

Marketplace Rewards

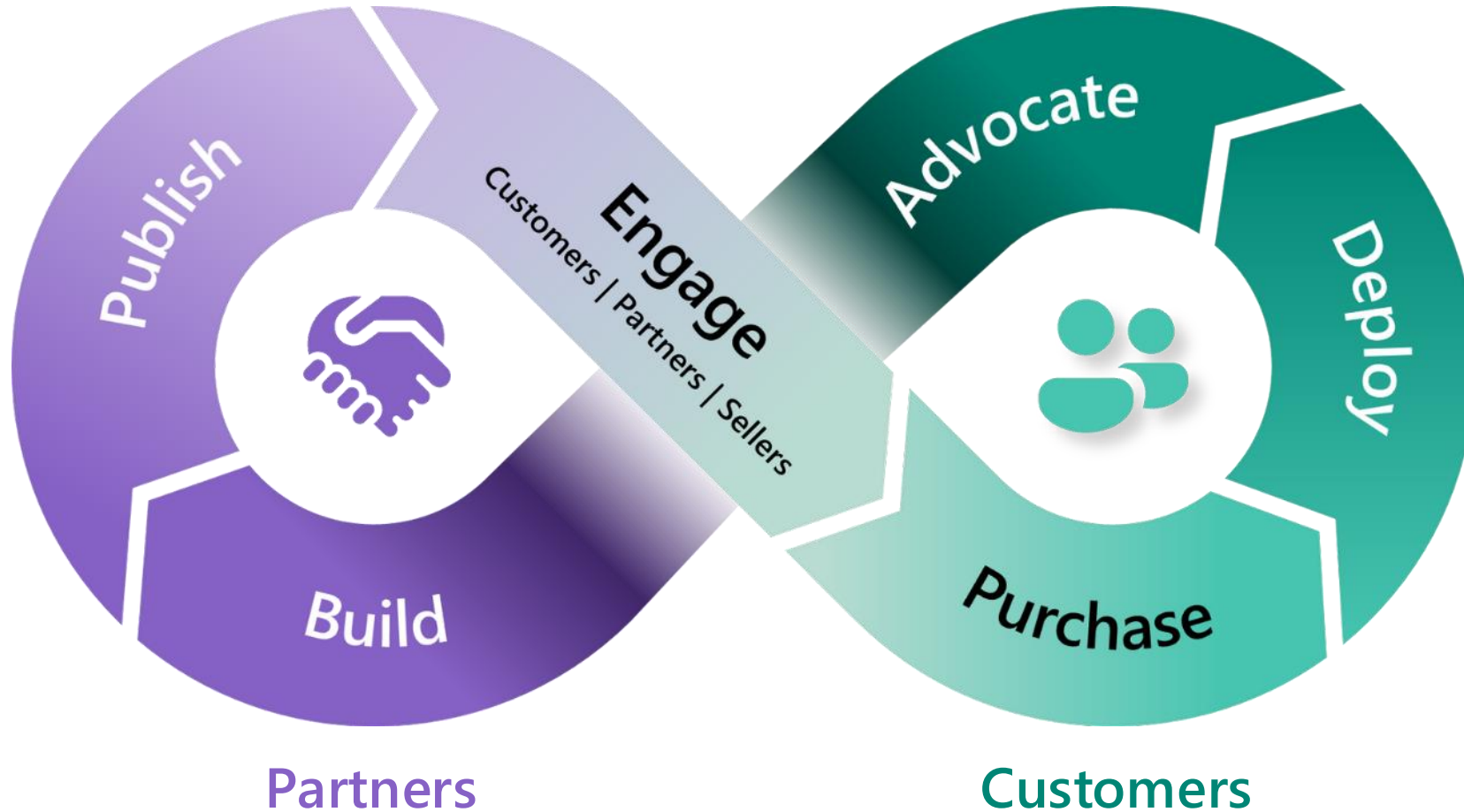
Part of ISV Success

Sales and marketing benefits that
unlock based on your marketplace
performance



Marketplace based benefits

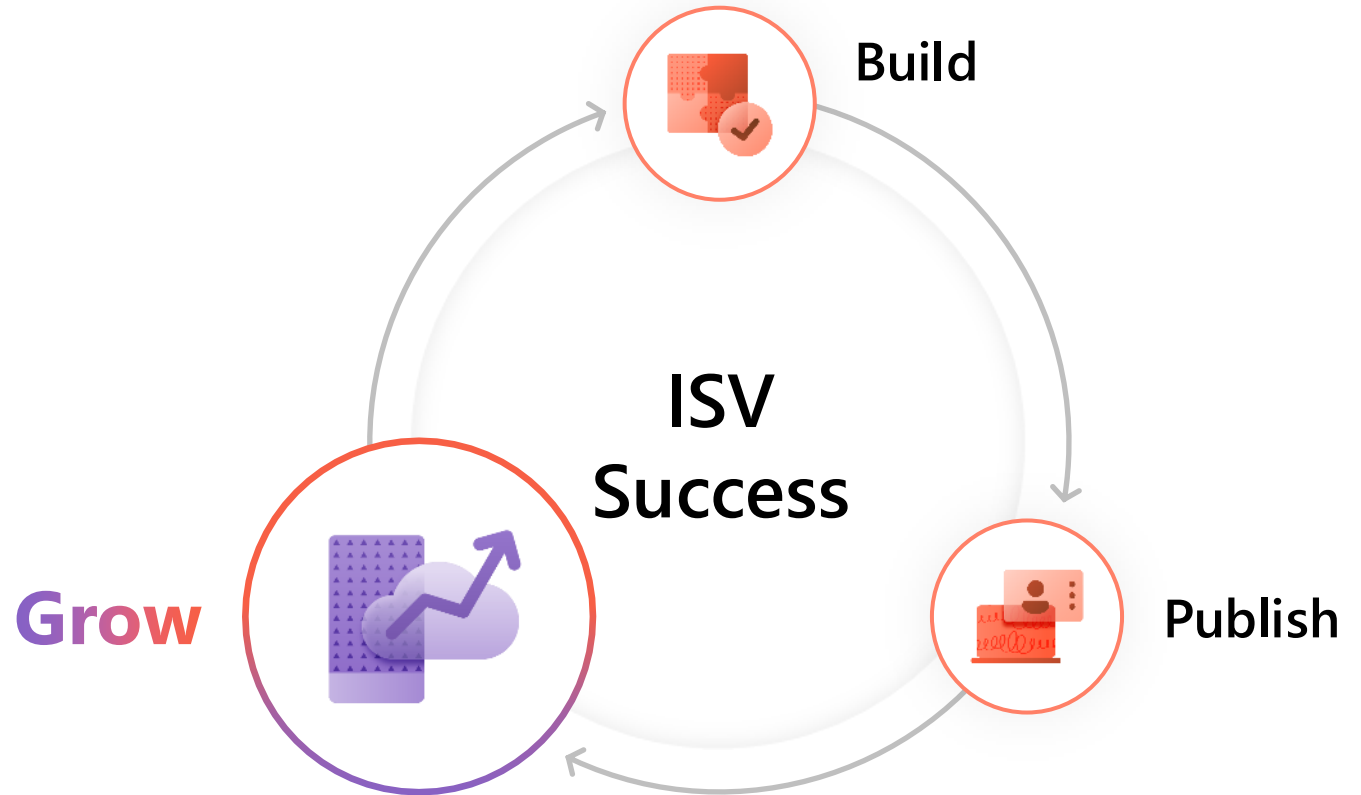
Helping you accelerate growth and close more deals



ISV Success – Support along the journey

Grow stage benefits provided by Marketplace Rewards

Benefits help you grow through marketplace by accelerating growth and closing more deals.



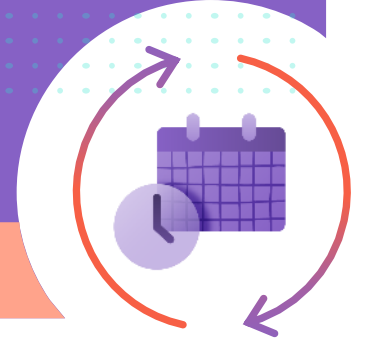
Benefits no matter how you choose to publish

Transact, Teams Apps, qualifying Business Applications

Dedicated Engagement Manager to help with

- ✓ Making your offer listing crisp and robust
- ✓ Executing your marketing and sales benefits

On-going | Refresh yearly



Trial/Service proof of concept, implementation or workshop

Entirely digital engagement

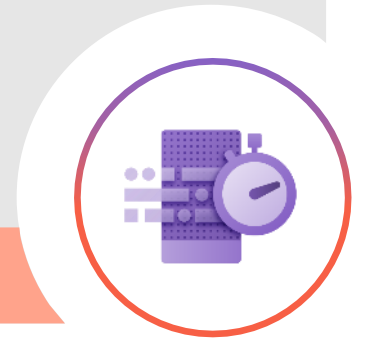
- ✓ Activate benefits in [Partner Center](#)
- ✓ Execute benefits in [Marketplace Rewards Toolbox](#)

List

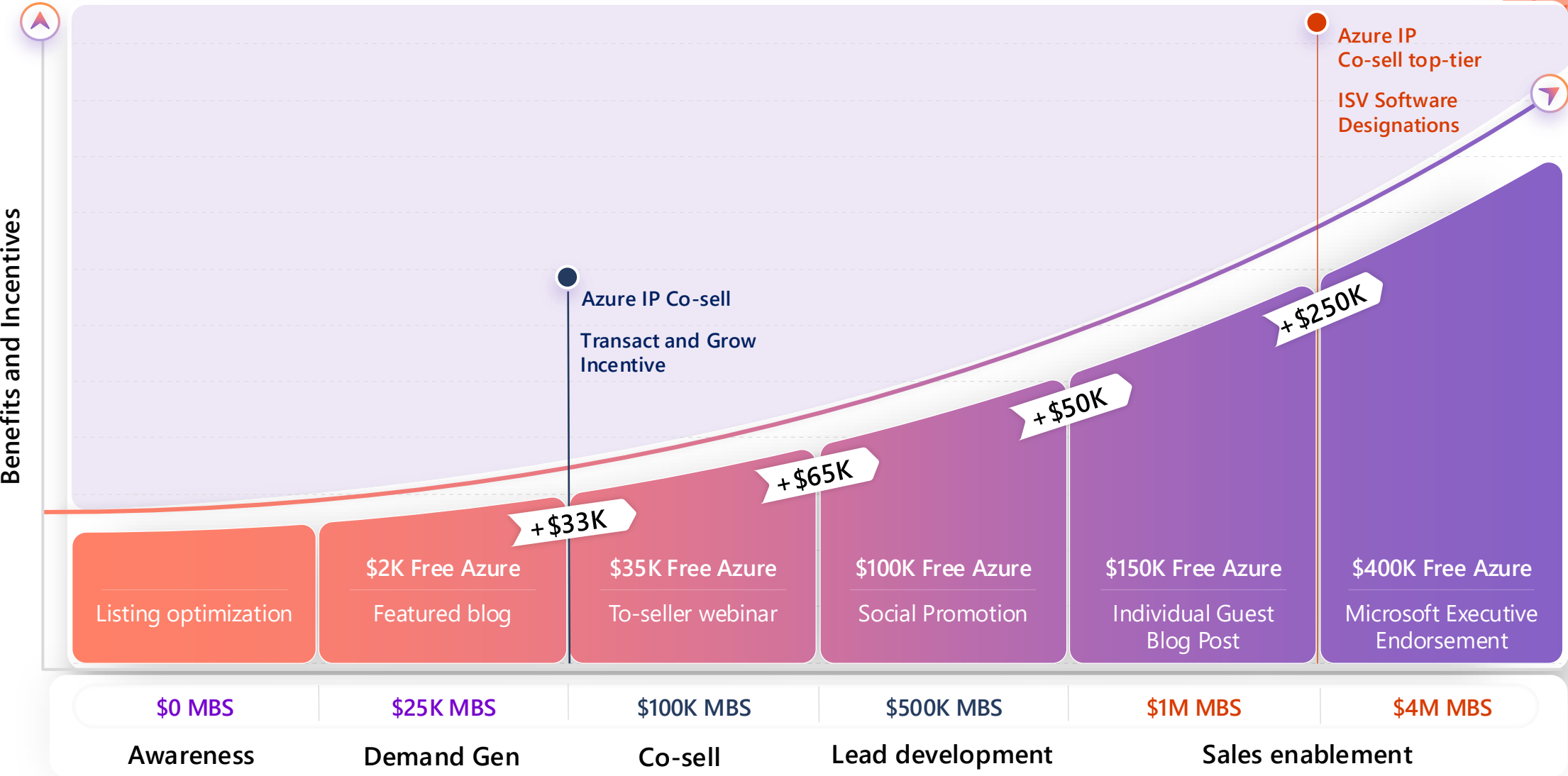
All benefits are self-serve

- ✓ Links to resources and guidance

One time use



The more you perform, the more you earn



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

Partner success with Marketplace Rewards

7X

Higher marketplace
billed sales

* Based on comparing transactable publishers that used 1 or more program benefits to those that did not use any program benefits.

Marketplace Rewards testimonials



We have *increased our Azure consumption 7X*, in large part thanks to the Marketplace Rewards team at Microsoft. Our Engagement Manager has given us great advice and guidance! This success motivated us to set our partnership goals even higher.

— Carmen Mariscal, Marketing Director, TwoConnect.
Read the full [TwoConnect success story](#).



Our credit incentive program had **10 times better results** than our efforts with other CSPs in terms of ROI. This incentive helped us save weeks of work and push deals over the finish line and convince big Azure strategic customers to use Azure Marketplace over competitive CSP marketplaces.

— Nadav Tzucker, Cloud Alliance Manager
Read the full [Wiz story here](#)



"One benefit of the Marketplace Rewards program is we now have access to funds to help run POCs for customers and develop new innovative features on our fully managed database solution that runs on Azure. This has helped increase the number of POCs we conduct by 25 percent **and our win rate by 50 percent**, thus helping us accelerate our business."

—Aaron Shoffa, North America VP of Sales, SingleStore
Read the full [SingleStore](#)



Within six months of taking advantage of Marketplace Rewards benefits, we successfully converted a dozen leads into two co-sell opportunities and grew our **revenue by more than €500,000**.

— Esteve Vilella, CEO, Airplane Solutions.
Read the full [Airplane Solutions story](#).



Microsoft Marketplace Rewards is helping us boost our brand awareness and share of voice in healthcare security. As a result of the press release, blog, and social assets, page visits to our marketplace listing are **up 116 percent** in the last six months!

— Joe Scotto, Chief Marketing Officer, CyberMDX
Read the full [CyberMDX story](#)

List, Trial and Consulting benefits

Go-To-Market benefit	All listings	Service proof of concept, implementation, or workshop offers	Trial offers
Commercial marketplace listing optimization	Guidance	Personalized	Personalized
Commercial marketplace What's new blog	✓	✓	✓
Commercial marketplace marketing toolkit	✓	✓	✓
Market research and marketing materials: Partner marketing center	✓	✓	✓
Self-serve digital marketing on demand	✓	✓	✓
Partnering and global expansion readiness assessments	✓	✓	✓
Onboarding documentation	✓	✓	✓
Marketplace Community forums	✓	✓	✓
Co-Sell solution finder listing guidance	✓	✓	✓
Grow and scale by selling through Microsoft partners in the commercial marketplace	✓	✓	✓
Press release support #		✓	✓

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

All non-transact benefits expire after 6 months.

Requires a completed Commercial marketplace listing optimization.

Marketing and Sales benefits

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

Company level commercial marketplace billed sales, solution value, or Teams App MAU

Marketing and Sales benefits	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 blog feature + # ♦			✓	✓	✓	✓	✓
In-depth customer review + #			✓	✓	✓	✓	✓
Azure sponsorship for deployment/proof of concept + # ^		\$2K	\$2K	\$30K	\$60K	\$100K	\$300K
Azure sponsorship for trial sandbox + # ^				\$5K	\$40K	\$50K	\$100K
Partner or customer success story + # ♦				✓	✓	✓	✓
Microsoft seller webinar + #				✓	✓	✓	✓
Solution spotlight to Microsoft sales team + # *				✓	✓	✓	✓
Marketplace Customer Propensity Scoring ★				✓	✓	✓	✓
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.
- ★ Public Preview benefit

Read the [benefit guide](#) for full details

Marketplace Rewards for Teams Apps Partners

Company level commercial marketplace billed sales, solution value, or Teams App MAU

Exclusive Benefits	Publisher	\$500	\$25K or 250 MAU	\$100K or 1K MAU	\$500K or 5K MAU	\$1M or \$50K MAU	\$4M or 400K MAU
Press release support w/social amplification + # ♦	✓	✓	✓	✓	✓	✓	✓
Launch asset development support (BOM)	✓	✓	✓	✓	✓	✓	✓

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

- * TTM (trailing 12 months) cumulative on MBS (Marketplace billed sales)
- + Not available for BYOL offers.
- # Requires a completed Commercial marketplace listing optimization
- ♦ Private offers require a public listing with the same solution.

Read the [benefit guide](#) for full details

Self-Serve benefits

No Marketplace billed sales, solution value, or Teams App MAU required

Marketing and Sales benefits	Publisher
Onboarding Documentation	✓
Marketplace Community Forums	✓
Market research and marketing materials: Partner marketing center	✓
Self-serve digital marketing on demand	✓
Partnering and global expansion readiness assessments	✓
Marketplace Strategy Guide	✓
Co-sell solution finder listing guidance	✓
Grow and scale by selling through Microsoft partners in the commercial marketplace	✓

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

- Private offers require a public listing with the same solution.
- Not available for Private offers.

Read the [benefit guide](#) for full details

Azure Sponsorship Overview



Availability

- Azure sponsorship provides free Microsoft Azure usage to qualified partners and their customers. Open to all published ISVs on the commercial marketplace based on their rewards tier level.



Eligibility requirements

- ISV has a published offer in Teams Store, AppSource or Azure Marketplace.
- Performance paths exist for different ISVs and app types including Marketplace Billed Sales (MBS) trailing twelve months (TTM), Teams app MAU, and Business Applications Solution Value.
- Learn more in the [FAQ deck](#).

Customer Grant Policy: Azure sponsorship used as a customer grant i.e. leveraged as a deal sweetener and applied on a customer tenant must be within 10% or less of the customer deal Annual Contract Value (ACV).



Benefits

- The sponsorship program offers 100% discounted Azure usage for a specific amount of time on Pay-As-You-Go (PAYG) and enterprise agreement (EA) Azure subscriptions.
- Engagement manager will notify the partner when they move up in tiers based on MBS TTM, Teams App MAU, Solution Value and let them know how much more sponsorship funds are available, as well as any other benefits.
- Sponsorship can be used by either the partner or allocated to the customer.
 - Duration of sponsorship at or above \$100K is 180 days once request is submitted.
 - Duration of sponsorship below \$100K is 90 days once request is submitted.
 - Partner will have until end of anniversary date to activate their allocated Azure Sponsorship funds.



Process

- **Simple and quick submission**
 - ✓ Complete a short request form through Partner Center. Requests are typically approved within 72 hours of receiving valid account information.
- **Ease of transition from sponsorship to paid usage**
 - ✓ Usage beyond the monetary cap and/or end date will be billed directly against the payment instrument provided by the Azure account owner.
- While the Azure distributed through this program is free of charge, a billing option must be set to offset any additional charges that the subscription may incur that exceed the allocated sponsorship amount.

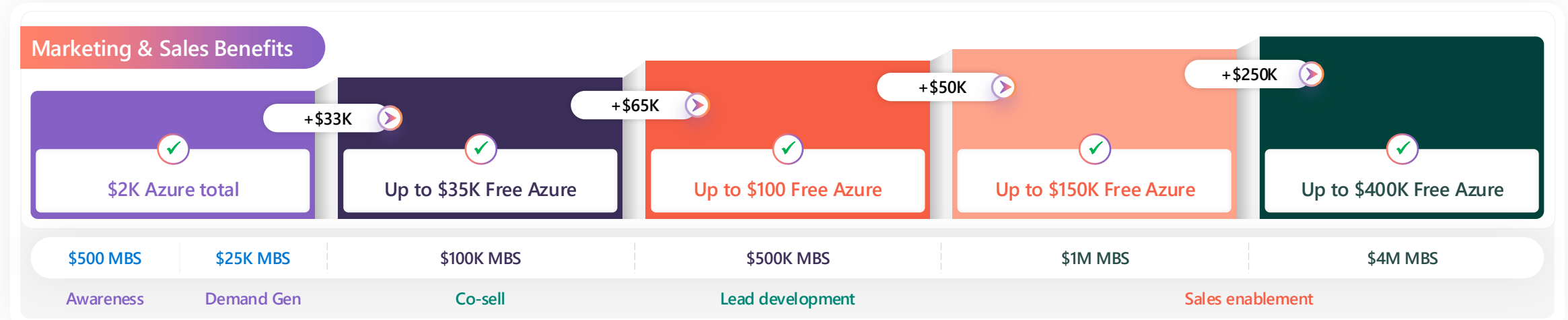


Azure sponsorships have been a critical closing tool during our customer negotiations. We have booked more than \$1 million in deals thanks to this Marketplace Rewards benefit."

– Brett Ferancy,
Strategic Alliance
Manager, Abnormal
Security

Azure Sponsorship at a Glance

Accumulate Azure sponsorship as you scale up the MBS tiers and earn up to \$400K in free Azure



- Sponsorship is available to partners based on their performance paths in Marketplace Rewards which include Marketplace Billed Sales (MBS) trailing twelve months (TTM) Teams app MAU, and Business Applications Solution Value.
- Partners can move up each month based on their performance in the Commercial Marketplace (MBS, MAU or Solution Value).
- Partners won't move down until their Marketplace Rewards anniversary date (when you first received your Marketplace Rewards benefits)
- **Examples**
 - If a partner is at the \$25K MBS tier as of Feb 1st, 2024, and then goes down by next year they will retain their current benefit level until their Marketplace Rewards Anniversary date.
 - If a partner is at the \$100K MBS tier as of Feb 1st, 2024, continues to generate MBS and moves up anytime during the year to the next \$500K MBS tier they would unlock incremental benefits at that new tier.

Azure Sponsorship | Calculated Scenarios and Examples

Some ways partners can use Azure sponsorship



To offset operating costs of Azure subscriptions



As deal sweeteners to help your customers close more deals



To offset costs associated with proof of concepts to demonstrate value to their customers



How is Azure Sponsorship calculated?

Sponsorship is available to partners based on their performance paths in Marketplace Rewards which include Marketplace Billed Sales (MBS) trailing twelve months (TTM), Teams app MAU, and Business Applications Solution Value.



Trailing 12 months and anniversary date calculation

Your Azure sponsorship will be refreshed on your Marketplace Rewards anniversary date based on your trailing 12 months MBS (last 12 months e.g., Jan – Dec or Nov 2022 to Oct 2023).

- Partners can move up each month based on their performance in the Commercial Marketplace (MBS, MAU or Solution Value).
- If a partner falls behind in TTM at any point during the year from the Tier level MBS requirement you will continue to keep your benefits until your anniversary date.
- Partner Center along with your engagement manager will notify you about any tiering changes
- The Marketplace Rewards anniversary date is defined as when you first received your Marketplace Rewards benefits



What is the Microsoft Azure pricing for usage?

The pricing for Microsoft Azure usage under this offer will be 100 percent off standard published pay-as-you-go rates for the term.

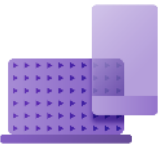
Getting started



Join [Microsoft AI Cloud Partner Program](#)



Evaluate the marketplace options and publish your offer in [Microsoft AppSource](#) or [Azure Marketplace](#)



Within three weeks of publishing your offer, our team will email the primary partner contact at your organization to help you get started



ISV Success – Grow, also known as Marketplace Rewards

ISVs receive Sales & Marketing benefits, and a dedicated Engagement Manager to reward and accelerate application sales.

Availability



- Open to **all published ISVs** on the commercial marketplace.
- **No ISV sign up required.** New publishers receive invitation to engage.
- Email rewards@microsoft.com if invitation was missed or with questions on how to engage and start receiving sales & marketing benefits.

Eligibility requirements



- ISV has a published app in Teams Store, AppSource or Azure Marketplace
- ISV is **not required** to have participated in ISV Success Build + Publish benefits. They are welcome to join directly upon publishing.
- Performance paths exist different ISVs and app types including Marketplace Billed Sales (MBS), Teams app MAU, and Business Applications Solution Value.

Benefits

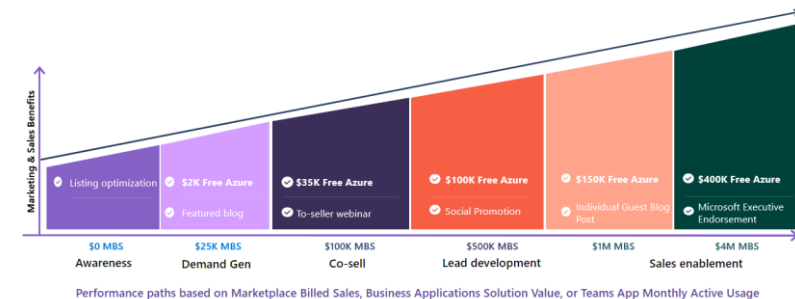
Marketplace Rewards benefits include

- Social and blog promotion
- Listing optimization services
- Guest blog posts and Solution spotlight
- Seller webinars
- Free Azure grants starting at \$2,000 and up to \$400,000 ISVs can use to fund trials, POCs and to close deals with customers
- Additional benefits available Teams, Business Applications and MISA partners

Learn more at aka.ms/marketplacerewards and in [this video](#).

Marketplace Rewards benefits characteristics

- **Unlock based on performance** – Free of charge based on performance tiers
- **Refresh annually** – Based on when ISV first received benefits
- **Offered at the partner level** – Not for each marketplace offer





Microsoft AppSource and Azure Marketplace Best Practices Guide



Appendix

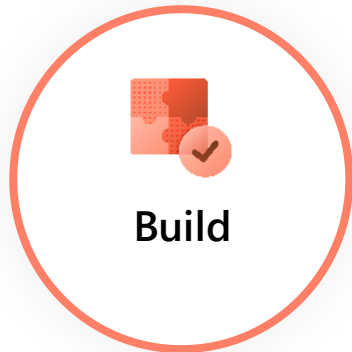


ISV Success

Supporting ISVs through Build, Publish, and Grow

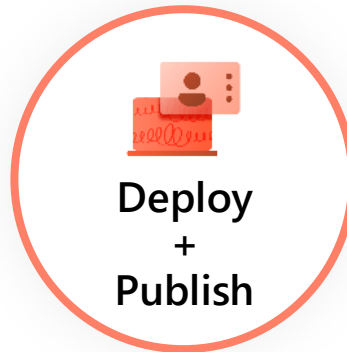
Build and Publish

Build and publish your next application with no-cost products, one-to-one consultations, and training resources



Build

Equips you to build well-architected apps



Deploy
+
Publish

Helps you to successfully publish apps to marketplace



Marketplace Rewards

Sell more with proven marketing benefits



Grow

Helps you acquire customers for their apps

Benefits for each phase of your customer journey



Awareness

1

Build impactful brand awareness

Get to market faster with expert guidance from professional marketers to ensure your listing is crisp and robust, combined with support from Microsoft social handles, blogs, and websites to spread the word about your commercial marketplace offer.



Demand Generation

2

Reach new global markets & create consumer buzz

Expand your reach to new global markets and access ready-to-buy Microsoft customers through featured home page promotions and product category placements on the Microsoft AppSource and Azure Marketplace.



Co-sell

3

Evangelize joint sales momentum & accelerate sales

Co-sell and partner-to-partner sales guidance along with direct evangelism of your commercial marketplace offer to Microsoft field sellers helps you reach more customers, break into new markets, and expand opportunities.



Lead Development

4

Engage & nurture prospects with customized assets

Amplify your brand, generate demand for your solution and connect with customers through co-branded marketing campaign content. Get reduced Azure infrastructure costs so you can enable trials for prospective customers.



Sales Enablement

5

Unlimited access to readiness tools & resources

Scale your solutions with sales tools and materials to assess readiness and to enable self-service digital marketing on demand. Customize and download an unlimited number of co-branded marketing assets to support your sales and marketing efforts.

"When done right, partnering grows the pie for everyone—for customers, yes, but also for each of the partners." – Satya Nadella, CEO, Microsoft

How are Marketplace Rewards determined?

Marketplace Rewards is based on Marketplace billed sales. Billed sales could also be called:

- Transactions
- Sales
- Gross sales
- License-included offers

Marketplace Rewards is NOT based on overall Azure Consumed Revenue (ACR). This could also be called:

- Consumption
- Usage
- VM usage
- VM spend

	Sales	Consumption
Commercial marketplace transaction	\$Billed Sales	Tracked separately GUID tracking helps
BYOL (bring your own license)	\$0	Tracked separately GUID tracking helps

All listings

You qualify for go-to-market benefits just by listing your solution or service in [Microsoft AppSource](#) or [Azure Marketplace](#). You'll get *professional marketing guidance to optimize your commercial marketplace listing*, support with creating a *listing in the Microsoft internal catalog* accessed by the global sales field, and *inclusion in a commercial marketplace blog post*, which may be promoted via social media.

Commercial marketplace listing optimization guidance: Step-by-step guide with professional marketing expertise to optimize your offer listing to engage prospects in more meaningful ways

Commercial marketplace marketing toolkit: Commercial marketplace best practices and templates to customize your engagement

Commercial marketplace What's New blog: Inclusion in a commercial marketplace blog post of the latest partner solutions

Market research and marketing materials: Partner marketing center: GTM framework to guide you in marketing practice building and improving your direct channel

Self-serve digital marketing on demand: Social media content, training assets, and email campaigns launched from within Microsoft's social syndication tool

Partnering and global expansion readiness assessments: Assessment and consultation to gauge your readiness for channel and global expansion

Co-sell solution finder listing guidance: Guidance to update your listing showcasing your solution to Microsoft sellers and marketers, for offers in both Microsoft AppSource and Azure Marketplace

Onboarding documentation: Technical and marketing requirements to create and improve your marketplace listing

Commercial marketplace forums: Commercial marketplace community forum where you can raise questions, join discussions, and meet other partners

Marketplace Strategy Guide: Essential sales and marketing best practices to help you reach a bigger, more engaged audience.



Optimized Azure Marketplace listing



Optimized Microsoft AppSource listing

Trial or consulting services

Once you've created a trial offer or listed a consulting offer that includes a proof of concept (POC), implementation, or a workshop in [Microsoft AppSource](#) or [Azure Marketplace](#), you'll get all the go-to-market benefits of all listings, plus a whole lot more. Increase visibility for your solution by joining forces with one of the most valuable technology brands in the world through **Commercial marketplace listing optimization** and **press release support**.

In addition to all benefits from "All Listings," you'll receive:

- **Commercial marketplace listing optimization:** Personalized guidance from professional marketers to optimize your offer listing to engage prospects in more meaningful ways
- **Press release support:** Approval of partner-drafted press release and Microsoft representative quote



*Implementing the solutions offered by Microsoft and the go-to-market services team led to a **174 percent rise in visitors** to our website and **more than four times** our typical number of new leads.*

– Arijit Sengupta, Founder and CEO, BeyondCore



We have been a Microsoft gold partner since 1995, and this is definitely one of the best partner benefit programs we've been involved in.

– Carmen Mariscal, TwoConnect Marketing Director

Transact: Marketing benefits

Professional, customized marketing guidance to optimize your commercial marketplace listing and build awareness for it through strategically crafted marketing activities.

Market research and marketing materials: Partner marketing center: Digital content library for solution-specific marketing, sales and readiness materials

Self-serve digital marketing on demand: Customizable fresh marketing assets to generate and close leads for your business

Partnering and global expansion readiness assessments: Readiness assessment and consultation to expand and grow your business to new geographies

Commercial marketplace listing optimization: Personalized guidance from professional marketers to optimize your offer listing to engage prospects in more meaningful ways

Commercial marketplace marketing toolkit: Commercial marketplace best practices and templates to customize your engagement

Commercial marketplace What's New blog: Inclusion in a commercial marketplace blog post of the latest partner solutions

Press release support: Professional editing and Microsoft approval of your press release with a quote attributed to a Microsoft representative

Marketplace Rewards testimonial: Demonstrate how you and Microsoft have succeeded together in the marketplace through an external quote or Marketplace Rewards success story

Commercial marketplace category featured placement: Placement in a featured spot in a specific category in Microsoft AppSource or Azure Marketplace

Commercial marketplace blog feature: Small subset of partner solutions featured in a commercial marketplace blog post

In-depth customer review: Demonstrate how your Marketplace solutions have helped users with a detailed customer review

Social promotion spotlight: Tweet published on Microsoft Twitter outlet showcasing your marketplace solution

Azure sponsorship for trial sandbox: to offset costs associated to free trials on paid plans or free trial offers.

Partner or customer success story: Story on Microsoft partner site about your solution and how it benefits from development on the Microsoft platform or story on Microsoft customers site about how your customer benefits from your solution built on the Microsoft platform

Commercial marketplace home page featured placement: Placement in a featured spot in Microsoft AppSource or Azure Marketplace home page

Individual guest blog post: Partners can demonstrate their value proposition, capabilities, and thought leadership to Azure customers through a post on the [Microsoft Tech Community Blog](#).

Microsoft executive endorsement: Get the power of the Microsoft executive team (director-level or above) behind your commercial marketplace solution

Marketplace Customer Propensity Scoring (public preview): Propensity scoring for your prospect customer pipeline based on your prospects' likelihood to transact through the commercial Marketplace

Transact: Sales benefits

Expert, personalized sales recommendations and resources to help facilitate sales discussions across a range of customer scenarios, clearly frame your value proposition, and provide your customers with an accurate and cohesive narrative about your solution.

Co-sell solution finder listing guidance: Guidance to update your listing showcasing your solution to Microsoft sellers and marketers, for offers in both Microsoft AppSource and Azure Marketplace

Azure sponsorship for deployment or proof of concept: to offset costs associated with Proof of Concept, deployments, or as a deal sweetener to help close marketplace deals.

Microsoft seller webinar: On-demand webinar featuring your speakers and content to reach internal Microsoft field sellers

Solution spotlight to Microsoft sales team*: Solution spotlight on Microsoft's internal sales learning site showcasing your solution directly to Microsoft field sellers

Grow and scale by selling through Microsoft partners in the commercial marketplace: Best practices on how to grow and scale by selling through Microsoft partners in the commercial marketplace

*Requires a Co-sell ready listing in Co-sell solution finder or a scheduled or completed Microsoft seller webinar.

Teams App Partners: Additional benefits

Exclusive benefits for Teams App partners

Press release support w/ social amplification: Professional editing and Microsoft approval of your press release w/ a quote attributed to a Microsoft representative + repost via LinkedIn.

Launch asset development support: Work with experts to prepare co-branded marketing assets (pitch deck and one-page flyer) for internal Microsoft field sellers and marketers to find relevant partner solutions to share with their customers.

Partner Center Benefit Activation Process

Microsoft Partner Center

Home > Benefits

Microsoft seller webinar
Transact - \$1M

Take a Tour

Introduction
Activation Walkthrough
Activate Benefits

Please go through the [Marketing benefits guide](#) to learn more about the Marketing benefits.

Expose your solution to Microsoft field sellers and executives through a live recorded webinar featuring speakers and content.

Activate

1

After a partner activates a benefit in Partner Center, they should see a pop-up confirming that the activation and noting that the Rewards desk will reach out within the next week with next steps.

Partner Center: Benefits - Partner activated a benefit

Microsoft Partner Center <msfpc@microsoft.com>
To: Marketplace Rewards Desk

2

The Rewards desk receives an auto-generated email about the activation.

Partner activated a benefit

Partner activated Azure portal solution promotion as part of the CommercialMarketplace program. Here are the details:

Partner ID (formerly MPN ID): 6146474
Account name/active account name: Volur
Partner marketing contact name: Anastasia Korsak
Partner marketing contact email: anastasia.korsak@volur.no
Activated Marketplace Rewards benefit: Azure portal solution promotion
Commercial marketplace offer type (List, Trial, Transact, etc.): Transact - Publisher
Commercial marketplace offer display name (applicable for non-transactable offer only): NA
Benefit Attribution (Marketplace, Marketplace Rewards, etc.): CommercialMarketplace
Current tier: Transact - Publisher

From: Rewards@Microsoft.com
To: Partner Contact
Subject: (respond to the existing thread so that subject auto-populates)

Insert current Engagement Manager's first and last name or keep this if a new Engagement Manager will be assigned

Hello NAME

Thank you for activating Marketplace Rewards benefits (which is now part of the ISV) provides important information on next steps, as well as where to get more information.

First, please go to **Partner Center** and click "Activate" for ALL remaining benefits done so.

Next, please be on the lookout for an email from **Microsoft Marketplace Rewards** and include personalized recommendation to optimize your commercial marketplace listing recommendations and additional Marketplace Reward benefits available to you. This transactable offer going live in the commercial marketplace.

In the meantime, if you wish to get started on executing your Transact benefits in Marketplace Rewards Toolbox and sign in with your Partner Center login.

2. To learn more, visit [Marketplace Rewards Toolbox FAQs](#)

Questions?

- To learn more about Marketplace Rewards, view the [Microsoft Marketplace Rewards](#)
- Take advantage of resources available to leverage the commercial marketplace: [Microsoft commercial marketplace](#)
- For questions about publishing on Microsoft AppSource or Azure Marketplace create a request with [Marketplace publisher support](#)

Microsoft Marketplace Rewards Desk

Marketplace Rewards providing [go to market](#) benefits through the ISV Success program for offers in [Microsoft AppSource](#) and [Azure Marketplace](#)

Microsoft

Hi Keerthi Ram,

You are receiving this email because your company activated **Microsoft Marketplace Rewards** benefits and assigned you as the marketing contact to execute these benefits with Microsoft. Marketplace Rewards are proven to help you attract and engage customers and other partners, accelerate your offer growth by generating new leads, and expand your partnership with Microsoft. There is no cost or investment required to participate.

The Marketplace Rewards Desk will be reaching out to you over e-mail within the next few business days to begin execution. If you are not the correct marketing contact, please reach out to the MPN administrator within your company, test_text_adarsh_text_jaiswal@testprod22.onmicrosoft.com to update the contact in [Microsoft Partner Center](#).

We are looking forward to working with you.

Activated Marketplace Rewards benefit: Co-sell solution finder listing optimization
Commercial marketplace offer type: List
Commercial marketplace offer display name (applicable for non-transactable offer only): AvePoint Cloud Backup for Office 365
MPN ID: 5456282
Account name: Test_Test_TestConsolidation_prod_5456282
Partner marketing contact name: Keerthi Ram
Partner marketing contact email address: tsrived@msn.com

Thank you,
Microsoft Marketplace Rewards

The Rewards desk sends supplemental email to the partner with directions on how to proceed (partners receive different emails, based on their status as either Transact/Non-Transact).

Azure Sponsorship

Azure Sponsorship is currently processed outside of Marketplace Rewards Toolbox. Partner Center will direct ISVs to the Azure Sponsorship request forms.

Microsoft AppSource and Azure Marketplace Best Practices Guide

