**Making Your Offer Azure IP Co-Sell Eligible.”**

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Contents

[Overview 1](#_Toc203411639)

[Glossary 2](#_Toc203411640)

[Co-sell status 2](#_Toc203411641)

[What is an Azure IP Co-Sell Eligible Offer? 2](#_Toc203411642)

[Requirements for Azure IP Co-sell eligible offer? 2](#_Toc203411643)

[How to Make Your Offer Azure IP Co-Sell Eligible 2](#_Toc203411644)

[Step 1: Publish a Transactable Offer on Azure Marketplace 2](#_Toc203411645)

[Step 2: Review Azure IP Co-Sell Eligibility Requirements 3](#_Toc203411646)

[Step 3: Configure Co-Sell Content in Partner Center 3](#_Toc203411647)

[Step 4: Submit for review 3](#_Toc203411648)

[How to view my offer Co-sell status? 3](#_Toc203411649)

[Expediting the IPCS Review in Urgent Scenarios 3](#_Toc203411650)

[FAQs 4](#_Toc203411651)

[Can an offer lose the Azure IPCS Eligible status? 5](#_Toc203411652)

[My partner kept running into error when submiting my Co-sell contact. What should they do? 5](#_Toc203411653)

[Additional Resources 5](#_Toc203411654)

[Escalation Contact 5](#_Toc203411655)

## Overview

This internal guide is designed to help Microsoft employees support partners in making their offers **Azure IP Co-Sell eligible** within the Commercial Marketplace. It explains what Azure IP Co-Sell means, how it differs from Co-sell Ready, and outlines the steps required to meet eligibility.

Many partners are familiar with the broader Co-Sell program, but confusion often arises around the specific requirements for Azure IP Co-Sell eligibility—especially how it differs from simply being “Co-Sell Ready” or having a published offer in the Marketplace.

This playbook aims to:

* Provide Microsoft partner-facing roles with a quick-reference guide.
* Clarify the technical and policy requirements for Azure IP Co-Sell eligibility.
* Highlight common blockers and how to avoid them.
* Accelerate partner onboarding into the Azure IP Co-Sell motion.

**Note:** This document focuses solely on Azure IP Co-Sell eligibility. It does not cover the full Co-Sell program, OCP GTM benefits, or the Co-Sell registration process.

## Glossary

| **Term** | **Definition** |
| --- | --- |
| **Transactable Offer** | An offer in the Azure Marketplace that uses Microsoft as the seller of record and can be purchased directly through the Marketplace. Required for Azure IP Co-Sell eligibility. |
| **MACC** | Microsoft Azure Consumption Commitment — a contractual agreement where customers commit to a certain level of Azure spend. Offers must be IPCS eligible to count toward MACC. |
| **Co-Sell Ready** | A designation indicates that a partner or offer is eligible to participate in co-selling with Microsoft, but not necessarily IPCS eligible. Co-Sell Ready status can apply at the account or offer level. |
| **Partner Center** | Microsoft’s portal for partners to manage their Marketplace offers, co-sell solutions, referrals, and support tickets. |
| **Solution One-Pager** | A required document in the co-sell configuration process that summarizes the offer’s value proposition, customer benefits, and Azure alignment. |
| **Reference Architecture Diagram** | A visual representation of the solution’s technical architecture, including Azure components. Required for SaaS offers during IPCS review. |
| **ACR** | Azure Consumed Revenue — the amount of Azure services consumed by customers through a partner’s solution. Used to determine revenue thresholds for IPCS eligibility. |

## Co-sell status

When partners ask about the co-sell status of an offer published in the Commercial Marketplace, it’s important to distinguish between general co-sell readiness and **Azure IP Co-Sell eligibility**.

To verify the co-sell status of an offer, refer to Microsoft’s official documentation:

* <https://learn.microsoft.com/en-us/partner-center/co-sell-overview>
* <https://learn.microsoft.com/en-us/partner-center/verify-co-sell-status>

These resources explain how to check whether an offer is Co-Sell Ready, Azure IP Co-Sell incentivized, or still under review.

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What is an Azure IP Co-Sell Eligible Offer?

An **Azure IP Co-Sell Eligible** offer is a *transactable solution* published in the Azure Commercial Marketplace that meets Microsoft’s technical and policy requirements for co-sell incentives.

Once approved, these offers:

* Are eligible for co-selling with Microsoft Azure sellers.
* Unlock financial incentives for Microsoft sellers when they help land or expand Azure consumption through the offer.
* Can count toward a customer’s **Microsoft Azure Consumption Commitment (MACC)** if all criteria are met.

This designation is different from simply being “Co-Sell Ready” or having a published offer. Azure IP Co-Sell eligibility requires a separate review and approval process.

## Requirements for Azure IP Co-sell eligible offer?

To qualify for Azure IP Co-Sell eligibility, an offer must meet Microsoft’s technical, business, and policy requirements. These requirements ensure the offer is aligned with Azure priorities and ready for co-selling with Microsoft field sellers.

At a high level, the offer must:

* Be **transactable** in the Azure Commercial Marketplace (Microsoft must be the seller of record).
* Belong to a supported offer type:
  + **SaaS**, **Azure Managed Application**, **Container**, or **Virtual Machine**.
* Be **live** (published and available in the Marketplace).
* Meet the **Azure IP Co-Sell eligibility criteria** as outlined in Microsoft documentation.

📘 Refer to the official documentation for the full list of requirements:  
https://learn.microsoft.com/en-us/partner-center/co-sell-requirements

## How to Make Your Offer Azure IP Co-Sell Eligible

### Step 1: Review Azure IP Co-Sell Eligibility Requirements

Before starting the co-sell configuration process, confirm that both the **partner** and the **offer** meet all Azure IP Co-Sell eligibility criteria.

📘 Refer to the official requirements here:  
🔗 <https://learn.microsoft.com/en-us/partner-center/co-sell-requirements>

Key requirements include:

* Offer must be **transactable** (Microsoft is the seller of record).
* Offer must be **live** in the Azure Commercial Marketplace.
* Partner must meet revenue thresholds (e.g., ≥ $100K in ACR or Marketplace sales over the past 12 months).
* Required co-sell assets must be prepared (e.g., one-pager, pitch deck, reference architecture diagram).

### Step 2: Publish a Transactable Offer in Azure Marketplace

The offer must be published and available before proceeding to co-sell configuration.

**Supported offer types**:

* SaaS
* Azure Managed Application
* Container
* Virtual Machine

### Step 3: Configure Co-Sell Content in Partner Center

After the offer is live:

* Navigate to the offer in Partner Center.
* Select the offer
* Complete the Configure **Co-Sell Solution** section.
* Upload required assets:
  + Solution One-Pager
  + Pitch Deck
  + Reference Architecture Diagram (for SaaS offers)
* Add sales contacts and other required metadata.

📘 Follow the official guide:  
🔗 <https://learn.microsoft.com/en-us/partner-center/configure-co-sell-solution>

### Step 4: Submit for review

Once configuration is complete:

* Click **Submit for Review** under the Co-Sell Solution section in Partner Center.

Microsoft will evaluate:

* Technical architecture and deployment model
* Azure alignment
* Eligibility based on published criteria

📬 Status updates will appear in the **Co-Sell Solutions** tab and via email (e.g., *Approved*, *Rejected*, *Action Required*).

Here is an example how an approval Azure IPCS Eligible offer looks like:

A screenshot of a computer

AI-generated content may be incorrect.

How to view my offer Co-sell status?

Partners can verify the Azure IP Co-Sell status of their offer directly in Partner Center using one of the following methods:

**🔍 Option 1: Marketplace Offers in Partner Center**

1. Go to **Partner Center** → **Marketplace Offers**.
2. Select the relevant offer.
3. On the **Offer Overview** page, scroll to the **Marketplace Programs** section.
4. Look for the **Co-sell with Microsoft** status.

✅ If the offer is Azure IP Co-Sell eligible, it will display: **Co-sell Ready | Azure IP Co-sell incentivized**

**🔍 Option 2: Referrals in Partner Center**

1. Go to **Partner Center** → **Referrals**.
2. Select the relevant co-sell solution.
3. In the grid, review the current co-sell status and incentive program approvals.
4. Alternatively, click the solution name to open the details pane and view the current status (e.g., *Under Review*, *Approved*, *Rejected*).

💡 This view is especially helpful for tracking the review status and understanding which incentive programs the offer is aligned with.

## Expediting the IPCS Review in Urgent Scenarios

In some cases—such as pending customer deals, fiscal deadlines, or strategic co-sell opportunities, a partner may need to fast-track the IPCS review process.

One of the most common reasons for urgency is that IPCS is a requirement for an offer to be MACC-eligible. Without IPCS status, the offer will not be MACC-eligible. Therefore,

* The offer cannot count toward the customer's Azure Consumption Commitment (MACC).
* Deal closure may be delayed or jeopardized.

To expedite IPCS review:

* Submit an expedite request through Partner Center support via this link <https://partner.microsoft.com/en-us/support?stage=1>

Common Gotchas That Prevent an Offer from Being Ready for Azure IP Co-Sell Eligibility

Even when a partner believes they’ve completed all the necessary steps, their offer may still be blocked from entering or progressing through the Azure IP Co-Sell (IPCS) review process. These issues are often overlooked because they span multiple tabs in Partner Center and are scattered across documentation like <https://learn.microsoft.com/en-us/partner-center/configure-co-sell-solution>.

**⚠️ Most Common Reasons an Offer Is Not Ready for IPCS Review**

* **Offer is not transactable**
* **Co-sell solution was never configured**  
  Partners may publish the offer but forget to start the co-sell configuration step in Partner Center.
* **Offer was not submitted for co-sell review**  
  Even after configuration, the partner must explicitly click **Submit for Review** when the offer is ready.
* **Co-sell configuration not completed at the offer level**  
  Co-sell eligibility is determined per offer—not at the account level. Partner often thinks that if they have an offer eligible, they don’t have to do it again for other offers.
* **Assumption that account-level Co-Sell Ready status applies to all offers**  
  → Reminder: Each offer must be individually configured and reviewed for IPCS eligibility.
* **Missing required co-sell documents or the submitted documents don’t meet the requirements**  
  These must be uploaded during the co-sell configuration step:
  + Solution One-Pager (required)
  + Pitch Deck (required)
  + Reference Architecture Diagram (required for SaaS offers)
    - Common issues: unclear visuals, missing Azure components
    - 📘 See: <https://learn.microsoft.com/en-us/partner-center/reference-architecture-diagram>
* **Missing sales contacts**  
  Sales contacts must be added in the co-sell configuration step.
* **Partner has not met the revenue threshold**  
  The partner must have ≥ $100K in Azure Consumed Revenue (ACR) or Marketplace sales over the past 12 months.

FAQs

**Q: My partner just submitted the offer for Co-Sell review. How long does the review take?**  
**A:** Typically, the review takes **2 business days**. The ISV will receive an email notification with the result (e.g., *Approved*, *Rejected*, *Action Required*).

**Q: Can an offer lose its Azure IP Co-Sell Eligible status?**  
**A:** Yes. If the offer is re-reviewed and found to be **non-compliant** with IPCS requirements, the status can be revoked.

**Q: My partner keeps running into an error when submitting the Co-Sell contact. What should they do?**  
**A:** Ensure all required fields are completed and follow the guidance in this documentation:  
🔗 https://learn.microsoft.com/en-us/partner-center/configure-co-sell-solution

## Additional Resources

* [Co-sell with Microsoft sales teams and partners overview - Partner Center | Microsoft Learn](https://learn.microsoft.com/en-us/partner-center/referrals/co-sell-overview)
* [Configure co-sell solution - Partner Center | Microsoft Learn](https://learn.microsoft.com/en-us/partner-center/referrals/co-sell-configure)
* [Co-sell requirements - Partner Center | Microsoft Learn](https://learn.microsoft.com/en-us/partner-center/referrals/co-sell-requirements)
* [Verify co-sell status of a solution - Partner Center | Microsoft Learn](https://learn.microsoft.com/en-us/partner-center/referrals/co-sell-status)
* [Co-sell country, region, state, and province codes - Partner Center | Microsoft Learn](https://learn.microsoft.com/en-us/partner-center/referrals/commercial-marketplace-co-sell-location-codes)
* [Reference architecture diagram - Partner Center | Microsoft Learn](https://learn.microsoft.com/en-us/partner-center/referrals/reference-architecture-diagram)