



Innovazione e successo: il percorso degli ISV nel mondo di Azure Marketplace

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ISV Success

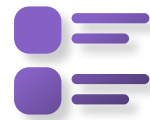
Supporting ISVs through Build, Publish, and Grow

Build and Publish

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



Build



**Deploy
+Publish**



Grow

Marketplace Rewards

Sell more with proven marketing benefits

Equips ISVs to build well-architected apps on Microsoft Cloud

Helps ISVs to successfully publish apps to marketplace

Helps ISVs to acquire customers for their apps

Eligibility Criteria

Wide open door to all B2B ISVs



**Have an app in
development**



B2B in focus



**Intend to publish in
the marketplace**



**Join our partner
network**

Note: ISVs cannot participate in both Founder's Hub and ISV Success at the same time.

What's included

Technical and business benefits to drive your success



Cloud sandbox



Developer tools



1:1 consults



GTM Benefits



A dedicated [community](#)

Supported development scenarios

ISV Success supports the following four scenarios



Build New

New app not yet in-market



App Integration

App built on Azure or not



App Migration/Replication

App not on Microsoft Cloud



App Modernization

App already built on Azure

Commercial marketplace publishing*

*Note: Publishing support to our commercial marketplace includes Microsoft AppSource, Azure Marketplace and Teams Store

Enabling AI innovation



Build more intelligent apps

Use free Azure benefits towards a portfolio of industry leading [Azure AI services](#) and gain access to Limited Access features for Azure Cognitive Services ([learn more](#))



Increase interoperability and extensibility of apps

Join the [Technology Adoption Program \(TAP\)](#) to learn about roadmaps, share feedback & engage M365 product groups



Increase speed and efficiency in developing apps

[GitHub Copilot](#) coming end of 2023 as part of ISV Success benefits



Stay updated on the newest innovations
Access curated content and regular AI training and events

Core Benefits Package

126K USD retail value, entirely free in year one



Build your product

	Benefits Package*	Retail Value
Developer sandbox of cloud credits	Microsoft Azure	\$5,000
	Azure Standard Support Plan	\$1,200
	Dynamics 365 Sales, Field Service and Customer Service Partner Sandbox, 25 seats	\$40,500
Best-in-class developer tools	Limited access features for advanced AI and cognitive services	Engineering service
	Microsoft 365 E5 developer subscription, 25 seats (support included)	Free
	GitHub Enterprise Cloud subscription, 20 seats	\$5,040
	Visual Studio subscription, 25 seats	\$75,000



Enablement & skilling

	Benefits Package*	Retail Value
Skilling on Microsoft cloud	Learning paths across Microsoft cloud	Self-serve resource
	Learning path for commercial marketplace	Self-serve resource
Technical advisory hours	1:1 App architecture design session (ADS)	Engineering service
	1:1 App architecture review (ADR)	Engineering service
	1:1 App publishing consult	Engineering service
Business enablement	1:1 marketplace listing optimization service	Business service
	Workshops & webinars to support ISV build, publish & grow journey	Business service

*Note: specific benefits and benefit amounts in this package are subject to change.

What should I expect if accepted?



Microsoft gives

- Benefits to help build and publish your app
- Curated content tailored to ISVs
- Monthly webcasts, quarterly hackathons
- Marketplace publishing support
- Engagement manager to guide you
- Email alias and office hours for questions



Partner gives

- Use benefits over 12-month period
- Publish finished application to our marketplace
- Provide feedback on experience
 - Surveys
 - Focus groups – up to two 1-hour discussions
 - 1:1 feedback – with your engagement manager

Marketplace Rewards, now part of ISV Success

Supporting ISVs to grow app sales through marketplace

- Partners unlock sales & marketing benefits based on marketplace performance
- Benefits are available to all publishers at no cost and refresh annually
- The benefits both reward and further accelerate application sales through marketplace

Partner success with
Marketplace Rewards

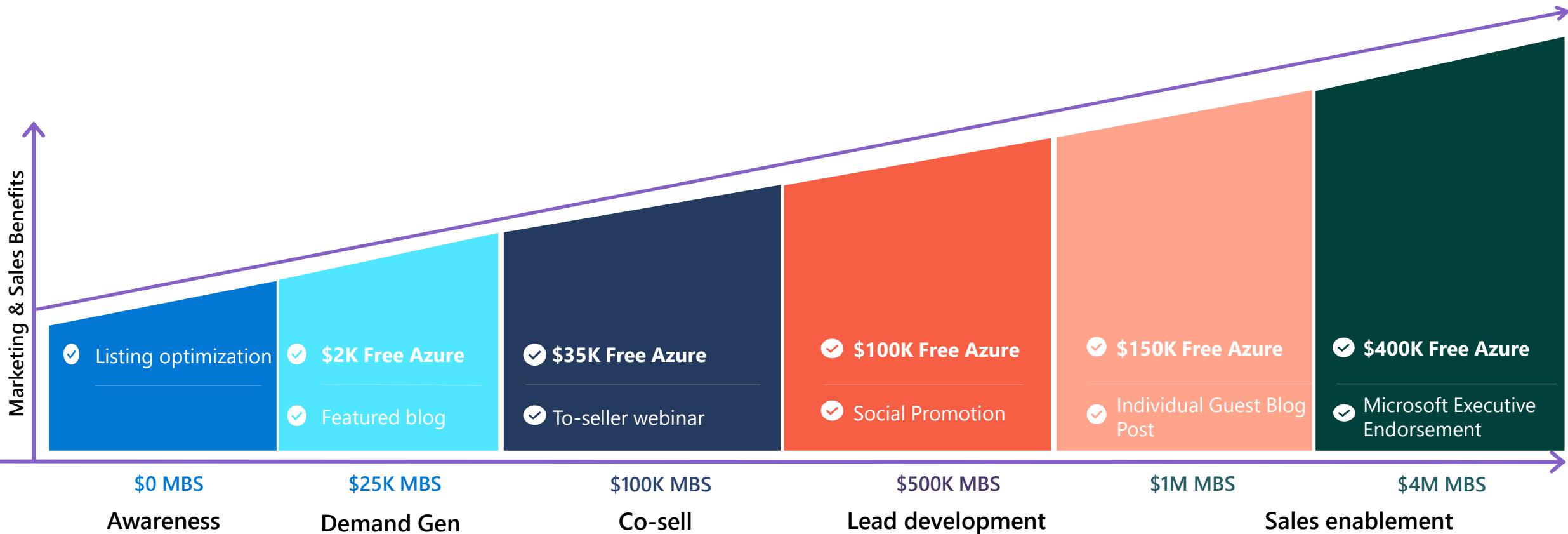


Higher marketplace
billed sales

** based on comparing partners with transactable offers that used one or more program benefits to those that did not use any program benefits.*

The more you perform, the more you earn

Multiple performance paths to unlock benefits



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

Marketing benefits

Benefits for partners with transactable, Teams Apps, or qualifying Business Application offers

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

Marketing benefits	Publisher	\$500	\$25K or 250 Teams MAU	\$50K or 500 Teams MAU	\$100K or 1K Teams MAU	\$500K or 5K Teams MAU	\$1M or 50K Teams MAU	\$2M or 200K Teams MAU	\$5M or 500K Teams MAU
Market research and marketing materials: Partner marketing center	✓	✓	✓	✓	✓	✓	✓	✓	✓
Self-serve digital marketing on demand	✓	✓	✓	✓	✓	✓	✓	✓	✓
Partnering and global expansion readiness assessments	✓	✓	✓	✓	✓	✓	✓	✓	✓
Commercial marketplace listing optimization	✓	✓	✓	✓	✓	✓	✓	✓	✓
Commercial marketplace marketing toolkit	✓	✓	✓	✓	✓	✓	✓	✓	✓
Commercial marketplace what's new blog ▲	✓	✓	✓	✓	✓	✓	✓	✓	✓
Press release support + # ♦	✓	✓	✓	✓	✓	✓	✓	✓	✓
Marketplace Rewards testimonial		✓	✓	✓	✓	✓	✓	✓	✓
Commercial marketplace featured category placement + # ▲		✓	✓	✓	✓	✓	✓	✓	✓
Commercial marketplace blog feature + # ♦			✓	✓	✓	✓	✓	✓	✓
In-depth customer review + #			✓	✓	✓	✓	✓	✓	✓
Azure sponsorship for Test Drive/trial sandbox # ^				\$5k	\$5K	\$40K	\$50K	\$75K	\$100K
Partner or customer success story + # ♦					✓	✓	✓	✓	✓
Commercial marketplace featured home page placement + # ▲							✓	✓	✓
Social promotion spotlight + # ▲							✓	✓	✓
Individual guest blog post + # ♦							✓	✓	✓
Microsoft executive endorsement + #							✓	✓	✓

All benefits subject to change and must be completed by 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

^ 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

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

Sales benefits

Benefits for partners with transactable, Teams Apps, or qualifying Business Application offers

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

Sales Benefits	Publisher	\$500	\$25K or 250 Teams MAU	\$50K or 500 Teams MAU	\$100K or 1K Teams MAU	\$500K or 5K Teams MAU	\$1M or 50K Teams MAU	\$2M or 200K Teams MAU	\$5M or 500K Teams MAU
Co-sell solution finder listing guidance	✓	✓	✓	✓	✓	✓	✓	✓	✓
Grow and scale by selling through Microsoft partners in the commercial marketplace	✓	✓	✓	✓	✓	✓	✓	✓	✓
Azure sponsorship for deployment/proof of concept + # ^		\$2K	\$2K	\$15K	\$30K	\$60K	\$100K	\$125K	\$300K
Microsoft seller webinar + #					✓	✓	✓	✓	✓
Solution spotlight to Microsoft sales team + # **					✓	✓	✓	✓	✓

All benefits subject to change and must be completed by 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.

** Requires co-sell ready listing in Co-Sell solution finder or a scheduled or completed

^ Sponsorship is available as per offer availability in the respective country/region

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

Additional Marketplace Rewards for Teams Apps Partners

Company level commercial marketplace billed sales or Teams App MAU

Exclusive Benefits	Publisher	\$500	\$25K or 250 Teams MAU	\$50K or 500 Teams MAU	\$100K or 1K Teams MAU	\$500K or 5K Teams MAU	\$1M or 50K Teams MAU	\$2M or 200K Teams MAU	\$5M or 500K Teams MAU
Press release support w/social amplification + # ♦	✓	✓	✓	✓	✓	✓	✓	✓	✓
Launch asset development support (BOM)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Joint webinar ♦							✓	✓	✓

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ISV Success highlights

- 1 ISV Success is the pathway for ISVs within the Microsoft AI Cloud Partner Program
- 2 This program supports across the Microsoft Cloud – Azure, Microsoft 365/Teams, Dynamics 365/Power Platform, Security Cloud
- 3 The program supports across the entire journey of building, publishing and selling apps
- 4 After publishing to marketplace, get access to [Marketplace Rewards](#) (now part of ISV Success). [Access marketing benefits that grow along with your sales.](#)
- 5 [Qualifying ISVs will be invited to join an expanded package](#) with additional Azure Sponsorship and technical consultations
- 6 Launching in January 2024, [qualifying ISVs will be able to renew benefit packages](#) at a discounted rate
- 7 ISV Success supports partner meet Azure IP Co-sell eligibility requirements with [transactable publishing support and Marketplace Rewards](#) to help accelerate marketplace billed sales

Microsoft Commercial Marketplace

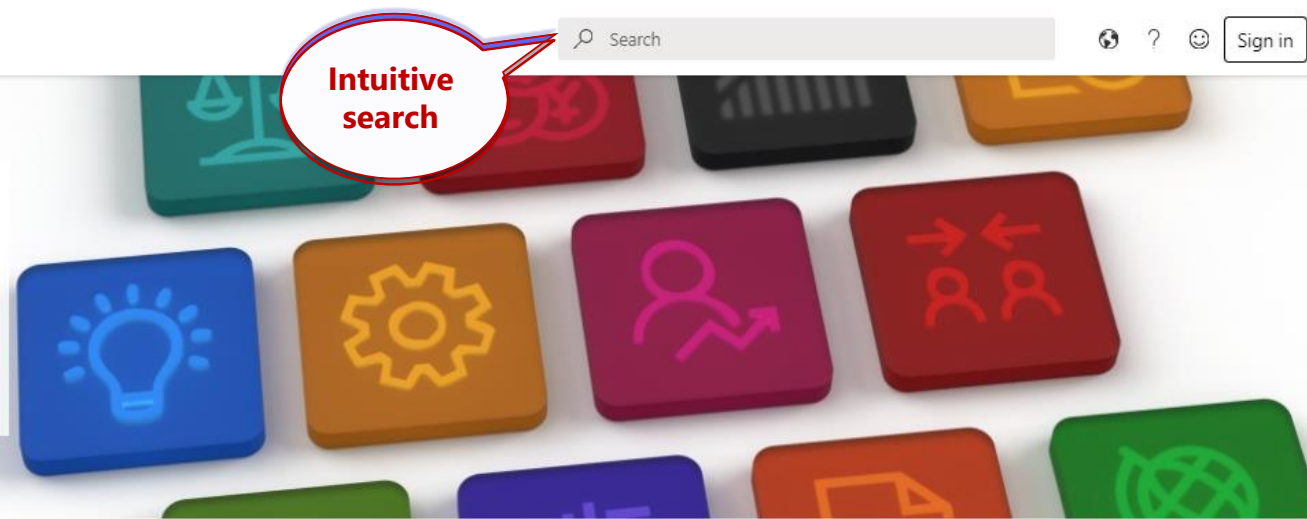


Value proposition message in marquee header

Get the right app for your business needs

Find solutions that enable innovation, drive business outcomes, and help you get more done with what you already have.

Intuitive search



Explore business solutions now [See all apps](#)

Categories Industries Products

- AI + Machine Learning
- Analytics
- Collaboration
- Compliance & Legal
- Customer Service
- Finance
- Geolocation
- Human Resources
- Internet of Things
- IT & Management Tools
- Marketing
- Operations & Supply Chain
- Productivity
- Sales

Popular apps

Icon based discovery by category, industry or product

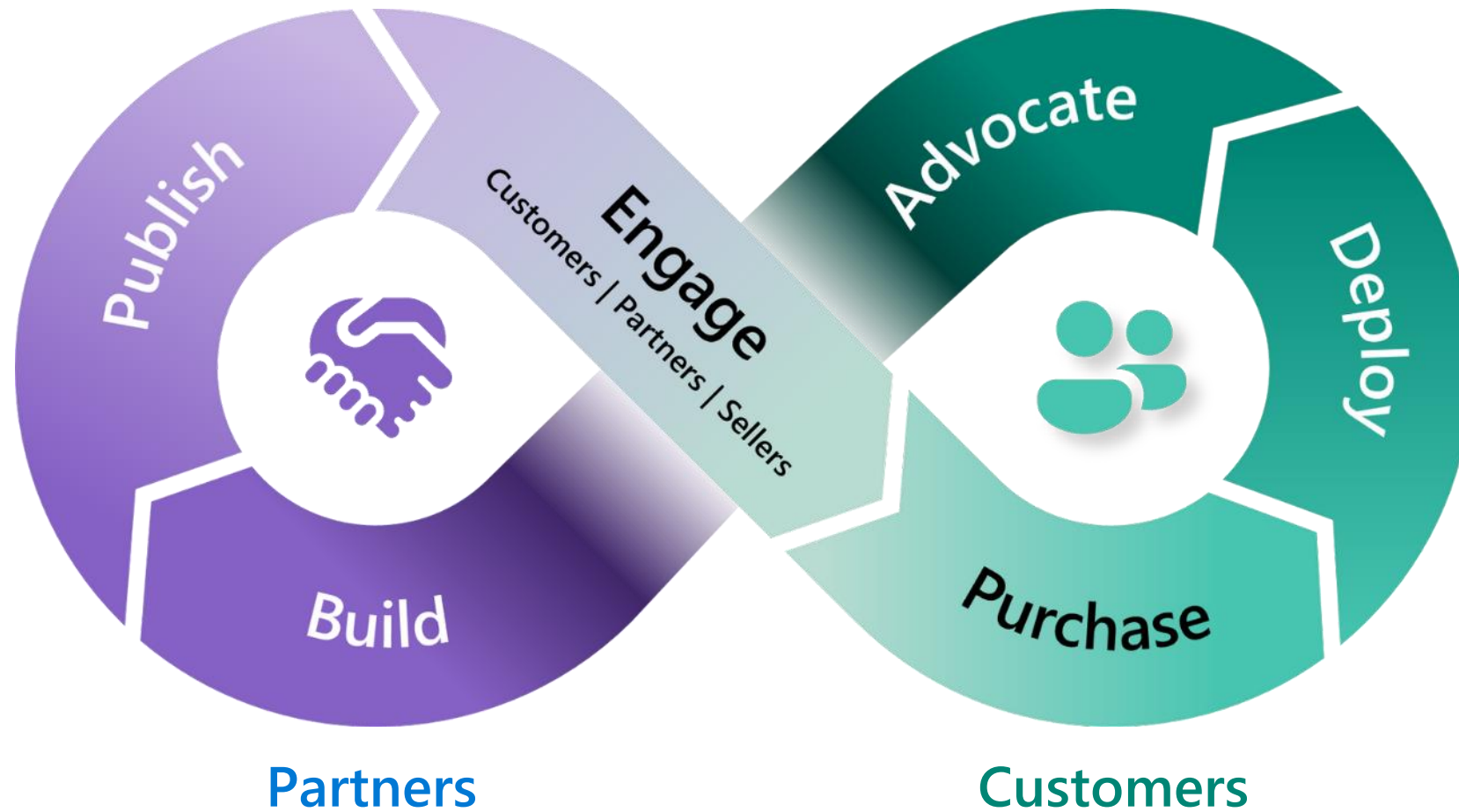
Popular apps

- Zoom for Outlook**
By Zoom Video Communications, Inc
Outlook
- Mendeley Cite**
By ELSEVIER LIMITED
Word
- Grammarly for Microsoft Word**
By Grammarly
- HubSpot Sales**
By HubSpot
Outlook

[Find the right app | Microsoft AppSource](#)

Marketplace: B2B commerce at digital scale

With the **Microsoft Cloud and the commercial marketplace**, we have an unprecedented opportunity to help ISVs serve every customer need.



Marketplace: Acquire, retain, and connect partners to customers on the Microsoft Cloud

Marketplace: the value for partners and customers



Reach

Reach customers across globe:
1 billion Microsoft customers,
90K-plus partners in the Cloud
Solution Providers, and **15K**
global Microsoft sellers

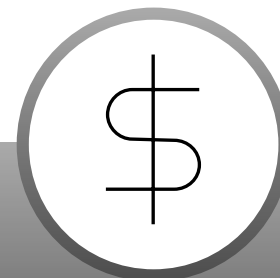
Growth in
138% marketplace sales



Simplify sales

Attach your solution to
a central commerce engine
dedicated to your success,
first to market with **3%**
agency fee

120% Increased
deal size



Unlock growth

Gain access to the **95% of**
Fortune 500 customers that use
the Microsoft Cloud. Sell
to customers with **cloud**
consumption commitments

85% MACC customers
use marketplace



Increase efficiency

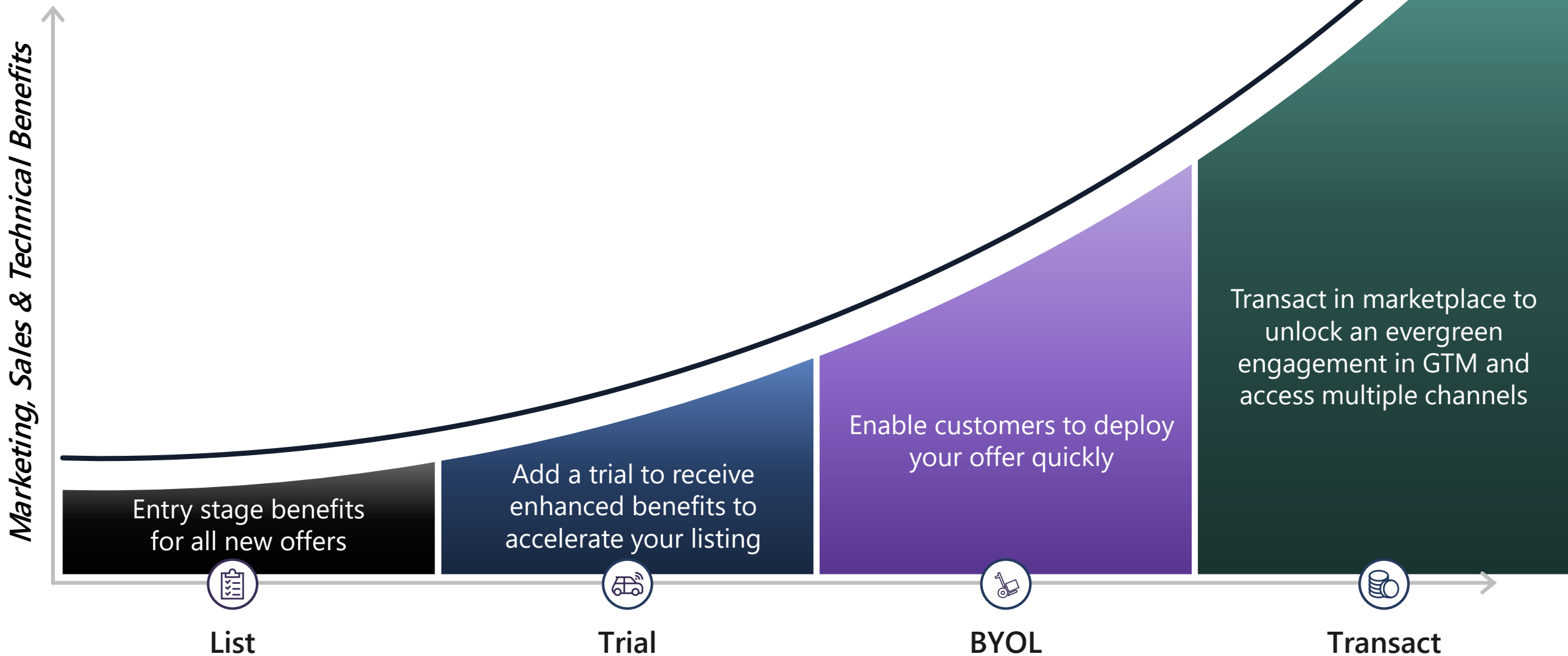


Spend smarter



Buy with confidence

Creating a stronger customer experience results in wider benefits for all



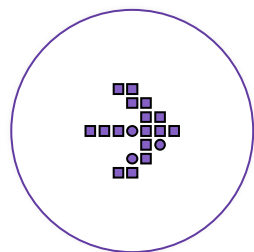


The FY24 Marketplace Transact and Grow Incentive Campaign starting 1 July 2023 and ending 30 June 2024 is a campaign to reward publishers for driving sales of transactable offers on Microsoft commercial marketplace. Participants can receive up to USD 200,000 in cash rewards.

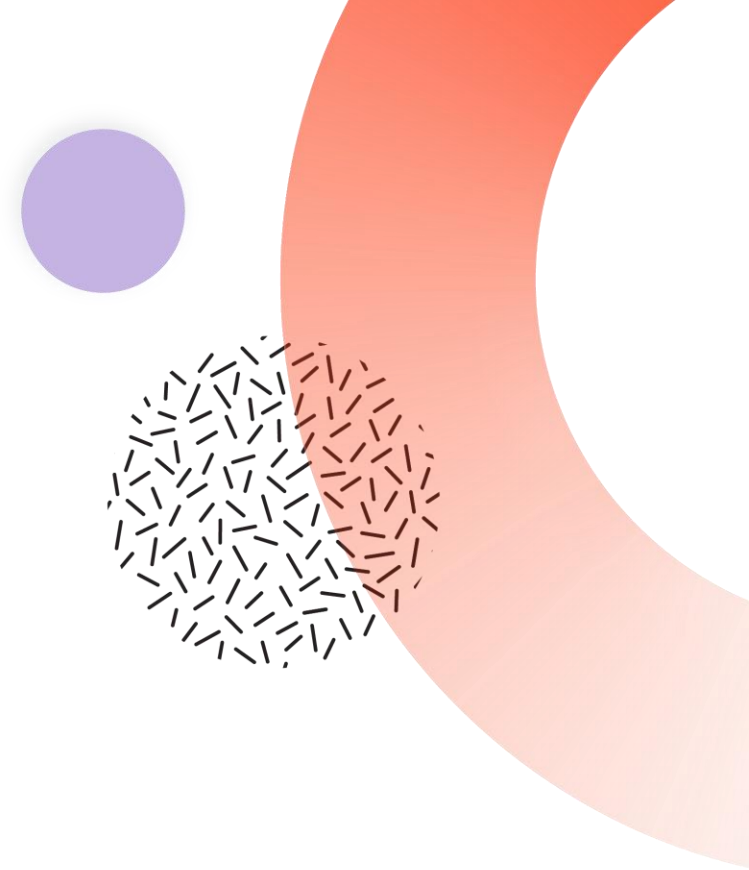
Learn more about publishing offers to the Microsoft commercial marketplace at [Microsoft Learn](#)

Join us!

You will be asked to tell us more about your organization and your application development project.



Sign up on ISV Hub [here](#)



Thank you!

