables partners to work directly with Microsoft on joint selling opportunities to reach a vast community of customers and create new sales opportunities that can accelerate business growth.



Extend reach

Enter new markets with an expanded portfolio of solutions and access to the global partner reseller network



Expand deals

Create integrated solutions with Microsoft and partner-to-partner opportunities



Accelerate wins

Collaborate with Microsoft sellers to generate leads, amplify marketplace listings, and close deals



Millions of customers, the global Marketplace ecosystem, and partnership with the largest commercial software sales force in the industry

A new approach to generate sales success – why co-sell matters to sellers

Partners bring industry expertise and the finished solutions that today's commercial customers are looking for. Adapting strategies to employ all avenues of sales opportunities is essential.

There are three partner selling motions:



Sell through partner

Partners sell/resell Microsoft technology through their own sellers



Services co-sell

Sellers/partners collaborate to sell a partner's project/managed services with Microsoft technology embedded



IP co-sell

Sellers/partners collaborate to sell a partner's repeatable, packaged IP solution*

Sellers should leverage partner-built solutions via the co-sell model to continue meeting customer success and Microsoft revenue goals

*Some of these 3rd party IP co-sell solutions may receive additional incentives when successfully sold and deployed with our field sales teams



Differentiate your business and your solutions with Microsoft

Let's enable digital transformation for customers, together

Build your business

Partner management: recruit, develop, launch, grow

Expand your capabilities

Build apps and services

Package your IP

Add new practices

Train your team



Partner
Building best-in-class solutions and services with Microsoft



Reach customers

Offers into market and co-sell activation

Increase your visibility with customers

Take your solution to market

Scale your business through Microsoft and partnerships



Go-to-market services
Helping you drive awareness and demand for your services and solutions



Sell your solution

Channel management
territory success

Participate in marketplaces

Share & receive referrals and leads

Co-sell with Microsoft



Field sellers
Landing through co-sell motions

Improved experience and enhanced scale – FY20 co-sell focus

Optimizing across all programs and platforms to augment co-sell for both partners and sellers

To improve the partner and seller experiences in co-selling, Microsoft is introducing a new set of capabilities for a more modern marketplace and co-sell experience.



All new experience for
co-selling with Microsoft



Services based offers
integrated into Microsoft
sales plays



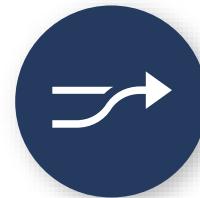
IP co-sell across 3 clouds:
Azure, D365, Teams



Accelerate SMC-
corporate co-sell motion



Ensure a clear path to co-sell
for unmanaged partners

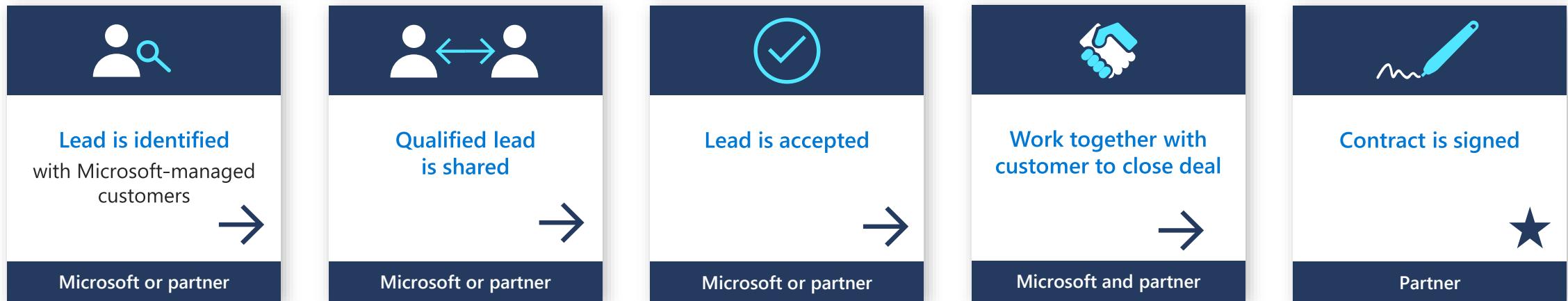


Institute a single
approach to co-selling

Defining co-sell

Collaborative, better-together selling which enables both partners and Microsoft to drive joint sales, revenue and mutual customer success

Co-sell happens when qualified sales leads are shared, accepted and won against Microsoft-managed customers

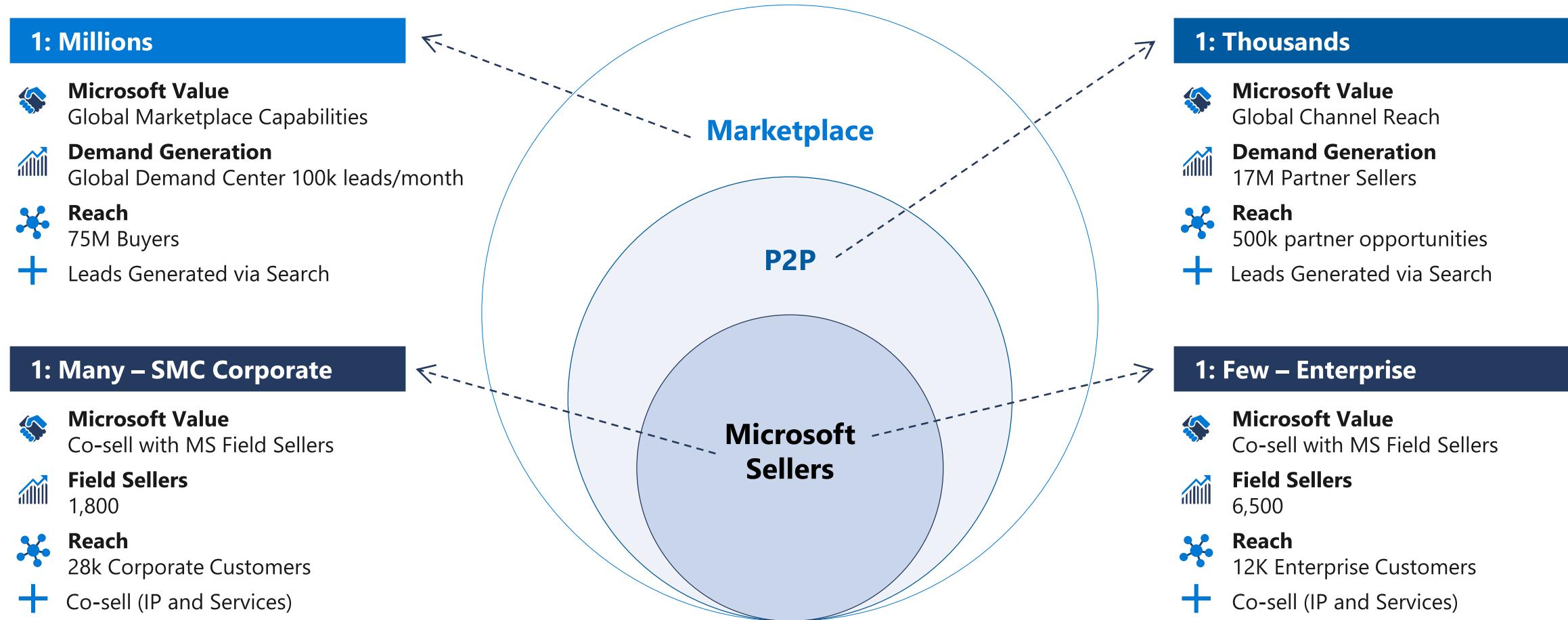


Selling with Microsoft



Millions of possibilities – selling with Microsoft

Connect with customers through Marketplace, partner channels, and field sellers



Reach buyers and Microsoft sellers

Publish solutions in Microsoft's commercial marketplace to accelerate revenue



Buyer-focused storefronts

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



Microsoft seller-focused storefront

Fully integrated into Microsoft sales tools

AppSource Co-sell Solution Finder

Microsoft Sales and Marketing Teams
Co-sell ready industry-focused line-of-business and productivity apps, plus software solutions and services offerings

New transact capabilities allow you to scale your offer through our channel ecosystem and direct sellers

Learn more about our marketplace, its storefronts, and best practices [here](#)

Learn more about marketplace GTM benefits [here](#)

Microsoft Partner-to-Partner (P2P)

P2P is an agreement between two or more partners with defined, mutually beneficial business outcomes including entering new markets, differentiated offers, expanding customer base and/or increase of customer wallet share.

P2P co-sell is any number of partners working together with a Microsoft seller engaged.

Our commitment to help partners build successful partnerships that accelerate their businesses, unlock opportunities and deliver even greater value to our mutual customers

1

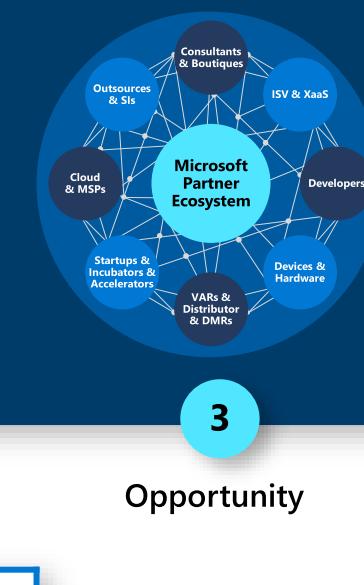
Mission

Qualified Community
Targeted Connections
Collaboration Platform

2

Components

Thousands of potential connections



3

Opportunity



Drive revenue impact



Increase velocity



Innovate new solutions



Partner value

Grow Pipeline

Reach more customers
3x-5x
Increase in joint pipeline

Increase profitability
10-20%
Increase in revenue

Joint selling revenue
\$8B+
Annual IP co-sell partner revenue

Velocity + size IP joint deals
3X faster close
6X larger

4

Connect

Statistics

Sign up now – [Build Partnerships](#)

| MINIMUM ELIGIBILITY CRITERIA | ISV | SERVICES |
|--|-----|----------|
| Have MPN account within Partner Center | • | • |
| Have listing on AppSource or Azure Marketplace | • | • |
| Attained competency | | • |
| Achieved readiness assessment result 3 or higher | • | |

[Start partnering](#) today!

Solution areas



Azure

- Windows/SQL Migration
- Linux/OSS DB Migration
- SAP on Azure
- Analytics and AI
- App Innovation

*All other workloads including Azure Stack, IoT, AI, Advanced Networking, HPC will be a part of growth priorities



Business Applications

- Intelligent Sales & Marketing
- Proactive Customer Service
- Connected Field Service
- Modernize Finance and Operations
- Connected Commerce
- Power Platform (App Modernization, Business Process Automation, Modern Analytics)



Modern Workplace

- Security
- Teams
- Get Modern
- Compliance
- Industry Solutions
- Firstline
- Surface

Priority industries & scenarios



Healthcare



Retail



Automotive



Manufacturing



Financial
Services



Media &
Comms



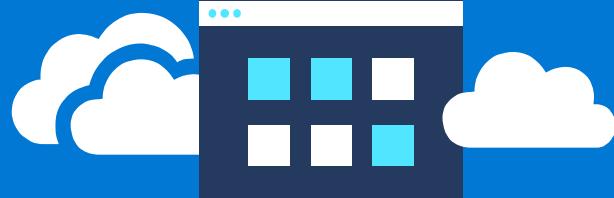
Education



Government

Journey to co-sell ready





Co-sell ready solutions

Solutions, apps and services offerings that are approved for co-sell with Microsoft across all **3 CLOUDS** and across **Industry Priority Scenarios**.

Benefits of co-sell ready:

Solution discoverable by sellers in AppSource co-sell solution finder

Enabled for bi-directional lead sharing

Potential to become prioritized at a local level for proactive co-sell with Microsoft sellers

Access to GTM benefits



Co-sell requirements



Gold competency

Services partners need gold competency
Azure ISVs-\$100k Azure consumed revenue trailing 12 months
Biz Apps ISVs-enrollment in the Business Applications ISV Connect Program
Modern Workplace ISVs – no additional requirements at this time



Microsoft Marketplace

Offer listed on the AppSource or Azure Marketplace



Bill of materials –

Complete co-sell bill of materials including:

- Solution pitch deck
- One-page leave-behind or website listing
- Case study or website listing



Profile in Partner Center

To enable bi-directional lead sharing and pipeline management



Connected

Dedicated partner sales contact for each co-sell eligible geo



Managed partners work with a Partner Development Manager (PDM)

Unmanaged partners work with a Cloud Enablement Desk specialist (CED)

Creating new growth opportunities – IP co-sell expanding for FY20

Microsoft sellers will be additionally compensated for commercially available packaged third party co-sell solutions on Azure, Dynamics 365/PowerApps, and Modern Workplace Teams. Sellers earn scorecard credit for each qualifying win.



Azure

Solutions built with >50% repeatable IP code on Azure. These are solutions that have undergone technical review to qualify for co-sell ready status.

[Scorecard win and MS sales incentive](#)



Business
Applications

Solutions built on D365 customer engagement, Finance and Ops or PowerApps where the partner has signed up for Business Applications ISV Connect program.

[Scorecard win and MS sales incentive](#)

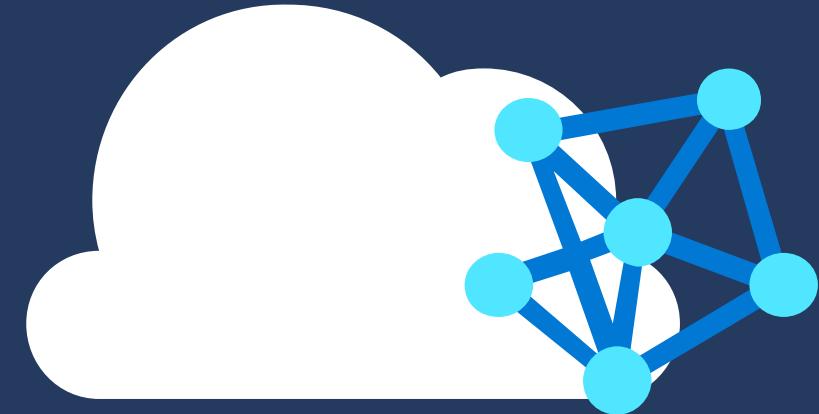


Modern
Workplace

Solutions built on Teams with Azure Active Directory Single Sign On integration technology. These are solutions that have been published to AppSource.

[Scorecard win](#)

Azure IP co-sell





Accelerate IP co-sell for Azure

Solutions built with >50% repeatable IP code on Azure. These are solutions that have undergone technical review to qualify for co-sell ready status.

Benefits of IP co-sell ready

- Microsoft will pay its seller's an additional Azure sales incentive
- Local and area teams earn scorecard credit for each qualifying win

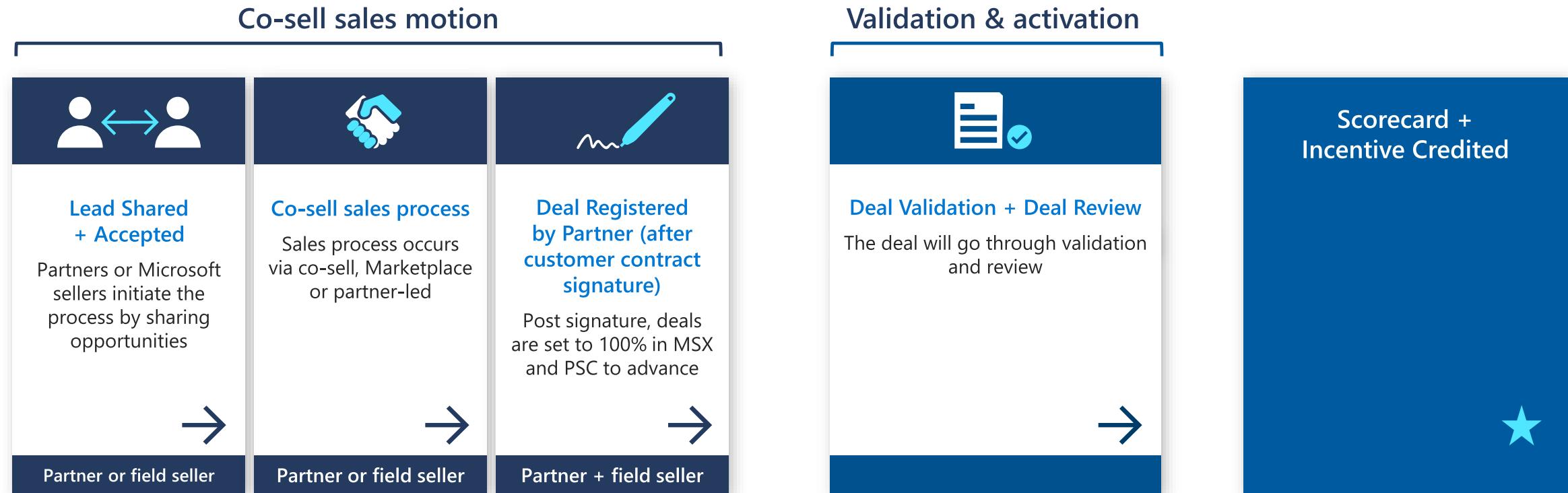
Requirements:

- Meet all co-sell ready requirements +
- \$100,000 trailing 12 months Azure Consumed Revenue at a partner level
- Microsoft Marketplace: Be listed on AppSource or Azure Marketplace. Highly recommended to have a trial or transact listing
- Technical Validation:
 - Successfully passed Tech Validation within past 12 months (in FY19); OR
 - Pass technical validation as part of Try or Transact offer publication in either AppSource or Azure Marketplace; OR
 - Current fiscal year technical review and sign-off if solution is not a trial or transact listing in marketplace

Journey: IP co-sell ready solutions – Azure

Metric definition:

Wins that include incentive-eligible 3rd party solutions with managed Enterprise and Corporate customers that are processed via deal registration. Thresholds: \$25k minimum annual contract value.



Azure IP co-sell deal validation and review requirements



Solution tagging

Azure: IP co-sell solution tag in AppSource co-sell solution finder



Contract parameters

Partner's **annual contract value**, inclusive of products (except hardware), licenses, and services must be a minimum of **\$25,000 USD**

Perpetual partner licenses will be **systematically divided over 6 years**



Timeline

Deal documents must have been **signed** and the partner must register the won deal **within 30 days** after the contract signature



Segmentation

Co-sell deals must be signed with an **Enterprise or Corporate** end-customer



Opportunity age

Opportunities/success engagement ID must be entered into PSC, Partner Center or MSX before the contract sign date

Opportunities may have begun as either inbound (partner-initiated) or outbound (Microsoft-initiated)

Technical validation criteria

*Only required if solution is not a Marketplace Trial or Transact Listing

The intent of our IP-based co-selling effort is to ensure that we work collaboratively with partners who are building and/or selling packaged, repeatable IP solutions (eg: "app like") that accelerate customers' success in digital transformation.



Packaged

Solution is packaged for deployment via Azure Resources or 3rd party frameworks

VHDs, ARM Template, UI Definition Files, Resources, Container images, Power BI



Deployable

Deployment of the solution is partially or fully automated

Manual part of configuration is small compared to total configuration

Data integrations don't need to be automated



Repeatable

Process and methods to provision a new customer

Partner can track the status of a customer implementation

Partner tracks customer support requests in process/tools

Business Applications

IP co-sell





Accelerate IP co-sell for Business Applications

Solutions built on D365 customer engagement, Finance and Ops or PowerApps where the partner has signed up for Business Applications ISV Connect program.

For more info read our blog:
[Accelerating the ISV Opportunity](#)
– by Steven Guggenheim

Benefits of IP co-sell ready

- Microsoft sellers will be paid an additional sales incentive against billed revenue targets: based on partner invoiced amounts at standard or premium for Business Applications ISV Connect program engagement
- Local and area teams earn scorecard credit for each qualifying win
- Business Applications connect premium solutions prioritized

Requirements:

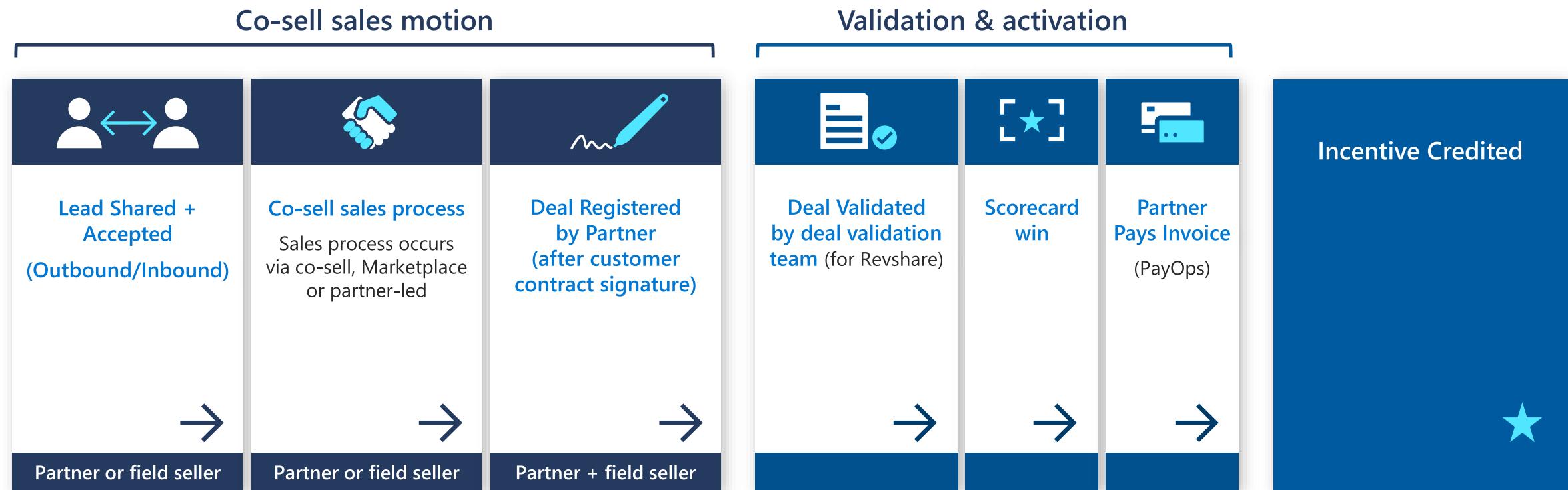
- Meet all co-sell ready requirements +
- Active enrollment in the Business Applications ISV connect program
- Offer must be listed on AppSource

Journey: IP co-sell ready solutions - Business Applications

Metric definition:

Wins that include eligible certified 3rd party ISV solutions ("ISV Connect" program) with managed Enterprise and Corporate customers that meet co-sell requirements of **lead share** and **Marketplace** or **Deal Reg.**

Thresholds: SMC - \$1k/month; Enterprise - \$3k/month.



Open for business – new co-sell opportunities for Business Applications

Co-sell deal validation and review requirements



Solution tagging

Solution is tagged as co-sell ready in AppSource co-sell solution finder

Incentive Tag:

- Biz App premium
- Biz App standard



Minimum contract value

Minimum contract value of \$1k per month for SMC and \$3k per month for Enterprise



Segmentation

Co-sell deals must be signed with an **Enterprise or Corporate** end-customer



Opportunity age

Opportunities or success engagements must be accepted in Partner Center/PSC and MSX before the contract sign date

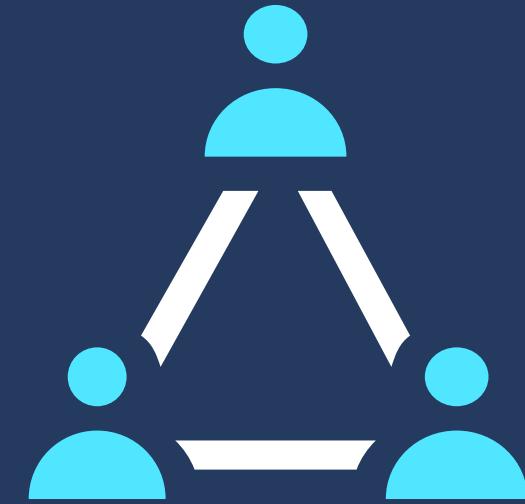
Opportunities may have begun as either inbound (partner-initiated) or outbound (Microsoft-initiated)



True-ups or up sell

These types of deals will not count as a scorecard win but seller will count toward Biz Apps attainment

Teams IP co-sell





Accelerate IP co-sell for Teams

Solutions built on Teams with Azure Active Directory Single Sign On integration technology. These are solutions that have been published to AppSource.

Benefits of IP co-sell ready

- Expand the reach of your Teams-built applications and connect with the largest customer base in the industry through joint selling with the Microsoft sales team
- Monthly Active Usage driven via this motion contributes to all-up Teams Monthly Active Usage attainment
- Local and area teams earn scorecard credit for each qualifying win

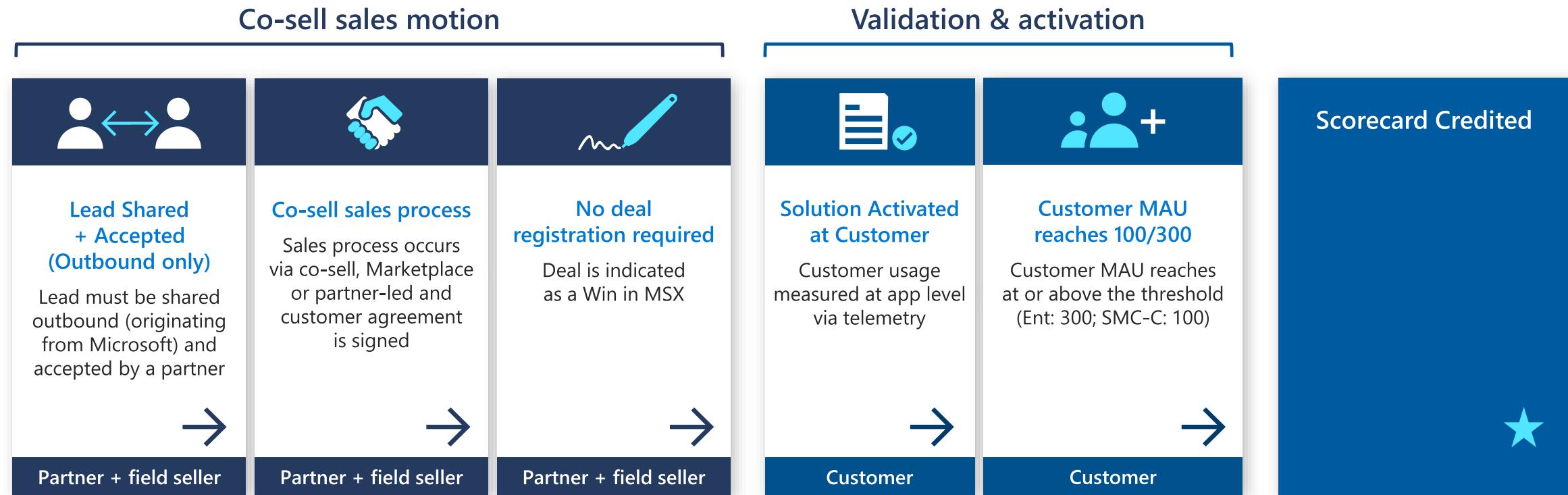
Requirements:

- Meet all co-sell ready requirements +
- Microsoft Marketplace: must be listed on AppSource. Highly recommended to have a trial or transact listing
- Technical Validation: Pass AAD SSO validation when onboarding to AppSource

Journey: IP co-sell ready solutions - Teams

Metric definition:

Wins that include eligible certified 3rd party ISV solutions (**Teams**) with managed Enterprise and Corporate customers that meet co-sell requirements of **outbound lead share, where activation is detected via telemetry**.



Teams co-sell deal validation and review requirements

Co-sell deal validation and review requirements



Solution tagging

Solution is tagged as co-sell ready in AppSource co-sell solution finder

Incentive Tag:

- Teams IP co-sell (Scorecard only)



Minimum usage threshold

In order to count as scorecard win, application must drive minimum Teams monthly active usage (MAU)

- Enterprise 300 MAU
- SMC/C 100 MAU



Segmentation

Co-sell deals must be signed with an **Enterprise or Corporate** end-customer



Opportunities must originate as outbound (Microsoft shared) in order to count against scorecard



Opportunity age

Opportunities or success engagements must be accepted in Partner Center/PSC and MSX before the contract sign date



Deal registration is not required

Due to application level telemetry deal registration is not required

Co-sell compliance: a program built on trust

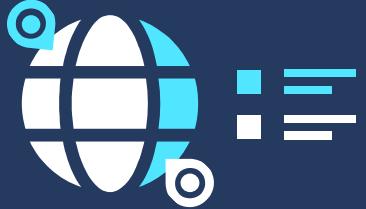
More customers, partner solutions, and sellers requires a deep commitment to compliance

To ensure compliance across the board, we make program requirements and rules clear to our partners and sellers, and each set of requirements is reviewed/validated by dedicated Co-sell Desk and Deal Validation teams.

Our approach to compliance involves consistent review of each solution to ensure that it adheres to the following:

- Program technical requirements
- Sales opportunity sharing requirements
- Registered deal (wins) requirements and that the final deal terms are properly represented





Co-sell local prioritization

Achieving success across
local markets for proactive
co-sell engagement

The co-sell marketplace features a vast catalogue of solutions. In order to proactively encourage sales localization, co-sell solutions are prioritized in each region.

To qualify:

- Be co-sell ready or IP co-sell ready
- Proven solution or application performance in each specific area or market
- Services delivery capability validated by local technical sales teams
- Proactively sharing leads with Microsoft

Benefits:

- Highest priority for local co-selling engagements
- Higher priority for partner referrals from Microsoft
- Joint customer and territory planning with Microsoft
- Access custom GTM benefits & marketing programs
- “Preferred” placement in AppSource or Azure Marketplace

Contact your local GTM Lead or PMA-S for more details

Partner digital transformation – co-sell



Partner testimonial – Nintex



Christian Lucarelli
Vice President Sales, APAC



"Partner Center has streamlined the way we co-sell with Microsoft. The transparency and ease of integration across deal registration and opportunity collaboration allowed Nintex and Microsoft to focus and spend more time on helping customers, instead of sorting through administrative tasks. Partner Center has also enabled us to easily identify the right Account Manager within Microsoft so that we can engage with the relevant folks very quickly. The willingness to engage and the support from Microsoft has been great, which has been key to the success of our partnership."

Launch and mainstream new co-selling experience

Improving partner and seller experiences by introducing a new set of capabilities

We are transitioning all partner lead sharing for co-sell away from Partner Sales Connect in the following three ways



Single solution publishing to marketplace.
Reach buyers, Microsoft Sellers, and CSP Partners via a single publishing experience in Partner Center.



New co-selling tools/lead sharing across Partner Center and MSX. Azure-based lead sharing experience integrates all referrals motions into a single environment.



Enhanced deal registration & review.
Deal registration becomes a natural workflow as a win is closed.

Benefits to partners and sellers



Simpler publishing experience and easier management of offers across storefronts.



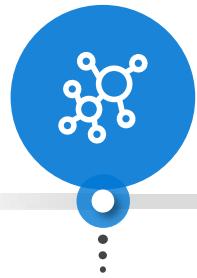
Partners can connect their Sales CRM system via API. Sellers get native solution views and easier sharing & pipeline management.



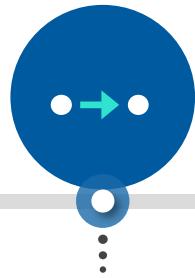
Key Deal Reg data is pre-validated to increase accuracy and ease of entry.
Partners can provide feedback on co-sell experience.

Partner experience transformation

Promise of convergence



API connectivity
reduces operational overhead with direct CRM integration



Direct seller routing
improve response time from MSFT



Solution discoverability
for MSFT seller's parity between 1st and 3rd party solutions



Simplify validation of co-sell deals
up front approval process

Coming soon
this year

**Enabling Partner-to-
Partner co-sell connections**

Allowing you to invite other organizations to cooperatively sell with you

Sell with motion



How to drive a successful co-selling partnership



Clearly defined value proposition

When creating your Bill of materials is always helpful to clearly define your solution value proposition and how your solution differentiates you from your competitors.



Clarity on target audience

When building out a business plan ensure you define your target audience. Start with an industry focus and a select set of customers from that industry. Once you see some success you can then broaden your scope to other industries and customers.



Goal alignment and seller relationship is key

Collaborate with your Channel manager to build key seller relationships. Align goals with each other and the customer so that you can drive the very best outcomes for all involved.



Microsoft seller-ready co-sell materials

Equip the Microsoft sellers and partners with materials that reference our partnership and are customer facing. Also keep in mind where the nearest Microsoft Technology Center is and how to best leverage that for your company and with key customers.



Relevant case studies

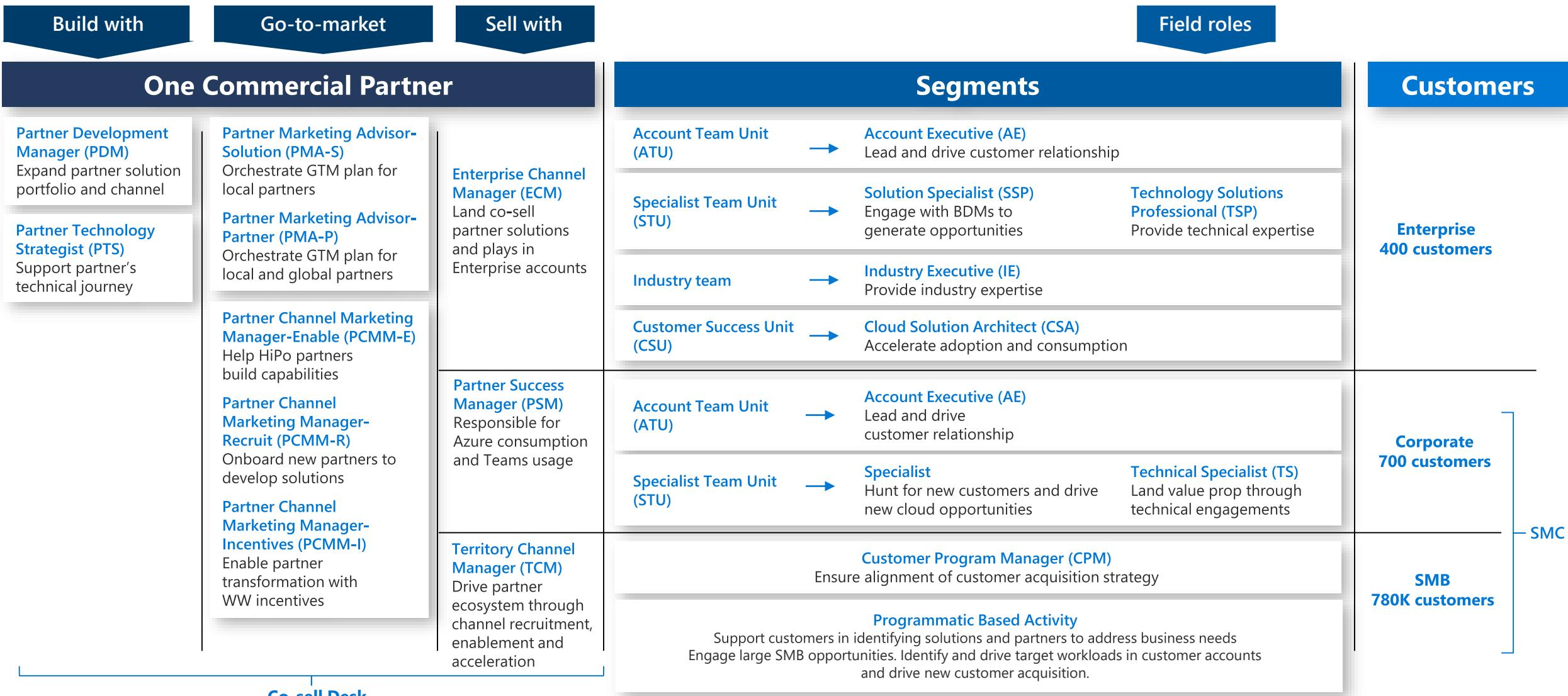
Customers listen acutely when there is a concrete example of a successful engagement with your solution. Alignment to industry, technology domain or a decision maker persona will yield accelerated results.



Balance direct and P2P co-sell activity

Most successful GTM activities have involved both direct tactics as well as channel/partner tactics. Be planful in your strategy to leverage all co-selling motions with Microsoft.

Microsoft roles and responsibilities defined



Provide global support to facilitate co-sell, readiness, and partner enablement

Next steps for managed partners



1 Build a joint business plan listing your prioritized customers with your PDM



2 Work on a go-to-market plan with your partner marketing advisor



3 Work with your PDMs so they can connect you with relevant customer Channel Managers



4 Connect, share and start selling

Microsoft development journey for partners who have not been assigned a partner development manager





Susan Aubrey-Cound
Strategic Relationships
Director



"Client relationships built on trust are key to securing long term deals and partnerships. Client insights from the Microsoft team contribute significantly to the integrity of new client relationships, giving confidence to both parties to close deals fast, and also help Syte to drive relevant product innovation."



Damon Kelly
CEO

enlighten designs
WEBSITE DESIGN & SOFTWARE DEVELOPMENT



David Mackenzie
Strategic Relationships
Director



"Co-selling with Microsoft has dramatically increased our capacity to generate leads and close deals.

We couldn't have scaled our business as successfully without co-selling, and it also facilitates better collaboration with other Microsoft partners that provide implementation services."



Gil Sever
CEO and Co-Founder



"Co-Selling with Microsoft helped Applitools get more awareness across the DevOps community, and provided us a path to reach out to many more potential Microsoft customers that are potential Applitools customers as well, with the endorsement of Microsoft which goes a long way."

Resources



Resources

Sell with Portal

[Partner.microsoft.com](https://partner.microsoft.com)

[Selling with Microsoft](#)

[Become co-sell Ready](#)

[Co-sell help desk](#)

Go-To Market Services:

[GTM Website](#)

Have questions or want help?

Reach out to our expert team at

GTM@Microsoft.com

[Go-to-market services](#)

[GTM Services help desk](#)

Marketplace

[Azure Marketplace](#)

[AppSource](#)

[Publisher Guide for Partners](#)

[Marketplace Roadmap on Docs](#)

[Marketplace Support for Publishers](#)

Other:

[Partner Incentives and Investments](#)

[Licensing Guidance and Training Resources](#)

Partner-to-Partner

[Request invite to join](#)

[Build partnership](#)

[Start partnering](#)



Get assistance from the OCP Co-sell Desk

One alias for all inquiries to simplify co-sell for Microsoft and partners—worldwide

Languages

| | |
|------------|----------|
| English | Spanish |
| German | Mandarin |
| Polish | Hindi |
| Portuguese | French |

Get help with:

Getting co-sell ready

- Co-sell ready partner onboarding
- OCP GTM/AppSource listing
- Co-sell processes
- Incentive eligibility of solutions

General co-sell program support

- Co-sell dashboard
- Recruit nominations
- Escalations

Sharing and registering deals

- Partner Sales Connect (PSC) and Partner Center
- MSX opportunity sharing
- Inbound deal seller engagement
- Deal Registration
- Incentive details

CoSell@microsoft.com

2 business day SLA

Accelerate your revenue with the Cloud Enablement Desk (CED)

Work 1:1 with a dedicated specialist to accelerate your cloud business and utilize the best modern selling approach Microsoft has to offer. A CED engagement lasts 6-9 months and is free for eligible partners.

Utilize the Cloud Enablement Desk if you are:

 Evaluating strategies to reach more customers

 Seeking Go-to-market help or would like to enhance your overall marketing effectiveness

 Requiring technical expertise to skill-up your workforce, drive pre-sale consultations and streamline deployments

 Considering a cloud competency to differentiate your business

 Looking to enable your cloud solution(s) for co-sell



"It's a very valuable service. We're driving more consumption with Azure and (our customers) want to increase their plans with Microsoft."

- Naha Kayani, CEO, Zeurix

Zeurix has seen a 30% increase in Azure consumption since engaging the CED

Sign up today at aka.ms/CEDnominate

Eligibility

- Non-managed partner
- Has a Microsoft Partner Network ID ([sign up here](#))
- Developing a repeatable scalable app or solution

Microsoft Partner Community

**Are you a member of
the co-sell ready
partner community?**

Designed for you to have the opportunity to share your success stories and best practices, ask questions related to co-sell, and receive important updates and information as they are announced!

We value your support, your collaboration, and your ongoing feedback.



[Join now](#)

